

**American Radio
Small Market Edition
1985**

**James H. Duncan, Jr.
Christine Woodward**

**AMERICAN RADIO
SMALL MARKET EDITION
1985**

Compiled and edited by:

Christine Woodward
VP/GM
WENS Radio
1099 N. Meridian
Indianapolis, IN 46204

James H. Duncan, Jr.
Duncans American Radio, Inc.
Box 2966
Kalamazoo, MI 49003

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I N T R O D U C T I O N

I am pleased to present the second edition of American Radio - Small Market Edition. This book is designed to complement the primary edition of American Radio by providing expanded coverage of the smaller radio markets in the United States and, for the first time, offering coverage of as many Canadian markets as possible.

The Small Market Edition will be issued every September.

Your support of our work is sincerely appreciated. Please feel free to make comments or suggestions at any time. We urge you to do so. We can be reached at the following addresses:

Christine Woodward *
WENS Radio
1099 N. Meridian St.
Indianapolis, IN 46204
(317) 266-9700

James H. Duncan, Jr.
Duncan's American Radio, Inc.
Box 2966
Kalamazoo, MI 49003
(616) 342-1356

* for specific questions about this edition, call Chris first.

I urge all of you to read the definition pages carefully. They will help you to understand the various rankings and listings for each market. However, if you have questions please call. I figure that my time and my call back to you are 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.

Special thanks to Jerianne Minnich and Chris Woodward for their help in preparing this edition.

I N D E X

SECTION A: Arbitron Condensed Radio Market Reports

A-1 Leading Stations in Arbitron Condensed Markets

| | | |
|-----------------------------|----------------------------|-------------------------|
| Aberdeen, WA | Ft. Pierce, FL | Palm Springs, CA |
| Abilene, TX | Ft. Smith, AR | Panama City, FL |
| Albany, GA | Ft. Walton Beach, FL | Parkersburg, WV |
| Albany-Carvall-Leb, OR | Frederick, MD | Pascogula, NY |
| Alexandria, LA | Gainesville, FL | Plattsburgh, NY |
| Ann Arbor, MI | Grand Forks, ND | Poughkeepsie, NY |
| Augusta-Waterville, ME | Grand Junction, CO | Rapid City, SD |
| Bangor, ME | Great Falls, MT | Redding, CA |
| Battle Creek, MI | Hagerstown, MD | Rochester, MN |
| Beckley, WV | Ithaca, NY | St. Cloud, MN |
| Big Spring, TX | Joplin, MO | San Angelo, TX |
| Biloxi-Gulfport, MS | Killeen-Temple, TX | Santa Barbara, CA |
| Bismarck, ND | La Crosse, WI | Santa Fe, NM |
| Bloomington, IL | Lafayette, IN | Santa Rosa, CA |
| Boulder, CO | Lake Charles, LA | Sioux Falls, IA |
| Bozeman, MT | Lawton, OK | Springfield, IL |
| Burlington, VT | Lon Branch-Asbury Park, NJ | Stamford-Waynesboro, VA |
| Cape Cod, MA | Longview-Marshall, TX | Texarkana, TX |
| Cape May, NJ | Lufkin-Nacogdoches, TX | Trenton, NJ |
| Charlottesville, VA | Medford-Ashland, OR | Tri-Cities, WA |
| Cheyenne, WY | Meridian, MS | Tuscaloosa, AL |
| Chico, CA | Minot, ND | Tyler, TX |
| Columbia, MO | Monroe, LA | Victoria, TX |
| Danbury, CT | Morristown, NJ | Waterbury, CT |
| Danville, IL | Muskegon, MI | Watertown, NY |
| Dothan, AL | Naples-Marcos Island, FL | Wenatchee, WA |
| Dubuque, IA | New Bedford-Fall River, MA | Wichita Falls, TX |
| Eau Claire, WI | Northwest Michigan | Williamsport, PA |
| Fayetteville-Springdale, AR | Odessa-Midland, TX | Yakima, WA |
| Ft. Myers, FL | Owensboro, KY | |

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B-2 Dawson County, NE; Elkhart, IN; Florence-Darlington, SC
B-3 Fond Du Lac County, WI; Forrest & Jones Counties, MS; Grand Traverse County, MI
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B-5 Key West/Lower Keys, FL; Leflore County, MS; Longview-Kelso, WA
B-6 Missoula, MT; Morgan County, AL; Myrtle Beach-Horry County, NC
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B-8 Portage County, WI; Pulaski, VA; Roswill/Chaves County, NM; Salem, OR
B-9 Thousand Oaks, CA; Winnegago County, WI

SECTION C: Birch Canadian Markets

| | |
|-----------|-------------|
| Calgary | Ottawa |
| Edmonton | Quebec City |
| Hamilton | Toronto |
| Kitchener | Winnipeg |
| Montreal | |

S E C T I O N A

A R B I T R O N C O N D E N S E D R A D I O M A R K E T R E P O R T S

We have tripled the amount of data provided for each Arbitron Condensed Market. The methodology is nearly the same as you found in the Spring '85 edition of American Radio.

Since 99% of you are also subscribers to the regular edition of American Radio, please refer to that book for more information.

One area I might clarify - the diaries line differs slightly from that of other issues of American Radio:

Diaries: 279/258/58.61%

The first number is the total in-tab diaries. The second number is the number of people (12+) in the metro for each diary returned. The third number is the percentage of in-tab diaries against the total number of diaries sent into the market.

LEADING STATIONS IN ARBITRON CONDENSED MARKETS*

| <u>STATION</u> | <u>MARKET</u> | <u>SHARE</u> | <u>FORMAT</u> | <u>GROUP OWNER</u> |
|----------------|--------------------|--------------|---------------|--------------------|
| 1. KVIC-F | Victoria, TX | 37.6 | CHR | Mayes |
| 2. WSTO-F | Owensboro, KY | 37.4 | CHR | |
| 3. KIXY-F | San Angelo, TX | 36.0 | CHR | Abaris |
| 4. WJIZ-F | Albany, GA | 33.8 | Black | |
| 5. WICR-F | Beckley, WV | 33.0 | Contemp | |
| 6. KLaw-F | Lawton, OK | 30.5 | Country | |
| 7. WJBC | Bloomington, IL | 30.3 | MOR | Bloomington |
| WBKR-F | Owensboro, KY | 30.3 | Country | |
| 9. WTNY | Watertown, NY | 29.8 | AC | |
| 10. KLUR-F | Wichita Falls, TX | 29.1 | Country | |
| 11. KJCS-F | Lufkin-Nacog, TX | 28.9 | Country | |
| 12. KCJB | Minot, ND | 28.8 | Country | |
| 13. WXXX-F | Burlington, VT | 28.4 | CHR | |
| 14. KYEA-F | Monroe, LA | 27.9 | Black | |
| 15. KBST | Big Spring, TX | 27.3 | Contemp | |
| WCVU-F | Naples, FL | 27.3 | BTFL | Palmer |
| 17. WXIL-F | Parkersburg, WV | 27.0 | CHR | Burbach |
| 18. WOKK-F | Meridian, MS | 26.1 | Country | New South |
| 19. KKXL-F | Grand Forks, ND | 25.7 | CHR | Vaughns |
| 20. WLXR-F | LaCrosse | 25.4 | CHR | Vaughns |
| 21. KBOZ-F | Bozeman, MT | 25.0 | Contemp | |
| KYYY-F | Bismarck, ND | 25.0 | CHR | Meyer |
| KQID-F | Alexandria, LA | 25.0 | CHR | |
| 24. WPFM-F | Panama City, FL | 24.4 | CHR | |
| 25. KDUX-F | Aberdeen, WA | 24.3 | CHR | |
| WALT | Meridian, MS | 24.3 | Black | New South |
| 27. KFYR | Bismarck, ND | 24.2 | AC | Meyer |
| KDES-F | Palm Springs, CA | 24.2 | Contemp | |
| 29. WQID-F | Biloxi, MS | 24.0 | CHR | New South |
| 30. WAXX-F | Eau Claire, WI | 23.8 | Country | |
| 31. KQIL | Grand Junction, CO | 23.7 | Country | Mesa |
| 32. WBNQ-F | Bloomington, IL | 23.6 | CHR | Bloomington |
| 33. KCMQ-F | Columbia, MO | 23.5 | CHR | Kelly |
| 34. KIZZ-F | Minot, SD | 23.3 | CHR | Meyer |
| 35. KIOK-F | Tri Cities, WA | 23.2 | CHR | |
| 36. KBIU-F | Lake Charles, LA | 23.1 | CHR | |
| WPAP-F | Panama City, FL | 23.1 | Country | |
| 38. WDNL-F | Danville, IL | 22.9 | CHR | |
| 39. WJDQ-F | Meridian, MS | 22.5 | CHR | |
| 40. WSGM-F | Staunton, VA | 22.3 | CHR | |
| 41. KMGZ-F | Lawton, OK | 21.9 | CHR | |
| 42. WAZY-F | Lafayette, IN | 21.8 | CHR | |
| WKMX-F | Dothan, AL | 21.8 | CHR | |
| 44. KISR-F | FT. Smith, AR | 21.7 | CHR | |
| 45. KKAZ-F | Cheyenne, WY | 21.6 | AC | Mesa |
| KAAC-F | Great Falls, MT | 21.6 | AC | |
| 47. WMUS-F | Muskegon, MI | 21.5 | Country | |
| WKDW | Staunton, VA | 21.5 | Country | |
| 49. WNCO-F | Watertown, NY | 21.4 | Country | |
| 50. KNOE-F | Monroe, LA | 21.3 | CHR | Noe |
| KYJR-F | Wenatchee, WA | 21.3 | CHR | |

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

ABERDEEN, WA

MSA Rank/Pop: NA/54,600
 Average Person Rating: 13.6
 Market TSL: 18.83 hrs.
 Stations: 11/6

Diaries: 253/216/48.56%
 Sample Target: 250
 % Below Line: 21.87%
 % Not Listed: 13.51%

Retail \$: .31 billion
 HH Income: \$27,905
 FM Share: 68.75%

| 12+ METRO | 1/4 / SHARE | FA 84 | SPG 84 | FA 83 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|------------|-------------|-------|--------|-------|--------|------------|------------|------------|------|
| 1. KDUX-F | 18/24.3 | 13.2 | 14.9 | 17.9 | 11.1 | 1. KDUX-F | 19/212 | 1. KDUX-F | 191 |
| 2. KAYO-F+ | 13/17.6 | 12.1 | 19.0 | 17.9 | 21.0 | 2. KAYO-F+ | 13/148 | 2. KAYO-F+ | 146 |
| 3. KXRO | 8/10.8 | 22.0 | 16.2 | 26.9 | 14.8 | 3. KXRO | 10/145 | 3. KXRO | 136 |
| 4. KGHO-F | 7/ 9.5 | 11.0 | 16.2 | 10.3 | 12.3 | 4. KGHO-F | 7/128 | 4. KGHO-F | 117 |
| 5. KRPM-F | 6/ 8.1 | 4.4 | 1.4 | 1.3 | 2.5 | 5. KPRM-F | 6/ 59 | 5. KGHO | 77 |
| 6. KGHO | 4/ 5.4 | 5.5 | 6.8 | 1.3 | 3.7 | 6. KISW-F | 5/ 54 | 6. KBRD-F | 67 |
| 7. KBRD-F | 3/ 4.1 | 7.7 | 2.7 | 2.6 | 11.1 | 7. KBRD-F | 4/ 72 | 7. KRPM-F | 54 |
| 8. KIRO | 2/ 2.7 | 5.5 | --- | --- | 1.2 | KGHO | 4/ 78 | 8. KIRO | 41 |
| KISW-F | 2/ 2.7 | 3.3 | 8.1 | 7.7 | 8.6 | 9. KIRO | 3/ 49 | 9. KISW-F | 40 |
| 10. KPLZ-F | 1/ 1.4 | --- | --- | --- | --- | 10. KPLZ-F | 1/ 27 | 10. KPLZ-F | 23 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|------------|------------|------------|-----------|------------|
| 1. KXRO | 1. KDUX-F | 1. KDUX-F | 1. KDUX-F | 1. KAYO-F+ |
| 2. KAYO-F+ | 2. KAYO-F+ | 2. KAYO-F+ | 2. KAYO-F | 2. KDUX-F |
| KDUX-F | 3. KXRO | 3. KGHO-F | 3. KXRO | 3. KGHO |
| 4. KRPM-F | 4. KRPM-F | 4. KRPM-F | KBRD-F | 4. KRPM-F |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. KDUX-F | 1. KDUX-F | 1. KDUX-F | 1. KAYO-F+ |
| 2. KGHO-F | 2. KGHO-F | 2. KAYO-F+ | 2. KXRO |
| 3. KXRO | 3. KAYO-F+ | 3. KRPM-F | 3. KDUX-F |
| 4. KRPM-F | KRPM-F | 4. KXRO | KGHO |
| | | | KRPM-F |

OTHER RATED STATIONS/METRO SHARE

KAYO 1450 Aberdeen, WA 8.1

RADIO STATIONS

| | | | | | | | |
|--------|-------|------------------|------------------|----------|------------|-----------|---------------|
| KGHO | 1560 | 1 KW (Days) | MOR, MBS | \$ 11.00 | (Masla) | (Hoquiam) | E. Linnenkohl |
| KXRO | 1320 | 5 KW/1 KW (Da-N) | AC, UPI | \$ 14.00 | (Mc-Guild) | | J. Costello |
| KAYO-F | 99.3 | 3 KW @ -17 | COUNTRY, ABC-I | \$ 11.00 | (Torbet) | | J. Servino |
| KDUX-F | 104.7 | 48 KW @ 120 | CHR (Drake-Chen) | \$ 14.00 | (Mc-Guild) | | J. Costillo |
| KGHO-F | 95.3 | 1.1 KW @ 750 | CHR, MBS | \$ 11.00 | (Masla) | (Hoquiam) | E. Linnenkohl |

Other ranked stations -- See Seattle in Spring '85 American Radio

ALBANY, GA

MSA Rank/Pop: 298/116,300
 Average Person Rating: 17.3
 Market TSL: 23.46 hrs.
 Stations: 11/10

Diaries: 279/332/42.53%
 Sample Target: 270
 % Below Line: 2.72%
 % Not Listed: 8.12%

Retail \$: .64 billion
 HH Income: \$25,350
 FM Share: 80.27%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|------------|-------------|-----------|-----------|-----------|------------|-----------|------|
| 1. WJIZ-F | 54/33.8 | 23.9 | 33.3 | 1. WJIZ-F | 101/713 | 1. WJIZ-F | 393 |
| 2. WKAK-F | 23/14.4 | 16.1 | 14.5 | 2. WKAK-F | 43/461 | 2. WAZE-F | 252 |
| 3. WQDE | 16/10.0 | 11.0 | 12.6 | 3. WJAD-F | 34/630 | 3. WKAK-F | 250 |
| WAZE-F | 16/10.0 | 11.0 | 4.4 | 4. WCUP-F | 25/393 | 4. WQDE | 227 |
| 5. WGPC-F | 12/ 7.5 | 4.5 | 5.7 | WQDE | 25/257 | 5. WJAD-F | 200 |
| 6. WJAD-F | 7/ 4.4 | 9.7 | 6.9 | 6. WAZE-F | 19/333 | 6. WALG | 107 |
| 7. WALG | 6/ 3.8 | 6.5 | 5.0 | 7. WGPC-F | 14/122 | 7. WGPC-F | 100 |
| 8. WGPC | 5/ 3.1 | 1.9 | 3.8 | 8. WJAZ | 9/154 | 8. WCUP-F | 86 |
| 9. WNKS-F | 4/ 2.5 | --- | --- | WNKS-F | 9/143 | 9. WNKS-F | 68 |
| 10. WCUP-F | 2/ 1.3 | 9.0 | 5.7 | 10. WALG | 7/143 | 10. WJAZ | 57 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. WJIZ-F | 1. WJIZ-F | 1. WJIZ-F | 1. WJIZ-F | 1. WJIZ-F |
| 2. WKAK-F | 2. WKAK-F | 2. WAZE-F | 2. WKAK-F | 2. WKAK-F |
| 3. WAZE-F | 3. WQDE | WKAK-F | 3. WAZE-F | 3. WAZE-F |
| 4. WALG | 4. WAZE-F | 4. WQDE | 4. WGPC-F | 4. WGPC-F |
| WGPC-F | | | WJAD-F | |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. WJIZ-F | 1. WJIZ-F | 1. WJIZ-F | 1. WKAK-F |
| 2. WAZE-F | 2. WAZE-F | 2. WKAK-F | 2. WJIZ-F |
| 3. WQDE | 3. WKAK-F | 3. WAZE-F | 3. WGPC-F |
| 4. WKAK-F | 4. WQDE | 4. WALG | 4. WQDE |
| | | WQDE | |

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

| | | | | | | |
|--------|-------|------------------|----------------------------|----------|----------------------|------------|
| WALG | 1590 | 5 KW/1 KW (Da-2) | AC/(Drake-Chen)/ABC-C | \$ NA | (Masla) | M. Shor |
| WGPC | 1450 | 1 KW/250 W | MOR/CBS | \$ 10.00 | (Southern) | S. George |
| WQDE | 1250 | 1 KW (Days) | BLACK/NBN | \$ NA | (Unirep) | V. Sandry |
| WAZE-F | 92.1 | 3 KW @ 300 | AC | \$ NA | (Roslin)(Dawson) | J. Thacker |
| WCUP-F | 100.3 | 100 KW @ 650 | CHR | \$ 10.00 | (----) (Tifton) | M. Sevine |
| WGPC-F | 104.5 | 43 KW @ 140 | BTFL (?) / CBS-R | \$ 13.00 | (Southern) | L. George |
| WJAD-F | 97.3 | 100 KW @ 850 | CONTEMP/US1 | \$ 15.00 | (Selcom)(Bainbridge) | C. Rave |
| WJIZ-F | 96.3 | 100 KW @ 470 | BLACK/SBN | \$ 27.00 | (HNWH) | B. Smith |
| WKAK-F | 101.7 | 3 KW @ 300 | COUNTRY/(Drake-Chen)/ABC-I | \$ NA | (Masla) | M. Shor |

WNKS - See Columbus in Spring '85 American Radio

ALBANY-CORVALLIS-LEBANON, OR

MSA Rank/Pop: NA/133,400
 Average Person Rating: 13.3
 Market TSL: 18.53 hrs.
 Stations: 23/9

Diaries: 397/336/57.28%
 Sample Target: 340
 % Below Line: 43.47%
 % Not Listed: 22.03%

Retail \$: .69 billion
 HH Income: \$22,972
 FM Share: 82.60%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|------------|-------------|-----------|-----------|------------|------------|------------|------|
| 1. KRKT-F+ | 29/16.4 | 13.9 | 13.4 | 1. KRKT-F+ | 32/304 | 1. KRKT-F+ | 277 |
| 2. KFAT-F | 18/10.2 | 4.6 | 4.6 | 2. KFAT-F | 18/160 | 2. KEJO-F | 197 |
| 3. KEJO-F | 13/ 7.3 | 6.2 | 8.7 | 3. KPNW-F | 14/ 96 | 3. KGAL | 174 |
| 4. KPNW-F | 12/ 6.8 | 4.6 | 3.1 | 4. KEJO-F | 13/201 | 4. KIQY-F | 165 |
| 5. KSND-F | 10/ 5.6 | 4.6 | 1.0 | 5. KGON-F | 12/183 | 5. KZEL-F | 164 |
| 6. KZEL-F | 9/ 5.1 | 7.7 | 5.1 | 6. KZEL-F | 11/174 | 6. KGON-F | 142 |
| 7. KIQY-F | 8/ 4.5 | 6.2 | 5.1 | KSND-F | 11/145 | 7. KFLY | 141 |
| 8. KGON-F | 6/ 3.4 | 1.0 | 3.1 | 8. KIQY-F | 8/179 | 8. KFAT-F | 130 |
| 9. KGAL | 5/ 2.8 | 3.6 | 3.1 | 9. KKRZ-F | 7/ 83 | 9. KSND-F | 127 |
| 10. KKRZ-F | 4/ 2.3 | --- | --- | KSKD-F | 7/170 | 10. KSKD-F | 110 |
| | | | | KWIP | 7/110 | | |
| | | | | KXLF | 7/ 54 | | |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|------------|------------|------------|-----------|------------|
| 1. KRKT-F+ | 1. KRKT-F+ | 1. KRKT-F+ | 1. KZEL-F | 1. KRKT-F+ |
| 2. KFAT-F | 2. KFAT-F | 2. KFAT-F | 2. KEJO-F | 2. KFAT-F |
| 3. KEJO-F | 3. KEJO-F | 3. KEJO-F | 3. KGON-F | 3. KSND-F |
| 4. KSND-F | 4. KPNW-F | 4. KSND-F | KPNW-F | 4. KZEL-F |
| | | KZEL-F | KSND-F | |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. KEJO-F | 1. KRKT-F+ | 1. KRKT-F+ | 1. KRKT-F+ |
| 2. KFAT-F | 2. KEJO-F | 2. KFAT-F | 2. KFAT-F |
| KRKT-F+ | KFAT-F | 3. KEJO-F | KPNW-F |
| KZEL-F | 4. KZEL-F | 4. KPNW-F | 4. KGAL |
| | | | KXL -F |

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|--------|-------|-----------------|-----|--------|-------|--------------|-----|
| KFLY | 1240 | Corvallis, OR | 1.1 | KPNW | 1120 | Eugene, OR | 1.1 |
| KLOO | 1340 | Corvallis, OR | 1.1 | KSKD-F | 105.1 | Portland, OR | 1.7 |
| KRKT | 990 | Albany, OR | 5.1 | KUGN-F | 97.9 | Eugene, OR | 1.1 |
| KWIL | 790 | Albany, OR | .6 | KWIP | 880 | Dallas, OR | .6 |
| KDUK-F | 104.7 | Eugene, OR | 1.7 | KXL | 750 | Portland, OR | 1.1 |
| KINK-F | 101.9 | Portland, OR | 1.1 | KXL -F | 95.5 | Portland, OR | 1.7 |
| KMJK-F | 106.7 | Lake Oswego, OR | .6 | | | | |

RADIO STATIONS

| | | | | | | |
|---------|-------|------------------------|------------|---------------------|-------------|-------------|
| KFLY | 1240 | 1 KW/250 W | CHR, ABC-C | \$ 14.00 (S/R) | (Corvallis) | B. Holt |
| KGAL | 920 | 1 KW (Da-N) | AC, APR | \$ 10.50 (Blair/NW) | (Lebanon) | C. Eads |
| KEJO-F | 101.5 | 28 KW @ 280 AC (TM), | ABC-F | \$ 13.00 (----) | (Corvallis) | |
| KFAT-F | 106.1 | 100 KW @ 1140 COUNTRY, | CBS | \$ 12.75 (Moore) | (Corvallis) | D. Milburn |
| KIQY-F | 103.7 | 53 KW @ 380 CHR | | \$ 12.00 (Moore) | (Lebanon) | V. Johnson |
| KRKT-F+ | 99.9 | 100 KW @ 1075 COUNTRY, | ABC-I | \$ 18.00 (Mc-Guild) | (Albany) | G. Grossman |

Other ranked stations - See Eugene and Portland in Spring '85 American Radio

ALEXANDRIA, LA

MSA Rank/Pop: 249/143,700
 Average Person Rating: 16.2
 Market TSL: 22.90 hrs.
 Stations: 8/7

Diaries: 315/415/40.48%
 Sample Target: 320
 % Below Line: 4.10%
 % Not Listed: 8.01%

Retail \$: .69 billion
 HH Income: \$26,306
 FM Share: 82.56%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|-----------|------------|-----------|------|
| 1. KQID-F | 53/25.0 | 17.2 | 14.8 | 1. KTIZ-F | 87/923 | 1. KTIZ-F | 407 |
| 2. KRRV-F | 38/17.9 | 26.6 | 29.6 | 2. KQID-F | 81/855 | 2. KRRV-F | 399 |
| 3. KTIZ-F | 37/13.7 | 13.7 | 13.0 | 3. KRRV-F | 58/636 | 3. KQID-F | 393 |
| 4. KBCE-F | 25/11.8 | 15.0 | 11.7 | 4. KBCE-F | 27/338 | 4. KBCE-F | 297 |
| 5. KALB | 18/ 8.5 | 10.7 | 13.5 | 5. KALB | 25/379 | 5. KALB | 233 |
| 6. KDBS | 11/ 5.2 | 1.7 | 4.9 | 6. KDBS | 11/ 97 | 6. KISY-F | 198 |
| 7. KISY-F | 8/ 3.8 | .9 | --- | 7. KISY-F | 8/233 | 7. KSYL | 127 |
| 8. KSYL | 5/ 2.4 | 5.2 | 4.9 | 8. KSYL | 5/127 | 8. KDBS | 97 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. KRRV-F | 1. KQID-F | 1. KQID-F | 1. KQID-F | 1. KTIZ-F |
| 2. KQID-F | 2. KRRV-F | 2. KRRV-F | 2. KTIZ-F | 2. KQID-F |
| 3. KTIZ-F | 3. KTIZ-F | KTIZ-F | 3. KBCE-F | 3. KRRV-F |
| 4. KALB | 4. KBCE-F | 4. KBCE-F | 4. KRRV-F | 4. KBCE-F |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. KQID-F | 1. KQID-F | 1. KRRV-F | 1. KRRV-F |
| 2. KTIZ-F | 2. KTIZ-F | 2. KQID-F | 2. KALB |
| 3. KBCE-F | 3. KBCE-F | 3. KTIZ-F | 3. KQID-F |
| 4. KRRV-F | KRRV-F | 4. KBCE-F | 4. KBCE-F |

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

| | | | | | | |
|--------|-------|------------------|------------------|--------------------|---------|---------------|
| KALB | 580 | 5 KW/1 KW (Da-N) | COUNTRY | \$ 22.00 (Katz) | Sanford | B. Synch |
| KDBS | 1410 | 1 KW (Days) | RELIGION/ABC-C | \$ 12.00 (Savalli) | | J. Karst |
| KSYL | 970 | 1 KW (Da-N) | MOR | \$ NA (Selcom) | | T. Thompson |
| KBCE-F | 102.3 | 3 KW @ 300 | BLACK/SBN | \$ NA (Masla) | (Boyce) | Z. Orr |
| KQID-F | 93.1 | 100 KW @ 1008 | CHR/US1 | \$ NA (Selcom) | | T. Thompson |
| KRRV-F | 100.3 | 100 KW @ 574 | COUNTRY/ABC-E | \$ 17.00 (Savalli) | | I.W. Stienman |
| KTIZ-F | 96.9 | 100 KW @ 1450 | BLACK (TM)/CBS-R | \$ 16.00 (Katz) | Sanford | B. Synch |
| KISY-F | 98.3 | 3 KW @ 300 | CONTEMP | \$ NA (HNWH) | (Tioga) | R. Cavaness |

IMPORTANT NOTE: KISY-F was determined by Arbitron to have engaged in on-air or diary promotional activities.

ANN ARBOR, MI

MSA Rank/Pop: 164/93,710
 Average Person Rating: 15.8
 Market TSL: 20.70 hrs.
 Stations: 24/4

Diaries: 504/453/48.22%
 Sample Target: 400
 % Below Line: 84.64%
 % Not Listed: 15.46%

Retail \$: 1.58 billion
 HH Income: \$30,484
 FM Share: 69.60%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|---------|------------|------------|------|
| 1. WJR | 59/16.3 | 14.7 | 13.3 | 1. | | 1. WJR | 736 |
| 2. WIQB-F | 33/ 9.1 | 6.3 | 7.8 | 2. | | 2. WIQB-F | 558 |
| 3. WNIC-F | 24/ 6.6 | 3.7 | 5.2 | 3. | | 3. WRIF-F | 479 |
| 4. WWWW-F | 23/ 6.4 | 6.3 | 7.3 | 4. | TSA AND | 4. WHYT-F | 476 |
| 5. WHYT-F | 21/ 5.8 | 7.6 | 2.9 | 5. | METRO | 5. WNIC-F | 434 |
| 6. WCZY-F | 20/ 5.5 | 3.9 | 2.9 | 6. | ARE THE | 6. WCZY-F | 379 |
| 7. WRIF-F | 19/ 5.2 | 5.2 | 5.5 | 7. | SAME | 7. WLLZ-F | 258 |
| 8. WJOI-F | 16/ 4.4 | 3.1 | 4.4 | 8. | | 8. WWWW-F | 256 |
| 9. WWJ | 11/ 3.0 | 1.0 | 1.8 | 9. | | 9. WWJ | 238 |
| 10. CKLW | 10/ 2.8 | .5 | 2.1 | 10. | | 10. WCLS-F | 236 |

| <u>12+ AMD</u> | <u>12+ MID</u> | <u>12+ PMD</u> | <u>12+ EVE</u> | <u>SAT MID</u> |
|----------------|----------------|----------------|----------------|----------------|
| 1. WJR | 1. WJR | 1. WJR | 1. WJR | 1. WJR |
| 2. WIQB-F | 2. WIQB-F | 2. WIQB-F | 2. WIQB-F | 2. WIQB-F |
| 3. WCZY-F | 3. WWWW-F | WCZY-F | 3. WNIC-F | 3. WHYT-F |
| 4. WRIF-F | 4. WJOI-F | WWW-F | 4. WHYT-F | 4. WRIF-F |

| <u>ADULTS 18-34</u> | <u>ADULTS 18-49</u> | <u>ADULTS 25-54</u> | <u>ADULTS 35+</u> |
|---------------------|---------------------|---------------------|-------------------|
| 1. WIQB-F | 1. WJR | 1. WJR | 1. WJR |
| 2. WNIC-F | 2. WIQB-F | 2. WIQB-F | 2. WWWW-F |
| 3. WJR | 3. WNIC-F | 3. WWWW-F | 3. WJOI-F |
| WRIF-F | 4. WRIF-F | 4. WNIC-F | 4. CKLW |

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|--------|-------|---------------|-----|--------|-------|----------------|-----|
| WAAM | 1600 | Ann Arbor, MI | 2.2 | WJZZ-F | 105.9 | Detroit, MI | .6 |
| WPAG-F | 107.1 | Ann Arbor, MI | .8 | WLTI-F | 93.1 | Detroit, MI | .8 |
| WYFC | 1520 | Ypsilanti, MI | .8 | WMJC-F | 94.7 | Birmingham, MI | 2.5 |
| WCLS-F | 99.5 | Detroit, MI | 2.2 | WMUZ-F | 103.5 | Detroit, MI | .8 |
| WCXI | 1130 | Detroit, MI | .6 | WOMC-F | 104.3 | Detroit, MI | 2.2 |
| WCXI-F | 92.3 | Detroit, MI | .6 | WQRS-F | 105.1 | Detroit, MI | .8 |
| WJLB-F | 97.9 | Detroit, MI | 2.5 | WLLZ-F | 98.7 | Detroit, MI | 1.9 |

RADIO STATIONS

| | | | | | | |
|--------|-------|-------------|-----------|----------|----------|------------|
| WPAG | 1050 | 5 KW (Days) | MOR/ABC-I | \$ 21.00 | (Weiss) | Ed Baughn |
| WIQB-F | 102.9 | 10 KW @ 500 | AOR | \$ 28.00 | (Torbet) | Ernie Winn |

Other ranked stations - See Detroit in Spring '85 American Radio

AUGUSTA-WATERVILLE, ME

MSA Rank/Pop: NA/94,500 (12+)
 Average Person Rating: 15.3
 Market TSL: 20.25 hrs.
 Stations: 19/9

Diaries: 311/303/56.34%
 Sample Target: 280
 % Below Line: 56.69%
 % Not Listed: 12.41%

Retail \$: .68 billion
 HH Income: \$22,654
 FM Share: 93.70%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|------------|-------------|-----------|-----------|------------|------------|------------|------|
| 1. WIGY-F | 28/19.3 | 17.9 | 18.5 | 1. WKCG-F | 46/398 | 1. WABK-F | 333 |
| 2. WABK-F | 22/15.2 | 15.4 | 21.7 | 2. WIGY-F | 42/543 | 2. WIGY-F | 318 |
| 3. WKCG-F | 20/13.8 | 25.0 | 10.2 | 3. WABK-F | 30/497 | 3. WKCG-F | 222 |
| 4. WHOM-F | 16/11.0 | 5.1 | 3.8 | 4. WHOM-F | 29/264 | 4. WRDO-F+ | 159 |
| 5. WTOS-F | 9/ 6.2 | 1.9 | 1.9 | 5. WTOS-F | 21/254 | 5. WHOM-F | 156 |
| 6. WBLM-F | 8/ 5.5 | 7.7 | 8.3 | 6. WBLM-F | 15/232 | 6. WBLM-F | 145 |
| 7. WGAN-F | 6/ 4.1 | 1.3 | 5.7 | 7. WGAN-F | 10/230 | 7. WGAN-F | 128 |
| 8. WTVL | 4/ 2.8 | 1.3 | 2.5 | 8. WBGW-F | 9/158 | 8. WTOS-F | 127 |
| 9. WRDO-F+ | 3/ 2.1 | 1.3 | 3.2 | WABK | 9/ 99 | 9. WKZS-F | 85 |
| 10. WABK | 2/ 1.4 | 1.9 | 4.5 | 10. WWMR-F | 8/153 | 10. WTVL | 69 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. WABK-F | 1. WABK-F | 1. WIGY-F | 1. WIGY-F | 1. WIGY-F |
| 2. WKCG-F | 2. WIGY-F | 2. WABK-F | 2. WKCG-F | 2. WABK-F |
| 3. WIGY-F | 3. WKCG-F | 3. WKCG-F | 3. WHOM-F | WKCG-F |
| 4. WHOM-F | 4. WHOM-F | 4. WHOM-F | 4. WABK-F | 4. WHOM-F |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. WIGY-F | 1. WABK-F | 1. WABK-F | 1. WHOM-F |
| 2. WABK-F | 2. WIGY-F | 2. WIGY-F | 2. WKCG-F |
| 3. WBLM-F | 3. WKCG-F | 3. WKCG-F | 3. WABK-F |
| 4. WTOS-F | 4. WBLM-F | 4. WBLM-F | 4. WIGY-F |
| | WTOS-F | | |

OTHER RATED STATIONS/METRO SHARE

| | | | | | |
|-------------|----------------|----|--------------|---------------------|----|
| WDBX-F 98.3 | WATERVILLE, ME | .7 | WCME-F 96.7 | BOOTHBAY HARBOR, ME | .7 |
| WFAU 1340 | AUGUSTA, ME | .7 | WKZS-F 99.9 | PORTLAND, ME | .7 |
| WAYU-F 93.9 | PORTLAND, ME | .7 | WPOR-F 101.9 | PORTLAND, ME | .7 |
| WBGW-F 97.1 | BANGOR, ME | .7 | | | |

RADIO STATIONS

| | | | | | |
|--------------|--------------|-------------------|--------------------|--------------|-----------|
| WABK 1280 | 5 KW (Da-N) | COUNTRY | \$ 10.00 (Weiss) | (Gardiner) | D. Walsh |
| WTVL 1490 | 1 KW/250 W | AC, ABC-E | \$ 12.00 (-----) | (Waterville) | D. Brown |
| WABK-F 104.3 | 50 KW @ 400 | CONTEMP, ABC-I | \$ 20.00 (Weiss) | (Gardiner) | D. Walsh |
| WKLS-F 101.3 | 5 KW @ 315 | COUNTRY (TM), CBS | \$ 17.00 (NE Spot) | (Augusta) | J. Bent |
| WRDO-F+ 92.3 | 50 KW @ 500 | AC, NBC, US 2 | \$ 16.00 (Savalli) | (Augusta) | D. Hyatt |
| WWMR-F 96.3 | 48 KW @ 1440 | CHR | \$ 14.00 (Masla) | (Rumford) | P. Dalton |

Other ranked stations - See Portland in Spring '85 American Radio

BANGOR, ME

MSA Rank/Pop: 338/83,900
 Average Person Rating: 15.4
 Market TSL: 20.52 hrs.
 Stations: 9/8

Diaries: 295/206/55.34%
 Sample Target: 250
 % Below Line: 5.95%
 % Not Listed: 10.63%

Retail \$: .82 billion
 HH Income: \$23,068
 FM Share: 71.42%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|-----------|------------|-----------|------|
| 1. WBGW-F | 16/17.0 | 17.3 | 15.7 | 1. WBGW-F | 59/592 | 1. WZON | 196 |
| 2. WGUY-F | 15/16.0 | 8.7 | 13.0 | 2. WZON | 49/543 | 2. WGUY-F | 193 |
| 3. WWMJ-F | 14/14.9 | 15.4 | 5.6 | 3. WKSQ-F | 48/555 | 3. WWMJ-F | 150 |
| 4. WZON | 12/12.8 | 16.3 | 13.9 | 4. WWMJ-F | 46/575 | 4. WBGW-F | 141 |
| 5. WPBC-F | 9/ 9.6 | 11.5 | 16.7 | 5. WGUY-F | 32/475 | 5. WABI | 135 |
| 6. WMLI | 7/ 7.4 | 4.8 | .9 | 6. WPBC-F | 31/376 | 6. WPBC-F | 126 |
| 7. WABI | 5/ 5.3 | 10.6 | 14.8 | 7. WTOS-F | 14/177 | 7. WKSQ-F | 85 |
| WKSQ-F | 5/ 5.3 | 2.9 | 1.9 | 8. WABI | 12/201 | 8. WMLI | 72 |
| 9. WTOS-F | 1/ 1.1 | 4.8 | 4.6 | 9. WMLI | 8/ 88 | 9. WTOS-F | 39 |

| <u>12+ AMD</u> | <u>12+ MID</u> | <u>12+ PMD</u> | <u>12+ EVE</u> | <u>SAT MID</u> |
|----------------|----------------|----------------|----------------|----------------|
| 1. WBGW-F | 1. WWMJ-F | 1. WGUY-F | 1. WGUY-F | 1. WBGW-F |
| 2. WGUY-F | 2. WBGW-F | 2. WWMJ-F | 2. WABI | 2. WGUY-F |
| WWMJ-F | 3. WGUY-F | 3. WBGW-F | WBGW-F | 3. WZON |
| 4. WZON | 4. WZON | WZON | WWMJ-F | 4. WKSQ-F |

| <u>ADULTS 18-34</u> | <u>ADULTS 18-49</u> | <u>ADULTS 25-54</u> | <u>ADULTS 35+</u> |
|---------------------|---------------------|---------------------|-------------------|
| 1. WGUY-F | 1. WWMJ-F | 1. WWMJ-F | 1. WBGW-F |
| WWMJ-F | 2. WGUY-F | 2. WBGW-F | 2. WPBC-F |
| 3. WZON | 3. WBGW-F | 3. WZON | 3. WMLI |
| 4. WBGW-F | 4. WZON | 4. WPBC-F | 4. WABI |
| WKSQ-F | | | WWMJ-F |

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

| | | | | | |
|--------|-------|-----------------------------|--------------------|-------------|--------------|
| WABI | 910 | 5 KW (Da-N) MOR, ABC-I | \$ 15.00 (Torbet) | Community | G. Gonyar |
| WMLI | 1250 | 5 KW (Days) MOR/NOST, ABC-C | \$ 11.00 (Masla) | | M. Stone |
| WZON | 620 | 5 KW (Da-N) AC, NBC | \$ 16.00 (Masla) | | C. Spruce |
| WBGW-F | 97.1 | 5 KW @ 1228 COUNTRY, ABC-E | \$ 18.00 (Torbet) | Community | G. Gonyar |
| WGUY-F | 100.9 | 1 KW @ 484 CHR, ABC-R | \$ 12.00 (Masla) | | R. Mooney |
| WPBC-F | 92.9 | 15 KW @ 781 BTFL | \$ 21.00 (Groskin) | | J. Goff |
| WTOS-F | 105.1 | 50 KW @ 2420 AOR, MBS | \$ 24.00 (Roslin) | (Skowhegan) | B. MacDonald |
| WWMJ-F | 95.7 | 8 KW @ 1029 AC, CBS-R | \$ 27.00 (HNWH) | (Ellsworth) | H. Dudman |
| WKSQ-F | 94.5 | 50 KW @ 430 CHR | \$ 22.00 (Roslin) | (Ellsworth) | M. Osborn |

BATTLE CREEK, MI

MSA Rank/Pop: 265/135,400
 Average Person Rating: 14.4
 Market TSL: 19.0 hrs.
 Stations: 16/5

Diaries: 378/294/54.62%
 Sample Target: 310
 % Below Line: 74.28%
 % Not Listed: 12.50%

Retail \$: .66 billion
 HH Income: \$24,651
 FM Share: 77.14%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|------------|-------------|-----------|-----------|------------|------------|------------|------|
| 1. WNWN-F | 30/18.8 | 18.2 | 21.0 | 1. WNWN-F | 73/736 | 1. WBCK | 365 |
| 2. WJXQ-F | 24/15.0 | 9.1 | 15.7 | 2. WKFR-F | 64/929 | 2. WNWN-F | 301 |
| WBCK | 24/15.0 | 15.4 | 17.4 | 3. WJXQ-F | 46/505 | 3. WKFR-F | 285 |
| 4. WKFR-F | 20/12.5 | 8.3 | 5.0 | 4. WQLR-F | 36/509 | 4. WJXQ-F | 280 |
| 5. WOOD-F | 7/ 4.4 | 6.3 | 4.3 | 5. WBCK | 24/389 | 5. WKNR | 136 |
| 6. WVIC-F | 6/ 3.8 | 1.6 | 1.8 | 6. WOOD-F | 22/411 | 6. WQLR-F | 132 |
| WKNR | 6/ 3.8 | 3.6 | 4.3 | 7. WGRD-F | 17/383 | 7. WOOD-F | 123 |
| 8. WIBM-F | 5/ 3.1 | .8 | --- | 8. WIBM-F | 13/147 | 8. WVIC-F | 93 |
| WQLR-F | 5/ 3.1 | 3.2 | 2.5 | 9. WLAV-F | 12/195 | 9. WDFP-F | 79 |
| 10. WLAV-F | 4/ 2.5 | 3.6 | 1.4 | 10. WVIC-F | 6/109 | 10. WIBM-F | 68 |

| <u>12+ AMD</u> | <u>12+ MID</u> | <u>12+ PMD</u> | <u>12+ EVE</u> | <u>SAT MID</u> |
|----------------|----------------|----------------|----------------|----------------|
| 1. WBCK | 1. WNWN-F | 1. WNWN-F | 1. WJXQ-F | 1. WJXQ-F |
| 2. WNWN-F | 2. WKFR-F | 2. WJXQ-F | 2. WBCK | 2. WNWN-F |
| 3. WJXQ-F | 3. WJXQ-F | 3. WKFR-F | 3. WNWN-F | 3. WBCK |
| WKFR-F | 4. WBCK | 4. WBCK | 4. WKFR-F | 4. WKFR-F |
| | | | | WOOD-F |

| <u>ADULTS 18-34</u> | <u>ADULTS 18-49</u> | <u>ADULTS 25-54</u> | <u>ADULTS 35+</u> |
|---------------------|---------------------|---------------------|-------------------|
| 1. WJXQ-F | 1. WJXQ-F | 1. WNWN-F | 1. WBCK |
| 2. WKFR-F | 2. WNWN-F | 2. WKFR-F | WNWN-F |
| 3. WNWN-F | 3. WKFR-F | 3. WBCK | 3. WKFR-F |
| 4. WKNR | 4. WBCK | 4. WJXQ-F | WOOD-F |
| WLAV-F | WKNR | | |
| WVIC-F | | | |

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|--------|-------|------------------|-----|--------|-------|------------------|----|
| WDFP-F | 95.3 | Battle Creek, MI | 1.9 | WGRD-F | 97.9 | Grand Rapids, MI | .6 |
| WELL | 500 | Albion, MI | .6 | WITL-F | 100.7 | Lansing, MI | .6 |
| WELL-F | 104.9 | Marshall, MI | 1.3 | WJR | 760 | Detroit, MI | .6 |

RADIO STATIONS

| | | | | | | |
|--------|------|------------------|-----------------|----------|-----------|-----------|
| WBCK | 930 | 5 KW/1 KW (Da-2) | MOR, NBC, NBC-T | \$ 22.00 | (Malsa) | G. Cahill |
| WKNR | 1400 | 1 KW/250 W | OLDIES | \$ NA | (Eastman) | D. Hicks |
| WDFP-F | 95.4 | 3 KW @ 270 | RELIGION | \$ 8.00 | (Patt) | D. Price |

Other Ranked Stations - See Kalamazoo, Grand Rapids and Lansing in Spring '85
American Radio

BECKLEY, WV

MSA Rank/Pop: NA/73,000 (12+)
 Average Person Rating: 15.8
 Market TSL: 21.65 hrs.
 Stations: 9/7

Diaries: 308/237/57.14%
 Sample Target: 250
 % Below Line: 5.71%
 % Not Listed: 8.69%

Retail \$: .77 billion
 HH Income: \$23,809
 FM Share: 75.23%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|--------|--------|-----------|------------|-----------|------|
| 1. WCIR-F | 38/33.0 | 20.4 | 17.4 | 1. WCIR-F | 60/734 | 1. WCIR-F | 340 |
| 2. WJLS | 19/16.5 | 22.1 | 23.9 | 2. WTNJ-F | 45/518 | 2. WJLS | 231 |
| WTNJ-F | 19/16.5 | 16.8 | 22.0 | WHAJ-F | 45/543 | WTNJ-F | 231 |
| 4. WOAY-F | 9/ 7.8 | 13.3 | 5.5 | 4. WJLS | 36/459 | 4. WOAY-F | 124 |
| 5. WBKW-F | 7/ 6.1 | 2.7 | 4.6 | 5. WBKW-F | 33/326 | 5. WWRN | 111 |
| 6. WJKK | 4/ 3.5 | 1.8 | 8.3 | 6. WOAY-F | 22/359 | 6. WBKW-F | 95 |
| WKLC-F | 4/ 3.5 | --- | --- | 7. WKLC-F | 10/207 | 7. WHAJ-F | 61 |
| 8 WWRN | 3/ 2.6 | 7.1 | 7.3 | 8. WWRN | 6/214 | 8. WJKK | 49 |
| 9. WHAJ-F | 2/ 1.7 | 4.4 | 1.8 | WJKK | 6/101 | 9. WKLC-F | 45 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-------------------|-------------------|
| 1. WCIR-F | 1. WCIR-F | 1. WCIR-F | 1. WCIR-F | 1. WCIR-F |
| 2. WJLS | 2. WJLS | 2. WJLS | 2. WTNJ-F | 2. WTNJ-F |
| 3. WTNJ-F | 3. WTNJ-F | WTNJ-F | 3. WBKW-F | 3. WJLS |
| 4. WBKN-F | 4. WOAY-F | 4. WOAY-F | 4. WJLS WOAY-F | 4. WWRN WKLC-F |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|-------------------|--------------|--------------|------------|
| 1. WCIR-F | 1. WCIR-F | 1. WCIR-F | 1. WJLS |
| 2. WTNJ-F | 2. WTNJ-F | 2. WJLS | 2. WTNJ-F |
| 3. WOAY-F | 3. WJLS | WTNJ-F | 3. WCIR-F |
| 4. WJLS WKLC-F | 4. WOAY-F | 4. WJKK | 4. WBKW-F |

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

| | | | | | |
|--------|-------|-------------------|---------------------------|---------------------------|----------------|
| WJKK | 1070 | 10 KW (Days) | COUNTRY, NBC | \$ NA (S. Katz) | J. Quesenberry |
| WJLS | 560 | 5 KW/500 W (Da-N) | COUNTRY (Musicworks), CBS | \$ 10.00 (Savalli) | N. Smith |
| WWRN | 620 | 1 KW/500 W (Da-N) | AC, ABC-C, MBS | \$ 9.00 (Katz) | A. Martine |
| WBKW-F | 99.5 | 34 KW @ 1050 | GOSPEL, CBS | \$ 6.00 (Regional) | N. Smith |
| WCIR-F | 103.7 | 5 KW @ 1485 | CONTEMP, NBC | \$ NA (S. Katz) | J. Quesenberry |
| WOAY-F | 94.1 | 25 KW @ 650 | CHR, US 1 | \$ 9.00 (---)(Oak Hill) | L. Thomas |
| WTNJ-F | 105.9 | 50 KW @ 500 | COUNTRY, ABC-E | \$ NA (---)(Mt. Hope) | T. Gonzalis |
| WHAJ-F | 104.5 | 100 KW @ 1200 | CHR, US 1 | \$ 20.00 (---)(Bluefield) | M. Shott |

WKLC - See Charleston in Spring '85 American Radio

BIG SPRINGS, TX

MSA Rank/Pop: NA/26,800 (12+)
 Average Person Rating: 12.3
 Market TSL: 16.56 hrs.
 Stations: 9/4

Diaries: 285/94/48.71%
 Sample Target: 250
 % Below Line: 40.62%
 % Not Listed: 3.03%

Retail \$: .26 billion
 HH Income: \$29,626
 FM Share: 46.87%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|-----------|------------|-----------|------|
| 1. KBST | 9/27.3 | 38.7 | 27.0 | 1. KBST | 9/119 | 1. KBST | 119 |
| 2. KIOF-F | 6/18.2 | 12.9 | --- | 2. KIOF-F | 6/ 69 | 2. KBYG | 75 |
| 3. KBYG | 5/15.2 | 12.9 | 24.3 | 3. KBYG | 5/ 76 | 3. KIOF-F | 65 |
| 4. KWKI-F | 4/12.1 | 12.9 | 24.3 | 4. KWKI-F | 4/ 59 | 4. KWKI-F | 59 |
| 5. KNFM-F | 2/ 6.1 | --- | 2.7 | 5. KNFM-F | 2/ 32 | 5. KKIK | 51 |
| KUFO-F | 2/ 6.1 | --- | 2.7 | KUFO-F | 2/ 28 | 6. KNFM-F | 32 |
| KWEL | 2/ 6.1 | 12.9 | --- | KWEL | 2/ 16 | 7. KUFO-F | 26 |
| 8. KKIK | 1/ 3.0 | --- | 5.4 | KWES-F | 2/ 22 | 8. KWES-F | 20 |
| KWES-F | 1/ 3.0 | --- | --- | 9. KKIK | 1/ 52 | 9. KWEL | 16 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. KBST | 1. KBST | 1. KBST | 1. KWES-F | 1. KIOF-F |
| 2. KBYG | 2. KBYG | 2. KIOF-F | 2. KBST | 2. KBST |
| 3. KWKI-F | 3. KIOF-F | 3. KWKI-F | 3. KWKI-F | 3. KBYG |
| 4. KIOF-F | 4. KWKI-F | KWEL | 4. KIOF-F | 4. KWKI-F |
| | | KWES-F | KUFO-F | KNFM-F |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. KIOF-F | 1. KIOF-F | 1. KBST | 1. KBST |
| 2. KBST | 2. KBST | 2. KWKI-F | 2. KBYG |
| KWKI-F | KWKI-F | 3. KBYG | 3. KWKI-F |
| KUFO-F | 4. KBYG | KIOF-F | 4. KNFM-F |
| | KNFM-F | KNFM-F | KWEL |
| | KUFO-F | KWEL | |
| | KWEL | | |

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

| | | | | | |
|--------|------|--------------|----------------|------------------------|------------|
| KBST | 1490 | 1 KW/250 W | CONTEMP, ABC-E | \$ 16.00 (Masla) | D. Wrinkle |
| KBYG | 1400 | 1 KW/250 W | COUNTRY, CBS | \$ NA (Savalli) | B. Taylor |
| KKIK | 1270 | 1 KW | COUNTRY, MBS | \$ 12.00 (Paul Miller) | D. Trusty |
| KWKI-F | 95.3 | 1.8 KW @ 300 | AC, MBS | \$ 12.00 (Paul Miller) | D. Trusty |

Other Stations - See Midland-Odessa

BILOXI - GULFPORT, MS

MSA Rank/Pop: 210/190,600
 Average Person Rating: 14.2
 Market TSL: 19.6 hrs.
 Stations: 21/9

Diaries: 468/337/44.44%
 Sample Target: 370
 % Below Line: 19.32%
 % Not Listed: 8.00%

Retail \$: 1.0 billion
 HH Income: \$25,228
 FM Share: 67.15%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|--------|--------|------------|------------|------------|------|
| 1. WQID-F | 54/24.0 | 21.6 | 17.3 | 1. WQID-F | 92/1062 | 1. WQID-F | 585 |
| 2. WQFX-F | 23/10.2 | 1.0 | .4 | 2. WVMI | 31/ 423 | 2. WZKX-F | 294 |
| 3. WVMI | 22/ 9.8 | 12.3 | 11.9 | 3. WZKX-F | 24/ 360 | 3. WVMI | 276 |
| 4. WZKX-F | 20/ 8.9 | 7.9 | 5.8 | 4. WPMO-F | 23/ 389 | 4. WQFX-F | 234 |
| 5. WTAM | 18/ 8.0 | 5.1 | 9.4 | WQFX-F | 23/ 261 | 5. WGCM-F | 211 |
| 6. WGCM-F | 15/ 6.7 | 6.5 | 8.6 | 6. WTAM | 19/ 213 | 6. WTAM | 199 |
| 7. WROA | 8/ 3.6 | 2.7 | 2.5 | 7. WGCM-F | 16/ 227 | 7. WROA | 144 |
| 8. WLTS-F | 6/ 2.7 | 8.2 | 12.9 | 8. WWL | 15/ 284 | 8. WWL | 143 |
| WWL | 6/ 2.7 | 4.5 | 2.9 | 9. WROA | 14/ 190 | 9. WQUE-F | 101 |
| 10. WBND | 5/ 2.2 | 1.4 | 5.0 | 10. WRNO-F | 13/ 105 | 10. WLTS-F | 92 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-------------------|
| 1. WQID-F | 1. WQID-F | 1. WQID-F | 1. WQID-F | 1. WQID-F |
| 2. WVMI | 2. WZKX-F | 2. WQFX-F | 2. WQFX-F | 2. WZKX-F |
| 3. WTAM | 3. WVMI | 3. WVMI | 3. WTAM | 3. WVMI |
| 4. WQFX-F | 4. WQFX-F | 4. WZKX-F | 4. WZKX-F | 4. WQFX-F WTAM |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. WQID-F | 1. WQID-F | 1. WQID-F | 1. WVMI |
| 2. WZKX-F | 2. WQFX-F | 2. WVMI | 2. WQID-F |
| 3. WGCM-F | 3. WZKX-F | 3. WTAM | 3. WTAM |
| WQFX-F | 4. WGCM-F | 4. WQFX-F | 4. WROA |

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|--------|-------|-------------------|-----|--------|-------|-----------------|-----|
| WXGR | 1190 | Bay St. Louis, MS | .9 | WNOE-F | 101.1 | New Orleans, LA | .9 |
| WAJY-F | 101.9 | New Orleans, LA | 1.8 | WPMO-F | 99.1 | Pascagoula, MS | 1.3 |
| WBYU-F | 95.7 | New Orleans, LA | 1.3 | WPMP | 1580 | Pascagoula, MS | 1.3 |
| WEZB-F | 97.1 | New Orleans, LA | .9 | WQUE-F | 93.3 | New Orleans, LA | 1.3 |
| WTIX | 690 | New Orleans, LA | 1.8 | WRNO-F | 99.5 | New Orleans, LA | 1.3 |
| WRPM-F | 107.9 | Poplarville, MS | .4 | | | | |

RADIO STATIONS

| | | | | | |
|--------|-------|------------------|----------------------------|------------------|----------------------|
| WBND | 1490 | 1 KW | NOSTALGIA | \$ 7.50 (---) | R. Saadi |
| WROA | 1390 | 5 KW (Da-2) | MOR, NBC | \$ 13.00 (Masla) | M. Dowdy |
| WTAM | 1240 | 1 KW/250 W | BLACK, NBN | \$ NA (Weiss) | Roden M. Stevens |
| WVMI | 570 | 5 KW/1 KW (Da-2) | COUNTRY, ABC-E | \$ NA (McGavern) | New South W. Vowell |
| WGCM-F | 102.3 | 3 KW @ 300 | COUNTRY, ABC-I | \$ NA (Weiss) | Roden M. Stevens |
| WQFX-F | 96.7 | 3 KW @ 260 | BLACK(Drake-Chenault), MBS | \$ NA (HNWH) | Caravelle B. Snowden |
| WQID-F | 93.7 | 100 KW @ 400 | CHR, ABC-F | \$ NA (McGavern) | New South W. Vowell |
| WZKX-F | 107.1 | 3 KW @ 400 | CHR (TM), NBC | \$ 13.00 (Masla) | M. Dowdy |

WPMO - See Pascagoula

Other Ranked Stations - See New Orleans in Spring '85 American Radio

BISMARCK, ND

MSA Rank/Pop: 331/90,200
 Average Person Rating: 16.3
 Market TSL: 21.81 hrs.
 Stations: 7/6

Diaries: 256/288/54.12%
 Sample Target: 250
 % Below Line: 1.76%
 % Not Listed: 5.83%

Retail \$: .58 billion
 HH Income: \$27,625
 FM Share: 51.32%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|-----------|------------|-----------|------|
| 1. KYYY-F | 30/25.0 | 21.4 | 23.7 | 1. KFYR | 121/1433 | 1. KFYR | 374 |
| 2. KFYR | 29/24.2 | 29.4 | 30.5 | 2. KYYY-F | 48/ 509 | 2. KYYY-F | 308 |
| 3. KQDY-F | 25/20.8 | 6.3 | 6.8 | 3. KBMR | 38/ 306 | 3. KQDY-F | 205 |
| 4. KBMR | 22/18.3 | 19.0 | 24.6 | 4. KSJB | 31/ 370 | 4. KBMR | 175 |
| 5. KNDR-F | 3/ 2.5 | 3.2 | 2.5 | 5. KQDY-F | 27/ 280 | 5. KLXX | 101 |
| 6. KSJB | 2/ 1.7 | 2.4 | --- | 6. KNDR-F | 4/ 55 | 6. KNDR-F | 48 |
| KLXX | 2/ 1.7 | 10.3 | 3.4 | 7. KLXX | 3/ 147 | 7. KSJB | 46 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. KFYR | 1. KYYY-F | 1. KYYY-F | 1. KYYY-F | 1. KQDY-F |
| 2. KYYY-F | 2. KFYR | 2. KQDY-F | 2. KQDY-F | 2. KYYY-F |
| 3. KQDY-F | 3. KQDY-F | 3. KBMR | 3. KFYR | 3. KBMR |
| 4. KBMR | 4. KBMR | 4. KFYR | 4. KSJB | 4. KFYR |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|-------------------|
| 1. KYYY-F | 1. KYYY-F | 1. KFYR | 1. KBMR |
| 2. KFYR | 2. KFYR | 2. KQDY-F | 2. KFYR |
| 3. KQDY-F | 3. KQDY-F | 3. KYYY-F | KQDY-F |
| 4. KBMR | 4. KBMR | 4. KBMR | 4. KNDR KYYY-F |

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

| | | | | | |
|--------|-------|---------------|----------------|-------------------------------|-------------|
| KBMR | 1130 | 10 KW (Days) | COUNTRY, NBC | \$ 35.00 (McGuild) | A. Anderson |
| KFYR | 550 | 5 KW (Da-N) | AC, ABC-I | \$ NA (Blair) Meyer | B. Bitz |
| KLXX | 1270 | 1 KW/250 W | AC, US1 | \$ 10.25 (Masla) | J. Odney |
| KSJB | 600 | 5 KW (Da-1) | COUNTRY, ABC-E | \$ 28.00 (Torbet) (Jamestown) | E.D. Crilly |
| KNDR-F | 104.9 | 3 KW @ 290 | RELIGION | \$ 5.50 (----) | B. Johnson |
| KQDY-F | 94.5 | 100 KW @ 1090 | COUNTRY, ABC-E | \$ 20.00 (McGuild) | D. Anderson |
| KYYY-F | 92.9 | 100 KW @ 1180 | CHR, ABC-C | \$ NA (Blair) Meyer | B. Bitz |

BLOOMINGTON, IL

MSA Rank/Pop: 283/123,800
 Average Person Rating: 16.9
 Market TSL: 22.14 hrs.
 Stations: 11/5

Diaries: 326/324/60.14%
 Sample Target: 290
 % Below Line: 29.55%
 % Not Listed: 10.67%

Retail \$: .72 billion
 HH Income: \$29,018
 FM Share: 47.79%

| 12+ METRO | 1/4 / SHARE | FA | SPG | FA | SPG | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|------------|-------------|------|------|------|------|-----------|------------|------------|------|
| 1. WJBC | 54/30.3 | 37.3 | 34.7 | 34.1 | 36.5 | 1. WJBC | 60/758 | 1. WJBC | 578 |
| 2. WBNQ-F | 42/23.6 | 18.6 | 19.7 | 18.5 | 21.8 | 2. WBNQ-F | 52/665 | 2. WBNQ-F | 467 |
| 3. WKZW-F | 13/ 7.3 | 4.0 | 5.2 | 2.9 | 4.7 | 3. WKZW-F | 27/467 | 3. WKZW-F | 252 |
| 4. WLS | 10/ 5.6 | 2.8 | 5.2 | 5.8 | 4.7 | 4. WLS | 26/463 | 4. WLS | 193 |
| 5. WMAQ | 8/ 4.5 | 2.3 | 1.7 | 4.6 | 3.5 | 5. WMAQ | 18/318 | 5. WGN | 139 |
| 6. WIHN-F | 7/ 3.9 | 5.6 | 5.8 | 4.6 | 4.7 | WWCT-F | 18/151 | 6. WMAQ | 135 |
| WWCT-F | 7/ 3.9 | 4.0 | 4.0 | 4.0 | 5.3 | 7. WGN | 15/278 | 7. WIHN-F | 132 |
| 8. WGN | 6/ 3.4 | 3.4 | 2.3 | 1.2 | .6 | 8. WIHN-F | 7/142 | 8. WMLA | 93 |
| 9. WMLA | 5/ 2.8 | 4.5 | --- | .6 | .6 | 9. WSWT-F | 6/128 | 9. WTWN-F | 77 |
| 10. WTWN-F | 4/ 2.2 | 1.7 | 5.2 | 6.9 | 7.6 | 10. WMLA | 5/ 93 | 10. WWCT-F | 72 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. WJBC | 1. WJBC | 1. WBNQ-F | 1. WBNQ-F | 1. WBNQ-F |
| 2. WBNQ-F | 2. WBNQ-F | 2. WJBC | 2. WJBC | 2. WJBC-F |
| 3. WKZW-F | 3. WKZW-F | 3. WKQZ-F | 3. WKZW-F | 3. WKZW-F |
| 4. WLS | 4. WMAQ | 4. WLS | 4. WGN | 4. WLS |
| WMAQ | | | WMAQ | |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. WBNQ-F | 1. WBNQ-F | 1. WJBC | 1. WJBC |
| 2. WKZW-F | 2. WJBC | 2. WBNQ-F | 2. WGN |
| WLS | 3. WKZW-F | 3. WLS | 3. WBNQ-F |
| 4. WJBC | 4. WLS | 4. WMAQ | 4. WMLA |
| | | | WMAQ |
| | | | WSWT |

OTHER RATED STATIONS/METRO SHARE

WSWT-F 106.9 Peoria, IL 1.7

RADIO STATIONS

| | | | | | | |
|--------|-------|-------------------|--------------|----------|-----------|------------|
| WJBC | 1230 | 1 KW/250 W | MOR, ABC-I | \$ 51.00 | (McGuild) | R. Johnson |
| WMLA | 1440 | 1 KW/500 W (Da-2) | COUNTRY, MBS | \$ 15.00 | (Weiss) | R.A. Walsh |
| WBNQ-F | 101.5 | 50 KW @ 460 | CHR | \$ 30.00 | (Torbet) | R. Johnson |
| WIHN-F | 96.7 | 3 KW @ 300 | AC, RKO-II | \$ NA | (Weiss) | L. Bobo |
| WTWN-F | 92.7 | 3 KW @ 300 | COUNTRY, MBS | \$ 14.00 | (Weiss) | R.A. Walsh |

Other ranked stations - See Peoria and Chicago in Spring '85 American Radio

BOULDER, CO

MSA Rank/Pop: 193/212,800
 Average Person Rating: 16.9
 Market TSL: 21.86 hrs.
 Stations: 22/5

Diaries: 390/476/45.34%
 Sample Target: 380
 % Below Line: 76.95%
 % Not Listed: 10.47%

Retail \$: 1.50 billion
 HH Income: \$35,508
 FM Share: 74.11%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|------------|-------------|-----------|-----------|---------|------------|------------|------|
| 1. KBCO-F | 51/16.2 | 8.4 | 8.0 | 1. | | 1. KBCO-F | 528 |
| 2. KOSI-F | 37/11.7 | 8.4 | 10.2 | 2. | | 2. KBPI-F | 398 |
| 3. KBPI-F | 27/ 8.6 | 4.0 | 6.9 | 3. | | 3. KOSI-F | 376 |
| 4. KOA | 18/ 5.7 | 4.0 | 6.2 | 4. | TSA AND | 4. KOAQ-F | 300 |
| 5. KYGO-F | 17/ 5.4 | 5.5 | 3.3 | 5. | METRO | 5. KPKE-F | 289 |
| 6. KOAQ-F | 15/ 4.8 | 8.4 | 8.0 | 6. | ARE THE | 6. KOA | 279 |
| KPKE-F | 15/ 4.8 | 5.8 | 3.3 | 7. | SAME | 7. KYGO-F | 272 |
| 8. KIMN | 11/ 3.5 | 6.9 | 3.6 | 8. | | 8. KAZY-F | 219 |
| KLZ | 11/ 3.5 | 3.3 | 5.1 | 9. | | 9. KIMN | 217 |
| 10. KAZY-F | 10/ 3.2 | 4.4 | 8.0 | 10. | | 10. KRXY-F | 199 |
| KEZW-F | 10/ 3.2 | 1.1 | 1.1 | | | | |
| KHOW | 10/ 3.2 | 3.6 | 3.3 | | | | |

12+ AMD

12+ MID

12+ PMD

12+ EVE

SAT MID

1. KBCO-F+
2. KOA
3. KOSI-F
4. KBPI-F

1. KOSI-F
2. KBCO-F
3. KBPI-F
4. KOA

1. KBCO-F
2. KOSI-F
3. KBPI-F
4. KOAQ-F
 KPKE-F

1. KBCO-F
2. KOSI-F
3. KBPI-F
4. KLZ
 KOAQ-F

1. KBCO-F
2. KOSI-F
3. KBPI-F
4. KYGO-F

ADULTS 18-34

ADULTS 18-49

ADULTS 25-54

ADULTS 35+

1. KBCO-F
2. KBPI-F
3. KOAQ-F
4. KAZY-F

1. KBCO-F
2. KBPI-F
3. KOSI-F
4. KYGO-F

1. KBCO-F
2. KOSI-F
3. KYGO-F
4. KIMN
 KOA

1. KOSI-F
2. KOA
3. KLZ
4. KYGO-F

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|--------|-------|--------------|-----|--------|-------|-----------------|-----|
| KBCO | 1190 | Boulder, CO | 1.3 | KNUS | 710 | Denver, CO | .3 |
| KBOL | 1490 | Boulder, CO | 1.0 | KRXY-F | 107.5 | Lakewood, CO | 2.9 |
| KBVL-F | 94.7 | Boulder, CO | 1.6 | KRZN | 1150 | Englewood, CO | 1.0 |
| KLMO | 1060 | Longmont, CO | .6 | KTCL-F | 93.3 | Ft. Collins, CO | 1.9 |
| KMJI-F | 100.3 | Denver, CO | 2.5 | KVOD-F | 99.5 | Denver, CO | 2.9 |

RADIO STATIONS

For all listed stations - See Denver

BOZEMAN, MT

MSA Rank/Pop: NA/40,200
 Average Person Rating: 14.9
 Market TSL: 19.84 hrs.
 Stations: 0/7

Diaries: 268/150/62.03%
 Sample Target: 250
 % Below Line: -0-
 % Not Listed: 13.33%

Retail \$: .29 billion
 HH Income: \$23,748
 FM Share: 48.07%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|-----------|------------|-----------|------|
| 1. KBOZ-F | 15/25.0 | 23.6 | 16.9 | 1. KBOZ-F | 17/217 | 1. KBOZ-F | 177 |
| 2. KBOZ | 10/16.7 | 20.0 | 12.3 | 2. KBOZ | 11/165 | 2. KBOZ | 124 |
| 3. KXXL | 9/15.0 | 14.5 | 21.5 | 3. KCDQ-F | 10/145 | KCDQ-F | 124 |
| 4. KCDQ-F | 8/13.3 | 14.5 | 16.9 | KXXL | 10/111 | 4. KBMN | 107 |
| 5. KBMN | 6/10.0 | 9.1 | 7.7 | 5. KYBS-F | 7/ 60 | 5. KXXL | 104 |
| 6. KGVW | 2/ 3.3 | 3.6 | 6.2 | 6. KBMN | 6/113 | 6. KGVW | 28 |
| KYBS-F | 2/ 3.3 | --- | 3.1 | 7. KGVW | 2/ 32 | 7. KYBS-F | 22 |

| <u>12+ AMD</u> | <u>12+ MID</u> | <u>12+ PMD</u> | <u>12+ EVE</u> | <u>SAT MID</u> |
|----------------|----------------|----------------|----------------|----------------|
| 1. KBOZ | 1. KBOZ-F | 1. KBOZ-F | 1. KBOZ-F | 1. KBOZ-F |
| KBOZ-F | 2. KBOZ | 2. KCDQ-F | 2. KCDQ | 2. KXXL |
| 3. KXXL | 3. KXXL | 3. KBOZ | 3. KBMN | 3. KBOZ |
| 4. KCDQ-F | 4. KCDQ-F | KXXL | KXXL | 4. KBMN |

| <u>ADULTS 18-34</u> | <u>ADULTS 18-49</u> | <u>ADULTS 25-54</u> | <u>ADULTS 35+</u> |
|---------------------|---------------------|---------------------|-------------------|
| 1. KBOZ-F | 1. KBOZ-F | 1. KBOZ-F | 1. KBOZ |
| 2. KCDQ-F | 2. KCDQ-F | 2. KBOZ | 2. KXXL |
| 3. KBOZ | 3. KBOZ | KXXL | 3. KBMN |
| KXXL | KXXL | 4. KCDQ-F | 4. KBOZ-F |
| | | KGVW | |
| | | KYBS-F | |

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

| | | | | | |
|-------------|------------------|----------------------------|----------|------------------|-------------|
| KBMN 1230 | 1 KW/250W | MOR, ABC-I | \$ 14.00 | (Eastman) | L. Kehl |
| KBOZ 1090 | 5 KW (DA-N) | COUNTRY (Drake-Chen), NBC | \$ 13.90 | (McGuire) | W. Reier |
| KGVW 640 | 10 KW/1KW (DA-2) | RELIGION, UPI | \$ 7.00 | (A/D) Enterprise | M. Brashear |
| KXXL 1450 | 1 KW/250W | COUNTRY, APR | \$ 10.00 | (Market 4) | L. Bronken |
| KBOZ-F 93.7 | 100 KW @ 248 | CONTEMP(Drake-Chen), CBS-R | \$ 11.00 | (McGuire) | W. Reier |
| KCDQ-F 96.7 | 3 KW @ 195 | AC, US 1 | \$ 8.00 | (Mc-Guild) | T. Bitts |
| KYBS-F 97.5 | 100 KW @ 245 | OLDIES | \$ 6.00 | (--)(Livingston) | R. Divens |

BURLINGTON, VT

MSA Rank/Pop: 291/119,200
 Average Person Rating: 16.8
 Market TSL: 21.76 hrs.
 Stations: 11/7

Diaries: 314/334/46.17%
 Sample Target: 290
 % Below Line: 9.02%
 % Not Listed: 18.18%

Retail \$: .89 billion
 HH Income: \$29,895
 FM Share: 73.61%

| 12+ METRO | 1/4 / SHARE | FA | SPG | FA | SPG | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|------|------|------|------|-----------|------------|------------|------|
| 1. WXXX-F | 50/28.4 | 8.8 | --- | --- | --- | 1. WXXX-F | 110/913 | 1. WXXX-F | 422 |
| 2. WEZF-F | 20/11.4 | 11.8 | 9.8 | 11.9 | 12.4 | 2. WEZF-F | 51/546 | 2. WQCR-F | 267 |
| 3. WQCR-F | 16/ 9.1 | 21.2 | 21.4 | 20.5 | 26.6 | 3. WLFE-F | 31/336 | 3. WEZF-F | 248 |
| 4. WJOY | 15/ 8.5 | 6.5 | 12.1 | 8.6 | 13.0 | 4. CHOM-F | 28/338 | 4. WVMT | 202 |
| 5. WDOT | 11/ 6.3 | 3.5 | 1.7 | 2.6 | 4.0 | 5. WQCR-F | 27/497 | 5. WJOY | 170 |
| 6. WVMT | 10/ 5.7 | 11.2 | 10.4 | 15.2 | 9.0 | 6. WGFB-F | 25/451 | 6. WDOT | 151 |
| 7. WIZN-F | 9/ 5.1 | 4.1 | 4.0 | --- | --- | 7. WVMT | 20/334 | 7. WIZN-F | 130 |
| 8. CHOM-F | 5/ 2.8 | 5.3 | 4.6 | 7.3 | 9.6 | 8. WJOY | 19/232 | 8. WGFB-F | 85 |
| WLFE-F | 5/ 2.8 | 2.9 | 5.8 | 4.0 | 2.3 | 9. WIZN-F | 16/198 | 9. WLFE-F | 74 |
| 10. WKDR | 2/ 1.1 | .6 | 1.7 | 2.0 | 4.0 | 10. WDOT | 13/206 | 10. CHOM-F | 69 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. WXXX-F | 1. WXXX-F | 1. WXXX-F | 1. WXXX-F | 1. WXXX-F |
| 2. WEZF-F | 2. WEZF-F | 2. WEZF-F | 2. WQCR-F | 2. WEZF-F |
| WJOY | 3. WJOY | WQCR-F | 3. WEZF-F | 3. WJOY |
| 4. WVMT | 4. WQCR-F | 4. WJOY | 4. WIZN-F | 4. WIZN-F |
| | | | WVMT | |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. WXXX-F | 1. WXXX-F | 1. WXXX-F | 1. WJOY |
| 2. WQCR-F | 2. WQCR-F | 2. WEZF-F | 2. WEZF-F |
| 3. WIZN-F | 3. WDOT | 3. WQCR-F | 3. WXXX-F |
| 4. WDOT | WEZF-F | 4. WVMT | 4. WVMT |

OTHER RATED STATIONS/METRO SHARE

WGFB-F 99.9 Plattsburgh, NY .6

RADIO STATIONS

| | | | | | |
|--------|-------|--------------|--------------------|------------------------------|-------------|
| WDOT | 1390 | 5 KW (Da-1) | COUNTRY, ABC-E | \$ 12.00 (Savalli) | B. Hunter |
| WJOY | 1230 | 1 KW/250 W | NOSTALGIA (Al Ham) | \$ 15.00 (Christal) Hall | P. Battaini |
| WVMT | 620 | 5 KW (Da-2) | MOR, NBC | \$ 16.00 (Mc-Guild) Goldman | G. Cameron |
| WEZF-F | 92.9 | 36 KW @ 2703 | BTFL | \$ 35.00 (Blair) Knight | T. Pierce |
| WIZN-F | 106.3 | .7 KW @ 550 | AOR | \$ NA (Daucette) (Vergennes) | A. LaVigne |
| WQCR-F | 98.9 | 50 KW @ 310 | AC (TM), CBS-R | \$ NA (Christal) Hall | P. Battaini |
| WXXX-F | 95.3 | 3 KW @ 225 | CHR | \$ NA (HNWH) | H. Ginsburg |

Other ranked stations - See Plattsburgh

CAPE COD, MA

MSA Rank/Pop: NA/151,300
 Average Person Rating: 20.4
 Market TSL: 26.41 hrs.
 Stations: 21/8

Diaries: 329/460/46.79%
 Sample Target: 340
 % Below Line: 30.83%
 % Not Listed: 18.12%

Retail \$: 1.73 billion
 HH Income: NA
 FM Share: 88.53%

| 12+ METRO | 1/4 / SHARE | FA 84 | SPG 84 | FA 83 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|------------|-------------|-------|--------|-------|--------|------------|------------|------------|------|
| 1. WQRC-F | 59/19.1 | 20.8 | 17.0 | --- | 18.8 | 1. WQRC-F | 61/517 | 1. WQRC-F | 500 |
| 2. WKPE-F+ | 34/11.0 | 8.2 | 13.4 | --- | 11.4 | 2. WKPE-F+ | 35/411 | 2. WKPE-F+ | 390 |
| 3. WCIB-F | 30/ 9.7 | 10.0 | 8.1 | --- | 6.7 | 3. WCIB-F | 34/359 | 3. WCIB-F | 327 |
| 4. WCOD-F | 25/ 8.1 | 10.4 | 10.2 | --- | 5.9 | 4. WCOD-F | 26/355 | 4. WCOD-F | 326 |
| 5. WHJY-F | 17/ 5.5 | 4.1 | 2.5 | --- | 4.7 | 5. WHJY-F | 18/155 | 5. WPLM-F | 200 |
| 6. WPLM-F | 15/ 4.9 | 5.2 | 2.1 | --- | 2.7 | 6. WPLM-F | 16/205 | 6. WHJY-F | 148 |
| 7. WBCN-F | 10/ 3.2 | 2.2 | 2.5 | --- | 3.1 | 7. WXJY-F | 12/121 | 7. WRZE-F | 147 |
| 8. WOCB | 9/ 2.9 | 3.3 | 3.5 | --- | 6.3 | 8. WOCB | 10/129 | 8. WBCN-F | 146 |
| WRZE-F | 9/ 2.9 | 3.3 | 7.1 | --- | 7.5 | WBCN-F | 10/151 | 9. WRKO | 119 |
| WXJY-F | 9/ 2.9 | 4.1 | 2.5 | --- | 1.6 | 10. WRZE-F | 9/155 | 10. WOCB | 118 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|------------|------------|------------|-----------|------------|
| 1. WQRC-F | 1. WQRC-F | 1. WQRC-F | 1. WKPE-F | 1. WQRC-F |
| 2. WCIB-F | 2. WCIB-F | 2. WKPE-F+ | 2. WQRC-F | 2. WKPE-F+ |
| 3. WCOD-F | 3. WKPE-F+ | 3. WCOD-F | 3. WHJY-F | 3. WCIB-F |
| 4. WKPE-F+ | 4. WCOD-F | 4. WCIB-F | WPLM-F | 4. WHJY-F |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. WKPE-F+ | 1. WKPE-F+ | 1. WAZY-F | 1. WQRC-F |
| WHJY-F | 2. WCIB-F | 2. WXUS-F | 2. WCIB-F |
| 3. WCOD-F | WCOD-F | 3. WASK | 3. WPLM-F |
| 4. WCIB-F | 4. WHJY-F | WASK-F | 4. WCOD-F |
| WBCN-F | | | |

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|--------|-------|-----------------|-----|--------|------|-----------------|-----|
| WKPE | 1170 | Orleans, MA | -0- | WPLM | 1390 | New Bedford, MA | 1.0 |
| WBZ | 1030 | Boston, MA | 1.3 | WPRO-F | 92.3 | Plymouth, MA | 1.0 |
| WCRB-F | 102.5 | Boston, MA | .6 | WRKO | 680 | Providence, MA | 2.6 |
| WEEI | 590 | Boston, MA | 1.6 | WROR-F | 98.5 | Boston, MA | .3 |
| WJIB-F | 96.9 | Boston, MA | .6 | WZOU-F | 94.5 | Boston, MA | .6 |
| WMYS-F | 98.1 | New Bedford, MA | 1.9 | | | | |

RADIO STATIONS

| | | | | | |
|--------|-------|-----------------------|--------------|-------------------------|--------------------------|
| WOCB | 1240 | 1 KW/250 W (Da-1) MOR | NBC | \$ 27.00 (Masla) | (W. Yarmouth)T. Lagrutta |
| WCIB-F | 101.9 | 50 KW @ 280 | CONTEMP | ABC-D \$ 30.00 (MMR) | (Falmouth) L. Justice |
| WCOD-F | 106.1 | 50 KW @ 450 | CONTEMP | APR \$ 25.00 (Blair) | (Hyannis) |
| WKPE-F | 104.7 | 50 KW @ 500 | CONTEMP | MBS \$ 35.00 (Kadetsky) | (Orleans) J. Alix |
| WRZE-F | 94.9 | 50 KW @ 245 | BTFL | NBC \$ 27.00 (Masla) | (W. Yarmouth)T. Lagrutta |
| WQRC-F | 99.9 | 50 KW @ 445 | BTFL/VARIETY | UPI \$ 40.00 (Torbet) | (Barnstable) J. Miller |
| WXJY-F | 96.3 | 50 KW @ 405 | AC | RKO II \$ NA | (Mc-Guild)(Nantucket) |

Other ranked stations - See Boston or Providence in Spring '85 American Radio

CAPE MAY, NJ

MSA Rank/Pop: NA/82,300
 Average Person Rating: 16.5
 Market TSL: 22.54 hrs.
 Stations: 14/4

Diaries: 228/361/38.25%
 Sample Target: 250
 % Below Line: 66.66%
 % Not Listed: 29.41%

Retail \$: .70 billion
 HH Income: \$26,728
 FM Share: 84.37%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|------------|-------------|-----------|-----------|---------|------------|-----------|------|
| 1. WMGM-F | 18/13.2 | 5.9 | 5.8 | 1. | | 1. WWOC-F | 185 |
| 2. WWOC-F | 15/11.0 | 13.8 | 12.5 | 2. | | 2. WMGM-F | 162 |
| 3. WNBR-F | 11/ 8.1 | 8.6 | 9.2 | 3. | | 3. WNBR-F | 132 |
| WMMR-F | 11/ 8.1 | 1.3 | 6.7 | 4. | TSA | 4. WMMR-F | 123 |
| 5. WMID | 7/ 5.1 | 2.6 | 1.7 | 5. | AND | 5. WFPQ-F | 117 |
| WSLT-F | 7/ 5.1 | 7.9 | 5.8 | 6. | METRO | 6. WCMC | 108 |
| 7. WFPQ-F | 6/ 4.4 | 3.9 | 5.0 | 7. | ARE THE | 7. WSLT-F | 78 |
| 8. WDSF-F | 5/ 3.7 | 3.3 | 1.7 | 8. | SAME | 8. WMID | 77 |
| WCMC | 5/ 3.7 | 9.2 | 5.8 | 9. | | 9. WAYV-F | 75 |
| 10. WAYV-F | 4/ 2.9 | 7.2 | 2.5 | 10. | | 10. WCAU | 69 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. WWOC-F | 1. WWOC-F | 1. WMGM-F | 1. WMGM-F | 1. WMGM-F |
| 2. WMMR-F | WMGM-F | 2. WNBR-F | 2. WMMR-F | 2. WWOC-F |
| 3. WMGM-F | 3. WNBR-F | 3. WWOC-F | 3. WNBR-F | 3. WNBR-F |
| 4. WNBR-F | 4. WSLT-F | 4. WMMR-F | 4. WAYV-F | 4. WMID |
| | | | WDSF-F | |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. WMGM-F | 1. WMGM-F | 1. WMGM-F | 1. WWOC-F |
| 2. WNBR-F | 2. WNBR-F | 2. WNBR-F | 2. WMID |
| 3. WMMR-F | 3. WMMR-F | WSLT-F | 3. WFPQ-F |
| 4. WCMC | 4. WSLT-F | 4. WAYV-F | 4. WDSF-F |
| WAYV-F | | WMMR-F | WSLT-F |
| WMGK-F | | | |
| WSLT-F | | | |

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|--------|------|------------------|-----|--------|-------|------------------|-----|
| WDVR-F | 98.3 | Ocean City, NJ | 3.7 | WCAU | 1210 | Philadelphia, PA | 1.5 |
| KYW | 1060 | Philadelphia, PA | .7 | WMGK-F | 102.9 | Philadelphia, PA | 2.2 |

RADIO STATIONS

| | | | | | | | |
|--------|-------|-------------|-------------|----------|----------|------------|-----------------------|
| WCMC | 1230 | 1 KW/250 W | CONTEMP MBS | \$ 12.00 | (Dome) | (Wildwood) | B. Wotring |
| WNBR-F | 100.7 | 20 KW @ 330 | AC | MBS | \$ 13.00 | (S. Katz) | (Wildwood) B. Wotring |
| WWOC-F | 94.3 | 3 KW @ 300 | BTFL | APR | \$ 16.00 | (S. Katz) | (Avalon) L. Keene |

Other ranked stations - See Philadelphia, Atlantic City or Wilmington
 in Spring '85 American Radio

CHARLOTTESVILLE, VA

MSA Rank/Pop: 284/123,700
 Average Person Rating: 13.8
 Market TSL: 18.79 hrs.
 Stations: 12/9

Diaries: 338/312/54.0%
 Sample Target: 290
 % Below Line: 5.78%
 % Not Listed: 16.55%

Retail \$: .78 billion
 HH Income: \$29,812
 FM Share: 47.93%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|------------|-------------|-----------|-----------|------------|------------|------------|------|
| 1. WCHV | 26/17.9 | 13.0 | 16.9 | 1. WWWV-F | 33/405 | 1. WWWV-F | 315 |
| 2. WWWV-F | 22/15.2 | 10.7 | 15.4 | 2. WCHV | 27/336 | 2. WCHV | 312 |
| 3. WINA | 21/14.5 | 13.0 | 10.8 | 3. WINA | 21/309 | 3. WINA | 294 |
| 4. WKAV | 13/ 9.0 | 9.9 | 3.1 | 4. WQMC-F | 16/206 | 4. WQMC-F | 178 |
| WQMC-F | 13/ 9.0 | 6.9 | 6.9 | 5. WKAV | 15/147 | 5. WUVA-F | 171 |
| 6. WPED-F+ | 12/ 8.3 | 7.6 | 20.0 | WPED-F+ | 15/153 | 6. WKAV | 140 |
| 7. WLSA-F | 4/ 2.8 | --- | 3.8 | 7. WLSA-F | 10/187 | 7. WPED-F+ | 133 |
| 8. WUVA-F | 3/ 2.1 | 6.9 | 3.1 | 8. WRVQ-F | 9/160 | 8. WLSA-F | 79 |
| WEZS-F | 3/ 2.1 | --- | --- | 9. WEZS-F | 8/125 | 9. WRVQ-F | 70 |
| WRVQ-F | 3/ 2.1 | 3.1 | --- | 10. WUVA-F | 5/178 | 10. WEZS-F | 56 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|------------|-----------|------------|
| 1. WINA | 1. WWWV-F | 1. WWWV-F | 1. WINA | 1. WWWV-F |
| 2. WCHV | 2. WKAV | 2. WCHV | 2. WWWV-F | 2. WCHV |
| 3. WWWV-F | 3. WCHV | 3. WPED-F+ | 3. WCHV | 3. WKAV |
| 4. WKAV | 4. WQMC-F | 4. WKAV | 4. WPED-F | 4. WPED-F+ |
| WPED-F+ | | WQMC-F | | |
| WQMC-F | | | | |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. WWWV-F | 1. WCHV | 1. WCHV | 1. WINA |
| 2. WCHV | 2. WWWV-F | 2. WINA | 2. WQMC-F |
| 3. WKAV | 3. WKAV | WKAV | 3. WPED-F+ |
| 4. WINA | 4. WINA | WWWV-F | 4. WCHV |

OTHER RATED STATIONS/METRO SHARE

WPED 810 Crozet, VA 2.1 WQPO-F 100.7 Staunton, VA .7

RADIO STATIONS

| | | | | | |
|---------|-------|------------------|----------------------------|---------------------|--------------------------|
| WCJV | 1260 | 5 KW/1 KW (Da-2) | MOR, ABC-D | \$ 25.00 (Masla) | M. Sedgate |
| WINA | 1070 | 5 KW (Da-N) | AC/URBAN (Radio Arts), CBS | \$ 17.00 (Market 4) | C. Rosse |
| WKAV | 1400 | 1 KW/250 W | COUNTRY, APR | \$ 14.00 (----) | M. Wilson |
| WLSA-F | 105.5 | 3 KW @ 300 | COUNTRY, APR | \$ 8.00 (----) | (Louisa) B. Trent |
| WPED-F+ | 102.3 | 3 KW @ 190 | COUNTRY, NBC | \$ 15.00 (Savalli) | Elting (Crozet) J. Beril |
| WQMC-F | 95.3 | 3 KW @ 190 | BTFL (Bonne), CBS | \$ 14.50 (Market 4) | C. Rosse |
| WUVA-F | 92.7 | .2 KW @ 900 | AOR | \$ 10.00 (----) | A. Wagman |
| WWWV-F | 97.5 | 50 KW @ 450 | CHR, US1 | \$ 25.00 (Masla) | M. Sudgate |

CHEYENNE, WY

MSA Rank/Pop: NA/59,800
 Average Person Rating: 16.2
 Market TSL: 21.63 hrs.
 Stations: 13/8

Diaries: 251/238/51.85%
 Sample Target: 250
 % Below Line: 12.94%
 % Not Listed: 12.37%

Retail \$: .51 billion
 HH Income: \$30,046
 FM Share: 57.64%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|---------|------------|-----------|------|
| 1. KKAZ-F | 21/21.6 | 22.9 | 29.3 | 1. | | 1. KKAZ-F | 231 |
| 2. KLEN-F | 13/13.4 | 13.3 | --- | 2. | | 2. KLEN-F | 136 |
| 3. KUUY | 12/12.4 | 15.2 | 21.7 | 3. | | 3. KFBC | 123 |
| 4. KFBC | 10/10.3 | 13.3 | 8.7 | 4. | TSA AND | 4. KFBQ-F | 122 |
| 5. KRQU-F | 6/ 6.2 | 6.7 | 1.1 | 5. | METRO | 5. KUUY | 114 |
| 6. KOA | 5/ 5.2 | 1.0 | 1.1 | 6. | ARE THE | 6. KIMN | 96 |
| 7. KCGY-F | 4/ 4.1 | 5.7 | --- | 7. | SAME | 7. KRQU-F | 86 |
| KFBQ-F | 4/ 4.1 | 4.8 | 4.3 | 8. | | 8. KCGY-F | 64 |
| KRAE | 4/ 4.1 | --- | 2.2 | 9. | | 9. KRAE | 55 |
| 10. KIMN | 3/ 3.1 | 1.9 | 5.4 | 10. | | 10. KOA | 54 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. KFBC | 1. KKAZ-F | 1. KKAZ-F | 1. KKAZ-F | 1. KKAZ-F |
| 2. KKAZ-F | 2. KLEN-F | 2. KLEN-F | 2. KLEN-F | 2. KLEN-F |
| 3. KUUY | 3. KFBC | 3. KUUY | 3. KFBC | 3. KFBC |
| 4. KLEN-F | 4. KUUY | 4. KFBC | KUUY | 4. KRQU |
| | | | KOA | KUUY |
| | | | | KIMN |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. KKAZ-F | 1. KKAZ-F | 1. KKAZ-F | 1. KFBC |
| 2. KRQU-F | 2. KUUY | 2. KUUY | 2. KLEN-F |
| 3. KLEN-F | 3. KLEN-F | 3. KLEN-F | KUUY |
| 4. KUUY | KRQU-F | 4. KRAE | 4. KOA |
| | | KOA | |

OTHER RATED STATIONS/METRO SHARE

KHOW 630 Denver, CO 1.0
 KLZ 560 Denver, CO 1.0
 KTCL-F 93.3 Ft. Collins, CO 1.0

RADIO STATIONS

| | | | | |
|--------------|-------------------|---------------------------|------------------------------|----------------|
| KFBC 1240 | 1 KW/250 W | MOR, ABC-I | \$ 10.00 (Eastman) | L. Birleffi |
| KRAE 1480 | 1 KW (Days) | MOR/NOST, US1, US2 | \$ 8.00 (Mountain) | T. Bauman |
| KUUY 870 | 10 KW/1 KW (Da-N) | COUNTRY (Drake-Chen), CBS | \$ NA (Torbet) | Mesa W. Boller |
| KCGY-F 95.1 | 100 KW @ ? | ?? | \$?? (----) | |
| KFBQ-F 97.9 | 100 KW @ 580 | CHR (Drake-Chen), ABC-C | \$ 13.00 (Eastman) | L. Birleffi |
| KKAZ-F 100.7 | 100 KW @ 490 | AC, CBS-R | \$ NA (Torbet) | Mesa W. Boller |
| KLEN-F 106.3 | 3 KW @ -4 | BTFB (Kala) | \$ 22.00 (Mc-Guild) | P. Noble |
| KRQU-F 102.9 | 10 KW @ 1258 | AOR, Source, CBS-R | \$ 11.00 (McGuire) (Laramie) | K. Keating |

KOA, KIMN - See Denver in Spring '85 American Radio

CHICO, CA

MSA Rank/Pop: 231/163,300
 Average Person Rating: 14.6
 Market TSL: 20.31 hrs.
 Stations: 22/9

Diaries: 375/377/49.80%
 Sample Target: 330
 % Below Line: 42.22%
 % Not Listed: 13.04%

Retail \$: .89 billion
 HH Income: \$22,406
 FM Share: 70.0%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|------------|------------|-----------|------|
| 1. KFRD-F | 27/13.0 | 5.1 | .9 | 1. KPAY-F | 39/440 | 1. KPAY | 282 |
| 2. KNVR-F | 22/10.6 | 11.5 | 11.1 | 2. KFMM-F | 27/414 | 2. KNVR-F | 281 |
| KPAY-F | 22/10.6 | 7.7 | 12.4 | KALF-F | 27/285 | 3. KFRD-F | 273 |
| 4. KPAY | 14/ 6.8 | 7.3 | 6.0 | KFRD-F | 27/309 | 4. KFMM-F | 268 |
| 5. KFMM-F | 12/ 5.8 | 9.0 | 11.1 | KSHA-F | 27/395 | 5. KPAY-F | 263 |
| KSFM-F | 12/ 5.8 | 1.3 | .9 | 6. KNVR-F | 24/318 | 6. KHSL | 193 |
| 7. KRIJ-F | 11/ 5.3 | 7.7 | --- | 7. KHSL | 23/322 | 7. KSFM-F | 154 |
| 8 KHSL | 10/ 4.8 | 7.3 | 13.4 | 8. KPAY | 18/408 | 8. KRIJ-F | 135 |
| 9. KGO | 7/ 3.4 | 6.0 | 3.7 | 9. KFBK | 16/212 | 9. KFBK | 120 |
| 10. KFBK | 6/ 2.9 | 3.0 | 5.1 | 10. KSFM-F | 15/215 | 10. KGO | 115 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. KPAY | 1. KFRD-F | 1. KFRD-F | 1. KFRD-F | 1. KNVR-F |
| 2. KPAY-F | 2. KPAY-F | 2. KNVR-F | 2. KNVR-F | 2. KFMM-F |
| 3. KNVR-F | 3. KNVR-F | 3. KPAY-F | 3. KPAY-F | 3. KFRD-F |
| 4. KFRD-F | 4. KRIJ-F | 4. KPAY | 4. KRIJ-F | 4. KPAY-F |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. KFRD-F | 1. KFRD-F | 1. KFRD-F | 1. KPAY-F |
| 2. KNVR-F | 2. KNVR-F | 2. KNVR-F | 2. KHSL |
| 3. KFMM-F | 3. KFMM-F | KPAY | 3. KPAY |
| 4. KPAY | KPAY | KPAY-F | 4. KRIJ-F |
| | | | KGO |

OTHER RATED STATIONS/METRO SHARE

| | | | | | |
|-------------|----------------|-----|--------------|-------------------|-----|
| KEWE-F 97.7 | Oroville, CA | 1.9 | KHYL-F 101.1 | Auburn, CA | .5 |
| KEWQ 930 | Paradise, CA | 2.4 | KNBR 680 | San Francisco, CA | 2.4 |
| KORV 1340 | Oroville, CA | 1.9 | KRAK 1140 | Sacramento, CA | 1.0 |
| KALF-F 95.7 | Redding, CA | 1.9 | KSHA-F 104.3 | Redding, CA | 1.0 |
| KCTC-F 96.1 | Sacramento, CA | 1.4 | KWOD-F 106.5 | Sacramento, CA | 1.9 |
| KFIA 250 | Carmichael, CA | .5 | KZAP-F 98.5 | Sacramento, CA | 1.0 |

RADIO STATIONS

| | | | | |
|-------------|--------------|-----------------|-----------------------|--------------------------|
| KHSL 1290 | 5 KW (Da-N) | COUNTRY/CBS | \$ 13.00 (Torbet) | M. McClung |
| KPAY 1060 | 10 KW (Da-N) | MOR/NBC | \$ 12.00 (Katz) | Pacific NW M. Ivey |
| KFMM-F 93.7 | 15 KW @ 290 | AOR | \$ 15.00 (Weiss) | J. Kragel |
| KNVR-F 96.7 | 3 KW @ 285 | CHR/Source | \$ 12.00 (Masla) | R. Chial |
| KPAY-F 95.1 | 8 KW @ 1170 | BTFL | \$ 11.00 (Katz) | Pacific NW M. Ivey |
| KRIJ-F 92.7 | 3 KW @ ? | COUNTRY | \$ 10.00 (Radio Time) | (Paradise) J. Flood |
| KRFD-F 99.9 | 50 KW @ 2118 | CHR (TM)/SOURCE | \$ 15.00 (Mc-Guild) | (Marysville) P. Moore |

KALF - See Redding

KSHA - See Redding

Other Ranked Stations - See San Francisco or Sacramento in Spring '85 American Radio

COLUMBIA, MO

MSA Rank/Pop: 310/107,100
 Average Person Rating: 16.2
 Market TSL: 21.16 hrs.
 Stations: 7/6

Diaries: 288/320/52.94%
 Sample Target: 270
 % Below Line: 5.17%
 % Not Listed: 22.14%

Retail \$: .54 billion
 HH Income: \$24,535
 FM Share: 74.13%

| <u>12+ METRO</u> | <u>1/4 / SHARE</u> | <u>SPG</u> 84 | <u>SPG</u> 83 | <u>12+ TSA</u> | <u>1/4 / CUME</u> | <u>12+ METRO</u> | <u>CUME</u> |
|------------------|--------------------|------------------|------------------|----------------|-------------------|------------------|-------------|
| 1. KCMQ-F | 35/23.5 | 25.7 | 27.5 | 1. KCMQ-F | 36/460 | 1. KCMQ-F | 424 |
| 2. KFMZ-F | 18/12.1 | 13.2 | 17.6 | 2. KFMZ-F | 24/405 | 2. KFMZ-F | 330 |
| 3. KTGR | 17/11.4 | 11.0 | 5.6 | 3. KARO-F | 17/203 | 3. KFRU | 211 |
| 4. KARO-F | 15/10.1 | 12.5 | 12.0 | KTGR | 17/106 | 4. KARO-F | 190 |
| 5. KFRU | 13/ 8.7 | 14.0 | 11.3 | 5. KTXY-F | 16/203 | 5. KTXY-F | 167 |
| 6. KTXY-F | 12/ 8.1 | 3.7 | 2.8 | 6. KFRU | 14/225 | 6. KTGR | 106 |
| 7. KWWR-F | 6/ 4.0 | 3.7 | 2.1 | 7. KWWR-F | 7/103 | 7. KWWR-F | 90 |

| <u>12+ AMD</u> | <u>12+ MID</u> | <u>12+ PMD</u> | <u>12+ EVE</u> | <u>SAT MID</u> |
|----------------|----------------|----------------|----------------|----------------|
| 1. KCMQ-F | 1. KCMQ-F | 1. KCMQ-F | 1. KCMQ-F | 1. KCMQ-F |
| 2. KFRU | 2. KTGR | 2. KTGR | 2. KFMZ-F | 2. KFMZ-F |
| 3. KFMZ-F | 3. KARO-F | 3. KFMZ-F | 3. KTXY-F | 3. KARO-F |
| 4. KARO-F | KFMZ-F | 4. KARO-F | 4. KARO-F | KTXY-F |

| <u>ADULTS 18-34</u> | <u>ADULTS 18-49</u> | <u>ADULTS 25-54</u> | <u>ADULTS 35+</u> |
|---------------------|---------------------|---------------------|-------------------|
| 1. KCMQ-F | 1. KCMQ-F | 1. KCMQ-F | 1. KTGR |
| 2. KFMZ-F | 2. KFMZ-F | 2. KARO-F | 2. KFRU |
| 3. KTXY-F | 3. KARO-F | KTGR | 3. KARO-F |
| 4. KARO-F | KTGR | 4. KFMZ-F | 4. KWWR-F |
| | KTXY-F | | |

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

| | | | | | | |
|--------|-------|--------------|-----------------|-------------------|---------------|------------|
| KFRU | 1400 | 1 KW/250 W | TALK/MOR, ABC-I | \$ 17.00 (MMR) | | B. Weaver |
| KTGR | 1580 | 250 W | COUNTRY, US2 | \$ 17.00 (Gray) | Kelly | B. Carly |
| KARO-F | 101.7 | 3 KW @ 300 | BTFL, CBS | \$ 18.00 (---) | | A. Germond |
| KCMQ-F | 96.7 | 3 KW @ 155 | CHR, US1 | \$ 19.00 (Gray) | Kelly | B. Carly |
| KFMZ-F | 98.3 | 2.6 KW @ 350 | CHR, ABC-R | \$ 19.00 (---) | Contomp Media | N. Hofer |
| KTXY-F | 106.9 | 100 KW @ 600 | AOR (?) | \$ 30.00 (Roslin) | (Jeff. City) | T. Thies |
| KWWR-F | 95.7 | 100 KW @ 992 | COUNTRY, UPI | \$ 20.00 (---) | (Mexico) | J. Johnson |

DANBURY, CT

MSA Rank/Pop: 214/184,700
 Average Person Rating: 17.2
 Market TSL: 22.0 hrs.
 Stations: 27/5

Diaries: 391/373/46.0%
 Sample Target: 350
 % Below Line: 55.55%
 % Not Listed: 17.52%

Retail \$: .66 billion
 HH Income: \$42,995
 FM Share: 60.38%

| 12+ METRO | 1/4 / SHARE | FA 84 | SPG 84 | FA 83 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|------------|-------------|-------|--------|-------|--------|---------|------------|-----------|------|
| 1. WRKI-F | 36/14.3 | 11.8 | 11.2 | 10.8 | 13.3 | 1. | | 1. WRKI-F | 440 |
| 2. WLAD | 23/ 9.2 | 8.3 | 13.7 | 15.9 | 8.8 | 2. | | 2. WKCI-F | 298 |
| 3. WKCI-F | 18/ 7.2 | 7.9 | 6.4 | 6.0 | 5.3 | 3. | | 3. WEZN-F | 271 |
| 4. WDAQ-F | 16/ 6.4 | 10.6 | 6.0 | 11.2 | 6.2 | 4. | TSA AND | 4. WCBS | 235 |
| WEZN-F | 16/ 6.4 | 8.7 | 5.2 | 9.5 | 10.6 | 5. | METRO | 5. WLAD | 232 |
| 6. WCBS | 15/ 6.0 | 5.1 | 4.3 | 6.0 | 6.2 | 6. | ARE THE | 6. WINE | 215 |
| 7. WINE | 12/ 4.8 | 3.9 | 7.7 | 5.6 | 6.2 | 7. | SAME | 7. WDAQ-F | 198 |
| 8. WEBE-F | 11/ 4.4 | 2.8 | 4.3 | 1.3 | 2.2 | 8. | | 8. WEBE-F | 193 |
| 9. WNBC | 10/ 4.0 | 5.1 | 3.9 | 4.3 | 6.2 | 9. | | 9. WNBC | 174 |
| 10. WHUD-F | 9/ 3.6 | 2.4 | --- | 2.2 | 1.8 | 10. | | 10. WHN | 138 |

| <u>12+ AMD</u> | <u>12+ MID</u> | <u>12+ PMD</u> | <u>12+ EVE</u> | <u>SAT MID</u> |
|----------------|----------------|----------------|----------------|----------------|
| 1. WRKI-F | 1. WRKI-F | 1. WRKI-F | 1. WRKI-F | 1. WRKI-F |
| 2. WLAD | 2. WDAQ-F | 2. WCBS | 2. WKCI-F | 2. WKCI-F |
| 3. WDAQ-F | 3. WLAD | 3. WNBC | 3. WEZN-F | 3. WEZN-F |
| 4. WINE | 4. WCBS | 4. WKCI-F | 4. WCBS | 4. WCBS |
| WCBS | | | | |
| WNBC | | | | |

| <u>ADULTS 18-34</u> | <u>ADULTS 18-49</u> | <u>ADULTS 25-54</u> | <u>ADULTS 35+</u> |
|---------------------|---------------------|---------------------|-------------------|
| 1. WRKI-F | 1. WRKI-F | 1. WRKI-F | 1. WLAD |
| 2. WKCI-F | 2. WLAD | 2. WINE | 2. WEZN-F |
| 3. WEBE-F | WKCI-F | 3. WLAD | 3. WDAQ-F |
| 4. WLAD | 4. WINE | 4. WEBE-F | 4. WCBS |
| | WEBE-F | WEZN-F | |

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|--------|-------|------------------|-----|--------|------|-----------------------|-----|
| WREF | 850 | Ridgefield, CT | 2.0 | WKSS-F | 95.7 | Hartford Meridian, CT | .8 |
| WABC | 770 | New York, NY | .8 | WNEW | 1130 | New York, NY | .4 |
| WAPP-F | 103.5 | Lake Success, NY | .8 | WOR | 710 | New York, NY | 2.0 |
| WCBS-F | 101.1 | New York, NY | .4 | WPLJ-F | 95.5 | New York, NY | .4 |
| WDRG-F | 102.9 | Hartford, CT | .4 | WPLR-F | 99.1 | New Haven, CT | 1.2 |
| WHN | 1050 | New York, NY | 2.0 | WRKS-F | 98.7 | New York, NY | .8 |
| WHTZ-F | 100.3 | Newark, NJ | .4 | WTIC-F | 96.5 | Hartford, CT | .8 |
| WICC | 600 | Bridgeport, CT | 1.6 | WVYZ-F | 92.5 | Waterbury, CT | .4 |
| WIOF-F | 104.1 | Hartford, CT | 1.2 | | | | |

RADIO STATIONS

| | | | | | | | |
|--------|------|--------------|----------------|----------|----------|-----------|-------------|
| WINE | 940 | 1 KW (Days) | MOR/AC, CBS-R | \$ 26.00 | (Roslin) | Home News | J. Principi |
| WLAD | 800 | 1 KW (Days) | MOR | \$ 36.00 | (Masla) | | B. Putnam |
| WDAQ-F | 98.3 | 1.3 KW @ 460 | BTFL/EZ (Kala) | \$ 36.00 | (Masla) | | B. Putnam |
| WRKI-F | 95.1 | 50 KW @ 500 | CHR (Burk-Abr) | \$ 58.00 | (Roslin) | Home News | J. Fullam |

Other Ranked Stations - See New York, Bridgeport or New Haven in Spring '85 American Radio

DANVILLE, IL

MSA Rank/Pop: NA/76,700 (12+)
 Average Person Rating: 14.2
 Market TSL: 19.3 hrs.
 Stations: 14/6

Diaries: 329/233/50.07%
 Sample Target: 260
 % Below Line: 27.36%
 % Not Listed: 12.84%

Retail \$: .94 billion
 HH Income: \$23,631
 FM Share: 71.57%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|-----------|------------|------------|------|
| 1. WDNL-F | 25/22.9 | 20.8 | 18.6 | 1. WDNL-F | 31/382 | 1. WDNL-F | 329 |
| 2. WIAI-F | 21/19.3 | 19.2 | 16.1 | 2. WIAI-F | 27/282 | 2. WIAI-F | 202 |
| 3. WDAN | 10/ 9.2 | 11.7 | 13.6 | 3. WDAN | 14/180 | 3. WDAN | 160 |
| 4. WITY | 8/ 7.3 | 10.0 | 6.8 | 4. WAZY-F | 13/197 | 4. WITY | 155 |
| WDWS-F | 8/ 7.3 | 7.5 | 13.6 | 5. WLS | 9/167 | 5. WAZY-F | 119 |
| 6. WAZY-F | 5/ 4.6 | 2.5 | 3.4 | WZZQ-F | 9/ 72 | 6. WLS | 105 |
| 7. WHPO-F | 4/ 3.7 | 1.7 | 2.5 | 7. WDWS-F | 8/ 71 | 7. WMAQ | 87 |
| WGN | 4/ 3.7 | 1.7 | --- | WGN | 8/107 | 8. WGN | 72 |
| 9. WZZQ-F | 3/ 2.8 | --- | --- | WITY | 8/162 | 9. WDWS-F | 71 |
| 10. WLS | 2/ 1.8 | 4.2 | 3.4 | WVWV-F | 8/ 80 | 10. WHPO-F | 50 |
| WMAQ | 2/ 1.8 | 1.7 | 2.5 | | | | |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------------|
| 1. WDNL-F | 1. WDNL-F | 1. WIAI-F | 1. WDNL-F | 1. WIAI-F |
| 2. WIAI-F | 2. WIAI-F | 2. WDNL-F | 2. WDAN | 2. WDNL-F |
| 3. WDAN | 3. WDWS-F | 3. WDWS-F | 3. WIAI-F | 3. WITY |
| 4. WITY | 4. WITY | WGN | 4. WGN | 4. WDAN WAZY |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------------------|--------------|------------|
| 1. WDNL-F | 1. WDNL-F | 1. WDNL | 1. WIAI-F |
| 2. WIAI-F | 2. WIAI-F | WIAI-F | 2. WDAN |
| 3. WAZY-F | 3. WAZY-F | 3. WDAN | WDWS-F |
| 4. WZZQ-F | 4. WDAN WGN WZZQ-F | WDWS-F | 4. WITY |

OTHER RATED STATIONS/METRO SHARE

| | |
|------------------------------|-------------------------|
| WVWV-F 103.1 Danville, IL .9 | WBBM 780 Chicago, IL .9 |
| WACF-F 98.5 Paris, IL .9 | |

RADIO STATIONS

| | | | | |
|--------------|-------------|-----------------------|------------------------------------|--------------|
| WDAN 1490 | 1 KW/250 W | AC (Drake-Chen), US 2 | \$ 21.00 (Masla) | B. Taylor |
| WITY 980 | 1 KW (Da-2) | MOR, ABC-C, ABC-2 | \$ 23.00 (Unirep) | A. Thomann |
| WDNL-F 102.1 | 11 KW @ 380 | CHR, US 1 | \$ 21.00 (Masla) | B. Taylor |
| WHPO-F 100.9 | 3 KW @ 295 | COUNTRY | \$ 8.00 (Keystone)(Hoopston) | D. Dougherty |
| WIAI-F 99.1 | 50 KW @ 500 | COUNTRY, UPI | \$ 17.00 (HNWH) | B. Martin |
| WVWV-F 103.1 | 3 KW @ 300 | VOCAL EZ | \$ 17.00 (Market 4)(Covington, IL) | M. Mitzlaff |
| WDWS-F 97.5 | 50 KW @ 424 | BTFL | \$ 47.00 (Mc-Guild)(Champaign) | J. Turpin |

WAZY - See Lafayette

WZZQ - See Terre Haute in Spring '85 American Radio

WGN, WLS, WMAQ - See Chicago in Spring '85 American Radio

DOTHAN, AL

MSA Rank/Pop: 282/124,200
 Average Person Rating: 16.7
 Market TSL: 23.43 hrs.
 Stations: 12/10

Diaries: 370/276/48.42%
 Sample Target: 290
 % Below Line: 13.66%
 % Not Listed: 5.29%

Retail \$: .70 billion
 HH Income: \$23,142
 FM Share: 88.81%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|-----------|------------|-----------|------|
| 1. WKMX-F | 37/21.8 | 10.8 | 5.3 | 1. WTVY-F | 102/1023 | 1. WKMX-F | 383 |
| 2. WTVY-F | 29/17.1 | 24.5 | 27.6 | 2. WKMX-F | 78/ 843 | 2. WTVY-F | 292 |
| 3. WXLE-F | 19/11.2 | 6.9 | 12.6 | 3. WPFM-F | 27/ 404 | 3. WOOF-F | 235 |
| 4. WRJM-F | 17/10.0 | --- | --- | 4. WOOF-F | 26/ 354 | 4. WLHQ-F | 193 |
| WOOF-F | 17/10.0 | 12.7 | 7.4 | 5. WXLE-F | 24/ 201 | 5. WRJM-F | 134 |
| 6. WLHQ-F | 10/ 5.9 | 13.7 | 15.8 | 6. WRJM-F | 23/ 242 | 6. WXLE-F | 126 |
| 7. WORJ-F | 9/ 5.3 | --- | --- | 7. WLHQ-F | 15/ 332 | 7. WPFM-F | 106 |
| 8 WOOF | 8/ 4.7 | 10.8 | 9.5 | 8. WOOF | 11/ 116 | 8. WORJ-F | 90 |
| 9. WWNT | 5/ 2.9 | 4.9 | 7.4 | 9. WORJ-F | 10/ 111 | 9. WOOF | 82 |
| WPFM-F | 5/ 2.9 | 1.0 | 1.1 | 10. WOZK | 5/ 66 | 10. WOZK | 48 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. WKMX-F | 1. WKMX-F | 1. WKMX-F | 1. WKMX-F | 1. WKMX-F |
| 2. WTVY-F | 2. WTVY-F | 2. WRJM-F | 2. WXLE-F | 2. WXLE-F |
| 3. WOOF-F | 3. WRJM-F | 3. WTVY-F | 3. WTVY-F | 3. WTVY-F |
| 4. WXLE-F | 4. WOOF-F | 4. WXLE-F | 4. WLHQ-F | 4. WOOF-F |
| | | | WRJM-F | |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. WKMX-F | 1. WKMX-F | 1. WTVY-F | 1. WTVY-F |
| 2. WLHQ-F | 2. WTVY-F | 2. WKMX-F | 2. WOOF-F |
| WOOF-F | 3. WRJM-F | 3. WOOF-F | WRJM-F |
| WXLE-F | 4. WOOF-F | WRJM-F | 4. WKMX-F |
| WRJM-F | | | WXLE-F |

OTHER RATED STATIONS/METRO SHARE

WAGF 1320 Dothan, AL .6 WOZK 900 Ozark, AL 2.4

RADIO STATIONS

| | | | | | | |
|--------|-------|---------------|---------------------------|----------|----------------------|-------------|
| WOOF | 560 | 5 KW (Days) | COUNTRY, ABC-D | \$ 10.00 | (S. Katz) | A. Simpson |
| WOZK | 900 | 1 KW (Days) | MOR | \$ 5.00 | (----) (Ozark) | H. Parrish |
| WWNT | 1450 | 1 KW/250 W | RELIGION | \$ 9.00 | (----) | L. Trammell |
| WKMX-F | 106.7 | 100 KW @ 432 | CHR (Drake-Chen) | \$ 23.00 | (Roslin)(Enterprise) | T. Duffie |
| WLHQ-F | 96.9 | 100 KW @ 300 | CONTEMP, MBS | \$ 13.00 | (----)(Enterprise) | D. Kirkland |
| WOOF-F | 99.7 | 100 KW @ 342 | AC (Radio Arts), ABC-D | \$ 14.00 | (S. Katz) | A. Simpson |
| WORJ-F | 103.9 | 3 KW @ 300 | CONTEMP | \$ 9.00 | (----) (Ozark) | S. McGowan |
| WTVY-F | 95.5 | 100 KW @ 1078 | COUNTRY (Drake-Chen), NBC | \$ 23.00 | (McGuild) | C. Bence |
| WXLE-F | 94.3 | 3 KW @ 285 | BLACK, SBN | \$ 9.00 | (----) (Abbeville) | C. Jones |

WPFM - See Panama City

WRJM - See Montgomery in Spring '85 American Radio

DUBUQUE, IA

MSA Rank/Pop: 327/94,000
 Average Person Rating: 17.3
 Market TSL: 22.38 hrs.
 Stations: 16/9

Diaries: 356/389/60.95%
 Sample Target: 340
 % Below Line: 13.52%
 % Not Listed: 13.75%

Retail \$: .48 billion
 HH Income: \$26,796
 FM Share: 47.82%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|-----------|------------|-----------|------|
| 1. KDTH | 48/20.0 | 18.4 | 21.7 | 1. KLYV-F | 52/638 | 1. KLYV-F | 482 |
| 2. KLYV-F | 40/16.7 | 21.4 | 26.1 | KDTH | 52/512 | 2. WDBQ | 447 |
| 3. KATF-F | 31/12.9 | 10.9 | 8.7 | 3. KATF-F | 45/517 | 3. KDTH | 440 |
| 4. WDBQ | 30/12.5 | 8.6 | 16.7 | 4. WDBQ | 31/467 | 4. KATF-F | 385 |
| 5. KLXL-F | 17/ 7.1 | 5.3 | 5.1 | 5. WMT | 24/360 | 5. KLXL-F | 278 |
| 6. WMT | 11/ 4.6 | 4.5 | 3.6 | 6. KLXL-F | 20/316 | 6. WMT | 154 |
| 7. WGLR | 4/ 1.7 | 4.5 | --- | 7. WEKZ-F | 9/ 65 | 7. WMAQ | 116 |
| WTOQ | 4/ 1.7 | 3.0 | --- | WGN | 9/125 | 8. WLS | 101 |
| WGN | 4/ 1.7 | 1.1 | --- | 9. KIIK-F | 8/190 | 9. WTOQ | 92 |
| WMAQ | 4/ 1.7 | 2.3 | --- | WMAQ | 8/220 | 10. WGLR | 86 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. KDTH | 1. KDTH | 1. KLYV-F | 1. KDTH | 1. KDTH |
| 2. WDBQ | 2. KATF-F | 2. KDTH | 2. KLYV-F | KLYV-F |
| 3. KLYV-F | KLYV-F | 3. KATF | 3. KATF | 3. KATF-F |
| 4. KATF-F | 4. WDBQ | 4. WDBQ | 4. WMT | 4. WDBQ |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. KATF-F | 1. KATF-F | 1. KATF-F | 1. KDTH |
| KLYV-F | 2. KLYV-F | 2. WDBQ | 2. WDBQ |
| 3. WDBQ | 3. WDBQ | 3. KDTH | 3. KLXL-F |
| 4. KLXL-F | 4. KDTH | 4. KLYV-F | WMT |

OTHER RATED STATIONS/METRO SHARE

| | | | |
|--------------|-------------------|--------------|---------------------|
| KDMC-F 99.3 | Dyersville, IA .8 | KKRQ-F 100.7 | Cedar Rapids, IA .4 |
| WAXL-F 97.7 | Lancaster, WI 1.3 | WEKZ-F 93.7 | Monroe, WI 1.3 |
| KIIK-D 103.7 | Davenport, IA .8 | WLS 890 | Chicago, IL 1.3 |

RADIO STATIONS

| | | | | | |
|--------------|--------------|-----------------|------------------|-------------------|-------------|
| KDTH 1370 | 5 KW (Da-N) | MOR, NBC-T, NBC | \$ 35.00* (HNWH) | Woodward | W. McLeary |
| WDBQ 1490 | 1 KW/250 W | AC, ABC-D | \$ 17.00 (Blair) | Comm. Prop. | L. Saboro |
| WGLR 1280 | 500 W (Days) | COUNTRY | \$ 6.00 (----) | (Lancaster, WI) | B. Peterson |
| WTOQ 1590 | 1 KW/500 W | MOR, CBS | \$ 7.00 (Masla) | (Platteville, WI) | E. Kramer |
| KATF-F 92.9 | 100 KW @ 450 | AC | \$ 20.00 (HNWH) | Woodward | W. McLeary |
| KLXL-F 102.3 | 2.4 KW @ 410 | COUNTRY | \$ 15.00 (----) | | M. Thatcher |
| KLYV-F 105.3 | 50 KW @ 340 | CHR | \$ 17.00 (Blair) | Comm. Prop. | L. Sabero |

Other ranked stations - See Davenport, Chicago or Cedar Rapids in
 Spring '85 American Radio

EAU CLAIRE, WI

MSA Rank/Pop: 266/135,100
 Average Person Rating: 18.6
 Market TSL: 24.77 hrs.
 Stations: 11/8

Diaries: 344/329/53.41%
 Sample Target: 300
 % Below Line: 2.64%
 % Not Listed: 10.0%

Retail \$: .76 billion
 HH Income: \$25,248
 FM Share: 72.48%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|------------|-------------|--------|--------|------------|------------|------------|------|
| 1. WAXX-F | 50/23.8 | 31.0 | 26.6 | 1. WAXX-F | 157/1548 | 1. WAXX-F | 445 |
| 2. WBIZ-F | 35/16.7 | 19.6 | 11.4 | 2. WBIZ-F | 83/ 875 | 2. WBIZ-F | 430 |
| 3. WIAL-F | 28/13.3 | 10.9 | 18.5 | 3. WIAL-F | 39/ 563 | 3. WIAL-F | 387 |
| 4. WEAQ | 27/12.9 | 12.5 | 10.3 | 4. WEAQ | 31/ 335 | 4. WEAQ | 258 |
| 5. WAYY | 19/ 9.0 | 2.2 | 6.0 | 5. WAYY | 21/ 231 | 5. WAYY | 151 |
| 6. WCFW-F | 11/ 5.2 | 3.8 | 1.1 | 6. WWIB-F | 18/ 172 | 6. WJJK | 114 |
| WWIB-F | 11/ 5.2 | 2.7 | 6.5 | 7. WCFW-F | 17/ 183 | 7. WCFW-F | 105 |
| 8 WJJK | 3/ 1.4 | 4.3 | 6.0 | 8. WJMC-F | 16/ 280 | 8. WWIB-F | 100 |
| WCCO | 3/ 1.4 | 1.1 | .5 | 9. WCCO | 11/ 258 | 9. WCCO | 66 |
| 10. KQRS-F | 1/ .5 | --- | 1.6 | 10. KQRS-F | 4/ 76 | 10. WJMC-F | 47 |
| WJMC-F | 1/ .5 | --- | --- | | | | |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. WAXX-F | 1. WAXX-F | 1. WAXX-F | 1. WAXX-F | 1. WAXX-F |
| 2. WBIZ-F | 2. WIAL-F | 2. WBIZ-F | 2. WBIZ-F | 2. WBIZ-F |
| 3. WIAL-F | 3. WBIZ-F | 3. WIAL-F | WEAQ | 3. WAYY |
| 4. WEAQ | 4. WAYY | 4. WEAQ | 4. WIAL-F | WIAL-F |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. WBIZ-F | 1. WAXX-F | 1. WAXX-F | 1. WAXX-F |
| 2. WIAL-F | 2. WBIZ-F | 2. WIAL-F | 2. WEAQ |
| 3. WAXX-F | 3. WIAL-F | 3. WBIZ-F | 3. WCFW-F |
| 4. WAYY | 4. WAYY | 4. WAYY | WWIB-F |

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

| | | | | | | |
|--------|-------|---------------|----------------|-----------|------------|-----------------------------|
| WAYY | 1150 | 5 KW (Days) | NOST, ABC-I | \$ NA | (Torbet) | B. Holtan |
| WEAQ | 790 | 5 KW (Da-N) | MOR, NBC | \$ 12.00 | (Ewing) | C. Dickoff |
| WAXX-F | 104.5 | 100 KW @ 1830 | COUNTRY, ABC-I | \$ 50.00* | (Torbet) | B. Holtan |
| WBIZ-F | 100.7 | 100 KW @ 740 | CHR, ABC-C | \$ 20.00 | (Masla) | Sentry W. Phillips |
| WCFW-F | 105.5 | 3 KW @ 300 | ??, APR | \$ 10.00 | (----) | (Chippewa Falls) R. Bashman |
| WIAL-F | 94.1 | 84 KW @ 351 | AC | \$ 14.00 | (Ewing) | C. Dickoff |
| WWIB-F | 103.7 | 50 KW @ 708 | RELIG/VARIETY | \$ 11.00 | (Clifford) | (Ladysmith) R. Johnson |
| WJMC-F | 96.3 | 100 KW @ 575 | COUNTRY | \$ 11.00 | (Hurley) | (Rice Lake) D. Fish |

KQRS, WCCO - See Minneapolis in Spring '85 American Radio

FAYETTEVILLE-SPRINGDALE, AR

MSA Rank/Pop: 313/104,700
 Average Person Rating: 16.1
 Market TSL: 21.63 hrs.
 Stations: 15/14

Diaries: 412/395/51.24%
 Sample Target: 370
 % Below Line: 2.97%
 % Not Listed: 10.30%

Retail \$: .57 billion
 HH Income: \$21,059
 FM Share: 80.0%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|-----------|------------|-----------|------|
| 1. KKIX-F | 48/18.3 | 16.6 | 1.9 | 1. KKIX-F | 55/548 | 1. KKIX-F | 495 |
| 2. KEZA-F | 35/13.4 | 7.9 | 14.2 | 2. KEZA-F | 50/435 | 2. KMCK-F | 453 |
| 3. KMCK-F | 32/12.2 | 11.1 | 13.1 | 3. KMCK-F | 40/538 | 3. KKEG-F | 376 |
| 4. KKEG-F | 29/11.1 | 6.7 | 9.6 | 4. KKEG-F | 29/391 | 4. KEZA-F | 317 |
| 5. KAMO-F | 18/ 6.9 | 7.1 | 7.3 | 5. KAMO-F | 22/238 | 5. KCIZ-F | 308 |
| 6. KBRS | 15/ 5.7 | 4.0 | 1.5 | 6. KBRS | 15/197 | 6. KAMO-F | 210 |
| 7. KCIZ-F | 13/ 5.0 | 4.7 | 8.1 | 7. KFAY | 14/123 | 7. KBRS | 197 |
| 8. KFAY | 12/ 4.6 | 7.5 | 11.9 | 8. KCIZ-F | 13/308 | 8. KISR-F | 144 |
| 9. KBCV-F | 6/ 2.3 | 6.3 | --- | 9. KUOA | 9/125 | 9. KHOG | 129 |
| KUOA | 6/ 2.3 | 1.6 | 1.9 | KBCV-F | 9/120 | 10. KURM | 118 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. KKIX-F | 1. KKIX-F | 1. KKIX-F | 1. KKIX-F | 1. KKIX-F |
| 2. KMCK-F | 2. KEZA-F | 2. KKEG-F | 2. KKEG-F | 2. KEZA-F |
| 3. KEZA-F | 3. KMCK-F | 3. KMCK-F | 3. KMCK-F | 3. KKEG-F |
| 4. KBRS | 4. KKEG-F | 4. KEZA-F | 4. KEZA-F | 4. KMCK-F |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. KKEG-F | 1. KKIX-F | 1. KKIX-F | 1. KEZA-F |
| 2. KKIX-F | 2. KMCK-F | 2. KMCK-F | 2. KKIX-F |
| 3. KMCK-F | 3. KKEG-F | 3. KEZA-F | 3. KAMO-F |
| 4. KCIZ-F | 4. KCIZ-F | 4. KKEG-F | 4. KBRS |

OTHER RATED STATIONS/METRO SHARE

| | | | |
|----------------------------|-----|---------------------------|-----|
| KAMO 1390 Rogers, AR | .8 | KURM 500 Rogers, AR | 1.9 |
| KHOG 1030 Fayetteville, AR | 1.9 | KISR-F 93.7 Ft. Smith, AR | 2.7 |
| KJEM 1190 Bentonville, AR | .8 | | |

RADIO STATIONS

| | | | | |
|--------------|-------------------|----------------------|---------------------------------|-------------|
| KBRS 1340 | 1 KW/250 W | MOR, ABC-I | \$ 13.00 (Market 4)(Springdale) | C. Horner |
| KFAY 1250 | 1 KW/250 W | COUNTRY | \$ 18.00 (Bunchez) | C. Norman |
| KHOG 1030 | 10 KW/1 KW (Da-2) | COUNTRY | \$ 11.00 (----) | R. Caselman |
| KUOA 1290 | 5 KW (Days) | AC, APR | \$ 11.00 (----) (Siloam Spgs.) | C. McQuay |
| KAMO-F 94.3 | 3 KW @ 300 | COUNTRY, CBS | \$ 11.00 (Riley) (Rogers) | H. Graves |
| KBCV-F 98.3 | 3 KW @ 300 | RELIGION | \$ 6.00 (----) (Bentonville) | C. Rossen |
| KCIZ-F 104.9 | 3 KW @ 137 | CHR (Radio Arts), UP | \$ 10.00 (----)(Springdale) | D. Johnson |
| KEZA-F 107.9 | 100 KW @ 1259 | BTFB (Bonne), ABC-D | \$ 20.00 (Masla) | J. Patton |
| KKEG-F 92.1 | 3 KW @ 300 | CHR, APR | \$ 18.00 (Bunchez) | P. Demerce |
| KKIX-F 103.9 | 3 KW @ 300 | COUNTRY | \$ 18.00 (----) | D. Whitman |
| KMCK-F 105.7 | 100 KW @ 415 | CHR | \$ 19.00 (Selcom)(Siloam Spgs.) | J. Smith |

KISR - See Fort Smith

FT. MYERS, FL

MSA Rank/Pop: 178/239,800*
 Average Person Rating: 18.1
 Market TSL: 24.27 hrs.
 Stations: 12/11

Diaries: 356/622/37.63%
 Sample Target: 400
 % Below Line: 2.17%
 % Not Listed: 8.25%

Retail \$: 1.7 billion
 HH Income: \$25,379
 FM Share: 82.28%

* plus Cape Coral

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|--------|--------|------------|------------|-----------|------|
| 1. WINK-F | 81/20.3 | 19.4 | 13.3 | 1. WINK-F | 134/1250 | 1. WINK-F | 696 |
| 2. WCVU-F | 60/15.0 | 18.9 | 20.7 | 2. WCVU-F | 116/1073 | 2. WCVU-F | 574 |
| 3. WQEZ-F | 43/10.8 | 10.2 | --- | 3. WOOJ-F | 51/ 428 | 3. WQEZ-F | 403 |
| 4. WRCC-F | 36/ 9.0 | 6.0 | 7.8 | WQEZ-F | 51/ 457 | 4. WRCC-F | 382 |
| 5. WINK | 35/ 8.8 | 7.9 | 11.2 | 5. WRCC-F | 40/ 437 | 5. WINK | 278 |
| 6. WOOJ-F | 33/ 8.3 | 8.4 | 14.4 | 6. WINK | 36/ 328 | 6. WSOR-F | 259 |
| 7. WSOR-F | 22/ 5.5 | 3.1 | 4.3 | 7. WHEW-F | 30/ 260 | 7. WOOJ-F | 230 |
| 8. WHEW-F | 19/ 4.8 | 8.4 | 11.0 | 8. WSOR-F | 25/ 297 | 8. WHEW-F | 192 |
| 9. WKZY | 14/ 3.5 | 3.9 | --- | 9. WKZY | 16/ 186 | 9. WMYR | 174 |
| 10. WMYR | 11/ 2.8 | 2.1 | 5.5 | 10. WLEQ-F | 13/ 271 | 10. WKZY | 133 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. WINK-F | 1. WINK-F | 1. WINK-F | 1. WINK-F | 1. WINK-F |
| 2. WINK | 2. WCVU-F | 2. WCVU-F | 2. WCVU-F | 2. WCVU-F |
| 3. WCVU-F | 3. WQEZ-F | 3. WQEZ-F | 3. WINK | 3. WQEZ-F |
| 4. WQEZ-F | 4. WRCC-F | 4. WRCC-F | 4. WRCC-F | 4. WOOJ-F |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. WINK-F | 1. WINK-F | 1. WRCC-F | 1. WCVU-F |
| 2. WOOJ-F | 2. WRCC-F | 2. WINK-F | 2. WINK |
| 3. WRCC-F | 3. WOOJ-F | 3. WQEZ-F | WQEZ-F |
| 4. WQEZ-F | 4. WQEZ-F | 4. WOOJ-F | 4. WSOR-F |

OTHER RATED STATIONS/METRO SHARE

WCAI 1350 Ft. Myers, FL 1.3

RADIO STATIONS

| | | | | | |
|--------|-------|-------------------|-----------------------|----------------------------------|---------------|
| WINK | 1240 | 1 KW/250 W | NOSTALGIA, CBS, NBC-T | \$ 80.00 (Mc-Guild) | J. Schwartzel |
| WKZY | 770 | 10 KW/1 KW (Da-2) | ??, ABC-I | \$? (----) | |
| WMYR | 1410 | 5 KW (Da-N) | AC | \$ 40.00 (----) | B. Hecksher |
| WHEW-F | 101.9 | 71 KW @ 207 | COUNTRY | \$ 40.00 (----) | B. Hecksher |
| WINK-F | 96.9 | 100 KW @ 833 | CHR (TM) | \$ 90.00 (Mc-Guild) | J. Schwartzel |
| WOOJ-F | 107.1 | 3 KW @ 300 | AOR, Source | \$ 65.00 (Eastman)(Lehigh Acres) | B. Dwyer |
| WQEZ-F | 99.3 | 3 KW @ 300 | BTFL (Kala), APR | \$ NA (Blair)(Ft. Myers Bch.) | R. Pierce |
| WRCC-F | 103.9 | 3 KW @ 300 | AC | \$ NA (HNWH)(Cape Coral) | M. Clancy |
| WSOR-F | 95.3 | 3 KW @ 170 | RELIGION | \$ 8.00 (----) | B. Simon |

FT. PIERCE, FL

MSA Rank/Pop: 217/180,700
 Average Person Rating: 17.7
 Market TSL: 23.88 hrs.
 Stations: 15/8

Diaries: 364/446/51.33%
 Sample Target: 350
 % Below Line: 37.60%
 % Not Listed: 13.19%

Retail \$: 1.17 billion
 HH Income: \$28,652
 FM Share: 84.80%

| <u>12+ METRO</u> | <u>1/4 / SHARE</u> | <u>SPG</u> 84 | <u>SPG</u> 83 | <u>12+ TSA</u> | <u>1/4 / CUME</u> | <u>12+ METRO</u> | <u>CUME</u> |
|------------------|--------------------|------------------|------------------|----------------|-------------------|------------------|-------------|
| 1. WOVV-F | 44/15.3 | 13.2 | 17.5 | 1. WOVV-F | 79/911 | 1. WOVV-F | 534 |
| 2. WRIT-F | 39/13.5 | 15.3 | 17.5 | 2. WGYL-F | 39/340 | 2. WRIT-F | 299 |
| 3. WEAT-F | 21/ 7.3 | 3.5 | 6.6 | WRIT-F | 39/321 | 3. WEAT-F | 270 |
| 4. WKGR-F | 19/ 6.6 | 12.5 | 10.2 | 4. WKGR-F | 32/311 | 4. WSTU | 220 |
| 5. WIRK-F | 18/ 6.3 | 2.8 | --- | 5. WEAT-F | 22/296 | 5. WIRK-F | 199 |
| 6. WRMF-F | 17/ 5.9 | --- | --- | 6. WAVW-F | 21/241 | 6. WHLG-F | 184 |
| 7. WIRA | 15/ 5.2 | 11.1 | 7.3 | 7. WIRK-F | 18/199 | 7. WIRA | 178 |
| 8. WSTU | 14/ 4.9 | --- | 3.6 | 8. WRMF-F | 17/143 | 8. WKGR-F | 173 |
| 9. WGYL-F | 13/ 4.5 | 2.8 | 2.9 | 9. WIRA | 15/197 | 9. WRMF | 143 |
| 10. WHLG-F | 12/ 4.2 | .7 | 3.6 | 10. WSTU | 14/227 | 10. WAVW-F | 137 |

| <u>12+ AMD</u> | <u>12+ MID</u> | <u>12+ PMD</u> | <u>12+ EVE</u> | <u>SAT MID</u> |
|----------------|----------------|----------------|----------------|----------------|
| 1. WRIT-F | 1. WOVV-F | 1. WOVV-F | 1. WOVV-F | 1. WOVV-F |
| 2. WOVV-F | 2. WRIT-F | 2. WRIT-F | 2. WRIT-F | 2. WRIT-F |
| 3. WIRA | 3. WEAT-F | 3. WEAT-F | 3. WIXI-F | 3. WIXI-F+ |
| 4. WSTU | WKGR-F | 4. WKGR-F | 4. WEAT-F | 4. WKGR-F |

| <u>ADULTS 18-34</u> | <u>ADULTS 18-49</u> | <u>ADULTS 25-54</u> | <u>ADULTS 35+</u> |
|---------------------|---------------------|---------------------|-------------------|
| 1. WOVV-F | 1. WOVV-F | 1. WOVV-F | 1. WRIT-F |
| 2. WKGR-F | 2. WKGR-F | 2. WKGR-F | 2. WIRA |
| 3. WRMF-F | 3. WRMF-F | 3. WIRK-F | WOVV-F |
| 4. WIRK-F | 4. WIRK-F | 4. WAVW-F | 4. WGYL-F |
| | | WFTP | |
| | | WHLG-F | |

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|--------|-------|----------------|-----|---------|------|-------------------|-----|
| WFTP | 1330 | Ft. Pierce, FL | 3.1 | WIXI-F+ | 96.7 | Jupiter, FL | 3.5 |
| WAVW-F | 105.5 | Ft. Pierce, FL | 3.5 | WNJY-F | 94.3 | Riviera Beach, FL | 3.1 |

RADIO STATIONS

| | | | | | |
|--------|-------|--------------|----------------------------|-------------------------------|-------------|
| WIRA | 1400 | 1 KW/250 W | NOST (Al Ham), NBC | \$ 17.00 (Roslin) Roth | J. Chaplin |
| WSTU | 1450 | 1 KW/250 W | MOR, ABC-I | \$ NA (S. Katz)(Stuart) | G. Glascock |
| WAVW-F | 105.5 | 3 KW @ 300 | COUNTRY, ABC-D | \$ 39.00 (Weiss) (Vero Beach) | J. Healy |
| WGYL-F | 93.5 | 3 KW @ 300 | BTFL (Bonne), UPI | \$ 23.00 (----) (Vero Beach) | C. Hubbard |
| WHLG-F | 102.3 | 3 KW @ 300 | BTFL/EZ, CBS | \$ NA (S. Katz)(Jensen Bch) | G. Glascock |
| WOVV-F | 95.5 | 100 KW @ 518 | CONTEMP (Radio Arts), US 2 | \$ 29.00 (Roslin) Roth | J. Chaplin |
| WRIT-F | 92.7 | 3 KW @ 300 | BTFL, AP | \$ 18.00 (----) (Stuart) | F. Nettare |

Other ranked stations - See West Palm Beach in Spring '85 American Radio

FT. SMITH, AR

MSA Rank/Pop: 219/179,300
 Average Person Rating: 14.4
 Market TSL: 20.21 hrs.
 Stations: 20/16

Diaries: 436/329/46.88%
 Sample Target: 370
 % Below Line: 14.28%
 % Not Listed: 5.31%

Retail \$: .83 billion
 HH Income: \$23,144
 FM Share: 81.63%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|------------|-------------|--------|--------|------------|------------|------------|------|
| 1. KISR-F | 45/21.7 | 38.7 | 27.0 | 1. KISR-F | 76/908 | 1. KISR-F | 519 |
| 2. KTCS-F | 36/17.4 | 10.3 | 24.3 | 2. KZZE-F | 69/604 | 2. KTCS-F | 366 |
| 3. KEZA-F | 23/11.1 | 5.7 | 3.0 | 3. KINB-F | 58/464 | 3. KZZE-F | 264 |
| 4. KZZE-F | 18/ 8.7 | 1.1 | 4.2 | 4. KTCS-F | 40/473 | 4. KAJJ-F+ | 211 |
| 5. KFPW | 15/ 7.2 | 3.4 | 4.9 | 5. KEZA-F | 37/355 | 5. KEZA-F | 189 |
| 6. KAJJ-F+ | 12/ 5.8 | 5.0 | 1.2 | 6. KTFX-F | 36/421 | 6. KXXI-F+ | 174 |
| 7. KAZZ-F+ | 11/ 5.3 | 1.2 | 1.1 | 7. KAJJ-F+ | 31/343 | 7. KFPW | 129 |
| 8. KXXI-F+ | 9/ 4.4 | 3.0 | .8 | 8. KFPW | 15/163 | 8. KFSA | 119 |
| 9. KFDF | 7/ 3.4 | 3.1 | 1.1 | 9. KXXI-F+ | 11/225 | 9. KFPW-F | 117 |
| 10. KTCS | 6/ 2.9 | 1.5 | 2.7 | KAZZ-F+ | 11/100 | 10. KTCS | 104 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|------------|
| 1. KTCS-F | 1. KTCS-F | 1. KISR-F | 1. KISR-F | 1. KISR-F |
| 2. KISR-F | 2. KISR-F | 2. KTCS-F | 2. KTCS-F | 2. KTCS-F+ |
| 3. KEZA-F | 3. KEZA-F | 3. KZZE-F | 3. KZZE-F | 3. KEZA-F |
| 4. KFPN | 4. KZZE-F | KEZA-F | 4. KAZZ-F | 4. KAJJ-F+ |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. KISR-F | 1. KISR-F | 1. KTCS-F | 1. KISR-F |
| 2. KZZE-F | 2. KTCS-F | 2. KEZA-F | 2. KTCS-F+ |
| 3. KXXI-F+ | 3. KZZE-F | 3. KISR-F | 3. KEZA-F |
| KTCS-F | 4. KEZA-F | 4. KZZE-F | 4. KAJJ-F+ |

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|--------|-------|---------------|-----|--------|-------|---------------|-----|
| KACJ | 1510 | Greenwood, AR | --- | KMAG-F | 99.1 | Ft. Smith, AR | 1.0 |
| KAYR | 1060 | Van Buren, AR | .5 | KWHN | 1320 | Ft. Smith, AR | .5 |
| KFPW-F | 100.9 | Ft. Smith, AR | 2.4 | KINB-F | 107.3 | Poteau, OK | .5 |
| KFSA | 950 | Ft. Smith, AR | .5 | KRLQ-F | 97.1 | Tulsa, OK | 1.0 |
| KKID | 1560 | Sallisaw, OK | 2.4 | KTFX-F | 103.3 | Tulsa, OK | 1.0 |

RADIO STATIONS

| | | | | | |
|---------|-------|---------------|----------------|--------------------|------------------------------------|
| KFPW | 1230 | 1 KW/250 W | NOST, CBS | \$ 7.00 (Unirep) | G. Brown |
| KTCS | 1410 | 1 KW (Days) | COUNTRY | \$ 13.00 (----) | L. Ruth |
| KAJJ-F+ | 106.3 | 1.3 KW @ 300 | COUNTRY | \$ 10.00 (Roslin) | (Greenwood) D. Hughes |
| KXXI-F+ | 102.3 | 3 KW @ 300 | AC | \$ 12.00 (----) | (Van Buren) K. Pharis |
| KFPW-F | 100.9 | 3 KW @ 300 | COUNTRY, APR | \$ 7.00 (Unirep) | G. Brown |
| KISR-F | 93.7 | 100 KW @ 1250 | CHR, ABC-F | \$ 30.00 (----) | F. Baker |
| KAZZ-F+ | 95.9 | 3 KW @ 245 | COUNTRY (?) | \$ 14.00 (Savalli) | (Sallisaw, OK)L. Domaree |
| KTCS-F | 99.9 | 36 KW @ 225 | COUNTRY | \$ 13.00 (----) | L. Ruth |
| KZZE-F | 97.9 | 100 KW @ 2000 | CHR, Source | \$ 13.00 (----) | Audiophase(Poteau, OK) C. Van Loon |
| KINB-F | 107.3 | 70 KW @ 1810 | COUNTRY, ABC-E | \$ NA (----) | (Poteau, OK) V. Nowlin |

KEZA - See Fayetteville, AR

FT. WALTON BEACH, FL

MSA Rank/Pop: 293/117,600
 Average Person Rating: 15.1
 Market TSL: 20.76 hrs.
 Stations: 15/8

Diaries: 262/371/42.53%
 Sample Target: 280
 % Below Line: 45.23%
 % Not Listed: 14.28%

Retail \$: .77 billion
 HH Income: \$29,611
 FM Share: 83.33%

| <u>12+ METRO</u> | <u>1/4 / SHARE</u> | <u>SPG</u> | <u>SPG</u> | <u>12+ TSA</u> | <u>1/4 / CUME</u> | <u>12+ METRO</u> | <u>CUME</u> |
|------------------|--------------------|------------|------------|----------------|-------------------|------------------|-------------|
| | | 84 | 83 | | | | |
| 1. WMMK-F | 29/19.7 | 18.8 | 14.7 | 1. WMMK-F | 31/293 | 1. WTKX-F | 301 |
| 2. WTKX-F | 24/16.3 | 16.9 | 21.0 | 2. WTKX-F | 24/323 | 2. WFTW-F | 253 |
| 3. WJLQ-F | 16/10.9 | 9.1 | 11.2 | 3. WFTW-F | 17/262 | WMMK-F | 253 |
| WFTW-F | 16/10.9 | 17.5 | 14.0 | 4. WJLQ-F | 16/224 | 4. WJLQ-F | 214 |
| 5. WMEX-F | 11/ 7.5 | 6.5 | 9.8 | 5. WMEZ-F | 11/140 | 5. WMEZ-F | 132 |
| 6. WNUE | 9/ 6.1 | 2.6 | 7.7 | 6. WNUE | 9/133 | WNUE | 132 |
| 7. WFTW | 7/ 4.8 | 3.9 | 2.1 | 7. WFTW | 7/ 66 | 7. WXBM-F | 77 |
| 8. WJSB | 3/ 2.0 | .6 | 1.4 | 8. WAAZ-F | 3/ 59 | 8. WFTW | 61 |
| 9. WAAZ-F | 2/ 1.4 | 4.5 | 3.5 | 9. WJSB | 3/ 44 | 9. WCNU | 56 |
| WCNU | 2/ 1.4 | --- | --- | 10. WCNU | 2/ 56 | 10. WAAZ-F | 53 |
| WBLX-F | 2/ 1.4 | --- | --- | WBLX-F | 2/ 35 | | |
| WIZD-F | 2/ 1.4 | --- | --- | WIZD-F | 2/ 44 | | |
| | | | | WXBM-F | 2/ 85 | | |

| <u>12+ AMD</u> | <u>12+ MID</u> | <u>12+ PMD</u> | <u>12+ EVE</u> | <u>SAT MID</u> |
|----------------|----------------|----------------|----------------|----------------|
| 1. WMMK-F | 1. WMMK-F | 1. WTKX-F | 1. WTKX-F | 1. WMMK-F |
| 2. WJLQ-F | 2. WTKX-F | 2. WMMK-F | 2. WJLQ-F | 2. WTKX-F |
| 3. WTKX-F | 3. WFTW-F | 3. WFTW-F | 3. WMMK-F | 3. WJLQ-F |
| 4. WFTW-F | 4. WJLQ-F | 4. WJLQ-F | 4. WFTW-F | 4. WFTW-F |
| | | | WMEZ-F | |

| <u>ADULTS 18-34</u> | <u>ADULTS 18-49</u> | <u>ADULTS 25-54</u> | <u>ADULTS 35+</u> |
|---------------------|---------------------|---------------------|-------------------|
| 1. WTKX-F | 1. WMMK-F | 1. WMMK-F | 1. WMMK-F |
| 2. WMMK-F | 2. WTKX-F | 2. WTKX-F | 2. WMEZ-F |
| 3. WJLQ-F | 3. WJLQ-F | 3. WFTW-F | 3. WFTW |
| 4. WFTW-F | 4. WFTW-F | 4. WJLQ-F | 4. WTKX-F |

OTHER RATED STATIONS/METRO SHARE

| | | | | | |
|--------------|--------------------|----|--------------|------------|----|
| WWAV-F 102.3 | Destin, FL | .7 | WXBM-F 102.7 | Milton, F. | .7 |
| WGNE-F 98.5 | Pan City Beach, FL | .7 | | | |

RADIO STATIONS

| | | | | | |
|--------------|---------------|-------------------|-------------------|-------------|----------------|
| WCNU 1010 | 10 KW (Days) | COUNTRY, UPI, US1 | \$ 8.00 (Dora) | (Crestview) | J. Milligan |
| WFTW 1260 | 2.5 KW (Days) | NOSTALGIA | \$ 8.00 (Dora) | | Z. Rowley |
| WJSB 1050 | 5 KW (Days) | MOR, CBS | \$ 5.00 (----) | (Crestview) | J. Whitaker |
| WNUE 1400 | 1 KW/250 W | CONTEMP | \$ 11.00 (Masla) | | D. Van Buskirk |
| WAAZ-F 104.9 | 3 KW @ 300 | COUNTRY, CBS | \$ 5.00 (----) | (Crestview) | J. Whitaker |
| WFTW-F 99.3 | 3 KW @ 209 | CHR | \$ 20.00 (Dora) | | Z. Rowley |
| WMMK-F 92.1 | 3 KW @ 294 | COUNTRY | \$ 15.00 (Roslin) | | R. Gordon |

Other ranked stations - See Pensacola and Mobile in Spring '85 American Radio

FREDERICK, MD

MSA Rank/Pop: NA/105,800
 Average Person Rating: 16.9
 Market TSL: 22.11 hrs.
 Stations: 21/5

Diaries: 375/282/56.13%
 Sample Target: 290
 % Below Line: 52.38%
 % Not Listed: 17.87%

Retail \$: .70 billion
 HH Income: \$30,154
 FM Share: 75.51%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|------------|-------------|--------|--------|---------|------------|------------|------|
| 1. WFMD | 33/18.4 | 15.6 | 17.0 | 1. | | 1. WZYQ-F+ | 311 |
| 2. WZYQ-F+ | 19/10.6 | 9.8 | 9.5 | 2. | | 2. WFMD | 305 |
| 3. WFRE-F | 16/ 8.9 | 19.1 | 10.5 | 3. | | 3. WMZQ-F | 184 |
| WMZQ-F | 16/ 8.9 | 8.7 | 6.5 | 4. | TSA AND | 4. WFRE-F | 174 |
| 5. WLTT-F | 10/ 5.6 | 5.2 | 2.0 | 5. | METRO | 5. WRQX-F | 141 |
| WWDC-F | 10/ 5.6 | 2.9 | 3.5 | 6. | ARE THE | 6. WLTT-F | 139 |
| 7. WPOC-F | 6/ 3.4 | 1.2 | 6.0 | 7. | SAME | 7. WAVA-F | 130 |
| WRQX-F | 6/ 3.4 | 5.2 | 5.5 | 8. | | 8. WPOC-F | 110 |
| 9. WASH-F | 4/ 2.2 | 1.7 | --- | 9. | | 9. WWDC-F | 104 |
| WAVA-F | 4/ 2.2 | 2.9 | 3.0 | 10. | | 10. WARX-F | 86 |
| WIYY-F | 4/ 2.2 | 1.2 | 1.0 | | | | |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|------------|------------|------------|-----------|------------|
| 1. WFMD | 1. WFMD | 1. WFMD | 1. WFMD | 1. WFMD |
| 2. WZYQ-F+ | 2. WFRE-F | 2. WMZQ-F | 2. WZYQ-F | 2. WZYQ-F+ |
| 3. WMZQ-F | 3. WMZQ-F | 3. WZYQ-F+ | 3. WAVA-F | 3. WFRE-F |
| 4. WFRE-F | 4. WZYQ-F+ | 4. WLTT-F | WMZQ-F | WMZQ-F |
| | WLTT-F | | | |
| | WWDC-F | | | |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. WZYQ-F+ | 1. WFMD | 1. WFMD | 1. WFMD |
| WWDC-F | 2. WZYQ-F+ | 2. WZYQ-F+ | 2. WFRE-F |
| 3. WFMD | 3. WMZQ-F | 3. WFRE-F | 3. WMZQ-F |
| WLTT-F | 4. WLTT-F | 4. WMZQ-F | 4. WZYQ-F+ |
| | WWDC-F | | |

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|--------|-------|-----------------|-----|--------|-------|----------------|-----|
| WFCO | 1450 | Thurmont, MD | 1.1 | WPKX-F | 105.9 | Woodbridge, VA | 1.1 |
| WARX-F | 106.9 | Hagerstown, MD | 1.7 | WUSQ-F | 102.5 | Leesburg, VA | 1.7 |
| WGAY-F | 99.5 | Washington, DC | 1.1 | WWMD-F | 104.7 | Hagerstown, MD | 1.1 |
| WGRX-F | 100.7 | Westminster, MD | 1.7 | WYCR-F | 98.5 | York, PA | .6 |
| WMAL | 630 | Washington, DC | .6 | | | | |

RADIO STATIONS

| | | | | | | | |
|--------|-------|------------------|-------------|----|------------------|------------|--------------|
| WFMD | 930 | 5 KW/1 KW (Da-2) | MOR, CBS | \$ | NA (---) | Gibbons | F. Veihmeyer |
| WFRE-F | 99.9 | 9 KW @ 1123 | BTFM (Kala) | \$ | NA (---) | Gibbons | F. Veihmeyer |
| WZYQ-F | 103.9 | 350 W @ 912 | CHR, ABC-C | \$ | 27.00 (Market 4) | H. Johnson | |

Other ranked stations - See Washington in Spring '85 American Radio

GAINESVILLE, FL

MSA Rank/Pop: 212/189,600
 Average Person Rating: 16.1
 Market TSL: 29.97 hrs.
 Stations: 11/8

Diaries: 355/407/43.29%
 Sample Target: 340
 % Below Line: 23.15%
 % Not Listed: 18.45%

Retail \$: 1.10 billion
 HH Income: \$22,859
 FM Share: 74.21%

| 12+ METRO | 1/4 / SHARE | FA 84 | SPG 84 | FA 83 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-------|--------|-------|--------|------------|------------|------------|------|
| 1. WRUF-F | 36/15.5 | 16.9 | 14.8 | 14.2 | 16.0 | 1. WRUF-F | 44/675 | 1. WYKS-F | 570 |
| 2. WYKS-F | 30/12.9 | 12.8 | 10.5 | 11.6 | 11.8 | 2. WNFI-F | 33/484 | 2. WRUF-F | 541 |
| 3. WNFI-F | 29/12.4 | 5.5 | --- | 6.9 | 6.3 | 3. WYGC-F | 32/350 | 3. WNFI-F | 418 |
| 4. WYGC-F | 28/12.0 | 6.4 | 4.4 | 9.5 | 5.9 | WYKS-F | 32/607 | 4. WYGC-F | 309 |
| 5. WDVH | 20/ 8.6 | 8.7 | 11.8 | 11.2 | 21.0 | 5. WDVH | 20/212 | 5. WGGG | 262 |
| 6. WRUF | 14/ 6.0 | 5.9 | 4.8 | 4.3 | 3.8 | 6. WRUF | 14/265 | 6. WRUF | 234 |
| 7. WGGG | 10/ 4.3 | 6.8 | 5.7 | 6.5 | 7.6 | 7. WAIV-F | 12/225 | 7. WDVH | 208 |
| 8. WKTZ-F | 8/ 3.4 | --- | --- | --- | --- | 8. WGGG | 10/262 | 8. WAIV-F | 131 |
| 9. WAIV-F | 7/ 3.0 | 2.3 | 2.2 | 2.6 | 2.1 | WKAЕ-F | 10/154 | 9. WMGI | 98 |
| 10. WMGI | 5/ 2.1 | 5.5 | 8.3 | 12.5 | 4.2 | 10. WKTZ-F | 9/ 90 | 10. WKTZ-F | 83 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. WRUF-F | 1. WRUF-F | 1. WRUF-F | 1. WRUF-F | 1. WYKS-F |
| 2. WYKS-F | 2. WYKS-F | 2. WYKS-F | 2. WNFI-F | 2. WRUF-F |
| 3. WYGC-F | 3. WYGC-F | 3. WYGC-F | 3. WYGC-F | WYGC-F |
| 4. WDVH | 4. WNFI-F | 4. WNFI-F | 4. WYKS-F | 4. WNFI-F |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|-------------------|
| 1. WRUF-F | 1. WRUF-F | 1. WYGC-F | 1. WDVH |
| 2. WYKS-F | 2. WYKS-F | 2. WYKS-F | 2. WYGC-F |
| 3. WNFI-F | 3. WYGC-F | 3. WRUF-F | 3. WRUF |
| 4. WYGC-F | WNFI-F | 4. WNFI-F | 4. WGGG WNFI-F |

OTHER RATED STATIONS/METRO SHARE

WKAЕ-F 104.9 High Springs, FL 1.3

RADIO STATIONS

| | | | | | |
|---------|-------|--------------|-----------------------|------------------|-------------------------------|
| WDVH | 980 | 5 KW (Days) | COUNTRY, ABC-E | \$ 22.00 (Weiss) | L. Edwards |
| WGGG | 1230 | 1 KW/250 W | CONTEMP | \$ 14.00 (Weiss) | T. Callato |
| WMGI | 1390 | 5 KW (Days) | URBAN, US 2 | \$ NA (HNWH) | Sunshine Wireless D. Paustian |
| WRUF | 850 | 5 KW (Da-N) | MOR, CBS | \$ 12.00 (Smith) | Univ. of Fla. B. Leach |
| WKAЕ-F | 104.9 | 1 KW @ 450 | COUNTRY | \$ NA (----) | (High Spgs) R. Forrester |
| WRUF -F | 103.7 | 100 KW @ 344 | AOR (Pollack), Source | \$ 23.00 (Smith) | Univ. Of Fla. B. Leach |
| WYGC-F | 100.9 | 3 KW @ 300 | COUNTRY | \$ NA (Masla) | C. Holladay |
| WYKS-F | 105.5 | 3 KW @ 300 | CONTEMP, USI | \$ 19.00 (HNWH) | Sunshine Wireless D. Paustian |

Other ranked stations - See Jacksonville in Spring '85 American Radio

GRAND FORKS, NB-MN

MSA Rank/Pop: 345/69,100
 Average Person Rating: 17.8
 Market TSL: 23.76 hrs.
 Stations: 13/10

Diaries: 302/282/62.91%
 Sample Target: 260
 % Below Line: 37.03%
 % Not Listed: 11.18%

Retail \$: .73 billion
 HH Income: \$27,495
 FM Share: 54.07%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|------------|------------|-----------|------|
| 1. KKXL-F | 39/25.7 | 21.0 | 17.0 | 1. KKXL-F | 53/532 | 1. KKXL-F | 370 |
| 2. KRRK | 17/11.2 | 3.6 | 7.8 | 2. KFGO | 33/313 | 2. KNOX-F | 221 |
| 3. KNOX | 16/10.5 | 8.7 | 13.5 | 3. KNOX | 23/296 | 3. KNOX | 209 |
| 4. KNOX-F | 13/ 8.6 | 10.9 | 12.8 | 4. KYCK-F | 19/261 | 4. KYCK-F | 154 |
| 5. KYCK-F | 12/ 7.9 | 14.5 | 12.8 | 5. KRRK | 17/126 | 5. KRRK | 118 |
| 6. KROX | 10/ 6.6 | 8.7 | 3.5 | 6. KNOX-F | 13/241 | 6. KZLT-F | 109 |
| 7. KFGO | 8/ 5.3 | 2.2 | 4.3 | KROX | 13/147 | 7. KKXL | 103 |
| 8. KZLT-F | 7/ 4.6 | 3.6 | 5.7 | 8. WDAY | 8/149 | 8. KROX | 95 |
| 9. KKXL | 6/ 3.9 | 10.9 | 7.1 | WDAY-F | 8/184 | 9. WDAY-F | 90 |
| 10. WDAY | 4/ 2.6 | --- | --- | 10. KZLT-F | 7/113 | 10. KFGO | 88 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|------------|-----------|-----------|-----------|-----------|
| 1. KNOX-F+ | 1. KKXL-F | 1. KKXL-F | 1. KKXL-F | 1. KKXL-F |
| 2. KKXL-F | 2. KRRK | 2. KRRK | 2. KKXL | 2. KRRK |
| 3. KROX | 3. KYCK-F | 3. KNOX | 3. KYCK | 3. KNOX |
| 4. KYCK-F | 4. KNOX | KNOX-F | 4. KNOX-F | 4. KFGO |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. KKXL-F | 1. KKXL-F | 1. KKXL-F | 1. KNOX |
| 2. KNOX-F | 2. KNOX-F | 2. KNOX | 2. KRRK |
| KYCK-F | KRRK | 3. KNOX-F | 3. KROX |
| 4. KRRK | KYCK-F | 4. KYCK-F | 4. KFGO |

OTHER RATED STATIONS/METRO SHARE

KKCQ 1480 Fosston, MN .7 KKDQ-F 107.1 Fosston, MN -0-
 WDAY-F 93.7 Fargo, ND 1.3

RADIO STATIONS

| | | | | | | | |
|--------|-------|-------------------|---------|-------|------------------|-----------------|-------------|
| KKXL | 1440 | 1 KW/500 W (Da-N) | COUNTRY | US 2 | \$ 18.00 (HNWH) | Vaughns | D. Cariveau |
| KNOX | 1310 | 5 KW (Da-N) | AC | ABC-E | \$ 29.00 (Katz) | | D. Shore |
| KROX | 1260 | 1 KW/500 W (Da-N) | MOR | MBS | \$ 9.00 (Jones) | (Crookston, MN) | F. Fee |
| KRRK | 1590 | 5 KW/1 KW (Da-2) | COUNTRY | MBS | \$ 20.00 (Weiss) | | S. Park |
| KKXL-F | 92.9 | 100 KW @ 420 | CHR | US 1 | \$ 18.00 (HNWH) | Vaughns | D. Cariveau |
| KNOX-F | 94.7 | 100 KW @ 300 | AC | ABC-E | \$ 15.00 (Katz) | | D. Shore |
| KYCK-F | 97.1 | 100 KW @ 403 | COUNTRY | ABC-D | \$ 22.00 (HNWH) | (Crookston, MN) | M. Leighton |
| KZLT-F | 103.9 | 3 KW @ 164 | ?? | MBS | \$ NA (Weiss) | | S. Park |

Other ranked stations - See Fargo in Spring '85 American Radio

GRAND JUNCTION, CO

MSA Rank/Pop: NA/79,700 (12+)
 Average Person Rating: 14.3
 Market TSL: 20.60 hrs.
 Stations: 0/9

Diaries: 259/307/56.92%
 Sample Target: 250
 % Below Line: -0-
 % Not Listed: 13.15%

Retail \$: .72 billion
 HH Income: \$29,857
 FM Share: 55.55%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|-----------|------------|-----------|------|
| 1. KQIL | 27/23.7 | 31.3 | 23.0 | 1. KQIX-F | 32/429 | 1. KQIL | 281 |
| 2. KQIX-F | 16/14.0 | 26.1 | 34.4 | 2. KQIL | 29/292 | 2. KQIX-F | 250 |
| 3. KEKB-F | 12/10.5 | --- | --- | 3. KLDL-F | 17/164 | 3. KSTR-F | 213 |
| KEXO | 12/10.5 | 10.4 | 9.8 | KSTR-F | 17/351 | 4. KEXO | 146 |
| 5. KVEE-F | 11/ 9.6 | 1.7 | 9.0 | 5. KVEE-F | 15/160 | 5. KEKB-F | 130 |
| 6. KSTR-F | 9/ 7.9 | 3.5 | --- | 6. KEKB-F | 14/149 | 6. KLDL-F | 121 |
| 7. KLDL-F | 7/ 6.1 | --- | --- | KSTR | 14/201 | KVEE-F | 121 |
| 8. KSTR | 3/ 2.6 | 14.8 | 7.4 | 8. KEXO | 12/146 | 8. KSTR | 109 |
| 9. KIIIO | 2/ 1.8 | 3.5 | 6.6 | 9. KIIIO | 2/103 | 9. KIIIO | 73 |

| <u>12+ AMD</u> | <u>12+ MID</u> | <u>12+ PMD</u> | <u>12+ EVE</u> | <u>SAT MID</u> |
|----------------|----------------|----------------|----------------|----------------|
| 1. KQIL | 1. KQIL | 1. KQIL | 1. KEKB-F | 1. KQIL |
| 2. KSTR-F+ | 2. KVEE-F | 2. KQIX-F | KQIX-F | 2. KQIX-F |
| 3. KEXO | 3. KEKB-F | 3. KVEE-F | 3. KLDL-F | 3. KEKB-F |
| 4. KEKB-F | KEXO | 4. KEKB-F | KQIL | 4. KSTR-F |
| KQIX-F | | | KSTR-F | |

| <u>ADULTS 18-34</u> | <u>ADULTS 18-49</u> | <u>ADULTS 25-54</u> | <u>ADULTS 35+</u> |
|---------------------|---------------------|---------------------|-------------------|
| 1. KQIL | 1. KQIL | 1. KQIL | 1. KQIL |
| 2. KQIX-F | 2. KEKB-F | 2. KEKB-F | 2. KEXO |
| 3. KSTR-F | KQIX-F | 3. KQIX-F | 3. KVEE-F |
| 4. KEKB-F | 4. KSTR-F | 4. KEXO | 4. KEKB-F |
| | | KVEE-F | |

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

| | | | | | |
|--------|------|--------------------|-----------------------|------------------------------|-------------|
| KEXO | 1230 | 1 KW/250 W | NOSTALGIA, ABC-I | \$ 15.00 (Eastman) Downy | J. Bright |
| KIIIO | 1100 | 50 KW/10 KW (Da-2) | AC, CBS | \$ 18.00 (Weiss) | C. Anderson |
| KQIL | 1340 | 1 KW/250 W | COUNTRY (Drake-Chen), | NBC \$ 60.00 (---)Mesa | D. Beck |
| KSTR | 620 | 5 KW (Days) | MOR | \$ 13.00 (Mc-Guild) | D. Robbins |
| KEKB-F | 99.9 | 80 KW @ 1385 | COUNTRY | \$ 15.00 (---) | J. Maynard |
| KLDL-F | 95.1 | 100 KW @ ?? | CHR | \$ 21.00 (Eastman) Downy | J. Bright |
| KQIX-F | 93.1 | 26 KW @ 1027 | AC (Drake-Chen) | \$ 60.00 (---) Mesa | D. Beck |
| KSTR-F | 96.1 | 64 KW @ 1679 | CHR (Radio Arts) | \$ 28.00 (McGuire)(Montrose) | D. Robbins |
| KVEE-F | 92.3 | 30 KW @ -42 | BTFL | \$ 14.00 (McGuire) | C. Anderson |

GREAT FALLS, MT

MSA Rank/Pop: 340/80,500
 Average Person Rating: 16.8
 Market TSL: 22.16 hrs.
 Stations: 0/8

Diaries: 288/229/55.06%
 Sample Target: 250
 % Below Line: -0-
 % Not Listed: 9.00%

Retail \$: .47 billion
 HH Income: \$24,960
 FM Share: 64.35%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|-----------|------------|-----------|------|
| 1. KAAK-F | 24/21.6 | 11.1 | 15.5 | 1. KMON | 39/483 | 1. KMON | 225 |
| 2. KMON-F | 20/18.0 | --- | 9.1 | 2. KAAK-F | 31/270 | 2. KAAK-F | 219 |
| 3. KLFM-F | 16/14.4 | 9.1 | 10.9 | 3. KMON-F | 29/270 | 3. KMON-F | 190 |
| 4. KMON | 15/13.5 | 15.2 | 12.7 | 4. KLFM-F | 19/189 | 4. KLFM-F | 158 |
| 5. KEIN | 14/12.6 | 18.2 | 21.8 | 5. KEIN | 17/183 | 5. KEIN | 152 |
| 6. KQDI | 6/ 5.4 | 10.1 | 11.8 | 6. KQDI | 6/130 | 6. KQDI-F | 105 |
| 7. KQDI-F | 5/ 4.5 | 9.1 | 13.6 | 7. KQDI-F | 5/105 | 7. KQDI | 100 |
| 8. KYOT | 1/ .9 | --- | 1.8 | 8. KYOT | 1/ 44 | 8. KYOT | 42 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. KAAK-F | 1. KAAK-F | 1. KAAK-F | 1. KMON-F | 1. KMON-F |
| KEIN | 2. KLFM-F | 2. KMON-F | 2. KAAK-F | 2. KAAK-F |
| 3. KMON | 3. KMON | 3. KMON | 3. KLFM-F | 3. KLFM-F |
| 4. KMON-F | 4. KEIN | 4. KLFM-F | 4. KQDI | 4. KEIN |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. KAAK-F | 1. KAAK-F | 1. KAAK-F | 1. KMON |
| 2. KMON-F | 2. KLFM-F | 2. KLFM-F | 2. KEIN |
| 3. KLFM-F | 3. KMON-F | 3. KEIN | KLFM-F |
| 4. KQDI | 4. KEIN | 4. KMON | 4. KAAK-F |

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

| | | | | | | |
|--------|-------|--------------|-----------------------------|----------|------------|--------------|
| KEIN | 1310 | 5 KW/1 KW | COUNTRY, NBC | \$ 21.00 | (Masla) | B. Luzmoor |
| KMON | 560 | 5 KW (Da-N) | COUNTRY, ABC-I | \$ NA | (Mc-Guild) | L. Courtnage |
| KQDI | 1450 | 1 KW/250 W | ??, US 2 | \$ 19.00 | (Weiss) | B. Lockhart |
| KYOT | 1400 | 1 KW/250 W | ??, CBS | \$ 15.00 | (----) | T. Taylor |
| KAAK-F | 98.9 | 100 KW @ 500 | AC | \$ 21.00 | (Eastman) | D. Stilli |
| KLFM-F | 92.9 | 100 KW @ 500 | COUNTRY(Drake-Chen), Source | \$ 15.00 | (Masla) | B. Luzmoor |
| KMON-F | 94.5 | 36 KW @ 486 | CHR, US 1 | \$ 21.00 | (Mc-Guild) | L. Courtnage |
| KQDI-F | 106.3 | 3 KW @ 300 | AOR(Burk-Abr), US 2 | \$ NA | (Weiss) | B. Lockhart |

HAGERSTOWN-CHAMBERSBURG-WAYNESBORO, MD-PA

MSA Rank/Pop: 295/116,700 *
 Average Person Rating: 17.0
 Market TSL: 23.32 hrs.
 Stations: 27/15

Diaries: 451/434/51.25%
 Sample Target: 400
 % Below Line: 14.44%
 % Not Listed: 16.81%

Retail \$: 1.90 billion
 HH Income: \$25,082
 FM Share: 78.33%

* Hagerstown Only

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|------------|-------------|-----------|-----------|------------|------------|------------|------|
| 1. WIKZ-F | 43/12.9 | 9.6 | 8.3 | 1. WIKZ-F | 51/512 | 1. WIKZ-F | 449 |
| 2. WYII-F | 39/11.7 | 12.6 | 12.0 | 2. WYII-F | 47/496 | 2. WYII-F | 372 |
| 3. WAYZ-F+ | 27/ 8.1 | 7.6 | 10.0 | 3. WWMD-F | 34/371 | 3. WAYZ-F+ | 329 |
| 4. WWMD-F | 25/ 7.5 | 7.1 | 6.0 | 4. WAYZ-F+ | 32/368 | 4. WQCM-F | 327 |
| 5. WQCM-F | 18/ 5.4 | 8.2 | 10.6 | 5. WQCM-F | 24/428 | 5. WJEJ | 251 |
| WJEJ | 18/ 5.4 | 5.8 | 8.3 | WFRE-F | 24/300 | 6. WWMD-F | 248 |
| 7. WCHA | 17/ 5.1 | 2.7 | 3.2 | 7. WJEJ | 20/287 | 7. WFRE-F | 201 |
| WFRE-F | 17/ 5.1 | 4.7 | 4.0 | 8. WCHA | 19/180 | 8. WGLL-F | 196 |
| 9. WGLL-F | 15/ 4.5 | 2.5 | 3.7 | WGLL-F | 19/208 | 9. WKSL-F | 181 |
| 10. WKSL-F | 8/ 2.4 | 2.5 | 1.4 | 10. WKSL-F | 13/223 | 10. WCHA | 170 |
| | | | | WARX-F | 13/241 | | |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|------------|------------|------------|-----------|------------|
| 1. WYII-F | 1. WIKZ-F | 1. WIKZ-F | 1. WIKZ-F | 1. WIKZ-F |
| 2. WIKZ-F | 2. WWMD-F | 2. WYII-F | 2. WAYZ-F | 2. WYII-F |
| 3. WJEJ | WYII-F | 3. WAYZ-F+ | 3. WYII-F | 3. WQCM-F |
| 4. WAYZ-F+ | 4. WAYZ-F+ | 4. WWMD-F | 4. WARK | 4. WAYZ-F+ |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. WIKZ-F | 1. WIKZ-F | 1. WYII-F | 1. WYII-F |
| 2. WAYZ-F+ | 2. WAYZ-F+ | 2. WIKZ-F | 2. WWMD-F |
| 3. WYII-F | 3. WYII-F | WAYZ-F+ | 3. WJEJ |
| 4. WQCM-F | 4. WGLL-F | 4. WCHA | 4. WAYZ-F+ |
| | WQCM-F | | |

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|--------|-------|------------------|-----|---------|-------|--------------------|-----|
| WARK | 1490 | Hagerstown, MD | 1.8 | WGRX-F | 100.7 | Westminster, MD | 1.8 |
| WARX-F | 106.9 | Hagerstown, MD | 2.1 | WHYL-F+ | 102.3 | Carlisle, PA | .3 |
| WCBG | 1590 | Chambersburg, PA | 1.2 | WINC-F+ | 92.5 | Westminster, MD | .3 |
| WEFO | 1130 | Waynesboro, PA | .9 | WKMZ-F | 97.5 | Martinsburg, WV | .6 |
| WHAG | 1410 | Halfway, MD | 2.1 | WMZQ-F | 98.7 | Washington, DC | 2.1 |
| WASH-F | 97.1 | Washington, DC | .6 | WZYQ-F+ | 103.9 | Braddock Hgts., MD | .3 |
| WFMD | 930 | Frederick, MA | .9 | | | | |

RADIO STATIONS

| | | | | | | |
|---------|-------|-----------------|----------------------|---------------------|--------------------|-------------|
| WCHA | 800 | 1 KW (Days, Da) | NOSTALGIA | \$ 8.00 (---) | (Chambersburg) | T. Boock |
| WJEJ | 1240 | 1 KW/250 W | MOR/CBS | \$ 11.00 (---) | | J. Staub |
| WARX-F | 106.9 | 14 KW @ 840 | ?? | \$ NA | (Masla) | |
| WAYZ-F+ | 101.5 | 3 KW @ 21 | COUNTRY/APR | \$ 9.00 (---) | (Waynesboro) | S. Crawford |
| WGLL-F | 92.1 | 3 KW @ 295 | CONTEMP (Drake-Chen) | \$ 12.00 (---) | (Mercersburg, PA) | P. Sow |
| WQCM-F | 96.7 | 3 KW @ 165 | CHR/ABC-F | \$ 11.00 (Dome) | | |
| WIKZ-F | 95.1 | 50 KW @ 265 | CONTEMP | \$ 20.00 (---) | (Chambersburg) | |
| WKSL-F | 94.3 | 2 KW @ 360 | COUNTRY | \$ NA (---) | (Green Castle, PA) | B. Thomas |
| WWMD-F | 104.7 | 75 KW @ 1320 | BTFL | \$ 11.00 (---) | | J. Staub |
| WYII-F | 95.9 | 3 KW @ 300 | COUNTRY/NBC | \$ 13.00 (Market 4) | (Williamsport) | K. Smith |

WFRE - See Frederick

ITHACA, NY

MSA Rank/Pop: NA/81,200 (12+)
 Average Person Rating: 17.0
 Market TSL: 22.12 hrs.
 Stations: 8/6

Diaries: 272/298/65.54%
 Sample Target: 250
 % Below Line: 18.81%
 % Not Listed: 26.81%

Retail \$: .42 billion
 HH Income: \$25,592
 FM Share: 73.26%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|-----------|------------|-----------|------|
| 1. WOKW-F | 20/14.5 | 15.6 | 22.5 | 1. WOKW-F | 37/486 | 1. WVBR-F | 292 |
| 2. WPCX-F | 18/13.0 | 7.4 | 8.3 | 2. WTKO | 21/244 | 2. WOKW-F | 247 |
| 3. WTKO | 17/12.3 | 15.6 | 19.2 | 3. WPCX-F | 19/195 | 3. WTKO | 233 |
| WVBR-F | 17/12.3 | 9.8 | 10.0 | 4. WVBR-F | 17/295 | 4. WHCU-F | 185 |
| 5. WHCU-F | 10/ 7.2 | 8.2 | 5.8 | 5. WKRT | 15/130 | 5. WPCX-F | 164 |
| 6. WHCU | 9/ 6.5 | 6.6 | 4.2 | 6. WQNY-F | 14/204 | 6. WQNY-F | 149 |
| WQNY-F | 9/ 6.5 | 9.0 | 6.7 | 7. WHCU | 12/160 | 7. WHCU | 112 |
| 8. WKRT | 1/ .7 | 1.6 | 1.7 | 8. WHCU-F | 10/189 | 8. WKRT | 32 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|------------|-----------|-----------|---------------------|-----------|
| 1. WTKO | 1. WOKW-F | 1. WOKW-F | 1. WOKW-F | 1. WOKW-F |
| 2. WHCU-F+ | 2. WVBR-F | 2. WPCX-F | 2. WPCX-F | 2. WTKO |
| 3. WVBR-F | 3. WPCX-F | 3. WVBR-F | 3. WTKO | 3. WPCX-F |
| 4. WPCX-F | 4. WTKO | 4. WTKO | 4. WQNY-F WVBR-F | 4. WHCU-F |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|-------------------|--------------|------------|
| 1. WVBR-F | 1. WVBR-F | 1. WPCX-F | 1. WPCX-F |
| 2. WOKW-F | 2. WOKW-F | 2. WOKW-F | 2. WTKO |
| 3. WQNY-F | 3. WPCX-F | WTKO | 3. WHCU |
| 4. WTKO | 4. WQNY-F WTKO | 4. WVBR-F | WHCU-F |

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

| | | | | | |
|--------|-------|-------------------|--------------------|------------------------|-----------------------|
| WHCU | 870 | 5 KW (Days) | MOR, CBS | \$ 15.00 (Market 4) | Cornell R. Paolangeli |
| WTKO | 1470 | 5 KW/500 W (Da-2) | AC, ABC-E, ABC-I | \$ 17.00 (----) | W. Paternite |
| WKRT | 920 | 1 KW/500 W (Da-N) | NOST (Al Ham), RKO | \$ NA (----)(Cortland) | B. McMartin |
| WHCU-F | 97.3 | 52 KW @ 730 | VARIETY, CBS | \$ 15.00 (Market 4) | Cornell R. Paolangeli |
| WOKW-F | 99.9 | 20 KW @ 730 | CHR, RKO | \$ NA (----)(Cortland) | B. McMartin |
| WQNY-F | 103.7 | 50 KW @ 890 | AC, MBS | \$ 11.00 (Roslin) | J. Roberts |
| WVBR-F | 93.5 | 3 KW @ 250 | CHR, NBC | \$ 13.30 (Market 4) | W. Kurtzman |
| WPCX-F | 106.9 | 45 KW @ 530 | COUNTRY | \$ NA (Market 4) | D. Ducayne |

JOPLIN, MO

MSA Rank/Pop: 270/132,600
 Average Person Rating: 14.2
 Market TSL: 20.16 hrs.
 Stations: 16/11

Diaries: 353/310/53.72%
 Sample Target: 300
 % Below Line: 17.91%
 % Not Listed: 14.10%

Retail \$: .78 billion
 HH Income: \$21,549
 FM Share: 57.46%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|------------|-------------|-----------|-----------|-----------|------------|-----------|------|
| 1. KSYN-F | 25/16.0 | 21.8 | 18.8 | 1. KKOW | 49/506 | 1. KKUZ-F | 290 |
| 2. KKUZ-F | 24/15.4 | 16.8 | 10.7 | 2. KKUZ-F | 39/544 | 2. KSYN-F | 217 |
| 3. KFSB | 12/ 7.7 | 5.9 | 10.7 | 3. KSYN-F | 33/464 | 3. KSFB | 191 |
| 4. WMBH | 11/ 7.1 | 6.9 | 13.4 | 4. KBLT-F | 28/309 | 4. KKOW | 167 |
| KBLT-F | 11/ 7.1 | 5.0 | 7.1 | 5. KRGK-F | 14/140 | 5. WMBH | 141 |
| 6. KLES | 8/ 5.1 | 9.9 | 8.0 | KFSB | 14/280 | 6. KBTN | 120 |
| KQWK-F | 8/ 5.1 | --- | --- | 7. WMBH | 11/157 | 7. KBLT-F | 113 |
| 8. KKOW | 7/ 4.5 | 8.9 | 7.1 | KWTO | 11/234 | 8. KQWK-F | 107 |
| KBTN | 7/ 4.5 | --- | --- | 9. KLES | 9/109 | 9. KRGK-F | 106 |
| 10. KRGK-F | 6/ 3.8 | 2.0 | 2.7 | KBTN | 9/140 | 10. KLES | 91 |

| <u>12+ AMD</u> | <u>12+ MID</u> | <u>12+ PMD</u> | <u>12+ EVE</u> | <u>SAT MID</u> |
|----------------|----------------|----------------|----------------|----------------|
| 1. KSYN-F | 1. KSYN-F | 1. KKUZ-F | 1. KKUZ-F | 1. KSYN-F |
| 2. KKUZ-F | 2. KKUZ-F | 2. KSYN-F | 2. KSYN-F | 2. KKUZ-F |
| 3. KFSB-F | 3. KBLT-F | 3. WMBH | 3. KQWK-F | 3. KQWK-F |
| 4. KBTN | 4. WMBH | 4. KQWK-F | 4. WMBH | 4. WMBH |
| | | KBLT-F | | |

| <u>ADULTS 18-34</u> | <u>ADULTS 18-49</u> | <u>ADULTS 25-54</u> | <u>ADULTS 35+</u> |
|---------------------|---------------------|---------------------|-------------------|
| 1. KKUZ-F | 1. KKUZ-F | 1. KKUZ-F | 1. WMBH |
| 2. KQWK-F | 2. KSYN-F | 2. KBLT-F | 2. KFSB |
| KSYN-F | 3. KBLT-F | 3. WMBH | KLES |
| 4. KBLT-F | 4. KFSB | 4. KFSB | 4. KBTN |
| | KQWK-F | KSYN-F | |
| | WMBH | | |

OTHER RATED STATIONS/METRO SHARE

| | | | | | |
|-----------|---------------|-----|--------------|------------------|-----|
| KDMO 1490 | Carthage, MO | 1.9 | KEZA-F 107.9 | Fayetteville, AR | 1.3 |
| KKLL 1100 | Webb City, MO | 3.2 | KTTS-F 94.7 | Springfield, MO | .6 |
| KQYX 1560 | Joplin, MO | .6 | KWTO 560 | Springfield, MO | 1.9 |

RADIO STATIONS

| | | | | |
|--------------|-------------------|-----------------------|--------------------------|----------------|
| KBTN 1420 | 1 KW/500 W (Da-N) | COUNTRY | \$ 14.00 (---)(Neosho) | D. Winegardner |
| KFSB 1310 | 5 KW/1 KW (Da-2) | AC, ABC-E | \$ 12.00 (Weiss) | J. David |
| KLES 1230 | 1 KW/250 W | MOR, CBS | \$ 7.70 (Selcom) | H. Remick |
| WMBH 1450 | 1 KW/250 W | COUNTRY | \$ 10.00 (Bunchez) | G. Exline |
| KKOW 860 | 10 KW/5 KW (Da-N) | COUNTRY, NBC TALKNET, | CBS \$ 9.35 (Mc-Guild) | R. Freeman |
| KRGK-F 104.9 | 3 KW @ 160 | BFTL, ABC-I | \$ 10.00 (---)(Carthage) | C. Beyer |
| KKUZ-F 102.5 | 100 KW @ 440 | AC, US 1 | \$ 14.50 (Bunchez) | G. Exline |
| KQWK-F 96.9 | 100 KW @ 390 | CHR, Source | \$ 7.00 (Weiss) | T. Menowsky |
| KSYN-F 92.5 | 100 KW @ 430 | CHR, ABC-R | \$ 19.70 (S. Katz) | |
| KBLT-F 107.1 | 3 KW @ 300 | COUNTRY | \$ 8.50 (Baxter Springs) | J. Maxton |

KWTO - See Springfield in Spring '85 American Radio

KILLEEN-TEMPLE, TX

MSA Rank/Pop: 174/249,200
 Average Person Rating: 17.1
 Market TSL: 22.69 hrs.
 Stations: 16/9

Diaries: 436/451/48.12%
 Sample Target: 390
 % Below Line: 24.33%
 % Not Listed: 10.97%

Retail \$: 1.03 billion
 HH Income: \$24,233
 FM Share: 81.33%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|------------|------------|------------|------|
| 1. KTQN-F | 54/16.0 | 3.7 | 6.3 | 1. KTQN-F | 54/634 | 1. KIXS-F | 685 |
| 2. KIXS-F | 47/13.9 | 18.1 | 16.4 | 2. KIXS-F | 50/765 | 2. KTQN-F | 634 |
| 3. KOOV-F | 36/10.7 | 9.7 | 16.7 | 3. KOOV-F | 40/381 | 3. KWTX-F | 421 |
| 4. KPLE-F | 31/ 9.2 | 8.9 | 6.9 | 4. KPLE-F | 36/289 | 4. KOOV-F | 328 |
| 5. KWTX-F | 28/ 8.3 | 8.0 | 7.2 | KWTX-F | 36/520 | 5. KPLE-F | 282 |
| KIIZ | 28/ 8.3 | 19.5 | 8.5 | 6. KIIZ | 29/246 | 6. KIIZ | 240 |
| 7. WBAP | 15/ 4.5 | 2.9 | 2.5 | 7. WBAP | 17/220 | 7. KLTD-F | 183 |
| 8. KLTD-F | 11/ 3.3 | --- | 1.3 | 8. KASE-F | 14/231 | 8. WBAP | 170 |
| KASE-F | 11/ 3.3 | 1.7 | 5.7 | 9. KLTD-F | 11/183 | 9. KASE-F | 165 |
| 10. KTON | 8/ 2.4 | 1.1 | 1.3 | 10. KNFO-F | 10/ 92 | 10. KHOO-F | 126 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. KTQN-F | 1. KTQN-F | 1. KTQN-F | 1. KIXS-F | 1. KTQN-F |
| 2. KOOV-F | 2. KOOV-F | 2. KIXS-F | 2. KTQN-F | 2. KIXS-F |
| 3. KPLE-F | 3. KPLE-F | 3. KOOV-F | 3. KLTD-F | 3. KPLE-F |
| 4. KIXS-F | 4. KIXS-F | 4. KWTX-F | 4. KWTX-F | 4. KOOV-F |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. KTQN-F | 1. KTQN-F | 1. KTQN-F | 1. KPLE-F |
| 2. KIXS-F | 2. KIXS-F | 2. KOOV-F | 2. KOOV-F |
| 3. KIIZ | 3. KIIZ | 3. KPLE-F | 3. WBAP |
| 4. KWTX-F | KOOV-F | 4. KIIZ | 4. KTQN-F |

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|--------|------|----------------|-----|--------|-------|------------|-----|
| KTEM | 1400 | Temple, TX | 1.5 | KJNE-F | 102.5 | Waco, TX | 1.2 |
| KPEP-F | 98.3 | Gatesville, TX | 2.1 | KLBJ-F | 93.7 | Austin, TX | 1.8 |
| KHOO-F | 99.9 | Waco, TX | .6 | KNFO-F | 95.5 | Waco, TX | 2.1 |

RADIO STATIONS

| | | | | | | |
|--------|-------|--------------|-----------------|----------|------------------|-------------|
| KIIZ | 1050 | 250 W (Days) | BLACK (TM), APR | \$ NA | (Selcom) | D. Raab |
| KTEM | 1400 | 1 KW/1 KW | AC, CBS | \$ 17.00 | (HNWH) Formby | G. Franz |
| KTON | 940 | 1 KW (Days) | COUNTRY, ABC-I | \$ 10.00 | (Masla) | J. Sims |
| KIXS-F | 93.3 | 100 KW @ 520 | CHR, APR | \$ NA | (Selcom) | D. Raab |
| KLTD-F | 99.3 | 3 KW @ 190 | RELIGION | \$ 10.00 | (Riley & Assoc.) | |
| KOOV-F | 103.1 | 3 KW @ 444 | COUNTRY, ABC-E | \$ 16.50 | (Jack Riley) | G. Christie |
| KPLE-F | 104.9 | 2.9 KW @ 390 | COUNTRY, APR | \$ 34.00 | (HNWH) Formby | G. Franz |
| KTQN-F | 106.3 | 3 KW @ ?? | ??, ABC-I | \$?? | (Masla) | |

Other ranked stations - See Waco, Dallas & Austin in Spring '85 American Radio

LA CROSSE, WI

MSA Rank/Pop: 329/93,700
 Average Person Rating: 16.0
 Market TSL: 21.28 hrs.
 Stations: 11/8

Diaries: 262/301/57.96%
 Sample Target: 250
 % Below Line: 5.08%
 % Not Listed: 6.34%

Retail \$: .57 billion
 HH Income: \$28,193
 FM Share: 72.03%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|------------|-------------|-----------|-----------|------------|------------|------------|------|
| 1. WLXR-F | 32/25.4 | 16.7 | 17.1 | 1. WIZM-F | 84/898 | 1. WLXR-F | 315 |
| 2. WIZM-F | 25/19.8 | 10.9 | 26.0 | 2. WCOW-F+ | 41/404 | 2. WIZM-F | 293 |
| 3. WKTY | 20/15.9 | 19.6 | 19.2 | 3. WLXR-F | 39/461 | 3. WKTY | 254 |
| 4. WSPL-F | 11/ 8.7 | 8.7 | 7.5 | 4. WKTY | 29/465 | 4. WISQ-F | 163 |
| 5. WISQ-F | 10/ 7.9 | 7.2 | 4.8 | 5. WSPL-F | 20/209 | 5. WIZM | 158 |
| 6. WIZM | 6/ 4.8 | 11.6 | 6.2 | 6. WISQ-F | 14/275 | 6. WSPL-F | 144 |
| WLXR | 6/ 4.8 | 11.6 | 6.2 | 7. WIZM | 12/222 | 7. WLXR | 134 |
| 8. WCOW-F+ | 5/ 4.0 | 2.9 | 4.8 | 8. WKDL-F | 10/115 | 8. WCOW-F+ | 84 |
| 9. WKDL-F | 2/ 1.6 | --- | --- | 9. KROC-F | 8/142 | 9. KROC-F | 36 |
| 10. KROC-F | 1/ .8 | --- | 2.1 | 10. WLXR | 6/160 | 10. WKDL-F | 33 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. WLXR-F | 1. WLXR-F | 1. WLXR-F | 1. WIZM-F | 1. WLXR-F |
| 2. WKTY | 2. WIZM-F | 2. WIZM-F | WLXR-F | 2. WIZM-F |
| 3. WIZM-F | 3. WKTY | 3. WKTY | 3. WIZM | 3. WKTY |
| 4. WISQ-F | 4. WSPL-F | 4. WISQ-F | WSPL-F | 4. WSPL-F |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. WLXR-F | 1. WLXR-F | 1. WIZM-F | 1. WKTY |
| 2. WIZM-F | 2. WIZM-F | 2. WLXR-F | 2. WSPL-F |
| 3. WISQ-F | 3. WISQ-F | 3. WISQ-F | 3. WIZM-F |
| 4. WKTY | 4. WSPL-F | WSPL-F | 4. WIZM |
| WSPL-F | | | |

OTHER RATED STATIONS/METRO SHARE

WCOW 1290 Sparta, WI .8

RADIO STATIONS

| | | | | | |
|---------|-------|-------------------|--------------------------------------|------------------|--------------------------|
| WIZM | 1410 | 5 KW (Da-2) | AC (Radio Arts), NBC | \$ 27.00 (HNWH) | Midwest Family D. Record |
| WKTY | 580 | 5 KW/1 KW (Da-2) | COUNTRY, ABC-I) | \$ NA (Katz) | P. St. John |
| WLXR | 1490 | 1 KW/250 W (Da-1) | COUNTRY, RADRAD | \$ 20.00 (Weiss) | Ingstad R. Pepple |
| WISQ-F | 100.1 | 1.8 KW @ 400 | AC (TM), US 2 | \$ 13.00 (Masla) | (West Salem) A. Moll |
| WIZM-F | 93.3 | 100 KW @ 1000 | CHR (Radio Arts), US 1 | \$ 32.00 (HNWH) | |
| WKDL-F | 105.5 | 1 KW @ ??? | ----- NO INFORMATION AVAILABLE ----- | | |
| WLXR-F | 104.9 | 1.4 KW @ 430 | CHR, CBS | \$ 26.00 (Weiss) | Ingstad R. Pepple |
| WSPL-F | 95.9 | 3 KW @ 900 | BTFL, ABC-F | \$ NA (Katz) | P. St. John |
| WCOW-F+ | 97.1 | 50 KW @ 634 | COUNTRY, MBS | \$ 9.00 (Walton) | (Sparta) J. Rice |

KROC - See Rochester, MN

LAFAYETTE, IN

MSA Rank/Pop: 285/123,500
 Average Person Rating: 13.9
 Market TSL: 18.67 hrs.
 Stations: 13/7

Diaries: 341/310/47.96%
 Sample Target: 290
 % Below Line: 18.75%
 % Not Listed: 12.92%

Retail \$: .71 billion
 HH Income: \$25,681
 FM Share: 78.12%

| 12+ METRO | 1/4 / SHARE | FA 84 | SPG 84 | FA 83 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-------|--------|-------|--------|------------|------------|-----------|------|
| 1. WAZY-F | 32/21.8 | 19.6 | 31.8 | 22.5 | 18.7 | 1. WAZY-F | 58/707 | 1. WAZY-F | 394 |
| 2. WASK-F | 19/12.9 | 14.2 | 19.9 | 17.6 | 15.5 | 2. WASK-F | 48/502 | 2. WXUS-F | 297 |
| WXUS-F | 19/12.9 | 5.4 | 9.3 | 6.3 | 16.8 | 3. WASK | 25/402 | 3. WASK | 294 |
| 4. WASK | 18/12.2 | 19.6 | 10.6 | 17.6 | 14.8 | 4. WXUS-F | 23/329 | 4. WASK-F | 238 |
| 5. WFBQ-F | 9/ 6.1 | 4.7 | 6.0 | 4.9 | 7.1 | WFBQ-F | 23/259 | 5. WLZR-F | 183 |
| 6. WLZR-F | 8/ 5.4 | .7 | .7 | 1.4 | --- | 6. WLS | 15/269 | 6. WFBQ-F | 152 |
| 7. WCFY | 6/ 4.1 | 6.8 | --- | .7 | .6 | WXTZ-F | 15/165 | 7. WSHW-F | 89 |
| WXTZ-F | 6/ 4.1 | 2.0 | 2.6 | 2.1 | --- | 8. WLZR-F | 13/315 | 8. WCFY | 76 |
| 9. WSHW-F | 5/ 3.4 | 1.4 | 2.6 | 4.9 | 6.5 | 9. WGN | 9/119 | 9. WLS | 69 |
| 10. WGN | 2/ 1.4 | .7 | --- | --- | --- | 10. WSHW-F | 7/159 | 10. WGN | 56 |
| | | | | | | | | WXTZ-F | 56 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. WASK | 1. WAZY-F | 1. WAZY-F | 1. WAZY-F | 1. WAZY-F |
| 2. WASK-F | 2. WXUS-F | 2. WXUS-F | 2. WXUS-F | 2. WASK-F |
| 3. WAZY-F | 3. WASK-F | 3. WASK-F | 3. WASK | 3. WXUS-F |
| 4. WXUS-F | 4. WASK | 4. WASK | 4. WLZR-F | 4. WFBQ-F |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. WAZY-F | 1. WAZY-F | 1. WAZY-F | 1. WASK |
| 2. WXUS-F | 2. WXUS-F | 2. WXUS-F | 2. WASK-F |
| 3. WFBQ-F | 3. WASK-F | 3. WASK | 3. WXUS-F |
| 4. WLZR-F | 4. WFBQ-F | WASK-F | 4. WXTZ-F |

OTHER RATED STATIONS/METRO SHARE

WBBM 780 Chicago, IL .7 WLS 890 Chicago, IL .7

RADIO STATIONS

| | | | | | |
|--------|-------|--------------|------------------------|---------------------------------|-------------|
| WASK | 1450 | 1 K-U | AC, NBC | \$ 21.50 (Weiss) | H. Youart |
| WCFY | 1410 | 1 KW-D | REL | \$ 5.00 (-----) | S. Speheger |
| WASK-F | 105.3 | 50 KW @ 375 | COUNTRY (Music-works), | ABC-E \$ 19.00 (Weiss) | H. Youart |
| WAZY-F | 96.5 | 50 KW @ 500 | CHR, ABC-C | \$ 22.25 (-----) | R. Bauer |
| WLFQ-F | 103.9 | 1.4 KW @ 500 | BFTL | \$ 6.00 (-----)(Crawfordsville) | G. Havens |
| WLZR-F | 95.3 | 1.2 KW @ 520 | CONTEMP | \$ NA (Regional)(Monticello) | R. Franklin |
| WXUS-F | 92.7 | 3 KW @ 215 | AC, APR | \$ 24.00 (Masla) | J. Bricker |
| WSHW-F | 99.7 | 50 KW @ 460 | AC | \$ 19.00 (-----)(Frankfort) | V. Kaps |

Other ranked stations - See Indianapolis and Chicago in Spring '85 American Radio

LAKE CHARLES, LA

MSA Rank/Pop: 220/178,400
 Average Person Rating: 15.6
 Market TSL: 21.22 hrs.
 Stations: 13/8

Diaries: 335/431/40.41%
 Sample Target: 340
 % Below Line: 20.97%
 % Not Listed: 8.88%

Retail \$: .99 billion
 HH Income: \$32,849
 FM Share: 77.07%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|------------|------------|------------|------|
| 1. KBIU-F | 52/23.1 | 20.4 | 13.7 | 1. KBIU-F | 93/908 | 1. KBIU-F | 468 |
| 2. KTQQ-F | 31/13.8 | 15.7 | 18.0 | 2. KYKZ-F | 37/429 | 2. KTQQ-F | 358 |
| 3. KEZM | 20/ 8.9 | 7.4 | 8.5 | 3. KTQQ-F | 35/415 | 3. KHLA-F | 261 |
| KHYS-F | 20/ 8.9 | 13.4 | 19.0 | 4. KQXY-F | 22/143 | 4. KXZZ | 205 |
| 5. KHLA-F | 18/ 8.0 | 4.6 | 5.7 | 5. KHLA-F | 21/310 | 5. KEZM | 193 |
| 6. KYKZ-F | 17/ 7.6 | 13.0 | 7.6 | 6. KEZM | 20/193 | 6. KHYS-F | 189 |
| KQXY-F | 17/ 7.6 | --- | --- | KHYS-F | 20/208 | 7. KYKZ-F | 179 |
| 8. KXZZ | 15/ 6.7 | .9 | 4.3 | 8. KXZZ | 16/218 | 8. KLCL | 143 |
| 9. KLCL | 7/ 3.1 | 5.6 | 5.7 | 9. KLCL | 7/178 | 9. KAOK | 110 |
| 10. KIVI | 3/ 1.3 | 1.9 | --- | 10. KAJN-F | 7/126 | 10. KQXY-F | 99 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. KBIU-F | 1. KBIU-F | 1. KBIU-F | 1. KBIU-F | 1. KBIU-F |
| 2. KTQQ-F | 2. KTQQ-F | 2. KTQQ-F | 2. KHYS-F | 2. KTQQ-F |
| 3. KHLA-F | 3. KHLA-F | 3. KXZZ | 3. KXZZ | 3. KEZM |
| 4. KEZM | 4. KHYS-F | 4. KHYS-F | 4. KLCL | 4. KXZZ |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. KBIU-F | 1. KBIU-F | 1. KTQQ-F | 1. KTQQ-F |
| 2. KHLA-F | 2. KHLA-F | 2. KBIU-F | 2. KQXY-F |
| KHYS-F | 3. KHYS-F | KHLA-F | 3. KYKZ-F |
| 4. KEZM | 4. KTQQ-F | 4. KEZM | 4. KEZM |
| | | | KXZZ |

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|--------|-------|------------------|----|--------|-------|------------|----|
| KAOK | 1400 | Lake Charles, LA | .9 | KIOC-F | 106.1 | Orange, TX | .4 |
| KAJN-F | 102.9 | Crowley, LA | .9 | | | | |

RADIO STATIONS

| | | | | | | |
|--------|-------|---------------|-----------------|----------|--------------------|-------------|
| KEZM | 1310 | 500 W (Da) | BLACK, SBN | \$ 13.00 | (Weiss)(Sulphur) | P. Manuel |
| KLCL | 1470 | 5 KW (Da-N) | TALK, NBC, US 1 | \$ NA | (Torbet) | L. Samuels |
| KXZZ | 1580 | 1 KW/1 KW | AC | \$ 16.00 | (Weiss) | |
| KBIU-F | 103.7 | 100 KW @ 471 | CHR | \$ 25.00 | (Weiss) | |
| KHLA-F | 99.5 | 100 KW @ 400 | AC, US 1 | \$ NA | (Torbet) | L. Samuels |
| KTQQ-F | 100.9 | 3 KW @ 300 | COUNTRY, US 2 | \$ 16.00 | (McGuild)(Sulphur) | M Caballero |
| KYKZ-F | 96.1 | 100 KW @ 427 | COUNTRY | \$ 16.50 | (Selcom) | B. Gambill |
| KAJN-F | 102.9 | 100 KW @ 1507 | RELIGION | \$ 13.45 | (---)(Crowley) | B. Thompson |

Other ranked stations - See Beaumont and Baton Rouge in Spring '85

LAWTON, OK

MSA Rank/Pop: NA/96,300
 Average Person Rating: 13.3
 Market TSL: 18.2 hrs.
 Stations: 12/5

Diaries: 342/281/48.30%
 Sample Target: 290
 % Below Line: 10.81%
 % Not Listed: 13/28%

Retail \$: .58 billion
 HH Income: \$26,147
 FM Share: 84.68%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|------------|------------|------------|------|
| 1. KLaw-F | 39/30.5 | 29.7 | 26.5 | 1. KLaw-F | 57/471 | 1. KMGZ-F | 407 |
| 2. KMGZ-F | 28/21.9 | 26.8 | 25.0 | 2. KMGZ-F | 28/419 | 2. KRLG-F | 363 |
| 3. KRLG-F | 18/14.1 | 12.3 | 12.1 | 3. KRLG-F | 19/416 | 3. KLaw-F | 343 |
| 4. KSWO | 9/ 7.0 | 7.2 | 11.4 | 4. KSWO | 10/233 | 4. KSWO | 220 |
| 5. KCCO | 5/ 3.9 | 8.0 | 4.5 | 5. KATT-F | 8/112 | 5. KATT-F | 68 |
| 6. KATT-F | 4/ 3.1 | 1.4 | --- | 6. KCCO | 6/ 66 | 6. KCCO | 59 |
| 7. KOFM-F | 2/ 1.6 | --- | --- | 7. KLUR-F | 5/ 92 | 7. KQTZ-F | 50 |
| KOMA | 2/ 1.6 | .7 | 3.8 | 8. KOFM-F | 4/ 57 | 8. KOMA | 46 |
| 9. KKQV-F | 1/ .8 | 1.4 | .8 | 9. KOMA | 3/ 69 | 9. KKQV-F | 45 |
| KLUR-F | 1/ .8 | .7 | 1.5 | 10. KKQV-F | 2/ 86 | 10. KOFM-F | 39 |
| KQTZ-F | 1/ .8 | --- | 1.5 | | | | |
| WKY | 1/ .8 | --- | --- | | | | |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|------------|-----------|-----------|-----------|
| 1. KLaw-F | 1. KLaw -F | 1. KLaw-F | 1. KLaw-F | 1. KRLG-F |
| 2. KMGZ-F | 2. KMGZ-F | 2. KMGZ-F | 2. KMGZ-F | 2. KMGZ-F |
| 3. KRLG-F | 3. KRLG-F | 3. KRLG-F | 3. KRLG-F | 3. KLaw-F |
| 4. KSWO | 4. KSWO | 4. KSWO | 4. KSWO | 4. KCCO |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. KMGZ-F | 1. KLaw-F | 1. KLaw-F | 1. KLaw-F |
| 2. KLaw-F | 2. KMGZ-F | 2. KMGZ-F | 2. KSWO |
| KRLG-F | 3. KRLG-F | 3. KRLG-F | 3. KCCO |
| 4. KATT-F | 4. KSWO | 4. KSWO | 4. KMGZ-F |

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

| | | | | | |
|--------|-------|------------------|------------|-------------------|-------------|
| KCCO | 1050 | 250 W (Days, Da) | MOR | \$ 9.60 (HNWH) | M. Russell |
| KSWO | 1380 | 1 KW (Da-2) | CHR, ABC-C | \$ 14.00 (Riley) | R. Kirby |
| KLaw-F | 101.5 | 100 KW @ 600 | COUNTRY | \$ 20.00 (Katz) | B. Shoemate |
| KMGZ-F | 95.3 | 3 KW @ 295 | CHR, US 1 | \$ 17.50 (Roslin) | R. Fritsch |
| KRLG-F | 98.1 | 100 KW @ 202 | AC | \$ 10.00 (HNWH) | M. Russell |

KKQV, KLUR - See Wichita Falls

Other ranked stations - See Oklahoma City in Spring '85 American Radio

LONG BRANCH-ASBURY PARK, NJ

MSA Rank/Pop: NA/776,700
 Average Person Rating: 18.1
 Market TSL: 23.17 hrs.
 Stations: 42/8

Diaries: 458/1696/40.35%
 Sample Target: 400
 % Below Line: 79.38%
 % Not Listed: 7.98%

Retail \$: 3.2 billion
 HH Income: NA
 FM Share: 72.48%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|------------|-------------|--------|--------|---------|------------|-----------|------|
| 1. WMMR-F | 107/7.6 | --- | 1.1 | 1. | | 1. WPLJ-F | 1390 |
| 2. WOBN-F | 85/6.1 | --- | --- | 2. | | 2. WOBN-F | 1183 |
| 3. WPAT-F | 77/5.5 | 3.0 | 6.7 | 3. | | 3. WNBC | 1146 |
| 4. WNBC | 73/5.2 | 6.5 | 4.0 | 4. | TSA AND | 4. WHTZ-F | 1069 |
| 5. WHTZ-F | 62/4.4 | 6.8 | .7 | 5. | METRO | 5. WCBS-F | 926 |
| 6. WPLJ-F | 58/4.1 | 5.3 | 9.9 | 6. | ARE THE | 6. WJLK-F | 920 |
| 7. WNEW-F | 54/3.9 | 4.8 | 4.6 | 7. | SAME | 7. WCBS | 915 |
| 8. WOR | 52/3.7 | 4.9 | 6.7 | 8. | | 8. WNEW-F | 841 |
| WHN | 52/3.7 | 3.0 | 3.3 | 9. | | 9. WPAT-F | 791 |
| 10. WADB-F | 49/3.5 | 1.5 | 2.3 | 10. | | 10. WOR | 748 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. WOBN-F | 1. WMMR-F | 1. WNBC | 1. WMMR-F | 1. WPAT-F |
| 2. WNBC | 2. WPAT-F | 2. WMMR-F | 2. WHTZ-F | 2. WMMR-F |
| 3. WMMR-F | 3. WOBN-F | 3. WPLJ-F | 3. WPLJ-F | 3. WOBN-F |
| 4. WCBS | 4. WHN | 4. WHTZ-F | 4. WNEW-F | 4. WCBS-F |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. WMMR-F | 1. WMMR-F | 1. WNBC | 1. WPAT-F |
| 2. WNEW-F | 2. WNBC | 2. WMMR-F | 2. WOBN-F |
| 3. WNBC | 3. WNEW-F | 3. WOBN-F | 3. WOR |
| 4. WPLJ-F | 4. WPLJ-F | 4. WHN | 4. WADB-F |
| | WOBN-F | | |

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|--------|-------|-------------------|-----|---------|-------|-------------------|-----|
| WHTG-F | 106.3 | Eatontown, NJ | 1.1 | WKTU-F | 92.3 | New York, NY | 1.1 |
| WJLK | 1310 | Asbury Park, NJ | 1.1 | WKXW-F | 101.5 | Trenton, NJ | .8 |
| WJLK-F | 94.3 | Asbury Park, NJ | 3.4 | WLTW-F | 106.7 | New York, NY | 1.9 |
| WJRZ-F | 100.1 | Manahawkin, NJ | 1.7 | WMCA | 570 | New York, NY | 1.0 |
| WMJY-F | 107.1 | Long Branch, NJ | 1.6 | WMGQ-F | 98.3 | New Brunswick, NJ | .8 |
| WOBN | 1170 | Lakewood, NJ | .6 | WNCN-F | 104.3 | New York, NY | .4 |
| WABC | 770 | New York, NY | 2.2 | WNEW | 1130 | New York, NY | 2.1 |
| WAPP-F | 103.5 | Lake Success, NY | 1.2 | WPAT | 930 | Paterson, NJ | .4 |
| WBLS-F | 107.5 | New York, NY | .7 | WPIX-F | 101.9 | New York, NY | 1.9 |
| WCAU-F | 98.1 | Philadelphia, PA | .8 | WPST-F | 97.5 | Trenton, NJ | 1.6 |
| WCBS | 880 | New York, NY | 3.3 | WQXR-F+ | 96.3 | New York, NY | 1.1 |
| WCBS-F | 101.1 | New York, NY | 3.4 | WRFM-F | 105.1 | New York, NY | 3.2 |
| WEAZ-F | 101.1 | Philadelphia, PA | .5 | WRKS-F | 98.7 | New York, NY | 1.4 |
| WFPG-F | 96.9 | Atlantic City, NJ | 1.8 | WYNY-F | 97.1 | New York, NY | .7 |
| WHLI | 1100 | Hempstead, NY | 1.7 | WYSP-F | 94.1 | Philadelphia, PA | .6 |
| WINS | 1010 | New York, NY | .3 | | | | |

RADIO STATIONS

| | | | | | | |
|--------|-------|--------------------|-----------|----------|---------------------|------------|
| WJLK | 1310 | 2.5 KW/1 KW (Da-D) | NOST (TM) | \$ 22.00 | (Masla) | J. Dziuba |
| WADB-F | 95.9 | 3 KW @ 240 | BFTL | \$ 26.00 | (P/W) | A. Brown |
| WJLD-F | 94.3 | 3 KW @ 300 | AC | \$ 22.00 | (Masla) | J. Dziuba |
| WMJY-F | 107.1 | 3 KW @ 265 | CONTEMP | \$ NA | (Roslin) | E. Hoffman |
| WOBN-F | 92.7 | 3 KW @ 300 | AC | \$ 40.00 | (----) (Toms River) | B. Levy |

Other ranked stations - See New York in Spring '85 American Radio

LONGVIEW-MARSHALL, TX

MSA Rank/Pop: 224/171,100
 Average Person Rating: 16.9
 Market TSL: 23.10 hrs.
 Stations: 22/10

Diaries: 358/396/41.43%
 Sample Target: 330
 % Below Line: 46.87%
 % Not Listed: 20.0%

Retail \$: 1.2 billion
 HH Income: \$28,121
 FM Share: 81.77%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|------------|-------------|-----------|-----------|-----------|------------|-----------|------|
| 1. KYKX-F | 44/18.3 | 22.5 | 22.0 | 1. KYKX-F | 107/905 | 1. KYKX-F | 376 |
| 2. KTUX-F | 20/ 8.3 | --- | --- | 2. KNUE-F | 64/479 | 2. KKTX-F | 290 |
| 3. KMBQ-F | 17/ 7.1 | 3.5 | 1.5 | 3. KMBQ-F | 45/560 | 3. KFRO | 288 |
| KNUE-F | 17/ 7.1 | 4.0 | 4.0 | 4. KTUX-F | 31/351 | 4. KMBQ-F | 258 |
| 5. KKTX-F | 16/ 6.7 | 21.0 | 11.0 | 5. KOOI-F | 28/169 | 5. KTUX-F | 201 |
| 6. KFRO | 15/ 6.3 | 3.5 | 4.0 | 6. KKTX-F | 27/383 | 6. KTYL-F | 181 |
| 7. KTYL-F | 14/ 5.8 | 4.5 | 7.5 | 7. KTYL-F | 25/310 | 7. KNUE-F | 167 |
| 8. KNIF-F | 8/ 3.3 | 4.5 | 2.5 | 8. KTAL-F | 24/196 | 8. KOCA | 93 |
| 9. KMHT | 7/ 2.9 | 4.5 | 2.0 | 9. KRMD-F | 16/168 | 9. KEES | 92 |
| 10. KOOI-F | 7/ 2.9 | --- | --- | KFRO | 16/317 | 10. KMHT | 81 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. KYKX-F | 1. KYKX-F | 1. KYKX-F | 1. KTUX-F | 1. KYKX-F |
| 2. KFRO | 2. KMBQ-F | 2. KMBQ-F | 2. KKTX-F | 2. KKTX-F |
| 3. KNUE-F | KTUX-F | 3. KTUX-F | KYKX-F | 3. KMBQ-F |
| 4. KMBQ-F | 4. KTYL-F | 4. KTYL-F | 4. KFRO | 4. KNUE-F |
| KTUX-F | | | | |
| KTYL-F | | | | |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. KKTX-F | 1. KYKX-F | 1. KYKX-F | 1. KYKX-F |
| KMBQ-F | 2. KMBQ-F | 2. KTYL-F | 2. KNUE-F |
| 3. KYKX-F | 3. KKTX-F | 3. KMBQ-F | 3. KFRO |
| 4. KTUX-F | 4. KTYL-F | KNUE-F | 4. KTYL-F |

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|--------|-------|----------------|-----|--------|-------|----------------|-----|
| KCUL | 1410 | Marshall, TX | .4 | KEEL | 710 | Shreveport, LA | .4 |
| KEES | 1430 | Gladewater, TX | 1.3 | KRMD-F | 101.1 | Shreveport, LA | .8 |
| KLUE | 1280 | Longview, TX | .8 | KTAL-F | 98.1 | Shreveport, LA | 1.7 |
| KMHT-F | 103.9 | Marshall, TX | 1.3 | KVKI-F | 96.5 | Shreveport, LA | .8 |
| KOCA | 1240 | Kilgore, TX | 1.3 | KWKH | 1130 | Shreveport, LA | 1.3 |
| KDKS-F | 92.1 | Benton, LA | .4 | KWKH-F | 94.5 | Shreveport, LA | .8 |

RADIO STATIONS

| | | | | | |
|--------|-------|---------------|----------------------|---------------------------|-------------|
| KFRO | 1370 | 1 KW (Da-N) | AC, ABC-I | \$ 18.50 (Paul Miller) | J. Curtis |
| KMHT | 1450 | 1 KW/250 W | COUNTRY (Drake-Chen) | \$ 12.00 (Paul Miller) | D. Palmer |
| KKTX-F | 95.9 | 850 W @ 510 | CHR | \$ 20.00 (Milam)(Kilgore) | R. Martin |
| KNIF-F | 95.3 | 3 KW @ 420 | BFTL | \$ NA (Paul Miller) | J. Daniels |
| KYKX-F | 105.7 | 100 KW @ 1005 | COUNTRY | \$ 31.00 (Selcom) | R. Reynolds |

KNUE, KOOI, KTYL - See Tyler, TX

Other ranked stations - See Shreveport in Spring '85 American Radio

LUFKIN-NACOGDOCHES, TX

MSA Rank/Pop: NA/103,000 (12+)
 Average Person Rating: 14.5
 Market TSL: 19.82 hrs.
 Stations: 11/10

Diaries: 286/360/39.44%
 Sample Target: 280
 % Below Line: 5.51%
 % Not Listed: 14.76%

Retail \$: .62 billion
 HH Income: \$24,609
 FM Share: 86.61%

| <u>12+ METRO</u> | <u>1/4 / SHARE</u> | <u>SPG</u> | <u>SPG</u> | <u>12+ TSA</u> | <u>1/4 / CUME</u> | <u>12+ METRO</u> | <u>CUME</u> |
|------------------|--------------------|------------|------------|----------------|-------------------|------------------|-------------|
| 1. KJCS-F | 43/28.9 | 19.2 | 25.4 | 1. KJCS-F | 77/631 | 1. KJCS-F | 451 |
| 2. KYKS-F | 25/16.8 | 26.0 | 21.5 | 2. KYKS-F | 67/643 | 2. KYKS-F | 305 |
| 3. KIPR-F+ | 18/12.1 | 11.2 | 7.7 | 3. KIPR-F+ | 37/441 | 3. KIPR-F+ | 246 |
| 4. KTBC-F | 10/ 6.7 | 10.7 | 7.7 | 4. KDEY-F | 18/229 | 4. KTBC-F | 206 |
| 5. KSFA | 8/ 5.4 | 9.6 | 4.6 | 5. KNUE-F | 11/137 | 5. KDEY-F | 100 |
| KDEY-F | 8/ 5.4 | 2.8 | 6.2 | 6. KTBC-F | 10/224 | 6. KRBA | 93 |
| 7. KMJQ-F | 5/ 3.4 | --- | 2.3 | 7. KSFA | 8/ 98 | 7. KSFA | 91 |
| 8. KEEE | 4/ 2.7 | 2.8 | --- | 8. KMJQ-F | 5/ 70 | 8. KEEE | 76 |
| KRBA | 4/ 2.7 | 1.7 | 3.8 | 9. KEEE | 4/ 76 | 9. KMJQ-F | 58 |
| 10. KNUE-F | 2/ 1.3 | --- | --- | KRBA | 4/ 97 | 10. KNUE-F | 42 |

| <u>12+ AMD</u> | <u>12+ MID</u> | <u>12+ PMD</u> | <u>12+ EVE</u> | <u>SAT MID</u> |
|----------------|----------------|----------------|----------------|----------------|
| 1. KJCS-F | 1. KJCS-F | 1. KJCS-F | 1. KJCS-F | 1. KJCS-F |
| 2. KYKS-F | 2. KYKS-F | 2. KIPR-F+ | 2. KIPR-F+ | 2. KYKS-F |
| 3. KIPR-F+ | 3. KIPR-F+ | 3. KYKS-F | 3. KYKS-F | 3. KIPR-F+ |
| 4. KTBC-F | 4. KRBA | 4. KDEY-F | 4. KMJQ-F | 4. KDEY-F |
| | | KTBC-F | | |

| <u>ADULTS 18-34</u> | <u>ADULTS 18-49</u> | <u>ADULTS 25-54</u> | <u>ADULTS 35+</u> |
|---------------------|---------------------|---------------------|-------------------|
| 1. KJCS-F | 1. KJCS-F | 1. KJCS-F | 1. KJCS-F |
| 2. KYKS-F | 2. KYKS-F | 2. KYKS-F | 2. KYKS-F |
| 3. KIPR-F+ | 3. KIPR-F+ | 3. KIPR-F+ | 3. KSFA |
| 4. KDEY-F | 4. KDEY | 4. KTBC-F | 4. KRBA |
| | KTBC-F | | |

OTHER RATED STATIONS/METRO SHARE

KIPR 1260 DIBOLL, TX .7

RADIO STATIONS

| | | | | | |
|---------|-------|-------------------|----------------|-------------------|-------------------|
| KEEE | 1230 | 1 KW/250 W | CONTEMP, ABC-E | \$ 12.00 (-----) | J. Rucker |
| KRBA | 1340 | 1 KW/250 W (Da-1) | COUNTRY, MBS | \$ 9.00 (Milam) | D. Yates |
| KSFA | 860 | 1 KW (Days) | COUNTRY, MBS | \$ 14.00 (-----) | B. Dunn |
| KDEY-F | 99.3 | 1.9 KW @ 360 | AOR, MBS | \$ 10.00 (Milam) | D. Yates |
| KIPR-F+ | 95.5 | 50 KW @ 450 | AC | \$ 9.10 (-----) | (DiBoll) H. Davis |
| KJCS-F | 103.3 | 100 KW @ ??? | COUNTRY | \$ 16.00 (-----) | J. Rucker |
| KTBC-F | 92.1 | 1.9 KW @ 370 | CHR, MBS | \$ 13.00 (-----) | B. Dunn |
| KYKS-F | 105.1 | 100 KW @ 660 | COUNTRY | \$ 19.00 (Selcom) | L. Gunter |

KNUE - See Taylor

KQUE - See Houston in Spring '85 American Radio

MEDFORD-ASHLAND, OR

MSA Rank/Pop: 260/138,600*
 Average Person Rating: 14.8
 Market TSL: 20.14 hrs.
 Stations: 14/11

Diaries: 389/298/59.20%
 Sample Target: 310
 % Below Line: 6.41%
 % Not Listed: 9.30%

Retail \$: .72 billion
 HH Income: \$23,149
 FM Share: 49.35%

* Medford Only

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|-----------|------------|-----------|------|
| 1. KCMX-F | 27/15.7 | 17.0 | 10.3 | 1. KTMT-F | 47/553 | 1. KBOY-F | 324 |
| 2. KTMT-F | 22/12.8 | 5.0 | 10.9 | 2. KRWQ-F | 38/307 | 2. KTMT-F | 303 |
| 3. KYJC | 21/12.2 | 20.1 | 18.6 | 3. KCMX-F | 32/314 | 3. KYJC | 292 |
| 4. KBOY-F | 16/ 9.3 | 10.1 | 9.6 | KAJO | 32/217 | 4. KCMX-F | 265 |
| 5. KMED | 12/ 7.0 | 7.5 | 7.1 | 5. KYJC | 21/307 | 5. KMED | 192 |
| 6. KRWQ-F | 11/ 6.4 | 11.3 | 7.7 | 6. KBOY-F | 16/324 | 6. KCMX | 191 |
| 7. KMFR | 10/ 5.8 | --- | --- | 7. KMED | 12/192 | 7. KRWQ-F | 158 |
| 8. KCMX | 9/ 5.2 | 5.0 | 6.4 | KFMJ-F | 12/160 | 8. KMFR | 139 |
| 9. KRVC | 8/ 4.7 | 1.3 | 6.4 | 9. KMFR | 10/148 | 9. KDOV | 93 |
| 10. KAJO | 7/ 4.1 | 1.3 | 2.6 | 10. KCMX | 9/191 | KHUG | 93 |

| <u>12+ AMD</u> | <u>12+ MID</u> | <u>12+ PMD</u> | <u>12+ EVE</u> | <u>SAT MID</u> |
|----------------|----------------|----------------|----------------|----------------|
| 1. KYJC | 1. KCMX-F | 1. KCMX-F | 1. KCMX-F | 1. KTMT-F |
| 2. KCMX-F | 2. KYJC | 2. KTMT-F | 2. KTMT-F | 2. KCMX-F |
| 3. KTMT-F | 3. KTMT-F | KYJC | 3. KMED | 3. KRWQ-F |
| 4. KMFR | 4. KBOY-F | 4. KBOY-F | KYJC | 4. KMED |

| <u>ADULTS 18-34</u> | <u>ADULTS 18-49</u> | <u>ADULTS 25-54</u> | <u>ADULTS 35+</u> |
|---------------------|---------------------|---------------------|-------------------|
| 1. KTMT-F | 1. KTMT-F | 1. KYJC | 1. KCMX-F |
| 2. KBOY-F | 2. KBOY-F | 2. KCMX-F | 2. KYJC |
| 3. KMED | KYJC | 3. KBOY-F | 3. KMFR |
| KYJC | 4. KCMX-F | KTMT-F | 4. KCMX |

OTHER RATED STATIONS/METRO SHARE

| | | | |
|-----------------------|-----|---------------------------|-----|
| KDOV 1230 Talent, OR | 2.9 | KFMJ 96.9 Grants Pass, OR | .6 |
| KHUG 1300 Phoenix, OR | 2.9 | KGO 810 San Francisco, CA | 1.2 |

RADIO STATIONS

| | | | | |
|--------------|------------------|--------------------------|-------------------------------|------------|
| KCMX 580 | 1 KW-U (Da-N) | COUNTRY(Drake-Chen), NBC | \$ 14.50 (Katz) | D. Bennink |
| KMED 1440 | 5 KW/1 KW (Da-N) | AC, MBS | \$ 10.00 (Roslin) | C. Hawke |
| KMFR 880 | 1 KW-U | VARIETY, CBS | \$ 14.00 (Selcom) | D. Brower |
| KYJC 610 | 5 KW-U (Da-2) | AC, ABC-C | \$ 16.40 (HNWH) | J. Allen |
| KAJO 1270 | 5 KW-D | BFTL, APR | \$ 8.80 (Tacher)(Grants Pass) | J. Wilson |
| KBOY-F 95.7 | 100 KW @ 935 | AC | \$ 12.00 (Mc-Guild) | S. Crites |
| KCMX-F 101.9 | 32 KW @ 1457 | BFTL, NBC | \$ 12.50 (Katz) | D. Bennink |
| KRWQ-F 100.3 | 30 KW @ 985 | COUNTRY, APR | \$ 12.50 (----)(Gold Hill) | D. Hill |
| KTMT-F 93.7 | 19 KW @ 3260 | AC, ABC-R | \$ 21.00 (Selcom) | D. Brower |
| KFMJ-F 96.9 | 50 KW @ 565 | AC, ABC-I | \$ 11.00 (Blair)(Grants Pass) | W. Miner |

MERIDIAN, MS

MSA Rank/Pop: NA/65,300 (12+)
 Average Person Rating: 17.0
 Market TSL: 23.04 hrs.
 Stations: 0/7

Diaries: 243/268/40.29%
 Sample Target: 250
 % Below Line: 0%
 % Not Listed: 6.30%

Retail \$: .46 billion
 HH Income: \$22,620
 FM Share: 51.92%

| <u>12+ METRO</u> | <u>1/4 / SHARE</u> | <u>SPG</u> | <u>SPG</u> | <u>12+ TSA</u> | <u>1/4 / CUME</u> | <u>12+ METRO</u> | <u>CUME</u> |
|------------------|--------------------|------------|------------|----------------|-------------------|------------------|-------------|
| | | 84 | 83 | | | | |
| 1. WOKK-F | 29/26.1 | 22.6 | 26.2 | 1. WOKK-F | 90/701 | 1. WJDQ-F | 245 |
| 2. WALT | 27/24.3 | 25.2 | 3.9 | 2. WJDQ-F | 75/836 | 2. WOKK-F | 221 |
| 3. WJDQ-F | 25/22.5 | 23.5 | 30.1 | 3. WALT | 38/330 | 3. WALT | 187 |
| 4. WMOX | 11/ 9.9 | 10.4 | 10.7 | 4. WMOX | 16/222 | 4. WMOX | 160 |
| 5. WQIC | 9/ 8.1 | 3.5 | 17.5 | 5. WQIC | 14/231 | 5. WQIC | 146 |
| 6. WFEZ | 2/ 1.8 | 7.0 | 1.9 | 6. WFEZ | 4/ 60 | 6. WFEZ | 46 |
| 7. WYAM | 1/ .9 | --- | --- | 7. WYAM | 1/ 31 | 7. WYAM | 31 |

| <u>12+ AMD</u> | <u>12+ MID</u> | <u>12+ PMD</u> | <u>12+ EVE</u> | <u>SAT MID</u> |
|----------------|----------------|----------------|----------------|----------------|
| 1. WOKK-F | 1. WOKK-F | 1. WALT | 1. WALT | 1. WJDQ-F |
| 2. WJDQ-F | 2. WJDQ-F | 2. WOKK-F | 2. WJDQ-F | 2. WALT |
| WMOX | 3. WALT | 3. WJDQ-F | 3. WOKK-F | 3. WMOX |
| 4. WALT | 4. WMOX | 4. WQIC | WQIC | WOKK-F |

| <u>ADULTS 18-34</u> | <u>ADULTS 18-49</u> | <u>ADULTS 25-54</u> | <u>ADULTS 35+</u> |
|---------------------|---------------------|---------------------|-------------------|
| 1. WJDQ-F | 1. WJDQ-F | 1. WALT | 1. WOKK-F |
| 2. WALT | 2. WALT | WOKK-F | 2. WMOX |
| 3. WOKK-F | 3. WOKK-F | 3. WJDQ-F | 3. WALT |
| 4. WQIC | 4. WQIC | 4. WQIC | 4. WJDQ-F |
| | | | WQIC |

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

| | | | | | |
|--------|-------|-------------------|--|----------|---------------------------|
| WALT | 910 | 5 KW/1 KW | BLACK, ABC-E | \$ 9.00 | (HNWH)New South K. Rainey |
| WFEZ | 1390 | 5 KW (Days) | NOSTALGIA, ABC-D | \$ 12.00 | (Mid-South) C. Cowell |
| WMOX | 1010 | 10 KW/1 KW (Da-2) | COUNTRY, US 2 | \$ 10.00 | (Savalli) E. Smith |
| WQIC | 1450 | 1 KW/250 W | BLACK, SBN | \$ 14.00 | (Masla) S. Torgerson |
| WYAM | 1240 | 1 KW/250 W | OTHER INFORMATION NOT AVAILABLE, ABC-I | | |
| WJDQ-F | 101.3 | 100 KW @ 580 | CHR, ABC-C | \$ 16.50 | (Masla) D. Partridge |
| WOKK-F | 97.1 | 100 KW @ 380 | COUNTRY, ABC-E | \$ 14.75 | (HNWH)New South K. Rainey |

MINOT, ND

MSA Rank/Pop: NA/48,400 (12+)
 Average Person Rating: 15.1
 Market TSL: 20.53 hrs.
 Stations: 8/7

Diaries: 259/187/52.85%
 Sample Target: 250
 % Below Line: 1.44%
 % Not Listed: 5.47%

Retail \$: .42 billion
 HH Income: \$27,932
 FM Share: 57.97%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|-----------|------------|-----------|------|
| 1. KCJB | 21/28.8 | 26.5 | 35.6 | 1. KCJB | 36/353 | 1. KCJB | 212 |
| 2. KIZZ-F | 17/23.3 | 44.6 | 39.1 | 2. KIZZ-F | 21/225 | 2. KIZZ-F | 173 |
| 3. KHHT-F | 13/17.8 | 1.2 | 3.4 | 3. KHHT-F | 19/232 | 3. KHHT-F | 150 |
| 4. KBQQ-F | 10/13.7 | 9.6 | -0- | 4. KHRT | 12/ 99 | 4. KBQQ-F | 141 |
| 5. KHRT | 3/ 4.1 | 4.8 | 5.7 | KBQQ-F | 12/160 | 5. KKOA | 65 |
| KTYN | 3/ 4.1 | 4.8 | 8.0 | KFYR | 12/204 | 6. KFYR | 59 |
| 7. KKOA | 1/ 1.4 | 2.4 | 2.3 | 7. KTYN | 8/ 69 | 7. KTYN | 48 |
| KFYR | 1/ 1.4 | 2.4 | 3.4 | 8. KKOA | 2/108 | 8. KHRT | 36 |

| <u>12+ AMD</u> | <u>12+ MID</u> | <u>12+ PMD</u> | <u>12+ EVE</u> | <u>SAT MID</u> |
|----------------|----------------|----------------|----------------|----------------|
| 1. KCJB | 1. KCJB | 1. KIZZ-F | 1. KHHT-F | 1. KCJB |
| 2. KBQQ-F+ | 2. KIZZ-F | 2. KHHT-F | 2. KIZZ-F | 2. KIZZ-F |
| 3. KIZZ-F | 3. KHHT-F | 3. KCJB | 3. KCJB | 3. KHHT-F |
| 4. KHHT-F | 4. KBQQ-F | 4. KBQQ-F | 4. KBQQ-F | 4. KBQQ-F |

| <u>ADULTS 18-34</u> | <u>ADULTS 18-49</u> | <u>ADULTS 25-54</u> | <u>ADULTS 35+</u> |
|---------------------|---------------------|---------------------|-------------------|
| 1. KIZZ-F | 1. KIZZ-F | 1. KIZZ-F | 1. KCJB |
| 2. KHHT-F | 2. KBQQ-F | 2. KCJB | 2. KIZZ-F |
| 3. KBQQ-F | 3. KCJB | 3. KBQQ-F | KBQQ-F |
| 4. KCJB | 4. KHHT-F | 4. KHHT-F | 4. KHRT |

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

| | | | | | |
|--------|------|------------------|----------------------------|------------------------|---------------|
| KCJB | 910 | 5 KW/1 KW (Da-2) | COUNTRY (Burk-Abrams), CBS | \$ 28.00 (Katz) | R. Romine |
| KHRT | 1320 | 2.5 KW-D | RELIGION, ABC-I | \$ 8.75 (Pates/Walton) | R. Leavitt |
| KKOA | 1390 | 5 KW-D/1 KW-N | COUNTRY, MBX | \$ 22.00 (Torbet) | J. Gutensohn |
| KTYN | 1430 | 5 KW-D | CONTEMP, APR, US 1 | \$ 16.00 (Torbet) | D. Hoberg |
| KHHT-F | 97.1 | 100 KW @ 830 | BFTL (Burk-Abrams) | \$ 28.00 (Katz) | R. Romne |
| KIZZ-F | 93.7 | 10 KW @ 600 | CHR, ABC-C | \$ NA (Blair) | Meyer B. Bitz |
| KBQQ-F | 99.9 | 100 KW @ 500 | AC | \$ 14.00 (Torbet) | D. Hoberg |

KFYR - See Bismarck

MONROE, LA

MSA Rank/Pop: 242/151,400
 Average Person Rating: 16.6
 Market TSL: 22.81 hrs.
 Stations: 12/9

Diaries: 348/340/49.38%
 Sample Target: 310
 % Below Line: 4.89%
 % Not Listed: 6.59%

Retail \$: .76 billion
 HH Income: \$25,260
 FM Share: 80.97%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|-----------|------------|-----------|------|
| 1. KYEA-F | 55/27.9 | 23.5 | 24.6 | 1. KNOE-F | 115/1359 | 1. KNOE-F | 520 |
| 2. KNOE-F | 42/21.3 | 19.6 | 18.4 | 2. KYEA-F | 67/ 525 | 2. KYEA-F | 336 |
| 3. KNAN-F | 20/10.2 | 12.7 | 5.0 | 3. KXKZ-F | 54/ 526 | 3. KNAN-F | 272 |
| KNOE | 20/10.2 | 12.3 | 17.3 | 4. KNAN-F | 38/ 529 | 4. KNOE | 269 |
| 5. KWEZ-F | 16/ 8.1 | 8.8 | 11.7 | 5. KNOE | 37/ 456 | 5. KWEZ-F | 158 |
| 6. KXKZ-F | 8/ 4.1 | 1.5 | 1.7 | 6. KWEZ-F | 28/ 349 | 6. KTRY-F | 136 |
| 7. KMBS | 7/ 3.6 | 1.5 | 3.4 | 7. KTRY | 20/ 159 | 7. KLIC | 133 |
| 8. KTRY-F | 6/ 3.0 | 4.4 | 4.5 | KTRY-F | 20/ 235 | 8. KXKZ-F | 122 |
| 9. KLIC | 5/ 2.5 | 3.9 | 3.4 | 9. KMBS | 7/ 68 | 9. KMLB | 106 |
| 10. KMLB | 2/ 1.0 | 2.0 | 2.8 | 10. KLIC | 5/ 179 | 10. KMBS | 68 |
| KCTO-F | 2/ 1.0 | 1.0 | --- | | | | |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. KYEA-F | 1. KNOE-F | 1. KYEA-F | 1. KYEA-F | 1. KYEA-F |
| 2. KNOE-F | 2. KYEA-F | 2. KNOE-F | 2. KNOE-F | 2. KNOE-F |
| 3. KNOE | 3. KWEZ-F | 3. KNOE | 3. KNAN-F | 3. KNAN-F |
| 4. KNAN-F | 4. KNOE | 4. KNAN-F | KNOE | KNOE |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. KYEA-F | 1. KYEA-F | 1. KYEA-F | 1. KNOE |
| 2. KNOE-F | 2. KNOE-F | 2. KNOE-F | KYEA-F |
| 3. KNAN-F | 3. KNAN-F | 3. KNAN-F | 3. KWEZ-F |
| 4. KWEZ-F | 4. KNOE | 4. KNOE | 4. KNOE-F |
| KTRY-F | | | KXKZ-F |

OTHER RATED STATIONS/METRO SHARE

KTRY 730 Bastrop, LA .5

RADIO STATIONS

| | | | | | |
|--------|-------|------------------|-------------------|-------------------------|------------------|
| KLIC | 1230 | 1 KW/250 W | COUNTRY, US 1 | \$ 15.00 (Weiss) | D. Sivils |
| KMBS | 1310 | 1 KW - D | MOR | \$ 13.00 (-----) | C. Morgan |
| KMLB | 1440 | 5 KW/1 KW | NOST (TM), CBS | \$ 12.00 (Roslin) | L. Robinson |
| KNOW | 540 | 5 KW/1 KW (Da-2) | COUNTRY, ABC-E | \$ 35.00 (McGuild) Noe | R. Wilcox |
| KTRY | 730 | 250 W - D | BLACK, NBN | \$ NA (-----)(Bastrop) | H. Cotton |
| KNAN-F | 106.1 | 30 KW @ 190 | CONTEMP, US 2 | \$ 44.00 (Masla) | R. Pinton |
| KNOE-F | 101.9 | 97 KW @ 1650 | CHR, ABC-F | \$ 35.00 (McGuild) Noe | R. Wilcox |
| KWEZ-F | 104.1 | 100 KW @ 900 | BFTL/EZ (TM), NBC | \$ 18.50 (Roslin) | L. Robinson |
| KXKZ-F | 107.5 | 100 KW @ 500 | COUNTRY, APR | \$ 18.82 (-----) | D. Hollingsworth |
| KYEA-F | 98.3 | 3 KW @ 300 | URBAN | \$ 22.00 (Weiss) | C. Morgan |
| KTRY-F | 94.3 | 3 KW @ 290 | BLACK, NBN | \$ NA (-----) (Bastrop) | H. Cotton |

MORRISTOWN, NJ

MSA Rank/Pop: NA/353,900 (12+)
 Average Person Rating: 17.5
 Market TSL: 22.99 hrs.
 Stations: 28/3

Diaries: 489/732/52.02%
 Sample Target: 400
 % Below Line: 79.03%
 % Not Listed: 10.32%

Retail \$: 2.81 billion
 HH Income: \$45,255
 FM Share: 67.44%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|---------|------------|-----------|------|
| 1. WPAT-F | 58/9.4 | 8.9 | 7.3 | 1. | | 1. WPLJ-F | 923 |
| 2. WPLJ-F | 57/9.2 | 6.1 | 9.7 | 2. | | 2. WHTZ-F | 728 |
| 3. WHTZ-F | 53/8.5 | 9.9 | 5.6 | 3. | | 3. WNEW-F | 528 |
| 4. WNEW-F | 35/5.6 | 4.1 | 3.5 | 4. | TSA AND | 4. WNBC | 492 |
| 5. WOR | 32/5.2 | 5.3 | 7.0 | 5. | METRO | 5. WABC | 474 |
| 6. WMTR | 29/4.7 | 5.5 | 3.3 | 6. | ARE THE | 6. WOR | 450 |
| 7. WYNY-F | 25/4.0 | 2.6 | 4.9 | 7. | SAME | 7. WYNY-F | 413 |
| 8. WCBS | 24/3.9 | 2.7 | 2.9 | 8. | | 8. WCBS-F | 403 |
| 9. WDHA-F | 23/3.7 | 3.7 | 2.1 | 9. | | 9. WDHA-F | 398 |
| WNBC | 23/3.7 | 4.4 | 4.6 | 10. | | 10. WMTR | 391 |
| WRFM-F | 23/3.7 | 3.9 | 1.1 | | | | |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|------------|-----------|-----------|
| 1. WPLJ-F | 1. WPAT-F | 1. WPAT-F+ | 1. WPLJ-F | 1. WPAT-F |
| 2. WMTR | 2. WHTZ-F | 2. WPLJ-F | 2. WHTZ-F | 2. WHTZ-F |
| 3. WHTZ-F | 3. WPLJ-F | 3. WHTZ-F | 3. WNEW-F | 3. WPLJ-F |
| 4. WOR | 4. WNEW-F | 4. WNEW-F | WPAT-F | 4. WNEW-F |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|---------------------|--------------|--------------|------------|
| 1. WPLJ-F | 1. WPLJ-F | 1. WPLJ-F | 1. WPAT-F |
| 2. WHTZ-F | 2. WHTZ-F | 2. WPAT-F | 2. WOR |
| 3. WNEW-F | 3. WNEW-F | 3. WHTZ-F | 3. WMTR |
| 4. WYNY-F WDHA-F | 4. WYNY-F | 4. WYNY-F | 4. WCBS |

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|--------|-------|------------------|-----|---------|-------|---------------|-----|
| WRAN | 1510 | DOVER, NJ | 2.3 | WLTW-F | 106.7 | NEW YORK, NY | 3.1 |
| WABC | 770 | NEW YORK, NY | 2.9 | WNCN-F | 104.3 | NEW YORK, NY | .6 |
| WAPP-F | 103.5 | LAKE SUCCESS, NY | 1.6 | WNEW | 1130 | NEW YORK, NY | 2.6 |
| WBLS-F | 107.5 | NEW YORK, NY | .5 | WPAT | 930 | PATERSON, NJ | .5 |
| WCBS-F | 101.1 | NEW YORK, NY | 2.7 | WPIX-F | 101.9 | NEW YORK, NY | 3.2 |
| WHN | 1050 | NEW YORK, NY | 2.7 | WQXR-F+ | 96.3 | NEW YORK, NY | .6 |
| WINS | 1010 | NEW YORK, NY | .8 | WRKS-F | 98.7 | NEW YORK, NY | 2.3 |
| WKTU-F | 92.3 | NEW YORK, NY | 1.1 | WZZO-F | 95.1 | BETHLEHEM, PA | .5 |

RADIO STATIONS

WMTR 1250 5 KW/1 KW (Da-2) AC, APR \$ 47.00 (Groskin) P. Arnow
 WDHA-F 105.5 3 KW @ 300 AOR \$ 47.00 (Groskin) R. Lindner

Other ranked stations - See Spring '85 American Radio

MUSKEGON, MI

MSA Rank/Pop: 243/150,600
 Average Person Rating: 15.3
 Market TSL: 19.69 hrs.
 Stations: 16/9

Diaries: 384/325/45.55%
 Sample Target: 350
 % Below Line: 19.88%
 % Not Listed: 5.23%

Retail \$: .68 billion
 HH Income: \$22,691
 FM Share: 73.48%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|------------|-------------|-----------|-----------|------------|------------|-----------|------|
| 1. WMUS-F | 41/21.5 | 17.9 | 15.5 | 1. WMUS-F | 56/613 | 1. WMUS-F | 447 |
| 2. WQWQ-F | 27/14.1 | 14.5 | 12.4 | 2. WQWQ-F | 37/450 | 2. WRNF-F | 334 |
| 3. WKBZ | 26/13.6 | 10.2 | 10.4 | 3. WKBZ | 28/351 | 3. WQWQ-F | 333 |
| 4. WRNF-F | 22/11.5 | 9.8 | 8.3 | 4. WRNF-F | 24/383 | 4. WKBZ | 327 |
| 5. WTRU | 12/ 6.3 | 4.7 | 7.3 | 5. WCXT-F | 16/174 | 5. WTRU | 160 |
| WCXT-F | 12/ 6.3 | 10.2 | --- | 6. WMUS | 12/133 | 6. WKLQ-F | 135 |
| 7. WMUS | 8/ 4.2 | 1.7 | 2.6 | WTRU | 12/162 | 7. WCXT-F | 130 |
| WKLQ-F | 8/ 4.2 | 1.7 | --- | 8. WKLQ-F | 10/184 | 8. WLAV-F | 125 |
| 9. WLAV-F | 6/ 3.1 | 2.6 | 11.6 | 9. WLAV-F | 9/165 | 9. WFMM-F | 124 |
| 10. WFMM-F | 5/ 2.6 | .9 | --- | 10. WLHT-F | 7/155 | 10. WMUS | 123 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|------------|-----------|------------|-----------|------------|
| 1. WMUS-F+ | 1. WMUS-F | 1. WMUS-F+ | 1. WKBZ | 1. WMUS-F+ |
| 2. WQWQ-F | 2. WKBZ | 2. WQWQ-F | 2. WQWQ-F | 2. WRNF-F |
| 3. WKBZ | 3. WQWQ-F | 3. WKBZ | WRNF-F | 3. WKBQ |
| 4. WRNF-F | 4. WRNF-F | 4. WRNF-F | 4. WMUS-F | 4. WQWQ-F |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. WRNF-F | 1. WMUS-F | 1. WMUS-F | 1. WMUS-F |
| 2. WCXT-F | 2. WRNF-F | 2. WQWQ-F | 2. WQWQ-F |
| 3. WMUS-F | 3. WCXT-F | 3. WKBZ | 3. WKBZ |
| 4. WKLQ-F | 4. WQWQ-F | 4. WTRU | 4. WTRU |

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|--------|-------|-------------------|-----|--------|------|------------------|-----|
| WABM-F | 101.7 | Muskegon Hts., MI | 1.6 | WGRD-F | 97.9 | Grand Rapids, MI | 2.1 |
| WKJR | 1520 | Muskegon Hts., MI | .5 | WJFM-F | 93.7 | Grand Rapids, MI | .5 |
| WGN | 720 | Chicago, IL | .5 | WLHT-F | 95.7 | Grand Rapids, MI | 2.1 |

RADIO STATIONS

| | | | | | | |
|--------|-------|---------------|-------------------------|----------|---------------|---------------|
| WZBZ | 850 | 1 KW-U (Da-1) | NOST (TM), ABC-E | \$ 18.00 | (Weiss) Reams | N. Kearney |
| WMUS | 1090 | 1 KW-D | COUNTRY | \$ 31.00 | (HNWH) | T. Achterhoff |
| WTRU | 1600 | 5 KW-U (Da-N) | AC, ABC-I, ABC-T | \$ 12.35 | (Masla) | R. Miller |
| WFMM-F | 98.3 | 3 KW @ 355 | AOR | \$ 9.50 | (---- | D. Christian |
| WMUS-F | 106.9 | 50 KW @ 480 | COUNTRY | \$ 31.00 | (HNWH) | T. Achterhoff |
| WQWQ-F | 104.5 | 50 KW @ 360 | BTFL (Churchill), ABC-I | \$ 22.35 | (Masla) | F. Tascone |
| WRNF-F | 95.3 | 2 KW @ 367 | CHR (TM), ABC-FM | \$ 18.00 | (Weiss) Reams | N. Kearney |

Other ranked stations - See Grand Rapids in Spring '85 American Radio

NAPLES - MARCO ISLAND, FL

MSA Rank/Pop: 315/103,900
 Average Person Rating: 16.7
 Market TSL: 22.39 hrs.
 Stations: 11/6

Diaries: 319/302/49.38%
 Sample Target: 280
 % Below Line:
 % Not Listed: 9.93%

Retail \$: NA
 HH Income: \$34,612
 FM Share: 84.13%

12+ METRO 1/4 / SHARE

- 1. WCVU-F 44/27.3
- 2. WRGI-F 26/16.1
- 3. WNOG 21/13.0
- 4. WSGL-F 16/ 9.9
- 5. WOOJ-F 12/ 7.5
- 6. WINK-F 9/ 5.6
- 7. WLEQ-F 6/ 3.7
- 8 WIKX-F 3/ 1.9
- WHEW-F 3/ 1.9
- WQEZ-F 3/ 1.9

12+ TSA 1/4 / CUME

- 1.
- 2.
- 3.
- 4. TSA AND
- 5. METRO
- 6. ARE THE
- 7. SAME
- 8.
- 9.
- 10.

12+ METRO CUME

- 1. WCVU-F 426
- 2. WRGI-F 285
- 3. WNOG 227
- 4. WINK-F 193
- 5. WSGL-F 150
- 6. WOOJ-F 134
- 7. WLEQ-F 118
- 8. WIKX-F 49
- 9. KHEW-F 32
- 10. WQEZ-F 30

12+ AMD

- 1. WNOG
- 2. WCVU-F
- 3. WRGI-F
- 4. WSGL-F

12+ MID

- 1. WCVU-F
- 2. WRGI-F
- 3. WSGI-F
- 4. WOOJ-F

12+ PMD

- 1. WCVU-F
- 2. WRGI-F
- 3. WSGI-F
- 4. WNOG

12+ EVE

- 1. WCVU-F
- 2. WRGI-F
- 3. WNOG
- 4. WSGL-F

SAT MID

- 1. WCVU-F
- 2. WRGI-F
- 3. WNOG
- 4. WSGL-F

ADULTS 18-34

- 1. WRGI-F
- 2. WOOJ-F
- 3. WLEQ-F
- 4. WSGL-F
- WINK-F

ADULTS 18-49

- 1. WRGI-F
- 2. WCVU-F
- 3. WOOJ-F
- 4. WSGL-F

ADULTS 25-54

- 1. WCVU-F
- 2. WRGI-F
- 3. WNOG
- WSGL-F

ADULTS 35+

- 1. WCVU-F
- 2. WNOG
- 3. WSGL-F
- 4. WHEW-F
- WQEZ-F

OTHER RATED STATIONS/METRO SHARE

WWWO 1510 Marco Island, FL 1.2

RADIO STATIONS

| | | | | | |
|--------|------|---------------|----------------------|----------------------------|-------------|
| WNOG | 1270 | 1 KW-U (Da-2) | NEWS, TALK, CBS, MBS | \$ 22.00 (Christal) | H. Dixon |
| WIKX-F | 98.3 | 900 W @ 565 | COUNTRY | \$ 5.00 (-----) | B. Umberger |
| WLEQ-F | 05.9 | 1.1 KW @ 490 | AC, US 2 | \$ 32.00 (Selcom) (Bonita) | J. Kantor |
| WRGI-F | 93.5 | 3 KW @ 300 | CHR, US 1 | \$ 22.00 (Frederick Smith) | J. Shields |
| WSGL-F | 97.7 | 2 KW @ 384 | COUNTRY, NBC | \$ 18.00 (Blair) | J. Norman |
| WCVU-F | 94.5 | 96 KW @ 680 | BFTL | \$ 55.00 (Blair) | H. Dixon |

NEW BEDFORD-FALL RIVER, MA

MSA Rank/Pop: 97/487,400
 Average Person Rating: 19.0
 Market TSL: 24.56 hrs.
 Stations: 38/8

Diaries: 575/711/51.75%
 Sample Target: 400
 % Below Line: 67.35%
 % Not Listed: 4.76%

Retail \$: 3.10 billion
 HH Income: \$24,680
 FM Share: 63.51%

| 12+ METRO | 1/4 / SHARE | FA 84 | SPG 84 | FA 83 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|------------|-------------|-------|--------|-------|--------|---------|------------|-----------|------|
| 1. WHJY-F | 76/9.8 | 10.6 | 11.1 | 8.1 | 9.7 | 1. | | 1. WPRO-F | 1055 |
| 2. WLKW-F | 64/8.2 | 8.0 | 7.4 | 7.8 | 8.1 | 2. | | 2. WHJY-F | 834 |
| WBSM | 64/8.2 | 7.5 | 7.2 | 5.2 | 8.2 | 3. | | 3. WLKW-F | 663 |
| 4. WPRO-F | 61/7.9 | 6.8 | 7.5 | 5.3 | 5.9 | 4. | TSA AND | 4. WMYS-F | 610 |
| 5. WMYS-F | 54/7.0 | 9.4 | 4.8 | 11.7 | 8.0 | 5. | METRO | 5. WSNE-F | 508 |
| 6. WALE | 31/4.0 | 2.6 | 4.4 | 4.9 | 3.5 | 6. | AND THE | 6. WPRO | 499 |
| 7. WSNE-F | 26/3.4 | 3.8 | 6.8 | 1.6 | 2.7 | 7. | SAME | 7. WBSM | 459 |
| 8. WNBH | 25/3.2 | 3.1 | 1.6 | 1.8 | 4.3 | 8. | | 8. WNBH | 403 |
| 9. WPRO | 23/3.0 | 2.0 | 2.9 | 2.3 | 3.4 | 9. | | 9. WWLI-F | 396 |
| 10. WZOU-F | 20/2.6 | .4 | 1.4 | 2.0 | 2.7 | 10. | | 10. WBZ | 353 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. WBSM | 1. WLKW-F | 1. WHJY-F | 1. WBSM | 1. WHJY-F |
| WHJY-F | 2. WHJY-F | 2. WLKW-F | 2. WHJY-F | 2. WBSM |
| 3. WALE | 3. WMYS-F | 3. WPRO-F | 3. WPRO-F | 3. WPRO-F |
| 4. WLKW-F | 4. WPRO-F | 4. WMYS-F | 4. WLKW-F | 4. WLKW-F |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. WHJY-F | 1. WHJY-F | 1. WMYS-F | 1. WBSM |
| 2. WMYS-F | 2. WMYS-F | 2. WHJY-F | 2. WLKW-F |
| 3. WPRO-F | 3. WPRO-F | 3. WLKW-F | 3. WALE |
| 4. WSNE-F | 4. WSNE-F | 4. WPRO-F | 4. WNBH |

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|--------|-------|----------------|-----|--------|-------|----------------|-----|
| WARA | 1320 | Attleboro, MA | 1.8 | WXKS-F | 107.9 | Medford, MA | 1.9 |
| WPEP | 1570 | Taunton, MA | 2.3 | WHDH | 850 | Boston, MA | .6 |
| WSAR | 1480 | Fall River, MA | .8 | WHIM | 1110 | Providence, RI | 1.3 |
| WAAF-F | 107.3 | Worcester, MA | .5 | WHJJ | 920 | Providence, RI | 2.3 |
| WBCN-F | 104.1 | Boston, MA | 1.9 | WHTT-F | 103.3 | Boston, MA | 2.1 |
| WBET | 1460 | Brockton, MA | .4 | WJIB-F | 96.9 | Boston, MA | 2.2 |
| WBOS-F | 92.9 | Brookline, RI | .4 | WKKT-F | 100.7 | Boston, MA | .5 |
| WBRU-F | 95.5 | Providence, RI | 1.4 | WLKW | 990 | Providence, RI | 1.2 |
| WBZ | 1030 | Boston, MA | 1.9 | WMJX-F | 106.7 | Boston, MA | .8 |
| WCAV-F | 97.7 | Brockton, MA | 1.4 | WPLM-F | 99.1 | Plymouth, MA | 1.0 |
| WEAN | 790 | Providence, RI | 1.3 | WQRC-F | 99.9 | Barnstable, MA | 1.0 |
| WEEI | 590 | Boston, MA | 1.0 | WRKO | 680 | Boston, MA | .9 |
| WERI-F | 103.7 | Westerly, RI | 1.4 | WROR-F | 98.5 | Boston, MA | 1.4 |
| WWLI-F | 105.1 | Providence, RI | .4 | WVBF-F | 105.7 | Framington, MA | .9 |

RADIO STATIONS

| | | | | | |
|--------|------|-------------------|--------------------------|------------------------|-----------|
| WALE | 1400 | 1 KW/250 W | MOR, MBS | \$ 30.00 (McGuild) | R. Cheney |
| WBSM | 1420 | 5 KW/1 KW (Da -1) | TALK, ABC-I, NBC | \$ 24.00 (----) Metter | G. Gray |
| WNBH | 1340 | 1 KW/250 W | NOST (Radio Arts), ABC-E | \$ NA (Torbet) | C. Lodge |
| WMYS-F | 98.1 | 50 KW @ 589 | AC | \$ NA (Torbet) | C. Lodge |

Other ranked stations - See Providence and Boston in Spring '85 American Radio

NORTHWEST MICHIGAN
(TRAVERSE CITY, PETOSKY, CHARLEVOIX)

MSA Rank/Pop: NA/100,000 (12+)
Average Person Rating: 17.8
Market TSL: 23.91 hrs.
Stations: 0/15

Diaries: 346/289/46.25%
Sample Target: 290
% Below Line: -0-
% Not Listed: 13.48%

Retail \$: 1.86 billion
HH Income: NA
FM Share: 92.85%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|------------|-------------|-----------|-----------|------------|------------|------------|------|
| 1. WKHQ-F | 30/16.9 | 28.7 | 21.3 | 1. WTCM-F | 70/655 | 1. WKHQ-F | 387 |
| 2. WMBN-F | 23/12.9 | 11.7 | 5.3 | 2. WKHQ-F | 55/697 | 2. WJML-F+ | 229 |
| 3. WTCM-F | 21/11.8 | 7.6 | 12.8 | 3. WMBN-F | 46/305 | 3. WTCM-F | 208 |
| 4. WJML-F+ | 19/10.7 | 8.2 | 11.7 | 4. WJML-F+ | 40/407 | 4. WMBN-F | 164 |
| 5. WLDR-F | 12/ 6.7 | 5.3 | 6.9 | 5. WKLT-F | 26/242 | 5. WKLT-F | 147 |
| 6. WKLT-F | 11/ 6.2 | 8.8 | 8.0 | 6. WMKC-F | 22/184 | 6. WKPK-F | 145 |
| 7. WCLX-F | 9/ 5.1 | 2.3 | 4.3 | 7. WLDR-F | 20/214 | 7. WLDR-F | 138 |
| 8. WMKC-F | 8/ 4.5 | 2.3 | 3.2 | 8. WTCM | 14/250 | 8. WTCM | 132 |
| 9. WKPK-F | 6/ 3.4 | --- | 3.2 | 9. WQLZ-F | 13/198 | 9. WCCW | 66 |
| 10. WTCM | 5/ 2.8 | 3.5 | 3.2 | 10. WKPK-F | 10/227 | 10. WMKC-F | 65 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|------------|------------|------------|-----------|-----------|
| 1. WKHQ-F | 1. WMBN-F | 1. WKHQ-F | 1. WKHQ-F | 1. WMBN-F |
| 2. WTCM-F+ | 2. WJML-F+ | 2. WMBN-F | 2. WTCM-F | 2. WTCM-F |
| 3. WJML-F+ | WKHQ-F | 3. WTCM-F | 3. WJML-F | 3. WKHQ-F |
| 4. WMBN-F | 4. WTCM-F | 4. WJML-F+ | WMBN-F | 4. WKLT-F |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. WKHQ-F | 1. WKHQ-F | 1. WMBN-F | 1. WMBN-F |
| 2. WKLT-F | 2. WMBN-F | 2. WJML-F+ | 2. WJML-F+ |
| 3. WTCM-F | 3. WJML-F+ | WKHQ-F | WTCM-F |
| 4. WMBN-F | 4. WTCM-F | WTCM-F | 4. WLDR-F |

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|--------|------|-------------------|-----|--------|-------|-------------|-----|
| WCCW | 1310 | Traverse City, MI | 1.7 | WQLZ-F | 105.1 | Petosky, MI | 1.7 |
| WJML | 1110 | Petosky, MI | .6 | WVPZ | 1340 | Petosky, MI | 1.1 |
| WMZK-F | 92.1 | Traverse City, MI | 1.1 | | | | |

RADIO STATIONS

| | | | | | |
|---------|-------|-----------------|--------------------------|---------------------------------|--------------|
| WCCW | 1310 | 5 KW-D | MOR, ABC-I | \$ 12.50 (S. Katz)(T. City) | P. Binsfield |
| WTCM | 580 | 5 KW/500 (Da-2) | COUNTRY(Drake-Chen), NBC | \$ 20.00 (Torbet)(T. City) | R. Biederman |
| WCLX-F | 93.5 | 1.2 KW @ 460 | COUNTRY, ABC-I | \$ 6.00 (----)(Boyne City) | g. Gipperick |
| WJML-F+ | 98.9 | 100 KW @ 800 | CONTEMP | \$ 19.50 (Malsa Pearse)(Pet.) | a. Forrester |
| WKHQ-F | 105.9 | 100 KW @ 922 | CHR (TM), ABC-C | \$ 18.00 (Weiss)(Char) | B. Vogel |
| WKLT-F | 97.7 | 1 KW @ 500 | AOR, Source | \$ 15.00 (Unirep)(Kalkaska) | C. McCain |
| WKPK-F | 106.7 | 100 KW @ 580 | CHR, UPI | \$ 13.00 (Mich. Spot)(Gaylord) | J. DeGroot |
| WLDR-F | 101.9 | 50 KW @ 590 | AC | \$ 18.00 (Masla)(T. City) | D. Wiitala |
| WMBN-F | 96.3 | 100 KW @ 910 | BTFL/EZ (Kalamusic) | \$ NA (Christal)(Petosky) | P. McDonald |
| WMKC-F | 102.9 | 100 KW @ 370 | COUNTRY (TM), CBS | \$ 17.00 (Patt)(St. Ignace) | P. Domanski |
| WQLZ-F | 105.1 | 25 KW @ 105 | CHR, US 1 | \$ 6.00 (Mich. Spot)(Cheboygan) | D. Reynolds |
| WTCM-F | 103.5 | 100 KW @ 680 | COUNTRY(Drake-Chen), NBC | \$ 20.00 (Torbet)(T. City) | R. Biederman |

ODESSA-MIDLAND, TX

MSA Rank/Pop: 275/128,700 *
 Average Person Rating: 18.2
 Market TSL: 24.30 hrs.
 Stations: 0/17

Diaries: 409/463/45.04%
 Sample Target: 380
 % Below Line: -0-
 % Not Listed: 5.23%

Retail \$: 2.22 billion
 HH Income: \$32,236 *
 FM Share: 67.79%

* Odessa Only

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|-----------|------------|------------|------|
| 1. KWES-F | 65/18.9 | 14.2 | --- | 1. KWES-F | 107/847 | 1. KWES-F | 579 |
| 2. KNFM-F | 47/13.7 | 8.5 | 12.9 | 2. KNFM-F | 58/525 | 2. KNFM-F | 411 |
| 3. KUFO-F | 35/10.2 | 7.9 | 13.8 | 3. KUFO-F | 46/448 | 3. KUFO-F | 361 |
| 4. KYXX | 27/ 7.8 | 9.1 | 13.5 | 4. KYXX | 32/327 | 4. KYXX | 277 |
| 5. KWMJ-F | 22/ 6.4 | 10.3 | 8.3 | 5. KJJT | 31/174 | 5. KWMJ-F | 266 |
| 6. KJJT | 19/ 5.5 | 12.4 | 4.0 | 6. KWMJ-F | 27/338 | 6. KCRS | 238 |
| 7. KQIP-F | 17/ 4.9 | 3.6 | 10.1 | 7. KBAT-F | 23/292 | 7. KQIP-F | 233 |
| 8. KBAT-F | 16/ 4.7 | 8.8 | 6.1 | KGEE-F | 23/379 | 8. KGEE-F | 195 |
| 9. KGEE-F | 14/ 4.1 | --- | --- | 9. KQIP-F | 19/268 | 9. KOZA | 194 |
| 10. KCRS | 13/ 3.8 | 3.0 | 3.7 | 10. KWEL | 16/119 | 10. KBAT-F | 192 |

12+ AMD

12+ MID

12+ PMD

12+ EVE

SAT MID

1. KWES-F
2. KNFM-F
3. KYXX
4. KWMJ-F

1. KNFM-F
2. KWES-F
3. KUFO-F
4. KBAT-F

1. KWES-F
2. KNFM-F
3. KUFO-F
4. KWMJ-F

1. KWES-F
2. KUFO-F
3. KNFM-F
4. KQIP-F

1. KWES-F
2. KNFM-F
3. KUFO-F
4. KBAT-F

ADULTS 18-34

ADULTS 18-49

ADULTS 25-54

ADULTS 35+

1. KWES-F
2. KUFO-F
3. KNFM-F
4. KQIP-F

1. KWES-F
2. KNFM-F
3. KUFO-F
4. KJJT

1. KNFM-F
2. KWES-F
3. KYXX
4. KUFO-F

1. KNFM-F
- KYXX
3. KWMJ-F
4. KWES-F

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|--------|-------|-------------|-----|------|------|-------------|-----|
| KIOF-F | 104.7 | Midland, TX | .3 | KOZA | 1230 | Odessa, TX | 2.6 |
| KKKK-F | 99.1 | Odessa, TX | 1.2 | KRIG | 1410 | Odessa, TX | 2.0 |
| KMND | 1510 | Midland, TX | 2.6 | KWEL | 1070 | Midland, TX | 3.5 |
| KOYL | 1310 | Odessa, TX | 2.6 | | | | |

RADIO STATIONS

| | | | | | | | |
|--------|-------|------------------|----------------|----------|-------------|------------|--------------|
| KCRS | 550 | 5 KW/1 KW (Da-2) | AC | \$ 16.00 | (Mc-Guild) | (Midland) | W. Mayes |
| KJJT | 1000 | 250 W-D | SPANISH | \$ 14.00 | (Caballero) | (Odessa) | D. Jimenez |
| KOZA | 1230 | 1 KW-D/250-N | AC | \$ 14.00 | (Riley) | (Odessa) | B. Russell |
| KWEL | 1070 | 2.5 KW-D (Da) | SPANISH | \$ NA | (Lotus) | (Midland) | B. Hicks |
| KYXX | 920 | 1 KW/500 (Da-N) | COUNTRY | \$ 20.00 | (Selcom) | (Odessa) | J. Lovell |
| KBAT-F | 93.3 | 100 KW @ 500 | COUNTRY | \$ NA | (Katz) | (Midland) | B. Hicks |
| KGEE-F | 99.9 | 100 KW @ 500 | CONTEMP | \$ NA | (Weiss) | (Monahans) | J. Maley |
| KNFM-F | 92.3 | 100 KW @ 390 | COUNTRY, ABC-E | \$ 18.00 | (Blair) | (Midland) | G. Bakki |
| KQIP-F | 96.9 | 100 KW @ 500 | AC, US 1 | \$ NA | (Torbet) | (Odessa) | L. Hawkins |
| KUFO-F | 97.9 | 100 KW @ 360 | AOR | \$ 23.00 | (Masla) | (Odessa) | F. Hall |
| KWES-F | 102.1 | 100 KW @ 784 | CHR | \$ 30.00 | (Christal) | (Monahans) | M. Deardorff |
| KWMJ-F | 103.3 | 100 KW @ 929 | BTFL | \$ 21.00 | (Mc-Guild) | (Midland) | P. Humes |

OWENSBORO, KY

MSA Rank/Pop: 334/86,000
 Average Person Rating: 13.8
 Market TSL: 18.53 hrs.
 Stations: 9/3

Diaries: 293/244/43.73%
 Sample Target: 250
 % Below Line: 51.02%
 % Not Listed: 1.01%

Retail \$: .55 billion
 HH Income: \$25,087
 FM Share: 84.69%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|-----------|------------|-----------|------|
| 1. WSTO-F | 37/37.4 | 30.5 | 27.3 | 1. WSTO-F | 145/1384 | 1. WSTO-F | 382 |
| 2. WBKR-F | 30/30.3 | 33.9 | 22.2 | 2. WBKR-F | 88/ 926 | 2. WBKR-F | 328 |
| 3. WVJS | 14/14.1 | 14.4 | 15.2 | 3. WIKY-F | 55/ 440 | 3. WVJS | 217 |
| 4. WIKY-F | 5/ 5.1 | 5.9 | 7.1 | 4. WYNG-F | 35/ 267 | 4. WKDQ-F | 144 |
| 5. WKDQ-F | 4/ 4.0 | 4.2 | 7.1 | 5. WKDQ-F | 26/ 553 | 5. WIKY-F | 85 |
| WOMI | 4/ 4.0 | --- | 8.1 | 6. WVJS | 15/ 238 | 6. WOMI | 71 |
| 7. WKYA-F | 2/ 2.0 | 1.7 | --- | 7. WHKC-F | 14/ 250 | 7. WHKC-F | 56 |
| 8. WYNG-F | 1/ 1.0 | .8 | --- | 8. WOMI | 4/ 71 | 8. WKYA-F | 38 |
| WHKC-F | 1/ 1.0 | 1.7 | 1.0 | WKYA-F | 4/ 144 | 9. WYNG-F | 24 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|---------------------|-----------|-----------|
| 1. WBKR-F | 1. WSTO-F | 1. WSTO-F | 1. WSTO-F | 1. WSTO-F |
| 2. WSTO-F | 2. WBKR-F | 2. WBKR-F | 2. WBKR-F | 2. WBKR-F |
| 3. WVJS | 3. WVJS | 3. WVJS | 3. WKDQ-F | 3. WVJS |
| 4. WOMI | 4. WKDQ-F | 4. WIKY-F WKDQ-F | 4. WIKY-F | WKDQ-F |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|---------------------|--------------|-------------------|
| 1. WSTO-F | 1. WSTO-F | 1. WBKR-F | 1. WBKR-F |
| 2. WBKR-F | 2. WBKR-F | 2. WSTO-F | 2. WSTO-F |
| 3. WVJS | 3. WVJS | 3. WVJS | 3. WVJS |
| 4. WKDQ-F | 4. WIKY-F WKDQ-F | 4. WIKY-F | 4. WOMI WIKY-F |

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

| | | | | | |
|--------|-------|------------------|--------------|------------------------------|--------------|
| WOMI | 1490 | 1 KW/250 W | CONTEMP, NBC | \$ 32.00 (HNWH) | K. Parks |
| WVJS | 1420 | 5 KW/1 KW (Da-2) | AC, ABC-C | \$ 24.00 (Masla) | R. Wettstain |
| WKYA-F | 101.9 | 50 KW @ 215 | CHR | \$ 9.70 (----)(Central City) | A. Anderson |

Other ranked stations - See Evansville in Spring '85 American Radio

PALM SPRINGS, CA

MSA Rank/Pop: NA/115,900 (12+)
 Average Person Rating: 15.7
 Market TSL: 21.61 hrs.
 Stations: 16/3

Diaries: 341/340/44.98%
 Sample Target: 300
 % Below Line: 5.59%
 % Not Listed: 11.54%

Retail \$: NA
 HH Income: \$27,385
 FM Share: 77.63%

| 12+ METRO | 1/4 / SHARE | FA 84 | SPG 84 | FA 83 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-------|--------|-------|--------|---------|------------|-----------|------|
| 1. KDES-F | 44/24.2 | 17.1 | 9.5 | 13.3 | 16.6 | 1. | | 1. KDES | 452 |
| 2. KPSI-F | 34/18.7 | 22.9 | 16.6 | 19.3 | 15.6 | 2. | | 2. KPSI-F | 379 |
| 3. KWXY-F | 11/ 6.0 | 11.2 | 9.5 | 11.0 | 6.3 | 3. | | 3. KWXY-F | 161 |
| KEZN-F | 11/ 6.0 | 4.7 | 12.4 | 2.8 | 4.9 | 4. | TSA AND | 4. KEZN-F | 142 |
| 5 KRCQ | 10/ 5.5 | 4.1 | --- | 2.8 | 5.9 | 5. | METRO | 5. KPSI | 104 |
| 6. KCMJ-F | 8/ 4.4 | 1.2 | --- | --- | --- | 6. | ARE THE | 6. KPLM-F | 91 |
| KPLM-F | 8/ 4.4 | 4.1 | 4.7 | 2.2 | 3.4 | 7. | SAME | 7. KCMJ-F | 89 |
| 8 KPSI | 7/ 3.8 | 1.8 | 4.1 | 3.3 | 4.4 | 8. | | 8. KRCQ | 81 |
| KVIM | 7/ 3.8 | 2.9 | 2.4 | 2.8 | --- | 9. | | 9. KVIM | 78 |
| 10. KGUY | 4/ 2.2 | 2.9 | 4.1 | 5.0 | 2.9 | 10. | | 10. KCMJ | 76 |
| KMET | 4/ 2.2 | 1.2 | --- | 3.3 | 2.9 | | | | |

12+ AMD

12+ MID

12+ PMD

12+ EVE

SAT MID

1. KDES-F
2. KPSI-F
3. KRCQ
4. KWXY-F

1. KDES-F
2. KPSI-F
3. KRCQ
- KWXY-F

1. KDES-F
2. KPSI-F
3. KEZN-F
- KWXY-F

1. KDES-F
2. KPSI-F
3. KPSI
4. KCMJ-F
- KMET

1. KDES-F
2. KPSI-F
3. KEZN-F
4. KRCQ
- KWXY-F

ADULTS 18-34

ADULTS 18-49

ADULTS 25-54

ADULTS 35+

1. KPSI-F
2. KDES-F
3. KRCQ
4. KCMJ-F

1. KDES-F
- KPSI-F
3. KRCQ
4. KCMJ-F

1. KDES-F
2. KPSI-F
3. KCMJ-F
- KRCQ

1. KDES-F
2. KEZN-F
- KWXY-F
4. KPLM-F

OTHER RATED STATIONS/METRO SHARE

KCMJ 650 Palm Springs, CA 1.6
 KKAM 920 Palm Springs, CA 1.6
 KWXY 1340 Cathedral City, CA 1.1

KKHR-F 93.1 Los Angeles, CA 1.6
 KLOS-F 95.5 Los Angeles, CA 1.1

RADIO STATIONS

| | | | | | |
|--------|-------|---------------------|------------------|-----------------------------|--------------|
| KCMJ | 1140 | 10 KW/2.5 KW (Da-N) | COUNTRY, CBS | \$ 18.00 (HNWH) | R. Murphy |
| KGUY | 1270 | 1 KW (Da) | NEWS, MBS | \$ NA (Selcom) | M. Hill |
| KPSI | 1450 | 1 KW/500 W | TALK, ABC-I | \$ NA (Christal) | R. Supple |
| KRCQ | 1400 | 1 KW/250 W | COUNTRY | \$ 10.38 (Caballero) | T. Ayers |
| KVIM | 970 | 5 KW/ 1 KW | SPANISH | \$ 16.00 (Lotus)(Coachella) | G. Exquivel |
| KCMJ-F | 92.7 | 963 W @ 578 | AC | \$ 18.00 (HNWH) | J. Keye |
| KDES-F | 104.7 | 42 KW @ 540 | CHR | \$ 24.00 (Mc-Guild) | J. Tourtelot |
| KEZN-F | 103.1 | 530 W @ 630 | BTFL/EZ(TM), MBS | \$ 18.00 (HNWH) | J. Harmon |
| KPLM-F | 106.1 | 50 KW @ 370 | NOSTALGIA | \$ NA (Selcom) | R. Casalan |
| KPSI-F | 100.9 | 3 KW @ 600 | CHR | \$ NA (Christal) | R. Supple |
| KWXY-F | 98.5 | 50 KW @ 500 | BTFL | \$ 25.00 (Eastman) | G. Barnett |

PANAMA CITY, FL

MSA Rank/Pop: 312/106,000
 Average Person Rating: 18.2
 Market TSL: 24.85 hrs.
 Stations: 0/8

Diaries: 251/350/45.14%
 Sample Target: 260
 % Below Line: -0-
 % Not Listed: 10%

Retail \$: .70 billion
 HH Income: \$25,415
 FM Share: 83.33%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|-----------|------------|-----------|------|
| 1. WPFM-F | 39/24.4 | 16.2 | 30.8 | 1. WPAP-F | 93/823 | 1. WPFM-F | 395 |
| 2. WPAP-F | 37/23.1 | 24.3 | 24.5 | 2. WPFM-F | 59/747 | 2. WPAP-F | 328 |
| 3. WGNE-F | 23/14.4 | 14.0 | 20.3 | 3. WGNE-F | 30/285 | 3. WGNE-F | 209 |
| 4. WLVV-F | 15/ 9.4 | --- | --- | 4. WLVV-F | 18/199 | 4. WDLP | 162 |
| 5. WPCF | 14/ 8.8 | 2.9 | 2.1 | 5. WPCF | 14/ 78 | 5. WLVV-F | 160 |
| 6. WDLP | 9/ 5.6 | 3.7 | 6.3 | 6. WDLP | 10/174 | 6. WJST-F | 155 |
| 7. WJST-F | 6/ 3.8 | 22.8 | --- | WJST-F | 10/199 | 7. WKSD | 77 |
| 8. WKSD | 1/ .6 | 2.9 | 7.7 | 8. WKSD | 1/ 77 | 8. WPCF | 72 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. WPAP-F | 1. WPFM-F | 1. WPFM-F | 1. WPFM-F | 1. WPFM-F |
| 2. WPFM-F | 2. WPAP-F | 2. WPAP-F | 2. WPAP-F | 2. WPAP-F |
| 3. WGNE-F | 3. WGNE-F | 3. WGNE-F | 3. WGNE-F | 3. WGNE-F |
| 4. WLVV-F | 4. WLVV-F | 4. WLVV-F | 4. WLVV-F | 4. WDLP |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. WPFM-F | 1. WPFM-F | 1. WPAP-F | 1. WPAP-F |
| 2. WLVV-F | 2. WPAP-F | 2. WGNE-F | 2. WGNE-F |
| 3. WPAP-F | 3. WLVV-F | 3. WPFM-F | 3. WPCF |
| 4. WJST-F | 4. WGNE-F | 4. WDLP | 4. WDLP |
| | | WLVV-F | |

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

| | | | | | |
|--------|-------|---------------|-------------------|--------------------------|---------------|
| WDLP | 590 | 1 KW (Da-N) | CHR, ABC-C | \$ 19.50 (Torbet) | F. Lindholm |
| WKSD | 1430 | 5 KW/5 KW | OTHER INFORMATION | NOT AVAILABLE (Christal) | |
| WPCF | 1290 | 5 W-D | RELIGION | \$ 9.00 (-----) | K. Winstonley |
| WGNE-F | 98.5 | 100 KW @ 268 | MOR, ABC-I | \$ 19.50 (Torbet) | F. Lindholm |
| WJST-F | 94.5 | 100 KW @ 530 | CONTEMP, APR | \$ NA (HNWH) | J. Brown |
| WLVV-F | 106.3 | 3 KW @ 300 | ?? (Radio Arts) | \$ NA (Blair) | -0- |
| WPAP-F | 92.5 | 100 KW @ 1230 | COUNTRY | \$ NA (Mc-Guild) | B. Bowman |
| WPFM-F | 107.9 | 100 KW @ 840 | CHR | \$ 25.00 (Christal) | J. Broaddus |

PARKERSBURG-MARIETTA, WV-OH

MSA Rank/Pop: 235/159,700
 Average Person Rating: 14.9
 Market TSL: 20.37 hrs.
 Stations: 10/9

Diaries: 372/354/54.94%
 Sample Target: 330
 % Below Line: .53%
 % Not Listed: 5.10%

Retail \$: .85 billion
 HH Income: \$24,845
 FM Share: 72.58%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|--------|--------|-----------|------------|------------|------|
| 1. WXIL-F | 53/27.0 | 21.0 | 25.7 | 1. WXIL-F | 81/1042 | 1. WXIL-F | 550 |
| 2. WNUS-F | 41/20.9 | 22.4 | 23.4 | 2. WNUS-F | 52/ 496 | 2. WNUS-F | 390 |
| 3. WADC | 22/11.2 | 4.8 | 3.7 | 3. WADC | 33/ 228 | 3. WKYG | 322 |
| 4. WKYG | 21/10.7 | 16.2 | 10.6 | 4. WXXK-F | 25/ 265 | 4. WXXK-F | 208 |
| 5. WMGP-F | 15/ 7.7 | 5.7 | 6.0 | 5. WKYG | 24/ 364 | 5. WMGP-F | 202 |
| WXXK-F | 15/ 7.7 | 5.7 | 11.5 | 6. WMGP-F | 15/ 207 | 6. WADC | 198 |
| 7. WEYQ-F | 10/ 5.1 | 3.8 | --- | 7. WEYQ-F | 10/ 138 | 7. WMOA | 155 |
| 8. WMOA | 7/ 3.6 | 5.2 | 8.7 | 8. WMOA | 7/ 166 | 8. WEYQ-F | 124 |
| 9. WRRR-F | 1/ .5 | 1.4 | --- | 9. WRRR-F | 5/ 113 | 9. WIKS | 104 |
| WIKS | 1/ .5 | 3.8 | 1.4 | 10. WIKS | 1/ 104 | 10. WRRR-F | 51 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|---------------------|-----------|-----------|-----------|
| 1. WXIL-F | 1. WXIL-F | 1. WXIL-F | 1. WXIL-F | 1. WXIL-F |
| 2. WNUS-F | 2. WNUS-F | 2. WNUS-F | 2. WNUS-F | 2. WNUS-F |
| 3. WKYG | 3. WKYG | 3. WKYG | 3. WXXK-F | 3. WADC |
| 4. WADC | 4. WMGP-F WXXK-F | 4. WADC | 4. WMGP-F | 4. WXXK-F |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. WXIL-F | 1. WXIL-F | 1. WNUS-F | 1. WNUS-F |
| 2. WNUS-F | 2. WNUS-F | 2. WXIL-F | 2. WADC |
| 3. WMGP-F | 3. WMGP-F | 3. WXXK-F | 3. WKYG |
| 4. WEYQ-F | 4. WXXK-F | 4. WKYG | 4. WXIL-F |

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

| | | | | |
|--------|-------|----------------|----------------------------------|---|
| WADC | 1050 | 5 KW-D | NOSTALGIA (A1 Ham), ABC-C | \$ 12.00 (Dora)(Parkers) J. Demeter |
| WIKS | 1450 | 1 KW-D/250 W-N | MOR | \$ 8.50 (Dome)(Parkers) R. Glaser |
| WKYG | 1230 | 1 KW/250 W | COUNTRY (TM), ABC-I \$ NA | (Mc-Guild)(Parkers)Jacor R. Mitchell |
| WMOA | 1490 | 1 KW/250 W | COUNTRY, CBS | \$ 7.05 (----)(Marietta)D. Latham |
| WEYQ-F | 94.3 | 3 KW @ 400 | CONTEMP (Drake-Chen) RADRAD US 2 | \$ 8.00 (Savalli)(Marietta)G. Seigfried |
| WMGP-F | 99.3 | 3 KW @ 210 | AOR | \$ 13.00 (----) (Parkers)J. Demeter |
| WNUS-F | 107.1 | 1.8 KW @ 370 | COUNTRY (Musicworks), ABC-E | \$ 8.00 (----)(Belpre) J. Patten |
| WXIL-F | 95.1 | 50 KW @ 500 | CHR | \$ 15.00 (----)(Parkers) L. Garrett |
| WXXK-F | 103.1 | 730 W @ 550 | COUNTRY (Drake-Chen) \$ NA | (Mc-Guild) (Parkers) Jacor B. Mitchell |
| WRRR-F | 101.7 | 3 KW @ 300 | ???, NBC | \$ NA (----) (St. Mary) |

PASCAGOULA-MOSS POINT, MS

MSA Rank/Pop: 276/127,900
 Average Person Rating: 15.5
 Market TSL: 20.33 hrs.
 Stations: 19/6

Diaries: 377/271/50.67%
 Sample Target: 280
 % Below Line: 61.31%
 % Not Listed: 13.29%

Retail \$: .53 billion
 HH Income: \$24,826
 FM Share: 74.45%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|--------|--------|---------|------------|-----------|------|
| 1. WQID-F | 31/19.6 | 26.6 | 17.1 | 1. | | 1. WQID-F | 370 |
| 2. WPMO-F | 14/ 8.9 | 12.2 | 11.4 | 2. | | 2. WPMO-F | 243 |
| 3. WABB-F | 13/ 8.2 | 5.0 | 3.8 | 3. | | 3. WKKY-F | 178 |
| 4. WKKY-F | 10/ 6.3 | 2.2 | 5.7 | 4. | TSA AND | 4. WABB-F | 166 |
| 5. WPMP | 9/ 5.7 | 8.6 | 2.5 | 5. | METRO | 5. WGUD-F | 152 |
| 6. WGUD-F | 8/ 5.1 | 8.6 | 10.8 | 6. | ARE THE | 6. WOSM-F | 131 |
| WOSM-F | 8/ 5.1 | 1.4 | 1.3 | 7. | SAME | 7. WBLX-F | 130 |
| WVMI | 8/ 5.1 | 5.0 | 5.7 | 8. | | 8. WVMI | 123 |
| 9. WBLX-F | 7/ 4.4 | 6.5 | 13.9 | 9. | | 9. WPMP | 109 |
| 10. WROA | 5/ 3.2 | 2.9 | --- | 10. | | 10. WWL | 91 |
| WWL | 5/ 3.2 | 1.4 | .6 | | | | |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. WQID-F | 1. WQID-F | 1. WQID-F | 1. WQID-F | 1. WQID-F |
| 2. WPMO-F | 2. WPMO-F | 2. WPMO-F | 2. WKKY-F | 2. WPMO-F |
| 3. WABB-F | 3. WABB-F | 3. WGUD-F | 3. WABB-F | 3. WPMP |
| 4. WGUD-F | 4. WVMI | 4. WKKY-F | WBLX-F | 4. WGUD-F |
| WKKY-F | | WABB-F | | |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. WQID-F | 1. WQID-F | 1. WQID-F | 1. WVMI |
| 2. WPMO-F | 2. WPMO-F | 2. WPMO-F | 2. WGUD-F |
| WABB-F | 3. WABB-F | 3. WKKY-F | WQID-F |
| 4. WKKY-F | 4. WKKY-F | WOSM-F | 4. WPMO-F |
| WBLX-F | | | |

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|--------|-------|----------------|-----|--------|-------|-----------------|-----|
| WJKX | 1460 | Pascagoula, MS | 2.5 | WLPR-F | 96.1 | Mobile, AL | .6 |
| WIZD-F | 104.1 | Mobile, AL | .6 | WRPM-F | 107.9 | Poplarville, MS | 1.3 |
| WKRK-F | 99.9 | Mobile, AL | 1.3 | WTIX | 690 | New Orleans, LA | 2.5 |
| WKSJ-F | 94.9 | Mobile, AL | 1.3 | WZKX-F | 107.1 | Gulfport, MS | 1.9 |

RADIO STATIONS

| | | | | | | |
|--------|-------|--------------|--------------------|----|---------------|-------------|
| WPMP | 1580 | 5 KW (Da) | BLACK, ABC-C | \$ | NA (Torbet) | P. Dew |
| WGUD-F | 106.3 | 2.3 KW @ 350 | COUNTRY | \$ | 13.00 (Masla) | G. Murphey |
| WKKY-F | 104.9 | 3 KW @ 223 | BLACK (TM), Source | \$ | 8.00 (-----) | S. Farnham |
| WOSM-F | 103.1 | 3 KW @ 295 | GOSPEL | \$ | 4.50 (-----) | C.H. Cooper |
| WPMO-F | 99.1 | 100 KW @ 386 | COUNTRY, ABC-I | \$ | NA (Torbet) | P. Dew |

WVMI, WQID-F - See Biloxi

Other ranked stations - See Mobile in Spring '85 American Radio

PLATTSBURGH, NY

MSA Rank/Pop: NA/72,100 (12+)
 Average Person Rating: 17.1
 Market TSL: 22.29 hrs.
 Stations: 9/4

Diaries: 232/311/50.87%
 Sample Target: 250
 % Below Line: 55.14%
 % Not Listed: 3.81%

Retail \$: .39 billion
 HH Income: \$23,018
 FM Share: 70.09%

| 12+ METRO | 1/4 / SHARE | FA 84 | SPG 84 | FA 83 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-------|--------|-------|--------|-----------|------------|-----------|------|
| 1. WXXX-F | 27/22.0 | .8 | --- | --- | --- | 1. WXXX-F | 83/804 | 1. WIRY | 286 |
| 2. WIRY | 17/13.8 | 19.7 | 22.3 | 22.6 | 16.4 | 2. WEZF-F | 41/462 | 2. WXXX-F | 273 |
| 3. WGFB-F | 16/13.0 | 24.6 | 28.6 | 16.5 | 21.6 | 3. WLFE-F | 32/335 | 3. WGFB-F | 249 |
| 4. WLFE-F | 13/10.6 | 6.6 | 9.8 | 13.0 | 12.7 | 4. WQCR-F | 21/451 | 4. WEAV | 152 |
| 5. WEAV | 12/ 9.8 | 9.8 | 9.8 | 9.6 | 7.5 | WGFB-F | 21/411 | 5. WLFE-F | 140 |
| 6. WEZF-F | 10/ 8.1 | 4.9 | 3.6 | 6.1 | 9.0 | 6. WEAV | 17/219 | 6. WQCR-F | 113 |
| 7. CHOM-F | 6/ 4.9 | 9.0 | 7.1 | 10.4 | 4.5 | WIRY | 17/301 | 7. WEZF-F | 110 |
| 8. WKDR | 3/ 2.4 | 6.6 | .9 | 5.2 | 12.7 | 8. CHOM-F | 15/239 | 8. CHOM-F | 101 |
| WQCR-F | 3/ 2.4 | 4.9 | 8.0 | 5.2 | 7.5 | 9. WKDR | 6/124 | 9. WKDR | 55 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-------------------|-----------------|---------------------|-----------|
| 1. WIRY | 1. WXXX-F | 1. WXXX-F | 1. WXXX-F | 1. WXXX-F |
| 2. WEAV | 2. WLFE-F | 2. WGFB-F | 2. WGFB-F | 2. WEAV |
| 3. WXXX-F | 3. WEAV | 3. WLFE-F | 3. WEAV | WLFE-F |
| 4. WGFB-F | 4. WGFB-F WIRY | 4. WEAV WIRY | 4. CHOM-F WEZF-F | 4. WGFB-F |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. WXXX-F | 1. WXXX-F | 1. WEAV | 1. WIRY |
| 2. WGFB-F | 2. WGFB-F | WIRY | 2. WLFE-F |
| 3. WIRY | 3. WIRY | WLFE-F | 3. WEAV |
| 4. WEAV | 4. WLFE-F | WXXX-F | 4. WEZF-F |
| CHOM-F | | | |
| WLFE-F | | | |

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

| | | | | |
|--------|-------|--------------------------------|------------------------------------|------------|
| WEAV | 960 | 5 KW (Da-2) ???, CBS | \$ NA (Roslin) | G. Bissell |
| WIRY | 1340 | 1 KW/250 W VARIETY, MBS | \$ 14.50 (Masla) | D. Pelkey |
| WKDR | 1070 | 5 KW (Days) TALK, ABC-I, ABC-T | \$ 16.00 (-----) | R. Black |
| WGFB-F | 99.9 | 10.1 KW @ 780 CHR | \$ NA (Roslin) | G. Bissell |
| WLFE-F | 102.3 | 300 KW @ 800 COUNTRY | \$ 13.00 (S. Katz)(St. Albans, VT) | J. Kimel |

Other ranked stations - See Burlington, VT

POUGHKEEPSIE, NY

MSA Rank/Pop: 168/261,500
 Average Person Rating: 18.5
 Market TSL: 24.11 hrs.
 Stations: 29/9

Diaries: 441/500/50.86%
 Sample Target: 400
 % Below Line: 46.81%
 % Not Listed: 11.73%

Retail \$: 1.30 billion
 HH Income: \$33,282
 FM Share: 67.03%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|------------|------------|-----------|------|
| 1. WHUD-F | 62/15.2 | 11.7 | 16.1 | 1. WPDH-F | 145/1684 | 1. WSPK-F | 702 |
| 2. WSPK-F | 58/14.2 | 14.3 | 8.3 | 2. WHUD-F | 132/1262 | 2. WHUD-F | 519 |
| 3. WPDH-F | 44/10.8 | 10.5 | 10.8 | 3. WSPK-F | 105/1489 | 3. WPDH-F | 517 |
| 4. WKIP | 22/ 5.4 | 6.4 | 9.4 | 4. WBPM-F | 56/ 616 | 4. WKIP | 331 |
| 5. WHVW | 19/ 4.6 | 2.3 | 3.6 | 5. WGNV-F | 55/ 762 | 5. WNBC | 285 |
| WNBC | 19/ 4.6 | 2.6 | 3.3 | 6. WHN | 38/ 649 | 6. WJJB-F | 258 |
| 7. WJJB-F | 16/ 3.9 | 2.9 | 3.6 | 7. WGHQ | 35/ 402 | 7. WGNV-F | 234 |
| 8. WGNV-F | 13/ 3.2 | 1.5 | .6 | 8. WNBC | 34/ 705 | 8. WHN | 186 |
| 9. WABC | 12/ 2.9 | 1.5 | 1.9 | 9. WNEW | 30/ 345 | 9. WEOK | 181 |
| 10. WCBS | 9/ 2.2 | .9 | 2.8 | 10. WJJB-F | 28/ 449 | 10. WCBS | 170 |
| WRKS-F | 9/ 2.2 | 2.9 | 1.9 | | | | |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------------|-----------|-----------|-----------|
| 1. WHUD-F | 1. WHUD-F | 1. WSPK-F | 1. WSPK-F | 1. WHUD-F |
| 2. WSPK-F | 2. WSPK-F | 2. WHUD-F | 2. WPDH-F | 2. WPDH-F |
| 3. WPDH-F | 3. WPDH-F | 3. WPDH-F | 3. WHUD-F | 3. WSPK-F |
| 4. WKIP | 4. WKIP WNBC | 4. WNBC | 4. WJJB-F | 4. WJJB-F |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. WPDH-F | 1. WSPK-F | 1. WSPK-F | 1. WHUD-F |
| 2. WSPK-F | 2. WPDH-F | 2. WHUD-F | 2. WHVW |
| 3. WJJB-F | 3. WHUD-F | 3. WPDH-F | 3. WKIP |
| 4. WNBC | 4. WNBC | 4. WNBC | 4. WABC |

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|--------|-------|------------------|-----|---------|-------|----------------|-----|
| WBNR | 1260 | Beacon, NY | 1.7 | WLTW-F | 106.7 | New York, NY | 1.5 |
| WEOK | 1390 | Poughkeepsie, NY | 1.5 | WNEW | 1130 | New York, NY | 1.5 |
| WRVH-F | 105.5 | Pawling, NY | 1.7 | WNEW-F | 102.7 | New York, NY | 1.2 |
| WAPP-F | 103.5 | Lake Success, NY | .5 | WOR | 710 | New York, NY | 1.2 |
| WBPM-F | 94.3 | Kingston, NY | 1.2 | WPLJ-F | 95.5 | New York, NY | 1.2 |
| WEZN-F | 99.9 | Bridgeport, CT | .5 | WQXR-F+ | 96.3 | New York, NY | .7 |
| WGHQ | 920 | Kingston, NY | .7 | WRKI-F | 95.1 | Brookfield, CT | .7 |
| WHN | 1050 | New York, NY | 2.0 | WROW-F | 95.5 | Albany, NY | .5 |
| WINS | 1010 | New York, NY | .7 | | | | |

RADIO STATIONS

| | | | | | |
|--------|-------|-------------------|----------------------|------------------------------|--------------|
| WEOK | 1390 | 5 KW (Days)(Da-D) | AC, ABC-D | \$ 27.05 (---) | M. Harris |
| WHVW | 950 | 500 W (Days) | NOSTALGIA | \$ 15.00 (---) (Hyde Park) | P. Ascutitto |
| WKIP | 1450 | 1 KW/250 W (Da-D) | AC, ABC-C | \$ 21.00 (Masla) | L. Kinney |
| WGNV-F | 103.1 | 3 KW @ 275 | AC | \$ NA (---) (Newburgh) | B. Musser |
| WJJB-F | 97.7 | 3 KW @ 299 | CHR | \$ NA (Masla) (Hyde Park) | B. Morrow |
| WPDH-F | 101.5 | 65 KW @ 1540 | AOR, ABC-R | \$ 38.80 (---) | M. Harris |
| WSPK-F | 104.7 | 50 KW @ 1250 | CHR, MBS | \$ 29.40 (Weiss) | A. Lessner |
| WBPM-F | 94.3 | 880 W @ 540 | CONTEMP(Drake-Chen), | Source \$ 23.00 (---) | W. Maxwell |
| WHUD-F | 100.7 | 50 KW @ 500 | BTFLMUSIC | \$ 45.00 (Masla) (Peekskill) | S. Petrone |

Other ranked stations - See New York or Bridgeport in Spring '85 American Radio

RAPID CITY, SD

MSA Rank/Pop: NA/78,600 (12+)
 Average Person Rating: 17.8
 Market TSL: 23.93 hrs.
 Stations: 10/9

Diaries: 277/283/51.96%
 Sample Target: 250
 % Below Line: .74%
 % Not Listed: 4.28%

Retail \$: .56 billion
 HH Income: \$26,386
 FM Share: 41.04%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|------------|-------------|-----------|-----------|------------|------------|------------|------|
| 1. KIMM | 27/19.3 | 18.7 | 15.4 | 1. KIMM | 36/341 | 1. KKLS-F | 271 |
| 2. KGGG-F | 20/14.3 | 11.4 | 15.4 | 2. KGGG-F | 28/328 | 2. KGGG-F | 228 |
| 3. KKLS-F | 19/13.6 | 18.7 | 10.1 | 3. KKLS-F | 22/306 | 3. KIMM | 219 |
| KOTA | 19/13.6 | 15.4 | 11.4 | 4. KBHB | 20/162 | 4. KOTA | 204 |
| 5. KTOQ | 16/11.4 | 9.8 | 8.1 | 5. KOTA | 19/250 | 5. KTOQ | 159 |
| 6. KSQY-F | 9/ 6.4 | 4.1 | 8.1 | 6. KTOQ | 17/176 | 6. KKLS | 142 |
| KKLS | 9/ 6.4 | 4.1 | 21.5 | 7. KSQY-F | 14/194 | 7. KSQY-F | 95 |
| 8. KBHB | 8/ 5.7 | 8.9 | 3.4 | KKLS | 14/243 | 8. KRCS-F | 73 |
| 9. KRCS-F | 6/ 4.3 | .8 | 2.0 | 9. KRCS-F | 13/120 | 9. KBHB | 69 |
| 10. KSLT-F | 1/ .7 | --- | --- | 10. KSLT-F | 3/ 72 | 10. KSLT-F | 34 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. KIMM | 1. KIMM | 1. KIMM | 1. KOTA | 1. KGGG-F |
| 2. KKLS-F | 2. KKLS-F | 2. KGGG-F | 2. KGGG-F | 2. KIMM |
| KTOQ | 3. KGGG-F | 3. KKLS-F | 3. KKLS-F | 3. KOTA |
| 4. KOTA | KOTA | 4. KTOQ | 4. KSQY-F | 4. KKLS-F |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. KKLS-F | 1. KIMM | 1. KIMM | 1. KIMM |
| 2. KGGG-F | 2. KKLS-F | 2. KTOQ | KOTA |
| KIMM | 3. KGGG-F | 3. KOTA | 3. KTOQ |
| 4. KSQY-F | 4. KTOQ | 4. KKLS-F | 4. KBHB |

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

| | | | | | |
|--------|-------|---------------|----------------------------|---------------------------|--------------------|
| KBHB | 810 | 5 KW (Days) | COUNTRY(Drake-Chen), UPI | \$ 18.00 (Masla)(Sturgis) | L. Kleven |
| KIMM | 1150 | 5 KW (Days) | COUNTRY(Musicworks), ABC-E | \$ 18.00 (Eastman) | G. Taylor |
| KKLS | 920 | 5 KW (Days) | AC, US 2 | \$ 23.80 (Mc-Guild) | S. Minn.K. Tilkens |
| KOTA | 1380 | 5 KW (Da-N) | MOR, CBS, MBS | \$ NA (Katz) | W. Duhamel |
| KTOQ | 1340 | 1 KW/250 W | COUNTRY, NBC | \$ 10.00 (Masla) | T. Kearns |
| KGGG-F | 100.3 | 100 KW @ 450 | AOR, ABC-F | \$ 18.00 (Eastman) | G. Taylor |
| KKLS-F | 93.9 | 60 KW @ 150 | CHR, US2 | \$ 23.80 (Mc-Guild) | K. Tilkens |
| KRCS-F | 93.1 | 100 KW @ 1060 | COUNTRY | \$ 18.00 (---)(Sturgis) | L. Kleven |
| KSQY-F | 95.1 | 100 KW @ 1707 | AC, Source | \$ 14.00 (Deadwood) | H. Haugo |
| KSLT-F | 107.3 | 100 KW @ 1702 | RELIGION, UPI | \$ 7.50 (---)(Spearfish) | M. Pluimer |

REDDING, CA

MSA Rank/Pop: 268/133,300
 Average Person Rating: 17.1
 Market TSL: 22.72 hrs.
 Stations: 13/10

Diaries: 316/354/51.38%
 Sample Target: 290
 % Below Line: 6.50%
 % Not Listed: 11.51%

Retail \$: .72 billion
 HH Income: \$22,337
 FM Share: 50.29%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|------------|------------|------------|------|
| 1. KEWB-F | 39/20.4 | 24.0 | 10.9 | 1. KEWB-F | 46/412 | 1. KEWB-F | 331 |
| 2. KPAK | 25/13.1 | 12.0 | 7.7 | 2. KPAK | 27/272 | 2. KSHA-F | 277 |
| 3. KQMS | 21/11.0 | 9.8 | 12.2 | 3. KSHA-F | 25/350 | 3. KQMS | 263 |
| 4. KCLM | 18/ 9.4 | 7.7 | 6.4 | 4. KQMS | 22/280 | 4. KPAK | 252 |
| 5. KSHA-F | 17/ 8.9 | 9.8 | 7.7 | KALF-F | 22/242 | 5. KSXO | 239 |
| 6. KSXO | 15/ 7.9 | 5.5 | 13.5 | 6. KCLM | 19/152 | 6. KCLM | 137 |
| 7. KALF-F | 12/ 6.3 | 5.5 | 4.5 | 7. KSXO | 18/308 | 7. KALF-F | 126 |
| 8. KPAY-F | 5/ 2.6 | 2.2 | 3.2 | 8. KPAY-F | 15/160 | 8. KARZ-F | 75 |
| 9. KARZ-F | 4/ 2.1 | --- | --- | 9. KFMM-F | 9/113 | 9. KVIP-F | 74 |
| KVIP-F | 4/ 2.1 | 2.7 | 1.9 | 10. KARZ-F | 6/109 | 10. KPAY-F | 71 |
| KFMM-F | 4/ 2.1 | 3.3 | 5.1 | | | | |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. KQMS | 1. KEWB-F | 1. KEWB-F | 1. KEWB-F | 1. KEWB-F |
| 2. KPAK | 2. KPAK | 2. KPAK | 2. KSXO | 2. KSXO |
| 3. KEWB-F | 3. KSHA-F | 3. KSXO | 3. KPAK | 3. KSHA-F |
| 4. KALF-F | 4. KCLM | 4. KSHA-F | KQMS | 4. KPAK |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. KEWB-F | 1. KEWB-F | 1. KEWB-F | 1. KQMS |
| 2. KSHA-F | 2. KPAK | 2. KPAK | 2. KCLM |
| 3. KPAK | 3. KSHA-F | 3. KCLM | 3. KPAK |
| 4. KSXO | 4. KSXO | KSHA-F | 4. KALF-F |

OTHER RATED STATIONS/METRO SHARE

KVIP 540 REDDING, CA 1.6 KGO 810 SAN FRANCISCO, CA 1.0

RADIO STATIONS

| | | | | | |
|--------|-------|-------------------|----------------------|-----------------------------|-------------|
| KCLM | 1330 | 5 KW (Days) | EZ/BTFL(TM) | \$ 10.00 (Masla) | J. Colgan |
| KPAK | 1230 | 1 KW/250 W | COUNTRY, ABC-E | \$ 21.00 (Eastman) | B. Koroluck |
| KQMS | 1400 | 1 KW/250 W | MOR, NBC | \$ 11.00 (Selcom) | I. Fust |
| KSXO | 600 | 1 KW (Days)(Da-1) | AC, US 2 | \$ 15.00 (Christal) | J. Logan |
| KALF-F | 95.7 | 280 W @ 1080 | COUNTRY, ABC-D | \$ NA (HNWH)(Red Bluff) | G. Katz |
| KARZ-F | 106.1 | 100 KW @ 1977 | AC | \$ 12.00 (Christal)(Burney) | M. Martin |
| KEWB-F | 94.3 | 3 KW @ 300 | CONTEMP (Drake-Chen) | \$ 22.00 (Weiss)(Anderson) | B. Breck |
| KSHA-F | 104.3 | 100 KW @ 1560 | AC | \$ 15.00 (Mc-Guild) | G. Hill |
| KVIP-F | 98.1 | 30 KW @ 1710 | RELIGION | \$?? (----) | |

KFMM, KPAY - See Chico

ROCHESTER, MN

MSA Rank/Pop: 325/94,800
 Average Person Rating: 12.6
 Market TSL: 17.51 hrs.
 Stations: 11/7

Diaries: 344/226/55.93%
 Sample Target: 250
 % Below Line: 11.36%
 % Not Listed: 10.20%

Retail \$: 1.19 billion
 HH Income: \$31,523
 FM Share: 75%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|------------|------------|------------|------|
| 1. KRCH-F | 20/20.4 | 13.7 | 22.3 | 1. KROC-F | 82/902 | 1. KRCH-F | 259 |
| 2. KROC-F | 19/19.4 | 16.2 | 15.2 | 2. KAUS-F | 40/492 | 2. KROC-F | 245 |
| 3. KROC | 12/12.2 | 6.0 | 3.6 | 3. WCCO | 29/472 | 3. KROC | 206 |
| 4. KNXR-F | 11/11.2 | 13.7 | 15.2 | 4. KRCH-F | 27/361 | 4. KNXR-F | 150 |
| KWWK-F+ | 11/11.3 | 9.4 | 12.5 | KNXR-F | 27/300 | 5. KWEB | 148 |
| 6. KWEB | 5/ 5.1 | 8.5 | 8.0 | 6. KROC | 18/337 | 6. KWWK-F+ | 144 |
| 7. KAUS-F | 3/ 3.1 | 2.6 | 1.8 | 7. KWWK-F+ | 11/162 | 7. WCCO | 97 |
| 8. KQRS-F | 3/ 3.1 | 4.3 | 1.8 | 8. KWEB | 8/222 | 8. KAUS-F | 76 |
| 9. KSTP-F | 2/ 2.0 | 1.7 | --- | KSTP-F | 8/122 | 9. KQRS-F | 41 |
| WCCO | 2/ 2.0 | 5.1 | 1.8 | 10. KQRS-F | 3/ 61 | 10. KSTP-F | 23 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|------------|------------|------------|-----------|-----------|
| 1. KRCH-F | 1. KRCH-F | 1. KRCH-F | 1. KROC-F | 1. KRCH-F |
| 2. KROC | 2. KROC-F | KROC-F | 2. KRCH-F | KROC-F |
| 3. KWWK-F+ | 3. KWWK-F+ | 3. KWWK-F+ | 3. KROC | 3. KNXR-F |
| KROC-F | 4. KROC | 4. KNXR-F | 4. KNXR-F | 4. KROC |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. KROC-F | 1. KRCH-F | 1. KRCH-F | 1. KNXR-F |
| 2. KRCH-F | 2. KROC-F | 2. KNXR-F | 2. KROC |
| 3. KWWK-F+ | 3. KWWK-F+ | KWWK-F+ | 3. KWWK-F+ |
| KROC | 4. KROC | KROC | 4. KRCH-F |
| | | KROC-F | KWEB |
| | | | KAUS-F |

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

| | | | | | |
|---------|-------|------------------|-----------------------|--------------------------|-------------|
| KROC | 1340 | 1 KW/250 W | MOR (Radio Arts), NBC | \$ 25.00 (Weiss) | R. Habedank |
| KWEB | 1270 | 5 KW/1 KW (Da-2) | MOR/AC, ABC-I | \$ 30.00 (Torbet) | J. Giebel |
| KNXR-F | 97.5 | 93 KW @ 620 | VARIETY, ABC-E | \$ 16.00 (Market 4) | T. Jones |
| KWWK-F+ | 96.7 | 3 KW @ 295 | COUNTRY, MBS | \$ 16.00 (Mc-Guild) | H. Bill |
| KRCH-F | 101.7 | 810 W @ 565 | AC(TM), ABC-F | \$ 30.00 (Torbet) | J. Giebel |
| KROC-F | 106.9 | 100 KW @ 1110 | CHR, Source | \$ 25.00 (Weiss) | G. Gentling |
| KAUS-F | 99.9 | 100 KW @ 1000 | COUNTRY, MBS | \$ 26.00 (Masla)(Austin) | P. Nolan |

Other ranked stations - See Minneapolis in Spring '85 American Radio

ST. CLOUD, MN

MSA Rank/Pop: 221/174,000
 Average Person Rating: 18.0
 Market TSL: 23.31 hrs.
 Stations: 22/8

Diaries: 387/365/54.20%
 Sample Target: 340
 % Below Line: 37.60%
 % Not Listed: 8.23%

Retail \$: 1.57 billion
 HH Income: \$25,111
 FM Share: 62.82%

| <u>SPG</u> | | | | <u>SPG</u> | | | |
|------------------|--------------------|-----------|-----------|----------------|-------------------|------------------|-------------|
| <u>12+ METRO</u> | <u>1/4 / SHARE</u> | <u>84</u> | <u>83</u> | <u>12+ TSA</u> | <u>1/4 / CUME</u> | <u>12+ METRO</u> | <u>CUME</u> |
| 1. KCLD-F | 45/17.6 | 13.0 | 12.3 | 1. WCCO | 83/986 | 1. KCLD-F | 554 |
| 2. WWJO-F | 30/11.8 | 10.7 | 11.9 | 2. WWJO-F | 59/586 | 2. WCCO | 365 |
| 3. KASM | 26/10.2 | 9.9 | 4.0 | KCLD-F | 59/734 | 3. WJON | 324 |
| 4. WCCO | 21/ 8.2 | 8.4 | 10.7 | 4. KASM | 36/285 | 4. WWJO-F | 305 |
| 5. WJON | 20/ 7.8 | 11.8 | 7.9 | 5. KQRS-F+ | 28/523 | 5. KQRS-F+ | 285 |
| 6. KQRS-F+ | 15/ 5.9 | 7.6 | 7.1 | 6. KSTP-F | 22/320 | 6. KDWB-F | 181 |
| 7. WVAL | 10/ 3.9 | 1.5 | .4 | WJON | 22/357 | 7. KASM | 180 |
| KDWB-F | 10/ 3.9 | 1.9 | 3.6 | 8. KDWB-F | 20/336 | 8. KSTP-F | 170 |
| KSTP-F | 10/ 3.9 | 4.6 | 6.7 | 9. KEEY-F | 19/233 | 9. WLOL-F | 166 |
| 10. KNSI | 9/ 3.5 | 3.8 | 3.2 | 10. WLOL-F | 17/347 | 10. WHMH-F | 157 |

| <u>12+ AMD</u> | <u>12+ MID</u> | <u>12+ PMD</u> | <u>12+ EVE</u> | <u>SAT MID</u> |
|----------------|----------------|----------------|----------------|----------------|
| 1. KCLD | 1. KCLD | 1. KCLD | 1. KCLD | 1. KCLD |
| 2. WJON | 2. WWJO-F | 2. WWJO-F | 2. WWJO-F | 2. WWJO-F |
| 3. WWJO-F | 3. KASM | 3. KASM | 3. WCCO | 3. KQRS-F+ |
| 4. KASM | 4. WJON | 4. WCCO | 4. KQRS-F+ | 4. WCCO |

| <u>ADULTS 18-34</u> | <u>ADULTS 18-49</u> | <u>ADULTS 25-54</u> | <u>ADULTS 35+</u> |
|---------------------|---------------------|---------------------|-------------------|
| 1. KCLD-F | 1. KCLD-F | 1. WWJO-F | 1. KASM |
| 2. KQRS-F+ | 2. WWJO-F | 2. KCLD-F | 2. WWJO-F |
| 3. WWJO-F | 3. KQRS-F+ | 3. KASM | 3. WCCO |
| 4. WVAL | 4. KASM | 4. WJON | 4. WJON |
| | WVAL | | |
| | KSTP-F | | |
| | WCCO | | |

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|--------|-------|-----------------|-----|---------|-------|-------------------|-----|
| KMSR-F | 94.3 | Sauk Centre, MN | 4. | KQRS-F+ | 92.5 | Golden Valley, MN | 5.9 |
| WHMH-F | 101.7 | Sauk Rapids, MN | 2.0 | WAYL-F | 93.7 | Minneapolis, MN | .8 |
| KCMT-F | 100.7 | Alexandria, MN | 2.0 | WDGY | 1130 | Minneapolis, MN | .4 |
| KEEY-F | 102.1 | St. Paul, MN | 2.7 | WLOL-F | 99.5 | Minneapolis, MN | 2.7 |
| KMGW-F | 107.9 | Anoka, MN | .4 | WLTE-F | 102.9 | Minneapolis, MN | 2.4 |
| KQIC-F | 102.5 | Willmar, MN | 1.2 | | | | |

RADIO STATIONS

| | | | | | |
|--------|-------|--------------|------------------------|-------------------------------|-------------|
| KASM | 1150 | 1 KW (Days) | POLKA | \$ 12.60 (---)(Albany) | N. Skalicky |
| KNSI | 1450 | 1 KW/2.5 KW | MOR, ABC-I | \$ 27.00 (Weiss) | C. Johnson |
| WJON | 1240 | 1 KW/250 W | MOR/TALK, ABC-E | \$ 33.40 (---) | A. Hilger |
| WVAL | 800 | 250 W (Days) | OLDIES, NBC, US 1 | \$ 14.40 (Evans)(Sauk Rapids) | H. Hoppe |
| KCLD-F | 104.7 | 100 KW @ 500 | CHR | \$ 36.00 (Weiss) | C. Johnson |
| WHMH-F | 101.7 | 3 KW @ 297 | AOR (??), Source, US 1 | \$ 14.40 (Evans)(Sauk Rapids) | H. Hoppe |
| WWJO-F | 98.1 | 100 KW @ 420 | COUNTRY, ABC-E | \$ 33.40 (---) | A. Hilger |

Other ranked stations - See Minneapolis in Spring '85 American Radio

SAN ANGELO, TX

MSA Rank/Pop: NA/80,400 (12+)
 Average Person Rating: 13.8
 Market TSL: 19.29 hrs.
 Stations: 0/8

Diaries: 239/336/45.69%
 Sample Target: 250
 % Below Line: -0-
 % Not Listed: 9.90%

Retail \$: .68 billion
 HH Income: \$28,713
 FM Share: 69%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|-----------|------------|-----------|------|
| 1. KIXY-F | 40/36.0 | 32.9 | 26.9 | 1. KIXY-F | 46/455 | 1. KIXY-F | 401 |
| 2. KGKL-F | 19/17.1 | 17.1 | 14.3 | 2. KGKL-F | 20/220 | 2. KBIL-F | 199 |
| 3. KQSA | 11/ 9.9 | 6.4 | 10.1 | 3. KQSA | 15/131 | 3. KGKL-F | 197 |
| 4. KBIL-F | 8/ 7.2 | 16.4 | 11.8 | 4. KBIL-F | 14/242 | 4. KTEO | 134 |
| KTEO | 8/ 7.2 | 4.3 | 7.6 | 5. KWLW-F | 13/182 | 5. KQSA | 121 |
| 6. KBIL | 7/ 6.3 | 10.0 | 7.6 | 6. KGKL | 11/184 | 6. KGKL | 107 |
| 7. KGKL | 5/ 4.5 | 5.8 | 6.7 | 7. KTEO | 10/155 | 7. KBIL | 96 |
| 8. KWLW-F | 2/ 1.8 | .7 | 3.4 | 8. KBIL | 7/117 | 8. KWLW-F | 77 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. KIXY-F | 1. KIXY-F | 1. KIXY-F | 1. KIXY-F | 1. KIXY-F |
| 2. KGKL-F | 2. KGKL-F | 2. KGKL-F | 2. KGKL-F | 2. KGKL-F |
| 3. KBIL-F | 3. KTEO | 3. KQSA | 3. KBIL-F | 3. KQSA |
| 4. KQSA | 4. KQSA | KTEO | 4. KGKL | KTEO |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. KIXY-F | 1. KIXY-F | 1. KIXY-F | 1. KQSA |
| 2. KGKL-F | 2. KGKL-F | 2. KGKL-F | 2. KGKL-F |
| 3. KBIL-F | 3. KBIL-F | 3. KBIL-F | 3. KIXY-F |
| 4. KBIL | 4. KBIL | 4. KBIL | 4. KTEO |
| | | KGKL | |

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

| | | | | | | |
|--------|------|------------------|---------------------|----|-------------------|--------------|
| KBIL | 1420 | 1 KW (Days) | ?? | \$ | NA (P. Miller) | |
| KGKL | 960 | 5 KW/1 KW (Da-N) | MOR, ABC-I | \$ | NA (Katz) | D. Sheperd |
| KQSA | 1260 | 1 KW-D | NOST (Al Ham) | \$ | 15.00 (Torbet) | K. French |
| KTEO | 1340 | 1 KW/250 W | COUNTRY | \$ | 11.00 (BFLW) | O.P. Bobbitt |
| KBIL-F | 92.9 | 100 KW @ 729 | MOR | \$ | 29.00 (P. Miller) | S. Everett |
| KGKL-F | 97.5 | 34 KW @ 100 | COUNTRY (TM), ABC-E | \$ | NA (Katz) | D. Sheperd |
| KIXY-F | 94.7 | 100 KW @ 140 | CONTEMP | \$ | 33.00 (Torbet) | K. French |
| KWLW-F | 93.9 | 34 KW @ 415 | AC | \$ | 12.00 (BFLW) | O.P. Bobbitt |

SANTA BARBARA, CA

MSA Rank/Pop: NA/158,500
 Average Person Rating: 15.3
 Market TSL: 20.22 hrs.
 Stations: 21/10

Diaries: 426/372/50.17%
 Sample Target: 360
 % Below Line: 21.76%
 % Not Listed: 11.11%

Retail \$: 2.41 *
 HH Income: \$31,713
 FM Share: 73.14%

* with Santa Maria and Lompoc

| 12+ METRO | 1/4 / SHARE | FA 84 | SPG 84 | FA 83 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|------------|-------------|-------|--------|-------|--------|------------|------------|------------|------|
| 1. KRUZ-F | 32/13.2 | 8.8 | 13.0 | 8.7 | 13.3 | 1. KRUZ-F | 41/563 | 1. KTYD-F | 414 |
| 2. KTYD-F | 28/11.5 | 12.0 | 14.6 | 10.3 | 12.1 | 2. KTYD-F | 28/414 | 2. KMGQ-F | 389 |
| 3. KMGQ-F | 25/10.3 | 9.2 | 10.2 | 12.5 | 9.4 | 3. KMGQ-F | 25/389 | 3. KRUZ-F | 340 |
| 4. KTMS | 22/ 9.1 | 5.3 | 3.9 | 6.5 | 7.8 | 4. KTMS | 23/349 | 4. KTMS | 327 |
| 5. KDB -F+ | 21/ 8.6 | 10.6 | 7.5 | 8.8 | 7.8 | 5. KDB -F+ | 21/317 | 5. KDB -F+ | 306 |
| 6. KCAQ-F | 15/ 6.2 | 6.7 | 6.7 | 5.3 | 3.1 | 6. KOOO-F | 20/377 | 6. KCAQ-F | 271 |
| 7. KOOO-F | 13/ 5.3 | 3.5 | 5.5 | 6.8 | 8.2 | 7. KCAQ-F | 15/271 | 7. KOOO-F | 263 |
| 8. KBLS | 13/ 5.3 | 6.0 | 3.9 | 6.1 | 4.3 | 8. KBLS | 13/103 | 8. KNX | 233 |
| 9. KGFT-F | 8/ 3.3 | 1.4 | 1.6 | --- | 1.6 | 9. KNX | 11/282 | 9. KIST | 217 |
| 10. KIST | 7/ 2.9 | 5.3 | 5.1 | 3.4 | 3.5 | 10. KGFT-F | 8/ 96 | 10. KLOS-F | 117 |
| 11. KNX | 7/ 2.9 | 5.7 | 4.3 | 5.7 | 3.9 | | | | |

12+ AMD

12+ MID

12+ PMD

12+ EVE

SAT MID

1. KTMS
2. KMGQ-F
3. KRUZ-F
4. KTYD-F

1. KRUZ-F
2. KMGQ-F
3. KTYD-F
4. KDB -F+

1. KRUZ-F
2. KTYD-F
3. KDB -F+
4. KMGQ-F

1. KTYD-F
2. KDB -F+
3. KTMS
4. KRUZ-F
5. KCAQ-F

1. KTYD-F
2. KMGQ-F
3. KRUZ-F
4. KTMS
5. KCAQ-F

ADULTS 18-34

ADULTS 18-49

ADULTS 25-54

ADULTS 35+

1. KTYD-F
2. KMGQ-F
3. KOOO-F
4. KCAQ-F

1. KTYD-F
2. KMGQ-F
3. KRUZ
4. KDB -F+

1. KMGQ-F
2. KTYD-F
3. KDB -F+
4. KRUZ-F

1. KRUZ-F
2. KTMS
3. KDB -F+
4. KBLS

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|--------|-------|-----------------|-----|--------|-------|------------------|-----|
| KBBY-F | 95.1 | Ventura, CA | .4 | KMET-F | 94.7 | Los Angeles, CA | .8 |
| KHAY-F | 100.7 | Ventura, CA | .8 | KRTH-F | 101.1 | Los Angeles, CA | 1.2 |
| KKGO-F | 105.1 | Los Angeles, CA | .8 | KTRO | 1520 | Port Hueneme, CA | 2.1 |
| KKHR-F | 93.1 | Los Angeles, CA | .8 | XTRA | 690 | Tijuana, Mexico | 1.2 |
| KLOS-F | 95.5 | Los Angeles, CA | 2.1 | | | | |

RADIO STATIONS

| | | | | | |
|---------|-------|--------------------|-----------------------|--------------------------|--------------|
| KBLS | 990 | 1 KW (Days) | NOST (Al Ham), ABC-I | \$ 18.25 (Torbet) | C. Bratton |
| KIST | 1340 | 1 KW/250 | AC | \$ 20.00 (-----) | S. Emerson |
| KTMS | 1250 | 2.5 KW/1 KW (Da-1) | NEWS/TALK, ABC-T, NBC | \$ 11.50 (Weiss) | M. Morehouse |
| KDB -F+ | 93.7 | 12.5 KW @ 870 | CLASSICAL | \$ NA (HNWH) | B. Scott |
| KGFT-F | 101.7 | 310 W @ 2300 | RELIGION | \$ 10.00 (-----) | E. Atsinger |
| KOOO-F | 97.5 | 16 KW @ 2900 | CHR, Source | \$ 15.00 (Weiss) | M. Morehouse |
| KMGQ-F | 106.3 | 365 W @ 879 | AC (TM) | \$ NA ((Torbet) (Goleta) | S. Shipman |
| KRUZ-F | 103.3 | 105 KW @ 2980 | BFTL | \$ 38.00 (Katz) | C. Schuele |
| KTYD-F | 99.9 | 34 KW @ 2550 | AOR | \$ NA (Mc-Guild) Liggett | E. Hoyt |

Other ranked stations - See Oxnard or Los Angeles in Spring '85 American Radio

SANTA FE, NM

MSA Rank/Pop: 318/102,500
 Average Person Rating: 20.6
 Market TSL: 27.39 hrs.
 Stations: 16/7

Diaries: 247/279/41.44%
 Sample Target: 250
 % Below Line: 64.28%
 % Not Listed: 11.26%

Retail \$: .62 billion
 HH Income: \$30,848
 FM Share: 76.98%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|------------|-------------|-----------|-----------|-----------|------------|------------|------|
| 1. KNMQ-F | 21/14.8 | 16.5 | --- | 1. KNMQ-F | 32/327 | 1. KNMQ-F | 211 |
| 2. KFMG-F | 19/13.4 | 4.3 | 8.0 | 2. KFMG-F | 23/235 | 2. KVSF | 161 |
| 3. KLSK-F | 10/ 7.0 | 3.5 | --- | 3. KDCE | 14/127 | 3. KFMG-F | 141 |
| KTRC | 10/ 7.0 | 4.3 | 2.4 | KLSK-F | 14/122 | 4. KTRC | 123 |
| 5. KNYN-F | 8/ 5.6 | 5.2 | 4.0 | 5. KVSF | 12/198 | 5. KOB -F | 120 |
| KVSF | 8/ 5.6 | 7.0 | 4.8 | KOB | 12/147 | 6. KKJY-F | 99 |
| KKJY-F | 8/ 5.6 | 5.2 | 8.8 | 7. KNYN-F | 11/121 | 7. KNYN-F | 92 |
| 8 KOB -F | 7/ 4.9 | 5.2 | 9.6 | KKJY-F | 11/171 | 8. KLSK-F | 86 |
| KRST-F | 7/ 4.9 | 6.1 | 9.6 | 9. KTRC | 10/124 | 9. KZZX-F | 85 |
| 10. KZZX-F | 6/ 4.2 | 6.1 | 6.4 | KRST | 10/125 | 10. KRST-F | 82 |

| <u>12+ AMD</u> | <u>12+ MID</u> | <u>12+ PMD</u> | <u>12+ EVE</u> | <u>SAT MID</u> |
|----------------|----------------|----------------|----------------|----------------|
| 1. KTRC | 1. KFMG-F | 1. KNMQ-F | 1. KNMQ-F | 1. KFMG-F |
| 2. KNMQ-F | 2. KNMQ-F | 2. KFMG-F | 2. KFMG-F | 2. KNMG-F |
| 3. KVSF | 3. KTRC | 3. KLSK-F | 3. KKJY-F | 3. KTRC |
| 4. KFMG-F | 4. KNYN-F | 4. KTRC | 4. KNYN-F | 4. KNYN-F |
| | KRST-F | | | |

| <u>ADULTS 18-34</u> | <u>ADULTS 18-49</u> | <u>ADULTS 25-54</u> | <u>ADULTS 35+</u> |
|---------------------|---------------------|---------------------|-------------------|
| 1. KNMQ-F | 1. KFMG-F | 1. KNMQ-F | 1. KTRC |
| 2. KFMG-F | KNMQ-F | 2. KLSK-F | 2. KKJY-F |
| 3. KLSK-F | 3. KLSK-F | 3. KNYN-F | 3. KNYN-F |
| KOB -F | 4. KNYN-F | 4. KTRC | 4. KAFE |
| | KOB -F | KRST-F | KLSK-F |
| | | | KVSF |
| | | | KHFM-F |
| | | | KRST |

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|--------|------|--------------|-----|--------|------|-----------------|-----|
| KAFE | 810 | Santa Fe, NM | 2.8 | KHFM-F | 96.3 | Albuquerque, NM | 2.8 |
| KDCE | 970 | Santa Fe, NM | 1.4 | KOB | 770 | Albuquerque, NM | 3.5 |
| KKSS-F | 97.3 | Santa Fe, NM | 2.1 | KRKE-F | 94.1 | Albuquerque, NM | 2.8 |

RADIO STATIONS

| | | | | | |
|--------|-------|-------------------|--------------------|----------------------------|-------------|
| KDCE | 970 | 1 KW (Days) | SPANISH, UPI | \$ 11.75 (Lotus)(Espanola) | F. Garcia |
| KTRC | 1400 | 1 KW/250 W (Da-1) | MOR/SPANISH, ABC-I | \$ 16.00 (Eastman) | B. Hanrahan |
| KVSF | 1260 | 5 KW/ 1 KW (Da-1) | AC, US 2, NBC | \$ 21.20 (Weiss) | A. Sena |
| KLSK-F | 104.1 | 100 KW @ 1970 | CLASS/JAZZ | \$ 21.00 (Roslin) | B. Simms |
| KNYN-F | 95.5 | 100 KW @ 280 | COUNTRY(TM) | \$ 17.60 (Weiss) | A. Sena |

Other ranked stations - See Albuquerque in Spring '85 American Radio

SANTA ROSA, CA

MSA Rank/Pop: 131/343,200 *
 Average Person Rating: 18.1
 Market TSL: 24.15 hrs.
 Stations: 23/7

Diaries: 430/674/46.43%
 Sample Target: 400
 % Below Line: 61.70%
 % Not Listed: 12.95%

Retail \$: 1.81 billion
 HH Income: \$28,781
 FM Share: 42.23%

* with Petaluma

| 12+ METRO | 1/4 / SHARE | FA | SPG | FA | SPG | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----|------|------|------|---------|------------|------------|------|
| 1. KNEW | 64/12.2 | 6.3 | 6.0 | 8.7 | 12.4 | 1. | | 1. KREO-F | 620 |
| 2. KZST-F | 54/10.3 | 9.9 | 5.8 | 4.9 | 6.6 | 2. | | 2. KZST-F | 619 |
| 3. KREO-F | 44/ 8.4 | 6.9 | 12.6 | 8.1 | 10.4 | 3. | | 3. KGO | 574 |
| 4. KGO | 40/ 7.6 | 9.0 | 11.9 | 10.6 | 8.7 | 4. | TSA AND | 4. KNEW | 516 |
| 5. KABL | 34/ 6.5 | 8.0 | 6.6 | 5.7 | 5.4 | 5. | METRO | 5. KSRO | 407 |
| 6. KCBS | 26/ 5.0 | 6.9 | 4.3 | 5.5 | 6.0 | 6. | ARE THE | 6. KCBS | 400 |
| 7. KABL-F | 24/ 4.6 | 1.7 | 4.5 | 2.6 | 5.0 | 7. | SAME | 7. KNBR | 369 |
| 8. KNBR | 23/ 4.4 | 1.9 | 3.3 | 3.7 | 4.6 | 8. | | 8. KABL | 358 |
| 9. KSRO | 22/ 4.2 | 4.4 | 3.3 | 3.7 | 3.3 | 9. | | 9. KFRC | 336 |
| KVRE-F | 22/ 4.2 | 4.4 | 2.3 | 2.8 | 1.9 | 10. | | 10. KABL-F | 292 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. KNEW | 1. KZST-F | 1. KNEW | 1. KREO-F | 1. KNEW |
| 2. KZST-F | 2. KNEW | 2. KZST-F | KGO | 2. KREO-F |
| 3. KGO | 3. KGO | 3. KREO-F | 3. KNEW | 3. KZST-F |
| 4. KREO-F | 4. KABL | 4. KABL | 4. KZST-F | 4. KABL |
| | | KGO | | |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. KZST-F | 1. KZST-F | 1. KNEW | 1. KNEW |
| 2. KREO-F | 2. KNEW | 2. KZST-F | 2. KGO |
| 3. KFRC | 3. KREO-F | 3. KURE-F | 3. KABL |
| KRQR-F | 4. KURE-F | 4. KNBR | 4. KZST-F |

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|---------|-------|-------------------|-----|---------|------|-------------------|-----|
| KPLS | 1150 | Santa Rosa, CA | 2.1 | KKHI-F+ | 95.7 | San Francisco, CA | .4 |
| KQTE | 1460 | Santa Rosa, CA | 3.0 | KQAK-F | 98.9 | San Francisco, CA | 2.1 |
| KTOB | 1490 | Petaluma, CA | .8 | KRQR-F | 97.3 | San Francisco, CA | 3.2 |
| KDFC-F+ | 102.1 | San Francisco, CA | 1.2 | KSAN-F | 94.9 | San Francisco, CA | 1.5 |
| KFRC | 610 | San Francisco, CA | 3.2 | KSFO | 560 | San Francisco, CA | .4 |
| KIOI-F | 101.3 | San Francisco, CA | 1.5 | | | | |

RADIO STATIONS

| | | | | | |
|--------|-------|---------------|------------|-------------------|-------------|
| KSRO | 1350 | 5 KW (Da-N) | MOR, ABC-D | \$ 28.00 (HNWH) | F. McLaurin |
| KVRE-F | 101.7 | 3 KW @ 300 | SOFT AOR | \$ 28.80 (Roslin) | J. Detz |
| KREO-F | 92.9 | 2.3 KW @ 1950 | CHR | \$ 35.00 (Weiss) | G. Moody |
| KZST-F | 100.1 | 3 KW @ 240 | AC | \$ 32.00 (Selcom) | G. Zlot |

Other ranked stations - See San Francisco in Spring '85 American Radio

SIOUX CITY, IA

MSA Rank/Pop: 297/116,600
 Average Person Rating: 17.1
 Market TSL: 22.82 hrs.
 Stations: 9/6

Diaries: 380/251/55.55%
 Sample Target: 290
 % Below Line: 3.33%
 % Not Listed: 7.97%

Retail \$: .67 billion
 HH Income: \$25,421
 FM Share: 61.33%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 |
|-----------|-------------|-----------|-----------|
| 1. KGLI-F | 33/20.2 | 12.4 | 6.3 |
| 2. KSEZ-F | 32/19.6 | 27.3 | 25.3 |
| 3. KZZL-F | 25/15.3 | 12.4 | 16.5 |
| 4. KSCJ | 23/14.1 | 13.7 | 12.0 |
| 5. KMNS | 16/ 9.8 | 14.3 | 12.0 |
| KWSL | 16/ 9.8 | 9.9 | 11.4 |
| 7. KEZO-F | 2/ 1.2 | --- | --- |
| WNAX | 2/ 1.2 | .6 | 2.5 |
| 9. WOW | 1/ .6 | 1.2 | --- |

| 12+ TSA | 1/4 / CUME |
|-----------|------------|
| 1. KGLI-F | 61/539 |
| 2. KSEZ-F | 41/487 |
| 3. KZZL-F | 34/344 |
| 4. KSCJ | 32/360 |
| 5. KMNS | 22/333 |
| 6. KWSL | 19/261 |
| 7. WNAX | 14/227 |
| 8. WOW | 9/174 |
| 9. KEZO-F | 6/ 52 |

| 12+ METRO | CUME |
|-----------|------|
| 1. KSEZ-F | 357 |
| 2. KGLI-F | 313 |
| 3. KSCJ | 262 |
| 4. KZZL-F | 241 |
| 5. KMNS | 195 |
| 6. KWSL | 161 |
| 7. WOW | 80 |
| 8. WNAX | 39 |
| 9. KEZO-F | 31 |

12+ AMD

- KSCJ
- KGLI-F
- KSEZ-F
- KMNS
- KZZL-F

12+ MID

- KGLI-F
- KZZL-F
- KSEZ-F
- KMNS

12+ PMD

- KGLI-F
- KSEZ-F
- KZZL-F
- KWSL

12+ EVE

- KSEZ-F
- KZZL-F
- KGLI-F
- KMNS
- KSCJ

SAT MID

- KSEZ-F
- KGLI-F
- KZZL-F
- KSCJ

ADULTS 18-34

- KGLI-F
- KSEZ-F
- KWSL
- KZZL-F

ADULTS 18-49

- KGLI-F
- KSEZ-F
- KMNS
- KWSL

ADULTS 25-54

- KGLI-F
- KMNS
- KSEZ-F
- KWSL

ADULTS 35+

- KSCJ
- KZZL-F
- KMNS
- KWSL

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

| | | | | | | | |
|--------|------|--------------|--------------------|----|-------|------------|--------------|
| KMNS | 620 | 1 KW (Da-2) | COUNTRY, MBS | \$ | NA | (Mc-Guild) | J. Shields |
| KSCJ | 1360 | 5 KW (Da-N) | MOR/TALK, ABC-I | \$ | NA | (Masla) | L. Magnuson |
| KWSL | 1470 | 5 KW (Da-2) | COUNTRY (TM), US 2 | \$ | NA | (Torbet) | C. Kjeldseth |
| KGLI-F | 95.5 | 100 KW @ 898 | AC, US 1 | \$ | NA | (Torbet) | T. Mann |
| KSEZ-F | 97.9 | 62 KW @ 260 | CHR (TM), ABC-F | \$ | NA | (Mc-Guild) | J. Shields |
| KZZL-F | 99.5 | 100 KW @ 794 | BTFL | \$ | 20.00 | (Weiss) | P. Olson |

WOW, KEZO - See Omaha in Spring '85 American Radio
 WNAX - See Sioux Falls in Spring '85 American Radio

SPRINGFIELD, IL

MSA Rank/Pop: 206/193,700
 Average Person Rating: 17.6
 Market TSL: 23.13 hrs.
 Stations: 16/7

Diaries: 520/312/57.45%
 Sample Target: 370
 % Below Line: 12.45%
 % Not Listed: 9.82%

Retail \$: 1.1 billion
 HH Income: \$27,865
 FM Share: 63.03%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|-----------|------------|------------|------|
| 1. WDBR-F | 57/20.0 | 20.9 | 9.9 | 1. WDBR-F | 76/822 | 1. WDBR-F | 585 |
| 2. WTAX | 41/14.4 | 10.8 | 13.5 | 2. WFMB-F | 62/666 | 2. WTAX | 427 |
| 3. WFMB-F | 38/13.3 | 11.1 | 18.8 | 3. WTAX | 46/490 | 3. WNNS-F | 399 |
| 4. WNNS-F | 30/10.5 | 13.1 | 10.5 | 4. WNNS-F | 43/612 | 4. WFMB-F | 343 |
| 5. WMAY | 21/ 7.4 | 10.8 | 8.9 | 5. KMOX | 35/445 | 5. WMAY | 305 |
| WVEM-F | 21/ 7.4 | 9.1 | 11.2 | 6. WMAY | 29/433 | 6. WCVS | 275 |
| 7. WCVS | 17/ 6.0 | 6.7 | 8.6 | 7. WVEM-F | 28/289 | 7. WVEM-F | 203 |
| 8. KMOX | 8/ 2.8 | 2.0 | 3.3 | 8. KSHE-F | 21/184 | 8. KMOX | 152 |
| 9. KSHE-F | 5/ 1.8 | --- | --- | 9. WCVS | 18/290 | 9. WLS | 131 |
| WLS | 5/ 1.8 | 2.0 | 3.3 | 10. WLS | 11/324 | 10. WSMI-F | 84 |
| | | | | WSMI-F | 11/238 | | |

| <u>12+ AMD</u> | <u>12+ MID</u> | <u>12+ PMD</u> | <u>12+ EVE</u> | <u>SAT MID</u> |
|----------------|----------------|----------------|----------------|----------------|
| 1. WTAX | 1. WDBR-F | 1. WDBR-F | 1. WDBR-F | 1. WFMB-F |
| 2. WDBR-F | 2. WFMB-F | 2. WFMB-F | 2. WTAX | 2. WTAX |
| 3. WFMB-F | 3. WTAX | WTAX | 3. WNNS-F | 3. WVEM-F |
| 4. WMAY | 4. WNNS-F | 4. WNNS-F | 4. WFMB-F | 4. WNNS-F |

| <u>ADULTS 18-34</u> | <u>ADULTS 18-49</u> | <u>ADULTS 25-54</u> | <u>ADULTS 35+</u> |
|---------------------|---------------------|---------------------|-------------------|
| 1. WDBR-F | 1. WDBR-F | 1. WDBR-F | 1. WTAX |
| 2. WNNS-F | 2. WNNS-F | 2. WFMB-F | 2. WFMB-F |
| 3. WCVS | 3. WFMB-F | WNNS-F | 3. WVEM |
| WFMB-F | 4. WCVS | 4. WCVS | 4. WMAY |

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|--------|-------|---------------|-----|--------|-------|----------------|-----|
| KMJM-F | 107.7 | St. Louis, MO | 1.1 | WKZW-F | 93.3 | Peoria, IL | .4 |
| WDZQ-F | 95.1 | Decatur, IL | 1.1 | WSMI-F | 106.1 | Litchfield, IL | 1.1 |
| WGN | 720 | Chicago, IL | 1.1 | WSOY-F | 102.9 | Decatur, IL | .4 |

RADIO STATIONS

| | | | | | | |
|--------|-------|-------------------|-----------------------------|----------|------------------------|-------------|
| WCVS | 1450 | 1 KW/250 W | AC (Drake-Chen), ABC-D | \$ | NA (Mc-Guild) | G. Neuhoff |
| WMAY | 970 | 1 KW/500 W (Da-2) | COUNTRY, NBC | \$ | NA (HNWH) | T. Kushak |
| WTAX | 1240 | 1 KW/250 W | MOR, CBS, MBS | \$ | NA (Eastman) | S. Harbison |
| WDBR-F | 103.7 | 50 KW @ 320 | CHR | \$ | NA (Eastman) | S. Joeckal |
| WFMB-F | 104.5 | 43 KW @ 430 | COUNTRY (Drake-Chen), ABC-I | \$ | NA (Mc-Guild) | G. Neuhoff |
| WNNS-F | 98.7 | 50 KW @ 500 | AC (Radio Arts), US 1 | \$ | NA (HNWH) | T. Kushak |
| WVEM-F | 101.9 | 50 KW @ 300 | BTFL, ABC-E | \$ 18.00 | (Lotus) | D. Menghini |
| WSMI-F | 106.1 | 50 KW @ 500 | COUNTRY/AOR, MBS | \$ | NA (Weiss)(Litchfield) | H. Talley |

Other ranked stations - See St. Louis or Chicago in Spring '85 American Radio

STAMFORD-NORWALK, CT

MSA Rank/Pop: 204/196,100
 Average Person Rating: 18.7
 Market TSL: 24.14 hrs
 Stations: 36/7

Diaries: 369/760/37.57%
 Sample Target: 400
 % Below Line: 74.11%
 % Not Listed: 8.76%

Retail \$: 2.96 billion
 HH Income: \$56,755
 FM Share: 59.70%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|---------|------------|-----------|------|
| 1. WSTC | 39/7.4 | 6.2 | 9.6 | 1. | | 1. WCBS | 646 |
| 2. WEZN-F | 36/6.9 | 7.8 | 8.1 | 2. | | 2. WEZN-F | 581 |
| 3. WCBS | 34/6.5 | 5.4 | 6.4 | 3. | | 3. WPLJ-F | 511 |
| 4. WNBC | 29/5.5 | 5.6 | 7.5 | 4. | TSA AND | 4. WNBC | 393 |
| 5. WPLJ-F | 28/5.3 | 4.2 | 5.2 | 5. | METRO | 5. WHTZ-F | 374 |
| 6. WEBE-F | 23/4.4 | 2.4 | 1.2 | 6. | ARE THE | WSTC | 374 |
| 7. WLYQ-F | 21/4.0 | 3.4 | 3.3 | 7. | SAME | 7. WLYQ-F | 343 |
| 8. WNLK | 20/3.8 | 3.6 | 2.3 | 8. | | 8. WEBE-F | 335 |
| WNEW-F | 20/3.8 | 2.4 | 1.7 | 9. | | 9. WAPP-F | 310 |
| WRKS-F | 20/3.8 | 3.2 | 3.1 | 10. | | 10. WNLK | 302 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|---------|-----------|-----------|-----------|-----------|
| 1. WSTC | 1. WSTC | 1. WNBC | 1. WPLJ-F | 1. WSTC |
| 2. WCBS | 2. WEZN-F | 2. WEZN-F | 2. WEZN-F | 2. WEBE-F |
| 3. WNLK | 3. WEBE-F | 3. WSTC | 3. WLIR-F | 3. WPLJ-F |
| 4. WNBC | 4. WNEW-F | 4. WEBE-F | WRKS-F | 4. WHN |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. WNBC | 1. WNBC | 1. WEZN-F | 1. WSTC |
| 2. WPLJ-F | 2. WPLJ-F | 2. WNBC | 2. WEZN-F |
| 3. WLYQ-F | 3. WEBE-F | 3. WEBE-F | 3. WCBS |
| WHTZ-F | 4. WNEW-F | WCBS | 4. WNLK |
| WNEW-F | | | |

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|---------|-------|------------------|-----|---------|-------|-----------------|-----|
| WGCH | 1490 | Greenwich, CT | 1.9 | WKTU-F | 92.3 | New York, NY | 1.3 |
| WMMM | 1260 | Westport, CT | 1.1 | WLIR-F | 92.7 | Garden City, NY | 2.7 |
| WYRS-F | 96.7 | Stamford, CT | 1.0 | WLTW-F | 106.7 | New York, NY | 2.5 |
| WABC | 770 | New York, NY | 2.5 | WNCN-F | 104.3 | New York, NY | 1.7 |
| WALK-F+ | 97.5 | Patchogue, NY | .6 | WNEW | 1130 | New York, NY | 1.3 |
| WAPP-F | 103.5 | Lake Success, NY | 2.3 | WOR | 710 | New York, NY | 2.1 |
| WBAB-F | 102.3 | Babylon, NY | 1.1 | WPAT-F | 93.1 | Paterson, NJ | .4 |
| WBLS-F | 107.5 | New York, NY | 1.7 | WPIX-F | 101.9 | New York, NY | 1.3 |
| WCBS-F | 101.1 | New York, NY | 2.1 | WQXR-F+ | 96.3 | New York, NY | .4 |
| WHN | 1050 | New York, NY | 3.6 | WRFM-F | 105.1 | New York, NY | 2.7 |
| WHTZ-F | 100.3 | Newark, NJ | 3.4 | WRKI-F | 95.1 | Brookfield, CT | .6 |
| WINS | 1010 | New York, NY | .6 | WYNY-F | 97.1 | New York, NY | .6 |

RADIO STATIONS

| | | | | | |
|--------|-------|-------------------|---------------------|---------------------------|------------|
| WNLK | 1350 | 1 KW/500 W (Da-N) | AC, ABC-E | \$ NA (Roslin) (Norwalk) | M. Hanson |
| WSTC | 1400 | 1 KW/250 W | NOST(Al Ham), ABC-I | \$ NA (Roslin) | A. Donahue |
| WEBE-F | 107.9 | 50 KW @ 245 | AC | \$ NA (Roslin) (Westport) | V. Cremona |
| WLYQ-F | 95.9 | 3 KW 2 300 | CHR, ABC-F | \$ NA (Roslin) (Norwalk) | M. Hanson |

Other ranked stations - See New York or Bridgeport in Spring '85 American Radio

STAUNTON-WAYNESBORO, VA

MSA Rank/Pop: NA/78,000 (12+)
 Average Person Rating: 16.7
 Market TSL: 21.89 hrs.
 Stations: 14/8

Diaries: 269/290/60.72%
 Sample Target: 250
 % Below Line: 15.74%
 % Not Listed: 16.92%

Retail \$: .20 billion
 HH Income: \$26,197
 FM Share: 42.59%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|-----------|------------|-----------|------|
| 1. WSGM-F | 29/22.3 | 19.2 | 20.8 | 1. WSGM-F | 29/281 | 1. WSGM-F | 281 |
| 2. WKDW | 28/21.5 | 34.6 | 27.7 | 2. WKDW | 28/250 | 2. WKDW | 242 |
| 3. WTON | 14/10.8 | 11.5 | 13.1 | 3. WTON | 14/231 | 3. WTON | 231 |
| 4. WANV | 7/ 5.4 | 2.3 | --- | 4. WANV | 7/120 | 4. WANV | 112 |
| 5. WSV | 6/ 4.6 | 1.5 | 3.8 | 5. WSV | 6/105 | 5. WAYB | 96 |
| 6. WANV-F | 5/ 3.8 | --- | --- | 6. WANV-F | 5/ 67 | 6. WSV | 86 |
| 7. WQPO-F | 4/ 3.1 | .8 | .8 | 7. WWWV-F | 4/ 82 | 7. WQPO-F | 83 |
| WWWV-F | 4/ 3.1 | 4.6 | .8 | WQPO-F | 4/ 83 | 8. WWWV-F | 82 |
| 9. WNLR | 3/ 2.3 | 3.1 | 3.8 | 9. WNLR | 3/ 53 | 9. WANV-F | 67 |
| WTVR-F | 3/ 2.3 | 1.5 | 3.1 | WTVR-F | 3/ 40 | 10. WNLR | 53 |

| <u>12+ AMD</u> | <u>12+ MID</u> | <u>12+ PMD</u> | <u>12+ EVE</u> | <u>SAT MID</u> |
|----------------|----------------|----------------|----------------|----------------|
| 1. WSGM-F | 1. WSGM-F | 1. WSGM-F | 1. WSGM-F | 1. WSGM-F |
| 2. WKDW | 2. WKDW | 2. WKDW | 2. WTON | 2. WKDW |
| 3. WTON | 3. WTON | 3. WTON | WTVR-F | 3. WANV-F |
| 4. WSV | 4. WANV | 4. WWWV-F | WWWV-F | 4. WAYB |

| <u>ADULTS 18-34</u> | <u>ADULTS 18-49</u> | <u>ADULTS 25-54</u> | <u>ADULTS 35+</u> |
|---------------------|---------------------|---------------------|-------------------|
| 1. WSGM-F | 1. WKDW | 1. WKDW | 1. WKDW |
| 2. WKDW | WSGM-F | 2. WSGM-F | 2. WTON |
| 3. WWWV-F | 3. WANV | 3. WANV | 3. WSGM-F |
| 4. WQPO-F | 4. WQPO-F | 4. WTON | 4. WSV |
| | WTON | | |
| | WWWV-F | | |

OTHER RATED STATIONS/METRO SHARE

| | | | | | |
|-----------|-----------------|-----|--------------|------------------|----|
| WAYB 1490 | WAYNESBORO, VA | .8 | WEZS-F 103.7 | RICHMOND, VA | .8 |
| WBTX 1470 | TIMBERVILLE, VA | 1.5 | WHBG 1360 | HARRISONBURG, VA | .8 |

RADIO STATIONS

| | | | | | |
|--------------|------------------|-------------------|-----------------|----------------|-------------|
| WSVA 550 | 5 KW/1 KW (Da-N) | MOR | \$ 16.00 (---) | (Harrisonburg) | A. Mullenax |
| WANV 970 | 5 KW/1 KW (Da-2) | CONTEMP, US1, US2 | \$ 11.35 (BFLW) | (Waynesboro) | G. Ratcliff |
| WKDW 900 | 1 KW (Days) | COUNTRY, APR | \$ 10.55 (---) | | B. Miller |
| WNLR 1150 | 1 KW (Days) | RELIGION, APR | \$ 7.72 (---) | (Churchville) | A. Carter |
| WTON 1240 | 1 KW (Days) | VARIETY, ABC-E | \$ 8.00 (Dora) | | C. Neer |
| WANV-F 99.7 | 50 KW @ ??? | BTFL/EZ(TM), US2 | \$ 11.35 (---) | | G. Ratcliff |
| WQPO-F 100.7 | 50 KW @ 50D | AC | \$ 14.50 (---) | (Harrisonburg) | B. Rall |
| WSGM-F 93.5 | 2.35 KW @ 350 | CHR, APR | \$ 8.60 (---) | | N. Brooks |

WWWV - See Charlottesville
 WTVR - See Richmond in Spring '85 American Radio

TEXARKANA, TX

MSA Rank/Pop: 290/119,300
 Average Person Rating: 13.4
 Market TSL: 19.38 hrs.
 Stations: 13/7

Diaries: 342/284/49.85%
 Sample Target: 280
 % Below Line: 54.70%
 % Not Listed: 10.0%

Retail \$: .69 billion
 HH Income: \$22,964
 FM Share: 80.34%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|------------|-------------|-----------|-----------|------------|------------|-----------|------|
| 1. KMBQ-F | 17/13.1 | 1.7 | --- | 1. KMLA | 21/249 | 1. KOSY-F | 242 |
| KXAR-F | 17/13.1 | --- | --- | 2. KMBQ-F | 18/215 | 2. KMBQ-F | 189 |
| 3. KOSY-F | 13/10.0 | 13.8 | 18.9 | 3. KOSY-F | 17/296 | 3. KTWN-F | 160 |
| 4. KTWN-F | 12/ 9.2 | 26.4 | 20.0 | KXAR-F | 17/174 | KXAR-F | 160 |
| KRMD-F | 12/ 9.2 | 2.3 | 1.7 | 5. KTWN-F | 14/209 | 5. KCMC | 159 |
| 6. KADO | 10/ 7.7 | 9.2 | 10.6 | 6. KRMD-F | 12/147 | 6. KADO | 151 |
| 7. KCMC | 9/ 6.9 | 19.0 | 16.7 | 7. KADO | 10/160 | 7. KRMD-F | 125 |
| KTAL-F | 9/ 6.9 | 1.7 | 3.3 | KCMC | 10/170 | 8. KTAL-F | 94 |
| 9. KPYN-F | 8/ 6.2 | 1.1 | 6.1 | KTAL-F | 10/122 | 9. KMLA-F | 90 |
| 10. KMLA-F | 5/ 3.8 | 3.4 | 5.6 | 10. KPYN-F | 8/ 69 | 10. KTFS | 87 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. KMBQ-F | 1. KXAR-F | 1. KXAR-F | 1. KMBQ-F | 1. KXAR-F |
| 2. KCMC | 2. KOSY-F | 2. KMBQ-F | 2. KOSY-F | 2. KMBQ-F |
| 3. KXAR-F | 3. KMBQ-F | 3. KOSY-F | KPYN-F | 3. KTWN-F |
| 4. KTWN-F | KRMD-F | 4. KTAL-F | 4. KTAL-F | 4. KRMD-F |
| | | | KXAR-F | |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. KXAR-F | 1. KXAR-F | 1. KRMD-F | 1. KTWN-F |
| 2. KMBQ-F | 2. KOSY-F | 2. KOSY-F | 2. KCMC |
| KTAL-F | KMBQ-F | 3. KADO | KPYN-F |
| 4. KOSY-F | 4. KADO | KTWN-F | KRMD-F |
| | KRMD-F | KXAR-F | |
| | KTAL | | |

OTHER RATED STATIONS/METRO SHARE

KOSY 500 TEXARKANA, AR .8 KTUX-F 98.9 CARTHAGE, TX .8
 KTFS 1400 TEXARKANA, AR 2.3

RADIO STATIONS

| | | | | | |
|--------|-------|---------------|----------------------|---------------------------|-----------------|
| KADO | 940 | 2.5 KW (Days) | BLACK, ABC-C | \$ 15.00 (Lazar) | J. Bell |
| KCMC | 740 | 1 KW (Da-1) | COUNTRY, MBS | \$ 14.00 (Masla) | D. Davis |
| KTFS | 1400 | 1 KW/250 W | CHR, ABC-I | \$ 12.95 (-----) | D. Hall |
| KMLA-F | 103.9 | 3 KW @ 210 | COUNTRY | \$ 5.15 (-----)(Cashdown) | S. Pearce |
| KOSY-F | 102.5 | 94 KW @ 235 | AC | \$ 12.50 (Savalli) | J. Smith |
| KTWN-F | 107.1 | 3 KW @ 160 | COUNTRY, ABC-E | \$ 14.00 (Roberts) | J. Bell |
| KPYN-F | 99.3 | 6 KW @ 250 | BTFL | \$ 5.60 (Riley)(Atlanta) | D. Womack |
| KXAR-F | 101.7 | 3 KW @ 295 | URBAN CONTEMP., US 2 | \$ 5.50 (-----)(Hope) | J. Westmoreland |

KRMD, KMBQ - See Shreveport in Spring '85 American Radio

TRI-CITIES, WA
(RICHLAND-KENNEWICK-PASCO)

MSA Rank/Pop: 237/56,490
Average Person Rating: 15.3
Market TSL: 19.75 hrs.
Stations: 0/10

Diaries: 358/362/55.33%
Sample Target: 330
% Below Line: -0-
% Not Listed: 16.66%

Retail \$: 1.93 billion
HH Income: \$30,945
FM Share: 68.48%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|------------|-------------|--------|--------|------------|------------|------------|------|
| 1. KIOK-F | 46/23.2 | 27.1 | 27.1 | 1. KIOK-F | 82/895 | 1. KIOK-F | 476 |
| 2. KZZK-F | 28/14.1 | 4.4 | 6.9 | 2. KONA | 43/615 | 2. KONA | 369 |
| 3. KONA | 22/11.1 | 13.3 | 15.3 | 3. KZZK-F | 42/586 | 3. KZZK-F | 306 |
| 4. KONA-F | 19/ 9.6 | 13.8 | 8.9 | 4. KONA-F | 36/530 | 4. KONA-F | 293 |
| 5. KALE | 15/ 7.6 | 4.9 | 6.4 | 5. KORD | 24/296 | 5. KALE | 244 |
| 6. KACA-F | 8/ 4.0 | --- | --- | 6. KALE | 16/300 | 6. KUJ -F | 169 |
| KORD | 8/ 4.0 | 5.4 | 3.0 | 7. KUJ -F | 15/364 | 7. KORD | 118 |
| KUJ -F | 8/ 4.0 | 3.0 | 2.0 | 8. KOTY | 9/143 | 8. KOTY | 113 |
| 9. KOTY | 7/ 3.5 | 7.4 | 4.4 | 9. KACA-F | 8/ 67 | 9. KHWK-F | 103 |
| 10. KHWK-F | 4/ 2.0 | 3.4 | 8.4 | 10. KHWK-F | 5/154 | 10. KACA-F | 67 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. KIOK-F | 1. KIOK-F | 1. KIOK-F | 1. KIOK-F | 1. KIOK-F |
| 2. KONA | 2. KZZK-F | 2. KZZK-F | 2. KZZK-F | 2. KZZK-F |
| 3. KZZK-F | 3. KONA | 3. KONA | 3. KONA-F | 3. KONA |
| 4. KONA-F | 4. KONA-F | 4. KONA-F | 4. KALE | 4. KONA-F |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. KIOK-F | 1. KIOK-F | 1. KIOK-F | 1. KONA |
| 2. KZZK-F | 2. KZZK-F | 2. KZZK-F | 2. KONA-F |
| 3. KALE | 3. KALE | 3. KONA-F | 3. KACA-F |
| 4. KUJ -F | 4. KONA-F | 4. KALE | 4. KOTY |

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

| | | | | | | |
|--------|-------|------------------|-------------------------|--------------------|---------------|-------------|
| KALE | 960 | 5 KW/1 KW (Da-N) | AC, NBC | \$ 14.00 (HNWH) | Sterling | O. Knudson |
| KONA | 610 | 5 KW (Da-2) | MOR (Kala Music), ABC-I | \$ 14.25 (Torbet) | | D. Mitchell |
| KORD | 870 | 10 KW/250 W | COUNTRY, ABC-D | \$ 10.00 (S/R) | | G. Hamblin |
| KOTY | 1340 | 1 KW/250 W | COUNTRY, ABC-E | \$ 18.00 (Eastman) | Ives | G. McCollum |
| KHWK-F | 106.3 | 25 KW @ 160 | COUNTRY (TM) | \$ 18.00 (Eastman) | Ives | G. McCollum |
| KIOK-F | 94.9 | 100 KW @ 1250 | CHR | \$ 25.00 (HNWH) | Sterling | O. Knudson |
| KONA-F | 105.3 | 100 KW @ 1180 | BTFL/EZ (TM), CBS | \$ 14.25 (Torbet) | | D. Mitchell |
| KZZK-F | 102.7 | 100 KW @ 1100 | AC, ABC-C | \$ 10.00 (S/R) | | M. Ripley |
| KUJ -F | 95.7 | 100 KW @ ??? | AC | \$ 13.00 (Selcom) | (Walla Walla) | K. Albridge |

TRENTON, NJ

MSA Rank/Pop: 142/312,700
 Average Person Rating: 18.2
 Market TSL: 23.82 hrs.
 Stations: 27/7

Diaries: 442/600/41.54%
 Sample Target: 400
 % Below Line: 68.67%
 % Not Listed: 14.07%

Retail \$: 1.87 billion
 HH Income: \$34,500
 FM Share: 64.09%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|------------|------------|------------|------|
| 1. WMMR-F | 45/9.3 | 6.1 | 3.4 | 1. WOR | 48/324 | 1. WPST-F | 645 |
| 2. WUSL-F | 34/7.0 | 5.2 | 5.8 | 2. WMMR-F | 45/586 | 2. WMMR-F | 510 |
| 3. WPST-F | 32/6/6 | 6.1 | 4.3 | 3. WPST-F | 36/770 | 3. WHWH | 364 |
| 4. WBUD | 30/6.2 | 3.7 | 5.2 | 4. WUSL-F | 34/361 | 4. WBUD | 357 |
| 5. WCAU | 28/5.8 | 3.9 | 4.0 | 5. WBUD | 30/357 | 5. WKXW-F | 347 |
| 6. WHWH | 27/5.6 | 5.9 | 6.5 | 6. WCAU | 28/246 | 6. WDAS-F | 336 |
| 7. WDAS-F | 22/4.6 | 4.6 | 4.0 | 7. WHWH | 27/364 | WUSL-F | 336 |
| WSNI-F | 22/4.6 | 2.4 | 1.6 | 8. WSNI-F | 25/395 | 8. WCAU-F | 334 |
| 9. WKXW-F | 17/3.5 | 5.0 | 6.7 | 9. WDAS-F | 22/336 | WSNI-F | 334 |
| WMGK-F | 17/3.5 | 1.7 | 2.9 | 10. WYSP-F | 20/397 | 10. WYSP-F | 285 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. WHWH | 1. WMMR-F | 1. WMMR-F | 1. WUSL-F | 1. WMMR-F |
| 2. WBUD | 2. WBUD | 2. WCAU | 2. WDAS-F | 2. WUSL-F |
| 3. WPST-F | 3. WUSL-F | WPST-F | 3. WMMR-F | 3. WPST-F |
| 4. WMMR-F | 4. WCAU | 4. WUSL-F | 4. WCAU | 4. WBUD |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. WMMR-F | 1. WMMR-F | 1. WMMR-F | 1. WBUD |
| 2. WUSL-F | 2. WUSL-F | 2. WSNI-F | 2. WCAU |
| 3. WPST-F | 3. WPST-F | 3. WUSL-F | 3. WHWH |
| 4. WDAS-F | 4. WSNI-F | 4. WDAS-F | 4. WOR |

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|--------|-------|------------------|-----|--------|-------|------------------|-----|
| WIMG | 1300 | Trenton, NJ | 2.1 | WIP | 610 | Philadelphia, PA | .4 |
| WPRB-F | 103.3 | Princeton, NJ | .8 | WNBC | 660 | New York, NY | 2.1 |
| WTTM | 920 | Trenton, NJ | 2.1 | WNEW | 1130 | New York, NY | .8 |
| WBLS-F | 107.5 | New York, NY | 2.3 | WOR | 710 | New York, NY | 3.5 |
| WCAU-F | 98.1 | Philadelphia, PA | 2.7 | WPEN | 950 | Philadelphia, PA | .8 |
| WCBS | 880 | New York, NY | 1.4 | WWDB-F | 96.5 | Philadelphia, PA | 1.4 |
| WEAZ-F | 101.1 | Philadelphia, PA | 2.9 | WYSP-F | 94.1 | Philadelphia, PA | 2.1 |
| WFLN-F | 95.7 | Philadelphia, PA | 1.0 | WZGO-F | 106.1 | Philadelphia, PA | 2.3 |
| WIOQ-F | 102.1 | Philadelphia, PA | .4 | | | | |

RADIO STATIONS

| | | | | | |
|--------|-------|------------------|------------|---------------------------|-----------|
| WBUD | 1260 | 5 KW/1 KW (Da-1) | MOR | \$ 16.00 (Weiss) | T. Watts |
| WHWH | 1350 | 5 KW (Da-2) | MOR, ABC-E | \$ (Masla) (Princeton) | J. Morris |
| WKXW-F | 101.5 | 50 KW @ 850 | AC | \$ 43.50 (Weiss) | T. Watts |
| WPST-F | 97.5 | 50 KW @ 410 | CHR | \$ NA (Masla) (Princeton) | J. Morris |

Other ranked stations - See Philadelphia and New York in Spring '85 American Radio

TUSCALOOSA, AL

MSA Rank/Pop: 251/142,700
 Average Person Rating: 17.0
 Market TSL: 22.24 hrs.
 Stations: 15/8

Diaries: 371/320/50.0%
 Sample Target: 310
 % Below Line: 25.40%
 % Not Listed: 8.41%

Retail \$: .67 billion
 HH Income: \$22,191
 FM Share: 60.89%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|------------|-------------|--------|--------|-----------|------------|-----------|------|
| 1. WFFX-F | 31/15.3 | 11.8 | 12.1 | 1. WTUG-F | 39/388 | 1. WFFX-F | 421 |
| WTUG-F | 31/15.3 | 15.4 | 17.1 | 2. WTSK | 32/226 | 2. WTUG-F | 270 |
| 3. WTSK | 29/14.4 | 10.3 | 15.6 | 3. WFFX-F | 31/449 | 3. WZZK-F | 206 |
| 4. WACT-F | 15/ 7.4 | 10.3 | 11.1 | 4. WAPI-F | 21/226 | 4. WACT-F | 205 |
| WAPI-F | 15/ 7.4 | 8.2 | 4.5 | WZZK-F | 21/258 | 5. WTSK | 204 |
| 6. WACT | 9/ 4.5 | 6.2 | 2.5 | 6. WACT-F | 16/216 | 6. WAPI-F | 182 |
| 7. WJRD | 8/ 4.0 | 5.1 | 11.6 | 7. WACT | 9/141 | 7. WJRD | 164 |
| WRLX | 8/ 4.0 | 1.0 | .5 | WJRD | 9/181 | 8. WKXX-F | 151 |
| 9. WNPT | 7/ 3.5 | 4.1 | 2.0 | 9. WRLX | 8/144 | 9. WRLX | 144 |
| 10. WKXX-F | 6/ 3.0 | 6.2 | 1.5 | 10. WNPT | 7/147 | 10. WNPT | 143 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|------------|-----------|-----------|-----------|-----------|
| 1. WACT-F+ | 1. WFFX-F | 1. WFFX-F | 1. WTUG-F | 1. WTSK |
| 2. WFFX-F | 2. WZZK-F | WTUG-F | 2. WFFX-F | 2. WFFX-F |
| 3. WTSK | 3. WTUG-F | 3. WAPI-F | 3. WACT-F | 3. WTUG-F |
| WTUG-F | 4. WRLX | 4. WJRD | WAPI-F | 4. WZZK-F |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. WFFX-F | 1. WFFX-F | 1. WFFX-F | 1. WTSK |
| 2. WTUG-F | 2. WTUG-F | 2. WTUG-F | 2. WACT-F |
| 3. WAPI-F | 3. WZZK-F | WZZK-F | 3. WZZK-F |
| 4. WTSK | 4. WTSK | 4. WTSK | 4. WACT |

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|--------|-------|----------------|-----|--------|-------|----------------|-----|
| WENN-F | 107.7 | BIRMINGHAM, AL | 2.5 | WVOK | 690 | BIRMINGHAM, AL | .5 |
| WHKW-F | 98.1 | FAYETT, AL | 1.0 | WZZK-F | 104.7 | BIRMINGHAM, AL | 8.4 |
| WMJJ-F | 96.5 | BIRMINGHAM, AL | .5 | | | | |

RADIO STATIONS

| | | | | | |
|--------|-------|-------------------|--------------------|-------------------|-----------|
| WACT | 1420 | 5 KW (Days) | COUNTRY, APR | \$ 9.50 (Weiss) | C. Price |
| WJRD | 1150 | 5 KW/1 KW (Da-N) | COUNTRY, CBS | \$ 10.00 (Torbet) | J. Smith |
| WNPT | 1280 | 5 KW/500 W (Da-N) | AC, NBC | \$ 9.50 (-----) | E. Harris |
| WRLX | 1230 | 1 KW/1 KW | BTFL/EZ(TM), ABC-E | \$ NA (-----) | G. O'Rear |
| WTSK | 790 | 2.5 KW (Days) | RELIGION | \$ 15.00 (-----) | J. Shaw |
| WACT-F | 105.5 | 1.5 KW 2 400 | COUNTRY, APR | \$ 9.50 (Weiss) | C. Price |
| WFFX-F | 95.7 | 100 KW @ 500 | AC, ABC-E | \$ NA (BFLW) | G. O'Rear |
| WTUG-F | 92.7 | 3 KW @ 300 | BLACK, SBN | \$ 21.00 (Weiss) | J. Shaw |

Other ranked stations - See Birmingham in Spring '85 American Radio

TYLER, TX

MSA Rank/Pop: 246/147,000
 Average Person Rating: 18.4
 Market TSL: 24.27 hrs.
 Stations: 12/8

Diaries: 291/423/44.49%
 Sample Target: 310
 % Below Line: 12.80%
 % Not Listed: 10.17%

Retail \$: .92 billion
 HH Income: \$28,688
 FM Share: 66.99%

| <u>12+ METRO</u> | <u>1/4 / SHARE</u> | <u>SPG</u> 84 | <u>12+ TSA</u> | <u>1/4 / CUME</u> | <u>12+ METRO</u> | <u>CUME</u> |
|------------------|--------------------|------------------|----------------|-------------------|------------------|-------------|
| 1. KZEY | 33/14.6 | 15.8 | 1. KNUE-F | 82/787 | 1. KEYP-F | 335 |
| 2. KEYP-F | 30/13.3 | 3.3 | 2. KYKX-F | 80/655 | 2. KTYL-F | 330 |
| 3. KTYL-F | 26/11.5 | 15.2 | 3. KOOI-F | 56/427 | 3. KTBB | 312 |
| 4. KNUE-F | 25/11.1 | 16.8 | 4. KTYL-F | 49/667 | 4. KNUE-F | 266 |
| 5. KTBB | 22/ 9.7 | 10.3 | 5. KZEY | 47/354 | 5. KZEY | 242 |
| 6. KOOI-F | 21/ 9.3 | 4.9 | 6. KEYP-F | 41/428 | 6. KROZ-F | 209 |
| 7. KROZ-F | 16/ 7.1 | 6.0 | 7. KTBB | 26/346 | 7. KOOI-F | 182 |
| 8. KKDA-F | 11/ 4.9 | 6.0 | 8. WBAP | 25/289 | 8. KKDA-F | 110 |
| 9. KYKX-F | 7/ 3.1 | 4.9 | 9. KRLD | 22/213 | 9. KYKX-F | 80 |
| 10. KRLD | 6/ 2.7 | 1.6 | 10. KROZ-F | 18/229 | 10. WBAP | 49 |

| <u>12+ AMD</u> | <u>12+ MID</u> | <u>12+ PMD</u> | <u>12+ EVE</u> | <u>SAT MID</u> |
|----------------|----------------|----------------|----------------|----------------|
| 1. KTBB | 1. KNUE-F | 1. KZEY | 1. KEYP-F | 1. KEYP-F |
| 2. KNUE-F | 2. KZEY | 2. KTYL-F | 2. KROZ-F | 2. KTBB |
| KEYP-F | 3. KOOI-F | 3. KEYP-F | 3. KKDA-F | 3. KZEY |
| 4. KTYL-F | KTYL-F | 4. KNUE-F | 4. KNUE-F | 4. KNUE-F |

| <u>ADULTS 18-34</u> | <u>ADULTS 18-49</u> | <u>ADULTS 25-54</u> | <u>ADULTS 35+</u> |
|---------------------|---------------------|---------------------|-------------------|
| 1. KTYL-F | 1. KTYL-F | 1. KZEY | 1. KTBB |
| 2. KEYP-F | 2. KZEY | 2. KNUE-F | 2. KOOI-F |
| 3. KNUE-F | 3. KEYP-F | 3. KTYL-F | 3. KZEY |
| KZEY | 4. KNUE-F | 4. KOOI-F | 4. KNUE-F |
| | | | KROZ-F |

OTHER RATED STATIONS/METRO SHARE

KDOK 1490 Tyler, TX 1.8 WBAP 820 Ft. Worth, TX .9

RADIO STATIONS

| | | | | | |
|--------|-------|--------------------|----------------|--------------------------------|-------------|
| KTBB | 600 | 5 KW/2.5 KW (Da-2) | AC, ABC-I | \$ 32.00 (Blair) | D. Chaney |
| KZEY | 690 | 1 KW (Da) | BLACK | \$ 16.00 (HNWH) Gibson | R. Reynolds |
| KEYP-F | 99.3 | 3 KW @ 300 | AC | \$ 16.50 (Masla) | R. DeButts |
| KNUE-F | 101.5 | 100 KW @ 1080 | COUNTRY | \$ 25.00 (Blair) | D. Chaney |
| KOOI-F | 106.5 | 100 KW @ 700 | CONTEMP, ABC-E | \$ 26.00 (Riley)(Jacksonville) | D. Waller |
| KROZ-F | 92.1 | 3 KW @ 280 | COUNTRY | \$ 19.50 (HNWH) Gibson | R. Reynolds |
| KTYL-F | 93.1 | 100 KW @ 375 | MOR, ABC-C | \$ 15.00 (Weiss) | R. Welch |

KYKX - See Longview

Other ranked stations - See Dallas in Spring '85 American Radio

VICTORIA, TX

MSA Rank/Pop: 342/77,600
 Average Person Rating: 15.9
 Market TSL: 21.10 hrs.
 Stations: 10/5

Diaries: 276/229/50.45%
 Sample Target: 250
 % Below Line: 24.21%
 % Not Listed: 5.94%

Retail \$: .55 billion
 HH Income: \$34,464
 FM Share: 63.15%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|-----------|------------|-----------|------|
| 1. KVIC-F | 38/37.6 | 28.7 | 23.5 | 1. KVIC-F | 49/551 | 1. KVIC-F | 363 |
| 2. KNAL | 13/12.9 | 12.9 | 17.3 | 2. KZEU-F | 25/321 | 2. KNAL | 206 |
| 3. KGUL | 12/11.9 | 17.8 | 10.2 | 3. KNAL | 20/297 | 3. KZEU-F | 138 |
| 4. KZEU-F | 11/10.9 | 6.9 | 10.2 | 4. KKYX | 17/219 | 4. KAMG | 110 |
| 5. KMJQ-F | 6/ 5.9 | 1.0 | --- | 5. KGUL | 12/ 58 | 5. KTXN-F | 76 |
| 6. KAMG | 5/ 5.0 | 5.9 | 10.2 | 6. KAMG | 9/149 | 6. KGUL | 50 |
| KTXN-F | 5/ 5.0 | 5.0 | 5.1 | KTXN-F | 9/115 | 7. KKYX | 47 |
| 8. KKYX | 3/ 3.0 | 4.0 | 1.0 | 8. KMJQ-F | 8/ 61 | 8. KMJQ-F | 45 |
| 9. KSJL | 1/ 1.0 | --- | --- | 9. KTSA | 5/103 | 9. KTSA | 38 |
| 10. KTSA | 1/ 1.0 | 2.0 | 3.1 | 10. KSJL | 2/ 34 | 10. KSJL | 24 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. KVIC-F | 1. KVIC-F | 1. KVIC-F | 1. KVIC-F | 1. KVIC-F |
| 2. KNAL | 2. KZEU-F | 2. KNAL | 2. KNAL | 2. KNAL |
| 3. KZEU-F | 3. KNAL | KGUL | KZEU-F | 3. KGUL |
| 4. KAMG | 4. KGUL | 4. KZEU-F | KMJQ-F | 4. KAMG |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. KVIC-F | 1. KVIC-F | 1. KVIC-F | 1. KNAL |
| 2. KGUL | 2. KGUL | 2. KGUL | 2. KVIC-F |
| 3. KZEU-F | 3. KZEU-F | 3. KNAL | 3. KTXN-F |
| 4. KAMG | 4. KAMG | KZEU-F | 4. KZEU-F |
| | | | KGUL |
| | | | KKYX |

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

| | | | | | | |
|--------|-------|--------------|-----------------------|----------|----------------------|------------|
| KAMG | 1340 | 1 KW/250 W | COUNTRY (Drake-Chen), | ABC-D \$ | NA (Mc-Guild)Mayes | B. Woodman |
| KNAL | 1410 | 500 W (Da-N) | COUNTRY, MBS | \$ | (Riley) | R. Martin |
| KGUL | 1560 | 500 W (Days) | SPANISH | \$ 11.50 | (Lotus)(Port Lavaca) | D. Muse |
| KTXN-F | 98.7 | 40 KW @ 347 | BTFL | \$ 10.00 | (Smith) | D. Freed |
| KVIC-F | 95.1 | 57 KW @ 500 | CONTEMP | \$ | NA (Mc-Guild) Mayes | B. Woodman |
| KZEU-F | 107.9 | 100 KW @ 362 | COUNTRY | \$ 11.50 | (-----) | H. Smith |

KMJQ - See Houston in Spring '85 American Radio

Other ranked stations - See San Antonio in Spring '85 American Radio

WATERBURY, CT

MSA Rank/Pop: 196/208,900
 Average Person Rating: 18.8
 Market TSL: 24.19 hrs.
 Stations: 21/4

Diaries: 412/424/47.03%
 Sample Target: 400
 % Below Line: 74.18%
 % Not Listed: 6.70%

Retail \$: 1.09 billion
 HH Income: \$28,275
 FM Share: 63.72%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|------------|-------------|-----------|-----------|-----------|------------|------------|------|
| 1. WKCI-F | 36/11.0 | 11.5 | 11.3 | 1. WTIC | 372/4538 | 1. WKCI-F | 557 |
| 2. WATR | 34/10.4 | 9.1 | 8.0 | 2. WTIC-F | 284/3709 | 2. WATR | 412 |
| 3. WKSS-F | 26/ 7.9 | 10.2 | 10.1 | 3. WKCI-F | 256/3736 | 3. WKSS-F | 335 |
| 4. WRCH-F | 22/ 6.7 | 2.1 | 2.5 | 4. WRCH-F | 242/2567 | 4. WTIC | 321 |
| 5. WQQW | 20/ 6.1 | 5.9 | 4.9 | 5. WEZN-F | 200/2142 | 5. WDRC-F | 305 |
| WWCO | 20/ 6.1 | 2.9 | 2.8 | 6. WHCN-F | 176/2688 | 6. WWCO | 270 |
| 7. WHCN-F | 19/ 5.8 | 5.6 | 5.2 | 7. WPLR-F | 143/2336 | 7. WTIC-F | 266 |
| WTIC | 19/ 5.8 | 7.0 | 6.1 | 8. WIOF-F | 129/2077 | 8. WIOF-F | 260 |
| 9. WEZN-F | 17/ 5.2 | 2.9 | 3.7 | 9. WKSS-F | 112/2294 | 9. WPLR-F | 218 |
| 10. WTIC-F | 16/ 4.9 | 3.2 | 2.1 | 10. WNBC | 110/2193 | 10. WHCN-F | 215 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. WTIC | 1. WATR | 1. WKSS-F | 1. WKCI-F | 1. WKCI-F |
| 2. WATR | 2. WKCI-F | 2. WKCI-F | WKSS-F | 2. WKSS-F |
| 3. WKCI-F | 3. WRCH-F | 3. WATR | 3. WWCO | 3. WRCH-F |
| 4. WWCO | 4. WQQW | 4. WRCH-F | 4. WATR | 4. WIOF-F |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. WKCI-F | 1. WKCI-F | 1. WKCI-F | 1. WATR |
| 2. WHCN-F | 2. WHCN-F | 2. WWCO | 2. WRCH-F |
| 3. WWCO | 3. WWCO | 3. WIOF-F | 3. WQQW |
| 4. WDRC-F | 4. WIOF-F | 4. WATR | 4. WTIC |
| WKSS-F | | | |
| WPLR-F | | | |
| WTIC-F | | | |

OTHER RATED STATIONS/METRO SHARE

| | | | | | | | |
|--------|-------|---------------|-----|--------|-------|----------------|-----|
| WWYZ-F | 92.5 | Waterbury, CT | 1.5 | WIOF-F | 104.1 | Hartford, CT | 4.3 |
| WBLS-F | 107.5 | New York, NY | 1.2 | WNBC | 660 | New York, NY | 2.1 |
| WCBS | 880 | New York, NY | 1.8 | WPLR-F | 99.1 | New Haven, CT | 2.7 |
| WCCC-F | 106.9 | Hartford, CT | 1.5 | WPOP | 1410 | Hartford, CT | .6 |
| WDRC-F | 102.9 | Hartford, CT | 3.4 | WRKI-F | 95.1 | Brookfield, CT | 3.4 |
| WHN | 1050 | New York, NY | .9 | | | | |

RADIO STATIONS

| | | | | | | | |
|------|------|------------------|-----------|-----|----|------------------------|------------|
| WATR | 1320 | 5 KW/1 KW (Da-2) | MOR | CBS | \$ | NA (CBS/FM) | F. Erwin |
| WQQW | 1590 | 5 KW (Da-1) | NOSTALGIA | APR | \$ | 31.00 (Kettell/Carter) | M. Pite |
| WWCO | 1240 | 1 KW/250 W | AC | UPI | \$ | 20.00 (Roslin) | B. Raymond |

Other ranked stations - See Bridgeport, New Haven or Hartford in Spring '85 American Radio

WATERTOWN, NY

MSA Rank/Pop: NA/74,500
 Average Person Rating: 17.6
 Market TSL: 23.11 hrs.
 Stations: 11/5

Diaries: 256/291/49.13%
 Sample Target: 250
 % Below Line: 18.10%
 % Not Listed: 11.45%

Retail \$: .47 billion
 HH Income: \$22,735
 FM Share: 54.31%

| <u>12+ METRO</u> | <u>1/4 / SHARE</u> | <u>SPG</u> 84 | <u>SPG</u> 83 | <u>12+ TSA</u> | <u>1/4 / CUME</u> | <u>12+ METRO</u> | <u>CUME</u> |
|------------------|--------------------|------------------|------------------|----------------|-------------------|------------------|-------------|
| 1. WTNY | 39/29.8 | 40.5 | 36.1 | 1. WNCQ-F | 50/313 | 1. WTNY | 436 |
| 2. WNCQ-F | 28/21.4 | 25.6 | 23.0 | WPAC-F | 50/461 | 2. WTOJ-F | 217 |
| 3. WTOJ-F | 17/13.0 | --- | --- | 3. WTNY | 40/503 | 3. WNCQ-F | 178 |
| 4. WKFM-F | 9/ 6.9 | 3.3 | 4.9 | 4. WTOJ-F | 27/273 | 4. WATN | 135 |
| 5. WATN | 6/ 4.6 | 2.5 | 9.8 | 5. WNTQ-F | 12/ 91 | 5. WKFM-F | 116 |
| 6. WOTT | 5/ 3.8 | 5.0 | 3.3 | 6. WKFM-F | 11/123 | 6. WOTT | 102 |
| 7. WTNQ-F | 3/ 2.3 | --- | --- | 7. WATN | 7/154 | 7. WYYY-F | 65 |
| WSCP | 3/ 2.3 | --- | 3.3 | 8. WYYY-F | 6/ 81 | 8. WNTQ-F | 46 |
| WYYY-F | 3/ 2.3 | .8 | 5.7 | 9. WOTT | 5/116 | 9. CFLY-F | 44 |
| 10. CFLY-F | 2/ 1.5 | .8 | 1.6 | 10. WCSP | 3/ 61 | 10. WSCP | 43 |

| <u>12+ AMD</u> | <u>12+ MID</u> | <u>12+ PMD</u> | <u>12+ EVE</u> | <u>SAT MID</u> |
|----------------|----------------|----------------|----------------|-------------------|
| 1. WTNY | 1. WNCQ-F | 1. WNCQ-F | 1. WTOJ-F | 1. WNCQ-F |
| 2. WNCQ-F | 2. WTNY | 2. WTNY | 2. WNCQ-F | WTNY |
| 3. WTOJ-F | 3. WTOJ-F | 3. WTOJ-F | 3. WTNY | 3. WTOJ-F |
| 4. WKFM-F | 4. WKFM-F | 4. WKFM-F | 4. WOTT | 4. WATN WKFM-F |

| <u>ADULTS 18-34</u> | <u>ADULTS 18-49</u> | <u>ADULTS 25-54</u> | <u>ADULTS 35+</u> |
|---------------------|---------------------|---------------------|-------------------|
| 1. WTNY | 1. WTNY | 1. WTNY | 1. WTNY |
| 2. WTOJ-F | 2. WNCQ-F | 2. WNCQ-F | 2. WNCQ-F |
| 3. WNCQ-F | 3. WTOJ-F | 3. WTOJ-F | 3. WTOJ-F |
| WKFM-F | 4. WKFM-F | 4. WKFM-F | 4. WATN |

OTHER RATED STATIONS/METRO SHARE

WPAC-F 92.7 OGDENSBURG, NY .8

RADIO STATIONS

| | | | | | |
|--------|-------|------------------|----------------|------------------------------|--------------|
| WATN | 1240 | 1 KW/250 W | COUNTRY | \$ 16.00 (S. Katz) | J. Brosk |
| WOTT | 1410 | 5 KW/1 KW (Da-N) | CONTEMP | \$ 13.50 (Weiss) | J. Graham |
| WTNY | 790 | | MOR, CBS, US 1 | \$ 25.00 (Selcom) | D. Alexander |
| WNCQ-F | 97.5 | 41 KW @ 285 | COUNTRY | \$ 13.50 (Weiss) | J. Graham |
| WTOJ-F | 103.1 | 3 KW @ 363 | AC | \$ 16.00 (S. Katz)(Carthage) | J. Brosk |
| WPAC-F | 92.7 | 2.8 KW @ 310 | AC | \$ 18.25 (---) (Ogdensburg) | P. Tocatlian |

Other ranked stations - See Syracuse in Spring '85 American Radio

WENATCHEE, WA

MSA Rank/Pop: NA/58,700
 Average Person Rating: 15.2
 Market TSL: 20.69 hrs.
 Stations: 10/8

Diaries: 318/184/59.43%
 Sample Target: 250
 % Below Line: 14.60%
 % Not Listed: 3.94%

Retail \$: .39 billion
 HH Income: \$30,945
 FM Share: 64.47%

| 12+ METRO | 1/4 / SHARE | SPG | SPG | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|------|-----|-----------|------------|-----------|------|
| 1. KYJR-F | 19/21.3 | 17.5 | --- | 1. KPQ | 24/369 | 1. KPQ | 277 |
| 2. KPQ | 16/18.0 | 22.5 | --- | KPQ-F | 24/224 | 2. KYJR-F | 157 |
| 3. KPQ-F | 14/15.7 | 16.3 | --- | 3. KYJR-F | 19/163 | 3. KPQ-F | 137 |
| KYSN-F | 14/15.7 | --- | --- | 4. KYSN-F | 15/148 | 4. KYSN-F | 124 |
| 5. KUEN | 5/ 5.6 | 13.8 | --- | 5. KZUU-F | 8/ 59 | 5. KWWW | 100 |
| 6. KWWW | 4/ 4.5 | 7.5 | --- | KUEN | 8/ 97 | 6. KUEN | 75 |
| 7. KZZU-F | 2/ 2.2 | --- | --- | 7. KOMW | 7/111 | 7. KOZI | 32 |
| 8. KOZI | 1/ 1.1 | 5.0 | --- | 8. KWWW | 4/100 | 8. KOZI-F | 25 |
| 9. KOMW | 1/ 1.1 | 2.5 | --- | 9. KOZI | 1/ 35 | 9. KZZU-F | 24 |
| | | | | KOZI-F | 1/ 31 | 10. KOMW | 23 |

| <u>12+ AMD</u> | <u>12+ MID</u> | <u>12+ PMD</u> | <u>12+ EVE</u> | <u>SAT MID</u> |
|----------------|----------------|----------------|----------------|----------------|
| 1. KPQ | 1. KPQ-F | 1. KYJR-F | 1. KYJR-F | 1. KYSN-F |
| 2. KPQ-F | 2. KYJR-F | 2. KYSN-F | 2. KPQ | 2. KPQ-F |
| 3. KYSN-F | KYSN-F | 3. KPQ | 3. KYSN-F | 3. KYJR-F |
| 4. KYJR-F | 4. KPQ | 4. KPQ-F | 4. KPQ-F | 4. KPQ |

| <u>ADULTS 18-34</u> | <u>ADULTS 18-49</u> | <u>ADULTS 25-54</u> | <u>ADULTS 35+</u> |
|---------------------|---------------------|---------------------|-------------------|
| 1. KYJR-F | 1. KYJR-F | 1. KYSN-F | 1. KPQ-F |
| 2. KPQ | 2. KPQ | 2. KYJR-F | 2. KPQ |
| KWWW | KYSN-F | 3. KPQ | 3. KYSN-F |
| KYSN-F | 4. KWWW | 4. KPQ-F | 4. KUEN |

OTHER RATED STATIONS/METRO SHARE

KOZI-F 93.5 CHELAN, WA -0-

RADIO STATIONS

| | | | | | |
|--------|-------|--------------|-------------------|--------------------------|-------------|
| KOZI | 1230 | 1 KW/250 W | MOR, MBS | \$ 10.50 (----) (Chelan) | J. Isenhart |
| KPQ | 560 | 5 KW (Da-N) | MOR, ABC-E, ABC-I | \$ 13.00 (Mc-Guild) | J. Wallace |
| KUEN | 900 | 1 KW (Days) | COUNTRY (TM), MBS | \$ 11.50 (A. Moore) | B. Davies |
| KWWW | 1340 | 1 KW/250 W | AC | \$ 12.00 (Market 4) | J. Corcoran |
| KOMW | 680 | 5 KW (Days) | MOR | \$ (Masla)(Omak) | M. Nichols |
| KOZI-F | 93.5 | 165 W @ 1040 | MOR, MBS | \$ 10.50 (----)(Chelan) | J. Isenhart |
| KPQ -F | 102.1 | 35 W @ 2655 | BTFL, CBS | \$ 13.00 (Mc-Guild) | J. Wallace |
| KYJR-F | 104.9 | 105 W @ 1330 | CHR (TM) | \$ 11.50 (P. Miller) | B. Davies |
| KYSN-F | 97.7 | 3 KW @ -150 | COUNTRY | \$ 10.00 (Tacher) | D. Sollom |

KZZU - See Spokane in Spring '85 American Radio

WICHITA FALLS, TX

MSA Rank/Pop: 277/126,700
 Average Person Rating: 17.1
 Market TSL: 22.50 hrs.
 Stations: 9/7

Diaries: 337/310/47.73%
 Sample Target: 300
 % Below Line: 2.99%
 % Not Listed: 6.7%

Retail \$: .86 billion
 HH Income: \$30,013
 FM Share: 74.85%

| <u>12+ METRO</u> | <u>1/4 / SHARE</u> | <u>SPG</u> 84 | <u>SPG</u> 83 | <u>12+ TSA</u> | <u>1/4 / CUME</u> | <u>12+ METRO</u> | <u>CUME</u> |
|------------------|--------------------|------------------|------------------|----------------|-------------------|------------------|-------------|
| 1. KLUR-F | 52/29.1 | 28.7 | 27.5 | 1. KLUR-F | 94/873 | 1. KLUR-F | 429 |
| 2. KNIN-F | 36/20.1 | 15.9 | 17.0 | 2. KNIN-F | 59/782 | 2. KNIN-F | 399 |
| 3. KTLT-F | 19/10.6 | --- | --- | 3. WBAP | 32/405 | 3. KKQV-F | 290 |
| 4. KKQV-F | 18/10.1 | 15.4 | 25.3 | 4. KKQV-F | 30/479 | 4. KTLT-F | 232 |
| 5. KGTM | 16/ 8.9 | 7.2 | 7.1 | 5. KGTM | 23/273 | 5. KGTM | 175 |
| 6. KLLF | 11/ 6.1 | 5.1 | 4.9 | KTLT-F | 23/257 | 6. KWFT | 138 |
| 7. KWFT | 10/ 5.6 | 8.7 | 6.0 | 7. KWFT | 21/302 | 7. KLLF | 134 |
| 8. KRQX | 3/ 1.7 | 4.1 | 1.1 | KLLF | 21/306 | 8. WBAP | 62 |
| 9. WBAP | 2/ 1.1 | 2.6 | 3.8 | 9. KRQX | 9/102 | 9. KRQX | 39 |

| <u>12+ AMD</u> | <u>12+ MID</u> | <u>12+ PMD</u> | <u>12+ EVE</u> | <u>SAT MID</u> |
|----------------|----------------|----------------|----------------|----------------|
| 1. KLUR-F | 1. KLUR-F | 1. KLUR-F | 1. KNIN-F | 1. KLUR-F |
| 2. KNIN-F | 2. KNIN-F | 2. KNIN-F | 2. KLUR-F | 2. KNIN-F |
| 3. KWFT | 3. KTLT-F | 3. KTLT-F | 3. KKQV-F | 3. KKQV-F |
| 4. KTLT-F | 4. KGTM | 4. KGTM | 4. KLLF | 4. KTLT-F |

| <u>ADULTS 18-34</u> | <u>ADULTS 18-49</u> | <u>ADULTS 25-54</u> | <u>ADULTS 35+</u> |
|---------------------|---------------------|---------------------|-------------------|
| 1. KNIN-F | 1. KLUR-F | 1. KLUR-F | 1. KLUR-F |
| 2. KLUR-F | 2. KNIN-F | 2. KNIN-F | 2. KGTM |
| 3. KTLT-F | 3. KTLT-F | 3. KTLT-F | 3. KWFT |
| 4. KKQV-F | 4. KKQV-F | 4. KGTM | 4. KMIN-F |
| | | KKQV-F | |
| | | KWFT | |

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

| | | | | | |
|--------|-------|-------------------|---------------------|---------------------|------------|
| KGTM | 990 | 10 KW/1 KW (Da-2) | BTFL/EZ (TM), ABC-C | \$ 45.00 (Mc-Guild) | R. DeButts |
| KLLF | 1290 | 5 KW/1 KW (Da-NO) | ?? | \$ NA (-----) | |
| KWFT | 620 | 5 KW (Da-N) | MOR, CBS | \$ 15.00 (Torbet) | D. Wham |
| KKQV-F | 103.3 | 100 KW @ 440 | CHR | \$ NA (Blair) | R. Brandon |
| KLUR-F | 99.9 | 100 KW @ 820 | COUNTRY, ABC-I | \$ 50.00 (Katz) | S. Beard |
| KNIN-F | 92.9 | 100 KW @ 930 | BTFL | \$ 45.00 (Mc-Guild) | R. DeButts |
| KTLT-F | 106.3 | 3 KW @ 400 | AC, US 2 | \$ NA (Christal) | A. Maxwell |

KRQX, WBAP - See Dallas in Spring '85 American Radio

WILLIAMSPORT, PA

MSA Rank/Pop: 288/121,000
 Average Person Rating: 16.9
 Market TSL: 22.21 hrs.
 Stations: 10/9

Diaries: 279/360/49.00%
 Sample Target: 290
 % Below Line: 3.24%
 % Not Listed: 9.41%

Retail \$: .59 billion
 HH Income: \$23,601
 FM Share: 68.18%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|--------|--------|-----------|------------|------------|------|
| 1. WILQ-F | 35/20.6 | 23.8 | 28.7 | 1. WILQ-F | 58/498 | 1. WILQ-F | 297 |
| 2. WFXX-F | 22/12.9 | 3.7 | .6 | 2. WOEZ-F | 30/271 | 2. WJKR-F | 247 |
| 3. WWPA | 21/12.4 | 12.7 | 15.2 | 3. WLYC | 29/203 | 3. WWPA | 246 |
| 4. WLYC | 20/11.8 | 13.2 | 15.2 | 4. WFXX-F | 27/287 | 4. WPXX-F | 244 |
| 5. WJKR-F | 17/10.0 | 10.1 | --- | 5. WJKR-F | 26/360 | 5. WSQV-F | 216 |
| 6. WKSB-F | 14/ 8.2 | 9.5 | 7.9 | 6. WSQV-F | 24/385 | 6. WKSB-F | 201 |
| 7. WSQV-F | 12/ 7.1 | 7.9 | 12.9 | 7. WWPA | 21/246 | 7. WLYC | 177 |
| 8. WRAK | 7/ 4.1 | 4.2 | 5.1 | 8. WKSB-F | 19/392 | 8. WRAK | 148 |
| 9. WOEZ-F | 5/ 2.9 | 1.1 | --- | 9. WRAK | 7/194 | 9. WFXX | 73 |
| 10. WFXX | 1/ .6 | 1.6 | 1.7 | 10. WFXX | 2/120 | 10. WOEZ-F | 44 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|------------|-----------|------------|------------|-------------------|
| 1. WILQ-F | 1. WILQ-F | 1. WFXX-F+ | 1. WFXX-F+ | 1. WILQ-F |
| 2. WWPA | 2. WLYC | 2. WILQ-F | 2. WILQ-F | 2. WFXX-F+ |
| 3. WLYC | WWPA | 3. WWPA | 3. WJKR-F | 3. WJKR-F |
| 4. WFXX-F+ | 4. WKSB-F | 4. WJKR-F | 4. WSQV-F | 4. WLYC WSQV-F |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. WFXX-F | 1. WILQ-F | 1. WILQ-F | 1. WILQ-F |
| 2. WJKR-F | 2. WFXX-F | 2. WWPA | 2. WLYC |
| 3. WKSB-F | 3. WWPA | 3. WFXX-F | 3. WWPA |
| WSQV-F | 4. WJKR-F | 4. WKSB-F | 4. WRAK |

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

| | | | | | |
|--------|-------|-------------------|---------------------|------------------------------|-------------|
| WFXX | 1450 | 1 KW/250 W | CHR, ABC-D | \$ 10.00 (----) | W. Diggins |
| WLYC | 1050 | 1 KW (Days) | NOSTALGIA (A1 Ham), | ABC-I \$ 17.60 (Weiss) | R. Cunnion |
| WRAK | 1400 | 1 KW/250 W (Da-1) | MOR | \$ 14.00 (HNWH) | G. Gilbert |
| WWPA | 1340 | 1 KW/250 W | AC, CBS | \$ 12.00 (Radio Sttn. Repts) | W. Ott |
| WFXX-F | 99.3 | 105 W @ 1230 | CHR, ABC-D | \$ 10.00 (---) | W. Diggins |
| WILQ-F | 105.1 | 3.8 KW @ 1600 | COUNTRY, ABC-I | \$ 28.20 (Weiss) | R. Cunnion |
| WJKR-F | 103.9 | 3 KW @ 209 | CHR | \$ 7.80 (S. Katz)(Muncy) | J. Kennedy |
| WKSB-F | 102.7 | 53 KW @ 1270 | AC, Source | \$ 16.00 (HNWH)(Wmsport) | G. Gilbert |
| WSQV-F | 97.7 | 3 KW @ 300 | CHR, ABC-R | \$ 12.00 (---)(Jersey Shore) | T. Menowsky |
| WOEZ-F | 100.9 | 410 W @ 690 | BTFI | \$ 10.50 (---)(Milton) | D. Kesnow |

YAKIMA, WA

MSA Rank/Pop: 216/181,000
 Average Person Rating: 17.3
 Market TSL: 23.26 hrs.
 Stations: 13/12

Diaries: 366/401/48.99%
 Sample Target: 350
 % Below Line: .90%
 % Not Listed: 13.72%

Retail \$: .87 billion
 HH Income: \$23,852
 FM Share: 55.90%

| 12+ METRO | 1/4 / SHARE | SPG 84 | SPG 83 | 12+ TSA | 1/4 / CUME | 12+ METRO | CUME |
|-----------|-------------|-----------|-----------|---------|------------|-----------|------|
| 1. KXDD-F | 36/14.1 | 13.5 | 12.3 | 1. | | 1. KIT | 384 |
| 2. KIT | 30/11.8 | 13.0 | 15.8 | 2. | | 2. KFFM-F | 338 |
| 3. KFFM-F | 26/10.2 | 13.5 | 11.5 | 3. | | 3. KXDD-F | 337 |
| 4. KATS-F | 21/ 8.2 | 9.1 | 12.3 | 4. | TSA AND | 4. KMWX | 287 |
| 5. KRSE-F | 20/ 7.8 | 4.8 | 3.1 | 5. | METRO | 5. KUTI | 273 |
| KZHR-F | 20/ 7.8 | 1.0 | --- | 6. | ARE THE | 6. KATS-F | 193 |
| 7. KMWX | 16/ 6.3 | 4.8 | 5.8 | 7. | SAME | 7. KRSE-F | 183 |
| KUTI | 16/ 6.3 | 8.7 | 15.8 | 8. | | 8. KZHR-F | 162 |
| 9. KYXE | 14/ 5.5 | 6.7 | --- | 9. | | 9. KYXE | 148 |
| 10. KBBO | 11/ 4.3 | 4.3 | 4.2 | 10. | | 10. KBBO | 147 |

| 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | SAT MID |
|-----------|-----------|-----------|-----------|-----------|
| 1. KIT | 1. KXDD-F | 1. KXDD-F | 1. KATS-F | 1. KXDD-F |
| 2. KXDD-F | 2. KIT | 2. KFFM-F | KXDD-F | 2. KFFM-F |
| 3. KFFM-F | 3. KFFM-F | 3. KIT | 3. KFFM-F | 3. KIT |
| 4. KMWX | 4. KATS-F | 4. KATS-F | 4. KZHR-F | KRSE-F |
| KUTI | | | | |

| ADULTS 18-34 | ADULTS 18-49 | ADULTS 25-54 | ADULTS 35+ |
|--------------|--------------|--------------|------------|
| 1. KFFM-F | 1. KXDD-F | 1. KXDD-F | 1. KIT |
| KXDD-F | 2. KFFM-F | 2. KIT | 2. KXDD-F |
| 3. KATS-F | 3. KATS-F | 3. KMWX | 3. KRSE-F |
| 4. KZHR-F | 4. KIT | 4. KRSE-F | 4. KUTI |
| | KMWX | | |

OTHER RATED STATIONS/METRO SHARE

KENE 1490 Toppenish, WA 1.6 KGO 810 San Francisco, CA .8
 KREW 1210 Sunnyside, WA 2.4

RADIO STATIONS

| | | | | | |
|--------|-------|-------------------|--------------------|--------------------------|-------------|
| KBBO | 1390 | 1 KW/500 W (Da-N) | RELIGION, UPI | \$ 7.00 (----) | P. Fretwell |
| KIT | 1280 | 5 KW/1 KW | MOR, ABC-I | \$ 15.00 (Katz) | J. Goetz |
| KMWX | 1460 | 5 KW (Da-N) | AC, NBC | \$ 11.00 (Torbet) | G. Myhre |
| KUTI | 980 | 5 KW (Days) | COUNTRY, ABC-E | \$ 21.00 (Eastman) Ives | N. Anglin |
| KVGM | 930 | 1 KW (Days) | ?? | \$ NA (Sand-Glenn) | |
| KYXE | 1020 | 5 KW/500 W (Da-2) | COUNTRY, ABC-D | \$ 11.00 (Tacher)(Selah) | B. Reece |
| KATS-F | 94.5 | 100 KW @ 910 | AOR, ABC-R | \$ 22.00 (Katz) | J. Goetz |
| KFFM-F | 107.3 | 100 KW @ 970 | CHR, Source | \$ 14.00 (Torbet) | G. Myhre |
| KRSE-F | 98.3 | .7 KW @ 560 | BTFL (Churchill) | \$ 11.00 (----) | P. Fretwell |
| KXDD-F | 104.1 | 62 KW @ 840 | COUNTRY(TM), ABC-C | \$ 21.00 (Eastman) Ives | N. Anglin |

S E C T I O N B
B I R C H N O N - M O N T H L Y R E P O R T S

The following pages feature Birch non-monthly reports for 27 markets.

The dates of the survey differ as does the information provided.

Check each market carefully. All markets are based on 12+.

Unless otherwise noted, the period covered is Mon-Sun, 6A-Midnight.

BARSTOW, CA (20 Sept. - 3 Dec., 1984)

| <u>12+ METRO 1/4 SHARE</u> | | <u>12+ CUME RATING</u> | |
|----------------------------|------|------------------------|------|
| 1. KIOT | 22.1 | 1. KRXV-F | 23.4 |
| 2. KRXV-F | 16.1 | 2. KRI | 19.8 |
| 3. KIIS-F | 8.7 | 3. KXVR-F | 18.4 |
| 4. KLOS-F | 7.5 | 4. KIOT | 17.6 |
| 5. KFI | 7.4 | 5. KLOS-F | 12.6 |
| 6. KXVR-F | 5.5 | 6. KIIS-F | 10.6 |
| 7. KVVQ-F | 4.7 | 7. KVVQ-F | 9.5 |

| | | | | | |
|--------|-------|-----------------|---------|-----------------------------------|----------------|
| KIOT, | 1310 | 5 KW (Days, Da) | AC | \$ 11.25 (Western) | B. Van Voorhis |
| KRXV-F | 98.1 | 11 KW @ 2333 | BTFL/EZ | \$ 30.00 (S. Katz) (Yermo) | H. Anderson |
| KXVR-F | 99.5 | 23 KW @ 1710 | MOR | \$ 25.00 (Gillis) (Mountain Pass) | H. Anderson |
| KVVQ-F | 103.1 | 97 W @ 1500 | CHR | \$ 13.00 (Wallace) (Victorville) | K. Orchard |

Other stations - See Los Angeles in Spring '85 American Radio

BRATTLEBORO, VT (20 Oct. - 2 Nov., 1984)

| <u>12+ METRO 1/4 SHARE</u> | | <u>12+ CUME RATING</u> | |
|----------------------------|------|------------------------|------|
| 1. WAAF-F | 16.3 | 1. WTSA-F | 34.6 |
| 2. WTSA-F | 14.8 | 2. WKVT-F | 23.5 |
| 3. WMMJ | 11.1 | 3. KMMJ | 18.2 |
| 4. WKVT-F | 10.3 | 4. WAAF-F | 13.0 |
| 5. WAQY-F | 7.2 | 5. WNBX-F | 12.5 |
| 6. WKVT | 6.5 | 6. WAQY-F | 11.1 |
| 7. WBZ | 4.2 | 7. WKNE | 10.8 |

| | | | | | |
|--------|-------|-------------|-----------------------|---------------------------|--------------|
| WKVT | 1490 | 1 KW/250 W | NOST/TALK, NBC-T, CBS | \$ 11.00 (S. Katz) | D. Underhill |
| WMMJ | 1450 | 1 KW/250 W | COUNTRY | \$ 8.00 (NE Spot) | J. Healy |
| WKNE | 1290 | 5 KW (Da-1) | MOR/AC | \$ 14.00 (Savalli)(Keene) | E. Close |
| WKVT-F | 92.7 | 3 KW @ ? | AC, CBS-R | \$ 12.00 (S. Katz) | D. Underhill |
| WTSA-F | 96.7 | 3 KW @ 169 | BTFL, NBC | \$ 11.00 (NE Spot) | J. Healy |
| WNBX-F | 103.7 | 42 KW @ 550 | CHR | \$ 16.00 (Savalli)(Keene) | E. Close |

Other stations - See Boston, Worcester and Springfield in Spring '85 American Radio

CAMDEN/MILLER/MORGAN COUNTIES, MO (Spring 1985)

| <u>12+ METRO 1/4 SHARE</u> | | <u>12+ CUME RATING</u> | |
|----------------------------|------|------------------------|------|
| 1. KRMS | 28.6 | 1. KRMS | 35.1 |
| 2. KLDN-F | 14.0 | 2. KLDN-F | 24.5 |
| 3. KYLC-F | 13.8 | 3. KYLC-F | 18.1 |
| 4. KTXY-F | 8.1 | 4. KTXY-F | 13.4 |
| 5. WDAF | 4.8 | 5. WDAF | 10.1 |

| | | | | |
|--------|------|-------------|----------------|------------------------------------|
| KRMS | 1150 | 1 KW (Days) | COUNTRY, CBS | \$ 11.00 (Schneider) (Osage Beach) |
| KYLC-F | 93.5 | 3 KW @ 300 | CONTEMP, CBS-R | \$ 10.00 (Schneider) (Osage Beach) |

KLDN, KTXY - See Jefferson City Birch

WDAF - See Kansas City in Spring '85 American Radio

DAWSON COUNTY, NE (23 April - 6 May, 1985)

| <u>12+ METRO 1/4/ SHARE</u> | | <u>12+ CUME/CUME RATING</u> | |
|-----------------------------|---------|-----------------------------|----------|
| 1. KRUN | 12/26.7 | 1. KRVN | 105/57.0 |
| 2. KQKY-F | 7/16.7 | 2. KQKY-F | 79/42.6 |
| 3. KOOC-F | 6/13.3 | 3. KRVN-F | 49/26.2 |
| 4. KELN-F | 4/ 9.2 | 4. KOOC-F | 40/21.9 |
| KRVN-F | 4/ 8.7 | 5. KELN-F | 38/20.6 |
| KAMI | 4/ 8.5 | 6. KAMI | 33/18.1 |

KAMI 1580 1 KW (Days) COUNTRY \$ 9.00 (Weiss) (Cozad)

Other ranked stations - See North Platte Birch

ELKHART, IN (April - May, 1985)

| <u>12+ METRO 1/4/SHARE</u> | | <u>12+ CUME RATING</u> | |
|----------------------------|---------|------------------------|-----|
| 1. WZZP-F | 36/19.8 | 1. WNDU-F | 508 |
| 2. WNDU-F | 35/19.2 | 2. WZZP-F | 313 |
| 3. WCMR | 18/ 9.9 | 3. WFRN-F | 260 |
| WFRN-F | 18/ 9.9 | 4. WTRC | 243 |
| 5. WTRC | 13/ 7.1 | 5. WCMR | 210 |
| WYEZ-F | 13/ 7.1 | 6. WYEZ-F | 196 |
| 7. WAOR-F | 10/ 5.5 | 7. WNSN-F | 164 |
| | | 8. WAOR-F | 140 |

WCMR 1270 5 KW/1 KW (Da-2) COUNTRY, MBS \$ 25.00 (HNWH) E. Moore
 WTRC 1340 1 KW/250 W MOR, NBC \$ 26.00 (Christal) Federated E. Huot

Other ranked stations - See South Bend in Spring '85 American Radio

FLORENCE-DARLINGTON, SC (April - May, 1985)

| <u>12+ METRO 1/4 HR/SHARE/CUME</u> | |
|------------------------------------|-------------|
| 1. WWDM-F | 48/22.6/429 |
| 2. WJMX-F | 38/17.9/375 |
| 3. WDAR-F | 30/14.2/289 |
| 4. WDSC-F | 17/ 8.0/261 |
| WYNN | 17/ 8.0/227 |
| 6. WNOK-F | 10/ 4.7/142 |

WYNN 540 250 W (Days) BLACK, SBN \$ 12.00 (Weiss) (Florence) J. Maurer
 WDAR-F 105.5 3 KW @ 280 COUNTRY, ABC-I \$ 16.00 (S. Katz)(Darlington) J. Monfort
 WDSC-F 92.9 100 KW @ 607 ?? \$ 15.00 (Roslin) (Dillon) D. Phillips
 WJMX-F 106.3 3 KW @ 300 CHR, US 1 \$ 22.00 (-----) (Florence) H. Miller

WWDM-F, WNOK-F - See Columbia in Spring '85 American Radio

FOND DU LAC COUNTY, WI (March - May, 1985)

12+ METRO 1/4 HR/SHARE/CUME

| | |
|-----------|-------------|
| 1. KFIZ | 15/15.2/266 |
| 2. WAPL-F | 13/13.1/162 |
| 3. WFON-F | 12/12.1/176 |
| 4. WGGQ-F | 8/ 8.1/116 |
| 5. WIXX-F | 5/ 5.1/ 75 |
| 6. WMGV-F | 4/ 4.0/ 83 |

| | | | | | | |
|--------|-------|------------|----------|----------|------------------|--------------|
| KFIZ | 1450 | 1 KW/250 W | MOR, MBS | \$ 25.00 | (Masla) | M. Casper |
| WFON-F | 107.1 | 3 KW @ 300 | CONTEMP | \$ 18.00 | (Roslin) | P. Chasteen |
| WGGQ-F | 99.3 | 3 KW @ 300 | CHR | \$ 6.00 | (-----) (Waupun) | J. Coursolle |

Other ranked stations - See Appleton and Green Bay in Spring '85 American Radio

FORREST & JONES COUNTIES, MS (Spring 1985)

| <u>12+ METRO</u> | <u>SHARE</u> | <u>12+</u> | <u>CUME RATING</u> |
|------------------|--------------|------------|--------------------|
| 1. WNLS-F | 21.5 | 1. WNLS-F | 45.2 |
| 2. WHSY-F | 13.5 | 2. WHSY-F | 28.8 |
| 3. WQIS | 10.6 | 3. WJMG-F | 16.5 |
| 4. WBSJ-F | 10.0 | 4. WBSJ-F | 16.3 |
| 5. WJMG-F | 8.9 | 5. WHER-F | 12.5 |
| | | 6. WQIS | 11.5 |

| | | | | | | | |
|--------|-------|--------------|---------|----------|-----------|--------------|-------------|
| WQIS | 1260 | 5 KW (Days) | BLACK | \$ 8.00 | (HNWH) | (Laurel) | B. Holladay |
| WBSJ-F | 102.3 | 3 KW @ 300 | COUNTRY | \$ 6.00 | (Bunchez) | (Ellisville) | H. Knotts |
| WSY-F | 104.5 | 100 KW @ 714 | CHR | \$ 10.00 | (Masla) | (Hatties) | T. Tibbett |
| WJMG-F | 92.1 | 3 KW @ 300 | AC | \$ 6.00 | (Dora) | (Hatties) | |
| WNLS-F | 100.3 | 30 KW @ 1050 | CHR | \$ 12.00 | (HNWH) | (Laurel) | B. Holladay |
| WHER-F | 103.7 | 100 KW @ 266 | BTFL | \$ 9.00 | (-----) | (Hatties) | |

GRAND TRAVERSE COUNTY, MI (Spring 1985)

| <u>12+ METRO 1/4 SHARE</u> | <u>12+ METRO</u> | <u>CUME RATING</u> | |
|----------------------------|------------------|--------------------|------|
| 1. WKHQ-F | 27.7 | 1. WKHQ-F | 41.4 |
| 2. WTCM-F | 21.9 | 2. WTCM-F | 30.9 |
| 3. WKLT-F | 8.5 | 3. WLDR-F | 22.7 |
| 4. WLDR-F | 6.8 | 4. WKLT-F | 16.3 |
| 5. WCCW | 5.4 | 5. WKPK-F | 13.9 |
| WIAA-F | 5.4 | 6. WIAA-F | 13.2 |
| 6. WKPK-F | 4.7 | 7. WMZK-F | 12.0 |
| WMBN-F | 4.7 | | |

See Northwest Michigan Arbitron Condensed Report for Station Information

HARRISONBURG, VA (April - May, 1985)

12+ METRO 1/4 HR/SHARE/CUME

- 1. WQPO-F 39/30.2/365
- 2. WKCY 17/13.2/137
- 3. WSVB 16/12.4/254
- 4. WHBG 10/ 7.8/108

| | | | | | | |
|--------|-------|------------------|------------|----------|-----------|-----------------|
| WHBG | 1360 | 5 KW (Days) | AC, US 1 | \$ 9.50 | (Savalli) | |
| WKCY | 1300 | 5 KW (Days) | COUNTRY | \$ 13.00 | (-----) | D. Miller |
| WSVA | 550 | 5 KW/1 KW (Da-N) | MOR, NBC-T | \$ 17.00 | (-----) | Gilmore B. Rall |
| WQPO-F | 100.7 | 50 KW @ 500 | AC | \$ 14.00 | (-----) | Gilmore B. Rall |

IOWA CITY, IA (January, 1985)

12+ METRO 1/4 SHARE

- 1. KKRQ-F 16.2
- 2. KHAK-F 13.5
- 3. KRNA-F 12.8
- 4. KSUI-F 8.1
- 5. KXIC 6.9
- 6. WMT 6.4

12+ METRO CUME RATING

- 1. KRNA-F 32.6
- 2. KKRQ-F 23.7
- 3. KHAK-F 14.8
- 4. KSUI-F 13.7
- 5. WMT 13.4
- 6. KQCR-F 10.0

| | | | | | | |
|--------|------|----------------|----------------|----------------|--------|------------------|
| KXIC | 800 | 1 KW (Days-Da) | NOSTALGIA | \$ 18.00 | (HNWH) | R. Holland |
| KSUI-F | 91.7 | 100 KW @ 1310 | FINE ARTS, NPR | Non-Commercial | | Iowa State Univ. |

Other ranked stations - See Cedar Rapids in Spring '85 American Radio

JEFFERSON CITY, MO (April - May, 1985)

12+ METRO 1/4 HR/SHARE/CUME

- 1. KJMO-F 47/23.0/456
- 2. KLIK 38/18.6/494
- 3. KTXY-F 20/ 9.8/313
- 4. KLDN-F 15/ 7.4/148
- 5. KFMZ-F 13/ 6.4/186

| | | | | | | |
|--------|-------|-------------------|----------------|----------|-----------------|------------|
| KLIK | 950 | 5 KW/500 W (Da-N) | COUNTRY, ABC-E | \$ 30.00 | (-----) | T. Thies |
| KJMO-F | 100.1 | 3 KW @ 300 | AC, Source | \$ 14.00 | (Weiss) | F. Newell |
| KLDN-F | 92.7 | 800 W @ 590 | MOR | \$ 7.00 | (-----) (Eldon) | K. Kuenzie |
| KTXY-F | 106.9 | 100 KW @ 600 | CONTEMP | \$ 30.00 | (Roslin) | T. Thies |

KFMZ-F - See Columbia Arbitron Condensed Report

KEY WEST/LOWER KEYS, FL (Jan. - Feb., 1985)

12+ SHARE/CUME RATING

| | |
|-----------|-----------|
| 1. WAIL-F | 31.3/32.8 |
| 2. WKWF | 18.1/18.6 |
| 3. WIIS-F | 16.7/23.6 |
| 4. WKIZ | 7.4/11.4 |
| 5. WFYN-F | 7.2/17.5 |

| | | | | | | | |
|--------|-------|-----|----------|-----------|----------|-----------|-------------|
| WKIZ | 1500 | 250 | W (Da-2) | MOR, CBS | \$ 9.00 | (Roslin) | G. Swofford |
| WKWF | 1600 | 500 | W | NOSTALGIA | \$ 18.00 | (S. Katz) | B. Hearion |
| WAIL-F | 95.5 | 100 | KW @ 245 | CHR | \$ 18.00 | (S. Katz) | B. Hearion |
| WFYN-F | 92.5 | 100 | KW @ 541 | AC | \$ 9.00 | (Roslin) | G. Swofford |
| WIIS-F | 107.1 | 3 | KW @ 205 | AC | \$ 10.00 | (-----) | J. Magliola |

LEFLORE COUNTY, MS (Spring 1985)

12+ METRO SHARE/CUME

| | |
|-----------|-----------|
| 1. WSWG-F | 28.5/42.3 |
| 2. WABG | 14.9/28.1 |
| 3. WTYX-F | 13.8/18.0 |
| 4. WCLD-F | 10.9/17.8 |
| 5. WSWG | 8.2/ 8.7 |
| 6. WJMI-F | 6.7/10.6 |

| | | | | | | | |
|--------|-------|-----|-----------------|-----------------|----------|----------------------|-------------|
| WABG | 960 | 1 | KW/500 W (Da-N) | COUNTRY | \$ 18.00 | (Torbet)(Greenwood) | F. Morock |
| WSWG | 1540 | 1 | KW (Days) | AC/URBAN | \$ 10.00 | (Bunchez)(Greenwood) | R. Grantham |
| WCLD-F | 103.9 | 3 | KW @ 300 | BLACK, NBC | \$ 9.00 | (Bunchez)(Cleveland) | G. Shruden |
| WSWG-F | 99.1 | 100 | KW @ 250 | AC/URBAN, ABC-E | \$ 10.00 | (Bunchez)(Greenwood) | R. Grantham |

WTYX, WJMI - See Jackson in Spring '85 American Radio

LONGVIEW-KELSO, WA (Jan. - Feb., 1985)

12+ SHARE/CUME

| | |
|-----------|-----------|
| 1. KBAM | 11.4/14.2 |
| 2. KLYK-F | 11.0/14.9 |
| 3. KGON-F | 8.3/ 9.7 |
| 4. KGW | 7.2/17.6 |
| 5. KEDO | 5.6/15.4 |

| | | | | | | | |
|--------|-------|---|-----------|------------|----------|------------|-------------|
| KBAM | 1270 | 5 | KW (Days) | COUNTRY | \$ 11.00 | (Market 4) | A. Peterson |
| KEDO | 1400 | 1 | KW/250 W | MOR, ABC-I | \$ 12.00 | (HNWH) | E. Hawkins |
| KLYK-F | 105.5 | 3 | KW @ 1300 | AC | \$ 12.00 | (HNWH) | E. Hawkins |

KGW, KGON-F - See Portland in Spring '85 American Radio

MISSOULA, MT (Spring 1985)

12+ SHARE/CUME

| | |
|-----------|-----------|
| 1. KZOQ-F | 17.4/33.9 |
| 2. KDXT-F | 15.1/29.0 |
| 3. KGVO | 10.6/16.9 |
| 4. KLCY | 10.5/22.7 |
| 5. KYSS-F | 10.4/16.9 |
| 6. KGRZ | 9.2/17.0 |

| | | | | | |
|--------|-------|--------------|----------------|-----------------------|-------------|
| KGRZ | 1450 | 1 KW/250 W | AC | \$ 9.00 (Tacher) | S. Benedict |
| KCVO | 1290 | 5 KW (Da-N) | COUNTRY, CBS | \$ 16.00 (Masla) | M. Ward |
| KCY | 930 | 5 KW/1 KW | AC, ABC-C | \$ NA (Eastman) Hatch | J. Pulasky |
| KDXT-F | 93.3 | 43 KW @ 2470 | CHR, Source | \$ 12.00 (Tacher) | S. Benedict |
| KYSS-F | 94.9 | 30 KW @ ??? | COUNTRY, ABC-I | \$ NA (Eastman) Hatch | J. Pulasky |
| KZOQ-F | 100.1 | 3 KW @ -300 | CHR | \$ NA (----) | G. Peterson |

MORGAN COUNTY, AL (February 1985)

12+ SHARE/CUME

| | |
|-----------|-----------|
| 1. WZYP-F | 33.1/39.4 |
| 2. WDRM-F | 21.5/26.0 |
| 3. WHOS | 10.2/ 8.0 |
| 4. WRSA-F | 6.5/13.7 |
| 5. WAHR-F | 4.0/ 9.3 |
| 6. WAPI-F | 3.5/ 5.9 |
| 7. WHRT | 3.3/ 2.9 |

WHRT 860 250 W (Days) COUNTRY, ABC-I \$ 8.00 (----) G. Newman

See Huntsville or Birmingham in Spring '85 American Radio

MYRTLE BEACH-HORRY COUNTY, NC (Jan. - Feb., 1985)

12+ 1/4 HR/SHARE/CUME

| | |
|-----------|-------------|
| 1. WYAV-F | 40/26.0/401 |
| 2. WKZQ-F | 31/20.1/367 |
| 3. WYAK-F | 23/14.9/248 |
| 4. WJYR-F | 18/11.7/174 |
| 5. WLAT | 13/ 8.4/183 |
| 6. WJXY | 10/ 6.5/ 92 |
| 7. WNMB-F | 7/ 4.5/102 |

| | | | | | |
|--------|-------|-------------------|-----------|------------------------------|-------------|
| WJXY | 1050 | 5 KW (Days, Da) | COUNTRY | \$ 6.00 (-----) (Conway) | T. Grainger |
| WLAT | 1330 | 5 KW/500 W (Da-N) | COUNTRY | \$ NA (T-N) (Conway) | M. Green |
| WJYR-F | 92.1 | 3 KW @ 300 | BTFL | \$ 23.00 (HNWH) | D. Grimm |
| WKZQ-F | 101.7 | 3 KW @ 300 | AC | \$ 30.00 (-----) | B. Honnecy |
| WNMB-F | 105.5 | 3 KW @ 300 | AC, ABC-C | \$ 28.00 (Dora) Ogdon | M. Sedota |
| WYAK-F | 103.1 | 3 KW @ 297 | COUNTRY | \$ 28.00 (-----) (Surf. Bch) | R. Johnson |
| WYAV-F | 104.1 | 26 KW @ 140 | CONTEMP | \$ NA (-----) (Conway) | E. Seeger |

NORTH PLATTE, NE (Spring 1985)

12+ SHARE/CUME

1. KELN-F 24.9/34.4
2. KRVN 11.1/24.1
3. KXNP-F 9.9/17.3
4. KQKY-F 7.4/16.8
5. KODY 6.6/16.0
6. KOOC-F 5.8/ 7.6

| | | | | | | |
|--------|-------|---------------|----------------|----------|-----------|-----------------------|
| KODY | 1240 | 1 KW/250 W | MOR, NBC-T | \$ 14.00 | (Weiss) | J. Teiken |
| KRVN | 880 | 50 KW (Da-N) | FARM/COUNTRY | \$ 50.00 | (Katz) | (Lexington) E. Brown |
| KELN-F | 97.1 | 100 KW @ 460 | CONTEMP, ABC-F | \$ NA | (Eastman) | G. Shorman |
| KOOC-F | 104.5 | 100 KW @ 356 | COUNTRY | \$ 11.00 | (Weiss) | (Cozad) |
| KXNP-F | 103.5 | 100 KW @ 403 | COUNTRY | \$ 13.00 | (Masla) | N. Nelkin |
| KQKY-F | 105.9 | 100 KW @ 1065 | CHR/AOR | \$ 23.00 | (-----) | (Kearney) J. McDonald |

NORTHWEST INDIANA (March - May, 1985)

12+ 1/4 HR/SHARE/CUME

1. WBBM-F 48/8.6/817
2. WGN 44/7.9/609
3. WLOO-F 42/7.5/501
4. WJMK-F 39/7.0/507
5. WMAQ 32/5.7/457
6. WLS -F 31/5.5/583
7. WLUP-F 29/5.2/394
8. WLAK-F 24/4.3/242
9. WUSN-F 22/3.9/319
10. WKQX-F 20/3.6/349

See Chicago in Spring '85 American Radio for station information.

PADUCAH, KY (Sept. - Nov., 1984)

12+ 1/4 HR/SHARE/CUME

1. WKYX-F 40/24.5/478
2. WDDJ-F 24/14.7/337
3. WRIK-F 19/11.7/236
4. WKYX 13/ 8.0/195

| | | | | | | |
|--------|------|-------------------|----------------|----------|-------------------|----------------|
| WKYX | 570 | 1 KW/500 W (Da-2) | AC, ABC-C | \$ 35.00 | (Mc-Guild) | B. Scherer |
| WDDJ-F | 96.9 | 100 KW @ 340 | CHR | \$ 14.00 | (Bunchez) | |
| WKYQ-F | 93.3 | 89 KW @ 440 | COUNTRY, ABC-I | \$ 35.00 | (Mc-Guild) | B. Scherer |
| WRIK-F | 98.3 | 1.3 KW @ 456 | CHR | \$ 9.00 | (---)(Metropolis) | S. Stratemeyer |

PORTAGE COUNTY, WI (20 April - 24 May, 1985)

12+ SHARE/CUME RATING

1. WSPT-F 34.8/67.1
2. WDEZ-F 12.0/14.5
3. WXYQ 10.7/18.2
4. WIFC-F 10.6/29.2

WXYQ 1010 1 KW (Days) COUNTRY, NBC \$ 13.00 (Masla) (Stevens Point) J. Schuh
WDEZ-F 101.9 100 KW @ 490 COUNTRY, ABC-D \$ 18.00 (Blair) (Wausau) O. Heinz
WIFC-F 95.5 100 KW @ 1150 CHR, ABC-F \$ 29.00 (Selcom) (Wausau) d. Raven
WSPT-F 97.9 50 KW @ 350 CHR, Source \$ 13.00 (Masla) (Stevens Point) J. Schuh

PULASKI, VA (Jan./Feb. 1985)

12+ SHARE/CUME RATING

1. WXLK-F 40.2/56.2
2. WPSK-F 8.5/10.6
3. WPVR-F 7.7/ 9.4
4. WYVE 4.6/ 4.4
WSLQ-F 4.6/10.0

WYVE 1280 2.5 KW (Days) COUNTRY \$ 6.00 (Dome) (Wytheville) J. Allison
WPSK-F 107.1 2.8 KW @ 1360 COUNTRY \$ 14.00 (----) (Pulaski) R. Kirk

WPVR, WXLK, WSLQ - See Roanoke in Spring '85 American Radio

ROSWELL/CHAVES COUNTY, NM (Sept. - Dec., 1984)

12+ SHARE/CUME RATING

1. KBIM 28.3/60.1
2. KCKN-F 18.8/24.8
3. KBCQ 12.7/18.1
4. KBIM-F 9.7/18.5
5. KRSY 9.5/17.4

KBCQ 1020 50 KW (Da-2) RELIGION \$ 15.00 (Masla) Sudbrink
KBIM 910 5 KW/500 W (Da-2) AC, ABC-I \$ 11.00 (Weiss) J. King
KRSY 1230 1 KW/250 W COUNTRY \$ 10.00 (Torbet) J. Clark
KBIM-F 94.9 100 KW @ 1600 BTFL \$ 13.00 (Weiss) J. King
KCKN-F 97.1 25 KW @ 350 COUNTRY \$ 14.00 (Roslin) Strother D. Picou

SALEM, OR (March - May, 1985)

12+ 1/4 HR/SHARE/CUME

1. KKRZ-F 26/9.8/362
2. KYTE-F 25/9.4/277
3. KGON-F 22/8.3/255
4. KUPL-F 18/6.8/187
5. KSKD-F 17/6.4/343

For all stations see Portland in Spring '85 American Radio

THOUSAND OAKS, CA (Sept. - Oct., 1984)

12+ SHARE/CUME RATING

1. KMET-F 13.7/15.7
2. KIIS-F 8.3/20.8
3. KOST-F 6.0/ 5.4
4. KLOS-F 5.9/11.0
5. KUTE-F 5.2/ 6.3
6. KRTH-F 4.7/ 5.1

For all stations see Los Angeles in Spring '85 American Radio

WINNEBAGO COUNTY, WI (Oct. - Dec., 1984)

12+ 1/4 HR/SHARE/CUME

1. WROE-F 37/17.0/200
2. WNAM 23/10.6/245
3. WMGV-F 19/ 8.7/171
4. WAHC-F 18/ 8.3/189
5. WOSH 16/ 7.3/181
6. WIXX-F 13/ 6.0/167

For all stations see Appleton or Green Bay in Spring '85 American Radio

SECTION C

BIRCH CANADIAN MARKETS

The following nine Canadian markets are based on Birch Radio data for the April through June, 1985 rating period. Birch Radio has quickly established itself as a worthy alternative and competition to Canada's Bureau of Broadcast Measurement (BBM).

The tables are self-explanatory and they generally are the same as those for USA markets in this and other issues of American Radio. Note that share figures are given for the demo and daypart breakdowns. All figures are based on 12+, Mon-Sun, 6AM-Midnight except where noted. Average quarter hour (AQH) and cume numbers are in hundreds.

CALGARY, ALBERTA

| 12+ AQH/SHARE | J/M | O/D | J/S | A/J | 12+ CUME/CUME | RATING |
|---------------|----------|------|------|------|---------------|---------------------|
| | 85 | 84 | 84 | 84 | | |
| 1. CKXL | 123/14.8 | 9.8 | 11.6 | 12.6 | 12.4 | 1. CKXL 1529/28.7 |
| 2. CFAC | 114/13.8 | 15.8 | 16.7 | 15.9 | 12.9 | 2. CFAC 1329/24.9 |
| 3. CBR | 83/10.0 | 7.8 | 10.3 | 7.6 | 7.3 | 3. CBR 1146/21.5 |
| 4. CJAY-F | 82/ 9.9 | 8.8 | 7.2 | 12.4 | 10.2 | 4. CJAY-F 1117/21.0 |
| 5. CFFR | 79/ 9.5 | 10.2 | 8.4 | 10.0 | 11.8 | 5. CHFM-F 1115/20.9 |
| 6. CHFM-F | 74/ 8.9 | 9.3 | 9.2 | 7.2 | 7.2 | 6. CFCN 1106/20.7 |
| 7. CKIK-F | 58/ 7.0 | 8.1 | 9.4 | 10.8 | 11.6 | 7. CFFR 1027/19.3 |
| 8. CHQR | 57/ 6.9 | 9.6 | 9.2 | 6.9 | 6.5 | 8. CHQR 942/17.7 |
| 9. CKRY-F | 56/ 6.8 | 5.7 | 5.5 | 5.9 | 6.5 | 9. CKIK-F 858/16.1 |
| 10. CFCN | 47/ 5.7 | 6.6 | 7.9 | 5.0 | 6.3 | 10. CKRY-F 707/13.3 |
| 11. CBR-F | 19/ 2.3 | 3.1 | 2.1 | 2.0 | 2.1 | |

TEENS

| | |
|---------|------|
| 1. CKXL | 56.0 |
| 2. CFCN | 23.8 |

ADULTS 18-34

| | |
|-----------|------|
| 1. CJAY-F | 16.3 |
| 2. CKXL | 16.1 |
| 3. CFFR | 14.4 |
| 4. CHFM-F | 12.4 |
| CKIK-F | 12.4 |

FM SHARE: 36.73% (292 of 795)

ADULTS 18-49

| | |
|-----------|------|
| 1. CFFR | 13.4 |
| 2. CKXL | 13.2 |
| 3. CJAY-F | 12.8 |
| 4. CHFM-F | 11.3 |

| <u>MEN 18-34</u> | <u>MEN 18-49</u> | <u>MEN 25-54</u> | | | |
|------------------|------------------|------------------|------|-----------|------|
| 1. CJAY-F | 18.3 | 1. CJAY-F | 15.7 | 1. CFFR | 15.8 |
| 2. CKIK-F | 17.4 | 2. CFFR | 14.3 | 2. CFAC | 12.3 |
| 3. CFFR | 13.2 | 3. CKIK-F | 12.7 | 3. CJAY-F | 11.0 |
| CKXL | 13.2 | 4. CKXL | 11.0 | 4. CHQR | 10.5 |

ADULTS 25-54

| | |
|-----------|------|
| 1. CFFR | 14.3 |
| 2. CFAC | 12.8 |
| 3. CHFM-F | 10.7 |
| 4. CKRY-F | 10.5 |

| <u>WOMEN 18-34</u> | <u>WOMEN 18-49</u> | <u>WOMEN 25-54</u> | | | |
|--------------------|--------------------|--------------------|------|-----------|------|
| 1. CKXL | 19.5 | 1. CKXL | 15.6 | 1. CFAC | 13.2 |
| 2. CFFR | 15.7 | 2. CHFM-F | 14.1 | 2. CFFR | 12.8 |
| CHFM-F | 15.7 | 3. CFFR | 12.3 | CKRY-F | 12.8 |
| 4. CJAY-F | 14.1 | 4. CKRY-F | 10.9 | 4. CHFM-F | 11.9 |
| | | | | 5. CBR | 11.4 |

| <u>12+ AMD</u> | <u>12+ MID</u> | <u>12+ PMD</u> | <u>12+ EVE</u> | | | | |
|----------------|----------------|----------------|----------------|-----------|------|---------|------|
| 1. CFAC | 17.6 | 1. CFAC | 15.4 | 1. CKXL | 16.5 | 1. CKXL | 17.9 |
| 2. CBR | 15.0 | 2. CKXL | 15.0 | 2. CFAC | 11.0 | 2. CFAC | 10.8 |
| 3. CKXL | 13.9 | 3. CFFR | 11.8 | 3. CFFR | 10.8 | 3. CFCN | 9.6 |
| 4. CFFR | 9.9 | 4. CJAY-F | 11.3 | 4. CJAY-F | 10.4 | | |
| | | | | 5. CHFM-F | 10.1 | | |

RADIO STATIONS

| | | |
|----------------------------|---------|--------------|
| CBR , 1010, 50 KW, VARIETY | CBC | T. North |
| CFAC, 960, 50 KW, COUNTRY | | W. Machny |
| CFCN, 1060, 50 KW, CHR | | V. Dimaggio |
| CFFR, 660, 50 KW, AC | | G. Rawlinson |
| CHQR, 810, 50 KW, MOR | Westcom | R. Gunn |
| CKXL, 1140, 50 KW, CHR | Moffat | K. James |

Continued on next page

RADIO STATIONS (con't)

| | | |
|--------------------------------------|--------|--------------|
| CBR-F , 102.1, 100 KW, CLASS/VARIETY | CBC | T. North |
| CHFM-F, 95.9, 100 KW, AC | Moffat | |
| CJAY-F, 92.1, 100 KW, AOR | | V. Dimmaggio |
| CKIK-F, 107.3, 100 KW, AOR | | G. Waldron |
| CKRY-F, 105.1, 100 KW, COUNTRY | | R. Meaney |

EDMONTON, ALBERTA

| <u>12+ AQH/SHARE</u> | <u>J/M</u> | <u>0/D</u> | <u>J/S</u> | <u>A/J</u> | <u>12+ CUME/CUME RATING</u> |
|----------------------|------------|------------|------------|------------|-----------------------------|
| | 85 | 84 | 84 | 84 | |
| 1. CIRK-F | 154/13.9 | 13.1 | 13.4 | 13.0 | 15.3 |
| 2. CHED | 153/13.8 | 12.5 | 11.4 | 13.6 | 12.5 |
| 3. CJCA | 148/13.4 | 11.8 | 13.9 | 12.2 | 10.3 |
| 4. CKRA-F | 125/11.3 | 13.0 | 12.5 | 12.6 | 11.5 |
| 5. CISN-F | 101/ 9.1 | 9.6 | 5.9 | 9.0 | 7.0 |
| 6. CHQT | 94/ 8.5 | 9.4 | 10.5 | 9.1 | 10.8 |
| 7. CFCW | 72/ 6.5 | 8.1 | 8.3 | 8.9 | 6.4 |
| 8. CFRN | 64/ 5.8 | 7.6 | 6.7 | 4.6 | 7.2 |
| 9. CBX | 44/ 4.0 | 3.2 | 4.7 | 5.4 | 4.9 |
| 10. CKXM-F | 36/ 3.3 | 2.0 | 3.2 | 1.7 | 1.6 |
| 11. CBX-F | 27/ 2.4 | 1.1 | 1.3 | 1.6 | 2.3 |
| 12. CJAX-F | 25/ 2.3 | 2.8 | 2.5 | 2.5 | 3.3 |

FM SHARE: 45.54% (490 of 1076)

| <u>MEN 18-34</u> | <u>MEN 18-49</u> | <u>MEN 25-54</u> |
|------------------|------------------|------------------|
| 1. CIRK-F | 28.1 | 1. CIRK-F 19.8 |
| 2. CKRA-F | 16.5 | 2. CHED 13.5 |
| 3. CHED | 15.8 | 3. CKRA-F 13.0 |
| | | 4. CISN-F 9.5 |

| <u>WOMEN 18-34</u> | <u>WOMEN 18-49</u> | <u>WOMEN 25-54</u> |
|--------------------|--------------------|--------------------|
| 1. CKRA-F | 22.2 | 1. CISN-F 15.7 |
| 2. CHED | 16.7 | 2. CJCA 13.5 |
| 3. CIRK-F | 15.4 | 3. CHQT 12.8 |
| 4. CISN-F | 14.1 | 4. CHED 10.3 |

| <u>12+ AMD</u> | <u>12+ MID</u> | <u>12+ PMD</u> | <u>12+ EVE</u> |
|----------------|----------------|----------------|----------------|
| 1. CJCA | 15.3 | 1. CJCA 17.9 | 1. CIRK-F 22.1 |
| 2. CHED | 15.0 | 2. CIRK-F 12.2 | 2. CKRA-F 13.7 |
| 3. CHQT | 10.2 | 3. CKRA-F 11.8 | 3. CJCA 13.5 |
| 4. CISN-F | 9.9 | 4. CHED 11.4 | 4. CHED 11.3 |

RADIO STATIONS

| | | |
|--------------------------------|--------|----------------|
| CBX , 740, 50 KW, VARIETY | CBC | S. Freedman |
| CFCW, 790, 50 KW, COUNTRY | | W. Holte |
| CFRN, 1260, 50 KW, AC | | G. Churchill |
| CHED, 630, 50 KW, CHR | Moffat | V. Traill |
| CHQT, 1110, 50 KW, MOR/EZ | | D. Shillington |
| CJCA, 930, 50 KW, MOR | | J. Strain |
| | | |
| CBX-F , 90.0, 100 KW, VARIETY | CBC | S. Freedman |
| CIRK-F, 97.3, 100 KW, AOR | | J. Strain |
| CISN-F, 103.9, 100 KW, COUNTRY | | R. McCord |
| CJAX-F, 92.5, 100 KW, COUNTRY | | D. Lyman |
| CKRA-F, 96.3, 100 KW, CONTEMP | | W. Holte |
| CKXM-F, 100.3, 100 KW, EZ/AC | | D. Nevett |

TEENS

- 1. CHED 42.3
- 2. CIRK-F 32.4
- 3. CKRA-F 16.2

ADULTS 18-34

- 1. CIRK-F 22.1
- 2. CKRA-F 19.2
- 3. CHED 16.2
- 4. CISN-F 11.1

ADULTS 18-49

- 1. CIRK-F 15.5
- 2. CKRA-F 14.3
- 3. CHED 13.8
- 4. CISN-F 12.7

ADULTS 25-54

- 1. CISN-F 12.6
- 2. CJCA 11.4
- 3. CKRA-F 10.5
- 4. CHED 10.3

HAMILTON, ONTARIO

| 12+ AQH/CUME | J/M | O/D | J/S | A/J | 12+ CUME/CUME RATING |
|-------------------|------|------|------|------|----------------------|
| | 85 | 84 | 84 | 84 | |
| 1. CHML 89/14.7 | 17.8 | 16.9 | 16.9 | 19.5 | 1. CHML 1391/29.6 |
| 2. CKOC 78/12.9 | 9.4 | 11.5 | 13.0 | 12.7 | 2. CKOC 1259/26.8 |
| 3. CHAM 65/10.8 | 9.3 | 10.5 | 8.6 | 12.3 | 3. CILQ-F 830/17.7 |
| 4. CILQ-F 61/10.1 | 10.1 | 8.8 | 7.8 | 6.4 | 4. CHAM 810/17.3 |
| 5. CKDS-F 51/ 8.4 | 10.2 | 8.6 | 8.5 | 7.2 | 5. CHUM-F 661/14.1 |
| 6. CFNY-F 49/ 8.1 | 3.2 | 5.0 | 6.1 | 3.4 | 6. CKDS-F 604/12.9 |

FM SHARE: 45.96% (262 of 570)

| <u>MEN 18-34</u> | <u>MEN 18-49</u> | <u>MEN 25-54</u> |
|------------------|------------------|------------------|
| 1. CILQ-F 27.3 | 1. CILQ-F 18.6 | 1. CHAM 14.3 |
| 2. CFNY-F 21.9 | 2. CFNY-F 15.5 | 2. CFNY-F 13.6 |
| | 3. CHAM 10.8 | 3. CHML 11.7 |
| | 4. CKOC 9.3 | 4. CILQ-F 10.4 |

| <u>WOMEN 18-34</u> | <u>WOMEN 18-49</u> | <u>WOMEN 25-54</u> |
|--------------------|--------------------|--------------------|
| 1. CKOC 22.8 | 1. CKOC 19.4 | 1. CKOC 15.1 |
| 2. CILQ-F 12.3 | 2. CHAM 12.9 | 2. CHAM 13.8 |
| 3. CHAM 11.4 | 3. CHML 10.2 | 3. CHML 13.2 |
| | | 4. CKDS-F 12.6 |

| <u>12+ AMD</u> | <u>12+ MID</u> | <u>12+ PMD</u> | <u>12+ EVE</u> |
|----------------|----------------|----------------|----------------|
| 1. CHML 19.1 | 1. CHML 12.3 | 1. CHML 13.1 | 1. CFNY-F 15.8 |
| 2. CKOC 15.0 | 2. CHAM 11.6 | 2. CILQ-F 11.1 | 2. CILQ-F 15.2 |
| 3. CHAM 10.8 | 3. CKOC 10.9 | 3. CKOC 9.9 | 3. CKOC 10.6 |
| 4. CKDS-F 9.4 | 4. CKDS-F 10.6 | CHAM 9.9 | 4. CHAM 7.7 |

TEENS

| | |
|-----------|------|
| 1. CKOC | 31.6 |
| 2. CILQ-F | 17.5 |
| 3. CFNY-F | 14.0 |
| CHUM | 14.0 |

ADULTS 18-34

| | |
|-----------|------|
| 1. CILQ-F | 20.2 |
| 2. CFNY-F | 16.1 |
| 3. CKOC | 13.6 |

ADULTS 18-49

| | |
|-----------|------|
| 1. CKOC | 14.2 |
| 2. CILQ-F | 13.4 |
| 3. CHAM | 11.8 |
| 4. CFNY-F | 10.8 |

ADULTS 25-54

| | |
|-----------|------|
| 1. CHAM | 14.1 |
| 2. CHML | 12.5 |
| CKOC | 12.5 |
| 4. CKDS-F | 9.6 |

RADIO STATIONS

| | | |
|--------------------------------|---------|--------------|
| CHAM, 1280, 10 KW, COUNTRY | Moffat | D. Kay |
| CHML, 900, 50 KW, AC | Westcom | D. Luzzi |
| CKOC, 1150, 50 KW, CHR | | R. MacDonald |
| CINQ-F, 107.9, 50 KW, NOST/MOR | | W. Evanov |
| CKDS-F, 95.3, 100 KW, BTFL | Westcom | D. Luzzi |

Other ranked stations - See Toronto

KITCHENOR/WATERLOO, ONTARIO

| 12+ AQH/CUME | J/M | O/D | J/S | A/J | 12+ CUME/CUME RATING |
|-------------------|------|------|------|------|----------------------|
| | 85 | 84 | 84 | 84 | |
| 1. CHYM 115/25.3 | 19.4 | 23.5 | 18.5 | 23.5 | 1. CHYM 1325/53.6 |
| 2. CKGL-F 55/12.1 | 10.9 | 10.6 | 13.3 | 9.7 | 2. CKKW 535/21.6 |
| 3. CILQ-F 48/10.5 | 7.8 | 9.9 | 7.1 | 6.0 | 3. CKGL-F 505/20.4 |
| 4. CKKW 36/ 7.9 | 9.6 | 6.8 | 11.8 | 10.3 | 4. CILQ-F 457/18.5 |
| 5. CFCA-F 35/ 7.7 | 8.5 | 7.7 | 4.2 | 6.5 | 5. CFCA-F 389/15.7 |

FM SHARE: 49.56% (212 of 427)

| <u>MEN 18-34</u> | <u>MEN 18-49</u> | <u>MEN 25-54</u> |
|------------------|------------------|------------------|
| 1. CHYM 26.7 | 1. CHYM 27.7 | 1. CHYM 27.0 |
| 2. CILQ-F 24.8 | 2. CILQ-F 16.9 | 2. CKGL-F 16.2 |

TEENS

| | |
|-----------|------|
| 1. CHYM | 37.8 |
| 2. CILQ-F | 17.8 |

ADULTS 18-34

| | |
|-----------|------|
| 1. CHYM | 30.1 |
| 2. CILQ-F | 20.4 |

ADULTS 18-49

| | |
|-----------|------|
| 1. CHYM | 28.6 |
| 2. CILQ-F | 13.5 |
| 3. CKGL-F | 13.1 |

Continued on next page

| | | | |
|--------------------|--------------------|--------------------|---------------------|
| <u>WOMEN 18-34</u> | <u>WOMEN 18-49</u> | <u>WOMEN 25-54</u> | <u>ADULTS 25-54</u> |
| 1. CHYM 33.7 | 1. CHYM 29.5 | 1. CHYM 25.0 | 1. CHYM 26.0 |
| 2. CILQ-F 15.8 | 2. CKGL-F 14.1 | 2. CKGL-F 19.2 | 2. CKGL-F 17.7 |

| | | | |
|----------------|----------------|----------------|----------------|
| <u>12+ AMD</u> | <u>12+ MID</u> | <u>12+ PMD</u> | <u>12+ EVE</u> |
| 1. CHYM 28.4 | 1. CHYM 20.9 | 1. CHYM 21.8 | 1. CHYM 23.1 |
| 2. CKGL-F 13.2 | 2. CFCA-F 10.3 | 2. CKGL-F 11.5 | 2. CILQ-F 14.4 |
| 3. CKKW 11.7 | 3. CKGL-F 9.8 | 3. CILQ-F 11.3 | 3. CKGL-F 9.3 |
| | 4. CILQ-F 9.0 | 4. CFCA-F 7.0 | |

RADIO STATIONS

| | | |
|--------------------------------|-----|--------------|
| CHYM, 570, 10 KW, CHR | Key | J. Webb |
| CKKW, 1090, 10 KW, MOR | | D. MacDonald |
| CKGL-F, 96.7, 24 KW, COUNTRY | Key | J. Webb |
| CFCA-F, 105.3, 100 KW, BTFL/EZ | | D. MacDonald |
| CILQ-F - See Toronto | | |

MONTREAL, QUEBEC

| <u>12+ AQH/SHARE</u> | <u>J/M</u> | <u>O/D</u> | <u>J/S</u> | <u>A/J</u> | <u>12+ CUME/CUME RATING</u> |
|----------------------|------------|------------|------------|------------|-----------------------------|
| | 85 | 84 | 84 | 84 | |
| 1. CKAC 518/10.0 | 10.6 | 9.0 | 9.4 | 10.9 | 1. CKAC 6002/24.7 |
| 2. CKMF-F 502/ 9.7 | 8.6 | 11.7 | 13.6 | 10.0 | 2. CKOI-F 4992/20.6 |
| 3. CKVL 450/ 8.7 | 8.3 | 8.5 | 5.9 | 7.2 | 3. CKMF-F 4530/18.7 |
| 4. CKOI-F 445/ 8.6 | 7.8 | 9.0 | 10.6 | 9.1 | 4. CHOM-F 4446/18.3 |
| 5. CHOM-F 372/ 7.2 | 8.2 | 7.5 | 8.0 | 9.1 | 5. CKVL 4304/17.7 |
| 6. CJMS 366/ 7.1 | 7.9 | 6.9 | 5.6 | 8.7 | 6. CJMS 3840/15.8 |
| 7. CFGL-F 347/ 6.7 | 4.1 | 4.2 | 3.9 | 3.5 | 7. CJFM-F 2905/12.0 |
| 8. CITE-F 310/ 6.0 | 6.2 | 6.7 | 7.1 | 7.2 | 8. CBF 2761/11.4 |
| 9. CJFM-F 295/ 5.7 | 6.9 | 4.8 | 4.8 | 4.6 | 9. CJAD 2716/11.2 |
| 10. CJAD 264/ 5.1 | 6.6 | 6.0 | 5.7 | 5.5 | 10. CFGL-F 2553/10.5 |
| 11. CKGM 207/ 4.0 | 3.9 | 3.4 | 2.8 | 2.8 | 11. CITE-F 2528/10.4 |
| 12. CFQR-F 169/ 3.3 | 4.4 | 3.7 | 3.7 | 3.7 | 12. CKGM 2281/ 9.4 |
| 13. CBF 168/ 3.2 | 3.2 | 3.5 | 3.1 | 3.6 | 13. CFCF 1973/ 8.1 |
| 14. CIEL-F 141/ 2.7 | 2.3 | 3.2 | 3.1 | 3.3 | 14. CFQR-F 1888/ 7.8 |
| 15. CKLM 121/ 2.3 | 2.4 | 3.5 | 3.7 | 3.3 | 15. CBF-F 1612/ 6.6 |
| 16. CBF-F 112/ 2.2 | 1.7 | 2.6 | 2.5 | 2.4 | |
| 17. CFCF 106/ 2.0 | 2.5 | 2.3 | 2.9 | 1.9 | |

FM SHARE: 54.61% (2731 of 5001)

TEENS

| |
|----------------|
| 1. CKMF-F 23.0 |
| CHOM-F 23.0 |
| 3. CKGM 19.7 |
| 4. CKOI-F 15.9 |

ADULTS 18-34

| |
|----------------|
| 1. CKMF-F 18.0 |
| 2. CKOI-F 15.8 |
| 3. CHOM-F 12.6 |
| 4. CJFM-F 11.0 |

ADULTS 18-49

| |
|----------------|
| 1. CKMF-F 11.9 |
| 2. CKOI-F 11.7 |
| 3. CJFM-F 8.4 |
| CHOM-F 8.4 |
| 5. CFGL-F 8.0 |

ADULTS 25-54

| |
|---------------|
| 1. CKAC 10.8 |
| 2. CFGL-F 9.4 |
| 3. CJMS 8.9 |
| 4. CKMF-F 7.6 |
| 5. CKOI-F 7.5 |
| 6. CITE-F 7.3 |

| | | |
|------------------|------------------|------------------|
| <u>MEN 18-34</u> | <u>MEN 18-49</u> | <u>MEN 25-54</u> |
| 1. CKMF-F 19.9 | 1. CKMF-F 13.5 | 1. CKAC 11.8 |
| 2. CHOM-F 17.1 | 2. CKOI-F 12.7 | 2. CFGL-F 10.1 |
| 3. CKOI-F 16.1 | 3. CHOM-F 11.9 | 3. CKMF-F 8.6 |
| 4. CJFM-F 9.6 | 4. CKAC 8.0 | 4. CKOI-F 8.5 |
| | 5. CFGL-F 7.9 | 5. CJMS 8.0 |

| | | |
|--------------------|--------------------|--------------------|
| <u>WOMEN 18-34</u> | <u>WOMEN 18-49</u> | <u>WOMEN 25-54</u> |
| 1. CKMF-F 16.1 | 1. CKOI-F 10.8 | 1. CKAC 10.0 |
| 2. CKOI-F 15.5 | 2. CKMF-F 10.5 | 2. CJMS 9.6 |
| 3. CJFM-F 12.3 | 3. CJFM-F 9.3 | 3. CITE-F 8.7 |
| 4. CHOM-F 8.2 | 4. CITE-F 8.0 | CFGL-F 8.7 |
| | CFGL-F 8.0 | 5. CJFM-F 7.6 |

Continued on next page

| <u>12+ AMD</u> | | <u>12+ MID</u> | | <u>12+ PMD</u> | | <u>12+ EVE</u> | |
|----------------|------|----------------|------|----------------|------|----------------|------|
| 1. CKAC | 14.3 | 1. CKAC | 12.7 | 1. CKOI-F | 10.0 | 1. CKOI-F | 12.6 |
| 2. CKVL | 12.7 | 2. CKVL | 10.5 | 2. CKMF-F | 9.3 | 2. CHOM-F | 12.5 |
| 3. CJMS | 10.0 | 3. CJMS | 9.4 | 3. CHOM-F | 8.9 | 3. CKMF-F | 10.7 |
| 4. CJAD | 7.3 | 4. CKMF-F | 8.5 | CFGL-F | 8.9 | 4. CITE-F | 7.3 |
| 5. CBF | 6.6 | 5. CKOI-F | 6.8 | 5. CKAC | 8.1 | 5. CKAC | 7.0 |

RADIO STATIONS

| | | |
|--------------------------------------|-----------|--------------|
| CBF , 690, 50 KW, VARIOUS | CBC | J. Blais |
| CFCF, 600, 5 KW, MOR/AC | | D. Middleton |
| CJAD, 800, 50 KW/10 KW, AC/TALK | | R. Lucas |
| CJMS, 1280, 50 KW, AC | | P. Buelne |
| CKAC, 730, 50 KW, MOR | Telemedia | P. Arcand |
| CKGM, 980, 10 KW, CHR | | P. Parker |
| CKLM, 1570, 50 KW, AC | | R. Brunelle |
| CKVL, 850, 50 KW/10 KW, COUNTRY/TALK | | M. Scott |
| CBF-F , 100.7, 100 KW, CLASSICAL | CBC | J. Blais |
| CFGL-F, 105.7, 44 KW, MOR | | R. Saucier |
| CFQR-F, 92.5, 43 KW, BTFL | | D. Middleton |
| CHOM-F, 97.7, 41 KW, AOR | | P. Parker |
| CIEL-F, 98.5, 100 KW, MOR | | P. Elie |
| CITE-F, 107.3, 100 KW, MOR | | J. Lina |
| CJFM-F, 95.9, 41 KW, AC | | G. Stewart |
| CKMF-F, 94.3, 44 KW, CHR | | G. Banville |
| CKOI-F, 96.9, 307 KW, CHR | | M. Scott |

OTTAWA/HULL, ONTARIO

| <u>12+ AQH/CUME</u> | <u>J/M</u> | <u>O/D</u> | <u>J/S</u> | <u>A/J</u> | <u>12+ CUME/CUME RATING</u> | | |
|---------------------|------------|------------|------------|------------|-----------------------------|------------|-----------|
| | 85 | 84 | 84 | 84 | | | |
| 1. CHEZ-F | 160/15.5 | 16.4 | 15.3 | 16.3 | 15.4 | 1. CHEZ-F | 1940/31.2 |
| 2. CFRA | 127/12.3 | 11.9 | 13.3 | 12.9 | 12.3 | 2. CFRA | 1913/30.7 |
| 3. CKBY-F | 95/ 9.2 | 8.6 | 10.6 | 8.0 | 9.6 | 3. CFGO | 1184/19.0 |
| 4. CFGO | 83/ 8.0 | 7.2 | 7.8 | 8.6 | 9.5 | 4. CJRC | 1043/16.8 |
| 5. CBO | 78/ 7.6 | 5.8 | 8.4 | 6.0 | 7.5 | 5. CKBY-F | 1020/16.4 |
| CFMO-F | 78/ 7.6 | 8.8 | 7.4 | 6.7 | 8.0 | 6. CFMO-F | 894/14.4 |
| 7. CJRC | 75/ 7.3 | 7.5 | 8.0 | 7.5 | 6.6 | 7. CKCH | 855/13.7 |
| 8. CJSB | 73/ 7.1 | 6.1 | 5.0 | 2.1 | 1.6 | 8. CJSB | 849/13.6 |
| 9. CIMF-F | 60/ 5.8 | 5.0 | 6.1 | 9.6 | 7.5 | 9. CBO | 848/13.6 |
| 10. CBO-F | 38/ 3.7 | 4.9 | 2.6 | 4.0 | 4.8 | 10. CIMF-F | 760/12.2 |
| 11. CHEQ-F | 35/ 3.4 | 1.8 | 2.3 | .4 | --- | | |
| 12. CKOY | 34/ 3.3 | 3.8 | 2.3 | 2.9 | 3.2 | | |
| 13. CKCH | 32/ 3.1 | 5.9 | 4.0 | 7.5 | 8.4 | | |

12+ FM SHARE: 49.41% (503 of 1018)

MEN 18-34

1. CHEZ-F 42.1

MEN 18-49

1. CHEZ-F 29.2
2. CKBY-F 11.3
3. CFRA 10.3

MEN 25-54

1. CHEZ-F 17.2
2. CKBY-F 13.2
3. CFRA 10.3
4. CJRC 9.9

WOMEN 18-34

1. CHEZ-F 17.1
2. CFRA 13.4
3. CFGO 12.0
4. CIMF-F 9.7

WOMEN 18-49

1. CHEZ-F 13.5
2. CFRA 12.9
3. CFGO 10.7
4. CKBY-F 10.0

WOMEN 25-54

1. CFRA 13.7
2. CBO 13.0
3. CHEZ-F 9.1
CIMF-F 9.1
CKBY-F 9.1

TEENS

1. CFRA 34.1
2. CHEZ-F 26.1
3. CFGO 21.6

ADULTS 18-34

1. CHEZ-F 29.0
2. CFRA 10.6
CFGO 10.6
4. CKBY-F 8.2

ADULTS 18-49

1. CHEZ-F 21.3
2. CFRA 11.6
3. CKBY-F 10.7
4. CFGO 8.5

ADULTS 25-54

1. CHEZ-F 13.1
2. CFRA 12.0
3. CKBY-F 11.1
4. CBO 9.7

| <u>12+ AMD</u> | | <u>12+ MID</u> | | <u>12+ PMD</u> | | <u>12+ EVE</u> | |
|----------------|------|----------------|------|----------------|------|----------------|------|
| 1. CFRA | 14.6 | 1. CHEZ-F | 14.2 | 1. CHEZ-F | 16.5 | 1. CHEZ-F | 23.3 |
| 2. CHEZ-F | 12.0 | 2. CFRA | 11.8 | 2. CFRA | 10.8 | 2. CIMF-F | 11.0 |
| 3. CBO | 10.0 | 3. CJRC | 10.6 | 3. CKBY-F | 9.3 | 3. CFMO-F | 9.1 |
| 4. CKBY-F | 9.3 | 4. CKBY-F | 10.0 | 4. CFGO | 9.2 | 4. CKBY-F | 7.9 |

RADIO STATIONS

| | | |
|--------------------------------------|------------------|-------------------------|
| CBO , 920, 50 KW, VARIETY | CBC | D. Delmage |
| CFGO, 1440, 50 KW, CHR | | P. Natall |
| CFRA, 580, 50 KW, CHR | CHUM | T. Kielty (GATINEAU) |
| CJRC, 1150, 50 KW/10 KW, MOR | | L. Benoit |
| CJSB, 540, 50 KW/10 KW, NOSTALGIA | Telemedia (HULL) | M. Paris |
| CKCH, 970, 10 KW, AC | | H. Blackadar |
| CKOY, 1310, 50 KW, AC | | |
| CBO-F , 103.3, 84 KW, CLASSICAL/JAZZ | CBC | D. Delmage |
| CFMO-F, 93.9, 196 KW, BTFL | CHUM | G. Atkinson |
| CHEZ-F, 106.1, 100 KW, AOR | | C. Azzarello |
| CIMF-F, 94.9, 74 KW, BTFL | Telemedia (HULL) | J. DeLaDurantaye |
| CKBY-F, 105.3, 100 KW, COUNTRY | | H. Blackadar |
| CHEQ-F, 101.1, 100 KW, AC | (SMITH'S FALLS) | G. Perrin |

QUEBEC CITY, QUEBEC

| <u>12+ AQH/CUME</u> | <u>J/M</u> | <u>0/D</u> | <u>12+ CUME/CUME RATING</u> | | | | |
|---------------------|------------|------------|-----------------------------|-----------|-----------|---------------------|------|
| | 85 | 84 | | | | | |
| 1. CHRC | 255/30.2 | 28.3 | 30.2 | 1. CHRC | 2634/53.6 | <u>TEENS</u> | |
| 2. CJMF-F | 124/14.7 | 16.5 | 16.3 | 2. CJMF-F | 1365/27.8 | 1. CJMF-F | 54.8 |
| 3. CITF-F | 116/13.7 | 15.7 | 13.0 | 3. CITF-F | 991/20.2 | 2. CHOI-F | 14.3 |
| 4. CJRP | 78/ 9.2 | 6.1 | 5.9 | 4. CJRP | 863/17.6 | 3. CFLS | 11.9 |
| 5. CHOI-F | 69/ 8.2 | 8.2 | 8.4 | 5. CHOI-F | 828/16.9 | <u>ADULTS 18-34</u> | |
| 6. CFLS | 45/ 5.3 | 5.6 | 7.0 | 6. CBV | 652/13.3 | 1. CJMF-F | 26.5 |
| 7. CBV | 43/ 5.1 | 5.5 | 5.4 | 7. CFLS | 630/12.8 | 2. CHRC | 14.5 |
| 8. CHIK-F | 36/ 4.3 | 4.3 | 3.9 | 8. CKCV | 426/ 8.7 | 3. CHOI-F | 14.2 |
| 9. CKCV | 30/ 3.6 | 2.4 | 4.0 | 9. CHIK-F | 323/ 6.6 | 4. CITF-F | 11.3 |
| 10. CBV-F | 19/ 2.2 | 2.5 | 2.1 | 10. CBV-F | 259/ 5.3 | | |

FM SHARE: 45.73% (380 of 831)

| <u>MEN 18-34</u> | <u>MEN 18-49</u> | <u>MEN 25-54</u> | <u>ADULTS 18-49</u> | | |
|------------------|------------------|------------------|---------------------|-----------|------|
| 1. CJMF-F | 31.3 | 1. CJMF-F | 23.2 | 1. CHRC | 22.9 |
| 2. CHOI-F | 14.0 | 2. CHRC | 19.9 | 2. CJMF-F | 18.1 |
| 3. CHRC | 12.8 | 3. CITF-F | 13.1 | 3. CITF-F | 15.6 |
| 4. CFLS | 10.1 | 4. CHOI-F | 10.9 | 4. CHOI-F | 10.6 |
| CITF-F | 10.1 | | | | |

| <u>WOMEN 18-34</u> | <u>WOMEN 18-49</u> | <u>WOMEN 25-54</u> | <u>ADULTS 25-54</u> | | |
|--------------------|--------------------|--------------------|---------------------|-----------|------|
| 1. CJMF-F | 21.2 | 1. CHRC | 25.7 | 1. CHRC | 27.4 |
| 2. CHRC | 16.4 | 2. CITF-F | 17.8 | 2. CITF-F | 18.7 |
| 3. CHOI-F | 14.5 | 3. CJMF-F | 13.4 | 3. CJMF-F | 11.3 |
| 4. CHIK-F | 12.7 | 4. CHOI-F | 10.3 | 4. CHOI-F | 9.1 |
| CITF-F | 12.7 | | | | |

| <u>12+ AMD</u> | <u>12+ MID</u> | <u>12+ PMD</u> | <u>12+ EVE</u> | | | | |
|----------------|----------------|----------------|----------------|-----------|------|-----------|------|
| 1. CHRC | 51.7 | 1. CHRC | 25.7 | 1. CHRC | 26.0 | 1. WJMF-F | 25.4 |
| 2. CBV | 9.6 | 2. CITF-F | 16.6 | 2. CJMF-F | 16.0 | 2. CHRC | 17.4 |
| 3. CJRP | 9.3 | 3. CJMF-F | 11.9 | 3. CITF-F | 15.3 | 3. CITF-F | 16.7 |
| 4. CITF-F | 8.9 | 4. CJRP | 11.6 | 4. CJRP | 10.4 | 4. CHOI-F | 13.8 |

Continued on next page

RADIO STATIONS (Con't)

| | | | |
|-------------------------|-----------|-----------|--------------|
| CBV , 980, 50 KW | , VARIETY | CBC | M. Thivierge |
| CFLS, 920, 10 KW | , CHR | (LEVIS) | P. Picard |
| CHRC, 800, 50 KW | , MOR | | J. Duhamel |
| CJRP, 1060, 50 KW/10 KW | MOR | | A. Gagnon |
| CKCV, 1280, 50 KW | , MOR | Telemedia | L. Champagne |
| CBV-F , 95.3, 100 KW | VARIETY | CBC | M. Thevierge |
| CHIK-F, 98.9, 41 KW | BTFL/EZ | | |
| CHOI-F, 98.1, 81 KW | CONTEMP | | J. Duhamel |
| CITF-F, 107.5, 39 KW | MOR/AC | Telemedia | M. Lachance |
| CJMF-F, 93.3, 48 KW | AOR | | C. Thibodeau |

TORONTO, ONTARIO

| 12+ AQH/CUME | J/M | O/D | J/S | A/J | 12+ CUME/CUME RATING | | |
|--------------|----------|------|------|------|----------------------|------------|-----------|
| | 85 | 84 | 84 | 84 | | | |
| 1. CFRB | 634/13.5 | 16.3 | 16.7 | 15.9 | 14.8 | 1. CFRB | 7162/27.4 |
| 2. CFTR | 433/ 9.2 | 9.3 | 6.7 | 8.0 | 7.4 | 2. CFTR | 5856/22.4 |
| 3. CILQ-F | 426/ 9.1 | 7.9 | 7.4 | 6.0 | 6.6 | 3. CHUM-F | 5425/20.8 |
| 4. CJCL | 374/ 8.0 | 3.7 | 5.3 | 5.7 | 6.4 | 4. CHUM | 5043/19.3 |
| 5. CKFM-F | 344/ 7.3 | 9.3 | 7.9 | 7.7 | 7.0 | 5. CILQ-F | 4260/16.3 |
| 6. CHUM-F | 335/ 7.1 | 6.0 | 5.1 | 5.6 | 6.4 | 6. CKFM-F | 4189/16.1 |
| 7. CHFI-F | 299/ 6.4 | 6.1 | 5.7 | 5.4 | 4.1 | 7. CJCL | 3829/14.7 |
| 8. CFGM | 271/ 5.8 | 3.3 | 4.4 | 4.4 | 5.9 | 8. CHFI-F | 3717/14.2 |
| 9. CBL | 221/ 4.7 | 4.9 | 6.1 | 5.3 | 3.4 | 9. CBL | 3048/11.7 |
| 10. CFNY-F | 218/ 4.6 | 5.9 | 5.7 | 5.6 | 6.0 | 10. CFNY-F | 2945/11.3 |
| 11. CHUM-F | 215/ 4.6 | 5.0 | 5.0 | 6.2 | 6.9 | 11. CKEY | 2904/11.1 |
| 12. CKEY | 181/ 3.9 | 5.4 | 5.6 | 4.6 | 5.0 | 12. CFGM | 2530/ 9.7 |

FM SHARE: 45.52% (1998 of 4389)

MEN 18-34

| | |
|-----------|------|
| 1. CILQ-F | 25.6 |
| 2. CHUM-F | 14.8 |
| 3. CFNY-F | 11.2 |
| 4. CFTR | 7.3 |
| 5. CKFM-F | 6.8 |

MEN 18-49

| | |
|-----------|------|
| 1. WILQ-F | 16.6 |
| 2. CHUM-F | 11.3 |
| 3. CHFI-F | 8.4 |
| 4. CKFM-F | 8.0 |
| 5. CFNY-F | 7.5 |

MEN 25-54

| | |
|-----------|------|
| 1. CHFI-F | 11.2 |
| 2. CFGM | 10.5 |
| 3. CKFM-F | 9.5 |
| 4. CJCL | 7.8 |
| CHUM-F | 7.8 |

WOMEN 18-34

| | |
|-----------|------|
| 1. CFTR | 18.0 |
| 2. CILQ-F | 13.5 |
| 3. CKFM-F | 13.4 |
| 4. CHUM-F | 10.0 |
| 5. CHFI-F | 9.1 |

WOMEN 18-49

| | |
|-----------|------|
| 1. CKFM-F | 12.7 |
| 2. CFTR | 11.7 |
| 3. CILQ-F | 9.4 |
| 4. CHFI-F | 9.3 |
| 5. CFRB | 7.3 |

WOMEN 25-54

| | |
|-----------|------|
| 1. CKFM-F | 13.1 |
| 2. CFRB | 11.1 |
| 3. CHFI-F | 10.0 |
| 4. CFGM | 8.1 |

TEENS

| | |
|-----------|------|
| 1. CFTR | 39.4 |
| 2. CHUM-F | 13.2 |
| 3. CILQ-F | 12.7 |
| 4. CHUM | 12.3 |
| 5. CFNY-F | 11.3 |

ADULTS 18-34

| | |
|-----------|------|
| 1. CILQ-F | 18.9 |
| 2. CFTR | 13.1 |
| 3. CHUM-F | 12.2 |
| 4. CKFM-F | 10.4 |
| 5. CFNY-F | 8.4 |

ADULTS 18-49

| | |
|-----------|------|
| 1. CILQ-F | 12.7 |
| 2. CKFM-F | 10.6 |
| 3. CHUM-F | 9.1 |
| 4. CFTR | 8.9 |
| CHFI-F | 8.9 |

ADULTS 25-54

| | |
|-----------|------|
| 1. CKFM-F | 11.5 |
| 2. CHFI-F | 10.5 |
| 3. CFGM | 9.2 |
| 4. CFRB | 8.5 |
| 5. CJCL | 6.5 |

12+ AMD

| | |
|-----------|------|
| 1. CFRB | 18.0 |
| 2. CKFM-F | 8.7 |
| 3. CFTR | 8.0 |
| 4. CBL | 7.3 |
| 5. CILQ-F | 6.9 |

12+ MID

| | |
|-----------|------|
| 1. CFRB | 13.5 |
| 2. CJCL | 9.6 |
| 3. CILQ-F | 8.8 |
| 4. CKFM-F | 8.6 |
| 5. CFGM | 7.1 |

12+ PMD

| | |
|-----------|------|
| 1. CFRB | 13.5 |
| 2. CJCL | 9.6 |
| 3. CILQ-F | 8.8 |
| 4. CKFM-F | 8.6 |
| 5. CFGM | 7.1 |

12+ EVE

| | |
|-----------|------|
| 1. CILQ-F | 12.6 |
| 2. CFRB | 10.9 |
| 3. CFTR | 9.8 |
| 4. CJCL | 9.0 |
| 5. CFNY-F | 7.6 |

RADIO STATIONS

| | | |
|----------------------------|--------|------------|
| CBL , 740, 50 KW, VARIOUS | CBC | K. Lack |
| CFGM, 1320, 50 KW, COUNTRY | | G. Slaight |
| CFRB, 1010, 50 KW, MOR | | W. Hall |
| CFTR, 680, 50 KW, CHR | Rogers | A. Viner |
| CHUM, 1050, 50 KW, CHR | | J. Waters |

Continued on next page

RADIO STATIONS

| | | |
|-------------------------------|-----------|----------------|
| CJCL, 1430, 50 KW, NOSTALGIA | Telemedia | D. Ackhurst |
| CKEY, 590, 10 KW, OLDIES | | M. Mangialardo |
| CBL-F, 94.1, 38 KW, VARIOUS | CBC | K. Lack |
| CFNY-F, 102.1, 35 KW, CONTEMP | Selkirk | W. Hutton |
| CHFI-F, 98.1, 44 KW, AC | Rogers | |
| CHUM-F, 104.5, 40 KW, AOR | | D. Roman |
| CILQ-F, 107.1, 40 KW, AOR | | G. Slaight |
| CKFM-F, 99.9, 40 KW, AC | | W. Ballentine |

WINNIPEG, MANITOBA

| 12+ AQH/SHARE | J/M | O/D | J/S | A/J | 12+ CUME/CUME RATING |
|-------------------|------|------|------|------|----------------------|
| | 85 | 84 | 84 | 84 | |
| 1. CJOB 168/21.1 | 24.5 | 25.8 | 23.0 | 25.1 | 1. CJOB 2279/45.0 |
| 2. CKRC 97/12.2 | 12.0 | 12.0 | 13.1 | 14.4 | 2. CKY 1776/35.1 |
| 3. CHIQ-F 89/11.2 | 11.6 | 10.5 | 13.1 | 9.2 | 3. CHIQ-F 1448/28.6 |
| CKY 89/11.2 | 10.7 | 11.6 | 10.0 | 9.0 | 4. CFRW 1371/27.1 |
| 5. CITI-F 88/11.1 | 11.6 | 11.7 | 12.8 | 13.5 | 5. CKRC 1368/27.0 |
| 6. CFRW 77/ 9.7 | 9.0 | 6.5 | 7.7 | 10.6 | 6. CITI-F 1334/26.4 |
| 7. CBW 57/ 7.2 | 6.6 | 6.9 | 5.3 | 6.1 | 7. CBW 808/16.0 |
| 8. CKWG-F 34/ 4.3 | 4.5 | 3.4 | 3.8 | 3.6 | 8. CKIS-F 565/11.2 |
| 9. CKIS-F 28/ 3.5 | 3.2 | 2.6 | 3.3 | 2.2 | 9. CKWG-F 517/10.2 |
| 10. CBW-F 25/ 3.1 | 2.7 | 2.9 | 2.3 | 2.3 | 10. CBW-F 458/ 9.0 |

FM SHARE: 33.76% (264 of 782)

MEN 18-34

1. CITI-F 29.9
2. CHIQ-F 19.5
3. CKY 17.5

MEN 18-49

1. CITI-F 21.5
2. CHIQ-F 17.1
3. CKY 14.9
4. CKRC 11.0

MEN 25-54

1. CKRC 15.2
2. CHIQ-F 14.6
3. CKY 13.5
4. CJOB 12.4

WOMEN 18-34

1. CHIQ-F 23.4
2. CKY 20.4
3. CFRW 13.8
4. CITI-F 12.6

WOMEN 18-49

1. CHIQ-F 17.1
2. CKRC 15.9
3. CKY 15.5
4. CFRW 10.7

WOMEN 25-54

1. CKRC 21.7
2. CJOB 15.5
3. CKY 13.0
4. CHIQ-F 10.1

12+ AMD

1. CJOB 31.6
2. CKRC 12.3
3. CKY 9.6
4. CBW 9.3

12+ MID

1. CJOB 25.7
2. CKRC 11.6
- CKY 11.6
4. CHIQ-F 11.5

12+ PMD

1. CHIQ-F 14.8
2. CITI-F 13.1
3. CKY 12.7
4. CKRC 11.8

12+ EVE

1. CITI-F 17.0
2. CKRC 15.8
3. CFRW 12.5
4. CKY 12.5
5. CHIQ-F 12.4

RADIO STATIONS

| | | |
|------------------------------------|---------|---------------|
| CBW, 990, 50 KW, VARIETY | CBC | J. Courtarche |
| CFRW, 1290, 10 KW, CHR | CHUM | B. Laine |
| CJOB, 680, 50 KW, MOR | Westcom | J. Cochrane |
| CKRC, 630, 10 KW, COUNTRY | | G. Miles |
| CKY, 580, 50 KW, CONTEMP | Moffat | R. Hennessey |
| CBW-F, 98.3, 354 KW, CLASS/VARIETY | CBC | J. Courtarche |
| CHIQ-F, 94.3, 100 KW, CONTEMP | CHUM | B. Laine |
| CITI-F, 92.1, 360 KW, AOR | Moffat | R. Hennessey |
| CKIS-F, 97.5, 310 KW, AC | Westcom | P. Grant |
| CKWG-F, 103.1, 100 KW, COUNTRY | | G. Miles |

TEENS

1. CFRW 51.8
2. CITI-F 23.2

ADULTS 18-34

1. CHIQ-F 21.5
2. CITI-F 20.9
3. CKY 19.0

ADULTS 18-49

1. CHIQ-F 17.1
2. CITI-F 15.4
3. CKY 15.2
4. CKRC 13.5

ADULTS 25-54

1. CKRC 18.7
2. CJOB 14.0
3. CKY 13.2
4. CHIQ-F 12.2





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