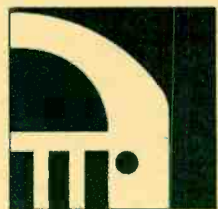


# AMERICAN RADIO

Fall 1981



**James H. Duncan, Jr.**

AMERICAN RADIO  
FALL 1981 REPORT

Compiled and edited by:  
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KALAMAZOO, MI 49003  
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Volume VI, Number 2

## INTRODUCTION

With this the 12th edition of American Radio I am announcing the birth of a new company, DUNCAN MEDIA ENTERPRISES, INC. I have resigned from my position as VP/Media of Gilmore Advertising and I have hung out my own shingle. I will be able to devote full time to American Radio and that will make it an even better product. I expect to issue other publications concerning radio during the coming year. I will also be a consultant to an ad agency and to several corporations concerning broadcast media.

I am very excited about my new company and I thank you for helping to make it possible. Your support of my work is sincerely appreciated. Please feel free to call with comments or suggestions at any time. My new address is:

JAMES H. DUNCAN, JR.  
DUNCAN MEDIA ENTERPRISES, INC  
PO BOX 2966  
(2913 BRANDYWINE DR)  
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I strongly urge all of you (particularly new subscribers) to carefully read the definitions pages at the beginning of Section B. This will help you understand all of the information given in the Individual Market Reports. However, if you have any questions please feel free to call me. I figure that my time and my call back to you is part of the subscription price. Also I always enjoy talking about American Radio.

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Every effort has been made to make this book as accurate as is humanly possible. However, we are responsible for errors only to the extent that subscribers will be notified if such action is justified.

Any corrections made by Arbitron to earlier published market reports are included if they were received by February 15, 1982.

Work on this edition was completed on March 4, 1982. Mailing will begin on March 8, 1982. Working on such tight deadlines may cause production problems. If your copy is defective in any way let me know and I will promptly mail another copy to you.

1WCFU

## HIGHLIGHTS AND COMMENTS

### FCC FINANCIAL DATA

This issue of American Radio does include the "new" FCC financial data from 1980. This data was not released until February - later than ever before. Supposedly there were some mistakes in the original FCC release. I believe that I have caught their corrections.

### LEADING STATIONS

WOR has regained the position as the highest ranked station (1/4 HR AVG) in the nation. Stations in the top 100 making large gains include: WRKS-F, WYNY-F, KLOS-F, WJIT, WMMR-F, KSTP-F, WCAU-F, WSOC-F, WRAL-F, XTRA, WXKS-F, WBCN-F, WRHC, WKHK-F, WXYZ, WLS-F, KZLA-F, KMEL-F, WUSL-F.

OTHER LEADERS:	Teens - WPLJ-F	AMD - WINS
	18-34 - WBLS-F	TSA CUME - WNBC
	18-49 - WBLS-F	CUME Rating - WJBC
	25-54 - WBLS-F	Metro Share - WJBC
	35-64 - WINS	FM Metro Share - WQSM-F

#### LEADERS BY FORMAT:

ROCK/TOP 40/CONTEMP	- WNBC	BTFM MUSIC	- WRFM
AC/SOFT ROCK/OLDIES	- WYNY-F	COUNTRY	- WMAQ
AOR	- WPLJ-F	BLACK/URBAN	- WKTU-F
NEWS/TALK	- WOR	SPANISH	- WJIT
MOR	- WGN	RELIGION	- WWDJ
BIG BAND/NOST	- WNEW	CLASSICAL	- WQXR-F+

LARGEST SHARE GAINS:	WYU-F Knoxville	+11.7
	WJXQ-F Lansing	+11.2
	KDKS-F Shreveport	+11.1
	KLAQ-F El Paso	+10.5
	WZZK-F Birmingham	+10.0

LARGEST SHARE LOSSES:	WDEF Chattanooga	-8.3
	WAMX-F Huntington	-8.6
	WVLK-F Lexington	-6.9
	KRIO McAllen	-7.0

### WEIRD SRDS LISTINGS

Last issue I promised I would call attention to those stations which I noticed had questionable listings in SRDS. Below are some of these listings:

	<u>SRDS Description</u>	<u>Broadcasting Yearbook Description</u>
KRST-F	Albuquerque HAAT 5000 feet	HAAT 4110 feet
WYNY-F	New York 50 KW	7.2 KW
WDAS-F	Philadelphia 50 KW	3.3 KW
WBLS-F	New York 50 KW	5.4 KW
WNAP-F	Indianapolis 50 KW	13 KW
WNCE-F	Lancaster 50 KW	5.5 KW
WPXY-F	New York HAAT 653 feet	HAAT 400 feet
WYYD-F	Pittsburgh - lists HAAT above sea sea level	



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### II. SECTION B: ARBITRON INDIVIDUAL MARKET REPORTS

- B1-B3 Definitions, Clarifications and Explanations  
Individual Market Reports for these markets in alphabetical order
- |                    |                  |                |                  |
|--------------------|------------------|----------------|------------------|
| Akron              | Daven-RI-Moline  | Little Rock    | Richmond         |
| Albany--Schen-Troy | Dayton           | Los Angeles    | Riverside-SB-Ont |
| Albuquerque        | Daytona Beach    | Louisville     | Rochester        |
| Allen-Beth-Easton  | Denver           | Lubbock        | Sacramento       |
| Anaheim            | Des Moines       | Madison        | St. Louis        |
| Anchorage          | Detroit          | McAllen-Brown  | Salinas-Sea      |
| Apple-Osh          | El Paso          | Memphis        | Salt Lake City   |
| Atlanta            | Eugene-Spr       | Miami          | San Antonio      |
| Austin             | Flint            | Milwaukee      | San Diego        |
| Bakersfield        | Ft. Lauderdale   | Min-SP         | San Francisco    |
| Baltimore          | Ft. Wayne        | Mobile         | San Jose         |
| Baton Rouge        | Fresno           | Modesto        | Seattle          |
| Beaumont           | Grand Rapids     | Nashville      | Shreveport       |
| Birmingham         | Greensboro-WS    | Nassau-Suffolk | Spokane          |
| Bloomington        | Greenv-Spart     | New Haven      | Springfield,MA   |
| Boston             | Harrisburg       | New Orleans    | Stockton         |
| Bridgeport         | Hartford         | New York       | Syracuse         |
| Buffalo            | Honolulu         | Norfolk        | Tampa-SP         |
| Canton             | Houston          | NE PA          | Toledo           |
| Charleston,SC      | Huntington       | Oklahoma City  | Tucson           |
| Charlotte          | Indianapolis     | Omaha          | Tulsa            |
| Chattanooga        | Jacksonville     | Orlando        | Washington       |
| Chicago            | JC-Kings-Bristol | Peoria         | West Palm Beach  |
| Cincinnati         | Kalamazoo        | Philadelphia   | Wichita          |
| Cleveland          | Kansas City      | Phoenix        | Wilmington,DE    |
| Colo Springs       | Knoxville        | Pittsburgh     | Worcester        |
| Columbia,SC        | Lancaster        | Portland,OR    | York             |
| Columbus,OH        | Lansing          | Providence     | Youngstown       |
| Corpus Christi     | Las Vegas        | Raleigh        |                  |
| Dallas-FW          | Lexington        | Reading        |                  |

III. SECTION C: OTHER MARKET REPORTS

Arbitron Condensed Radio Market Reports

- C1 Aberdeen,WA; Danbury,CT; Gainesville,FL
- C2 Lafayette,IN; New Bedford,MA; Palm Springs,CA; Plattsburgh,NY
- C3 Santa Barbara,CA; Santa Rosa,CA; Wenatchee, WA

Mediastat Non-Monthly Reports

- C4 Barstow,CA; Fort Morgan,CO; La Junta,CO; Dover,DE; Calhoun,GA;  
Carbondale,IL; Ottumwa,IA; Lake Charles,LA; Bangor,ME
- C5 Jackson,MI; Muskegon,MI; Peterborough, NH; Elmira,NY; Ithaca,NY;  
Goldsboro,NC; Wooster,OH; Alva-Enid,OK
- C6 Salem,OR; Paris,TN; Union City,TN; San Angelo,TX; Seymour,TX;  
Brattleboro,Keene,NH; Middlebury,VT; Bluefield,VA; Harrisonburg,VA
- C7 Staunton,VA; Clarksburg,WV; Greenbriar Valley,WV; Sheridan,WY

Birch Reports

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- C9 Charlotte, Cleveland, Cincinnati
- C10 Green Bay, Hartford, Indianapolis
- C11 Jacksonville, Kansas City, Knoxville
- C12 Louisville, Memphis, Miami
- C13 Milwaukee, Nashville, New Orleans
- C14 Norfolk, Oklahoma City, Orlando
- C15 Phoenix, Pittsburgh, Portland
- C16 Richmond, Rochester, San Antonio
- C17 Syracuse, Tampa, Tulsa
- C18 Washington

AMERICA'S 500 MOST LISTENED TO RADIO STATIONS\*\*

<u>STATION</u>	<u>MARKET</u>	<u>1/4 HR AVG</u>	<u>FORMAT</u>	<u>OWNER</u>	<u>O/N 80 RANK</u>
1. WOR	New York	1668	Talk	RKO	3
2. WKTU-F	New York	1469	Urban	Infinity	1
3. WBLS-F	New York	1455	Urban	Inner City	2
4. WNBC	New York	1388	Contemp	NBC	4
5. WRKS-F	New York	1364	Urban	RKO	133
6. WINS	New York	1343	News	Westinghouse	7
7. WGN	Chicago	1192	MOR/Talk	Chi Tribune	6
8. WCBS	New York	1190	News	CBS	5
9. WPLJ-F	New York	1183	AOR	ABC	11
10. KABC	Los Angeles	1177	Talk	ABC	16
11. WYNY-F	New York	1092	AC	NBC	21
12. WRFM-F	New York	1065	BTFL	Bonneville	8
13. WMAQ	Chicago	1024	Country	NBC	9
14. WCCO	Minn-SP	981	MOR/Variety		14
15. WLS	Chicago	914	Rock	ABC	10
16. WPAT-F	New York	912	BTFL	Capital Cities	13
17. KMOX	St. Louis	882	News/Talk	CBS	17
18. WABC	New York	880	Contemp	ABC	12
19. WJR	Detroit	860	MOR/Talk	Capital Cities	19
20. KDKA	Pittsburgh	858	MOR	Westinghouse	15
21. KGO	San Francisco	851	Talk/News	ABC	20
22. KMET-F	Los Angeles	812	AOR	Metromedia	33
23. KBIG-F	Los Angeles	810	BTFL	Bonneville	25
24. WBBM	Chicago	774	News	CBS	22
25. WNEW	New York	771	Big Band	Metromedia	29
26. KLOS-F	Los Angeles	769	AOR	ABC	71
27. WCOZ-F	Boston	751	AOR	Blair	24
28. KYW	Philadelphia	737	News	Westinghouse	18
29. WGCI-F	Chicago	707	Urban	Gannett	35
30. WBAP	Dallas-FW	689	Country	Capital Cities	38
31. WLOO-F	Chicago	678	BTFL	Century	25
32. WCBS-F	New York	667	Oldies/AC	CBS	23
33. WMGK-F	Philadelphia	645	AC	Greater Media	30
34. KFWB	Los Angeles	624	News	Westinghouse	34
35. WBZ	Boston	618	MOR	Westinghouse	32
36. KNX	Los Angeles	600	News	CBS	28
37. WJIT	New York	597	Spanish	Infinity	56
WMMR-F	Philadelphia	597	AOR	Metromedia	58
39. WHN	New York	589	Country	Mutual	31
40. WDAF	Kansas City	588	Country	Taft	47
WNEW-F	New York	588	AOR	Metromedia	27
42. KCBS	San Francisco	569	News	CBS	40
43. KRTH-F	Los Angeles	558	AC	RKO	49
44. WIND	Chicago	543	Talk	Westinghouse	50
45. KSTP-F	Minn-SP	541	AC	Hubbard	82
46. WMCA	New York	533	Talk		42
47. KJOI-F	Los Angeles	528	BTFL	Beatrice Foods	44
48. WHDH	Boston	517	MOR	Blair	37
49. WTIC	Hartford	510	MOR		52
50. WADO	New York	506	Spanish		68

\*\* Based on 1/4 HR AVG, TSA, Mon-Sun, 6A-MID.

+ denotes simulcast

\* Denotes Spring 81 survey period

<u>STATION</u>	<u>MARKET</u>	<u>1/4 HR AVG</u>	<u>FORMAT</u>	<u>OWNER</u>	<u>O/N 80 RANK</u>
51. KFI	Los Angeles	497	AC	Cox	36
52. WWSH-F	Philadelphia	483	BTFL	Cox	45
53. WPAT	New York	479	BTFL	Capital Cities	39
WLLZ-F	Detroit	479	AOR	Doubleday	43
55. WMAL	Washington	475	MOR	ABC	55
56. WCAU-F	Philadelphia	471	Rock	CBS	164
57. KFRC	San Francisco	455	Rock	RKO	65
58. WSOC-F	Charlotte	453	Country	Cox	105
KNX-F	Los Angeles	453	Soft Rock	CBS	71
60. WRAL-F	Raleigh	436	Contemp	Capital	106
61. WDAS-F	Philadelphia	433	Black	NBN	74
WIP	Philadelphia	433	MOR	Metromedia	54
63. XTRA	Los Angeles	432	Rock	Noble	121
64. WMMS-F	Cleveland	430	AOR	Malrite	53
KLAC	Los Angeles	430	Country	Metromedia	41
66. WXKS-F	Boston	424	Rock	Heftel	121
67. KOST-F	Los Angeles	422	BTFL	Cox	80
68. KSOL-F	San Francisco	419	Black	United	89
69. WEAZ-F	Philadelphia	412	BTFL		60
WBCN-F	Boston	412	AOR	Infinity	113
71. KHTZ-F	Los Angeles	408	Contemp	Greater Media	81
72. WBAL	Baltimore	403	MOR	Hearst	87
WWDB-F	Philadelphia	403	Talk		118
74. WRHC	Miami	402	Spanish		188
75. WZGC-F	Atlanta	401	Contemp	First Media	94
76. WKHK-F	New York	393	Country	Viacom	417
77. WRIF-F	Detroit	392	AOR	ABC	85
78. KRLA	Los Angeles	389	Contemp		46
79. KSCS-F	Dallas-FW	388	Country	Capital Cities	84
80. WROR-F	Boston	382	AC	RKO	110
81. KFAB	Omaha	379	MOR	May	74
82. WXYZ	Detroit	378	Talk	ABC	220
WLS-F	Chicago	378	Rock	ABC	461
84. WEEI	Boston	377	News	CBS	70
85. KIRO	Seattle	373	News	Bonneville	107
86. KZLA-F	Los Angeles	363	Country	Capital Cities	204
87. KVIL-F	Dallas	362	AC	Fairbanks	104
88. WJIB-F	Boston	361	BTFL	GE	51
89. WCLR-F	Chicago	360	AC	Bonneville	89
90. WKYS-F	Washington	358	Urban	NBC	111
WYSP-F	Philadelphia	358	AOR	Infinity	77
92. WQXR-F+	New York	357	Classical	New York Times	57
93. WMET-F	Chicago	356	AOR	Metromedia	79
94. KNBR	San Francisco	355	MOR	NBC	99
95. WWJ	Detroit	354	News	Detroit News	67
WTFM-F	New York	354	AC		64
97. WKQX-F	Chicago	352	AC	NBC	95
KMEL-F	San Francisco	352	AOR	Century	197
99. KRLD	Dallas	349	News	Metromedia	78
100. WUSL-F	Philadelphia	348	Country	LIN	200

101.	KMJQ-F	Hous	347	151.	WAIT	Chi	278	WEZB-F	NO	236	
102.	KIIS-F	LA	346	152.	WCAU	Phil	275	WZZP-F	Cleve	236	
103.	WIOQ-F	Phil	345	153.	KRBE-F	Hous	274	KZAP-F	Sacra	236	
104.	WWWW-F	Det	339	154.	WVBF-F	Bost	273	WABX-F	Det	236	
	KROQ-F	LA	339		WQYK-F	Tampa	273	205.	WBEN	Buff	235
106.	WGAY-F	Wash	337	156.	KGON-F	Port	271	WCCO-F	Minn-SP	235	
107.	KIQQ-F	LA	336	157.	KTSA	San An	270	207.	KGW	Port	232
108.	KIKK-F	Hous	335	158.	WHRK-F	Mem	268	WFLA-F	Tampa-SP	232	
109.	WFYR-F	Chi	334		WOKI-F	Knox	268	209.	WFAA	Dall-FW	231
110.	WEZN-F	Bridge	333		WDGY	Minn	268	KWK-F	St. Lou	231	
111.	KTNQ	LA	331	161.	WQXI-F	Atl	265	WSHH-F	Pitts	231	
112.	WRBQ-F	Tampa	328	162.	WAAF-F	Bos	264**	212.	KPRC	Hous	230
113.	WJEZ-F	Chi	327	163.	WHUR-F	Wash	261	WMJC-F	Det	230	
114.	KALI	LA	326	164.	WHB	K Cit	260	WFMT-F	Chi	230	
115.	KKDA-F	Dall	323		KKYX	San An	260	215.	WINZ	Miami	229
	WDVE-F	Pitts	323		CKLW	Det	260	WNWS	Miami	229	
117.	KMPC	LA	317	167.	WIFI-F	Phil	259	WASH-F	Wash	229	
	WLYF-F	Miami	317	168.	WLW	Cin	258	218.	WSSH-F	Boston	228
119.	WSB	Atl	316		WWKX-F	Nash	258	219.	KSD-F	St. Lou	227
120.	KTRH	Hous	314	170.	WINZ-F	Miami	256	WLWQ-F	Colum	227	
121.	KGfJ	LA	313	171.	WTQR-F	Gr-WS	256	221.	WLBS-F	Det	226
122.	WGY	Schen	311	172.	KFMK-F	Hous	255	WBMX-F	Chi	226	
	WIYY-F	Balt	311		KHJ	LA	255	223.	WEZW-F	Milw	225
124.	WJR-F	Det	309		WJPC	Chi	255	WHO	Des Moi	225	
125.	KSD	St. Lou	308	175.	KUTE-F	LA	254	225.	WWJ-F	Det	224
126.	WFBQ-F	Indy	307	176.	WEBN-F	Cin	253	WBEN-F	Buff	224	
127.	KRLY-F	Hous	305	177.	WHIO-F	Dayt	251	WXXK-F	Pitts	224	
	KLOL-F	Hous	305		KFOG-F	San F	251	KSEA-F	Sea	224	
	WWDc-F	Wash	305		WMC-F	Mem	251	229.	KSFO	San Fran	223
130.	KOA	Denv	302		KYYS-F	Kan C	251	KMEZ-F	Dall-FW	223	
	WNIC-F	Det	302	181.	KODA-F	Hous	250	WHJY-F	Prov	223	
	WPEN	Phil	302	182.	KQRS-F+	Minn	249	232.	KRAK	Sacra	222
133.	WIVK-F	Knox	300	183.	WWBA-F	Tampa	247	WEPP	Pitts	222	
134.	KZEW-F	Dall	296	184.	WGPR-F	Det	246	234.	WCZY-F	Det	221
135.	KILT-F	Hous	292		WXTZ-F	Indy	246	235.	WDBO-F	Orl	219
136.	WVEE-F	Atl	291	186.	WTVN	Colum	245	236.	WAIL-F	NO	218
	WKLS-F	Atl	291	187.	KSHE-F	St Lou	244	WGAR	Cleve	218	
138.	WEEI-F	Bost	290		KOMO	Sea	244	238.	KNEW	San Fran	217
139.	KSSN-F	Lit Ro	289	189.	WNDU-F	S Bend*	243	239.	WPOC-F	Balt	216
140.	WLKW-F	Prov	285	190.	WIBC	Indy	242	240.	KGB-F	San Die	214
	WGCL-F	Cleve	285		KGBT	McA-Br	242	WDIZ-F	Orl	214	
	WTAE	Pitts	285		WSUN	Tampa	242	KTXQ-F	Dall-FW	214	
143.	WPGC-F+	Wash	284		KEGL-F	Dall	242	WQAL-F	Cleve	214	
144.	WBBM-F	Chi	283	194.	WVNJ-F	New	241	244.	WAMZ-F	Louis	213
	WLIF-F	Balt	283	195.	WTMJ	Milw	240	245.	KBPI-F	Denv	211
	KISW-F	Sea	283	196.	WEZO-F	Roch	239	WFBC-F	Greenv	211	
147.	KVOO	Tulsa	282	197.	WDOK-F	Cleve	238	247.	WOW	Omaha	210
148.	WZZK-F	Birm	281	198.	KFYE-F	Fres	237	WXYV-F	Balt	210	
149.	WHYI-F	Miami	280		WRQX-F	Wash	237	249.	WLAV-F	GR	209
150.	KWKW	LA	279	200.	KEZK-F	St Lou	236	250.	WCMS-F	Norf	208

\*\* Insert WOWO, Fort Wayne, 264

	WBCS-F	Milw	208		KOAQ-F	Denv	186	351.	WXRT-F	Chi	165
252.	WJBR-F	Wilm	207		KTAR	Phoe	186		KTFM-F	San An	165
253.	KOSI-F	Denv	206		WQBA	Miami	186	353.	KBEQ-F	Kan Cit	164
	WJYW-F	Tamp-SP	206	304.	WJZZ-F	Det	185	354.	WSNI-F	Phil	163
	KSL	SLC	206		KYUU-F	SF	185		KAZY-F	Denv	163
	KDKB-F	Phoe	206		WWEZ-F	Cin	185		WAXY-F	Miami	163
257.	KBAY-F	San Jo	205		WMZQ-F	Wash	185		WCCO-F	Minn-SP	163
	KIOI-F	San Fr	205	308.	KMEO-F	Phoe	184	358.	WKBW	Buff	162
259.	KJQY-F	San Die	204		WRKO	Bost	184	359.	WCCC-F	Hart	161
260.	WPIX-F	NY	203		WNCN-F	NY	184		WHCN-F	Hart	161
261.	KABL-F	SF	202		WMT	Ce Rpd*	184		WRCH-F	Hart	161
	WJYE-F	Buff	202	312.	KDAY	LA	183		WYYS-F	Cin	161
	WHK	Cleve	202		WCMQ-F	Miami	183		WCMQ	Miami	161
	WBSB-F	Balt	202		WEZK-F	Knox	183		WHAS	Louis	161
	WESC-F	Gr-Spa	202	315.	WLQR-F	Tol	182		WYYD-F	Ral	161
	KOMA	Ok Cit	202	316.	WFOG-F	Norf	181	366.	KEX	Port	160
267.	KABL	SF	201		WGR	Buff	181		WTWR-F	Det	160
268.	WKDF-F	Nash	200	318.	KSFI	SLC	180	368.	WFLN-F+	Phil	159
	WKRQ-F	Cin	200		KUPL-F	Port	180		WOMC-F	Det	159
	WLTA-F	Atl	200		WSKZ-F	Chatt	180		KHOW	Denv	159
	WHUE-F	Bost	200		KMGC-F	Dall	180		WBZZ-F	Pitts	159
272.	WXLK-F	Roa	199	322.	WOOD-F	GR	179		KSLQ-F	St. Lou	159
	WWSW-F	Pitts	199		WIOT-F	Tol	179	373.	WWDJ	NY	158
	WYDO-F	Pitts	199		WJAS	Pitts	179		KIMN	Denv	158
	WPRO-F	Prov	199		WAMO-F	Pitts	179		KLZ	Denv	158
276.	WBLI-F	L Isl	198		WKRC	Cin	179		WAYL-F	Minn-SP	158
	KMJM-F	St Lou	198		WRVA	Rich	179		KISS-F	San Ant	158
	WJMD-F	Wash	198		WRVQ-F	Rich	179	378.	KOME-F	San Jose	157
279.	WPCH-F	Atl	197	329.	KEBC-F	Ok Cit	178		WAVA-F	SF	157
	WRKZ-F	Harris	197		WIOD	Miami	178	380.	WRC	Wash	156
	WPTF	Ral	197	331.	KOAX-F	Dall	176		KEEY-F	Minn-SP	156
282.	WEFM-F	Chi	195		WUBE-F	Cin	176		KPLX-F	Dall-FW	156
	WGMS-F+	Wash	195		WPNT-F	Pitts	176	383.	WXGT-F	Colum	155
	WYNF-F	Tam-SP	195	334.	KNOK-F	Dall-FW	175		WEZI-F	Mem	155
	KINK-F	Port	195		WTIC-F	Hart	175	385.	KLVE-F	LA	154
286.	WTOP	Wash	194	336.	WJLB-F	Det	174		KOIT-F	SF	154
287.	WWWM-F	Cleve	193	337.	WFMS-F	Indy	172		WBT	Char	154
	WKSS-F	Hart	193		WHUD-F	NY	172		WZXR-F	Mem	154
	WCXI	Det	193	339.	WDMT-F	Cleve	171		KQXT-F	San Ant	154
	WPRO	Prov	193	340.	KYND-F	Hous	170	390.	KRMG	Tulsa	153
291.	KBLX-F	SF	192	341.	WNOE-F	NO	169		KPKE-F	Denv	153
	WNCI-F	Colum	192	342.	KQYT-F	Phoe	168		WERE	Cleve	153
	WGRQ-F	Buff	192		WROQ-F	Char	168		WLAP-F	Lex	153
	KMBR-F	K Cit	192		WCBM	Balt	168		WKCI-F	New Hav	153
295.	WEDR-F	Miami	190		WFIL	Phil	168		KSFX-F	SF	153
296.	WSHE-F	Miami	189		WVON	Chi	168		KEWT-F	Sacra	153
	KNIX-F	Phoe	189	347.	WXKS	Bost	167		KSFM-F	Sacra	153
	WISN	Milw	189		WIRE	Indy	167	398.	KSDO	San Diego	152
299.	WEZC-F	Char	187	349.	KBLE-F	Sea	166		WPLO	Atl	152
300.	WKHX-F	Atl	186		WEZR-F	Wash	166		WVKX-F	Wash	152

401.	KSAN-F	San Fran	150		KTOK	Oklahoma City	140
	WTUE-F	Dayton	150		452. KBRD-F	Seattle	139
	WKSW-F	Cleveland	150		KATT-F	Oklahoma City	139
404.	WDRQ-F	Detroit	149		WMHE-F	Toledo	139
	WPJB-F	Prov	149		455. KCOR	San Antonio	138
406.	WJMI-F	Jackson,MS*	148		456. KZOK-F	Seattle	137
	WBAB-F	Long Isl	148		WCOS-F	Columbia, SC	137
	WZUU-F	Milw	148		WSIX-F	Nashville	137
	WLPX-F	Milw	148		WENS-F	Indianapolis	137
	WFLA	Tampa-SP	148		WQSM-F	Fayetteville,NC*	137
	WBCY-F	Charlotte	148	461.	WOJO-F	Chicago	136
412.	WMYU-F	Knoxville	147		WWWE	Cleveland	136
	WTLC-F	Indianapolis	147		WQFM-F	Milwaukee	136
	XTRA-F	San Diego	147		WPYX-F	Albany	136
	WKXX-F	Birmingham	147	466.	WCKX-F	Tampa	135
	WSYR-F	Syracuse	147		KRAV-F	Tulsa	135
417.	WKEE-F	Huntington	146		WRNO-F	New Orleans	135
418.	WCFL	Chicago	145		KPRS-F	Kansas City	135
	KYA	San Francisco	145		WOKQ-F	Dover, NH	135
	KCMO	Kansas City	145		WLEV-F	Allen-Be-Easton	135
421.	WSRS-F	Worcester	144	472.	WTXX-F	Green Bay*	134
	WNAP-F	Indianapolis	144		WCUZ-F	Grand Rapids	134
	KQUE-F	Houston	144		KHFI-F	Austin	134
	WYNK-F	Baton Rouge	144		WKRQ-F	Mobile	134
	KUDL-F	Kansas City	144		WOAI	San Antonio	134
426.	WLTY-F	Norfolk	143		KOY	Phoenix	134
	KEZO-F	Omaha	143		KOPA-F	Phoenix	134
	KRMD-F+	Shreveport	143	479.	WDRC-F	Hartofrd	133
	WQXM-F	Tampa-SP	143		WIKS-F	Indianapolis	133
	WEAT-F	West Palm Beach	143		WCKY	Cincinnati	133
	KSJO-F	San Jose	143		WLOL-F	Minn-SP	133
	KJLH-F	LA	143	483.	WHP	Harrisburg	132
	KKGO-F	LA	143		WQMG-F	Greens-WS	132
	WKQS-F	Miami	143		KKHI-F+	San Francisco	132
	WAIA-F	Miami	143		WFLY-F	Albany	132
436.	KXOK	St. Louis	142		WKSJ-F	Mobile	132
	KLOK	San Jose	142	488.	KWEN-F	Tulsa	131
	WQIK-F	Jacksonville	142		WNOK-F	Columbia, SC	131
	WMEE-F	Fort Wayne	142		WCII	Louisville	131
440.	WPST-F	Trenton	141		WGST	Atlanta	131
	WSTW-F	Wilmington,DE	141	492.	KTTS-F	Springfield,MO*	130
	WYOR-F	Miami	141		WHYN-F	Springfield, MA	130
	KYGO-F	Denver	141		WIVY-F	Jacksonville	130
	KDIA	San Francisco	141		KFAC-F	Los Angeles	130
	WPVR-F	Roanoke	141		WKBN-F	Youngstown	130
	KWJJ	Portland	141		WMJQ-F	Rochester	130
	WTIX	New Orleans	141		WQDR-F	Raleigh	130
448.	WSPD	Toledo	140		KKNG-F	Oklahoma City	130
	WAXX-F	Eau Claire,WI*	140				
	KEZW	Denver	140				

AMERICA'S LEADING STATIONS - TEENS\*

1. WPLJ-F NY	26. KRBE-F Hou	KKDA-F Hou	76. KYY5-F KC
2. WKTU-F NY	27. KISW-F Sea	52. WGRQ-F Buff	77. KNOK-F D-FW
3. WRKS-F NY	KRLY-F Hou	53. WVEE-F Atl	KTXQ-F D-FW
4. WNBC NY	29. KGON-F Port	54. WBAB-F L Isl	KBEQ-F KC
5. WCOZ-F Bos	30. KLLOL-F Hou	55. WJPC Chi	KQRS-F+ M-SP
6. WBLS-F NY	WWDC-F Wash	56. WQXM-F T-SP	81. WBSB-F Balt
7. WLLZ-F Det	32. KZAP-F Sac	57. WEZB-F NO	KAZY-F Denv
KLOS-F LA	34. WABC NY	KMJM-F St L	KOAQ-F Denv
9. WGCI-F Chi	35. WGPR-F Det	59. WHJY-F Prov	WFBQ-F Indy
10. WLUP-F Chi	36. WDAS-F Phil	60. WHYI-F Mia	KISS-F SA
11. KROQ-F LA	37. KDWB-F M-SP	WEBN-F Cin	KDKB-F Phoe
12. KSOL-F SF	38. WYSP-F Phil	62. KBLE-F Sea	87. KUKQ Phoe
13. WCAU-F Phil	39. KMEL-F SF	63. WINZ-F Mia	KUPD-F Phoe
14. KFRC SF	40. WABX-F Det	KGB-F SD	WNIC-F Det
15. WLS Chi	KUTE-F LA	WKRQ-F Cin	90. WNEW-F NY
WLS-F Chi	42. KIIS-F LA	KSTP-F M-SP	KSRR-F Hou
17. KMET-F LA	43. WYNY-F NY	WAIL-F NO	WKYS-F Wash
STRA LA	44. WKLS-F Atl	WMJQ-F Roch	WXKX-F Pitt
19. KWK-F St Lou	46. WLYT-F Cleve	69. WBZZ-F Pitt	94. KTFM-F SA
20. KEGL-F D-FW	KMJQ-F Hou	WXGT-F Colu	95. KOPA-F Phoe
21. WMET-F Chi	48. WXKS-F Bos	71. WGCL-F Cleve	WPYX-F Alba
22. WMMR-F Phil	WIFI-F Phil	WROX-F Wash	KVIL-F Dall
23. WZGC-F Atl	WRIF-F Det	WYDD-F Pitt	WIOT-F Tol
24. KGFJ LA		WDVE-F Pitt	99. WQMF-F Louis
25. WIYY-F Balt		75. WPIX-F NY	KBFM-F McA-Br
			WRBQ-F Tampa
			KBPI-F Den

\*Based on Metro Teens, Broadcast Week, 1/4 HR AVG

AMERICA'S LEADING STATIONS - ADULTS 18-34\*

1. WBLS-F NY	26. KHTZ-F LA	51. WINS NY	KIKK-F Hou
2. WKTU-F NY	KNX-F LA	52. WBBM-F Chi	77. KKDA-F D-FW
3. WRKS-F NY	28. WMET-F Chi	53. KMJQ-F Hou	78. WMJC-F Det
4. WYNY-F NY	29. WLS Chi	54. WHUR-F Wash	79. WDVE-F Pitt
5. WPLJ-F NY	30. KZEW-F Dall	KIQQ-F LA	KALI-F LA
6. WNEW-F NY	31. KSOL-F SF	56. WROR-F Bos	81. WPIX-F NY
7. WNBC NY	32. WKYS-F Wash	KGFJ LA	82. WEBN-F Cin
8. KMET-F LA	33. WFYR-F Chi	KTNQ LA	83. KILT-F Hou
9. WGCI-F Chi	34. WKQX-F Chi	59. WZGC-F Atl	84. KDKB-F Phoe
10. KLOS-F LA	WXKS-F Bos	60. KRLY-F Hou	WEEI-F Bos
11. WCBS-F NY	36. WCAU-F Phil	61. KQRS-F+ M-SP	86. XTRA LA
12. WMGK-F Phil	KRLA LA	WYSP-F Phil	KTXQ-F Dall
13. KRTH-F LA	38. KLLOL-F Hou	63. KGB-F SD	88. WVBF-F Bos
14. KSTP-F M-SP	39. KVIL-F Dall	64. WXRT-F Chi	89. KBLX-F SF
15. WMMR-F Phil	40. WLS-F Chi	65. WABX-F Det	WHJY-F Prov
16. WABC NY	41. KFRC SF	WLBS-F Det	91. WKHK-F NY
17. WBCN-F Bos	WIYY-F Balt	KUTE-F LA	92. WJPC Chi
18. WLUP-F Chi	43. KFMK-F Hou	WKLS-F Atl	KSD-F St L
19. WLLS-F Det	44. KROQ-F LA	KSHE-F St L	94. WFBQ-F Indy
KMEL-F SF	45. WQXI-F Atl	70. KMGC-F Dall	WLWQ-F Colum
21. WRIF-F Det	WMMS-F Cleve	71. KSCS-F D-FW	KFI LA
22. WTFM-F NY	WCLR-F Chi	72. KIIS-F LA	97. KSFX-F SF
23. WCOZ-F Bos	48. WJIT NY	KISW-F Sea	98. KBPI-F Denv
WDAS-F Phil	WVEE-F Atl	74. WRBQ-F Tamp	WEDR-F Mim
WIOQ-F Phil	50. WNIC-F Det	WBMX-F Chi	KYW Phil

\*Based on Adults 18-34, Metro Broadcast Week, 1/4 HR AVG



AMERICA'S LEADING STATIONS - ADULTS 18-49\*

1. WBLS-F NY	26. WTFM-F NY	51. KSOL-F SF	WROR-F Bos
2. WKTU-F NY	27. WOR NY	52. KSCS-F D-FW	KGO SF
3. WRKS-F NY	28. WRFM-F NY	53. KFWB LA	KILT-F Hou
4. WYNY-F NY	29. WKHK-F NY	WCAU-F Phil	79. WHUR-F Wash
5. WNBC NY	30. KRLA LA	55. WLOO-F Chi	80. WIYY-F Balt
6. WPLJ-F NY	31. WHN NY	56. WMET-F Chi	81. WQXI-F Atl
7. WGCJ-F Chi	32. WCLR-F Chi	57. KIKK-F Hou	82. KFI LA
8. WCBS-F NY	33. KNX-F LA	58. WHDH Bos	83. KLOL-F Hou
9. WABC NY	34. WBCN-F Bos	59. WXKS-F Bos	84. WVEE-F Atl
10. WNEW-F NY	35. WDAS-F Phil	60. KALI LA	KRLY-F Hou
11. WMGK-F Phil	36. WLUP-F Chi	61. KFRC SF	86. WTAE Pitt
12. KMET-F LA	37. KMOX St L	62. WWWW-F Det	KIIS-F LA
13. WINS NY	38. WKQX-F Chi	63. KZEW-F Dall	88. WRBQ-F Tamp
14. KLOS-F LA	WFYR-F Chi	64. WNIC-F Det	WJR Det
15. KRTH-F LA	40. KVIL-F Dall	65. WMAQ Chi	90. WBBM Chi
16. KSTP-F M-SP	41. WCCO M-SP	KDKA Pitt	WJEZ-F Chi
17. WCBS NY	42. WADO NY	67. KIQQ-F LA	92. KLAC LA
18. WPAT-F NY	43. WLLZ-F Det	68. KZLA-F LA	93. KWKW LA
19. KHTZ-F LA	WIOQ-F Phil	69. KFMK-F Hou	94. WMMS-F Cleve
20. KBIG-F LA	45. WCOZ-F Bos	KYW Phil	95. KGFJ LA
21. KABC LA	WRIF-F Det	71. KMJQ-F Hou	96. XTRA LA
22. WLS Chi	47. KTNQ LA	72. WLS-F Chi	KROQ-F LA
23. WJIT NY	KMEL-F SF	73. WIP Phil	98. WBZ Bost
24. WMMR-F Phil	49. WNEW NY	74. WZGC-F Atl	KKDA-F D-FW
25. WGN Chi	50. WKYS-F Wash	75. WBBM-F Chi	100. WEEI-F Bos

\*Based on Adults, 18-49, 1/4 HR AVG, Metro , Broadcast Week

AMERICA'S LEADING STATIONS - ADULTS 25-54\*

1. WBLS-F NY	26. WJIT NY	51. KHTZ-F LA	WGAY-F Wash
2. WYNY-F NY	27. WKHK-F NY	52. KIKK-F Hou	77. WLTA-F Atl
3. WNBC NY	28. KDKA Pitt	KNX-F LA	78. WIND Chi
4. WRKS-F NY	29. WHDH Bos	KLOS-F LA	WDAS-F Phil
5. WINS NY	30. KRTH-F LA	55. KALI LA	WROR-F Bos
6. WKTU-F NY	31. KSTP-F M-SP	56. WMCA NY	81. WWSH-F Phil
7. WCBS NY	32. WJR Det	57. WBZ Bos	WEAZ-F Phil
8. WCBS NY	33. KRLA LA	58. KCBS SF	WPAT NY
9. WGN Chi	34. KGO SF	WFYR-F Chi	84. WEEI-F Bos
10. WRFM-F NY	35. WLS Chi	KMET-F LA	85. WCZY-F Det
11. WOR NY	36. WPLJ-F NY	WTAE Pitt	86. KIIS-F LA
12. WABC NY	37. WBBM Chi	62. KWKW LA	
13. KABC LA	38. WCLR-F Chi	63. WJEZ-F Chi	
14. WPAT-F NY	39. KVIL-F D-FW	64. KNX LA	
15. WMGK-F Phil	40. WTFM-F NY	65. WLAK-F Chi	
16. WNEW NY	WIP Phil	66. KILT-F Hou	
17. WGCJ-F Chi	42. WWWW-F Det	67. WKQX-F Chi	
18. KMOX St L	43. WMAL Wash	68. WUSL-F LA	
19. WLOO-F Chi	44. KYW Phil	KFMK-F Hou	
20. KBIG-F LA	45. WMAQ Chi	KOST-F LA	
21. WNEW-F NY	46. KZLA-F LA	71. WKYS-F Wash	
22. WCCO M-SP	47. KTNQ LA	72. KNBR SF	
23. WHN NY	48. KLAX LA	73. KFI LA	
24. KFWB LA	49. KSCS-F D-FW	74. WIOQ-F Phil	
25. WADO NY	50. KJOI-F LA	75. KODA-F Hou	

\*Based on Adults, 25-54, Metro, 1/4 HR AVG, Broadcast Week

AMERICA'S LEADING STATIONS - ADULTS 35-64\*

1. WINS	NY	26. WBLS-F	NY	51. WMGK-F	Phil	76. KZEW-F	D-FW
2. WOR	NY	27. WMCA	NY	52. WJR-F	Det	77. WFMT-F	Chi
3. WRFM-F	NY	28. WYNY-F	NY	53. WWDB-F	Phil	78. WCLR-F	Chi
4. WGN	Chi	29. KFVB	LA	54. KZLA-F	LA	79. KIRO	Sea
5. KABC	LA	30. WKTU-F	NY	55. WGAY-F	Wash	80. KSFO	SF
6. WCBS	NY	31. WLAK-F	Chi	WRHC	Mia	81. WQYK-F	Tamp
7. WPAT-F	NY	32. WPAT	NY	57. WJEZ-F	Chi	WCZY-F	Det
8. WNEW	NY	33. KCBS	SF	58. WUSL-F	Phil	83. WEFM-F	Chi
9. KBIG-F	LA	34. WIND	Chi	WWJ	Det	WDOK-F	Cleve
10. KMOX	St L	35. WBZ	Bost	60. WTIC	Hart	KIKK-F	Hous
		WHDH	Bos	61. WVNJ-F	Newa	86. WJAS	Pitt
11. KDKA	Pitt	37. KNX	LA	62. WQXR-F+	NY	WDAF	KC
12. WJR	Det	38. WMAQ	Chi	WEEI	Bos	KPRC	Hou
13. WLOO-F	Chi	39. WEAZ-F	Phil	64. KMPC	LA	KRLD	D-FW
14. WNBC	NY	40. KOST-F	LA	65. WJIB-F	Bos	90. KODA-F	Hou
15. KJOI-F	LA	41. WIP	Phil	66. WLKW-F	Prov	91. WCAU	Phil
16. WCCO	M-SP	42. KLAC	LA	67. KFOG-F	SF	KHJ	LA
17. WBBM	Chi	43. WBAL	Balt	68. WLIF-F	Balt	93. KTRH	Hou
18. WHN	NY	44. WXYZ	Det	69. WSB	Atl	KTNQ	LA
19. WADO	NY	45. WCBS-F	NY	70. KWKW	LA	95. WTAE	Pitt
WABC	NY						
21. WMAL	Wash	46. WKHK-F	NY	71. KEZK-F	St L	96. WLS	Chi
22. KGO	SF	47. WWWW-F	Det	72. WAIT	Chi	KGBT	McA-B
WJIT	NY	48. WRKS-F	NY	73. WWJ-F	Det	98. KBAY-F	SJ
24. KFVB	LA	49. WPEN	Phil	74. KALI	LA	WJYE-F	Buff
25. KYW	Phil	WWSH-F	Phil	KSCS-F	D-FW	100. KABL	SF
						KNBR	SF

\*Based on Adults, 35-64, Metro, 1/4 HR AVG, Broadcast Week

AMERICA'S LEADING STATIONS - 12+ TSA AMD\*

1. WINS	NY	26. KFVB	LA	51. WEEI	Bos	76. WIVK-F+	Knox
2. WOR	NY	27. KNX	LA	52. WBAL	Balt	77. WBCN-F	Bos
3. WGN	Chi	28. KFI	LA	53. KTNQ	LA	WXYZ	Det
4. WNBC	NY	29. WNEW	NY	54. KIRO	Sea	79. KJOI-F	LA
5. WCBS	NY	30. KCBS	SF	55. WHN	NY	80. KOA	Denv
6. WLS+	Chi	31. WMAL	Wash	56. KRLD	D-FW	XTRA	LA
7. WCCO	M-SP	32. KBIG-F	LA	57. KRTH-F	LA	82. WNIC-F+	Det
8. KABC	LA	33. WHDH	Bos	58. WCOZ-F	Bos	83. WIBC	Indy
9. KDKA	Pitt	34. WDAF	KC	59. WWDB-F	Phil	84. WRBQ-F	Tamp
10. KYW	Phil	35. KLOS-F	LA	60. WRAL-F	Ral	85. KSCS-F	D-FW
						KHTZ-F	LA
11. WABC	NY	36. KMET-F	LA	61. KNBR	SF	87. KRLA	LA
12. KMOX	St. L	37. WPAT-F	NY	62. WMMR-F	Phil	88. WTMJ	Milw
13. WBLS-F	NY	38. WIP	Phil	63. WCBS-F	SF	89. WWSH-F	Phil
14. WMAQ	Chi	39. KSTP-F	M-SP	64. KLAC	LA	90. WMMS-F	Cleve
15. WBBM	Chi	40. WADO	NY	65. KTRH	Hou	91. KIKK-F	Hou
16. KGO	SF	41. WIND	Chi	66. WSOC-F	Char	92. KABL+	SF
17. WJR	Det	42. WGCi-F	Chi	67. KMPC	LA	93. WBEN	Buff
18. WKTU-F	NY	43. WNEW-F	NY	68. WWJ	Det	94. WCAU-F	Phil
19. WRKS-F	NY	44. WLOO-F	Chi	69. WGY	Schen	95. KVOO	Tulsa
20. WTIC	Hart	45. WMGK-F	Phil	70. WWDC-F+	Wash		
21. WYNY-F	NY	46. WMCA	NY	71. WZGC-F	Atl	96. WXKS-F	Bost
22. WPLJ-F	NY	47. WSB	Atl	72. WQXI-F+	Atl	97. WIOQ-F	Phil
23. WBAP	D-FW	48. WJIT	NY	73. WOWO	F Way	98. WTOP	Wash
24. WBZ	Bost	49. KVIL-F+	D-FW	74. KNX-F	LA	99. WLW	Cin
25. WRFM-F	NY	50. KFRC	SF	75. CKLW	Det	100. KSD	St L

\*Based on 12+, 1/4 HR AVG, 6A-10A, Mon-Fri, Metro

AMERICA'S LEADING STATIONS - 12+ TSA CUME\*

1. WNBC	NY	28300	51. WLLS-F	Det	7582	101. WSB	Atl	5073	
2. WINS	NY	25932	52. KIIS-F	LA	7498	102. WWDC-F	Wash	5060	
3. WCBS	NY	24848	53. KHTZ-F	LA	7448	103. KFAB	Omaha	5059	
4. WABC	NY	24606	54. WRIF-F	Det	7427	104. WXKS-F	Bost	5048	
5. WOR	NY	21196	55. KNX-F	LA	7309	105. WRQX-F	Wash	5014	
6. WKTU-F	NY	20679	56. KLAC	LA	7264	106. WTAE	Pitts	5007	
7. WLS	Chi	19861	57. WCLR-F	Chi	7246	107. KROQ-F	LA	5004	
8. WYNY-F	NY	19106	58. WLOO-F	Chi	7219	108. WBMX-F	Chi	4997	
9. WGN	Chi	18074	59. WIP	Phil	7176	109. WJIB-F	Bost	4989	
10. WPLJ-F	NY	17935	60. KIQQ-F	LA	7129	110. K TSA	San Ant	4967	
11. WBLS-F	NY	17741	61. KMPC	LA	7114	111. WIOQ-F	Phil	4941	
12. WMAQ	Chi	17092	62. WMET-F	Chi	6978	112. KZLA-F	LA	4911	
13. WRKS-F	NY	16952	63. WDAF	Kan Cit	6878	113. WDAS-F	Phil	4903	
14. WBBM	Chi	15139	64. WPIX-F	NY	6832	114. WPGC-F+	Wash	4888	
15. KABC	LA	14888	65. KNBR	SF	6737	115. WGCL-F	Cleve	4872	
16. KYW	Phil	14158	66. WIND	Chi	6705	116. KSOL-F	SF	4868	
17. WPAT-F	NY	13583	67. KRLA	LA	6578	117. WVBF-F	Bost	4852	
18. KNX	LA	13241	68. WMAL	Wash	6575	118. WHYI-F	Miami	4832	
19. WJR	Det	12777	69. KOST-F	LA	6560	119. WIFI-F	Phil	4828	
20. WCBS-F	NY	12703	70. WQXR-F+	NY	6482	120. WBCN-F	Bost	4827	
21. KMET-F	LA	12306	71. WEEI	Bost	6451	121. KOA	Denv	4803	
22. WCCO	Minn-SP	12173	72. KRLD	Dall-FW	6398	122. WDVE-F	Pitt	4788	
23. KLOS-F	LA	12085	73. WWJ	Det	6382	123. KSFO	SF	4785	
24. WRFM-F	NY	11953	74. KSTP-F	Minn-SP	6369	124. KTRH	Hous	4763	
25. KDKA	Pitt	11798	75. CKLW	Det	6368	125. KIOI-F	SF	4730	
26. KFWB	LA	11434	76. WNIC-F	Det	6269	126. KIKK-F	Hous	4763	
	WHN	NY	77. WBBM-F	Chi	6267	127. KHJ	LA	4660	
28. KFI	LA	11352	78. WKHK-F	NY	6215	128. WHB	KC	4617	
29. KGO	SF	11171	79. WFYR-F	Chi	6206	129. WWDB-F	Phil	4576	
30. KBIG-F	LA	11119	80. WYSP-F	Phil	6188	130. WAAF-F	Bost	4573	
31. WNEW	NY	11042	81. WABX-F	Det	6028	131. WMJC-F	Det	4567	
32. KCBS	SF	10968	82. WROR-F	Bost	6009	132. WWWW-F	Det	4546	
33. WFRC	SF	10776	83. WTIC	Hart	5968	133. KOMO	Sea	4530	
34. WNEW-F	NY	10452	84. WKQX-F	Chi	5910	134. KSD	St. Lou	4509	
35. WBZ	Bost	10335	85. WLAK-F	Chi	5909	135. WKYS-F	Wash	4508	
36. KMOX	St Lou	10046	86. WWSH-F	Phil	5906	136. WOW	Omaha	4486	
37. WCOZ-F	Bost	9976	87. WTFM-F	NY	5885	137. WDGY	Minn-SP	4474	
38. WBAP	Dall-FW	9301	88. KIRO	Sea	5856	138. WGAR	Cleve	4436	
39. KRTH-F	LA	9289	89. WMMS-F	Cleve	5820	139. WBAL	Balt	4426	
40. XTRA	LA	9089		KSCS-F	Dall-FW	5820	140. KGW	Port	4387
41. WPAT	NY	8926	91. WCAU	Phil	5688	141. WRKO	Bost	4366	
42. WMGK-F	Phil	8718	92. WZGC-F	Atl	5551	142. WCFL	Chi	4354	
43. WMMR-F	Phil	8698	93. WEAZ-F	Phil	5546	143. WINZ-F	Miami	4334	
44. WLS-F	Chi	8549	94. WLW	Cin	5487	144. WJPC	Chi	4304	
45. WMCA	NY	8532	95. WRAL-F	Ral	5387	145. WHUR-F	Wash	4301	
46. WHDH	Bost	7954	96. KMEL-F	SF	5268	146. WUSL-F	Phil	4281	
47. WLUP-F	Chi	7935	97. WJEZ-F	Chi	5203		WJIT	NY	4281
48. WGCI-F	Chi	7883	98. WEEI-F	Bost	5146	148. WPEN	Phil	4269	
49. KJOI-F	LA	7790	99. KVIL-F	Dall	5093	149. WSOC-F	Charl	4260	
50. WCAU-F	Phil	7606	100. WJR-F	Det	5088	150. WGY	Schen	4244	

\* Based on Weekly 12+ Cume, Mon-Sun, 6A-MID, TSA

151.	WXKS-F	Pitts	4220	201.	KABL-F	SF	3469	251.	KISW-F	Sea	3132
152.	WFIL	Phil	4217	202.	WVON	Chi	3465	252.	WOMC-F	Det	3125
153.	KRBE-F	Hous	4205	203.	WHAS	Louis	3455	253.	KSLQ-F	St Lou	3115
154.	KILT-F	Hous	4196	204.	WSUN	Tampa	3447	254.	WTIC-F	Hart	3107
155.	WTMJ	Milw	4179	205.	KNEW	SF	3446	255.	WQAL-F	Cleve	3106
156.	WRBQ-F	Tampa	4159	206.	WOKI-F	Knox	3445	256.	WEZB-F	NO	3076
157.	WTVN	Colum	4135	207.	WDRQ-F	Det	3438	257.	KPRC	Hous	3074
158.	KLOL-F	Hous	4071	208.	WVNJ-F	Newark	3437	258.	WBSB-F	Balt	3068
159.	KQRS-F+	Minn-SP	4057	209.	WTQR-F	Gr-WS	3421	259.	KGB-F	SD	3063
160.	KKDA-F	Dall-FW	4043	210.	WSHH-F	Pitt	3416	260.	KEX	Port	3057
161.	WQXI-F	Atl	4039	211.	KSD-F	St Lou	3380	261.	WKRC	Cin	3052
162.	KYUU-F	SF	4036	212.	WDOK-F	Cleve	3345	262.	KSSN-F	LR	3034
163.	WXYZ	Det	4030	213.	WLIF-F	Balt	3344	263.	KCMO	KC	3028
164.	KGFJ	LA	4011	214.	WIOD	Tampa	3338	264.	WBLI-F	Long Isl	3023
165.	WGAY-F	Wash	4004		KABL	SF	3338	265.	KFOG-F	SF	3021
166.	WBEN	Buff	3971	216.	WOOK-F	Wash	3332	266.	WSNI-F	Phil	3015
167.	WNCN-F	NY	3954	217.	WYDD-F	Pitt	3329	267.	WHIO-F	Dayton	3014
168.	WADO	NY	3949		WVEE-F	Atl	3329	268.	KYA	SF	3013
169.	WEZN-F	Bridge	3930	219.	KVOO	Tulsa	3325	269.	WWWE	Cleve	3009
170.	KTXQ-F	Dal-FW	3927	220.	WEFM-F	Chi	3320	270.	WIVK-F	Knox	3003
171.	KUTE-F	LA	3900	221.	WJLB-F	Det	3318	271.	WGMS-F+	Wash	3000
172.	WHO	Des Mo	3883	222.	KIMN	Denv	3309	272.	WNWS	Miami	2999
173.	WMJQ-F	Hous	3860	223.	KWK-F	St Lou	3307	273.	WTWR-F	Det	2982
174.	WINZ	Miami	3837	224.	WPRO	Prov	3300	274.	KCBS-F	SF	2980
175.	WZZP-F	Cleve	3835	225.	KKYX	SA	3299	275.	WZZK-F	Birm	2964
176.	WASH-F	Wash	3823	226.	WGR	Buff	3293	276.	XTRA-F	San Die	2956
177.	WOWO	Ft Way	3779	227.	WFMT-F	Chi	3281	277.	KDAY	LA	2954
178.	WFAA	Dallas	3778	228.	WEBN-F	Cin	3276	278.	WLBS-F	Det	2949
179.	KZEW-F	Dallas	3775	229.	WIL-F	St Lou	3275	279.	WXGT-F	Colum	2943
180.	WBEN-F	Buff	3760	230.	WKBW	Buff	3271	280.	KMEZ-F	Dall	2939
181.	KDWB-F	Minn-SP	3756	231.	WCXI	Det	3266	281.	WMZQ-F	Wash	2935
182.	WNCI-F	Colum	3737	232.	KOMA	Ok City	3265	282.	KBZZ-F	Denv	2922
183.	KRLY-F	Hous	3713	233.	KODA-F	Hous	3256	283.	KOAQ-F	Denv	2921
184.	KEGL-F	Dal-FW	3710	234.	WJMD-F	Wash	3232	284.	KLOK	San Jo	2920
185.	WTOP	Wash	3703	235.	WWWM-F	Cleve	3231	285.	WPCH-F	Atl	2917
186.	KBPI-F	Denv	3674	236.	WGPR	Det	3227	286.	KJR	Sea	2913
187.	WISN	Milw	3662	237.	KFAC-F	LA	3219	287.	WDRC-F	Hart	2912
188.	WIBC	Indy	3659	238.	WCBM	Balt	3215	288.	WFLA-F	Tampa	2911
189.	WKLS-F	Atl	3652	239.	WHJY-F	Prov	3210	289.	KZAP-F	Sacra	2909
190.	KSL	SLC	3606	240.	WAIT	Chi	3207	290.	WLWQ-F	Colum	2903
191.	WLYF-F	Miami	3596	241.	KWST	LA	3205	291.	WJZZ-F	Det	2891
192.	WHK	Cleve	3593	242.	WWJ-F	Det	3203	292.	WSM	Nash	2886
193.	WFBQ-F	Indy	3576	243.	KKGO-F	LA	3198	293.	WHUE-F	Bost	2878
194.	WMC-F	Mem	3553		WWKX-F	Nash	3198	294.	KALI	LA	2860
195.	KXOK	St Lou	3531	245.	KYYS-F	KC	3194	295.	WLOL-F	Minn-SP	2841
196.	WKRQ-F	Cin	3526	246.	KFMK-F	Hous	3193	296.	KDWB	Minn-SP	2834
197.	WCCO-F	Minn-SP	3525	247.	WCZY-F	Det	3190	297.	WHJY-F	Prov	2832
198.	KSFX-F	SF	3522	248.	WWSW-F	Pitt	3168	298.	KSTP	Minn-SP	2831
199.	WPRO-F	Prov	3517	249.	KTNQ	LA	3159	299.	WCCC-F	Hart	2821
200.	WIYY-F	Balt	3494	250.	KSHE-F	St Lou	3133	300.	WAMZ-F	Louis	2820

AMERICA'S LEADING STATIONS - METRO CUME RATING\*

1. WJBC	Bloomington, Ill	57.6	51. WIBC	Indianapolis	29.8
2. KFAB	Omaha	49.8	WMBD	Peoria	29.8
3. WOWO	Fort Wayne	46.6	WSPD	Toledo	29.8
4. WCCO	Minn-SP	45.8	54. WKZO	Kalamazoo	29.7
5. WTIC	Hartford	42.8	KYW	Philadelphia	29.7
6. KDKA	Pittsburgh	42.2	KRMD-F	Shreveport	29.7
7. KMOX	St. Louis	40.7	57. WHEN	Syracuse	29.5
8. WHBC	Canton	40.2	WEZO-F	Rochester	29.5
9. WBNQ-F	Bloomington, Ill	40.0	59. KSTP-F	Minn-SP	29.3
10. WKEE-F	Huntington	38.6	KHFI-F	Austin	29.3
11. WGY	Albany-Schen	38.4	61. WFMK-F	Lansing	29.2
12. WICC	Bridgeport	38.3	WZEE-F	Madison	29.2
13. WVLK	Lexington	37.7	KVOO	Tulsa	29.2
14. WMEE-F	Fort Wayne	35.6	64. KSPZ-F	Colorado Springs	29.1
15. WIVK-F	Knoxville	34.3	65. WOW	Omaha	28.9
16. WBEN	Buffalo	34.1	66. WIXX-F	Appleton-Oshkosh	28.8
17. WXLK-F	Roanoke	34.0	67. KZFM	Corpus Christi	28.7
KGBT	McAllen-Browns	34.0	68. WEZN-F	Bridgeport	28.5
19. WRVA	Richmond	33.4	69. WAKR	Akron	28.4
20. WELI	New Haven	33.3	70. WLEV-F	Allen-Beth	28.3
21. WNOK-F	Columbia, SC	33.2	WTAG	Worcester	28.3
KSTT	Daven-RI-Mo	33.2	WNAM	Apple-Osh	28.3
23. WIBA-F	Madison	33.0	73. WFMF-F	Baton Rouge	28.2
24. WSRF-F	Worcester	32.8	KGW	Portland	28.2
25. KSSK	Honolulu	32.6	75. WKRQ-F	Mobile	28.0
26. KUGN	Eugene-Spr	32.3	76. KFH	Wichita	27.9
WRAL-F	Raleigh	32.3	KIOA	Des Moines	27.9
KEYN-F	Wichita	32.3	WKQQ-F	Lexington	27.9
29. WLAN-F	Lancaster	32.1	79. WBT	Charlotte	27.8
KFQD	Anchorage	32.1	80. WIS	Columbia, SC	27.7
31. WTVN	Columbus	32.0	81. WKZW-F	Peoria	27.6
WIBA	Madison	32.0	82. WARM	Scranton	27.5
33. WHO	Des Moines	31.9	83. WRVQ-F	Richmond	27.4
WROV	Roanoke	31.9	84. WDOQ-F	Daytona Beach	27.3
WSYR	Syracuse	31.9	WQXA-F	York	27.3
36. WLAP-F	Lexington	31.6	86. WYFM-F	Youngstown	27.3
37. WHP	Harrisburg	31.1	KSSN-F	Little Rock	27.2
38. WKSJ-F	Mobile	31.0	WGNT	Huntington	27.2
39. KDON-F	Sal-Sea-Mont	30.8	89. WIRL	Peoria	27.1
40. WSBA	York	30.7	90. KSEL-F	Lubbock	27.0
41. KLLL-F	Lubbock	30.6	KEYS	Corpus Christi	27.0
42. WOOD-F	Grand Rapids	30.5	WHIO-F	Dayton	27.0
WPTF	Raleigh	30.5	93. WQHK	Fort Wayne	26.9
44. KRMG	Tulsa	30.3	WXGT-F	Columbus	26.9
WFIR	Roanoke	30.3	KJRB	Spokane	26.9
46. WSKZ-F	Chattanooga	30.2	96. KIDD	Salinas-Sea	26.8
47. WHYN	Spring, MA	30.0	WIOT-F	Toledo	26.8
WEEU	Reading	30.0	98. WAAF-F	Worcester	26.6
49. WABB-F	Mobile	29.9	WTSO	Madison	26.6
KSL	Salt Lake City	29.9	KSO	Des Moines	26.6
			WHAM	Rochester	26.6

\*Based on 12+ Metro Cume Rating, Mon-Sun, 6A-MID. Fall 81 markets only

AMERICA'S LEADING STATIONS BY FORMAT\*

ROCK/TOP 40/CONTEMP

1. WNBC New York
2. WLS Chicago
3. WABC New York
4. WCAU-F Philadelphia
5. KFRC San Fran
6. WRAL-F Raleigh
7. XTRA Los Angeles
8. WXKS-F Boston
9. KHTZ-F Los Angeles
10. WZGC-F Atlanta
11. KRLA Los Angeles
12. WLS-F Chicago
13. KIIS-F Los Angeles
14. WIOQ-F Philadelphia
15. KIQQ-F Los Angeles
16. WRBQ-F Tampa
17. KRLY-F Houston
18. WGCL-F Cleveland
19. WPGC-F Washington
20. WBBM-F Chicago
21. WHYI-F Miami
22. KRBE-F Houston
23. WVBF-F Boston
24. KTSA San Antonio
25. WOKI-F Knoxville
26. WQXI-F Atlanta
27. WIFI-F Philadelphia
28. WWKX-F Nashville
29. WINZ-F Miami
30. WMC-F Memphis
31. WNDU-F South Bend
32. KEGL-F South Bend
33. KFYE-F Fresno
34. WRQX-F Washington
35. WEZB-F New Orleans
36. WCCO-F Minneapolis
37. KGW Portland
38. WBEN-F Buffalo
39. WXKX-F Pittsburgh
40. WFBC-F Greenville
41. WPIX-F New York
42. WBSB-F Baltimore
43. WKRQ-F Cincinnati
44. WXLK-F Roanoke
45. WPRO-F Providence
46. WBLI-F Long Island
47. WJMD-F Washington
48. WYNF-F Tampa-SP
49. WWWM-F Cleveland
50. KOAQ-F Denver

ADULT CONTEMP/SOFT ROCK/OLDIES

1. WYNY-F New York
2. WCBS-F New York
3. WMGK-F Philadelphia
4. KRTH-F Los Angeles
5. KSTP-F Minn-SP
6. KFI Los Angeles
7. KNX-F Los Angeles
8. WROR-F Boston
9. KVIL-F Dallas
10. WCLR-F Chicago
11. WTFM-F New York
12. WKQX-F Chicago
13. WFYR-F Chicago
14. WNIC-F Detroit
15. WEEI-F Boston
16. WTAE Pittsburgh
17. WHB Kansas City
18. CKLW Detroit
19. KFMK-F Houston
20. WZZP-F Cleveland
21. WMJC-F Detroit
22. WASH-F Washington
23. KSD-F St. Louis
24. WCZY-F Detroit
25. WGAR Cleveland
26. WOW Omaha
27. KIOI-F San Francisco
28. WLTA-F Atlanta
29. WWSW-F Pittsburgh
30. WPRO Providence
31. WNCI-F Columbus
32. WISN Milwaukee
33. KYUU-F San Francisco
34. WGR Buffalo
35. KMGC-F Dallas
36. WKRC Cincinnati
37. WCBM Baltimore
38. WAXY-F Miami
39. WKBW Buffalo
40. WTWR-F Detroit
41. WOMC-F Detroit
42. WBT Charlotte
43. KSFM-F Sacramento
44. KUDL-F Kansas City
45. WAIA-F Miami
46. KXOK St. Louis
47. WTIK New Orleans
48. WMHE-F Toledo
49. WENS-F Indianapolis
50. WQMF-F Louisville

AOR

1. WPLJ-F New York
2. KMET-F Los Angeles
3. KLOS-F Los Angeles
4. WCOZ-F Boston
5. WMMR-F Philadelphia
6. WNEW-F New York
7. WLLZ-F Detroit
8. WMMS-F Cleveland
9. WBCN-F Boston
10. WRIF-F Detroit
11. WYSP-F Philadelphia
12. WMET-F Chicago
13. KMEL-F San Francisco
14. KROQ-F Los Angeles
15. WDVE-F Pittsburgh
16. WIYY-F Baltimore
17. WFBQ-F Indianapolis
18. KLOL-F Houston
19. WWDC-F Washington
20. KZEW-F Dallas
21. WKLS-F Atlanta
22. KISW-F Seattle
23. KGON-F Portland
24. WAAF-F Boston/Worc
25. WEBN-F Cincinnati
26. KYYS-F Kansas City
27. KQRS-F+ Minn-SP
28. KSHE-F St. Louis
29. KZAP-F Sacramento
30. WABX-F Detroit
31. KWK-F St. Louis
32. WLWQ-F Columbus
33. WHJY-F Providence
34. KGB-F San Diego
35. WDIZ-F Orlando
36. KTXQ-F Dallas-FW
37. KBPI-F Denver
38. WLAV-F Grand Rapids
39. KDKB-F Phoenix
40. WKDF-F Nashville
41. WYDD-F Pittsburgh
42. KINK-F Portland
43. WGRQ-F Buffalo
44. WSHE-F Miami
45. WIOT-F Toledo
46. WROQ-F Charlotte
47. WXRT-F Chicago
48. KAZY-F Denver
49. WHCN-F Hartford
50. KISS-F San Antonio

\* Based on 1/4 HR AVG, Mon-Sun, 6A-MID

NEWS AND TALK

1. WOR New York
2. WINS New York
3. WCBS New York
4. KABC Los Angeles
5. KMOX St. Louis
6. KGO San Francisco
7. WBBM Chicago
8. KYW Philadelphia
9. KFVB Los Angeles
10. KNX Los Angeles
11. KCBS San Francisco
12. WIND Chicago
13. WMCA New York
14. WWDB-F Philadelphia
15. WXYZ Detroit
16. WEEI Boston
17. KIRO Seattle
18. WWJ Detroit
19. KRLD Dallas
20. KMPC Los Angeles
21. KTRH Houston
22. KOA Denver
23. WCAU Philadelphia
24. WFAA Dallas-FW
25. KPRC Houston
26. WINZ Miami
- WNWS Miami
28. WHO Des Moines
29. WTOP Washington
30. KTAR Phoenix
31. WRKO Boston
32. WRC Washington
33. WERE Cleveland
34. KSDO San Diego
35. KCMO Kansas City
36. WOAI San Antonio
37. WGST Atlanta
38. WITS Boston
39. KMJ Fresno
40. KXL Portland
41. KQV Pittsburgh
42. KVI Seattle

MOR

1. WGN Chicago
2. WCCO Minn-SP
3. WJR Detroit
4. KDKA Pittsburgh
5. WBZ Boston
6. WHDH Boston
7. WTIC Hartford
8. WMAL Washington
9. WIP Philadelphia
10. WBAL Baltimore
11. KFAB Omaha
12. KNBR San Francisco
13. WSB Atlanta
14. WGY Schenectady
15. WOWO Fort Wayne
16. WLW Cincinnati
17. WTVN Columbus
18. KOMO Seattle
19. WIBC Indianapolis
20. WTMJ Indianapolis
21. WBN Buffalo
22. KSFO San Francisco
23. KSL Salt Lake City
24. WPTF Raleigh
25. WMT Cedar Rapids
26. WRVA Richmond
27. WIOD Miami
28. WHAS Louisville
29. KEX Portland
30. KHOW Denver
31. KRMG Tulsa
32. WFLA Tampa-SP
33. WCFL Chicago
34. KQUE-F Houston
35. KLOK San Jose
36. WSPD Toledo
37. KTOK Oklahoma City
38. KOY Phoenix
39. WCKY Cincinnati
40. WHP Harrisburg
41. WROW Albany
42. WHAM Rochester
43. WSYR Syracuse
44. WJW Cleveland
45. WHIO Dayton

BEAUTIFUL MUSIC

1. WRFM-F New York
2. WPAT-F New York
3. KBIG-F Los Angeles
4. WLOO-F Chicago
5. WJOI-F Los Angeles
6. WWSH-F Philadelphia
7. WPAT New York
8. KOST-F Los Angeles
9. WEAZ-F Philadelphia
10. WJIB-F Boston
11. WGAY-F Washington
12. WEZN-F Bridgeport
13. WLYF-F Miami
14. WJR-F Detroit
15. WLKW-F Providence
16. WLIF-F Baltimore
17. WAIT Chicago
18. WHIO-F Dayton
19. KFOG-F San Francisco
20. KODA-F Houston
21. WWBA-F Tampa
22. WXTZ-F Indianapolis
23. WVNJ-F Newark
24. WEZO-F Rochester
25. WDOK-F Cleveland
26. KEZK-F St. Louis
27. WFLA-F Tampa
28. WSHH-F Pittsburgh
29. WSSH-F Boston
30. WEZW-F Milwaukee
31. WWJ-F Detroit
32. KSEA-F Seattle
33. KMEZ-F Dallas-FW
34. WDBO-F Orlando
35. WQAL-F Cleveland
36. WJBR-F Wilmington
37. KOSI-F Denver
38. WJYW-F Tampa
39. KBAY-F San Jose
40. KJQY-F San Diego
41. KABL-F San Francisco
42. WJYE-F Buffalo
43. KABL San Francisco
44. WHUE-F Boston
45. WPCH-F Atlanta
46. KMBR-F Kansas City
47. WEZC-F Charlotte
48. WWEZ-F Cincinnati
49. KMEO-F Phoenix
50. WEZK-F Knoxville

COUNTRY

1. WMAQ Chicago
2. WBAP Dallas-FW
3. WHN New York
4. WDAF Kansas City
5. WSOC-F Charlotte
6. KLAC Los Angeles
7. WKHK-F New York
8. KSCS-F Dallas-FW
9. KZLA-F Los Angeles
10. WUSL-F Philadelphia
11. WWWW-F Detroit
12. KIKK-F Houston
13. WJEZ-F Chicago
14. KSD St. Louis
15. WIVK-F Knoxville
16. KILT-F Houston
17. KSSN-F Little Rock
18. KVOO Tulsa
19. WZZK-F Birmingham
20. WQYK-F Tampa
21. WDGY Minn-SP
22. KKYX San Antonio
23. WTQR-F Greens-Ws
24. KHJ Los Angeles
25. WSUN Tampa-SP
26. KRAK Sacramento
27. WEEP Pittsburgh
28. KNEW San Francisco
29. WPOC-F Baltimore
30. WAMZ-F Louisville
31. WCMS-F Norfolk
- WBCS-F Milwaukee
33. WHK Cleveland
34. WESC-F Greenville
35. KOMA Oklahoma City
36. WRKZ-F Harrisburg
37. WCXI Detroit
38. KNIX-F Phoenix
39. WKHX-F Atlanta
40. WMZQ-F Washington
41. KEBC-F Oklahoma City
42. WUBE-F Cincinnati
43. WFMS-F Indianapolis
44. WNOE-F New Orleans
45. WFIL Philadelphia
46. WIRE Indianapolis
47. KLZ Denver
48. KPLX-F Dallas-FW
49. WPLO Atlanta
50. WVKX-F Washington

BLACK/URBAN/DISCO/JAZZ

1. WKTU-F New York
2. WBLS-F New York
3. WRKS-F New York
4. WGCI-F Chicago
5. WDAS-F Philadelphia
6. KSOL-F San Francisco
7. WKYS-F Washington
8. KMJQ-F Houston
9. KKDA-F Dallas
10. KGFJ Los Angeles
11. WVEE-F Atlanta
12. WHRK-F Memphis
13. WHUR-F Washington
14. WJPC Chicago
15. KUTE-F Los Angeles
16. WGPR-F Detroit
17. WLBS-F Detroit
- WBMX-F Chicago
19. WAIL-F New Orleans
20. WXYV-F Baltimore
21. KMJM-F St. Louis
22. KBLX-F San Francisco
23. WEDR-F Miami
24. WJZZ-F Detroit
25. KDAY Los Angeles
26. WAMO-F Pittsburgh
27. KNOK-F Dallas-FW
28. WJLB-F Detroit
29. WDMT-F Cleveland
30. WVON Chicago
31. WJMI-F Jackson, MS
32. WTLC-F Indianapolis
33. WJLH-F Los Angeles
- KKGO-F Los Angeles
35. KDIA San Francisco
36. KPRS-F Kansas City
37. WQMG-F Greensboro
38. WWDM-F Columbia, SC
39. WDAO-F Dayton
40. WLIB New York
41. WDAS Philadelphia
42. WDIA Memphis
- WOWI-F Norfolk
44. WPEG-F Charlotte
45. WCHB Detroit
46. KUKQ Phoenix
47. WXOK Baton Rouge
48. WZAK-F Cleveland
49. WLOU Louisville
- WHYZ Greenville



SPANISH

1. WJIT	New York
2. WADO	New York
3. WRHC	Miami
4. KTNQ	Los Angeles
5. KALI	Los Angeles
6. KWKW	Los Angeles
7. KGBT	McAllen-Browns
8. WQBA	Miami
9. WCMQ-F	Miami
10. WCMQ	Miami
11. KLVE-F	Los Angeles
12. KCOR	San Antonio
13. WOJO-F	Chicago
14. KEYH	Houston
15. KLAT	Houston
16. KXEW	Tucson
17. WHTT	Miami
18. KPHX	Phoenix
19. KLVL	Houston
20. WQBA-F	Miami
21. KWAC	Bakersfield
22. KGST	Fresno
23. KESS-F	Dallas-FW
24. KIWW-F	McAllen-Browns
KIFN	Phoenix
26. KAMA	El Paso

RELIGION

1. WWDJ	New York
2. KBRT	Los Angeles
3. WNJR	Newark
4. KIEV	Los Angeles
5. WEMM-F	Huntington
6. KBIQ-F	Seattle
7. WROL	Boston
8. KFAQ	San Francisco
WDJC-F	Birmingham
10. KPBC	Dallas-FW
11. WMUZ-F	Detroit
WRBS-F	Baltimore
13. KGOL-F	Houston
KCFO	Tulsa
15. KEAR-F	San Francisco
16. KCIJ	Shreveport
17. WYCB	Washington
18. WEZE	Boston
KSKY	Dallas-FW
WWMO-F	Greens-WS
21. WDAC-F	Lancaster
WPIT-F	Pittsburgh
23. KGDN	Seattle
24. WPIT	Pittsburgh
WENN	Birmingham
26. WYZE	Atlanta
27. WCGL	Jacksonville
28. KYMS-F	Anaheim
29. KWAM-F	Memphis
WYLO	Milwaukee
WZZD	Philadelphia

BIG BAND/NOST

1. WNEW	New York
2. WPEN	Philadelphia
3. WJAS	Pittsburgh
4. WXKS	Boston
5. KEZW	Denver
6. KPRZ	Los Angeles
7. KMPX-F	San Francisco
8. WDAE	Tampa
9. WLKW	Providence
10. WCOL	Columbus
11. WMLX	Cincinnati
12. WITH	Pittsburgh
13. KFJZ	Dallas-FW
14. WBBG	Cleveland
15. KIXI	Seattle
16. WLQY	Miami
17. WECK	Buffalo
18. KUPL	Portland
19. WGUL	Tampa
20. WFBL	Syracuse
KJLA	Kansas City
22. WMAS	Springfield,MA
KMLO	San Diego
WVCG	Miami
25. KLIV	San Jose
26. WEAM	Washington
WAVZ	New Haven
28. KLFF	Phoenix
29. WRHY-F	York
30. WKAT	Miami

CLASSICAL

1. WQXR-F+	New York
2. WFMT-F	Chicago
3. WGMS-F+	Washington
4. WNCN-F	New York
5. WFLN-F+	Philadelphia
6. KKHI-F+	San Francisco
7. KFAC-F	Los Angeles
8. KDFC-F+	Los Angeles
9. KING-F	Seattle
10. WQRS-F	Detroit
11. KVOD-F	Denver
12. WCRB-F	Boston
13. KFSD-F	San Diego
14. WCLV-F	Cleveland
15. WTMI-F	Miami
16. KLEF-F	Houston
17. KHFM-F	Albuquerque
18. KFAC	Los Angeles
WRR-F	Dallas
20. WFMR-F	Milwaukee
21. KXTR	Kansas City
22. WNIB-F	Chicago
KHEP-F	Phoenix
24. WGH-F	Norfolk

AMERICA'S LEADING STATIONS - 12+ METRO SHARE\*\*

1. WJBC	Bloomington, Ill	40.7	21. KVOL	Lafayette*	21.3
2. WWNC	Asheville*	39.3	22. KFGO	Fargo*	21.1
3. KGBT	McAllen-Browns	32.6	23. WOWO	Fort Wayne	20.5
4. WFBG	Altoona*	30.7	24. WIXX-F	Green Bay*	20.4
5. WMT	Cedar Rapids*	30.3	25. WACO	Waco*	20.2
6. KWLO	Waterloo*	29.3	26. WIKY-F	Evansville*	20.1
7. WQSM-F	Fayetteville*	25.8	27. WNOK-F	Columbia, SC	20.0
8. KUTI	Yakima*	25.2	28. WJET	Erir, PA*	19.8
9. KFAB	Omaha	25.0	KDKA	Pittsburgh	19.8
10. WKEE-F	Huntington	24.2	30. KSOO	Sioux Falls*	19.7
11. WTIC	Hartford	23.8	31. WHHY	Montgomery*	19.6
12. WBBQ-F	Augusta*	23.6	32. KYVA-F	Billings*	19.5
13. WNDU-F	South Bend*	23.5	33. WKSJ-F	Mobile	19.3
14. WCKK-F	Erie*	23.4	34. WIVK-F	Knoxville	19.0
15. KWTO-F	Springfield, MO*	23.0	35. KTMT-F	Medford*	18.7
16. WCCO	Minneapolis	22.9	36. WQDW-F	Greenv-NB*	18.6
17. WWVA	Wheeling*	22.6	37. WDIZ-F	Melbourne*	18.5
18. WVAF-F	Charleston, WV*	22.0	38. WJMI-F	Jackson, MS*	18.4
19. KMOX	St. Louis	21.8			
20. KIXZ	Amarillo*	21.6			

AMERICA'S LEADING FM STATIONS - 12+ METRO SHARE\*\*

1. WQSM-F	Fayetteville*	25.8	WPVR-F	Roanoke	17.8
2. WKEE-F	Huntington	24.2	22. WEAS-F	Savannah*	17.7
3. WBBQ-F	Augusta*	23.6	WZZK-F	Birmingham	17.7
4. WNDU-F	South Bend*	23.5	KSSN-F	Little Rock	17.7
5. WCKK-F	Erie*	23.4	KZFM-F	Corpus Christi	17.7
6. KWTO-F	Springfield, MO*	23.0	26. WAAV-F	Wilmington, NC*	17.5
7. WVAF-F	Charleston, WV*	22.0	27. KLLL-F	Lubbock	17.4
8. WIXX-F	Green Bay*	20.4	28. WKDQ-F	Evansville*	17.3
9. WIKY-F	Evansville*	20.1	WSOC-F	Charlotte	17.3
10. WNOK-F	Columbia, SC	20.0	WMEE-F	Fort Wayne	17.3
11. KYVA-F	Billings*	19.5	31. KQCR-F	Cedar Rapids*	17.2
12. WKSJ-F	Mobile	19.3	32. KTTS-F	Springfield, MO*	17.1
13. WIVK-F	Knoxville	19.0	33. KFMQ-F	Lincoln*	16.9
14. KTMT-F	Medford*	18.7	WEZO-F	Rochester	16.9
15. WQDW-F	Greenv-NB*	18.6	35. WHRK-F	Memphis	16.7
16. WDIZ-F	Melbourne*	18.5	36. WGLF-F	Tallahassee*	16.5
17. WJMI-F	Jackson, MS*	18.4	WFMF-F	Baton Rouge	16.5
18. WKQQ-F	Lexington	18.2	38. WMAZ-F	Macon*	16.4
19. WLWI-F	Montgomery*	18.0	WMRV-F	Binghampton*	16.4
20. KHFI-F	Austin	17.8			

\* Market surveyed in Spring 81

\*\* Based on 1/4 HR AVG, Metro Share, 12+, Broadcast Week

NATIONAL FM SHARES\*

METRO

FALL 81	58.651%	(10,478,800 of 17,866,400)
SPRING 81	57.353	(11,225,100 of 19,571,700)
OCT/NOV 80	56.116	(9,480,500 of 16,894,600)
APR/MAY 80	54.254	(10,134,800 of 18,680,200)
OCT/NOV 79	53.627	(8,329,900 of 15,539,900)
APR/MAY 79	50.887	(9,480,800 of 18,631,200)
OCT/NOV 78	50.698	(7,525,600 of 14,843,000)
APR/MAY 78	47.638	(8,565,600 of 18,025,100)
OCT/NOV 77	46.501	(6,561,700 of 14,110,900)
APR/MAY 77	44.428	(7,745,900 of 17,434,700)
OCT/NOV 76	43.818	(6,079,600 of 13,874,200)
APR/MAY 76	40.886	(6,882,900 of 16,834,200)

FM GROWTH RATE (METRO):

OCT/NOV 76 to OCT/NOV 77:	6.123%
OCT/NOV 77 to OCT/NOV 78:	9.026%
OCT/NOV 78 to OCT/NOV 79:	5.756%
OCT/NOV 79 to OCT/NOV 80:	4.641%
OCT/NOV 80 to OCT/NOV 81:	4.512%

ADI

FALL 81	59.53%	(10,860,100 of 18,243,100)
SPRING 81	58.47%	(10,880,900 of 18,610,600)
OCT/NOV 80	56.96	(10,010,100 of 17,573,600)
APR/MAY 80	55.50	(9,874,500 of 17,792,200)
OCT/NOV 79	53.42	(9,038,100 of 16,919,000)
APR/MAY 79	52.25	(9,071,000 of 17,367,000)
OCT/NOV 78	51.27	(8,328,600 of 16,244,500)
APR/MAY 78	48.69	(8,257,800 of 16,961,300)
OCT/NOV 77	47.82	(7,474,700 of 15,631,600)
APR/MAY 77	45.83	(7,669,900 of 16,734,600)
OCT/NOV 76	43.78	(7,096,200 of 16,208,900)
APR/MAY 76	42.01	(6,853,400 of 16,312,900)
APR/MAY 75	38.91	(6,229,800 of 16,009,800)

FM GROWTH RATE (ADI):

OCT/NOV 76 to OCT/NOV 77:	9.228%
OCT/NOV 77 to OCT/NOV 78:	7.215%
OCT/NOV 78 to OCT/NOV 79:	4.193%
OCT/NOV 79 to OCT/NOV 80:	6.627%
OCT/NOV 80 to OCT/NOV 81:	4.512%

\* Based on MSA or ADI, 1/4 HR AVG. 12+, Broadcast Week. All stations reported in survey are included.

ADI RANKINGS - FM SHARE OF AUDIENCE\*

<u>FALL 81 RANK</u>	<u>MARKET</u>	<u>FAL 81</u>	<u>SPG 80</u>	<u>O/N 80</u>	<u>A/M 75</u>
1.	Washington	74.18%	74.64%	69.42%	47.73%
2.	Charlotte	73.78	71.73	61.64	40.50
3.	Houston	70.19	70.05	64.64	40.42
4.	Atlanta	69.99	70.05	67.67	45.62
5.	Orlando	69.58	67.35	68.98	44.50
6.	Philadelphia	69.24	66.65	64.42	43.74
7.	Grand Rapids	68.87	69.38	61.55	38.09
8.	Indianapolis	68.11	67.91	63.99	33.54
9.	Tampa	67.32	66.71	64.30	40.65
10.	Detroit	67.27	66.80	63.83	41.12
11.	Norfolk	66.14	65.62	66.48	44.38
12.	Dallas-Fort Worth	65.63	69.28	65.36	37.94
13.	San Diego	65.28	61.59	64.83	33.31
14.	New Orleans	65.02	62.28	57.81	37.34
15.	Dayton	64.38	59.01	54.00	42.89
16.	Nashville	63.88	64.84	62.89	33.96
17.	Boston	63.21	62.31	58.88	44.98
18.	Greenville-Spart	63.19	61.33	57.64	38.77
19.	Cleveland	62.39	62.28	62.07	40.01
20.	Phoenix	60.73	56.46	58.11	34.17
21.	Memphis	60.61	56.88	56.53	27.70
22.	Raleigh	60.57	57.27	52.30	-----
23.	Cincinnati	60.37	56.93	59.96	32.75
24.	Sacramento	60.26	59.87	54.98	34.38
25.	Huntington-Charles	59.83	56.89	55.85	28.62
26.	Baltimore	59.34	59.88	58.73	33.27
27.	Milwaukee	58.81	51.68	54.81	36.28
28.	Oklahoma City	57.84	59.68	56.25	35.78
29.	Los Angeles	56.96	55.01	53.47	39.37
30.	Providence	56.92	54.43	57.24	39.82
31.	Chicago	56.54	53.02	55.34	33.48
32.	Columbus	56.48	64.12	60.31	31.63
33.	Birmingham	56.40	59.77	58.71	-----
34.	Seattle	56.16	50.16	48.40	32.98
35.	Denver	56.11	53.91	50.69	38.31
36.	Louisville	55.32	57.09	57.45	22.04
37.	New York	55.16	53.03	53.27	40.63
38.	Hartford	55.08	51.85	53.74	41.60
39.	San Francisco	54.18	54.16	51.95	34.63
40.	NE PA	53.36	52.59	52.89	31.76
41.	Miami	53.32	52.20	53.08	45.93
42.	Portland	53.28	51.22	47.71	32.14
43.	St. Louis	51.96	48.68	50.00	32.57
44.	Kansas City	51.86	53.27	53.14	42.38
45.	Buffalo	51.67	58.02	51.47	38.99
46.	Minn-St Paul	50.83	51.63	50.37	27.80
47.	Salt Lake City	50.32	45.38	41.85	-----
48.	Pittsburgh	49.76	50.65	46.51	31.56
49.	Albany-Schen-Troy	45.37	47.75	45.93	34.31
50.	San Antonio	44.59	-----	-----	-----
		59.53%	58.47%	56.96%	38.91%

MARKETS WITH HIGHEST AND LOWEST APR'S\*\*

HIGHEST

1. Utica*	20.0
2. Miami	18.8
3. Harrisburg	18.5
McAllen-Browns	18.5
5. Duluth*	18.4
6. South Bend*	18.3
7. Providence	18.2
8. Springfield, MA	18.0

LOWEST

1. Lynchburg*	12.2
2. Lafayette*	12.7
3. Roanoke	12.8
4. Memphis	13.1
5. Wilmington, NC*	13.5
6. Greenville-NB*	13.7
Macon*	13.7
Charlotte	13.7
Huntington	13.7

MEAN FOR ALL RATED MARKETS

O/N 81	15.94		
O/N 80	15.62	A/M 81	16.04
O/N 79	15.28	A/M 80	15.42
O/N 78	15.41	A/M 79	15.62
O/N 77	15.20	A/M 78	15.42
		A/M 76	15.40
		A/M 75	15.74

\* Market surveyed in Spring 81

\*\* The APR shows the average percentage of the 12+ population which is using radio (Mon-Sun, 6A-MID). The figure is very roughly comparable to television's HUT (Households Using Television) or PVT (Persons Viewing Television).

MARKETS WITH HIGHEST AND LOWEST PERCENTAGE OF FM LISTENERSHIP\*\*

HIGHEST

1. Greenville-NewBern*	85.61%
2. Lancaster	83.33
3. Lansing	76.77
4. Melbourne-Titus-Cocoa*	75.39
5. Washington	72.48
6. York	72.34
7. Mobile	71.76
Wilmington, DE	71.76
9. Houston	71.71
10. Beaumont-PA-Orange	71.10
11. Worcester	70.91
12. Dallas-Fort Worth	70.90
13. Terre Haute*	70.67
14. Grand Rapids	70.62
15. Knoxville	70.05
16. Daytona Beach	69.84
17. Lynchburg*	69.66
18. Columbia, SC	69.60
19. Austin	69.37
20. Greensboro-WS	69.18

LOWEST

1. Washeville*	28.23%
2. Altoona	29.94
3. Honolulu	30.73
4. Tucson	36.83
5. Yakima*	37.05
6. Bakersfield	37.09
7. Medford*	37.41
8. Fargo*	37.43
9. Waterloo*	38.36
10. McAllen-Brownsville	39.42
11. Waco*	40.10
12. Sioux Falls*	40.15
13. Bloomington	40.43
14. Billings	43.44
15. Johnson City-Kings-Bris	43.96
16. Richmond	44.31
17. Albany-Schen-Troy	44.55
18. Des Moines	44.95
19. Daven-RI-Moline	45.31
20. Duluth*	45.34

\* Market surveyed in Spring 81

\*\* FM share of total listening, 12+ Metro, 1/4 HR AVG, Broadcast Week

STATION FORMAT AND FORMAT LISTENERSHIP\*

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	822,300 (113)	4,426,300 (413)	5,248,600 (551)	29.31%
MOR/AC	1,989,600 (337)	1,074,400 (95)	3,064,000 (432)	17.11
BTFL MUSIC	190,300 (34)	2,274,400 (202)	2,417,700 (236)	13.50
COUNTRY	1,104,500 (226)	1,077,800 (167)	2,182,300 (393)	12.19
NEWS/TALK	1,810,900 (82)	37,400 (1)	1,848,300 (83)	10.32
BLACK/URBAN/JAZZ	464,200 (89)	1,246,200 (63)	1,710,400 (152)	9.55
SPANISH	398,900 (43)	75,200 (14)	474,100 (57)	2.65
NOSTALGIA/BIG BAND	395,600 (68)	27,500 (8)	423,100 (74)	2.36
CLASSICAL	24,600 (8)	226,000 (26)	250,600 (34)	1.40
RELIGION	157,600 (94)	70,500 (42)	228,100 (136)	1.27
UNKNOWN/OTHER	46,200 (27)	13,700 (12)	59,900 (39)	0.33
<b>TOTALS</b>	<b>7,404,700 (1121)</b>	<b>10,502,400 (1067)</b>	<b>17,907,100 (2187)</b>	

\* Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Every station reported in the metro is included. Simulcast facilities count as two stations. Figures in parenthesis are the number of stations programming that format.

FORMAT PERCENTAGES - AM AND FM BANDS

	<u>AM</u>	<u>FM</u>	<u>COMBINED</u>	<u>SPG 81</u>	<u>O/N 80</u>	<u>O/N 79</u>	<u>O/N 78</u>	<u>O/N 77</u>
ROCK/AOR/CONTEMP	11.11%	42.15%	29.31%	31.51%	32.80%	31.68%	34.73%	34.31%
MOR/AC	26.87	10.23	17.11	16.45	15.67	16.30	16.61	16.32
BTFL MUSIC	2.65	21.66	13.50	14.61	15.19	16.42	17.32	18.04
COUNTRY	14.92	10.26	12.19	12.12	10.17	8.63	8.31	7.96
NEWS/TALK	24.46	0.36	10.32	9.13	10.63	10.81	10.23	10.92
BLACK/URB/JAZZ	6.27	11.87	9.55	9.07	9.68	10.47	7.62	6.59
SPANISH	5.39	0.72	2.65	2.12	2.37	2.47	2.02	1.64
NOST/BIG BAND	5.34	0.26	2.36	2.04	0.88	0.24	0.11	NA
CLASSICAL	0.33	2.15	1.40	1.30	1.41	1.59	1.78	1.87
RELIGION	2.13	0.67	1.27	1.23	1.22	1.18	0.98	0.98
OTHERS/UNKNOWN	0.62	0.13	0.33	0.41	0.49	0.46	0.81	NA

BEST AND WORST MARKETS FOR VARIOUS FORMATS

ROCK/AOR/CONTEMP (National Average: 29.31%)

HIGHEST %

LOWEST %

1. Fayetteville, NC*	67.8
2. Lafayette, LA*	59.1
3. Waterloo*	54.1
4. Austin	52.3
5. Anchorage	51.5
6. Corpus Christi	49.9
7. Richland, WA*	48.8
8. Binghampton*	48.4
9. Colorado Springs	48.3
10. Lansing	48.0
Erie*	48.0
12. Huntsville*	46.8
Daven-RI-Moline	46.8
14. Tallahassee*	46.2

1. Memphis	18.7
2. New York	18.9
3. West Palm Beach	19.0
4. Miami	20.6
Birmingham	20.6
6. Washington	21.0
Sarasota*	21.0
Columbus,GA*	21.0
9. Lakeland*	21.3
10. Dallas	23.5
11. Charlotte	24.3
12. Charleston, SC	24.8
13. Baltimore	25.1
14. Asheville*	25.4

BEAUTIFUL MUSIC (National Average: 13.50%)

HIGHEST %

LOWEST %

1. Sarasota*	33.3
2. Daytona Beach	33.2
3. Tampa	29.4
4. Atlantic City*	24.4
5. Melbourne*	24.3
6. West Palm Beach	24.6
7. Anchorage	23.3
8. Peoria	23.1
9. Modesto	22.9
10. Evansville*	22.8
11. Worcester	21.1
12. Springfield, MA	21.0
Ft. Lauderdale	21.0
14. Grand Rapids	20.9

1. Austin	0.0
2. Fayetteville,NC*	4.2
3. Lafayette*	4.4
4. McAllen-Browns	4.9
5. Bloomington	5.7
6. Daven-RI-Moline	6.3
7. Augusta,GA*	6.6
8. Birmingham	7.1
Johnson City-Kings	7.1
10. Duluth*	7.3
11. Tallahassee	7.6
12. New Orleans	7.8
Honolulu	7.8
14. Columbia, SC	8.2

NOTE: Format information for this section came from January or February editions of SRDS and/or the 1981 Broadcasting Yearbook. In some cases phone calls were made. In many cases I had to make a judgement based on the demographic spread of the station's audience. The most difficult call was determining whether a station was programming contemporary or "adult contemporary" formats. It seems that half the rock/contemp stations in the country are calling themselves adult contemp. Before I accepted the "AC" term the station had to have a significant percentage of its audience over 35. It also had to have less than 10% of its audience in the teen category.

\* Market surveyed in Spring 81

MOR/ADULT CONTEMP (National Average: 17.11%)

HIGHEST %

1. Bloomington, IL	47.5
2. NE PA	40.9
3. Knoxville	36.7
4. Lincoln*	36.3
5. Hartford	35.3
6. Worcester	34.6
Pittsburgh	34.6
8. Atlantic City*	33.4
Syracuse	33.4
10. Manchester*	32.2
11. Springfield, MA	32.1
12. Reading*	31.8
13. Steubenville*	31.7
14. Cedar Rapids*	31.5
15. Baltimore	31.3

LOWEST %

1. Columbus,GA*	0.0
2. Fayetteville,NC*	0.0
3. Fargo*	0.0
4. Corpus Christi	1.3
Shreveport	1.3
6. Montgomery*	1.4
7. Tallahassee*	1.6
8. San Antonio	2.2
9. Kansas City	2.5
10. Huntsville*	2.6
11. Evansville*	2.9
12. McAllen-Browns	3.3
13. El Paso	3.8
14. Beaumont-PA-Orange	4.2

COUNTRY (National Average: 12.19%)

HIGHEST %

1. Asheville*	47.8
2. Fargo*	46.7
3. Johnson City-Kings	40.8
4. Springfield, MO*	38.9
5. Tulsa	38.6
6. Lakeland*	37.2
7. Waco*	37.0
8. Wichita	36.0
9. Johnstown, PA*	34.9
10. Lubbock	33.3
11. Topeka*	32.7

LOWEST %

1. Boston	0.5
2. Atlantic City*	1.8
3. Hartford	2.2
4. Bridgeport	2.7
Springfield, MA	2.7
6. Miami	3.0
7. Worcester	3.4
8. New Haven	3.5
9. Providence	3.6
10. Knoxville	3.9
11. New York	4.0

NEWS/TALK

(Nat Avg: 10.32%)

1. Minn-SP	25.4
2. St. Louis	22.8
3. New York	19.9
4. Philadelphia	19.7
5. Los Angeles	19.1
6. Des Moines	17.8
7. San Fran	16.4
8. Youngstown	14.8
9. Ft Lau	13.7
10. Seattle	13.5
11. Boston	12.4
12. Houston	12.3
13. West Palm	12.1
14. Detroit	12.0
15. Portland	11.7

BLACK/URBAN

(Nat Avg: 9.55%)

1. Colum,GA*	33.7
2. Savannah*	32.7
3. Memphis	30.7
4. Jackson,MS*	28.6
5. Macon*	28.1
6. Char,SC	26.5
7. Green-NB*	22.5
8. Washington	21.1
9. Baton Rouge	21.2
10. Mobile	20.9
11. Col, SC	20.8
12. New York	19.9
Richmond	19.9
14. Pensacola*	18.8
15. Tallahassee*	18.5

SPANISH

(Nat Avg: 2.65%)

1. McAllen	45.7
2. Miami	39.1
3. Cor Chr	23.7
4. San Ant	18.5
5. Bakers	16.9
El Paso	16.9
7. Sal-Sea	10.0
Phoenix	10.0
9. Fresno	9.6
10. Los Ang	8.9
11. Pueblo*	7.6
12. Stockton	7.4
13. Houston	6.0
14. Austin	5.9
15. Modesto	5.6

RELIGION

(Nat Avg: 1.27%)

1. Huntington	9.1
2. Shreveport	8.7
3. Birmingham	8.1
4. Jckville	7.4
5. JC-Kings	6.2
6. Lancaster	5.8
7. Colum,GA*	5.7
8. Eug-Spr	5.4
9. Lubbock	5.2
Tulsa	5.2
11. Billings*	4.9
12. Green-NB*	4.6
Jackson,MS*	4.6
14. Spring,MO*	4.4
15. Gr Rapids	4.3

CLASSICAL (National Average: 1.40%)

1. Washington	4.5	4. San Fran	3.9	7. Milwaukee	3.1	10. Reno*	2.4
2. San Diego	4.2	Seattle	3.9	8. Albuquerque	2.6	11. New York	2.3
3. Denver	4.0	6. Cleveland	3.2	9. Norfolk	2.5	12. Kansas City	2.0
						Phil	2.0



## THE NATION'S LEADING STATION GROUPS

These tables indicate which are the most important group owners in the United States. The first table ranks the groups according to a formula I devised in 1976. There are also tables which rank the groups according to cume listeners and total quarter hour figures.\*

IMPORTANT NOTE: To qualify for these tables a group must have at least five stations in rated markets. A simulcasted facility counts as only one station.

EXPLANATION OF FORMULA: There are three areas of information which a group can be judged upon. These are (1) total audience for a group's stations, (2) the size and importance of the markets in which the group's stations are located and (3) the station's relative strength in its market, i.e., its rank.

Using the above data I developed a formula which ranked the groups. This formula worked as follows. The total audience (12+, TSA, 1/4 HR AVG, Broadcast Week) of all of a group's stations is divided by the number of figures in the group. The resulting figure is the STATION AVERAGE. The next step is to find an average market size for the stations in the group. This MARKET AVERAGE (based on SRDS rank) is then divided into the STATION AVERAGE. This figure is then divided by the RANKING AVERAGE, the average of all the stations in the group (12+, TSA, 1/4 HR AVG).

The resulting figure is the STATION INDEX. The STATION INDEX is multiplied by the number of stations in the group with the end result being the most important figure, the GROUP INDEX.

Stations which fail to show in a market are not calculated in the formula. Neither are some suburban stations. Simulcasted facilities count as one station. To be sure there are some problems with this formula. It tends to bias small groups which have successful stations in large markets. However, the formula is fun to work and it's fun to study. If you think about it I think you will agree that it is quite accurate.

\* Based on TSA, 12+, Mon-Sun, 6AM-MID

AMERICA'S LEADING GROUPS (DUNCAN'S FORMULA)

O/N 78	O/N 79	O/N 80	RANK	RANK	RANK	RANK	GROUP	TOTAL LISTENERS	STATIONS	STATION AVERAGE	MARKET AVERAGE	RANK AVG	STATION INDEX	GROUP INDEX
2	1	1	1.	1	1	1.	ABC	7902	13	607.8	4.7	6.6	19.594	254.720
1	2	2	2.	2	2	2.	CBS	7046	14	503.3	4.9	9.6	10.699	149.792
5	4	3	3.	3	3	3.	NBC	4910	8	613.8	4.8	8.0	15.984	127.875
3	3	4	4.	4	4	4.	Metromedia	5400	14	385.7	8.1	9.1	5.233	73.257
7	6	5	5.	5	5	5.	Westinghouse	5999	12	500.0	17.0	5.0	5.882	70.588
4	5	7	6.	7	7	6.	RKO	5632	11	512.0	9.2	9.7	5.737	63.111
-	10	6	7.	6	6	7.	Inner City	2563	6	427.2	3.0	18.7	7.615	45.690
-	-	-	8.	-	-	8.	Infinity	3123	6	520.5	12.7	8.3	4.938	29.627
40	34	29	9.	29	29	9.	Greater Media	2276	10	227.6	4.2	18.4	2.945	29.450
9	12	12	10.	12	12	10.	Century	1904	6	317.3	5.3	12.8	4.677	28.063
11	13	10	11.	10	10	11.	Hearst	1560	6	260.0	18.0	3.3	4.377	26.263
12	9	14	12.	14	14	12.	Bonneville	3557	11	323.4	15.0	10.4	2.073	22.804
8	11	9	13.	9	9	13.	Capital Cities	5055	14	361.1	20.1	11.7	1.535	21.497
13	14	13	14.	13	13	14.	Taft	2809	12	234.0	27.0	5.0	1.733	20.800
15	15	11	15.	11	11	15.	Gannett	2944	13	226.5	11.2	12.7	1.592	20.701
10	8	15	16.	15	15	16.	Cox	3275	12	272.9	27.3	7.1	1.408	16.895
--	26	16	17.	16	16	17.	Doubleday	1391	7	198.7	12.6	9.4	1.678	11.746
21	19	17	18.	17	17	18.	Plough	2264	12	188.7	21.3	9.1	.974	11.682
--	33	19	19.	19	19	19.	First Media	1449	7	207.0	14.7	9.7	1.452	10.162
19	20	18	20.	18	18	20.	GE	1694	8	211.8	31.6	5.3	1.265	10.117
14	22	22	21.	22	22	21.	LIN	1589	10	158.9	18.6	10.2	.838	8.376
23	24	24	22.	24	24	22.	Malrite	1698	10	169.8	22.0	9.5	.812	8.124
--	--	26	23.	26	26	23.	HefTel	1535	7	219.3	26.7	7.3	1.125	7.876
--	--	--	24.	--	--	24.	Gulf	1656	10	165.6	27.1	8.5	.719	7.189
28	17	21	25.	21	21	25.	Golden West	1330	8	166.3	14.6	13.1	.869	6.956

O/N 78	O/N 79	O/N 80	RANK	GROUP	TOTAL LISTENERS	STATIONS	STATION AVERAGE	MARKET AVERAGE	RANK AVG	STATION INDEX	GROUP INDEX
25	31	20		Storz	1141	6	190.2	26.5	6.2	1.158	6.946
26	23	27	27.	United	1188	7	169.7	12.1	15.3	.917	6.417
20	29	28	28.	Nationwide	1154	7	164.9	31.4	5.9	.890	6.231
17	21	23	29.	Harte-Hanks	1556	11	141.5	33.6	8.0	.525	5.775
--	--	32	30.	Viacom	1279	7	182.7	17.1	13.6	.786	5.499
30	30	31	31.	Tribune	1675	5	335.0	36.0	9.0	1.034	5.169
27	28	25	32.	Group One	1071	8	133.9	35.0	6.4	.598	4.782
43	36	39	33.	Outlet	1375	7	196.4	25.7	11.4	.670	4.692
--	--	30	34.	Metroplex	897	6	149.5	15.8	14.0	.676	4.055
36	45	45	35.	Shamrock	1129	7	161.3	24.1	11.6	.577	4.039
29	25	34	36.	Meredith	951	6	158.5	38.7	6.2	.661	3.963
18	27	36	37.	Fairbanks	1154	7	164.9	34.3	8.6	.559	3.913
42	48	47	38.	Hubbard	895	5	179.0	67.6	3.4	.779	3.894
39	43	33	39.	Entercom	820	8	102.5	13.0	16.3	.484	3.870
24	39	35	40.	Charter	723	6	120.5	14.8	13.7	.594	3.566
48	46	40	41.	Great Trails	916	8	114.5	39.0	7.4	.397	3.174
--	--	--	42.	Katz	1044	5	208.8	63.0	5.4	.614	3.069
--	--	--	43.	Sandusky News	918	8	114.8	26.6	11.3	.382	3.055
--	--	50	44.	EZ	802	5	160.4	37.6	7.0	.609	3.047
34	32	38	45.	Susquehanna	1465	13	112.7	46.0	10.5	.233	3.033
--	47	43	46.	Scripps-Howard	832	6	138.7	39.2	7.8	.454	2.722
35	44	44	47.	Jeff-Pilot	1400	11	127.3	67.5	7.7	.245	2.694
46	37	41	48.	Affiliated	1031	10	103.1	44.0	8.8	.266	2.660
--	--	--	49.	King	1094	9	121.6	38.4	11.2	.283	2.545
--	--	--	50.	BENI	768	8	96.0	31.0	10.3	.301	2.405
--	--	--		Capitol (WRAL)	979	7	139.9	75.4	5.4	.344	2.405

AMERICA'S LEADING GROUPS - 1/4 HOUR AVERAGES

<u>O/N 78</u>	<u>O/N 79</u>	<u>O/N 80</u>	<u>FAL 81</u>	<u>GROUP</u>	<u>STATIONS</u>	<u>TOTAL</u>	<u>AVG PER STATION</u>
1	1	2	1.	ABC	13	7902	607.8
2	2	1	2.	CBS	14	7046	503.3
7	4	3	3.	Westinghouse	12	5999	500.0
3	6	7	4.	RKO	11	5632	512.0
4	3	4	5.	Metromedia	14	5400	385.7
5	5	5	6.	Capital Cities	14	5055	361.1
10	8	6	7.	NBC	8	4910	613.8
8	10	9	8.	Bonneville	11	3557	323.4
9	9	10	9.	Cox	12	3275	272.9
-	-	-	10.	Infinity	6	3123	520.5
13	13	12	11.	Gannett	13	2944	226.5
11	11	11	12.	Taft	12	2809	234.0
--	12	13	13.	Inner City	6	2563	427.2
27	17	14	14.	Greater Media	10	2276	227.6
20	21	15	15.	Plough	12	2264	188.7
19	16	18	16.	Century	6	1904	317.3
24	27	21	17.	Malrite	10	1698	169.8
16	19	17	18.	GE	8	1694	211.8
14	14	16	19.	Tribune Co.	5	1675	335.0
--	56	65	20.	Gulf	10	1656	165.6
18	22	25	21.	LIN	10	1589	158.9
22	26	20	22.	Hearst	6	1560	260.0
20	18	19	23.	Harte Hanks	11	1556	141.5
--	28	24	24.	Heftel	7	1535	219.3
23	23	23	25.	Susquehanna	13	1465	112.7
--	37	36	26.	First Media	7	1449	207.0
34	24	26	27.	Jefferson-Pilot	11	1400	127.3
--	45	29	28.	Doubleday	7	1391	198.7
45	33	31	29.	Outlet	7	1375	196.4
28	20	22	30.	Golden West	8	1330	166.3
--	--	30	31.	Viacom	7	1279	182.7
30	31	34	32.	United	7	1188	169.7
25	35	32	33.	Nationwide	7	1154	164.9
21	25	33		Fairbanks	7	1154	164.9
33	38	35	35.	Storz	6	1141	190.2
26	29	28	36.	Multimedia	12	1136	94.7
35	39	43	37.	Shamrock	7	1129	161.3
32	41	42	38.	King	9	1094	121.6
29	32	27	39.	Group One	8	1071	133.9
--	--	--	40.	Katz	5	1044	208.8
54	40	41	41.	Affiliated	10	1031	103.1
--	--	--	42.	Capitol (WRAL)	7	979	139.9
31	30	39	43.	Meredith	6	951	158.5
44	48	55	44.	Guy Gannett	8	947	118.4
--	--	--	45.	Sandusky News	8	918	114.8
52	51	48	46.	Great Trails	8	916	114.5
38	47	47	47.	Park	14	913	65.2
--	--	38	48.	Metroplex	6	897	149.5
53	54	56	49.	Hubbard	5	895	179.0
43	43	44	50.	Mid America	10	892	89.2

<u>O/N 78</u>	<u>O/N 79</u>	<u>O/N 80</u>	<u>FAL 81</u>	<u>GROUP</u>	<u>STATIONS</u>	<u>TOTAL</u>	<u>AVG PER STATION</u>
41	46	50	51.	Booth	8	866	108.3
36	34	37	52.	Swanson	8	844	105.5
--	49	49	53.	Scripps-Howard	6	832	138.7
49	50	40	54.	Entercom	8	820	102.5
48	57	58	55.	EZ	5	802	160.4
46	52	53	56.	Federated	7	789	112.7
71	63	80	57.	BENI	8	768	96.0
37	42	46	58.	Rust	9	763	84.8
56	55	51	59.	Summit	8	762	95.3
57	64	68	60.	Lotus	10	746	74.6
39	53	45	61.	Charter	7	723	60.1
--	67	63	62.	Des Moines Reg-Trib	6	652	108.7
42	36	54	63.	Insilco	7	640	91.4
--	61	61	64.	Tichenor	5	616	123.2
61	66	69	65.	Stoner	10	593	59.3
65	60	64	66.	Great Empire	10	590	59.0
--	73	59	67.	Sudbrink	7	588	84.0
--	58	57	68.	Beck Ross	6	577	91.2
--	--	--	69.	Josephson	6	575	95.8
51	62	60	70.	Associated	10	560	56.0
--	75	67	71.	Western Cities	6	545	90.8
60	65	62	72.	Bluegrass	7	534	76.3
69	76	72	73.	Newhouse	5	533	106.6
--	--	--	74.	Shamrock Comm	6	530	88.3
--	--	--	75.	Bloomington	6	488	81.3
--	--	66	76.	Liggett	6	459	76.5
66	71	82	77.	Sterling	9	455	50.6
73	83	75	78.	Capitol (Johnson)	6	452	75.3
--	--	74	79.	Regional	8	422	52.8
--	77	77	80.	Sunbelt	5	421	84.2
--	78	76		Clear Channel	7	421	60.1
--	--	70	82.	Buckley	5	416	83.2
70	80	83	83.	McClatchy	7	412	58.9
64	70	73	84.	Stauffer	8	403	50.4
--	--	--		Security	5	403	80.6
--	81	85	86.	Stuart	5	368	73.6
55	59	71	87.	Rollins	5	348	69.6
75	74	81	88.	Beasley	7	334	47.7
68	82	86	89.	Midwest Family	8	311	38.9
--	79	87		Davis and Weaver	5	311	62.2
--	--	--	91.	Manship	5	308	61.6
--	--	--	92.	Eastman	5	270	54.0
--	--	--	93.	Hicks	5	255	51.0
72	84	90	94.	Bahakel	7	247	35.3
--	87	89	95.	Peoria Journal Star	6	246	41.0
--	86	84	96.	Broadcast Associates	5	234	46.8
74	85	91	97.	Hatch	6	214	35.7
--	--	--	98.	Executive	5	205	41.0
--	--	92	99.	Buck	6	189	31.5
--	--	--	100.	Epperson-Atsinger	6	169	28.2
--	--	--	101.	Forward	6	161	26.8
--	--	--	102.	Walton	5	119	23.8
--	--	--	103.	Mortenson	5	84	16.8

AMERICA'S LEADING GROUPS - WEEKLY 12+ CUME

<u>O/N 78</u>	<u>O/N 79</u>	<u>O/N 80</u>	<u>FAL 81</u>	<u>GROUP</u>	<u>TOTAL CUME</u>	<u>AVG PER STATION</u>
1	1	2	1.	ABC	13,808,000	1,062,200
2	2	1	2.	CBS	13,096,400	935,500
4	3	3	3.	Westinghouse	9,712,800	809,400
6	4	4	4.	Metromedia	8,849,900	632,100
7	6	5	5.	NBC	8,812,100	1,101,500
3	5	6	6.	RKO	8,706,400	791,500
6	7	7	7.	Capital Cities	7,770,200	555,000
10	10	9	8.	Bonneville	5,155,700	468,700
8	8	8	9.	Cox	4,945,600	412,100
11	12	10	10.	Gannett	4,485,500	345,000
12	11	11	11.	Taft	4,068,200	339,000
--	--	--	12.	Infinity	4,057,100	676,200
26	16	12	13.	Greater Media	3,533,700	353,400
--	13	14	14.	Inner City	3,328,500	554,800
20	21	15	15.	Plough	3,077,800	256,500
14	14	13	16.	Tribune Co.	2,926,000	585,200
22	22	16	17.	Century	2,806,000	487,700
15	18	20	18.	LIN	2,611,000	261,100
18	17	17	19.	Golden West	2,606,000	325,800
.29	29	22	20.	Malrite	2,530,000	253,000
16	19	18	21.	GE	2,449,800	306,200
--	--	--	22.	Gulf	2,404,700	240,500
24	20	19	23.	Harte-Hanks	2,383,700	216,700
21	23	21	24.	Hearst	2,330,200	388,400
--	44	28	25.	Doubleday	2,328,100	332,600
41	30	27	26.	Outlet	2,321,600	331,700
--	33	24	27.	Heftel	2,286,300	326,600
32	24	23	28.	Jefferson-Pilot	2,219,600	201,800
--	38	38	29.	First Media	2,188,100	312,600
33	31	26	30.	Susquehanna	2,114,700	162,700
--	--	29	31.	Viacom	2,081,000	297,300
23	26	25	32.	Storz	2,040,500	340,100
25	28	30	33.	King	1,953,800	271,700
27	27	31	34.	Nationwide	1,885,400	269,300
24	25	32	35.	Fairbanks	1,875,600	267,900
34	34	36	36.	Shamrock	1,756,800	251,000
28	35	34	37.	Multimedia	1,709,100	142,400
30	32	37	38.	Meredith	1,626,000	271,000
31	39	33	39.	Charter	1,602,300	267,100
35	36	35	40.	Group One	1,594,900	199,400
37	41	39	41.	United	1,572,400	224,000
--	--	--	42.	Guy Gannett	1,517,700	189,700
45	49	43	43.	Great Trails	1,463,600	183,000
--	--	--	44.	Sandusky News	1,446,100	180,800
--	45	44	45.	Affiliated	1,423,900	142,400
--	--	--	46.	Katz	1,365,300	273,100
--	--	48	47.	Metroplex	1,362,500	227,100
40	47	45	48.	Park	1,360,300	97,200
42	46	42	49.	Mid America	1,338,900	133,900
47	50	50	50.	Hubbard	1,309,900	262,000

NOTE: 12+ Cume, Figures in hundreds

MAJOR GROUP OWNERS

ABC	(Ben Hoberman)	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	ASSOCIATED (cont'd)	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WABC	NY	880	24606	12	1	Contemp	WSNI-F Phil	163	3015	19	4	AC
WPLJ-F	NY	1183	17935	8	1	AOR	WRCP Phil		DID NOT SHOW			
WLS	Chi	914	19861	3	3	Rock	WSTV Steuben*	19	345	4	199	MOR
WLS-F	Chi	378	8549	10	3	Rock	WRKY-F Steuben*	26	486	1	199	Rock
WGO	SF	851	11171	1	7	Talk						
KSFJ-F	SF	153	3522	18	7	Rock	BAHAKEL (Cy Bahakel)					
KABC	LA	1177	14888	1	2	Talk	KXEL Water*	39	564	4	217	Country
KLBS-F	LA	769	12085	4	2	AOR	KCNB-F Water*	42	667	3	217	Rock
WXYZ	Det	392	7427	3	5	Talk	WDOD Chatta	45	787	5	96	Country
WRIF-F	Det	378	4030	4	5	AOR	WDOD-F Chatta	89	1305	3	96	Country
WMAL	Wash	475	6575	1	8	MOR/Talk	WKIN Kings	14	304	15	95	MOR
WRQX-F	Wash	237	5014	7	8	Rock	WMOD Lynch*	15	162	6	204	Country
KSRR-F	Hous	115	2425	14	9	AOR	WKZZ Lynch*	3	83	13	204	? ? ?

Others: WLBJ A/F (Bowling Green,KY); WABG (Greenwood,MS)

AFFILIATED COMMUNICATIONS (Jay Berkson)

WOKV	Jkville	32	561	10	57	AC	BEASLEY (George Beasley)					
WAIV-F	Jkville	106	1421	5	57	Contemp	WMOO Mobile	11	115	11	91	Religion
WSAI	Cin	71	1399	14	28	Country	WBLX-F Mobile	67	911	4	91	Black
WSAI-F	Cin	51	1213	16	28	Country	WGAC Aug*	17	364	8	127	MOR
KRAK	Sacra	222	2363	2	39	Country	WKBX Savan*	7	143	12	161	MOR
KEWT-F	Sacra	153	1901	4	39	BTFI	WSGF-F Savan*	38	753	6	161	Rock
KMPS	Sea	89	1296	16	16	Country	WFAI Fayeete*	23	364	7	154	Contemp
KMPS-F	Sea	83	1221	18	16	Country	WDMT-F Cleve	171	2212	9	20	Urban
WHYN	Spr,MA	94	1578	2	80	AC	Others: WFMC,WOKN-F (Goldsboro,NC); WNNMO-F (Reidsville,NC)					
WHYN-F	Spr,MA	130	1286	1	80	BTFI	BECK-ROSS (Martin Beck)					

Others: WFAS, WMYD-F (White Plains,NY)

ASSOCIATED (Myles Berkman)

WSOL	Tampa						WKTZ Jkville	10	158	17	57	Big Band
WMOL	Buffalo	72	599	9	32	Country	WKTZ-F Jkville	121	1379	3	57	BTFI
WACJ-F	Buffalo	35	601	13	32	AC	WKMF Flint	35	500	14	81	Country
WPXN	Roch	79	1011	6	41	Big Band	WGMZ-F Flint	52	728	8	81	BTFI
WPXY-N	Roch	78	1305	7	41	Contemp	WHCN-F Hartf	161	2697	4	38	AOR
WPIT	Pitt	33	597	21	13	Religion	WBLI-F Long Is	198	3023	27	1	Rock
WPIT-F	Pitt	36	930	20	13	Religion						

NOTE: Group must have five stations in rated markets to qualify. Simulcasted stations count as one station. TSA rank is based on 1/4 HR AVG, 12+, Broadcast Week. Market rank is SMSA rank. \* denotes market rated only in Spring.

BLOOMINGTON (Tim Ives)				BROADCAST ASSOCIATES (Steve Gold)			
TSA	AQH	CUME	MKT #	TSA	AQH	CUME	MKT #
WJCW	JC-King	83	945	3	95	Country	
WQUT-F	JC-King	90	1322	2	95	Rock	
WJBC	Bloom,IL	75	774	1	247	MOR	
WBNQ-F	Bloom,IL	35	568	3	247	Rock	
WGOW	Chatta	25	607	6	96	Contemp	
WSKZ-F	Chatta	180	2095	1	96	Rock	

BLUEGRASS (Wm. Stakelin)				BDCST ENT NAT (BENI)			
WHOO	Or1	75	1160	6	58 <td>Country</td> <td></td>	Country	
WHOO-F	Or1	86	1664	4	58	Country	
WVOC-F	Col,GA*	84	1184	1	158	Contemp	
WVLK	Lex	76	1505	4	120	MOR	
WVLK-F	Lex	77	1005	3	120	BTFL	
WWSA	Sav*	16	256	9	161	MOR	
WCHY-F	Sav*	120	1147	1	161	Country	

BONNEVILLE (Arch Madson)				BDCST ENT NAT (BENI)			
KBIG-F	LA	810	11119	3	2	BTFL	
KOIT-F	SF	154	2750	17	7	BTFL	
WCLR-F	Chi	360	7246	11	3	MOR	
KMBZ	KC	115	2375	11	29	Country	
KMBR-F	KC	192	2291	4	29	BTFL	
WRFM-F	NY	1065	11953	10	1	BTFL	
KSL	SLC	206	3606	1	42	MOR	
KIRO	Sea	373	5856	1	16	News	
KSEA-F	Sea	224	2585	4	16	BTFL	
KAAM	Dallas	9	360	29	10	AC	
KAFM-F	Dallas	49	1416	23	10	AC	

BOOTH (John Booth II, Ralph Booth)				BUCKLEY (Richard Buckley)			
WRBR-F	S. Bend*	81	1298	2	135	AC	
WJLB-F	Det	174	3318	18	5	Black	
WMZK	Det	26	583	26	5	Ethnic	
WGS	Sag*	101	903	2	162	MOR	
WIQG-F	Sag*	69	1102	4	162	Rock	
WTOD	To1	119	912	5	54	Country	
WKLR-F	To1	60	841	7	54	Country	
WZZP-F	Cleve	236	3835	4	20	AC	

BROADCAST ASSOCIATES (Steve Gold)				BDCST ENT NAT (BENI)			
KVEG	LV	48	658	5	88	Country	
KFMS-F	LV	28	473	10	88	Country	
KSET	EP	53	581	5	84	Rock	
KSET-F	EP	22	426	12	84	Urban	
KXKS	Alb	DID NOT SHOW	DID NOT SHOW	3	92	BTFL	
KKJY-F	Alb	83	838	3	92	BTFL	

BDCST ENT NAT (BENI)				BDCST ENT NAT (BENI)			
WAOK	Atl	77	1563	12	17	Black	
WCIN	Cin	44	798	18	28	Black	
WBLZ-F	Cin	65	1127	15	28	Black (?)	
WTH	Balt	105	1411	10	14	Big Band	
WPDQ	Jkville	44	791	8	57	Black	
WFYV-F	Jkville	107	989	4	57	AOR	
WJAS	Pitt	179	2412	9	13	Big Band/Nost	
WTLC-F	Indy	147	1351	6	34	Black	

BUCK BDCST				BUCKLEY (Richard Buckley)			
WCLS	Col,GA*	6	134	10	158	Religion	
WCOS	Colum,SC	5	156	14	98	Country	
WCOS-F	Colum,SC	137	1532	1	98	Country	
WHVN	Charlotte	5	111	17	66	Religion	
WYZE	Atl	32	418	15	17	Religion/Black	
WNGY	Mont,AL*	4	115	11	142	Religion	

WDRG				WDRG-F			
WDRG	Hart	54	1463	19	38	Contemp	
WDRG-F	Hart	133	2912	8	38	Rock	
KWAV-F	Monterey	33	567	6	134	AC	
KKHI	A/F SF	132	2460	24	7	Classical	
WSEN	A/F Syracuse	64	825	6	62	Country	
KGIL	A/F LA	DID NOT SHOW	DID NOT SHOW	DID NOT SHOW	DID NOT SHOW		

Others: WI0U,WZVZ-F (Kokomo,Ind); WIBM-F, WXCM (Jackson,MI)



CAPITAL CITIES	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
<u>CBS (Cont'd)</u>										
(Jim Arcara)										
WJR Det	860	12777	1	5	MOR	106	2572	12	12	AC
WJR-F Det	309	5088	7	5	BTFL	275	5688	14	4	News
KZLA LA	60	1077	38	2	Country	471	7606	5	4	Rock
KZLA-F LA	363	4911	16	2	Country	377	6451	7	6	News
WPRO Prov	193	3300	4	45	AC	290	5146	9	6	Soft Rock
WPRO-F Prov	199	3517	3	45	Rock	569	10968	2	7	News
WKBW Buff	162	3271	6	32	Contemp	109	2980	27	7	AOR
WPAT NY	479	8926	20	1	BTFL					
WPAT-F NY	912	13583	11	1	BTFL					
WBAP Da11-FW	689	9301	1	10	Country	678	7219	6	3	BTFL
KSCS-F Da11-FW	388	5820	2	10	Country	278	3207	17	3	BTFL
WROW Albany	127	1837	5	53	BTFL/MOR	244	3133	3	12	AOR
WROW-F Albany	128	1547	4	53	BTFL	236	6028	11	5	AOR
WKHX-F Atlanta	186	2747	8	17	Country	116	3205	34	2	AOR
						352	5268	6	7	AOR
<u>CENTURY (Howard Grafman)</u>										
WL00-F Chi					Country	678	7219	6	3	BTFL
WAIT Chi					Country	278	3207	17	3	BTFL
KSHE-F St. Lou					BTFL/MOR	244	3133	3	12	AOR
WABX-F Det					BTFL	236	6028	11	5	AOR
KWST-F LA					Country	116	3205	34	2	AOR
KMEL-F SF					Country	352	5268	6	7	AOR
<u>CHARTER (John Bayliss)</u>										
KI01-F SF					Contemp	205	4730	10	7	AC
WDRQ-F Det					Country	149	3438	21	5	Contemp
WMJX-F Mia					Rock					
WOKY Milw					AC	61	2029	12	27	Contemp
WMIL-F Milw					AOR					
KCBQ SD					Country	100	1638	9	19	Country
KCBQ-F SD					AOR	49	1073	21	19	Country
KSLQ-F St. Lou					Country	159	3115	9	12	Contemp
<u>CLEAR CHANNEL (John Barger)</u>										
KTXC Beaum					Country	7	239	13	104	Country
KHYS-F Beaum					Country	58	656	3	104	Black
WOAI San Ant					Country	134	2091	7	36	News/Talk
KAJA San Ant					Rock	93	1109	8	36	Country
KELP EP					AC/Contemp	15	365	15	84	AC
KMOD Tulsa					News	21	586	10	59	Contemp
KMOD-F Tulsa					Oldies	93	1119	7	59	AOR
<u>CBS (Robert Hosking)</u>										
WCBS NY	1190	24848	7	1	News					
WCBS-F NY	667	12703	14	1	Oldies					
KNX LA	600	13241	6	2	News					
KNX-F LA	453	7309	10	2	Soft Rock					
WBBM Chi	774	15139	4	3	News					
WBBM-F Chi	283	6267	16	3	Contemp					
KMOX St. Lou	882	10046	1	12	News/Talk					

COX	(William Schwartz)	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT		
WSB	At1	316	5073	2	17	MOR	WYNZ-F	Port, M*	33	566	8	150	AOR
WSB-F	At1	116	1871	11	17	BTFL	WYNZ	Port, M*	32	506	9	150	Big Band
WLIF-F	Balt	283	3344	3	14	BTFL	WAPE	Jkville	71	1248	6	57	Country
WSOC	Char	26	593	12	66	Nostalgia	WIBX	Utica*	75	817	1	115	MOR
WSOC-F	Char	453	4260	1	66	Country	WIBQ-F	Utica*	59	676	3	115	BTFL
WHIO	Dayton	116	1994	4	48	MOR	<u>EASTMAN</u>						
WHIO-F	Dayton	242	2978	1	48	BTFL	<u>ENTERCOM (Joseph Field)</u>						
KFI	LA	497	11352	9	2	Contemp	KBRG-F	SF	33	615	38	7	Spanish
KOST-F	LA	422	6560	13	2	BTFL	WAYL	Minn-SP	48	1066	15	15	BTFL/MOR
WIOD	Miami	178	3338	11	22	MOR	WAYL-F	Minn-SP	158	2359	7	15	BTFL
WALA-F	Miami	143	2187	14	22	AC	KLEF	Hou	74	1050	19	9	Classical
WWSH-F	Phil	483	5906	4	4	BTFL	KTAC	Tac/Sea	34	901	26	16	AC
<u>DAVIS &amp; WEAVER (Bill Weaver)</u>													
KARM	Fresno	55	767	8	82	AC	KBRD-F	Tac/Sea	139	1721	6	16	BTFL
KFIG-F	Fresno	35	606	12	82	Contemp	WEWP	Pitt	222	1887	6	13	Country
KLOK	San Jose/SF	126	2575	11	30	AC	WDSY-F	Pitt	112	1631	13	13	Country
KWIZ	Anaheim	43	1137	24	19	MOR	<u>EPPERSON-ATSINGER</u>						
KWIZ-F	Anaheim	52	850	22	19	AC	KMFM-F	SA	23	406	18	36	Class/Rel
<u>DOUBLEDAY (Gary Stevens)</u>													
KDWB	Minn-SP	85	2834	11	15	Rock	KUKA	SA	26	393	16	36	Spanish
KDWB-F	Minn-SP	235	3756	5	15	AOR	WEZE	Bost	37	590	30	6	Religion
KPKE-F	Denver	153	1765	9	21	AOR	WNYM	NY		DID NOT SHOW			
KWK	St. Lou	48	1241	18	12	Rock	KCFO-F	Tulsa	48	686	9	59	Religion
KWK-F	St. Lou	234	3307	5	12	AOR	WRFD	Colum, OH	26	401	14	37	MOR
WLLZ-F	Det	479	7582	2	5	AOR	KTED-F	Fresno	9	188	24	82	? ?
WAVA-F	Wash	157	2796	16	8	AOR	<u>EXECUTIVE</u>						
<u>DES MOINES REGISTER (Richard Gilbert)</u>													
KYXI	Port, OR	62	1566	14	33	News	WIXY	Spr, MA	22	360	17	80	Country
KGON-F	Port, OR	271	2802	1	33	AOR	WAQY-F	Spr, MA	48	1146	7	80	Rock
KLAK	Denver	43	947	17	21	Country	WPET	Greens, NC	9	190	26	49	Religion
KPPL-F	Denver	129	1839	12	21	AC	WKRZ	NE PA	12	354	23	64	Big Band
WIBA	Madison	63	1049	6	116	MOR	WKRZ-F	NE PA	114	1538	1	64	Rock
WIBA-F	Madison	84	1401	4	116	Contemp	<u>EZ (Art Keller)</u>						
							WEZB-F	NO	236	3076	1	34	Rock
							WEZC-F	Charl	187	2123	2	66	BTFL
							WBZZ-F	Pitt	159	2922	12	13	Rock
							WEZR-F	Wash	166	1854	13	8	BTFL
							WEZS-F	Rich, VA	54	752	7	67	BTFL

	TSA	TSA	TSA	TSA	TSA	TSA	TSA	MKT	FORMAT
	AQH	CUME	RANK	#		AQH	CUME	RANK	FORMAT
<b>FAIRBANKS (Jim Hilliard)</b>									
WIBC	Indy	242	3659	3	34				MOR
WNAF-F	Indy	144	2707	7	34				Rock
WVBF-F	Bost	273	4852	10	6				Contemp/AC
WKOX	Bost		DID	NOT SHOW					
KVIL	Dall-FW	31	718	25	10				AC/Contemp
KVIL-F	Dall-FW	362	5093	3	10				AC/Contemp
WJNO	W. Palm	36	766	8	73				MOR
WRMF-F	W. Palm	66	961	4	73				Soft Rock
<b>FEDERATED (John Dille, III)</b>									
WYEZ-F	S. Bend*	75	897	4	135				BTFL
WQHK	F. Wayne	85	1049	4	103				Country
WMEE-F	F. Wayne	142	2045	2	103				Rock
WCUZ	Gr. Rap	35	1527	12	68				Country
WCUZ-F	Gr. Rap	134	1527	3	68				Country
WCKY	Cin	133	1953	10	28				MOR
WWEZ-F	Cin	185	2426	5	28				BTFL
<b>FIRST MEDIA (Glenn Potter)</b>									
KFMK-F	Hou	255	3193	8	9				AC
KXAM	Phoe	14	230	22	25				Dance Music
KOPA-F	Phoe	134	2157	6	25				Rock
WZGC-F	Atl	401	5551	1	17				Contemp
WPGC A/F	Wash	284	4888	5	8				Contemp
WBLE-F	Sea	166	2542	5	16				Rock
WEFM-F	Chi	195	3320	21	3				BTFL
<b>FORWARD (Richard Dudley)</b>									
WKQE	Talla*	3	63	10	201				AC
WBGM-F	Talla*	31	663	5	201				Contemp
KWLO	Water*	66	1047	1	217				Contemp
KFMW-F	Water*	26	418	7	217				BTFL
WKAU	Kaukaw, WI	14	412	16	132				Contemp
WKAU-F	Kaukaw, WI	21	470	11	132				Contemp
<b>GUY GANNETT (Bob Gilbertson)</b>									
WINZ	Miami	229	3837	5	22				News
WINZ-F	Miami	256	4334	4	22				Rock
WGAN	Port, M*	53	936	5	150				MOR
WGAN-F	Port, M*	124	1482	1	150				BTFL
WXLP-F	Moline	86	1033	1	105				AOR
KSTT	Daven	72	1200	4	105				Contemp
KOPM-F	Ok1 C	116	2105	6	47				Rock
WRKT A/F	Cocoa, FL*11		250	9	149				Contemp
<b>GANNETT (Joe Dorton)</b>									
KPRZ	LA	125	1671	32	2				Big Band
KIIS-F	LA	346	7498	17	2				Rock
KSDO	SD	152	2705	3	19				News
KEZL-F	SD	87	1289	13	19				BTFL
WWWE	Cleve	136	3009	12	20				Country
WDOK-F	Cleve	238	3345	3	20				BTFL
WVON	Chi	168	3465	22	3				Black
WGCI-F	Chi	707	7883	5	3				Black
WCZY-F	Det	221	3190	15	5				AC
WLQV	Det	23	430	28	5				Religion
KSD	St. Lou	308	4509	2	12				Country
KSD-F	St. Lou	227	3380	7	12				AC
WJYW-F	Tampa	206	2481	6	23				BTFL
<b>GENERAL ELECTRIC (Randall Bongarton)</b>									
KFOG-F	SF	251	3021	7	7				BTFL
KOA	Denv	302	4803	1	21				Talk/News
KOAQ-F	Denv	186	2921	4	21				Rock
WJIB-F	Bost	361	4989	8	6				BTFL
WGY	Schen	311	4244	1	53				MOR
WGM-F	Schen	94	1587	9	53				Contemp
WSIX	Nash	52	1151	9	51				MOR
WSIX-F	Nash	137	1782	3	51				Country

GOLDEN WEST		TSA	TSA	TSA	MKT	FORMAT	TSA	TSA	TSA	MKT	FORMAT
		AQH	CUME	RANK	#		AQH	CUME	RANK	#	
KMPC	LA	317	7114	22	2	Talk					
KSFO	SF	223	4785	8	7	MOR					AC
KVI	Sea	107	2245	11	16	Talk					Big Band
KPLZ-F	Sea	115	1534	9	16	Rock					BTFL
KEX	Port,0	160	3057	5	33	MOR/Talk					AC
KQFM-F	Port,0	55	1077	15	33	Oldies					
WCXI	Det	193	3266	16	5	Country					
WTWR-F	Det	160	2982	19	5	Contemp					
GREAT EMPIRE (Mike Lynch, Mike Oatman)											
KFDI	Wichita	85	1402	3	100	Country					Country
KFDI-F	Wichita	37	726	8	100	Country					AOR
KWKH	Shrev	98	1602	2	106	Country					MOR
KROK-F	Shrev	65	854	5	106	Rock					BTFL
KYNN	Omaha	24	479	15	70	Country					Country
KYNN-F	Omaha	41	594	10	70	Country					AOR
KTTS	Spr,MO*	37	644	5	168	Country					BTFL
KTTS-F	Spr,MO*	130	1311	1	168	Country					
KBRQ	Denv	33	568	22	21	Country					Country
KADX-F	Denv	40	726	19	21	Jazz					MOR
GREAT TRAILS (Alexander Williams)											
WCII	Louis	131	1954	4	44	Country					Country
WKJJ-F	Louis	126	2164	5	44	Rock					AOR
WCOL	Colum,0	113	1562	6	37	Big Band					AOR
WXGT-F	Colum,0	155	2943	4	37	Rock					AC
WJAI-F	Dayt/Eaton	53	675	12	48	Country					AOR
WING	Dayton	89	1985	7	48	AC					AOR
WMKE	Milw	41	791	18	27	Country					Rock
WBGS-F	Milw	208	2562	3	27	Country					AC
Others. WIZE (Springfield,OH)											
GREATER MEDIA (Herb McCord)											
WMJX-F	Bost	44	1451	27	6	Contemp/AC					AC
WGAY	Wash	25	569	24	8	BTFL					BTFL
WGAY-F	Wash	337	4004	3	8	BTFL					AC
KHTZ-F	LA	408	7448	14	2	AC					Rock
WMJC-F	Det	230	4567	5	5	Contemp					BTFL
WHND	Det	84	1287	24	5	Oldies					MOR
HARTE-HANKS (Gary Eden)											
KOY	Phoe	134	2285	6	25	AC					AC
KQYT-F	Phoe	168	2078	5	25	BTFL					BTFL
WSGN	Birm	63	1351	8	46	AC					AC
WRBQ-F	Tampa	328	4159	1	23	Rock					Rock
WEZI-F	Memp	155	2157	3	43	BTFL					BTFL
KULF	Hous	76	2029	18	9	AC					AC
KYND-F	Hous	170	2676	11	9	BTFL					BTFL
WRVA	Richm	179	2437	1	67	MOR					MOR
WRVQ-F	Richm	179	2448	2	67	Rock					Rock
KMJK-F	Port,0	54	1098	16	33	Contemp					Contemp
WLCY	Tampa	50	1119	17	23	News					News

	TSA	TSA	TSA	MKT	FORMAT	TSA	TSA	TSA	TSA	MKT	FORMAT
	AQH	CUME	RANK	#		AQH	CUME	RANK	#		
<u>HATCH</u> (Homer Peterson)											
KJOT-F	27	357	10	194	Country	597	4281	15	1		Spanish
KGEM	39	553	5	194	Country	1469	20679	2	1		Urban
KGHL	Billings*	584	1	265	MOR	358	6188	10	4		AOR
KIDX-F	Billings*	143	7	265	Contemp (?)	412	4827	5	6		AOR
KALL	SLC	1279	7	42	Contemp/AC	130	1877	2	57		Rock
KALL-F	SLC	54	11	42	Contemp/AC	San Jose/SF	2719	16	7		AOR
Others: KVEL, KUIN-F (Vernal, Utah)											
<u>HEARST</u> (Franklin Snyder)											
WBAL	Balt	403	1	14	MOR	1455	17741	3	1		Urban
WIYY-F	Balt	311	2	14	AOR	123	1983	33	1		Black
WISN	Milw	189	4	27	AC	226	2949	13	5		Urban
WLPX-F	Milw	148	5	27	AOR		DID NOT SHOW				
WTAE	Pitt	285	3	13	AC	192	2701	14	7		Black
WXKX-F	Pitt	224	5	13	Rock	254	3900	26	2		Urban
						313	4011	23	2		Black
<u>HEFTEL</u> (Earl MacDaniel)											
WLUP-F	Chi	466	8	3	AOR	97	1412	2	97		MOR
WXKS	Bost	167	16	6	Big Band	85	1432	10	34		News
WXKS-F	Bost	424	4	6	Contemp	84	1645	11	34		Contemp
KSSK	Hono	119	1	55	MOR	140	1984	3	47		MOR
KULA-F	Hono	65	5	55	Rock	28	498	14	47		BTFL/AC
WIKS-F	Indy	133	9	34	Rock	65	1041	25	22		Big Band/MOR
WYYS-F	Cin	161	8	28	Contemp	141	1747	16	22		BTFL
<u>HICKS</u> (Steven Hicks)											
KNOW	Austin	22	10	76	AC	158	3309	7	21		Rock
KCSW-F	Austin	39	7	76	AC	141	1844	10	21		Country
KIKX-F	Dall-FW	65	19	10	Country	49	1257	13	17		Contemp
KLVI	Beaumont	52	4	104	Country	265	4039	5	17		Contemp
KYKR-F	Beaumont	77	1	104	Country	154	2754	4	66		AC
Others: KMM-F (Muskogee, OK)											
<u>HUBBARD</u> (S.S. Hubbard)											
WGTO	Lakeland*	65	1	124	Country	38	773	11	49		Rock
KSTP	Minn-SP	110	10	15	AC	27	227	3	221		MOR
KSTP-F	Minn-SP	541	2	15	AC/Contemp	32	473	2	221		Black
KOB	Alb	97	1	92	MOR	71	1527	23	22		Contemp
KOB-F	Alb	82	4	92	AC	317	3596	2	22		AC
											BTFL
<u>INFINITY</u> (Michael Wiener)											
WJIT	NY	597	15	1							Spanish
WKTU-F	NY	1469	2	1							Urban
WYSP-F	Phil	358	10	4							AOR
WBCN-F	Boston	412	5	6							AOR
WIVY-F	Jkville	130	2	57							Rock
KOME-F	San Jose/SF	157	16	7							AOR
<u>INNER CITY</u> (Pierre Sutton)											
WBLS-F	NY	1455	3	1							Urban
WLIB	NY	123	33	1							Black
WLBS-F	Det	226	13	5							Urban
KRE	SF										
KBLX-F	SF	192	14	7							Black
KUTE-F	LA	254	26	2							Urban
KGFJ	LA	313	23	2							Black
<u>INSILCO</u> (Richard Geismar, Fred Walker)											
WELI	N. Haven	97	2	97							MOR
WGSO	NO	85	10	34							News
WQUE-F	NO	84	11	34							Contemp
KTOK	Ok1 C	140	3	47							MOR
KJOY-F	Ok1 C	28	14	47							BTFL/AC
WVCG	Miami	65	25	22							Big Band/MOR
WYOR-F	Miami	141	16	22							BTFL
<u>JEFFERSON-PILOT</u>											
KIMN	Denver	158	7	21							Rock
KYGO-F	Denver	141	10	21							Country
WQXI	Atl	49	13	17							Contemp
WQXI-F	Atl	265	5	17							Contemp
WBT	Char, NC	154	4	66							AC
WBCY-F	Char, NC	148	5	66							Rock
WBIG	Greens, NC	38	11	49							MOR
WWIL	WiIm, NC*	27	3	221							Black
WWSL-F	WiIm, NC*	32	2	221							Contemp
WGBS	Miami	71	23	22							AC
WLYF-F	Miami	317	2	22							BTFL

<u>MARVIN JOSEPHSON</u>		<u>(Ed Christian)</u>		<u>TSA</u>	<u>TSA</u>	<u>TSA</u>	<u>MKT</u>	<u>FORMAT</u>	<u>LOTUS</u>	<u>(Howard Kalmenson)</u>	<u>TSA</u>	<u>TSA</u>	<u>TSA</u>	<u>MKT</u>	<u>FORMAT</u>	
<u>AQH</u>	<u>CUME</u>	<u>RANK</u>	<u>#</u>	<u>AQH</u>	<u>CUME</u>	<u>RANK</u>	<u>#</u>		<u>AQH</u>	<u>CUME</u>	<u>RANK</u>	<u>AQH</u>	<u>CUME</u>	<u>RANK</u>	<u>#</u>	
WNI C	Det	23	1100	28	5	5	5	Contemp	KLFF	Phoe	52	660	17	17	25	Big Band
WNIC-F	Det	302	6269	8	5	5	5	Contemp	KTKT	Tucs	58	1207	5	5	75	Rock
WNOR	Norfolk	42	829	14	34	34	34	Rock	KLPX-F	Tucs	55	712	6	6	75	AOR
WNOR-F	Norfolk	110	1595	5	34	34	34	AOR	KWKW	LA	279	2076	24	24	2	Spanish
WVKO	Colum,OH	39	639	12	37	37	37	Black	KFSD-F	SD	101	1213	8	8	19	Classical
WVKO-F	Colum,OH	59	803	10	37	37	37	Jazz/Black	KENO	LV	25	500	12	12	88	Contemp
									KENO-F	LV	63	783	2	2	88	AOR
<u>KATZ</u>	<u>(Dick Ferguson)</u>								KVAR-F	SA	25	493	17	17	36	Spanish
WEZN	Bridge	333	3930	1	98	98	98	BTFL	KONE	Reno*	30	331	6	6	171	Country
WFTQ	Worces,MA	35	625	10	106	106	106	Contemp	KOZZ-F	Reno*	58	573	1	1	171	Rock
WAAF-F	Worces/Bos	264	4573	11	6	6	6	AOR								
WZZK-F	Birming	281	2964	1	46	46	46	Country	<u>LIGGETT</u>	<u>(Grant Santimore)</u>						
KWEN-F	Tulsa	131	1561	4	59	59	59	Country	WFMK-F	Lans	97	1574	3	3	90	Contemp
									WHNN-F	Sag*	113	1438	1	1	162	Contemp
<u>KING</u>	<u>(Jim Kime)</u>								WZZR-F	Gr. Rap	68	1153	7	7	68	Contemp
KYA	SF	145	3013	20	7	7	7	AC	WLOL-F	Minn-SP	133	2841	9	9	15	Contemp
KLHT	SF	102	2142	28	7	7	7	Contemp	WLFF	Colum,SC	6	83	12	12	98	Big Band
WRTH	St. Lou	119	2067	11	12	12	12	BTFL/MOR	WZLD-F	Colum,SC	42	839	7	7	98	Rock
KGW	Port,0	232	4387	2	33	33	33	Contemp								
KINK-F	Port,0	195	2252	3	33	33	33	Rock	<u>MALRITE</u>	<u>(Carl Hirsch, Gil Rosenwald)</u>						
KREM	Spokane	21	480	12	111	111	111	Contemp	WHK	Cleve	202	3593	7	7	20	Country
KREM-F	Spokane	61	870	3	111	111	111	AOR	WNMS-F	Cleve	430	5820	1	1	20	AOR
KING	Sea	102	2646	14	16	16	16	Contemp/AC	KSAN-F	SF	150	2415	19	19	7	Country
KING-F	Sea	117	1681	8	16	16	16	Classical	KNEW	SF	217	3446	9	9	7	Country
									WZUU-F	Milw	178	2463	5	5	27	Contemp
<u>LIN</u>	<u>(Donald Pels)</u>								WZUU	Milw	41	955	18	18	27	Contemp
WIL	St. Lou	95	1740	13	12	12	12	Country	WNYR	Roch	74	1101	8	8	41	Country
WIL-F	St. Lou	231	3275	6	12	12	12	Country	WEZO-F	Roch	239	2634	1	1	41	BTFL
WBBF	Rochest	59	1462	10	41	41	41	Contemp	KEYE	Minn-SP	11	460	19	19	15	MOR
WMJQ-F	Rochest	130	1756	2	41	41	41	AOR	KEYE-F	Minn-SP	156	2413	8	8	15	BTFL
WFIL	Phil	168	4217	18	4	4	4	Country	<u>MANSHIP</u>							
WUSL-F	Phil	348	4281	11	4	4	4	Country	WKQA-F	Peoria	25	484	12	12	108	Rock
KILT	Hou	129	2683	13	9	9	9	Country	WXCL	Peoria	54	817	5	5	108	Country
KILT-F	Hou	292	4196	6	9	9	9	Country	WJBO	BR	36	829	7	7	86	MOR/AC
WEMP	Milw	57	889	13	27	27	27	BTFL/MOR	WFMF-F	BR	127	1705	2	2	86	Rock
WMYX-F	Milw	80	1611	10	27	27	27	AC	KRGV	Mca-Brow	66	967	3	3	92	Rock

McCLATCHY (Ramsey Elliot)			MID AMERICA (Les Small, Howard Frederick)			MORTENSON			MULTIMEDIA (Bruce Buchanan, Paul Fiddick)						
TSA	TSA	MKT	TSA	TSA	MKT	TSA	TSA	TSA	TSA	TSA	MKT	TSA	TSA	MKT	FORMAT
AQH	CUME	RANK	AQH	CUME	RANK	AQH	CUME	CUME	RANK	RANK	#	CUME	RANK	#	FORMAT
KMJ	Fresno	117	1683	2	82	WQUA	Moline	21	466	11	105	AC			AC
KNAX-F	Fresno	15	447	20	82	KRVR-F	Moline	39	717	9	105	BTFL			BTFL
KBEE	Modesto	7	205	21	143	WTRX	Flint	45	827	10	81	AC			AC
KBEE-F	Modesto	65	591	2	143	WIRL	Peoria	46	992	6	108	AC			AC
KOH	Reno*	47	606	3	171	WSWT-F	Peoria	87	948	1	108	BTFL			BTFL
KFBK	Sacra	96	1702	7	39	KIOA	Des M	76	1999	4	112	Contemp			Contemp
KAER-F	Sacra	65	980	13	39	KMGK-F	Des M	56	1093	7	112	Rock			Rock
MEREDITH (John Lauer)			MORTENSON			MULTIMEDIA (Bruce Buchanan, Paul Fiddick)			MORTENSON			MULTIMEDIA (Bruce Buchanan, Paul Fiddick)			
WGST	At1	131	2386	10	17	WJMM-F	Lex	18	209	9	120	Religion			Religion
WPCH-F	At1	197	2917	7	17	WHKK-F	Cin	8	146	23	28	Religion			Religion
WOW	Omaha	210	1767	2	70	WAYE	Balt	11	215	32	14	Religion			Religion
KEZO-F	Omaha	143	4486	3	70	WTOF-F	Canton	13	233	15	99	Religion			Religion
KCMO	KC	145	3028	6	29	WEMM-F	Hunt,WV	34	674	7	122	Religion			Religion
KCEZ-F	KC	125	1676	9	29	Others: WSMU (Parma,OH)									
METROMEDIA (George Duncan)			MORTENSON			MULTIMEDIA (Bruce Buchanan, Paul Fiddick)			MORTENSON			MULTIMEDIA (Bruce Buchanan, Paul Fiddick)			
WBWA-F	Tamp-SP	247	2449	3	23	WJMM-F	Lex	18	209	9	120	Religion			Religion
KHOW	Denver	159	2660	6	21	WHKK-F	Cin	8	146	23	28	Religion			Religion
KLAC	LA	430	7264	12	2	WAYE	Balt	11	215	32	14	Religion			Religion
KMET-F	LA	812	12306	2	2	WTOF-F	Canton	13	233	15	99	Religion			Religion
WNEW	NY	771	11042	13	1	WEMM-F	Hunt,WV	34	674	7	122	Religion			Religion
WNEW-F	NY	588	10452	17	1	Others: WSMU (Parma,OH)									
WCBM	Balt	168	3215	7	14	WJMM-F	Lex	18	209	9	120	Religion			Religion
WMET-F	Chi	356	6978	12	3	WHKK-F	Cin	8	146	23	28	Religion			Religion
WIP	Phi1	433	7176	6	4	WAYE	Balt	11	215	32	14	Religion			Religion
WMMR-F	Phi1	597	8698	3	4	WTOF-F	Canton	13	233	15	99	Religion			Religion
WOMC-F	Det	159	3125	20	5	WEMM-F	Hunt,WV	34	674	7	122	Religion			Religion
WASH-F	Wash	229	3823	8	8	Others: WSMU (Parma,OH)									
KRLD	Dall-FW	349	6398	4	10	WJMM-F	Lex	18	209	9	120	Religion			Religion
KJR	Sea	102	2913	14	16	WHKK-F	Cin	8	146	23	28	Religion			Religion
METROPLEX (Norm Wain)			MORTENSON			MULTIMEDIA (Bruce Buchanan, Paul Fiddick)			MORTENSON			MULTIMEDIA (Bruce Buchanan, Paul Fiddick)			
KEZK-F	St. Lou	236	2800	4	12	WJMM-F	Lex	18	209	9	120	Religion			Religion
WHTT	Miami	70	822	24	22	WHKK-F	Cin	8	146	23	28	Religion			Religion
WHYI-F	Miami	280	4832	3	22	WAYE	Balt	11	215	32	14	Religion			Religion
WCKX-F	Tampa	135	2409	10	23	WTOF-F	Canton	13	233	15	99	Religion			Religion
WPKX	Wash	24	589	27	8	WEMM-F	Hunt,WV	34	674	7	122	Religion			Religion
WVKX-F	Wash	152	2173	17	8	Others: WSMU (Parma,OH)									

MULTIMEDIA (Con't)	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	PARK (William Fowler)	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WMAZ Macon*	37	835	6	149	MOR	KRSI Minn-SP	31	718	16	15	Big Band
KEEL Shreve	70	1121	3	106	Contemp	KJJO Minn-SP	61	1191	13	15	AC (?)
KMBQ-F Shreve	37	359	9	106	AOR	WRRB-F Syr	34	448	9	62	BTFL
WAKY Louis	90	2079	9	44	AC	WHEN Syr	124	2162	2	62	AC
WVEZ-F Louis	126	1370	5	44	BTFL	WNCT Green, NC*	2	153	21	298	MOR
<u>NATIONWIDE (Steve Berger)</u>											
WPOC-F Balt	216	2656	4	14	Country	WNCT-F Green, NC*	48	538	5	298	BTFL
WGAR Cleve	218	4436	5	20	AC	WNAX Sioux F/Ya*86		1098	1	268	Country
WKSW-F Cleve	150	2193	11	20	Country	KWJJ Port,0	141	1933	6	33	Country
WNCI-F Colum,0	192	3416	3	37	Contemp	KJIB-F Port,0	76	1111	11	33	Country
WSHH-F Pitt	231	3416	4	13	BTFL	WDEF Chatt	51	818	4	96	MOR
WLEE Richmond	37	862	10	67	AC	WDEF-F Chatt	99	1087	2	96	BTFL
WKZL-F Win-Salem	110	1554	4	49	AOR	WTVR Rich	7	279	18	67	BTFL
						WTVR-F Rich	49	743	9	67	BTFL
						KEZX-F Sea	104	1324	13	16	BTFL

NBC (Dick Verne)	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	PEORIA JOURNAL STAR (Justin Hoberg)	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WNBC NY	1388	28300	4	1	Contemp	KRKE Alb	56	908	8	92	Country
WYNY-F NY	1092	19106	9	1	AC	KWXL-F Alb	77	745	5	92	AOR
WKYS-F Wash	156	2432	15	8	News	KSSS Col Spg	39	399	6	121	Country
WKYS-F Wash	358	4508	2	8	Urban	KBY Billings*	14	260	6	265	Country
WMAQ Chi	1024	17092	2	3	Country	KYNR-F Pueblo*	8	104	10	240	BTFL
WKQX-F Chi	352	5910	13	3	AC	KICT-F Wichita	52	673	4	100	AOR
KYUU-F SF	185	4036	15	7	AC	Others: KFRM (Salina,KA); KNOX,KTYN-F (Grand Forks,ND)					
KNBR SF	355	6737	4	7	MOR						

NEWHOUSE	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	PEORIA JOURNAL STAR (Wayne Hudson)	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WSYR Syr	119	1923	3	62	MOR	WPLD Atl	152	2183	9	17	Country
WSYR-F Syr	147	1963	1	62	AOR	WVEE-F Atl	291	3329	3	17	Urban
WTPA-F Harris,PA	106	1076	3	93	AOR	WCAO Balt	102	2457	11	14	AC
WAPI Birm	49	976	12	46	MOR	WXYV-F Balt	210	2628	5	14	Urban
WAPI-F Birm	112	1586	3	46	AOR	WJJD Chi	141	1844	25	3	Country
						WJEZ-F Chi	327	5203	15	3	Country
						WMPD Memphis	103	1567	7	43	Country
						WHRK-F Memphis	268	2338	1	43	Urban
						WSUN Tamp-SP	242	3447	4	23	Country
						WQXM-F Tamp-SP	143	2213	9	23	AOR
						WMLX Cin	109	1292	13	28	Big Band
						WUBE-F Cin	176	2277	7	28	Country



	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
<u>RKO (Robert Williamson)</u>					
WOR NY	1668	21196	1	1	Talk
WRKS-F NY	1364	16952	5	1	Urban
WRKO Boston	184	4366	15	6	Talk
WROR-F Boston	382	6009	6	6	AC
WGMS A/F Wash	195	3000	10	8	Classical
WAXY-F Miami	163	2794	12	22	Contemp/AC
WFYR-F Chi	334	6206	14	3	AC
WHBQ Memphis	74	1816	9	43	AC
KFRC SF	455	10776	3	7	Rock
KHJ LA	255	4660	25	2	Country
KRTH-F LA	558	9289	7	2	AC

	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
<u>REGIONAL</u>					
WGRD-F Gr. Rap	119	2366	4	68	Rock
WXQT Gr. Rap	43	465	10	68	Big Band
WAJX-F Mel-Titu*	8	166	11	150	Rock
WAMT Mel-Titu*	9	225	10	150	AC
WPIC Youngs	43	608	9	74	MOR
WYFM-F Youngs	90	1761	4	74	Rock
WKOP Bingham	44	603	5	131	Country
WAAL-F Bingham	66	860	3	131	Rock

	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
<u>ROLLINS (John Janas)</u>					
KDAY LA	183	2954	27	2	Black
WAMS Wilm,DE	19	438	17	79	Country
WRAP Norfolk	70	1381	8	34	Black
WCHS Char,WV*	43	1094	5	145	MOR
WBES-F Char,WV*	33	434	6	145	BTFL
WBEE Chi					DID NOT SHOW

	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
<u>RUST (Bill Rust)</u>					
WPTR Albany	45	1001	11	53	AC
WFLY-F Troy	132	2080	3	53	Rock
WHAM Roch	120	2634	3	41	MOR
WHFM-F Roch	57	1144	11	41	Rock
WAEB Allen	70	1223	6	65	Contemp
WXXW-F Allen	107	1368	3	65	Country
WNOW York	35	330	17	109	Country
WQXA-F York	124	2113	4	109	Rock
WQXK-F Salem/You	73	674	5	74	Country

	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
<u>SANDUSKY NEWSPAPERS (Toney Brooks)</u>					
KJZZ Sea	44	686	24	16	Jazz
KZAM-F Sea	115	1929	9	16	Contemp
KBPI-F Denver	211	3674	2	21	AOR
KDJQ Phoenix		DID NOT SHOW			
KDKB-F Phoenix	206	2710	1	25	AOR
KWFM-F Tucson	54	650	7	75	Rock
KERE Denver	36	830	21	21	MOR
KEGL-F Da11-FW	242	3710	7	10	Rock
KWKI-F KC	10	272	19	29	? ?

Others: KSLY, KUNA-F (San Luis Obispo)

	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
<u>SCRIPPS-HOWARD (Dick Janssen)</u>					
WMC Memphis	110	1809	6	43	Country
WMC-F Memphis	251	3553	2	43	Rock
WNOX Knox	57	1432	7	85	Contemp
WBSB-F Balt	202	3068	6	14	Rock
KMEO Phoe	28	341	22	25	BTFL
KMEO-F Phoe	184	2208	4	25	BTFL

	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
<u>SECURITY (Ed Munitz)</u>					
WNNR NO	38	432	16	34	Black
WAIL-F NO	218	2447	2	34	Urban
KALO Beau	28	291	10	104	Black
KZZB-F Beau	33	349	8	104	Rock
KEZQ-F Lit Rock	86	824	3	102	BTFL

Others: KIEL (Jacksonville, Ark)

	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
<u>SHAMROCK (Charles Harper)</u>					
KXLR LR	13	418	11	102	Country
KABL SF	201	3338	13	7	BTFL
KABL-F SF	202	3469	12	7	BTFL
KUDL-F KC	144	2468	7	29	Soft Rock
KMGC-F Da11-FW	180	2631	11	10	Soft Rock
WWW-F Det	339	4546	6	5	Country
KYOK Houston	50	698	21	9	Black

SHAMROCK COMMUNICATIONS				STONER (Con't)				STUART				SUDBRINK (Dick Casper)				SUMMIT (Allen Shaw)							
TSA AOH	TSA CUME	TSA RANK	MKT #	FORMAT	STONER	TSA AOH	TSA CUME	TSA RANK	MKT #	FORMAT	STUART	TSA AOH	TSA CUME	TSA RANK	MKT #	FORMAT	STONER	TSA AOH	TSA CUME	TSA RANK	MKT #	FORMAT	
(Bill Lynett)																							
WTTR Balt	13	229	31	19	Country	WHEL Knox	19	335	10	85	Country	WQAM Miami	128	1772	17	22	Country	WCOA Pensa*	29	421	8	126	MOR
WTR-F Balt	22	517	24	19	AC	WIMZ-F Or1	126	1608	5	85	AC	WHB KC	260	4617	2	29	Contemp	WJLQ-F Pensa*	61	913	1	126	Rock
WDIZ-F Or1	214	2653	2	58	AOR	WQFM-F Milw	136	1996	11	32	AOR	WDGY Minn-SP	268	4474	3	15	Country	WSJS Win-Sal	80	1293	7	49	MOR
WEJL NE PA	52	718	7	64	MOR	WQFM-F Or1	136	1996	11	32	AOR	WRIX NO	141	2746	4	34	Contemp	WTQR-F Win-Sal	256	3421	1	49	Country
WEZX-F NE PA	93	947	3	64	AOR	WQFM-F Or1	136	1996	11	32	AOR	KOMA OK1 C	202	3265	1	47	Country	WREC Mem	71	1409	10	43	MOR
(Robert Storz)																							
STONER (Robert Storz)																							
STUART (Dick Chapin)																							
Others: KOEL (Oelwein, IA); KSAL, KYEZ-F (Salina, Kans); KRG I A/F (Grand Island, Neb); KATI, KAWY-F (Casper)																							
STONER (Glenn Bell)																							
KSO DM	103	1464	2	112	Country	WQAM Miami	128	1772	17	22	Country	WQAM Miami	128	1772	17	22	Country	WCOA Pensa*	29	421	8	126	MOR
KGGO-F DM	59	993	6	112	AOR	WHB KC	260	4617	2	29	Contemp	WHB KC	260	4617	2	29	Contemp	WJLQ-F Pensa*	61	913	1	126	Rock
WGNT Hunt,WV	46	793	4	122	MOR	WDGY Minn-SP	268	4474	3	15	Country	WDGY Minn-SP	268	4474	3	15	Country	WSJS Win-Sal	80	1293	7	49	MOR
WNBFBing*	64	940	4	131	MOR	WRIX NO	141	2746	4	34	Contemp	WRIX NO	141	2746	4	34	Contemp	WTQR-F Win-Sal	256	3421	1	49	Country
WQYT-F Bing*	71	826	2	131	BTFL	KOMA OK1 C	202	3265	1	47	Country	KOMA OK1 C	202	3265	1	47	Country	WREC Mem	71	1409	10	43	MOR
KHAK Ced Rapds*	6	170	12	198	Country	ST. Lou	142	3531	10	12	AC/Contemp	ST. Lou	142	3531	10	12	AC/Contemp	WZXR-F Mem	154	1817	4	43	AOR
KHAK-F Ced Rapds*	31	574	8	198	Country	Others: KGFF (Shawnee, OK)						Others: KGFF (Shawnee, OK)						KOCY Ok1 C	34	494	13	47	Country
STONER (Fred Danz, Cliff Hunter)																							
KSJO-F San Jose	136	2241	8	30	AOR	ST. Lou	142	3531	10	12	AC/Contemp	ST. Lou	142	3531	10	12	AC/Contemp	KXXY-F Ok1 C	67	1033	8	47	AOR
KXRX San Jose	11	490	39	30	Soft	ST. Lou	142	3531	10	12	AC/Contemp	ST. Lou	142	3531	10	12	AC/Contemp	KXXY-F Ok1 C	67	1033	8	47	AOR
KASH Eug,Spr	4	155	11	136	AC	Lincolnm*	42	616	3	178	MOR	Lincolnm*	42	616	3	178	MOR	KXXY-F Ok1 C	67	1033	8	47	AOR
KSND-F Eug,Spr	49	648	3	136	Rock	Lincolnm*	35	540	5	178	AOR	Lincolnm*	35	540	5	178	AOR	KXXY-F Ok1 C	67	1033	8	47	AOR
KZOK Sea	19	640	29	16	AOR	Spr,MO*	129	1890	2	168	Country	Spr,MO*	129	1890	2	168	Country	KXXY-F Ok1 C	67	1033	8	47	AOR
KZOK-F Sea	137	2241	7	16	AOR	Spr,MO*	129	1890	2	168	Country	Spr,MO*	129	1890	2	168	Country	KXXY-F Ok1 C	67	1033	8	47	AOR
KALE Richl*	20	409	5	211	Contemp	Water/Oel*33	466	466	6	217	Country	Water/Oel*33	466	466	6	217	Country	KXXY-F Ok1 C	67	1033	8	47	AOR
KIOK-F Richl*	38	361	1	211	Rock	Others: KOEL (Oelwein, IA); KSAL, KYEZ-F (Salina, Kans); KRG I A/F (Grand Island, Neb); KATI, KAWY-F (Casper)						Others: KOEL (Oelwein, IA); KSAL, KYEZ-F (Salina, Kans); KRG I A/F (Grand Island, Neb); KATI, KAWY-F (Casper)						KXXY-F Ok1 C	67	1033	8	47	AOR
KDKO Denver	41	554	18	21	Black	Others: KGFF (Shawnee, OK)						Others: KGFF (Shawnee, OK)						KXXY-F Ok1 C	67	1033	8	47	AOR
Others: KBFW (Bellingham,WA); KEDO, KLYK-F (Longview,WA)																							
STONER (Glenn Bell)																							
KSO DM	103	1464	2	112	Country	Others: KGFF (Shawnee, OK)						Others: KGFF (Shawnee, OK)						KXXY-F Ok1 C	67	1033	8	47	AOR
KGGO-F DM	59	993	6	112	AOR	Others: KGFF (Shawnee, OK)						Others: KGFF (Shawnee, OK)						KXXY-F Ok1 C	67	1033	8	47	AOR
WGNT Hunt,WV	46	793	4	122	MOR	Others: KGFF (Shawnee, OK)						Others: KGFF (Shawnee, OK)						KXXY-F Ok1 C	67	1033	8	47	AOR
WNBFBing*	64	940	4	131	MOR	Others: KGFF (Shawnee, OK)						Others: KGFF (Shawnee, OK)						KXXY-F Ok1 C	67	1033	8	47	AOR
WQYT-F Bing*	71	826	2	131	BTFL	Others: KGFF (Shawnee, OK)						Others: KGFF (Shawnee, OK)						KXXY-F Ok1 C	67	1033	8	47	AOR
KHAK Ced Rapds*	6	170	12	198	Country	Others: KGFF (Shawnee, OK)						Others: KGFF (Shawnee, OK)						KXXY-F Ok1 C	67	1033	8	47	AOR
KHAK-F Ced Rapds*	31	574	8	198	Country	Others: KGFF (Shawnee, OK)						Others: KGFF (Shawnee, OK)						KXXY-F Ok1 C	67	1033	8	47	AOR

<u>SUNBELT</u>	<u>TSA</u>	<u>TSA</u>	<u>TSA</u>	<u>MKT</u>	<u>FORMAT</u>	<u>TAFT (Con't)</u>	<u>TSA</u>	<u>TSA</u>	<u>TSA</u>	<u>TSA</u>	<u>MKT</u>	<u>FORMAT</u>	
	<u>AQH</u>	<u>CUME</u>	<u>RANK</u>	<u>#</u>			<u>AQH</u>	<u>CUME</u>	<u>RANK</u>	<u>#</u>			
<u>SUNBELT (C.T. Robinson)</u>													
KFYE-F	Fresno	237	2596	1	82	Rock	WKRQ-F	Cin	200	3526	4	28	Rock
KQEO	Alb	33	683	11	92	Oldies	WTVN	Colum,0	245	4135	1	37	MOR
KZZX-F	Alb	56	980	8	92	Rock	WLVQ-F	Colum,0	227	2903	2	37	AOR
KSPZ-F	Col Spg	63	970	2	121	Contemp	KQV	Pitt	111	2156	14	13	News
KVOR	Col Spg	32	531	7	121	MOR	WDVE-F	Pitt	323	4788	2	13	AOR
KTLS-F	Ok1 C		DID	NOT	SHOW		WDAE	Tamp-SP	117	1902	11	23	MOR
							WYNF-F	Tamp-SP	195	2441	7	23	Contemp
<u>SUSQUEHANNA (Art Carlson)</u>													
WQBA	Miami	186	1772	9	22	Spanish	<u>TICHENOR (Mal Kasanoff)</u>						
WQBA-F	Miami	58	1024	26	22	Spanish	KUNO	Cor Chr*	39	423	7	117	Spanish
WKIS	Orl	52	992	9	58	Talk/MOR	KGBT	Harlin	242	1417	1	92	Spanish
WLTA-F	Atl	200	2153	6	17	AC	KELT-F	Harlin	43	513	5	92	Country
WFMS-F	Indy	172	2001	4	34	Country	KQXT-F	San Ant	154	1652	5	36	BTFL
WHLO	Akron	26	575	19	61	MOR	KCOR	San Ant	138	1159	6	36	Spanish
WRRM-F	Cin	116	1730	12	28	Soft Rock	<u>TRIBUNE (James Dowdle)</u>						
WLQR-F	To1	182	2029	1	54	BTFL	WGN	Chi	1192	18074	1	3	MOR/Talk
WARM	Scran	91	1612	4	64	MOR	WICC	Bridge	99	1566	2	98	AC
WSBA	York	79	1426	8	109	MOR	WPIX-F	NY	203	6832	26	1	Rock
WSBA-F	York	80	1159	7	109	BTFL	KGNR	Sacra	101	1648	6	39	MOR
KPLX-F	Dall-FW	156	2761	14	10	Country	KCTC-F	Sacra	80	1140	10	39	BTFL
KLIF	Dall-FW	67	1913	18	10	Country	<u>UNITED (Gerald Hroblak)</u>						
<u>SWANSON (Gerock Swanson)</u>													
KWKN	Wich	23	536	12	100	Contemp	WSID	Balt	53	633	17	14	Black
WSHO	NO	40	381	15	34	Big Band	WYST-F	Balt	59	1067	16	14	Rock
WBWU-F	NO	122	1304	7	34	BTFL	WINX	Wash	DID NOT SHOW				
KKNG-F	Ok1 C	130	1615	5	47	BTFL	WOOK-F	Wash	162	3332	14	8	Black
KRMG	Tulsa	153	2234	2	59	MOR	WBX	NY	DID NOT SHOW				
KFJZ	Dall-FW	93	1478	16	10	Big Band	WJMO	Cleve	66	1054	21	20	Black
KKYX	San Ant	260	3299	2	36	Country	WLYT-F	Cleve	103	1910	14	20	AOR
KGCS-F	Wich	23	363	11	100	Country	KALI	LA	326	2860	21	2	Spanish
<u>TAFT (Carl Wagner)</u>													
WDAF	KC	588	6878	1	29	Country	KSOL-F	SF	419	4868	4	7	Black
KYYS-F	KC	251	3194	3	29	AOR							
WGR	Buff	181	3293	5	32	AC							
WGRQ-F	Buff	192	2414	4	32	AOR							
WKRC	Cin	179	3052	6	28	AC							

<u>VIACOM</u> (Al Greenfield)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	<u>WESTERN CITIES</u> (Rick Phalen)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KDIA	SF	141	2748	23	7	Black	KNST	Tucs	12	382	17	75	News/Talk
WMZQ-F	Wash	185	2935	12	8	Country	KRQQ-F	Tucs	51	1003	8	75	Rock
WWRL	NY		DID NOT SHOW				KZAP-F	Sacra	236	2909	1	39	AOR
WKHK-F	NY	393	6215	21	1	Country	KMJJ	LV	41	726	6	88	AC
WDIA	Memp	120	1979	5	43	Black	KLUC-F	LV	76	1052	1	88	Rock
WRVR-F	Memp	78	1279	8	43	AC	KZZP-F	Phoe	129	2363	8	25	Contemp
KIKK	Hou	27	930	24	9	Country	<u>WESTINGHOUSE</u> (Dick Harris)						
KIKK-F	Hou	335	4724	2	9	Country	WIND	Chi	543	6705	7	3	Talk
<u>WALTON</u>							WOMO	Ft Way	264	3779	1	103	MOR
KIKX	Tucs	22	395	13	75	Country	KYW	Phi1	737	14158	1	4	News
KLRB-F	Sal-Sea	18	362	13	134	AOR	KFWB	LA	624	11434	5	2	News
KIDD	Sal-Sea	34	672	4	134	Rock	WINS	NY	1343	25932	6	1	News
KDJW*	Amar	25	369	7	191	Country	WBZ	Bost	618	10335	2	6	MOR
KBUY-F*	Amar	20	303	8	191	Contemp	KDKA	Pitt	858	11798	1	13	MOR
							WPNT-F	Pitt	176	2395	11	13	BTFL
							KODA-F	Hou	250	3256	9	9	BTFL
							KOAX-F	Dallas	176	2589	12	10	BTFL
							KJOY-F	SD	204	2316	2	19	BTFL
							KOSI-F	Denver	206	2431	3	21	BTFL

INDIVIDUAL STATION AUDIENCE BREAKDOWNS

In this section the audience composition of over 600 stations is examined. The following information is included for each station.

TIME SPENT LISTENING (TSL): This figure shows the amount of time which an average listener spends with a given station. The total is given in hours instead of 1/4 hours.

This figure is derived by the following calculation: Average 1/4 HR audience times 504 (the number of quarter hours in the Broadcast Week). The resulting figure is divided by the weekly Metro Cume. This figure is divided by four to come up with a figure in hours.

TURN OVER RATIO (T/O RATIO): This figure roughly indicates the number of groups of people which contribute to the station's average audience. It is calculated by taking the Metro Cume (12+, Broadcast Week) and dividing it by the Metro 1/4 HR AVG (Broadcast Week).

PER CENT EXCLUSIVE CUME (% EXCL): This fascinating figure indicates the loyalty of a station's audience. It is calculated by dividing the exclusive cume (12+, Metro, Broadcast Week) by the Metro Cume (12+, Broadcast Week).

PER CENT TEENS, 18-34, 18-49, 50+: This is simply the percentage of a station's total audience (12+, Metro, Broadcast Week) which lies in these demographic breaks.

PER CENT MALE/FEMALE (%M, %F): The methodology is the same as that for Teens, etc.

Below are the means for the above breakdowns by format. Also included is the number of stations sampled.

( ) = 0/N 80 figures

	STAT	TSL	T/O RATIO	% EXCL	% TEENS	%18-34	%18-49	%50+	%M	%F
ROCK/CONTEMP	76 (94)	7.9 (7.5)	16.0 (16.8)	9.5 (9.1)	25.4 (24.9)	55.9 (55.2)	70.1 (68.4)	4.5 (6.7)	42.7 (43.2)	57.3 (56.8)
AOR	76 (63)	9.4 (9.0)	13.5 (14.1)	10.5 (9.3)	25.6 (24.7)	68.9 (69.2)	73.0 (72.7)	1.4 (2.6)	65.4 (64.5)	34.6 (35.5)
AC/SOFT	56 (49)	7.4 (7.8)	17.0 (16.1)	6.8 (6.1)	5.7 (6.0)	60.6 (63.7)	83.8 (81.7)	10.5 (12.3)	41.1 (41.7)	58.9 (58.3)
MOR	59 (64)	7.9 (8.6)	15.9 (14.7)	11.0 (11.2)	1.7 (2.3)	18.7 (19.9)	43.8 (45.6)	54.5 (52.1)	43.7 (43.3)	56.3 (56.7)
BTFL MUSIC	89 (100)	10.0 (9.9)	12.5 (12.7)	10.3 (9.4)	0.8 (0.8)	15.5 (15.3)	39.3 (41.5)	59.5 (57.7)	40.0 (39.4)	60.0 (60.6)
COUNTRY	92 (72)	9.4 (9.2)	13.0 (13.7)	13.5 (13.4)	4.0 (3.7)	30.2 (28.7)	63.6 (61.9)	32.4 (34.4)	48.0 (51.2)	52.0 (48.8)
NEWS/TALK	46 (48)	8.2 (7.5)	15.3 (16.8)	9.9 (8.4)	0.8 (0.9)	13.1 (14.4)	33.3 (35.0)	65.9 (64.1)	47.2 (47.7)	52.8 (52.3)
BLACK/URBAN	45 (43)	9.9 (9.17)	12.8 (13.0)	22.1 (17.3)	19.4 (19.6)	53.9 (53.1)	68.9 (68.5)	11.7 (11.9)	42.5 (43.7)	57.5 (56.3)
SPANISH	16 (12)	15.8 (17.0)	8.1 (8.2)	28.4 (26.1)	3.1 (4.0)	35.1 (31.7)	61.9 (60.3)	36.0 (35.7)	37.2 (37.4)	62.8 (62.6)
CLASSICAL	20 (18)	7.4 (7.9)	17.0 (15.9)	5.7 (8.4)	0.4 (0.7)	29.1 (29.2)	60.3 (52.0)	39.3 (47.3)	49.8 (49.6)	50.2 (50.4)
BIG BAND/NOST	22	10.0	12.6	8.4	0.5	7.8	30.5	69.0	45.1	54.9
(OCTOBER/NOVEMBRE 80 INFORMATION NOT AVAILABLE)										
RELIGION	15 (11)	8.2 (8.4)	15.4 (15.0)	12.0 (9.6)	3.5 (2.0)	24.4 (23.7)	45.6 (50.1)	50.9 (47.9)	33.5 (34.3)	66.5 (65.7)

ROCK/CONTEMP/TOP 40

NATIONAL MEAN:		7.9	16.0	9.5	25.4	55.9	70.1	4.5	42.7	57.3
		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
WABC	NY	4.6	27.6	4.0	11	39	67	22	47	53
WNBC	NY	6.2	20.5	7.2	22	42	68	10	47	53
WGRD	GR	6.3	20.2	8.7	46	46	52	2	32	68
WKFR	Kal	9.5	13.2	9.4	16	67	80	4	47	53
WLAP-F	Lex	10.0	12.6	11.4	18	66	79	3	38	62
WTIC-F	Hart	7.0	17.9	4.6	24	53	65	11	32	68
WXKS-F	Bost	10.7	11.8	12.4	19	69	78	3	44	56
WVBF	Bost	7.2	17.6	6.9	13	62	83	4	35	65
WCAU	Phil	8.1	15.6	9.6	32	51	63	5	37	63
WSTW	Wilm	9.7	13.0	6.5	18	67	80	2	38	62
WLEV	A/B-E	9.4	13.5	8.6	17	56	74	9	39	61
WMHE	Tol	9.6	13.1	9.3	15	69	80	5	31	69
WMEE	F Wayne	9.8	12.9	12.0	21	62	74	5	46	54
WLS	Chi	5.9	21.5	7.0	24	48	68	8	49	51
WZEE	Mad	6.9	18.3	9.2	32	59	68	0	57	43
WKZW	Peoria	7.7	16.4	9.0	31	59	69	0	46	54
WPJB	Prov	7.7	16.3	4.6	32	57	73	4	49	51
WPRO-F	Prov	7.5	16.7	6.4	18	58	69	13	32	68
KIIS	LA	5.5	22.8	2.0	23	53	74	3	44	56
KIQQ	LA	6.2	20.4	6.0	24	50	69	7	29	71
XTRA	LA	6.9	18.3	7.9	36	43	60	4	41	59
KFRC	SF	5.8	21.6	8.2	31	50	62	7	47	53
KSFM	Sacra	8.3	15.1	7.4	30	47	69	1	41	59
KFYE	Fresno	9.3	13.6	10.2	20	65	74	6	53	47
KYNO-F	Fresno	9.2	13.7	8.0	30	56	64	6	42	58
WINZ-F	Mia	8.5	14.8	8.8	24	57	71	5	43	57
WHYI-F	Mia	7.6	16.5	12.4	35	49	60	5	48	52
WBJW	Orl	7.5	16.8	9.4	27	60	71	2	45	55
KEGL	D-FW	7.8	16.1	7.4	47	46	51	2	51	49
WZGC	Atl	9.5	13.2	12.6	28	50	66	6	43	57
KHFI	Aust	11.9	10.6	19.5	24	62	72	4	46	54
WFLY	A-S-T	7.4	16.9	5.9	36	53	60	4	31	69
WFMF	BR	11.2	11.2	15.2	23	65	74	3	43	57
WBSB	Balt	7.9	16.0	6.9	24	52	72	4	47	53
WKXX	Birm	7.9	15.9	8.7	29	56	68	3	45	55
WGCL	Cleve	6.6	19.1	7.8	34	45	62	4	47	53
WXGT	Colum	7.1	17.7	12.2	35	50	63	2	36	64
WKRQ	Cin	8.1	15.6	11.9	34	58	64	2	43	57
WBEN-F	Buff	7.6	16.7	5.3	22	59	71	7	39	61
WBCY	Char	8.2	15.3	12.8	18	64	80	2	43	57
WNOK-F	Col,SC	11.2	11.2	16.0	19	68	78	3	42	58
WSKZ	Chatt	10.9	11.6	17.2	26	60	70	4	48	52
KOAQ	Denver	8.8	14.3	7.2	27	61	73	0	35	65
KIMN	Denver	6.2	20.4	8.1	16	54	78	6	51	49
KINT	EP	8.3	15.2	5.8	35	55	63	2	48	52
WFBC-F	Green	7.9	15.9	14.2	10	56	81	9	43	57
KRBE	Hou	8.5	14.9	8.6	33	47	64	3	45	55
KRLY	Hou	10.6	11.9	13.1	28	63	79	3	40	60
WKEE	Hunt,WV	10.8	11.7	16.8	28	53	66	6	40	60
WNAP	Indy	7.9	15.9	5.7	24	60	71	5	51	49

ROCK/CONTEMP/TOP 40

NATIONAL MEAN:		7.9	16.0	9.5	25.4	55.9	70.1	4.5	42.7	57.3
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WIVY	Jkville	9.1	13.8	10.4	28	54	70	2	35	65
WQUT	JC-Kin	8.3	15.3	8.7	21	64	74	5	48	52
KBEQ	KC	8.9	14.1	6.0	33	55	66	1	57	43
WLAN	Lan	9.1	13.9	8.4	23	56	74	3	48	52
KLUC	LV	9.1	13.8	10.6	24	61	71	5	53	47
WKJJ	Lou	7.2	17.5	6.0	35	49	62	3	46	54
WMC-F	Mem	7.0	18.1	11.2	22	55	70	8	41	59
WKRQ	Mobile	7.4	17.1	6.2	31	46	59	10	34	66
WWKX	Nash	10.0	12.7	14.6	24	61	73	3	37	63
WEZB	NO	9.3	13.6	19.8	33	52	64	3	42	58
WLTY	Norf	9.5	13.2	9.4	9	67	87	4	51	49
KOFM	OK C	7.6	16.5	10.1	27	63	71	2	44	56
KZZP-F+	Phoe	6.9	18.3	3.8	11	75	87	2	61	39
WBZZ	Pitt	7.0	18.1	4.4	39	47	59	2	35	65
WXXK	Pitt	6.4	19.9	8.0	27	55	69	4	50	50
KGW	Port	6.4	19.9	9.2	16	49	74	10	33	67
WRAL	Ral	8.8	14.3	13.4	13	59	80	7	36	64
WRVQ	Rich	9.5	13.3	11.2	27	58	71	2	46	54
WXLK	Roan	7.5	16.9	17.9	28	56	72	0	36	64
KSLQ	ST L	6.6	19.1	5.0	15	63	79	6	46	54
KTSA	SA	6.5	19.3	10.6	24	45	61	15	36	64
WRBQ	T-SP	10.6	11.9	17.2	15	59	80	5	44	56
WPGC+	Wash	7.0	17.9	7.1	30	47	67	3	36	64
KBLE	Sea	8.3	15.1	9.3	32	54	66	2	46	54
KEYN	Wich	8.6	14.6	13.5	35	55	65	0	39	61
WYFM	Young	6.4	19.5	7.0	31	48	67	2	40	60

AOR

NATIONAL MEAN:		9.4	13.5	10.5	25.6	68.9	73.0	1.4	65.4	34.6
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WNEW	NY	7.1	17.7	4.4	7	81	87	6	62	38
WPLJ-F	NY	8.3	15.2	5.5	31	62	67	2	62	38
WLAV	GR	11.1	11.4	18.8	23	74	75	2	65	35
WKQQ	Lex	12.7	9.9	23.5	17	76	81	2	50	50
WHCN	Hart	8.8	14.4	4.5	29	70	71	0	67	33
WBCN	Bost	11.0	11.4	6.9	5	91	94	1	72	28
WCOZ	Bost	9.7	13.0	15.8	43	51	56	1	64	36
WAAF	Worc	10.5	12.0	5.7	29	68	71	0	71	29
WMMR	Phil	8.9	14.2	5.5	22	71	76	2	58	42
WYSP	Phil	7.1	17.7	3.9	28	66	71	1	65	35
WZZO	A-B-E	9.1	13.8	12.8	25	73	75	0	62	38
WLLZ	Det	8.3	15.2	6.3	36	59	62	2	65	35
WRIF	Det	6.6	19.2	1.8	18	77	81	1	67	33
WIOT	Tol	9.8	12.9	12.5	28	66	70	2	58	42
WWCK-F	Flint	11.5	10.9	7.9	25	64	75	0	60	40
WLUP	Chi	7.2	17.5	4.7	33	64	67	0	68	32
WMET	Chi	6.5	19.5	3.9	27	68	71	2	64	36
WIBA-F	Mad	7.2	17.5	2.2	15	79	83	2	66	34
WXLN	D-RI-M	11.0	11.5	18.5	21	75	79	0	75	25
WHJY	Prov	10.2	12.3	9.0	27	67	71	2	68	32

		<u>AOR</u>								
NATIONAL MEAN:		9.4	13.5	10.5	25.6	68.9	73.0	1.4	65.4	34.6
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
KLOS	LA	8.1	15.6	5.8	26	66	69	5	66	34
KMET	LA	7.8	16.2	6.4	19	77	80	1	64	36
KMEL	SF	8.5	14.8	7.0	20	76	79	1	57	43
KOME	SF	7.3	17.2	5.7	21	75	78	1	82	18
KGB	SD	8.8	14.3	5.0	23	73	76	1	75	25
KPRI	SD	6.7	18.8	5.8	14	81	85	1	75	25
XTRA-F	SD	6.3	20.1	4.9	18	69	73	9	56	44
KZAP	Sacra	11.0	11.5	16.1	43	52	56	1	70	30
WDIZ	Orl	14.1	8.9	20.2	26	66	74	0	77	23
KTXQ	D-FW	6.9	18.4	5.0	24	70	73	3	73	27
KZEW	D-FW	10.0	12.6	11.3	10	88	89	1	71	29
WKLS	Atl	11.2	11.3	9.4	27	67	72	1	68	32
WPYX	A-S-T	10.9	11.5	17.2	34	59	65	1	67	33
KWXL	Alb	13.3	9.5	13.1	31	69	69	0	72	28
WIYY	Balt	11.5	10.9	17.1	29	65	70	1	72	28
WAPI-F	Birm	6.8	18.6	3.7	30	61	64	6	56	44
WMMS	Cleve	10.6	11.9	10.7	13	84	87	0	49	51
WLWQ	Colum	10.5	12.0	15.2	17	80	82	1	63	37
WEBN	Cin	10.7	11.8	19.7	25	69	74	1	64	36
WTUE	Dayton	9.9	12.8	9.8	18	79	82	0	75	25
WGRQ	Buff	10.2	12.4	15.8	37	56	61	2	66	34
KILO	Col Spg	12.8	9.8	22.1	15	78	83	2	64	36
KAZY	Denv	7.3	17.3	3.8	32	61	68	0	58	42
KBPI	Denv	7.3	17.3	4.0	21	70	77	2	60	40
KPKE	Denv	11.3	11.1	3.9	16	81	84	0	61	39
KLAQ	EP	14.8	8.5	19.7	23	74	77	0	69	31
WTPA	Harris	13.5	9.3	24.1	21	74	79	0	78	22
WLPX	Milw	7.1	17.8	4.0	31	64	68	1	72	28
KDUK	Hono	10.0	12.5	7.6	18	76	82	0	67	33
KLLOL	Hou	9.5	13.2	9.4	28	70	71	1	64	36
WFBQ	Indy	11.7	10.8	15.3	25	73	75	0	64	36
WXYV	Jkvll	13.7	9.2	15.1	22	71	78	0	63	37
KYYS	KC	9.2	13.7	10.2	32	57	65	3	60	40
WIMZ	Knox	10.4	12.1	13.9	28	67	70	2	66	34
WQMF	Lou	8.7	14.4	7.9	44	53	55	1	59	41
WZXR	Mem	9.6	13.1	20.0	34	59	65	1	60	40
KDWB-F	M-SP	8.1	15.6	6.5	35	60	63	2	66	34
KQRS+	M-SP	8.0	15.7	6.1	22	77	78	0	66	34
WKDF	Nash	11.2	11.2	17.8	24	72	75	1	60	40
WNOR-F	Norf	8.8	14.3	5.8	19	76	81	0	67	33
WEZX	NE PA	12.5	10.1	15.1	25	67	70	5	65	35
KEZO	Omaha	12.5	10.1	12.5	19	72	78	3	64	36
KDKB	Phoe	10.0	12.5	10.0	23	72	77	0	57	43
WDVE	Pitt	8.3	15.2	4.4	24	72	76	0	63	37
KGON	Port	12.5	10.0	20.0	43	52	55	2	72	28
WMJQ-F	Rich	9.5	13.3	9.3	39	54	60	1	66	34
KSHE	ST L	10.2	12.4	7.8	16	72	80	4	63	37
KWK-F	ST L	8.8	14.3	7.9	52	43	47	1	67	33
KISS	SA	13.3	9.5	22.5	34	63	65	1	67	33
WWDC	Wash	7.3	17.2	2.9	40	52	60	0	68	32



		AOR								
NATIONAL MEAN:		9.4	13.5	10.5	25.6	68.9	73.0	1.4	65.4	34.6
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
KISW	Sea	11.7	10.7	11.2	36	64	64	0	69	31
KZOK	Sea	8.2	15.3	2.4	18	76	82	0	73	27
WSYR-F	Syr	10.5	12.1	12.4	30	64	66	4	49	51
KMOD-F	Tul	10.5	12.1	15.9	27	68	73	0	63	37
KICT	Wich	10.0	12.5	18.5	19	77	81	0	66	34
WSRD	Young	9.4	13.5	7.1	19	74	81	0	64	36

		AC/SOFT								
NATIONAL MEAN:		7.4	17.0	6.8	5.7	60.6	83.8	10.5	41.1	58.9
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WCBS-F	NY	6.8	18.5	4.8	2	59	84	14	30	70
WYNY-F	NY	7.3	17.2	6.6	6	65	87	7	40	60
WJFM	GR	7.5	16.7	7.9	5	78	95	0	49	51
WICC	Bridge	8.1	15.5	7.0	7	30	60	33	46	54
WIOF	Hart	7.2	17.4	3.1	4	64	87	9	30	70
WHYN	Spr,MA	7.7	16.3	8.4	7	41	67	26	28	72
WROR	Bost	8.2	15.4	7.6	6	64	84	10	41	59
WMGK	Phil	9.6	13.2	5.7	4	59	88	8	48	52
WIOQ	Phil	9.4	13.5	6.7	4	85	94	2	53	47
WSNI	Phil	6.8	18.6	3.7	2	44	83	15	36	64
WMJC	Det	6.5	19.4	3.7	10	67	86	4	34	66
WNIC	Det	6.2	20.4	3.6	15	64	83	2	29	71
WFMK	Lans	8.3	15.2	6.8	8	65	88	4	35	65
WCLR	Chi	6.3	19.9	5.4	4	53	83	13	33	67
WFYR	Chi	6.8	18.4	4.8	4	68	87	9	43	57
WKQX	Chi	7.5	16.9	4.2	6	63	81	13	40	60
WPRO	Prov	7.5	16.9	11.1	2	41	69	29	41	59
KFI	LA	5.5	22.7	4.0	10	44	72	18	43	57
KHTZ	LA	7.0	18.0	5.6	8	64	88	4	31	69
KRTH	LA	7.3	17.2	6.8	2	73	94	4	48	52
KIOI	SF	5.4	23.4	2.9	9	57	78	13	43	57
KYUU	SF	5.8	21.6	4.9	4	69	92	4	42	58
KBZT	SD	8.6	14.7	3.0	3	75	90	7	41	59
KFMB	SD	6.5	19.3	1.8	9	77	88	3	48	52
KXOA-F	Sacra	7.6	16.6	4.4	2	76	94	4	41	59
WAXY	Miami	6.7	18.8	6.4	3	77	95	2	67	33
WRMF	W Palm	9.2	13.7	6.1	10	62	88	2	39	61
KMGC	D-FW	9.1	13.9	6.5	2	85	98	0	42	58
KVIL	D-FW	9.1	13.8	9.8	12	60	83	5	33	67
WLTA	Atl	12.8	9.8	12.2	0	54	90	10	37	63
WCBM	Balt	6.8	18.4	8.4	2	46	84	14	41	59
WZZP	Cleve	7.9	15.9	5.5	5	65	89	6	37	63
WGAR	Cleve	6.9	18.3	7.9	3	48	71	26	51	49
WNCI	Colum	6.1	20.7	6.4	8	71	86	6	45	55
WKRC	Cin	7.6	16.6	10.6	1	37	61	38	43	57
WRRM	Cin	9.0	14.1	7.8	2	69	85	13	41	59
WING	Dayt	6.0	21.0	10.6	3	56	84	13	46	54
WKBW	Buff	6.4	19.5	7.8	13	40	60	27	33	67
WGR	Buff	6.3	20.1	7.8	7	34	70	17	44	56
WBT	Char	6.9	18.3	11.5	4	31	77	19	44	56

		<u>AC/SOFT</u>								
NATIONAL MEAN:		7.4	17.0	6.8	5.7	60.6	83.8	10.5	41.1	58.9
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
KPPL	Denv	8.7	14.5	7.3	11	63	88	1	34	66
WMYX	Milw	6.5	19.5	5.8	12	68	86	2	39	61
WISN	Milw	6.7	18.7	6.7	2	35	62	36	45	55
KFMK	Hou	10.0	12.5	10.0	6	76	91	3	48	52
WENS	Indy	8.7	14.4	8.1	4	73	91	5	38	62
KUDL	KC	7.9	16.0	6.4	12	75	88	0	32	68
WRKA	Lou	9.3	13.6	5.4	6	79	88	6	37	63
KSTP-F	M-SP	10.8	11.6	8.3	11	67	85	4	43	57
WOW	Omaha	5.1	24.7	5.8	7	67	81	12	44	56
KOOL	Phoe	9.0	13.9	13.6	2	64	86	12	43	57
WWSW	Pitt	8.5	14.8	4.6	3	61	92	5	37	63
WTAE	Pitt	7.4	17.0	6.5	1	41	75	24	54	46
WVOR	Roch	8.6	14.6	8.4	1	60	85	14	48	52
KSD	ST L	8.6	14.7	5.2	8	66	85	7	39	61
WASH	Wash	7.4	17.0	9.6	4	61	91	5	42	58
WHEN	Syr	7.1	17.7	12.0	8	57	78	14	44	56

		<u>MOR</u>								
NATIONAL MEAN:		7.9	15.9	11.0	1.7	18.7	43.8	54.5	43.7	56.3
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WOOD	GR	6.8	18.6	7.3	2	20	45	53	41	59
WKZO	Kal	8.5	14.8	9.9	2	13	30	67	39	61
WTIC	Hart	12.3	10.3	19.2	1	10	31	68	43	57
WELI	NH	9.2	13.6	10.0	0	12	25	75	36	64
WBZ	Bost	7.5	16.8	5.6	2	18	44	54	34	66
WHDH	Bost	8.3	15.1	8.1	3	24	55	42	34	66
WIP	Phil	8.0	15.8	6.8	4	25	56	40	37	63
WJR	Det	8.7	14.5	8.2	1	15	33	66	52	48
WCZY	Det	9.1	13.9	7.5	2	30	71	27	43	57
WSPD	Tol	8.8	14.3	7.3	3	7	33	64	44	56
WOWO	F Wayne	8.9	14.2	15.3	3	25	44	53	41	59
WGN	Chi	9.0	14.0	9.2	1	9	32	67	43	57
WJBC	Bloom	12.7	9.9	20.6	0	24	42	58	34	66
WMBD	Peoria	7.8	16.1	12.9	0	11	30	70	36	64
WHJJ	Prov	5.9	21.3	3.1	4	20	43	53	60	40
KNBR	SF	6.8	18.7	3.7	2	41	72	26	45	55
KSFO	SF	6.1	20.5	5.1	3	16	46	51	52	48
KFMB	SD	6.4	19.6	7.1	0	22	53	47	52	48
KOGO	SD	5.9	21.5	6.2	4	32	58	38	38	62
KGNR	Sacra	8.1	15.6	11.2	0	17	33	67	51	49
WIOD	Miami	7.0	17.9	4.5	1	12	26	73	59	41
WDBO	Orl	8.5	14.8	13.5	0	10	38	62	42	58
WSB	Atl	8.1	15.5	16.6	0	13	40	60	40	60
WGY	A-S-T	8.9	14.2	10.3	2	18	43	55	40	60
KOB	Alb	7.4	17.0	10.2	2	25	52	46	49	51
WAKR	Akr	7.0	18.0	11.9	2	24	47	51	43	57
WBAL	Balt	11.6	10.8	15.3	1	7	26	73	46	54
WTVN	Colum	7.1	17.7	7.7	2	37	63	35	52	48
WLW	Cin	6.4	19.8	11.4	1	27	47	52	51	49
WHIO	Dayton	7.7	16.4	11.1	1	15	39	60	45	55

MOR

NATIONAL MEAN:		7.9	15.9	11.0	1.7	18.7	43.8	54.5	43.7	56.3
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WBEN	Buff	7.7	16.4	12.1	2	18	41	57	41	59
WIS	Col,SC	8.0	15.7	13.7	2	28	56	42	50	50
KHOW	Denv	7.7	16.4	6.7	1	37	68	31	43	57
WSJS	Gr-WS	7.7	16.3	19.7	1	25	43	56	43	57
WHP	Harris	12.3	10.2	16.5	0	9	35	65	41	59
WTMJ	Milw	7.5	16.7	10.3	2	8	28	70	48	52
KSSK	Hono	7.2	17.5	11.6	3	30	56	41	50	50
WGNT	Hunt,WV	8.0	15.7	9.0	0	18	40	60	44	56
WIBC	Indy	9.4	13.5	13.8	1	30	55	44	39	61
WAVG	Lou	7.4	17.1	12.0	0	13	39	61	35	65
WHAS	Lou	6.0	21.1	9.7	1	27	55	44	46	54
WTAR	Norf	6.8	18.6	8.0	1	9	41	58	37	63
WNAK	NE PA	18.8	6.7	9.8	0	0	12	88	32	68
WARM	NE PA	7.4	17.1	8.1	2	20	43	55	41	59
KTOK	OK C	9.2	13.7	16.4	2	13	36	62	49	51
KFAB	Omaha	10.6	11.9	18.2	2	17	40	58	44	56
KOY	Phoe	7.5	16.9	15.6	3	24	66	33	48	52
KDKA	Pitt	10.1	12.5	11.2	2	11	36	62	38	62
KEX	Port	7.2	17.5	11.5	2	19	59	39	48	52
WPTF	Ral	9.5	13.2	19.0	0	10	26	74	36	64
WRVA	Rich	9.5	13.3	16.7	1	10	38	61	37	63
WHAM	Roch	5.9	21.4	9.5	4	29	51	45	45	55
KSL	SLC	6.6	19.1	6.7	7	28	57	36	50	50
WFLA	Tampa	7.4	17.0	9.4	2	23	47	51	30	70
WMAL	Wash	9.2	13.7	7.5	1	11	41	58	49	51
KOMO	Sea	7.0	18.0	6.4	1	14	42	57	47	53
WSYR	Syr	8.0	15.7	14.6	2	11	35	63	47	53
KRMG	Tul	8.9	14.1	15.5	2	21	45	53	46	54
WSBA	York	7.4	17.1	11.8	3	24	56	41	43	57

BTFL MUSIC

NATIONAL MEAN:		10.0	12.5	10.3	0.8	15.5	39.3	59.5	40.0	60.0
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WPAT	NY	8.6	14.7	5.6	1	12	39	60	42	58
WRFM-F	NY	11.4	11.0	8.6	2	9	30	68	42	58
WOOD	GR	8.4	15.0	6.6	1	18	45	54	42	58
WQLR	Kal	8.8	14.3	9.0	0	25	53	47	44	56
WVLK-F	Lex	8.6	14.7	6.0	6	17	40	54	39	61
WEZN	Bridge	12.5	10.1	9.9	0	11	33	67	38	62
WKSS	Hart	9.4	13.5	5.2	4	17	37	59	40	60
WRCH	Hart	9.5	13.2	6.0	1	6	36	63	34	66
WHYN-F	Spr,MA	12.7	9.9	10.0	4	19	45	51	37	63
WHUE	Bost	8.7	14.5	7.8	0	8	35	65	46	54
WJIB	Bost	9.5	13.2	9.0	0	11	38	62	47	53
WEAZ	Phil	9.5	13.2	8.8	1	16	38	61	44	56
WWSH	Phil	11.3	11.1	6.1	1	12	33	66	37	63
WJBR	Wilm	11.1	11.3	11.6	0	13	33	67	49	51
WQQQ	A-B-E	9.8	12.8	4.0	0	14	26	74	35	65
WJR-F	Det	8.4	15.0	5.6	1	10	35	64	45	55
WWJ-F	Det	9.3	13.6	4.8	0	10	26	74	39	61
WLQR	To1	11.6	10.9	8.0	0	23	45	55	34	66
WGMZ	Flint	8.9	14.2	14.7	2	16	42	56	32	68
WEZV	F Way	13.6	9.3	10.0	0	28	54	46	33	67

17-49

BTFL MUSIC

NATIONAL MEAN:		10.0	12.5	10.3	0.8	15.5	39.3	59.5	40.0	60.0
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WLAK	Chi	8.8	14.3	5.1	1	15	42	57	45	55
WLOO	Chi	11.9	10.6	10.3	1	15	38	61	39	61
WSWT	Peor	11.1	11.3	14.0	0	27	55	45	44	56
WLKW	Prov	12.7	9.9	14.2	0	10	30	70	41	59
KBIG	LA	9.2	13.7	7.4	1	19	51	48	46	54
KJOI	LA	8.7	14.5	6.1	1	9	32	67	40	60
KOST	LA	8.0	15.8	6.4	0	11	43	57	33	67
KABL-F	SF	7.3	17.3	4.6	1	9	34	65	55	45
KFOG	SF	9.8	12.9	6.4	0	8	40	60	47	53
KOIT	SF	6.7	18.7	6.4	0	19	41	59	44	56
KJQY	SD	11.1	11.4	8.8	2	14	34	64	39	61
KEWT	Sacra	10.1	12.5	9.4	1	13	32	67	35	65
KDUO-F	R-SB-0	11.3	11.0	18.2	0	8	22	78	39	61
KKNU	Fresno	12.6	10.0	17.7	1	17	37	62	36	64
WYOR	Miami	11.7	10.7	9.2	0	11	24	76	37	63
WLYF	FT L	12.0	10.5	15.5	0	7	25	75	35	65
WEAT-F	W Palm	11.3	11.0	17.1	0	11	22	78	46	54
WDBO-F	Orl	10.7	11.8	17.0	1	6	23	76	42	58
KMEZ	D-FW	9.6	13.2	8.0	1	26	56	43	40	60
KOAX	D-FW	8.6	14.6	4.9	0	9	40	60	44	56
WPCH	Atl	8.1	15.5	7.8	1	25	56	43	32	68
WROW	A-S-T	9.8	12.9	12.0	3	4	25	72	37	63
KKJY	Alb	12.8	9.8	15.1	0	16	41	59	37	63
WLIF	Balt	10.8	11.6	8.9	0	13	36	64	39	61
WMAR	Balt	9.4	13.5	6.2	0	18	45	55	35	65
WDOK	Cleve	10.0	12.6	15.2	0	10	35	65	39	61
WQAL	Cleve	8.8	14.3	9.9	0	15	35	65	42	58
WBNS	Colum	7.1	17.9	4.9	1	25	48	51	42	58
WWEZ	Cin	10.0	12.6	13.1	0	15	39	61	40	60
WHIO	Dayt	10.0	12.6	14.9	1	23	49	50	39	61
WJYE	Buff	10.5	12.0	8.3	0	15	42	58	47	53
WEZC	Char	10.1	12.4	18.8	0	8	38	62	38	62
WXRY	Col,SC	12.5	10.0	5.6	0	15	54	46	46	54
WDEF-F	Chat	11.3	11.1	10.0	1	19	44	55	44	56
KOSI	Denv	11.0	11.4	5.7	0	23	55	45	40	60
WGLD	Gr-WS	10.2	12.4	13.8	0	31	58	42	36	64
WSPA-F	Greenv	9.2	13.7	12.5	3	20	55	42	33	67
WHP-F	Harris	12.4	10.2	10.7	0	12	35	65	41	59
WEZW	Milw	10.5	12.0	9.7	0	13	40	60	41	59
KODA	Hou	9.9	12.8	10.5	0	28	67	33	37	63
KYND	Hou	8.2	15.4	8.7	0	20	38	62	43	67
WHEZ	Hun,WV	11.1	11.3	19.8	0	20	39	61	22	68
WXTZ	Indy	11.2	11.2	10.3	1	18	43	56	45	55
WKTZ	Jkvll	10.0	12.5	17.6	2	14	32	66	45	55
KMBR	KC	10.3	12.3	3.6	1	29	65	34	38	62
WEZK	Knox	13.8	9.1	11.2	1	19	48	51	44	56
KEZQ	LR	13.8	9.2	11.3	0	16	50	50	45	55
WVEZ	Lou	11.8	10.7	10.9	0	17	46	54	42	58
WEZI	Mem	9.8	12.9	15.3	1	23	55	44	38	62
WZEZ	Nash	10.6	11.9	12.2	1	15	43	56	38	62

BTFL MUSIC

NATIONAL MEAN:		10.0	12.5	10.3	0.8	15.5	39.3	59.5	40.0	60.0
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WBYU	NO	13.0	9.7	16.4	0	23	41	59	39	61
WFOG	Norf	10.4	12.1	12.6	1	14	52	47	52	48
KMEO	Phoe	10.7	11.8	13.5	1	9	28	71	38	62
KQYT	Phoe	10.0	12.6	7.9	1	17	37	62	41	59
WSHH	Pitt	7.7	16.4	7.5	1	13	30	69	35	65
WPNT	Pitt	8.0	15.8	3.7	0	14	34	66	46	54
KUPL	Port	9.5	13.3	9.2	0	14	37	63	29	71
WYYD	Ral	11.6	10.9	12.6	0	33	49	51	36	64
WPVR	Roan	11.8	10.7	20.9	0	18	50	50	43	57
WEZO	Roch	11.6	10.8	15.8	1	10	43	56	38	62
KEZK	ST L	10.7	11.8	8.5	1	14	52	47	35	65
KSFI	SLC	8.1	15.5	6.5	2	23	46	52	29	71
WFLA	Tampa	8.7	14.4	12.7	1	8	13	86	43	57
WJYW	Tampa	10.9	11.6	13.7	0	8	24	76	36	64
WWBA	Tampa	13.3	9.4	16.7	0	8	15	85	38	62
WGAY	Wash	11.1	11.3	10.3	0	20	48	52	39	61
KSEA	Sea	11.8	10.8	9.0	2	16	28	70	43	57
KJYK	Tucs	12.8	9.8	15.9	1	13	36	63	45	55
WKBN-F	Young	9.8	12.8	7.5	3	14	44	53	41	59

COUNTRY

NATIONAL MEAN:		9.4	13.0	13.5	4.0	30.2	63.6	32.4	48.0	52.0
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WHN	NY	6.7	18.8	7.6	2	19	59	39	47	53
WKHK	NY	8.1	15.5	5.6	3	36	81	16	61	39
WCUZ-F	GR	10.9	11.5	14.6	5	34	64	31	51	49
WUSL	Phil	10.9	11.6	10.8	4	24	61	35	44	56
WXKW	A-B-E	10.8	11.7	15.2	0	26	70	30	48	52
WCXI	Det	7.6	16.5	10.4	4	22	61	35	47	53
WWWW	Det	10.1	12.5	13.9	5	26	77	18	50	50
WTOD	Tol	14.5	8.7	5.6	2	8	49	49	43	57
WITL-F	Lans	10.5	12.0	12.6	3	24	63	34	42	58
WQHK	F Wayne	10.1	12.5	13.6	6	22	69	25	52	48
WJEZ	Chi	8.0	15.8	11.1	6	25	64	30	55	45
WMAQ	Chi	6.9	18.2	7.7	4	20	54	42	45	55
WTSO	Mad	9.8	12.9	11.0	2	28	53	45	46	54
WXCL	Peo	8.6	14.7	18.8	2	20	55	43	42	58
WHIM	Prov	16.7	7.6	5.2	0	34	66	34	57	43
KHJ	LA	7.0	18.0	9.6	3	33	69	28	54	46
KLAC	LA	7.5	16.8	8.4	2	23	55	43	56	44
KZLA-F	LA	9.5	13.3	9.8	3	35	68	29	53	47
KNEW	SF	8.1	15.6	11.1	8	24	55	37	51	49
KSAN	SF	7.7	16.4	7.0	1	39	74	25	60	40
KCBQ	SD	7.7	16.4	13.4	13	37	68	19	45	55
KSON-F	SD	7.6	16.7	6.3	3	36	62	35	54	46
KRAK	Sacra	11.1	11.4	21.9	2	26	76	22	51	49
KUZZ	Baker	13.3	9.5	25.3	5	29	55	40	53	47
WIRK-F	W Palm	10.4	12.2	21.2	9	16	66	25	48	52

		COUNTRY								
NATIONAL MEAN:		9.4	13.0	13.5	4.0	30.2	63.6	32.4	48.0	52.0
		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
WHOO-F	Orl	9.7	13.0	13.3	3	35	71	26	52	48
KBOX	D-FW	9.7	13.0	13.7	0	13	39	61	42	58
WPLX	D-FW	7.6	16.7	8.9	13	45	72	15	37	63
KSCS	D-FW	8.6	14.7	10.4	8	44	76	16	50	50
WBAP	D-FW	8.2	15.3	11.3	2	24	49	49	57	43
WKHX	Atl	9.4	13.5	10.9	11	34	70	19	55	45
WPLO	Atl	9.2	13.6	14.8	3	11	57	40	49	51
KVET	Aus	7.6	16.5	13.8	4	29	58	38	51	49
KRST	Alb	12.1	10.4	13.3	8	61	86	6	38	52
WSLR	Akron	8.0	15.7	13.2	0	19	58	42	51	49
WYNK-F	BR	12.3	10.2	23.6	4	33	63	33	49	51
WPOC	Balt	10.5	12.1	14.7	6	26	58	36	57	43
KYKR	B-PA-0	10.5	12.1	14.1	9	38	67	24	44	56
WZZK	Birm	12.2	10.3	23.2	4	42	73	23	39	61
WHK	Cleve	7.8	16.2	10.9	2	25	55	43	52	48
WUBE	Cin	9.4	13.4	19.0	3	27	72	25	43	57
WONE	Dayt	9.1	13.9	16.5	1	29	58	41	49	51
WSOC-F	Charl	11.7	10.8	20.4	7	30	71	22	57	43
WCOS-F	Col,SC	11.4	11.0	23.1	2	30	69	29	51	49
WEZL	Char,SC	10.9	11.6	19.7	5	23	65	30	49	51
WDOD-F	Chatt	9.5	13.2	12.4	4	45	73	23	49	51
KLZ	Denv	7.6	16.6	12.9	3	34	67	30	49	51
KSO	DM	10.3	12.2	19.0	3	28	66	31	47	53
KHEY	EP	9.5	13.3	14.8	6	32	64	30	56	44
KLOZ	EP	11.0	11.5	8.1	5	72	88	7	37	63
WTQR	Gr-WS	11.3	11.2	18.6	4	34	63	33	59	41
WESC	Greenv	10.2	12.3	12.3	1	28	66	33	46	54
WBCS	Milw	10.2	12.3	14.2	5	32	64	31	48	52
KDEO	Hono	11.6	10.8	7.6	2	55	81	17	70	30
KIKK-F	Hou	9.1	13.8	9.1	6	48	80	14	45	55
KILT-F	Hou	8.9	14.1	10.0	12	50	78	10	49	51
WFMS	Indy	12.1	10.4	13.8	2	33	64	34	53	47
WIRE	Indy	9.1	13.8	18.7	3	24	55	42	47	53
WQIK	Jkvll	10.8	11.7	22.2	3	39	76	21	56	44
WXBQ	JC-Kin	10.5	12.0	19.3	4	44	80	16	43	57
WDAF	KC	10.7	11.8	18.0	4	25	57	39	48	52
WIVK	Knox	11.5	11.0	14.7	2	37	73	25	39	61
WRKZ	Harris	11.1	11.4	13.6	5	40	71	24	37	63
KSSN	LR	12.2	10.3	21.6	2	41	79	19	45	55
KLLL-F	Lubb	11.6	10.9	15.9	8	53	73	19	42	58
WAMZ-F	Lou	8.2	15.4	17.7	6	37	67	27	50	50
WCII	Lou	8.3	15.2	11.2	3	35	78	19	50	50
WMC	Mem	8.3	15.2	17.1	0	19	65	35	49	51
WDGY	M-SP	7.5	16.7	10.5	4	33	68	28	53	47
WKSJ-F	Mob	11.3	11.2	21.7	5	34	63	32	44	56
WSIX-F	Nash	11.1	11.3	19.4	6	20	62	32	47	53
WSM	Nash	4.9	25.8	5.7	0	20	51	49	53	47
WNOE-F	NO	10.4	12.1	15.7	3	35	76	21	54	46
WCMS-F	Norf	12.8	9.8	20.5	0	34	78	22	54	46
KEBC	OK C	12.0	10.5	22.6	3	37	72	25	51	49

COUNTRY

NATIONAL MEAN:		9.4	13.0	13.5	4.0	30.2	63.6	32.4	48.0	52.0
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
KOMA	OK C	7.9	16.0	8.9	4	48	78	18	46	54
KNIX-F	Phoe	9.4	13.5	13.3	10	31	67	23	41	59
WEEP	Pitt	15.9	7.9	6.9	0	20	54	46	46	54
KWJJ	Port	9.4	13.4	11.1	0	21	50	50	61	39
WRNL	Rich	9.7	12.9	11.6	4	34	68	28	45	55
KSD	ST L	7.7	16.4	11.2	4	29	73	23	53	47
WIL-F	ST L	8.9	14.1	8.6	5	30	64	31	43	57
KKYX	SA	8.8	14.3	13.8	1	19	55	44	57	43
WSUN	Tampa	9.7	12.9	15.9	1	16	36	63	53	47
WQYK	Tampa	12.9	9.8	18.4	2	18	51	47	45	55
WVKX	Wash	9.0	14.1	9.4	7	32	71	22	37	63
WMZQ	Wash	8.1	15.5	5.9	5	43	82	13	46	54
KCUB	Tucs	12.5	10.1	16.0	3	29	53	44	42	58
KVOO	Tulsa	10.2	12.3	17.7	3	19	43	54	49	51
KFDI	Wich	9.0	14.0	13.9	2	9	30	68	51	49
KFH	Wich	8.4	15.0	15.7	2	21	59	49	51	49
KWEN	Tulsa	11.2	11.2	14.9	16	44	69	15	42	58

NEWS/TALK

NATIONAL MEAN:		8.2	15.3	9.9	0.8	13.1	33.3	65.9	47.2	52.8
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WCBS	NY	6.0	21.1	6.9	1	13	36	63	55	45
WINS	NY	6.6	19.2	6.9	2	13	34	64	47	53
WMCA	NY	8.0	15.7	1.3	1	7	29	70	46	54
WOR	NY	9.8	12.8	11.3	0	7	21	79	34	66
WPOP	Hart	5.4	23.2	4.5	0	12	40	60	52	48
WEEL	Bost	7.6	16.6	7.8	1	12	34	65	52	48
KYW	Phil	6.8	18.6	9.2	1	20	36	63	54	46
WWDB	Phil	11.5	11.0	5.9	1	7	29	70	43	57
WWJ	Det	7.2	17.6	7.2	1	10	25	74	58	42
WXYZ	Det	11.9	10.6	9.7	1	9	24	75	36	64
WBBM	Chi	6.8	18.6	6.3	1	13	32	67	50	50
WIND	Chi	10.2	12.3	11.9	0	9	24	76	29	71
WOC	D-RI-M	9.7	13.0	13.0	0	6	21	79	43	57
WEAN	Prov	7.1	17.7	7.2	0	13	23	77	54	46
KABC	LA	10.0	12.7	11.0	1	12	32	67	45	55
KFWB	LA	7.0	18.1	10.9	0	13	44	56	57	43
KNX	LA	5.6	22.5	7.3	0	13	38	62	48	52
KCBS	SF	6.6	19.2	5.5	1	16	37	62	55	45
KGO	SF	9.0	14.0	9.4	1	16	36	63	43	57
KSDO	SD	7.1	17.8	13.6	1	14	36	63	50	50
KFBK	Sacra	6.4	19.6	5.8	0	10	26	74	57	43
KMJ	Fresno	9.5	13.3	17.8	0	8	31	69	54	46
WINZ	Miami	7.9	15.9	13.1	1	8	18	81	37	63
WNWS	Miami	9.8	12.9	16.5	1	5	22	77	37	63
KRLD	D-FW	7.1	17.7	10.6	1	20	45	54	55	45

NEWS/TALK

NATIONAL MEAN:		8.2	15.3	9.9	0.8	13.1	33.3	65.9	47.2	52.8
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WFAA	D-FW	7.5	16.7	9.2	0	25	52	48	51	49
WGST	Atl	7.2	17.6	10.7	1	24	54	45	60	40
WQBK	A-S-T	18.5	6.8	7.5	0	5	13	87	24	76
WERE	Cleve	7.7	16.3	9.2	1	15	28	71	50	50
KOA	Denv	8.0	15.7	6.7	1	17	45	54	50	50
WHO	DM	9.5	13.3	15.0	1	13	28	71	42	58
KHVH	Hono	5.5	22.8	6.9	2	17	56	42	66	34
KPRC	Hou	9.7	13.0	9.4	1	15	36	63	41	59
KTRH	Hou	8.3	15.1	16.4	1	16	37	62	53	47
KCMO	KC	6.6	19.0	6.1	5	25	42	53	64	36
WCCO	M-SP	10.7	11.8	13.3	1	18	40	59	47	53
WLAC	Nash	7.5	16.8	8.0	0	14	26	74	40	60
WGSO	NO	7.1	17.8	10.9	1	13	31	68	50	50
WNIS	Norf	9.8	12.8	16.2	0	19	43	57	55	45
KTAR	Phoe	9.6	13.2	18.3	0	12	32	68	52	48
KMOX	ST L	11.2	11.2	15.5	2	15	40	58	45	55
WOAI	SA	8.7	14.5	14.3	0	16	47	53	53	47
WRC	Wash	8.0	15.8	8.3	2	16	39	59	42	58
WTOP	Wash	6.6	19.0	9.5	2	14	38	60	54	46
KIRO	Sea	7.6	16.5	10.1	1	24	49	50	54	46
WBBW	Young	11.7	10.8	12.9	0	5	20	80	35	65

BLACK/URBAN/JAZZ

NATIONAL MEAN:		9.9	12.8	22.1	19.4	53.9	68.9	11.7	42.5	57.5
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WDAS-F	Phil	10.7	11.7	28.6	19	67	79	2	38	62
WBLS	NY	10.4	12.1	9.3	14	65	81	5	45	55
WKTU	NY	9.0	14.0	8.3	23	56	70	7	43	57
WRKS	NY	10.2	12.3	11.3	25	59	70	5	43	57
WGPR	Det	9.7	13.0	9.9	32	49	63	5	41	59
WJLB-F	Det	6.6	19.1	6.4	9	48	70	21	39	61
WLBS-F	Det	9.7	13.0	5.7	15	67	81	4	54	46
WDZZ	Flint	13.5	9.3	32.0	16	54	77	7	48	52
WGCI	Chi	11.3	11.1	22.1	20	64	77	3	43	57
WJPC	Chi	7.5	16.9	9.0	22	51	62	6	45	55
KDAY	LA	7.9	16.0	8.2	12	65	81	7	61	39
KGFJ	LA	9.7	12.9	19.2	29	53	62	9	31	69
KDIA	SF	6.4	19.6	11.1	22	49	66	12	49	51
KSOL	SF	10.9	11.5	17.6	31	55	63	6	48	52
WEDR	Miami	14.1	8.9	36.1	18	66	78	4	49	51
KKDA-F	D-FW	9.4	13.5	14.4	23	55	71	6	33	67
KNOK-F	D-FW	10.9	11.5	19.6	25	60	70	5	42	58
WAOK	Atl	6.2	20.2	18.4	17	35	58	25	36	64
WVEE	Atl	11.9	10.6	32.9	21	67	76	3	52	48
WXOK	BR	12.0	10.5	34.5	21	43	56	23	42	58
WWIN	Balt	8.2	15.3	15.6	36	34	48	16	37	63
WXYV	Balt	9.3	13.6	23.4	15	65	80	5	51	49
WENN-F	Birm	9.4	13.4	21.2	17	59	75	8	51	49
WDMT	Cleve	9.8	12.8	33.6	19	60	75	6	48	52
WDAD	Dayton	13.5	9.4	33.7	15	52	72	13	43	57



BLACK/URBAN/JAZZ

NATIONAL MEAN:		9.9	12.8	22.1	19.4	53.9	68.9	11.7	42.5	57.5
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WBLK	Buff	11.2	11.2	30.1	11	64	79	10	44	56
WPEG	Charl	9.3	13.5	19.8	16	54	74	10	47	53
WOIC	Col,SC	11.5	11.0	33.5	13	47	60	27	35	65
WQMG	Gr-WS	11.5	11.0	32.2	18	60	80	2	44	56
WLUM	Milw	9.5	13.3	26.3	22	65	77	1	37	63
KMJQ	Hou	11.1	11.3	19.9	19	54	71	10	46	54
WTLC	Indy	13.8	9.1	43.8	22	42	60	18	41	59
KPRS	KC	13.4	9.4	30.0	18	59	77	5	33	67
KOKY	LR	12.8	9.9	41.6	21	55	66	13	32	68
WLOU	Louis	17.2	7.3	43.9	12	51	66	22	54	46
WDIA	Mem	8.0	15.8	21.1	15	18	36	49	43	57
WHRK	Mem	13.2	9.5	29.8	21	60	73	6	48	52
WBLX	Mob	9.9	12.8	19.3	26	50	65	9	35	65
WVOL	Nash	10.2	12.4	42.0	21	61	71	8	45	55
WAIL	NO	10.2	12.3	25.8	33	45	61	6	41	59
WRAP	Norf	6.1	20.8	12.3	14	44	81	5	53	47
WAMO-F	Pitt	11.3	11.1	27.5	16	63	76	8	41	59
KMJM	ST L	9.6	13.1	15.0	27	59	71	2	39	61
WHUR	Wash	8.1	15.6	8.2	10	67	85	5	45	55
WKYS	Wash	9.6	13.1	13.4	13	68	81	6	39	61

SPANISH

NATIONAL MEAN:		15.8	8.1	28.4	3.1	35.1	61.9	36.0	37.2	62.8
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WADO	NY	16.3	7.7	20.3	0	17	54	46	24	76
WJIT	NY	17.6	7.2	22.3	5	30	54	41	28	72
WOJO	Chi	10.3	12.2	59.4	4	60	81	15	57	43
KALI	LA	14.4	8.7	38.2	7	44	75	18	43	57
KTNQ-F	LA	13.7	9.2	30.0	8	52	84	8	47	53
KWKW	LA	17.0	7.4	34.3	1	31	70	29	45	55
KWAC	Baker	18.3	6.9	16.3	5	50	79	16	30	70
KGST	Fresno	12.9	9.8	17.8	6	43	51	43	27	73
WCMQ-F	Miami	16.3	7.7	23.9	1	40	82	17	40	60
WQBA	Miami	13.4	9.4	19.3	2	12	39	59	38	62
WRHC	Miami	35.3	3.6	29.5	2	8	27	71	37	63
KAMA	EP	12.8	9.9	19.2	3	32	54	43	17	83
KEYH	Hou	13.2	9.6	7.7	1	65	89	10	48	52
KGBT	McA-Br	22.3	5.6	47.9	4	18	49	47	35	65
KPHX	Phoe	18.4	6.8	49.4	0	35	57	43	43	57
KCOR	SA	14.9	8.5	29.6	1	24	45	54	36	64

CLASSICAL

NATIONAL MEAN:		7.4	17.0	5.7	0.4	29.1	60.3	39.3	49.8	50.2
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WNCN-F	NY	5.7	22.0	3.8	0	31	60	40	56	44
WQXR-F+	NY	6.9	18.4	6.3	0	11	32	68	51	49
WCRB	Bost	6.5	19.3	1.6	0	39	63	37	54	46
WFLN+	Phil	7.1	17.8	4.7	0	29	65	35	61	39
WQRS	Det	7.9	15.9	2.5	0	16	58	42	54	46

CLASSICAL

NATIONAL MEAN:		7.4	17.0	5.7	0.4	29.1	60.3	39.3	49.8	50.2
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WFMT	Chi	9.0	13.9	8.8	0	24	50	50	50	50
KFAC-F	LA	4.9	25.7	2.3	2	26	52	46	56	44
KDFC-F+	SF	6.9	18.3	6.1	0	39	66	34	53	47
KKHI-F+	SF	7.0	18.1	3.1	0	21	53	47	45	55
KFSD	SD	10.5	12.0	10.2	1	38	74	25	54	46
WTMI	Miami	8.2	15.4	7.4	0	13	57	43	47	53
WRR	D-FW	6.8	18.6	5.0	0	34	71	29	49	51
WCLV	Cleve	9.8	12.9	15.1	1	27	51	48	51	49
KVOD	Denv	9.2	13.7	7.7	0	36	73	27	52	48
WFMR	Milw	7.9	15.9	5.2	0	38	55	45	38	62
KLEF	Hou	8.9	14.2	8.7	0	44	82	18	46	54
WGH-F	Norf	6.0	21.0	3.3	3	25	47	50	42	58
KHEP-F	Phoe	8.6	14.6	3.3	0	24	51	49	38	62
WGMS+	Wash	7.7	16.5	3.2	0	30	70	30	52	48
KING-F	Sea	9.0	14.0	6.1	0	36	75	25	46	54

BIG BAND/NOSTALGIA

NATIONAL MEAN:		10.0	12.6	8.4	0.5	7.8	30.5	69.0	45.1	54.9
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WNEW	NY	9.1	13.9	7.4	0	10	37	63	50	50
WMAS	Spr,MA	10.7	11.8	8.2	0	8	32	68	46	54
WXKS	Bost	14.4	8.7	7.3	0	5	30	70	48	52
WPEN	Phil	9.2	13.8	5.5	1	14	35	64	48	52
WLKW	Prov	13.7	9.2	8.4	1	3	12	87	36	64
KLIV	SF	6.8	18.5	3.7	1	10	27	72	29	71
KMPX	SF	10.6	11.9	2.9	0	13	39	61	37	63
KMLO	SD	10.6	11.8	10.0	0	2	25	75	43	57
WVCG	Miami	8.4	14.9	11.2	0	5	27	73	53	47
KFJZ	D-FW	8.1	15.6	13.6	0	9	34	66	37	63
WITH	Balt	9.4	13.4	12.4	0	14	37	63	49	51
WBBG	Cleve	8.3	15.1	7.0	0	9	28	72	48	52
WCOL	Colum	8.2	15.4	6.1	0	8	22	78	43	57
WMLX	Cin	11.2	11.2	10.4	3	3	29	68	43	57
WECK	Buff	9.5	13.3	10.8	0	6	41	59	55	45
KEZW	Denv	10.9	11.6	9.9	0	8	32	68	51	49
KJLA	KC	10.5	12.0	6.4	0	6	39	61	47	53
KLFF	Phoe	10.6	11.8	8.3	0	12	40	60	44	56
WJAS	Pitt	9.7	13.1	9.2	1	5	30	69	59	41
KUPL	Port	9.2	13.6	7.1	0	13	27	73	45	55
WPXN	Roch	9.8	12.8	2.3	4	9	33	63	43	57
WGUL	Tampa	28.3	4.4	16.7	0	0	15	85	39	51

RELIGION

NATIONAL MEAN:		8.2	15.4	12.0	3.5	24.4	45.6	50.9	33.5	66.5
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WWDJ	NY	11.6	10.9	7.6	6	35	68	26	32	68
WROL	Bost	5.6	22.7	1.1	2	2	24	74	29	71
WMUZ	Det	6.5	19.4	12.2	5	43	52	43	26	74
KBRT	LA	7.0	18.1	12.3	6	59	83	11	40	60
KIEV	LA	6.6	19.0	3.4	0	4	21	79	55	45
KEAR	SF	8.1	15.6	17.3	0	36	70	30	39	61
KFAX	SF	9.2	13.7	7.6	0	21	29	71	34	66
KPBC	D-FW	9.8	12.9	10.6	14	36	62	24	26	74
WRBS	Balt	11.3	11.1	28.7	0	30	64	36	23	77
WDJC	Birm	8.8	14.4	11.9	3	34	55	42	46	54
WEMM	Hunt,WV	8.6	14.7	24.9	4	15	35	61	24	76
WFIA	Lou	10.4	12.1	7.9	0	0	17	83	46	54
KWAM-F	Mem	7.4	17.0	22.2	13	35	43	44	30	70
WPIT	Pitt	8.6	14.6	4.4	0	0	13	87	37	63
KGDN	Sea	8.2	15.3	8.2	0	16	48	52	16	84

RADIO MARKET COST-PER-THOUSANDS

This table shows the CPM's of all markets rated by Arbitron in Fall 81. The "audience" column shows the delivery on one spot of the five most highly rated stations in the market. It is based on 12+ TSA, 1/4 HR AVG, Mon-Sun, 6AM-MID. Only stations home to the Metro are considered.

The "cost" column shows the total cost involved in buying one spot on each of these same stations. The rate is based on an 18 spots per week schedule (60") spread equally from 6AM-MID. The "weekly cost" column shows the cost of a one week, 18 spot flight using the five leading TSA stations.

<u>MARKET</u>	<u>AUDIENCE</u>	<u>COST</u>	<u>WEEKLY COST</u>	<u>CPM</u>	<u>(O/N 80 CPM)</u>
Akron (3 sta)	232	\$114.25	\$2056.50	\$4.92	(5.16)
Albany-Schen-Troy	834	294.25	5296.50	3.53	(3.43)
Albuquerque	430	189.25	3406.50	4.40	(4.45)
Allen-Beth-Easton	540	164.35	2958.30	3.04	(2.39)
Anaheim	226	156.13	2810.34	6.91	(8.62)
Anchorage	146	115.00	2070.00	7.88	(6.70)
Apple-Osh	237	73.75	1327.50	3.11	
Atlanta	1564	525.75	9463.50	3.36	(3.69)
Austin	415	159.75	2875.50	3.85	(4.18)
Bakersfield	263	84.62	1523.16	3.22	(4.42)
Baltimore	1423	446.25	8032.50	3.14	(2.74)
Baton Rouge	537	129.00	2322.00	2.40	(2.18)
Beaumont	292	114.00	2052.00	3.90	(3.43)
Birmingham	749	238.83	4298.94	3.19	(3.64)
Bloomington (4 sta)	132	90.00	1620.00	6.82	(5.48)
Boston	2722	918.12	16526.16	3.37	(2.50)
Bridgeport	433	176.25	3172.50	4.07	(4.82)
Buffalo	1034	407.75	7339.50	3.94	(3.32)
Canton	271	138.50	2493.50	5.11	(2.88)
Charleston, SC	390	144.75	2695.50	3.71	(3.03)
Charlotte	1110	403.50	7263.00	3.65	(3.36)
Chattanooga	464	150.63	5850.00	3.25	(3.41)
Chicago	4611	976.00	17568.00	2.12	(2.24)
Cincinnati	1075	374.00	6732.00	3.48	(3.05)
Cleveland	1407	446.69	8040.42	3.18	(3.22)
Colorado Spgs	271	99.68	1794.24	3.68	(3.69)
Columbia	533	203.45	3662.10	3.82	(5.44)
Columbus, OH	940	429.54	7731.72	4.57	(3.51)
Corpus Christi	255	99.38	1788.84	3.90	
Dallas-FW	2111	815.01	14670.18	3.86	(3.44)
Dayton	731	284.00	5112.00	3.89	(3.55)
Daytona Beach	213	92.40	1663.20	4.34	(4.48)
Denver	1068	476.25	8572.50	4.46	(4.23)
Des Moines	570	186.45	3356.10	3.27	(2.48)
Detroit	2463	714.75	12865.50	2.90	(2.64)
El Paso	364	167.00	3006.00	4.59	(4.09)
Eugene-Spr	241	117.25	2110.50	4.87	(3.65)
Flint	367	168.25	3028.50	4.58	(4.89)
Ft. Wayne	665	219.01	3942.18	3.29	(4.01)
Fresno	608	193.00	3474.00	3.17	(2.93)

<u>MARKET</u>	<u>AUDIENCE</u>	<u>COST</u>	<u>WEEKLY COST</u>	<u>CPM</u>	<u>(O/N 80 CPM)</u>
Grand Rapids	731	\$284.00	\$5112.00	\$3.89	(3.55)
Greens-WS	710	257.50	4635.00	3.63	(3.69)
Greenv-Spart	747	194.00	3492.00	2.60	(2.71)
Harrisburg	425	213.90	3850.20	5.03	(4.47)
Hartford	1200	435.75	7843.50	3.63	(3.62)
Honolulu	470	168.56	3034.08	3.59	(2.75)
Houston	1606	595.05	10710.90	3.71	(3.48)
Huntington	335	152.50	2745.00	4.55	(3.25)
Indianapolis	1134	438.13	7886.34	3.86	(3.40)
Jacksonville	606	316.87	5703.66	5.23	(5.07)
JC-Kings-Bristol	379	81.00	1458.00	2.14	(2.27)
Kalamazoo	215	138.33	2489.94	6.43	(6.05)
Kansas City	1455	405.50	7299.00	2.79	(2.78)
Knoxville	1014	186.50	3357.00	1.84	(1.89)
Lancaster	362	124.65	2243.70	3.44	(4.47)
Lansing	415	150.12	2702.16	3.62	(3.01)
Las Vegas	303	127.73	2299.14	4.22	(3.86)
Lexington	455	145.25	2614.50	3.19	(2.57)
Little Rock	639	144.38	2598.84	2.26	(2.84)
Los Angeles	4192	1289.38	23208.84	3.08	(3.40)
Louisville	767	230.25	4144.50	3.00	(3.31)
Lubbock	308	83.15	1496.70	2.70	
Madison	424	121.25	2182.50	2.86	
McAllen-Browns	519	114.75	2065.50	2.21	(2.15)
Memphis	948	353.50	6363.00	3.73	(3.86)
Miami	1484	422.50	7605.00	2.85	(3.55)
Milwaukee	1010	424.88	7647.84	4.21	(3.29)
Minn-SP	2274	661.26	11902.68	2.91	(2.71)
Mobile	498	169.23	3046.14	3.40	(3.24)
Modesto	260	76.78	1382.04	2.95	
Nashville	840	311.87	5613.66	3.71	(3.91)
Nassau-Soffolk	658	153.50	2763.00	2.33	(2.50)
New Haven	391	243.65	4385.70	6.23	(6.22)
New Orleans	899	273.00	4914.00	3.04	(3.53)
New York	7344	1313.13	23636.34	1.79	(1.75)
Norfolk	762	249.75	4495.50	3.28	(2.52)
NE PA	490	137.13	2468.34	2.80	(2.53)
Oklahoma City	789	288.75	5197.50	3.66	(3.03)
Omaha	914	278.38	5010.84	3.05	(2.84)
Orlando	725	271.75	4891.50	3.75	(3.43)
Peoria	325	114.75	2065.50	3.53	(3.20)
Philadelphia	2933	690.89	12436.02	2.36	(2.04)
Phoenix	933	373.68	6726.24	4.01	(3.82)
Pittsburgh	1921	512.75	9229.50	2.67	(2.10)
Portland, OR	1038	390.75	7033.50	3.76	(3.79)
Providence	1037	365.00	6570.00	3.52	(3.20)
Quad Cities	377	160.75	2893.50	4.26	(4.37)
Raleigh	992	255.75	4603.50	2.58	(3.31)
Reading (4 sta)	182	105.25	1894.50	5.78	
Richmond	623	194.75	3505.50	3.13	(3.56)

<u>MARKET</u>	<u>AUDIENCE</u>	<u>COST</u>	<u>WEEKLY COST</u>	<u>CPM</u>	<u>(O/N 80 CPM)</u>
Riverside-SB-Ont	332	\$145.50	\$2619.00	\$4.38	(3.63)
Roanoke	522	164.38	2958.84	3.15	
Rochester	677	403.75	7267.50	5.96	(5.51)
Sacramento	865	347.50	6255.00	4.02	(3.28)
St. Louis	1904	614.15	11054.70	3.23	(2.93)
Salinas-Seaside	212	95.50	1719.00	4.50	(4.06)
Salt Lake City	681	229.13	4124.34	3.36	(3.12)
San Antonio					(3.05)
San Diego	838	410.63	7391.34	4.90	(5.44)
San Francisco	2649	881.12	15860.16	3.33	(2.79)
San Jose	696	401.01	7218.18	5.76	(5.17)
Seattle	1290	409.00	7362.00	3.17	(3.64)
Shreveport	444	166.50	2997.00	3.75	(2.75)
Spokane	337	132.23	2380.14	3.92	(4.04)
Springfield, MA	412	174.25	3136.50	4.23	(3.22)
Stockton	131	93.88	1689.84	7.17	(5.09)
Syracuse	521	213.50	3843.00	4.10	(3.84)
Tampa-St. Pete	1322	360.44	6487.92	2.73	(2.59)
Toledo	759	251.00	4518.00	3.31	(3.26)
Tucson	388	132.06	2377.08	3.40	(3.79)
Tulsa	810	187.38	3372.84	2.31	(2.33)
Washington	1759	747.50	13455.00	4.27	(3.56)
West Palm Beach	414	168.50	3033.00	4.07	(3.57)
Wichita	369	161.00	2898.00	4.36	(2.69)
Wilmington, DE	334	121.42	2185.56	3.64	(3.20)
Worcester	412	196.75	3541.50	4.78	(4.76)
York	403	143.10	2575.80	3.55	(3.45)
Youngstown	501	155.50	2799.00	3.10	(2.59)
	103994	\$34,290.20	\$617,223.60	\$3.30	(3.11)

FALL 81 CPM	(118 markets):	\$3.30	(6.11% increase over O/N 80)
O/N 80 CPM	(109 markets):	\$3.11	(13.92% increase over O/N 79)
O/N 79 CPM	(90 markets):	\$2.73	(16.17% increase over O/N 78)
O/N 78 CPM	(80 markets):	\$2.35	(10.85% increase over O/N 77)
O/N 77 CPM	(74 markets):	\$2.12	

MOST EXPENSIVE MARKETS

1. Anchorage	\$7.88
2. Stockton	7.17
3. Anaheim*	6.91
4. Bloomington,IL	6.82
5. Kalamazoo	6.43
6. New Haven	6.23
7. Rochester	5.96
8. Reading	5.78
9. San Jose	5.76
10. Jacksonville	5.23

LEAST EXPENSIVE MARKETS

1. New York	\$1.79
2. Knoxville	1.84
3. Chicago	2.12
4. John City-Kings-Bris	2.14
5. McAllen-Brown	2.21
6. Little Rock	2.26
7. Tulsa	2.31
8. Nassau-Suffolk	2.33
9. Philadelphia	2.36
10. Baton Rouge	2.40

\* Orange County only

RADIO REPS AND THEIR LEADING STATIONS

This section attempts to rank the radio representatives by the ratings success of the stations they carry on their lists. For each time a rep firm had a leading station in a market it received one point. The number of stations/reps listed in each market depended on the market size. For markets one through ten up to seven station/reps were listed; in 100+ markets only one or two station/reps were listed.

The first table shows the number of stations a rep firm has which are among the leading facilities in its market. The second table shows the number of stations which the rep services which clearly rank number one in the ratings of its market.

I realize the limitations of a ranking like this. It penalizes reps which have small lists. It also doesn't cover reps which have the majority of their stations in unrated markets. It also ignores some stations which are very strong and very profitable (especially true in larger markets).

What this list does accomplish is that it indicates which rep firms have, to use a bridge term, the longest and strongest lists.

TABLE # 1: REPS AND THEIR NUMBER OF HIGH RANKING STATIONS

	(7) 1-10	(6) 11-20	(5) 21-50	(4) 51-75	(3) 76-100	(2) 101-150	(1) 150+	TOT	0/N 80 TOT	0/N 79 TOT
1. Katz	8	6	25	11	12	9	1	72	(74)	(57)
2. Blair	9	5	22	11	9	5	-	61	(54)	(50)
3. Eastman	7	7	18	11	12	2	1	58	(64)	(52)
4. Mc-Guild	5	6	13	9	9	10	2	54	(58)	(43)
5. Torbet	5	6	14	9	9	9	1	53	(48)	(43)
6. Christal	8	5	12	7	6	6	-	44	(31)	(34)
7. Selcom	4	-	6	8	5	4	-	27	(18)	(15)
8. MMR	4	3	7	3	-	1	-	18	(18)	(11)
9. CBS Spot	5	2	3	-	-	-	-	10	(12)	(16)
10. RAR	5	2	1	-	1	-	-	9	(11)	(9)
Masla	1	1	2	2	2	1	-	9	(10)	(7)
12. HNW	1	2	1	2	-	2	-	8	(--)	(--)
13. RKO	4	1	1	-	-	-	-	6	(7)	(6)
14. CBS FM	1	1	2	-	-	-	-	4	(-)	(-)
Howard	1	-	2	1	-	-	-	4	(6)	(4)

NOTE 1: Figures across the top of tables 1 and 2 are market rankings. The figure in parenthesis (on Table 1) are the maximum number of stations selected in that market size.

NOTE 2: Selections were generally based on 12+ Metro, 1/4 HR AVG, Broadcast Week. In a few cases TSA and Cume results were considered. In other cases combinations were considered. Some decisions were purely subjective on my part.

TABLE # 2: REPS AND THEIR "NUMBER ONE" STATIONS

	1-10	11-20	21-50	51-75	76-100	101-150	150+	TOT	0/N 80 TOT	0/N 79 TOT
1. Katz	1	2	6	4	5	8	1	27	(21)	(17)
2. Torbet	-	2	5	1	4	5	1	18	(14)	(10)
3. Eastman	1	-	3	4	4	2	1	15	(14)	(11)
4. Blair	2	1	7	2	2	1	-	15	(19)	(15)
5. Mc-Guild	1	-	2	2	2	4	2	13	(16)	(9)
6. Christal	2	-	1	3	2	2	-	10	(8)	(11)
7. Selcom	-	-	1	1	2	-	-	4	(4)	(2)
8. RAR	1	1	-	-	1	-	-	3	(4)	(2)

Masla, CBS Spot, HNW - 2 stations  
RKO, MMR - 1 station

MUSIC SYNDICATORS AND CONSULTANTS

This table indicates how well the major music programmers and consultants are performing. The figures are based on 12+ Metro, 1/4 HR AVG, Broadcast Week. All 1/4 HR figures are in hundreds. A minimum of 5 stations was required before a programmer was included. Only those companies sending me their complete client lists are included.

TOTAL 1/4 HR LISTENERS

<u>Programmer</u>	<u>Stations</u>	<u>Listeners</u>
1. Schulke	67	8995
2. Burkhart-Abrams	83	8017
3. Bonneville	43	6292
4. TM	60	3263
5. Al Ham	46	2421
6. FM 100	21	2414
7. Drake-Chen	22	1333
8. Century 21	12	511
9. KalaMusic	7	263

	<u>FORMAT</u>	<u># OF STATIONS</u>	<u>1/4 HR AVG</u>	<u>AVG PER STATION</u>	<u>AVG SHARE</u>
<u>Schulke</u>	BTFL	54	8180	151	7.17
	SRP II	13	815	63	3.34
		67	8995	134	
<u>Burk-Abr</u>	AOR	57	6445	113	10.62
	Other	26	1572	60	5.96
		83	8017	97	
<u>Bonneville</u>	BTFL	43	6292	146	7.78
<u>TM</u>	ROCK	16	823	51	9.75
	BTFL	12	786	66	5.63
	SOFT/AC	11	650	59	4.53
	COUNTRY	13	743	57	6.76
	MOR	6	173	29	2.37
	BLACK	2	88	44	6.00
		60	3263	54	
<u>Al Ham</u>	BIG BAND/NOST	46	2421	53	3.58
<u>FM 100</u>	BTFL	19	2369	125	5.74
	Other	2	45	23	2.90
		21	2414	115	
<u>Drake-Chen</u>	ROCK	8	511	64	9.20
	COUNTRY	9	548	61	7.03
	BLACK	4	257	64	6.90
	Other	1	17	17	2.00
		22	1333	61	
<u>Century 21</u>	ROCK/AC	5	207	41	7.82
	COUNTRY	5	172	34	4.38
	BTFL	2	132	66	4.30
		12	511	43	
<u>KalaMusic</u>	BTFL	7	263	38	8.93



STATION TRADING

This table shows major station sales since the last edition of American Radio. This will be a regular feature of each edition.

<u>STATION</u>	<u>MARKET</u>	<u>COMPANY INVOLVED</u>	<u>PRICE</u>	<u>BROKER</u>	<u>CLOSED ?</u>
WJVA	S. Bend	Purch by Miramer	\$275,000	(Shahenn)	X
WJDX,WZZQ-F	Jackson,MS	Purch by Rothfus/Confer	\$4,437,000		X
WRNL,WRXL-F	Richmond	Rust to Capitol (WRAL)	\$4,000,000	(Blackburn)	X
WYDE	Birmingham	Sold by Colum Pic Ind	\$1,500,000	(Ford/Hayslett)	X
KNOW,KCSW-F	Austin	By Mayes to Hicks	\$2,500,000		X
WVKO A/F	Col, O	To Marvin Josephson	\$3,000,000	(Shaheen)	X
KERE	Denver	From Mission to Sandusky	\$2,500,000	(Chapman)	X
WKOP	Bing, NY	To Regional	\$720,000	(Horton)	X
WDOQ-F	Day B	From Patten to Abell	\$2,836,000	(Richards)	X
WKWK A/F	Wheeling	From Comm Ser to Price	\$1,350,000		
WXOK	Bat Rouge	By Security	\$2,850,000	(Mitchell)	X
WBBG,WWWM-F	Cleve	From Embuscia to Robinson	\$6,200,000		X
WSAI A/F	Cin	From Affil to Booth	\$5,200,000	(Hepburn)	
WAVA-F	Wash	To Doubleday	\$8,000,000		X
KSAN-F	SF	From Metrom to Malrite	\$7,000,000		X
KEIN	Great Fl,MT	By Mayer	\$1,000,000	(Crisler)	X
WLAK-F	Chi	From Storer to Viacom	\$8,000,000	(Hepburn)	
WEFM-F	Chi	GCC to First Media	\$9,200,000		X
WIFI-F	Phil	GCC to BENI	\$6,800,000		
WROZ	Evans	Fuqua to South Central	\$1,000,000		
WBIE	Marietta (Atl)	To Cap Cities	\$7,350,000		X
WBZ-F	Bost	Westing to Greater Med	\$5,000,000		X
WGNI,WARV-F	Wilm, NC	To Cape Fear	\$1,425,000		X
KJJJ A/F	Phoenix	ITC to Wolpin Co.	\$6,000,000	(Crisler)	X
WTCR,WHEZ-F	Hunt	Greater Med to CRB	\$2,500,000		X
WKDD-F	Akron	To Welcome	\$3,000,000		X
WJCW,WQUT-F	Johnson City,TN	To Bloomington	\$3,400,000	(Richards)	X
WRFD	Colum, O	To Epperson	\$1,800,000		X
KWKI-F	Kans City	Swaggert to Sandusky	\$3,100,000	(Chapman)	X
KAMA A/F	El Paso	To Thrash	\$2,790,000	(Blackburn)	
WEFM-F	Chi	GCC to First Media	\$6,500,000		
KEGL-F	Fort Worth	Swanson to Sandusky	\$8,500,000		
WQRK-F	Norfolk		\$2,600,000		
KCBN,KRNO-F	Reno	To Roth	\$3,775,000	(Grandy)	X
WCRJ A/F	Jkville,Fl	To Abell	\$2,093,000		
WHOM-F	Mt. Wash,NH		\$3,500,000		X
KYOK	Houston	Sold by Shamrock	\$1,500,000		
WWRL	New York	Viacom to NBN	\$1,500,000	(Blackburn)	
WBOW A/F	Terre Haute	Quincy News to Michael Rice	\$750,000	(Blackburn)	
KKUA,KMQQ-F	Honolulu				
KJOI-F	LA	LA Coke to Beatrice Foods	\$20,000,000		
KEND	Lubbock, TX	To Thrash/Frankhouser	\$1,015,000	(Fischer)	
WNOX	Knoxville	Scri-How to Sanders	\$1,200,000	(Blackburn)	
KATT A/F	Okl City	To Surrey	\$3,650,000	(Richter-Kabil)	
WACO,KH00-F	Waco	To Harris	\$2,668,000		
WFLA A/F	Tampa/SP	Media Gen to Blair	\$14,000,000		
KBZT	San Diego	To Alta	\$6,300,000		
WACO A/F	Waco	To Harris	\$2,668,000		
		Charter Brdcast to Surrey	\$32,000,000	(Richter-Kabil)	
		WCBQ A/F , San Diego		KIOI-F, San Fran	
		KSLQ-F, St Louis		WOKY, Milw	
		WMIL-F, Milw			

METRO SHARE LEADERS AND MAJOR CHANGES

The following shows the 12+ Metro Share (6AM-MID, Mon-Sun) leaders for each rated market. Also shown are the stations in each market which had the largest gain and the largest share loss. The period covered is 0/N 80 to Fall 81 for the share changes.

<u>MARKET</u>	<u>12+ LEADER/FORMAT</u>	<u>LARGEST SHARE GAINER</u>	<u>LARGEST SHARE LOSER</u>
Akron	WMMS-F, 12.5, AOR	WKSX-F, +2.0, Country	WKDD-F, -3.4, Soft
Albany-Schen-Troy	WGY, 15.8, MOR	WPYX-F, +3.7, AOR	WROW-F, -3.0, BTFL
Albuquerque	KKJY-F, 10.6, BTFL	KOB-F, +6.6, AC	KKJY-F, -3.6, BTFL
Allen-Beth-East	WLEV-F, 12.1, Rock	WLEV-F, +4.4, Rock	WQQQ-F, -2.5, BTFL
Anaheim	KBIG-F, 7.1, BTFL	KLOS-F, +2.4, AOR	KJOI-F, -2.3, BTFL
Anchorage	KFQD, 17.3, Contemp	KBCN-F, +6.4, Rock	KENI, -4.2, Rock
Apple-Osh	WHBY, 11.6, MOR		
Atlanta	WZGC-F, 12.6, Contemp	WKHX-F, +2.6, Country	KSB-F, -2.2, BTFL
Austin	KHFI-F, 17.8, Rock	KHFI-F, +5.1, Rock	KVET, -4.1, Country
Bakersfield	KUZZ, 14.1, Country	KXEM, +5.9, Spanish	KERN, -4.0, Rock
Baltimore	WBAL, 12.6, MOR	WITH, +2.2, Big Band	WAYE, -1.7, Religion
Baton Rouge	WFME-F, 16.5, Rock	WYNK-F, +3.2, Country	WLCS, -5.1, Rock
Beaumont	KYKR-F, 13.0, Country	KIOC-F, +5.5, Contemp	KLVI, -6.3, Country
Birmingham	WZZK-F, 17.7, Country	WZZK-F, +10.0, Country	WENN-F, -4.1, Black
Bloomington	WJBC, 40.7, MOR	WGN, +3.6, MOR	WBNQ-F, -3.0, Rock
Boston	WCOZ-F, 9.3, AOR	WBCN-F, +2.0, AOR	WCOZ-F, -1.8, AOR
Bridgeport	WEZN-F, 15.9, BTFL	WRKS-F, +1.8, Urban	WPLR-F, -2.9, Rock
Buffalo	WBEN, 13.1, MOR	WECK, +5.1, Big Band	WJYE-F, -2.4, BTFL
Canton	WHBC, 16.4, MOR	WDJQ-F, +3.8, Rock	WHBC, -4.5, MOR
Charleston,SC	WSSX-F, 12.7, AOR	WWWZ-F, +7.9, Urban	WXTC-F, -3.9, BTFL
Charlotte	WSOC-F, 17.3, Country	WSOC-F, +4.7, Country	WBT, -4.8, AC
Chattanooga	WSKZ-F, 15.5, Rock	WDOD-F, +8.4, Country	WDEF, -8.3, MOR
Chicago	WGN, 9.6, MOR	WLS-F, +2.3, Rock	WLS, -1.0, Rock
Cincinnati	WEBN-F, 11.8, AOR	WMLX, +4.4, Big Band	WKRC, -2.6, AC
Cleveland	WMMS-F, 9.0, AOR	WBBG, +1.6, Big Band	WQAL-F, -2.8, BTFL
Colorado Springs	KILO-F, 14.0, AOR	KKFM-F, +6.5, Contemp	KYSN, -4.7, Rock
Columbia, SC	WNOK-F, 20.0, Rock	WZLD-F, +1.3, Rock	WIS, -3.2, MOR
Columbus,OH	WTVN, 13.0, MOR	WVKO-F, +2.5, Black	WNCI-F, -2.5, Contemp
Corpus Christi	KZFM-F, 17.7, Rock		
Dallas-FW	KSCS-F, 8.3, Country	KZEW-F, +1.8, AOR	KPLX-F, -2.4, Country
Daven-RI-Moline	KSTT, 12.3, Contemp	WXLN-F, +5.5, AOR	KRVR-F, -4.8, BTFL
Dayton	WHIO-F, 15.2, BTFL	WJAI-F, +2.7, Country	WHIO, -1.7, MOR
Daytona Beach	WDOQ-F, 14.3, Rock	WROD, +3.4, Big Band	WDBO-F, -3.2, BTFL
Denver	KOA, 8.2, Talk/News	KPKE-F, +4.8, AOR	KLIR-F, -1.9, BTFL
Des Moines	WHO, 16.4, Talk/News	KJJY-F, +5.9, Country	KMGK-F, -5.2, Contemp
Detroit	WJR, 9.7, MOR	WWW-F, +3.5, Country	WCXI, -2.7, Country
El Paso	KLAQ-F, 14.5, AOR	KLAQ-F, +10.5, AOR	XROK, -3.7, Spanish
Eugene-Spr	KSND-F, 12.5, Rock	KQDQ, +5.8, Big Band	KPNW, -2.4, MOR
Flint	WWCK-F, 13.2, AOR	WFLT, +2.1, Big Band	WGMZ-F, -5.9, BTFL
		WGER-F, +2.1, BTFL	
Ft. Lauderdale	WLYF-F, 12.8, BTFL	WLYF-F, +5.0, BTFL	WKQS-F, -3.1, Country
Ft. Wayne	WOWO, 20.5, MOR	WMEE-F, +3.0, Rock	WXKE-F, -2.9, AOR

<u>MARKET</u>	<u>12+ LEADER/FORMAT</u>	<u>LARGEST SHARE GAINER</u>	<u>LARGEST SHARE LOSER</u>
Fresno	KYNO-F, 9.7, Rock	KYNO-F, +2.7, Rock	KXEX, -4.1, Spanish
Grand Rapids	WLAV-F, 13.3, AOR	WCUZ-F, +5.9, Country	WOOD, -4.0, MOR
Greensboro-WS	WTQR-F, 15.8, Country	WSEZ-F, +5.0, Rock	WHPE-F, -2.1, Religion
Greenv-Spart	WESC-F, 12.7, Country	WASC, +4.2, Black	WHYZ, -2.6, Black
Harrisburg	WHP, 16.4, MOR	WTPA-F, +3.1, AOR	WKDY, -2.6, Country
Hartford	WTIC, 23.8, MOR	WDRC-F, +1.9, Rock	WQIN, -1.8, AC
Honolulu	KSSK, 12.0, MOR	KDEO, +5.7, Country	WRCH-F, -2.9, BTFL
Houston	KMJQ-F, 7.7, Urban	KILT-F, +3.7, Country	KIKI, -5.1, Rock
Huntington	WKEE-F, 24.2, Rock	WKEE-F, +5.3, Rock	KIKK-F, -3.1, Country
Indianapolis	WIBC, 13.5, MOR	WENS-F, +6.6, AC	KMJQ-F, -3.1, Urban
Jacksonville	WQIK-F, 13.3, Country	WAIV-F, +6.7, Contemp	WAMX-F, -8.6, Rock
JC-Kings-Bris	WJCW, 14.2, Country	WJCW, +5.2, Country	WIKS-F, -3.5, Rock
Kalamazoo	WXBQ-F, 14.2, Country	WLAV-F, +3.5, AOR	WAPE, -4.1, Country
Kansas City	WKZO, 13.2, MOR	WGRD, -2.7, Rock	WKIN, -3.1, MOR
Knoxville	WDAF, 13.6, Country	WKZO, -2.7, MOR	KMBZ, -3.2, Country
Lancaster	WIVK-F, 19.0, Country	KCKN-F, +2.8, Country	WRJZ-F, -3.7, Country
Lansing	WLAN-F, 15.4, Rock	WMYU-F, +11.7, AC	WSBA-F, -4.0, BTFL
Las Vegas	WFMK-F, 12.2, Soft Rock	WLAN-F, +2.9, Rock	WVIC-F, -5.8, Contemp
Lexington	WJXQ-F, +11.2, AOR	WJXQ-F, +11.2, AOR	KFMS-F, -5.5, Country
Little Rock	KLUC-F, 11.6, Rock	KENO-F, +6.2, AOR	WVLK-F, -6.9, BTFL
Los Angeles	WKQQ-F, 18.2, AOR	WKQQ-F, +5.4, AOR	KLAZ-F, -5.4, Contemp
Louisville	KSSN-F, 17.7, Country	KMJX-F, +5.2, Rock	KIIS-F, -2.2, Rock
Lubbock	KABC, 8.0, Talk	KLOS-F, +2.0, AOR	WAMZ-F, -3.8, Country
Madison	WVEZ-F, 9.3, BTFL	WRKA-F, +5.6, AC	KRIO, -7.0, Contemp
McAllen-Browns	KLLL-F, 17.4, Country	KQXX-F, +2.9, Spanish	WZXR-F, -4.6, AOR
Memphis	WIBA, 12.9, MOR	WHRK-F, +5.6, Urban	WQAM, -2.9, Country
Miami	KGBT, 32.6, Spanish	WINZ-F, +5.9, Rock	WISN, -2.9, AC
Milwaukee	WHRK-F, 16.7, Urban	WMYX-F, +2.3, AC	KEEY-F, -1.8, BTFL
Minn-SP	WRHC, 14.1, Spanish	KSTP-F, +4.7, AC	WGOK, -3.5, Black
Mobile	WTMJ, 9.8, MOR	WBLX-F, +3.0, Black	WSM, -2.9, Country
Modesto	WCCO, 22.9, Variety	KBEE-F, 15.1, BTFL	WBLS-F, -1.8, Urban
Nashville	WKSJ-F, 19.3, Country	WKDF-F, +5.3, AOR	WELI, -5.4, MOR
Nassau-Suffolk	WBEE-F, 15.1, BTFL	WRFM-F, +2.9, BTFL	WSMB, -2.2, MOR
New Haven	WKXX-F, 12.9, Rock	WNHC, +4.4, Contemp	WKTU-F, -2.2, Urban
New Orleans	WNBC, 7.9, Contemp	WAIL-F, +5.4, Black	WOWI-F, -3.9, Black
New York	WELI, 14.6, MOR	WRKS-F, +4.5, Urban	WGBI-F, -2.3, Contemp
Norfolk	WEZB-F, 11.5, Rock	WLTJ-F, +3.9, Rock	KKNG-F, -4.0, BTFL
NE PA	WOR, 6.2, Talk	WARD, +2.8, MOR	KFAB, -3.0, MOR
Oklahoma City	WCMS-F, 10.8, Country	KATT-F, +2.1, AOR	WBJW-F, -5.4, Rock
Omaha	WNAK, 10.3, MOR	KOOO, +3.4, Big Band	WMBD, -2.7, MOR
Orlando	KEBC-F, 11.8, Country	WDIZ-F, +5.9, AOR	KYW, -2.3, News
Peoria	KFAB, 25.0, MOR	WXCL, +4.4, Country	KXAM, -3.9, Spanish
Philadelphia	WDIZ-F, 12.4, AOR	WCAU-F, +2.4, Rock	KDKA, -2.4, MOR
Phoenix	WSWT-F, 14.7, BTFL	KUKQ, +2.5, Black	KYTE-F, -2.2, Country
Pittsburgh	KYW, 9.3, News	WJAS, +3.5, Big Band	WGNG, -1.8, AC
Portland,OR	KDKB-F, 8.5, AOR	KINK-F, +3.9, Rock	WPJB-F, -1.8, Rock
Providence	KDKA, 19.8, MOR	WHJY-F, +3.2, AOR	WCOZ-F, -1.8, AOR
Raleigh	KGON-F, 11.1, AOR	WYYD-F, +4.5, BTFL	WLLE, -4.8, Black
Reading	WLKW-F, 11.9, BTFL	WRNL, +6.5, Country	WRVA, -3.6, MOR
Richmond	WPTF, 14.7, MOR		
	WHUM, 13.6, Country		
	WRVA, 16.6, MOR		

<u>MARKET</u>	<u>12+ LEADER/FORMAT</u>	<u>LARGEST SHARE GAINER</u>	<u>LARGEST SHARE LOSER</u>
Riverside-SB-Ont	KDUO-F, 6.0, BTFL	KDUO-F, +1.5, BTFL	KLAC, -2.7, Country
Roanoke	WPVR-F, 17.8, BTFL		
Rochester	WEZO-F, 16.9, BTFL	WMJQ-F, +3.3, AOR	WBBF, -3.5, Contemp
Sacramento	KZAP-F, 12.0, AOR	KSFM-F, +1.7, Rock	KFBK, -1.7, News
		KPOP-F, +1.7, Black	
St. Louis	KMOX, 21.8, News/Talk	KSD, +2.7, Country	KXOK, -1.8, Country
Salinas-Seaside	KDON-F, 11.6, Rock	KDON-F, +3.2, Rock	KLRB-F, -3.4, AOR
		KSJO-F, +3.2, AOR	
Salt Lake City	KSL, 10.5, MOR	KALL, +2.7, Country	KCPX, -3.1, Contemp
San Antonio	KTFM-F, 11.0, Rock	KISS-F, +3.8, AOR	KONO, -4.0, AC
San Diego	KGB-F, 8.2, AOR	XHRM-F, +3.0, Rock	KGB, -2.6, Rock
San Francisco	KGO, 8.4, News/Talk	KMEL-F, +1.5, AOR	KSFX-F, -1.0, Rock
San Jose	KGO, 8.8, News/Talk	KSJO-F, +2.3, AOR	KEEN, -1.9, Country
Seattle	KIRO, 9.5, News/Talk	KBLE-F, +5.3, Rock	KJR, -2.4, Rock
Shreveport	KOKA, 13.1, Black	KDKS-F, +11.1, AOR	KEEL, -4.7, Contemp
Spokane	KXLY-F, 11.9, BTFL	KXLY-F, +3.5, BTFL	KJRB, -2.0, Rock
Springfield,MA	WHYN-F, 12.5, BTFL	WTIC-F, +2.3, Rock	WMAS-F, -2.8, Rock
Stockton	KRAK, 9.6, Country	KOSO-F, +3.1, Rock	KHOP-F, -2.3, Rock
			KWG, -2.3, Country
Syracuse	WSYR-F, 13.8, AOR	WFBL, +5.0, Big Band	WOLF, -3.4, Rock
Tampa-SP	WRBQ-F, 9.7, Rock	WRBQ-F, +4.2, Rock	WWBA-F, -2.2, BTFL
Toledo	WLQR-F, 12.9, BTFL	WKLR-F, +3.3, Country	WOHO, -4.5, AC
Tucson	KCUB, 12.4, Country	KXEW, +5.5, Spanish	KCEE, -2.9, AC/Oldies
Tulsa	KVOO, 15.4, Country	KWEN-F, +7.5, Country	KRMG, -6.3, MOR
Washington	WMAL, 10.6, MOR	WDC-F, +2.4, AOR	WRQX-F, -3.4, Rock
West Palm Beach	WEAT-F, 13.0, BTFL	WPOM, +5.8, Black	WIRK-F, -5.6, Country
Wichita	KEYN-F, 15.5, Rock	KEYN-F, +4.3, Rock	KICT-F, -5.6, AOR
Wilmington, DE	WSTW-F, 11.6, Rock	WMMR-F, +4.9, AOR	WILM, -4.4, News
Worcester	WSRS-F, 15.4, BTFL	WNEB, +3.0, Big Band	WSRS-F, -3.6, BTFL
York	WSBA, 13.7, Talk	WRKZ-F, +4.0, Country	WHVR, -3.7, MOR
Youngstown	WBBW, 13.7, Talk	WSRD-F, +3.8, AOR	WYFM-F, -2.5, Rock

SECTION B

ARBITRON INDIVIDUAL MARKET REPORTS

NOTE: Following the "definitions" pages the regular Arbitron market reports can be found in alphabetical order.

DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

NOTE: Please read these pages carefully. It will increase your understanding of the Individual Market Reports if you are familiar with the methodology used.

The best way to explain the Individual Market Reports is to take one market and go through the report step-by-step. We will use the Milwaukee report for Spring 1981.

Market # 27; ADI # 28  
Revenue Rank # 25  
Income Rank # 19  
APR 17.1  
SMSA Pop: 1,408,100  
CSI: 12.3 Bil (# 25)

Milwaukee is the 27th largest market in the nation. This is based on market rankings listed in SRDS and generally coincides with the government's Standard Metropolitan Statistical Area (SMSA). The SMSA population figures are for total persons. In some instances (Seattle-Tacoma, Norfolk, New England markets) I had to make my own estimates to adjust to the Arbitron Metro.

The Revenue and Income rankings are based on FCC data for 1978 which is the latest available as of February 1981. The rankings are based on the income and revenue for all stations in each market.

The APR is the Average Person Rating. The APR indicates the percentage of the 12+ Metro population which is using radio from 6AM-Midnight, Mon-Sun (the Broadcast Week). The APR is roughly comparable to television's Persons Viewing Television (PVT) figures. Milwaukee's 17.1 APR is quite high; the mean APR for all rated markets is about 15.9.

CSI stands for Consumer Spendable Income. In 1981 the people of Milwaukee had about 12.3 billion dollars (this figure is always in billions) to spend after taxes were deducted. This ranks Milwaukee 25th in the nation.

Revenue : \$18,082,883  
Income : \$ 2,331,151  
% Rev Gain: -1.2  
Stations: 29/32  
Diaries: 1374/1025:1  
CSI HH: 24.5 M (# 33)

In 1979 the stations of Milwaukee grossed about \$18,000,000 after commissions paid to agencies. Total pre-tax income was over 2.3 million. Revenue decreased by 1.2% when compared with the previous year.

There were 29 stations listed in the Milwaukee rating book. The next figure (32) is the number of Milwaukee metro stations which reported their revenue figures to the FCC. Only rarely are these numbers the same because of outside stations whose audience in the market qualifies them for listing in the rating book. Also some stations home to the Milwaukee metro may not have an audience large enough to qualify them for a listing in the rating book.

1374 usable diaries were returned from the Milwaukee metro. There was one diary for each 1025 citizens.

CSI HH means Consumer Spendable Income per household. The Milwaukee figure is \$24,500 which ranks Milwaukee 33rd in the nation.

National Rev: \$3,888,627  
 Nat Rev per Cap: \$2.74  
 Tot Rev per Cap: \$12.75  
 Tot Inc per Cap: \$1.64  
 Profit Margin: 12.9%  
 Retail \$: 5.9 Bil (# 31)

The Milwaukee stations received about \$3.9 million dollars in national and regional revenue during 1979. This works out to \$2.74 per capita. Total income per capita and total revenue per capita were calculated by dividing the respective dollar figures by the metro population. The resulting figures allow me to compare the profitability of markets which differ greatly in size.

The profit margin is calculated by dividing the market's income by total revenue.

Total retail dollars spent in 1981 are estimated at 5.9 billion dollars. This ranks Milwaukee # 31 in the U.S.

12+ METRO 1/4/SHARE	O/N	A/M	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WEZW-F 252/11.4	11.8	12.0	10.3	12.5	1. WTMJ 284	1. WISN 4934/33.2	

All of the figures in this section are based on the Broadcast Week (Mon-Sun, 6AM-MID). The audience figures are in hundreds. The ratings and shares are of course percentages.

WEZW-F has 25,200 listeners per quarter hour in the metro. This represents an 11.4% share during Spring 1981. WTMJ leads the Total Survey Area with an average of 28,400 12+ listeners per quarter hour. WISN leads the Milwaukee TSA in weekly cume with an estimated 493,400 listeners. 33.2% of the 12+ population of the Milwaukee metro are estimated to be listening to WISN for five minutes or more during a given week.

If a station is simulcasting this symbol (+) will appear next to the call letters everywhere the station is listed. Whether I labeled the simulcasting station as AM or FM depended upon which received the greatest amount of listenership.

12+ FM SHARE (METRO): 58.61% (1222 of 2085) (A/M 80: 54.82)

These figures show how well FM radio is doing in the market - at least as far as listening levels are concerned. To calculate these figures I simply added up the Mon-Sun, 6AM-MID, quarter hour numbers of all listed stations and divided it into the total numbers for FM stations. There is, of course, listening to stations which do not qualify for a listing in the Arbitron report for the market. However, by definition this amount of listening is small and it should not significantly affect the percentages.

The six tables directly below the FM percentages show the leaders in Teens, 18-34, 18-49, 25-54, 35-64 and 12+ TSA morning drive. The rankings are based on 1/4 HR AVG, Broadcast Week. All are Metro with the exception of AMD. The number of stations listed depends upon the size of the market. In some cases fewer stations were listed than there was room for. This was done where there was a huge difference between the listed stations and the next ranking station. My agreement with Arbitron does not allow me to publish actual numbers. Ties for the last position were generally broken by considering the station with the largest cume audience.

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	132 (2)	538 (5)	670 (7)	32.1

This table is based on the Broadcast Week, 1/4 HR AVG, 12+ Metro. The table includes every format in the market and every station in the Metro. In Milwaukee 13,200 people are listening to the two AM stations programming the format. 32.1% of radio listening is to stations programming various types of rock or contemporary formats.

MILWAUKEE ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. WTMJ	1. WISN	1. WLUM-F	WAWA	1590 West Allis	.6

For those markets with an ADI section the above tables are included. The ADI rankings are based on Mon-Sun, 6A-MID. The exclusive cume rankings show the stations which have the greatest number of 12+ listeners who listen to that station only during an entire week. This is based on the Metro Survey Area.

The "Other Rated Stations" column show the frequency and 12+ Metro share for all stations which are not listed in the 12+ Metro 1/4/SHARE table. This listing will also be found in the Individual Market Reports which do not have an ADI section.

WISN, 1130, 50 KW/10 KW (DA-N), AC/MOR ABC-I, \$92.50 (Katz) Hearst

WISN has a frequency of 1130. The station has a daytime power authorization of 50,000 watts. The nighttime authorization is 10,000 watts with a directional signal. The directionality is listed as follows:

- DA - directional daytimer DA-N - directional at night
- DA-1 - directional day and night - 1 pattern
- DA-2 - directional day and night - 2 patterns

WISN programs an Adult Contemporary/MOR format. Its network affiliation is ABC Information. The network listing is based on information in the Arbitron report. WISN is represented nationally by Katz. The station is owned by Hearst, a group owner.

The spot rate is based upon an 18 spot per week schedule with equal distribution in AMD, PMD MID and EVE. TAP plans were used only if the spots could be equally distributed. In many cases the rate listed does not appear on the station's rate card. This is because I calculated an average rate for the four dayparts.

Calculating a rate is becoming very difficult because so many stations have withdrawn their rates from SRDS. Often I had to make an estimate based on a past rate projected to the present. I have indicated these stations with an \* immediately following the rate.

The FM description differs from AM in that the Height Above Average Terrain (HAAT) is listed. Syndicators and/or consultants are listed immediately following the format.

Some markets would not fit on one page. The information for these markets can be found on the continuation pages which follow the Youngstown report.

SPECIAL NOTE: I have added several new features to this edition of American Radio.

1. Note the spot rate for each station in the Individual Market Reports. If the rate is followed by a \* it means that I have to estimate the station's rate. You will not that I had to do this quite often. The reason is that many stations have withdrawn their rates from SRDS. Also some stations make it impossible to calculate separate rates for their co-owned AM/FM stations. I believe that my estimates are close in most cases but I can not guarantee their accuracy.
2. RETAIL SALES% This new feature shows the relationship between local radio sales and total retail sales in each market. I calculated it by dividing local radio sales by local retail sales. The results are quite interesting.
3. STANDARD ERROR This feature is based upon Arbitron's new method of estimating the reliability of their ratings. For this edition I only carries the process out through the first step. In subsequent editions I may also calculate confidence intervals. The figure was calculated by using the 6AM-12MID, 12+ rating. More details on this process in the Spring 82 edition of American Radio.

AKRON

Market # 61  
 Revenue Rank # 70  
 Income Rank # 51  
 APR 14.7  
 SMSA Pop: 653,900  
 CSI: 5.2 Bil (# 63)

Revenue : \$7,461,454  
 Income : \$ 500,953  
 % Rev Gain: 4.2%  
 Stations: 29/8  
 Diaries: 1049/623:1  
 CSI HH: 22.6 M (# 92)  
 Standard Error: .568

National Rev: \$1,649,637  
 Nat Rev per Cap: \$2.52  
 Tot Rev per Cap: \$11.41  
 Tot Inc per Cap: \$ .77  
 Profit Margin: 6.7%  
 Retail \$: 2.8 Bil (# 64)  
 Retail Sales %: .232

12+ METRO 1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	80	80	79		
1. WMMS-F 100/12.5	12.7	12.5	12.3	11.4	1. WMMS-F 164	1. WMMS-F 2258/26.2
2. WAKR 86/10.7	10.7	13.7	14.9	14.5	2. WAKR 91	2. WAKR 1758/28.4
3. WSLR 57/ 7.1	6.9	5.7	5.6	6.5	3. WGCL-F 83	3. WGAR 1710/17.2
4. WAEZ-F 50/ 6.2	6.8	7.4	5.9	6.5	4. WDBN-F 82	4. WGCL-F 1496/16.1
5. WGCL-F 48/ 6.0	8.1	6.3	5.7	5.2	5. WSLR 79	5. WWWM-F 1318/15.7
6. WWWM-F 45/ 5.6	4.1	4.7	2.8	4.2	6. WGAR 72	6. WSLR 1291/16.4
7. WGAR 39/ 4.9	4.2	4.0	4.8	5.5	7. WWWM-F 63	7. WZZP-F 1183/13.9
8. WZZP-F 37/ 4.6	5.2	5.2	4.6	5.3	8. WAEZ-F 62	8. WDBN-F 1091/ 7.6
9. WDBN-F 32/ 4.0	2.0	3.4	5.2	5.0	9. WHBC-F 57	9. WWWE 966/ 6.3
10. WDOK-F 28/ 3.5	3.6	3.5	3.6	2.6	10. WZZP-F 52	10. WAEZ-F 846/10.9

12+ FM SHARE (METRO): 66.84% (504 of 754) (O/N 80: 66.14%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WAKR	1. WAKR	1. WAKR
2. WGCL-F	2. WWWM-F	2. WWWM-F	2. WSLR	2. WSLR	2. WMMS-F
	3. WZZP-F	WAKR	3. WMMS-F	3. WAEZ-F	3. WSLR
	4. WGAR	4. WGAR	4. WGAR	4. WDBN-F	4. WGAR

OTHER RATED STATIONS/METRO SHARE

WCUE 1150	Cuyahoga Falls	2.6	WKSW-F 99.5	Cleveland	3.2
WHLO 640		2.2	WOOS-F 106.9	Canton	.4
WKDD-F 96.5		1.9	WQAL-F 104.1	Cleveland	1.9
WKNT 1520	Kent	1.1	WQXK-F 105.1	Salem	1.2
WNIR-F 100.1	Kent	3.5	WSRD-F 101.1	Youngstown	.4
WCLV-F 95.5	Cleveland	.9	WTOF-F 98.1	Canton	.6
WDJQ-F 92.5	Alliance	.7	WWWE 1100	Cleveland	1.2
WDMT-F 107.9	Cleveland	2.9	WYFM-F 102.9	Sharon	.4
WHBC-F 94.1	Canton	.6	WZAK-F 93.1	Cleveland	1.9
			WHK 1420	Cleveland	1.2

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		260 (9)	260 (9)	34.5
COUNTRY	86 (4)	64 (3)	150 (7)	19.9
MOR/AC	143 (3)		143 (3)	19.0
BTFL MUSIC		130 (5)	130 (5)	17.2
BLACK/URBAN		38 (2)	38 (2)	5.0
BIG BAND	21 (1)		21 (1)	2.8
CLASSICAL		7 (1)	7 (1)	0.9
RELIGION		5 (1)	5 (1)	0.7
			754 (29)	

RADIO STATIONS

WAKR, 1590, 5 KW (DA-N), MOR , \$50.00\* (Mc-Guild) Group One  
 WSLR, 1350, 5 KW (DA-1), COUNTRY , \$44.25 (Katz) Welcome Radio  
 WAEZ-F, 97.5, 50 KW @ 500, BTFL MUS (Schulke) , \$30.00\* (Mc-Guild) Group One

All other stations - see Cleveland and Canton

TV STATIONS WAKR Akron 23 ABC, Group One

NEWSPAPER Akron Beacon Journal E 161,747



ALBANY-SCHENECTADY-TROY

Market # 53; ADI # 49  
 Revenue Rank # 55  
 Income Rank # 79  
 APR 17.1  
 SMSA Pop: 793,000  
 CSI: 6.5 Bil (# 48)

Revenue : \$9,900,088  
 Income : \$ 350,936  
 % Rev Gain: +12.0  
 Stations: 20/20  
 Diaries: 1001/792:1  
 CSI HH: 22.2 M (# 108)  
 Standard Error: .630

National Rev: \$2,738,654  
 Nat Rev per Cap: \$3.45  
 Tot Rev per Cap: \$12.48  
 Tot Inc per Cap: \$ .44  
 Profit Margin: 3.5%  
 Retail \$: 3.5 Bil (# 52)  
 Retail Sales %: .230

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WGY	181/15.8	16.4	16.7	19.6	17.9	1. WGY	311	4244/38.4
2. WPYX-F	113/ 9.9	10.7	6.2	5.2	5.9	2. WPYX-F	136	2140/26.3
3. WROW	110/ 9.6	8.3	10.2	9.7	11.1	3. WFLY-F	132	2080/19.0
4. WTRY	102/ 8.9	8.3	8.4	6.8	7.4	4. WROW-F	128	1837/22.1
5. WQBK	86/ 7.5	6.2	6.2	5.9	8.9	5. WROW	127	1806/19.4
6. WROW-F	80/ 7.0	7.4	10.0	7.1	4.7	6. WGNA-F	117	1587/16.7
7. WFLY-F	75/ 6.5	6.3	7.1	10.2	8.4	7. WTRY	113	1547/15.4
8. WGFM-F	60/ 5.2	3.6	3.8	4.1	4.8	8. WQBK	95	1225/ 8.8
9. WWOM-F	57/ 5.0	4.5	3.9	3.1	2.5	9. WGFM-F	94	1121/14.6
10. WGNA-F	45/ 3.9	5.3	4.3	4.7	4.1	10. WWOM-F	60	1001/11.0

12+ FM SHARE (METRO): 44.55% (478 of 1073) (O/N 80: 45.42%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WPYX-F	1. WPYX-F	1. WGY	1. WGY	1. WGY	1. WGY
2. WFLY-F	2. WTRY	2. WTRY	2. WTRY	2. WROW	2. WROW
3. WTRY	3. WGFM-F	3. WPYX-F	3. WGFM-F	3. WROW-F	3. WTRY
	4. WFLY-F	4. WGFM-F	4. WROW	4. WQBK	4. WFLY-F
	5. WWOM-F	5. WWOM-F	5. WWOM-F	5. WGNA-F	5. WPYX-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	102 (1)	326 (5)	428 (6)	39.9
MOR/AC	222 (4)		222 (4)	20.7
BTFL MUSIC	110 (1)	107 (3)	217 (4)	20.2
COUNTRY	56 (2)	45 (1)	101 (3)	9.4
TALK	86 (1)		86 (1)	8.0
BIG BAND	10 (1)		10 (1)	0.9
RELIGION	9 (1)		9 (1)	0.8
			1073 (20)	

A-S-T ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WGY	1. WGY	1. WGY	WASM-F	102.3	Saratoga Spgs 1.0
2. WPYX-F	2. WTRY	2. WPYX-F	WCSS	1490	Amsterdam 1.4
3. WFLY-F	3. WFLY-F	3. WROW	WHAZ	1330	.8
4. WROW	4. WROW	4. WROW-F	WHRL-F	103.1	1.4
5. WROW-F	5. WPYX-F	5. WTRY	WKAJ	900	Saratoga Spgs 1.1
6. WTRY	6. WGFM-F	6. WGNA-F	WKOL	1570	Amsterdam 1.0
7. WGNA-F	7. WROW-F	7. WFLY-F	WOKO	1460	2.1
8. WQBK	8. WGNA-F	8. WOKO	WPTR	1540	2.8
9. WGFM-F	9. WWOM-F	9. WQBK-F	WQBK-F	103.9	Rensselaer 1.8
10. WWOM-F	10. WPTR	10. WPTR	WMYL	930	Johnstown .9
11. WPTR	11. WQBK				
12. WWSC	12. WOKO				
13. WCKL	13. WQBK-F				
14. WBRK	14. WWSC				
WOKO	15. WUPE-F				

ADI FM SHARE: 45.37% (780 of 1719) (O/N 80: 45.93%)

AM STATIONS

WGY, 810, 50 KW	, MOR	NBC, \$95.00* (Christal)	GE
WOKO, 1460, 5 KW (DA-N)	, COUNTRY	, \$17.50 (PRO)	
WPTR, 1540, 50 KW (DA-1)	, COUNTRY	ABC-I, \$44.80 (Eastman)	Rust
WQBK, 1300, 5 KW (DA-2)	, TALK	ABC-E, \$24.50 (Howard)	
WROW, 590, 5 KW/1 KW (DA-2)	, BTFL/MOR	CBS, \$80.00* (Blair)	Cap Cities
WTRY, 980, 5 KW (DA-N)	, ROCK	MBS, \$42.50* (Mc-Guild)	Great Scott
WWSC, 1450, 1 KW/250 W	, MOR	, \$14.50 (Pates)	(GLENS FALLS)
WCKL, 560, 1 KW (DAYS,DA)	, MOR	, \$ 8.70 (Savalli)	(CATSKILL)
WBRK, 1340, 1 KW	, MOR	CBS, \$14.50 (Savalli)	(PITTSFIELD)

FM STATIONS

WFLY-F, 92.3, 13 KW @ 850	, ROCK	ABC-C, \$48.00 (Eastman)	Rust
WGFM-F, 99.5, 10 KW @ 930	, CONTEMP	Source, \$33.75* (Christal)	GE
WGNA-F, 107.7, 9 KW @ 980	, COUNTRY	RKO, \$27.25 (Torbet)	
WPYX-F, 106.5, 12 KW @ 910	, AOR (Burk-Abr)	MBS, \$42.50* (Mc-Guild)	Great Scott
WQBK-F, 103.9, 3 KW @ 300	, AOR	ABC-F, \$24.50 (Howard)	
WROW-F, 95.5, 9 KW @ 960	, BTFL MUS (Schulke)	, \$80.00* (Blair)	Cap Cities
WWOM-F, 100.9, 3 KW @ 360	, CONTEMP	RKO, \$35.00* (Selcom)	
WUPE-F, 95.9, 710 W @ 560	, CONTEMP	, \$15.00 (Lotus)	(PITTSFIELD)

TV STATIONS

WAST Albany	13	NBC, Viacom
WRGB Schenectady	6	CBS, General Electric
WTEN Albany	10	ABC, Poole

NEWSPAPERS

Schenectady Gazette	M	69,994
Troy Times Record	E	45,599, Harvitz
Albany Times-Union	M	82,207, Hearst
Albany Knickerbocker	E	51,780, Hearst

ALBUQUERQUE

Market # 92  
 Revenue Rank # 66  
 Income Rank # 381  
 APR 16.7  
 SMSA Pop: 448,100  
 CSI: 3.2 Bil (# 95)

Revenue : \$8,119,094  
 Income : \$-1,718,945  
 % Rev Gain: +13.2  
 Stations: 17/16  
 Diaries: 820/546:1  
 CSI HH: 19.9 M (# 221)  
 Standard Error: .693

National Rev: \$2,610,177  
 Nat Rev per Cap: \$5.82  
 Tot Rev per Cap: \$18.11  
 Tot Inc per Cap: \$-3.84  
 Profit Margin: ---  
 Retail \$: 2.0 Bil (# 89)  
 Retail Sales %: .327

12+ METRO	1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
		81	80	80	79						
1. KKJY-F	68/10.6	11.9	15.2	12.7	10.4	1. KOB	97	1. KOB	1812/22.9		
2. KRST-F	65/10.1	7.5	5.4	4.5	6.9	2. KRST-F	91	2. KOB-F	1418/22.3		
3. KOB-F	61/ 9.5	3.9	2.9	5.9	6.2	3. KKJY-F	83	3. KRST-F	1169/17.6		
4. KWXL-F	58/ 9.0	9.5	5.7	4.7	2.8	4. KOB-F	82	4. KFMG-F	1158/20.7		
5. KOB	52/ 8.1	9.2	8.8	10.4	11.8	5. KWXL-F	77	5. KZZX-F	980/16.9		
6. KFMG-F	48/ 7.5	8.0	9.7	8.3	9.5	6. KFMG-F	68	6. KRKE	908/12.3		
7. KZIA	37/ 5.8	4.2	4.1	5.0	6.7	7. KHFM-F	67	7. KKJY-F	838/17.4		
8. KRZY	32/ 5.0	4.7	4.8	7.9	7.3	8. KRKE	56	8. KWXL-F	745/14.3		
9. KZZX-F	31/ 4.8	7.5	5.6	5.6	4.5	KZZX-F	56	9. KQEO	683/15.2		
KQEO	31/ 4.8	5.1	6.5	3.6	4.7	10. KZIA	37	10. KRZY	622/14.2		

12+ FM SHARE (METRO): 59.35% (346 of 583) (O/N 80: 56.08%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA	AMD
1. KWXL-F	1. KRST-F	1. KRST-F	1. KRST-F	1. KKJY-F	1. KOB	
2. KFMG-F	KWXL-F	2. KOB-F	2. KKJY-F	2. KOB	2. KOB-F	
	3. KOB-F	3. KWXL-F	3. KOB-F	3. KZIA	3. KRST-F	
	4. KFMG-F	4. KFMG-F	4. KOB	4. KRZY	4. KKJY-F	

OTHER RATED STATIONS/METRO SHARE

KABQ	1350	4.5	KAMX	1520	3.3	KDAZ	730	.3
KDRM	1150	.8	KHFM-F	96.3	2.3	KKIM	1000	.6
KRKE	610	3.7						

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	52 (2)	137 (3)	189 (5)	32.4
COUNTRY	56 (2)	65 (1)	121 (3)	20.8
MOR/AC	52 (1)	61 (1)	113 (2)	19.4
BTFL MUSIC		68 (1)	68 (1)	11.7
NEWS/TALK	37 (1)		37 (1)	6.4
SPANISH	29 (1)		29 (1)	5.0
CLASSICAL		15 (1)	15 (1)	2.6
RELIGION	6 (2)		6 (2)	1.0
BIG BAND	5 (1)		5 (1)	0.9
			583 (17)	

RADIO STATIONS

KOB , 770, 50 KW (DA-N)	, MOR	NBC, \$46.25* (Christal)	Hubbard
KQEO, 920, 1 KW/500 W (DA-N)	, CONTEMP	ABC-C, \$22.50* (Selcom)	Sunbelt
KRKE, 610, 5 KW (DA-N)	, COUNTRY (Burk-Abr)	ABC-E, \$33.75 (Katz)	Peoria Jrnl Star
KRZY, 1450, 1 KW	, COUNTRY	CBS, \$20.00* (Torbet)	
KZIA, 1580, 10 KW (DAYS)	, NEWS/TALK	ABC-E,ABC-I, \$24.25* (Masla)	
KFMG-F, 107.9, 22 KW @ 4164,	ROCK	, \$28.00 (----)	
KHFM-F, 96.3, 2.5 KW @ 4110,	CLASSICAL	, \$27.75 (CMBS)	
KKJY-F, 100.3, 23 KW @ 4107,	BTFL MUS (Schulke)	, \$39.00* (Blair)	Broadcast Assoc
KOB-F , 93.3, 22 KW @ 4150,	AC	, \$25.25 (Christal)	Hubbard
KRST-F, 92.3, 22 KW @ 4130,	COUNTRY	, \$30.00* (Torbet)	
KZZX-F, 99.5, 22 KW @ 4134,	CONTEMP	RKO, \$34.00* (Selcom)	Sunbelt
KWXL-F, 99.5, 23 KW @ 4130,	AOR (Burk-Abr)	ABC-F, \$48.75 (Katz)	Peoria Jrnl Star

TV STATIONS

KGGM	Albuquerque	13	CBS, Harriscope	KMXN	Albuquerque	13	IND
KOAT	Albuquerque	7	ABC, Pulitzer	KOB	Albuquerque	4	NBC,Hubbard

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

ALLENTOWN-BETH-EASTON

Market # 65  
 Revenue Rank # 75  
 Income Rank # 30  
 APR 17.4  
 SMSA Pop: 641,800  
 CSI: 5.2 Bil (# 60)

Revenue : \$7,075,854  
 Income : \$1,026,678  
 % Rev Gain: 14.3%  
 Stations: 34/17  
 Diaries: 1013/634:1  
 CSI HH: 22.0 M (# 119)  
 Standard Error: .622

National Rev: \$1,074,866  
 Nat Rev per Cap: \$1.67  
 Tot Rev per Cap: \$11.02  
 Tot Inc per Cap: \$1.60  
 Profit Margin: 14.5%  
 Retail \$: 2.7 Bil (# 68)  
 Retail Sales %: .232

					SPG	FAL	A/M	O/N				
12+ METRO	1/4/SHARE	81	80	80	79	12+ TSA 1/4		12+ TSA CUME/MSA		CUME RAT		
1. WLEV-F	115/12.1	13.2	7.7	11.7	7.0	1. WLEV-F	135	1. WLEV-F	1828/28.3			
2. WZZO-F	91/ 9.5	10.1	8.5	8.1	12.4	2. WZZO-F	115	2. WZZO-F	1487/23.0			
3. WQQQ-F	86/ 9.0	8.8	10.5	12.5	12.1	3. WXXW-F	107	3. WXXW-F	1368/17.3			
4. WFMZ-F	85/ 8.9	7.6	10.8	7.7	4.8	4. WQQQ-F	96	4. WQQQ-F	1344/20.2			
5. WXXW-F	81/ 8.5	9.9	10.8	9.1	10.8	5. WFMZ-F	87	5. WAEB	1223/21.3			
6. WAEB	68/ 7.1	8.6	9.1	9.8	8.2	6. WAEB	70	6. WFMZ-F	948/16.3			
7. WSAN	36/ 3.8	3.4	2.4	.6	2.7	7. WOR	58	7. KYW	909/12.5			
8. KYW	33/ 3.5	3.1	3.6	4.6	3.4	8. KYW	47	8. WSAN	735/12.9			
9. WEST	30/ 3.1	3.6	5.4	4.6	4.5	9. WLSH	41	9. WOR	620/ 4.5			
10. WOR	29/ 3.0	1.7	1.3	2.0	1.2	10. WIFI-F	36	10. WKAP	595/10.4			

12+ FM SHARE (METRO): 65.33% (588 of 900) (FAL 80: 63.06%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WZZO-F	1. WZZO-F	1. WLEV-F	1. WLEV-F	1. WXXW-F	1. WLEV-F
2. WLEV-F	2. WLEV-F	2. WZZO-F	2. WXXW-F	2. WQQQ-F	2. WXXW-F
3. WAEB	3. WAEB	3. WXXW-F	3. WAEB	WFMZ-F	3. WAEB
4. WIFI-F	4. WXXW-F	4. WAEB	4. WFMZ-F	4. WLEV-F	4. WFMZ-F

OTHER RATED STATIONS/METRO SHARE

WCRV	1580	Washington	.5	WFLN-F	95.7	Philadelphia	.4
WEEX	1230	Easton	2.8	WIFI-F	92.5	Philadelphia	2.3
WGPA	1100	Bethlehem	1.3	WIOQ-F	102.1	Philadelphia	.9
WHOL	1600	Allentown	.6	WIXL-F	103.7	Newton	.6
WKAP	1320	Allentown	2.6	WMGK-F	102.9	Philadelphia	.6
WLSH	1410	Lansford	1.8	WMMR-F	93.3	Philadelphia	.6
WRNJ	1000	Hackdttstown	.7	WUSL-F	98.9	Philadelphia	.7
WYNS	1150	Lehighon	.8	WVCD-F	97.9	Hazeltown	.5
WABC	770	New York	.4	WWDB-F	96.5	Philadelphia	.5
WBYO-F	107.5	Boyertown	1.6	WWSH-F	106.1	Philadelphia	1.2
WCAU	1210	Philadelphia	.5	WYSP-F	94.1	Philadelphia	2.2
WEAZ-F	101.1	Philadelphia	.7	WZTA-F	105.5	Tamaqua	.3

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	72 (2)	267 (7)	339 (9)	37.7
BTFM MUSIC		194 (5)	194 (5)	21.6
MOR/AC	162 (8)	6 (1)	168 (9)	18.7
COUNTRY	11 (2)	94 (3)	105 (5)	11.7
NEWS/TALK	67 (3)	8 (1)	75 (4)	8.3
RELIGION		15 (1)	15 (1)	1.7
CLASSICAL		4 (1)	4 (1)	0.4
			900 (34)	

RADIO STATIONS

WAEB, 790, 1 KW (DA-2)	, CONTEMP	, \$40.60 (Eastman)	Rust
WEEX, 1230, 1 KW/250 W	, MOR	NBC, \$20.80* (Torbet)	
WEST, 1400, 1 KW/250 W	, MOR (Big Band?)	CBS, \$45.00 (Katz)	Sound Comm
WKAP, 1320, 5 KW/1 KW (DA-2)	, AC	ABC-I, \$18.00 (HNW)	Gulf
WLSH, 1410, 5 KW (DAYS,DA)	, MOR	, \$ 6.00 (----)	(LANSFORD)
WSAN, 1470, 5 KW/500 W (DA-1)	, MOR	, \$11.00 (----)	
WFMZ-F, 100.7, 13 KW @ 870, BTFM MUS	(Schulke)	, \$17.00 (Christal)	

ANAHEIM (ORANGE COUNTY)

SMSA Pop: 2,017,100  
 APR 16.1  
 Revenue Rank # 87  
 Income Rank # 54  
 CSI: 19.5 Bil (# 13)

Revenue : \$ 6,060,238  
 Income : \$ 490,009  
 % Rev Gain: 19.9  
 Stations: 38/8  
 Diaries: 1429/1412:1  
 CSI HH: 25.7 M (# 19)  
 Standard Error: .508

National Rev: \$ 999,075  
 Nat Rev per Cap: \$ .50  
 Tot Rev per Cap: \$ 3.00  
 Tot Inc per Cap: \$ .24  
 Profit Margin: 8.0%  
 Retail \$: 10.2 Bil (# 14)  
 Retail Sales %: .056

NOTE: ANAHEIM (ORANGE COUNTY) IS A PORTION OF THE LOS ANGELES METRO. FOR THIS REPORT ONLY THOSE STATIONS HOME TO ORANGE COUNTY ARE LISTED.

12+ METRO	1/4/SHARE	SPG 81	FAL 80	SPG 80	O/N 79
1. KEZY-F	59/2.2	1.6	1.8	1.6	1.5
2. KWIZ-F	52/2.0	1.3	1.5	.9	1.4
3. KWIZ	43/1.6	1.1	2.1	2.0	2.6
4. KIKF-F	42/1.6	1.6	1.0	.5	.4
5. KYMS-F	30/1.1	1.2	.7	.9	.5
6. KEZY	28/1.1	1.8	2.1	2.3	2.0
7. KOCM-F	12/ .5	1.0	.8	.8	1.0

12+ METRO	CUME/CUME	RAT
1. KEZY-F	1487/9.0	
2. KWIZ	1137/6.9	
3. KEZY	884/5.4	
4. KWIZ-F	850/5.1	
5. KYMS-F	552/3.3	
KIKF-F	552/3.3	
7. KOCM-F	280/1.7	

TEENS	18 - 34	18 - 49	25 - 54	35 - 54	12+ TSA AMD
1. KEZY-F	1. KEZY-F	1. KEZY-F	1. KWIZ-F	1. KWIZ-F	1. KWIZ
2. KEZY	2. KWIZ	2. KWIZ-F	2. KWIZ	2. KIKF-F	2. KEZY-F

RADIO STATIONS

KEZY, 1190, 5 KW/1 KW (DA-N), AOR	, \$50.00* (Roslin)	
KWIZ, 1480, 5 KW/1 KW (DA-2), MOR	, \$40.00* (Torbet)	Davis/Weaver
KEZY-F, 95.9, 2.5 KW @ 330, SOFT AOR	, \$50.00* (Roslin)	
KIKF-F, 94.3, 3 KW @ 245, COUNTRY	, \$32.00 (PRO)	
KOCM-F, 103.1, 2 KW @ 300, BTFL MUS	, \$22.00 (Masla)	Donrey
KWIZ-F, 96.7, 3 KW @ 855, AC/BTFL	, \$40.00* (Torbet)	Davis/Weaver
KYMS-F, 106.3, 3 KW @ 130, RELIGION	, \$12.00* (Radio Spot)	SBI

LOS ANGELES (Continued)

KABC	LA	7	ABC, ABC	KNBC	LA	4	NBC, NBC
KBSC	Corona	52	IND, Oak	KNXT	LA	2	CBS, CBS
KCOP	LA	13	IND, Chris Craft	KSCI	San Bern	18	IND
KHJ	LA	9	IND, RKO	KTLA	LA	5	IND, Golden West
KMEX	LA	34	IND, SIN	KTTV	LA	11	IND, Metromedia
KWHY	LA	22	IND, Harriscope/Select TV				

NEWSPAPERS

Long Beach Independent	M	64,709, Knight-Ridder
Long Beach Press Telegram	E	70,704, Knight-Ridder
Los Angeles Times	M	1,024,322
LA Herald-Exam	E	283,710, Hearst
Santa Ana Register	ME	249,392, Freedom

ANCHORAGE

Market # 183  
 Revenue Rank # 125  
 Income Rank # 370  
 APR 15.4  
 SMSA Pop: 180,200  
 CSI: 1.9 Bil (# 145)

Revenue : \$4,176,081  
 Income : \$ -898,020  
 % Rev Gain: -23.3  
 Stations: 11/10  
 Diaries: 578/312:1  
 CSI HH: 32.6 M (# 2)  
 Standard Error: .867

National Rev: \$724,313  
 Nat Rev per Cap: \$4.02  
 Tot Rev per Cap: \$23.17  
 Tot Inc per Cap: \$-4.98  
 Profit Margin: ---  
 Retail \$: 1.2 Bil (# 139)  
 Retail Sales %: .325

12+ METRO 1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	80	80	79		
1. KFQD 38/17.3	19.8	19.7	19.4	18.6	1. KFQD 48	1. KFQD 577/32.1
2. KHAR 27/12.3	12.3	10.5	13.8	14.4	2. KHAR 28	2. KENI 466/24.2
3. KGOT-F 22/10.0	8.5	7.0	3.9	14.0	3. KNIK-F 25	3. KHAR 349/21.4
4. KNIK-F 21/ 9.5	6.1	8.8	5.6	5.1	4. KGOT-F 23	4. KKLTV-F 304/21.0
5. KKLTV-F 19/ 8.6	10.4	12.3	12.5	5.9	5. KENI 22	5. KGOT-F 296/18.8
6. KBCN-F 18/ 8.2	1.9	1.8	3.9	5.1	KYAK 22	6. KYAK 267/14.1
7. KRKN-F 16/ 7.3	8.5	3.5	3.0	1.7	7. KKLTV-F 19	7. KNIK-F 260/16.1
8. KENI 15/ 6.8	10.8	11.0	14.2	14.8	KRKN-F 19	8. KRKN-F 214/13.5
9. KYAK 13/ 5.9	8.0	7.5	6.5	6.8	9. KBCN-F 18	9. KBCN-F 207/13.1
10. KANC 9/ 4.1	3.8	6.1	5.2	5.1	10. KANC 10	KBYR 207/13.9

12+ FM SHARE (METRO): 46.60% (96 of 206) (O/N 80: 35.02%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KKLTV-F	1. KFQD	1. KFQD	1. KFQD	1. KHAR	1. KFQD
2. KENI	2. KGOT-F	2. KGOT-F	2. KHAR	2. KFQD	2. KHAR
3. KGOT-F	3. KBCN-F	3. KHAR	KNIK-F	KNIK-F	3. KYAK

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	53 (2)	53 (3)	106 (5)	51.5
BTFL MUSIC	27 (1)	21 (1)	48 (2)	23.3
COUNTRY	13 (1)	22 (1)	35 (2)	17.0
MOR/AC	17 (2)		17 (2)	8.3
			206 (11)	

RADIO STATIONS

KANC, 1080, 10 KW	, CONTEMP	NBC, \$18.00 (Unirep)
KBYR, 700, 1 KW/500 W	, MOR/AC	CBS, \$14.00* (Roslin)
KENI, 550, 5 KW	, ROCK	ABC-C, \$34.00 (Katz)
KFQD, 750, 50 KW	, CONTEMP/AC	, \$33.25 (Mc-Guild)
KHAR, 590, 5 KW	, BTFL MUS (?)	, \$23.75 (Masla)
KYAK, 650, 50 KW/25 KW (DA-2), COUNTRY		MBS, \$23.50 (----)
KBCN-F, 100.5, 25 KW @ 178, ROCK		, \$13.00* (----)
KGOT-F, 101.3, 26 KW @ -66, COUNTRY (Century 21)		MBS, \$12.00* (----)
KKLTV-F, 103.9, 2.8 KW @ 54, ROCK (TM)		, \$17.13 (Masla)
KNIK-F, 105.5, 3 KW @ 265, BTFL MUS (Bonne)		, \$12.00* (Roslin)
KRKN-F, 102.1, 25 KW @ 385, ROCK		, \$23.50 (----)

TV STATIONS

KENI	Anchorage	2	NBC
KTVA	Anchorage	11	CBS
KIMO	Anchorage	13	ABC

NEWSPAPERS

Anchorage News	M	26,546, McClatchy
Anchorage Times	E	42,215

APPLETON-OSHKOSH

Market # 132  
 Revenue Rank # 129  
 Income Rank # 306  
 APR 15.4  
 SMSA Pop: 295,400  
 CSI: 2.2 Bil (# 124)

Revenue : \$3,881,664  
 Income : \$ -173,824  
 % Rev Gain: +1.9  
 Stations: 24/13  
 Diaries: 715/413:1  
 CSI HH: 22.2 M (# 107)  
 Standard Error: .705

National Rev: \$347,845  
 Nat Rev per Cap: \$1.18  
 Tot Rev per Cap: \$13.14  
 Tot Inc per Cap: \$-.59  
 Profit Margin: ---  
 Retail \$: 1.2 Bil (# 145)  
 Retail Sales %: .307

12+ METRO 1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WHBY 43/11.6	8.8	10.2	1. WIXX-F 110	1. WIXX-F 1722/28.8
2. WIXX-F 38/10.2	8.5	8.6	2. WAPL-F 73	2. WGEE 921/11.7
3. WYTL 35/ 9.4	9.3	9.6	3. WGEE 72	3. WAPL-F 891/20.1
4. WAPL-F 34/ 9.2	9.0	5.9	4. WYTL 43	4. WNAM 868/28.3
WNAM 34/ 9.2	10.6	12.3	WHBY 43	5. WOSH-F 577/16.3
6. WROE-F 28/ 7.5	11.6	10.2	6. WDUZ-F 42	6. WDUZ-F 574/ 5.6
7. WYNE 21/ 5.7	3.6	5.1	7. WNAM 39	7. WHBY 570/22.5
8. WOSH-F 20/ 5.4	5.9	4.0	WROE-F 39	8. WROE-F 515/14.6
9. WGEE 16/ 4.3	3.4	2.9	9. WOSH-F 30	9. WYNE 500/13.9
10. WKAU-F 15/ 4.0	4.4	4.3	WYNE 30	10. WKAU-F 470/13.2

12+ FM SHARE (METRO): 48.27% (167 of 346) (O/N 80: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIXX-F	1. WAPL-F	1. WIXX-F	1. WYTL	1. WHBY	1. WGEE
2. WAPL-F	2. WIXX-F	2. WAPL-F	2. WNAM	2. WYTL	2. WIXX-F
	3. WNAM	3. WNAM	3. WHBY	3. WROE-F	3. WYTL

OTHER RATED STATIONS/METRO SHARE

WAHC-F 96.7		1.9	WFON-F 107.1	Fond du Lac .5
WEMI-F 100.1	Neenah	.8	WISN 1130	Milwaukee .5
WKAU 1050	Kaukauna	2.2	WISS+ 1090	Berlin .8
WVMS 1570		3.2	WMAQ 670	Chicago .8
KFIZ 1450	Fond du Lac	.5	WNBK-F 93.5	New London 1.9
WBKV-F 92.5	West Bend	1.1	WTMJ 620	Milwaukee .5
WDUZ-F 98.5	Green Bay	2.2		

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	42 (2)	114 (5)	156 (7)	45.1
COUNTRY	77 (5)	1 (1)	78 (6)	22.5
MOR/AC	61 (5)	2 (1)	63 (6)	18.2
BTFL MUSIC		40 (3)	40 (3)	11.6
UNKNOWN		7 (1)	7 (1)	2.0
RELIGION		3 (1)	3 (1)	0.9
			346 (24)	

RADIO STATIONS

WHBY, 1230, 1 KW	MOR	CBS, \$16.50 (----)	Woodward
WNAM, 1280, 5 KW/1 KW (DA-1)	CONTEMP	ABC-I, \$17.00 (Masla)	
WYNE, 1150, 5 KW (DA-N)	COUNTRY	ABC-E, \$11.00* (Market 4)	
WYTL, 1490, 1 KW/250 W	COUNTRY	NBC, \$13.00* (HNW)	Midwest Family
WGEE, 1360, 5 KW (DA-N)	COUNTRY	NBC, \$31.00 (Blair)	(GREEN BAY)
WAPL-F, 105.7, 100 KW @ 500,	AOR	, \$17.00 (----)	Woodward
WKAU-F, 104.9, 3 KW @ 750,	ROCK	, \$15.00 (Selcom)	Forward
WOSH-F, 103.9, 2.4 KW @ 330,	ROCK	Source, \$12.00* (HNW)	Midwest Family
WROE-F, 94.3, 3 KW @ 320,	BTFL MUS (Schulke)	, \$10.25 (Lotus)	
WDUZ-F, 98.5, 100 KW @ 1254,	BTFL MUS (FM-100)	, \$21.00 (Mc-Guild)	Laird (GREEN BAY)
WIXX-F, 101.1, 100 KW @ 1828,	ROCK (TM)	ABC-F, \$36.00 (Blair)	(GREEN BAY)

ATLANTA

Market # 17; ADI # 16  
 Revenue Rank # 11  
 Income Rank # 4  
 APR 15.2  
 SMSA Pop: 2,016,900  
 CSI: 16.3 Bil (# 19)

Revenue : \$36,383,339  
 Income : \$ 9,857,490  
 % Rev Change: +9.3  
 Stations: 21/35  
 Diaries: 1705/1183:1  
 CSI HH: 23.3 M (# 65)  
 Standard Error: .464

National Rev: \$9,637,064  
 Nat Rev per Cap: \$4.78  
 Tot Rev per Cap: \$18.04  
 Tot Inc per Cap: \$4.89  
 Profit Margin: 27.1%  
 Retail \$: 8.4 Bil (# 17)  
 Retail Sales %: .377

12+ METRO 1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	80	80	79		
1. WZGC-F	328/12.6	10.6	10.4	10.5	11.1	1. WZGC-F 5551/25.4
2. WVEE-F	268/10.3	8.9	8.0	11.9	7.6	2. WSB 5073/24.0
3. WSB	264/10.2	10.5	10.2	12.1	11.7	3. WQXI-F 4039/19.8
4. WKLS-F	225/ 8.7	10.7	6.6	8.8	8.2	4. WKLS-F 3652/14.8
5. WQXI-F	223/ 8.6	8.9	10.4	8.2	10.5	5. WVEE-F 3329/16.6
6. WLTA-F	181/ 7.0	7.4	6.7	4.2	5.0	6. WPCH-F 2917/12.5
7. WPLO	143/ 5.5	6.5	5.1	4.5	5.1	7. WKHX-F 2747/10.7
8. WPCH-F	138/ 5.3	6.1	6.8	7.1	7.3	8. WGST 2386/13.3
9. WKHX-F	137/ 5.3	3.5	2.7	3.0	2.2	9. WPLO 2183/11.4
10. WGST	129/ 5.0	4.4	5.0	3.8	5.3	10. WLTA-F 2153/10.4
11. WSB-F	98/ 3.8	4.3	6.0	4.1	5.7	11. WSB-F 1871/ 8.9
12. WAOK	77/ 3.0	2.2	3.7	3.6	3.4	12. WAOK 1563/ 9.1

12+ FM SHARE (METRO): 66.60% (1613 of 2422) (O/N 80: 62.91%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WZGC-F	1. WQXI-F	1. WZGC-F	1. WLTA-F	1. WSB	1. WSB
2. WKLS-F	2. WVEE-F	2. WQXI-F	2. WZGC-F	2. WPLO	2. WZGC-F
3. WVEE-F	3. WZGC-F	3. WVEE-F	3. WQXI-F	3. WPCH-F	3. WQXI-F+
	4. WKLS-F	4. WKLS-F	4. WSB	4. WLTA-F	4. WKLS-F+
	5. WLTA-F	WLTA-F	5. WVEE-F	5. WGST	5. WPLO

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	8 (1)	776 (3)	784 (4)	32.4
MOR/AC	312 (2)	181 (1)	493 (3)	20.4
BLACK/URBAN	87 (2)	268 (1)	355 (3)	14.7
COUNTRY	143 (1)	152 (2)	295 (3)	12.2
BTFL MUSIC		236 (2)	236 (2)	9.7
NEWS/TALK	176 (2)		176 (2)	7.3
RELIGION/GOSPEL	41 (2)		41 (2)	1.7
CLASSICAL	22 (1)		22 (1)	0.9
BIG BAND	20 (1)		20 (1)	0.8
			<u>2422 (21)</u>	



ATLANTA ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WZGC-F	1. WZGC-F	1. WVEE-F	WCHK-F	105.5	Canton .6
2. WSB	2. WSB	2. WSB	WGKA	1190	.8
3. WVEE-F	3. WQXI-F	3. WZGC-F	WIGO	1340	.4
4. WKLS-F	4. WKLS-F	4. WPLO	WJYI	1080	Marietta .8
5. WQXI-F	5. WVEE-F	5. WAOK	WKLS	970	.3
6. WLTA-F	6. WPCH-F	6. WQXI-F	WQXI	790	1.8
7. WPCH-F	7. WKHX-F	7. WGST	WRNG	680	1.8
8. WKHX-F	8. WGST	8. WKLS-F	WXLL	1310	Decatur .3
9. WPLO	9. WPLO	9. WLTA-F	WYZE	1480	1.2
10. WGST	10. WLTA-F	10. WKHX-F			
11. WSB-F	11. WSB-F				
12. WAOK	12. WAOK				
13. WFOX-F	13. WQXI				
14. WNGC-F	14. WFOX-F				
15. WQXI	15. WRNG				

ADI FM SHARE: 69.99% (2192 of 3132) (O/N 80: 67.67%)

AM STATIONS

WAOK, 1380, 5 KW (DA-N)	, BLACK	NBN, \$ 42.00* (Selcom)	BENI
WGST, 920, 5 KW/1 KW	, NEWS	MBS, ABC-E, \$ 81.25 (Katz)	Meredith
WPLO, 590, 5 KW (DA-N)	, COUNTRY	ABC-I, \$ 69.00* (Mc-Guild)	Plough
WQXI, 790, 5 KW/1 KW (DA-N)	, CONTEMP/AC	, \$ 50.00* (Blair)	Jeff-Pilot
WRNG, 680, 25 KW/10 KW (DA-N)	, TALK	CBS, \$ 46.50* (MMR)	
WSB, 750, 50 KW	, MOR	NBC, \$125.00* (Christal)	Cox

FM STATIONS

WKHX-F, 101.5, 100 KW @ 900, COUNTRY	, \$ 40.00* (Selcom)	Cap Cities
WKLS-F, 96.1, 100 KW @ 950, AOR (Burk-Abr)	Source, \$ 80.00* (Masla)	Gulf
WLTA-F, 99.7, 100 KW @ 1000, AC/SOFT	, \$101.88* (Eastman)	Susquehanna
WPCH-F, 94.9, 100 KW @ 890, BTFL MUS (Schulke)	, \$103.75 (Katz)	Meredith
WQXI-F, 94.1, 100 KW @ 914, CONTEMP	, \$ 90.00* (Blair)	Jeff-Pilot
WSB-F, 98.5, 100 KW @ 740, BTFL MUS (FM-100)	, \$ 50.00* (Christal)	Cox
WVEE-F, 103.3, 100 KW @ 750, URBAN/DISCO	ABC-F, \$ 80.00* (Mc-Guild)	Plough
WZGC-F, 92.9, 100 KW @ 910, CONTEMP	ABC-C, \$150.75 (Torbet)	First Media
WFOX-F, 95.5, 100 KW @ 605, COUNTRY	, \$ 16.50 (Southern)	Clarke (ATHENS)
WNGC-F, 97.1, 100 KW @ 540, ROCK	, \$ 11.00 (----)	(GAINESVILLE)

TV STATIONS

WAGA Atlanta 5	CBS, Storer
WANX Atlanta 46	IND, Continental
WATL Atlanta 36	IND
WSB Atlanta 2	ABC, Cox
WTBS Atlanta 17	IND, Turner
WXIA Atlanta 11	NBC, Gannett

NEWSPAPERS

Atlanta Constitution	M	218,807, Cox
Atlanta Journal	E	211,081, Cox

AUSTIN

Market # 76  
 Revenue Rank # 67  
 Income Rank # 27  
 APR 15.5  
 SMSA Pop: 541,900  
 CSI: 4.2 Bil (# 76)

Revenue : \$8,107,865  
 Income : \$1,092,998  
 % Rev Gain: +20.0  
 Stations: 19/16  
 Diaries: 1008/538:1  
 CSI HH: 22.8 M (# 82)  
 Standard Error: .640

National Rev: \$1,428,232  
 Nat Rev per Cap: \$2.64  
 Tot Rev per Cap: \$14.96  
 Tot Inc per Cap: \$2.02  
 Profit Margin: 13.5%  
 Retail \$: 2.8 Bil (# 63)  
 Retail Sales %: .274

12+ METRO 1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	80	80	79		
1. KHFI-F 127/17.8	15.7	12.7	16.7	8.2	1. KHFI-F 134	1. KHFI-F 1395/29.3
2. KASE-F 84/11.8	10.9	13.5	10.6	17.1	2. KASE-F 94	2. KASE-F 1190/21.4
3. KLBJ-F 70/ 9.8	11.2	6.8	7.8	11.2	3. KLBJ-F 75	3. KVET 1040/19.8
4. KVET 55/ 7.7	11.4	11.8	11.6	12.0	4. KVET 64	4. KLBJ 964/18.4
5. KLBJ 45/ 6.3	4.4	6.6	3.0	5.7	5. KLBJ 48	5. KLBJ-F 950/19.2
6. KOKE-F 42/ 5.9	11.0	9.2	8.8	7.6	6. KOKE-F 44	6. KOKE-F 753/15.3
7. KCSW-F 38/ 5.3	5.2	5.2	7.4	5.9	7. KCSW-F 39	7. KTSA 733/ 9.7
8. KMXX-F 35/ 4.9	3.6	1.7	4.0	1.4	8. KMXX-F 35	8. KCSW-F 658/ 9.7
9. KNOW 22/ 3.1	2.2	2.9	1.0	2.7	KTSA 35	9. KNOW 391/ 8.3
10. KTSA 14/ 2.0	3.8	4.7	3.7	4.3	10. KNOW 22	10. KMXX-F 361/ 7.9

12+ FM SHARE (METRO): 69.37% (410 of 591) (O/N 80: 58.40%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KHFI-F	1. KHFI-F	1. KHFI-F	1. KASE-F	1. KVET	1. KHFI-F
	2. KLBJ-F	2. KLBJ-F	2. KHFI-F	2. KASE-F	2. KASE-F
	3. KASE-F	3. KASE-F	KLBJ-F	3. KLBJ	3. KVET
	4. KCSW-F	4. KCSW-F	KVET	4. KOKE-F	4. KOKE-F+

OTHER RATED STATIONS/METRO SHARE

KGTN-F+ 96.7	Georgetown	.9	KELG	1440	Elgin	.4
KIXL 970		1.3	KIXS-F	93.3	Killeen	1.1
KOKE 1370		1.3	KONØ	860	San Antonio	.8
KTAE 1260	Taylor	1.3	WOAI	1200	San Antonio	1.1

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	20 (2)	205 (3)	225 (5)	38.1
COUNTRY	77 (5)	132 (3)	209 (8)	35.4
MOR/AC	67 (2)	38 (1)	105 (3)	17.8
SPANISH		35 (1)	35 (1)	5.9
RELIGION	9 (1)		9 (1)	1.5
NEWS/TALK	8 (1)		8 (1)	1.4
			591 (19)	

RADIO STATIONS

KLBJ, 590, 5 KW/1 KW (DA-N), MOR	CBS, MBS, \$26.00 (Eastman)
KNOW, 1490, 1 KW, AC	ABC-I, \$15.00 (Mc-Guild) Hicks
KVET, 1300, 5 KW/1 KW (DA-2), COUNTRY	MBS, \$56.25 (Katz)
KASE-F, 100.7, 98 KW @ 510, COUNTRY (?)	, \$56.25* (Katz)
KCSW-F, 103.7, 97 KW @ 580, AC	ABC-F, \$26.00 (Mc-Guild) Hicks
KHFI-F, 93.3, 1.3 KW @ 418, ROCK	RKO, \$35.00 (Torbet)
KLBJ-F, 93.7, 100 KW @ 1057, AOR	, \$32.50 (Eastman)
KOKE-F, 95.5, 10 KW @ 265, COUNTRY	, \$34.20 (Selcom)
KMXX-F, 102.3, 741 W @ 550, SPANISH/BLACK	, \$ 9.00 (Savalli)

TV STATIONS

KTBC	Austin	7	CBS, Times-Mirror
KTVV	Austin	36	NBC, LIN
KVUE	Austin	24	ABC, Detroit News

NEWSPAPERS

Austin Amer-Statesman	ME	127,078, Cox
Austin Citizen	E	14,742

BAKERSFIELD

Market # 101  
 Revenue Rank # 104  
 Income Rank # 291  
 APR 17.3  
 SMSA Pop: 395,400  
 CSI: 2.7 Bil (# 109)

Revenue : \$ 5,039,273  
 Income : \$ - 140,040  
 % Rev Gain: - 7.3  
 Stations: 37/20  
 Diaries: 1001/395:1  
 CSI HH: 19.9 M (# 223)  
 Standard Error: .715

National Rev: \$ 1,426,782  
 Nat Rev per Cap: \$ 3.61  
 Tot Rev per Cap: \$ 12.74  
 Tot Inc per Cap: \$ -.35  
 Profit Margin: —  
 Retail \$: 1.8 Bil (# 95)  
 Retail Sales %: .226

12+ METRO 1/4/SHARE	SPG	FAL	SPG
	81	80	80
1. KUZZ	82/14.1	17.8	16.9 15.6
2. KKXX-F	61/10.5	10.6	11.4 13.4
3. KWAC	56/ 9.6	5.9	5.1 2.9
4. KXEM	34/ 5.9	1.6	--- 2.4
5. KGFM-F	30/ 5.2	7.0	9.0 5.1
KERN	30/ 5.2	6.1	9.2 9.3
7. KGEO	29/ 5.0	2.0	2.7 4.1
8. KLYD-F	19/ 3.3	4.7	5.8 4.1
9. KLOS-F	16/ 2.8	1.3	2.4 1.0
KAFY	16/ 2.8	5.2	5.1 3.9

12+ CUME/CUME RATING

1. KUZZ	779/23.2
2. KKXX-F	710/21.1
3. KERN	540/16.1
4. KGFM-F	409/12.2
5. KGEO	406/12.1
6. KWAC	386/11.5
7. KAFY	340/10.1
8. KPMC	261/ 7.8
9. KLYD-F	216/ 6.4
10. KHIS-F+	205/ 6.1

TSA AND METRO ARE THE SAME.

12+ FM SHARE (METRO): 37.09% (197 of 531) (FAL 80: 39.72%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KKXX-F	1. KKXX-F	1. KUZZ	1. KUZZ	1. KUZZ	1. KUZZ
2. KERN	2. KWAC	2. KWAC	2. KWAC	2. KWAC	2. KWAC
	3. KUZZ	KKXX-F	3. KXEM	3. KGFM-F	3. KKXX-F

OTHER RATED STATIONS/METRO SHARE

KCHJ	1010	Delano	.7	KFAC-F	92.3	Los Angeles	.7
KDOL	1340	Mojave	.5	KFI	640	Los Angeles	.5
KHIS-F+	96.5		1.9	KFRE	940	Fresno	.3
KLOA	1240	Ridgecrest	2.6	KFYE-F	93.7	Fresno	.5
KMGN-F	97.7	Shafter	2.2	KGO	810	San Francisco	.3
KNTB	1350		1.5	KMET-F	94.7	Los Angeles	1.0
KPMC	1560		1.9	KMJ	580	Fresno	.9
KTKR	1310	Taft	.9	KMPC	710	Los Angeles	1.2
KVLI	1140	Lake Isabella	.9	KNX	1070	Los Angeles	.9
KZIQ	1360	Ridgecrest	1.4	KNX-F	93.1	Los Angeles	1.4
KZIQ-F	92.7	Ridgecrest	.3	KOST-F	103.5	Los Angeles	1.4
KBIG-F	104.3	Los Angeles	.7	KRTH-F	101.1	Los Angeles	1.2
KBOS-F	94.9	Tulare	.9	XTRA	690	Tijuana	.5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	46 (2)	115 (8)	161 (10)	30.3
COUNTRY	102 (5)		102 (5)	19.2
MOR/AC	67 (6)	26 (2)	93 (8)	17.5
SPANISH	90 (2)		90 (2)	16.9
BTFL MUSIC		44 (4)	44 (4)	8.3
NEWS/TALK	21 (4)		21 (4)	4.0
RELIGION	3 (1)	8 (1)	11 (2)	2.1
OTHERS/UNKNOWN	5 (1)		5 (1)	0.9
CLASSICAL		4 (1)	4 (1)	0.8
			531 (37)	

RADIO STATIONS

KAFY, 550,	1 KW (DA-N)	, OLDIES/CONTEMP	, \$20.00 (Mc-Guild)
KERN, 1410,	1 KW	, ROCK	ABC-C, \$20.50* (MMR) Cleveland Outdoor
KGEO, 1230,	1 KW/250 W	, AC	NBC, \$12.00* (Selcom)
KUZZ, 970,	1 KW (DA-2)	, COUNTRY	, \$32.55 (Christal) Buck Owens
KWAC, 1490,	1 KW/250 W	, SPANISH	, \$16.00 (Lotus)

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

BALTIMORE

Market # 14; ADI # 19  
 Revenue Rank # 19  
 Income Rank # 9  
 APR 16.7  
 SMSA Pop: 2,174,000  
 CSI: 17.2 Bil (# 17)

Revenue : \$ 26,828,348  
 Income : \$ 4,438,418  
 % Rev Gain: 4.9  
 Stations: 32/32  
 Diaries: 1786/1217:1  
 CSI HH: 22.8 M (# 85)  
 Standard Error: .469

National Rev: \$ 7,539,232  
 Nat Rev per Cap: \$ 3.47  
 Tot Rev per Cap: \$ 12.34  
 Tot Inc per Cap: \$ 2.04  
 Profit Margin: 16.5%  
 Retail \$: 9.3 Bil (# 16)  
 Retail Sales %: .245

12+ METRO	1/4/SHARE	SPG	WIN	O/N	12+ TSA 1/4	12+ TSA CUME/MSA	CUME	RAT
		81	81	80				
1. WBAL	386/12.6	9.5	11.2	11.0	1. WBAL	403	1. WBAL	4426/22.7
2. WIYY-F	298/ 9.7	8.3	8.7	9.9	2. WIYY-F	311	2. WIYY-F	3494/17.8
3. WLIF-F	259/ 8.5	7.8	6.7	8.9	3. WLIF-F	283	3. WLIF-F	3344/16.4
4. WPOC-F	186/ 6.1	6.3	7.7	6.0	4. WPOC-F	216	4. WCBM	3215/16.2
5. WXYV-F	178/ 5.8	7.7	6.2	6.2	5. WXYV-F	210	5. WBSB-F	3068/15.3
6. WBSB-F	176/ 5.8	4.9	4.7	3.9	6. WBSB-F	202	6. WFBR	2666/14.3
7. WCBM	161/ 5.3	6.6	5.5	5.9	7. WCBM	168	7. WPOC-F	2656/12.2
8. WMAR-F	119/ 3.9	4.8	5.3	4.6	8. WMAR-F	125	8. WXYV-F	2628/13.2
9. WFBR	118/ 3.9	5.6	3.8	4.0	9. WFBR	119	9. WCAO	2457/12.2
10. WITH	104/ 3.4	2.4	.9	1.2	10. WITH	105	10. WMAR-F	1687/ 8.7
11. WWIN	99/ 3.2	3.8	3.6	3.9	11. WCAO	102	11. WWIN	1521/ 8.3
12. WCAO	94/ 3.1	3.4	4.0	4.2	12. WWIN	99	12. WITH	1411/ 7.6

12+ FM SHARE (METRO): 57.80% (1608 of 2782) (O/N 80: 58.21%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIYY-F	1. WIYY-F	1. WIYY-F	1. WCBM	1. WBAL	1. WBAL
2. WBSB-F	2. WXYV-F	2. WXYV-F	2. WBAL	2. WLIF-F	2. WCBM
3. WWIN	3. WBSB-F	3. WCBM	3. WPOC-F	3. WPOC-F	3. WIYY-F
4. WXYV-F	4. WCBM	4. WBSB-F	4. WLIF-F	4. WCBM	4. WFBR
5. WWDC-F	5. WPOC-F	5. WPOC-F	5. WXYV-F	5. WITH,WFBR	5. WPOC-F

FORMATS

	AM	FM	TOTAL	%
MOR/AC	795 (5)	76 (3)	871 (8)	31.3
ROCK/AOR/CONTEMP		697 (8)	697 (8)	25.1
BLACK/URBAN	189 (3)	196 (2)	385 (5)	13.8
BTFL MUSIC		406 (4)	406 (4)	14.6
COUNTRY	13 (1)	186 (1)	199 (2)	7.2
BIG BAND	104 (1)		104 (1)	3.7
NEWS/TALK	62 (2)		62 (2)	2.2
RELIGION	11 (1)	47 (1)	58 (2)	2.1
			2782 (32)	

BALTIMORE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. WBAL	1. WBAL	1. WBAL	WAYE 860	.4
2. WIYY-F	2. WIYY-F	2. WXYV-F	WBKZ-F 95.9 Glen Burnie	1.0
3. WLIF-F	3. WLIF-F	3. WIYY-F	WEBB 1360	1.3
4. WPOC-F	4. WCBM	4. WPOC-F	WKTK-F 105.7 Catonsville	.7
5. WXYV-F	5. WBSB-F	5. WLIF-F	WNAV-F 99.1 Annapolis	.5
6. WBSB-F	6. WFBR	6. WCBM	WRBS-F 95.1	1.5
7. WCBM	7. WXYV-F	7. WWIN	WSID 1010	1.7
8. WMAR-F	8. WPOC-F	8. WBSB-F	WTTR 1470 Westminster	.4
9. WFBR	9. WCAO	9. WITH	WTTR-F 100.7 Westminster	.5
10. WITH	10. WMAR-F	10. WCAO	WYST-F 92.3	1.9
11. WCAO	11. WWIN		WASH-F 97.1 Washington	1.0
12. WWIN	12. WITH		WGAY-F 99.5 Washington	.4
13. WWDC-F	13. WWDC-F		WHUR-F 96.3 Washington	.6
14. WYST-F	14. WYST-F		WJMD-F 94.7 Washington	.4
15. WSID	15. WTOP		WMAL 630 Washington	1.2
			WPGC-F 95.5 Washington	1.1
			WRC 980 Washington	.6
			WRQX-F 107.3 Washington	1.2
			WTOP 1500 Washington	1.5
			WWDC-F 101.1 Washington	2.0

ADI FM SHARE: 59.34% (1775 of 2991)

AM STATIONS

WBAL, 1090, 50 KW (DA-N)	, MOR	ABC-E, \$ 83.75 (Blair)	Hearst
WCAO, 600, 5 KW (DA-1)	, AC	ABC-C, \$ 60.00* (Mc-Guild)	Plough
WCBM, 680, 10 KW/5 KW (DA-2)	, AC	CBS, \$ 95.63 (Katz)	Metromedia
WFBR, 1300, 5 KW (DA-1)	, MOR/AC	NBC, \$ 61.13 (MMR)	
WITH, 1230, 1 KW/250 W	, BIG BAND/NOST (Al Ham)	MBS, \$ 30.00 (HNW)	Beni
WWIN, 1400, 1 KW	, BLACK	NBN, \$ 38.00 (Howard)	
WSID, 1010, 1 KW (DAYS)	, BLACK	SBN, \$ ? ? (UBC)	United

FM STATIONS

WBSB-F, 104.3, 50 KW @ 422, ROCK	ABC-F, \$ 55.00* (Torbet)	Scripps-Howard
WIYY-F, 97.9, 50 KW @ 946, AOR (Burk-Abr)	Source, \$120.00 (Blair)	Hearst
WLIF-F, 101.9, 14 KW @ 961, BTFL MUS (Schulke)	, \$ 77.50* (Christal)	Cox
WMAR-F, 106.5, 50 KW @ 620, BTFL MUS (Bonne)	, \$ 53.75 (Katz)	Abell
WPOC-F, 93.1, 50 KW @ 870, COUNTRY	ABC-I, \$ 85.00 (Eastman)	Nationwide
WXYV-F, 102.7, 50 KW @ 400, DISCO/URBAN	, \$ 80.00* (Mc-Guild)	
WYST-F, 92.3, 20 KW @ 400, ROCK	RKO, \$ 34.00* (UBC)	United

OTHER STATIONS - SEE WASHINGTON

TV STATIONS

WBAL	Baltimore	11	NBC, Hearst
WBFF	Baltimore	45	IND
WJZ	Baltimore	13	ABC, Westinghouse
WMAR	Baltimore	2	CBS, Abell

NEWSPAPERS

Baltimore News American	E	149,092, Hearst
Baltimore Sun	E	167,533, Abell
	M	166,049, Abell

BATON ROUGE

Market # 86  
 Revenue Rank # 79  
 Income Rank # 35  
 APR 15.2  
 SMSA Pop: 482,100  
 CSI: 3.8 Bil (# 86)

Revenue : \$ 6,740,868  
 Income : \$ 875,396  
 % Rev Gain: 23.4%  
 Stations: 16/11  
 Diaries: 1031/468:1  
 CSI HH: 24.0 M (# 43)  
 Standard Error: .616

National Rev: \$ 1,170,036  
 Nat Rev per Cap: \$ 2.43  
 Tot Rev per Cap: \$ 13.98  
 Tot Inc per Cap: \$ 1.82  
 Profit Margin: 13.0%  
 Retail \$: 2.2 Bil (# 83)  
 Retail Sales %: .277

12+ METRO 1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WFMF-F 103/16.5	19.0	18.1	20.6	14.1	1. WYNK-F 144	1. WAFB-F 1965/20.2
2. WYNK-F 89/14.3	13.0	11.1	14.5	12.8	2. WFMF-F 127	2. WFMF-F 1705/28.2
3. WXOK 84/13.5	10.8	11.8	9.4	21.2	3. WAFB-F 108	3. WYNK-F 1675/22.3
4. WQXY-F 65/10.4	10.8	11.1	11.6	11.5	4. WXOK 105	4. WXOK 1052/21.5
5. WAFB-F 46/ 7.4	5.5	6.3	6.4	4.6	5. WQXY-F 83	5. WQXY-F 1033/17.2
6. WTKL 33/ 5.3	5.5	5.5	---	---	6. WYNK 42	6. WJBO 829/16.2
7. WJBO 32/ 5.1	4.2	7.7	7.6	8.2	7. WJBO 36	7. WLCS 684/13.9
8. WIBR 30/ 4.8	4.5	5.8	5.4	6.3	8. WIBR 35	8. WIBR 560/12.0
WLCS 30/ 4.8	6.6	9.9	8.3	7.6	9. WTKL 34	9. WYNK 453/ 8.2
10. WYNK 28/ 4.5	5.2	2.2	4.1	4.1	10. WLCS 33	10. WWL 436/ 5.3

12+ FM SHARE (METRO): 54.26% (312 of 575) (O/N 80: 49.82%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WFMF-F	1. WFMF-F	1. WFMF-F	1. WYNK-F	1. WYNK-F	1. WYNK-F
2. WXOK	2. WXOK	2. WYNK-F	2. WQXY-F	2. WQXY-F	2. WFMF-F
	3. WAFB-F	3. WXOK	3. WXOK	3. WXOK	3. WXOK
	4. WYNK-F	4. WQXY-F	4. WXOK	4. WIBR	4. WAFB-F

OTHER RATED STATIONS/METRO SHARE

WLUX 1550	Baton Rouge	.5	WAJY-F 101.9	New Orleans	.6
WSLG 1090	Donaldsonville	1.1	WTIX 690	New Orleans	.6
WAIL-F 105.3	New Orleans	.8	WWL 870	New Orleans	1.9

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	34 (2)	149 (2)	183 (4)	31.8
COUNTRY	65 (3)	89 (1)	154 (4)	26.8
BLACK	117 (2)	5 (1)	122 (3)	21.2
BTFM MUSIC		69 (2)	69 (2)	12.0
MOR/AC	44 (2)		44 (2)	7.7
RELIGION	3 (1)		3 (1)	0.5
			575 (16)	

RADIO STATIONS

WIBR, 1300, 5 KW/1 KW (DA-N), COUNTRY	NBC, \$19.00 (Katz)
WJBO, 1150, 5 KW (DA-1), MOR/AC	MBS, \$22.50 (Blair) Manship
WLCS, 910, 1 KW (DA-1), ROCK (Burk-Abr)	, \$19.50 (Mc-Guild) Air Waves
WTKL, 1200, 1 KW (DAYS), BLACK (TM)	SBN, \$17.00* (PRO)
WXOK, 1460, 5 KW/1 KW (DA-2), BLACK	NBN, \$24.00 (Selcom) Security
WYNK, 1380, 5 KW (DAYS,DA), COUNTRY	ABC-E, \$19.06* (Torbet)
WAFB-F, 98.1, 100 KW @ 1550, CONTEMP (Drake-Chen)	CBS, \$18.75 (Katz)
WFMF-F, 102.5, 100 KW @ 475, ROCK	ABC-F, \$31.75 (Blair) Manship
WQXY-F, 100.7, 100 KW @ 750, BTFM MUS (Schulke)	, \$19.50 (Mc-Guild) Air Waves
WYNK-F, 101.5, 100 KW @ 403, COUNTRY	ABC-I, \$35.00* (Torbet)

TV STATIONS	Station	Power	Network
	WAFB Baton Rouge	9	CBS
	WRBT Baton Rouge	33	NBC
	WBRZ Baton Rouge	2	ABC, Manship

NEWSPAPERS	Station	Code	Circulation
	Baton Rouge State-Times	E	43,192
	Baton Rouge Advocate	M	76,684

BEAUMONT-PORT ARTHUR-ORANGE

Market # 104  
 Revenue Rank # 92  
 Income Rank # 373  
 APR 14.7  
 SMSA Pop: 383,600  
 CSI: 3.4 Bil (# 92)

Revenue : \$5,665,437  
 Income : \$-1,138,152  
 % Rev Gain: +56.4  
 Stations: 19/19  
 Diaries: 779/492:1  
 CSI HH: 24.1 M (# 41)  
 Standard Error: .684

National Rev: \$1,155,728  
 Nat Rev per Cap: \$3.01  
 Tot Rev per Cap: \$14.77  
 Tot Inc per Cap: \$-2.97  
 Profit Margin: ---  
 Retail \$: 2.1 Bil (# 86)  
 Retail Sales %: .236

12+ METRO 1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	80	80	79		
1. KYKR-F 60/13.0	9.6	12.3	13.2	8.2	1. KYKR-F 77	1. KYKR-F 959/22.9
2. KIOC-F 46/10.0	6.3	4.5	5.5	4.5	2. KIOC-F 59	2. KIOC-F 875/19.2
3. KQXY-F 37/ 8.0	11.0	8.7	10.9	9.6	3. KHYS-F 58	3. KLVI 803/18.1
4. KHYS-F 34/ 7.4	5.6	4.0	3.7	5.1	4. KLVI 52	4. KHYS-F 656/12.4
5. KLVI 33/ 7.2	8.7	13.5	8.9	9.4	5. KQXY-F 46	5. KQXY-F 523/13.4
KZOM-F 33/ 7.2	4.3	6.3	6.7	3.3	6. KZOM-F 43	6. KWIC-F 522/14.4
KZZB-F 33/ 7.2	2.5	6.7	6.5	10.7	7. KWIC-F 35	7. KAYD-F 489/14.5
8. KAYD-F 32/ 7.0	10.1	10.8	4.0	4.9	8. KAYD-F 33	8. KZOM-F 447/10.6
9. KALO 28/ 6.1	8.7	2.5	5.5	6.2	KZZB-F 33	9. KTRH 394/ 9.2
KWIC-F 28/ 6.1	6.7	1.8	5.0	5.3	10. KALO 28	10. KZZB-F 349/11.1

12+ FM SHARE (METRO): 71.10% (305 of 429) (O/N 80: 62.50%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KZZB-F	1. KIOC-F	1. KYKR-F	1. KYKR-F	1. KYKR-F	1. KYKR-F
2. KWIC-F	2. KZOM-F	2. KIOC-F	2. KQXY-F	2. KQXY-F	2. KLVI
3. KHYS-F	3. KYKR-F	3. KAYD-F	KIOC-F	3. KLVI	3. KIOC-F

OTHER RATED STATIONS/METRO SHARE

KAYC 1450	Beaumont .9	KOLE 1340	Port Arthur 1.1
KDLF 1150	Port Neches 2.0	KTXC 1250	Port Arthur 1.3
KEAM 1510	Nederland .4	KODA-F 99.1	Houston .4
KJET 1380	Beaumont 1.3	KTRH 740	Houston 5.2
KOGT 1600	Orange 1.5		

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		140 (4)	140 (4)	32.6
COUNTRY	46 (3)	92 (2)	138 (5)	32.2
BLACK	28 (1)	34 (1)	62 (2)	14.5
BTFM MUSIC		39 (2)	39 (2)	9.1
NEWS/TALK	30 (2)		30 (2)	7.0
MOR/AC	18 (3)		18 (3)	4.2
RELIGION	2 (1)		2 (1)	0.5
			429 (19)	

RADIO STATIONS

KALO, 990, 1 KW (DA-1), BLACK	NBN, \$25.00 (Selcom)	Security
KLVI, 560, 5 KW (DA-N), COUNTRY	ABC-I, \$33.00 (Torbet)	Hicks
KAYD-F, 97.5, 50 KW @ 320, COUNTRY	, \$15.00* (MMR)	Texas Coast
KHYS-F, 98.5, 65 KW @ 380, BLACK	Source, \$16.00 (Howard)	Clear Channel
KIOC-F, 106.1, 100 KW @ 1060, CONTEMP (Century 21)	RKO, \$19.00 (Christal)	
KQXY-F, 94.1, 100 KW @ 645, BTFM MUS (Schulke)	NBC, \$24.00 (Mc-Guild)	Air Waves
KWIC-F, 107.7, 100 KW @ 389, ROCK	ABC-C, \$17.00 (PRO)	
KYKR-F, 93.3, 100 KW @ 500, COUNTRY	, \$33.00 (Torbet)	Hicks
KZOM-F, 104.5, 100 KW @ 440, AOR	, \$10.00 (----)	
KZZB-F, 95.1, 60 KW @ 238, ROCK	NBN, \$20.75 (Selcom)	Security

TV STATIONS

KBMT Beaumont 12 ABC	KFDM Beaumont 6 CBS, Belo
	KJAC Port Arthur 4 NBC, Clay

NEWSPAPERS

Beaumont Enterprise	M	65,281, Jeff-Pilot
Beaumont Journal	E	14,037, Jeff-Pilot
Orange Leader	E	11,275
Port Arthur News	E	26,719, Cox

BIRMINGHAM

Market # 46: ADI # 44  
 Revenue Rank # 42  
 Income Rank # 342  
 APR 14.3  
 SMSA Pop: 850,600  
 CSI: 5.3 Bil (# 56)

Revenue : \$12,234,201  
 Income : \$ -357,586  
 % Rev Gain: +8.1  
 Stations: 22/24  
 Diaries: 1191/715:1  
 CSI HH: 17.9 M (# 297)  
 Standard Error: .537

National Rev: \$2,901,748  
 Nat Rev per Cap: \$3.41  
 Tot Rev per Cap: \$14.38  
 Tot Inc per Cap: \$-4.20  
 Profit Margin: ---  
 Retail \$: 3.5 Bil (# 47)  
 Retail Sales %: .302

12+ METRO	1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA	CUME	RAT
		81	80	80	79				
1. WZZK-F	179/17.7	13.6	7.7	5.5	3.8	1. WZZK-F	281	1. WZZK-F	2964/26.1
2. WKXX-F	106/10.5	12.3	11.1	11.0	13.8	2. WKXX-F	147	2. WKXX-F	2457/23.8
3. WENN-F	71/ 7.0	9.1	11.1	12.4	9.7	3. WAPI-F	112	3. WAPI-F	1586/14.7
4. WQEZ-F	68/ 6.7	3.8	6.1	3.5	6.4	4. WVOK	108	4. WERC	1519/19.0
5. WSGN	61/ 6.0	6.4	8.3	8.3	6.6	5. WQEZ-F	101	5. WVOK	1435/10.6
6. WAPI-F	56/ 5.5	4.7	6.1	6.3	4.3	6. WENN-F	97	6. WSGN	1351/18.1
7. WJLD	50/ 4.9	3.2	2.4	4.5	3.9	7. WQEN-F	94	7. WQEZ-F	1285/12.2
WVOK	50/ 4.9	5.5	5.6	5.3	3.3	8. WSGN	63	8. WENN-F	1258/13.4
9. WATV	47/ 4.6	4.8	5.7	5.0	5.0	9. WDJC-F	59	9. WQEN-F	1124/ 2.5
10. WAPI	46/ 4.5	4.1	3.4	2.4	2.9	10. WERC	50	10. WAPI	976/12.1
11. WERC	44/ 4.3	4.5	5.1	4.8	7.9	WJLD	50	11. WRKK-F	951/ 9.3
12. WDJC-F	38/ 3.7	2.3	4.5	5.0	3.4	12. WAPI	49	12. WDJC-F	943/ 7.7

12+ FM SHARE (METRO): 58.05% (555 of 956) (O/N 80: 56.52%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKXX-F	1. WZZK-F	1. WZZK-F	1. WZZK-F	1. WZZK-F	1. WZZK-F
2. WAPI-F	2. WKXX-F	2. WKXX-F	2. WSGN	2. WQEZ-F	2. WKXX-F
3. WENN-F	3. WENN-F	3. WENN-F	3. WKXX-F	3. WVOK	3. WSGN
	4. WAPI-F	4. WAPI-F	4. WENN-F	4. WSGN	4. WENN-F+
	5. WRKK-F	WSGN	WQEZ-F	5. WATV	5. WQEZ-F

FORMATS

	AM	FM	TOTAL	%
COUNTRY	79 (3)	179 (1)	258 (4)	27.0
ROCK/AOR/CONTEMP		197 (4)	197 (4)	20.6
BLACK	111 (3)	71 (1)	182 (4)	19.0
MOR/AC	158 (4)	2 (1)	160 (5)	16.7
RELIGION/GOSPEL	39 (2)	38 (1)	77 (3)	8.1
BTFL MUSIC		68 (1)	68 (1)	7.1
BIG BAND	14 (1)		14 (1)	1.5
			<u>956 (22)</u>	



BIRMINGHAM ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. WZZK-F	1. WZZK-F	1. WZZK-F	WBUL	1220	1.4
2. WKXX-F	2. WKXX-F	2. WENN-F	WCRT	1260	1.4
3. WVOK	3. WERC	3. WKXX-F	WENN	1320	3.3
4. WAPI-F	4. WAPI-F	4. WQEZ-F	WLPH	1480	Irondale .6
5. WQEZ-F	5. WSGN	5. WERC	WRKK-F	99.5	2.8
6. WENN-F	6. WVOK	6. WSGN	WSMQ	1450	Bessemer .6
7. WAAX	7. WQEZ-F	7. WAPI	WWWB	1360	Jasper .7
8. WQEN-F	8. WENN-F	8. WDJC-F	WWWB-F	102.5	Jasper .2
9. WSGN	9. WAPI	9. WATV	WYDE	850	2.3
10. WDJC-F	10. WDJC-F	10. WENN	WQEN-F	103.7	Gadsden .7
11. WJLD	11. WRKK-F				
12. WERC	12. WQEN-F				
13. WAPI	13. WJLD				
14. WATV	14. WYDE				
15. WRKK-F	15. WAAX				

ADI FM SHARE: 56.40% (855 of 1516) (O/N 80: 58.71%)

AM STATIONS

WAPI, 1070, 50 KW/5 KW (DA-N), MOR	CBS, \$28.00* (MMR)	Newhouse
WATV, 900, 1 KW, BLACK	, \$18.00* (Howard)	
WERC, 960, 5 KW (DA-N), AC	, \$82.50* (Mc-Guild)	Mooney
WJLD, 1400, 1 KW/250 W, BLACK	ABC-C, \$20.50 (----)	
WSGN, 610, 5 KW/1 KW (DA-N), AC/CONTEMP	, \$58.88 (Eastman)	Harte-Hanks
WVOK, 690, 50 KW (DAYS), COUNTRY	, \$33.33 (HNW)	
WYDE, 850, 50 KW/1 KW (DA-D), COUNTRY	ABC-I, \$38.75 (Katz)	
WAAX, 570, 5 KW/500 W (DA-N), COUNTRY	ABC-E, \$14.25 (----)	(GADSDEN)

FM STATIONS

WAPI-F, 94.5, 100 KW @ 1214, AOR (Burk-Abr)	Source, \$28.00* (MMR)	Newhouse
WDJC-F, 93.7, 100 KW @ 871, RELIGION	, \$18.00 (Savalli)	Crawford
WENN-F, 107.7, 100 KW @ 640, BLACK	NBN, \$64.20* (Selcom)	
WKXX-F, 106.9, 100 KW @ 1114, ROCK	, \$82.50* (Mc-Guild)	Mooney
WQEZ-F, 96.5, 100 KW @ 890, BTFL MUSIC (TM)	, \$25.00 (Blair)	
WRKK-F, 99.5, 100 KW @ 952, AOR	, \$33.50 (Christal)	
WZZK-F, 104.7, 100 KW @ 640, COUNTRY	, \$70.00* (Katz)	Katz
WQEN-F, 103.7, 100 KW @ 1110, ROCK	, \$25.00 (Bolton)	(GADSDEN)

TV STATIONS

WVTM	Birmingham	13	NBC, Times-Mirror
WBMG	Birmingham	42	CBS, Park
WBRC	Birmingham	6	ABC, Taft

NEWSPAPERS

Birmingham News	E	178,074, Newhouse
Birmingham Post-Herald	M	68,349, Newhouse

BLOOMINGTON, IL

Market # 247  
 Revenue Rank # 180  
 Income Rank # 75  
 APR 14.2  
 SMSA Pop: 124,600  
 CSI: 1.1 Bil (# 209)

Revenue : \$ 2,613,508  
 Income : \$ 381,470  
 % Rev Gain: 5.0 %  
 Stations: 12/4  
 Diaries: 537/323:1  
 CSI HH: 23.9 M (# 44)  
 Standard Error: .909

National Rev: \$. 282,795  
 Nat Rev per Cap: \$ 2.27  
 Tot Rev per Cap: \$ 20.98  
 Tot Inc per Cap: \$ 3.06  
 Profit Margin: 14.6 %  
 Retail \$: .6 Bil (# 232)  
 Retail Sales %: .397

12+ METRO 1/4/SHARE	SPG 81	FAL 80	SPG 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WJBC 59/40.7	39.0	37.3	37.0	1. WJBC 75	1. WJBC 774/57.6
2. WBNQ-F 23/15.9	18.2	18.9	16.0	2. WLS 38	2. WBNQ-F 568/40.0
3. WMLA-F 13/ 9.0	8.4	7.1	8.3	3. WBNQ-F 35	3. WLS 516/21.0
4. WLS 9/ 6.2	5.8	5.3	7.2	4. WMAQ 21	4. WMAQ 434/16.5
5. WWCT-F 8/ 5.5	5.2	6.5	7.2	5. WMLA-F 15	5. WKZW-F 223/ 7.4
WMAQ 8/ 5.5	5.2	4.1	7.2	6. WGN 14	6. WMLA-F 215/17.2
7. WIHN-F 7/ 4.8	4.5	6.5	3.9	7. WWCT-F 13	7. WWCT-F 193/12.3
WGN 7/ 4.8	3.2	1.2	1.7	8. WKZW-F 11	8. WGN 192/ 9.1
9. WKZW-F 4/ 2.8	1.3	1.8	1.7	9. WSWT-F 9	9. WSWT-F 149/ 5.0
				10. WIHN-F 7	10. WIHN-F 97/ 8.7

12+ FM SHARE (METRO): 40.43% (57 of 141) (O/N 80: 45.22%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WBNQ-F	1. WJBC	1. WJBC	1. WJBC	1. WJBC	1. WJBC
2. WLS	WBNQ-F	2. WBNQ-F			2. WLS
	3. WWCT-F	3. WMLA-F			3. WBNQ-F

OTHER RATED STATIONS/METRO SHARE

WRBA 1440 Normal .7	WSWT-F 106.9 Peoria .7
WSOY-F 102.9 Decatur .7	

FORMATS

	AM	FM	TOTAL	%
MOR/AC	67 (3)		67 (3)	47.5
ROCK/AOR/CONTEMP	9 (1)	36 (4)	45 (5)	31.9
COUNTRY	8 (1)	13 (1)	21 (2)	14.9
BTFL MUSIC		8 (2)	8 (2)	5.7
			141 (12)	

RADIO STATIONS

WJBC, 1230, 1 KW/250 W, MOR	ABC-I, \$33.00 (Mc-Guild)	Bloomington
WBNQ-F, 101.5, 50 KW @ 460, ROCK (TM)	, \$22.50 (Selcom)	Bloomington
WIHN-F, 96.7, 3 KW @ 300, BTFL MUS	, \$16.00 (----)	
WMLA-F, 92.7, 3 KW @ 300, COUNTRY	NBC, \$18.50 (Masla)	

Other Stations - See Peoria and Chicago

NEWS PAPER

Bloomington Pantagraph AD 51,580

BOSTON

Market # 6; ADI # 6  
 Revenue Rank # 8  
 Income Rank # 43  
 APR 17.9  
 SMSA Pop: 3,877,600  
 CSI: 33.4 Bil (# 7)

Revenue : \$ 52,037,543  
 Income : \$ 678,310  
 % Rev Change: 21.7%  
 Stations: 37/34  
 Diaries: 2303/1684:1  
 CSI HH: 24.7 M (# 29)  
 Standard Error: .416

National Rev: \$ 18,893,576  
 Nat Rev per Cap: \$ 4.87  
 Tot Rev per Cap: \$ 13.42  
 Tot Inc per Cap: \$ .17  
 Profit Margin: 1.3%  
 Retail \$: 17.1 Bil (# 6)  
 Retail Sales %: .240

12+ METRO	1/4/SHARE	SUM	SPG	WIN	O/N	12+ TSA 1/4	12+ TSA CUME/MSA	CUME	RAT
		81	81	81	80				
1. WCOZ-F	477/9.3	12.6	11.1	11.0	9.1	1. WCOZ-F	751	1. WBZ	10335/24.5
2. WHDH	449/8.7	9.7	8.5	10.3	9.8	2. WBZ	618	2. WCOZ-F	9976/21.5
3. WBZ	422/8.2	6.8	6.7	8.4	7.9	3. WHDH	517	3. WHDH	7954/23.5
4. WEEI	337/6.6	6.0	7.0	6.5	7.1	4. WXKS-F	424	4. WEEI	6451/19.4
5. WXKS-F	313/6.1	5.0	7.1	5.0	4.4	5. WBCN-F	412	5. WROR-F	6009/13.7
6. WBCN-F	306/5.9	4.6	3.9	4.8	4.2	6. WROR-F	382	6. WEEI-F	5146/13.0
7. WJIB-F	272/5.3	4.9	6.3	5.3	7.4	7. WEEI	377	7. WXKS-F	5048/12.8
8. WROR-F	255/5.0	5.4	5.8	4.5	4.4	8. WJIB-F	361	8. WJIB-F	4989/12.5
9. WVBF-F	211/4.1	3.9	3.7	3.5	4.1	9. WEEI-F	290	9. WVBF-F	4852/12.8
10. WEEI-F	208/4.0	3.5	3.7	3.7	4.7	10. WVBF-F	273	10. WBCN-F	4827/12.1
11. WXKS	164/3.2	4.0	3.7	3.0	3.4	11. WAAF-F	264	11. WAAF-F	4573/ 6.7
12. WRKO	142/2.8	2.5	3.2	2.4	2.7	12. WSSH-F	228	12. WRKO	4366/11.5
13. WHUE-F	137/2.7	2.5	2.2	2.2	2.2	13. WHJY-F	223	13. WHJY-F	3210/ 1.7
14. WSSH-F	132/2.6	3.0	1.7	2.0	2.4	14. WHUE-F	200	14. WHUE-F	2878/ 6.9
15. WITS	115/2.2	2.0	2.6	3.1	2.4	15. WRKO	184	15. WSSH-F	2721/ 5.5

12+ FM SHARE (METRO): 56.70% (2709 of 4778) (O/N 80: 53.91%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WCOZ-F	1. WBCN-F	1. WBCN-F	1. WHDH	1. WBZ	1. WBZ
2. WXKS-F	2. WCOZ-F	2. WCOZ-F	2. WBZ	2. WHDH	2. WHDH
3. WAAF-F	3. WXKS-F	3. WHDH	3. WROR-F	3. WEEI	3. WEEI
4. WVBF-F	4. WROR-F	4. WXKS-F	4. WEEI-F	4. WJIB-F	4. WCOZ-F
5. WROR-F	5. WEEI-F	5. WROR-F	5. WEEI	5. WXKS	5. WBCN-F
6. WBCN-F	6. WVBF-F	6. WBZ	6. WBCN-F	6. WHUE-F	6. WXKS-F
	7. WHDH	7. WEEI-F	7. WJIB-F	7. WROR-F	7. WROR-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	28 (1)	1507 (8)	1535 (9)	32.1
MOR/AC	992 (6)	491 (3)	1483 (9)	31.0
BTFL MUSIC	36 (1)	556 (4)	592 (5)	12.4
NEWS/TALK	594 (3)		594 (3)	12.4
BIG BAND/NOSTALGIA	168 (2)	34 (1)	202 (3)	4.2
UNKNOWN	88 (1)	24 (1)	112 (2)	2.3
RELIGION	87 (2)		87 (2)	1.8
BLACK/ETHNIC	78 (2)		78 (2)	1.6
CLASSICAL		72 (1)	72 (1)	1.5
COUNTRY		25 (1)	25 (1)	0.5
			<u>4778 (37)</u>	

BOSTON ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>			
1. WCOZ-F	1. WBZ	1. WCOZ-F	WBOS-F	92.9	Brookline	1.1
2. WBZ	2. WCOZ-F	2. WHDH	WCAP	980	Lowell	.3
3. WHDH	3. WHDH	3. WXKS-F	WCAS	740	Cambridge	.5
4. WBCN-F	4. WEEI	4. WEEI	WCCM	800	Lawrence	.8
5. WXKS-F	5. WROR-F	5. WBZ	WCGY-F	93.7	Lawrence	.7
6. WEEI	6. WEEI-F	6. WJIB-F	WCRB-F	102.5		1.4
7. WROR-F	7. WJIB-F	7. WROR-F	WDLW	1330		1.7
8. WJIB-F	8. WVBF-F	8. WVBF-F	WESX	1230	Salom	.6
9. WEEI-F	9. WBCN-F	9. WBCN-F	WEZE	1260		.7
10. WVBF-F	10. WXKS-F	10. WEEI-F	WILD	1090		1.2
11. WAAF-F	11. WRKO		WJDA	1300	Quincy	.7
12. WSSH-F	12. WAAF-F		WLYN-F	101.7	Lynn	.5
13. WHUE-F	13. WHUE-F		WMJX-F	106.7		.5
14. WRKO	14. WSSH-F		WROL	950		1.0
15. WXKS	15. WITS		WSNY	1150		.7
			WUNR	1600	Brookline	.3
			WAAF-F	107.3	Worcester	1.6
			WOKQ-F	97.5	Dover	.5
			WPLM-F+	99.1	Plymouth	.7
			WSRS-F	96.1	Worcester	.3
			WHJY-F	94.1	Providence	.5

ADI FM SHARE: 63.21% (4428 of 7005) (O/N 80: 58.88%)

AM STATIONS:

WBZ , 1030, 50 KW (DA-1), MOR	ABC-E, \$187.50 (RAR)	Westinghouse
WEEI, 590, 5 KW (DA-1), NEWS	CBS, \$133.75 (CBS Spot)	CBS
WHDH, 850, 50 KW (DA-2), MOR/AC	, \$226.88 (Blair)	Blair
WITS, 1510, 50 KW (DA-1), TALK	NBC,MBS, \$ 58.00 (Katz)	Mariner
WRKO, 680, 50 KW (DA-2), TALK	ABC-C,RKO, \$155.00* (RKO)	RKO
WXKS, 1430, 5 KW (DAYS), BIG BAND/NOST (A1 Ham)	, \$ 56.44 (MMR)	Heftel

FM STATIONS

WBCN-F, 104.1, 50 KW @ 740, AOR	, \$203.12 (Torbet)	Infinity
WCOZ-F, 94.5, 7 KW @ 1140, AOR	, \$230.00 (Blair)	Blair
WEEI-F, 103.3, 12 KW @ 890, SOFT ROCK	, \$115.63 (CBS/FM)	CBS
WHUE-F, 100.7, 50 KW @ 500, BTFL MUS (Bonne)	, \$ 60.00* (Eastman)	GCC
WJIB-F, 96.9, 9 KW @ 1010, BTFL MUS (Schulke)	, \$117.50 (Christal)	GE
WROR-F, 98.5, 6 KW @ 1191, AC	RKO, \$170.00* (RKO)	RKO
WSSH-F, 99.5, 40 KW @ 550, BTFL MUS (?)	, \$ 50.00* (HNW)	
WVBF-F, 105.7, 11 KW @ 954, CONTEMP/AC	, \$133.75 (Mc-Guild)	Fairbanks
WXKS-F, 107.9, 21 KW @ 710, ROCK/URBAN	, \$122.50 (MMR)	Heftel
WAAF-F, 107.3, 17 KW @ 760, AOR (Burk-Abr)	Source, \$105.00 (Katz)	Katz (WORCESTER)
WHJY-F	- See Providence	

TV STATIONS

WBZ	Boston	4	NBC, Westinghouse
WCVB	Boston	5	ABC
WLVI	Cambridge	56	IND, Field
WNAC	Boston	7	CBS, RKO
WSBK	Boston	38	IND, Storer
WXNE	Boston	25	IND, Christi
WSMW	Worcester	27	IND

NEWSPAPERS

Boston Globe	AD	447,618, Affiliated
Boston Herald American	M	240,703, Hearst

BRIDGEPORT

Market # 90 (52 on county basis)  
 Revenue Rank # 135  
 Income Rank # 109  
 APR 17.8  
 SMSA Pop: 412,500 (814 M-County)  
 CSI: 9.3 Bil (# 36)

Revenue : \$ 3,694,786  
 Income : \$ 238,271  
 % Rev Gain: 2.7%  
 Stations: 39/4  
 Diaries: 785/525:1  
 CSI HH: 31.7 M (# 3)  
 Standard Error: .724

National Rev: \$ 807,896  
 Nat Rev per Cap: \$ 1.96  
 Tot Rev per Cap: \$ 8.96  
 Tot Inc per Cap: \$ .58  
 Profit Margin: 6.4%  
 Retail \$: 3.5 Bil (# 48)  
 Retail Sales %: .097

12+ METRO	1/4/SHARE	SPG	FAL	SPG
		81	80	80
1. WEZN-F	100/15.9	16.0	14.8	16.2
2. WICC	87/13.9	15.7	14.8	15.1
3. WNAB	47/ 7.5	7.4	7.2	8.3
4. WNBC	45/ 7.2	7.4	7.3	9.2
5. WDJZ	31/ 4.9	4.6	4.2	7.1
WKCI-F	31/ 4.9	5.5	7.3	3.6
7. WCBS	27/ 4.3	3.4	5.7	5.3
8. WPLR-F	26/ 4.1	5.4	7.0	6.2
9. WRKI-F	20/ 3.2	3.7	1.8	2.8
10. WADS	16/ 2.5	2.3	1.3	1.8

12+ TSA	1/4
1. WEZN-F	187
2. WICC	99
3. WNBC	89
4. WCBS	80
5. WRKI-F	61
6. WKCI-F	59
7. WBLS-F	54
8. WNAB	47
9. WADS	39
10. WDJZ	31
WPLR-F	31

12+ TSA	CUME/MSA	CUME	RAT
1. WEZN-F	1905/28.5		
2. WNBC	1759/23.1		
3. WICC	1566/38.3		
4. WCBS	1507/14.7		
5. WKCI-F	872/15.9		
6. WRKI-F	857/ 9.6		
7. WABC	671/ 5.7		
8. WPLR-F	621/13.1		
9. WPLJ-F	572/ 6.0		
10. WBLS-F	560/ 5.8		

12+ FM SHARE (METRO): 47.34% (276 of 583) (O/N 80: 45.44%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WRKI-F	1. WICC	1. WICC	1. WICC	1. WEZN-F	1. WICC
WNBC	2. WKCI-F	2. WEZN-F	2. WEZN-F	2. WICC	2. WEZN-F
3. WPLR-F	3. WPLR-F	3. WNBC	3. WNBC	3. WNAB	3. WNBC
4. WICC	4. WNBC	4. WKCI-F	4. WNAB	4. WNBC	4. WCBS

OTHER RATED STATIONS/METRO SHARE

WABC	770	New York	.5	WMCA	570	New York	1.0
WAVZ	1300	New Haven	.5	WMMM	1260	Westport	.5
WBLI-F	106.1	Long Island	.8	WNEW-F	102.7	New York	.5
WBLS-F	107.5	New York	2.5	WNHC	1340	New Haven	1.1
WCBS-F	101.1	New York	.5	WOR	710	New York	1.9
WDJF-F	107.9	Westport	.8	WPIX-F	101.9	New York	.3
WDRC-F	102.9	Hartford	.6	WPLJ-F	95.5	New York	1.8
WELI	960	New Haven	.3	WQXR-F+	96.3	New York	.7
WHN	1050	New York	1.4	WRKS-F	98.7	New York	1.8
WINS	1010	New York	1.0	WTFM-F	103.5	New York	.5
WIOF-F	104.1	Waterbury	.3	WTIC	1080	Hartford	.3
WKHK-F	106.7	New York	1.1	WWYZ-F	92.5	Waterbury	1.1
WKTU-F	92.3	New York	1.0	WLYQ-F	95.9	Norwalk	.3

FORMATS

	AM	FM	TOTAL	%
MOR/AC	154 (5)	18 (5)	172 (10)	29.5
ROCK/AOR/CONTEMP	55 (3)	109 (10)	164 (13)	28.1
BTFL MUSIC	3 (1)	106 (2)	109 (3)	18.7
NEWS/TALK	51 (4)		51 (4)	8.7
BLACK/URBAN		33 (3)	33 (3)	5.7
BIG BAND/NOST	34 (2)		34 (2)	5.8
COUNTRY	9 (1)	7 (1)	16 (2)	2.7
CLASSICAL	1 (1)	3 (1)	4 (2)	0.7
			583 (39)	

RADIO STATIONS

WDJZ, 1530, 5 KW (DAYS,DA) , NOSTALGIA	MBS, \$17.50 (Lotus)
WICC, 600, 1 KW/500 W (DA-1), AC/MOR	, \$35.00 (Roslin) Tribune Bdcst
WNAB, 1450, 1 KW/250 W , MOR/TALK	ABC-I, \$33.25 (Savalli)
WADS, 690, 1 KW (DAYS,DA) , MOR	, \$18.00 (----) (ANSONIA)

PLEASE SEE CONTINUATION PAGES AT END OF THIS SECTION.

BUFFALO

Market # 32; ADI # 29  
 Revenue Rank # 33  
 Income Rank # 17  
 APR 15.9  
 SMSA Pop: 1,293,300  
 CSI: 10.3 Bil (# 32)

Revenue : \$16,127,872  
 Income : \$ 2,002,474  
 % Rev Gain: +2.9  
 Stations: 20/17  
 Diaries: 1353/956:1  
 CSI HH: 22.2 M (# 112)  
 Standard Error: .517

National Rev: \$4,711,702  
 Nat Rev per Cap: \$3.64  
 Tot Rev per Cap: \$12.47  
 Tot Inc per Cap: \$1.55  
 Profit Margin: 12.4%  
 Retail \$: 5.3 Bil (# 33)  
 Retail Sales %: .251

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WBEN	213/13.1	13.4	14.3	12.2	14.3	1. WBEN	235	3971/34.1
2. WJYE-F	189/11.6	15.5	14.0	13.3	15.6	2. WBEN-F	224	3760/23.3
3. WGRQ-F	158/ 9.7	7.6	6.0	6.7	3.6	3. WJYE-F	202	3293/24.2
4. WBEN-F	143/ 8.8	7.1	7.8	9.1	7.7	4. WGRQ-F	192	3271/26.0
5. WKBW	136/ 8.4	9.7	10.1	9.2	10.9	5. WGR	181	2475/22.2
6. WGR	123/ 7.6	7.0	9.5	9.0	11.0	6. WKBW	162	2414/19.1
7. WECK	83/ 5.1	1.6	---	.9	.6	7. WBLK-F	85	1429/12.6
8. WBLK-F	81/ 5.0	6.2	5.9	5.4	5.6	WECK	85	1160/10.8
9. WPHD-F	70/ 4.3	6.4	4.1	5.0	4.0	9. WWOL	72	970/ 8.9
10. WWOL	53/ 3.3	3.5	2.8	2.5	3.0	WPHD-F	72	10. WYRK-F
11. WYRK-F	46/ 2.8	2.6	3.5	5.0	3.6	11. WYRK-F	68	795/ 5.5
12. WZIR-F	36/ 2.2	.5	1.3	.5	.5	12. WZIR-F	45	715/ 5.7
								12. WBUF-F
								678/ 5.3

12+ FM SHARE (METRO): 53.98% (801 of 1484) (O/N 80: 52.25%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WGRQ-F	1. WGRQ-F	1. WBEN-F	1. WBEN	1. WJYE-F	1. WBEN
2. WBEN-F	2. WBEN-F	2. WGRQ-F	WJYE-F	2. WBEN	2. WKBW
3. WKBW	3. WKBW	3. WBEN	3. WGR	3. WECK	3. WGR
4. WBLK-F	4. WPHD-F	4. WGR	4. WBEN-F	4. WGR	4. WBEN-F
5. WGR	5. WBLK-F	5. WKBW	5. WECK	5. WKBW	5. WGRQ-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	136 (1)	432 (5)	568 (6)	38.3
MOR/AC	379 (5)	35 (1)	414 (6)	27.9
BTFL MUSIC		189 (1)	189 (1)	12.7
COUNTRY	63 (2)	46 (1)	109 (3)	7.3
BLACK/URBAN	22 (1)	81 (1)	103 (2)	6.9
BIG BAND	83 (1)		83 (1)	5.6
RELIGION		18 (1)	18 (1)	1.2
			1484 (20)	

BUFFALO ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>	
1. WBEN	1. WBEN	1. WBEN	WACJ-F	104.1 2.2
2. WBEN-F	2. WBEN-F	2. WGRQ-F	WBUF-F	92.9 1.5
3. WJYE-F	3. WGR	3. WBLK-F	WDCX-F	99.5 1.1
4. WGRQ-F	4. WKBW	4. WKBW	WJLJ	1440 Niagara Falls .7
5. WGR	5. WJYE-F	5. WGR	WLVL	1340 Lockport .9
6. WKBW	6. WGRQ-F	6. WJYE-F	WUFO	1080 Amherst 1.4
7. WBLK-F	7. WPHD-F	7. WBEN-F	WXRL	1300 Lancaster .6
WECK	8. WECK	8. WECK	WYSL	1400 1.1
9. WWOL	9. WBLK-F	9. WWOL		
WPHD-F	10. WYRK-F			
11. WYRK-F	11. WZIR-F			
12. WJTN	12. WBUF-F			
13. WZIR-F	13. WACJ-F			
14. WLSV	14. WWOL			
15. WACJ-F	15. WYSL			

ADI FM SHARE: 51.67% (1021 of 1976) (O/N 80: 51.47%)

AM STATIONS

WBEN, 930, 5 KW (DA-N), MOR	NBC, \$100.00* (Eastman)
WECK, 1230, 1 KW/250 W, BIG BAND/NOST (Al Ham)	MBS, \$ 20.00* (Masla)
WGR, 550, 5 KW (DA-N), AC/MOR	ABC-E, \$123.75* (Katz) Taft
WKBW, 1520, 50 KW (DA-1), CONTEMP	, \$ 80.00* (Blair) Cap Cities
WWOL, 1120, 1 KW (DAYS), COUNTRY	ABC-I, \$ 21.45 (RKO) Associated
WYSL, 1400, 1 KW/250 W, MOR	CBS, \$ 25.00* (MMR)
WJTN, 1340, 500 W/250 W, MOR	ABC-E, \$ 14.50 (Masla) Goldman (JAMESTOWN)
WLSV, 790, 1 KW, MOR	, \$ 9.30 (----) (WELLSVILLE)

FM STATIONS

WACJ-F, 104.1, 50 KW @ 390, AC (FM-100)	ABC-I, MBS, \$ 21.45 (RKO) Associated
WBEN-F, 102.5, 110 KW @ 1800, ROCK (TM)	, \$ 65.00* (Eastman)
WBLK-F, 93.7, 50 KW @ 380, BLACK	NBN, \$ 32.00 (PRO)
WBUF-F, 92.9, 94 KW @ ? ?, CONTEMP	ABC-E, \$ 28.00 (Mc-Guild)
WGRQ-F, 96.9, 13 KW @ 890, AOR (Burk-Abr)	Source, \$ 57.50* (Katz) Taft
WJYE-F, 96.1, 50 KW @ 480, BTFL MUS (Schulke)	, \$ 97.75 (Torbet) McCormick
WPHD-F, 103.3, 49 KW @ 423, AOR	ABC-C, \$ 45.00* (MMR)
WYRK-F, 106.5, 50 KW @ 390, COUNTRY (Century 21)	, \$ 22.00* (Mc-Guild) Stoner
WZIR-F, 98.5, 46 KW @ 424, ROCK	, \$ 27.25 (Christal) (NIAGARA FALLS)

TV STATIONS

WGR Buffalo	2	NBC, Taft
WIVB Buffalo	4	CBS
WKBW Buffalo	7	ABC, Capital Cities
WUTV Buffalo	29	IND

NEWS PAPERS

Buffalo Courier, Express	M	126,197
Buffalo News	E	269,474
Niagara Falls Gazette	E	30,247, Gannett

CANTON

Market # 99  
 Revenue Rank # 112  
 Income Rank # 130  
 APR 15.5  
 SMSA Pop: 406,900  
 CSI: 3.2 Bil (# 96)

Revenue : \$4,825,462  
 Income : \$ 156,001  
 % Rev Gain: 2.4%  
 Stations: 29/10  
 Diaries: 744/547:1  
 CSI HH: 21.9 M (# 124)  
 Standard Error: .702

National Rev: \$1,101,247  
 Nat Rev per Cap: \$2.71  
 Tot Rev per Cap: \$11.86  
 Tot Inc per Cap: \$ .38  
 Profit Margin: 3.2%  
 Retail \$: 1.8 Bil (# 99)  
 Retail Sales %: .230

12+ METRO 1/4/SHARE		SPG	O/N	A/M	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
		81	80	80				
1. WHBC	85/16.4	16.9	20.9	19.6	1. WHBC	87	1. WHBC	1439/40.2
2. WHBC-F	60/11.6	14.6	10.1	12.7	2. WHBC-F	67	2. WHBC-F	831/22.7
3. WDJQ-F	49/ 9.4	8.4	5.6	4.4	3. WDJQ-F	58	3. WDJQ-F	751/18.3
4. WMMS-F	39/ 7.5	6.1	9.5	9.2	4. WMMS-F	53	4. WGAR	741/19.8
5. WOOS-F	28/ 5.4	7.3	9.0	9.0	5. WGAR	33	5. WMMS-F	716/16.4
6. WGAR	26/ 5.0	4.6	6.5	5.1	6. WOOS-F	32	6. WOOS-F	615/15.7
7. WSLR	20/ 3.9	5.6	2.9	5.0	7. WDBN-F	29	7. WDBN-F	459/ 8.1
WQXK-F	20/ 3.9	1.9	4.7	2.6	8. WQIO	27	8. WGCL-F	431/ 6.6
9. WDBN-F	18/ 3.5	1.5	1.1	1.8	9. WGCL-F	25	9. WWWE	394/ 5.8
10. WGCL-F	12/ 2.3	1.3	2.0	.9	WQXK-F	25	10. WSLR	355/10.0

12+ FM SHARE (METRO): 61.95% (293 of 473) (O/N 80: 51.47%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WDJQ-F	1. WMMS-F	1. WHBC	1. WHBC	1. WHBC	1. WHBC
2. WMMS-F	2. WDJQ-F	2. WDJQ-F	2. WHBC-F	2. WHBC-F	2. WHBC-F
	3. WOOS-F	3. WMMS-F	3. WGAR	3. WDBN-F	3. WDJQ-F

OTHER RATED STATIONS/METRO SHARE

WFAH	1310	Alliance	1.2	WKBN-F	98.9	Youngstown	1.0
WINW	1520		1.0	WKDD-F	96.5	Akron	.4
WNYN	900		2.3	WNIR-F	100.1	Kent	1.0
WQIO	1060		2.1	WQAL-F	104.1	Cleveland	.4
WTIG	990	Massillion	.6	WSRD-F	101.1	Youngstown	1.3
WTOF-F	98.1		2.3	WWWE	1100	Cleveland	1.2
WAEZ-F	97.5	Akron	1.0	WWWM-F	105.7	Cleveland	2.1
WCUE	1150	Akron	.4	WZAK-F	93.1	Cleveland	1.5
WDMT-F	107.9	Cleveland	1.0	WZZP-F	106.5	Cleveland	1.0
				WHLO	640	Cleveland	.8

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		153 (8)	153 (8)	32.4
MOR/AC	118 (4)		118 (4)	25.0
BTFL MUSIC	6 (1)	90 (5)	96 (6)	20.3
COUNTRY	49 (4)	25 (2)	74 (6)	15.6
BLACK/URBAN		13 (2)	13 (2)	2.8
RELIGION		12 (1)	12 (1)	2.5
BIG BAND	7 (2)		7 (2)	1.4
			473 (29)	

RADIO STATIONS

WHBC, 1400, 5 KW (DA-N), MOR	ABC-E, \$65.63 (Christal)
WQIO, 1060, 5 KW (DAYS,DA), COUNTRY	, \$18.00 (P/W)
WDJQ-F, 92.5, 19 KW @ 500, ROCK (TM)	ABC-I, \$16.00 (----)
WHBC-F, 94.1, 44 KW @ 361, BTFL MUS (Bonne)	, \$30.63 (Christal)
WOOS-F, 106.9, 28 KW @ 341, AC (Century 21)	, \$17.00 (Howard)
WQXK-F, 105.1, 88 KW @ 400, COUNTRY	, \$16.50 (MMR) Rust (SALEM)

OTHER STATIONS - SEE CLEVELAND AND AKRON

TV STATIONS

WJAN Canotn 17 IND

NEWSPAPER

Canton Repository E 65,048, Thomson



CHARLESTON, SC

Market # 97  
 Revenue Rank # 114  
 Income Rank # 374  
 APR 14.9  
 SMSA Pop: 416,300  
 CSI: 1.4 Bil (# 118)

Revenue : \$4,780,604  
 Income : \$-1,275,980  
 % Rev Gain: +4.7  
 Stations: 17/14  
 Diaries: 916/454:1  
 CSI HH: 19.0 M (# 260)  
 Standard Error: .641

National Rev: \$571,491  
 Nat Rev per Cap: \$1.37  
 Tot Rev per Cap: \$11.48  
 Tot Inc per Cap: \$-3.07  
 Profit Margin: ---  
 Retail \$; 1.4 Bil (# 118)  
 Retail Sales %: .329

12+ METRO	1/4/SHARE	SPG	O/N	A/M	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
		81	80	80						
1. WSSX-F	66/12.7	15.5	11.1	8.2	1. WDWQ-F	106	1. WDWQ-F	1053/13.6		
2. WEZL-F	60/11.5	10.5	10.7	10.0	2. WEZL-F	76	2. WSSX-F	946/25.4		
WXTC-F	60/11.5	9.1	15.4	13.1	3. WXTC-F	71	3. WCSC	906/25.9		
4. WCSC	56/10.8	11.0	8.9	10.0	4. WSSX-F	70	4. WEZL-F	872/19.9		
5. WWWZ-F	47/ 9.0	9.9	1.1	2.9	5. WWDM-F	67	5. WXTC-F	786/19.1		
6. WQIZ	42/ 8.1	8.7	5.7	3.5	6. WQIZ	60	6. WWWZ-F	624/16.3		
7. WPAL	37/ 7.1	9.1	9.8	10.2	7. WCSC	56	7. WTMA	597/16.7		
8. WKTM-F	28/ 5.4	5.0	6.5	8.2	8. WWWZ-F	48	8. WKTM-F	563/16.1		
9. WDWQ-F	27/ 5.2	5.2	7.6	9.0	9. WPAL	38	9. WPAL	559/15.0		
10. WTMA	23/ 4.4	4.7	5.9	8.8	10. WKYM-F	28	10. WWDM-F	493/ 3.0		

12+ FM SHARE (METRO): 59.60% (295 of 495) (O/N 80: 57.41%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA	AMD
1. WSSX-F	1. WSSX-F	1. WSSX-F	1. WEZL-F	1. WXTC-F	1. WDWQ-F	
2. WDWQ-F	2. WWWZ-F	2. WCSC	2. WCSC	2. WEZL-F	2. WCSC	
WWWZ-F	3. WCSC	3. WEZL-F	3. WXTC-F	3. WQIZ	WEZL-F	
4. WCSC	4. WKTM-F	4. WWWZ-F	4. WQIZ	4. WCSC	4. WXTC-F	

OTHER RATED STATIONS/METRO SHARE

WAZS	980	Summerville	1.0	WOKE	1340	1.3
WBER	950	Moncks Corner	1.2	WTWF-F	105.5	Moncks Corner .4
WGCA	1450		2.7	WWDM-F	101.3	Sumter 1.0
WKXZ	910		1.9			

FORMATS

	AM	FM	TOTAL	%
BLACK/URBAN	79 (2)	52 (2)	131 (4)	26.5
ROCK/AOR/CONTEMP		123 (4)	123 (4)	24.8
MOR/AC	86 (3)		86 (3)	17.4
COUNTRY	11 (2)	60 (1)	71 (3)	14.3
BTFL MUSIC		60 (1)	60 (1)	12.1
UNKNOWN	24 (2)		24 (2)	4.8
			495 (17)	

RADIO STATIONS

WCSC, 1390, 5 KW (DA-N)	, CONTEMP	RKO, \$33.00*	(Mc-Guild)
WPAL, 730, 1 KW (DAYS)	, BLACK	NBN, \$24.00*	(Howard)
WQIZ, 810, 5 KW (DAYS)	, BLACK/GOSPEL	SBN, \$10.50	(Selcom) (ST. GEORGE)
WTMS, 1250, 5 KW/1 KW (DA-N), MOR/AC		ABC-I, MBS, \$25.00*	(Eastman) Sconnix
WDWQ-F, 107.5, 100 KW @ 585, ROCK		, \$14.25	(Selcom) (ST. GEORGE)
WEZL-F, 103.5, 100 KW @ 700, COUNTRY		NBC, \$42.00	(Blair)
WKTM-F, 102.5, 50 KW @ 220, ROCK		ABC-C, \$25.00*	(Torbet)
WSSX-F, 95.1, 100 KW @ 432, AOR		, \$45.00*	(Eastman) Sconnix
WWWZ-F, 93.5, 3 KW @ 510, URBAN		ABC-F, \$28.50*	(PRO)
WXTC-F, 96.9, 100 KW @ 782, BTFL MUS (Bonne)		, \$33.00*	(Mc-Guild)

WWDM-F - See Columbia

TV STATIONS	WCBD	Charleston	2	ABC, State
	WCIV	Charleston	4	NBC, Allbritton
	WCSC	Charleston	5	CBS

NEWSPAPERS	Charleston Post	E	37,452	Aiken Standard	E	12,599
	Charleston News and Courier	M	37,452			

CHARLOTTE

Market # 66; ADI # 35  
 Revenue Rank # 38  
 Income Rank # 20  
 APR 13.7  
 SMSA Pop: 638,800  
 CSI: 5.0 Bil (# 65)

Revenue : \$14,253,055  
 Income : \$ 1,646,964  
 % Rev Gain: 6.5%  
 Stations: 21/21  
 Diaries: 882/724:1  
 CSI HH: 22.3 M (# 103)  
 Standard Error: .609

National Rev: \$3,947,416  
 Nat Rev per Cap: \$6.18  
 Tot Rev per Cap: \$22.31  
 Tot Inc per Cap: \$2.58  
 Profit Margin: 11.5%  
 Retail \$: 2.8 Bil (# 61)  
 Retail Sales %: .426

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WSOC-F	127/17.3	15.3	12.6	10.9	12.6	1. WSOC-F 453	1. WSOC-F 4260/25.6
2. WBT	81/11.1	14.8	15.9	15.6	17.2	2. WEZC-F 187	2. WBT 2754/27.8
3. WBCY-F	66/ 9.0	9.2	8.7	6.9	7.2	3. WROQ-F 168	3. WBCY-F 2397/18.9
4. WEZC-F	65/ 8.9	8.8	9.9	8.8	6.8	4. WBT 154	4. WROQ-F 2273/17.4
5. WROQ-F	62/ 8.5	8.9	10.5	9.2	11.1	5. WBCY-F 148	5. WEZC-F 2123/15.1
6. WPEG-F	61/ 8.3	7.4	7.3	6.3	4.9	6. WPEG-F 118	6. WAYS 1382/17.7
7. WGIV	48/ 6.6	4.7	4.4	6.4	5.4	7. WAYS 59	7. WPEG-F 1303/15.4
8. WAYS	43/ 5.9	8.7	8.5	9.7	10.4	8. WGIV 50	8. WZXI-F 855/ 9.4
9. WZXI-F	25/ 3.4	3.3	3.0	2.9	2.6	9. WSPA-F 41	9. WLVV-F 801/ 5.3
10. WSOC	20/ 2.7	4.5	3.8	6.1	4.7	10. WLVV-F 37	10. WGIV 658/11.7

12+ FM SHARE (METRO): 62.10% (426 of 686) (O/N 80: 55.33%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WROQ-F	1. WBCY-F	1. WSOC-F	1. WSOC-F	1. WSOC-F	1. WSOC-F
2. WBCY-F	WROQ-F	2. WBT	2. WBT	2. WBT	2. WROQ-F
3. WGIV	3. WSOC-F	3. WBCY-F	3. WEZC-F	3. WEZC-F	3. WBT
4. WPEG-F	4. WPEG-F	4. WROQ-F	4. WPEG-F		4. WEZC-F
5. WSOC-F	5. WAYS	5. WPEG-F	WAYS		5. WBCY-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		167 (4)	167 (4)	24.3
MOR/AC	155 (6)		155 (6)	22.6
COUNTRY	24 (3)	127 (1)	151 (4)	22.0
BLACK	48 (1)	61 (1)	109 (2)	15.9
BTFL MUSIC		71 (2)	71 (2)	10.3
BIG BAND/NOST	20 (1)		20 (1)	2.9
RELIGION	13 (2)		13 (2)	1.9
			<u>686 (21)</u>	

CHARLOTTE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WSOC-F	1. WSOC-F	1. WSOC-F	WAME	1480	1.2
2. WEZC-F	2. WBT	2. WBT	WCGC	1270 Belmont	.5
3. WBT	3. WBCY-F	3. WPEG-F	WGAS	1420 Gastonia	.5
4. WROQ-F	4. WEZC-F	4. WEZC-F	WGNC	1450 Gastonia	1.6
5. WBCY-F	5. WROQ-F	5. WBCY-F	WHVN	1310	.5
6. WPEG-F	6. WAYS	6. WROQ-F	WIST	1240	.5
7. WHKY-F	7. WPEG-F	7. WGIV	WIXE	1190 Monroe	1.9
8. WAYS	8. WZXI-F	8. WAYS	WLTC	1370 Gastonia	.8
9. WXRC-F	9. WLVV-F		WQCC	1540	1.5
10. WGIV	10. WXRC-F		WLVV-F	96.9 Statesville	1.9
11. WLVV-F	11. WGIV		WSPA-F	98.9 Spartanburg	.8
12. WIRC	12. WSOC				
13. WZXI-F	13. WTQR-F				
WSPA-F	14. WFMX-F				
15. WXIK-F	15. WXIK-F				
WTQR-F					

ADI FM SHARE: 73.78% (1424 of 1930) (O/N 80: 61.46%)

AM STATIONS

WAYS, 610, 5 KW/1 KW (DA-2), OLDIES/AC (Burk-Abr)	, \$ 80.50* (Eastman)	
WBT, 1110, 50 KW (DA-N), AC	ABC-E, \$130.00* (Blair)	Jeff-Pilot
WGIV, 1600, 1 KW/500 W (DA-N), BLACK	NBN, \$ 23.75* (Selcom)	
WSOC, 930, 5 KW/1 KW (DA-N), NOST (TM)	MBS, NBC, \$ 30.00* (Christal)	Cox
WIRC, 630, 1 KW (DAYS), COUNTRY	, \$ 10.00 (Southern)	

FM STATIONS

WROQ-F, 95.1, 100 KW @ 574, AOR (Burk-Abr)	, \$ 80.50* (Eastman)	
WBCY-F, 107.9, 100 KW @ 980, ROCK	, \$ 60.00* (Blair)	Jeff-Pilot
WEZC-F, 104.7, 100 KW @ 1240, BTFL MUS	, \$ 68.00 (Torbet)	EZ
WSOC-F, 103.7, 100 KW @ 1040, COUNTRY (TM)	MBS, \$100.00* (Chirstal)	Cox
WZXI-F, 101.9, 43 KW @ 870, SOFT ROCK	ABC-E, \$ 12.50 (Masla)	
WLVV-F, 96.9, 100 KW @ 499, AC	, \$ ? ? (Mc-Guild)	(STATESVILLE)
WPEG-F, 97.9, 20 KW @ 390, BLACK (Drake-Chen)	, \$ 34.50 (Howard)	(CONCORD)
WXRC-F, 95.7, 100 KW @ 330, ROCK	, \$ 15.50 (Southern)	(HICKORY)
WHKY-F, 102.9, 15 KW @ 325, RELIGION	ABC-F, \$ 6.25 (----)	(HICKORY)
WXIK-F, 96.1, 100 KW @ 286, CONTEMP	MBS, \$ 9.00 (Southern)	(SHELBY)
WFMX-F, 105.7, 100 KW @ 350, COUNTRY	, \$ 5.00 (Southern)	(STATESVILLE)

WTQR-F - See Greensboro

WSPA-F - See Greenville-Spartanburg

TV STATIONS

WBTV	Charlotte	3	CBS, Jeff-Pilot
WCCB	Charlotte	18	IND, Bahakel
WPCQ	Charlotte	36	NBC, Westinghouse
WSOC	Charlotte	9	ABC, Cox
WHKY	Hickory	14	IND

NEWSPAPERS

Charlotte Observer	M	169,400, Knight-Ridder
Charlotte News	E	51,809, Knight-Ridder
Gastonia Gazette	E	34,333, Freedom

CHATTANOOGA

Market # 96  
 Revenue Rank # 100  
 Income Rank # 101  
 APR 16.8  
 SMSA Pop: 426,000  
 CSI: 3.1 Bil (# 97)

Revenue : \$5,187,197  
 Income : \$ 269,958  
 % Rev Gain: +19.1  
 Stations: 15/16  
 Diaries: 811/525:1  
 CSI HH: 18.5 M (# 278)  
 Standard Error: .685

National Rev: \$929,782  
 Nat Rev per Cap: \$2.18  
 Tot Rev per Cap: \$12.18  
 Tot Inc per Cap: \$ .63  
 Profit Margin: 5.2%  
 Retail \$: 1.7 Bil (# 102)  
 Retail Sales %: .269

12+ METRO	1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
		81	80	80	79		
1. WSKZ-F	93/15.5	13.5	14.8	15.1	17.8	1. WSKZ-F 180	1. WSKZ-F 2095/30.2
2. WDEF-F	62/10.3	11.2	11.4	12.5	14.9	2. WDEF-F 99	2. WDOD-F 1305/20.3
3. WDOD-F	55/ 9.2	7.0	.6	2.6	4.0	3. WDOD-F 89	3. WDEF-F 1087/19.3
4. WDEF	51/ 8.5	13.5	16.8	14.6	14.3	4. WDEF 51	4. WDEF 818/22.4
5. WDOD	37/ 6.2	8.9	9.2	13.5	8.2	5. WDOD 45	5. WDOD 787/18.9
6. WGOW	23/ 3.8	6.4	4.2	5.6	6.7	6. WGOW 25	6. WGOW 607/15.5
7. WKXC-F	16/ 2.7	1.4	1.7	.9	2.2	7. WJSQ-F 19	7. WJSQ-F 414/ 4.1
WNOO	16/ 2.7	2.9	2.8	11.2	8.0	WKXC-F 19	8. WKXC-F 320/ 7.4
9. WDXB	13/ 2.2	.4	1.5	3.7	3.8	9. WNOO 17	9. WNOO 246/ 5.7
10. WMOC	10/ 1.7	1.9	2.4	2.4	1.6	10. WDXB 14	10. WDXB 211/ 5.5

12+ FM SHARE (METRO): 57.64% (234 of 406) (O/N 80: 42.65%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WSKZ-F	1. WSKZ-F	1. WSKZ-F	1. WDOD-F	1. WDEF-F	1. WSKZ-F
	2. WDOD-F	2. WDOD-F	2. WSKZ-F	2. WDEF	2. WDOD-F+
	3. WGOW	3. WDEF-F	3. WDEF-F	WDOD-F	3. WDEF-F
	4. WDEF-F	4. WGOW	4. WDOD	4. WDOD	4. WDEF

IMPORTANT NOTICE: Pursuant to Arbitron's rating distortion policy, WFLI and WJTT-F were delisted.

OTHER RATED STATIONS/METRO SHARE

WEDG 1240	Saddy-Daisy	.7	WOWE-F 105.5	Rossville, GA	.5
WEPG 910	S. Pittsburg	1.5	WJSQ-F 101.1	Athens	.8
WLFA 1590	Lafayette, GA	1.5			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	23 (1)	109 (2)	132 (3)	32.5
COUNTRY	54 (3)	63 (3)	117 (6)	28.8
BTFL MUSIC		62 (1)	62 (1)	15.3
MOR/AC	60 (2)		60 (2)	14.8
BLACK	16 (1)		16 (1)	3.9
RELIGION	10 (1)		10 (1)	2.5
UNKNOWN	9 (1)		9 (1)	2.2
			406 (15)	

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, MOR	CBS, \$37.25* (Katz)	Park
WDOD, 1310, 5 KW (DA-N)	, COUNTRY	ABC-E, \$22.50* (Torbet)	Bahakel
WDXB, 1490, 1 KW/250 W	, COUNTRY	NBC, \$12.00 (Savalli)	
WGOW, 1150, 5 KW/1 KW (DA-N)	, CONTEMP	, \$30.62 (Eastman)	Bloomington
WMOC, 1450, 1 KW/250 W	, RELIGION	, \$12.00 (----)	
WNOO, 1260, 5 KW (DAYS)	, BLACK	SBN, \$11.50 (Lazar)	
WDEF-F, 92.3, 100 KW @ 895,	BTFL MUS (FM-100)	, \$37.25* (Katz)	Park
WDOD-F, 96.5, 19 KW @ 1010,	COUNTRY	RKO, \$23.00* (Torbet)	Bahakel
WKXC-F, 102.3, 3 KW @ 485,	CONTEMP	, \$12.00 (Selcom)	(SODDY-DAISY)
WSKZ-F, 106.5, 100 KW @ 1076,	ROCK	, \$42.88 (Eastman)	Bloomington
WJSQ-F, 101.7, 1.2 KW @ 400,	AC/COUNTRY	, \$ 5.00 (----)	(ATHENS)

TV STATIONS

WDEF Chattanooga	12	CBS, Park	WRCB Chattanooga	3	ABC, Ziff-Davis
WRIP Chattanooga	61	IND	WTVC Chattanooga	9	ABC

CHICAGO

Market # 3; ADI # 3  
 Revenue Rank # 3  
 Income Rank # 13  
 APR 16.2  
 SMSA Pop: 7,140,200  
 CSI: 65.3 Bil (# 3)

Revenue : \$ 104,375,740  
 Income : \$ 2,547,849  
 % Rev Gain: 9.7%  
 Stations: 31/65  
 Diaries: 3138/2275:1  
 CSI HH: 26.0 M (# 15)  
 Standard Error: .346

National Rev: \$ 33,060,209  
 Nat Rev per Cap: \$ 4.63  
 Tot Rev per Cap: \$ 14.62  
 Tot Inc per Cap: \$ .36  
 Profit Margin: 2.4%  
 Retail \$: 30.3 Bil (# 3)  
 Retail Sales %: .283

12+ METRO	1/4/SHARE	SUM 81	SPG 81	WIN 81	FAL 80	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WGN	980/9.6	9.4	9.6	10.5	9.7	1. WGN	1192	1. WLS 19861/16.5
2. WGCI-F	705/6.9	6.3	4.1	4.9	6.0	2. WMAQ	1024	2. WGN 18074/21.7
3. WLOO-F	664/6.5	6.1	6.7	6.9	6.9	3. WLS	914	3. WMAQ 17092/12.2
4. WBBM	615/6.0	6.1	7.2	6.1	5.8	4. WBBM	774	4. WBBM 15139/18.0
5. WIND	487/4.7	4.8	3.8	3.2	4.6	5. WGCI-F	707	5. WLS-F 8549/12.6
6. WLS	485/4.7	5.0	5.0	5.3	5.7	6. WLOO-F	678	6. WLUP-F 7935/11.7
7. WMAQ	426/4.2	4.8	5.1	5.1	4.9	7. WIND	543	7. WGCI-F 7883/12.3
WLUP-F	426/4.2	3.5	3.1	3.4	3.8	8. WLUP-F	466	8. WCLR-F 7246/10.9
9. WLAK-F	380/3.7	4.0	3.3	4.4	4.6	9. WLAK-F	404	9. WLOO-F 7219/11.1
10. WLS-F	357/3.5	4.4	4.3	3.5	1.2	10. WLS-F	378	10. WMET-F 6978/10.7
11. WCLR-F	349/3.4	2.9	3.3	3.2	3.3	11. WCLR-F	360	11. WIND 6705/ 9.5
WMET-F	349/3.4	4.0	3.5	4.0	3.5	12. WMET-F	356	12. WBBM-F 6267/ 9.5
13. WKQX-F	342/3.3	3.8	3.7	3.0	3.2	13. WKQX-F	352	13. WFYR-F 6206/ 9.3
14. WFYR-F	320/3.1	2.6	2.8	3.3	3.1	14. WFYR-F	334	14. WKQX-F 5910/ 9.1
15. WJEZ-F	307/3.0	3.1	3.1	2.5	3.3	15. WJEZ-F	327	15. WLAK-F 5909/ 8.5
16. WBBM-F	280/2.7	2.2	2.4	2.6	2.5	16. WBBM-F	283	16. WJEZ-F 5203/ 7.6
17. WAIT	259/2.5	2.1	3.0	1.9	1.3	17. WAIT	278	17. WBMX-F 4997/ 7.6
18. WJPC	252/2.5	2.7	3.1	2.6	2.3	18. WJPC	255	18. WCFL 4354/ 5.5
19. WFMT-F	226/2.2	1.4	1.9	1.9	1.8	19. WFMT-F	230	19. WJPC 4304/ 6.7
20. WBMX-F	215/2.1	2.7	2.6	3.1	2.9	20. WBMX-F	226	20. WVON 3465/ 5.5

12+ FM SHARE (METRO): 58.30% (5569 of 9553) (FAL 80: 57.27%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WGCI-F	1. WGCI-F	1. WGCI-F	1. WGN	1. WGN	1. WGN
2. WLUP-F	2. WLUP-F	2. WLS	2. WGCI-F	2. WLOO-F	2. WLS+
3. WLS	3. WMET-F	3. WGN	3. WLOO-F	3. WBBM	3. WMAQ
WLS-F	4. WLS	4. WCLR-F	4. WLS	4. WLAK-F	4. WBBM
5. WMET-F	5. WFYR-F	5. WLUP-F	5. WBBM	5. WIND	5. WIND
6. WJPC	6. WKQX-F	6. WFYR-F	6. WCLR-F	6. WMAQ	6. WGCI-F
	7. WLS-F	WKQX-F	7. WMAQ	7. WJEZ-F	7. WLOO-F
	8. WCLR-F	8. WLOO-F	8. WFYR-F	8. WAIT	8. WCLR-F
	9. WBBM-F	9. WMAQ	9. WJEZ-F	9. WFMT-F	9. WKQX-F
	10. WXRT-F	10. WMAQ	10. WLAK-F	10. WCLR-F	10. WLAK-F

FORMATS

	AM	FM	TOTAL	%
MOR/AC	1176 (4)	1011 (3)	2187 (7)	22.9
ROCK/AOR/CONTEMP	485 (1)	1614 (6)	2099 (7)	22.0
BTFM MUSIC	259 (1)	1235 (3)	1494 (4)	15.6
BLACK/URBAN/JAZZ	420 (2)	1000 (3)	1420 (5)	14.9
NEWS/TALK	1102 (2)		1102 (2)	11.5
COUNTRY	542 (2)	307 (1)	849 (3)	8.9
CLASSICAL		266 (2)	266 (2)	2.8
SPANISH		136 (1)	136 (1)	1.4
			9553 (31)	

CHICAGO ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. WGN	1. WGN	1. WGCI-F	WAUR-F	107.9	Aurora .4
2. WGCI-F	2. WLS	2. WGN	WCFL	1000	1.1
3. WLOO-F	3. WBBM	3. WOJO-F	WEFM-F	99.5	1.9
4. WBBM	4. WMAQ	4. WLS	WJJD	1160	1.1
5. WLS	5. WLS-F	5. WLOO-F	WJOB	1230	Hammond .3
			WJOL	1340	Joliet .5
6. WMAQ	6. WGCI-F		WNIB-F	97.1	.4
7. WIND	7. WLUP-F	7. WIND	WOJO-F	105.1	Evanston 1.3
8. WLUP-F	8. WCLR-F	8. WMAQ	WVON	1390	1.6
9. WLAK-F	9. WLOO-F	9. WJEZ-F	WXFM-F	105.9	Elmwood Park .8
10. WLS-F	10. WMET-F				
11. WCLR-F	11. WIND				
12. WMET-F	12. WFYR-F				
13. WKQX-F	13. WBBM-F				
14. WFYR-F	14. WKQX-F				
15. WJEZ-F	15. WLAK-F				

ADI FM SHARE: 56.54% (5726 of 10127) (FAL 80: 55.34%)

AM STATIONS

WAIT, 820, 5 KW (DAYS), BTFL MUS (FM-100)	, \$ 66.67 (Katz)	Century
WBBM, 780, 50 KW , NEWS	CBS, \$218.75* (CBS Spot)	CBS
WCFL, 1000, 50 KW (DA-2), AC	MBS, \$ 91.00* (Masla)	Mutual
WGN, 720, 50 KW , MOR/TALK	, \$201.00* (Christal)	Tribune
WIND, 560, 5 KW (DA-2), TALK	ABC-E, \$125.00* (RAR)	Westinghouse
WJPC, 950, 1 KW/500 W , BLACK	NBN, \$100.00 (----)	
WLS, 890, 50 KW , ROCK	ABC-C, \$256.25 (Blair)	ABC
WMAQ, 670, 50 KW , COUNTRY	NBC, \$200.00* (Eastman)	NBC
WVON, 1390, 5 KW (DA-2), BLACK	SBN, \$ 70.00* (Selcom)	Gannett

FM STATIONS

WBBM-F, 96.3, 6 KW @ 1174, CONTEMP/AC	, \$ 96.00 (CBS FM)	CBS
WBMX-F, 102.7, 6 KW @ 1170, BLACK	, \$125.00 (Masla*)	
WCLR-F, 101.9, 3 KW @ 1500, MOR/AC	, \$116.25 (Torbet)	Bonneville
WEFM-F, 99.5, 6 KW @ 1170, BTFL (Schulke)	, \$ 90.00* (Howard)	First Media
WFMT-F, 98.7, 16 KW @ 1167, CLASSICAL	, \$105.00 (CMBS)	
WFYR-F, 103.5, 4 KW @ 1552, AC	RKO, \$137.50* (RKO)	RKO
WGCI-F, 107.5, 33 KW @ 600, BLACK	MBS, \$100.00* (Selcom)	Gannett
WJEZ-F, 104.3, 19 KW @ 820, COUNTRY	ABC-I, \$ 90.84 (MMR)	Plough
WKQX-F, 101.1, 6 KW @ 1170, AC	, \$103.12 (Eastman)	NBC
WLAK-F, 93.9, 5 KW @ 1530, BTFL MUS (Schulke)	, \$153.75 (Mc-Guild)	Storer
WLOO-F, 100.3, 6 KW @ 1167, BTFL MUS (FM 100)	, \$200.00 (Katz)	Century
WLS-F, 94.7, 6 KW @ 1170, ROCK	ABC-F, \$100.00 (Blair)	ABC
WLUP-F, 97.9, 6 KW @ 1170, AOR	, \$166.25 (MMR)	Heftel
WMET-F, 95.5, 6 KW @ 1170, AOR	Source, \$171.88 (Katz)	Metromedia
WOJO-F, 105.1, 6 KW @ 1174, SPANISH	, \$ 52.00 (Lotus)	
WXRT-F, 93.1, 50 KW @ 500, AOR	, \$ 60.00 (Masla)	

TV STATIONS

WBBM Chicago 2	CBS, CBS	WLS Chicago 7	ABC, ABC
WCIU Chicago 26	IND	WMAQ Chicago 5	NBC, NBC
WFLD Chicago 32	IND, Field	WSNS Chicago 44	IND, Harriscope
WGN Chicago 9	IND, WGN Cont		

NEWSPAPERS

Chicago Tribune AD	789,767, WGN Cont
Chicago Sun Times E	657,275, Field

CINCINNATI

Market # 28; ADI # 27  
 Revenue Rank # 22  
 Income Rank # 375  
 APR 14.9  
 SMSA Pop: 1,395,800  
 CSI: 11.1 Bil (# 30)

Revenue : \$23,244,466  
 Income : \$-1,371,493  
 % Rev Gain: 7.5  
 Stations: 23/19  
 Diaries: 1396/1000:1  
 CSI HH: 22.7 M (# 88)  
 Standard Error: .496

National Rev: \$5,810,691  
 Nat Rev per Cap: \$4.16  
 Tot Rev per Cap: \$16.65  
 Tot Inc per Cap: \$-.98  
 Profit Margin: ---  
 Retail \$: 6.0 Bil (# 29)  
 Retail Sales %: .348

12+ METRO	1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
		81	80	80	79						
1. WEBN-F	202/11.8	9.6	8.6	9.7	9.1	1. WLW	258	1. WLW	5487/24.0		
2. WWEZ-F	152/ 8.9	9.8	9.7	6.3	7.6	2. WEBN-F	253	2. WKRQ-F	3526/19.4		
3. WKRQ-F	143/ 8.3	9.6	10.5	10.7	11.8	3. WHIO-F	251	3. WEBN-F	3276/20.8		
4. WLW	139/ 8.1	11.0	8.5	14.5	9.9	4. WKRQ-F	200	4. WKRC	3052/19.4		
5. WKRC	134/ 7.8	9.2	10.4	8.0	9.6	5. WWEZ-F	185	5. WHIO-F	3014/ 1.7		
6. WCKY	110/ 6.4	7.9	6.4	8.0	11.1	6. WKRC	179	6. WYYS-F	2630/13.5		
7. WRRM-F	108/ 6.3	7.1	3.4	3.1	5.0	7. WUBE-F	176	7. WWEZ-F	2426/16.6		
8. WMLX	106/ 6.1	.7	1.7	1.7	1.6	8. WYYS-F	161	8. WUBE-F	2277/11.8		
9. WUBE-F	101/ 5.9	4.2	5.7	5.8	5.4	9. WTUE-F	150	9. WTUE-F	1990/ 1.1		
10. WYYS-F	94/ 5.5	2.5	4.1	1.6	1.8	10. WCKY	133	10. WCKY	1953/13.9		
11. WSAI	45/ 2.6	2.9	2.6	3.9	3.0	11. WDAO-F	127	11. WSKS-F	1895/ 7.6		
12. WCIN	44/ 2.6	5.8	4.6	4.3	3.2	12. WRRM-F	116	12. WRRM-F	1730/13.2		

12+ FM SHARE (METRO): 60.62% (956 of 1577) (O/N 80: 58.08%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WEBN-F	1. WEBN-F	1. WEBN-F	1. WKRC	1. WWEZ-F	1. WLW
2. WKRQ-F	2. WKRQ-F	2. WKRQ-F	2. WUBE-F	2. WCKY	2. WKRC
	3. WRRM-F	WRRM-F	3. WLW	3. WLW	3. WEBN-F
	4. WYYS-F	4. WKRC	4. WRRM-F	4. WMLX	4. WCKY
	5. WKRC	5. WUBE-F	5. WWEZ-F	5. WUBE-F	5. WHIO-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		577 (6)	577 (6)	36.6
MOR/AC	383 (3)		383 (3)	24.3
BTFM MUSIC		189 (3)	189 (3)	12.0
COUNTRY	45 (1)	134 (2)	179 (3)	11.4
BIG BAND/NOST	105 (1)		105 (1)	6.7
BLACK/URBAN	44 (1)	48 (2)	92 (3)	5.8
RELIGION	30 (2)	8 (1)	38 (3)	2.4
UNKNOWN	14 (1)		14 (1)	0.9
			1577 (23)	

CINCINNATI ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE			
1. WEBN-F	1. WLW	1. WEBN-F	WBLZ-F	103.5	Hamilton	2.4
2. WLW	2. WKRQ-F	2. WLW	WHKK-F	100.9	Erlanger	.5
3. WKRQ-F	3. WEBN-F	3. WCKY	WLYK-F	107.1	Milford	1.3
4. WWEZ-F	4. WKRC	4. WKRQ-F	WNOP	740	Newport	.8
5. WUBE-F	5. WYYS-F	5. WUBE-F	WSAI-F	94.1		1.9
			WTSJ	1050		.8
6. WKRC	6. WWEZ-F	6. WWEZ-F	WCNW	1560	Fairfield	.9
7. WYYS-F	7. WUBE-F	7. WKRC	WSKS-F	96.5	Hamilton	1.3
8. WCKY	8. WCKY	8. WCIN				
9. WRRM-F	9. WRRM-F	9. WYYS-F				
10. WMLX	10. WSKS-F	10. WMLX	WDAO-F	107.7	Dayton	.4
			WHIO-F	99.1	Dayton	.9
11. WSAI	11. WSAI		WTUE-F	104.7	Dayton	.4
12. WSAI-F	12. WMLX					
13. WBLZ-F	13. WSAI-F					
14. WCIN	14. WCIN					
15. WHIO-F	15. WBLZ-F					

ADI FM SHARE: 60.37% (1295 of 2145) (O/N 80: 59.96%)

AM STATIONS

WCIN, 1480, 5 KW/500 W (DA-2), BLACK	NBN, \$31.50* (HNW)	BENI
WCKY, 1530, 50 KW (DA-N), MOR	ABC-I, CBS, \$63.75* (Eastman)	Federated
WKRC, 550, 5 KW/1 KW (DA-2), AC	ABC-E, \$60.25* (Katz)	Taft
WLW, 700, 50 KW, MOR	NBC, \$86.25 (CBS Spot)	Mariner
WMLX, 1230, 1 KW/250 W, BIG BAND/NOST (A1 Ham)	, \$35.00* (Mc-Guild)	Plough
WSAI, 1360, 5 KW (DA-N), COUNTRY	, \$28.00* (?)	Affiliated

FM STATIONS

WBLZ-F, 103.5, 50 KW @ 500, BLACK (?)	, \$21.00* (HNW)	BENI (HAMILTON)
WEBN-F, 102.7, 31 KW @ 610, AOR	, \$69.00* (Torbet)	Wood
WKRQ-F, 101.9, 25 KW @ 660, ROCK	, \$105.00* (Katz)	Taft
WRRM-F, 98.5, 15 KW @ 810, SOFT ROCK	, \$65.00 (Blair)	Susquehanna
WSAI-F, 94.1, 32 KW @ 550, COUNTRY	ABC-C, \$23.60* (?)	Affiliated
WUBE-F, 105.1, 11 KW @ 920, COUNTRY	, \$45.00* (Mc-Guild)	Plough
WWEZ-F, 92.5, 11 KW @ 905, BTFL MUS (Schulke)	, \$63.75* (Eastman)	Federated
WSKS-F, 96.5, 50 KW @ 810, ROCK	ABC-F, RKO, \$37.00 (CBS FM)	Mariner (HAMILTON)
WYYS-F, 94.9, 27 KW @ 640, CONTEMP	, \$22.00 (MMR)	Heftel

OTHER STATIONS - SEE DAYTON

TV STATIONS

WCPO	Cincinnati	9	CBS, Scripps-Howard
WKRC	Cincinnati	12	ABC, Taft
WLWT	Cincinnati	5	NBC, Multimedia
WXIX	Newport, KY	19	IND, Metromedia

NEWSPAPERS

Cincinnati Post	E	179,827, Scripps-Howard
Cincinnati Enquirer	M	181,555, Gannett



CLEVELAND

Market # 20; ADI # 9  
 Revenue Rank # 17  
 Income Rank # 16  
 APR 15.7  
 SMSA Pop: 1,912,300  
 CSI: 17.1 Bil (# 18)

Revenue : \$30,466,570  
 Income : \$ 2,149,930  
 % Rev Gain: -0.8  
 Stations: 26/23  
 Diaries: 1554/1231:1  
 CSI HH: 25.0 M (# 28)  
 Standard Error: .494

National Rev: \$8,599,785  
 Nat Rev per Cap: \$4.50  
 Tot Rev per Cap: \$15.93  
 Tot Inc per Cap: \$1.12  
 Profit Margin : 7.1%  
 Retail \$: 8.2 Bil (# 19)  
 Retail Sales %: .310

12+ METRO	1/4/SHARE	SUM 81	SPG 81	WIN 81	O/N 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WMMS-F	220/9.0	8.3	10.5	10.5	8.5	1. WMMS-F 430	1. WMMS-F 5820/16.7
2. WDOK-F	198/8.1	10.4	8.1	10.1	9.1	2. WGCL-F 285	2. WGCL-F 4872/16.8
3. WHK	165/6.7	6.2	7.6	5.3	8.5	3. WDOK-F 238	3. WGAR 4436/13.4
4. WQAL-F	161/6.6	7.3	8.0	9.1	9.4	4. WZZP-F 236	4. WZZP-F 3835/15.3
5. WZZP-F	150/6.1	5.6	6.2	6.9	5.2	5. WGAR 218	5. WHK 3593/17.2
6. WERE	142/5.8	5.4	6.1	5.8	6.7	6. WQAL-F 214	6. WDOK-F 3345/16.0
7. WGCL-F	137/5.6	6.2	6.3	7.3	6.6	7. WHK 202	7. WWWM-F 3231/10.7
8. WDMT-F	121/4.9	5.3	2.8	5.8	5.3	8. WWWM-F 193	8. WQAL-F 3106/14.8
9. WGAR	114/4.7	5.1	5.1	4.5	4.8	9. WDMT-F 171	9. WWWE 3009/ 9.9
10. WJW	107/4.4	5.1	3.6	3.4	5.1	10. WERE 153	10. WERE 2599/14.8
11. WWWM-F	98/4.0	3.4	3.1	3.0	3.0	11. WKSW-F 150	11. WDMT-F 2212/ 9.9
12. WLYT-F	95/3.9	4.2	3.6	3.2	2.4	12. WWWE 136	12. WKSW-F 2193/ 8.0
13. WKSW-F	90/3.7	3.7	3.4	3.8	3.8	13. WJW 118	13. WLYT-F 1910/10.9
14. WBBG	82/3.4	1.0	.4	.7	1.8	14. WLYT-F 103	14. WJW 1792/ 8.8
15. WWWE	79/3.2	4.2	5.7	3.8	3.2	15. WZAK-F 103	15. WSLR 1563/ 1.7
16. WCLV-F	73/3.0	2.1	2.2	2.0	2.0	16. WDBN-F 101	16. WDBN-F 1517/ 2.5

12+ FM SHARE (METRO): 62.98% (1446 of 2296) (O/N 80: 62.18%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WLYT-F	1. WMMS-F	1. WMMS-F	1. WZZP-F	1. WDOK-F	1. WMMS-F
2. WGCL-F	2. WZZP-F	2. WZZP-F	2. WHK	2. WQAL-F	2. WGAR
3. WMMS-F	3. WWWM-F	3. WHK	3. WDOK-F	3. WHK	3. WHK
4. WDMT-F	4. WDMT-F	4. WDMT-F	4. WGAR	4. WERE	4. WGCL-F
	5. WGCL-F	5. WWWM-F	5. WQAL-F	5. WJW	5. WDOK-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	9 (1)	715 (6)	724 (7)	31.5
BTFL MUSIC		394 (4)	394 (4)	17.2
COUNTRY	256 (3)	90 (1)	346 (4)	15.1
BLACK/DISCO	95 (2)	174 (2)	269 (4)	11.7
MOR/AC	266 (4)		266 (4)	11.6
NEWS/TALK	142 (1)		142 (1)	6.2
BIG BAND	82 (1)		82 (1)	3.6
CLASSICAL		73 (1)	73 (1)	3.2
			2296 (26)	

CLEVELAND ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. WMMS-F	1. WMMS-F	1. WDMT-F	WABQ	1540	1.2
2. WGCL-F	2. WGCL-F	2. WDOK-F	WDBN-F	94.9 Medina	1.1
3. WDOK-F	3. WGAR	3. WHK	WELW	1330 Willoughby	.4
4. WZZP-F	4. WZZP-F	4. WMMS-F	WJMO	1490	2.7
5. WQAL-F	5. WHK	5. WQAL-F	WPVL	1460 Painesville	1.4
6. WGAR	6. WDOK-F	6. WERE	WZAK-F	93.1	2.2
7. WHK	7. WQAL-F	7. WGCL-F	WAEZ-F	97.5 Akron	.4
8. WWWM-F	8. WWWM-F	8. WZAK-F	WKDD-F	96.5 Akron	.6
9. WDMT-F	9. WWWE	9. WJMO	WSLR	1350 Akron	.5
10. WERE	10. WERE	10. WLYT-F	CKLW	800 Windsor,ONT	.4
11. WKSW-F	11. WKSW-F				
12. WWWE	12. WDMT-F				
13. WJW	13. WLYT-F				
14. WLYT-F	14. WAKR				
15. WDBN-F	15. WJW				
WZAK-F					

ADI FM SHARE: 62.39% (2760 of 4424) (O/N 80: 62.07%)

AM STATIONS

WBBG, 1260, 5 KW (DA-2)	, BIG BAND/NOST (A1 Ham)	, \$ 57.50 (Torbet)
WERE, 1300, 5 KW (DA-1)	, NEWS/TALK ABC-I,MBS	, \$ 70.44 (MMR)
WGAR, 1220, 50 KW (DA-1)	, AC ABC-E	, \$ 86.00 (Blair) Nationwide
WHK, 1420, 5 KW (DA-N)	, COUNTRY NBC	, \$118.75* (Katz)
WJMO, 1490, 1 KW/250 W	, BLACK NBN	, \$ 50.50* (UBC) United
WJW, 850, 10 KW/5 KW (DA-N)	, MOR	, \$ 46.25 (Christal)
WWWE, 1100, 50 KW	, COUNTRY CBS	, \$ 88.25* (Eastman) Gannett

FM STATIONS

WCLV-F, 95.5, 27 KW @ 640	CLASSICAL	, \$ 38.75 (CMBS)
WDBN-F, 94.9, 118 KW @ 310	BTFL MUS (FM-100)	, \$ 25.00 (Masla)
WDMT-F, 107.9, 70 KW @ 390	URBAN (Burk-Abr)	RKO, \$ 52.50 (Howard) Beasley
WDOK-F, 102.1, 50 KW @ 370	BTFL MUS (Churchill)	, \$ 75.25* (Eastman) Gannett
WGCL-F, 98.5, 40 KW @ 600	ROCK ABC-F	, \$ 70.44 (MMR)
WKSW-F, 99.5, 50 KW @ 500	COUNTRY RKG II	, \$ 41.25 (Blair) Nationwide
WLYT-F, 92.3, 27 KW @ 234	ROCK/AOR	, \$ 32.50* (UBC) United
WMMS-F, 100.7, 32 KW @ 600	AOR (Burk-Abr)	, \$123.00* (Katz) Malrite
WQAL-F, 104.1, 8 KW @ 1060	BTFL MUS (Bonne)	, \$111.25 (Mc-Guild) Gulf
WWWM-F, 105.7, 27 KW @ 900	AOR/ROCK ABC-C	, \$ 68.75 (Torbet)
WZAK-F, 93.1, 28 KW @ 620	URBAN	, \$ 35.00 (Selcom)
WZZP-F, 106.5, 8 KW @ 1060	AC/SOFT	, \$ 92.00 (Christal) Booth

WSLR, WAKR - See Akron

TV STATIONS

WEWS	Cleveland	5	ABC, Scripps-Howard
WJKW	Cleveland	8	CBS, Starr
WKYC	Cleveland	3	NBC, NBC
WUAB	Lorain	43	IND, Gaylord

NEWSPAPERS

Cleveland Plain Dealer	M	359,039, Newhouse
Cleveland Press	E	305,205, Scripps-Howard

COLORADO SPRINGS

Market # 121  
 Revenue Rank # 115  
 Income Rank # 376  
 APR 16.1  
 SMSA Pop: 316,000  
 CSI: 2.3 Bil (# 121)

Revenue : \$4,757,047  
 Income : \$-1,478,547  
 % Rev Gain: +36.6  
 Stations: 17/13  
 Diaries: 717/441:1  
 CSI HH: 21.5 M (# 140)  
 Standard Error: .775

National Rev: \$742,519  
 Nat Rev per Cap: \$2.35  
 Tot Rev per Cap: \$15.05  
 Tot Inc per Cap: \$-4.68  
 Profit Margin: ---  
 Retail \$: 1.3 Bil (# 129)  
 Retail Sales %: .351

		SPG	O/N	A/M	O/N				
12+ METRO	1/4/SHARE	81	80	80	79	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. KILO-F	59/14.0	11.2	11.0	9.6	12.5	1. KILO-F	74	1. KSPZ-F	970/29.1
2. KSPZ-F	52/12.4	13.6	16.4	11.1	8.8	2. KSPZ-F	63	2. KILO-F	827/22.3
3. KKFM-F	39/ 9.3	3.4	2.8	1.8	4.5	3. KKFM-F	53	3. KKFM-F	754/20.6
4. KSSS	38/ 9.0	9.4	7.6	8.0	9.8	4. KOA	49	4. KOA	623/11.8
5. KRDO-F	35/ 8.3	8.9	9.9	11.1	10.6	5. KRDO-F	42	5. KVOR	531/19.0
6. KVOR	30/ 7.1	7.6	7.3	7.5	9.3	6. KSSS	39	6. KRDO-F	493/15.4
7. KKCS-F	26/ 6.2	4.0	3.4	4.7	.8	7. KVOR	32	7. KYSN	419/16.1
8. KOA	20/ 4.8	4.9	6.2	4.9	4.0	8. KKCS-F	26	8. KSSS	399/14.9
9. KYSN	18/ 4.3	7.8	9.0	8.8	7.7	9. KYNR-F	23	9. KRDO	385/14.1
10. KYNR-F	16/ 3.8	5.4	4.5	4.7	6.4	10. KLZ	21	10. KIIQ-F	384/ 9.8

12+ FM SHARE (METRO): 64.38% (244 of 379) (O/N 80: 54.57%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KKFM-F	1. KILO-F	1. KILO-F	1. KILO-F	1. KRDO-F	1. KSPZ-F
2. KILO-F	2. KSPZ-F	2. KSPZ-F	2. KSPZ-F	2. KVOR	2. KVOR
3. KSPZ-F	3. KKFM-F	3. KSSS	3. KRDO-F	3. KSSS	3. KOA

OTHER RATED STATIONS/METRO SHARE

KIIQ-F	102.7	3.1	KLZ	560	Denver	1.9
KKCS	1530	.5	KVOD-F	99.5	Denver	.5
KRDO	1240	2.9	KZLO-F	100.7	Pueblo	.5
KRTS	1490	1.7				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	18 (1)	165 (5)	183 (6)	48.3
COUNTRY	48 (3)	26 (1)	74 (4)	19.5
BTFL MUSIC		51 (2)	51 (2)	13.5
MOR/AC	42 (2)		42 (2)	11.1
NEWS/TALK	20 (1)		20 (1)	5.3
BIG BAND	7 (1)		7 (1)	1.8
CLASSICAL		2 (1)	2 (1)	0.5
			379 (17)	

RADIO STATIONS

KRDO, 1240, 1 KW/250 W	, AC	MBS, RKO, \$14.50	(Torbet)
KSSS, 740, 1 KW/250 W (DA-2)	, COUNTRY	NBC, \$20.75*	(PRO) Peoria Jrnl Star
KVOR, 1300, 5 KW/1 KW	, MOR	CBS, \$17.50*	(Selcom) Sunbelt
KYSN, 1460, 1 KW/500 W (DA-N)	, ROCK	, \$14.00	(Mc-Guild)
KIIQ-F, 102.7, 40 KW @ 2080	, ROCK	ABC-I, \$21.00	(Eastman) Wiskes/Abaris
KILO-F, 93.9, 83 KW @ 2110	, AOR	, \$27.00	(Christal)
KKCS-F, 101.9, 50 KW @ -310	, COUNTRY (?)	ABC-E, \$11.00	(---)
KKFM-F, 96.5, 23 KW @ 2300	, ROCK	ABC-F, \$12.93	(Bunchez)
KRDO-F, 95.1, 96 KW @ 2040	, BTFL MUS (Schulke)	, \$19.00	(Torbet)
KSPZ-F, 92.9, 25 KW @ 2130	, CONTEMP	, \$20.00	(Selcom) Sunbelt
KYNR-F, 99.9, 68 KW @ 2000	, BTFL MUS (FM-100)	, \$13.25	(PRO) Peoria Jrnl Star
			(PEORIA)
	KOA - See Denver		

TV STATIONS

KKTV	Col Spr	11	CBS, Capitol	KRDO	Col Spr	13	ABC
KOAA	Pueblo	5	NBC, Charleston (SC)	Evening Post			

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

COLUMBIA, SC

Market # 98  
 Revenue Rank # 80  
 Income Rank # 59  
 APR 14.7  
 SMSA Pop: 410,000  
 CSI: 2.9 Bil (# 101)

Revenue : \$6,527,996  
 Income : \$ 464,076  
 % Rev Gain: +15.5  
 Stations: 14/13  
 Diaries: 756/542:1  
 CSI HH: 22.0 M (# 118)  
 Standard Error: .701

National Rev: \$1,410,725  
 Nat Rev per Cap: \$3.44  
 Tot Rev per Cap: \$15.92  
 Tot Inc per Cap: \$1.13  
 Profit Margin: 7.1%  
 Retail \$: 1.6 Bil (# 108)  
 Retail Sales %: .343

12+ METRO	1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA	CUME	RAT
1. WNOK-F	102/20.0	20.9	19.7	17.5	13.6	1. WCOS-F	137	1. WCOS-F	1532/25.6
2. WCOS-F	80/15.7	19.2	16.1	12.3	11.4	2. WNOK-F	131	2. WNOK-F	1515/33.2
3. WIS	61/12.0	12.4	15.2	10.4	15.9	3. WWDM-F	129	3. WIS	1243/27.7
4. WOIC	60/11.8	7.2	10.7	14.6	11.9	4. WIS	76	4. WWDM-F	1167/15.9
5. WZLD-F	40/ 7.9	8.9	6.6	7.5	5.6	5. WOIC	60	5. WZLD-F	839/20.4
6. WXRY-F	39/ 7.7	5.9	7.8	6.7	9.2	6. WXRY-F	50	6. WOIC	750/19.1
WWDM-F	39/ 7.7	7.4	6.6	7.7	5.4	7. WZLD-F	42	7. WXRY-F	567/11.3
8. WSCQ-F	24/ 4.7	4.4	5.9	6.1	6.9	8. WDWQ-F	37	8. WSCQ-F	413/ 9.6
9. WQXL	9/ 1.8	1.1	.9	1.7	.9	9. WSCQ-F	27	9. WDWQ-F	371/ 1.6
10. WNOK	6/ 1.2	.6	.5	1.0	2.5	10. WPJS-F	13	10. WPJS-F	308/ 3.0

12+ FM SHARE (METRO): 69.60% (332 of 477) (O/N 80: 67.93%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WNOK-F	1. WNOK-F	1. WNOK-F	1. WCOS-F	1. WCOS-F	1. WNOK-F+
2. WOIC	2. WWDM-F	2. WCOS-F	2. WIS	2. WIS	2. WCOS-F+
3. WZLD-F	3. WZLD-F	3. WOIC	3. WNOK-F	3. WXRY-F	3. WIS
4. WWDM-F	4. WOIC	4. WIS	4. WOIC	4. WOIC	4. WWDM-F

OTHER RATED STATIONS/METRO SHARE

WCOS	1400		.6	WDWQ-F	107.5	St. George	.4
WLFF	620	Cayce	1.2	WPJS-F	106.7	Orangeburg	1.2

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	6 (1)	144 (3)	150 (4)	31.4
BLACK	60 (1)	39 (1)	99 (2)	20.8
MOR/AC	61 (1)	24 (1)	85 (2)	17.8
COUNTRY	3 (1)	80 (1)	83 (2)	17.4
BTFL MUSIC		39 (1)	39 (1)	8.2
RELIGION/GOSPEL	9 (1)	6 (1)	15 (2)	3.1
BIG BAND/NOST	6 (1)		6 (1)	1.3
			477 (14)	

RADIO STATIONS

WIS , 560, 5 KW (DA-N) , MOR	NBC, \$55.00* (Christal)	Cosmos
WNOK, 1230, 1 KW/250 W , ROCK	ABC-C, \$ ? ? (Blair)	
WOIC, 1320, 5 KW/1 KW (DA-N), BLACK	NBN, \$23.00 (Eastman)	
WCOS-F, 97.9, 20 KW @ 450, COUNTRY	ABC-I, \$53.70* (Mc-Guild)	Buck
WNOK-F, 104.7, 100 KW @ 450, ROCK (Century 21)	ABC-C, \$47.25* (Blair)	
WSCQ-F, 100.1, 2.4 KW @ 330, MOR	CBS, \$25.75 (Southern)	
WXRY-F, 93.5, 3 KW @ 360, BTFL MUS (Bonne)	, \$18.67 (MMR)	Limetree
WZLD-F, 96.7, 3 KW @ 300, CONTEMP	RKO, \$20.00 (Selcom)	<i>Siggett</i>
WDWQ-F, 107.5, 100 KW @ 585, ROCK	, \$14.00 (Selcom)	(ST. GEORGE)
WPJS-F, 106.7, 100 KW @ 600, RELIGION	, \$ 6.65 (Southern)	(ORANGEBURG)
WWDM-F, 101.3, 100 KW @ 629, BLACK	SBN, \$24.50 (Howard)	(SUMTER)

TV STATIONS

WIS	Columbia	10	NBC, Cosmos
WOLO	Columbia	25	ABC, Bahakel
WLTX	Columbia	19	CBS

NEWSPAPERS

Columbia State	M	106,157
Columbia Record	E	32,905

COLUMBUS, OH

Market # 37; ADI # 32  
 Revenue Rank # 28  
 Income Rank # 7  
 APR 14.0  
 SMSA Pop: 1,118,700  
 CSI: 8.7 Bil (# 39)

Revenue : \$18,430,845  
 Income : \$ 5,609,966  
 % Rev Gain: 8.2  
 Stations: 20/19  
 Diaries: 1300/861:1  
 CSI HH: 21.8 M (# 130)  
 Standard Error: .509

National Rev: \$4,525,088  
 Nat Rev per Cap: \$4.05  
 Tot Rev per Cap: \$16.48  
 Tot Inc per Cap: \$5.01  
 Profit Margin: 30.4%  
 Retail \$: 5.0 Bil (# 36)  
 Retail Sales %: .332

12+ METRO	1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
		81	80	80	79		
1. WTVN	163/13.0	7.3	12.3	10.0	14.1	1. WTVN	4135/32.0
2. WLVQ-F	158/12.6	15.9	14.0	12.5	12.7	2. WLVQ-F	3737/24.8
3. WXGT-F	137/10.9	10.8	9.1	8.2	7.3	3. WNCI-F	2943/26.9
4. WNCI-F	108/ 8.6	10.0	11.1	11.6	10.1	4. WXGT-F	2903/21.0
5. WCOL	90/ 7.2	7.9	5.2	6.8	4.7	5. WBNS-F	1993/20.8
6. WBNS-F	84/ 6.7	7.8	9.1	10.7	12.2	6. WCOL	1777/16.7
7. WBNS	79/ 6.3	6.3	5.5	6.4	8.0	7. WMNI	1562/15.4
8. WMNI	78/ 6.2	6.7	6.1	7.0	6.1	8. WBNS	1501/14.2
9. WVKO-F	59/ 4.7	3.4	2.2	2.9	2.7	9. WHOK-F	1328/ 6.0
10. WHOK-F	46/ 3.7	4.6	3.7	2.9	3.7	10. WVKO-F	978/ 6.3
11. WVKO	39/ 3.1	2.2	3.7	3.2	2.5	11. WRMZ-F	803/ 8.8
12. WRMZ-F	33/ 2.6	3.4	2.9	2.6	1.8	12. WLW	668/ 5.7

12+ FM SHARE (METRO): 56.49% (644 of 1140) (O/N 80: 60.27%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WXGT-F	1. WLVQ-F	1. WLVQ-F	1. WTVN	1. WTVN	1. WTVN
2. WLVQ-F	2. WNCI-F	2. WTVN	2. WNCI-F	2. WCOL	2. WNCI-F
3. WVKO-F	3. WXGT-F	3. WNCI-F	3. WBNS	3. WBNS-F	3. WLVQ-F
4. WNCI-F	4. WTVN	4. WXGT-F	4. WLVQ-F	4. WMNI	4. WBNS
5. WVKO	5. WBNS	5. WBNS	WBNS-F	5. WBNS	5. WSGT-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		403 (3)	403 (3)	35.4
MOR/AC	289 (7)	4 (1)	293 (8)	25.7
COUNTRY	78 (1)	51 (2)	129 (3)	11.3
BTFL MUSIC		117 (2)	117 (2)	10.3
BLACK/JAZZ	39 (1)	69 (2)	108 (3)	9.5
BIG BAND/NOST	90 (1)		90 (1)	7.9
			1140 (20)	

COLUMBUS ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>	
1. WTVN	1. WTVN	1. WXGT-F	WBBY-F 103.9	Westerville .8
2. WLWQ-F	2. WNCI-F	2. WLWQ-F	WLOH 1320	Lancaster 1.4
3. WNCI-F	3. WXGT-F	3. WTVN	WNRE-F+ 107.1	Circleville .5
4. WXGT-F	4. WLWQ-F	4. WBNS	WRFD 880	.8
5. WCOL	5. WBNS	5. WNCI-F	WWWJ-F 103.1	Johnstown .4
6. WBNS-F	6. WBNS-F	6. WMNI	WJR 760	Detroit .4
7. WMNI	7. WCOL	7. WCOL	WLW 700	Cincinnati .4
8. WBNS	8. WMNI	8. WVKO-F		
9. WHOK-F	9. WLW	9. WBNS-F		
10. WVKO-F	10. WHOK-F	10. WHOK-F		
11. WCLT	11. WVKO-F			
12. WRMZ-F	12. WRMZ-F			
13. WVKO	13. WVKO			
14. WMRN-F	14. WCLT-F			
15. WLW	15. WMRN-F			

ADI FM SHARE: 56.48% (963 of 1705) (O/N 80: 60.31%)

AM STATIONS

WBNS, 1460, 5 KW/1 KW (DA-N), MOR	ABC-I, \$ 92.16* (Blair) Colum Dispatch
WCOL, 1230, 1 KW/250 W, BIG BAND/NOST (A1 Ham)	CBS, \$ 78.00 (Eastman) Great Trails
WMNI, 920, 1 KW/500 W (DA-2), COUNTRY	MBS, \$ 67.50 (Mc-Guild)
WTVN, 610, 5 KW (DA-N), MOR/AC	ABC-E, \$110.00* (Katz) Taft
WVKO, 1580, 1 KW (DAYS, DA), BLACK	SBN, NBN, \$ 26.33 (Howard) Marv Josephson
WCLT, 1430, 500 W (DAYS), AC	MBS, \$ 11.45 (PRO) (NEWARK)
WLW - See Cincinnati	

FM STATIONS

WBNS-F, 97.1, 26 KW @ 660, BTFL MUS (Schulke)	, \$ 92.16* (Blair) Colum Dispatch
WHOK-F, 95.5, 50 KW @ 225, COUNTRY	, \$ 14.00* (P/W) Armington (LANCASTER)
WLWQ-F, 96.3, 40 KW @ 570, AOR (Burk-Abr)	Source, \$ 75.00* (Katz) Taft
WNCI-F, 97.9, 175 KW @ 565, CONTEMP/AC	ABC-C, \$ 89.38 (Christal) Nationwide
WRMZ-F, 99.7, 50 KW @ 542, BTFL MUS (Century 21)	MBS, \$ 52.50 (Mc-Guild)
WVKO-F, 94.7, 52 KW @ 220, BLACK/JAZZ	SBN, NBN, \$ 20.00* (Howard) Marv Josephson
WXGT-F, 92.3, 50 KW @ 311, ROCK	, \$ 78.00 (Eastman) Great Trails
WMRN-F, 106.9, 25 KW @ 340, COUNTRY	MBS, \$ 13.00 (----) (MARION)
WCLT-F, 100.3, 50 KW @ 332, CONTEMP	, \$ 10.00 (PRO) (NEWARK)

TV STATIONS

WBNS	Columbus	10	CBS, Columbus Dispatch
WCMH	Columbus	4	NBC, Outlet
WTVN	Columbus	6	ABC, Taft

NEWS PAPERS

Columbus Dispatch	E	202,949
Columbus Citizen Journal	M	112,195

CORPUS CHRISTI

Market # 117  
 Revenue Rank # 103  
 Income Rank # 68  
 APR 15.2  
 SMSA Pop: 322,000  
 CSI: 2.3 Bil (# 123)

Revenue : \$5,099,790  
 Income : \$ 418,901  
 % Rev Gain: +31.0  
 Stations: 16/16  
 Diaries: 655/492:1  
 CSI HH: 21.8 M (# 128)  
 Standard Error: .774

National Rev: \$1,718,306  
 Nat Rev per Cap: \$5.34  
 Tot Rev per Cap: \$15.84  
 Tot Inc per Cap: \$1.30  
 Profit Margin: 8.2%  
 Retail \$: 1.6 Bil (# 107)  
 Retail Sales %: .235

12+ METRO 1/4/SHARE	A/M 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KZFM-F 70/17.7	12.8	11.4	1. KZFM-F 72	1. KEYS 864/27.0
2. KCCT 44/11.1	5.5	7.2	2. KEYS 53	2. KZFM-F 758/28.7
3. KEYS 40/10.1	8.3	16.8	3. KCCT 46	3. KRYS 686/20.3
4. KOUL-F 36/ 9.1	13.5	8.8	4. KOUL-F 43	4. KTSA 633/ 7.3
5. KUNO 36/ 9.1	10.9	12.5	5. KIOU-F 41	5. KOUL-F 595/18.1
6. KNCN-F 35/ 8.9	6.5	7.4	6. KNCN-F 40	6. KNCN-F 520/15.0
7. KIOU-F 29/ 7.3	11.7	8.2	7. KUNO 39	7. KCCT 498/15.4
8. KRYS 22/ 5.6	5.5	7.7	8. KTSA 31	8. KUNO 423/14.6
9. KEXX-F 14/ 3.5	2.3	2.9	9. KRYS 30	9. KIOU-F 385/11.3
10. KROB-F+ 13/ 3.3	2.6	2.4	10. KEXX-F 19	10. KIKN 289/ 8.1

12+ FM SHARE (METRO): 54.93% (206 of 375) (O/N 80: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KZFM-F	1. KZFM-F	1. KZFM-F	1. KZFM-F	1. KUNO	1. KEYS
	2. KNCN-F	2. KOUL-F	2. KOUL-F	2. KCCT	2. KZFM-F
	3. KEYS	KNCN-F	KUNO	3. KIOU-F	3. KUNO

OTHER RATED STATIONS/METRO SHARE

KFLZ-F 107.1	Bishop 2.3	KSIX 1230	1.3
KIKN 1590	Sinton 2.5	KTSA 550	San Antonio 1.5
KITE-F 105.5	Portland 1.5		

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	68 (3)	119 (3)	187 (6)	49.9
SPANISH	80 (2)	9 (1)	89 (3)	23.7
COUNTRY	16 (2)	43 (2)	59 (4)	15.7
BTFL MUSIC		35 (2)	35 (2)	9.3
MOR/AC	5 (1)		5 (1)	1.3
			375 (16)	

RADIO STATIONS

KCCT, 1150, 1 KW/500 W (DA-2), SPANISH	, \$15.00 (Selcom)	
KWYS, 1440, 1 KW (DA-N), ROCK	RKO, \$25.00* (Torbet)	
KIKN, 1590, 1 KW/500 W (DA-2), COUNTRY	ABC-E, \$13.00 (Milam)	
KRYS, 1360, 1 KW, CONTEMP	ABC-I, \$16.75 (Masla)	Signor
KUNO, 1400, 1 KW, SPANISH	, \$25.25 (Katz)	Tichenor
KEXX-F, 93.9, 100 KW @ 840, SOFT ROCK (TM)	NBC, \$10.00 (----)	
KIOU-F, 96.5, 100 KW @ 875, BTFL MUS (Bonne)	, \$18.75 (Selcom)	
KNCN-F, 101.3, 100 KW @ 402, AOR	, \$15.50 (----)	
KOUL-F, 103.3, 100 KW @ 310, COUNTRY (TM)	, \$28.88 (Mc-Guild)	
KROB-F+, 99.9, 100 KW @ 200, COUNTRY	, \$ 7.50 (----)	(ROBSTOWN)
KZFM-F, 95.5, 41 KW @ 390, ROCK	ABC-C, \$25.00* (Torbet)	
KITE-F, 105.5, 3 KW @ 360, BTFL MUS (Schulke)	, \$ 8.00 (----)	

TV STATIONS

KIII Corpus Christi 3 ABC	KRIS Corpus Christi 6 NBC
KZTV Corpus Chirsti 10 CBS	KORO Corpus Christi 28 IND

NEWSPAPERS

Corpus Christi Caller	M	61,197, Harte-Hanks
Corpus Christi Times	E	24,277, Harte-Hanks

DALLAS-FT. WORTH

Market # 10; ADI # 10  
 Revenue Rank # 7  
 Income Rank # 8  
 APR 16.0  
 SMSA Pop: 2,965,100  
 CSI: 26.8 Bil (# 9)

Revenue : \$52,701,630  
 Income : \$ 4,860,500  
 % Rev Gain: +23.0%  
 Stations: 29/40  
 Diaries: 2303/1287:1  
 CSI HH: 25.2 M (# 25)  
 Standard Error: .420

National Rev: \$16,503,501  
 Nat Rev per Cap: \$5.57  
 Tot Rev per Cap: \$17.77  
 Tot Inc per Cap: \$1.64  
 Profit Margin: 9.2%  
 Retail \$: 16.0 Bil (# 8)  
 Retail Sales %: .276

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KSCS-F	335/8.3	8.9	8.7	7.9	8.2	1. WBAP	689	1. WBAP 9301/16.6
2. KVIL-F	329/8.2	7.9	8.0	9.8	9.9	2. KSCS-F	388	2. KRLD 6398/18.3
3. WBAP	272/6.8	6.5	6.4	9.2	7.6	3. KVIL-F	362	3. KSCS-F 5820/19.6
4. KZEW-F	261/6.5	5.0	4.7	4.9	3.8	4. KRLD	349	4. KVIL-F 5093/18.1
5. KKDA-F	260/6.5	6.9	5.5	5.1	5.8	5. KKDA-F	323	5. KKDA-F 4043/13.9
6. KRLD	259/6.4	5.6	7.7	6.7	7.3	6. KZEW-F	296	6. KTXQ-F 3927/13.7
7. KEGL-F	203/5.0	4.9	3.5	3.8	3.8	7. KEGL-F	242	7. WFAA 3778/10.9
8. KMEZ-F	202/5.0	5.9	7.0	5.5	4.8	8. WFAA	231	8. KZEW-F 3775/13.1
9. KTXQ-F	187/4.6	4.6	4.0	4.5	5.1	9. KMEZ-F	223	9. KEGL-F 3710/13.0
10. KMGC-F	176/4.4	2.8	3.2	3.8	3.3	10. KTXQ-F	214	10. KMEZ-F 2939/10.6
11. KNOK-F	174/4.3	4.7	4.4	3.9	4.2	11. KMGC-F	180	11. KPLX-F 2761/ 9.1
12. WFAA	164/4.1	2.7	3.7	4.3	4.4	12. KOAX-F	176	12. KMGC-F 2631/ 9.7
13. KOAX-F	160/4.0	4.7	3.8	6.4	5.1	13. KNOK-F	175	13. KOAX-F 2589/ 9.3
14. KPLX-F	136/3.4	5.1	5.8	2.7	1.6	14. KPLX-F	156	14. KNOK-F 2045/ 8.0
15. KBOX	98/2.4	2.7	3.0	3.3	4.0	15. KBOX	101	15. KLIF 1913/ 6.4
16. KFJZ	91/2.3	2.2	1.8	---	1.0	16. KFJZ	93	16. KLVU-F 1666/ 5.8
17. KLVU-F	72/1.8	3.4	2.2	2.5	3.3	17. KLVU-F	83	17. KFJZ 1478/ 5.7
18. KIXK-F	63/1.6	.9	.6	.3	---	18. KLIF	67	18. KAFM-F 1416/ 5.0
19. WRR-F	59/1.5	1.2	1.0	1.6	1.4	19. KIXK-F	65	19. KBOX 1369/ 5.1
20. KESS-F	54/1.3	1.0	1.1	---	.8	20. WRR-F	59	20. WRR-F 1099/ 4.4

12+ FM SHARE (METRO): 70.90% (2712 of 3825) (O/N 80: 69.21%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KEGL-F	1. KZEW-F	1. KVIL-F	1. KVIL-F	1. KSCS-F	1. WBAP
2. KKDA-F	2. KVIL-F	2. KSCS-F	2. KSCS-F	2. WBAP	2. KVIL-F+
3. KNOK-F	3. KMGC-F	3. KZEW-F	3. WBAP	3. KRLD	3. KRLD
KTXQ-F	4. KSCS-F	4. KKDA-F	4. KRLD	4. KMEZ-F	4. KSCS-F
5. KVIL-F	5. KKDA-F	5. KMGC-F	5. KMEZ-F	5. KOAX-F	5. WFAA
6. KZEW-F	6. KTXQ-F	6. KTXQ-F	6. KKDA-F	6. KVIL-F	6. KKDA-F
7. KSCS-F	7. KNOK-F	7. WBAP	7. KMGC-F	7. KFJZ	7. KZEW-F



FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
COUNTRY	441 (4)	534 (3)	975 (7)	25.5
ROCK/AOR/CONTEMP		899 (5)	899 (5)	23.5
BLACK/URBAN/JAZZ	46 (2)	434 (2)	480 (4)	12.5
NEWS/TALK	423 (2)		423 (2)	11.1
MOR/AC	38 (2)	370 (2)	408 (4)	10.7
BTFL MUSIC		362 (2)	362 (2)	9.5
BIG BAND/NOST	91 (1)		91 (1)	2.4
RELIGION	74 (2)		74 (2)	1.9
CLASSICAL		59 (1)	59 (1)	1.5
SPANISH		54 (1)	54 (1)	1.4
			<u>3825 (29)</u>	

DALLAS-FT. WORTH ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>	
1. WBAP	1. WBAP	1. KKDA-F	KAAM	1310 .2
2. KSCS-F	2. KSCS-F	2. KSCS-F	KAFM-F	92.5 1.0
3. KVIL-F	3. KRLD	3. KRLD	KKDA	730 .6
4. KRLD	4. KVIL-F	4. WBAP	KLIF	1190 1.2
5. KZEW-F	5. KTXQ-F	5. KVIL-F	KNOK	970 .5
6. KKDA-F	6. KKDA-F	6. KNOK-F	KPBC	1040 1.2
7. KEGL-F	7. KEGL-F	7. KZEW-F	KSKY	660 .6
8. KMEZ-F	8. KZEW-F	8. WFAA	KVIL	1150 .7
9. KTXQ-F	9. WFAA	9. KEGL-F	KXOL	1360 .5
10. WFAA	10. KMEZ-F	10. KMEZ-F		
11. KMGC-F	11. KPLX-F			
12. KNOK-F	12. KMGC-F			
13. KOAX-F	13. KOAX-F			
14. KPLX-F	14. KNOK-F			
15. KBOX	15. KLIF			

ADI FM SHARE: 65.63% (2918 of 4446) (O/N 80: 65.36%)

DALLAS METRO 1/4/SHARE

1. KKDA-F	228/8.6
2. KVIL-F	221/8.3
3. KRLD	200/7.5
4. KZEW-F	184/6.9
5. KSCS-F	144/5.4
6. KMEZ-F	135/5.1
7. KTXQ-F	130/4.9
8. KNOK-F	122/4.6
9. WFAA	115/4.3
10. KMGC-F	109/4.1
KOAX-F	109/4.1
12. KEGL-F	108/4.1
13. WBAP	100/3.8
14. KBOX	95/3.6
15. KPLX-F	84/3.2

FT. WORTH METRO 1/4/SHARE

1. KSCS-F	191/14.0
2. WBAP	171/12.6
3. KVIL-F	109/ 8.0
4. KEGL-F	94/ 6.9
5. KZEW-F	77/ 5.7
6. KMEZ-F	67/ 4.9
7. KMGC-F	63/ 4.6
8. KRLD	60/ 4.4
9. KTXQ-F	59/ 4.3
10. KOAX-F	52/ 3.8
11. KPLX-F	50/ 3.8
12. KNOK-F	48/ 3.5
13. WFAA	46/ 3.4
14. KFJZ	38/ 2.9
15. KKDA-F	31/ 2.3

AM STATIONS

KBOX, 1480, 5 KW/1 KW (DA-2), COUNTRY		, \$ 60.00*	(Mc-Guild)	Group One
KFJZ, 1270, 5 KW (DA-1)		, \$ 55.00	(Christal)	Swanson
KLIF, 1190, 50 KW/5 KW (DA-2), COUNTRY		ABC-E, \$100.00	(RKO)	Susquehanna
KRLD, 1080, 50 KW (DA-N)		CBS, \$166.88	(Katz)	Metromedia
WBAP, 820, 50 KW		ABC-I, \$170.00*	(Eastman)	Cap Cities
WFAA, 570, 5 KW (DA-2)		NBC,MBS, \$ 75.00	(MMR)	Nelo

\*\* Big Band ((Toby Arnold) overnight

FM STATIONS

KAFM-F, 92.5, 100 KW @ 1685, AC		, \$ 35.00	(Torbet)	Bonneville
KEGL-F, 97.1, 100 KW @ 1302, ROCK		ABC-C,RKO, \$ 80.00*	(Christal)	Sandusky News
KESS-F, 93.9, 100 KW @ 434, SPANISH		, \$ 57.00	(Caballero)	
KIXK-F, 106.1, 100 KW @ 480, COUNTRY		, \$ 40.00	(----)	Hicks
KKDA-F, 104.5, 100 KW @ 390, BLACK		, \$135.00	(Selcom)	
KLVU-F, 98.7, 100 KW @ 1585, CONTEMP		ABC-F, \$ 53.75	(Masla)	
KMEZ-F, 100.3, 89 KW @ 1280, BTFL MUS (Bonne)		, \$ 90.00	(Mc-Guild)	Group One
KMGC-F, 102.9, 100 KW @ 1572, SOFT ROCK (TM)		, \$ 93.13	(Selcom)	Shamrock
KNOK-F, 107.5, 100 KW @ 445, BLACK (Burk-Abr)		NBN, \$ 60.00*	(Howard)	Earl Graves
KOAX-F, 105.3, 100 KW @ 1560, BTFL MUS (Schulke)		, \$100.75	(RAR)	Westinghouse
KPLX-F, 99.5, 100 KW @ 1680, COUNTRY		ABC-E, \$100.00*	(RKO)	Susquehanna
KSCS-F, 96.3, 100 KW @ 1680, COUNTRY		, \$150.00*	(Eastman)	Cap Cities
KTXQ-F, 102.1, 100 KW @ 1420, AOR (Burk-Abr)		, \$ 80.00*	(CBS/FM)	Gulf
KVIL-F, 103.7, 100 KW @ 1570, AC/CONTEMP		, \$193.13	(Blair)	Fairbanks
KZEW-F, 97.9, 100 KW @ 1680, AOR,		Source, \$100.00	(MMR)	Belo
WRR-F, 101.1, 100 KW @ 600, CLASSICAL		, \$ 55.00	(CMBS)	City of Dallas

TV STATIONS

KDFW	Dallas	4	CBS, Times-Mirror
KXTX	Dallas	39	IND, Christian Bdcst Net
WFAA	Dallas	8	ABC, Belo
KTVT	Ft. Worth	11	IND, Gaylord
KXAS	Ft. Worth	5	NBC, LIN

NEWSPAPERS

Dallas News	M	243,358,	Belo
Dallas Times Herald	E	236,286	
Ft. Worth Star-Telegram	M	86,708	E 144,361, Capital Cities

DAVENPORT-ROCK ISLAND-MOLINE

Market # 105  
 Revenue Rank #  
 Income Rank #  
 APR 15.5  
 SMSA Pop: 380,900  
 CSI: 3.3 Bil (# 93)

Revenue : \$ 5,780,128  
 Income : \$ -38,022  
 % Rev Gain: 6.9  
 Stations: 19/14  
 Diaries: 722/528:1  
 CSI HH: 23.7 M (# 50)  
 Standard Error: .707

National Rev: \$1,416,845  
 Nat Rev per Cap: \$ 3.72  
 Tot Rev per Cap: \$15.17  
 Tot Inc per Cap: \$-.10  
 Profit Margin: —  
 Retail \$: 1.8 Bil (# 100)  
 Retail Sales %:

12+ METRO 1/4/SHARE	SPG	FAL	SPG	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	80	80		
1. KSTT 60/12.3	15.5	12.2	13.9	1. WXLP-F 86	1. KIIK-F 1279/25.5
2. WHBF 58/11.9	15.9	14.0	17.8	2. WHBF 80	2. KSTT 1200/33.2
3. WXLP-F 56/11.5	10.8	6.0	6.9	3. KIIK-F 77	3. WXLP-F 1033/20.4
4. WOC 53/10.8	10.4	7.5	10.2	4. KSTT 72	4. WHBF 1028/23.7
5. KIIK-F 49/10.0	10.2	10.0	9.5	5. WOC 62	5. WMAQ 1011/ 6.5
6. WZZC-F 34/ 7.0	2.1	5.7	3.9	6. WMAQ 59	6. WHBF-F 811/17.5
7. WHBF-F 31/ 6.3	4.7	6.2	4.6	7. WZZC-F 54	7. WOC 807/21.7
8. KRVR-F 28/ 5.7	9.3	10.5	9.2	8. WHBF-F 44	8. WZZC-F 787/14.2
9. WQUA 20/ 4.1	4.7	8.5	5.8	9. KRVR-F 39	9. WLS 771/ 8.2
10. WKEI 16/ 3.3	1.3	1.2	2.5	10. WLS 31	10. WRVR-F 717/15.4

12+ FM SHARE (METRO): 45.31% (203 of 448) (FAL 80: 41.96%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KIIK-F	1. WXLP-F	1. KSTT	1. KSTT	1. WHBF	1. WHBF
2. WXLP-F	2. KSTT	2. WXLP-F	2. WHBF	2. WOC	2. KSTT
3. KSTT	3. KIIK-F	3. KIIK-F	3. WZZC-F	3. WZZC-F	3. KIIK-F

OTHER RATED STATIONS/METRO SHARE

KWNT 1580	Davenport	1.0	WBBM 780	Chicago	1.0
WGEN+ 1500	Geneses	1.0	WLS 890	Chicago	1.8
KCRG 1600	Cedar Rapids	.6	WGN 720	Chicago	.6
KFMH-F 99.7	Muscatine	.8	WMAQ 680	Chicago	1.8

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	69 (2)	140 (4)	209 (6)	46.7
COUNTRY	76 (4)	35 (2)	111 (6)	24.8
NEWS/TALK	58 (2)		58 (2)	12.9
MOR/AC	42 (4)		42 (4)	9.4
BTFL MUSIC		28 (1)	28 (1)	6.3
			448 (19)	

RADIO STATIONS

KSTT, 1170, 1 KW (DA-2), CONTEMP	ABC-C, \$41.25 (Katz)	Guy Gannett
WHBF, 1270, 5 KW (DA-N), COUNTRY	CBS, \$26.00 (Mc-Guild)	
WKEI, 1450, 500 W/250 W, MOR	ABC-I, \$ 9.75 (----)	(KEWANEE)
WOC, 1420, 5 KW (DA-2), NEWS/TALK	MBS,NBC, \$36.00 (Blair)	Palmer
WQUA, 1230, 1 KW/250 W, AC/MOR	ABC-E, \$39.20 (Eastman)	Mid America
KIIK-F, 103.7, 100 KW @ 800, ROCK	, \$36.00 (Blair)	Palmer
KRVR-F, 106.5, 60 KW @ 190, BTFL MUS (Bonne)	, \$39.20 (Eastman)	Mid America
WHBF-F, 98.9, 39 KW @ 900, SOFT ROCK (TM)	, \$13.00 (Mc-Guild)	
WXLP-F, 96.9, 50 KW @ 500, AOR	Source, \$34.40 (Katz)	Guy Gannett
WZZC-F, 101.3, 50 KW @ 453, COUNTRY	RKO, \$14.50 (Roslin)	

OTHER STATIONS - SEE CHICAGO

TV STATIONS

WHBF Rock Island	4	CBS	WQAD Moline	8	ABC
WOC Davenport	6	NBC, Palmer			

NEWSPAPERS

Quad City Times	AD	64,238, Lee	Moline Dis/RI Argus	E	58,808
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DAYTON

Market # 48; ADI # 50  
 Revenue Rank # 44  
 Income Rank # 15  
 APR 14.1  
 SMSA Pop: 831,200  
 CSI: 6.9 Bil (# 44)

Revenue : \$11,788,006  
 Income : \$ 2,297,915  
 % Rev Gain: +1.9  
 Stations: 23/15  
 Diaries: 1178/706:1  
 CSI HH: 23.5 M (# 57)  
 Standard Error: .554

National Rev: \$2,272,772  
 Nat Rev per Cap: \$2.73  
 Tot Rev per Cap: \$14.18  
 Tot Inc per Cap: \$2.76  
 Profit Margin: 19.5%  
 Retail \$: 3.6 Bil (# 46)  
 Retail Sales %: .310

12+ METRO	1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
		81	80	80	79			
1. WHIO-F	146/15.2	19.6	15.1	17.0	15.4	1. WHIO-F	242	1. WHIO-F 2978/27.0
2. WHIO	98/10.2	14.2	11.9	12.6	15.4	2. WTUE-F	149	2. WLW 2003/ 7.3
3. WTUE-F	97/10.1	9.7	11.4	9.9	8.1	3. WONE	124	3. WHIO 1994/23.6
4. WDAO-F	93/ 9.7	7.4	8.8	7.5	5.6	4. WHIO	116	4. WING 1985/24.6
5. WING	80/ 8.3	8.7	9.6	6.7	8.9	5. WDAO-F	100	5. WTUE-F 1927/18.2
6. WONE	79/ 8.2	5.8	9.8	9.2	6.6	6. WLW	90	6. WONE 1690/16.1
7. WDJX-F	74/ 7.7	8.8	7.2	6.2	6.8	7. WING	89	7. WDJX-F 1321/17.0
8. WAVI	47/ 4.9	3.1	6.0	5.8	6.8	8. WDJX-F	80	WVUD-F 1321/12.5
9. WVUD-F	39/ 4.0	3.3	3.3	7.0	6.4	9. WYYS-F	65	9. WKRQ-F 1151/ 3.2
10. WJAI-F	26/ 2.7	1.6	---	.4	.6	10. WAVI	58	10. WYYS-F 1103/ 3.7

12+ FM SHARE (METRO): 63.01% (574 of 911) (O/N 80: 57.25%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WDJX-F	1. WTUE-F	1. WTUE-F	1. WHIO-F	1. WHIO-F	1. WHIO
2. WTUE-F	2. WDAO-F	2. WHIO-F	2. WING	2. WHIO	2. WHIO-F
3. WDAO-F	3. WING	3. WDAO-F	3. WONE	3. WONE	3. WONE
	4. WDJX-F	WING	4. WHIO	4. WING	4. WING
	5. WHIO-F	5. WONE	WDAO-F	5. WDAO-F	5. WLW

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		259 (7)	259 (7)	28.4
MOR/AC	211 (6)		211 (6)	23.2
BTFL MUSIC		160 (3)	160 (3)	17.6
COUNTRY	79 (1)	39 (2)	118 (3)	13.0
BLACK/URBAN		109 (2)	109 (2)	12.0
TALK	47 (1)		47 (1)	5.2
RELIGION		7 (1)	7 (1)	0.8
			911 (23)	

DAYTON ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE			
1. WHIO-F	1. WHIO-F	1. WDAO-F	WBZI-F	95.3	Xenia	1.3
2. WTUE-F	2. WHIO	2. WHIO-F	WFCJ-F	93.7	Miamisburg	.7
3. WHIO	3. WING	3. WONE	WPTW	1570	Piqua	.7
4. WONE	4. WTUE-F	4. WHIO	WPTW-F	95.7	Piqua	1.0
5. WDAO-F	5. WONE	5. WING	WBLZ-F	103.5	Hamilton	1.7
6. WING	6. WDJX-F	6. WTUE-F	WKRC	550	Cincinnati	.6
7. WDJX-F	7. WVUD-F	7. WDJX-F	WKRQ-F	101.9	Cincinnati	.7
8. WAVI	8. WLW	8. WVUD-F	WLW	700	Cincinnati	1.7
WJAI-F	9. WDAO-F	9. WPBF-F	WPBF-F	105.9	Middletown	2.7
WVUD-F	10. WJAI-F	10. WJAI-F	WPFB	910	Middletown	.4
11. WBLV	11. WIZE		WSKS-F	96.5	Hamilton	.9
12. WPBF-F	12. WPBF-F		WWEZ-F	92.5	Cincinnati	.4
WLW	13. WOWO		WYYS-F	94.9	Cincinnati	.7
14. WIZE	14. WSKS-F					
15. WKBV	15. WAVI					

ADI FM SHARE: 64.38% (863 of 1406) (O/N 80: 54.00%)

AM STATIONS

WAVI, 1210, 250 W (DAYS), TALK	ABC-E, \$26.00 (Howard)
WHIO, 1290, 5 KW (DA-N), MOR	CBS, \$70.00* (Christal) Cox
WING, 1410, 5 KW (DA-N), AC	ABC-I, \$97.50 (Katz) Great Trails
WONE, 980, 5 KW (DA-N), COUNTRY	, \$60.00* (Mc-Guild) Group One
WBLV, 1600, 1 KW (DAYS), COUNTRY	MBS, \$16.74 (Regional) (SPRINGFIELD)
WIZE, 1340, 1 KW/250 W, CONTEMP	ABC-C, \$14.00 (Torbet) Great Trails (SPRINGFIELD)
WKBV, 1490, 1 KW/250 W, MOR	ABC-I, \$12.50 (PRO) Central (RICHMOND,IN)

FM STATIONS

WDAO-F, 107.7, 50 KW @ 420, BLACK	SBN,NBN, \$39.00 (Howard)
WDJX-F, 103.7, 3 KW @ 331, ROCK	RKO, \$30.00* (Torbet) (XENIA)
WHIO-F, 99.1, 50 KW @ 1060, BTFL MUS (Bonne)	, \$80.00* (Christal) Cox
WJAI-F, 92.9, 20 KW @ 373, COUNTRY	, \$22.00 (Katz) Great Trails
WTUE-F, 104.7, 50 KW @ 500, AOR (Burk-Abr)	, \$65.00* (Mc-Guild) Group One
WVUD-F, 99.9, 50 KW @ 500, ROCK	ABC-F, \$28.50 (Masla) Univ of Dayton
WPBF-F, 105.9, 34 KW @ 503, SOFT/AC (TM)	MBS, \$23.50 (Lotus) Braden (MIDDLETOWN)

OTHER STATIONS - SEE CINCINNATI

WOWO - See Ft. Wayne

TV STATIONS

WDTN	Dayton	2	ABC, Hearst
WHIO	Dayton	7	CBS, Cox
WKEF	Dayton	22	NBC

NEWSPAPERS

Dayton News	E	140,674, Cox
Dayton Journal & Herald	M	100,886, Cox
Springfield News	M	17,827, Cox
Springfield Sun	E	27,247, Cox

DAYTONA BEACH

Market # 152  
 Revenue Rank # 147  
 Income Rank # 341  
 APR 16.4  
 SMSA Pop: 254,700  
 CSI: 1.7 Bil (# 160)

Revenue : \$3,425,068  
 Income : \$ -348,920  
 % Rev Gain: +18.0  
 Stations: 19/12  
 Diaries: 613/415:1  
 CSI HH: 15.3 M (# 334)  
 Standard Error: .795

National Rev: \$907,485  
 Nat Rev per Cap: \$3.56  
 Tot Rev per Cap: \$13.45  
 Tot Inc per Cap: \$-1.37  
 Profit Margin: ---  
 Retail \$: 1.3 Bil (# 125)  
 Retail Sales %: .202

12+ METRO 1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WDOQ-F 56/14.3	17.7	15.4	11.7	8.0	1. WDOQ-F 57	1. WDOQ-F 681/27.3
2. WWLV-F 52/13.3	17.1	15.7	19.0	16.8	WWLV-F 57	2. WELE-F 603/24.1
3. WELE-F 47/12.0	9.8	10.4	12.0	8.8	3. WELE-F 48	3. WWLV-F 596/23.0
4. WDBO-F 45/11.5	9.8	14.7	11.7	11.8	4. WDBO-F 45	4. WROD 455/19.0
5. WDIZ-F 35/ 8.9	11.2	7.7	5.1	8.0	5. WDIZ-F 36	5. WDBO-F 442/17.9
6. WROD 29/ 7.4	2.5	4.0	2.9	6.1	6. WROD 29	6. WDIZ-F 375/15.0
7. WNDB 22/ 5.6	6.5	6.7	7.7	7.3	7. WNDB 22	7. WNDB 358/14.9
8. WSBB 16/ 4.1	4.5	5.0	7.3	8.4	8. WSBB 16	8. WDAT 247/10.1
9. WDAT 12/ 3.1	2.2	1.0	2.2	4.2	9. WDAT 13	9. WSBB 229/ 9.1
10. WMFJ 9/ 2.3	2.5	1.7	2.6	2.3	10. WMFJ 9	10. WMFJ 221/ 9.2

12+ FM SHARE (METRO): 69.84% (257 of 368) (O/N 80: 71.89%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WDOQ-F	1. WDOQ-F	1. WDOQ-F	1. WELE-F	1. WELE-F	1. WELE-F
2. WDIZ-F	2. WDIZ-F	2. WELE-F	2. WDOQ-F	2. WWLV-F	WWLV-F
	3. WELE-F	3. WDIZ-F	3. WWLV-F	3. WDBO-F	3. WDOQ-F

OTHER RATED STATIONS/METRO SHARE

WDLF 1310 DeLand 1.0	WHOO-F 96.5 Orlando 1.3
WXVQ 1490 DeLand 1.0	WJYO-F 107.7 Mt. Dora 2.3
WZIP 1590 1.5	WBJW-F 105.1 Orlando 1.3
WDBO 1350 Orlando 1.8	WAPE 690 Jacksonville .5
WHLY-F 106.7 Leesburg .8	

FORMATS

	AM	FM	TOTAL	%
BTFL MUSIC	16 (1)	106 (3)	122 (4)	33.2
ROCK/AOR/CONTEMP		99 (4)	99 (4)	26.9
COUNTRY	8 (2)	52 (2)	60 (4)	16.3
MOR/AC	41 (3)		41 (3)	11.1
BIG BAND/NOST	29 (1)		29 (1)	7.9
RELIGION	9 (1)		9 (1)	2.4
UNKNOWN	8 (2)		8 (2)	2.2
			368 (19)	

RADIO STATIONS

WDAT, 1380, 5 KW/2.5 KW (DA-2), MOR	NBC, \$13.00 (Masla)
WMFJ, 1450, 1 KW/250 W, RELIGION	ABC-I, \$ 8.00 (----)
WNDB, 1150, 1 KW (DA-N), MOR	CBS, \$15.00* (----) Bdst Mng
WROD, 1340, 1 KW/250 W, BIG BAND/NOST (Al Ham)	ABC-E, \$ 9.15* (Carpenter)
WSBB, 1230, 1 KW, BTFL/BIG BAND	, \$ 8.00 (Lotus)
WDOQ-F, 101.9, 100 KW @ 265, ROCK	, \$20.00* (Katz) Abell
WELE-F, 105.9, 100 KW @ 600, COUNTRY	MBS, \$24.50 (Roslin) Elyria-Lorain
WWLV-F, 94.5, 54 KW @ 360, BTFL MUS (Bonne)	, \$25.00* (----) Bdst Mng

OTHER STATIONS, TV AND NEWSPAPERS - SEE ORLANDO

DENVER

Market # 21; ADI # 20  
 Revenue Rank # 16  
 Income Rank # 19  
 APR 17.8  
 SMSA Pop: 1,654,600  
 CSI: 15.0 Bil (# 22)

Revenue : \$32,178,564  
 Income : \$ 1,655,712  
 % Rev Gain: +27.2  
 Stations: 27/35  
 Diaries: 1620/1021:1  
 CSI HH: 24.1 M (# 39)  
 Standard Error: .502

National Rev: \$9,123,153  
 Nat Rev per Cap: \$5.51  
 Tot Rev per Cap: \$19.44  
 Tot Inc per Cap: \$1.00  
 Profit Margin: 5.1%  
 Retail \$: 7.6 Bil (# 23)  
 Retail Sales %: .365

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KOA	203/8.2	7.4	7.8	6.5	9.9	1. KOA	4803/23.0	
2. KBPI-F	176/7.1	9.9	8.6	9.0	4.9	2. KBPI-F	3674/21.9	
3. KOSI-F	172/6.9	5.7	6.7	5.7	6.9	3. KIMN	3309/17.8	
4. KOAQ-F	160/6.5	5.2	6.0	2.7	2.6	4. KOAQ-F	2921/16.5	
5. KPKE-F	147/5.9	1.8	1.1	1.5	2.0	5. KAZY-F	2805/16.7	
6. KAZY-F	134/5.4	5.7	4.2	5.2	6.1	6. KHOW	2660/15.3	
7. KEZW	130/5.2	5.2	3.2	3.2	2.1	7. KLZ	2615/11.1	
KHOW	130/5.2	4.3	5.8	7.6	7.7	KIMN	158	8. KOSI-F
9. KYGO-F	129/5.2	5.7	3.5	2.8	3.1	9. KPKE-F	153	9. KYGO-F
10. KIMN	121/4.9	5.4	5.4	7.7	6.8	10. KYGO-F	141	10. KPPL-F
11. KPPL-F	112/4.5	4.1	5.1	4.9	3.6	11. KEZW	140	11. KPKE-F
12. KLIR-F	104/4.2	5.9	6.1	7.3	6.5	12. KPPL-F	129	12. KLIR-F
13. KVOD-F	94/3.8	3.4	4.8	3.8	4.1	13. KLIR-F	127	13. KEZW
14. KLZ	93/3.8	5.5	4.7	6.7	5.4	14. KVOD-F	105	14. KVOD-F
15. KBCO-F	86/3.5	3.1	2.4	1.6	1.3	15. KBCO-F	88	15. KBCO-F

12+ FM SHARE (METRO): 58.96% (1379 of 2339) (O/N 80: 54.55%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KAZY-F	1. KBPI-F	1. KBPI-F	1. KOSI-F	1. KOA	1. KOA
KOAQ-F	2. KPKE-F	2. KPKE-F	2. KOA	2. KOSI-F	2. KHOW
3. KBPI-F	3. KOAQ-F	3. KOAQ-F	3. KHOW	3. KEZW	3. KLZ
4. KPKE-F	4. KBCO-F	4. KYGO-F	4. KYGO-F	4. KHOW	4. KOAQ-F
5. KIMN	5. KAZY-F	5. KPPL-F	5. KIMN	5. KLIR-F	KBPI-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	121 (1)	730 (6)	851 (7)	36.4
MOR/AC	195 (4)	112 (1)	307 (5)	13.1
COUNTRY	160 (3)	129 (1)	289 (4)	12.4
BTFL MUSIC		276 (2)	276 (2)	11.8
NEWS/TALK	259 (3)		259 (3)	11.1
BIG BAND/NOST	130 (1)		130 (1)	5.6
CLASSICAL		94 (1)	94 (1)	4.0
BLACK/JAZZ	41 (1)	38 (1)	79 (2)	3.4
UNKNOWN	40 (1)		40 (1)	1.7
RELIGION	14 (1)		14 (1)	0.6
			2339 (27)	

DENVER ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>	
1. KOA	1. KOA	1. KOA	KADX-F	105.1 1.5
2. KBPI-F	2. KBPI-F	2. KIMN	KBOL	1490 Boulder .3
3. KOSI-F	3. KIMN	3. KLZ	KBRQ	1280 1.1
4. KOAQ-F	4. KOAQ-F	KYGO-F	KDEN	1340 1.4
5. KAZY-F	5. KAZY-F	5. KOAQ-F	KDKO	1510 Littleton 1.7
6. KHOW	6. KHOW	6. KEZW	KERE	710 1.3
7. KIMN	7. KOSI-F	7. KHOW	KFML	1390 1.6
8. KPKE-F	8. KLZ	8. KDKO	KLAK	1600 Lakewood 1.6
9. KLZ	9. KYGO-F	KBPI-F	KLDR	1090 1.0
10. KYGO-F	10. KPPL-F	10. KPPL-F	KRKS	990 .6
11. KEZW	11. KPKE-F		KWBZ	1150 Englewood .9
12. KLIR-F	12. KEZW		KTCL-F	93.3 Fort Collins 1.1
13. KPPL-F	13. KLIR-F			
14. KVOD-F	14. KVOD-F			
15. KBCO-F	15. KBCO-F			

ADI FM SHARE: 56.11% (1644 of 2930) (O/N 80: 50.69%)

AM STATIONS

KDKO, 1510, 5KW/1 KW (DA-2), BLACK	SBN, \$40.00 (Roslin)	Sterling
KEZW, 1430, 5 KW (DA-N) , BIG BAND/NOST (Al Ham)	MBS, \$40.00* (Christal)	
KHOW, 630, 5 KW (DA-N) , MOR	, \$84.98* (Eastman)	Metromedia
KIMN, 950, 5 KW (DA-1) , CONTEMP	, \$98.00* (Blair)	Jeff-Pilot
KLZ , 560, 5 KW (DA-1) , COUNTRY	ABC-I, \$90.00* (Mc-Guild)	Group One
KOA , 850, 50 KW , TALK/NEWS	CBS, \$120.00 (Katz)	GE

FM STATIONS

KAZY-F, 106.7, 94 KW @ 960, AOR	, \$90.00* (Mc-Guild)	Group One
KBCO-F, 97.3, 33 KW @ 920, AOR	, \$37.00 (Masla)	(BOULDER)
KBPI-F, 105.9, 100 KW @ 900, AOR	Source, \$105.00 (Selcom)	Sandusky News
KLIR-F, 100.3, 100 KW @ 500, BTFL MUS (Schulke)	, \$60.00* (Christal)	Duffy
KOAQ-F, 103.5, 100 KW @ 1061, ROCK	, \$80.00 (Katz)	GE
KOSI-F, 101.1, 100 KW @ 790, BTFL MUS (Bonne)	, \$81.25 (RAR)	Westinghouse
KPKE-F, 95.7, 100 KW @ 725, AOR	, \$60.00* (CBS FM)	Doubleday
KPPL-F, 107.5, 100 KW @ 1800, AC/CONTEMP	RKO, \$66.38* (MMR)	Des Moines Reg
KVOD-F, 99.5, 100 KW @ 380, CLASSICAL	, \$48.50* (CMBS)	
KYGO-F, 98.5, 50 KW @ 720, COUNTRY (TM)	ABC-F, \$50.00* (Blair)	Jeff-Pilot

TV STATIONS

KBTB	Denver	9	ABC, Combined/Gannett
KINGH	Denver	7	CBS, McGraw-Hill
KOA	Denver	4	NBC, General Electric
KWGN	Denver	2	IND, Chicago Tribune Co.

NEWSPAPERS

Denver Post	E	260,331, Times-Mirror
Rocky Mountain News	M	271,153, Scripps-Howard



DES MOINES

Market # 112  
 Revenue Rank # 64  
 Income Rank # 26  
 APR 14.6  
 SMSA Pop: 338,000  
 CSI: 2.8 Bil (# 107)

Revenue : \$8,193,928  
 Income : \$1,117,996  
 % Rev Gain: +6.9  
 Stations: 12/12  
 Diaries: 794/426:1  
 CSI HH: 22.4 M (# 101)  
 Standard Error: .656

National Rev: \$2,186,989  
 Nat Rev per Cap: \$6.47  
 Tot Rev per Cap: \$24.24  
 Tot Inc per Cap: \$3.31  
 Profit Margin: 13.6%  
 Retail: 1.8 Bil (# 98)  
 Retail Sales %: .388

12+ METRO 1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	80	80	79		
1. WHO 67/16.4	10.4	15.1	16.9	16.4	1. WHO 225	1. WHO 3883/31.9
2. KSO 61/15.0	14.9	10.3	14.6	10.5	2. KSO 103	2. KIOA 1999/27.9
3. KRNT 42/10.3	12.5	13.1	11.9	10.8	KLYF-F 103	3. KSO 1464/26.6
4. KGGO-F 40/ 9.8	13.0	8.8	11.1	7.4	4. KIOA 76	4. KLYF-F 1162/17.1
5. KRNQ-F 38/ 9.3	10.1	11.6	9.8	9.5	5. KRNQ-F 63	5. KMGK-F 1093/16.0
6. KLYF-F 34/ 8.3	11.3	13.3	12.4	11.0	6. KGGO-F 59	6. KRNQ-F 1079/20.6
7. KIOA 31/ 7.6	7.5	8.3	6.9	10.3	7. KMGK-F 56	7. KGGO-F 993/17.4
8. KJJY-F 28/ 6.9	1.9	1.0	1.6	.8	8. KRNT 50	8. KRNT 831/24.2
9. KMGK-F 25/ 6.1	6.7	11.3	6.6	9.7	9. KJJY-F 31	9. KJJY-F 432/13.1
10. KEZT-F 4/ 1.0	1.9	---	.8	2.8	10. WEZT-F 14	10. KEZT-F 226/ 2.8

12+ FM SHARE (METRO): 44.95% (169 of 376) (O/N 80: 48.94%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KRNQ-F	1. KGGO-F	1. KSO	1. KSO	1. KSO	1. WHO
2. KMGK-F	2. KRNQ-F	2. KRNT	2. KRNT	2. WHO	2. KSO
3. KGGO-F	3. KIOA	3. KRNQ-F	3. WHO	3. KRNT	3. KLYF-F
	4. KMGK-F	4. KIOA	4. KIOA	4. KLYF-F	4. KIOA

OTHER RATED STATIONS/METRO SHARE

KCBC 1390 .5 KWKY 1150 1.0

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	31 (1)	103 (3)	134 (4)	35.6
COUNTRY	61 (1)	28 (1)	89 (2)	23.7
NEWS/TALK	67 (1),		67 (1)	17.8
MOR/AC	44 (2)	4 (1)	48 (3)	12.8
BTFL MUSIC		34 (1)	34 (1)	9.0
RELIGION	4 (1)		4 (1)	1.1
			376 (12)	

RADIO STATIONS

KIOA, 940, 10 KW/5 KW (DA-2), CONTEMP/AC, \$39.95 (Eastman) Mid America  
 KRNT, 1350, 5 KW (DA-N), MOR, CBS, \$34.00 (Katz) Stauffer  
 KSO, 1460, 5 KW (DA-N), COUNTRY, ABC-I, \$35.00\* (Mc-Guild) Stoner  
 WHO, 1040, 50 KW, NEWS/TALK, NBC, \$60.00 (Blair) Palmer  
 KGGO-F, 94.9, 100 KW @ 300, AOR (Burk-Abr), \$34.00\* (Mc-Guild) Stoner  
 KJJY-F, 103.3, 3 KW @ 300, COUNTRY, \$26.00 (Selcom)  
 KLYF-F, 100.3, 100 KW @ 1700, BTFL MUS (Schulke), \$24.00 (Blair) Palmer  
 KMGK-F, 93.3, 100 KW @ 420, ROCK, \$28.20 (Eastman) Mid America  
 KRNQ-F, 102.5, 100 KW @ 514, ROCK (TM), \$31.50 (Katz) Stauffer  
 KEZT-F, 104.1, 100 KW @ 465, MOR, ABC-F, \$15.50 (----) (AMES)

TV STATIONS

KCCI Des Moines 8 CBS, Cowles  
 WOI Ames 5 ABC, Iowa State  
 WHO Des Moines 13 NBC, Palmer

NEWSPAPERS Des Moines Register M 210,577  
 Des Moines Tribune E 82,201

DETROIT

Market # 5; ADI # 7  
 Revenue Rank # 10  
 Income Rank # 379  
 APR 17.4  
 SMSA Pop: 4,365,000  
 CSI: 39.9 Bil (# 5)

Revenue : \$ 51,047,084  
 Income : \$ -1,654,310  
 % Rev Change: 6.2%  
 Stations: 29/38  
 Diaries: 2288/1908;1  
 CSI HH: 26.5 M (# 10)  
 Standard Error: .422

National Rev: \$ 16,190,041  
 Nat Rev per Cap: \$ 3.71  
 Tot Rev per Cap: \$ 11.69  
 Tot Inc per Cap: \$ -.38  
 Profit Margin: —  
 Retail \$: 19.7 Bil (# 4)  
 Retail Sales %: .212

12+ METRO	1/4/SHARE	SUM 81	SPG 81	WIN 81	O/N 80	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WJR	595/9.7	8.8	11.0	10.6	8.7	1. WJR	860	12777/24.3
2. WLLZ-F	433/7.0	7.7	8.0	9.2	7.9	2. WLLZ-F	479	7582/18.6
3. WXYZ	371/6.0	5.4	4.1	3.6	3.4	3. WRIF-F	392	7427/17.7
4. WRIF-F	327/5.3	5.2	4.8	4.3	5.1	4. WXYZ	378	6382/16.2
5. WWJ	325/5.3	5.4	4.9	6.7	6.5	5. WWJ	354	6368/12.3
6. WWWW-F	312/5.1	4.6	4.1	1.9	1.6	6. WWWW-F	339	6269/16.1
7. WJR-F	291/4.7	3.6	4.6	5.1	4.5	7. WJR-F	309	6028/15.4
8. WNIC-F	280/4.5	5.1	4.7	4.0	5.3	8. WNIC-F	302	5088/12.3
9. WGPR-F	242/3.9	3.0	2.3	1.8	1.6	9. CKLW	260	4567/11.5
10. WLBS-F	226/3.7	3.3	2.5	2.8	3.2	10. WGPR-F	246	4546/11.0
11. WABX-F	220/3.6	4.1	3.9	3.1	2.7	11. WABX-F	236	4030/11.0
12. WWJ-F	216/3.5	3.0	2.7	3.8	3.0	12. WMJC-F	230	3438/ 9.0
13. WCZY-F	216/3.5	3.0	3.8	4.1	4.2	13. WLBS-F	226	3318/ 9.0
14. WMJC-F	211/3.4	3.7	4.4	4.5	5.0	14. WWJ-F	224	3266/ 8.0
15. CKLW	185/3.0	3.8	3.5	3.7	3.6	15. WCZY-F	221	3227/ 8.9
16. WCXI	171/2.8	3.9	3.4	4.6	5.5	16. WCXI	193	3203/ 8.3
17. WJZZ-F	170/2.8	2.4	1.8	2.7	3.2	17. WJZZ-F	185	3190/ 8.5
18. WJLB-F	167/2.7	2.1	2.6	3.0	.5	18. WJLB-F	174	3125/ 8.2
19. WTWR-F	157/2.5	2.4	2.9	2.4	2.9	19. WTWR-F	160	2982/ 8.3
20. WOMC-F	150/2.4	3.2	4.0	3.5	3.9	20. WOMC-F	159	2949/ 8.3

12+ FM SHARE (METRO): 67.40% (3915 of 5809) (O/N 80: 63.86%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WLLZ-F	1. WLLZ-F	1. WLLZ-F	1. WJR	1. WJR	1. WJR
2. WGPR-F	2. WRIF-F	2. WRIF-F	2. WWWW-F	2. WXYZ	2. WWJ
3. WABX-F	3. WNIC-F	3. WWWW-F	3. WCZY-F	3. WWWW-F	3. CKLW
4. WRIF-F	4. WABX-F	4. WNIC-F	4. CKLW	4. WJR-F	4. WXYZ
5. WNIC-F	5. WLBS-F	5. WJR	5. WJR-F	5. WWJ	5. WNIC-F+
6. WLBS-F	6. WMJC-F	6. WLBS-F	6. WNIC-F	6. WWJ-F	6. WRIF-F
7. WDRQ-F	7. WGPR-F	7. WMJC-F	7. WWJ	7. WCZY-F	7. WLLZ-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	19 (1)	1612 (6)	1631 (7)	28.1
MOR/AC	848 (3)	523 (3)	1371 (6)	23.6
BLACK/URBAN/JAZZ	111 (1)	805 (4)	916 (5)	15.8
NEWS/TALK	696 (2)		696 (2)	12.0
BTFL MUSIC		507 (2)	507 (2)	8.7
COUNTRY	171 (1)	333 (2)	504 (3)	8.7
CLASSICAL		91 (1)	91 (1)	1.6
RELIGION	23 (1)	44 (1)	67 (2)	1.2
ETHNIC	26 (1)		26 (1)	0.4
			<u>5809 (29)</u>	

DETROIT ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. WJR	1. WJR	1. WJR	WCHB	1440	1.8
2. WLLZ-F	2. WLLZ-F	2. WWWW-F	WDRQ-F	93.1	2.3
3. WXYZ	3. WRIF-F	3. WWJ	WLQV	1500	.4
4. WRIF-F	4. WNIC-F	4. WLLZ-F	WMUZ-F	103.5	.7
5. WWJ	5. WWJ	5. WXYZ	WMZK	1400	.4
6. WWWW-F	6. WABX-F	6. WGPR-F	WNIC	1310	Dearborn .3
7. WJR-F	7. CKLW	7. CKLW	WQRS-F	105.1	1.5
8. WNIC-F	8. WJR-F	8. WCXI	WHND	560	Monroe 1.1
9. WGPR-F	9. WMJC-F	9. WJR-F	CKJY-F	93.9	Windsor .3
10. WABX-F	10. WWWW-F	10. WCZY-F			
11. WLBS-F	11. WXYZ				
12. WMJC-F	12. WDRQ-F				
13. WWJ-F	13. WJLB-F				
14. WCZY-F	14. WGPR-F				
15. CKLW	15. WCZY-F				

ADI FM SHARE: 67.27% (4151 of 6171) (O/N 80: 63.83%)

AM STATIONS

CKLW, 800, 50 KW	, CONTEMP/AC	, \$130.00* (Christal)	Baton
WCXI, 1130, 50 KW/10 KW (DA-2)	, COUNTRY	MBS, \$200.00 (Torbet)	Golden West
WJR, 760, 50 KW	, MOR/TALK	NBC, \$196.50 (Eastman)	Cap Cities
WWJ, 950, 5 KW (DA-N)	, NEWS	CBS, \$125.00* (CBS Spot)	Evening News
WXYZ, 1270, 5 KW (DA-N)	, TALK	ABC-I, \$100.00* (Blair)	ABC

FM STATIONS

WABX-F, 99.5, 7 KW @ 870, AOR	Source, \$102.50 (Katz)	Century
WCZY-F, 95.5, 100 KW @ 430, AC/MOR	, \$105.00 (Christal)	Gannett
WDRQ-F, 93.1, 20 KW @ 500, CONTEMP	, \$102.50 (Masla)	Charter
WGPR-F, 107.5, 50 KW @ 388, BLACK	SBN, \$ 58.13 (Lazar)	
WJLB-F, 97.9, 50 KW @ 410, BLACK	, \$ 77.50 (?)	Booth
WJR-F, 96.3, 50 KW @ 480, BTFL MUS (Schulke)	, \$ 83.00 (Eastman)	Cap Cities
WJZZ-F, 105.9, 34 KW @ 300, BLACK/JAZZ	, \$ 57.50* (Howard)	
WLBS-F, 102.7, 40 KW @ 410, URBAN	, \$ 69.00 (Unirep)	Inner City
WLLZ-F, 98.7, 50 KW @ 480, AOR	, \$175.00* (Mc-Guild)	Doubleday
WMJC-F, 94.7, 10 KW @ 950, CONTEMP/AC	ABC-C, \$145.00* (MMR)	Greater Media
WNIC-F, 100.3, 50 KW @ 400, CONTEMP/AC	, \$125.00* (RKO)	Marv Josephson
WOMC-F, 104.3, 190 KW @ 416, AC	RKO, \$106.88* (Katz)	Metromedia
WRIF-F, 101.1, 27 KW @ 880, AOR	ABC-F, \$118.25 (Blair)	ABC
WTWR-F, 92.3, 22 KW @ 742, CONTEMP	ABC-E, \$200.00 (Torbet)	Golden West
WWJ-F, 97.1, 12 KW @ 892, BTFL MUS (FM 100)	, \$ 75.00 (CBS Spot)	Evening News
WWWW-F, 106.7, 61 KW @ 508, COUNTRY	, \$ 75.00 (?)	Shamrock

TV STATIONS

CBET Windsor 9	CBC	WDIV Detroit 4	NBC, Post-News
WGPR Detroit 62	IND	WXON Detroit 20	IND
WJBK Detroit 2	CBS, Storer	WXYZ Detroit 7	ABC, ABC
WKBD Detroit 50	IND, Field		

NEWS PAPERS

Detroit News	E	628,574
Detroit Free Press	M	607,647, Knight-Ridder

EL PASO

Market # 84  
 Revenue Rank # 97  
 Income Rank # 378  
 APR 16.0  
 SMSA Pop: 489,000  
 CSI: 3.1 Bil (# 98)

Revenue : \$5,376,225  
 Income : \$-1,494,698  
 % Rev Gain: +10.0  
 Stations: 23/16  
 Diaries: 799/612:1  
 CSI HH: 20.8 M (# 175)  
 Standard Error: .741

National Rev: \$2,198,734  
 Nat Rev per Cap: \$4.50  
 Tot Rev per Cap: \$10.99  
 Tot Inc per Cap: \$-3.07  
 Profit Margin: ---  
 Retail \$: 2.1 Bil (# 85)  
 Retail Sales %: .183

12+ METRO 1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	80	80	79		
1. KLAQ-F 88/14.5	14.1	4.0	3.1	5.2	1. KLAQ-F 124	1. KLAQ-F 972/19.7
2. KSET 52/ 8.6	6.0	5.5	6.7	2.9	2. KINT-F 73	2. KINT-F 968/20.5
3. KINT-F 51/ 8.4	5.4	7.5	7.9	11.7	3. KHEY-F 57	3. KROD 852/15.6
4. KLOZ-F 43/ 7.1	8.9	10.4	9.4	5.4	KTSM-F 57	4. KHEY-F 748/12.5
5. KAMA 37/ 6.1	7.6	8.1	4.2	9.2	5. KSET 53	5. KHEY 647/11.9
6. KHEY 34/ 5.6	7.0	7.3	10.4	11.3	6. KHEY 45	6. KTSM-F 645/10.1
KTSM-F 34/ 5.6	3.4	2.6	2.5	1.9	KLOZ-F 45	7. KFIM-F 613/ 9.0
8. KROD 32/ 5.3	5.9	1.9	1.5	2.9	KROD 45	8. KSET 581/14.1
9. KHEY-F 31/ 5.1	6.5	7.2	7.5	8.6	9. KAMA 44	9. KLOZ-F 516/13.0
10. KTSM 28/ 4.6	3.9	5.1	4.0	2.3	10. XROK 36	10. KTSM 455/10.9

12+ FM SHARE (METRO): 52.93% (307 of 580) (O/N 80: 51.88%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KLAQ-F	1. KLAQ-F	1. KLAQ-F	1. KLOZ-F	1. KHEY	1. KLAQ-F
2. KINT-F	2. KSET	2. KSET	2. KHEY	KAMA	2. KHEY
3. KSET	3. KLOZ-F	3. KLOZ-F	3. KINT-F	KTSM-F	3. KINT-F
4. KROD	4. KINT-F	4. KINT-F	KLAQ-F	4. KHEY-F	4. KROD, KHEY-F

OTHER RATED STATIONS/METRO SHARE

KAMA-F 93.1	1.2	KELP 920	2.5	KEFV 1000	Cuidad Juarez	1.2
KEAB-F 93.9	2.6	KFIM-F 92.3	2.6	XEJ 970	Cuidad Juarez	1.3
KISO 1150	2.3	KKOL 1590	1.2	XEWG 1240	Cuidad Juarez	.8
KSET-F 94.7	3.5			XEP 1300	Cuidad Juarez	.3
XROK 800	Cuidad Juarez	3.8		XZOL 860	Cuidad Juarez	1.5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	84 (2)	155 (3)	239 (5)	41.2
COUNTRY	34 (1)	74 (2)	108 (3)	18.6
SPANISH	91 (7)	7 (1)	98 (8)	16.9
BTFL MUSIC		50 (2)	50 (2)	8.6
NEWS/TALK	28 (1)		28 (1)	4.8
MOR/AC	22 (2)		22 (2)	3.8
BLACK/URBAN		21 (1)	21 (1)	3.6
BIG BAND	14 (1)		14 (1)	2.4
			580 (23)	

RADIO STATIONS

KAMA, 1060, 10 KW (DAYS), SPANISH		\$27.50 (Eastman)	
KHEY, 690, 10 KW (DA-2), COUNTRY (Burk-Abr)	ABC-I,	\$60.00 (Katz)	
KROD, 600, 5 KW (DA-N), ROCK		\$14.00 (Torbet)	Rex
KSET, 1340, 1 KW/250 W, ROCK		\$25.00* (Mc-Guild)	Broadcast Assoc
KTSM, 1380, 5 KW/500 W, NEWS	CBS, NBC,	\$12.00 (Howard)	
XROK, 800, 150 KW, SPANISH		\$24.00 (Lotus)	(CUIDAD JUAREZ)
KFIM-F, 92.3, 100 KW @ 1860, CONTEMP	ABC-F,	\$15.00 (----)	
KINT-F, 97.5, 60 KW @ 1080, ROCK		\$25.00* (Selcom)	
KLAQ-F, 95.5, 100 KW @ 1300, AOR (Burk-Abr)	Source,	\$45.00* (Torbet)	Rex
KLOZ-F, 102.1, 57 KW @ 1160, COUNTRY		\$38.75 (Blair)	Henson
KSET-F, 94.1, 100 KW @ 732, URBAN (Burk-Abr)		\$25.00* (Mc-Guild)	Broadcast Assoc
KTSM-F, 99.9, 100 KW @ 1820, BTFL MUS (TM)		\$12.00 (Howard)	
KHEY-F, 96.3, 100 KW @ 1388, COUNTRY (Burk-Abr)		\$60.00 (Katz)	

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION.

EUGENE-SPRINGFIELD

Market # 136  
 Revenue Rank # 105  
 Income Rank # 367  
 SMSA Pop: 281,400  
 CSI: 2.2 Bil (# 126)  
 APR 15.2

Revenue : \$5,009,437  
 Income : \$ -741,965  
 % Rev Gain: 19.8%  
 Stations: 13/13  
 CSI HH: 21.8 M (# 126)  
 Diaries: 615/458:1  
 Standard Error: .773

National Rev: \$1,531,034  
 Nat Rev per Cap: \$5.44  
 Tot Rev per Cap: \$17.80  
 Tot Inc per Cap: \$-2.63  
 Profit Margin: ---  
 Retail \$: 1.3 Bil (# 126)  
 Retail Sales %: .314

12+ METRO 1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	80	80	79		
1. KSND-F 45/12.5	13.9	10.5	9.5	8.0	1. KPNW-F 54	1. WUGN 830/32.3
2. KUGN 44/12.3	9.8	14.2	14.6	11.6	2. KZEL-F 51	2. KPNW 742/18.0
3. KPNW-F 42/11.7	14.1	13.9	13.3	14.5	3. KSND-F 49	3. KSND-F 648/25.1
4. KZEL-F 38/10.6	7.6	9.9	11.4	11.1	4. KUGN 46	4. KPNW-F 642/17.7
5. KUGN-F 32/ 8.9	6.0	3.7	5.4	2.8	5. KPNW 41	5. KZEL-F 613/19.9
6. KEED 28/ 7.8	7.9	9.3	9.5	9.1	6. KUGN-F 37	6. KUGN-F 507/18.1
7. KPNW 26/ 7.2	7.6	9.6	9.5	8.5	7. KEED 28	7. KBDF 442/17.5
8. KQDQ 21/ 5.8	6.3	---	1.9	6.8	8. KQDQ 21	8. KEED 432/18.0
9. KBDF 15/ 4.2	4.1	5.1	7.0	6.5	9. KORE 18	9. KORE 267/ 7.9
10. KORE 14/ 3.9	3.3	2.3	2.9	2.0	10. KBDF 15	10. KASH 155/ 6.6

12+ FM SHARE (METRO): 50.63% (160 of 316) (O/N 80: 47.71%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KSND-F	1. KZEL-F	1. KZEL-F	1. KUGN	1. KUGN	1. KUGN
2. KZEL-F	2. KSND-F	2. KSND-F	2. KEED	2. KPNW-F	2. KPNW
	3. KUGN-F	3. KUGN	3. KUGN-F	3. KQDQ	3. KSND-F

OTHER RATED STATIONS/METRO SHARE

KASH 1600 1.1 KBMC-F 94.5 .8 KNND 1400 Cottage Grove 1.1

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	15 (1)	83 (2)	98 (3)	31.0
MOR/AC	78 (4)		78 (4)	24.7
COUNTRY	28 (1)	32 (1)	60 (2)	19.0
BTFL MUSIC		42 (1)	42 (1)	13.3
BIG BAND	21 (1)		21 (1)	6.6
RELIGION	14 (1)	3 (1)	17 (2)	5.4

316 (13)

RADIO STATIONS

KBDF, 1280, 5 KW/1 KW (DA-N), OLDIES  
 KEED, 1450, 1 KW, COUNTRY  
 KORE, 1050, 1 KW (DAYS), RELIGION  
 KPNW, 1120, 50 KW (DA-2), AC  
 KQDQ, 1320, 1 KW (DAYS), BIG BAND/NOST (Al Ham)  
 KUGN, 590, 5 KW/1 KW (DA-N), MOR  
 RKO, \$12.50 (----)  
 ABC-I, \$19.00 (Selcom) Commun Pacific  
 MBS, \$ 8.00 (----)  
 NBC, \$48.00 (Katz) Pacific Northwest  
 , \$13.00 (Howard) Empire  
 CBS, MBS, \$26.75 (Torbet)  
 KPNW-F, 99.1, 100 KW @ 1485, BTFL MUS (Schulke), \$48.00 (Katz) Pacific Northwest  
 KSND-F, 93.1, 27 KW @ 1800, ROCK (TM), Source, \$20.00\* (Roslin) Sterling  
 KUGN-F, 97.9, 100 KW @ 785, COUNTRY (TM), \$20.00 (Torbet)  
 KZEL-F, 96.1, 100 KW @ 872, AOR (Burk-Abr), \$18.50 (----)

TV STATIONS

KEZI Eugene 9 ABC, CBS, Liberty  
 KVAL Eugene 13 NBC

NEWSPAPERS

Eugene Register-Guard E 65,537

FLINT

Market # 81  
 Revenue Rank # 89  
 Income Rank # 69  
 APR 16.5  
 SMSA Pop: 526,600  
 CSI: 4.6 Bil (# 70)

Revenue : \$ 5,944,118  
 Income : \$ 417,312  
 % Rev Gain: -7.1  
 Stations: 26/10  
 Diaries: 909/579:1  
 CSI HH: 25.4 M (# 24)  
 Standard Error: .661

National Rev: \$1,556,935  
 Nat Rev per Cap: \$2.96  
 Tot Rev per Cap: \$11.29  
 Tot Inc per Cap: \$.79  
 Profit Margin: 7.0%  
 Retail \$: 2.6 Bil (# 69)  
 Retail Sales %: .189

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80
1. WWCK-F	91/13.2	10.5	13.8	10.3
2. WDZZ-F	82/11.9	10.3	12.9	11.5
3. WGMZ-F	45/ 6.5	11.1	12.4	6.9
4. WTRX	44/ 6.4	7.8	6.6	6.9
5. WJR	39/ 5.6	8.0	6.3	8.5
WDFD	39/ 5.6	6.5	5.2	8.0
7. WFLT	37/ 5.4	1.9	3.3	1.6
8. WKMF	35/ 5.1	6.8	5.9	5.8
9. WFMK-F	34/ 4.9	7.5	4.5	7.1
10. WGER-F	29/ 4.2	2.9	2.1	4.7

12+ TSA	1/4
1. WWCK-F	128
2. WGER-F	98
3. WIOG-F	93
4. WDZZ-F	82
5. WJR	78
6. WKCQ-F	72
7. WHNN-F	71
8. WGMZ-F	52
9. WTAC	50
10. WTRX	45

12+ TSA	CUME/MSA	CUME	RAT
1. WHNN-F	1362/	9.4	
2. WJR	1360/	16.3	
3. WWCK-F	1312/	23.7	
4. WIOG-F	1154/	3.6	
5. WGER-F	1101/	7.1	
WKCQ-F	1101/	4.6	
7. WDFD	870/	16.3	
8. WTAC	851/	11.3	
9. WTRX	827/	19.2	
10. WDZZ-F	765/	18.2	

12+ FM SHARE (METRO): 59.87% (370 of 618) (O/N 80: 61.36%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA	AMD
1. WWCK-F	1. WWCK-F	1. WWCK-F	1. WDZZ-F	1. WGMZ-F	1. WJR	
2. WDZZ-F	2. WDZZ-F	2. WDZZ-F	2. WWCK-F	2. WJR	2. WGER-F	
	3. WTRX	3. WTRX	3. WDFD	WDFD	3. WIOG-F	
	4. WFMK-F	4. WDFD	4. WTRX	4. WDZZ-F	4. WWCK-F	

OTHER RATED STATIONS/METRO SHARE

WLQB	1570		1.3	WJZZ-F	105.9	Detroit	.4
WOAP	1080	Owosso	1.4	WKCQ-F	98.1	Saginaw	1.4
WTAC	600		4.1	WLLZ-F	98.7	Saginaw	1.2
WHNN-F	96.1	Bay City	2.5	WMJC-F	94.7	Saginaw	.6
WIOG-F	106.3	Saginaw	1.0	WNIC-F	100.3	Saginaw	.4
WITL-F	100.7	Lansing	.6	WRIF-F	101.1	Saginaw	1.6
WJR-F	96.3	Detroit	.4	WWJ	950	Saginaw	1.0
WJXQ-F	106.1	Jackson	1.4	WWWS-F	107.1	Saginaw	1.3

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	44 (1)	185 (9)	229 (10)	37.1
BLACK/URBAN		94 (3)	94 (3)	15.2
MOR/AC	88 (3)		88 (3)	14.2
BTFL MUSIC		77 (3)	77 (3)	12.5
COUNTRY	63 (2)	14 (2)	77 (4)	12.5
BIG BAND	37 (1)		37 (1)	6.0
RELIGION	9 (1)		9 (1)	1.5
NEWS/TALK	7 (1)		7 (1)	1.1

618 (26)

RADIO STATIONS

WDFD, 910, 5 KW/1 KW (DA-1), MOR	CBS, \$36.25* (Blair)
WFLT, 1420, 500 W (DAYS), BIG BAND/NOST (A1 Ham)	MBS, \$20.00 (P/W)
WKMF, 1470, 5 KW/1 KW (DA-1), COUNTRY	ABC-E, \$45.75 (Katz) Beck-Ross
WTAC, 600, 1 KW/500 W (DA-1), COUNTRY	ABC-C, \$27.50 (?)
WTRX, 1330, 5 KW/1 KW (DA-2), CONTEMP/AC	ABC-I, \$29.00 (Christal) Mid America
WDZZ-F, 92.7, 3 KW @ 260, BLACK	SBN, \$31.00 (Masla)
WGMZ-F, 107.9, 50 KW @ 370, BTFL MUS (Bonne)	, \$45.75 (Katz) Beck-Ross
WWCK-F, 105.5, 3 KW @ 364, AOR (Burk-Abr)	ABC-F, \$35.00* (Mc-Guild) Reams
WGER-F, 102.5, 86 KW @ 860, BTFL MUS (Carson)	, \$25.00 (Mc-Guild) (BAY CITY)
WHNN-F, 96.1, 97 KW @ 420, CONTEMP	RKO, \$23.25 (Selcom) Liggett (BAY CITY)

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

FT. LAUDERDALE

Market # 40  
 Revenue Rank # 40  
 Income Rank # 322  
 APR 16.8  
 SMSA Pop: 910,000  
 CSI: 8.7 Bil (# 38)

Revenue : \$13,019,621  
 Income : \$ -254,899  
 % Rev Gain: +19.8  
 Stations: 27/12  
 Diaries: 1188/766:1  
 CSI HH: 20.6 M (# 181)  
 Standard Error: .562

National Rev: \$2,834,123  
 Nat Rev per Cap: \$3.11  
 Tot Rev per Cap: \$14.31  
 Tot Inc per Cap: \$-.28  
 Profit Margin: ---  
 Retail \$: 6.0 Bil (# 30)  
 Retail Sales %: .192

12+ METRO 1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	80	80	79		
1. WLYF-F 199/12.8	7.7	7.8	10.1	16.1	1. WLYF-F 316	1. WHYI-F 4738/17.3
2. WNWS 107/ 6.9	5.8	6.5	7.0	3.2	2. WHYI-F 277	2. WINZ-F 4152/10.9
3. WKQS-F 103/ 6.6	7.2	9.7	7.2	6.8	3. WINZ-F 246	3. WINZ 3675/17.1
4. WINZ 92/ 5.9	5.4	5.1	5.3	6.5	4. WNWS 229	4. WLYF-F 3570/22.5
5. WAXY-F 89/ 5.7	5.2	5.4	6.9	3.5	5. WINZ 219	5. WIOD 3298/13.5
6. WHYI-F 84/ 5.4	7.3	6.2	7.7	7.6	6. WSHE-F 189	6. WNWS 2999/14.1
7. WLQV 77/ 4.9	4.5	5.1	.7	---	7. WIOD 178	7. WAXY-F 2794/14.8
8. WSHE-F 75/ 4.8	5.8	4.6	4.4	1.8	8. WAXY-F 163	8. WSHE-F 2461/10.8
9. WAIA-F 67/ 4.3	4.4	5.1	5.0	6.2	9. WAIA-F 143	9. WAIA-F 2187/11.4
10. WIOD 60/ 3.9	4.9	4.7	4.3	5.0	WKQS-F 143	10. WKQS-F 1810/11.7

12+ FM SHARE (METRO): 60.66% (882 of 1454) (O/N 80: 59.82%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WCKO-F	1. WAXY-F	1. WAXY-F	1. WLYF-F	1. WLYF-F	1. WINZ
2. WHYI-F	2. WSHE-F	2. WKQS-F	WKQS-F	2. WKQS-F	2. WHYI-F
3. WSHE-F	3. WKQS-F	3. WHYI-F	3. WAXY-F	3. WLQY	3. WLYF-F
4. WRBD	4. WAIA-F	WAIA-F	4. WAIA-F	4. WINZ	4. WNWS
5. WINZ-F	5. WHYI-F	5. WSHE-F	5. WHYI-F	5. WNWS	5. WIOD

OTHER RATED STATIONS/METRO SHARE

WCKO-F 102.7	Pompano Beach	2.7	WINZ-F 94.9	Miami	2.8
WEXY 1520	Oakland Park	.8	WKAT 1360	Miami	.4
WFTL 1400		3.0	WQAM 560	Miami	3.0
WPIP 980	Pompano Beach	.9	WSBR 740	Boca Raton	.7
WRBD 1470	Pompano Beach	3.8	WTMI-F 93.1	Miami	1.3
WSRF 1580		.6	WVCG 1080	Coral Gables	.6
WWJF-F 106.7		3.8	WWWL-F 93.9	Miami	3.3
WEAT-F 104.5	West Palm Beach	1.0	WYOR-F 105.1	Coral Gables	2.1
WGBS 710	Miami	1.3			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		385 (6)	385 (6)	26.5
BTFL MUSIC		306 (4)	306 (4)	21.0
MOR/AC	142 (4)	67 (1)	209 (5)	14.4
NEWS/TALK	199 (2)		199 (2)	13.7
COUNTRY	56 (2)	103 (1)	159 (3)	10.9
BIG BAND	103 (4)		103 (4)	7.1
BLACK/URBAN	59 (1)		59 (1)	4.1
CLASSICAL		21 (1)	21 (1)	1.4
RELIGION	13 (1)		13 (1)	0.9
			<u>1454 (27)</u>	

RADIO STATIONS

WFTL, 1400, 1 KW/250 W (DA-D) , MOR ABC-I, \$31.25\* (HNW) Amaturio  
 WLQY, 1320, 5 KW (DA-2) , BIG BAND/NOST (A1 Ham) , \$35.00\* (----) Sunshine Wireless  
 WRBD, 1470, 5 KW/2.5 KW (DA-1), BLACK SBN,NBN, \$39.25\* (Lotus)

ALL OTHER STATIONS - SEE MIAMI

TV, NEWSPAPERS,ADI - SEE MIAMI

FORT WAYNE

Market # 103  
 Revenue Rank # 77  
 Income Rank # 190  
 APR 16.0  
 SMSA Pop: 385,700  
 CSI: 3.0 Bil (# 100)

Revenue : \$ 6,826,252  
 Income : \$ 36,424  
 % Rev Gain: 6.4%  
 Stations: 14/14  
 Diaries : 801/482:1  
 CSI HH: 22.4 M (# 100)  
 Standard Error: .687

National Rev: \$1,484,595  
 Nat Rev per Cap: \$ 3.85  
 Tot Rev per Cap: \$ 17.70  
 Tot Inc per Cap: \$ .09  
 Profit Margin: 0.5%  
 Retail \$: 1.6 Bil (# 109)  
 Retail Sales %: .386

12+ METRO 1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	80	80	79		
1. WOWO 102/20.5	21.9	17.8	26.0	26.9	1. WOWO 264	1. WOWO 3779/46.6
2. WMEE-F 86/17.3	12.5	14.3	14.7	13.9	2. WMEE-F 142	2. WMEE-F 2045/35.6
3. WEZV-F 67/13.5	11.1	12.0	16.9	17.1	3. WPTH-F 103	3. WPTH-F 1732/25.4
WQHK 67/13.5	14.1	11.3	7.9	7.1	4. WQHK 85	4. WQHK 1049/26.9
5. WXKE-F 42/ 8.4	9.5	11.3	9.3	6.4	5. WEZV-F 71	5. WEZV-F 718/20.1
6. WPTH-F 41/ 8.2	9.1	9.6	9.7	8.0	6. WXKE-F 43	6. WXKE-F 448/14.1
7. WLYV 11/ 2.2	2.2	4.6	3.3	2.1	7. WJR 21	7. WJR 443/ 3.0
8. WKSJ-F 9/ 1.8	3.8	1.5	---	---	8. WLYV 13	8. WLYV 351/10.1
9. WFCV 8/ 1.6	.8	2.4	---	---	9. WKSJ-F 12	9. WGL 221/ 6.8
10. WGL 6/ 1.2	1.6	1.3	2.5	3.6	10. WIFF 10	10. WHUZ-F 179/ 2.7

12+ FM SHARE (METRO): 55.63% (252 of 453) (O/N 80: 55.39%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WMEE-F	1. WMEE-F	1. WMEE-F	1. WQHK	1. WOWO	1. WOWO
2. WPTH-F	2. WXKE-F	2. WQHK	2. WOWO	2. WQHK	2. WMEE-F
	3. WOWO	3. WOWO	3. WEZV-F	3. WEZV-F	3. WPTH-F
	4. WPTH-F	4. WXKE-F	4. WMEE-F		4. WQHK

OTHER RATED STATIONS/METRO SHARE

WIFF 1570	Auburn	1.0	WHUZ-F 103.1	Huntington	1.0
WIFF-F 105.5	Auburn	.4	WJR 760	Detroit	.4

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		169 (3)	169 (3)	37.3
MOR/AC	121 (4)	5 (1)	126 (5)	27.8
BTFL MUSIC		76 (2)	76 (2)	16.8
COUNTRY	72 (2)	2 (1)	74 (3)	16.3
RELIGION	8 (1)		8 (1)	1.8
			453 (14)	

RADIO STATIONS

WFCV, 1090, 1 KW (DAYS,DA), RELIGION		\$13.00 (----)	Bolt
WGL, 1250, 1 KW (DA-2), MOR		CBS, \$ 7.00 (----)	
WIFF, 1570, 500 W, COUNTRY		MBS, \$ 8.50 (Pates)	(AUBURN)
WLYV, 1450, 1 KW/250 W, OLDIES		RKO, \$23.00 (Regional)	Jack Nicklaus
WOWO, 1190, 50 KW (DA-N), MOR		ABC-I, \$70.63 (RAR)	Westinghouse
WQHK, 1380, 5 KW (DA-2), COUNTRY		ABC-E, \$40.25 (Eastman)	Federated
WEZV-F, 101.7, 3 KW @ 300, BTFL MUS (Schulke)		\$38.50 (Christal)	Fairfield
WMEE-F, 97.3, 48 KW @ 480, ROCK		\$50.00 (Eastman)	Federated
WPTH-F, 95.1, 44 KW @ 680, ROCK		ABC-C, \$32.00* (Torbet)	Sarkes-Tarzian
WXKE-F, 103.9, 3 KW @ 250, AOR		Source, \$20.00 (Selcom)	
WKSJ-F, 106.3, 3 KW @ 300, BTFL MUS (Bonne)		\$10.00* (Torbet)	(COLUMBIA CITY)

TV STATIONS

WANE Ft. Wayne 15	CBS, Corinthian	WFFT Ft. Wayne 55	IND
WKJG Ft. Wayne 33	NBC, Tony Hulman Family	WPTA Ft. Wayne 21	ABC, Comb/ Gannett

NEWSPAPERS

Fort Wayne Journal Gazette	M	60,093
Fort Wayne News-Sentinel	E	71,705



FRESNO

Market # 82  
 Revenue Rank # 61  
 Income Rank # 227  
 APR 17.1  
 SMSA Pop: 515,700  
 CSI: 3.6 Bil (# 88)

Revenue : \$ 8,820,511  
 Income : \$ -10,499  
 % Rev Gain: 24.8%  
 Stations: 27/20  
 Diaries: 849/607:1  
 CSI HH: 20.0 M (# 213)  
 Standard Error: .714

National Rev: \$ 3,447,316  
 Nat Rev per Cap: \$ 6.68  
 Tot Rev per Cap: \$ 17.10  
 Tot Inc per Cap: \$ .20  
 Profit Margin: —  
 Retail \$: 2.4 Bil (# 74)  
 Retail Sales %: .272

12+ METRO 1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	80	80	79		
1. KYNO-F 72/9.7	11.0	7.0	9.0	9.4	1. KFYE-F 237	1. KFYE-F 2596/21.7
2. KGNU-F 70/9.5	11.4	9.6	9.5	10.6	2. KMJ 117	2. KMJ 1683/19.9
3. KFYE-F 69/9.3	7.4	9.3	7.4	7.5	3. KGNU-F 106	3. KFRE 1281/12.5
4. KMJ 65/8.8	8.8	8.6	8.5	8.4	4. KYNO-F 74	4. KYNO-F 1071/22.8
5. KMAK 37/5.0	5.1	5.8	6.9	8.1	KFRE 74	5. KGNU-F 1048/16.2
6. KGST 35/4.7	4.8	3.3	3.9	4.0	6. KBOS-F 60	6. KARM 767/13.5
7. KARM 32/4.3	3.6	2.6	4.6	4.0	7. KKDJ-F 57	7. KBOS-F 765/ 7.6
8. KFIG-F 31/4.2	5.5	7.7	3.9	2.9	8. KGST 55	8. KKDJ-F 666/ 8.7
9. KFRE 29/3.9	1.2	3.6	4.8	4.9	KARM 55	9. KFIG-F 606/13.0
KXEX 29/3.9	4.7	8.0	3.6	4.8	10. KMAK 43	10. KFRY-F 604/ 6.2

12+ FM SHARE (METRO): 53.60% (357 of 666) (O/N 80: 53.65%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KYNO-F	1. KFYE-F	1. KFYE-F	1. KGNU-F	1. KMJ	1. KFYE-F
2. KFYE-F	2. KYNO-F	2. KYNO-F	2. KARM	2. KGNU-F	2. KMJ
3. KBOS-F	3. KKDJ-F	3. KARM	KMJ	3. KMAK	3. KFRE
	4. KXEX	4. KFIG-F	4. KFYE-F	4. KGST	4. KYNO-F

OTHER RATED STATIONS/METRO SHARE

KBIF 900		1.1	KYNO 1300	1.6
KEAP 980		.7	KBOS-F 94.9	Tulare 3.8
KFRY-F 101.9		2.3	KCBS 740	San Francisco .8
KIRV 1510		.9	KIOY-F 103.7	Hanford 1.6
KKDJ-F 105.9		3.8	KJUG-F 106.7	Tulare .7
KLIP 1220	Fowler	.8	KLTA-F 98.9	Dinuba .8
KNAX-F 97.9		1.4	KNGS 620	Hanford 1.5
KTED-F 96.7	Fowler	1.2	KRDU 1130	Dinuba 1.5
KXQR 790	Clovis	2.2		

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	12 (1)	240 (6)	252 (7)	37.8
BTFL MUSIC	16 (1)	76 (2)	92 (3)	13.8
COUNTRY	53 (3)	22 (2)	75 (5)	11.3
NEWS/TALK	71 (2)		71 (2)	10.7
MOR/AC	61 (2)	10 (1)	71 (3)	10.7
SPANISH	64 (2)		64 (2)	9.6
RELIGION	19 (2)		19 (2)	2.9
UNKNOWN/OTHER	7 (1)	9 (1)	16 (2)	2.4
BLACK	6 (1)		6 (1)	0.9
			666 (27)	

RADIO STATIONS

KARM, 1430, 5 KW (DA-1), AC/CONTEMP , \$26.00\* (----) Davis/Weaver  
 KFRE, 940, 50 KW (DA-2), MOR ABC-I, \$30.50\* (Mc-Guild)  
 KGST, 1600, 5 KW (DA-N), SPANISH , \$13.00 (Lotus)  
 KMAK, 1340, 1 KW/250 W , COUNTRY ABC-E, \$20.38\* (Christal)  
 KMJ , 580, 5 KW , NEWS/TALK NBC,CBS, \$42.50 (Katz) McClatchy  
 KXEX, 1550, 500 W (DAYS), SPANISH , \$16.00 (Caballers)  
 KFIG-F, 101.1, 50 KW @ 352, CONTEMP , \$26.00\* (----) Davis/Weaver  
 KFRY-F, 101.9, 2 KW @ 1880, COUNTRY , \$20.00\* (Mc-Guild)

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

GRAND RAPIDS

Market # 68; ADI # 38  
 Revenue Rank # 51  
 Income Rank # 49  
 APR 16.0  
 SMSA Pop: 596,200  
 CSI: 4.3 Bil (# 72)

Revenue: 10,553,052  
 Income : 534,260  
 % Rev Gain: 10.6%  
 Stations: 27/21  
 Diaries: 983/607:1  
 CSI HH: 21.5 M (# 141)  
 Standard error: .607

National Rev: \$ 1,882,713  
 Nat Rev per Cap: \$ 3.15  
 Tot Rev per Cap: \$ 17.70  
 Tot Inc per Cap: \$ .90  
 Profit Margin: 5.1%  
 Retail \$: 2.7 Bil (# 67)  
 Retail Sales%: .360

12+ METRO	1/4/SHARE	SPG		O/N		A/M		O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT	
		81	80	80	79						
1. WLAV-F	106/13.3	14.1	13.3	9.1	9.1	1. WLAV-F	209	1. WOOD-F	2664/30.5		
2. WOOD-F	101/12.7	12.8	12.9	15.1	14.9	2. WOOD-F	179	2. WLAV-F	2537/24.2		
3. WCUZ-F	87/10.9	7.6	5.0	4.5	3.4	3. WCUZ-F	134	3. WGRD-F	2366/21.1		
4. WOOD	65/ 8.2	8.3	12.2	14.0	11.4	4. WGRD-F	119	4. WJFM-F	1574/13.8		
5. WGRD-F	52/ 6.5	8.2	7.2	7.7	5.2	5. WJFM-F	100	5. WCUZ-F	1527/20.1		
6. WZZR-F	50/ 6.3	4.3	8.3	6.0	4.7	6. WOOD	74	6. WOOD	1416/24.3		
7. WJFM-F	41/ 5.2	6.3	6.4	5.8	6.1	7. WZZR-F	68	7. WZZR-F	1153/16.0		
WXQT	41/ 5.2	2.5	1.9	1.5	2.1	WQLR-F	68	8. WQLR-F	814/ 2.8		
9. WFUR-F	35/ 4.4	4.5	3.7	2.9	4.3	9. WQWQ-F	61	9. WQWQ-F	712/ 5.5		
10. WCUZ	34/ 4.3	5.3	3.7	5.9	7.3	10. WXQT	43	10. WFUR-F	642/10.3		

12+ FM SHARE (METRO): 70.62% (524 of 742) (FALL 80: 69.28%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WGRD-F	1. WLAV-F	1. WLAV-F	1. WCUZ-F	1. WOOD-F	1. WOOD-F
WLAV-F	2. WZZR-F	2. WCUZ-F	2. WOOD-F	2. WCUZ-F	2. WCUZ-F+
	3. WJFM-F	3. WOOD-F	3. WJFM-F	3. WOOD	3. WLAV-F
	4. WCUZ-F	4. WZZR-F	4. WZZR-F	4. WXQT	4. WOOD

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	3 (1)	208 (3)	213 (4)	28.7
BTFL MUSIC		155 (4)	155 (4)	20.9
COUNTRY	34 (1)	112 (4)	146 (5)	19.7
MOR/AC	100 (5)	41 (1)	141 (6)	19.0
BIG BAND	41 (1)		41 (1)	5.5
RELIGION	24 (4)	8 (1)	32 (5)	4.3
NEWS/TALK	10 (1)		10 (1)	1.3
BLACK	6 (1)		6 (1)	0.8
			<u>742 (27)</u>	

GRAND RAPIDS ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>
1. WLAV-F	1. WOOD-F	1. WLAV-F	WFUR 1570 .8
2. WOOD-F	2. WLAV-F	2. WCUZ-F	WGHN 1370 Grand Haven .8
3. WCUZ-F	3. WGRD-F	3. WOOD-F	WHTC 1450 Holland 1.4
4. WGRD-F	4. WJFM-F	4. WGRD-F	WJBL 1260 Holland .8
5. WJFM-F	5. WCUZ-F	5. WOOD	WJBL-F 94.5 Holland 1.0
6. WKFR-F	6. WOOD	6. WZZR-F	WJPW 810 Rockford 1.5
7. WKZO	7. WKZO	7. WJFM-F	WKWM 1140 Kentwood .8
8. WNNW-F	8. WZZR-F	8. WCUZ	WMAX 1480 .6
WOOD	9. WKFR-F	9. WFUR-F	WTWN 1340 1.3
10. WZZR-F	10. WQLR-F	10. WXQT	WYGR 1530 1.1
11. WQLR-F	11. WNNW-F		WZND-F 99.3 Zeeland 1.6
12. WJXQ-F	12. WMAQ		WKJR 1520 Muskegon .5
13. WQWQ-F	13. WLS		WMUS-F 106.9 Muskegon .5
14. WXQT	14. WQWQ-F		WPLB-F 107.3 Greenville 1.0
15. WBCK	15. WKMI		WQLR-F 106.5 Kalamazoo .8
			WQWQ-F 104.5 Muskegon 1.6
ADI FM SHARE: 68.87% (1325 of 1924) (Fall 80: 61.55%)			WLS 890 Chicago .4

AM STATIONS

WCUZ, 1230, 1 KW/250 W	, COUNTRY	CBS, \$35.25 (Eastman)	Federated
WOOD, 1300, 5 KW (DA-N)	, MOR	NBC, \$49.75 (Katz)	WOOD Inc
WXQT, 1410, 1 KW (DAYS)	, BIG BAND/NOST (A1 Ham)	ABC-I, \$15.00* (Torbet)	Regional
WBCK, 930, 5 KW/1 KW (DA-2),	MOR	NBC, \$17.00 (Masla)	(BATTLE CREEK)

FM STATIONS

WCUZ-F, 101.3, 50 KW @ 420,	COUNTRY	CBS, \$35.25 (Eastman)	Federated
WFUR-F, 102.9, 40 KW @ 257,	BTFL MUS	, \$12.00 (Mich Spot)	Kuiper
WGRD-F, 97.9, 13 KW @ 590,	ROCK	ABC-C, \$54.50 (Torbet)	Regional
WJFM-F, 93.7, 320 KW @ 850,	SOFT ROCK (TM)	MBS, \$24.25 (Mc-Guild)	Fetzer
WLAV-F, 96.9, 50 KW @ 500,	AOR (Burk-Abr)	Source, ABC-F, \$55.00* (Blair)	
WOOD-F, 105.7, 265 KW @ 811,	BTFL MUS (Schulke)	, \$88.00 (Katz)	WOOD Inc
WZZR-F, 95.7, 50 KW @ 175,	AC/CONTEMP	RKO, \$31.50* (Selcom)	Liggett
WMUS-F, 106.9, 50 KW @ 285,	COUNTRY	, \$15.00 (Masla)	(MUSKEGON)
WQWQ-F, 105.5, 50 KW @ 375,	BTFL MUS	, \$15.00 (?)	(MUSKEGON)
WJXQ-F, 106.1, 50 KW @ 500,	AOR	, \$26.50 (Christal)	(JACKSON)

WLS, WMAQ - See Chicago

Other Stations - See Kalamazoo

TV STATIONS

WKZO	Kalamazoo	3	CBS, Fetzer
WOTV	Grand Rapids	8	NBC, Time-Life
WUHQ	Battle Creek	41	ABC
WZZM	Grand Rapids	13	ABC, Wometco

NEWSPAPERS

Grand Rapids Press	E	125,222, Newhouse
Kalamazoo Gazette	E	59,559, Newhouse
Muskegon Chronicle	E	44,198, Newhouse
Battle Creek Enquirer	E	33,366, Gannett

GREENSBORO/WINSTON SALEM

Market # 49  
 Revenue Rank # 49  
 Income Rank # 369  
 APR 14.2  
 SMSA Pop: 824,300  
 CSI: 6.2 Bil (# 53)

Revenue : \$11,008,432  
 Income : \$ -782,176  
 % Rev Gain: +11.5  
 Stations: 33/28  
 Diaries: 1054/782:1  
 CSI HH: 20.6 M (# 180)  
 Standard Error: .566

National Rev: \$1,789,143  
 Nat Rev per Cap: \$2.17  
 Tot Rev per Cap: \$13.35  
 Tot Inc per Cap: \$-.95  
 Profit Margin: ---  
 Retail \$: 3.5 Bil (# 49)  
 Retail Slaes %: .283

12+ METRO 1/4/SHARE	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	80	80		
1. WTQR-F 158/15.8	16.6	11.2	12.6	1. WTQR-F 256	1. WTQR-F 3421/25.0
2. WKZL-F 89/ 8.9	7.4	10.4	9.3	2. WQMG-F 132	2. WRQK-F 1618/14.6
3. WGLD-F 84/ 8.4	9.5	7.4	10.1	3. WSEZ-F 115	3. WSEZ-F 1554/16.2
4. WSEZ-F 83/ 8.3	9.2	3.3	7.3	4. WKZL-F 110	WKZL-F 1554/15.2
5. WRQK-F 70/ 7.0	6.2	8.1	6.2	5. WGLD-F 97	5. WSJS 1293/15.7
6. WSJS 68/ 6.8	7.4	8.0	8.0	6. WRQK-F 95	6. WGLD-F 1249/14.7
7. WQMG-F 55/ 5.5	6.6	5.7	5.7	7. WSJS 80	7. WQMG-F 931/ 8.6
8. WBIG 38/ 3.8	3.2	3.6	3.7	8. WSOC-F 59	8. WSOC-F 792/ 3.1
9. WAIR 36/ 3.6	2.4	2.3	2.7	9. WRAL-F 41	9. WBIG 773/10.4
10. WAAA 35/ 3.5	2.5	5.2	3.4	10. WSLQ-F 40	10. WWMO-F 574/ 3.6

12+ FM SHARE (METRO): 69.18% (642 of 928) (O/N 80: 64.16%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WSEZ-F	1. WKZL-F	1. WTQR-F	1. WTQR-F	1. WTQR-F	1. WTQR-F
2. WKZL-F	2. WTQR-F	2. WKZL-F	2. WGLD-F	2. WGLD-F	2. WSJS
3. WRQK-F	3. WSEZ-F	3. WSEZ-F	3. WSEZ-F	3. WSJS	3. WQMG-F
4. WQMG-F	4. WRQK-F	4. WRQK-F	4. WSJS	4. WBIG	4. WSEZ-F

OTHER RATED STATIONS/METRO SHARE

WBUY 1440	Lexington	1.0	WPET 950	Greensboro	.8
WLXN-F 94.1	Lexington	.2	WTNC 790	Thomasville	1.3
WCOG 1320	Greensboro	1.0	WTOB 1380	Winston Salem	1.1
WCSE-F 92.3	Asheboro	.6	WBAG-F 93.9	Burlington,NC	.5
WEAL 1510	Greensboro	1.7	WEZC-F 104.7	Charlotte	1.0
WGOS 1070	High Point	.7	WFMX-F 105.7	Statesville,NC	.6
WGWR 1260	Asheboro	.7	WRAL-F 101.5	Raleigh	1.3
WHPE-F 95.5	High Point	.9	WROQ-F 95.1	Charlotte	.6
WKEW 1400	Greensboro	.4	WSLQ-F 99.1	Roanoke	1.4
WMFR 1230	High Point	1.6	WSOC-F 103.7	Charlotte	.9
WMFR-F 99.5	High Point	.7	WWMO-F 102.1	Reidsville,NC	1.6
WOKX 1590	High Point	.6			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	10 (1)	280 (7)	290 (8)	31.3
COUNTRY	29 (3)	179 (4)	208 (7)	22.4
BLACK	88 (3)	55 (1)	143 (4)	15.4
MOR/AC	140 (6)		140 (6)	15.1
BTFL MUSIC		101 (3)	101 (3)	10.9
RELIGION	8 (1)	27 (3)	36 (4)	3.9
BIG BAND	11 (1)		11 (1)	1.2

928 (33)

RADIO STATIONS

WAAA, 980, 1 KW (DAYS), BLACK	NBN, \$21.00 (PRO)	
WAIR, 1340, 1 KW/250 W, BLACK	, \$10.50 (Torbet)	
WBIG, 1470, 5 KW (DA-N), AC	CBS, \$30.00* (Christal)	Jeff-Pilot
WSJS, 600, 5 KW (DA-2), MOR	NBC, \$85.00* (Mc-Guild)	Summit
WGLD-F, 100.3, 100 KW @ 400, BTFL MUS (Bonne)	, \$50.00* (Blair)	Mann
WKZL-F, 107.5, 100 KW @ 500, AOR (Burk-Abr)	, \$62.50 (Katz)	Nationwide

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

GREENVILLE-SPARTANBURG

Market # 72; ADI # 37  
 Revenue Rank # 62  
 Income Rank # 25  
 APR 14.6  
 SMSA Pop: 579,100  
 CSI: 4.0 Bil (# 80)

Revenue : \$8,699,839  
 Income : \$1,159,243  
 % Rev Gain: +10.8  
 Stations: 26/23  
 Diaries: 1107/523:1  
 CSI HH: 19.7 M (# 232)  
 Standard Error: .561

National Rev: \$1,562,800  
 Nat Rev per Cap: \$2.70  
 Tot Rev per Cap: \$15.02  
 Tot Inc per Cap: \$2.00  
 Profit Margin: 13.3%  
 Retail \$: 2.2 Bil (# 82)  
 Retail Sales %: .341

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WESC-F	90/12.7	12.4	12.3	11.4	1. WFBC-F 209	1. WFBC-F 2591/26.2
2. WFBC-F	80/11.3	9.1	12.7	11.7	2. WESC-F 191	2. WESC-F 2500/22.9
3. WSPA-F	65/ 9.2	9.2	9.5	10.8	3. WSPA-F 124	3. WANS-F 1783/17.9
4. WANS-F	58/ 8.2	12.4	6.3	9.7	4. WANS-F 123	4. WSPA-F 1529/18.4
5. WHYZ	56/ 7.9	7.2	10.5	6.6	5. WHYZ 100	5. WSSL-F 1106/ 8.1
6. WSPA	39/ 5.5	5.0	3.8	5.1	6. WSSL-F 80	6. WAIM-F 1069/11.2
7. WORD	32/ 4.5	4.2	3.9	4.1	7. WAIM-F 69	7. WHYZ 828/10.0
8. WASC	30/ 4.2	2.9	---	5.6	8. WLOS-F 50	8. WFBC 811/13.2
9. WSSL-F	29/ 4.1	3.7	5.3	5.5	9. WSPA 45	9. WBCY-F 788/ 3.8
10. WAIM-F	27/ 3.8	1.6	2.2	.6	10. WORD 38	10. WSPA 777/13.1

12+ FM SHARE (METRO): 58.74% (393 of 669) (O/N 80: 57.52%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WANS-F	1. WFBC-F	1. WFBC-F	1. WESC-F	1. WESC-F	1. WFBC-F+
2. WHYZ	2. WANS-F	2. WESC-F	2. WFBC-F	2. WSPA-F	2. WESC-F+
3. WFBC-F	3. WHYZ	3. WHYZ	3. WSPA-F	3. WFBC-F	3. WSPA-F
WORD	4. WESC-F	4. WSPA-F	4. WHYZ	4. WSPA	4. WANS-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	58 (2)	173 (4)	231 (6)	34.5
COUNTRY	37 (4)	129 (4)	163 (8)	24.4
BTFL MUSIC	14 (1)	87 (3)	101 (4)	15.1
BLACK	86 (2)		86 (2)	12.9
MOR/AC	64 (2)		64 (2)	9.6
RELIGION	17 (3)	4 (1)	21 (4)	3.1
			669 (26)	

GREEN-SPART-ASHE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WFBC-F	1. WFBC-F	1. WFBC-F	WCKI	1300	Greer .7
2. WESC-F	2. WESC-F	2. WHYZ	WEAB	800	Greer .4
3. WANS-F	3. WANS-F	3. WESC-F	WELP	1360	Easley .6
4. WSPA-F	4. WSPA-F	4. WSPA-F	WESC	660	3.1
5. WWNC	5. WWNC	5. WSPA	WFBC	1330	3.5
6. WLOS-F	6. WLOS-F	6. WANS-F	WFIS	1600	Fountain Inn .7
7. WHYZ	7. WSSL-F	7. WORD	WKDY	1400	1.0
8. WSSL-F	8. WAIM-F	8. WQOK	WMRB	1490	2.0
9. WAIM-F	9. WFBC	9. WFBC	WMUU	1260	1.1
10. WSPA	10. WESC	10. WASC	WMUU-F	94.5	1.4
11. WORD	11. WSPA		WQOK	1440	3.7
12. WESC	12. WHYZ		WAGI-F	105.3	Gaffney .7
13. WFBC	13. WORD		WMIT-F	106.9	Black Mnt,NC .6
14. WASC	14. WKIT-F		WKIT-F	102.5	Hendersonvll,NC.7
15. WKIT-F	15. WBCY-F		WLOS-F	99.9	Asheville,NC 1.7
			WBCY-F	107.9	Charlotte 1.1

ADI FM SHARE: 63.19% (1083 of 1714) (O/N 80: 57.64%)

AM STATIONS

WASC, 1530, 1 KW (DAYS)	, BLACK	SBN, \$12.00 (Howard)
WESC, 660, 10 KW (DAYS)	, COUNTRY	ABC-E, \$45.00 (Blair)
WFBC, 1330, 5 KW (DA-N)	, MOR	NBC, \$60.00 (Katz) Multimedia
WHYZ, 1070, 50 KW (DAYS,DA)	, BLACK	NBN, \$14.00 (----)
WORD, 910, 5 KW/1 KW (DA-2)	, CONTEMP	, \$25.00 (Masla)
WQOK, 1440, 5 KW (DA-N)	, ROCK	ABC-C, \$23.50* (----)
WSPA, 950, 5 KW (DA-N)	, MOR	CBS, \$40.00* (Mc-Guild) Spartan
WWNC, 570, 5 KW (DA-N)	, COUNTRY	, \$51.75 (Katz) Multimedia (ASHEVILLE)

FM STATIONS

WESC-F, 92.5, 100 KW @ 2000, COUNTRY	ABC-E, \$45.00 (Blair)
WFBC-F, 93.7, 100 KW @ 1840, CONTEMP (Drake-Chen)	ABC-F, \$60.00 (Katz) Multimedia
WSPA-F, 98.9, 100 KW @ 1910, BTFL MUS (FM-100)	, \$40.00* (Mc-Guild) Spartan
WAIM-F, 101.1, 100 KW @ 330, CONTEMP/AC	MBS, \$22.61 (----) (ANDERSON)
WANS-F, 107.3, 100 KW @ 1008, ROCK	Source, \$35.00 (Torbet) (ANDERSON)
WKIT-F, 102.5, 100 KW @ 332, COUNTRY (Drake-Chen)	ABC-F, \$ 8.00 (Southern) (HENDERSONVILLE)
WLOS-F, 99.9, 53 KW @ 2624, BTFL MUS (Bonne)	ABC-E, \$16.75 (Torbet) Wometco (ASHEVILLE)
WSSL-F, 100.5, 100 KW @ 1280, COUNTRY	, \$45.25 (Eastman) Confer (LAURENS)

WBCY-F - See Charlotte

TV STATIONS

WFBC	Greenville	4	NBC, Multimedia
WGGS	Greenville	16	IND
WLOS	Asheville	13	ABC, Wometco
WSPA	Spartanburg	7	CBS, Spartan
WANC	Asheville	21	IND

NEWSPAPERS

Anderson Independent	(M - 41,234), Mail	(E - 7,224), Harte-Hanks
Spartanburg Herald	(M - 41,230), Journal	(E - 8,123)
Greenville News	(M - 84,975), Piedmont	(E - 23,947), Multimedia
Asheville Citizen, Times	ME 64,573, Multimedia	

HARRISBURG

Market # 93  
 Revenue Rank # 94  
 Income Rank # 161  
 APR 18.5  
 SMSA Pop: 443,000  
 CSI: 3.9 Bil (# 83)

Revenue : \$5,566,337  
 Income : \$ 84,271  
 % Rev Gain: +7.9  
 Stations: 22/13  
 Diaries: 804/551:1  
 CSI HH: 23.2 M (# 68)  
 Standard Error: .720

National Rev: \$1,383,667  
 Nat Rev per Cap: \$3.12  
 Tot Rev per Cap: \$12.57  
 Tot Inc per Cap: \$ .19  
 Retail \$: 2.1 Bil (# 87)  
 Profit Margin: 1.5%  
 Retail Sales %: .217

12+ METRO	1/4/SHARE	SPG	O/N	A/M
		81	80	80
1. WHP	115/16.4	15.7	17.6	16.4
2. WHP-F	81/11.6	13.2	12.1	14.5
3. WTPA-F	73/10.4	10.7	7.3	2.9
4. WRKZ-F	66/ 9.4	8.4	8.5	4.8
5. WKBO	44/ 6.3	7.6	5.9	5.0
6. WHYL	38/ 5.4	3.4	5.8	7.0
7. WQXA-F	36/ 5.1	4.7	5.0	6.6
8. WSFM-F	33/ 4.7	5.6	5.9	4.6
9. WCMB	31/ 4.4	5.4	3.2	2.8
10. WQVE-F	24/ 3.4	2.6	3.5	2.1

12+ TSA	1/4
1. WRKZ-F	151
2. WHP	128
3. WTPA-F	106
4. WQXA-F	101
WHP-F	101
6. WSBA	57
7. WNCE-F	56
8. WSBA-F	48
9. WKBO	46
10. WHYL	44

12+ TSA	CUME/MSA	CUME	RAT
1. WQXA-F	1541/15.2		
2. WHP	1278/31.1		
3. WRKZ-F	1383/16.8		
4. WHP-F	1088/21.8		
5. WTPA-F	1076/18.0		
6. WSBA	964/ 2.1		
7. WKBO	772/18.8		
8. WSBA-F	698/ 3.7		
9. WNCE-F	682/ 4.8		
10. WSFM-F	652/14.6		

12+ FM SHARE (METRO): 58.39% (376 of 644) (O/N 80: 56.14%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WTPA-F	1. WTPA-F	1. WTPA-F	1. WHP	1. WHP-F	1. WHP
2. WQXA-F	2. WRKZ-F	2. WRKZ-F	2. WRKZ-F	2. WHP	2. WRKZ-F
3. WQVE-F	WKBO	3. WHP	3. WHP-F	3. WRKZ-F	3. WQXA-F
	4. WSFM-F	4. WKBO	4. WKBO	4. WCMB	4. WHP-F

OTHER RATED STATIONS/METRO SHARE

WFEC	1400		1.9	WQXX-F	94.1	Sunbury	.3
WHYL-F	102.3	Carlisle	2.6	WRHY-F	92.7	Starview	2.7
WIOO	1000	Carlisle	2.3	WSBA	910	York	.6
WQIN	1290	Lykens	.9	WSBA-F	103.3	York	.6
WDAC-F	94.5	Lancaster	.6	WUFM-F	100.1	Lebanon	.4
WNCE-F	101.3	Lancaster	1.6	WYOR-F	98.5	York	.3

FORMATS

	AM	FM	TOTAL	%
MOR/AC	185 (5)		185 (5)	28.7
ROCK/AOR/CONTEMP		171 (6)	171 (6)	26.6
COUNTRY	69 (2)	86 (3)	155 (5)	24.1
BTFL MUSIC		96 (3)	96 (3)	14.9
BIG BAND		19 (1)	19 (1)	3.0
UNKNOWN	13 (1)		13 (1)	2.0
RELIGION		4 (1)	4 (1)	0.6
			644 (22)	

RADIO STATIONS

WCMB, 1460, 5 KW (DA-N), COUNTRY (Drake-Chen)	ABC-I, \$28.13 (Christal) McKenna
WHP, 580, 5 KW (DA-N), MOR	CBS, \$100.00 (Katz)
WHYL, 960, 5 KW (DAYS,DA), COUNTRY	, \$21.15* (HNW)
WKBO, 1230, 1 KW/250 W, AC/CONTEMP	NBC, \$30.25 (Blair)
WHP-F, 97.3, 50 KW @ 840, BTFL MUS (Bonne)	, \$100.00 (Katz)
WQVE-F, 93.5, 3 KW @ 300, ROCK	, \$16.50 (HNW)
WSFM-F, 99.3, 3 KW @ 300, AC/CONTEMP	ABC-F, \$28.13 (Christal) McKenna
WTPA-F, 104.1, 24 KW @ 670, AOR (Burk-Abr)	, \$57.50 (Selcom) Newhouse

OTHER STATIONS - SEE LANCASTER AND YORK

TV STATIONS	WGAL	Lancaster	8	NBC, Pulitzer	WHP	Harrisburg	21	CBS
	WLYH	Lancaster	15	CBS, Gateway	WSBA	York	43	CBS, Susquehanna
	WTPA	Harrisburg	27	ABC, Newhouse				

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

HARTFORD

Market # 38; ADI # 26  
 Revenue Rank # 45  
 Income Rank # 28  
 APR 17.5  
 SMSA Pop: 636,000  
 CSI: 9.7 Bil (# 34)

Revenue : \$ 11,580,109  
 Income : \$ 1,034,261  
 % Rev Change: 6.9  
 Stations: 26/11  
 Diaries: 1267/502:1  
 CSI HH: 26.2 M (# 13)  
 Standard Error: .584

National Rev: \$ 4,245,824  
 Nat Rev per Cap: \$ 6.68  
 Tot Rev per Cap: \$ 18.21  
 Tot Inc per Cap: \$ 1.63  
 Profit Margin: 8.9 %  
 Retail \$: 3.9 Bil (# 40)  
 Retail Sales %: .233

12+ METRO 1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	80	80	79		
1. WTIC 331/23.8	23.4	23.0	24.2	24.8	1. WTIC 510	1. WTIC 5968/42.8
2. WTIC-F 97/ 7.0	4.7	6.2	7.9	4.0	2. WKSS-F 193	2. WTIC-F 3107/21.9
3. WHCN-F 90/ 6.5	6.2	5.1	4.3	3.9	3. WTIC-F 175	3. WDRC-F 2912/19.0
4. WRCH-F 87/ 6.3	7.7	9.2	11.5	9.4	4. WHCN-F 161	4. WCCC-F 2821/16.5
5. WKSS-F 81/ 5.8	7.9	6.3	5.1	6.6	WCCC-F 161	5. WHCN-F 2697/16.3
6. WDRC-F 73/ 5.3	4.0	3.4	3.8	2.4	WRCH-F 161	6. WKCI-F 2339/ 6.9
7. WCCC-F 68/ 4.9	3.6	3.6	4.1	3.8	7. WKCI-F 153	7. WKSS-F 2305/13.7
8. WIOF-F 55/ 4.0	3.7	4.3	3.7	2.3	8. WDRC-F 153	8. WNBC 2263/ 3.3
9. WWYZ-F 51/ 3.7	4.0	3.4	3.1	3.9	9. WHYN-F 123	9. WRCH-F 2234/14.5
10. WPOP 50/ 3.6	3.7	5.6	4.4	4.1	10. WPLR-F 119	10. WWYZ-F 2067/11.9
WDRC 50/ 3.6	4.2	5.3	3.3	5.4		

12+ FM SHARE (METRO): 55.62% (698 of 1255) (O/N 80: 52.84%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHCN-F	1. WHCN-F	1. WTIC	1. WTIC	1. WTIC	1. WTIC
2. WTIC-F	2. WTIC-F	2. WHCN-F	2. WRCH-F	2. WRCH-F	2. WDRC-F+
3. WCCC-F	3. WCCC-F	3. WDRC-F	3. WKSS-F	3. WKSS-F	3. WTIC-F
4. WDRC-F	4. WDRC-F	4. WWYZ-F	4. WWYZ-F	4. WPOP	4. WKCI-F
	5. WWYZ-F	WCCC-F	5. WTIC-F	5. WDRC-F	5. WKSS-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	67 (3)	406 (9)	473 (12)	37.7
MOR/AC	337 (2)	106 (2)	443 (4)	35.3
BTFL MUSIC	28 (1)	181 (3)	209 (4)	16.7
NEWS/TALK	61 (3)		61 (3)	4.9
BLACK	41 (1)		41 (1)	3.3
COUNTRY	23 (1)	5 (1)	28 (2)	2.2
			1255 (26)	



HARTFORD-NEW HAVEN ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WTIC	1. WTIC	1. WTIC	WCCC	1290	.4
2. WKSS-F	2. WTIC-F	2. WTIC-F	WINF	1230	Manchester .4
3. WKCI-F	3. WDRC-F	3. WRCH-F	WKND	1480	Windsor 3.0
4. WHCN-F	4. WKCI-F	4. WHCN-F	WMLB	1550	1.7
5. WTIC-F	5. WHCN-F	5. WKSS-F	WRCQ	910	New Britain 2.0
6. WRCH-F	6. WNBC	6. WPOP	WCTY-F	97.7	Norwich .4
7. WPLR-F	7. WKSS-F	7. WDRC-F	WKCI-F	101.3	Hamden 1.8
8. WDRC-F	8. WCCC-F	8. WWYZ-F	WPLR-F	99.9	New Haven 1.3
9. WWYZ-F	9. WWYZ-F	9. WIOF-F	WAAF-F	107.3	Worcester .3
10. WCCC-F	10. WRCH-F	10. WKND	WAQY-F	102.1	Springfield,MA 1.7
11. WNBC	11. WPLR-F		WCBS	880	New York .5
12. WELI	12. WIOF-F		WHYN-F	93.1	Springfield .9
13. WEZN-F	13. WELI		WMAS-F	94.7	Springfield .5
14. WIOF-F	14. WPOP		WNBC	660	New York .8
15. WPOP	15. WCBS		WOR	710	New York .3

ADI FM SHARE: 55.08% (1584 of 2876) (O/N 80: 53.74%)

AM STATIONS

WDRC, 1260, 5 KW (DA-N), CONTEMP	, \$ 52.00* (Mc-Guild) Buckley
WKND, 1480, 500 W (DAYS,DA), BLACK	NBN, \$ 35.00 (Lazar)
WPOP, 1410, 5 KW (DA-2), NEWS	CBS, \$ 48.80 (Torbet) Merv Griffin
WTIC, 1080, 50 KW (DA-N), MOR	NBC, \$292.50 (Katz)

FM STATIONS

WCCC-F, 106.9, 23 KW @ 720, AOR	ABC-C, \$ 31.00 (Selcom)
WDRC-F, 102.9, 20 KW @ 810, ROCK	, \$ 52.00* (Mc-Guild) Buckley
WHCN-F, 105.9, 19 KW @ 740, AOR (Burk-Abr)	ABC-F, \$ 51.00 (Masla) Beck-Ross
WKSS-F, 95.7, 15 KW @ 820, BTFL MUS (Bonne)	, \$ 56.25 (Blair) Sturgeon
WRCH-F, 100.5, 25 KW @ 720, BTFL MUS (Schulke)	, \$ 55.00 (Christal)
WIOF-F, 104.1, 14 KW @ 835, SOFT ROCK (TM)	ABC-E, \$ 48.00 (Torbet) Merv Griffin
WTIC-F, 96.5, 15 KW @ 810, ROCK	, \$ 80.33 (Katz)
WWYZ-F, 92.5, 18 KW @ 860, AC/SOFT	RKO, \$ 43.00* (CBS-FM)

Other Stations - See New Haven, New York, Bridgeport, Springfield

TV STATIONS

WATR Waterbury	20	NBC
WFSB Hartford	3	CBS, Post-Newsweek
WHCT Hartford	18	IND
WTNH New Haven	8	ABC, Capital Cities
WVIT Hartford	30	NBC, Viacom

NEWSPAPERS

Hartford Courant	M	212,244, Times-Mirror
New Haven Register	E	100,093
New Haven Journal-Courier	M	37,264
New Britain Herald	E	40,485
Waterbury Republican	M	36,442
Waterbury American	E	36,340

HONOLULU

Market # 55  
 Revenue Rank # 53  
 Income Rank # 382  
 APR 15.5  
 SMSA Pop: 778,100  
 CSI: 6.4 Bil (# 49)

Revenue : \$10,388,705  
 Income : \$-2,143,727  
 % Rev Gain: +8.9  
 Stations: 22/21  
 Diaries: 1014/767:1  
 CSI HH: 25.0 M (# 27)  
 Standard Error: .599

National Rev: \$1,203,714  
 Nat Rev per Cap: \$1.55  
 Tot Rev per Cap: \$13.35  
 Tot Inc per Cap: \$-2.76  
 Profit Margin: ---  
 Retail \$: 3.3 Bil (# 55)  
 Retail Sales %: .296

12+ METRO 1/4/SHARE	SPG	O/N	A/M	O/N
	81	80	80	79
1. KSSK 119/12.0	10.0	15.7	18.7	16.3
2. KDUK-F 111/11.2	11.5	6.4	3.3	2.2
3. KIKI 90/ 9.1	12.2	14.2	9.8	12.2
4. KKUA 85/ 8.6	10.7	10.7	6.3	7.4
5. KULA-F 65/ 6.6	4.1	3.7	2.1	2.5
6. KCCN 62/ 6.3	3.0	5.6	5.2	4.3
KDEO 62/ 6.3	4.4	.6	.7	.4
8. KUMU-F 57/ 5.7	4.2	6.9	8.1	7.5
9. KHVH 48/ 4.8	8.1	4.4	5.3	6.8
10. KPOI 44/ 4.4	4.9	5.3	4.8	5.0

METRO AND TSA  
 ARE THE SAME

12+ CUME/CUME RATING
1. KSSK 2082/32.6
2. KKUA 1690/26.4
3. KIKI 1567/24.5
4. KDUK-F 1389/21.7
5. KHVH 1093/17.1
6. KULA-F 1023/16.0
7. KCCN 852/13.3
8. KUMU-F 802/12.6
9. KGU 792/12.4
10. KPOI 680/10.6

12+ FM SHARE (METRO): 30.73% (299 of 973) (O/N 80: 23.22%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KDUK-F	1. KDUK-F	1. KDUK-F	1. KSSK	1. KSSK	1. KSSK
KIKI	2. KKUA	2. KKUA	2. KCCN	2. KCCN	2. KIKI+
3. KULA-F	3. KIKI	3. KIKI	3. KKUA	3. KUMU-F	3. KDUK-F
4. KKUA	4. KULA-F	KSSK	4. KIKI	4. KHVH	4. KKUA

OTHER RATED STATIONS/METRO SHARE

KAIM 870 .8	KIOE 1080 3.5	KQMQ-F 93.1 3.4
KAIM-F 95.5 .9	KISA 1540 .9	KSHO-F 96.3 1.1
KGU 760 3.0	KOHO 1170 1.3	KUMU 1500 1.9
KMAI-F 93.9 1.2	KORL 650 3.5	KZOO 1210 1.5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	210 (3)	222 (4)	432 (7)	44.4
MOR/AC	193 (3)		193 (3)	19.8
ETHNIC	99 (4)		99 (4)	10.2
BTFL MUSIC	19 (1)	57 (1)	76 (2)	7.8
COUNTRY	62 (1)		62 (1)	6.4
NEWS/TALK	48 (1)		48 (1)	4.9
BIG BAND	35 (1)		35 (1)	3.6
UNKNOWN		11 (1)	11 (1)	1.1
RELIGION	8 (1)		8 (1)	0.8
CLASSICAL		9 (1)	9 (1)	0.9

973 (22)

RADIO STATIONS

KCCN, 1420, 5 KW, HAWAIIAN	, \$11.67 (PRO)	
KDEO, 940, 10 KW, COUNTRY (Drake-Chen)	MBS, \$ ? ? (?)	
KHVH, 990, 5 KW, NEWS	ABC-E, NBC, \$33.00 (HNW)	
KIKI, 830, 10 KW, ROCK	ABC-C, \$40.00 (Masla)	
KKUA, 690, 10 KW, CONTEMP	, \$28.56 (Selcom)	LA Coke
KPOI, 1040, 10 KW, BTFL/MOR (Schulke II)	, \$27.50 (Katz)	Sudbrink
KSSK, 590, 5 KW, MOR	MBS, \$42.75 (Eastman)	Heftel
KGU, 760, 10 KW, AC	, \$16.50 (Blair)	
KDUK-F, 97.5, 100 KW @ 30, AOR (Burk-Abr)	, \$55.00 (Katz)	Sudbrink
KULA-F, 97.3, 100 KW @ 1685, ROCK (TM)	, \$15.00 (Eastman)	Heftel
KUMU-F, 94.7, 60 KW @ -140, BTFL MUS (FM-100)	, \$24.00 (Torbet)	

TV STATIONS

KIKU Honolulu 13 IND, United KHON Honolulu 2 NBC, DM Register

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

HOUSTON

Market # 9; ADI # 10  
 Revenue Rank # 9  
 Income Rank # 3  
 APR 15.8  
 SMSA Pop: 2,969,900  
 CSI: 26.4 Bil (# 10)

Revenue : \$51,149,048  
 Income : \$11,165,445  
 % Rev Gain: +20.5  
 Stations: 28/33  
 Diaries: 1961/1514:1  
 CSI HH: 25.2 M (# 26)  
 Standard Error: .449

National Rev: \$15,561,697  
 Nat Rev per Cap: \$5.24  
 Tot Rev per Cap: \$17.22  
 Tot Inc per Cap: \$3.76  
 Profit Margin: 21.8%  
 Retail \$: 17.1 Bil (# 7)  
 Retail Sales %: .246

12+ METRO	1/4/SHARE	SUM 81	SPG 81	WIN 81	O/N 80	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KMJQ-F	316/7.7	11.2	13.2	11.0	10.8	1. KMJQ-F	347	1. KTRH 4763/14.6
2. KIKK-F	306/7.4	5.9	6.2	9.0	10.5	2. KIKK-F	335	2. KIKK-F 4724/16.3
3. KRLY-F	298/7.3	5.8	4.3	4.0	4.6	3. KTRH	314	3. KRBE-F 4205/14.7
4. KLLOL-F	289/7.0	6.6	6.2	5.7	4.7	4. KRLY-F	305	4. KILT-F 4196/14.9
5. KILT-F	275/6.7	8.8	8.6	2.9	3.0	KLLOL-F	305	5. KLLOL-F 4071/14.7
6. KRBE-F	257/6.3	4.8	5.5	6.9	5.6	6. KILT-F	292	6. KMJQ-F 3860/13.7
7. KTRH	251/6.1	6.4	5.7	6.2	5.0	7. KRBE-F	274	7. KRLY-F 3713/13.6
8. KFMK-F	247/6.0	4.0	3.7	2.8	3.5	8. KFMK-F	255	8. KODA-F 3256/11.2
9. KODA-F	229/5.6	5.2	5.3	4.6	5.3	9. KODA-F	250	9. KFMK-F 3192/11.9
10. KPRC	224/5.5	6.5	5.2	5.3	5.3	10. KPRC	230	10. KPRC 3074/11.1
11. KYND-F	167/4.1	4.9	6.2	5.6	5.4	11. KYND-F	170	11. KILT 2683/ 8.7
12. KQUE-F	141/3.4	2.9	3.0	3.8	2.5	12. KQUE-F	144	12. KYND-F 2676/ 9.9
13. KSRR-F	115/2.8	2.0	1.9	2.3	2.8	13. KILT	129	13. KSRR-F 2425/ 9.3
14. KILT	90/2.2	2.3	2.5	2.7	2.8	14. KSRR-F	115	14. KENR 2228/ 8.3
15. KENR	83/2.0	2.8	3.3	3.1	3.2	15. KENR	86	15. KULF 2029/ 7.3

12+ FM SHARE (METRO): 71.71% (2778 of 3874) (O/N 80: 65.20%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KRBE-F	1. KLLOL-F	1. KIKK-F	1. KIKK-F	1. KIKK-F	1. KTRH
2. KRLY-F	2. KFMK-F	2. KFMK-F	2. KILT-F	2. KPRC	2. KIKK-F
3. KLLOL-F	3. KMJQ-F	3. KMJQ-F	3. KFMK-F	3. KODA-F	3. KPRC
4. KMJQ-F	4. KRLY-F	4. KILT-F	4. KODA-F	4. KTRH	4. KILT-F
5. KSRR-F	5. KIKK-F	5. KLLOL-F	5. KMJQ-F	5. KYND-F	5. KRBE-F
6. KILT-F	6. KILT-F	6. KRLY-F	6. KRLY-F	6. KILT-F	6. KFMK-F
7. KIKK-F	7. KRBE-F	7. KRBE-F	7. KRBE-F	7. KQUE-F	7. KLLOL-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		959 (4)	959 (4)	24.8
COUNTRY	221 (4)	581 (2)	802 (6)	20.7
NEWS/TALK	475 (2)		475 (2)	12.3
MOR/AC	85 (2)	388 (2)	473 (4)	12.2
BLACK/URBAN	83 (2)	316 (1)	399 (3)	10.3
BTFL MUSIC		396 (2)	396 (2)	10.2
SPANISH	232 (4)		232 (4)	6.0
CLASSICAL		74 (1)	74 (1)	1.9
RELIGION		64 (2)	64 (2)	1.7
			3874 (28)	

HOUSTON ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>	
1. KIKK-F	1. KIKK-F	1. KMJQ-F	KCOH	1430 .8
2. KMJQ-F	2. KTRH	2. KTRH	KGOL-F 107.3	Lake Jackson 1.2
3. KLOL-F	3. KILT-F	3. KRLY-F	KHCB-F 105.7	.4
4. KRLY-F	4. KRBE-F	4. KILT-F	KIKK	650 .6
5. KTRH	5. KLOL-F	5. KIKK-F	KNUZ	1230 .6
6. KILT-F	6. KMJQ-F	6. KLOL-F	KXYZ	1320 .3
7. KRBE-F	7. KRLY-F	7. KRBE-F	KYOK	1590 1.2
8. KFMK-F	8. KFMK-F	8. KFMK-F	KYST	920 Texas City .4
9. KODA-F	9. KODA-F	9. KODA-F	KEYH	850 1.9
10. KPRC	10. KPRC	10. KPRC	KLAT	1010 1.9
11. KYND-F	11. KYND-F		KLEF-F	94.5 1.8
12. KQUE-F	12. KILT		KLVL	1480 Pasadena 1.4
13. KILT	13. KSRR-F		KULF	790 1.6
14. KSRR-F	14. KENR			
15. KENR	15. KULF			

ADI FM SHARE: 70.19% (2908 of 4143) (O/N 80: 64.64%)

AM STATIONS

KENR, 1070, 10 KW/5 KW (DA-2), COUNTRY	, \$ 90.00* (Katz)	Lake Huron
KILT, 610, 5 KW (DA-2), COUNTRY	, \$ 85.00* (Blair)	LIN
KPRC, 950, 5 KW (DA-N), NEWS/TALK	NBC, \$ 90.00* (CBS Spot)	Houston Post
KTRH, 740, 50 KW (DA-1), NEWS/TALK	CBS, MBS, \$ 95.00* (Christal)	
KULF, 790, 5 KW (DA-2), AC	RKO, \$ 78.13 (Eastman)	Harte-Hanks

FM STATIONS

KFMK-F, 97.9, 100 KW @ 500, AC/CONTEMP	, \$100.00* (RKO)	First Media
KIKK-F, 95.7, 100 KW @ 995, COUNTRY	, \$152.55* (Torbet)	Viacom
KILT-F, 100.3, 100 KW @ 790, COUNTRY	, \$110.00* (Blair)	LIN
KLOL-F, 101.1, 100 KW @ 790, AOR	, \$ 90.00* (Christal)	
KMJQ-F, 102.1, 100 KW @ 790, URBAN	, \$150.00* (Mc-Guild)	Amaturo
KODA-F, 99.1, 100 KW @ 790, BTFL MUS (Bonne)	, \$ 90.00* (RAR)	Westinghouse
KQUE-F, 102.9, 280 KW @ 700, MOR	ABC-E, \$ 75.00* (MMR)	Texas Coast
KRBE-F, 104.1, 100 KW @ 790, CONTEMP	Source, \$193.88* (Katz)	Lake Huron
KRLY-F, 93.7, 100 KW @ 790, ROCK	, \$122.50* (Masla)	Gulf
KSRR-F, 96.5, 100 KW @ 580, AOR	ABC-C, \$ 66.75* (HNW)	ABC
KYND-F, 92.5, 97 KW @ 790, BTFL MUS (Schulke)	, \$121.88 (Eastman)	Harte-Hanks

TV STATIONS

KRIV	Houston	26	IND, Metromedia
KHOU	Houston	11	CBS, Corinthian
KHTV	Houston	39	IND, Gaylord
KPRC	Houston	2	NBC, Houston Post
KTRK	Houston	13	ABC, Capital Cities

NEWSPAPERS

Houston Chronicle	E	321,133
Houston Post	M	304,525

HUNTINGTON

Market # 122; ADI # 43  
 Revenue Rank # 111  
 Income Rank # 48  
 APR 13.7  
 SMSA Pop: 312,700  
 CSI: 2.1 Bil (# 135)

Revenue : \$4,864,993  
 Income : \$ 542,365  
 % Rev Gain: +16.8  
 Stations: 15/13  
 Diaries: 642/487:1  
 CSI HH: 18.1 M (# 289)  
 Standard Error: .731

National Rev: \$718,269  
 Nat Rev per Cap: \$2.30  
 Tot Rev per Cap: \$15.56  
 Tot Inc per Cap: \$1.73  
 Profit Margin: 11.1%  
 Retail \$: 1.2 Bil (# 142)  
 Retail Sales %: .356

12+ METRO 1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	80	80	79		
1. WKEE-F 86/24.2	24.3	18.9	19.9	17.2	1. WKEE-F 146	1. WKEE-F 1874/38.6
2. WGNT 45/12.6	11.5	11.8	11.0	16.9	2. WHTN 53	2. WAMX-F 850/23.1
3. WHEZ-F 41/11.5	9.3	12.3	11.6	11.7	3. WHEZ-F 47	3. WGNT 793/27.2
4. WTCR 40/11.2	9.8	10.7	15.3	15.3	4. WGNT 46	4. WEMM-F 674/14.7
5. WHTN 33/ 9.3	9.6	6.3	8.1	7.1	5. WTCR 43	5. WTCR 648/22.5
6. WAMX-F 29/ 8.1	8.1	16.7	9.0	8.6	6. WAMX-F 37	6. WHEZ-F 620/17.8
7. WEMM-F 26/ 7.3	5.9	3.8	3.8	4.3	7. WEMM-F 34	7. WPAY-F 580/ 7.0
8. WKLC-F 14/ 3.9	2.2	1.6	1.2	---	8. WKLC-F 32	8. WHTN 516/14.4
9. WNST-F+ 6/ 1.7	3.2	1.9	.6	2.5	9. WNST-F+ 16	9. WNST-F+ 343/ 8.3
WIRO 6/ 1.7	2.5	1.9	4.3	2.1	WPAY-F 16	10. WKLC-F 338/ 5.3

12+ FM SHARE (METRO): 61.29% (209 of 341) (O/N 80: 63.36%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKEE-F	1. WKEE-F	1. WKEE-F	1. WTCR	1. WHEZ-F	1. WKEE-F
2. WAMX-F	2. WHTN WAMX-F	2. WTCR 3. WHTN	2. WKEE-F 3. WGNT	2. WTCR 3. WGNT	2. WGNT 3. WHEZ-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		129 (3)	129 (3)	37.8
COUNTRY	81 (4)	8 (3)	89 (7)	26.1
MOR/AC	51 (2)		51 (2)	15.0
BTFL MUSIC		41 (1)	41 (1)	12.0
RELIGION		31 (2)	31 (2)	9.1
			<u>341 (15)</u>	

HUNTINGTON-CHARLESTON ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. WKEE-F	1. WKEE-F	1. WKEE-F	WCAK-F 92.7	Catlettsburg, KY .6
2. WVAF-F	2. WCHS	2. WEMM-F	WCMI 1340	Ashland, KY 1.7
3. WQBE-F	3. WVAF-F	3. WHEZ-F	WITO-F 107.1	Ironton, OH .6
4. WEMM-F	4. WQBE-F	4. WGNT	WPAY-F 104.1	Portsmouth, OH 1.7
5. WCHS	5. WCAW	5. WTCR		
6. WQHY-F	6. WEMM-F	6. WAMX-F		
7. WCAW	7. WAMX-F	7. WHTN		
8. WHTN	8. WGNT	8. WNST-F		
WKLC-F	9. WXIL-F	WKLC-F		
10. WXIL-F	10. WKLC-F	10. WPAY-F		
11. WHEZ-F	11. WKAZ			
12. WGNT	12. WQHY-F			
13. WTIP	13. WTCR			
WTCR	14. WHEZ-F			
15. WADC	15. WPAY-F			

ADI FM SHARE: 59.83% (907 of 1516) (O/N 80: 55.85%)

AM STATIONS

WGNT, 930,	5 KW/1 KW (DA-N), MOR	NBC, \$28.75* (Mc-Guild)	Stoner
WHTN, 800,	5 KW (DAYS), COUNTRY (Drake-Chen)	\$53.25 (Katz)	Capitol (WRAL)
WIRO, 1230,	1 KW/250 W, MOR	MBS, \$ 6.50 (Regional)	
WTCR, 1420,	1 KW/500 W (DA-N), COUNTRY	ABC-I, \$32.75* (Mc-Guild)	
WCAW, 680,	50 KW/250 W (DA-N), COUNTRY	ABC-E, \$32.00 (Blair)	Capitol (Johnson) (CHARLESTON)
WCHS, 580,	5 KW (DA-N), MOR/AC	CBS, \$43.20 (Eastman)	Rollins (CHARLESTON)
WTIP, 1240,	1 KW/250 W, BTFL MUS	NBC, \$11.70 (UBC)	(CHARLESTON)
WADC, 1050,	5 KW (DAYS), COUNTRY	\$ 9.00 (Regional)	(PARKERSBURG)
WKAZ, 950,	5 KW/1 KW (DA-N), CONTEMP/AC	ABC-C, \$41.63 (Mc-Guild)	Nininger (CHARLESTON)

FM STATIONS

WAMX-F, 93.7,	32 KW @ 400, ROCK	ABC-E, \$20.00* (Torbet)	
WEMM-F, 107.9,	50 KW @ 500, RELIGION	\$ 8.00 (----)	Mortenson
WHEZ-F, 103.3,	50 KW @ 490, BTFL MUS (KalaMusic)	ABC-E, \$32.75* (Mc-Guild)	
WKEE-F, 100.5,	53 KW @ 556, ROCK (Drake-Chen)	RKO, \$53.25 (Katz)	Capitol (WRAL)
WNST-F, 106.3,	128 KW @ 1226, COUNTRY	\$12.00 (----)	(MILTON)
WKLC-F, 105.1,	50 KW @ 500, AOR (Burk-Abr)	Source, \$20.00* (Torbet)	(ST. ALBANS)
WPAY-F, 104.1,	100 KW @ 840, RELIGION/COUNTRY	MBS, \$ 9.00 (Mid America)	Braden (PORTSMOUTH)
WVAF-F, 99.9,	50 KW @ 497, ROCK	ABC-F, \$32.00 (Blair)	Capitol (Johnson) (CHARLESTON)
WQBE-F, 97.5,	50 KW @ 500, COUNTRY	ABC-I, \$41.63 (Mc-Guild)	Nininger (CHARLESTON)
WQHY-F, 95.5,	100 KW @ 202, ROCK	\$13.00 (Regional)	(PRESTONBURG, KY)
WXIL-F, 95.1,	50 KW @ 500, ROCK	Source, \$12.00 (----)	(PARKERSBURG)

TV STATIONS

WCHS	Charleston	8	CBS, Rollins
WOWK	Huntington	13	ABC, Gateway
WSAZ	Huntington	3	NBC, Lee

NEWS PAPERS

Charleston Gazette	M	55,940, Clay
Huntington-Herald-Dispatch	M	48,665, Gannett
Charleston Mail	E	56,229, Clay

INDIANAPOLIS

Market # 34; ADI # 21  
 Revenue Rank # 25  
 APR 16.4  
 SMSA Pop: 1,182,500  
 CSI: 9.4 Bil (# 35)  
 Income Rank # 25

Revenue : \$21,619,718  
 Income : \$ 1,919,850  
 % Rev Gain: +9.1  
 Stations: 20/24  
 Diaries: 1487/795:1  
 CSI HH: 22.6 M (# 96)  
 Standard Error: .507

National Rev: \$5,547,587  
 Nat Rev per Cap: \$4.69  
 Tot Rev per Cap: \$18.28  
 Tot Inc per Cap: \$1.62  
 Profit Margin: 8.9%  
 Retail \$: 5.2 M (# 34)  
 Retail Sales %: .372

12+ METRO	1/4/SHARE	SPG 81	FAL 80	SPG 80	FAL 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WIBC	211/13.5	15.6	15.6	15.7	15.9	1. WFBQ-F 307	1. WIBC	3659/29.8
2. WFBQ-F	175/11.2	10.3	7.4	6.7	9.9	2. WXTZ-F 246	2. WFBQ-F	3576/19.8
3. WXTZ-F	173/11.1	12.8	10.3	12.5	13.5	3. WIBC 242	3. WNAP-F	2707/19.7
4. WIRE	153/ 9.8	8.1	9.3	8.8	9.5	4. WFMS-F 172	4. WXTZ-F	2637/20.3
5. WTLC-F	146/ 9.3	9.6	9.3	9.2	9.8	5. WIRE 167	5. WIKS-F	2590/15.4
6. WFMS-F	138/ 8.8	8.6	9.0	7.4	8.4	6. WTLC-F 147	6. WIRE	2521/22.2
7. WNAP-F	118/ 7.6	10.0	9.9	7.1	8.1	7. WNAP-F 144	7. WENS-F	2060/16.6
8. WENS-F	110/ 7.0	.5	.4	---	.5	8. WENS-F 137	8. WFMS-F	2001/15.1
9. WIKS-F	72/ 4.6	6.2	8.1	9.0	4.6	9. WIKS-F 133	9. WTLC-F	1351/14.0
10. WATI	46/ 2.9	2.6	3.7	2.9	2.5	10. WGTC-F 75	10. WNDE	1265/ 9.2
11. WIFE	42/ 2.7	1.2	1.8	2.9	3.4	11. WNDE 52	11. WLS	1029/ 1.7
12. WNDE	34/ 2.2	3.3	5.0	5.3	5.4	12. WLHN-F 49	12. WIFE	1010/ 8.2

12+ FM SHARE (METRO): 64.98% (974 of 1499) (O/N 80: 60.30%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WFBQ-F	1. WFBQ-F	1. WFBQ-F	1. WIBC	1. WXTZ-F	1. WIBC
2. WIKS-F	2. WENS-F	2. WIBC	2. WXTZ-F	2. WIBC	2. WIRE
3. WTLC-F	3. WNAP-F	3. WENS-F	3. WIRE	3. WFMS-F	3. WXTZ-F
4. WNAP-F	4. WIBC	4. WFMS-F	4. WFMS-F	4. WIRE	4. WFBQ-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	6 (1)	365 (3)	371 (4)	24.7
MOR/AC	245 (2)	126 (3)	371 (5)	24.7
COUNTRY	153 (1)	159 (2)	312 (3)	20.8
BTFL MUSIC	46 (1)	173 (1)	219 (2)	14.6
BLACK		146 (1)	146 (1)	9.7
NEWS/TALK	42 (1)		42 (1)	2.8
RELIGION	33 (3)		33 (3)	2.2
UNKNOWN		5 (1)	5 (1)	0.3
			1499 (20)	

INDIANAPOLIS ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WFBQ-F	1. WIBC	1. WTLC-F	WBRI	1500	.9
2. WIBC	2. WFBQ-F	2. WIRE	WCBK-F	102.3	Martinsville .6
3. WXTZ-F	3. WXTZ-F	3. WIBC	WNTS	1590	.6
4. WIRE	4. WNAP-F	4. WFBQ-F	WXIR-F	98.3	Plainfield .3
5. WFMS-F	5. WIKS-F	5. WFMS-F	WXLW	950	.6
6. WTLC-F	6. WIRE	WXTZ-F	WGTC-F	92.3	Bloomington 1.3
7. WNAP-F	7. WFMS-F	7. WENS-F	WLHN-F	97.9	Anderson .4
8. WIKS-F	8. WENS-F	8. WNAP-F	WLS	890	Chicago .4
9. WENS-F	9. WTLC-F	9. WIFE			
10. WWKI-F	10. WNDE	10. WIKS-F			
11. WMDH-F	11. WIFE				
12. WGTC-F	12. WLS				
WLHN-F	13. WWKI-F				
14. WNDE	14. WOWO				
15. WATI	15. WLHN-F				

ADI FM SHARE: 68.11% (1788 of 2625) (O/N 80: 63.99%)

AM STATIONS

WIBC, 1070, 50 KW/10 KW (DA-2), MOR			\$101.25	(Blair)	Fairbanks
WATI, 810, 250 W (DAYS)	BTFM MUS (FM-100)		\$ 15.50	(Masla)	Sarkes-Tarzian
WIFE, 1310, 5 KW/1 KW (DA-N)	NEWS/TALK	ABC-I, NBC,	\$ 37.50	(----)	Communicom
WIRE, 1430, 5 KW (DA-N)	COUNTRY	ABC-E,	\$ 78.00*	(Eastman)	Mid America
WNDE, 1260, 5 KW (DA-N)	MOR	CBS,	\$ 47.50	(Katz)	Gulf
	WLS - See Chicago	WOWO - See Fort Wayne			

FM STATIONS

WENS-F, 97.1, 30 KW @ 295, AC			\$ 47.00	(CBS/FM)	
WFBQ-F, 94.7, 52 KW @ 850, AOR (Burk-Abr)		Source,	\$111.25	(Katz)	Gulf
WFMS-F, 95.5, 50 KW @ 500, COUNTRY			\$ 85.63	(Torbet)	Susquehanna
WIKS-F, 99.5, 50 KW @ 500, ROCK			\$ 34.00	(MMR)	Heftel
WNAP-F, 93.1, 13 KW @ 1022, ROCK			\$ 64.75	(Blair)	Fairbanks
WTLC-F, 105.7, 50 KW @ 445, BLACK		NBN,	\$ 51.50*	(Howard)	BENI
WXTZ-F, 103.3, 18 KW @ 860, BTFM MUS (Bonne)			\$ 80.50*	(Eastman)	Mid America
WGTC-F, 92.3, 37 KW @ 1090, COUNTRY			\$ 8.50	(PRO)	Sarkes-Tarzian (BLOOMINGTON)
WLHN-F, 97.9, 50 KW @ 534, AC			\$ 16.00	(Regional)	Eastern (ANDERSON)
WWKI-F, 100.5, 30 KW @ 480, COUNTRY			\$ 16.00	(----)	(KOKOMO)
WMDH-F, 102.5, 50 KW @ 355, COUNTRY			\$ 13.50	(----)	(NEW CASTLE)

TV STATIONS

WHMB	Indianapolis	40	IND, Lester Sumrall Evangelistic Assoc
WISH	Indianapolis	8	CBS, Corinthian
WRTV	Indianapolis	6	ABC, McGraw-Hill
WTHR	Indianapolis	13	NBC, Columbus Dispatch
WTTV	Indianapolis	4	IND, Sarkes-Tarzian

NEWSPAPERS

Indianapolis Star	M	215,858, Central
Indianapolis News	E	143,499, Central



JACKSONVILLE

Market # 57  
 Revenue Rank # 76  
 Income Rank # 377  
 SMSA Pop: 733,800  
 CSI: 4.9 Bil (# 66)  
 APR 14.3

Revenue : \$6,955,637  
 Income : \$-1,491,319  
 % Rev Gain: -4.9  
 Stations: 23/23  
 Diaries: 1177/623:1  
 CSI HH: 18.6 M (# 270)  
 Standard Error: .550

National Rev: \$2,345,457  
 Nat Rev per Cap: \$3.20  
 Tot Rev per Cap: \$9.48  
 Tot Inc per Cap: \$-2.03  
 Profit Margin: ---  
 Retail \$: 3.5 Bil (# 51)  
 Retail Sales %: .154

12+ METRO	1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
		81	80	80	79						
1. WQIK-F	119/13.3	12.2	12.8	11.0	9.8	1. WQIK-F	142	1. WIVY-F	1877/24.8		
2. WIVY-F	112/12.5	14.3	14.7	12.2	11.0	2. WIVY-F	130	2. WQIK-F	1638/22.3		
3. WFYV-F	94/10.5	11.7	7.0	5.9	---	3. WKTZ-F	121	3. WAIV-F	1421/20.7		
4. WAIV-F	91/10.2	2.3	3.5	4.6	4.6	4. WFYV-F	107	4. WKTZ-F	1379/16.9		
5. WKTZ-F	84/ 9.4	12.6	12.1	11.8	12.2	5. WAIV-F	106	5. WAPE	1248/13.4		
6. WJAX-F	49/ 5.5	4.6	2.1	3.1	7.2	6. WAPE	71	6. WFYV-F	989/13.8		
7. WPDQ	43/ 4.8	4.5	5.7	8.6	11.1	7. WJAX-F	64	7. WJAX-F	925/12.1		
8. WAPE	42/ 4.7	7.3	8.8	6.3	8.0	8. WPDQ	44	8. WPDQ	791/12.4		
9. WVOJ	34/ 3.8	4.0	6.9	6.6	7.8	9. WVOJ	37	9. WVOJ	622/ 9.7		
10. WCGL	31/ 3.5	1.9	1.2	2.6	1.8	10. WOKV	32	10. WOKV	561/ 7.5		

12+ FM SHARE (METRO): 67.10% (571 of 851) (O/N 80: 62.60%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA	AMD
1. WIVY-F	1. WFYV-F	1. WQIK-F	1. WQIK-F	1. WQIK-F	1. WQIK-F	
2. WFYV-F	2. WAIV-F	2. WAIV-F	2. WAIV-F	2. WKTZ-F	2. WIVY-F	
3. WPDQ	3. WIVY-F	3. WIVY-F	3. WIVY-F	3. WAPE	3. WFYV-F	
4. WAIV-F	4. WQIK-F	4. WFYV-F	4. WKTZ-F	4. WVOJ	4. WKTZ-F	

OTHER RATED STATIONS/METRO SHARE

WAOC 1420	St. Augustine	.9	WFOY 1240	St. Augustine	1.1
WAYR 550	Orange Park	.8	WJAX 930		1.8
WBIX 1010		.4	WKTZ 1220		1.1
WBKF-F 92.1	MacClenny	.4	WOKV 600		2.5
WCRJ-F 107.3		2.0	WOZN 970		1.2
WERD 1400		1.8	WROS 1050		1.1
WEXI 1280		1.8			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		297 (3)	297 (3)	34.9
COUNTRY	84 (3)	123 (2)	207 (5)	24.3
BLACK/URBAN	59 (2)	49 (1)	108 (3)	12.7
BTFL MUSIC		102 (2)	102 (2)	12.0
RELIGION/GOSPEL	63 (5)		63 (5)	7.4
MOR/AC	48 (3)		48 (3)	5.6
NEWS/TALK	16 (1)		16 (1)	1.9
BIG BAND	10 (1)		10 (1)	1.2
			851 (23)	

RADIO STATIONS

WAPE, 690, 50 KW/10 KW (DA-N), COUNTRY	ABC-I, \$50.25 (Eastman)	Eastman
WCGL, 1530, 50 KW (DAYS,DA), GOSPEL (?)	, \$ ? ? (Lazar)	
WOKV, 600, 5 KW (DA-N), AC	, \$ ? ? (Blair)	Affiliated
WPDQ, 1460, 5 KW (DA-N), BLACK	, \$38.50 (Howard)	BENI
WVOJ, 1320, 5 KW (DA-N), COUNTRY	NBC, \$36.25 (MMR)	Gulf
WAIV-F, 94.9, 100 KW @ 935, CONTEMP/AC	RKO, \$45.62* (Blair)	Affiliated
WFYV-F, 104.5, 100 KW @ 760, AOR (Burk-Abr)	Source, \$70.00 (Selcom)	BENI
WIVY-F, 102.9, 60 KW @ 635, ROCK	, \$72.50 (Torbet)	Infinity
WJAX-F, 95.1, 100 KW @ 567, URBAN	NBN, \$ ? ? (HNW)	City of Jckbille
WKTZ-F, 96.1, 100 KW @ 830, BTFL MUS (Schulke)	, \$73.75 (Katz)	Beck-Ross
WQIK-F, 99.1, 100 KW @ 620, COUNTRY	, \$55.00* (Mc-Guild)	

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

JOHNSON CITY-KINGSPORT-BRISTOL

Market # 95  
 Revenue Rank # 84  
 Income Rank # 103  
 APR 15.5  
 SMSA Pop: 435,500  
 CSI: 2.6 Bil (# 113)

Revenue : \$6,231,442  
 Income : \$ 261,929  
 % Rev Gain: +33.7  
 Stations: 29/23  
 Diaries: 836/521:1  
 CSI HH: 17.1 M (# 314)  
 Standard Error: .657

National Rev: \$1,020,615  
 Nat Rev per Cap: \$2.34  
 Tot Rev per Cap: \$14.31  
 Tot Inc per Cap: \$ .60  
 Profit Margin: 4.2%  
 Retail \$: 1.7 Bil (# 101)  
 Retail Sales %: .310

12+ METRO	1/4/SHARE	SPG	O/N	A/M
		81	80	80
1. WJCW	82/14.2	10.1	9.0	11.9
WXBQ-F	82/14.2	12.9	14.2	12.0
3. WQUT-F	61/10.6	8.4	10.4	10.1
4. WKPT-F	39/ 6.8	9.1	7.6	7.6
5. WFHG	30/ 5.2	7.5	5.3	7.5
6. WETB	29/ 5.0	5.4	7.1	6.7
7. WJSO	24/ 4.2	4.5	7.2	2.7
8. WZAP	17/ 2.9	2.6	2.3	4.4
WGOC	17/ 2.9	4.0	2.7	3.1
WIDD-F	17/ 2.9	1.0	2.1	1.0

12+ TSA 1/4

1. WXBQ-F	115
2. WQUT-F	90
3. WJCW	83
4. WKPT-F	50
5. WETB	41
6. WFHG	33
7. WIMZ-F	30
WOKI-F	30
9. WIVK-F	25
10. WJSO	24

12+ TSA CUME/MSA CUME RAT

1. WXBQ-F	1346/26.4
2. WQUT-F	1322/25.1
3. WJCW	945/23.9
4. WKPT-F	712/14.9
5. WETB	690/13.0
6. WFHG	656/15.5
7. WJSO	482/12.3
8. WOKI-F	385/ 3.1
9. WIMZ-F	349/ 4.5
10. WIVK-F	325/ 3.4

12+ FM SHARE (METRO): 43.96% (248 of 546) (O/N 80: 41.98%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WQUT-F	1. WQUT-F	1. WXBQ-F	1. WXBQ-F	1. WJCW	1. WXBQ-F
2. WETB	2. WXBQ-F	2. WQUT-F	2. WJCW	2. WXBQ	2. WJCW
3. WIMZ-F		3. WJCW	3. WKPT-F	3. WKPT-F	3. WQUT-F
		4. WFHG	4. WQUT-F		4. WKPT-F

OTHER RATED STATIONS/METRO SHARE

WABN-F	92.7	Abengdon, VA	.5	WOPI	1490	Bristol, TN	.9
WBBJ	1230	Abengdon, VA	1.9	WRGS	1370	Rogersville, TN	2.1
WBCV	1550	Bristol, VA	1.9	WZXY-F	104.9	Kingsport	1.9
WBEJ	1240	Elizabethtown, TN	1.9	WCRK	1150	Morristown, TN	.7
WEMB	1420	Erwin, TN	1.4	WIMZ-F	103.5	Knoxville	1.6
WGAT	1050	Kingsport	.9	WIVK-F	107.7	Knoxville	1.0
WIDD	1520	Elizabethtown	.3	WMYU-F	102.1	Sevierville	.5
WKIN	1320	Kingsport	2.4	WOFM-F	94.9	Greenville	.5
WKPT	1400	Kingsport	2.1	WOKI-F	100.3	Oak Ridge	1.0
WMCH	1260	Church Hill, TN	2.1				

FORMATS

	AM	FM	TOTAL	%
COUNTRY	132 (6)	91 (3)	223 (9)	40.8
ROCK/AOR/CONTEMP	88 (4)	93 (6)	181 (10)	33.2
MOR/AC	53 (5)		53 (5)	9.7
BTFL MUSIC		39 (1)	39 (1)	7.1
RELIGION	17 (1)	17 (1)	34 (2)	6.2
UNKNOWN	16 (2)		16 (2)	2.9
			546 (29)	

RADIO STATIONS

WETB, 790, 5 KW (DAYS), ROCK	MBS, \$ 7.50 (----)	
WFHG, 980, 5 KW/1 KW (DA-N), AC/CONTEMP	ABC-C, \$18.50* (Mc-Guild)	Nininger
WGOC, 1090, 1 KW (DAYS, DA), RELIGION	, \$11.00 (----)	
WJCW, 910, 5 KW/1 KW (DA-N), COUNTRY	CBS, \$19.25* (Katz)	Bloomington
WJSO, 1590, 5 KW (DAYS), ROCK	NBC, \$ 8.50 (PRO)	
WZAP, 690, 10 KW (DAYS), COUNTRY	MBS, \$12.00 (PRO)	
WIDD-F, 99.3, 3 KW @ 304, GOSPEL	, \$ 4.00 (----)	
WKPT-F, 98.5, 100 KW @ 1260, BTFL MUS (Bonne)	, \$18.00 (Selcom)	
WQUT-F, 101.5, 100 KW @ 1500, ROCK/AOR	, \$19.25* (Katz)	Bloomington
WXBQ-F, 96.6, 67 KW @ 2240, COUNTRY	ABC-I, \$18.50* (Mc-Guild)	Nininger

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

KALAMAZOO

Market # 137  
 Revenue Rank # 167  
 Income Rank # 102  
 APR 15.3  
 SMSA Pop: 277,300  
 CSI: 2.0 Bil (# 141)

Revenue : \$ 2,925,940  
 Income : \$ 266,994  
 % Rev Gain: -4.2%  
 Stations: 23/5  
 Diaries: 638/435:1  
 CSI HH: 19.9 M (# 218)  
 Standard Error: .759

National Rev: \$ 418,337  
 Nat Rev per Cap: \$ 1.51  
 Tot Rev per Cap: \$ 10.55  
 Tot Inc per Cap: \$ .96  
 Profit Margin: 9.1%  
 Retail \$: 1.2 Bil (# 136)  
 Retail Sales %: .225

12+ METRO 1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	80	80	79		
1. WKZO 47/13.2	11.6	15.9	16.3	13.5	1. WKZO 70	1. WKZO 1014/29.7
2. WKFR-F 45/12.6	12.9	12.1	11.1	9.9	2. WKFR-F 49	2. WGRD-F 712/15.9
3. WQLR-F 32/ 9.0	10.1	9.2	6.4	7.9	3. WLAV-F 47	3. WKFR-F 698/25.4
4. WKMI 30/ 8.4	7.5	6.1	12.8	9.6	4. WOOD-F 39	4. WKMI 662/26.1
5. WLAV-F 28/ 7.8	4.4	4.3	7.0	5.3	5. WGRD-F 37	5. WLAV-F 620/14.8
6. WJFM-F 22/ 6.2	5.4	4.6	4.4	3.3	6. WQLR-F 35	6. WOOD-F 613/16.7
7. WOOD-F 21/ 5.9	7.5	6.9	5.8	9.6	WJFM-F 35	7. WJFM-F 560/14.5
8. WNWN-F 18/ 5.0	7.0	4.9	3.2	2.3	8. WKMI 31	8. WQLR-F 541/19.5
9. WMAQ 15/ 4.2	2.8	4.6	3.5	3.3	9. WNWN-F 30	9. WMAQ 510/11.6
10. WGRD-F 14/ 3.9	8.0	6.6	8.7	7.9	10. WMAQ 24	10. WNWN-F 390/11.3

12+ FM SHARE (METRO): 60.37% (195 of 323) (O/N 80: 57.09%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKFR-F	1. WKFR-F	1. WKFR-F	1. WKFR-F	1. WKZO	1. WKZO
2. WGRD-F	2. WLAV-F	2. WLAV-F	2. WQLR-F	2. WQLR-F	2. WKFR-F
3. WKMI	3. WKMI	3. WKMI	3. WKZO	3. WOOD-F	3. WKMI

OTHER RATED STATIONS/METRO SHARE

WBUK 1560	Portage 2.0	WGN 720	Chicago 1.4
WCSY+ 940	South Haven .6	WHFB 1060	Benton Harbor .8
WKPR 1420	2.8	WHFB-F 99.9	Benton Harbor 1.1
WOAM 980	Otsego .6	WJXQ-F 106.1	Jackson 2.2
WBBM 780	Chicago .6	WLS 890	Chicago 1.7
WDOW-F 92.1	Dowagiac .6		

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	36 (2)	95 (4)	131 (6)	40.6
MOR/AC	63 (5)	25 (3)	88 (8)	27.2
BTFL MUSIC		57 (3)	57 (3)	17.6
COUNTRY	15 (1)	18 (1)	33 (2)	10.2
RELIGION	10 (1)		10 (1)	3.1
BIG BAND	2 (1)		2 (1)	0.6
NEWS/TALK	2 (1)		2 (1)	0.6

323 (22)

RADIO STATIONS

WKMI, 1360, 5 KW/1 KW (DA-N), CONTEMP	ABC-C, \$33.75 (Howard)	
WKZO, 590, 5 KW (DA-N), MOR	CBS, \$30.75 (Mc-Guild)	Fetzer
WQLR-F, 106.5, 33 KW @ 600, BTFL MUS	, \$20.00 (Masla)	Fairfield
WKFR-F, 103.3, 50 KW @ 370, CONTEMP	RKO, \$35.25 (Christal)	(BATTLE CREEK)
WNWN-F, 98.5, 50 KW @ 500, COUNTRY	, \$18.58 (PRO)	(COLDWATER)

WMAQ - See Chicago

Other Stations - See Grand Rapids

TV, ADI, NEWSPAPER INFO - See GRAND RAPIDS

KANSAS CITY

Market # 29; ADI # 25  
 Revenue Rank # 26  
 Income Rank # 135  
 APR 16.4  
 SMSA Pop: 1,344,100  
 CSI: 11.9 Bil (# 27)

Revenue : \$20,555,112  
 Income : \$ 144,792  
 % Rev Gain: +7.9  
 Stations: 22/21  
 Diaries: 1408/955:1  
 CSI HH: 23.6 M (# 54)  
 Standard Error: .534

National Rev: \$6,531,862  
 Nat Rev per Cap: \$4.86  
 Tot Rev per Cap: \$15.29  
 Tot Inc per Cap: \$ .11  
 Profit Margin: 0.7%  
 Retail \$: 6.4 Bil (# 27)  
 Retail Sales %: .269

12+ METRO	1/4/SHARE	SPG	0/N	A/M	0/N	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
		81	80	80	79						
1. WDAF	243/13.6	13.8	11.4	12.0	11.9	1. WDAF	588	1. WDAF	6878/26.2		
2. WHB	164/ 9.1	9.5	9.1	8.6	6.0	2. WHB	260	2. WHB	4617/24.3		
3. KYYS-F	141/ 7.9	9.0	10.3	10.2	12.7	3. KYYS-F	251	3. KYYS-F	3194/17.6		
KMBR-F	141/ 7.9	9.0	6.9	8.1	9.3	4. KMBR-F	192	4. KCMO	3028/17.5		
5. KUDL-F	136/ 7.6	6.0	8.1	5.2	3.5	5. KBEQ-F	164	5. KBEQ-F	2474/17.0		
6. KPRS-F	133/ 7.4	7.5	6.2	6.8	5.8	6. KCMO	145	6. KUDL-F	2468/19.8		
7. KBEQ-F	132/ 7.4	5.9	6.8	4.6	6.5	7. KUDL-F	144	7. KMBZ	2375/17.7		
8. KCMO	101/ 5.6	5.7	6.0	4.1	6.2	8. KPRS-F	135	8. KMBR-F	2291/15.8		
KMBZ	101/ 5.6	8.7	8.8	10.8	8.9	9. KCEZ-F	125	9. KCKN-F	1806/11.9		
10. KCKN-F	98/ 5.5	3.7	2.7	4.0	3.6	10. KCKN-F	123	10. KCEZ-F	1676/10.8		
11. KCEZ-F	87/ 4.9	7.6	7.8	6.0	7.8	11. KMBZ	115	11. KPRS-F	1276/11.5		
12. KJLA	66/ 3.7	1.1	2.1	3.8	3.6	12. KJLA	66	12. KSAS-F	889/ 4.6		

12+ FM SHARE (METRO): 55.56% (954 of 1717) (0/N 80: 55.59%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KYYS-F	1. KUDL-F	1. WHB	1. WDAF	1. WDAF	1. WDAF
2. KBEQ-F	2. WHB	2. WDAF	2. WHB	2. KMBR-F	2. WHB
3. KPRS-F	3. KYYS-F	3. KUDL-F	3. KMBR-F	3. KCEZ-F	3. KYYS-F
4. KUDL-F	4. KPRS-F	4. KPRS-F	4. KUDL-F	4. WHB	4. KMBR-F
5. WHB	5. KBEQ-F	5. KMBR-F	5. KPRS-F	5. KMBZ	5. KCKN-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	164 (1)	447 (5)	611 (6)	35.6
COUNTRY	344 (2)	98 (1)	442 (3)	25.7
BTFL MUSIC		228 (2)	228 (2)	13.3
BLACK/URBAN	29 (1)	133 (1)	162 (2)	9.4
NEWS/TALK	101 (1)		101 (1)	5.9
BIG BAND	66 (1)		66 (1)	3.8
MOR/AC	37 (2)	6 (1)	43 (3)	2.5
CLASSICAL		35 (1)	35 (1)	2.0
RELIGION	22 (2)		22 (2)	1.3
UNKNOWN		7 (1)	7 (1)	0.4
			1717 (22)	

KANSAS CITY ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>	
1. WDAF	1. WDAF	1. WDAF	KCKN	1340 .4
2. WHB	2. WHB	2. KPRS-F	KCNW	1380 Fairway,KS .6
3. KYYS-F	3. KYYS-F	3. WHB	KEXS	1090 Excelsior Spg,MO .7
4. KMBR-F	4. KCMO	4. KYYS-F	KIEE-F	100.7 Harrisonville,MO .3
5. KBEQ-F	5. KBEQ-F	5. KMBZ	KLDY	1140 Liberty,MO 1.7
6. KUDL-F	6. KUDL-F	6. KUDL-F	KPRT	1590 1.6
7. KPRS-F	7. KMBZ	7. KCKN-F	KSAS-F	106.5 1.6
8. KCMO	8. KMBR-F	8. KCMO	KWKI-F	93.3 .4
9. KCKN-F	9. KCKN-F	9. KBEQ-F	KXTR-F	96.5 2.0
10. KCEZ-F	10. KCEZ-F	10. KCEZ-F	KLZR-F	105.9 Lawrence .5
11. KMBZ	11. KPRS-F			
12. KJLA	12. KJLA			
13. KSAS-F	13. KSAS-F			
14. KXTR-F	14. KXTR-F			
15. KFEQ	15. KFEQ			

ADI FM SHARE: 51.86% (1187 of 2289) (O/N 80: 53.14%)

AM STATIONS

KCMO, 810, 50 KW/5 KW (DA-N), NEWS/TALK	CBS, MBS, \$ 58.00 (MMR) Meredith
KJLA, 1190, 1 KW/250 W, BIG BAND/NOST (Al Ham)	, \$ 20.00 (Roslin)
KMBZ, 980, 5 KW (DA-N), COUNTRY	RKO, \$ 80.00* (Torbet) Bonneville
WDAF, 610, 5 KW, COUNTRY	ABC-E, \$120.00* (Katz) Taft
WHB, 710, 10 KW/5 KW (DA-2), CONTEMP/AC	NBC, \$105.00 (Blair) Storz
KFEQ, 680, 5 KW (DA-2), COUNTRY	CBS, \$ 35.00 (Mc-Guild) (ST JOSEPH)

FM STATIONS

KBEQ-F, 104.3, 50 KW @ 953, ROCK	ABC-C, \$ 60.50* (Christal) Mariner
KCEZ-F, 94.9, 100 KW @ 1057, BTFL MUS (Schulke)	, \$ 63.00 (MMR) Meredith
KCKN-F, 94.1, 100 KW @ 465, COUNTRY (Burk-Abr)	, \$ 36.13* (Mc-Guild) Albritton
KMBR-F, 99.7, 100 KW @ 950, BTFL MUS (Bonne)	, \$ 60.00* (Torbet) Bonneville
KPRS-F, 103.3, 100 KW @ 450, BLACK	NBN, \$ 57.00 (Howard)
KSAS-F, 106.5, 100 KW @ 880, AOR	RKO, \$ 19.13 (CBS/FM)
KUDL-F, 98.1, 100 KW @ 250, SOFT ROCK (TM)	ABC-F, \$ 62.50 (Selcom) Shamrock
KXTR-F, 96.5, 100 KW @ 546, CLASSICAL	, \$ 20.00 (CMBS)
KYYS-F, 102.1, 100 KW @ 940, AOR (Burk-Abr)	Source, \$110.00* (Katz) Taft

TV STATIONS

KBMA	Kansas City	41	IND, Scripps-Howard
KCMO	Kansas City	5	CBS, Meredith
KMBC	Kansas City	9	ABC, Metromedia
WDAF	Kansas City	4	NBC, Taft

NEWSPAPERS

Kansas City Star	E	271,833, Capital Cities
Kansas City Times	M	295,426, Capital Cities

KNOXVILLE

Market # 85  
 Revenue Rank # 72  
 Income Rank # 270  
 APR 16.4  
 SMSA Pop: 484,500  
 CSI: 3.4 Bil (# 91)

Revenue : \$7,409,952  
 Income : \$ -102,775  
 % Rev Gain: +22.6  
 Stations: 741/654:1  
 Diaries: 741/654:1  
 CSI HH: 19.3 M (# 246  
 Standard Error: .717

National Rev: \$1,472,351  
 Nat Rev per Cap: \$3.04  
 Tot Rev per Cap: \$15.29  
 Tot Inc per Cap: \$-.21  
 Profit Margin: ---  
 Retail \$: 2.2 Bil (# 80)  
 Retail Sales %: .291

12+ METRO 1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WIVK-F 128/19.0	28.0	20.4	19.7	20.9	1. WIVK-F 300	1. WOKI-F 3445/22.9
2. WEZK-F 104/15.5	16.4	16.7	19.9	16.4	2. WOKI-F 268	2. WIVK-F 3003/34.3
3. WMYU-F 79/11.7	1.9	---	---	---	3. WEZK-F 183	3. WMYU-F 1797/25.5
4. WIMZ-F 69/10.3	8.1	7.0	6.1	6.3	4. WMYU-F 147	4. WEZK-F 1689/23.2
5. WIVK 61/ 9.1	6.8	8.8	9.9	8.5	5. WIMZ-F 126	5. WIMZ-F 1608/20.4
6. WOKI-F 57/ 8.5	7.8	11.5	8.3	7.7	6. WIVK 74	6. WNOX 1432/22.4
7. WNOX 36/ 5.3	6.4	8.4	7.1	11.9	7. WNOX 57	7. WRJZ 1074/16.8
8. WRJZ 30/ 4.5	7.6	8.2	10.5	9.9	8. WRJZ 38	8. WIVK 974/17.6
9. WHEL 19/ 2.8	2.9	1.4	1.9	1.4	9. WYSH-F+ 20	9. WHEL 335/ 7.9
10. WYSH-F+ 17/ 2.5	1.6	2.6	1.5	2.1	10. WHEL 19	10. WYSH-F+ 304/ 5.7

12+ FM SHARE (METRO): 70.05% (449 of 641) (O/N 80: 62.41%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIMZ-F	1. WMYU-F	1. WIVK-F	1. WIVK-F	1. WIVK-F	1. WIVK-F+
2. WOKI-F	2. WIVK-F	2. WMYU-F	2. WEZK-F	2. WEZK-F	2. WOKI-F
3. WNOX	3. WIMZ-F	3. WEZK-F	3. WMYU-F		3. WEZK-F
4. WMYU-F	4. WOKI-F	4. WIMZ-F	4. WIVK		4. WMYU-F

OTHER RATED STATIONS/METRO SHARE

WATO 1290	Oak Ridge	.6	WGAP 1400	Maryville	2.4
WBMK 1430		1.2	WKGN 1340		.6
WEAG 1470	Alcoa	.6	WKXV 900		.7

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	36 (1)	205 (3)	241 (4)	37.8
COUNTRY	107 (3)	128 (1)	235 (4)	36.7
BTFL MUSIC		104 (1)	104 (1)	16.2
MOR/AC	13 (3)	12 (1)	25 (4)	3.9
BIG BAND/NOST	19 (1)		19 (1)	3.0
BLACK	8 (1)		8 (1)	1.2
RELIGION	5 (1)		5 (1)	0.8
UNKNOWN	4 (1)		4 (1)	0.6
			641 (17)	

RADIO STATIONS

WHEL, 1240, 1 KW/250 W	, BIG BAND/NOST (Al Ham)	CBS,MBS, \$15.00* (Mc-Guild)	Stoner
WIVK, 850, 50 KW (DAYS,DA),	COUNTRY	ABC-E, \$25.00* (Torbet)	Dick
WNOX, 990, 10 KW (DA-N)	, CONTEMP	ABC-C,MBS, \$25.00 (Blair)	Scripps-How
WRJZ, 620, 5 KW (DA-N)	, COUNTRY	ABC-I, \$35.00* (Mc-Guild)	Basic Media
WEZK-F, 97.5, 100 KW @ 1250,	BTFL MUS (Bonne)	, \$50.00 (Eastman)	South Central
WIMZ-F, 103.5, 100 KW @ 1800,	AOR (Burk-Abr)	Source, \$28.00* (Mc-Guild)	Stoner
WIVK-F, 107.7, 100 KW @ 1970,	COUNTRY	ABC-E, \$45.00* (Torbet)	Dick
WOKI-F, 100.3, 100 KW @ 2000,	ROCK	MBS, \$33.50 (Selcom)	(OAK RIDGE)
WYSH-F+, 104.9, 3 KW @ 300,	MOR	, \$ 5.00 (Beaver)	(CLINTON)
WMYU-F, 102.1, 100 KW @ 1000,	ROCK/AC	, \$ ? ? (----)	Mooney
			(SEVIERVILLE)

TV STATIONS

WATE	Knoxville	6	ABC, Nationwide
WBIR	Knoxville	10	CBS, Multimedia
WTVK	Knoxville	26	NBC, South Central

NEWSPAPERS

Knoxville Jrnl M 56,908, Gannett      Knox News-Sent E 102,488, Scripps-How

LANCASTER

Market # 110  
 Revenue Rank # 156  
 Income Rank # 330  
 APR 15.1  
 SMSA Pop: 362,100  
 CSI: 2.8 Bil (# 105)

Revenue : \$3,160,509  
 Income : \$ -287,152  
 % Rev Gain: +18.6  
 Stations: 27/9  
 Diaries: 642/564:1  
 CSI HH: 22.5 M (# 98)  
 Standard Error: .746

National Rev: \$885,747  
 Nat Rev per Cap: \$2.45  
 Tot Rev per Cap: \$8.73  
 Tot Inc per Cap: \$-.79  
 Profit Margin: ---  
 Retail \$: 1.5 Bil (# 115)  
 Retail Sales %: .160

12+ METRO	1/4/SHARE	SPG	O/N	A/M	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
		81	80	80						
1. WLAN-F	70/15.4	16.3	12.5	6.6	1. WRKZ-F	124	1. WQXA-F	1454/16.5		
2. WNCE-F	45/ 9.9	8.3	9.9	10.9	2. WNCE-F	86	2. WSBA	1242/11.7		
3. WRKZ-F	42/ 9.2	7.6	7.1	5.0	3. WQXA-F	84	3. WRKZ-F	1224/15.8		
4. WIOV-F	33/ 7.3	10.3	8.5	6.8	4. WLAN-F	78	4. WLAN-F	1208/32.1		
5. WSBA-F	30/ 6.6	6.7	10.6	5.9	5. WSBA	72	5. WNCE-F	1007/17.1		
6. WDAC-F	23/ 5.1	5.4	6.9	6.6	6. WSBA-F	71	6. WSBA-F	952/13.2		
7. WQXA-F	18/ 4.0	4.5	7.3	10.5	7. WTPA-F	49	7. WYCR-F	762/ 6.9		
8. WSBA	17/ 3.7	4.9	4.3	5.9	8. WIOV-F	38	8. WTPA-F	608/ 7.0		
WTPA-F	17/ 3.7	2.7	---	---	9. WDAC-F	36	9. WIOV-F	604/16.6		
10. KYW	14/ 3.1	1.8	1.2	2.5	10. WYCR-F	32	10. WLAN	513/15.9		

12+ FM SHARE (METRO): 83.33% (330 of 396) (O/N 80: 81.64%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WSBA-F	1. WLAN-F	1. WLAN-F	1. WLAN-F	1. WNCE-F	1. WRKZ-F
	2. WRKZ-F	2. WRKZ-F	2. WRKZ-F	2. WRKZ-F	2. WSBA
	3. WTPA-F	3. WNCE-F	3. WNCE-F	3. WSBA-F	3. WLAN-F

OTHER RATED STATIONS/METRO SHARE

WGSA	1310	Ephrate	2.4	WJBR-F	99.5	Wilmington	.4
WLAN	1390		2.9	WMGK-F	102.9	Philadelphia	1.3
WLPA	1490		1.1	WMMR-F	93.3	Philadelphia	.7
WBAL	1090	Baltimore	.7	WRFY-F	102.5	Reading	2.4
WBSB-F	104.3	Baltimore	.4	WRHY-F	92.7	Starview	.9
WCAU-F	98.1	Philadelphia	.4	WUFM-F	100.1	Lebanon	.7
WGCN-F	96.1	Red Lion	.4	WYCR-F	98.5	York	1.1
WHP	580	Harrisburg	.7	WYSP-F	94.1	Philadelphia	2.2
WIFI-F	92.5	Philadelphia	.4				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	13 (1)	138 (11)	151 (12)	38.1
BTFL MUSIC		77 (3)	77 (3)	19.4
COUNTRY		75 (2)	75 (2)	18.9
MOR/AC	39 (5)	11 (1)	50 (6)	12.6
RELIGION		23 (1)	23 (1)	5.8
NEWS/TALK	14 (1)		14 (1)	3.5
BIG BAND		4 (1)	4 (1)	1.0
UNKNOWN		2 (1)	2 (1)	0.5
			396 (27)	

RADIO STATIONS

WLAN, 1390, 5 KW/1 KW (DA-2), CONTEMP/AC MBS,ABC-C, \$16.50\* (HNW)  
 WDAC-F, 94.5, 50 KW @ 500, RELIGION , \$10.40 (Savalli) Crawford  
 WIOV-F, 105.1, 50 KW @ 500, COUNTRY ABC-E, \$16.75 (Masla)  
 WLAN-F, 96.9, 50 KW @ 500, ROCK ABC-F, \$30.00\* (HNW)  
 WNCE-F, 101.3, 6 KW @ 1293, BTFL MUS (FM-100) NBC, \$25.00\* (Mc-Guild) Hall  
 WRKZ-F, 106.7, 20 KW @ 500, COUNTRY , \$42.50\* (Mc-Guild) (HERSHEY)

For other stations see Harrisburg and York

TV and NEWSPAPERS - SEE HARRISBURG

LANSING

Market # 40  
 Revenue Rank # 118  
 Income Rank # 45  
 APR 15.8  
 SMSA Pop: 471,200  
 CSI: 3.8 Bil (# 87)

Revenue : \$ 4,477,672  
 Income : \$ 644,062  
 % Rev Gain: -12.8%  
 Stations: 24/12  
 Diaries: 882/534:1  
 CSI HH: 23.2 M (# 70)  
 Standard Error: .686

National Rev: \$ 819,221  
 Nat Rev per Cap: \$ 1.74  
 Tot Rev per Cap: \$ 9.50  
 Tot Inc per Cap: \$ 1.37  
 Profit Margin: 14.4%  
 Retail \$: 2.0 Bil (# 90)  
 Retail Sales %: .193

12+ METRO 1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WFMK-F 75/12.2	11.0	15.6	13.5	14.0	1. WJXQ-F 128	1. WJR 1580/18.5
2. WITL-F 71/11.5	12.4	11.1	10.2	10.2	2. WJR 109	2. WFMK-F 1574/29.2
3. WJXQ-F 69/11.2	10.0	---	---	---	3. WFMK-F 97	3. WJXQ-F 1543/24.2
4. WILS-F 50/ 8.1	6.7	9.1	14.4	9.3	4. WITL-F 77	4. WITL-F 1031/21.9
5. WJIM-F 45/ 7.3	6.9	10.4	7.3	6.4	5. WJIM-F 63	5. WVIC-F 969/20.4
6. WJR 44/ 7.1	8.0	6.8	5.9	7.4	6. WILS-F 50	6. WJIM-F 785/15.1
7. WVIC-F 37/ 6.0	5.6	11.8	11.6	10.7	7. WVIC-F 42	7. WILS-F 770/17.9
8. WVG0 23/ 3.7	2.8	2.2	1.2	2.2	8. WRIF-F 29	8. WILS 655/15.7
9. WILS 20/ 3.2	2.9	2.1	3.3	6.0	9. WVG0 24	9. WJIM 589/14.1
10. WJIM 18/ 2.9	3.1	4.3	3.3	4.3	10. WILS 23	10. WRIF-F 482/ 3.3

12+ FM SHARE (METRO): 76.77% (413 of 538) (O/N 80: 77.62%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WJXQ-F	1. WFMK-F	1. WFMK-F	1. WITL-F	1. WITL-F	1. WJR
2. WVIC-F	2. WILS-F	2. WILS-F	2. WFMK-F	2. WJR	2. WJXQ-F
3. WFMK-F	3. WJXQ-F	3. WITL-F	3. WJR	3. WJIM-F	3. WFMK-F
	4. WVIC-F	4. WJXQ-F		4. WFMK-F	4. WITL-F

OTHER RATED STATIONS/METRO SHARE

WION 1430 Ionia	1.5	WJFM-F 93.7	Grand Rapids .5
WITL 1010	1.3	WLAV-F 96.9	Grand Rapids 1.1
WCUZ-F 101.3	Grand Rapids 2.1	WNWN-F 98.5	Coldwater .3
WGER-F 102.5	Bay City .3	WOOD-F 105.7	Grand Rapids 2.4
WGRD-F 97.9	Grand Rapids 1.0	WPLB-F 107.3	Greenville 1.1
WIBM-F 94.1	Jackson .8	WRIF-F 101.1	Detroit .5
WWJ 950	Detroit .5	WZZR-F 95.7	Grand Rapids .5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		258 (10)	258 (10)	48.0
COUNTRY	8 (1)	93 (4)	101 (5)	18.8
MOR/AC	91 (4)		91 (4)	16.9
BTFL MUS		62 (3)	62 (3)	11.5
BIG BAND	23 (1)		23 (1)	4.3
			538 (23)	

RADIO STATIONS

WILS, 1320, 5 KW/1 KW (DA-2), AC	CBS, \$15.60 (Torbet)	
WJIM, 1240, 1 KW/250 W, MOR	NBC, \$11.00 (PRO)	Gross
WVG0, 730, 500 W (DAYS,DA), BIG BAND/NOST (A1 Ham)	\$10.00* (Blair)	
WFMK-F, 99.1, 110 KW @ 600, SOFT ROCK	RKO, \$39.00 (Selcom)	Liggett
WILS-F, 101.7, 3 KW @ 180, AOR (Burk-Abr)	Source, \$22.00 (Torbet)	
WITL-F, 100.7, 55 KW @ 378, COUNTRY	, \$35.06 (Mc-Guild)	Midwest Family
WJIM-F, 97.5, 28 KW @ 440, BTFL MUS (TM)	, \$13.00 (PRO)	Gross
WVIC-F, 94.9, 49 KW @ 500, CONTEMP	ABC-C, \$22.59* (Blair)	
WJXQ-F, 106.1, 50 KW @ 500, AOR	, \$28.00 (Christal)	Patten (JACKSON)

TV STATIONS

WJIM Lansing 6 CBS, Gross WILX Jackson 10 NBC, ATO

NEWSPAPER

Lansing State Journal E 73,814, Gannett



LAS VEGAS

Market # 88  
 Revenue Rank # 63  
 Income Rank # 84  
 APR 16.2  
 SMSA Pop: 475,000  
 CSI: 3.9 Bil (# 82)

Revenue : \$8,225,359  
 Income : \$ 327,155  
 % Rev Gain: +8.7  
 Stations: 15/14  
 Diaries: 877/542:1  
 CSI HH: 23.5 M (# 58)  
 Standard Error: .642

National Rev: \$2,042,644  
 Nat Rev per Cap: \$4.30  
 Tot Rev per Cap: \$17.32  
 Tot Inc per Cap: \$ .69  
 Profit Margin: 4.0%  
 Retail \$: 2.5 Bil (# 70)  
 Retail Sales %: .292

12+ METRO 1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KLUC-F 76/11.6	9.9	12.4	10.0	8.8	1. KLUC-F 76	1. KLUC-F 1052/26.1
2. KENO-F 62/ 9.5	7.3	3.6	2.9	5.2	2. KENO-F 63	2. KENO-F 783/19.2
3. KORK-F 57/ 8.7	9.0	10.2	10.5	10.4	3. KXTZ-F 59	3. KMJJ 726/17.4
4. KXTZ-F 55/ 8.4	8.7	6.8	9.0	9.9	4. KORK-F 57	4. KDWN 668/13.4
5. KVEG 47/ 7.2	9.6	11.6	9.0	6.5	5. KVEG 48	5. KXTZ-F 660/16.2
6. KMJJ 41/ 6.3	5.0	4.8	9.8	7.4	6. KMJJ 41	6. KVEG 658/15.8
KUDO-F 41/ 6.3	6.8	3.6	1.9	---	KUDO-F 41	7. KUDO-F 647/16.1
8. KDWN 32/ 4.9	6.0	8.2	4.4	5.9	8. KDWN 37	8. KORK-F 594/14.8
9. KRAM 31/ 4.7	4.8	4.4	5.6	5.0	9. KRAM 31	9. KLAV 572/14.0
10. KFMS-F 28/ 4.3	3.3	9.8	6.3	7.4	10. KFMS-F 28	10. KENO 500/12.3

12+ FM SHARE (METRO): 55.19% (319 of 578) (O/N 80: 49.05%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KLUC-F	1. KLUC-F	1. KLUC-F	1. KXTZ-F	1. KXTZ-F	1. KLUC-F
2. KENO-F	2. KENO-F	2. KENO-F	2. KVEG	KORK-F	2. KVEG
3. KLAV	3. KUDO-F	3. KUDO-F	3. KLUC-F	3. KVEG	3. KENO-F
	4. KMJJ	4. KMJJ	4. KMJJ	4. KDWN	KORK-F

OTHER RATED STATIONS/METRO SHARE

KENO 1460 3.8	KLAV 1230 4.0	KNUU 970 2.6
KORK 920 2.5	KVOV 1280 Henderson 3.7	

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	51 (2)	179 (3)	230 (5)	39.8
BTFL MUSIC		112 (2)	112 (2)	19.4
COUNTRY	78 (2)	28 (1)	106 (3)	18.3
MOR/AC	89 (3)		89 (3)	15.4
SPANISH/BLACK	24 (1)		24 (1)	4.2
NEWS/TALK	17 (1)		17 (1)	2.9
			578 (15)	

RADIO STATIONS

KDWN, 720, 50 KW (DA-N)	, MOR	, \$17.75 (Blair)	
KENO, 1460, 5 KW/1 KW (DA-N)	CONTEMP (Drake-Chen)	ABC-C, \$22.10 (Lotus)	Lotus
KLAV, 1230, 1 KW/250 W	, ROCK	MBS, \$19.00 (Masla)	Korngold
KMJJ, 1140, 10 KW/2.5 KW (DA-N)	, AC	ABC-E, \$24.60* (Mc-Guild)	Western Cities
KRAM, 1340, 1 KW/250 W	, COUNTRY	, \$12.00 (Torbet)	
KVEG, 1400, 1 KW/250 W	, COUNTRY	, \$29.63* (Katz)	Bdcst Assoc
KENO-F, 92.3, 100 KW @ 1520	AOR (Burk-Abr)	Source, \$22.10 (Lotus)	Lotus
KFMS-F, 101.9, 20 KW @ 41	COUNTRY (Burk-Abr)	Source, \$29.63* (Katz)	Bdcst Assoc
KLUC-F, 98.5, 25 KW @ 180	ROCK	, \$35.00* (Mc-Guild)	Western Cities
KORK-F, 97.1, 44 KW @ 195	BTFL MUS (Schulke)	, \$22.00* (Eastman)	Donrey
KUDO-F, 93.1, 25 KW @ 260	SOFT ROCK (TM)	RKO, \$19.00 (HNW)	
KXTZ-F, 94.1, 100 KW @ 1250	BTFL MUS (Master)	, \$19.00 (Selcom)	

TV STATIONS

KLAS Las Vegas 8	CBS, Landmark	KVBC Las Vegas 3	NBC
KTNV Las Vegas 13	ABC	KVVU Henderson 5	IND, J. Carson

NEWSPAPERS

Las Vegas Review Journal	E	83,232, Donrey
Las Vegas Sun	M	56,446

LEXINGTON

Market # 120  
 Revenue Rank # 90  
 Income Rank # 34  
 APR 15.4  
 SMSA Pop: 319,800  
 CSI: 2.3 Bil (# 122)

Revenue : \$ 5,899,647  
 Income : \$ 897,263  
 % Rev Gain: 14.8%  
 CSI HH ~~% Rev Gain: 21.5M (4114)~~  
 Stations: 16/13  
 Diaries: 703/455:1  
 Standard Error: .735

National Rev: \$ 914,431  
 Nat Rev per Cap: \$ 2.86  
 Tot Rev per Cap: \$ 18.44  
 Tot Inc per Cap: \$ 2.81  
 Profit Margin: 15.2%  
 Retail \$: 1.5 Bil (# 114)  
 Retail Sales %: .365

12+ METRO	1/4/SHARE	SPG	0/N	A/M	0/N	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
		81	80	80	79						
1.	WKQQ-F	75/18.2	21.2	12.8	16.5	16.1	1.	WLAP-F	153	1798/31.6	
2.	WLAP-F	67/16.3	21.4	20.5	14.2	14.1	2.	WKQQ-F	109	1505/37.7	
3.	WVLK	60/14.6	12.0	14.7	20.8	15.2	3.	WVLK-F	77	1337/27.9	
4.	WTKC	36/ 8.8	8.9	8.7	6.6	6.2	4.	WVLK	76	1005/19.3	
5.	WVLK-F	35/ 8.5	9.4	15.4	11.7	14.1	5.	WTKC	40	815/18.8	
6.	WAXU-F	26/ 6.3	5.0	3.9	9.1	11.3	6.	WAXU-F+	38	761/ 7.3	
7.	WLAP	24/ 5.8	6.4	6.5	9.4	9.6	7.	WHAS	37	521/17.5	
8.	WJMM-F	13/ 3.2	.9	1.7	.8	.6	8.	WLAP	35	519/13.4	
9.	WNVL	12/ 2.9	2.6	2.4	1.5	2.3	9.	WJMM-F	18	237/ 1.4	
10.	WWKY	9/ 2.2	.9	.5	.5	.6	10.	WNVL	12	209/ 7.0	

12+ FM SHARE (METRO): 57.67% (218 of 378) (0/N 80: 58.16%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA	AMD
1. WKQQ-F	1. WKQQ-F	1. WKQQ-F	1. WLAP-F	1. WVLK	1. WVLK	
2. WLAP-F	2. WLAP-F	2. WLAP-F	2. WVLK	2. WTKC	2. WLAP-F	
	3. WVLK	3. WVLK	3. WTKC	WVLK-F	3. WKQQ-F	

OTHER RATED STATIONS/METRO SHARE

WFMI-F	100.1	Winchester	1.7	WHAS	840	Louisville	1.7
WILP	1440	Paris	.7	WSKV-F	104.9	Stanton	.5
WNCW-F	96.7	Paris	.5				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		149 (3)	149 (3)	39.4
MOR/AC	100 (4)		100 (4)	26.5
COUNTRY	57 (3)	19 (2)	76 (5)	20.1
BTFL MUSIC	3 (1)	37 (2)	40 (3)	10.6
RELIGION		13 (1)	13 (1)	3.4
			378 (16)	

RADIO STATIONS

WLAP, 630, 5 KW/1 KW (DA-2), MOR	CBS, \$41.25 (Mc-Guild)	Illinois Bdcst
WNVL, 1250, 500 W (DAYS), COUNTRY	, \$ 6.75 (Regional)	(NICHOLASVILLE)
WTKC, 1300, 2.5 KW/1 KW (DA-N), COUNTRY	NBC, \$15.00 (Selcom)	
WVLK, 590, 5 KW/1 KW (DA-2), MOR	ABC-I, \$31.85 (Torbet)	Bluegrass
WWKY, 1380, 1 KW (DAYS), AC	ABC-C, \$ 5.00 (White)	(WINCHESTER)
WAXU-F+, 103.1, 3 KW @ 300, COUNTRY	MBS, \$10.00 (Savalli)	(GEORGETOWN)
WJMM-F, 106.3, 3 KW @ 276, RELIGION	, \$ 5.20 (----)	Mortenson (VERSAILLES)
WKQQ-F, 98.1, 100 KW @ 551, AOR	Source, \$40.00 (Christal)	
WLAP-F, 94.5, 50 KW @ 660, ROCK (TM)	RKO, \$41.25 (Mc-Guild)	Illinois Bdcst
WVLK-F, 92.9, 100 KW @ 854, BTFL MUS (FM-100)	, \$31.85 (Torbet)	Bluegrass

WHAS - See Louisville

TV STATIONS

WKYT	Lexington	27	CBS, Bluegrass
WTVQ	Lexington	62	ABC, Shamrock
WLEX	Lexington	18	NBC, Gay-Bell

NEWSPAPERS

Lexington Herald	M	70,790, Knight-Ridder
Lexington Leader	E	34,105, Knight-Ridder

LITTLE ROCK

Market # 102  
 Revenue Rank # 73  
 Income Rank # 360  
 APR 14.9  
 SMSA Pop: 394,300  
 CSI: 2.9 Bil (# 103)

Revenue : \$7,323,792  
 Income : \$ -518,850  
 % Rev Gain: +15.0  
 Stations: 16/15  
 Diaries: 734/537:1  
 CSI HH: 19.9 M (# 228)  
 Standard Error: .685

National Rev: \$2,056,590  
 Nat Rev per Cap: \$5.21  
 Tot Rev per Cap: \$18.57  
 Tot Inc per Cap: \$-1.32  
 Profit Margin: ---  
 Retail \$: 1.8 Bil (# 97)  
 Retail Sales %: .329

12+ METRO 1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	80	80	79		
1. KSSN-F 85/17.7	22.0	14.7	17.3	14.4	1. KSSN-F 289	1. KSSN-F 3034/27.2
2. KEZQ-F 62/12.9	7.9	11.0	7.0	9.0	2. KKYK-F 118	2. KKYK-F 2093/23.4
3. KOKY 56/11.7	13.4	9.9	10.0	16.1	3. KEZQ-F 86	3. KAAV 1560/16.6
4. KKYK-F 47/ 9.8	8.6	7.6	8.4	4.6	4. KLPQ-F 75	4. KLPQ-F 1202/16.0
5. KARN 38/ 7.9	5.4	10.8	8.6	6.4	5. KMJX-F 71	5. KLAZ-F 1194/16.3
6. KMJX-F 37/ 7.7	5.2	2.5	---	---	6. KARN 60	6. KARN 1095/19.4
7. KLRA 31/ 6.5	8.6	10.1	11.2	10.8	7. KOKY 56	7. KLRA 1031/18.7
8. KLPQ-F 27/ 5.6	5.2	5.7	9.8	6.8	8. KLRA 52	8. KEZQ-F 824/17.6
9. KLAZ-F 23/ 4.8	8.6	11.2	12.1	13.0	9. KLAZ-F 48	9. KMJX-F 757/12.5
10. KAAV 22/ 4.6	6.3	7.8	5.8	6.8	10. KAAV 46	10. KOKY 581/17.1

12+ FM SHARE (METRO): 62.28% (284 of 456) (O/N 80: 55.02%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KLPQ-F	1. KKYK	1. KSSN-F	1. KSSN-F	1. KSSN-F	1. KSSN-F
KOKY	KSSN-F	2. KKYK-F	2. KEZQ-F	2. KEZQ-F	2. KKYK-F
3. KMJX-F	3. KOKY	3. KOKY	3. KKYK-F	3. KLRA	3. KAAV+
4. KLAZ-F	4. KMJX-F	4. KEZQ-F	4. KOKY	4. KARN	4. KLRA

OTHER RATED STATIONS/METRO SHARE

KAUL 1380	.6	KITA 1440	1.3	KSOH 1050	.6
KGKO 850 Benton	.2	KXLR 1150	2.5	KAKI-F 107.1 Benton	.6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		134 (4)	134 (4)	29.4
COUNTRY	43 (2)	88 (2)	131 (4)	28.7
BTFM MUSIC		62 (1)	62 (1)	13.6
BLACK	56 (1)		56 (1)	12.3
NEWS/TALK	38 (1)		38 (1)	8.3
MOR/AC	26 (3)		26 (3)	5.7
RELIGION	9 (2)		9 (2)	2.0
			456 (16)	

RADIO STATIONS

KAAY, 1090, 50 KW (DA-N)	, AC	ABC-C, \$22.00	(Katz)	Multimedia
KARN, 920, 5 KW (DA-N)	, NEWS/TALK	MBS,NBC, \$25.00	(Blair)	
KLRA, 1010, 10 KW/5 KW (DA-N)	, COUNTRY	CBS, \$19.00	(Mc-Guild)	Signal Media
KOKY, 1250, 1 KW/500 W (DA-N)	, BLACK	, \$50.00*	(Torbet)	Curtis
KLPQ-F, 94.1, 100 KW @ 770,	ROCK	ABC-F, \$19.50	(Katz)	Multimedia
KEZQ-F, 100.3, 100 KW @ 295,	BTFM MUS (FM-100)	, \$22.00*	(Selcom)	Security
KKYK-F, 103.7, 100 KW @ 1510,	CONTEMP/AC	, \$25.00	(Blair)	
KLAZ-F, 98.5, 100 KW @ 880,	CONTEMP	, \$50.00*	(Torbet)	Curtis
KSSN-F, 95.7, 100 KW @ 1000,	COUNTRY (TM)	ABC-E, \$59.88*	(Eastman)	Firstcom
KMJX-F, 105.1, 100 KW @ 534,	ROCK	, \$18.00*	(Christal)	(CONWAY)

TV STATIONS

KARK Little Rock	4	NBC, Gannett
KTHV Little Rock	11	CBS
KATV Little Rock	7	ABC, Leake

<u>NEWSPAPERS</u> Little Rock Arkansas Democrat	E	66,275
Little Rock Arkansas Gazette	M	129,274

LOS ANGELES

Market # 2; ADI # 2  
 Revenue Rank # 1  
 Income Rank # 1  
 APR 16.4  
 SMSA Pop: 7,382,500  
 CSI: 70.3 Bil (# 2)

Revenue : \$ 142,234,809  
 Income : \$ 38,583,656  
 % Rev Gain: 26.2%  
 Stations: 44/55  
 Diaries: 4086/1807:1  
 CSI HH: 24.0 M (# 42)  
 Standard Error: .331

National Rev: \$66,819,658  
 Nat Rev per Cap: \$ 9.05  
 Tot Rev per Cap: \$ 19.94  
 Tot Inc per Cap: \$ 5.23  
 Profit Margin: 26.2%  
 Retail \$: 34.0 Bil (# 1)  
 Retail Sales %: .312

12+ METRO 1/4/SHARE	SUM 81	SPG 81	WIN 81	FAL 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KABC	1046/8.0	6.6	8.5	6.9	6.9	1. KABC 14888/16.6
2. KBIG-F	657/5.0	6.0	5.5	6.5	5.1	2. KNX 13241/11.6
3. KLOS-F	608/4.7	4.5	3.6	2.9	2.7	3. KMET-F 12306/12.0
4. KMET-F	589/4.5	5.7	4.6	3.9	3.6	4. KLOS-F 12085/11.9
5. KFVB	578/4.4	3.7	3.8	4.8	5.0	5. KFVB 11434/13.1
6. KJOI-F	488/3.7	4.5	3.8	4.3	4.3	6. KFI 11352/ 8.2
7. KNX	412/3.2	3.2	3.8	3.5	4.2	7. KBIG-F 11119/11.3
8. KRTH-F	411/3.1	3.5	3.1	3.9	3.2	8. KRTH-F 9289/ 8.9
9. KHTZ-F	388/3.0	3.1	3.0	3.6	3.0	9. XTRA 7790/ 8.9
10. KRLA	364/2.8	2.6	3.7	2.9	4.1	10. KJOI-F 7790/ 8.9
11. KLAC	355/2.7	2.7	2.9	3.2	3.7	11. KIIS-F 7498/ 7.9
12. KOST-F	345/2.6	2.1	2.5	2.9	2.5	12. KHTZ-F 7448/ 8.8
KNX-F	345/2.6	3.0	2.8	4.3	2.8	13. KNX-F 7309/ 7.3
14. KZLA-F	333/2.5	2.0	1.7	2.5	1.6	14. KLAC 7264/ 7.5
15. KIQQ-F	330/2.5	2.9	2.6	2.7	3.1	15. KIQQ-F 7129/ 8.5
16. KALI	324/2.5	1.7	1.1	2.0	2.4	16. KMPC 7114/ 7.5
17. KROQ-F	316/2.4	1.8	1.7	1.6	1.8	17. KRLA 6578/ 7.4
18. KTNQ	315/2.4	2.7	1.9	1.5	1.7	18. KOST-F 6560/ 6.9
19. XTRA	310/2.4	1.8	1.6	2.0	1.0	19. KROQ-F 5004/ 5.7
20. KGFJ	308/2.4	2.1	1.4	.8	.8	20. KZLA-F 4911/ 5.6

12+ FM SHARE (METRO): 52.37% (6295 of 12021) (FAL 80: 53.33%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KLOS-F	1. KMET-F	1. KMET-F	1. KABC	1. KABC	1. KABC
2. KROQ-F	2. KLOS-F	2. KLOS-F	2. KBIG-F	2. KBIG-F	2. KFVB
3. KMET-F	3. KRTH-F	3. KRTH-F	3. KFVB	3. KJOI-F	3. KNX
XTRA	4. KHTZ-F	4. KHTZ-F	4. KRTH-F	4. KFVB	4. KFI
5. KGFJ	KNX-F	5. KBIG-F	5. KRLA	5. KNX	5. KBIG-F
6. KIQQ-F	6. KRLA	6. KABC	6. KZLA-F	6. KOST-F	6. KLOS-F
7. KUTE-F	7. KROQ-F	7. KRLA	7. KTNQ	7. KLAC	7. KMET-F
8. KIIS-F	8. KIQQ-F	8. KNX-F	8. KLAC	8. KZLA-F	8. KTNQ
	9. KGFJ	9. KTNQ	9. KJOI-F	9. KMPC	9. KRTH-F
	KTNQ	10. KFVB	10. KHTZ-F	10. KWKW	10. KLAC

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	1012 (4)	2641 (8)	3653 (12)	30.4
NEWS/TALK	2301 (4)		2301 (4)	19.1
BTFL MUSIC		1597 (4)	1597 (4)	13.3
BLACK/URBAN/JAZZ	490 (2)	579 (4)	1069 (6)	8.9
SPANISH	917 (3)	150 (1)	1067 (4)	8.9
COUNTRY	646 (3)	376 (2)	1022 (5)	8.5
MOR/AC	48 (1)	851 (3)	899 (4)	7.5
CLASSICAL	56 (1)	101 (1)	157 (2)	1.3
RELIGION	139 (2)		139 (2)	1.2
BIG BAND/NOST	117 (1)		117 (1)	1.0
			12021 (44)	

LOS ANGELES ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. KABC	1. KABC	1. KABC	KACE-F	103.9	Inglewood .6
2. KBIG-F	2. KMET-F	2. KFWB	KBRT	740	Avalon .5
3. KMET-F	3. KNX	3. KALI	KDAY	1580	Santa Monica 1.4
4. KLOS-F	4. KLOS-F	4. KTNQ	KEZY	1190	Anaheim .4
5. KFWB	5. KFWB	5. KGFJ	KEZY-F	95.9	Anaheim .5
6. KRTH-F	6. KBIG-F	6. KWKW	KFAC	1330	.4
7. KNX	7. KFI	7. KNX	KFAC-F	92.3	.8
8. KJOI-F	8. KRTH-F	8. KBIG-F	KFI	640	2.2
9. KFI	9. KJOI-F	9. KMET-F	KHJ	930	1.8
10. KNX-F	10. KIIS-F	10. KLOS-F	KIEV	870	Glendale .6
11. KLAC	11. KHTZ-F		KIIS-F	102.7	2.1
12. KOST-F	12. KLAC		KIKF-F	94.3	Garden Grove .3
13. KHTZ-F	13. KIQQ-F		KJLH-F	102.3	Compton 1.0
14. KRLA	14. KNX-F		KKGO-F	105.1	1.0
15. KZLA-F	15. KMPC		KLVE-F	107.5	1.1
			KMPC	710	2.0
			KNOB-F	97.9	Long Beach .8
			KPRZ	1150	.9
			KUTE-F	101.9	Glendale 1.8
			KWIZ	1480	Santa Ana .4
			KWIZ-F	96.7	Santa Ana .4
			KWKW	1300	Pasadena 2.1
			KWST-F	105.9	.8
			KZLA	1540	.4

ADI FM SHARE: 56.96% (7528 of 13217)

AM STATIONS

KABC, 790, 5 KW (DA-N)	, TALK	ABC-I, \$331.25 (Katz)	ABC
KALI, 1430, 5 KW (DA-2)	, SPANISH	, ? ? (UBC)	United
KFI, 640, 50 KW	, AC/CONTEMP	ABC-E, \$185.00* (Christal)	Cox
KFWB, 980, 5 KW	, NEWS	NBC, \$171.88* (RAR)	Westinghouse
KGFJ, 1230, 1 KW/250 W	, BLACK	MBS, \$ 65.55* (?)	Inner City
KHJ, 930, 5 KW (DA-N)	, COUNTRY	RKO, \$100.00* (RKO)	RKO
KLAC, 570, 5 KW (DA-N)	, COUNTRY	, \$167.50 (Eastman)	Metromedia
KMPC, 710, 50 KW/10 KW (DA-N)	, TALK	, \$110.47 (MMR)	Golden West
KNX, 1070, 50 KW	, NEWS	CBS, \$270.00 (CBS Spot)	CBS
KRLA, 1110, 50 KW/10 KW (DA-1)	, CONTEMP/AC	, \$166.25 (Howard)	
KTNQ, 1020, 50 KW (DA-2)	, SPANISH	, \$ 79.75 (Caballero)	
KWKW, 1300, 5 KW/1 KW (DA-2)	, SPANISH	, \$ 54.50 (Lotus)	Lotus
XTRA, 690, 50 KW	, ROCK	, \$ 75.00* (MMR) Noble	(TIJUANA)

FM STATIONS

KBIG-F, 104.3, 105 KW @ 5800, BTFL MUS (Bonne)	, \$220.00* (Torbet)	Bonneville
KHTZ-F, 97.1, 55 KW @ 770, AC	, \$111.75* (Selcom)	Greater Media
KIIS-F, 102.7, 8 KW @ 2790, ROCK	ABC-C, \$124.38 (Mc-Guild)	Gannett
KIOQ-F, 100.3, 58 KW @ 1180, ROCK	, \$110.00* (Masla)	Outlet
KJOI-F, 98.7, 75 KW @ 1833, BTFL MUS (Schulke)	, \$205.88 (Selcom)	Beatrice Foods
KLOS-F, 95.5, 68 KW @ 2920, AOR	ABC-F, \$178.75* (Katz)	ABC
KMET-F, 94.7, 58 KW @ 2835, AOR		
KNX-F, 93.1, 54 KW @ 2870, SOFT ROCK	, \$163.00 (CBS/FM)	CBS
KOST-F, 103.5, 13 KW @ 6100, BTFL MUS (FM-100)	, \$120.00 (Christal)	Cox
KROQ-F, 106.7, 26 KW @ 1600, ROCK	, \$ 50.00* (Roslin)	
KRTH-F, 101.1, 58 KW @ 2930, AC	, \$195.00* (RKO)	RKO
KUTE-F, 101.9, 690 W @ 5800, URBAN	, \$150.88* (?)	Inner City
KZLA-F, 93.9, 49 KW @ 2000, COUNTRY	, \$110.00* (Blair)	Capital Cities

SEE ANAHEIM FOR TV STATIONS AND NEWSPAPERS.

LOUISVILLE

Market # 44; ADI # 42  
 Revenue Rank # 46  
 Income Rank # 372  
 APR 14.9  
 SMSA Pop: 924,700  
 CSI: 7.3 Bil (# 42)

Revenue : \$11,564,527  
 Income : \$-1,137,721  
 % Rev Gain: -3.2  
 Stations: 17/16  
 Diaries: 1372/674:1  
 CSI HH: 23.0 M (# 72)  
 Standard Error: .507

National Rev: \$2,778,035  
 Nat Rev per Cap: \$3.00  
 Tot Rev per Cap: \$12.50  
 Tot Inc per Cap: \$-1.23  
 Profit Margin: ---  
 Retail \$: 3.9 Bil (# 43)  
 Retail Sales %: .258

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT		
1. WVEZ-F	103/9.3	10.4	9.9	10.7	12.9	1. WAMZ-F	213	1. WHAS	3455/26.4
2. WRKA-F	102/9.2	6.8	3.6	3.1	1.6	2. WHAS	161	2. WAMZ-F	2820/18.1
3. WHAS	93/8.4	9.7	7.8	8.9	10.8	3. WQMF-F	136	3. WKJJ-F	2164/18.1
4. WCII	93/8.4	6.7	4.7	4.5	4.7	4. WCII	131	4. WAKY	2079/20.6
5. WLOU	89/8.0	6.3	5.7	9.4	4.7	5. WKJJ-F	126	5. WQMF-F	2001/16.5
6. WAMZ-F	87/7.9	10.6	11.7	8.8	6.9	6. WVEZ-F	126	6. WCII	1954/19.1
7. WQMF-F	85/7.7	6.1	3.9	3.7	4.7	7. WRKA-F	106	7. WAVG	1672/18.4
8. WAVG	80/7.2	8.2	6.8	7.7	8.2	8. WLOU	100	8. WRKA-F	1436/18.6
9. WKJJ-F	77/6.9	8.7	10.5	7.8	10.2	9. WAKY	90	9. WVEZ-F	1370/14.8
10. WAKY	69/6.2	5.0	9.5	9.8	5.7	10. WAVG	85	10. WLRS-F	1255/15.2
11. WLRS-F	56/5.1	6.0	8.5	5.7	10.1	11. WLRS-F	58	11. WLOU	711/ 8.8
12. WINN	37/3.3	3.6	5.0	5.9	8.0	12. WINN	37	12. WINN	652/ 8.1

12+ FM SHARE (METRO): 51.19% (539 of 1053) (O/N 80: 51.19%)

TEENS	18 - 34	18 - 49	25 - 54	25 - 54	35 - 64
1. WQMF-F	1. WRKA-F	1. WRKA-F	1. WCII	1. WVEZ-F	1. WHAS
2. WKJJ-F	2. WLOU	2. WCII	2. WRKA-F	2. WCII	2. WAMZ-F
3. WLRS-F	WQMF-F	3. WLOU	3. WVEZ-F	3. WHAS	3. WCII
4. WLOU	4. WAKY	4. WAMZ-F	4. WAMZ-F	4. WAMZ-F	4. WAKY
	5. WKJJ-F	5. WAKY	5. WHAS	5. WAVG	5. WKJJ-F
	WLRS-F				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		320 (4)	320 (4)	30.4
MOR/AC	242 (3)	10 (1)	252 (4)	23.9
COUNTRY	112 (2)	87 (1)	199 (3)	18.9
BTFM MUSIC		103 (1)	103 (1)	9.8
BLACK	89 (1)		89 (1)	8.5
BIG BAND/NOST	47 (2)		47 (2)	4.5
RELIGION	24 (1)	19 (1)	43 (2)	4.1
			<u>1053 (17)</u>	

LOUISVILLE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. WAMZ-F	1. WHAS	1. WLOU	WFIA 900	2.2
2. WHAS	2. WAMZ-F	2. WAMZ-F	WJYL-F 101.7	Jefferstown .9
3. WQMF-F	3. WKJJ-F	3. WHAS	WTMT 620	1.7
4. WCII	4. WAKY	4. WAVG	WXLN-F 103.9	1.7
5. WVEZ-F	5. WQMF-F	5. WCII	WXVW 1450	Jeffersonville,IN .9
6. WKJJ-F	6. WCII	6. WVEZ-F		
7. WRKA-F	7. WAVG	7. WQMF-F		
8. WLOU	8. WRKA-F	8. WAKY		
9. WAKY	9. WVEZ-F	9. WKJJ-F		
10. WAVG	10. WLRS-F	10. WRKA-F		
11. WLRS-F	11. WLOU			
12. WINN	12. WINN			
13. WTMT	13. WXLN-F			
14. WFIA	14. WFIA			
15. WGTC-F	15. WJYL-F			

ADI FM SHARE: 55.32% (874 of 1580) (O/N 80: 57.45%)

AM STATIONS

WAKY, 790, 5 KW/1 KW (DA-2), AC	ABC-I, \$64.31* (Eastman)	Multimedia
WAVG, 970, 5 KW (DA-2), MOR	NBC, \$43.00 (Katz)	Henson
WCII, 1080, 10 KW/1 KW (DA-2), COUNTRY	MBS, \$40.00* (Torbet)	Great Trails
WHAS, 840, 50 KW, MOR	CBS, \$71.25 (Blair)	
WFIA, 900, 1 KW (DAYS), RELIGION	, \$10.00 (Radio Spot)	
WINN, 1240, 1 KW/250 W, NOSTALGIA	RKO, \$35.00 (Mc-Guild)	
WLOU, 1350, 5 KW (DAYS), BLACK	NBN,SBN, \$35.00 (Howard)	
WTMT, 620, 500 W (DAYS,DA), COUNTRY	, \$15.50 (Masla)	

FM STATIONS

WAMZ-F, 97.5, 100 KW @ 505, COUNTRY (Drake-Chen)	ABC-E, \$65.75 (Blair)	
WJYL-F, 101.7, 3 KW @ 300, BTFL/AC (Schulke II)	Source, \$30.00 (----)	
WKJJ-F, 99.7, 20 KW @ 720, ROCK	, \$55.00* (Torbet)	Great Trails
WLRS-F, 102.3, 3 KW @ 300, AOR (Burk-Abr)	Source, \$50.00 (Katz)	Henson
WQMF-F, 95.7, 34 KW @ 580, AOR	, \$29.00 (Selcom)	Wood
WRKA-F, 103.1, 3 KW @ 300, AC	ABC-C, \$39.00 (Christal)	Capitol-Johnson
WVEZ-F, 106.9, 25 KW @ 670, BTFL MUS (Schulke)	, \$51.45* (Eastman)	Multimedia
WXLN-F, 103.9, 950 W @ 490, RELIGION	, \$15.00 (Radio Spot)	Tornberg

WGTC-F - See Indianapolis

TV STATIONS

WAVE	Louisville	3	NBC, Cosmos
WDRB	Louisville	41	IND, Minneapolis Star
WHAS	Louisville	11	CBS
WLKY	Louisville	32	ABC, Gannett

NEWSPAPERS

Louisville Courier-Journal,Times ME 342,919

LUBBOCK

Market # 164  
 Revenue Rank # 126  
 Income Rank # 315  
 APR 16.1  
 SMSA Pop: 220,100  
 CSI: 1.8 Bil (# 154)

Revenue : \$4,126,331  
 Income : \$ -212,038  
 % Rev Gain: -5.7  
 Stations: 14/12  
 Diaries: 608/362:1  
 CSI HH: 22.9 M (# 78)  
 Standard Error: .860

National Rev: \$680,549  
 Nat Rev per Cap: \$3.09  
 Tot Rev per Cap: \$18.75  
 Tot Inc per Cap: \$-.96  
 Profit Margin: ---  
 Retail \$: 1.3 Bil (# 123)  
 Retail Sales %: .288

<u>12+ METRO 1/4/SHARE</u>	<u>SPG 81</u>	<u>A/M 80</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. KLLL-F 49/17.4	22.7	10.1	1. KLLL-F 88	1. KLLL-F 915/30.6
2. KFMX-F 37/13.2	11.4	7.0	2. KTEZ-F 62	2. KSEL-F 755/27.0
3. KSEL-F 35/12.5	12.5	15.4	3. KSEL-F 56	3. KFYO 652/16.4
4. KTEZ-F 34/12.1	8.2	12.8	4. KFMX-F 54	4. KFMX-F 645/22.5
5. KSEL 21/ 7.5	8.6	10.6	5. KFYO 48	5. KSEL 584/22.0
6. KFYO 18/ 6.4	7.5	7.0	6. KSEL 37	6. KTEZ-F 577/17.3
7. KLFB 14/ 5.0	3.1	2.6	7. KLFB 17	7. KEND 304/12.5
8. KLLL 11/ 3.9	5.5	2.2	8. KLLL 16	8. KLLL 278/11.5
KEND 11/ 3.9	6.7	7.0	9. KEND 11	9. KRLB 162/ 4.9
10. KRLB-F 10/ 3.6	---	3.5	10. KRLB-F 10	10. KLFB 157/ 7.4

12+ FM SHARE (METRO): 64.04% (171 of 267) (0/N 80: NA)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KSEL-F	1. KFMX-F	1. KLLL-F	1. KLLL-F	1. KTEZ-F	1. KLLL-F+
2. KSEL	2. KLLL-F	2. KFMX-F	2. KTEZ-F	2. KLLL-F	2. KSEL-F+
3. KLLL-F	3. KSEL-F	3. KSEL-F	3. KSEL		3. KFYO
KFMX-F					

OTHER RATED STATIONS/METRO SHARE

KCAS 1050	Slaton	2.8	KKAM 1340	2.1
KJAK-F 92.7	Slaton	2.1	KRLB 580	2.5

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	21 (1)	72 (2)	93 (3)	34.8
COUNTRY	40 (3)	49 (1)	89 (4)	33.3
BTFL MUSIC		34 (1)	34 (1)	12.7
MOR/AC	15 (2)	10 (1)	25 (3)	9.4
SPANISH	14 (1)		14 (1)	5.2
RELIGION		6 (1)	6 (1)	2.2
BIG BAND	6 (1)		6 (1)	2.2
			<u>267 (14)</u>	

RADIO STATIONS

KEND, 1590, 1 KW (DA-2)	, COUNTRY	, \$11.13	(Howard)
KFYO, 790, 5 KW/1 KW (DA-2)	, COUNTRY	CBS, \$10.00	(Savalli)
KLFB, 1420, 500 W (DA-1)	, SPANISH	, \$15.00	(Caballero)
KLLL, 1460, 1 KW (DAYS)	, COUNTRY (Musicworks*)	MBS, \$12.00*	(Eastman)
KSEL, 950, 5 KW/500 W (DA-2)	, CONTEMP	RKO, \$17.75	(Mc-Guild) Harris
KRLB, 580, 500 W (DAYS,DA)	, MOR (TM)	, \$ 9.00	(PRO)
KFMX-F, 94.5, 100 KW @ 680,	AOR (Burk-Abr)	Source, \$14.40	(Selcom) So. Minn
KLLL-F, 96.3, 100 KW @ 580,	COUNTRY	MBS, \$20.00*	(Eastman)
KRLB-F, 99.5, 46 KW @ 630,	AC (FM-100)	, \$10.00	(PRO)
KSEL-F, 93.7, 100 KW @ 736,	ROCK (TM)	RKO, \$17.75	(Mc-Guild) Harris
KTEZ-F, 101.1, 100 KW @ 862,	BTFL MUS (Schulke)	, \$21.00	(Torbet)

\* Some dayparts only

TV STATIONS

KCBD Lubbock	11	NBC, Columbia (SC) State-Record
KLBK Lubbock	13	CBS
KAMC Lubbock	28	ABC

NEWSPAPERS Lubbock Avalanche-Journal (M-55,997) (E-14,602), Morris



MADISON

Market # 116  
 Revenue Rank # 83  
 Income Rank # 36  
 APR 16.5  
 SMSA Pop: 324,800  
 CSI: 2.7 Bil (# 108)

Revenue : \$ 6,272,159  
 Income : \$ 862,656  
 % Rev Gain: 6.1%  
 Stations: 13/9  
 Diaries: 818/376:1  
 CSI HH: 22.9 M (# 76)  
 Standard Error: .716

National Rev: \$ 1,061,758  
 Nat Rev per Cap: \$ 3.27  
 Tot Rev per Cap: \$ 19.31  
 Tot Inc per Cap: \$ 2.66  
 Profit Margin: 13.8%  
 Retail \$: 1.6 Bil (# 111)  
 Retail Sales %: .346

12+ METRO 1/4/SHARE				SPG 81		A/M 80		12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WIBA	59/12.9	10.4	10.3	1. WZEE-F	108	1. WZEE-F	1658/29.2	2. WMAQ	99	2. WIBA-F	1401/33.0
2. WTSO	57/12.5	13.5	15.5	3. WTSO	91	3. WTSO	1256/26.6	4. WIBA-F	84	4. WMAQ	1225/ 4.1
3. WIBA-F	52/11.4	9.7	3.5	4. WIBA-F	84	5. WLVE-F	1049/32.0	5. WLVE-F	78	6. WISM	860/23.8
4. WZEE-F	44/ 9.6	10.6	9.3	5. WLVE-F	78	6. WISM	795/22.8	7. WISM-F	47	7. WISM-F	795/22.8
5. WLVE-F	38/ 8.3	7.7	9.0	6. WIBA	63	8. WISM	773/14.3	8. WLVE-F	43	8. WLVE-F	773/14.3
6. WISM	35/ 7.7	5.5	8.0	7. WISM-F	47	9. WSJY-F	470/15.4	9. WMAD-F	26	9. WMAD-F	470/15.4
7. WISM-F	33/ 7.2	8.2	10.3	8. WISM	43	10. WGN	426/ 3.9	10. WGN	26		
8. WMAD-F	23/ 5.0	6.6	10.3	9. WSJY-F	26						
9. WWQM-F	21/ 4.6	6.0	4.3	10. WMAQ	7/ 1.5						
10. WMAQ	7/ 1.5	1.3	---								

12+ FM SHARE (METRO): 56.84% (216 of 380) (O/N 80: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WZEE-F	1. WIBA-F	1. WIBA-F	1. WTSO	1. WTSO	1. WTSO
2. WIBA-F	2. WISM A/F	WISM A/F	2. WIBA	2. WIBA	2. WIBA
3. WMAD-F	WZEE-F	WTSO,WZEE	3. WLVE-F	3. WLVE-F	3. WMAQ

OTHER RATED STATIONS/METRO SHARE

WBBM	780	Chicago	.9	WSJY-F	107.3	Ft. Atkinson	1.1
WGN	720	Chicago	.4				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	35 (1)	119 (3)	154 (4)	40.5
MOR/AC	61 (2)	33 (1)	94 (3)	24.7
COUNTRY	64 (2)	21 (1)	85 (3)	22.4
BTFL MUSIC		43 (2)	43 (2)	11.3
NEWS/TALK	2 (1)		2 (1)	0.5
			380 (13)	

RADIO STATIONS

WIBA, 1310, 5 KW (DA-N)	, MOR	CBS, \$20.50	(Blair)	Des Moines Reg-Trib
WISM, 1480, 5 KW (DA-2)	, CONTEMP	, \$21.88	(Mc-Guild)	Midwest Family
WTSO, 1070, 10 KW/5 KW (DA-2)	, COUNTRY	, \$25.75	(Torbet)	Midcontinent
WIBA-F, 101.5, 50 KW @ 470,	AOR (Noble)	, \$23.00	(Blair)	Des Moines Reg-Trib
WISM-F, 98.1, 20 KW @ 350,	CONTEMP/AC	, \$28.25	(Mc-Guild)	Midwest Family
WMAD-F, 92.1, 3 KW @ 300,	AOR (Burk-Abr)	Source, \$21.00	(Christal)	
WWQM-F, 106.3, 1.8 KW @ 380,	COUNTRY	ABC-I, \$15.75	(Masla)	McKenna
WZEE-F, 104.1, 6 KW @ 1120,	ROCK	, \$27.00	(Torbet)	Midcontinent
WLVE-F, 94.9, 37 KW @ 1300,	BTFL MUS (KalaMusic)	, \$25.00	(?)	(BARABOO)
WSJY-F, 107.3, 50 KW @ 500,	BTFL MUS	, \$10.00	(----)	(FT. ATKINSON)

TV STATIONS

WISC	Madison	3	CBS, Morgan Murphy
WKOW	Madison	27	ABC, Liberty
WMTV	Madison	15	NBC, Forward

NEWSPAPERS

Madison Capitol Times	E	33,701
Wisconsin State Journal	M	76,640

McALLEN-BROWNSVILLE

Market # 92 (approx)  
 Revenue Rank # 96 (approx)  
 Income Rank # 314 (approx)  
 APR 18.5  
 SMSA Pop: 456,400  
 CSI: 2.2 Bil (# 125 approx)

Revenue : \$5,564,251  
 Income : \$ -200,583  
 % Rev Gain: NA  
 Stations: 15/14  
 Diaries: 693/659:1  
 CSI HH: 17.5 M (# 305)  
 Standard Error: .681

National Rev: \$1,510,057  
 Nat Rev per Cap: \$3.31  
 Tot Rev per Cap: \$12.19  
 Tot Inc per Cap: \$-.43  
 Profit Margin: ---  
 Retail \$: 1.9 Bil (# 92 app)  
 Retail Sales %: .233

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80
1. KGBT	228/23.6	33.2	34.5	15.1
2. KBFM	109/15.6	14.8	14.6	16.1
3. KRGV	60/ 8.6	5.2	8.7	5.4
4. KIWW-F	44/ 6.3	2.7	2.1	4.9
5. KELT-F	39/ 5.6	8.6	4.7	4.6
6. KBOR	36/ 5.2	6.2	5.4	1.6
7. KURV	22/ 3.1	1.3	1.7	1.3
8. KSOX	22/ 3.1	2.1	2.4	1.5
9. KQXX-F	20/ 2.9	.3	---	2.4
10. KRIO	18/ 2.6	10.2	10.2	8.6

12+ TSA	1/4
1. KGBT	242
2. KBFM-F	120
3. KRGV	66
4. KIWW-F	48
5. KELT-F	43
6. KBOR	36
7. KURV	26
8. KSOX	24
9. KRIO	21
10. KQXX-F	21

12+ TSA	CUME/MSA	CUME	RAT
1. KGBT	1417/34.0		
2. KBFM-F	1120/25.7		
3. KRGV	967/22.7		
4. KRIO	582/13.5		
5. KELT-F	513/10.7		
6. KBOR	511/13.5		
7. KIWW-F	463/10.2		
8. KSOX	383/ 9.2		
9. KRIX-F	286/ 7.3		
10. KDUV-F	203/ 5.4		

12+ FM SHARE (METRO): 39.42% (259 of 657) (O/N 80: 30.37%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KBFM-F	1. KBFM-F	1. KGBT	1. KGBT	1. KGBT	1. KGBT
2. KRGV	2. KGBT	2. KBFM-F	2. KBFM-F		2. KBFM-F
	3. KRGV	3. KIWW-F	KIWW-F		

OTHER RATED STATIONS/METRO SHARE

KIRT 1580	Mission	1.1	KVLY-F 107.9	Edinburg	2.9
KDUV-F 100.3	Brownsville	2.3	KTRH 740	Houston	.6
KRIX-F 99.5	Brownsville	2.1			

FORMATS

	AM	FM	TOTAL	%
SPANISH	236 (2)	64 (2)	300 (4)	45.7
ROCK/AOR/CONTEMP	114 (3)	124 (2)	238 (5)	36.2
COUNTRY	22 (1)	39 (1)	62 (2)	9.4
BTFL MUSIC		32 (2)	32 (2)	4.9
MOR/AC	22 (1)		22 (1)	3.3
NEWS/TALK	4 (1)		4 (1)	0.6
			657 (15)	

RADIO STATIONS

KBOR, 1600, 1 KW (DA-2)	, CONTEMP	MBS, \$ 8.95	(Selcom)
KGBT, 1530, 50 KW/10 KW (DA-N)	, SPANISH	, \$46.00	(Katz) Tichenor
KRGV, 1290, 5 KW (DA-N)	, ROCK	ABC-C, \$17.00	(Blair)
KRIO, 910, 5 KW (DA-1)	, CONTEMP/AC	, \$15.75	(Mc-Guild) Tippie
KURV, 710, 250 W (DA-N)	, MOR	MBS, NBC, \$12.00	(----)
KSOX, 1240, 1 KW/250 W	, COUNTRY	, \$10.90	(----) (RAYMONDVILLE)
KBFM-F, 104.1, 100 KW @ 505,	ROCK	RKO, \$17.75	(Torbet)
KDUV-F, 100.3, 100 KW @ 500,	BTFL MUS (TM)	, \$12.50	(----)
KELT-F, 94.5, 100 KW @ 800,	COUNTRY (Drake-Chen)	, \$21.50	(Katz) Tichenor
KIWW-F, 96.1, 100 KW @ 565,	SPANISH	, \$15.00	(Savalli)
KQXX-F, 98.5, 26 KW @ 280,	SPANISH	, \$13.00	(Lotus)
KRIX-F, 99.5, 100 KW @ 480,	CONTEMP/AC (Century 21)	, \$12.00	(Mc-Guild)
KVLY-F, 107.9, 100 KW @ 490,	BTFL MUS	, \$15.75	(Mc-Guild) Tippie

TV STATIONS

KGBT	Harlingen	4	CBS/NBC, Tichenor
KRGV	Weslaco	5	ABC, Manship

NEWSPAPERS

Brownsville Herald	E	14,590, Freedom
Harlingen Valley Star	M	23,615, Freedom
McAllen Monitor	E	22,928, Freedom

MEMPHIS

Market # 43; ADI # 34  
 Revenue Rank # 39  
 Income Rank # 154  
 APR 13.1  
 SMSA Pop: 931,700  
 CSI: 6.4 Bil (# 51)

Revenue : \$13,087,893  
 Income : \$ 99,655  
 % Rev Gain: -1.8  
 Stations: 17/19  
 Diaries: 1317/707:1  
 CSI HH: 19.8 M (# 230)  
 Standard Error: .491

National Rev: \$4,696,674  
 Nat Rev per Cap: \$5.04  
 Tot Rev per Cap: \$14.05  
 Tot Inc per Cap: \$ .11  
 Profit Margin: 0.8%  
 Retail \$: 3.9 Bil (# 41)  
 Retail Sales %: .262

12+ METRO	1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
1. WHRK-F	162/16.7	9.6	11.1	12.6	9.2	1. WHRK-F	268	1. WMC-F	3553/21.5		
2. WEZI-F	109/11.2	10.8	12.1	10.5	10.9	2. WMC-F	251	2. WHRK-F	2338/20.7		
3. WMC-F	88/ 9.1	10.3	7.4	9.4	10.5	3. WEZI-F	155	3. WEZI-F	2157/18.9		
4. WZXR-F	86/ 8.6	11.5	13.4	10.2	8.6	4. WZXR-F	154	4. WDIA	1979/15.8		
5. WMC	77/ 7.9	11.9	10.9	9.7	8.8	5. WDIA	120	5. WZXR-F	1817/15.2		
6. WDIA	74/ 7.6	5.4	5.9	8.7	7.9	6. WMC	110	6. WHBQ	1816/12.5		
7. WRVR-F	64/ 6.6	6.6	5.4	5.6	5.8	7. WMPS	103	7. WMC	1809/15.8		
8. WLOK	50/ 5.1	5.1	4.7	6.7	5.8	8. WRVR-F	78	8. WMPS	1567/10.6		
9. WLVS-F	41/ 4.2	5.2	5.0	3.5	2.3	9. WHBQ	74	9. WREC	1409/11.5		
10. WMPS	39/ 4.0	6.9	4.2	3.5	6.3	10. WREC	71	10. WRVR-F	1279/13.4		

12+ FM SHARE (METRO): 61.55% (573 of 931) (O/N 80: 58.69%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHRK-F	1. WHRK-F	1. WHRK-F	1. WHRK-F	1. WEZI-F	1. WMC-F
2. WZXR-F	2. WZXR-F	2. WMC-F	2. WEZI-F	2. WMC	2. WHRK-F
3. WMC-F	3. WMC-F	3. WEZI-F	3. WMC	3. WDIA	3. WMC
4. WDIA	4. WRVR-F	4. WRVR-F	4. WRVR-F	4. WHRK-F	4. WEZI-F
5. WLOK	5. WHBQ	5. WZXR-F	5. WMC-F	5. WMPS	5. WMPS

FORMATS

	AM	FM	TOTAL	%
BLACK/URBAN	124 (2)	162 (1)	286 (3)	30.7
ROCK/AOR/CONTEMP		174 (2)	174 (2)	18.7
COUNTRY	116 (2)	41 (1)	157 (3)	16.9
MOR/AC	85 (3)	64 (1)	149 (4)	16.0
BTFL MUSIC		109 (1)	109 (1)	11.7
RELIGION	14 (2)	23 (1)	37 (3)	4.0
NEWS/TALK	19 (1)		19 (1)	2.0
			931 (17)	

MEMPHIS ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. WHRK-F	1. WMC-F	1. WHRK-F	KSUD	730 .7
2. WMC-F	2. WHRK-F	2. WDIA	KWAM	990 .7
3. WEZI-F	3. WEZI-F	3. WZXR-F	KWAM-F	101.1 2.4
4. WZXR-F	4. WDIA	4. WEZI-F	WHBQ	560 3.8
5. WDIA	5. WMC	5. WMC	WMSO	630 Collierville 1.2
6. WMC	6. WHBQ	6. WMC-F	WREC	600 3.7
7. WMPS	7. WZXR-F	7. WLOK	WWEH	1430 2.0
8. WRVR-F	8. WMPS	8. WLVS-F		
9. WREC	9. WRVR-F	9. WRVR-F		
10. WHBQ	10. WREC	10. WHBQ		
11. WLOK	11. WLOK			
12. WLVS-F	12. WLVS-F			
13. WIRJ	13. KWAM-F			
14. WKIR-F	14. WKIR-F			
WADI-F	15. WOOR-F			

ADI FM SHARE: 60.61% (994 of 1640) (O/N 80: 60.61%)

AM STATIONS

WDIA, 1070, 50 KW/5 KW (DA-2), BLACK	MBS, \$57.50 (Howard)	Viacom
WHBQ, 560, 5 KW/1 KW (DA-2), OLDIES/AC (Burk-Abr)	RKO, \$65.00* (RKO)	RKO
WLOK, 1340, 1 KW/250 W, BLACK	NBN,SBN, \$37.50 (Masla)	Gilliam
WMC, 790, 5 KW (DA-N), COUNTRY	ABC-I, \$99.00* (Blair)	Scripps-Howard
WMPS, 680, 10 KW/5 KW (DA-2), COUNTRY	NBC, \$72.00* (Eastman)	Plough
WREC, 600, 5 KW (DA-N), MOR	CBS,MBS, \$48.00* (Mc-Guild)	Summit
WIRJ, 740, 250 W (DAYS), AC	ABC-C, \$ 8.00 (----)	(HUMBOLDT)

FM STATIONS

KWAM-F, 101.1, 100 KW @ 500, RELIGION	, \$14.00* (Stars)	Dee Rivers
WEZI-F, 105.9, 100 KW @ 762, BTFL MUS (Schulke)	, \$70.00 (Katz)	Harte-Hanks
WHRK-F, 97.1, 100 KW @ 530, URBAN	ABC-F, \$72.00* (Eastman)	Plough
WLVS-F, 94.3, 3 KW @ 300, COUNTRY	MBS, \$25.00* (HNW)	
WMC-F, 99.7, 300 KW @ 970, ROCK	ABC-C, \$99.00* (Blair)	Scripps-Howard
WRVR-F, 104.5, 100 KW @ 750, AC	, \$46.88 (Howard)	Viacom
WZXR-F, 102.7, 100 KW @ 900, AOR	Source, \$55.00* (Mc-Guild)	Summit
WADI-F, 95.3, 3 KW @ 200, COUNTRY	, \$ 3.50 (----)	(CORINTH,MS)
WKIR-F, 104.1, 100 KW @ 640, COUNTRY	ABC-F, \$10.00 (Doleas)	(JACKSON)
WOOR-F, 97.5, 25 KW @ 265, COUNTRY	, \$ 6.00 (Mid South)	(OXFORD,MS)

TV STATIONS

WHBQ	Memphis	13	ABC, RKO
WMC	Memphis	5	NBC, Scripps-Howard
WREG	Memphis	3	CBS, New York Times

NEWSPAPERS

Memphis Commercial Appeal	M	203,847, Scripps-Howard
Memphis Press-Scimitar	E	96,602, Scripps-Howard

MIAMI

Market # 22; ADI # 17  
 Revenue Rank # 14  
 Income Rank # 52  
 APR 18.8  
 SMSA Pop: 1,631,700  
 CSI: 13.8 Bil (# 23)

Revenue : \$ 33,673,668  
 Income : \$ 493,798  
 % Rev Gain: 36.5 %  
 Stations: 29/24  
 Diaries: 1512/1079:1  
 CSI HH: 22.1 M (# 117)  
 Standard Error: .563

National Rev: \$ 9,909,663  
 Nat Rev per Cap: \$ 6.07  
 Tot Rev per Cap: \$ 20.64  
 Tot Inc per Cap: \$ .30  
 Profit Margin: 1.5 %  
 Retail \$: 8.4 Bil (# 18)  
 Retail Sales %: .346

12+ METRO 1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	80	80	79		
1. WRHC 402/14.1	9.4	10.6	9.5	7.5	1. WRHC 402	1. WHYI-F 4832/15.9
2. WINZ-F 201/ 7.0	6.4	1.1	4.3	4.6	2. WLYF-F 317	2. WINZ-F 4334/19.6
3. WEDR-F 187/ 6.5	5.3	4.3	5.4	5.3	3. WHYI-F 280	3. WINZ 3837/12.6
4. WCMQ-F 182/ 6.4	5.3	3.9	4.8	3.4	4. WINZ-F 256	4. WLYF-F 3596/ 7.1
5. WQBA 181/ 6.3	7.6	5.5	7.9	10.8	5. WINZ 229	5. WIOD 3338/11.5
6. WCMQ 161/ 5.6	3.3	3.9	1.7	3.2	WNWS 229	6. WNWS 2999/ 9.4
7. WHYI-F 146/ 5.1	6.3	6.8	7.2	4.4	7. WEDR-F 190	7. WAXY-F 2794/ 7.4
8. WINZ 120/ 4.2	3.9	4.4	4.6	4.1	8. WSHE-F 189	8. WSHE-F 2509/ 6.7
9. WNWS 111/ 3.9	6.8	5.0	3.6	3.2	9. WQBA 186	9. WAIA-F 2187/ 5.8
10. WYOR-F 106/ 3.7	3.2	4.8	5.2	3.6	10. WCMQ-F 183	10. WQAM 1967/ 6.3
11. WIOD 97/ 3.4	2.8	2.9	3.0	5.0	11. WIOD 178	11. WKQS-F 1810/ 2.9
12. WLYF-F 88/ 3.1	2.9	2.2	3.3	4.6	12. WAXY-F 163	12. WEDR-F 1787/11.0
13. WSHE-F 85/ 3.0	2.8	2.4	1.8	2.4	13. WCMQ 161	13. WQBA 1772/11.2
14. WHTT 70/ 2.5	3.7	2.3	3.4	1.7	14. WAIA-F 143	14. WYOR-F 1747/ 7.5
15. WAXY-F 60/ 2.1	2.3	2.2	2.3	2.0	WKQS-F 143	15. WCKO-F 1746/ 3.6

12+ FM SHARE (METRO): 49.06% (1361 of 2774) (C/N 80: 48.57%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHYI-F	1. WEDR-F	1. WCMQ-F	1. WRHC	1. WRHC	1. WINZ
2. WINZ-F	2. WINZ-F	2. WEDR-F	2. WCMQ-F	2. WCMQ	2. WRHC
3. WEDR-F	3. WCMQ-F	3. WINZ-F	3. WCMQ	3. WQBA	3. WQBA
4. WSHE-F	WHYI-F	4. WCMQ	4. WQBA	4. WCMQ-F	4. WHYI-F
5. WCKO-F	5. WSHE-F	5. WRHC	5. WEDR-F	5. WHTT	5. WLYF-F

FORMATS

	AM	FM	TOTAL	%
SPANISH	846 (5)	239 (2)	1085 (7)	39.1
ROCK/AOR/CONTEMP		572 (6)	572 (6)	20.6
BTFL MUSIC		229 (3)	229 (3)	8.3
NEWS/TALK	231 (2)		231 (2)	8.3
BLACK/URBAN	37 (1)	187 (1)	224 (2)	8.1
MOR/AC	137 (2)	58 (1)	195 (3)	7.0
BIG BAND	108 (3)		108 (3)	3.9
COUNTRY	54 (1)	29 (1)	83 (2)	3.0
CLASSICAL		47 (1)	47 (1)	1.7
			2774 (29)	

MIAMI ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. WRHC	1. WINZ-F	1. WEDR-F	WAIA-F	97.3 2.0
2. WLYF-F	2. WHYI-F	2. WRHC	WGBS	710 1.4
3. WINZ-F	3. WINZ	3. WCMQ-F	WKAT	1360 1.5
4. WHYI-F	4. WLYF-F	4. WQBA	WMBM	1490 1.3
5. WNWS	5. WIOD	5. WHYI-F	WOCN	1450 1.1
6. WINZ	6. WNWS-F	6. WINZ-F	WQAM	560 1.9
7. WEDR-F	7. WAXY-F	7. WINZ	WQBA-F	107.5 2.0
8. WQBA	8. WSHE-F	8. WNWS	WTMI-F	93.1 1.6
WCMQ-F	9. WAIA-F	9. WCMQ	WVCG	1080 Coral Gables 1.9
10. WSHE-F	10. WEDR-F	10. WLYF-F	WWWL-F	93.9 1.9
11. WCMQ	11. WQBA		WCKO-F	102.7 Pompano Beach .9
12. WIOD	12. WQAM		WLQY	1320 Hollywood .4
13. WAXY-F	13. WYOR-F		WWJF-F	106.7 Ft. Lauder 1.2
14. WYOR-F	14. WKQS-F		WKQS-F	99.9 Boca Raton 1.0
15. WKQS-F	15. WWWL-F			

ADI FM SHARE: 53.32% (2267 of 4252) (O/N 80: 53.08%)

AM STATIONS

WCMQ, 1220, 1 KW (DAYS)	, SPANISH	, \$ 75.15 (MMR)	
WHTT, 1260, 5 KW (DA-2)	, SPANISH CONTEMP	, \$ 41.50 (Mc-Guild)	Metroplex
WINZ, 940, 50 KW/10 KW (DA-2)	, NEWS	CBS, MBS, \$ 95.00 (Katz)	Guy Gannett
WIOD, 610, 10 KW (DA-2)	, MOR/AC	ABC-I, MBS, \$ 53.25* (Christal)	Cox
WNWS, 790, 5 KW (DA-2)	, NEWS	, \$ 61.00 (Howard)	Sudbrink
WQAM, 560, 5 KW/1 KW	, COUNTRY	NBC, \$102.50 (Blair)	Storz
WQBA, 1140, 10 KW/5 KW (DA-2)	, SPANISH	, \$112.50 (Eastman)	Susquehanna
WRHC, 1550, 10 KW (DAYS, DA)	, SPANISH NEWS/TALK	, \$115.00* (P/W)	

FM STATIONS

WAIA-F, 97.3, 98 KW @ 790, AC/SOFT	ABC-C, \$ 55.00* (Christal)	Cox
WCMQ-F, 92.1, 3 KW @ 300, SPANISH	, \$ 75.15 (MMR)	
WEDR-F, 99.1, 70 KW @ 175, BLACK	NBN, \$ 50.00* (Stars)	
WINZ-F, 94.9, 100 KW @ 650, ROCK	, \$120.00 (Katz)	Guy Gannett
WLYF-F, 101.5, 100 KW @ 813, BTFL MUS (Schulke)	, \$ 75.00* (CBS Spot)	Jeff-Pilot
WWWL-F, 93.9, 100 KW @ 650, SOFT ROCK	Source, \$ 42.50* (Masla)	
WYOR-F, 105.1, 100 KW @ 650, BTFL MUS (Master)	, \$ 58.00* (Torbet)	Insilco
WAXY-F, 105.9, 100 KW @ 1049, CONTEMP/OLDIES	RKO, \$ 91.75* (RKO)	RKO
WCKO-F, 102.7, 100 KW @ 345, AOR	, \$ 47.50* (Lotus)	
WHYI-F, 100.7, 100 KW @ 1000, ROCK	, \$112.50* (Mc-Guild)	Metroplex
WSHE-F, 103.5, 100 KW @ 600, AOR (Burk-Abr)	ABC-F, \$ 55.00* (Selcom)	
WKQS-F, 99.9, 100 KW @ 930, COUNTRY	, \$ 55.00* (Roslin)	Sunshine Wirel

TV STATIONS

WCIX Miami 6	IND, GCC	WLTV Miami 23	IND, Spanish Int
WCKT Miami 7	NBC	WPLG Miami 10	ABC, Post-Newsweek
WHFT Miami 45	IND, Trinity	WTVJ Miami 4	CBS, Wometco
		WKID Ft. Lau 51	IND

NEWSPAPERS

Miami Herald	M	354,578, Knight-Ridder
Ft. Lauderdale News	E	102,022, Chi Tri
Miami News	E	61,380, Cox
Ft. Lauderdale Sun-Sent	M	58,676, Chi Tri

MILWAUKEE

Market # 27; ADI # 28  
 Revenue Rank # 23  
 Income Rank # 14  
 APR 15.7  
 SMSA Pop: 1,408,100  
 CSI: 12.3 Bil (# 25)

Revenue : \$22,909,235  
 Income : \$ 2,395,405  
 % Rev Gain: +26.7  
 Stations: 29/27  
 Diaries: 1415/995:1  
 CSI HH: 24.5 M (# 33)  
 Standard Error: .505

National Rev: \$5,217,847  
 Nat Rev per Cap: \$3.71  
 Tot Rev per Cap: \$16.27  
 Tot Inc per Cap: \$1.70  
 Profit Margin: 10.5%  
 Retail \$: 5.9 Bil (# 31)  
 Retail Sales %: .354

12+ METRO	1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
		81	80	80	79						
1. WTMJ	200/9.8	10.7	12.3	15.0	15.3	1. WTMJ	240	1. WTMJ	4179/25.8		
2. WEZW-F	191/9.4	11.4	11.8	12.0	10.3	2. WEZW-F	225	2. WISN	3662/23.8		
3. WBCS-F	187/9.2	8.3	8.2	8.7	7.1	3. WBCS-F	208	3. WEZW-F	2713/17.6		
4. WISN	165/8.1	10.1	11.0	10.3	10.7	4. WISN	189	4. WBCS-F	2562/17.7		
5. WZUU-F	134/6.6	5.3	4.8	4.0	5.1	5. WLPX-F	148	5. WLPX-F	2493/16.2		
6. WLPX-F	118/5.8	6.3	6.0	7.2	8.1	WZUU-F	148	6. WZUU-F	2463/17.0		
7. WQFM-F	111/5.5	6.0	4.3	3.7	4.4	7. WQFM-F	136	7. WOKY	2029/12.9		
8. WLUM-F	81/4.0	2.6	3.2	2.7	1.8	8. WMAQ	89	8. WQFM-F	1996/13.1		
9. WMYX-F	78/3.8	3.6	1.5	1.3	.6	9. WLUM-F	81	9. WKTI-F	1839/12.6		
10. WKTI-F	70/3.4	3.9	2.5	3.3	3.8	10. WKTI-F	80	10. WMAQ	1627/ 4.7		
11. WFMR-F	58/2.9	2.3	5.0	2.9	2.3	WMYX-F	80	11. WMYX-F	1611/11.6		
12. WEMP	57/2.8	.9	.7	1.2	1.5	12. WOKY	61	12. WRKR-F	1301/ 7.9		

12+ FM SHARE (METRO): 60.51% (1149 of 1899) (O/N 80: 55.11%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WLPX-F	1. WZUU-F	1. WBCS-F	1. WBCS-F	1. WEZW-F	1. WTMJ
2. WQFM-F	2. WLPX-F	2. WZUU-F	2. WISN	2. WTMJ	2. WISN
3. WKTI-F	WQFM-F	3. WISN	3. WEZW-F	3. WBCS-F	3. WZUU-F+
4. WLUM-F	4. WBCS-F	4. WLPX-F	4. WZUU-F	4. WISN	4. WBCS-F
WRKR-F	5. WISN	5. WQFM-F	5. WTMJ		5. WEZW-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	105 (3)	467 (5)	572 (8)	30.1
MOR/AC	413 (5)	78 (1)	491 (6)	25.9
BTFL MUSIC	57 (1)	263 (3)	320 (4)	16.9
COUNTRY	68 (2)	187 (1)	255 (3)	13.4
BLACK/URBAN	41 (2)	81 (1)	122 (3)	6.4
CLASSICAL		58 (1)	58 (1)	3.1
NEWS/TALK	48 (2)		48 (2)	2.5
ETHNIC	3 (1)	15 (1)	18 (2)	0.9
RELIGION	15 (1)		15 (1)	0.8
			1899 (30)	

MILWAUKEE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE			
1. WTMJ	1. WTMJ	1. WTMJ	WAWA	1590	West Allis	1.0
2. WEZW-F	2. WISN	2. WBCS-F	WBKV	1470	West Bend	.6
3. WBCS-F	3. WEZW-F	3. WLUM-F	WBKV-F	92.5	West Bend	1.5
4. WISN	4. WBCS-F	4. WEZW-F	WMKE	1340		2.0
5. WZUU-F	5. WZUU-F	5. WISN	WNOV	860		1.0
			WOKY	920		2.7
6. WLPX-F	6. WLPX-F	6. WZUU-F	WRJN	1400	Racine	1.2
7. WQFM-F	7. WQFM-F	7. WOKY	WRKR-F	100.7	Racine	1.7
8. WLUM-F	8. WOKY	8. WMYX-F	WTKM-F+	104.9	Hartford	.8
9. WKTI-F	9. WKTI-F	9. WLPX-F	WXJY-F	98.3	Menominee Falls	2.0
WMYX-F	10. WMYX-F	10. WQFM-F	WYLO	540	Jackson	.7
			WZUU	1290		2.0
11. WMAQ	11. WMAQ					
12. WOKY	12. WRKR-F		WBBM	780	Chicago	1.0
13. WFMR-F	13. WLUM-F		WGN	720	Chicago	.6
14. WEMP	14. WFMR-F		WIND	560	Chicago	1.3
15. WXJY-F	15. WZUU		WLS	890	Chicago	.5
			WMAQ	670	Chicago	1.4

ADI FM SHARE: 58.81% (1339 of 2277) (O/N 80: 54.81%)

AM STATIONS

WEMP, 1250, 5 KW (DA-2)	, BTFM/MOR (Schulke II)	, \$ 30.00	(Blair)	LIN
WISN, 1130, 50 KW/10 KW (DA-N)	, AC/MOR	ABC-I, \$ 92.50	(Katz)	Hearst
WMKE, 1340, 1 KW/250 W	, COUNTRY	CBS, \$ 34.31	(Torbet)	Great Trails
WOKY, 920, 5 KW/1 KW (DA-2)	, CONTEMP**	, \$ 59.50	(?)	Charter
WTMJ, 620, 5 KW (DA-N)	, MOR	NBC, \$110.63	(Christal)	Milw Journal
WZUU, 1290, 5 KW (DA-2)	, OLDIES	Source, \$ 30.00	(Eastman)	Malrite

FM STATIONS

WBCS-F, 102.9, 50 KW @ 440	, COUNTRY	CBS, \$ 91.50	(Torbet)	Great Trails
WEZW-F, 103.7, 20 KW @ 840	, BTFM MUS (Schulke)	, \$ 75.25	(M-Guild)	Multimedia
WFMR-F, 96.5, 50 KW @ 387	, CLASSICAL	, \$ 35.00	(Roslin)	
WKTI-F, 94.5, 16 KW @ 911	, ROCK	ABC-C, \$ 29.00	(Christal)	Milw Journal
WLPX-F, 97.3, 12 KW @ 920	, AOR (Burk-Abr)	, \$ 72.50	(Katz)	Hearst
WLUM-F, 102.1, 50 KW @ 360	, BLACK	, \$ 35.00	(Howard)	
WMYX-F, 99.1, 50 KW @ 486	, AC/CONTEMP	, \$ 40.00*	(Blair)	LIN
WQFM-F, 93.3, 14 KW @ 940	, AOR	, \$ 40.00*	(Selcom)	Shamrock Comm
WRKR-F, 100.7, 50 KW @ 500	, ROCK	ABC-C, \$ 32.25	(----)	Bdcast Mng (RACINE)
WXJY-F, 98.3, 3 KW @ 280	, BTFM MUS (FM-100)	, \$ 20.00*	(P/W)	Darrell Peters
WZUU-F, 95.7, 34 KW @ 610	, CONTEMP	, \$ 55.00	(Eastman)	Malrite

\*\* WOKY has recently changed format to Nostalgia

TV STATIONS

WISN Milwaukee	12	ABC, Hearst
WITI Milwaukee	6	CBS, Storer
WTMJ Milwaukee	4	NBC, Milwaukee Journal
WVTV Milwaukee	18	IND, Gaylord

NEWSPAPERS

Milwaukee Journal	M	163,224
Milwaukee Sentinel	E	323,932
Racine Journal Times	E	39,016, Lee



MINNEAPOLIS-ST. PAUL

Market # 15; ADI # 13  
 Revenue Rank # 13  
 Income Rank # 5  
 APR 17.0  
 SMSA Pop: 2,099,200  
 CSI: 18.9 Bil (# 15)

Revenue : \$34,309,321  
 Income : \$ 8,239,043  
 % Rev Gain: +11.1  
 Stations: 20/33  
 Diaries: 1666/1260  
 CSI HH: 25.5 M (# 22)  
 Standard Error: .484

National Rev: \$7,718,396  
 Nat Rev per Cap: \$3.68  
 Tot Rev per Cap: \$16.34  
 Tot Inc per Cap: \$3.92  
 Profit Margin: 24.0%  
 Retail \$: 10.2 Bil (# 13)  
 Retail Sales %: .288

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WCCO	683/22.9	20.2	24.5	22.5	22.4	1. WCCO	981	12173/45.8
2. KSTP-F	443/14.8	12.4	10.1	9.5	10.4	2. KSTP-F	541	6369/29.3
3. KQRS-F+	203/ 6.8	6.4	5.5	8.5	10.0	3. WDGY	268	4474/18.3
4. KDWB-F	196/ 6.6	6.3	5.7	2.8	2.6	4. KQRS-F+	249	4057/18.2
5. WDGY	192/ 6.4	7.1	5.3	7.1	6.6	5. KDWB-F	235	3756/17.4
6. WCCO-F	130/ 4.4	3.8	4.3	4.4	4.9	6. WCCO-F	163	3525/15.5
7. KEEY-F	126/ 4.2	5.9	6.0	4.3	7.1	7. WAYL-F	158	2841/14.3
8. WLOL-F	125/ 4.2	4.4	5.8	4.9	1.9	8. KEEY-F	156	2834/12.7
9. WAYL-F	122/ 4.1	4.8	4.5	4.9	4.9	9. WLOL-F	133	2831/13.5
10. KSTP	98/ 3.3	3.5	3.2	4.5	4.2	10. KSTP	110	2413/11.5
11. WWTC	75/ 2.5	3.2	3.5	3.9	2.6	11. KDWB	85	2359/11.3
12. KDWB	53/ 1.8	2.6	3.0	3.7	3.5	12. WWTC	80	1683/ 8.7

12+ FM SHARE (METRO): 53.82% (1445 of 2685) (O/N 80: 50.15%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KDWB-F	1. KSTP-F	1. KSTP-F	1. WCCO	1. WCCO	1. WCCO
2. KSTP-F	2. KQRS-F+	2. WCCO	2. KSTP-F	2. WDGY	2. KSTP-F
3. KQRS-F+	3. WCCO	3. KQRS-F+	3. WDGY	3. KSTP-F	3. WDGY
4. WLOL-F	4. KDWB-F	4. WDGY	4. WCCO-F	4. WAYL-F	4. KQRS-F+
5. KDWB	5. WCCO-F	5. KDWB-F	5. KQRS-F+	5. KEEY-F	5. KCCO-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	77 (2)	630 (4)	707 (6)	26.3
TALK/VARIETY	683 (1)		683 (1)	25.4
MOR/AC	209 (4)	443 (1)	652 (5)	24.3
BTFL MUSIC	48 (1)	248 (2)	296 (3)	11.0
COUNTRY	192 (1)	100 (2)	292 (3)	10.9
BIG BAND	31 (1)		31 (1)	1.2
BLACK/JAZZ		24 (1)	24 (1)	0.9
			2685 (20)	

MINNEAPOLIS-ST. PAUL ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. WCCO	1. WCCO	1. WCCO	KEYEY 1400	.3
2. KSTP-F	2. KSTP-F	2. KSTP-F	WJJO-F 104.1	1.8
3. WDGY	3. WDGY	3. WDGY	KRSI 950	1.0
4. KDWB-F	4. KQRS-F+	4. KDWB-F	KTCR-F 97.1	1.6
5. KQRS-F+	5. KDWB-F	5. KQRS-F+	KTWN-F 107.9 Anoka	.8
6. WCCO-F	6. WCCO-F	6. WCCO-F	WAYL 980	1.6
7. WAYL-F	7. WLLOL-F	7. WAYL-F	WMIN 1010 Maplewood	.9
8. KEYEY-F	8. KDWB	8. WLLOL-F		
9. WLLOL-F	9. KSTP	9. KEYEY-F		
10. KSTP	10. KEYEY-F	KJJO-F		
11. WWTC	11. WAYL-F			
12. KDWB	12. WWTC			
13. KNUJ	13. KJJO-F			
14. KJJO-F	14. WAYL			
15. KTCR-F	15. KTCR-F			

ADI FM SHARE: 50.83% (1869 of 3677) (O/N 80: 50.37%)

AM STATIONS

KDWB, 630, 5 KW/500 W (DA-2), ROCK	, \$ 84.38 (Mc-Guild) Doubleday
KSTP, 1500, 50 KW (DA-N) , AC	ABC-I, \$ 52.50 (Christal) Hubbard
WCCO, 830, 50 KW , TALK/VARIETY/MOR	CBS, \$215.00 (CBS Spot)
WDGY, 1130, 50 KW/25 KW (DA-2), COUNTRY	NBC, \$109.38 (Blair) Storz
WWTC, 1280, 5 KW (DA-N) , OLDIES	MBS, \$ 39.13 (Masla)
KNUJ, 860, 1 KW , MOR	, \$ 16.00 (PRO) (NEW ULM)

FM STATIONS

KDWB-F, 101.3, 100 KW @ 822, AOR	, \$ 84.38 (Mc-Guild) Doubleday
KEYEY-F, 102.1, 100 KW @ 822, BTFL MUS (Bonne)	, \$ 59.50* (Katz) Malrite
KJJO-F, 104.1, 53 KW @ 260, COUNTRY	ABC-E, \$ 35.00* (HNW) Park
KQRS-F+, 92.5, 50 KW @ 822, AOR (Burk-Abr)	Source, \$107.50 (Torbet) McKenna
KSTP-F, 94.5, 100 KW @ 1250, AC/CONTEMP	, \$145.00* (Christal) Hubbard
KTCR-F, 97.1, 50 KW @ 150, COUNTRY (TM)	, \$ 25.00* (Roslin)
WAYL-F, 93.7, 100 KW @ 822, BTFL MUS	, \$ 50.63 (MMR) Entercom
WCCO-F, 102.9, 100 KW @ 1304, ROCK	, \$ 50.13 (Eastman)
WLLOL-F, 99.5, 100 KW @ 844, CONTEMP	RKO, \$ 49.00* (Selcom) Liggett

TV STATIONS

KMSP	Minneapolis	9	IND, 20th Century Fox
KSTP	Minneapolis	5	ABC, Hubbard
WCCO	Minneapolis	4	CBS
WTCN	Minneapolis	11	NBC, Metromedia

NEWSPAPERS

Minneapolis Star	E	206,700
Minneapolis Tribune	M	230,815
St. Paul Dispatch	E	114,858, Knight-Ridder
St. Paul Pioneer Press	M	100,672, Knight-Ridder

MOBILE

Market # 91  
 Revenue Rank # 93  
 Income Rank # 139  
 APR 14.3  
 SMSA Pop: 463,900  
 CSI: 2.9 Bil (# 102)

Revenue: \$5,624,906  
 Income : \$ 131,512  
 % Rev Gain: +13.4  
 Stations: 15/16  
 Diaries: 728/637:1  
 CSI HH: 19.1 M (# 255)  
 Standard Error: .743

National Rev: \$1,401,733  
 Nat Rev per Cap: \$3.02  
 Tot Rev per Cap: \$12.12  
 Tot Inc per Cap: \$ .28  
 Profit Margin: 2.3%  
 Retail \$: 1.7 Bil (# 104)  
 Retail Sales %: .278

12+ METRO	1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
		81	80	80	79						
1. WKSJ-F	100/19.3	23.8	20.1	15.5	8.8	1. WKRG-F	134	1. WKRG-F	1872/28.0		
2. WABB-F	71/13.7	14.7	11.5	13.3	16.8	2. WKSJ-F	132	2. WABB-F	1684/29.9		
3. WBLX-F	62/12.0	9.6	9.0	8.4	7.4	3. WABB-F	101	3. WKSJ-F	1536/31.0		
4. WKRG-F	59/11.4	13.0	13.3	17.2	15.8	4. WBLX-F	67	4. WBLX-F	911/21.9		
5. WKRG	39/ 7.5	7.0	10.5	10.0	10.6	5. WTKX-F	64	5. WKRG	666/18.5		
6. WGOK	38/ 7.4	6.4	10.9	6.5	6.9	6. WKRG	39	6. WTKX-F	619/ 2.0		
7. WLPR-F	35/ 6.8	6.2	6.1	6.3	7.6	7. WGOK	38	7. WLPR-F	486/12.0		
8. WUNI	17/ 3.3	2.8	1.0	2.0	4.2	8. WLPR-F	36	8. WGOK	483/13.4		
9. WABB	11/ 2.1	3.0	3.5	4.1	5.1	9. WUNI	18	9. WUNI	393/10.6		
WKSJ	11/ 2.1	.9	2.0	3.5	1.2	10. WKSJ	12	10. WABB	372/ 9.9		

12+ FM SHARE (METRO): 71.76% (343 of 478) (O/N 80: 63.97%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA	AMD
1. WKRG-F	1. WABB-F	1. WKSJ-F	1. WKSJ-F	1. WKSJ-F	1. WKSJ-F	
2. WBLX-F	2. WKSJ-F	2. WABB-F	2. WABB-F	2. WLPR-F	2. WKRG-F	
3. WABB-F	3. WBLX-F	3. WBLX-F	3. WBLX-F	3. WKRG	3. WABB-F+	
4. WGOK	4. WKRG-F	4. WKRG-F	4. WKRG-F		4. WKRG	

OTHER RATED STATIONS/METRO SHARE

WHSP-F	92.1	Fairhope	.8	WMOO	1550	2.1
WJQY-F	98.3		1.7	WTKX-F	101.5	Pensacola .6
WMOB	840		1.5			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	11 (1)	133 (3)	144 (4)	30.1
COUNTRY	28 (2)	100 (1)	128 (3)	26.8
BLACK	38 (1)	62 (1)	100 (2)	20.9
MOR/AC	47 (2)		47 (2)	9.8
BTFL MUSIC		44 (2)	44 (2)	9.2
RELIGION	11 (1)	4 (1)	15 (2)	3.1
			478 (15)	

RADIO STATIONS

WABB, 1480, 5 KW (DA-N)	, CONTEMP	ABC-C, \$38.48	(Eastman)
WGOK, 900, 1 KW (DAYS)	, BLACK	SBN,NBN, \$15.00	(Savalli)
WKRG, 710, 1 KW/500 W (DA-N)	, MOR	CBS,MES, \$23.75	(Masla)
WKSJ, 1270, 5 KW	, COUNTRY	ABC-E, \$15.00*	(Blair) Capitol
WUNI, 1410, 5 KW (DA-N)	, COUNTRY	NBC, \$17.25	(Lotus) Kirk
WABB-F, 97.5, 100 KW @ 1050,	ROCK	ABC-C, \$38.48	(Eastman)
WBLX-F, 92.9, 63 KW @ 470,	BLACK	RKO, \$29.00	(Howard) Beasley
WKRG-F, 99.9, 100 KW @ 850,	ROCK	, \$42.75	(Masla)
WKSJ-F, 94.9, 100 KW @ 410,	COUNTRY	ABC-E, \$35.00	(Blair) Capitol
WLPR-F, 96.1, 40 KW @ 444,	BTFL MUS (TM)	, \$17.00	(---)
WTKX-F, 101.5, 100 KW @ 490,	AOR	MBS, \$24.00	(Howard) (PENSACOLA)

TV STATIONS

WALA	Mobile	10	NBC, Detroit News
WEAR	Pensacola	3	ABC, Rollins
WKRG	Mobile	5	CBS

NEWSPAPERS Mobile Press E 53,616, Newhouse Mobile Reg M 50,174, Newhouse

MODESTO

Market # 143  
 Revenue Rank # 99  
 Income Rank # 276  
 APR 15.4  
 SMSA Pop: 271,500  
 CSI: 2.0 Bil (# 136)

Revenue : \$ 5,278,915  
 Income : \$ -114,710  
 % Rev Gain: 83.8  
 Stations: 23/10  
 Diaries: 683/398:1  
 CSI HH: 20.9 M (# 170)  
 Standard Error: .733

National Rev: \$ 2,435,923  
 Nat Rev per Cap: \$ 8.97  
 Tot Rev per Cap: \$ 19.44  
 Tot Inc per Cap: \$ -4.2  
 Profit Margin: —  
 Retail \$: 1.2 Bil (# 147)  
 Retail Sales %: .261

12+ METRO 1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KBEE-F 53/15.1	10.3	10.5	1. KHOP-F 66	1. KHOP-F 940/15.7
2. KOSO-F 35/10.0	8.8	6.2	2. KBEE-F 65	2. KOSO-F 908/20.8
3. KHOP-F 28/ 8.0	8.3	6.9	3. KRAK 61	3. KNBR 900/15.1
4. KTRB 23/ 6.6	5.9	8.0	4. KNBR 59	4. KCBS 839/12.7
5. KNBR 19/ 5.4	4.4	5.8	KOSO-F 59	5. KRAK 711/ 8.6
6. KFIV-F 18/ 5.1	8.3	7.2	6. KFYE-F 56	6. KFYE-F 653/ 8.8
KCEY 18/ 5.1	5.0	5.8	7. KCBS 43	7. KBEE-F 591/20.1
8. KCBS 15/ 4.3	5.6	6.9	8. KMYT-F 38	8. KTRB 561/15.5
KMYT-F 15/ 4.3	4.4	5.8	9. KTRB 32	9. KFRC 537/ 8.5
10. KRAK 12/ 3.4	5.0	3.3	10. KCEY 30	10. KCEY 463/12.4

12+ FM SHARE (METRO): 60.43% (197 of 326) (FAL 80: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KHOP-F	1. KOSO-F	1. KBEE-F	1. KBEE-F	1. KBEE-F	1. KNBR
KOSO-F	2. KFIV-F	2. KOSO-F	2. KOSO-F	2. KCEY	2. KRAK
	KHOP-F	3. KHOP-F	3. KNBR	3. KTRB	3. KFYE-F

OTHER RATED STATIONS/METRO SHARE

KBEE 970	1.7	KFYE-F 93.7	Fresno	2.9
KFIV 1360	2.3	KGO 810	San Francisco	.9
KLOC 920	Ceres 3.1	KMEL-F 106.1	San Francisco	.6
KMIX-F 98.3	Turlock 2.3	KQKK-F 96.7	Manteca	2.3
KAMB-F 101.5	Merced 3.1	KSTN-F 107.3	Stockton	2.0
KFBK 1530	Sacramento 1.1	KWGF-F 100.9	Tracy	.6
KFRC 610	San Francisco 2.0			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	15 (2)	95 (6)	110 (8)	34.1
BTFL MUSIC	6 (1)	68 (2)	74 (3)	22.9
COUNTRY	53 (3)	16 (2)	69 (5)	21.4
NEWS/TALK	22 (3)		22 (3)	6.8
MOR/AC	19 (1)		19 (1)	5.9
SPANISH	11 (1)	7 (1)	18 (2)	5.6
RELIGION	11 (1)		11 (1)	3.4

323 (23)

RADIO STATIONS

KCEY, 1390, 5 KW (DA-2)	COUNTRY	ABC-E, \$18.00	(Christal)	Behan
KTRB, 860, 10 KW/1 KW (DA-2)	COUNTRY	MBS, \$23.45	(Torbet)	
KBEE-F, 103.3, 11 KW @ 150,	BTFL MUS (Bonne)	\$13.83	(Katz)	McClatchy
KFIV-F, 102.3, 3 KW @ 300,	CONTEMP	\$29.75	(Mc-Guild)	
KHOP-F, 104.1, 50 KW @ 499,	ROCK (Drake-Chen)	ABC-C, \$16.45	(Torbet)	
KOSO-F, 93.1, 3 KW @ 3300,	ROCK	ABC-I, \$20.00	(Selcom)	Space Com
KMYT-F, 97.5, 50 KW @ 493,	BTFL MUS	\$11.50	(Torbet)	(MERCED)

OTHER STATIONS - SEE SAN FRANCISCO, FRESNO AND STOCKTON

TV, NEWSPAPER AND ADI - SEE SACRAMENTO

NASHVILLE

Market # 51; ADI # 30  
 Revenue Rank # 37  
 Income Rank # 371  
 APR 14.5  
 SMSA Pop: 819,200  
 CSI: 6.2 Bil (# 52)

Revenue : \$14,626,148  
 Income : \$-1,137,273  
 % Rev Gain: +10.2  
 Stations: 21/31  
 Diaries: 1159/707:1  
 CSI HH: 20.9 M (# 173)  
 Standard Error: .563

National Rev: \$4,733,088  
 Nat Rev per Cap: \$5.78  
 Tot Rev per Cap: \$17.85  
 Tot Inc per Cap: \$-1.39  
 Profit Margin: ---  
 Retail \$: 3.8 Bil (# 44)  
 Retail Sales %: .304

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WWKX-F	135/12.9	8.2	8.3	6.0	6.8	1. WWKX-F 258	1. WWKX-F 3198/23.5	
2. WKDF-F	132/12.6	11.9	7.3	5.2	4.6	2. WKDF-F 200	2. WSM 2886/21.1	
3. WZEZ-F	110/10.5	8.2	11.5	9.9	11.5	3. WSIX-F 137	3. WKDF-F 2191/20.5	
4. WSIX-F	97/ 9.3	9.4	11.0	9.9	6.9	4. WZEZ-F 128	4. WSIX-F 1782/15.2	
5. WVOL	70/ 6.7	7.8	9.0	10.6	6.3	5. WSM 117	5. WZEZ-F 1657/18.2	
6. WLAC	65/ 6.2	5.6	4.5	6.1	7.9	6. WLAC 71	6. WSM-F 1430/13.7	
7. WSM	59/ 6.5	6.3	8.5	7.8	10.4	7. WVOL 70	7. WLAC 1255/15.2	
8. WSIX	51/ 4.9	3.9	3.4	4.2	5.1	8. WSM-F 61	8. WSIX 1151/15.0	
WSM-F	51/ 4.9	9.4	6.5	6.0	5.8	9. WSIX 52	9. WVOL 866/12.0	
10. WAMB	32/ 3.1	2.9	2.8	1.7	5.5	10. WUSW-F 43	10. WMAK-F 712/ 9.9	

12+ FM SHARE (METRO): 64.90% (636 of 980) (O/N 80: 58.33%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WWKX-F	1. WKDF-F	1. WKDF-F	1. WSIX-F	1. WZEZ-F	1. WWKX-F
2. WKDF-F	2. WWKX-F	WKDF-F	2. WZEZ-F	2. WSIX-F	2. WSM
3. WVOL	3. WVOL	3. WSIX-F	3. WWKX-F	3. WSM	3. WKDF-F
	4. WSM-F	4. WVOL	4. WKDF-F	4. WAMB	4. WSIX-F
	5. WKOS-F	5. WZEZ-F	5. WSM	5. WLAC	5. WZEZ-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	16 (1)	321 (4)	337 (5)	35.5
COUNTRY	103 (5)	93 (3)	196 (8)	20.6
MOR/AC	58 (2)	82 (2)	140 (4)	14.7
BTFL MUSIC		110 (1)	110 (1)	11.6
BLACK	70 (1)		70 (1)	7.4
NEWS/TALK	65 (1)		65 (1)	6.8
BIG BAND	32 (1)		32 (1)	3.4
			950 (21)	

NASHVILLE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WWKX-F	1. WWKX-F	1. WVOL	WCOR	900	Lebanon .7
2. WKDF-F	2. WSM	2. WKDF-F	WDBL-F+	94.3	Springfield .6
3. WSIX-F	3. WKDF-F	3. WWKX-F	WJRB	1430	Madison 1.8
4. WZEZ-F	4. WSIX-F	4. WSIX-F	WJYN-F	105.9	3.0
5. WSM	5. WZEZ-F	5. WZEZ-F	WKDA	1240	1.0
6. WLAC	6. WSM-F	6. WLAC	WKOS-F	96.3	Murfreesboro 2.7
7. WVOL	7. WLAC	WSM	WMAK	1300	1.5
8. WSM-F	8. WSIX	8. WSIX	WMAK-F	92.1	Hendersonville 2.5
9. WBGY-F	9. WVOL	9. WSM-F	WMTS	810	Murfreesboro 1.0
10. WSIX	10. WMAK-F	10. WMAK-F	WUSW-F	107.3	Lebanon 2.2
11. WABD	11. WKOS-F				
12. WYCQ-F	12. WBGY-F				
WUSW-F	13. WJYN-F				
14. WJYN-F	14. WAKQ-F				
WAMB	15. WUSW-F				

ADI FM SHARE: 63.88% (1291 of 2021) (O/N 80: 62.89%)

AM STATIONS

WAMB, 1170, 25 KW (DAYS)	, BIG BAND/NOST (Al Ham)	MBS, \$25.00* (----)
WLAC, 1510, 50 KW (DA-N)	, NEWS/TALK	, \$48.00 (Blair) Sudbrink
WSIX, 980, 5 KW (DA-N)	, AC	CBS, \$88.75* (Katz) GE
WSM, 650, 50 KW	, COUNTRY	NBC, \$83.12* (Christal)
WVOL, 1470, 5 KW/1 KW (DA-N)	, BLACK	NBN, \$44.00 (Howard)
WABD, 1370, 1 KW (DAYS)	, BLACK	ABC-C, \$ 6.00 (----) (FORT CAMPBELL, KY)

FM STATIONS

WJYN-F, 105.9, 100 KW @ 410, AC (Schulke II)	, \$32.00 (Blair) Sudbrink
WKDF-F, 103.3, 100 KW @ 550, AOR	ABC-E, \$45.00* (Torbet) Dick
WKOS-F, 96.3, 20 KW @ 170, CONTEMP	MBS, \$ 9.00 (Midsouth) (MURFREESBORO)
WMAK-F, 92.1, 3 KW @ 300, CONTEMP	ABC-C, \$20.00* (----) Mooney
WSIX-F, 97.9, 100 KW @ 1145, COUNTRY	ABC-E, MBS, \$88.75* (Katz) GE
WSM-F, 95.5, 100 KW @ 1280, SOFT ROCK	ABC-F, \$83.12* (Christal)
WUSW-F, 107.3, 100 KW @ 730, COUNTRY	, \$12.00 (----) (LEBANON)
WWKX-F, 104.5, 100 KW @ 1050, ROCK	RKO, \$50.00* (Masla)
WZEZ-F, 92.9, 100 KW @ 547, BTFL MUS (Bonne)	, \$45.00* (Selcom) South Central
WBGY-F, 93.3, 100 KW @ 750, ROCK	, \$12.00 (----) (TULLAHOMA)
WYCQ-F, 102.9, 100 KW @ 510, COUNTRY	ABC-E, \$ 6.00 (----) (SHELBYVILLE)

TV STATIONS

WNGE	Nashville	2	ABC, General Electric
WSM	Nashville	4	NBC
WTVF	Nashville	5	CBS
WZTV	Nashville	17	IND, Multimedia
WBKO	Bowling Green	13	ABC, Bluegrass

NEWSPAPERS

Nashville Banner	E	84,134, Gannett
Nashville Tennessean	M	135,688, Gannett

NASSAU-SUFFOLK

Revenue Rank # 35  
 Income Rank # 21  
 APR 16.6  
 CSI: 25.2 Bil (# 11)

Revenue : 15,460,433  
 Income : 1,442,431  
 % Rev Change: 20.4%  
 CSI HH: 29.6 M (# 4)  
 Standard Error: .583

Diaries: 1090  
 Stations: 42/23  
 Retail Sales: 12.4 Bil (#11)  
 Retail Sales %: .950

NOTE: Nassau-Suffolk is a portion of the New York Metro. For this market only those stations home to Nassau-Suffolk are listed. There is no TSA.

<u>12+ METRO 1/4/SHARE</u>	<u>SPG 81</u>	<u>FAL 80</u>	<u>SPG 80</u>	<u>12+ CUME/CUME RATING</u>
1. WBLI-F 186/5.2	4.5	4.9	4.5	1. WBLI-F 2538/11.7
2. WBAB-F 138/3.8	3.3	2.7	1.8	2. WBAB-F 2164/10.0
3. WCTO-F 117/3.3	2.3	2.9	3.2	3. WALK-F+ 1691/ 7.8
4. WALK-F+ 114/3.2	2.3	2.5	2.6	4. WTFM-F 1339/ 6.2
5. WHLI 103/2.9	3.7	4.0	3.6	5. WCTO-F 1328/ 6.1
6. WTFM-F 96/2.7	2.7	2.6	2.5	6. WLIR-F 1195/ 5.5
7. WGSM 70/2.0	1.4	1.3	1.5	7. WHLI 1030/ 4.8
8. WKJY-F 62/1.7	2.3	1.5	1.8	8. WRCN-F 924/ 4.3
9. WLIR-F 59/1.6	2.0	1.6	1.9	9. WGSM 872/ 4.0
10. WRCN-F 57/1.6	.8	.8	1.2	10. WKJY-F 816/ 3.8

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WBAB-F	1. WBLI-F	1. WBLI-F	1. WBLI-F	1. WCTO-F	1. WBLI-F
2. WRCN-F	2. WBAB-F	2. WBAB-F	2. WCTO-F	2. WALK-F+	2. WALK-F+
3. WBLI-F	3. WTFM-F	3. WTFM-F	3. WTFM-F	3. WHLI	3. WCTO-F
	4. WLIR-F	4. WCTO-F	4. WALK-F+	4. WGSM	WHLI

AM STATIONS

WGSM, 740, 5 KW (DAYS,DA), MOR , \$39.00\* (Mc-Guild) Greater Media  
 WHLI, 1100, 10 KW (DAYS,DA), BIG BAND/NOST (A1 Ham) , \$35.00\* (Roslin)

FM STATIONS

WALK-F+, 97.5, 18 KW @ 520, BTFL/MOR , \$32.00 (Roslin)  
 WBAB-F, 102.3, 2.3 KW @ 344, AOR , \$28.00\* (----) Allina  
 WBLI-F, 106.1, 10 KW @ 500, ROCK , \$54.50 (Masla) Beck-Ross  
 WCTO-F, 94.3, 3 KW @ 300, BTFL MUS , \$39.00\* (Mc-Guild) Greater Media  
 WKJY-F, 98.3, 3 KW @ 300, BTFL MUS , \$35.00\* (Masla)  
 WLIR-F, 92.7, 3 KW @ 300, AOR , \$70.00 (Masla)  
 WRCN-F, 103.9, 3 KW @ 320, AOR , \$25.00 (Lotus)

NEW HAVEN

Market # 97 (52 on county basis)  
 Revenue Rank # 85  
 Income Rank # 200  
 APR 16.8  
 SMSA Pop: 417,300  
 CSI: 6.5 Bil (# 47)

Revenue : \$ 6,160,252  
 Income : \$ 25,084  
 % Rev Change: 9.9%  
 Stations: 25/6  
 Diaries: 793/526:1  
 CSI HH: 23.8 M (# 48)  
 Standard Error: .700

National Rev: \$1,498,093  
 Nat Rev per Cap: \$ 3.59  
 Tot Rev per Cap: \$14.76  
 Tot Inc per Cap: \$ .06  
 Profit Margin: 0.4%  
 Retail \$: 2.8 Bil (# 62)  
 Retail Sales %: .181

12+ METRO	1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
		81	80	80	79						
1. WELI	91/14.6	18.4	20.0	18.5	21.6	1. WKCI-F	114	1. WKCI-F	1535/23.4		
2. WKCI-F	68/10.9	9.3	10.7	11.0	8.4	2. WELI	97	2. WELI	1412/33.3		
3. WAVZ	54/ 8.6	4.8	8.2	4.4	1.6	3. WPLR-F	78	3. WNBC	1288/21.5		
4. WNBC	43/ 6.9	6.8	5.2	6.8	6.0	4. WEZN-F	71	4. WPLR-F	1062/15.9		
5. WPLR-F	42/ 6.7	6.1	9.3	7.8	7.9	5. WNBC	69	5. WEZN-F	881/11.0		
6. WNHC	39/ 6.2	5.8	1.8	2.0	.8	WKSS-F	69	6. WDRC-F	841/10.7		
7. WEZN-F	35/ 5.6	4.7	5.5	6.1	5.2	7. WAVZ	62	7. WCBS	748/14.1		
8. WKSS-F	29/ 4.6	4.2	2.3	3.1	6.2	8. WNHC	40	8. WKSS-F	738/ 9.4		
9. WHCN-F	22/ 3.5	5.3	3.2	2.5	1.9	9. WTIC	39	9. WTIC	716/ 5.3		
WWYZ-F	22/ 3.5	3.7	4.5	4.4	5.4	10. WWYZ-F	36	10. WHCN-F	656/ 9.6		
WCBS	22/ 3.5	6.1	4.1	4.9	3.3						

12+ FM SHARE (METRO): 49.48% (284 of 574) (O/N 80: 47.60%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHCN-F	1. WKCI-F	1. WKCI-F	1. WKCI-F	1. WELI	1. WELI
2. WKCI-F, WNBC	2. WPLR-F	2. WPLR-F	2. WELI	2. WAVZ	2. WKCI-F
WPLR-F	3. WNBC	3. WNBC	3. WNBC	3. WEZN-F	3. WNBC
WDRC-F	4. WNHC	4. WNHC	4. WPLR-F	4. WKCI-F	4. WTIC

OTHER RATED STATIONS/METRO SHARE

WSCR	1220	Hamden	2.9	WTIC-F	96.5	Hartford	.6
WYBC-F	94.3		1.6	WABC	770	New York	.5
WCCC-F	106.9	Hartford	.6	WBLS-F	107.5	New York	1.4
WDRC-F	102.9	Hartford	3.2	WHN	1050	New York	.3
WIOF-F	104.1	Waterbury	1.1	WINS	1010	New York	.3
WRCH-F	100.5	New Britain	1.1	WOR	710	New York	1.0
WTIC	1080	Hartford	1.6	WRKI-F	95.1		.8

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	85 (3)	165 (7)	250 (10)	43.6
MOR/AC	101 (2)	29 (2)	130 (4)	22.6
BTFL MUSIC		71 (3)	71 (3)	12.4
BIG BAND	54 (1)		54 (1)	9.4
NEWS/TALK	30 (3)		30 (3)	5.2
COUNTRY	20 (2)		20 (2)	3.5
BLACK/JAZZ		19 (2)	19 (2)	3.3
			574 (25)	

RADIO STATIONS

WAVZ, 1300, 1 KW (DA-N), BIG BAND/NOST (Al Ham)	ABC-I, \$73.75	(Mc-Guild)	
WELI, 960, 5 KW (DA-N), MOR	, \$62.25	(Blair)	Insilco
WNHC, 1340, 1 KW/250 W, CONTEMP	MBS, \$25.00	(Savalli)	
WKCI-F, 101.3, 10 KW @ 1070, ROCK	, \$73.75	(Mc-Guild)	
WPLR-F, 99.1, 10 KW @ 950, ROCK	, \$67.65	(Eastman)	General

WEZN-F - See Bridgeport

Other Stations - See New York and Hartford

FOR ADI, TV AND NEWSPAPER INFO SEE HARTFORD



NEW ORLEANS

Market # 34; ADI # 36  
 Revenue Rank # 30  
 Income Rank # 77  
 APR 14.3  
 SMSA Pop: 1,190,200  
 CSI: 9.9 Bil (# 33)

Revenue : \$17,329,906  
 Income : \$ 363,328  
 % Rev Gain: +13.3  
 Stations: 19/22  
 Diaries: 1689/705:1  
 CSI HH: 23.6 M (# 52)  
 Standard Error: .445

National Rev: \$4,575,905  
 Nat Rev per Cap: \$3.84  
 Tot Rev per Cap: \$14.56  
 Tot Inc per Cap: \$ .31  
 Profit Margin: 2.1%  
 Retail \$: 5.2 Bil (# 35)  
 Retail Sales %: .284

12+ METRO	1/4/SHARE	SPG 81	FAL 80	SPG 80	FAL 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WEZB-F	159/11.5	10.3	10.7	10.3	4.2	1. WEZB-F 236	1. WEZB-F 3076/22.2	
2. WAIL-F	147/10.6	8.4	5.2	3.7	4.4	2. WAIL-F 218	2. WTX 2746/16.2	
3. WNOE-F	116/ 8.4	6.7	9.9	4.2	4.6	3. WNOE-F 169	3. WAIL-F 2447/18.6	
4. WBYU-F	104/ 7.5	7.7	8.0	8.6	11.6	4. WTX 141	4. WWL 2366/13.6	
5. WRNO-F	101/ 7.3	8.1	6.5	4.8	4.4	5. WRNO-F 135	5. WNOE-F 2232/14.5	
6. WYLD-F	94/ 6.8	5.6	6.7	7.0	3.8	6. WWL 126	6. WAJY-F 1659/12.2	
7. WAJY-F	79/ 5.7	5.9	3.1	3.0	3.4	7. WBYU-F 122	7. WQUE-F 1645/13.3	
8. WQUE-F	72/ 5.2	6.2	4.5	5.1	6.9	8. WYLD-F 112	8. WRNO-F 1608/12.0	
9. WGSO	71/ 5.1	3.0	5.6	5.2	6.3	9. WAJY-F 100	9. WYLD-F 1520/13.3	
10. WTX	69/ 5.0	7.8	6.9	8.4	6.8	10. WGSO 85	10. WGSO 1432/13.0	
11. WWL	67/ 4.8	3.9	4.8	4.5	6.2	11. WQUE-F 84	11. WBYU-F 1304/10.4	
12. WSMB	48/ 2.5	5.2	5.7	6.5	7.4	12. WNOE 58	12. WNOE 1259/ 7.2	

12+ FM SHARE (METRO): 65.81% (872 of 1325) (O/N 80: 57.79%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WEZB-F	1. WEZB-F	1. WEZB-F	1. WNOE-F	1. WNOE-F	1. WEZB-F
2. WAIL-F	2. WRNO-F	2. WAIL-F	2. WEZB-F	WBYU-F	2. WTX
	3. WAIL-F	3. WNOE-F	3. WAIL-F	3. WAJY-F	3. WWL
	4. WQUE-F	4. WRNO-F	4. WBYU-F	4. WGSO	4. WNOE-F
	WYLD-F	5. WYLD-F	5. WAJY-F	5. WWL	5. WAIL-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	69 (1)	426 (4)	495 (5)	37.4
BLACK/URBAN	82 (3)	147 (1)	229 (4)	17.3
MOR/AC/VARIETY	115 (2)	79 (1)	194 (3)	14.6
COUNTRY	39 (1)	116 (1)	155 (2)	11.7
BTFL MUSIC		104 (1)	104 (1)	7.8
NEWS/TALK	71 (1)		71 (1)	5.4
BIG BAND/NOST	53 (2)		53 (2)	4.0
RELIGION	24 (1)		24 (1)	1.8
			1325 (19)	

NEW ORLEANS ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. WEZB-F	1. WEZB-F	1. WAIL-F	WBOK	1230 1.7
2. WAIL-F	2. WTX	2. WEZB-F	WNNR	990 2.3
3. WNOE-F	3. WAIL-F	3. WNOE	WNOE	1060 2.8
4. WRNO-F	4. WNOE-F	4. WYLD-F	WSHO	800 2.4
5. WBYU-F	5. WWL	5. WNOE-F	WVOG	600 1.7
6. WTX	6. WQUE-F	6. WBYU-F	WWIW	1450 1.4
7. WYLD-F	7. WRNO-F	7. WGSO	WYLD	940 1.9
8. WAJY-F	8. WAJY-F	8. WAJY-F		
9. WWL	9. WYLD-F	9. WRNO-F		
10. WQUE-F	10. WGSO	10. WWL		
11. WGSO	11. WBYU-F			
12. WSMB	12. WNOE			
13. WNOE	13. WYLD			
14. WSHO	14. WSMB			
15. WNNR	15. WBOK			

ADI FM SHARE: 65.02% (1210 of 1861) (FAL 80: 57.81%)

AM STATIONS

WBOK, 1230, 1 KW/250 W	, BLACK	SBN, \$32.75	(----)	
WGSO, 1280, 5 KW (DA-1)	, NEWS	RKO II, ABC-I, \$61.60	(Eastman)	Insilco
WNNR, 990, 1 KW (DAYS)	, BLACK	NBN, \$20.00*	(Selcom)	Security
WNOE, 1060, 50 KW/5 KW (DA-2)	, COUNTRY	ABC-C, \$30.00	(Mc-Guild)	
WSHO, 800, 1 KW (DAYS, DA)	, BIG BAND/NOST (Al Ham)	, \$26.95	(Christal)	Swanson
WSMB, 1350, 5 KW (DA-N)	, MOR	ABC-E, \$29.00	(Howard)	McMillan Oil
WTIX, 690, 10 KW/5 KW (DA-2)	, CONTEMP/AC	, \$69.00	(Blair)	Storz
WWL, 870, 50 KW (DA-1)	, VARIETY/COUNTRY	CBS, \$74.00	(Katz)	Loyola Univ
WYLD, 940, 10 KW/500 W (DA-2)	, BLACK	, \$22.50	(Howard)	

FM STATIONS

WAIL-F, 105.3, 100 KW @ 407	, BLACK	Source, \$40.00*	(Selcom)	Security
WAJY-F, 101.9, 100 KW @ 825	, AC/BTFL (Schulke II)	CBS, \$74.00	(Katz)	Loyola Univ
WBYU-F, 95.7, 100 KW @ 600	, BTFL MUS (Schulke)	, \$53.38	(Christal)	Swanson
WEZB-F, 97.1, 100 KW @ 511	, ROCK (Burk-Abr)	RKO, \$60.00*	(Torbet)	EZ
WNOE-F, 101.1, 100 KW @ 440	, COUNTRY (TM)	ABC-C, \$50.00	(Mc-Guild)	
WQUE-F, 93.3, 100 KW @ 512	, CONTEMP/AC	, \$61.60*	(Eastman)	Insilco
WRNO-F, 99.5, 100 KW @ 500	, AOR	ABC-F, \$54.00	(Masla)	Gulf South
WYLD-F, 98.5, 100 KW @ 480	, AOR	, \$40.00	(Howard)	

TV STATIONS

WDSU	New Orleans	6	NBC, Cosmos
WGNO	New Orleans	26	IND, General Media
WVUE	New Orleans	8	ABC, Gaylord
WWL	New Orleans	4	CBS, Loyola Univ

NEWSPAPERS

New Orleans Times-Picayune	M	213,283, Newhouse
New Orleans States-Item	E	111,043, Newhouse

NEW YORK

Market # 1; ADI # 1  
 Revenue Rank # 2  
 Income Rank # 2  
 APR 17.7  
 SMSA Pop: 8,978,500  
 CSI: \$83.2 Bil (# 1)

Revenue : \$ 131,430,076  
 Income : \$ 19,370,263  
 % Rev Gain: 15.0%  
 Stations: 43/41  
 Diaries: 4587/1957:1  
 CSI HH: \$32.4 M (# 63)  
 Standard Error: .313

National Rev: \$ 34,033,692  
 Nat Rev per Cap: \$ 3.79  
 Tot Rev per Cap: \$ 14.64  
 Tot Inc per Cap: \$ 2.16  
 Retail \$: \$32.2 Bil (# 2)  
 Profit Margin: 14.7%  
 Retail Sales %: .353

12+ METRO	1/4/SHARE	SUM 81	SPG 81	WIN 81	FAL 80	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WOR	1478/6.2	6.2	5.9	6.5	6.2	1. WOR	1668	1. WNBC 28300/16.3
2. WKTU-F	1443/6.1	7.5	6.4	6.5	8.3	2. WKTU-F	1469	2. WINS 25932/18.8
3. WBLS-F	1418/5.9	6.1	7.4	6.4	7.1	3. WBLS-F	1455	3. WCBS 24848/15.6
4. WRKS-F	1341/5.6	3.3	1.6	1.8	1.1	4. WNBC	1388	4. WABC 24606/15.3
5. WINS	1323/5.6	4.4	4.3	5.3	4.9	5. WRKS-F	1364	5. WOR 21196/14.0
6. WPLJ-F	1084/4.5	4.1	4.5	4.1	3.7	6. WINS	1343	6. WKTU-F 20679/15.0
7. WNBC	1077/4.5	3.9	4.6	4.8	4.7	7. WCBS	1190	7. WYNY-F 19106/13.3
8. WRFM-F	1040/4.4	4.5	4.9	4.4	4.3	8. WPLJ-F	1183	8. WPLJ-F 17935/12.2
9. WYNY-F	1037/4.4	4.1	3.6	3.7	3.2	9. WYNY-F	1092	9. WBLS-F 17741/12.7
10. WCBS	995/4.2	4.5	4.8	4.7	4.8	10. WRFM-F	1065	10. WRKS-F 16952/12.2
11. WPAT-F	895/3.8	2.7	3.6	3.7	3.9	11. WPAT-F	912	11. WPAT-F 13583/ 9.7
12. WABC	748/3.1	3.7	4.6	3.5	3.6	12. WABC	880	12. WCBS-F 12703/ 8.8
13. WNEW	708/3.0	4.0	3.7	2.9	2.7	13. WNEW	771	13. WRFM-F 11953/ 8.5
14. WCBS-F	640/2.7	3.7	2.2	2.5	2.9	14. WCBS-F	667	14. WHN 11434/ 7.0
15. WJIT	597/2.5	1.9	1.6	1.6	1.9	15. WJIT	597	15. WNEW 11042/ 7.3
16. WNEW-F	564/2.4	2.5	2.8	3.0	2.8	16. WHN	589	16. WNEW-F 10452/ 7.4
17. WMCA	514/2.2	3.0	2.2	2.4	2.3	17. WNEW-F	588	17. WPAT 8926/ 6.6
18. WADO	503/2.1	1.9	2.0	2.0	1.7	18. WMCA	533	18. WMCA 8532/ 6.0
19. WHN	500/2.1	2.8	2.4	2.2	2.6	19. WADO	506	19. WPIX-F 6832/ 4.7
20. WPAT	479/2.0	1.8	2.8	2.5	2.4	20. WPAT	479	20. WQXR-F+ 6482/ 4.4

12+ FM SHARE (METRO): 55.75% (12100 of 21705) (O/N 80: 53.61%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WPLJ-F	1. WBLS-F	1. WBLS-F	1. WBLS-F	1. WINS	1. WINS
2. WKTU-F	2. WKTU-F	2. WKTU-F	2. WYNY-F	2. WOR	2. WOR
3. WRKS-F	3. WRKS-F	3. WRKS-F	3. WNBC	3. WRFM-F	3. WNBC
4. WNBC	4. WYNY-F	4. WYNY-F	4. WRKS-F	4. WCBS	4. WCBS
5. WBLS-F	5. WPLJ-F	5. WNBC	5. WINS	5. WPAT-F	5. WABC
6. WABC	6. WNEW-F	6. WPLJ-F	6. WKTU-F	6. WNEW	6. WBLS-F
7. WYNY-F	7. WNBC	7. WCBS-F	7. WCBS-F	7. WNBC	7. WKTU-F
8. WBAB-F	8. WCBS-F	8. WABC	8. WCBS	8. WHN	8. WRKS-F
9. WPIX-F	9. WABC	9. WNEW-F	9. WRFM-F	9. WABC	9. WYNY-F
10. WNEW-F	10. WTFM-F	10. WINS	10. WOR	WADO	10. WPLJ-F

FORMATS

	AM	FM	TOTAL	%
NEWS/TALK	4310 (4)		4310 (4)	19.9
BLACK/URBAN/DISCO	122 (1)	4202 (3)	4324 (4)	19.9
ROCK/AOR/CONTEMP	1825 (2)	2275 (6)	4100 (8)	18.9
BTFL MUSIC	557 (2)	2593 (7)	3150 (9)	14.5
MOR/AC	74 (2)	2224 (5)	2298 (7)	10.6
SPANISH	1100 (2)		1100 (2)	5.1
COUNTRY	500 (1)	363 (1)	863 (2)	4.0
BIG BAND	831 (2)		831 (2)	3.8
CLASSICAL	49 (1)	443 (2)	492 (3)	2.3
RELIGION	237 (2)		237 (2)	1.1

21705 (43)

NEW YORK ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WOR	1. WNBC	1. WOR	WALK-F+	97.5	Patchogue .5
2. WKTU-F	2. WINS	2. WRKS-F	WBAB-F	102.3	Babylon .6
3. WBSL-F	3. WABC	3. WINS	WBLI-F	106.1	Patchogue .8
4. WRKS-F	4. WCBS	4. WKTU-F	WCTO-F	94.3	Smithtown .5
5. WINS	5. WOR	5. WNBC	WGSM	740	Huntington .3
6. WNBC	6. WKTU-F	6. WBSL-F	WHLI	1100	Hempstead .5
7. WPLJ-F	7. WYNY-F	7. WCBS	WHUD-F	100.7	Peekskill .4
8. WCBS	8. WPLJ-F	8. WYNY-F	WKHK-F	106.7	1.5
9. WYNY-F	9. WBSL-F	9. WRFM-F	WKJY-F	98.3	Hempstead .3
10. WRFM-F	10. WRKS-F	10. WJIT	WLIB	1190	.5
11. WPAT-F	11. WPAT-F		WLIR-F	92.7	Garden City .4
12. WABC	12. WCBS-F		WMGQ-F	98.3	N Brunswick .3
13. WNEW	13. WRFM-F				NJ
14. WCBS-F	14. WHN		WNCN-F	104.3	.7
15. WJIT	15. WNEW		WNJR	1430	Newark .4
			WPIX-F	101.9	.8
			WQXR-F+	96.3	1.3
			WTFM-F	103.5	Lake Success 1.5
			WVNJ	620	Newark .3
			WVNJ-F	100.3	Newark 1.0
			WWDJ	970	Kackensack .6
			WEZN-F	99.9	Bridgeport .6

ADI FM SHARE: 55.16% (12743 of 23108) (O/N 80: 53.27%)

AM STATIONS

WABC, 770, 50 KW	, CONTEMP	ABC-C, \$244.38*	(Blair)	ABC
WADO, 1280, 5 KW (DA-1)	, SPANISH	, \$ 88.75	(----)	
WCBS, 880, 50 KW	, NEWS	CBS, \$375.00	(CBS Spot)	CBS
WHN, 1050, 50 KW (DA-1)	, COUNTRY	MBS, \$240.75	(Christal)	Mutual
WINS, 1010, 50 KW (DA-1)	, NEWS	ABC-I, \$300.00*	(RAR)	Westinghouse
WJIT, 1480, 5 KW (DA-1)	, SPANISH	, \$ 78.00	(Caballero)	Infinity
WMCA, 570, 5 KW (DA-1)	, TALK	SBN, \$140.00*	(-----)	Strauss
WNBC, 660, 50 KW	, CONTEMP	NBC, \$240.00	(HNW)	NBC
WNEW, 1130, 50 KW (DA-N)	, BIG BAND	, \$186.25	(Katz)	Metromedia
WOR, 710, 50 KW (DA-1)	, TALK	ABC-E,RKO, \$250.00*	(RKO)	RKO
WPAT, 930, 5 KW (DA-2)	, BTFL MUS	, \$125.00	(Eastman)	Capital Cities

FM STATIONS

WBSL-F, 107.5, 5.4 KW @ 1241	, BLACK/DISCO	, \$306.25	(Mc-Guild)	Inner City
WCBS-F, 101.1, 4.6 KW @ 1300	, CONTEMP/AC	, \$194.38	(CBS FM)	CBS
WKHK-F, 106.7, 5.4 KW @ 1218	, COUNTRY	, \$ 98.75	(Howard)	Viacom
WKTU-F, 92.3, 5.4 KW @ 1200	, URBAN	, \$316.88	(Torbet)	Infinity
WNEW-F, 102.7, 5.9 KW @ 1360	, AOR	Source, \$206.88	(Katz)	Metromedia
WPAT-F, 93.1, 13 KW @ 870	, BTFL MUS (Schulke)	, \$125.00	(Eastman)	Capital Cities
WPLJ-F, 95.5, 7.2 KW @ 1270	, AOR	ABC-F, \$250.00	(Blair)	ABC
WQXR-F+, 96.3, 5.4 KW @ 1220	, CLASSICAL	, \$ 85.00	(Mc-Guild)	New York Times
WRFM-F, 105.1, 5.2 KW @ 1220	, BTFL MUS (Bonne)	, \$158.75	(Torbet)	Bonneville
WRKS-F, 98.7, 5.4 KW @ 1250	, URBAN	RKO, \$200.00*	(RKO)	RKO
WTFM-F, 103.5, 3.9 KW @ 1390	, AC	, \$ 88.75	(MMR)	
WYNY-F, 97.1, 7.2 KW @ 1300	, AC	, \$200.00	(HNW)	NBC

TV STATIONS

WWHT	Newark	68	IND	WABC	New York	7	ABC,ABC
WCBS	New York	2	CBS,CBS	WNBC	New York	4	NBC,NBC
WNEW	New York	5	IND, Metromedia	WOR	New York	9	IND,RKO
WPIX	New York	11	IND, WGN Cont	WNJU	Newark	47	IND
				WXTV	Paterson	41	IND, Sp Int

NEWSPAPERS

New York Times	M	914,938	Long Is. Newsday	E	492,580, Tim-Mirr
New York News	M	1,554,604, Chi Trib	Newark Star-Ledger	M	407,844, Newhouse
New York Post	E	654,314, Murdoch			

NORFOLK

Market # 34 (approx); ADI # 47  
 Revenue Rank # 38 (approx)  
 Income Rank # 368 (approx)  
 APR 15.7  
 SMSA Pop: 1,196,400  
 CSI: 8.6 Bil (# 4 approx)

Revenue : \$12,924,357  
 Income : \$ -768,254  
 % Rev Gain: 15.3  
 Stations: 22/19  
 Diaries: 1281/934:1  
 CSI HH: 22.1 Bil (# 116)  
 Standard Error: .550

National Rev: \$3,208,568  
 Nat Rev per Cap: \$2.68  
 Tot Rev per Cap: \$10.80  
 Tot Inc per Cap: \$-.64  
 Profit Margin:---  
 Retail \$: 5.0 Bil (# 37-app)  
 Retail Sales %: .223

12+ METRO	1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
		81	80	80	79						
1. WCMS-F	163/10.8	9.8	8.0	8.2	10.9	1. WCMS-F	208	1. WFOG-F	2190/19.0		
2. WFOG-F	152/10.0	6.5	7.6	9.2	5.1	2. WFOG-F	181	2. WCMS-F	1971/16.5		
3. WLTY-F	118/ 7.8	4.6	3.9	4.3	6.6	3. WLTY-F	143	3. WLTY-F	1921/16.1		
4. WNOR-F	108/ 7.1	7.6	6.8	6.9	7.6	4. WOWI-F	120	4. WTAR	1769/16.9		
5. WOWI-F	89/ 5.9	5.2	9.8	6.8	6.8	5. WNOR-F	110	5. WTAR	1764/15.8		
WGHI	89/ 5.9	5.5	5.5	7.1	5.5	6. WTAR	95	6. WOWI-F	1654/14.1		
7. WTAR	82/ 5.4	7.4	6.6	6.1	6.0	7. WGH	93	7. WNOR-F	1595/16.0		
8. WRAP	57/ 3.8	5.9	5.0	5.3	6.2	8. WRAP	70	8. WRAP	1381/12.3		
9. WWDE-F	56/ 3.7	5.9	5.5	5.7	4.1	9. WWDE-F	59	9. WQRK-F	1149/10.6		
10. WNIS	53/ 3.5	2.5	2.9	2.7	1.7	10. WNIS	57	10. WWDE-F	975/ 9.0		
11. WPCE	51/ 3.4	4.2	3.2	3.6	3.6	11. WQRK-F	53	11. WNOR	829/ 8.1		
12. WQRK-F	47/ 3.1	4.6	4.5	3.2	5.2	12. WPCE	51	12. WGH-F	779/ 7.0		

12+ FM SHARE (METRO): 64.55% (825 of 1278) (O/N 80: 65.11%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WNOR-F	1. WNOR-F	1. WCMS-F	1. WCMS-F	1. WFOG-F	1. WCMS-F
2. WOWI-F	2. WLTY-F	2. WLTY-F	2. WFOG-F	2. WCMS-F	2. WFOG-F
3. WQRK-F	3. WCMS-F	3. WNOR-F	3. WLTY-F	3. WTAR	3. WTAR
WLTY-F	4. WOWI-F	4. WFOG-F	4. WGH	4. WGH	4. WLTY-F
5. WNOR	5. WGH	5. WOWI-F	5. WTAR	5. WNIS	5. WGH

IMPORTANT NOTICE: Stations WZAM and WMYK-F were delisted from this report pursuant to Arbitron's rating distortion policy.

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	129 (2)	286 (4)	414 (6)	32.4
COUNTRY	35 (1)	182 (2)	217 (3)	17.0
BLACK/JAZZ	119 (3)	89 (1)	208 (4)	16.3
BTFL MUSIC	21 (1)	152 (1)	173 (2)	13.5
MOR/AC	82 (1)	56 (1)	138 (2)	10.8
NEWS/TALK	53 (1)		53 (1)	4.1
RELIGION	8 (1)	28 (1)	36 (2)	2.8
CLASSICAL		32 (1)	32 (1)	2.5
UNKNOWN	7 (1)		7 (1)	0.5
			<u>1278 (22)</u>	

NORFOLK ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WCMS-F	1. WFOG-F	1. WCMS-F	WBCI-F	96.5	Williamsburg .9
2. WFOG-F	2. WCMS-F	2. WGH	WCMS	1050	2.3
3. WLTY-F	3. WLTY-F	3. WFOG-F	WCPK	1600	Chesapeake 1.4
4. WOWI-F	4. WGH	4. WOWI-F	WGH-F	97.3	2.1
5. WNOR-F	WTAR	5. WPCE	WNOR	1230	2.6
6. WTAR	6. WOWI-F	6. WRAP	WPEX	1490	.5
7. WGH	7. WNOR-F	WLTY-F	WPMH	1010	.5
8. WRAP	8. WRAP	8. WTAR	WTJZ	1270	.7
9. WWDE-F	9. WQRK-F	9. WNIS	WXRI-F	105.3	1.8
10. WINS	10. WWDE-F	10. WNOR-F	WYVA-F	94.1	1.3
11. WQRK-F	11. WNOR				
12. WPCE	12. WGH-F				
13. WCMS	13. WNIS				
14. WNOR	14. WXRI-F				
15. WGH-F	15. WPCE				

ADI FM SHARE: 66.14% (998 of 1509) (O/N 80: 66.48%)

AM STATIONS

WCMS, 1050, 5 KW (DAYS,DA), COUNTRY	MBS, \$22.00* (Katz)	
WGH, 1310, 5 KW (DA-N), CONTEMP	, \$34.00 (Blair)	
WNIS, 1350, 5 KW (DA-2), NEWS/TALK	NBC, \$28.00* (HNW)	Sinclair
WNOR, 1230, 1 KW/250 W, AOR	RKO, \$19.00* (RKO)	Josephson
WPCE, 1400, 1 KW/250 W, BLACK/GOSPEL	SBN, \$21.00* (----)	
WRAP, 850, 5 KW/1 KW, BLACK	NBN, \$36.25 (Howard)	Rollins
WTAR, 790, 5 KW (DA-N), MOR	CBS, \$50.00* (Christal)	Landmark

FM STATIONS

WCMS-F, 100.5, 50 KW @ 509, COUNTRY	ABC-E, \$65.00* (Katz)	
WFOG-F, 92.9, 50 KW @ 500, BTFL MUS (Bonne)	, \$59.75 (Torbet)	McCormick
WGH-F, 97.3, 74 KW @ 420, CLASSICAL	, \$16.00 (Blair)	
WLTY-F, 95.7, 40 KW @ 881, CONTEMP	, \$40.00* (Christal)	Landmark
WNOR-F, 93.7, 50 KW @ 549, AOR	RKO, \$45.00* (RKO)	Josephson
WOWI-F, 102.9, 50 KW @ 500, BLACK (Drake-Chen)	SBN, \$40.00* (----)	
WQRK-F, 104.5, 50 KW @ 418, CONTEMP (Burk-Abr)	ABC-C, \$26.00* (Selcom)	
WWDE-F, 101.3, 50 KW @ 380, AC/CONTEMP	ABC-F, \$62.50 (CBS/FM)	
WXRI-F, 105.3, 50 KW @ 500, RELIGION/AC (?)	, \$ ? ? (HNW)	CBN

TV STATIONS

WAVY	Portsmouth	10	NBC, LIN
WTAR	Norfolk	3	CBS, Knight-Ridder
WVEC	Hampton	13	ABC
WYAH	Portsmouth	27	IND, Christian Broadcasting

NEWSPAPERS

Norfolk Ledger-Star	E	94,332, Landmark
Norfolk Virginian-Pilot	M	125,787, Landmark
Newport News Press	M	56,669
Newport News Times-Herald	E	42,602

NORTHEAST PENNSYLVANIA

(Scranton/Wilkes-Barre)

Market # 64 (approx); ADI # 48  
 Revenue Rank # 71  
 Income Rank # 337  
 APR 17.9  
 SMSA Pop: 645,900  
 CSI: 4.3 Bil (# 73)

Revenue : \$7,450,693  
 Income : \$ -314,007  
 % Rev Gain: +10.6  
 Stations: 33/23  
 Diaries: 1024/631:1  
 CSI HH: 18.0 M (# 295)  
 Standard Error: .580

National Rev: \$1,120,708  
 Nat Rev per Cap: \$1.74  
 Tot Rev per Cap: \$11.54  
 Tot Inc per Cap: \$-.49  
 Profit Margin: ---  
 Retail \$: 2.5 Bil (# 72)  
 Retail Sales %: .265

12+ METRO	1/4/SHARE	SPG	O/N	A/M	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
		81	80	80						
1. WNAK	102/10.3	8.1	9.8	9.2	1. WKRZ-F	114	1. WARM	1612/27.5		
2. WKRZ-F	92/ 9.3	10.5	7.7	2.9	2. WNAK	105	2. WKRZ-F	1538/23.7		
3. WARM	89/ 9.0	9.8	10.3	12.9	3. WEZX-F	93	3. WGBI-F	1223/19.0		
4. WEZX-F	87/ 8.8	7.3	7.5	5.8	4. WARM	91	4. WEZX-F	947/15.9		
5. WGBI-F	72/ 7.3	5.6	9.6	8.2	5. WGBI-F	87	5. WILK	911/15.0		
6. WEJL	43/ 4.4	3.8	4.3	4.2	6. WYZZ-F	53	6. WGBI	762/10.6		
7. WARD	41/ 4.1	1.2	1.3	1.0	7. WEJL	52	7. WNAK	734/12.3		
8. WYZZ-F	36/ 3.6	4.2	3.4	4.4	8. WARD	43	8. WEJL	718/11.4		
9. WILK	33/ 3.3	6.2	3.7	6.0	9. WGBI	41	9. WVCD-F	622/ 7.1		
10. WGBI	32/ 3.2	2.7	2.8	3.0	10. WVCD-F	40	10. WYZZ-F	580/ 8.6		

12+ FM SHARE (METRO): 49.55% (445 of 898) (O/N 80: 50.80%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WEZX-F	1. WEZX-F	1. WKRZ-F	1. WARM	1. WNAK	1. WARM
2. WKRZ-F	2. WKRZ-F	2. WEZX-F	2. WGBI-F	WARM	2. WKRZ-F
	3. WGBI-F	3. WGBI-F	3. WKRZ-F	3. WGBI-F	3. WGBI-F
	4. WZZO-F	4. WARM	4. WNAK	4. WEJL	WNAK

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR/AC	348 (10)	19 (2)	367 (12)	40.9
ROCK/AOR/CONTEMP	7 (2)	330 (10)	337 (12)	37.5
BTFL MUSIC	29 (1)	66 (3)	95 (4)	10.6
COUNTRY	57 (2)	30 (2)	87 (4)	9.7
BIG BAND/NOST	12 (1)		12 (1)	1.3
			<u>898 (33)</u>	

SCRANTON/WILKES-BARRE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE			
1. WKRZ-F	1. WKRZ-F	1. WEZX-F	WAZL	1490	Hazleton	1.0
2. WNAK	2. WARM	2. WARM	WBAX	1240		2.5
3. WILQ-F	3. WGBI-F	3. WKRZ-F	WBQW	1320		1.0
4. WEZX-F	4. WHLM-F+	4. WGBI-F	WCDL	1440	Carbondale	.7
5. WARM	5. WEZX-F	5. WNAK	WICK	1400		2.9
			WKRZ	1340		1.2
6. WGBI-F	6. WILK	6. WARD	WLSP-F	94.3	Carbondale	1.4
7. WHLM-F+	7. WILQ-F	7. WYZZ-F	WMJW-F	92.1	Nanticoke	1.6
8. WAVT-F	8. WVCD-F	WBAX	WPCN	960	Mount Pocono	.5
9. WYZZ-F	9. WGBI		WQEQ-F	103.1	Freeland	1.6
10. WVCD-F	10. WNAK		WVCD-F	97.9	Hazleton	2.5
			WVPO	840	Stroudsberg	.8
11. WEJL	11. WEJL		WVPO-F	93.5	Stroudsberg	.4
12. WLYC	12. WYZZ-F		WVDL-F	104.9		1.5
13. WARD	13. WKS B-F		WHLM-F	106.5	Bloomsburg	.4
14. WQKX-F	14. WQKX-F		WABC	770	New York	.4
15. WGBI	15. WKOK		WFMV-F	106.3	Blairstown, NJ	.3
			WLEV-F	96.1	Easton	1.1
			WMMR-F	93.3	Philadelphia	.5
			WNBC	660	New York	.3
			WQQQ-F	99.9	Easton	.5
			WXXW-F	104.1	Allentown	1.6
			WZZO-F	95.1	Bethlehem	2.4

ADI FM SHARE: 53.36% (967 of 1812) (O/N 80: 52.89%)

AM STATIONS

WARD, 1540, 1 KW (DAYS)	, MOR (?)	, \$ 6.00 (----)	(PITTSTON)
WARM, 590, 5 KW (DA-1)	, MOR	, \$48.13 (Eastman)	Susquehanna
WBAX, 1240, 1 KW/250 W	, COUNTRY	ABC-E, \$15.25 (Torbet)	Merv Griffin
WEJL, 630, 500 W (DAYS)	, MOR	ABC-I, \$26.50* (Selcom)	Shamrock Comm
WGBI, 910, 1 KW/500 W	, COUNTRY (Drake-Chen)	CBS, \$12.00* (Torbet)	
WILK, 980, 5 KW/1 KW (DA-N), AC		ABC-E, RKO, \$21.00* (Mc-Guild)	
WNAK, 730, 1 KW (DAYS)	, MOR	, \$18.00 (P/W)	(NANTICOKE)
WNAK, 730, 1 KW (DAYS)	, BIG BAND/NOST (Al Ham)	, \$12.64 (PRO)	(WILLIAMSPORT)
WKOK, 1070, 10 KW/1 KW	, AC	CBS, \$ 9.44 (Masla)	(SUNBURY)

FM STATIONS

WEZX-F, 107.1, 125 W @ 1270, AOR (Burk-Abr)	Source, \$26.50* (Selcom)	Shamrock Comm
WGBI-F, 101.3, 7 KW @ 1100, CONTEMP (Drake-Chen)	, \$22.00* (Torbet)	
WKRZ-F, 98.5, 7 KW @ 1100, ROCK	, \$22.50* (Christal)	Executive
WVCD-F, 97.9, 24 KW @ 640, BTFL MUS (TM)	, \$10.50 (MKT 4)	(HAZLETON)
WYZZ-F, 92.9, 50 KW @ 1065, BTFL/CLASS	MBS, \$19.25 (----)	
WQKX-F, 94.1, 50 KW @ 880, CONTEMP	, \$15.00 (Masla)	(SUNBURY)
WKS B-F, 102.7, 53 KW @ 1300, CONTEMP (Drake-Chen)	ABC-E, \$12.00 (HNW)	(WILLIAMSPORT)
WHLM-F+, 106.5, 9 KW @ 570, CONTEMP	NBC, \$ 8.00 (----)	(BLOOMSBURG)
WAVT-F, 101.9, 50 KW @ 534, COUNTRY	CBS, \$12.00 (PRO)	(POTTSVILLE)
WILQ-F, 105.1, 3 KW @ 1300, COUNTRY	, \$17.00 (PRO)	(WILLIAMSPORT)

TV STATIONS

WBRE	Wilkes-Barre	28	NBC
WDAU	Scranton	22	CBS
WNEP	Scranton	16	ABC

NEWSPAPERS

Scranton Times	E	54,525, Shamrock Communications
Scranton Tribune	M	41,604
Wilkes-Barre Times Leader	AD	51,916, Capital Cities
Wilkes-Barre Citizen's Voice	E	45,983



OKLAHOMA CITY

Market # 47; ADI # 39  
 Revenue Rank # 36  
 Income Rank # 380  
 APR 14.8  
 SMSA Pop: 831,600  
 CSI: 7.0 Bil (# 43)

Revenue : \$15,024,769  
 Income : \$-1,688,903  
 % Rev Gain:+24.2  
 Stations: 21/21  
 Diaries: 926/898:1  
 CSI HH: 21.5 M (# 142)  
 Standard Error: .621

National Rev: \$2,515,639  
 Nat Rev per Cap: \$3.03  
 Tot Rev per Cap: \$18.07  
 Tot Inc per Cap: \$-2.03  
 Profit Margin: ---  
 Retail \$: 3.8 Bil (# 45)  
 Retail Sales %: .359

12+ METRO	1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
1. KEBC-F	120/11.8	12.8	12.2	10.9	11.9	1. KOMA	202	1. KOMA	3265/18.9		
2. KTOK	114/11.3	11.0	13.7	11.7	17.8	2. KEBC-F	178	2. WKY	2299/19.6		
3. KKNF-F	91/ 9.0	11.5	13.0	13.6	12.4	3. KTOK	140	3. KOFM-F	2105/18.9		
4. KOMA	81/ 8.0	8.9	6.1	4.2	6.2	4. KATT-F	139	4. KTOK	1984/22.9		
5. KOFM-F	78/ 7.7	8.6	9.9	7.8	8.9	5. KKNF-F	130	5. KEBC-F	1857/18.4		
6. KATT-F	75/ 7.4	5.3	5.3	5.6	4.8	6. KOFM-F	116	6. KATT-F	1681/16.3		
7. WKY	58/ 5.7	4.2	6.2	5.6	5.8	7. WKY	111	7. KKNF-F	1615/16.4		
8. KXXY-F	58/ 5.7	8.5	6.2	9.0	5.9	8. KXXY-F	67	8. KXXY-F	1033/13.1		
9. KAEZ-F	49/ 4.8	2.3	3.0	3.6	2.7	9. KAEZ-F	54	9. KLNK-F	1001/ 9.8		
10. KLTE-F**	37/ 3.7	5.2	6.0	6.1	3.1	10. KLNK-F	40	10. KLTE-F**	782/ 9.8		
11. KLNK-F	36/ 3.6	4.0	3.6	---	1.4	11. KLTE-F**	40	11. KCLR-F	624/ 8.7		
12. KCLR-F	36/ 3.6	3.9	2.6	2.9	1.7	12. KCLR-F	37	12. KJYO-F	498/ 5.7		

12+ FM SHARE (METRO): 66.42% (625 of 941) (O/N 80: 68.81%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KXXY-F	1. KATT-F	1. KEBC-F	1. KEBC-F	1. KEBC-F	1. KEBC-F
2. KOFM-F	2. KOFM-F	2. KOMA	2. KOMA	2. KTOK	2. KOMA
3. KATT-F	3. KEBC-F	3. KATT-F	3. KKNF-F	3. KKNF-F	3. KTOK
4. KAEZ-F	4. KOMA	KOFM-F	KTOK	4. KOMA	4. WKY
5. KCLR-F	5. KXXY-F	5. KTOK	5. KOFM-F	5. KOCY	5. KOFM-F

\*\*Station KLTE-F was determined by Arbitron to have engaged in on-air survey or diary promotional activities.

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	7 (1)	254 (5)	261 (6)	27.7
MOR/AC	184 (4)	62 (2)	246 (6)	26.1
COUNTRY	85 (2)	156 (2)	241 (4)	25.6
BTFL MUSIC		91 (1)	91 (1)	9.7
BLACK		49 (1)	49 (1)	5.2
BIG BAND	31 (1)		31 (1)	3.3
RELIGION	9 (1)	13 (1)	22 (2)	2.3
			941 (21)	

OKLAHOMA CITY ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. KEBC-F	1. KOMA	1. KEBC-F	KATT	1140	.7
2. KOMA	2. WKY	2. KTOK	KGFF	1450	Shawnee .7
3. KTOK	3. KOFM-F	3. KKNG-F	KGOU-F	106.3	Norman .7
4. KKNG-F	4. KTOK	4. KAEZ-F	KJIL-F	104.9	Bethany 1.3
5. KATT-F	5. KEBC-F	5. KOFM-F	KJYO-F	102.7	2.5
6. KOFM-F	6. KKNG-F	6. KOMA	KOCY	1340	3.1
7. WKY	7. KATT-F	7. WKY	KQCV	800	.9
8. KXXY-F	8. KLNK-F	8. KXXY-F	WNAD	640	Norman .4
9. KXLS-F	9. KXXY-F	9. KOCY	KRMG	740	Tulsa .5
10. KAEZ-F	10. KLTE-F**				
11. KLTE-F**	11. KCLR-F				
12. KLNK-F	12. KXLS-F				
13. KCLR-F	13. KJYO-F				
14. KOCY	KOCY				
15. KVOO	15. KVOO				

ADI FM SHARE: 57.84% (948 of 1639) (O/N 80: 56.25%)

AM STATIONS

KOCY, 1340, 1 KW/250 W , BIG BAND/NOST (Al Ham)	RKO, \$ ? ? * (Mc-Guild)	Summit
KOMA, 1520, 50 KW (DA-N), COUNTRY	NBC, \$70.00 (Blair)	Storz
WKY , 930, 5 KW (DA-N), AC	RKO, \$46.00 (Katz)	Gaylord
KTOK, 1000, 5 KW (DA-2), MOR	ABC-I, \$60.00 (MMR)	Insilco

KVOO - See Tulsa

FM STATIONS

KAEZ-F, 107.7, 100 KW @ 180, BLACK	, \$31.00 (----)	
KATT-F, 100.5, 100 KW @ 598, AOR	Source, \$36.00 (RKO)	
KEBC-F, 94.7, 100 KW @ 440, COUNTRY	ABC-E, \$58.75 (Torbet)	
KJYO-F, 102.7, 100 KW @ 1003, AC (Schulke II)	, \$27.38 (MMR)	Insilco
KCLR-F, 97.7, 3 KW @ 300, COUNTRY	, \$20.25 (Howard)	
KKNG-F, 92.5, 100 KW @ 900, BTFL MUS (Schulke)	, \$64.00 (Christal)	Swanson
KLNK-F, 98.9, 48 KW @ 1253, CONTEMP/AC	, \$25.00* (Selcom)	
KOFM-F, 104.1, 100 KW @ 1425, ROCK	ABC-C, \$53.75 (Katz)	Guy Gannett
KXXY-F, 96.1, 100 KW @ 300, AOR (Burk-Abr)	, \$30.00* (Mc-Guild)	Summit
KLTE-F, 101.9, 100 KW @ 420, AC/SOFT	, \$55.00 (Masla)	
KXLS-F, 99.7, 100 KW @ 835, CONTEMP	, \$16.25 (----)	(ALVA)

TV STATIONS

KTVY	Oklahoma City	4	NBC, Detroit News
KOCO	Oklahoma City	5	ABC, Combined/Gannett
KWTV	Oklahoma City	9	CBS
KOKH	Oklahoma City	25	IND, Blair
KAUT	Oklahoma City	43	IND, Golden West
KGMC	Oklahoma City	34	IND

NEWSPAPERS

Oklahoma City Oklahoman	M	181,994, Gaylord
Oklahoma City Times	E	84,657, Gaylord

OMAHA

Market # 70  
 Revenue Rank # 65  
 Income Rank # 31  
 APR 16.7  
 SMSA Pop: 590,700  
 CSI: 4.7 Bil (# 68)

Revenue : \$8,140,871  
 Income : \$ 996,306  
 % Rev Gain: +12.2  
 Stations: 15/11  
 Diaries: 872/677:1  
 CSI HH: 22.2 M (# 110)  
 Standard Error: .667

National Rev: \$2,229,418  
 Nat Rev per Cap: \$3.77  
 Tot Rev per Cap: \$13.78  
 Tot Inc per Cap: \$1.69  
 Profit Margin: 12.2%  
 Retail \$: 2.4 Bil (# 77)  
 Retail Sales %: .282

12+ METRO	1/4/SHARE	SPG 81	0/N 80	A/M 80	0/N 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KFAB	193/25.0	23.5	28.0	27.2	34.1	1. KFAB 379	1. KFAB 5059/49.8	
2. KEZO-F	107/13.9	12.2	10.8	11.0	5.7	2. WOW 210	2. WOW 4486/28.9	
3. KQKQ-F	71/ 9.2	10.9	10.7	5.4	2.9	3. KEZO-F 143	3. KEZO-F 1767/23.5	
4. KESY-F	66/ 8.5	9.3	8.3	10.1	8.2	4. KGOR-F 98	4. KGOR-F 1621/19.8	
5. KGOR-F	63/ 8.2	6.4	6.1	9.3	12.6	5. KQKQ-F 84	5. KQKQ-F 1531/25.7	
6. WOW	54/ 7.0	8.3	8.9	10.2	10.2	6. KESY-F 70	6. KOIL 1312/19.1	
7. KOIL	37/ 4.8	6.6	4.6	5.7	6.4	7. KOIL 53	7. KMA 886/ 4.3	
8. KLNG	27/ 3.5	1.9	3.2	.8	1.5	8. KMA 48	8. KESY-F 778/16.3	
KYNN-F	27/ 3.5	4.2	4.1	3.1	1.5	KFRX-F 48	9. KFRX-F 666/ 2.5	
10. KOOO	26/ 3.4	1.1	---	.9	.4	10. KYNN-F 41	10. KYNN-F 594/ 9.3	

12+ FM SHARE (METRO): 47.66% (346 of 726) (0/N 80: 44.99%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KQKQ-F	1. KEZO-F	1. KEZO-F	1. KFAB	1. KFAB	1. KFAB
2. KEZO-F	2. KGOR-F	2. KFAB	2. KESY-F	2. KESY-F	2. WOW
	3. KQKQ-F	3. KGOR-F	3. KEZO-F		3. KEZO-F
	4. WOW	4. KQKQ-F	4. WOW		4. KMA

OTHER RATED STATIONS/METRO SHARE

KCRO	660	1.8	KYNN	1490	2.8	KFRX-F	102.7	Lincoln	1.0
KMA	960	Shandoah, IA	.9			KSRD-F	96.9	Seward	.5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	54 (1)	249 (4)	303 (5)	41.7
MOR/AC	237 (3)		237 (3)	32.6
BTFL MUSIC		66 (1)	66 (1)	9.1
COUNTRY	21 (1)	31 (2)	52 (3)	7.2
BLACK	27 (1)		27 (1)	3.7
BIG BAND/NOST	26 (1)		26 (1)	3.6
RELIGION	14 (1)		14 (1)	1.9
			726 (15)	

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N)	, MOR	NBC, \$132.13	(Christal)	May
KLNG, 1560, 1 KW (DAYS)	, BLACK	ABC-I, \$ 20.00	(Eastman)	
KOIL, 1290, 5 KW (DA-N)	, AC/CONTEMP	RKO, \$ 20.00	(Eastman)	
KOOO, 1420, 1 KW (DAYS,DA)	, BIG BAND/NOST (A1 Ham)	CBS,MBS, \$ 20.00	(Selcom)	
WOW, 590, 5 KW	, CONTEMP/AC	ABC-C, \$ 80.00*	(Blair)	Meredith
KMA, 960, 5 KW (DA-N)	, MOR	ABC-E,ABC-I, \$ 42.50	(Katz)	May
			(SHENANDOAH,IA)	
KESY-F, 104.5, 32 KW @ 285,	BTFL MUS (TM)	, \$ 40.80	(Selcom)	
KEZO-F, 92.3, 100 KW @ 1210,	AOR (Burk-Abr)	ABC-F, \$ 45.00*	(Blair)	Meredith
KGOR-F, 99.9, 115 KW @ 1227,	ROCK	, \$ 35.00*	(Christal)	May
KQKQ-F, 98.5, 100 KW @ 510,	ROCK	, \$ 35.00*	(Eastman)	
KYNN-F, 94.1, 100 KW @ 510,	COUNTRY	ABC-E, \$ 20.00*	(Torbet)	Great Empire
KFRX-F, 102.7, 100 KW @ 500,	ROCK	ABC-F, \$ 14.25	(Mc-Guild)	Scott
			(LINCOLN)	

TV STATIONS

KETV	Omaha	7	ABC, Pulitzer
WOWT	Omaha	6	CBS, San Francisco Chron
KMTV	Omaha	3	NBC, May

NEWSPAPER

Omaha World-Herald M - 125,533 E - 109,780

ORLANDO

Market # 58; ADI # 40  
 Revenue Rank # 56  
 Income Rank # 66  
 APR 15.9  
 SMSA Pop: 701,700  
 CSI: 5.2 Bil (# 61)

Revenue : \$9,871,015  
 Income : \$ 428,174  
 % Rev Gain: +16.3  
 Stations: 21/19  
 Diaries: 1153/609:1  
 CSI HH: 19.9 M (# 224)  
 Standard Error: .576

National Rev: \$2,360,108  
 Nat Rev per Cap: \$3.36  
 Tot Rev per Cap: \$14.07  
 Tot Inc per Cap: \$.61  
 Profit Margin: 4.3%  
 Retail \$: 3.5 Bil (# 50)  
 Retail Sales %: .248

12+ METRO 1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WDIZ-F 121/12.4	11.0	6.5	7.1	6.4	1. WDBO-F 219	1. WDBO-F 2653/20.4
2. WDBO-F 106/10.9	8.1	11.6	12.0	12.0	2. WDIZ-F 214	2. WDIZ-F 2256/17.6
3. WBJW-F 91/ 9.3	9.4	14.7	9.2	8.5	3. WBJW-F 125	3. WBJW-F 2044/24.9
4. WHOO-F 86/ 8.8	9.6	8.7	9.6	8.1	4. WHOO-F 86	4. WHLY-F 1698/16.5
5. WDBO 81/ 8.3	7.4	9.7	8.5	9.6	5. WDBO 81	5. WHOO-F 1664/18.3
6. WHOO 75/ 7.7	11.9	7.6	7.5	6.8	6. WHOO 75	6. WDBO 1524/19.6
7. WHLY-F 69/ 7.1	6.8	5.9	8.0	8.7	7. WHLY-F 69	7. WJYO-F 1189/11.2
8. WJYO-F 64/ 6.6	6.4	3.1	6.4	8.3	8. WJYO-F 64	8. WHOO 1160/16.4
9. WKIS 52/ 5.3	6.8	7.5	7.3	5.9	9. WKIS 52	9. WELE-F 1080/ 5.1
10. WORL 32/ 3.3	4.8	4.7	3.6	4.9	10. WORL 32	10. WKIS 992/14.5

12+ FM SHARE (METRO): 66.27% (609 of 919) (O/N 80: 58.96%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WDIZ-F	1. WDIZ-F	1. WDIZ-F	1. WHOO-F	1. WDBO-F	1. WDIZ-F
2. WBJW-F	2. WHLY-F	2. WBJW-F	2. WJYO-F	2. WHOO	2. WDBO-F
3. WORL	3. WBJW-F	3. WHLY-F	3. WHOO	3. WHOO-F	3. WBJW-F+
	4. WHOO-F	4. WHOO-F	4. WHLY-F	4. WDBO	4. WDBO

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	23 (1)	212 (2)	235 (3)	25.6
COUNTRY	86 (3)	124 (3)	210 (6)	22.9
MOR/AC	97 (2)	96 (2)	193 (4)	21.0
BTFL MUSIC		170 (2)	170 (2)	18.5
TALK	52 (1)		52 (1)	5.7
BLACK	42 (2)		42 (2)	4.6
RELIGION	10 (2)	7 (1)	17 (3)	1.8
			919 (21)	

ORLANDO ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WDBO-F	1. WDBO-F	1. WDIZ-F	WAJL	1440	Winter Park .8
2. WDIZ-F	2. WDIZ-F	2. WDBO-F	WFIV	1080	Kissimmee .7
3. WBJW-F	3. WBJW-F	3. WDBO	WHHL	1190	Pine Cattle 1.6
4. WHOO-F	4. WHOO-F	4. WHOO-F	WLOF	950	2.4
5. WDBO	5. WHLY-F	5. WBJW-F	WLOQ-F	103.1	Winter Park 2.8
6. WHLY-F	6. WDBO	6. WORL	WOKB	1600	Winter Garden 1.0
7. WJYO-F	7. WHOO	7. WHOO	WTLN-F+	95.3	Apopka .9
WELE-F	8. WJYO-F	8. WJYO-F	WELE-F	105.9	DeLand 1.9
WHOO	9. WELE-F	9. WKIS	WGTO	540	Cypress Gardens .4
10. WWLV-F	10. WKIS		WPCV-F	97.5	Winter Haven 1.9
11. WKIS	11. WCKS-F				
WDOQ-F	12. WLOF				
13. WCKS-F	13. WDOQ-F				
14. WEZY-F	14. WWLV-F				
15. WORL	15. WORL				

ADI FM SHARE: 69.58% (1345 of 1933) (O/N 80: 68.98%)

AM STATIONS

WDBO, 580, 5 KW (DA-N), MOR	ABC-E, \$56.25* (Blair)	Outlet
WHOO, 990, 50 KW/5 KW (DA-N), COUNTRY	ABC-I, \$75.00 (Torbet)	Bluegrass
WKIS, 740, 5 KW/1 KW (DA-1), TALK/MOR	CBS, \$48.50 (Eastman)	Susquehanna
WLOF, 950, 5 KW (DA-N), AC	RKO, \$35.00* (Mc-Guild)	
WORL, 1270, 5 KW (DAYS), BLACK	, \$56.25 (Katz)	Sudbrink

FM STATIONS

WDBO-F, 92.3, 100 KW @ 1320, BTFL MUS (Schulke)	, \$56.25* (Blair)	Outlet
WDIZ-F, 100.3, 100 KW @ 820, AOR (Burk-Abr)	Source, \$48.75 (Selcom)	Shamrock Comm
WHOO-F, 96.5, 100 KW @ 493, COUNTRY (TM)	, \$75.00 (Torbet)	Bluegrass
WBJW-F, 105.1, 100 KW @ 370, ROCK	RKO, \$73.00* (Mc-Guild)	
WHLY-F, 106.7, 100 KW @ 799, CONTEMP/AC	, \$39.25 (Christal)	General
WJYO-F, 107.7, 100 KW @ 829, BTFL MUS (SchulkeII)	, \$56.25 (Katz)	Sudbrink
WPCV-F, 97.5, 100 KW @ 499, COUNTRY	ABC-E, \$18.25 (PRO) Hall	(WINTER HAVEN)
WCKS-F, 101.1, 100 KW @ 500, ROCK	, \$25.00 (P/W)	(COCOA BEACH)

OTHER STATIONS - SEE DAYTONA BEACH

TV STATIONS

WOFL	Orlando	35	IND
WDBO	Orlando	6	CBS, Outlet
WESH	Daytona Beach	2	NBC, Cowles
WFTV	Orlando	9	ABC

NEWSPAPER

Orlando Sentinel Star AD 201,383, Tribune Co.

PEORIA

Market # 108  
 Revenue Rank # 81  
 Income Rank # 121  
 APR 13.9  
 SMSA Pop: 371,200  
 CSI HH: 3.3 Bil (# 94)

Revenue : \$ 6,433,946  
 Income : \$ 184,348  
 % Rev Gain: 34.3 %  
 Stations: 18/13  
 Diaries: 753/493:1  
 CSI HH: 24.2 M (# 38)  
 Standard Error: .656

National Rev: \$1,754,647  
 Nat Rev per Cap: \$ 4.73  
 Tot Rev per Cap: \$ 17.33  
 Tot Inc per Cap: \$ .50  
 Profit Margin: 2.9 %  
 Retail \$: 1.8 Bil (# 96)  
 Retail Sales %: .298

12+ METRO 1/4/SHARE	SPG	FAL	SPG	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	80	80	79		
1. WSWT-F 62/14.7	15.4	17.1	15.1	15.4	1. WSWT-F 87	1. WKZW-F 1215/27.6
2. WMBD 56/13.3	13.6	16.0	13.9	13.6	2. WKZW-F 72	2. WMBD 1078/29.8
3. WKZW-F 51/12.1	10.5	12.6	15.3	16.6	3. WJBC 71	3. WIRL 992/27.1
4. WXCL 49/11.6	13.1	7.2	12.9	10.5	4. WMBD 66	4. WSWT-F 948/23.2
5. WIRL 54/10.2	7.3	6.3	8.2	11.0	5. WXCL 54	5. WLS 901/13.6
6. WVFL+ 31/ 7.4	4.0	5.9	4.3	4.7	6. WIRL 46	6. WXCL 817/23.7
7. WWCT-F 29/ 6.9	12.0	6.3	8.0	6.9	7. WWCT-F 45	7. WWCT-F 776/17.0
8. WKQA-F 19/ 4.5	5.6	5.6	3.3	1.8	8. WMAQ 39	8. WJBC 747/ 3.2
9. WLS 12/ 2.9	1.8	1.8	3.1	4.0	9. WVFL+ 32	9. WMAQ 721/ 6.6
10. WPEO 10/ 2.4	.9	1.4	2.8	1.1	10. WBNQ-F 31	10. WBNQ-F 617/ 6.1

12+ FM SHARE (METRO): 46.77% (188 of 402) (FAL 80: 56.48%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKZW-F	1. WKZW-F	1. WKZW-F	1. WSWT-F	1. WSWT-F	1. WJBC
2. WKQA-F	2. WWCT-F	2. WIRL	2. WIRL	2. WXCL	2. WMBD
3. WWCT-F	3. WIRL	WSWT-F	3. WXCL	3. WMBD	3. WSWT-F

OTHER RATED STATIONS/METRO SHARE

WTAZ-F 102.3	Morton	.7	WBNQ-F 101.5	Bloomington	1.9
WTXR-F 94.3	Chillicothe	.7	WGN 720	Chicago	1.9
WBBM 780	Chicago	1.7	WJBC 1230	Bloomington	1.2
			WMAQ 670	Chicago	1.4

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	12 (1)	107 (4)	119 (5)	29.6
MOR/AC	112 (4)	6 (2)	118 (6)	29.4
BTFL MUSIC	18 (1)	75 (2)	93 (3)	23.1
COUNTRY	55 (2)		55 (2)	13.7
RELIGION	10 (1)		10 (1)	2.5
NEWS/TALK	7 (1)		7 (1)	1.7
			402 (18)	

RADIO STATIONS

WIRL, 1290, 5 KW (DA-2), AC	MBS, \$33.25 (Eastman)	Mid America
WMBD, 1470, 5 KW (DA-2), MOR	CBS, \$28.75 (Katz)	Midwest TV
WPEO, 1020, 1 KW, RELIGION	MBS, \$12.00 (----)	Crawford
WVFL+, 1140, 5 KW (DAYS), BTFL MUS	, \$15.00* (Torbet)	
WXCL, 1350, 1 KW (DA-2), COUNTRY	ABC-I, \$30.00 (Blair)	
WKQA-F, 104.9, 3 KW @ 260, ROCK	ABC-F, \$30.00 (Blair)	
WKZW-F, 93.3, 40 KW @ 570, ROCK	, \$39.50 (Katz)	Midwest TV
WSWT-F, 106.9, 50 KW @ 450, BTFL MUS (Bonne)	, \$27.00 (Eastman)	Mid America
WWCT-F, 105.7, 36 KW @ 571, AOR	Source, \$20.00 (?)	
WMAQ - See Chicago	WBNQ, WJBC - See Bloomington	

TV STATIONS

WEEK Peoria 25	NBC, Mid America	WMBD Peoria 31	CBS, Mid TV
		WRAU Peoria 19	ABC, Forward

NEWSPAPERS

Peoria Journal Star	AD	102,556	Pekin Times	E	22,082
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PHILADELPHIA

Market # 4; ADI # 4  
 Revenue Rank # 6  
 Income Rank # 6  
 APR 17.1  
 SMSA Pop: 4,729,000  
 CSI: 40.5 Bil (# 4)

Revenue : \$ 53,212,395  
 Income : \$ 6,127,744  
 % Rev Gain: 12.3  
 Stations: 29/37  
 Diaries: 2458/1924:1  
 CSI HH: 24.6 M (# 31)  
 Standard Error: .405

National Rev: \$ 19,178,545  
 Nat Rev per Cap: \$ 4.06  
 Tot Rev per Cap: \$ 11.25  
 Tot Inc per Cap: \$ 1.30  
 Profit Margin: 11.5 %  
 Retail \$: 18.3 Bil (# 5)  
 Retail Sales %: .227

12+ METRO	1/4/SHARE	SUM 81	SPG 81	WIN 81	FAL 80	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KYW	625/9.3	9.3	12.3	9.4	11.6	1. KYW	737	1. KYW 14158/29.7
2. WMGK-F	539/8.0	8.8	7.7	7.2	9.0	2. WMGK-F	645	2. WMGK-F 8718/18.2
3. WMMR-F	415/6.2	5.7	5.2	5.9	5.3	3. WMMR-F	597	3. WMMR-F 8698/15.0
4. WCAU-F	403/6.0	4.1	3.4	2.6	3.6	4. WWSH-F	483	4. WCAU-F 7606/16.1
5. WIP	390/5.8	5.5	5.5	6.0	6.6	5. WCAU-F	471	5. WIP 7176/15.7
6. WDAS-F	365/5.4	7.1	6.8	6.2	5.3	6. WIP	433	6. WYSP-F 6188/10.7
7. WWSH-F	363/5.4	4.8	5.3	6.1	6.1	WDAS-F	433	7. WWSH-F 5906/10.3
8. WEAZ-F	354/5.3	5.7	6.5	6.2	5.9	8. WEAZ-F	412	8. WCAU 5688/11.9
9. WWDB-F	335/5.0	4.7	4.2	4.4	4.2	9. WWDB-F	403	9. WEAZ-F 5546/11.9
10. WIOQ-F	286/4.3	3.4	3.6	4.0	3.4	10. WYSP-F	358	10. WIOQ-F 4941/ 9.8
11. WPEN	277/4.1	4.7	4.0	4.6	3.8	11. WUSL-F	348	11. WDAS-F 4903/10.9
12. WUSL-F	270/4.0	2.8	1.9	3.1	2.7	12. WIOQ-F	345	12. WIFI-F 4828/ 8.4
13. WYSP-F	238/3.5	3.7	3.2	4.8	4.1	13. WPEN	302	13. WWDB-F 4576/ 9.4
14. WCAU	227/3.4	3.5	2.9	4.2	4.4	14. WCAU	275	14. WUSL-F 4281/ 8.0
15. WIFI-F	165/2.5	4.4	4.4	3.0	2.7	15. WIFI-F	259	15. WPEN 4269/ 9.7
16. WFIL	141/2.1	2.3	2.6	3.1	3.1	16. WJBR-F	207	16. WFIL 4217/ 7.9
17. WSNI-F	131/2.0	2.7	2.9	2.0	2.4	17. WOR	178	17. WSNI-F 3015/ 6.2
18. WFLN-F+	121/1.8	1.8	1.7	2.2	2.2	18. WFIL	168	18. WFLN-F+ 2735/ 5.8
WDAS	121/1.8	1.3	1.3	1.2	1.4	19. WSNI-F	163	19. WJBR-F 2559/ 3.1
20. WJBR-F	94/1.4	.9	1.2	.8	.9	20. WFLN-F+	159	20. WSTW-F 2443/ 2.1

12+ FM SHARE (METRO): 67.65% (4206 of 6217) (FALL 80: 63.56%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WCAU-F	1. WMGK-F	1. WMGK-F	1. WMGK-F	1. KYW	1. KYW
2. WMMR-F	2. WMMR-F	2. WMMR-F	2. WIP	2. WEAZ-F	2. WIP
3. WDAS-F	3. WDAS-F	3. WDAS-F	3. KYW	3. WIP	3. WMGK-F
4. WYSP-F	WIOQ-F	4. WIOQ-F	4. WUSL-F	4. WWSH-F	4. WWDB-F
5. WIFI-F	5. WCAU-F	5. WCAU-F	5. WIOQ-F	WPEN	5. WMMR-F
6. WPST-F	6. WYSP-F	6. KYW	6. WDAS-F	6. WMGK-F	6. WWSH-F
7. WMGK-F	7. KYW	7. WIP	7. WEAZ,WWSH	7. WWDB-F	7. WCAU-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	24 (1)	1643 (8)	1667 (9)	26.8
NEWS/TALK	892 (3)	335 (1)	1227 (4)	19.7
MOR/AC	390 (1)	670 (2)	1060 (3)	17.1
BTFL MUSIC		811 (3)	811 (3)	13.0
BLACK/URBAN	213 (2)	365 (1)	578 (3)	9.3
COUNTRY	141 (1)	270 (1)	411 (2)	6.6
BIG BAND/NOST	277 (1)		277 (1)	4.5
CLASSICAL	15 (1)	112 (1)	127 (2)	2.0
UNKNOWN	34 (1)		34 (1)	0.5
RELIGION	25 (1)		25 (1)	0.4
			6217 (29)	

PHILADELPHIA ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. KYW	1. KYW	1. WDAS-F	WHAT	1340	1.4
2. WMGK-F	2. WMGK-F	2. KYW	WSSJ	1310 Camden	.5
3. WMMR-F	3. WMMR-F	3. WCAU-F	WZZD	990	.4
4. WCAU-F	4. WCAU-F	4. WIP	WKXW-F	101.5 Trenton	.7
5. WWSH-F	5. WIP	5. WEAZ-F	WPST-F	97.5 Trenton	.9
6. WDAS-F	6. WYSP-F	6. WMGK-F	WSTW-F	93.7 Wilmington	.5
7. WIP	7. WCAU	7. WUSL-F	WNBC	660 New York	.4
8. WEAZ-F	8. WEAZ-F	8. WMMR-F	WOR	710 New York	.6
9. WWDB-F	9. WWSH-F	9. WIOQ-F			
10. WIOQ-F	10. WDAS-F	10. WWSH-F			
11. WYSP-F	11. WIOQ-F				
12. WUSL-F	12. WIFI-F				
13. WPEN	13. WWDB-F				
14. WCAU	14. WPEN				
15. WIFI-F	15. WFIL				

ADI FM SHARE: 69.24% (5984 of 8642) (FALL 80: 64.42%)

AM STATIONS

KYW, 1060, 50 KW (DA-1)	, NEWS	NBC, \$173.75 (RAR)	Westinghouse
WCAU, 1210, 50 KW	, TALK/NEWS	CBS, \$ 94.77 (CBS Spot)	CBS
WDAS, 1480, 5 KW/1 KW (DA-2)	, BLACK	NBN, \$ 82.50 (Howard)	NBN
WFIL, 560, 5 KW (DA-2)	, COUNTRY	, \$135.00* (Blair)	LIN
WIP, 610, 5 KW (DA-1)	, MOR	, \$170.63 (Katz)	Metromedia
WPEN, 950, 5 KW (DA-N)	, BIG BAND/NOST	ABC-E, \$120.25* (MMR)	Greater Media

FM STATIONS

WCAU-F, 98.1, 13 KW @ 1000	, ROCK	, \$105.63 (CBS/FM)	CBS
WDAS-F, 105.3, 4 KW @ 870	, BLACK	, \$116.88 (Howard)	NBN
WEAZ-F, 101.1, 13 KW @ 1010	, BTFL MUS (Bonne)	, \$ 92.50 (Mc-Guild)	
WFLN-F+, 95.7, 50 KW @ 490	, CLASSICAL	, \$ 56.00 (CMBS)	
WIFI-F, 92.5, 50 KW @ 500	, ROCK	ABC-C, \$105.00* (Eastman)	GCC
WIOQ-F, 102.1, 30 KW @ 650	, CONTEMP	RKO, \$ 84.38* (Mc-Guild)	Outlet
WMGK-F, 102.9, 50 KW @ 300	, AC	, \$166.50 (MMR)	Greater Media
WMMR-F, 93.3, 25 KW @ 670	, AOR	, \$144.38 (Katz)	Metromedia
WSNI-F, 104.5, 13 KW @ 1008	, AC	MBS, \$ 51.85* (RKO)	Associated
WUSL-F, 98.9, 18 KW @ 830	, COUNTRY	, \$ 87.13 (Blair)	LIN
WWDB-F, 96.5, 50 KW @ 1200	, TALK	ABC-I, \$ 62.16 (HNW)	
WWSH-F, 106.1, 19 KW @ 740	, BTFL MUS (Schulke)	, \$100.63 (Christal)	Cox
WYSP-F, 94.1, 16 KW @ 900	, AOR	Source, \$115.00 (Torbet)	Infinity
WPST-F, 97.5, 50 KW @ 450	, ROCK	, \$ 42.75 (Masla)	Nassau (TRENTON)

TV STATIONS

KYW	Philadelphia	3	NBC, Westinghouse
WPVI	Philadelphia	6	ABC, Capital Cities
WKBS	Philadelphia	48	IND, Field
WPHL	Philadelphia	17	IND, Prov Journal
WCAU	Philadelphia	10	CBS, CBS
WTAF	Philadelphia	29	IND, Taft

NEWSPAPERS

Philadelphia Bulletin	E	462,137, Charter
Philadelphia Enquirer	M	425,075, Knight-Ridder
Philadelphia News	E	231,310, Knight-Ridder



PHOENIX

Market # 25; ADI # 31  
 Revenue Rank # 21  
 Income Rank # 62  
 APR 16.3  
 SMSA Pop: 1,535,000  
 CSI: 12.0 Bil (# 26)

Revenue : \$24,510,527  
 Income : \$ 442,953  
 % Rev Gain: +20.0  
 Stations: 29/31  
 Diaries: 1440/1066:1  
 CSI HH: 21.3 M (# 152)  
 Standard Error: .507

National Rev: \$8,271,361  
 Nat Rev per Cap: \$5.39  
 Tot Rev per Cap: \$15.97  
 Tot Inc per Cap: \$ .29  
 Profit Margin: 1.8%  
 Retail \$: 6.7 Bil (# 26)  
 Retail Sales %: .281

12+ METRO	1/4/SHARE	SPG 81	0/N 80	A/M 80	0/N 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KDKB-F	184/8.5	6.5	6.2	6.4	4.2	1. KDKB-F 206	1. KDKB-F 2710/17.3
2. KTAR	177/8.2	9.2	6.4	8.4	6.5	2. KNIX-F 189	2. KNIX-F 2577/16.9
3. KME0-F	167/7.7	9.0	8.8	6.7	7.6	3. KTAR 186	3. KTAR 2537/17.6
KNIX-F	167/7.7	7.5	9.1	9.2	7.7	4. KME0-F 184	4. KZZP-F+ 2363/15.9
5. KQYT-F	144/6.7	6.8	7.5	7.8	10.6	5. KQYT-F 168	5. KOY 2285/15.2
6. KOY	120/5.5	6.4	8.4	8.2	8.1	6. KOPA-F 134	6. KME0-F 2208/14.8
7. KOPA-F	116/5.4	5.9	5.8	7.6	4.3	KOT 134	7. KOPA-F 2157/13.7
KZZP-F+	116/5.4	6.8	3.9	2.9	2.1	8. KUPD-F 129	8. KQYT-F 2078/13.7
9. KUPD-F	112/5.2	4.4	5.2	4.2	4.7	KZZP-F+ 129	9. KUPD-F 1876/12.0
10. KUKQ	99/4.6	3.0	2.1	2.3	3.1	10. KOOL-F 118	10. KOOL-F 1539/ 9.5
11. KOOL-F	91/4.2	4.2	4.4	4.3	5.9	11. KUKQ 107	11. KBBC-F 1243/ 8.2
12. KBBC-F	66/3.0	3.3	3.4	2.4	3.5	12. KBBC-F 74	12. KJJJ 1169/ 7.5
13. KPHX	63/2.9	2.7	2.4	1.5	1.1	13. KNIX 71	13. KNIX 1118/ 6.0
14. KJJJ-F	62/2.9	1.0	1.1	.5	3.5	14. KJJJ-F 67	14. KUKQ 1100/ 7.6
15. KJJJ	56/2.6	2.0	3.1	4.3	5.4	15. KPHX 65	15. KJJJ-F 1079/ 6.9

12+ FM SHARE (METRO): 61.86% (1296 of 2095) (0/N 80: 59.02%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KDKB-F	1. KDKB-F	1. KDKB-F	1. KNIX-F	1. KME0-F	1. KTAR
2. KUKQ	2. KZZP-F+	2. KNIX-F	2. KOY	2. KTAR	2. KOY
KUPD-F	3. KUPD-F	3. KZZP-F+	3. KTAR	3. KNIX-F	3. KZZP-F+
4. KOPA-F	4. KOPA-F	4. KOY	4. KDKB-F	4. KOY	4. KNIX-F
5. KNIX-F	5. KOOL-F	5. KOOL-F	5. KQYT-F	5. KQYT-F	5. KDKB-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	21 (1)	611 (6)	632 (7)	30.2
COUNTRY	140 (3)	229 (2)	369 (5)	17.6
BTFL MUSIC	22 (1)	311 (2)	333 (3)	15.9
MOR/AC	120 (1)	91 (1)	211 (2)	10.1
NEWS/TALK	177 (1)		177 (1)	8.4
BLACK/DANCE	113 (2)		113 (2)	5.4
SPANISH	109 (2)		109 (2)	5.2
BIG BAND	52 (1)	17 (1)	69 (2)	3.3
RELIGION	45 (4)		45 (4)	2.1
CLASSICAL		37 (1)	37 (1)	1.8
			2095 (29)	

PHOENIX ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. KDKB-F	1. KDKB-F	1. KTAR	KARZ	960 2.1
2. KNIX-F	2. KNIX-F	2. KUKQ	KFLR	1230 .8
3. KTAR	3. KTAR	3. KOY	KHEP	1280 .3
4. KMEO-F	4. KZZP-F+	4. KNIX-F	KHEP-F	101.5 1.7
5. KQYT-F	5. KOY	5. KMEO-F	KIFN	860 2.1
6. KOY	6. KMEO-F	6. KDKB-F	KLFF	1360 2.4
7. KOPA-F	7. KOPA-F	7. KOPA-F	KMEO	740 1.0
8. KZZP-F+	8. KQYT-F	8. KPHX	KNIX	1580 1.8
9. KUPD-F	9. KUPD-F	9. KOOL-F	KRDS	1190 .6
10. KOOL-F	10. KOOL-F	10. KQYT-F	KWAO-F	106.3 .8
11. KUKQ	11. KBBC-F		KXAM	1440 .6
12. KBBC-F	12. KJJJ		KXEG	1010 .4
13. KNIX	13. KUKQ		KSTM-F	107.1 Apache Junction 1.8
14. KJJJ-F	14. KJJJ-F			
15. KPHX	15. KNIX			

ADI FM SHARE: 60.73% (1522 of 2506) (O/N 80: 58.11%)

AM STATIONS

KARZ, 960, 5 KW (DA-N)	, COUNTRY	CBS, \$ 34.00 (Katz)	Stauffer
KJJJ, 910, 5 KW (DA-N)	, COUNTRY	ABC-E, \$ 36.20* (----)	Wolpin
KNIX, 1580, 50 KW/10 KW (DA-N)	, COUNTRY	, \$ ? ? (Christal)	Buck Owens
KOY, 550, 5 KW/1 KW	, AC	, \$129.50* (Eastman)	Harte-Hamks
KPHX, 1480, 1 KW (DAYS)	, SPANISH	, \$ 28.00 (PRO)	
KTAR, 620, 5 KW (DA-N)	, NEWS	MBS,ABC-I, \$ 70.00* (CBS Spot)	Pulitzer
KUKQ, 1060, 5 KW/500 W (DA-N)	, BLACK	, \$ 40.25 (Masla)	

FM STATIONS

KBBC-F, 98.7, 115 KW @ 1680	, SOFT ROCK	RKO, \$ 63.75 (CBS Spot)	Pulitzer
KDKB-F, 93.3, 100 KW @ 1550	, AOR	Source, \$ 80.00* (Blair)	Sandusky News
KJJJ-F, 92.3, 100 KW @ 880	, COUNTRY	ABC-C, \$ 36.20* (----)	Wolpin
KMEO-F, 96.9, 100 KW @ 1556	, BTFL MUS (Bonne)	, \$ 46.55 (Mc-Guild)	Scripps-How
KNIX-F, 102.5, 100 KW @ 1610	, COUNTRY	, \$ 80.00* (Christal)	Buck Owens
KOOL-F, 94.5, 100 KW @ 1620	, OLDIES/AC	, \$ 71.25 (Katz)	
KOPA-F, 100.7, 100 KW @ 1847	, ROCK	, \$ 50.00* (Torbet)	First Media
KQYT-F, 95.5, 100 KW @ 1550	, BTFL MUS (Churchill)	, \$ 97.13* (Eastman)	Harte-Hanks
KUPD-F, 97.9, 100 KW @ 1620	, ROCK	, \$ 48.88 (Masla)	
KZZP-F+, 104.7, 100 KW @ 1550	, ROCK	, \$ 50.00* (Mc-Guild)	Western Cities

TV STATIONS

KOOL	Phoenix	10	CBS, Gulf United
KPHO	Phoenix	5	IND
KPNX	Phoenix	12	NBC, Combined/Gannett
KTVK	Phoenix	3	ABC

NEWS PAPERS

Phoenix Republic	M	260,090
Phoenix Gazette	E	112,781

PITTSBURGH

Market # 13; ADI # 11  
 Revenue Rank # 18  
 Income Rank # 148  
 APR 17.0  
 SMSA Pop: 2,286,100  
 CSI: 18.2 Bil (# 16)

Revenue : \$27,485,386  
 Income : \$ 106,286  
 % Rev Gain: +7.7  
 Stations: 28/38  
 Diaries: 1692/1351:1  
 CSI HH: 22.1 M (# 114)  
 Standard Error: .471

National Rev: \$9,746,785  
 Nat Rev per Cap: \$4.26  
 Tot Rev per Cap: \$12.02  
 Tot Inc per Cap: \$.05  
 Profit Margin: 0.4%  
 Retail \$: 9.5 Bil (# 15)  
 Retail Sales %: .227

12+ METRO 1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KDKA 644/19.8	22.3	22.2	25.3	22.2	1. KDKA 858	1. KDKA 11798/42.2
2. WTAE 266/ 8.2	6.6	6.6	6.6	6.7	2. WDVE-F 323	2. WTAE 5007/23.7
3. WDVE-F 197/ 6.1	7.9	6.4	5.4	7.5	3. WTAE 285	3. WDVE-F 4788/15.7
4. WJAS 178/ 5.5	1.6	2.0	2.7	2.5	4. WSHH-F 231	4. WXXK-F 4220/15.5
5. WSHH-F 172/ 5.3	7.0	7.2	7.3	6.8	5. WXXK-F 224	5. WSHH-F 3416/14.8
6. WAMO-F 166/ 5.1	5.8	3.7	4.6	5.3	6. WEEP 222	6. WYDD-F 3329/11.8
7. WWSW-F 158/ 4.9	3.9	2.7	3.3	2.3	7. WWSW-F 199	7. WWSW-F 3168/12.3
8. WEEP 152/ 4.7	4.2	6.1	3.6	3.4	WYDD-F 199	8. WBZZ-F 2922/11.7
9. WXXK-F 150/ 4.6	6.1	6.8	5.2	5.6	9. WJAS 179	9. WJAS 2412/12.2
10. WYDD-F 128/ 3.9	2.2	1.0	2.2	1.7	WAMO-F 179	10. WPNT-F 2395/ 8.2
11. WBZZ-F 123/ 3.8	1.7	2.2	3.5	4.0	11. WPNT-F 176	11. KQV 2156/11.1
12. KQV 109/ 3.4	3.3	4.1	4.4	3.8	12. WBZZ-F 159	12. WAMO-F 2139/ 9.6
13. WPNT-F 99/ 3.0	3.8	2.7	3.4	3.5	13. WDSY-F 112	13. WEEP 1887/ 6.3
14. WFFM-F 83/ 2.6	2.7	2.8	3.6	3.9	14. WQV 111	14. WWSW 1708/ 8.6
15. WDSY-F 72/ 2.2	2.5	3.4	3.1	2.4	15. WFFM-F 95	15. WFFM-F 1650/ 7.1

12+ FM SHARE (METRO): 48.09% (1449 of 3013) (O/N 80: 45.89%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WBZZ-F	1. WDVE-F	1. KDKA	1. KDKA	1. KDKA	1. KDKA
2. WDVE-F	2. WTAE	2. WTAE	2. WTAE	2. WJAS	2. WTAE
WYDD-F	3. WAMO-F	3. WDVE-F	3. WWSW-F	3. WTAE	3. WDVE-F
4. WXXK-F	4. WWSW-F	4. WWSW-F	4. WEEP	4. WEEP	4. WWSW-F+
5. WAMO-F	5. WXXK-F	5. WAMO-F	5. WJAS	5. WSHH-F	WXXK-F

FORMATS

	AM	FM	TOTAL	%
MOR/AC	1042 (6)		1042 (6)	34.6
ROCK/AOR/CONTEMP		865 (8)	865 (8)	28.7
COUNTRY	194 (2)	101 (3)	295 (5)	9.8
BTFL MUSIC		271 (2)	271 (2)	9.0
BIG BAND	178 (1)	21 (1)	199 (2)	6.6
BLACK/URBAN	11 (1)	166 (1)	177 (2)	5.9
NEWS/TALK	109 (1)		109 (1)	3.6
RELIGION	30 (1)	25 (1)	55 (2)	1.8
			<u>3013 (28)</u>	

PITTSBURGH ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. KDKA	1. KDKA	1. KDKA	WAMO	860 .3
2. WTAE	2. WTAE	2. WAMO-F	WBVP	1230 Beaver Falls .9
3. WDVE-F	3. WDVE-F	3. WTAE	WHJB	620 Greensburg .8
4. WSHH-F	4. WXXK-F	4. WXXK-F	WIXZ	1360 McKeesport 1.3
5. WXXK-F	5. WSHH-F	5. WJAS	WKPA	1150 New Kensington .6
6. WEEP	6. WWSW-F	6. WSHH-F	WNUF-F	100.7 New Kensington .6
7. WWSW-F	7. WYDD-F	7. KQV	WOKU-F	101.7 Greensburg .4
8. WYDD-F	8. WBZZ-F	8. WYDD-F	WPIT	730 .9
9. WAMO-F	9. WJAS	9. WDVE-F	WPIT-F	101.5 .8
WJAS	10. KQV	10. WWSW-F	WWKS-F	106.7 Beaver Falls .4
11. WPNT-F	11. WAMO-F		WWSW	970 1.9
12. WBZZ-F	WPNT-F		WELA-F	104.3 E. Liverpool,OH .5
13. KQV	13. WEEP		WRKY-F	103.5 Steubenville .4
14. WDSY-F	14. WWSW			
15. WFFM-F	15. WFFM-F			

ADI FM SHARE: 49.76% (2152 of 4325) (O/N 80: 46.51%)

AM STATIONS

KDKA, 1020, 50 KW	, MOR	NBC, \$200.00*	(RAR)	Westinghouse
KQV, 1410, 5 KW (DA-2)	, NEWS/TALK	CBS, MBS, \$ 45.00*	(Eastman)	Taft
WEEP, 1080, 50 KW (DAYS, DA)	, COUNTRY	ABC-I, \$ 71.67	(MMR)	Entercom
WJAS, 1320, 5 KW (DA-N)	, BIG BAND/NOST (A1 Ham)	, \$ 34.50	(HNW)	BENI
WTAE, 1250, 5 KW (DA-N)	, AC	ABC-E, \$ 90.00	(Katz)	Hearst
WWSW, 970, 5 KW (DA-2)	, MOR	ABC-C, \$ 30.00*	(Mc-Guild)	Block

FM STATIONS

WAMO-F, 105.9, 72 KW @ 440	, BLACK	SBN, NBN, \$ 52.50	(----)	Sheridan
WBZZ-F, 93.7, 41 KW @ 547	, ROCK (Burk-Abr)	, \$ 50.00*	(Torbet)	EZ
WDSY-F, 107.9, 50 KW @ 500	, COUNTRY	ABC-I, \$ 67.50	(MMR)	Entercom
WDVE-F, 102.5, 55 KW @ 820	, AOR (Burk-Abr)	Source, \$ 80.00*	(Eastman)	Taft
WFFM-F, 96.9, 60 KW @ 520	, AC	RKO, \$ 60.50	(HNW)	
WPNT-F, 92.9, 47 KW @ 890	, BTFL MUS (Bonne)	, \$ 47.50	(RAR)	Westinghouse
WSHH-F, 99.7, 11 KW @ 920	, BTFL MUS (Schulke)	, \$ 59.50	(Blair)	Nationwide
WWSW-F, 94.5, 50 KW @ 810	, CONTEMP	, \$ 72.00	(Mc-Guild)	Block
WXXK-F, 96.1, 50 KW @ 500	, ROCK	ABC-F, \$ 70.00	(Katz)	Hearst
WYDD-F, 104.7, 50 KW @ 500	, AOR	, \$ 39.50	(Masla)	

TV STATIONS

KDKA	Pittsburgh	2	CBS, Westinghouse
WIIC	Pittsburgh	11	NBC, Cox
WPCB	Pittsburgh	22	IND
WPCB	Pittsburgh	53	IND, Meredith
WTAE	Pittsburgh	4	ABC, Hearst

NEWSPAPERS

Pittsburgh Press	M	177,941, Scripps-Howard
Pittsburgh Post-Gazette	E	258,953, Block

PORTLAND, OR

Market # 33; ADI # 24  
 Revenue Rank # 24  
 Income Rank # 56  
 APR 15.9  
 SMSA Pop: 1,237,200  
 CSI: 10.5 Bil (# 31)

Revenue : \$21,900,747  
 Income : \$ 474,536  
 % Rev Gain: +36.0  
 Stations: 24/25  
 Diaries: 1295/955:1  
 CSI HH: 22.6 M (# 94)  
 Standard Error: .526

National Rev: \$8,492,360  
 Nat Rev per Cap: \$6.86  
 Tot Rev per Cap: \$17.70  
 Tot Inc per Cap: \$ .38  
 Profit Margin: 2.2%  
 Retail \$: 5.7 Bil (# 32)  
 Retail Sales %: .296

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KGON-F	189/11.1	9.4	10.2	7.9	8.5	1. KGON-F 271	1. KGW	4387/28.3
2. KGW	152/ 9.0	9.1	9.1	11.1	11.9	2. KGW 232	2. KEX	3057/21.6
3. KINK-F	142/ 8.4	5.3	4.5	4.4	5.9	3. KINK-F 195	3. KGON-F	2802/17.8
4. KEX	131/ 7.7	7.9	9.3	7.3	9.1	4. KUPL-F 180	4. KUPL-F	2287/15.4
5. KUPL-F	123/ 7.3	6.9	6.7	7.1	7.2	5. KEX 160	5. KINK-F	2252/15.5
6. KWJJ	107/ 6.3	4.5	5.1	5.6	5.5	6. KWJJ 141	6. KCNR-F	1979/12.9
7. KXL-F	94/ 5.5	6.8	6.7	8.1	5.3	7. KXL-F 120	7. KXL	1976/12.8
8. KCNR-F	83/ 4.9	3.2	2.5	2.1	3.9	8. KLLB-F 114	8. KWJJ	1933/13.5
9. KXL	79/ 4.7	3.2	5.5	4.5	4.9	9. KXL 112	9. KXL-F	1804/12.1
10. KUPL	60/ 3.5	2.9	3.1	3.0	2.0	10. KCNR-F 101	10. KLLB-F	1610/ 9.6
11. KJIB-F	54/ 3.2	2.2	2.8	2.1	3.1	11. KJIB-F 76	11. KYXI	1566/12.2
12. KYXI	53/ 3.1	5.1	4.9	3.7	3.3	KUPL 76	12. KYTE	1151/ 7.6

12+ FM SHARE (METRO): 53.53% (849 of 1586) (O/N 80: 46.52%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KGON-F	1. KINK-F	1. KINK-F	1. KINK-F	1. KEX	1. KGW
2. KGW	2. KGON-F	2. KGW	2. KGW	2. KWJJ	2. KXL
3. KCNR-F	3. KGW	3. KGON-F	3. KEX	3. KUPL-F	KGON-F
	4. KCNR-F	4. KEX	4. KWJJ	4. KXL-F	4. KEX
	5. KLLB-F	5. KCNR-F	5. KXL-F	5. KGW	5. KINK-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	187 (3)	519 (6)	706 (9)	44.5
BTFL MUSIC		217 (2)	217 (2)	13.7
COUNTRY	152 (2)	54 (1)	206 (3)	13.0
NEWS/TALK	185 (4)		185 (4)	11.7
MOR/AC	131 (1)	38 (1)	169 (2)	10.7
BIG BAND/NOST	60 (1)		60 (1)	3.8
UNKNOWN	11 (1)	21 (1)	32 (2)	2.0
RELIGION	11 (1)		11 (1)	0.7
			1586 (24)	

PORTLAND ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. KGON-F	1. KGW	1. KGON-F	KAAR	1480	Vancouver .4
2. KGW	2. KEX	2. KGW	KKEY	1150	2.8
3. KINK-F	3. KGON-F	3. KEX	KKSN	910	Vancouver .6
4. KUPL-F	4. KUPL-F	4. KWJJ	KLIQ	1290	.4
5. KEX	5. KINK-F	5. KINK-F	KLLB-F	101.1	3.1
6. KWJJ	6. KCNR-F	6. KUPL-F	KMJK-F	106.7	Lake Oswego 2.7
7. KXL-F	7. KXL	7. KYXI	KPAM	1410	1.7
8. KLLB-F	8. KWJJ	8. KYTE	KPDQ	800	.6
9. KXL	9. KXL-F	9. KCNR-F	KPDQ-F	93.7	1.2
10. KCNR-F	10. KLLB-F	10. KXL	KQFM-F	100.3	2.2
11. KJIB-F	11. KYXI		KYTE	970	2.7
KUPL	12. KYTE				
13. KYTE	13. KJIB-F		KSKD-F	105.1	Salem .5
14. KYXI	14. KMJK-F				
15. KQFM-F	15. KQFM-F				

ADI FM SHARE: 53.28% (1276 of 2395) (O/N 80: 47.71%)

AM STATIONS

KEX , 1190, 50 KW (DA-1) , MOR/TALK	ABC-I, \$ 65.00* (MMR) Golden West
KGW , 620, 5 KW (DA-N) , CONTEMP	, \$140.00* (Blair) King
KUPL, 1330, 5 KW (DA-2) , BIG BAND/NOST (A1 Ham)	MBS, \$ 40.00* (Torbet) Scripps-How
KWJJ, 1080, 50 KW/10 KW (DA-2), COUNTRY	ABC-E, \$ 79.88 (Katz_ Park
KXL , 750, 50 KW/10 KW (DA-N), NEWS/TALK	MBS, \$ 58.50 (Mc-Guild) Kaye-Smith
KYTE, 970, 5 KW (DA-N) , COUNTRY	, \$ 46.00 (Selcom) Gaylord
KYXI, 1520, 50 KW/10 KW (DA-1), NEWS	CBS, \$ 38.88 (HNW) Des Moines Reg

FM STATIONS

KCNR-F, 97.1, 100 KW @ 1200, CONTEMP	ABC-C, \$ 43.50 (Christal) Duffy
KGON-F, 92.3, 100 KW @ 920, AOR (Burk-Abr)	, \$ 70.00* (HNW) Des Moines Reg
KINK-F, 101.9, 100 KW @ 1611, AOR	, \$ 60.00* (Blair) King
KJIB-F, 99.5, 100 KW @ 920, COUNTRY	, \$ 44.35 (Katz) Park
KLLB-F, 101.1, 100 KW @ 1640, AC	, \$ 46.00* (Selcom) Gaylord
KMJK-F, 106.7, 94 KW @ 880, CONTEMP	, \$ 38.00 (Eastman) Harte-Hanks
KQFM-F, 100.3, 100 KW @ 920, OLDIES/AC	RKO, \$ 35.00 (MMR) Golden West
KUPL-F, 98.5, 100 KW @ 1100, BTFL MUS (Bonne)	, \$ 72.00 (Torbet) Scripps-How
KXL-F , 95.5, 100 KW @ 920, BTFL MUS (Schulke)	, \$ 58.50 (Mc-Guild) Kaye-Smith

TV STATIONS

KATU	Portland	2	ABC, Fisher's Blend
KGW	Portland	8	NBC, King
KOIN	Portland	6	CBS, Lee
KPTV	Portland	12	IND, Chris Craft

NEWSPAPERS

Portland Oregonian	M	253,793, Newhouse
Portland Oregon Journal	E	111,728, Newhouse
Oregon Statesman (Salem)	M	48,876, Gannett
Salem Capital Journal	E	16,678, Gannett

PROVIDENCE

Market # 45; ADI # 33  
 Revenue Rank # 57  
 Income Rank # 57  
 APR 18.2  
 SMSA Pop: 862,200  
 CSI: 6.7 Bil (# 45)

Revenue : \$ 9,753,567  
 Income : \$ 422,458  
 % Rev Gain: 8.7  
 Stations: 39/20  
 Diaries: 1803/478:1  
 CSI HH: 21.3 M (# 153)  
 Standard Error: .498

National Rev: \$3,828,992  
 Nat Rev per Cap: \$ 4.44  
 Tot Rev per Cap: \$11.31  
 Tot Inc per Cap: \$ .55  
 Profit Margin: 4.8%  
 Retail \$: 2.9 Bil (# 58)  
 Retail Sales %: .240

12+ METRO 1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	80	80	79		
1. WLKW-F 262/11.9	10.0	12.8	10.8	12.4	1. WLKW-F 285	1. WPRO-F 3517/26.2
2. WHJY-F 194/ 8.8	3.7	5.6	5.1	6.0	2. WHJY-F 211	2. WPRO 3300/26.4
3. WPRO-F 189/ 8.6	10.5	8.3	7.1	8.6	3. WPRO-F 199	3. WHJY-F 2832/19.8
WPRO 189/ 8.6	8.4	8.3	5.8	7.7	4. WPRO 193	4. WLKW-F 2767/21.5
5. WPJB-F 131/ 5.9	6.1	7.7	9.4	7.2	5. WPJB-F 149	5. WPJB-F 2616/17.7
6. WLKW 114/ 5.2	4.6	4.7	2.3	2.4	6. WLKW 114	6. WEAN 1731/13.9
7. WEAN 95/ 4.3	5.2	5.5	5.7	4.9	7. WCOZ-F 106	7. WCOZ-F 1661/ 8.1
8. WSNE-F 77/ 3.5	3.3	.8	.5	.3	8. WEAN 98	8. WSNE-F 1610/12.0
9. WHIM 74/ 3.4	2.5	2.2	4.4	3.0	9. WSNE-F 92	9. WHJJ 1535/12.3
10. WHJJ 70/ 3.2	4.4	2.6	4.7	3.9	10. WMYS-F 88	10. WBZ 1313/ 5.9

12+ FM SHARE (METRO): 56.50% (1160 of 2053) (FAL 80: 57.58%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHJY-F	1. WHJY-F	1. WHJY-F	1. WPRO	1. WLKW-F	1. WPRO
2. WPRO-F	2. WPRO-F	2. WPRO	2. WLKW-F	2. WPRO	2. WLKW-F
3. WPJB-F	3. WPRO	WPRO-F	3. WPRO-F	3. WLKW	3. WPRO-F
4. WCOZ-F	4. WPJB-F	4. WPJB-F	4. WHIM	4. WHIM	4. WEAN
5. WAAF-F	5. WSNE-F	5. WSNE-F	WPJB-F	5. WEAN	5. WHJY-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	8 (1)	765 (11)	773 (12)	37.7
MOR/AC	503 (11)	95 (2)	598 (13)	29.1
BTFL MUSIC		280 (3)	280 (3)	13.6
NEWS/TALK	195 (5)		195 (5)	9.5
BIG BAND	115 (2)	13 (1)	128 (3)	6.2
COUNTRY	74 (1)		74 (1)	3.6
RELIGION	8 (1)		8 (1)	0.4
CLASSICAL		7 (1)	7 (1)	0.3
			2053 (39)	

PROVIDENCE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE			
1. WLKW-F	1. WPRO	1. WLKW-F	WADK	1540	Newport	1.1
2. WHJY-F	2. WPRO-F	2. WPRO	WALE	1400	Fall River	1.0
3. WPRO-F	3. WLKW-F	3. WHJY-F	WARA	1320	Attleboro	.9
4. WPRO	4. WHJY-F	4. WPRO-F	WBRU-F	95.5		.9
5. WPJB-F	5. WPJB-F	5. WEAN	WBSM	1420	New Bedford	3.0
6. WLKW	6. WEAN	6. WBSM	WGNG	550	Pawtucket	1.0
7. WEAN	7. WHJJ	7. WPJB-F	WICE	1290		.4
8. WSNE-F	8. WSNE-F	8. WLKW	WKRI	1450	West Warwick	.8
9. WHIM	9. WLKW	9. WWON	WMYS-F	98.1	New Bedford	2.5
10. WHJJ	10. WCOZ-F	10. WHJJ	WNBH	1340	New Bedford	.6
11. WSAR	11. WMYS-F		WPEP	1570	Taunton	.9
12. WMYS-F	12. WAAF-F		WSAR	1480	Fall River	2.5
13. WXKS-F	13. WBZ		WWON	1240	Woonsocket	.9
14. WBZ	14. WGNG		WAAF-F	107.3	Worcester	1.4
WCOZ-F	15. WSAR		WBCN-F	104.1	Boston	.8
			WBZ	1030	Boston	2.0
			WCOZ-F	94.5	Boston	2.0
			WCRB-F	102.5	Boston	.3
			WEEI-F	103.3	Boston	1.1
			WHDH	850	Boston	.7
			WHUE-F	100.7	Boston	.3
			WJIB-F	96.9	Boston	.5
			WNBC	660	New York	.4
			WPLM-F+	99.1	Plymouth	.6
			WRKO	680	Boston	.4
			WROR-F	98.5	Boston	.8
			WVBF-F	105.7	Boston	.6
			WXKS-F	107.9	Boston	2.1

ADI FM SHARE: 56.92% (1221 of 2145) (FAL 80: 57.24%)

AM STATIONS

WEAN, 790, 5 KW (DA-2)	, NEWS	CBS, \$80.00 (Mc-Guild)	Prov Journal
WHIM, 1110, 5 KW (DAYS)	, COUNTRY	MBS, \$55.00* (Christal)	
WHJJ, 920, 5 KW (DA-N)	, MOR	ABC-E, \$51.25* (Katz)	
WLKW, 990, 50 KW (DAYS,DA)	, BIG BAND/NOST (Al Ham)	ABC-I, \$35.00 (Torbet)	McCormick
WPRO, 630, 5 KW (DA-N)	, AC	, \$98.75 (Blair)	Cap Cities
WSAR, 1480, 5 KW (DA-2)	, TALK/NEWS	CBS, \$ ? ? (MMR)	Knight (FALL RIVER)

FM STATIONS

WHJY-F, 94.1, 50 KW @ 434, AOR	, \$51.25* (Katz)	
WLKW-F, 101.5, 50 KW @ 500, BTFL MUS (Carson)	, \$85.00 (Torbet)	McCormick
WMYS-F, 98.1, 50 KW @ 589, CONTEMP/AC (Drake-Chen)	, \$18.70 (Christal)	(NEW BEDFORD)
WPJB-F, 105.1, 50 KW @ 500, ROCK	, \$80.00 (Mc-Guild)	Prov Journal
WPRO-F, 102.3, 50 KW @ 50, ROCK	, \$98.75 (Blair)	Cap Cities
WSNE-F, 93.3, 50 KW @ 619, AC	NBC, \$35.75 (Eastman)	Outlet
WAAF-F - See Worcester	Other Stations - See Boston	

TV STATIONS

WJAR	Providence	10	NBC, Outlet
WPRI	Providence	12	ABC, Knight-Ridder
WLNE	New Bedford	6	CBS, Pulitzer

NEWSPAPER

Providence Bulletin, Journal M - 75,435 E - 141,759



RALEIGH

Market # 78; ADI # 41  
 Revenue Rank # 47  
 Income Rank # 23  
 APR 15.6  
 SMSA Pop: 532,800  
 CSI: 4.2 Bil (# 75)

Revenue : \$11,286,507  
 Income : \$ 1,220,762  
 % Rev Gain: +43.3  
 Stations: 16/20  
 Diaries: 795/670:1  
 CSI HH: 22.3 M (# 104)  
 Standard Error: .722

National Rev: \$2,820,536  
 Nat Rev per Cap: \$5.29  
 Tot Rev per Cap: \$21.18  
 Tot Inc per Cap: \$2.29  
 Profit Margin: 10.8%  
 Retail \$: 2.3 Bil (# 78)  
 Retail Sales %: .411

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WPTF	106/14.7	11.4	14.4	14.6	15.1	1. WRAL-F 436	1. WRAL-F 5387/32.3	
2. WRAL-F	104/14.4	15.6	13.3	12.5	11.3	2. WPTF 197	2. WPTF 2482/30.5	
3. WYYD-F	83/11.5	10.2	7.0	9.0	10.3	3. WYYD-F 161	3. WQDR-F 2116/18.9	
4. WQDR-F	57/ 7.9	8.2	11.1	9.3	10.8	4. WQDR-F 130	4. WYYD-F 1905/19.6	
5. WKIX	53/ 4.7	4.9	6.6	7.4	7.4	5. WKIX 68	5. WKIX 1285/20.2	
6. WDUR	43/ 6.0	7.6	5.7	7.3	4.3	6. WDUR 51	6. WDCG 592/ 9.1	
7. WSRC	36/ 5.0	6.7	4.7	9.2	3.1	7. WQMG-F 49	7. WDNC 534/ 9.9	
8. WTIK	26/ 3.6	1.7	5.0	1.2	2.8	8. WSRC 36	8. WDUR 432/ 7.9	
9. WLLE	25/ 3.5	6.1	8.3	---	6.4	9. WPCM-F 34	9. WLLE 423/ 8.4	
10. WDNC	21/ 2.9	2.1	4.0	2.8	4.6	10. WDCG-F 30	10. WCHL 370/ 6.9	

12+ FM SHARE (METRO): 46.35% (286 of 617) (O/N 80: 40.26%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WRAL-F	1. WRAL-F	1. WRAL-F	1. WRAL-F	1. WPTF	1. WRAL-F
2. WQDR-F	2. WQDR-F	2. WQDR-F	2. WPTF	2. WYYD-F	2. WPTF
3. WLLE	3. WYYD-F	3. WKIX	WKIX	3. WRAL-F	3. WYYD-F
4. WKIX	WDUR	4. WYYD-F	4. WYYD-F	4. WKIX	4. WQDR-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	53 (1)	179 (3)	232 (4)	37.6
MOR/AC	141 (3)		141 (3)	22.9
BLACK	104 (3)	5 (1)	109 (4)	17.7
BTFM MUSIC		83 (1)	83 (1)	13.4
COUNTRY	26 (1)	12 (1)	38 (2)	6.2
RELIGION	7 (1)		7 (1)	1.1
CLASSICAL		7 (1)	7 (1)	1.1
			617 (16)	

RALEIGH ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. WRAL-F	1. WRAL-F	1. WPTF	WCHL	1360	Chapel Hill 1.9
2. WPTF	2. WPTF	2. WRAL-F	WDBS-F	107.1	Durham 1.0
3. WYYD-F	3. WQDR-F	3. WKIX	WDCG-F	105.1	Durham 2.5
4. WQDR-F	4. WYYD-F	WYYD-F	WPJL	1240	1.0
5. WQSM-F	5. WQSM-F	5. WQDR-F	WPCM-F	101.1	Burlington 1.7
6. WKIX	6. WKIX	6. WDUR	WQMG-F	97.1	Greensboro .7
7. WFNC	7. WFNC	7. WLLE			
8. WDUR	8. WDCG-F	8. WTIK			
9. WSRC	9. WDNC	9. WSRC			
WRSV-F	10. WITN-F	WCHL			
11. WFAI	11. WFAI				
12. WDCG-F	12. WDUR				
13. WLLE	13. WLLE				
WTIK	14. WFLB				
15. WAKS-F	15. WRSV-F				

ADI FM SHARE: 60.57% (1046 of 1727) (O/N 80: 52.30%)

AM STATIONS

WCHL, 1360, 5 KW/1 KW (DA-1), CONTEMP/AC	MBS, \$17.00 (Southern) (CHAPEL HILL)
WDNC, 620, 5 KW/1 KW (DA-2), MOR	CBS, \$21.00 (Torbet)
WDUR, 1490, 1 KW/250 W, BLACK (Drake-Chen)	ABC-C, \$17.00 (Selcom)
WKIX, 850, 10 KW/5 KW (DA-N), CONTEMP/AC	RKO, \$35.50* (Blair) Mann Media
WLLE, 570, 500 W (DAYS), BLACK	SBN, \$16.75 (Lazar)
WPTF, 680, 50 KW (DA-N), MOR	NBC,ABC-E, \$54.50* (Mc-Guild) Durham Life
WSRC, 1410, 5 KW (DAYS,DA), BLACK	NBN, \$17.00 (Howard)
WTIK, 1310, 5 KW/1 KW (DA-2), COUNTRY	MBS, \$17.75 (----)
WFAI, 1230, 1 KW/250 W, COUNTRY	, \$11.50 (Howard) Beasley (FAYETTEVILLE)
WFLB, 1490, 1 KW/250 W, CONTEMP	ABC-C, \$11.00 (Masla) (FAYETTEVILLE)

FM STATIONS

WDCG-F, 105.1, 36 KW @ 330, ROCK	ABC-I, \$28.00* (Torbet)
WQDR-F, 94.7, 100 KW @ 1025, AOR (Burk-Abr)	RKO,ABC-F, \$45.00* (Mc-Guild) Durham Life
WRAL-F, 101.5, 100 KW @ 1900, CONTEMP (Drake-Chen)	, \$80.00 (Katz) Capitol
WYYD-F, 96.1, 98 KW @ 992, BTFL MUS	, \$45.75* (Blair) Mann Media
WPCM-F, 101.1, 100 KW @ 511, COUNTRY	, \$28.00 (Masla) Rau (BURLINGTON)
WAKS-F, 103.9, 3.5 KW @ ? ?, COUNTRY (?)	MBS, \$ ? ? (----) (FUQUAY)
WRSV-F, 92.1, 1.7 KW @ 380, BLACK	SBN, \$ 3.00 (Southern) (ROCKY MOUNT)
WQSM-F, 98.1, 100 KW @ 500, ROCK (TM)	, \$35.35 (Eastman) Cape Fear (FAYETTEVILLE)
WITN-F, 93.3, 100 KW @ 1900, CONTEMP	ABC-F, \$39.00 (Katz) (WASHINGTON)

TV STATIONS

WPTF	Durham	28	NBC, Durham Life
WRAL	Raleigh	5	ABC, Capitol
WTVD	Durham	11	CBS, Capital Cities

NEWSPAPERS

Raleigh News and Observer	M	131,921
Raleigh Times	E	35,194
Fayetteville Times	M	22,663
Fayetteville Observer	E	42,116
Durham Herald	M	41,886
Durham Sun	E	22,068

READING

Market # 123  
 Revenue Rank # 159  
 Income Rank # 261  
 APR 16.9  
 SMSA Pop: 311,700  
 CSI: 2.6 Bil (# 114)

Revenue : \$ 3,076,747  
 Income : \$ -75,338  
 % Rev Change: 5.6  
 Stations: 33/5  
 Diaries: 752/414:1  
 CSI HH: 21.7 M (# 134)  
 Standard Error: .702

National Rev: \$ 294,144  
 Nat Rev per Cap: \$.94  
 Tot Rev per Cap: \$9.87  
 Tot Inc per Cap: \$-.24  
 Profit Margin: —  
 Retail \$: 1.3 Bil (# 127)  
 Retail Sales %: .222

12+ METRO	1/4/SHARE	SPG 81	A/M 80
1. WHUM	62/13.6	8.6	8.7
2. WEEU	56/12.3	18.0	15.0
3. WRFY-F	42/ 9.2	10.9	11.6
4. WIFI-F	41/ 9.0	6.9	5.4
5. WRWA	22/ 4.8	5.4	6.7
6. WYSP-F	21/ 4.6	6.9	6.0
7. WWSH-F	18/ 3.9	4.9	6.3
WKKW-F	18/ 3.9	3.6	3.8
WMMR-F	18/ 3.9	2.8	2.0
10. WEAZ-F	16/ 3.5	3.9	2.9

12+ CUME/MSA	CUME RAT
1. WEEU	809/30.0
2. WHUM	693/25.7
3. WRFY-F	583/21.6
4. WIFI-F	562/20.9
5. WRWA	499/18.5
6. KYW	410/15.2
7. WYSP-F	323/12.0
8. WMMR-F	279/10.4
9. WWSH-F	260/ 9.7
10. WEAZ-F	190/ 7.1

NOTE: The Reading  
 TSA and Metro are  
 the same.

12+ FM SHARE (METRO): 62.56% (269 of 430) (O/N 80: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIFI-F	1. WIFI-F	1. WIFI-F	1. WHUM	1. WHUM	1. WHUM
2. WYSP-F	2. WMMR-F WYSP-F	2. WRFY-F WHUM	2. WRFY-F 3. WEEU	2. WEEU 3. WRFY-F	2. WEEU 3. WRFY-F

OTHER RATED STATIONS/METRO SHARE

WBYO-F	107.5	Boyertown	1.5	WLAN-F	96.9	Lancaster	.9
KYW	1060	Philadelphia	2.6	WLEV-F	96.1	Easton	.4
WAEB	790	Allentown	.4	WMGK-F	102.9	Philadelphia	1.8
WCAU-F	98.1	Philadelphia	.7	WNCE-F	101.3	Lancaster	.9
WDAC-F	94.5	Lancaster	.9	WPAZ	1370	Pottstown	.9
WFIL	560	Philadelphia	.7	WQQQ-F	99.9	Easton	.4
WFLN-F	95.7	Philadelphia	1.3	WSNI-F	104.5	Philadelphia	1.1
WFMZ-F	100.7	Allentown	.9	WUFM-F	100.1	Lebanon	.9
WHP-F	97.3	Harrisburg	.9	WUSL-F	98.9	Philadelphia	1.5
WIOQ-F	102.1	Philadelphia	.9	WVDB-F	96.5	Philadelphia	2.6
WIOV-F	105.1	Ephrata	1.3	WZZO-F	95.1	Bethlehem	.7
WJBR-F	99.5	Wilmington	1.3				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	24 (2)	142 (10)	166 (12)	38.6
COUNTRY	65 (3)	31 (3)	96 (6)	22.2
MOR/AC	60 (2)	13 (2)	73 (4)	17.0
BTFL MUSIC		54 (7)	54 (7)	12.6
NEWS/TALK	12 (1)	12 (1)	24 (2)	5.6
RELIGION		11 (2)	11 (2)	2.6
CLASSICAL		6 (1)	6 (1)	1.4

430 (34)

RADIO STATIONS

WEEU, 850, 1 KW (DA-N), MOR ABC-E, \$25.75 (Mc-Guild)  
 WHUM, 1240, 1 KW/250 W, COUNTRY NBC, \$24.25 (Torbet) Brill  
 WRWA, 1340, 1 KW/250 W, CONTEMP/AC ABC-C, \$21.50 (Masla)  
 WRFY-F, 102.5, 15 KW @ 820, CONTEMP/AC RKO,ABC-F, \$33.75 (HNW)

OTHER STATIONS - SEE PHILADELPHIA, ALLENTOWN

NEWSPAPERS

Reading Eagle E 42,941  
 Reading Times M 42,548

RICHMOND

Market # 67  
 Revenue Rank # 52  
 Income Rank # 39  
 APR 15.2  
 SMSA Pop: 629,500  
 CSI: 5.3 Bil (# 57)

Revenue : \$10,393,816  
 Income : \$ 787,152  
 % Rev Gain: +55.2  
 Stations: 18/19  
 Diaries: 1093/576:1  
 CSI HH: 22.7 M (# 89)  
 Standard Error: .585

National Rev: \$2,809,057  
 Nat Rev per Cap: \$4.46  
 Tot Rev per Cap: \$16.51  
 Tot Inc per Cap: \$1.25  
 Profit Margin: 7.6%  
 Retail \$: 3.1 Bil (# 56)  
 Retail Sales %: .282

12+ METRO	1/4/SHARE	SPG	O/N	A/M	O/N
		81	80	80	79
1. WRVA	136/16.6	20.8	20.2	20.2	20.6
2. WRVQ-F	111/13.5	13.0	11.8	12.2	16.3
3. WRNL	79/ 9.6	6.6	3.1	3.8	6.1
4. WRXL-F	75/ 9.1	9.3	11.0	7.8	5.8
5. WANT	66/ 8.0	5.3	8.6	5.7	6.3
6. WPLZ-F	55/ 6.7	8.6	.4	.6	.6
7. WEZS-F	50/ 6.1	6.2	7.2	8.0	7.6
8. WXGI	45/ 5.5	4.3	2.7	3.4	3.8
9. WLEE	34/ 4.1	4.4	5.1	5.7	4.4
10. WTVR-F	29/ 3.5	5.1	5.7	4.1	4.2

12+ TSA 1/4	12+ TSA CUME/MSA	CUME	RAT
1. WRVA	179	1. WRVQ-F	2448/27.4
WRVQ-F	179	2. WRVA	2437/33.4
3. WRXL-F	96	3. WRXL-F	1197/17.2
4. WPLZ-F	87	4. WRNL	1178/18.9
5. WRNL	82	5. WPLZ-F	1017/12.8
6. WANT	76	6. WLEE	862/13.8
7. WEZS-F	54	7. WANT	785/11.7
8. WXGI	53	8. WEZS-F	752/11.5
9. WTVR-F	49	9. WTVR-F	743/ 9.3
10. WLEE	37	10. WXGI	426/ 6.2

12+ FM SHARE (METRO): 44.31% (339 of 765) (O/N 80: 43.93%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WRVQ-F	1. WRVQ-F	1. WRVQ-F	1. WRVA	1. WRVA	1. WRVA
2. WRXL-F	2. WRXL-F	2. WRXL-F	2. WRNL	2. WRNL	2. WRVQ-F
3. WPLZ-F	3. WPLZ-F	3. WRNL	3. WRVQ-F	3. WEZS-F	3. WRNL
4. WANT	4. WANT	4. WRVA	4. WRXL-F	4. WXGI	4. WRXL-F

OTHER RATED STATIONS/METRO SHARE

WDYL-F	92.1	Chester	.6	WKIE	1540	1.3
WEET	1320		1.3	WTVR	1380	.7
WENZ	1450	Highland Spgs	2.4	WPVA	1290	Petersburg .7
WGOE	1590		1.5	WPVA-F	95.3	Petersburg 1.7

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	12 (1)	186 (2)	198 (3)	25.9
MOR/AC	170 (2)		170 (2)	22.2
COUNTRY	141 (4)	14 (1)	155 (5)	20.3
BLACK	97 (3)	55 (1)	152 (4)	19.9
BTFL MUSIC		79 (2)	79 (2)	10.3
BIG BAND/NOST	6 (1)		6 (1)	0.8
RELIGION		5 (1)	5 (1)	0.7
			765 (18)	

RADIO STATIONS

WANT, 990, 1 KW (DAYS), BLACK	NBN, \$27.00 (Masla)	Sinclair
WLEE, 1480, 5 KW (DA-2), AC/CONTEMP	ABC-C, \$23.00 (Blair)	Nationwide
WRNL, 910, 5 KW (DA-N), COUNTRY (Burk-Abr)	ABC-I, \$39.00 (MMR)	Capitol-WRAL
WRVA, 1140, 50 KW (DA-N), MOR	NBC, \$78.75 (Eastman)	Harte-Hanks
WXGI, 950, 5 KW (DAYS), COUNTRY	, \$10.00 (----)	
WEZS-F, 103.7, 74 KW @ 440, BTFL MUS	, \$42.50 (Torbet)	EZ
WRVQ-F, 94.5, 200 KW @ 355, ROCK	RKO, \$78.75 (Eastman)	Harte-Hanks
WRXL-F, 102.1, 140 KW @ 350, AOR (Burk-Abr)	, \$39.00 (MMR)	Capitol-WRAL
WTVR-F, 98.1, 50 KW @ 840, BTFL MUS (FM-100)	, \$31.00 (Katz)	Park
WPLZ-F, 99.3, 3 KW @ 290, BLACK (TM)	, \$33.25 (Selcom)	(PETERSBURG)

TV STATIONS

WTVR Richmond 6 CBS, Park	WWBT Richmond 12 NBC, Jeff-Pilot
WXEX Richmond 8 ABC, Nationwide	

NEWSPAPERS

Richmond News-Leader	E	114,295
Richmond Times-Dispatch	M	135,360

RIVERSIDE-SAN BERNADINO-ONTARIO

Market # 26  
 Revenue Rank # 41  
 Income Rank # 74  
 APR 15.5  
 SMSA Pop: 1,504,100  
 CSI: 11.2 Bil (# 29)

Revenue : \$12,504,020  
 Income : \$ 381,809  
 % Rev Gain: 33.6  
 Stations: 45/43  
 Diaries: 1389/1083:1  
 CSI HH: 19.0 M (# 256)  
 Standard Error: .508

National Rev: \$3,114,572  
 Nat Rev per Cap: \$2.07  
 Tot Rev per Cap: \$8.31  
 Tot Inc per Cap: \$ .25  
 Profit Margin: 3.1%  
 Retail \$: 6.2 Bil (# 28)  
 Retail Sales %: .166

12+ METRO	1/4/SHARE	SPG	FAL	SPG	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
		81	80	80			
1. KDUO-F	99/6.0	6.1	4.5	6.0	1. KFI 114	1. KFI	2468/18.5
2. KRTH-F	89/5.4	3.1	4.1	2.9	2. KDUO-F 105	2. KNX	1442/12.0
3. KFI	86/5.2	6.2	6.4	9.4	3. KRTH-F 89	3. KMET-F	1296/11.5
4. KBIG-F	81/4.9	6.5	3.5	5.9	4. KMET-F 84	4. KBIG-F	1276/11.6
5. KMET-F	75/4.6	2.8	7.6	6.1	KBIG-F 84	5. KRTH-F	1275/11.7
6. KNX	70/4.3	3.6	3.1	4.7	6. KNX 78	6. KOLA-F	1152/10.1
7. KOLA-F	64/3.9	3.8	3.2	3.7	7. KOLA-F 66	7. KDUO-F	1146/10.2
8. KOST-F	60/3.6	3.6	3.1	4.1	8. KGGI-F 64	8. KGGI-F	1142/ 9.6
9. KABC	57/3.5	3.4	2.9	2.5	9. KOST-F 61	9. KFXM	981/ 8.0
10. KCAL-F	51/3.1	2.5	2.0	3.5	10. KABC 57	10. KLOS-F	924/ 7.9

12+ FM SHARE (METRO): 62.27% (916 of 1471) (FAL 80: 53.09%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KOLA-F	1. KRTH-F	1. KRTH-F	1. KRTH-F	1. KDUO-F	1. KFI
2. KMET-F	2. KMET-F	2. KMET-F	2. KFI	2. KBIG-F	2. KNX
3. KCAL-F	3. KFI	3. KFI	3. KBIG-F	3. KFI	3. KDUO-F
4. KGGI-F	KNX-F	4. KNX-F	4. KOST-F	4. KOST-F	4. KBIG-F
5. KLOS-F	5. KCAL-F	5. KCAL-F	KNTF-F	5. KNX	5. KMET-F

OTHER RATED STATIONS/METRO SHARE

KBON-F	103.9	Lake Arrowhead	1.9	KHJ	930	Los Angeles	.9
KCAL	1410	Redlands	1.2	KHTZ-F	97.1	Los Angeles	.7
KCKC	1350	San Bernardino	2.3	KIIS-F	102.7	Los Angeles	2.7
KDIG	1240	San Bernardino	1.2	KJOI-F	98.7	Los Angeles	.8
KFXM	590	San Bernardino	2.3	KKGO-F	105.1	Los Angeles	.5
KGGI-F	99.1	Riverside	3.0	KLAC	570	Los Angeles	2.5
KHNY-F	92.7	Riverside	.9	KLOS-F	95.5	Los Angeles	2.9
KHSJ	1320	Hemet	.5	KMPC	710	Los Angeles	1.1
KHYE-F	105.5	Hemet	.6	KNX-F	93.1	Los Angeles	2.8
KMEN	1290	San Bernardino	1.5	KRLA	1110	Pasadena	.8
KNSE	1510	Ontario	.7	KROQ-F	106.7	Pasadena	.6
KNTF-F	93.5	Ontario	2.0	KTNQ	1020	Los Angeles	.5
KPRO	1440	Riverside	1.2	KUTE-F	101.9	Glendale	1.1
KQLH-F	95.1	San Bernardino	1.0	KWOW	1600	Pomona	.7
KBRT	740	Avalon	1.0	KWST-F	105.9	Los Angeles	.4
KEZY	1190	Anaheim	.4	KZLA-F	93.9	Los Angeles	1.4
KFAC	92.3	Los Angeles	.9	XTRA	690	Tijuana	.5
KFWB	980	Los Angeles	1.4				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	67 (4)	393 (10)	460 (14)	31.3
BTFL MUSIC		294 (6)	294 (6)	20.0
MOR/AC	149 (5)	132 (4)	281 (9)	19.1
COUNTRY	113 (4)	56 (2)	169 (6)	11.5
NEWS/TALK	150 (3)		150 (3)	10.2
SPANISH	40 (3)		40 (3)	2.7
BLACK/DISCO		27 (2)	27 (2)	1.8
BIG BAND	19 (1)		19 (1)	1.3
RELIGION	16 (1)		16 (1)	1.1
CLASSICAL		14 (1)	14 (1)	1.0

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

1471 (45)

ROANOKE

Market # 167  
 Revenue Rank # 127  
 Income Rank # 55  
 APR 12.8  
 SMSA Pop: 215,800  
 CSI: 1.8 Bil (# 152)

Revenue : \$3,945,662  
 Income : \$ 477,400  
 % Rev Gain: -1.4  
 Stations: 10/10  
 Diaries: 530/407:1  
 CSI HH: 22.8 M (# 83)  
 Standard Error: .776

National Rev: \$898,504  
 Nat Rev per Cap: \$4.16  
 Tot Rev per Cap: \$18.28  
 Tot Inc per Cap: \$2.21  
 Profit Margin: 12.1%  
 Retail \$: 1.2 Bil (# 144)  
 Retail Sales %: .277

<u>12+ METRO 1/4/SHARE SPG 81 A/M 80</u>				<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WPVR	44/17.8	20.4	14.6	1. WXLK-F	199	1. WXLK-F	2573/34.0
2. WSLC	41/16.6	14.0	16.8	2. WPVR-F	141	2. WPVR-F	1521/24.2
3. WXLK-F	39/15.8	22.6	15.3	3. WSLQ-F	97	3. WSLQ-F	1178/15.1
4. WROV	31/12.6	14.7	11.7	4. WSLC	51	4. WFIR	756/30.3
WFIR	31/12.6	7.5	12.8	5. WFIR	34	5. WSLC	736/25.8
6. WSLQ-F	23/ 9.3	6.5	6.2	6. WROV	31	6. WROV	687/31.9
7. WJLM-F	9/ 3.6	2.2	1.8	7. WTOY	12	7. WTOY	190/ 5.5
8. WTOY	6/ 2.4	5.7	7.3	8. WJLM-F	11	8. WRIS	186/ 4.9
9. WKBA	3/ 1.2	---	1.1	9. WKBA	5	9. WJLM-F	169/ 7.9
10. WRIS	2/ .8	1.4	2.2	10. WRIS	3	10. WKBA	122/ 4.9

12+ FM SHARE (METRO): 50.22% (115 of 229) (0/N 80: NA)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WXLK-F	1. WXLK-F	1. WXLK-F	1. WPVR-F	1. WPVR-F	1. WXLK-F
2. WSLQ-F	2. WSLQ-F	2. WROV	2. WSLC	2. WSLC	2. WPVR-F
	3. WROV	3. WPVR-F	3. WROV	3. WROV	3. WSLC

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP		62 (2)	62 (2)	27.1
MOR/AC	62 (2)		62 (2)	27.1
COUNTRY	44 (2)	9 (1)	53 (3)	23.1
BTFL MUSIC		44 (1)	44 (1)	19.2
BLACK	6 (1)		6 (1)	2.6
RELIGION	2 (1)		2 (1)	.9
			229 (10)	

RADIO STATIONS

WFIR, 960, 5 KW (DA-N)	, MOR	CBS, \$20.00*	(Mc-Guild)	Gibbons
WKBA, 1550, 10 KW (DAYS,DA)	, COUNTRY	, \$ 9.00	(----)	
WRIS, 1410, 5 KW (DA,DAYS)	, RELIGION	MBS, \$ 5.50	(----)	
WROV, 1240, 1 KW/250 W	, AC	ABC-C, \$29.50	(Eastman)	
WSLC, 610, 5 KW/1 KW (DA-2)	, COUNTRY	NBC, \$55.25	(Katz)	Mel Wheeler
WTOY, 910, 1 KW (DYAS)	, BLACK	SBN, \$14.00	(Masla)	
WJLM-F, 93.5, 3 KW @ -83	, COUNTRY	ABC-E, \$ 7.00	(----)	
WPVR-F, 94.9, 50 KW @ 1937	, BTFL MUS (KalaMusic)	, \$30.00*	(Mc-Guild)	Gibbons
WSLQ-F, 99.1, 200 KW @ 1985	, AOR (Burk-Abr)	ABC-F, \$55.25	(Katz)	Mel Wheeler
WXLK-F, 92.3, 93 KW @ 2050	, ROCK	RKO, \$58.13	(Torbet)	

TV STATIONS

WSET	Lynchburg	13	ABC, Allbritton
WSLS	Roanoke	10	NBC, Park
WDBJ	Roanoke	7	CBS, Shurtz (South Bend Tribune)

NEWSPAPERS

Roanoke Times and World News		(M - 67,560)	(E - 48,370), Landmark
Lynchburg News	M	21,019, Worrell	
Lynchburg Advance	E	19,813, Worrell	

ROCHESTER

Market # 41  
 Revenue Rank # 48  
 Income Rank # 38  
 APR 16.1  
 SMSA Pop: 969,700  
 CSI: 8.5 Bil (# 40)

Revenue : \$ 11,211,503  
 Income : \$ 789,041  
 % Rev Gain: +15.4  
 Stations: 23/21  
 Diaries: 1122/864:1  
 CSI HH: 24.3 M (# 37)  
 Standard Error: .580

National Rev: \$2,852,018  
 Nat Rev per Cap: \$2.94  
 Tot Rev per Cap: \$11.56  
 Tot Inc per Cap: \$ .81  
 Profit Margin: 7.0%  
 Retail \$: 4.5 Bil (# 39)  
 Retail Sales %: .216

12+ METRO	1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA	CUME	RAT
		81	80	80	79				
1. WEZO-F	219/16.9	17.8	17.4	12.8	22.6	1. WEZO-F	239	1. WEZO-F	2634/29.5
2. WMJQ-F	126/ 9.7	6.7	6.4	8.4	11.8	2. WMJQ-F	130	2. WHAM	2634/26.6
3. WHAM	100/ 7.7	9.5	8.9	14.1	15.0	3. WHAM	120	3. WMJQ-F	1756/20.8
4. WVOR-F	87/ 6.7	9.0	9.1	7.4	9.0	4. WCMF-F	95	4. WBBF	1462/17.8
5. WCMF-F	83/ 6.4	7.2	6.6	4.9	3.7	5. WVOR-F	93	5. WCMF-F	1457/16.3
6. WPXN	79/ 6.1	3.3	4.6	4.0	4.2	6. WPXN	79	6. WVOR-F	1402/15.8
7. WPXY-F	77/ 6.0	3.5	5.4	4.3	1.6	7. WPXY-F	78	7. WPXY-F	1305/12.6
8. WNYR	66/ 5.1	5.8	5.1	5.0	3.7	8. WNYR	74	8. WHFM-F	1144/12.7
9. WDKX-F	61/ 4.7	4.6	3.5	4.3	1.1	9. WDKX-F	61	9. WNYR	1101/12.3
10. WBBF	59/ 4.6	6.5	8.1	7.6	6.2	10. WBBF	59	10. WPXN	1011/12.6

12+ FM SHARE (METRO): 66.03% (764 of 1157) (O/N 80: 63.63%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WMJQ-F	1. WMJQ-F	1. WEZO-F	1. WEZO-F	1. WEZO-F	1. WEZO-F
2. WCMF-F	2. WCMF-F	2. WMJQ-F	2. WVOR-F	2. WPXN-F	2. WHAM
3. WDKX-F	3. WPXY-F	3. WVOR-F	3. WHAM	3. WHAM	3. WVOR-F
4. WHFM-F	4. WVOR-F	4. WPXY-F	4. WNYR	4. WNYR	4. WMJQ-F
5. WPXY-F	5. WHFM-F	5. WCMF-F	5. WPXY-F	5. WVOR-F	5. WBBF

OTHER RATED STATIONS/METRO SHARE

WCGR	1550	Canandaigua	1.5	WBEN	930	Buffalo	.5
WDNY	1400	Dansville	.4	WBEN-F	102.5	Buffalo	.5
WFLC-F	102.3	Canandaigua	1.5	WGRQ-F	96.9	Buffalo	.4
WHFM-F	98.9		4.2	WNTQ-F	93.1	Syracuse	.5
WSAY	1370		3.6	WPCX-F	106.9	Auburn	.5
WWWG	1460		.5	WSYR-F	94.9	Syracuse	1.0
CBL	740	Toronto	.4				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	59 (1)	365 (7)	424 (8)	36.6
MOR/AC	189 (7)	87 (1)	276 (8)	23.9
BTFL MUSIC		226 (2)	226 (2)	19.5
COUNTRY	66 (1)	19 (1)	85 (2)	7.3
NOST/MOR	79 (1)		79 (1)	6.8
BLACK		61 (1)	61 (1)	5.3
UNKNOWN		6 (1)	6 (1)	0.5

1157 (23)

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, CONTEMP	RKO, \$50.00* (Blair)	LIN
WHAM, 1180, 50 KW	, MOR	ABC-I, \$72.00 (MMR)	Rust
WNYR, 990, 1 KW/250 W (DA-1)	, COUNTRY	ABC-E, \$157.75 (Katz)	Malrite
WPXN, 1280, 5 KW (DA-N)	, MOR/NOST (TM)	MBS,CBS, \$34.00* (RKO)	Associated
WCMF-F, 96.5, 20 KW @ 447, AOR		, \$52.50 (CBS/FM)	Sconnix
WDKX-F, 103.9, 8 KW @ 536, BLACK		NBN, \$37.00 (PRO)	
WEZO-F, 101.3, 27 KW @ 637, BTFL MUS (Bonne)		, \$157.75 (Katz)	Malrite
WMJQ-F, 92.5, 50 KW @ 500, AOR		Source, \$69.00* (Blair)	LIN
WPXY-F, 97.9, 50 KW @ 400, SOFT/AC (TM)		, \$34.00* (RKO)	Associated
WVOR-F, 100.5, 50 KW @ 350, AC		ABC-E, \$52.50* (Mc-Guild)	

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

SACRAMENTO

Market # 39; ADI # 22  
 Revenue Rank # 32  
 Income Rank # 37  
 APR 16.1  
 SMSA Pop: 1,028,700  
 CSI: 8.7 Bil (# 37)

Revenue : \$16,161,496  
 Income : \$ 797,243  
 % Rev Gain: 15.2  
 Stations: 25/20  
 Diaries: 1072/960:1  
 CSI HH: 22.7 M (# 91)  
 Standard Error: .591

National Rev: \$ 8,404,262  
 Nat Rev per Cap: \$ 8.17  
 Tot Rev per Cap: \$15.71  
 Tot Inc per Cap: \$ .78  
 Profit Margin: 4.9%  
 Retail \$: 4.9 Bil (# 37)  
 Retail Sales %: .208

12+ METRO	1/4/SHARE	SPG	FAL	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA	CUME	RAT
		81	80	80	79				
1. KZAP-F	185/12.0	13.1	12.2	14.6	9.7	1. KZAP-F	236	1. KZAP-F	2909/22.3
2. KEWT-F	127/ 8.3	6.3	7.3	10.7	10.8	2. KRAK	222	2. KSFM-F	2382/19.2
3. KRAK	126/ 8.2	8.3	9.0	6.4	6.4	3. KEWT-F	153	3. KRAK	2363/15.0
4. KSFM-F	121/ 7.9	7.9	6.2	5.1	3.8	KSFM-F	153	4. KFRC	2299/12.8
5. KGNR	95/ 6.2	5.2	6.7	6.1	7.6	5. KGO	128	5. KEWT-F	1901/16.6
6. KXOA-F	89/ 5.8	6.1	5.5	5.5	7.1	6. KGNR	101	6. KFBK	1702/11.9
7. KCTC-F	65/ 4.2	5.1	4.7	5.3	3.6	7. KFBK	96	7. KGNR	1648/15.6
8. KHYL-F	62/ 4.0	4.3	5.1	4.8	4.0	8. KXOA-F	93	8. KXOA-F	1586/15.5
9. KFBK	58/ 3.8	3.7	5.5	4.0	5.4	9. KFRC	84	9. KGO	1568/ 5.6
10. KROY-F	53/ 3.4	4.2	3.4	2.5	4.7	10. KCTC-F	80	10. KROY-F	1563/12.6

12+ FM SHARE (METRO): 65.00% (884 of 1360) (FAL 80: 60.11%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KZAP-F	1. KZAP-F	1. KZAP-F	1. KRAK	1. KRAK	1. KRAK
2. KSFM-F	2. KXOA-F	2. KRAK	2. KXOA-F	2. KEWT-F	2. KZAP-F
	3. KSFM-F	3. KXOA-F	3. KEWT-F	3. KGNR	3. KGNR
	4. KROY-F	4. KSFM-F	4. KSFM-F	4. KCTC-F	4. KFBK
	5. KHYL-F	5. KHYL-F	5. KHYL-F	5. KAER-F	5. KGO

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	68 (3)	495 (5)	563 (8)	41.7
BTFL MUSIC	16 (1)	239 (3)	255 (4)	18.9
MOR/AC	133 (3)	62 (1)	195 (4)	14.4
COUNTRY	126 (1)	19 (1)	145 (2)	10.7
NEWS/TALK	107 (3)		107 (3)	7.9
BLACK		52 (1)	52 (1)	3.9
RELIGION	16 (2)	17 (1)	33 (3)	2.4
			<u>1350 (25)</u>	



SACRAMENTO ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. KZAP-F	1. KZAP-F	1. KZAP-F	KAER-F	92.5	3.1
2. KRAK	2. KRAK	2. KRAK	KAHI	950 Auburn	1.0
3. KEWT-F	3. KSFM-F	3. KGNR	KEBR-F	100.5	1.1
4. KSFM-F	4. KFRC	4. KEWT-F	KFIA	710 Carmichael	.7
5. KGO	5. KEWT-F	5. KSFM-F	KGMS	1380	2.1
6. KGNR	6. KXOA-F	6. KAER-F	KJAY	1430	.3
7. KXOA-F	7. KGNR	7. KFBK	KPOP-F	93.5 Roseville	3.4
8. KNBR	8. KNBR	8. KXOA-F	KROY	1240	1.4
9. KFRC	9. KFBK	9. KPOP-F	KWOD-F	106.5	3.1
KFBK	10. KROY-F	10. KHYL-F	KXOA	1470	1.2
			KYLO-F	105.5 Davis	1.2
11. KCTC-F	11. KCBS		KFRC	610 San Francisco	1.8
12. KHYL-F	12. KGO		KCBS	740 San Francisco	1.0
13. KHOP-F	13. KHYL-F		KGO	810 San Francisco	2.2
14. KCBS	14. KHOP-F		KNBR	680 San Francisco	1.0
15. KAER-F	15. KWOD-F				

ADI FM SHARE: 60.26% (1536 of 2549) (FAL 80: 54.98%)

AM STATIONS

KFBK, 1530, 50 KW (DA-1), NEWS	CBS, MBS, \$42.50 (Katz)	McClatchy
KGNR, 1320, 5 KW (DA-2), MOR	ABC-I, \$75.00* (Christal)	Tribune Co
KRAK, 1140, 50 KW (DA-1), COUNTRY	, \$76.52 (Eastman)	Affiliated

FM STATIONS

KAER-F, 92.5, 115 KW @ 240, BTFL MUS (Bonne)	, \$16.00 (Katz)	McClatchy
KCTC-F, 96.1, 45 KW @ 520, BTFL MUS	, \$65.75* (Christal)	Tribune Co
KEWT-F, 105.1, 50 KW @ 240, BTFL MUS (Schulke)	, \$75.00 (Eastman)	Affiliated
KHYL-F, 101.1, 50 KW @ 465, AC	, \$38.75 (Howard)	Empire
KPOP-F, 93.5, 3 KW @ 130, BLACK	, \$30.00 (Lotus)	
KROY-F, 96.9, 50 KW @ 500, ROCK	, \$45.00* (Mc-Guild)	
KSFM-F, 102.5, 50 KW @ 535, ROCK	, \$47.25 (MMR)	
KWOD-F, 106.5, 50 KW @ 1100, CONTEMP	RKO, \$38.75 (Masla)	
KXOA-F, 107.9, 28 KW @ 420, SOFT ROCK/AC	Source, \$50.00* (Blair)	
KZAP-F, 98.5, 50 KW @ 495, AOR (Burk-Abr)	, \$80.00* (Selcom)	Western Cities

OTHER STATIONS - SEE SAN FRANCISCO AND MODESTO

TV STATIONS

KCRA	Sacramento	3	NBC, Kelly
KLOC	Modesto	19	IND
KMUV	Sacramento	31	IND
KOVR	Stockton	13	ABC, Outlet
KTXL	Sacramento	40	IND
KXTV	Sacramento	10	CBS, Corinthian

NEWSPAPERS

Sacramento Bee	M	203,779	McClatchy
Sacramento Union	M	110,104	
Stockton Record	E	56,488	Gannett
Modesto Bee	M	65,063	McClatchy

ST. LOUIS

Market # 12; ADI # 14  
 Revenue Rank # 15  
 Income Rank # 47  
 APR 16.7  
 SMSA Pop: 2,377,400  
 CSI: 19.3 Bil (# 14)

Revenue : \$32,919,250  
 Income : \$ 596,654  
 % Rev Gain: +13.2  
 Stations: 25/34  
 Diaries: 1974/1204:1  
 CSI HH: 23.0 M (# 74)  
 Standard Error: .440

National Rev: \$10,235,435  
 Nat Rev per Cap: \$4.31  
 Tot Rev per Cap: \$13.85  
 Tot Inc per Cap: \$ .25  
 Profit Margin: 1.8%  
 Retail \$: 10.5 Bil (# 12)  
 Retail Sales %: .263

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KMOX	702/21.8	23.6	23.4	21.6	24.4	1. KMOX 882	1. KMOX 10046/40.7	
2. KEZK-F	215/ 6.7	5.9	7.2	6.4	7.4	2. KSD 308	2. KSD 4509/14.3	
3. KWK-F	209/ 6.5	7.9	4.8	7.8	8.1	3. KSHE-F 244	3. KXOK 3531/12.7	
KSHE-F	209/ 6.5	7.8	5.1	7.6	8.9	4. KEZK-F 236	4. KWK-F 3307/15.5	
5. WIL-F	202/ 6.3	5.3	8.7	5.7	5.6	5. KWK-F 234	5. KSD-F 3380/14.7	
6. KMJM-F	198/ 6.1	6.7	5.0	3.6	3.2	6. WIL-F 231	6. WIL-F 3275/14.8	
7. KSD-F	194/ 6.0	3.8	5.1	1.6	1.0	7. KSD-F 227	7. KSHE-F 3133/13.4	
8. KSD	168/ 5.2	3.7	2.5	2.3	2.6	8. KMJM-F 198	8. KSLQ-F 3115/15.4	
9. KSLQ-F	155/ 4.8	4.6	6.2	5.1	3.2	9. KSLQ-F 159	9. KEZK-F 2800/13.1	
10. WRTH	117/ 3.6	4.2	4.4	5.5	3.9	10. KXOK 142	10. KMJM-F 2628/13.4	
11. KXOK	101/ 3.1	5.1	4.9	5.0	6.2	11. WRTH 119	11. KMOX-F 2572/10.6	
12. WIL	91/ 2.8	2.5	3.5	3.3	3.4	12. KMOX-F 106	12. WRTH 2067/10.1	
13. KMOX-F	89/ 2.8	3.0	3.6	3.5	3.5	13. WIL 95	13. KADI-F 2049/ 9.9	
14. KADI-F	81/ 2.5	1.9	1.6	2.4	1.6	14. KADI-F 89	14. WIL 1740/ 8.5	
15. WZEN-F	77/ 2.4	1.2	1.0	1.0	.5	15. WZEN-F 77	15. KWK 1241/ 5.9	

12+ FM SHARE (METRO): 53.97% (1659 of 3074) (O/N 80: 51.30%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KWK-F	1. KSHE-F	1. KMOX	1. KMOX	1. KMOX	1. KMOX
2. KMJM-F	2. KSD-F	2. KSHE-F	2. KSD-F	2. KEZK-F	2. KSD
3. KSHE-F	3. KMJM-F	3. KSD-F	3. WIL-F	3. WIL-F	3. WIL-F
4. KSLQ-F	4. KMOX	4. KMJM-F	4. KEZK-F	4. KSD	4. KWK-F+
5. KSD-F	5. KSLQ-F	5. WIL-F	5. KSD	5. WRTH	5. KSD-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	46 (1)	743 (5)	789 (6)	25.7
NEWS/TALK	702 (1)		702 (1)	22.8
COUNTRY	259 (2)	202 (1)	461 (3)	15.0
BLACK/URBAN	101 (2)	275 (2)	376 (4)	12.2
MOR/AC	177 (5)	194 (1)	371 (6)	12.1
BTFM MUSIC	117 (1)	215 (1)	332 (2)	10.8
RELIGION	13 (1)	17 (1)	30 (2)	1.0
UNKNOWN	13 (1)		13 (1)	0.4
			3074 (25)	

ST. LOUIS ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. KMOX	1. KMOX	1. KMOX	KADI	1320 .4
2. KSD	2. KSD	2. KMJM-F	KATZ	1600 1.6
3. KEZK-F	3. KWK-F	3. KSD	KCFM-F	97.1 Florissant .5
4. KSHE-F	4. WIL-F	4. WIL-F	KIRL	1460 St. Charles .6
KWK-F	5. KSD-F	5. KWK-F	KLPW	1220 Union .6
6. WIL-F	6. KSLQ-F	6. KEZK-F	KWK	1380 1.4
7. KSD-F	7. KXOK	7. KSHE-F	WESL	1490 E. St. Louis 1.6
8. KMJM-F	8. KSHE-F	8. KSD-F	WEW	770 .7
9. KSLQ-F	9. KEZK-F	9. KSLQ-F	WIBV	1260 Belleville .4
10. KXOK	10. KMJM-F	10. WRTH	WMRY-F	101.1 Belleville .4
11. WRTH	11. KMOX-F			
12. KMOX-F	12. WRTH			
13. WIL	13. KADI-F			
14. KADI-F	14. WIL			
15. WZEN-F	15. KWK			

ADI FM SHARE: 51.96% (1866 of 3591) (O/N 80: 50.00%)

AM STATIONS

KMOX, 1120, 50 KW	, NEWS/TALK	CBS, \$231.25	(CBS Spot)	CBS
KSD, 550, 5 KW (DA-N)	, COUNTRY	MBS, \$ 83.65	(Eastman)	Gannett
KWK, 1380, 5 KW/1 KW (DA-2)	, ROCK	, \$ 96.75	(HNW)	Doubleday
KXOK, 630, 5 KW (DA-2)	, AC	NBC, \$ 97.50	(Katz)	Storz
WIL, 1430, 5 KW (DA-2)	, COUNTRY	ABC-E, \$104.55*	(Christal)	LIN
WRTH, 590, 1 KW (DA-2)	, BTFL/MOR	ABC-I, \$ 57.50	(Blair)	King

FM STATIONS

KADI-F, 96.3, 100 KW @ 552, CONTEMP	ABC-F,Source, \$ 29.50*	(Selcom)
KEZK-F, 102.5, 100 KW @ 500, BTFL MUS	, \$ 70.00	(Torbet) Metroplex
KMJM-F, 107.7, 100 KW @ 575, URBAN	, \$ 65.00*	(Mc-Guild) Amaturio
KMOX-F, 103.3, 100 KW @ 1212, SOFT/AC	, \$ 47.50	(CBS/FM) CBS
KSD-F, 93.7, 100 KW @ 850, AC	, \$ 83.65	(Eastman) Gannett
KSHE-F, 94.7, 100 KW @ 500, AOR	, \$132.50	(Katz) Century
KSLQ-F, 98.1, 100 KW @ 580, CONTEMP	, \$ 71.25	(RKO) Charter
KWK-F, 106.5, 39 KW @ 592, AOR	, \$ 96.75	(HNW) Doubleday
WIL-F, 92.3, 100 KW @ 510, COUNTRY	, \$104.55*	(Christal) LIN
WZEN-F, 100.3, 50 KW @ 495, BLACK	NBN, \$ 27.50	(Howard) NBN

TV STATIONS

KDNL	St. Louis	30	IND
KMOX	St. Louis	4	CBS, CBS
KPLR	St. Louis	11	IND
KSD	St. Louis	5	NBC, Pulitzer
KTVI	St. Louis	2	ABC, Times-Mirror

NEWSPAPERS

St. Louis Globe-Democrat	M	240,611, Newhouse
St. Louis Post-Dispatch	E	242,628, Pulitzer

SALINAS-SEASIDE-MONTEREY

Market # 134  
 Revenue Rank # 101  
 Income Rank # 351  
 APR 15.4  
 SMSA Pop: 292,900  
 CSI: 2.2 Bil (# 125)

Revenue : \$5,149,368  
 Income : \$ -411,493  
 % Rev Gain: +43.4  
 Stations: 25/14  
 Diaries: 879/333:1  
 CSI HH: 22.9 M (# 80)  
 Standard Error: .684

National Rev: \$2,113,178  
 Nat Rev per Cap: \$7.21  
 Tot Rev per Cap: \$17.58  
 Tot Inc per Cap: \$-1.40  
 Profit Margin: ---  
 Retail \$: 1.3 Bil (# 133)  
 Retail Sales %: .260

12+ METRO 1/4/SHARE	SPG	FAL	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	80	80	79		
1. KDON-F 43/11.6	17.1	8.4	11.4	17.8	1. KGO 85	1. KDON-F 1142/30.8
2. KGO 36/ 9.7	6.5	12.0	9.3	9.1	2. KDON-F 79	2. KGO 914/16.1
3. KIDD 33/ 8.9	9.0	7.8	10.9	7.9	3. KSJO-F 38	3. KIDD 672/26.8
4. KSJO-F 24/ 6.5	1.6	3.3	1.3	2.0	4. KIDD 34	4. KCBS 640/14.3
5. KTOM 22/ 5.9	7.0	4.2	5.1	5.7	KTOM 34	5. KWAV-F 567/14.2
KWYT-F 22/ 5.9	6.5	7.2	8.2	5.4	6. KWAV-F 33	6. KSJO-F 516/11.9
KCTY 22/ 5.9	4.7	9.2	5.9	8.9	KCBS 33	7. KTOM 432/13.7
8. KCBS 20/ 5.4	4.1	4.2	3.2	3.7	8. KWYT-F 32	8. KBAY-F 431/ 9.4
9. KWAV-F 17/ 4.6	4.9	5.8	7.2	4.0	9. KBAY-F 31	9. KFAT-F 408/ 8.3
					10. KCTY 24	10. KWYT-F 395/12.6

12+ FM SHARE (METRO): 49.09% (162 of 330) (FAL 80: 45.98%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KIDD	1. KDON-F	1. KDON-F	1. KWAV-F	1. KGO	1. KGO
2. KDON-F	2. KSJO-F	2. KSJO-F	KTOM	2. KWYT-F	2. KDON-F
	3. KIDD	3. KIDD	3. KDON-F	KTOM	3. KCBS
			KCTY	KCBS	

OTHER RATED STATIONS/METRO SHARE

KDON 1460	Salinas	2.4	KDIA 1310	Oakland	.5
KESE 1240	Monterey	.5	KEZR-F 106.5	San Jose	.5
KLRB-F 101.7	Carmel	2.4	KFAT-F 94.5	Gilroy	3.2
KMBY-F 107.1	Seaside	3.0	KFRC 610	San Francisco	.8
KRAY-F 103.9	Salinas	1.6	KNBR 680	San Francisco	1.9
KRKC 1490	King City	1.1	KSCO 1080	Santa Cruz	.8
KAZA 1290	Gilroy	1.3	KSCO-F 99.1	Santa Cruz	.5
KBAY-F 100.3	San Jose	3.2	KSOL-F 107.7	San Mateo	.5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	36 (2)	89 (5)	125 (7)	37.9
NEWS/TALK	56 (2)		56 (2)	17.0
COUNTRY	33 (3)	12 (1)	45 (4)	13.6
BTFL MUSIC	3 (1)	36 (3)	39 (4)	11.8
SPANISH	27 (2)	6 (1)	33 (3)	10.0
MOR/AC	11 (2)	17 (1)	28 (3)	8.5
BLACK	2 (1)	2 (1)	4 (2)	1.2
			330 (25)	

RADIO STATIONS

KCTY, 980, 1 KW (DAYS,DA), SPANISH	, \$22.00	(Lotus)
KIDD, 630, 1 KW (DA-1), ROCK	RKO, \$13.00	(Masla) Walton
KTOM, 1380, 5 KW (DA-2), COUNTRY	ABC-E, \$28.00	(Mc-Guild)
KDON-F, 102.5, 19 KW @ 2270, ROCK (TM)	Source, \$34.00	(Katz)
KWAV-F, 96.9, 18 KW @ 2575, AC	, \$15.50	(HNW) Buckley)
KWYT-F, 100.7, 910 W @ 2575, BTFL MUS (TM)	, \$28.00	(Mc-Guild)

Other Stations - See San Jose and San Francisco

TV STATIONS

KMST Monterey 46 CBS, Retlaw  
 KSBW Salinas 8 NBC, Blair

NEWSPAPERS

Salinas Californian E 24,609, Gannett  
 Monterey Peninsula Herlad E 31,772

SALT LAKE CITY

Market # 42; ADI # 45  
 Revenue Rank # 34  
 Income Rank # 33  
 APR 15.0  
 SMSA Pop: 954,400  
 CSI: 6.4 Bil (# 50)

Revenue : \$15,499,731  
 Income : \$ 941,992  
 % Rev Gain: \$+13.5  
 Stations: 22/24  
 Diaries: 895/1066:1  
 CSI HH: 20.3 M (# 199)  
 Standard Error: .624

National Rev: \$4,069,485  
 Nat Rev per Cap: \$4.26  
 Tot Rev per Cap: \$16.24  
 Tot Inc per Cap: \$ .99  
 Profit Margin: 6.1%  
 Retail \$: 3.9 Bil (# 42)  
 Retail Sales %: .347

12+ METRO 1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KSL 115/10.5	11.1	11.1	8.5	10.5	1. KSL 206	1. KSL 3606/29.9
2. KSFI-F 98/ 8.9	9.2	8.9	6.0	6.5	2. KSFI-F 180	2. KSFI-F 2580/20.7
3. KALL 79/ 7.2	6.8	4.5	7.7	7.7	3. KCPX-F 101	3. KFMY-F 1713/14.6
4. KCPX-F 78/ 7.1	6.3	6.3	8.5	9.9	4. KLUB 100	4. KCPX 1616/18.7
5. KLUB 76/ 6.9	7.5	8.0	6.6	7.3	5. KFMY-F 94	5. KRSP-F 1596/17.0
6. KSOP-F 70/ 6.4	6.6	5.9	6.6	3.9	6. KSOP-F 92	6. KLUB 1472/14.7
7. KCPX 55/ 5.0	6.4	8.1	5.8	7.0	7. KALL 79	7. KCPX-F 1467/15.4
KRSP-F 55/ 5.0	4.8	4.9	4.9	5.7	8. KRSP-F 70	8. KSOP-F 1411/14.0
9. KFMY-F 52/ 4.7	3.3	2.0	1.5	2.3	9. KISN-F 69	9. KISN-F 1390/14.4
10. KISN-F 51/ 4.6	3.8	3.5	2.9	4.0	10. KCPX 65	10. KALL 1279/17.3
11. KZAN-F 44/ 4.0	4.2	3.3	2.8	2.8	11. KZAN-F 54	11. KDAB-F 1135/13.2
12. KALL-F 38/ 3.5	2.0	4.3	6.1	4.0	KALL-F 54	12. KALL-F 1107/11.4

12+ FM SHARE (METRO): 52.36% (532 of 1016) (O/N 80: 46.60%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KFMY-F	1. KCPX-F	1. KSL	1. KSL	1. KSL	1. KSL
2. KCPX-F	2. KALL	2. KALL	2. KALL	KSFI-F	2. KSFI-F
KRSP-F	3. KISN-F	3. KCPX-F	3. KSFI-F	3. KLUB	3. KALL
4. KRSP	4. KCPX	4. KSFI-F	4. KSOP-F	4. KSOP-F	4. KLUB
5. KCPX	5. KRSP-F	5. KISN-F	5. KZAN-F	5. KALL	5. KSOP-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	101 (3)	258 (5)	359 (8)	35.3
MOR/AC	199 (3)	51 (1)	250 (4)	24.6
BTFL MUSIC	76 (1)	98 (1)	174 (2)	17.1
COUNTRY	48 (2)	114 (2)	162 (4)	15.9
BIG BAND	21 (1)	11 (1)	32 (2)	3.1
NEWS/TALK	30 (1)		30 (1)	2.9
CLASSICAL	10 (1)		10 (1)	1.0
			1017 (22)	

SALT LAKE CITY

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. KSL	1. KSL	1. KLUB	KDAB-F 101.1	Ogden	3.2
2. KSFI-F	2. KSFI-F	2. KSL	KJQN 1490	Ogden	1.7
3. KCPX-F	3. KFMY-F	3. KALL	KLO 1430	Ogden	1.9
4. KLUB	4. KCPX	4. KSFI-F	KPRQ 1230	Murray	.5
5. KFMY-F	5. KRSP-F	5. KSOP-F	KRGO 1550	W. Valley City	2.1
6. KSOP-F	6. KLUB	6. KCPX-F	KRSP 1060		2.5
7. KALL	7. KCPX-F	7. KFMY-F	KSOP 1370		2.3
8. KRSP-F	8. KSOP-F	8. KCPX	KWHO 860		.9
9. KISN-F	9. KISN-F	9. KISN-F	KWHO-F 93.3		1.0
10. KCPX	10. KALL	10. KZAN-F	KWMS 1280		2.7
11. KALL-F	11. KDAB-F				
KZAN-F	12. KALL-F				
13. KDAB-F	13. KRSP				
14. KSOP	14. KZAN-F				
15. KDOT	15. KSOP				

ADI FM SHARE: 50.32% (778 of 1546) (O/N 80: 41.85%)

AM STATIONS

KALL, 910, 5 KW/1 KW (DA-N), AC	ABC-I, \$60.75 (Eastman)	Hatch
KCPX, 1320, 5 KW (DA-1), CONTEMP	ABC-C, \$66.50 (Katz)	Columbia Pic Ind
KLUB, 570, 5 KW (DA-1), BTFL MUS	NBC, \$40.00* (Mc-Guild)	
KRSP, 1060, 10 KW/1 KW (DA-N), ROCK	, \$17.00 (Selcom)	
KSL, 1160, 50 KW, MOR	CBS, \$57.63* (Torbet)	Bonneville
KSOP, 1370, 5 KW/500 W (DA-N), COUNTRY (Drake-Chen)	, \$20.00 (MMR)	
KDOT, 960, 5 KW/1 KW (DA-N), AC/CONTEMP	, \$16.00* (Masla)	First Media (PROVO)

FM STATIONS

KALL-F, 94.1, 24 KW @ 3030, CONTEMP/AC	RKO, \$50.75 (Eastman)	Hatch
KCPX-F, 98.7, 27 KW @ 2932, AOR (Burk-Abr)	, \$66.50 (Katz)	Columbia Pic Ind
KDAB-F, 101.1, 25 KW @ 3740, ROCK (TM)	, \$12.25 (Howard)	(OGDEN)
KISN-F, 97.1, 26 KW @ 3650, AC (Churchill)	Source, \$25.00* (Mc-Guild)	
KRSP-F, 103.5, 19 KW @ 3650, AOR	, \$22.00 (Selcom)	
KSFI-F, 100.3, 26 KW @ 3900, BTFL MUS (Bonne)	, \$30.00* (Blair)	
KSOP-F, 104.3, 25 KW @ 3650, COUNTRY (Century 21)	, \$25.00 (MMR)	
KZAN-F, 97.9, 26 KW @ 3770, COUNTRY (?)	MBS, \$ ? ? * (Christal)	
KFMY-F, 96.1, 55 KW @ 2620, ROCK	, \$35.00* (Masla)	First Media (PROVO)

TV STATIONS

KSL Salt Lake City	5	CBS, Bonneville
KSTU Salt Lake City	20	IND, Springfield TV
KTVX Salt Lake City	4	ABC, 20th Century Fox
KUTV Salt Lake City	2	NBC, Hatch

NEWSPAPERS

Salt Lake City Tribune	M	114,269
Salt Lake City Deseret News	E	75,866
Ogden Standard Examiner	E	50,104
Provo Herald	E	30,343, Scripps League

SAN ANTONIO

Market # 36; ADI # 46  
 Revenue Rank # 29  
 Income Rank # 12  
 APR 16.6  
 SMSA Pop: 1,130,400  
 CSI: 8.1 Bil (# 41)

Revenue : \$17,579,480  
 Income : \$ 3,184,378  
 % Rev Gain: +1.1  
 Stations: 23/25  
 Diaries: 1274/887:1  
 CSI HH: 22.2 M (# 111)  
 Standard Error: .598

National Rev: \$5,462,998  
 Nat Rev per Cap: \$4.83  
 Tot Rev per Cap: \$15.55  
 Tot Inc per Cap: \$2.82  
 Profit Margin: 18.1%  
 Retail \$: 4.9 Bil (# 38)  
 Retail Sales %: .292

12+ METRO	1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
1. KTFM-F	159/11.0	8.2	8.9	6.8	5.9	1. KTSA	270	1. KTSA	4967/25.2		
2. KCOR	128/ 8.8	8.5	7.6	8.3	8.2	2. KKYX	260	2. KKYX	3299/14.4		
3. KISS-F	127/ 8.8	5.1	5.0	4.2	4.1	3. KTFM-F	165	3. WOAI	2091/13.8		
4. KQXT-F	122/ 8.4	8.3	7.8	8.2	6.4	4. KISS-F	158	4. KTFM-F	1951/20.5		
5. KTSA	114/ 7.9	11.6	10.7	9.1	8.8	5. KQXT-F	154	5. KQXT-F	1652/15.1		
6. KKYX	88/ 6.1	8.4	5.9	7.0	8.0	6. KCOR	138	6. KISS-F	1413/13.9		
7. KAJA-F	87/ 6.0	2.0	3.3	3.9	2.6	7. WOAI	134	7. KONO	1317/11.1		
8. WOAI	83/ 5.7	6.1	5.0	5.9	7.5	8. KAJA-F	93	8. KITY-F	1215/12.9		
9. KITY-F	70/ 4.8	5.2	4.4	6.7	8.2	9. KONO	85	9. KCOR	1159/12.4		
10. KEDA	63/ 4.4	2.9	2.5	6.2	5.0	10. KITY-F	75	10. KBUC-F	1138/10.9		
11. KBUC-F	58/ 4.0	4.4	6.0	5.9	5.2	11. KBUC	68	11. KAJA-F	1109/11.2		
KONO	58/ 4.0	5.6	8.0	3.4	6.0	12. KEDA	67	12. KCCW	898/ 8.3		

12+ FM SHARE (METRO): 50.00% (701 of 1402) (O/N 80: 44.63%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KISS-F	1. KTFM-F	1. KTFM-F	1. KTFM-F	1. KQXT-F	1. KTSA
2. KTFM-F	2. KISS-F	2. KISS-F	2. KCOR	2. KCOR	2. KKYX
3. KITY-F	3. KTSA	3. KAJA-F	3. KQXT-F	3. KKYX	3. WOAI
4. KTSA	4. KAJA-F	4. KTSA	4. KKYX	4. WOAI	4. KCOR
	5. KONO	5. KCOR	KAJA-F	5. KBUC	5. KTFM-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	172 (2)	386 (4)	558 (6)	39.8
COUNTRY	168 (3)	145 (2)	313 (5)	22.3
SPANISH	235 (4)	25 (1)	260 (5)	18.5
BTFL MUSIC		122 (1)	122 (1)	8.7
NEWS/TALK	83 (1)		83 (1)	5.9
MOR/AC	25 (2)	6 (1)	31 (3)	2.2
BLACK	18 (1)		18 (1)	1.3
CLASSICAL		17 (1)	17 (1)	1.2
			1402 (23)	

SAN ANTONIO ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>	
1. KKYX	1. KTSA	1. KTFM-F	KAPE 1480	1.2
2. KTSA	2. KKYX	2. KCOR	KBUC 1310	3.2
3. KTFM-F	3. KTFM-F	3. KQXT-F	KCCW 930	2.3
4. KTFM-F	4. WOAI	4. KISS-F	KFHM 1150	1.2
5. KQXT-F	5. KQXT-F	5. KTSA	KGNB 1420	New Braunfels 1.4
6. KCOR	6. KISS-F	6. KKYX	KLLS-F 100.3	2.1
7. WOAI	7. KITY-F	7. WOAI	KMAC 630	.3
8. KAJA-F	8. KCOR	8. KITY-F	KMFM-F 96.1	1.2
9. KITY-F	9. KBUC-F	9. KMFM-F	KTUF-F 106.3	.4
10. KONO	10. KONO	10. KEDA	KUKA 1250	1.8
11. KEDA	11. KAJA-F		KVAR-F 104.5	1.7
KBUC	12. KCCW			
13. KBUC-F	13. KLLS-F			
14. KLLS-F	14. KBUC			
15. KCCW	15. KEDA			

ADI FM SHARE: 44.59% (804 of 1803) (0/N 80: NA)

AM STATIONS

KBUC, 1310, 5 KW (DAYS,DA) , COUNTRY	ABC-I, \$ ? ? * (Eastman) Sigmor
KCCW, 930, 5 KW/1 KW (DA-N), COUNTRY (Burk-Abr)	, \$25.00* (RKO) Southwestern
KCOR, 1350, 5 KW (DA-N) , SPANISH	, \$72.25 (Katz) Tichenor
KEDA, 1540, 5 KW/1 KW , SPANISH	, \$18.00 (Selcom)
KKYX, 680, 50 KW/10 KW (DA-N), COUNTRY	, \$58.50 (Christal) Swanson
KONO, 860, 5 KW/1 KW (DA-N) , CONTEMP/AC	ABC-C, \$88.00 (MMR) Mission
KTSA, 550, 5 KW (DA-N) , ROCK	, \$90.00 (Blair)
WOAI, 1200, 50 KW , NEWS/TALK	CBS,NBC, \$70.00 (CBS Spot) Clear Chan

FM STATIONS

KAJA-F, 97.3, 100 KW @ 472, COUNTRY	, \$30.00* (CBS/FM) Clear Channel
KBUC-F, 107.5, 100 KW @ 408, COUNTRY	ABC-I, \$50.00 (Eastman) Sigmor
KISS-F, 99.5, 100 KW @ 570, AOR	Source, \$35.60 (Mc-Guild) Capitol-WRAL
KITY-F, 92.9, 100 KW @ 475, ROCK	, \$88.00 (MMR) Mission
KLLS-F, 100.3, 100 KW @ 580, CONTEMP/AC	, \$30.00* (RKO) Southwestern
KQXT-F, 101.9, 100 KW @ 670, BTFL MUS (Schulke)	, \$67.75 (Katz) Tichenor
KTFM-F, 99 KW @ 660, ROCK	, \$70.00 (Blair)

TV STATIONS

KENS	San Antonio	5	CBS, Harte-Hanks
KMOL	San Antonio	4	NBC, 20th Century Fox
KSAT	San Antonio	12	ABC, Outlet
KWEX	San Antonio	41	IND, Spanish International

NEWSPAPERS

San Antonio Light	E	122,600
San Antonio Express	M	82,371
San Antonio News	E	76,594



SAN DIEGO

Market # 19; ADI # 23  
 Revenue Rank # 20  
 Income Rank # 383  
 APR 16.1  
 SMSA Pop: 1,918,900  
 CSI: 15.5 Bil (# 20)

Revenue : \$ 25,643,354  
 Income : \$ -2,213,270  
 % Rev Gain: 12.4%  
 Stations: 34/24  
 Diaries: 1504/1276:1  
 CSI HH: 21.2 M (# 159)  
 Standard Error: .505

National Rev: \$ 9,579,878  
 Nat Rev per Cap: \$ 4.99  
 Tot Rev per Cap: \$ 13.36  
 Tot Inc per Cap: \$ -1.15  
 Profit Margin: —  
 Retail \$: 8.0 Bil (# 21)  
 Retail Sales %: .255

12+ METRO 1/4/SHARE	SUM 81	SPG 81	WIN 81	FAL 80	MSA EXCL CUME	12+ CUME/CUME RATING
1. KGB-F 214/8.2	6.6	6.7	6.6	7.0	1. KSDO	1. KGB-F 3063/19.0
2. KJQY-F 204/7.9	7.6	9.0	9.0	9.3	2. KCBQ	2. XTRA-F 2956/18.4
3. KSDO 152/5.9	6.4	5.4	4.6	5.3	3. KJQY-F	3. KSDO 2705/16.8
4. XTRA-F 147/5.7	4.1	4.3	5.3	5.4	4. KSON	4. KJQY-F 2316/14.4
5. KPRI-F 121/4.7	5.1	4.8	4.0	5.8	5. KGB-F	5. KPRI-F 2276/14.1
6. WFMB-F 117/4.5	3.1	3.9	4.7	5.1	6. XHRM-F	6. KFMB-F 2257/14.0
7. KBZT-F 114/4.4	3.8	2.2	2.2	2.2	7. XTRA-F	7. KOGO 2061/12.8
8. KFSD-F 101/3.9	2.6	3.9	3.3	3.0	8. KFMB	8. XTRA 2009/12.5
9. KCBQ 100/3.9	3.2	3.4	2.5	2.5	9. KPRI-F	9. KFMB 1904/11.8
10. XHRM-F 99/3.8	4.1	3.4	1.7	.8	10. KOGO	10. KBZT-F 1673/10.4
11. KFMB 97/3.7	3.9	5.9	5.0	4.0		11. KCBQ 1638/10.2
12. KOGO 96/3.7	2.2	2.2	2.3	2.9		12. KGB 1625/10.1
13. KEZL-F 87/3.4	2.7	3.3	3.4	4.7		13. KYXY-F 1498/ 9.3
14. XTRA 78/3.0	4.2	3.8	3.9	4.7		14. KSON 1473/ 9.2
15. KIFM-F 77/3.0	2.3	3.2	4.0	4.0		15. KEZL-F 1289/ 8.0
16. KYXY-F 71/2.7	4.4	2.2	3.1	2.9		16. KIFM-F 1256/ 7.8
17. KSON-F 69/2.7	2.7	2.6	2.4	2.3		17. KNX 1240/ 7.7
18. KMLO 65/2.5	3.9	3.3	1.6	---		18. KFSD-F 1213/ 7.5
KSON 65/2.5	3.4	2.7	2.7	3.2		19. KSON-F 1150/ 7.1
20. KNX 51/2.0	2.3	2.0	3.5	2.1		20. KCBQ-F 1073/ 6.7

NOTE: SAN DIEGO'S MSA, TSA AND ADI ARE THE SAME.

12+ FM SHARE (METRO,ADI): 65.28% (1581 of 2422) (FAL 80: 64.83%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KGB-F	1. KGB-F	1. KGB-F	1. KJQY-F	1. KJQY-F	1. KSDO
2. XTRA-F	2. XTRA-F	2. XTRA-F	2. KBZT-F	2. KSDO	2. KGB-F
3. XHRM-F	3. KPRI-F	3. KFMB-F	3. KFSD-F	3. KFMB	3. KJQY-F
4. XTRA	4. KFMB-F	KBZT-F	4. KFMB	4. KOGO	4. KFMB
5. KPRI-F	5. KBZT-F	KPRI-F	5. KCBQ	5. KSON	5. KOGO
	6. KIFM-F	6. KFSD-F	6. KSDO	KFSD-F	6. KFMB-F

OTHER RATED STATIONS/METRO SHARE

KCBQ-F	105.3		1.9	KBRT	740	Avalon	.4
KGB	1360		1.7	KFI	640	LA	1.3
KJFM-F	102.1	Oceanside	1.3	KLOS-F	95.5	LA	.5
KKOS-F	95.9	Carlsbad	.6	KMET-F	94.7	LA	.3
KOWN	1450	Escondids	.4	KRTH-F	101.1	LA	.5
KUDE	1320	Oceanside	.5	XHER-F	104.5	Tijuana	.7
KABC	790	LA	1.0	XHIS-F	90.3	Tijuana	.4

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	123 (2)	797 (8)	920 (10)	38.0
MOR/AC	237 (4)	212 (4)	449 (8)	18.5
BTFL MUSIC		324 (3)	324 (3)	13.4
COUNTRY	178 (3)	118 (2)	296 (5)	12.2
NEWS/TALK	228 (3)		228 (3)	9.4
CLASSICAL		101 (1)	101 (1)	4.2
BIG BAND/NOST	65 (1)		65 (1)	2.7
SPANISH		29 (2)	29 (2)	1.2
RELIGION	10 (1)		10 (1)	0.4
			<u>2422 (34)</u>	

AM STATIONS

KCBQ, 1170, 50 KW/5 KW (DA-2), COUNTRY	RKO, \$69.00* (RKO)	Charter
KFMB, 760, 5 KW (DA-N), MOR	, \$55.00 (Mc-Guild)	Midwest TV
KGB, 1360, 5 KW/1 KW, ROCK	, \$50.00* (Katz)	
KMLO, 1000, 1 KW (DAYS,DA), BIG BAND/NOST (Al Ham)	, \$34.00 (----)	
KOGO, 600, 5 KW (DA-2), MOR	ABC-E, \$60.38 (Eastman)	SBI
KSDO, 1130, 10 KW (DA-2), NEWS	CBS,MBS, \$82.00* (CBS Spot)	Gannett
KSON, 1240, 1 KW/250 W, COUNTRY	ABC-I, \$36.00* (Blair)	
XTRA, 690, 50 KW, ROCK	, \$54.00* (MMR)	Noble

FM STATIONS

KBZT-F, 94.9, 2 KW @ 1850, AC/CONTEMP	ABC-F, \$40.00* (Christal)	
KCBQ-F, 105.3, 29 KW @ 620, COUNTRY	, \$30.00* (RKO)	Charter
KEZL-F, 102.9, 2 KW @ 1840, BTFL MUS (Schulke II)	, \$45.00* (CBS Spot)	Gannett
KFMB-F, 100.7, 30 KW @ 620, CONTEMP/SOFT	, \$55.00* (Mc-Guild)	Midwest TV
KFSD-F, 94.1, 100 KW @ 641, CLASSICAL	, \$55.00 (Lotus)	Lotus
KGB-F, 101.5, 50 KW @ 577, AOR	Source, \$100.00* (Katz)	
KIFM-F, 98.1, 28 KW @ 640, SOFT ROCK	, \$59.50 (Selcom)	
KJQY-F, 103.7, 36 KW @ 650, BTFL MUS (FM-100)	, \$105.63 (RAR)	Westinghouse
KPRI-F, 106.5, 50 KW @ 413, AOR (Burk-Abr)	, \$69.00 (Eastman)	SBI
KSON-F, 97.3, 50 KW @ 445, COUNTRY	NBC, \$36.00* (Blair)	
KYXY-F, 96.5, 30 KW @ 540, AC	, \$52.00 (CBS/FM)	
XHRM-F, 92.5, 5 KW @ 203, ROCK (??)	, \$ ? ? ( ? )	
XTRA-F, 91.1, 100 KW @ 1000, AOR (Noble)	, \$54.00* (MMR)	Noble

TV STATIONS

KCOX	Cable # 2	IND, Cox
KCST	39	NBC, Storer
KFMB	8	CBS, Midwest TV
KGTV	10	ABC, McGraw-Hill
XETV	6	IND
XEWT	12	IND

NEWSPAPERS

San Diego Tribune	125,756, Copley
San Diego Union	201,798, Copley

SAN FRANCISCO

Market # 7; ADI # 5  
 Revenue Rank # 4  
 Income Rank # 40  
 APR 15.9  
 SMSA Pop: 3,341,600  
 CSI: 36.0 Bil (# 6)

Revenue : \$ 71,005,966  
 Income : \$ 783,367  
 % Rev Gain: -22.0  
 Stations: 44/37  
 Diaries: 3621/923:1  
 CSI HH: 26.3 M (# 12)  
 Standard Error: .348

National Rev: \$28,164,197  
 Nat Rev per Cap: \$ 8.42  
 Tot Rev per Cap: \$ 21.25  
 Tot Inc per Cap: \$ .23  
 Profit Margin: 1.1 %  
 Retail \$: 16.0 Bil (# 9)  
 Retail Sales %: .347

12+ METRO	1/4/SHARE	SUM 81	SPG 81	WIN 81	FAL 80	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KGO	602/8.4	9.0	9.4	9.5	9.3	1. KGO	851	11171/18.9
2. KCBS	466/6.5	5.5	5.1	6.0	7.0	2. KCBS	569	10968/20.0
3. KSOL-F	411/5.8	6.5	5.6	5.7	5.1	3. KFRC	455	10776/18.7
4. KFRC	387/5.4	5.4	4.8	4.5	4.1	4. KSOL-F	419	6737/10.4
5. KMEL-F	333/4.7	4.2	4.0	3.9	3.2	5. KNBR	355	5268/11.0
6. KNBR	249/3.5	3.0	4.1	2.9	3.4	6. KMEL-F	352	6. KSOL-F 4868/10.6
7. KFOG-F	223/3.1	3.7	2.2	3.6	3.5	7. KFOG-F	251	7. KSFO 4785/ 9.6
8. KNEW	209/2.9	3.0	3.1	3.7	3.0	8. KSFO	223	8. KIOI-F 4730/10.0
KSFO	209/2.9	3.2	5.0	2.8	3.2	9. KNEW	217	9. KYUU-F 4036/ 8.5
10. KABL	199/2.8	3.0	2.2	3.4	3.0	10. KIOI-F	205	10. KSFY-F 3522/ 7.7
11. KIOI-F	192/2.7	3.1	3.3	2.5	2.5	KBAY-F	205	11. KABL-F 3469/ 7.3
12. KABL-F	189/2.7	2.2	3.6	2.7	2.7	12. KABL-F	202	12. KNEW 3446/ 7.3
13. KBLX-F	188/2.6	3.0	2.6	2.8	2.6	13. KABL	201	13. KABL 3338/ 7.2
14. KYUU-F	177/2.5	2.6	4.0	3.2	2.9	14. KBLX-F	192	14. KFOG-F 3021/ 6.4
15. KBAY-F	171/2.4	1.2	1.8	1.9	1.9	15. KYUU-F	185	15. KYA 3013/ 6.5
16. KSFY-F	152/2.1	1.8	2.1	2.8	3.1	16. KOME-F	157	16. KCBS-F 2980/ 6.0
17. KOME-F	146/2.0	1.9	2.6	2.8	3.1	17. KOIT-F	154	17. KLOK 2934/ 6.1
18. KOIT-F	142/2.0	2.5	2.3	2.6	2.3	18. KSFY-F	153	18. KOIT-F 2750/ 5.9
19. KYA	141/2.0	2.6	1.0	1.2	1.4	19. KSAN-F	150	19. KDIA 2748/ 6.0
20. KSAN-F	140/2.0	1.9	2.1	2.1	1.9	20. KYA	145	20. KOME-F 2719/ 5.6

12+ FM SHARE (METRO): 53.85% (3497 of 6494) (FAL 80: 51.42%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KSOL-F	1. KMEL-F	1. KMEL-F	1. KGO	1. KGO	1. KGO
2. KFRC	2. KSOL-F	2. KSOL-F	2. KCBS	2. KCBS	2. KCBS
3. KMEL-F	3. KFRC	3. KFRC	3. KNBR	3. KFOG-F	3. KFRC
4. KOME-F	4. KBLX-F	4. KGO	4. KFRC	4. KSFO	4. KNBR
5. KDIA	5. KSFY-F	5. KNBR	5. KYUU-F	5. KBAY-F	5. KABL+
	6. KYUU-F	6. KNBR	KNEW	6. KNBR	6. KSFO
	7. KOME-F	7. KBLX-F	7. KSOL-F	KABL	7. KMEL-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	523 (2)	1134 (10)	1657 (12)	25.5
NEWS/TALK	1068 (2)		1068 (2)	16.4
MOR/AC	627 (4)	369 (2)	996 (6)	15.3
BTFL MUSIC	199 (1)	758 (5)	957 (6)	14.7
BLACK/URBAN/JAZZ	137 (1)	689 (4)	826 (5)	12.7
COUNTRY	264 (2)	171 (2)	435 (4)	6.7
CLASSICAL	63 (2)	190 (2)	253 (4)	3.9
BIG BAND	60 (1)	120 (1)	180 (2)	2.8
RELIGION	56 (1)	33 (1)	89 (2)	1.4
SPANISH		33 (1)	33 (1)	0.5
			6494 (44)	

SAN FRANCISCO ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. KGO	1. KCBS	1. KSOL-F	KARA-F	105.7	Santa Clara .7
2. KCBS	2. KGO	2. KGO	KBRG-F	105.3	.5
3. KSOL-F	3. KFRC	3. KFRC	KCBS-F	97.3	1.4
4. KFRC	4. KMEL-F	4. KCBS	KDIA	1310	Oakland 1.9
5. KMEL-F	5. KSOL-F	5. KNEW	KEAR-F	106.9	.5
6. KNBR	6. KNBR	6. KMEL-F	KEEN	1370	San Jose .8
7. KFOG-F	7. KIOI-F	7. KDIA	KEZR-F	106.5	San Jose 1.2
8. KNEW	8. KSFO	8. KSFO	KFAT-F	94.5	Gilroy .4
9. KSFO	9. KYUU-F	9. KBLX-F	KFAX	1100	.8
10. KABL	10. KSFY-F	10. KLOK	KDFC-F+	102.1	1.7
11. KIOI-F	11. KNEW		KJAZ-F	92.7	Alameda .9
12. KABL-F	12. KABL-F		KKHI-F+	95.7	1.9
13. KBLX-F	13. KABL		KLHT-F	93.3	1.4
14. KYUU-F	14. KYA		KLIV	1590	San Jose .8
15. KBAY-F	15. KFOG-F		KLOK	1170	San Jose 1.9
			KMPX-F	98.9	1.7
			KPEN-F	97.7	Los Altos .4
			KREO-F	92.9	Healdsburg .4
			KSJO-F	92.3	San Jose 1.5
			KSRO	1350	Santa Rosa .4
			KTIM-F	100.9	San Rafael .5
			KZST-F	100.1	Santa Rosa .5

ADI FM SHARE: 54.18% (3484 of 6430) (FAL 80: 51.95%)

AM STATIONS

KABL, 960, 5 KW (DA-1), BTFL MUS (TM)	, \$105.75 (Christal)	Shamrock
KCBS, 740, 50 KW (DA-2), NEWS	CBS, \$203.75 (CBS Spot)	CBS
KDIA, 1310, 5 KW (DA-1), BLACK	SBN, \$ 65.00 (Howard)	Viacom
KFRC, 610, 5 KW, ROCK	, \$233.62* (RKO)	RKO
KGO, 810, 50 KW, NEWS	ABC-I, \$197.50 (Blair)	ABC
KNBR, 680, 50 KW, MOR	NBC, \$146.25 (Mc-Guild)	NBC
KNEW, 910, 5 KW (DA-N), COUNTRY	MBS, \$ 75.63* (Katz)	Malrite
KSFO, 560, 5 KW/1 KW, MOR	, \$ 88.00 (MMR)	Golden West
KYA, 1260, 5 KW/1 KW, AC	, \$ 60.00* (Eastman)	King

FM STATIONS

KABL-F, 98.1, 100 KW @ 940, BTFL MUS (TM)	, \$105.75 (Christal)	Shamrock
KBLX-F, 102.9, 50 KW @ 1285, BLACK	, \$ 65.88 (HNW)	Inner City
KCBS-F, 97.3, 82 KW @ 1100, AOR	, \$ 55.00 (CBS/FM)	CBS
KFOG-F, 104.5, 8 KW @ 1454, BTFL MUS (Schulke)	, \$ 63.75 (Selcom)	GE
KIOI-F, 101.3, 125 KW @ 1220, AC/SOFT	, \$ 93.75 (Masla)	Charter
KMEL-F, 106.1, 69 KW @ 1240, AOR	, \$145.63 (Christal)	Century
KOIT-F, 96.5, 33 KW @ 1410, BTFL MUS (Bonne)	, \$ 60.00* (Torbet)	Bonneville
KSAN-F, 94.9, 35 KW @ 1140, COUNTRY	, \$ 67.50 (Katz)	Malrite
KSFY-F, 103.7, 8 KW @ 1468, ROCK/AOR	ABC-F, \$131.25 (Blair)	ABC
KSOL-F, 107.7, 6 KW @ 1588, BLACK	NBN, \$100.00* (UBC)	United
KYUU F, 99.7, 45 KW @ 1240, AC	, \$100.00* (Mc-Guild)	NBC

OTHER STATIONS - SEE SAN JOSE

TV STATIONS

KBHK SF 44	IND, Field	KTSF SF 26	IND	KDTV SF 14	IND
KTVU Oak 2	IND, Cox	KTZO SF 20	IND	KGO SF 7	ABC, ABC
KPIX SF 5	CBS, Westingh	KVOF SF 38	IND	KRON SF 4	NBC, AF Chr

<u>NEWSPAPERS</u>			
San Francisco Chronicle	M	506,600	
San Francisco Examiner	E	159,325, Hearst	
Oakland Tribune	E	160,755, Gannett	

SAN JOSE

Market # 30  
 Revenue Rank # 31  
 Income Rank # 22  
 APR 15.2  
 SMSA Pop: 1,329,700  
 CSI: 13.6 Bil (# 24)

Revenue : \$ 16,856,698  
~~Income~~ Revenue : \$ 1,267,997  
 % Rev Gain: 9.4  
 Stations: 40/15  
 Diaries: 1225/1085:1  
 CSI HH: 28.0 M (# 7)  
 Standard Error: .570

National Rev: \$4,750,798  
 Nat Rev per Cap: \$ 3.57  
 Tot Rev per Cap: \$12.68  
 Tot Inc per Cap: \$ .95  
 Profit Margin: 7.5%  
 Retail \$: 6.7 Bil (# 25)  
 Retail Sales %: .221

NOTE: SINCE SAN JOSE IS PART OF SAN FRANCISCO'S  
 METRO ONLY THE LEADING SAN JOSE METRO STATIONS  
 ARE LISTED. THIS IS DONE SO THAT SAN JOSE CAN  
 BE CONSIDERED AS A SEPARATE MARKET.

12+ METRO 1/4/SHARE	SPG 81	WIN 81	FAL 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KBAY-F 118/7.0	6.2	6.0	5.9	1. KBAY-F 199	1. KLOK 2575/15.4
2. KLOK 88/5.2	4.8	4.9	4.4	2. KOME-F 147	2. KOME-F 2491/13.2
3. KSJO-F 82/4.9	2.0	2.5	2.6	3. KSJO-F 136	3. KBAY-F 2425/12.2
4. KOME-F 80/4.8	7.6	6.8	5.4	4. KLOK 126	4. KSJO-F 2241/11.4
5. KEZR-F 76/4.5	5.6	4.7	5.1	5. KEZR-F 88	5. KEZR-F 1446/11.2
6. KLIV 51/3.0	1.6	2.0	2.0	6. KDFC-F+ 62	6. KDFC-F+ 1316/ 6.2
7. KARA-F 47/2.8	3.3	3.5	3.7	7. KLIV 57	7. KARA-F 1263/ 9.4
8. KEEN 42/2.5	3.4	3.8	4.4	8. KEEN 55	8. KEEN 1164/ 7.6
9. KDFC-F+ 31/1.9	2.4	1.3	1.3	9. KARA-F 53	9. KLIV 1065/ 7.2
10. KNTA 27/1.6	.5	1.0	.7	10. KFAT-F 49	10. KFAT-F 1040/ 4.5

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KOME-F	1. KSJO-F	1. KLOK	1. KLOK	1. KBAY-F	1. KBAY-F
2. KSJO-F	2. KEZR-F	2. KEZR-F	2. KBAY-F	2. KLIV	2. KLOK
	3. KOME-F	3. KSJO-F	3. KARA-F	3. KEEN	3. KSJO-F
	4. KLOK	4. KOME-F	4. KEZR-F	4. KLOK	4. KOME-F

RADIO STATIONS

KEEN, 1370, 5 KW (DA-2) , COUNTRY , \$60.00\* (MMR) Golden Pacific  
 KLIV, 1590, 5 KW (DA-N) , BIG BAND/NOST (A1 Ham) , \$30.00 (Howard) Empire  
 KLOK, 1170, 50 KW/5 KW (DA-2), AC , \$77.25 (Katz) Davis & Weaver  
 KNTA, 1430, 1 KW (DA-2) , SPANISH , \$27.00 (Lotus) Cascade  
 KARA-F, 105.7, 50 KW @ 1860, AC , \$50.00 (Howard) Empire  
 KBAY-F, 100.3, 15 KW @ 2580, BTFL MUS , \$60.00\* (MMR) Golden Pacific  
 KEZR-F, 106.5, 50 KW @ 430, SOFT AOR , \$86.50 (Selcom)  
 KFAT-F, 94.5, 1.2 KW @ 2580, COUNTRY , \$29.00 (HNW)  
 KDFC-F+, 102.1, 33 KW @ 1260, CLASSICAL , \$31.00 (Groskin)  
 KOME-F, 98.5, 13 KW @ 880, AOR , \$113.13 (Torbet) Infinity  
 KSJO-F, 92.3, 50 KW @ 68, AOR Source, \$64.13 (Roslin) Sterling

TV STATIONS

KNTV San Jose 11 IND  
 KGSC San Jose 36 IND, Ralph Wilson

NEWSPAPERS

San Jose Mercury M 154,983, Knight-Ridder  
 San Jose News E 68,000, Knight-Ridder

SEATTLE-TACOMA

Market # 16 (with Tacoma); ADI # 15 Revenue : \$39,490,130  
 Revenue Rank # 11 (Approx) Income : \$ 3,838,081  
 Income Rank # 11 % Rev Gain: +10.1  
 APR 16.4 Stations: 32/36  
 SMSA Pop: 2,068,900 Diaries: 1481/1397:1  
 CSI: 19.4 Bil (# 14-approx) CSI HH: 26.2 M (# 14)  
 Standard Error: .498

National Rev: \$12,581,838  
 Nat Rev per Cap: \$6.08  
 Tot Rev per Cap: \$19.09  
 Tot Inc per Cap: \$1.86  
 Profit Margin: 9.7%  
 Retail \$: 9.2 Bil (# 17-app)  
 Retail Sales %: .357

12+ METRO 1/4/SHARE	SPG 81	FAL 80	SPG 80	FAL 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KIRO 280/9.5	8.1	10.6	8.9	10.2	1. KIRO 373	1. KIRO 5856/25.8
2. KISW-F 231/7.9	8.7	7.3	5.7	5.7	2. KISW-F 283	2. KOMO 4530/19.9
3. KOMO 198/6.7	6.3	8.3	7.8	9.8	3. KOMO 244	3. KISW-F 3132/13.8
4. KSEA-F 179/6.1	5.2	4.8	5.9	6.2	4. KSEA-F 224	4. KJR 2913/13.5
5. KBLE-F 155/5.3	1.9	---	---	---	5. KBLE-F 166	5. KING 2646/11.0
6. KZOK-F 119/4.1	2.3	2.9	3.7	4.7	6. KBRD-F 139	6. KSEA-F 2585/10.8
7. KZAM-F 109/3.7	2.8	3.6	4.6	3.0	7. KZOK-F 137	7. KBLE-F 2542/13.1
8. KING-F 107/3.6	2.3	2.5	2.1	3.2	8. KING-F 117	8. KVI 2245/11.0
9. KPLZ-F 97/3.3	3.1	3.9	4.0	4.4	9. KZAM-F 115	9. KZOK-F 2241/10.2
10. KVI 92/3.1	4.8	2.4	4.0	4.4	KPLZ-F 115	10. KZAM-F 1929/ 9.7
11. KIXI 89/3.0	3.3	3.4	2.6	1.2	11. KVI 107	11. KIXI-F 1805/ 8.5
12. KBRD-F 87/3.0	2.4	2.2	3.8	2.1	12. KNBQ-F 106	12. KBRD-F 1721/ 6.8
13. KPMS 84/2.9	2.6	2.9	2.5	2.0	13. KEZX-F 104	13. KYYX-F 1710/ 8.2
14. KNBQ-F 81/2.8	4.2	2.9	2.7	1.2	14. KJR 102	14. KING-F 1681/ 8.4
KJR 81/2.8	4.7	5.2	4.9	6.0	KING 102	15. KPLZ-F 1534/ 7.4

12+ FM SHARE (METRO): 57.30% (1574 of 2747) (O/N 80: 49.08%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KISW-F	1. KISW-F	1. KISW-F	1. KIRO	1. KIRO	1. KIRO
2. KBLE-F	2. KZAM-F	2. KIRO	2. KOMO	2. KOMO	2. KOMO
3. KJR	3. KZOK-F	3. KZAM-F	3. KING-F	3. KSEA-F	3. KISW-F
4. KZOK-F	4. KBLE-F	4. KBLE-F	4. KZAM-F	4. KBRD-F	4. KPMS+
5. KNBQ-F	5. KPLZ-F	5. KZOK-F	5. KPLZ-F	5. KING-F	5. KSEA-F
6. KYYX-F	6. KIRO	6. KPLZ-F	6. KVI	6. KIXI	6. KBLE-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	181 (4)	862 (7)	1043 (11)	37.8
MOR/AC	309 (4)	74 (1)	383 (5)	13.9
NEWS/TALK	372 (2)		372 (2)	13.5
BTFL MUSIC		329 (3)	329 (3)	12.0
COUNTRY	148 (4)	143 (2)	291 (6)	10.6
CLASSICAL		107 (1)	107 (1)	3.9
RELIGION	31 (1)	59 (1)	90 (2)	3.3
BIG BAND/NOST	89 (1)		89 (1)	3.2
JAZZ/BLACK	43 (1)		43 (1)	1.6
			2747 (32)	

SEATTLE-TACOMA ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE
		1. KIRO	KAYO 1150 .8
		2. KISW-F	KBIQ-F 105.3 Edmonds 2.0
		3. KOMO	KEZX-F 98.9 2.1
RANKING IS THE SAME AS TSA.		4. KBIQ	KGDN 630 Edmonds 1.1
		5. KBLE-F	KING 1090 2.7
		6. KSEA-F	KIXI-F 95.7 2.5
		7. KING	KJZZ 1540 1.5
		8. KJR	KKFX 1250 .4
		9. KMPS-F	KMO 1360 Tacoma .8
		10. KVI	KMPS-F 94.1 2.7
			KRPM-F 106.1 Tacoma 2.2
			KTAC 850 Tacoma 1.1
			KTNT 1400 Tacoma .6
			KWYZ 1230 Everett .6
ADI FM SHARE: 56.16%	(1988 of 3540)	(0/N 80: 49.08%)	KXA 770 1.7
			KYYX-F 96.5 2.4
			KZOK 1590 .6

AM STATIONS

KING, 1090, 50 KW (DA-2), AC	, \$ 55.75 (Blair)	King
KIRO, 710, 50 KW (DA-N), NEWS	CBS, MBS, \$ 90.00* (Torbet)	Bonneville
KIXI, 910, 1 KW (DA-1), BIG BAND/NOST (A1 Ham)	, \$ 30.00* (Christal)	
KJR, 950, 5 KW (DA-N), CONTEMP	, \$ 76.25 (Mc-Guild)	Metromedia
KMPS, 1300, 5 KW (DA-N), COUNTRY	, \$ 40.25 (Eastman)	Affiliated
KOMO, 1000, 50 KW (DA-N), MOR	ABC-I, \$109.00 (Katz)	Fisher
KVI, 570, 5 KW, TALK/NEWS	MBS, \$ 50.00 (MMR)	Golden West

FM STATIONS

KBIQ-F, 105.3, 115 KW @ 721, RELIGION	, \$ 22.00 (----)	
KBLE-F, 93.3, 100 KW @ ? ?, ROCK	, \$ 50.00* (RKO)	First Media
KBRD-F, 103.7, 100 KW @ 1675, BTFL MUS (Schulke ?)	, \$ 51.36 (Masla)	Entercom
KEZX-F, 98.9, 100 KW @ 1070, BTFL MUS (FM-100)ABC-E,	\$ 22.75 (HNW)	Park
KING-F, 98.1, 100 KW @ 700, CLASSICAL/JAZZ	, \$ 32.00* (Blair)	King
KISW-F, 99.9, 100 KW @ 1200, AOR (Burk-Abr)	, \$ 80.00* (Mc-Guild)	Kaye-Smith
KIXI-F, 95.7, 100 KW @ 1100, AC	, \$ 30.00* (Christal)	
KMPS-F, 94.1, 100 KW @ 1165, COUNTRY	, \$ 40.25 (Eastman)	Affiliated
KNBQ-F, 97.3, 100 KW @ 1165, ROCK	, \$ 39.25 (Howard)	Tacoma Tribune
KPLZ-F, 101.5, 100 KW @ 1200, ROCK	RKO, \$ 30.00* (MMR)	Golden West
KSEA-F, 100.7, 100 KW @ 730, BTFL MUS (Bonne)	, \$ 80.00* (Torbet)	Bonneville
KZAM-F, 92.5, 100 KW @ 1100, ROCK	ABC-F, \$ 49.50* (Selcom)	Sandusky
KZOK-F, 102.5, 100 KW @ 1165, AOR	Source, \$ 44.00 (CBS/FM)	Sterling

TV STATIONS

KING	Seattle	5	NBC, King
KIRO	Seattle	7	CBS, Bonneville
KOMO	Seattle	4	ABC, Fisher's Blend
KSTW	Tacoma	11	IND, Gaylord
KCPQ	Tacoma	13	IND, Kelly

NEWSPAPERS

Seattle Post-Intelligencer	M	197,123, Hearst
Seattle Times	E	253,984
Everett Herald	E	61,037, Post-Newsweek
Tacoma News Tribune	E	107,860

SHREVEPORT

Market # 106  
 Revenue Rank # 78  
 Income Rank # 63  
 APR 14.9  
 SMSA Pop: 376,000  
 CSI: 2.7 Bil (# 112)

Revenue : \$6,749,434  
 Income : \$ 442,675  
 % Rev Gain: +5.5  
 Stations: 14/16  
 Diaries: 754/499:1  
 CSI HH: 20.3 M (# 202)  
 Standard Error: .678

National Rev: \$1,442,623  
 Nat Rev per Cap: \$3.84  
 Tot Rev per Cap: \$17.95  
 Tot Inc per Cap: \$1.18  
 Profit Margin: 6.6%  
 Retail \$: 1.6 Bil (# 106)  
 Retail Sales %: .361

12+ METRO 1/4/SHARE	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	80	80		
1. KRMD-F+ 84/18.3	14.1	16.1	16.5	1. KRMD-F+ 143	1. KRMD-F+ 1614/29.7
2. KOKA 60/13.1	15.8	17.8	15.9	2. KWKH 98	2. KWKH 1602/23.1
3. KDKS-F 51/11.1	6.9	---	---	3. KEEL 70	3. KEEL 1121/21.3
4. KWKH 48/10.5	12.9	10.0	17.3	4. KOKA 68	4. KROK 854/15.4
5. KCOZ-F 39/ 8.5	10.7	11.0	10.0	5. KROK-F 65	5. KOKA 829/22.0
6. KEEL 38/ 8.3	9.8	13.0	14.5	6. KCOZ-F 64	6. KDKS-F 671/16.1
KROK-F 38/ 8.3	7.2	6.1	6.1	7. KDKS-F 57	7. KCOZ-F 644/15.2
8. KMBQ-F 35/ 7.6	8.4	8.6	7.0	8. KCIJ 44	8. KCIJ 468/10.8
KCIJ 35/ 7.6	7.9	11.0	6.4	9. KMBQ-F 37	9. KMBQ-F 359/11.2
10. KBCL 6/ 1.3	1.0	---	1.4	10. KTAL-F 9	10. KEPT-F 154/ 4.2

12+ FM SHARE (METRO): 48.76% (218 of 447) (O/N 80: 35.91%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KOKA	1. KDKS-F	1. KRMD-F+	1. KRMD-F+	1. KRMD-F+	1. KWKH
2. KDKS-F	2. KMBQ-F	2. KOKA	2. KOKA	2. KWKH	2. KRMD-F+
3. KROK	3. KOKA	3. KDKS-F	3. KDKS-F	3. KCOZ-F	3. KEEL

OTHER RATED STATIONS/METRO SHARE

KASO 1240 Minden .9                      KEPT-F 96.5 .9                      KTAL-F 98.1 1.1

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	38 (1)	124 (3)	162 (4)	36.2
COUNTRY	86 (2)	46 (1)	132 (3)	29.5
BLACK	60 (1)		60 (1)	13.4
BTFL MUSIC		39 (1)	39 (1)	8.7
RELIGION/GOSPEL	35 (1)	4 (1)	39 (2)	8.7
UNKNOWN	4 (1)	5 (1)	9 (2)	2.0
MOR/AC	6 (1)		6 (1)	1.3

447 (14)

RADIO STATIONS

KCIJ, 980, 5 KW (DAYS) , BLACK - , \$ 8.00 (Savalli)  
 KEEL, 710, 50 KW/5 KW (DA-2) , CONTEMP/AC ABC-I, \$38.50\* (Mc-Guild) Multimedia  
 KOKA, 1550, 10 KW/500 W (DA-N), BLACK ABC-C, \$24.50\* (Howard)  
 KWKH, 1130, 50 KW (DA-N) , COUNTRY ABC-E, \$35.00\* (Torbet) Great Empire  
 KCOZ-F, 100.1, 3 KW @ 300, BTFL MUS (Schulke) , \$18.25\* (Howard)  
 KDKS-F, 92.1, 3 KW @ 300, AOR , \$22.00 (----) (BENTON)  
 KMBQ-F, 93.7, 100 KW @ 350, AOR ABC-I, \$38.50\* (Mc-Guild) Multimedia  
 KRMD-F+, 101.1, 100 KW @ 1000, COUNTRY (Burk-Abr) , \$43.50\* (Katz)  
 KROK-F, 94.5, 100 KW @ 400, ROCK ABC-F, \$25.00\* (Torbet) Great Empire

TV STATIONS

KSLA Shreveport 12 CBS  
 KTAL Terarkana 6 NBC, Camden News  
 KTBS Shreveport 3 ABC

NEWSPAPERS

Shreveport Journal E 33,988, Gannett  
 Shreveport Times M 87,822, Gannett



SPOKANE

Market # 111  
 Revenue Rank # 86  
 Income Rank # 320  
 APR 14.8  
 SMSA Pop: 356,100  
 CSI: 2.8 Bil (# 106)

Revenue : \$6,117,057  
 Income : \$ -233,383  
 % Rev Gain: +20.9  
 Stations: 15/16  
 Diaries: 674/528:1  
 CSI HH: 21.5 M (# 143)  
 Standard Error: .706

National Rev: \$1,790,941  
 Nat Rev per Cap: \$5.03  
 Tot Rev per Cap: \$17.18  
 Tot Inc per Cap: \$-.66  
 Profit Margin: ---  
 Retail \$: 1.5 Bil (# 112)  
 Retail Sales %: .344

12+ METRO 1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KXLY-F 51/11.9	9.8	8.4	9.6	6.7	1. KHQ-F 84	1. KHQ-F 1219/22.4	
2. KJRB 48/11.2	12.9	13.2	12.3	15.5	2. KXLY-F 81	2. KJRB 1032/26.9	
3. KHQ-F 45/10.5	10.2	7.4	10.9	7.5	3. KREM-F 61	3. KHQ 930/21.3	
4. KREM-F 41/ 9.6	12.9	10.0	9.1	10.9	4. KJRB 56	4. KXLY-F 870/19.1	
5. KHQ 34/ 7.9	6.9	7.9	8.4	8.3	5. KHQ 55	KREM-F 870/19.8	
6. KEZE-F 27/ 6.3	6.2	7.9	9.6	14.2	6. KZUN-F 42	6. KGA 778/16.7	
7. KSPO 26/ 6.1	9.6	6.7	6.2	4.1	7. KGA 36	7. KDRK-F 579/ 7.2	
8. KZUN-F 25/ 5.8	4.7	5.3	3.2	3.4	8. KDRK-F 33	8. KZUN-F 575/10.5	
KGA 25/ 5.8	6.2	6.5	7.7	7.0	9. KEZE-F 28	9. KREM 480/14.5	
10. KXXR 22/ 5.1	4.0	3.9	4.0	.8	10. KSPO 26	10. KSPO 425/14.7	

12+ FM SHARE (METRO): 51.14% (202 of 395) (O/N 80: 46.46%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KJRB	1. KREM-F	1. KREM-F	1. KXLY-F	1. KXLY-F	1. KHQ
2. KHQ-F	2. KHQ-F	2. KHQ-F	2. KREM-F	2. KGA	2. KJRB
	3. KJRB	3. KJRB	3. KHQ	3. KHQ	3. KHQ-F

OTHER RATED STATIONS/METRO SHARE

KDRK-F 93.7	3.0	KREM 970	4.7	KUDY 1280	.7
KXLY 920	2.8	KZUN 96.1	Opportunity	.7	

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	48 (1)	113 (3)	161 (4)	40.8
COUNTRY	62 (3)	38 (2)	100 (5)	25.3
BTFM MUSIC		51 (1)	51 (1)	12.9
MOR/AC	35 (3)		35 (3)	8.9
NEWS/TALK	26 (1)		26 (1)	6.6
BIG BAND	22 (1)		22 (1)	5.6

395 (15)

RADIO STATIONS

KGA , 1510, 50 KW (DA-N)	, COUNTRY	, \$35.50	(Eastman)	Comm Pacific
KHQ , 590, 5 KW	, MOR	NBC, \$27.00	(Katz)	Spok Chronicle
KJRB, 790, 5 KW (DA-N)	, ROCK (Burk-Abr)	, \$29.23	(Mc-Guild)	Kaye-Smith
KREM, 970, 5 KW/1 KW (DA-N)	, AC	, \$28.00	(Blair)	King
KSPO, 1230, 1 KW/250 W	, NEWS/TALK	MBS, \$16.88	(Lotus)	
KXXR, 1440, 5 KW (DAYS)	, BIG BAND/NOST (Al Ham)	, \$11.00	(Roslin)	
KDRK-F, 93.7, 56 KW @ 2380,	COUNTRY	, \$31.07	(Eastman)	Comm Pacific
KEZE-F, 105.7, 41 KW @ 580,	AOR (Burk-Abr)	, \$20.88	(Mc-Guild)	Kaye-Smith
KHQ-F , 98.1, 94 KW @ 2030,	ROCK (TM)	, \$25.00	(Katz)	Spok Chronicle
KREM-F, 92.9, 81 KW @ 2100,	AOR	, \$28.00	(Blair)	King
KXLY-F, 99.9, 25 KW @ 3010,	BTFM MUS (Churchill)	, \$28.00	(Torbet)	Morgan Murphy
KZUN-F, 96.1, 56 KW @ 2380,	COUNTRY (?)	, \$22.00	(-----)	

TV STATIONS

KHQ Spokane	6	NBC, Spokane Chronicle
KXLY Spokane	4	ABC, Morgan Murphy
KREM Spokane	2	CBS, King

NEWSPAPERS

Spokane Chronicle	E	61,580
Spokane Spokesman-Review	M	76,648

SPRINGFIELD, MA

Market # 80 (county # 71)  
 Revenue Rank # 88  
 Income Rank # 327  
 APR 18.0  
 SMSA Pop: 529,000  
 CSI: 4.6 Bil (# 69)

Revenue : \$ 5,996,737  
 Income : \$ -277,138  
 % Rev Gain: 8.3  
 Stations: 27/13  
 Diaries: 809/654:1  
 CSI HH: 22.8 M (# 84)  
 Standard Error: .711

National Rev: \$1,773,513  
 Nat Rev per Cap: \$3.35  
 Tot Rev per Cap: \$11.34  
 Tot Inc per Cap: \$-.52  
 Profit Margin: —  
 Retail \$: 2.4 Bil (# 75)  
 Retail Sales %: .200

12+ METRO 1/4/SHARE	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	80	80		
1. WHYH-F 111/12.5	13.9	14.0	13.8	1. WHYH-F 130	1. WHYH 1578/30.0
2. WHYH 91/10.2	10.9	11.5	10.9	2. WHYH 94	2. WHYH-F 1286/22.3
3. WMAS-F 69/ 7.8	11.1	10.6	7.5	3. WMAS-F 75	3. WAQY-F 1146/18.9
4. WMAS 65/ 7.3	10.5	9.3	9.9	WCCC-F 75	4. WCCC-F 1105/16.6
5. WCCC-F 53/ 6.0	6.0	7.6	8.1	5. WTIC 66	5. WMAS-F 1103/20.2
6. WAQY-F 44/ 4.9	5.3	6.8	8.0	6. WMAS 65	6. WTIC 1069/14.2
7. WTIC 33/ 3.7	3.4	4.3	3.4	7. WAQY-F 48	7. WMAS 769/15.6
8. WSPR 31/ 3.5	2.9	2.9	4.7	8. WAAF-F 39	8. WTIC-F 702/10.9
9. WTIC-F 29/ 3.3	.8	1.0	.4	9. WRCH-F 37	9. WSPR 648/13.0
10. WRCH-F 26/ 2.9	3.1	3.1	4.4	10. WTIC-F 36	10. WRCH-F 620/ 8.3

12+ FM SHARE (METRO): 56.98% (445 of 781) (O/N 80: 58.32%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AM
1. WAQY-F	1. WCCC-F	1. WHYH	1. WHYH	1. WHYH-F	1. WTIC
2. WCCC-F	2. WHYH	2. WHYH-F	2. WHYH-F	2. WMAS	2. WHYH
3. WTIC,WHYH WMAS-F	3. WMAS-F	3. WMAS-F	3. WMAS-F	3. WHYH	3. WHYH-F
	4. WAQY-F	4. WCCC-F		4. WMAS-F	4. WMAS-F

OTHER RATED STATIONS/METRO SHARE

WACE 730	Chicopee .4	WTTT 1430	Amherst .8
WARE 1250	Ware 1.5	WAAF-F 107.3	Worcester 2.8
WHMP 1400	Northhampton 2.5	WDRC 1360	Hartford .1
WHMP-F 99.3	Northhampton 2.2	WDRC-F 102.9	Hartford 1.5
WIXY 1600	E. Longmeadow 2.4	WHCN-F 105.9	Hartford 1.2
WLDM 1570	Westfield 2.6	WIOF-F 104.1	Waterbury .8
WQXQ 1490	.4	WKSS-F 95.7	Hartford 1.8
WREB 930	Holyoke 2.4	WSRS-F 96.1	Worcester 1.2
		WWYZ-F 92.5	Waterbury 1.1

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	5 (2)	264 (8)	269 (10)	34.4
MOR/AC	234 (7)	17 (2)	251 (9)	32.1
BTFL MUSIC		164 (4)	164 (4)	21.0
BIG BAND/NOSTALGIA	65 (1)		65 (1)	8.3
COUNTRY	21 (1)		21 (1)	2.7
UNKNOWN	7 (1)		7 (1)	0.9
RELIGION	4 (1)		4 (1)	0.5
			781 (27)	

RADIO STATIONS

WHYH, 560, 5 KW/1 KW (DA-2), CONTEMP/AC	, \$55.35 (Blair)	Affiliated
WMAS, 1450, 1 KW/250 W	, BIG BAND/NOST (Al Ham)MBS, \$30.00* (Torbet)	
WSPR, 1270, 5 KW/1 KW (DA-1), MOR	ABC-E, \$17.00 (Lotus)	
WAQY-F, 102.1, 27 KW @ 650, ROCK/AOR	ABC-C, \$34.00* (Mc-Guild)	Executive
WHYH-F, 93.1, 9 KW @ 970, BTFL MUS	, \$55.35 (Blair)	Affiliated
WMAS-F, 94.7, 50 KW @ 360, ROCK	, \$40.00* (Torbet)	

Other Stations - See Hartford or Worcester

TV STATIONS	WHYH Springfield 40 ABC, Gannett	WWLP Springfield 22 NBC
NEWSPAPERS	Springfield News E 75,729,Newhouse	Springfield Union M 72,195,Newhouse

STOCKTON

Market # 113  
 Revenue Rank # 162  
 Income Rank # 82  
 APR 15.1  
 SMSA Pop: 331,600  
 CSI: 2.5 Bil (# 117)

Revenue : \$ 2,996,267  
 Income : \$ 342,220  
 % Rev Gain: 10.4  
 Stations: 24/8  
 Diaries: 717/462:1  
 CSI HH: 21.8 M (# 129)  
 Standard Error: .717

National Rev: \$ 688,521  
 Nat Rev per Cap: \$ 2.08  
 Tot Rev per Cap: \$ 9.04  
 Tot Inc per Cap: \$ 1.03  
 Profit Margin: // 4%  
 Retail \$: 1.5 Bil (# 116)  
 Retail Sales %: .177

12+ METRO 1/4/SHARE	SPG	FAL	A/M
	81	80	80
1. KRAK	43/9.6	12.2	9.9 13.6
2. KJAX-F	41/9.1	8.5	10.7 9.6
3. KNBR	36/8.0	4.6	7.0 7.2
4. KJOY	30/6.7	4.6	8.6 6.6
5. KCBS	27/6.0	5.1	5.5 5.9
6. KHOP-F	26/5.8	7.6	8.1 8.2
7. KSTN-F	22/4.9	8.3	6.0 3.2
8. KWIN-F	20/4.4	3.9	2.6 2.4
9. KQKK-F	18/4.0	2.5	1.0 1.1
10. KSTN	17/3.8	4.2	2.9 5.3

12+ CUME/CUME RATING

1. KJOY	499/16.8
2. KRAK	484/16.3
3. KHOP-F	445/15.0
4. KJAX-F	428/14.4
5. KNBR	422/14.2
6. KCBS	414/13.9
7. KSTN	350/11.8
8. KWIN-F	317/10.7
9. KFRC	310/10.4
10. KSTN-F	235/ 7.9

NOTE: THE STOCKTON  
 TSA AND MSA ARE THE  
 SAME.

12+ FM SHARE: 49.87% (196 of 393) (FAL 80: 47.37%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KHOP-F	1. KJOY	1. KRAK	1. KRAK	1. KJAX-F	1. KRAK
2. KZAP-F	2. KRAK	2. KNBR	2. KNBR	2. KRAK	2. KNBR
KSTN	3. KWIN-F	3. KJOY	3. KJAX-F	3. KNBR	3. KJAX-F

OTHER RATED STATIONS /METRO SHARE

KFMR-F	100.1	2.2	KOSO-F	93.1	Patterson	3.1
KWG	1230	1.1	KTRB	860	Modesto	.9
KWGF-F	100.9	2.2	KWOD-F	106.5	Sacramento	.4
KBEE-F	103.3	2.0	KZAP-F	98.5	Sacramento	2.9
KEWT-F	105.1	1.6	KFRC	610	San Francisco	2.2
KFBK	1530	.7	KGO	810	San Francisco	3.3
KFIV-F	102.3	.9	KOFY	1050	San Mates	

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	57 (3)	89 (7)	146 (10)	37.2
COUNTRY	52 (3)	28 (2)	80 (5)	20.4
BTFL MUSIC		57 (3)	57 (3)	14.5
NEWS/TALK	45 (3)		45 (3)	11.5
MOR/AC	36 (1)		36 (1)	9.2
SPANISH	7 (1)	22 (1)	29 (2)	7.4
			393 (24)	

RADIO STATIONS

KJOY, 1280, 1 KW (DA-N)	, ROCK	, \$47.25 (Mc-Guild)
KSTN, 1430, 5 KW/1 KW (DA-2)	, CONTEMP	, \$20.00* (Howard)
KJAX-F, 99.3, 3 KW @ 331,	BTFL MUS (TM)	, \$47.25 (Mc-Guild)
KQKK-F, 96.7, 3 KW @ 320,	COUNTRY	, \$12.63 (Christal)
KSTN-F, 107.3, 8 KW @ 1610,	SPANISH	, \$ 7.00* (Howard)
KWIN-F, 97.7, 3 KW @ 300,	ROCK	, \$22.00 (Masla)

KHOP-F - See Modesto

Other stations - See Sacramento and San Francisco

ADI, NEWSPAPERS AND TV STATIONS SEE SACRAMENTO

SYRACUSE

Market # 62  
 Revenue Rank # 74  
 Income Rank # 350  
 APR 15.6  
 SMSA Pop: 651,200  
 CSI: 5.0 Bil (# 64)

Revenue : \$7,309,171  
 Income : \$ -411,282  
 % Rev Gain: 4.1  
 Stations: 22/21  
 Diaries: 984/662:1  
 CSI HH: 22.2 M (# 65)  
 Standard Error: .607

National Rev: \$2,122,621  
 Nat Rev per Cap: \$3.26  
 Tot Rev per Cap: \$11.22  
 Tot Inc per Cap: \$-.63  
 Profit Margin: ---  
 Retail \$: 2.7 Bil (# 65)  
 Retail Sales %: .226

12+ METRO	1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
1. WSYR-F	114/13.8	12.1	9.6	8.7	3.3	1. WSYR-F	147	1. WHEN	2162/29.5		
2. WSYR	107/13.0	14.6	14.7	15.5	18.0	2. WHEN	124	2. WSYR-F	1963/26.2		
3. WHEN	88/10.7	10.1	11.3	10.3	7.7	3. WSYR	119	3. WSYR	1923/31.9		
4. WKFM-F	61/ 7.4	4.5	4.7	4.8	4.8	4. WFBL	66	4. WKFM-F	928/16.1		
5. WFBL	60/ 7.3	7.9	2.3	3.8	6.1	5. WKFM-F	65	5. WFBL	913/15.2		
6. WSEN-F+	52/ 6.3	8.0	9.3	6.4	5.6	6. WSEN-F+	64	6. WSEN-F+	825/13.5		
7. WNTQ-F	41/ 5.0	3.8	5.4	6.7	6.8	7. WNTQ-F	60	7. WNTQ-F	762/ 9.5		
8. WNDR	39/ 4.7	5.5	5.1	5.0	7.1	8. WNDR	42	8. WNDR	746/13.1		
9. WEZG-F	33/ 4.0	3.7	6.2	5.5	6.1	9. WRRB-F	34	9. WAQX-F	704/11.5		
10. WAQX-F	30/ 3.6	6.4	5.7	5.4	6.8	WOUR-F	34	10. WEZG-F	558/10.4		

12+ FM SHARE (METRO): 52.39% (394 of 752) (O/N 80: 50.50%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WSYR-F	1. WSYR-F	1. WSYR-F	1. WHEN	1. WSYR	1. WSYR
2. WKFM-F	2. WHEN	2. WHEN	2. WSYR	2. WFBL	2. WHEN
3. WAQX-F	3. WKFM-F	3. WKFM-F	3. WSEN-F+	3. WSEN-F+	3. WSYR-F
4. WRCK-F	4. WAQX-F	4. WSYR	4. WKFM-F	4. WHEN	4. WFBL

OTHER RATED STATIONS/METRO SHARE

WEZG	1220	.4	WMHR-F	102.9	.5	WOLF	1490	1.7			
WRRB-F	107.9	3.6	WSGO+	1440	Oswego	2.0	WSCP	1070	Sandy Cr	1.5	
WKGW-F	104.3	Utica	1.1	WOUR-F	96.9	Utica	2.1	WNOZ-F	99.9	Cortland	.5
								WRCK-F	107.3	Utica	2.1

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		252 (7)	252 (7)	33.5
MOR/AC	249 (4)	2 (1)	251 (5)	33.4
COUNTRY	46 (3)	62 (2)	108 (5)	14.4
BTFL MUSIC	3 (1)	74 (2)	77 (3)	10.2
BIG BAND/NOST	60 (1)		60 (1)	8.0
RELIGION		4 (1)	4 (1)	0.5
			752 (22)	

RADIO STATIONS

WFBL, 1390, 5 KW (DA-N)	, BIG BAND/NOST (A1 Ham)	ABC-C, \$29.50	(Howard)	McMillan Oil
WHEN, 620, 5 KW/1 KW (DA-N)	, AC	ABC-E, \$72.00	(Katz)	Park
WNDR, 1260, 5 KW (DA-N)	, AC	CBS, \$56.50	(Mc-Guild)	Mc-Guild
WSYR, 570, 5 KW (DA-2)	, MOR	NBC, \$54.50	(MMR)	Newhouse
WAQX-F, 95.3, 3 KW @ 300, AOR		ABC-F, \$38.00	(Masla)	
WEZG-F, 100.9, 3 KW @ 165, BTFL MUS (Schulke)		, \$34.00	(Eastman)	Sky
WKFM-F, 104.7, 50 KW @ 310, ROCK (TM)		, \$21.50	(Selcom)	
WNTQ-F, 93.1, 100 KW @ 660, BTFL MUS (Bonne)		, \$56.50	(Mc-Guild)	Mc-Guild
WRRB-F, 107.9, 50 KW @ 500, COUNTRY		, \$72.00	(Katz)	Park
WSEN-F+, 92.1, 3 KW @ 300, COUNTRY		ABC-I, \$35.00*	(Blair)	Buckley
WSYR-F, 94.5, 100 KW @ 650, AOR (Burk-Abr)		, \$50.00*	(MMR)	Newhouse
WOUR-F, 96.9, 16 KW @ 800, AOR		Source, \$20.00	(Roslin)	(UTICA)

TV STATIONS

WIXT	Syracuse	9	ABC, NY Coke	WSTM	Syracuse	3	NBC, Newhouse
WTVH	Syracuse	5	CBS, Meredith				

NEWSPAPERS

Syracuse Herald Journal	E	113,678	Newhouse
Syracuse Post Standard	M	82,121	Newhouse

TAMPA-ST. PETE

Market # 23; ADI # 18  
 Revenue Rank # 27  
 Income Rank # 81  
 APR 17.6  
 SMSA Pop: 1,604,500  
 CSI: 11.4 Bil (# 28)

Revenue : \$19,554,482  
 Income : \$ 344,685  
 % Rev Gain: +25.2  
 Stations: 25/30  
 Diaries: 1350/1189:1  
 CSI HH: 16.6 M (# 323)  
 Standard Error: .540

National Rev: \$6,026,374  
 Nat Rev per Cap: \$3.76  
 Tot Rev per Cap: \$12.19  
 Tot Inc per Cap: \$ .21  
 Profit Margin: 1.8%  
 Retail \$: 7.3 Bil (# 24)  
 Retail Sales %: .221

12+ METRO	1/4/SHARE	SPG 81	WIN 81	O/N 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WRBQ-F	246/9.7	8.8	6.1	5.5	1. WRBQ-F 328	1. WRBQ-F 4159/20.3
2. WQYK-F	213/8.4	9.3	8.1	9.7	2. WQYK-F 273	2. WSUN 3447/16.6
WWBA-F	213/8.4	10.5	9.6	10.6	3. WWBA-F 247	3. WFLA-F 2911/14.5
4. WSUN	185/7.3	6.9	6.3	6.5	4. WSUN 242	4. WQYK-F 2796/14.5
5. WJYW-F	183/7.2	7.8	9.1	7.3	5. WFLA-F 232	5. WFLA 2606/15.2
6. WFLA-F	144/5.7	5.1	5.0	6.0	6. WJYW-F 206	6. WJYW-F 2481/14.7
7. WFLA	128/5.1	4.1	5.5	5.7	7. WYNF-F 195	7. WWBA-F 2449/14.0
8. WYNF-F	126/5.0	3.6	3.7	3.9	8. WFLA 148	8. WYNF-F 2441/11.0
9. WQXM-F	125/4.9	6.9	5.9	4.6	9. WQXM-F 143	9. WCKX-F 2409/13.1
10. WCKX-F	117/4.6	6.0	8.2	5.9	10. WCKX-F 135	10. WQXM-F 2213/12.5
11. WDAE	116/4.6	2.3	2.8	4.1	11. WDAE 117	11. WDAE 1902/12.5
12. WTMP	87/3.4	3.3	2.0	2.1	12. WSRZ-F 101	12. WDUV-F 1304/ 3.1
13. WGUL	74/2.9	1.2	2.1	1.8	13. WTMP 96	13. WSRZ-F 1247/ 6.3
14. WSRZ-F	70/2.8	2.0	2.2	2.4	14. WDUV-F 84	14. WTMP 1182/ 7.1
15. WPLP	59/2.3	2.8	3.3	2.7	15. WGUL 74	15. WNSI 1119/ 6.4

12+ FM SHARE (METRO): 63.67% (1479 of 2323) (O/N 80: 62.78%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WQXM-F	1. WRBQ-F	1. WRBQ-F	1. WRBQ-F	1. WQYK-F	1. WRBQ-F
2. WRBQ-F	2. WYNF-F	2. WYNF-F	2. WQYK-F	2. WWBA-F	2. WQYK-F
3. WCKX-F	3. WQXM-F	3. WQYK-F	3. WSUN	3. WJYW-F	3. WSUN
4. WTMP	4. WCKX-F	4. WCKX-F	4. WJYW-F	4. WSUN	4. WFLA
WYNF-F	5. WSRZ-F	5. WQXM-F	5. WFLA	5. WDAE	5. WWBA-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		684 (5)	684 (5)	29.4
BTFL MUSIC	58 (2)	555 (4)	613 (6)	26.4
COUNTRY	204 (2)	213 (1)	417 (3)	18.0
MOR/AC	272 (3)	13 (1)	285 (4)	12.3
BLACK	130 (2)		130 (2)	5.6
NEWS/TALK	97 (2)		97 (2)	4.2
BIG BAND/NOST	83 (2)	14 (1)	97 (3)	4.2
			2323 (25)	

TAMPA-ST. PETE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WRBQ-F	1. WRBQ-F	1. WRBQ-F	WAZE	860	Clearwater 1.1
2. WQYK-F	2. WSUN	2. WQYK-F	WHBS-F	106.5	Holiday .6
3. WWBA-F	3. WFLA-F	3. WSUN	WNSI	1380	1.5
4. WFLA-F	4. WQYK-F	4. WWBA-F	WPLA	910	Plant City .7
5. WSUN	5. WFLA	5. WJYW-F	WPSO-F	105.5	New Port Richey .5
6. WJYW-F	6. WJYW-F	6. WFLA-F	WRXB	1590	1.7
7. WYNF-F	7. WYNF-F	7. WTMP	WTAN	1340	Clearwater .7
8. WQXM-F	8. WCKX-F	8. WFLA	WTYM	1300	.4
9. WFLA	9. WWBA-F	9. WDAE	WWLF	680	1.6
10. WCKX-F	10. WQXM-F	10. WQXM-F	WDUV-F	103.3	Bradenton .6
11. WDAE	11. WDAE				
12. WSRZ-F	12. WSRZ-F				
13. WTMP	13. WTMP				
14. WGUL	14. WNSI				
15. WVFM-F	15. WPLP				

ADI FM SHARE: 67.32% (2017 of 2996) (O/N 80: 64.30%)

AM STATIONS

WDAE, 1250, 5 KW (DA-N)	, BIG BAND/MOR	ABC-I, \$40.00* (Katz) Taft
WFLA, 970, 5 KW (DA-N)	, MOR	NBC, \$57.19 (Blair) Media Gen
WGUL, 1500, 250 W (DAYS)	, BIG BAND/NOST (Al Ham)	, \$14.70 (Southern)
WNSI, 1380, 5 KW (DA-N)	, NEWS/TALK	CBS, \$30.00* (Eastman) Har-Hanks
WPLP, 570, 500 W (DA-2)	, NEWS	MBS, \$25.00* (Lotus)
WSUN, 620, 5 KW (DA-N)	, COUNTRY	ABC-E, \$65.00* (Mc-Guild) Plough
WTMP, 1150, 5 KW/2.5 KW (DA-2)	, BLACK	SBN, \$37.00 (----) Gulf South

FM STATIONS

WCKX-F, 95.7, 100 KW @ 507, ROCK	, \$76.25 (Selcom) Metroplex
WFLA-F, 93.3, 100 KW @ 925, BTFL MUS (Schulke)	, \$57.19 (Blair) Media General
WJYW-F, 100.7, 100 KW @ 503, BTFL MUS (Bonne)	, \$55.00* (Christal) Gannett
WQXM-F, 97.9, 100 KW @ 639, AOR (Burk-Abr)	Source, \$64.80* (Mc-Guild) Plough
WQYK-F, 99.5, 100 KW @ 550, COUNTRY	, \$53.75* (Torbet) Lake Huron
WRBQ-F, 104.7, 100 KW @ 555, ROCK	, \$94.50* (Eastman) Harte-Hanks
WWBA-F, 107.3, 100 KW @ 649, BTFL MUS	, \$90.00* (MMR) Metromedia
WYNF-F, 94.9, 100 KW @ 1460, ROCK/AOR	ABC-F, \$45.00* (Katz) Taft
WDUV-F, 103.3, 100 KW @ 500, BTFL MUS	ABC-I, \$68.00 (Masla) (BRADENTON)
WSRZ-F, 102.5, 100 KW @ 570, AOR	, \$42.75 (Mc-Guild) Cosmos (SARASOTA)

TV STATIONS

WFLA Tampa 8	NBC, Media General
WTOG Tampa 44	IND, Hubbard
WTSP Largo 10	ABC, Rahall/Gulf
WTVT Tampa 13	CBS, Gaylord
WXLT Sarasota 40	ABC

NEWSPAPERS

St. Petersburg Times	(M - 208,079), Independent	(E - 39,752)
Sarasota Herald-Tribune	(M - 73,952), Journal	(E - 7,694)
Tampa Tribune	(M - 39,622), Times	(E - 24,120), Media General
Clearwater Sun	E 38,154	

TOLEDO

Market # 54  
 Revenue Rank # 59  
 Income Rank # 53  
 APR 17.6  
 SMSA Pop: 783,700  
 CSI: 6.7 Bil (# 46)

Revenue : \$ 9,283,733  
 Income : \$ 490,868  
 % Rev Gain: 4.4  
 Stations: 23/16  
 Diaries: 1073/730:1  
 CSI HH: 23.6 M (# 53)  
 Standard Error: .607

National Rev: \$ 1,611,844  
 Nat Rev per Cap: \$ 2.06  
 Tot Rev per Cap: \$ 11.83  
 Tot Inc per Cap: \$ .63  
 Profit Margin: 5.3%  
 Retail \$: 3.4 Bil (# 53)  
 Retail Sales %: .256

12+ METRO 1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WLQR-F 148/12.9	13.1	16.0	10.8	15.4	1. WLQR-F 182	1. WIOT-F 2319/26.8
2. WSPD 135/11.8	10.3	11.3	9.8	10.3	2. WIOT-F 179	2. WSPD 2069/29.8
WIOT-F 135/11.8	14.2	14.9	15.1	19.7	3. WSPD 140	3. WLQR-F 2029/24.7
4. WMHE-F 117/10.2	11.0	8.6	8.6	7.4	4. WMHE-F 139	4. WMHE-F 1991/23.7
5. WTOD 89/ 7.8	8.4	6.9	9.2	9.0	5. WTOD 119	5. WJR 1704/16.8
6. WJR 76/ 6.6	8.3	5.7	5.9	5.6	6. WJR 106	6. CKLW 1605/12.6
7. WKLR-F 59/ 5.2	3.8	1.9	4.6	1.9	7. WKLR-F 60	7. WOHO 1342/18.7
8. WXEZ-F 51/ 4.5	1.7	3.5	7.1	4.3	8. CKLW 57	8. WXEZ-F 950/14.3
9. WOHO 48/ 4.2	4.6	8.7	7.6	4.4	9. WOHO 52	9. WTOD 912/11.9
10. CKLW 29/ 2.5	2.4	3.1	2.3	2.4	10. WXEZ-F 51	10. WKLR-F 841/12.3

12+ FM SHARE (METRO): 56.91% (589 of 1035) (O/N 80: 54.81%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIOT-F	1. WIOT-F	1. WIOT-F	1. WLQR-F	1. WLQR-F	1. WSPD
2. WMHE-F	2. WMHE-F	2. WMHE-F	2. WMHE-F	2. WSPD	2. WIOT-F
	3. WXEZ-F	3. WLQR-F	3. WTOD	3. WTOD	3. WLQR-F
	4. WLQR-F	4. WKLR-F	4. WSPD	4. WJR	4. WJR
	5. WKLR-F	5. WTOD	5. WKLR-F	5. WKLR-F	5. WMHE-F

OTHER RATED STATIONS/METRO SHARE

WCWA 1230		2.3	WLLZ-F 98.7	Detroit	.8
WHFD-F 95.9	Archbold	.4	WNIC-F 100.3	Detroit	.3
WOSE-F 94.5	Port Clinton	.9	WRIF-F 101.1	Detroit	1.5
WVMO-F 98.3	Monroe, MI	.5	WWJ 950	Detroit	.5
WVOI 1320		2.1	WWJ-F 97.1	Detroit	.3
WCXI 1130	Detroit	1.1	WWWW-F 106.7	Detroit	1.2
WHMQ-F 100.5	Findlay	.9			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	29 (1)	338 (7)	367 (8)	35.5
MOR/AC	285 (4)	6 (1)	291 (5)	28.1
COUNTRY	102 (2)	83 (3)	185 (5)	17.9
BTFL MUSIC		152 (2)	152 (2)	14.7
BLACK	24 (1)		24 (1)	2.3
NEWS/TALK	6 (1)		6 (1)	0.6

1035 (23)

RADIO STATIONS

WOHO, 1470, 1 KW (DA-2), AC	ABC-E, \$30.00 (Blair)	
WSPD, 1370, 5 KW (DA-N), MOR	NBC, \$40.00* (Katz)	WOOD Inc
WTOD, 1560, 5 KW (DAYS,DA), COUNTRY	ABC-I, \$26.00 (Masla)	Booth
WIOT-F, 104.7, 50 KW @ 655, AOR	, \$67.50* (Mc-Guild)	Reams
WKLR-F, 99.9, 9 KW @ 160, COUNTRY	ABC-I, \$19.50 (Masla)	Booth
WLQR-F, 101.5, 16 KW @ 810, BTFL MUS	, \$87.50 (Torbet)	Susquehanna
WMHE-F, 92.5, 50 KW @ 480, CONTEMP	ABC-F, \$30.00 (Christal)	
WXEZ-F, 105.5, 3 KW @ 350, AOR	ABC-C, \$22.50 (Blair)	

Other Stations - See Detroit

TV STATIONS	WDHO Toledo	24 ABC	WTVG Toledo	13 NBC, Storer
			WTOL Toledo	11 CBS, Cosmos

NEWSPAPERS Toledo Blade E 167,590, Block

TUCSON

Market # 75  
 Revenue Rank # 68  
 Income Rank # 352  
 APR 17.3  
 SMSA Pop: 542,600  
 CSI: 4.0 Bil (# 81)

Revenue : \$7,812,744  
 Income : \$ -434,956  
 % Rev Gain: +18.1  
 Stations: 18/15  
 Diaries: 898/604:1  
 CSI HH: 20.0 M (# 217)  
 Standard Error: .670

National Rev: \$2,975,472  
 Nat Rev per Cap: \$5.48  
 Tot Rev per Cap: \$14.40  
 Tot Inc per Cap: \$-.80  
 Profit Margin: ---  
 Retail \$: 2.4 Bil (# 76)  
 Retail Sales %: .232

12+ METRO	1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
		81	80	80	79						
1. KCUB	100/12.4	10.6	11.7	13.6	9.5	1. KCUB	102	1. KTKT	1207/21.2		
2. KJYK-F	84/10.4	12.7	11.7	8.3	9.1	2. KJYK-F	95	2. KCUB	1015/21.5		
3. KXEW	73/ 9.0	1.8	3.5	5.1	3.4	3. KXEW	73	3. KRQQ-F	1003/19.8		
4. KWFM-F	54/ 6.7	5.4	8.5	9.4	9.0	4. KCEE	60	4. KCEE	925/15.9		
5. KCEE	51/ 6.3	5.4	9.2	2.3	5.4	5. KTKT	58	5. KJYK-F	904/17.6		
KLPX-F	51/ 6.3	8.5	5.1	5.5	6.3	6. KLPX-F	55	6. KLPX-F	762/15.3		
7. KTKT	50/ 6.2	3.9	6.5	7.6	8.8	7. KWFM-F	54	7. KAIR	693/14.2		
8. KAIR	49/ 6.1	8.0	6.3	6.5	9.8	8. KRQQ-F	51	8. KWFM-F	650/13.4		
9. KRQQ-F	48/ 5.9	8.2	7.0	8.2	5.7	9. KAIR	50	9. KTUC	599/12.8		
10. KHYT	40/ 4.9	6.0	7.0	6.0	5.1	10. KHYT	40	10. KHYT	536/11.4		

12+ FM SHARE (METRO): 36.83% (270 of 733) (O/N 80: 35.75%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KHYT	1. KXEW	1. KXEW	1. KCUB	1. KCUB	1. KCUB
2. KLPX-F	2. KWFM-F	2. KCUB	2. KXEW	2. KJYK-F	2. KJYK-F
3. KTKT	3. KRQQ-F	3. KWFM-F	3. KJYK-F	3. KAIR	3. KXEW
4. KXEW	4. KLPX-F	4. KRQQ-F	4. KCEE	4. KXEW	4. KCEE

OTHER RATED STATIONS/METRO SHARE

KFLT	1450	2.1	KNST	940	1.4	KIKX	580	1.9
KNDE-F	99.5	3.7	KTUC	1400	4.4	KUKQ	1060	Tempe .5
KGVY	1080	Green Valley	2.1	KOPA-F	100.7	Phoenix	.4	

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	90 (2)	156 (4)	246 (6)	33.6
COUNTRY	115 (2)	30 (1)	145 (3)	19.8
BTFL MUSIC	49 (1)	84 (1)	133 (2)	18.1
SPANISH	73 (1)		73 (1)	10.0
MOR/AC	51 (1)		51 (1)	7.0
NEWS/TALK	47 (2)		47 (2)	6.4
RELIGION	17 (1)		17 (1)	2.3
BIG BAND	17 (1)		17 (1)	2.3
BLACK	4 (1)		4 (1)	0.5

733 (18)

RADIO STATIONS

KAIR, 1490, 1 KW/250 W	, BTFL/AC (Schulke II)	NBC, \$32.80*	(Blair)	Surrey
KCEE, 790, 5 KW/500 W (DA-2)	, AC/OLDIES	MBS, \$27.88	(Christal)	Behan
KCUB, 1290, 1 KW	, COUNTRY	, \$25.63	(Eastman)	Rex
KHYT, 1330, 500 W/5 KW (DA-N)	, ROCK	RKO, \$22.28	(RKO)	
KTKT, 990, 10 KW/1 KW (DA-N)	, ROCK (Burk-Abr)	, \$25.75	(Lotus)	Lotus
KTUC, 1400, 1 KW/250 W	, NEWS	CBS, \$15.50	(Howard)	2588 Newport
KXEW, 1600, 1 KW (DAYS)	, SPANISH	, \$ ? ? *	(Caballero)	
KJYK-F, 94.9, 80 KW @ 500	, BTFL MUS (Schulke)	, \$32.80	(Blair)	
KLPX-F, 96.1, 93 KW @ 505	, AOR (Burk-Abr)	Source, \$19.00	(Lotus)	Lotus
KRQQ-F, 93.7, 26 KW @ 150	, ROCK	ABC-C, \$28.50	(Mc-Guild)	Western Cities
KWFM-F, 92.9, 47 KW @ 86	, AOR	ABC-F, \$31.50	(Selcom)	Sandusky

TV STATIONS

KGUN	Tucson	9	ABC, May	KVOA	Tucson	4	NBC, Donrey
KOLD	Tucson	13	CBS, Det News	KZAZ	Tucson	11	IND

NEWSPAPERS

Tucson Star	M	74,284	Pulitzer	Tucson Citizen	E	67,337	Gannett
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TULSA

Market # 59  
 Revenue Rank # 50  
 Income Rank # 176  
 APR 15.4  
 SMSA Pop: 663,000  
 CSI: 5.4 Bil (# 55)

Revenue : \$10,740,482  
 Income : \$ 69,544  
 % Rev Gain: +18.6  
 Stations: 16/20  
 Diaries: 968/685:1  
 CSI HH: 21.4 Bil (# 144)  
 Standard Error: .611

National Rev: \$1,467,579  
 Nat Rev per Cap: \$2.21  
 Tot Rev per Cap: \$16.20  
 Tot Inc per Cap: \$ .10  
 Profit Margin: 0.6%  
 Retail \$: 2.9 Bil (# 59)  
 Retail Sales %: .363

12+ METRO 1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	80	80	79		
1. KVOO 138/15.4	17.2	18.4	19.7	16.9	1. KVOO 282	1. KVOO 3325/29.2
2. KRMG 125/14.0	16.0	20.3	16.7	20.0	2. KRMG 153	2. KRMG 2234/30.3
3. KWEN-F 119/13.3	7.0	5.8	5.7	7.1	3. KRAV-F 135	3. KRAV-F 1944/26.1
4. KRAV-F 111/12.4	11.8	7.4	11.5	9.8	4. KWEN-F 131	4. KWEN-F 1561/22.9
5. KBEZ-F 81/ 9.1	10.6	10.1	11.4	10.1	5. KBEZ-F 109	5. KTFX-F 1219/11.6
6. KMOD-F 74/ 8.3	8.6	13.3	12.1	10.1	6. KTFX-F 96	6. KBEZ-F 1189/16.7
7. KRAV 50/ 5.6	11.8	7.4	11.5	9.8	7. KMOD-F 93	7. KMOD-F 1119/15.3
8. KTFX-F 43/ 4.8	4.6	4.7	3.2	4.5	8. KRAV 50	8. KCFO-F 686/ 7.9
9. KCFO-F 29/ 3.2	3.5	2.5	2.9	1.7	9. KCFO-F 48	9. KELI 652/ 9.7
10. KELI 19/ 2.1	2.9	3.4	5.3	4.9	10. KELI 21	10. KMOD 586/ 7.1
					KMOD 21	

12+ FM SHARE (METRO): 55.98% (473 of 845) (O/N 80: 49.86%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KRAV-F	1. KRAV-F	1. KRAV-F	1. KWEN-F	1. KVOO	1. KVOO
2. KMOD-F	2. KWEN-F	2. KWEN-F	2. KVOO	2. KRMG	2. KRMG
3. KWEN-F	3. KMOD-F	3. KVOO	3. KRMG	3. KBEZ-F	3. KRAV-F
	4. KRAV	4. KRMG	4. KRAV-F	4. KWEN-F	4. KWEN-F

OTHER RATED STATIONS/METRO SHARE

KAKC 970	1.7	KREK-F 104.9	Bristow .3
KMOD 1300	1.7	KTOW 1340	Sand Springs .4
KMYO-F 92.1 Broken Arrow	1.5	KWPR 1270	Claremore .7

FORMATS

	AM	FM	TOTAL	%
COUNTRY	148 (3)	178 (4)	326 (7)	38.6
ROCK/AOR/CONTEMP	84 (3)	185 (2)	269 (5)	31.8
MOR/AC	125 (1)		125 (1)	14.8
BTFL MUSIC		81 (1)	81 (1)	9.6
RELIGION	15 (1)	29 (1)	44 (2)	5.2
			845 (16)	

RADIO STATIONS

KELI, 1430, 5 KW (DA-N)	, AC/OLDIES	ABC-I, CBS, \$29.00 (Howard)
KMOD, 1300, 5 KW/1 KW (DA-2)	, CONTEMP	, \$20.00* (CBS FM) Clear Channel
KRAV, 1050, 1 KW (DAYS)	, CONTEMP	, \$30.00* (Selcom)
KRMG, 740, 50 KW/25 KW (DA-2)	, MOR	, \$38.50 (Christal) Swanson
KVOO, 1170, 50 KW (DA-N)	, COUNTRY	, \$47.63 (Blair)
KBEZ-F, 92.9, 100 KW @ 680,	BTFL MUS (Bonne)	, \$34.00 (Eastman) Mid America
KCFO-F, 98.5, 100 KW @ 660,	RELIGION	, \$13.00 (----)
KMOD-F, 97.5, 50 KW @ 435,	ROCK/AOR	RKO, \$40.00* (CBS/FM) Clear Channel
KRAV-F, 103.3, 100 KW @ 240,	COUNTRY	ABC-C, RKO II, \$11.50 (----)
KWEN-F, 95.5, 100 KW @ 339,	COUNTRY	, \$36.25 (Katz)

TV STATIONS

KOTV Tulsa 6	CBS, Corinthian	KJRH Tulsa 2	NBC, Scripps-Howard
KTUL Tulsa 8	ABC, Leake	KOKI Tulsa 23	IND

NEWSPAPERS

The Tulsa World	M	122,385	The Tulsa Tribune	E	76,314
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WASHINGTON

Market # 8; ADI # 8  
 Revenue Rank # 5  
 Income Rank # 10  
 APR 15.5  
 SMSA Pop: 3,050,800  
 CSI: 32.4 Bil (# 8)

Revenue : \$56,596,530  
 Income : \$ 4,268,903  
 % Rev Gain: +10.4  
 Stations: 29/39  
 Diaries: 2066/1477:1  
 CSI HH: 29.4 M (# 5)  
 Standard Error: .423

National Rev: \$17,859,122  
 Nat Rev per Cap: \$5.85  
 Tot Rev per Cap: \$18.55  
 Tot Inc per Cap: \$1.40  
 Profit Margin: 7.5%  
 Retail \$: 15.5 Bil (# 10)  
 Retail Sales %: .303

12+ METRO 1/4/SHARE	SUM 81	SPG 81	WIN 81	O/N 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WMAL 422/10.6	8.8	8.6	11.1	10.9	1. WMAL 475	1. WMAL 6575/22.5
2. WKYS-F 323/ 8.1	7.9	6.0	6.9	7.0	2. WKYS-F 358	2. WWDC-F 5060/13.6
3. WGAY-F 309/ 7.8	7.9	7.1	8.0	8.2	3. WGAY-F 337	3. WRQX-F 5014/14.3
4. WHUR-F 247/ 6.2	5.7	4.6	5.1	4.7	4. WWDC-F 305	4. WPGC-F+ 4888/14.4
5. WPGC-F+ 206/ 5.2	4.9	7.3	5.5	7.7	5. WPGC-F+ 284	5. WKYS-F 4508/16.4
6. WWDC-F 203/ 5.1	6.0	6.0	3.1	2.7	6. WHUR-F 261	6. WHUR-F 4301/15.0
7. WASH-F 184/ 4.6	5.4	5.0	6.3	6.2	7. WRQX-F 237	7. WGAY-F 4004/13.6
8. WJMD-F 177/ 4.4	4.4	3.6	2.4	2.3	8. WASH-F 229	8. WASH-F 3823/12.2
9. WGMS-F+ 166/ 4.2	3.5	3.0	2.9	2.7	9. WJMD-F 198	9. WTOP 3703/11.8
10. WTOP 160/ 4.0	2.3	3.1	3.0	3.6	10. WGMS-F+ 195	10. WOOK-F 3332/11.8
11. WRQX-F 152/ 3.8	5.2	6.6	8.6	7.2	11. WTOP 194	11. WJMD-F 3232/11.3
12. WOOK-F 138/ 3.5	4.2	3.7	3.2	3.5	12. WMZQ-F 185	12. WGMS-F+ 3000/10.6
13. WRC 137/ 3.4	3.2	4.4	4.1	5.8	13. WEZR-F 166	13. WMZQ-F 2935/ 8.1
14. WAVA-F 133/ 3.3	3.7	4.5	3.5	3.5	14. WOOK-F 162	14. WAVA-F 2796/ 8.9
WMZQ-F 133/ 3.3	3.1	4.1	3.6	2.6	15. WAVA-F 157	15. WRC 2432/ 8.5
16. WEZR-F 128/ 3.2	3.1	2.4	2.8	1.8	16. WRC 156	16. WVKX-F 2173/ 6.9
17. WVKX-F 126/ 3.2	3.6	2.6	2.2	2.3	17. WVKX-F 152	17. WEZR-F 1854/ 5.8

12+ FM SHARE (METRO): 72.48% (2657 of 3666) (O/N 80: 68.23%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WWDC-F	1. WKYS-F	1. WKYS-F	1. WMAL	1. WMAL	1. WMAL
2. WPGC-F+	2. WHUR-F	2. WHUR-F	2. WKYS-F	2. WGAY-F	2. WWDC-F+
3. WRQX-F	3. WJMD-F	3. WMAL	3. WGAY-F	3. WEZR-F	3. WTOP
4. WKYS-F	4. WASH-F	4. WASH-F	4. WHUR-F	4. WGMS-F+	4. WKYS-F
5. WAVA-F	5. WWDC-F	5. WJMD-F	5. WJMD-F	5. WTOP	5. WPGC-F+
WOOK-F	6. WAVA-F	6. WGAY-F	6. WASH-F	6. WRC	6. WGAY-F+
7. WHUR-F	WPGC-F+	7. WPGC-F+	7. WGMS-F+	7. WMZQ-F	7. WASH-F

FORMATS

	AM	FM	TOTAL	%
MOR/AC	422 (1)	374 (3)	796 (4)	21.7
BLACK/URBAN	54 (1)	721 (4)	775 (5)	21.1
ROCK/AOR/CONTEMP	41 (2)	730 (5)	771 (7)	21.0
BTFM MUSIC	25 (1)	437 (2)	462 (3)	12.6
NEWS/TALK	297 (2)		297 (2)	8.1
COUNTRY	23 (1)	259 (2)	282 (3)	7.7
CLASSICAL	30 (1)	136 (1)	166 (2)	4.5
RELIGION/GOSPEL	65 (2)		65 (2)	1.8
BIG BAND	52 (1)		52 (1)	1.4
			3666 (29)	

WASHINGTON

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WMAL	1. WMAL	1. WKYS-F	WEAM	1390	Arlington 1.3
2. WKYS-F	2. WWDC-F	2. WMAL	WGAY	1050	Silver Spring .6
3. WGAY-F	3. WRQX-F	3. WGAY-F	WHFS-F	102.3	Bethesda 1.4
4. WWDC-F	4. WKYS-F	4. WHUR-F	WOL	1450	1.4
5. WHUR-F	5. WPGC-F+	5. WASH-F	WPKX	730	Alexandria .6
6. WPGC-F+	6. WHUR-F	6. WTOP	WUST	1120	.6
7. WASH-F+	7. WGAY-F	7. WOOK-F	WWDC	1260	.6
8. WRQX-F	8. WASH-F	8. WPGC-F	WXTR-F	104.1	La Plata .3
9. WJMD-F	9. WOOK-F	9. WRQX-F	WYCB	1340	1.0
10. WMZQ-F	10. WTOP	10. WRC	WXYV-F	102.7	Baltimore .3
11. WGMS-F+	11. WJMD-F				
12. WEZR-F	12. WGMS-F+				
13. WTOP	13. WMZQ-F				
14. WOOK-F	14. WAVA-F				
15. WAVA-F	15. WRC				

ADI FM SHARE: 74.18% (3396 of 4578) (O/N 80: 69.42%)

AM STATIONS

WMAL, 630, 5 KW (DA-2), MOR/TALK	ABC-I, \$183.75* (Mc-Guild)	ABC
WRC, 980, 5 KW (DA-N), NEWS/TALK	NBC, \$ 80.00 (Eastman)	NBC
WTOP, 1500, 50 KW (DA-2), NEWS	CBS, \$ 81.25 (CBS Spot)	Outlet

FM STATIONS

WASH-F, 97.1, 23 KW @ 690, AC	, \$148.13 (Katz)	Metromedia
WAVA-F, 105.1, 50 KW @ 500, AOR	, \$ 80.00* (CBS/FM)	Doubleday
WEZR-F, 106.7, 50 KW @ 500, BTFL MUS	, \$ 42.00 (Groskin)	EZ
WGAY-F, 99.5, 21 KW @ 780, BTFL MUSIC	, \$160.00* (MMR)	Greater Media
WGMS-F+, 103.5, 20 KW @ 435, CLASSICAL	MBS, \$ 75.00* (RKO)	RKO
WHUR-F, 96.3, 24 KW @ 670, BLACK/JAZZ	, \$ 80.00* (----)	Howard Univ
WJMD-F, 94.7, 21 KW @ 780, AC	, \$ 65.00* (Christal)	Gulf
WKYS-F, 93.9, 50 KW @ 485, URBAN	NBC, \$143.75 (Eastman)	NBC
WMZQ-F, 98.7, 50 KW @ 485, COUNTRY	, \$100.00 (Howard)	Viacom
WOOK-F, 100.3, 40 KW @ 320, BLACK	SBN, \$ 88.25* (UBC)	United
WPGC-F+, 95.5, 50 KW @ 496, ROCK	, \$160.00* (Torbet)	First Media
WVKX-F, 105.9, 50 KW @ 410, COUNTRY	, \$ 46.25* (Selcom)	Metroplex
WRQX-F, 107.3, 50 KW @ 410, ROCK	ABC-F, \$128.75* (Blair)	ABC
WWDC-F, 101.1, 50 KW @ 500, AOR (Burk-Abr)	Source, \$100.00* (Christal)	

TV STATIONS

WDCA	Washington	20	IND, Taft
WDVM	Washington	9	CBS, Detroit News
WJLA	Washington	7	ABC
WRC	Washington	4	NBC, NBC
WTTG	Washington	5	IND, Metromedia
WHAG	Washington	25	NBC

NEWSPAPER

Washington Post M 601,417, Post-Newsweek

WEST PALM BEACH

Market # 73  
 Revenue Rank # 69  
 Income Rank # 364  
 APR 16.5  
 CSI: 4.8 Bil (# 67)  
 SMSA Pop: 569,800

Revenue : \$7,624,334  
 Income : \$ -603,479  
 % Rev Gain: +18.6  
 Stations: 31/17  
 Diaries: 988/577:1  
 CSI HH: 21.6 M (# 137)  
 Standard Error: .623

National Rev: \$1,130,532  
 Nat Rev per Cap: \$1.98  
 Tot Rev per Cap: \$13.38  
 Tot Inc per Cap: \$-1.06  
 Profit Margin : ---  
 Retail \$: 3.1 Bil (# 57)  
 Retail Sales %: .365

12+ METRO 1/4/SHARE	SPG	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	80	80	79		
1. WEAT-F 113/13.0	14.9	12.2	14.6	16.9	1. WEAT-F 143	1. WEAT-F 1601/23.7
2. WIRK-F 64/ 7.4	6.7	13.0	11.4	13.2	2. WIRK-F 72	2. WIRK-F 961/14.8
WPOM 64/ 7.4	6.4	1.6	6.8	2.5	3. WIZD-F 69	WRMF-F 961/15.6
4. WRMF-F 60/ 6.9	10.2	8.7	5.3	4.6	4. WRMF-F 66	4. WIZD-F 910/11.3
5. WIZD-F 47/ 5.4	6.4	2.2	---	---	5. WPOM 64	5. WJNO 766/13.7
6. WHYI-F 46/ 5.3	3.4	6.5	3.9	4.0	6. WHYI-F 46	6. WHYI-F 738/13.8
7. WPBR 44/ 5.1	3.0	4.9	5.7	4.1	7. WPBR 44	7. WPBR 480/ 9.1
8. WJNO 34/ 3.9	4.6	3.6	3.3	3.0	8. WJNO 36	8. WSHE-F 465/ 8.3
9. WNJY-F 33/ 3.8	3.5	5.9	3.0	5.2	9. WNJY-F 34	9. WNJY-F 425/ 7.6
10. WLYF-F 28/ 3.2	3.1	1.8	2.3	2.8	10. WSHE-F 28	10. WLYF-F 408/ 7.8

12+ FM SHARE (METRO): 63.50% (508 of 800) (O/N 80: 69.90%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHYI-F	1. WPOM	1. WRMF-F	1. WIRK-F	1. WEAT-F	1. WEAT-F
WIZD-F	2. WRMF-F	2. WPOM	2. WRMF-F	2. WIRK-F	2. WRMF-F
3. WPOM	3. WIZD-F	3. WIRK-F	3. WEAT-F		3. WIRK-F
	4. WHYI-F	4. WIZD-F	4. WPOM		4. WJNO

OTHER RATED STATIONS/METRO SHARE

WCEZ-F 96.7	Jupiter	.7	WCKO-F 102.7	Pompano Beach	1.6
WDBF 1420	Delray Beach	.9	WINZ 940	Miami	.8
WEAT 850		2.4	WIOD 610	Miami	2.2
WIRK 1290		2.0	WNWS 790	Miami	1.4
WKQS-F 99.9	Boca Raton	1.2	WPIP 980	Pompano Beach	.3
WKAO 1510	Boynton Beach	.7	WQAM 560	Miami	.8
WNGS-F 92.1		1.6	WRBD 1470	Pompano Beach	2.2
WSBR 740	Boca Raton	2.1	WSHE-F 103.5	Ft. Lauderdale	3.1
WSWN 900	Belle Glade	1.5	WWJF-F 106.7	Ft. Lauderdale	1.4
WAIA-F 97.3	Miami	1.6	WWWL-F 93.9	Miami Beach	.9
WAXY-F 105.9	Ft. Lauderdale	1.4			

FORMATS

	AM	FM	TOTAL	%
BTFL MUSIC	6 (1)	186 (4)	192 (5)	24.0
ROCK/AOR/CONTEMP		160 (6)	160 (6)	19.0
MOR/AC	39 (3)	96 (4)	135 (7)	16.9
COUNTRY	28 (2)	74 (2)	102 (4)	12.8
NEWS/TALK	97 (4)		97 (4)	12.1
BLACK/URBAN	83 (2)		83 (2)	10.3
BIG BAND	26 (2)		26 (2)	3.3
UNKNOWN	13 (1)		13 (1)	1.6
			800 (31)	

RADIO STATIONS

WJNO, 1230, 1 KW/250 W , NEWS	CBS,ABC-E, \$19.00 (Blair)	Fairbanks
WPBR, 1340, 1 KW/250 W , NEWS/TALK	MBS, \$22.50 (Savalli)	
WPOM, 1600, 1 KW (DA-1), BLACK (Drake-Chen)	SBN,NBN, \$19.75 (HNW)	
WEAT-F, 104.5, 100 KW @ 520, BTFL MUS (Schulke)	, \$50.50 (Katz)	Curt Gowdy
WIRK-F, 107.9, 100 KW @ 400, COUNTRY	, \$38.75* (Mc-Guild)	
WNJY-F, 94.3, 3 KW @ 480, BTFL MUS	, \$21.00* (Christal)	Patten
WRMF-F, 97.9, 100 KW @ 400, SOFT ROCK	, \$29.50 (Blair)	Fairbanks
WIZD-F, 98.7, 100 KW @ 1400, AOR	, \$30.00 (HNW)	(FORT PIERCE)

SEE CONTINUATION PAGE

WICHITA

Market # 100  
 Revenue Rank # 58  
 Income Rank # 361  
 APR 14.3  
 SMSA Pop: 397,100  
 CSI: 3.5 Bil (# 89)

Revenue : \$9,692,213  
 Income : \$ -548,716  
 % Rev Gain: +9.7  
 Stations: 17/13  
 Diaries: 795/499:1  
 CSI HH: 23.9 M (# 45)  
 Standard Error: .650

National Rev: \$759,372  
 Nat Rev per Cap: \$1.91  
 Tot Rev per Cap: \$24.40  
 Tot Inc per Cap: \$-1.38  
 Profit Margin: ---  
 Retail \$: 1.8 Bil (# 94)  
 Retail Sales %: .481

12+ METRO 1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KEYN-F 75/15.5	14.5	11.2	10.0	9.6	1. KFH 98	1. KFH 1516/27.9
2. KFH 63/13.0	12.1	11.9	11.2	17.3	2. KEYN-F 88	2. KFDI 1402/23.2
3. KFDI 56/11.5	10.2	10.4	13.3	12.7	3. KFDI 85	3. KEYN-F 1393/32.3
4. KICT-F 43/ 8.9	7.8	14.5	8.8	9.4	4. KICT-F 52	4. KAKZ 844/21.4
5. KAKZ 38/ 7.8	5.6	8.6	7.8	9.8	5. KAKZ 46	5. KFDI-F 726/14.8
6. KKR-D-F 35/ 7.2	5.8	7.2	9.4	7.3	6. KKR-D-F 45	6. KKR-D-F 723/16.0
7. KBRA-F 32/ 6.6	10.6	7.4	13.3	11.3	7. KBRA-F 39	7. KICT-F 673/15.8
8. KFDI-F 25/ 5.2	5.6	9.2	7.6	2.9	8. KFDI-F 37	8. KBRA-F 602/13.6
KQAM 25/ 5.2	5.2	3.5	2.9	3.1	9. KSKU-F 30	9. KWKN 536/13.7
10. KWKN 21/ 4.3	3.7	5.3	3.7	5.4	10. KQAM 27	10. KQAM 427/11.5

12+ FM SHARE (METRO): 53.41% (243 of 455) (O/N 80: 56.93%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KEYN-F	1. KEYN-F	1. KEYN-F	1. KFH	1. KFH	1. KFH
2. KICT-F	2. KICT-F	2. KFH	2. KEYN-F	2. KFDI	2. KFDI
	3. KKR-D-F	3. KICT-F	3. KKR-D-F	3. KAKZ	3. KEYN-F
	4. KQAM	4. KKR-D-F	4. KAKZ	4. KBRA-F	4. KAKZ

OTHER RATED STATIONS/METRO SHARE

KGCS-F 95.9	Derby	4.1	KJRG 950	Newton	.8
KOYY-F+ 99.3	El Dorado	.6	KOEZ-F 92.3	Newton	1.6
KSGL 900		.8	KSKU-F 102.1	Hutchinson	.6

FORMATS

COUNTRY	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	119 (2)	45 (2)	164 (4)	36.0
MOR/AC	47 (3)	121 (3)	121 (3)	26.6
BTFL MUSIC		37 (2)	84 (5)	18.5
BIG BAND	38 (1)	40 (2)	40 (2)	8.8
RELIGION	8 (2)		38 (1)	8.4
			8 (2)	1.8
			455 (17)	

RADIO STATIONS

KAKZ, 1240, 1 KW/250 W	, BIG BAND/NOST (Al Ham)	ABC-C, \$25.50 (Blair)
KFDI, 1070, 5 KW/1 KW (DA-N)	, COUNTRY	ABC-E, \$30.00* (Torbet) Great Empire
KFH, 1330, 5 KW (DA-N)	, COUNTRY	CBS, \$44.00 (Eastman)
KQAM, 1410, 5 KW/1 KW (DA-N)	, OLDIES/AC	RKO, \$22.50 (Mc-Guild) Long-Pride
KWKN, 1480, 5 KW/1 KW (DA-2)	, AC/CONTEMP	ABC-I, \$18.00 (Christal) Swanson
KBRA-F, 97.9, 85 KW @ 420,	BTFL MUS (Schulke)	MBS, \$38.50 (Eastman)
KEYN-F, 103.7, 100 KW @ 860,	ROCK	RKO, \$25.00 (Mc-Guild) Long-Pride
KFDI-F, 101.3, 100 KW @ 444,	COUNTRY	ABC-E, \$20.00* (Torbet) Great Empire
KICT-F, 95.1, 100 KW @ 550,	AOR (Burk-Abr)	, \$36.50 (Katz) Peoria Jrnl Star
KKRD-F, 107.3, 100 KW @ 884,	AC	NBC, \$29.25 (Masla)
KSKU-F, 102.1, 100 KW @ 550,	CONTEMP	Source, \$16.00 (----) (HUTCHINSON)

TV STATIONS

KAKE	Wichita	10	ABC
KARD	Wichita	3	NBC, Kansas State Network
KTVH	Hutchinson	12	CBS, Minneapolis Star & Tribune

NEWSPAPERS

Wichita Eagle	M	102,043, Knight-Ridder
Wichita Beacon	E	37,221, Knight-Ridder

WILMINGTON, DE

Market # 79  
 Revenue Rank # 106  
 Income Rank # 32  
 APR 17.0  
 SMSA Pop: 530,600  
 CSI: 4.5 Bil (# 71)

Revenue : \$ 4,936,972  
 Income : \$ 947,697  
 % Rev Gain: 8.3  
 Stations: 32/10  
 Diaries: 975/544:1  
 CSI HH: 24.4 M (# 35)  
 Standard Error: .627

National Rev: \$ 395,495  
 Nat Rev per Cap: \$.75  
 Tot Rev per Cap: \$9.30  
 Tot Inc per Cap: \$1.79  
 Profit Margin: 19.2%  
 Retail \$: 2.2 Bil (# 84)  
 Retail Sales %: .216

12+ METRO	1/4/SHARE	SPG 81	FAL 80	A/M 80
1. WSTW-F	87/11.6	13.6	13.4	11.4
2. WJBR-F	76/10.1	10.2	8.4	11.1
3. WDEL	74/ 9.9	8.4	9.4	8.4
4. WMMR-F	59/ 7.9	8.5	3.0	3.7
5. WCAU-F	39/ 5.2	2.5	1.4	1.3
6. WUSL-F	32/ 4.3	2.5	1.2	3.2
7. WMGK-F	31/ 4.1	4.6	4.9	3.9
8. WYSP-F	26/ 3.5	4.0	5.9	3.6
9. WILM	22/ 2.9	4.3	7.3	3.2
WIOQ-F	22/ 2.9	4.5	2.7	6.1

12+ TSA	1/4
1. WSTW-F	106
2. WJBR-F	89
3. WMMR-F	81
4. WDEL	74
5. WCAU-F	49
6. WMGK-F	48
7. WDSF-F	43
8. WUSL-F	42
9. WYSP-F	41
10. WDAS-F	37

12+ TSA CUME/MSA	CUME	RAT
1. WSTW-F	1488/25.5	
2. WMMR-F	1167/18.9	
3. WDEL	1050/23.1	
4. WJBR-F	1020/19.5	
5. WYSP-F	793/13.1	
6. WCAU-F	774/13.5	
7. WMGK-F	727/12.2	
8. KYW	623/ 9.0	
9. WIOQ-F	550/10.3	
10. WILM	529/12.0	

12+ FM SHARE (METRO): 71.76% (498 of 694) (FAL 80: 64.26%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WSTW-F	1. WSTW-F	1. WSTW-F	1. WSTW-F	1. WJBR-F	1. WDEL
2. WCAU-F	2. WMMR-F	2. WMMR-F	2. WDEL	2. WDEL	2. WSTW-F
3. WMMR-F	3. WIOQ-F	3. WMGK-F	3. WJBR-F	3. WUSL-F	3. WJBR-F
	4. WYSP-F	4. WDEL	4. WUSL-F		4. WMMR-F

OTHER RATED STATIONS/METRO SHARE

WAMS	1380	2.5	WFIL	560	Philadelphia	.4
WJBR	1290	1.3	WFLN-F	95.7	Philadelphia	1.6
WJIC	1510	.8	WIFI-F	92.5	Philadelphia	1.3
WNNN-F	101.7	.4	WIP	610	Philadelphia	2.5
WNRK	1260	1.2	WIYY-F	97.9	Baltimore	.4
KYW	1060	2.3	WPEN	950	Philadelphia	.7
WBSB-F	104.3	1.5	WPOC-F	93.1	Baltimore	1.1
WCAU	1210	1.6	WSNI-F	104.5	Philadelphia	.9
WDAS-F	105.3	2.0	WWDB-F	96.5	Philadelphia	2.5
WDSF-F	94.7	.9	WWSH-F	106.1	Philadelphia	1.3
WEAZ-F	101.1	2.4	WXYV-F	102.7	Baltimore	.4

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		260 (9)	260 (9)	37.5
MOR/AC	102 (3)	38 (2)	140 (5)	20.2
BTFL MUSIC	10 (1)	104 (3)	114 (4)	16.4
COUNTRY	28 (3)	47 (3)	75 (6)	10.8
NEWS/TALK	51 (3)	19 (1)	70 (4)	10.1
BLACK/URBAN		15 (1)	15 (1)	2.2
CLASSICAL		12 (1)	12 (1)	1.7
BIG BAND	5 (1)		5 (1)	0.7
RELIGION		3 (1)	3 (1)	0.4
			694 (32)	

RADIO STATIONS

WDEL, 1150, 5 KW (DA-2)	, MOR	NBC, \$32.50* (Eastman)
WILM, 1450, 1 KW/250 W	, NEWS	CBS, MBS, \$18.24 (Savalli)
WAMS, 1380, 5 KW/1 KW (DA-3), COUNTRY		ABC-C, \$23.00 (Selcom) Rollins
WJBR-F, 99.5, 50 KW @ 500, BTFL MUS (FM 100)		, \$30.18 (Mc-Guild)
WSTW-F, 93.7, 50 KW @ 460, ROCK (TM)		, \$37.50* (Eastman)
WDSF-F, 94.7, 50 KW @ 400, COUNTRY		MBS, \$11.48 (Masla) Rau (DOVER)

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

WORCESTER

Market # 106 (approx) (County-#63)  
 Revenue Rank # 110  
 Income Rank # 97  
 APR 17.6  
 SMSA Pop: 377,500  
 CSI: 5.2 Bil (# 59)

Revenue : \$ 4,866,913  
 Income : \$ 276,152  
 % Rev Change: 19.9  
 Stations: 24/7  
 Diaries: 715/528:1  
 CSI HH: 23.8 M (# 46)  
 Standard Error: .752

National Rev: \$ 1,188,616  
 Nat Rev per Cap: \$ 3.14  
 Tot Rev per Cap: \$ 12.89  
 Tot Inc per Cap: \$ .73  
 Profit Margin: 5.7%  
 Retail \$: 2.7 Bil (# 66)  
 Retail Sales %: .160

		SPG	O/N	A/M
12+ METRO 1/4/SHARE		81	80	80
1. WSRS-F	88/15.4	15.2	19.0	16.0
2. WAAF-F	72/12.6	11.7	12.5	12.5
3. WTAG	56/ 9.8	12.1	11.8	16.4
4. WROR-F	35/ 6.1	6.0	4.6	6.7
5. WBZ	34/ 5.9	6.0	7.6	6.9
6. WNEB	32/ 5.6	5.5	2.6	2.6
7. WFTQ	31/ 5.4	6.2	6.6	5.3
8. WCOZ-F	27/ 4.7	4.7	3.9	2.0
9. WEEI-F	23/ 4.0	3.3	3.5	3.6
10. WQVR-F	18/ 3.1	3.1	2.9	2.4

12+ TSA 1/4

1. WAAF-F	140
2. WSRS-F	123
3. WTAG	75
4. WBZ	71
5. WROR-F	65
6. WCOZ-F	56
7. WNEB	37
WEEI-F	37
WQVR-F	37
10. WFTQ	35

12+ TSA CUME/MSA CUME RAT

1. WSRS-F	1613/32.8
2. WAAF-F	1598/26.6
3. WTAG	1284/28.3
4. WBZ	1191/16.8
5. WROR-F	870/13.6
6. WCOZ-F	848/14.4
7. WFTQ	625/17.9
8. WEEI-F	540/ 9.3
9. WPJB-F	447/ 7.9
10. WNEB	427/12.1

12+ FM SHARE (METRO): 70.91% (373 of 526) (O/N 80: 62.55%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WAAF-F	1. WAAF-F	1. WAAF-F	1. WSRS-F	1. WSRS-F	1. WTAG
2. WCOZ-F	2. WROR-F	2. WSRS-F	2. WBZ	2. WTAG	2. WSRS-F
	3. WEEI-F	3. WROR-F	WROR-F	3. WBZ	3. WAAF-F

OTHER RATED STATIONS/METRO SHARE

WGFP 940	Webster	1.9	WHUE-F 100.7	Boston	1.0
WORC 1310		3.0	WJIB-F 96.9	Boston	1.7
WBCN-F 104.1	Boston	1.7	WPJB-F 105.1	Providence	1.9
WCRB-F 102.5	Boston	.7	WPRO-F 92.3	Providence	1.2
WESO 970	Southbridge	1.0	WSNE-F 93.3	Taunton	.5
WHJY-F 94.1	Providence	.9	WSSH-F 99.5	Boston	1.2
WVBF-F 105.7	Boston	1.2	WXKS-F 107.9	Boston	1.0

FORMATS

	AM	FM	TOTAL	%
MOR/AC	124 (5)	58 (2)	182 (7)	34.6
ROCK/AOR/CONTEMP	31 (1)	148 (9)	179 (10)	34.0
BTFL MUSIC		111 (4)	111 (4)	21.1
BIG BAND	32 (1)		32 (1)	6.1
COUNTRY		18 (1)	18 (1)	3.4
CLASSICAL		4 (1)	4 (1)	0.8
			526 (24)	

RADIO STATIONS

WFTQ, 1440, 5 KW (DA-2), CONTEMP , \$55.00 (Katz) Katz  
 WNEB, 1230, 1 KW/250 W , BIG BAND/NOST (A1 Ham) ABC-E, \$22.00 (PRO)  
 WTAG, 580, 5 KW (DA-2), MOR NBC, \$31.75 (Blair)  
 WSRS-F, 96.1, 25 KW @ 650, BTFL MUS , \$38.00\* (MMR) Knight  
 WQVR-F, 100.1, 3 KW @ 300, COUNTRY , \$ 7.00 (Torbet) (SOUTHBRIDGE)

WAAF-F - See Boston

OTHER STATIONS SEE BOSTON AND PROVIDENCE

TV STATIONS SEE BOSTON

NEWSPAPERS

Worcester Telegram M 55,954  
 Worcester Gazette E 89,241

YORK

Market # 109  
 Revenue Rank # 82  
 Income Rank # 24  
 APR 16.6  
 SMSA Pop: 368,100  
 CSI: 2.9 Bil (# 104)

Revenue : \$6,340,707  
 Income : \$1,216,244  
 % Rev Gain: +6.6  
 Stations: 31/12  
 Diaries: 824/447:1  
 CSI HH: 21.2 M (# 156)  
 Standard Error: .674

National Rev: \$792,341  
 Nat Rev per Cap: \$2.15  
 Tot Rev per Cap: \$17.23  
 Tot Inc per Cap: \$3.30  
 Profit Margin: 19.2%  
 Retail \$: 1.4 Bil (# 117)  
 Retail Sales %: .284

12+ METRO	1/4/SHARE	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT	
		81	80	80				
1. WSBA	58/10.8	11.0	11.2	12.6	1. WRKZ-F	197	1. WQXA-F	2113/27.3
2. WQXA-F	57/10.6	11.6	9.4	9.9	2. WHP	132	2. WRKZ-F	1914/16.8
3. WRKZ-F	54/10.1	9.0	6.1	3.2	3. WTPA-F	128	3. WHP	1583/ 4.5
4. WYCR-F	50/ 9.3	7.4	9.2	9.5	4. WQXA-F	124	4. WSBA	1426/30.7
5. WSBA-F	39/ 7.3	7.6	9.2	9.7	5. WHP-F	105	5. WTPA-F	1327/ 9.5
6. WNOW	35/ 6.5	8.7	7.4	5.9	6. WNCE-F	103	6. WNCE-F	1249/12.2
7. WNCE-F	29/ 5.4	6.1	6.5	6.5	7. WSBA-F	80	7. WLAN-F	1238/ 5.4
8. WTPA-F	27/ 5.0	4.5	1.2	.8	8. WSBA	78	8. WYCR-F	1187/22.2
9. WRHY-F	22/ 4.1	2.2	1.2	3.7	WLAN-F	78	9. WHP-F	1166/ 6.5
10. WHVR	13/ 2.4	2.9	6.1	2.4	10. WYCR-F	71	10. WSBA-F	1159/17.7

12+ FM SHARE (METRO): 72.34% (361 of 499) (O/N 80: 65.03%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WQXA-F	1. WQXA-F	1. WQXA-F	1. WSBA	1. WSBA	1. WHP
2. WYCR-F	2. WYCR-F	2. WRKZ-F	2. WRKZ-F	2. WRKZ-F	2. WRKZ-F
3. WTPA-F	3. WRKZ-F	3. WYCR-F	3. WQXA-F	3. WSBA-F	3. WSBA
	4. WTPA-F	4. WSBA	4. WSBA-F	4. WNCE-F	4. WQXA-F

OTHER RATED STATIONS/METRO SHARE

WGCB-F	96.1	Red Lion	.9	WHYL	960	Carlisle	.4
WGET	1320	Gettysburg	1.5	WIOV-F	105.1	Ephrata	.6
WGET-F	107.7	Gettysburg	.6	WLAN-F	96.9	Lancaster	1.5
WOYK	1350		1.3	WLIF-F	101.9	Baltimore	.4
WBAL	1090	Baltimore	.9	WPOC-F	93.1	Baltimore	1.7
WBSB-F	104.3	Baltimore	1.1	WQVE-F	93.5	Mechanicsburg	.4
WCMB	1460	Harrisburg	.4	WSFM-F	99.3	Harrisburg	.6
WDAC-F	94.5	Lancaster	.6	WTTR-F	100.7	Westminster	.4
WFRE-F	99.9	Frederick	1.3	WWMD-F	104.7	Hagerstown	.9
WHP	580	Harrisburg	1.5	WXYV-F	102.7	Baltimore	2.4
				WHP-F	97.3	Harrisburg	2.2

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		153 (7)	153 (7)	30.7
COUNTRY	39 (3)	66 (3)	105 (6)	21.0
BTFL MUSIC		97 (7)	97 (7)	19.4
MOR/AC	92 (5)	2 (1)	94 (6)	18.8
BIG BAND/NOST		22 (1)	22 (1)	4.4
BLACK		13 (1)	13 (1)	2.6
RELIGION		8 (2)	8 (2)	1.6
UNKNOWN	7 (1)		7 (1)	1.4

RADIO STATIONS

WHVR, 1280, 1 KW/250 W	, MOR	, \$11.00	(P/W)	(HANOVER)
WNOW, 1250, 1 KW (DAYS)	, COUNTRY	ABC-I, \$45.60	(MMR)	Rust
WSBA, 910, 5 KW/1 KW (DA-2), MOR		MBS, \$40.00*	(Eastman)	Susquehanna
WQXA-F, 105.7, 46 KW @ 520,	ROCK (Burk-Abr)	ABC-C, \$45.60	(MMR)	Rust
WRHY-F, 92.7, 3 KW @ 700,	BIG BAND/NOST (A1 Ham)	NBC, \$16.00	(Blair)	(STARVIEW)
WSBA-F, 103.3, 8 KW @ 750,	BTFL MUSIC	, \$40.00	(Eastman)	Susquehanna
WYCR-F, 98.5, 10.5 KW @ 930,	CONTEMP	Source, \$26.50	(HNW)	

OTHER STATIONS, TV & NEWSPAPER INFO - SEE LANCASTER AND HARRISBURG



YOUNGSTOWN

Market # 74  
 Revenue Rank # 113  
 Income Rank # 180  
 APR 17.4  
 SMSA Pop: 547,700  
 CSI: 4.2 Bil (# 77)

Revenue : \$4,785,022  
 Income : \$ 64,130  
 % Rev Gain: -1.1  
 Stations: 24/10  
 Diaries: 684/801:1  
 CSI HH: 2.3 Bil (# 79)  
 Standard Error: .665

National Rev: \$1,097,410  
 Nat Rev per Cap: \$2.00  
 Tot Rev per Cap: \$8.74  
 Tot Inc per Cap: \$ .12  
 Profit Margin: 1.3%  
 Retail \$: 2.3 Bil (# 79)  
 Retail Sales %: .173

12+ METRO 1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WBBW 104/13.7	11.4	12.3	14.2	14.4	1. WKBN-F 130	1. WYFM-F 1761/27.2
2. WKBN-F 80/10.5	11.7	12.3	15.5	13.7	2. WBBW 106	2. WKBN 1510/23.3
3. WSRD-F 72/ 9.5	8.6	5.7	7.5	4.7	3. WSRD-F 102	3. WSRD-F 1491/22.1
4. WHOT 62/ 8.1	8.2	9.4	10.5	8.9	4. WYFM-F 90	4. WKBN-F 1458/23.4
5. WYFM-F 61/ 8.0	9.0	10.5	9.6	10.5	5. WQXK-F 73	5. WHOT 1264/24.4
6. WKBN 51/ 6.7	9.0	9.2	9.5	11.2	6. WKBN 69	6. WBBW 1218/25.5
7. WQXK-F 48/ 6.3	5.9	5.7	2.2	--	7. WHOT 66	7. WFMJ 757/13.9
8. WFMJ 41/ 5.4	4.7	5.5	4.2	5.5	8. WFMJ 55	8. WQXK-F 674/ 9.6
9. WDMT-F 33/ 4.3	3.8	2.4	1.1	1.7	9. WPIC 43	9. WPIC 608/ 4.2
10. WRRO 27/ 3.5	2.7	2.5	1.9	3.8	10. WDMT-F 35	10. WRRO 491/10.4

12+ FM SHARE (METRO): 52.70% (371 of 704) (O/N 80: 49.69%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WYFM-F	1. WSRD-F	1. WSRD-F	1. WKBN-F	1. WBBW	1. WHOT+
2. WSRD-F	2. WYFM-F	2. WHOT	2. WHOT	2. WKBN-F	2. WBBW
3. WHOT	3. WHOT	3. WYFM-F	3. WQXK-F	3. WQXK-F	3. WKBN
	4. WDMT-F	4. WKBN-F	4. WBBW	4. WKBN	4. WKBN-F

OTHER RATED STATIONS/METRO SHARE

WGFT 1500		.4	WNIR-F 100.1	Kent	.4
WNIO 1540	Niles	2.5	WPIC 790	Sharon,PA	.8
WQOD-F 93.3		3.3	WSOM 600	Salem	.7
WDJQ-F 92.5	Alliance	.7	WTOF-F 98.1	Canton	.4
WGBZ-F 95.9	Sharpsville,PA	.7	WWIZ-F 103.9	Mercer,PA	.5
WKDD-F 96.5	Akron	.4	WWWE 1100	Cleveland	2.0
WMMS-F 100.7	Cleveland	2.2	WWWM-F 105.7	Cleveland	1.6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	62 (1)	175 (7)	237 (8)	33.7
NEWS/TALK	104 (1)		104 (1)	14.8
MOR/AC	103 (4)		103 (4)	14.6
COUNTRY	34 (2)	55 (3)	89 (5)	12.6
BTFL MUSIC		80 (1)	80 (1)	11.4
UNKNOWN	27 (1)	25 (1)	52 (2)	7.4
BLACK	3 (1)	33 (1)	36 (2)	5.1
RELIGION		3 (1)	3 (1)	0.4
			704 (24)	

RADIO STATIONS

WBBW, 1240, 1 KW/250 W	, TALK	
WFMJ, 1390, 5 KW (DA-N)	, MOR	ABC-E,ABC-I, \$32.00 (Mc-Guild)
WHOT, 1330, 500 W/1 KW (DA-2)	, ROCK	NBC, \$21.75 (Blair)
WKBN, 570, 5 KW (DA-N)	, MOR	, \$26.00 (Eastman) Myron Jones
WRRO, 1440, 5 KW (DA-N)	, ? ?	CBS, \$45.00* (Katz)
WPIC, 790, 1 KW (DAYS)	, MOR	MBS,ABC-I, \$15.00 (Regional) (WARREN)
		ABC-I, \$26.00 (Torbet) Regional (SHARON)
WSRD-F, 101.1, 16 KW @ 710, AOR (Burk-Abr)		, \$26.00 (Eastman) Myron Jones
WKBN-F, 98.9, 9 KW @ 1370, BTFL MUS (Schulke)		, \$45.00* (Katz)
WQXK-F, 105.1, 88 KW @ 400, COUNTRY		, \$16.50 (MMR) Rust (SALEM)
WYFM-F, 102.9, 26 KW @ 455, ROCK		ABC-C, \$36.00 (Torbet) Regional (SHARON)

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

CONTINUATION PAGES

BRIDGEPORT

WEZN-F, 99.9, 25 KW @ 680, BTFL MUS (Carson) , \$60.00 (Katz) Katz  
 WRKI-F, 95.1, 50 KW @ 500, AOR (Burk-Abr) , \$30.00 (Roslin) (DANBURY)

Other Stations - See New York, New Haven or Hartford

NEWSPAPER Bridgeport Post Telegram ME 90,701

WILMINGTON, DE

NEWSPAPER Wilmington News, Journal M - 50,970 E - 80,149, Gannett

FLINT

WIOG-F, 106.3, 3 KW @ 300, ROCK (TM) , \$18.00 (Torbet) Booth (SAGINAW)  
 WKCQ-F, 98.1, 50 KW @ 353, COUNTRY NBC, \$25.25 (Christal) MacDonald (SAGINAW)

WFMK-F - See Lansing WJR - See Detroit

TV STATIONS WEYI Saginaw 25 CBS, Ziff-Davis  
 WJRT Flint 12 ABC, Knight-Ridder  
 WNEM Bay City 5 NBC, Meredith

NEWSPAPER Flint Journal E 106,777, Newhouse

ALLENTOWN-BETH-EASTON

WLEV-F, 96.1, 50 KW @ 500, CONTEMP (Drake-Chen) , \$17.00 (Christal) Sound Comm  
 WQQQ-F, 99.9, 50 KW @ 456, BTFL MUS NBC, \$23.00 (Torbet)  
 WXKW-F, 104.1, 50 KW @ 500, COUNTRY (Drake-Chen) , \$40.60 (Eastman) Rust  
 WZZO-F, 95.1, 12 KW @ 630, AOR (Burk-Abr) , \$38.75 (Blair) Holt

TV STATION WFMZ Allentown 69 IND

NEWSPAPERS Allen Call M 103,258  
 Beth Globe E 34,696  
 Easton Express E 51,828

FRESNO

KFYE-F, 93.7, 68 KW @ 1950, ROCK RKO, \$50.00\* (Selcom) Sunbelt  
 KKDJ-F, 105.9, 2 KW @ 1960, AOR , \$24.50\* (RKO)  
 KKNU-F, 102.7, 50 KW @ 500, BTFL MUS (Schulke) , \$30.00\* (Blair)  
 KYNO-F, 95.5, 50 KW @ 318, ROCK , \$40.00\* (Eastman)  
 KBOS-F, 94.9, 17 KW @ 850, ROCK ABC-C, \$22.75\* (Christal)

TV STATIONS KAIL Fresno 53 IND KFTV Hanford 21 IND, Spanish Int  
 KMJ Fresno 24 NBC, McClatchy KJEO Fresno 47 ABC, Retlaw  
 KFSN Fresno 30 CBS, Cap Cit KMPH Tulare 26 IND

NEWSPAPER Fresno Bee M 130,279, McClatchy

BAKERSFIELD

WXEM, 1590, 500 W (DAYS,DA), SPANISH , \$10.12 (Caballero)  
 KPAC, 1560, 10 (KW (DA-1), MOR CBS,MBS, \$15.00 (Masla)

KLOS-F - See Los Angeles

TV STATIONS KBAK Bakersfield 29 ABC, Harriscope  
 KERO Bakersfield 23 NBC, McGraw-Hill  
 KPWR Bakersfield 17 CBS, Gillett

NEWSPAPER Bakersfield Californian E 70,121

WEST PALM BEACH

Other Stations - See Miami

<u>TV STATIONS</u>	WPTV	West Palm Beach	5	NBC, Scripps-Howard
	WPEC	West Palm Beach	12	ABC

<u>NEWSPAPERS</u>	West Palm Beach Post	M	93,117, Cox
	West Palm Beach Times	E	31,019, Cox

RIVERSIDE-SAN BERNADINO-ONTARIO

RADIO STATIONS

KFXM, 590, 1 KW (DA-2), ROCK			, \$46.38 (Blair)
KCAL-F, 96.7, 2.4 KW @ 360, AOR	Source,	\$25.00*	(Lotus)
KDUO-F, 97.5, 72 KW @ 1600, BTFL MUS (Centruy 21)		\$46.38	(Blair)
KGGI-F, 99.1, 49 KW @ 165, CONTEMP	ABC-C,	\$25.50*	(Torbet)
KNTF-F, 93.5, 3 KW @ , COUNTRY (TM)		\$25.00	(Masla)
KOLA-F, 99.9, 31 KW @ 1630, ROCK	ABC-F,	\$32.50	(Masla)

FOR OTHER STATIONS, TV STATIONS AND NEWSPAPERS - SEE LOS ANGELES

ALBUQUERQUE

<u>NEWSPAPERS</u>	Albuquerque Journal	M	84,364, Scripps-Howard
	Albuquerque Tribune	E	43,769, Scripps-Howard

COLORADO SPRINGS

<u>NEWSPAPERS</u>	Col Spr Gazette Tel	M - 25,237	E - 52,063, Freedom
	Col Spr Sun	M	28,674
	Pueblo Star-Journal	E	14,601

CHATTANOOGA

<u>NEWSPAPERS</u>	Chattanooga News-Free Press	E	62,451
	Chattanooga Times	M	50,346

EL PASO

<u>TV STATIONS</u>	KDBC	El Paso	4	CBS, Charleston (SC) News
	KTSM	El Paso	9	NBC
	KVIA	El Paso	13	ABC, Marsh Media
	KCIK	El Paso	14	IND
	XEJ	Cuidad Juarez	5	IND

<u>NEWSPAPERS</u>	El Paso Herald	E	34,920, Scripps-Howard
	El Paso Times	M	56,932, Gannett

HONOLULU

<u>TV STATIONS</u>	KITV	Honolulu	4	ABC
	KGMB	Honolulu	9	CBS, Lee

<u>NEWSPAPERS</u>	Honolulu Advertiser	M	85,640, Gannett
	Honolulu Star-Bulletin	E	118,952, Gannett

HARRISBURG

<u>NEWSPAPERS</u>	Harrisburg News	E	63,433, Newhouse
	Harrisburg Patriot	M	48,617, Newhouse
	Lancaster New Era	E	59,621
	Lancaster Intel Journal	M	40,287
	York Dispatch	E	50,147
	York Record	M	34,654, Buckner News Alliance

GREENSBORO/WINSTON SALEM

RADIO STATIONS

WQMG-F, 97.1, 20 KW @ 555, BLACK	, \$30.00* (Howard)
WRQK-F, 98.7, 100 KW @ 814, ROCK	MBS, \$36.00* (Eastman)
WSEZ-F, 93.1, 100 KW @ 383, ROCK	RKO, \$30.00* (Torbet)
WTQR-F, 104.1, 100 KW @ 2380, COUNTRY (Drake-Chen)	,\$85.00 (Mc-Guild) Summit
WWMU-F, 102.1, 50 KW @ 285, RELIGION	, \$ 4.50 (----) Beasley (REIDSVILLE)

WRAL-F - See Raleigh      WSOC-F - See Charlotte      WSLQ-F - See Roanoke

TV STATIONS

WFMY	Greensboro	2	CBS
WGHP	High Point	8	ABC, Harte-Hanks
WXII	Winston Salem	12	NBC, Multimedia

NEWSPAPERS

Greensboro News	(M-83,604), Landmark	(E-31,823), Landmark
High Point Enterprise	E 30,508	
Winston Salem Journal	(M-71,696), Sentinel	(E-37,731), Media Gen

JOHNSON CITY-KINGSPORT-BRISTOL

TV STATIONS

WJHL	Johnson City	11	CBS, Park
WKPT	Kingsport	19	ABC
WCYB	Bristol	5	NBC

NEWSPAPERS

Johnson City Press-Chronicle	(M-4,469)	(E-22,306)
Bristol Herald-Courier	M 29,775	
Bristol Virginia-Tennessean	E 9,775	
Kingsport News	M 4,654	
Kingsport Times	E 39,901	

JACKSONVILLE

TV STATIONS

WAWA	Jacksonville	30	IND, Malrite
WJKS	Jacksonville	17	ABC, Ziff-Davis
WTLV	Jacksonville	12	NBC, Harte-Hanks
WXAO	Jacksonville	47	IND
WJXT	Jacksonville	4	CBS, Post-News

NEWSPAPERS

Florida Times-Union	M 153,508
Jacksonville Journal	E 47,177

ROCHESTER

TV STATIONS

WHEC	Rochester	10	CBS, BENI
WOKR	Rochester	13	ABC
WROC	Rochester	8	NBC, Ziff-Davis

NEWSPAPERS

Rochester Demo & Chronicle	M 125,316, Gannett
Rochester Times-Union	E 121,897, Gannett

YOUNGSTOWN

TV STATIONS

WFMJ	Youngstown	21	NBC, Youngstown Vindicator
WKBN	Youngstown	27	CBS
WYTV	Youngstown	33	ABC

NEWSPAPER

Youngstown Vindicator	E 103,310
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SECTION C

OTHER MARKET REPORTS

- A. ARBITRON CONDENSED RADIO MARKET REPORTS
- B. MEDIASTAT SMALL MARKET REPORTS
- C. BIRCH REPORTS

ARBITRON CONDENSED RADIO MARKET REPORTS

ABERDEEN, WASH

Market # NA/Pop: 69,700  
APR 12.0

Revenue : \$ NA  
Income : \$ NA

Diaries: 260  
FM Share: 40.35%

12+ METRO 1/4/SHARE SPG 81

1. KGHO-F+	17/25.3	30.5
2. KXRO	15/22.4	20.7
3. KBKW+	10/14.9	17.1
4. KDUX	9/13.4	7.3

12+ TSA 1/4/CUME

1. KGHO-F+	18/229
2. KXRO	15/230
3. KBKW+	10/173
4. KDUX	9/159

KBKW+, 1450, 1 KW/250 W, COUNTRY  
KDUX-F, 104.7, 48 KW @ 155, BTFL MUS  
KGHO-F, 95.3, 1.2 KW @ 450, ROCK  
KXRO, 1320, 5 KW/1 KW (DA-N), MOR

ABC-I, \$9.00 (Savalli)  
, \$7.00 (PRO)  
, \$7.00 (Savalli)  
, \$9.74 (PRO)

BURLINGTON, VT. REPORT HAD NOT BEEN ISSUED BY THE TIME THIS EDITION WAS  
READY FOR PRINTING.

DANBURY, CT

Market # 260/Pop: 119,100  
APR 15.5

Revenue : NA  
Income : NA

Diaries: 293  
FM Share: 43.33%

12+ METRO 1/4/SHARE SPG 81 FAL 80

1. WLAD	18/13.1	7.5	19.6
2. WNBC	15/10.9	9.0	10.1
3. WDAQ-F	12/ 8.8	11.9	8.1
WEZN-F	12/ 8.8	9.0	9.5
5. WRKI-F	11/ 8.0	11.2	14.9
WINE	11/ 8.0	4.5	4.7

12+ TSA 1/4/CUME

1. WTIC	58/589
2. WNBC	21/439
WEZN-F	21/319
4. WRKI-F	20/315
5. WLAD	18/260
WCBS	18/371

WEZN - See Bridgeport  
WNBC, WCBS - See New York

WLAD, 800, 1 KW (DAYS), MOR , \$23.80 (Unirep)  
WINE, 940, 1 KW (DAYS), AC , \$18.00 (Roslin)  
WDAQ-F, 98.3, 1.3 KW @ 460, BTFL MUS (KalaMusic) , \$23.80 (Unirep)  
WRKI-F, 95.1, 50 KW @ 500, AOR (Burk-Abr) , \$30.00 (Roslin)

GAINESVILLE, FL

Market # 209/Pop: 150,300  
APR 14.0

Revenue : \$1,834,932  
Income : \$ 144,919

Diaries: 529  
FM Share: 51.55%

12+ METRO 1/4/SHARE

1. WYKS-F	36/19.3
2. WDVH	35/18.7
3. WRUF-F	24/12.8
4. WRUF	19/10.2
5. WGGG	16/ 8.6

12+ TSA 1/4/CUME

1. WDVH	40/323
2. WYKS-F	37/497
3. WRUF-F	32/497
4. WRUF	21/579
5. WGGG	18/349

WDVH, 980, 5 KW (DAYS), COUNTRY , \$14.00 (PRO)  
WGGG, 1230, 1 KW/250 W, CONTEMP MBS, \$11.00 (Savalli) Howard Miller  
WRUF, 850, 5 KW (DA-N), MOR NBC, \$11.50 (Smith)  
WRUF-F, 103.7, 100 KW @ 344, BTFL MUS , \$13.00 (Smith)  
WYKS-F, 105.5, 3 KW @ 300, CONTEMP , \$15.75 (Masla) Sunshine Wireless

LAFAYETTE, IND

Market # 213/Pop: 146,700  
APR 12.3

Revenue : \$1,994,332  
Income : \$ -23,944

Diaries: 312  
FM Share: 64.34%

12+ METRO 1/4/SHARE SPG FAL  
81 80

- 1. WASK 28/22.0 23.0 18.1
- 2. WASK-F 24/18.9 14.8 15.5
- 3. WAZY-F 23/18.1 18.5 15.5
- 4. WXUS-F 20/15.7 13.3 19.0

WASK, 1450, 1 KW/250 W, MOR  
WASK-F, 105.3, 50 KW @ 375, COUNTRY  
WAZY-F, 96.5, 50 KW @ 500, ROCK  
WXUS-F, 92.7, 3 KW @ 215, AOR

12+ TSA 1/4/CUME

- 1. WASK-F 41/515
- WAZY-F 41/641
- 3. WASK 31/509
- 4. WXUS-F 28/382

, \$16.91 (Regional)  
, \$12.98 (Regional)  
ABC-C, \$16.00 (----)  
Source, \$17.00 (Masla)

NEW BEDFORD-FALL RIVER, MA

Market # 189/Pop: 474,800  
APR 18.4

Revenue : NA  
Income : NA

Diaries: 817  
FM Share: 54.17%

12+ METRO 1/4/SHARE SPG A/M  
81 80

- 1. WHJY-F 68/9.1 3.8 4.1
- 2. WBSM 65/8.7 6.7 11.0
- 3. WLKW-F 57/7.7 7.1 6.5
- 4. WSAR 39/5.2 3.3 4.7
- 5. WMYS-F 38/5.1 6.1 6.8

WBSM, 1420, 5 KW/1 KW (DA-2), MOR  
WSAR, 1480, 5 KW (DA-2), TALK/NEWS  
WMYS-F, 98.1, 50 KW @ 589, CONTEMP

12+ TSA 1/4/CUME

- 1. WHJY-F 68/800
- 2. WBSM 65/617
- 3. WLKW-F 57/648
- 4. WSAR 41/509
- 5. WMYS-F 38/468

WLKW, WHJY - See Providence

ABC-I, \$21.00 (----)  
CBS, \$ ? ? \* (MMR) Knight  
ABC-E, \$22.00 (Christal)

PALM SPRINGS, CA

Market # NA/Pop: 107,200 (12+)  
APR 16.7

Revenue : NA  
Income : NA

Diaries: 327  
FM Share: 60.65%

12+ METRO 1/4/SHARE SPG FAL  
81 80

- 1. KVIM-F 27/14.4 --- ---
- 2. KPSI-F 24/12.8 14.9 13.6
- 3. KDES 21/11.2 11.2 14.7
- 4. KDES-F 20/10.6 14.4 13.1
- 5. KWXY-F+ 19/10.1 10.7 12.6

KDES, 920, 5 KW/1 KW (DA-2), AC  
KDES-F, 104.7, 42 KW @ 540, BTFL MUS  
KVIM-F, 93.7, 50 KW @ ? ?, SPANISH  
KPSI-F, 101.1, 3 KW @ 300, ROCK  
KWXY-F+, 98.5, 50 KW @ 500, BTFL MUS

12+ CUME

- 1. KPSI-F 335
- 2. KDES 276
- 3. KDES-F 237
- 4. KWXY-F+ 204
- 5. KVIM-F 169

ABC-C, \$20.25 (Mc-Guild)  
, \$20.25 (Mc-Guild)  
, \$ 8.25 (----)  
ABC-F, \$ ? ? \* (Christal)  
, \$11.50 (Potter)

PLATTSBURGH, NY

Market # NA?Pop: 64,400 (12+)  
APR 17.5

Revenue : NA  
Income : NA

Diaries: 368  
FM Share: 46.15%

12+ METRO 1/4/SHARE SPG 81

- 1. WIRY 29/25.4 25.2
- 2. WGFB-F 19/16.7 10.7
- 3. WKDR 16/14.0 15.5
- 4. WLFE-F 10/ 8.8 8.7

12+ TSA 1/4/CUME

- 1. WLFE-F 67/405
- 2. WQCR-F 51/697
- 3. WGFB-F 47/727
- 4. WKDR 41/409

c-2

PLATTSBURGH, NY (Con't)

WIRY, 1340, 1 KW/250 W, ? ?	MBS, \$12.50 (Masla)	
WKDR, 1070, 5 KW (DAYS), COUNTRY	ABC-E, \$14.25 (PRO)	
WGFB-F, 99.9, 10 KW @ 780, AOR	, \$10.00 (----)	
WLFE-F, 102.3, 3 KW @ 215, COUNTRY	, \$ 8.75 (Lotus)	
WQCR-F, 98.9, 50 KW @ 310, ROCK	, \$18.25 (PRO)	(BURLINGTON)

SANTA BARBARA, CA

Market # 125/Pop: 311,100	Revenue : \$4,469,991	Diaries: 410
APR 13.1	Income : \$ 51,098	FM Share: 63.31%

12+ METRO	1/4/SHARE	SPG	FAL	12+ CUME
		81	80	
1. KRUZ-F	23/12.2	11.8	11.0	1. KIST 355
2. KDB-F	21/11.1	8.2	11.4	2. KTMS 305
KTYD-F	21/11.1	7.2	5.0	3. KRUZ-F 296
4. KIST	15/ 7.9	9.7	7.8	4. KTMS-F 285
5. KTMS-F	14/ 7.4	8.7	4.6	5. KTYD-F 275

KIST, 1340, 1 KW/250 W, MOR	, \$19.50 (Mc-Guild)	
KTMS, 1250, 1 KW (DA-1), MOR	NBC, \$12.00 (Howard)	
KRUZ-F, 103.3, 105 KW @ 2980, BTFL MUS (FM-100)	, \$31.00 (----) Schuele	
KDB-F, 93.7, 13 KW @ 870, BTFL/CLASS	, \$25.50 (HNW)	
KTYD-F, 99.9, 34 KW @ 550, ROCK	, \$22.00 (Selcom)	
KTMS-F, 97.3, 18 KW @ 2900, AOR	Source, \$15.50 (Howard)	

SANTA ROSA, CA

Market # 128/Pop: 305,900	Revenue : \$2,233,224	Diaries: 382
APR 16.5	Income : \$ 35,556	FM Share: 29.69%

12+ METRO	1/4/SHARE	SPG	FAL	SPG	12+ CUME
		81	80	80	
1. KGO	45/10.3	9.1	10.1	11.4	1. KFRC 704
2. KNEW	35/ 8.0	8.4	8.5	6.1	2. KGO 674
3. KZST-F	33/ 7.6	6.5	6.2	3.8	3. KCBS 574

Other Stations - See San Francisco

KZST-F, 100.1, 3 KW @ 240, BTFL MUS (Bonne) , \$20.00 (Selcom)

WENATCHEE, WA

Market # NA/Pop: 57,300 (12+)	Revenue : \$1,349,025	Diaries: 302
APR 16.2	Income : \$ -36,939	FM Share: 26.74%

12+ METRO	1/4/SHARE	SPG	O/N	12+ TSA	1/4/CUME
		81	80		
1. KPQ	26/27.7	28.3	36.5	1. KPQ	35/572
2. KUEN	21/223	19.6	12.2	KPQ-F	35/394
3. KPQ-F	12/12.8	18.5	13.5	3. KUEN	21/164
KWWW	12/12.8	13.0	21.6	4. KYJR-F	13/122
5. KYJR-F	11/11.7	1.1	---	5. KWWW	12/214

KPQ, 560, 5 KW (DA-N), AC	ABC-I, \$ ? ? * (Howard)
KUEN, 900, 1 KW (DAYS), COUNTRY	MBS, \$ 9.00 (Dahlsten)
KWWW, 1340, 1 KW/250 W, ROCK	RKO, \$ 9.50 (PRO)
KPQ-F, 102.1, 35 KW @ 7000, BTFL MUS	, \$ ? ? * (Howard)
KYJR-F, 104.9, 105 W @ 1330, ROCK	, \$ 9.00 (----)

\* not calculable



MEDIASTAT NON-MONTHLY REPORTS

BARSTOW, CA (Summer 81, 6A-7P)

1. KIOT	29.7	1310, 5 KW (DAYS,DA), MOR	, \$10.00	(----)
2. KFI	16.2	SEE LOS ANGELES		
3. KRXV-F+	9.9	98.1, 11 KW @ 2333, MOR	ABC-I, \$18.00	(Savalli)

FORT MORGAN, CO (Summer 81, 6A-7P, M-Sat)

1. KLS	22.8	SEE DENVER		
2. KFTM	21.9	1400, 1 KW, COUNTRY	, \$ 6.75	(McGuire)

LA JUNTA, CO (Summer 81, 6A-7P, M-Sun)

1. KAVI-F+	16.3	95.9, 2.6 KW @ 150, MOR	, \$ 6.50	(McGuire)
2. KBZZ	13.8	1400, 1 KW/250 W, MOR	MBS, \$ 7.50	(Mountain)
3. KILO-F	12.3	SEE COLORADO SPRINGS		

DOVER, DE (Fall 81, 6A-7P, M-Sun)

1. WSDS-F	15.9	94.7, 50 KW @ 400, COUNTRY	MBS, \$10.00	(Masla) Rau
2. WSTW-F	12.8	SEE WILMINGTON, DE		
3. WDOV	12.3	1410, 5 KW (DA-N), AC	, \$12.29	(Masla) Rau

CALHOUN, GA (Summer 81, 6A-7P, M-F)

1. WSKZ-F	15.9	SEE CHATTANOOGA		
2. WDOD-F	13.3	SEE CHATTANOOGA		
3. WKLS-F	12.6	SEE ATLANTA		
4. WJTH	12.1	900, 1 KW, COUNTRY	, \$5.00	(----)

CARBONDALE, IL (Fall 81, 6A-7P, Mon-Sun)

1. WCIL-F	34.8	101.5, 50 KW @ 300, ROCK	ABC-C, \$14.12	(----)
2. WTOA-F	17.5	104.9, 3 KW @ 200, CONTEMP	, \$14.00	(Howard)
3. WINI	10.1	1420, 500 W, MOR	, \$ 9.00	(----)

OTTUMWA, IA (Fall 81, 6A-7P, M-Sun)

1. KBIZ	27.6	1240, 1 KW/250 W, MOR	CBS, \$15.00	(Mc-Guild) Post
2. KLEE-F	19.2	97.7, 3 KW @ 200, MOR	, \$ 8.00	(Pates)
3. WHO	13.2	SEE DES MOINES		

LAKE CHARLES, LA (Fall 81, 6A=7P, M-Sun)

1. KTQQ-F	25.1	100.9, 3 KW @ 300, COUNTRY	ABC-E, \$ 8.25	(----)
2. KYKZ-F	17.4	96.1, 100 KW @ 427, AC/COUNTRY	, \$13.00	(Selcom)
3. KLCL-F	11.3	99.5, 35 KW @ 400, BTFL MUS	, \$ 9.90	(Torbet) Perry

BANGOR, ME (Fall 81, 6A-7P, M-Sun)

1. WGUY-F+	19.5	100.9, 1 KW @ 484, ROCK	, \$13.00	(Masla)
2. WBGW-F	14.8	97.1, 5 KW @ 1228, AC	ABC-E, \$19.00	(Torbet) Hildreth
3. WACZ	14.1	620, 5 KW (DA-N), CONTEMP	, \$23.00	(Savalli)
4. WABI	13.9	910, 5 KW (DA-N), MOR	ABC-C, \$14.63	(Torbet) Hildreth
5. WPBC-F	12.6	92.9, 15 KW @ 781, BTFL MUS	, \$21.00	(Groskin)

JACKSON, MI (Fall 81, 6A-7P, M-Fri)

1. WJXQ-F	29.4	106.1, 50 KW @ 500, AOR	, \$28.50	(Christal) Patten
2. WIBM-F	13.7	94.1, 50 KW @ 342, ROCK	ABC-F, \$13.50	(Torbet) Booth
3. WJR	11.3	SEE DETROIT		
4. WKHM	7.1	970, 1 KW (DA-2), MOR	CBS, \$12.90	(Christal) Patten
5. WXCM	5.6	1450, 1 KW/250 W, COUNTRY	ABC-E, \$13.50	(Torbet) Booth

MUSKEGON, MI (Sum 81, 6A=7P, M-Fri)

1. WMUS-F+	27.3	106.9, 50 KW @ 285, COUNTRY	, \$14.00	(Masla)
2. WKBZ	19.2	850, 1 KW (DA-1), NOST (Toby Arnold)	, \$11.50	(PRO) Reams
3. WQWQ-F	17.1	105.5, 50 KW @ 375, BTFL MUSIC	, \$15.00	(Masla)

PETERBOROUGH, NH (Sum 81, 6A-7P, M-Fri)

1. WCOZ-F	18.5	SEE BOSTON		
2. WFMP-F	8.5	104.5, 50 KW @ 280, AC	, \$12.00	(Kettell) (PITCHBURG)
3. WAAF-F,	6.9	SEE BOSTON		

ELMIRA, NY (Fall 81, 6A-7P, M-F)

1. WLKY-F	18.2	94.3, 950 W @ 480, ROCK (TM)	, \$ 8.00	(Savalli)
2. WQIX-F	15.2	100.9, 3 KW @ 245, COUNTRY	, \$14.40	(Market 4)
3. WENY	12.8	1230, 1 KW/250 W, MOR	NBC, \$26.75	(Mc-Guild) Green
4. WLEZ-F	12.6	92.7, 700 W @ 560, BTFL MUS	, \$26.75	(Mc-Guild) Green

ITHACA, NY (Fall 81, 6A-7P, M-Sun)

1. WTKO	20.2	1470, 5 KW/500 W (DA-N), AC	ABC-I, \$12.00	(----)
2. WVBR-F	17.5	93.5, 3 KW @ 250, AOR	, \$13.00	(Market 4)
3. WHCU-F	14.1	97.3, 52 KW @ 370, VARIETY	CBS, \$15.00	(Lotus) Cornell
4. WNOZ-F	11.1	99.9, 20 KW @ 730, ROCK	, \$ 9.00	(Market 4)

GOLDSBORO, NC (Summer 81, 6A=7P, M-F)

1. WRAL-F	23.8	SEE RALEIGH		
2. WFMC	19.4	1070, 1 KW (DAYS), COUNTRY	, \$6.50	(Carolina)
3. WGBR	16.8	1150, 5 KW/1 KW (DA-2), AC	, \$7.50	(T-N)
4. WOKN-F	10.0	102.3, 3 KW @ 275, BLACK	, \$7.00	(Howard)

WOOSTER, OH (Summer 81, 6A-7P, M-Sun)

1. WMMS-F	18.5	SEE CLEVELAND		
2. WGCL-F	14.4	SEE CLEVELAND		
3. WNCO-F	12.1	101.3, 50 KW @ 388, COUNTRY	, \$15.00	(PRO)
4. WWST	8.2	960, 1 KW (DAYS), AC	, \$ 9.00	(Regional)

ALVA-ENID, OK (Summer 81, 6A-7P, M-F)

1. KXLS-F	31.6	99.7, 100 KW @ 835, CONTEMP	, \$16.00	(----)
2. KNID-F	10.5	96.9, 100 KW @ 550, COUNTRY	, \$10.00	(Savalli)
3. KGWA	7.5	960, 1 KW (DA-1), AC	CBS, \$19.00	

SALEM, OR (Fall 81, 6A-7P, Mon-F)

1. KGON-F	11.5	SEE PORTLAND		
2. KSKD-F	9.0	105.1, 100 KW @ 785, ROCK	, \$20.50	(Howard)
3. KGAY	7.5	1430, 5 KW (DAYS), COUNTRY	ABC-I, \$16.25	(PRO)
4. KUPL-F	6.6	SEE PORTLAND		

PARIS, TN (Sum 81, 6A-7P, M-F)

1. WMUF	28.1	1000, 500 W (DAYS,DA), COUNTRY	NBC, \$5.50	(Beaver)
2. WTPR-F	25.6	105.5, 3 KW @ 200, COUNTRY	, \$5.50	(Midsouth)
3. WKTA-F	17.4	106.9, 100 KW @ 500, COUNTRY	MBS, \$8.00	

UNION CITY, TN (Sum 81, 6A-7P, M-F)

1. WENK	63.0	1240, 1 KW/250 W, CONTEMP	RKO, \$6.60	(Midsouth)
2. WALR-F	17.9	104.9, 3 KW @ 363, CONTEMP	ABC-I, \$5.00	(Midsouth)

SAN ANGELO, TX (Fall 81, 6A-7P, M-Sun)

1. KIXY-F	29.5	94.7, 39 KW @ 140, ROCK	MBS, \$11.85	(Selcom) Abaris
2. KBIL-F	16.2	92.9, 100 KW @ 726, AC	MBS, \$14.90	(Miller)
3. KGKL	12.2	960, 5 KW/1 KW (DA-N), ROCK	ABC-C, \$ 9.50	(Torbet)

SEYMOUR, TX (Fall 81, 6A-7P, M-F)

1. KVRP-F	37.3	95.5, 100 KW @ 529, COUNTRY	, \$ 7.25	(PRO)
2. KSEY	8.3	1230, 1 KW/250 W, COUNTRY	MBS, \$ 5.00	(----)
3. WEAN-F	8.0	105.1, 100 KW @ 808, COUNTRY	MBS, \$20.25	(Selcom) (ABILENE)

BRATTLEBORO, VT/KEENE, NH (Fall 81, 6A-7P, Mon-Sun)

1. WKNE	15.1	1290, 5 KW (DA-N), AC	ABC-E, \$11.75	(Savalli)
2. KTSA	12.8	1450, 1 KW/250 W, CONTEMP	, \$13.00	(NE Spot)
3. WNBX-F	11.7	103.7, 42 KW @ 550, ROCK	, \$ 9.00	(Savalli)
4. WMMJ-F	9.2	96.7, 3 KW @ 169, BTFL MUS	NBC, \$13.00	(NE Spot)

MIDDLEBURY, VT (Sum 81, 6A-7P, Mon-Sun)

1. WCVM-F	22.1	100.9, 3 KW @ -146, ROCK	, \$10.00	(Kadetsky)
2. WSYB	15.2	1380, 5 KW/1 KW (DA-N), ROCK	NBC, \$10.75	(Torbet) Green
3. WHWB-F	10.4	98.1, 50 KW @ -295, COUNTRY	, \$ 8.00	(NE Spot)

BLUEFIELD, VA (Fall 81, 6A-7P, M-F)

1. WHAJ-F	26.1	104.5, 100 KW @ 1197, ROCK	, \$14.00	(----) Daily Telegraph
2. WHIS	10.1	1440, 5 KW/500 W, MOR	NBC, \$12.00	(----) Daily Telegraph
3. WBDY-F+	9.4	106.3, 3 KW @ 150, COUNTRY	MBS, \$10.00	(PRO)

HARRISONBURG, VA (Fall 81, 6A-7P, M-Sat)

1. WSVA	24.9	550, 5 KW/1 KW (DA-1), MOR	, \$12.00	(PRO) Gilmore
2. WQPO-F	15.7	100.7, 7 KW @ 340, CONTEMP	, \$ 9.00	(PRO) Gilmore
3. WKCY	13.4	1300, 5 KW (DAYS), COUNTRY	NBC, \$12.00	(----)

STAUTON, VA (Fall 81, 6A-7P, M-F)

1. WTON	26.9	1240, 1 KW/250 W, MOR	ABC-E, \$7.50	(----)
2. WKDW	21.3	900, 1 KW (DAYS), COUNTRY	, \$9.00	(----)
3. WSGM-F	11.0	93.5, 3 KW @ 352, ROCK	, \$8.25	(----)

CLARKSBURG, WV (Sum 81, 6A-7P, Mon-Sun)

1. WPDY-F+	37.7	104.9, 2.4 KW @ 327, COUNTRY	, \$ 8.50	(Masla)	Rau
2. WKKW-F	12.4	106.5, 50 KW @ 500, COUNTRY	, \$ 9.25	(Savalli)	
3. WHAR	12.2	1340, 1 KW/250 W, CONTEMP	, \$11.00	(PRO)	

GREENBRIAR VALLEY, WV (Sum 81, 6A-7P, Mon-Sun)

1. WRON	37.4	1400, 1 KW/250 W, COUNTRY	MBS, \$5.00	(Dome)
2. WSLW	16.0	1310, 5 KW (DAYS), MOR	ABC-I, \$5.25	(Regional)
3. WXLK-F	12.2	SEE ROANOKE		
4. WSLQ-F	10.2	SEE ROANOKE		

SHERIDAN, WY (Sum 81, 6A-7P, Mon-Sun)

1. KROE-F	39.5	94.9, 58 KW @ 243, ROCK (Century 21)	, \$7.25	(Hix)
2. KWYO	33.5	1410, 5 KW/500 W, COUNTRY	ABC-I, \$9.00	(Eastman)
3. KROE	18.1	930, 5 KW (DAYS), MOR	, \$7.25	(McGuire)

BIRCH REPORTS

I am very pleased to be able to offer Birch report data in this and subsequent editions of American Radio. Tom Birch and his staff have obviously made great strides in establishing their product and I am delighted to include them.

For this issue I have used the metro share cume rating tables (Mon-Sun, 6AM-MID, 12+). I have included only the top ten stations in each market. The Spring 1982 edition of American Radio will use Birch data in greater detail and will include a discussion on the Birch methodology.

ATLANTA BIRCH REPORT

AUG 81 - JAN 82

<u>12+ METRO SHARE</u>							<u>12+ CUME RATING</u>						
	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>		<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WKLS-F	12.5	10.8	10.2	14.7	14.3	12.3	1. WZGC-F	28.3	27.5	25.2	27.3	27.9	24.0
2. WZGC-F	15.1	12.1	9.4	11.2	12.8	11.5	2. WQXI-F	21.9	22.5	21.0	21.7	22.4	21.3
3. WVEE-F	14.8	12.8	13.4	12.1	10.6	10.0	3. WSB	20.9	22.8	24.7	23.9	22.3	19.5
4. WSB	7.7	10.8	11.7	8.7	9.2	8.3	4. WKLS-F	20.7	20.6	21.3	23.6	23.3	19.3
5. WQXI-F	9.8	10.2	8.7	7.5	6.7	7.6	5. WVEE-F	14.1	14.6	15.7	14.4	12.8	12.7
6. WPCH-F	5.7	6.0	8.9	7.8	8.2	7.1	6. WKHX-F	8.8	9.3	7.5	8.3	10.3	12.4
7. WKHX-F	4.2	4.6	3.0	4.3	5.5	6.4	7. WPCH-F	10.8	9.7	10.8	12.1	12.6	11.7
8. WGST	4.5	4.0	4.1	4.8	4.0	5.5	8. WGST	8.5	8.8	11.0	12.1	10.2	11.2
9. WPLO	4.5	4.0	5.6	5.2	5.0	5.3	9. WPLO	11.1	10.4	12.1	12.3	11.0	10.0
10. WLTA-F	4.0	5.8	6.5	5.3	4.3	4.7	10. WLTA-F	8.4	8.5	8.6	9.2	9.5	9.7

BALTIMORE BIRCH REPORT

AUG 81 - JAN 82

<u>12+ METRO SHARE</u>							<u>12+ CUME RATING</u>						
	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>		<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WBAL	10.8	9.3	8.4	10.4	11.2	13.6	1. WBAL	20.5	18.1	17.3	16.7	20.4	25.4
2. WIYY-F	13.0	12.0	13.3	12.6	13.8	11.7	2. WIYY-F	19.6	17.1	18.5	16.3	17.8	18.0
3. WXYV-F	4.7	7.0	6.9	7.8	7.7	8.7	3. WPOC	11.1	10.2	10.8	9.8	10.5	13.4
4. WPOC	6.5	7.2	6.3	7.3	8.4	8.2	WBSB	13.7	12.5	11.2	10.6	12.4	13.4
5. WBSB	6.0	6.4	6.4	6.2	7.0	7.2	5. WXYV-F	8.8	10.8	11.3	11.7	11.5	11.1
6. WLIF-F	6.1	6.1	5.2	6.7	7.1	4.7	6. WLIF-F	11.2	7.9	9.7	10.7	11.1	10.2
7. WCBM	4.4	5.0	4.4	4.5	4.0	3.5	7. WFBR	11.2	11.1	10.5	8.9	9.2	9.0
8. WWDC-F	2.4	2.6	3.2	3.0	4.0	3.8	8. WCBM	8.8	7.5	9.3	8.8	8.1	8.2
9. WFBR	4.1	4.1	3.8	4.2	3.1	3.4	9. WCAO	9.6	8.7	8.9	8.6	8.0	7.3
10. WWIN	3.0	3.0	4.9	5.1	2.9	2.7	10. WWIN	6.0	6.7	8.0	8.4	6.8	6.1

BUFFALO BIRCH REPORT

AUG 80 - JAN 81

<u>12+ METRO SHARE</u>							<u>12+ CUME RATING</u>						
	<u>AUG</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>		<u>AUG</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WGR	6.0	7.2	9.0	10.7	12.6	14.1	1. WGR	17.7	18.9	19.1	20.0	21.2	27.1
2. WBEN	8.6	10.3	12.9	11.8	11.9	12.1	2. WBEN	23.8	24.0	24.8	23.6	22.6	24.1
3. WJYE-F	11.9	10.6	7.9	6.7	8.4	11.1	3. WKBW	26.1	24.5	22.3	22.1	22.0	23.5
4. WKBW	9.8	9.2	7.6	7.4	9.6	9.5	4. WGRQ-F	24.5	23.0	21.2	21.6	19.4	16.1
5. WGRQ-F	17.0	14.4	12.9	13.4	12.4	9.2	5. WJYE-F	16.1	16.9	16.1	13.8	13.7	14.9
6. WBLK-F	2.3	4.0	7.0	6.9	6.8	6.6	6. WBEN-F	25.6	23.0	18.2	18.2	16.8	13.8
7. WBEN-F	11.5	10.5	7.5	7.3	7.8	6.2	7. WPHD-F	11.7	12.3	10.9	9.0	8.8	10.4
8. WECK	4.1	5.3	5.6	6.0	6.0	5.6	8. WECK	7.4	9.4	9.7	7.8	7.0	7.3
9. WZIR-F	0.5	2.1	3.1	1.9	3.2	3.5	9. WBLK-F	4.3	6.3	8.8	8.0	7.0	7.2
10. WPHD-F	4.8	4.6	4.2	2.8	2.5	3.0	10. WEBR	0.0	1.8	6.6	6.7	3.6	6.6

CHARLOTTE BIRCH REPORT

AUG 81 - JAN 82

12+ METRO SHARE

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WSOC-F	12.0	15.6	15.0	12.7	15.5	17.4
2. WBT	14.9	12.7	11.4	11.8	12.4	13.1
3. WROQ-F	13.6	13.1	10.7	10.4	11.3	12.5
4. WBCY-F	15.7	12.4	12.3	12.0	10.9	12.0
5. WEZC-F	7.4	7.9	8.9	10.4	9.3	9.3
6. WPEG-F	7.1	5.1	8.4	10.4	9.2	6.6
7. WAYS	6.9	7.9	5.9	5.8	6.5	6.6
8. WLWV-F	3.1	3.0	2.2	2.9	2.8	3.3
9. WZXI-F	3.3	2.8	4.1	4.4	3.1	2.9
10. WSOC	4.2	4.2	3.0	2.6	3.2	2.7

12+ CUME RATING

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WBT	32.0	29.8	26.9	29.4	25.8	28.3
2. WBCY-F	23.4	25.0	24.1	24.0	21.1	22.9
3. WSOC-F	20.2	23.7	24.1	23.5	19.1	22.7
4. WROQ-F	20.4	24.3	21.0	19.0	17.8	20.8
5. WAYS	16.9	21.4	22.9	22.8	17.8	18.7
6. WEZC-F	12.6	11.8	12.5	14.6	12.1	12.6
7. WPEG-F	9.5	8.1	11.7	14.8	11.6	11.5
8. WSOC	11.6	9.5	8.1	8.7	7.0	7.2
9. WGIV	7.1	6.8	8.8	10.3	7.0	6.4
10. WLWV-F	3.9	5.1	4.5	6.0	5.6	6.0

CLEVELAND BIRCH REPORT

AUG 80 - JAN 81

12+ METRO SHARE

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WMMS	11.7	12.3	14.9	15.9	11.5	11.1
2. WERE	4.8	4.9	4.4	5.2	8.1	8.8
3. WQAL	5.6	4.7	5.6	4.5	5.5	8.3
4. WGCL	7.0	5.3	5.2	5.3	6.5	6.9
5. WDOK	7.9	6.0	8.7	8.2	7.3	6.8
6. WGAR	5.7	4.9	3.3	4.8	5.1	5.6
WHK	6.9	7.6	5.7	5.8	6.9	5.6
8. WLYT	6.7	8.0	6.8	5.5	4.8	5.2
9. WDMT	5.4	5.6	4.9	3.9	4.6	5.1
10. WZZP	4.9	5.9	6.8	7.6	8.4	4.9

12+ CUME RATING

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WMMS	21.1	20.5	19.7	19.8	18.1	18.5
2. WLYT	14.0	14.3	15.0	14.2	13.6	14.4
3. WGCL	16.9	16.5	17.4	17.8	14.8	14.0
4. WERE	11.2	10.6	9.3	10.4	12.1	12.4
5. WDOK	15.0	13.8	14.3	12.6	11.9	11.4
6. WHK	13.4	14.1	13.6	14.1	13.2	10.5
7. WZZP	10.9	11.5	12.1	13.7	12.6	10.3
8. WWWW	11.7	11.8	12.4	14.4	11.7	9.8
9. WGAR	12.4	11.2	10.9	12.6	10.4	9.7
10. WQAL	11.6	9.5	9.0	8.2	7.6	9.4

CINCINNATI BIRCH REPORT

AUG 80 - JAN 81

12+ METRO SHARE

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WEBN-F	17.5	19.5	19.2	17.0	12.7	13.9
2. WKRC-F	8.4	11.2	9.8	10.4	13.8	12.1
3. WKRC	10.7	10.1	9.5	8.2	8.3	9.2
WLW	8.8	7.5	7.5	5.0	8.6	9.2
5. WWEZ-F	8.9	6.2	5.6	5.6	7.1	6.8
6. WUBE-F	5.4	5.8	4.5	5.6	7.6	6.5
7. WCKY	7.3	8.4	8.0	6.2	4.7	5.6
8. WMLX	0.0	0.9	2.3	4.4	5.6	5.2
9. WYYS-F	2.9	3.0	2.6	6.0	7.6	5.0
10. WRRM-F	5.4	6.3	6.1	6.4	6.2	4.7

12+ CUME RATING

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WLW	24.9	24.8	24.2	19.9	21.2	22.7
2. WKRC-F	23.3	23.5	22.9	24.3	22.7	21.3
3. WEBN-F	24.4	23.7	23.7	23.5	20.4	20.4
4. WKRC	21.7	19.7	19.0	19.9	18.6	17.5
5. WWEZ-F	15.5	14.4	14.6	14.7	11.6	10.8
6. WCKY	15.1	15.2	13.0	10.8	9.9	10.4
7. WYYS-F	10.4	14.4	14.6	14.7	11.6	10.8
8. WUBE-F	11.0	10.8	10.1	10.0	10.7	9.8
9. WRRM-F	10.9	11.1	10.4	11.2	10.6	9.6
10. WMLX	0.0	2.8	4.5	7.3	7.3	7.2

GREEN BAY BIRCH REPORT

APR 81 - JAN 81

12+ METRO SHARE

	<u>APR</u>	<u>JUL</u>	<u>OCT</u>	<u>JAN</u>
1. WGEE	20.2	17.3	19.7	22.8
2. WIXX-F	19.9	21.5	19.9	21.4
3. WDUZ-F	11.7	9.0	10.5	15.0
4. WNFL	10.4	11.6	13.4	11.2
5. WDUZ	9.4	8.0	9.1	9.1
6. WAPL-F	12.7	12.2	12.7	8.5

12+ CUME RATING

	<u>APR</u>	<u>JUL</u>	<u>OCT</u>	<u>JAN</u>
1. WIXX-F	41.2	40.9	42.4	39.3
2. WGEE	32.8	33.2	33.2	36.0
3. WDUZ	27.2	22.2	25.5	34.6
4. WNFL	29.9	24.9	32.4	29.7
5. WDUZ-F	23.6	20.3	21.3	23.6
6. WAPL-F	18.6	21.1	21.1	17.6

HARTFORD BIRCH REPORT

AUG 80 - JAN 81

12+ METRO SHARE

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WTIC	21.9	25.3	24.1	23.0	23.5	24.8
2. WRCH-F	5.6	6.9	8.2	8.1	7.8	7.4
3. WHCN-F	7.6	9.0	8.3	6.7	6.0	6.6
4. WKSS-F	4.7	4.2	5.0	6.1	7.7	6.4
5. WCCC-F	6.3	7.0	6.4	5.5	5.0	6.0
6. WTIC-F	6.1	3.2	3.6	5.1	4.9	5.1
7. WIOF-F	5.0	6.3	4.3	4.4	3.7	4.3
8. WPOP	4.2	3.8	4.7	4.4	3.8	4.1
9. WWYZ-F	4.2	3.7	3.7	4.4	3.9	3.5
10. WDRC	4.8	4.9	3.7	3.0	3.9	3.6

12+ CUME RATING

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WTIC	45.7	43.7	41.5	43.8	45.6	45.7
2. WCCC-F	16.9	18.7	17.9	16.3	14.7	13.6
3. WHCN-F	16.0	17.2	16.8	15.4	13.6	13.0
4. WPOP	14.2	15.0	14.3	13.0	12.4	11.9
5. WRCH-F	12.4	12.6	13.0	13.9	12.4	10.7
6. WKSS-F	10.4	9.1	9.9	10.7	11.7	10.4
7. WTIC-F	14.3	13.5	14.5	15.8	13.5	9.8
8. WDRC	14.7	13.5	12.1	11.1	11.1	9.3
9. WDRC-F	12.3	11.4	11.5	11.6	11.3	8.5
10. WWYZ-F	8.0	8.1	7.8	8.0	7.8	8.0

INDIANAPOLIS BIRCH REPORT

AUG 80 - JAN 81

12+ METRO SHARE

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WIBC	17.5	17.6	19.6	18.2	16.7	16.0
2. WFBQ-F	17.0	14.9	14.6	15.2	12.4	12.1
3. WILC-F	8.2	10.7	3.8	4.1	10.4	10.2
4. WIRE	7.6	7.1	7.9	7.8	8.9	9.0
5. WXTZ-F	7.9	7.8	10.3	10.3	9.5	8.9
6. WNAP-F	10.9	6.6	8.6	8.4	7.4	8.5
7. WENS-F	4.2	7.8	8.7	8.9	6.0	7.7
8. WFMS-F	6.1	6.5	6.6	7.0	7.8	7.2
9. WIKS-F	6.6	5.7	4.3	5.1	6.2	5.7
10. WIFE	1.8	3.2	2.9	2.2	2.0	2.3

12+ CUME RATING

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WIBC	28.5	28.5	30.1	28.8	28.4	29.3
2. WFBQ-F	24.0	22.1	22.8	22.4	21.5	21.2
3. WNAP-F	24.6	22.7	24.4	23.9	22.1	19.8
4. WIKS-F	20.0	18.5	17.2	19.0	21.2	18.7
5. WIRE	15.6	15.0	16.0	16.8	18.2	17.1
6. WXTZ-F	16.2	16.5	18.4	16.5	15.0	16.0
7. WFMS-F	13.3	14.5	13.8	12.5	14.4	14.9
8. WENS-F	7.2	11.7	15.3	15.6	13.6	14.8
9. WILC-F	10.0	10.9	6.6	7.4	10.9	10.3
10. WNDE	8.4	8.2	6.9	6.2	6.2	6.6

JACKSONVILLE BIRCH REPORT

AUG 80 - JAN 81

12+ METRO SHARE

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WFYV-F	17.3	17.9	14.1	13.5	18.6	15.9
2. WQIK-F	8.3	8.0	9.7	8.4	10.3	12.8
3. WAIV-F	5.9	7.6	8.4	11.9	13.5	12.7
4. WIVY-F	11.0	11.0	11.9	11.7	10.5	12.1
5. WKTZ-F	9.9	8.7	9.0	8.8	8.0	8.7
6. WJAX-F	6.1	7.6	6.7	6.7	7.3	5.5
7. WPDQ	7.2	6.3	5.7	6.3	7.1	5.0
8. WAPE	4.8	4.2	3.7	4.2	2.1	2.7
WOKV	1.0	1.8	2.6	2.2	2.9	2.7
10. WKTZ	2.6	3.1	2.1	0.9	0.6	1.9

12+ CUME RATING

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WIVY-F	25.3	26.6	26.9	27.7	23.3	19.8
2. WAIV-F	14.0	14.6	16.0	19.6	20.1	19.3
WQIK-F	20.3	20.0	19.7	18.1	16.9	19.3
4. WFYV-F	20.9	21.7	19.9	19.7	20.3	16.9
5. WKTZ-F	16.9	15.3	14.0	15.0	13.4	11.8
6. WAPE	14.7	13.9	11.7	11.2	9.0	9.7
7. WPDQ	15.3	12.7	10.8	11.3	9.7	9.1
8. WJAX-F	12.2	12.6	10.7	9.7	8.7	8.8
9. WOKV	4.2	5.5	6.8	5.2	5.9	5.4
10. WERD	7.8	6.9	5.6	4.8	4.2	5.0

KANSAS CITY BIRCH REPORT

AUG 80 - JAN 81

12+ METRO SHARE

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. KYYS	12.1	11.9	10.8	13.4	15.0	14.3
2. WDAF	14.1	16.3	14.4	12.0	11.5	13.2
3. KUDL	9.4	7.1	6.7	7.1	8.6	10.3
4. KBEQ	11.5	9.8	8.4	7.7	8.4	8.0
5. KMBR	5.8	5.9	6.2	6.2	6.6	7.7
6. KJLA	1.8	0.9	1.5	3.4	5.6	6.9
7. KCMO	4.9	4.7	5.6	7.4	8.0	6.0
8. KMBZ	10.0	12.0	10.7	9.7	7.8	5.0
9. KCKN-F	4.3	4.2	4.3	4.7	4.1	4.5
10. KCEZ	2.8	3.2	5.0	6.1	5.0	4.4

12+ CUME RATING

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WDAF	27.0	25.3	23.4	21.7	21.9	22.7
2. KYYS	25.4	21.0	19.4	22.8	22.5	20.4
3. KBEQ	22.9	19.6	17.0	20.1	20.5	16.1
4. KUDL	19.3	17.9	15.7	14.5	14.9	14.3
5. WHB	20.2	20.3	18.8	17.3	15.9	14.1
6. KCMO	14.9	13.6	13.8	16.9	16.6	12.9
7. KMBR	14.1	13.2	11.9	11.6	11.1	11.5
8. KMBZ	18.8	22.0	24.2	22.4	16.7	10.9
9. KJLA	4.0	3.5	4.2	7.1	8.9	8.0
10. KCEZ	9.3	10.1	10.1	10.2	9.1	7.4

KNOXVILLE BIRCH REPORT

AUG 81 - JAN 82

12+ METRO SHARE

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WIVK-F	26.2	24.8	23.1	24.3	26.0	26.0
2. WEZK-F	13.0	11.3	11.3	9.5	10.6	14.9
3. WMYU-F	7.8	9.2	10.8	9.0	6.6	6.1
4. WIMZ-F	10.3	10.2	10.6	11.5	9.6	9.3
5. WNOX	6.8	7.4	7.5	7.1	7.4	6.8
6. WOKI-F	10.1	9.3	10.0	9.0	6.6	6.1
7. WIVK	4.8	3.9	3.3	2.8	3.6	3.9
8. WGAP	2.2	3.1	3.3	1.7	1.9	3.5
9. WHEL	1.6	2.2	2.5	2.0	3.3	2.9
10. WRJZ	2.5	3.1	3.9	3.5	3.0	2.1

12+ CUME RATING

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WIVK-F	38.2	33.2	29.5	30.8	32.6	33.0
2. WMYU-F	18.1	19.4	19.3	22.8	20.5	20.1
3. WEZK-F	18.4	15.8	14.4	13.8	14.2	18.1
4. WNOX	23.5	21.0	18.2	17.2	17.4	16.1
5. WIMZ-F	17.5	16.5	13.5	14.3	12.7	13.3
6. WOKI-F	20.3	18.5	16.0	15.3	13.2	13.0
7. WGAP	5.9	7.2	8.0	5.8	6.0	8.3
8. WRJZ	15.4	13.3	10.4	10.5	9.0	6.1
9. WIVK	12.2	8.9	6.3	6.0	5.8	5.6
10. WHEL	5.8	5.7	4.2	3.7	5.6	5.5



LOUISVILLE BIRCH REPORT

AUG 80 - JAN 81

<u>12+ METRO SHARE</u>							<u>12+ CUME RATING</u>						
	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>		<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WVEZ-F	9.5	7.8	5.4	7.2	10.0	10.1	1. WHAS	21.6	22.2	22.5	24.4	27.0	25.3
2. WHAS	8.3	8.3	8.7	9.4	11.9	9.6	2. WQMF-F	20.3	20.7	20.6	18.8	19.6	19.4
WQMF-F	11.9	13.5	11.5	11.3	11.8	9.6	3. WKJJ-F	18.8	17.6	17.7	17.7	17.0	18.9
4. WRKA-F	7.1	9.8	10.2	10.4	10.9	9.1	4. WLRS-F	17.1	17.7	17.8	19.4	19.6	17.7
5. WAMZ-F	9.8	8.4	7.9	9.6	9.6	8.7	5. WAMZ-F	15.7	15.5	15.0	16.1	17.3	16.7
6. WCII	7.9	9.0	9.6	8.1	7.4	7.5	6. WRKA-F	14.5	15.7	16.2	17.0	16.1	16.2
7. WKJJ-F	7.7	6.2	6.2	5.1	5.2	7.1	7. WAVG	16.8	17.2	16.9	18.4	18.0	15.4
8. WLOU	5.9	9.3	11.3	8.5	5.4	7.0	8. WVEZ-F	14.7	12.3	11.5	13.4	15.1	14.8
9. WLRS-F	7.0	5.2	4.3	6.4	8.2	6.6	9. WCII	16.3	15.9	18.0	16.5	13.8	13.9
10. WAVG	6.5	5.9	7.3	7.2	7.1	6.1	10. WAKY	16.2	15.2	17.4	18.7	15.5	13.5

MEMPHIS BIRCH REPORT

AUG 80 - JAN 81

<u>12+ METRO SHARE</u>							<u>12+ CUME RATING</u>						
	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>		<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WHRK	14.5	15.6	18.7	17.9	14.3	14.0	1. WMC-F	29.6	28.6	26.4	27.0	28.8	28.4
WMC-F	12.4	12.0	11.4	11.6	13.8	14.0	2. WZXR	24.1	23.3	22.2	20.3	21.4	22.6
3. WZXR	15.5	10.9	12.3	15.7	13.5	12.2	3. WMC	18.4	19.7	21.4	19.6	18.4	20.2
4. WMC	7.6	9.1	9.5	8.5	8.4	8.6	4. WDIA	14.0	15.4	16.8	16.3	15.6	18.3
5. WEZI	7.0	6.6	6.5	6.4	6.6	6.9	5. WHRK	17.2	19.5	21.5	20.4	17.2	18.1
6. WDIA	5.1	5.3	4.6	3.3	5.7	6.6	6. WRVR	19.1	20.3	18.2	15.2	15.7	18.0
7. WRVR	7.8	7.3	7.4	7.1	5.9	6.5	7. WEZI	17.2	15.8	13.3	12.9	13.1	14.8
8. WLVS	5.9	5.4	5.4	4.3	4.3	4.5	8. WLOK	12.2	12.5	14.4	15.9	14.7	14.5
9. WHBQ	2.7	4.8	5.8	5.9	5.6	4.4	9. WHBQ	11.7	12.7	12.4	11.7	12.7	13.5
10. WMPS	6.0	5.3	4.5	6.1	5.5	4.3	10. WMPS	13.4	11.2	10.1	12.5	11.1	11.3

MIAMI/FT. LAUDERDALE BIRCH REPORT

AUG 81 - JAN 82

<u>12+ METRO SHARE</u>							<u>12+ CUME RATING</u>						
	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>		<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WHYI	9.6	9.7	8.8	10.5	9.3	8.2	1. WHYI	19.3	19.3	20.9	22.2	20.2	17.7
2. WINZ-F	8.7	7.8	6.7	7.5	8.4	7.7	2. WINZ-F	15.9	16.4	15.2	14.7	15.6	16.1
3. WQBA	4.9	5.0	4.3	6.7	6.4	6.5	3. WSHE	7.9	8.7	11.2	11.2	11.5	10.5
4. WSHE	6.0	5.9	7.8	8.1	7.2	6.3	4. WCKO	6.4	7.6	7.6	7.7	8.9	8.4
5. WNWS	4.4	3.5	5.0	5.2	6.0	6.2	5. WNWS	6.1	5.4	6.7	6.8	7.5	7.9
6. WWWL	3.4	3.1	5.5	5.0	5.1	5.5	6. WLYF	5.6	4.8	5.1	5.8	7.2	7.8
7. WLYF	3.4	2.7	3.2	2.8	4.4	5.2	WINZ	7.6	6.4	6.0	5.4	5.7	7.8
8. WCKO	3.9	4.2	3.0	3.6	4.0	4.7	8. WAXY	8.6	8.2	7.9	9.0	7.5	7.2
9. WEDR	3.9	3.9	2.9	3.9	4.0	3.8	9. WIOD	5.0	4.6	6.3	5.2	5.0	6.7
10. WAXY	4.2	4.0	3.0	3.6	4.0	4.7	10. WQBA	8.4	9.2	7.6	8.6	7.3	6.6
WIOD	2.5	2.7	2.0	1.5	2.4	3.6							

MILWAUKEE BIRCH REPORT

AUG 81 - JAN 82

12+ METRO SHARE

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WTMJ	8.0	9.7	11.8	11.5	10.6	11.5
2. WBCS-F	8.3	11.6	11.7	10.6	10.8	9.3
3. WEZW-F	11.2	9.9	7.6	9.6	11.0	8.4
WISN	7.6	7.4	8.4	7.7	7.1	8.4
5. WQFM-F	6.4	5.2	7.9	8.6	7.8	8.2
6. WLPX-F	7.0	5.9	5.5	5.4	5.5	7.0
7. WZUU-F	5.1	5.3	4.3	4.2	5.3	5.5
8. WKII-F	3.5	4.1	3.8	4.0	5.3	4.3
9. WFMR-F	3.5	3.4	4.4	4.5	3.8	3.5
10. WLUM-F	4.1	4.8	2.7	4.5	4.7	3.3

12+ CUME RATING

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WTMJ	26.0	26.4	28.2	28.6	24.7	26.7
2. WISN	24.0	26.7	29.2	26.2	20.5	22.7
3. WLPX-F	21.4	20.0	20.9	23.6	19.4	18.1
4. WBCS-F	20.0	21.4	20.0	20.4	18.9	17.9
5. WQFM-F	17.5	16.8	17.5	20.4	17.8	16.4
6. WZUU-F	17.7	17.2	17.7	19.2	16.7	15.8
7. WKII-F	14.6	16.7	15.4	15.3	13.5	12.5
8. WEZW-F	21.2	19.1	16.8	16.7	14.2	12.4
9. WOKY	15.6	14.1	14.4	15.4	14.2	11.2
10. WRKR-F	10.1	10.1	9.2	8.9	7.5	7.8

NASHVILLE BIRCH REPORT

AUG 80 - JAN 81

12+ METRO SHARE

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WKDF-F	20.0	20.4	19.9	19.9	17.2	13.9
2. WZEZ-F	6.5	6.5	9.5	10.4	10.6	12.1
3. WWKX	8.6	8.9	8.1	9.2	10.1	10.5
4. WVOL	10.8	11.3	10.6	9.1	10.6	9.2
5. WSIX-F	5.8	6.4	6.2	5.4	6.5	7.3
6. WLAC	4.5	5.6	6.2	6.7	7.1	6.5
7. WSM-F	5.7	6.3	5.7	5.6	5.5	6.1
8. WSM	8.1	6.1	6.9	5.4	5.2	5.2
9. WSIX	0.0	0.0	0.0	2.0	2.8	3.4
10. WKOS-F	2.3	2.8	1.8	1.8	2.3	2.9

12+ CUME RATING

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WWKX	20.6	21.3	24.0	24.7	22.5	24.4
2. WKDF-F	24.1	25.0	26.6	26.8	22.5	20.1
3. WSM	18.8	20.0	21.3	19.0	17.9	19.7
4. WZEZ-F	13.2	12.5	13.9	15.8	17.4	17.0
5. WSM-F	11.1	12.1	13.0	12.1	12.4	14.7
6. WLAC	10.1	13.7	15.7	13.6	12.7	13.4
7. WSIX-F	13.1	16.7	14.7	12.2	12.2	13.1
8. WSIX	0.0	0.0	0.0	8.9	10.0	12.0
9. WVOL	12.2	13.3	12.6	11.8	11.0	10.4
10. WKOS-F	7.6	9.0	9.1	8.3	6.3	8.3

NEW ORLEANS BIRCH REPORT

AUG 80 - JAN 81

12+ METRO SHARE

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WAIL-F	9.9	12.8	9.4	12.3	13.8	11.6
2. WEZB-F	11.7	11.6	12.4	11.6	11.1	11.5
3. WRNO-F	7.6	9.2	9.3	9.2	7.5	7.6
4. WNOE-F	8.4	7.1	6.7	6.4	5.3	7.1
5. WQUE-F	5.5	5.5	6.1	5.6	5.7	5.8
6. WAJY-F	5.9	5.9	3.6	4.1	4.3	5.7
7. WYLD-F	6.8	5.9	4.1	6.0	7.0	5.6
8. WBYU-F	5.0	4.3	6.2	6.1	6.3	5.5
9. WWL	4.1	3.2	4.3	5.7	5.5	5.4
10. WGSO	6.0	7.0	6.6	5.9	4.8	5.3

12+ CUME RATING

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WEZB-F	24.0	22.6	23.1	24.6	23.4	23.7
2. WAIL-F	13.8	14.6	14.8	18.0	18.9	17.8
3. WRNO-F	15.1	14.9	13.4	12.6	11.9	11.1
4. WQUE-F	14.7	11.6	12.5	13.6	13.1	14.1
5. WWL	9.3	9.7	11.6	12.6	12.2	13.9
6. WGSO	11.5	12.9	12.3	11.8	13.4	13.3
7. WBYU-F	10.5	10.9	11.2	10.6	10.5	11.6
8. WTIK	15.6	14.9	13.4	12.6	11.9	11.1
9. WNOE-F	12.8	10.4	10.5	11.7	9.5	10.9
10. WYLD-F	8.1	7.4	7.5	11.2	12.7	10.3

NORFOLK BIRCH REPORT

AUG 80 - JAN 81

12+ METRO SHARE

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WMYK-F	13.9	12.6	13.9	12.6	12.3	13.4
2. WCMS-F	12.5	10.7	8.5	12.1	12.6	11.3
3. WFOG-F	6.2	5.3	7.2	9.1	10.1	10.0
4. WLTY-F	0.0	2.7	6.4	7.9	8.8	9.9
5. WNOR-F	10.2	10.7	12.0	11.8	10.3	8.9
6. WOWI-F	6.7	7.0	7.1	7.6	6.3	5.6
7. WTAR	4.7	3.8	3.2	3.2	3.5	5.4
8. WRAP	5.2	5.4	5.4	4.7	5.2	4.5
9. WWDE-F	3.8	4.8	4.7	3.3	3.0	3.4
10. WNIS	2.0	2.3	1.9	2.6	2.7	3.3
WGH	6.0	5.1	4.3	3.6	3.4	3.3

12+ CUME RATING

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WMYK-F	29.0	28.7	27.7	26.7	27.4	26.1
2. WNOR-F	22.3	21.5	22.4	22.2	22.4	21.1
3. WFOG-F	11.3	12.0	14.2	16.1	18.7	18.4
4. WLTY-F	0.0	7.6	16.7	18.9	20.2	18.5
5. WCMS-F	21.3	21.3	20.6	21.9	19.4	17.8
6. WTAR	12.9	13.6	13.9	14.5	14.3	12.8
7. WRAP	12.9	13.6	13.9	14.5	14.3	12.8
8. WOWI-F	16.7	16.3	16.0	15.9	14.0	12.5
9. WGH	14.9	14.7	12.4	12.0	13.7	12.4
10. WQRK-F	14.9	13.2	12.4	11.3	10.8	9.4

OKLAHOMA CITY BIRCH REPORT

AUG 81 - JAN 82

12+ METRO SHARE

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. KEBC	13.8	11.1	12.0	13.4	14.4	12.6
2. KTOK	14.4	12.2	12.8	13.0	13.7	12.0
3. KATT-F	5.2	5.5	7.3	8.3	8.7	10.5
4. KOMA	10.0	8.5	11.4	10.9	8.0	9.8
5. KXXY	7.3	8.6	7.7	7.6	7.7	7.4
6. KOFM	8.5	10.0	7.6	7.1	6.4	6.9
7. KKNG	8.4	6.8	6.3	6.3	7.6	6.5
8. KKLR	5.3	6.5	4.9	4.8	4.9	5.5
9. WKY	3.5	2.9	3.5	4.3	4.6	4.4
10. KLTE	3.7	5.1	3.9	3.1	3.6	4.2

12+ CUME RATING

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. KEBC	21.8	21.5	21.6	23.4	22.4	22.4
2. KOMA	19.8	20.8	20.8	21.0	19.0	22.0
3. KTOK	20.4	21.1	21.4	22.7	23.4	21.4
4. KOFM	17.7	20.6	19.5	20.6	20.2	20.0
5. KATT-F	13.3	14.6	15.6	18.6	18.8	19.6
6. KXXY	15.4	16.1	18.0	19.2	18.1	16.6
7. KKNG	13.8	14.2	14.2	12.6	13.8	14.7
WKY	11.9	12.4	14.2	17.3	16.5	14.7
9. KLNK-F	8.2	9.9	10.3	11.8	11.3	11.8
10. KLTE	9.6	10.5	9.6	9.0	9.8	11.4

ORLANDO BIRCH REPORT

AUG 80 - JAN 81

12+ METRO SHARE

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WDIZ	14.1	16.9	18.2	13.8	14.2	16.3
2. WDBO-F	12.7	13.3	13.7	13.7	10.8	12.0
3. WBJW	10.9	11.0	8.8	10.0	10.6	11.2
4. WHOO-F	0.0	6.3	7.1	7.7	8.2	8.7
5. WDBO	5.3	6.6	6.5	4.3	5.7	7.9
6. WHOO	12.9	8.6	7.8	10.6	10.4	7.6
7. WHLY	7.5	7.2	7.3	8.4	6.7	6.5
8. WKIS	4.9	4.3	5.8	6.1	4.7	4.6
9. WJYO	4.1	3.9	3.1	5.7	6.2	4.2
10. WLOQ	1.6	2.8	3.7	4.8	4.1	3.5
WORL	7.5	7.7	3.7	1.9	4.3	3.5

12+ CUME RATING

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WDIZ	15.1	15.6	16.9	15.7	17.2	17.7
2. WDBO-F	15.1	15.9	17.7	16.4	16.3	16.7
3. WBJW	15.5	15.4	14.5	14.4	16.2	16.0
4. WDBO	9.3	12.1	11.8	7.2	10.0	13.4
5. WHOO-F	0.0	8.1	8.3	10.2	12.1	11.1
6. WHLY	11.1	12.0	12.5	10.8	10.0	10.0
WHOO	14.7	13.4	13.3	12.8	12.4	10.0
8. WKIS	8.4	7.2	7.9	7.5	8.3	8.4
9. WJYO	5.6	5.4	4.5	4.7	5.6	5.7
10. WLOF	2.7	3.2	3.8	3.2	4.0	4.6

PHOENIX BIRCH REPORT

AUG 81 - JAN 82

12+ METRO SHARE

12+ CUME RATING

	<u>AUG</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. KNIX-F	12.1	10.5	9.1	10.8	11.3	10.6
2. KDKB-F	8.3	9.6	10.5	9.3	9.9	9.8
3. KTAR	7.0	6.6	6.4	6.8	7.1	8.5
4. KZZP-F	9.0	7.5	7.6	8.8	6.6	6.7
5. KQYT-F	5.4	5.4	6.1	5.1	5.1	6.5
6. KUPD-F	5.7	6.2	5.2	4.4	6.1	5.8
7. KOY	5.3	7.4	8.0	7.2	5.5	5.6
8. KMEO-F	5.1	4.7	4.9	5.7	5.7	5.5
9. KUKQ	4.5	3.5	3.3	5.0	5.9	5.4
10. KOOL-F	2.2	3.4	3.9	3.5	4.3	4.3

	<u>AUG</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. KNIX-F	23.1	20.9	16.7	15.9	16.4	18.1
2. KDKB-F	15.7	17.3	17.9	15.0	15.4	17.8
3. KZZP-F	16.4	15.5	14.0	12.3	11.1	14.4
4. KTAR	16.5	14.9	13.6	14.4	14.4	13.7
5. KOY	13.6	14.5	14.7	14.1	13.-	12.9
6. KUPD-F	13.8	14.6	13.9	11.8	12.0	12.1
7. KQYT-F	12.0	10.9	9.4	10.1	10.4	10.9
8. KMEO-F	9.9	10.1	9.4	9.7	10.1	9.4
9. KOPA-F	14.3	15.0	13.5	9.2	6.8	8.8
10. KOOL-F	9.4	9.5	8.4	7.6	7.2	7.3

PITTSBURGH BIRCH REPORT

AUG 81 - JAN 82

12+ METRO SHARE

12+ CUME RATING

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. KDKA	19.6	18.4	20.9	19.2	24.7	25.9
2. WDVE-F	8.7	8.7	7.3	6.4	8.2	9.4
3. WAMO-F	9.4	7.9	7.1	8.1	8.0	8.1
4. WTAE	7.0	9.0	8.3	6.9	8.5	6.6
5. WJAS	6.6	8.4	7.7	8.4	7.1	5.3
6. WBZZ-F	3.3	2.7	3.1	6.1	6.0	5.0
7. WXXY-F	2.1	3.3	5.4	5.4	3.5	3.8
8. WSHH-F	5.1	4.8	4.1	5.2	5.1	4.5
9. KQV	6.1	6.3	4.8	4.2	3.8	4.4
10. WWSW-F	3.7	4.0	3.2	2.0	3.6	3.8
WYDD-F	2.1	3.3	5.4	5.4	3.5	3.8

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. KDKA	36.1	37.9	39.5	35.8	38.1	43.3
2. WDVE-F	14.4	16.3	15.7	15.3	15.5	15.0
3. WTAE	14.4	14.8	15.2	15.3	14.9	13.1
4. WXXY-F	17.2	16.9	13.6	12.3	12.8	12.5
5. WAMO-F	10.2	10.4	10.4	10.5	9.7	10.1
6. WYDD-F	7.7	9.1	10.5	10.5	9.2	9.5
7. WBZZ-F	8.4	8.8	9.3	11.4	11.0	9.3
8. WSHH-F	9.3	10.5	10.3	9.9	10.3	9.0
9. WJAS	9.4	11.4	10.5	9.2	9.4	8.5
10. KQV	8.9	10.6	11.2	10.8	9.5	8.1

PORTLAND BIRCH REPORT

AUG 81 - JAN 82

12+ METRO SHARE

12+ CUME RATING

	<u>AUG</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. KGON-F	13.5	13.9	17.9	17.4	16.8	18.6
2. KGW	8.5	8.6	6.7	5.5	7.0	8.5
3. KUPL-F	5.8	6.1	7.3	5.6	7.2	8.3
4. KEX	6.8	5.4	4.7	6.7	7.2	7.2
5. KINK	7.0	7.5	9.3	9.7	6.8	6.6
6. KWJJ	6.5	5.3	4.2	3.1	4.0	5.6
KXL-F	2.3	2.7	3.0	4.5	6.7	5.6
8. KYTE	4.0	4.6	4.8	4.9	6.0	4.8
9. KYXI	4.6	5.1	5.4	3.9	3.9	4.0
10. KCNR-F	4.3	4.5	4.9	4.8	3.8	3.8

	<u>AUG</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. KGON-F	20.8	19.1	19.7	20.4	21.2	22.2
2. KGW	25.1	21.1	16.7	16.4	18.0	21.4
3. KEX	15.5	12.3	10.2	13.8	17.5	17.2
4. KUPL-F	11.3	9.9	10.3	9.3	12.1	13.3
5. KINK	14.4	13.5	13.2	13.2	11.6	11.3
6. KYXI	10.4	8.8	8.2	7.9	9.2	9.0
7. KWJJ	11.7	9.7	9.6	9.7	8.6	8.6
8. KLLB-F	14.9	13.0	9.5	7.6	7.8	8.4
9. KCNR-F	10.1	9.5	9.5	10.6	9.5	8.2
10. KYTE	8.7	8.1	7.7	7.1	7.7	7.6

RICHMOND BIRCH REPORT

AUG 80 - JAN 81

12+ METRO SHARE

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WRVA	15.5	17.3	17.3	18.5	18.9	22.9
2. WRVQ	13.0	12.8	14.4	15.8	16.2	14.0
3. WRXL	13.3	13.2	13.0	11.8	10.5	11.6
4. WPLZ	6.7	8.6	9.6	8.6	8.1	8.0
5. WEZS	6.2	7.7	6.4	4.1	6.0	7.5
6. WLEE	4.7	5.1	5.3	4.3	4.7	4.1
WRNL	6.3	7.5	8.2	7.9	5.8	4.1
8. WRFK	1.5	2.3	2.4	3.5	4.1	3.7
9. WANT	6.8	5.3	5.1	4.7	4.3	3.3
10. WXGI	2.0	1.8	1.9	1.9	2.1	2.7

12+ CUME RATING

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WRVA	31.8	32.4	35.8	36.9	38.0	39.1
2. WRVQ	32.7	33.1	32.3	33.1	34.2	28.4
3. WRXL	21.3	20.1	20.4	19.9	18.9	17.9
4. WLEE	16.5	14.1	16.2	16.4	14.5	12.8
5. WPLZ	11.4	11.3	12.8	13.0	11.7	11.6
6. WEZS	11.9	11.6	11.2	11.2	11.8	11.4
7. WRNL	14.7	16.0	15.4	15.3	14.2	11.0
8. WANT	11.2	10.7	10.8	11.2	10.7	8.4
9. WTVR-F	6.3	5.3	5.7	7.2	6.1	6.3
10. WRFK	3.7	4.3	3.9	4.3	6.1	6.1

ROCHESTER BIRCH REPORT

AUG 81 - JAN 82

12+ METRO SHARE

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WEZO	14.9	14.9	15.3	14.0	14.2	13.2
2. WMJQ	11.0	10.4	9.7	10.0	10.5	11.3
3. WCMF	10.4	11.2	11.7	11.9	11.3	9.5
4. WNYR	5.7	6.3	4.5	6.0	7.5	7.4
5. WHAM	8.4	7.6	7.7	9.2	9.6	7.1
6. WDKX	5.4	5.1	6.2	5.2	3.4	6.2
WVOR	7.9	8.3	4.9	5.3	5.6	6.2
8. WPKY	4.3	4.7	4.3	3.5	5.1	5.8
9. WPKN	2.5	3.6	7.3	7.0	4.2	5.7
10. WHFM	5.7	6.5	4.8	3.5	3.8	4.6

12+ CUME RATING

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WMJQ	20.6	21.8	23.1	23.2	20.8	20.9
2. WCMF	19.5	20.2	21.5	21.1	20.5	19.7
3. WEZO	21.0	20.2	21.5	19.5	18.5	18.8
4. WHAM	18.7	17.8	20.7	20.1	18.8	17.6
5. WBBF	12.8	12.9	14.1	15.0	12.4	11.5
6. WVOR	15.0	14.7	11.8	12.2	10.9	10.6
7. WHFM	13.0	14.9	13.1	11.3	10.2	9.9
8. WNYR	9.8	10.8	8.6	8.8	10.4	9.5
9. WPKY	11.8	13.3	10.6	9.8	8.9	8.9
10. WDKX	6.8	6.1	6.9	6.6	4.7	6.5

SAN ANTONIO BIRCH REPORT

AUG 80 - JAN 81

12+ METRO SHARE

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. KISS-F	11.7	13.6	13.8	13.0	12.2	14.0
2. KTFM-F	10.6	12.2	12.7	10.5	10.9	12.5
3. KTSA	12.7	11.9	11.4	9.0	8.8	8.2
KITY-F	7.2	7.8	7.3	6.6	7.1	8.2
5. KKYX	6.6	4.6	5.4	7.2	7.1	6.5
6. KQXT-F	9.6	7.8	7.4	7.9	6.8	5.8
7. KONO	5.7	6.7	5.4	5.5	5.2	5.6
8. KBUC	3.2	5.8	6.7	4.9	4.5	5.2
9. KCOR	2.9	2.8	1.5	3.2	4.5	5.1
10. WOAI	6.4	6.2	5.0	4.9	4.3	4.2

12+ CUME RATING

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. KTFM-F	16.8	15.9	17.6	18.4	17.2	15.8
2. KTSA	22.6	20.2	19.6	20.5	19.0	14.2
3. KISS-F	13.5	13.2	13.7	14.9	14.3	13.8
4. KITY-F	13.0	13.1	11.3	12.0	11.6	10.9
5. WOAI	12.6	12.3	12.1	11.0	9.6	10.0
6. KKYX	11.0	9.1	10.5	11.8	9.8	7.7
7. KAJA-F	0.0	4.8	6.5	10.3	9.6	7.2
KBUC	6.0	9.2	9.1	6.2	6.6	7.2
9. KQXT-F	9.9	9.6	12.2	12.9	9.9	6.9
10. KONO	9.1	8.6	8.5	8.9	7.2	6.3

SYRACUSE BIRCH REPORT

AUG 80 - JAN 81

12+ METRO SHARE

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WSYR	10.9	10.6	12.1	14.8	15.9	18.4
2. WSYR-F	16.1	19.3	15.0	13.6	16.6	16.8
3. WHEN	10.2	13.0	11.9	11.9	10.5	9.7
4. WFBL	9.8	7.4	6.6	7.1	6.9	8.0
5. WKFM-F	3.0	3.3	4.6	4.9	3.9	4.4
6. WNDR	4.0	4.1	3.4	3.2	3.9	4.0
7. WAQX-F	4.9	4.5	5.2	4.9	2.5	3.7
8. WEZG-F	3.5	3.5	3.4	1.9	2.5	3.2
WNTQ-F	3.1	2.5	2.6	2.5	3.5	3.2
10. WSEN-F	4.2	5.3	5.6	4.6	4.2	3.1

12+ CUME RATING

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WSYR	28.2	25.5	25.8	28.6	30.0	32.6
2. WSYR-F	27.7	28.3	26.3	24.9	26.2	27.6
3. WHEN	24.1	25.9	24.6	24.2	24.1	24.0
4. WAQX-F	15.7	16.3	17.0	14.9	13.1	14.6
5. WFBL	15.6	13.5	12.2	11.2	12.4	13.6
6. WNDR	10.6	11.8	9.7	9.1	10.5	10.7
7. WKFM-F	6.9	6.8	7.7	9.0	9.5	10.3
8. WEZG-F	7.7	6.5	6.7	6.7	6.7	7.4
9. WOUR-F	5.1	4.1	4.4	4.7	4.9	7.0
10. WSEN-F	8.1	8.3	8.2	6.9	6.1	6.7

TAMPA/ST. PETE BIRCH REPORT

AUG 81 - JAN 82

12+ METRO SHARE

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WRBQ	12.5	12.9	13.2	13.4	15.8	12.9
2. WQYK	8.1	7.9	9.8	11.4	11.8	10.2
3. WWBA-F	5.9	7.3	9.3	9.8	10.0	9.0
4. WCKX-F	4.1	5.7	5.8	6.1	7.8	6.7
5. WJYW	6.7	5.7	4.0	4.4	5.6	6.5
6. WDAE	5.5	5.6	4.7	5.3	5.4	6.3
7. WQXM	8.9	8.3	6.5	6.4	6.5	6.1
8. WYNF	6.4	6.2	6.0	5.6	4.5	5.5
9. WFLA	4.0	3.7	4.5	4.4	4.7	5.2
10. WSUN	7.5	7.9	7.5	5.9	4.4	5.0

12+ CUME RATING

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WRBQ	21.7	20.9	20.4	22.2	23.5	19.6
2. WQYK	12.5	11.9	12.7	13.9	14.3	14.4
3. WFLA	12.0	13.5	15.7	17.9	17.1	12.0
4. WCKX-F	12.8	14.5	14.1	15.9	16.3	11.8
WJYW	11.0	9.3	8.9	9.1	10.7	11.8
6. WSUN	13.7	13.7	14.5	13.5	12.0	11.6
WWBA-F	10.3	10.3	13.8	15.7	13.9	11.6
8. WQXM	18.3	16.9	15.0	15.9	14.2	10.5
9. WYNF	11.7	10.8	11.5	13.6	10.9	8.8
10. WDAE	11.8	12.6	10.6	10.4	10.0	8.6

TULSA BIRCH REPORT

AUG 81 - JAN 82

12+ METRO SHARE

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. KMOD-F	15.7	17.1	15.9	13.7	16.3	17.0
2. KVOO	15.4	14.8	14.1	14.8	15.9	14.8
3. KRAV-F	14.2	16.0	14.1	13.7	11.6	12.9
4. KRMG	10.7	11.7	12.3	11.5	12.2	12.0
5. KWEN-F	9.3	10.5	9.8	12.1	12.0	11.1
6. KBEZ-F	7.8	9.2	8.8	7.6	7.5	7.6
7. KTFX-F	5.4	2.6	4.5	6.1	5.5	5.7
8. KCFO-F	3.4	2.7	3.9	3.5	2.9	3.8
9. KMOD	2.2	2.9	2.3	1.6	2.0	2.4
10. KELI	2.9	1.5	2.1	3.0	2.3	1.9

12+ CUME RATING

	<u>J/A</u>	<u>A/S</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. KVOO	29.5	30.4	27.9	27.4	25.1	25.1
2. KRMG	27.0	28.7	24.5	24.1	23.0	23.1
3. KRAV-F	27.1	27.9	26.9	25.4	20.4	22.4
4. KMOD-F	24.0	24.6	22.1	21.1	20.0	20.0
5. KWEN-F	17.5	19.1	17.6	20.1	19.3	16.7
6. KBEZ-F	15.2	16.7	12.1	11.4	11.2	11.4
7. KTFX-F	12.1	13.9	11.9	9.1	9.6	10.1
8. KELI	10.7	10.2	9.3	9.1	6.8	7.4
9. KCFO-F	6.7	6.1	5.9	5.9	5.1	5.2
10. KMOD	6.7	6.4	5.9	5.2	4.0	4.5

WASHINGTON BIRCH REPORT

Sept 81 - JAN 82

12+ METRO SHARE

12+ CUME RATING

	<u>SEP</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WKYS-F	10.2	8.7	8.6	10.9	12.4
2. WMAL	9.0	9.1	8.6	9.2	10.0
3. WWDC-F	9.8	8.6	7.1	7.5	8.5
4. WHUR-F	7.5	6.6	5.2	6.4	7.9
5. WGAY-F	3.7	5.0	6.2	8.1	7.2
6. WRQX-F	5.4	6.1	7.0	6.8	6.5
7. WPGC-F	3.3	4.4	4.9	5.7	5.4
8. WJMD-F	2.1	3.4	4.5	4.1	4.4
9. WAVA-F	4.1	4.9	4.6	3.0	3.2
WMZQ-F	2.4	3.3	4.3	3.4	3.2

	<u>SEP</u>	<u>S/O</u>	<u>O/N</u>	<u>N/D</u>	<u>D/J</u>
1. WWDC-F	16.6	17.2	16.9	16.1	18.3
2. WMAL	18.0	19.0	18.9	17.8	18.1
3. WRQX-F	17.0	18.4	19.2	16.4	16.3
4. WKYS-F	17.4	16.5	14.1	13.3	15.3
5. WHUR-F	11.2	11.4	10.4	10.7	13.1
6. WPGC-F	9.6	12.9	14.1	11.5	11.4
7. WGAY-F	8.6	10.1	11.5	11.7	11.1
8. WTOP	9.0	8.4	7.8	6.9	9.0
9. WAVA-F	10.5	10.8	10.4	8.6	8.9
10. WASH-F	8.0	8.7	9.6	8.2	8.1





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