

# AMERICAN RADIO

Winter 1989 Supplement



**James H. Duncan, Jr.**



AMERICAN RADIO  
WINTER 1989 SUPPLEMENT

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## INTRODUCTION

I am pleased to present the third edition of American Radio - Winter 1989 Supplement. This book is designed to supplement the primary editions of American Radio by providing updated summaries of the 76 markets which Arbitron and Birch survey on a quarterly basis.

The "Winter Supplement" is issued every May.

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.

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INDIVIDUAL MARKET REPORTS  
(In Alphabetical Order)

Albany-Schenectady	El Paso	Milwaukee	Sacramento
Allentown-Bethlehem	Fresno	Minneapolis-SP	St. Louis
Atlanta	Grand Rapids	Nashville	Salinas-Mont.
Austin	Greensboro-Spart.	Nassau-Suffolk	Salt Lake City
Baltimore	Harrisburg	New Orleans	San Antonio
Baton Rouge	Hartford	New York	San Diego
Birmingham	Honolulu	Norfolk	San Francisco
Boston	Houston	Oklahoma City	San Jose
Buffalo	Indianapolis	Omaha	Seattle
Charlotte	Jacksonville	Orlando	Springfield, MA
Chattanooga	Kansas City	Philadelphia	Syracuse
Chicago	Knoxville	Phoenix	Tampa-St. Pete.
Cincinnati	Lansing	Pittsburgh	Toledo
Cleveland	Las Vegas	Portland, OR	Tucson
Columbus, OH	Los Angeles	Providence	Tulsa
Dallas-Ft. Worth	Louisville	Raleigh	Washington
Dayton	McAllen-Brown.	Richmond	West Palm Beach
Denver	Memphis	Riverside-SB	Wilkes-Barre-Sc.
Detroit	Miami	Rochester	York
			Youngstown



ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 54/721,000  
 MSA Rank/Pop: 60/848,100  
 ADI # 50  
 Average Person Ratings: 18.6  
 Market TSI: 24.55 hours

Stations: 26/24  
 Diaries: 1039/694:1/56.7%  
 Sample Target: 1060  
 % Below Line: 0.8  
 % Not Listed: 11.4

1988 Revenue: \$20,000,000  
 HH Inc.: \$35,494  
 Retail \$: 6.0 Bil  
 Pop per Station: 30,041  
 #1 Biller: WGY \$3,800,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGNA-AF (C)	144/10.8	8.4	5.8	5.3	6.5	7.6	252/2640	1455/21.2	15.9	14.0	118	9.0	96	939	WGNA-AF
2. WROW-F (EZ)	133/ 9.9	10.7	8.5	11.5	10.7	10.1	179/1624	1251/17.4	18.3	16.8	71	6.3	72	805	WROW-F
3. WGY (MOR)	125/ 9.3	8.9	10.6	10.0	11.8	9.7	192/2656	1767/24.5	22.6	30.0	97	8.9	102	1549	WGY
4. WPYX-F (AOR)	119/ 8.9	10.6	11.7	12.4	11.3	10.9	204/2633	1677/23.3	24.2	23.1	137	14.8	171	1834	WPYX-F
5. WFLY-F (CHR)	115/ 8.6	7.6	7.4	9.4	7.8	8.3	126/2018	1648/22.9	19.6	21.2	73	10.6	122	1566	WFLY-F
6. WKLI-F (AC)	82/ 6.1	6.6	5.9	4.9	7.1	5.9	89/1210	1063/14.7	16.8	16.0	146	6.6	76	876	WKLI-F
7. WQBK-F (AOR)	71/ 5.3	4.8	4.2	4.6	3.9	4.7	78/1191	1078/15.0	13.7	10.6	128	4.0	46	709	WQBK-F
8. WQBK (N/T)	64/ 4.8	4.6	5.3	6.2	5.3	5.2	64/815	796/11.0	9.2	10.0	48	3.8	44	509	WQBK
9. WGY -F (CHR)	54/ 4.0	5.0	4.9	4.4	6.8	4.6	91/1876	1234/17.1	19.6	20.4	80	6.3	72	1198	WGY -F
10. WTRY (O)	49/ 3.6	3.7	5.5	5.5	5.1	4.6	49/715	715/ 9.9	11.8	14.4	158	3.6	41	502	WTRY
11. WABY (BB)	32/ 2.4	2.5	4.0	2.7	2.3	2.9	32/400	400/ 5.5	4.5	4.7	50	1.6	19	244	WABY
12. WROW (MOR)	28/ 2.1	2.2	1.9	2.7	3.1	2.2	35/674	513/ 7.1	6.9	7.7	43	1.3	15	253	WROW
WNYJ-F (AC)	28/ 2.1	1.8	0.8	1.2	1.2	1.5	32/529	439/ 6.1	5.5	3.2	167	1.4	16	459	WNYJ-F

12+ FM SHARE (METRO): 69.92% (832 of 1190) (WIN 88: 57.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLY-F>>	1 WPYX-F	1 WPYX-F	1 WPYX-F	1 WGNA-AF<	1 WROW-F	1 WGY	1 WGNA-AF<	1 WGNA-AF	1 WGY	1 WGY
2 WGY -F>>	2 WFLY-F>	2 WGNA-AF<	2 WGNA-AF	2 WPYX-F>	2 WGY <	2 WPYX-F<	2 WROW-F	2 WROW-F<	2 WFLY-F>	2 WPTR <
3 WPYX-F>	3 WKLI-F	3 WFLY-F	3 WKLI-F	3 WGY <	3 WGNA-AF>	3 WGNA-AF	3 WPYX-F>	3 WFLY-F	3 WGNA-AF<	3 WGNA-F>>
4	4 WQBK-F	4 WKLI-F	4 WGY	4 WKLI-F	4 WQBK >	4 WFLY-F<	4 WKLI-F	4 WPYX-F	4 WROW-F	4 WPYX-F
5	5 WGNA-AF	5 WQBK-F	5 WQBK-F	5 WROW-F<	5 WKLI-F	5 WROW-F>	5 WFLY-F<	5 WKLI-F	5 WKLI-F	5 WQBK-F
6	6	6 WGY	6 WFLY-F	6 WQBK-F	6	6 WKLI-F	6 WGY	6 WGY	6 WPYX-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLY-F>>	1 WFLY-F	1 WKLI-F	1 WKLI-F<	1 WGNA-AF<	1 WPYX-F	1 WPYX-F>>	1 WPYX-F>>	1 WPYX-F>	1 WPYX-F
2 WKLI-F	2 WKLI-F>	2 WFLY-F	2 WFLY-F>	2 WKLI-F	2 WFLY-F>	2 WFLY-F<	2 WQBK-F>	2 WGNA-AF	2 WGNA-AF>
3 WGY -F	3 WPYX-F	3 WPYX-F	3 WGNA-AF	3 WGY	3 WGNA-AF>	3 WQBK-F>	3 WFLY-F	3 WQBK-F	3 WQBK-F
4 WQBK-F	4 WGY -F	4 WGNA-AF>	4 WGY	4 WROW-F	4 WQBK-F	4 WGNA-AF	4 WTRY	4 WFLY-F	4 WGY
5 WPYX-F>	5 WGNA-AF	5 WGY	5 WPYX-F	5 WFLY-F	5 WKLI-F	5 WKLI-F>	WEQX-F	5 WKLI-F	5 WTRY
6	6 WQBK-F	6 WGY -F	6	6 WPYX-F	6 WKZ-F	6 WTRY	6 WKLI-F	6 WTRY	6 WKLI-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCKL	560	Catskill	0.8/1.6
WCSS	1490	Amsterdam	1.4/1.8
WEQX-F	102.7	Manchester	1.3/3.6
WHAZ	1330	Troy	0.5/1.3
WHRL-F	103.1	Albany	1.4/5.0
WKOL-F	97.7	Amsterdam	0.6/1.9
WPTR	1540	Albany	1.0/5.9
WQQY-F	102.3	Saratoga spring	1.1/2.3
WSSV-F	101.3	Stillwater	0.4/1.1
WKZ-F	96.7	Clifton Park/Al	1.4/6.1
WJIV-F	101.9	Cherry Valley	0.5/1.8
WJJR-F	98.1	Rutland	0.3/1.0

RADIO STATIONS

WABY, 1400,	1 KW	, NOSTALGIA	SMN, \$ 16.00* (Durpetti)	Premier
WGY, 810,	50 KW	, MOR	NBC, \$115.00 (Eastman)	Empire State
WPTR, 1540,	50 KW (DA-1)	, NEWS/TALK	US 2, ABC-C, \$ 40.00 (Katz)	
WQBK, 1300,	5 KW (DA-2)	, TALK	CBS, ABC-T, \$ 40.00* (HNWH)	
WROW, 590,	5 KW/1 KW (DA-2)	, MOR	ABC-I, \$ 38.00* (Christal)	Radio Terrace
WTRY, 980,	5 KW (DA-N)	, OLDIES	MBS, ABC-D, \$ 52.00* (Mc-Guild)	Merv Griffin
WFLY-F, 92.3,	13 KW @ 850,	CHR	ABC-C, \$ 90.00 (Katz)	
WGY-F, 99.5,	14 KW @ 930,	CHR	SOURCE, \$ 70.00 (Eastman)	Empire State
WGNA-F, 107.7,	13 KW @ 980,	COUNTRY	ABC-E, \$ 60.00* (Republic)	Barnstable
WHRL-F, 103.1,	1 KW @ 400,	BTFL/EZ (?)	MBS, \$ 17.00 (---)	
WKLI-F, 100.9,	3 KW @ 300,	AC	US 1, \$ 66.00* (Durpetti)	Premier
WPYX-F, 106.5,	16 KW @ 910,	AOR	ABC-R, \$ 83.00* (Mc-Guild)	Merv Griffin
WQBK-F, 103.9,	3 KW @ 300,	CLASSIC AOR	CBS-R, \$ 32.00* (HNWH)	
WROW-F, 95.5,	12 KW @ 1020,	BTFL/EZ	, \$ 61.00* (Christal)	Radio Terrace

ALLETOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 61/567,100

Stations: 36/13  
Diaries: 988/574:1/60.0%  
Sample Target: 930  
% Below Line: 17.5  
% Not Listed: 7.9

1983 Revenue: \$15,000,000  
HH Inc.: \$32,916  
Retail \$: 4.6 Bil  
Pop per Station: 43,623  
#1 Biller: WLEV-F \$3,500,000

MSA Rank/Pop: 73/665,100  
Philadelphia ADI  
Average Person Ratings: 18.7  
Market TSL: 24.25 hours

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WFMZ-F (EZ)	155/14.6	16.0	13.4	12.6	12.3	14.1	175/1624	1390/24.5	24.3	20.9	71	8.9	85	895	WFMZ-F
2. WZZO-F (AOR)	129/12.2	11.1	10.7	10.7	9.8	11.2	148/1661	1349/23.8	23.3	21.6	115	13.2	126	1386	WZZO-F
3. WLEV-F (AC)	116/11.0	10.9	7.9	11.8	9.2	10.4	127/1619	1402/24.7	23.6	22.4	149	9.3	88	886	WLEV-F
4. WAEB-F (CHR)	114/10.8	9.8	14.0	9.1	9.0	10.9	121/1824	1649/29.1	25.8	21.9	90	15.8	150	1708	WAEB-F
5. WQQQ-F (CHR)	62/ 5.9	5.2	7.2	8.7	9.9	6.8	85/1600	1145/20.2	17.5	19.5	103	7.4	70	1098	WQQQ-F
6. WAEB (AC)	49/ 4.6	6.3	5.6	5.2	6.2	5.4	49/748	730/12.9	13.5	16.5	111	4.4	42	595	WAEB
7. WKAP (BB)	48/ 4.5	3.2	5.1	4.5	6.2	4.3	49/493	468/ 8.3	7.3	9.8	20	2.9	28	315	WKAP
8. WKKW (C)	36/ 3.4	3.4	3.1	4.5	3.5	3.6	37/424	393/ 6.9	7.3	7.1	91	2.9	28	282	WKKW
9. WYSP-F (AOR)	31/ 2.9	2.6	2.4	2.9	2.9	2.7	42/790	599/10.6	8.0	8.2	128	2.6	25	505	WYSP-F
WEST (BB)	31/ 2.9	3.6	3.6	3.2	4.2	3.3	32/325	318/ 5.6	6.0	7.1	31	4.5	43	359	WEST

12+ FM SHARE (METRO): 74.67% (728 of 975) (WIN 88: 68.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAEB-F>>	1 WZZO-F>	1 WZZO-F	1 WLEV-F	1 WLEV-F	1 WFMZ-F>>	1 WFMZ-F	1 WFMZ-F	1 WFMZ-F	1 WZZO-F<	1 WFMZ-F
2 WQQQ-F>>	2 WAEB-F>	2 WLEV-F	2 WZZO-F>	2 WZZO-F>	2 WLEV-F>	2 WQQQ-F	2 WZZO-F	2 WZZO-F<	2 WAEB-F>	2 WZZO-F
3 WZZO-F	3 WLEV-F>	3 WAEB-F>>	3 WAEB-F>	3 WFMZ-F	3 WKAP	3 WLEV-F	3 WLEV-F	3 WAEB-F	3 WFMZ-F	3 WAEB-F>
4	4 WQQQ-F>	4 WQQQ-F	4 WFMZ-F	4 WAEB-F>	4 WAEB >	4 WZZO-F	4 WAEB-F>	4 WLEV-F>>	4 WQQQ-F	4 WLEV-F
5	5 WYSP-F	5 WFMZ-F	5 WQQQ-F	5 WQQQ-F	5 WZZO-F	5 WAEB-F	5 WKAP	5 WQQQ-F	5 WLEV-F	5 WAEB
6	6	6	6 WAEB	6 WAEB	6 WKKW	6 WAEB	6	6	6	6

  

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAEB-F	1 WAEB-F>	1 WAEB-F	1 WAEB-F<	1 WLEV-F	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F
2 WZZO-F>>	2 WZZO-F	2 WLEV-F	2 WLEV-F>	2 WFMZ-F	2 WAEB-F>>	2 WAEB-F	2 WLEV-F>	2 WLEV-F>	2 WLEV-F>>
3 WQQQ-F	3 WLEV-F>	3 WZZO-F>	3 WZZO-F	3 WAEB-F>	3 WLEV-F	3 WLEV-F>	3 WAEB-F	3 WAEB-F>	3 WFMZ-F
4 WLEV-F>>	4 WQQQ-F>	4 WFMZ-F	4 WFMZ-F	4 WZZO-F	4 WYSP-F>	4 WYSP-F	4 WQQQ-F>	4 WYSP-F>	4 WYSP-F>
5 WMMR-F	5 WFMZ-F	5 WQQQ-F	5 WQQQ-F	5 WQQQ-F	5 WQQQ-F	5 WQQQ-F	5 WYSP-F	5 WQQQ-F	5 WYSP-F
6	6	6	6 WAEB	6 WAEB	6	6	6	6	6 WQQQ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEEX	1230	Easton	2.0/5.6
WLSH	1410	Lansford	0.3/1.3
WRNJ	1000	Hackettstown	1.7/2.3
WYNS	1160	Lehighton	0.8/2.3
KYW	1060	Philadelphia	1.1/4.6
WABC	770	New York	0.6/2.5
WBVO-F	107.5	Boyetown	0.6/1.6
WEAZ-F	101.1	Philadelphia	1.2/3.4
WFIL	560	Philadelphia	0.4/1.8
WFLN-F	95.7	Philadelphia	0.5/1.7
WHTZ-F	100.3	Newark	0.4/1.0
WIOQ-F	102.1	Philadelphia	0.3/1.8
WKSZ-F	100.3	Media	0.3/2.1
WMGH-F	105.5	Tamaqua	0.5/1.9
WMGK-F	102.9	Philadelphia	0.7/2.5
WMMR-F	93.3	Philadelphia	1.6/5.2
WNNJ-F	103.7	Newton	0.3/1.0
WGL-F	98.1	Philadelphia	1.2/3.6
WOR	710	New York	1.0/3.3
WPLJ-F	95.5	New York	0.4/1.7
WSBG-F	93.5	Stroudsburg	0.3/1.0
WSNI-F	104.5	Philadelphia	0.3/1.7
WUSL-F	98.9	Philadelphia	0.6/2.8
WWDB-F	96.5	Philadelphia	0.7/2.0
WXRK-F	92.3	New York	0.4/1.3
WXTU-F	92.5	Philadelphia	1.4/5.5

RADIO STATIONS

WAEB,	790,	1 KW	, AC	CBS,ABC-I, \$ 30.00	(Katz)	CRB
WEEX,	1230,	1 KW	, TALK	MBS,NBC-T, \$ 17.00*	(Eastman)	Roth
WEST,	1400,	1 KW	, NOSTALGIA	CBS, \$ 22.00*	(Mc-Guild)	Zimmerman
WKAP,	1320,	5 KW/1 KW (DA-2)	, NOSTALGIA	SMN,APR, \$ 20.00	(Banner)	Holt
WKKW,	1470,	5 KW (DA-2)	, COUNTRY	ABC-I,NBC, \$ 16.00*	(Republic)	
WAEB-F,	104.1,	50 KW @ 500,	CHR	, \$ 48.00*	(Katz)	CRB
WFMZ-F,	100.7,	13 KW @ 870,	BTFL/EZ	, \$ 50.00*	(Christal)	
WLEV-F,	96.1,	50 KW @ 500,	AC	, \$ 62.00*	(Mc-Guild)	Zimmerman
WQQQ-F,	99.9,	50 KW @ 450,	CHR	, \$ 55.00*	(Eastman)	Roth
WZZO-F,	95.1,	12 KW @ 630,	AOR	, \$ 59.00*	(Banner)	Holt

Other ranked stations - see Philadelphia



ATLANTA

A Arbitron Rank/Pop (12+): 13/2,117,200  
 MSA Rank/Pop: 11/2,611,500  
 ADI # 12  
 Average Person Ratings: 18.2  
 Market TSL: 23.75 hours

Stations: 23/23  
 Diaries: 1926/1099:1/55.9%  
 Sample Target: 1690  
 % Below Line: 0.0  
 % Not Listed: 10.3

1988 Revenue: \$107,000,000  
 HH Inc.: \$36,517  
 Retail \$: 23.0 Bil  
 Pop per Station: 92,052  
 #1 Biller: WAOK/WVEE-F \$12,600,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WPCH-F (EZ)	402/ 9.9	7.6	8.0	7.9	8.1	8.4	462/4886	4103/18.5	16.1	19.3	97	7.6	296	3183	WPCH-F
2. WSB -F (AC)	373/ 9.2	10.4	9.9	8.0	8.4	9.4	426/5821	4922/22.2	23.6	21.1	134	8.1	316	4165	WSB -F
3. WAPW-F (CHR)	359/ 8.9	7.8	5.5	5.8	5.4	7.0	457/5747	4528/20.4	16.6	15.7	45	9.0	351	3766	WAPW-F
4. WVEE-F (B)	355/ 8.8	7.8	9.7	10.2	10.5	9.1	418/4523	3767/17.0	16.6	17.8	95	10.1	395	5022	WVEE-F
5. WKHX-F (C)	312/ 7.7	6.4	5.8	6.6	7.8	6.6	417/4943	3615/16.3	12.8	16.2	109	8.0	314	3351	WKHX-F
6. WSB (MOR)	259/ 6.4	7.4	7.3	7.4	7.1	7.1	278/4330	3893/17.5	20.0	17.4	87	5.3	207	3135	WSB
7. WKLS-F (AOR)	257/ 6.4	8.3	10.1	9.9	7.9	8.7	357/5061	3886/17.5	17.5	18.1	97	11.2	440	3820	WKLS-F
8. WFOX-F (AC)	214/ 5.3	4.2	4.1	4.8	4.3	4.6	303/4679	3368/15.2	15.0	13.0	138	6.3	245	3327	WFOX-F
9. WQXI-AF (AC)	208/ 5.2	4.3	4.9	5.9	5.6	5.1	237/4245	3764/17.0	15.2	16.7	129	3.8	146	2912	WQXI-AF
10. WZGC-F (CHR)	200/ 4.9	5.5	5.9	6.4	5.4	5.7	222/4358	3671/16.5	17.7	16.1	120	6.6	257	3918	WZGC-F
11. WYAY-F (C)	178/ 4.4	5.8	5.7	5.4	5.7	5.3	287/3798	2477/11.2	12.4	11.9	105	5.1	201	2426	WYAY-F
12. WAOK (B)	126/ 3.1	2.9	2.9	3.8	3.2	3.2	126/1376	1376/ 6.2	5.3	6.1	84	2.4	95	1161	WAOK
13. WEKS-F (B)	112/ 2.8	2.4	2.9	2.5	3.2	2.7	143/2175	1835/ 8.3	8.2	9.5	68	2.7	107	2330	WEKS-F
14. WGST (N/T)	101/ 2.5	2.5	3.5	3.5	3.5	3.0	101/1597	1582/ 7.1	8.7	9.4	68	2.4	95	1525	WGST
15. WPBD (B)	53/ 1.3	1.2	1.1	0.0	0.0	0.9	53/681	681/ 3.1	3.0	0.0	131	1.8	70	1045	WPBD

12+ FM SHARE (METRO): 82.11% (2978 of 3627) (WIN 88: 81.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPW-F>>	1 WVEE-F<	1 WSB -F	1 WSB -F>	1 WSB -F	1 WPCH-F>	1 WSB -F<	1 WPCH-F	1 WPCH-F	1 WAPW-F	1 WSB >>
2 WVEE-F>	2 WAPW-F<	2 WVEE-F	2 WVEE-F<	2 WPCH-F	2 WSB	2 WSB	2 WSB -F>	2 WSB -F	2 WVEE-F>	2 WVEE-F
3 WKLS-F>	3 WKLS-F	3 WAPW-F<	3 WPCH-F	3 WVEE-F	3 WKHX-F	3 WVEE-F	3 WKHX-F	3 WAPW-F	3 WKLS-F<	3 WKHX-F>>
4 WEKS-F	4 WSB -F	4 WKLS-F<	4 WKHX-F	4 WKHX-F	4 WSB -F>	4 WAPW-F	4 WVEE-F	4 WVEE-F	4 WPCH-F	4 WYAY-F
5	5 WZGC-F	5 WPCH-F<	5 WFOX-F	5 WFOX-F	5 WFOX-F	5 WPCH-F	5 WAPW-F<	5 WKHX-F	5 WSB <	5 WAPW-F
6	6 WQXI-AF	6 WKHX-F	6 WQXI-AF	6 WQXI-AF	6 WVEE-F	6 WSB	6 WKLS-F	6 WSB -F	6 WSB -F	6 WSB -F
7	7 WKHX-F	7 WFOX-F<	7 WKLS-F<	7 WKLS-F<	7 WAOK	7 WQXI-AF	7 WQXI-AF	7 WQXI-AF<	7 WQXI-AF<	7 WKLS-F
8	8	8 WQXI-AF<	8 WZGC-F>	8 WZGC-F	8 WYAY-F	8	8 WZGC-F	8 WZGC-F	8 WKHX-F	8 WEKS-F<
9	9	9 WZGC-F	9	9 WSB	9 WQXI-AF	9	9	9	9	9 WPCH-F
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPW-F	1 WSB -F<	1 WSB -F	1 WSB -F	1 WSB -F	1 WAPW-F>>	1 WKLS-F	1 WKLS-F	1 WKLS-F	1 WSB -F
2 WVEE-F>	2 WVEE-F<	2 WQXI-AF	2 WPCH-F	2 WPCH-F>	2 WKLS-F>	2 WVEE-F<	2 WVEE-F<	2 WVEE-F<	2 WVEE-F<
3 WSB -F	3 WAPW-F	3 WVEE-F	3 WVEE-F	3 WKHX-F	3 WVEE-F>	3 WAPW-F	3 WSB -F>	3 WSB -F	3 WKHX-F
4 WKLS-F	4 WQXI-AF>	4 WZGC-F	4 WAPW-F	4 WQXI-AF	4 WEKS-F	4 WSB -F	4 WZGC-F>	4 WKHX-F	4 WKLS-F
5 WQXI-AF	5 WZGC-F<	5 WAPW-F	5 WQXI-AF	5 WVEE-F	5 WZGC-F>	5 WZGC-F>	5 WKHX-F	5 WFOX-F	5 WFOX-F
6 WEKS-F	6 WKLS-F	6 WKLS-F	6 WKHX-F	6 WFOX-F	6 WKHX-F	6 WKHX-F	6 WFOX-F	6 WAPW-F	6 WQXI-AF
7 WKHX-F	7 WKHX-F<	7 WPCH-F	7 WZGC-F	7 WZGC-F	7 WYAY-F	7 WFOX-F	7 WAPW-F	7 WZGC-F	7 WZGC-F<
8	8 WPCH-F	8 WKHX-F<	8 WFOX-F	8 WSB <	8 WFOX-F	8 WYAY-F	8 WYAY-F	8 WQXI-AF	8 WSB <
9	9 WEKS-F	9 WFOX-F	9	9 WAPW-F	9	9	9 WQXI-AF	9	9 WPCH-F
10	10	10	10	10	10	10	10	10	10

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAEC	860	Atlanta	0.4/0.5
WCHK-F	105.5	Canton	0.4/0.6
WCNN	680	No. Atlanta	0.6/3.9
WGKA	1190	Atlanta	0.6/1.1
WIGO	1340	Atlanta	0.4/1.7
WKHX	590	Atlanta	0.2/0.8
WXLL	1310	Decatur	0.4/0.7

RADIO STATIONS

AM STATIONS

WAEC, 860, 5 KW (DAYS)	, RELIGION	, \$ 22.00 (Forus)	Forus
WAOK, 1380, 5 KW	, BLACK	NBN,NBC,\$ 60.00 (Mc-Guild)	Summit
WCNN, 680, 50 KW/10 KW (DA-1)	, NEWS/TALK	US 2,CNN,\$ 42.00 (HNWH)	
WGKA, 1190, 10 KW (DAYS)	, CLASSICAL	, \$ 40.00 (CMBS)	
WGST, 920, 5 KW/1 KW	, NEWS/TALK	ABC-I,MBS,\$ 75.00 (Eastman)	Jacor
WGUN, 1010, 50 KW (DAYS)	, GOSPEL	, \$ 21.00 (---)	Rivers
WIGO, 1340, 1 KW	, BLACK	, \$ 45.00 (Roslin)	
WKHX, 590, 5 KW (DA-N)	, COUNTRY	, \$ NA (Republic)	Cap Cities/ABC
WQXI, 790, 5 KW/1 KW (DA-N)	, OLDIES	, \$ NA (Banner)	Jeff-Pilot
WSB, 750, 50 KW	, MOR/TALK	APR,ABC-T,\$190.00 (Christal)	Cox
WYZE, 1480, 5 KW (DAYS)	, BLACK/GOSPEL	, \$ 16.00 (---)	Buck

FM STATIONS

WAPW, 97.7, 100 KW @ 1000, CHR		, \$120.00 (Durpetti)	Susquehanna
WEKS, 104.1, 60 KW @ 1220, BLACK		CBS-R,\$ 70.00 (Durpetti)	Zapis
WFOX, 97.1, 100 KW @ 1566, OLDIES		, \$135.00 (MMR)	Shamrock (GAINESVILLE)
WKHX, 101.5, 100 KW @ 900, COUNTRY		, \$175.00 (Republic)	Cap Cities/ABC
WKLS, 96.1, 100 KW @ 950, AOR		ABC-R,\$190.00 (Katz)	Great American
WPCH, 94.9, 100 KW @ 968, BTFL/EZ		, \$170.00 (Eastman)	Jacor
WQXI, 94.1, 100 KW @ 914, AC/CONTEMP		, \$178.00 (Banner)	Jeff-Pilot
WSB, 98.5, 100 KW @ 919, AC		, \$176.00 (Christal)	Cox
WVEE, 103.3, 100 KW @ 1022, URBAN		US 1,\$175.00 (Mc-Guild)	Summit
WYAY, 106.7, 100 KW @ 1400, COUNTRY		, \$160.00 (MMR)	New City (GAINESVILLE)
WZGC, 92.9, 100 KW @ 910, CLASSIC ROCK		, \$140.00 (HNWH)	Cook Inlet

\*\*\*\*\* FORMAT CODES \*\*\*\*\*

* CHR - Contemporary Hit Radio, Top 40, Contemporary	T - Talk
* AC - Adult Contemporary	N - News
* O - Oldies (1955 to near 1988)	SP - Hispanic/Spanish
* B - Black (audience predominantly Black - over 75%)	BB - Big Band, Nostalgia
* U - Urban (majority of audience is non-white although a large segment is white)	M - Middle of Road (MOR), Full Service, Variety
* EZ - EZ Listening, Beautiful Music	J/NA - Jazz and New Age
* AOR - Album Oriented Rock, also includes Classic Rock	R - Religion, Christian, Christian Music
* CL - Classical	G - Gospel
* C - Country	E - Ethnic
	? - Others or Unknown

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AUSTIN

Arbitron Rank/Pop (12+): 58/630,500

MSA Rank/Pop: 66/764,500

AD1 # 70

Average Person Ratings: 16.3

Market TSL: 21.45 hours

Stations: 19/16

Diaries: 932/677:1/50.8%

Sample Target: 880

% Below Line: 1.9

% Not Listed: 19.3

1988 Revenue: \$22,100,000

HH Inc.: \$34,055

Retail \$: 5.3 Bil

Pop per Station: 39,406

#1 Biller: KASE-F \$4,400,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KASE-F (C)	138/13.4	14.9	12.6	15.9	14.4	14.2	203/2162	1462/23.2	24.0	25.9	101	16.3	177	1898	KASE-F
2. KLBJ-F (AOR)	99/ 9.6	9.9	10.1	10.2	8.8	9.9	120/1702	1458/23.1	23.9	20.5	109	7.8	118	1348	KLBJ-F
3. KKMJ-F (AC)	97/ 9.4	8.9	9.5	10.0	10.5	9.4	117/1593	1378/21.9	20.3	22.5	135	7.8	85	993	KKMJ-F
KBTS-F (CHR)	97/ 9.4	9.1	8.0	10.6	8.5	9.3	141/2498	1686/26.7	21.8	22.3	77	12.9	140	1780	KBTS-F
5. KEYI-AF (AC)	71/ 6.9	6.8	4.6	3.3	4.5	5.4	75/1249	1136/17.3	17.0	13.9	116	5.1	56	863	KEYI-AF
6. KHFI-F (CHR)	65/ 6.3	5.4	9.5	7.2	8.2	7.1	65/1199	1192/18.9	17.5	23.0	48	7.7	84	1424	KHFI-F
7. KLBJ (N/T)	46/ 4.5	5.3	5.3	5.1	4.6	5.1	53/1072	892/14.1	14.5	12.5	89	4.4	48	657	KLBJ
8. KAPT-F (AC)	42/ 4.1	2.9	2.7	2.6	3.5	3.1	44/540	493/ 7.8	6.9	11.8	37	0.9	10	301	KAPT-F
9. KQFX-F (O)	33/ 3.2	4.5	4.3	4.0	3.9	4.0	35/830	727/11.5	15.4	11.1	150	3.6	39	660	KQFX-F
10. KLTD-F (?)	31/ 3.0	0.0	0.0	0.0	0.0	0.8	61/882	500/ 7.9	0.0	0.0	157	1.9	21	310	KLTD-F
11. KVET (C)	28/ 2.7	2.4	2.8	3.1	4.2	2.8	30/402	355/ 5.6	6.9	7.5	63	2.0	22	350	KVET
12. KPEZ-F (AOR)	25/ 2.4	3.5	4.1	3.6	5.8	3.4	26/728	711/11.3	13.6	12.1	104	4.7	51	894	KPEZ-F

12+ FM SHARE (METRO): 84.22% (699 of 830) (WIN 88: 73.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHFI-F	1 KLBJ-F	1 KASE-F<	1 KASE-F	1 KASE-F	1 KASE-F<	1 KASE-F>	1 KASE-F	1 KASE-F	1 KBTS-F<	1 KASE-F>>
KBTS-F>>	2 KASE-F	2 KLBJ-F	2 KKMJ-F	2 KKMJ-F	2 KKMJ-F>	2 KKMJ-F<	2 KKMJ-F	2 KLBJ-F<	2 KASE-F<	2 KKMJ-F
3 KASE-F>>	3 KBTS-F>	3 KKMJ-F	3 KLBJ-F>	3 KLBJ-F	3 KAPT-F	3 KBTS-F	3 KLBJ-F	3 KKMJ-F	3 KLBJ-F	3 KEYI-F>
4 KLBJ-F>	4 KEYI-AF	4 KBTS-F	4 KEYI-AF	4 KEYI-AF	4 KLBJ	4 KEYI-AF	4 KEYI-AF	4 KBTS-F>	4 KHFI-F	4 KVET
5 KKMJ-F	5 KHFI-F	5 KEYI-AF>	5 KBTS-F>	5 KBTS-F>	5 KEYI-AF>	5 KLBJ-F>	5 KBTS-F>	5 KHFI-F<	5 KKMJ-F>	5 KBTS-F
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBTS-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F<	1 KLBJ-F	1 KLBJ-F>	1 KLBJ-F>	1 KLBJ-F	1 KLBJ-F
2 KASE-F	2 KBTS-F	2 KEYI-AF	2 KKMJ-F	2 KKMJ-F>	2 KBTS-F	2 KBTS-F	2 KASE-F>	2 KASE-F	2 KASE-F
3 KHFI-F	3 KLBJ-F<	3 KKMJ-F	3 KBTS-F<	3 KEYI-AF	3 KHFI-F	3 KASE-F>	3 KBTS-F>	3 KBTS-F	3 KKMJ-F
4 KLBJ-F>	4 KEYI-AF	4 KLBJ-F	4 KEYI-AF<	4 KLBJ-F	4 KPEZ-F>	4 KPEZ-F	4 KLBJ	4 KKMJ-F>	4 KBTS-F
5 KEYI-AF	5 KKMJ-F	5 KBTS-F	5 KLBJ-F	5 KBTS-F	5 KASE-F>	5 KHFI-F>	5 KPEZ-F	5 KEYI-AF	5 KEYI-AF
6	6 KHFI-F	6	6	6	6	6	6	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KOKE	1370	Rollingwood/Aus	1.6/3.5
KTAE	1260	Taylor	0.8/1.1
KTXZ	1560	W Lake Hills/As	1.4/2.1
KSMG-F	105.3	Seguin	0.6/1.3
KTSA	550	San Antonio	0.5/1.2
WOAI	1200	San Antonio	0.9/3.1

RADIO STATIONS

KELG,	1440,	500 W (DA-2)	, HISPANIC	, \$ 17.00 (Lotus)	Encore
KIXL,	970,	1 KW (DAYS,DA)	, RELIGION	, \$ 10.00 (Republic)	
KLBJ,	590,	5 KW/1 KW (DA-N)	, NEWS/TALK	CBS, MBS, \$ 46.00 (Eastman)	
KOKE,	1370,	5 KW/500 W (DA-2)	, BTFL/EZ	, \$ 27.00 (---)	
KVET,	1300,	5 KW/1 KW (DA-2)	, COUNTRY	ABC-I, \$ 40.00 (Katz)	
KAPT-F,	94.7,	100 KW @ 1154,	CONTEMP	, \$ 34.00 (Durpetti)	(LULING)
KASE-F,	100.7,	100 KW @ 1190,	COUNTRY	, \$100.00 (Katz)	
KBTS-F,	93.3,	100 KW @ 1983,	CHR	, \$ 70.00 (Christal)	Genesis (KILLEEN)
KEYI-F,	103.5,	100 KW @ 1260,	AC	, \$ 60.00 (Christal)	Degree
KHFI-F,	98.3,	1.3 KW @ 418,	CHR	, \$ 67.00 (Republic)	Encore
KKMJ-F,	95.5,	100 KW @ 1000,	AC	, \$ 82.00 (CBS)	Keymarket
KLBJ-F,	93.7,	100 KW @ 1057,	AOR	, \$ 76.00 (Eastman)	
KPEZ-F,	102.3	3 KW @ 300,	CLASSIC ROCK	, \$ 58.00 (HNWH)	Clear Channel
KQFX-F,	96.5,	29 KW @ 653,	OLDIES	Source, \$ 36.00 (Banner)	Capitol-Johnson (GEORGETOWN)

BALTIMORE

Arbitron Rank/Pop (12+): 17/1,975,900  
 MSA Rank/Pop: 15/2,323,900  
 ADI # 22  
 Average Person Ratings: 18.3  
 Market TSL: 24.0 hours

Stations: 34/20  
 Diaries: 1708/1157:1/50.3%  
 Sample Target: 1700  
 % Below Line: 12.9  
 % Not Listed: 9.5

1988 Revenue: \$60,200,000  
 HH Inc.: \$34,570  
 Retail \$: 16.5 Bil  
 Pop per Station: 98,795  
 #1 Biller: WBAL \$96,000,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WLIF-F (EZ)	356/ 9.9	8.7	7.4	9.2	9.6	8.8	378/3898	3618/18.3	16.6	18.2	80	7.0	247	2126	WLIF-F
2. WPOC-F (C)	266/ 7.4	5.8	6.4	4.9	5.3	6.1	309/3422	2922/14.8	12.6	11.0	104	6.8	237	2424	WPOC-F
3. WMMX-F (AC)	255/ 7.1	7.0	4.9	5.3	6.4	6.1	269/3575	3209/16.2	16.9	16.2	132	6.2	217	2797	WMMX-F
4. WBAL (N/T)	251/ 7.0	5.9	8.3	8.8	7.3	7.5	266/3466	3254/16.5	16.8	17.6	67	5.8	204	2759	WBAL
5. WXYV-F (B)	239/ 6.6	8.7	8.0	6.8	5.7	7.5	252/2847	2576/13.0	16.0	12.5	102	9.6	336	3623	WXYV-F
6. WIYY-F (AOR)	227/ 6.3	4.7	4.4	4.7	5.5	5.0	262/2998	2799/14.2	13.0	14.9	103	6.4	224	2957	WIYY-F
7. WBSB-F (CHR)	207/ 5.7	6.0	8.6	7.3	6.8	6.9	228/3825	3504/17.7	18.1	19.7	67	7.0	246	4416	WBSB-F
8. WCBM (N/T)	156/ 4.3	2.3	0.0	0.6	1.1	1.8	159/1350	1307/ 6.6	3.8	4.4	58	3.5	121	1115	WCBM
9. WQSR-F (AC)	122/ 3.4	3.7	4.0	3.9	3.6	3.8	148/2109	1874/ 9.5	10.0	8.8	159	3.1	108	1654	WQSR-F
10. WYST-F (AC)	100/ 2.8	2.8	2.8	2.6	3.5	2.8	101/1789	1747/ 8.8	9.0	9.2	139	2.3	82	1318	WYST-F
11. WCAO (C)	95/ 2.6	3.0	2.5	2.6	2.5	2.7	104/1340	1207/ 6.1	6.7	6.6	69	2.5	88	989	WCAO
12. WGRX-F (AOR)	91/ 2.5	2.7	2.8	2.8	3.4	2.7	140/2173	1617/ 8.2	7.7	9.9	100	2.6	92	1323	WGRX-F
13. WBGR (REL)	87/ 2.4	2.4	3.3	2.6	2.3	2.7	87/818	818/ 4.1	5.0	4.3	87	1.6	56	717	WBGR
14. WWDC-F (AOR)	82/ 2.3	2.5	2.4	2.7	2.4	2.5	87/1855	1730/ 8.8	8.5	9.8	143	3.0	106	1610	WWDC-F
15. WHFS-F (AOR)	80/ 2.2	2.3	1.8	1.3	1.5	1.9	82/1218	1190/ 6.0	4.4	4.3	109	2.4	83	1145	WHFS-F
16. WWIN (B)	66/ 1.8	2.1	2.0	1.7	1.9	1.9	66/1097	1093/ 5.5	5.6	5.3	167	1.6	55	940	WWIN
17. WGHT-F (B)	65/ 1.8	2.7	3.1	3.0	3.7	2.7	65/1580	1580/ 8.0	9.9	8.5	50	2.9	103	1660	WGHT-F
18.															
19.															
20.															

12+ FM SHARE (METRO): 72.69% (2374 of 3266) (WIN 88: 73.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBSB-F>	1 WIYY-F	1 WMMX-F	1 WMMX-F>	1 WMMX-F	1 WLIF-F>	1 WBAL >	1 WLIF-F>	1 WLIF-F	1 WXYV-F>	1 WBAL >>
2 WXYV-F>	2 WMMX-F<	2 WIYY-F	2 WXYV-F<	2 WLIF-F<	2 WBAL	2 WLIF-F	2 WMMX-F	2 WPOC-F	2 WBSB-F	2 WLIF-F>>
3 WGHT-F	3 WXYV-F>	3 WXYV-F	3 WPOC-F	3 WPOC-F	3 WPOC-F>	3 WPOC-F	3 WPOC-F	3 WMMX-F<	3 WLIF-F	3 WXYV-F>>
4 WIYY-F>	4 WBSB-F	4 WPOC-F	WIYY-F	4 WXYV-F<	4 WCBM	4 WMMX-F<	4 WBAL <	4 WXYV-F<	4 WIYY-F	4 WPOC-F
5	5 WHFS-F<	5 WBSB-F	5 WLIF-F<	5 WIYY-F	5 WMMX-F	5 WIYY-F	5 WIYY-F	5 WIYY-F	5 WMMX-F	5 WIYY-F
6	6 WGRX-F	6 WLIF-F<	6 WQSR-F	6 WQSR-F	6 WCAO	6 WXYV-F	6 WXYV-F	6 WBSB-F	6 WPOC-F<	6 WCBM <
7	7 WWDC-F	7 WQSR-F	7	7	7 WQSR-F	7 WBSB-F	7 WCBM	7 WBAL <	7 WCBM	7 WMMX-F
8	8 WPOC-F	8	8	8	8	8	8	8 WCBM	8 WBAL	8 WWIN
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBSB-F<	1 WXYV-F<	1 WMMX-F	1 WMMX-F	1 WMMX-F	1 WIYY-F>>	1 WIYY-F>>	1 WIYY-F>>	1 WIYY-F>	1 WIYY-F
2 WXYV-F	2 WMMX-F>	2 WXYV-F>	2 WXYV-F	2 WLIF-F	2 WMMX-F>	2 WMMX-F	2 WWDC-F<	2 WMMX-F	2 WMMX-F
3 WMMX-F>	3 WBSB-F>	3 WYST-F	3 WBSB-F	3 WPOC-F	3 WGRX-F>	3 WXYV-F	3 WXYV-F	3 WXYV-F	3 WPOC-F
4 WIYY-F	4 WIYY-F	4 WIYY-F	4 WPOC-F	4 WXYV-F	4 WXYV-F	4 WWDC-F	4 WMMX-F>	4 WPOC-F	4 WXYV-F<
5 WPOC-F	5 WYST-F	5 WBSB-F	5 WLIF-F	5 WYST-F	5 WHFS-F	5 WGRX-F	5 WGRX-F<	5 WWDC-F	5 WLIF-F
6 WGHT-F	6 WHFS-F<	6 WHFS-F	6	6 WBSB-F<	6 WWDC-F	6 WHFS-F	6 WQSR-F<	6 WQSR-F	6 WQSR-F
7 WHFS-F	7 WPOC-F	WQSR-F	7	7 WQSR-F	7 WBSB-F>	7 WBSB-F	7 WHFS-F<	7 WGRX-F	7 WBAL <
8 WYST-F	8	8	8	8	8	8	8 WBAL	8	8 WWDC-F
9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEDB	1360	Baltimore	1.4/4.7
WFBR	1300	Baltimore	1.3/4.2
WITH	1230	Baltimore	1.4/4.8
WRBS-F	95.1	Baltimore	1.1/2.5
WYST	1010	Baltimore	0.7/2.1
WASH-F	97.1	Washington	0.7/2.2
WAVA-F	105.1	Arlington/Wash	0.4/2.0
WFRE-F	99.9	Frederick	0.4/0.6
WGAY-F	99.5	Washington	0.6/1.4
WHUR-F	96.3	Washington	1.2/4.9
WKYS-F	93.9w	Washington	0.3/1.4
WMAL	630	Washington	0.8/1.4
WMZQ	1390	Arlington	
WMZQ-F	98.7	Washington	0.5/0.5
WPGC-F	95.5	Morningside	1.6/5.5
WRQX-F	107.3	Washington	1.0/5.1
WTOP	1500	Washington	0.9/4.9

RADIO STATIONS

AM STATIONS

WBAL, 1090,	50 KW (DA-N)	, NEWS/TALK	ABC-E,\$105.00	(HNWH)	Hearst
WGBR, 860,	2.5 KW/100 W (DA-1)	, RELIG/GOSPEL	UPI,\$ 40.00	(Roslin)	Mortenson
WCAO, 600,	5 KW (DA-1)	, COUNTRY	NBC,\$ 70.00	(Mc-Guild)	Summit
WCBM, 680,	10 KW/5 KW (DA-2)	, TALK	ABC-T,ABC-I,\$ NA	(Katz)	
WEBB, 1360,	5 KW/1.7 KW (DA-1)	, BLACK	SBN,\$ 35.00	(Roslin)	
WFBR, 1300,	5 KW (DA-1)	, OLDIES	CBS,\$ 65.00	(Christal)	JAG
WITH, 1230,	1 KW	, NOSTALGIA	MBS,\$ 40.00	(K & P)	
WRIN, 1400,	1 KW	, BLACK	, \$ 38.00	(Durpetti)	Mediacom
WYST, 1010,	1 KW (DAYS)	, OLDIES	APR,\$ 31.00	(MMR)	United

FM STATIONS

WBSB, 104.3,	50 KW @ 400,	CHR	ABC-C,\$150.00	(Banner)	Scripps-Howard
WGHT, 95.9,	3 KW @ 300,	URBAN/CHR	, \$ 68.00	(Durpetti)	Mediacom
WGRX, 100.7,	20 KW @ 715,	CLASSIC AOR	ABC-F,\$ 60.00	(Durpetti)	Shamrock-Lynett
WYYY, 97.9,	11 KW @ 950,	AOR	ABC-R,\$100.00	(HNWH)	Hearst
WLIF, 101.9,	14 KW @ 961,	BTFL/EZ	, \$140.00	(Christal)	JAG
WPOC, 93.1,	16 KW @ 870,	COUNTRY	ABC-D,\$135.00	(Banner)	Nationwide
WQSR, 105.7,	50 KW @ 245,	OLDIES	CBS,US 1,\$ 60.00	(Banner)	Sconnix
WRBS, 95.1,	50 KW @ 500,	RELIGION	, \$ 20.00	(---)	
WWMX, 106.5,	29 KW @ 620,	AC	, \$105.00	(Katz)	Capitol-Goodman
WXYV, 102.7,	50 KW @ 400,	BLACK/URBAN	, \$110.00	(Mc-Guild)	Summit
WYST, 92.3,	10 KW @ 709,	AC	APR,\$ 75.00	(MMR)	United

BATON ROUGE

Arbitron Rank/Pop (12+): 78/445,500

Stations: 21/14  
Diaries: 892/499:1/52.5%  
Sample Target: 820  
% Below Line: 11.7  
% Not Listed: 11.0

1988 Revenue: \$11,800,000  
HH Inc.: \$31,027  
Retail \$: 3.7 Bil  
Pop per Station: 31,821  
#1 Biller: WYNK-AF \$2,600,000

MSA Rank/Pop: 92/545,200  
ADI # 93  
Average Person Ratings: 16.0  
Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	FAL					SUM					SPG					WIN					4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	%			Birch Share	Birch AQH	Birch Cume
		88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88				88	Conversion	Share			
1. WYNK-AF (C)	91/12.7	13.8	14.6	18.3	13.8	14.9	237/2511	1028/23.1	27.0	24.4	106	11.9	83	858	WYNK-AF															
2. KQXL-F (B)	81/11.3	13.1	14.0	11.5	10.9	12.5	127/1296	948/21.3	21.3	18.1	112	14.5	111	958	KQXL-F															
3. WFME-F (CHR)	75/10.5	11.2	9.4	9.5	11.1	10.1	107/1969	1122/25.2	27.3	27.1	71	12.0	92	1228	WFME-F															
4. WXOK (B)	56/ 7.8	10.1	12.8	9.1	10.1	10.0	61/803	713/16.0	17.8	18.0	90	9.9	76	865	WXOK															
5. WGGZ-F (CHR)	53/ 7.4	8.9	9.1	9.1	12.0	8.6	107/2026	951/21.3	23.2	28.3	64	9.9	76	984	WGGZ-F															
6. WTGE-F (AOR)	52/ 7.3	2.7	6.2	4.7	4.8	5.2	86/780	587/13.2	9.8	13.6	153	6.5	50	663	WTGE-F															
7. WKJN-F (C)	50/ 7.0	6.7	7.4	5.7	9.3	6.7	113/1324	626/14.1	14.6	16.4	107	8.0	61	599	WKJN-F															
8. WJBO (N/T)	34/ 4.8	3.8	3.0	3.7	4.5	3.8	42/760	666/14.9	11.5	12.9	73	3.0	23	373	WJBO															
9. KHOM-F (AC)	31/ 4.3	1.8	0.0	0.0	0.0	1.5	79/896	326/ 7.3	3.6	0.0	167	1.7	13	159	KHOM-F															
10. KDEA-F (EZ)	24/ 3.4	3.9	2.3	3.5	2.5	3.3	81/922	292/ 6.6	6.3	4.4	94	1.8	14	215	KDEA-F															
11. WCKW-F (AOR)	20/ 2.8	4.3	4.1	5.1	3.7	4.1	59/848	389/ 8.7	9.5	7.1	107	5.1	39	366	WCKW-F															
12. WXLT-F (AC)	16/ 2.2	2.0	2.3	3.3	2.6	2.5	32/485	288/ 6.5	5.6	5.5	159	1.6	12	178	WXLT-F															
13. WNDC (?)	15/ 2.1	0.0	0.2	0.0	0.0	0.6	15/82	82/ 1.8	0.0	1.3	57	0.0	0	0	WNDC															

12+ FM SHARE (METRO): 77.83% (495 of 636) (WIN 88: 76.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFME-F	1 KQXL-F	1 KQXL-F	1 WYNK-AF<	1 WYNK-AF	1 WYNK-AF>	1 WYNK-AF	1 WYNK-AF	1 WYNK-AF	1 KQXL-F>>	1 KQXL-F>
2 WGGZ-F	2 WFME-F	2 WYNK-AF	2 KQXL-F	2 KQXL-F	2 WKJN-F	2 WFME-F	2 WFME-F<	KQXL-F<	2 WGGZ-F<	2 WYNK-F
3 KQXL-F>	3 WTGE-F	3 WFME-F	3 WTGE-F>	3 WTGE-F>	3 WJBO	3 KQXL-F	3 WTGE-F	3 WFME-F	3 WFME-F>	3 WXOK >
4 WXOK	4 WYNK-AF	4 WTGE-F>	4 KHOM-F	4 WKJN-F	4 WXOK	4 WKJN-F	4 WXOK	4 WTGE-F	4 WXOK	4 WJBO
5	5 WGGZ-F	5 WGGZ-F<	WFME-F	WFME-F	5 KHOM-F	5 WGGZ-F	5 WKJN-F	5 WGGZ-F	5 WYNK-AF	5
6	6	6 WXOK	6	6	KDEA-F	6	6	6	WJBO	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFME-F>	1 WFME-F>	1 WFME-F	1 WFME-F<	1 WYNK-AF	1 WFME-F	1 KQXL-F	1 WTGE-F	1 WTGE-F<	1 WTGE-F
2 WYNK-AF	2 KQXL-F	2 KQXL-F	2 WYNK-AF	2 KQXL-F<	2 WGGZ-F	2 WTGE-F>	2 KQXL-F>>	2 KQXL-F>	2 KQXL-F
3 WGGZ-F	3 WYNK-AF	3 WYNK-AF	3 KQXL-F	3 WFME-F	3 WCKW-F	3 WFME-F	3 WYNK-AF>	3 WYNK-AF	3 WYNK-AF>
KQXL-F>	4 WGGZ-F	4 KHOM-F	4 WXOK	4 WXOK >	KQXL-F	4 WCKW-F	4 WCKW-F>	4 WKJN-F	4 KHOM-F
5 WXOK >>	5 WXOK >	WTGE-F	5 WGGZ-F	5 WKJN-F	5 WKJN-F>	5 WGGZ-F	5 WKJN-F	5 WFME-F	5 WKJN-F>
6	6	WGGZ-F	6	6	6	6	WGGZ-F	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLUX	1550	Baton Rouge	1.7/2.8
WQCK-F	92.7	Clinton	1.4/3.5
WTKL	1260	Baton Rouge	1.0/3.3
WQUE	1280	New Orleans	
WQUE-F	93.3	New Orleans	0.6/1.7
WWL	870	New Orleans	0.7/2.7

RADIO STATIONS

WNFO,	1300,	5 KW/1 KW (DA-N)	, TALK	, \$ 20.00 (Christal)
WJBO,	1150,	5 KW (DA-1)	, TALK	CBS,NBC-T, \$ 23.00 (HNWH)
WLUX,	1550,	5 KW (DAYS)	, RELIGION	UPI, \$ 10.00 (---) Swaggert
WTKL,	1260,	1 KW (DAYS)	, EZ/MOR	, \$ 13.00 (---)
WXOK,	1460,	5 KW/1 KW (DA-N)	, BLACK	NBC, \$ 31.00 (Torbet)
WFME-F	102.5,	100 KW @ 560,	CHR	, \$ 62.00 (HNWH)
WGGZ-F,	98.1,	100 KW @ 1550,	CHR	ABC-C,CBS-R, \$ 60.00 (Katz)
WTGE-F,	100.7,	100 KW @ 690,	AOR	, \$ 43.00 (Republic)
WYNK-F,	101.5,	100 KW @ 1283,	COUNTRY	ABC-E, \$ 71.00 (Katz) Narragansett
KQXL-F,	106.3,	3 KW @ 300,	BLACK	SBN, ABC-F, \$ 33.00 (Banner)
WKJN-F,	103.3,	100 KW @ 1045,	COUNTRY	MBS, \$ 47.00 (Christal)
WXLT-F,	94.1,	100 KW @ ??,	OLDIES	, \$ NA (Southern)

(NEW ROADS)  
(HAMMOND)  
(MALCOMB,MS)

BIRMINGHAM

Arbitron Rank/Pop (12+): 51/767,600  
 MSA Rank/Pop: 56/921,000  
 ADI # 48  
 Average Person Ratings: 16.9  
 Market TSL: 22.5 hours

Stations: 23/20  
 Diaries: 1185/648:1/56.8%  
 Sample Target: 1080  
 % Below Line: 1.9  
 % Not Listed: 8.1

1988 Revenue: \$24,800,000  
 HH Inc.: \$27,914  
 Retail \$: 5.3 Bil  
 Pop per Station: 38,380  
 #1 Biller: WZZK-AF \$6,000,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WZZK-AF (C)	226/17.5	14.7	14.5	14.8	16.6	15.4	373/4306	2193/28.6	27.1	29.1	125	16.6	215	2086	WZZK-AF
2. WENN-F (B)	136/10.5	9.4	10.0	10.9	10.7	10.2	183/1988	1500/19.5	18.0	18.1	89	12.5	167	1815	WENN-F
3. WZRR-F (AOR)	135/10.4	4.2	4.2	3.8	4.2	5.6	189/1822	1281/16.7	11.7	10.6	125	9.3	124	1425	WZRR-F
4. WAPI-F (CHR) **	109/ 8.4	9.0	11.7	9.8	9.1	9.7	188/2743	1546/20.1	21.4	20.0	67	10.8	144	1724	WAPI-F
5. WMJJ-F (AC)	108/ 8.3	12.5	11.2	13.8	11.6	11.4	147/1961	1436/18.7	22.9	19.0	158	8.4	113	1318	WMJJ-F
6. WKXX-F (B)	94/ 7.3	8.0	9.9	10.0	10.8	8.8	119/2191	1495/19.5	21.7	21.1	100	13.4	180	2130	WKXX-F
7. WAPI (BB)	58/ 4.5	5.3	3.6	2.7	3.2	4.0	63/718	673/ 8.8	11.3	7.3	51	2.8	38	491	WAPI
8. WATV (B)	48/ 3.7	4.8	5.0	4.1	5.5	4.4	48/633	617/ 8.0	8.7	10.4	78	3.2	43	675	WATV
9. WERC (N/T)	47/ 3.6	4.9	5.5	5.6	4.7	4.9	50/797	724/ 9.4	12.6	11.1	69	4.7	63	652	WERC
10. WDJC-F (REL)	37/ 2.9	3.5	2.4	2.4	2.4	2.8	66/971	591/ 7.7	9.7	7.3	90	2.4	32	483	WDJC-F
11. WJLD (B)	36/ 2.8	1.8	2.9	2.6	2.8	2.5	36/519	502/ 6.5	6.1	6.2	100	1.9	25	404	WJLD
WAVE (REL)	36/ 2.8	1.5	1.9	1.5	1.7	1.9	36/350	350/ 4.6	3.8	4.3	50	0.0	0	0	WAVE
13. WAGG (REL)	35/ 2.7	5.0	2.4	3.3	3.6	3.3	35/455	455/ 5.9	7.7	7.6	74	1.0	14	197	WAGG
14.															
15.															

\*\*STATION DETERMINED TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY.

12+ FM SHARE (METRO): 72.61% (864 of 1190) (WIN 88: 71.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPI-F>>	1 WZRR-F>	1 WZZK-AF	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF>>	1 WZZK-AF>>	1 WZZK-AF>	1 WZZK-AF>	1 WENN-F>	1 WENN-F
2 WENN-F	2 WENN-F<	2 WZRR-F	2 WZRR-F<	2 WMJJ-F<	2 WAPI	2 WENN-F<	2 WZRR-F>	2 WZRR-F	2 WKXX-F<	2 WZZK-F>>
3 WKXX-F>>	3 WMJJ-F	3 WMJJ-F	3 WMJJ-F>	3 WZRR-F>	3 WENN-F	3 WZRR-F<	3 WMJJ-F>	3 WENN-F	3 WAPI-F<	3 WERC >
4	4 WKXX-F<	4 WENN-F	4 WENN-F	4 WENN-F	4 WERC	4 WMJJ-F	4 WAPI-F	4 WAPI-F	4 WZZK-AF	4 WZRR-F>
5	5 WAPI-F	5 WKXX-F<	5 WKXX-F>	5 WKXX-F	5 WMJJ-F	5 WAPI-F	5 WENN-F	5 WMJJ-F<	5 WZRR-F>	5 WMJJ-F
6	6 WZZK-AF	6 WAPI-F	6 WAPI-F	6 WAPI-F	6	6	6	6 WKXX-F	6	6 WKXX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WENN-F	1 WMJJ-F	1 WMJJ-F>	1 WZZK-AF>	1 WZZK-AF>	1 WZRR-F>>	1 WZRR-F>>	1 WZRR-F>>	1 WZRR-F>	1 WZZK-AF<
2 WAPI-F>	2 WENN-F	2 WKXX-F	2 WENN-F<	2 WMJJ-F	2 WAPI-F	2 WENN-F	2 WMJJ-F	2 WZZK-AF>	2 WZRR-F>
3 WZRR-F	3 WAPI-F	3 WZRR-F	3 WMJJ-F	3 WENN-F	3 WENN-F	3 WZZK-AF<	3 WENN-F	3 WMJJ-F	3 WMJJ-F>
4 WKXX-F	4 WKXX-F<	4 WENN-F	4 WAPI-F	4 WKXX-F	4 WKXX-F	4 WMJJ-F	4 WZZK-AF>	4 WENN-F	4 WENN-F>
5 WZZK-AF	5 WZRR-F>	5 WAPI-F	5 WKXX-F	5 WAPI-F	5 WZRR-F>	5 WKXX-F	5 WKXX-F>	5 WKXX-F	5 WKXX-F>
6 WMJJ-F	6 WZZK-AF	6 WZZK-AF	6 WZRR-F	6 WZRR-F	6 WMJJ-F	6 WAPI-F	6 WERC	6 WAPI-F	6 WERC

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCRL	1570	Oneonta	0.8/1.1
WCRT	1260	Birmingham	1.2/4.0
WFFN-F	92.9	Cordova	0.5/1.3
WKLD-F	97.7	Oneonta	0.7/1.1
WVOK	690	Birmingham	0.5/3.7
WYDE	850	Birmingham	0.8/2.8
WQEN-F	103.7	Gadsden/Anniston	0.5/1.9
WRS-A-F	96.9	Decatur/Huntsville	0.6/2.1
WZBQ-F	102.5	Jasper	0.8/4.0

RADIO STATIONS

WAGG,	1320,	5 KW (DAYS)	, GOSPEL	NBN, \$ 30.00 (HNWH)	
WAPI,	1070,	50 KW/ 5 KW (DA-N)	, NOSTALGIA	NBC, \$ 29.00 (Christal)	Dittman
WATV,	900,	1 KW/165 W	, BLACK	ABC-E, \$ 30.00 (Roslin)	
WAYE,	1220,	1 KW/75 W	, GOSPEL	, \$ 15.00 (---)	Willis
WCRT,	1260,	5 KW/41 W	, OLDIES	CNN, Trans, \$ 16.00 (Banner)	
WERC,	960,	5 KW (DA-N)	, NEWS/TALK	, \$ 44.00 (Mc-Guild)	Sun Group
WJLD,	1400,	1 KW	, BLACK	MBS, SBN, \$ 22.00 (K & P)	
WVOK,	690,	50 KW/30 W	, COUNTRY	CBS, \$ 16.00 (Republic)	Dick
WYDE,	850,	50 KW/1 KW (DA-2)	, RELIGION	, \$ 15.00 (---)	
WAPI-F,	94.5,	100 KW @ 1214, CHR		ABC-C, \$ 75.00 (Christal)	Dittman
WDJC-F,	93.7,	100 KW @ 984, RELIGION		, \$ 22.00 (Crawford)	Crawford
WENN-F,	107.7,	100 KW @ 640, BLACK		NBN, \$ 60.00 (HNWH)	
WKXX-F,	106.9,	100 KW @ 1114, URBAN/CHR		ABC-D, \$ 55.00 (Mc-Guild)	Sun Group
WZRR-F,	99.5,	100 KW @ 870, CLASSIC AOR		, \$ 41.00 (Eastman)	Dick
WMJJ-F,	96.5,	100 KW @ 892, AC		, \$ 95.00 (Banner)	Capitol-Johnson
WZZK-F,	104.7,	100 KW @ 1300, COUNTRY		, \$130.00 (Katz)	New City

BOSTON

Arbitron Rank/Pop (12+): 7/3,176,000  
 MSA Rank/Pop: 6/3,719,500  
 ADI # 6  
 Average Person Ratings: 18.8  
 Market TSL: 24.25 hours

Stations: 39/33  
 Diaries: 2183/1455:1/43.0%  
 Sample Target: 2170  
 % Below Line: 3.8  
 % Not Listed: 9.7

1988 Revenue: \$114,000,000  
 HH Inc.: \$41,506  
 Retail \$: 33.2 Bil  
 Pop per Station: 96,242  
 #1 Biller: WBCN-F \$16,700,000

12+ METRO	1/4/SHARE	FAL					SUM					SPG					WIN					4 Book Avg.	12+ TSA 1/4/CUME	12+METRO CUME/CUNE RATING	% WIN		25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
		88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88											
1. WRKO (T)	457/ 7.7	7.2	7.1	7.7	6.7	7.4	556/5603	4372/13.8	14.2	12.1	70	5.7	313	3180	WRKO																
2. WXKS-F (CHR)	422/ 7.1	5.9	7.1	8.6	6.5	7.2	485/7094	5837/18.4	18.7	18.4	92	8.3	459	6400	WXKS-F																
3. WBZ (MOR)	394/ 6.6	7.4	6.4	6.6	7.1	6.8	553/7865	5498/17.3	16.3	15.8	83	6.6	361	4338	WBZ																
4. WZOU-F (CHR)	340/ 5.7	5.0	6.1	5.8	5.4	5.7	493/8407	5626/17.7	15.1	15.8	47	7.7	421	5940	WZOU-F																
5. WJIB-F (EZ)	321/ 5.4	5.4	6.0	4.9	6.1	5.4	380/5200	4243/13.4	10.7	12.5	78	4.0	220	2639	WJIB-F																
6. WBCN-F (AOR)	303/ 5.1	4.8	6.0	6.6	7.2	5.6	383/6220	4593/14.5	15.7	16.9	129	6.2	341	5756	WBCN-F																
7. WODS-F (O)	282/ 4.7	5.2	4.0	4.5	4.8	4.6	443/6913	4548/14.3	14.2	13.2	155	4.8	262	3228	WODS-F																
8. WHDH (T)	265/ 4.4	5.2	3.9	4.4	5.8	4.5	295/4577	3963/12.5	15.5	13.3	93	4.9	270	3336	WHDH																
9. WSSH-F (AC)	259/ 4.3	3.6	4.0	4.3	4.3	4.1	374/4925	3354/10.6	10.5	11.3	130	3.7	202	3316	WSSH-F																
10. WZLX-F (AOR)	248/ 4.2	4.8	3.9	2.5	3.4	3.8	364/5375	3927/12.4	11.7	9.4	124	5.1	283	3206	WZLX-F																
11. WEEI (N)	240/ 4.0	4.2	4.3	4.2	4.1	4.2	266/5373	4601/14.5	14.3	14.8	73	3.7	204	2985	WEEI																
12. WMJX-F (AC)	221/ 3.7	3.6	3.8	3.5	3.0	3.7	239/4471	3890/12.2	11.1	10.1	135	2.8	153	2497	WMJX-F																
13. WROR-F (AC)	186/ 3.1	3.2	3.0	3.6	3.5	3.2	266/5096	3639/11.5	11.5	10.7	158	3.4	185	2924	WROR-F																
14. WCRB-F (CL)	151/ 2.5	1.8	1.3	1.3	1.8	1.7	192/2872	2145/ 6.8	5.5	5.9	96	1.4	79	1805	WCRB-F																
15. WILD (B)	146/ 2.4	2.6	2.3	2.4	1.6	2.4	148/871	846/ 2.7	3.2	2.3	108	2.6	143	1059	WILD																
16. WVBF-F (AC)	141/ 2.4	2.5	2.7	2.6	2.6	2.5	165/3302	2800/ 8.8	7.1	8.3	154	2.1	116	1809	WVBF-F																
WBOS-F (C)	141/ 2.4	2.4	2.1	3.3	2.1	2.5	189/3025	2203/ 6.9	5.7	6.0	129	2.3	127	1811	WBOS-F																
18. WCGY-F (AOR)	115/ 1.9	1.5	2.0	1.4	0.9	1.7	161/2573	1675/ 5.3	4.4	4.1	105	2.5	135	1568	WCGY-F																
19. WFNX-F (AOR)	106/ 1.8	1.4	1.2	1.6	1.3	1.5	111/1853	1667/ 5.2	4.5	3.8	122	1.9	103	1370	WFNX-F																
20. WAAF-F (AOR)	91/ 1.5	2.1	2.2	1.6	1.9	1.9	220/4168	2110/ 6.6	7.0	7.2	53	3.3	183	3284	WAAF-F																

12+ FM SHARE (METRO): 65.77% (3541 of 5384) (WIN 88: 65.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOU-F>>	1 WXKS-F	1 WXKS-F	1 WODS-F	1 WODS-F	1 WRKO	1 WBZ	1 WRKO	1 WRKO	1 WXKS-F<	1 WBZ >>
2 WXKS-F	2 WBCN-F	2 WBCN-F	2 WBCN-F	2 WBCN-F<	2 WBZ	2 WRKO	2 WSSH-F<	2 WXKS-F	2 WBZ	2 WHDH <
3	3 WZLX-F	3 WZLX-F<	3 WXKS-F	3 WXKS-F	3 WJIB-F	3 WXKS-F	3 WJIB-F<	3 WZOU-F	3 WZOU-F>	3 WRKO >>
4	4 WZOU-F	4 WODS-F	4 WZLX-F	4 WSSH-F<	4 WHDH	4 WEEI <	4 WBCN-F	4 WODS-F<	4 WHDH	4 WJIB-F>>
5	5 WMJX-F>	5 WZOU-F<	5 WROR-F<	5 WBZ <	5 WEEI	5 WBCN-F	5 WXKS-F<	5 WBCN-F<	5 WJIB-F	5 WMJX-F
6	6 WCGY-F	6 WMJX-F	6 WMJX-F<	6 WRKO <	6 WSSH-F<	6 WHDH	6 WODS-F	6 WJIB-F	6 WRKO <	6 WEEI
7	7 WODS-F	7 WROR-F<	7 WSSH-F	7 WZLX-F<	7 WODS-F	7 WZOU-F	7 WZLX-F	7 WZLX-F	7 WMJX-F	7
8	8 WFNX-F<	8 WSSH-F	8 WBZ <	8 WMJX-F<	8 WCRB-F>	8 WROR-F<	8 WMJX-F	8 WHDH <	8 WEEI	8
9	9 WROR-F	9	9 WRKO	9 WROR-F	9	9 WODS-F	9 WZOU-F	9 WBZ	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXKS-F	1 WXKS-F>	1 WXKS-F	1 WXKS-F>	1 WSSH-F<	1 WXKS-F>	1 WBCN-F<	1 WBCN-F>	1 WBCN-F	1 WBCN-F
2 WZOU-F>	2 WZOU-F	2 WBCN-F	2 WZOU-F	2 WODS-F	2 WBCN-F	2 WXKS-F	2 WZLX-F<	2 WXKS-F	2 WODS-F
3 WZLX-F	3 WBCN-F	3 WMJX-F	3 WMJX-F<	3 WXKS-F	3 WZLX-F	3 WZLX-F>	3 WXKS-F>	3 WZLX-F	3 WRKO <
4 WMJX-F	4 WMJX-F<	4 WMEX	4 WODS-F<	4 WMJX-F	4 WZOU-F>	4 WCGY-F	4 WCGY-F	4 WODS-F>	4 WZLX-F<
5 WMEX	5 WZLX-F>	5 WZLX-F	5 WSSH-F	5 WBZ	5 WAAF-F	5 WFNX-F	5 WFNX-F<	5 WROR-F	5 WXKS-F
6 WBCN-F>	6 WVBF-F	6 WVBF-F	6 WBCN-F<	6 WROR-F	6 WCGY-F	6 WZOU-F	6 WMJX-F	6 WRKO	6 WBZ
7 WCGY-F	7 WSSH-F	7 WROR-F	7 WZLX-F	7 WBCN-F<	7 WFNX-F	7 WODS-F	7 WODS-F	7 WBZ <	7 WROR-F
8 WSSH-F	8 WROR-F	8 WODS-F	8 WROR-F<	8 WVBF-F	8 WODS-F	8 WMJX-F	8 WODS-F	8 WZOU-F<	8 WHDH
9	9 WILD	9	9 WVBF-F	9	9	9	9 WILD	9 WFNX-F	9
10	10	10	10	10	10	10	10	10 WCGY-F	10



OTHER RATED STATIONS/METRO SHARE & CUME RATING

WATD-F	95.9	Marshfield	0.3/1.0
WBET	1460	Brockton	0.3/0.6
WCAP	980	Lowell	0.4/1.3
WCAV-F	97.7	Brockton	0.3/0.6
WCCM	800	Lawrence	0.4/1.2
WESX	1230	Salem	0.6/1.4
WEZE	1260	Boston	0.5/1.1
WJDA	1300	Quincy	0.6/1.0
WKKU	1510	Boston	0.3/1.0
WLVG	740	Cmabridge	0.4/0.6
WMEX	1150	Boston	0.7/2.2
WPLM-F	99.1	Plymouth	0.8/2.9
WROL	950	Boston	0.6/2.3
WXKS	1430	Everett	1.0/2.9
WAAF-F	107.3	Worcester	1.5/6.6
WHJY-F	94.1	Providence	0.7/2.2
WHOB-F	106.3	Nashua	0.5/1.5
WOKQ-F	97.5	Dover	0.4/1.1
WPRO-F	92.3	Providence	0.3/1.7
WXLO-F	104.5	Fitchburg	0.4/2.2

RADIO STATIONS

AM STATIONS

WBZ,	1030,	50 KW (DA-1)	, MOR	ABC-I, \$240.00 (Group W)	Westinghouse
WEEL,	590,	5 KW (DA-1)	, NEWS	CBS, \$105.00	
WEZE,	1260,	5 KW (DA-N)	, RELIGION	, \$ 20.00 (Salem)	
WHDH,	850,	50 KW (DA-2)	, TALK	NBC, \$195.00 (Durpetti)	Sconnix
WILD,	1090,	5 KW (DAYS)	, BLACK	SBN, \$ 40.00 (Roslin)	
WKOX,	1200,	10 KW (DA-2)	, MOR	, \$ 30.00 (---)	Fairbanks
WMEX,	1150,	5 KW/1 KW (DA-2),	OLDIES	ABC-E, \$ 37.00 (Mc-Guild)	Greater Media
WRKO,	680,	50 KW (DA-2)	, TALK	MBS,US2, \$170.00 (Republic)	RKO
WROL,	950,	5 KW (DAYS)	, RELIGION	, \$ 20.00 (---)	
WSSH,	1510,	50 KW/5KW (DA-2)	, COUNTRY	, \$ NA (HNWH)	Noble
WUNR,	1600,	5 KW (DA-1)	, ETHNIC	, \$ 22.00 (Caballero)	
WXKS,	1430,	5 KW/1KW (DA-N)	, NOSTALGIA	, \$ 45.00 (MMR)	Pyramid

FM STATIONS

WBCN,	104.1,	19 KW @ 742,	AOR	, \$350.00 (Torbet)	Infinity
WBOS,	92.9,	17 KW @ 860,	COUNTRY	NBC, \$128.00 (Durpetti)	Ackerly
WCRB,	102.5,	11 KW @ 920,	CLASSICAL	, \$ 95.00 (Donofrio)	
WCGY,	93.7,	50 KW @ 430,	CLASSIC ROCK	, \$ 65.00 (K & P)	Curt Gowdy
WFNX,	101.7,	3 KW @ 170,	AOR	, \$ 60.00 (---)	
WHRB,	95.3,	3 KW @ 110,	CLASS/JAZZ	, \$ 25.00 (---)	
WJIB,	96.9,	12 KW @ 1010,	BTFL/EZ	, \$160.00 (Mc-Guild)	Emmis
WMJX,	106.7,	12 KW @ 720,	AC	, \$140.00 (Mc-Guild)	Greater Media
WODS,	103.3,	16 KW @ 890,	OLDIES	CBS-R, \$144.00 (CBS)	CBS
WPLM,	99.1,	50 KW @ 430,	NOSTALGIA	, \$ 40.00 (---)	(PLYMOUTH)
WROR,	98.5,	8 KW @ 1191,	AC	US 1, \$166.00 (Republic)	RKO
WSSH,	99.5,	32 KW @ 600,	SOFT AC	, \$142.00 (HNWH)	Noble
WVBF,	105.7,	14 KW @ 954,	AC	, \$130.00 (Banner)	Fairbanks
WXKS,	107.9,	23 KW @ 719,	CHR	, \$250.00 (MMR)	Pyramid
WZLX,	100.7,	50 KW @ 500,	CLASSIC AOR	, \$155.00 (Christal)	Cook Inlet
WZOU,	94.5,	8 KW @ 1050,	CHR	, \$152.00 (Eastman)	Ardman

BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 39/995,600  
 MSA Rank/Pop:  
 Buffalo: 54/951,900  
 Niagara Falls: 197/214,900 ADI # 38  
 Average Person Ratings: 19.0  
 Market TSL: 24.75 hours

Stations: 25/22  
 Diaries: 1292/771:1/55.4%  
 Sample Target: 1290  
 % Below Line: 1.4  
 % Not Listed: 9.5

1988 Revenue: \$27,500,000  
 HH Inc.: \$33,379  
 Retail \$: 7.2 Bil  
 Pop per Station: 45,254  
 #1 Biller: WBEN \$4,000,000

12+ METRO	1/4/SHARE	FAL					SUM					SPG					WIN					4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
		88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88										
1. WKSE-F (CHR)	208/11.0	9.2	11.3	10.2	8.6	10.4	231/2958	2639/26.5	26.1	19.0	87	14.7	245	2428	WKSE-F																
2. WYRK-F (C)	190/10.0	10.7	8.8	7.7	9.0	9.3	236/2234	1830/18.4	17.4	16.8	95	7.0	117	1115	WYRK-F																
3. WJYE-F (EZ)	177/ 9.3	9.7	6.7	6.6	10.4	8.1	202/2500	2240/22.5	21.3	21.0	94	7.0	116	1508	WJYE-F																
4. WBEN (MOR)	173/ 9.1	10.8	9.6	8.5	10.0	9.5	179/2769	2906/26.2	31.5	24.7	84	7.6	127	1841	WBEN																
5. WGR -F (AOR)	140/ 7.4	6.0	2.2	4.3	3.6	5.0	170/1996	1527/15.3	15.1	9.7	91	10.9	182	2015	WGR -F																
6. WBUF-F (AC)	128/ 6.8	8.9	6.6	9.3	6.5	7.9	139/1925	1800/18.1	16.1	14.3	154	7.1	119	1321	WBUF-F																
7. WECK (BB)	108/ 5.7	5.7	6.0	5.0	5.1	5.6	110/980	930/ 9.3	10.1	9.7	44	4.6	76	674	WECK																
8. WHTT-F (AOR)	99/ 5.2	4.4	5.5	8.7	7.5	5.9	110/1547	1385/13.9	14.8	16.7	152	6.8	114	1283	WHTT-F																
9. WBLK-F (B)	90/ 4.8	6.6	6.0	6.3	4.5	5.9	97/1059	1039/10.4	10.1	8.5	94	8.3	139	1132	WBLK-F																
10. WMJQ-F (CHR)	86/ 4.5	5.1	5.7	5.7	3.6	5.3	180/2673	1492/15.0	18.0	15.2	100	4.0	66	1348	WMJQ-F																
11. WGR (MOR)	80/ 4.2	3.0	4.2	3.1	3.2	3.6	93/1528	1149/11.5	13.3	11.3	133	1.7	29	641	WGR																
12. WPHD-F (AOR)	70/ 3.7	3.4	7.6	4.7	5.7	4.8	73/1234	1148/11.5	13.3	18.6	127	4.4	74	1342	WPHD-F																
13. WWKB (AC)	22/ 1.2	1.6	1.1	3.3	4.1	1.8	24/729	579/ 5.8	6.4	14.2	92	2.0	34	792	WWKB																
WGKT (AC)	22/ 1.2	1.0	0.6	0.3	0.3	0.8	22/526	526/ 5.3	3.7	1.6	150	1.0	17	237	WGKT																

12+ FM SHARE (METRO): 72.65% (1246 of 1715) (WIN 88: 70.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSE-F>>	1 WGR -F	1 WKSE-F	1 WBUF-F<	1 WBUF-F	1 WBEN <	1 WBEN >	1 WJYE-F	1 WKSE-F	1 WKSE-F>	1 WBEN >>
2 WBLK-F	2 WKSE-F>	2 WGR -F	2 WKSE-F	2 WKSE-F<	2 WYRK-F	2 WKSE-F<	2 WYRK-F	2 WJYE-F<	2 WBEN	2 WJYE-F>>
3 WMJQ-F>	3 WPHD-F	3 WBUF-F	3 WHTT-F	3 WYRK-F	3 WYRK-F	3 WYRK-F	3 WYRK-F<	3 WYRK-F>	3 WYRK-F	3 WBUF-F<
4 WGR -F	4 WHTT-F<	4 WHTT-F<	4 WYRK-F<	4 WJYE-F	4 WECK >	4 WGR -F	4 WGR -F	4 WBUF-F	4 WBLK-F	4 WYRK-F<
5	5 WBUF-F	5 WYRK-F	5 WYRK-F	5 WJYE-F	5 WHTT-F	5 WBUF-F	5 WBUF-F<	5 WGR -F	5 WJYE-F	5 WGR -F
6	6 WMJQ-F	6 WJYE-F	6 WGR -F	6 WBEN	6 WGR	6 WJYE-F	6 WECK	6 WECK	6 WGR -F	
7	7	7 WPHD-F	7 WBEN	7 WGR -F	7 WKSE-F	7 WHTT-F	7 WBEN	7 WBEN	7 WMJQ-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKSE-F>>	1 WKSE-F>	1 WBUF-F	1 WKSE-F	1 WBUF-F	1 WGR -F>>	1 WGR -F>>	1 WGR -F	1 WGR -F>	1 WYRK-F<
2 WGR -F>	2 WBUF-F	2 WKSE-F	2 WBUF-F>	2 WJYE-F	2 WPHD-F	2 WKSE-F<	2 WKSE-F<	2 WKSE-F	2 WBEN
3 WMJQ-F	3 WJYE-F	3 WHTT-F	3 WJYE-F>	3 WKSE-F	3 WKSE-F	3 WPHD-F>	3 WPHD-F	3 WHTT-F	3 WGR -F
4 WYRK-F	4 WBLK-F	4 WBLK-F	4 WYRK-F	4 WYRK-F	4 WYRK-F	4 WHTT-F	4 WHTT-F	4 WYRK-F	4 WHTT-F
5 WPHD-F	5 WGR -F	5 WJYE-F	5 WHTT-F	5 WHTT-F	5 WMJQ-F	5 WYRK-F	5 WGR	5 WPHD-F	5 WKSE-F
6 WBUF-F	6 WHTT-F<	6 WMJQ-F	6 WBLK-F	6 WBLK-F	6 WHTT-F	6 WMJQ-F	6 WYRK-F	6 WBEN	6 WGR
7 WBLK-F	7 WMJQ-F	7 WPHD-F	7 WGR -F	7 WBEN			7 WMJQ-F		7 WPHD-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBMW-F	107.7	Weathersfield	1.1/2.9
WDCX-F	99.5	Buffalo	1.0/3.3
WHLA	1270	Niagara Falls	0.5/2.1
WHTT	1120	Buffalo	0.5/1.3
WJL	1440	Niagara Falls	0.4/1.9
WLVL	1340	Lockport	0.3/1.0
WUFO	1080	Amherst	0.7/3.0
WXRL	1300	Lancaster/Buffalo	0.5/3.2
CFNY-F	102.1	Brampton ON	0.7/2.6
CILQ-F	107.1	Toronto	0.3/1.4
CJFT	530	Ft. Erie ON	0.4/1.9

RADIO STATIONS

WBEN,	930,	5 KW (DA-N)	, MOR	CBS,	\$ 80.00 (Eastman)	
WECK,	1230,	1 KW	, NOSTALGIA	CBS,	\$ 41.00 (Roslin)	
WGR,	550,	5 KW (DA-N)	, MOR/AC	ABC-E,	\$ 45.00 (Katz)	
WHTT,	1120,	1 KW (DAYS)	, CLASSIC AOR	SBN,	\$ NA (MMR)	Pyramid
WUFO,	1080,	1 KW (DAYS)	, BLACK/GOSPEL	SBN,	\$ 16.00 (Roslin)	Sheridan
WWKB,	1520,	50 KW (DA-1)	, BUSINESS NEWS	SBN,	\$ 45.00 (HNWH)	Price
WXRL,	1300,	1 KW/2.5 KW(DA-2),	COUNTRY	MBS,	\$ 18.00 (---)	(LANCASTER)
WBLK-F,	93.7,	50 KW @ 400,	BLACK	CBS-R,	\$ 44.00 (Durpetti)	
WBUF-F,	92.9,	91 KW @ 580,	AC	, \$ 72.00 (Mc-Guild)		Lincoln
WDCX-F,	99.5,	17 KW @ 430,	RELIGION	, \$ 21.00 (---)		Crawford
WHTT-F,	104.1,	50 KW @ 500,	CLASSIC AOR	, \$ 64.00 (MMR)		Pryamid
WJYE-F,	96.1,	50 KW @ 480,	BTFL/EZ	, \$ 70.00 (Christal)		
WKSE-F,	98.5,	46 KW @ 380,	CHR	SOURCE,	\$ 57.00 (HNWH)	Price
WMJQ-F,	102.5,	110 KW @ 1347,	CHR	ABC-R,	\$ 51.00 (Eastman)	
WPHD-F,	103.3,	49 KW @ 423,	AOR	CBS-R,	\$ 49.00 (CBS)	
WGR-F,	96.9,	13 KW @ 390,	AOR	, \$ 43.00 (Katz)		
WYRK-F,	106.5,	50 KW @ 390,	COUNTRY	, \$ 63.00 (Mc-Guild)		Stoner
WBMW-F,	107.7,	14 KW @ 650,	JAZZ/NEW AGE	SMN,US1,	\$ 32.00 (Torbet)	(WETHERSFIELD)

CHARLOTTE

Arbitron Rank/Pop (12+): 41/909,600  
 MSA Rank/Pop: 44/1,092,800  
 ADI # 31  
 Average Person Ratings: 16.5  
 Market TSL: 22.25 hours

Stations: 30/21  
 Diaries: 1239/734:1/54.9%  
 Sample Target: 1130  
 % Below Line: 5.1  
 % Not Listed: 12.8

1988 Revenue: \$30,400,000  
 HH Inc.: \$31,563  
 Retail \$: 8.0 Bil  
 Pop per Station: 43,314  
 #1 Biller: WSOC-AF \$5,200,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WSOC-F (C)	191/12.7	15.6	14.7	13.7	14.4	14.2	382/4506	2167/23.8	26.6	23.5	107	14.2	230	2685	WSOC-F
2. WPEG-F (B)	161/10.7	9.9	9.4	8.3	10.5	9.6	200/1933	1479/16.3	16.1	16.5	107	12.6	205	1517	WPEG-F
3. WCKZ-AF (U/CHR)	124/ 8.3	8.5	9.4	9.9	6.6	9.0	183/2751	1694/18.4	17.4	14.4	61	13.4	218	1948	WCKZ-AF
4. WRFX-F (AOR)	110/ 7.3	6.9	7.6	8.6	5.8	7.6	144/1782	1319/14.5	13.4	12.8	123	9.1	148	1384	WRFX-F
5. WLVK-F (C)	92/ 6.1	5.6	7.5	5.9	6.9	6.3	209/2330	1112/12.2	13.1	12.7	121	6.4	104	1105	WLVK-F
6. WEZC-F (AC)	87/ 5.8	5.7	4.4	3.4	4.1	4.8	121/1714	939/10.3	11.0	6.9	93	5.2	85	1124	WEZC-F
WBT (MOR)	87/ 5.8	6.0	5.1	6.7	5.8	5.9	103/1641	1309/14.4	16.4	12.9	74	4.6	75	1400	WBT
8. WMXC-F (AC)	85/ 5.7	4.6	6.0	6.2	7.6	5.6	146/1936	1255/13.8	12.9	15.7	154	0.0	0	0	WMXC-F
9. WROQ-F (CHR)	79/ 5.3	4.7	6.0	5.2	5.1	5.3	194/3280	1436/15.8	16.2	15.3	81	6.0	97	1423	WROQ-F
10. WBCY-F (CHR)	75/ 5.0	4.7	4.8	5.9	5.9	5.1	160/3163	1476/16.2	16.4	16.8	78	4.6	75	1169	WBCY-F
11. WWMG-F (AC)	59/ 3.9	4.8	4.7	5.8	4.2	4.8	134/1860	1073/11.8	11.3	8.2	159	3.0	49	812	WWMG-F

12+ FM SHARE (METRO): 87.93% (1151 of 1309) (WIN 88: 85.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCKZ-AF>>1	WPEG-F	1 WPEG-F	1 WSOC-F<	1 WSOC-F	1 WSOC-F>	1 WSOC-F>	1 WSOC-F>	1 WSOC-F	1 WPEG-F<	1 WSOC-F>>
2 WBCY-F>	2 WRFX-F>	2 WSOC-F	2 WPEG-F	2 WPEG-F	2 WBT	2 WPEG-F<	2 WMXC-F<	2 WPEG-F	2 WCKZ-AF	2 WLVK-F>>
3 WPEG-F	3 WROQ-F<	3 WRFX-F	3 WRFX-F	3 WRFX-F<	3 WEZC-F	3 WRFX-F	3 WPEG-F	3 WCKZ-AF	3 WBT	3 WPEG-F
4 WROQ-F>	4 WCKZ-AF	4 WMXC-F<	4 WMXC-F	4 WMXC-F	4 WLVK-F	4 WBT	4 WEZC-F<	4 WRFX-F	4 WSOC-F	4 WBT
5 WSOC-F>	5 WSOC-F	5 WCKZ-AF	5 WLVK-F	5 WLVK-F	5 WPEG-F	5 WMXC-F	5 WCKZ-AF<	5 WMXC-F	5 WROQ-F	WBCY-F
6	6 WBCY-F	6 WLVK-F	6 WWMG-F	6	6 WMXC-F	WCKZ-AF	6 WLVK-F	6 WBCY-F	6	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCKZ-AF>	1 WPEG-F>	1 WPEG-F>	1 WPEG-F	1 WSOC-F	1 WROQ-F	1 WRFX-F	1 WRFX-F>	1 WRFX-F	1 WRFX-F
2 WPEG-F	2 WCKZ-AF	2 WMXC-F	2 WSOC-F	2 WPEG-F	WPEG-F>	2 WPEG-F	2 WPEG-F>	2 WPEG-F	2 WSOC-F
3 WBCY-F	3 WRFX-F	3 WRFX-F	3 WCKZ-AF	3 WMXC-F>	3 WRFX-F	3 WROQ-F>	3 WROQ-F	3 WSOC-F	3 WPEG-F>
4 WRFX-F	4 WBCY-F	4 WCKZ-AF	4 WMXC-F>	4 WLVK-F>	4 WCKZ-AF	4 WSOC-F	4 WSOC-F	4 WROQ-F	4 WLVK-F
5 WSOC-F	5 WSOC-F	5 WSOC-F	5 WBCY-F	5 WWMG-F<	5 WLVK-F>	5 WCKZ-AF	5 WMXC-F>	5 WLVK-F	5 WMXC-F
6	6	6	6	6 WEZC-F	6	6 WLVK-F<	6	6	6 WROQ-F
				7 WCKZ-AF		7 WMXC-F			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAES 610 Charlotte	0.5/2.3	WBBO 780 Forest City	
WAME 1480 Charlotte	0.7/2.0	WBBO-F 93.3 Forest City	0.7/1.6
WGIV 1600 Charlotte	0.9/2.8	WFGW 1010 Black Mountain	0.3/0.8
WGSP 1310 Charlotte	0.6/1.0	WKRR-F 92.3 Asheboro/Greensboro	0.4/1.2
WHVN 1240 Charlotte	0.3/1.8	WKSI-F 98.7 Greensboro/W-S	0.5/1.3
WNOW 1030 Mint Hill	0.3/1.3	WMIT-F 106.9 Black Mountain	1.5/3.5
WRDX-F 106.5 Salisbury/Charlotte	1.1/3.1	WOJY-F 100.3 High Pt./Greens	0.3/0.8
WSOC 930 Charlotte	0.4/3.0	WSPA-F 98.9 Spartanburg	0.7/2.6
WTYC 1150 Rock Hill	0.7/0.9	WXRC-F 95.7 Hickory	0.6/3.3

RADIO STATIONS

WAES, 610, 5 KW/1 KW (DA-2)	, OLDIES	, \$ NA (Republic)	
WAME, 1480, 5 KW (DA-2)	, RELIGION	, \$ 15.00 (Starcom)	Swaggert
WBT, 1110, 50 KW (DA-N)	, MOR/AC	MBS, NBC, \$ 80.00 (Banner)	Jeff-Pilot
WGIV, 1600, 1 KW (DA-2)	, BLACK	NBN, \$ 26.00 (HNWH)	
WGSP, 1310, 1 KW (DAYS, DA)	, ? ?	, \$ 16.00 (---)	
WHVN, 1240, 1 KW (DA-1)	, RELIGION	NBC, ABC-I, \$ NA (---)	Buck
WQCC, 1540, 1 KW (DAYS)	, GOSPEL	, \$ NA (Savalli)	
WSOC, 930, 5 KW/1 KW (DA-N)	, COUNTRY	, \$ NA (Christal)	Cox
WBCY-F, 107.9, 97 KW @ 970, CHR		, \$ 71.00 (Banner)	Jeff-Pilot
WEZC-F, 104.7, 100 KW @ 1230, AC		, \$109.00 (CBS)	EZ
WLVK-F, 96.9, 100 KW @ 1554, COUNTRY		ABC-I, \$ 65.00 (Republic)	Capitol-Johnson
WROQ-F, 95.1, 100 KW @ 570, CHR		US 1, \$ 60.00 (Republic)	
WSOC-F, 103.7, 100 KW @ 1040, COUNTRY		, \$120.00 (Christal)	Cox
WCKZ-F, 101.9, 100 KW @ 870, URBAN/CHR		US 2, \$ 50.00 (Durpetti)	Beasley
WPEG-F, 97.9, 50 KW @ 390, BLACK		CBS-R, \$ 70.00 (HNWH)	Broadcast Partners
WRFX-F, 99.7, 100 KW @ 1044, AOR		, \$ 56.00 (Mc-Guild)	Pyramid
WWMG-F, 96.1, 100 KW @ 1745, AC/OLDIES		, \$ 45.00 (Katz)	Voyager
WXRC-F, 95.7, 100 KW @ 1275, AOR		ABC-R, \$ 30.00 (---)	(HICKORY)
WRLX-F, 102.9, 31 KW @ 1535, BTFL/EZ		, \$ 28.00 (CBS)	Keymarket

American Radio Winter, 1989, Copyright 1989

CHATTANOOGA

Arbitron Rank/Pop (12+): 96/357,300  
 MSA Rank/Pop: 110/427,200  
 ADI # 84  
 Average Person Ratings: 16.4  
 Market TSL: 22.0 hours

Stations: 16/15  
 Diaries: 730/489:1/53.4%  
 Sample Target: 760  
 % Below Line: 0.5  
 % Not Listed: 12.9

1988 Revenue: \$11,900,000  
 HH Inc.: \$27,241  
 Retail \$: 3.0 Bil  
 Pop per Station: 23,820  
 #1 Biller: WSKZ-F \$2,400,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WSKZ-F (CHR)	88/15.0	17.9	20.0	18.4	16.0	17.8	180/2266	1145/32.0	31.9	28.8	69	24.6	165	1478
2. WUSY-F (C)	76/12.9	14.0	10.6	13.5	14.2	12.8	173/1664	754/21.1	21.3	21.4	121	11.3	76	710
WDEF-F (EZ)	76/12.9	13.4	10.4	10.8	11.0	11.9	98/1139	840/23.5	21.6	21.5	78	8.9	60	721
4. WLMX-F (AC)	73/12.4	8.6	7.9	7.6	9.7	9.1	86/1026	826/23.1	19.8	21.5	144	7.7	52	895
5. WDOD-F (C)	50/ 8.5	7.8	9.2	10.3	9.4	8.9	72/1031	641/17.9	17.4	18.1	121	8.9	60	636
6. WJTT-F (B)	48/ 8.2	8.8	9.4	8.4	7.9	8.7	54/592	463/13.0	12.7	13.5	99	12.1	81	550
7. WDEF (MOR)	26/ 4.4	3.1	4.1	4.2	6.1	3.9	26/403	390/10.9	9.9	10.5	30	3.0	20	341
8. WNOO (B)	18/ 3.1	3.9	4.7	4.2	2.5	4.0	19/289	264/ 7.4	6.4	4.9	110	2.7	18	252
9. WYVY-F (AC)	16/ 2.7	2.1	3.3	5.1	3.6	3.3	17/355	311/ 8.7	8.3	7.8	115	1.9	13	284
10. WDOD (C)	13/ 2.2	1.8	3.5	2.0	3.1	2.4	14/285	246/ 6.9	5.5	8.0	73	2.8	19	279

12+ FM SHARE (METRO): 84.93% (434 of 511) (WIN 88: 80.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSKZ-F>>	1 WSKZ-F>	1 WSKZ-F<	1 WLMX-F	1 WLMX-F	1 WDEF-F	1 WDEF-F	1 WLMX-F	1 WSKZ-F	1 WSKZ-F>	1 WSKZ-F>>
2 WJTT-F	2 WLMX-F>	2 WLMX-F	2 WUSY-F>	2 WUSY-F>	2 WUSY-F>	2 WSKZ-F	2 WUSY-F	2 WLMX-F	2 WJTT-F	2 WDOD-F
3 WLMX-F>>	3 WJTT-F	3 WUSY-F>	3 WSKZ-F	3 WSKZ-F	3 WDOD-F	3 WUSY-F	3 WDEF-F	3 WUSY-F	3 WLMX-F	3 WJTT-F
4 WUSY-F>	4 WJTT-F<	4 WDOD-F	4 WDOD-F	4 WLMX-F	4 WLMX-F	4 WSKZ-F	4 WDEF-F	4 WDEF-F>	4 WUSY-F	4 WDEF-F
5	5	5 WDOD-F	5 WJTT-F	5 WDEF-F	5 WDOD-F	5 WDOD-F	5 WDEF-F	5 WJTT-F<	5 WDEF-F	5
6	6	6 WDEF-F	6 WDEF-F	6 WJTT-F	6	6	6 WJTT-F	6 WDOD-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSKZ-F>>	1 WSKZ-F>	1 WLMX-F>	1 WLMX-F	1 WLMX-F>	1 WSKZ-F>>	1 WSKZ-F	1 WLMX-F>	1 WSKZ-F	1 WUSY-F
2 WJTT-F>>	2 WLMX-F	2 WSKZ-F>	2 WSKZ-F>	2 WUSY-F	2 WJTT-F>	2 WLMX-F>	2 WUSY-F>	2 WUSY-F	2 WLMX-F>
3 WYVY-F	3 WJTT-F>	3 WJTT-F>	3 WJTT-F	3 WDEF-F	3 WLMX-F	3 WUSY-F	3 WSKZ-F	3 WLMX-F>	3 WSKZ-F
4 WUSY-F	4 WUSY-F	4 WUSY-F>	4 WUSY-F	4 WSKZ-F	4 WDOD-F>>	4 WJTT-F>	4 WJTT-F>	4 WDOD-F	4 WDOD-F
5 WLMX-F	5 WYVY-F	5	5 WDOD-F	5 WDOD-F	5	5 WDOD-F	5	5 WJTT-F>	5 WDEF-F
6 WDEF-F>	6 WDOD-F	6	6 WDEF-F	6 WJTT-F	6	6	6	6 WDEF-F	6 WJTT-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDXB	1490	Chattanooga	1.2/2.7
WEPG	910	S Pittsburg	1.0/2.6
WFLI	1070	Lookout Mountn	0.3/3.9
WGOW	1150	Chattanooga	0.9/3.7
WGGC-F	101.9	Ringgold	0.7/2.4
WKLS-F	96.1	Atlanta	0.5/1.9

RADIO STATIONS

WDEF,	1370,	5 KW (DA-N)	, MOR	CBS, NBC,	\$ 35.00 (Katz)	Park
WDOD,	1310,	5 KW (DA-N)	, COUNTRY	ABC-E,	\$ 24.00 (Banner)	Bahakel
WFLI,	1070,	50 KW/1 KW (DA-2)	, RELIGION	ABC-I,	\$ 12.00 (---)	
WGOW,	1150,	5 KW/1 KW (DA-N)	, AC	, \$ 25.00 (Christal)		Bloomington
WNOO,	1260,	5 KW (DAYS)	, BLACK	SBN,	\$ 15.00 (Eastman)	
WDEF-F,	92.3,	100 KW @ 895,	BTFL/EZ	ABC-D,	\$ 46.00 (Katz)	Park
WDOD-F,	96.5,	100 KW @ 1080,	COUNTRY	ABC-E,	\$ 48.00 (Banner)	Bahakel
WJTT-F,	94.3,	3 KW @ 300,	BLACK	CBS-R,	\$ 30.00 (HNWH)	
WLMX-F,	105.5,	3 KW @ 300,	AC	, \$ 52.00 (Republic)		(ROSSVILLE, GA)
WSKZ-F,	106.5,	100 KW @ 1076,	CHR	, \$ 78.00 (Christal)		Bloomington
WUSY-F,	100.7,	100 KW @ 500,	COUNTRY	MBS,	\$ 55.00 (Mc-Guild)	Colonial (CLEVELAND)
WYVY-F,	102.3,	3 KW @ 285,	OLDIES (?)	NBC,	\$ 26.00 (Eastman)	

CHICAGO  
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Arbitron Rank/Pop (12+): 3/6,704,600  
MSA Rank/Pop: 3/8,150,000  
ADI # 3  
Average Person Ratings: 18.6  
Market TSL: 24.5 hours

Stations: 39/39  
Diaries: 3,372/1985:1/53.8%  
Sample Target: 3,120  
% Below Line: 0.0  
% Not Listed: 6.9

1988 Revenue: \$207,500,000  
HH Inc.: \$38,507  
Retail \$: 56.3 Bil  
Pop per Station: 171,913  
#1 Biller: WGN \$33,300,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGN (T)	1188/ 9.5	8.6	10.0	9.0	9.2	9.3	1352/14175	11718/17.5	21.2	18.8	68	7.8	927	8257	WGN
2. WGCI-F (B)	923/ 7.4	6.7	7.7	9.2	9.2	7.8	923/10222	10116/15.1	14.3	16.0	95	11.9	1412	10715	WGCI-F
3. WVAZ-F (B)	751/ 6.0	4.2	3.9	3.0	4.3	4.3	758/7769	7700/11.5	11.3	12.3	135	6.8	809	6804	WVAZ-F
4. WXEZ-AF (REL)	643/ 5.2	6.1	5.3	5.2	5.5	5.4	674/8500	8107/11.7	12.5	0.0	77	2.7	312	3993	WXEZ-AF
5. WLUP-F (AOR)	600/ 4.8	4.3	4.5	5.0	4.1	4.7	625/9379	8692/13.0	13.3	11.2	119	5.2	621	8295	WLUP-F
6. WBBM (N)	596/ 4.8	6.0	5.4	5.7	6.3	5.5	669/13145	11387/17.0	18.8	19.6	60	4.8	564	8872	WBBM
7. WCKG-F (CHR)	502/ 4.0	4.3	3.8	4.4	2.6	4.1	523/8091	7620/11.4	12.3	8.5	113	4.7	555	7608	WCKG-F
8. WBBM-F (CHR)	469/ 3.8	3.2	3.2	3.7	4.2	3.5	481/10814	10401/15.5	15.3	14.5	68	4.6	550	9183	WBBM-F
9. WLIT-F (AC)	449/ 3.6	3.2	3.1	4.1	3.5	3.5	452/6399	6251/ 9.3	10.5	9.5	136	2.2	262	3448	WLIT-F
10. WYTZ-F (CHR)	444/ 3.6	4.0	4.0	3.5	3.8	3.8	480/9896	9250/13.8	14.3	12.5	64	5.0	590	9866	WYTZ-F
11. WUSN-F (C)	425/ 3.4	3.0	2.4	2.8	2.6	2.9	430/5612	5393/ 8.0	8.0	6.8	126	4.5	536	5485	WUSN-F
12. WJMK-F (O)	423/ 3.4	4.2	3.7	3.7	3.4	3.8	464/8856	8005/11.9	13.8	10.5	147	2.5	301	4940	WJMK-F
13. WLUP (T)	385/ 3.1	2.8	2.9	2.3	2.6	2.8	416/5689	5116/ 7.6	6.3	6.5	119	3.1	364	3579	WLUP
14. WKQX-F (AC)	384/ 3.1	4.1	3.1	3.0	2.0	3.3	387/8144	7856/11.7	13.8	8.8	126	3.4	400	7776	WKQX-F
15. WXRT-F (AOR)	342/ 2.7	2.4	2.3	2.5	2.2	2.5	348/4605	4458/ 6.6	6.4	5.4	148	2.4	284	4145	WXRT-F
16. WJJD (BB)	335/ 2.7	2.3	1.9	2.7	3.2	2.4	361/4593	4165/ 6.2	5.1	5.9	33	2.2	262	2701	WJJD
17. WTMX-F (AC)	334/ 2.7	3.0	2.7	3.4	3.4	3.0	360/5950	5530/ 8.2	10.2	9.8	148	0.0	0	0	WTMX-F
18. WFYR-F (O)	232/ 1.9	1.8	2.4	2.1	2.2	2.0	243/5950	5511/ 8.2	8.9	8.5	142	3.1	373	5869	WFYR-F
19. WOJO-F (SP)	206/ 1.6	1.2	1.3	1.4	2.0	1.4	206/2085	2085/ 3.1	3.1	3.1	138	1.0	119	1903	WOJO-F
20. WMAQ (N)	202/ 1.6	1.4	1.7	1.6	1.1	1.6	228/5999	4967/ 7.4	6.6	6.2	81	1.5	176	4862	WMAQ
21. WLS (AC)	195/ 1.6	1.6	1.9	1.7	1.7	1.7	295/6139	3893/ 5.8	5.5	5.9	100	1.1	133	3484	WLS
22. WNIB-F (CL)	168/ 1.3	1.4	1.3	0.9	1.2	1.2	171/3177	3064/ 4.6	4.1	4.4	115	1.3	149	1915	WNIB-F
23. WNUA-F (J/NA)	167/ 1.3	2.5	2.1	1.8	1.5	1.9	173/3914	3658/ 5.5	6.2	6.0	154	2.3	275	4215	WNUA-F
24. WFMT-F (CL)	151/ 1.2	1.3	1.2	0.8	1.3	1.1	154/3154	3090/ 4.6	4.7	4.9	100	1.6	191	2831	WFMT-F
25.															

12+ FM SHARE (METRO): 65.89% (7670 of 11641) (WIN 88: 66.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGCI-F<	1 WLUP-F	1 WGCI-F<	1 WVAZ-F	1 WVAZ-F	1 WGN >	1 WGN >	1 WXEZ-AF	1 WGN <	1 WVAZ-F	1 WGN >>
2 WYTZ-F	WGCI-F	2 WVAZ-F	2 WGCI-F	2 WGCI-F	2 WXEZ-AF	2 WGCI-F	2 WGN	2 WGCI-F>	2 WGCI-F>	2 WBBM >>
3 WBBM-F>>	3 WVAZ-F	3 WLUP-F	3 WLUP-F	3 WGN	3 WBBM >	3 WLUP-F<	3 WLIT-F	3 WVAZ-F	3 WGN >	3 WGCI-F>>
4 WCKG-F<	4 WCKG-F>	4 WCKG-F	4 WGN	4 WLUP-F	4 WJJD	4 WBBM >	WGCI-F<	WLUP	4 WYTZ-F<	4 WVAZ-F>
5 WVAZ-F	5 WLUP <	5 WLUP	5 WCKG-F<	5 WJMK-F<	5 WJMK-F<	5 WVAZ-F	5 WVAZ-F<	5 WCKG-F<	5 WBBM	5 WXEZ-F>>
6 WLUP-F	6 WXRT-F	WLIT-F	6 WJMK-F<	6 WLIT-F	6 WUSN-F	6 WXEZ-AF	6 WLUP-F	6 WXEZ-AF	6 WBBM-F>	6 WMAQ >>
7 WJMK-F>	7 WBBM-F	WGN <	7 WLIT-F	7 WCKG-F	7 WLIT-F<	WBBM-F	WCKG-F	7 WLUP-F	7 WXEZ-AF	7 WNUA-F
8 WKQX-F	8 WKQX-F	8 WXRT-F	8 WXRT-F	8 WUSN-F	8 WGCI-F	8 WYTZ-F	8 WUSN-F	8 WBBM-F	WJMK-F	8 WOJO-F
WGN <	9 WYTZ-F	WKQX-F	WTMX-F	9 WXEZ-AF	9 WVAZ-F>	9 WKQX-F<	9 WTMX-F	9 WYTZ-F	WCKG-F	9
10 WVVX-F	10 WLIT-F	WJMK-F	10 WKQX-F	WXRT-F	10 WMAQ	10 WLIT-F	10 WLUP	WLIT-F	10 WUSN-F	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGCI-F	1 WVAZ-F	1 WVAZ-F>	1 WVAZ-F	1 WVAZ-F	1 WGCI-F<	1 WLUP-F	1 WLUP-F	1 WLUP-F	1 WLUP-F<
2 WBBM-F	2 WGCI-F>	2 WGCI-F>	2 WGCI-F>	2 WGCI-F	2 WLUP-F<	2 WCKG-F	2 WCKG-F	2 WCKG-F<	2 WGN
3 WVAZ-F	3 WLUP-F	3 WLUP-F	3 WLIT-F	3 WLIT-F	3 WCKG-F>	3 WGCI-F	3 WVAZ-F	3 WGCI-F	3 WVAZ-F<
4 WLUP-F>	4 WBBM-F	4 WLIT-F<	4 WLUP-F<	4 WGN	4 WLUP >	4 WVAZ-F	4 WXRT-F	4 WVAZ-F	4 WCKG-F<
5 WYTZ-F	5 WLIT-F<	5 WTMX-F	5 WTMX-F<	5 WTMX-F	5 WVAZ-F	5 WLUP	WGCI-F	5 WLUP	5 WGCI-F
WKQX-F	6 WKQX-F<	6 WKQX-F	6 WKQX-F<	6 WKQX-F	6 WYTZ-F	6 WXRT-F>	6 WLUP >>	6 WXRT-F	6 WJMK-F<
7 WLIT-F	7 WYTZ-F	7 WYTZ-F	7 WBBM-F	7 WXEZ-AF<	7 WBBM-F	7 WBBM-F<	7 WKQX-F	7 WGN	7 WLUP <
8 WCKG-F<	8 WTMX-F	8 WXRT-F	8 WYTZ-F	8 WJMK-F	8 WXRT-F	8 WKQX-F	8 WUSN-F<	8 WJMK-F	8 WXRT-F<
9 WUSN-F	9 WCKG-F	WCKG-F	9 WGN <	9 WLUP-F	9 WKQX-F>	9 WYTZ-F	9 WOJO-F<	9 WUSN-F	9 WUSN-F>
10 WTMX-F	10 WXRT-F	10 WBBM-F	10 WJMK-F	10 WUSN-F	10 WUSN-F	10 WUSN-F	10 WTMX-F	10 WKQX-F	10 WBBM

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBUS-F	99.9	KANKAKEE	0.3/1.6
WGCI	1390	CHICAGO	0.4/1.8
WIND	560	CHICAGO	0.5/1.8
WJKL-F	94.3	ELGIN	0.3/0.9
WJOB	1230	HAMMOND	0.3/1.3
WJOL	1340	JOLIET	0.3/0.6
WJPC	950	CHICAGO	0.2/0.8
WKRS	1220	WAUKEGAN	0.5/0.5
WLNR-F	106.3	LANSING	0.7/2.4
WTAQ	1300	LA GRANGE	0.4/0.9
WVON	1450	CHICAGO	0.9/1.2
WVX-F	103.1	HIGHLAND PARK	0.4/1.4
WYCA-F	92.3	HAMMOND	0.4/1.3
WYSY-F	107.9	AURORA	0.6/2.1

RADIO STATIONS

AM STATIONS

WBBM,	780,	50 KW	, NEWS	CBS,	\$220.00 (CBS)	CBS
WGCI,	1390,	5 KW (DA-2)	, URBAN	, \$ NA	(Mc-Guild)	Gannett
WGN,	720,	50 KW	, VARIETY/TALK	ABC-1,	\$310.00 (Christal)	Tribune Co.
WIND,	560,	5 KW (DA-2)	, HISPANIC	, \$ 75.00	(Katz)	Tichenor
WJJD,	1160,	50 KW/4KW (DA-2)	, NOSTALGIA	US 2,	\$125.00 (Katz)	Infinity
WJPC,	950,	1 KW/5KW (DA-N)	, BLACK	, \$ 65.00	(---)	Johnson Prod.
WLS,	890,	50 KW	, AC	ABC-C,	\$145.00 (Banner)	Cap Cities/ABC
WLUP,	1000,	50 KW (DA-2)	, TALK/AOR	MBS,	\$100.00 (MMR)	Evergreen
WMAQ,	670,	50 KW	, NEWS	APR,NBC,	\$125.00 (Group W)	Westinghouse
WSBC,	1240,	1 KW	, ETHNIC	, \$ 21.00	(---)	
WVON,	1450,	1 KW	, BLACK	, \$ 50.00	(Roslin)	
WXEZ,	820,	5KW/1KW (DA-N)	, EZ	MBS,	\$ NA (Republic)	Century

FM STATION

WBBM,	96.3,	6 KW @ 1174,	CHR	CBS-R,	\$145.00 (CBS)	CBS
WCKG,	105.9,	4 KW @ 1575,	CLASSIC AOR	, \$143.00	(Katz)	Cox
WCLR,	101.9,	4 KW @ 1560,	AC	, \$172.00	(Mc-Guild)	Bonneville
WFMT,	98.7,	16 KW @ 1167,	CLASSICAL	, \$125.00	(HNWH)	
WFYR,	103.5,	4 KW @ 1548,	AC/OLDIES	US 1,	\$130.00 (Republic)	RKO/Summit
WGCI,	107.5,	33 KW @ 600,	URBAN	, \$200.00	(Mc-Guild)	Gannett
WJMK,	104.3,	4 KW @ 1575,	OLDIES	US 2,	\$166.00 (Katz)	Infinity
WKQX,	101.1,	6 KW @ 1170,	CONTEMP/AC	Source,	\$158.00 (HNWH)	Emmis
WLAK,	93.9,	5 KW @ 1581,	SOFT AC	, \$172.00	(Christal)	Viacom
WLUP,	97.9,	6 KW @ 1170,	AOR	, \$ 21.00	(MMR)	Statewide
WNIB,	97.1,	8 KW @ 1196,	CLASSICAL	, \$ 95.00	(CMBS)	
WNUA,	95.5,	6 KW @ 1170,	JAZZ/NEW AGE	, \$105.00	(Durpetti)	Pyramid
WUSN,	99.5,	6 KW @ 1170,	COUNTRY	ABC-D,	\$160.00 (MMR)	Cook Inlet
WXEZ,	100.3,	6 KW @ 1167,	BTFL/EZ	ABC-E,	\$195.00 (Republic)	Century
WXRT,	93.1,	7 KW @ 1310,	AOR	, \$165.00	(CBS)	
WYTZ,	94.7,	4 KW @ 1535,	CHR	ABC-R,	\$151.00 (Banner)	Cap Cities/ABC
WVAZ,	102.7,	6 KW @ 1170,	BLACK OLDIES	ABC-F,	\$165.00 (Durpetti)	Broadcast Partners
WOJO,	105.1,	6 KW @ 1174,	SPANICH	, \$ 85.00	(Katz Hisp.)	Tichenor
WTWV,	106.7,	50 KW @ 330,	JAZZ/NEW AGE	SMN,	\$ 60.00 (Roslin)	

CINCINNATI

Arbitron Rank/Pop (12+): 30/1,165,500  
 MSA Rank/Pop: 31/1,427,200  
 ADI # 30  
 Average Person Ratings: 17.7  
 Market TSL: 23.0 hours

Stations: 28/23  
 Diaries: 1464/796:1/58.4%  
 Sample Target: 1340  
 % Below Line: 3.2  
 % Not Listed: 7.1

1988 Revenue: \$49,200,000  
 HH Inc.: \$33,116  
 Retail \$: 12.0 Bil  
 Pop per Station: 50,673  
 #1 Biller: WLW \$10,000,000

12+ METRO	1/4/SHARE	FAL					SUM					SPG					WIN					4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL		WIN		% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
		88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88													
1. WEBN-F (AOR)	244/11.9	10.7	11.6	13.6	12.4	11.9	296/3482	2915/25.0	23.5	24.7	94	15.9	315	3269	WEBN-F																		
2. WKRQ-F (CHR)	193/ 9.4	9.2	10.3	9.9	9.2	9.7	272/3944	2817/24.2	24.6	26.3	76	11.0	217	3181	WKRQ-F																		
3. WWEZ-F (EZ)	189/ 9.2	9.0	8.2	7.5	9.6	8.5	218/2224	1794/15.4	16.4	16.8	70	7.6	151	1387	WWEZ-F																		
4. WLW (MOR)	181/ 8.8	8.5	11.4	12.3	6.9	10.3	258/4291	3063/26.3	25.2	19.5	106	7.5	149	2366	WLW																		
5. WNNK-F (AC)	135/ 6.6	5.6	3.9	4.6	3.4	5.2	165/2482	1868/16.0	13.5	11.4	127	5.3	104	1726	WNNK-F																		
WKRC (MOR)	135/ 6.6	4.6	5.9	6.9	8.1	6.0	150/2606	2234/19.2	19.4	18.1	95	5.4	106	1570	WKRC																		
7. WRRM-F (AC)	110/ 5.3	6.1	5.2	3.9	5.6	5.1	126/1955	1654/14.2	14.6	13.6	142	3.0	60	1192	WRRM-F																		
8. WCKY (N/T)	101/ 4.9	5.7	4.0	4.8	5.8	4.8	108/1477	1291/11.1	11.8	10.5	39	5.1	101	1221	WCKY																		
9. WUBE-F (C)	94/ 4.6	6.4	4.2	5.7	4.8	5.2	144/2121	1397/12.0	12.1	9.8	137	5.9	117	1382	WUBE-F																		
WOFX-F (AC)	94/ 4.6	5.5	4.4	3.0	4.6	4.4	118/2047	1559/13.4	15.5	10.5	135	4.7	93	1481	WOFX-F																		
11. WBLZ-F (B)	81/ 3.9	3.7	4.8	3.3	4.5	3.9	90/1455	1214/10.4	9.7	10.2	85	7.6	150	1717	WBLZ-F																		
12. WIZF-F (B)	73/ 3.5	3.1	3.6	3.1	3.2	3.3	76/951	893/ 7.7	6.8	5.9	106	3.7	73	1363	WIZF-F																		
13. WBVE-F (C)	56/ 2.7	2.7	3.5	3.4	4.2	3.1	140/1841	897/ 7.7	7.5	9.1	156	3.1	62	962	WBVE-F																		
14.																																	
15.																																	

12+ PM SHARE (METRO): 72.23% (1381 of 1912) (WIN 88: 0.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRQ-F>>	1 WEBN-F>>	1 WEBN-F>	1 WEBN-F>	1 WEBN-F	1 WFEZ-F	1 WEBN-F	1 WFEZ-F	1 WEBN-F	1 WLW	1 WCKY
2 WEBN-F	2 WKRQ-F>	2 WKRQ-F	2 WNNK-F<	2 WLW	2 WLW	2 WKRC	2 WEBN-F	2 WKRQ-F	2 WKRQ-F	2 WEBN-F<
3 WBLZ-F	3 WOFX-F	3 WNNK-F	3 WLW	3 WNNK-F	3 WKRC	3 WLW	3 WKRQ-F	3 WFEZ-F<	3 WEBN-F>	3 WLW
4 WIZF-F>	4 WNNK-F	4 WRRM-F<	4 WKRQ-F<	4 WRRM-F	4 WCKY >	4 WKRQ-F>	4 WLW	4 WLW	4 WCKY <	4 WUBE-F
5 WNNK-F>>	5 WRRM-F	5 WLW	5 WRRM-F	5 WKRQ-F	5 WUBE-F	5 WFEZ-F	5 WNNK-F	5 WNNK-F	5 WBLZ-F	5 WOFX-F
6	6 WLW	6 WOFX-F	6 WOFX-F	6 WFEZ-F<	6 WNNK-F<	6 WCKY	6 WRRM-F	6 WRRM-F	6 WNNK-F	6 WKRC
7	7 WBLZ-F<	7	7 WUBE-F<	7 WUBE-F	7 WRRM-F	7 WNNK-F	7 WOFX-F<	7 WKRC	7 WOFX-F	7
8	8 WIZF-F	8	8 WKRC	8 WKRC <	8	8 WUBE-F	8 WKRC <	8 WOFX-F	8	8
9	9	9	9	9 WOFX-F	9	9	9 WUBE-F	9 WIZF-F	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRQ-F<	1 WEBN-F	1 WEBN-F	1 WNNK-F<	1 WNNK-F	1 WEBN-F>>	1 WEBN-F>>	1 WEBN-F>	1 WEBN-F>>	1 WEBN-F
2 WEBN-F>	2 WKRQ-F>	2 WNNK-F	2 WKRQ-F	2 WRRM-F	2 WKRQ-F>	2 WOFX-F	2 WOFX-F	2 WLW	2 WLW >
3 WNNK-F	3 WNNK-F	WKRQ-F	3 WEBN-F	3 WFEZ-F	3 WOFX-F>	3 WKRQ-F	3 WLW	3 WOFX-F	3 WOFX-F
4 WBLZ-F	4 WRRM-F	4 WRRM-F	4 WRRM-F>	4 WKRQ-F	4 WNNK-F	4 WLW >	4 WKRQ-F>	4 WKRQ-F	4 WKRC <
5 WRRM-F	5 WOFX-F	5 WOFX-F>	5 WBLZ-F<	5 WEBN-F	WRRM-F	5 WNNK-F<	5 WNNK-F	5 WNNK-F	5 WKRQ-F<
6 WOFX-F	6 WBLZ-F>	6 WLW	6 WUBE-F	6 WUBE-F	WIZF-F>	6 WRRM-F	6 WRRM-F	6 WRRM-F<	6 WNNK-F
7 WIZF-F	7 WIZF-F	7 WFEZ-F	WOFX-F	7 WLW	7 WLW	7 WIZF-F	WKRC	7 WKRC	7 WUBE-F
8	8	8 WUBE-F	8	8	WBLZ-F	8 WKRC	8 WIZF-F	8	8 WRRM-F
9	9	WBLZ-F	9	9	9	9	9	9	9

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAKW-F	93.3	Cincinnati	1.1/3.9
WCIN	1480	Cincinnati	0.5/2.3
WDJO	1230	Cincinnati	0.4/2.3
WMLA	1180	Florence	0.9/2.0
WNOP	740	Newport	1.3/1.6
WOXY-F	97.7	Oxford	0.4/1.6
WRBZ-F	107.1	Milford	0.7/2.5
WSAI	1360	Cincinnati	1.6/5.3
WSCH-F	99.1	Aurora	0.4/0.9
WTSJ	1050	Cincinnati	0.6/1.4
WGTZ-F	92.9	Eaton	0.6/1.6
WHKO-F	99.1	Dayton/Sprgfld	0.6/2.4
WPFM	910	Middletown/Ketr	0.3/0.7
WPFM-F	105.9	Middletown	1.2/2.9
WTUE-F	104.7	Dayton	0.4/2.4

RADIO STATIONS

AM STATIONS

WCIN,	1480,	5 KW/500 W (DA-2),	CLASSICAL	NBN,SBN, \$ 25.00 (CMBS)	
WKY,	1530,	50 KW (DA-N)	, NEWS/TALK	CBS,NBC, \$ 62.00 (CBS)	Federated
WDJO,	1230,	1 KW	, OLDIES	US 2, \$ 28.00 (Christal)	American
WKRC,	550,	5 KW/1 KW (DA-2)	, MOR/AC	ABC-E, \$ 90.00 (Katz)	Great American
WLW,	700,	50 KW	, MOR	ABC-I, \$ 92.00 (Eastman)	Jacor
WNOP,	740,	1 KW (DAYS,DA)	, JAZZ/VARIETY	, \$ 20.00 (---)	(NEWPORT, KY)
WTSJ,	1050,	1 KW/278	, RELIGION	, \$ 20.00 (AM. Sunrise)	
WSAI,	1360,	5 KW (DA-N)	, OLDIES	, \$ 28.00 (MMR)	Booth

FM STATIONS

WBLZ,	103.5,	19 KW @ 790,	BLACK	, \$ 65.00 (Republic)	Dalton	(HAMILTON)
WBVE,	96.5,	20 KW @ 810,	COUNTRY	ABC-D, \$ 50.00 (Eastman)	Reams	(HAMILTON)
WEBN,	102.7,	17 KW @ 876,	AOR	, \$ 103.00 (Eastman)	Jacor	
WIZF,	100.9,	1 KW @ 466,	BLACK	, \$ 35.00 (Banner)	Interurban	(ERLANGER, KY)
WLLT,	94.9,	27 KW @ 650,	AC	, \$ 57.00 (Republic)	Hoker	(FAIRFIELD)
WRBZ,	107.1,	3 KW @ 300,	AC	, \$ 36.00 (K & P)		(MILFORD)
WKRQ,	101.9,	16 KW @ 880,	CHR	ABC-F, \$ 107.00 (Katz)	Great American	
WRRM,	98.5,	15 KW @ 810,	AC	, \$ 85.00 (Christal)	Susquehanna	
WUBE,	105.1,	14 KW @ 920,	COUNTRY	, \$ 74.00 (Christal)	American	
WWEZ,	92.5,	11 KW @ 905,	BTFL/EZ	, \$ 70.00 (CBS)	Federated	
WNNK,	94.1,	32 KW @ 550,	AC	, \$ 52.00 (MMR)	Booth	



CLEVELAND

Arbitron Rank/Pop (12+): 22/1,754,500  
 MSA Rank/Pop: 24/1,843,700  
 ADI # 11  
 Average Person Ratings: 18.4  
 Market TSL: 24.0 hours

Stations: 27/22  
 Diaries: 1677/1046:1/55.5%  
 Sample Target: 1640  
 % Below Line: 3.3  
 % Not Listed: 10.1

1988 Revenue: \$45,900,000  
 HH Inc.: \$33,340  
 Retail \$: 13.8 Bil  
 Pop per Station: 79,750  
 #1 Biller: WMMS-F \$8,600,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WMMS-F (AOR)	328/10.2	9.6	10.2	10.0	12.4	10.0	427/6726	4716/26.9	23.6	26.4	141	14.1	440	5433	WMMS-F
2. WQAL-F (EZ)	312/ 9.7	7.7	7.5	8.9	11.4	8.4	354/3550	2899/16.5	16.0	18.2	61	5.4	169	1858	WQAL-F
3. WLTF-F (AC)	235/ 7.3	8.3	8.3	7.4	6.3	7.8	292/4577	3421/19.5	19.7	18.2	136	8.9	278	3300	WLTF-F
4. WZAK-F (B)	233/ 7.2	7.3	7.5	7.0	8.0	7.3	252/2743	2284/13.0	11.3	12.4	107	10.0	310	3417	WZAK-F
5. WMJI-F (AC)	204/ 6.3	6.1	7.0	8.6	7.1	7.0	307/4435	3094/17.6	17.7	19.7	162	7.4	229	2971	WMJI-F
6. WDOK-F (AC)	200/ 6.2	6.6	6.3	4.7	5.1	5.9	260/3562	2649/15.1	19.4	14.1	145	5.3	165	2010	WDOK-F
7. WNCX-F (AOR)	166/ 5.1	6.6	5.3	6.2	4.8	5.8	199/3335	2494/14.2	14.2	12.2	129	4.8	148	2189	WNCX-F
8. WGAR-F (C)	164/ 5.1	4.3	4.9	5.5	6.1	4.9	228/2781	1783/10.2	11.4	10.0	80	3.8	119	1796	WGAR-F
9. WWWE (N/T)	149/ 4.6	4.9	7.0	8.2	4.7	6.2	208/3021	2236/12.7	17.9	14.4	100	3.9	120	1695	WWWE
10. WRMR (BB)	144/ 4.5	5.5	4.8	3.1	2.9	4.5	170/2551	2067/11.8	10.2	6.0	44	3.5	109	1533	WRMR
11. WPHR-F (CHR)	123/ 3.8	3.1	2.8	2.6	1.9	3.1	238/3813	2262/12.9	12.0	9.5	61	5.0	155	2356	WPHR-F
12. WERE (N/T)	110/ 3.4	3.2	3.3	3.1	4.4	3.3	119/1782	1658/ 9.4	9.4	10.0	38	2.8	87	1317	WERE
13. WCLV-F (CL)	98/ 3.0	2.7	1.6	1.8	1.8	2.3	101/1468	1330/ 7.6	7.5	5.7	47	1.9	60	950	WCLV-F
14. WRQC-F (CHR)	94/ 2.9	2.9	3.4	2.0	2.7	2.8	95/1950	1918/10.9	9.2	10.7	48	3.1	97	2106	WRQC-F
15. WNWV-F (J/NA)	88/ 2.7	3.1	2.6	3.5	2.5	3.0	97/1713	1369/ 7.8	7.4	7.2	181	3.1	95	1945	WNWV-F
16. WJMO (B)	44/ 1.4	1.3	1.4	1.1	1.5	1.3	45/876	841/ 4.8	4.5	5.3	107	2.3	72	968	WJMO
17. WONE-F (AOR)	34/ 1.1	0.7	0.8	0.6	1.0	0.8	0/0	0/ 4.4	3.4	3.7	91	1.0	30	816	WONE-F
18.															
19.															
20.															

12+ FM SHARE (METRO): 80.46% (2334 of 2901) (WIN 88: 79.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F	1 WMMS-F>	1 WMMS-F>	1 WMMS-F>	1 WMMS-F>	1 WQAL-F>	1 WMMS-F>	1 WQAL-F	1 WMMS-F	1 WZAK-F>	1 WERE
2 WRQC-F	2 WZAK-F	2 WZAK-F<	2 WZAK-F<	2 WMJI-F<	2 WDOK-F	2 WMJI-F	2 WMMS-F	2 WQAL-F	2 WMMS-F	2 WZAK-F
3 WZAK-F	3 WNCX-F	3 WLTF-F	3 WLTF-F	3 WLTF-F	3 WRMR	3 WQAL-F	3 WDOK-F<	3 WLTF-F	3 WLTF-F	3 WLTF-F
4 WMMS-F>	4 WLTF-F>	4 WNCX-F<	4 WNCX-F<	4 WDOK-F	4 WWWE <	4 WLTF-F	4 WLTF-F	4 WZAK-F	4 WRMR	4 WQAL-F<
5 WLTF-F>>	5 WMJI-F>	5 WMJI-F	5 WMJI-F	5 WZAK-F	5 WMJI-F	5 WZAK-F	5 WNCX-F	5 WDOK-F	5 WQAL-F	5 WWWE >>
6	6 WPHR-F	6 WDOK-F>	6 WDOK-F>	6 WNCX-F	6 WGAR-F	6 WWWE <	6 WMJI-F	6 WNCX-F	6 WPHR-F	6
7	7 WGAR-F	7 WQAL-F<	7 WQAL-F<	7 WQAL-F	7 WLTF-F	7 WGAR-F	7 WWWE	7 WMJI-F	7 WWWE	7
8	8 WNWV-F	8 WGAR-F	8 WGAR-F	8	8	8	8	8	8	8
9	9 WDOK-F	9 WNWV-F	9 WNWV-F	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMMS-F>	1 WMMS-F	1 WLTF-F	1 WMMS-F<	1 WLTF-F	1 WNCX-F	1 WMMS-F	1 WMMS-F>>	1 WMMS-F>	1 WMMS-F>
2 WZAK-F>	2 WZAK-F	2 WZAK-F	2 WLTF-F	2 WMJI-F<	2 WZAK-F	2 WNCX-F>	2 WNCX-F>>	2 WNCX-F>	2 WDOK-F
3 WPHR-F	3 WLTF-F>	3 WMMS-F>	3 WZAK-F	3 WDOK-F	3 WMMS-F	3 WZAK-F>	3 WZAK-F<	3 WZAK-F	3 WNCX-F<
4 WNCX-F	4 WMJI-F	4 WMJI-F>	4 WMJI-F	4 WQAL-F	4 WGAR-F	4 WLTF-F	4 WMJI-F	4 WMJI-F	4 WMJI-F
5 WLTF-F	5 WNCX-F>	5 WNCX-F	5 WDOK-F	5 WMMS-F	5 WLTF-F	5 WGAR-F<	5 WDOK-F	5 WDOK-F	5 WWWE >
6 WRQC-F>	6 WPHR-F	6 WNWV-F	6 WQAL-F	6 WZAK-F>	6 WPHR-F>	6 WMJI-F	6 WNWV-F	6 WLTF-F<	6 WLTF-F
7 WMJI-F	7 WRQC-F	7 WQAL-F	7 WNCX-F	7 WGAR-F	7 WRQC-F>>	7 WPHR-F	7 WLTF-F	7 WWWE	7 WZAK-F
8 WKDD-F>	8 WNWV-F	8 WDOK-F	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WABQ	1540	Cleveland	0.4/1.4
WBKC	1460	Painesville	0.3/1.0
WELW	1330	Willoughby	0.3/0.6
WEOL	930	Elyria	0.8/1.8
WGAR	1220	Cleveland	0.4/2.2
WHK	1420	Cleveland	0.9/3.5
CKLW	800	Windsor	0.5/1.6
WHBC-F	94.1	Canton/Akron	0.6/0.9
WKDD-F	96.5	Akron	0.7/5.9
WNIR-F	100.1	Kent/Akron	0.3/0.9
WONE-F	97.5	Akron/Cleveland	1.1/4.4

RADIO STATIONS

AM STATIONS

WABQ,	1540,	1 KW (DAYS)	, GOSPEL	NBN, \$ 20.00 (Unity)	
WERE,	1300,	5 KW (DA-1)	, NEWS/TALK	CBS-MBS, \$ 58.00 (Mc-Guild)	Metroplex
WGAR,	1220,	50 KW (DA-N)	, COUNTRY	ABC-E, \$ NA (HNWH)	Nationwide
WHK,	1420,	5 KW (DA-N)	, BUSINESS NEWS	NBC, \$ 38.00 (Katz)	Malrite
WJMO,	1490,	1 KW	, BLACK	NBN,SMN, \$ 39.00 (MMR)	United
WRMR,	850,	10 KW/ 5 KW (DA-2)	, NOSTALGIA	APR, \$ 43.00 (Christal)	Booth
WWWE,	1100,	50 KW	, NEWS/TALK	CNN,ABC-I, \$ 80.00 (Republic)	

FM STATIONS

WCLV,	95.5,	31 KW @ 600,	CLASSICAL	, \$ 58.00 (CMBS)	
WDOK,	102.1,	9 KW @ 1000,	SOFT AC	, \$ 80.00 (Republic)	
WGAR,	99.5,	50 KW @ 500,	COUNTRY	ABC-E, \$ 86.00 (HNWH)	Nationwide
WLTF,	106.5,	11 KW @ 1060,	AC	APR, \$110.00 (Christal)	Booth
WMJI,	105.7,	27 KW @ 900,	AC	, \$115.00 (Eastman)	Jacor
WMMS,	100.7,	34 KW @ 600,	AOR/CHR	Source, \$154.00 (Katz)	Malrite
WNXC,	98.5,	16 KW @ 960,	CLASSIC ROCK	ABC-F, \$ 75.00 (Mc-Guild)	Metroplex
WNWV,	107.3,	50 KW @ 466,	JAZZ/NEW AGE	SMN, \$ 50.00 (Torbet)	(ELYRIA)
WPHR,	107.9,	16 KW @ 892,	CHR	US 1,ABC-C, \$ 59.00 (Republic)	Ardman
WQAL,	104.1,	11 KW @ 1060,	BTFL/EZ	, \$100.00 (Christal)	ML Media
WROC,	92.3,	27 KW @ 234,	CHR	ABC-C,ABC-R, \$ 57.00 (MMR)	United
WZAK,	93.1,	28 KW @ 620,	BLACK	CBS-R, \$ 87.00 (Durpetti)	Zapis

COLUMBUS, OH

Arbitron Rank/Pop (12+): 33/1,088,000  
 MSA Rank/Pop: 35/1,320,300  
 ADI # 33  
 Average Person Ratings: 16.6  
 Market TSL: 21.75 hours

Stations: 24/21  
 Diaries: 1334/990:1/55.4%  
 Sample Target: 1280  
 % Below Line: 2.1  
 % Not Listed: 10.1

1988 Revenue: \$38,500,000  
 HH Inc.: \$32,109  
 Retail \$: 9.8 Bil  
 Pop per Station: 51,809  
 #1 Biller: WLVQ-F \$7,000,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. WNCI-F (CHR)	246/13.6	12.4	12.0	11.4	10.0	12.4	362/4542	3237/29.8	26.8	25.6	87	13.1	248	3701
2. WSNY-F (AC)	186/10.3	11.1	8.8	12.1	8.9	10.6	209/2690	2382/21.9	22.0	19.9	132	10.0	190	2277
3. WLVQ-F (AOR)	165/ 9.1	9.8	9.2	7.9	8.9	9.0	181/2558	2181/20.0	21.1	19.2	113	7.8	148	2234
4. WBNS-F (EZ)	144/ 8.0	8.1	8.6	9.2	9.8	8.5	166/2007	1696/15.6	17.6	19.5	73	6.1	116	1216
5. WTVN (MOR)	123/ 6.8	8.3	8.0	10.1	9.3	8.3	147/2377	1830/16.8	19.4	18.8	107	7.3	139	1383
6. WHOK-F (C)	119/ 6.6	4.3	5.1	5.3	4.9	5.3	205/2347	1541/14.2	10.3	10.0	130	6.8	128	1338
7. WXGT-F (CHR)	117/ 6.5	5.9	7.0	6.8	9.2	6.6	145/2931	2368/21.8	20.3	22.5	72	8.7	164	2017
8. WVKO (B)	80/ 4.4	4.1	4.5	2.5	2.1	3.9	80/651	651/ 6.0	7.3	6.1	114	5.3	101	1173
9. WMGG-F (AOR)	75/ 4.1	5.0	6.1	5.9	4.6	5.3	88/1611	1379/12.7	14.8	11.7	129	7.1	134	1741
10. WCOL (BB)	64/ 3.5	3.3	2.6	3.0	2.6	3.1	65/749	738/ 6.8	7.1	4.6	43	3.0	57	713
11. WMNI (C)	49/ 2.7	2.5	2.4	2.8	3.2	2.6	50/606	571/ 5.2	5.2	5.9	52	2.6	50	668
12. WXLE-F (AC)	47/ 2.6	2.1	2.0	1.1	1.2	1.9	66/1162	944/ 8.7	5.9	4.1	165	1.5	28	525
13. WCKX-F (B)	38/ 2.1	1.5	2.4	2.3	3.2	2.1	38/487	475/ 4.4	4.4	5.6	86	2.5	47	604
14. WBBY-F (J)	27/ 1.5	1.8	2.2	1.9	2.7	1.9	27/643	643/ 5.9	6.0	6.5	160	3.8	72	574
15. WBNS (MOR)	25/ 1.4	2.6	1.7	1.2	1.8	1.7	27/846	774/ 7.1	11.4	6.7	86	0.8	16	455

12+ FM SHARE (METRO): 73.74% (1199 of 1626) (WIN 88: 72.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNCI-F	1 WNCI-F	1 WNCI-F	1 WSNY-F	1 WSNY-F	1 WBNS-F	1 WNCI-F	1 WNCI-F	1 WNCI-F	1 WNCI-F	1 WBNS-F
2 WXGT-F	2 WLVQ-F	2 WSNY-F	2 WNCI-F	2 WNCI-F	2 WTVN	2 WSNY-F	2 WSNY-F	2 WSNY-F	2 WLVQ-F	2 WDLR
3 WLVQ-F	3 WSNY-F	3 WLVQ-F	3 WLVQ-F	3 WLVQ-F	3 WSNY-F	3 WTVN	3 WLVQ-F	3 WLVQ-F	3 WXGT-F	3 WTVN
4	4 WMGG-F	4 WHOK-F	4 WHOK-F	4 WHOK-F	4 WHOK-F	4 WLVQ-F	4 WBNS-F	4 WBNS-F	4 WSNY-F	4 WNCI-F
5	5 WXGT-F	5 WXGT-F	5 WTVN	5 WTVN	5 WCOL	5 WBNS-F	5 WHOK-F	5 WXGT-F	5 WBNS-F	5 WBNS
6	6	6	6	6	6 WNCI-F	6	6	6	6 WVKO	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNCI-F	1 WNCI-F	1 WNCI-F	1 WNCI-F	1 WSNY-F	1 WNCI-F	1 WLVQ-F	1 WLVQ-F	1 WLVQ-F	1 WLVQ-F
2 WSNY-F	2 WSNY-F	2 WSNY-F	2 WSNY-F	2 WNCI-F	2 WLVQ-F	2 WNCI-F	2 WNCI-F	2 WNCI-F	2 WSNY-F
3 WXGT-F	3 WLVQ-F	3 WLVQ-F	3 WXGT-F	3 WHOK-F	3 WXGT-F	3 WMGG-F	3 WMGG-F	3 WSNY-F	3 WNCI-F
4 WLVQ-F	4 WXGT-F	4 WVKO	4 WVKO	4 WTVN	4 WMGG-F	4 WSNY-F	4 WSNY-F	4 WMGG-F	4 WHOK-F
5 WVKO	5 WVKO	5 WXGT-F	5 WLVQ-F	5 WVKO	5 WVKO	5 WXGT-F	5 WHOK-F	5 WHOK-F	5 WTVN
6	6	6 WMGG-F	6	6	6	6 WHOK-F	6	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCLT	1430	Newark	0.7/1.3
WCLT-F	100.3	Newark	1.1/2.4
WDLR	1550	Delaware	0.6/0.6
WHTH	790	Heath/Newark	0.8/1.4
WNKO-F	101.7	Newark/Heath	0.4/0.8
WRFD	880	Columbus/Wrthgt	1.2/3.5
WJR	760	Detroit	0.3/1.0
WLW	700	Cincinnati	1.3/5.6
WQIO-F	93.7	Mt. Vernon	0.5/2.7

RADIO STATIONS

AM STATIONS

WBNS, 1460,	5 KW/1 KW (DA-N)	, MOR	APR, ABC-I, \$ 41.00 (Banner)	Columbus Dispatch
WCOL, 1230,	1 KW	, NOSTALGIA	CBS, SMN, \$ 30.00 (Christal)	Great Trails
WMNI, 920,	1 KW/500 W (DA-2)	, COUNTRY	MBS, \$ 38.00 (Torbet)	
WRFD, 880,	5 KW (DAYS)	, RELIGION	CNN, \$ 20.00 (---)	Salem
WTVN, 610,	5 KW (DA-N)	, MOR/AC	ABC-E, \$115.00 (Katz)	Great American
WVKO, 1580,	1 KW/250 W (DA-2)	, BLACK	SBN, \$ 34.00 (Mc-Guild)	Saga

FM STATIONS

WBBY-F, 103.9,	2.7 KW @ 360,	JAZZ	US 2, \$ 30.00 (---)	
WBNS-F, 97.1,	26 KW @ 660,	BTFL/EZ	, \$ 71.00 (Banner)	Columbus Dispatch
WCKX-F, 106.3,	3 KW @ 328,	BLACK	NBN, \$ 29.00 (Roslin)	
WLVQ-F, 96.3,	18 KW @ 753,	AOR	, \$100.00 (Katz)	Great American
WMGG-F, 99.7,	50 KW @ 500,	CLASSIC ROCK	, \$ 62.00 (Torbet)	
WNCI-F, 97.9,	175 KW @ 565,	CHR	APR, \$109.00 (MMR)	Nationwide
WSNY-F, 94.7,	22 KW @ 753,	AC	, \$104.00 (Mc-Guild)	Saga
WXGT-F, 92.3,	18 KW @ 753,	CHR	CBS-R, \$ 70.00 (Christal)	Great Trails
WHOK-F, 95.5,	50 KW @ 215,	COUNTRY	APR, \$ 39.00 (Christal)	
WXLE-F, 103.1,	1.5 KW @ 455,	OLDIES	ABC-F, MBS, \$ 34.00 (Durpetti)	(LANCASTER)

DALLAS-FORT WORTH

Station Rank/Pop (12+): 8/3,111,900  
 MSB Rank/Pop: Dallas - 12/2,477,400  
 Fort Worth 37/1,306,800  
 Average Person Ratings: 16.8  
 Net On Air: 22.25 hours

Stations: 30/30  
 Diaries: 2381/1307:1/55.4%  
 Sample Target: 2200  
 % Below Line: 0.0  
 % Not Listed: 6.2

1988 Revenue: \$121,200,000  
 HH Inc.: \$36,977  
 Retail \$: 28.2 Bill  
 Pop per Station: 103,730  
 #1 Biller: KVIL-AF \$19,000,000

STATION	TYPE	FAL		SUM		SPG	WIN	4 Book	12+ TSA	12+ METRO		% Conversion			Cume	
		RS	RS	RS	RS					CUME	CUME	FAL	WIN	25-54		Birch
1	KVIL-AF (AC)	437/9.3	6.3	6.9	10.0	8.1	8.6	514/5808	5376/17.3	16.8	16.4	131	0.6	33	546	KVIL-AF
2	KKDA-F (B)	436/8.5	7.2	6.9	8.0	8.7	7.7	513/5218	4466/14.4	14.0	12.5	89	10.6	611	4989	KKDA-F
3	KSCS-F (C)	348/6.7	7.4	6.2	6.2	4.2	6.6	409/5952	5089/16.4	16.4	13.1	113	6.1	351	3562	KSCS-F
4	KPLX-F (C)	347/6.6	6.5	6.7	7.0	7.8	6.7	404/5644	4527/14.5	14.2	16.4	112	7.2	417	4121	KPLX-F
5	WBAP (C)	265/5.1	6.2	6.4	6.7	5.3	6.1	452/6391	4087/13.1	14.3	13.9	84	4.8	275	3571	WBAP
6	KHYI-F (CHR)	251/4.8	5.0	6.3	5.3	5.6	5.4	281/4843	4264/13.7	15.1	15.0	56	6.9	396	5378	KHYI-F
7	KRLD (N)	249/4.8	5.9	5.3	4.9	5.8	5.2	325/6294	4933/15.7	20.6	16.8	73	4.2	240	3677	KRLD
8	KEGL-F (CHR)	233/4.5	4.5	4.9	5.0	5.3	4.7	298/5382	4516/14.5	16.0	17.0	56	6.8	390	5409	KEGL-F
9	KMEZ-F (EZ)	228/4.4	1.6	2.4	1.5	2.1	2.5	242/2731	2586/8.3	5.9	5.3	80	4.4	254	2657	KMEZ-F
10	KLUV-F (AC)	198/3.8	3.4	4.8	2.9	3.3	3.7	221/3775	3350/10.8	10.1	9.2	142	3.0	174	2786	KLUV-F
11	KQZY-F (AC)	191/3.7	2.8	2.7	3.4	3.7	3.2	215/2973	2672/8.6	8.2	10.4	132	1.6	93	1442	KQZY-F
12	KTXQ-F (AOR)	189/3.6	3.4	4.3	4.0	4.6	3.8	232/4137	3440/11.1	11.3	12.5	94	4.9	285	3924	KTXQ-F
13	KJMZ-F (B)	179/3.4	4.7	5.6	5.1	5.5	4.7	190/3244	2952/9.5	10.0	10.3	74	3.3	189	1878	KJMZ-F
14	KLIF (T)	136/2.6	3.3	2.8	2.3	2.0	2.8	140/2120	1960/6.3	8.5	5.6	100	2.2	128	1650	KLIF
15	KHVN (R/G)	133/2.5	1.9	1.7	2.0	3.2	2.0	142/1189	1086/3.5	3.6	3.5	32	1.2	71	830	KHVN
16	KZPS-F (O)	128/2.4	2.7	2.6	3.0	2.0	2.7	149/2865	2555/8.2	8.6	6.1	154	3.0	175	2303	KZPS-F
17	KOJO-F (R/G)	127/2.4	2.7	1.8	2.3	1.8	2.3	146/2526	2101/6.8	6.3	5.1	121	2.8	161	1815	KOJO-F
18	KZEW-F (AOR)	126/2.4	2.6	2.4	2.0	2.4	2.3	160/3382	2757/8.9	9.6	8.9	113	2.4	137	1935	KZEW-F
19	KOAI-F (J/NA)	120/2.3	2.6	2.3	2.5	2.7	2.4	125/2127	1972/6.3	8.0	7.4	139	3.2	182	2367	KOAI-F
20	KMGC-F (AC)	120/2.3	2.5	2.6	2.9	2.0	2.6	120/2378	2312/7.4	8.2	8.0	143	2.4	141	1917	KMGC-F
21	KKDA (B)	89/1.7	1.7	1.6	0.6	0.4	1.4	104/1163	953/3.1	3.6	1.2	106	1.0	55	694	KKDA
22	WRR -F (CL)	87/1.7	1.4	1.3	1.0	1.6	1.4	90/1355	1315/4.2	3.9	4.6	82	1.5	87	1337	WRR -F
23	KESS (SP)	77/1.5	1.0	1.6	1.8	1.5	1.5	77/696	696/2.2	2.6	2.1	93	0.4	21	341	KESS
24																
25																

12+ FM SHARE (METRO): 77.62% (3808 of 4906) (WIN 88: 74.79%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHYI-F	1 KKDA-F>	1 KVIL-AF	1 KVIL-AF>	1 KVIL-AF>	1 KVIL-AF>	1 KVIL-AF	1 KVIL-AF>	1 KVIL-AF	1 KKDA-F>	1 WBAP
2 KKDA-F	2 KVIL-AF	2 KKDA-F>	2 KKDA-F	2 KSCS-F	2 WBAP	2 KKDA-F	2 KKDA-F	2 KSCS-F	2 KHYI-F	2 KKDA-F>>
3 KEGL-F>	3 KTXQ-F	3 KSCS-F<	3 KPLX-F<	3 KRLD	3 WBAP <	3 KPLX-F	3 KPLX-F	3 KPLX-F	3 KEGL-F	3 KSCS-F>>
4 KJMZ-F>	4 KEGL-F<	4 KPLX-F>	4 KSCS-F	4 KPLX-F>	4 KRLD <	4 KSCS-F	4 KPLX-F>	4 KPLX-F>	4 KJMZ-F	4 KRLD >>
5 KPLX-F>	5 KSCS-F	5 KTXQ-F<	5 KLUV-F	5 KLUV-F	5 KMEZ-F	5 KSCS-F<	5 KMEZ-F	5 KHYI-F<	5 KSCS-F	5 KVIL-F>>
6	6 KPLX-F<	6 KLUV-F	6 KQZY-F	6 KQZY-F	6 KSCS-F	6 KPLX-F>	6 KQZY-F	6 KEGL-F	6 KPLX-F	6 KLIF
7	7 KHYI-F<	7 KEGL-F	7 KZPS-F	7 WBAP	7	7 KEGL-F<	7 WBAP	7 WBAP	7 KVIL-AF	7 KJMZ-F>>
8	8 KJMZ-F	8	8	8	8	8 KHYI-F	8 KLUV-F	8	8 WBAP	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKDA-F>	1 KVIL-AF<	1 KVIL-AF>	1 KVIL-AF>	1 KVIL-AF>	1 KKDA-F<	1 KKDA-F	1 KKDA-F>	1 KKDA-F>	1 KVIL-AF
2 KHYI-F	2 KKDA-F>	2 KSCS-F<	2 KKDA-F	2 KSCS-F	2 KTXQ-F<	2 KTXQ-F	2 KTXQ-F<	2 KTXQ-F	2 KKDA-F
3 KEGL-F<	3 KSCS-F	3 KKDA-F>	3 KSCS-F<	3 KPLX-F<	3 KEGL-F>>	3 KEGL-F	3 KZPS-F	3 KSCS-F	3 KPLX-F
4 KJMZ-F<	4 KJMZ-F	4 KPLX-F<	4 KPLX-F>	4 KKDA-F	4 KSCS-F	4 KZEW-F<	4 KZEW-F	4 KPLX-F	4 KSCS-F<
5 KVIL-AF	KHYI-F	5 KZPS-F	5 KQZY-F	5 KQZY-F>	KJMZ-F<	5 KSCS-F	KPLX-F	5 KVIL-AF	5 KLUV-F
6 KPLX-F	6 KEGL-F<	KOJO-F	6 KJMZ-F	6 KMEZ-F	6 KHYI-F	6 KPLX-F<	6 KSCS-F<	6 KLUV-F<	6 WBAP
7 KTXQ-F	7 KPLX-F	7	7	7 KLUV-F	7 KZEW-F	7 KZPS-F	7 KMGC-F	7 KEGL-F	7 KTXQ-F
8 KSCS-F	8 KTXQ-F	8	8	8 KOJO-F	8	8 KVIL-AF	8	8 KZEW-F	8 KZPS-F
9	9	9	9	9	9	9 KHYI-F	9	9	9
10	10	10	10	10	10	10	10	10	10

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAAM	1310	Dallas	0.9/2.9
KLDD	570	Dallas	0.6/2.5
KMEZ	1480	Dallas	0.1/0.5
KPBC	1040	Dallas	0.3/0.8
KSSA	1600	Plano	0.3/0.7
KZRK-F	94.5	Gainesville	0.7/2.7

RADIO STATIONS

AM STATIONS

KAAM, 1310, 5 KW (DA-N)	, NOSTALGIA	,\$ 45.00 (Durpetti)	Bonneville
KESS, 1270, 5 KW (DA-1)	, HISPANIC	,\$ 51.00 (Caballero)	
KFJZ, 870, 500 W (DAYS, DA)	, NOSTALGIA	,\$ 40.00 (Lotus)	
KKDA, 730, 500 W (DAYS)	, BLACK	APR,\$ NA (Katz)	
KHVN, 970, 1 KW/270 W	, GOSPEL	NBN,\$ 49.00 (Mc-Guild)	
KLDD, 570, 5 KW (DA-2)	, OLDIES	US 1,\$ 50.00 (MMR)	Anchor
KLIF, 1190, 50 KW/5 KW (DA-2)	, TALK	NBC,\$ 82.00 (Eastman)	Susquehanna
KPBC, 1040, 1 KW (DAYS)	, RELIGION	,\$ 45.00 (---)	Crawford
KRLD, 1080, 50 KW (DA-N)	, NEWS	CBS,\$190.00 (Katz)	Command
KSKY, 660, 10 KW/500 W (DA-N)	, RELIGION	,\$ 25.00 (---)	Broadcast Partner
KSVZ, 1540, 50 KW/1 KW (DA-2)	, RELIGION	,\$ 30.00 (---)	
KWJS, 1360, 5 KW/1 KW (DA-2)	, RELIGION	,\$ 35.00 (---)	Marsh
WBAP, 820, 50 KW	, COUNTRY	ABC-I,\$185.00 (Banner)	Cap Cities/ABC

FM STATIONS

KMEZ, 107.5, 100 KW @ 450, BTFL/EZ	US 1,\$100.00 (Mc-Guild)	Gilmore
KEGL, 97.1, 98 KW @ 1460, CHR	ABC-C,\$160.00 (Torbet)	Sandusky
KHYI, 94.9, 33 KW @ 1509, CHR	,\$132.00 (Christal)	Statewide
KKDA, 104.5, 100 KW @ 1585, BLACK/URBAN	APR,\$170.00 (Katz)	
KLUV, 98.7, 100 KW @ 1585, OLDIES	US 2,\$133.00 (MMR)	TK
KJMZ, 100.3, 100 KW @ 1280, URBAN	,\$160.00 (Mc-Guild)	Summit
KMGC, 102.9, 100 KW @ 1572, AC	,\$130.00 (Christal)	Shamrock
KOJO, 94.1, 100 KW @ 1585, RELIGION/CC	ABC-F,\$103.00 (HNWH)	
KOAI, 106.1, 100 KW @ 1585, JAZZ/NEW AGE	,\$125.00 (HNWH)	Gannett
KPLX, 99.5, 100 KW @ 1680, COUNTRY	APR,\$205.00 (Eastman)	Susquehanna
KQZY, 105.3, 100 KW @ 1560, SOFT AC	,\$124.00 (Group W)	Westinghouse
KSCS, 96.3, 100 KW @ 1680, COUNTRY	,\$157.00 (Banner)	Cap Cities/ABC
KTXQ, 102.1, 100 KW @ 1420, AOR	ABC-R,\$151.00 (CBS)	CBS
KVIL, 103.7, 100 KW @ 1470, AC	,\$350.00 (Torbet)	Infinity
KZEW, 97.9, 100 KW @ 1680, CLASSIC ROCK	SOURCE,\$143.00 (MMR)	Anchor
KZPS, 92.5, 100 KW @ 1685, OLDIES	,\$100.00 (Durpetti)	Bonneville
WRR, 101.1, 100 KW @ 1510, CLASSICAL	,\$ 75.00 (CMBS)	City of Dallas

\*\*\*\*\* FORMAT CODES \*\*\*\*\*

* CHR - Contemporary Hit Radio, Top 40, Contemporary	T - Talk
* AC - Adult Contemporary	N - News
* O - Oldies (1955 to near 1988)	SP - Hispanic/Spanish
* B - Black (audience predominantly Black - over 75%)	BB - Big Band, Nostalgia
* U - Urban (majority of audience is non-white although a large segment is white)	M - Middle of Road (MOR), Full Service, Variety
* EZ - EZ Listening, Beautiful Music	J/NA - Jazz and New Age
* AOR - Album Oriented Rock, also includes Classic Rock	R - Religion, Christian, Christian Music
* CL - Classical	G - Gospel
* C - Country	E - Ethnic
	? - Others or Unknown

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DAYTON

Arbitron Rank/Pop (1+): 48/802,200  
 MSA Rank/Pop: 55/945,200  
 Average Person Ratings: 16.3  
 Market TSL: 21.5 hours

Stations: 23/16  
 Diaries: 1118/717:1/56.5%  
 Sample Target: 1110  
 % Below Line: 14.3  
 % Not Listed: 9.6

1988 Revenue: \$22,700,000  
 HH Inc.: \$33,262  
 Retail \$: 6.4 Bil  
 Pop per Station: 50,137  
 #1 Biller: WHIO \$3,500,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTUE-F (AOR)	158/12.1	14.7	14.1	12.8	13.4	13.4	197/2320	1893/23.6	24.8	22.9	98	17.7	235	2280	WTUE-F
2. WHKO-F (C)	118/ 9.0	9.1	10.0	12.8	11.8	10.2	158/2122	1526/19.0	20.7	22.8	93	10.4	138	1198	WHKO-F
3. WGTZ-F (CHR)	132/ 8.6	11.0	10.5	10.2	11.2	10.1	206/3287	2008/50.1	44.2	45.2	97	11.6	153	1951	WGTZ-F
4. WHIO (MOR)	110/ 8.4	8.1	9.2	9.7	8.5	8.9	114/1491	1367/17.0	16.6	17.6	62	5.8	77	1052	WHIO
5. WWSN-F (AC)	96/ 7.3	8.7	6.0	5.4	6.0	6.8	109/1583	1323/16.5	16.3	13.6	136	5.1	67	713	WWSN-F
6. WVUD-F (AC)	76/ 5.8	5.6	6.3	3.7	4.5	5.3	90/1114	933/11.6	13.1	11.7	128	3.0	40	715	WVUD-F
7. WONE (C)	61/ 4.7	4.3	6.0	5.9	5.4	5.2	75/1132	863/10.8	10.8	11.4	87	3.8	50	802	WONE
8. WBVE-F (C)	60/ 4.6	3.9	4.4	2.6	4.0	3.9	135/1632	763/ 9.5	10.0	8.4	143	4.2	56	784	WBVE-F
9. WAZU-F (AC)	49/ 3.7	0.7	0.7	0.8	1.5	1.5	54/800	641/ 8.0	3.5	3.3	78	2.1	28	277	WAZU-F
10. WLW (MOR)	48/ 3.7	4.2	5.0	5.7	2.5	4.7	123/2157	879/11.0	10.3	8.2	135	3.1	41	569	WLW
11. WYMJ-F (CHR)	47/ 3.6	4.4	3.1	4.4	4.3	3.9	49/1048	978/12.2	14.3	15.6	78	5.4	72	1030	WYMJ-F
12. WDAO (B)	43/ 3.3	1.0	2.4	3.2	3.4	2.5	45/405	385/ 4.8	3.9	5.1	121	1.8	24	422	WDAO
13. WBLZ-F (B)	42/ 3.2	3.7	4.6	4.2	3.2	3.9	53/792	551/ 6.9	8.4	7.6	91	8.9	118	986	WBLZ-F
14. WING (O)	41/ 3.1	3.5	2.3	2.4	2.3	2.8	45/876	772/ 9.6	10.2	6.7	132	1.5	20	565	WING

12+ FM SHARE (METRO): 73.60% (870 of 1182) (WIN 88: 73.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGTZ-F>>	1 WTUE-F>>	1 WTUE-F>	1 WTUE-F	1 WTUE-F	1 WHKO-F<	1 WHIO	1 WTUE-F<	1 WTUE-F>	1 WTUE-F>	1 WHIO >>
2 WTUE-F>	2 WWSN-F	2 WWSN-F	2 WWSN-F	2 WWSN-F	2 WHIO >	2 WTUE-F	2 WHKO-F<	2 WGTZ-F	2 WGTZ-F>	2 WONE
3 WYMJ-F	3 WGTZ-F	3 WGTZ-F	3 WHKO-F<	3 WHKO-F<	3 WONE	3 WHKO-F	3 WWSN-F	3 WWSN-F	3 WHIO	3 WLW
4 WAZU-F	4 WAZU-F	4 WVUD-F	4 WGTZ-F	4 WGTZ-F	4 WVUD-F	4 WWSN-F	4 WHIO	4 WHKO-F	4 WHKO-F	4 WGTZ-F
5	5 WBLZ-F	5 WHKO-F	5 WVUD-F	5 WVUD-F	5 WWSN-F	5 WONE	5 WVUD-F	5 WHIO	5 WAZU-F	5 WTUE-F
6	6	6	6	6	6	6	6	6 WVUD-F	6 WLW	6 WING

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWSN-F	1 WWSN-F	1 WWSN-F	1 WWSN-F	1 WWSN-F	1 WTUE-F>>	1 WTUE-F>>	1 WTUE-F>>	1 WTUE-F>>	1 WTUE-F>>
2 WTUE-F	2 WTUE-F<	2 WTUE-F	2 WGTZ-F	2 WGTZ-F	2 WAZU-F>>	2 WAZU-F>>	2 WAZU-F	2 WAZU-F	2 WLW
3 WGTZ-F	3 WGTZ-F>	3 WGTZ-F>>	3 WVUD-F	3 WVUD-F<	3 WHIO	3 WBLZ-F	3 WBLZ-F	3 WLW	3 WHKO-F<
4 WBLZ-F	4 WVUD-F	4 WBVE-F	4 WTUE-F	4 WHKO-F	4 WYMJ-F	4 WWSN-F	4 WWSN-F	4 WHKO-F	4 WBVE-F
5 WVUD-F	5 WYMJ-F	5 WYMJ-F	5 WHKO-F	5	5 WBVE-F	5 WBVE-F	5 WLW	5 WWSN-F	5 WWSN-F
6 WYMJ-F>>	6	6	6	6	6 WGTZ-F	6 WGTZ-F	6 WDAO	6 WING	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBLY	1500	Springfield	0.7/2.0
WFCJ-F	93.7	Miamisburg/Datn	1.0/3.3
WKSX-F	101.7	Urbana	1.1/2.4
WPFB-F	105.9	Middletown	1.1/3.6
WPTW-F	95.7	Piqua	1.0/2.6
WBLZ-F	103.5	Hamilton	3.2/6.9
WBVE-F	96.5	Hamilton	4.6/9.5
WINT-F	102.1	Lima	0.5/0.9
WKRQ-F	101.9	Cincinnati	0.5/1.7
WLW	700	Cincinnati	3.7/11.0
WOFX-F	94.9	Fairfield	1.5/5.4
WUBE-F	105.1	Cincinnati	0.5/1.4

RADIO STATIONS

WDAO, 1210,	1 KW (DAYS)	, BLACK	SBN, \$ 30.00	(---)	
WHIO, 1290,	5 KW (DA-N)	, MOR	CBS, \$ 70.00	(Torbet)	Cox
WING, 1410,	5 KW (DA-N)	, OLDIES	MBS, ABC-I, \$ 32.00	(Katz)	Great Trails
WONE, 980,	5 KW (DA-N)	, COUNTRY	MBS, ABC-D, \$ 50.00	(Mc-Guild)	Summit
WHKO-F, 99.1,	50 KW @ 1060,	COUNTRY	, \$ 80.00	(Torbet)	Cox
WTUE-F, 104.7,	50 KW @ 780,	AOR	, \$ 83.00	(Mc-Guild)	Summit
WVUD-F, 99.9,	50 KW @ 500,	SOFT AC	CBS-R, \$ 36.00	(Republic)	University of Dayton
WWSN-F, 107.7,	50 KW @ 420,	AC	, \$ 64.00	(Eastman)	Stoner
WYMJ-F, 103.9,	1.5 KW @ 528,	CHR	US 1, \$ 43.00	(Banner)	Malkan
WGTZ-F, 92.9,	40 KW @ 590,	CHR	, \$ 70.00	(Katz)	Great Trails
WFCJ-F, 93.7,	50 KW @ 492,	RELIGION	APR, \$ 13.00	(Pierce)	(MIAMISBURG)
WPFB-F, 105.9,	34 KW @ 590,	COUNTRY	MBS, \$ 19.00	(Roslin)	(MIDDLETOWN)

DENVER

Arbitron Rank/Pop (12+): 24/1,582,800  
 MSA Rank/Pop: 27/1,664,300  
 ADI # 19  
 Average Person Ratings: 17.5  
 Market TSL: 22.80 hours

Stations: 28/27  
 Diaries: 1512/1047:1/51.5%  
 Sample Target: 1490  
 % Below Line: 0.3  
 % Not Listed: 8.9

1988 Revenue: \$63,800,000  
 HH Inc.: \$36,329  
 Retail \$: 14.6 Bil  
 Pop per Station: 58,622  
 #1 Biller: KOA \$8,500,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. KXKL-AF (AC)	211/ 7.6	6.8	7.6	7.7	4.8	7.4	282/3842	3070/19.3	17.0	12.3	145	8.3	215	2590	KXKL-AF
2. KBCO-AF (AOR)	207/ 7.5	8.3	8.8	5.9	8.1	7.6	222/2782	2496/15.7	15.4	17.8	141	8.2	243	2097	KBCO-AF
3. KRXY-AF (CHR)	195/ 7.0	5.8	7.1	8.0	6.9	7.0	212/3312	2877/18.1	18.2	18.0	77	9.4	283	3282	KRXY-AF
4. KYGO-F (C)	193/ 6.9	5.0	4.2	5.9	5.5	5.5	227/2854	2350/14.8	11.5	12.0	125	4.9	146	1374	KYGO-F
5. KOA (N/T)	178/ 6.4	7.9	5.9	6.6	6.9	6.7	270/4407	2901/18.2	23.1	19.2	87	5.0	150	2170	KOA
6. KOSI-F (EZ)	175/ 6.3	7.2	6.8	7.2	6.6	6.9	235/2886	2325/14.6	14.3	13.2	81	4.2	126	1279	KOSI-F
7. KQKS-F (CHR)	153/ 5.5	4.8	4.7	3.5	2.9	4.6	205/3195	2610/16.4	12.6	8.6	40	6.6	197	2288	KQKS-F
8. KAZY-F (AOR)	150/ 5.4	5.8	6.5	6.0	6.3	5.9	204/2948	2293/14.4	14.7	15.0	83	5.2	154	1892	KAZY-F
9. KBPI-F (AOR)	142/ 5.1	5.2	6.0	6.2	7.7	5.6	167/3042	2567/16.1	16.0	17.8	59	6.3	187	2828	KBPI-F
10. KMJI-F (AC)	132/ 4.7	4.4	4.2	5.7	5.4	4.8	138/2341	2197/13.8	12.1	14.4	140	4.7	140	1515	KMJI-F
11. KVOD-F (CL)	117/ 4.2	3.2	3.5	2.2	3.2	3.3	127/1588	1494/ 9.4	8.8	7.6	98	1.5	44	713	KVOD-F
12. KRFX-F (O)	100/ 3.6	2.7	4.1	3.6	4.1	3.5	115/2411	1996/12.5	12.1	12.5	139	3.4	103	1582	KRFX-F
13. KEZW (BB)	94/ 3.4	1.9	2.0	2.0	2.6	2.3	96/986	968/ 6.0	4.7	5.3	32	0.9	27	378	KEZW
14. KHIH-F (J/NA)	71/ 2.5	3.2	1.8	2.2	1.8	2.4	79/1078	971/ 6.1	8.0	5.7	112	2.6	79	695	KHIH-F
15. KHOW (MOR)	67/ 2.4	2.7	3.0	2.7	2.5	2.7	94/1665	1168/ 7.3	8.8	9.0	112	2.6	77	819	KHOW
16. KLZ (C)	62/ 2.2	2.4	2.8	3.3	3.6	2.7	84/1647	1143/ 7.2	6.3	8.7	109	2.4	71	665	KLZ
17. KSYY-F (AC)	57/ 2.0	1.8	1.7	2.9	2.8	2.1	66/1252	1113/ 7.0	5.0	5.8	130	1.1	32	501	KSYY-F
18. KYGO (C)	43/ 1.5	1.7	1.0	1.1	1.9	1.3	61/830	708/ 4.4	3.5	6.8	73	1.0	31	383	KYGO
KDKO (B)	43/ 1.5	1.2	1.1	1.7	0.9	1.4	43/488	488/ 3.1	2.6	2.6	87	3.4	103	835	KDKO
20. KZRZ-F (AOR)	38/ 1.4	0.9	0.5	0.7	0.7	0.9	42/541	486/ 3.1	2.5	2.5	7	1.9	57	488	KZRZ-F
21. KTCL-F (AOR)	34/ 1.2	1.6	1.2	1.4	0.8	1.4	39/586	451/ 2.8	3.6	3.1	117	1.4	43	510	KTCL-F
22.															
23.															
24.															
25.															

12+ FM SHARE (NETRO): 76.53% (1943 of 2539) (WIN 88: 73.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKS-F	1 KBCO-AF	1 KBCO-AF<	1 KBCO-AF	1 KXKL-AF<	1 KOSI-F	1 KOA	1 KBCO-AF<	1 KXKL-AF	1 KRXY-AF	1 KOA >>
2 KRXY-AF>>	2 KAZY-F<	2 KXKL-AF	2 KXKL-AF	2 KBCO-AF	2 KOA <	2 KXKL-AF	2 KXKL-AF	2 KBCO-AF	2 KQKS-F>	2 KRXY-F
3 KBPI-F	3 KRXY-AF	3 KYGO-F<	3 KYGO-F	3 KYGO-F	3 KXKL-AF>	3 KYGO-F<	3 KYGO-F	3 KYGO-F<	3 KAZY-F	3 KYGO-?
KAZY-F	4 KBPI-F	4 KRXY-AF	4 KMJI-F	4 KMJI-F	4 KVOD-F<	4 KBCO-AF	4 KOSI-F<	4 KRXY-AF<	4 KOA <	4 KLZ
5 KDKO >>	5 KYGO-F	5 KAZY-F	5 KRXY-AF	5 KOA <	5 KEZW <	5 KRXY-AF	5 KOA	5 KQKS-F	5 KXKL-AF	KAZY-F
6	6 KQKS-F	6 KBPI-F	6 KOA <	6 KRXY-AF<	6 KYGO-F>	6 KOSI-F	6 KRXY-AF<	6 KAZY-F	6 KBPI-F	6 KHOW
7	7	KMJI-F	7 KRFX-F	7 KOSI-F<	7 KBCO-AF	7	7 KAZY-F	7 KBPI-F	7 KOSI-F	7
8	8	8	8	8 KRFX-F	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQKS-F	1 KRXY-AF	1 KMJI-F>	1 KXKL-AF	1 KXKL-AF	1 KBPI-F<	1 KBCO-AF>	1 KBCO-AF>	1 KBCO-AF>	1 KBCO-AF>
2 KRXY-AF	2 KQKS-F<	2 KBCO-AF	2 KMJI-F	2 KMJI-F	2 KAZY-F	2 KAZY-F	2 KYGO-F>	2 KAZY-F<	2 KYGO-F<
3 KBPI-F>	3 KMJI-F	3 KXKL-AF	3 KRXY-AF	3 KYGO-F	3 KRXY-AF	3 KYGO-F	3 KAZY-F>	3 KYGO-F	3 KXKL-AF
4 KAZY-F	4 KXKL-AF<	4 KRFX-F<	4 KYGO-F	4 KBCO-AF	4 KBCO-AF	4 KBPI-F	4 KBPI-F<	4 KXKL-AF	4 KOA
5 KZRZ-F	5 KBPI-F<	5 KRXY-AF	5 KQKS-F<	KOSI-F	5 KQKS-F	5 KRXY-AF>	5 KRFX-F	5 KRXY-AF	5 KAZY-F
6	6 KAZY-F<	6 KYGO-F	6 KBCO-AF>	6 KRXY-AF	6	6 KRFX-F<	6 KRXY-AF<	6 KBPI-F	6 KRFX-F<
7	7 KBCO-AF	7 KAZY-F	7	7	7	7 KQKS-F	7 KOA	7 KOA	7 KRXY-AF
8	8	8 KQKS-F	8	8	8	8	8	8 KRFX-F	8

OTHER RATED STATIONS/METRO SHARE & CUME RATING

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 KDEN 1340 Denver 1.0/3.8  
 KRZN 1150 Englewood 0.8/2.8  
 KYBG 1090 Aurora 0.6/2.8  
 KMN-F 107.9 Ft. Collins/Gr1 0.3/0.9

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW	, HISPANIC	, \$ 30.00 (Lotus)	
KDEN, 1340, 1 KW	, TALK	MBS, ABC-C, \$ 35.00 (Savalli)	
KDKO, 1510, 10 KW/1 KW (DA-1)	, BLACK	, \$ 42.00 (HNWH)	
KEZW, 1430, 5 KW (DA-N)	, NOSTALGIA	SMN, \$ 46.00 (Interep)	
KHOW, 630, 5 KW (DA-N)	, MOR	MBS, \$ 88.00 (Republic)	Command
KLZ, 560, 5 KW (DA-1)	, COUNTRY	ABC-I, \$ 70.00 (Mc-Guild)	Summit
KBPI, 710, 5 KW (DA-N)	, AOR	NBC, \$ 65.00 (Durpetti)	Sandusky
KOA, 850, 50 KW	, NEWS/TALK	CBS, ABC-I, \$125.00 (Eastman)	Jacor
KQXI, 1550, 10 KW (DAYS)	, RELIGION	, \$ 15.00 (---)	Mid America
KRKS, 990, 5 KW/390 W(DA-N)	, RELIGION	, \$ 12.00 (---)	
KRZN, 1150, 5 KW/1 KW (DA-2)	, OLDIES	, \$ 37.00 (Christal)	Genesis
KLSC, 1090, 50 KW/500 W(DA-2)	, ??	, \$ 30.00 (---)	Century
KXKL, 1280, 5 KW (DA-2)	, OLDIES	MBS, \$ NA (Durpetti)	Shamrock
KYGO, 950, 5 KW (DA-N)	, COUNTRY	US 1, \$ NA (CBS)	Jeff-Pilot

FM STATIONS

KAZY, 106.7, 100 KW @ 987, AOR	ABC-R, \$ 88.00 (Mc-Guild)	Summit	
KBCO, 97.3, 100 KW @ 1541, AOR	, \$169.00 (MMR)	Noble	(BOULDER)
KBPI, 105.9, 100 KW @ 900, AOR	Source, \$105.00 (Banner)	Sandusky	
KHIH, 94.7, 100 KW @ 500, JAZZ/NEW AGE	, \$ 57.00 (HNWH)	Adams	(BOULDER)
KMJI, 100.3, 100 KW @ 500, AC	, \$110.00 (Christal)	Genesis	
KRFX, 103.5, 100 KW @ 1061, OLDIES	ABC-E, \$ 83.00 (Eastman)	Jacor	
KOST, 101.1, 100 KW @ 790, BTFL/EZ	, \$109.00 (Group W)		
KQKS, 104.3, 100 KW @ 980, CHR	, \$ 50.00 (HNWH)	Western Cities	(LONGMONT)
KRXY, 107.5, 100 KW @ 670, CHR	ABC-F, \$107.00 (Katz)	Cap Cities/ABC	
KSY, 95.7, 100 KW @ 725, SOFT AC	MBS, Trans, \$ 81.00 (Republic)	Command	
KVOD, 99.5, 100 KW @ 380, CLASSICAL	, \$ 89.00 (Katz)	Henry	
KXKL, 105.1, 100 KW @ 1200, OLDIES	MBS, \$ 78.00 (Durpetti)	Shamrock	
KYGO, 98.5, 100 KW @ 720, COUNTRY	, \$ 94.00 (CBS)	Jeff-Pilot	
KZRZ, 92.1, 720 W @ 620, AOR	APR, \$ 36.00 (Banner)	Century	(CASTLE ROCK)



DETROIT

Arbitron Rank/Pop (12+): 6/3,570,000  
 MSA Rank/Pop: 5/4,346,200  
 ADI # 7  
 Average Person Ratings: 18.2  
 Market TSL: 23.75 hours

Stations: 32/28  
 Diaries: 2329/1533:1/53.6%  
 Sample Target: 2310  
 % Below Line: 1.6  
 % Not Listed: 8.1

1988 Revenue: \$103,000,000  
 HH Inc.: \$35,744  
 Retail \$: 37.9 Bil  
 Pop per Station: 127,500  
 #1 Biller: WJR \$20,000,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WJR (MOR)	623/ 9.6	9.0	12.4	10.6	10.0	10.4	832/10862	8002/22.4	23.4	22.5	68	9.1	601	6629	WJR
2. WJLB-F (B)	447/ 6.9	7.0	7.8	7.9	8.5	7.4	465/5194	4874/13.7	14.2	14.1	97	11.3	746	6595	WJLB-F
3. WJOI-F (EZ)	359/ 5.5	4.7	5.1	5.8	5.9	5.3	370/4585	4351/12.2	10.5	12.4	82	3.3	217	2450	WJOI-F
4. WWWW-F (C)	338/ 5.2	4.7	4.5	4.1	4.0	4.6	371/4733	4233/11.9	11.7	9.6	119	5.1	335	3309	WWW-F
5. WLLZ-F (AOR)	307/ 4.7	3.8	3.8	4.9	4.6	4.3	327/5287	4747/13.3	13.2	14.2	77	4.9	325	4685	WLLZ-F
6. WWJ (N/T)	298/ 4.6	5.1	4.9	4.3	4.7	4.7	308/5654	5309/14.9	14.6	13.9	76	3.9	259	4038	WWJ
7. WHYT-F (CHR)	283/ 4.4	3.4	5.3	4.6	4.9	4.4	301/6436	6025/16.9	15.4	17.2	75	5.9	390	6626	WHYT-F
8. WDFX-F (CHR)	264/ 4.1	5.4	3.1	3.4	2.8	4.0	301/5082	4690/13.1	14.7	10.3	51	6.2	410	5530	WDFX-F
9. WCZY-F (CHR)	259/ 4.0	4.4	4.0	4.6	5.5	4.3	271/5984	5595/15.7	16.4	19.5	125	3.3	220	5051	WCZY-F
10. WNIC-F (AC)	258/ 4.0	4.9	4.8	3.9	3.6	4.4	278/4661	4340/12.2	13.1	12.3	113	5.7	374	3888	WNIC-F
11. WOMC-F (AC)	236/ 3.6	4.4	3.2	2.6	2.9	3.5	241/3685	3510/ 9.8	11.3	9.7	142	3.0	196	2098	WOMC-F
12. WLTI-F (AC)	227/ 3.5	2.6	2.5	2.6	2.8	2.8	242/3738	3612/10.1	7.8	6.9	134	2.0	129	1666	WLTI-F
13. WRIF-F (AOR)	226/ 3.5	3.6	3.0	3.4	3.4	3.4	282/5328	4378/12.3	13.2	13.0	111	4.3	282	4885	WRIF-F
14. WXYT (T)	219/ 3.4	3.1	3.2	3.2	3.1	3.2	224/2808	2685/ 7.5	7.3	7.9	62	2.9	194	2567	WXYT
15. WCSX-F (AOR)	217/ 3.3	3.4	3.0	3.3	4.7	3.3	232/4198	3772/10.6	11.3	12.7	145	3.5	228	3132	WCSX-F
16. CKLW (BB)	205/ 3.2	3.3	3.2	4.6	3.6	3.6	254/3783	3046/ 8.5	8.9	7.9	38	2.5	162	1738	CKLW
17. WKSG-F (O)	141/ 2.2	3.4	3.1	2.0	1.9	2.7	143/2820	2781/ 7.8	8.1	6.6	136	2.8	183	2139	WKSG-F
18. WJZZ-F (J)	135/ 2.1	1.7	1.7	2.1	1.5	1.9	148/2510	2224/ 6.2	6.3	5.4	152	2.2	143	2124	WJZZ-F
19. WCXI (C)	119/ 1.8	1.3	1.3	1.8	1.3	1.5	142/1893	1669/ 4.7	4.3	3.6	100	1.3	87	1071	WCXI
20. WQRS-F (CL)	115/ 1.8	1.5	1.2	1.5	1.9	1.5	124/1898	1674/ 4.7	4.8	5.0	117	1.3	85	1437	WQRS-F
21. CKMR-F (O)	103/ 1.6	2.1	1.5	0.9	1.0	1.5	118/2284	1928/ 5.4	6.1	4.5	156	1.3	83	1826	CKMR-F
22. WGPR-F (B)	97/ 1.5	1.1	1.7	1.5	1.1	1.5	100/2453	2355/ 6.6	5.0	5.0	107	1.7	115	1935	WGPR-F
23. WVAE-F (J/NA)	88/ 1.4	1.3	1.1	1.6	2.0	1.4	95/1829	1704/ 4.8	4.0	6.2	136	2.2	148	1312	WVAE-F
25. WCHB (B)	88/ 1.4	1.1	1.1	0.9	0.9	1.1	88/1130	1130/ 3.2	3.1	2.9	129	0.9	56	1490	WCHB

12+ FM SHARE (METRO): 71.41% (4269 of 5978) (WIN 88: 70.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDFX-F	1 WLLZ-F	1 WJLB-F	1 WJLB-F	1 WJLB-F	1 WJR	> 1 WJR	>> 1 WJR	1 WJR	1 WJLB-F	1 WJR
2 WJLB-F	> 2 WJLB-F	2 WLLZ-F	2 WWWW-F	2 WJR	2 WJOI-F	2 WWJ	2 WJOI-F	2 WJLB-F	2 WDFX-F	2 WWJ
3 WHYT-F	>> 3 WCSX-F	3 WCZY-F	3 WCZY-F	3 WWWW-F	3 WWWW-F	3 WJLB-F	3 WJLB-F	3 WWWW-F	3 WNIC-F	3 WWWW-F
4	4 WRIF-F	4 WNIC-F	4 WJR	4 WOMC-F	4 WWJ	4 WCZY-F	4 WWWW-F	4 WJOI-F	4 WJR	4 WJLB-F
5	5 WHYT-F	5 WCSX-F	5 WOMC-F	5 WCZY-F	5 WXYT	5 WWWW-F	5 WLLZ-F	5 WHYT-F	5 WHYT-F	5 WGPR-F
6	6 WNIC-F	6 WWWW-F	6 WCSX-F	6 WCSX-F	6 CKLW	> 6 WLLZ-F	6 WLTI-F	6 WHYT-F	6 WLLZ-F	6 WJOI-F
7	7 WCZY-F	7 WRIF-F	7 WNIC-F	7 WLTI-F	7 WOMC-F	7 WJOI-F	7 WOMC-F	7 WCZY-F	7 WJOI-F	7 WNIC-F
8	8 WDFX-F	8 WOMC-F	8 WRIF-F	8 WNIC-F	8 WLTI-F	8 WOMC-F	8 WNIC-F	8 WXYT	8 WXYT	8 WCSX-F
9	9 WOMC-F	9 WHYT-F	9 WLTI-F	9 WJOI-F	9 WCZY-F	9 WHYT-F	9 WCSX-F	9 WDFX-F	9 WWJ	9 WLLZ-F
10	10 WLTI-F	10 WJR	10 WLLZ-F	10 WRIF-F	10 WCXI	10 WDFX-F	10 WWJ	10 WLTI-F	10 WOMC-F	10 WXYT

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHYT-F	1 WJLB-F	1 WJLB-F	1 WJLB-F	1 WJLB-F	1 WLLZ-F	>> 1 WLLZ-F	1 WCSX-F	1 WLLZ-F	1 WCSX-F
2 WLLZ-F	< 2 WHYT-F	2 WNIC-F	2 WNIC-F	2 WJR	2 WRIF-F	2 WCSX-F	2 WLLZ-F	2 WCSX-F	2 WWWW-F
3 WJLB-F	3 WNIC-F	3 WHYT-F	3 WHYT-F	3 WJOI-F	3 WJLB-F	3 WRIF-F	3 WRIF-F	3 WJLB-F	3 WJR
4 WDFX-F	< 4 WLLZ-F	4 WOMC-F	4 WCZY-F	4 WLTI-F	4 WCSX-F	4 WJLB-F	>> 4 WJLB-F	4 WRIF-F	4 WJLB-F
5 WNIC-F	5 WOMC-F	5 WCZY-F	5 WOMC-F	5 WNIC-F	5 WHYT-F	5 WCZY-F	5 WJR	5 WCZY-F	5 WRIF-F
6 WLTI-F	6 WCZY-F	6 WLTI-F	6 WLTI-F	6 WWWW-F	6 WNIC-F	6 WNIC-F	6 WLTI-F	6 WWWW-F	6 WLLZ-F
7 WCZY-F	7 WLTI-F	7 WJZZ-F	7 WWWW-F	7 WOMC-F	6 WNIC-F	6 WHYT-F	6 WCZY-F	7 WJR	7 WWJ
8 WRIF-F	8 WDFX-F	8 WCSX-F	8 WJOI-F	8 WCZY-F	8 WDFX-F	8 WDFX-F	8 WOMC-F	8 WNIC-F	8 WOMC-F
9 WOMC-F	9 WRIF-F	9 WLLZ-F	9 WJR	9 WHYT-F	9 WKSG-F	9 WKSG-F	9 WNIC-F	9 WOMC-F	9 WCZY-F
10 WGPR-F	10 WJZZ-F	10 CKMR-F	10 WLLZ-F	10 WJZZ-F	10 WWWW-F	10 WWWW-F	10 WHYT-F	10 WKSG-F	10 WLTI-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHND	560	Monroe	0.5/1.5
WMTG	1310	Dearborn	1.0/2.8
WMUZ-F	103.5	Detroit	1.0/3.6
WQBH	1400	Detroit	1.0/3.3
CJOM-F	88.7	Windsor	0.4/2.3
WIOG-F	102.5	Bay City	0.3/0.9
WIOT-F	104.7	Toledo	0.5/1.4
WITL-F	100.7	Lansing	0.4/0.8

RADIO STATIONS

AM STATIONS

WCXI,	1130,	50 KW/10 KW(DA-2),	COUNTRY	APR, \$ 70.00 (Christal)	Shamrock	
WHND,	560,	500 W (DAYS, DA)	, OLDIES	US 1, \$ NA (Mc-Guild)	Greater Media	(MONROE)
WJR,	760,	50 KW	, MOR/VARIETY	ABC-I, \$225.00 (Katz)	Cap Cities/ABC	
WMTG,	1310,	5 KW (DA-2)	, OLDIES	SMN, \$ 40.00 (Mc-Guild)	Fairmont	
WQBH,	1400,	1 KW	, BLACK	, \$ 56.00 (Patt)		
WWJ,	950,	5 KW (DA-N)	, NEWS	CBS, \$155.00 (CBS)	CBS	
WXYT,	1270,	5 KW	, TALK	MBS,NBC, \$100.00 (Roslin)		
WCAR,	1090,	250 W/500 W(DA-2),	ETHNIC	, \$ 23.00 (---	Wolpin	(LIVONIA)
WCHB,	1440,	1 KW	, BLACK/GOSPEL	NBN, \$ 43.00 (Torbet)		(INKSTER)
CKLW,	800,	50 KW (DA-2)	, NOSTALGIA	, \$ 75.00 (Banner)		(WINDSOR ON)

FM STATIONS

WCSX,	94.7,	10 KW @ 950,	CLASSIC ROCK	US 1, \$105.00 (Mc-Guild)	Greater Media	
WCZY,	95.5,	100 KW @ 430,	CHR	, \$154.00 (HNWH)	Broadcast Partners	
WDFX,	99.5,	21 KW @ 754,	CONTEMP	CBS-R, \$ 93.00 (MMR)	Hoker	
WGPR,	107.5,	50 KW @ 360,	BLACK	SBN, \$ 60.00 (Lazar)		
WHYT,	96.3,	20 KW @ 780,	CHR	ABC-C, \$158.00 (Katz)	Cap cities/ABC	
WJLB,	97.9,	50 KW @ 490,	BLACK	, \$160.00 (MMR)	Booth	
WJOI,	97.1,	12 KW @ 802,	BTFL/EZ	, \$147.00 (CBS)	CBS	
WJZZ,	105.9,	20 KW @ 724,	JAZZ	, \$ 78.00 (Torbet)		
WKSG,	102.7,	50 KW @ 500,	OLDIES	ABC-E, \$ 97.00 (Durpetti)	Media Comm	
WLLZ,	98.7,	50 KW @ 480,	AOR	ABC-F, \$150.00 (Banner)	Legacy	
WLTJ,	93.1,	20 KW @ 500,	SOFT AC	, \$109.00 (Christal)	Viacom	
WMUZ,	103.5,	50 KW @ 500,	RELIGION	, \$ 40.00 (Crawford)	Crawford	
WNIC,	100.3,	50 KW @ 400,	AC	, \$163.00 (Mc-Guild)	Fairmont	
WOMC,	104.3,	50 KW @ 416,	AC	US 2, \$152.00 (Republic)	Infinity	
WQRS,	105.1,	18 KW @ 782,	CLASSICAL	, \$ 90.00 (CMBS)	Marlin	
WRIF,	101.1,	27 KW @ 880,	AOR	ABC-R, \$128.00 (Republic)	Great American	
WVAE,	92.3,	21 KW @ 742,	JAZZ/NEW AGE	, \$ 88.00 (Roslin)		
WVWW,	106.7,	61 KW @ 700,	COUNTRY	APR, \$143.00 (Christal)	Shamrock	
CKLW,	93.9,	100 KW @ 700,	AC/OLDIES	, \$ 60.00 (Republic)		(WINDSOR,ON)

EL PASO

Arbitron Rank/Pop (12+): 80/443,600  
 MSA Rank/Pop: 88/569,700  
 ADI # 103  
 Average Person Ratings: 18.8  
 Market TSL: 24.5 hours

Stations: 25/18  
 Diaries: 915/485:1/58.4%  
 Sample Target: 800  
 % Below Line: 5.4  
 % Not Listed: 7.3

1988 Revenue: \$12,400,000  
 HHI Inc.: \$28,241  
 Retail \$: 2.8 Bil  
 Pop per Station: 24,644  
 #1 Biller: KHEY-AF \$3,100,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. KPRR-F (CHR)	112/13.4	12.0	11.7	13.1	8.6	12.6	115/1243	1147/25.9	23.9	19.2	55	19.9	171	1196	KPRR-F
2. KLAQ-F (AOR)	90/10.8	10.9	16.0	10.6	10.3	12.1	107/1214	982/22.1	21.7	22.9	92	13.4	115	1196	KLAQ-F
3. KHEY-F (C)	87/10.4	11.2	8.4	10.0	10.5	10.0	107/1214	982/22.1	24.5	22.4	114	12.6	108	1163	KHEY-F
4. KBNA-AF (SP)	64/ 7.6	8.9	8.2	8.4	8.7	8.3	68/844	770/17.4	17.7	19.0	96	4.7	2938	190	KBNA-AF
5. KAMZ-F (AC)	59/ 7.1	4.8	6.1	5.9	6.8	6.0	59/823	823/18.6	16.4	23.9	117	6.4	55	727	KAMZ-F
6. KTSM-F (EZ)	56/ 6.7	5.9	4.9	6.5	6.4	6.0	80/953	725/16.3	12.5	14.3	78	5.3	46	789	KTSM-F
7. KLTO-F (AC)	49/ 5.9	5.6	3.8	3.7	4.9	4.8	49/706	665/15.0	14.0	13.6	125	4.0	34	673	KLTO-F
8. KAMA (SP)	41/ 4.9	4.8	6.6	5.1	6.7	5.3	49/595	529/11.9	9.9	14.6	114	4.5	39	554	KAMA
9. KEZB-AF (CHR)	37/ 4.4	6.4	9.8	9.0	10.7	7.4	63/1123	817/18.4	22.9	29.5	82	6.5	56	1240	KEZB-AF
10. KOFX-F (AC)	35/ 4.2	4.4	6.1	5.1	3.4	4.9	39/668	500/11.3	13.2	11.0	167	3.5	30	371	KOFX-F
11. KR0D (O)	33/ 3.9	4.4	4.2	2.6	2.4	3.8	43/694	495/11.2	8.2	8.4	167	2.3	20	338	KR0D
12. KTSM (N/T)	26/ 3.1	3.8	2.9	3.5	3.0	3.3	28/448	382/ 8.6	9.4	8.3	110	3.0	26	311	KTSM
13. KHEY (C)	21/ 2.5	2.8	3.0	2.4	4.0	2.7	30/810	476/10.7	9.0	11.5	92	3.0	26	407	KHEY
14.															
15.															

12+ FM SHARE (METRO): 76.39% (592 of 775) (WIN 88: 75.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPRR-F>>	1 KLAQ-F	1 KLAQ-F	1 KHEY-F	1 KHEY-F	1 KTSM-F	1 KPRR-F	1 KHEY-F	1 KPRR-F	1 KPRR-F>	1 KLAQ-F
2 KLAQ-F	2 KPRR-F	2 KHEY-F	2 KLAQ-F	2 KLAQ-F	2 KBNA-AF	2 KHEY-F	2 KLAQ-F	2 KLAQ-F	2 KLAQ-F>	KHEY-F
3 KEZB-AF	3 KHEY-F>	3 KPRR-F	3 KAMZ-F	3 KAMZ-F	3 KHEY-F	3 KLAQ-F	3 KBNA-AF	3 KHEY-F>	3 KAMZ-F>	3 KPRR-F>
4	4 KAMZ-F	4 KLTO-F<	4 KLTO-F<	4 KPRR-F	4 KAMA	4 KTSM-F<	4 KPRR-F	4 KLTO-F	4 KHEY-F	4 KAMZ-F
5	5 KLTO-F	5 KAMZ-F	5 KPRR-F	KLTO-F<	5 KR0D	5 KAMZ-F	5 KTSM-F	5 KBNA-AF<	5 KEZB-AF	5 KTSM-F
6	6	6	6	6 KBNA-AF	6	6	KLTO-F	6 KAMZ-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPRR-F>>	1 KPRR-F>	1 KOFX-F	1 KPRR-F	1 KHEY-F	1 KLAQ-F	1 KLAQ-F>>	1 KLAQ-F	1 KLAQ-F>	1 KLAQ-F
2 KLAQ-F	2 KLAQ-F	2 KPRR-F	2 KHEY-F	2 KLTO-F	KHEY-F>>	2 KHEY-F	KHEY-F>>	2 KHEY-F>	2 KHEY-F>
KHEY-F>	KHEY-F	3 KLTO-F	3 KLTO-F	3 KPRR-F	3 KPRR-F>	3 KPRR-F>	3 KAMZ-F	3 KPRR-F	3 KAMZ-F>
4 KAMZ-F>	4 KLTO-F	KLAQ-F	4 KAMZ-F	4 KOFX-F	4 KLTO-F>	4 KAMZ-F	4 KPRR-F	4 KAMZ-F	4 KBNA-AF
5 KEZB-AF	KAMZ-F	KHEY-F	5 KLAQ-F	5 KBNA-AF	5 KAMZ-F	5 KLTO-F	5 KOFX-F	5 KLTO-F	5 KTSM
KLTO-F	6	6	6	KAMZ-F	6 KEZB-AF	6	6 KBNA-AF	6	KR0D

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KELP	1590	El Paso	1.2/3.2
KPAS-F	103.1	Fabens/El Paso	0.4/1.3
KVIV	1340	El Paso	0.8/3.6
XEFV	1000	Ciudad Juarez	0.8/1.8
XEJ	970	Ciudad Juarez	1.2/3.2
XEPZ	1190	Ciudad Juarez	0.8/1.7
XHEM-F	103.5	Ciudad Juarez	0.8/1.1
XHIM-F	105.1	Ciudad Juarez	0.8/1.9
XHNZ-F	107.5	Ciudad Juarez	0.4/1.6
XR0K	800	Ciudad Juarez	0.5/3.2

RADIO STATIONS

KAMA,	750,	10 KW/ 1 KW (DA-2)	, HISPANIC	, \$ 33.00 (Caballero)	Pinnacle
KBNA,	920,	1 KW/500 W (DA-N)	, HISPANIC	, \$ NA (Katz Hisp.)	Tichenor
KHEY,	690,	10 KW (DA-2)	, COUNTRY	ABC-I, \$ 35.00 (Katz)	
KR0D,	600,	5 KW (DA-N)	, AC	CBS-R, \$ 22.00 (HNWH)	
KTSM,	1380,	5 KW/500 W	, TALK/NEWS	CBS,NBC, \$ 25.00 (HNWH)	
KVIV,	1340,	1 KW	, HISPANIC	, \$ 19.00 (Lotus)	
KAMZ-F,	93.1,	30 KW @ 1190,	CHR	, \$ 44.00 (Eastman)	Pinnacle
KBNA-F,	97.5,	60 KW @ 1080,	HISPANIC	, \$ 30.00 (Katz Hisp.)	Tichenor
KEZB-F,	93.9,	100 KW @ 1210,	CHR	ABC-F, \$ 52.00 (Christal)	
KHEY-F,	96.3,	100 KW @ 1388,	COUNTRY	, \$ 70.00 (Katz)	
KLAQ-F,	95.5,	88 KW @ 1390,	AOR	Source, \$ 57.00 (HNWH)	
KLTO-F,	94.7,	91 KW @ 1080,	AC	, \$ 34.00 (Republic)	
KOFX-F,	92.3,	100 KW @ 1860,	AC/HISPANIC	US 1, \$ 28.00 (Mc-Guild)	
KPRR-F,	102.1,	100 KW @ 1190,	CHR	US 2, \$ 32.00 (Torbet)	
KTSM-F,	99.9,	100 KW @ 1820,	BTFL/EZ	CBS,NBC, \$ 31.00 (HNWH)	

FRESNO  
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Arbitron Rank/Pop (12+): 73/494,600  
MSA Rank/Pop: 82/611,000  
ADI # 62  
Average Person Ratings: 15.4  
Market TSL: 21.0 hours

Stations: 24/23  
Diaries: 870/569:1/50.8%  
Sample Target: 840  
% Below Line: 1.2  
% Not Listed: 12.6

1988 Revenue: \$18,000,000  
HH Inc.: \$33,709  
Retail \$: 3.5 Bil  
Pop per Station: 21,504  
#1 Biller: KMJ \$2,700,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMJ (N/T)	88/11.6	9.3	8.8	9.5	10.0	9.8	158/1945	1003/20.3	18.5	20.1	66	10.0	83	979	KMJ
2. KKDJ-F (AOR)	63/ 8.3	6.1	7.7	7.6	6.6	7.4	111/1284	766/15.5	13.6	14.0	96	10.2	84	816	KKDJ-F
3. KBOS-F (CHR)	57/ 7.5	5.9	4.5	5.7	6.8	5.9	136/1989	935/18.9	17.8	15.7	59	11.0	91	1213	KBOS-F
4. KNAX-F (C)	53/ 7.0	4.9	5.5	5.9	6.7	5.8	57/847	740/15.0	11.6	12.5	143	7.6	63	577	KNAX-F
5. KOJY-F (EZ)	46/ 6.1	8.8	6.8	6.4	6.8	7.0	109/1273	629/12.7	14.9	11.9	75	3.9	32	455	KOJY-F
6. KMGX-F (CHR)	45/ 5.9	7.0	9.2	9.0	9.9	7.8	62/1222	867/17.5	20.1	18.9	75	8.1	67	1094	KMGX-F
7. KFSO-F (AC)	41/ 5.4	6.4	7.1	5.9	4.5	6.2	72/1330	707/14.3	13.8	11.6	163	7.4	61	599	KFSO-F
8. KYNO-F (CHR)	35/ 4.6	5.2	6.2	5.3	7.6	5.3	40/847	700/14.2	15.3	19.9	48	5.9	49	921	KYNO-F
9. KFIG-AF (AC)	34/ 4.4	4.5	4.3	4.6	4.8	4.4	44/795	654/13.2	14.8	15.0	127	4.3	36	446	KFIG-AF
10. KOQO-F (SP)	26/ 3.4	2.9	3.3	2.7	3.3	3.1	46/395	279/ 5.6	6.9	7.5	115	2.3	19	380	KOQO-F
11. KFYE-F (AC)	25/ 3.3	3.7	2.3	2.3	2.3	2.9	59/913	438/ 8.9	10.3	9.0	170	1.2	10	206	KFYE-F
13. KCLQ-F (AOR)	25/ 3.3	1.7	2.9	4.6	2.5	3.1	37/586	399/ 8.1	6.6	8.5	148	3.0	25	574	KCLQ-F
14. KFRE (C)	23/ 3.0	3.2	2.3	2.4	3.6	2.7	75/1097	382/ 7.7	6.4	6.9	107	2.4	20	283	KFRE
15. KGST (SP)	19/ 2.5	3.6	3.2	5.0	2.4	3.6	19/256	256/ 5.2	6.0	4.7	108	1.5	12	221	KGST
16. KKAM (B)	16/ 2.1	1.4	1.4	1.7	1.6	1.6	16/149	149/ 3.0	3.8	4.1	152	2.8	23	194	KKAM
17. KTHT-F (AC)	15/ 2.0	2.0	1.6	2.5	1.6	2.0	19/322	250/ 5.1	7.1	6.5	100	1.1	9	213	KTHT-F
18.															
19.															
20.															

12+ FM SHARE (METRO): 73.04% (485 of 664) (WIN 88: 73.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBOS-F>>	1 KKDJ-F>	1 KKDJ-F>	1 KFSO-F<	1 KNAX-F	1 KMJ >>	1 KMJ >>	1 KMJ	1 KKDJ-F	1 KBOS-F<	1 KMJ >>
2 KYNO-F	2 KBOS-F<	2 KNAX-F	2 KNAX-F	2 KFSO-F	2 KOJY-F	2 KKDJ-F	2 KKDJ-F	2 KBOS-F	2 KMJ	2
3 KMGX-F	3 KMGX-F	3 KFSO-F	3 KKDJ-F>	3 KKDJ-F>	3 KNAX-F>	3 KBOS-F<	3 KNAX-F<	3 KMJ <	3 KKDJ-F>	3
4	4 KCLQ-F	4 KBOS-F	4 KMJ <	4 KMJ >	4 KFSO-F	4 KNAX-F	4 KFSO-F<	4 KNAX-F	4 KMGX-F>	4
5	5 KFIG-AF	5 KMGX-F	5 KFYE-F	5 KFIG-AF	5 KFRE	5 KMGX-F	5 KOJY-F	5 KFSO-F	5 KNAX-F	5
6	6 KYNO-F	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KYNO-F	1 KMGX-F	1 KFIG-AF	1 KNAX-F	1 KNAX-F>	1 KKDJ-F>>	1 KKDJ-F>>	1 KKDJ-F>	1 KKDJ-F>	1 KKDJ-F
2 KMGX-F	2 KFIG-AF	2 KFYE-F	2 KFIG-AF	2 KFIG-AF	2 KBOS-F>	2 KCLQ-F	2 KCLQ-F>	2 KFSO-F	2 KFSO-F<
3 KKDJ-F	3 KKDJ-F	3 KMGX-F	3 KMGX-F	3 KFSO-F	3 KMGX-F>	3 KBOS-F	3 KMJ	3 KCLQ-F	3 KMJ
4	4 KBOS-F>	4 KBOS-F	4 KBOS-F	4 KFYE-F	4 KYNO-F>	4 KMGX-F>	4 KFSO-F	4 KBOS-F	4 KCLQ-F
5 KFIG-AF	5 KYNO-F	5 KBOS-F	5 KKDJ-F	5 KMJ	5 KFIG-AF	5 KMJ	5 KFYE-F	5 KMJ	5 KNAX-F>
6	6	6	6	6	6	6	6	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEZL-F	96.7	Fowler/Fresno	1.2/2.3
KOQO	790	Clovis/Fresno	0.4/2.2
KRDU	1130	Dinuba	0.7/1.6
KXEX	1550	Fresno	1.6/4.5
KXXM-F	92.1	Madera	0.8/2.7
KYNO	1300	Fresno	1.2/2.4
KJUG-F	106.7	Tulare	1.2/2.5

RADIO STATIONS

KFRE,	940,	50 KW (DA-2)	, COUNTRY	ABC-D,	\$ 32.00 (HNWH)	
KGST,	1600,	5 KW (DA-N)	, HISPANIC	,	\$ 21.00 (Lotus)	
KKAM,	1340,	1 KW	, BLACK	CBS, MBS,	\$ 20.00 (CBS)	
KMJ,	580,	5 KW	, NEWS/TALK	ABS-I,	\$ 56.00 (Katz)	Henry
KXEX,	1550,	5 KW/2.5 KW (DA-2)	, HISPANIC	,	\$ 23.00 (---)	
KYNO,	1300,	5 KW/1 KW (DA-N)	, OLDIES	US 2,	\$ 21.00 (Banner)	Brown
KFIG-F,	101.1,	50 KW @ 310,	AC	APR,	\$ 45.00 (Eastman)	
KOQO-F,	101.9,	2 KW @ 1870,	HISPANIC	,	\$ 39.00 (Caballero)	Group III
KFYE-F,	93.7,	68 KW @ 1912,	AC	,	\$ 39.00 (Katz)	Henry
KKDJ-F,	105.9,	2 KW @ 1960,	AOR	,	\$ 50.00 (Durpetti)	
KNAX-F,	97.9,	48 KW @ 312,	COUNTRY	ABC-E,	\$ 43.00 (HNWH)	First Sierra
KOJY-F,	98.9,	19 KW @ 820,	BTFL/EZ	,	\$ 37.00 (MMR)	
KTHT-F,	102.7,	50 KW @ 500,	SOFT AF	,	\$ 30.00 (Christal)	
KYNO-F,	95.7,	21 KW @ 764,	CHR	,	\$ 60.00 (Banner)	Brown
KBOS-F,	94.9,	16 KW @ 847,	CHR	ABC-F,	\$ 39.00 (CBS)	
KCLQ-F,	107.5,	19 KW @ 790,	CLASSIC ROCK	,	\$ 37.00 (Republic)	Liggett
KFSO-F,	92.9,	19 KW @ 820,	OLDIES	US 1, CBS-R,	\$ 40.00 (CBS)	Americom
KMGX-F,	103.7,	50 KW @ 500,	CHR	,	\$ 54.00 (Christal)	Olympia
KEZL-F,	96.7,	3 KW @ 316,	EZ (?)	,	\$ 22.00 (K & P)	

American Radio Winter, 1989, Copyright 1989

GRAND RAPIDS

Arbitron Rank/Pop (12+): 66/535,200

MSA Rank/Pop: 71/669,000

ADI #37 w/ Kalamazoo

Average Person Ratings: 17.9

Market TSL: 23.25 hours

Stations: 23/17

Diaries: 1002/534:1/58.9%

Sample Target: 890

% Below Line: 12.4

% Not Listed: 14.3

1988 Revenue: \$23,600,000

HH Inc.: \$35,153

Retail \$: 4.7 Bil

Pop per Station: 31,482

#1 Biller: WLAV-F \$3,700,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion	25-54	Birch Share	Birch AQH	Birch Cume
1. WKLQ-F (CHR)	77/ 8.0	7.1	7.7	11.8	8.8	8.6	113/1956	1255/23.4	22.3	22.8	93	8.8	84	1183	WKLQ-F
2. WCUZ-F (C)	77/ 8.0	6.9	8.3	6.1	6.8	7.3	132/1611	952/17.8	16.1	15.6	138	8.7	83	864	WCUZ-F
3. WLHT-F (AC)	76/ 7.9	7.3	6.6	9.0	8.9	7.7	110/1306	929/17.4	16.9	18.8	144	6.0	57	655	WLHT-F
4. WOOD-F (EZ)	75/ 7.8	8.7	10.7	7.1	10.7	8.6	154/1934	1044/19.5	18.5	19.5	79	8.4	80	1162	WOOD-F
5. WLAV-F (AOR)	74/ 7.7	7.8	6.5	7.8	10.0	7.4	115/1562	993/18.6	15.3	21.7	112	10.7	102	1080	WLAV-F
6. WGRD-F (CHR)	74/ 7.7	8.7	6.2	7.8	5.0	7.6	131/2356	1359/25.4	24.0	19.6	57	11.0	105	1447	WGRD-F
7. WOOD (MGR)	69/ 7.2	6.3	5.6	7.3	8.0	6.6	76/920	730/13.6	17.7	17.5	58	6.7	64	893	WOOD
8. WJFM-F (O)	59/ 6.2	8.3	8.7	3.3	2.4	6.6	119/1686	914/17.1	17.7	8.7	139	4.4	42	599	WJFM-F
9. WMUS-F (C)	53/ 5.5	3.1	4.6	4.1	5.4	4.3	146/1559	622/11.6	9.2	10.3	120	4.5	43	486	WMUS-F
10. WSNX-F (CHR)	48/ 5.0	4.7	5.0	4.9	2.9	4.9	115/1674	734/13.7	13.0	9.7	60	6.5	62	862	WSNX-F
11. WFUR-F (R/G)	28/ 2.9	2.2	1.5	2.7	3.0	2.3	39/646	459/ 8.6	6.9	7.9	48	1.4	13	281	WFUR-F
12. WCUZ (C)	26/ 2.7	3.3	5.3	3.6	4.5	3.7	26/389	319/ 6.0	9.1	9.1	81	1.5	14	265	WCUZ
13. WYXX-F (AC)	23/ 2.4	2.6	2.2	1.8	1.9	2.3	54/768	411/ 7.7	7.2	7.2	142	1.3	12	258	WYXX-F
14.															
15.															

12+ FM SHARE (METRO): 83.78% (687 of 820) (WIN 88: 77.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGRD-F>>	1 WLAV-F	1 WLAV-F	1 WLHT-F	1 WLHT-F<	1 WOOD-F<	1 WOOD-F<	1 WLHT-F	1 WLAV-F<	1 WGRD-F	1 WOOD >>
2 WKLQ-F	2 WKLQ-F	2 WLHT-F	2 WCUZ-F	2 WCUZ-F	2 WOOD <	2 WOOD <	2 WOOD-F	2 WKLQ-F<	2 WKLQ-F	2 WKLQ-F
3 WSNX-F	3 WJFM-F	3 WKLQ-F	3 WLAV-F	3 WLAV-F	3 WCUZ-F>	3 WCUZ-F	3 WLAV-F	3 WLHT-F	3 WOOD-F	3 WJFM-F
4	4 WLHT-F	4 WJFM-F	4 WJFM-F	4 WJFM-F	4 WLHT-F	4 WLHT-F	4 WCUZ-F	4 WGRD-F	4 WOOD	4 WOOD-F
5	5 WGRD-F	5 WCUZ-F	5 WKLQ-F	5 WKLQ-F	5 WMUS-F	5 WKLQ-F	5 WOOD	5 WCUZ-F<	5 WLAV-F	5 WLHT-F
6	6	6	6	6	6	6 WLAV-F	6	6 WOOD-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKLQ-F	1 WKLQ-F	1 WLHT-F	1 WKLQ-F<	1 WLHT-F	1 WLAV-F>>	1 WLAV-F>	1 WLAV-F	1 WLAV-F>	1 WCUZ-F<
2 WGRD-F	2 WLHT-F	2 WKLQ-F	2 WLHT-F>	2 WCUZ-F	2 WKLQ-F	2 WJFM-F	2 WJFM-F	2 WJFM-F<	2 WLHT-F
3 WSNX-F	3 WLAV-F<	3 WLAV-F	3 WCUZ-F	3 WKLQ-F	3 WSNX-F	3 WKLQ-F	3 WLHT-F>	3 WLHT-F	3 WLAV-F<
4	4 WGRD-F	4 WJFM-F>	4 WLAV-F	4 WOOD-F	4 WGRD-F>	4 WSNX-F	4 WKLQ-F	4 WKLQ-F	4 WJFM-F>
5 WLAV-F	5 WJFM-F	5 WGRD-F	5 WGRD-F	5 WMUS-F	5 WJFM-F	5 WLHT-F	5 WCUZ-F	5 WCUZ-F	5 WMUS-F
6	6	6 WYXX-F	6 WJFM-F	6 WJFM-F	6 WMUS-F	6 WGRD-F	6	6	6 WKLQ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFUR	1570	Grand Rapids	0.3/1.1	WEVS-F	92.7	Saugatuck	0.8/2.3
WHTC	1450	Holland	0.7/2.3	WJR	760	Detroit	0.4/1.1
WJQK-F	99.3	Zeeeland/Holland	0.9/3.2	WMUS	1090	Muskegon/Gr.Rpd	0.0/0.8
WKTH	1410	Grand Rapids	0.4/1.9	WPLB-F	107.3	Greenville	0.6/2.6
WKWM	1140	Kentwood/Gr.Rpd	1.3/3.0				
WLAV	1340	Grand Rapids	0.8/3.2				

RADIO STATIONS

WCUZ,	1230,	1 KW	, COUNTRY	ABC-I,	\$ 30.00 (Christal)	Federated
WFUR,	1570,	1 KW	, RELIGION	, \$ 10.00 (---)		Kuiper
WKTH,	1410,	1 KW (DAYS)	, OLDIES	SMN,	\$ 17.00 (Durpetti)	Regional
WKWM,	1140,	5 KW (DAYS,DA)	, BLACK	SBN,	\$ 16.00 (Patt)	
WLAV,	1340,	1 KW	, OLDIES	Trans,	\$ 17.00 (MMR)	Adams
WMAX,	1480,	5 KW (DA-N)	, RELIGION	, \$ 10.00 (---)		
WOOD,	1300,	5 KW (DA-N)	, MOR	NBC,	\$ 61.00 (Katz)	United Artists
WCUZ-F,	101.3,	50 KW @ 420,	COUNTRY	ABC-E,	\$ 66.00 (Christal)	Federated
WFUR-F,	102.9,	48 KW @ 510,	RELIGION	, \$ 15.00 (---)		Kuiper
WGRD-F,	97.9,	30 KW @ 590,	CHR	ABC-C,	\$ 44.00 (Durpetti)	
WJFM-F,	93.7,	320 K2 @ 780,	OLDIES	CBS-R,	\$ 28.00 (Mc-Guild)	
WKLQ-F,	94.5,	50 KW @ 500,	CHR	, \$ 56.00 (Eastman)		Bloomington (HOLLAND)
WLAV-F,	96.9,	50 KW @ 500,	AOR	Source,	\$ 70.00 (MMR)	Adams
WLHT-F,	95.7,	41 KW @ 554,	AC	, \$ 63.00 (Republic)		Liggett
WOOD-F,	105.7,	265 KW @ 810,	BTFLE/EZ	NBC,	\$ 73.00 (Katz)	United Artists
WYXX-F,	96.1,	50 K2 @ 420,	SOFT AC	, \$ 24.00 (Patt)		(HOLLAND)
WMUS-F,	106.9,	50 KW @ 480,	COUNTRY	, \$ 40.00 (HNWH)		(MUSKEGON)
WSNX-F,	104.5,	50 KW @ 360,	CHR	, \$ 32.00 (Banner)		Goodrich (MUSKEGON)

American Radio Winter, 1989, Copyright 1989

GREENSBORO-WIS

Arbitron Rank/Pop (12+): 50/771,900

Stations: 33/26  
 Diaries: 1201/643:1/58.5%  
 Sample Target: 1070  
 % Below Line: 5.4  
 % Not Listed: 12.7

1988 Revenue: \$21,600,000  
 HH Inc.: \$31,060  
 Retail \$: 6.5 Bil  
 Pop per Station: 29,688  
 #1 Biller: WTQR-F \$4,400,000

MSA Rank/Pop: 57/913,600  
 ADI # 47  
 Average Person Ratings: 18.5  
 Market TSL: 24.25 hours

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTQR-F (C)	215/15.1	16.8	18.1	17.5	18.6	16.9	415/4285	2229/28.9	25.6	28.9	122	16.2	215	2069	WTQR-F
2. WKRR-F (AOK)	115/ 8.1	8.3	9.9	13.3	7.4	9.9	167/2057	1445/18.7	17.3	14.2	112	11.6	154	1452	WKRR-F
3. WJMH-F (C)	108/ 7.6	3.8	4.4	5.0	4.9	5.2	158/1890	1330/17.2	9.8	11.2	82	9.6	128	1149	WJMH-F
4. WMAG-F (AC)	78/ 5.5	6.8	7.9	6.7	6.5	6.7	131/1737	1048/13.6	15.2	17.3	142	6.2	82	862	WMAG-F
WKZL-F (CHR)	78/ 5.5	6.2	7.3	7.1	6.2	6.5	107/2047	1403/18.2	17.1	17.3	65	6.8	90	1183	WKZL-F
6. WSJS (MOR)	73/ 5.1	5.0	3.7	4.5	5.6	4.6	73/1030	1017/13.2	12.1	12.0	94	3.5	47	518	WSJS
7. WMQX-F (O)	69/ 4.8	3.1	2.0	1.7	2.3	2.9	124/1670	935/12.1	10.4	7.0	154	3.3	44	849	WMQX-F
8. WOJY-F (AC)	63/ 4.4	3.1	4.3	5.2	5.3	4.3	87/1427	884/11.5	10.3	13.1	118	2.4	32	491	WOJY-F
9. WQMG-F (B)	59/ 4.1	8.9	7.9	4.6	5.4	6.4	85/1060	818/10.6	12.7	10.3	98	7.0	93	990	WQMG-F
10. WKSI-F (CHR)	55/ 3.9	5.4	5.9	4.5	5.5	4.9	110/2054	1175/15.2	16.0	16.9	62	4.1	55	1075	WKSI-F
11. WWMY-F (EZ)	45/ 3.2	2.3	2.4	1.7	1.8	2.4	70/777	456/ 5.9	5.3	4.9	91	1.8	24	306	WWMY-F
12. WHPE-F (REL)	29/ 2.0	1.5	0.8	1.1	2.0	1.4	43/481	315/ 4.1	3.8	5.5	65	1.7	22	303	WHPE-F
WAAA (B)	29/ 2.0	2.0	2.7	2.5	3.0	2.3	29/365	365/ 4.7	4.1	4.4	105	2.6	35	456	WAAA
14. WMFR (BB)	28/ 2.0	2.5	2.7	1.9	1.7	2.3	28/299	299/ 3.9	4.3	3.8	40	1.1	15	340	WMFR

12+ FM SHARE (METRO): 81.85% (1019 of 1245) (WIN 88: 79.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSI-F	1 WKRR-F>	1 WTQR-F>	1 WTQR-F>	1 WTQR-F>>	1 WTQR-F>>	1 WTQR-F>	1 WTQR-F>	1 WTQR-F>	1 WJMH-F	1 WJMH-F
2 WJMH-F	2 WJMH-F	2 WKRR-F	2 WKRR-F	2 WKRR-F	2 WSJS >	2 WSJS	2 WKRR-F	2 WKRR-F	2 WTQR-F	2 WTQR-F
3 WKZL-F>>	3 WTQR-F<	3 WJMH-F	3 WMAG-F	3 WMAG-F	3 WMQX-F	3 WMQX-F	3 WMAG-F	3 WKRR-F	3 WKRR-F>	3 WSJS >
4 WQMG-F	4 WKZL-F>	4 WMAG-F	4 WMQX-F	4 WMQX-F	4 WWMY-F	4 WMAG-F	4 WOJY-F<	4 WKZL-F	4 WKSI-F	4 WKZL-F
5	5 WMAG-F<	5 WMQX-F	5 WJMH-F	5 WJMH-F	WMAG-F	5 WKZL-F<	5 WMQX-F	5 WMAG-F<	5 WKZL-F	WKRR-F
6	6 WQMG-F	6 WKZL-F	6	6	6 WOJY-F	6 WJMH-F	6	6 WOJY-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJMH-F<	1 WKZL-F<	1 WTQR-F	1 WTQR-F>	1 WTQR-F>	1 WKRR-F>>	1 WKRR-F>>	1 WKRR-F>>	1 WKRR-F<	1 WTQR-F>
2 WKZL-F>	2 WJMH-F	2 WMAG-F	2 WMAG-F	2 WMAG-F>	2 WJMH-F>	2 WJMH-F	2 WJMH-F	2 WTQR-F>	2 WKRR-F>
3 WKRR-F	3 WKRR-F	3 WKRR-F	3 WJMH-F	3 WOJY-F	3 WTQR-F>	3 WTQR-F>	3 WTQR-F>	3 WJMH-F	3 WMQX-F
4 WKSI-F	4 WMAG-F	4 WKZL-F	4 WKZL-F	WMQX-F	4 WQMG-F	4 WKZL-F	4 WMQX-F	4 WMQX-F>	4 WJMH-F
5 WMAG-F	5 WTQR-F	5 WQMG-F	5 WKRR-F	5 WSJS <	WKZL-F>>	5 WQMG-F	5 WKZL-F	5 WQMG-F<	5 WMAG-F
6	6	WJMH-F	6	6 WJMH-F	6	6 WMQX-F	6	6 WMAG-F	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEAL	1510	Greensboro	1.1/2.2	WDCG-F	105.1	Durham/Raleigh	0.8/4.1
WKEW	1400	Greensboro	1.3/3.8	WFMX-F	105.7	Statesville	0.6/3.7
WKXR	1260	Asheboro	0.5/1.2	WLVK-F	96.9	Statesville	0.3/0.9
WLXN	1440	Lexington	0.7/1.1	WMXC-F	104.7	Charlotte	1.1/3.6
WMQX	1340	Winston-Salem	0.2/0.9	WRDX-F	106.5	Salisbury/Chrlt	0.4/1.4
WPCM-F	101.1	Burlington	1.1/5.5	WROQ-F	95.1	Charlotte	1.3/3.3
WPET	950	Greensboro	0.6/1.5	WSOC-F	103.7	Charlotte	0.8/2.2
WSGH	1040	Lewisville/W-S	0.6/0.8				
WSMX	1500	Winston-Salem	0.6/1.2				
WTNC	790	Thomasville	0.7/2.5				
WWGL-F	94.1	Lexington	0.8/2.7				
WZOO	710	Asheboro	0.4/0.8				

RADIO STATIONS

WAAA,	980,	1 KW (DAYS)	, BLACK	NBN,	\$ 21.00 (---)		
WEAL,	1510,	1 KW	, BLACK	SBN,	\$ 15.00 (Banner)		
WMFR,	1230,	1 KW	, NOSTALGIA	ABC-I, APR,	\$ 20.00 (MMR)	Voyager	
WPET,	950,	500 W (DAYS)	, RELIGION		\$ 12.00 (Republic)	Bahakel	
WSJS,	600,	5 KW (DA-2)	, MOR	MBS,NBC,	\$ 63.00 (Mc-Guild)	Newmarket	
WTNC,	790,	1 KW (DAYS)	, GOSPEL		\$ 6.00 (---)		(THOMASVILLE)
WGLD,	1320,	5 KW (DA-2)	, OLDIES		\$ NA (Christal)	Mann	
WBIG-F,	102.1,	61 KW @ 1160,	BLACK		\$ 46.00 (HNWH)	Beasley	(REIDSVILLE)
WHPE-F,	95.5,	100 KW @ 440,	RELIGION		\$ 14.00 (---)		
WKRR-F,	92.3,	100 KW @ 1276,	CLASSIC ROCK		\$ 78.00 (MMR)	Dick	(ASHEBORO)
WKSI-F,	98.7,	100 KW @ 814,	CHR		\$ 62.00 (Republic)	Bahakel	
WKZL-F,	107.5,	100 KW @ 500,	CHR	ABC-R,	\$ 70.00 (Katz)	Nationwide	
WMAG-F,	99.5,	100 KW @ 1500,	AC		\$ 76.00 (MMR)	Voyager	
WMQX-F,	93.1,	100 KW @ 1050,	OLDIES		\$ 39.00 (Durpetti)		
WOJY-F,	100.3,	100 KW @ 1049,	SOFT AC		\$ 61.00 (Mc-Guild)	Mann	
WQMG-F,	97.1,	100 KW @ 555,	BLACK	CBS-R,	\$ 59.00 (Banner)		
WTQR-F,	104.1,	100 KW @ 1420,	COUNTRY		\$ 130.00 (Mc-Guild)	Newmarket	
WWMY-F,	94.5,	27 KW @ ??,	BTFL		\$ NA (Katz)		(EDEN)

GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 68/517,000  
 MSA Rank/Pop: 80/618,600  
 ADI #36 (w/ Asheville)  
 Average Person Ratings: 17.6  
 Market TSL: 23.25 hours

Stations: 25/19  
 Diaries: 913/566:1/52.1%  
 Sample Target: 880  
 % Below Line: 7.8  
 % Not Listed: 10.3

1988 Revenue: \$19,200,000  
 HH Inc.: \$27,214  
 Retail \$: 4.1 Bil  
 Pop per Station: 27,210  
 #1 Biller: WFSC-AF \$4,700,000

12+ METRO	1/4/SHARE	FAI 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WESC-F (C)	113/12.4	12.0	10.5	12.7	13.3	11.9	299/2682	1112/21.5	22.1	21.6	97	9.5	92	1026	WESC-F
2. WANS-F (CHR)	108/11.8	11.2	9.4	10.4	10.7	10.7	222/2192	1153/22.3	23.8	23.3	70	14.1	136	1402	WANS-F
3. WFBC-F (AC)	79/ 8.7	8.7	8.8	9.2	6.6	8.9	119/1772	1147/22.2	22.9	19.8	145	6.1	59	810	WFBC-F
4. WMYI-F (AC)	78/ 8.6	5.0	6.3	3.6	5.4	5.9	190/2130	980/19.0	15.1	14.8	140	5.3	51	728	WMYI-F
5. WSPA-F (EZ)	76/ 8.3	8.1	7.4	6.4	9.5	7.6	183/2023	769/14.9	14.7	16.2	88	6.1	59	648	WSPA-F
6. WSSL-AF (C)	74/ 8.1	10.6	7.8	12.2	8.2	9.7	185/2436	888/17.2	21.9	18.3	127	10.5	99	936	WSSL-AF
7. WLWZ-F (B)	49/ 5.4	5.3	6.7	8.0	9.1	6.3	54/636	558/10.8	11.1	12.3	106	7.2	70	590	WLWZ-F
8. WCKN-F (AOR)	47/ 5.2	4.5	6.2	5.0	5.0	5.2	90/1259	572/11.1	14.0	13.7	87	7.5	72	670	WCKN-F
9. WCKZ-F (B)	43/ 4.7	2.7	5.3	5.4	2.3	4.5	70/956	402/ 7.8	5.9	4.2	104	8.3	80	609	WCKZ-F
10. WSPA (MOR)	31/ 3.4	2.0	2.1	2.8	1.7	2.6	31/474	375/ 7.3	6.8	5.6	53	1.4	14	234	WSPA
11. WHYZ (B)	22/ 2.4	4.1	3.8	3.9	2.3	3.5	24/262	220/ 4.3	6.4	5.0	83	1.7	16	270	WHYZ
12. WFBC (N/T)	15/ 1.6	1.9	2.2	1.5	1.2	1.8	18/313	239/ 4.6	5.1	3.0	100	1.6	15	202	WFBC
13. WESC (C)	12/ 1.3	0.4	0.9	1.3	1.6	1.0	15/221	133/ 2.6	2.3	3.8	46	1.4	14	155	WESC
14. WBBO-F (J/NA)	12/ 1.3	1.6	1.4	1.1	0.8	1.4	21/544	204/ 3.9	3.2	2.6	154	1.6	15	205	WBBO-F
15. WELP (?)	11/ 1.2	0.0	0.0	0.6	0.8	0.5	11/83	66/ 1.3	0.0	1.7	0	0.5	5	48	WELP
16. WMUU-F (EZ)	10/ 1.1	2.1	1.7	1.1	1.7	1.5	22/413	224/ 4.3	4.8	3.4	91	1.4	14	198	WMUU-F
17.															
18.															
19.															
20.															

12+ FM SHARE (METRO): 87.53% (716 of 818) (WIN 88: 86.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WANS-F>	1 WANS-F	1 WANS-F	1 WMYI-F<	1 WFBC-F	1 WESC-F	1 WESC-F	1 WESC-F	1 WANS-F	1 WANS-F>	1 WLWZ-F
2 WCKZ-F	2 WMYI-F<	2 WFBC-F	2 WFBC-F	2 WMYI-F	2 WSPA-F>	2 WANS-F	2 WFBC-F	2 WMYI-F	2 WLWZ-F<	WESC-F<
3 WLWZ-F>	3 WCKN-F	3 WFBC-F<	3 WESC-F	WESC-F	3 WFBC-F<	3 WFBC-F	3 WSPA-F<	WESC-F	3 WCKZ-F>	3 WFBC-F>
4	4 WFBC-F	4 WESC-F	4 WSSL-AF	4 WSSL-AF	4 WSSL-AF	4 WMYI-F	4 WMYI-F<	4 WFBC-F	4 WCKN-F	4 WMYI-F
5	5 WSSL-AF	5 WSSL-AF	5 WANS-F>	5 WANS-F	5 WANS-F	5 WSPA-F	5 WSSL-AF<	5 WSPA-F<	5 WSPA-F	5 WSPA-F
6	6 WLWZ-F	6 WELP	6 WSPA-F	6 WSPA-F	6	6 WSSL-AF	6 WANS-F>>	6 WSSL-AF	6 WESC-F	6
7	7 WESC-F	WCKN-F	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WANS-F>	1 WFBC-F	1 WFBC-F	1 WFBC-F	1 WFBC-F	1 WANS-F>	1 WANS-F	1 WMYI-F	1 WANS-F	1 WESC-F
2 WLWZ-F	2 WANS-F	2 WMYI-F	2 WMYI-F	2 WMYI-F	2 WCKN-F>>	2 WCKN-F>	2 WESC-F	2 WESC-F<	2 WMYI-F<
3 WCKN-F	3 WSSL-AF	3 WSSL-AF	3 WANS-F	3 WESC-F	3 WMYI-F	3 WMYI-F	3 WCKN-F	3 WMYI-F	3 WSSL-AF
4 WSSL-AF	WMYI-F	4 WLWZ-F>	4 WSSL-AF	4 WSPA-F	4 WESC-F	4 WESC-F>	4 WSSL-AF	4 WCKN-F>	4 WANS-F<
5 WCKZ-F	WLWZ-F>	5 WESC-F	5 WESC-F	5 WSSL-AF	5 WCKZ-F	5 WSSL-AF	WFBC-F	5 WSSL-AF	5 WFBC-F
6 WFBC-F	6 WCKN-F	WANS-F	6	6 WLWZ-F	WLWZ-F>>	WLWZ-F	WANS-F	6 WFBC-F	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WASC	1530	Spartanburg	0.5/2.1
WBBO	780	Forest City	
WBBR	1580	Travelers Rst.	0.5/1.2
WBCY-F	107.9	Charlotte	1.0/4.9
WFGW	1010	Black Mountain	0.1/0.5
WMIT-F	106.9	Black Mountain	0.7/2.6
WROQ-F	95.1	Charlotte	0.8/2.2
WWMG-F	96.1	Shelby	0.5/2.2

RADIO STATIONS

WASC,	1530,	1 KW (DAYS)	, BLACK	NBC, ABC-C,	\$ 15.00 (---		
WFBC,	1330,	5 KW (DA-N)	, MOR/TALK		NBC,	\$ 17.00 (Katz)	Multimedia
WHYZ,	1070,	50 KW (DAYS, DA)	, BLACK	SBN, ABC-C,	\$ 25.00 (HNWH)		
WORD,	910,	5 KW/1 KW (DA-2)	, AC		UPI,	\$ 14.00 (Masla)	
WSPA,	950,	5 KW (DA-N)	, MOR		CBS,	\$ 24.00 (Mc-Guild)	
WANS-F,	107.3,	100 KW @ 1008,	CHR			\$ 44.00 (Christal)	Degree
WCKN-F,	101.1,	100 KW @ 994,	CLASSIC ROCK		ABC-R,	\$ 40.00 (Durpetti)	(ANDERSON)
WESC-F,	92.5,	100 KW @ 2000,	COUNTRY		ABC-E,	\$ 76.00 (Banner)	
WFBC-F,	93.7,	100 KW @ 1840,	AC			\$ 80.00 (Katz)	Multimedia
WMUU-F,	94.5,	100 KW @ 1200,	BTFL/EZ		APR,	\$ 16.00 (---	
WMYI-F,	102.5,	35 KW @ 3117,	AC			\$ 45.00 (Republic)	AmCom
WSPA-F,	98.9,	100 KW @ 1910,	BTFL/EZ			\$ 52.00 (Mc-Guild)	
WSSL-F,	100.5,	100 KW @ 1280,	COUNTRY		MBS,	\$ 54.00 (Christal)	Sterling
WLWZ-F,	103.9,	3 KW @ 328,	BLACK			\$ 33.00 (Eastman)	Voyager
							(GRAY COURT)
							(EASLEY)

HARRISBURG

Arbitron Rank/Pop (12+): 74/493,900

Stations: 27/17  
Diaries: 911/542:1/60.2%  
Sample Target: 880  
% Below Line: 17.4  
% Not Listed: 11.7

1988 Revenue: \$12,900,000  
HH Inc.: \$33,463  
Retail \$: 4.8 Bil  
Pop per Station: 29,052  
#1 Biller: WYNNK-F \$4,800,000

MSA Rank/Pop: 87/584,900  
AD1 #46 (W/York & Lancaster)  
Average Person Ratings: 18.5  
Market TSL: 24.25 hours

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WNNK-F (CHR)	182/19.9	20.8	17.3	21.7	19.5	19.9	195/2119	1769/35.8	40.9	36.8	103	31.2	191	1857	WNNK-F
2. WRKZ-F (C)	98/10.7	7.7	7.8	8.0	8.1	8.6	211/2077	888/18.0	14.5	16.4	104	5.5	34	371	WRKZ-F
3. WHP (MOR)	80/ 8.7	7.1	5.6	6.1	7.7	6.9	93/963	766/15.5	14.9	17.1	48	5.9	36	468	WHP
4. WTPA-F (AOR)	53/ 5.8	6.0	6.0	6.7	5.4	6.1	61/868	644/13.0	12.1	9.4	116	9.1	56	609	WTPA-F
WIMX-F (AC)	53/ 5.8	6.4	6.0	5.5	2.9	5.9	59/899	736/14.9	15.9	11.4	126	6.2	38	554	WIMX-F
6. WNCE-F (EZ)	52/ 5.7	5.9	7.7	5.0	5.6	6.1	175/1857	635/12.9	12.7	11.6	81	3.4	21	194	WNCE-F
7. WHP -F (AC)	45/ 4.9	4.6	5.8	5.1	7.1	5.1	54/883	653/13.2	15.1	14.8	124	3.4	21	538	WHP -F
8. WHKS-F (AC)	28/ 3.1	1.0	1.1	1.0	0.9	1.5	42/446	295/ 6.0	4.9	3.0	148	1.8	11	157	WHKS-F
9. WHYL-AF (C)	28/ 3.0	3.3	5.0	3.9	6.0	3.8	34/588	483/ 7.6	7.1	9.7	113	7.5	93	941	WHYL-AF
10. WQXA-F (CHR)	21/ 2.3	4.2	4.7	3.1	3.5	3.6	86/1868	636/12.9	13.6	10.9	43	3.4	21	490	WQXA-F
WARM-F (AC)	21/ 2.3	1.3	0.6	2.0	1.5	1.5	161/2013	348/ 7.0	3.9	5.7	96	1.1	7	150	WARM-F
WLBR (MOR)	21/ 2.3	2.9	3.4	2.5	2.3	2.8	21/421	416/ 8.4	7.4	6.8	78	0.0	0	0	WLBR

13.  
14.  
15.

12+ FM SHARE (METRO): 81.09% (656 of 809) (WIN 88: 79.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>	1 WHP	1 WNNK-F>	1 WNNK-F>	1 WNNK-F>>	1 WNNK-F>	1 WRKZ-F
2 WQXA-F>	2 WTPA-F>	2 WRKZ-F	2 WRKZ-F	2 WRKZ-F>	2 WRKZ-F<	2 WHP	2 WRKZ-F>	2 WRKZ-F>	2 WRKZ-F>	WNNK-F>
3 WYCR-F	3 WRKZ-F	3 WTPA-F	3 WIMX-F	3 WIMX-F	3 WNNK-F>	3 WRKZ-F>	3 WHP	3 WHP <	3 WHP <	3 WHP >
4	4 WIMX-F>	4 WIMX-F>	4 WTPA-F	4 WTPA-F	4 WNCE-F>	4 WTPA-F	4 WHP -F	4 WTPA-F	4 WAHT	4 WLBR <
5	5 WHKS-F	5 WHP -F	5 WHP -F	5 WHP -F	5 WHP -F	5 WHP -F<	5 WIMX-F<	WIMX-F	5 WTPA-F	5 WIMX-F
6	6 WHP -F	6	6	6	6 WIMX-F	6 WIMX-F	6 WNCE-F	6 WNCE-F	6 WQXA-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>	1 WNNK-F	1 WNNK-F>	1 WNNK-F
2 WIMX-F	2 WIMX-F	2 WHP -F	2 WIMX-F	2 WRKZ-F	2 WTPA-F	2 WTPA-F>	2 WTPA-F>	2 WRKZ-F	2 WRKZ-F>
3 WTPA-F	3 WTPA-F	3 WTPA-F	3 WRKZ-F	3 WIMX-F	3 WRKZ-F>	3 WRKZ-F>	3 WRKZ-F>	3 WTPA-F>	3 WTPA-F>
4 WYCR-F	4 WHP -F	WIMX-F>	4 WHP -F	WHP -F>	4 WGRX-F>	4 WIMX-F>	4 WIMX-F	4 WIMX-F>	4 WIMX-F
WQXA-F	5 WHKS-F	5 WRKZ-F	5 WTPA-F	5 WHP	5 WIMX-F<	5 WHKS-F	5 WHKS-F>	5 WNCE-F	5 WNCE-F
WHKS-F>>	6 WRKZ-F	6 WHKS-F	6	WHKS-F	6 WYCR-F	6 WGRX-F	6 WHYL-AF	WHTF-F	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAHT	1510	Anville-Cleona	1.3/2.3
WCMB	1460	Harrisburg	1.4/5.6
WCTX-F	92.1	Palmyra/Harsbrg	0.7/2.1
WHGB	1400	Harrisburg	1.2/3.5
WKBO	1230	Harrisburg	0.9/3.7
WQIN	1290	Lykens	0.3/1.1
WUFM-F	100.1	Lebanon	1.0/3.5
WDAC-F	94.5	Lancaster	1.2/5.7
WGCB-F	96.1	Red Lion	0.3/1.4
WGRX-F	107.5	Boyertown	1.2/4.4
WHTF-F	92.7	Starview	1.6/6.4
WLAN-F	96.9	Lancaster	0.3/3.9
WQKX-F	94.1	Sunbury	0.7/1.2
WYCR-F	98.5	York/Hanover	1.7/5.5

RADIO STATIONS

WCMB,	1460,	5 KW (DA-N)	, OLDIES	NBC, \$ 23.00 (Eastman)	McKenna
WHGB,	1400,	1 KW	, NOSTALGIA	SMN, \$ 18.00 (Mc-Guild)	Scott
WHP,	580,	5 KW (DA-N)	, MOR	CBS, \$ 40.00 (Katz)	Commonwealth
WKBO,	1230,	1 KW	, OLDIES	SMN, \$ 21.00 (Banner)	
WLBR,	1270,	5 KW/1 KW (DA-2)	, MOR	ABC-I, \$ 19.00 (K & P)	(LEBANON)
WHP-F,	97.3,	14 KW @ 840,	SOFT AC	ABC-D, \$ 55.00 (Katz)	Commonwealth
WHYL-F	102.3,	3 KW @ 328,	COUNTRY	APR, \$ 34.00 (---)	
WIMX-F,	99.3,	3 KW @ 328,	AC	, \$ 42.00 (Eastman)	
WHKS-F,	94.9,	50 KW @ 700,	AC	, \$ NA (Banner)	Barnstable
WNNK-F,	104.1,	22 KW @ 726,	CHR	APR, \$ 80.00 (Christal)	Keymarket
WRKZ-F,	106.7,	50 KW @ 500,	COUNTRY	ABC-E, \$ 62.00 (Torbet)	Eastern
WTPA-F,	93.5,	3 KW @ 300,	AOR	ABC-R, \$ 31.00 (Republic)	

Other ranked stations - See York or Lancaster



HARTFORD

Arbitron Rank/Pop (12+): 40/969,100

MSA Rank/Pop: 43/1,096,200

ADI #23 (w/ New Haven)

Average Person Ratings: 18.4

Market TSL: 24.25 hours

Stations: 22/14

Diaries: 1248/777:1/55.7%

Sample Target: 1220

% Below Line: 12.0

% Not Listed: 13.1

1988 Revenue: \$35,200,000

HH Inc.: \$41,923

Retail \$: 9.4 Bil

Pop per Station: 69,221

#1 Biller: WTIC \$10,000,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTIC (MOR)	294/16.5	15.8	18.6	19.1	18.8	17.5	370/4458	3178/32.8	33.4	36.5	64	11.5	176	2451	WTIC
2. WTIC-F (CHR)	183/10.3	12.2	13.8	13.9	14.6	12.6	291/4627	2679/27.6	34.7	35.4	96	15.5	238	3206	WTIC-F
3. WRCH-F (EZ)	168/9.4	9.7	10.0	11.8	9.9	10.2	322/3334	1720/17.7	20.5	18.8	56	10.7	164	1178	WRCH-F
4. WDRC-F (O)	126/7.1	7.8	6.0	6.9	7.9	6.9	216/3644	1647/17.0	16.6	16.8	165	7.5	115	1460	WDRC-F
5. WCCC-AF (AOR)	115/6.5	4.4	3.9	3.7	5.4	4.6	167/2639	1609/16.6	13.1	13.5	88	7.6	116	1737	WCCC-AF
6. WHCN-F (AOR)	114/6.4	5.3	6.8	7.0	6.2	6.4	181/3016	1744/18.0	16.0	16.4	100	6.8	104	1488	WHCN-F
7. WWYZ-F (C)	102/5.7	5.6	1.2	2.0	1.6	3.6	188/2302	1229/12.7	11.3	6.8	146	4.8	74	857	WWYZ-F
8. WKSS-F (CHR)	86/4.8	4.9	5.7	5.6	4.6	5.3	153/3047	1684/17.4	16.2	15.4	90	4.8	73	1502	WKSS-F
9. WIOF-F (AC)	84/4.7	5.9	3.6	5.8	4.6	5.0	129/2391	1398/14.4	17.2	13.2	145	5.2	79	840	WIOF-F
10. WRCQ (BB)	74/4.1	3.0	3.8	2.5	3.8	3.3	80/786	680/7.0	6.2	7.7	27	1.8	27	478	WRCQ
11. WPOP (N/T)	42/2.4	2.7	3.0	2.0	2.8	2.5	48/1157	966/10.0	10.5	10.1	100	2.9	44	736	WPOP
12.															
13.															
14.															
15.	12+ FM SHARE (METRO):	69.35%	(1075 of 1550)	(WIN 88: 66.96%)											

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F>>	1 WCCC-AF<	1 WTIC-F	1 WDRC-F	1 WDRC-F	1 WTIC >>	1 WTIC >>	1 WTIC	1 WTIC <	1 WTIC >	1 WTIC >>
2 WKSS-F	2 WTIC-F	2 WDRC-F	2 WTIC-F>	2 WTIC	2 WRCH-F>>	2 WTIC-F>	2 WRCH-F<	2 WTIC-F<	2 WTIC-F	2 WRCH-F<
3 WKCI-F	3 WHCN-F>	3 WHCN-F<	3 WTIC	3 WTIC-F	3 WRCQ <	3 WCCC-AF	3 WTIC-F	3 WRCH-F	3 WRCH-F	3 WIOF-F<
4	4 WDRC-F	4 WCCC-AF>	4 WWYZ-F	4 WWYZ-F	4 WWYZ-F	4 WRCH-F	4 WDRC-F	4 WHCN-F	4 WKSS-F	4 WTIC-F
5	5 WKSS-F	5 WTIC <	5 WIOF-F	5 WIOF-F	5 WDRC-F	5 WDRC-F	5 WHCN-F	5 WDRC-F	5 WCCC-AF	5 WHCN-F
6	6 WIOF-F	6 WKSS-F	6 WHCN-F	6 WHCN-F	6 WTIC-F	6	6 WCCC-AF	6	6 WDRC-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTIC-F>>	1 WTIC-F>>	1 WDRC-F	1 WTIC-F>	1 WDRC-F	1 WCCC-AF	1 WCCC-AF<	1 WHCN-F	1 WHCN-F	1 WDRC-F
2 WCCC-AF	2 WDRC-F	2 WTIC-F>	2 WDRC-F>	2 WTIC	2 WHCN-F>>	2 WHCN-F>>	2 WCCC-AF	2 WCCC-AF>	2 WTIC <
3 WKSS-F	3 WCCC-AF<	3 WIOF-F	3 WIOF-F	3 WTIC-F	3 WKSS-F>	3 WTIC-F	3 WDRC-F	3 WTIC-F	3 WTIC-F
4 WHCN-F>	4 WKSS-F	4 WCCC-AF	4 WKSS-F	4 WIOF-F	4 WTIC-F	4 WKSS-F	4 WTIC-F	4 WDRC-F	4 WWYZ-F
5 WIOF-F	5 WIOF-F	5 WKSS-F	5 WTIC <	5 WWYZ-F	5 WWYZ-F	5 WDRC-F	5 WIOF-F	5 WWYZ-F<	5 WHCN-F
6 WDRC-F	6 WHCN-F>>	6 WHCN-F	6 WCCC-AF	6 WRCH-F	6 WTIC >>	6	6	6 WTIC	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDRC	1360	Hartford	1.2/5.9
WKND	1480	Windsor	1.0/1.8
WRYM	840	New Britain	0.6/0.9
WAQY-F	102.1	Springfield	1.2/5.8
WEZN-F	99.9	Bridgeport	0.4/1.1
WFAN	660	New York	0.4/2.0
WHYN-F	93.1	Springfield	0.8/2.6
WKCI-F	101.3	Hamden	1.8/7.5
WMAS-F	94.7	Springfield	0.4/2.3
WPLR-F	99.1	New Haven	1.2/6.9

RADIO STATIONS

WDRC	1360,	5 KW (DA-N)	, OLDIES	, \$ 36.00 (Mc-Guild)	Buckley
WFNS	1230,	1 KW	, BUSINESS TALK	MBS, \$ 21.00 (P/W)	Sage
WKND	1480,	500 W (DAYS,DA)	, BLACK	NBN, \$ 20.00 (Bryon McClanahan)	
WPOP	1410,	5 KW (DA-2)	, NEWS/TALK	CBS, \$ 50.00 (Eastman)	Merv Griffin
WRCQ	910,	5 KW (DA-2)	, NOSTALGIA	ABC-T,ABC-E, \$ 41.00 (Banner)	
WRYM	840,	1 KW (DAYS)	, HISPANIC	, \$ 22.00 (Caballero)	
WTIC	1080,	50 KW (DA-N)	, \$ MOR	NBC, \$192.00 (Katz)	Chase
WCCC-F	106.9,	23 KW @ 720, AOR	Source, ABC-C,	\$ 51.00 (Durpetti)	
WDRC-F	102.9,	20 KW @ 810, OLDIES	, \$ 70.00 (Mc-Guild)		Buckley
WHCN-F	105.9,	16 KW @ 870, AOR	ABC-R,	\$ 61.00 (Christal)	Beck-Ross
WIOF-F	104.1,	18 KW @ 835, AC	CBS-R,	\$ 67.00 (Eastman)	Merv Griffin
WKSS-F	95.7,	17 KW @ 880, CHR	APR,	\$ 59.00 (MMR)	Precision
WLVH-F	93.7,	21 KW @ 780, HISPANIC	APR,	\$ 30.00 (---)	Sage
WRCH-F	100.5,	8 KW @ 1250, BTLF/EZ	ABC-D,	\$ 80.00 (Banner)	
WTIC-F	96.5,	20 KW @ 810, CHR	, \$145.00 (Katz)		Chase
WWYZ-F	92.5,	18 KW @ 860, COUNTRY	US 2,	\$ 46.00 (Banner)	(WATERBURY)

HONOLULU

Arbitron Rank/Pop (12+): 56/690,700  
 MSA Rank/Pop: 61/836,400  
 No ADI  
 Average Person Ratings: 17.4  
 Market TSL: 23.0 hours

Stations: 25/25  
 Diaries: 980/705:1/54.7%  
 Sample Target: 1010  
 % Below Line: 0.0  
 % Not Listed: 4.3

1988 Revenue: \$18,700,000  
 HH Inc.: \$41,840  
 Retail \$: 6.1 Bil  
 Pop per Station: 27,628  
 #1 Biller: KSSK \$4,100,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion	25-54	Birch Share	Birch AQH	Birch Cume	
1. KQM-Q- <u>AF</u> (CHR)	175/14.6	15.9	16.3	14.2	14.2	15.3		2486/36.0	34.8	33.3	103		0.0	0	0	KQM-Q- <u>AF</u>
2. KUMU- <u>AF</u> (EZ)	153/12.8	11.2	11.6	9.8	10.0	11.3		1528/22.1	22.3	18.8	91		0.0	0	0	KUMU- <u>AF</u>
3. KIKI- <u>F</u> (CHR)	110/ 9.2	9.7	10.3	8.3	9.0	9.4		1554/22.5	21.1	21.7	52		0.0	0	0	KIKI- <u>F</u>
4. KSSK (MOR)	106/ 8.8	10.6	11.5	12.5	11.2	10.9		1517/22.0	23.3	21.7	122		0.0	0	0	KSSK
5. KXPW- <u>F</u> (AC)	78/ 6.5	7.0	5.0	5.0	6.3	5.9		1440/20.8	20.1	19.2	85		0.0	0	0	KXPW- <u>F</u>
6. KPOI- <u>F</u> (AOR)	76/ 6.3	6.7	7.1	6.4	6.3	6.6		1120/16.2	16.2	15.2	111		0.0	0	0	KPOI- <u>F</u>
7. KCCN (E)	75/ 6.3	3.5	3.9	3.9	5.5	4.4		922/13.3	10.7	10.4	76		0.0	0	0	KCCN
8. KRTR- <u>F</u> (AC)	70/ 5.8	6.1	5.9	8.4	7.3	6.6		980/14.2	15.7	16.3	145		0.0	0	0	KRTR- <u>F</u>
9. KIKI (O)	61/ 5.1	5.9	4.4	6.2	5.8	5.4		870/12.6	13.4	13.0	143		0.0	0	0	KIKI
10. KHVH (N/T)	46/ 3.8	4.1	3.8	4.1	4.0	3.9		912/13.2	13.9	10.7	66		0.0	0	0	KHVH
11. KHHH- <u>F</u> (J/NA)	39/ 3.3	2.5	2.8	0.0	0.0	2.2		554/ 8.0	7.8	0.0	139		0.0	0	0	KHHH- <u>F</u>
12. KGU (T)	33/ 2.8	3.5	2.7	3.6	3.7	3.2		559/ 8.1	12.1	7.6	100		0.0	0	0	KGU
13. KIOV- <u>F</u> (?)	32/ 2.7	0.3	0.0	0.0	0.0	0.8		430/ 6.2	1.4	0.0	119		0.0	0	0	KIOV- <u>F</u>
14.																
15.																

NOTE: Honolulu's Metro and TSA are the same.

12+ FM SHARE (METRO): 61.01% (701 of 1149) (WIN 88: 50.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIKI- <u>F</u> >>	1 KQM-Q- <u>AF</u> >	1 KQM-Q- <u>AF</u> >	1 KQM-Q- <u>AF</u> >	1 KQM-Q- <u>AF</u>	1 KUMU- <u>AF</u> >	1 KQM-Q- <u>AF</u>	1 KQM-Q- <u>AF</u> <	1 KQM-Q- <u>AF</u>	1 KIKI- <u>F</u> >	1 KSSK
2 KQM-Q- <u>AF</u>	2 KPOI- <u>F</u>	2 KUMU- <u>AF</u>	2 KUMU- <u>AF</u>	2 KUMU- <u>AF</u>	2 KSSK	2 KSSK >	2 KUMU- <u>AF</u> >	2 KUMU- <u>AF</u>	2 KQM-Q- <u>AF</u>	2 KQM-Q- <u>AF</u>
3 KXPW- <u>F</u>	KIKI- <u>F</u>	3 KSSK <	3 KSSK	3 KSSK	3 KCCN	3 KUMU- <u>AF</u> >	3 KSSK	3 KIKI- <u>F</u>	3 KUMU- <u>AF</u>	3 KGU
4	4 KXPW- <u>F</u> <	4 KPOI- <u>F</u>	4 KRTR- <u>F</u>	4 KRTR- <u>F</u>	4 KQM-Q- <u>AF</u>	4 KIKI- <u>F</u>	4 KPOI- <u>F</u> <	4 KSSK	4 KHVH	4 KHVH <
5	5 KRTR- <u>F</u>	5 KIKI- <u>F</u>	5 KPOI- <u>F</u>	5 KIKI	5 KHVH	5 KXPW- <u>F</u>	5 KRTR- <u>F</u>	5 KXPW- <u>F</u>	5 KXPW- <u>F</u>	5 KIKI
6	6	6	KIKI	6	6	6	6	KCCN	6	6

  

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQM-Q- <u>AF</u>	1 KQM-Q- <u>AF</u> >>	1 KQM-Q- <u>AF</u>	1 KQM-Q- <u>AF</u> >	1 KQM-Q- <u>AF</u>	1 KQM-Q- <u>AF</u> >	1 KQM-Q- <u>AF</u>	1 KQM-Q- <u>AF</u> <	1 KQM-Q- <u>AF</u> >	1 KQM-Q- <u>AF</u> >
2 KIKI- <u>F</u> >>	2 KRTR- <u>F</u>	2 KRTR- <u>F</u> >	2 KUMU- <u>AF</u>	2 KUMU- <u>AF</u>	2 KIKI- <u>F</u>	2 KPOI- <u>F</u>	2 KPOI- <u>F</u> >	2 KPOI- <u>F</u>	2 KUMU- <u>AF</u>
3 KXPW- <u>F</u>	3 KIKI- <u>F</u>	3 KSSK >	3 KSSK	3 KSSK >	3 KPOI- <u>F</u>	3 KIKI- <u>F</u>	3 KXPW- <u>F</u>	3 KXPW- <u>F</u>	3 KSSK
4 KPOI- <u>F</u>	4 KSSK	4 KIKI	4 KIKI- <u>F</u>	4 KRTR- <u>F</u> >	4 KXPW- <u>F</u> >	4 KXPW- <u>F</u> >	4 KIKI- <u>F</u>	4 KIKI- <u>F</u> <	4 KPOI- <u>F</u> <
5 KSSK	5 KPOI- <u>F</u>	5 KUMU- <u>AF</u>	5 KRTR- <u>F</u>	5 KIKI	5 KUMU- <u>AF</u>	5 KRTR- <u>F</u>	5 KRTR- <u>F</u>	5 KUMU- <u>AF</u>	5 KRTR- <u>F</u>
6	6 KXPW- <u>F</u>	KPOI- <u>F</u>	6	6	6 KIOV- <u>F</u>	6	6	6 KSSK	6 KIKI

KRTR-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAIM	870	Honolulu	0.3/1.5
KAIM- <u>F</u>	95.5	Honolulu	0.8/2.5
KISA	1540	Honolulu	0.3/1.2
KLHT	1040	Honolulu	0.6/1.8
KNDI	1270	Honolulu	0.7/2.3
KOHO	1170	Honolulu	1.0/2.0
KWAI	1080	Honolulu	1.1/3.1
KZOO	1210	Honolulu	0.6/2.2

RADIO STATIONS

KCCN,	1420,	5 KW	, ETHNIC	, \$ 25.00 (Roslin)	
KDEO,	940,	10 KW	, COUNTRY	MBS, \$ 23.00 (K & P)	
KGU,	760,	10 KW	, TALK	CBS,ABC-T, \$ 28.00 (Banner)	
KHVH,	990,	10 KW	, NEWS/TALK	NBC,ABC-I, \$ 40.00 (HNWH)	
KIKI,	830,	5 KW	, OLDIES	, \$ 30.00 (Christal)	Henry
KSSK,	590,	5 KW	, MOR	, \$ 95.00 (Eastman)	Heftel
KAIM- <u>F</u> ,	95.5,	100 KW @	421, RELIGION	, \$ 10.00 (---)	
KMAI- <u>F</u> ,	93.9,	100 KW @	421, CHR	, \$ 52.00 (Katz)	Henry
KPOI- <u>F</u> ,	97.5,	83 KW @	46, AOR	, \$ 45.00 (Republic)	
KQM-Q- <u>F</u> ,	93.1,	54 KW @	-119, CHR	, \$ 66.00 (Christal)	
KRTR- <u>F</u> ,	96.3,	75 KW @	2120, AC	, \$ 40.00 (Torbet)	
KUMU- <u>F</u> ,	94.7,	100 KW @	500, BTFL/EZ	, \$ 46.00 (Torbet)	
KXPW- <u>F</u> ,	92.3,	100 KW @	1685, AC/CONTEMP	, \$ 56.00 (Eastman)	Heftel
KHHH- <u>F</u> ,	98.5,	100 KW @	280, JAZZ/NEW AGE	, \$ NA (HNWH)	

HOUSTON

Arbitron Rank/Pop (12+): 10/2,958,400  
 MSA Rank/Pop: 8/3,277,100  
 ADI # 10  
 Average Person Ratings: 18.1  
 Market TSL: 23.75 hours

Stations: 34/33  
 Diaries: 2156/1372:1/49.2%  
 Sample Target: 2030  
 % Below Line: 1.2  
 % Not Listed: 9.6

1988 Revenue: \$107,000,000  
 HH Inc.: \$36,984  
 Retail \$: 29.4 Bil  
 Pop per Station: 89,648  
 #1 Biller: KIKK-AF \$12,000,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMJQ-F (B)	472/ 8.8	9.8	9.3	8.8	8.5	9.2	490/4704	4412/14.9	14.7	13.7	82	10.6	581	5288	KMJQ-F
2. KIKK-F (C)	470/ 8.8	6.8	7.0	8.1	6.9	7.7	519/6450	5519/18.7	16.4	15.4	105	9.1	499	5512	KIKK-F
3. KKBQ-AF (CHR)	346/ 6.5	7.5	6.9	6.7	7.6	6.9	372/6876	6244/21.1	21.8	21.0	78	10.3	563	6756	KKBQ-AF
4. KILT-F (C)	345/ 6.4	4.6	6.2	6.7	6.0	6.0	417/5752	4805/16.2	13.2	15.3	122	6.9	378	3640	KILT-F
5. KTRH (N/T)	321/ 6.0	5.7	6.5	6.2	5.4	6.1	391/6026	5041/17.0	17.9	16.2	72	2.9	159	2542	KTRH
6. KRBE-F (CHR)	310/ 5.8	6.0	6.0	8.4	7.9	6.6	341/6264	5543/18.7	19.6	22.7	59	7.6	414	6703	KRBE-F
7. KODA-F (EZ)	285/ 5.3	6.1	4.9	5.2	5.2	5.4	310/4354	3949/13.3	15.2	12.9	102	3.8	206	2460	KODA-F
8. KQUE-F (BB)	258/ 4.8	3.4	3.8	3.4	3.2	3.9	271/2566	2421/ 8.2	7.7	6.5	65	2.3	123	1789	KQUE-F
9. KZFX-F (AOR)	231/ 4.3	3.7	3.8	3.7	3.7	3.9	236/3477	3384/11.4	10.4	11.1	135	3.5	189	2569	KZFX-F
KLOL-F (AOR)	231/ 4.3	5.2	5.8	5.9	5.6	5.3	263/4391	3833/13.0	13.2	13.5	109	7.2	395	4683	KLOL-F
11. KLTR-F (AC)	197/ 3.7	3.8	3.8	3.3	4.5	3.7	200/3616	3474/11.7	12.0	12.6	149	2.5	138	2027	KLTR-F
12. KLDE-F (O)	155/ 2.9	2.5	3.2	3.4	2.2	3.0	169/3058	2792/ 9.4	8.7	5.6	155	2.7	149	1800	KLDE-F
13. KFMC-F (AC)	150/ 2.8	4.3	4.4	3.8	4.2	3.8	167/2705	2354/ 8.0	9.5	9.7	139	3.5	189	2285	KFMC-F
14. KPRC (N/T)	148/ 2.8	4.0	3.3	2.4	3.1	3.1	155/2963	2774/ 9.4	10.5	9.1	89	3.1	170	1736	KPRC
15. KKHT-F (AC)	136/ 2.5	3.8	2.8	2.8	3.2	3.0	146/2997	2888/ 9.8	10.4	8.4	100	3.2	173	1937	KKHT-F
16. KLAT (SP)	94/ 1.8	1.3	2.6	2.1	1.9	1.9	94/923	923/ 3.1	2.6	3.6	111	1.0	55	1054	KLAT
17. KCOH (B)	79/ 1.5	0.8	0.8	1.0	1.1	1.0	79/968	968/ 3.3	2.1	2.8	93	0.8	45	446	KCOH
18. KYOK (B)	74/ 1.4	1.1	1.5	0.9	1.7	1.2	74/1057	1047/ 3.5	3.4	4.1	86	1.2	63	537	KYOK
19. KHYS-F (B)	67/ 1.2	1.0	0.0	0.0	0.0	0.6	139/1838	1480/ 5.0	2.5	0.0	67	0.0	0	0	KHYS-F
20. KXYZ (SP)	55/ 1.0	1.3	1.5	1.1	1.7	1.2	55/629	611/ 2.1	2.6	2.8	130	0.8	44	718	KXYZ

12+ FM SHARE (METRO): 77.68% (3765 of 4847) (WIN 88: 77.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKBQ-AF	1 KMJQ-F>	1 KMJQ-F	1 KIKK-F	1 KIKK-F	1 KTRH	1 KIKK-F	1 KILT-F	1 KMJQ-F<	1 KMJQ-F>	1 KTRH >
2 KRBE-F	2 KIKK-F	2 KIKK-F	2 KMJQ-F	2 KILT-F	2 KQUE-F	2 KTRH	KIKK-F	2 KIKK-F	2 KKBQ-AF	2 KMJQ-F>
3 KMJQ-F>>	3 KZFX-F	3 KILT-F	KILT-F	3 KMJQ-F	KIKK-F	3 KKBQ-AF<	3 KODA-F<	3 KRBE-F	3 KRBE-F	3 KIKK-F>
4 KKBQ-AF	4 KZFX-F	4 KZFX-F<	4 KZFX-F	4 KZFX-F	4 KODA-F	4 KMJQ-F<	4 KMJQ-F<	4 KILT-F	4 KIKK-F>	4 KPRC >
5 KRBE-F	5 KRBE-F	5 KKBQ-AF<	5 KLTR-F	5 KLTR-F<	5 KILT-F>	5 KILT-F>	5 KQUE-F	5 KKBQ-AF	5 KTRH	5 KILT-F>
6 KKBQ-AF	6 KLBQ-AF	6 KLBQ-AF<	6 KLBQ-AF	6 KODA-F	6 KPRC	6 KLBQ-AF	6 KTRH	6 KODA-F	6 KLBQ-AF	6 KZFX-F
7 KILT-F	7 KRBE-F	7 KLBQ-AF	7 KLBQ-AF	7 KKBQ-AF	7	7 KODA-F	7 KLTR-F	7 KTRH <	7 KZFX-F	KFMC-F
8 KLTR-F	8 KLTR-F	8	8	8	8	8 KQUE-F	8	8 KLBQ-AF<	8 KKHT-F	8
9	9	9	9	9	9	9	9	9 KQUE-F	9 KLTR-F	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMJQ-F>	1 KMJQ-F>	1 KMJQ-F	1 KMJQ-F	1 KIKK-F	1 KMJQ-F>	1 KMJQ-F	1 KZFX-F	1 KZFX-F<	1 KIKK-F
2 KRBE-F<	2 KIKK-F	2 KLTR-F	2 KIKK-F>	2 KMJQ-F	2 KRBE-F	2 KZFX-F<	2 KLBQ-AF	2 KMJQ-F<	2 KZFX-F
3 KIKK-F	3 KRBE-F<	3 KIKK-F	3 KILT-F	3 KILT-F	3 KLBQ-AF	3 KLBQ-AF	3 KMJQ-F	3 KIKK-F	3 KILT-F
4 KKBQ-AF>	4 KKBQ-AF	4 KKBQ-AF	4 KLTR-F	4 KLTR-F	4 KKBQ-AF	4 KIKK-F	4 KIKK-F	4 KLBQ-AF	4 KLBQ-AF
5 KKHT-F	5 KLTR-F>	5 KRBE-F	5 KKBQ-AF	5 KODA-F<	KIKK-F	5 KILT-F<	5 KILT-F>	5 KILT-F	5 KMJQ-F
6 KILT-F	6 KILT-F	6 KILT-F	6 KRBE-F>	6 KKBQ-AF	6 KZFX-F	6 KRBE-F	6 KLTR-F	6 KKBQ-AF	6 KTRH <
7 KZFX-F	7 KZFX-F	7 KZFX-F	7 KODA-F<	7 KLDE-F	7 KYOK <	7 KKBQ-AF	7 KKBQ-AF	7 KRBE-F	7 KODA-F
KLLOL-F	KLLOL-F	KLLOL-F	8 KLDE-F	8 KRBE-F	8 KILT-F	8	8 KTRH <	8	8 KKBQ-AF<
9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEYH	850	Houston	0.7/1.2
KHCB-F	105.7	Houston	0.8/3.3
KIKK	650	Pasadena	0.6/1.1
KILT	610	Houston	0.8/3.4
KJOL-F	106.9	Conroe	0.7/1.8
KKZR	1070	Houston	0.8/1.5
KLVL	1480	Pasadena	0.6/1.1
KNUZ	1230	Houston	0.5/1.4
KQQK-F	106.5	Galveston/Hstn	0.5/1.4
KRTS-F	92.1	Seabrook/Hstn	0.4/1.8
KTEK	1110	Alvin/Houston	0.3/0.9
KWWJ	1360	Baytown	0.5/0.9
KYST	920	Texas City/Hstn	0.7/1.8
KHYS-F	98.5	Port Arthur	1.2/5.0

RADIO STATIONS

AM STATIONS

KCOH,	1430,	1 KW (DAYS)	, BLACK	SBN, NBN, \$ 57.00 (Roslin)	
KEYH,	850,	10 KW (DAYS, DA)	, HISPANIC	, \$ 47.00 (Caballero)	
KIKK,	650,	250 W (DAYS)	, COUNTRY	, \$ 43.00 (Torbet)	Viacom
KILT,	610,	5 KW (DA-2)	, COUNTRY	, \$ 40.00 (Banner)	Legacy
KKBQ,	790,	5 KW (DA-2)	, CHR	ABC-F, \$ NA (Mc-Guild)	Gannett
KKZR,	1070,	10 KW/5 KW (DA-2),	AOR	SMN, \$ 35.00 (Durpetti)	Susquehanna
KLAT,	1010,	5 KW (DA-2)	, HISPANIC	, \$ 80.00 (Katz)	Tichenor
KLVL,	1480,	1 KW/500W (DA-N),	HISPANIC	, \$ 30.00 (---)	
KNUZ,	1230,	1 KW	, OLDIES	ABC-D, \$ 39.00 (Eastman)	
KPPC,	950,	5 KW (DA-N)	, NEWS/TALK	CBS, \$110.00 (Eastman)	
KTRH,	740,	50 KW (DA-1)	, NEWS	MBS, ABC-I, \$164.00 (CBS)	Rusk
KXYZ,	1320,	5 KW (DA-N)	, HISPANIC	, \$ 70.00 (Caballero)	Infinity
KYOK,	1590,	5 KW (DA-N)	, BLACK	SMN, ABC-C, \$ 57.00 (K & P)	Noble

FM STATIONS

KFMK,	97.9,	100 KW @ 2010,	AC	, \$190.00 (Katz)	Cook Inlet
KIKK,	95.7,	100 KW @ 1920,	COUNTRY	, \$210.00 (Torbet)	Viacom
KILT,	100.3,	100 KW @ 1920,	COUNTRY	, \$175.00 (Banner)	Legacy
KKBQ,	92.9,	100 KW @ 1920,	CHR	ABC-F, \$195.00 (Mc-Guild)	Gannett
KKHT,	96.5,	100 KW @ 2000,	CHR/DANCE	ABC-R, \$150.00 (HNWH)	Emmis
KLDE,	94.5,	100 KW @ 1970,	OLDIES	Trans, \$100.00 (Durpetti)	Entercom
KLOL,	101.1,	97 KW @ 1949,	AOR	Source, \$170.00 (CBS)	Rusk
KLTR,	93.7,	100 KW @ 1779,	AC	CBS-R, \$190.00 (CBS)	Cook Inlet
KMJQ,	102.1,	100 KW @ 1720,	URBAN/BLACK	, \$202.00 (Christal)	Noble
KODA,	99.1,	100 KW @ 1920,	BTFL/EZ	, \$181.00 (Group W)	Westinghouse
KQUE,	102.9,	100 KW @ 1049,	NOSTALGIA	ABC-E, \$120.00 (Eastman)	
KRBE,	104.1,	100 KW @ 1920,	CHR	, \$190.00 (Durpetti)	Susquehanna
KRTS,	92.1,	3 KW @ 300,	CLASSICAL	, \$ 69.00 (CMBS)	(SEABROOK)
KZFX,	107.5,	100 KW @ 2000,	CLASSIC ROCK	, \$145.00 (Republic)	Shamrock
KQQK,	106.5,	100 KW @ 750	HISPANIC	, \$ 60.00 (---)	(GALVESTON)

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1009100  
 MSA Rank/Pop: 40/1232600  
 ADI # 25  
 Average Person Ratings: 17.1  
 Market TSL: 22.5 hours

Stations: 19/19  
 Diaries: 1610/627:1/57.6%  
 Sample Target: 1500  
 % Below Line: 0.0  
 % Not Listed: 7.3

1988 Revenue: \$46,500,000  
 HH Inc.: \$34,011  
 Retail \$: 9.6 Bil  
 Pop per Station: 53,110  
 #1 Biller: WIBC \$9,300,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WFBQ-F (AOR)	257/14.9	14.5	13.8	14.9	12.8	14.5	426/5141	2944/29.2	26.4	25.4	113	20.5	390	3547	WFBQ-F
2. WFMS-F (C)	212/12.3	9.0	11.4	10.3	11.3	10.8	286/3259	2092/20.7	18.7	19.5	116	11.4	216	2442	WFMS-F
3. WIBC (MOR)	192/11.1	14.3	13.9	13.1	14.7	13.1	224/2708	2201/22.0	24.0	26.7	73	10.1	191	1593	WIBC
4. WZPL-F (CHR)	152/ 8.8	9.2	10.2	12.2	9.5	10.1	235/3450	2216/22.0	23.4	22.6	55	11.9	226	2370	WZPL-F
5. WXTZ-F (EZ)	148/ 8.6	9.1	7.6	8.6	7.0	8.5	179/2143	1561/15.5	17.0	15.6	69	6.0	114	1365	WXTZ-F
6. WKLR-F (O)	138/ 8.0	6.9	6.6	4.3	5.0	6.4	208/3014	1903/18.9	17.0	12.9	159	6.2	118	1562	WKLR-F
7. WTLC-F (B)	117/ 6.8	6.3	8.8	7.7	8.0	7.4	123/1436	1280/12.7	13.7	13.2	91	8.7	165	1860	WTLC-F
8. WENS-F (AC)	114/ 6.6	7.1	6.7	8.4	8.6	7.2	143/2459	1832/18.2	19.6	21.2	130	5.0	95	1446	WENS-F
9. WTPI-F (AC)	68/ 3.9	4.6	3.4	4.4	4.3	4.1	84/1320	929/ 9.2	11.2	10.0	141	2.5	47	762	WTPI-F
10. WTUX (BB)	55/ 3.2	3.2	3.6	2.4	3.6	3.1	68/678	631/ 6.3	7.0	6.9	28	2.4	46	536	WTUX
11. WPZZ-F (B)	33/ 1.9	2.2	1.4	0.4	0.8	1.5	34/536	487/ 4.8	5.7	1.6	63	2.4	46	994	WPZZ-F
12.															
13.															

12+ FM SHARE (METRO): 81.76% (1309 of 1601) (WIN 88: 74.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZPL-F>>	1 WFBQ-F>>	1 WFBQ-F>	1 WFBQ-F	1 WFBQ-F	1 WFBQ-F>>	1 WFBQ-F>	1 WFBQ-F	1 WFBQ-F	1 WZPL-F	1 WIBC >>
2 WTLC-F	2 WFMS-F<	2 WFMS-F	2 WFMS-F	2 WFMS-F	2 WFMS-F	2 WIBC >	2 WFMS-F	2 WFMS-F	2 WFMS-F	2 WFMS-F>>
WFBQ-F	3 WZPL-F<	3 WKLR-F	3 WKLR-F>	3 WKLR-F>	3 WTLC-F	3 WFMS-F>	3 WXTZ-F	3 WZPL-F	3 WFBQ-F	3 WTLC-F<
4 WENS-F	4 WENS-F	4 WENS-F	4 WENS-F	4 WENS-F	4 WENS-F	4 WZPL-F	4 WIBC	4 WIBC	4 WTLC-F	4 WFBQ-F<
5	5 WKLR-F	5 WZPL-F	5 WIBC	5 WIBC	5 WZPL-F	5 WKLR-F<	5 WKLR-F	5 WXTZ-F<	5 WIBC	5 WENS-F
6	6 WTLC-F	6 WTLC-F	6 WTLC-F	6 WENS-F	6 WXTZ-F<	6 WENS-F	6 WKLR-F	6 WENS-F<	6	6
7	7	7	7 WTPI-F	7 WXTZ-F	7	7 WENS-F	7	7 WKLR-F	7	7
				8 WTPI-F	8 WTLC-F>					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFBQ-F	1 WFBQ-F>	1 WFBQ-F	1 WFBQ-F	1 WFMS-F	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>
2 WZPL-F	2 WENS-F<	WENS-F	2 WFMS-F<	2 WENS-F	2 WZPL-F	2 WFMS-F	2 WKLR-F	2 WFMS-F	2 WFMS-F
3 WFMS-F>	3 WZPL-F<	3 WKLR-F	3 WENS-F	3 WKLR-F<	3 WTLC-F>	3 WTLC-F	3 WFMS-F>	3 WKLR-F>	3 WKLR-F>
4 WENS-F>	4 WFMS-F>	4 WFMS-F	4 WZPL-F	4 WZPL-F>	4 WFMS-F	WKLR-F	4 WTPI-F	4 WTLC-F	4 WIBC >
5 WTLC-F	5 WKLR-F	5 WZPL-F	5 WZPL-F	5 WIBC	5 WENS-F	5 WZPL-F	5 WTLC-F	5 WZPL-F	5 WTLC-F
6 WTPI-F	6 WTPI-F	6 WTPI-F	6 WTPI-F	6 WTPI-F	6	6 WENS-F	WENS-F	6 WIBC <	6 WXTZ-F
WPZZ-F	WTLC-F	7 WTLC-F	7	7 WXTZ-F	7	7	7 WIBC	7 WENS-F	7 WENS-F
8 WXTZ-F				WTLC-F					

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCBK-F	102.3	Martinsville	0.9/1.8
WGRT	810	Indianapolis	0.9/1.2
WIRE	1430	Indianapolis	1.0/5.6
WNDE	1260	Indianapolis	0.3/3.8
WSYW-F	107.1	Danville/Indy	1.0/3.0
WTS-F	92.3	Bloomington	1.0/5.7
WXIR-F	98.3	Plainfield	1.0/3.4
WXLW	950	Indianapolis	0.3/1.7

RADIO STATIONS

AM STATIONS

WBRI,	1500,	5 KW (DAYS,DA)	, RELIGION						
WGRT,	810,	250 W (DAYS)	, GOSPEL						
WIBC,	1070,	50 KW/10 KW (DA-2),	MOR						
WIRE,	1430,	5 KW (DA-N)	, COUNTRY	NBC,	NBC-T,	\$140.00 (Durpetti)		Universal	
WNDE,	1260,	5 KW (DA-N)	, TALK	ABC-I,		\$41.00 (Republic)		Sconnix	
WNTS,	1590,	5 KW/500 W (DA-2),	RELIGION	US 2,		\$34.00 (Katz)		ML Partners	
WTUX,	1310,	5 KW/1 KW (DA-2)	, NOSTALGIA			\$20.00 (---)		Great American	
WXLW,	950,	5 KW (DAYS,DA)	, RELIGION	CBS,		\$45.00 (HMR)		Panache	
						\$13.00 (Savalli)			

FM STATIONS

WENS-F,	97.1,	23 KW @ 739,	AC						
WFBQ-F,	94.7,	52 KW @ 850,	AOR						
WFMS-F,	95.5,	13 KW @ 1000,	COUNTRY	Source,		\$107.00 (Christal)		Emmis	
WKLR-F,	93.1,	13 KW @ 990,	OLDIES			\$140.00 (Katz)		Great American	
WTLC-F,	105.7,	50 KW @ 445,	BLACK			\$110.00 (Mc-Guild)		Susquehanna	
WTPI-F,	107.9,	22 KW @ 885,	SOFT AC			\$60.00 (Durpetti)		Sconnix	
WXTZ-F,	103.3,	18 KW @ 860,	BTFL/EZ	APR,CBS-R,		\$70.00 (HMR)		Panache	
WZPL-F,	99.5,	10 KW @ 947,	CHR			\$50.00 (Eastman)			
WXIR-F,	98.3,	3 KW @ 296,	RELIGION			\$75.00 (Republic)		ML Partners	
WATI-F,	107.1,	3 KW @ 300,	COUNTRY	APR,		\$85.00 (HNWH)		Booth	
WTS-F,	92.3,	37 KW @ 1090,	CONTEMP			\$15.00 (---)			(PLAINFIELD)
						\$25.00 (Regional)		Universal	(DANVILLE)
						\$30.00 (Republic)		Sarkes Tarzian	(BLOOMINGTON)

JACKSONVILLE

Arbitron Rank/Pop (12+): 52/759,500  
 MSA Rank/Pop: 59/894,200  
 ADI # 57  
 Average Person Ratings: 16.0  
 Market TSL: 21.25 hours

Stations: 25/23  
 Diaries: 1023/742:1/48.8%  
 Sample Target: 1000  
 % Below Line: 3.7  
 % Not Listed: 18.5

1988 Revenue: \$22,500,000  
 HH Inc.: \$30,862  
 Retail \$: 5.9 Bil  
 Pop per Station: 33,021  
 #1 Biller: WAPE-AF \$4,300,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion	Birch Share	Birch AQH	Birch Cume
1. WAPE-AF (CHK)	192/15.9	15.4	17.2	18.7	16.1	16.8	230/2893	2395/31.2	31.0	31.6	63	17.2	223	2617
2. WQIK-F (C)	131/10.8	9.7	10.5	10.9	8.5	10.5	187/2069	1415/18.6	19.6	16.7	5	11.2	145	1389
3. WFYV-F (AOR)	100/ 8.3	11.2	10.3	7.5	7.8	9.3	113/1387	1286/16.9	19.0	14.8	0	11.0	143	1479
4. WEJZ-F (AC)	77/ 6.4	3.7	4.1	3.4	6.4	4.4	82/1166	1004/13.2	8.7	11.5	106	3.5	46	701
5. WPDQ-F (B)	68/ 5.6	6.7	7.4	5.8	3.9	6.4	68/740	740/ 9.7	11.1	7.2	50	7.4	96	1091
6. WAIV-F (AC)	67/ 5.5	7.7	6.7	8.7	6.9	7.1	70/1244	1015/13.4	18.6	15.4	156	4.4	57	1080
7. WIVY-F (AC)	65/ 5.4	6.5	8.5	6.2	7.9	6.7	71/1497	1254/16.5	19.4	18.5	174	7.1	143	1479
8. WCRJ-F (C)	57/ 4.7	6.1	4.2	7.1	5.5	5.5	64/871	722/ 9.5	12.7	10.8	19	5.6	73	951
9. WZAZ (B)	46/ 3.8	3.0	2.4	2.3	2.6	2.9	46/570	570/ 7.5	5.9	6.2	13	2.9	38	305
10. WOKV (N/T)	36/ 3.0	2.3	4.0	3.0	3.6	3.1	37/564	508/ 6.7	7.0	9.4	20	2.9	38	663
11. WIOI-F (?)	28/ 2.3	0.0	0.0	0.0	0.0	0.6	28/346	318/ 4.2	-	-	183	-	-	-
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 81.88% (809 of 988) (WIN 88: 78.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPE-AF>>1	WAPE-AF>	1 WAPE-AF>	1 WAPE-AF<	1 WROS	1 WQIK-F>	1 WAPE-AF	1 WAPE-AF	1 WAPE-AF>	1 WAPE-AF>	1 WQIK-F
2 WFYV-F	2 WFYV-F>	2 WFYV-F	2 WFYV-F	2 WAPE-AF	2 WEJZ-F	2 WQIK-F	2 WQIK-F	2 WQIK-F>	2 WPDQ-F>	2 WPDQ-F
3 WPDQ-F	3 WPDQ-F	3 WQIK-F	3 WQIK-F	WAYR	3 WAPE-AF	3 WFYV-F	3 WFYV-F	3 WFYV-F>	3 WFYV-F	3 WAPE-F>
4	4 WQIK-F	4 WIVY-F<	4 WAIV-F	4 WIVY-F	4 WIVY-F	4 WEJZ-F	4 WEJZ-F	4 WEJZ-F<	4 WQIK-F>	4 WZAZ
5	5 WAIV-F	5 WAIV-F	5 WIVY-F	5 WAIV-F	WAIV-F	5 WEJZ-F<	5 WAIV-F	5 WAIV-F<	5 WAIV-F	5 WIVY-F
6	6	6 WPDQ-F	6 WCRJ-F	6 WJAX	6	6 WCRJ-F<	6 WIVY-F	6 WIVY-F	6 WCRJ-F	6 WFYV-F
7	7	7	7	7	7	7 WAIV-F	7	7	7 WZAZ	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPE-AF>>1	WAPE-AF>>1	WAPE-AF	1 WAPE-AF>>1	WAPE-AF	1 WAPE-AF>	1 WFYV-F	1 WFYV-F>>	1 WFYV-F	1 WFYV-F
2 WPDQ-F>	2 WPDQ-F	2 WAIV-F	2 WAIV-F	2 WQIK-F	2 WFYV-F>>	2 WAPE-AF>>	2 WAPE-AF	2 WAPE-AF>	2 WQIK-F>
3 WEJZ-F>	3 WAIV-F	3 WQIK-F	3 WIVY-F<	3 WAIV-F	3 WPDQ-F>	3 WQIK-F	WQIK-F	3 WQIK-F>	3 WCRJ-F
4 WQIK-F	4 WEJZ-F	4 WPDQ-F	4 WPDQ-F<	4 WIVY-F	4 WQIK-F	4 WPDQ-F	4 WCRJ-F	4 WIVY-F<	4 WAPE-AF
5 WFYV-F	5 WQIK-F	WCRJ-F	5 WEJZ-F	5 WEJZ-F	5 WIVY-F	5 WIVY-F	5 WIOI-F	5 WCRJ-F	5 WAIV-F
6 WAIV-F	6 WCRJ-F	6 WIVY-F	6 WQIK-F	6	6 WEJZ-F	6 WIOI-F	WAIV-F	6 WPDQ-F	6 WIVY-F
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAYR	550	Orange Park	1.2/1.2
WCGL	1360	Jacksonville	1.6/1.9
WFOY	1240	St Augustine	0.6/1.4
WJAX	1220	Jacksonville	0.8/1.7
WJGR	1530	Jacksonville	0.3/1.2
WQIK	1320	Jacksonville	0.6/2.3
WROS	1050	Jacksonville/Daytona	0.5/1.4
WRXJ	930	Jacksonville	0.6/2.0
WSOS-F	105.5	St Augustine	0.7/1.9
WSVE	1280	Jacksonville	1.3/2.3
WVOJ	970	Jacksonville	0.4/1.4
WNFI-F	99.9	Palatka	1.0/5.7
WWLV-F	94.5	Daytona Bch/Orlando	0.4/1.0

RADIO STATIONS

WCGL, 1360,	5 KW (DAYS)	, GOSPEL	SBN, \$ 20.00	(K & P)	
WFYV, 1460,	5 KW (DA-N)	, AOR	, \$ 18.00	(Mc-Guild)	Metroplex
WJAX, 1220,	1 KW/44 W	, NOSTALGIA	, \$ 14.00	(---	Jones College
WOKV, 600,	5 KW (DA-N)	, NEWS/TALK	CBS, ABC-T, \$ 33.00	(MMR)	EZ
WZAZ, 1400,	1 KW	, BLACK	SBN, \$ 25.00	(Roslin)	
WAIV-F, 96.9,	100 KW @ 935,	AC	, \$ 85.00	(MMR)	EZ
WAPE-F, 95.1,	100 KW @ 860,	CHR	, \$100.00	(Christal)	Statewide
WCRJ-F, 107.3,	100 KW @ 350,	COUNTRY	, \$ 59.00	(Katz)	Hoker
WEJZ-F, 96.1,	100 KW @ 830,	SOFT AC	, \$ 53.00	(Christal)	ML Media
WFYV-F, 104.5,	100 KW @ 700,	AOR	NBC, \$ 80.00	(Mc-Guild)	Metroplex
WIVY-F, 102.9,	100 KW @ 984,	AC	APR, \$ 74.00	(Torbet)	Taylor
WQIK-F, 99.1,	100 KW @ 1049,	COUNTRY	ABC-E, \$ 82.00	(Eastman)	Jacor
WPDQ-F, 92.7,	3 KW @ 300,	BLACK	NBN, SBN, \$ 32.00	(Republic)	Willis (GREEN COVE)

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,279,200  
 MSA Rank/Pop: 29/1,545,400  
 ADI # 29  
 Average Person Ratings: 17.6  
 Market TSL: 23.0 hours

Stations: 23/23  
 Diaries: 1451/882:1/58.7%  
 Sample Target: 1360  
 % Below Line: 0.0  
 % Not Listed: 5.2

1988 Revenue: \$43,000,000  
 HH Inc.: \$36,363  
 Retail \$: 11.9 Bil  
 Pop per Station: 55,617  
 #1 Biller: WDAF \$5,300,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WDAF (C)	285/12.7	11.0	12.1	12.9	12.6	12.2	460/5156	2974/23.2	21.0	23.4	86	13.1	299	3099	WDAF
2. KFKE-AF (C)	185/ 8.2	9.0	6.4	7.9	9.5	7.9	222/2835	2221/17.4	17.5	18.2	128	7.6	173	2128	KFKE-AF
3. KMBR-F (EZ)	167/ 7.4	6.1	6.2	5.4	7.2	6.3	209/2326	1829/14.3	12.9	12.7	78	3.4	78	970	KMBR-F
4. KBEQ-F (CHR)	159/ 7.1	6.2	7.5	7.9	9.5	7.2	238/3930	2805/21.9	19.5	21.9	79	8.3	191	3515	KBEQ-F
5. KXXR-F (AOR)	157/ 7.0	6.0	2.8	1.1	0.6	4.2	198/2499	1965/15.4	14.0	3.2	76	8.7	200	2468	KXXR-F
6. KCMO (N/T)	149/ 6.6	9.6	6.4	5.5	7.0	7.0	237/3313	2178/17.0	21.9	15.3	95	7.3	168	1892	KCMO
7. KUDL-F (AC)	146/ 6.5	4.8	5.1	3.2	4.0	4.9	161/2419	2027/15.8	13.9	10.2	148	3.5	81	1082	KUDL-F
8. KYYS-F (AOR)	144/ 6.4	7.0	8.5	9.1	9.4	7.8	181/2649	1932/15.1	16.1	18.6	120	8.9	203	2613	KYYS-F
9. KPRS-F (B)	120/ 5.3	6.0	6.4	5.9	6.7	5.9	138/1405	1213/ 9.5	10.5	10.5	89	8.2	189	1587	KPRS-F
10. KCPW-F (CHR)	106/ 4.7	4.2	4.9	5.7	5.1	4.9	118/2335	1981/15.5	13.8	14.4	104	3.6	82	1400	KCPW-F
11. KLSI-F (AC)	91/ 4.1	4.3	4.8	4.6	4.2	4.4	108/1975	1598/12.5	10.5	11.3	134	3.5	80	1256	KLSI-F
12. KMBZ (MOR)	85/ 3.8	4.0	6.6	6.7	3.3	5.3	91/1577	1418/11.1	11.9	10.1	63	2.4	56	709	KMBZ
13. KCFX-F (AOR)	72/ 3.2	3.8	4.6	5.3	5.2	4.2	96/1886	1335/10.4	10.9	13.2	122	6.4	146	1675	KCFX-F
14. KJLA (BB)	55/ 2.4	3.5	2.2	2.4	2.1	2.6	60/966	826/ 6.5	6.0	5.4	8	0.9	20	447	KJLA
15. WHB (O)	49/ 2.2	3.0	3.7	2.7	2.4	2.9	75/1597	1014/ 7.9	9.3	7.5	159	1.9	43	1026	WHB
16. KXTR-F (CL)	48/ 2.1	1.7	1.2	1.2	1.6	1.5	54/780	617/ 4.8	4.8	5.2	95	1.9	44	558	KXTR-F
17.															
18.															
19.															
20.															

12+ FM SHARE (METRO): 67.32% (1434 of 2130) (WIN 88: 68.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBEQ-F	1 KYYS-F	1 KYYS-F	1 KUDL-F	1 WDAF <	1 WDAF >	1 WDAF >	1 WDAF	1 WDAF >	1 KXXR-F	1 WDAF >>
2 KXXR-F>>	2 KXXR-F	KUDL-F<	2 WDAF	2 KFKE-AF	2 KMBR-F	2 KFKE-AF	2 KMBR-F	2 KFKE-AF<	2 KBEQ-F	2 KFKE-F
3 KPRS-F	3 KFKE-AF	3 KFKE-AF	3 KFKE-AF	3 KUDL-F	3 KCMO	3 KCMO	3 KUDL-F<	3 KXXR-F<	3 KPRS-F	3 KMBZ
4 KCPW-F	KBEQ-F	4 WDAF	4 KYYS-F>	4 KYYS-F	4 KFKE-AF	4 KMBR-F	4 KCMO	4 KMBR-F<	4 WDAF	KMBR-F>>
5 KYYS-F	5 KUDL-F	KXXR-F	5 KCMO <	5 KCMO	5 KMBZ	5 KUDL-F	5 KFKE-AF<	5 KBEQ-F	5 KFKE-AF	5 KPRS-F<
6	6 KCPW-F	6 KBEQ-F	6 KBEQ-F	6 KMBR-F<	6 KUDL-F	KBEQ-F	6 KYYS-F	6 KYYS-F	6 KYYS-F	6 KCMO
7	7 KPRS-F	7 KPRS-F<	7 KXXR-F<	7 KBEQ-F<	7 KJLA	7 KYYS-F	7	KUDL-F<	7 KMBZ	7 KUDL-F<
8	8	8 KCPW-F	8 KLSI-F	8 KLSI-F	8	8	8	8 KCMO	KCMO	8 KYYS-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KXXR-F	1 KCPW-F	1 KCPW-F	1 KUDL-F	1 KFKE-AF<	1 KXXR-F<	1 KYYS-F	1 KYYS-F>	1 KYYS-F	1 WDAF
KCPW-F	2 KXXR-F	2 KUDL-F	KCPW-F	2 WDAF	2 KYYS-F	2 KXXR-F>	2 KUDL-F	2 KUDL-F<	2 KFKE-AF<
3 KBEQ-F	3 KUDL-F<	3 KYYS-F	3 KFKE-AF	3 KUDL-F	3 KPRS-F	3 KFKE-AF	3 KXXR-F<	3 KFKE-AF	3 KUDL-F
4 KFKE-AF	4 KBEQ-F	4 KXXR-F	KBEQ-F	4 KLSI-F	4 KBEQ-F	4 KBEQ-F	4 KFKE-AF>	4 WDAF	4 KYYS-F
5 KPRS-F	5 KFKE-AF	5 KBEQ-F	5 WDAF	5 KCPW-F	5 KFKE-AF	5 KUDL-F	5 KBEQ-F	KXXR-F	5 KCMO >
6 KUDL-F	6 KYYS-F	6 KFKE-AF	KXXR-F	KBEQ-F	6 KCFX-F	6 KPRS-F	6 KCMO	6 KCMO <	6 KMBR-F<
7	7 KPRS-F	7	7 KLSI-F<	7 KMBR-F<	7	7 KCFX-F	7	7 KPRS-F<	7 KXXR-F
8	8	8	8 KYYS-F	8 KYYS-F	8	8	8	8 KBEQ-F	8

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBEQ	1030	Blue Spring/KC	0.1/0.6
KCCV	1510	Independence	1.1/2.1
KCNW	1380	Fairway/KC	0.6/1.7
KCWV-F	98.9	Leavenworth/KC	1.8/4.7
KEXS	1090	Excelsr Spgs/KC	0.4/1.4
KPRT	1590	Kansas City	0.9/2.7

RADIO STATIONS

AM STATIONS

KCCV, 1510,	10 KW (DAYS)	, RELIGION	, \$ 18.00	(---)	Bott	(INDEPENDENCE)
KCMO, 810,	50 KW/5 KW (DA-N)	, TALK/NEWS	MBS,ABC-I,\$ 80.00	(Mc-Guild)	Gannett	
KFKF, 1340,	1 KW	, COUNTRY	, \$ NA	(HNWH)	Sconnix	
KJLA, 1190,	5 KW/250 W (DA-N)	, NOSTALGIA	MBS,\$ 35.00	(Roslin)		
KMBZ, 980,	5 KW (DA-2)	, MOR/TALK	NBC,\$ 70.00	(Durpetti)	Bonneville	
KPRT, 1590,	1 KW	, GOSPEL	MBS,\$ 22.00	(Republic)		
WDAF, 610,	5 KW	, COUNTRY	ABC-E,\$110.00	(Katz)	Great American	
WHB, 710,	10 KW/5 KW (DA-2)	, OLDIES	APR,\$ 53.00	(Christal)	Shamrock	
KCNW, 1380,	2.5 KW	, RELIGION	, \$ 20.00	(---)	Universal	

FM STATIONS

KBEQ, 104.3,	100 KW @ 984,	CHR	ABC-C,\$ 86.00	(MMR)	Noble	
KCFX, 100.7,	100 KW @ 846,	CLASSIC ROCK	US 1,\$ 50.00	(MMR)	Hoker	
KCPW, 94.9,	100 KW @ 1057,	CHR	, \$ 55.00	(Mc-Guild)	Gannett	
KFKF, 94.1,	100 KW @ 987,	COUNTRY	, \$ 71.00	(HNWH)	Sconnix	
KLSI, 93.3,	100 KW @ 1056,	AC	CNN,\$ 62.00	(Banner)	Sandusky	
KMBR, 99.7,	100 KW @ 950,	BTFL/EZ	, \$ 70.00	(Durpetti)	Bonneville	
KPRS, 103.3,	100 KW @ 450,	BLACK	NBN,\$ 52.00	(Republic)		
KUDL, 98.1,	100 KW @ 550,	AC	APR,\$ 67.00	(Christal)	Shamrock	
KXTR, 96.5,	100 KW @ 1100,	CLASSICAL	US 2,\$ 39.00	(CHBS)		
KXXR, 106.5,	100 KW @ 850,	AOR	, \$ 35.00	(Republic)	Olympia	
KYYS, 102.1,	100 KW @ 1013,	AOR	SOURCE,\$ 85.00	(Katz)	Great American	
KCWV, 98.9,	100 KW @ 990,	JAZZ/NEW AGE	SMN,\$ 40.00	(CBS)	Ragan Henry	(LEAVENWORTH, KS)

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* CHR - Contemporary Hit Radio, Top 40, Contemporary	T - Talk
* AC - Adult Contemporary	N - News
* O - Oldies (1955 to near 1988)	SP - Hispanic/Spanish
* B - Black (audience predominantly Black - over 75%)	BB - Big Band, Nostalgia
* U - Urban (majority of audience is non-white although a large segment is white)	M - Middle of Road (MOR), Full Service, Variety
* EZ - EZ Listening, Beautiful Music	J/NA - Jazz and New Age
* AOR - Album Oriented Rock, also includes Classic Rock	R - Religion, Christian, Christian Music
* CL - Classical	G - Gospel
* C - Country	E - Ethnic
	? - Others or Unknown

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KNOXVILLE

Arbitron Rank/Pop (12+): 69/508,900  
 MSA Rank/Pop: 85/599,200  
 ADI # 61  
 Average Person Ratings: 17.3  
 Market TSL: 23.01 hours

Stations: 8/18  
 Diaries: 1021/498:1/55.5%  
 Sample Target: 890  
 % Below Line: 0.0  
 % Not Listed: 9.3

1988 Revenue: \$13,700,000  
 HH Inc.: \$27,698  
 Retail \$: 5.0 Bil  
 Pop per Station: 28,272  
 #1 Biller: WIVK-AF \$5,200,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WIVK-AF (C)	286/32.5	33.0	35.8	35.5	35.6	34.2	532/4678	2472/48.6	52.0	47.0	108	32.5	263	2369	WIVK-AF
2. WIMZ-AF (AOR)	132/15.0	14.0	15.3	16.4	10.9	15.2	252/2425	1291/25.4	26.0	24.4	108	18.4	160	1638	WIMZ-AF
3. WMYU-F (AC)	127/14.4	13.7	11.5	8.7	11.1	12.1	180/2074	1510/29.7	33.4	28.4	137	12.0	104	1662	WMYU-F
4. WOKI-F (CHR)	91/10.3	9.1	9.2	7.2	9.3	8.9	260/3228	1257/24.7	24.1	21.3	52	13.2	115	1212	WOKI-F
5. WEZK-F (EZ)	72/ 8.2	10.1	10.2	12.0	11.9	10.1	111/1383	837/16.4	19.0	19.4	66	8.3	72	857	WEZK-F

6. WGAP (C)	20/ 2.3	2.2	1.1	2.1	1.3	1.9	20/214	214/ 4.2	4.5	3.9	78	1.4	12	192	WGAP
7.															
8.															
9.															
10.															

12+ FM SHARE (METRO): 87.48% (699 of 799) (WIN 88: 84.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOKI-F>>	1 WIMZ-AF>	1 WIVK-AF>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIMZ-AF	1 WIVK-F>>
2 WIMZ-AF	2 WIVK-AF	2 WIMZ-AF<	2 WMYU-F	2 WMYU-F	2 WEZK-F	2 WMYU-F	2 WIMZ-AF	2 WIMZ-AF	2 WIVK-AF>	2 WGAP <
3 WIVK-AF	3 WMYU-F>	3 WMYU-F>>	3 WIMZ-AF>>	3 WIMZ-AF>>	3 WMYU-F>>	3 WIMZ-AF>	3 WMYU-F>	3 WMYU-F>	3 WOKI-F>	3 WOKI-F
4 WMYU-F	4 WOKI-F>>	4 WOKI-F>>	4 WOKI-F	4 WOKI-F	4 WINZ-AF	4 WOKI-F	4 WEZK-F>	4 WOKI-F	4 WMYU-F>	4 WMYU-F
5	5 WEZK-F	5 WEZK-F>>	5 WEZK-F>>	5 WEZK-F>>	5 WGAP >	5 WEZK-F>>	5 WOKI-F>>	5 WEZK-F>>	5 WEZK-F>>	5 WIMZ-F
6	6 WCKS-F>>	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIMZ-AF	1 WMYU-F	1 WMYU-F	1 WIVK-AF	1 WIVK-AF>>	1 WIMZ-AF>>	1 WIMZ-AF>>	1 WIMZ-AF>>	1 WIVK-AF	1 WIVK-AF>>
WOKI-F	2 WIVK-AF	2 WIVK-AF>>	2 WMYU-F>>	2 WMYU-F>>	2 WIVK-AF	2 WIVK-AF>	2 WIVK-AF>	2 WIMZ-AF>>	2 WIMZ-AF>
WMYU-F>	3 WIMZ-AF	3 WIMZ-AF>	3 WIMZ-AF	3 WEZK-F	WOKI-F>>	3 WOKI-F	3 WMYU-F>	3 WMYU-F>	3 WMYU-F>>
4 WIVK-AF>>	4 WOKI-F>>	4 WOKI-F	4 WOKI-F>	4 WIMZ-AF	4	4 WMYU-F>>	4 WOKI-F>>	4 WOKI-F>>	4 WOKI-F
5	5 WEZK-F	5 WEZK-F>>	5 WEZK-F>>	5 WOKI-F>>	5	5	5	5	5

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCKS-F	93.1	Karns	1.0/3.7
WKGN	1340	Knoxville	0.6/1.9
WKNF-F	94.3	Oak Ridge	0.7/3.4
WKXV	900	Knoxville	0.8/1.9
WNOX-F	99.3	Jeff Cty/Knoxvle	0.3/1.9
WQBB	1040	Powell/Knoxvile	1.1/1.9
WRJZ	620	Knoxville	1.5/3.9
WSEV	930	Sevierville	0.6/1.7
WSEV-F	105.5	Gatlinburg	0.6/2.0
WYSH	1380	Clinton	0.9/1.4

RADIO STATIONS

WTNZ, 990, 10 KW (DA-2), COUNTRY, \$ 17.00 (---)  
 WRJZ, 620, 5 KW (DA-N), RELIGION, ABC-D, \$ 12.00 (---)

WIVK (10 KW, 990) simulcasts with WIVK-F  
 WIMZ (1 KW, 1240) simulcasts with WIMZ-F

WEZK-F, 97.5, 100 KW @ 1250, BTFL/EZ	\$ 59.00 (Christal)	South Central
WIMZ-F, 103.5, 100 KW @ 1723, AOR	Source, \$ 70.00 (Christal)	Stoner
WIVK-F, 107.7, 100 K2 @ 1970, COUNTRY	ABC-E, \$100.00 (Katz)	Dick
WMYU-F, 102.1, 100 KW @ 1000, AC	US 1, \$ 65.00 (Eastman)	Jacor
WOKI-F, 100.3, 100 KW @ 2000, CHR	ABC-F, \$ 44.00 (HNWH)	(SEVIERVILLE)
WTNZ-F, 95.3, 3 KW @ 300, CHR	US 2, \$ 16.00 (Eastman)	(OAK RIDGE)
		(CLINTON)

LANSING  
-----

Arbitron Rank/Pop (12+): 97/357,200  
MSA Rank/Pop: 109/431,600  
AD1 # 101  
Average Person Ratings: 18.0  
Market TSL: 23.5 hours

Stations: 21/15  
Diaries: 838/426:1/57.2%  
Sample Target: 780  
% Below Line: 8.1  
% Not Listed: 17.1

1988 Revenue: \$11,500,000  
HH Inc.: \$35,080  
Retail \$: 3.0 Bil  
Pop per Station: 23,813  
#1 Biller: WVIC-AF \$3,000,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WVIC-F (CHR)	106/16.5	19.2	21.5	21.6	19.3	19.7	161/2104	1378/38.6	39.3	41.8	87	22.0	1441	500	WVIC-F
2. WITL-F (C)	101/15.7	11.6	15.8	15.5	15.2	14.6	157/1668	928/26.0	22.8	23.6	108	16.6	109	1016	WITL-F
3. WFMK-F (AC)	56/ 8.7	7.3	7.5	5.9	8.3	7.3	69/989	757/21.2	18.7	19.6	134	6.6	43	638	WFMK-F
4. WJIM-F (EZ)	43/ 6.7	9.1	5.6	6.4	8.5	6.9	45/538	477/13.4	18.7	15.5	94	5.2	34	392	WJIM-F
5. WLNZ-F (CHR)	41/ 6.4	5.1	5.3	5.3	4.9	5.5	46/668	581/16.3	17.1	13.1	45	6.6	43	834	WLNZ-F
6. WIBM-F (O)	36/ 5.6	6.8	4.7	5.2	4.1	5.6	61/1006	620/17.4	14.4	11.2	159	4.1	27	392	WIBM-F
7. WJR (MOR)	32/ 5.0	4.5	5.6	4.5	4.1	4.9	104/1283	406/11.4	13.6	11.9	68	4.0	26	363	WJR
8. WMMQ-F (AOR)	29/ 4.5	3.3	4.7	4.1	4.2	4.2	33/530	441/12.3	12.9	12.4	127	5.0	33	521	WMMQ-F
9. WJXQ-F (AOR)	20/ 3.1	6.1	4.5	5.2	4.6	4.7	59/1000	373/10.4	14.2	13.8	84	5.6	37	370	WJXQ-F
10. WILS (B)	13/ 2.0	1.3	2.0	2.1	2.5	1.8	13/214	214/ 6.0	7.0	5.2	100	3.2	21	222	WILS
11. WILS-F (AC)	12/ 1.9	2.1	2.9	2.5	4.4	2.3	13/392	339/ 9.5	7.9	12.7	89	2.3	15	280	WILS-F
12.															
13.															
14.															
15.	12+ FM SHARE (METRO):	87.05%	(464 of 533)	(WIN 88: 86.12%)											

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVIC-F	1 WVIC-F>	1 WVIC-F>	1 WVIC-F	1 WITL-F	1 WITL-F>	1 WVIC-F	1 WITL-F	1 WVIC-F	1 WVIC-F>	1 WITL-F
2 WLNZ-F>>	2 WITL-F>	2 WITL-F	2 WITL-F	2 WVIC-F	2 WJIM-F	2 WITL-F>>	2 WVIC-F	2 WITL-F	2 WLNZ-F>	2 WJR <
3	3 WMMQ-F	3 WFMK-F>	3 WFMK-F	3 WFMK-F	3 WJR >	3 WFMK-F	3 WFMK-F	3 WFMK-F>	3 WITL-F	3 WVIC-F
4	4 WLNZ-F	4 WIBM-F	4 WIBM-F>	4 WIBM-F>	4 WVIC-F	4 WJR <	4 WJIM-F	4 WJIM-F	4 WMMQ-F	4
5	5 WFMK-F	5 WMMQ-F	5 WMMQ-F	5 WJIM-F	5 WIBM-F	5 WJIM-F	5 WJIM-F	5 WIBM-F	5 WJXQ-F<	5
6	6	6 WLNZ-F	6	6 WMMQ-F	6 WFMK-F>>	6	6	6	6 WFMK-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVIC-F>	1 WVIC-F	1 WFMK-F	1 WVIC-F	1 WITL-F	1 WVIC-F>>	1 WVIC-F>	1 WVIC-F	1 WVIC-F>	1 WITL-F
2 WFMK-F	2 WFMK-F>>	2 WVIC-F>	2 WFMK-F	2 WFMK-F	2 WITL-F>	2 WMMQ-F	2 WMMQ-F>>	2 WITL-F	2 WVIC-F>
3 WLNZ-F>>	3 WITL-F	3 WITL-F	3 WITL-F>	3 WVIC-F>	3 WLNZ-F	3 WITL-F>	3 WFMK-F	3 WMMQ-F>	3 WMMQ-F
4 WJXQ-F	4 WLNZ-F	4 WIBM-F>	4 WIBM-F	4 WIBM-F	4 WMMQ-F	4 WLNZ-F	4 WITL-F	4 WIBM-F	4 WIBM-F
WITL-F	5 WIBM-F	5 WJIM-F	5 WLNZ-F	5 WJIM-F	5 WJXQ-F	5 WFMK-F	5 WJIM-F	5 WFMK-F	5 WFMK-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAAP	730	East Lansing	0.0/1.4
WIBM	1450	Jackson	
WITL	1010	Lansing	1.1/4.0
WJIM	1240	Lansing	0.9/3.8
WJLA	1180	Dimondale/Lansing	1.7/2.9
WIOG-F	102.5	Bay City/Flint	0.8/3.8
WJFM-F	93.7	Grand Rapids	0.8/1.7
WKFR-F	103.3	Battle Creek	0.3/1.8
WLAV-F	96.9	Grand Rapids	0.5/2.2
WOOD-F	105.7	Grand Rapids	0.8/3.4

RADIO STATIONS

WILS,	1320,	5 KW/1 KW (DA-2),	BLACK	CBS,	\$ 14.00 (Banner)	MacDonald
WJIM,	1240,	1 KW	, BTFL	NBC,	\$ 13.00 (Torbet)	Leicinger
WJLA,	1180,	1 KW (DAYS,DA)	, BLACK	,	\$ 14.00 (Roslin)	
WFMK-F	99.1,	28 KW @ 600,	AC	,	\$ 41.00 (Republic)	Liggett
WIBM-F,	94.1,	50 KW @ 500,	OLDIES	US 2,	\$ 30.00 (MMR)	(JACKSON)
WILS-F,	101.7,	3 KW @ 180,	AC	CBS,	\$ 28.00 (Banner)	MacDonald
WITL-F,	100.7,	27 KW @ 680,	COUNTRY	ABC-E,	\$ 51.00 (Mc-Guild)	
WJIM-F,	97.5,	28 KW @ 440,	BTFL/EZ	NBC,	\$ 30.00 (Torbet)	Leicinger
WJXQ-F,	106.1,	50 KW @ 500,	AOR	ABC-C,	\$ 26.00 (Christal)	(JACKSON)
WLNZ-F,	92.1,	3 KW @ 300,	CHR	,	\$ 22.00 (MMR)	(ST. JOHNS)
WMMQ-F,	92.7,	1.5 KW @ 466,	CLASSIC AOR	Source,	\$ 29.00 (HNWH)	(CHARLOTTE)
WVIC-F,	94.9,	49 KW @ 500,	CHR	,	\$ 68.00 (Katz)	Goodrich
WJR	- See Detroit					

LAS VEGAS

Arbitron Rank/Pop (12+): 67/520,700  
 MSA Rank/Pop: 83/609,700  
 ADJ # 95  
 Average Person Ratings: 18.9  
 Market TSl.: 25.25 hours

Stations: 22/22  
 Diarics: 786/662:1/47.9%  
 Sample Target: 820  
 % Below Line: 0.0  
 % Not Listed: 16.9

1988 Revenue: \$19,200,000  
 HH Inc.: \$30,679  
 Retail \$: 5.1 Bil  
 Pop per Station: 23,668  
 #1 Biller: KFMS-AF \$2,600,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. KFMS-AF (C)	130/13.2	11.4	12.7	10.9	10.9	12.1	143/1296	1137/21.8	19.0	20.0	117	12.2	115	967	KFMS-AF
2. KXTZ-F (EZ)	122/12.4	10.3	9.2	11.0	13.1	10.7	127/921	874/16.8	14.3	17.8	64	5.2	49	610	KXTZ-F
3. KLUC-F (CHR)	75/ 7.6	9.1	10.9	10.6	10.7	9.6	75/1169	1169/22.5	23.2	26.2	74	13.6	129	1348	KLUC-F
4. KOMP-F (AOR)	58/ 5.9	5.0	6.0	4.8	4.4	5.4	59/680	671/12.9	14.0	11.3	131	7.4	70	936	KOMP-F
KKLZ-F (AOR)	58/ 5.9	8.0	9.3	7.1	8.6	7.6	60/800	775/14.9	14.7	15.4	117	6.6	62	771	KKLZ-F
6. KYRK-F (CHR)	50/ 5.1	6.4	6.2	8.0	5.3	6.4	51/868	860/16.5	16.8	16.5	73	8.7	82	1241	KYRK-F
7. KMZQ-F (AC)	46/ 4.7	5.5	4.8	6.1	4.9	5.3	46/676	676/13.0	13.0	11.6	119	3.0	28	448	KMZQ-F
8. KUDA-F (?)	41/ 4.2	1.3	0.8	0.0	0.0	1.6	50/518	468/ 9.0	4.1	0.0	164	3.8	36	406	KUDA-F
KRLV-F (AC)	41/ 4.2	4.2	2.1	3.1	3.5	3.4	41/540	540/10.4	9.7	8.0	143	4.3	41	484	KRLV-F
10. KORK (BB)	37/ 3.8	4.3	4.4	5.2	2.7	4.4	37/338	338/ 6.5	8.5	8.4	50	1.8	17	323	KORK
11. KNUU (N/T)	30/ 3.1	2.3	2.1	2.0	3.0	2.4	30/417	417/ 8.0	6.2	7.8	45	1.4	13	282	KNUU
12. KWNR-F (AC)	25/ 2.5	2.3	3.1	3.3	3.4	2.8	25/435	435/ 8.4	10.1	9.9	104	2.2	21	391	KWNR-F
13. KMTW (B)	23/ 2.3	0.9	2.1	2.0	1.4	1.8	0/238	23823/ 4.6	2.7	4.2	91	0.8	8	201	KMTW
14. KEYV-F (J/NA)	20/ 2.0	2.3	1.9	1.8	3.9	2.0	20/430	421/ 8.1	5.7	5.7	130	1.5	14	262	KEYV-F
15. KDWN (T)	19/ 1.9	2.8	3.2	2.1	3.7	2.5	22/407	365/ 7.0	6.6	7.1	63	2.0	19	359	KDWN

12+ FM SHARE (METRO): 81.62% (666 of 816) (WIN 88: 81.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KLUC-F>>	1 KOMP-F<	1 KFMS-AF>	1 KFMS-AF>	1 KFMS-AF>	1 KFMS-AF<	1 KFMS-AF	1 KXTZ-F	1 KFMS-AF	1 KLUC-F	1 KFMS-F<
2 KYRK-F>>	2 KKLZ-F<	2 KOMP-F	2 KOMP-F	2 KXTZ-F<	2 KXTZ-F>>	2 KXTZ-F>	2 KFMS-AF>>	2 KXTZ-F>	2 KFMS-AF	2 KDWN
3	3 KLUC-F	KLUC-F	3 KUDA-F<	3 KOMP-F	3 KORK	3 KLUC-F	3 KKLZ-F<	3 KLUC-F	3 KXTZ-F	3 KXTZ-F<
4	4 KYRK-F	KKLZ-F	4 KKLZ-F	4 KUDA-F	4 KUDA-F	4 KKLZ-F	4 KOMP-F<	4 KOMP-F	4 KKLZ-F	4 KOMP-F>
5	5 KMZQ-F	5 KMZQ-F<	5 KRLV-F	5 KKLZ-F	5 KNUU	5 KOMP-F<	5 KLUC-F	5 KKLZ-F	5 KYRK-F	5
6	6	6 KXTZ-F	6	6	6	6 KMZQ-F	6	6 KYRK-F	6	6
										KRLV-F
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KYRK-F	1 KYRK-F	1 KYRK-F	1 KFMS-AF>	1 KFMS-AF>		1 KKLZ-F>	1 KKLZ-F<	1 KOMP-F	1 KKLZ-F<	1 KFMS-AF
2 KLUC-F>>	2 KLUC-F	KRLV-F	2 KRLV-F	2 KXTZ-F		2 KLUC-F>	2 KOMP-F>	2 KKLZ-F>	2 KOMP-F	2 KOMP-F
3 KFMS-AF	3 KRLV-F	KMZQ-F>	3 KYRK-F	3 KRLV-F		3 KOMP-F	3 KLUC-F	3 KLUC-F	3 KFMS-AF	3 KKLZ-F>
KXTZ-F	4 KMZQ-F	4 KLUC-F	4 KLUC-F<	4 KMZQ-F		KMZQ-F>	4 KMZQ-F>	4 KMZQ-F	4 KLUC-F>	4 KUDA-F
5 KRLV-F	5 KFMS-AF	5 KFMS-AF	5 KMZQ-F	5 KUDA-F		5 KYRK-F	5 KYRK-F	5 KYRK-F	5 KUDA-F	5 KLUC-F
KOMP-F	6	KOMP-F	6 KXTZ-F	6		KWNR-F	6	6	6	6 KXTZ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KENO	1460	Las Vegas	0.7/3.7
KLAV	1230	Las Vegas	0.4/1.8
KREL	1280	Henderson/LosVg	0.9/2.1
KROL	870	Laughlin/E.LV	0.3/2.2
KRRI-F	105.5	Boulder Cty/LV	0.9/4.4
KRSR	1140	North Las Vegas	0.9/2.7

RADIO STATIONS

KDWN,	720,	50 KW (DA-N)	, TALK	, \$ 22.00 (Roslin)	
KENO,	1460,	5 KW/1 KW (DA-N)	, OLDIES	, \$ 17.00 (Christal)	Lotus
KRSR,	1140,	10 KW/2.5 KW (DA-N)	, CHR/AOR	, \$ 16.00 (Mc-Guild)	Nationwide
KNUU,	970,	5 KW/500 W (DA-2)	, TALK	CBS, MBS, \$ 15.00 (---)	
KORK,	920,	5 KW/500 W (DA-N)	, NOSTALGIA	ABC-I, \$ 25.00 (MMR)	Anchor
KMTW,	1340,	1 KW	, BLACK	SMN, \$ 16.00 (Banner)	Medina
KEYV-F,	93.1,	50 KW @ 103,	JAZZ/NEW AGE	, \$ 30.00 (HNWH)	
KFMS-F,	101.9,	100 KW @ 1110,	COUNTRY	, \$ 47.00 (Katz)	
KKLZ-F,	96.3,	100 KW @ 1170,	CLASSIC AOR	, \$ 34.00 (Banner)	Medina
KLSQ-F,	95.5,	100 KW @ 1120,	OLDIES	, \$ 27.00 (Torbet)	
KLUC-F,	98.5,	100 KW @ 1180,	CHR	ABC-C, \$ 61.00 (Mc-Guild)	Nationwide
KMZQ-F,	100.5,	98 KW @ 1180,	AC	, \$ 44.00 (Repubic)	
KOMP-F,	92.3,	100 KW @ 1520,	AOR	, \$ 40.00 (Christal)	Lotus
KRRI-F,	105.5,	120 KW @ 1477,	OLDIES	MBS, \$ 21.00 (Torbet)	
KXTZ-F,	94.1,	100 KW @ 1210,	BTFL/EZ	, \$ 45.00 (Durpetti)	Parker
KYRK-F,	97.1,	50 KW @ 1950,	CHR/URBAN	ABC-E, \$ 35.00 (MMR)	Anchor
KRLV-F,	106.3,	100 KW @ 1155,	SOFT AC	, \$ 26.00 (Eastman)	

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,086,100  
 MSA Rank/Pop: 2/11,700,000  
 ADI # 2  
 Average Person Ratings: 17.9  
 Market TSL: 23.5 hours

Stations: 44/44  
 Diaries: 3556/2555:1/45.63%  
 Sample Target: 3440  
 % Below Line: 0.0  
 % Not Listed: 4.9

1988 Revenue: \$334,000,000  
 HH Inc.: \$37,900  
 Retail \$: 83.6 Bil  
 Pop per Station: 206,502  
 #1 Biller: KABC \$33,000,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. KPWR-F (CHR/U)	1051/ 6.4	7.2	7.4	7.4	7.1	7.1	1140/17841	16188/17.8	18.8	16.9	70	9.1	1357	18938	KPWR-F
2. KIIS-F (CHR)	1016/ 6.2	5.8	6.8	6.1	6.6	6.2	1240/21761	18041/19.9	18.9	19.6	95	7.9	1181	18620	KIIS-F
3. KOST-F (AC)	912/ 5.6	5.4	5.0	4.6	5.3	5.2	1066/16459	13988/15.4	14.7	13.9	114	5.5	817	10169	KOST-F
4. KABC (T)	804/ 4.9	5.3	5.7	6.2	5.8	5.5	862/11088	10287/11.3	12.5	11.6	61	5.0	744	7077	KABC
5. KLOS-F (AOR)	757/ 4.6	3.6	4.3	4.3	3.6	4.2	975/13400	10329/11.4	10.0	10.4	120	6.0	900	9702	KLOS-F
6. KJOI-F (EZ)	730/ 4.5	4.6	4.1	4.2	3.9	4.3	781/9393	8568/ 9.4	9.5	8.3	51	3.6	532	4966	KJOI-F
7. KBIG-F (AC)	653/ 4.0	3.3	4.2	3.4	3.3	3.7	754/11769	9735/10.7	9.6	9.5	123	37.8	0	4925	KBIG-F
8. KNX (N)	590/ 3.6	3.5	3.1	2.9	3.0	3.3	726/14238	11574/12.7	13.5	11.7	86	2.5	372	7064	KNX
9. KTWV-F (J/NA)	549/ 3.4	3.3	3.0	1.7	2.4	2.8	6099/474	8216/ 9.0	8.5	7.4	153	3.6	533	6562	KTWV-F
10. KRTH-F (O)	544/ 3.3	3.2	3.1	3.7	3.3	3.3	712/14086	11184/12.3	12.2	11.2	145	2.5	377	6709	KRTH-F
11. KROQ-F (AOR)	486/ 3.0	3.2	3.4	3.4	3.4	3.3	545/9173	8155/ 9.0	9.4	10.0	73	4.6	684	8578	KROQ-F
12. KFNB (N)	471/ 2.9	3.1	3.3	2.7	3.3	3.0	506/13608	12495/13.8	12.9	13.6	72	2.3	350	7106	KFNB
13. KQLZ-F (CHR)	443/ 2.7	2.8	2.6	2.4	2.5	2.6	509/8828	7506/ 8.3	8.5	8.1	130	0.0	0	0	KQLZ-F
14. KLSX-F (AOR)	410/ 2.5	2.3	3.1	2.7	3.0	2.7	440/8392	7578/ 8.3	8.3	9.2	144	2.5	368	6137	KLSX-F
15. KLVE-F (SP)	383/ 2.3	2.8	2.7	3.1	2.8	2.7	404/5444	5137/ 5.7	6.0	5.1	122	1.8	268	3555	KLVE-F
16. KZLA-F (C)	379/ 2.3	2.6	2.1	2.1	2.4	2.3	404/6052	5301/ 5.8	5.9	5.4	109	2.2	336	3399	KZLA-F
KJLH-F (B)	379/ 2.3	2.3	1.6	1.6	2.3	2.0	390/5135	4985/ 5.5	5.7	5.2	100	3.2	478	4393	KJLH-F
18. KWKW (SP)	376/ 2.3	1.3	1.5	1.9	1.8	1.8	377/3392	3346/ 3.7	2.5	3.3	130	1.4	209	2689	KWKW
19. KMPC (BB)	367/ 2.3	2.1	2.0	2.4	2.7	2.2	443/7052	5873/ 6.5	7.7	6.3	52	2.1	319	4165	KMPC
20. KTNQ (SP)	265/ 1.6	2.8	2.7	4.2	3.0	2.8	293/4145	3873/ 4.3	5.2	5.0	138	2.1	317	3404	KTNQ
21. KFAC-F (CL)	257/ 1.6	1.5	1.4	1.4	1.4	1.5	310/6153	5354/ 5.9	5.3	4.7	100	1.0	146	2853	KFAC-F
22. KNAC-F (AOR)	223/ 1.4	1.6	1.0	1.1	1.1	1.3	35/3591	32092/ 3.5	3.5	2.9	64	1.8	268	3139	KNAC-F
23. KFI (T)	208/ 1.3	1.3	1.4	1.4	1.2	1.3	333/7621	5319/ 5.9	4.8	5.0	108	2.2	322	4082	KFI
24. KLAC (C)	192/ 1.2	1.0	1.0	1.6	1.2	1.2	220/4650	3932/ 4.3	3.5	4.3	83	1.4	206	2291	KLAC
25. KALI (SP)	189/ 1.2	0.8	0.6	1.2	1.1	1.0	190/2208	2161/ 2.4	2.4	2.5	92	0.8	124	1471	KALI
26. KODJ-F (O)	184/ 1.1	1.2	1.3	1.3	1.9	1.2	219/5556	4452/ 4.9	4.9	6.4	136	0.0	0	0	KODJ-F
27. KKGO-AF (J)	179/ 1.1	1.0	1.5	1.0	1.2	1.1	221/4006	3464/ 3.9	3.5	4.0	136	0.9	142	2474	KKGO-AF
28. KSKQ (SP)	178/ 1.1	1.2	1.6	1.4	0.9	1.3	178/1925	1917/ 2.1	2.4	2.2	91	0.5	74	1423	KSKQ
29.															
30.															

12+ FM SHARE (METRO): 65.80% (10204 of 15508) (WIN 88: 67.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPWR-F>	1 KLOS-F	1 KIIS-F<	1 KOST-F<	1 KOST-F	1 KABC	1 KIIS-F	1 KOST-F	1 KPWR-F<	1 KPWR-F	1 KABC >>
2 KIIS-F>	2 KPWR-F	2 KOST-F<	2 KIIS-F	2 KIIS-F	2 KJOI-F	2 KABC <	2 KBIG-F<	2 KIIS-F	2 KOST-F	2 KFNB >>
3 KROQ-F>	3 KIIS-F	3 KPWR-F<	3 KLOS-F	3 KLOS-F	3 KNX	3 KPWR-F<	3 KJOI-F	3 KOST-F	3 KIIS-F	3 KNX >>
4 KIIS	4 KOST-F>	4 KLOS-F>	4 KTWV-F	4 KTWV-F<	4 KFNB	4 KLOS-F	KIIS-F	4 KBIG-F<	4 KABC	4 KOST-F
5 KOST-F	5 KROQ-F	5 KBIG-F<	5 KRTH-F	5 KBIG-F<	5 KOST-F	5 KNX	5 KPWR-F	5 KLOS-F	5 KROQ-F	5 KTWV-F
6 KJLH-F	6 KLSX-F<	6 KTWV-F	6 KRTH-F	6 KRTH-F	6 KBIG-F	6 KOST-F<	6 KLOS-F	6 KJOI-F	6 KNX	6 KJOI-F
7 KDAY	7 KBIG-F<	KRTH-F	7 KPWR-F	7 KPWR-F	7 KMPC	7 KFNB	KABC	7 KTWV-F	7 KJOI-F	7 KPWR-F
8 KNAC-F>	8 KTWV-F	8 KLSX-F	8 KLSX-F	8 KLSX-F<	8 KZLA-F	8 KJOI-F	8 KRTH-F	8 KROQ-F	8 KJLH-F<	8 KIIS-F>>
9 KLVE-F>	KRTH-F	9 KQLZ-F	9 KQLZ-F	9 KQLZ-F	9 KTWV-F<	9 KBIG-F	9 KTWV-F	9 KRTH-F<	9 KTWV-F	9 KMPC >>
10 KALI	10 KJLH-F	10 KROQ-F	10 KWKW	10 KNX	10 KRTH-F	10 KRTH-F	10 KQLZ-F	10 KNX	10 KLOS-F	10 KQLZ-F
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1 KPWR-F	1 KOST-F	1 KOST-F	1 KOST-F	1 KOST-F>	1 KLOS-F	1 KLOS-F>	1 KLOS-F>>	1 KLOS-F>	1 KLOS-F>	
2 KOST-F	2 KIIS-F<	2 KIIS-F	2 KIIS-F	2 KIIS-F	2 KPWR-F	2 KPWR-F	2 KLSX-F	2 KPWR-F<	2 KRTH-F	
3 KIIS-F>	3 KPWR-F>	3 KTWV-F	3 KPWR-F	3 KTWV-F<	3 KIIS-F>	3 KIIS-F	3 KIIS-F	3 KPWR-F	3 KLSX-F<	
4 KJLH-F>	4 KBIG-F	4 KPWR-F<	4 KBIG-F	4 KBIG-F	4 KROQ-F>	4 KROQ-F<	4 KIIS-F<	4 KLSX-F<	4 KIIS-F	
5 KBIG-F	5 KTWV-F	5 KBIG-F>	5 KTWV-F	5 KPWR-F	5 KOST-F	5 KLSX-F>	5 KROQ-F<	5 KRTH-F	5 KPWR-F<	
6 KLOS-F<	6 KJLH-F	6 KQLZ-F	6 KRTH-F	6 KRTH-F	6 KNAC-F	6 KRTH-F	6 KRTH-F	6 KROQ-F	6 KTWV-F	
7 KROQ-F	7 KLOS-F<	7 KRTH-F	7 KJLH-F<	7 KQLZ-F	7 KLSX-F	7 KOST-F	7 KLVE-F	7 KOST-F	7 KBIG-F<	
8 KLVE-F	8 KQLZ-F<	KJLH-F<	8 KQLZ-F	8 KLVE-F	8 KWKW >	8 KNAC-F	8 KTWV-F	8 KTWV-F	8 KNX	
9 KRTH-F	9 KLVE-F	9 KLVE-F	9 KLVE-F	KJLH-F	9 KTNQ	9 KLVE-F<	9 KBIG-F<	9 KWKW	9 KABC	
10 KQLZ-F	10 KRTH-F	10 KLOS-F	10 KLOS-F	10 KWKW	10 KJLH-F	10 KWKW	10 KEDG-F	KBIG-F	10 KOST-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KACE-F	103.9	Inglewood	0.9/3.3
KDAY	1580	Santa Monica	0.6/2.3
KEDG-F	101.9	Glendale	0.9/3.5
KFSG-F	96.3	Los Angeles	0.5/2.0
KGFJ	1230	Los Angeles	0.6/1.7
KGRB	900	West Covina	0.5/0.9
KIEV	870	Glendale	0.3/1.8
KIIS	1150	Los Angeles	0.9/3.5
KKLA-F	99.5	Los Angeles	0.5/2.2
KMAX-F	107.1	Arcadia	0.3/1.0
KOCM-F	103.1	Newport Beach	0.3/0.9
KRLA	1110	Pasadena	0.8/3.5
KRTH	930	Los Angeles	0.6/2.9
KSKQ-F	97.9	Long Beach	0.4/1.5
KYMS-F	106.3	Santa Ana	0.3/0.7

RADIO STATIONS

AM STATIONS

KABC,	790,	5 KW (DA-N)	, TALK	ABC-T, ABC-I,	\$400.00 (Katz)	Cap Cities/ABC	
KALI,	1430,	5 KW (DA-2)	, HISPANIC	, \$ 78.00 (Katz)	United	(SAN GABRIEL)	
KBRT,	740,	10 KW (DAYS-DA)	, RELIGION	, \$ 50.00 (---)		(AVALON)	
KDAY,	1580,	50 KW (DA-2)	, BLACK	NBC,	\$100.00 (Roslin)	Heritage	(SANTA MONICA)
KFI,	640,	50 KW	, TALK	MBS,	\$160.00 (Christal)	Cox	
KFWB,	980,	5 KW	, NEWS	UPI,NBC,	\$300.00 (Group W)	Westinghouse	
KGFJ,	1230,	1 KW	, BLACK OLDIES	SMN,SBN,	\$ 70.00 (Roslin)		
KLAC,	570,	5 KW (DA-N)	, COUNTRY	ABC-D,	\$125.00 (Eastman)	Malrite	
KMPC,	710,	50 KW/10 KW(DA-N),	NOSTALGIA		\$275.00 (Durpetti)	Golden West	
KNX,	1070,	50 KW	, NEWS	CBS,	\$330.00 (CBS)	CBS	
KRLA,	1110,	50 KW/10 KW(DA-2),	OLDIES	, \$110.00 (MMR)		Greater Media	
KRTH,	930,	5 KW (DA-N)	, OLDIES	US1, \$ NA (Republic)		RKO-To Beasley	
KSKQ,	1540,	50 KW/10 KW(DA-2),	HISPANIC	, \$ 90.00 (SBS)		Spanish Broadcasting	
KTNQ,	1020,	50 KW (DA-2)	, HISPANIC	, \$160.00 (Caballero)		HefTel	
KWKW,	1300,	5 KW/1 KW(DA-2),	HISPANIC	, \$ 90.00 (Lotus)		Lotus	

FM STATIONS

KACE	103.9,	1.6 KW @ 390,	BLACK	APR,	\$ 70.00 (K & P)	All Pro	(INGLEWOOD)
KBIG,	104.3,	105 KW @ 2890,	AC	, \$270.00 (CBS)		Bonneville	
KFAC,	92.3,	43 KW @ 2835,	CLASSICAL	, \$200.00 (McGuild)			
KFSG,	96.3,	54 KW @ 480,	RELIGION	APR,	\$ 40.00(---)		
KIIS,	102.7,	8 KW @ 2790,	CHR	, \$550.00 (McGuild)		Gannet	
KGIL,	94.3,	3 KW @ -180,	AC	, \$ 45.00 (HNWH)		Buckley	(SAN FERNANDO)
KQLZ,	100.3,	5 KW @ 3060,	CHR/AOR	Trans,	\$205.00 (HNWH)	Westwood One	
KJLH,	102.3,	3 KW @ 300,	BLACK	, \$119.00 (Roslin)			(COMPTON)
KJOI,	98.7,	75 KW @ 1180,	BTFL/EZ	, \$280.00 (Banner)		Legacy to Command	
KKGO,	105.1,	18 KW @ 2900,	JAZZ	APR,	\$110.00 (MBS)		
KLOS,	95.5,	63 KW @ 3129,	AOR	ABC-R,	\$310.00 (Katz)	Cap Cities/ABC	
KLSX,	97.1,	55 KW @ 770,	CLASSIC AOR	, \$300.00 (MMR)		Greater Media	
KLVE,	107.5,	30 KW @ 2800,	HISPANIC	, \$160.00 (Caballero)		HefTel	
KMAX,	107.1,	3 KW @ ??,	ETHNIC/RELIGION	, \$ 40.00 (---)			(ARCADIA)
KEDG,	101.9,	25 KW @ 2848,	AOR	, \$100.00 (Durpetti)		Golden West	(GLENDALE)
KODJ,	93.1,	28 KW @ 3496,	OLDIES	CBS-R,	\$145.00 (CBS)	CBS	
KNAC,	105.5,	2 KW @ 400,	AOR	ABC-F,	\$110.00 (K & P)		(ARCADIA)
KOST,	103.5,	13 KW @ 3100,	AC	, \$390.00 (Christal)		Cox	
KPWR,	105.9,	72 KW @ 770,	CHR/URBAN	, \$415.00 (HNWH)		Emmis	
KRTH,	101.1,	51 KW @ 3130,	OLDIES	US2, \$355.00 (Republic)		RKO To Beasley	
KROQ,	106.7,	6 KW @ 1388,	AOR	, \$340.00 (Torbet)		Infinity	
KSKQ,	97.6,	79 KW @ 420,	HISPANIC	, \$ 75.00 (SBS)		Spanish Broadcasting	
KTWV,	94.7,	58 KW @ 2952,	JAZZ/NEW AGE	SMN, Source,	\$250.00 (Banner)	Legacy	
KZLA,	93.9,	49 KW @ 720,	COUNTRY	, \$225.00 (Eastman)		Malrite	

LOUISVILLE

Arbitron Rank/Pop (12+): 49/791,500  
 MSA Rank/Pop: 51/960,300  
 ADI # 45  
 Average Person Ratings: 15.9  
 Market TSL: 24.25 hours

Stations: 18/18  
 Diaries: 1264/626:1/57.5%  
 Sample Target: 1200  
 % Below Line: 0.0  
 % Not Listed: 9.0

1988 Revenue: \$23,100,000  
 HH Inc.: \$30,919  
 Retail \$: 7.0 Bil  
 Pop per Station: 43,972  
 #1 Biller: WHAS \$6,000,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WAMZ-F (C)	216/17.1	17.2	17.8	16.1	16.7	17.0	315/3293	2206/27.9	28.5	26.4	116	14.7	197	1984	WAMZ-F
2. WHAS (MOR)	187/14.8	15.0	17.5	15.4	17.7	15.7	238/3618	2725/34.4	31.4	32.7	102	11.8	158	2508	WHAS
3. WDJX-AF (CHR)	154/12.2	9.6	10.7	12.6	10.6	11.3	217/3042	2082/26.3	23.1	24.0	70	12.5	162	1972	WDJX-AF
4. WQMF-F (AOR)	118/ 9.4	9.8	9.5	8.9	9.2	9.4	150/2036	1538/19.4	18.2	18.1	90	13.5	181	1779	WQMF-F
5. WLOU (B)	94/ 7.4	3.9	3.5	3.2	4.0	4.5	94/806	778/ 9.8	6.8	8.3	108	4.6	61	1053	WLOU
6. WVEZ-F (AC)	84/ 6.7	7.1	6.9	6.9	6.1	6.9	94/1411	1236/15.6	15.5	14.8	130	5.7	77	1235	WVEZ-F
7. WRKA-F (AC)	81/ 6.4	6.3	4.3	6.6	5.1	5.9	82/1217	1147/14.5	15.9	13.7	150	4.7	63	841	WRKA-F
8. WAVG (AC)	55/ 4.4	3.7	3.4	4.4	5.8	4.0	57/1054	960/12.1	11.9	14.7	82	4.1	55	813	WAVG
9. WLRS-F (CHR)	53/ 4.2	6.0	6.6	5.8	5.3	5.7	54/1507	1403/17.7	18.8	18.0	62	7.4	99	1490	WLRS-F
10. WXVW (BB)	24/ 1.9	2.3	3.0	2.5	2.4	2.4	26/453	421/ 5.3	4.2	5.2	37	2.2	30	216	WXVW
11. WLSY-F (B)	24/ 1.9	6.2	4.7	5.9	4.7	4.7	27/533	485/ 6.1	9.6	7.9	89	4.3	57	774	WLSY-F
12. WTMT (C)	21/ 1.7	1.0	1.2	0.9	1.5	1.2	25/323	245/ 3.1	3.4	4.7	112	1.6	21	248	WTMT
13.															
14.															
15.															
12+ FM SHARE (METRO):		64.49%		(741 of 1149)		(WIN 88: 61.91%)									

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDJX-AF>>1 WQMF-F	1 WAMZ-F	1 WAMZ-F	1 WAMZ-F	1 WAMZ-F	1 WAMZ-F	1 WHAS	1 WAMZ-F	1 WAMZ-F	1 WDJX-AF	1 WAMZ-F>>
2 WQMF-F	2 WDJX-AF	2 WDJX-AF	2 WHAS >	2 WHAS >	2 WHAS >>	2 WAMZ-F	2 WHAS	2 WHAS	2 WLOU	2 WHAS
3 WLRS-F	3 WLOU	3 WHAS <	3 WRKA-F	3 WRKA-F	3 WVEZ-F	3 WDJX-AF	3 WDJX-AF	3 WDJX-AF	3 WHAS <	3 WAVG
4 WLOU	4 WQMF-F	4 WQMF-F	4 WDJX-AF	4 WVEZ-F	4 WAVG >	4 WQMF-F	4 WQMF-F	4 WQMF-F	4 WQMF-F	4 WLOU
5	5 WRKA-F	5 WRKA-F	5 WQMF-F	5 WDJX-AF	5 WDJX-AF	5 WRKA-F	5 WVEZ-F	5 WLOU	5 WAMZ-F	5 WRKA-F
6	6 WHAS	6 WLOU	6 WLOU	6 WQMF-F	6 WRKA-F	6 WLOU	6 WRKA-F	6 WVEZ-F	6 WLRS-F	6 WDJX-F
7	7	7	7 WVEZ-F>>	7 WLOU >>	7 WLOU	7 WVEZ-F	7	7	7 WVEZ-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDJX-AF>>1 WDJX-AF	1 WRKA-F	1 WAMZ-F	1 WAMZ-F	1 WAMZ-F	1 WQMF-F	1 WQMF-F>>	1 WQMF-F>>	1 WQMF-F	1 WAMZ-F
2 WLRS-F	2 WLOU	2 WDJX-AF	2 WHAS <	2 WHAS <	2 WDJX-AF>>	2 WDJX-AF	2 WHAS	2 WAMZ-F	2 WHAS
3 WLOU	3 WRKA-F	3 WAMZ-F	3 WRKA-F	3 WVEZ-F	3 WLOU	3 WHAS <	3 WAMZ-F	3 WHAS	3 WQMF-F
4 WQMF-F	4 WAMZ-F	4 WDJX-AF	4 WVEZ-F	4 WRKA-F	4 WLRS-F	4 WAMZ-F	4 WDJX-AF	4 WDJX-AF	4 WRKA-F
5 WAMZ-F	5 WVEZ-F	5 WVEZ-F	5 WLOU	5 WDJX-AF	5 WRKA-F	5 WLOU	5 WRKA-F	5 WRKA-F	5 WDJX-AF
6 WVEZ-F	6 WLRS-F	6 WHAS	6 WHAS >>	6 WLOU >>	6 WAMZ-F	6 WRKA-F	6 WLOU	6 WLOU	6 WLOU
7	7 WQMF-F	7	7	7	7	7	7	7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFIA	900	Louisville	0.6/2.0
WKXF-F	105.7	Eminence	0.3/1.3
WLLV	1240	Louisville	0.5/2.1
WVEZ	790	Louisville	0.8/2.5
WXLN-F	103.9	Louisville	0.8/3.2

RADIO STATIONS

WAVG, 970, 5 KW (DA-2)	, OLDIES	NBC, US 2, \$ 34.00 (Durpetti)	Radio One
WDJX, 1080, 10 KW/1 KW (DA-2)	, CHR	SMN, \$ 22.00 (Republic)	Stoner
WHAS, 840, 50 KW	, MOR	ABC-I, \$120.00 (Christal)	Clear Channel
WLOU, 1350, 5 KW/500 W (DA-N)	, BLACK	SBN, \$ 29.00 (MMR)	Johnson
WTMT, 620, 500 W (DA-2)	, COUNTRY	, \$ 13.00 (---)	
WXVW, 1450, 1 KW	, NOSTALGIA	SMN, \$ 26.00 (K & P)	
WAMZ-F, 97.5, 100 KW @ 505,	COUNTRY	, \$ 90.00 (Christal)	Clear Channel
WDJX-F, 99.7, 23 KW @ 720,	CHR	ABC-F, \$ 50.00 (Republic)	Stoner
WJYL-F, 101.7, 3 KW @ 300,	SOFT AC	, \$ 32.00 (Banner)	Media Capital
WLRS-F, 102.3, 3 KW @ 300,	CHR	ABC-R, \$ 44.00 (Durpetti)	Radio One
WQMF-F, 95.7, 34 KW @ 580,	AOR	Source, \$ 54.00 (Eastman)	
WRKA-F, 103.1, 3 KW @ 300,	AC	, \$ 51.00 (Banner)	Capitol-Johnson
WVEZ-F, 106.9, 24 KW @ 670,	SOFT AC	, \$ 47.00 (Katz)	Wilks-Schwartz
WXLN-F, 103.9, 3 KW @ 300,	RELIGION	ABC-C, \$ 16.00 (---)	

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 76/473,000  
 MSA Rank/Pop: AD1# 112  
 McAllen: 124/377,400  
 Brownsville: 163/262,900  
 Average Person Ratings: 18.4  
 Market TSL: 24.0 hours

Stations: 20/19  
 Diaries: 936/505:1/58.4%  
 Sample Target: 810  
 % Below Line: 0.5  
 % Not Listed: 10.0

1988 Revenue: \$11,200,000  
 HH Inc.: \$23,900  
 Retail \$: 3.4 Bil  
 Pop per Station: 24,894  
 #1 Biller: KGBT \$1,900,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion	25-54	Birch Share	Birch AQH	Birch Cume	
1. KBFM-F (CHR)	163/18.7	18.6	17.0	15.0	11.2	17.3	171/1719	1627/34.4	35.8	30.0	59	22.8	193	1608	KBFM-F	
2. KGBT (SP)	145/16.6	17.7	18.3	20.6	19.4	18.3	154/1289	1211/25.6	25.5	30.4	87	9.6	81	1168	KGBT	
3. KTXF-F (C)	113/13.0	8.4	9.1	9.2	8.2	9.9	121/1243	1160/24.5	17.8	16.7	123	12.9	109	1033	KTXF-F	
4. KIWW-F (SP)	59/ 6.8	9.7	9.7	8.2	8.9	8.6	64/870	813/17.2	23.1	21.4	138	9.0	76	744	KIWW-F	
5. KELT-F (AC)	48/ 5.5	5.5	8.2	6.9	5.7	6.5	58/779	693/14.7	13.4	16.6	133	9.6	81	931	KELT-F	
6. KVLY-F (EZ)	47/ 5.4	6.0	4.9	4.2	4.8	5.1	47/514	506/10.7	11.0	8.6	93	3.7	31	287	KVLY-F	
KQXX-F (SP)	47/ 5.4	4.8	5.0	4.6	7.1	4.9	47/576	567/12.0	11.5	11.7	144	3.4	29	431	KQXX-F	
8. KRIX-F (AOR)	32/ 3.7	4.7	5.8	3.7	5.1	4.5	33/581	557/11.8	12.3	12.0	57	7.2	61	815	KRIX-F	
9. KIRT (SP)	23/ 2.6	2.2	3.6	3.7	5.2	3.0	23/366	346/ 7.3	6.4	11.5	123	1.1	9	282	KIRT	
10. KJAV-F (R/G)	20/ 2.3	2.2	1.7	1.8	2.3	2.0	20/203	192/ 4.1	3.2	3.5	117	0.0	0	0	KJAV-F	
11. KBOR (SP)	16/ 1.8	1.5	3.5	2.9	3.1	2.4	16/257	257/ 5.4	6.0	7.7	89	1.8	15	240	KBOR	
12. KRIO (SP)	14/ 1.6	0.6	0.8	1.1	0.8	1.0	15/184	166/ 3.5	2.1	2.8	112	1.3	11	165	KRIO	

12+ FM SHARE (METRO): 70.66% (554 of 784) (WIN 88: 60.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBFM-F>>	1 KBFM-F>	1 KBFM-F	1 KTXF-F	1 KTXF-F	1 KGBT >>	1 KGBT	1 KGBT	1 KBFM-F	1 KBFM-F>>	1 KGBT >>
2	2 KTXF-F>	2 KTXF-F>	2 KGBT	2 KGBT	2 KTXF-F>	2 KBPFM-F	2 KTXF-F<	2 KGBT	2 KGBT	2 KTXF-F<
3	3 KQXX-F	3 KGBT >	3 KBFM-F	3 KBFM-F	3 KVLY-F>	3 KTXF-F>>	3 KBFM-F>	3 KTXF-F>>	3 KQXX-F	3 KBFM-F>>
4	4 KIWW-F	4 KIWW-F	4 KIWW-F	4 KIWW-F	4 KIWW-F	4 KLT-F	4 KVLV-F	4 KIWW-F<	4 KTXF-F	4
5	5 KGBT	5 KELT-F	5 KQXX-F	5 KQXX-F	5 KELT-F	5 KQXX-F<	5 KELT-F<	5 KELT-F<	5 KRIX-F<	5
6	6 KELT-F	6	KELT-F	6 KELT-F	KBFM-F	6 KIWW-F	6 KIWW-F	6 KVLY-F	6 KIWW-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBFM-F>>	1 KBFM-F>	1 KTXF-F	1 KBFM-F	1 KGBT	1 KBFM-F>>	1 KBFM-F>	1 KBFM-F	1 KBFM-F	1 KTXF-F>
2 KTXF-F>	2 KTXF-F>	2 KQXX-F	2 KTXF-F	2 KTXF-F>	2 KTXF-F>	2 KTXF-F>	2 KTXF-F	2 KTXF-F>	2 KBFM-F>
3 KRIX-F	3 KQXX-F	KGBT	3 KGBT >	3 KBFM-F	3 KRIX-F>	3 KRIX-F	3 KIWW-F	3 KLT-F	3 KIWW-F
KELT-F>>	KGBT	4 KBFM-F>	4 KIWW-F	4 KIWW-F	4 KELT-F	4 KIWW-F	4 KQXX-F>	4 KIWW-F	KGBT
5 KIWW-F	5 KIWW-F	5 KIWW-F>	5 KQXX-F	5 KQXX-F	5 KIWW-F	5 KELT-F	5 KRIX-F	5 KGBT	KELT-F
6	KELT-F	6	6 KELT-F	6	6	6	KGBT	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KIKN	840	Pharr	1.0/1.6
KITM-F	105.5	Mission	1.4/2.9
KRGE	1290	Weslaco	0.6/5.2
KUBR	1210	San Juan	0.9/1.1
KURV	710	Edinburg	1.1/3.7
XEEW-F	97.7	Matamoros	0.5/1.1

RADIO STATIONS

KBOR,	1600,	1 KW (DA-1)	, HISPANIC	, \$ 20.00 (Caballero)	
KGBT,	1530,	50 KW (DA-N)	, HISPANIC	, \$ 70.00 (Katz)	Tichenor
KIRT,	1580,	1 KW/300 W	, HISPANIC	, \$ 22.00 (Caballero)	Gomez
KRGE,	1290,	5 KW (DA-2)	, CHR	US 1, \$ 27.00 (Banner)	Daytona
KURV,	710,	1 KW (DA-1)	, TALK	NBC-T, ABC-T, \$ 14.00 (---)	
KBFM-F,	104.1,	100 KW @ 990,	CHR	ABC-F, \$ 43.00 (Republic)	Encore
KELT-F,	94.5,	100 KW @ 1154,	AC	, \$ 40.00 (Katz)	
KIWW-F,	96.1,	100 KW @ 540,	HISPANIC	, \$ 30.00 (Katz-Hisp.)	Tichenor
KQXX-F,	98.5,	100 KW @ ??,	HISPANIC	, \$ 25.00 (Caballero)	Gomez
KRIX-F,	99.5,	100 KW @ 480,	AOR	, \$ 24.00 (Banner)	Daytona
KTXF-F,	100.3,	100 KW @ 500,	COUNTRY	ABC-E, \$ 37.00 (Christal)	
KVLY-F,	107.9,	100 KW @ 490,	BTFL/EZ	, \$ 25.00 (Torbet)	Tippie

MEMPHIS

Arbitron Rank/Pop (12+): 42/878,900  
 MSA Rank/Pop: 48/975,800  
 Average Person Ratings: 17.1  
 Market TSL: 22.5 hours

Stations: 19/19  
 Diaries: 1226/717:1/49.5%  
 Sample Target: 1160  
 % Below Line: 0.0  
 % Not Listed: 6.5

1988 Revenue: \$25,800,000  
 HH Inc.: \$29,448  
 Retail \$: 7.1 Bil  
 Pop per Station: 46,257  
 #1 Biller: WGKX-F \$5,000,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WHRK-F (B)	226/15.0	17.0	13.9	11.8	12.2	14.4	270/2708	2123/24.2	25.8	25.5	72	22.3	312	2472	WHRK-F
2. WGKX-F (C)	152/10.1	9.4	9.1	9.9	9.3	9.6	209/2453	1727/19.6	20.4	18.5	132	9.1	128	1317	WGKX-F
3. WEGR-F (AOR)	132/ 8.8	6.3	8.1	4.9	5.2	7.0	169/1759	1214/13.8	13.5	13.4	110	10.6	149	1279	WEGR-F
4. WRVR-F (AC)	124/ 8.2	7.7	7.1	7.1	8.3	7.5	150/2050	1706/19.4	22.8	19.5	154	6.0	84	1280	WRVR-F
5. WDIA (B)	118/ 7.8	6.5	6.1	5.2	5.6	6.4	143/1919	1544/17.6	14.3	15.9	126	5.9	83	1116	WDIA
6. WMC -F (CHR)	114/ 7.6	9.6	9.2	12.8	10.5	9.8	155/2566	1851/21.1	23.8	25.6	120	8.7	122	1761	WMC -F
7. KRNB-F (B)	93/ 6.2	6.1	10.9	9.4	10.6	8.1	99/1814	1597/18.2	18.6	20.1	71	7.3	102	1823	KRNB-F
8. WEZI-F (EZ)	90/ 6.0	4.9	4.5	4.4	6.6	4.9	95/1183	1120/12.7	11.7	14.5	87	3.4	47	893	WEZI-F
9. KMPZ-F (CHR)	76/ 5.1	4.5	2.4	2.4	3.4	3.6	115/1647	1059/12.0	13.7	7.9	61	5.2	73	1151	KMPZ-F
10. WLOK (B/G)	63/ 4.2	5.1	5.5	6.3	5.3	5.3	63/855	829/ 9.4	8.8	12.9	88	3.4	48	507	WLOK
11. WMC (T)	55/ 3.7	4.4	3.7	2.8	2.7	3.7	61/948	776/ 8.8	9.2	8.5	70	3.4	47	571	WMC
12. WREC (BB)	46/ 3.1	2.8	2.1	2.7	2.0	2.7	60/820	609/ 6.9	8.8	7.1	52	3.4	47	487	WREC
13. WCRV (REL)	26/ 1.7	0.7	1.2	1.5	0.5	1.3	36/508	413/ 4.7	3.2	2.7	82	1.2	17	319	WCRV
15. KFTH-F (REL)	26/ 1.7	1.3	2.0	1.4	2.3	1.6	26/423	423/ 4.8	3.8	4.0	94	1.1	16	256	KFTH-F

12+ FM SHARE (METRO): 74.04% (1041 of 1406) (WIN 88: 72.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHRK-F>>	1 WHRK-F	1 WHRK-F	1 WRVR-F	1 WGKX-F	1 WGKX-F	1 WHRK-F<	1 WGKX-F	1 WHRK-F	1 WHRK-F>>	1 WHRK-F>>
2 KMPZ-F	2 WEGR-F>	2 WEGR-F	2 WRVR-F	2 WRVR-F	2 WEZI-F	2 WGKX-F	2 WEGR-F	2 WGKX-F	2 KRNB-F	2 WEZI-F
3 KRNB-F	3 WMC -F	3 WRVR-F<	3 WHRK-F	3 WHRK-F	3 WRVR-F	3 WMC -F<	3 WHRK-F<	3 WEGR-F	3 WEGR-F	3 WRVR-F
4	4 WRVR-F	4 WGKX-F	4 WEGR-F	4 WDIA <	4 WDIA	4 WDIA	4 WRVR-F	4 WRVR-F	4 WDIA	4 WMC
5	5 WDIA <	5 WMC -F	5 WMC -F	5 WEGR-F	5 WLOK	5 WEGR-F	5 WMC -F<	5 WMC -F	5 KMPZ-F<	5 WDIA
6	6 KRNB-F	6 WDIA	6 WDIA >>	6 WMC -F	6 WHRK-F	6 WRVR-F	6 WEZI-F	6	6 WGKX-F	6 KRNB-F
7	7 WGKX-F	7 KRNB-F	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHRK-F>>	1 WHRK-F>	1 WMC -F<	1 WHRK-F	1 WRVR-F	1 WEGR-F<	1 WEGR-F>	1 WEGR-F>>	1 WEGR-F	1 WEGR-F<
2 KRNB-F>	2 WMC -F	2 WHRK-F<	2 WRVR-F	2 WGKX-F	2 WHRK-F>>	2 WHRK-F>	2 WHRK-F>	2 WHRK-F>	2 WGKX-F
3 WEGR-F	3 WRVR-F	3 WRVR-F	3 WGKX-F	3 WDIA <	3 WMC -F>	3 WMC -F	3 WRVR-F	3 WGKX-F<	3 WHRK-F<
4 WMC -F	4 KRNB-F	4 WGKX-F	4 WMC -F	4 WMC -F<	4 KRNB-F	4 WRVR-F	4 WRVR-F	4 WMC -F	4 WRVR-F
5 KMPZ-F	5 WEGR-F	5 WDIA	5 WDIA	5 WHRK-F	5 KMPZ-F	5 WDIA	5 WDIA	5 WMC -F	5 WDIA
6	6 WGKX-F	6 WEGR-F	6	6	6 WRVR-F	6	6 WGKX-F>>	6 WDIA	6 WMC -F
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KHLS-F	96.3	Blytheville	0.5/1.0
KWAM	990	Memphis	0.5/2.8
WHBQ	560	Memphis	1.0/2.8
WRVR	680	Memphis	1.3/5.1
WXSS	1030	Memphis	1.0/2.8

RADIO STATIONS

KWAM,	990,	10 KW/87 W (DA-2)	, GOSPEL	, \$ 20.00 (Republic)	Rivers
WDIA,	1070,	50 KW/5 KW (DA-2)	, BLACK	APR,SBN, \$ 36.00 (Katz)	Ragan Henry
WHBQ,	560,	5 KW/1 KW (DA-1)	, NEWS/TALK	US 1, US 2, \$ 41.00 (Republic)	RKO
WLOK,	1340,	1 KW (DA-1)	, BLACK/GOSPEL	SBN,NBN, \$ 30.00 (K & P)	
WMC,	790,	5 KW (DA-N)	, TALK	NBC,ABC-T, \$ 43.00 (Banner)	Scripps-Howard
WREC,	600,	5 KW (DA-N)	, NOSTALGIA	CBS, \$ 32.00 (Mc-Guild)	New Market
WXSS,	1030,	50 KW/1 KW (DA-2)	, BLACK	SMN,NBN, \$ 28.00 (Bolton)	
WRVR,	680,	10 KW/5 KW (DA-N)	, OLDIES	Trans, \$ NA (Christal)	Keymarket
KRMB-F,	101.1,	100 KW @ 347,	BLACK	ABC-F, \$ 50.00 (Republic)	Rivers
KMPZ-F,	98.1,	100 KW @ 715,	AOR	, \$ 40.00 (Christal)	Dittman
WEGR-F,	102.7,	100 KW @ 970,	AOR	US 1, \$ 47.00 (Mc-Guild)	New Market
WEZI-F,	94.3,	3 KW @ 300,	BTFL/EZ	, \$ 40.00 (Eastman)	Ardman
WGKX-F,	105.9,	100 KW @ 762,	COUNTRY	, \$ 90.00 (HNWH)	Barnstable
WHRK-F,	97.1,	100 KW @ 530,	BLACK	NBC, \$ 78.00 (Katz)	Ragan Henry
WMC-F,	99.7,	300 KW @ 910,	CHR	ABC-C, \$ 94.00 (Banner)	Scripps-Howard
WRVR-F,	104.5,	100 KW @ 750,	AC	, \$ 89.00 (Christal)	Keymarket



MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,645,200  
 ADI# 15  
 MSA Rank/Pop: Miami - 25/1,813,600  
 Fort Lauderdale - 41/1,181,000  
 Average Person Ratings: 19.2  
 Market TSL: 25.5 hours

Stations: 37/34  
 Diaries: 2730/969:1/47.8%  
 Sample Target: 2510  
 % Below Line: 2.0  
 % Not Listed: 7.6

1988 Revenue: \$103,500,000  
 HH Inc.: \$32,950  
 Retail \$: 27.1 Bil  
 Pop per Station: 77,800  
 #1 Biller: WQBA-AF \$9,000,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHQT-F (U/CHR)	422/ 8.3	4.9	2.9	2.6	2.9	4.7	500/4823	4223/16.0	13.5	11.1	93	11.2	472	4592	WHQT-F
2. WLYF-F (EZ)	359/ 7.1	7.0	7.9	8.7	8.5	7.7	389/4341	4033/15.2	14.2	15.8	59	4.8	204	2246	WLYF-F
3. WIOD (N/T)	257/ 5.1	4.8	4.0	3.2	4.1	4.3	291/3781	3347/12.7	15.0	10.7	106	4.7	200	1969	WIOD
4. WQBA (SP)	252/ 5.0	3.8	5.4	4.8	4.2	4.8	253/1985	1959/ 7.4	6.3	7.3	50	3.0	126	1442	WQBA
5. WPOW-F (U/CHR)	216/ 4.3	4.4	5.6	4.6	4.3	4.7	243/3772	3137/11.9	11.8	12.2	60	7.2	305	3050	WPOW-F
6. WMXJ-F (O)	214/ 4.2	3.9	4.3	4.2	4.4	4.2	255/3753	3054/11.5	11.7	11.8	171	4.4	186	2363	WMXJ-F
7. WGTR-F (AOR)	205/ 4.0	2.8	4.1	3.9	3.0	3.7	231/2911	2410/ 9.1	8.8	8.9	125	5.1	217	2854	WGTR-F
8. WAQI (SP)	199/ 3.9	3.8	2.7	3.3	3.1	3.4	200/1995	1951/ 7.4	6.7	6.1	85	2.0	83	781	WAQI
9. WAXY-F (AC)	197/ 3.9	3.1	3.0	3.4	3.1	3.3	217/3334	2857/10.8	10.0	11.3	115	4.3	182	2882	WAXY-F
10. WHYI-F (CHR)	195/ 3.8	3.6	3.9	4.3	4.2	3.9	237/4509	3686/13.9	14.6	16.5	79	5.2	219	3761	WHYI-F
11. WCMQ-F (SP)	193/ 3.8	4.2	4.0	3.7	4.6	3.9	193/2369	2362/ 8.9	8.2	8.0	142	3.7	158	1828	WCMQ-F
12. WKIS-F (C)	173/ 3.4	3.5	2.5	3.3	4.0	3.2	210/2970	2433/ 9.2	9.6	8.0	132	3.5	146	1945	WKIS-F
13. WLVE-F (AC)	169/ 3.3	3.4	2.9	2.5	3.3	3.0	176/2835	2560/ 9.7	9.4	10.1	155	4.0	169	2111	WLVE-F
14. WNWS (N/T)	162/ 3.2	3.6	4.8	3.7	3.4	3.8	177/2610	2317/ 8.8	9.7	9.0	44	2.2	92	1166	WNWS
15. WINZ (N/T)	158/ 3.1	3.3	2.8	3.7	3.2	3.2	169/2832	2637/10.0	10.0	9.1	61	2.1	88	1231	WINZ
16. WTMI-F (CL)	150/ 3.0	2.9	3.0	2.8	2.8	2.9	175/2414	2037/ 7.7	7.3	7.6	83	2.3	99	1201	WTMI-F
17. WJQY-F (AC)	137/ 2.7	4.0	3.1	4.0	4.0	3.5	150/2589	2258/ 8.5	9.7	9.6	133	2.6	110	1503	WJQY-F
18. WQBA-F (SP)	136/ 2.7	2.2	1.7	2.1	2.2	2.2	148/1749	1672/ 6.3	5.5	5.2	126	2.5	126	1442	WQBA-F
19. WEDR-F (B)	129/ 2.5	3.9	4.5	5.8	5.0	4.2	129/1579	1579/ 6.0	6.5	8.6	116	2.8	117	1208	WEDR-F
20. WXDJ-F (J/NA)	91/ 1.8	2.4	1.7	1.4	1.9	1.8	94/1737	1653/ 6.2	5.2	5.0	161	3.2	135	1608	WXDJ-F
21. WSHE-F (AOR)	87/ 1.7	2.0	1.9	2.1	1.7	1.9	115/2569	1942/ 7.3	8.2	7.1	76	3.5	150	2315	WSHE-F
22. WZTA-F (AOR)	83/ 1.6	1.8	2.4	2.2	2.4	2.0	108/1758	1419/ 5.4	7.1	8.4	150	2.2	95	1618	WZTA-F
23. WEAT-AF (EZ)	68/ 1.3	2.1	1.6	1.4	1.6	1.6	316/3256	991/ 3.7	4.9	3.8	38	1.0	43	603	WEAT-AF
24. WCMQ (SP)	60/ 1.2	1.9	1.3	0.9	1.6	1.3	60/783	783/ 3.0	3.6	3.7	100	0.9	36	609	WCMQ
25. WRHC (SP)	50/ 1.0	0.6	1.6	1.0	1.5	1.0	50/855	855/ 3.2	2.4	3.1	40	0.4	18	277	WRHC

12+ FM SHARE (METRO): 69.57% (3264 of 4692) (WIN 88: 66.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHQT-F>	1 WHQT-F>	1 WHQT-F>	1 WHQT-F	1 WHQT-F	1 WLYF-F>	1 WHQT-F	1 WLYF-F	1 WHQT-F	1 WHQT-F>	1 WINZ
2 WPOW-F	2 WGTR-F>	2 WGTR-F	2 WMXJ-F	2 WMXJ-F>	2 WQBA	2 WQBA	2 WIOD	2 WLYF-F>	2 WPOW-F	2 WNWS
3 WHYI-F	3 WPOW-F>	3 WMXJ-F	3 WIOD <	3 WIOD	3 WIOD	3 WIOD <	3 WHQT-F	3 WQBA	3 WQBA	3 WHQT-F
4	4 WLVE-F<	4 WPOW-F<	4 WGTR-F<	4 WCMQ-F	4 WAQI	4 WLYF-F<	4 WMXJ-F	4 WPOW-F	4 WHYI-F	4 WIOD >>
5	5 WHYI-F	5 WLVE-F<	5 WLVE-F	5 WLVE-F<	5 WNWS <	5 WAQI >	5 WQBA	5 WQBA	5 WLYF-F<	5 WLYF-F>>
6	6 WAXY-F<	6 WAXY-F<	6 WCMQ-F	6 WGTR-F	6 WMXJ-F	6 WHYI-F	6 WAXY-F	6 WMXJ-F<	6 WAXY-F	6 WEDR-F>>
7	7 WEDR-F	7 WIOD	7 WAXY-F	7 WKIS-F	7 WINZ <	7 WINZ <	7 WGTR-F	7 WGTR-F	7 WINZ	7 WRHC
8	8 WZTA-F	8 WCMQ-F<	8 WKIS-F	8 WAXY-F	8 WCMQ-F	8 WKIS-F	8 WCMQ-F<	8 WAXY-F	8 WNWS	8 WAQI
9	9 WSHE-F	9 WHYI-F	9 WQBA-F<	9 WLYF-F	9 WTMI-F	9 WGTR-F	9 WKIS-F	9 WHYI-F	9 WEDR-F	9 WQBA
10	10 WMXJ-F	10 WKIS-F	10 WJQY-F	10 WJQY-F	10 WKIS-F	10 WMXJ-F	10 WJQY-F	10 WLVE-F	10 WCMQ-F	10 WGTR-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHQT-F>	1 WHQT-F>>	1 WHQT-F>>	1 WHQT-F>>	1 WHQT-F>	1 WHQT-F	1 WGTR-F	1 WGTR-F>	1 WGTR-F	1 WIOD <
2 WPOW-F	2 WPOW-F	2 WLVE-F	2 WMXJ-F	2 WMXJ-F	2 WPOW-F	2 WHQT-F>	2 WHQT-F>	2 WHQT-F	2 WGTR-F
3 WGTR-F	3 WAXY-F	3 WMXJ-F	3 WAXY-F	3 WCMQ-F	3 WGTR-F	3 WPOW-F	3 WIOD	3 WIOD	3 WMXJ-F
4 WAXY-F	4 WGTR-F	4 WAXY-F	4 WCMQ-F<	4 WAXY-F<	4 WHYI-F	4 WEDR-F	4 WLVE-F<	4 WMXJ-F	4 WHQT-F
5 WHYI-F>	5 WLVE-F	5 WKIS-F	5 WPOW-F	5 WLVE-F	5 WEDR-F	5 WZTA-F<	5 WZTA-F	5 WPOW-F<	5 WLVE-F
6 WLVE-F	6 WHYI-F	6 WPOW-F	6 WLVE-F	6 WJQY-F	6 WSHE-F>	6 WHYI-F<	6 WMXJ-F	6 WLVE-F	6 WKIS-F
7 WSHE-F>	7 WJQY-F	7 WJQY-F	7 WHYI-F	7 WLYF-F<	7 WZTA-F>	7 WIOD	7 WEDR-F	7 WEDR-F	7 WCMQ-F
8 WJQY-F	8 WQBA-F	8 WGTR-F	8 WJQY-F	8 WKIS-F	8 WLVE-F	8 WLVE-F	8 WCMQ-F	8 WHYI-F	8 WAXY-F
9 WQBA-F	9 WMXJ-F	9 WEDR-F	9 WQBA-F	9 WQBA-F	9 WAXY-F>	9 WSHE-F	9 WXDJ-F	9 WZTA-F	9 WLYF-F
10 WEDR-F	10 WEDR-F	10 WQBA-F	10 WKIS-F	10 WAQI	10 WKIS-F	10 WMXJ-F	10 WSHE-F	10 WAXY-F	10 WXDJ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAQI-F	98.3	Goulds/Miami	0.3/0.9
WEXY	1520	Wilton Mtns/Fll.	0.4/0.8
WFTL	1400	Ft.Lauderdale	0.9/3.3
WKAT	1360	North Miami	0.8/1.8
WMBM	1490	Miami Beach	0.8/2.3
WOCN	1450	Miami	0.4/1.7
WQAM	560	Miami/Ft. Ldrdl	0.8/2.6
WRBD	1470	Pompano Beach	0.4/1.5
WRFM	830	Hialeah	0.3/0.5
WSUA	1260	Miami	0.7/2.5
WEAT	850	West Palm Beach	0.1/0.0
WEAT-F	104.3	West Palm Beach	1.2/3.7
WRMF-F	97.9	West Palm Beach	0.6/2.5

RADIO STATIONS

AM STATIONS

WAQI,	710,	50 KW (DA-2)	, HISPANIC, NEWS/TALK	, \$ 62.00 (Katz Hisp.)	
WCMQ,	1210,	25 KW/2.5KW(DA-2)	, HISPANIC MOR	, \$ 52.00 (SBS)	Spanish Broadcasting
WINZ,	940,	50 KW/25KW (DA-N)	, NEWS/TALK	CBS, \$ 99.00 (Katz)	Guy Gannett
WIOD,	610,	10 KW (DA-2)	, TALK	ABC-T,ABC-I, \$100.00 (Christal)	Cox
WFTL,	1400,	1 KW	, NOSTALGIA	APR, \$ 39.00 (---)	
WKAT,	1360,	10 KW/1 KW	, ETHNIC/BARTER	MBS, \$ 29.00 (K & P)	
WMBM,	1490,	1 KW	, GOSPEL	NBN, \$ 31.00 (K & P)	
WNWS,	790,	25 KW	, TALK/NEWS	ABC-E, \$ 80.00 (Banner)	Jeff-Pilot
WOCN,	1450,	1 KW (DA-2)	, HISPANIC	, \$ 35.00 (Lotus)	
WQAM,	560,	5 KW/ 1 KW	, COUNTRY	NBC, \$ 38.00 (HNWH)	Sunshine Wireless
WQBA,	1140,	50 KW/10KW (DA-2)	, HISPANIC	, \$135.00 (Eastman)	Susquehanna
WRHC,	1550,	10 KW/500 W(DA-2)	, HISPANIC	, \$ 50.00 (Lotus)	
WSUA,	1260,	5 KW (DA-2)	, HISPANIC	, \$ 45.00 (Caballero)	
WVCG,	1060,	50 KW/20KW (DA-2)	, ??	, \$ 32.00 (---)	Statewide
WWNN,	980,	5 KW/1 KW(DA-3)	, TALK	, \$ 36.00 (---)	(POMPANO BEACH)

FM STATIONS

WAXY,	105.9,	100 KW @ 1049,	AC/OLDIES	US 1, \$141.00 (Republic)	RKO
WXMJ,	92.3,	41 KW @ 300,	HISPANIC AC	, \$ 77.00 (SBS)	Spanish Broadcasting
WEDR,	99.1,	70 KW @ 175,	BLACK	CBS-R, \$ 80.00 (---)	Rivers
WGTR,	97.3,	98 KW @ 790,	AOR	, \$ 78.00 (Christal)	Cox
WHQT,	105.1,	100 KW @ 600,	CHR/URBAN	, \$100.00 (MMR)	EZ
WHYI,	100.7,	100 KW @ 1000,	CHR	, \$134.00 (Mc-Guild)	Metroplex
WJQY,	106.7,	100 KW @ 1024,	SOFT AC	, \$131.00 (Katz)	Tak
WKIS,	99.9,	100 KW @ 986,	COUNTRY	US 2, \$ 86.00 (HNWH)	Sunshine Wireless
WLVE,	93.9,	100 KW @ 1006,	AC/JAZZ	, \$100.00 (Torbet)	Gilmore
WLYF,	101.5,	100 KW @ 813,	BTFL/EZ	, \$123.00 (Banner)	Jeff-Pilot
WMXJ,	102.7,	100 KW @ 1006,	OLDIES	, \$114.00 (Durpetti)	Sconnix
WPOW,	96.5,	100 KW @ 1006,	CHR/URBAN	ABC-C, \$ 84.00 (HNWH)	Beasley
WQBA,	107.5,	100 KW @ 500,	HISPANIC AC	, \$ 60.00 (Eastman)	Susquehanna
WAQI,	98.3,	1 KW @ 462,	BLACK	, \$ 40.00 (Katz Hisp.)	(GOULDS)
WTMI,	93.1,	96 KW @ 1006,	CLASSICAL	, \$ 80.00 (CMBS)	Marlin
WXDJ,	95.7,	100 KW @ 982,	JAZZ/NEW AGE	SMN, \$ 74.00 (CBS)	(HOMESTEAD)
WZTA,	94.9,	96 KW @ 1010,	CLASSIC AOR	, \$ 70.00 (Katz)	Guy Gannett
WSHE,	103.5,	100 KW @ 1006,	AOR	, \$ 90.00 (Eastman)	TK

MILWAUKEE

Arbitration Rank/Pop (12+): 26/1,291,500

Stations: 27/23  
Diaries: 1417/911:1/60.0%  
Sample Target: 1420  
% Below Line: 3.0  
% Not Listed: 7.8

1988 Revenue: \$39,100,000  
HH Inc.: \$34,659  
Retail \$: 9.2 Bil  
Pop per Station: 56,152  
#1 Biller: WTMJ \$9,000,000

MSA Rank/Pop: 32/1,377,800

ADI # 28

Average Peison Ratings: 18.8

Market TSL: 24.5 hours

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTMJ (MOR)	237/ 9.8	13.0	14.0	13.2	12.1	12.5	283/3781	3105/24.0	26.6	24.6	70	10.7	262	3101	WTMJ
2. WKTI-F (CHR)	218/ 9.0	9.3	9.4	9.9	10.4	9.4	238/3886	3458/26.8	29.0	27.5	92	10.7	261	4205	WKTI-F
3. WMIL-F (C)	190/ 7.8	6.7	7.0	8.0	7.5	7.4	249/2572	1982/15.3	13.5	15.8	96	6.4	157	1400	WMIL-F
4. WEZW-F (EZ)	184/ 7.6	7.5	7.0	6.3	7.6	7.1	207/2520	2296/17.8	17.8	15.5	71	4.8	117	1177	WEZW-F
5. WLZR-AF (AOR)	162/ 6.7	6.2	6.5	7.0	5.8	6.6	184/2389	2052/15.9	16.2	12.5	78	10.0	235	2376	WLZR-AF
6. WKLH-F (AOR)	149/ 6.2	7.9	9.0	8.6	5.9	7.9	176/2483	2221/17.2	18.7	15.5	135	6.5	159	2488	WKLH-F
7. WLUM-F (B) **	142/ 5.9	4.1	4.8	6.7	6.6	5.4	146/1932	1856/14.4	12.2	12.3	98	9.5	233	2458	WLUM-F
8. WOKY (BB)	135/ 5.6	5.9	6.4	5.8	7.9	5.9	138/1749	1657/12.8	11.6	11.7	48	7.1	173	1873	WOKY
9. WLTQ-F (AC)	113/ 4.7	4.6	4.7	5.5	3.4	4.9	127/1647	1499/11.6	12.8	10.3	147	3.4	84	1115	WLTQ-F
10. WMYX-F (AC)	97/ 4.0	4.1	3.9	2.5	3.0	3.6	129/1841	1612/12.5	12.3	10.0	142	2.7	67	935	WMYX-F
11. WISN (N/T)	90/ 3.7	3.6	3.3	2.7	3.0	3.3	96/1643	1466/11.4	11.6	10.1	92	3.3	80	1208	WISN
12. WZTR-F (AC)	76/ 3.1	2.7	1.5	1.6	2.0	2.2	97/1272	944/ 7.3	7.9	9.4	161	3.7	91	1095	WZTR-F
13. WQFM-F (AOR)	74/ 3.1	2.6	3.0	3.7	4.1	3.1	101/2005	1635/12.7	11.7	12.2	110	4.6	113	2002	WQFM-F
14. WFMR-F (CL)	65/ 2.7	3.1	1.9	1.6	3.3	2.3	65/938	938/ 7.3	6.6	6.8	104	1.9	46	595	WFMR-F
15. WBZN-AF (J/NA)	64/ 2.6	2.2	1.3	1.2	2.0	1.8	70/886	817/ 6.2	5.4	5.7	181	2.0	48	628	WBZN-AF
16. WMVP (B)	45/ 1.9	0.7	0.8	0.6	0.5	1.0	45/331	331/ 2.6	2.6	1.6	147	0.4	9	207	WMVP
17. WEMP (AC)	40/ 1.7	1.7	2.4	2.2	2.1	2.0	41/969	883/ 6.8	7.6	7.8	171	0.9	23	671	WEMP
18. WGN (N/T)	36/ 1.5	1.1	0.8	0.6	0.4	1.0	69/604	344/ 2.7	3.7	2.0	33	0.7	18	507	WGN
19. WRJN (MOR)	34/ 1.4	0.7	0.8	0.7	0.9	0.9	34/257	250/ 1.9	2.2	2.2	100	0.9	23	353	WRJN
20.															

\*\*STATION DETERMINED TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY.

12+ FM SHARE (METRO): 69.35% (1548 of 2232) (WIN 88: 67.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKTI-F>>	1 WLZR-AF	1 WKTI-F	1 WKLH-F	1 WKLH-F<	1 WTMJ	1 WTMJ	1 WEZW-F<	1 WKTI-F	1 WLUM-F	1 WTMJ >>
2 WLUM-F<	2 WKTI-F	2 WKLH-F	2 WKTI-F	2 WKTI-F	2 WEZW-F	2 WKTI-F>	2 WTMJ	2 WMIL-F	2 WKTI-F	2 WRJN
3 WLZR-AF>>	3 WKLH-F	3 WLZR-AF	3 WMIL-F	3 WMIL-F	3 WOKY	3 WMIL-F<	3 WMIL-F	3 WLZR-AF	3 WLZR-AF	3 WMIL-F
4	4 WLUM-F	4 WMIL-F	4 WLTQ-F	4 WTMJ	4 WMIL-F>	4 WKLH-F	4 WKLH-F	4 WTMJ	4 WTMJ	4 WLUM-F
5	5 WMIL-F	5 WLUM-F<	5 WMYX-F	5 WMYX-F	5 WISN	5 WOKY	5 WKTI-F	5 WLUM-F	5 WMIL-F	5 WKLH-F<
6	6 WMYX-F	6 WMYX-F	6 WLUM-F<	6 WLUM-F<	6 WLTQ-F	6 WLZR-AF	6 WLZR-AF<	6 WEZW-F	6 WEZW-F	6 WKTI-F
7	7 WQFM-F>	7 WLTQ-F	7 WLZR-AF<	7 WMYX-F	7	7 WLTQ-F	7 WOKY	7 WKLH-F	7	7 WEZW-F<
8	8	8	8 WTMJ	8	8	8 WEZW-F	8	8	8	8 WQFM-F
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKTI-F>	1 WKTI-F>	1 WKTI-F>	1 WKTI-F>	1 WKTI-F	1 WLZR-AF>	1 WLZR-AF>	1 WLZR-AF	1 WKLH-F<	1 WKLH-F>
2 WLUM-F	2 WLUM-F	2 WLUM-F	2 WLUM-F<	2 WLTQ-F	2 WMIL-F	2 WKLH-F>	2 WKLH-F>	2 WLZR-AF>	2 WLZR-AF<
3 WLZR-AF	3 WKLH-F	3 WKLH-F	3 WMIL-F	3 WMIL-F	3 WQFM-F>	3 WQFM-F<	3 WQFM-F	3 WMIL-F	3 WTMJ
4 WMIL-F	4 WMYX-F	4 WMYX-F	4 WLTQ-F	4 WLUM-F	4 WKTI-F	4 WKTI-F	4 WKTI-F	4 WKTI-F	4 WMIL-F<
5 WMYX-F	5 WLZR-AF	5 WBZN-AF	5 WMYX-F<	5 WTMJ	5 WQFM-F	5 WMIL-F>	5 WLUM-F	5 WQFM-F	5 WKTI-F
6 WKLH-F>	6 WMIL-F	6 WLZR-AF	6 WKLH-F>	6 WEZW-F<	6	6 WLUM-F<	6 WBZN-AF<	6 WMYX-F	6 WZTR-F
7 WMVP	7 WLTQ-F	7 WLTQ-F	7 WEZW-F<	7 WKLH-F<	7	7 WZTR-F	7 WZTR-F	7 WZTR-F	7 WZTR-F
8 WLTQ-F	8 WBZN-AF	8	8 WLZR-AF	8 WMYX-F	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAKK	1510	Waukesha	0.3/0.9
WNOV	860	Milwaukee	0.7/2.3
WBBM	780	Chicago	0.8/4.5
WGN	720	Chicago	1.5/2.7
WLUP	1000	Chicago	0.7/1.1

RADIO STATIONS

AM STATIONS

WEMP,	1250,	5 KW (DA-2)	, OLDIES	MBS,Trans, \$ 41.00 (Banner)	Heritage
WISN,	1130,	50 KW/10 KW (DA-N)	, NEWS/TALK	MBS,ABC-E, \$ 52.00 (Katz)	Hearst
WMVP,	1290,	5 KW (DA-2)	, BLACK	SMN, \$ 21.00 (Durpetti)	All Pro
WNOV,	860,	250 W (DAYS,DA)	, BLACK	NBN, \$ 20.00 (---)	
WOKY,	920,	5 KW/ 1 KW (DA-2)	, NOSTALGIA	CBS, \$ (---)	Sundance
WTMJ,	620,	5 KW (DA-N)	, MOR	NBC, \$121.00 (Christal)	Milwaukee Journal
WYLO,	540,	250 W/150 W(DA-1)	, RELIGION/ETHNIC	, \$ 20.00 (In House)	Marsh (JACKSON)

FM STATIONS

WBZN,	100.7,	50 KW @ 500,	JAZZ/NEW AGE	, \$ 40.00 (Torbet)	Channel One
WEZW,	103.7,	20 KW @ 840,	BTF/EZ	, \$ 70.00 (Republic)	Multimedia
WFMR,	98.3,	3 KW @ 330,	CLASSICAL	, \$ 49.00 (CHBS)	
WKLH,	96.5,	22 KW @ 810,	CLASSIC AOR	, \$ 92.00 (Mc-Guild)	Saga
WRTI,	94.5,	16 KW @ 911,	CHR	Source, \$ 87.00 (Christal)	Milwaukee Journal
WLTQ,	97.3,	16 KW @ 980,	SOFT AC	, \$ 55.00 (Katz)	Hearst
WLUM,	102.1,	50 KW @ 490,	BLACK	CBS-R, \$ 47.00 (HNWL)	All Pro
WLZR,	102.9,	50 KW @ 422,	AOR	ABC-F, \$ 57.00 (Republic)	Great American
WMIL,	106.1,	13 KW @ 976,	COUNTRY	, \$ 74.00 (CBS)	Sundance
WMYX,	99.1,	50 KW @ 450,	AC	CBS-R, \$ 62.00 (Banner)	Heritage
WQFM,	93.3,	14 KW @ 940,	AOR	ABC-R, \$ 64.00 (Torbet)	Shamrock-Lynett
WZTR,	95.7,	34 KW @ 610,	OLDIES	, \$ 41.00 (Durpetti)	

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 19/1,944,800  
 MSA Rank/Pop: 14/2,345,500  
 ADI # 13  
 Average Person Ratings: 17.2  
 Market TSL: 22.5 hours

Stations: 38/38  
 Diaries: 1643/1184:1/60.4%  
 Sample Target: 1660  
 % Below Line: 0.0  
 % Not Listed: 13.7

1988 Revenue: \$68,400,000  
 HH Inc.: \$38,799  
 Retail \$: 19.0 Bill  
 Pop per Station: 51,178  
 #1 Biller: WCCO \$20,000,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WCCO (MOR)	545/16.3	16.9	22.3	16.6	16.9	18.0	794/10043	6672/34.3	38.1	34.9	74	15.8	531	7337	WCCO
2. KSTP-F (AC)	290/ 8.7	9.2	7.5	9.0	9.4	8.6	327/4150	3506/18.0	20.9	21.2	120	7.9	267	2847	KSTP-F
3. KQRS-AF (AOR)	267/ 8.0	8.4	9.5	11.7	7.9	9.4	312/4867	3949/20.3	21.9	19.1	106	10.0	337	4818	KQRS-AF
4. WLTE-F (AC)	246/ 7.3	6.9	5.5	5.8	5.9	6.4	295/4512	3663/18.8	19.1	14.7	122	4.6	156	2114	WLTE-F
5. KEYE-F (C)	216/ 6.5	6.8	6.2	6.2	7.4	6.4	258/3240	2697/13.9	15.5	15.2	112	5.6	187	2515	KEYE-F
KDWB-F (CHR)	216/ 6.5	6.8	6.8	4.7	5.1	6.2	238/4738	4049/20.8	21.6	17.8	51	9.5	321	4874	KDWB-F
7. WLWL-F (CHR)	215/ 6.4	6.2	6.0	9.4	8.3	7.0	238/4946	4303/22.1	21.9	23.6	72	6.3	212	4468	WLWL-F
8. KLXK-F (O)	188/ 5.6	6.8	6.3	4.6	5.5	5.8	206/3099	2901/14.9	17.7	11.3	152	3.7	126	1852	KLXK-F
9. KTCZ-F (AOR)	152/ 4.5	4.2	4.0	4.3	4.1	4.3	152/2358	2326/12.0	10.4	10.7	167	5.0	169	1918	KTCZ-F
10. KQQL-F (O)	124/ 3.7	1.6	1.5	1.4	1.7	2.0	167/2852	2181/11.2	6.6	6.2	157	4.7	159	1677	KQQL-F
11. KJJO-F (AOR)	121/ 3.6	3.7	4.4	5.3	4.0	4.3	174/3228	2287/11.8	12.8	10.6	36	5.1	172	2581	KJJO-F
12. KSTP (N/T)	92/ 2.7	2.9	2.6	3.0	4.2	2.8	95/1987	1818/ 9.3	7.9	9.6	100	3.4	114	1785	KSTP
13. WDGY (C)	53/ 1.6	1.3	1.5	1.6	1.9	1.5	76/1533	1089/ 5.6	5.4	5.8	106	0.8	28	1028	WDGY
14. KLBB (BB)	51/ 1.5	1.6	1.3	1.8	1.7	1.5	51/708	708/ 3.6	4.2	3.3	47	1.1	37	568	KLBB
15. WAYL (EZ)	48/ 1.4	1.3	1.5	0.4	0.5	1.1	48/806	769/ 4.0	4.3	2.2	36	1.2	42	595	WAYL
16. KDWB (AC)	37/ 1.1	1.1	1.8	2.7	2.1	1.7	40/938	845/ 4.3	5.1	6.8	127	0.7	25	446	KDWB

12+ FM SHARE (METRO): 70.20% (2028 of 2889) (WIN 88: 67.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDWB-F>>	1 KQRS-AF>	1 KQRS-AF	1 WCCO	1 WCCO	1 WCCO >>	1 WCCO >>	1 WCCO >	1 WCCO >	1 WLWL-F	1 WCCO >>
2 WLWL-F>	2 KLXK-F	2 KSTP-F	2 KSTP-F	2 KSTP-F	2 KSTP-F	2 KSTP-F	2 KSTP-F	2 KSTP-F	2 KDWB-F	2 KEYE-F
3 KJJO-F>>	3 WLWL-F	3 WCCO	3 KQRS-AF	3 WLTE-F	3 WLTE-F>	3 KQRS-AF	3 KSTP-F	3 KQRS-AF	3 WCCO	3 KSTP
4	KDWB-F	KLXK-F	KLXK-F	4 KQRS-AF	4 KEYE-F>	4 WLWL-F	4 KLXK-F	4 WLTE-F<	4 KQRS-AF	KDWB-F
5	5 KTCZ-F	5 WLTE-F<	5 WLTE-F	6 KQRS-AF	5 KSTP	5 WLTE-F	5 KEYE-F	5 KDWB-F	5 KJJO-F	5 KSTP-F
6	6 KSTP-F	6 KEYE-F	6 KTCZ-F	6 KTCZ-F<	6 KQQL-F	6 KDWB-F<	6 KQRS-AF	6 KEYE-F	6 KSTP-F<	KQRS-F
7	7 KEYE-F	7 WLWL-F	7 KEYE-F	7 KEYE-F	7	7 KEYE-F	7	7 WLWL-F<	7 WLTE-F<	7
8	8 KJJO-F	8	8	8	8	8	8	8 KLXK-F	8 KTCZ-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLWL-F>	1 WLWL-F	1 KSTP-F<	1 WLTE-F	1 WLTE-F	1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF>	1 KQRS-AF>	1 KQRS-AF<
2 KDWB-F	2 KSTP-F	2 KLXK-F<	2 KSTP-F	2 KSTP-F	2 KDWB-F<	2 KLXK-F	2 KLXK-F	2 KLXK-F	2 WCCO
3 KSTP-F	3 WLTE-F	3 WLWL-F	3 WCCO >	3 WCCO >	3 KJJO-F>	3 KDWB-F	3 KTCZ-F>	3 WCCO	3 KLXK-F
4 KJJO-F	4 KDWB-F	KTCZ-F	4 WCCO	4 KEYE-F<	4 KEYE-F	4 KTCZ-F	4 WCCO >	4 KEYE-F<	4 KTCZ-F
5 KQRS-AF	5 KLXK-F	5 WLWL-F	5 KEYE-F	5 KQQL-F	5 WLWL-F	KJJO-F	5 KEYE-F	5 KTCZ-F<	5 KSTP-F
6	6 KQRS-AF<	6 KQRS-AF<	6 KDWB-F	6 KLXK-F<	6 KLXK-F	6 KEYE-F	6 KDWB-F	6 KSTP-F	6 KEYE-F
7 WLTE-F>>	7 KTCZ-F	7 KQQL-F	7 KLXK-F	7 WLWL-F	7 KSTP-F	7 WCCO	7	7 KDWB-F	7
8	8 KEYE-F	8	8 KQQL-F	8	8	8 WLWL-F	8	8 KJJO-F	8

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KTCJ 690 Minneapolis 0.4/0.9  
 KZOW 950 St. Louis Park 0.4/2.1

RADIO STATIONS

AM STATIONS

KDWB,	630,	5 KW/500 (DA02),	OLDIES	, \$ NA (Banner)	Legacy
KLBB,	1400,	1 KW	, NOSTALGIA	CNN, ABC-D, \$ 34.00 (Roslin)	
KSNE,	1260,	5 KW (DA-N)	, MOR	, \$ 19.00 (Roslin)	
KSTP,	1500,	50 KW (DA-N)	, NEWS/JAZZ	ABC-T,ABC-I, \$ 52.00 (Mc-Guild)	Hubbard
KTCJ,	690,	500 W (DAYS,DA)	, JAZZ	, \$ 23.00 (Durpetti)	Parker
KUXL,	1570,	2.5 KW/300 W	, RELIGION	, \$ 20.00 (---)	Marsh
WCCO,	830,	50 KW	, MOR	CBS, \$268.00 (CBS)	
WDGY,	1130,	50 KW/25KW(DA-2),	COUNTRY	MBS, \$ 47.00 (Katz)	Malrite
KDWB, F	101.3,	50 KW @ 822,	CHR	, \$ 95.00 (Banner)	Legacy
KEYE, F	102.1,	50 KW @ 842,	COUNTRY	, \$115.00 (Katz)	Malrite
KJJO, F	104.1,	100 KW @ 1050,	AOR	CBS-R, \$ 53.00 (Republic)	Park
KQRS, F	92.5,	50 KW @ 822,	AOR	ABC-R, \$150.00 (Katz)	Cap Cities/ABC
KQQL, F	107.9,	100 KW @ 1080,	OLDIES	Trans, \$ 47.00 (Republic)	Trumper
KSTP, F	94.5,	100 KW @ 1250,	AC	, \$200.00 (Mc-Guild)	Hubbard
KTCZ, F	97.1,	100 KW @ 285,	ELECTRIC/AOR	, \$ 64.00 (Durpetti)	Parker
KLXK, F	93.7,	100 KW @ 820,	OLDIES	, \$ 72.00 (Durpetti)	Entercom
WLWL, F	99.5,	50 KW @ 844,	CHR	, \$125.00 (Mc-Guild)	Emmis
WLTE, F	102.9,	100 KW @ 1304,	AC	, \$ 79.00 (CBS)	

NASHVILLE

Arbitron Rank/Pop (12+): 47/807,400  
 MSA Rank/Pop: 52/960,200  
 ADI # 32  
 Average Person Ratings: 17.1  
 Market TSL: 22.75 hours

Stations: 19/18  
 Diaries: 1158/697:1/54.3%  
 Sample Target: 1080  
 % Below Line: 0.7  
 % Not Listed: 10.9

1988 Revenue: \$33,000,000  
 HH Inc.: \$32,753  
 Retail \$: 6.9 Bill  
 Pop per Station: 44,855  
 #1 Biller: WSM -AF \$6,200,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WYHY-F (CHR)	204/14.8	10.3	12.8	13.2	11.0	12.8	353/3980	2432/30.1	24.4	21.8	74	15.7	220	2183	WYHY-F
2. WSM -F (C)	154/11.2	9.3	10.2	10.0	12.2	10.2	321/3540	1751/21.7	20.2	20.6	123	8.6	121	1768	WSM -F
3. WZEZ-F (EZ)	125/ 9.1	9.6	9.2	7.4	10.1	8.8	148/1700	1223/15.1	13.6	13.4	92	6.6	92	1342	WZEZ-F
4. WKDF-F (AOR)	123/ 8.9	8.3	8.0	9.1	8.5	8.6	301/3479	1526/18.9	18.7	20.4	102	10.2	143	1810	WKDF-F
5. WSIX-F (C)	109/ 7.9	9.9	9.2	10.8	10.2	9.4	130/1986	1408/17.4	19.4	18.5	127	9.6	134	1423	WSIX-F
6. WLAC-F (AC)	107/ 7.8	7.1	7.2	6.8	6.0	7.2	182/2621	1615/20.0	16.9	13.7	127	10.3	145	1938	WLAC-F
7. WQOK-F (B)	73/ 5.3	6.9	8.2	6.7	5.4	6.8	80/959	878/10.9	13.7	10.7	85	10.7	150	1318	WQOK-F
8. WSM (C)	60/ 4.4	4.2	6.1	6.0	5.6	5.2	97/1859	1102/13.6	11.6	12.0	50	4.6	65	814	WSM
WRMX-F (AC)	60/ 4.4	5.1	4.0	4.8	2.9	4.6	87/1380	997/12.3	13.2	8.5	132	3.1	44	780	WRMX-F
10. WGFY-F (AOR)	58/ 4.2	5.8	6.0	6.5	5.5	5.6	93/1469	1035/12.8	14.4	13.0	126	5.1	72	1038	WGFY-F
11. WLAC (T/R)	46/ 3.3	3.0	2.0	3.1	2.8	2.8	51/811	721/ 8.9	9.7	8.0	88	2.4	33	876	WLAC
12. WVOL (B)	27/ 2.0	2.9	3.3	2.4	3.1	2.7	27/484	448/ 5.5	6.2	6.4	90	1.6	22	465	WVOL
13.															
14.															
15.															

12+ FM SHARE (METRO): 84.35% (1035 of 1227) (WIN 88: 80.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYHY-F>>	1 WYHY-F	1 WYHY-F	1 WSM -F	1 WSM -F	1 WSM -F<	1 WYHY-F	1 WSM -F<	1 WYHY-F>	1 WYHY-F>>	1 WSM -F
2	2 WKDF-F>	2 WSM -F	2 WYHY-F	2 WYHY-F	2 WZEZ-F>	2 WSM -F	2 WZEZ-F	2 WSM -F<	2 WKDF-F	2 WQOK-F>>
3	3 WLAC-F	3 WKDF-F	3 WLAC-F	3 WSIX-F<	3 WSIX-F	3 WSIX-F	3 WYHY-F	3 WKDF-F	3 WQOK-F	3 WYHY-F
4	4 WSM -F	4 WLAC-F	4 WKDF-F<	4 WLAC-F	4 WSM	4 WZEZ-F	4 WLAC-F	4 WLAC-F	4 WSM -F>	4 WKDF-F
5	5 WGFY-F	5 WSIX-F	5 WSIX-F	5 WKDF-F	5 WLAC-F	5 WKDF-F	5 WKDF-F	5 WZEZ-F	5 WZEZ-F	5
6	6 WSIX-F	6	6	6 WZEZ-F	6	6 WLAC-F	6 WSIX-F	6 WSIX-F	6 WGFY-F	6
	WQOK-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYHY-F>	1 WYHY-F>	1 WYHY-F>	1 WYHY-F	1 WYHY-F<	1 WYHY-F	1 WKDF-F>	1 WKDF-F>	1 WKDF-F	1 WSM -F
2 WKDF-F	2 WLAC-F	2 WLAC-F>	2 WSM -F	2 WSM -F	2 WKDF-F>	2 WYHY-F>	2 WGFY-F	2 WSM -F	2 WKDF-F
3 WSM -F	3 WKDF-F	3 WKDF-F	3 WLAC-F>	3 WLAC-F<	3 WQOK-F>>	3 WGFY-F	3 WYHY-F	3 WYHY-F	3 WSIX-F
4 WLAC-F	4 WSM -F	4 WSM -F	4 WSIX-F	4 WZEZ-F	4 WSM -F	4 WLAC-F	4 WLAC-F	4 WGFY-F	4 WLAC-F
5 WQOK-F	5 WRMX-F	5 WRMX-F	5 WZEZ-F	5 WSIX-F	5 WGFY-F	5 WSM -F	5 WSIX-F	5 WSIX-F	5 WGFY-F
6 WRMX-F	6	6	6 WKDF-F	6	6	6 WSIX-F	6 WSM -F	6 WLAC-F	6
			7 WRMX-F			7 WQOK-F		7 WQOK-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAMB	1160	Nashville	1.7/5.5
WKDA	1240	Nashville	1.2/3.1
WMDB	880	Nashville	0.9/2.8
WSIX	980	Nashville	0.5/4.0
WBVR-F	101.1	Russellville	0.7/2.4

RADIO STATIONS

WAMB,	1160,	50 KW/1 KW (DA-N),	NOSTALGIA	MBS,	\$ 20.00	(Roslin)	
WKDA,	1240,	1 KW	, OLDIES	ABC-R, ABC-I,	\$ 20.00	(Katz)	Dick
WLAC,	1510,	50 KW (DA-N)	, NEWS/TALK/RELIG	CBS,	\$ 47.00	(Durpetti)	Fairmont
WMDB,	880,	2.5 KW (DAYS, DA)	, BLACK		\$ 17.00	(---)	
WSIX,	980,	5 KW (DA-N)	, TALK	ABC-I,	\$ 31.00	(Mc-Guild)	Hicks
WSM,	650,	50 KW	, COUNTRY	NBC,	\$ 55.00	(Christal)	
WVOL,	1470,	5 KW/1 KW (DA-2),	BLACK	NBN,	\$ 27.00	(Republic)	
WKDF-F,	103.3,	100 KW @ 1220,	AOR	ABC-R, ABC-E,	\$103.00	(Katz)	Dick
WLAC-F,	105.9,	100 KW @ 1229,	AC		\$110.00	(Durpetti)	Fairmont
WQOK-F,	92.1,	1.5 KW @ 430,	BLACK		\$ 45.00	(Republic)	
WSIX-F,	97.9,	100 KW @ 1145,	COUNTRY		\$ 74.00	(Mc-Guild)	Hicks
WSM-F,	95.5,	100 KW @ 1280,	COUNTRY		\$100.00	(Christal)	
WRMX-F,	96.3,	100 KW @ 840,	AC/OLDIES		\$ 40.00	(HNWH)	Signature
WYHY-F,	107.5,	100 KW @ 710,	CHR	US 2,	\$ 70.00	(Eastman)	(MURFREESBORO)
WZEZ-F,	92.9,	100 KW @ 1053,	BTFL/EZ		\$ 60.00	(Eastman)	Jacor
WGFY-F,	104.5,	49 KW @ 1050,	CLASSIC ROCK	ABC-F,	\$ 50.00	(Banner)	South Central
							Capitol-Johnson
							(GALLATIN)

NASSAU-SUFFOLK  
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Arbitron Rank/Pop (12+): 12/2,237,400  
MSA Rank/Pop: 11/2,644,800  
New York ADI  
Average Person Ratings: 19.6  
Market TSL: 25.25 hours

Stations: 40/14  
Diaries: 1645/1360:1/51.4%  
Sample Target: 1650  
% Below Line: NA  
% Not Listed: NA

1988 Revenue: \$30,600,000  
HH Inc.: \$48,492  
Retail \$: 23.4 Bil  
Pop per Station: 159,814  
#1 Biller: WALK \$7,700,000

12+ METRO	1/4/SHARE	FAL					SUM					SPG					WIN					4 Book					12+ TSA					12+ METRO					%				
		88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88
1. WALK-F (AC)	251/ 5.7	6.3	6.0	6.0	6.9	6.0	6.0	251/3309	3309/14.8	13.1	12.5	133	5.3	215	2299	WALK-F																									
2. WBLI-F (CHR)	209/ 4.8	4.0	5.5	5.3	4.7	4.9	209/3045	3045/13.6	12.8	12.5	123	5.6	229	2936	WBLI-F																										
3. WBAB-F (AOR)	173/ 3.9	4.8	4.3	5.5	4.6	4.6	173/2648	2648/11.8	12.9	12.3	97	6.5	264	2951	WBAB-F																										
4. WKJY-F (AC)	163/ 3.7	3.6	2.2	2.5	2.8	3.0	163/1665	1665/ 7.4	7.8	5.8	151	1.8	75	900	WKJY-F																										
5. WHLI (BB)	160/ 3.7	3.5	3.3	2.8	5.1	3.3	160/1047	1047/ 4.7	4.4	5.1	38	1.9	78	759	WHLI																										
6. WYNY-F (C)	142/ 3.2	2.8	2.4	2.6	2.1	2.8	142/1871	1871/ 8.4	7.6	6.6	112	2.6	107	1290	WYNY-F																										
7. WCTO-F (EZ)	137/ 3.1	2.9	1.9	1.9	1.5	2.5	137/1291	1291/ 5.8	6.4	3.5	71	1.4	57	840	WCTO-F																										
8. WGSM (MOR)	85/ 1.9	2.4	2.7	1.5	2.0	2.1	85/582	582/ 2.6	3.6	2.2	32	1.0	42	446	WGSM																										
9. WDRE-F (AOR)	83/ 1.9	1.4	1.4	2.0	1.8	1.7	83/1345	1345/ 6.0	4.5	4.2	63	3.2	131	1134	WDRE-F																										
10. WRCN-F (AOR)	25/ 0.6	0.5	0.7	0.7	0.3	0.6	25/532	532/ 2.4	2.0	1.7	100	0.4	15	365	WRCN-F																										

NOTE: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk survey area are included. There is no TSA.

12+ FM SHARE (METRO): NA

(WIN 88: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLI-F>	1 WBAB-F>	1 WALK-F	1 WALK-F	1 WALK-F	1 WALK-F	1 WALK-F>	1 WALK-F	1 WCTO-F>>	1 WBLI-F	1 WALK-F>>
2 WDRE-F	2 WBLI-F	2 WBLI-F<	2 WBLI-F<	2 WBLI-F	2 WHLI	2 WBLI-F>	2 WKJY-F<	2 WALK-F	2 WALK-F	2 WBLI-F>
3	3 WALK-F	3 WBAB-F	3 WKJY-F>	3 WKJY-F>	3 WCTO-F	3 WBAB-F	3 WBAB-F	3 WBLI-F	3 WBAB-F>	3 WBAB-F
4	4 WKJY-F	4 WKJY-F>>	4 WBAB-F>	4 WBAB-F	4 WBLI-F<	4 WYNY-F<	4 WBLI-F	4 WKJY-F	4 WDRE-F	4
5	5 WDRE-F	5 WYNY-F	5 WYNY-F	5 WYNY-F	5 WYNY-F	5 WCTO-F	5 WCTO-F	WBAB-F	5 WKJY-F	5
6	6	WDRE-F	6	6	6 WKJY-F	6 WKJY-F	6 WYNY-F	6	6 WCTO-F	6
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLI-F>	1 WBLI-F>	1 WBLI-F	1 WALK-F	1 WALK-F		1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F	1 WBAB-F	1 WALK-F
2 WBAB-F>	2 WBAB-F	2 WALK-F	2 WBLI-F>	2 WBLI-F		2 WDRE-F>>	2 WDRE-F	2 WKJY-F	2 WALK-F	2 WKJY-F<
3 WDRE-F	WALK-F	3 WKJY-F	3 WKJY-F	3 WKJY-F>		3 WBLI-F>	3 WKJY-F	3 WALK-F	3 WKJY-F	3 WBLI-F
4 WALK-F>	4 WKJY-F>	4 WBAB-F>>	4 WBAB-F>	4 WBAB-F		4 WALK-F	4 WALK-F	4 WYNY-F>	WBLI-F>	4 WYNY-F
5 WKJY-F>	5 WDRE-F	5 WYNY-F>	5 WYNY-F>	5 WYNY-F		5 WRCN-F	5 WYNY-F	5 WDRE-F	5 WDRE-F	5 WBAB-F>>
6 WYNY-F>>	6	6	6	6		6	6	6 WBLI-F	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

See New York for more about the following:

WEZN-F 99.9	Bridgeport									
WJAZ-F 96.7	Stamford	WABC	3.2/8.2	WMCA	.7/2.9	WQXR	.1/.7			
WPLR-F 99.1	New Haven	WBLS-F	1.5/3.1	WNCN-F	.8/3.4	WQXR-F	1.4/3.8			
		WCBS	2.8/12.9	WNEW	1.3/4.3	WRKS-F	1.4/4.0			
		WCBS-F	4.9/15.5	WNEW-F	2.7/9.7	WSKQ				
		WEVD-F		WNSR-F	3.3/9.1	WPR-F				
		WFAN	2.4/10.1	WOR	3.2/8.7	WXRK-F	3.2/11.8			
		WHTZ-F	6.3/21.2	WPAT-AF	2.2/7.1					
		WINS	3.0/15.1	WQCD-F	2.0/5.4					
		WLTW	3.0/8.9	WQHT-F	3.3/10.0					

RADIO STATIONS

WGSM, 740, 25 KW (DAYS,DA)	, MOR									
WHLI, 1100, 10 KW (DAYS,DA)	, NOSTALGIA									
WLIM, 1580,	, NOSTALGIA									
WALK-F, 97.5,	45 KW @ 530, AC									
WBAB-F, 102.3,	3 KW @ 268, AOR									
WBLI-F, 106.1,	10 KW @ 500, CHR									
WCTO-F, 94.3,	3 KW @ 300, BTFL/EZ									
WKJY-F, 98.3,	3 KW @ 330, SOFT AC									
WRCN-F, 103.9,	1.5 KW @ 466, AOR									
WDRE-F, 92.7,	3 KW @ 300, AOR									
WLNG-F, 92.1,	3 KW @ 305, AC									

NEW ORLEANS

Arbitron Rank/Pop (12+): 34/1,085,200  
 MSA Rank/Pop: 36/1,319,700  
 ADI # 35  
 Average Person Ratings: 17.5  
 Market TSL: 23.25 hours

Stations: 26/24  
 Diaries: 1725/629:1/5132%  
 Sample Target: 1500  
 % Below Line: 0.9  
 % Not Listed: 9.2

1988 Revenue: \$26,900,000  
 HH Inc.: \$29,286  
 Retail \$: 9.6 Bil  
 Pop per Station: 45,216  
 #1 Biller: WQUE-AF \$4,700,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WEZB-F (CHR)	222/11.7	10.8	11.5	11.2	8.8	11.3	260/3706	3110/28.7	29.2	22.5	82	13.0	274	3140	WEZB-F
2. WQUE-AF (U/CHR)	218/11.5	14.5	13.1	15.6	15.0	13.7	250/3228	2770/25.5	27.9	28.2	83	15.3	316	3474	WQUE-AF
3. WYLD-F (B)	194/10.2	8.5	9.4	7.9	10.8	9.0	213/2276	2055/18.9	17.4	18.9	95	11.7	246	2189	WYLD-F
4. WLTS-F (AC)	174/ 9.2	5.6	5.9	6.2	5.9	6.7	205/2545	2084/19.2	15.6	13.6	137	5.3	111	1380	WLTS-F
5. WLMG-F (AC)	98/ 5.2	6.4	6.3	6.4	4.9	6.1	109/1775	1581/14.6	16.9	12.7	148	3.2	67	1126	WLMG-F
6. WWL (N/T)	96/ 5.1	8.6	7.0	6.3	6.1	6.8	116/2222	1637/15.1	21.7	17.6	102	6.1	129	1599	WWL
7. WBYU (BB)	93/ 4.9	4.5	1.6	1.9	1.6	3.2	95/868	828/ 7.6	7.2	4.4	24	3.3	69	620	WBYU
8. WRNO-F (AOR)	87/ 4.6	3.8	4.1	4.3	5.5	4.2	97/1962	1641/15.1	14.5	13.5	96	4.8	101	1714	WRNO-F
9. WNOE-F (C)	78/ 4.1	4.3	4.3	3.8	5.0	4.1	101/1488	958/ 8.8	11.4	11.6	110	3.5	74	1062	WNOE-F
10. WCKW-F (AOR)	65/ 3.4	4.0	4.7	4.6	4.0	4.2	98/1477	1044/ 9.6	10.9	7.3	124	6.0	125	1112	WCKW-F
11. WBOK (B/G)	62/ 3.3	3.2	3.9	4.2	4.2	3.7	64/728	702/ 6.5	6.7	6.2	70	3.9	82	854	WBOK
12. WQXY-F (C)	53/ 2.8	2.5	8.6	6.2	7.9	5.0	78/1171	826/ 7.6	7.5	13.9	107	2.4	51	692	WQXY-F
13. WYAT (O)	52/ 2.7	1.9	1.9	1.3	0.9	2.0	52/634	634/ 5.8	4.4	3.3	156	2.4	50	359	WYAT
14. WYLD (B)	40/ 2.1	2.8	3.0	3.1	1.0	2.8	46/969	794/ 7.3	7.4	3.2	48	2.1	45	768	WYLD
15. KHAA-F (B)	36/ 1.9	2.1	1.6	1.0	1.3	1.6	41/504	378/ 3.5	3.3	1.8	147	1.3	28	380	KHAA-F

12+ FM SHARE (METRO): 72.99% (1259 of 1725) (WIN 88: 76.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WEZB-F	1 WEZB-F	1 WEZB-F	1 WLTS-F	1 WLTS-F	1 WBYU	1 WEZB-F>	1 WLTS-F	1 WQUE-AF	1 WYLD-F	1 WYLD-F>>
2 WQUE-AF>>	2 WYLD-F<	2 WLTS-F<	2 WYLD-F<	2 WYLD-F<	2 WLTS-F	2 WQUE-AF	2 WEZB-F	2 WEZB-F	2 WQUE-AF>	2 WWL
3 WYLD-F	3 WQUE-AF	3 WYLD-F<	3 WEZB-F<	3 WEZB-F<	3 WNL	3 WLTS-F	3 WQUE-AF	3 WLTS-F<	3 WEZB-F>	3 WBOK
4	4 WLTS-F	4 WQUE-AF>	4 WQUE-AF	4 WQUE-AF	4 WNOE-F	4 WYLD-F	4 WYLD-F	4 WYLD-F>	4 WLTS-F	4 WSMB
5	5 WRNO-F	5 WLMG-F	5 WLMG-F	5 WLMG-F>	5 WQUE-AF<	5 WNL >	5 WLMG-F<	5 WRNO-F	5 WRNO-F	5 WQUE-F
6	6 WCKW-F	6 WRNO-F	6	6	6 WYLD-F	6	6 WBYU	6	6 WBOK	6
7	7 WLMG-F>>	7 WCKW-F	7	7	7	7	7	7	7 WCKW-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WEZB-F>	1 WEZB-F	1 WLTS-F	1 WLTS-F<	1 WLTS-F>	1 WQUE-AF<	1 WEZB-F<	1 WEZB-F	1 WQUE-AF<	1 WLTS-F<
2 WYLD-F	2 WYLD-F	2 WYLD-F<	2 WEZB-F	2 WEZB-F	2 WEZB-F	2 WQUE-AF	2 WCKW-F	2 WYLD-F<	2 WYLD-F<
3 WQUE-AF>	3 WLTS-F<	3 WEZB-F	3 WYLD-F	3 WQUE-AF	3 WYLD-F>	3 WYLD-F<	3 WQUE-AF<	3 WEZB-F	3 WQUE-AF
4 WLTS-F	4 WQUE-AF>	4 WQUE-AF>	4 WQUE-AF>	4 WYLD-F	4 WRNO-F	4 WCKW-F	4 WYLD-F	4 WLTS-F	4 WEZB-F
5 WRNO-F>>	5 WRNO-F	5 WLMG-F	5 WLMG-F	5 WLMG-F	5 WCKW-F>>	5 WRNO-F	5 WRNO-F	5 WCKW-F	5 WNL
6	6 WLMG-F>>	6 WRNO-F	6	6	6	6 WLTS-F	6 WLTS-F	6	6 WCKW-F



OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGLA	1540	Gretna	1.2/0.9
KHOM-F	104.1	Hnuma	1.3/4.6
WARB	730	Covington	0.7/1.0
WCKW	1010	Garyville	
WNOE	1060	New Orleans	1.0/3.0
WSHO	800	New Orleans	0.4/1.3
WSMN	1350	New Orleans	1.6/3.9
WTIX	690	New Orleans	1.1/4.3
WHMF-F	102.5	Baton Rouge	0.5/1.6
WKJN-F	103.3	Hammond	0.4/2.3

RADIO STATIONS

AM STATIONS

WBOK, 1230, 1 KW	, BLACK/GOSPEL	SBN, \$ 25.00	(Republic)	Willis
WNOE, 1060, 50 KW/5 KW (DA-2)	, COUNTRY	ABC-E, \$ 23.00	(Mc-Guild)	
WSHO, 800, 1 KW (DAYS,DA)	, RELIGION	, \$ 19.00	(---)	
WSMB, 1350, 5 KW (DA-N)	, TALK	MBS, ABC-I, \$ 27.00	(Smith)	
WTIX, 690, 10 KW/5 KW (DA-2)	, TALK	MBS, NBC, \$ 30.00	(Mc-Guild)	
WBYU, 1450, 1 KW	, NOSTALGIA	SMN, \$ 28.00	(Roslin)	
WWL, 870, 50 KW (DA-1)	, NEWS/TALK	CBS, \$ 60.00	(Katz)	Loyola University
WYAT, 990, 250 W	, OLDIES	CBS-R, \$ 20.00	(Durpetti)	
WYLD, 940, 10 KW/500 W (DA-2)	, BLACK	, \$ 23.00	(Banner)	Interurban

FM STATIONS

WQXY, 95.7, 100 KW @ 580,	COUNTRY	, \$ 55.00	(Christal)	Stoner
WCKW, 92.3, 100 KW @ ??,	CLASSIC AOR	ABC-D, \$ 35.00	(Republic)	
WEZB, 97.1, 100 KW @ 511,	CHR	US 1, \$ 97.00	(MMR)	EZ
WLMG, 101.9, 100 KW @ 825,	AC	, \$ 50.00	(Katz)	Loyola University
WLTS, 105.3, 100 KW @ 925,	AC	CBS-R, \$ 60.00	(Durpetti)	
WNOE, 101.1, 100 KW @ 440,	COUNTRY	ABC-E, \$ 50.00	(Mc-Guild)	
WQUE, 93.3, 100 KW @ 512,	CHR/URBAN	, \$ 79.00	(HNWH)	Clear Channel
WRNO, 99.5, 100 KW @ 1049,	AOR	ABC-F, ABC-R, \$ 53.00	(MMR)	
WYLD, 98.5, 100 KW @ 480,	BLACK	, \$ 54.00	(Banner)	Interurban

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* CHK - Contemporary Hit Radio, Top 40, Contemporary	T - Talk
* AC - Adult Contemporary	N - News
* O - Oldies (1955 to near 1988)	SP - Hispanic/Spanish
* B - Black (audience predominantly Black - over 75%)	BB - Big Band, Nostalgia
* U - Urban (majority of audience is non-white although a large segment is white)	M - Middle of Road (MOR), Full Service, Variety
* EZ - EZ Listening, Beautiful Music	J/NA - Jazz and New Age
* AOR - Album Oriented Rock, also includes Classic Rock	R - Religion, Christian, Christian Music
* CL - Classical	G - Gospel
* C - Country	E - Ethnic
	? - Others or Unknown

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NEW YORK  
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Arbitron Rank/Pop (12+): 1/14,053,600  
MSA Rank/Pop: 1/15,300,000  
ADI # 1  
Average Person Ratings: 19.9  
Market TSL: 26.0 hours

Stations: 45/44  
Diaries: 5355/2624:1/47.7%  
Sample Target: 4000  
% Below Line: 0.3  
% Not Listed: 4.8

1988 Revenue: \$294,200,000  
HH Inc.: \$37,400  
Retail \$:110.0 Bil  
Pop per Station: 319,400  
#1 Biller: WINS \$22,500,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHITZ-F (CHR)	1472/ 5.3	5.6	6.2	6.0	6.2	5.8	1482/26070	25565/18.2	17.5	17.8	83	5.8	1514	22547	WHITZ-F
2. WPAT-F (EZ)	1408/ 5.0	3.6	4.3	4.4	4.7	4.3	1537/16023	14933/10.6	9.4	10.0	74	3.2	829	10839	WPAT-F
3. WCBS-F (O)	1320/ 4.7	4.3	4.1	4.2	4.3	4.3	1380/19853	18971/13.5	12.4	11.7	151	3.9	1030	13218	WCBS-F
4. WOR (T)	1248/ 4.5	4.7	4.3	4.6	3.9	4.5	1381/16731	14590/10.4	11.0	10.4	31	3.4	897	10607	WOR
5. WLTW-F (AC)	1216/ 4.3	4.7	3.8	4.5	4.6	4.3	1250/17612	17049/12.1	11.2	11.2	153	3.5	916	10096	WLTW-F
6. WINS (N)	1207/ 4.3	4.4	4.3	4.0	4.9	4.3	1239/27659	26922/19.2	19.8	18.7	86	4.1	1064	17869	WINS
7. WRKS-F (B/U)	1167/ 4.2	4.2	4.2	4.6	4.0	4.3	1178/13923	13613/ 9.7	10.5	9.1	69	5.7	1492	15902	WRKS-F
8. WQHT-F (CHR/U)	1107/ 4.0	4.0	4.5	4.1	4.6	4.2	1170/16887	15719/11.2	10.4	11.6	55	4.7	1227	14788	WQHT-F
9. WBLS-F (B)	1058/ 3.8	3.6	4.0	4.0	4.6	3.8	1072/14071	13829/ 9.8	10.4	9.9	113	4.6	1205	15781	WBLS-F
10. WPLJ-F (CHR)	993/ 3.5	3.6	4.7	4.2	4.1	4.0	1066/22907	21411/15.2	13.6	15.5	100	3.9	1023	21031	WPLJ-F
11. WNEW-F (AOR)	987/ 3.5	3.2	4.4	3.6	3.5	3.7	1032/14712	13995/10.0	9.7	10.6	129	4.2	1092	14113	WNEW-F
12. WABC (T)	919/ 3.3	3.3	3.5	3.5	2.6	3.4	1125/15232	12994/ 9.2	9.6	8.7	76	3.2	839	8710	WABC
13. WXRK-F (AOR)	874/ 3.1	3.4	3.7	3.5	3.5	3.4	923/15823	14577/10.4	10.6	11.0	129	3.1	826	13331	WXRK-F
14. WNSR-F (AC)	857/ 3.1	3.1	2.7	2.9	2.8	3.0	887/14817	14197/10.1	9.9	9.3	132	2.4	619	9626	WNSR-F
15. WQCD-F (J)	804/ 2.9	1.8	1.0	1.2	1.3	1.7	814/11108	10859/ 7.7	5.0	5.0	148	3.1	826	9543	WQCD-F
16. WYNY-F (C)	797/ 2.8	2.9	2.2	2.5	3.0	2.6	844/11385	10378/ 7.4	7.9	7.5	118	2.2	590	6273	WYNY-F
17. WCBS (N)	770/ 2.7	3.6	3.5	3.1	3.4	3.2	905/19651	16457/11.7	13.8	13.3	81	2.5	652	10597	WCBS
18. WNEW (BB)	655/ 2.3	1.9	1.2	1.6	1.6	1.8	683/9418	8580/ 6.1	5.9	4.6	52	1.2	316	5254	WNEW
19. WQXR-F (CL)	517/ 1.8	1.6	1.3	1.4	1.4	1.5	555/7893	7432/ 5.3	4.6	4.5	78	1.8	460	5737	WQXR-F
20. WFAN (T)	515/ 1.8	2.3	2.5	2.0	1.0	2.2	643/12815	10479/ 7.5	8.4	3.7	133	2.6	676	8665	WFAN
21. WNCN-F (CL)	508/ 1.8	1.3	1.4	1.3	1.6	1.4	522/9204	8775/ 6.2	5.2	5.1	94	1.5	385	5465	WNCN-F
22. WSKQ-F (?)	481/ 1.7	0.0	0.0	0.0	0.0	0.4	481/3850	3850/ 2.7	0.0	0.0	147	0.0	0	0	WSKQ-F
23. WADO (SP)	447/ 1.6	1.9	1.5	2.0	1.4	1.8	447/4271	4271/ 3.0	3.6	2.5	100	1.4	369	4226	WADO
24. WLIB (B/U)	395/ 1.4	1.3	1.2	1.9	0.7	1.5	408/4501	4345/ 3.1	2.7	1.9	121	1.1	295	3023	WLIB
25.															

12+ FM SHARE (METRO): 64.90% (17306 of 26667) (WIN 88: 65.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHITZ-F	1 WNEW-F	1 WCBS-F<	1 WCBS-F	1 WCBS-F	1 WPAT-F	1 WINS	1 WPAT-F<	1 WHITZ-F<	1 WRKS-F	1 WOR >>
2 WQHT-F	WHITZ-F	2 WHITZ-F	2 WLTW-F	2 WLTW-F	2 WOR	2 WHITZ-F	2 WLTW-F	2 WPAT-F	2 WQHT-F	2 WINS >>
3 WRKS-F>	3 WXRK-F<	3 WLTW-F<	3 WNEW-F<	3 WNEW-F<	3 WINS	3 WOR <	3 WCBS-F	3 WLTW-F<	3 WBLS-F	3 WABC >>
4 WPLJ-F>	4 WQHT-F<	4 WNEW-F<	4 WQCD-F	4 WHITZ-F<	4 WCBS-F	4 WXRK-F	4 WNEW-F	4 WCBS-F	4 WHITZ-F	4 WBLS-F>>
5 WBLS-F>>	5 WRKS-F<	5 WBLS-F	5 WHITZ-F	5 WQCD-F	5 WLTW-F	5 WCBS	5 WHITZ-F	5 WABC <	5 WOR <	5 WCBS >>
6 WXRK-F<	6 WPLJ-F<	6 WXRK-F	WBLS-F	WBLS-F	6 WABC	6 WCBS-F	6 WABC	6 WRKS-F	6 WPAT-F	6 WRKS-F>>
7 WDRE-F>	7 WBLS-F	7 WRKS-F<	7 WXRK-F	7 WNSR-F<	7 WCBS	7 WPLJ-F	7 WOR	7 WQHT-F	7 WINS	7 WQCD-F
8 WNEW-F	8 WNSR-F	8 WPLJ-F<	WNSR-F	8 WXRK-F	8 WYNY-F	WPAT-F	WNSR-F	8 WNSR-F	8 WQCD-F<	8 WCBS-F
9 WCBS-F	9 WQCD-F	9 WNSR-F<	9 WPLJ-F	9 WPAT-F	WNEW	9 WRKS-F	9 WQCD-F	9 WOR <	9 WPLJ-F	9 WPAT-F
10 WBLI-F	10 WCBS-F	10 WQCD-F	10 WINS	WINS	10 WQXR-F	10 WNEW-F	10 WRKS-F	10 WNEW-F	10 WCBS-F	10 WFAN
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54						
1 WQHT-F	1 WHITZ-F	1 WHITZ-F	1 WLTW-F	1 WLTW-F						
2 WRKS-F	2 WRKS-F<	2 WPLJ-F<	2 WHITZ-F	2 WCBS-F						
3 WHITZ-F	3 WPLJ-F<	3 WQCD-F<	3 WCBS-F<	3 WHITZ-F						
4 WPLJ-F>	4 WQHT-F	4 WNSR-F<	4 WRKS-F	4 WBLS-F						
5 WBLS-F	5 WBLS-F<	5 WLTW-F	5 WPLJ-F	5 WNSR-F						
6 WNSR-F>	6 WNSR-F	WBLS-F<	WBLS-F	6 WPLJ-F						
7 WNEW-F	7 WNEW-F<	7 WNEW-F<	7 WNSR-F	7 WPAT-F<						
8 WCBS-F<	8 WQCD-F	8 WCBS-F>	8 WQHT-F	8 WINS						
9 WLTW-F	9 WLTW-F<	9 WXRK-F	9 WQCD-F	9 WRKS-F						
10 WXRK-F	10 WCBS-F	WRKS-F	10 WNEW-F	WQCD-F						
MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54						
1 WHITZ-F<	1 WNEW-F	1 WNEW-F<	1 WNEW-F<	1 WCBS-F						
2 WNEW-F	2 WXRK-F>	2 WXRK-F>	2 WXRK-F	2 WXRK-F						
3 WXRK-F	3 WHITZ-F	3 WQCD-F	3 WCBS-F	WNEW-F						
4 WQHT-F	4 WBLS-F	4 WNSR-F	4 WHITZ-F	4 WQCD-F						
5 WRKS-F<	5 WQHT-F	WBLS-F	5 WQCD-F	5 WLTW-F						
6 WBLS-F>	6 WRKS-F	6 WHITZ-F<	WBLS-F	6 WFAN						
7 WPLJ-F>	7 WQCD-F<	7 WPLJ-F<	7 WQHT-F<	7 WNSR-F						
8 WNSR-F	8 WPLJ-F	8 WCBS-F	8 WNSR-F	8 WBLS-F						
9 WBAB-F	9 WNSR-F>	9 WQHT-F<	9 WPLJ-F	9 WHITZ-F						
10 WQCD-F	10 WCBS-F	10 WRKS-F	10 WRKS-F	10 WPAT-F						

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WALK-F	97.5	PATCHOGUE	1.0/2.8
WBAB-F	102.3	BABYLON	0.7/2.2
WBLL-F	106.1	PATCHOGUE	0.8/2.3
WCTO-F	94.3	SMITHTOWN	0.5/1.0
WDRE-F	92.7	GARDEN CITY	0.7/2.1
WEVD	1050	NEW YORK	0.3/1.6
WFME-F	94.7	NEWARK	0.7/1.4
WGSM	740	HUNTINGTON	0.3/0.5
WHLI	1100	HEMPSTEAD	0.6/1.0
WHUD-F	100.7	PEEKSKILL	0.6/1.2
WJIT	1480	NEW YORK	0.5/1.2
WKDM	1380	NEW YORK	1.2/2.1
WKJY-F	98.3	HEMPSTEAD	0.7/1.7
WMCA	570	NEW YORK	0.7/3.2
WMGQ-F	98.3	NEW BRUNSWICK	0.3/0.7
WNJR	1430	NEWARK	0.3/1.2
WPAT	930	PATERSON	1.2/3.8
WSKQ	620	NEWARK	0.7/1.8
WWDJ	970	HACKENSACK	0.3/1.0
WWRL	1600	NEW YORK	0.8/1.9
WEZN-F	99.9	BRIDGEPORT	0.3/1.1

RADIO STATIONS

AM STATIONS

WABC,	770,	50 KW	, TALK	ABC-1,	\$235.00 (Banner)	Cap Cities/ABC
WADO,	1280,	5 KW (DA-1)	, HISPANIC		, \$140.00 (---)	
WCBS,	880,	50 KW	, NEWS	CBS,	\$370.00 (CBS)	CBS
WINS,	1010,	50 KW (DA-1)	, NEWS		, \$410.00 (Group W)	Westinghouse
WJIT,	1480,	5 KW (DA-2)	, HISPANIC		, \$ 90.00 (Caballero)	Infinity
WKDM,	1380,	5 KW (DA-1)	, HISPANIC		, \$ 95.00 (Katz Hisp)	United
WLIB,	1190,	10 KW (DAYS, DA)	, BLACK NEWS/TALK	SBN,	\$ 87.00 (Mc-Guild)	Inner City
WMCA,	570,	5 KW (DA-1)	, TALK	APR,MBS,	\$105.00 (---)	Federal
WFAN,	660,	50 KW	, SPORTS TALK	NBC,	\$200.00 (HNWH)	Emmis
WNEW,	1130,	50 KW (DA-N)	, NOSTALGIA		, \$185.00 (Katz)	Westwood One/Legacy
WOR,	710,	50 KW (DA-1)	, TALK	US 2,ABC,E,	\$315.00 (Republic)	RKO To Buckley
WPAT,	930,	5 KW (DA-2)	, BTFL/EZ		, \$ NA (Katz)	Park
WQXR,	1560,	50 KW (DA-2)	, CLASSICAL		, \$ NA (Mc-Guild)	NY Times
WSKQ,	620,	5 KW (DA-2)	, HISPANIC		, \$120.00 (SBS)	Spanish Broadcasting
WWDJ,	970,	5 KW (DA-2)	, RELIGION	NBN,	\$ 45.00 (---)	
WWRL,	1600,	5 KW (DA-2)	, GOSPEL		, \$ 80.00 (Roslin)	Unity

FM STATIONS

WBLS,	107.5,	5.4 KW @ 1241,	BLACK	ABC-F,	\$320.00 (Mc-Guild)	Inner City
WCBS,	101.1,	4.6 KW @ 1300,	OLDIES	CBS-R,	\$345.00 (CBS)	CBS
WSKQ,	97.9,	7.6 KW @ 1220,	HISPANIC		, \$ 80.00 (SBS)	Spanish Broadcasting
WFME,	94.7,	38 KW @ 570,	RELIGION		, \$ NA (---)	Family (NEWARK)
WHTZ,	100.3,	7.8 KW @ 1220,	CHR		, \$420.00 (Christal)	Malrite
WHUD,	100.7,	50 KW @ 500,	BTFL/EZ		, \$105.00 (Katz)	(PEEKSKILL)
WLTW,	106.7,	7.6 KW @ 1220,	SOFT AC		, \$365.00 (MMR)	
WNCN,	104.3,	7.6 KW @ 1220,	CLASSICAL	ARP,	\$165.00 (CMBS)	Viacom
WNEW,	102.7,	7.8 KW @ 1220,	AOR	SOURCE,	\$305.00 (Katz)	GAF
WNSR,	105.1,	7.8 KW @ 1220,	SOFT AC		, \$245.00 (Mc-Guild)	Metropolitan to Legacy
WPAT,	93.1,	5.3 KW @ 1420,	BTFL/EZ		, \$250.00 (Katz)	Bonneville
WQCD,	101.9,	5.3 KW @ 1420,	JAZZ		, \$180.00 (Christal)	Park
WYNY,	103.5,	5.8 KW @ 1390,	COUNTRY		, \$255.00 (Eastman)	Tribune
WQXR,	96.3,	7.8 KW @ 1220,	CLASSICAL		, \$165.00 (Mc-Guild)	Westwood One
WRKS,	98.7,	7.8 KW @ 1250,	BLACK/URBAN	US-1,	\$305.00 (Republic)	NY Times
WWPR,	95.5,	7.2 KW @ 1335,	CHR	ABC-R,	\$380.00 (Banner)	RKO To Summit
WXRK,	92.3,	5.4 KW @ 1200,	CLASSIC/AOR		, \$300.00 (Torbet)	Cap Cities/ABC
WQHT,	97.1,	7.2 KW @ 1300,	CHR/URBAN		, \$230.00 (HNWH)	Infinity
						Emmis

NORFOLK

Arbitron Rank/Pop (12+): 32/1,115,200  
 MSA Rank/Pop: 33/1,336,200  
 ADI # 42  
 Average Person Ratings: 17.9  
 Market TSL: 23.5 hours

Stations: 25/24  
 Diaries: 1422/784:1/57.7%  
 Sample Target: 1230  
 % Below Line: 0.5  
 % Not Listed: 10.1

1988 Revenue: \$32,200,000  
 HHI Inc.: \$34,450  
 Retail \$: 9.4 Bil  
 Pop per Station: 46,466  
 #1 Biller: WNOR-AF \$4,800,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WNOR-AF (AOR)	210/10.6	9.0	11.1	11.0	9.3	10.4	219/2493	2325/20.8	18.0	15.7	105	14.8	314	2960	WNOR-AF
2. WCMS-AF (C)	174/ 8.7	8.4	7.7	8.1	9.7	8.2	204/2262	1870/16.8	15.8	16.7	85	9.2	187	1540	WCMS-AF
3. WOWI-F (B)	173/ 8.7	8.0	8.5	6.3	6.6	7.9	177/2082	1867/16.7	18.2	15.3	84	9.6	206	2404	WOWI-F
4. WFOG-F (EZ)	172/ 8.6	8.3	9.9	9.1	10.2	9.0	199/2013	1733/15.5	16.1	15.1	73	8.8	188	1643	WFOG-F
5. WNVZ-F (CHR)	147/ 7.4	6.9	6.7	6.8	10.0	6.9	158/2778	2493/22.4	20.1	24.2	76	8.1	174	2542	WNVZ-F
6. WGH -F (CHR)	113/ 5.7	5.0	6.0	6.6	5.9	5.8	126/2202	1944/74.5	61.1	45.1	60	5.1	109	1891	WGH -F
7. WJQI-AF (AC)	108/ 5.5	5.7	3.4	4.2	3.6	4.7	115/1442	1326/11.9	12.4	9.1	156	0.2	0	7	WJQI-AF
8. WLTY-F (AC)	105/ 5.3	6.8	4.8	6.1	4.3	5.8	113/1559	1387/12.4	16.0	10.8	158	5.3	114	992	WLTY-F
9. WMYK-F (AOR)	93/ 4.7	5.9	5.8	5.0	6.2	5.3	105/1894	1620/14.5	14.8	14.5	98	5.8	124	1668	WMYK-F
10. WWDE-F (AC)	90/ 4.5	6.0	5.4	5.0	5.1	5.2	95/1546	1429/12.8	15.6	12.3	158	3.5	76	979	WWDE-F
11. WAFX-F (AOR)	89/ 4.5	2.5	2.8	2.0	2.3	3.0	138/1534	1094/ 9.8	5.4	5.9	89	0.0	0	0	WAFX-F
12. WPCE (R/G)	59/ 3.0	3.1	2.8	3.7	3.9	3.2	60/722	701/ 6.3	6.6	7.4	73	1.5	33	464	WPCE
13. WTAR (MOR)	54/ 2.7	3.2	4.5	3.5	3.5	3.5	64/1226	1110/10.0	8.7	10.5	115	1.8	39	805	WTAR
14. WNIS (N/T)	43/ 2.2	2.5	3.0	2.1	1.8	2.5	43/699	677/ 6.1	6.5	5.5	105	2.7	57	733	WNIS
15.															

12+ FM SHARE (METRO): 87.37% (1564 of 1790) (WIN 88: 83.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNVZ-F	1 WNOR-AF>	1 WNOR-AF>	1 WNOR-AF>	1 WNOR-AF	1 WFOG-F	1 WNOR-AF	1 WNOR-AF<	1 WNOR-AF	1 WOWI-F>	1 WOWI-F>>
2 WGH -F>	2 WOWI-F>	2 WOWI-F	2 WLTY-F	2 WJQI-AF<	2 WCMS-AF>>	2 WNVZ-F<	2 WFOG-F	2 WCMS-AF	2 WNOR-AF	2 WMYK-F>>
3 WOWI-F>	3 WNVZ-F>	3 WNVZ-F	3 WJQI-AF	3 WLTY-F	3 WJQI-AF	3 WCMS-AF	3 WCMS-AF>	3 WFOG-F<	3 WNVZ-F	3 WNOR-F>>
4 WMYK-F	4 WGH -F<	4 WLTY-F<	4 WWDE-F	4 WCMS-AF<	4 WLTY-F	4 WFOG-F	4 WLTY-F	4 WOWI-F<	4 WMYK-F<	4 WTAR
5	5 WMYK-F	5 WJQI-AF<	5 WOWI-F	5 WOWI-F<	5 WWDE-F<	5 WOWI-F	5 WJQI-AF<	5 WNVZ-F	5 WGH -F	5 WNIS <
6	6 WAFX-F	6 WCMS-AF	6 WCMS-AF	6 WWDE-F	6 WTAR <	6 WWDE-F<	6 WOWI-F	6 WLTY-F	6 WCMS-AF	6 WCMS-F
7	7	7 WAFX-F	7 WNVZ-F	7	7 WPCE	7 WJQI-AF	7 WNVZ-F	7	7 WJQI-AF	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNVZ-F	1 WNVZ-F	1 WWDE-F<	1 WNVZ-F	1 WJQI-AF	1 WNOR-AF>	1 WNOR-AF>>	1 WNOR-AF>>	1 WNOR-AF>>	1 WNOR-AF>>
2 WOWI-F>	2 WOWI-F>	2 WJQI-AF<	2 WOWI-F	2 WWDE-F	2 WOWI-F>	2 WOWI-F>	2 WOWI-F>	2 WOWI-F>	2 WOWI-F
3 WGH -F	3 WNOR-AF	3 WNVZ-F	3 WJQI-AF<	3 WLTY-F	3 WAFX-F	3 WGH -F	3 WMYK-F	3 WAFX-F	3 WLTY-F
4 WMYK-F	4 WMYK-F<	4 WLTY-F	4 WWDE-F	4 WCMS-AF	4 WGH -F>	4 WAFX-F	4 WGH -F	4 WGH -F	4 WCMS-AF
5 WAFX-F	5 WLTY-F	5 WOWI-F	5 WLTY-F	5 WNVZ-F	5 WNVZ-F	5 WMYK-F	5 WOFM-F	5 WCMS-AF<	5 WFOG-F
6 WNOR-AF	6 WWDE-F<	6 WNOR-AF	6 WCMS-AF	6 WOWI-F	6 WOFM-F	6 WNVZ-F<	6 WLTY-F	6 WLTY-F<	6 WJQI-AF
7 WCMS-AF	7 WJQI-AF	7 WMYK-F	7	7 WFOG-F	7 WMYK-F	7 WOFM-F	7 WJQI-AF	7 WNVZ-F	7 WMYK-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGH	1310	Newport News	0.3/1.7
WKEZ-F	94.1	Yorktown	1.4/4.1
WOFM-F	92.1	Moyock	1.5/3.7
WRAP	1350	Portsmouth	1.8/7.7
WTJZ	1270	Newport News	0.6/1.8
WXRI-F	105.3	Norfolk/Va. Bch	1.7/5.0
WZAM	1110	Norfolk	0.5/1.4
WQSF-F	96.5	Williamsburg	0.5/0.8

RADIO STATIONS

AM STATIONS

WGH , 1310,	5 KW (DA-N)	, CHR	ABC-F,\$ NA	(Durpetti)	Susquehanna
WNIS, 850,	5 KW/1 KW (DA-2)	, NEWS/TALK	NBC,ABC-T,\$ 40.00	(Roslin)	Sinclair
WPCE, 1400,	1 KW	, GOSPEL	SBN,\$ 27.00	(Mc-Guild)	Willis
WRAP, 1350,	5 KW (DA-2)	, BLACK	NBN,\$ 35.00	(Roslin)	
WTAR, 790,	5 KW (DA-1)	, OLDIES/MOR	CBS,\$ 43.00	(Katz)	Landmark

FM STATIONS

WCMS, 100.5,	50 KW @ 500,	COUNTRY	ABC-E,\$ 93.00	(Eastman)	
WFOG, 92.9,	50 KW @ 480,	BTFL/EZ	, \$ 70.00	(MMR)	JAG
WGH , 97.3,	74 KW @ 415,	CHR	ABC-E,\$ 50.00	(Durpetti)	Susquehanna
WJQI, 94.9,	50 KW @ 536,	SOFT AC	, \$ 45.00	(Torbet)	Coleman
WKEZ, 94.1,	50 KW @ 500,	COUNTRY	US 2,\$ 39.00	(Roslin)	Eure
WLTY, 95.7,	40 KW @ 881,	AC	, \$ 69.00	(Katz)	Landmark
WMYK, 93.7,	100 KW @ 940,	URBAN	, \$ 47.00	(Durpetti)	(ELIZABETH CITY)
WNOR, 98.7,	50 KW @ 500,	AOR	SOURCE,\$104.00	(Mc-Guild)	Saga
WNVZ, 104.5,	50 KW @ 480,	CHR	, \$ 70.00	(Republic)	Capitol-Goodman
WOWI, 102.9,	50 KW @ 500,	BLACK	SBN,\$ 54.00	(Mc-Guild)	Willis
WAFX, 106.9,	100 KW @ 964,	CLASSIC AOR	, \$ 39.00	(CBS)	Downs
WWDE, 101.3,	50 KW @ 500,	AC	CBS-R,\$ 75.00	(Christal)	Edens
WXRI, 105.3,	50 KW @ 500,	RELIGION	, \$ 37.00	(Roslin)	CBN
WOFM, 92.1,	2 KW @ 420,	AOR	, \$ NA	(K & P)	(MOYOCK)

OKLAHOMA CITY  
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Arbitron Rank/Pop (12+): 46/818,800  
MSA Rank/Pop: 46/983,500  
ADI # 39  
Average Person Ratings: 15.4  
Market TSL: 20.5 hours

Stations: 18/18  
Diaries: 1090/751:1/53.0%  
Sample Target: 1080  
% Below Line: 0.0  
% Not Listed: 6.4

1988 Revenue: \$22,400,000  
HH Inc.: \$31,351  
Retail \$: 8.0 Bil  
Pop per Station: 45,488  
#1 Biller: KXXY-AF \$4,400,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KXXY-AF (C)	178/14.1	13.9	12.6	14.3	13.9	13.7	228/2735	1950/23.8	26.4	22.8	108	12.2	158	1464	KXXY-AF
2. KJYO-F (CHR)	149/11.8	12.3	11.3	12.7	12.7	12.0	210/2922	2263/27.6	27.4	24.7	66	13.4	187	2340	KJYO-F
3. KKNG-F (EZ)	119/ 9.4	10.0	7.8	4.9	9.0	8.0	133/1772	1480/18.1	15.7	15.8	93	4.9	69	1000	KKNG-F
4. KZBS-F (CHR)	103/ 8.1	5.0	4.6	4.9	4.3	5.7	127/2069	1726/21.1	16.6	13.4	75	5.5	77	1127	KZBS-F
5. KATT-F (AOR)	99/ 7.8	10.0	8.4	10.0	8.1	9.1	151/2021	1309/16.0	18.6	17.9	103	14.6	204	2033	KATT-F
6. KTOK (N/T)	93/ 7.4	7.3	6.4	6.5	6.2	6.9	96/1680	1531/18.7	17.6	14.1	68	5.2	72	989	KTOK
7. KRRO-F (AOR)	80/ 6.3	5.0	6.9	5.8	6.4	6.0	92/1518	1168/14.3	11.8	15.5	141	6.2	86	1622	KRRO-F
8. KOMA (O)	65/ 5.1	4.7	2.5	4.0	4.8	4.1	83/1398	974/11.9	10.0	9.1	125	8.1	113	1190	KOMA
9. KMGL-F (AC)	64/ 5.1	4.4	6.7	5.8	4.4	5.5	78/1355	1058/12.9	11.5	11.4	145	3.4	47	703	KMGL-F
10. KLTE-F (AC)	60/ 4.7	4.7	6.0	3.2	4.5	4.7	68/1329	1029/12.6	11.2	11.9	157	4.7	65	772	KLTE-F
11. KEBC-F (C)	46/ 3.6	3.7	6.2	6.2	4.9	4.9	87/1480	888/10.8	12.4	13.9	94	2.9	41	667	KEBC-F
12. WKY (C)	35/ 2.8	5.1	3.8	3.5	3.6	3.8	79/1179	752/ 9.2	15.1	11.3	75	2.9	40	759	WKY
13. KPRW (B)	34/ 2.7	2.9	6.3	7.2	3.2	4.8	45/252	219/ 2.7	3.4	3.8	67	6.4	89	644	KPRW
14.															
15.															

12+ FM SHARE (METRO): 77.01% (911 of 1183) (WIN 88: 77.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJYO-F	1 KJYO-F	1 KXXY-AF	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF	1 KXXY-AF>	1 KXXY-AF	1 KXXY-AF	1 KJYO-F>	1 KXXY-F
2 KZBS-F>>	2 KATT-F	2 KJYO-F	2 KRRO-F	2 KRRO-F<	2 KKNG-F	2 KJYO-F	2 KKNG-F	2 KJYO-F>	2 KZBS-F	2 KTOK
3 KATT-F	3 KRRO-F	3 KATT-F	3 KATT-F<	3 KKNG-F	3 KTOK >	3 KTOK <	3 KJYO-F	3 KZBS-F	3 KPRW	3 KKNG-F
4	4 KXXY-AF	4 KRRO-F	4 KJYO-F	4 KATT-F<	4 KOMA	4 KKNG-F	4 KRRO-F	4 KKNG-F	4 KXXY-AF	4 KATT-F>>
5	KZBS-F	5 KZBS-F	5 KMGL-F	5 KJYO-F	5 KEBC-F	5 KATT-F	5 KZBS-F	5 KRRO-F<	5 KTOK <	5
6	6	6	KLTE-F	6 KMGL-F	6	6	6 KATT-F	6 KATT-F	6 KATT-F	6
				KLTE-F						
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KJYO-F	1 KJYO-F	1 KJYO-F	1 KXXY-AF	1 KXXY-AF>		1 KJYO-F>	1 KATT-F	1 KATT-F>	1 KATT-F	1 KXXY-AF<
2 KZBS-F	2 KZBS-F>	2 KRRO-F	2 KJYO-F	2 KJYO-F<		2 KATT-F>	2 KJYO-F	2 KRRO-F>	2 KXXY-AF<	2 KATT-F
3 KPRW	3 KXXY-AF	3 KMGL-F	3 KZBS-F	3 KKNG-F<		3 KXXY-AF	3 KRRO-F	3 KXXY-AF	3 KRRO-F	3 KRRO-F>
4 KXXY-AF	4 KRRO-F	4 KZBS-F	4 KMGL-F>	4 KMGL-F		4 KXXY-AF>	4 KXXY-AF>	4 KJYO-F	4 KJYO-F>	4 KLTE-F
5 KATT-F>>	5 KMGL-F	5 KLTE-F	5 KLTE-F<	5 KZBS-F		5 KZBS-F>>	5 KZBS-F	5 KLTE-F	5 KLTE-F	5 KKNG-F
6	6 KATT-F	6 KXXY-AF	6 KRRO-F	KLTE-F		6	6	6 KZBS-F	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING  
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KJIL-F	104.9	Bethany	0.9/3.3
KQCV	800	Oklahoma City	1.2/2.5
KTNT-F	97.7	Edmond	0.6/3.2
WWLS	640	Moore/Norman	1.8/4.1

RADIO STATIONS

KOMA, 1520, 50 KW (DA-N)	, OLDIES	NBC, \$ 37.00 (CBS)	Diamond
KPRW, 1140, 1 KW (DAYS)	, BLACK	SBN, \$ 26.00 (Banner)	Surrey
KQCV, 800, 250 W (DAYS)	, RELIGION	, \$ 17.00 (---)	Bott
KTOK, 1000, 5 KW (DA-2)	, NEWS/TALK	ABC-I, \$ 59.00 (HNWH)	Clear Channel
WKY, 930, 5 KW (DA-N)	, COUNTRY	ABC-E, \$ 38.00 (Christal)	Gaylord
KATT-F, 100.5, 100 KW @ 1200, AOR	SOURCE, \$ 70.00 (Banner)	Surrey	
KEBC-F, 94.7, 100 KW @ 550, COUNTRY	CBS, \$ 39.00 (Darpetti)	Independence	
KJIL-F, 104.9, 3 KW @ 300, RELIGION	UPI, \$ 20.00 (Starcom)	Swaggert	
KJYO-F, 102.7, 100 KW @ 1003, CHR	, \$ 55.00 (HNWH)	Clear Channel	
KKNG-F, 92.5, 98 KW @ 900, BTFL/EZ	, \$ 51.00 (Christal)	New City to Wilks Schwartz	
KLTE-F, 101.9, 100 KW @ 475, AC	, \$ 43.00 (Torbet)	Entercom	
KMGL-F, 104.1, 100 KW @ 1425, SOFT AC	US 1, Trans, \$ 40.00 (Eastman)	Renda	
KRRO-F, 107.7, 100 KW @ 1027, CLASSIC ROCK	, \$ 47.00 (CBS)	Diamond	
KXXY-F, 96.1, 100 KW @ 1167, COUNTRY	MBS, \$ 90.00 (Mc-Guild)	New Market	
KZBS-F, 98.9, 100 KW @ 1108, CHR	APR, \$ 56.00 (Katz)		

OMAHA

Arbitron Rank/Pop (12+): 70/505,300  
 MSA Rank/Pop: 79/618, 800  
 ADI # 73  
 Average Person Ratings: 16.3  
 Market TSL: 21.0 hours

Stations: 18/15  
 Diaries: 873/579:1/61.8%  
 Sample Target: 870  
 % Below Line: 2.2  
 % Not Listed: 9.4

1988 Revenue: \$18,200,000  
 HH Inc.: \$36,712  
 Retail \$: 4.5 Bil  
 Pop per Station: 33,686  
 #1 Biller: KFAB \$4,800,000

12+ METRO	1/4/SHARE	FAL					SUM					SPG					WIN					4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CCME RATING	FAL		WIN		% Conversion		Birch			Cume					
		BB	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88	88				88	88	88	88	88	88	88	88	88		88	88	88	88	88
1. KQKQ-F (CHR)	140/17.0	13.1	11.6	10.4	12.1	13.0	196/2449	1788/35.4	30.4	30.9	76	0.0	0	0	KQKQ-F																								
2. KFAB (MOR)	131/15.9	17.2	14.8	16.1	17.0	16.0	236/3003	1573/31.1	39.0	31.6	57	0.0	0	0	KFAB																								
3. KEZO-AF (AOR)	106/12.9	12.4	14.7	17.7	15.4	14.4	128/1588	1162/23.0	23.9	24.5	105	0.0	0	0	KEZO-AF																								
4. KESY-AF (EZ)	63/ 7.6	6.6	6.1	7.4	8.7	6.9	85/1151	828/16.4	13.3	15.6	111	0.0	0	0	KESY-AF																								
5. WOW -F (C)	58/ 7.0	9.1	5.7	7.5	6.1	7.3	63/904	746/14.8	15.4	12.1	113	0.0	0	0	WOW -F																								
KGOR-F (CHR)	58/ 7.0	9.6	11.1	11.9	10.8	9.9	83/1572	1056/20.9	24.5	27.6	146	0.0	0	0	KGOR-F																								
7. WOW (C)	49/ 6.0	4.8	5.6	4.3	4.4	5.2	115/1472	623/12.3	12.2	11.4	57	0.0	0	0	WOW																								
8. KEFM-F (AC)	45/ 5.5	5.4	6.5	5.4	7.8	5.7	72/1368	845/16.7	14.4	18.6	140	0.0	0	0	KEFM-F																								
9. KOIL (O)	35/ 4.3	5.7	6.6	4.7	4.8	5.3	37/557	515/10.2	14.5	11.9	167	0.0	0	0	KOIL																								
10. KOMJ-F (AC)	17/ 2.1	1.4	3.3	3.5	0.0	2.6	23/490	301/ 6.0	5.6	0.0	138	0.0	0	0	KOMJ-F																								

12+ FM SHARE (METRO): 67.29% (502 of 746) (WIN 88: 67.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKQ-F>>	1 KEZO-AF	1 KEZO-AF<	1 KEZO-AF	1 KEZO-AF	1 KFAB >>	1 KFAB >	1 KQKQ-F	1 KQKQ-F>	1 KQKQ-F	1 KFAB >>
2	2 KQKQ-F>>	2 KQKQ-F>	2 KQKQ-F	2 KQKQ-F	2 KESY-AF	2 KQKQ-F	2 KEZO-AF<	2 KEZO-AF>	2 KFAB >	2 KEZO-F
3	3 KEFM-F	3 KGOR-F	3 KGOR-F>	3 KGOR-F	3 WOW >	3 KEZO-AF>	3 KFAB	3 KEZO-AF>>	3 WOW	
4	4 KGOR-F	4 KEFM-F	4 KFAB	4 KFAB	4 WOW -F	4 WOW -F	4 KESY-AF	4 KESY-AF<	4 WOW -F	4 WOW -F>
5	5 WOW -F	5 WOW -F	6 KESY-AF	5 KESY-AF	5 KGOR-F	5 WOW	5 KGOR-F	5 KGOR-F	5 KGOR-F	5 KESY-F
			WOW -F							
			KOIL >>							

  

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQKQ-F>>	1 KQKQ-F>>	1 KQKQ-F>	1 KQKQ-F>>	1 KQKQ-F	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>
2 KEZO-AF	2 KEZO-AF	2 KEZO-AF	2 KGOR-F	2 KGOR-F	2 KQKQ-F>>	2 KQKQ-F>>	2 KQKQ-F>	2 KQKQ-F>	2 KOIL <
3 KEFM-F>	3 KEFM-F>	3 KEFM-F	3 KEZO-AF<	3 KFAB <	3 KGOR-F>	3 KGOR-F	3 WOW -F	3 KOIL	3 KQKQ-F
4 KGOR-F	4 WOW -F	4 WOW -F	4 KEFM-F	4 KESY-AF	4 KEFM-F>	4 WOW -F	4 KGOR-F	4 KGOR-F	4 KGOR-F
5 WOW -F	KGOR-F	5 KGOR-F	5 KESY-AF	5 WOW -F	5 KFMQ-F	5 KFMQ-F	5 KFAB	5 KEFM-F	KFAB
			WOW -F	KEFM-F<	WOW -F>>	KFAB			6 KESY-AF
				KEZO-AF>>	KEFM-F>				

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBWH-F	106.3	Blair	0.9/1.7
KCRO	660	Omaha	0.4/1.6
KKAR	1180	Bellevue	1.9/7.5
KEZG-F	107.3	Lincoln	0.4/1.2
KFMQ-F	101.9	Lincoln/Omaha	1.2/5.2
KMA	960	Shenandoah	0.6/2.6

RADIO STATIONS

KCRO, 660, 1 KW	, RELIGION	, \$ 12.00	(---)
KFAB, 1110, 50 KW (DA-N)	, MOR	NBC, \$106.00	(Christal)
KKAR, 1180, 5 KW/1 KW (DA-2)	, NEWS/TALK	MBS, CBS, \$ 20.00	(Eastman)
KOIL, 1290, 5 KW (DA-N)	, OLDIES	US 2, \$ 27.00	(Banner)
WOW, 590, 5 KW	, COUNTRY	ABC-I, \$ 40.00	(Torbet)
			Great Empire
KEFM-F, 96.1, 100 KW @ 1442,	SOFT AC	, \$ 42.00	(Mc-Guild)
KESY-F, 104.5, 100 KW @ 1085,	BTFL/EZ	, \$ 40.00	(Mc-Guild)
KEZO-F, 92.3, 100 KW @ 1210,	AOR	, \$ 62.00	(Katz)
KGOR-F, 99.9, 115 KW @ 1227,	CHR	SOURCE, \$ 55.00	(Christal)
KQKQ-F, 98.5, 100 KW @ 1099,	CHR	ABC-F, \$ 57.00	(Eastman)
WOW-F, 94.1, 100 KW @ 510,	COUNTRY	ABC-E, \$ 45.00	(Torbet)
KOMJ-F, 103.7, 100 KW @ 440,	AC	, \$ NA	(Banner)
			Great Empire

(ATLANTIC, IA)

ORLANDO

Arbitron Rank/Pop (12+): 44/826,000

Stations: 25/22  
Diaries: 1005/822:1/53.7%  
Sample Target: 1010  
% Below Line: 3.4  
% Not Listed: 8.8

1988 Revenue: \$40,600,000  
HH Inc.: \$31,813  
Retail \$: 8.0 Bil  
Pop per Station: 37,545  
#1 Biller: WKKA-F \$6,600,000

MSA Rank/Pop: 53/959,000

ADI # 27

Average Person Ratings: 18.3

Market TSL: 24.0 hours

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WSTF-F (AC)	138/ 9.1	7.0	8.0	9.7	8.7	8.4	237/3134	1627/19.7	19.5	17.4	157	8.6	122	1594	WSTF-F
2. WKKA-F (C)	130/ 8.6	11.9	10.6	10.0	13.4	10.3	314/3304	1467/17.8	21.3	18.0	120	8.5	121	1387	WKKA-F
3. WSSP-F (EZ)	125/ 8.3	8.6	7.8	7.1	9.1	8.0	287/2818	1423/17.2	16.4	15.6	64	5.4	76	1029	WSSP-F
4. WBJW-AF (CHR)	119/ 7.8	7.7	6.8	6.7	8.9	7.3	255/3983	2105/25.5	23.4	25.0	94	9.2	130	2131	WBJW-AF
5. WOCL-F (O)	117/ 7.7	7.6	7.7	7.9	4.0	7.7	214/2632	1289/15.6	15.6	13.1	116	7.1	101	1313	WOCL-F
6. WDIZ-F (AOR)	101/ 6.7	5.5	7.6	7.4	7.0	6.8	181/2443	1254/15.2	13.8	13.8	101	8.2	116	1392	WDIZ-F
7. WJHM-F (B)	91/ 6.0	5.3	12.0	7.0	3.0	7.6	139/1853	1017/12.3	11.2	7.3	85	13.0	184	1476	WJHM-F
8. WDBO (MOR)	88/ 5.8	5.6	5.8	8.0	6.1	6.3	1041/500	1064/12.9	13.9	13.3	83	4.9	70	803	WDBO
9. WJYO-F (AC)	83/ 5.5	4.8	5.4	4.3	4.9	5.0	170/2162	1118/13.5	13.0	12.0	120	3.7	52	801	WJYO-F
10. WHTQ-F (AOR)	74/ 4.9	6.2	5.7	4.0	4.0	5.2	148/2752	1189/14.4	14.5	11.0	118	7.2	102	965	WHTQ-F
11. WNNZ (N/T)	71/ 4.7	4.3	2.7	3.3	4.3	3.8	79/967	817/ 9.9	9.0	8.6	66	3.7	52	742	WNNZ
12. WHLY-F (CHR)	57/ 3.8	5.6	3.9	4.7	5.9	4.5	129/2452	1173/14.2	16.9	17.6	53	5.1	72	1548	WHLY-F
13. WLOQ-F (J)	52/ 3.4	2.2	3.3	1.6	3.2	2.6	53/817	701/ 8.5	7.0	8.8	150	3.9	56	701	WLOQ-F
14.															
15.															

12+ FM SHARE (METRO): 83.04% (1146 of 1380) (WIN 88: 82.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F	1 WDIZ-F<	1 WSTF-F>	1 WSTF-F>	1 WSTF-F>	1 WSSP-F	1 WBJW-AF	1 WSTF-F>	1 WSTF-F	1 WDBO <	1 WNNZ
2 WBJW-AF<	2 WSTF-F	2 WDIZ-F	2 WOCL-F	2 WKKA-F	2 WKKA-F	2 WSTF-F	2 WSSP-F	2 WKKA-F<	2 WDIZ-F	WDBO >>
3 WHLY-F>>	3 WHTQ-F	3 WBJW-AF	3 WKKA-F	3 WOCL-F	3 WDBO	3 WKKA-F	3 WKKA-F	3 WSSP-F	3 WJHM-F	3 WSSP-F<
4	4 WBJW-AF	4 WKKA-F<	4 WBJW-AF<	4 WBJW-AF	4 WOCL-F	4 WDBO <	4 WOCL-F	4 WBJW-AF<	4 WOCL-F	4 WOCL-F<
5	5 WJHM-F	5 WOCL-F	5 WDIZ-F	5 WDIZ-F<	5 WNNZ	5 WOCL-F	5 WJYO-F<	5 WOCL-F<	5 WHLY-F<	5 WKKA-F
6	6 WOCL-F	6 WHTQ-F	6 WHTQ-F	6 WJYO-F	6 WSTF-F<	6 WSSP-F	6 WBJW-AF	6 WDIZ-F	6 WBJW-AF	WDIZ-F
7	7	7	7 WJYO-F	7	7 WJYO-F	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSTF-F>	1 WSTF-F>	1 WSTF-F>	1 WSTF-F>	1 WSTF-F>	1 WDIZ-F>>	1 WDIZ-F>	1 WDIZ-F	1 WDIZ-F>	1 WDIZ-F
2 WBJW-AF>	2 WBJW-AF	2 WOCL-F>	2 WKKA-F	2 WKKA-F>	2 WHTQ-F	2 WHTQ-F>	2 WHTQ-F	2 WHTQ-F	2 WSTF-F
3 WHTQ-F	3 WOCL-F	3 WJHM-F	3 WBJW-AF	3 WOCL-F	3 WBJW-AF	3 WBJW-AF	3 WSTF-F>	3 WSTF-F	3 WOCL-F
4 WDIZ-F	4 WJHM-F	4 WBJW-AF	4 WOCL-F	4 WJYO-F	4 WHLY-F	4 WSTF-F	4 WBJW-AF	4 WBJW-AF	4 WHTQ-F<
5 WJHM-F	5 WHTQ-F	5 WJYO-F	5 WJHM-F	5 WBJW-AF	5 WJHM-F>	5 WJHM-F	5 WOCL-F	5 WOCL-F	5 WKKA-F
6 WAJL	6 WDIZ-F	6 WHTQ-F	6 WJYO-F	6 WJHM-F	6 WKKA-F	6 WHLY-F	6 WJHM-F	6 WKKA-F	6 WBJW-AF
7	7	7	7	7 WJHM-F	7	7 WKKA-F	7	7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAJL	1190	Pinecastle/Skyl	0.7/1.0
WBZS	1270	Orlando	0.5/1.0
WHOO	990	Orlando	0.2/1.2
WONQ	1140	Orlando	0.5/1.0
WPRD	1440	Winter Park	1.9/3.5
WTLN	1520	Apopka	0.0/0.3
WTLN-F	95.3	Apopka	0.7/2.0
WXXO	1600	Winter Garden	1.1/2.2
WGNE-F	98.1	Titusville	0.3/1.2
WPCV-F	97.5	Winter Haven/Lk	1.3/3.7
WWLV-F	94.5	Daytona Bch/Orl	1.7/5.4

RADIO STATIONS

WDBO, 580,	5 KW (DA-N)	, MOR	ABC-I, \$ 64.00	(Katz)	New City
WHOO, 990,	50 KW/5 KW (DA-2)	, COUNTRY	, \$ 24.00	(Eastman)	TK
WONQ, 1140,	4 KW (DAYS)	, HISPANIC	, \$ 15.00	(Lotus)	
WBZS, 1270,	5 KW (DA-N)	, BUSINESS NEWS	CBS-R, \$ 33.00	(HNWH)	
WPRD, 1440,	5 KW/1 KW (DA-N)	, NOSTALGIA	Trans, \$ 12.00	(Mc-Guild)	
WNNZ, 740,	5 KW/1 KW (DA-N)	, NEWS/TALK	MBS, NBC, \$ 50.00	(Christal)	Guy Gannett
WBJW-F, 105.1,	100 KW @ 1310,	CHR	, \$114.00	(Banner)	Nationwide
WCAT-F, 106.7,	100 KW @ 875,	CHR	, \$ 78.00	(Durpetti)	Southern Starr
WDIZ-F, 100.3,	100 KW @ 890,	AOR	ABC-R, \$ 85.00	(MMR)	Shamrock-Lynett
WHTQ-F, 96.5,	100 KW @ 1609,	AOR	, \$ 58.00	(Eastman)	TK
WJYO-F, 107.7,	100 KW @ 1613,	SOFT AC	, \$ 80.00	(MR)	Metroplex
WLOQ-F, 103.1,	3 KW @ 300,	JAZZ	, \$ 44.00	(Banner)	
WKKA-F, 92.3,	100 KW @ 1341,	COUNTRY	, \$120.00		New City
WOCL-F, 105.9,	100 KW @ 1650,	OLDIES	APR, \$ 52.00	(Christal)	American
WJHM-F 101.9,	28 KW @ 1650,	URBAN	, \$ 40.00	(HNWH)	Beasley
WSSP-F 104.1,	100 KW @ 1609,	BTFL/EZ	, \$ 77.00	(Christal)	Guy Gannett
WSTF-F 101.1,	100 KW @ 1598,	AC	, \$ 90.00	(Republic)	Capitol-Goodmon

(DE LAND)  
(DAYTONA BEACH)  
(COCOA BEACH)  
(COCOA BEACH)



PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,084,900  
 MSA Rank/Pop: 4/4,873,100  
 ADI # 4  
 Average Person Ratings: 18.8  
 Market TSL: 24.75 hours

Stations: 31/25  
 Diaries: 2622/1558:1/54.0%  
 Sample Target: 2440  
 % Below Line: 3.0  
 % Not Listed: 9.7

1988 Revenue: \$122,000,000  
 HH Inc.: \$35,793  
 Retail \$: 36.0 Bil  
 Pop per Station: 163,396  
 #1 Biller: WMMR-F \$14,900,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WMMR-F (AOR)	626/ 8.1	7.7	8.0	7.8	7.7	7.9	796/10851	7675/18.8	20.7	18.3	115	10.2	732	9422	WMMR-F
2. WEGX-F (CHR)	608/ 7.9	7.9	6.7	7.0	6.5	7.4	679/10873	9007/22.0	20.5	16.6	77	10.3	742	9495	WEGX-F
3. KYW (N)	557/ 7.2	6.5	6.8	6.9	7.3	6.8	604/13165	11684/28.6	27.1	27.8	83	5.5	393	8588	KYW
4. WUSL-F (B/U)	546/ 7.1	7.5	7.1	8.2	7.1	7.5	600/7186	6077/14.9	14.9	14.7	83	10.4	746	8189	WUSL-F
5. WEAZ-F (EZ)	455/ 5.9	5.7	5.9	6.1	7.6	5.9	551/7909	6221/15.2	15.8	16.3	98	3.6	257	4030	WEAZ-F
6. WPEN (BB)	410/ 5.3	5.1	6.6	6.3	5.9	5.8	452/4345	3837/ 9.4	9.6	11.3	28	5.6	406	3726	WPEN
7. WKSZ-F (AC)	378/ 4.9	4.8	4.5	5.5	5.4	4.9	463/7190	5915/14.5	12.9	13.9	118	3.3	234	3033	WKSZ-F
8. WYSP-F (AOR)	347/ 4.5	4.9	5.8	4.8	4.7	5.0	512/9299	6465/15.8	16.6	14.4	122	5.8	420	6358	WYSP-F
9. WMGK-F (AC)	334/ 4.3	4.7	4.1	4.1	4.5	4.3	389/6304	5321/13.0	12.4	13.0	151	3.9	278	3722	WMGK-F
10. WXTU-F (C)	309/ 4.0	4.1	4.5	4.3	4.6	4.2	428/6134	4347/10.6	9.7	9.1	110	4.4	314	3159	WXTU-F
11. WWDB-F (T)	276/ 3.6	4.6	4.6	4.4	5.3	4.3	387/4917	3942/ 9.7	10.0	10.7	61	4.3	307	2955	WWDB-F
12. WCAU (N/T)	270/ 3.5	3.2	3.4	4.1	2.6	3.5	335/5969	4866/11.9	12.2	11.3	80	2.5	182	4008	WCAU
13. WOGL-F (O)	259/ 3.4	2.4	2.3	3.0	3.0	2.8	353/6044	4415/10.8	9.5	10.0	147	2.3	168	3638	WOGL-F
14. WDAS-F (B)	254/ 3.3	3.0	3.6	3.5	3.6	3.3	300/4275	3967/ 9.7	9.0	9.8	115	5.5	399	5080	WDAS-F
15. WSNi-F (AC)	237/ 3.1	4.0	4.6	3.4	2.8	3.8	294/4982	3924/ 9.6	12.4	10.3	155	2.4	172	2751	WSNi-F
16. WIOQ-F (CHR)	235/ 3.1	2.5	2.3	2.5	2.5	2.6	277/5382	4493/11.0	8.4	8.9	81	3.0	214	3390	WIOQ-F
17. WFLN-F (CL)	215/ 2.8	2.4	2.2	1.7	2.1	2.3	263/4606	3391/ 8.3	6.1	6.5	82	2.4	172	2826	WFLN-F
18. WIP (T)	138/ 1.8	3.1	1.6	1.0	1.1	1.9	155/3423	2978/ 7.3	11.5	5.7	111	2.4	170	2396	WIP
19.															
20.															

12+ FM SHARE (METRO): 76.46% (5313 of 6949) (WIN 88: 76.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WEGX-F	1 WMMR-F	1 WMMR-F	1 WMMR-F>	1 WMMR-F>	1 KYW	1 KYW >	1 WMMR-F	1 WEGX-F	1 WUSL-F>	1 KYW >>
2 WUSL-F>>	2 WEGX-F	2 WEGX-F	2 WMGK-F<	2 WMGK-F<	2 WPEN	2 WMMR-F	2 WEAZ-F	2 WMMR-F	2 WEGX-F	2 WCAU
3 WIOQ-F>	3 WUSL-F	3 WUSL-F	3 WEGX-F<	3 WEGX-F<	3 WEAZ-F	3 WEGX-F	3 WEGX-F>	3 WUSL-F	3 WMMR-F	3 WUSL-F>>
4 WMMR-F	4 WYSP-F>	4 WYSP-F	4 WUSL-F	4 KYW <	4 WKSZ-F	4 WYSP-F<	4 WPEN	4 WEAZ-F<	4 WDAS-F<	4 WWDB-F>>
5	5 WMGK-F	5 WMGK-F	5 WYSP-F	5 WUSL-F<	5 WWDB-F<	5 WUSL-F	WKSZ-F	5 WKSZ-F	5 WKSZ-F<	5 WPEN
6	6 WDAS-F	6 WKSZ-F	6 KYW <	6 WKSZ-F	6 WXTU-F	6 WPEN	6 WMGK-F	6 WCAU	6 KYW	6 WMMR-F>>
7	7 WIOQ-F<	7 WOGL-F	7 WEAZ-F<	7 WEAZ-F	7 WCAU	7 WEAZ-F	7 WUSL-F	7 WYSP-F	7 WDAS-F<	7 WYSP-F
8	8 WSNi-F	8 WEAZ-F	8 WKSZ-F<	8 WYSP-F	8 WFLN-F	8 WMGK-F	8 KYW	8 WPEN	8 WXTU-F	8 WEGX-F>>
9	9 WKSZ-F<	9 WDAS-F	9 WOGL-F<	9 WOGL-F<	9 WOGL-F	9 WCAU	9 WSNi-F	9 WMGK-F	9 WIOQ-F	9
10	10 WEAZ-F	KYW	10 WSNi-F	10 WSNi-F	10 WMGK-F	10 WWDB-F	WOGL-F	10 WYSP-F	WEAZ-F	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WEGX-F>	1 WEGX-F>	1 WEGX-F	1 WEGX-F>	1 WMGK-F<	1 WMMR-F>>	1 WMMR-F>>	1 WMMR-F>	1 WMMR-F>	1 WMMR-F>
2 WUSL-F>	2 WUSL-F	2 WMGK-F	2 WUSL-F<	2 WEGX-F	2 WUSL-F	2 WYSP-F>	2 WYSP-F>	2 WYSP-F	2 WYSP-F
3 WMMR-F	3 WMMR-F	3 WMMR-F	3 WMGK-F	3 WKSZ-F	3 WEGX-F<	3 WUSL-F	3 KYW	3 WUSL-F	3 KYW <
4 WIOQ-F>	4 WMGK-F>	4 WUSL-F>	4 WMMR-F	4 WEAZ-F	4 WYSP-F>>	4 WEGX-F>	4 WUSL-F	4 WEGX-F	4 WUSL-F
5 WYSP-F	5 WKSZ-F	5 WEAZ-F	5 WKSZ-F	5 WMMR-F	5 WDAS-F	5 WDAS-F>	5 WSNi-F	5 WOGL-F	5 WOGL-F
6 WMGK-F<	6 WDAS-F<	6 WDAS-F	6 WEAZ-F	6 WUSL-F<	6 WKSZ-F	6 WSNi-F	6 WDAS-F	6 KYW	6 WEAZ-F
7 WKSZ-F	7 WYSP-F	7 WKSZ-F<	7 WSNi-F	7 KYW <	7 WIOQ-F>	7 WIOQ-F	7 WEGX-F<	7 WDAS-F	7 WMGK-F
8 WDAS-F	8 WIOQ-F	8 WSNi-F	8 WOGL-F	8 WSNi-F	8 KYW	8 WMGK-F	8 WMGK-F	8 WMGK-F	8 WCAU
9 WOGL-F	9 WEAZ-F	9 WYSP-F>	9 WDAS-F	9 WOGL-F	9 WOGL-F>	9 WEAZ-F<	9 WEAZ-F	9 WSNi-F	9 WXTU-F<
10 WSNi-F	10 WSNi-F	10 WIOQ-F	10 KYW	10 WXTU-F	10 WSNi-F	10 WKSZ-F	10 WXTU-F	10 WKSZ-F	10 WEGX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCOJ	1420	Coatesville	0.3/1.0
WDAS	1480	Philadelphia	0.8/3.3
WFIL	560	Philadelphia	0.6/2.1
WHAT	1340	Philadelphia	0.4/1.8
WNAP	1110	Norristown	0.4/0.7
WPGR	1540	Philadelphia	0.6/0.9
WZZD	990	Philadelphia	0.4/1.5
WAEB-F	104.1	Allentown	0.3/0.6
WCHR-F	94.5	Trenton	0.3/0.9
WFMZ-F	100.7	Allentown	0.9/1.9
WJHR-F	99.5	Wilmington	0.6/2.3
WPST-F	97.5	Trenton	0.6/2.9
WSTW-F	93.7	Wilmington	0.4/2.5

RADIO STATIONS

AM STATIONS

KYW	1060,	50 KW (DA-1)	, NEWS	NBC, \$290.00 (Group W)	Westinghouse
WCAU	1210,	50 KW	, TALK/NEWS	CBS, \$155.00 (CBS)	CBS
WDAS	1480,	5 KW/1 KW (DA-2)	, BLACK	NBN, \$ 50.00 (Banner)	Unity
WDVT	900,	1 KW (DAYS,DA)	, TALK	, \$ 37.00 (---)	
WFIL	560,	5 KW (DA-2)	, OLDIES	, \$ 54.00 (Mc-Guild)	
WHAT	1340,	1 KW	, BLACK	SBN, \$ 46.00 (Roslin)	
WIP	610,	5 KW (DA-1)	, SPORTS	ABC-E,MBS, \$ 85.00 (Katz)	
WPEN	950,	5 KW (DA-N)	, NOSTALGIA	US 2, \$145.00 (MMR)	Greater Media
WPGR	1540,	50 KW (DAYS,DA)	, OLDIES	US 1, \$ 50.00 (Durpetti)	Pyramid
WTEL	860,	10 KW (DAYS,DA)	, HISPANIC	, \$ 32.00 (Caballero)	Beasley
WZZD	990,	50 KW/10 KW(DA-2)	, RELIGION	, \$ 31.00 (Gospel)	

FM STATIONS

WDAS	105.3,	3 KW @ 870,	BLACK	, \$ 95.00 (Banner)	Unity
WEAZ	101.1,	13 KW @ 1010,	EZ	, \$250.00 (Mc_Guild)	
WEGX	106.1,	23 KW @ 740,	CHR	ABC-C, \$175.00 (Eastman)	Malrite
WFLN	95.7,	50 KW @ 490,	CLASSICAL	, \$ 95.00 (CMBS)	Marlin
WIOQ	102.1,	30 KW @ 650,	CHR/DANCE	, \$110.00 (Mc-Guild)	EZ
WKSZ	100.3,	35 KW @ 600,	SOFT AC	, \$158.00 (HNWH)	
WMGK	102.9,	9 KW @ 1140,	AC	, \$215.00 (mmr)	Greater Media
WMMR	93.9,	25 KW @ 670,	AOR	Source, \$320.00 (Katz)	Legacy
WUGL	98.1,	13 KW @ 1000,	OLDIES	CBS-R, \$140.00 (CBS)	CBS
WSNI	104.5,	13 KW @ 873,	AC	US 1, \$170.00 (Durpetti)	Pyramid
WUSL	98.9,	18 KW @ 830,	URBAN/BLACK	ABC-F, \$185.00 (Mc-Guild)	Tak
WWDB	96.5,	50 KW @ 500,	TALK	ABC-I, \$100.00 (Republic)	Panache
WXTU	92.5,	16 KW @ 900,	COUNTRY	MBS, \$145.00 (Republic)	Beasley
WYSP	94.1,	16 KW @ 900,	CLASSIC AOR	ABC-R, \$160.00 (Torbet)	Infinity

(MEDIA)

PHOENIX

Arbitron Rank/Pop (12+): 23/1683300

MSA Rank/Pop: 20/2023100

Average Person Ratings: 17.1

Market TSL: 22.5 hours

Stations: 29/29

Diaries: 1577/1067:1/50.2%

Sample Target: 1460

% Below Line: 0.0

% Not Listed: 7.7

1988 Revenue: \$68,500,000

HH Inc.: \$32,627

Retail \$: 14.4 Bil

Pop per Station: 58,044

#1 Biller: KNIX-AF \$11,600,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. KNIX-AF (C)	353/12.3	14.0	11.6	13.0	14.1	12.7	426/4825	4082/24.2	25.0	25.0	119	14.4	414	3927	KNIX-AF
2. KMEQ-AF (EZ)	261/ 9.0	9.7	9.8	9.5	11.5	9.5	288/3213	2938/17.5	16.3	18.5	62	5.7	162	2237	KMEQ-AF
3. KZZP-AF (CHR)	259/ 8.9	9.5	10.7	9.5	11.1	9.6	273/4770	4658/26.1	24.9	24.9	84	13.8	420	4773	KZZP-AF
4. KTAR (N/T)	223/ 7.7	8.3	10.3	10.5	10.2	9.2	245/3570	3261/19.4	20.9	20.6	70	6.6	203	2719	KTAR
5. KUPD-F (AOR)	188/ 6.5	7.1	7.3	7.0	6.2	7.0	215/2709	2333/13.9	14.1	12.8	77	9.4	290	3199	KUPD-F
6. KKLT-F (AC)	149/ 5.2	6.1	4.6	4.4	3.4	5.1	178/2619	2403/14.3	14.7	10.1	125	5.4	167	2042	KKLT-F
7. KSLX-F (AOR)	126/ 4.4	3.2	4.2	4.5	3.9	4.1	128/1828	1801/10.7	9.7	8.2	161	5.7	175	1303	KSLX-F
KOY -F (CHR)	126/ 4.4	4.8	4.1	3.8	3.2	4.3	144/2859	2566/15.2	14.8	11.5	68	3.6	110	2446	KOY -F
9. KDKB-F (AOR)	107/ 3.7	3.0	3.9	4.3	4.1	3.7	137/2461	2057/12.2	11.0	10.4	100	3.7	116	1422	KDKB-F
10. KESZ-F (AC)	97/ 3.4	3.4	2.0	2.6	2.9	2.8	98/1669	1627/ 9.7	8.2	7.6	126	1.4	44	521	KESZ-F
11. KKFR-F (CHR)	84/ 2.9	2.9	3.3	2.8	3.6	3.0	87/2077	2018/12.0	11.8	11.7	55	4.6	143	1944	KKFR-F
12. KFYI (N/T)	74/ 2.6	3.3	4.1	4.3	3.2	3.6	79/961	828/ 4.9	7.4	6.3	100	2.8	86	1087	KFYI
13. KMLE-F (C)	72/ 2.5	0.7	0.4	0.4	0.9	1.0	73/913	881/ 5.2	3.1	2.4	88	1.8	55	674	KMLE-F
14. KOY (BB)	69/ 2.4	1.0	1.2	1.5	1.1	1.5	77/1121	996/ 5.9	4.3	4.6	67	0.9	28	1168	KOY
15. KOOL-F (O)	67/ 2.3	4.6	2.8	4.1	3.7	3.4	76/1913	1706/10.1	11.5	9.7	161	3.2	100	1505	KOOL-F
16. KAMJ-AF (AC)	64/ 2.2	2.9	3.3	3.3	3.0	2.9	66/1423	1227/ 7.3	8.0	8.6	141	2.0	62	833	KAMJ-AF
17. KOOL (O)	59/ 2.0	2.6	1.7	2.4	2.4	2.2	59/854	854/ 5.1	6.2	5.2	190	2.9	89	626	KOOL
18.															
19.															
20.															

12+ FM SHARE (METRO): 74.93% (1997 of 2665) (WIN 88: 74.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZZP-AF>>1	KZZP-AF	1 KNIX-AF	1 KNIX-AF>	1 KNIX-AF>	1 KMEQ-AF	1 KNIX-AF	1 KNIX-AF	1 KNIX-AF	1 KZZP-AF>	1 KTAR >>
2 KOY -F>>	2 KUPD-F	2 KZZP-AF	2 KZZP-AF	2 KZZP-AF	2 KNIX-AF	2 KTAR >	2 KMEQ-AF>	2 KZZP-AF	2 KNIX-AF	2 KNIX-F>>
3 KUPD-F	3 KNIX-AF>	3 KUPD-F	3 KSLX-F	3 KSLX-F	3 KTAR >>	3 KZZP-AF	3 KZZP-AF<	3 KMEQ-AF	3 KUPD-F	3 KMEQ-F>>
4 KKFR-F>>	4 KDKB-F	4 KSLX-F	4 KKLT-F	4 KKLT-F	4 KKLT-F	4 KMEQ-AF	4 KTAR	4 KTAR	4 KMEQ-AF	4 KZZP-F<
5	5 KSLX-F	5 KKLT-F	5 KUPD-F	5 KMEQ-AF<	5 KOY	5 KUPD-F	5 KUPD-F	5 KUPD-F	5 KTAR <	5 KUPD-F
6	6 KKLT-F	6 KDKB-F	6 KESZ-F	6 KTAR	6 KFYI	6 KSLX-F	6 KKLT-F	6 KKLT-F	6 KOY -F	6 KESZ-F
7	7 KOY -F<	7 KESZ-F	7 KMEQ-AF	7 KUPD-F	7 KOOL	7 KOY -F	7 KSLX-F<	7 KOY -F	7 KKLT-F<	7
8	8 KKFR-F	8	KTAR <	8 KESZ-F	8	8 KKLT-F	8 KDKB-F	8 KSLX-F	8 KKFR-F	8
9	9	9	9 KDKB-F<	9	9	9	9	9	9	9
10	10	10	10 KOOL	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZZP-AF>	1 KNIX-AF	1 KNIX-AF>	1 KNIX-AF	1 KNIX-AF>	1 KUPD-F>>	1 KUPD-F	1 KZZP-AF	1 KNIX-AF<	1 KNIX-AF>
2 KNIX-AF	2 KZZP-AF>	2 KZZP-AF	2 KZZP-AF	2 KKLT-F	2 KDKB-F	2 KZZP-AF	2 KNIX-AF<	2 KUPD-F	2 KSLX-F
KUPD-F	3 KUPD-F	3 KKLT-F	3 KKLT-F>	3 KMEQ-AF<	3 KZZP-AF	3 KDKB-F	3 KSLX-F	3 KZZP-AF	3 KZZP-AF
KKFR-F	4 KKLT-F	4 KUPD-F<	4 KESZ-F<	4 KZZP-AF>	4 KMLE-F	4 KNIX-AF<	4 KDKB-F	4 KSLX-F	4 KTAR
5 KVVA	5 KOY -F<	5 KOY -F	5 KUPD-F	5 KESZ-F	5 KKFR-F	5 KSLX-F>	5 KUPD-F>	5 KDKB-F>	5 KUPD-F
6 KESZ-F	6 KESZ-F	6 KSLX-F	6 KMEQ-AF<	6 KSLX-F	6 KOY -F>	6 KMLE-F	6 KGRX-F	6 KTAR	6 KDKB-F
7 KOY -F	7 KKFR-F	7 KESZ-F>	7 KOY -F	7 KOY -F	7 KESZ-F	7 KKFR-F	7 KTAR	7 KKLT-F	7 KOOL
8 KKLT-F	8 KSLX-F<	8 KDKB-F	8 KSLX-F	8 KUPD-F	8	8 KTAR	8	8	8 KKLT-F
9 KDKB-F	9 KDKB-F	9	9	9	9	9	9	9	9

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGRX-F	100.3	Globe	1.6/4.3
KLFF	1360	Phoenix	1.5/3.3
KONC-F	106.3	Sun City	1.5/3.3
KPHX	1480	Phoenix	1.4/2.0
KRDS	1190	Tolleson	0.7/1.5
KSUN	1400	Phoenix	1.2/1.8
KVVA	860	Phoenix	1.8/2.8
KVVA-F	107.1	Apache Junction	0.3/1.3

RADIO STATIONS

AM STATIONS

KASA, 1540, 10 KW (DAYS,DA), RELIGION	, \$11.00 (---)	Ostrander-Wilson
KFYI, 910, 5 KW (DA-N), TALK/NEWS	CBS,NBC-T, \$ 60.00 (Republic)	
KLFF, 1360, 5 KW/1 KW (DA-N), NOSTALGIA	ABC-D, \$ 34.00 (---)	
KOOL, 960, 5 KW (DA-N), OLDIES	CBS-R, \$ 41.00 (HNWH)	Adams
KOY, 550, 5 KW/1 KW, NOSTALGIA	ABC-E, \$ 60.00 (Christal)	Edens
KPHX, 1480, 1 KW/500 W (DA-2), HISPANIC	, \$ 28.00 (Caballero)	
KRDS, 1190, 5 KW/250 W (DA-2), RELIGION	, \$ 22.00 (---)	Interstate
KTAR, 620, 5 KW (DA-N), NEWS/TALK	ABC-I, \$175.00 (CBS)	Pulitzer
KUKQ, 1060, 5 KW/500 W (DA-N), COUNTRY	, \$ 30.00 (Banner)	
KVVA, 860, 1 KW (DA-N), AOR	, \$ 21.00 (Lotus)	
KXEG, 1010, 5 KW/250 W (DA-2), RELIGION	, \$ 11.00 (---)	Mid America Gospel

FM STATIONS

KAMJ, 101.5, 100 KW @ 1740, SOFT AC	, \$ 75.00 (Banner)	EZ
KDKB, 93.3, 100 KW @ 1480, AOR	, \$ 68.00 (Torbet)	Sandusky
KESZ, 99.9, 100 KW @ 1670, AC	, \$ 84.00 (Eastman)	
KGRX, 100.3, 90 KW @ 2047, JAZZ/NEW AGE	, \$ 41.00 (Roslin)	Daytona (GLOBE)
KKFR, 92.3, 100 KW @ 1600, CHR	, \$ 56.00 (Republic)	
KKLT, 98.7, 115 KW @ 1650, AC	, \$ 93.00 (CBS)	Pulitzer
KMEO, 96.9, 100 KW @ 1556, BTFL/EZ	, \$108.00 (Group W)	Westinghouse
KMLE, 107.9, 100 KW @ 1000, COUNTRY	, \$ 25.00 (Durpetti)	Shamrock (CHANDLER)
KNIX, 102.5, 100 KW @ 1610, COUNTRY	, \$180.00 (Katz)	Buck Owens
KONC, 106.3, 2 KW @ 400, CLASSICAL	ABC-D, \$ 35.00 (CMBS)	(SUN CITY)
KOOL, 94.5, 100 KW @ 1620, OLDIES	CBS-R, \$ 74.00 (HNWH)	
KOY, 95.5, 100 KW @ 1550, CHR	, \$ 57.00 (Christal)	Adams
KSLX, 100.7, 100 KW @ 1847, CLASSIC AOR	, \$ 88.00 (MNR)	Edens
KUPD, 97.9, 100 KW @ 1620, AOR	, \$ 95.00 (Banner)	Cook Inlet
KVVA, 107.1, 2 KW @ 405, HISPANIC	, \$ 37.00 (Lotus)	(APACHE JUNCTION)
KZZP, 104.7, 100 KW @ 1550, CHR	, \$160.00 (Mc-Guild)	Nationwide

PITTSBURGH

Arbitron Rank/Pop (12+): 18/1,964,400  
 MSA Rank/Pop: 19/2,100,400  
 AD1 # 16  
 Average Person Ratings: 18.9  
 Market TSL: 25.0 hours

Stations: 31/31  
 Diaries: 1808/1087:1/59.4%  
 Sample Target: 1760  
 % Below Line: 0.0  
 % Not Listed: 8.7

1988 Revenue: \$48,000,000  
 HH Inc.: \$31,461  
 Retail \$: 13.0 Bil  
 Pop per Station: 63,367  
 #1 Biller: KDKA \$9,000,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KDKA (MOR)	457/12.3	13.4	16.9	15.4	13.2	14.5	595/7763	5728/29.2	31.2	31.7	79	14.1	472	4716	KDKA
2. WSHH-F (EZ)	413/11.1	8.2	7.7	7.4	10.3	8.6	494/4874	3794/19.3	16.2	17.7	81	8.5	283	2323	WSHH-F
3. WBZZ-F (CHR)	323/ 8.7	8.4	10.4	10.3	9.7	9.4	390/6239	5113/26.0	24.1	25.1	98	11.9	398	5382	WBZZ-F
4. WDVE-F (AOR)	280/ 7.6	8.0	6.4	5.4	5.7	6.8	419/5106	3439/17.5	18.9	15.9	99	9.3	311	3487	WDVE-F
5. WLTJ-F (AC)	227/ 6.1	4.9	4.8	3.0	4.0	4.7	262/3028	2482/12.6	10.7	8.9	149	3.2	108	1378	WLTJ-F
6. WAMO-F (B)	203/ 5.5	4.6	6.3	6.2	5.6	5.7	215/2389	2163/11.0	9.7	10.1	93	8.7	290	3550	WAMO-F
7. WWSW-F (AC)	200/ 5.4	6.1	5.6	5.4	5.8	5.6	268/4344	3142/16.0	16.0	13.8	157	6.6	221	2612	WWSW-F
8. WMYG-F (AOR)	194/ 5.2	3.6	5.5	6.4	5.4	5.2	206/2829	2441/12.4	10.7	12.0	123	5.7	189	2676	WMYG-F
9. WDSY-F (C)	144/ 3.9	4.5	3.7	3.5	4.1	3.9	208/2492	1845/ 9.4	9.3	9.2	141	3.2	106	1672	WDSY-F
10. WTAE (N/T)	142/ 3.8	5.0	3.6	4.0	3.2	4.1	145/2084	2038/10.4	16.5	10.7	74	3.8	128	1547	WTAE
11. WHTX-F (AC)	129/ 3.5	4.4	4.7	3.8	3.6	4.1	138/2270	2102/10.7	13.4	11.4	140	2.7	89	1612	WHTX-F
12. WJAS (BB)	105/ 2.8	4.2	2.9	3.8	3.6	3.4	105/1329	1279/ 6.5	7.9	7.1	25	2.1	71	994	WJAS
13. WMXP-F (AC)	92/ 2.5	1.7	0.7	1.7	1.3	1.6	126/2381	1723/ 8.8	6.6	2.9	108	1.7	57	1310	WMXP-F
14. KQV (N/T)	74/ 2.0	2.2	1.9	2.9	2.9	2.3	74/1390	1390/ 7.1	8.1	7.8	45	1.7	58	916	KQV
15. WMBS (MOR)	51/ 1.4	0.9	1.1	1.4	1.0	1.2	54/653	571/ 2.9	1.9	2.5	36	0.9	29	576	WMBS
16. WYDD-F (AOR)	50/ 1.3	1.9	2.9	2.0	3.1	2.0	71/1889	1398/ 7.1	7.8	9.3	77	1.3	45	1340	WYDD-F
17.															
18.															
19.															
20.															

12+ FM SHARE (METRO): 70.48% (2383 of 3381) (WIN 88: 66.50%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBZZ-F>>	1 WDVE-F>	1 WDVE-F	1 WWSW-F<	1 KDKA	1 KDKA <	1 KDKA >>	1 WSHH-F>	1 WSHH-F	1 KDKA >	1 KDKA >>
2 WAMO-F>	2 WMYG-F	2 WBZZ-F	2 WBZZ-F	2 WLTJ-F<	2 WSHH-F>>	2 WSHH-F<	2 WLTJ-F	2 KDKA <	2 WBZZ-F	2 WAMO-F>>
3 WDVE-F>	3 WBZZ-F	3 WMYG-F	3 WDVE-F	3 WSHH-F	3 WLTJ-F	3 WBZZ-F>	3 WDVE-F<	3 WBZZ-F	3 WAMO-F<	3 WSHH-F<
4	4 WAMO-F>	4 WWSW-F<	4 WLTJ-F	4 WWSW-F	4 WWSW-F	4 WDVE-F	4 KDKA	4 WDVE-F	4 WDVE-F	4 WDVE-F<
5	5 WLTJ-F	5 WLTJ-F	5 WMYG-F	5 WBZZ-F	5 WHTX-F	5 WBZZ-F	5 WLTJ-F<	5 WSHH-F	5 WSHH-F	5 WBZZ-F>
6	6 WWSW-F	6 WAMO-F	KDKA	6 WDVE-F	6 WDSY-F<	6 WLTJ-F<	6 WWSW-F	6 WMYG-F<	6 WWSW-F	6 WTAE
7	7 WMXP-F	7 KDKA	7 WAMO-F<	7 WMYG-F	7 WJAS <	7 WMYG-F<	7 WMYG-F	7 WWSW-F	7 WTAE	7 WWSW-F
8	8	8	8 WSHH-F	8	8 WBZZ-F	8 WAMO-F	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBZZ-F	1 WBZZ-F	1 WBZZ-F	1 WBZZ-F>	1 WBZZ-F<	1 WDVE-F>>	1 WDVE-F>	1 WDVE-F	1 WDVE-F	1 WDVE-F
2 WAMO-F	2 WAMO-F	2 WAMO-F	2 WLTJ-F	2 KDKA <	2 WMYG-F>>	2 WMYG-F>>	2 WMYG-F>>	2 WMYG-F>	2 WWSW-F
3 WDVE-F>	3 WDVE-F>	3 WWSW-F	3 WAMO-F	3 WLTJ-F<	3 WBZZ-F>	3 WBZZ-F	3 WAMO-F	3 WWSW-F	3 WMYG-F
4 WLTJ-F	4 WLTJ-F	WLTJ-F	4 WDVE-F<	4 WSHH-F>	4 WAMO-F	4 WAMO-F	4 WBZZ-F<	4 WBZZ-F	4 KDKA
5 WMXP-F	5 WMYG-F	WDVE-F	5 WWSW-F<	5 WWSW-F	5 WLTJ-F	5 WWSW-F<	5 WMXP-F<	5 KDKA	5 WLTJ-F<
6 WYDD-F	6 WMXP-F	6 WMYG-F	6 KDKA	6 WDSY-F	6 WMXP-F	6 KDKA	6 WWSW-F	6 WLTJ-F<	6 WSHH-F
7 WMYG-F>>	7 WWSW-F	7 WHTX-F	7 WHTX-F<	7 WHTX-F	7 WWSW-F	7 WLTJ-F	7 KDKA	7 WAMO-F	7 WBZZ-F
8	8	8 WDSY-F	8 WMXP-F	8	KDKA	8	8	8	8

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAMO	860	Pittsburgh	0.5/1.6
WASP	1130	Brownsville	0.7/1.3
WBVP	1230	Beaver Falls	0.3/1.3
WEPP	1080	Pittsburgh	0.8/2.0
WESA-F	98.3	Charleroi	0.8/1.9
WHJB	620	Greensburg/Pitt	0.4/1.9
WIXZ	1360	McKeesprt/Pitt	0.4/1.6
WJPA	1450	Washington	0.3/0.6
WLSW-F	103.9	Scottsdale	0.3/1.0
WPIT	730	Pittsburgh	0.4/1.2
WPIT-F	101.5	Pittsburgh	1.2/3.4
WSSZ-F	107.1	Greensburg/Pitt	0.3/1.9
WWKS-F	106.7	Beaver Falls/Pt	0.3/2.0
WWSW	970	Pittsburgh	0.8/3.8
WYTK-F	95.3	Washington	0.6/1.0

RADIO STATIONS

AM STATIONS

KDKA, 1020, 50 KW	, MOR	NBC, \$185.00	(Group W)	Westinghouse
KQV, 1410, 5 KW (DA-2)	, NEWS	CBS, US 2, \$ 40.00	(---)	
WAMO, 860, 1 KW (DAYS, DA)	, BLACK	SBN, \$ NA	(HNWH)	Sheridan
WEPP, 1080, 50 KW (DAYS, DA)	, OLDIES	US2, \$ 33.00	(CBS)	Entercom
WJAS, 1320, 5 KW (DA-N)	, NOSTALGIA	UPI, \$ 46.00	(Eastman)	Renda
WMBS, 590, 1 KW (DA-N)	, VARIETY	CBS, \$ 13.00	(---)	(UNIONTOWN)
WPIT, 730, 5 KW (DAYS)	, RELIGION/GOSPEL	, \$ 25.00	(---)	Pyramid
WTAE, 1250, 5 KW (DA-N)	, TALK/NEWS	US 2, ABC-E, \$ 65.00	(Katz)	Hearst
WWSW, 970, 5 KW (DA-2)	, OLDIES	ABC-I, ABC-D, \$ NA	(Mc-Guild)	Shamrock

FM STATIONS

WAMO, 105.9, 72 KW @ 440, BLACK	SBN, \$ 55.00	(HNWH)	Sheridan
WBZZ, 93.7, 41 KW @ 547, CHR	, \$137.00	(Banner)	EZ
WDSY, 107.9, 50 KW @ 500, COUNTRY	US1, \$ 50.00	(CBS)	Entercom
WDVE, 102.9, 55 KW @ 820, AOR	SOURCE, \$107.00	(Christal)	Great American
WHTX, 96.1, 50 KW @ 500, AC	ABC-E, \$ 89.00	(Katz)	Hearst
WLTJ, 92.9, 47 KW @ 890, SOFT AC	, \$ 51.00	(Durpetti)	
WMYG, 96.9, 15 KW @ 930, CLASSIC ROCK	, \$ 61.00	(MMR)	
WPIT, 101.5, 48 KW @ 505, RELIGION	, \$ 25.00	(---)	Pyramid
WSHH, 99.7, 11 KW @ 930, BTFL/EZ	, \$ 78.00	(Eastman)	Renda
WWKS, 106.7, 50 KW @ 500, AC	ABC-F, \$ 25.00	(Dome)	(BEAVER FALLS)
WWSW, 94.5, 50 KW @ 810, OLDIES	ABC-D, \$100.00	(Mc-Guild)	Shamrock
WYDD, 104.7, 50 KW @ 500, CHR	ABC-F, \$ 41.00	(Roslin)	
WMXP, 100.7, 20 KW @ 500, AC	, \$ 32.00	(---)	Signature

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,334,200  
 MSA Rank/Pop: 42/1,174,100  
 ADI # 26  
 Average Person Ratings: 16.9  
 Market TSL: 22.25 hours

Stations: 27/26  
 Diaries: 1465/911:1/54.9%  
 Sample Target: 1420  
 % Below Line: 0.6  
 % Not Listed: 9.4

1988 Revenue: \$43,800,000  
 HH Inc.: \$32,454  
 Retail \$: 10.0 Bill  
 Pop per Station: 51,315  
 #1 Biller: KINK-F \$5,800,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KKCW-F (AC)	215/ 9.5	6.6	6.0	7.2	4.4	7.3	223/2810	2573/19.3	16.3	11.5	149	8.1	160	1544	KKCW-F
2. KKRZ-F (CHR)	191/ 8.5	8.2	9.3	9.1	10.8	8.8	198/2965	2878/21.6	20.7	23.6	73	10.6	209	3633	KKRZ-F
3. KXL -F (EZ)	158/ 7.0	7.7	5.7	4.9	5.4	6.3	179/1935	1670/12.5	11.8	10.5	79	3.1	61	770	KXL -F
4. KUPL-F (C)	147/ 6.5	5.2	8.1	5.7	6.4	6.4	181/2097	1723/12.9	11.2	11.5	100	3.4	67	1448	KUPL-F
5. KXL (N/T)	146/ 6.5	6.2	7.3	6.9	5.9	6.7	156/1945	1754/13.1	15.9	12.1	72	5.2	102	1204	KXL
6. KINK-F (AOR)	144/ 6.4	7.1	7.2	6.5	6.9	6.8	162/2324	2071/15.5	14.2	13.5	153	7.0	139	1385	KINK-F
7. KXYQ-F (CHR)	139/ 6.2	7.3	8.0	5.6	6.7	6.8	179/2913	2192/16.4	17.0	16.3	65	11.4	225	2795	KXYQ-F
8. KGON-F (AOR)	135/ 6.0	4.6	5.0	5.0	4.5	5.2	149/1992	1780/33.5	23.1	28.1	82	9.6	190	1790	KGON-F
9. KEX (MOR)	106/ 4.7	5.5	5.7	6.3	7.6	5.6	116/1963	1793/13.4	12.6	15.9	89	7.3	144	1474	KEX
10. KKSJ-F (AC)	88/ 3.9	3.4	3.9	4.7	4.5	4.0	100/1516	1322/ 9.9	9.1	9.2	141	3.5	69	1151	KKSJ-F
11. KMJK-F (AOR)	79/ 3.5	4.3	5.2	5.2	4.2	4.6	107/1790	1468/11.0	10.1	10.0	134	3.9	78	1334	KMJK-F
12. KWJJ-F (C)	77/ 3.4	1.6	2.3	3.4	3.1	2.7	97/1392	1070/ 8.0	5.1	7.3	68	2.4	47	894	KWJJ-F
13. KGW (AC)	62/ 2.7	2.1	1.8	3.1	4.1	2.4	69/1915	1681/12.6	10.3	14.1	122	2.4	47	1383	KGW
14. KKCY-F (J/NA)	61/ 2.7	3.6	3.8	3.1	2.8	3.3	63/1080	945/ 7.1	11.0	7.7	137	2.8	55	711	KKCY-F
15. KPDQ-F (R/G)	47/ 2.1	2.2	1.5	1.8	1.7	1.9	52/870	777/ 5.8	6.1	5.3	95	1.9	38	586	KPDQ-F
16. KZRC (AOR)	44/ 2.0	2.6	0.0	0.6	0.0	1.3	45/263	245/ 1.8	1.8	0.0	80	0.3	5	164	KZRC
17.															
18.															
19.															
20.															

12+ FM SHARE (METRO): 73.09% (1494 of 2044) (WIN 88: 66.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRZ-F	1 KKCW-F<	1 KKCW-F>	1 KKCW-F>	1 KKCW-F>	1 KXL -F	1 KKCW-F<	1 KKCW-F	1 KKCW-F	1 KKRZ-F	1 KXL >
2 KXYQ-F>>	2 KGON-F<	2 KKRZ-F<	2 KINK-F>	2 KINK-F>	2 KXL	2 KKRZ-F<	2 KXL -F	2 KKRZ-F>	2 KXYQ-F	2 KKCW-F>>
3	3 KKRZ-F	3 KINK-F	3 KKRZ-F	3 KUPL-F	3 KUPL-F	3 KXL	3 KUPL-F	3 KXL -F	3 KKCW-F	3 KEX
4	4 KINK-F	4 KGON-F	4 KKSJ-F	4 KKRZ-F	4 KKCW-F<	4 KUPL-F	4 KKRZ-F	4 KXYQ-F	4 KGON-F	4 KPDQ-F
5	5 KXYQ-F>	5 KXYQ-F	5 KUPL-F<	5 KXL -F	5 KEX >	KEX <	5 KINK-F	KUPL-F<	5 KINK-F	5 KINK-F
6	6 KMJK-F	6 KKSJ-F<	6 KMJK-F	KKSJ-F	6 KKSJ-F	6 KINK-F	KGON-F<	6 KGON-F	6 KXL	6 KXYQ-F<
7	7	7 KMJK-F<	KGON-F	7	KINK-F<	7 KXYQ-F	7 KXL	7 KINK-F	7 KXL -F	7 KUPL-F
8	8	8 KUPL-F	8	8	8 KWJJ-F<	8 KXL -F	8	8 KXL	8 KGW	8
9	9	9	9	9	9 KKCY-F	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKRZ-F	1 KKCW-F	1 KKCW-F>>	1 KKCW-F>	1 KKCW-F>>	1 KGON-F>>	1 KGON-F>	1 KINK-F	1 KGON-F	1 KINK-F
2 KXYQ-F>>	2 KKRZ-F>	2 KKRZ-F	2 KKRZ-F>	2 KINK-F<	2 KKRZ-F	2 KINK-F	2 KGON-F	2 KINK-F	2 KKCW-F
3 KKCW-F	3 KXYQ-F<	KINK-F>	3 KINK-F	3 KKRZ-F	3 KZRC >	3 KKRZ-F	3 KKCW-F	3 KKCW-F	3 KXL <
4 KGON-F>	4 KINK-F>	4 KXYQ-F	4 KXYQ-F	4 KUPL-F>	4 KXYQ-F>	4 KKCW-F	4 KMJK-F>	4 KKRZ-F<	4 KMJK-F<
5 KINK-F	5 KGON-F	KUPL-F	5 KUPL-F>	5 KXL -F>	5 KWJJ-F>	5 KZRC	5 KXYQ-F<	5 KMJK-F	5 KKSJ-F
6 KMJK-F	6 KUPL-F	KKSJ-F>	6 KGON-F	6 KKSJ-F	6 KKCW-F	6 KXYQ-F	6 KKRZ-F	6 KKSJ-F<	6 KGON-F
7 KUPL-F	7 KKSJ-F	7 KGON-F	7 KKSJ-F<	7 KXYQ-F	7	7 KMJK-F	7	7 KXYQ-F	7 KXL -F
8 KWJJ-F>>	8 KMJK-F>>	8 KMJK-F	8 KXL -F	8	8	8	8	8 KZRC	KEX <
9	9	9	9	9	9	9	9	9	9 KUPL-F
10	10	10	10	10	10	10	10	10	10

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBMS	1480	Vancouver/Portland	0.9/1.8
KCCS	1220	Salem	0.9/1.1
KKEY	1150	Portland	0.8/1.5
KKSN	910	Vancouver	1.6/4.2
KPDQ	800	Portland	0.3/1.8
KSGO	1520	Oregon City	0.4/2.5
KSLM	1390	Salem	0.5/1.0
KUPL	1330	Portland	1.0/3.0
KWJJ	1080	Portland	1.2/3.7
KYTE	970	Portland	1.1/3.5
KFAT-F	106.1	Corvallis	0.6/1.6

RADIO STATIONS

AM STATIONS

KEX	1190	50 KW (DA-1)	MOR	ABC-I, \$ 86.00 (Katz)	Great American
KGW	620	5 KW (DA-N)	OLDIES	APR, \$ 81.00 (MMR)	King
KKEY	1150	5 KW (DAYS-DA)	RELIGION	MBS, \$ 26.00 (---)	
KKSN	910	5 KW (DA-2)	OLDIES	, \$ 30.00 (Eastman)	Heritage
KKUL	1410	5 KW (DAYS)	??	, \$ NA (---)	
KPDQ	800	1 KW (DAYS, DA)	RELIGION	, \$ 25.00 (---)	Salem
KSGO	1520	50 KW/10 KW(DA-1)	OLDIES	, \$ 31.00 (HNWH)	Ackerly
KUIK	1360	5 KW (DA-N)	VARIETY	, \$ 20.00 (---)	
KUPL	1330	5 KW (DA-1)	COUNTRY	APR, \$ NA (Banner)	Scripps-Howard
KWJJ	1080	50 KW/10 KW(DA-2)	COUNTRY	ABC-E, \$ 35.00 (Republic)	Park
KXL	750	50 KW/10 KW(DA-1)	NEWS/TALK	NBC, \$ 72.00 (Mc-Guild)	Alexander
KYTE	970	5 KW (DA-1)	CLASSICAL	CBS, \$ 39.00 (Christal)	Henry

FM STATIONS

KGON	92.3	100 KW @ 920	AOR	, \$ 87.00 (HNWH)	Ackerly
KINK	101.9	100 KW @ 1611	AOR	, \$101.00 (MMR)	King
KKCW	103.3	100 KW @ 1654	AC	, \$ 74.00 (Durpetti)	Trumper
KKSN	97.1	100 KW @ 980	OLDIES	, \$ 55.00 (Eastman)	Heritage
KKRZ	100.3	100 KW @ 920	CHR	ABC-F, \$ 84.00 (Katz)	Great American
KMJK	106.7	100 KW @ 877	CLASSIC ROCK	Source, \$ 51.00 (Christal)	
KPDQ	93.7	100 KW @ 247	RELIGION	, \$ 24.00 (---)	Salem
KUPL	98.5	100 KW @ 1100	COUNTRY	APR, \$ 65.00 (Banner)	Scripps-Howard
KWJJ	99.5	100 KW @ 920	COUNTRY	ABC-E, \$ 48.00 (Republic)	Park
KXL	95.5	100 KW @ 920	BTFL/EZ	, \$ 60.00 (Mc-Guild)	Alexander
KXKQ	105.1	100 KW @ 1099	CHR	ABC-C, \$ 53.00 (Banner)	Daytona
KCCY	101.1	100 KW @ 635	JAZZ/NEW AGE	, \$ 50.00 (Christal)	Henry

(SALEM)



PROVIDENCE

Arbitron Rank/Pop (12+): 28/1,259,400  
 MSA Rank/Pop: 58/904,800  
 ADI # 43  
 Average Person Ratings: 19.5  
 Market TSL: 25.5 hours

Stations: 39/22  
 Diaries: 1451/868:1/5432%  
 Sample Target: 1370  
 % Below Line: 15.2  
 % Not Listed: 10.2

1988 Revenue: \$28,000,000  
 HH Inc.: \$34,268  
 Retail \$: 6.6 Bil  
 Pop per Station: 57,245  
 #1 Biller: WPRO-F \$5,400,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WPRO-F (CHR)	277/11.3	12.8	14.3	16.8	15.4	13.8	285/4367	3979/31.6	31.0	35.3	90	18.3	397	4613	WPRO-F
2. WLKW-F (EZ)	232/ 9.5	8.9	8.0	12.4	10.5	9.7	236/2366	2334/18.5	17.4	17.1	64	8.5	185	1946	WLKW-F
3. WHJY-F (AOR)	198/ 8.1	8.4	8.2	7.9	8.4	8.1	239/3072	2448/19.4	19.8	18.6	93	10.0	217	2113	WHJY-F
4. WHJJ (N/T)	186/ 7.6	5.3	6.9	6.3	6.7	6.5	186/1792	1792/14.2	13.9	12.6	63	6.1	131	1198	WHJJ
5. WWLI-F (AC)	174/ 7.1	6.1	6.1	4.9	6.0	6.1	191/2227	1869/14.8	13.7	11.9	158	4.6	100	897	WWLI-F
6. WPRO (N/T)	155/ 6.3	3.6	4.8	4.4	5.7	4.8	155/1982	1966/15.6	12.5	16.2	98	3.0	65	1542	WPRO
7. WSNE-F (AC)	149/ 6.1	6.1	4.0	5.4	4.0	5.4	154/2114	1948/15.5	14.8	11.9	151	5.7	123	1488	WSNE-F
8. WBRU-F (AOR)	72/ 2.9	2.8	3.8	2.2	2.7	2.9	73/1511	1472/11.7	10.8	11.3	100	3.0	65	1213	WBRU-F
9. WODS-F (AC)	64/ 2.6	2.3	4.0	2.7	2.3	2.9	107/1889	1043/ 8.3	7.1	7.3	150	1.5	33	593	WODS-F
10. WMYS-F (AC)	58/ 2.4	3.0	1.7	1.7	2.7	2.2	71/972	649/ 5.2	6.9	7.5	137	2.0	44	560	WMYS-F
11. WWRX-F (AOR)	56/ 2.3	2.3	2.6	2.1	2.2	2.3	83/1681	905/ 7.2	7.0	6.4	139	3.0	66	927	WWRX-F
12. WWKX-F (B)	55/ 2.2	1.8	2.3	0.3	0.0	1.6	55/688	688/ 5.5	4.6	0.0	50	3.8	82	1556	WWKX-F
13. WHIM (C)	53/ 2.2	2.6	1.9	2.2	3.3	2.2	53/500	500/ 4.0	4.1	4.0	64	2.4	53	441	WHIM
14.															
15.															

12+ FM SHARE (METRO): 73.00% (1609 of 2204) (WIN 88: 70.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPRO-F>>	1 WHJY-F	1 WPRO-F	1 WWLI-F<	1 WWLI-F	1 WLKW-F	1 WPRO-F	1 WWLI-F	1 WPRO-F	1 WPRO-F>	1 WHJJ >>
2 WHJY-F>	2 WPRO-F>	2 WHJY-F	2 WPRO-F	2 WPRO-F	2 WHJJ	WPRO	2 WPRO-F<	2 WLKW-F	2 WHJY-F>	2 WHJY-F
3 WWKX-F>>	3 WWLI-F<	3 WWLI-F	3 WSNE-F	3 WSNE-F	3 WPRO	3 WHJJ	3 WLKW-F	3 WHJY-F	3 WLKW-F	3 WPRO-F
4	4 WSNE-F	4 WSNE-F>	4 WHJY-F>	4 WHJY-F	4 WWLI-F>	4 WLKW-F	4 WHJJ	4 WWLI-F<	4 WPRO	WPRO >>
5	5 WBRU-F	5 WBRU-F	5 WPRO	5 WPRO <	5 WSNE-F<	5 WHJY-F	5 WHJY-F	5 WHJJ	5 WWLI-F<	5
6	6	6 WPRO	6	6 WLKW-F	6 WPRO-F	6	6	6 WSNE-F	6 WWKX-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPRO-F>>	1 WPRO-F>	1 WSNE-F	1 WPRO-F>	1 WWLI-F	1 WHJY-F>>	1 WHJY-F>>	1 WHJY-F>	1 WHJY-F>	1 WHJY-F
2 WHJY-F>	2 WSNE-F	2 WPRO-F<	2 WSNE-F	WSNE-F	2 WPRO-F>	2 WPRO-F>	2 WPRO-F	2 WPRO-F	2 WWLI-F
3 WBRU-F>	3 WWLI-F<	3 WWLI-F>	3 WWLI-F>	3 WPRO-F>	3 WWKX-F	3 WWLI-F	3 WWLI-F	3 WWLI-F	3 WPRO-F>
4 WWKX-F	4 WHJY-F	4 WMYS-F	4 WHJY-F>	4 WLKW-F	WBRU-F>	WBRU-F	4 WWRX-F	4 WSNE-F>	4 WSNE-F
5 WWLI-F	5 WBRU-F	5 WHJY-F	5 WBRU-F	5 WPRO	5 WZLX-F	5 WWRX-F	5 WSNE-F	5 WWRX-F	WPRO
6 WSNE-F	6	6	6	6	WMYS-F	6	WBRU-F	WBRU-F<	6
								7 WPRO	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WADK 1540 Newport	0.5/0.9	WAAF-F 107.3 Worcester	0.8/3.4
WALE 1400 Fall River	0.4/1.5	WBCN-F 104.1 Boston	0.7/4.0
WBSM 1420 New Bedford	1.8/2.7	WBOS-F 92.9 Brookline	0.8/2.4
WEAN 990 Providence	0.4/1.9	WBZ 1030 Boston	1.0/3.7
WICE 550 Pawtucket	0.7/3.2	WCAV-F 97.7 Brockton	0.5/1.1
WNBH 1340 New Bedford	0.6/2.0	WCRB-F 102.5 Waltham	0.9/2.5
WOTB-F 100.3 Middletown	0.8/2.0	WEEI 590 Boston	0.4/2.5
WPEP 1570 Taunton	0.4/1.2	WHDH 850 Boston	0.5/1.8
WWAZ 790 Providence	0.9/3.2	WJIB-F 96.9 Boston	0.7/3.0
WWON 1240 Woonsocket	0.3/1.3	WPLM-F 99.1 Plymouth	1.5/3.4
		WRKO 680 Boston	0.3/1.7
		WROR-F 98.5 Boston	0.6/3.4
		WVBF-F 105.7 Framingham	0.4/1.7
		WXKS-F 107.9 Medford	1.0/4.4
		WZLX-F 100.7 Boston	1.6/6.0
		WZOU-F 94.5 Boston	0.9/4.8

RADIO STATIONS

WHIM, 1110, 5 KW/250 W (DA-N), COUNTRY	CBS, \$ 24.00 (Roslin)	
WHJJ, 920, 5 KW (DA-N), NEWS/TALK	ABC-I, \$ 57.00 (Katz)	Griffin
WICE, 550, 1 KW/500 W (DA-N), OLDIES	ABC-D, \$ 21.00 (Republic)	
WPRO, 630, 5 KW (DA-N), NEWS/TALK	ABC-I, \$ 64.00 (Banner)	Cap Cities/ABC
WWAZ, 790, 5 KW (DA-N), NOSTALGIA	SMN, \$ 34.00 (Mc-Guild)	Eastern
WBRU-F, 95.5, 20 KW @ 440, AOR	Source, \$ 44.00 (MMR)	
WHJY-F, 94.1, 50 KW @ 500, AOR	ABC-R, \$ 91.00 (Katz)	Griffin
WLKW-F, 101.5, 50 KW @ 500, BTFL/EZ	, \$ 74.00 (Christal)	Wilks-Schwartz
WPRO-F, 92.3, 39 KW @ 550, CHR	ABC-C, \$101.00 (Banner)	Cap Cities/ABC
WSNE-F, 93.3, 50 KW @ 500, AC	, \$ 54.00 (Eastman)	Beck-Ross
WWLI-F, 105.1, 50 KW @ 500, SOFT AC	Trans, \$ 68.00 (Mc-Guild)	Zimmerman
WWRX-F, 103.7, 50 KW @ 500, AOR (?)	, \$ 38.00 (Durrpetti)	(WESTERLY)
WMYS-F, 98.1, 50 KW @ 500, AC	, \$ 40.00 (---)	Hall

RALEIGH

Arbitron Rank/Pop (12+): 60/575,000  
 MSA Rank/Pop: 70/679,000  
 ADI # 34  
 Average Person Ratings: 16.0  
 Market TSL: 21.0 hours

Stations: 25/20  
 Diaries: 1066/540:1/60.0%  
 Sample Target: 890  
 % Below Line: 8.3  
 % Not Listed: 11.7

1988 Revenue: \$27,200,000  
 HH Inc.: \$34,512  
 Retail \$: 4.7 Bil  
 Pop per Station: 28,750  
 #1 Biller: WRAL-F \$4,700,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. WQDR-F (C)	86/ 9.3	8.8	6.0	7.3	7.4	7.9	236/2558	1023/17.8	15.2	14.6	118	7.6	77	727
2. WFXC-F (B)	85/ 9.2	5.5	6.1	7.0	9.2	6.9	94/1055	881/15.3	14.7	13.1	83	11.0	112	1231
3. WDCG-F (CHR)	83/ 9.0	8.5	10.3	9.0	9.4	9.2	154/2677	1316/22.9	23.1	22.3	80	8.7	89	1232
4. WPTF (N/T)	75/ 8.1	7.9	9.0	6.5	8.2	7.9	127/1867	1002/17.4	14.9	16.2	56	7.4	75	758
5. WRDU-F (AOR)	68/ 7.4	10.5	10.9	10.7	8.3	9.9	196/2107	913/15.9	21.3	15.3	107	11.3	115	1295
6. WRAL-F (AC)	67/ 7.3	6.8	7.5	6.5	9.4	7.0	217/2849	1167/20.3	18.8	20.4	127	5.7	58	1024
7. WQOK-F (B)	66/ 7.2	8.2	7.1	6.5	6.4	7.3	143/1689	764/13.3	14.0	12.6	110	10.1	103	1491
8. WYLT-F (AC)	43/ 4.7	4.6	5.7	4.2	3.6	4.8	64/1102	707/12.3	12.4	9.9	140	3.5	36	545
9. WDNC (BB)	27/ 2.9	2.2	2.6	2.4	2.5	2.5	35/558	383/ 6.7	6.2	6.4	14	1.9	19	249
10. WZZU-F (CHR)	25/ 2.7	2.8	2.4	3.2	2.8	2.8	73/1602	640/11.1	13.9	13.3	70	3.0	31	696
11. WTRG-F (AC)	24/ 2.6	2.3	2.5	5.2	3.9	3.1	87/1482	617/10.7	10.7	12.6	150	2.5	25	413
12. WLLE (B)	23/ 2.5	1.2	2.1	2.7	2.8	2.1	24/257	244/ 4.2	4.5	6.4	108	2.2	22	298
13.														

12+ FM SHARE (METRO): 78.23% (636 of 813) (WIN 88: 71.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDCG-F>>	1 WRDU-F	1 WRDU-F<	1 WQDR-F<	1 WQDR-F	1 WPTF	1 WPTF	1 WQDR-F	1 WQDR-F	1 WFXC-F>	1 WFXC-F>>
2 WFXC-F>	2 WFXC-F<	2 WFXC-F	2 WRAL-F	2 WRAL-F	2 WQDR-F>	2 WQDR-F	2 WRAL-F<	2 WDCG-F	2 WDCG-F	2 WPTF
3 WQOK-F>>	3 WDCG-F<	3 WRAL-F<	3 WRDU-F	3 WRDU-F	3 WRAL-F	3 WDCG-F<	3 WPTF	3 WQOK-F	3 WQOK-F	3 WRAL-F
4	4 WQOK-F>	4 WDCG-F	4 WQOK-F	4 WQOK-F	4 WYLT-F	4 WRAL-F	4 WDCG-F	4 WRDU-F	4 WRDU-F	4 WQDR-F
5	5 WRAL-F	5 WQOK-F	5 WFXC-F	5 WFXC-F	5 WDNC	5 WFXC-F>	5 WRDU-F	5 WRAL-F	5 WQDR-F	5
6	6 WQDR-F	6 WQDR-F	6 WDCG-F	6 WDCG-F	6	6	6	6	6	6
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDCG-F>	1 WDCG-F	1 WQOK-F	1 WRAL-F	1 WRAL-F		1 WRDU-F	1 WRDU-F>	1 WRDU-F>	1 WRDU-F>	1 WQDR-F
2 WRAL-F	2 WQOK-F<	2 WRAL-F	2 WDCG-F	2 WQDR-F		2 WFXC-F>	2 WFXC-F	2 WQOK-F	2 WFXC-F	2 WRDU-F>
3 WFXC-F	3 WRAL-F	3 WFXC-F	3 WFXC-F	3 WFXC-F		3 WQOK-F	3 WQOK-F	3 WDCG-F	3 WDCG-F	3 WQOK-F
4 WRDU-F	4 WFXC-F>	4 WDCG-F>	4 WQOK-F	4 WQOK-F		4 WDCG-F>	4 WDCG-F>	4 WQDR-F	4 WQOK-F	4 WRAL-F
5 WQOK-F	5 WRDU-F>	5 WQDR-F	5 WQDR-F	5 WYLT-F		5 WZZU-F	5 WQDR-F	5 WFXC-F>>	5 WDCG-F	5 WFXC-F
6	6	6	6	6		6	6	6	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAZZ-F 103.9	Fuquay-Varina	1.4/3.6		WJMH-F 102.1	Reidsville	0.7/2.2
WCHL 1360	Chapel Hill	0.5/4.0		WKRR-F 92.3	Asheboro/Greensboro	0.5/3.5
WCLY 1550	Raleigh	0.7/1.2		WKTC-F 96.9	Tarboro/Rocky Mt	0.5/1.2
WDUR 1490	Durham	1.8/4.9		WMAG-F 99.5	High Point	0.5/2.4
WKIX 850	Raleigh	1.0/4.4		WPCM-F 101.1	Burlington	0.5/4.0
WSRC 1410	Durham	0.5/1.9				
WTKI 1310	Durham	0.4/1.2				
WYRN 1480	Louisburg	0.7/1.1				

RADIO STATIONS

WCLY, 1550, 1 KW	, BLACK	NBN, \$ 16.00	(---)
WDNC, 620, 5 KW/1 KW (DA-2)	, NOSTALGIA	CBS, \$ 27.00	(Republic)
WDUR, 1490, 1 KW	, BLACK	NBN, ABC-R, \$ 24.00	(Eastman)
WKIX, 850, 10 KW/5 KW (DA-N)	, OLDIES	US 2, \$ 22.00	(Mc-Guild)
WLLE, 570, 500 W (DAYS)	, BLACK	SBN, \$ 20.00	(Sp. Mkts.)
WPTF, 680, 50 KW (DA-N)	, TALK/MOR	NBC, ABC-I, \$ 73.00	(Mc-Guild)
WTKI, 1310, 5 KW/1 KW (DA-1)	, COUNTRY	MBS, \$ 17.00	(Golden)
WDCG-F, 95.1, 99 KW @ 1141, CHR		ABC-F, \$ 65.00	(Republic)
WFXC-F, 107.1, 3 KW @ 300, BLACK		, \$ 46.00	(Eastman)
WQDR-F, 94.7, 100 KW @ 1025, COUNTRY		ABC-E, \$ 64.00	(Mc-Guild)
WRAL-F, 101.5, 100 KW @ 1900, AC		, \$105.00	(Katz)
WRDU-F, 106.1, 100 KW @ 1350, AOR		SOURCE, \$ 81.00	(MMR)
WYLT-F, 96.1, 98 KW @ 930, SOFT AC		, \$ 55.00	(Mc-Guild)
WZZU-F, 93.9, 100 KW @ 1811, CHR		, \$ 50.00	(Torbet)
WTRG-F, 100.7, 100 KW @ 1968, AC		, \$ 57.00	(Banner)
WQOK-F, 97.5, 100 KW @ 1020, BLACK		ABC-C, \$ 40.00	(HNWH)
			Joyner
			(S. BOSTON, VA)

RICHMOND

Arbitron Rank/Pop (12+): 55/700,200

MSA Rank/Pop: 62/830, 900

ADI # 58  
Average Person Ratings: 17.2

Market TSL: 22.5 hours

Stations: 21/21  
Diaries: 1032/678:1/57.9%  
Sample Target: 1020  
% Below Line: 0.0  
% Not Listed: 10.0

1988 Revenue: \$25,500,000  
HH Inc.: \$33,611  
Retail \$: 6.6 Bill  
Pop per Station: 33,342  
#1 Biller: WRVA \$5,500,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRVA (MOR)	191/15.9	12.3	11.7	12.7	14.6	13.1	210/2276	2035/29.1	28.0	27.7	70	13.8	179	1707	WRVA
2. WRVQ-F (CHR)	141/11.7	13.0	14.2	14.5	13.2	13.4	200/2314	1789/25.5	29.1	29.2	96	11.8	153	1953	WRVQ-F
3. WRXL-F (AOR)	139/11.6	11.2	13.9	10.8	13.2	11.9	165/1799	1557/22.2	20.4	22.7	115	13.3	172	1401	WRXL-F
4. WTVR-F (EZ)	98/ 8.1	4.6	5.2	7.0	5.5	6.2	119/1317	1031/14.7	11.9	12.5	70	4.9	64	676	WTVR-F
5. WCDX-F (B/U)	95/ 7.9	10.4	9.2	9.5	6.3	9.3	119/1170	1020/14.6	18.0	12.7	97	13.6	177	1478	WCDX-F
6. WPLZ-F (B)	94/ 7.8	8.2	7.7	8.6	9.5	8.1	102/1222	1089/15.6	16.1	15.9	106	10.8	140	1149	WPLZ-F
7. WMXB-F (AC)	80/ 6.7	7.9	8.7	8.6	7.9	8.0	121/1636	1258/18.0	18.1	19.2	158	6.9	89	1270	WMXB-F
8. WKHK-F (C)	64/ 5.3	6.0	3.3	2.7	2.9	4.3	83/1055	862/12.3	13.6	8.1	108	5.2	67	752	WKHK-F
9. WQSF-F (EZ)	31/ 2.6	3.3	4.2	3.9	6.3	3.5	48/581	433/ 6.2	9.2	12.3	165	1.4	18	275	WQSF-F

12+ FM SHARE (METRO): 71.28% (772 of 1083) (WIN 88: 72.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRVQ-F>>	1 WRXL-F>	1 WRXL-F	1 WRXL-F	1 WRXL-F	1 WRVA >>	1 WRVA >>	1 WRXL-F	1 WRXL-F	1 WRVQ-F	1 WRVA >>
2 WCDX-F>	2 WCDX-F	2 WRVQ-F	2 WRVQ-F	2 WRVQ-F<	2 WTVR-F>	2 WRVQ-F	2 WTVR-F<	2 WRVQ-F<	2 WRVA	2 WPLZ-F>>
3 WRXL-F	3 WRVQ-F	3 WCDX-F<	3 WMXB-F	3 WRVA <	3 WRVQ-F<	3 WRXL-F>	3 WRVA >	3 WCDX-F	3 WRVQ-F	3 WRVQ-F
4 WPLZ-F	4 WPLZ-F>	4 WPLZ-F	4 WRVA	4 WMXB-F	4 WKHK-F	4 WCDX-F<	4 WMXB-F	4 WTVR-F	4 WPLZ-F<	4 WRXL-F<
5 WMXB-F	5 WMXB-F	5 WPLZ-F	5 WPLZ-F	5 WPLZ-F	5 WMXB-F	5 WPLZ-F	5 WRVQ-F>	5 WMXB-F	5 WRXL-F	5 WTVR-F<
6	6	6 WRVA	6 WCDX-F	6 WCDX-F	6	6	6 WCDX-F	6 WCDX-F	6	6 WKHK-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCDX-F	1 WCDX-F	1 WRXL-F<	1 WRVQ-F	1 WRVQ-F	1 WRXL-F>>	1 WRXL-F>>	1 WRXL-F>>	1 WRXL-F>>	1 WRXL-F>
2 WRVQ-F>	2 WRXL-F<	2 WCDX-F	2 WCDX-F	2 WRVA	2 WPLZ-F>	2 WPLZ-F<	2 WRVQ-F	2 WPLZ-F	2 WRVQ-F<
3 WRXL-F>	3 WRVQ-F>	3 WMXB-F	3 WMXB-F	3 WMXB-F>	3 WRVQ-F	3 WRVQ-F	3 WPLZ-F	3 WRVQ-F	3 WRVA
4 WPLZ-F>	4 WPLZ-F<	4 WRVQ-F	4 WRXL-F	4 WCDX-F	4 WCDX-F>>	4 WCDX-F>	4 WCDX-F	4 WCDX-F	4 WMXB-F
5 WMXB-F	5 WMXB-F	5 WPLZ-F	5 WRVA	5 WRXL-F	5 WKHK-F	5 WMXB-F	5 WMXB-F	5 WMXB-F	5 WPLZ-F
6	6	6	6 WPLZ-F	6 WPLZ-F	6	6	6	6 WRVA	6 WCDX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WANT	990	Richmond	1.2/4.4
WDYL-F	92.1	Chester/Richmond	1.2/4.6
WFTH	1590	Richmond	1.1/1.6
WHAP	1340	Hopewell	0.3/1.3
WKIE	1540	Richmond	1.5/3.4
WLEE	1320	Richmond	1.2/2.6
WPLZ	1240	Petersburg	1.1/2.1
WPVA	1290	Col Heights/Pet	1.0/1.5
WRNL	910	Richmond	1.8/4.8
WTVR	1380	Richmond	0.5/2.9
WVMX-F	106.5	Richmond	1.2/6.7
WXGI	950	Richmond	0.3/1.5

RADIO STATIONS

WANT, 990,	1 KW/	, BLACK	NBN, \$ 15.00	(K & P)	
WFTH, 1590,	5 KW (DAYS)	, GOSPEL	, \$ 15.00	(---)	Willis
WKIE, 1540,	10 KW (DAYS, DA)	, BLACK	, \$ 18.00	(Roslin)	
WLEE, 1480,	5 KW (DA-2)	, SILENT	CBS, \$ 29.00	(---)	
WRNL, 910,	5 KW (DA-N)	, OLDIES	UPI, \$ NA	(Katz)	Capitol-Goodmon
WRVA, 1140,	50 KW (DA-1)	, MOR	NBC, \$109.00	(Christal)	Edens
WTVR, 1380,	5 KW (DA-2)	, COUNTRY	ABC-E, \$ NA	(Republic)	Park
WCDX-F, 92.7,	3 KW @ 300,	BLACK	, \$ 37.00	(Eastman)	Sinclair
WMXB-F, 103.7,	20 KW @ 750,	AC	, \$ 86.00	(Durpetti)	Ragan Henry
WKHK-F, 95.3,	1.6 KW @ 400,	COUNTRY	, \$ 35.00	(HNWh)	Brill
WRVQ-F, 94.5,	200 KW @ 355,	CHR	ABC-C, \$ 97.00	(Christal)	Edens
WRXL-F, 102.1,	140 KW @ 320,	AOR	, \$ 85.00	(Katz)	Capitol-Goodmon
WTVR-F, 98.1,	50 KW @ 840,	EZ	ABC-E, \$ 53.00	(Republic)	Park
WQSF-F, 96.5,	50 KW @ 500,	BTFL/EZ	, \$ 45.00	(HNWH)	
WVMX-F, 106.5,	50 KW @ 240,	AC	, \$ NA	(Danner)	Daytona
WDYL-F, 92.1,	3 KW @ 300,	RELIGION	UPI, \$ 15.00	(---)	
WPLZ-F, 99.3,	3 KW @ 328,	BLACK	US 1, \$ 70.00	(Mc-Guild)	

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 16/1,074,800  
 MSA Rank/Pop: 18/2,142,700  
 Los Angeles ADI  
 Average Person Ratings: 16.8  
 Market TSL: 22.25 hours

Stations: 41/17  
 Diaries: 1,191/902:1/48.12%  
 Sample Target: 1280  
 % Below Line: 46.1  
 % Not Listed: 12.7

1988 Revenue: \$16,000,000  
 HH Inc.: \$33,611  
 Retail \$: 13.1 Bil  
 Pop per Station: 63,223  
 #1 Biller: KGGI-F \$3,400,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume
1. KDUO-F (EZ)	181/10.0	8.0	5.6	8.1	8.1	7.9	228/2079	1633/15.2	10.5	13.5	16	5.2	87	845
2. KGGI-F (CHR)	160/ 8.9	7.7	8.9	6.3	7.4	7.9	197/2578	2056/19.1	20.1	18.6	78	14.1	235	2552
3. KRTH-F (AC)	105/ 5.8	5.8	6.5	5.4	4.8	5.9	141/2008	1457/13.6	14.5	12.8	145	3.8	63	962
4. KLOS-F (AOR)	98/ 5.4	4.4	5.6	5.1	5.9	5.1	179/2158	1378/12.8	10.4	10.5	144	8.1	134	1258
5. KOST-F (AC)	80/ 4.4	3.5	3.6	4.1	4.1	3.9	139/2084	1308/12.2	11.9	10.4	100	3.1	51	938
7. KIIS-F (CHR)	80/ 4.4	5.3	4.8	6.0	6.0	5.1	170/2533	1535/14.3	15.3	15.8	18	6.0	100	1613
8. KFI (N/T)	77/ 4.3	3.4	3.2	3.2	2.8	3.5	104/1637	1092/10.2	10.4	9.9	44	5.5	92	921
8. KWDJ-F (C)	53/ 2.9	2.3	2.2	1.7	2.1	2.3	56/515	453/ 4.2	4.1	4.5	3	2.3	39	504
10. KCAL-F (AOR)	53/ 2.9	4.7	3.6	4.5	4.1	3.9	77/1189	850/ 7.9	9.4	8.7	38	6.4	106	1272
10. KOLA-F (CHR)	49/ 2.7	2.3	1.6	2.6	3.1	2.3	54/1435	1255/11.7	9.7	10.8	63	3.7	62	931
12. KBIG-F (AC)	49/ 2.7	2.4	2.0	2.3	2.5	2.3	72/1204	872/ 8.1	7.5	7.5	52	1.4	24	357
12. KCKC (C)	44/ 2.4	2.3	5.1	4.3	2.6	3.5	46/541	511/ 4.8	5.0	4.9	162	3.9	64	743
13.														
14.	12+ FM SHARE (METRO): 76.09% (1200 of 1577) (WIN 88: 77.49%)													

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KGGI-F>>	1 KGGI-F	1 KGGI-F	1 KRTH-F<	1 KRTH-F	1 KDUO-F>>	1 KDUO-F	1 KDUO-F>	1 KGGI-F	1 KGGI-F>	1 KGGI-F>>
2 KIIS-F>	2 KLOS-F>	2 KLOS-F	2 KLOS-F	2 KLOS-F	2 KFI	2 KGGI-F	2 KRTH-F<	2 KDUO-F>	2 KOST-F<	2 KNX
3 KOLA-F	3 KCAL-F<	3 KRTH-F>	3 KGGI-F	3 KGGI-F	3 KRTH-F	3 KLOS-F	3 KGGI-F>	3 KLOS-F	3 KDUO-F>	3 KFI
4	4 KRTH-F	4 KOST-F	4 KDUO-F	4 KHSJ >	4 KCKC	4 KRTH-F	4 KLOS-F<	4 KRTH-F	4 KIIS-F	KDUO-F>>
5	5 KOST-F	5	5 KOST-F	5 KFVB <	5 KWDJ-F	5 KIIS-F	5 KOST-F	5 KOST-F	5 KFI	5
6	6 KIIS-F	6	6	6 KOST-F	6	6	6 KFI	KIIS-F	6	6
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1 KGGI-F>>	1 KGGI-F>	1 KGGI-F>	1 KGGI-F>	1 KDUO-F<	1 KGGI-F>	1 KLOS-F>	1 KLOS-F>	1 KLOS-F<	1 KRTH-F	
2 KOST-F	2 KOST-F	2 KLOS-F	2 KOST-F	2 KGGI-F>	2 KLOS-F>	2 KGGI-F	2 KRTH-F	2 KRTH-F>	2 KLOS-F>	
KIIS-F	3 KIIS-F	3 KOST-F	3 KIIS-F<	3 KOST-F	3 KRTH-F	3 KRTH-F	3 KCAL-F>	3 KGGI-F>	3 KDUO-F<	
4 KOLA-F>	4 KLOS-F	4 KCAL-F	4 KDUO-F<	4 KRTH-F<	4 KOLA-F	4 KCAL-F	4 KBIG-F	4 KCAL-F	4 KFI	
5 KCAL-F	5 KCAL-F	5 KIIS-F	5 KLOS-F	5 KLOS-F	5 KCAL-F	5	5 KWDJ-F	5 KFI	5 KCAL-F	
6	6	6	6 KRTH-F	6	6	6	6	6	6	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBON-F	103.9	Lake Arrowhead	1.0/3.4
KCAL	1410	Redlands	0.9/2.3
KDIF	1440	Riverside	1.3/2.1
KHSJ	1320	Hemet	0.6/1.4
KHYE-F	105.7	Hemet	1.1/2.1
KMEN	1290	San Bernardino	0.4/2.1
KNTF-F	93.5	Ontario	1.7/3.5
KQLH-F	95.1	San Bernardino	1.6/4.5
KRSO	590	San Bernardino	1.5/4.2

See Los Angeles for more information about the following:

KABC	790	1.4/4.2	KFAC-F	92.3	1.6/4.2	KPWR-F	105.9	1.2/5.6
KBIG-F	104.3	2.7/8.1	KFI	640	4.3/10.2	KQLZ-F	100.3	1.1/4.1
KNX	1070	1.8/7.9	KFVB	980	0.9/4.4	KROQ-F	106.7	1.6/4.9
KODJ-F	93.1	1.0/4.7	KIIS-F	102.7	4.4/14.3	KRTH-F	101.1	5.8/13.6
KOST-F	103.5	4.4/12.2	KJOI-F	98.7	0.7/1.5	KTNQ	1020	1.1/1.6
KPWR-F	105.9	1.2/5.6	KKGO	540	0.9/2.4	KTWV-F	94.7	1.6/6.1
KQLZ-F	100.3	1.1/4.1	KKGO-F	105.1		KZLA-F	93.9	0.6/3.1
KROQ-F	106.7	1.6/4.9	KLAC	570	1.1/4.8			
KRTH-F	101.1	5.8/13.6	KLOS-F	95.5	5.4/12.8			
KTNQ	1020	1.1/1.6	KLSX-F	97.1	0.6/3.0			
KTWV-F	94.7	1.6/6.1	KLVE-F	107.5	0.7/1.3			
KZLA-F	93.9	0.6/3.1	KMPC	710	1.2/2.9			
			KNX	1070	1.8/7.9			
			KODJ-F	93.1	1.0/4.7			
			KOST-F	103.5	4.4/12.2			

RADIO STATIONS

KCAL, 1410,	5 KW/1 KW (DA-N)	, HISPANIC	, \$ 19.00 (Lotus)
KCKC, 1350,	5 KW/500 W (DA-2)	, COUNTRY	ABC-I, \$ 34.00 (HNWH)
KDIF, 1440,	1 KW (DA-1)	, HISPANIC	, \$ 18.00 (Katz Hisp.)
KRSO, 590,	1 KW (DA-2)	, NEWS/TALK	ABC-E, ABC-D, \$ 25.00 (Katz)
KMEN, 1290,	5 KW (DA-2)	, OLDIES/AC	, \$ 18.00 (Mc-Guild)
			Henry American
KCAL-F, 96.7,	3 KW @ 300, AOR		CBS-R, \$ 42.00 (Torbet)
KDUO-F, 97.5,	72 KW @ 1530, BTFL/EZ		ABC-D, \$ 61.00 (Katz)
KGGI-F, 99.1,	3 KW @ 1530, CHR		, \$ 83.00 (Mc-Guild)
KNTF-F, 93.5,	3 KW @ -165, COUNTRY		, \$ 37.00 (---)
KOLA-F, 99.9,	31 KW @ 1630, CHR		ABC-R, \$ 41.00 (Banner)
KQLH-F, 95.1,	50 KW @ ??, SOFT AC		MBS, \$ 40.00 (Eastman)
KWDJ-F, 92.7,	3 KW @ 300, COUNTRY		MBS, \$ 30.00 (Banner)

ROCHESTER

Arbitron Rank/Pop (12+): 43/832,200

Stations: 20/15  
Diaries: 1138/731:1/56.9%  
Sample Target: 1130  
% Below Line: 2.6  
% Not Listed: 13.6

1988 Revenue: \$24,500,000  
HH Inc.: \$38,832  
Retail \$: 6.8 Bil  
Pop per Station: 55,480  
#1 Biller: WVOR-F \$5,300,000

MSA Rank/Pop: 47/983,200

AD1 # 72

Average Person Ratings: 17.4

Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WCMF-F (AOR)	222/15.3	17.1	16.5	16.0	15.2	16.2	246/2605	2282/27.4	28.9	24.2	102	22.8	319	2423	WCMF-F
2. WPXY-AF (CHR)	158/10.9	12.5	14.5	13.4	14.9	12.8	176/2724	2455/29.5	29.3	32.0	80	14.0	191	2112	WPXY-AF
3. WHAM (MOR)	138/ 9.5	8.5	8.9	10.7	8.7	9.4	155/2044	1836/22.1	19.1	18.9	72	9.1	128	1776	WHAM
4. WVOR-F (AC)	131/ 9.0	9.2	8.2	9.6	9.4	9.0	156/2203	2009/24.1	22.2	24.1	152	7.6	106	1160	WVOR-F
5. WBEE-F (C)	123/ 8.5	9.6	7.9	11.3	7.7	9.3	145/1439	1178/14.2	15.5	14.8	114	8.2	115	1249	WBEE-F
6. WZSH-F (EZ)	108/ 7.4	5.9	6.2	6.4	6.9	6.5	127/1185	976/11.7	10.9	14.7	65	3.9	54	869	WZSH-F
7. WRMM-F (AC)	89/ 6.1	7.8	6.9	6.1	6.4	6.7	104/1899	1744/21.0	17.2	15.6	134	6.1	86	1260	WRMM-F
8. WKLX-F (O)	87/ 6.0	4.3	7.0	4.0	4.5	5.3	101/1823	1616/19.4	14.4	13.6	162	5.1	72	1062	WKLX-F
9. WDKX-F (B)	75/ 5.2	4.6	4.6	3.9	5.9	4.6	81/869	809/ 9.7	10.4	9.0	87	8.4	117	1664	WDKX-F
10. WEZO (BB)	44/ 3.0	3.4	2.2	2.9	3.2	2.9	45/609	589/ 7.1	6.6	6.8	40	0.9	13	283	WEZO

12+ FM SHARE (METRO): 82.20% (1030 of 1253) (WIN 88: 82.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXY-AF>>1	WCMF-F>>1	WCMF-F>	1 WCMF-F	1 WCMF-F	1 WHAM	1 WCMF-F	1 WCMF-F>	1 WCMF-F	1 WPXY-AF<	1 WHAM >>
2 WCMF-F>>2	WPXY-AF	2 WVOR-F	2 WVOR-F	2 WVOR-F>	2 WZSH-F<	2 WHAM	2 WVOR-F<	2 WPXY-AF>	2 WCMF-F>	2 WCMF-F
3 WDKX-F	3 WVOR-F>	3 WPXY-AF	3 WKLX-F	3 WKLX-F	3 WBEE-F	3 WVOR-F	3 WZSH-F	3 WBEE-F<	3 WHAM	3 WBEE-F
4	4 WDKX-F<	4 WKLX-F	4 WPXY-AF	4 WPXY-AF	4 WVOR-F>	4 WPXY-AF>	4 WBEE-F	4 WZSH-F<	4 WBEE-F>	4 WPXY-F
5	5 WKLX-F	5 WRMM-F	5 WBEE-F	5 WPXY-AF	5 WRMM-F	5 WZSH-F<	5 WHAM	5 WVOR-F	5 WDKX-F	5 WKLX-F
6	6	6 WBEE-F	6 WRMM-F>	6 WRMM-F	6 WKLX-F	6 WBEE-F	6 WHAM	6 WHAM	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCMF-F>	1 WCMF-F>	1 WCMF-F	1 WVOR-F<	1 WVOR-F>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>
2 WPXY-AF>	2 WPXY-AF	2 WVOR-F	2 WPXY-AF<	2 WPXY-AF	2 WPXY-AF>	2 WPXY-AF	2 WKLX-F	2 WKLX-F	2 WVOR-F
3 WDKX-F	3 WVOR-F>	3 WPXY-AF>	3 WCMF-F	3 WRMM-F	3 WDKX-F>	3 WKLX-F	3 WVOR-F	3 WVOR-F	3 WKLX-F<
4 WRMM-F	4 WDKX-F	4 WKLX-F	4 WRMM-F>	4 WCMF-F	4 WVOR-F	4 WVOR-F>	4 WBEE-F	4 WPXY-AF<	4 WBEE-F
5 WVOR-F>>	5 WRMM-F	5 WRMM-F	5 WKLX-F	5 WBEE-F	5 WKLX-F	5 WDKX-F	5 WPXY-AF	5 WBEE-F	5 WHAM
6	6	6	6	6 WKLX-F	6 WHAM	6	6	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBBF	950	Rochester	0.8/2.7
WFLL-F	102.3	Canadaigua	0.4/0.9
WWWG	1460	Rochester	0.5/3.0
WYSL	1030	Rochester	1.0/2.5
WBEN	930	Buffalo	0.3/1.0
WKSE-F	98.5	Niagara Falls	0.4/1.0
WMHR-F	102.9	Syracuse	0.3/1.2
WMJQ-F	102.5	Buffalo	1.0/3.0
WPCX-F	106.9	Auburn	0.6/1.1

RADIO STATIONS

WBBF, 950,	1 KW (DA-2)	, COUNTRY	US 2,\$ 25.00	(Katz)	Heritage
WHAM, 1180,	50 KW	, MOR	CBS,NBC-T,\$ 59.00	(Mc-Guild)	Lincoln
WEZO, 990,	5 KW/2.5 KW (DA-2),	NOSTALGIA	ABC-I,\$ 23.00	(Christal)	Atlantic Ventures
WWWG, 1460,	5 KW (DA-N)	, RELIGION	,\$ 12.00	(---)	Brandon
WBEE-F, 92.5,	50 KW @ 500,	COUNTRY	US 2,\$ 52.00	(Katz)	Heritage
WCMF-F, 96.5,	50 KW @ 457,	AOR	,\$ 95.00	(Torbet)	Stoner
WDKX-F, 103.9,	1 KW @ 530,	BLACK	NBN,\$ 35.00	(Roslin)	
WKLX-F, 98.9,	37 KW @ 560,	OLDIES	,\$ 47.00	(Durpetti)	
WPXY-F, 97.9,	50 KW @ 456,	CHR	,\$ 75.00	(MMR)	
WRMM-F, 101.3,	27 KW @ 637,	SOFT AC	ABC-E,\$ 61.00	(Christal)	Atlantic Ventures
WVOR-F, 100.5,	50 KW @ 490,	AC	,\$104.00	(Mc-Guild)	
WZSH-F, 95.1,	11 KW @ 993,	BTFL/EZ	,\$ 39.00	(Republic)	(BRISTOL CENTER)

SACRAMENTO  
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Arbitron Rank/Pop (12+): 31/1,157,300  
MSA Rank/Pop: 34/1,352,100  
ADI # 20  
Average Person Ratings: 17.1  
Market TSL: 22.50 hours

Stations: 28/20  
Diaries: 1251/925:1/51.6%  
Sample Target: 1240  
% Below Line: 5.0  
% Not Listed: 12.7

1988 Revenue: \$47,200,000  
HH Inc.: \$35,054  
Retail \$: 10.1 Bil  
Pop per Station: 57,865  
#1 Biller: KRAK-AF \$9,300,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KCTC-F (EZ)	165/ 8.3	7.0	7.5	8.7	11.4	7.9	204/2331	1796/15.5	14.5	17.4	83	4.5	91	999	KCTC-F
2. KFBK (N/T)	162/ 8.2	8.8	8.8	7.8	8.9	8.4	236/3008	2226/19.2	19.0	19.7	78	10.0	201	2041	KFBK
3. KRAK-F (C)	150/ 7.6	7.1	9.0	5.5	7.5	7.3	206/2913	1961/16.9	15.0	16.0	112	7.1	143	1653	KRAK-F
4. KRXQ-F (AOR)	140/ 7.1	5.8	5.8	5.8	6.7	6.1	186/2021	1714/14.8	13.6	12.7	75	8.0	161	1695	KRXQ-F
5. KQPT-F (J/NA)	126/ 6.4	7.0	4.3	2.7	0.0	5.1	136/1430	1359/11.7	14.1	0.0	142	4.7	95	1442	KQPT-F
6. KXOA-F (AC)	122/ 6.1	5.9	6.8	6.9	8.1	6.4	163/2550	1914/16.5	18.2	18.6	143	5.8	116	1364	KXOA-F
7. KSFM-F (CHR)	119/ 6.0	5.2	5.6	6.2	5.1	5.8	158/2908	2138/18.5	19.0	17.9	75	7.6	153	2531	KSFM-F
8. KZAP-F (AOR)	110/ 5.5	5.2	6.2	7.3	7.0	6.1	151/2251	1579/13.6	13.5	16.0	125	5.8	116	1397	KZAP-F
9. KROY-F (CHR)	95/ 4.8	5.5	5.3	5.4	4.0	5.3	110/2206	1846/16.0	15.2	13.9	65	7.1	143	1989	KROY-F
10. KRAK (C)	82/ 4.1	4.2	3.5	3.4	3.4	3.8	174/1804	957/ 8.3	9.5	8.5	78	4.0	80	934	KRAK
11. KHYL-F (O)	76/ 3.8	5.1	4.2	4.1	2.7	4.3	96/1810	1283/11.1	13.4	9.3	153	5.7	115	1082	KHYL-F
12. KAER-F (AC)	74/ 3.7	3.3	3.0	3.1	3.7	3.3	88/1426	1193/10.3	10.1	11.3	138	3.5	70	884	KAER-F
13. KWOD-F (CHR)	73/ 3.7	4.1	3.5	4.6	6.5	4.0	86/1926	1550/13.4	15.1	18.6	51	5.9	118	1568	KWOD-F
14.															
15.															

12+ FM SHARE (METRO): 74.48% (1290 of 1732) (WIN 88: 73.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KROY-F	1 KRXQ-F>	1 KRXQ-F	1 KQPT-F<	1 KQPT-F	1 KCTC-F	1 KFBK >	1 KCTC-F	1 KRAK-F<	1 KRXQ-F	1 KCTC-F<
2 KWOD-F	2 KZAP-F	2 KZAP-F	2 KXOA-F	2 KXOA-F<	2 KFBK >	2 KSFM-F	2 KFBK	2 KRXQ-F	2 KQPT-F	2 KFBK >>
3 KSFM-F>>	3 KSFM-F	3 KQPT-F<	3 KRAK-F<	3 KRAK-F	3 KRAK-F	3 KCTC-F	3 KRAK-F	3 KCTC-F	3 KFBK	3 KQPT-F
4	4 KRAK-F<	4 KXOA-F	4 KZAP-F	4 KZAP-F	4 KQPT-F	4 KRAK-F	4 KXOA-F<	4 KQPT-F<	4 KROY-F	4 KRXQ-F<
5	5 KXOA-F	5 KRAK-F	5 KHYL-F	5 KCTC-F	5 KRAK <	5 KXOA-F<	5 KZAP-F	5 KSFM-F<	5 KCTC-F	5 KRAK-F<
6	6 KQPT-F	6 KSFM-F	6 KRXQ-F<	6 KFBK	6 KXOA-F>	6 KRXQ-F	6 KRXQ-F<	6 KXOA-F	6 KWOD-F	6 KRAK
							7 KZAP-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSFM-F	1 KSFM-F	1 KXOA-F	1 KXOA-F	1 KXOA-F	1 KRXQ-F>>	1 KRXQ-F>	1 KRXQ-F	1 KRXQ-F	1 KZAP-F
2 KROY-F>	2 KXOA-F	2 KRAK-F	2 KQPT-F	2 KRAK-F	2 KZAP-F>	2 KZAP-F>	2 KZAP-F	2 KZAP-F>	2 KQPT-F
3 KRXQ-F	3 KRAK-F	3 KAER-F>	3 KSFM-F	3 KQPT-F	3 KSFM-F	3 KQPT-F	3 KQPT-F	3 KQPT-F	3 KRXQ-F
4	4 KROY-F	4 KZAP-F	4 KRAK-F>	4 KCTC-F>	4 KWOD-F>	4 KSFM-F>	4 KHYL-F	4 KRAK-F	4 KFBK <
5 KWOD-F>	5 KRXQ-F	5 KQPT-F	5 KAER-F<	5 KAER-F	5 KAER-F>	5 KAER-F<	5 KXOA-F	5 KFBK <	5 KRAK-F
6 KQPT-F	6 KAER-F	6 KSFM-F	6 KCTC-F<	6 KHYL-F	6 KRAK-F	6 KHYL-F<	6 KSFM-F	6 KHYL-F	6 KHYL-F
		KHYL-F	7 KROY-F				KFBK		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFIA	710	Carmichael	0.6/2.8
KGNR	1320	Sacramento	1.2/3.9
KRCX	1110	Roseville/Sacramento	1.3/2.0
KSAC	1240	Sacramento	0.7/1.8
KSMJ	1380	Sacramento	0.6/2.5
KYLO-F	105.5	Davis/Sacramento	0.7/3.2
KCBS	740	San Francisco	0.5/2.3
KFRC	610	San Francisco	1.4/3.5
KGO	810	San Francisco	0.8/2.9
KMEL-F	106.1	San Francisco	0.6/1.7
KNBR	680	San Francisco	1.1/3.8
KODS-F	103.7	Carnelian	0.4/1.2
KOIT	1260	San Francisco	
KOIT-F	96.5	San Francisco	0.3/0.9

RADIO STATIONS

AM STATIONS

KIBK,	1530,	50 KW (DA-2)	, NEWS	APR,NBC, \$ 98.00 (Group W)	Westinghouse
KFIA,	710,	10 KW/250W(DA-2),	RELIGION	CNN, \$ 24.00 (---)	
KGNR,	1320,	5 KW (DA-2)	, OLDIES	CBS, \$ 34.00 (Christal)	Tribune Co.
KRAK,	1140,	50 KW (DA-2)	, COUNTRY	, \$ 75.00 (Katz)	EZ
KRCX,	1110,	5 KW/500 W	, HISPANIC	, \$ 40.00 (Katz Hisp)	Fuller-Jeffrey
KSAC,	1240,	1 KW	, CLASSICAL	, \$ 36.00 (CMBS)	
KSMJ,	1380,	5 KW (DA-2)	, OLDIES	SMN, \$ 34.00 (MMR)	Genesis
KXOA,	1470,	5 KW/1 KW(DA-2),	NOSTALGIA	APR, \$ 37.00 (Banner)	Brown

FM STATIONS

KAER-F,	92.5,	50 KW @ 449,	SOFT AC	, \$ 49.00 (Group W)	Westinghouse
KCTC-F,	96.1,	50 KW @ 476,	BTFL/EZ	, \$ 85.00 (Christal)	Tribune Co.
KQPT-F,	100.5,	115 KW @ 380,	JAZZ/NEW AGE	Source, \$ 37.00 (Republic)	Duchoissois
KRAK-F,	105.1,	50 KW @ 500,	COUNTRY	, \$100.00 (Katz)	EZ
KROY-F,	96.9,	50 KW @ 500,	CHR	US 1,Source, \$ 55.00 (Christal)	Great American
KRXQ-F,	93.7,	25 KW @ 324,	AOR	, \$ 61.00 (Torbet)	Fuller-Jeffrey
KWOD-F,	106.5,	50 KW @ 310,	CHR	ABC-F,CBS-R, \$ 57.00 (CBS)	
KXOA-F,	107.9,	50 KW @ 420,	AC	, \$125.00 (Banner)	Brown
KZAP-F,	98.5,	50 KW @ 495,	AOR	, \$ 96.00 (Mc-Guild)	Nationwide
KSFM-F,	102.5,	50 KW @ 500,	CHR	, \$ 94.00 (MMR)	Genesis
KHYL-F	101.1,	36 KW @ 567,	OLDIES	, \$ 40.00 (Eastman)	Parker
					(WOODLAND)
					(AUBURN)

American Radio Winter, 1989, Copyright 1989

ST. LOUIS

Arbitron Rank/Pop (12+): 15/2,037,500  
 MSA Rank/Pop: 13/2,462,200  
 Average Person Ratings: 17.9  
 Market TSL: 23.5 hours

Stations: 31/31  
 Diaries: 1825/1116:1/59.1%  
 Sample Target: 1740  
 % Below Line: 0.0  
 % Not Listed: 3.9

1988 Revenue: \$65,400,000  
 HH Inc.: \$35,349  
 Retail \$: 16.9 Bil  
 Pop per Station: 65,725  
 #1 Biller: KMOX \$20,500,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KMOX (N/T)	683/18.7	17.1	23.5	25.0	21.3	21.1	790/8106	6933/34.0	34.3	34.6	70	16.1	590	6375	KMOX
2. KSHE-F (AOR)	304/ 8.3	9.9	9.9	9.5	10.0	9.4	382/4931	3888/19.1	20.9	20.2	93	12.3	451	4624	KSHE-F
3. KEZK-F (EZ)	282/ 7.7	8.4	7.0	6.0	6.9	7.3	325/3896	3446/16.9	17.4	14.4	82	5.5	202	1991	KEZK-F
4. KLOU-F (AC)	254/ 7.0	5.8	5.4	4.8	6.0	5.8	277/3927	3397/16.7	17.8	17.9	157	5.9	216	2715	KLOU-F
5. WKBQ-F (CHR)	233/ 6.4	3.6	3.7	3.2	3.0	4.2	254/3892	3545/17.4	14.2	11.9	53	7.2	266	3273	WKBQ-F
6. KMJM-F (B)	201/ 5.5	6.5	5.6	6.4	7.0	6.0	206/2214	2150/10.6	10.8	10.9	89	11.4	420	3234	KMJM-F
7. KYKY-F (AC)	184/ 5.0	5.1	2.9	4.0	5.0	4.3	190/2914	2730/13.4	13.2	13.2	136	3.9	142	2872	KYKY-F
8. WIL -F (C)	177/ 4.9	5.8	5.3	6.2	5.4	5.6	232/3162	2434/11.9	13.2	11.8	131	5.6	206	2407	WIL -F
9. KSD -F (AOR)	170/ 4.7	6.8	5.6	5.3	5.3	5.6	181/3152	2911/14.3	16.4	14.4	145	6.8	250	3563	KSD -F
10. WKXX-F (C)	111/ 3.0	2.4	3.0	2.1	1.8	2.6	118/1751	1582/ 7.8	6.2	5.5	130	2.6	96	1344	WKXX-F
KRJY-F (AC)	111/ 3.0	3.5	2.5	3.7	2.0	3.2	114/1925	1878/ 9.2	11.1	7.1	153	1.4	50	873	KRJY-F
12. KUSA (C)	67/ 1.8	1.4	1.7	1.8	1.6	1.7	104/1958	1144/ 5.6	5.2	6.4	78	1.2	44	804	KUSA
KSTZ-F (AC)	67/ 1.8	1.6	1.7	1.3	0.9	1.6	119/2677	2199/10.8	5.6	3.8	78	1.7	64	1346	KSTZ-F
14. KATZ (B)	58/ 1.6	2.0	1.6	1.9	2.2	1.8	59/760	750/ 3.7	3.9	4.3	131	1.4	52	854	KATZ
15. WEW (BB)	52/ 1.4	0.7	0.8	0.8	0.8	0.9	53/575	559/ 2.7	2.0	1.4	21	0.7	24	258	WEW
16. WMRY-F (AOR)	50/ 1.4	1.6	1.5	2.3	2.0	1.7	51/1334	1316/ 6.5	5.3	6.5	107	1.6	59	1141	WMRY-F
17. WIL (C)	43/ 1.2	0.8	1.1	1.0	1.0	1.0	44/885	825/ 4.0	3.3	2.9	58	0.7	27	624	WIL
KXOK (N/T)	43/ 1.2	1.3	0.6	0.4	0.5	0.9	49/1165	978/ 4.8	4.2	3.4	58	0.5	18	423	KXOK
KFUO-F (CL)	43/ 1.2	1.3	1.1	1.0	1.3	1.1	47/1153	1099/ 5.4	5.0	3.1	83	0.9	34	795	KFUO-F

12+ FM SHARE (METRO): 66.66% (2277 of 3416) (WIN 88: 63.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKBQ-F>>	1 KSHE-F>	1 KSHE-F	1 KLOU-F	1 KMOX	1 KMOX >>	1 KMOX >>	1 KMOX >	1 KMOX >	1 KMOX >	1 KMOX >>
2 KSHE-F	2 KMJM-F<	2 KLOU-F	2 KMOX >	2 KLOU-F>	2 KEZK-F>	2 KSHE-F	2 KEZK-F	2 KSHE-F	2 WKBQ-F	2 KMJM-F>>
3 KMJM-F	3 KSD -F	3 KMOX	3 KSHE-F	3 KSHE-F	3 KLOU-F	3 KEZK-F	3 KSHE-F<	3 WKBQ-F<	3 KMJM-F	3 KSHE-F>>
4	4 WKBQ-F	4 KYKY-F<	4 KSD -F<	4 KYKY-F	4 WIL -F>>	4 KSD -F<	4 KLOU-F>	4 KLOU-F	4 KSHE-F>	4 KEZK-F>>
5	5 KYKY-F>	5 KSD -F<	5 KYKY-F	5 KSD -F	5 KYKY-F	5 WIL -F	5 KYKY-F	5 KYKY-F	5 KLOU-F	5 WIL -F
6	6 KLOU-F	6 KMJM-F	6 WIL -F	6 WIL -F<	6 WIL -F	6 WIL -F	6 KYKY-F	6 KYKY-F	6 KEZK-F	6
7	7 KMOX	7 WKBQ-F	7 KMJM-F	7 KEZK-F	7	7 KMJM-F<	7 KSD -F	7 KSD -F	7	7
8	8	8	8	8	8	8 WKBQ-F	8 WKBQ-F	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKBQ-F	1 KYKY-F<	1 KSD -F<	1 KYKY-F	1 KMOX	1 KSHE-F>>	1 KSHE-F>>	1 KSHE-F>	1 KSHE-F>	1 KMOX
2 KSHE-F<	2 WKBQ-F<	2 KLOU-F	2 KLOU-F	2 KLOU-F	2 KMJM-F>>	2 KMJM-F	2 KSD -F	2 KMOX <	2 KLOU-F
3 KYKY-F>	3 KSHE-F	3 KYKY-F	3 WKBQ-F	3 KYKY-F	3 WKBQ-F>	3 KSD -F	KMOX >	3 KLOU-F>	3 KSHE-F>
4 KMJM-F	4 KSD -F	4 KSHE-F	4 KSD -F	4 KEZK-F	4 KSD -F	4 KMOX >	4 KYKY-F	4 KMJM-F	4 KSD -F<
5 KSD -F>>	5 KMJM-F	5 KMJM-F	5 KSHE-F<	5 KSD -F	5 WMRY-F	5 WKBQ-F<	5 KMJM-F	5 KSD -F>	5 WIL -F>
6	6 KLOU-F>>	6 WKBQ-F	6 KMOX	6 WIL -F	6 WKKX-F	6 KYKY-F<	KLOU-F	6 WIL -F	6 WKKX-F<
7	7	7	7 KMJM-F>	7	7 KATZ-F	7 WMRY-F	7 WMRY-F	7 WKKX-F	7 KYKY-F
8	8	8	8	8	8 KSTZ-F	8	8 WKKX-F	8 KYKY-F	8



OTHER RATED STATIONS/METRO SHARE & CUME RATING

KATZ-F	100.3	Alton	1.0/4.5
KGLD	1380	St. Louis	0.9/3.9
KIRI	1460	St. Charles/StL	0.3/1.3
KLTH-F	97.1	Florissant/St.L	0.7/2.7
KSIV	1320	Clayton/St. L.	0.7/2.4
KSTL	690	St. Louis	0.3/0.8
WBGZ	1570	Alton	0.4/1.3
WCBW-F	104.9	Columbia/St. L.	0.8/3.2
WESL	1490	E. St. Louis	0.9/2.4
WGNU	920	Granite City	0.5/1.5
WIBV	1260	Belleville	0.5/1.9
WKLL	590	Wood River/St.L	0.6/1.7

RATIO STATIONS

AM STATIONS

KATZ,	1600,	5 KW (DA-N)	, BLACK	NBN, \$ 42.00 (K & P)	Interurban
KGLD,	1380,	5 KW/1 KW (DA-2)	, OLDIES	US1, \$ 38.00 (Republic)	Chase
KMOX,	1120,	50 KW	, TALK	CBS, \$335.00 (CBS)	CBS
KSIV,	1320,	5 KW/125 W	, RELIGION	, \$ 18.00 (---)	Bott
KSTL,	690,	1 KW (DAYS)	, RELIGION	, \$ 14.00 (---)	
KUSA,	550,	5 KW (DA-N)	, COUNTRY	ABC-I, \$ 52.00 (Mc-Guild)	Gannett
KXEN,	1010,	50 KW (DAYS, DA)	, RELIGION	, \$ 12.00 (---)	Mid American Gospel
KXOK,	630,	5 KW (DA-2)	, TALK	MSB, \$ 35.00 (---)	
WESL,	1490,	1 KW/250 W (DA-1)	, BLACK	SBN, \$ 24.00 (K & P)	
WEW,	770,	1 KW (DAYS)	, NOSTALGIA	, \$ 24.00 (---)	
WIL,	1430,	5 KW (DA-2)	, COUNTRY OLDIES	ABC-E, \$ NA (Banner)	Heritage
WKLL,	590,	1 KW (DA-1)	, NOSTALGIA	NBC, \$ 50.00 (MMR)	Adams

FM STATIONS

KRJY,	93.7,	100 KW @ 650,	SOFT AC	NBC, \$ 53.00 (Banner)	
KATZ,	100.3,	50 KW @ 495,	BLACK	NBN, \$ 37.00 (K & P)	Interurban (ALTON, IL)
KEZK,	102.5,	100 KW @ 500,	BTFL/EZ	, \$ 90.00 (MMR)	Adams
KFUO,	99.1,	100 KW @ 557,	CLASSICAL	, \$ 45.00 (CMBS)	
KLOU,	103.3,	100 KW @ 1212,	OLDIES	CBS-R, \$ 73.00 (CBS)	CBS
KLTH,	97.1,	100 KW @ 560,	AC/JAZZ/NEW AGE	SMN, \$ 43.00 (---)	
KMJM,	101.7,	100 KW @ 1019,	URBAN	, \$ 90.00 (Christal)	Noble
KSD,	93.7,	100 KW @ 850,	CLASSIC ROCK	, \$ 85.00 (Mc-Guild)	Gannett
KSHE,	94.7,	100 KW @ 1019,	AOR	, \$155.00 (HNWH)	Emmis
KYKY,	98.1,	100 KW @ 580,	AC	, \$118.00 (MMR)	EZ
WCBW,	104.9,	3 KW @ 235,	RELIGION	, \$ 20.00 (---)	Universal
WIL,	92.3,	97 KW @ 900,	COUNTRY	ABC-E, \$ 68.00 (Banner)	Heritage
WKBQ,	106.5,	39 KW @ 592,	CHR	, \$ 62.00 (Republic)	Chase
WKKX,	104.1,	50 KW @ 500,	COUNTRY	, \$ 43.00 (Roslin)	
WMRY,	101.1,	50 KW @ 320,	AOR	Source, \$ 51.00 (Torbet)	(JERSEYVILLE, IL)

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 75/487,600  
 ADI# 106  
 MSA Rank/Pop: Santa Cruz - NA  
 Salinas/Monterey - 133/355,600  
 Average Person Ratings: 17.6  
 Market TSL: 23.5 hours

Stations: 33/20  
 Diaries: 936/521:1/54.4%  
 Sample Target: 860  
 % Below Line: 31.3  
 % Not Listed: 14.8

1988 Revenue: \$11,500,000  
 HH Inc.: \$38,420  
 Retail \$: 3.6 Bil  
 Pop per Station: 24,380  
 #1 Biller: KWAU-F \$1,700,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. KDON-F (CHR)	75/ 8.7	8.7	9.2	8.9	8.8	8.9	81/1258	1135/23.3	22.0	20.3	78	11.8	95	1476	KDON-F
2. KGO (N/T)	68/ 7.9	7.5	7.5	7.6	8.3	7.6	71/786	740/15.2	14.4	16.8	65	7.7	62	707	KGO
3. KTOM-AF (C)	64/ 7.4	5.8	5.8	5.2	7.0	6.1	64/711	699/14.3	10.7	10.4	86	7.2	58	642	KTOM-AF
4. KWSS-F (CHR)	54/ 6.3	6.8	8.8	7.3	6.9	7.3	60/1178	1064/21.8	19.4	19.1	97	9.6	77	1109	KWSS-F
5. KBAY-F (EZ)	51/ 5.9	3.4	4.0	5.3	3.8	4.7	58/566	518/10.6	9.3	9.9	68	4.4	35	406	KBAY-F
6. KWAU-F (AC)	46/ 5.3	5.9	3.0	3.9	4.2	4.5	46/683	674/13.8	14.2	13.6	168	4.6	37	470	KWAU-F
KMBY-F (AOR)	46/ 5.3	5.0	4.2	4.2	5.8	4.7	49/690	678/13.9	11.9	11.7	100	8.1	65	653	KMBY-F
8. KOCN-F (AC)	34/ 4.0	5.2	3.0	3.3	3.3	3.9	34/469	469/ 9.6	8.7	7.7	152	3.0	24	343	KOCN-F
9. KBOQ-F (CL)	33/ 3.8	3.4	2.5	2.2	3.2	3.0	33/386	386/ 7.9	8.8	7.0	145	3.9	31	447	KBOQ-F
10. KXDC-AF (EZ)	27/ 3.1	4.3	2.3	1.9	0.7	2.9	27/245	245/ 5.0	5.7	1.5	42	0.7	6	166	KXDC-AF
11. KCBS (N/T)	24/ 2.8	2.9	3.4	4.4	2.5	3.4	24/444	437/ 9.0	9.5	8.6	61	2.4	19	294	KCBS
12. KLFA-F (SP)	23/ 2.7	1.5	3.5	2.7	1.9	2.6	23/146	146/ 3.0	2.8	2.2	100	1.0	8	133	KLFA-F
13. KLRS-F (J/NA)	20/ 2.3	1.6	1.3	3.0	2.0	2.0	21/394	383/ 7.9	5.7	6.4	148	2.5	20	273	KLRS-F
14. KOME-F (AOR)	19/ 2.2	1.7	1.0	0.5	1.2	1.4	19/236	233/ 4.8	4.7	3.6	145	1.4	11	181	KOME-F

12+ FM SHARE (METRO): 74.90% (549 of 733) (WIN 88: 66.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDON-F>	1 KDON-F	1 KDON-F	1 KWAU-F	1 KWAU-F	1 KGO >	1 KGO	1 KTOM-AF	1 KDON-F>	1 KDON-F	1 KGO >>
2 KWSS-F>>	2 KMBY-F	2 KMBY-F<	2 KDON-F	2 KDON-F	2 KTOM-AF<	2 KTOM-AF	2 KGO <	2 KWSS-F<	2 KGO >	2 KWAU-F
3	3 KWSS-F	3 KWAU-F	3 KTOM-AF	3 KTOM-AF	3 KBAY-F>	3 KDON-F	3 KDON-F<	3 KWAU-F	3 KWSS-F	3 KCTY
4	KWAU-F>	4 KTOM-AF	KOCN-F	4 KWSS-F	4 KBOQ-F	4 KWSS-F	4 KMBY-F	4 KTOM-AF	4 KXDC-AF	4
5	5 KTOM-AF	5 KWSS-F	KOCN-F	5 KWSS-F	5 KXDC-AF	5 KWAU-F	5 KBAY-F	5 KMBY-F<	5 KBAY-F	5
6	6	6	KMBY-F	6	6 KCBS	6	6 KWSS-F	6 KMBY-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDON-F>>	1 KDON-F	1 KWAU-F>	1 KDON-F	1 KWAU-F>	1 KMBY-F>>	1 KMBY-F>	1 KOME-F	1 KMBY-F>	1 KMBY-F
2 KWSS-F>>	2 KWSS-F	2 KWSS-F	2 KWAU-F	2 KWSS-F	2 KDON-F	2 KDON-F	KDON-F	2 KDON-F	KDON-F<
3 KTOM-AF	3 KWAU-F>>	3 KDON-F	3 KWSS-F>	3 KOCN-F	3 KTOM-AF>	3 KOME-F>	3 KMBY-F>	3 KTOM-AF	3 KTOM-AF
4 KLFA-F	4 KTOM-AF	4 KOCN-F	4 KTOM-AF	KDON-F	4 KSJO-F	4 KTOM-AF<	4 KWAU-F	4 KOME-F	4 KBOQ-F
5 KWAU-F	5 KOCN-F	5 KTOM-AF	5 KOCN-F	5 KTOM-AF	5 KOME-F	5 KLFA-F	5 KOCN-F	5 KWAU-F	5 KWAU-F
6	KLFA-F	KMBY-F	6	6	KLFA-F	6 KWAU-F	6	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCTY 980	Salinas	2.1/4.3	KARA-F 105.7	Santa Clara	0.7/2.1
KHIP-F 93.5	Hollister	1.2/4.9	KAZA 1290	Gilroy	0.8/2.0
KLRS 1080	Santa Cruz	0.2/1.1	KDFC 1220	Palo Alto	0.0/0.3
KNZS 1540	Capitola	0.9/2.8	KDFC-F 102.1	San Francisco	0.6/2.1
KOMY 1340	Watsonville	0.9/3.5	KEZR-F 106.5	San Jose	0.3/1.9
KPIG-F 107.5	Freedom	2.1/4.5	KMEL-F 106.1	San Francisco	0.9/2.7
KRAY-F 103.9	Salinas	2.0/5.5	KNBR 680	San Francisco	1.4/5.1
KRKC 1490	King City	0.3/1.8	KSJO-F 92.3	San Jose	1.4/4.1
KTGE 1570	Salinas	1.4/3.4			

RADIO STATIONS

KCTY, 980,	1 KW/480 W (DA-1)	, HISPANIC	, \$ 26.00	(Lotus)	
KDON, 1460,	5 KW (DA-1)	, HISPANIC	SMN, \$ 15.00	(Katz)	Henry
KOMY, 1340,	1 KW	, NOSTALGIA	MBS, \$ 12.00	(Radio Time)	(WATSONVILLE)
KTGE, 1570,		, HISPANIC	, \$ 17.00	(Katz Hisp.)	
KTOM, 1380,	5 KW (DA-2)	, COUNTRY	ABC-E, \$ 20.00	(MMR)	Comm. Pacific
KBOQ-F, 92.7,	1 KW @ 570,	CLASSICAL	, \$ 24.00	(Durpetti)	(MARINA)
KDON-F, 102.5,	19 KW @ 2270,	CHR	, \$ 37.00	(Katz)	Henry
KHIP-F, 93.5,	3 KW @ ??,	CLASSIC ROCK	, \$ NA	(Eastman)	(HOLLISTER)
KLFA-F, 93.9,	6 KW @ 700,	HISPANIC	, \$ 20.00	(Caballero)	(KING CITY)
KLRS-F, 99.1,	1 KW @ 2890,	NEW AGE	, \$ 28.00	(Mc-Guild)	Fuller-Jeffrey
KMBY-F, 107.1,	1 KW @ 1570,	AOR	, \$ 31.00	(Banner)	
KOCN-F, 104.9,	1 KW @ 500,	AC	MBS, \$ 22.00	(Torbet)	
KRAY-F, 103.9,	3 KW @ 165,	HISPANIC	, \$ 26.00	(Lotus)	
KTOM-F, 100.7,	1 KW @ 2575,	COUNTRY	ABC-E, \$ 30.00	(MMR)	Comm. Pacific
KWAU-F, 96.9,	18 KW @ 2575,	AC	APR, \$ 43.00	(HNWH)	Buckley
KXDC-F, 101.7,	1 KW @ 590,	BTFL/EZ	, \$ 15.00	(Christal)	Woods

SALT LAKE CITY

Arbitron Rank/Pop (12+): 38/999,300  
 MSA Rank/Pop: 45/1,061,100  
 ADI # 41  
 Average Person Ratings: 15.9  
 Market TSL: 21.0 hours

Stations: 35/35  
 Diaries: 1303/767:1/59.9%  
 Sample Target: 1240  
 % Below Line: 0.0  
 % Not Listed: 7.2

1988 Revenue: \$28,200,000  
 HH Inc.: \$30,695  
 Retail \$: 6.0 Bil  
 Pop per Station: 28,551  
 #1 Biller: KSL \$4,500,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KSFI-F (EZ)	155/ 9.8	10.0	7.0	7.9	9.8	8.7	189/2413	1967/19.7	19.6	19.1	102	4.8	84	1355	KSFI-F
2. KKAT-F (C)	137/ 8.6	9.6	11.4	9.0	8.9	9.6	173/2109	1770/17.7	19.7	17.4	129	10.6	186	2394	KKAT-F
3. KSOP-AF (C)	127/ 8.0	4.2	8.2	6.1	5.2	6.6	145/1926	1517/15.2	12.8	13.2	100	7.4	125	1415	KSOP-AF
4. KCPX-F (CHR)	125/ 7.9	7.3	8.3	9.3	8.4	8.2	145/2773	2381/23.8	22.1	22.8	72	10.2	179	2581	KCPX-F
5. KSL (NOR)	111/ 7.0	7.0	7.4	7.2	7.9	7.2	140/2559	2147/21.5	24.2	23.0	97	8.3	145	2448	KSL
6. KISN-F (CHR)	110/ 6.9	7.9	9.3	10.6	7.8	8.7	126/2740	2406/24.1	20.0	20.8	83	1.0	17	541	KISN-F
7. KRSP-F (AOR)	89/ 5.6	6.3	7.6	8.9	7.8	7.1	102/1871	16300/16.3	18.4	19.6	98	8.6	151	2321	KRSP-F
8. KBER-F (AOR)	71/ 4.5	4.1	2.2	2.6	3.4	3.3	75/1025	966/ 9.7	9.4	8.0	78	7.0	123	1130	KBER-F
9. KJQN-F (AOR)	53/ 3.3	3.2	2.8	1.4	0.4	2.7	53/697	688/ 6.9	5.7	1.9	30	4.2	73	765	KJQN-F
10. KNGR-AF (AC)	51/ 3.2	4.0	3.8	4.5	5.1	3.9	63/1015	840/ 8.4	8.3	12.3	131	2.2	37	901	KNGR-AF
11. KTKK (T)	50/ 3.1	3.4	1.8	2.8	2.5	2.8	50/624	616/ 6.2	5.8	5.0	65	2.6	46	613	KTKK
12. KLCY-F (AC)	47/ 3.0	3.2	3.2	3.6	3.7	3.3	63/1227	971/ 9.7	9.5	8.8	147	2.8	49	731	KLCY-F
13. KLZX-F (AOR)	39/ 2.5	3.3	3.4	2.5	2.2	2.9	47/788	734/ 7.3	8.1	7.0	144	3.4	59	814	KLZX-F
14. KDAB-F (J/NA)	37/ 2.3	2.1	1.8	2.1	3.0	2.1	37/586	586/ 5.9	4.9	8.3	122	1.8	32	523	KDAB-F
KALL (AC)	37/ 2.3	3.7	2.4	2.1	3.9	2.6	37/799	783/ 7.8	10.3	10.9	130	2.2	38	783	KALL

12+ PM SHARE (METRO): 77.34% (1140 of 1474) (WIN 88: 74.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KCPX-F>>	1 KISN-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KSFI-F	1 KSL	1 KSFI-F	1 KSFI-F	1 KCPX-F<	1 KSL >
2 KISN-F>	2 KRSP-F<	2 KSOP-AF	2 KSFI-F	2 KSFI-F	2 KSL	2 KSOP-AF	2 KKAT-F	2 KKAT-F	2 KISN-F>	2 KSOP-F<
3 KJQN-F	3 KCPX-F	3 KSFI-F<	3 KSOP-AF	3 KSOP-AF	3 KKAT-F	3 KSFI-F<	3 KSOP-AF	3 KCPX-F	3 KSOP-AF	3 KKAT-F
4 KRSP	4 KSOP-AF<	4 KISN-F<	4 KSL	4 KSL	4 KSOP-AF>	4 KKAT-F	4 KISN-F	4 KISN-F	4 KISN-F	4 KSFI-F<
KBER-F	5 KBER-F	5 KCPX-F	5 KISN-F	5 KISN-F	5 KTKK	5 KCPX-F	5 KCPX-F	5 KSOP-AF	5 KSL	5 KRSP-F
6	6 KKAT-F>	6 KRSP-F	6 KCPX-F<	6 KCPX-F<	6 KALL	6 KRSP-F<	6 KRSP-F<	6 KSL >	6 KRSP-F	6 KISN-F
7	7 KJQN-F	7	7 KRSP-F	7 KRSP-F	7 KOYL	7 KISN-F>	7 KSL	7	7 KKAT-F	7 KCPX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSOP-AF	1 KISN-F	1 KISN-F	1 KKAT-F<	1 KKAT-F<	1 KBER-F<	1 KRSP-F	1 KRSP-F	1 KRSP-F	1 KKAT-F
2 KISN-F>	2 KSOP-AF	2 KKAT-F	2 KSOP-AF	2 KSFI-F>	2 KRSP-F>	2 KBER-F>	2 KLZX-F	2 KKAT-F	2 KSL <
3 KCPX-F	3 KCPX-F	3 KCPX-F>	3 KSFI-F	3 KSOP-AF	3 KJQN-F	3 KCPX-F	3 KBER-F	3 KBER-F	3 KSFI-F
4 KJQN-F	4 KKAT-F>	4 KMGR-AF	4 KISN-F	4 KCPX-F	4 KCPX-F>>	4 KLZX-F	4 KISN-F	4 KSL	4 KSOP-AF
5 KKAT-F	5 KMGR-AF	5 KSOP-AF	5 KCPX-F>	5 KISN-F	5 KISN-F	5 KISN-F	5 KKAT-F	5 KCPX-F	5 KRSP-F
6 KZHT-F	6 KSFI-F	6 KRSP-F	6 KMGR-AF	6 KMGR-AF	6 KKAT-F	6 KKAT-F	6 KCPX-F	6 KSOP-AF	6 KISN-F<
7 KSFI-F	7 KRSP-F	7 KLCY-F	7 KLCY-F	7 KLCY-F	7 KSOP-AF	7 KSOP-AF	7 KSOP-AF>	7 KSFI-F	7 KLZX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KANN	1120	Ogden	0.3/0.9
KCGL-F	105.5	Salt Lake City	0.7/1.1
KDYL	1280	Salt Lake City	1.6/2.7
KEMX	1320	Salt Lake City	1.0/2.6
KFAM	700	N Salt Lake City	0.6/1.8
KKWY-F	97.9	Ogden/Slt.Lk.City	1.0/6.7
KLO	1430	Ogden	0.6/1.7
KLUB	570	Salt Lake City	0.4/3.4
KLVV-F	99.5	Bountiful/SL	0.5/2.4
KMGR	1230	Murray/Salt Lake	0.0/0.1
KRPN-F	107.9	Roy/Salt Lake City	0.8/2.6
KRSP	1060	S Salt Lake	0.7/2.8
KSOS-F	106.9	Brigham	0.8/2.6
KSRR	1400	Provo	0.7/1.9
KSVN	730	Ogden	0.8/1.0
KUTR	860	Salt Lake City	1.1/4.1
KZHT-F	94.9	Provo/Slt.Lk.Ct	1.7/4.9
KZOL-F	96.1	Provo/Slt.Lk.Ct	1.3/5.0
KZQQ	1550	W Val City/SL	0.3/1.9

RADIO STATIONS

AM STATIONS

KALL, 910,	5 KW/1 KW (DA-N)	, AC	MBS, \$ 45.00	(Eastman)	Hatch
KBBX, 1600,	5 KW/1 KW (DA-N)	, RELIGION	, \$ 8.00	(---)	Mid America Gospel
KEMX, 1320,	5 KW (DA-1)	, OLDIES/AC	MBS, \$ 21.00	(Katz)	John Price
KDYL, 1280,	5 KW/500 W (DA-N)	, NOSTALGIA	SMN, \$ 24.00	(CBS)	
KLUB, 570,	5 KW (DA-1)	, NOST/MOR	NBC, \$ 29.00	(Mc-Guild)	
KRSP, 1060,	10 KW/1 KW (DA-N)	, OLDIES	ABC-D, \$ 20.00	(Durpetti)	
KSL, 1160,	50 KW	, MOR	CBS, \$106.00	(MMR)	Bonneville
KTKK, 630,	1 KW/500 W (DA-2)	, TALK	ABC-T, \$ 31.00	(K & P)	
KUTR, 860,	50 KW (DAYS)	, AC	, \$ 20.00	(Christal)	Citadel

FM STATIONS

KCGL, 105.5,	500 W @ 650,	RELIGION	, \$ 12.00	(Midamer)	Mid America Gospel
KCPX, 98.7,	27 KW @ 2930,	CHR	, \$ 60.00	(Katz)	John Price
KZOL, 96.1,	55 KW @ 2620,	OLDIES	, \$ 30.00	(HNWH)	Cook Inlet
KISN, 97.1,	26 KW @ 3650,	CHR	, \$ 59.00	(Mc-Guild)	
KKAT, 101.9,	26 KW @ 3740,	COUNTRY	, \$ 65.00	(Banner)	Brown
KLCY, 94.1,	24 KW @ 3030,	AC	ABC-C, \$ 56.00	(Eastman)	Hatch
KLZX, 93.3,	26 KW @ 3734,	CLASSIC ROCK	, \$ 40.00	(Christal)	Citadel
KMGR, 107.5,	46 KW @ 2796,	SOFT AC	, \$ 44.00	(HNWH)	Bingham
KRSP, 103.5,	28 KW @ 3630,	AOR	ABC-R, \$ 58.00	(Durpetti)	
KSFI, 100.3,	26 KW @ 3740,	BTFL/EZ	, \$ 80.00	(CBS)	
KSOP, 104.3,	25 KW @ 3650,	COUNTRY	, \$ 52.00	(MMR)	
KKGB, 97.9,	26 KW @ 3770,	AOR	, \$ 27.00	(Christal)	
KDAB, 101.1,	25 KW @ 3740,	JAZZ/NEW AGE	US 2, \$ 32.00	(HNWH)	Albimar
KBER, 106.5,	___ KW @ ??,	AOR	SOURCE, \$ 23.00	(Torbet)	(SPANISH FORK)

SAN ANTONIO

Arbitron Rank/Pop (12+): 36/1,027,900  
 MSA Rank/Pop: 38/1,306,000  
 Average Person Ratings: 18.2  
 Market TSL: 23.75 hours

Stations: 29/27  
 Diaries: 1319/779:1/56.7%  
 Sample Target: 1200  
 % Below Line: 0.3  
 % Not Listed: 7.9

1988 Revenue: \$36,800,000  
 HH Inc.: \$31,204  
 Retail \$: 7.7 Bil  
 Pop per Station: 38,070  
 #1 Biller: WOAI \$4,200,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KCYY-F (C)	178/ 9.5	10.3	5.8	7.7	6.6	8.3	220/2531	2093/20.4	21.5	15.0	128	9.5	177	1881	KCYY-F
2. WOAI (N/T)	147/ 7.9	6.4	6.4	4.6	5.6	6.3	187/2345	1732/16.8	14.9	13.6	76	5.7	106	1341	WOAI
3. KTFM-F (U/SP)	135/ 7.2	5.7	6.8	8.0	8.2	6.9	143/2405	2170/21.1	17.9	23.0	76	7.7	145	2682	KTFM-F
4. KQXT-F (EZ)	118/ 6.3	7.6	4.8	8.6	8.3	6.8	130/1596	1387/13.5	14.6	17.5	67	2.9	54	656	KQXT-F
5. KITY-F (CHR)	116/ 6.2	7.0	9.2	9.1	8.0	7.9	135/2193	1852/18.0	19.5	18.9	58	12.2	228	2804	KITY-F
6. KCOR (SP)	105/ 5.6	7.0	6.0	8.4	4.9	6.8	105/897	892/ 8.7	8.7	7.3	102	4.3	81	920	KCOR
7. KAJA-F (C)	95/ 5.1	5.5	4.6	4.4	5.5	4.9	107/1670	1456/14.2	15.3	14.1	122	6.5	121	1520	KAJA-F
8. KISS-F (AOR)	94/ 5.0	4.7	5.6	6.9	7.6	5.6	119/1886	1582/15.4	14.4	14.8	72	5.3	100	1816	KISS-F
9. KMMX-F (AC)	83/ 4.4	3.4	3.8	4.9	5.4	4.1	84/1523	1390/13.5	9.9	11.9	159	3.7	70	1011	KMMX-F
10. KKYX (C)	78/ 4.2	3.9	4.3	2.9	2.6	3.8	220/2139	923/ 9.0	8.9	7.4	83	4.4	82	1094	KKYX
11. KSMG-F (AC)	73/ 3.9	5.4	5.1	3.6	2.8	4.5	84/1529	1320/12.8	13.8	10.4	151	6.0	112	1271	KSMG-F
12. KZEP-F (AOR)	66/ 3.5	4.5	3.3	3.8	4.1	3.8	73/1140	1046/10.2	11.0	9.1	149	4.5	85	1136	KZEP-F
13. KSAQ-F (CHR)	62/ 3.3	3.4	3.2	2.7	2.7	3.2	64/1373	1279/12.4	12.9	10.7	55	3.7	69	1421	KSAQ-F
14. KONO (O)	61/ 3.3	2.9	4.1	4.2	5.2	3.6	63/1026	933/ 9.1	9.1	11.3	155	2.7	50	842	KONO
15. KTSA (MOR)	47/ 2.5	3.5	2.0	1.4	3.2	2.3	63/1122	835/ 8.1	9.8	10.3	56	2.2	42	804	KTSA
16. KEDA (SP)	41/ 2.2	2.0	2.7	2.3	3.3	2.3	43/646	619/ 6.0	5.7	7.8	127	0.7	13	299	KEDA
17. KZVE-F (SP)	40/ 2.1	2.2	3.2	4.4	3.3	3.0	47/733	667/ 6.5	4.3	7.9	105	1.2	22	295	KZVE-F
18.															
19.															
20.															

12+ FM SHARE (METRO): 63.51% (1093 of 1721) (WIN 88: 66.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KITY-F	1 KISS-F<	1 KCYY-F>	1 KCYY-F>	1 KCYY-F>	1 WOAI >	1 KCYY-F<	1 KCYY-F	1 KCYY-F>	1 KITY-F<	1 WOAI
2 KTFM-F>>	2 KCYY-F	2 KTFM-F	2 KMMX-F	2 KMMX-F	2 KQXT-F	2 WOAI	2 WOAI	2 WOAI	2 KTFM-F>	2 KAJA-F<
3	3 KTFM-F<	3 KISS-F<	3 KAJA-F<	3 KAJA-F<	3 KCYY-F	3 KTFM-F	3 KQXT-F	3 KTFM-F	3 KCYY-F	3 KCYY-F<
4	4 KMMX-F	4 KMMX-F	4 KSMG-F<	4 WOAI <	4 KCOR	4 KCOR	4 KCOR <	4 KITY-F	4 KISS-F	4 KISS-F
5	5 KZEP-F	5 KAJA-F<	5 KTFM-F<	5 KSMG-F<	5 KKYX	5 KITY-F<	5 KAJA-F<	5 KQXT-F	5 KSAQ-F	5 KTFM-F
6	6 KITY-F<	6 KSMG-F<	6 KZEP-F	6 KCOR <	6 KAJA-F	6 KQXT-F	6 KISS-F	6 KAJA-F	6 KAJA-F	6 KSMG-F
7	7 KSAQ-F	7 KZEP-F<	7 KCOR	7 KTFM-F	7 KONO	7 KKYX <	7 KMMX-F	7 KISS-F<	7 KQXT-F	7 KQXT-F
8	8	8 KITY-F	8	8	8	8 KAJA-F	8 KTFM-F	8 KCOR	8 KMMX-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTFM-F	1 KCYY-F>	1 KCYY-F>	1 KCYY-F>	1 KCYY-F>	1 KISS-F>>	1 KISS-F>>	1 KMMX-F	1 KISS-F	1 KCYY-F>
2 KITY-F	2 KTFM-F	2 KMMX-F	2 KTFM-F	2 KCOR <	2 KSJL	2 KZEP-F	2 KZEP-F	2 KCYY-F	2 WOAI
3 KCYY-F	3 KITY-F	3 KTFM-F	3 KITY-F<	3 KMMX-F<	3 KSAQ-F>	3 KMMX-F	3 KISS-F	3 KMMX-F<	3 KMMX-F
4 KSAQ-F>	4 KMMX-F	4 KZEP-F	4 KAJA-F	4 KAJA-F<	4 KTFM-F>	4 KCYY-F	4 KCYY-F>	4 KZEP-F	4 KZEP-F
5 KAJA-F	5 KSAQ-F	5 KITY-F	5 KMMX-F	5 KTFM-F	5 KZEP-F	5 KSAQ-F<	5 KSMG-F	5 KTFM-F<	5 KSMG-F<
6 KSMG-F	6 KSMG-F<	6 KSMG-F	6 KSMG-F	6 KSMG-F	6 KITY-F	6 KTFM-F	6 KCOR	6 KSMG-F<	6 KAJA-F
7 KQXT-F	7 KAJA-F<	7 KSAQ-F	7 KCOR	7 KONO	7 KMMX-F	7 KSJL	7 KAJA-F	7 WOAI <	7
8	8 KZEP-F	8 KISS-F	8	8	8 KCYY-F	8	8	8 KAJA-F	8

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCHL	1480	San Antonio	1.0/2.7
KDRY	1100	Alamo Heights	0.3/1.5
KFAN-F	101.1	Fredericksburg	1.3/5.0
KFHM	1160	San Antonio	0.3/1.3
KNBT-F	92.1	New Braunfels	0.5/1.1
KSJL	760	San Antonio	1.6/4.9
KSLR	630	San Antonio	1.6/4.2
KWED	1580	Seguin	0.7/1.6
KXET	1250	San Antonio	1.0/3.5
KXTN	1310	San Antonio	1.2/4.5
KEYI-F	103.5	San Marcos/Aust	
KEYU	1490	Austin	0.3/1.4

RADIO STATIONS

AM STATIONS

KCOR, 1350,	5 KW (DA-N)	, HISPANIC	,\$ 63.00	(Katz Hisp.)	Tichenor
KDRY, 110,	5 KW/1 KW (DA-N)	, RELIGION	,\$ 11.00	(---)	
KEDA, 1540,	5 KW/1 KW (DA-N)	, HISPANIC	,\$ 37.00	(Caballero)	
KFHM, 1160,	10 KW/1 KW (DA-2)	, HISPANIC	,\$ 19.00	(Roslin)	
KKYX, 680,	50 KW/10 KW (DA-N)	, COUNTRY	ABC-I,\$ 47.00	(Katz)	New City
KCHL, 1480,	2.5 KW (DAYS,DA)	, OLDIES	SMN,\$ 21.00	(Group W)	
KONO, 860,	5 KW/1 KW	, OLDIES	NBC,\$ 40.00	(Christal)	Genesis
KRIA, 930,	5 KW/1 KW (DA-N)	, HISPANIC	,\$ 28.00	(Lotus)	
KSAH, 720,	10 KW/1 KW (DA-2)	, HISPANIC	,\$ 20.00	(Caballero)	
KSLR, 630,	5 KW (DA-2)	, RELIGION	,\$ 18.00	(---)	
KTSA, 550,	5 KW (DA-N)	, MOR/HISPANIC	,\$ 42.00	(Banner)	
KXET, 1250,	1 KW (DA-N)	, HISPANIC	,\$ 30.00	(Lotus)	Lotus
WOAI, 1200,	50 KW	, NEWS/TALK	CBS,\$ 84.00	(HNWH)	Clear Channel

FM STATIONS

KAJA, 97.3,	100 KW @ 472,	COUNTRY	,\$ 75.00	(HNWH)	Clear Channel
KZVE, 107.5,	100 KW @ 1535,	HISPANIC	,\$ 51.00	(Eastman)	TK
KCYY, 100.3,	100 KW @ 980	COUNTRY	,\$ 77.00	(Katz)	NewCity
KISS, 99.5,	100 KW @ 576,	AOR	ABC-R,\$ 69.00	(MMR)	Adams
KITY, 92.9,	100 KW @ 1020,	CHR	,\$ 59.00	(Christal)	Genesis
KMMX, 106.7,	100 KW @ 1030,	AC	,\$ 58.00	(Group W)	
KQXT, 101.9,	100 KW @ 700,	BTFL/EZ	US 1,CBS-R,\$ 58.00	(Group W)	Westinghouse
KSAQ, 96.1,	100 KW @ 480,	CHR	,\$ 43.00	(Eastman)	Inner City
KTFM, 102.7,	100 KW @ 670,	URBAN/HCR	,\$ 81.00	(Banner)	
KSMG, 105.3,	100 KW @ 1240,	OLDIES	,\$ 60.00	(CBS)	Rusk
KZEP, 104.5,	100 KW @ 750,	CLASSIC AOR	MBS,\$ 44.00	(Torbet)	Lotus

SAN DIEGO

Arbitron Rank/Pop (12+): 16/1,985,100

Stations: 35/27  
 Diaries: 2177/912:1/51.5%  
 Sample Target: 1610  
 % Below Line: 5.1  
 % Not Listed: 13.5

1988 Revenue: \$78,000,000  
 HH Inc.: \$39,167  
 Retail \$: 16.8 Bil  
 Pop per Station: 73,522  
 #1 Biller: KFMB \$10,000,000

MSA Rank/Pop: 16/2,310,600  
 ADI # 24  
 Average Person Ratings: 16.4  
 Market TSL: 21.5 hours

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. KKLQ-AF (CHR)	289/ 8.9	9.5	8.9	9.0	8.7	9.1		4436/24.0	22.1	20.4	73	0.8	366	5160	KKLQ-AF
2. KJQY-F (EZ)	271/ 8.3	6.2	6.9	6.8	7.9	7.1		2849/14.4	13.2	15.7	80	5.9	207	2172	KJQY-F
3. KSDO (N/T)	182/ 5.6	6.2	6.8	7.3	8.1	6.5		2354/11.9	14.1	15.1	73	6.5	231	1768	KSDO
4. KGB -F (AOR)	79/ 5.3	9.2	5.8	10.3	6.4	7.7		3026/ 5.0	6.7	4.9	130	9.1	322	3100	KGB -F
5. KYXY-F (AC)	170/ 5.2	3.6	5.4	3.1	3.4	4.3		2562/12.9	8.8	9.9	135	2.9	102	1548	KYXY-F
KFMB-F (CHR)	170/ 5.2	6.3	6.3	6.1	7.8	6.0		3517/17.7	20.3	21.6	110	6.9	245	3406	KFMB-F
7. XTRA-F (AOR)	163/ 5.0	5.1	5.2	5.2	5.4	5.1		2721/13.7	15.8	14.2	56	8.2	291	3502	XTRA-F
8. KSON-F (C)	162/ 5.0	5.9	5.8	3.7	4.8	5.1		2132/10.7	12.0	9.9	140	4.7	166	1967	KSON-F
9. KFMB (MOR)	143/ 4.4	5.3	7.1	7.0	5.3	5.9		2381/12.0	12.6	13.4	116	4.7	166	1702	KFMB
10. XHRM-F (B)	124/ 3.8	2.8	3.2	3.2	2.8	3.0		1899/ 9.6	8.8	7.5	84	4.1	144	1900	XHRM-F
KKYY-F (AC)	124/ 3.8	3.2	2.6	1.6	2.2	2.8		1873/ 9.4	9.6	7.1	142	3.6	128	1637	KKYY-F
12. KPOP (BB)	120/ 3.7	4.3	2.8	4.9	3.1	3.9		1467/ 7.4	6.1	7.8	46	2.5	87	1087	KPOP
13. KCBQ-AF (O)	115/ 3.5	2.9	4.1	3.7	3.6	3.5		2096/11.1	9.0	11.7	151	4.5	160	2002	KCBQ-AF
14. KFSD-F (CL)	112/ 3.4	2.8	2.7	1.9	2.8	2.7		1671/ 8.4	7.4	6.9	79	2.1	75	1691	KFSD-F
15. KIFM-F (J)	104/ 3.2	2.9	4.7	3.4	4.7	3.5		1775/ 8.9	9.2	10.4	162	3.7	130	1828	KIFM-F
16. KGMG-F (AOR)	66/ 2.0	2.0	2.3	1.6	1.5	2.0		1335/ 6.7	5.9	4.4	140	2.0	71	886	KGMG-F
17. KSWV-F (J/NA)	58/ 1.8	1.6	1.5	2.0	2.1	1.7		1104/ 5.6	5.6	6.6	150	1.4	49	1566	KSWV-F
18.															
19.															
20.															

NOTE:San Diego's Metro & TSA are the same.

12+ FM SHARE (METRO): 74.66% (2098 of 2810) (WIN 88: 73.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKLQ-AF>>1	KKLQ-AF<	1 KKLQ-AF	1 KGB -F	1 KYXY-F	1 KJQY-F>	1 KKLQ-AF	1 KGB -F	1 KGB -F	1 KGB -F	1 KJQY-F
2 XHRM-F	2 KGB -F>	2 KGB -F>	2 KKLQ-AF	KSON-F<	2 KSDO >	2 KSDO	2 KJQY-F>	2 KKLQ-AF	2 KKLQ-AF>	2 KSDO
3 XTRA-F>>	3 XTRA-F	3 KFMB-F<	KYXY-F	3 KGB -F	3 KFMB <	3 KJQY-F	3 KKLQ-AF	3 KJQY-F	3 XTRA-F	KFMB >>
4	4 KFMB-F	4 KYXY-F<	4 KSON-F	4 KJQY-F<	4 KPOP	KFMB	4 KSDO	4 KSON-F	4 XHRM-F	4 KGB -F
5	5 KYXY-F<	5 XTRA-F	5 KJQY-F<	5 KKLQ-AF	5 KFSD-F	5 KGB -F	5 KYXY-F	5 KFMB-F	5 KJQY-F	5 XHRM-F<
6	6 KKYY-F	6 KKYY-F<	6 KKYY-F	6 KFMB-F<	6 KSON-F	6 KFMB-F	6 KFMB-F<	6 XTRA-F<	6 KYXY-F	6 KSON-F
7	7 KIFM-F	7 KSON-F	KFMB-F<	7 KKYY-F<	7 KYXY-F	7 KYXY-F	7 KYXY-F	7 KSON-F	7 KSON-F	KKLQ-F
8	8 XHRM-F	8	8 KCBQ-AF	8 KCBQ-AF<	8	8 XTRA-F	8 KPOP	KSDO	8	KCBQ-F
9	KSON-F	9	9 KIFM-F	9 KIFM-F<	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

  

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKLQ-AF	1 KKLQ-AF>	1 KKLQ-AF	1 KKLQ-AF	1 KYXY-F	1 KKLQ-AF	1 KGB -F	1 KGB -F>	1 KGB -F	1 KGB -F
XTRA-F>	2 XTRA-F	2 KYXY-F	2 KYXY-F	2 KKLQ-AF	2 KGB -F	2 KKLQ-AF>	2 KIFM-F	2 KKLQ-AF>	2 KSON-F<
3 KGB -F	3 KFMB-F<	3 KKYY-F	3 KFMB-F<	3 KJQY-F<	3 XTRA-F>>	3 XTRA-F>	3 KSON-F	3 XTRA-F	3 KIFM-F
KFMB-F>	4 KGB -F	4 KFMB-F<	4 KKYY-F	4 KSON-F<	4 KFMB-F>	4 KFMB-F	4 KKLQ-AF	4 KFMB-F<	4 KCBQ-AF<
5 XHRM-F	5 KYXY-F	5 KGB -F	5 KGB -F<	5 KKYY-F	5 KPWR-F	5 KIFM-F	KFMB-F	5 KIFM-F<	5 KJQY-F
6 KKYY-F	6 KKYY-F	6 XHRM-F	6 KSON-F<	6 KFMB-F>	6 XHRM-F	6 KSON-F<	6 XTRA-F	6 KCBQ-AF	6 KFMB <
7 KYXY-F>	7 XHRM-F	KSON-F	7 XTRA-F	7 KCBQ-AF	7 KYXY-F	7 KYXY-F	KYXY-F	7 KSON-F	7 KFMB-F<
8 KGMG-F	8	8	8 KJQY-F	KGB -F	8	8	8 KCBQ-AF	8	8 KKLQ-AF
9	9	9	9	KFMB	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGMG	1320	OCEANSIDE	0.3/0.2
KKOS-F	95.9	CARLSBAD	1.0/2.9
KPRZ	1210	SAN MARCOS	0.6/2.1
KSON	1240	SAN DIEGO	1.1/3.9
KVSD	1000	VISTA	0.6/2.3
XHTZ-F	90.3	TIJUANA	1.3/6.5
XLTN-F	104.5	TIJUANA	0.3/1.3
XTRA	690	TIJUANA	0.9/4.3
KABC	790	LOS ANGELES	0.6/1.2
KBRT	740	AVALON	0.3/1.1
KFI	640	LOS ANGELES	0.4/2.0
KNX	1070	LOS ANGELES	1.6/5.4
KPWR-F	105.9	LOS ANGELES	0.6/1.9
KRTH-F	101.1	LOS ANGELES	0.5/1.8
KWVE-F	107.9	SAN CLEMENTE	0.4/1.3
XEMO	860	TIJUANA	0.6/1.3

RADIO STATIONS

AM STATIONS

KCBQ,	1170,	50 KW/1.5 KW (DA-2),	OLDIES	CBS-R, \$ NA (Republic)	Eric/Chandler
KFMB,	760,	5 KW (DA-N)	, MOR	CBS, \$190.00 (Mc-Guild)	Midwest TV
KKLQ,	600,	5 KW (DA-1)	, CHR	APR,MBS, \$ NA (Christal)	Edens
KMJC,	910,	5 KW (DA-2)	, RELIGION	, \$ 23.00 (---)	
KPOP,	1360,	5 KW/1 KW	, NOSTALGIA	NBC, \$ 42.00 (Katz)	Brown
KSDO,	1130,	10 KW (DA-2)	, NEWS/TALK	ABC-I, \$126.00 (Durpetti)	Gannett
KSON,	1240,	1 KW	, COUNTRY	MBS, \$ NA (Banner)	Jeff-Pilot
KVSD,	1000,	2.5 KW/500 (DA-2)	, TALK	ABC-D, \$ 27.00 (---)	
XTRA,	690,	50 KW (DA-2)	, TALK	, \$ 44.00 (MMR)	Noble

FM STATION

KCBQ,	105.3,	29 KW @ 620,	OLDIES	CBR-R, \$ 73.00 (Republic)	Eric/Chandler
KFMB,	100.7,	30 KW @ 620,	CONTEMP	, \$140.00 (Mc-Guild)	Midwest TV
KFSD,	94.1,	100 KW @ 641,	CLASSICAL	, \$ 65.00 (HNWH)	Lotus
KGB,	101.5,	50 KW @ 577,	AOR	, \$157.00 (Katz)	Brown
KGMG,	102.1,	2 KW @ 346,	CLASSIC ROCK	MBS, \$ 40.00 (Banner)	(OCEANSIDE)
KIFM,	98.1,	28 KW @ 640,	JAZZ	, \$ 75.00 (CBS)	
KJQY,	103.7,	36 KW @ 650,	BTFL/EZ	, \$ 90.00 (Group W)	Westinghouse
KKLQ,	106.5,	50 KW @ 442,	CHR	, \$ 80.00 (Christal)	Edens
KKOS,	95.9,	3 KW @ 305,	AC	, \$ 40.00 (---)	
KKYY,	94.9,	22 KW @ 701,	AC	, \$ 61.00 (Torbet)	Sandusky
KSON,	97.3,	50 KW @ 465,	COUNTRY	, \$ 98.00 (Banner)	Jeff-Pilot
KSWV,	102.9,	2 KW @ 1840,	JAZZ/NEW AGE	SMN, \$ 57.00 (Durpetti)	Gannett
KYXY,	96.5,	41 KW @ 540,	AC	, \$ 70.00 (HNWH)	
XTRA,	91.1,	100 KW @ 1000,	AOR	, \$ 97.00 (MMR)	Noble
XHRM,	92.5,	50 KW @ 600,	URBAN	, \$ 48.00 (K & P)	(TIJUANA)
XHIT,	90.3,	100 KW @ 1000,	AOR	, \$ 36.00 (Torbet)	(TIJUANA)



SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/4,954,500

Stations: 50/49  
Diaries: 3571/1387:1/46.4%  
Sample Target: 2650  
% Below Line: 0.4  
% Not Listed: 11.2

1988 Revenue: \$168,200,000  
HH Inc.: \$41,900  
Retail \$: 38.0 Bil  
Pop per Station: 101,112  
#1 Biller: KGO \$19,500,000

MSA Rank/Pop: SF: 28/1,626,100  
ADI # 5  
Average Person Ratings: 17.0  
Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KGO (N/T)	698/ 8.3	8.3	7.1	8.4	6.8	8.0	830/10805	8884/17.9	20.5	16.4	76	8.3	683	7537	KGO
2. KMEL-F (CHR)	423/ 5.0	5.6	5.8	5.7	6.1	5.5	453/7416	6899/13.9	13.4	15.7	62	8.3	683	8373	KMEL-F
3. KABL-AF (EZ)	421/ 5.0	4.7	5.6	6.2	5.9	5.4	457/5402	5065/10.2	10.2	10.6	66	3.5	243	3512	KABL-AF
4. KCBS (N/T)	389/ 4.6	5.0	4.7	5.4	4.7	4.9	471/8676	7020/14.2	17.0	15.9	76	4.4	365	6646	KCBS
5. KOIT-AF (AC)	317/ 3.8	4.2	3.4	4.5	3.2	4.0	326/6229	5889/11.9	12.8	10.0	137	2.8	233	3164	KOIT-AF
6. KFRC (BB)	308/ 3.7	3.4	3.4	2.8	4.3	3.3	354/5578	4684/ 9.5	7.8	9.1	51	2.5	209	3641	KFRC
7. KIOI-F (AC)	307/ 3.6	3.9	4.0	3.6	3.5	3.8	317/6121	5929/12.0	11.8	10.9	136	3.7	304	4674	KIOI-F
8. KSAN-F (C)	269/ 3.2	2.2	2.3	2.9	3.2	2.7	277/3838	3669/ 7.4	6.8	8.0	131	3.3	268	3753	KSAN-F
9. KKSF-F (J/NA)	255/ 3.0	2.7	2.2	2.4	2.4	2.6	255/3564	3553/ 7.2	7.0	7.3	153	2.3	192	2122	KKSF-F
10. KXXX-F (CHR)	239/ 2.8	2.2	2.7	2.7	2.3	2.6	242/5292	5145/10.4	8.0	10.1	61	2.4	193	2911	KXXX-F
11. KDFC-AF (CL)	238/ 2.8	2.9	1.9	2.4	2.4	2.5	246/3776	3571/ 7.2	6.9	6.9	100	1.1	89	1426	KDFC-AF
12. KRQR-F (AOR)	237/ 2.8	2.9	2.6	2.9	2.5	2.8	244/4433	4217/ 8.5	7.7	7.6	125	3.9	324	3572	KRQR-F
13. KSOL-F (B)	226/ 2.7	2.8	3.3	3.7	4.4	3.1	231/4624	4472/ 9.0	8.9	10.6	85	4.3	352	4955	KSOL-F
14. KNBR (MOR)	223/ 2.6	2.2	4.3	3.6	2.1	3.2	290/6231	4526/ 9.1	7.7	7.9	108	2.2	181	2604	KNBR
15. KITS-F (CHR)	220/ 2.6	3.0	2.4	2.8	3.3	2.7	229/3392	3254/ 6.6	7.1	7.5	88	2.9	236	3638	KITS-F
16. KBLX-F (U/AC)	197/ 2.3	2.8	2.4	1.7	2.3	2.3	200/3127	3044/ 6.1	7.8	6.3	152	2.9	239	3326	KBLX-F
17. KKHI-AF (CL)	187/ 2.3	3.0	1.7	1.8	1.2	2.2	189/3408	3353/ 6.8	6.4	4.9	100	1.3	110	2296	KKHI-AF
18. KBAY-F (EZ)	184/ 2.2	2.0	1.7	2.0	2.8	2.0	246/3080	2429/ 4.9	5.0	5.3	86	1.5	122	1266	KBAY-F
19. KFOG-F (AOR)	170/ 2.0	1.8	2.1	1.7	2.2	1.9	183/3516	3328/ 6.7	5.6	6.8	150	1.8	151	2956	KFOG-F
20. KSFO (O)	145/ 1.7	2.1	3.1	2.4	1.7	2.3	162/4021	3650/ 7.4	8.4	6.0	135	1.4	115	2424	KSFO
21. KHQT-F (CHR)	144/ 1.7	1.2	1.4	1.5	0.6	1.5	144/2195	2163/ 4.4	3.8	2.4	47	2.8	229	2232	KHQT-F
22. KYA -F (AC)	129/ 1.5	1.6	1.3	1.1	1.4	1.4	145/3509	3262/ 6.6	6.4	5.9	160	1.3	110	2134	KYA -F
23. KOME-F (AOR)	121/ 1.4	1.6	1.7	1.4	1.5	1.5	145/2739	2456/ 5.0	4.5	4.5	114	1.7	143	2343	KOME-F
24. KSJO-F (AOR)	115/ 1.4	1.6	1.6	1.2	1.3	1.5	134/2649	2339/ 4.7	4.7	3.8	79	2.2	183	2503	KSJO-F
25. KNEW (C)	109/ 1.3	1.1	1.6	1.4	1.5	1.4	111/1995	1920/ 3.9	3.8	4.1	100	1.5	119	1387	KNEW
26. KIQI (SP)	107/ 1.3	1.2	1.2	1.0	1.1	1.2	1071/230	1230/ 2.5	2.1	2.0	85	0.8	65	1068	KIQI
27.															
28.															
29.															
30.															

12+ FM SHARE (METRO): 64.79% (4844 of 7477) (WIN 88: 65.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMEL-F>	1 KMEL-F>	1 KMEL-F	1 KGO	1 KGO	1 KGO >	1 KGO >	1 KGO >	1 KGO	1 KGO	1 KGO >>
2 KXXX-F>	2 KRQR-F	2 KIOI-F<	2 KIOI-F<	2 KOIT-AF	2 KABL-AF	2 KCBS	2 KABL-AF	2 KMEL-F	2 KMEL-F>	2 KCBS >>
3 KHQT-F	3 KIOI-F	3 KGO <	3 KOIT-AF<	3 KIOI-F	3 KCBS	3 KABL-AF	3 KOIT-AF	3 KABL-AF	3 KDFC-AF	3 KNBR >>
4 KSOL-F	4 KITS-F	4 KOIT-AF	4 KKSF-F	4 KKSF-F	4 KFRC >	4 KMEL-F	4 KFRC <	4 KFRC	4 KNBR	4 KMEL-F
5 KITS-F	5 KSOL-F<	5 KKSF-F	5 KSAN-F	5 KSAN-F	5 KOIT-AF<	5 KIOI-F	5 KCBS	5 KXXX-F	5 KKSF-F	5 KKSF-F<
6	6 KKSF-F	6 KRQR-F	6 KRQR-F	6 KRQR-F	6 KDFC-AF<	6 KNBR <	6 KIOI-F	6 KOIT-AF	6 KKSF-F	6 KSOL-F
7	7 KOIT-AF	7 KSAN-F	7 KBLX-F	7 KBLX-F	7 KNBR	7 KOIT-AF<	7 KMEL-F	7 KIOI-F	7 KITS-F	7 KITS-F
8	8 KXXX-F	8 KITS-F	8 KMEL-F	8 KBLX-F	8 KSAN-F	8 KSAN-F	8 KSAN-F	8 KSAN-F	8 KSAN-F	8 KSAN-F
9	9 KGO	9 KBLX-F	9 KFOG-F<	9 KABL-AF	9 KBAY-F<	9 KFRC	9 KKSF-F	9 KKSF-F	9 KKSF-F	9 KKSF-F
10	10 KFOG-F	10 KSOL-F	10 KCBS	10 KMEL-F	10 KKHI-AF	10 KXXX-F	10 KRQR-F	10 KSOL-F	10 KOIT-AF	10 KXXX-F
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54						
1 KMEL-F>>	1 KMEL-F>	1 KIOI-F	1 KMEL-F<	1 KOIT-AF						
2 KXXX-F	2 KIOI-F	2 KKSF-F	2 KOIT-AF	2 KIOI-F						
3 KRQR-F	3 KOIT-AF	3 KOIT-AF	3 KIOI-F>	3 KGO						
4 KHQT-F<	4 KRQR-F<	4 KMEL-F	4 KKSF-F	4 KKSF-F						
5 KSOL-F<	5 KKSF-F	5 KRQR-F	5 KSAN-F<	5 KSAN-F<						
6 KITS-F	6 KITS-F	6 KITS-F	6 KGO <	6 KABL-AF						
7 KOIT-AF	7 KXXX-F<	7 KBLX-F<	7 KBLX-F	7 KBLX-F						
8 KIOI-F	8 KSOL-F	8 KSAN-F	8 KRQR-F	8 KMEL-F						
9 KOME-F	9 KSAN-F	9 KSOL-F<	9 KSOL-F<	9 KDFC-AF						
10 KSAN-F	10 KBLX-F	10 KGO	10 KXXX-F	10 KCBS						
					12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT	
1 KMEL-F>	1 KRQR-F	1 KRQR-F	1 KGO	1 KGO >						
2 KITS-F	KMEL-F	2 KGO	2 KRQR-F	2 KRQR-F						
3 KSJO-F	3 KITS-F	3 KFOG-F	3 KMEL-F	3 KKSF-F<						
4 KXXX-F	4 KSOL-F	4 KIOI-F	4 KKSF-F<	4 KSAN-F<						
5 KSOL-F	KIOI-F	5 KKSF-F	5 KFOG-F<	5 KFOG-F						
6 KRQR-F	6 KSJO-F	6 KITS-F	6 KITS-F	6 KITS-F						
7 KBRG-F	KGO <	7 KOME-F<	KIOI-F	7 KIOI-F<						
8 KOME-F	8 KFOG-F	8 KSOL-F	8 KSAN-F	8 KOIT-AF						
9 KOME-F	9 KOME-F	9 KMEL-F	9 KOIT-AF	9 KNBR						
10 KIOI-F	10 KXXX-F	10 KYA -F	KYA -F	10 KYA -F						

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KARA-F	105.7	Santa Clara	1.1/4.1
KATD-F	95.3	Los Gatos	0.5/2.2
KBRG-F	104.9	Fremont	1.0/2.0
KDIA	1310	Oakland	0.8/2.3
KEEN	1370	San Jose	0.6/1.3
KEZR-F	106.5	San Jose	0.7/2.4
KFAX	1100	San Francisco	0.6/1.6
KJAZ-F	92.7	Alameda	1.1/3.1
KLIV	1590	San Jose	0.6/1.6
KLOK	1170	San Jose	0.5/1.7
KNTA	1430	Santa Clara	0.3/0.6
KOFY	1050	San Mateo	1.0/3.9
KOFY-F	98.9	San Francisco	0.7/3.3
KREO-F	92.9	Healdsburg	0.4/1.2
KWSS-F	94.5	Gilroy	1.0/4.0
KXFX-F	101.7	Santa Rosa	0.3/0.9
KZST-F	100.1	Santa Rosa	0.7/1.8
KRAK	1140	Sacramento	0.4/0.9

RADIO STATIONS

AM STATIONS

KABL,	960,	5 KW (DA-1)	, BTFL/EZ	, \$ NA (Christal)	Shamrock
KCBS,	740,	50 KW (DA-2)	, NEWS	CBS, \$260.00 (CBS)	CBS
KDIA,	1310,	5 KW (DAY-1)	, BLACK	, \$ 60.00 (---)	Mediacomm
KEST,	1450,	1 KW	, GOSPEL/ETHNIC	, \$ 36.00 (---)	
KFAX,	1100,	50 KW (DA-1)	, RELIGION	, \$ 25.00 (---)	Salem
KPRC,	610,	5 KW	, NOSTALGIA	MBS,US 1, \$ 40.00 (Republic)	RKO
KGO,	810,	50 KW (DA-1)	, TALK	ABC-I, \$345.00 (Banner)	Cap Cities/ABC
KIQI,	1010,	10 KW/500W(DA-1)	, HISPANIC	, \$ 60.00 (Caballero)	
KNBR,	680,	50 KW	, MOR/AC	NBC, \$205.00 (Mc-Guild)	NBC
KNEW,	910,	5 KW (DA-N)	, COUNTRY	, \$ 80.00 (Katz)	Malrite
KOFY,	1050,	1 KW/500W (DA-N)	, OLDIES	, \$ 50.00 (Katz & Powell)	K & P
KSFO,	560,	5 KW (DA-N)	, OLDIES	US2, \$100.00 (MMR)	King

FM STATIONS

KABL,	98.1,	100 KW @ 940,	BTFL/EZ	, \$165.00 (Christal)	Shamrock
KBLX,	102.9,	7 KW @ 1285,	URBAN/AC/JAZZ	, \$158.00 (HNWH)	Inner City
KDFC,	102.1,	33 KW @ 1050,	CLASSICAL	, \$ 70.00 (CMBS)	
KFOG,	104.5,	8 KW @ 1454,	AOR	Source, \$121.00 (Eastman)	Susquehanna
KIOI,	101.3,	125 KW @ 1220,	AC	, \$126.00 (Durpetti)	Faircom
KITS,	105.3,	15 KW @ 1220,	CHR	ABC-F, \$104.00 (HNWH)	Entercom
KJAZ,	92.7,	2 KW @ 550,	JAZZ	, \$ 80.00 (Roslin)	
KKHI,	95.7,	9 KW @ 1473,	CLASSICAL	, \$ 83.00 (HNWH)	Buckley
KKSF,	103.7,	8 KW @ 1470,	JAZZ/NEW AGE	, \$119.00 (Banner)	Brown
KMEL,	106.1,	69 KW @ 1240,	CHR/URBAN	, \$160.00 (Christal)	Century
KOFY,	98.9,	6 KW @ 1350,	CHR	, \$ 87.00 (Katz & Powell)	K & P
KOIT,	96.5,	33 KW @ 1410,	SOFT AC	, \$134.00 (Torbet)	Bonneville
KRQR,	97.3,	82 KW @ 1100,	AOR	CBS-R, \$115.00 (CBS)	CBS
KSAN,	94.9,	35 KW @ 1290,	COUNTRY	, \$173.00 (Katz)	Malrite
KSOL,	107.7,	9 KW @ 1590,	BLACK	APR, \$148.00 (MMR)	United
KYR,	93.3,	31 KW @ 593,	OLDIES	US2, \$ 90.00 (MMR)	King
KXXX,	99.7,	45 KW @ 1240,	CHR	, \$175.00 (Mc-Guild)	Emmis

SAN JOSE

Arbitron Rank/Pop (12+): 29/1,198,600  
 MSA Rank/Pop: 30/1,437,800  
 San Francisco ADI  
 Average Person Ratings: 16.7  
 Market TSL: 22.0 hours

Stations: 45/16  
 Diaries: 1554/771:1/46.9%  
 Sample Target: 1400  
 % Below Line: NA  
 % Not Listed: NA

1988 Revenue: \$28,000,000  
 HH Inc.: \$46,360  
 Retail \$: 11.5 Bil  
 Pop per Station: 74,912  
 #1 Biller: KOME-F \$4,600,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion	25-54	Birch Share	Birch AQH	Birch Cume	
1. KBAY-F (EZ)	138/ 6.9	6.2	4.5	6.8	9.7	6.1	236/2838	1716/14.3	13.1	15.1	91	4.4	86	1034	KBAY-F	
2. KHQT-F (CHR)	126/ 6.3	4.4	5.6	6.0	2.5	5.6	144/2173	1832/15.3	12.4	8.3	41	9.8	191	1836	KHQT-F	
3. KOME-F (AOR)	84/ 4.2	4.3	4.1	3.8	4.6	4.1	139/2592	1544/12.9	11.7	11.5	105	5.2	101	1482	KOME-F	
4. KWSS-F (CHR)	77/ 3.8	3.6	2.7	4.9	6.5	3.8	146/3049	1659/13.8	12.5	16.8	87	4.8	93	1391	KWSS-F	
5. KARA-F (AC)	74/ 3.7	3.5	3.8	3.0	3.9	3.5	98/2094	1626/13.6	10.9	10.2	157	3.8	75	992	KARA-F	
6. KSJO-F (AOR)	71/ 3.5	4.7	5.3	3.1	4.5	4.2	122/2337	1466/12.2	11.7	11.5	74	6.3	123	1552	KSJO-F	
7. KLZR-F (AC)	56/ 2.8	3.6	3.4	2.7	2.3	3.1	61/1216	1018/ 8.5	9.7	9.0	150	2.2	44	593	KEZR-F	
8. KEEN (C)	48/ 2.4	1.7	2.7	1.7	1.7	2.1	49/616	488/ 4.1	4.5	4.0	96	2.2	43	717	KEEN	
9. KATD-F (CHR)	44/ 2.2	1.3	2.3	2.2	3.2	2.0	47/1231	994/ 8.3	6.7	12.2	109	1.9	38	765	KATD-F	
10. KLIV (BB)	34/ 1.7	2.5	1.7	1.4	1.4	1.8	46/766	503/ 4.2	4.8	4.2	53	1.3	25	357	KLIV	
11. KDFC-AF (C)	10/ 1.4	2.0	1.9	2.0	2.1	1.8	96/1907	666/ 5.6	5.8	5.6	93	0.6	11	255	KDFC-AF	
12. KNTA (SP)	23/ 1.1	0.6	0.8	1.0	1.6	0.9	25/294	246/ 2.1	2.6	3.3	127	0.5	9	124	KNTA	
KLOK (MOR)	23/ 1.1	1.2	1.0	1.1	1.1	1.1	34/713	384/ 3.2	3.3	5.8	55	0.7	14	403	KLOK	
14. KAZA (SP)	22/ 1.1	0.7	0.7	1.2	0.6	0.9	28/314	231/ 1.9	1.6	2.4	109	1.3	26	215	KAZA	
15.																

12+ FM SHARE (METRO): NA (WIN 88: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHQT-F>>	1 KHQT-F	1 KOME-F<	1 KARA-F	1 KBAY-F	1 KBAY-F>>	1 KBAY-F	1 KBAY-F>	1 KHQT-F	1 KHQT-F>>	1 KEEN >>
2 KWSS-F>	2 KOME-F	2 KHQT-F<	2 KBAY-F	2 KARA-F	2 KARA-F	2 KHQT-F	2 KARA-F	2 KBAY-F>	2 KBAY-F>	2 KHQT-F
3 KSJO-F	3 KSJO-F	3 KARA-F	3 KOME-F	3 KOME-F	3 KEEN	3 KWSS-F	3 KOME-F	3 KOME-F	3 KWSS-F	3 KLIV
4	4 KWSS-F	4 KWSS-F<	4 KEZR-F	4 KEZR-F	4 KLIV	4 KOME-F	4 KHQT-F	4 KSJO-F	4 KSJO-F	4 KBAY-F
5	5 KEZR-F	5 KSJO-F	5 KWSS-F	5 KWSS-F	5 KDFC-AF>	5 KARA-F	5 KEZR-F<	5 KARA-F<	5 KOME-F	5 KATD-F
6	6 KARA-F	6 KBAY-F	6	6	6	6 KSJO-F	6 KWSS-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHQT-F>>	1 KHQT-F	1 KEZR-F	1 KEZR-F<	1 KBAY-F	1 KHQT-F	1 KOME-F	1 KOME-F>	1 KOME-F>	1 KOME-F
2 KWSS-F	2 KEZR-F	2 KWSS-F	2 KHQT-F<	2 KARA-F	2 KSJO-F	2 KSJO-F	2 KSJO-F	2 KSJO-F	2 KARA-F
3 KOME-F	3 KWSS-F>	3 KARA-F>	3 KARA-F	3 KEZR-F	3 KOME-F>	3 KHQT-F>	3 KARA-F>	3 KHQT-F	3 KBAY-F>
4 KLOK	4 KARA-F	4 KHQT-F>	4 KWSS-F	4 KWSS-F	4 KWSS-F>>	4 KWSS-F	4 KHQT-F	4 KARA-F	4 KSJO-F
5 KSJO-F	5 KOME-F	5 KOME-F	5 KBAY-F	5 KATD-F	5 KATD-F>>	5 KARA-F	5 KNTA	5 KBAY-F	5
6 KEZR-F>>	6	6 KATD-F	6	6 KHQT-F	6 KEEN	6	6	6 KWSS-F	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KSJX 1500 San Jose 0.5/2.4

RADIO STATIONS

KAZA, 1290, 5 KW (DAYS,DA)	HISPANIC	\$ 40.00	(Caballero)	(GILROY)
KEEN, 1370, 5 KW (DA-2)	COUNTRY	UPI, \$ 48.00	(MMR)	
KSJX, 1500, 10 KW/5 KW (DA-1)	BUSINESS NEWS	APR, \$ 25.00	(Katz)	Narragansett
KLIV, 1590, 5 KW (DA-N)	NOSTALGIA	\$ 40.00	(Eastman)	Empire
KLOK, 1170, 50 KW/5 KW (DA-2)	MOR/AC	\$ 46.00	(Katz Hisp.)	
KNTA, 1430, 1 KW (DA-1)	HISPANIC	\$ 38.00	(Lotus)	Tamarack
KARA-F, 105.7, 50 KW @ 500, AC		\$ 75.00	(Eastman)	Empire
KATD-F, 95.3, 375 W @ 860, CHR		\$ 53.00	(Durpetti)	
KBAY-F, 100.3, 15 KW @ 2580, BTFL/EZ		\$ 81.00	(MMR)	
KEZR-F, 106.5, 50 KW @ 430, AC		\$ 60.00	(Christal)	
KHQT-F, 97.7, 1.6 KW @ 875, CHR		\$ 51.00	(HNWH)	
KOME-F, 98.5, 13 KW @ 880, AOR		\$ 100.00	(Torbet)	Infinity
KSJO-F, 92.3, 50 KW @ 369, AOR		ABC-R, \$ 80.00	(Katz)	Narragansett
KWSS-F, 94.5, 1 KW @ 2580, CHR		\$ 88.00	(Mc-Guild)	Nationwide (GILROY)

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 14/2,131,400  
 ADI# 14  
 MSA Rank/Pop: Seattle:26/1,801,000  
 Tacoma: 91/549,400  
 Average Person Ratings: 16.2  
 Market TSL: 21.5 hours

Stations: 33/32  
 Diaries: 1810/1178:1/54.0%  
 Sample Target: 1780  
 % Below Line: 0.5  
 % Not Listed: 7.6

1988 Revenue: \$73,500,000  
 HH Inc.: \$35,634  
 Retail \$: 17.6 Bil  
 Pop per Station: 66,606  
 #1 Biller: KIRO \$18,200,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. KIRO (N/T)	344/10.0	11.0	10.6	10.4	8.9	10.5	382/5961	5175/24.3	29.1	21.9	90	9.4	304	4419	KIRO
2. KPLZ-F (CHR)	295/ 8.6	5.8	6.3	7.7	5.5	7.1	325/4873	4293/20.1	16.5	15.0	43	9.4	302	4434	KPLZ-F
3. KUBE-F (CHR)	239/ 6.9	8.1	9.1	7.9	9.4	8.0	265/4669	4272/20.0	22.3	20.3	83	11.4	368	5152	KUBE-F
4. KPMP-AF (C)	198/ 5.7	5.5	6.0	5.4	4.6	5.7	221/2681	2296/10.8	12.3	9.6	105	5.1	146	1873	KPMP-AF
5. KOMO (MOR)	191/ 5.5	5.5	4.7	4.7	5.5	5.1	223/3776	3221/15.1	16.7	15.2	95	4.2	136	2199	KOMO
6. KBRD-F (EZ)	158/ 4.6	4.2	4.2	3.8	6.1	4.2	202/2049	1590/ 7.5	7.7	9.6	65	2.5	81	894	KBRD-F
7. KISW-F (AOR)	146/ 4.2	4.1	5.7	4.8	4.7	4.7	167/3089	2696/12.6	11.6	10.1	83	6.2	199	2392	KISW-F
8. KXRX-F (AOR)	130/ 3.8	4.3	3.7	4.3	4.5	4.0	174/2622	2199/10.3	11.5	9.1	100	5.4	174	2082	KXRX-F
9. KBSG-F (O)	126/ 3.7	3.3	3.9	3.3	1.9	3.5	170/2734	2149/10.1	10.7	5.9	151	2.5	79	1222	KBSG-F
10. KING-F (CL)	124/ 3.6	3.6	3.9	2.4	2.4	3.4	133/2188	2041/ 9.6	9.2	6.4	92	3.4	110	1533	KING-F
11. KLSY-AF (AC)	107/ 3.1	2.2	2.1	2.7	3.9	2.5	110/2135	2017/ 9.1	7.9	9.0	129	3.4	111	2208	KLSY-AF
KIXI (BB)	107/ 3.1	4.2	4.6	4.1	3.6	4.0	117/1687	1528/ 7.2	8.6	8.0	26	2.0	63	1198	KIXI
13. KRPM-AF (C)	102/ 3.0	2.6	3.4	2.2	2.7	2.8	158/1911	1324/ 6.2	6.5	5.7	110	2.2	70	846	KRPM-AF
14. KSEA-F (AC)	100/ 2.9	3.1	3.4	3.3	3.9	3.2	124/1789	1560/ 7.3	7.7	9.7	97	1.9	60	709	KSEA-F
15. KMG1-F (AC)	97/ 2.8	2.6	3.3	3.3	3.9	3.0	102/1667	1394/ 6.5	8.0	9.0	154	2.2	70	958	KMG1-F
16. KING (N/T)	93/ 2.7	3.0	2.2	1.8	2.0	2.4	118/1679	1409/ 6.6	7.9	6.1	96	2.2	71	1123	KING
17. KLTX-F (AC)	90/ 2.6	2.7	1.9	1.8	2.6	2.3	104/1745	1536/ 7.2	8.2	6.5	138	1.3	42	1417	KLTX-F
18. KNUA-F (J/NA)	77/ 2.2	2.7	1.5	1.7	2.3	2.3	82/1525	1379/ 6.5	6.8	5.0	145	2.8	89	1108	KNUA-F
19. KZOK-F (AOR)	76/ 2.2	2.4	2.5	2.8	3.2	2.5	85/1829	1627/ 7.6	8.3	8.6	159	2.6	83	1270	KZOK-F
20. KCMS-F (R/G)	74/ 2.1	1.6	1.1	2.3	2.1	1.8	82/1070	978/ 4.6	5.2	3.9	124	1.7	54	711	KCMS-F
21. KVI (O)	70/ 2.0	2.0	1.9	2.6	2.2	2.1	86/1424	1291/ 6.1	6.6	7.6	155	1.3	43	1012	KVI
22. KEZX-AF (K/AOR)	68/ 2.0	1.3	1.2	1.9	1.9	1.6	88/1269	1121/ 5.1	4.3	3.8	155	1.7	55	616	KEZX-AF
23. KJR (AC)	58/ 1.7	1.6	1.4	2.1	2.3	1.7	69/2011	1735/ 8.1	6.2	7.2	135	2.4	78	1666	KJR
24. KCIS (R/G)	27/ 0.8	0.8	0.7	1.2	0.0	0.9	30/610	438/ 2.1	2.7	0.0	87	0.5	15	375	KCIS
25.															

12+ FM SHARE (METRO): 67.49% (2151 of 3187) (WIN 88: 69.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPLZ-F>>	1 KUBE-F	1 KUBE-F	1 KIRO >	1 KIRO >	1 KIRO >	1 KIRO >	1 KIRO	1 KPLZ-F	1 KPLZ-F>	1 KIRO >>
2 KUBE-F>>	2 KPLZ-F	2 KPLZ-F	2 KUBE-F	2 KPMP-AF	2 KOMO	2 KOMO	2 KUBE-F<	2 KIRO	2 KIRO	2 KISW-F
3	3 KISW-F	3 KIRO	KBSG-F	3 KUBE-F<	3 KPMP-AF<	3 KPLZ-F	3 KOMO <	3 KUBE-F	3 KUBE-F>	3 KOMO >>
4	4 KXRX-F>	4 KISW-F<	4 KPMP-AF	4 KBSG-F	4 KBRD-F>	4 KUBE-F>	4 KBRD-F<	4 KISW-F<	4 KISW-F	4 KBRD-F
5	5 KIRO	5 KXRX-F	5 KOMO	5 KOMO	5 KIXI	5 KPMP-AF	5 KPMP-AF	5 KPMP-AF	5 KPMP-AF	5 KMG1-F
6	6 KBSG-F	6 KBSG-F	6 KMG1-F	6 KMG1-F	6 KING-F	6 KISW-F	6 KPLZ-F	6 KOMO	6 KXRX-F	6 KUBE-F
7	7 KLSY-AF	7 KPMP-AF	7	7	7 KING	7	7	7	7 KJR	7 KPMP-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KUBE-F	1 KUBE-F>	1 KLSY-AF	1 KUBE-F>	1 KUBE-F	1 KPLZ-F>	1 KPLZ-F	1 KIRO >	1 KIRO	1 KIRO >>
2 KPLZ-F>>	2 KPLZ-F	2 KUBE-F	2 KPLZ-F	2 KLSY-AF	2 KISW-F	2 KISW-F	2 KUBE-F	2 KPLZ-F	2 KPMP-AF
3 KISW-F	3 KLSY-AF	3 KBSG-F>	3 KLSY-AF	3 KPMP-AF<	3 KXRX-F	3 KXRX-F	3 KISW-F<	3 KISW-F	3 KBSG-F
4 KXRX-F	4 KISW-F	4 KLTX-F	4 KBSG-F	4 KIRO <	4 KUBE-F>>	KUBE-F	4 KXRX-F	4 KXRX-F	4 KOMO
5 KLSY-AF>	5 KBSG-F<	KCMS-F	5 KPMP-AF	5 KBSG-F	5 KIRO	5 KIRO >>	5 KMG1-F<	5 KUBE-F>	5 KXRX-F
6 KBSG-F	6 KXRX-F	6 KEZX-AF	6 KIRO	6 KOMO <	6 KPMP-AF	6 KZOK-F	6 KZOK-F<	6 KBSG-F	6 KISW-F<
7	7	KZOK-F	7 KLTX-F	7 KLTX-F	7	KMG1-F	7 KBSG-F	7 KPMP-AF	7 KUBE-F
		KXRX-F					8 KNUA-F		KMG1-F
		KISW-F							

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGNW	820	Burien/Seattle	0.6/1.9
KKFX	1250	Seattle	0.6/2.5
KRIZ	1420	Renton/Seattle	0.5/0.9
KTAC	850	Tacoma	0.4/1.1
KISM-F	92.9	Bellingham	0.5/1.5

RADIO STATIONS

AM STATIONS

KBLE,	1050,	5 KW/453 W	, RELIGION	, \$ 27.00 (---)	Ostrander-Wilson
KCIS,	630,	5 KW/2.5 KW (DA-2)	, RELIGION	UPI, \$ 41.00 (---)	
KEZX,	1150,	5 KW (DA-N)	, JAZZ/VARIOUS	, \$ NA (Republic)	Park
KING,	1090,	50 KW (DA-2)	, NEWS/TALK	NBC, \$ 56.00 (MMR)	King
KIRO,	710,	50 KW (DA-N)	, NEWS/TALK	CBS, \$278.00 (Torbet)	Bonneville
KIXI,	880,	50 KW/ 1 KW (DA-2)	, NOSTALGIA	, \$ 52.00 (Republic)	Noble
KQUL,	1590,	5 KW (DA-2)	, OLDIES	Source, \$ 34.00 (Torbet)	Adams
KJR,	950,	5 KW (DA-N)	, AC	, \$ 59.00 (HNWH)	Ackerly
KKFX,	1250,	5 KW (DA-N)	, BLACK	APR, \$ 36.00 (HNWH)	
KOMO,	1000,	50 KW (DA-N)	, MOR	ABC-I, \$160.00 (Katz)	
KVI,	570,	5 KW	, OLDIES	, \$ 51.00 (Durpetti)	Golden West

FM STATIONS

KBSG,	97.3,	100 KW @ 700,	OLDIES	, \$ 60.00 (Torbet)	Viacom
KCMS,	105.3,	115 KW @ 740,	RELIGION	UPI, \$ 48.00 (Radio Spot Sales)	
KEZX,	98.9,	100 KW @ 1070,	AOR/JAZZ	ABC-E, \$ 64.00 (Republic)	Park
KING,	98.1,	100 KW @ 850,	CLASSICAL	, \$ 72.00 (MMR)	King
KISW,	99.9,	100 KW @ 1150,	AOR	, \$119.00 (Mc-Guild)	Nationwide
KLSY,	92.5,	100 KW @ 1100,	AC	, \$ 82.00 (Banner)	Sandusky
KLTX,	95.7,	100 KW @ 1150,	AC	, \$ 61.00 (HNWH)	Ackerly
KMGI,	107.7,	100 KW @ 1194,	SOFT AC	, \$ 62.00 (Republic)	Noble
KMPS,	94.1,	100 KW @ 1170,	COUNTRY	APR, \$ 110.00 (Mc-Guild)	EZ
KNUA,	106.9,	100 KW @ 819,	JAZZ/NEW AGE	ABC-R, \$ 55.00 (Durpetti)	Gannett
KPLZ,	101.5,	100 KW @ 1150,	CHR	, \$ 83.00 (Durpetti)	Golden West
KSEA,	100.7,	100 KW @ 736,	SOFT AC	, \$ 79.00 (Torbet)	Bonneville
KRPM,	106.1,	100 KW @ 700,	COUNTRY	, \$ 66.00 (Christal)	Heritage
KUBE,	93.3,	100 KW @ 1291,	CHR	, \$135.00 (MMR)	Cook Inlet
KXXR,	96.5,	100 KW @ 1223,	AOR	, \$ 75.00 (Katz)	Shamrock
KZOK,	102.5,	100 KW @ 1170,	CLASSIC ROCK	, \$ 72.00 (Banner)	Adams
KBRD,	103.7,	100 KW @ 1620,	BTFL/EZ	, \$ 74.00 (Republic)	Entercom

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 71/502,500

MSA Rank/Pop: 86/588,100  
ADI # 96

Average Person Ratings: 17.7  
Market TSL: 23.0 hours

Stations: 25/14  
Diaries: 981/512:1/55.96%  
Sample Target: 890  
% Below Line: 35.7  
% Not Listed: 15.1

1988 Revenue: \$11,800,000  
HH Inc.: \$33,206  
Retail \$: 4.7 Bil  
Pop per Station: 35,892  
#1 Biller: WHYN-AF \$3,800,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WRCH-F (EZ)	90/10.1	8.7	8.9	10.0	9.4	9.4	91/935	894/17.8	15.4	15.3	66	6.4	52	460	WRCH-F
2. WTIC-F (CHR)	81/ 9.1	7.9	9.2	9.0	9.3	8.8	82/1146	1131/22.5	23.1	22.7	79	11.4	92	1486	WTIC-F
3. WAQY-F (AOR)	76/ 8.6	8.2	7.2	10.3	7.7	8.6	84/1285	1198/23.8	20.2	19.5	102	10.5	85	1029	WAQY-F
4. WHYN-F (AC)	73/ 8.2	10.3	9.5	7.0	8.5	8.8	88/1315	1181/23.5	24.8	22.0	140	9.2	74	893	WHYN-F
5. WMAS-F (AC)	65/ 7.3	10.2	9.1	9.8	9.0	9.1	72/952	897/17.9	21.0	20.9	137	6.2	50	657	WMAS-F
6. WMAS (BB)	52/ 5.9	4.7	6.3	7.1	7.3	6.0	52/568	562/11.2	9.1	10.6	20	3.3	27	333	WMAS
7. WHYN (MOR)	47/ 5.3	5.5	5.6	8.6	7.1	6.3	48/805	774/15.4	17.2	17.1	91	6.2	50	666	WHYN
8. WNNZ (AC)	31/ 3.5	1.8	2.4	2.2	2.5	2.5	31/351	313/ 6.2	5.6	5.5	171	3.2	26	192	WNNZ
9. WHMP-F (CHR)	28/ 3.2	3.2	2.1	1.9	2.5	2.6	35/585	486/ 9.7	9.0	7.6	81	3.1	25	276	WHMP-F
10. WCCC-F (AOR)	26/ 2.9	2.5	1.3	2.4	2.5	2.3	26/529	502/10.0	10.5	7.7	90	2.5	20	440	WCCC-F
11. WWYZ-F (C)	23/ 2.6	2.2	0.4	0.0	0.3	1.3	23/338	332/ 6.6	5.2	2.5	112	3.3	27	354	WWYZ-F
WDRC-F (AC)	23/ 2.6	2.5	4.7	2.8	3.4	3.1	24/514	508/10.1	8.5	11.3	173	3.1	25	366	WDRC-F
WAAF-F (AOR)	23/ 2.6	2.5	5.0	2.0	1.5	3.0	29/509	444/ 8.8	9.0	7.0	112	3.5	28	415	WAAF-F
14. WTIC (MOR)	19/ 2.1	1.7	2.1	2.7	2.9	2.2	20/408	403/ 8.0	5.0	7.2	33	2.2	18	323	WTIC

12+ FM SHARE (METRO): 71.71% (540 of 751) (WIN 88: 67.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F>>	1 WAQY-F	1 WAQY-F	1 WHYN-F	1 WHYN-F	1 WRCH-F>	1 WTIC-F<	1 WRCH-F	1 WTIC-F	1 WTIC-F	1 WAQY-F>
2 WHMP-F	2 WTIC-F>	2 WTIC-F	2 WAQY-F<	2 WMAS-F	2 WMAS >	2 WHYN-F<	2 WMAS-F	2 WTIC-F<	2 WAQY-F>	2 WMAS-F
3 WAQY-F>	3 WHYN-F	3 WHYN-F	3 WMAS-F	3 WAQY-F	3 WHYN-F	3 WMAS-F<	3 WHYN-F<	3 WAQY-F	3 WRCH-F	3 WTIC
4	4 WMAS-F	4 WMAS-F>	4 WTIC-F	4 WTIC-F	4 WHYN	4 WRCH-F	4 WAQY-F	4 WHYN-F	4 WHMP-F	4 WHYN
5	5 WCCC-F	5 WCCC-F	5 WNNZ	5 WRCH-F	5 WMAS-F>	5 WAQY-F	5 WTIC-F	5 WMAS-F>	5 WHYN-F	5 WHMP-F
6	6	6 WNNZ	6 WDRC-F	6 WNNZ	6 WNNZ	6 WHYN	6	6	6 WHYN	6 WTIC-F
7	7	7	7	7	7	7 WMAS	7	7	7	7 WHCN-F>
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTIC-F>>	1 WTIC-F>	1 WMAS-F	1 WTIC-F<	1 WMAS-F		1 WAQY-F>	1 WAQY-F>>	1 WAQY-F>>	1 WAQY-F>	1 WAQY-F>
2 WAQY-F	2 WMAS-F	2 WTIC-F	2 WMAS-F	2 WHYN-F>		2 WTIC-F	2 WTIC-F	2 WTIC-F>	2 WTIC-F	2 WNNZ
3 WHYN-F	3 WHYN-F	3 WHYN-F>	3 WHYN-F>	3 WTIC-F		3 WCCC-F>	3 WCCC-F>	3 WCCC-F	3 WHYN-F	3 WHYN-F>
4 WMAS-F>>	4 WAQY-F>	4 WHMP-F	4 WAQY-F>	4 WRCH-F		4 WAAF-F>	4 WAAF-F	4 WHYN-F	4 WCCC-F	4 WTIC-F
5 WKSS-F	5 WHMP-F>	5 WAQY-F>	5 WHYN	5 WHYN		5 WHMP-F	5 WHYN-F	5 WHCN-F	5 WNNZ >	5 WRCH-F
6 WCCC-F	6 WKSS-F	6 WKSS-F>	6 WDRC-F	6 WDRC-F		6 WHCN-F	6 WHCN-F	6 WAAF-F	6 WAAF-F	6 WDRC-F
7	7	7 WIOF-F	7 WHMP-F	7		7 WHYN-F>>	7	7 WNNZ	7	7 WMAS-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACE	730	Chicopee	0.6/3.0
WARE	1250	Ware	0.6/2.1
WHMP	1400	Northampton	1.9/5.2
WIXY	1600	East Longmeadow	0.9/2.5
WREB	930	Holyoke	1.8/3.9
WSPR	1270	Springfield	0.8/4.0
WTTT	1430	Amherst	0.7/2.1
WAAF-F	107.3	Worcester	2.6/8.8
WCCC-F	106.9	Hartford	2.9/10.0
WDRC-F	102.9	Hartford	2.6/10.1
WHCN-F	105.9	Hartford	1.4/6.8
WIOF-F	104.1	Waterbury	0.5/3.2
WKSS-F	95.7	Hartford	1.2/7.6
WRCH-F	100.5	New Britain	10.1/17.8
WSRS-F	96.1	Worcester	0.6/3.1
WTIC	1080	Hartford	2.1/8.0
WTIC-F	96.5	Hartford	9.1/22.5
WWYZ-F	92.5	Waterbury	2.6/6.6

RADIO STATIONS

WHMP, 1400, 1 KW	, MOR	NBC, \$ 18.00	(K & P)
WHYN, 560, 5 KW/1 KW (DA-1)	, MOR/AC	ABC-1, \$ 33.00	(Mc-Guild) Wilks-Schwartz
WIXY, 1600, 5 KW/2.5 KW (DA-1)	, COUNTRY	CBS, \$ 16.00	(Katz) Sunshine
WMAS, 1450, 1 KW	, NOSTALGIA	MBS, \$ 29.00	(Banner) Lapin
WNNZ, 640, 50 KW (DA-2)	, OLDIES	US 2, \$ 17.00	(Katz)
WREB, 930, 500 W (DAYS)	, TALK	, \$ 13.00	(---)
WAQY-F, 102.1, 27 KW @ 650, AOR		ABC-F, \$ 54.00	(Katz) Sunshine
WHMP-F, 99.3, 3 KW @ 300, CHR		, \$ 24.00	(K & P)
WHYN-F, 93.1, 12 KW @ 1000, AC		, \$ 60.00	(Mc-Guild) Wilks-Schwartz
WMAS-F, 94.7, 50 KW @ 360, AC		, \$ 58.00	(Banner) Lapin

SYRACUSE

Arbitron Rank/Pop (12+): 64/540,300  
 MSA Rank/Pop: 74/652,400  
 ADI # 68  
 Average Person Ratings: 18.5  
 Market TSL: 24.0 hours

Stations: 25/18  
 Diaries: 905/597:1/58.0%  
 Sample Target: 920  
 % Below Line: 5.7  
 % Not Listed: 13.2

1988 Revenue: \$15,800,000  
 HH Inc.: \$36,884  
 Retail \$: 4.3 Bil  
 Pop per Station: 30,016  
 #1 Biller: WYYY-F \$5,000,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. WNTQ-F (CHR)	153/15.3	12.6	10.6	12.8	13.6	12.8	175/2162	1720/31.8	30.4	26.3	85	12.3	113	1435
2. WYYY-F (AC)	147/14.7	13.8	17.2	15.2	13.7	15.2	165/2294	1947/36.0	33.6	31.9	134	14.9	137	1719
3. WSYR (MOR)	100/10.0	14.2	11.6	12.2	13.7	12.0	110/1672	1390/25.7	28.9	26.7	69	11.2	103	1175
4. WRHP-F (EZ)	77/ 7.7	6.6	5.6	2.9	5.8	5.7	93/894	662/12.3	11.0	12.3	61	5.8	53	636
5. WAQX-F (AOR)	62/ 6.2	8.0	5.3	9.0	5.6	7.1	72/1189	1018/18.8	19.0	16.3	111	7.2	66	1139
6. WKFM-F (AOR)	59/ 5.9	6.0	6.7	5.2	5.7	5.9	86/1283	938/17.4	15.6	14.7	124	8.4	77	1008
7. WSEN-AF (O)	49/ 4.9	4.8	7.2	5.8	5.7	5.7	59/952	730/13.5	13.0	13.9	178	4.7	43	677
8. WEZG-F (EZ)	46/ 4.6	4.2	4.8	6.5	8.2	5.0	46/604	604/11.2	11.2	14.3	76	2.6	24	342
9. WHEN (MOR)	32/ 3.2	4.6	4.1	5.6	3.5	4.4	37/786	665/12.3	14.9	12.4	103	4.0	37	524
10. WNDR (BB)	25/ 2.5	0.4	1.7	2.2	1.6	1.7	25/332	304/ 5.6	3.7	7.0	120	2.2	20	194
11. WPCX-F (C)	23/ 2.3	2.2	0.4	0.8	0.0	1.4	71/770	280/ 5.2	5.2	0.0	113	2.8	26	238
12. WSCP-AF (C)	22/ 2.2	1.7	2.5	3.3	1.4	2.4	22/224	206/ 3.8	4.0	2.7	82	0.4	4	92
13.														
14.														
15.														

12+ FM SHARE (METRO): 78.09% (677 of 867) (WIN 88: 73.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNTQ-F>>	1 WNTQ-F	1 WYYY-F	1 WYYY-F>	1 WYYY-F>	1 WSYR	1 WYYY-F	1 WYYY-F	1 WNTQ-F<	1 WNTQ-F>	1 WSYR
2	2 WYYY-F>	2 WNTQ-F>>	2 WNTQ-F>	2 WNTQ-F>	2 WRHP-F	2 WNTQ-F	2 WNTQ-F>	2 WYYY-F>	2 WSYR	2 WNTQ-F<
3	3 WAQX-F	3 WAQX-F	3 WSEN-AF	3 WSEN-AF	3 WYYY-F>	3 WSYR >>	3 WRHP-F	3 WRHP-F>	3 WYYY-F	3 WAQX-F>>
4	4 WKFM-F>>	4 WKFM-F>	4 WAQX-F<	4 WKFM-F	4 WEZG-F	4 WKFM-F	4 WSYR	4 WAQX-F<	4 WAQX-F>	4
5	5 WSEN-AF	5 WSEN-AF	5 WKFM-F	5 WSYR	5 WSEN-AF	5 WKFM-F	5 WRHP-F	5 WAQX-F<	5 WKFM-F	5 WSEN-AF
	6	6	6 WSYR	WAQX-F	6 WNTQ-F	6 WAQX-F	6 WKFM-F	6 WSYR	6	6
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNTQ-F>>	1 WNTQ-F	1 WYYY-F	1 WNTQ-F<	1 WYYY-F>		1 WKFM-F	1 WAQX-F	1 WAQX-F	1 WYYY-F	1 WYYY-F>
2 WYYY-F>>	2 WYYY-F>>	2 WNTQ-F>>	2 WYYY-F>>	2 WNTQ-F>		2 WAQX-F	2 WKFM-F	2 WKFM-F<	2 WKFM-F	2 WNTQ-F
3 WAQX-F>	3 WAQX-F	3 WSEN-AF>	3 WSEN-AF	3 WSYR <		3 WNTQ-F>	3 WNTQ-F	3 WNTQ-F	WAQX-F<	WAQX-F<
4 WKFM-F>>	4 WSEN-AF	4 WEZG-F	4 WSYR	4 WSEN-AF		4 WYYY-F>>	4 WYYY-F>>	4 WYYY-F>>	4 WNTQ-F>>	4 WKFM-F
5 WRCK-F	5	WAQX-F	5 WAQX-F	5		5 WPCX-F	5	5 WSEN-AF>>	5 WSEN-AF	5 WSEN-AF
WHEN >>										

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMHR-F	102.9	Syracuse	0.6/2.4
WSGO	144.0	Oswego	0.5/1.2
WSGO-F	105.5	Oswego	0.7/1.7
WXRA	122.0	North Syracuse	1.6/3.0
WZZZ	130.0	Fulton	0.4/1.2
WFRG	145.0	Rome/Utica	
WFRG-F	96.1	Rome/Utica	1.2/3.4
WKGW-F	104.3	Utica/Rome	0.4/1.8
WNYZ-F	98.7	Utica/Rome	0.3/2.7
WOUR-F	96.9	Utica	0.8/2.8
WRCK-F	107.3	Utica	0.7/3.4

RADIO STATIONS

WHEN, 620,	5 KW/1 KW (DA-N)	, AC/MOR	ABC-E, \$ 48.00	(Banner)	Park
WNRD, 1260,	5 KW (DA-N)	, NOSTALGIA	CBS, MBS, \$ 17.00	(Mc-Guild)	Osborn
WSYR, 570,	5 KW (DA-2)	, MOR	NBC, \$ 75.00	(Katz)	New City
WAQX-F, 95.7,	3 KW @ 300,	AOR	ABC-R, \$ 45.00	(MMR)	Atlantic Ventures
WEZG-F, 100.9,	3 KW @ 165,	BTFL/EZ	\$ 31.00	(Durpetti)	
WKFM-F, 104.7,	50 KW @ 500,	CLASSIC ROCK	SOURCE, \$ 33.00	(Christal)	Wilks-Schwartz
WMHR-F, 102.9,	20 KW @ 780,	RELIGION	\$ 8.00	(---)	
WNTQ-F, 93.1,	97 KW @ 660,	CHR	\$ 50.00	(Mc-Guild)	Osborn
WRHP-F, 107.9,	50 KW @ 500,	BTFL/EZ	ABC-D, \$ 40.00	(Banner)	Park
WSEN-F, 92.1,	3 KW @ 300,	OLDIES	\$ 30.00	(HNWZ)	Buckley
WYYY-F, 94.5,	100 KW @ 650,	AC	\$100.00	(Katz)	New City
WSCP-F, 101.7,	3 KW @ 300,	COUNTRY	\$ NA	(---)	(BALDWINVILLE)
					(PULASKI)

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,756,466

Stations: 29/24  
Diaries: 1566/1122:1/57.1%  
Sample Target: 1530  
% Below Line: 11.3  
% Not Listed: 10.1

1987 Revenue: \$57,800,000  
HH8Inc.: \$29,007  
Retail \$: 14.6 Bil  
Pop per Station: 73,186  
#1 Biller: WRBQ-F \$18,500,000

MSA Rank/Pop: 21/2,004,900

ADI # 17

Average Person Ratings: 18.3

Market TSL: 24.25 hours

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRBQ-AF (CHR)	498/15.5	15.4	16.6	17.1	17.4	16.1	534/6481	5507/31.4	33.0	31.6	123	21.5	621	6590	WRBQ-AF
2. WYNF-F (AOR)	243/ 7.5	6.9	7.4	7.0	5.9	7.2	378/3726	2449/13.9	15.0	11.1	116	9.2	265	2351	WYNF-F
3. WDUV-F (EZ)	220/ 6.8	6.4	5.8	3.0	3.0	5.5	341/3569	2005/11.4	11.8	6.8	19	3.6	103	1226	WDUV-F
4. WQYK-AF (C)	207/ 6.5	7.9	6.9	8.2	8.7	7.4	243/2931	2263/12.9	14.5	14.6	115	6.8	197	1850	WQYK-AF
5. WWRM-F (AC)	203/ 6.3	9.4	5.9	9.6	10.5	7.8	253/3597	3040/17.3	20.2	15.6	95	6.3	183	2268	WWRM-F
6. WFLA (N/T)	202/ 6.3	4.7	4.7	5.9	4.4	5.4	221/2228	1825/10.4	10.4	9.9	78	6.4	184	1891	WFLA
7. WUSA-F (AC)	181/ 5.6	4.8	5.7	6.0	5.2	5.5	183/2317	2105/12.0	12.2	10.7	175	3.2	93	1695	WUSA-F
8. WGUL-AF (BB)	177/ 5.5	3.3	3.7	3.3	3.2	4.0	178/1590	1567/ 8.9	6.3	6.0	13	2.8	79	907	WGUL-AF
9. WNLT-F (AC)	139/ 4.3	4.1	5.9	4.0	5.2	4.6	147/2497	2204/12.5	12.4	10.0	140	5.0	143	2369	WNLT-F
10. WHVE-F (J/NA)	99/ 3.1	1.4	1.6	2.0	1.8	2.0	118/1541	1065/ 6.1	6.0	5.0	181	1.9	56	951	WHVE-F
11. WKRL-F (AOR)	99/ 3.1	3.7	3.8	4.0	3.8	3.7	110/2105	1699/ 9.7	9.3	7.6	129	4.1	118	1956	WKRL-F
12. WDAE (BB)	97/ 3.0	2.7	3.7	2.1	2.9	2.9	101/1141	1088/ 6.2	5.2	5.0	17	1.9	56	535	WDAE
13. WFLZ-F (AC)	87/ 2.7	4.3	2.9	4.6	4.7	3.6	172/2433	1400/ 8.0	11.8	9.8	167	3.8	109	1432	WFLZ-F
14. WTMP (B)	76/ 2.4	2.1	2.3	2.3	1.8	2.3	81/832	788/ 4.5	4.6	4.2	125	2.3	66	1014	WTMP
15. WXCR-F (CL)	73/ 2.3	1.6	1.0	1.7	1.3	1.6	76/957	914/ 5.2	4.4	3.5	100	2.3	65	534	WXCR-F
16. WSUN (C)	62/ 1.9	2.7	2.4	3.7	3.4	2.7	92/1509	1044/ 5.9	7.4	8.2	53	2.5	72	646	WSUN
17.															
18.															
19.															
20.															

12+ FM SHARE (METRO): 76.95% (2230 of 2898) (WIN 88: 77.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRBQ-AF>>>1	WRBQ-AF	1 WRBQ-AF>	1 WRBQ-AF>>1	WRBQ-AF>	1 WDUV-F	1 WRBQ-AF>>>1	WRBQ-AF>	1 WRBQ-AF>>>1	WRBQ-AF>	1 WFLA >>
2 WYNF-F>>>2	WYNF-F>>>2	WYNF-F>	2 WUSA-F<	2 WUSA-F	2 WFLA <	2 WYNF-F	2 WDUV-F<	2 WYNF-F	2 WFLA	2 WRBQ-F>>>2
3	3 WNLT-F	3 WUSA-F	3 WYNF-F>	3 WYNF-F	3 WRBQ-AF<	3 WFLA	3 WQYK-AF<	3 WWRM-F<	3 WYNF-F>	3 WKRL-F
4	4 WKRL-F	4 WNLT-F	4 WQYK-AF	4 WQYK-AF	4 WGUL-AF	4 WQYK-AF	4 WWRM-F	4 WDUV-F<	4 WGUL-AF	4 WDAE
5	5 WQYK-AF	5 WQYK-AF	5 WNLT-F	5 WWRM-F	5 WWRM-F	5 WWRM-F	5 WYNF-F	5 WFLA <	5 WDUV-F	5 WYNF-F<
6	6 WUSA-F<	6 WKRL-F	6 WHVE-F	6 WNLT-F	6 WQYK-AF	6	6	6 WQYK-AF<	6 WWRM-F	6 WRXB
7	7 WHVE-F	7 WHVE-F<	7 WWRM-F	7 WHVE-F	7 WUSA-F>	7	7	7 WUSA-F	7 WQYK-AF	7 WQYK-F
8	8	8 WWRM-F	8	8	8	8	8	8	8	8 WGUL

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRBQ-AF>>>1	WRBQ-AF>>>1	WRBQ-AF>>>1	WRBQ-AF>>>1	WRBQ-AF>>>1	1 WYNF-F>>>1	1 WYNF-F>>>1	1 WYNF-F>	1 WYNF-F	1 WRBQ-AF
2 WYNF-F>	2 WNLT-F	2 WNLT-F	2 WUSA-F	2 WUSA-F	2 WRBQ-AF>	2 WRBQ-AF>	2 WRBQ-AF>	2 WRBQ-AF>>>2	2 WYNF-F>
3 WNLT-F>>>3	WYNF-F	3 WUSA-F	3 WNLT-F>	3 WQYK-AF	3 WKRL-F>>>3	3 WKRL-F>>>3	3 WKRL-F>	3 WKRL-F	3 WUSA-F
4 WFLZ-F>	4 WUSA-F	4 WQYK-AF>	4 WQYK-AF	4 WWRM-F	4 WNLT-F>	4 WQYK-AF	4 WHVE-F	4 WUSA-F	4 WFLA <
5 WWRM-F	5 WQYK-AF	5 WYNF-F	5 WYNF-F	5 WNI - F>	5 WQYK-AF>>>5	5 WNLT-F<	5 WQYK-AF	5 WQYK-AF<	5 WQYK-AF
6 WRXB	6 WHVE-F	6 WTMP	6 WWRM-F	6 WHV -F	6	6 WHVE-F	6 WFLZ-F	6 WFLA	6 WFLZ-F
7	7	7	7	7	7	7 WTMP	7	7 WHVE-F<	7 WHVE-F<
						WFLZ-F >		8 WFLZ-F	8 WKRL-F



OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEND	760	Brandon	0.4/1.3
WHBO	1040	Tampa	0.9/2.0
WLFF	680	St Petersburg	1.2/1.9
WLVU-F	106.3	Holiday/Nw Pt R	0.8/2.8
WPAS	1400	Zephyrhills	0.5/0.8
WRXB	1590	St Pete Bch/Tam	1.2/2.1
WTKN	570	Pinellas Park/T	0.9/4.2
WEZY-F	94.1	Lakeland	0.4/0.7
WHLY-F	106.7	Leesburg/Orlndo	0.4/1.5
WPCV-F	97.5	Wintr Havn/Lkln	0.6/1.5

RADIO STATIONS

AM STATIONS

WAMA, 1500, 10 KW (DAYS)	, HISPANIC	UPI, \$ 25.00	(Caballero)	
WDAE, 1250, 5 KW (DA-N)	, NOSTALGIA	ABC-I, \$ 58.00	(Mc-Guild)	Gannett
WFLA, 970, 5 KW (DA-2)	, TALK	NBC, \$ 46.00	(Eastman)	Jacor
WHBO, 1040, 5 KW (DAYS)	, OLDIES	, \$ 40.00	(MMR)	Metroplex
WLFF, 680, 1 KW (DAYS)	, NOSTALGIA	, \$ 27.00	(---)	Century
WQBN, 1300, 5 KW/1 KW (DA-2)	, HISPANIC	, \$ 19.00	(Katz Hisp.)	
WRBQ, 1380, 5 KW (DA-N)	, CHR	ABC-F, \$ N/A		Edens
WRXB, 1590, 5 KW/1 KW (DA-2)	, BLACK	NBN, \$ 25.00	(Lazar)	
WSUN, 620, 10 KW (DA-N)	, COUNTRY	MBS CBS, \$ 72.00	(CBS)	CBS
WTAN, 1340, 1 KW (DA-1)	, MOR	, \$ 22.00	(---)	
WTKN, 570, 5 KW/10 KW (DA-2)	, TALK/NEWS	CBS, MBS, \$ 51.00	(HNWH)	Susquehanna
WTMP, 1150, 5 KW/2.5 KW (DA-2)	, BLACK	SBN, \$ 33.00	(HNWH)	

FM STATIONS

WFLX, 93.3, 100 KW @ 940, AC	, \$ 60.00	(Eastman)	Jacor
WGUL, 105.5, 3 KW @ 300, NOSTALGIA	MBS, \$ 42.00	(Roslin)	Marcocci
WKRL, 97.9, 100 KW @ 639, CLASSIC ROCK	Source, \$ 78.00	(Banner)	Sandusky
WNLT, 95.7, 100 KW @ 650, AC	, \$ 70.00	(Mc-Guild)	Metroplex
WQYK, 99.5, 100 KW @ 550, COUNTRY	, \$110.00	(Katz)	Infinity
WRBQ, 104.7, 100 KW @ 555, CHR	ABC-F, \$280.00	(Christal)	Edens
WUSA, 100.7, 100 KW @ 630, AC	, \$104.00	(Mc-Guild)	Gannett
WWRM, 107.3, 100 KW @ 649, BTFL/EX	, \$101.00	(Republic)	Cox
WXCR, 92.1, 2 KW @ 400, CLASSICAL	UPI, \$ 40.00	(CMBS)	Entercom
WYNF, 94.9, 100 KW @ 1360, AOR	ABC-R, \$ 88.00	(CBS)	CBS
WHVE, 102.5, 100 KW @ 570, JAZZ/NEW AGE/AC	, \$ 46.00	(Torbet)	Susquehanna (SARASOTA)

WDUV - See Sarasota

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* CHR - Contemporary Hit Radio, Top 40, Contemporary	T - Talk
* AC - Adult Contemporary	N - News
* O - Oldies (1955 to near 1988)	SP - Hispanic/Spanish
* B - Black (audience predominantly Black - over 75%)	BB - Big Band, Nostalgia
* U - Urban (majority of audience is non-white although a large segment is white)	M - Middle of Road (MOR), Full Service, Variety
* EZ - EZ Listening, Beautiful Music	J/NA - Jazz and New Age
* AOR - Album Oriented Rock, also includes Classic Rock	R - Religion, Christian, Christian Music
* CL - Classical	G - Gospel
* C - Country	E - Ethnic
	? - Others or Unknown

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TOLEDO

Arbitron Rank/Pop (12+): 72/502,400

Stations: 23/13  
Diaries: 1066/471:1/57.4%  
Sample Target: 1010  
% Below Line: 11.5  
% Not Listed: 14.0

1988 Revenue: \$15,300,000  
HH Inc.: \$32,816  
Retail \$: 5.1 Bil  
Pop per Station: 38,646  
#1 Biller: WMHE-F \$3,600,000

MSA Rank/Pop: 81/612,500  
ADI # 63  
Average Person Ratings: 17.1  
Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. WRQN-F (CHR)	101/11.8	9.0	7.2	5.7	6.3	8.4	132/1805	1286/25.6	26.1	18.7	60	13.9	119	1201
2. WIOT-F (AOR)	98/11.4	12.2	10.3	9.6	8.8	10.9	159/2177	1227/24.4	23.5	22.4	123	16.3	140	1268
3. WMHE-F (CHR)	83/ 9.7	8.9	10.8	11.0	15.4	10.1	139/2376	1323/26.3	29.7	33.0	112	10.8	93	1343
4. WLQR-F (EZ)	80/ 9.3	7.4	8.1	11.5	9.8	9.1	126/1536	1081/21.5	17.2	19.0	88	7.7	66	654
5. WWM-F (AC)	78/ 9.1	7.6	6.2	8.7	6.2	7.9	83/1235	1067/21.2	19.1	16.8	156	6.9	59	896
WKKO-F (C)	78/ 9.1	10.7	10.6	14.4	9.5	11.2	108/1349	861/17.1	19.1	19.0	114	8.5	73	634
7. WSPD (MOR)	49/ 5.7	5.2	7.2	6.2	8.3	6.1	54/919	781/15.5	16.0	18.6	58	6.4	55	838
8. WJR (MOR)	34/ 4.0	4.7	5.5	4.2	4.0	4.6	85/1295	590/11.7	12.0	11.2	105	3.8	33	493
9. CKLW (BB)	28/ 3.3	3.9	4.3	3.1	3.8	3.7	55/780	372/ 7.4	8.4	7.5	48	2.8	24	290
10. WVOI (B)	24/ 2.8	3.7	5.4	3.9	3.2	4.0	24/289	289/ 5.8	7.8	6.4	79	2.3	20	411
11. WTOD (C)	22/ 2.6	6.1	3.0	4.8	4.8	4.1	26/347	250/ 5.0	7.7	8.1	35	1.7	15	180
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 75.61% (558 of 738) (WIN 88: 67.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRQN-F>> 1 WIOT-F<	1 WIOT-F<	1 WIOT-F<	1 WIOT-F<	1 WWM-F<	1 WLQR-F	1 WKKO-F<	1 WIOT-F	1 WIOT-F	1 WRQN-F>	1 WSPD >>
2 WMHE-F>	2 WRQN-F	2 WWM-F	2 WIOT-F	2 WKKO-F	2 WRQN-F	2 WLQR-F<	2 WRQN-F	2 WIOT-F	2 WRQN-F	2 WRQN-F
3 WIOT-F>	3 WMHE-F	3 WMHE-F<	3 WMHE-F	3 WMHE-F<	3 WSPD >	3 WIOT-F	3 WMHE-F<	3 WMHE-F	3 WSPD	3 WLQR-F<
4	4 WWM-F>>	4 WWM-F>	4 WKKO-F	4 WKKO-F	4 WWM-F	4 WLQR-F	4 WWM-F	4 WLQR-F<	4 WWM-F	4 WKKO-F
5	5 WKKO-F	5 WKKO-F	5 WRQN-F	5 WLQR-F	5 CKLW	5 WWM-F<	5 WKKO-F	5 WWM-F	5 WMHE-F	5 WWM-F
6	6	6	6 WLQR-F	6 WRQN-F	6	6 WMHE-F<	6 WRQN-F>>	6 WKKO-F	6 WLQR-F	6 WMHE-F

  

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRQN-F>>	1 WRQN-F<	1 WMHE-F>	1 WMHE-F	1 WMHE-F	1 WRQN-F>	1 WIOT-F>	1 WIOT-F>	1 WIOT-F>	1 WIOT-F
2 WMHE-F	2 WMHE-F>	2 WWM-F	2 WRQN-F	2 WLQR-F<	2 WIOT-F>	2 WRQN-F	2 WWM-F>	2 WWM-F	2 WWM-F>
3 WIOT-F>>	3 WIOT-F>	3 WIOT-F	3 WIOT-F	3 WKKO-F<	3 WMHE-F>	3 WWM-F	3 WMHE-F	3 WRQN-F	3 WKKO-F
4 WWM-F>	4 WWM-F>>	4 WRQN-F>	4 WWM-F	4 WWM-F>	4 WWM-F	4 WMHE-F>>	4 WRQN-F>	4 WMHE-F	4 WMHE-F
5 WVOI >	5 WKKO-F	5 WLQR-F	5 WKKO-F	5 WIOT-F	5 WKKO-F>>	5 WKKO-F	5 WJR >	5 WKKO-F	5 WRQN-F
6 WJLB-F>>	6 WLQR-F	6 WKKO-F>>	6 WLQR-F>>	6 WRQN-F>	6	6 WJR	6 WKKO-F>>	6	6 WJR

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCWA	1230	Toledo	1.3/6.0
WJYM	730	Bowling Green	0.5/1.2
WMTR-F	95.9a	Rchbold/Wauseon	0.3/1.6
WOHO	1470	Toledo	0.9/4.2

CKMR-F	93.9	Windsor	0.3/2.8
WHMQ-F	100.5	Findlay	0.3/1.0
WHYT-F	96.3	Detroit	0.3/2.4
WJLB-F	97.9	Detroit	1.0/2.1
WJZZ-F	105.9	Detroit	0.5/1.1
WOSE-F	94.5	Pt. Clinton/Sandusky	0.3/1.4
WQTE-F	95.3	Adrian	0.8/1.0
WRIF-F	101.1	Detroit	0.6/3.0

RADIO STATIONS

WCWA, 1230, 1 KW	, OLDIES	MBS, CBS, \$ 20.00 (Eastman)	Reams
WOHO, 1470, 1 KW (DA-2)	, AC/OLDIES	, \$ 17.00 (Durpetti)	
WSPD, 1370, 5 KW (DA-N)	, MOR	NBC, \$ 50.00 (Katz)	Commonwealth
WTOD, 1560, 5 KW (DAYS,DA)	, COUNTRY	ABC-I, \$ 31.00 (MMR)	Booth
WVOI, 1520, 1 KW (DA-2)	, BLACK	SBN, \$ 19.00 (Regional)	
WIOT-F, 104.7, 37 KW @ 655, AOR		Source, \$ 60.00 (Eastman)	Reams
WKKO-F, 99.9, 50 KW @ 500, COUNTRY		ABC-E, \$ 46.00 (MMR)	Booth
WLQR-F, 101.5, 15 KW @ 810, BTFL/EZ		, \$ 50.00 (Katz)	Commonwealth
WMHE-F, 92.5, 50 KW @ 480, CHR		ABC-F, \$ 74.00 (Christal)	Noble
WRQN-F, 93.5, 3 KW @ 300, CHR		, \$ 25.00 (Republic)	(BOWLING GREEN)
WWM-F, 105.5, 2.7 KW @ 300, AC		, \$ 43.00 (Durpetti)	

TUCSON

Arbitron Rank/Pop (12+): 63/543,600  
 MSA Rank/Pop: 78/625,300  
 ADI # 83  
 Average Person Ratings: 17.8  
 Market TSL: 23.5 hours

Stations: 24/20  
 Diaries: 984/552:1/55.9%  
 Sample Target: 880  
 % Below Line: 3.3  
 % Not Listed: 11.3

1988 Revenue: \$17,100,000  
 HH Inc.: \$27,740  
 Retail \$: 7.0 Bil  
 Pop per Station: 27,180  
 #1 Biller: KRQQ-F \$2,900,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KRQQ-F (CHR)	222/23.0	18.0	22.4	20.5	19.3	21.0	254/2489	2129/39.2	35.0	33.2	73	30.1	281	2257	KRQQ-F
2. KIIM-F (C)	100/10.4	11.6	10.2	11.2	10.4	10.9	110/1222	1070/19.7	20.0	17.4	135	10.6	99	969	KIIM-F
3. KLPX-F (AOR)	86/ 8.9	7.6	8.8	7.6	8.7	8.2	88/1020	971/17.9	19.0	18.9	139	9.7	91	1192	KLPX-F
4. KJYK-F (EZ/AC)	73/ 7.6	6.0	8.2	9.5	10.4	7.8	84/987	880/16.2	14.8	17.7	133	4.7	44	554	KJYK-F
5. KWFM-F (O)	48/ 5.0	6.1	8.4	9.0	9.2	7.1	55/823	737/13.6	17.5	18.7	178	7.1	66	802	KWFM-F
6. KNST (N/T)	39/ 4.0	4.4	3.0	3.7	3.6	3.8	41/648	577/10.6	13.2	11.7	108	4.3	40	574	KNST
7. KMRR (BB)	38/ 3.9	5.3	1.5	0.7	0.3	2.9	39/406	372/ 6.8	7.5	1.8	41	2.4	22	230	KMRR
8. KQTL (SP)	37/ 3.8	1.5	1.9	1.4	2.8	2.2	38/269	246/ 4.5	4.4	3.3	84	1.6	15	284	KQTL
9. KGVY (BB)	35/ 3.6	5.2	2.2	1.9	2.8	1.2	40/307	271/ 5.0	5.4	4.4	6	2.0	19	135	KGVY
10. KXEW (SP)	28/ 2.9	2.9	2.1	2.5	2.1	2.6	28/274	255/ 4.7	3.9	3.9	97	1.6	15	191	KXEW
11. KUPD-F (AOR)	26/ 2.7	2.0	2.9	2.8	3.0	2.6	33/466	393/ 7.2	6.7	7.1	89	1.9	18	312	KUPD-F
KCUB (C)	26/ 2.7	3.2	2.4	3.7	3.5	3.0	26/379	346/ 6.4	8.2	7.5	74	3.5	33	414	KCUB
13. KQYT-F (AOR)	20/ 2.1	1.3	1.2	1.4	1.3	1.5	21/236	220/ 4.0	4.4	5.7	76	1.9	18	359	KQYT-F
14. KCEE (O)	19/ 2.0	2.4	1.6	2.2	1.2	2.0	19/283	260/ 4.8	5.5	3.8	170	1.0	9	175	KCEE
15. KTUC (T)	15/ 1.6	1.3	1.7	1.8	1.2	1.6	15/383	376/ 6.9	6.1	6.2	38	0.9	8	294	KTUC

12+ FM SHARE (METRO): 69.04% (591 of 856) (WIN 88: 72.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>	1 KRQQ-F	1 KIIM-F<	1 KRQQ-F>>	1 KRQQ-F>	1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>>
2	2 KLPX-F>	2 KLPX-F	2 KLPX-F	2 KIIM-F	2 KJYK-F	2 KIIM-F	2 KIIM-F	2 KIIM-F<	2 KLPX-F>	2 KNST >
3	3 KIIM-F>	3 KIIM-F	3 KIIM-F	3 KLPX-F	3 KRQQ-F	3 KLPX-F	3 KLPX-F<	3 KLPX-F	3 KIIM-F>	3 KIIM-F
4	4 KWFM-F>	4 KJYK-F	4 KJYK-F<	4 KJYK-F	4 KMRR	4 KJYK-F	4 KJYK-F>	4 KJYK-F>	4 KWFM-F	4 KLPX-F
5	5 KUPD-F	5 KWFM-F>>	5 KWFM-F>>	5 KWFM-F>>	5 KGVY	5 KWFM-F	5 KWFM-F	5 KWFM-F	5 KUPD-F	5 KNST

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>	1 KRQQ-F>>	1 KRQQ-F>>	1 KQTL >>	1 KRQQ-F	1 KLPX-F
2 KLPX-F>	2 KWFM-F	2 KWFM-F	2 KJYK-F	2 KJYK-F<	2 KLPX-F>	2 KLPX-F>	2 KRQQ-F	2 KLPX-F>	2 KIIM-F<
3 KUPD-F	KLPX-F	3 KJYK-F	3 KIIM-F	3 KIIM-F	3 KIIM-F>	3 KIIM-F>	KLPX-F>	3 KIIM-F>>	3 KRQQ-F>
KIIM-F>	KIIM-F	4 KIIM-F>	4 KWFM-F	4 KWFM-F>	4 KUPD-F>>	4 KUPD-F	4 KIIM-F	4 KWFM-F	4 KWFM-F
5 KJYK-F	5 KJYK-F>>	5 KLPX-F>>	KLPX-F>>	5 KLPX-F	5 KXEW >>	5 KWFM-F	5 KWFM-F	5 KJYK-F	5 KJYK-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAIR	1490	Tucson	0.9/4.6
KAWV-F	103.1	Oracle	0.9/4.1
KTKT	990	Tucson	0.9/4.2
KTZR	1450	Tucson	0.4/1.5
KVOI	690	Tucson	0.3/1.8
KXMG-F	98.3	Marana	0.4/1.9

KNIX	1580	Tempe/Phoenix	0.0/0.2
KNIX-F	102.5	Phoenix	0.3/1.2
KTAR	620	Phoenix	0.3/1.0
KUPD-F	97.9	Tempe/Phoenix	2.7/7.2

RADIO STATIONS

KAIR, 1490,	1 Kw (DA-1)	, OLDIES	NBC, \$ 21.00	(Christal)	Duchossois
KCEE, 790,	5 Kw/500 W (DA-2)	, OLDIES	SMN, \$ 18.00	(MMR)	American
KCUB, 1290,	1 Kw	, COUNTRY	, \$ 36.00	(Katz)	
KGVY, 1080,	1 Kw (DAYS)	, NOSTALGIA	APR, \$ 17.00	(---)	(GREEN VALLEY)
KJMM, 580,	5 Kw/500 W (DA-2)	, NEW AGE/JAZZ	, \$ 14.00	(---)	
KMRR, 1330,	2 Kw/5 Kw (DA-2)	, NOSTALGIA	SMN, \$ 14.00	(Republic)	
KNST, 940,	1 Kw/250 W	, TALK/NEWS	MBS, ABC-I, \$ 28.00	(Mc-Guild)	Nationwide
KQTL, 1210,	10 Kw/500 W (DA-2)	, HISPANIC	, \$ 16.00	(Caballero)	
KTKT, 990,	10 Kw/1 Kw (DA-N)	, SOFT AC	UPI, Trans, \$ 17.00	(HNWH)	Lotus
KTUC, 1400,	1 Kw	, TALK/NEWS	CBS, CNN, \$ 20.00	(Roslin)	
KTZR, 1450,	1 Kw	, AOR	, \$ 15.00	(K & P)	
KVOI, 690,	250 W (DAYS)	, RELIGION	, \$ 10.00	(---)	
KXEW, 1600,	1 Kw (DA-N)	, HISPANIC	, \$ 21.00	(Lotus)	
KAWV-F, 103.1,	.6 Kw @ 610,	JAZZ/NEW AGE	, \$ 13.00	(Republic)	(ORACLE)
KFXX-F, 92.1,	2 Kw @ 445,	AOR (?)	, \$ 17.00	(K & P)	(GREEN VALLEY)
KIIM-F, 99.5,	96 Kw @ 2000,	COUNTRY	, \$ 41.00	(Katz)	
KJYK-F, 94.9,	97 Kw @ 1952,	EZ/SOFT AC	, \$ 43.00	(Christal)	Duchossois
KLPX-F, 96.1,	93 Kw @ 505,	AOR	, \$ 34.00	(HNWH)	Lotus
KRQQ-F, 93.7,	100 Kw @ 2362,	CHR	, \$ 60.00	(Mc-Guild)	Nationwide
KWFM-F, 92.9,	93 Kw @ 2036,	AC	CBS-R, \$ 44.00	(MMR)	American
KXMG-F, 98.3,	3 Kw @ 300,	HISPANIC	CRS, \$ 14.00	(Lotus)	(MARANA)

TULSA

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Arbitron Rank/Pop (12+): 57/649,100  
 MSA Rank/Pop: 68/733,000  
 ADI # 56  
 Average Person Ratings: 16.7  
 Market TSL: 22.5 hours

Stations: 18/18  
 Diaries: 963/674:1/56.4%  
 Sample Target: 970  
 % Below Line: 0.0  
 % Not Listed: 10.4

1988 Revenue: \$18,000,000  
 HH Inc.: \$30,604  
 Retail \$: 4.8 Bil  
 Pop per Station: 36,061  
 #1 Biller: KWEN-F \$2,900,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. KRMG (MOR)	119/11.0	9.2	10.1	9.4	8.7	9.9	138/1804	1482/22.8	23.9	19.7	85	8.3	97	1202	KRMG
KMOD-F (AOR)	119/11.0	14.4	12.2	13.1	12.5	12.7	193/1797	1209/18.6	20.4	21.5	105	15.4	179	1626	KMOD-F
3. KBEZ-F (EZ)	102/ 9.4	8.0	9.1	8.2	8.8	8.7	150/1454	982/15.1	17.9	13.8	87	4.8	56	613	KBEZ-F
4. KWEN-F (C)	88/ 8.1	8.4	9.1	12.1	12.9	9.4	140/1983	1235/19.0	19.5	22.6	116	12.4	145	1519	KWEN-F
5. KAYI-F (CHR)	87/ 8.0	9.0	9.8	10.4	10.1	9.3	137/1883	1368/21.1	21.2	20.2	63	11.3	132	1614	KAYI-F
6. KVOO (C)	80/ 7.4	7.2	8.6	9.7	8.4	8.2	132/1625	925/14.3	14.3	16.9	68	5.7	66	800	KVOO
7. KVL T-F (AC)	69/ 6.4	3.2	3.6	2.7	2.9	4.0	90/1081	736/11.3	10.0	8.6	150	4.2	49	555	KVLT-F
8. KMYZ-F (CHR)	79/ 5.4	6.2	5.6	6.1	5.7	5.8	90/1516	1040/16.0	17.8	14.7	65	4.8	56	947	KMYZ-F
9. KVOO-F (C)	50/ 4.6	4.0	4.4	2.3	1.3	3.8	62/787	526/ 8.1	9.8	4.0	120	5.0	58	474	KVOO-F
10. KTFX-F (C)	43/ 4.0	4.3	3.2	3.2	4.7	3.7	57/896	489/ 7.5	9.7	9.7	88	2.2	26	398	KTFX-F
11. KRAV-F (AC)	40/ 3.7	6.1	5.1	5.6	6.7	5.1	59/998	760/11.7	14.3	15.6	143	5.7	67	913	KRAV-F
12. KQMJ-F (AC)	38/ 3.5	4.9	4.0	3.0	2.6	3.8	47/708	523/ 8.1	11.2	8.2	126	2.7	31	450	KQMJ-F
13. KBLK (?)	25/ 2.3	0.9	1.2	0.4	1.0	1.2	25/314	314/ 4.8	2.9	1.0	104	0.0	0	0	KBLK
14.															
15.															

12+ FM SHARE (METRO): 73.84% (717 of 971) (WIN 88: 75.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KAYI-F>>	1 KMOD-F>>	1 KMOD-F>	1 KMOD-F	1 KMOD-F	1 KRMG	1 KRMG >	1 KBEZ-F	1 KMOD-F	1 KMOD-F	1 KRMG >>
2 KMYZ-F>>	2 KAYI-F	2 KVL T-F	2 KVL T-F	2 KVL T-F<	2 KBEZ-F	2 KWEN-F	2 KMOD-F	2 KBEZ-F	2 KAYI-F	2 KVOO
3	3 KMYZ-F<	3 KWEN-F	3 KWEN-F	3 KWEN-F	3 KVOO	KMOD-F<	3 KWEN-F	3 KWEN-F	3 KRMG	KMOD-F
4	4 KWEN-F<	4 KAYI-F	4 KRMG	KRMG	4 KWEN-F	4 KVOO	4 KRMG	4 KRMG	4 KMYZ-F	4 KWEN-F<
	5 KVOO-F	5 KRMG	KBEZ-F	5 KBEZ-F	5 KVL T-F	5 KAYI-F<	5 KVOO	5 KAYI-F	5 KBEZ-F	5 KVOO-F>
	6 KRAV-F	6	6	6	6	6 KBEZ-F	6	6	6	6
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KAYI-F	1 KAYI-F	1 KRAV-F	1 KAYI-F	1 KWEN-F		1 KMOD-F>>	1 KMOD-F>>	1 KMOD-F>>	1 KMOD-F>>	1 KMOD-F>>
2 KMOD-F>	2 KMOD-F	KAYI-F	2 KWEN-F	KRMG		2 KMYZ-F>>	2 KWEN-F	2 KWEN-F	2 KVL T-F>	2 KVL T-F>
3 KMYZ-F	3 KVOO-F	3 KVOO-F	3 KMOD-F<	3 KBEZ-F		3 KAYI-F	3 KMYZ-F	3 KRMG	3 KWEN-F	3 KWEN-F
4 KWEN-F	4 KQMJ-F	4 KQMJ-F	4 KVOO-F	4 KVL T-F		4 KGTO	4 KRMG	4 KVOO-F	KRMG	KRMG
KQMJ-F	5 KRAV-F	KMOD-F>	KVL T-F	5 KAYI-F		KBLK	5 KAYI-F	5 KVL T-F	5 KBEZ-F	5 KBEZ-F
6 KVOO-F	6 KMYZ-F	6	6 KRAV-F	6		6	6 KVOO-F	6	6	6
KTFX-F	7	7	KQMJ-F	7			KVL T-F	7	7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAKC	1300	Tulsa		0.9/3.6
KCFO	970	Tulsa		1.2/3.1
KCMA-F	92.1	Broken Arrow		0.6/1.6
KGTO	1050	Tulsa		0.6/1.2
KXOJ-F	100.9	Sapulpa/Tulsa		1.5/3.9

RADIO STATIONS

KAKC, 1300,	5 KW/1 KW (DA-2)	, OLDIES	,\$ 15.00	(HNWH)	Clear Channel
KCFO, 970,	2.5 KW/1 KW (DA-2)	, RELIGION	,\$ 12.00	(Roslin)	Salem
KGTO, 1050,	1 KW (DAYS,DA)	, OLDIES	US 1,\$ 15.00	(Christal)	
KRMG, 740,	50 KW/25 KW (DA-2)	, MOR	ABC-I,\$ 54.00	(Katz)	New City
KSKS, 1430,	5 KW (DA-N)	, COUNTRY	,\$ 16.00	(Durpetti)	Federated
KVOO, 1170,	50 KW (DA-N)	, COUNTRY	CNN,\$ 52.00	(Eastman)	
KAYI-F, 106.9,	100 KW @ 1010,	CHR	ABC-F,\$ 68.00	(Katz)	Narragansett
KBEZ-F, 92.9,	100 KW @ 680,	BTFL/EZ	ABC-D,\$ 53.00	(Christal)	ML Partners
KCMA-F, 92.1,	3 KW @ 300,	CLASSICAL	,\$ 21.00	(CHBS)	
KMOD-F, 97.5,	100 KW @ 1330,	AOR	,\$ 62.00	(HNWH)	Clear Channel
KQMJ-F, 99.5,	100 KW @ 984,	AC	,\$ 30.00	(Banner)	Swanson
KRAV-F, 96.5,	100 KW @ 1329,	AC	,\$ 58.00	(Christal)	
KTFX-F, 103.3,	100 KW @ 1280,	COUNTRY	,\$ 42.00	(---)	
KUSO-F, 98.5,	100 KW @ 650,	COUNTRY	,\$ 26.00	(Mc-Guild)	
KWEN-F, 95.5,	100 KW @ 1328,	COUNTRY	APR,\$ 77.00	(Katz)	New City
KMYZ-F, 104.5,	78 KW @ 1300,	CHR	ABC-R,\$ 31.00	(Banner)	Shamrock-Lynett
KVLT-F, 106.1,	100 KW @ 1315,	AC	,\$ 32.00	(Durpetti)	Federated
					(PRYOR)
					(OWASSO)

WASHINGTON

Arbitron Rank/Pop (12+): 9/3,077,200  
 MSA Rank/Pop: 7/3,676,500  
 Average Person Ratings: 17.7  
 Market TSL: 22.75 hours

Stations: 35/30  
 Diaries: 2214/1390:1/55.3%  
 Sample Target: 2050  
 % Below Line: 2.1  
 % Not Listed: 11.6

1988 Revenue: \$133,700,000  
 HH Inc.: \$46,665  
 Retail \$: 32.0 Bil  
 Pop per Station: 102,573  
 #1 Biller: WMAL \$13,500,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGAY-F (EZ)	408/ 7.5	6.8	6.0	6.6	8.1	6.7	454/5007	4431/14.4	14.1	13.9	79	4.5	246	2969	WGAY-F
2. WMZQ-AF (C)	335/ 6.2	7.1	7.6	7.3	5.7	7.1	406/5207	4178/13.6	14.9	12.3	110	6.8	368	3576	WMZQ-AF
3. WMAL (MOR)	331/ 6.1	5.7	4.7	5.3	6.2	5.4	360/4709	4384/14.2	15.8	15.1	66	4.6	251	3885	WMAL
4. WPGC-F (CHR/U)	313/ 5.7	6.0	5.0	5.6	4.6	5.6	333/5101	4703/15.3	13.9	10.7	84	9.0	491	4318	WPGC-F
5. WKYS-F (B)	289/ 5.3	6.2	5.5	6.4	6.2	5.8	296/3703	3581/11.6	12.2	13.4	123	9.3	510	4875	WKYS-F
6. WAVA-F (CHR)	283/ 5.2	4.5	5.2	4.8	5.2	4.9	317/6627	5767/18.7	17.0	17.1	79	5.6	308	5284	WAVA-F
7. WHUR-F (B)	260/ 4.8	4.9	5.2	5.3	5.2	5.1	267/4340	4080/13.3	13.0	12.3	119	5.0	275	4380	WHUR-F
8. WRQX-F (CHR)	246/ 4.5	4.5	4.4	3.8	3.8	4.3	336/6226	4839/15.7	15.7	14.0	78	5.0	271	4880	WRQX-F
WASH-F (AC)	246/ 4.5	3.2	2.4	3.0	2.5	3.3	271/4359	3941/12.8	9.0	7.6	140	3.0	162	2314	WASH-F
10. WCXR-F (AOR)	238/ 4.4	3.7	4.6	3.9	3.4	4.2	251/4717	4377/14.2	12.8	11.6	120	5.4	293	3753	WCXR-F
11. WWDC-F (AOR)	224/ 4.1	4.2	5.7	5.1	5.1	4.8	322/6297	4509/14.7	14.6	15.2	90	6.1	333	3828	WWDC-F
12. WTOP (N)	193/ 3.5	3.7	4.1	3.8	4.4	3.8	244/5385	4448/14.5	14.3	15.5	97	4.2	228	4192	WTOP
13. WLTT-F (AC)	192/ 3.5	3.5	3.0	3.1	3.6	3.3	201/4054	3695/12.0	9.3	11.6	140	2.7	149	2616	WLTT-F
14. WXTR-F (O)	164/ 3.0	3.4	3.2	3.2	2.7	3.2	199/3989	3397/11.0	9.4	8.9	147	1.8	99	1927	WXTR-F
15. WGMS-AF (CL)	160/ 3.0	2.3	2.4	3.1	3.3	2.7	174/2824	2542/ 8.3	7.2	7.3	80	0.1	6	285	WGMS-AF
16. WDJY-F (B)	138/ 2.5	2.4	2.5	3.4	3.9	2.7	139/2656	2586/ 8.4	8.2	9.5	56	3.2	172	3253	WDJY-F
17. WWRC (T)	114/ 2.1	2.3	3.8	2.4	2.3	2.7	118/2018	1896/ 6.2	5.9	5.5	81	1.8	101	1846	WWRC
18. WOL (B)	106/ 1.9	1.6	2.4	2.2	1.5	2.0	107/1288	1277/ 4.1	3.7	3.6	95	1.1	62	797	WOL
19. WHFS-F (AOR)	98/ 1.8	1.6	1.4	1.6	1.7	1.6	142/2382	1735/ 5.6	4.6	4.0	144	1.5	84	1240	WHFS-F
20. WYCB (REL)	84/ 1.5	1.2	1.0	0.9	1.3	1.1	84/978	978/ 3.2	2.4	2.9	80	0.9	51	695	WYCB

12+ FM SHARE (METRO): 79.40% (3827 of 4820) (WIN 88: 78.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRQX-F	1 WPGC-F<	1 WKYS-F	1 WKYS-F	1 WMZQ-AF<	1 WGAY-F	1 WDJY-F>>	1 WGAY-F>	1 WGAY-F	1 WKYS-F	1 WRQX-F
2 WAVA-F	2 WKYS-F	2 WPGC-F	2 WASH-F<	2 WKYS-F<	2 WMAL	2 WMAL	2 WASH-F<	2 WMZQ-AF<	2 WHUR-F	2 WKYS-F
3 WDJY-F	3 WAVA-F	3 WHUR-F	3 WHUR-F	3 WASH-F	3 WMZQ-AF>	3 WAVA-F	3 WMZQ-AF	3 WPGC-F	3 WPGC-F<	3 WMAL
4 WPGC-F>>	4 WCXR-F	WCXR-F<	WCXR-F<	4 WGAY-F<	4 WTOP	4 WMZQ-AF	4 WPGC-F<	4 WMAL	4 WRQX-F	4 WUST
5	5 WWDC-F	5 WAVA-F	5 WMZQ-AF	5 WHUR-F	5 WASH-F<	5 WTOP <	5 WCXR-F	5 WRQX-F<	5 WGAY-F	5 WWRC <
6	6 WRQX-F<	6 WMZQ-AF<	6 WGAY-F<	6 WCXR-F	6 WGMS-AF	6 WGAY-F<	6 WMAL <	6 WAVA-F	6 WDJY-F	6 WGAY-F
7	7 WHUR-F	7 WASH-F<	7 WLTT-F<	7 WLTT-F<	7 WHUR-F>	7 WKYS-F	7 WLTT-F	7 WKYS-F	7 WAVA-F	7 WOL
8	8 WLTT-F	8 WWDC-F<	8 WPGC-F	8 WPGC-F	8 WWRC	8 WWDC-F	8 WHUR-F	8 WCXR-F<	8 WMZQ-AF	8 WHUR-F>>
9	WASH-F	9 WLTT-F	9 WXTR-F	9 WXTR-F	9 WXTR-F	WPGC-F	9 WWDC-F	9 WASH-F	9 WWRC	9
10	10 WMZQ-AF	10 WGAY-F	10 WAVA-F	10 WAVA-F	WLTT-F	10 WCXR-F	WKYS-F	10 WWDC-F	WCXR-F	10

  

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPGC-F	1 WKYS-F	1 WKYS-F	1 WKYS-F	1 WJFK-F>	1 WWDC-F	1 WWDC-F	1 WWDC-F	1 WWDC-F	1 WMZQ-AF
2 WKYS-F	2 WPGC-F>	2 WCXR-F	2 WPGC-F	2 WLTT-F	2 WAVA-F<	2 WAVA-F	2 WKYS-F	2 WCXR-F<	2 WWDC-F
3 WAVA-F>	3 WRQX-F	3 WPGC-F	3 WASH-F	3 WPGC-F	3 WPGC-F>	3 WAVA-F	3 WAVA-F	3 WAVA-F<	3 WGAY-F
4 WRQX-F	WAVA-F<	WASH-F	4 WLTT-F	WOL	4 WCXR-F	4 WCXR-F	4 WCXR-F	4 WMZQ-AF<	WCXR-F<
5 WDJY-F	5 WCXR-F	5 WRQX-F	WHUR-F	5 WZYQ-F	5 WHUR-F	5 WKYS-F>	5 WPGC-F	5 WPGC-F<	5 WKYS-F<
6 WWDC-F	6 WASH-F<	6 WLTT-F	6 WRQX-F<	WXTR-F<	6 WMZQ-AF	6 WHUR-F	6 WHFS-F	6 WHUR-F<	6 WHUR-F
7 WHUR-F	7 WHUR-F<	7 WHUR-F<	7 WAVA-F<	7 WASH-F	7 WLTT-F	7 WHFS-F	7 WHUR-F	7 WKYS-F	7 WXTR-F
8 WCXR-F>	8 WLTT-F	8 WAVA-F	8 WCXR-F	8 WRQX-F	8 WDJY-F	8 WMZQ-AF	8 WRQX-F	8 WGAY-F	WAVA-F
9 WIYY-F	9 WMZQ-AF	9 WMZQ-AF	9 WMZQ-AF<	WMAL	9 WRQX-F	9 WRQX-F	9 WLTT-F	9 WXTR-F	9 WPGC-F<
10 WMZQ-AF	10 WDJY-F	10 WXTR-F	10 WGAY-F	WGAY-F	WKYS-F	WLTT-F	WASH-F	WHFS-F	10 WASH-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCPT	730	Alexandria/Wsht	0.4/2.0
WFMD	930	Frederick	0.4/1.0
WFRE-F	99.9	Frederick	0.7/1.9
WJFK-F	106.7	Manassas	0.9/5.3
WMMJ-F	102.3	Bethesda/Wshgtn	0.8/2.9
WUST	1120	Washington	0.6/1.3
WWDC	1260	Washington	1.1/2.8
WZYQ-F	103.9	Braddock Hts.	0.3/1.1
WFLS	1350	Fredericksburg	
WFLS-F	93.3	Fredericksburg	0.4/1.2
WIYY-F	97.9	Baltimore	0.7/2.4
WPOC-F	93.1	Baltimore	0.4/0.7
WMMX-F	106.5	Baltimore	0.5/2.1

RADIO STATIONS

AM STATIONS

WCPT,	730,	5 KW/ 20W (DA-1) ,	BLACK	SMN, \$ NA (Mc-Guild)	Legacy
WDCT,	1310,	5 KW/500W (DA-2) ,	RELIGION	, \$ 34.00 (---)	
WFAX,	1220,	5 KW (DAYS) ,	RELIGION	, \$ 20.00 (---)	
WMAL,	630,	5 KW (DA-2) ,	MOR	ABC-I, \$200.00 (Katz)	Cap Cities/ABC
WMDO,	1540,	5 KW (DAYS) ,	HISPANIC	, \$ 45.00 (Lotus)	
WNTR,	1050,	1 KW/500W	, TALK	, \$ 30.00 (---)	
WOL,	1450,	1 KW	, BLACK	NBN, \$ 47.00 (K & P)	
WTOP,	1500,	50 KW (DA-2)	, NEWS	MBS, CBS, \$175.00 (HNWH)	Outlet
WUST,	1120,	1 KW (DAYS)	, GOSPEL	NBN, \$ 25.00 (---)	
WWDC,	1260,	5 KW (DA-2)	, NOSTALGIA	US 2, \$ 51.00 (Christal)	
WWRG,	980,	5 KW (DA-N)	, TALK	MBS, NBC, \$ 78.00 (MMR)	Greater Media
WYCB,	1340,	5 KW	, GOSPEL	SBN, \$ 41.00 (---)	

FM STATIONS

WASH,	97.1,	23 KW @ 690,	SOFT AC	Trans, \$ 88.00 (HNWH)	Outlet
WAVA,	105.1,	50 KW @ 500,	CHR	, \$160.00 (HNWH)	Emmis
WJFK,	106.7,	23 KW @ 731,	CLASSIC ROCK	ABC-R, \$ 85.00 (Torbet)	Infinity
WCXR,	105.9,	50 KW @ 500,	CLASSIC ROCK	, \$135.00 (Mc-Guild)	Legacy
WDJY,	100.3,	40 KW @ 333,	BLACK	APR, \$ 80.00 (Mc-Guild)	United
WGAY,	99.5,	21 KW @ 780,	BTFL/EZ	, \$210.00 (MMR)	Greater Media
WGMS,	103.5,	47 KW @ 510,	CLASSICAL	MBS, \$150.00 (Republic)	
WHUR,	96.3,	24 KW @ 669,	BLACK	, \$106.00 (Durpetti)	Howard University
WKYS,	93.9,	50 KW @ 485,	BLACK/URBAN	, \$206.00 (Eastman)	Albimar
WLTT,	94.7,	21 KW @ 780,	AC	, \$168.00 (CBS)	CBS
WMMJ,	102.3,	1 KW @ 480,	? ?	, \$ 51.00 (K & P)	
WMZQ,	98.7,	50 KW @ 490,	COUNTRY	, \$209.00 (Christal)	Viacom
WPGC,	95.5,	50 KW @ 500,	URBAN/CHR	, \$125.00 (Banner)	Cook Inlet
WRQX,	107.3,	50 KW @ 410,	CHR	ABC-C, \$146.00 (Katz)	Cap Cities/ABC
WWDC,	101.1,	23 KW \$ 760,	AOR	US 1, \$203.00 (Christal)	
WXTR,	104.1,	50 KW @ 500,	OLDIES	, \$ 76.00 (Mc-Guild)	Mediacomm
WHFS,	99.1,	47 KW @ 390,	AOR	APR,MBS, \$ 54.00 (Republic)	Duchoissois
					(LA PLATA)
					(ANNAPOLIS)

WEST PALM BEACH

Arbitron Rank/Pop (12+): 53/723,700  
 MSA Rank/Pop: 64/808,300  
 ADI # 52  
 Average Person Ratings: 17.9  
 Market TSL: 24.25 hours

Stations: 33/15  
 Diaries: 921/786:1/47.3%  
 Sample Target: 940  
 % Below Line: 34.3  
 % Not Listed: 12.5

1988 Revenue: \$20,700,000  
 HH Inc.: \$36,567  
 Retail \$: 7.3 Bil  
 Pop per Station: 48,246  
 #1 Biller: WRMF-F \$5,500,000

12+ METRO	1/4/SHARE	PAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	PAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. WEAT-AF (EZ)	234/18.0	16.7	12.4	12.0	14.6	14.8	363/3438	2116/29.2	25.4	22.2	22	12.5	125	1330
2. WRMF-F (AC)	93/ 7.2	8.8	8.8	7.0	8.4	7.9	134/2054	1342/18.5	17.9	17.8	156	8.7	96	1174
3. WHQT-F (CHR)	78/ 6.0	4.0	2.3	3.1	2.9	3.8	227/1997	601/ 8.3	9.0	8.1	112	7.4	81	962
4. WJNO (N/T)	77/ 5.9	6.9	9.5	5.7	7.9	7.0	92/1268	893/12.3	15.0	12.3	41	4.5	50	894
5. WIRK-F (C)	72/ 5.6	5.3	5.0	3.8	6.2	4.9	82/948	672/ 9.3	9.1	11.0	141	5.7	63	730
6. WOVV-F (CHR)	43/ 3.3	3.5	3.4	4.9	2.3	3.8	86/1505	934/12.9	11.2	7.1	88	4.5	49	713
7. WMXJ-F (O)	40/ 3.1	4.0	2.5	3.4	3.7	3.3	149/2071	631/ 8.7	9.6	7.5	200	3.1	34	373
8. WHYI-F (CHR)	37/ 2.9	3.4	3.1	4.4	3.1	3.5	123/2401	809/11.2	13.7	12.3	121	4.6	51	915
9. WNGS-F (AC)	36/ 2.8	4.4	2.8	3.0	3.1	3.3	38/628	596/ 8.2	8.5	7.4	179	2.8	31	446
WMXQ-F (AC)	36/ 2.8	1.6	5.0	4.1	6.1	3.4	41/511	425/ 5.9	4.2	8.7	171	1.2	13	225
WKGR-F (AOR)	36/ 2.8	2.5	4.0	2.9	1.8	3.0	74/1203	671/ 9.3	7.0	6.6	146	2.3	25	430
12. WKIS-F (C)	32/ 2.5	1.7	1.7	1.4	0.6	1.8	148/1909	432/ 6.0	4.9	3.7	116	2.0	22	435
13. WLYF-F (EZ)	31/ 2.4	1.6	1.7	2.4	2.3	2.0	220/2521	309/ 4.3	5.1	4.1	71	1.5	17	241
14. WSHE-F (AOR)	26/ 2.0	2.6	2.3	3.2	1.4	2.5	63/1479	578/ 8.0	7.0	4.7	85	4.3	47	629
WPOW-F (CHR)	26/ 2.0	0.8	2.7	2.3	2.4	2.0	82/1616	634/ 8.8	5.9	7.6	50	3.1	34	1013
WGTR-F (AOR)	26/ 2.0	2.3	2.3	2.4	3.2	2.3	134/1706	451/ 6.2	5.8	4.9	130	2.5	28	547

12+ FM SHARE (METRO): 81.85% (929 of 1135) (WIN 88: 74.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHQT-F>>	1 WRMF-F>	1 WRMF-F>	1 WRMF-F>	1 WRMF-F>	1 WEAT-AF>>	1 WEAT-AF>	1 WEAT-AF>>	1 WEAT-AF>>	1 WEAT-AF>	1 WEAT-F>
2 WOVV-F>	2 WKGR-F	2 WIRK-F	2 WIRK-F	2 WIRK-F	2 WJNO	2 WRMF-F<	2 WHQT-F<	2 WHQT-F>	2 WJNO >	2 WJNO >
3 WHYI-F	3 WHQT-F<	3 WMXJ-F	3 WMXJ-F	3 WHQT-F	3 WIRK-F	3 WJNO >	3 WIRK-F	3 WRMF-F>	3 WJNO >	3 WIRK-F
4 WPOW-F>>	4 WSHE-F	4 WMXJ-F	4 WHQT-F	4 WMXJ-F	4 WRMF-F	4 WIRK-F	4 WJNO	4 WIRK-F	4 WOVV-F	4 WMXJ-F
5	5	5 WKGR-F	5 WNGS-F	5 WNGS-F	5	5	5	5 WJNO	5 WHYI-F	5 WHQT-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRMF-F>	1 WRMF-F>	1 WRMF-F>	1 WRMF-F>	1 WRMF-F>	1 WRMF-F	1 WHQT-F	1 WHQT-F>	1 WRMF-F	1 WIRK-F
2 WSHE-F	2 WKGR-F>	2 WKGR-F>	2 WNGS-F	2 WHQT-F	2 WSHE-F	2 WRMF-F>	2 WZTA-F	2 WIRK-F	2 WRMF-F
3 WKGR-F>	3 WHQT-F	3 WHYI-F	3 WKGR-F	3 WNGS-F>	3 WIRK-F	3 WGTR-F	3 WRMF-F	3 WMXJ-F	3 WMXJ-F
4 WPOW-F	4 WMXQ-F	4 WKIS-F	4 WHQT-F	4 WKGR-F	4 WPOW-F	4 WZTA-F	4 WHYI-F	4 WHQT-F	4 WHQT-F
WOVV-F	5 WHYI-F	WPOM	5 WMXQ-F	WIRK-F	WGTR-F	WSHE-F	WMXQ-F	5 WMXQ-F	5 WMXQ-F
WMXQ-F	WOVV-F		WIRK-F		WKGR-F				

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDBF 1420	Delray Bch/W.P.	0.8/2.2	WAXY-F 105.9	Ft. Lauderdale	1.5/6.3
WPBG 1290	West Palm Beach	0.7/2.2	WFTL 1400	Ft. Lauderdale	0.6/1.4
WPBR 1340	Palm Beach	1.2/4.5	WINZ 940	Miami	0.4/2.2
WPOM 1600	Riviera Bch/WP1	1.2/3.0	WIOD 610	Miami	1.8/4.9
WSBR 740	Boca Rtn/WPlmBc	0.5/3.1	WJQY-F 106.7	Ft. Lauderdale	0.9/4.3
WSWN 900	Belle Glade	0.4/2.0	WLVE-F 93.9	Miami Beach	0.7/3.5
			WNWS 790	South Miami	1.0/2.9
			WQBA-F 107.5	Miami	0.8/1.0
			WTMI-F 93.1	Miami/Ft Ldrdle	1.9/4.9
			WZTA-F 94.9	Miami Beach	1.9/4.1

RADIO STATIONS

WDBF, 1420,	5 KW/500 W (DA-1)	, NOSTALGIA	CBS, \$ 12.00	(---)	
WJNO, 1230,	1 KW	, NEWS/TALK	CBS, ABC-E, \$ 53.00	(Banner)	Fairbanks
WPBR, 1340,	1 KW	, TALK	MBS, CNN, \$ 23.00	(Eastman)	
WPOM, 1600,	1 KW (DA-1)	, BLACK	ABC-D, \$ 31.00	(Republic)	
WYFX, 1040,	10 KW/1 KW (DA-2)	, BLACK	SBN, \$ 17.00	(---)	
WEAT-F, 104.3,	56 KW @ 1250,	BTFL/EZ			
WIRK-F, 107.9,	100 KW @ 400,	COUNTRY			
WKGR-F, 98.7,	100 KW @ 1500,	AOR	ABC-E, \$ 56.00	(HNWH)	Price
WNGS-F, 92.1,	2 KW @ 378,	AC	UPI, \$ 44.00	(HNWH)	(FORT PIERCE)
WNJY-F, 94.3,	1 KW @ 480,	NOSTALGIA			
WRMF-F, 97.9,	100 KW @ 1350,	AC	NBC, \$ 36.00	(Republic)	Lappin
					Fairbanks

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 59/624,000  
 MSA Rank/Pop: 69/727,800  
 Average Person Ratings: 18.3  
 Market TSL: 24.25 hours

Stations: 39/28  
 Diaries: 1002/623:1/5836%  
 Sample Target: 1000  
 % Below Line: 8.4  
 % Not Listed: 12.6

1988 Revenue: \$14,500,000  
 HHI Inc.: \$27,627  
 Retail \$: 4.6 Bil  
 Pop per Station: 22,285  
 #1 Biller: WKRZ-AF \$2,400,000

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% Conversion 25-54	Birch Share	Birch AQH	Birch Cume	
1. WKRZ-F (CHR)	157/13.8	13.0	14.7	12.3	13.9	13.4	198/2456	2008/32.2	32.9	28.5	98	14.8	152	2090	WKRZ-F
2. WNAK (BB)	80/ 7.0	5.0	4.9	5.3	7.3	5.6	82/636	604/ 9.7	9.6	10.3	33	3.4	35	389	WNAK
3. WEZX-F (AOR)	73/ 6.4	8.9	9.0	9.7	6.9	8.5	84/1091	914/14.6	15.6	13.8	117	10.9	112	951	WEZX-F
4. WARM (MOR)	63/ 5.5	6.8	7.2	7.2	5.2	6.7	70/1371	1168/18.7	18.1	16.0	85	6.7	69	1002	WARM
5. WMGS-F (AC)	62/ 5.4	5.0	4.5	6.4	5.0	5.3	70/1150	944/15.1	12.9	12.5	167	4.2	43	556	WMGS-F
6. WWSH-F (EZ)	60/ 5.3	4.8	5.2	4.3	3.1	4.9	71/877	719/11.5	10.7	7.5	89	2.5	26	350	WWSH-F
7. WTLQ-F (CHR)	50/ 4.4	3.5	5.0	3.2	3.9	4.0	50/888	888/14.2	12.1	12.0	43	4.7	48	826	WTLQ-F
8. WGBI-F (AC)	43/ 3.8	5.1	4.8	5.9	4.6	4.9	54/1028	863/13.8	10.8	11.3	129	2.1	22	307	WGBI-F
9. WSGD-F (AC)	34/ 3.0	2.9	1.3	0.9	1.2	2.0	47/562	368/ 5.9	5.7	2.4	193	4.0	41	345	WSGD-F
10. WHLM-F (AC)	32/ 2.8	3.1	1.8	2.9	2.8	2.7	42/651	403/ 6.5	5.0	5.4	136	3.0	31	461	WHLM-F
11. WBAX (BB)	27/ 2.4	2.3	2.1	1.3	4.1	2.0	28/344	326/ 5.2	4.7	7.2	54	2.0	21	358	WBAX
12. WARD (N/T)	26/ 2.3	1.5	2.6	2.0	1.5	2.1	26/390	390/ 6.3	5.5	4.5	74	2.0	20	218	WARD
13. WEJL (BB)	25/ 2.2	1.8	2.8	2.6	5.9	2.3	31/511	448/ 7.2	3.6	7.1	50	3.2	33	324	WEJL
14. WICK (EZ)	24/ 2.1	1.8	2.0	1.6	1.2	1.9	24/229	229/ 3.7	3.9	2.9	62	1.7	17	253	WICK
WGBI (C)	24/ 2.1	0.9	1.4	0.8	1.8	1.3	27/418	359/ 5.8	3.9	4.7	110	1.7	17	217	WGBI

12+ FM SHARE (METRO): 65.56% (653 of 996) (WIN 88: 62.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRZ-F	1 WKRZ-F	1 WKRZ-F	1 WKRZ-F	1 WKRZ-F	1 WNAK	1 WKRZ-F	1 WKRZ-F	1 WKRZ-F	1 WKRZ-F	1 WKRZ-F
2 WTLQ-F	2 WEZX-F	2 WEZX-F	2 WEZX-F	2 WMGS-F	2 WWSH-F	2 WARM	2 WEZX-F	2 WTLQ-F	2 WTLQ-F	2 WARM
3 WEZX-F	3 WMGS-F	3 WMGS-F	3 WEZX-F	3 WEZX-F	WARM	3 WMGS-F	3 WMGS-F	3 WNAK	3 WEZX-F	3 WWSH-F
4	4 WTLQ-F	4 WSGD-F	4 WSGD-F	4 WSGD-F	4 WKRZ-F	4 WNAK	4 WWSH-F	4 WWSH-F	4 WWSH-F	4 WHLM-F
5	5 WGBI-F	5 WTLQ-F	5 WGBI-F	5	5	5 WEZX-F	5 WTLQ-F	5 WARM	5 WTLQ-F	5 WEZX-F
6	6	WGBI-F	6	6	6	6	6 WMGS-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRZ-F	1 WKRZ-F	1 WKRZ-F	1 WKRZ-F	1 WKRZ-F	1 WKRZ-F	1 WEZX-F	1 WEZX-F	1 WKRZ-F	1 WKRZ-F
2 WTLQ-F	2 WMGS-F	2 WMGS-F	2 WMGS-F	2 WMGS-F	2 WEZX-F	2 WKRZ-F	2 WKRZ-F	2 WEZX-F	2 WEZX-F
3 WMGS-F	3 WGBI-F	3 WGBI-F	3 WGBI-F	3 WGBI-F	3 WTLQ-F	3 WZZO-F	3 WMGS-F	3 WMGS-F	3 WMGS-F
4 WEZX-F	4 WTLQ-F	4 WEZX-F	4 WEZX-F	4 WWSH-F	4 WSBG-F	4 WZZO-F	4 WSGD-F	4 WSGD-F	4 WSGD-F
5 WSBG-F	WEZX-F	5 WEAY-F	5 WHLM-F	5 WHLM-F	5 WILK	5 WSGD-F	5 WMGS-F	5 WTLQ-F	5
6 WHLM-F	6	6	6 WEZX-F	6 WARM	6	6	6 WGBI-F	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAZL 1490	Hazleton	0.7/2.4	KYW 1060	Philadelphia	0.4/1.0
WBNE-F 95.9	Benton	0.6/1.8	WABC 770	New York	0.4/1.2
WCNR 930	Bloomsburg	0.8/2.2	WAVT-F 101.9	Pottsville	0.4/2.0
WEAY-F 92.1	Nanticoke	1.7/4.7	WFMZ-F 100.7	Allentown	1.3/3.6
WILK 980	Wilkes-Barre/Scranton	1.5/6.7	WILQ-F 105.1	Williamsport	0.9/2.0
WJMW 550	Bloomsburg	0.1/0.9	WKSJ-F 102.7	Williamsport	0.8/2.0
WPCN 960	Mount Pocono	0.5/0.8	WLEV-F 96.1	Easton	0.9/2.7
WQEQ-F 103.1	Freeland/Hazleton	0.4/3.1	WQQQ-F 99.9	Easton/Allentown	1.1/3.6
WSBG-F 93.5	Stroudsburg	1.6/3.8	WRKZ-F 106.7	Hershey	0.6/1.6
WVPO 840	Stroudsburg	1.2/1.7	WYSP-F 94.1	Philadelphia	0.4/1.4
WVPL-F 104.9	Scranton	0.4/3.2	WZZO-F 95.1	Bethlehem	1.3/3.4
WXPX 1300	W Hazleton/Hazleton	0.6/2.2			
WYOM 1340	Wilkes-Barre	0.4/1.2			

RADIO STATIONS

WARD, 1550, 10 KW/500 W (DA-2)	, TALK	APR, ABC-T, \$ 12.00	(Savalli)
WARM, 590, 5 KW (DA-2)	, MOR	NBC, \$ 50.00	(Mc-Guild)
WBAX, 1240, 1 KW	, NOSTALGIA	CNN, \$ 17.00	(---)
WEJL, 630, 500 W	, NOSTALGIA	ABC-I, \$ 20.00	(Christal)
WGBI, 910, 1 KW/500 W	, COUNTRY	CBS, \$ 15.00	(Torbet)
WICK, 1400, 1 KW	, BTFL/EZ	ABC-D, \$ 14.00	(Roslin)
WILK, 980, 5 KW/1 KW (DA-2)	, MOR/TALK	MBS, ABC-E, \$ 18.00	(Mc-Guild)
WNAK, 730, 1 KW/36 W (DA-1)	, NOSTALGIA	NBC, \$ 26.00	(K & P)
WPLJ, 1340, 1 KW	, COUNTRY	, \$ 13.00	(Katz)
WEZX-F, 107.1, 125 W @ 1270, AOR		ABC-R, \$ 35.00	(Christal)
WGBI-F, 101.3, 7 KW @ 1110, AC		CBS-R, \$ 30.00	(Torbet)
WKRZ-F, 98.5, 8 KW @ 1172, CHR		, \$ 60.00	(Katz)
WMGS-F, 92.9, 9 KW @ 1060, AC		, \$ 35.00	(Mc-Guild)
WTLQ-F, 102.3, 3 KW @ 71, CHR		ABC-C, \$ 22.00	(Mc-Guild)
WVPL-F, 104.9, 1.6 KW @ 1093, SOFT AC		ABC-D, \$ 16.00	(Roslin)
WHLM-F, 106.5, 37 KW @ 597, AC		US 2, \$ 17.00	(Banner)
WWSH-F, 97.9, 24 KW @ 660, BTFL/EZ		, \$ 20.00	(Katz)

(PITTSBURGH)  
(BLOOMSBURG)  
(HAZLETON)

American Radio Winter, 1989, Copyright 1989



YORK

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Arbitron Rank/Pop (12+): 102/334,700  
 MSA Rank/Pop: 114/404,100  
 ADI # 46  
 Average Person Ratings: 19.3  
 Market TSL: 25.0 hours

Stations: 30/11  
 Diaries: 746/449:1/59.8%  
 Sample Target: 730  
 % Below Line: 40.9  
 % Not Listed: 11.9

1988 Revenue: \$11,700,000  
 HH Inc.: \$31,680  
 Retail \$: 2.3 Bil  
 Pop per Station: 30,427  
 #1 Biller: NA \$0

12+ METRO	1/4/SHARE	FAL 88	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WARM-F (AC)	78/12.1	8.7	10.4	8.6	10.2	9.9	161/2013	847/25.3	17.5	18.7	124	0.0	0	0	WARM-F
2. WRKZ-F (C)	72/11.1	9.2	8.5	11.5	8.7	10.1	208/2056	705/21.1	17.1	15.1	123	0.0	0	0	WRKZ-F
3. WNCE-F (EZ)	62/ 9.6	7.6	6.4	8.4	8.3	8.0	174/1818	566/16.9	17.4	15.2	70	0.0	0	0	WNCE-F
4. WYCR-F (CHR)	57/ 8.8	12.1	9.2	11.0	8.2	10.3	86/1456	914/27.3	24.6	21.4	89	0.0	0	0	WYCR-F
5. WSBA (MOR)	54/ 8.4	6.4	7.7	10.6	7.8	8.3	59/808	601/18.0	17.6	18.7	63	0.0	0	0	WSBA
6. WQXA-F (CHR)	41/ 6.3	6.4	13.2	8.0	8.3	8.5	86/1868	678/20.3	19.8	21.9	110	0.0	0	0	WQXA-F
7. WGRX-F (AOR)	40/ 6.2	5.5	4.5	5.6	3.2	5.4	50/660	427/12.8	11.1	8.3	85	0.0	0	0	WGRX-F
8. WGTY-F (C)	35/ 5.4	3.2	4.7	2.1	5.9	3.8	36/478	436/13.0	7.7	8.5	119	0.0	0	0	WGTY-F
9. WHTF-F (AOR)	13/ 2.0	2.8	4.5	4.4	4.0	3.4	71/1027	280/ 8.4	6.1	11.0	110	0.0	0	0	WHTF-F

10. 12+ FM SHARE (METRO): 84.18% (479 of 569) (WIN 88: 81.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYCR-F>>	1 WGRX-F	1 WARM-F	1 WARM-F<	1 WARM-F	1 WNCE-F	1 WSBA	1 WARM-F>	1 WARM-F	1 WYCR-F	1 WRKZ-F>>
2 WQXA-F>	2 WARM-F	2 WRKZ-F>	2 WRKZ-F>	2 WRKZ-F>	2 WARM-F<	2 WARM-F<	2 WNCE-F<	2 WNCE-F	2 WRKZ-F>	2 WGTY-F>
3 WGRX-F>>	3 WRKZ-F	3 WYCR-F	3 WYCR-F	3 WYCR-F	3 WSBA <	3 WRKZ-F>	3 WRKZ-F>	3 WRKZ-F	3 WQXA-F	3 WARM-F
4	4 WYCR-F	4 WGRX-F	4 WQXA-F	4 WQXA-F<	4 WRKZ-F>	4 WYCR-F	4 WSBA	4 WYCR-F	4 WGRX-F	4 WYCR-F
5	5 WQXA-F	5 WQXA-F	5	5 WNCE-F<	5 WGTY-F	5 WNCE-F	5 WYCR-F	5 WGRX-F<	5 WNCE-F	5 WSBA
6	6	6	6	6 WGTY-F	6	6	6	6 WSBA	6	6 WNCE-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WARM-F	1 WARM-F>	1 WARM-F>>	1 WARM-F>	1 WARM-F>	1 WGRX-F>>	1 WGRX-F>>	1 WGRX-F	1 WRKZ-F<	1 WRKZ-F>
2 WYCR-F	2 WYCR-F	2 WRKZ-F	2 WRKZ-F	2 WRKZ-F>	2 WRKZ-F	2 WRKZ-F	2 WRKZ-F>	2 WGRX-F>	2 WARM-F>
3 WQXA-F	3 WRKZ-F	3 WYCR-F	3 WYCR-F	3 WYCR-F	3 WYCR-F	3 WYCR-F	3 WYCR-F	3 WARM-F	3 WGRX-F
4 WRKZ-F>	4 WQXA-F>	4 WQXA-F	4 WQXA-F>	4 WNCE-F	4 WHTF-F>	4 WQXA-F	4 WQXA-F	4 WYCR-F	4 WYCR-F
5 WGRX-F	5 WGRX-F	5 WGRX-F	5 WNCE-F	5 WQXA-F	5 WQXA-F	5 WHTF-F	5 WTPA-F	5 WQXA-F	5 WQXA-F
6	6	6	6 WGTY-F	6 WGTY-F	6 WARM-F>>	6	6	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGCB-F	96.1	Red Lion	0.3/3.1
WGET	1320	Gettysburg	1.1/4.0
WHVR	1280	Hanover	1.7/5.2
WOYK	1350	York	0.3/3.2
WXKU	1250	York	0.8/2.6
WBAL	1090	Baltimore	0.3/2.1
WBSB-F	104.3	Baltimore	0.3/1.8
WDAC-F	94.5	Lancaster	1.4/3.8
WFRE-F	99.9	Frederick	0.3/3.5
WHKS-F	94.9	Harrisburg	0.3/1.8
WHP	580	Harrisburg	1.4/3.6
WHP -F	97.3	Harrisburg	0.8/4.5
WIMX-F	99.3	Harrisburg	0.6/3.1
WIOV-F	105.1	Ephrata/Lancast	1.2/4.6
WIYY-F	97.9	Baltimore	0.3/1.8
WLAN-F	96.9	Lancaster	0.8/5.5
WNNK-F	104.1	Harrisburg	1.5/7.4
WPOC-F	93.1	Baltimore	1.2/3.7
WTPA-F	93.5	Mechsbrg/Harsbr	1.2/6.2
WMD-F	104.7	Hagerstown	1.7/3.9
WXYV-F	102.7	Baltimore	0.5/1.9

RADIO STATIONS

WOYK, 1350,	5 KW/1 KW (DA-2)	, NOSTALGIA	MBS, \$ 14.00	(Banner)	
WSBA, 910,	5 KW/1 KW (DA-2)	, MOR	, \$ 49.00	(Eastman)	Susquehanna
WXKU, 1250,	1 KW (DAYS)	, COUNTRY	ABC-1, \$ 13.00	(Katz)	
WARM-F, 103.3,	6 KW @ 1310,	AC	, \$ 60.00	(Eastman)	Susquehanna
WHTF-F, 92.7,	3 KW @ 300,	AOR	SOURCE, \$ 36.00	(Banner)	
WGTY-F, 107.7,	10 KW @ 350,	COUNTRY	MBS, \$ 19.00	(---)	(GETTYSBURG)
WQXA-F, 105.7,	50 KW @ 500,	CHR	ABC-C, \$ 56.00	(Katz)	
WYCR-F, 98.5,	11 KW @ 930,	CHR	, \$ 30.00	(HNWH)	

Other ranked stations - See Harrisburg, Lancaster or Baltimore

YOUNGSTOWN

Arbitration Rank/Pop (12+): 81/422,000  
 MSA Rank/Pop: 97/506,100  
 ADI # 90  
 Average Person Ratings: 20.3  
 Market TSL: 26.5 hours

Stations: 24/17  
 Diaries: 915/461:1/58.0%  
 Sample Target: 850  
 % Below Line: 8.7  
 % Not Listed: 10.4

1988 Revenue: \$11,600,000  
 HH Inc.: \$31,666  
 Retail \$: 3.1 Bil  
 Pop per Station: 24,823  
 #1 Biller: WHOT-AF \$2,800,000

12+ METRO	FAL 1/4/SHARE	SUM 88	SPG 88	WIN 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 88	WIN 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume		
1. WHOT-AF (CHR)	108/12.6	14.0	14.7	16.1	17.1	14.4	173/2229	1486/35.2	35.9	37.5	98	14.8	104	1454	WHOT-AF
2. WKBN-F (EZ)	97/11.3	9.5	7.8	9.3	10.6	9.5	131/1332	909/21.5	22.8	20.4	85	9.2	67	784	WKBN-F
3. WKBN (MOR)	77/ 9.0	10.6	9.0	9.2	11.8	9.4	98/1271	919/21.8	22.0	22.9	44	9.8	71	889	WKBN
4. WQXK-F (C)	68/ 7.9	9.5	8.2	10.9	7.8	9.1	107/1334	734/17.4	16.2	16.2	137	7.0	51	629	WQXK-F
5. WNCD-F (AOR)	60/ 7.0	5.4	9.4	3.5	0.0	6.3	65/683	618/14.6	13.6	0.0	137	10.3	75	793	WNCD-F
6. WBBG-F (O)	58/ 6.8	7.3	7.6	2.0	2.7	5.9	70/834	676/16.0	15.6	6.5	169	6.2	45	559	WBBG-F
7. WFMJ (BB)	52/ 6.1	3.4	3.2	3.2	1.8	4.0	54/646	550/13.0	10.7	7.7	31	4.8	35	408	WFMJ
8. WYFM-F (AC)	51/ 5.9	6.6	7.2	9.8	10.1	7.4	120/1478	740/17.5	19.4	23.4	168	6.1	44	821	WYFM-F
9. WBBW (N/T)	31/ 3.6	5.2	5.3	5.5	5.5	4.9	32/517	490/11.6	14.1	13.1	25	3.9	28	429	WBBW
10. WRKU-F (?)	30/ 3.5	0.8	0.0	0.0	0.0	1.1	59/700	309/ 7.3	2.9	0.0	114	3.2	23	247	WRKU-F
11. WMGZ-AF (CHR)	25/ 2.9	4.3	2.5	5.3	3.9	3.8	36/675	416/ 9.8	11.3	11.3	48	4.1	30	599	WMGZ-AF
12.															
13.															
14.															
15.	12+ FM SHARE (METRO):		71.65%		(551 of 769)		(WIN 88:	71.60%)							

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHOT-AF>>1 WNCD-F	1 WHOT-AF	1 WHOT-AF	1 WHOT-AF	1 WHOT-AF	1 WKBN-F	1 WHOT-AF	1 WKBN-F>	1 WKBN-F	1 WHOT-AF>	1 WQXK-F
2 WMGZ-AF>>2 WHOT-AF>	2 WNCD-F	2 WBBG-F	2 WBBG-F	2 WBBG-F	WKBN >	2 WKBN	2 WKBN	2 WHOT-AF	2 WKBN	2 WKBN >
3	3 WRKU-F	3 WBBG-F	3 WNCD-F	3 WQXK-F	3 WFMJ	3 WKBN-F	3 WHOT-AF	3 WKBN <	3 WKBN-F	3 WBBW >
4	4 WKBN-F	4 WYFM-F<	4 WYFM-F	4 WYFM-F<	4 WQXK-F	4 WQXK-F	4 WNCD-F<	4 WNCD-F	4 WNCD-F	4 WHOT-F
5	5 WYFM-F	5 WQXK-F	5 WQXK-F	5 WNCD-F	5 WHOT-AF	5 WNCD-F<	5 WQXK-F	5 WQXK-F	5 WQXK-F	5 WBBG-F
6	6 WQXK-F	6 WKBN-F	6 WKBN-F>>	6 WKBN-F>>	6 WBBG-F	6 WYFM-F<	6 WYFM-F<	6 WFMJ	6	6
7	7	7	7	7	7	7 WFMJ	7 WBBG-F	7 WBBG-F	7	7
8	8	8	8	8	8	8 WBBG-F	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHOT-AF>	1 WHOT-AF	1 WHOT-AF	1 WHOT-AF>	1 WHOT-AF	1 WRKU-F	1 WNCD-F	1 WNCD-F>	1 WNCD-F	1 WBBG-F
2 WNCD-F	2 WNCD-F>	WNCD-F>	2 WNCD-F<	2 WYFM-F	2 WNCD-F	2 WRKU-F	2 WRKU-F	2 WBBG-F	2 WQXK-F<
3 WMGZ-AF	3 WYFM-F	3 WYFM-F>	3 WYFM-F	3 WQXK-F	3 WHOT-AF>	3 WHOT-AF	WKBN-F	3 WHOT-AF	3 WKBN-F<
4 WMMS-F>	4 WMGZ-AF	4 WQXK-F	4 WQXK-F	4 WNCD-F	4 WDVE-F	4 WKBN-F	4 WKBN-F	4 WHOT-AF	4 WNCD-F
5 WQXK-F	WQXK-F	WKBN-F	5 WBBG-F	5 WKBN-F	5 WMMS-F	5 WQXK-F	5 WQXK-F	5 WKBN-F	5 WHOT-AF
WKBN-F	WKBN-F	6 WBBG-F>	6 WKBN-F>	WBBG-F>>	6	6	6 WYFM-F	6 WQXK-F	6 WYFM-F
							WBBG-F		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGFT	1500	Youngstown	1.9/2.5
WNIO	1540	Niles	0.6/2.0
WRRO	1440	Warren	1.4/6.6
WWIZ-F	103.9	Mercer	0.5/1.4
WDVE-F	102.5	Pittsburgh	1.0/3.4
WMJI-F	105.7	Cleveland	0.7/2.5
WMMS-F	100.7	Cleveland	2.4/6.1
WPHR-F	107.9	Cleveland	1.5/7.1
WPIC	790	Sharon	1.4/3.7
WTOF-F	98.1	Canton/Akron	0.8/2.6
WWWE	1100	Cleveland	0.8/2.8

RADIO STATIONS

WBBW, 1240, 1 KW	, TALK	ABC-T,ABC-E, \$ 30.00	(Christal)	Hartstone-Dickstein
WFMJ, 1390, 5 KW (DA-N)	, NOSTALGIA	NBC, \$ 19.00	(Unirep)	
WHOT, 1330, 500 W/1 KW (DA-2)	, CHR	, \$ NA	(Eastman)	Myron Jones
WKBN, 570, 5 KW (DA-N)	, MOR	CBS, \$ 39.00	(Katz)	
WRRO, 1400, 5 KW (DA-N)	, MOR	ABC-I, \$ 14.00	(Regional)	(WARREN)
WHOT-F, 101.1, 16 KW @ 710, CHR		, \$ 65.00	(Eastman)	Myron Jones
WKBN-F, 98.9, 5 KW @ 1370, BTFL/EZ		, \$ 48.00	(Katz)	
WMGZ-F, 95.9, 3 KW @ 165, CHR		, \$ 23.00	(K & P)	(SHARPSVILLE, PA)
WBBG-F, 93.3, 50 KW @ 280, SOFT AC		MBS, \$ 25.00	(---)	Hartstone-Dickstein
WQXK-F, 105.1, 88 KW @ 430, COUNTRY		ABC-D, \$ 40.00	(Mc-Guild)	Lincoln
WYFM-F, 102.9, 26 KW @ 455, AC		ABC-C, \$ 38.00	(Durpetti)	Regional
WNCD-F, 106.1, 3 KW @ 300, AOR		, \$ NA	(Torbet)	(SHARON, PA) (NILES)



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