

AMERICAN RADIO

Small Market Edition 1988



James H. Duncan, Jr.

AMERICAN RADIO
1988 SMALL MARKET EDITION

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

I am pleased to present the fifth edition of American Radio - Small Market Edition. This book is designed to complement the primary edition of American Radio by providing expanded coverage of over 100 smaller radio markets in the United States.

The Small Market Edition is issued every September.

Your support of my work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I urge you to do so. I can be reached at this address:

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

Special thanks to Tom Duncan and Beth Barnhorst for their excellent help in the preparation of this edition.

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Biloxi-Gulfport, MS	Joplin, MO	Rochester, MN
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LEADING STATIONS IN ARBITRON CONDENSED MARKETS*

<u>STATION</u>	<u>MARKET</u>	<u>SHARE</u>	<u>FORMAT</u>	<u>GROUP OWNER</u>
1. WJIZ-F	Albany, GA	39.6	Black	
2. WBKR-F	Owensboro, KY	35.2	Country	
3. KLUR-F	Wichita Falls, TX	34.4	Country	
4. WSTO-F	Owensboro, KY	34.3	CHR	
5. WTNY-F	Watertown, NY	34.2	CHR	
6. KBOZ-F	Bozeman, MT	31.9	CHR	Citadel
5. WOKK-F	Meridian, MS	31.1	Country	New South
8. KVIC-F	Victoria, TX	30.5	CHR	
9. KIXY-F	San Angelo, TX	30.2	CHR	
10. WCIR-F	Beckley, WV	30.0	Contemp	
11. KJCS-F	Lufkin-Nacog, TX	28.9	Country	
12. KCJB	Minot, ND	28.4	Country	
13. WXIL-F	Parkersburg, WV	28.0	CHR	
14. WAXX-F	Eau Claire, WI	27.9	Country	
15. WAZY-F	Lafayette, IN	27.8	CHR	
16. WMME-F	Augusta, ME	27.1	CHR	Marcom
17. WILQ-F	Williamsport, PA	25.9	Country	
18. KBCE-F	Alexandria, LA	25.8	Black	
19. KAFX-F	Lufkin-Nacog, TX	25.7	CHR	
WPFM-F	Panama City, FL	25.7	CHR	
21. WTVY-F	Dothan, AL	25.6	Country	
22. KKIX-F	Fayetteville, AR	25.4	Country	
23. KGLI-F	Sioux City, IA	25.0	AC	
KIOK-F	Tri-Cities, WA	25.0	CHR	
25. WKDW-F	Staunton, VA	24.4	Country	
26. KDUX-F	Aberdeen, WA	24.2	CHR	
27. KYEA	Monroe, LA	23.8	Black	
28. KORA-F	Bryan-Coll. Station, TX	23.7	Country	Clear Channel
29. WIZM-F	La Crosse, WI	23.5	CHR	Midwest Family
30. KLAW-F	Lawton, OK	23.3	Country	
31. WYMG-F	Springfield, IL	23.3	AOR	Saga
32. WIAI-F	Danville, IL	23.0	Country	
33. KGGG-F	Rapid City, SD	22.8	CHR	
34. KYYY-F	Bismarck, ND	22.4	CHR	Meyer
WKMZ-F	Dothan, AL	22.4	Contemp	
36. KBOZ	Bozeman, MT	22.2	Country	Citadel
37. KAAK-F	Great Falls, MT	22.1	Contemp	
WRFY-F	Reading, PA	22.1	CHR	
39. KFBQ-F	Cheyenne, WY	22.0	CHR	
WSNX-F	Muskegon, MI	22.0	CHR	Goodrich
41. KFMZ-F	Columbia, MO	21.8	AOR/CHR	Contemporary Media
42. WSGM-F	Staunton, VA	21.3	CHR	Ogden
43. KLYV-F	Dubuque, IA	21.0	Contemp	Comm. Prop.
44. KROC-F	Rochester, MN	20.9	CHR	So. Minn.

* Based on 12+ Metro Share, 1/4 HR AVG, Mon-Sun, 6A-MID.

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

Arbitron's Condensed reports differ greatly from the standard market reports. Much of the data available in the standard book is not available in the Condensed. However, we have made do with what data is available.

The data for each station is read from left to right across the entire page. The methodology is the same as in the regular edition of American Radio.

ABERDEEN, WA

MSA Rank/Pop: NA
 ARB Rank/Pop: 259/52,200
 Market TSL: 18.0 hours
 Average Person Ratings: 12.6

Diaries: 368/142:1
 Sample Target: 250
 % Below Line: 33.3
 % Not Listed: 9.1

Retail \$: .32 Bil
 FM Share: 71.67%
 Stations: 14/5

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME S88	RATING S87	S86
1. KDUX-F	16/24.2	27.8	17.4	157	37.5	40.7	28.8
2. KXRO	11/16.7	18.1	13.0	134	27.2	35.0	32.8
3. KAYO-F	6/ 9.1	1.4	4.3	60	12.3	9.1	14.8
4. KAYO	4/ 6.1	8.3	5.8	56	10.7	18.1	16.1
KBRD-F	4/ 6.1	2.8	1.4	39	7.5	6.7	9.4
KISW-F	4/ 6.1	---	7.2	59	12.1	---	11.3
7. KGHO-F	3/ 4.5	1.4	4.3	34	7.3	7.4	11.3
KPLZ-F	3/ 4.5	5.6	---	43	12.1	7.6	---
KXRX-F	3/ 4.5	---	---	34	6.5	---	---
10. KIRO	2/ 3.0	4.2	4.3	33	6.9	7.6	5.5

12+ AMD

1. KDUX-F
2. KXRO >>
3. KAYO-F
4. KAYO-F
KRPM-F
KXRX-F

12+ MID

1. KXRJ
2. KDUX-F>>
3. KAYO-F
4. KAYO
KGHO-F
KBRD-F

12+ PMD

1. KDUX-F>
2. KXRO >
3. KAYO-F
4. KAYO
KISW-F

12+ EVE

1. KDUX-F>>
2. KISW-F
KPLZ-F>
4. KXRO
- 5.

ADULTS 18-34

1. KDUX-F>>
2. KXRO
KISW-F
4. KGHO-F
KXRX-F

ADULTS 25-54

1. KDUX-F>
2. KXRO >
3. KAYO-F>
4. KBRD-F
- 5.

ADULTS 35-64

1. KXRO >
2. KAYO-F
KDUX-F
KBRD-F>
5. KAYO

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBSG-F	97.3	Tacoma	1.5/ 4.4
KEZX-F	98.9	Seattle	1.5/ 2.7
KMGI-F	107.7	Seattle	1.5/ 4.4
KRPM-F	106.1	Tacoma	1.5/10.3

RADIO STATIONS

KAYO, 1450, 1 KW	, COUNTRY	ABC-E, \$ 12.00	(Torbet)	J. Servino
KXRO, 1320, 5 KW/1 KW (DA-N), AC		UPI, \$ 17.00	(Mc-Guild)	S. Levold
KAYO-F, 99.3, 3 KW @ -17,	COUNTRY	ABC-E, \$ 11.00	(Torbet)	J. Servino
KDUX-F, 104.7, 48 KW @ 360,	CHR	, \$ 16.00	(Mc-Guild)	S. Levold
KGHO-F, 95.3, 1.2 KW @ 750,	RELIGION	MBS, \$ 12.00	(---)	(HOQUIAM) J. Planck

Other ranked stations - See Seattle in Spring 88 edition of American Radio

ABILENE, TX

MSA Rank/Pop: 287/124,200
 ARB Rank/Pop: 200/128,400
 Market TSL: 20.5 hours
 Average Person Ratings: 14.9

Diaries: 358/359:1
 Sample Target: 310
 % Below Line: 3.1
 % Not Listed: 15.7

Retail \$: 1.60 Bil
 FM Share: 84.47%
 Stations: 15/13

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	CUME S87	RATING S86
1. KEAN-F	30/15.7	24.7	28.9	343	26.7	36.1	38.2
2. KWZD-F	26/13.6	12.1	---	254	19.8	16.7	---
3. KORQ-F	25/13.1	9.6	16.9	353	27.5	26.6	31.8
4. KEYJ-F	22/11.5	13.1	8.5	294	22.9	25.9	19.0
5. KFQX-F	14/ 7.3	5.6	6.0	220	17.1	16.5	22.0
6. KTLC-F	11/ 5.8	2.5	10.4	190	14.8	12.4	14.6
7. KFQX	14/ 4.2	3.5	8.5	128	10.0	13.0	14.6
8. KEAN	6/ 3.1	1.0	1.5	117	9.1	5.0	5.3
KORQ	6/ 3.1	3.5	3.5	112	8.7	11.3	8.6
10. KTCE-F	4/ 2.1	---	---	48	3.7	---	---

12+ AMD

1. KEAN-F>
2. KWZD-F<
3. KORQ-F>>
- 4.
- 5.

12+ MID

1. KEAN-F
2. KWZD-F>
3. KORQ-F>
- 4.
- 5.

12+ PMD

1. KEAN-F
2. KWZD-F>
3. KORQ-F
4. KFQX-F
5. KEYJ-F

12+ EVE

1. KEYJ-F>>
2. KORQ-F>
3. KFQX-F
- 4.
- 5.

ADULTS 18-34

1. KORQ-F
2. KEYJ-F
3. KFQX-F
- KWZD-F
5. KEAN-F

ADULTS 25-54

1. KEAN-F
2. KWZD-F
3. KORQ-F>>
- 4.
- 5.

ADULTS 35-64

1. KEAN-F
2. KWZD-F>>
- 3.
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEYJ	1560	Abilene	.5/3.9
KORQ	1340	Abilene	3.1/8.7
KVRP	1400	Stamford	.5/2.9
KVRP-F	95.5	Haskell	1.0/4.5
KELI-F	98.7	San Antonio	1.0/3.5
WBAP	820	Fort Worth	1.6/4.2

RADIO STATIONS

KEAN, 1280, 500 W/250 W (DA), COUNTRY	ABC-I, \$25.00 (Mc-Guild)	Sun Group	L. Murray
KFQX, 1470, 5 KW/1 KW (DA-N), NEWS/CLASSICS	ABC-I, \$13.00 (Mc-Guild)		B. Fox
KORQ, 1340, 1 KW/1 KW (DA-1), AC	,\$16.00 (HNWH)	Adams-Shelton	D. Martin
KEAN-F, 101.5, 100 KW @ 808, COUNTRY	ABC-I, \$26.00 (Mc-Guild)	Sun Group	L. Murray
KEYJ-F, 107.9, 100 KW @ 670, CONTEMP	,\$19.00 (Masla)		L. Mynatt
KFQX-F, 102.7, 3 KW @ 300, CHR	,\$20.00 (Mc-Guild)		B. Fox
KORQ-F, 100.7, 100 KW @ 1260, AC	US 1, \$ NA (Banner)	Adams-Shelton	D. Martin
KTCE-F, 98.1, 50 KW @ 300, ? ?	SMN, \$ NA (---)	(ANSON)	
KTLC-F, 99.7, 100 KW @ 744, AC	CBS, \$ NA (Riley)	(TYE)	D. Taylor
KWZD-F, 103.7, 100 KW @ 985, COUNTRY	,\$15.00 (Katz)	(HAMLIN)	J. Christoferson

ALBANY, GA

MSA Rank/Pop: 296/120,600
 ARB Rank/Pop: 237/93,400
 Market TSL: 20.75 hours
 Average Person Ratings: 15.4

Diaries: 328/285:1
 Sample Target: 270
 % Below Line: 0.7
 % Not Listed: 6.3

Retail \$: .75 Bil
 FM Share: 89.63%
 Stations: 10/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	CUME S87	RATING S86
1. WJIZ-F	57/39.6	37.2	42.6	364	39.0	39.2	42.4
2. WJAD-F	23/16.0	17.5	12.1	291	31.2	35.2	29.2
3. WKAK-F	19/13.2	10.2	12.8	237	25.4	21.4	22.5
4. WSGY-F	15/10.4	7.3	5.0	219	23.4	22.3	18.2
5. WALG	9/ 6.3	2.9	1.4	164	17.6	8.9	8.1
6. WGPC-F	5/ 3.5	5.1	4.3	95	10.2	12.2	9.9
7. WANL	3/ 2.1	2.9	7.1	75	8.0	9.5	12.4
8.							
9.							
10.							

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. WJIZ-F>>	1. WJIZ-F>>	1. WJIZ-F>>	1. WJIZ-F>>
2. WJAD-F	2. WKAK-F	2. WKAK-F<	2. WJAD >
3. WKAK-F>	3. WJAD	3. WJAD	3. WSGY-F
4. WALG	4. WSGY-F	4. WSGY-F	4. WALG
WSGY-F	5.	5. WALG	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. WJIZ-F>>	1. WJIZ-F>>	1. WJIZ-F
2. WJAD	2. WKAK-F	2. WKAK-F
3. WSGY-F>	3. WSGY-F	3. WALG >>
4. WKAK-F	4. WJAD	4.
5.	5. WALG	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAZE-F	92.1	Dawson	.7/7.4
WJIZ	960	Albany	1.4/8.6
WNKS-F	102.9	Columbus	.7/5.0

RADIO STATIONS

WALG, 1590, 5 KW/1 KW (DA-2), AC	ABC-I,\$ 23.00 (Republic)	J. Long
WANL, 1250, 1 KW	, RELIGION NBC,\$ 8.00 (---)	L. Birdsong
WAZE-F, 92.1, 3 KW @ 300, AC	,\$ 8.00 (Roslin)	(DAWSON) J. Thacker
WGPC-F, 104.5, 43 KW @ 140, BTFL	RADRAD,\$ 13.00 (Southern)	L. George
WJAD-F, 97.3, 100 KW @ 850, CHR	ABC-C,\$ 12.00 (Roslin)	(BAINBRIDGE) C. Rowe
WJIZ-F, 96.3, 100 KW @ 1000, BLACK	SBN,\$ 23.00 (HNWH)	Silver Star D. Karnes
WKAK-F, 101.7, 3 KW @ 300, COUNTRY	ACB-E,\$ 16.00 (Republic)	M. Shor
WSGY-F, 100.3, 100 KW @ 1100, AC	,\$ 52.00 (---)	(TIFTON) B. McKissick

ALBANY - CORVALLIS - LEBANON, OR

MSA Rank/Pop: NA
 ARB Rank/Pop: 199/128,500
 Market TSL: 13.75 hours
 Average Person Ratings: 10.0

Diaries: 397/324:1
 Sample Target: 340
 % Below Line: 49.0
 % Not Listed: 20.3

Retail \$: .77 Bil
 FM Share: 75.49%
 Stations: 21/10

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	CUME S87	RATING S86
1. KXYQ-F	25/19.5	10.7	9.6	310	29.6	17.8	13.2
2. KRKT-F	11/ 8.6	13.8	12.8	159	12.7	15.9	16.7
3. KIQY-F	9/ 7.0	9.4	10.2	152	14.6	16.3	18.2
4. KFIR	8/ 6.3	2.5	1.1	39	3.0	4.1	2.9
5. KFAT-F	6/ 4.7	5.0	9.1	91	7.6	9.5	16.9
6. KLCX-F	5/ 3.9	1.3	2.1	59	5.9	5.0	4.3
7. KEJO-F	4/ 3.1	5.0	5.9	96	8.0	14.8	12.8
KRKT	4/ 3.1	3.8	2.7	64	5.0	6.5	4.9
KWIL	4/ 3.1	---	1.6	88	6.8	---	5.3
KINK-F	4/ 3.1	1.9	2.1	65	5.3	4.8	6.1
KXL	4/ 3.1	.6	1.1	61	5.0	4.7	2.9

12+ AMD

1. KXYQ-F>
2. KRKT-F
3. KFIR
4. KFAT-F
5. KIQY-F

12+ MID

1. KXYQ-F>
2. KRKT-F>
3. KIQY-F
4. KEJO-F
- 5.

12+ PMD

1. KXYQ-F>>
2. KRKT-F
3. KIQY-F
- KLCX-F
- 5.

12+ EVE

1. KXYQ-F>>
- 2.
- 3.
- 4.
- 5.

ADULTS 18-34

1. KXYQ-F>>
2. KIQY-F>
3. KINK-F
- KLCX-F
- 5.

ADULTS 25-54

1. KFAT-F
- KRKT-F
3. KIQY-F
- KLCX-F
- 5.

ADULTS 35-64

1. KRKT-F>>
2. KFAT-F
- KWIL
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFLY	1240	Corvallis	1.6/6.3	KPNW-F	99.1	Eugene	2.3/8.4
KHPE-F	107.9	Albany	1.6/5.1	KUGN	590	Eugene	.8/2.6
KLOO	1340	Corvallis	1.6/5.9	KXL-F	95.5	Portland	1.6/4.1
KGON-F	92.3	Portland	1.6/4.0	KZEL-F	96.1	Eugene	1.6/5.1
KKCW-F	103.3	Beaverton	.8/2.9				
KMGE-F	94.5	Eugene	.8/3.3				

RADIO STATIONS

KFIR, 1370, 1 KW	, COUNTRY	ABC-E,\$ 8.00 (Tacher)	(SWEET HOME) G. Clift
KRKT, 990, 1 KW/250 W	, COUNTRY	ABC-I,\$ 19.00 (Mc-Guild)	(ALBANY) G. Grossman
KWIL, 790, 1 KW/1 KW (DA-2)	, RELIGION	,\$ 10.00 (Sand-Glenn)	(ALBANY) D. Winchester
KEJO-F, 101.5, 28 KW @ 250,	SOFT AC	ABC-F,\$ 13.00 (Radio Time)	(CORVALLIS) B. Holt
KFAT-F, 106.1, 100 KW @ 1140,	COUNTRY	CBS,\$ 13.00 (Sand-Glenn)	(CORVALLIS) L. Blair
KIQY-F, 103.7, 53 KW @ 380,	CHR	,\$ 13.00 (Tacher)	(LEBANON) C. Eads
KRKT-F, 99.9, 100 KW @ 360,	COUNTRY	,\$ 21.00 (Sand-Glenn)	(ALBANY) G. Grossman

Other ranked stations - See Eugene or Portland in Spring 88 edition of American Radio

ALEXANDRIA, LA

MSA Rank/Pop: 259/138,900
 ARB Rank/Pop: 196/130,200
 Market TSL: 20.25 hours
 Average Person Ratings: 14.9

Diaries: 428/304:1
 Sample Target: 320
 % Below Line: 0
 % Not Listed: 10.3

Retail \$: .73 Bil
 FM Share: 79.90%
 Stations: 9/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	CUME S87	RATING S86
1. KBCE-F	50/25.8	20.6	16.6	303	23.3	24.1	23.6
2. KRRV-F	39/20.1	28.6	26.3	415	31.9	37.4	33.4
3. KQID-F	33/17.0	12.2	12.7	427	32.8	24.1	25.9
4. KZMZ-F	20/10.3	10.6	12.2	243	18.7	18.9	22.2
5. KISY-F	13/ 6.7	3.7	10.7	174	13.4	10.5	21.4
6. KALB	7/ 3.6	7.4	9.3	178	13.7	14.9	15.4
7. KSYL	5/ 2.6	3.2	.5	109	8.4	9.2	7.9
KWDF	5/ 2.6	4.2	---	49	3.8	3.7	---
9.							
10.							

12+ AMD

1. KBCE-F<
2. KRRV-F>
3. KQID-F
4. KALB
5. KZMZ-F>

12+ MID

1. KRRV-F
2. KBCE-F
3. KQID-F
- KZMZ-F
5. KISY-F

12+ PMD

1. KBCE-F
2. KRRV-F
3. KQID-F>
4. KZMZ-F
- 5.

12+ EVE

1. KBCE-F>>
2. KQID-F
3. KRRV-F>>
- 4.
- 5.

ADULTS 18-34

1. KBCE-F>>
2. KZMZ-F
3. KQID-F
- KRRV-F
- 5.

ADULTS 25-54

1. KBCE-F
2. KRRV-F
3. KZMZ-F
4. KISY-F
- KQID-F

ADULTS 35-64

1. KRRV-F
2. KBCE-F>>
3. KQID-F
4. KISY-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KRRV 1410 Alexandria 1.0/3.7

RADIO STATIONS

KALB, 580, 5 KW/1 KW (DA-N), COUNTRY	SMN,\$ 16.00 (Katz)	B. Lynch
KSYL, 970, 1 KW/1 KW (DA-N), EASY LISTEN	SMN,\$ NA (Torbet)	T. Thompson
KWDF, 840, 1 KW, RELIGION	,\$ NA (---)	(BALL)
KBCE-F, 102.3, 3 KW @ 310, URBAN/CONTEMP	SBN,\$ NA (HNWH)	(BOYCE) G. Lewis
KISY-F, 98.3, 7.7 KW @ 328, AC	MBS,\$ NA (HNWH)	(TIOGA) R. Cavaness
KQID-F, 93.1, 100 KW @ 1540, CONTEMP	ABC-C,\$ NA (Torbet)	T. Thompson
KRRV-F, 100.3, 100 KW @ 547, COUNTRY	ABC-E,\$ 24.00 (Republic)	H. Lazarone
KZMZ-F, 96.9, 100 KW @ 1450, CONTEMP	ABC-F,\$ 16.00 (Katz)	B. Lynch

AUGUSTA-WATERVILLE, ME

MSA Rank/Pop: NA
 ARB Rank/Pop: 233/95,900
 Market TSL: 21.5 hours
 Average Person Ratings: 16.2

Diaries: 321/299:1
 Sample Target: 280
 % Below Line: 33.5
 % Not Listed: 12.9

Retail \$: .83 Bil
 FM Share: 100%
 Stations: 18/7

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		87	86		S88	S87	S86
1. WMME-F	42/27.1	11.8	8.3	416	43.4	26.7	15.9
2. WKCG-F	21/13.5	11.8	14.3	192	20.0	17.1	21.1
3. WABK-F	17/11.0	18.1	15.8	228	23.8	32.2	32.5
4. WHOM-F	10/ 6.5	7.1	6.8	108	11.3	15.1	15.7
5. WBLM-F	8/ 5.2	4.7	3.0	146	15.2	17.2	9.0
WCLZ-F	8/ 5.2	---	---	50	5.2	---	---
7. WIGY-F	7/ 4.5	10.2	17.3	142	14.3	24.6	31.1
8. WTOS-F	6/ 3.9	2.4	.8	96	10.0	6.6	4.3
9. WAYU-F	4/ 2.6	4.7	---	97	10.1	8.4	---
WKZS-F	4/ 2.6	1.6	3.8	107	11.2	9.8	9.0

12+ AMD

1. WMME-F>
2. WABK-F
3. WKCG-F>
4. WHOM-F
- WKZS-F

12+ MID

1. WMME-F>>
2. WABK-F
3. WKCG-F
4. WHOM-F
- 5.

12+ PMD

1. WMME-F>>
2. WABK-F
3. WKCG-F>
4. WHOM-F
- 5.

12+ EVE

1. WMME-F>>
- 2.
- 3.
- 4.
- 5.

ADULTS 18-34

1. WMME-F>>
2. WBLM-F
- 3.
- 4.
- 5.

ADULTS 25-54

1. WMME-F>>
2. WABK-F
3. WKCG-F
4. WCLZ-F
- 5.

ADULTS 35-64

1. WKCG-F
2. WABK-F
- WMME-F>>
4. WHOM-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WTVL-F	98.5	Waterville	1.9/9.1
WPOR-F	101.9	Portland	1.3/3.0
WQCR-F	106.5	Brewer	1.3/5.5
WTHT-F	102.9	Portland	.6/4.5

RADIO STATIONS

WABK-F, 104.3,	50 KW @	480, AC	ABC-I,\$ 33.00	(Republic)	(GARDINER)	S. Carroll
WKCG-F, 101.3,	50 KW @	315, COUNTRY	US 1,\$ 19.00	(Katz)	(AUGUSTA)	J. Bent
WMME-F, 92.3,	50 KW @	500, CHR	US 2,\$ 28.00	(Christal)	(AUGUSTA)	J. Mann
WTVL-F, 98.5,	50 KW @	460, AC	ABC-E,\$ 23.00	(---)	(WATERVILLE)	C. Brown

Other ranked stations - See Bangor in this edition or Portland in Spring 88 edition of American Radio

BANGOR, ME

MSA Rank/Pop: 336/83,300
 ARB Rank/Pop: 253/67,200
 Market TSL: 20.5 hours
 Average Person Ratings: 15.5

Diaries: 266/253:1
 Sample Target: 250
 % Below Line: 4.8
 % Not Listed: 7.7

Retail \$: .58 Bil
 FM Share: 78.85%
 Stations: 10/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WAFX-F	17/16.3	15.8	12.0	212	31.5	24.3	28.1
2. WPBC-F	13/12.5	14.7	9.0	146	21.7	20.6	17.1
3. WYOU-F	12/11.5	9.5	9.0	867	12.9	16.6	16.9
4. WKSQ-F	11/10.6	8.4	12.0	190	28.3	22.9	26.7
5. WABI	9/ 8.7	9.5	14.0	140	20.8	18.2	25.0
WWMJ-F	9/ 8.7	14.7	8.0	163	24.3	22.8	18.3
7. WKIT-F	8/ 7.7	1.1	3.0	114	17.0	10.9	10.5
8. WQCB-F	7/ 6.7	8.4	6.0	111	16.5	15.7	13.3
9. WZON	5/ 4.8	4.2	5.0	80	11.9	16.3	18.0
WTOS-F	5/ 4.8	2.1	3.0	90	13.4	6.1	6.6

12+ AMD

1. WAFX-F
2. WABI
3. WKSQ-F
- WYOU-F
5. WPBC-F

12+ MID

1. WYOU-F
2. WKSQ-F
3. WPBC-F
4. WAFX-F
- 5.

12+ PMD

1. WAFX-F
2. WPBC-F
- WYOU-F
4. WKSQ-F
- 5.

12+ EVE

1. WAFX-F>>
2. WKSQ-F
3. WWMJ-F
4. WKIT-F
- WYOU-F

ADULTS 18-34

1. WAFX-F>
2. WKSQ-F
3. WKIT-F
4. WWMJ-F
- WTOS-F

ADULTS 25-54

1. WYOU-F
2. WWMJ-F
3. WQCB-F
4. WKSQ-F
- 5.

ADULTS 35-64

1. WYOU-F
2. WPBC-F
3. WABI
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

WABI, 910, 5 KW/5 KW (DA-N), CONTEMP	ABC-I,\$ NA (Torbet)	Community	G. Gonyar
WZON, 620, 5 KW/5 KW (DA-N), AOR	NBC,\$ 23.00 (Katz & Powell)		C. Spruce
WKIT-F, 100.9, 3 KW @ 484, CHR	ABC-D,\$ NA (Savalli)	(BREWER)	
WKSQ-F, 94.5, 50 KW @ 1030, AC	,\$ NA (Christal)	(ELLSWORTH)	M. Osborne
WPBC-F, 92.9, 50 KW @ 786, BTFL/EZ	,\$ 24.00 (Republic)		J. Goff
WQCB-F, 106.5, 100 KW @ 1080, COUNTRY	SMN,\$ 40.00 (Roslin)	(BREWER)	K. Dolley
WAFX-F, 104.7, 50 KW @ 1080, CONTEMP	,\$ 29.00 (Republic)	(BELFAST)	B. Darling
WWMJ-F, 95.7, 50 KW @ 1029, AC	,\$ 37.00 (HNWH)	(ELLSWORTH)	H. Dudman
WYOU-F, 97.1, 5 KW @ 1228, COUNTRY	ABC-E,\$ 20.00 (Torbet)		G. Gonyar

BATTLE CREEK, MI

MSA Rank/Pop: 265/136,500
 ARB Rank/Pop: 214/112,100
 Market TSL: 23.0 hours
 Average Person Ratings: 17.1

Diaries: 359/312:1
 Sample Target: 310
 % Below Line: 71.7
 % Not Listed: 17.2

Retail \$: 1.68 Bil
 FM Share: 77.99%
 Stations: 5/15

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING		
					S88	S87	S86
1. WKFR-F	42/21.9	13.0	5.0	329	36.9	27.2	21.8
2. WBCK	26/13.5	12.4	12.3	293	28.1	28.7	29.1
WNWN-F	26/13.5	24.3	21.2	251	23.7	28.3	35.3
4. WMJC-F	10/ 5.2	8.9	8.9	184	17.7	19.2	19.8
WJXQ-F	10/ 5.2	7.1	11.7	140	14.6	21.6	26.9
WOOD-F	10/ 5.2	2.4	2.8	150	13.4	8.5	8.3
7. WQLR-F	9/ 4.7	2.4	2.8	148	13.2	9.2	8.4
8. WIBM-F	7/ 3.6	2.4	3.9	101	9.3	8.1	12.7
9. WELL-F	5/ 2.6	1.2	---	71	7.3	4.3	---
WVIC-F	5/ 2.6	3.0	2.8	49	4.8	9.4	10.6

12+ AMD

1. WBCK
2. WNWN-F
3. WKFR-F>>
4. WJXQ-F
- 5.

12+ MID

1. WKFR-F
2. WNWN-F
3. WBCK
4. WOOD-F
5. WMJC-F

12+ PMD

1. WKFR-F>>
2. WNWN-F>
3. WBCK
4. WOOD-F
5. WMJC-F

12+ EVE

1. WKFR-F>
2. WBCK
- 3.
- 4.
- 5.

ADULTS 18-34

1. WKFR-F>>
2. WJXQ-F
- WMJC-F
- WNWN-F
- 5.

ADULTS 25-54

1. WKFR-F
- WNWN-F>
3. WBCK >
4. WMJC-F
- 5.

ADULTS 35-64

1. WNWN-F
2. WBCK
- 3.
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCLS	1500	Battle Creek	1.0/4.5
WKNR	1400	Battle Creek	1.0/5.6
WJR	760	Detroit	1.0/4.6
WKZO	590	Kalamazoo	1.6/4.0
WVIC	730	E. Lansing	---/ .3

RADIO STATIONS

WBCK, 930, 5 KW/1 KW (DA-2), MOR NBC-T, \$ 22.00 (Republic)

WMJC-F, 95.3, 3 KW @ 270, AC, \$ 25.00 (Republic) Liggett J. Landon

Other ranked stations - See Kalamazoo, Grand Rapids or Lansing in Spring 88 edition of American Radio

BECKLEY, WV

MSA Rank/Pop: NA
 ARB Rank/Pop: 252/69,800
 Market TSL: 18.75 hours
 Average Person Ratings: 14.3

Diaries: 271/258:1
 Sample Target: 250
 % Below Line: 8.0
 % Not Listed: 10.0

Retail \$: .50 Bil
 FM Share: 65.00%
 Stations: 9/7

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	CUME S87	RATING S86
1. WCIR-F	30/30.0	26.6	21.9	311	44.6	41.2	35.1
2. WJLS	20/20.0	22.3	31.6	228	32.7	34.0	44.0
3. WTNJ-F	18/18.0	24.5	13.2	202	28.9	34.8	22.9
4. WBKW-F	6/ 6.0	7.4	7.0	130	18.6	13.9	13.1
5. WHAJ-F	5/ 5.0	1.1	---	55	7.9	10.7	---
6. WWRN	4/ 4.0	3.2	4.4	104	14.9	14.5	14.2
7. WVMA-F	3/ 3.0	1.1	5.3	72	10.3	12.5	15.1
WKLC-F	3/ 3.0	2.1	---	32	4.6	4.5	---
9.							
10.							

12+ AMD

1. WJLS >
2. WCIR-F>
3. WTNJ-F>>
4. WBKW-F
- 5.

12+ MID

1. WJLS
2. WCIR-F>
3. WTNJ-F>>
- 4.
- 5.

12+ PMD

1. WCIR-F
2. WJLS >
3. WTNJ-F
- 4.
- 5.

12+ EVE

1. WCIR-F>>
2. WTNJ-F>>
3. WJLS-F>
- 4.
- 5.

ADULTS 18-34

1. WCIR-F+>
2. WTNJ-F
3. WJLS-F
- 4.
- 5.

ADULTS 25-54

1. WCIR-F+
2. WTNJ-F>>
3. WJLS-F>>
- 4.
- 5.

ADULTS 35-64

1. WTNJ-F
2. WCIR-F+
- WJLS-F
4. WBKW-F>>
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCIR 1070 Beckley 1.0/4.2

RADIO STATIONS

WJLS, 560, 5 KW/500 W (DA-N), COUNTRY	CBS,\$ 15.00 (Savalli)	N. Smith
WWRN, 620, 1 KW (DA-N), MOR/AC	ABC-C,\$ 8.00 (Katz)	A. Martine
WBKW-F, 99.5, 34 KW @ 1050, GOSPEL/REL	MBS,\$ 7.00 (Savalli)	N. Smith
WCIR-F, 103.7, 50 KW @ 1485, AC	NBC,\$ 20.00 (Katz & Powell)	R. Southern
WTNJ-F, 105.9, 50 KW @ 500, COUNTRY	ABC-E,\$ 20.00 (---)	(MT. HOPE) A. Gonzalez
WVMA-F, 94.1, 25 KW @ 650, AC	SMN,\$ 10.00 (Masla)	(OAK HILL) L. Thomas

WKLC - See Charleston in Spring 88 edition of American Radio

BILOXI - GULFPORT, MS

MSA Rank/Pop: 203/203,900
 ARB Rank/Pop: 172/164,900
 Market TSL: 21.75 hours
 Average Person Ratings: 15.8

Diaries: 428/385:1
 Sample Target: 370
 % Below Line: 25.3
 % Not Listed: 11.9

Retail \$: 1.14 Bil
 FM Share: 80.79%
 Stations: 20/9

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		87	86		S88	S87	S86
1. WZKX-F	48/18.5	21.7	6.9	418	33.1	33.8	23.6
2. WQFX-F	32/12.3	6.3	11.1	185	14.3	14.9	19.4
3. WKNN-F	27/10.4	5.1	3.8	301	19.2	11.1	7.1
4. WQID-F	21/ 8.1	12.6	17.9	310	21.0	31.5	42.7
5. WVM I	19/ 7.3	7.5	5.7	204	12.9	13.8	12.8
6. WXLS-F	18/ 6.9	4.0	---	258	16.2	13.9	---
7. WGCM-F	17/ 6.5	6.3	10.3	107	11.8	12.1	13.2
8. WBND	7/ 2.7	1.2	1.5	56	3.4	4.1	4.8
WRNO-F	7/ 2.7	2.8	2.3	110	6.9	7.1	7.6

10.

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. WZKX-F	1. WZKX-F	1. WZKX-F>	1. WZKX-F>>
2. WKNN-F	WKNN-F>	2. WQFX-F	2. WQFX-F>>
3. WQFX-F>	3. WGCM-F<	3. WKNN-F	3. WQID-F
4. WQID-F	4. WQFX-F	4. WQID-F	4.
5.	5.	5. WXLS-F	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. WZKX-F>>	1. WQFX-F	1. WKNN-F>
2. WQID-F>	WKNN-F	2. WGCM-F
3. WQFX-F	3. WXLS-F	WQFX-F
WXLS-F	WZKX-F	4. WVM I
5. WKNN-F	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGCM	1240	Gulfport	1.9/6.7	WLTS-F	105.3	Slidell	.4/3.4
WROA	1390	Gulfport	1.5/6.2	WNDE-F	101.1	New Orleans	1.2/6.4
				WPMO	1580	Pascagoula-Moss Pt.	---/1.2
WABB-F	97.5	Mobile	.4/4.1	WTIX	690	New Orleans	1.5/4.7
WBLX-F	92.9	Mobile	1.9/6.9	WWL	870	New Orleans	1.9/6.5
WBYU-F	95.7	New Orleans	.8/2.7				
WCKW-F	92.3	LaPlace	1.2/3.0				

RADIO STATIONS

WBND, 1490, 1 KW/1 KW	BIG BAND	SMN,\$ NA	(Torbet)	G. Michiels
WVM I, 570, 5 KW/1 KW (DA-2),	COUNTRY	ABC-E,\$ 25.00	(Mc-Guild) New South	W. Vowell
WGCM-F, 102.3, 3 KW @ 300,	COUNTRY	NBC,\$ 22.00	(Banner) Holt	D. Carney
WQFX-F, 96.7, 3 KW @ 245,	URBAN	SBN,\$ 13.00	(Masla)	R. Snowdon
WQID-F, 93.7, 100 KW @ 1012,	CHR	ABC-F,\$ 31.00	(Mc-Guild)	W. Vowell
WXLS-F, 107.1, 3 KW @ 328,	AC	,\$ 14.00	(Torbet)	G. Michiels
WZKX-F, 107.9, 100 KW @ 1460,	CHR	,\$ 26.00	(Republic) (POPLARVILLE)	M. Dowdy

WKNN - See Pascagoula WRNO - See New Orleans in Spring 88 edition of American Radio

BISMARCK, ND

MSA Rank/Pop: 332/85,600
 ARB Rank/Pop: 249/75,300
 Market TSL: 20.5 hours
 Average Person Ratings: 15.4

Diaries: 267/282:1
 Sample Target: 250
 % Below Line: 0.9
 % Not Listed: 6.9

Retail \$: .62 Bil
 FM Share: 62.96%
 Stations: 8/7

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	CUME S87	RATING S86
1. KYYY-F	26/22.4	28.0	26.5	232	39.3	41.9	44.0
2. KFYZ	22/19.0	15.3	22.7	312	43.7	40.6	53.2
3. KBYZ-F	21/18.1	12.7	14.4	186	28.0	28.5	28.2
4. KBMR	12/10.3	6.8	5.3	114	15.1	17.6	13.0
KQDY-F	12/10.3	14.4	9.1	136	19.9	24.5	20.4
6. KNDR-F	9/ 7.8	3.4	4.5	87	11.6	7.9	7.7
7. KLXX	5/ 4.3	9.3	9.8	107	14.9	14.0	18.6
8.							
9.							
10.							

12+ AMD

1. KFYZ
2. KYYY-F>>
3. KBYZ-F
4. KQDY-F
- 5.

12+ MID

1. KBYZ-F
2. KFYZ
3. KYYY-F
4. KBMR
- 5.

12+ PMD

1. KBYZ-F
2. KYYY-F
3. KFYZ >
4. KQDY-F
- 5.

12+ EVE

1. KYYY-F>>
2. KBYZ-F>
3. KQDY-F
4. KFYZ
- 5.

ADULTS 18-34

1. KBYZ-F
2. KYYY-F>>
3. KFYZ >>
- 4.
- 5.

ADULTS 25-54

1. KFYZ
2. KBYZ-F>
3. KYYY-F
4. KQDY-F>>
- 5.

ADULTS 35-64

1. KFYZ
2. KBMR >
3. KQDY-F>
4. KNDR-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KSJB 600 Jamestown .9/5.2

RADIO STATIONS

KBMR, 1130, 50 KW (DA-2)	, COUNTRY	NBC,\$ 17.00	(Mc-Guild)	A. Anderson
KFYZ, 550, 5 KW/5 KW (DA-N)	, AC	ABC-I,\$ 30.00	(Banner)	Meyer R. Bitz
KLXX, 1270, 1 KW/250 W (DA-1)	, AC	,\$ 13.00	(Torbet)	J. Odney
KBYZ-F, 96.5, 100 KW @ 1000,	NA	US 1,\$ NA	(Torbet)	Cap Cities J. Odney
KNDR-F, 104.7, 100 KW @ 852,	RELIGION	,\$ 7.00	(---)	(MANDAN) B. Bales
KQDY-F, 94.5, 100 KW @ 1117,	COUNTRY	ABC-E,\$ 23.00	(Mc-Guild)	A. Anderson
KYYY-F, 92.9, 100 KW @ 1180,	CHR	ABC-C,\$ 32.00	(Banner)	Meyer R. Bitz

BOULDER, CO

MSA Rank/Pop: 193/218,800
 ARB Rank/Pop: 160/187,600
 Market TSL: 19.75 hours
 Average Person Ratings: 14.8

Diaries: 450/417:1
 Sample Target: 380
 % Below Line: 65.5
 % Not Listed: 15.2

Retail \$: 1.62 Bil
 FM Share: 77.87%
 Stations: 23/5

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		87	86		S88	S87	S86
1. KBCO-F	47/17.0	16.4	14.8	526	28.5	28.3	26.1
2. KBPI-F	21/ 7.6	6.0	7.2	281	17.4	18.2	17.6
3. KAZY-F	19/ 6.9	4.0	4.5	256	14.3	8.2	9.4
4. KOA	17/ 6.1	7.4	4.5	262	14.0	15.5	16.6
5. KXKL-F	15/ 5.4	.3	---	188	10.5	3.3	---
6. KOSI-F	14/ 5.1	7.7	6.2	212	11.9	15.8	16.4
7. KQKS-F	13/ 4.7	3.7	---	215	15.4	8.8	---
8. KLZ	12/ 4.3	1.3	4.5	140	7.6	6.4	8.3
KTCL-F	12/ 4.3	1.7	2.7	143	7.6	6.4	6.5
10. KHIH-F	9/ 3.2	5.0	.7	187	10.0	15.5	3.5
KYGO-F	9/ 3.2	5.4	4.5	136	7.4	13.6	10.6

12+ AMD

1. KBCO-F>>
2. KLZ
- KOA
4. KBPI-F
5. KXKL-F

12+ MID

1. KBCO-F>>
2. KAZY-F
3. KOSI-F
- KXKL-F<
5. KBPI-F

12+ PMD

1. KBCO-F>>
2. KBPI-F
3. KOSI-F
4. KAZY-F
5. KXKL-F

12+ EVE

1. KOA
2. KBCO-F<
3. KBPI-F
- 4.
- 5.

ADULTS 18-34

1. KBCO-F>>
2. KAZY-F
3. KBPI-F>
4. KTCL-F
- KXKL-F

ADULTS 25-54

1. KBCO-F>>
2. KXKL-F
3. KOSI-F
- KTCL-F
5. KHIH-F

ADULTS 35-64

1. KOSI-F
2. KOA
3. KBCO-F
- KLZ
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBCO	1190	Boulder	2.5/ 3.3	KRXY	1600	Lakewood	---/ .7
KBOL	1490	Boulder	1.8/ 5.8	KRXY-F	107.5	Lakewood	2.5/8.9
KHOW	630	Denver	1.8/ 7.1	KSYY-F	95.7	Denver	1.1/6.9
KMJI-F	100.3	Denver	1.4/ 5.2	KVOD-F	99.5	Denver	.7/4.2
KNUS	710	Denver	.4/ 2.0	KXKL	1280	Denver	.7/3.8
KOAQ-F	103.5	Denver	2.9/10.9	KYGO	950	Denver	1.1/5.1

RADIO STATIONS

For all ranked stations - See Denver in Spring 88 edition of American Radio

BOZEMAN, MT

MSA Rank/Pop: NA
 ARB Rank/Pop: 261/43,300
 Market TSL: 22.25 hours
 Average Person Ratings: 16.6

Diaries: 300/173:1
 Sample Target: 250
 % Below Line: 0
 % Not Listed: 9.7

Retail \$: .33 Bil
 FM Share: 58.46%
 Stations: 6/6

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		87	86		S88	S87	S86
1. KBOZ-F	23/31.9	13.6	37.0	232	53.6	35.4	52.5
2. KBOZ	16/22.2	15.3	13.0	152	35.1	33.3	25.3
3. KUUB-F	11/15.3	32.2	---	167	38.6	39.2	---
4. KBMN	7/ 9.7	13.6	11.1	74	17.1	17.8	18.6
5. KGVW-F	4/ 5.6	3.4	---	31	7.2	6.3	---
KXXL	4/ 5.6	5.1	7.4	85	19.6	16.4	15.7
7.							
8.							
9.							
10.							

12+ AMD

1. KBOZ
2. KBOZ-F>>
3. KUUB-F>>
4. KBMN
- 5.

12+ MID

1. KBOZ-F>>
2. KBOZ
3. KUUB-F
4. KBMN
- 5.

12+ PMD

1. KBOZ-F>>
2. KUUB-F>
3. KBOZ
- 4.
- 5.

12+ EVE

1. KUUB-F>
2. KBOZ-F>>
- 3.
- 4.
- 5.

ADULTS 18-34

1. KBOZ-F>>
2. KUUB-F
3. KBOZ
- 4.
- 5.

ADULTS 25-54

1. KBOZ-F
2. KBOZ >>
3. KUUB-F
- 4.
- 5.

ADULTS 35-64

1. KBOZ >>
2. KBOZ-F>
3. KBMN
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KBMN, 1230, 1 KW/1 KW (DA-2), BTFL/EZ	ABC-I,\$ 16.00 (Eastman)		L. Kehl
KBOZ, 1090, 5 KW/5 KW (DA-N), COUNTRY	NBC,\$ 21.00 (Moore)	Citadel	J. Brandt
KXXL, 1450, 1 KW/1 KW, COUNTRY	APR,\$ 9.00 (---)		G. Petersen
KBOZ-F, 93.7, 100 KW @ 248, CONTEMP	RADRAD,NBC,\$ 21.00 (McGuire)	Citadel	J. Brandt
KGVW-F, 96.7, 3 KW @ 195, AC	MBS,\$ 9.00 (---)	(BELGRADE)	T. Bitts
KUUB-F, 95.1, 100 KW @ 780, ? ?	ABC-C,\$ NA (---)		

BRYAN - COLLEGE STATION, TX

MSA Rank/Pop: 278/126,900
 ARB Rank/Pop: 220/105,400
 Market TSL: 18.0 hours
 Average Person Ratings: 12.4

Diaries: 273/386:1
 Sample Target: 290
 % Below Line: 28.4
 % Not Listed: 16.8

Retail \$: 1.39 Bil
 FM Share: 85.32%
 Stations: 12/6

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME S88	RATING S87	S86
1. KORA-F	31/23.7	---	---	282	27.9	---	---
2. KKYS-F	18/13.7	---	---	339	35.9	---	---
3. KTSR-F	13/ 9.9	---	---	284	28.8	---	---
4. KTAM	9/ 6.9	---	---	173	17.0	---	---
5. KODA-F	8/ 6.1	---	---	47	4.6	---	---
6. KMJQ-F	7/ 5.3	---	---	69	7.2	---	---
7. KHRN-F	6/ 4.6	---	---	79	8.2	---	---
8. WTAW	5/ 3.8	---	---	81	8.2	---	---
KLOL-F	5/ 3.8	---	---	128	13.0	---	---
10. KRBE-F	4/ 3.1	---	---	66	7.5	---	---

12+ AMD

1. KORA-F>>
2. KKYS-F
- KTSR-F
4. KTAM
5. KMJQ-F

12+ MID

1. KORA-F>>
2. KKYS-F>
3. KTAM
4. KTSR-F
5. KODA-F

12+ PMD

1. KORA-F
2. KKYS-F>>
3. KODA-F
4. KTAM
5. KTSR-F

12+ EVE

1. KKYS-F>
2. KTSR-F
3. KORA-F
- KHRN-F
5. KMJQ-F

ADULTS 18-34

1. KORA-F>
2. KKYS-F>
3. KTSR-F
- 4.
- 5.

ADULTS 25-54

1. KORA-F>>
2. KTSR-F
3. KTAM
- 4.
- 5.

ADULTS 35-64

1. KORA-F>>
2. KTSR-F
- WTAW
4. KODA-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAGC	1510	Bryan	1.5/4.5
KILT-F	100.3	Houston	.8/4.9

RADIO STATIONS

KTAM, 1240, 1 KW/1 KW	, OLDIES	ABC-C,\$ 21.00	(---)	B. Downs
WTAW, 1150, 1 KW/500 W (DA-N),	COUNTRY	CBS,\$ 30.00	(Riley)	
KKYS-F, 104.9, 3 KW @ 300,	CHR	,\$ 27.00	(Republic)	
KORA-F, 98.3, 3 KW @ 503,	COUNTRY	ABC-I,\$ 29.00	(---)	Clear Channel
KTSR-F, 92.1, 3 KW @ 275,	AC	,\$ 18.00	(Target)	
KHRN-F, 94.3, 3 KW @ 365,	URBAN	,\$ 19.00	(---)	(HEARNE) P. Walker

Other ranked stations - See Houston in Spring 88 edition of American Radio

BURLINGTON, VT

MSA Rank/Pop: 283/125,600
 ARB Rank/Pop: 217/109,100
 Market TSL: 21.0 hours
 Average Person Ratings: 16.2

Diaries: 388/281:1
 Sample Target: 290
 % Below Line: 3.2
 % Not Listed: 11.9

Retail \$: 1.09 Bil
 FM Share: 75.64%
 Stations: 9/8

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	METRO CUME	METRO S88	CUME F87	RATING S87	F86	S86
1. WXXX-F	35/19.8	14.9	20.2	14.9	21.0	385	35.3	37.3	40.0	37.9	46.4
2. WIZN-F	30/16.9	13.1	16.2	12.2	3.1	307	28.1	21.5	24.5	17.4	9.9
3. WEZF-F	25/14.1	14.9	12.7	9.9	8.6	333	30.5	28.5	23.1	26.6	19.7
4. WQCR-F	17/ 9.6	8.3	8.1	7.7	10.5	302	27.7	29.0	22.4	24.6	28.0
5. WJOY	16/ 9.0	6.0	9.2	7.2	8.0	175	16.0	13.6	16.0	17.3	11.4
6. WVMT	13/ 7.3	10.1	7.5	5.5	4.3	165	15.1	22.3	18.9	19.9	15.1
7. WDOT	9/ 5.1	7.7	4.0	6.6	9.9	121	11.1	16.9	9.6	12.7	15.7
8. WLFE-F	6/ 3.4	3.0	2.3	5.5	5.6	80	7.3	7.8	7.8	7.3	9.1
9. WGFB-F	5/ 2.8	2.4	1.2	3.9	5.6	132	12.1	10.3	8.2	14.7	19.4
10.											

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. WXXX-F>	1. WIZN-F	1. WXXX-F	1. WXXX-F
2. WIZN-F<	2. WEZF-F<	2. WIZN-F	2. WIZN-F>
3. WEZF-F	3. WXXX-F	3. WEZF-F	3. WEZF-F
4. WQCR-F	4. WQCR-F	4. WQCR-F	4. WJOY
5.	5.	5.	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. WIZN-F	1. WIZN-F	1. WEZF-F>
2. WXXX-F>	2. WEZF-F	2. WVMT
3. WQCR-F	3. WXXX-F	3. WIZN-F
4. WEZF-F	4. WQCR-F	4. WDOT
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

WDOT, 1390, 5 KW/5 KW (DA-1), COUNTRY	ABC-E, \$21.00 (Republic)		W. Hunter
WJOY, 1230, 1 KW/1 KW, MOR/NOST	CBS, \$15.00 (Christal)	Hall	P. Battaini
WVMT, 620, 5 KW/5 KW (DA-2), AC	NBC, \$17.00 (Mc-Guild)	Goldman	P. Goldman
WEZF-F, 92.9, 36 KW @ 2703, SOFT AC	Trans, \$ NA (Banner)	Knight	T. Pierce
WIZN-F, 106.7, 50 KW @ 373, AOR	, \$18.00 (Katz)	(VERGENES)	A. LaVigne
WLFE-F, 102.3, 440 W @ 800, COUNTRY	MBS, \$15.00 (Republic)	(ST. ALBANS)	D. Kime1
WQCR-F, 98.9, 50 KW @ 290, CHR	, \$ NA (Christal)	Hall	P. Battaini
WXXX-F, 95.3, 3 KW @ 225, CONTEMP	, \$ NA (HNWH)	Metronet	T. Lavin
WGFB-F, 99.9, 10 KW @ 780, CHR	SMN, \$ NA (Roslin)	(PLATTSBURGH, NY)	

CAPE COD, MA

MSA Rank/Pop: NA
 ARB Rank/Pop: 180/155,900
 Market TSL: 22.0 hours
 Average Person Ratings: 16.9

Diaries: 406/384:1
 Sample Target: 340
 % Below Line: 21.8
 % Not Listed: 13.3

Retail \$: 1.83 Bil
 FM Share: 89.96%
 Stations: 27/11

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WQRC-F	54/20.5	23.3	21.5	493	31.9	37.1	31.4
2. WPXC-F	32/12.1	8.4	---	294	20.9	16.9	---
3. WKPE-F	19/ 7.2	8.4	11.8	230	20.1	19.6	21.5
4. WCIB-F	17/ 6.4	2.3	5.2	245	15.7	15.1	19.9
5. WFCC-F	13/ 4.9	3.4	---	138	8.9	9.0	---
6. WCOD-F	12/ 4.5	8.4	6.6	220	14.4	21.0	20.7
7. WPLM-F	11/ 4.2	2.7	3.8	224	14.4	12.5	12.5
8. WMVY-F	10/ 3.8	1.9	2.4	96	6.4	3.7	5.9
WRKO	10/ 3.8	5.3	5.9	128	8.5	11.5	9.9
10. WOCB-F	9/ 3.4	1.1	3.1	169	10.8	5.9	9.3
11. WNTX-F	7/ 2.7	2.3	2.4	86	6.4	6.3	7.0

12+ AMD

1. WQRC-F>>
2. WPXC-F
3. WCIB-F
4. WFCC-F
5. WKPE-F

12+ MID

1. WQRC-F
2. WPXC-F>>
3. WCIB-F
4. WCOD-F
5. WFCC-F

12+ PMD

1. WQRC-F>
2. WPXC-F
3. WKPE-F>>
4. WCIB-F
- 5.

12+ EVE

1. WPXC-F
2. WKPE-F
3. WOCB-F
4. WQRC-F
- 5.

ADULTS 18-34

1. WPXC-F>>
2. WKPE-F>
3. WCIB-F
4. WMVY-F
- 5.

ADULTS 25-54

1. WPXC-F>
2. WCIB-F>
3. WCOD-F
4. WMVY-F
5. WQRC-F

ADULTS 35-64

1. WQRC-F>>
2. WCIB-F
3. WFCC-F
4. WCOD-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFAL-F	101.1	Falmouth	.8/4.6	WHDH	850	Boston	.4/3.0
WOCB	1240	West Yarmouth	1.5/5.5	WHJY-F	94.1	Providence	.8/6.9
WBCN-F	104.1	Boston	1.5/6.9	WMYS-F	98.1	New Bedford	.4/5.2
WBOS-F	92.9	Brookline	.8/3.8	WODS-F	103.3	Boston	.4/3.8
WBZ	1030	Boston	.8/3.4	WPLM	1390	Plymouth	.4/2.8
WCRB-F	102.5	Waltham	1.1/2.0	WPRO-F	92.3	Providence	1.1/3.5
WEEI	590	Boston	1.9/6.7	WROR-F	98.5	Boston	.4/5.2
				WXKS-F	107.9	Medford	.8/3.8
				WZOU-F	94.5	Boston	.4/4.8

RADIO STATIONS

WCIB-F, 101.9, 50 KW @ 280, AC	ABC-D, \$28.00 (Katz)	Justice (FALMOUTH)	B. Frisch
WCOD-F, 106.1, 50 KW @ 450, AC	APR, \$40.00 (Banner)	(HYANNIS)	B. McCarthy
WFCC-F, 107.5, 50 KW @ 341, CLASSICAL	APR, \$ NA (Concert)	(CHATHAM)	J. Ryan
WKPE-F, 104.7, 50 KW @ 500, CHR	,\$49.00 (Mc-Guild)	Roth (ORLEANS)	D. Weinfeld
WMVY-F, 92.7, 3 KW @ 300, AOR	MBS, \$27.00 (---)	(TISBURY)	D. Ray
WNTX-F, 96.3, 50 KW @ 405, CONTEMP	,\$ NA (Mc-Guild)	(NANTUCKET)	P. Muniz
WOCB-F, 94.9, 50 KW @ 300, BTFL/EZ	CBS, \$30.00 (Christal)	(W. YARMOUTH)	C. Dunn
WPXC-F, 102.9, 3 KW @ 328, OLDIES/CLASS.	,\$40.00 (---)	(HYANNIS)	A. Makkay
WQRC-F, 99.9, 50 KW @ 378, BTFL/VARIETY	UPI, \$55.00 (Christal)	(BARNSTABLE)	D. Bone

Other ranked stations - See Boston in Spring 88 edition of American Radio

CAPE MAY, NJ

MSA Rank/Pop: NA
 ARB Rank/Pop: 240/84,700
 Market TSL: 22.5 hours
 Average Person Ratings: 17.4

Diaries: 257/330:1
 Sample Target: 250
 % Below Line: 43.7
 % Not Listed: 14.3

Retail \$: .84 Bil
 FM Share: 87.30%
 Stations: 21/6

12+ METRO	1/4/SHARE	SPG	SPG	METRO	METRO CUME RATING		
		87	86	CUME	S88	S87	S86
1. WZXL-F	23/15.6	16.4	3.6	184	25.0	22.4	7.8
2. WBNJ-F	16/10.9	5.9	8.0	151	19.2	14.7	13.6
3. WWOC-F	15/10.2	13.2	13.9	178	21.0	19.1	19.9
4. WFPG-F	12/ 8.2	4.6	6.6	110	13.0	15.1	9.3
5. WAYV-F	8/ 5.4	5.9	2.9	73	9.6	10.1	7.8
6. WSLT-F	7/ 4.8	2.0	4.4	96	11.3	8.8	9.3
7. WCMC	6/ 4.1	2.0	2.9	94	11.1	8.4	10.5
WMMR-F	6/ 4.1	5.9	8.0	62	8.7	16.1	14.6
9. WDSO-F	5/ 3.4	1.3	5.8	65	7.7	4.6	7.1
10. WKTU-F	4/ 2.7	2.0	.7	55	7.0	8.3	3.0
WMGM-F	4/ 2.7	4.6	8.8	92	13.1	15.5	17.4
WMVB-F	4/ 2.7	---	---	47	7.8	---	---

12+ AMD

1. WZXL-F
2. WWOC-F<
3. WBNJ-F>
4. WFPG-F
- 5.

12+ MID

1. WZXL-F
2. WBNJ-F>
3. WWOC-F
4. WFPG-F
- 5.

12+ PMD

1. WZXL-F
2. WBNJ-F
3. WWOC-F>
4. WFPG-F
- 5.

12+ EVE

1. WZXL-F>
2. WBNJ-F
- WFPG-F
4. WCMC
- WMMR-F

ADULTS 18-34

1. WZXL-F>>
2. WAYV-F
- WMMR-F
4. WKTU-F
- WSLT-F

ADULTS 25-54

1. WBNJ-F
2. WZLX-F>>
3. WAYV-F>
4. WFPG-F
- 5.

ADULTS 35-64

1. WBNJ-F>>
2. WFPG-F>
3. WWOC-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KYW	1060	Philadelphia	1.4/8.6	WOND	1400	Pleasantville	2.0/4.6
WABC	770	New York	.7/3.4	WRDR-F	104.9	Egg Harbor	.7/3.4
WCAU	1210	Philadelphia	.7/7.2	WUSL-F	98.9	Philadelphia	.7/5.0
WMID	1340	Atlantic City	2.0/8.1	WXTU-F	92.5	Philadelphia	1.4/4.8
WMID-F	99.3	Pleasantville	1.4/5.0				

RADIO STATIONS

WCMC, 1230, 1 KW/1 KW, NOSTALGIA SMN,\$10.00 (Roslin) (WILDWOOD) J. Gallagher
 WBNJ-F, 105.5, 3 KW @ 300, AC, \$19.00 (Masla) R. McBride
 WKTU-F, 98.3, 3 KW @ 300, CHR, \$28.00 (Roslin) (OCEAN CITY) B. Law
 WWOC-F, 94.3, 3 KW @ 300, BTFL/EZ, APR,\$18.00 (---) (AVALON) L. Keene
 WZXL-F, 100.7, 38 KW @ 300, CHR, \$28.00 (Roslin) (WILDWOOD) J. Gallagher

Other ranked stations - See Philadelphia or Atlantic City in Spring 88 edition of American Radio

CHARLOTTESVILLE, VA

MSA Rank/Pop: 293/122,500
 ARB Rank/Pop: 218/106,400
 Market TSL: 17.25 hours
 Average Person Ratings: 12.7

Diaries: 366/291:1
 Sample Target: 290
 % Below Line: 5.7
 % Not Listed: 22.2

Retail \$: 1.55 Bil
 FM Share: 59.05%
 Stations: 13/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	CUME S87	RATING S86
1. WINA	24/17.8	16.9	19.4	290	27.3	29.4	30.0
2. WWV-F	22/16.3	18.5	14.2	305	28.7	36.4	35.0
3. WUVA-F	17/12.6	3.1	2.2	268	25.2	15.8	15.3
4. WKAV	10/ 7.4	8.5	11.2	129	12.1	10.7	12.8
5. WCHV	9/ 6.7	6.2	5.2	120	11.3	18.5	18.9
WQMZ-F	9/ 6.7	11.5	9.7	147	13.8	16.4	16.0
7. WJLT-F	6/ 4.4	3.1	6.7	145	13.6	11.1	13.8
8.							
9.							
10.							

12+ AMD

1. WINA >
2. WWV-F >
3. WUVA-F
4. WKAV
- WQMZ-F

12+ MID

1. WINA
2. WWV-F
3. WUVA-F
- 4.
- 5.

12+ PMD

1. WWV-F
2. WINA
3. WUVA-F
- 4.
- 5.

12+ EVE

1. WUVA-F
2. WINA
3. WWV-F
- 4.
- 5.

ADULTS 18-34

1. WWV-F
2. WUVA-F
- 3.
- 4.
- 5.

ADULTS 25-54

1. WWV-F
2. WINA
- 3.
- 4.
- 5.

ADULTS 35-64

1. WINA
2. WKAV
- WQMZ-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLSA-F	105.5	Louisa	1.5/6.3
WQPO-F	100.7	Harrisburg	.7/2.9
WRVQ-F	94.5	Richmond	2.2/8.6
WTVR-F	98.1	Richmond	1.5/3.7

RADIO STATIONS

WCHV, 1260, 5 KW/2.5 KW (DA-2), MOR	ABC-D, \$ 39.00 (Republic)	Eure	M. Ludgate
WINA, 1070, 5 KW/5 KW (DA-N), AC/URBAN	CBS, \$ 27.00 (Market 4)		C. Rosse
WKAV, 1400, 1 KW/1 KW, COUNTRY	MBS, \$ 16.00 (---)		M. Wilson
WJLT-F, 102.3, 3 KW @ 1500, AC	NBC, \$ 18.00 (Savalli)	(CROZET)	J. Elting
WLSA-F, 105.5, 3 KW @ 300, COUNTRY	ABC-E, \$ 8.00 (---)	(LOUISA)	J. Watt
WQMZ-F, 95.3, 3 KW @ 145, EZ	CBS, \$ 22.00 (Market 4)		C. Rosse
WUVA-F, 92.7, 3 KW @ 900, AOR	Source, \$ 14.00 (---)		W. Lamb
WWV-F, 97.5, 50 KW @ 450, CHR	, \$ 39.00 (Republic)	Eure	M. Ludgate

CHEYENNE, WY

MSA Rank/Pop: 344/72,800
 ARB Rank/Pop: 257/60,100
 Market TSL: 20.25 hours
 Average Person Ratings: 15.1

Diaries: 296/203:1
 Sample Target: 250
 % Below Line: 12.3
 % Not Listed: 11.0

Retail \$: .59 Bil
 FM Share: 62.96%
 Stations: 11/8

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME S88	RATING S87	RATING S86
1. KFBQ-F	20/22.0	20.8	11.2	159	33.9	38.8	28.5
2. KLEN-F	16/17.6	11.5	12.4	151	25.5	17.4	24.1
3. KUUY	15/16.5	9.4	7.9	139	24.5	19.4	19.4
4. KFBC	7/ 7.7	11.5	15.7	126	21.1	19.7	24.3
5. KRAE	5/ 5.5	3.1	2.2	81	13.5	7.6	5.2
6. KKAZ-F	4/ 4.4	16.7	15.7	110	22.0	32.5	31.8
	KXKL-F	4/ 4.4	---	48	9.3	---	---
8. KCGY-F	3/ 3.3	3.1	1.1	65	11.3	11.9	10.6
	KAZY-F	3/ 3.3	---	32	5.5	---	---
	KOA	3/ 3.3	2.1	44	7.7	8.0	---

12+ AMD

1. KLEN-F
2. KUUY <
3. KFBQ-F
4. KFBC
- 5.

12+ MID

1. KLEN-F
2. KFBQ-F>
3. KUUY
- 4.
- 5.

12+ PMD

1. KFBQ-F
2. KLEN-F>
3. KUUY
- 4.
- 5.

12+ EVE

1. KFBQ-F>>
2. KLEN-F>
3. KFBC
- 4.
- 5.

ADULTS 18-34

1. KFBQ-F>>
- 2.
- 3.
- 4.
- 5.

ADULTS 25-54

1. KUUY
2. KFBQ-F
3. KLEN-F
- 4.
- 5.

ADULTS 35-64

1. KUUY
2. KLEN-F>>
3. KFBQ-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KRQU-F 102.9 Laramie 1.1/9.2

RADIO STATIONS

KFBC, 1240, 1 KW/1 KW	, AC	ABC-I,\$ 17.00	(Eastman)	(LARAMIE) J. Shideler
KRAE, 1480, 1 KW	, NOST	CBS,\$ 9.00	(---)	T. Bauman
KUUY, 650, 8.5 KW/500 W (DA-N), COUNTRY		NBC,\$ 15.00	(Torbet)	W. Boller
KCGY-F, 95.1, 100 KW @ 1070, COUNTRY		,\$ 12.00	(Keystone)	Gowdy A. Hoefler
KFBQ-F, 97.9, 100 KW @ 580, CHR		ABC-C,\$ 23.00	(Eastman)	J. Shideler
KKAZ-F, 100.7, 100 KW @ 490, AC		RADRAD,\$ 26.00	(Torbet)	
KLEN-F, 106.3, 3 KW @ -4, BTFL/EZ		,\$ 12.00	(Republic)	P. Noble
KRQU-F, 102.9, 100 KW @ 1220, AOR		Source,\$ 14.00	(Moore)	(LARAMIE) K. Keating

Other ranked stations - See Denver in Spring 88 edition of American Radio

CHICO, CA

MSA Rank/Pop: 226/170,800
 ARB Rank/Pop: 186/149,300
 Market TSL: 21.5 hours
 Average Person Ratings: 15.5

Diaries: 380/393:1
 Sample Target: 330
 % Below Line: 15.9
 % Not Listed: 18.5

Retail \$: .99 Bil
 FM Share: 81.48%
 Stations: 19/12

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	CUME S87	RATING S86
1. KFMF-F	38/16.4	6.7	7.5	353	24.3	13.1	15.9
2. KRFD-F	25/10.8	7.6	9.3	278	23.0	20.1	18.3
3. KALF-F	18/ 7.8	6.2	---	233	16.3	11.6	---
4. KNVR-F	16/ 6.9	6.7	9.3	236	16.5	17.7	19.5
5. KRIJ-F	14/ 6.0	6.7	4.8	175	12.4	14.9	6.7
6. KFBK	13/ 5.6	1.8	4.4	138	9.6	7.6	11.1
7. KHSL	11/ 4.7	8.9	7.5	155	10.9	14.8	13.4
8. KEWE-F	10/ 4.3	3.1	4.0	92	6.2	7.7	9.9
KPAY-F	10/ 4.3	9.3	9.3	205	14.3	21.7	17.3
10. KCEZ-F	9/ 3.9	---	---	116	8.0	---	---
11. KCTC-F	5/ 2.2	5.3	3.1	84	5.6	6.8	10.0
KSFM-F	5/ 2.2	.9	1.8	69	6.1	5.5	9.3
KPAY	5/ 2.2	3.1	6.2	129	9.2	10.4	21.0

12+ AMD

1. KFMF-F
2. KFBK
3. KRFD-F
4. KNVR-F
- 5.

12+ MID

1. KFMF-F
2. KRFD-F
3. KNVR-F
4. KALF-F
5. KPAY-F

12+ PMD

1. KFMF-F>
2. KRFD-F
3. KALF-F
4. KNVR-F
5. KPAY-F

12+ EVE

1. KFMF-F
2. KRFD-F>
3. KFBK
4. KNVR-F
- KALF-F

ADULTS 18-34

1. KFMF-F>>
2. KRFD-F>
3. KNVR-F
4. KALF-F
5. KCEZ-F

ADULTS 25-54

1. KFMF-F>
2. KNVR-F
3. KALF-F
- KRFD-F
- KRIJ-F

ADULTS 35-64

1. KRIJ-F
2. KALF-F
- KHSL
- KFBK
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KRFD	1410	Marysville	.4/1.5
KTMX-F	107.5	Colusa	.9/7.2
KGO	810	San Francisco	1.3/3.5
KHYL-F	101.1	Auburn	.4/5.6
KNBR	680	San Francisco	.9/3.3
KROY-F	96.9	Sacramento	.4/3.1

RADIO STATIONS

KHSL, 1290, 5 KW/5 KW (DA-N), COUNTRY	CBS, \$12.00 (Torbet)	D. Shore
KPAY, 1060, 10 KW/10 KW (DA-2), MOR	MBS, \$15.00 (Katz)	
KALF-F, 95.7, 7 KW @ 1265, COUNTRY	ABC-D, \$20.00 (Katz)	(RED BLUFF) G. Herron
KCEZ-F, 100.7, 50 KW @ 1935, OLDIES	, \$ NA (---)	(CURNING) J. Caulfield
KEWE-F, 97.7, 3 KW @ 140, NOST	ABC-E, \$12.00 (Sand-Glenn)	(OROVILLE) V. Uecker
KFMF-F, 93.7, 15 KW @ 290, AOR	, \$30.00 (Torbet)	Fuller-Jeffrey J. Kragel
KNVR-F, 96.7, 3 KW @ 285, CHR	, \$17.00 (Republic)	(PARADISE) D. Reichert
KPAY-F, 95.1, 8 KW @ 1170, BTFL/EZ	, \$19.00 (Katz)	
KRFD-F, 99.9, 50 KW @ 2000, CHR	Source, \$20.00 (Mc-Guild)	(MARYSVILLE) J. Leary
KRIJ-F, 92.7, 3 KW @ 620, COUNTRY	, \$19.00 (Radio Time)	(PARADISE) J. Flood

Other ranked stations - See Sacramento in Spring 88 edition of American Radio

COLUMBIA, MO

MSA Rank/Pop: 313/107,500
 ARB Rank/Pop: 236/94,400
 Market TSL: 20.0 hours
 Average Person Ratings: 15.0

Diaries: 356/265:1
 Sample Target: 270
 % Below Line: 7.8
 % Not Listed: 18.3

Retail \$: .57 Bil
 FM Share: 81.90%
 Stations: 9/7

12+ METRO	1/4/SHARE	SPG	SPG	METRO CUME	METRO CUME RATING		
		87	86		S88	S87	S86
1. KFMZ-F	31/21.8	22.0	20.0	300	35.6	39.3	39.6
2. KARO-F	28/19.7	13.4	19.2	258	29.1	31.3	32.4
3. KCMQ-F	21/14.8	18.9	12.3	224	28.4	35.0	29.5
4. KFRU	16/11.3	10.2	13.8	250	27.5	24.4	24.1
5. KWWR-F	7/ 4.9	6.3	8.5	139	14.9	13.1	13.2
6. KTGR	5/ 3.5	5.5	3.8	114	12.1	10.5	11.5
7. KTXY-F	4/ 2.8	.8	1.5	106	14.0	9.3	12.8
8.							
9.							
10.							

12+ AMD

1. KFMZ-F
2. KARO-F
3. KCMQ-F<
4. KFRU
- 5.

12+ MID

1. KARO-F
2. KFMZ-F>
3. KCMQ-F
- 4.
- 5.

12+ PMD

1. KARO-F<
2. KFMZ-F
3. KCMQ-F
- 4.
- 5.

12+ EVE

1. KFMZ-F
2. KFRU
3. KARO-F
- KCMQ-F
- 5.

ADULTS 18-34

1. KFMZ-F>>
2. KARO-F
3. KCMQ-F
- 4.
- 5.

ADULTS 25-54

1. KARO-F>>
2. KFMZ-F>>
3. KFRU
- 4.
- 5.

ADULTS 35-64

1. KARO-F>
2. KFRU
- 3.
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMFC-F 92.1 Columbia 1.4/5.4
 KRES-F 104.7 Moberly 1.4/6.7

RADIO STATIONS

KFRU, 1400, 1 KW/1 KW	, NEWS/TALK	ABC-I, \$21.00 (---)	B. Weaver
KTGR, 1580, 250 W/19 W	, COUNTRY	CBS, \$20.00 (---)	J. Ott
KARO-F, 101.7, 3 KW @ 300, AC		, \$ NA (Roslin)	D. Lynch
KCMQ-F, 96.7, 3 KW @ 150, CHR	US 1, ABC-F,	\$48.00 (---)	J. Ott
KFMZ-F, 98.3, 3 KW @ 350, AOR/CHR	ABC-R,	\$34.00 (Christal)	S. Boltz
KTXY-F, 106.9, 100 KW @ 600, AC		, \$14.00 (Mc-Guild)	T. Thies
KWWR-F, 95.7, 100 KW @ 992, COUNTRY	MBS,	\$18.00 (---)	J. Johnson
			(JEFF. CITY)
			(MEXICO)

DANBURY, CT

MSA Rank/Pop: 213/187,300
 ARB Rank/Pop: 176/161,300
 Market TSL: 21.5 hours
 Average Person Ratings: 16.4

Diaries: 385/419:1
 Sample Target: 350
 % Below Line: 45.2
 % Not Listed: 17.4

Retail \$: 1.62 Bil
 FM Share: 62.56%
 Stations: 24/5

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WDAQ-F	30/11.3	8.4	7.0	365	22.6	20.0	15.4
WRKI-F	30/11.3	12.2	10.6	318	23.9	23.6	26.1
3. WLAD	27/10.2	7.6	9.2	370	23.9	21.6	18.7
4. WKCI-F	26/ 9.8	10.1	10.3	240	21.1	24.2	20.4
5. WREF	19/ 7.2	2.5	4.0	117	7.5	6.4	5.4
6. WEBE-F	15/ 5.7	5.5	4.4	229	15.6	11.4	12.1
7. WINE	14/ 5.3	3.8	5.1	160	10.4	10.6	14.5
WEZN-F	14/ 5.3	8.0	5.9	205	13.2	19.1	20.5
9. WCBS	10/ 3.8	3.4	3.3	245	15.4	16.7	15.3
10. WYNY-F	9/ 3.4	2.6	---	83	5.1	5.8	---

12+ AMD

1. WLAD
2. WDAQ-F<
3. WRKI-F
4. WKCI-F
- 5.

12+ MID

1. WDAQ-F
2. WRKI-F
3. WLAD
4. WREF
5. WKCI-F

12+ PMD

1. WRKI-F
2. WDAQ-F
3. WKCI-F
4. WEBE-F
5. WEZN-F

12+ EVE

1. WKCI-F>>
2. WRKI-F>
3. WDAQ-F
WLAD
5. WYNY-F

ADULTS 18-34

1. WRKI-F>
2. WDAQ-F
3. WKCI-F
4. WEBE-F
- 5.

ADULTS 25-54

1. WDAQ-F>
2. WLAD
3. WEBE-F
4. WRKI-F
5. WKCI-F

ADULTS 35-64

1. WDAQ-F
2. WLAD
3. WINE
WEZN-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WABC	770	New York	1.5/5.0	WHUD-F	100.7	Peekskill	.8/4.4
WALK	1370	Patchogue	---/ .2	WICC	600	Bridgeport	.4/2.9
WALK-F	97.5	Patchogue	.4/2.7	WIOF-F	104.1	Waterbury	.4/3.0
WCBS-F	101.1	New York	.4/3.3	WNBC	660	New York	.8/6.6
WDRC-F	102.9	Hartford	1.5/5.5	WOR	710	New York	1.1/4.3
WFAN	1050	New York	.8/5.6	WPLR-F	99.1	New Haven	.8/3.0
WHTZ-F	100.3	Newark	.4/3.3	WWPR-F	95.5	New York	.4/3.2

RADIO STATIONS

WINE, 940, 1 KW , OLDIES RADRAD, \$27.00 (Katz) Home News (BROOKFIELD) J. Principi
 WLAD, 800, 1 KW/286 W , AC , \$ NA (Christal) I. Goldstein
 WREF, 850, 1 KW , MOR/BB , \$20.00 (Roslin) (RIDGEFIELD) M. Fray

WDAQ-F, 98.3, 1.3 KW @ 460, SOFT AC , \$ NA (Christal) I. Goldstein
 WRKI-F, 95.1, 50 KW @ 500, CONTEMP Source, \$93.00 (Katz) Home News (BROOKFIELD) J. Fullam

Other ranked stations - See New York, New Haven or Hartford in Spring 88 edition of American Radio

DANVILLE, IL

MSA Rank/Pop: NA
 ARB Rank/Pop: 248/76,200
 Market TSL: 20.25 hours
 Average Person Ratings: 14.8

Diaries: 258/295:1
 Sample Target: 260
 % Below Line: 24.7
 % Not Listed: 14.2

Retail \$: .56 Bil
 FM Share: 78.35%
 Stations: 13/6

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WIAI-F	26/23.0	18.4	25.0	233	31.5	30.2	32.3
2. WDNL-F	23/20.4	20.4	17.2	285	44.5	43.2	33.8
3. WCDV-F	7/ 6.2	4.1	1.7	85	11.2	9.0	5.9
WITY	7/ 6.2	8.2	11.2	103	14.4	23.5	20.7
WLRW-F	7/ 6.2	3.1	---	86	14.2	12.9	---
6. WDWS-F	6/ 5.3	4.1	10.3	69	9.1	13.6	11.3
7. WDAN	5/ 4.4	8.2	6.0	87	12.1	16.3	15.4
WHPO-F	5/ 4.4	1.0	---	72	9.4	10.0	---
9. WAZY-F	3/ 2.7	5.1	5.2	56	10.5	12.3	12.0
WZZQ-F	3/ 2.7	3.1	1.7	30	3.9	5.9	4.0

12+ AMD

1. WIAI-F
2. WDNL-F>>
3. WITY
4. WDAN
5. WHPO-F

12+ MID

1. WIAI-F
2. WDNL-F>>
3. WDWS-F
- WLRW-F
5. WCDV-F

12+ PMD

1. WDNL-F<
2. WIAI-F>>
3. WCDV-F
4. WDWS-F
5. WAZY-F

12+ EVE

1. WDNL-F
2. WIAI-F>
3. WCDV-F>
4. WAZY-F
- 5.

ADULTS 18-34

1. WDNL-F>>
2. WIAI-F
3. WLRW-F
- 4.
- 5.

ADULTS 25-54

1. WIAI-F
2. WDNL-F>>
3. WCDV-F
4. WITY
- WLRW-F

ADULTS 35-64

1. WIAI-F>>
2. WITY
- WDNL-F
4. WCDV-F
5. WDWS-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACF-F 98.5 Paris .9/5.1
 WGN 720 Chicago 1.8/6.2
 WLS 890 Chicago 1.8/8.0

RADIO STATIONS

WDAN, 1490, 1 KW/1 KW, MOR/AC, \$ 26.00 (Republic) M. Steenbarger
 WITY, 980, 1 KW/1 KW (DA-2), MOR ABC-I, \$ 23.00 (Unirep) A. Thomann
 WCDV-F, 103.1, 3 KW @ 300, SOFT AC, \$ 14.00 (---) (COVINGTON, IN) R. Weatherford
 WDNL-F, 102.1, 50 KW @ 380, CHR US 1, \$ 26.00 (Roslin) (HOOPESTON) M. Steenbarger
 WHPO-F, 100.9, 3 KW @ 295, AC, \$ 5.00 (Keystone) R. Stipp
 WIAI-F, 99.1, 50 KW @ 550, COUNTRY UPI, \$ 29.00 (HNWH) R. Marlin

WAZY-F - See Lafayette, IN in this section

WZZQ-F - See Terre Haute in Spring 88 edition of American Radio

DOTHAN, AL

MSA Rank/Pop: 284/125,500
 ARB Rank/Pop: 223/104,400
 Market TSL: 20.25 hours
 Average Person Ratings: 14.9

Diaries: 298/350:1
 Sample Target: 290
 % Below Line: 8.3
 % Not Listed: 5.8

Retail \$: .81 Bil
 FM Share: 89.74%
 Stations: 11/7

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	CUME S87	RATING S86
1. WTVY-F	40/25.6	25.5	19.1	372	35.6	40.5	29.2
2. WKMX-F	35/22.4	23.0	20.8	378	36.2	40.0	34.2
3. WOOF-F	21/13.5	6.8	12.1	237	22.7	25.0	24.2
4. WORJ-F	18/11.5	21.7	8.7	219	21.0	18.8	15.2
5. WLHQ-F	13/ 8.3	4.3	8.7	222	21.3	16.9	17.9
6. WOOF	5/ 3.2	2.5	5.2	84	8.0	7.6	9.4
WMGF-F	5/ 3.2	1.9	2.9	95	9.1	7.8	7.0
8.							
9.							
10.							

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. WTVY-F	1. WTVY-F<	1. WTVY-F	1. WKMX-F
2. WKMX-F>	2. WKMX-F	2. WKMX-F>>	2. WTVY-F
3. WOOF-F	3. WOOF-F>>	3. WOOF-F>>	3. WORJ-F
4. WORJ-F	4. WLHQ-F	4. WLHQ-F	4. WLHQ-F
5. WLHQ-F	5.	5.	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. WKMX-F>>	1. WTVY-F	1. WTVY-F>>
2. WTVY-F	2. WKMX-F	2. WOOF-F
3. WLHQ-F	3. WOOF-F>>	3. WKMX-F
4. WOOF-F	4.	WORJ-F>
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOZK	900	Ozark	1.3/6.2
WFSY-F	98.5	Panama City	1.3/4.5
WPAP-F	92.5	Panama City	1.9/4.8
WPFM-F	107.9	Panama City	1.9/5.1

RADIO STATIONS

WOOF, 560, 5 KW/117 W	, OLDIES	MBS,\$ 9.00	(Roslin)	A. Simpson
WKMX-F, 106.7, 100 KW @ 1119, CHR	ABC-C,\$ NA	(HNWH)	(ENTERPRISE)	T. Duffie
WLHQ-F, 96.9, 100 KW @ 300, CHR	,\$ 18.00	(---)	(ENTERPRISE)	B. Price
WOOF-F, 99.7, 100 KW @ 1021, AC	MBS,\$ 21.00	(Roslin)		A. Simpson
WORJ-F, 103.9, 3 KW @ 355, BLACK	NBN,\$ 9.00	(---)	(OZARK)	S. McGowan
WTVY-F, 95.5, 100 KW @ 1078, COUNTRY	ABC-D,\$ 21.00	(Mc-Guild)		C. Bence

WMGF - See Montgomery in Spring 88 edition of American Radio

DUBUQUE, IA

MSA Rank/Pop: 328/91,600
 ARB Rank/Pop: 193/135,900
 Market TSL: 24.5 hours
 Average Person Ratings: 18.5

Diaries: 399/341:1
 Sample Target: 340
 % Below Line: 8.1
 % Not Listed: 16.3

Retail \$: .81 Bil
 FM Share: 63.51%
 Stations: 15/8

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		87	86		S88	S87	S86
1. KLYV-F	53/21.0	21.3	19.3	454	33.4	37.7	38.1
2. KATF-F	48/19.0	16.0	8.0	510	37.5	35.2	22.9
3. KDTH	35/13.9	16.4	15.9	400	29.4	32.4	30.2
4. KXXK-F	24/ 9.5	7.8	9.1	217	16.0	18.1	15.1
5. WDBQ	18/ 7.1	9.4	8.7	272	20.0	22.8	27.2
6. WGLR	7/ 2.8	2.9	5.3	76	5.6	6.4	4.9
WMT	7/ 2.8	2.0	2.7	118	8.7	6.8	8.8
8. WTOQ	6/ 2.4	1.2	2.3	86	6.3	5.8	7.3
9.							
10.							

12+ AMD

1. KLYV-F
2. KDTH
3. KATF-F>
4. KXXK-F
5. WDBQ

12+ MID

1. KATF-F
2. KLYV-F
3. KDTH >
4. KXXK-F
- 5.

12+ PMD

1. KATF-F
2. KLYV-F
3. KXXK-F
4. KDTH
- 5.

12+ EVE

1. KLYV-F
2. KATF-F
3. KDTH >
4. KXXK-F
- 5.

ADULTS 18-34

1. KATF-F
- KLYV-F
- 3.
- 4.
- 5.

ADULTS 25-54

1. KATF-F
2. KLYV-F
- KXXK-F
4. KDTH
- WDBQ

ADULTS 35-64

1. KXXK-F
2. KDTH
3. KATF-F
4. WDBQ
5. KLYV-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAXL-F	97.7	Lancaster	1.2/4.9
KOKZ-F	105.7	Waterloo	.4/3.2
WBBM	780	Chicago	.4/2.8
WEKZ-F	93.7	Monroe	1.2/3.5
WGN	720	Chicago	.8/4.6
WIZM-F	93.3	La Crosse	.8/2.9
WMAQ	670	Chicago	.4/3.8

RADIO STATIONS

KDTH, 1370, 5 KW/5 KW (DA-N), MOR/TALK	NBC, MBS, \$21.00 (Eastman)	Woodward	B. Williamson
WDBQ, 1490, 1 KW/1 KW	, AC ABC-D, \$20.00 (Banner)	Comm. Prop.	K. Kelly
WGLR, 1280, 500 W	, COUNTRY, \$10.00 (---)	(LANCASTER, WI)	B. Peterson
KATF-F, 92.9, 100 KW @ 450, AC	US 1, \$18.00 (Eastman)	Woodward	B. Williamson
KLYV-F, 105.3, 50 KW @ 340, CHR	, \$17.00 (Banner)	Comm. Prop.	K. Kelly
KXXK-F, 102.3, 3 KW @ 410, COUNTRY	, \$28.00 (---)	Marcom	L. Picker

WMT - See Cedar Rapids in Spring 88 editon of American Radio

EAU CLAIRE, WI

MSA Rank/Pop: 260/138,500
 ARB Rank/Pop: 209/115,000
 Market TSL: 22.0 hours
 Average Person Ratings: 16.5

Diaries: 306/376:1
 Sample Target: 300
 % Below Line: 1.2
 % Not Listed: 14.2

Retail \$: .85 Bil
 FM Share: 84.66%
 Stations: 10/9

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		87	86		S88	S87	S86
1. WAXX-F	53/27.9	27.4	33.2	472	41.0	39.8	39.2
2. WIAL-F	39/20.5	19.4	10.0	439	38.2	37.8	28.4
3. WBIZ-F	26/13.7	17.1	20.5	430	37.4	32.5	41.4
4. WCFW-F	13/ 6.8	4.0	3.7	174	15.1	8.4	6.8
5. WEAQ	11/ 5.8	8.6	8.9	176	15.3	15.9	19.2
6. WAYY	8/ 4.2	9.1	7.9	118	10.3	14.4	15.2
7. WISM	5/ 2.6	---	1.1	72	6.3	---	5.1
WWIB-F	5/ 2.6	5.1	2.6	89	7.7	10.6	5.1
9.							
10.							

12+ AMD

1. WAXX-F
2. WIAL-F
3. WBIZ-F
4. WCFW-F
WEAQ

12+ MID

1. WAXX-F
2. WIAL-F>
3. WBIZ-F
- 4.
- 5.

12+ PMD

1. WAXX-F>>
2. WIAL-F
3. WBIZ-F
- 4.
- 5.

12+ EVE

1. WIAL-F
2. WAXX-F
3. WBIZ-F>>
- 4.
- 5.

ADULTS 18-34

1. WIAL-F>>
2. WBIZ-F
3. WAXX-F>>
- 4.
- 5.

ADULTS 25-54

1. WAXX-F>>
2. WIAL-F>>
3. WAYY
- 4.
- 5.

ADULTS 35-64

1. WAXX-F>>
2. WIAL-F>
- 3.
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEUZ 1400 Eau Claire .5/4.8
 KJJO-F 104.1 St. Louis Park 1.1/5.0

RADIO STATIONS

WAYY, 1150, 5 KW	, MOR	ABC-I, \$19.00 (Katz)	(CHIPPEWA FALLS) K. Jones
WEAQ, 790, 5 KW/5 KW (DA-N),	MOR	NBC, \$13.00 (In-House)	S. Dickoff
WISM, 1050, 1 KW/5 KW	, AC	US 1, \$10.00 (Market 4)	D. Ganske
WAXX-F, 104.5, 100 KW @ 1830,	COUNTRY	ABC-I, \$89.00 (Katz)	K. Jones
WBIZ-F, 100.7, 100 KW @ 740,	CHR	ABC-C, \$37.00 (---)	Sage J. Schnacke
WCFW-F, 105.5, 3 KW @ 300,	MOR	CNN, \$11.00 (---)	(CHIPPEWA FALLS) R. Bushland
WIAL-F, 94.1, 84.4 KW @ 351,	AC	, \$25.00 (In-House)	S. Dickoff
WWIB-F, 103.7, 100 KW @ 708,	REL/MOR	UPI, \$15.00 (---)	(LADYSMITH) W. Steward

FAYETTEVILLE - SPRINGDALE, AR

MSA Rank/Pop: 312/108,000
 ARB Rank/Pop: 171/168,500
 Market TSL: 20.5 hours
 Average Person Ratings: 15.4

Diaries: 412/409:1
 Sample Target: 370
 % Below Line: 0.4
 % Not Listed: 11.9

Retail \$: 1.03 Bil
 FM Share: 87.34%
 Stations: 14/13

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KKIX-F	66/25.4	19.4	22.7	617	36.6	28.4	34.7
2. KKEG-F	32/12.3	11.9	4.1	305	18.1	22.1	15.2
3. KMCK-F	29/11.2	12.7	8.2	393	23.3	26.6	25.7
4. KAMO-F	25/ 9.6	8.7	6.3	263	15.6	11.8	11.9
5. KCIZ-F	23/ 8.8	11.1	7.8	330	19.6	28.1	20.4
6. KEZA-F	20/ 7.7	13.9	10.0	312	18.5	25.5	20.4
7. KURM	10/ 3.8	.8	4.1	202	12.0	7.1	9.2
8.							
9.							
10.							

12+ AMD

1. KKIX-F>>
2. KMCK-F
3. KAMO-F>
4. KEZA-F
- 5.

12+ MID

1. KKIX-F
2. KMCK-F
3. KKEG-F
4. KEZA-F
5. KAMO-F

12+ PMD

1. KKIX-F>
2. KKEG-F>
3. KCIZ-F
4. KMCK-F
- 5.

12+ EVE

1. KKIX-F>
2. KKEG-F
3. KCIZ-F
4. KAMO-F
- 5.

ADULTS 18-34

1. KKEG-F
2. KMCK-F
3. KKIX-F
4. KCIZ-F
- 5.

ADULTS 25-54

1. KKIX-F>
2. KMCK-F>
3. KKEG-F
- 4.
- 5.

ADULTS 35-64

1. KKIX-F>>
2. KAMO-F>
3. KEZA-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAMO	1390	Rogers	.8/ 4.6
KBCV-F	98.3	Bentonville	1.5/ 6.8
KBRS	1340	Springdale	.8/ 5.2
KFAY	1030	Farmington	2.3/10.8
KQXK	1590	Springdale	1.2/ 5.2
KUOA	1290	Siloam Springs	2.3/ 3.8
KTFX-F	103.3	Tulsa	.4/ 3.1

RADIO STATIONS

KAMO-F, 94.3, 2.8 KW @ 310, COUNTRY	CBS, \$ 18.00 (---)	(ROGERS)	H. Graves
KCIZ-F, 104.9, 3 KW @ 287, CHR	,\$ 14.00 (---)	(SPRINGDALE)	J. Furman
KEZA-F, 107.9, 100 KW @ 1259, BTFL/EZ	MBS, \$ 35.00 (Christal)		J. Patton
KKEG-F, 92.1, 3 KW @ 460, AOR	APR, \$ 24.00 (Banner)		C. Norman
KKIX-F, 103.9, 3 KW @ 510, COUNTRY	,\$ 65.00 (Katz)		D. Whitman
KMCK-F, 105.7, 100 KW @ 415, AC	,\$ 25.00 (---)	(SILOAM SPGS)	J. Smith

FLORENCE, SC

MSA Rank/Pop: 300/116,300
 ARB Rank/Pop: 232/97,100
 Market TSL: 22.75 hours
 Average Person Ratings: 16.6

Diaries: 367/265:1
 Sample Target: 280
 % Below Line: 51.7
 % Not Listed: 11.2

Retail \$: 1.05 Bil
 FM Share: 83.92%
 Stations: 15/6

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	CUME S87	RATING S86
1. WWDM-F	33/20.5	---	---	281	28.9	---	---
2. WHLZ-F	24/14.9	---	---	191	19.7	---	---
3. WJMX-F	17/10.6	---	---	217	22.3	---	---
4. WYNN	16/ 9.9	---	---	229	23.6	---	---
5. WWPД-F	9/ 5.6	---	---	96	9.9	---	---
6. WSTS-F	7/ 4.3	---	---	84	8.7	---	---
WZNS-F	7/ 4.3	---	---	130	13.4	---	---
8. WMWG-F	5/ 3.1	---	---	106	10.9	---	---
WCIG-F	5/ 3.1	---	---	109	11.2	---	---
WYAV-F	5/ 3.1	---	---	96	9.9	---	---

12+ AMD

1. WWDM-F
2. WHLZ-F>
3. WJMX-F>
4. WYNN
- 5.

12+ MID

1. WYNN
2. WHLZ-F
3. WWDM-F
4. WJMX-F
- 5.

12+ PMD

1. WWDM-F
2. WHLZ-F>
3. WCIG-F
4. WJMX-F
- 5.

12+ EVE

1. WWDM-F>>
2. WWPД-F
3. WHLZ-F
4. WJMX-F
- 5.

ADULTS 18-34

1. WWDM-F>>
2. WJMX-F>
3. WHLZ-F
- 4.
- 5.

ADULTS 25-54

1. WHLZ-F>
2. WWDM-F
3. WJMX-F
4. WYNN
- 5.

ADULTS 35-64

1. WHLZ-F>>
2. WYNN
3. WWDM-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGFG-F	100.1	Lake City	2.5/8.2
WJMX	970	Florence	1.9/8.3
WDKD	1310	Kingstree	2.5/4.0
WNOK-F	104.7	Columbia	1.2/4.6
WWKT-F	98.3	Kingstree	1.2/3.7

RADIO STATIONS

WYNN, 540, 250 W/166 W , BLACK SBN,\$18.00 (Dora-Clayton) J. Maurer

WHLZ-F, 92.5, 100 KW @ 1207, COUNTRY CBS,\$26.00 (---) (MANNING) C. Roach

WJMX-F, 106.3, 3 KW @ 507, CHR APR,\$42.00 (Mc-Guild) H. Miller

WWPD-F, 94.3, 1.2 KW @ ?? , ? ? MBS,\$ NA (HNWH) (MARION)

WZNS-F, 92.9, 100 KW @ 1850, AC ABC-F,\$47.00 (Banner) (DILLON) M. Cooper

WWDM - See Columbia in Spring 88 American Radio

FT. MYERS, FL

MSA Rank/Pop: 153/288,300
 ARB Rank/Pop: 134/249,900
 Market TSL: 23.00 hours
 Average Person Ratings: 17.0

Diaries: 380/658:1
 Sample Target: 400
 % Below Line: 9.5
 % Not Listed: 9.8

Retail \$: 1.90 Bil
 FM Share: 82.47%
 Stations: 16/14

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME S88	RATING S87	RATING S86
1. WINK-F	80/18.8	10.6	19.8	603	30.3	22.2	34.6
2. WCVU-F	62/14.6	18.2	18.8	642	25.7	29.3	29.8
3. WRXK-F	53/12.4	10.2	1.2	406	18.0	15.5	3.1
4. WIXI-F	31/ 7.3	2.3	---	206	8.4	5.0	---
5. WQEZ-F	23/ 5.4	8.8	7.9	328	13.3	17.9	19.7
6. WDCQ	22/ 5.2	9.2	5.0	261	11.5	13.6	10.0
7. WHEW-F	21/ 4.9	6.0	6.7	253	10.4	14.2	13.3
WINK	21/ 4.9	6.9	7.9	317	12.7	15.1	16.8
9. WOOJ-F	19/ 4.5	2.1	6.2	189	8.2	7.6	12.6
10. WRCC-F	18/ 4.2	5.8	8.6	210	8.6	14.6	18.4
11. WWAM	14/ 3.3	1.4	2.9	165	6.8	4.2	6.4

12+ AMD

1. WINK-F>
2. WRXK-F
3. WCVU-F<
4. WINK >
5. WDCQ

12+ MID

1. WCVU-F
2. WINK-F
3. WRXK-F>
4. WQEZ-F<
5. WIXI-F

12+ PMD

1. WINK-F
2. WCVU-F<
3. WRXK-F>
4. WIXI-F
- 5.

12+ EVE

1. WINK-F>>
2. WCVU-F
3. WRXK-F>
4. WINK
- 5.

ADULTS 18-34

1. WINK-F
2. WRXK-F>>
3. WOOJ-F
- 4.
- 5.

ADULTS 25-54

1. WRXK-F
2. WINK-F>>
3. WOOJ-F
4. WRCC-F
- 5.

ADULTS 35-64

1. WCVU-F
2. WIXI-F>
3. WINK-F
4. WRXK-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHYS	1350	Fort Myers	.9/3.3
WKII	1090	Port Charlotte	1.6/5.0
WOOJ	1440	LeHigh Acres	---/ .6
WSOR-F	95.3	Fort Myers	1.6/6.5
WAVV-F	101.1	Marco	1.4/3.7

RADIO STATIONS

WDCQ, 1200, 10 KW/1 KW (DA-N), AC	ABC-D, \$30.00 (Banner)	(PINE IS.) J. Collins
WINK, 1240, 1 KW/1 KW	, MOR/NOST CBS, \$28.00 (Mc-Guild)	J. Schwartzel
WWAM, 770, 10 KW/1 KW	, ? ? SMN, \$ NA (HNWH)	
WCVU-F, 94.5, 100 KW @ 689, BTFL/EZ	, \$55.00 (Christal)	Palmer J. Eddens
WHEW-F, 101.9, 71 KW @ 991, COUNTRY	, \$44.00 (---)	R. Hecksher
WINK-F, 96.9, 100 KW @ 833, CHR	ABC-C, \$48.00 (Mc-Guild)	J. Schwartzel
WOOJ-F, 107.1, 3 KW @ 300, AOR	ABC-R, \$18.00 (Eastman)	(LEHIGH ACRES) R. Dwyer
WQEZ-F, 99.3, 3 KW @ 300, SOFT AC	APR, \$ NA (Katz)	Justice J. Ademy
WRCC-F, 103.9, 3 KW @ 300, AC	, \$21.00 (HNWH)	(CAPE CORAL) G. Clancy
WRXK-F, 96.1, 100 KW @ 494, AOR	Source, \$65.00 (HNWH)	Beasley (BONITA SPGS) B. Beasley
WIXI-F, 105.5, 3 KW @ 678, NOST	SMN, \$ NA (Torbet)	(NAPLES) M. Wodlinger

FT. PIERCE, FL

MSA Rank/Pop: 196/213,900
 ARB Rank/Pop: 162/181,900
 Market TSL: 22.5 hours
 Average Person Ratings: 16.4

Diaries: 401/454:1
 Sample Target: 350
 % Below Line: 32.4
 % Not Listed: 14.1

Retail \$: 1.35 Bil
 FM Share: 90.63%
 Stations: 16/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WOVV-F	47/15.8	19.9	18.5	385	27.3	35.9	29.3
2. WHLG-F	43/14.4	6.3	9.2	339	18.9	13.5	12.3
3. WZZR-F	22/ 7.4	11.5	9.2	226	16.2	17.0	15.6
WEAT-F	22/ 7.4	6.3	4.5	217	11.9	10.6	12.6
5. WCXL-F	20/ 6.7	5.9	1.9	195	11.0	9.8	8.9
6. WRMF-F	19/ 6.4	6.6	9.2	153	8.6	13.6	19.2
7. WKGR-F	18/ 6.0	7.0	5.7	233	13.2	14.8	16.6
8. WIRK-F	17/ 5.7	3.8	9.2	158	8.9	8.7	15.3
9. WAVV-F	15/ 5.0	4.2	2.9	142	8.7	9.1	8.5
10. WIRA	13/ 4.4	4.9	6.1	166	9.3	6.1	11.0
11. WGYL-F	6/ 2.0	1.7	1.6	66	3.6	3.6	4.4

12+ AMD

1. WOVV-F
2. WHLG-F
3. WCXL-F<
4. WEAT-F
- 5.

12+ MID

1. WHLG-F>
2. WOVV-F>
3. WCXL-F
4. WRMF-F
- 5.

12+ PMD

1. WOVV-F
2. WHLG-F
3. WZZR-F
4. WAVV-F
- 5.

12+ EVE

1. WOVV-F>>
2. WHLG-F
3. WZZR >
4. WAVV-F
- WCXL-F

ADULTS 18-34

1. WOVV-F>>
2. WCXL-F
3. WKGR-F>
4. WRMF-F
- 5.

ADULTS 25-54

1. WOVV-F
2. WCXL-F
- WRMF-F
4. WKGR-F
- 5.

ADULTS 35-64

1. WHLG-F
- WEAT-F
- WIRK-F
4. WOVV
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDKC	1330	Fort Pierce	1.0/4.6
WSTU	1450	Stuart	1.3/4.2
WIOD	610	Miami	1.3/3.0
WNJY-F	94.3	Riviera Beach	1.0/4.1

RADIO STATIONS

WIRA, 1400,	1 KW/1 KW	, NOSTALGIA	NBC,\$20.00 (Mc-Guild)	A. Chapman
WAVV-F, 105.5,	3 KW @ 350,	COUNTRY	APR,\$22.00 (Roslin)	(VERO BEACH) W. Wooden
WCXL-F, 101.7,	1.6 KW @ 450,	AC	,\$20.00 (---)	(VERO BEACH) W. Dillon
WHLG-F, 102.3,	3 KW @ 300,	BTFL/EZ	UPI,\$ NA (---)	(STUART) G. Glascock
WOVV-F, 95.5,	100 KW @ 1000,	CHR	,\$40.00 (Mc-Guild)	A. Chapman
WZZR-F, 92.7,	3 KW @ 340,	CHR	,\$25.00 (Katz)	(STUART) L. Hart

Other ranked stations - See West Palm Beach in Spring 88 edition of American Radio

FT. SMITH, AR

MSA Rank/Pop: 220/176,700
 ARB Rank/Pop: 161/186,500
 Market TSL: 19.0 hours
 Average Person Ratings: 13.6

Diaries: 486/384:1
 Sample Target: 400
 % Below Line: 9.8
 % Not Listed: 6.3

Retail \$: 1.02 Bil
 FM Share: 87.01%
 Stations: 19/17

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	CUME S87	RATING S86
1. KZBB-F	50/19.7	20.7	16.2	541	29.0	33.7	28.2
2. KISR-F	44/17.3	18.1	18.6	500	26.8	31.6	29.6
3. KTCS-F	40/15.7	13.0	19.5	421	22.6	19.3	28.4
4. KEZA-F	20/ 7.9	10.4	8.1	216	11.6	13.1	13.8
5. KINB-F	18/ 7.1	1.0	2.4	211	11.3	5.8	5.1
6. KBBQ-F	14/ 5.5	2.1	.5	116	6.2	7.7	3.5
7. KPHN-F	11/ 4.3	---	---	112	6.0	---	---
8. KFDF	10/ 3.9	3.1	4.8	117	6.3	4.9	4.8
9. KMAG-F	9/ 3.5	3.6	1.9	229	12.3	10.5	6.6
10.							

12+ AMD

1. KTCS-F
2. KZBB-F
3. KISR-F>>
- 4.
- 5.

12+ MID

1. KZBB-F
2. KTCS-F
3. KISR-F>
- 4.
- 5.

12+ PMD

1. KZBB-F
2. KTCS-F
3. KISR-F>
- 4.
- 5.

12+ EVE

1. KZBB-F
2. KISR-F
3. KTCS-F>
4. KBBQ-F
- 5.

ADULTS 18-34

1. KISR-F>
2. KZBB-F>>
3. KTCS-F
- 4.
- 5.

ADULTS 25-54

1. KISR-F
- KISR-F
3. KZBB-F>
4. KBBQ-F
- 5.

ADULTS 35-64

1. KTCS-F
- KEZA-F
3. KZBB-F
4. KINB-F
5. KBBQ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAJJ-F	106.3	Greenwood	.8/2.2
KLSZ-F	102.3	Van Buren	2.4/8.0
KFPW	1230	Ft. Smith	.4/4.8
KFSA	950	Ft. Smith	2.0/5.2
KKID-F	95.9	Sallisaw	.8/3.8
KTCS	1410	Ft. Smith	.4/2.2
KTFX-F	103.3	Tulsa	2.0/2.4

RADIO STATIONS

KFDF, 1580, 1 KW/5 W	, RELIGION	,\$ 9.00 (---)	(VAN BUREN) J. Domerese
KBBQ-F, 100.9, 3 KW @ 380,	COUNTRY	SMN,\$ 7.00 (Unirep)	
KINB-F, 107.3, 100 KW @ 1810,	COUNTRY	ABC-E,\$ 15.00 (---)	(POTEAU, OK) V. Nowlin
KISR-F, 93.7, 100 KW @ 1250,	CHR	ABC-F,\$ 30.00 (---)	F. Baker
KPHN-F, 94.5, 3 KW @ 193.5, ? ?		,\$ NA (In-House)	(BARLING)
KTCS-F, 99.9, 100 KW @ 225,	COUNTRY	,\$ 15.00 (---)	L. Ruth
KMAG-F, 99.1, 100 KW @ 2060,	BTFL/EZ	,\$ 16.00 (---)	V. Burrough
KZBB-F, 97.9, 100 KW @ 2000,	CHR	US 1,\$ 27.00 (Mc-Guild)	(POTEAU, OK) R. Collar

KEZA-F - See Fayetteville, AR

FT. WALTON BEACH, FL

MSA Rank/Pop: 247/144,800
 ARB Rank/Pop: 205/119,800
 Market TSL: 21.0 hours
 Average Person Ratings: 15.3

Diaries: 348/344:1
 Sample Target: 280
 % Below Line: 37.7
 % Not Listed: 14.2

Retail \$: .94 Bil
 FM Share: 80.87%
 Stations: 17/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	CUME RATING S87	S86
1. WTKX-F	31/16.9	10.3	10.6	253	21.1	20.4	24.2
2. WYBZ-F	26/14.2	25.8	2.4	366	30.5	37.9	6.8
3. WMMK-F	20/10.9	8.4	12.4	171	14.3	15.0	19.6
4. WKSM-F	18/ 9.8	10.3	16.5	248	20.7	24.3	34.1
5. WMEZ-F	14/ 7.7	9.7	5.3	133	11.1	13.9	12.5
6. WWAV-F	9/ 4.9	5.2	10.0	131	10.9	10.0	14.9
7. WBLX-F	7/ 3.8	3.9	6.5	68	5.7	5.1	7.6
8. WAAZ-F	6/ 3.3	1.9	2.4	67	5.6	5.1	4.2
WMMX-F	6/ 3.3	2.6	.6	43	3.6	4.7	4.2
10. WJSB	4/ 2.2	1.3	.6	41	3.4	4.4	4.7
WJLQ-F	4/ 2.2	3.9	5.3	12	10.0	9.9	13.8

12+ AMD

1. WTKX-F
2. WYBZ-F
3. WKSM-F>
4. WAAZ-F<
5. WMEZ-F

12+ MID

1. WYBZ-F
2. WTKX-F
3. WMMK-F<
4. WMEZ-F
- 5.

12+ PMD

1. WTKX-F
2. WYBZ-F>
3. WKSM-F
- WMMK-F<
5. WMEZ-F

12+ EVE

1. WTKX-F
2. WYBZ-F
3. WKSM-F
4. WBLX-F
- 5.

ADULTS 18-34

1. WTKX-F>>
2. WYBZ-F>
3. WKSM-F
4. WMMK-F
- 5.

ADULTS 25-54

1. WYBZ-F
2. WMMK-F
- WTKX-F>
4. WKSM-F
- 5.

ADULTS 35-64

1. WMMX-F>
2. WYBZ-F
- WMEZ-F
4. WKSM-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCNU	1010	Crestview	.5/2.3
WFTW	1260	Ft. Walton	1.6/3.0
WNUE	1400	Ft. Walton Beach	.5/4.5
WFSY-F	98.5	Panama City	.5/3.4
WIZD-F	104.1	Atmore	1.6/6.1
WXBM-F	102.7	Milton	1.6/5.7

RADIO STATIONS

WAAZ-F, 104.9,	3 KW @	504, COUNTRY	CBS,\$	7.00	(---)	(CRESTVIEW)	J. Whitaker
WKSM-F, 99.3,	3 KW @	??, ? ?	APR,\$	NA	(---)		
WMMK-F, 92.1,	3 KW @	294, COUNTRY	NBC,\$	25.00	(Roslin)	(DESTIN)	E. Smith
WWAV-F, 102.3,	3 KW @	??, SOFT AC	Trans,\$	NA	(---)	(DESTIN)	
WYBZ-F, 105.5,	3 KW @	345, CHR	, \$	NA	(HNWH)	(MARY ESTER)	J. Yeiser

Other ranked stations - See Pensacola or Mobile in Spring 88 edition of American Radio

FREDERICK, MD

MSA Rank/Pop: NA
 ARB Rank/Pop: 214/112,100
 Market TSL: 23.0 hours
 Average Person Ratings: 17.6

Diaries: 313/358:1
 Sample Target: 290
 % Below Line: 53.5
 % Not Listed: 13.7

Retail \$: .77 Bil
 FM Share: 77.06%
 Stations: 24/4

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME S88	METRO CUME S87	METRO CUME S86
1. WFMD	28/14.2	16.5	15.6	278	25.1	31.6	31.1
2. WFRE-F	25/12.7	10.8	9.8	227	21.2	14.3	16.0
3. WZYQ-F	21/10.7	6.8	9.8	181	23.1	21.6	23.5
4. WMZQ-F	18/ 9.1	7.4	4.4	197	18.4	13.5	13.5
5. WGRX-F	10/ 5.1	1.7	2.9	112	10.7	8.0	7.6
WWDC-F	10/ 5.1	5.7	3.4	122	12.3	11.7	11.0
7. WGTY-F	7/ 3.6	.6	---	80	7.1	2.3	---
8. WZYQ	5/ 2.5	3.4	.5	181	6.7	4.8	3.5
WAVA-F	5/ 2.5	4.0	3.9	93	11.8	11.6	8.8
WCXR-F	5/ 2.5	1.1	3.4	98	9.2	6.5	7.0
WMAL	5/ 2.5	1.1	3.4	51	4.5	3.7	7.0
WRQX-F	5/ 2.5	5.1	2.0	83	10.3	13.4	6.8

12+ AMD

1. WFMD >>
2. WFRE-F
3. WZYQ-F>
4. WMZQ-F
5. WWDC-F

12+ MID

1. WFRE-F
2. WFMD >
3. WZYQ-F
4. WMZQ-F
5. WGRX-F

12+ PMD

1. WMZQ-F<
2. WZYQ-F
3. WFRE-F
4. WFMD
- 5.

12+ EVE

1. WZYQ-F
2. WFRE-F
3. WFMD
4. WZYQ-F
- WWDC-F

ADULTS 18-34

1. WZYQ-F
2. WMZQ-F
3. WGRX-F
- WWDC-F
- 5.

ADULTS 25-54

1. WMZQ-F>
2. WFMD
- WFRE-F
4. WZYQ-F
- 5.

ADULTS 35-64

1. WFMD
- WFRE-F
3. WMZQ-F>
4. WZYQ-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARX-F	106.9	Hagerstown	2.0/10.9	WPOC-F	93.1	Baltimore	2.0/8.7
WASH-F	97.1	Washington	1.5/ 4.3	WTOP	1500	Washington	.5/4.1
WGAY-F	99.5	Washington	1.5/ 3.8	WMMX-F	106.5	Baltimore	1.0/5.3
WINC-F	92.5	Winchester	.5/ 3.4	WXTR-F	104.1	LaPlata	1.5/3.3
WIYY-F	97.9	Baltimore	.5/ 4.5	WYCR-F	98.5	York	1.0/4.5
WLTT-F	94.7	Bethesda	1.0/ 7.8				
WMZQ	1390	Arlington	---/ .4				

RADIO STATIONS

WFMD, 930, 5 KW/1 KW (DA-N), MOR	CBS,\$ NA (---)	F. Veihmeyer
WZYQ, 820, 5 KW/5 KW (DA-N), COUNTRY	ABC-E,\$ NA (Unirep)	T. Boock
WFRE-F, 99.9, 9 KW @ 1123, BTFL/EZ	,\$ NA (---)	F. Veihmeyer
WZYQ-F, 103.9, 380 W @ 912, CHR	ABC-C,\$ NA (Unirep)	T. Boock

Other ranked stations - See Washington in Spring 88 edition of American Radio

GAINESVILLE, FL

MSA Rank/Pop: 202/205,200
 ARB Rank/Pop: 183/151,800
 Market TSL: 20.25 hours
 Average Person Ratings: 15.1

Diaries: 441/344:1
 Sample Target: 340
 % Below Line: 6.0
 % Not Listed: 19.7

Retail \$: 1.12 Bil
 FM Share: 82.07%
 Stations: 15/12

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		87	86		S88	S87	S86
1. WKTK-F	42/18.3	15.1	6.8	431	30.4	27.2	15.7
2. WYKS-F	33/14.4	8.7	12.7	381	30.9	24.5	34.8
3. WRUF-F	27/11.8	16.1	10.9	375	27.0	30.3	30.0
4. WLUS	20/ 8.7	7.8	6.8	116	7.9	6.8	10.5
5. WYGC-F	13/ 5.7	4.6	7.7	181	11.9	12.9	16.8
6. WGGG-F	12/ 5.2	3.2	5.9	202	14.2	11.8	20.7
7. WRUF	11/ 4.8	3.7	6.8	205	14.1	14.0	14.4
8. WMMZ-F	8/ 3.5	.9	---	158	11.5	2.8	---
9. WJHM-F	5/ 2.2	---	---	70	4.9	---	---
10.							

12+ AMD

1. WKTK-F
2. WYKS-F
3. WRUF-F>
4. WRUF
5. WLUS

12+ MID

1. WKTK-F
2. WRUF-F>
3. WYKS-F
4. WLUS
5. WYGC-F

12+ PMD

1. WKTK-F>
2. WYKS-F
3. WRUF-F>
4. WLUS
- 5.

12+ EVE

1. WKTK-F>
2. WYKS-F
- 3.
- 4.
- 5.

ADULTS 18-34

1. WKTK-F
2. WRUF-F<
3. WYKS-F
- 4.
- 5.

ADULTS 25-54

1. WKTK-F>>
2. WRUF-F>
3. WYKS-F
4. WRUF
- 5.

ADULTS 35-64

1. WKTK-F
2. WLUS
3. WYGC-F
4. WRUF
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAJD	1390	Gainesville	.4/2.1
WFEZ-F	92.1	Williston	.4/3.2
WGGG	1230	Gainesville	.4/4.0
WKAE-F	104.9	High Springs	1.7/2.8
WNFI-F	99.9	Palatka	1.7/9.6
WOCL-F	105.9	DeLand	.9/2.6

RADIO STATIONS

WLUS, 980, 5 KW	, COUNTRY	, \$26.00 (Roslin)	L. Edwards
WRUF, 850, 5 KW/5 KW (DA-N), MOR		CBS, \$15.00 (Smith)	Univ. of Fla. J. Geason
WGGG-F, 97.7, 3 KW @ 300, AC		Trans, \$18.00 (Christal)	(MICANOPI) S. Sullivan
WKTK-F, 98.5, 100 KW @ 1330, AC		, \$21.00 (---)	(CRYSTAL RIVER) G. Granger
WMMZ-F, 93.7, 100 KW @ 1347, CHR		APR, \$30.00 (---)	(OCALA) R. Hawk
WRUF-F, 103.7, 100 KW @ 768, AOR		Source, \$17.00 (Smith)	Univ. of Fla. J. Geason
WYGC-F, 100.9, 3 KW @ 300, COUNTRY		ABC-E, \$17.00 (Mc-Guild)	C. Holladay
WYKS-F, 105.5, 3 KW @ 300, AC		, \$32.00 (Republic)	Sunshine D. Paustian

WJHM-F - See Orlando in Spring edition of American Radio

GRAND FORKS, ND

MSA Rank/Pop: 347/68,300
 ARB Rank/Pop: 239/84,900
 Market TSL: 19.0 hours
 Average Person Ratings: 14.5

Diaries: 247/344:1
 Sample Target: 260
 % Below Line: 4.8
 % Not Listed: 14.6

Retail \$: .66 Bil
 FM Share: 79.05%
 Stations: 13/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	CUME S87	RATING S86
1. KKXL-F	19/15.4	17.8	10.9	189	29.3	29.2	32.2
2. KJKJ-F	17/13.8	2.5	5.4	128	16.5	9.2	13.1
3. KYCK-F	15/12.2	9.3	9.3	159	19.6	19.6	20.4
4. KQHT-F	14/11.4	12.7	16.3	174	23.9	19.4	27.9
5. KSNR-F	10/ 8.1	---	---	94	11.7	---	---
6. KNOX	8/ 6.5	11.9	10.9	172	20.3	24.5	24.0
KZLT-F	8/ 6.5	7.6	7.0	111	13.7	20.6	14.7
8. KKXL	7/ 5.7	2.5	5.4	116	14.5	8.9	14.7
9.							
10.							

12+ AMD

1. KYCK-F
2. KNOX
3. KJKJ-F
4. KKXL-F
- 5.

12+ MID

1. KJKJ-F
2. KYCK-F
3. KKXL-F
4. KQHT-F
- 5.

12+ PMD

1. KKXL-F>
2. KJKJ-F
3. KYCK-F
4. KQHT-F
- KSNR-F

12+ EVE

1. KKXL-F<
2. KQHT-F
3. KJKJ-F>
4. KSNR-F
- 5.

ADULTS 18-34

1. KJKJ-F
2. KQHT-F
3. KKXL-F>
4. KZLT-F
5. KSNR-F

ADULTS 25-54

1. KJKJ-F
- KSNR-F
3. KYCK-F
4. KZLT-F
- 5.

ADULTS 35-64

1. KYCK-F
2. KKXL >
3. KSNR-F
4. KNOX
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCNN	1590	E. Grand Forks	1.6/9.2
KFGO	790	Fargo	1.6/8.1
KFYR	550	Bismarck	.8/6.1
KSJB	600	Jamestown	.8/5.4
WDAY	970	Fargo	.8/6.0

RADIO STATIONS

KKXL, 1440, 1 KW/5 KW (DA-N), MOR	US 2, \$12.00 (---)	Vaughn	D. Cariveau
KNOX, 1310, 5 KW/5 KW (DA-N), AC	ABC-E, \$18.00 (Katz)	Ingstad	S. Park
KJKJ-F, 107.5, 100 KW @ 500, CLASSIC AOR	,\$14.00 (---)		J. Hoberg
KKXL-F, 92.9, 100 KW @ 210, CHR	,\$24.00 (---)		D. Cariveau
KQHT-F, 96.1, 100 KW @ 500, CHR	,\$ NA (Torbet)	(CROOKSTON, MN)	C. Scott
KSNR-F, 100.3, 100 KW @ 620, AC	SMN, \$ 9.00 (---)	(THIEF RIVER, MN)	J. Swanson
KYCK-F, 97.1, 100 KW @ 403, COUNTRY	ABC-D, \$21.00 (HNWH)	(CROOKSTON, MN)	M. Leighton
KZLT-F, 104.3, 100 KW @ ??, AC	,\$ NA (---)		

GRAND JUNCTION, CO

MSA Rank/Pop: NA
 ARB Rank/Pop: 250/75,100
 Market TSL: 17.5 hours
 Average Person Ratings: 12.5

Diaries: 299/251:1
 Sample Target: 250
 % Below Line: 0
 % Not Listed: 20.2

Retail \$: .78 Bil
 FM Share: 62.67%
 Stations: 9/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	METRO S87	METRO S86	CUME RATING
1. KEKB-F	15/16.0	16.4	10.2	195	26.0	28.3	18.2	
2. KSTR-F	14/14.9	19.8	10.2	237	31.6	34.6	28.5	
3. KQIL	11/11.7	15.5	17.2	159	21.2	28.7	27.4	
4. KQIX-F	10/10.6	4.3	15.6	160	21.3	16.6	24.0	
5. KEXO	8/ 8.5	3.4	7.8	141	18.8	14.2	20.5	
6. KKLY-F	5/ 5.3	6.0	6.3	89	11.9	12.9	12.1	
KSTR	5/ 5.3	9.5	9.4	86	11.5	14.5	18.4	
8. KVEE	4/ 4.3	---	---	50	6.7	7.0	---	
9. KVEE-F	3/ 3.2	5.2	7.8	50	6.7	11.4	14.5	
10.								

12+ AMD

1. KEKB-F
2. KSTR-F
3. KQIL
4. KEXO
- 5.

12+ MID

1. KEKB-F
2. KSTR-F
3. KQIL
4. KEXO
- 5.

12+ PMD

1. KSTR-F
2. KEKB-F
- KQIL
4. KQIX-F
- 5.

12+ EVE

1. KEKB-F
2. KSTR-F
3. KQIX-F
- 4.
- 5.

ADULTS 18-34

1. KSTR-F>
2. KQIX-F
3. KEKB-F
- 4.
- 5.

ADULTS 25-54

1. KEKB-F
2. KSTR-F>>
- 3.
- 4.
- 5.

ADULTS 35-64

1. KEKB-F>>
2. KQIL
- 3.
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KEXO, 1230, 1 KW/1 KW	, NOSTALGIA	ABC-I, \$15.00 (HNWH)	R. DeRose
KQIL, 1340, 1 KW/1 KW (DA-N)	, COUNTRY	NBC, \$27.00 (Torbet)	Mesa J. Terlouw
KSTR, 620, 5 KW (DAYS)	, AC	MBS, \$23.00 (Mc-Guild)	J. Larsen
KVEE, 1100, 50 KW/10 KW (DA-N)	, BTFL/EZ	CBS, \$17.00 (Eastman)	J. Hendrick
KEKB-F, 99.9, 80 KW @ 1385	, COUNTRY	, \$25.00 (Banner)	(FRUITA) D. Maynard
KKLY-F, 95.1, 100 KW @ ??	, ? ?	, \$ NA (HNWH)	(DELTA)
KQIX-F, 93.1, 26 KW @ 1027	, AC	, \$23.00 (Torbet)	Mesa J. Terlouw
KSTR-F, 96.1, 100 KW @ 1099	, CHR	, \$13.00 (Mc-Guild)	(MONTROSE) J. Larsen
KVEE-F, 92.3, 100 KW @ 500	, BTFL/EZ	CBS, \$17.00 (Eastman)	J. Hendrick

GREAT FALLS, MT

MSA Rank/Pop: 339/78,600
 ARB Rank/Pop: 254/65,900
 Market TSL: 17.75 hours
 Average Person Ratings: 13.1

Diaries: 240/275:1
 Sample Target: 250
 % Below Line: 0
 % Not Listed: 8.1

Retail \$: .49 Bil
 FM Share: 62.03%
 Stations: 8/8

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	CUME S87	RATING S86
1. KAAK-F	19/22.1	25.7	9.9	209	36.7	33.4	21.4
2. KMON-F	16/18.6	18.3	22.0	166	32.0	36.0	36.3
3. KMON	11/12.8	11.9	12.1	139	21.5	23.7	26.6
4. KLFM-F	10/11.6	9.2	13.2	92	15.5	20.4	21.1
5. KXGF	9/10.5	1.8	---	99	15.0	3.6	---
6. KEIN	8/ 9.3	7.3	4.4	81	12.9	16.9	15.6
7. KOOZ-F	4/ 4.7	9.2	11.0	75	12.4	15.4	17.6
8. KQDI	2/ 2.3	9.2	13.2	94	14.9	19.8	22.4
9.							
10.							

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. KAAK-F	1. KAAK-F	1. KMON-F<	1. KMON-F
2. KMON	2. KLFM-F	2. KAAK-F	2. KAAK-F
3. KLFM-F	3. KMON	3. KLFM-F	3. KLFM-F
KMON-F	KXGF	4. KXGF <	4. KEIN
KXGF	5. KMON-F>	5. KMON	KXGF
<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>	
1. KAAK-F>>	1. KAAK-F	1. KMON	
2.	2. KLFM-F	KXGF	
3.	KMON	3. KEIN	
4.	4. KMON-F>	KMON-F>	
5.	5.	5.	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KEIN, 1310, 5 KW/1 KW	, COUNTRY	ABC-D, \$ 25.00	(Banner)	H. Balfanz
KMON, 560, 5 KW/5 KW (DA-N)	, COUNTRY	ABC-I, \$ 20.00	(Mc-Guild)	W. McShay
KQDI, 1450, 1 KW/1 KW	, OLDIES	US 2, \$ 30.00	(Republic)	B. Lockhart
KXGF, 1400, 1 KW/1 KW (DA-2)	, MOR	, \$ NA	(---	
KAAK-F, 98.9, 100 KW @ 500,	AC	, \$ NA	(Torbet)	D. Robinson
KLFM-F, 92.9, 100 KW @ 450,	COUNTRY	ABC-D, \$ 20.00	(Banner)	H. Balfanz
KMON-F, 94.5, 36 KW @ 470,	CHR	US 1, \$ 22.00	(Mc-Guild)	W. McShay
KOOZ-F, 106.3, 100 KW @ 300,	BTFL/EZ	, \$ 28.00	(Republic)	B. Lockhart

HAGERSTOWN - CHAMBERSBURG - WAYNESBORO, MD-PA

MSA Rank/Pop: 307/114,000
 ARB Rank/Pop: 156/196,700
 Market TSL: 22.0 hours
 Average Person Ratings: 16.6

Diaries: 455/432:1
 Sample Target: 400
 % Below Line: 20.3
 % Not Listed: 15.3

Retail \$: 1.18 Bil
 FM Share: 81.88%
 Stations: 24/14

12+ METRO	1/4/SHARE	SPG	SPG	METRO	METRO CUME RATING		
		87	86	CUME	S88	S87	S86
1. WAYZ-F	41/12.6	12.8	5.2	372	20.7	19.7	13.2
2. WIKZ-F	35/10.7	12.1	10.8	353	22.9	22.5	20.5
3. WQCM-F	22/ 6.7	10.6	9.2	278	16.4	19.7	16.9
WWMD-F	22/ 6.7	7.5	4.9	217	11.0	12.6	10.0
5. WYII-F	17/ 5.2	5.3	7.7	223	11.3	13.0	13.4
6. WARX-F	15/ 4.6	1.2	1.5	131	6.7	4.2	4.9
WGLL-F	15/ 4.6	4.4	4.0	185	10.6	9.4	10.4
8. WJEJ	14/ 4.3	5.0	3.7	211	10.7	13.5	10.3
WWDC-F	14/ 4.3	4.4	4.0	167	10.1	9.1	5.8
10. WFRE-F	13/ 4.0	4.4	2.8	177	9.0	9.9	7.2
11. WCHA	9/ 2.8	3.4	6.8	153	8.2	10.2	10.0
12. WEEU	8/ 2.5	.9	4.0	79	4.0	3.2	5.0

12+ AMD

1. WIKZ-F<
2. WAYZ-F
3. WQCM-F
- WYII-F<
5. WWDC-F

12+ MID

1. WAYZ-F
2. WIKZ-F<
3. WWMD-F
4. WQCM-F
5. WARX-F

12+ PMD

1. WAYZ-F
2. WIKZ-F
3. WWMD-F
4. WQCM-F
5. WARX-F

12+ EVE

1. WAYZ-F
2. WIKZ-F>
3. WQCM-F
- 4.
- 5.

ADULTS 18-34

1. WIKZ-F>>
2. WARX-F
- WAYZ-F
- WQCM-F
- WWDC-F

ADULTS 25-54

1. WAYZ-F>
2. WIKZ-F
3. WARX-F
4. WQCM-F
5. WYII-F

ADULTS 35-64

1. WAYZ-F>
2. WYII-F
3. WWMD-F
4. WQCM-F
5. WGLL-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARK	1490	Hagerstown	1.5/4.7	WGRX-F	100.7	Westminster	1.2/4.2
WAYZ	1380	Waynesboro	2.1/3.6	WHYL	960	Carlisle	.3/.8
WHAG	1410	Halfway	1.8/4.2	WHYL-F	102.3	Carlisle	---/1.8
WKSL-F	94.3	Greencastle	1.2/4.1	WKMZ-F	97.5	Martinsburg	2.8/9.4
WCXR-F	105.9	Woodbridge	.9/3.5	WMZQ-F	98.7	Washington	2.1/3.3
WGAY-F	99.5	Washington	.9/2.6	WRQX-F	107.3	Washington	.6/2.2

RADIO STATIONS

WCHA, 800, 1 KW/196 W	, COUNTRY	, \$18.00 (---)	(CHAMBERSBURG, PA) T. Boock
WEEU, 1130, 1 KW (DA)	, CLASSIC	MBS, \$10.00 (---)	(WAYNESBORO, PA) K. Stewart
WJEJ, 1240, 1 KW/1 KW	, MOR	CBS, \$11.00 (---)	(HAGERSTOWN, MD) J. Staub
WARX-F, 106.9, 15.41 KW @	855, AC	CNN, \$ NA (Katz-Powell)	(HAGERSTOWN, MD)
WAYZ-F, 101.5, 50 KW @	965, COUNTRY	APR, \$26.00 (---)	Verstandig (WAYNESBORO, PA) M. Martin
WGLL-F, 92.1, 3 KW @	295, AC	ABC-D, \$18.00 (---)	(MERCERSBURG, PA) P. Low
WIKZ-F, 95.1, 50 KW @	480, CHR	, \$29.00 (---)	(CHAMBERSBURG, PA) T. Boock
WQCM-F, 96.7, 3 KW @	165, CHR	ABC-F, \$17.00 (Dome)	(HALFWAY) K. Albright
WWMD-F, 104.7, 9.4 KW @	1320, BTFL/EZ	, \$14.00 (---)	(HAGERSTOWN, MD) J. Staub
WYII-F, 95.9, 3 KW @	300, COUNTRY	NBC, \$16.00 (Market 4)	(WILLIAMSPORT) K. Smith

WWDC - See Washington in Spring 88 edition of American Radio

ITHACA, NY

MSA Rank/Pop: NA
 ARB Rank/Pop: 246/79,200
 Market TSL: 17.75 hours
 Average Person Ratings: 12.9

Diaries: 269/294:1
 Sample Target: 250
 % Below Line: 9.8
 % Not Listed: 22.5

Retail \$: .47 Bil
 FM Share: 69.62%
 Stations: 9/6

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	CUME S87	RATING S86
1. WQNY-F	15/14.7	13.9	21.8	256	32.3	30.3	39.3
2. WHCU	14/13.7	10.2	5.5	165	20.8	21.4	11.9
3. WYXL-F	12/11.8	7.4	4.5	209	26.4	19.9	16.8
4. WOKW-F	11/10.8	12.0	9.1	218	27.5	26.9	21.5
5. WVBR-F	9/ 8.8	10.2	7.3	215	27.1	24.3	26.7
6. WTKO	8/ 7.8	4.6	10.9	98	12.4	21.4	28.0
7. WPCX-F	6/ 5.9	11.1	10.9	83	10.5	18.0	14.3
8.							
9.							
10.							

12+ AMD

1. WHCU
2. WQNY-F
3. WYXL-F
4. WVBR-F
5. WOKW-F

12+ MID

1. WQNY-F
2. WHCU
3. WVBR-F
4. WYXL-F
5. WOKW-F

12+ PMD

1. WQNY-F
2. WOKW-F
3. WHCU
4. WVBR-F
5. WYXL-F

12+ EVE

1. WQNY-F
2. WOKW-F
3. WAAL-F
- 4.
- 5.

ADULTS 18-34

1. WQNY-F
2. WVBR-F
3. WYXL-F
4. WOKW-F
- 5.

ADULTS 25-54

1. WQNY-F>
2. WYXL-F
3. WPCX-F
- 4.
- 5.

ADULTS 35-64

1. WPCX-F
2. WHCU
3. WQNY-F
4. WTKO
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAAL-F	99.1	Binghamton	2.0/4.4
WKRT	920	Cortland	2.0/4.2

RADIO STATIONS

WHCU, 870, 5 KW/1 KW (DA-2), MOR	CBS, \$24.00 (Christal)	R. Paolangelì
WTKO, 1470, 5 KW/500 W (DA-2), MOR	ABC-I, ABC-E, \$13.00 (---)	
WOKW-F, 99.9, 23 KW @ 730, CHR	,\$17.00 (Katz)	(CORTLAND) D. Gerard
WQNY-F, 103.7, 12 KW @ 876, AC	,\$12.00 (Roslin)	J. Roberts
WVBR-F, 93.5, 3 KW @ 250, CHR	NBC, \$15.00 (Katz-Powell)	D. Friedland
WYXL-F, 97.3, 26 KW @ ??, ??	Trans, \$20.00 (Christal)	
WPCX-F, 106.9, 45 KW @ 530, COUNTRY	,\$21.00 (Market 4)	Scott (AUBURN) R. DuCayne

JOPLIN, MO

MSA Rank/Pop: 267/135,000
 ARB Rank/Pop: 211/112,500
 Market TSL: 20.75 hours
 Average Person Ratings: 14.8

Diaries: 392/287:1
 Sample Target: 300
 % Below Line: 3.6
 % Not Listed: 16.8

Retail \$: 1.33 Bil
 FM Share: 66.91%
 Stations: 16/14

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KSYN-F	31/18.6	13.5	19.4	332	29.5	27.6	28.6
2. KKUZ-F	25/15.0	17.4	13.2	326	29.0	27.4	27.8
3. KIXQ-F	13/ 7.8	9.7	4.9	138	12.3	12.5	9.3
4. KKOW-F	10/ 6.0	7.7	5.6	113	10.0	13.2	7.4
5. WMBH	9/ 5.4	2.6	5.6	102	9.1	10.4	11.2
6. KSSC	7/ 4.2	1.3	---	71	6.3	2.6	---
7. KBLT-F	6/ 3.6	3.9	8.3	89	7.9	10.7	12.4
KDMO	6/ 3.6	2.6	2.8	83	7.4	4.8	7.1
KKOW	6/ 3.6	6.5	6.9	117	10.4	11.2	10.4
KRGK-F	6/ 3.6	5.8	1.4	90	8.0	11.2	5.0

12+ AMD

1. KSYN-F>
2. KKUZ-F>
3. KDMO
- 4.
- 5.

12+ MID

1. KKUZ-F>
2. KSYN-F>
3. KIXQ-F
4. KBLT-F
- 5.

12+ PMD

1. KSYN-F>
2. KKUZ-F>
3. KIXQ-F
- 4.
- 5.

12+ EVE

1. KSYN-F>>
2. KKUZ-F>>
3. KDMO
- KIXQ-F
- KKOW-F

ADULTS 18-34

1. KSYN-F
2. KKUZ-F>>
3. KIXQ-F
- 4.
- 5.

ADULTS 25-54

1. KKUZ-F
2. KSYN-F>
3. KIXQ-F
- 4.
- 5.

ADULTS 35-64

1. KKUZ-F
2. KSYN-F
- WMBH
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBTN	1420	Neosho	2.4/ 5.5
KFSB	1310	Joplin	2.4/10.0
KKLL	1100	Webb City	3.0/ 6.2
KQYK	1560	Joplin	1.2/ 3.0
KSSC-F	98.3	Columbus	1.2/ 3.2
KWTO	560	Springfield	1.8/ 6.8

RADIO STATIONS

KDMO, 1490, 1 KW/1 KW	, AC	ABC-I, \$16.00 (---)	(CARTHAGE) R. Kolpin
KKOW, 860, 10 KW/5 KW (DA-N)	, COUNTRY	CBS, \$35.00 (Mc-Guild)	(PITTSBURG, KS) R. Freeman
KSSC, 1230, 1 KW/1 KW	, MOR	MBS, \$ 8.00 (---)	
WMBH, 1450, 1 KW/250 W	, COUNTRY	, \$11.00 (Banner)	G. Exline
KBLT-F, 107.1, 3 KW @ 300	, COUNTRY	, \$14.00 (---)	(BAXTER SPGS, KS) T. Schulte
KIXQ-F, 93.9, 1.25 KW @ 520	, COUNTRY	, \$13.00 (Masla)	(WEBB CITY) R. Chegwin
KKOW-F, 96.9, 100 KW @ 390	, AOR	, \$20.00 (Mc-Guild)	(PITTSBURG, KS)
KKUZ-F, 102.5, 100 KW @ 440	, AC	US 1, \$22.00 (Banner)	G. Exline
KRGK-F, 104.9, 3 KW @ 450	, BTFL/EZ	ABC-D, \$14.00 (---)	(CARTHAGE) R. Kolpin
KSYN-F, 92.5, 100 KW @ 430	, CHR	ABC-R, \$25.00 (Katz-Powell)	W. Neal

KILLEEN - TEMPLE, TX

MSA Rank/Pop: 182/230,200
 ARB Rank/Pop: 155/197,500
 Market TSL: 22.25 hours
 Average Person Ratings: 16.8

Diaries: 454/435:1
 Sample Target: 390
 % Below Line: 60.2
 % Not Listed: 24.4

Retail \$: 1.15 Bil
 FM Share: 89.24%
 Stations: 21/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KBTS-F	75/22.6	17.3	11.0	680	41.1	34.9	28.2
2. KIIZ	37/11.1	5.4	6.5	302	17.1	8.0	5.4
3. KOOV-F	36/10.8	18.0	9.2	311	16.9	27.3	17.0
4. KIXS-F	23/ 6.9	---	---	313	18.4	---	---
5. KNFO-F	21/ 6.3	5.8	3.4	238	12.5	11.7	6.6
6. KTQN-F	15/ 4.5	11.6	19.9	331	20.8	25.6	35.4
KASE-F	15/ 4.5	3.1	1.4	162	8.4	9.2	4.8
8. WBAP	14/ 4.2	2.7	4.1	196	9.9	7.4	9.5
9. KLBJ-F	10/ 3.0	4.4	1.4	116	6.2	8.1	3.9
10. KWTX-F	8/ 2.4	3.4	4.1	229	13.0	14.6	14.1
11. KLTD-F	7/ 2.1	---	8.9	146	8.3	---	13.9

12+ AMD

1. KBTS-F>
2. KOOV-F>
3. KIIZ
 WBAP
- 5.

12+ MID

1. KBTS-F>>
2. KOOV-F
3. KIIZ
4. KNFO-F
5. KIXS-F

12+ PMD

1. KBTS-F>>
2. KOOV-F<
3. KIIZ
4. KIXS-F
- 5.

12+ EVE

1. KBTS-F>>
2. KLTD-F
3. KOOV-F
 KLBJ-F
- 5.

ADULTS 18-34

1. KBTS-F>>
2. KIIZ
3. KIXS-F
4. KOOV-F
- 5.

ADULTS 25-54

1. KBTS-F>>
2. KOOV
- KIIZ >
4. KIXS-F
- 5.

ADULTS 35-64

1. KOOV-F>
2. KIIZ
3. KBTS-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KPEP-F	98.3	Gatesville	1.2/4.4	KLBJ	590	Austin	.3/2.6
KPLE-F	104.9	Temple	1.2/5.9	KQFX-F	96.5	Georgetown	.6/3.2
KTEM	1400	Temple	.9/6.5	KRLD	1080	Dallas	.3/3.6
KTON	940	Belton	1.2/4.5	WACO-F	99.9	Waco	.3/5.4
KJNE-F	102.5	Hillsboro	.6/3.2				
KKDA-F	104.5	Dallas	.3/2.3				

RADIO STATIONS

KIIZ, 1050, 250 W , BLACK APR,\$10.00 (Christal) D. Raab
 KIXS-F, 105.5, 3 KW @ ?? , ?? APR,\$ NA (Christal) (HARKER HEIGHTS)
 KOOV-F, 103.1, 3 KW @ 444, COUNTRY ABC-E,\$19.00 (Riley) (COOPERAS COVE) G. Christie
 KTQN-F, 106.3, 3 KW @ 490, CHR ABC-I,\$20.00 (HNWH) (BELTON)

Other ranked stations - See Waco or Austin in Spring 88 edition of American Radio

LA CROSSE, WI

MSA Rank/Pop: 327/95,200
 ARB Rank/Pop: 244/80,400
 Market TSL: 21.5 hours
 Average Person Ratings: 16.4

Diaries: 276/291:1
 Sample Target: 250
 % Below Line: 5.3
 % Not Listed: 14.4

Retail \$: 1.13 Bil
 FM Share: 69.03%
 Stations: 11/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME S88	METRO CUME S87	METRO CUME S86
1. WIZM-F	31/23.5	17.9	13.6	361	44.9	40.3	35.1
2. WLXR-F	23/17.4	22.8	22.1	317	39.4	40.2	44.2
3. WKTY	19/14.4	17.9	17.1	224	27.9	32.4	33.5
4. WSPL-F	9/ 6.8	8.9	11.4	164	20.4	20.2	23.9
5. WIZM	8/ 6.1	5.7	5.0	136	16.9	14.4	17.1
6. WQJY-F	6/ 4.5	4.1	2.9	118	14.7	9.4	12.5
7. WKBH	4/ 3.0	.8	5.7	54	6.7	5.7	7.7
WLXR	4/ 3.0	7.3	5.7	75	9.3	14.3	16.9
WCOW-F	4/ 3.0	2.4	1.4	78	9.7	8.5	6.6
10. WKBH-F	3/ 2.3	2.4	4.3	80	10.0	11.9	9.2

12+ AMD

1. WIZM-F
2. WLXR-F
3. WKTY >>
- 4.
- 5.

12+ MID

1. WIZM-F>
2. WLXR-F
3. WKTY >
4. WSPL-F
- 5.

12+ PMD

1. WIZM-F
2. WLXR-F
3. WSPL-F
4. WKTY-F
- 5.

12+ EVE

1. WIZM-F
2. WLXR-F
3. WKTY-F
4. WIZM
- 5.

ADULTS 18-34

1. WIZM-F>>
2. WLXR-F>>
- 3.
- 4.
- 5.

ADULTS 25-54

1. WIZM-F>
2. WLXR-F
3. WKTY-F
- WSPL-F
- 5.

ADULTS 35-64

1. WKTY-F>
2. WIZM
- WLXR-F
- WQJY-F
- WSPL-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KROC-F 106.9 Rochester 1.5/6.5

RADIO STATIONS

WIZM, 1410, 5 KW/5 KW (DA-2), MOR	NBC,ABC-T,\$27.00 (Republic)	Midwest Family D. Record
WKBH, 1570, 1 KW/500 W	, \$10.00 (Roslin)	(HOLMEN) M. Schmitz
WKTY, 580, 5 KW/1 KW (DA-2), COUNTRY	ABC-I, \$21.00 (Katz)	Comm. Partners P. St. John
WLXR, 1490, 1 KW/1 KW	RADRAD, \$ NA (Roslin)	Vaughn K. Gephart
WIZM-F, 93.3, 100 KW @ 1000, CHR	ABC-C, \$32.00 (Republic)	Midwest Family D. Record
WKBH-F, 105.5, 3 KW @ 300, COUNTRY	, \$16.00 (Roslin)	(TREMPEALEAU)
WLXR-F, 104.9, 3 KW @ 430, CHR	, \$26.00 (Roslin)	Vaughn K. Gephart
WQJY-F, 100.1, 3 KW @ 250, AC/OLDIES	US 2, \$11.00 (---)	(W. SALEM) T. O'Neal
WSPL-F, 95.9, 3 KW @ 900, SOFT AC	ABC-E, \$17.00 (Katz)	Comm. Partners P. St. John
WCOW-F, 97.1, 100 KW @ 634, COUNTRY	MBS, \$ 9.00 (Walton)	(SPARTA) J. Rice

LAFAYETTE, IN

MSA Rank/Pop: 289/123,600
 ARB Rank/Pop: 222/104,700
 Market TSL: 16.0 hours
 Average Person Ratings: 12.0

Diaries: 288/361:1
 Sample Target: 290
 % Below Line: 12.8
 % Not Listed: 13.5

Retail \$: .76 Bil
 FM Share: 79.82%
 Stations: 9/6

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		87	86		S88	S87	S86
1. WAZY-F	35/27.8	26.7	25.3	393	43.8	41.3	47.0
2. WASK-F	23/18.3	13.0	18.5	206	20.3	25.1	25.2
3. WASK	15/11.9	14.3	13.0	198	19.9	27.4	23.6
4. WKHY-F	13/10.3	8.1	13.0	247	24.7	20.9	23.5
5. WFBQ-F	11/ 8.7	14.3	3.4	191	19.9	21.8	13.6
6. WCFY	6/ 4.8	3.1	6.2	57	5.4	5.4	5.3
7.							
8.							
9.							
10.							

12+ AMD

1. WASK
2. WAZY-F
3. WASK-F>
4. WKHY-F
5. WFBQ-F

12+ MID

1. WAZY-F
2. WASK-F
3. WKHY-F
4. WFBQ-F
5. WCFY

12+ PMD

1. WAZY-F
2. WASK-F>
3. WKHY-F
4. WASK
5. WFBQ-F

12+ EVE

1. WAZY-F>>
- 2.
- 3.
- 4.
- 5.

ADULTS 18-34

1. WAZY-F>>
2. WFBQ-F
3. WKHY-F
4. WASK-F
- 5.

ADULTS 25-54

1. WASK-F>
2. WAZY-F
3. WKHY-F
- 4.
- 5.

ADULTS 35-64

1. WASK-F>
2. WASK
3. WAZY-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLS 890 Chicago .8/4.9
 WXTZ-F 103.3 Indianapolis 1.6/2.8

RADIO STATIONS

WASK, 1450, 1 KW/1 KW	, MOR	NBC,\$26.00	(Republic)	H. Youart
WCFY, 1410, 1 KW/65 W (DA-D)	, RELIGION	,\$12.00	(---)	S. Speheger
WASK-F, 105.3, 50 KW @ 375,	COUNTRY	ABC-E,\$26.00	(Republic)	H. Youart
WAZY-F, 96.5, 50 KW @ 500,	CHR	ABC-C,\$30.00	(Christal)	Heritage R. Bauer
WKHY-F, 93.5, 3 KW @ 215,	AC	APR,\$ NA	(Katz)	E. McCart
WKJM-F, 95.3, 1.2 KW @ 520,	SOFT AC	,\$25.00	(Roslin)	(MONTICELLO) J. Pence

WFBQ-F - See Indianapolis in Spring 88 edition of American Radio

LAKE CHARLES, LA

MSA Rank/Pop: NA
 ARB Rank/Pop: 189/141,900
 Market TSL: 22.25 hours
 Average Person Ratings: 16.6

Diaries: 374/379:1
 Sample Target: 340
 % Below Line: 22.2
 % Not Listed: 8.1

Retail \$: 1.05 Bil
 FM Share: 80.09%
 Stations: 13/8

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		87	86		S88	S87	S86
1. KBIU-F	42/17.9	22.4	21.4	464	32.7	34.3	30.7
2. KYKZ-F	41/17.4	15.1	13.2	392	27.6	23.0	17.2
3. KHLA-F	28/11.9	11.9	7.3	270	19.0	23.3	18.5
4. KTQQ-F	21/ 8.9	11.0	15.9	201	14.2	17.7	24.2
5. KXZZ	18/ 7.7	12.3	11.3	175	12.3	16.1	15.0
6. KHYS-F	15/ 6.4	6.8	4.5	150	10.6	13.5	12.0
7. KQXY-F	10/ 4.3	3.2	2.7	96	6.8	5.6	6.6
8. KAOK	9/ 3.8	1.4	5.9	196	13.8	6.0	9.5
9. KAJN-F	8/ 3.4	2.7	2.7	116	8.2	5.8	8.9
KIJC-F	8/ 3.4	1.3	.9	131	9.2	6.9	6.2

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. KYKZ-F>	1. KYKZ-F	1. KBIU-F	1. KBIU-F>
2. KBIU-F	2. KHLA-F	2. KYKZ-F<	2. KXZZ >
3. KHLA-F	3. KBIU-F	3. KHLA-F	3. KYKZ-F
4. KTQQ-F	4. KTQQ-F	4. KXZZ	4.
5.	5.	5.	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. KBIU-F>	1. KYKZ-F	1. KYKZ-F>>
2. KHLA-F	2. KHLA-F>	2. KTQQ-F
3. KYKZ-F	3. KBIU-F	3. KHLA-F
4.	4. KTQQ-F	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEFM	1310 Sulphur	1.3/5.0
KLCL	1470 Lake Charles	2.6/8.2
KALD	1250 Port Arthur	3.0/4.1

RADIO STATIONS

KAOK, 1400, 1 KW/1 KW	, MOR	ABC-E, \$16.00	(---)	
KXZZ, 1580, 1 KW/1 KW	, BLACK	, \$55.00	(Katz)	D. Johnson
KBIU-F, 103.7, 100 KW @	471, CHR	, \$55.00	(Katz)	D. Johnson
KHLA-F, 99.5, 100 KW @	400, AC	ABC-D, \$21.00	(Republic)	G. Swift
KTQQ-F, 100.9, 3 KW @	300, COUNTRY	US 2, \$18.00	(Christal)	(SULPHUR) M. Basso
KYKZ-F, 96.1, 100 KW @	427, COUNTRY	ABC-I, \$24.00	(Banner)	M. Mitchell

Other ranked stations - See Beaumont in Spring 88 edition of American Radio

LAUREL - HATTIESBURG, MS

MSA Rank/Pop: NA
 ARB Rank/Pop: 194/131,000
 Market TSL: 22.25 hours
 Average Person Ratings: 16.4

Diaries: 412/318:1
 Sample Target: 330
 % Below Line: 16.7
 % Not Listed: 7.9

Retail \$: 1.00 Bil
 FM Share: 79.29%
 Stations: 17/15

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME S88	METRO CUME S87	METRO CUME S86
1. WNSL-F	35/16.3	15.7	20.8	376	31.7	35.4	40.8
2. WHER-F	23/10.7	8.1	9.0	268	20.4	16.9	18.4
3. WHSY-F	20/ 9.3	8.6	7.5	236	23.8	22.2	22.8
4. WZKX-F	19/ 8.8	6.6	---	171	18.5	13.6	---
5. WJMG-F	17/ 7.9	11.6	8.5	99	9.8	16.7	16.4
6. WORV	14/ 6.5	3.0	1.9	63	5.0	5.9	5.2
WEEZ-F	14/ 6.5	---	.5	100	8.7	---	4.8
8. WQIS	12/ 5.6	6.6	8.5	138	11.7	11.6	11.2
9. WBBN-F	11/ 5.1	6.1	5.7	113	9.1	12.3	9.3
10. WBSJ-F	9/ 4.2	3.5	5.7	114	9.3	10.5	9.7
11. WHLV	7/ 3.3	---	---	53	4.2	---	---

12+ AMD

1. WNSL-F>
2. WHER-F
3. WHSY-F
4. WBSJ-F
WZKX-F

12+ MID

1. WNSL-F
2. WHER-F
3. WHSY-F
4. WZKX-F
5. WJMG-F

12+ PMD

1. WNSL-F>
2. WHER-F
3. WHSY-F
WJMG-F
WZKX-F

12+ EVE

1. WNSL-F
2. WJMG-F
- WEEZ-F
4. WZKX-F
- 5.

ADULTS 18-34

1. WNSL-F>
2. WHSY-F
WJMG-F
WZKX-F
5. WEEZ-F

ADULTS 25-54

1. WNSL-F>
2. WHER-F
3. WHSY-F
WORV
- 5.

ADULTS 35-64

1. WHER-F
2. WNSL-F>
3. WBSJ-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAML	1340	Laurel	.5/2.4
WBKH	950	Hattiesburg	2.3/4.0
WFOR	1400	Hattiesburg	.9/4.5
WSY	1230	Hattiesburg	---/3.5
WKNZ-F	101.7	Collins	2.3/7.9
WMFM-F	106.3	Petal	1.9/5.3

RADIO STATIONS

WORV, 1580, 1 KW (DA), BLACK	NBN, \$ 8.00 (Dora-Clayton)	V. Floyd
WQIS, 890, 10 KW, BLACK/COMTEMP	ABC-F, \$ 9.00 (HNWH)	B. Holladay
WBBN-F, 95.9, 950 W @ 546, COUNTRY	,\$11.00 (---)	(TAYLORSVILLE) R. Blackeney
WBSJ-F, 102.3, 3 KW @ 300, COUNTRY	ABC-E, \$ 8.00 (Gert-Bunchez)	(ELLISVILLE) H. Knotts
WHER-F, 103.7, 100 KW @ 1056, BTFL/EZ	NBC, \$11.00 (Savalli)	J. Furr
WSY-F, 104.5, 100 KW @ 984, CHR	ABC-C, \$10.00 (Republic)	T. Tibbett
WJMG-F, 92.1, 3 KW @ 300, BLACK	SBN, \$10.00 (Dora-Clayton)	V. Floyd
WNSL-F, 100.3, 100 KW @ 1050, AC	ABC-F, \$15.00 (HNWH)	B. Holladay
WEEZ-F, 99.3, 3 KW @ 300, AC	,\$ 7.00 (Mid-South)	(HEIDELBURG) M. Hosey

WZKX-F - See Biloxi

LAWTON, OK

MSA Rank/Pop: 304/114,400
 ARB Rank/Pop: 234/95,500
 Market TSL: 18.0 hours
 Average Person Ratings: 13.5

Diaries: 303/315:1
 Sample Target: 290
 % Below Line: 10.2
 % Not Listed: 8.5

Retail \$: .61 Bil
 FM Share: 88.98%
 Stations: 11/5

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KLaw-F	30/23.3	30.9	32.4	321	36.3	40.6	37.5
2. KMGZ-F	27/20.9	25.5	25.0	352	44.8	43.9	35.2
3. KKRX-F	20/15.5	11.4	13.0	223	24.4	29.6	24.9
4. KQLI-F	19/14.7	---	---	209	23.2	---	---
5. KSWO	10/ 7.8	6.7	12.0	162	17.6	18.8	19.5
6. KATT-F	4/ 3.1	2.0	1.9	84	8.8	3.3	9.9
7.							
8.							
9.							
10.							

12+ AMD

1. KLaw-F
2. KSWO
3. KMGZ-F
4. KQLI-F
5. KKRX-F

12+ MID

1. KLaw-F>
2. KMGZ-F
3. KQLI-F
4. KKRX-F>>
5. KSWO

12+ PMD

1. KMGZ-F
2. KLaw-F>
3. KKRX-F
4. KQLI-F
- 5.

12+ EVE

1. KMGZ-F
2. KKRX-F>
3. KLaw-F
- 4.
- 5.

ADULTS 18-34

1. KKRX-F
2. KMGZ-F
3. KQLI-F
4. KLaw-F
- 5.

ADULTS 25-54

1. KLaw-F
2. KMGZ-F
3. KQLI-F>
4. KKRX-F
- 5.

ADULTS 35-64

1. KLaw-F>>
2. KMGZ-F
- KSWO
4. KQLI-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKQV-F	103.3	Wichita Falls	1.6/ 6.2
KLUR-F	99.9	Wichita Falls	1.6/ 3.5
KNIN-F	92.9	Wichita Falls	.8/10.6
KOMA	1520	Oklahoma City	1.6/ 2.8
KWFT	620	Wichita Falls	.8/ 3.4

RADIO STATIONS

KSWO, 1380, 1 Kw/1 Kw (DA-2), COUNTRY	SMN, \$ 9.00	(Riley)	R. Kirby
KKRX-F, 98.1, 100 Kw @ 202, AC	\$10.00	(---)	
KLaw-F, 101.5, 100 Kw @ 600, COUNTRY	ABC-E, \$22.00	(Katz)	B. Shoemate
KMGZ-F, 95.3, 3 Kw @ 295, CHR	US 1, \$18.00	(Republic)	C. Morgan
KQLI-F, 94.3, 3 Kw @ 328, SOFT AC	\$17.00	(---)	J. Gardner

KATT-F - See Oklahoma City in Spring 88 edition of American Radio

LONGVIEW - MARSHALL, TX

MSA Rank/Pop: 224/174,100
 ARB Rank/Pop: 191/141,000
 Market TSL: 20.0 hours
 Average Person Ratings: 14.6

Diaries: 322/438:1
 Sample Target: 330
 % Below Line: 26.2
 % Not Listed: 24.3

Retail \$: 1.30 Bil
 FM Share: 83.97%
 Stations: 18/8

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME S88	RATING S87	S86
1. KYKX-F	36/17.5	19.2	15.0	313	22.6	30.3	24.9
2. KTUX-F	26/12.6	9.1	11.1	221	22.1	22.0	24.2
3. KNUE-F	13/ 6.3	7.3	5.8	180	13.0	13.6	13.1
4. KOOI-F	11/ 5.3	4.6	1.0	132	9.4	6.5	4.1
5. KKTX-F	10/ 4.9	6.8	6.8	147	11.6	15.2	14.9
6. KEES	9/ 4.4	.9	4.8	80	5.7	5.6	7.5
KTAL-F	9/ 4.4	6.4	2.9	115	10.1	10.3	5.8
8. KMHT-F	8/ 3.9	5.0	1.9	95	8.4	9.7	6.5
9. KLGV	6/ 2.9	.9	1.0	53	3.8	2.2	3.0
10. KTYL-F	5/ 2.4	3.2	2.9	99	7.2	10.9	8.7

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KYKX-F>>	1. KYKX-F>>	1. KYKX-F	1. KTUX-F>>
2. KTUX-F<	2. KOOI-F	2. KTUX-F>>	2. KYKX-F
3. KNUE-F	3. KTUX-F	3. KEES	3. KFRO
4.	4. KNUE-F	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KTUX-F>	1. KYKX-F>>	1. KYKX-F>>
2. KKTX-F	2. KTUX-F	2. KOOI-F>
KNUE-F	KNUE-F	3. KEES
4.	4.	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAEZ-F 95.3 Gilmer	1.9/6.0	KRMD-F 101.1 Shreveport	1.0/5.2
KFRO 1370 Longview	1.5/8.5	KTYL 1330 Tyler	1.9/ .8
KITT-F 93.7 Shreveport	1.9/7.9	KWKH 1130 Shreveport	1.5/3.7
KRMD 1340 Shreveport	---/ .6	KWKH-F 94.5 Shreveport	1.5/4.3

RADIO STATIONS

KEES, 1430, 5 KW/1 KW (DA-N), NEWS/TALK ABC-T, \$ 9.00 (---) (GLADEWATER)

KKTX-F, 95.9, 3 KW @ 513, CHR, \$21.00 (Target) (KILGORE) R. Monroe

KMHT-F, 103.9, 3 KW @ 300, BLACK, \$10.00 (Miller) (MARSHALL) P. Adcock

KYKX-F, 105.7, 100 KW @ 1005, COUNTRY ABC-I, \$29.00 (Mc-Guild) M. Gatons

KTUX-F - See Shreveport in Spring 88 edition of American Radio

Other ranked stations - See Tyler, TX

LUFKIN - NACOGDOCHES, TX

MSA Rank/Pop: NA
 ARB Rank/Pop: 224/102,800
 Market TSL: 21.0 hours
 Average Person Ratings: 14.8

Diaries: 278/370:1
 Sample Target: 280
 % Below Line: 3.3
 % Not Listed: 19.7

Retail \$: .65 Bil
 FM Share: 71.71%
 Stations: 9/8

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	CUME S87	RATING S86
1. KJCS-F	44/28.9	26.7	26.0	436	42.4	39.5	37.0
2. KAFX-F	39/25.7	19.9	19.2	440	42.8	34.0	30.8
3. KYKS-F	15/10.5	14.9	19.9	263	25.6	33.4	32.6
4. KSFA	7/ 4.6	5.0	.7	52	5.1	7.5	5.3
5. KEEE	5/ 3.3	1.2	1.4	113	11.0	9.6	10.6
KTBC-F	5/ 3.3	---	4.1	74	7.2	---	10.6
KOOI-F	5/ 3.3	3.1	4.1	79	7.7	7.8	5.3
8.							
9.							
10.							

12+ AMD

1. KJCS-F>>
2. KAFX-F>>
3. KYKS-F
4. KSFA
- 5.

12+ MID

1. KJCS-F>>
2. KAFX-F>
3. KYKS-F
4. KSFA
5. KTBC-F

12+ PMD

1. KAFX-F<
2. KJCS-F
3. KYKS-F>>
- 4.
- 5.

12+ EVE

1. KAFX-F>
2. KJCS-F>>
3. KYKS-F
4. KEEE
KTBC-F

ADULTS 18-34

1. KAFX-F>>
2. KJCS-F>
3. KYKS-F
- 4.
- 5.

ADULTS 25-54

1. KJCS-F
2. KAFX-F>>
3. KYKS-F
- 4.
- 5.

ADULTS 35-64

1. KJCS-F>>
2. KAFX-F
3. KYKS-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KRBA 1340 Lufkin 5.1/.7

RADIO STATIONS

KEEE, 1230, 1 KW/1 KW	, AC	ABC-E, \$13.00	(---)	R. Hill
KSFA, 860, 1 KW/500 W	, COUNTRY	APR, \$16.00	(---)	B. Dunn
KAFX-F, 95.5, 100 KW @	569, AC	, \$18.00	(Christal)	(DIBOLL) C. Boswell
KJCS-F, 103.3, 100 KW @	??, COUNTRY	, \$22.00	(---)	J. Rucker
KTBC-F, 92.1, 1.9 KW @	370, AC	MBS, \$13.00	(---)	T. Baker
KYKS-F, 105.1, 100 KW @	600, AC	APR, \$25.00	(Eastman)	L. Gunter

KOOI - See Tyler, TX

MEDFORD - ASHLAND, OR

MSA Rank/Pop: 256/140,500
 ARB Rank/Pop: 207/118,000
 Market TSL: 18.75 hours
 Average Person Ratings: 13.8

Diaries: 295/400:1
 Sample Target: 310
 % Below Line: 6.4
 % Not Listed: 14.1

Retail \$: .79 Bil
 FM Share: 61.43%
 Stations: 13/11

12+ METRO	1/4/SHARE	SPG	SPG	METRO CUME	METRO CUME RATING		
		87	86		S88	S87	S86
1. KTMT-F	28/17.2	21.4	27.8	301	25.5	35.7	37.1
2. KRWQ-F	23/14.1	13.1	10.1	234	19.8	14.4	9.4
3. KCMX-F	14/ 8.6	13.1	11.8	207	17.5	17.9	20.6
4. KMED	13/ 8.0	1.4	2.4	182	15.4	4.3	7.7
5. KBGG-F	12/ 7.4	5.5	4.1	85	7.2	14.5	6.6
6. KCMX	10/ 6.1	4.8	7.7	135	11.4	8.1	10.0
7. KBOY-F	9/ 5.5	8.3	4.7	158	13.4	14.3	15.6
8. KYJC	8/ 4.9	8.3	8.3	212	18.0	23.2	22.5
9. KBOY	7/ 4.3	---	---	83	7.0	---	---
KAJO	7/ 4.3	---	---	50	4.2	---	---

12+ AMD

1. KTMT-F
2. KRWQ-F
3. KYJC
4. KCMX-F
KMED

12+ MID

1. KTMT-F
2. KCMX-F
3. KMED
KRWQ-F
- 5.

12+ PMD

1. KTMT-F>
2. KRWQ-F
3. KMED
- 4.
- 5.

12+ EVE

1. KRWQ-F
KTMT-F
3. KGO
4. KBGG-F
- 5.

ADULTS 18-34

1. KTMT-F
2. KBGG-F
3. KRWQ-F
4. KBOY
KBOY-F
KYJC

ADULTS 25-54

1. KRWQ-F>
2. KBGG-F
KTMT-F
- 4.
- 5.

ADULTS 35-64

1. KRWQ-F
2. KMED
3. KCMX-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDOV	1230	Talent	2.5/8.3
KMFR	380	Phoenix	1.8/7.7
KGO	810	San Francisco	1.2/3.6

RADIO STATIONS

KBOY, 730, 1 KW/250 W	, AC	, \$17.00 (Mc-Guild)	P. Schroeder
KCMX, 580, 1 KW/1 KW (DA-N), COUNTRY		MBS, \$13.00 (Katz)	R. Vsetecka
KMED, 1440, 5 KW/1 KW (DA-1), MOR		MBS, \$ 9.00 (Radio West)	D. Hill
KYJC, 610, 5 KW/5 KW (DA-2), AC		ABC-C, \$16.00 (HNWH)	J. Allen
KBGG-F, 102.7, 100 KW @ 2000, AC		, \$11.00 (---)	(CAVE JUNCTION) J. Melton
KBOY-F, 95.7, 100 KW @ 935, AC		, \$16.00 (Mc-Guild)	P. Schroeder
KCMX-F, 101.9, 32 KW @ 1457, BTFL/EZ		MBS, \$15.00 (Katz)	R. Vsetecka
KRWQ-F, 100.3, 30 KW @ 985, COUNTRY		APR, \$18.00 (Radio West)	(GOLD HILL) D. Hill
KTMT-F, 93.7, 18.4 KW @ ??, CHR		ABC-R, \$22.00 (Torbet)	R. Johnson

MERIDIAN, MS

MSA Rank/Pop: NA
 ARB Rank/Pop: 255/65,500
 Market TSL: 24.5 hours
 Average Person Ratings: 18.2

Diaries: 367/178:1
 Sample Target: 250
 % Below Line: 0
 % Not Listed: 7.6

Retail \$: .50 Bil
 FM Share: 67.27%
 Stations: 8/8

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WOKK-F	37/31.1	26.0	27.2	291	45.2	36.0	35.5
2. WJDQ-F	23/19.3	23.1	25.0	204	34.8	31.0	37.8
3. WALT	19/16.0	16.3	16.3	116	23.4	23.3	26.4
4. WQIC-F	14/11.8	6.7	---	115	22.4	18.1	---
5. WNBN	7/ 5.9	---	---	21	3.2	---	---
6. WMDN	5/ 4.2	1.9	9.8	33	5.6	10.9	21.2
WMOX	5/ 4.2	10.6	10.9	85	13.0	23.7	22.9
8.							
9.							
10.							

12+ AMD

1. WOKK-F>>
2. WJDQ-F>>
3. WALT
- WQIC-F
5. WMOX

12+ MID

1. WOKK-F>>
2. WJDQ-F>>
3. WALT
4. WQIC-F
- 5.

12+ PMD

1. WOKK-F
2. WJDQ-F
3. WALT
4. WQIC-F>>
- 5.

12+ EVE

1. WALT
2. WOKK-F>
3. WJDQ-F
4. WQIC-F
- 5.

ADULTS 18-34

1. WJDQ-F
2. WALT
3. WQIC-F
4. WOKK-F>>
- 5.

ADULTS 25-54

1. WOKK-F>>
2. WJDQ-F>
3. WALT >
4. WQIC-F
- 5.

ADULTS 35-64

1. WOKK-F>>
2. WJDQ-F
3. WALT
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WJDQ 1240 Marion ---/2.4

RADIO STATIONS

WALT, 910, 5 KW/1 KW	, BLACK	ABC-E,\$21.00	(Mc-Guild)	
WMDN, 1450, 1 KW/1 KW	, AC	SMN,\$11.00	(Banner)	L. Torgerson
WMOX, 1010, 10 KW/1 KW (DA-2)	, COUNTRY	US 2,\$15.00	(Savalli)	E. Smith
WNBN, 1290, 1 KW	, ? ?	NBN,\$ NA	(---)	
WJDQ-F, 101.3, 100 KW @ 580,	CHR	ABC-C,\$21.00	(Republic)	M. Partridge
WOKK-F, 97.1, 100 KW @ 330,	COUNTRY	ABC-E,\$28.00	(Mc-Guild)	K. Rainey
WQIC-F, 103.1, 3 KW @ 300,	BLACK	,\$15.00	(Banner)	(MARION) L. Torgerson

MINOT, ND

MSA Rank/Pop: NA
 ARB Rank/Pop: 260/49,100
 Market TSL: 20.25 hours
 Average Person Ratings: 15.1

Diaries: 271/181:1
 Sample Target: 250
 % Below Line: 0
 % Not Listed: 2.7

Retail \$: .45 Bil
 FM Share: 63.89%
 Stations: 8/8

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	CUME S87	RATING S86
1. KCJB	21/28.4	32.9	26.0	193	39.3	38.9	39.5
2. KZPR-F	13/17.6	12.7	11.0	133	27.1	25.2	21.1
3. KIZZ-F	12/16.2	12.7	13.7	158	32.2	26.6	26.4
4. KHHT-F	11/14.9	19.0	26.0	152	31.0	37.1	40.3
5. KBQQ-F	10/13.5	13.9	12.3	148	30.1	30.0	23.1
6. KRRL	3/ 4.1	3.8	1.4	49	14.5	13.2	8.9
7. KHRT	2/ 2.7	2.5	2.7	44	9.0	8.5	9.1
8.							
9.							
10.							

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. KCJB >>	1. KCJB >	1. KCJB >	1. KHHT-F
2. KIZZ-F	2. KZPR-F	2. KIZZ-F	2. KZPR-F
3. KZPR-F	3. KIZZ-F	KZPR-F	3. KIZZ-F>
4. KBQQ-F	4. KBQQ-F	4. KHHT-F	4. KBQQ-F
5. KHHT-F	5. KHHT-F	5. KBQQ-F	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. KIZZ-F	1. KCJB	1. KCJB >>
KZPR-F	2. KZPR-F	2. KZPR-F
3. KBQQ-F	3. KIZZ-F	3. KIZZ-F
4. KHHT-F	KBQQ-F	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KCJB, 910, 5 KW/1 KW (DA-2), COUNTRY	CBS, \$45.00 (Katz)	R. Romine
KHRT, 1320, 2.5 KW, RELIGION	ABC-I, \$ 7.00 (---)	R. Leavitt
KRRZ, 1390, 5 KW/1 KW, OLDIES	,\$10.00 (Torbet)	C. Ferguson
KHHT-F, 97.1, 100 KW @ 830, CHR	,\$40.00 (Katz)	P. Finken
KIZZ-F, 93.7, 100 KW @ 600, AC	ABC-C\$25.00 (Banner)	W. Sanders
KBQQ-F, 99.9, 100 KW @ 500, AC	,\$14.00 (Torbet)	D. Hoberg
KZPR-F, 105.3, 100 KW @ 579, COUNTRY	,\$ NA (Torbet)	R. Ferguson

MONMOUTH - OCEAN, NJ

MSA Rank/Pop: 49/957,600
 ARB Rank/Pop: 45/813,100
 Market TSL: 25.0 hours
 Average Person Ratings: 19.1

Diaries: 393/2069:1
 Sample Target: 400
 % Below Line: 77.1
 % Not Listed: 14.4

Retail \$: 6.62 Bil
 FM Share: 73.66%
 Stations: 32/6

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME S88	METRO CUME S87	METRO CUME S86
1. WOR	110/7.1	6.6	7.6	1043	13.5	15.4	13.7
2. WPAT-F	104/6.7	5.7	4.3	1107	13.9	11.0	10.4
3. WADB-F	100/6.4	6.2	3.6	870	11.0	12.6	9.6
4. WHTZ-F	87/5.6	3.3	5.0	803	14.1	9.4	13.2
5. WXRK-F	81/5.2	5.3	3.1	1029	14.4	10.7	11.4
6. WOBN-F	79/5.1	5.7	6.1	941	12.1	15.5	13.7
7. WWPR-F	71/4.6	7.6	2.9	871	14.4	17.7	14.9
8. WNEW-F	62/4.0	6.4	7.4	784	9.9	12.5	13.6
9. WJLK-F	54/3.5	3.0	4.1	718	11.2	10.4	10.3
10. WABC	51/3.3	2.8	1.9	1069	13.1	11.1	10.1
11. WYNY-F	48/3.1	1.1	1.7	737	9.6	5.1	6.5

12+ AMD

1. WXRK-F
2. WADB-F
3. WOR
4. WHTZ-F
5. WOBN-F

12+ MID

1. WOR
- WPAT-F
3. WNEW-F
4. WOBN-F<
5. WADB-F

12+ PMD

1. WPAT-F
2. WOR
- WHTZ-F
4. WWPR-F
5. WADB-F

12+ EVE

1. WOR
2. WWPR-F
3. WHTZ-F
4. WXRK-F<
5. WPAT-F

ADULTS 18-34

1. WXRK-F
2. WNEW-F
3. WHTZ-F
4. WWPR-F
5. WMJY-F

ADULTS 25-54

1. WXRK-F
2. WOBN-F
3. WNEW-F<
4. WJLK-F
5. WHTZ-F
- WRKS-F

ADULTS 35-64

1. WPAT-F<
2. WADB-F
3. WOBN-F
4. WYNY-F
- 5.

WINS	1010	New York	.6/4.8
WKXW-F	101.5	Trenton	.8/3.6
WLTW-F	106.7	New York	1.7/5.6
WMCA	570	New York	1.4/4.1
WMMR-F	93.3	Philadelphia	1.8/2.9
WNBC	660	New York	1.9/5.4
WNCN-F	104.3	New York	.4/2.8
WNEW	1130	New York	1.4/3.1
WNSR-F	105.1	New York	2.8/7.8
WPAT	930	Paterson	.3/2.2
WPIX-F	101.9	New York	.5/2.6
WQHT-F	103.5	Lake Success	.9/2.4
WRKS-F	98.7	New York	2.8/4.7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WJLK	1310	Asbury Park	1.0/ 4.4
WJRZ-F	100.1	Manahawkin	1.2/ 5.4
WMJY-F	107.1	Long Branch	2.4/ 5.4
WCBS	880	New York	2.8/11.8
WCBS-F	101.1	New York	2.2/10.0
WFAN	1050	New York	1.0/ 5.6
WFPG-F	96.9	Atlantic City	1.4/ 3.2
WHLI	1100	Hempstead	1.8/ 3.0

RADIO STATIONS

WJLK, 1310, 2.5 KW/1 KW (DA-D), OLDIES , \$ NA (Katz) Asbury Press (ASBURY PARK) J. Dziuba
 WADB-F, 95.9, 3 KW @ 300, BTFL/EZ UPI, \$32.00 (Christal) (POINT PLEASANT) A. Brown
 WJLK-F, 94.3, 3 KW @ 500, CHR , \$71.00 (Katz) Asbury Press (ASBURY PARK) J. Dziuba
 WMJY-F, 107.1, 3 KW @ 400, AC , \$35.00 (---) (LONG BRANCH) C. DeProspero
 WOBN-F, 92.7, 3 KW @ 300, AC , \$59.00 (---) (TOMS RIVER) B. Levy

Other ranked stations - See New York in Spring 88 edition of American Radio

MONROE, LA

MSA Rank/Pop: 250/144,300
 ARB Rank/Pop: 208/116,200
 Market TSL: 20.0 hours
 Average Person Ratings: 14.8

Diaries: 379/307:1
 Sample Target: 310
 % Below Line: 0
 % Not Listed: 8.1

Retail \$: .82 Bil
 FM Share: 68.60%
 Stations: 10/10

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME S88	METRO CUME S87	METRO CUME S86
1. KYEA-F	41/23.8	22.3	23.5	284	24.4	28.3	23.7
2. KNAN-F	33/19.2	17.6	22.9	372	32.0	35.2	36.4
3. KJLO-F	23/13.4	18.1	12.7	256	22.0	25.7	19.8
4. KNOE	17/ 9.9	5.7	9.0	201	17.3	16.3	21.9
5. KNOE-F	15/ 8.7	10.9	13.3	295	25.4	26.0	26.4
6. KMBS	11/ 6.4	4.7	3.6	128	11.0	6.5	5.9
7. KXLA	8/ 4.7	4.1	1.8	101	8.7	5.7	5.6
8. KMYQ-F	4/ 2.3	---	---	42	3.6	---	---
10. KWEZ	4/ 2.3	2.6	3.0	46	4.0	5.7	8.8

12+ AMD

1. KYEA-F
2. KNAN-F
3. KNOE
4. KJLO-F
5. KNOE-F>>

12+ MID

1. KNAN-F
2. KYEA-F
3. KJLO-F
4. KNOE
- 5.

12+ PMD

1. KYEA-F
2. KNAN-F
3. KJLO-F
4. KNOE-F
- 5.

12+ EVE

1. KYEA-F>>
2. KNAN-F
3. KXLA
- 4.
- 5.

ADULTS 18-34

1. KYEA-F
2. KNAN-F>>
3. KJLO-F
4. KNOE-F
- 5.

ADULTS 25-54

1. KJLO-F
2. KYEA-F
3. KNAN-F
- 4.
- 5.

ADULTS 35-64

1. KJLO-F
2. KNOE
3. KNAN-F
4. KYEA-F
5. KMBS

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KXKZ-F 107.5 Ruston 1.2/6.5

RADIO STATIONS

KMBS, 1310, 5 KW	, NOSTALGIA	SMN,\$20.00 (---)	D. Seegers
KNOE, 540, 5 KW/1 KW (DA-N)	, COUNTRY	ABC-I,\$20.00 (Mc-Guild)	Noe J. Noe
KWEZ, 1440, 5 KW/1 KW	, BLACK	,\$10.00 (HNWH)	New South V. Emerson
KXLA, 990, 1 KW/250 W (DA-1)	, BLACK	SBN,\$10.00 (Masla)	(RAYVILLE) T. Bigby
KJLO-F, 104.1, 100 KW @ 350,	COUNTRY	ABC-E,\$25.00 (HNWH)	New South V. Emerson
KMYQ-F, 100.1, 3 KW @ 200,	SOFT AC	SMN,\$11.00 (---)	(BASTROP) G. Grubbs
KNAN-F, 106.1, 100 KW @ 480,	CHR	ABC-F,\$44.00 (Banner)	R. Reynolds
KNOE-F, 101.9, 100 KW @ 1650,	CONTEMP	ABC-F,\$20.00 (Mc-Guild)	Noe J. Noe
KYEA-F, 98.3, 3 KW @ 300,	BLACK	,\$50.00 (Durpetti)	C. Morgan

MORRISTOWN, NJ

MSA Rank/Pop: NA
 ARB Rank/Pop: 95/359,800
 Market TSL: 21.25 hours
 Average Person Ratings: 16.5

Diaries: 416/865:1
 Sample Target: 400
 % Below Line: 88.1
 % Not Listed: 13.9

Retail \$: 3.30 Bil
 FM Share: 74.61%
 Stations: 25/3

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		87	86		S88	S87	S86
1. WHTZ-F	49/8.2	9.4	6.7	544	22.8	24.1	21.0
2. WWPR-F	45/7.6	7.1	11.0	652	24.0	24.5	31.1
3. WPAT-F	44/7.4	7.6	10.3	433	12.0	12.2	15.2
4. WXRK-F	31/5.2	5.3	7.7	526	16.8	13.8	16.4
WYNY-F	31/5.2	3.9	4.6	441	12.6	13.0	15.0
6. WDHA-F	30/5.0	3.7	3.6	426	13.2	11.0	13.8
7. WABC	28/4.7	2.9	4.0	421	12.4	10.8	15.3
8. WNEW-F	27/4.5	7.8	4.5	424	13.1	20.3	15.0
WQHT-F	27/4.5	.6	1.5	190	6.8	3.7	7.3
10. WLTW-F	25/4.2	6.0	4.3	532	15.0	15.6	11.1
11. WOR	23/3.9	9.0	4.5	358	9.9	15.6	12.9
12. WCBS-F	21/3.5	5.3	4.1	472	14.0	11.5	11.3

12+ AMD

1. WHTZ-F
2. WXRK-F
3. WWPR-F
4. WYNY-F
- 5.

12+ MID

1. WPAT-F
2. WHTZ-F
3. WWPR-F
4. WYNY-F
5. WDHA-F

12+ PMD

1. WWPR-F
2. WHTZ-F
3. WABC
WPAT-F
5. WNEW-F

12+ EVE

1. WPAT-F
2. WABC <
3. WHTZ-F
WQHT-F
5. WWPR-F

ADULTS 18-34

1. WWPR-F
2. WDHA-F
3. WHTZ-F
WXRK-F
- 5.

ADULTS 25-54

1. WHTZ-F
2. WWPR-F
3. WXRK-F
WCBS-F
- 5.

ADULTS 35-64

1. WYNY-F
2. WABC
WPAT-F
4. WLTW-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMTR	1250	Morristown	2.2/ 5.3	WNCN-F	104.3	New York	2.0/ 9.3
WXMC	1310	Parsipp	3.0/ 3.5	WNEW	1130	New York	1.3/ 2.8
WFAN	1050	New York	.5/ 3.4	WNSR-F	105.1	New York	3.2/12.4
WFME-F	94.7	Newark	.5/ 3.2	WPAT	930	Paterson	.3/ 2.3
WINS	1010	New York	1.7/10.6	WPIX-F	101.9	New York	1.3/ 6.1
WNBC	660	New York	1.2/ 5.0	WQXR-F	96.3	New York	1.7/ 5.5

RADIO STATIONS

WMTR, 1250, 5 KW/1 KW (DA-2), MOR APR, \$63.00 (Groskin) (MORRISTOWN) P. Arnow
 WXMC, 1310, 1 KW (DAYS,DA), NOSTALGIA, \$47.00 (---) (PARSIPP) R. Coppinger

WDHA-F, 105.5, 3 KW @ 300, AOR, \$68.00 (Groskin) (DOVER) R. Linder

Other ranked stations - See New York in Spring 88 edition of American Radio

MUSKEGON, MI

MSA Rank/Pop: 235/158,400
 ARB Rank/Pop: 201/127,200
 Market TSL: 18.0 hours
 Average Person Ratings: 13.2

Diaries: 381/334:1
 Sample Target: 350
 % Below Line: 17.6
 % Not Listed: 11.9

Retail \$: .77 Bil
 FM Share: 85.14%
 Stations: 16/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	CUME S87	RATING S86
1. WSNX-F	37/22.0	25.4	10.3	328	34.3	41.7	19.0
2. WMUS-F	35/20.8	22.3	19.0	275	23.1	34.5	27.7
3. WQWQ-F	16/ 9.5	10.7	7.6	190	14.9	17.4	16.6
4. WKBZ-F	12/ 7.1	6.6	15.2	210	17.5	17.2	25.8
5. WLAV-F	10/ 6.0	2.0	---	108	9.9	6.5	---
6. WKBZ-F	8/ 4.8	3.0	4.3	128	10.4	10.7	10.5
7. WLCS-F	7/ 4.2	3.6	.5	143	12.7	11.7	6.5
8. WCXT-F	5/ 3.0	4.6	6.0	91	7.5	10.1	9.9
WKLQ-F	5/ 3.0	4.6	12.0	81	10.1	12.4	19.5
WKWM	5/ 3.0	---	---	44	5.0	---	---

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WSNX-F	1. WMUS-F	1. WMUS-F	1. WSNX-F>
2. WMUS-F>	2. WSNX-F>	2. WSNX-F>>	2. WMUS-F
3. WKBZ	3. WQWQ-F	3. WQWQ-F>	3. WKWM
4. WQWQ-F	4.	4. WLAV-F	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WSNX-F>>	1. WMUS-F>	1. WMUS-F>>
2. WLAV-F>	2. WSNX-F>>	2. WQWQ-F>
3. WLCS-F	3. WLAV-F	3. WKBZ-F
4.	4.	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMUS	1090	Muskegon	1.2/5.1
WSNX	1600	Muskegon	---/1.3
WCUZ-F	101.3	Grand Rapids	.6/2.9
WGN	720	Chicago	1.8/3.8
WGRD-F	97.9	Grand Rapids	.6/3.2
WOOD-F	105.7	Grand Rapids	.6/3.7

RADIO STATIONS

WKBZ, 850,	1 KW/1 KW	, AC	ABC-I,MBS,\$16.00 (Roslin)	Reams	F. Tascone
WCXT-F, 105.3,	100 KW @ 650,	AC	,\$18.00 (Masla)		(HART) L. Nalley
WKBZ-F, 95.3,	3 KW @ 367,	AC	ABC-I,MBS,\$16.00 (Roslin)	Reams (WHITEHALL)	F. Tascone
WLCS-F, 98.3,	3 KW @ 380,	CLASSIC HITS	,\$ NA (---)		T. Morris
WQWQ-F, 101.7,	3 KW @ 300,	BTFL/EZ	,\$16.00 (Masla)	Kuiper	W. Kuiper
WSNX-F, 104.5,	50 KW @ 360,	CHR	,\$32.00 (Banner)	Goodrich	

Other ranked stations - See Grand Rapids in Spring 88 edition of American Radio

NAPLES - MARCO ISLAND, FL

MSA Rank/Pop: 277/127,000
 ARB Rank/Pop: 216/109,900
 Market TSL: 18.75 hours
 Average Person Ratings: 13.6

Diaries: 283/388:1
 Sample Target: 280
 % Below Line: 48.1
 % Not Listed: 12.0

Retail \$: 1.06 Bil
 FM Share: 78.20%
 Stations: 13/7

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		87	86		S88	S87	S86
1. WCVU-F	26/17.4	19.9	22.6	287	26.1	36.2	32.8
2. WNOG	15/10.1	12.0	14.3	175	15.9	18.6	23.6
WHEW-F	15/10.1	3.6	---	135	12.6	5.9	---
4. WZOR	14/ 9.4	---	---	65	7.7	---	---
5. WAVV-F	13/ 8.7	---	---	119	11.2	---	---
WRXK-F	13/ 8.7	12.0	.6	133	13.9	21.1	5.1
7. WIXI-F	12/ 8.1	6.0	---	160	14.6	13.5	---
8. WRGI-F	9/ 6.0	6.6	11.3	147	16.9	23.4	21.5
9. WINK-F	8/ 5.4	8.4	9.5	138	16.1	18.2	23.3
10. WIKX-F	3/ 2.0	4.2	1.2	58	5.3	9.5	6.4
WSGL-F	3/ 2.0	11.4	14.9	84	8.4	21.1	20.4

12+ AMD

1. WNOG
2. WCVU-F>
3. WIXI-F
4. WZOR
- 5.

12+ MID

1. WCVU-F>
2. WAVV-F
3. WIXI-F<
4. WHEW-F
- 5.

12+ PMD

1. WCVU-F>
2. WRXK-F
3. WZOR
- WHEW-F
- 5.

12+ EVE

1. WZOR
2. WCVU-F
3. WNOG
- 4.
- 5.

ADULTS 18-34

1. WZOR
2. WRXK-F>>
3. WAVV-F
- WRGI-F
- 5.

ADULTS 25-54

1. WAVV-F
2. WZOR >
3. WHEW-F
4. WCVU-F
- 5.

ADULTS 35-64

1. WCVU-F
2. WHEW-F
3. WAVV-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOOJ-F 107.1 LeHigh Acres 1.3/5.0

RADIO STATIONS

WNOG, 1270, 5 KW/2.5 KW (DA-N), TALK	CBS,MBS,\$23.00	(Christal)	J. Eddens
WZOR, 1490, 1 KW/1	, SPANISH	,\$ 6.00 (Caballero)	(IMMOKALEE) M. Ritchey
WAVV-F, 101.1, 100 KW @ 1035, SOFT AC	,\$36.00	(CBS)	(MARCO) N. Alpert
WIKX-F, 98.3, 1 KW @ 565, COUNTRY	SMN,\$15.00	(---)	(IMMOKALEE) W. Roof
WIXI-F, 105.5, 3 KW @ 678, NOSTALGIA	SMN,\$16.00	(Torbet)	M. Wodlinger
WRGI-F, 93.5, 3 KW @ 300, AC	US 1,\$20.00	(Roslin)	J. Norman
WSGL-F, 103.1, 2 KW @ 384, NOSTALGIA	,\$31.00	(Banner)	B. Michael

Other ranked stations - See Ft. Myers

NEW BEDFORD - FALL RIVER, MA

MSA Rank/Pop: 228/168,500
 ARB Rank/Pop: 83/412,900
 Market TSL: 23.75 hours
 Average Person Ratings: 18.1

Diaries: 505/818:1
 Sample Target: 400
 % Below Line: 97.3
 % Not Listed: 6.8

Retail \$: 3.77 Bil
 FM Share: 74.18%
 Stations: 36/7

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME S88	RATING S87	RATING S86
1. WPRO-F	116/15.5	9.1	6.7	1061	33.6	25.5	20.2
2. WHJY-F	67/ 9.0	8.4	9.3	573	17.2	21.6	21.2
3. WLKW-F	49/ 6.6	8.6	6.6	571	13.8	17.3	15.6
4. WODS-F	36/ 4.8	---	1.8	465	11.3	---	8.7
5. WMYS-F	31/ 4.1	8.8	7.3	519	13.2	15.0	14.0
6. WBZ	30/ 4.0	4.5	4.2	338	8.6	7.5	9.9
7. WHJJ	26/ 3.5	1.1	1.6	201	4.9	4.7	3.5
8. WWLI-F	25/ 3.3	3.1	4.9	355	8.9	10.2	11.7
9. WALE	23/ 3.1	1.7	3.4	234	5.7	4.7	5.8
WSNE-F	23/ 3.1	4.5	2.6	479	12.7	10.4	10.1
WWAZ	23/ 3.1	1.7	1.8	192	4.7	2.9	4.1
12. WPLM-F	20/ 2.7	1.1	2.2	230	5.7	3.3	5.9

12+ AMD

1. WPRO-F>
2. WHJY-F
3. WBZ
- 4.
- 5.

12+ MID

1. WPRO-F
2. WHJY-F
3. WLKW-F
4. WMYS-F
- 5.

12+ PMD

1. WPRO-F>
2. WHJY-F
3. WLKW-F
- 4.
- 5.

12+ EVE

1. WPRO-F>>
2. WHJY-F
3. WBZ
4. WHJJ
- 5.

ADULTS 18-34

1. WPRO-F
2. WHJY-F>>
- 3.
- 4.
- 5.

ADULTS 25-54

1. WPRO-F
2. WHJY-F
3. WODS-F
4. WMYS-F
- 5.

ADULTS 35-64

1. WLKW-F>
2. WPRO-F
3. WODS-F
4. WMYS-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARA	1320	Attleboro	.7/3.0
WBSM	1420	New Bedford	2.1/6.2
WNBH	1340	New Bedford	1.2/4.7
WPEP	1570	Taunton	1.2/3.0
WAAF-F	107.3	Worcester	1.1/4.5
WBCN-F	104.1	Boston	1.2/4.7
WBDS-F	92.9	Brookline	1.3/5.6
WBRU-F	95.5	Providence	1.1/8.2
WCAV-F	97.7	Brockton	.4/2.3
WCRB-F	102.5	Waltham	2.3/3.0

WEEI	590	Boston	.5/4.8
WHDH	850	Boston	.9/4.4
WHIM	1110	Providence	.7/3.0
WJIB-F	96.9	Boston	1.3/3.4
WMJX-F	106.7	Boston	1.2/2.6
WPLM	1390	Plymouth	---/ .2
WPRO	630	Providence	1.7/6.0
WRKO	680	Boston	1.3/4.7
WROR-F	98.5	Boston	1.3/5.6
WVBF-F	105.7	Framingham	2.3/4.3
WWRX-F	103.7	Westerly	.8/3.2
WXKS-F	107.9	Medford	1.5/5.7
WZLX-F	100.7	Boston	2.3/5.2
WZOU-F	94.5	Boston	2.0/7.1

RADIO STATIONS

WALE, 1400, 1 KW/1 KW, TALK MBS, \$27.00 (Mc-Guild) (FALL RIVER) F. Battaglia
 WBSM, 1420, 5 KW/1 KW (DA-1), TALK NBC, \$32.00 (Christal) Sage (NEW BEDFORD) D. Shackett

Other ranked stations - See Providence or Boston in Spring 88 edition of American Radio

NEW LONDON, CT

MSA Rank/Pop: 164/262,000
 ARB Rank/Pop: 148/211,900
 Market TSL: 21.0 hours
 Average Person Ratings: 16.0

Diaries: 454/467:1
 Sample Target: 400
 % Below Line: 39.7
 % Not Listed: 13.2

Retail \$: 1.75 Bil
 FM Share: 77.97%
 Stations: 25/7

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WQGN-F	60/17.6	---	---	549	32.3	---	---
2. WCTY-F	44/12.9	---	---	431	21.4	---	---
3. WWRX-F	42/12.4	---	---	491	26.6	---	---
4. WTYD-F	24/ 7.1	---	---	367	18.4	---	---
5. WICH	23/ 6.8	---	---	203	10.1	---	---
6. WVVE-F	13/ 3.8	---	---	213	10.4	---	---
7. WSUB	9/ 2.6	---	---	159	7.5	---	---
WHCN-F	9/ 2.6	---	---	141	7.4	---	---
WTIC	9/ 2.6	---	---	182	8.6	---	---
10. WCBS	8/ 2.4	---	---	219	10.3	---	---

12+ AMD

1. WQGN-F>
2. WCTY-F
3. WICH
4. WWRX-F
5. WTYD-F

12+ MID

1. WQGN-F
2. WCTY-F>
3. WWRX-F
4. WTYD-F
5. WICH

12+ PMD

1. WQGN-F
2. WWRX-F>
3. WCTY-F
4. WTYD-F
5. WICH

12+ EVE

1. WQGN-F>
2. WWRX-F
3. WCTY-F>>
4. WTYD-F
- 5.

ADULTS 18-34

1. WQGN-F
2. WWRX-F>>
3. WCTY-F
4. WICH
- 5.

ADULTS 25-54

1. WCTY-F
- WQGN-F
3. WWRX-F
4. WICH
5. WVVE-F

ADULTS 35-64

1. WCTY-F
2. WTYD-F
3. WICH
- WQGN-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNLC	1510	New London	1.5/7.0	WKSS-F	95.7	Hartford	.9/2.9
WAAF-F	107.3	Worcester	.9/4.9	WNBC	660	New York	1.8/7.2
WDRC-F	102.9	Hartford	1.5/8.2	WOR	710	New York	.9/3.0
WHJY-F	94.1	Providence	.9/3.4	WPLR-F	99.1	New Haven	.9/4.7
WILI-F	98.3	Willimantic	1.8/3.8	WRCH-F	100.5	New Britain	.9/3.8
WINS	1010	New York	.6/3.7	WTIC-F	96.5	Hartford	1.2/5.3
WKCI-F	101.3	Hamden	1.2/4.4	WWLI-F	105.1	Providence	.6/5.4
				WWYZ-F	92.5	Waterbury	.6/2.7

RADIO STATIONS

WICH, 1310, 5 KW/5 KW	, CONTEMP	, \$ NA	(Torbet)	R. Reed
WNLC, 1510, 10 KW/5 KW (DA)	, OLDIES	CBS, \$ NA	(Mc-Guild)	R. Wolf
WSUB, 980, 1 KW/	, OLDIES	APR, \$ NA	(Eastman)	(GROTON) S. Wodlinger
WCTY-F, 97.7, 3 KW @ 300,	COUNTRY	ABC-F, \$ NA	(Torbet)	(NORWICH) R. Reed
WQGN-F, 105.5, 3 KW @ ??,	CHR	, \$ NA	(Eastman)	Hartstone-Dickstein (GROTON)
WTYD-F, 100.9, 3 KW @ 559,	BTFL/EZ	, \$ NA	(Mc-Guild)	R. Wolf
WVVE-F, 102.3, 3 KW @ 439,	AC	, \$20.00	(HNWH)	(STONINGTON) D. Quinn

Other ranked stations - See New York, Hartford or Providence in Spring 88 edition of American Radio

NORTHWEST MICHIGAN, MI
(Traverse City - Petoskey - Charlevoix)

MSA Rank/Pop: NA	Diaries: 329/309:1	Retail \$: 1.22 Bil
ARB Rank/Pop: 226/101,800	Sample Target: 290	FM Share: 90.00%
Market TSL: 22.5 hours	% Below Line: 0	Stations: 15/15
Average Person Ratings: 16.8	% Not Listed: 12.3	

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		87	86		S88	S87	S86
1. WKHQ-F	31/18.1	18.2	19.9	380	37.3	37.6	36.8
2. WTCM-F	25/14.6	10.7	13.6	195	19.2	18.9	18.6
3. WMBN-F	15/ 8.8	8.0	9.9	176	17.3	18.4	16.5
4. WCCW-F	14/ 8.2	10.7	3.3	142	13.9	18.8	9.6
WLDR-F	14/ 8.2	1.6	5.3	133	13.1	7.6	12.2
6. WKPK-F	12/ 7.0	5.3	2.6	173	17.0	21.3	15.6
7. WKLT-F	11/ 6.4	8.0	14.6	108	10.6	18.1	18.8
8. WJML-F	7/ 4.1	8.6	9.9	131	12.9	22.0	17.8
9. WMKC-F	6/ 3.5	3.2	2.0	58	5.7	7.5	8.1
10.							

12+ AMD

1. WKHQ-F>
- WTCM-F
3. WLDR-F
4. WMBN-F
- 5.

12+ MID

1. WTCM-F
2. WKHQ-F
3. WMBN-F
4. WCCW-F
5. WLDR-F

12+ PMD

1. WKHQ-F>
2. WTCM-F
3. WMBN-F
4. WCCW-F
- WKLT-F

12+ EVE

1. WKHQ-F>>
2. WKLT-F
3. WKPK-F
- WTCM-F
- 5.

ADULTS 18-34

1. WKHQ-F>
2. WKLT-F
3. WCCW-F
- WKPK-F
- 5.

ADULTS 25-54

1. WKHQ-F
2. WTCM-F
3. WCCW-F
4. WLDR-F
- 5.

ADULTS 35-64

1. WTCM-F>
2. WLDR-F
3. WKHQ-F
- WMBN-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKHQ	1270	Charlevoix	.6/1.7
WTCM	580	Traverse City	2.3/9.7
WWPZ	1340	Petoskey	2.9/4.1

RADIO STATIONS

WCCW-F, 92.1, 3 KW @ 251, OLDIES	ABC-E, \$14.00 (Durpetti)	(TRAVERSE CITY) H. Payne
WMKC-F, 102.9, 100 KW @ 370, COUNTRY	ABC-E, ABC-I, \$13.00 (Patt)	(ST. IGNACE) T. Ahlborn
WJML-F, 98.9, 100 KW @ 800, AC	, \$18.00 (HNWH)	(PETOSKEY) D. Dexter
WKHQ-F, 105.9, 100 KW @ 922, CHR	ABC-C, \$20.00 (Mc-Guild)	Mid. Family (CHARLEVOIX) T. Moore
WKLT-F, 97.7, 1.3 KW @ 500, AOR	Source, \$18.00 (Unirep)	(KALKASKA) R. Box
WKPK-F, 106.7, 100 KW @ 570, CHR	US 1, \$12.00 (Mich. Spot)	(GAYLORD) J. DeGroot
WLDR-F, 101.9, 100 KW @ 590, AC	US 2, \$15.00 (Masla)	(TRAVERSE CITY) D. Wiitala
WMBN-F, 96.3, 100 KW @ 980, BTFL/EZ	MBS, \$16.00 (Christal)	MacDonald (PETOSKEY) P. MacDonald
WTCM-F, 103.5, 100 KW @ 1000, COUNTRY	NBC, \$28.00 (Katz)	(TRAVERSE CITY) R. Biederman

ODESSA - MIDLAND, TX

MSA Rank/Pop: 258/139,800
 ARB Rank/Pop: 150/206,000
 Market TSL: 23.5 hours
 Average Person Ratings: 16.9

Diaries: 473/436:1
 Sample Target: 380
 % Below Line: 0
 % Not Listed: 6.9

Retail \$: 2.57 Bil
 FM Share: 78.70%
 Stations: 15/15

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	CUME S87	RATING S86
1. KODM-F	56/16.1	16.8	16.9	610	29.6	23.5	31.7
2. KWES-F	47/13.5	14.3	12.0	502	24.4	29.2	25.8
3. KGEE-F	37/10.6	8.8	4.3	336	16.3	13.3	11.5
4. KNFM-F	36/10.3	12.8	13.5	441	21.4	23.9	19.2
5. KJJT	32/ 9.2	3.7	7.2	173	8.4	6.2	9.4
6. KBAT-F	29/ 8.3	12.5	6.6	396	19.2	14.8	14.7
7. KWMJ-F	27/ 7.8	8.5	9.2	272	13.2	16.2	16.0
8. KCKS	12/ 3.4	3.7	2.3	159	7.7	9.5	8.8
KMND	12/ 3.4	1.2	1.7	101	4.9	2.3	4.5
10. KUFO-F	11/ 3.2	1.2	1.7	119	5.8	3.1	6.0

12+ AMD

1. KHFM-F
2. KODM-F
3. KWES-F
4. KGEE-F
- 5.

12+ MID

1. KODM-F
2. KNFM-F
3. KWMJ-F
4. KGEE-F
- 5.

12+ PMD

1. KODM-F>
2. KWES-F
3. KNFM-F
4. KBAT-F
- 5.

12+ EVE

1. KWES-F
2. KODM-F>>
3. KBAT-F
- 4.
- 5.

ADULTS 18-34

1. KODM-F>
2. KWES-F
3. KBAT-F
- 4.
- 5.

ADULTS 25-54

1. KODM-F
2. KNFM-F
3. KGEE-F
- 4.
- 5.

ADULTS 35-64

1. KGEE-F
- KNFM-F
3. KWMJ-F
4. KODM-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KENT	920	Odessa	1.1/2.3
KJBC	1150	Midland	1.1/3.8
KKKK-F	99.1	Odessa	.6/5.0
KQIP-F	96.9	Odessa	2.9/9.8
KRIC	1410	Odessa	1.4/4.3

RADIO STATIONS

KCRS, 550, 5 KW/1 KW (DA-2), MOR	UPI, \$30.00 (Mc-Guild)	Mayes	P. Humes
KJJT, 1000, 250 W	, \$24.00 (Caballero)		W. Valasquez
KMND, 1510, 500 W	ABC-I, \$ NA (Banner)		G. Bakke
KBAT-F, 93.3, 100 KW @ 500, AOR	, \$19.00 (Katz)		B. Hicks
KGEE-F, 99.9, 100 KW @ 500, COUNTRY	, \$ NA (Republic)	(MONAHANS)	J. Lovell
KNFM-F, 92.3, 100 KW @ 490, COUNTRY	ABC-E, \$22.00 (Banner)	Bakcor	B. Bunch
KODM-F, 97.9, 100 KW @ 380, AC	, \$27.00 (HNWH)		B. Gruber
KUFO-F, 100.3, 100 KW @ 800, AC	CBS, \$15.00 (Target)	(LAMESA)	W. Bundy
KWES-F, 102.1, 100 KW @ 970, CHR	, \$23.00 (Crystal)	(MONAHANS)	M. Deardorff
KWMJ-F, 103.3, 100 KW @ 920, BTFL/EZ	, \$30.00 (Mc-Guild)	Mayes	

OWENSBORO, KY

MSA Rank/Pop: 331/87,800
 ARB Rank/Pop: 251/71,600
 Market TSL: 20.25 hours
 Average Person Ratings: 15.1

Diaries: 264/271:1
 Sample Target: 250
 % Below Line: 53.5
 % Not Listed: 6.5

Retail \$: .60 Bil
 FM Share: 91.09%
 Stations: 8/3

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME S88	RATING S87	RATING S86
1. WBKR-F	38/35.2	30.6	36.5	331	49.7	46.9	44.3
2. WSTQ-F	37/34.3	33.9	30.4	261	46.1	48.1	50.6
3. WIKY-F	7/ 6.5	5.8	7.0	93	13.5	11.1	13.8
4. WVJS	6/ 5.6	13.2	8.7	175	26.3	32.1	31.0
WKDQ-F	6/ 5.6	6.6	2.6	118	17.0	16.1	14.8
6. WGBF-F	4/ 3.7	---	---	40	6.6	---	---
7. WOMI	3/ 2.8	3.3	5.2	77	10.8	12.1	13.3
8.							
9.							
10.							

12+ AMD

1. WBKR-F>>
2. WSTQ-F>>
3. WVJS >
4. WIKY-F
 WKDQ-F

12+ MID

1. WBKR-F>
2. WSTQ-F>>
3. WVJS
 WGBF-F
- 5.

12+ PMD

1. WBKR-F
 WSTQ-F>>
3. WKDQ-F
- 4.
- 5.

12+ EVE

1. WSTQ-F
- 2.
- 3.
- 4.
- 5.

ADULTS 18-34

1. WSTQ-F>>
2. WBKR-F>>
3. WGBF-F
- 4.
- 5.

ADULTS 25-54

1. WBKR-F
2. WSTQ-F
- 3.
- 4.
- 5.

ADULTS 35-64

1. WBKR-F>>
2. WSTQ-F
- 3.
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGBF 1280 Evansville ---/ .8

RADIO STATIONS

WOMI, 1490, 1 KW/1 KW	, COUNTRY	NBC,\$28.00 (HNWH)	P. Daniel
WVJS, 1420, 5 KW/1 KW (DA-2), AC		ABC-C,\$24.00 (Republic)	L. Norcia

Other ranked stations - See Evansville in Spring 88 edition of American Radio

PALM SPRINGS, CA

MSA Rank/Pop: NA
 ARB Rank/Pop: 188/143,600
 Market TSL: 22.5 hours
 Average Person Ratings: 16.9

Diaries: 349/411:1
 Sample Target: 300
 % Below Line: 9.2
 % Not Listed: 9.9

Retail \$: 1.0 Bil
 FM Share: 75.69%
 Stations: 16/15

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	CUME S87	RATING S86
1. KCMJ-F	30/12.4	2.9	1.4	220	19.0	12.0	5.1
2. KWXY-F	29/12.0	13.3	9.8	269	18.7	18.0	15.8
3. KDES-F	21/ 8.7	14.8	22.9	267	23.4	34.6	39.1
KRCK	21/ 8.7	5.2	3.3	99	9.1	10.7	5.2
5. KUNA	19/ 7.9	1.0	5.1	124	10.8	5.3	7.4
6. KEZN-F	18/ 7.4	4.8	6.5	184	12.8	9.4	14.5
7. KPSI-F	16/ 6.6	19.5	9.8	207	20.3	33.2	26.6
8. KPLM-F	15/ 6.2	8.1	3.3	248	17.3	17.1	9.5
9. KBZT-F	13/ 5.4	---	---	141	10.3	---	---
10. KCMJ	10/ 4.1	3.8	1.9	133	9.7	8.5	5.9
11. KPSI	8/ 3.3	4.3	2.8	87	6.1	6.0	7.3
KVIM	8/ 3.3	3.3	7.9	81	7.8	7.3	13.6

12+ AMD

1. KWXY-F>
2. KCMJ-F
3. KUNA
4. KPSI-F
5. KDES-F

12+ MID

1. KCMJ-F
2. KWXY-F
3. KEZN-F
4. KPSI-F
5. KRCK-F

12+ PMD

1. KCMJ-F
2. KDES-F
3. KWXY-F
4. KPSI-F
- KUNA

12+ EVE

1. KCMJ-F
2. KRCK-F
3. KDES-F
- KUNA
5. KVIM
- KWXY-F

ADULTS 18-34

1. KCMJ-F>
2. KRCK-F
3. KUNA
4. KPSI-F
- KDES-F

ADULTS 25-54

1. KDES-F
2. KRCK-F
3. KUNA
4. KCMJ-F
5. KPLM-F

ADULTS 35-64

1. KEZN-F
2. KWXY-F
3. KUNA
4. KBZT-F
- KCMJ
- KPLM-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDES	920	Palm Springs	1.2/7.2
KNWZ	1270	Palm Desert	.8/4.6
KWXY	1340	Cathedral City	1.2/4.5
KLOS-F	95.5	Los Angeles	.8/3.6

RADIO STATIONS

KCMJ, 1140, 10 KW/2.5 KW (DA-N), COUNTRY	CBS, \$30.00	(HNWH)	S. Kiner
KPSI, 1450, 1 KW/1 KW	, TALK ABC-I, \$17.00	(Christal)	J. Gilliard
KUNA, 1400, 1 KW/1 KW	, SPANISH, \$19.00	(Katz)	T. Ayers
KVIM, 970, 5 KW/1 KW	, SPANISH, \$12.00	(Lotus)	S. Gorges
KBZT-F, 96.7, 650 W @ 580, NOSTALGIA	CNN, \$ NA	(Gillis)	(LA QUINTA) E. Kibbey
KCMJ-F, 92.7, 3 KW @ 578, AC	, \$16.00	(HNWH)	(INDIO) S. Kiner
KDES-F, 104.7, 42 KW @ 540, CONTEMP	, \$42.00	(Mc-Guild)	J. Tourtelot
KEZN-F, 103.1, 640 W @ 590, BTFL/EZ	MBS, \$22.00	(Torbet)	L. Ward
KPLM-F, 106.1, 50 KW @ 392, NOST (?)	, \$30.00	(Katz)	
KPSI-F, 100.9, 560 W @ 300, CHR	, \$ NA	(Christal)	J. Gilliard
KRCK-F, 93.7, 50 KW @ 252, AOR	, \$ NA	(Torbet)	(COACHELLA) S. Gorges
KWXY-F, 98.5, 50 KW @ 500, BTFL/EZ	, \$25.00	(Eastman)	(CATHEDRAL CITY) G. Barnett

PANAMA CITY, FL

MSA Rank/Pop: 285/124,400
 ARB Rank/Pop: 228/101,100
 Market TSL: 21.0 hours
 Average Person Ratings: 14.6

Diaries: 281/360:1
 Sample Target: 260
 % Below Line: 0
 % Not Listed: 10.8

Retail \$: .78 Bil
 FM Share: 87.12%
 Stations: 8/8

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		87	86		S88	S87	S86
1. WPFM-F	38/25.7	16.7	20.7	287	36.1	33.0	32.0
2. WFSY-F	27/18.2	25.4	15.7	251	28.3	34.0	23.2
3. WPAP-F	20/13.5	23.9	27.9	231	24.8	35.7	39.6
4. WILN-F	12/ 8.1	2.9	14.3	144	16.8	10.7	22.7
5. WGNE	11/ 7.4	8.7	5.7	127	12.9	12.7	17.0
6. WJST-F	10/ 6.8	2.2	2.9	126	13.1	9.2	12.2
7. WRBA-F	8/ 5.4	4.3	---	81	8.9	5.5	---
8. WPCF	6/ 4.1	4.3	.7	60	6.5	5.2	6.2
9.							
10.							

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. WPFM-F	1. WPFM-F	1. WPFM-F	1. WPFM-F>>
2. WFSY-F	2. WFSY-F	2. WFSY-F	2. WPAP-F
3. WPAP-F>>	3. WPAP-F>	3. WPAP-F	WFSY-F
4.	4.	4. WILN-F>	4.
5.	5.	5.	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. WPFM-F>>	1. WFSY-F	1. WPAP-F
2.	2. WPFM-F	2. WFSY-F>
3.	3. WPAP-F>>	3. WGNE
4.	4.	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

WGNE, 590, 1.7 KW/2.5 KW (DA-N), OLDIES	ABC-D, \$12.00 (Torbet)	Woodfin	F. Lindholm
WPCF, 1290, 500 W	, RELIGION, \$ 5.00 (---)		K. Winstanley
WFSY-F, 98.5, 100 KW @ 328, AC	ABC-D, \$25.00 (Torbet)	Woodfin	F. Lindholm
WILN-F, 106.3, 3 KW @ 300, CHR	, \$ NA (Banner)		J. Broaddus
WJST-F, 94.5, 100 KW @ 991, COUNTRY	APR, \$24.00 (Roslin)	(PORT ST. JOE)	R. Knight
WPAP-F, 92.5, 100 KW @ 1230, COUNTRY	, \$24.00 (Mc-Guild)		B. Bowman
WPFM-F, 107.9, 100 KW @ 840, CHR	, \$25.00 (Christal)		
WRBA-F, 95.9, 3 KW @ 300, BTFL/EZ	Trans, \$ NA (---)	(SPRINGFIELD)	M. Battle

PARKERSBURG - MARIETTA, WV-OH

MSA Rank/Pop: 236/156,800
 ARB Rank/Pop: 196/130,200
 Market TSL: 20.0 hours
 Average Person Ratings: 14.5

Diaries: 356/366:1
 Sample Target: 330
 % Below Line: 1.1
 % Not Listed: 6.3

Retail \$: 1.63 Bil
 FM Share: 86.44%
 Stations: 11/10

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME S88	METRO CUME S87	METRO CUME S86
1. WXIL-F	53/28.0	28.5	28.8	559	42.9	42.5	38.1
2. WXXK-F	32/16.9	14.5	13.5	408	31.3	23.6	20.8
3. WNUS-F	30/15.9	12.7	18.3	337	25.9	26.4	29.7
4. WMGP-F	20/10.6	7.3	6.3	240	18.4	13.2	12.4
5. WEYQ-F	16/ 8.5	7.3	1.9	256	19.7	12.6	10.3
6. WKYG	8/ 4.2	8.5	7.7	153	12.1	16.2	17.1
7. WADC	7/ 3.7	6.1	7.7	125	9.6	9.3	8.6
8. WMOA	6/ 3.2	1.2	2.9	91	7.0	4.3	7.9
9.							
10.							

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WXIL-F	1. WXIL-F>>	1. WXIL-F>>	1. WXIL-F>
2. WXXK-F	2. WXXK-F	2. WXXK-F>	2. WEYQ-F
3. WNUS-F>	3. WNUS-F>	3. WNUS-F	3. WMGA-F
4. WMGP-F	4. WMGP-F	4. WMGP-F	4. WNUS-F
5.	5.	5.	5. WXXK-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WXIL-F>>	1. WXIL-F	1. WXXK-F
2. WMGP-F>	2. WXXK-F>>	2. WNUS-F
3. WXXK-F	3. WMGP-F	3. WXIL-F>>
4. WEYQ-F	4. WNUS-F	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBRJ	910 Marietta	.5/2.6
WLTP	1410 Parkersburg	1.1/3.2
WRRR-F	101.7 St. Mary's	1.1/4.4

RADIO STATIONS

WADC, 1050, 5 KW/143 W	, NOSTALGIA MBS,Trans,\$19.00 (Regional)	D. Milhoan
WKYG, 1230, 1 KW/1 KW (DA-1)	, COUNTRY ABC-E,\$15.00 (Mc-Guild)	Fritz J. Beard
WMOA, 1490, 1 KW/1 KW	, BTFL/EZ CBS,\$ 7.00 (Regional)	(MARIETTA) J. Wharff
WEYQ-F, 94.3,	3 KW @ 200, AC RADRAD,US 2,\$12.00 (Savalli)	(MARIETTA) G. Seigfried
WMGP-F, 99.3,	3 KW @ 210, AC , \$19.00 (---)	D. Milhoan
WNUS-F, 107.1,	2.31 KW @ 370, COUNTRY , \$19.00 (Dome)	Somerset (BELPRE) B. Bain
WXIL-F, 95.1,	50 KW @ 500, CHR , \$23.00 (Katz)	Burbach K. McCall
WXXK-F, 103.1,	3 KW @ 550, COUNTRY ABC-E,\$20.00 (Mc-Guild)	Fritz J. Beard

PASCAGOULA - MOSS POINT, MS

MSA Rank/Pop: 275/127,700
 ARB Rank/Pop: 229/101,000
 Market TSL: 20.0 hours
 Average Person Ratings: 15.0

Diaries: 294/344:1
 Sample Target: 280
 % Below Line: 49.2
 % Not Listed: 13.9

Retail \$: .62 Bil
 FM Share: 93.85%
 Stations: 16/6

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	CUME S87	RATING S86
1. WZKX-F	24/15.9	4.6	1.4	171	23.2	13.3	6.9
2. WKNN-F	23/15.2	19.9	17.3	214	23.1	30.0	28.1
3. WKKY-F	22/14.6	7.3	10.8	150	18.6	15.3	16.0
4. WQID-F	15/ 9.9	16.6	20.9	228	28.4	33.8	35.5
5. WGUD-F	13/ 8.6	7.9	2.9	187	19.0	17.9	9.5
6. WOSM-F	6/ 4.0	6.0	2.9	82	8.1	12.0	9.8
WAVH-F	6/ 4.0	.7	1.4	75	8.3	2.5	6.5
WBLX-F	6/ 4.0	7.9	8.6	74	9.7	13.8	14.6
9. WABB-F	4/ 2.6	9.9	3.6	109	14.0	20.5	10.2
10. WVMI	3/ 2.0	2.0	5.8	77	9.0	6.7	9.4

12+ AMD

1. WZKX-F
2. WKNN-F
3. WKKY-F
4. WGUD-F
5. WQID-F

12+ MID

1. WKNN-F
2. WZKX-F
3. WQID-F>
4. WGUD-F
5. WKKY-F

12+ PMD

1. WKNN-F
2. WKKY-F
3. WZKX-F<
4. WQID-F
5. WGUD-F

12+ EVE

1. WKKY-F>
2. WZKX-F>
3. WQID-F
- 4.
- 5.

ADULTS 18-34

1. WZKX-F
2. WQID-F
3. WKKY-F
4. WKNN-F
- 5.

ADULTS 25-54

1. WKNN-F
2. WZKX-F
3. WKKY-F
- 4.
- 5.

ADULTS 35-64

1. WKNN-F
2. WGUD-F
- 3.
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGUD	1460	Pascagoula	1.3/3.7
WPMO	1580	Pascagoula	---/4.6
WKRQ-F	99.9	Mobile	1.3/3.5
WTIX	690	New Orleans	1.3/3.6
WWL	870	New Orleans	.7/6.1
WXLS-F	107.1	Gulfport	.7/5.4

RADIO STATIONS

WGUD-F, 106.3,	3 KW @	350, COUNTRY	,\$15.00	(Masla)	G. Murphey
WKKY-F, 104.9,	3 KW @	223, CHR	ABC-R,\$19.00	(Masla)	S. Farnham
WOSM-F, 103.1,	3 KW @	328, GOSPEL	,\$ 5.00	(---)	(OCEAN SPGS) M. Cooper
WKNN-F, 99.1,	100 KW @	?? , ? ?	ABC-I,\$38.00	(Durpetti)	

Other ranked stations - See Biloxi in this edition or Mobile in Spring 88 edition of
American Radio

POUGHKEEPSIE, NY

MSA Rank/Pop: 169/258,100
 ARB Rank/Pop: 146/219,900
 Market TSL: 21.5 hours
 Average Person Ratings: 16.1

Diaries: 415/530:1
 Sample Target: 400
 % Below Line: 32.6
 % Not Listed: 15.6

Retail \$: 3.76 Bil
 FM Share: 71.81%
 Stations: 21/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WSPK-F	67/19.0	13.5	13.4	581	35.4	32.0	27.1
2. WPDH-F	61/17.3	16.4	15.1	574	28.5	28.3	24.6
3. WHUD-F	39/11.0	11.6	15.8	395	18.6	25.7	27.4
4. WCZX-F	15/ 4.2	5.8	3.7	301	14.6	13.3	11.3
WEOK	15/ 4.2	3.4	2.2	214	10.0	8.5	5.7
WHVW-F	15/ 4.2	2.9	2.7	110	5.0	5.0	5.5
WKIP	15/ 4.2	7.9	6.4	178	9.0	13.1	13.7
8. WABC	11/ 3.1	2.4	2.0	174	8.3	7.9	9.2
9. WCBS	9/ 2.5	1.6	1.5	166	8.2	8.2	7.1
10. WBNR	8/ 2.3	1.9	---	107	4.9	7.3	---
11. WYNY-F	7/ 2.0	---	---	76	4.1	---	---

12+ AMD

1. WSPK-F
2. WPDH-F>
3. WHUD-F
4. WKIP
5. WHVW

12+ MID

1. WPDH-F
2. WSPK-F
3. WHUD-F
- 4.
- 5.

12+ PMD

1. WPDH-F
2. WSPK-F>
3. WHUD-F
- 4.
- 5.

12+ EVE

1. WSPK-F>>
2. WPDH-F>
3. WHUD-F
4. WFAN
- 5.

ADULTS 18-34

1. WPDH-F>
2. WSPK-F
- 3.
- 4.
- 5.

ADULTS 25-54

1. WPDH-F>
2. WSPK-F>
3. WHUD-F
- 4.
- 5.

ADULTS 35-64

1. WHUD-F>>
2. WSPK-F
3. WKIP
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGNV-F	103.1	Newburgh	.8/5.2	WFAN	1050	New York	1.1/4.8
WMJV-F	105.5	Patterson	.6/3.0	WGNA-F	107.7	Albany	.8/2.1
WBPM-F	94.3	Kingston	.6/3.9	WLTW-F	106.7	New York	1.4/3.5
WCBS-F	101.1	New York	1.1/4.0	WNBC	660	New York	1.1/4.7
WDST-F	100.1	Woodstock	1.7/4.7	WOR	710	New York	.8/3.3

RADIO STATIONS

WBNR, 1260, 1 KW (DA), OLDIES, ABC-E, \$19.00 (HNWH), (BEACON) R. Lessner
 WEOK, 1390, 5 KW/106 W (DA), MOR, ABC-D, \$21.00 (Phillips), M. Harris
 WHVW, 950, 5 KW/57 W, MOR/NOST, MBS, \$26.00 (Andrews), L. Kinney
 WKIP, 1450, 1 KW/1 KW, AC, ABC-I, \$41.00 (Katz), S. Berner

WCZX-F, 97.7, 300 W @ 1390, CLASSIC HITS, \$29.00 (Katz), (HYDE PARK) H. Gregor
 WPDH-F, 101.5, 4.5 KW @ 1560, AOR, ABC-R, \$38.00 (Phillips), M. Harris
 WSPK-F, 104.7, 7.4 KW @ 1250, CHR, ABC-F, \$34.00 (HNWH), A. Lessner

Other ranked stations - See New York in Spring 88 edition of American Radio

RAPID CITY, SD

MSA Rank/Pop: 341/77,300
 ARB Rank/Pop: 242/80,900
 Market TSL: 22.0 hours
 Average Person Ratings: 16.8

Diaries: 276/293:1
 Sample Target: 250
 % Below Line: 5.5
 % Not Listed: 5.9

Retail \$: .68 Bil
 FM Share: 64.06%
 Stations: 11/10

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	CUME RATING S87	S86
1. KGGG-F	31/22.8	25.0	20.5	276	34.1	42.9	37.0
2. KSQY-F	19/14.0	11.2	7.3	177	21.9	17.1	11.3
3. KIMM	17/12.5	13.8	13.2	203	25.1	19.3	19.4
4. KEZV-F	12/ 8.8	4.3	6.6	106	13.1	17.3	17.2
5. KPHR-F	11/ 8.1	10.3	11.3	203	25.1	21.3	24.6
6. KOTA	9/ 6.6	9.5	7.9	153	18.9	25.6	25.1
KTOQ-F	9/ 6.6	5.2	7.9	111	13.7	15.2	21.3
8. KSLT-F	7/ 5.1	1.7	1.3	64	7.9	6.0	6.3
9. KKLS	6/ 4.4	7.8	7.3	116	14.3	15.4	15.3
10. KBHB	5/ 3.7	---	6.0	64	7.9	---	9.8

12+ AMD

1. KGGG-F>
2. KIMM
3. KSQY-F
4. KTOQ-F
- 5.

12+ MID

1. KGGG-F
2. KIMM >
3. KSQY-F
4. KEZV-F
- 5.

12+ PMD

1. KGGG-F>
2. KSQY-F>
3. KIMM
- 4.
- 5.

12+ EVE

1. KGGG-F>
2. KSQY-F
3. KPHR-F
- 4.
- 5.

ADULTS 18-34

1. KGGG-F>>
2. KSQY-F>>
3. KPHR-F
- 4.
- 5.

ADULTS 25-54

1. KGGG-F
2. KIMM
- KSQY-F
4. KEZV-F
- 5.

ADULTS 35-64

1. KIMM
2. KEZV-F
3. KGGG-F
- KOTA
- KTOQ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KRCS-F 93.1 Sturgis 1.5/6.8

RADIO STATIONS

KBHB, 810, 25 KW	, COUNTRY	UPI, \$17.00 (Masla)	(STURGIS) D. Caldwell
KIMM, 1150, 5 KW/27 W (DAYS)	, COUNTRY	ABC-E, \$30.00 (Christal)	Ingstad R. Hanson
KKLS, 920, 5 KW/100 W (DAYS, DA)	, AC	US 2, \$29.00 (Mc-Guild)	So. Minn. K. Tilkens
KOTA, 1380, 5 KW/5 KW (DA-N)	, AC	CBS, MBS, \$14.00 (Katz)	W. Duhamel
KTOQ, 1340, 1 KW/1 KW	, COUNTRY	NBC, \$12.00 (Hix)	T. Kearns
KEZV-F, 101.1, 85 KW @ 1606, SOFT AC/BTFL	APR, \$13.00 (---)	(SPEARFISH) C. Young	
KGGG-F, 100.3, 100 KW @ 450, CHR	ABC-R, \$30.00 (Christal)	Ingstad R. Hanson	
KPHR-F, 93.9, 100 KW @ 650, CHR	NBC, Source, \$29.00 (Mc-Guild)		
KSQY-F, 95.1, 100 KW @ 1707, AOR	, \$14.00 (Torbet)	(DEADWOOD) J. Kresbach	
KSLT-F, 107.3, 100 KW @ 1702, RELIGION	UPI, \$ 7.00 (---)	(SPEARFISH)	

READING, PA

MSA Rank/Pop: 143/321,700
 ARB Rank/Pop: 129/276,500
 Market TSL: 22.5 hours
 Average Person Ratings: 16.9

Diaries: 415/666:1
 Sample Target: 400
 % Below Line: 47.7
 % Not Listed: 12.2

Retail \$: 2.25 Bil
 FM Share: 70.66%
 Stations: 23/5

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	CUME S87	RATING S86
1. WRFY-F	103/22.1	16.3	17.9	899	37.7	33.7	33.5
2. WEEU	53/11.4	8.0	13.9	668	24.4	21.9	27.9
3. WRW	36/ 7.7	6.6	6.9	385	13.9	14.2	12.2
4. WYSP-F	32/ 6.9	5.7	5.8	361	14.2	14.5	14.9
5. WMMR-F	25/ 5.4	7.8	5.1	273	10.8	13.7	13.4
6. WAGO	18/ 3.9	5.7	8.5	321	11.6	11.6	16.7
WIOV-F	18/ 3.9	6.6	5.2	225	8.6	11.6	11.9
8. WEGX-F	16/ 3.4	1.9	---	203	10.2	6.4	---
9. WOGL-F	13/ 2.8	1.5	1.8	155	6.1	6.3	4.8
10. WEAZ-F	12/ 2.6	4.7	6.9	190	7.1	8.8	12.3
11. KYW	11/ 2.4	1.7	2.2	212	7.7	11.4	11.0
12. WXTU-F	10/ 2.1	3.6	1.1	186	6.7	7.4	4.4

12+ AMD

1. WRFY-F
2. WEEU >>
3. WRW <
4. WYSP-F
- 5.

12+ MID

1. WRFY-F>>
2. WEEU >
3. WRW
4. WMMR
- WYSP-F

12+ PMD

1. WRFY-F>>
2. WYSP-F
3. WRW
- WMMR-F
5. WEEU

12+ EVE

1. WRFY-F>>
2. WEEU
- WOGL-F
- WYSP-F
- 5.

ADULTS 18-34

1. WRFY-F>>
2. WYSP-F
3. WMMR-F>
4. WEGX-F
- 5.

ADULTS 25-54

1. WRFY-F>>
2. WEEU
3. WYSP-F
4. WMMR-F
5. WAGO

ADULTS 35-64

1. WRFY-F>
2. WEEU
3. WAGO
- WRW
5. WIOV-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBYO-F	107.5	Boyertown	.9/3.9	WKSZ-F	100.3	Media	1.3/2.6
WAEB-F	104.1	Allentown	1.7/6.9	WNCE-F	101.3	Lancaster	1.5/2.7
WFIL	560	Philadelphia	.4/2.2	WSNI-F	104.5	Philadelphia	1.7/7.2
WFLN-F	95.7	Philadelphia	.9/2.9	WUSL-F	98.9	Philadelphia	1.7/4.0
WFMZ-F	100.7	Allentown	1.3/2.9	WWDB-F	96.5	Philadelphia	1.5/3.5
				WZZO-F	95.1	Bethlehem	.4/3.8

RADIO STATIONS

WAGO, 1240, 1 KW/1 KW, OLDIES, MBS,\$ NA (HNWH) Brill J. Weinlein
 WEEU, 850, 1 KW/1 KW (DA-N), MOR, ABC-E,\$ NA (Mc-Guild) R. Schilpp
 WRW, 1340, 1 KW/1 KW, MOR, CBS,\$ NA (Torbet) T. Franco

WBYO-F, 107.5, 50 KW @ 610, COUNTRY APR,\$16.00 (---) (BOYERTOWN) D. Hendricks
 WRFY-F, 102.5, 15 KW @ 820, CONTEMP US 1,\$ NA (Torbet) T. Franco

Other ranked stations - See Philadelphia or Lancaster in Spring 88 edition of
American Radio

REDDING, CA

MSA Rank/Pop: 263/137,300
 ARB Rank/Pop: 210/113,600
 Market TSL: 18.75 hours
 Average Person Ratings: 13.6

Diaries: 349/326:1
 Sample Target: 290
 % Below Line: 7.9
 % Not Listed: 9.7

Retail \$: .81 Bil
 FM Share: 81.43%
 Stations: 14/11

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	CUME S87	RATING S86
1. KEWB-F	31/20.0	18.1	12.4	216	27.3	29.0	26.2
KNCQ-F	31/20.0	13.0	10.3	281	26.8	18.5	11.8
3. KSHA-F	22/14.2	4.1	7.2	186	17.5	13.4	18.7
4. KARZ-F	15/ 9.7	7.8	13.4	167	16.5	15.2	23.6
5. KQMS	10/ 6.5	10.4	8.2	137	12.1	15.9	21.6
6. KFMM-F	8/ 5.2	6.2	---	94	8.3	6.9	---
7. KHTE	6/ 3.9	6.2	6.2	114	10.8	14.4	15.0
8. KRDG	5/ 3.2	1.0	7.7	82	7.2	6.5	10.0
9.							
10.							

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. KNCQ-F	1. KNCQ-F	1. KEWB-F	1. KEWB-F>>
2. KEWB-F>	2. KSHA-F	2. KNCQ-F	2. KARZ-F
3. KSHA-F	3. KEWB-F	3. KSHA-F>	3. KNCQ-F
4. KQMS	4. KQMS	4. KARZ-F	4. KSHA-F
5. KARZ-F	5. KARZ-F	5.	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. KEWB-F>>	1. KNCQ-F>>	1. KNCQ-F
2. KNCQ-F	2. KEWB-F	2. KSHA-F>>
3. KARZ-F>	KSHA-F	3. KARZ-F
4. KFMM-F	4. KARZ-F	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAVA	1450	Burney	1.9/4.0
KDJQ-F	102.7	Red Bluff	1.3/7.7
KPAK	1230	Redding	1.3/7.7
KVIP-F	98.1	Redding	1.3/6.7
KALF-F	95.7	Red Bluff	.6/4.6
KCEZ-F	100.7	Corning	1.3/2.8

RADIO STATIONS

KHTE, 600, 5 KW/1 KW (DA-2), CLASSIC HITS	US 1,\$13.00 (Christal)	J. Martin
KQMS, 1400, 1 KW/1 KW, MOR	ABC-E,\$15.00 (Mc-Guild)	John Price G. Hill
KRDG, 1330, 5 KW, OLDIES	CBS,\$13.00 (Torbet)	B. Breck
KARZ-F, 106.1, 100 KW @ 2000, AC	,\$16.00 (Christal)	(BURNEY) M. Martin
KEWB-F, 94.3, 3 KW @ 1290, CHR	,\$26.00 (Torbet)	(ANDERSON) B. Breck
KNCQ-F, 97.3, 28.2 KW @ ??, COUNTRY	,\$19.00 (Durpetti)	C. McCarthy
KSHA-F, 104.3, 100 KW @ 1560, AC	ABC-D,\$15.00 (Mc-Guild)	John Price

KFMM - See Chico

ROCHESTER, MN

MSA Rank/Pop: 323/99,300
 ARB Rank/Pop: 243/80,600
 Market TSL: 18.5 hours
 Average Person Ratings: 13.6

Diaries: 264/305:1
 Sample Target: 250
 % Below Line: 13.2
 % Not Listed: 17.3

Retail \$: .83 Bil
 FM Share: 67.03%
 Stations: 13/7

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KROC-F	23/20.9	21.0	16.3	316	39.2	36.8	33.3
2. KROC	14/12.7	13.0	6.1	177	22.0	21.3	15.9
3. KNXR-F	12/10.9	9.0	13.3	162	20.1	17.9	19.4
4. KOLM	10/ 9.1	1.0	1.0	75	9.3	2.4	7.0
5. KRCH-F	9/ 8.2	12.0	13.3	186	23.1	30.0	34.9
6. KWWK-F	7/ 6.4	4.0	4.1	106	13.2	12.4	10.8
7. KWEB	4/ 3.6	8.0	7.1	123	15.3	21.7	23.1
KJJO-F	4/ 3.6	3.0	1.0	50	6.2	4.3	5.6
9. WLTE-F	3/ 2.7	1.0	2.0	35	4.3	6.5	3.7
10.							

12+ AMD

1. KROC-F>
2. KROC
3. KRCH-F>
4. KNXR-F
- 5.

12+ MID

1. KRCH-F<
2. KNXR-F
3. KROC
- KROC-F
5. KOLM

12+ PMD

1. KROC-F>>
2. KNXR-F
3. KOLM
- KWWK-F
5. KRCH-F>>

12+ EVE

1. KROC-F>>
2. KWWK-F
3. KROC
4. KNXR-F
- 5.

ADULTS 18-34

1. KROC-F>>
2. KRCH-F>
3. KROC >
4. KOLM
- 5.

ADULTS 25-54

1. KROC-F
2. KROC
3. KOLM
4. KNXR-F
- KRCH-F
- KWWK-F

ADULTS 35-64

1. KNXR-F
2. KOLM
- KROC
4. KWWK-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAUS-F	99.9	Austin	.9/ 8.3
KQRS-F	92.5	Golden Valley	.9/ 5.2
KSTP-F	94.5	St. Paul	.9/ 4.8
WCCO	830	Minneapolis	1.8/12.4

RADIO STATIONS

KOLM, 1520, 10 KW	, OLDIES	MBS, \$20.00 (Mc-Guild)	H. Bill
KROC, 1340, 1 KW/1 KW	, AC/OLDIES	ABC-I, \$30.00 (Torbet)	G. Gentling
KWEB, 1270, 5 KW/1 KW (DA-2), AC		NBC, \$32.00 (HNWH)	So. Minn. C. Mahuman
KNXR-F, 97.5, 100 KW @ 1055, BTFL/EZ		ABC-E, \$15.00 (Market 4)	T. Jones
KRCH-F, 101.7, 3 KW @ 560, CONTEMP		NBC, \$41.00 (HNWH)	C. Mahlman
KROC-F, 106.9, 100 KW @ 1110, CHR		Source, \$40.00 (Torbet)	So. Minn. G. Gentling
KWWK-F, 96.7, 3 KW @ 300, COUNTRY		MBS, \$17.00 (Mc-Guild)	H. Bill

Other ranked stations - See Minneapolis in Spring 88 edition of American Radio

ST. CLOUD, MN

MSA Rank/Pop: 218,176,900
 ARB Rank/Pop: 187/144,900
 Market TSL: 21.75 hours
 Average Person Ratings: 16.4

Diaries: 393/369:1
 Sample Target: 340
 % Below Line: 46.9
 % Not Listed: 12.7

Retail \$: 1.44 Bil
 FM Share: 63.29%
 Stations: 22/7

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		87	86		S88	S87	S86
1. KCLD-F	32/13.5	16.5	17.0	401	34.2	30.3	35.4
WCCO	32/13.5	8.4	10.6	335	24.1	19.8	23.6
3. WJON	26/11.0	6.8	8.9	329	24.2	18.7	18.7
4. WWJO-F	22/ 9.3	8.9	8.5	228	16.4	18.6	19.5
5. WHMH-F	13/ 5.5	4.2	3.8	188	14.4	9.7	10.5
KQRS-F	13/ 5.5	5.5	6.8	183	13.7	13.4	16.6
7. KSTP-F	12/ 5.1	3.4	6.0	183	14.3	10.2	15.0
8. KASM	11/ 4.6	11.0	8.5	124	8.6	12.1	11.5
9. KJJO-F	7/ 3.0	---	---	64	5.8	---	---
WLTE-F	7/ 3.0	3.4	2.1	122	8.8	9.3	7.9
11. WVAL	6/ 2.5	1.3	2.6	78	5.4	5.1	4.5

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. WJON	1. WJON	1. KCLD-F>	1. WCCO >
2. KCLD-F	2. KCLD-F	2. WWJO-F	2. KCLD-F>
3. WCCO	3. WWJO-F	3. WCCO	3. KQRS-F
4. WWJO-F	4. WCCO	4. KQRS-F	4. WHMH-F
5.	5. WHMH-F	5.	WWJO-F

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. KCLD-F	1. WWJO-F	1. WWJO-F
2. KQRS-F	2. WJON	2. WJON
3. WHMH-F	3. KSTP-F	WCCO
4. WJON	WCCO	4.
WWJO-F	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCLD	1450	St. Cloud	---/2.6	KQRS	1440	Golden Valley	---/ .3
KDWB	630	St. Paul	.4/4.6	KTCZ-F	97.1	Minneapolis	.4/2.3
KDWB-F	101.3	Richfield	2.1/6.6	WAYL	980	Richfield	---/ .1
KEEY-F	102.1	St. Paul	2.1/6.3	WAYL-F	93.7	Minneapolis	2.1/3.8
KMGK-F	107.9	Anoka	2.1/8.7	WLOL-F	99.5	Minneapolis	.8/7.6
KQIC-F	102.5	Willmar	.8/2.8				
			---/ .3				

RADIO STATIONS

KASM, 1150, 2.5 KW	, COUNTRY	, \$13.00 (---)	(ALBANY)	B. Gretsch
WJON, 1240, 1 KW/1 KW	, MOR	ABC-E, \$28.00 (---)		A. Hilger
KCLD-F, 104.7, 100 KW @ 500, CHR	ABC-C, ABC-I,	\$34.00 (Roslin)		C. Johnson
WHMH-F, 101.7, 3 KW @ 297, AOR	Source,	\$14.00 (Evans)	(SAUK RAPIDS)	H. Hoppe
WWJO-F, 98.1, 100 KW @ 420, COUNTRY	ABC-E,	\$28.00 (---)		A. Hilger

SAN ANGELO, TX

MSA Rank/Pop: 322/99,700
 ARB Rank/Pop: 241/82,700
 Market TSL: 19.5 hours
 Average Person Ratings: 14.0

Diaries: 317/261:1
 Sample Target: 250
 % Below Line: 0
 % Not Listed: 8.6

Retail \$: 1.17 Bil
 FM Share: 88.68%
 Stations: 10/10

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KIXY-F	35/30.2	32.5	27.3	328	39.7	44.2	40.3
2. KGKL-F	20/17.2	20.3	21.9	215	26.0	35.9	36.0
3. KELI-F	16/13.8	7.3	---	176	21.3	15.9	---
4. KBIL-F	11/ 9.5	2.4	8.6	185	22.4	14.6	20.6
5. KSJT-F	10/ 8.6	7.3	5.5	73	8.8	10.1	5.8
6. KAYJ	7/ 6.0	3.3	3.1	127	15.4	7.9	9.1
7. KGKL	3/ 2.6	.8	9.4	95	11.5	10.6	18.8
8.							
9.							
10.							

12+ AMD

1. KIXY-F
2. KGKL-F
3. KELI-F
4. KBIL-F
- 5.

12+ MID

1. KIXY-F>
2. KGKL-F
3. KELI-F>
4. KBIL-F
- 5.

12+ PMD

1. KIXY-F>
2. KGKL-F
3. KELI-F
4. KBIL-F
- 5.

12+ EVE

1. KIXY-F>
2. KELI-F>
3. KSJT-F
4. KBIL-F
- 5.

ADULTS 18-34

1. KIXY-F>>
2. KGKL-F>
3. KBIL-F
- 4.
- 5.

ADULTS 25-54

1. KIXY-F
2. KGKL-F>>
3. KELI-F
4. KBIL-F
- 5.

ADULTS 35-64

1. KELI-F
2. KGKL-F
3. KIXY-F
4. KSJT-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBIL	1420	San Angelo	.9/3.5
KTEO	1340	San Angelo	.9/7.9
KTEO-F	93.9	San Angelo	1.7/9.2

RADIO STATIONS

KAYJ, 1260, 1 KW (DAYS)	NOSTALGIA	,\$19.00	(Torbet)	W. Foster
KGKL, 960, 5 KW/1 KW (DA-N), MOR	ABC-I,\$ NA		(Katz)	A. Lewis
KBIL-F, 92.9, 100 KW @ 729, MOR		,\$12.00	(Banner)	S. Everett
KELI-F, 98.7, 100 KW @ 1290, BTFL/EZ		APR,\$14.00	(Katz-Powell)	G. Thomas
KGKL-F, 97.5, 100 KW @ 64, COUNTRY		ABC-E,\$17.00	(Katz)	A. Lewis
KIXY-F, 94.7, 100 KW @ 446, CHR		,\$37.00	(Torbet)	W. Foster
KSJT-F, 107.5, 100 KW @ 656, SPANISH		,\$14.00	(Lotus)	

SANTA BARBARA, CA

MSA Rank/Pop: 135/345,600
 ARB Rank/Pop: 175/162,300
 Market TSL: 20.0 hours
 Average Person Ratings: 14.9

Diaries: 379/428:1
 Sample Target: 360
 % Below Line: 25.5
 % Not Listed: 15.7

Retail \$: 1.60 Bil
 FM Share: 77.94%
 Stations: 18/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME S88	RATING S87	RATING S86
1. KTYD-F	34/14.0	8.9	12.2	386	27.8	28.9	28.7
2. KMGQ-F	24/ 9.9	10.2	10.0	300	18.9	20.3	18.5
3. KHTY-F	23/ 9.5	10.2	10.0	236	21.1	24.6	25.5
4. KRUZ-F	22/ 9.1	10.6	14.3	333	20.7	18.0	21.6
5. KTMS	16/ 6.6	7.6	10.0	280	17.7	19.6	18.4
6. KHAY-F	15/ 6.2	1.7	.4	103	6.3	4.8	3.9
7. KDB-F	14/ 5.8	8.5	7.0	208	12.8	17.5	16.4
8. KKSBB	9/ 3.7	2.5	1.7	62	3.8	6.4	5.4
KLOS-F	9/ 3.7	2.1	2.2	106	6.5	8.0	7.3
KNX	9/ 3.7	3.8	3.9	168	10.4	10.9	11.0
11. KIST	8/ 3.3	5.1	5.7	203	12.7	13.0	11.3

12+ AMD

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

12+ MID

1. KMGQ-F
2. KTYD-F<
3. KRUZ-F
4. KHTY-F
5. KDB-F

12+ PMD

1. KHTY-F<
2. KTYD-F
3. KMGQ-F
4. KRUZ-F
- 5.

12+ EVE

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

ADULTS 18-34

1. KTYD-F>>
2. KHTY-F
3. KMGQ-F
4. KLOS-F
- 5.

ADULTS 25-54

1. KMGQ-F
2. KTYD-F
3. KRUZ-F
- KHAY-F
- 5.

ADULTS 35-64

1. KMGQ-F
- KRUZ-F
3. KHAY-F
4. KTMS
5. KDB-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KLIT-F	101.7	Carpinteria	.8/5.5
KCAQ	104.7	Oxnard	1.7/8.3
KFI	640	Los Angeles	1.2/2.8
KNX-F	93.1	Los Angeles	.4/2.6
KRTH-F	101.1	Los Angeles	1.7/4.7
KTWV-F	94.7	Los Angeles	1.2/3.9
KZTR-F	95.9	Camarillo	1.7/3.5

RADIO STATIONS

KIST, 1340,	1 KW/1 KW	, OLDIES	,\$15.00 (CBS)	R. Yamin
KKSBB, 990,	5 KW/500 W (DA-1),	NOSTALGIA	MBS,\$30.00 (Roslin)	R. Yamin
KTMS, 1250,	2.5 KW/1 KW (DA-1)	, TALK	ABC-T,APR,\$32.00 (Christal)	C. Larson
KDB-F ,	93.7, 12.5 KW @	870, CLASSICAL	,\$32.00 (HNWH)	B. Scott
KHTY-F,	97.5, 17.5 KW @	2900, CHR	ABC-F,\$28.00 (Durpetti)	M. Morehouse
KMGQ-F,	106.3,	3 KW @ 879, AC	,\$29.00 (CBS)	(GOLETA) P. Wardlaw
KRUZ-F,	103.3,	105 KW @ 2980, BTFL/EZ	,\$48.00 (Katz)	C. Schuele
KTYD-F,	99.9,	34 KW @ 2550, AOR	,\$43.00 (Mc-Guild)	Home News A. Reimer

Other ranked stations - See Oxnard or Los Angeles in Spring 88 edition of American Radio

SANTA FE, NM

MSA Rank/Pop: NA
 ARB Rank/Pop: 238/87,500
 Market TSL: 19.0 hours
 Average Person Ratings: 14.6

Diaries: 269/325:1
 Sample Target: 260
 % Below Line: 82.3
 % Not Listed: 11.7

Retail \$: .71 Bil
 FM Share: 84.96%
 Stations: 21/6

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	CUME S87	RATING S86
1. KHFM-F	11/8.6	6.5	3.7	142	16.2	11.5	8.6
KKBR-F	11/8.6	2.6	1.5	123	14.1	8.5	5.9
KZRR-F	11/8.6	2.6	2.2	129	14.7	11.3	8.3
4. KNMQ-F	10/7.8	11.1	11.9	221	25.3	28.4	32.2
5. KKOB-F	9/7.0	7.2	4.4	129	14.7	21.7	18.3
KKSS-F	9/7.0	2.6	1.5	108	12.3	8.2	13.0
7. KRST-F	7/5.5	3.3	3.0	128	14.6	9.5	12.3
8. KIVA-F	6/4.7	5.2	10.4	117	13.4	19.0	22.9
9. KDCE	5/3.9	7.8	4.4	67	7.7	9.5	10.5
KMGA-F	5/3.9	3.3	3.7	92	10.5	12.9	10.2

12+ AMD

1. KKBR-F
- KNMQ-F
3. KKOB-F
4. KHFM-F
- KRST-F

12+ MID

1. KZRR-F
2. KKBR-F
3. KHFM-F
4. KKSS-F
- KMGA-F

12+ PMD

1. KZRR-F
2. KNMQ-F
3. KHFM-F
4. KKOB-F
- 5.

12+ EVE

1. KIVA-F
2. KKBR-F
3. KZRR-F
- KLSK-F
- 5.

ADULTS 18-34

1. KZRR-F>
2. KNMQ-F
3. KKOB-F
- 4.
- 5.

ADULTS 25-54

1. KKBR-F
2. KKOB-F
3. KRST-F
4. KNMQ-F
- KZRR-F

ADULTS 35-64

1. KHFM-F
2. KKOB-F
- KRST-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMIX	810	Santa Fe	3.1/10.2	KFMG-F	107.9	Albuquerque	3.1/12.5
KNYN-F	95.5	Santa Fe	3.9/11.7	KKJY-F	100.3	Albuquerque	3.1/10.2
KRSN	1490	Los Alamos	.8/ 4.3	KKOB	770	Albuquerque	1.6/ 8.1
KTRC	1400	Santa Fe	3.1/ 8.1	KLSK-F	104.1	Santa Fe	3.1/12.8
KVSF	1260	Santa Fe	.8/ 5.8				

RADIO STATIONS

KDCE, 970, 1 KW/250 W , SPANISH UPI, \$15.00 (Lotus) (ESPANOLA) R. Garcia
 KMIK, 810, 5 KW , TALK CBS, MBS, \$ NA (---)
 KTRC, 1400, 1 KW/1 KW , NOSTALGIA MBS, \$16.00 (---) B. Hanrahan

KNYN-F, 95.5, 100 KW @ 280, COUNTRY MBS, \$20.00 (---)

Other ranked stations - See Albuquerque in Spring 88 edition of American Radio

SANTA ROSA, CA

MSA Rank/Pop: 132/349,200
 ARB Rank/Pop: 118/298,500
 Market TSL: 22.5 hours
 Average Person Ratings: 17.1

Diaries: 527/566:1
 Sample Target: 400
 % Below Line: 64.9
 % Not Listed: 12.4

Retail \$: 2.18 Bil
 FM Share: 48.10%
 Stations: 33/7

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME S88	RATING S87	RATING S85
1. KZST-F	46/9.0	11.0	11.7	566	22.5	24.3	22.8
2. KGO	44/8.6	7.3	8.4	452	15.7	17.6	15.4
3. KREO-F	30/5.9	6.4	7.9	479	21.1	17.9	19.5
4. KNBR	28/5.5	4.4	3.3	398	13.7	14.3	12.1
5. KFRC	26/5.1	4.4	2.0	361	13.1	11.7	8.0
6. KRQR-F	24/4.7	3.3	4.0	311	11.5	9.4	7.9
7. KCBS	22/4.3	5.2	7.1	414	13.9	17.0	17.2
8. KRPQ-F	20/3.9	4.0	1.8	255	8.9	6.8	5.2
KABL	20/3.9	3.7	4.6	310	10.6	8.2	8.3
10. KMGG-F	19/3.7	4.6	3.3	375	13.3	12.1	9.2
KNEW	19/3.7	6.6	6.2	246	8.9	12.7	12.3
12. KABL-F	18/3.5	3.9	6.6	219	7.5	8.8	10.6

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. KZST-F	1. KZST-F	1. KZST-F	1. KNBR
KGO	2. KGO	2. KREO-F	2. KGO
3. KCBS	3. KFRC	3. KGO	3. KREO-F
4. KNBR	4. KNBR	KNEW <	4. KRQR-F
5.	KRQR-F	5. KRQR-F	5. KABL

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. KRQR-F	1. KZST-F	1. KZST-F
2. KZST-F	2. KNBR	2. KGO
3. KREO-F	3. KGO	3. KABL-F
4. KMGG-F	4. KMGG-F	4. KFRC
5.	KRQR-F	5. KDFC-F

<u>OTHER RATED STATIONS/METRO SHARE & CUME RATING</u>				STATION	SHARE	CUME RATING
KPLS	1150	Santa Rosa	2.7/4.3	KIQI	1010	San Francisco 1.4/1.9
KSRO	1350	Santa Rosa	2.5/8.6	KITS	105.3	San Francisco 1.0/2.3
KVRE-F	101.7	Santa Rosa	2.9/7.8	KKHI	1550	San Francisco ---/ .5
KBLX	1400	Berkeley	.2/1.0	KKHI	95.7	San Francisco 1.2/3.2
KBLX-F	102.9	Berkeley	.8/1.9	KMEL	106.1	San Francisco 2.7/9.4
KDFC	1220	Palo Alto	.4/2.0	KOFY	1050	San Mateo 1.0/2.3
KDFC-F	102.1	San Francisco	2.7/4.1	KOIT	1260	San Francisco ---/ .6
KFOG-F	104.5	San Francisco	.6/2.1	KOIT	96.5	San Francisco 1.0/3.6
KIOI-F	101.3	San Francisco	.8/4.0	KSAN	94.9	San Francisco .8/2.7
				KSF0	560	San Francisco 2.2/8.0
				KYA-F	93.3	San Francisco .4/3.1
				KYUU-F	99.7	San Francisco .4/4.4

RADIO STATIONS

KPLS, 1150, 5 KW/500 W (DA-2), COUNTRY	SMN,\$24.00 (Katz)	M. Maertins
KSRO, 1350, 5 KW/5 KW (DA-N), MOR	NBC,\$18.00 (Torbet)	F. McLaurin
KMGG-F, 97.7, 3 KW @ 1100, AC	,\$39.00 (Republic)	Liggett (MONTE RIO) K. Bjugstad
KREO-F, 92.9, 2.3 KW @ ??, CHR	,\$31.00 (Torbet)	(HEALDSBURG) F. McLaurin
KRPQ-F, 104.9, 3 KW @ 915, COUNTRY	,\$31.00 (---)	(ROHNERT PARK) R. Castro
KVRE-F, 101.7, 3 KW @ 300, AOR	,\$22.00 (HHWH)	J. Detz
KZST-F, 100.1, 3 KW @ 240, AC	,\$35.00 (Mc-Guild)	G. Zlot

Other ranked stations - See San Francisco in Spring 88 edition of American Radio

SIoux CITY, IA

MSA Rank/Pop: 303/114,900
 ARB Rank/Pop: 235/95,100
 Market TSL: 19.5 hours
 Average Person Ratings: 14.3

Diaries: 403/236:1
 Sample Target: 290
 % Below Line: 9.0
 % Not Listed: 10.3

Retail \$: .72 Bil
 FM Share: 50.00%
 Stations: 12/7

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	CUME S87	RATING S86
1. KGLI-F	34/25.0	24.4	20.1	375	39.4	40.1	35.0
2. KMNS	22/16.2	11.9	12.4	225	23.7	18.3	23.2
3. KSEZ-F	17/12.5	20.0	21.9	276	29.0	32.9	39.7
4. KSCJ	15/11.0	14.1	12.4	255	26.8	28.1	28.5
5. KWSL	11/ 8.1	11.1	9.5	163	17.1	19.1	21.3
6. KZZL-F	9/ 6.6	6.7	11.8	162	17.0	17.5	23.0
7. WOW	7/ 5.1	.7	3.0	99	10.4	6.4	8.2
8.							
9.							
10.							

12+ AMD

1. KGLI-F
2. KSCJ
3. KMNS >
4. KSEZ-F
5. KWSL

12+ MID

1. KGLI-F
2. KSEZ-F
3. KMNS
4. KWSL
- KZZL-F

12+ PMD

1. KGLI-F>>
2. KSEZ-F
3. KMNS
- 4.
- 5.

12+ EVE

1. KGLI-F>>
2. KMNS
3. KSCJ
4. KSEZ-F
- 5.

ADULTS 18-34

1. KGLI-F>>
2. KSEZ-F>>
- 3.
- 4.
- 5.

ADULTS 25-54

1. KGLI-F
2. KMNS >
3. KWSL
- 4.
- 5.

ADULTS 35-64

1. KMNS >>
2. KSCJ
3. KWSL
4. KGLI-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KTFC-F	103.3	Sioux City	2.2/5.4
KEZO-F	1490	Omaha	.7/2.3
KWMT	540	Fort Dodge	1.5/3.2
WNAX	570	Yankton	.7/7.0

RADIO STATIONS

KMNS, 620, 1 KW/1 KW (DA-2), COUNTRY	MBS,\$13.00 (Mc-Guild)	Sage	J. Schnacke
KSCJ, 1360, 5 KW/5 KW (DA-N), MOR	ABC-I,\$17.00 (Masla)		J. Magnuson
KWSL, 1470, 5 KW/5 KW (DA-2), MOR	US 2,\$13.00 (Torbet)		T. Mann
KGLI-F, 95.5, 100 KW @ 900, AC	US 1,\$24.00 (Torbet)		T. Mann
KSEZ-F, 97.9, 62 KW @ 280, CHR	ABC-F,\$21.00 (Christal)	Sage	J. Schnacke
KZZL-F, 99.5, 100 KW @ 794, SOFT AC	,\$16.00 (Roslin)	(LEMARS)	P. Olson

SPRINGFIELD, IL

MSA Rank/Pop: 210/190,500
 ARB Rank/Pop: 174/163,100
 Market TSL: 24.5 hours
 Average Person Ratings: 18.7

Diaries: 400/408:1
 Sample Target: 370
 % Below Line: 4.7
 % Not Listed: 9.8

Retail \$: 1.20 Bil
 FM Share: 74.91%
 Stations: 13/8

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WYMG-F	71/23.3	17.9	8.9	495	35.1	28.4	15.2
2. WNNS-F	56/18.4	8.6	10.7	468	32.4	25.8	21.4
3. WFMB-F	37/12.1	17.2	11.4	435	27.4	26.3	20.8
4. WTAX	28/ 9.2	9.0	12.9	335	20.8	24.2	25.9
5. WDBR-F	24/ 7.9	11.8	16.4	318	24.3	25.7	30.5
6. WMAY	18/ 5.9	7.9	7.9	169	11.0	16.6	16.9
7. WVEM-F	15/ 4.9	9.0	8.6	199	12.2	13.2	13.1
8. WCVS	13/ 4.3	3.6	5.0	229	15.5	13.7	15.3
9. KMOX	7/ 2.3	3.6	3.9	153	10.0	8.9	9.1
10.							

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. WYMG-F	1. WNNS-F	1. WYMG-F>	1. WYMG-F
2. WNNS-F	WYMG-F>>	2. WNNS-F	WNNS-F>>
3. WFMB-F<	3. WFMB-F	3. WFMB-F	3. WTAX
4. WTAX >	4. WDBR-F>	4. WDBR-F	4. KMDX
5. WMAY	5. WTAX	5.	5. WDBR-F

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. WYMG-F>>	1. WNNS-F	1. WNNS-F
2. WNNS-F>>	2. WYMG-F>	2. WFMB-F
3. WDBR-F	3. WFMB-F>	3. WTAX
4. WFMB-F	4. WDBR-F	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGN	720	Chicago	.7/3.3
WKZW-F	93.3	Peoria	.3/2.9
WLS	890	Chicago	.3/2.9
WXFM-F	99.3	Mount Zion	.7/2.3

RADIO STATIONS

WCVS, 1450, 1 KW/1 KW	, MOR	ABC-D, \$20.00 (Mc-Guild)	Eastern	G. Neuhoff
WMAY, 970, 1 KW/500 W (DA-2)	, COUNTRY	NBC, \$ NA (HNWH)	Mid. Family	T. Kushak
WTAX, 1240, 1 KW/1 KW	, MOR	CBS, MBS, \$ NA (Christal)	Sage	B. Bagg
WDBR-F, 103.7, 50 KW @ 318, CHR		, \$ NA (Christal)	Sage	S. Harbison
WFMB-F, 104.7, 43 KW @ 427, COUNTRY		ABC-I, \$ NA (Mc-Guild)	Eastern	G. Neuhoff
WNNS-F, 98.7, 50 KW @ 500, AC		US 1, \$ NA (HNWH)	Mid. Family	T. Kushak
WVEM-F, 101.9, 50 KW @ 300, BTFL/EZ		ABC-E, \$18.00 (Katz-Powell)		D. Menghini
WYMG-F, 100.5, 50 KW @ 500, AOR		, \$27.00 (Katz)	Saga (JACKSONVILLE)	P. Donsbach

STAMFORD - NORWALK, CT

MSA Rank/Pop: 204/199,700
 ARB Rank/Pop: 126/281,000
 Market TSL: 18.25 hours
 Average Person Ratings: 13.9

Diaries: 384/732:1
 Sample Target: 400
 % Below Line: 71.6
 % Not Listed: 11.0

Retail \$: 2.94 Bil
 FM Share: 68.97%
 Stations: 32/7

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME S88	METRO CUME S87	METRO CUME S86
1. WSTC	33/8.4	7.3	3.9	400	14.6	13.6	11.8
2. WNEW-F	22/5.6	5.9	3.0	311	12.3	13.3	7.3
3. WCBS	21/5.4	5.0	4.9	617	22.6	14.3	19.3
4. WEBE-F	20/5.1	2.3	1.6	326	12.0	12.4	6.6
5. WHTZ-F	19/4.9	4.1	7.2	257	13.7	11.7	15.5
WXRK-F	19/4.9	4.5	5.1	265	10.8	14.7	10.1
7. WNCN-F	16/4.1	4.3	4.4	327	11.9	11.1	8.1
WRKS-F	16/4.1	3.0	2.3	90	5.0	5.8	6.5
9. WGMX-F	15/3.8	3.9	5.1	228	9.8	13.0	15.0
WEZN-F	15/3.8	6.4	6.9	364	13.0	16.3	15.8
11. WCBS-F	13/3.3	2.7	2.5	299	11.0	7.9	9.6
12. WGCH	12/3.1	1.6	4.6	219	7.8	5.9	5.8

12+ AMD

1. WSTC
2. WCBS
3. WXRK-F
4. WGCH
- WNBC

12+ MID

1. WEBE-F
- WSTC
3. WNCN-F
- WNEW-F<
5. WEZN-F

12+ PMD

1. WEBE-F
2. WNEW-F
3. WRKS-F
4. WCBS <
5. WNCN-F

12+ EVE

1. WRKS-F
2. WGCH
3. WHTZ-F
- 4.
- 5.

ADULTS 18-34

1. WNEW-F
2. WEBE-F
3. WXRK-F
4. WHTZ-F
- 5.

ADULTS 25-54

1. WEBE-F
- WSTC
3. WXRK-F
4. WCBS
- 5.

ADULTS 35-64

1. WSTC >
2. WNCN-F
3. WCBS
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCFS	1260	Westport	.8/2.6	WINS	1010	New York	1.0/ 6.4
WJAZ-F	96.7	Stamford	2.0/8.5	WLTW-F	106.7	New York	2.3/ 5.8
WNLK	1350	Norwalk	2.0/5.9	WNBC	660	New York	2.8/ 8.1
WABC	770	New York	1.3/7.2	WNSR-F	105.1	New York	1.3/ 4.2
WBAB-F	102.3	Babylon	1.8/4.8	WOR	710	New York	1.3/ 3.3
WBLS-F	107.5	New York	.8/3.9	WPIX-F	101.9	New York	.5/ 2.5
WDRE-F	92.7	Garden City	2.0/4.8	WPLR-F	99.1	New Haven	1.3/ 4.9
WFAN	1050	New York	1.5/4.7	WQHT-F	103.5	Lake Success	1.8/ 7.3
				WQXR-F	96.3	New York	2.3/ 6.8
				WRKI-F	95.1	Brookfield	2.0/ 3.2
				WWPR-F	95.5	New York	2.0/11.5
				WYNY-F	97.1	New York	1.5/ 5.3

RADIO STATIONS

WGCH, 1490, 1 KW/1 KW	, MOR	NBC, \$38.00 (Republic)	(GREENWICH) W. Broadhurst
WNLK, 1350, 1 KW/500 W (DA-N)	, AC	ABC-E, \$80.00 (Christal)	Hanson M. Hanson
WSTC, 1400, 1 KW/1 KW	, MOR	ABC-I, \$90.00 (Katz)	Chase W. Lada
WGMX-F, 95.9,	3 KW @ 300, AC	, \$70.00 (Christal)	M. Hanson
WJAZ-F, 96.7,	3 KW @ 461, JAZZ	, \$38.00 (Katz)	Chase W. Lada

Other ranked stations - See New York or Bridgeport in Spring 88 edition of American Radio

STAUNTON - WAYNESBORO, VA

MSA Rank/Pop: NA
 ARB Rank/Pop: 245/80,100
 Market TSL: 21.5 hours
 Average Person Ratings: 15.9

Diaries: 268/299:1
 Sample Target: 250
 % Below Line: 4.7
 % Not Listed: 16.5

Retail \$: .55 Bil
 FM Share: 41.51%
 Stations: 12/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WKDW	31/24.4	26.3	23.3	242	30.2	37.4	29.0
2. WSGM-F	27/21.3	19.3	18.6	237	29.6	38.8	35.6
3. WANV-F	9/ 7.1	4.4	8.5	121	15.1	12.1	17.0
WNLR	9/ 7.1	.9	7.8	84	10.5	5.8	8.4
5. WANV	8/ 6.3	8.8	6.2	109	13.6	18.6	15.1
6. WTON	7/ 5.5	7.0	5.4	143	17.9	21.1	21.4
7. WVA	6/ 4.7	4.4	3.9	58	7.2	7.9	9.6
8.							
9.							
10.							

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. WKDW >	1. WSGM-F	1. WKDW <	1. WSGM-F
2. WSGM-F>>	2. WKDW >>	2. WSGM-F	2. WKDW
3. WTON	3. WANV-F	3.	3.
4.	4.	4.	4.
5.	5.	5.	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. WSGM-F>>	1. WKDW >>	1. WKDW >>
2. WKDW	2. WSGM-F>	2.
3.	3. WNLR	3.
4.	4.	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WQPO-F 100.7 Harrisburg 2.4/10.0
 WZKT 1490 Waynesboro .8/ 8.0

RADIO STATIONS

WANV, 970, 5 KW/1 KW (DA-2), COUNTRY	US 2,\$11.00 (---)	C. Rogers
WKDW, 900, 2.5 KW/129 W, COUNTRY	APR,\$12.00 (---)	N. Brooks
WNLR, 1150, 1 KW, RELIGION	,\$ 7.00 (---)	(HARRISONBURG) R. Ashby
WSVA, 550, 5 KW/1 KW, TALK	,\$30.00 (---)	D. Ridgeway
WTON, 1240, 1 KW/1 KW, AC	ABC-E,\$ 9.00 (---)	Ogden C. Neer
WANV-F, 99.7, 50 KW @ 2400, BTFL (?)	US 2,\$10.00 (---)	C. Rogers
WSGM-F, 93.5, 3 KW @ 352, AC	APR,\$10.00 (---)	Ogden N. Brooks

TEXARKANA, TX

MSA Rank/Pop: 295/120,800
 ARB Rank/Pop: 230/99,500
 Market TSL: 17.5 hours
 Average Person Ratings: 13.0

Diaries: 302/329:1
 Sample Target: 280
 % Below Line: 35.7
 % Not Listed: 13.2

Retail \$: .77 Bil
 FM Share: 75.89%
 Stations: 17/11

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KXAR-F	16/12.4	4.5	7.3	92	12.4	10.8	10.3
2. KCMC	14/10.9	9.9	17.1	162	16.3	15.5	25.2
KTAL-F	14/10.9	9.0	8.5	133	17.0	16.6	13.5
4. KRMD-F	13/10.1	8.1	4.9	142	14.8	17.7	15.5
5. KLLI-F	10/ 7.8	8.1	6.7	124	14.4	17.4	18.5
6. KADO	9/ 7.0	14.4	6.7	119	13.9	21.0	13.9
KTWN-F	9/ 7.0	15.3	9.8	176	18.0	19.6	16.8
8. KITT-F	7/ 5.4	1.8	2.4	118	14.2	9.3	13.3
9. KMLA-F	5/ 3.9	3.6	4.3	100	11.1	11.3	10.1
KTUX-F	5/ 3.9	2.7	3.7	63	10.9	9.0	11.1
11. KOSY	3/ 2.3	.9	1.8	68	6.8	5.3	7.7
KPYN-F	3/ 2.3	2.7	1.8	31	3.1	4.4	2.5

12+ AMD

1. KCMC <
2. KTWN-F
3. KXAR-F<
4. KRMD-F
5. KTAL-F

12+ MID

1. KTAL-F>
2. KLLI-F
3. KRMD-F
4. KCMC
5. KADO

12+ PMD

1. KTAL-F
2. KLLI-F
3. KRMD-F
4. KTWN-F
- 5.

12+ EVE

1. KXAR-F>
2. KRMD-F>
3. KTUX-F
4. KLLI-F
- 5.

ADULTS 18-34

1. KTAL-F
2. KXAR-F
3. KADO
- KLLI-F
- 5.

ADULTS 25-54

1. KRMD-F
- KTAL-F
3. KLLI-F
- KXAR-F
5. KTWN-F

ADULTS 35-64

1. KRMD-F>
2. KTWN-F
- KCMC
4. KXAR-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KARQ-F	92.1	Ashdown	1.6/4.3
KMLA	1400	Texarkana	---/2.9
KNBO	1530	New Boston	.8/2.6
KRMD	1340	Shreveport	---/2.0
KVKI-F	96.5	Shreveport	.8/3.6

RADIO STATIONS

KADO, 940, 2.5 KW/13 W	, BLACK	ABC-C,\$14.00	(Lazar)	J. Bell
KCMC, 740, 1 KW/1 KW (DA-1),	COUNTRY	MBS,\$15.00	(Katz)	D. Davis
KLLI-F, 95.9, 3 KW @ 450, AC		,\$16.00	(Mc-Guild)	(HOOKS) R. Weber
KMLA-F, 103.9, 2.65 KW @ 355, COUNTRY		ABC-I,\$11.00	(---)	(ASHDOWN, AR) G. Leach
KTWN-F, 107.1, 1.4 KW @ 490, COUNTRY		ABC-E,\$15.00	(Roberts)	J. Bell
KXAR-F, 101.7, 3 KW @ 300, BLACK		SBN,\$ 9.00	(Masla)	(HOPE) J. Mason

Other ranked stations - See Shreveport in Spring 88 edition of American Radio

TRENTON, NJ

MSA Rank/Pop: 145/318,500
 ARB Rank/Pop: 130/273,000
 Market TSL: 21.25 hours
 Average Person Ratings: 16.2

Diaries: 436/626:1
 Sample Target: 400
 % Below Line: 69.5
 % Not Listed: 13.5

Retail \$: 2.30 Bil
 FM Share: 75.98%
 Stations: 32/7

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	CUME S87	RATING S86
1. WEGX-F	31/7.0	1.7	1.3	322	14.9	5.0	3.3
2. WKXW-F	29/6.5	5.7	6.6	481	18.7	15.1	14.4
WMMR-F	29/6.5	4.7	7.7	389	16.6	12.1	17.4
4. WHWH	25/5.6	5.9	3.3	405	15.3	10.9	8.9
5. WPST-F	24/5.4	8.3	7.9	543	22.3	26.6	20.8
6. WUSL-F	22/5.0	6.4	9.2	240	10.3	8.5	12.8
7. WYSP-F	20/4.5	3.6	2.4	407	16.2	10.0	6.9
WBUD	20/4.5	7.3	5.1	233	8.5	12.5	11.6
9. WOR	19/4.3	2.1	1.5	207	7.6	8.4	5.3
10. WSNI-F	15/3.4	2.6	3.5	227	9.4	8.7	10.2
WXTU-F	15/3.4	3.1	1.1	219	8.2	5.8	4.5
12. WEAZ-F	14/3.2	4.7	4.2	190	7.2	10.2	8.0

12+ AMD

1. WHWH
2. WKXW-F
3. WEGX-F
4. WMMR-F
5. WPST-F

12+ MID

1. WKXW-F
- WEGX-F
3. WMMR-F
4. WPST-F
- 5.

12+ PMD

1. WMMR-F
2. WEGX-F
3. WKXW-F
4. WPST-F
- 5.

12+ EVE

1. WEGX-F
2. WYSP-F
3. WKXW-F
- WCAU
- WUSL-F

ADULTS 18-34

1. WMMR-F
2. WEGX-F
3. WYSP-F
4. WPST-F
5. WKXW-F

ADULTS 25-54

1. WMMR-F
2. WEGX-F
3. WYSP-F
4. WXTU-F
- WKXW-F

ADULTS 35-64

1. WHWH
2. WEAZ-F
3. WKXW-F
- WXTU-F
5. WBUD

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WIMG	1300	Trenton	1.8/3.9
WPRB-F	103.3	Princeton	.5/4.5
WTTM	920	Trenton	2.0/5.6
WABC	770	New York	.5/3.0
WCAU	1210	Philadelphia	2.7/8.1
WCBS	880	New York	1.4/5.9
WDAS-F	105.3	Philadelphia	.9/6.9
WFIL	560	Philadelphia	.7/4.2

WFLN-F	95.7	Philadelphia	.7/ 3.5
WFMZ-F	100.7	Allentown	.9/ 2.9
WIOQ-F	102.1	Philadelphia	1.6/ 3.3
WMGK-F	102.9	Philadelphia	1.8/ 8.5
WNBC	660	New York	.9/ 3.9
WNEW	1130	New York	.7/ 3.1
WNEW-F	102.7	New York	.5/ 3.9
WOGL-F	98.1	Philadelphia	2.7/10.2
WWDB-F	96.5	Philadelphia	2.7/ 4.2
WWPR-F	95.5	New York	1.8/ 7.3
WXRK-F	92.3	New York	.7/ 2.3
WYNY-F	97.1	New York	1.8/ 4.3

RADIO STATIONS

WBUD, 1260, 5 KW/1 KW (DA-1), MOR NBC, \$55.00 (Roslin) T. Watts
 WHWH, 1350, 5 KW/5 KW (DA-2), MOR ABC-E, \$35.00 (Katz) Nassau (PRINCETON) J. Morris
 WKXW-F, 101.5, 18 KW @ 868, AC, \$55.00 (Roslin) T. Watts
 WPST-F, 97.5, 50 KW @ 462, CHR, \$55.00 (Katz) Nassau J. Morris

Other ranked stations - See New York or Philadelphia in Spring 88 edition of American Radio

TRI-CITIES, WA
(Richland - Kennewick - Pasco)

MSA Rank/Pop: 245/147,400
 ARB Rank/Pop: 213/112,200
 Market TSL: 17.0 hours
 Average Person Ratings: 12.8

Diaries: 329/341:1
 Sample Target: 330
 % Below Line: 2.4
 % Not Listed: 14.6

Retail \$: .81 Bil
 FM Share: 74.80%
 Stations: 10/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	CUME S87	RATING S86
1. KIOK-F	36/25.0	23.1	17.6	389	34.7	34.7	30.4
2. KZZK-F	19/13.2	8.1	8.5	263	23.4	18.5	18.7
3. KONA	18/12.5	8.8	8.0	251	22.4	21.9	22.0
4. KONA-F	14/ 9.7	10.6	9.6	217	19.3	17.4	18.0
5. KOTY-F	13/ 9.0	2.5	6.4	157	14.0	7.8	17.1
6. KEYW-F	7/ 4.9	7.5	---	113	10.1	13.2	---
7. KALE	5/ 3.5	2.5	5.9	80	7.1	13.9	12.7
KORD	5/ 3.5	5.0	9.0	96	8.6	11.4	15.3
9.							
10.							

12+ AMD

1. KIOK-F
2. KONA
3. KZZK-F>
4. KOTY-F
- 5.

12+ MID

1. KIOK-F
2. KONA
3. KONA-F
4. KOTY-F
- 5.

12+ PMD

1. KIOK-F
2. KONA
3. KONA-F
4. KOTY-F
- 5.

12+ EVE

1. KIOK-F<
2. KZZK-F>>
- 3.
- 4.
- 5.

ADULTS 18-34

1. KIOK-F>>
2. KZZK-F>
3. KOTY-F
- 4.
- 5.

ADULTS 25-54

1. KIOK-F
2. KONA-F
3. KZZK-F
- 4.
- 5.

ADULTS 35-64

1. KONA-F
2. KONA >
3. KOTY-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KOTY	1340	Kennewick	2.1/ 7.1
KNLT-F	95.7	Walla Walla	2.1/10.1

RADIO STATIONS

KALE, 960, 5 KW/1 KW (DA-N), AC	NBC,\$13.00 (HNWH)	SRO	O. Knudson
KONA, 610, 5 KW/5 KW (DA-2), MOR	ABC-I,\$15.00 (Katz-Powell)		D. Mitchell
KORD, 870, 10 KW/250 W, COUNTRY	ABC-D,\$12.00 (MMR)		G. Hamblin
KEYW-F, 98.3, 3 KW @ 200, OLDIES	,\$12.00 (Republic)		R. McDowell
KIOK-F, 94.9, 100 KW @ 1250, CHR	,\$28.00 (HNWH)	SRO	O. Knudson
KONA-F, 105.3, 100 KW @ 1180, BTFL/EZ	CBS,\$16.00 (Katz-Powell)		D. Mitchell
KOTY-F, 106.5, 25 KW @ -44, ??	MBS,\$19.00 (Christal)		J. Iles
KZZK-F, 102.7, 100 KW @ 1100, CHR	ABC-R,\$12.00 (MMR)		G. Hamblin

TUSCALOOSA, AL

MSA Rank/Pop: 257/140,100
 ARB Rank/Pop: 206/119,700
 Market TSL: 20.5 hours
 Average Person Ratings: 15.3

Diaries: 337/355:1
 Sample Target: 310
 % Below Line: 28.9
 % Not Listed: 13.1

Retail \$: 1.32 Bil
 FM Share: 81.13%
 Stations: 16/8

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	CUME S87	RATING S86
1. WACT-F	23/12.6	7.6	12.6	257	22.6	17.2	17.9
2. WZBQ-F	22/12.0	4.7	--	212	20.9	15.9	---
3. WFFX-F	20/10.9	15.8	15.5	286	26.2	34.7	33.2
4. WTUG-F	19/10.4	19.3	19.5	184	20.2	21.7	23.5
5. WZZK-F	18/ 9.8	11.1	8.0	250	23.3	23.9	16.8
6. WTSK	17/ 9.3	8.8	5.7	167	15.0	13.2	10.2
7. WACT	10/ 5.5	4.7	3.4	130	10.9	8.3	8.5
8. WMJJ-F	9/ 4.9	1.2	---	100	8.6	4.4	---
9. WAPI-F	6/ 3.3	5.8	6.9	92	9.7	14.2	14.8
10. WENN-F	4/ 2.2	1.8	3.4	89	9.6	9.2	10.2
WKXX-F	4/ 2.2	1.2	1.7	64	7.2	8.3	8.8

12+ AMD

1. WACT-F
2. WTSK <
3. WZZK-F
4. WZBQ-F
5. WFFX-F

12+ MID

1. WZBQ-F<
2. WFFX-F
3. WACT-F
4. WZZK-F
5. WTUG-F

12+ PMD

1. WFFX-F
- WTUG-F
3. WACT-F
- WZZK-F
5. WZBQ-F

12+ EVE

1. WTUG-F>>
2. WZBQ-F
3. WACT-F
- WFFX-F
- WTSK

ADULTS 18-34

1. WZBQ-F>
2. WFFX-F>
3. WTUG-F>
4. WZZK-F
- 5.

ADULTS 25-54

1. WZZK-F
2. WFFX-F
- WZBQ-F
4. WTUG-F
- 5.

ADULTS 35-64

1. WACT-F>
2. WTSK
- WZZK-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNPT	1280	Tuscaloosa	1.1/3.7
WZBQ	1150	Tuscaloosa	---/1.2
WDJC-F	93.7	Birmingham	1.1/5.3
WVRT-F	101.7	Gordo	1.1/3.7
WZZK	610	Birmingham	.5/1.6

RADIO STATIONS

WACT, 1420, 5 KW	, COUNTRY	APR,\$ NA	(Roslin)	C. Price
WTSK, 790, 5 KW/36 W	, GOSPEL/BLACK	,\$40.00	(Republic)	J. Shaw
WACT-F, 105.5, 3 KW @ 300,	COUNTRY	APR,\$14.00	(Roslin)	C. Price
WFFX-F, 95.7, 100 KW @ 500,	AC	,\$35.00	(Eastman)	Keymarket G. Drear
WTUG-F, 92.7, 3 KW @ 300,	BLACK	SBN,\$50.00	(Republic)	
WZBQ-F, 102.5, 13 KW @ ?? , ? ?		ABC-I,\$ NA	(---)	(JASPER)

Other ranked stations - See Birmingham in Spring 88 edition of American Radio

TYLER, TX

MSA Rank/Pop: 238/156,100
 ARB Rank/Pop: 195/130,500
 Market TSL: 21.5 hours
 Average Person Ratings: 15.9

Diaries: 370/353:1
 Sample Target: 310
 % Below Line: 4.0
 % Not Listed: 15.4

Retail \$: .98 Bil
 FM Share: 73.86%
 Stations: 12/8

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KNUE-F	45/21.6	13.2	10.7	375	31.0	22.6	20.3
2. KTBB	24/11.5	7.4	5.6	284	21.8	21.1	20.5
KTYL-F	24/11.5	16.7	11.2	291	24.2	28.7	25.3
4. KOOI-F	21/10.1	9.3	17.2	177	13.6	16.9	15.5
5. KROZ-F	20/ 9.6	2.5	4.2	123	13.9	10.9	10.6
6. KZEY	18/ 8.7	19.6	14.9	173	15.5	22.0	20.1
7. KEYP-F	17/ 8.2	9.8	14.4	168	17.2	23.2	23.5
8.							
9.							
10.							

12+ AMD

1. KNUE-F>
2. KTBB >
3. KTYL-F
4. KOOI-F
- 5.

12+ MID

1. KNUE-F>
2. KZEY
3. KOOI-F
4. KTYL-F
5. KTBB

12+ PMD

1. KNUE-F>
2. KOOI-F
- KTYL-F
4. KEYP-F
- KROZ-F

12+ EVE

1. KNUE-F
2. KTYL-F
3. KROZ-F>
4. KEYP-F
5. KZEY

ADULTS 18-34

1. KNUE-F>
2. KTYL-F
3. KEYP-F>
4. KROZ-F
- 5.

ADULTS 25-54

1. KNUE-F>
2. KTYL-F>>
3. KTBB
4. KZEY
- 5.

ADULTS 35-64

1. KNUE-F>>
2. KZEY
3. KOOI-F
- KTYL-F
5. KTBB

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KTYL	1330	Tyler	---/1.2
KEGL-F	97.1	Fort Worth	.5/4.8
KRLD	1080	Dallas	1.0/4.4
KYKX-F	105.7	Longview	1.0/6.0
WBAP	820	Fort Worth	1.0/3.2

RADIO STATIONS

KTBB, 600, 5 KW/2.5 KW (DA-2), MOR/AC	ABC-I, Trans, \$32.00 (Banner)	D. Chaney
KZEY, 690, 1 KW/250 W (DA-2), BLACK	SBN, \$25.00 (Mc-Guild)	M. Walker
KEYP-F, 99.3, 3 KW @ 300, CHR	US 1, \$22.00 (Christal)	(WHITEHOUSE) C. Morgan
KNUE-F, 101.5, 100 KW @ 1074, COUNTRY	, \$35.00 (Banner)	D. Chaney
KOOI-F, 106.5, 100 KW @ 1468, BTFL/EZ	ABC-E, \$18.00 (Republic)	(JACKSONVILLE) D. Waller
KROZ-F, 92.1, 3 KW @ 280, COUNTRY	, \$28.00 (Mc-Guild)	M. Walker
KTYL-F, 93.1, 100 KW @ 375, AC	ABC-C, \$44.00 (Durpetti)	A. Drake

VICTORIA, TX

MSA Rank/Pop: 342/76,700
 ARB Rank/Pop: 256/62,700
 Market TSL: 20.25 hours
 Average Person Ratings: 15.2

Diaries: 289/217:1
 Sample Target: 250
 % Below Line: 16.7
 % Not Listed: 11.6

Retail \$: .58 Bil
 FM Share: 65.48%
 Stations: 11/6

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	CUME S87	RATING S86
1. KVIC-F	29/30.5	27.8	23.0	229	45.9	45.9	46.1
2. KZEU-F	13/13.7	20.3	17.0	151	26.3	29.2	28.0
3. KNAL	12/12.6	6.3	11.0	131	21.9	16.7	23.5
4. KPLV-F	7/ 7.4	8.9	7.0	112	21.5	21.7	23.1
5. KAMG	6/ 6.3	6.3	5.0	99	17.4	15.0	11.6
KGUL	6/ 6.3	2.5	12.0	57	9.1	7.3	11.0
7. KTXN-F	3/ 3.2	3.8	4.0	50	8.0	9.9	9.9
KTSA	3/ 3.2	---	1.0	25	4.6	---	2.7
9. KMJQ-F	2/ 2.1	6.3	---	26	4.5	4.6	---
KTRH	2/ 2.1	---	---	39	6.9	---	---

12+ AMD

1. KVIC-F>
2. KNAL
3. KZEU-F>>
4. KAMG
KGUL

12+ MID

1. KVIC-F>
2. KZEU-F>>
3. KTSA
KPLV-F
- 5.

12+ PMD

1. KVIC-F>>
2. KZEU-F
3. KPLV-F
4. KAMG
KGUL

12+ EVE

1. KVIC-F
- 2.
- 3.
- 4.
- 5.

ADULTS 18-34

1. KVIC-F>>
2. KPLV-F
3. KZEU-F
- 4.
- 5.

ADULTS 25-54

1. KVIC-F>
2. KZEU-F>
3. KAMG-F
4. KPLV-F
- 5.

ADULTS 35-64

1. KZEU-F
2. KNAL
3. KVIC-F
4. KGUL
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KOUL-F 103.7 Sinton 1.1/3.7

RADIO STATIONS

KAMG, 1340, 1 KW/1 KW	, OLDIES	ABC-D, \$ 8.00	(Mc-Guild)	Mayes	R. Woodman
KNAL, 1410, 500 W/500 W (DA-N)	, COUNTRY	,\$21.00	(Riley)		R. Martin
KGUL, 1560, 500 W	, SPANISH	,\$13.00	(---)	(PORT LAVACA)	D. Muse
KPLV-F, 93.3, 100 KW @ 700	, CLASSIC	,\$15.00	(Christal)	(PORT LAVACA)	M. Diangelo
KTXN-F, 98.7, 100 KW @ 347	, BTFL/EZ	CNN, \$18.00	(Masla)		D. Freed
KVIC-F, 95.1, 100 KW @ 500	, CHR	,\$25.00	(Mc-Guild)	Mayes	R. Woodman
KZEU-F, 107.9, 100 KW @ 362	, COUNTRY	,\$18.00	(---)		H. Smith

KTSA - See San Antonio in Spring 88 edition of American Radio

KMJQ, KTRH - See San Antonio in Spring 88 edition of American Radio

WATERBURY, CT

MSA Rank/Pop: 199/211,100
 ARB Rank/Pop: 166/178,700
 Market TSL: 21.0 hours
 Average Person Ratings: 15.8

Diaries: 507/352:1
 Sample Target: 400
 % Below Line: 80.2
 % Not Listed: 10.6

Retail \$: 1.43 Bil
 FM Share: 69.38%
 Stations: 24/5

12+ METRO	1/4/SHARE	SPG	SPG	METRO CUME	METRO CUME RATING		
		87	86		S88	S87	S86
1. WKCI-F	34/12.0	8.8	7.8	352	23.7	24.7	23.8
2. WATR	24/ 8.5	8.8	8.1	277	16.3	16.8	18.3
WKSS-F	24/ 8.5	7.6	9.1	222	17.5	20.0	18.9
4. WEZN-F	21/ 7.4	5.8	9.4	181	11.1	12.0	14.3
5. WDRC-F	20/ 7.1	9.7	5.3	251	14.7	20.0	16.7
6. WRCH-F	18/ 6.4	4.8	5.9	156	8.7	10.4	14.0
7. WQQW	14/ 4.9	4.5	3.4	175	10.2	8.3	10.4
WIOF-F	14/ 4.9	6.4	8.1	203	11.4	19.4	19.5
9. WPLR-F	13/ 4.6	7.0	3.4	180	10.9	15.7	14.8
10. WHCN-F	9/ 3.2	3.6	5.3	137	8.6	9.9	15.3

12+ AMD

1. WKCI-F
2. WTIC
3. WATR >
4. WEZN-F
5. WDRC-F

12+ MID

1. WKCI-F
2. WATR <
3. WRCH-F
4. WKSS-F<
5. WEZN-F

12+ PMD

1. WKCI-F
2. WDRC-F
- WEZN-F
4. WRCH-F
- 5.

12+ EVE

1. WKCI-F
2. WEZN-F
- WKSS-F
4. WTIC
5. WATR

ADULTS 18-34

1. WKCI-F>
2. WKSS-F
3. WPLR-F
4. WDRC-F
5. WHCN-F

ADULTS 25-54

1. WKCI-F
2. WDRC-F
3. WTIC
4. WKSS-F
5. WATR

ADULTS 35-64

1. WATR
2. WTIC
3. WEZN-F
- WRCH-F
5. WDRC-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNAQ	1380	Naugatuck	1.8/4.6	WCCC-F	106.9	Hartford	.4/ 3.6
WWCO	1240	Waterbury	1.4/6.1	WEBE-F	107.9	Westport	.7/ 4.0
WWYZ-F	92.5	Waterbury	1.1/4.4	WNBC	660	New York	1.4/ 3.0
WABC	770	New York	.4/3.2	WQHT-F	103.5	Lake Success	.4/ 2.2
WBLS-F	107.5	New York	.4/2.4	WRKI-F	95.1	Brookfield	1.8/ 4.3
WCBS	880	New York	1.4/6.7	WRKS-F	98.7	New York	.7/ 2.9
				WTIC-F	96.5	Hartford	1.8/10.3

RADIO STATIONS

WATR, 1320, 5 KW/1 KW (DA-2), MOR CBS, \$35.00 (Banner) F. Erwin
 WQQW, 1590, 5 KW/5 KW (DA-1), NOSTALGIA APR, \$33.00 (Kettell) M. Pite

Other ranked stations - See Hartford, Bridgeport or New Haven in Spring 88 edition of American Radio

WATERTOWN, NY

MSA Rank/Pop: NA
 ARB Rank/Pop: 247/76,300
 Market TSL: 20.25 hours
 Average Person Ratings: 15.3

Diaries: 288/265:1
 Sample Target: 250
 % Below Line: 3.9
 % Not Listed: 12.0

Retail \$: .52 Bil
 FM Share: 72.82%
 Stations: 11/6

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO S88	CUME S87	RATING S86
1. WTNY-F	40/34.2	32.1	---	360	47.2	46.5	---
2. WTNY	19/16.2	20.4	30.3	237	31.1	40.5	50.2
3. WNCQ-F	18/15.4	19.0	18.0	172	22.5	26.3	26.6
4. WTOJ-F	14/12.0	7.3	17.2	165	21.6	24.4	34.0
5. WNCQ	5/ 4.3	4.4	4.9	79	10.4	11.5	13.2
6. WATN	4/ 3.4	2.2	7.4	71	9.4	10.5	15.0
7.							
8.							
9.							
10.							

12+ AMD

1. WTNY-F
2. WTNY >>
3. WNCQ-F>
4. WTOJ-F
- 5.

12+ MID

1. WTNY-F>>
2. WNCQ-F>
3. WTNY
- 4.
- 5.

12+ PMD

1. WTNY-F>>
2. WNCQ-F
3. WTNY
- 4.
- 5.

12+ EVE

1. WTNY-F>>
- 2.
- 3.
- 4.
- 5.

ADULTS 18-34

1. WTNY-F>>
- 2.
- 3.
- 4.
- 5.

ADULTS 25-54

1. WTNY-F>>
2. WTOJ-F
3. WNCQ-F
- WTNY
- 5.

ADULTS 35-64

1. WNCQ-F>
2. WTNY
3. WTNY-F
- WTOJ-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

CFLY-F	98.1	Kingston	.9/4.1
WKFM-F	104.7	Fulton	.9/5.4
WSCP	1070	Sandy Creek	.9/2.8
WYYY-F	94.5	Syracuse	.9/4.6

RADIO STATIONS

WATN, 1240, 1 KW/1 KW	COUNTRY	ABC-E, \$10.00 (Roslin)	J. Brosk
WNCQ, 1410, 5 KW/1 KW (DA-N), AC		\$10.00 (Katz-Powell)	J. Graham
WTNY, 790, 1 KW/1 KW (DA-N), MOR		CBS, US 1, \$50.00 (Torbet)	D. Alexander
WNCQ-F, 97.5, 41.3 KW @ 285, COUNTRY		\$20.00 (Katz-Powell)	J. Graham
WTNY-F, 93.5, 3 KW @ 330, CHR		\$50.00 (Torbet)	D. Alexander
WTOJ-F, 103.1, 3 KW @ 670, AC		\$14.00 (Roslin) (CARTHAGE)	J. Riley

WICHITA FALLS, TX

MSA Rank/Pop: 288/123,900
 ARB Rank/Pop: 221/105,300
 Market TSL: 20.50 hours
 Average Person Ratings: 14.9

Diaries: 360/293:1
 Sample Target: 300
 % Below Line: 1.5
 % Not Listed: 14.6

Retail \$: 1.41 Bil
 FM Share: 89.55%
 Stations: 8/6

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME S88	RATING S87	RATING S86
1. KLUR-F	54/34.4	27.8	38.1	431	43.2	39.9	48.5
2. KKQV-F	26/16.6	11.8	12.9	262	29.2	29.6	24.1
3. KNIN-F	21/13.4	22.2	17.0	276	33.0	40.2	31.2
4. KTLT-F	19/12.1	13.2	9.5	238	23.4	27.3	24.2
5. KGTM	10/ 6.4	4.9	5.4	119	11.3	9.1	16.6
6.							
7.							
8.							
9.							
10.							

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>
1. KLUR-F>>	1. KLUR-F>>	1. KLUR-F>>	1. KLUR-F>
2. KKQV-F<	2. KKQV-F	2. KKQV-F	2. KNIN-F>
3. KNIN-F	3. KTLT-F	3. KNIN-F	3. KKQV-F
4. KTLT-F>	4. KNIN-F	4. KTLT-F	4.
5. KGTM	5. KGTM	5. KGTM	5.

<u>ADULTS 18-34</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35-64</u>
1. KLUR-F	1. KLUR-F>>	1. KLUR-F>>
2. KKQV-F>	2. KTLT-F	2. KTLT-F
3. KNIN-F	3. KKQV-F>	3. KGTM
KTLT-F	4. KNIN-F	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KWFT	620	Wichita Falls	1.3/9.8
KRLD	1080	Dallas	.6/2.7
WBAP	820	Fort Worth	.6/6.6

RADIO STATIONS

KGTM, 990, 1 KW/1 KW	, COUNTRY	,\$16.00 (Banner)	D. Stalker
KKQV-F, 103.3, 100 KW @ 440, CHR		,\$20.00 (Mc-Guild)	R. Jordan
KLUR-F, 99.9, 100 KW @ 820, COUNTRY		ABC,\$34.00 (Katz)	S. Beard
KNIN-F, 92.9, 100 KW @ 930, CHR		ABC-C,\$39.00 (Banner)	D. Hargrove
KTLT-F, 106.3, 3 KW @ 400, AC		US 2,\$18.00 (Christal)	A. Maxwell

WILLIAMSPORT, PA

MSA Rank/Pop: 302/115,800
 ARB Rank/Pop: 231/98,200
 Market TSL: 22.0 hours
 Average Person Ratings: 16.9

Diaries: 337/291:1
 Sample Target: 290
 % Below Line: 0.6
 % Not Listed: 3.6

Retail \$: .64 Bil
 FM Share: 81.25%
 Stations: 13/12

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WILQ-F	43/25.9	25.1	27.3	345	36.9	38.3	35.0
2. WFXX-F	31/18.7	21.1	18.8	273	32.0	35.7	33.2
WHTO-F	31/18.7	.6	7.3	236	31.6	4.0	14.2
4. WKSBS-F	14/ 8.4	10.5	7.9	172	19.5	24.6	16.9
WLYC	14/ 8.4	12.9	8.5	147	15.0	20.1	9.6
6. WWPA	12/ 7.2	8.2	9.7	142	14.5	18.2	22.4
7. WWZU-F	7/ 4.2	2.3	---	63	6.4	5.2	---
8.							
9.							
10.							

12+ AMD

1. WILQ-F>>
2. WHTO-F
3. WFXX-F>
4. WKSBS-F
5. WLYC

12+ MID

1. WILQ-F
2. WFXX-F
3. WHTO-F>
4. WKSBS-F<
5. WLYC

12+ PMD

1. WILQ-F>
2. WHTO-F<
3. WFXX-F
- 4.
- 5.

12+ EVE

1. WHTO-F
2. WFXX-F
3. WILQ-F
- 4.
- 5.

ADULTS 18-34

1. WFXX-F
2. WHTO-F
- 3.
- 4.
- 5.

ADULTS 25-54

1. WILQ-F
2. WFXX-F
3. WHTO-F
4. WKSBS-F
- 5.

ADULTS 35-64

1. WILQ-F>>
2. WFXX-F
- WKSBS-F
- WWPA
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFXX	1450	S. Williamsport	.6/5.3
WJSA	1600	Jersey Shore	.6/1.1
WJSA-F	93.5	Jersey Shore	1.2/5.4
WRAK	1400	Williamsport	1.2/7.3
WYRS-F	97.7	Jersey Shore	.6/4.3
WOEZ-F	100.9	Milton	.6/3.4

RADIO STATIONS

WLYC, 1050,	1 KW/35 W	, NOSTALGIA	ABC-I, \$22.00 (---)	R. Cunnion
WWPA, 1340,	1 KW/1 KW	, AC	CBS, \$16.00 (Radio Station)	W. Ott
WFXX-F, 99.3,	3 KW @ 1280,	CHR	ABC-F, \$25.00 (Katz-Powell)	W. Diggins
WHTO-F, 103.9,	1.3 KW @ 429,	CHR	,\$11.00 (---)	(MUNCY) V. Michael
WILQ-F, 105.1,	3.8 KW @ 1300,	COUNTRY	ABC-I, \$32.00 (---)	R. Cunnion
WKSBS-F, 102.7,	53 KW @ 1270,	AC	,\$15.00 (---)	J. Dame
WWZU-F, 92.1,	3 KW @ 225,	AOR	,\$13.00 (Pates)	(LOCK HAVEN) J. Lipez

YAKIMA, WA

MSA Rank/Pop: 215/185,300
 ARB Rank/Pop: 184/149,600
 Market TSL: 19.75 hours
 Average Person Rating: 14.4

Diaries: 372/402:1
 Sample Target: 350
 % Below Line: 0.6
 % Not Listed: 16.3

Retail \$: 1.78 Bil
 FM Share: 66.67%
 Stations: 13/12

12+ METRO	1/4/SHARE	SPG		METRO CUME	METRO CUME RATING		
		87	86		S88	S87	S86
1. KATS-F	38/17.7	8.6	10.0	377	25.2	17.5	16.7
2. KXDD-F	35/16.3	13.3	13.0	344	23.0	16.5	18.4
3. KIT	24/11.2	9.0	7.4	305	20.4	22.3	21.1
4. KFFM-F	19/ 8.8	10.3	6.5	308	20.6	24.2	15.0
5. KUTI	17/ 7.9	6.9	12.6	159	10.6	15.0	20.3
6. KZHR-F	11/ 5.1	7.7	9.1	217	14.5	17.5	18.8
7. KRSE-F	9/ 4.2	8.2	7.4	114	7.6	12.6	10.7
8. KRKN-F	7/ 3.3	3.4	---	76	5.1	4.2	---
9.							
10.							

12+ AMD

1. KATS-F
2. KIT
3. KXDD-F>
- 4.
- 5.

12+ MID

1. KXDD-F
2. KATS-F>
3. KIT
- 4.
- 5.

12+ PMD

1. KXDD-F<
2. KATS-F
3. KFFM-F
- 4.
- 5.

12+ EVE

1. KATS-F>
2. KFFM-F
3. KIT
- 4.
- 5.

ADULTS 18-34

1. KATS-F>>
2. KXDD-F>
3. KFFM-F
- 4.
- 5.

ADULTS 25-54

1. KATS-F>
2. KXDD-F>
3. KIT
4. KFFM-F
- 5.

ADULTS 35-64

1. KXDD-F
2. KIT
- 3.
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBBO	1390	Yakima	2.3/7.5
KMWX	1460	Yakima	2.3/9.2
KREW	1210	Sunnyside	1.4/5.3
KXXE	1020	Selah	2.8/5.4
KONA-F	105.3	Kennewick	.5/2.9

RADIO STATIONS

KIT, 1280, 5 KW/1 KW	MOR	ABC-I, \$30.00	(Mc-Guild)	J. Goetz
KUTI, 980, 5 KW/500 W (DA-N)	COUNTRY	ABC-E, \$19.00	(Christal)	N. Anglin
KATS-F, 94.5, 100 KW @ 850	AOR	ABC-R, \$30.00	(Mc-Guild)	J. Goetz
KFFM-F, 107.3, 100 KW @ 904	CHR	Source, \$21.00	(---)	G. Myhre
KRKN-F, 96.9, 3 KW @ -772	??	SMN, \$ NA	(---)	(NACHES)
KRSE-F, 98.3, 700 W @ 560	BTFL/EZ	, \$15.00	(MMR)	P. Fretwell
KXDD-F, 104.1, 62.5 KW @ 840	COUNTRY	ABC-D, \$30.00	(Christal)	N. Anglin
KZHR-F, 92.7, 2.5 KW @ 25	CHR	, \$12.00	(Radio West)	(TUPPENISH) C. Lalande

S E C T I O N B

BIRCH NON-MONTHLY MARKETS
(12+ Share and 12+ Cume Rating)

LIMA, OH (January - May, 1988)

- | | | | | | | |
|-----------|-----------|--------|--------------|---------|---------------------|----------------|
| 1. WZOQ-F | 44.4/53.9 | 92.1, | 3 KW @ 328, | CHR | ABC-C,\$ NA | (Christal) |
| 2. WIMA | 10.6/29.9 | 1150, | 1 KW | , MOR | ABC-E,ABC-I,\$32.00 | (Katz) |
| 3. WIMA-F | 10.1/25.4 | 102.1, | 8 KW @ 1055, | COUNTRY | ,\$13.00 | (Katz) |
| 4. WLSR-F | 5.1/12.4 | 104.9, | 3 KW @ 260, | AC | NBC,Trans,\$ NA | (Roslin) |
| WQTL-F | 5.1/11.2 | 106.3, | 3 KW @ 297, | CHR | ABC-R,\$ NA | (---) (OTTAWA) |

CENTRAL UPPER MICHIGAN (January - May, 1988)

- | | | | | | | |
|-----------|-----------|--------|----------------|---------|---------------|-----------------------------------|
| 1. WGLQ-F | 19.9/37.0 | 97.1, | 100 KW @ 1066, | CONTEMP | ABC-C,\$19.00 | (Mc-Guild) Mid. Family (ESCANABA) |
| 2. WRUP-F | 15.9/26.6 | 103.3, | 100 KW 544, | AC | US 2,\$16.00 | (---) (MARQUETTE) |
| 3. WMQT-F | 14.6/29.6 | 107.5, | 100 KW @ 530, | CHR | ,\$12.00 | (---) (ISHPEMING) |
| 4. WJPD-F | 11.1/24.9 | 92.3, | 100 KW @ 470, | COUNTRY | NBC,\$15.00 | (---) (ISHPEMING) |
| 5. WYKX-F | 6.2/14.2 | 104.7, | 100 KW @ 350, | COUNTRY | ,\$ NA | (---) (ESCANABA) |

BENTON HARBOR, MI (January - May, 1988)

- | | | | | | | |
|-----------|-----------|--------|--------------|-----------------------------|-----------------|---------------------------|
| 1. WIRX-F | 16.9/32.2 | 107.1, | 3 KW @ 300, | CHR | ,\$36.00 | (Mc-Guild) Midwest Family |
| 2. WHFB-F | 8.9/22.3 | 99.9, | 50 KW @ 478, | EZ | ,\$28.00 | (Katz) Wincom |
| 3. WNDU-F | 8.5/24.7 | | | See South Bend in Spring 88 | American Radio | |
| 4. WSJM | 7.2/15.4 | 1400, | 1 KW @ | , MOR | MBS,NBC,\$34.00 | (Mc-Guild) Midwest Family |
| WRMX-F | 7.2/14.3 | | | See Chicago in Spring 88 | American Radio | |

OCALA, FL (January - May, 1988)

- | | | | | | | |
|-----------|-----------|--------|--------------|---------------------------------|----------------|------------|
| 1. WMOP | 13.3/18.6 | 900, | 5 KW (DAYS), | COUNTRY | ,\$18.00 | (Southern) |
| 2. WKTK-F | 11.8/17.9 | | | See Gainesville in this edition | | |
| 3. WMFQ-F | 7.5/10.0 | 92.9, | 50 KW @ 500, | EZ | ,\$19.00 | (Roslin) |
| 4. WTRS-F | 6.7/11.0 | 102.3, | 3 KW @ 300, | COUNTRY | ,\$13.00 | (---) |
| 5. WOCL-F | 6.3/ 7.8 | | | See Orlando in Spring 88 | American Radio | |

YUBA CITY, CA (January - May, 1988)

- | | | | | | | |
|-----------|-----------|-------|---------------------|-----------------------------|----------------|---------|
| 1. KRAK | 12.9/24.0 | | | See Sacramento in Spring 88 | American Radio | |
| KWOD-F | 12.9/27.6 | | | See Sacramento in Spring 88 | American Radio | |
| 3. KRFD-F | 10.6/30.4 | | | See Chico in this edition | | |
| 4. KZAP-F | 9.8/18.2 | | | See Sacramento in Spring 88 | American Radio | |
| KRAK-F | 9.8/17.9 | | | See Sacramento in Spring 88 | American Radio | |
| (7) KUBA | 6.1/12.1 | 1600, | 5 KW/2.5 KW (DA-N), | COUNTRY | UPI,\$14.00 | (K & P) |

1988 PUBLICATIONS FROM JIM DUNCAN

AMERICAN RADIO

Now a quarterly (plus the "Small Market" edition) AMERICAN RADIO remains the radio industry's most complete and timely sourcebook of radio ratings and programming information. There are over 30 tables and rankings for each market plus - in the Spring and Fall editions - over 60 pages of national rankings. AMERICAN RADIO is considered to be the "bible" of the radio industry and is required reading for anyone involved with radio.

<u>Issue</u>	<u>Release Date</u>	<u>Number of Markets</u>	<u>Price</u>
Winter Supplement	May 1988	75	\$47.00
Spring 1988	August 1988	175	\$75.00
Small Market Edition	September 1988	130	\$47.00
Summer Supplement	October 1988	75	\$47.00
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