

AMERICAN RADIO

SPRING 1990



James H. Duncan, Jr.

AMERICAN RADIO

SPRING 1990 REPORT

(Arbitron Rating Period: 29 March 1990 - 20 June 1990)

Compiled and Edited By:

JAMES H. DUNCAN, JR.
DUNCAN'S AMERICAN RADIO, INC.
BOX 90284
INDIANAPOLIS, IN 46290

(317) 630-2888

(317) 844-0988

August 1990

VOLUME XV - Number 1
ISSN 0738-8675

INTRODUCTION

This is the 16th year American Radio has been published. Your support of this work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I can be reached at the following address:

Jim Duncan, Jr.
Duncan's American Radio, Inc.
PO Box 90284
Indianapolis, IN 46290
(317) 630-2888
(317) 844-0988

I strongly urge all of you (particularly new subscribers) to carefully read the definition pages at the beginning of Section B. This will help you to understand all of the information given in the Individual Market Reports. However, if you have any questions, please feel free to call me. I figure that my time and my call back to you are part of the subscription price. Also, I always enjoy talking about American Radio.

ALL ARBITRON AUDIENCE ESTIMATES ARE COPYRIGHTED (1990) BY THE ARBITRON COMPANY AND MAY NOT BE QUOTED OR REPRODUCED WITHOUT THE PRIOR PERMISSION OF ARBITRON.

ALL BIRCH RADIO AUDIENCE ESTIMATES ARE COPYRIGHTED (1990) BY BIRCH RADIO, INC., AND NOT BE QUOTED OR REPRODUCED WITHOUT THE PRIOR PERMISSION OF BIRCH RADIO.

Subscribers may quote American Radio for sales and advertising purposes. However, you must be an Arbitron subscriber if any of their data is involved. Secondly, I must be notified. I always give permission, but I like to make certain that my work is properly quoted. the phrase, "American Radio by James Duncan, Jr. must always be cited.

This book may not be reproduced in whole or part by mimeograph or any other means without permission.

PRINTED IN THE UNITED STATES OF AMERICA

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

Any corrections made by Arbitron to earlier published reports are included if they are received by 10 August, 1990.

Work on this edition was completed on 17 August, 1990. Mailing will begin on 26 August, 1990. If your copy is defective in any way, let me know and I will promptly mail you another copy.

FORMATS

The formats showing the greatest growth were AOR/Classic AOR, Black/Urban, Hispanic and Classical. Major declines were posted by CHR and EZ.

LISTENING LEVELS

Overall listening levels (APR's) were down a bit from 1989 but still above the depressed 1987/1988 levels and in line with the highest levels of the past decade.

FM SHARE

The national FM share is now just short of 74% -- 73.952% to be exact. This represents a growth over 1989 levels of 0.7%. This is the smallest increase in the 15 years I have been keeping records. It seems to confirm our prediction made in 1985 that FM share would level off short of 80%. We believe that the AM situation has stabilized.

LARGEST STATION SHARE CHANGES

<u>SHARE GAINERS</u>			<u>SHARE LOSERS</u>		
WRKT-F	Erie	+14.7	KTRS-F	Casper	-19.6
WZHT-F	Montgomery	+12.9	KKHT-F	Spring. MO	-10.7
KGEX-F	Spring. MO	+ 9.7	WZEE-F	Madison	- 9.3
KKRQ-F	Cedar Rapids	+ 9.6	WRBQ-F	Tampa	- 7.8
KMGW-F	Casper	+ 8.7	WKKQ	Duluth	- 7.5
WTFX-F	Madison	+ 8.4	KCIX-F	Boise	- 7.4
WHLX-F	Wheeling	+ 8.3	KRLB-F	Lubbock	- 7.0
KRFX-F	Billings	+ 8.3			

LEADING STATIONS

WRKS-F is now the most-listened-to station in the U.S. (1/4 Hr. Avg.). . . Stations in the top 100 making impressive gains include: WBLS, WFAN, WYNY, WNEW, WVEE, WYSP, KITW, KLVE, KROQ, KFVB, KXEZ, KKBT, KSCS, KWKW, WLIB, WQXR, KZLA, WUSN, WDVE, KLSX, WOGL, KFRC, WADO and WFLZ.

OTHER LEADERS

12+ Metro Share:	WIVK A/F	Knoxville
12+ TSA Cume:	WINS	New York
Metro Cume Rating:	KTRS-F	Casper
	WIXX-F	Green Bay
FM Share:		Lancaster, PA (94.36%)

LEADING STATIONS BY FORMAT

	1/4 Hour Average	Metro Share
CHR/Top 40	WHTZ-F New York	KTRS-F Casper
AOR/Classic	WNEW-F New York	KQWB-F Fargo
AC/Soft Rock/Oldies	WCBS-F New York	WMGI-F Terre Haute
EZ/Btfl	WPAT A/F New York	WDUV-F Sarasota
Black/Urban	WRKS-F New York	WZHT-F Montgomery
Country	WYNY-F New York	WIVK A/F Knoxville
News/Talk	WINS New York	KMOX St. Louis
MOR/Full Service	WJR Detroit	WJBC Bloomington, IL
Nostalgia	WNEW New York	WEYZ Erie
Hispanic	WSKQ-F New York	KGBT McAllen-Browns
Religion/Gospel	WWRL New York	WDDO Macon
Classical	WQXR-F New York	KLEF-F Anchorage
Jazz/NAC	WQCD-F New York	KNIK-F Anchorage

TABLE OF CONTENTS

SECTION A: NATIONAL RANKINGS AND RATINGS ANALYSIS

A1-A3	Metro Share Leaders and Major Market Changes
A3	National FM Share
A4-A5	Station Trading Activity
A6	America's Leading Stations - 12+ Metro Share
A7-A9	America's 500 Most-Listened-To Radio Stations
A10-A11	America's Leading Stations - 12+ TSA Cume
A12-13	America's Leading Stations - Metro Cume Rating
A14-15	America's Leading Stations by Format 1/4 Hour Average
A16-17	America's Leading Stations by Format Metro Share
A18	Markets with Highest and Lowest Percentage of FM Listenership
A18	Markets with Highest and Lowest APR's
A18	Markets with Highest Percentage of "Below-the-Line" Listening
A19	Station Format and Format Listenership
A20	Best Markets for Various Formats

SECTION B: INDIVIDUAL MARKET REPORTS

B1-B3	Definitions, Clarifications and Explanations
-------	--

Individual Market Reports for these markets in alphabetical order:

Akron	Denver	Manchester	San Diego
Albany-Schenectady	Des Moines	McAllen-Brownsville	San Francisco
Albuquerque	Detroit	Melbourne-Titus-Cocoa	San Jose
Allen-Bethlehem	Duluth	Memphis	Sarasota-Bradenton
Altoona	El Paso	Miami-Ft. Lauderdale	Savannah
Amarillo	Erie	Milwaukee	Seattle-Tacoma
Anchorage	Eugene	Minneapolis-St. Paul	Shreveport
Ann Arbor	Evansville	Mobile	Sioux Falls
Appleton-Oshkosh	Fargo	Modesto	South Bend
Asheville	Fayetteville, NC	Monmouth-Ocean	Spokane
Atlanta	Flint	Montgomery	Springfield, MA
Atlantic City	Ft. Wayne	Nashville	Springfield, MO
Augusta, GA	Fresno	Nassau-Suffolk	Steubenville
Austin	Grand Rapids	New Haven	Stockton
Bakersfield	Green Bay	New Orleans	Syracuse
Baltimore	Greensboro-WS	New York	Tallahassee
Baton Rouge	Greenville, NC	Norfolk	Tampa-St. Pete
Beaumont	Greenville-Spart	Oklahoma City	Terre Haute
Billings	Harrisburg	Omaha	Toledo
Binghamton	Hartford	Orlando	Topeka
Birmingham	Honolulu	Oxnard-Ventura	Tucson
Bloomington, IL	Houston	Pensacola	Tulsa
Boise	Huntington, WV	Peoria	Utica-Rome
Boston	Huntsville	Philadelphia	Waco
Bridgeport	Indianapolis	Phoenix	Washington
Buffalo	Jackson, MS	Pittsburgh	Waterloo-CF
Canton	Jacksonville	Portland, ME	West Palm Beach
Casper	John City-Kingsport	Portland, OR	Wheeling
Cedar Rapids	Johnstown	Portsmouth-Dover, NH	Wichita
Charleston, SC	Kalamazoo	Providence	Wilkes Barre-Scranton
Charleston, WV	Kansas City	Pueblo	Wilmington, DE
Charlotte	Knoxville	Raleigh	Wilmington, NC
Chattanooga	Lafayette, LA	Reno	Worcester
Chicago	Lakeland	Richmond	York
Cincinnati	Lancaster	Riverside-San Bern	Youngstown
Cleveland	Lansing	Roanoke-Lynchburg	
Colorado Springs	Las Vegas	Rochester	
Columbia	Lexington	Rockford	
Columbus, GA	Lincoln	Sacramento	
Columbus, OH	Little Rock	Saginaw-Bay City-Midland	
Corpus Christi	Los Angeles	St. Louis	
Dallas-Ft. Worth	Louisville	Salisbury-OC, MD	
Davenport-Moline	Lubbock	Salinas-Monterey-Santa Cruz	
Dayton	Macon	Salt Lake City	
Daytona Beach	Madison	San Antonio	

METRO SHARE LEADERS AND MAJOR MARKET CHANGES

This table shows the 12+ Metro Share (6AM-MID, Mon-Sun) leaders for each rated market. Also listed are the stations in each market which had the largest gain in share or loss in share.

The period covered for the share changes is Spring 1989 to Spring 1990. I am convinced that year-to-year comparisons are more accurate and valid than "last book" comparisons.

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Akron	WKDD-F, 7.5, CHR	WGAR-F, +2.3, C	WPHR-F, -1.9, CHR
Albany-Schenectedy-Troy	WGY, 9.7, MOR	WKLI-F, +2.5, AC	WSHZ-F, -1.4, AC
Albuquerque	KRST-AF, 12.4, C	KKSS-F, +5.0, CHR	KOLT-F, -3.1, C
Allentown-Bethlehem	WFMZ-F, 14.9, EZ	WFMZ-F, +2.1, EZ	WAEB, -2.1, AC
Altoona	WPRR-F, 14.1, CHR	WBXQ-F, +7.3, AOR	WGMR-F, -2.2, C
Amarillo	KMML-F, 14.7, C	KDJW-AF, +3.3, C	KQIZ-F, -3.6, CHR
Anchorage	KPXR-F, 12.2, CHR	KBFX-F, +6.7, AOR	KENI, -3.6, N/T
Ann Arbor	WJR, 13.4, MOR	WRIF-F, +1.4, AOR	WCSX-F, -2.0, AOR
Appleton-Oshkosh	WAPL-F, 15.1, AOR	WHBY, +4.0, MOR	WQLH-F, -3.2, EZ
Asheville	WWNC, 24.7, C	WWNC, +5.1, C	WESC-F, -2.7, C
Atlanta	WVEE-F, 15.1, B	WVEE-F, +5.2, B	WKHX-F, -3.2, C
Atlantic City	WFGP-F, 10.5, EZ	WOND, +4.1, B	WAYV-F, -5.7, AC
Augusta	WBBQ-AF, 23.1, CHR	WKZK, +1.7, REL	WRXR-F, -2.3, AOR
Austin	KASE-F, 14.5, C	KHFI-F, +1.6, CHR	KBTS-F, -3.6, CHR
Bakersfield	KUZZ-AF, 19.6, C	KAFY, +4.0, SP	KKBB-F, -3.8, AOR
Baltimore	WBAL, 8.8, N/T	WQSR-F, +2.2, AC	WLIF-F, -3.1, EZ
Baton Rouge	WYNK-AF, 12.6, C	KIEZ-F, +2.8, EZ	WNDC, -2.6, REL
Beaumont	KAYD-AF, 13.1, C	KALO, +4.4, B	KWIC-F, -2.9, AOR
Billings	KZLS-F, 13.6, CHR	KRKK-F, +8.3, AOR	KCTR, -2.3, C
Binghamton	WAAL-F, 22.6, CHR	WMXW-F, +3.8, AC	WMRV-F, -1.5, AC
Birmingham	WZZK-AF, 15.7, C	WATV, +1.9, B	WZZK-AF, -3.0, C
Bloomington	WJBC, 26.1, MOR	WGLO-F, +2.2, AC	WIHN-F, -3.1, AC
Boise	KCIX-F, 12.2, AC	KQFC-F, +3.3, C	KCIX-F, -7.4, AC
Boston	WZOU-F, 7.4, CHR	WBCN-F, +1.3, AOR	WJIB-F, -1.7, EZ
Bridgeport	WICC, 15.1, MOR	WICC, +4.8, MOR	WEZN-F, -3.1, AC
Buffalo-Niagara Falls	WKSE-F, 10.7, CHR	WUFX-F, +2.4, AOR	WJYE-F, -4.1, EZ
Canton	WHBC-F, 15.3, EZ	WRQK-F, +3.9, AOR	WHBC, -2.6, MOR
Casper	KTRS-F, 29.3, CHR	KMGW-F, +8.7, AC	KTRS-F, -19.6, CHR
Cedar Rapids	WMT, 16.0, MOR	KKRQ-F, +9.6, AC	KOKZ-F, -4.5, CHR
Charleston, SC	WEZL-F, 13.5, C	WUJM-F, +3.1, B	WMGL-F, -3.3, B
Charleston, WV	WQBE-F, 24.0, C	WQBE-F, +4.6, C	WVNS-F, -2.9, AC
Charlotte	WSOC-F, 13.1, C	WXRC-F, +1.5, AOR	WSOC-F, -1.3, C
Chattanooga	WUSY-F, 17.7, C	WUSY-F, +5.1, C	WSKZ-F, -5.5, CHR
Chicago	WGN, 8.0, N/T	WGCI-F, +1.5, B	WYTZ-F, -1.6, CHR
Cincinnati	WLW, 12.1, MOR	WGRR-F, +3.3, AC	WOFX-F, -2.3, AC
Cleveland	WLTF-F, 10.4, AC	WGAR-F, +1.4, C	WMMS-F, -3.1, AOR
Colorado Springs	KKCS-F, 10.9, C	WPHR-F, +1.4, CHR	KVUU-F, -2.4, AC
Columbia, SC	WVDM-F, 17.7, B	KIKX-F, +2.6, CHR	WMFX-F, -3.2, AOR
Columbus, GA	WSTR-AF, 14.9, C	WYYS-F, +2.8, CHR	WGSY-F, -3.9, AC
Columbus, OH	WNCI-F, 16.1, CHR	WVRK-F, +5.6, AOR	WLVQ-F, -2.5, AOR
Corpus Christi	KZFM-F, 16.7, CHR	WTVN, +3.2, MOR	KEYS, -3.7, AC
Dallas-Ft. Worth	KSCS-F, 8.6, C	KZFM-F, +3.7, CHR	KVIL-AF, -2.0, AC
Davenport-Ri-Moline	WLLR-AF, 16.1, C	KSCS-F, +1.7, C	KMJC-F, -2.7, AC
Dayton	WGTZ-F, 10.9, CHR	KFMH-F, +2.1, AOR	WGRR-F, -5.1, AC
Daytona Beach	WWLV-F, 12.6, EZ	WGTZ-F, +3.6, CHR	WJHM-F, -4.1, B
Denver	KYGO-F, 7.9, C	WGNE-F, +6.2, C	KAZY-F, -2.6, AOR
Des Moines	KGGO-F, 14.9, AOR	KBPI-F, +2.8, AOR	KDMG-F, -2.7, AC
Detroit	WJR, 8.5, MOR	KRNQ-F, +2.6, CHR	WJOI-F, -1.7, EZ
Duluth	KZIO-F, 14.7, CHR	WLTI-F, +2.0, AC	WKKQ, -7.5, C
El Paso	KPRR-F, 14.6, CHR	WAVC-F, +7.8, C	KTSM-F, -3.0, EZ
Erie	WJET-F, 19.8, CHR	KAMA, +1.4, SP	WJET-F, -4.7, CHR
Eugene	KUGN-F, 14.3, C	WRKT-F, +14.7, AOR	KUGN-F, -2.3, C
Evansville	WSTR-F, 18.4, CHR	KZEL-F, +2.6, AOR	WSTR-F, -3.7, CHR
Fargo	KQWB-F, 15.5, AOR	WWOK, +6.6, BB	WDAY-F, -4.9, CHR
Fayetteville, NC	WZFX-F, 23.6, B	KVOX, +4.4, BB	WKML-F, -3.3, C
Flint	WCRZ-F, 15.9, AC	WZFX-F, +6.0, B	WIOG-F, -3.1, CHR
Fort Wayne	WMEE-F, 19.9, CHR	WFLT, +2.0, REL	WMEE-F, -3.5, CHR
Fresno	KMJ, 10.3, N/T	WJFX-F, +3.7, CHR	KJOI-F, -3.0, EZ
Grand Rapids	WGRD-F, 11.5, CHR	KMJ, +2.7, N/T	WOOD, -2.3, MOR
Green Bay	WIXX-F, 24.0, CHR	WODJ-F, +5.8, AC	WDUZ, -4.3, MOR
Greensboro-WS	WTQR-F, 15.3, C	WAPL-F, +3.8, AOR	WJMH-F, -4.2, B
Greenville, NC	WIKS-F, 18.7, B	WKRR-F, +2.7, AOR	WSFL-F, -4.1, AC
Greenville-Spartanburg	WMYI-F, 12.9, AC	WIKS-F, +1.8, B	WFBC-F, -4.0, AC
Harrisburg	WNNK-F, 17.4, CHR	WMYI-F, +3.5, AC	WRKZ-F, -2.8, C
Hartford	WTIC, 18.7, MOR	WHYL, +3.5, BB	WTIC-F, -5.4, CHR
Honolulu	KQMQ-AF, 12.4, CHR	WKSS-F, +3.4, CHR	KUMJ-AF, -1.9, EZ
Houston	KMJQ-F, 7.8, B	KSSK-F, +2.8, AC	KODA-F, -1.9, EZ
Huntington, WV	WTCR-AF, 30.9, C	KHYS-F, +2.3, B	WAEZ-F, -2.8, J/NA
		WKEE-F, +1.9, CHR	

MARKET	12+ LEADER/FORMAT	LARGEST SHARE	SHARE GAINER	LARGEST SHARE LOSER
Huntsville	WDRM-F, 23.1, C	WRSB-F, +3.7, EZ	WHRB-F, -5.3, AC	
Indianapolis	WMJC-F, 3.1, AC	WNIS, +.5, REL	WMJC-F, -3.3, AC	
Jackson	WMSI-F, 16.9, C	WSTZ-F, +4.3, AOR	WMJW-F, -2.6, AC	
Jacksonville	WAPE-F, 12.8, CHR	WHJX-F, +5.4, B	WQIK-F, -3.5, C	
John City-Kingsport	WQUT-F, 23.3, CHR	WQUT-F, +2.7, CHR	WTFM-F, -1.9, AC	
Johnstown	WGLU-F, 15.2, CHR	WYQ-F, +3.3, AC	WJAC, -2.4, MOR	
Kalamazoo	WKFR-F, 18.3, CHR	WHEZ, +1.0, AC	WNWN-F, -1.5, C	
Kansas City	WDAF, 10.7, C	KPRS-F, +2.6, B	WDAF, -4.8, C	
Knoxville	WIVK-AF, 32.2, C	WMYU-F, +1.2, AC	WIVK-AF, -2.0, C	
		WOKI-F, +1.2, CHR		
Lafayette, IA	KSMB-F, 20.5, CHR	KVOL-F, +4.5, AOR	KFXZ-F, -3.4, B	
Lakeland	WPCV-F, 15.0, C	WFLZ-F, +6.3, AC	WEZY-F, -4.0, EZ	
Lancaster	WNCE-F, 14.1, EZ	WWKL-F, +2.9, AC	WLAN-F, -3.2, CHR	
Lansing	WVIC-AF, 16.8, CHR	WOOD-F, +1.9, EZ	WIBM-F, -2.3, AC	
Las Vegas	KLUC-F, 11.5, CHR	KLTN-F, +1.7, AC	KRLV-F, -2.9, AC	
Lexington	WVLK-F, 16.9, C	WTKT-F, +3.0, AC	WVLK-F, -3.0, C	
Lincoln	KFRX-F, 12.8, CHR	KTGL-F, +3.7, AOR	KLDZ-F, -5.2, AC	
Little Rock	KSSN-F, 20.1, C	KOLL-F, +4.6, AC	KARN, -2.4, N/T	
Los Angeles	KOST-F, 6.2, AC	KKBT-F, +1.6, B	KPWR-F, -2.1, CHR	
Louisville	WHAS, 15.7, MOR	WGZB-F, +4.3, B	WLOU, -2.8, B	
Lubbock	KLLL-F, 24.3, C	KLLL-F, +5.4, C	KRLB-F, -7.0, CHR	
Macon	WDEN-F, 23.0, C	WDEN-F, +2.6, C	WQBZ-F, -2.6, AOR	
Madison	WIBA-F, 12.9, AOR	WTFX-F, +8.4, CHR	WZEE-F, -9.3, CHR	
Manchester	WZID-F, 17.5, EZ	WZID-F, +6.5, EZ	WHOB-F, -3.2, CHR	
McAllen-Brownsville	KBFM-F, 18.0, CHR	KGBT, +2.8, SP	KELT-F, -1.9, AC	
Melbourne-Titusville-Cocoa	WSSP-F, 12.0, EZ	WHKR-F, +3.2, C	WSSP-F, -8.1, EZ	
Memphis	WHRK-F, 12.4, B	WMC-F, +2.0, CHR	WLOK, -1.1, REL	
Miami-Ft. Lauderdale	WHQT-F, 7.1, B	WEDR-F, +3.6, B	WHQT-F, -1.9, B	
Milwaukee	WTMJ, 11.6, MOR	WMVP, +1.2, B	WEZW-F, -2.4, EZ	
Minneapolis-St. Paul	WCCO, 16.3, MOR	KEYE-F, +3.2, C	KSTP-F, -2.3, AC	
Mobile	WBLX-F, 18.5, B	WBLX-F, +3.3, B	WGOK, -3.5, B	
Modesto	KHOP-F, 13.9, CHR	KLOC, +3.7, SP	KDJK-F, -3.7, AOR	
Monmouth-Ocean	WPAT-AF, 5.6, EZ	WADB-F, +2.8, EZ	WOBM-F, -4.0, AC	
	WADB-F, 5.6, EZ			
Montgomery	WZHT-F, 24.4, B	WZHT-F, +12.9, B	WSYA-F, -5.9, AC	
Nashville	WSIX-F, 12.7, C	WSIX-F, +3.3, C	WSM-F, -3.0, C	
Nassau-Suffolk	WALK-AF, 7.0, B	WYNY-F, +.6, B	WALK-AF, -1.1, B	
New Haven	WKCI-F, 12.1, CHR	WFAN, +1.5, N/T	WDRK-F, -2.5, AC	
New Orleans	WYLD-F, 12.9, B	WYLD-F, +3.6, B	WLTS-F, -2.5, AC	
New York	WPAT-AF, 5.2, EZ	WRKS-F, +1.0, B	WHTZ-F, -1.4, CHR	
Norfolk	WNOR-AF, 9.2, AOR	WNOR-AF, +2.6, AOR	WAFX-F, -4.2, AOR	
Oklahoma City	KATT-F, 9.2, AOR	KATT-F, +1.7, AOR	KJYO-F, -2.6, CHR	
Omaha	KEZO-AF, 15.2, AOR	KESY-AF, +3.3, EZ	KFAB, -2.3, MOR	
Orlando	WWKA-F, 9.6, C	WOMX-F, +3.1, CHR	WSSP-F, -2.2, EZ	
Oxnard-Ventura	KCAQ-F, 10.1, CHR	KLOS-F, +1.7, AOR	KRTH-F, -2.4, AC	
Pensacola	WBLX-F, 12.3, B	WBLX-F, +4.6, B	WTKX-F, -2.9, AOR	
Peoria	WKZW-F, 16.6, CHR	WGLO-F, +6.6, AC	WXCL, -3.8, C	
Philadelphia	WMMR-F, 8.2, AOR	WYSP-F, +1.9, AOR	WVDB-F, -1.3, N/T	
Phoenix	KNIX-F, 9.1, C	KMOX-F, +1.7, AC	KZZP-F, -5.9, CHR	
Pittsburgh	KDKA, 13.2, MOR	WDVE-F, +2.7, AOR	WSHH-F, -3.9, EZ	
Portland, ME	WPOR-AF, 15.5, C	WBIM-F, +5.3, AOR	WYNZ, -5.7, AC	
Portland, OR	KUPL-F, 9.0, C	KUFO-F, +3.0, AOR	KMJK-F, -2.2, AOR	
Portsmouth-Dover-Rochester, nh	WOKQ-F, 12.0, C	WOKQ-F, +2.9, C	WKOS, -1.7, MOR	
Providence	WPRO-F, 10.7, CHR	WPIM-F, +2.5, BB	WWBB-F, -2.9, AC	
Pueblo	KCCY-F, 18.2, C	KCCY-F, +3.9, C	KATM-AF, -4.2, CHR	
Raleigh	WRDU-F, 10.4, AOR	WNND-F, +1.6, J/NA	WPTF, -1.2, MOR	
Reno	KRNO-AF, 10.3, AC	KOZZ-F, +3.9, AOR	KSXY-F, -5.0, CHR	
	KWNZ-F, 10.3, CHR			
	KOZZ-F, 10.3, CHR			
Richmond	WRVQ-F, 13.6, AOR	WRVQ-F, +4.2, CHR	WMBB-F, -3.5, AC	
Riverside-San Bernardino	KGGI-F, 8.2, CHR	KFGR-F, +5.7, AC	KQLZ-F, -3.3, CHR	
Roanoke-Lynchburg	WXLK-F, 17.4, CHR	WSLQ-F, +3.4, AC	WJJS, -4.3, B	
Rochester	WCMF-F, 15.1, AOR	WBBF, +1.5, C	WRMM, -2.5, AC	
Rockford	WZOK-F, 21.7, CHR	WZOK-F, +3.7, CHR	WKMQ-F, -5.2, AC	
Sacramento	KFBK, 9.4, N/T	KRXQ-F, +2.9, AOR	KYMX-F, -3.5, AC	
Saginaw-Bay City-Midland	WIOG-F, 21.9, CHR	WKCQ-F, +2.6, C	WHNN-F, -3.4, AC	
Salinas-Monterey-Santa Cruz	KDON-F, 11.9, CHR	KPIG-F, +2.0, C	KLFA-F, -2.9, SP	
Salisbury-Oc, MD	WQHQ-F, 8.2, AC	WSBY-F, +6.0, AC	WOCQ-F, -6.2, CHR	
Salt Lake City	KKAT-F, 8.5, C	KLZX-AF, +2.9, AOR	KSOP-AF, -2.7, C	
San Antonio	KCYF-F, 12.6, C	KCYF-F, +4.2, C	KITY-F, -2.0, CHR	
San Diego	KKLQ-AF, 9.3, CHR	KIFM-F, +.9, J/NA	KJQY-F, -2.2, EZ	
		KPOP, +.9, BB		
San Francisco	KGO, 6.2, N/T	KFRC, +1.1, BB	KABL-AF, -2.4, EZ	
		KNBR, +1.1, MOR		

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
San Jose	KBAY-F, 6.5,	KAZA, +2.3,	KARA-F, -1.6,
Sarasota-Bradenton	WDOV-F, 19.1, EZ	WUSA-F, +2.4, AC	WSRZ-F, -3.8, CHR
Savannah	WEAS-F, 18.3, B	WIXV-F, +2.4, AOR	WJCL-F, -3.2, EZ
Seattle-Tacoma	KIRO, 9.5, N/T	KZOK-F, +2.0, AOR	KOMO, -1.3, MOR
Shreveport	KDKS-F, 15.4, B	KDKS-F, +4.4, B	KWKH, -3.9, C
Sioux Falls	KPAT-F, 14.8, CHR	KPAT-F, +3.6, CHR	KXRB, -5.1, C
South Bend	WNDU-F, 13.7, CHR	WGTC-F, +6.6, C	WSBT, -5.7, MOR
Spokane	KZZU-F, 15.0, CHR	KEYF-F, +2.5, J/NA	KXLY-F, -2.7, EZ
Springfield, MA	WHYN-F, 9.4, AC	WREB, +2.0, N/T	WRCH-F, -3.1, EZ
Springfield, MO	KTTS-F, 17.3, C	KGBX-F, +9.7, AC	KKHT-F, -10.7, CHR
St. Louis	KMOX, 19.3, N/T	KHTK-F, +2.1, CHR	KEZK-F, -2.6, EZ
Steubenville	WSTV, 9.3, N/T	WAMO-F, +3.2, B	WOMP-F, -5.2, CHR
Stockton	WRKY-F, 9.3, CHR	KBEE-F, +2.7, EZ	KHOP-F, -3.1, CHR
	KHOP-F, 7.3, CHR	KSTN-F, +2.7, SP	
Syracuse	WYYY-F, 12.8, AC	WFBL, +2.1, BB	WNTQ-F, -4.2, CHR
Tallahassee	WTNT-F, 14.3, C	WFHT-F, +6.2, B	WGLF-F, -3.5, AOR
Tampa-St. Petersburg	WWRM-F, 9.0, AC	WFLZ-F, +4.8, CHR	WRBQ-AF, -7.8, CHR
Terre Haute	WTHI-F, 26.3, C	WMGI-F, +7.1, AC	WZZQ-F, -2.1, AOR
Toledo	WIOT-F, 13.1, AOR	WVKS-F, +2.3, CHR	WJR, -2.8, MOR
Topeka	KTPK-F, 17.0, C	KPRS-F, +5.0, B	KMA-F, -4.6, AC
Tucson	KRQQ-F, 20.1, CHR	KIIM-AF, +3.9, C	KWFM-AF, -2.4, AC
Tulsa	KMOD-F, 12.5, AOR	KMOD-F, +1.9, AOR	KAYI-F, -2.6, CHR
Utica-Rome	WOUR-F, 12.5, AOR	WKLL-F, +5.1, AOR	WFRG-AF, -6.2, C
Waco	KWTX-F, 16.5, CHR	WACO-F, +4.4, C	KWTX-F, -3.0, CHR
Washington	WGAY-F, 7.1, EZ	WGAY-F, +1.1, EZ	WDJY-F, -1.2, B
Waterloo-Cedar Falls	KOEL-F, 20.0, C	KOEL-F, +6.0, C	KCFI, -4.5, C
West Palm Beach	WEAT-AF, 16.2, EZ	WOLL-F, +2.1, AC	WLYF-F, -2.3, EZ
Wheeling	WOMP-F, 18.7, CHR	WHLX-F, +8.3, EZ	WOMP-F, -4.9, CHR
Wichita	KKRD-F, 13.3, CHR	KRBB-F, +5.3, AC	KWKL-F, -3.5, AC
Wilkes Barre-Scranton	WKRZ-F, 17.1, CHR	WKRZ-F, +3.8, CHR	WNAJ, -4.2, BB
Wilmington, DE	WSTW-F, 10.0, CHR	WPEN, +1.7, BB	WDEL, -2.2, MOR
Wilmington, NC	WWOQ-F, 13.6, C	WKOO-F, +4.0, AC	WBMS, -4.4, B
Worcester	WSRS-F, 11.9, EZ	WPJM-F, +1.6, BB	WAAF-F, -4.1, AOR
York	WYCR-F, 11.8, CHR	WYCR-F, +4.6, C	WNCE-F, -2.8, EZ
Youngstown	WKBN, 13.2, N/T	WKBN, +5.2, N/T	WOJY-F, -3.5, AC

NATIONAL FM SHARE*

FAL 89	72.562%	SPG 90	73.952%	FAL 82	60.571%
SPG 89	73.438%			SPG 82	58.870%
FAL 88	71.904%			FAL 81	58.651%
SPG 88	71.376%			SPG 81	57.353%
FAL 87	70.605%			OCT/NOV 80	56.116%
SPG 87	71.835%			APR/MAY 80	54.254%
FAL 86	69.655%			OCT/NOV 79	53.627%
SPG 86	68.791%			APR/MAY 79	50.887%
FAL 85	67.109%			OCT/NOV 78	50.698%
SPG 85	66.549%			APR/MAY 78	47.638%
FAL 84	65.032%			OCT/NOV 77	46.501%
SPG 84	64.290%			APR/MAY 77	44.428%
FAL 83	63.058%			OCT/NOV 76	43.818%
SPG 83	62.291%			APR/MAY 76	40.886%

FM GROWTH RATE

APR/MAY 76 TO APR/MAY 77:	8.663%
APR/MAY 77 TO APR/MAY 78:	7.225%
APR/MAY 78 TO APR/MAY 79:	6.820%
APR/MAY 79 TO APR/MAY 80:	6.617%
APR/MAY 80 TO SPG 81:	5.712%
SPG 81 TO SPG 82:	2.645%
SPG 82 TO SPG 83:	5.811%
SPG 83 TO SPG 84:	3.209%
SPG 84 TO SPG 85:	3.514%
SPG 85 TO SPG 86:	3.369%
SPG 86 TO SPG 87:	4.425%
SPG 87 TO SPG 88:	-0.639%
SPG 88 TO SPG 89:	2.889%
SPG 89 TO SPG 90:	0.700%

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

STATION TRADING ACTIVITY

(11 Feb 1990 - 12 Aug 1990)

Below are the major station sales announced in rated stations. Remember that these are announced sales. Quite a few of these deals never reached closng. (E) = estimate.

<u>STATION</u>	<u>MARKET</u>	<u>GROUP OWNERS</u>	<u>PRICE</u>	<u>BROKER</u>
KNWA-F	Seattle	From Gannett to Brown	\$ 10,000,000	Americom
WSOS-F	St. Augustine, FL		1,620,000	Chapman
WXX-F	Burlington, VT	From Atlantic Ventures to Goldman	3,950,000	Americom
WTCR A/F	Huntington, WV	From CRB to Alpine (never closed)	7,650,000	Blackburn
WABY, WKLI-F Albany		From Premier to Bendat		
WUTQ, WOUR-F Utica		From Premier to Bendat		
			<u>\$ 13,500,000</u>	Blackburn
WAFX-F	Norfolk	From Downs to Radio Ventures	10,000,000	Blackburn
WCIB-F	Cape Cod	From Justice to Ardman	2,500,000	Richards
WMKT, WKHQ-F	Charlevoix		3,400,000	Americom
WIRA, WOVV-F	Ft. Pierce (West Palm)	From Roth to Ardman	8,900,000	Richards
KLXI-F	Kansas City	From Sandusky to Apollo	8,250,000	Blackburn
KHAT A/F	Lincoln	From Marathon to Tate	1,325,000	Chapman
WYLL-F	DesPlaines, IL	Sold to Salem	8,000,000	Blackburn
WRAW, WRFY-F	Reading	Sold to Ragan Henry	18,500,000	Blackburn
WFAS A/F	White Plains, NY	From CRB to High View	12,500,000	Blackburn
KKCB, KSLY-F	San Luis Obispo		1,600,000	Chapman
WWKI-F	Kokomo, IN	From Shepard to Waldron	5,900,000	LaRue
KBBQ	Santa Barbara		300,000	Exline
WSLI A/F	Jackson, MS	Sold by Osborn-Reynolds to Spur Austin	3,500,000	Fischer
WWTC	Minneapolis		700,000 (E)	
KCFO	Tulsa	Sold by Salem	953,000	
KMGR A/F	Salt Lake		3,500,000	
WOPA	Chicago		6,400,000	
KQBC	Davenport		200,000	
KJUL-F	Las Vegas	Sold to Waldron	4,200,000	
Peterson/Sailors				
WANT	Richmond		1,000,000	
WQIK A/F	Jacksonville	From Jacor to Capstar (never closed)	13,000,000	Americom
WMJI-F	Cleveland	From Jacor to Legacy 2		
WYHY-F	Nashville	From Jacor to Legacy 2		
			<u>\$ 32,000,000</u>	Americom
WBVP, WWKS-F	Beaver Falls (Pittsburgh)		2,900,000	Foreman
WGH A/F	Norfolk	From Susquehanna to Paco-Jon	6,500,000 + Tax Cert	Chapman
WKOS A/F	Rochester, NH (Portsmouth)		1,800,000	Chapman
WHOT-AM	Youngstown	Sold by Myron Jones	290,000	
WSUN	Tampa	From CBS to Cox	4,100,000	Stevens
WFLN, WLXR-F	LaCrosse		2,700,000	
KTOM A/F	Salinas-Monterey	From Comm. Pacific to Magic	6,250,000	Americom
WTAX, WDBR-F	Springfield, IL	From Sage to Lakeshore	4,000,000	Blackburn
KVOO A/F	Tulsa	From Stuart to Great Empire	7,400,000 (E)	
KEBE, KOOI-F	Jacksonville, TX	Sold to Broad Based	3,200,000	Barger
WTKL	Baton Rouge		debt assumption	
KKWM	Dallas	From Anchor to Susquehanna	4,200,000	
WOPJ	John City/Bristol		140,000	
WTRG-F	Raleigh	From Capitol (Johnson) to Joyner		
KQFX-F	Austin	From Capitol (Johnson) to Joyner		
			<u>\$ 13,100,000</u>	Blackburn
KLRS-F	Santa Cruz (San Jose)	From Fuller-Jeffrey to Viacom	5,750,000	LaRue
WKQZ-F	Midland, MI (Saginaw)	Sold to Windward	2,000,000	
KMIO-F	Espanola, NM	Sold by Holt	400,000	
WCDL, WSGD-F	Carbondale (Scranton)	Sold by Sage	2,000,000	Chaisson
KVOZ, KOYE-F	Laredo	Sold by Broad Based	2,800,000	Sailors
WLIV-F	Hartford	From Sage to Pearlman	6,400,000	Blackburn
WPEM-F	Panama City	Sold to Broad Based	3,500,000	Foreman
WBES-F	Dunbar (Charleston WV)		1,100,000	Rosenblum
WKN, WDXZ-F	Charleston SC Area	Sold by Caravelle	1,600,000	
KGRX-F	Globe (Phoenix)	Sold by First City	2,000,000	
KQEO, KMGF-F	Albuquerque	From Penn to Unistar	1,500,000 (E)	
KVOR, KSPZ-F	Colorado Springs	From Penn to Unistar	2,500,000 (E)	
			<u>\$ 4,000,000</u>	MVP

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
KDAY	Los Angeles	Sold by Heritage	7,200,000	Stevens
WPXY A/F	Rochester	From Pyramid to Rich	8,000,000	Stevens
WGAR	Cleveland	Sold to Douglas	500,000	Questcom
KHDL, KKPL-F	Spokane		2,300,000	
WOAY, WVMA-F	Oak Hill, WV		300,000	Blackburn
WLKE	Oshkosh, WI		325,000	
KJQY-F	San Diego	From Command to Legacy 2	20,000,000	Americom
KESZ-F	Phoenix	Sold by Duffy	10,400,000	
KCSJ, KGRQ-F	Pueblo	Sold to Sunbrook	1,100,000	
KRNO A/F	Reno	Sold by Roth	2,300,000 (E)	
KHFI-F	Austin	From Encore to Spur Austin	4,800,000	Americom
WSRZ	Sarasota	From Wilks-Schwartz to Dick Harris	250,000	
WFLT	Flint		225,000	
KLAV	Las Vegas		1,300,000	
KCOL, KIMN-F	Fort Collins, CO	Sold to University	3,400,000 (E)	Exline
WOCB A/F	Cape Cod	Sold to US Media	2,470,000	
KQEO, KMGF-F	Albuquerque	From Unistar to Spacecom	1,400,000	MVP, Kalil
WVXX-F	Woonsocket, RI		2,400,000	
WXVI	Montgomery, AL	Sold to New South	300,000	
WDRM-F	Decatur, AL	Sold to Pollard	925,000	Chapman
WVGO-F	Richmond	From First City to Coleman	5,500,000	MVP
WPAP-F	Panama City, FL	Sold by First City	1,900,000	MVP
WBVR-F	Russellville, KY	From Target to Amatur	6,000,000	
KRZR-F	Hanford (Fresno)	From Olympia to Fred Sands	1,500,000	MVP
KREL	Henderson (Las Vegas)		600,000	
KFHM	San Antonio		650,000	Riley
KSJO, KSJX-F	San Jose	From Naragansett to Harold Frank	6,500,000	Mahlman
KEZL-F	Fowler, CA (Fresno)	50% sold to Atsinger	650,000	
KBUL-F	Carson City (Reno)	From Marathon to George Johns (never closed)	2,000,000	
WJNL A/F	Johnstown	Stations seized by National Credit Union Admin.		
WSUY-F	Charleston, SC	51% sold	500,000	
KMGC-F	Dallas	From Shamrock to Alliance	17,500,000	Blackburn
KDJQ-F	Red Bluff, CA	Sold to Paul Aaron	725,000	MVP
WSDM-F	Brazil (Terre Haute)		350,000	
KFMF-F	Chico CA	Sold by Fuller-Jeffrey	2,100,000	MVP
WHBG, WRDJ-F	Harrisburg, VA		1,250,000	Richards
WERC	Birmingham	From Sungroup to Ameron (Joe Dorton)	4,200,000	Blackburn
WMJJ-F	Birmingham	From Capitol (Johnson) to Ameron	16,500,000	Blackburn
WMTR, WDHA-F	Morristown, NJ	Sold to Legacy	15,000,000	Hickman
WECK, WJYE-F	Buffalo	Sold to Ralph Guild	12,000,000	
KSSO, KPAT-F	Sioux Falls, SD	Sold to Tom Ingtad	2,400,000	
WAWK, WBTU-F	Kendalville (Ft. Wayne)	Sold to Ron Kempff	\$ 4,000,000	Richards
KRGE, KRIX-F	McAllen	Sold by First City	1,100,000	MVP
KXTQ, KKIK-F	Lubbock	From Bakcor to Wagon Train	750,000	Chapman
WKGR-F	Ft. Pierce/West Palm	Sold to Amatur	11,600,000	
KVKI A/F	Shreveport	Sold by Encore	1,500,000	
WAQX-F	Syracuse	Sold by Atlantic Ventures	4,000,000	
Americom/SkyeFischer				
WVMI, WQID-F	Biloxi		2,100,000	Connelly
WVSR A/F	Charleston, WV	Sold by Ardman	4,000,000 (E)	Richards
KMJX-F	Conway (Little Rock)		3,150,000	Biernacki

AMERICA'S LEADING STATIONS - 12+ METRO SHARE*

STATION	MARKET	SHARE	GROUP FORMAT OWNER	EST 1989 REVENUE	STATION	MARKET	SHARE	GROUP FORMAT OWNER	EST 1989 REVENUE
1. WIVK-AF	Knoxville	32.2	C Dick	5,500,000	WIKY-F	Evansvill	17.2	MOR So. Cntrl	2,600,000
2. WTCR-AF	Huntingtn	30.9	C CRB	2,200,000	WMGI-F	Terre Hte	17.2	AC ---	NA
3. KTRS-F	Casper	29.3	CHR ---	850,000	KFMW-F	Waterloo-	17.2	CHR Park	925,000
4. WTHI-F	Terre Hte	26.3	C ---	NA	53. WKRZ-F	WilkesBar	17.1	CHR Keymarket	2,800,000
5. WJBC	Bloomngt	26.1	MOR Bloomngtn	2,300,000	54. KTPK-F	Topeka	17.0	C ---	1,200,000
6. WWNC	Asheville	24.7	C Polacek	2,400,000	55. WMSI-F	Jackson	16.9	C ---	3,300,000
7. WZHT-F	Montgomer	24.4	B New South	NA	WVLK-F	Lexington	16.9	C Bluegrass	2,700,000
8. KLLL-F	Lubbock	24.3	C Pinnacle	2,000,000	57. WVIC-AF	Lansing	16.8	CHR Goodrich	3,100,000
9. WQBE-F	Chrleston	24.0	C Nininger	1,700,000	58. KZFM-F	Corpus Ch	16.7	CHR ---	1,300,000
WIXX-F	Green Bay	24.0	CHR Midwest	2,600,000	59. WKZW-F	Peoria	16.6	CHR Midwest TV	1,400,000
11. WZFX-F	Faytville	23.6	B Joyner	1,500,000	60. KWTX-F	Waco	16.5	CHR ---	NA
12. WQUT-F	John City	23.3	CHR Bloomngtn	2,150,000	61. WCCO	Minn-St.P	16.3	MOR ---	21,500,000
13. WBBQ-AF	Augusta	23.1	CHR ---	3,300,000	62. WEAT-AF	West Palm	16.2	EZ Taylor	3,100,000
WDRM-F	Huntsvill	23.1	C ---	2,400,000	WJMI-F	Jackson	16.2	B Holt	2,500,000
15. WDEN-F	Macon	23.0	C Magic	2,600,000	WZYP-F	Huntsvill	16.2	CHR ---	2,000,000
16. WAAL-F	Binghamto	22.6	CHR Regional	1,600,000	WLAP-F	Lexington	16.2	CHR Trumper	2,550,000
17. WIOG-F	Saginaw-b	21.9	CHR Booth	3,700,000	66. WNCI-F	ColumbusO	16.1	CHR Natnwide	8,100,000
18. WZOK-F	Rockford	21.7	CHR ---	2,100,000	WLLR-AF	Davenport	16.1	C Sconnix	2,200,000
19. WKEE-F	Huntingtn	20.6	CHR Adventure	1,800,000	68. KHHT-F	Springfie	16.0	CHR Cole	2,300,000
20. KSMB-F	Lafayette	20.5	CHR ---	1,700,000	WMT	Cedar Rpd	16.0	MOR ---	2,000,000
21. KRQQ-F	Tucson	20.1	CHR Natnwide	3,300,000	70. WCRZ-F	Flint	15.9	AC Faircom	3,200,000
KSSN-F	Little Rk	20.1	C So. Skies	4,100,000	71. WHAS	Louisvill	15.7	MOR Clr Channl	5,800,000
23. KOEL-F	Waterloo-	20.0	C ---	630,000	WZZK-AF	Brmngham	15.7	C NewCity	6,100,000
24. WMEE-F	Ft. Wayne	19.9	CHR Federated	3,000,000	73. KXXY-F	Oklahoma	15.6	C NewMarket	4,700,000
25. WJET-F	Erie	19.8	CHR Myrn Jones	1,500,000	KHAK-AF	Cedar Rpd	15.6	C ---	1,600,000
26. KUZZ-AF	Bkrsfield	19.6	C Buck Owens	2,800,000	75. WXKC-F	Erie	15.5	AC ---	1,800,000
27. WKSF-F	Asheville	19.5	CHR Polacek	1,700,000	WPOR-AF	Prtlnd,ME	15.5	C ---	2,500,000
28. KMOX	St. Louis	19.3	N/T CBS	21,700,000	KQWB-F	Fargo	15.5	AOR Brill	900,000
29. WDUV-F	Sarasota	19.1	EZ ---	3,200,000	78. WCOS-F	Columbia	15.4	C Ragn Henry	3,000,000
30. WBNQ-F	Bloomngt	18.9	CHR Bloomngtn	1,700,000	KDKS-F	Shreveprt	15.4	B ---	NA
31. WTIC	Hartford	18.7	MOR Chase	9,200,000	80. WTQR-F	Grnsbrows	15.3	C NewMarket	4,250,000
WIKS-F	GreenvINC	18.7	B ---	NA	WITL-F	Lansing	15.3	C ---	2,600,000
WOMP-F	Wheeling	18.7	CHR Baum	2,400,000	WHBC-F	Canton	15.3	EZ ---	1,500,000
34. WBLX-F	Mobile	18.5	B Beasley	1,950,000	83. WFBQ-F	Indy	15.2	AOR Grt Amer	9,000,000
35. WSTO-F	Evansvill	18.4	CHR ---	2,000,000	WIBC	Indy	15.2	MOR Sconnix	8,300,000
36. WXBQ-F	John City	18.3	C Nininger	1,800,000	KEZO-AF	Omaha	15.2	AOR Narragnst	3,100,000
WEAS-F	Savannah	18.3	B Rivers	1,000,000	WGLU-F	Johnstown	15.2	CHR ---	NA
WKFR-F	Kalamazoo	18.3	CHR ---	2,500,000	WBLM-F	Prtlnd,ME	15.2	AOR Flir-Jffry	2,000,000
39. KCCY-F	Pueblo	18.2	C ---	NA	88. WVEE-F	Atlanta	15.1	B Summit	11,900,000
40. KBFM-F	MC-BROWN	18.0	CHR Encore	1,600,000	WCMF-F	Rochester	15.1	AOR Stoner	5,400,000
41. WWDM-F	Columbia	17.7	B ---	2,200,000	WICC	Brdgeport	15.1	MOR ML	2,800,000
WUSY-F	Chtnooga	17.7	C Colonial	2,550,000	WAPL-F	Appleton	15.1	AOR Woodward	2,200,000
43. WLWI-F	Montgomer	17.6	C Colonial	2,800,000	92. KZZU-F	Spokane	15.0	CHR Highsmith	1,600,000
44. WZID-F	Manchestr	17.5	EZ Sunshine	1,800,000	WPCV-F	Lakeland	15.0	C Hall	2,900,000
45. WNNK-F	Harrisbrg	17.4	CHR Keymarket	5,700,000	94. WAMZ-F	Louisvill	14.9	C Clr Chnml	4,000,000
WXLK-F	Roanoke-l	17.4	CHR Coleman	3,500,000	WFMZ-F	Allentown	14.9	EZ ---	1,900,000
KQLT-F	Casper	17.4	EZ ---	3,100,000	WMYU-F	Knoxville	14.9	AC Jacor	3,600,000
48. KTTS-F	Springfie	17.3	C Grt Empire	3,800,000	KGGO-F	Des Moine	14.9	AOR Stoner	2,500,000
49. WRNS-F	GreenvINC	17.2	C ---	NA	WAYS-F	Macon	14.9	CHR Multimedia	2,500,000
					WSTH-AF	Columbus	14.9	C ---	1,400,000

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

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

STATION	MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	ESTIMATED	
					SPG '89 RANK	1989 REVENUE
1. WRKS-F	New York	1468	B	Summit	10	12,000,000
2. WPAT-AF	New York	1463	EZ	Park	2	11,200,000
3. WCBS-F	New York	1334	AC	CBS	4	23,500,000
4. WHTZ-F	New York	1310	CHR	Malrite	1	21,000,000
5. WOR	New York	1208	N/T	Buckley	12	16,500,000
WGN	Chicago	1208	N/T	Tribune Co.	5	37,400,000
7. WINS	New York	1207	N/T	Westinghouse	6	25,000,000
8. KOST-F	Los Angeles	1191	AC	Cox	9	28,800,000
9. WNEW-F	New York	1149	AOR	Westinghouse	8	18,500,000
WLTW-F	New York	1149	AC	Viacom	3	24,000,000
11. WQHT-F	New York	1148	CHR	EmmIs	11	13,300,000
12. KIIS-AF	Los Angeles	1132	CHR	Gannett	13	31,700,000
13. WCBS	New York	1114	N/T	CBS	17	20,200,000
14. WBLS-F	New York	1073	B	Inner City	26	14,000,000
15. WNSR-F	New York	1054	AC	Bonneville	16	15,000,000
16. WFAN	New York	1045	N/T	EmmIs	28	17,000,000
17. WXRK-F	New York	1030	AOR	Infinity	14	18,000,000
18. WGCI-F	Chicago	994	B	Gannett	27	19,100,000
19. KLOS-F	Los Angeles	949	AOR	Cap Cities/ABC	24	22,000,000
20. KPWR-F	Los Angeles	914	CHR	EmmIs	7	28,700,000
21. WMMR-F	Philadelphia	856	AOR	Westinghouse	29	16,000,000
22. KMOX	St. Louis	822	N/T	CBS	22	21,700,000
23. KABC	Los Angeles	796	N/T	Cap Cities/ABC	18	35,000,000
24. WCCO	Minneapolis-St. Paul	795	MOR	---	23	21,500,000
25. WJR	Detroit	786	MOR	Cap Cities/ABC	21	21,000,000
26. WABC	New York	782	N/T	Cap Cities/ABC	15	15,800,000
27. WPLJ-F	New York	772	CHR	Cap Cities/ABC	18	13,000,000
28. WYNY-F	New York	716	C	Westwood One	36	8,400,000
29. KQLZ-F	Los Angeles	701	CHR	Westwood One	20	7,500,000
30. WNEW	New York	697	BB	West One/Legacy	49	7,000,000
31. WUSL-F	Philadelphia	678	B	Tak	37	10,000,000
32. KGO	San Francisco	673	N/T	Cap Cities/ABC	30	21,500,000
33. WVAZ-F	Chicago	667	B	Broadcast Partners	44	8,200,000
34. WVEE-F	Atlanta	658	B	Summit	94	11,900,000
35. WYSP-F	Philadelphia	651	AOR	Infinity	67	8,700,000
36. WQCD-F	New York	639	J/NA	Tribune Co.	35	10,100,000
WBBM	Chicago	639	N/T	CBS	32	19,000,000
38. KTNV-F	Los Angeles	630	J/NA	Westinghouse	66	14,200,000
39. KNX	Los Angeles	613	N/T	CBS	33	21,500,000
40. KLVE-F	Los Angeles	596	SP	Heftel	135	8,500,000
41. KROQ-F	Los Angeles	594	AOR	Infinity	76	12,300,000
42. KFVB	Los Angeles	592	N/T	Westinghouse	61	16,400,000
43. KXEZ-F	Los Angeles	589	EZ	Viacom	120	10,000,000
KBIG-F	Los Angeles	589	AC	Bonneville	25	17,900,000
WLUP-F	Chicago	589	AOR	Evergreen	42	20,000,000
46. WCKG-F	Chicago	581	AOR	Cox	51	8,000,000
47. WBBM-F	Chicago	580	CHR	CBS	55	7,600,000
48. WEAZ-F	Philadelphia	579	EZ	---	40	9,200,000
49. KKBT-F	Los Angeles	576	B	Evergreen	179	5,600,000
50. KMPC	Los Angeles	574	BB	Golden West	59	13,500,000
51. WSKQ-F	New York	571	SP	SBS	38	NA
52. KSCS-F	Dallas-Ft. Worth	556	C	Cap Cities/ABC	94	10,000,000
53. WXTU-F	Philadelphia	549	C	Beasley	72	5,500,000
54. WBAP	Dallas-Ft. Worth	548	C	Cap Cities/ABC	41	12,000,000
55. WZOU-F	Boston	546	CHR	Ardman	54	5,600,000
56. WAPW-F	Atlanta	542	CHR	Susquehanna	69	8,600,000
57. KWKW	Los Angeles	533	SP	Lotus	124	5,000,000
58. KDKA	Pittsburgh	531	MOR	Westinghouse	39	8,700,000
59. WLIB	New York	529	B	Inner City	190	NA
60. KMEL-F	San Francisco	524	CHR	Century	57	11,000,000
61. WQXR-F	New York	515	CL	New York Times	119	5,500,000
62. WIOQ-F	Philadelphia	510	CHR	EZ	79	3,200,000
63. KYW	Philadelphia	508	N/T	Westinghouse	43	15,500,000
64. KNBR	San Francisco	503	MOR	Susquehanna	98	13,000,000
65. KZLA-F	Los Angeles	496	C	Malrite	120	15,100,000
66. WBCN-F	Boston	492	AOR	Infinity	92	15,000,000
67. WRKO	Boston	491	N/T	Atlantic Ventures	68	9,500,000
68. WEGX-F	Philadelphia	484	CHR	Malrite	47	7,200,000
69. WUSN-F	Chicago	481	C	Cook Inlet	120	6,700,000
70. WDVE-F	Pittsburgh	479	AOR	Great American	115	5,100,000
KLSX-F	Los Angeles	479	AOR	Greater Media	136	18,900,000
72. WOGL-F	Philadelphia	477	AC	CBS	128	5,500,000
73. KPLX-F	Dallas-Ft. Worth	476	C	Susquehanna	80	11,300,000
74. WPEN	Philadelphia	475	BB	Greater Media	65	6,000,000
75. WJLB-F	Detroit	474	B	Booth/Genesis	57	10,600,000
76. KFRC	San Francisco	473	BB	---	118	2,800,000
77. WXXS-F	Boston	472	CHR	Pyramid	53	15,200,000

STATION	MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	SPG '89 RANK	1989 REVENUE					
78. WNCN-F	New York	466	CL	GAF	109	5,800,000					
79. WADO	New York	464	SP	Tichenor	130	NA					
80. KILT-F	Houston	462	C	Westinghouse	64	10,100,000					
81. KCBS	San Francisco	458	N/T	CBS	73	15,000,000					
82. WIVK-AF	Knoxville	455	C	Dick	286	5,500,000					
WXEZ-AF	Chicago	455	EZ	Century	643	7,400,000					
WKQX-F	Chicago	455	AC	Emmis	60	9,300,000					
85. WFBQ-F	Indianapolis	452	AOR	Great American	70	9,000,000					
86. KIKK-F	Houston	449	C	Viacom	96	12,900,000					
87. WBZ	Boston	448	MOR	Westinghouse	71	11,700,000					
88. WYAY-AF	Atlanta	444	C	New City	356	5,400,000					
KLOL-F	Houston	444	AOR	Rusk	87	8,700,000					
90. WGAY-F	Washington	443	EZ	Greater Media	126	8,600,000					
91. KOIT-F	San Francisco	441	AC	Bonneville	269	10,000,000					
92. KRTH-F	Los Angeles	440	AC	Beasley	34	22,400,000					
93. WFLZ-F	Tampa-St. Petersburg	427	CHR	Jacor	333	2,900,000					
KMJQ-F	Houston	427	B	Noble	52	12,000,000					
95. WHQT-F	Miami-Ft. Lauderdale	425	B	EZ	50	7,000,000					
WLUP	Chicago	425	N/T	Evergreen	144	6,500,000					
97. WTMX-F	Chicago	424	AC	Bonneville	144	6,000,000					
98. WXRT-F	Chicago	422	AOR	Diamond	130	7,100,000					
99. KQRS-A/F	Minneapolis-St. Paul	421	AOR	Cap Cities/ABC	136	8,800,000					
100. KODJ-F	Los Angeles	419	AC	CBS	74	7,100,000					
101. WMZQ-AF	Washington	416	150. WMSW-F	Cleveland	321	198. WAAF-F	Boston	275	WTKI-F	Milwaukee	245
102. WJMK-F	Chicago	415	149. WAVA-F	Washington	316	199. WMMJ-F	St. Louis	273	WASH-F	Washington	245
103. KFI	Los Angel	414	150. KDWB-F	Minn-St.P	315	KRLD	Dallas-FW	273	WTIC-F	Hartford	245
104. KSHE-F	St. Louis	410	153. WEAT-AF	West Palm	314	KJZZ-F	Dallas-FW	273	248. WOCR-F	Washington	243
105. WPGC-F	Washington	406	154. WALK-F	NewYork	313	204. WJZZ-F	Indy	273	250. KUBE-F	Seattle	241
WLTJ-F	Cleveland	406	WMAQ	Chicago	313	205. WYLD-F	New Orlns	269	252. WKRR-F	GrnsbroWS	240
107. WDAF	Knsas Cty	401	156. WKRQ-F	Cincinnati	312	KEGL-F	Dallas-FW	269	253. WUSY-F	Chtnooga	239
108. KTNQ	Los Angel	399	157. KPLZ-F	Seattle	310	207. WPRO-F	Providence	268	KOXX-F	San Fran	239
109. WLTI-F	Detroit	398	WAMZ-F	Louisvill	310	209. KSON-AF	SanDiego	267	256. WSHH-F	Pittsburg	238
110. WKSZ-F	Philadelp	393	WFLN-F	Philadelp	310	210. WIYY-F	Baltimore	266	257. WBLX-F	Mobile	237
WSB -F	Atlanta	393	WLLZ-F	Detroit	310	211. WJYY-F	Los Angel	266	260. WHYI-F	Miami-Ft.	236
112. WTIC	Hartford	392	161. WTMJ	Milwaukee	309	212. KOXX-F	Oklahoma	265	KALI	Los Angel	236
113. WTQR-F	GrnsbroWS	391	162. WWDB-F	Philadelp	307	213. WJVI-F	Detroit	265	264. WLOL-F	Minn-St.P	235
114. KVIL-AF	Dallas-FW	390	163. KCYY-F	San anton	305	214. WMOF-F	Pittsburg	264	264. KLTR-F	Houston	235
115. KIRO	Seattle	387	164. WFMS-F	Indy	304	216. WSNF-F	Philadelp	263	268. KRQQ-F	Tucson	234
116. WBZZ-F	Pittsburg	386	165. WEZN-F	NewYork	303	217. WOKI-F	Knoxville	261	272. KRAC-F	Sacramnto	233
117. WYTZ-F	Chicago	385	166. WJJI-F	Cleveland	302	218. WJZZ-F	Detroit	261	273. WQUE-AF	New Orlns	233
118. WLIT-F	Chicago	382	167. WWWW-F	Detroit	302	219. WJZZ-F	SanDiego	256	274. KHYS-F	Houston	232
119. WLYF-F	Miami-Ft.	379	168. WIOG-F	Saginaw-b	300	220. WHAS	Louisvill	260	275. KBEQ-F	Knsas Cty	232
KEEY-F	Minn-St.P	379	WYHY-F	Nashville	300	221. WZAK-F	Cleveland	260	276. KFKE-F	Knsas Cty	231
121. WDAS-F	Philadelp	378	WPOW-F	Miami-Ft.	300	222. WOCF-F	Orlando	257	277. WSTP-F	Minn-St.P	231
122. WPCH-F	Atlanta	376	171. WZLX-F	Boston	299	223. WOCF-F	Orlando	257	278. WCMC-F	Detroit	231
123. WHYT-F	Detroit	374	172. WSSH-F	Boston	297	224. WJZZ-F	SanDiego	256	279. KODA-F	Houston	230
WJJD	Chicago	374	WSB	Atlanta	297	225. WXLK-F	Roanoke-1	255	280. KZPS-F	Dallas-FW	229
125. WJIB-F	Boston	365	174. WIL -F	St. Louis	296	226. WLF-F	Baltimore	255	281. WDJK-AF	Louisvill	228
126. KKDA-F	Dallas-FW	364	175. WMAL	Washington	295	227. WJZZ-F	Detroit	256	282. WKRX-F	Seattle	227
127. WNCI-F	ColumbusO	361	176. WDUV-F	TampaSt.P	293	228. WJZZ-F	Detroit	256	283. WNCX-F	Cleveland	226
128. WLW	Cincinnati	357	KJLH-F	Los Angel	293	229. WUSA-F	TampaSt.P	257	284. WMYZ-F	Hartford	226
129. WSOC-F	Charlotte	353	178. WIBC	Indy	290	230. WBSB-F	Baltimore	257	285. KXKL-AF	Denver	226
130. WOODS-F	Boston	351	179. WEDR-F	Miami-Ft.	289	231. WJZZ-F	SanDiego	256	286. WJZZ-F	SanDiego	231
131. WMGK-F	Philadelp	350	KYGO-F	Denver	289	232. WJZZ-F	SanDiego	256	287. WJZZ-F	SanDiego	231
132. WAQI	Miami-Ft.	349	181. WJZZ-F	Detroit	287	233. WJZZ-F	SanDiego	256	288. WJZZ-F	SanDiego	231
133. WSKQ	NewYork	348	182. WZZK-AF	Brmngham	286	234. KEZK-F	St. Louis	251	289. WJZZ-F	SanDiego	231
WKLS-F	Atlanta	348	183. KKBQ-AF	Houston	285	235. WEZB-F	New Orlns	249	290. WKRZ-F	WilkesBar	224
135. WFOX-F	Atlanta	345	KIOI-F	San Fran	285	236. WJZZ-F	SanDiego	256	291. WYNN-AF	Btn Rouge	224
136. WCAU	Philadelp	343	185. WPOC-F	Baltimore	283	237. WJZZ-F	SanDiego	256	292. WQBA	Miami-Ft.	224
137. WKQI-F	Detroit	339	WKYS-F	Washington	283	238. WJZZ-F	SanDiego	256	293. KFBE	Sacramnto	222
138. WNUA-F	Chicago	338	187. KMPS-AF	Seattle	282	239. KRQR-F	San Fran	248	294. WJZZ-F	SanDiego	231
139. WBAL	Baltimore	337	WRIF-F	Detroit	282	240. WJZZ-F	SanDiego	256	295. WJZZ-F	SanDiego	231
140. WWRM-F	TampaSt.P	335	189. KTRH	Houston	281	241. KYKY-F	St. Louis	247	296. WJZZ-F	SanDiego	231
KKLQ-F	SanDiego	335	WDOK-F	Cleveland	281	242. KRBE-F	Houston	247	297. WJZZ-F	SanDiego	231
142. WWJ	Detroit	334	191. WWKA-F	Orlando	280	243. KRBE-F	Houston	247	298. WJZZ-F	SanDiego	231
143. WLTE-F	Minn-St.P	332	WWDC-F	Washington	280	244. WMYI-F	Grnvl-Sp	245	299. WJZZ-F	SanDiego	231
KNIX-F	Phoenix	332	WGAR-F	Cleveland	280	245. WMYI-F	Grnvl-Sp	245	300. WJZZ-F	SanDiego	231
145. WYNF-F	TampaSt.P	331	194. KTXQ-F	Dallas-FW	279	246. WMYI-F	Grnvl-Sp	245	301. WJZZ-F	SanDiego	231
146. WKBQ-F	St. Louis	321	196. KSOL-F	San Fran	279	247. WMYI-F	Grnvl-Sp	245	302. WJZZ-F	SanDiego	231
WWSW-F	Pittsburg	321	197. KSSN-F	Little Rk	278	248. WMYI-F	Grnvl-Sp	245	303. WJZZ-F	SanDiego	231
			197. KHYI-F	Dallas-FW	277	249. WMYI-F	Grnvl-Sp	245	304. WJZZ-F	SanDiego	231

AMERICA'S LEADING STATIONS - 12+ TSA CUME*

1. WINS	NewYork	25946	51. WMAQ	Chicago	8411	101. WTOF	Washingtn	5714
2. WHTZ-F	NewYork	23618	52. WYTZ-F	Chicago	8396	102. WLW	Cincinnati	5608
3. WCBS	NewYork	21994	53. KCBS	San Fran	8212	103. KHFI-F	Dallas-FW	5596
4. KIIS-AF	Los Angel	20872	54. WQXR-F	NewYork	8084	104. WSKQ-F	NewYork	5569
5. WPLJ-F	NewYork	19223	55. WXKS-F	Boston	8008	105. KQRS-AF	Minn-St.P	5544
6. WCBS-F	NewYork	19066	56. KODJ-F	Los Angel	7965	106. WMZQ-AF	Washingtn	5530
7. KOST-F	Los Angel	18186	57. KMEL-F	San Fran	7941	107. WKRT-F	Chicago	5520
8. WXRK-F	NewYork	17646	58. WNCN-F	NewYork	7931	108. KKIQ-AF	Houston	5500
9. WLTV-F	NewYork	17510	59. KDKA	Pittsburg	7897	WLIT-F	Chicago	5500
10. WPAT-AF	NewYork	17070	60. WEAZ-F	Philadelp	7762	110. KIOI-F	San Fran	5491
11. WRKS-F	NewYork	17037	61. WJMK-F	Chicago	7623	111. WNUA-F	Chicago	5462
12. WFAN	NewYork	16868	62. WBAP	Dallas-FW	7511	112. KWKW	Los Angel	5438
13. WNEW-F	NewYork	16733	63. KXEZ-F	Los Angel	7435	113. WDFX-F	Pittsburg	5423
14. KPWR-F	Los Angel	16153	64. KLVE-F	Los Angel	7334	114. WJLB-F	Detroit	5363
15. WNSR-F	NewYork	16080	65. WOGF-F	Philadelp	7302	115. WWDC-F	Washingtn	5336
16. WGN	Chicago	15510	66. WHYI-F	Detroit	7238	116. KRLD	Dallas-FW	5332
17. WOR	NewYork	15393	67. KFI	Los Angel	7227	117. WSNF-F	Philadelp	5252
18. WQHT-F	NewYork	15352	68. KMPC	Los Angel	7217	118. WLTJ-F	Cleveland	5241
19. KLOS-F	Los Angel	14484	69. KKBT-F	Los Angel	7136	119. WRQX-F	Washingtn	5217
20. WBLS-F	NewYork	13974	70. KSCS-F	Dallas-FW	7037	120. KLOL-F	Houston	5176
21. WABC	NewYork	13579	71. WWJ	Detroit	6974	121. KJLH-F	Los Angel	5170
22. KFWB	Los Angel	13406	72. WVAZ-F	Chicago	6941	122. KSFO	San Fran	5149
23. WBBM	Chicago	12903	73. WBCN-F	Boston	6803	123. KTRH	Houston	5133
24. KNX	Los Angel	12823	74. KOIT-AF	San Fran	6736	124. WFBQ-F	Indy	5124
25. KYW	Philadelp	12207	75. WUSL-F	Philadelp	6728	125. WRIF-F	Detroit	5100
26. WMMR-F	Philadelp	11554	76. WAFW-F	Atlanta	6582	126. WLLZ-F	Detroit	5096
27. KQLZ-F	Los Angel	11431	77. WIMX-F	Chicago	6525	127. KRBE-F	Houston	5079
28. KABC	Los Angel	11108	78. WUSN-F	Chicago	6501	128. WMMS-F	Cleveland	5068
29. WBBM-F	Chicago	10729	79. WBZ	Boston	6484	129. WLOL-F	Minn-St.P	5067
30. WJR	Detroit	10491	80. WXTU-F	Philadelp	6482	130. KEGF-F	Dallas-FW	5066
31. KBIG-F	Los Angel	10334	81. KFRC	San Fran	6454	131. KSHE-F	St. Louis	5060
32. KRTH-F	Los Angel	10085	82. WAVA-F	Washingtn	6412	132. WFLZ-F	TampaSt.P	4995
33. WYNY-F	NewYork	10069	83. KILT-F	Houston	6296	133. WGAY-F	Washingtn	4978
34. WCCO	Minn-St.P	9870	84. WKEZ-AF	Chicago	6290	134. WVEE-F	Atlanta	4973
35. WYSP-F	Philadelp	9803	85. KIKK-F	Houston	6202	135. WLS	Chicago	4931
36. KGO	San Fran	9734	86. WPGC-F	Washingtn	6196	136. KPLZ-F	Seattle	4901
37. WCCI-F	Chicago	9713	87. WRKO	Boston	6188	137. WLTJ-F	Detroit	4895
38. KTWV-F	Los Angel	9511	88. WBZZ-F	Pittsburg	6152	138. WMJX-F	Boston	4888
39. WEGX-F	Philadelp	9380	89. WKQI-F	Detroit	6134	139. WFOX-F	Atlanta	4883
40. WQCD-F	NewYork	9213	90. WLUP	Chicago	6124	140. WLIB	NewYork	4855
41. WCKG-F	Chicago	9188	91. WMGK-F	Philadelp	6107	141. KKGO-F	Los Angel	4840
42. WLUP-F	Chicago	8991	92. KZLA-F	Los Angel	5965	142. WEEI	Boston	4786
43. WNEW	NewYork	8948	93. WKSZ-F	Philadelp	5956	143. KQXX-F	San Fran	4781
44. WIOQ-F	Philadelp	8936	94. KIRO	Seattle	5869	144. WPEN	Philadelp	4773
45. WZOU-F	Boston	8835	95. WCAU	Philadelp	5850	145. WDFX-F	Detroit	4769
46. KNBR	San Fran	8718	96. KDWB-F	Minn-St.P	5819	146. KLAC	Los Angel	4759
47. KMOX	St. Louis	8686	97. WSB -F	Atlanta	5779	147. WDAS-F	Philadelp	4718
48. KROQ-F	Los Angel	8453	98. WODS-F	Boston	5754	148. WKLS-F	Atlanta	4715
49. KLSX-F	Los Angel	8450	99. KPFX-F	Dallas-FW	5749	WLTE-F	Minn-St.P	4715
50. WKQX-F	Chicago	8418	100. KTNQ	Los Angel	5748	150. WZLX-F	Boston	4711

*Based on 12+ TSA Cume, Broadcast Week

151. WKBQ-F	St. Louis	4706	201. WCXR-F	Washington	4134	251. WIL -F	St. Louis	3491
152. WJJD	Chicago	4703	202. WOMC-F	Detroit	4128	252. WHAS	Louisvill	3467
153. WROR-F	Boston	4672	203. KUBE-F	Seattle	4121	253. WIYY-F	Baltimore	3458
154. KRQR-F	San Fran	4653	204. WTIC	Hartford	4101	WNCX-F	Cleveland	3458
155. WSSH-F	Boston	4586	205. WTQR-F	GrnsbroWS	4094	255. WSKQ	NewYork	3443
156. WTIC-F	Hartford	4584	206. KKDA-F	Dallas-FW	4093	256. KRXY-AF	Denver	3424
157. WDAF	Knsas Cty	4575	207. WPRO-F	Providenc	4085	257. WSHH-F	Pittsburg	3415
158. WHDH	Boston	4561	208. WDOK-F	Cleveland	4060	258. KOMO	Seattle	3412
159. WKRQ-F	Cincinnati	4537	209. WPOW-F	Miaml.-Ft.	4052	259. WWKA-F	Orlando	3394
160. WFYR-F	Chicago	4519	210. KRLA	Los Angel	4050	260. KKHI-AF	San Fran	3388
161. WYAY-AF	Atlanta	4507	211. WASH-F	Washington	4049	261. KYGO-F	Denver	3387
WYAI-AF	Atlanta	4507	212. WMAL	Washington	4000	262. KFMB	SanDiego	3372
163. WPCH-F	Atlanta	4486	213. KYKY-F	St. Louis	3987	263. KDAY	Los Angel	3371
164. WWSW-F	Pittsburg	4483	214. WWRM-F	TampaSt.P	3982	264. KKSF-F	San Fran	3369
165. KLIT-F	Los Angel	4474	215. KLUV-F	Dallas-FW	3967	265. WXYV-F	Baltimore	3363
166. KVIL-AF	Dallas-FW	4469	216. WKSS-F	Hartford	3940	266. KLDL-F	Houston	3357
167. WHQT-F	Miami-Ft.	4466	217. KLTR-F	Houston	3929	267. KSD -F	St. Louis	3320
168. KSOL-F	San Fran	4464	218. WLTT-F	Washington	3919	268. WBLI-F	NewYork	3308
169. KJMZ-F	Dallas-FW	4456	219. WZPL-F	Indy	3915	269. KZOK-F	Seattle	3294
170. KKLQ-AF	SanDiego	4454	220. WPHR-F	Cleveland	3898	WGAR-F	Cleveland	3294
171. WJIB-F	Boston	4452	221. XDFC-AF	San Fran	3896	271. KQKS-F	Denver	3285
172. WMJI-F	Cleveland	4445	222. WJOI-F	Detroit	3855	272. KFMK-F	Houston	3269
173. WSB	Atlanta	4427	223. KEX	Prtlnd,OR	3830	273. WKHX-F	Atlanta	3262
174. KMJQ-F	Houston	4426	224. WDRE-F	NewYork	3813	WUSA-F	TampaSt.P	3262
175. WKYS-F	Washington	4411	225. KBEQ-F	Knsas Cty	3782	275. KFMB-F	SanDiego	3234
176. WBAL	Baltimore	4409	226. CKLW	Detroit	3741	276. WAXY-F	Miami-Ft.	3233
177. WRBQ-AF	TampaSt.P	4406	227. WYHY-F	Nashville	3718	277. KSON-AF	SanDiego	3221
WEZN-F	NewYork	4406	228. KTAR	Phoenix	3716	278. KZFX-F	Houston	3219
179. WAAF-F	Boston	4402	229. KEEY-F	Minn-St.P	3702	279. WOKI-F	Knoxville	3214
180. WPRO-F	Boston	4393	230. KSAN-F	San Fran	3699	280. KSFM-F	Sacramnto	3210
181. WHYI-F	Miami-Ft.	4349	231. KODA-F	Houston	3673	281. WEAT-AF	West Palm	3207
182. WHUR-F	Washington	4341	232. WALK-F	NewYork	3671	282. KHYS-F	Houston	3203
183. WSOC-F	Charlotte	4340	233. KSTP-F	Minn-St.P	3662	283. KGB -F	SanDiego	3196
184. WBSB-F	Baltimore	4338	234. WWWE	Cleveland	3648	284. KEZK-F	St. Louis	3195
185. WTMJ	Milwaukee	4336	235. WZZK-AF	Birmingham	3633	285. WLIF-F	Baltimore	3187
186. WKTI-F	Milwaukee	4332	WEZB-F	New Orlns	3633	286. KOY -F	Phoenix	3183
187. WADO	NewYork	4307	237. WIOG-F	Saginaw-b	3631	287. KKRZ-F	Prtlnd,OR	3175
188. KOA	Denver	4298	238. KSFM-F	San Fran	3629	288. WKDD-F	Cleveland	3172
189. KNIX-F	Phoenix	4259	239. KXKL-AF	Denver	3623	289. WIOD	Miami-Ft.	3166
190. WCSX-F	Detroit	4234	240. KQQL-F	Minn-St.P	3617	290. KZPS-F	Dallas-FW	3164
191. WIVK-AF	Knoxville	4222	241. WFMT-F	Chicago	3593	KNRJ-F	Houston	3164
KABL-AF	San Fran	4222	242. WCKZ-F	Charlotte	3588	292. WFMS-F	Indy	3152
193. WNIC-F	Detroit	4215	243. WEBN-F	Cincinnati	3584	KLXK-F	Minn-St.P	3152
194. WLYF-F	Miami-Ft.	4213	WXTR-F	Washington	3584	294. WMXJ-F	Miami-Ft.	3146
195. WWDB-F	Philadelp	4208	245. WJZZ-F	Detroit	3569	295. WSTR-F	Atlanta	3135
196. WNCI-F	ColumbusO	4207	246. WYNF-F	TampaSt.P	3568	WDUV-F	TampaSt.P	3135
197. WWWW-F	Detroit	4194	247. WIP	Philadelp	3548	297. KALI	Los Angel	3133
198. KFOG-F	San Fran	4173	248. WNIB-F	Chicago	3528	298. WBAB-F	NewYork	3127
199. KTXQ-F	Dallas-FW	4155	249. WWMX-F	Baltimore	3497	299. WHFS-F	Washington	3126
200. WFLN-F	Philadelp	4152	250. WOMX-F	Orlando	3496	300. WRCH-F	Hartford	3123
						301. KKHJ	Los Angel	3121
						302. WDSY-F	Pittsburg	3120
						303. WQYK-F	TampaSt.P	3115
						304. WDJX-AF	Louisvill	3114
						WQAL-F	Cleveland	3114
						306. WMJQ-F	Buffalo	3107
						307. WXLK-F	Roanoke-l	3100
						308. WJQY-F	Miami-Ft.	3099
						309. KISW-F	Seattle	3096
						310. KOSI-F	Denver	3087
						311. KSSN-F	Little Rk	3077
						312. WHJY-F	Boston	3060
						313. KUPD-F	Phoenix	3050
						314. WPOC-F	Baltimore	3047
						315. WKDF-F	Nashville	3043
						KMPS-AF	Seattle	3043
						317. WSTF-F	Orlando	3040
						318. KGGI-F	Riverside	3034
						319. WOCL-F	Orlando	3029
						320. WXYT	Detroit	3023
						321. WAMZ-F	Louisvill	3016
						322. KRAK-F	Sacramnto	3007
						323. KCYY-F	San anton	3004

AMERICA'S LEADING STATIONS - METRO CUME RATING* (25.0+)

1. KTRS-F Casper	50.4	51. KQMQ-AF Honolulu	32.5
WIXX-F Green Bay	50.4	52. KTTS-F Springfield, MO	32.1
3. WIVK-AF Knoxville	47.9	WIXX-F Appleton-Oshkosh	32.1
4. WJBC Bloomington	46.8	54. KVOC Casper	32.0
5. WFBC-F Asheville	46.0	WLW Cincinnati	32.0
6. WWNC Asheville	44.2	WZID-F Manchester	32.0
7. WTCR-AF Huntington, WV	44.1	57. WXBQ-F John City-Kingsport	31.9
8. WIOG-F Saginaw-Bay City-Mid	43.1	58. WDEN-F Macon	31.7
9. WAAL-F Binghamton	42.3	59. KZFM-F Corpus Christi	31.6
10. WZOK-F Rockford	41.8	60. WMGI-F Terre Haute	31.5
11. WBBQ-AF Augusta	41.7	61. KOEL-F Waterloo-Cedar Falls	31.4
12. WBNQ-F Bloomington	40.7	WMYU-F Knoxville	31.4
13. WMEE-F Fort Wayne	40.2	63. KQLT-F Casper	31.3
14. WSTO-F Evansville	39.1	WPRR-F Altoona	31.3
15. WTHI-F Terre Haute	39.0	WRKY-F Steubenville	31.3
WVIC-AF Lansing	39.0	66. WCOS-F Columbia, SC	31.1
17. WZYP-F Huntsville	38.4	67. KZII-F Lubbock	31.0
WQUT-F John City-Kingsport	38.4	KRLB-F Lubbock	31.0
19. WKFR-F Kalamazoo	38.0	69. WVBS-F Wilmington, NC	30.9
20. WJET-F Erie	37.9	70. WVKS-F Toledo	30.7
WOMP-F Wheeling	37.9	WICC Bridgeport	30.7
22. WAYS-F Macon	37.7	72. KPAT-F Sioux Falls	30.6
23. WDAY-F Fargo	37.4	73. KQWB-F Fargo	30.5
WNDU-F South Bend	37.4	74. WBIM-F Portland, ME	30.4
25. KMOX St. Louis	37.1	75. WTIC Hartford	30.3
26. KLLL-F Lubbock	36.6	76. WYYY-F Syracuse	30.0
27. KSSN-F Little Rock	36.4	KUZZ-AF Bakersfield	30.0
KRQQ-F Tucson	36.4	78. WPXR-F Davenport-Ri-Moline	29.9
29. KFMY-F Waterloo-Cedar Falls	35.5	79. WDUV-F Sarasota-Bradenton	29.7
30. WDRM-F Huntsville	35.3	80. KMML-F Amarillo	29.5
31. WXLK-F Roanoke-Lynchburg	35.2	WIKY-F Evansville	29.5
32. WZFX-F Fayetteville, NC	35.0	KPXR-F Anchorage	29.5
WCCO Minneapolis-St. Paul	35.0	WAPL-F Appleton-Oshkosh	29.5
WKZW-F Peoria	35.0	84. KZLS-F Billings	29.4
35. WKEE-F Huntington, WV	34.5	KYYA-F Billings	29.4
36. WNNK-F Harrisburg	34.0	WYCR-F York	29.4
37. WLAP-F Lexington	33.9	87. WHHY-AF Montgomery	29.3
38. KWTX-F Waco	33.8	KQIZ-F Amarillo	29.3
39. KSMB-F Lafayette, LA	33.7	KFRX-F Lincoln	29.3
40. KPRR-F El Paso	33.6	WGIR-F Manchester	29.3
WKSF-F Asheville	33.6	91. WRVQ-F Richmond	29.2
42. KBFM-F Mcallen-Brownsville	33.5	KZZU-F Spokane	29.2
43. WQBE-F Charleston, WV	33.4	WPRO-F Providence	29.2
44. KZIO-F Duluth	33.3	WZZP-F South Bend	29.2
WKRZ-F Wilkes Barre-Scranto	33.3	95. WVLC-F Lexington	29.1
KQKQ-F Omaha	33.3	KQCR-F Cedar Rapids	29.1
47. KDKA Pittsburgh	33.2	97. WLLR-AF Davenport-Ri-Moline	28.8
48. KOKZ-F Waterloo-Cedar Falls	33.0	WROK Rockford	28.8
49. WAPL-F Green Bay	32.8	99. WZHT-F Montgomery	28.7
50. WHAS Louisville	32.7	WWTI-F Milwaukee	28.7

	KCCY-F	Pueblo	28.7	151.	WTIC-F	Hartford	26.7
102.	WZZK-AF	Birmingham	28.6		KPSI-F	Palm Springs, CA	26.7
	KASE-F	Austin	28.6	153.	WZPL-F	Indianapolis	26.6
	WDJX-AF	Louisville	28.6	154.	KHOP-F	Modesto	26.5
105.	WTFM-F	John City-Kingsport	28.5	155.	WDAY	Fargo	26.4
106.	WGRD-F	Grand Rapids	28.4		WKCQ-F	Saginaw-Bay City-Mid	26.4
	WCRZ-F	Flint	28.4		WKYE-F	Johnstown	26.4
	WRQN-F	Toledo	28.4	158.	WMSI-F	Jackson	26.3
109.	KWNZ-F	Reno	28.3		WNTQ-F	Syracuse	26.3
	WOWO-AF	Fort Wayne	28.3		WBLX-F	Mobile	26.3
111.	WXKC-F	Erie	28.2		WOKQ-F	Portsmouth-Dover-Roc	26.3
	KKRQ-F	Cedar Rapids	28.2	162.	WEAS-F	Savannah	26.2
	WTMJ	Milwaukee	28.2		WRNS-F	Greenville, NC	26.2
	WNCI-F	Columbus, OH	28.2		KTPK-F	Topeka	26.2
115.	WVSR-F	Charleston, WV	28.1		KLUC-F	Las Vegas	26.2
	WJMI-F	Jackson	28.1		KFAB	Omaha	26.2
117.	WTHZ-F	Tallahassee	28.0	167.	KYW	Philadelphia	26.1
118.	WKKS-F	Greenville, NC	27.9	168.	WPOR-AF	Portland, ME	26.0
	WTQR-F	Greensboro-WS	27.9		KTXF-F	Mcallen-Brownsville	26.0
	WEZN-F	Bridgeport	27.9		WKDQ-F	Evansville	26.0
121.	KKHT-F	Springfield, MO	27.8		KFOR	Lincoln	26.0
122.	WQSM-F	Fayetteville, NC	27.7		KGGO-F	Des Moines	26.0
	KRNQ-F	Des Moines	27.7		WFMF-F	Baton Rouge	26.0
	WLWI-F	Montgomery	27.7		WKZO	Kalamazoo	26.0
	WMT	Cedar Rapids	27.7		WKSE-F	Buffalo-Niagara Fall	26.0
	WEZB-F	New Orleans	27.7	176.	WTNT-F	Tallahassee	25.9
	WKCI-F	New Haven	27.7		WHO	Des Moines	25.9
	WGLU-F	Johnstown	27.7		WKQQ-F	Lexington	25.9
129.	WIBA-F	Madison	27.6		WYHY-F	Nashville	25.9
	WKCI-F	Bridgeport	27.6	180.	WJR	Ann Arbor	25.8
131.	KHAK-AF	Cedar Rapids	27.5		KKOO-F	Bakersfield	25.8
132.	WRVA	Richmond	27.4	182.	WKML-F	Fayetteville, NC	25.7
	WKRQ-F	Cincinnati	27.4		WNSN-F	South Bend	25.7
134.	WCMF-F	Rochester	27.3	184.	WFBG	Altoona	25.5
135.	WIBW-F	Topeka	27.2	185.	KELO-F	Sioux Falls	25.4
	KKRD-F	Wichita	27.2		KRMD-AF	Shreveport	25.4
	WWCK-F	Flint	27.2		WIOT-F	Toledo	25.4
138.	WSTH-AF	Columbus, GA	27.1		KIIM-AF	Tucson	25.4
	KGOT-F	Anchorage	27.1	189.	KGBT	Mcallen-Brownsville	25.2
	WIOG-F	Flint	27.1		KELO	Sioux Falls	25.2
	WKSJ-AF	Mobile	27.1		KXXY-F	Oklahoma City	25.2
142.	WZEE-F	Madison	27.0		WVOR-F	Rochester	25.2
	KEZO-AF	Omaha	27.0		WSRS-F	Worcester	25.2
144.	WAFE-F	Jacksonville	26.9	194.	KRST-AF	Albuquerque	25.1
	KDAL	Duluth	26.9		WNBF	Binghamton	25.1
	WFBQ-F	Indianapolis	26.9		WSOC-F	Charlotte	25.1
	WEAT-AF	West Palm Beach	26.9		WAMZ-F	Louisville	25.1
148.	WOKI-F	Knoxville	26.8		WGTZ-F	Dayton	25.1
	WSKZ-F	Chattanooga	26.8	199.	KMGW-F	Casper	25.0
	WLAN-F	Lancaster	26.8		WCCK-F	Erie	25.0

*Based on 12+ Metro Cume Rating, Mon-Sun, 6A-Mid.

KMEO-F	Phoenix	160	6. WGUL-AF	TampaSt.P	193	12. WXDJ-F	Miami-Ft.	189
22. KQJY-F	SanDiego	157	7. WOKY	Milwaukee	182	13. WCMQ-F	Miami-Ft.	174
23. WDUV-F	TampaSt.P	156	8. WRMR	Cleveland	178	14. KSKQ	Los Angel	158
24. WFMZ-F	Allentown	150	9. WHLI	NewYork	177	15. KIQI	San Fran	157
			10. KQUE-F	Houston	171	16. KKHJ	Los Angel	149
NEWS/TALK			11. CKLW	Detroit	156	17. KGBT	MC-BROWN	136
-----			12. KIXI	Seattle	144	18. KSKQ-F	Los Angel	122
			13. WJAS	Pittsburg	138	19. KBRG-F	San Fran	112
1. WINS	NewYork	1200	14. KPOP	SanDiego	121	20. KLAT	Houston	106
2. WOR	NewYork	1083	15. KAAM	Dallas-FW	101	21. KCOR	San anton	103
3. WGN	Chicago	1025	16. KEZW	Denver	98	22. WQBA-F	Miami-Ft.	94
4. WCBS	NewYork	1000	17. WPJM-F	Providenc	93	23. KIWW-F	MC-BROWN	86
5. WFAN	NewYork	904	18. KOY	Phoenix	92	24. WIND	Chicago	83
6. KMOX	St. Louis	734	19. WPJM-F	Boston	90	25. KXYZ	Houston	79
7. KABC	Los Angel	714	20. KKSJN	Prtlnd,OR	87	KQKQ-F	Houston	79
8. WABC	NewYork	707	21. WXKS	Boston	84	27. KAZA	San Fran	70
9. WBBM	Chicago	591	22. WITH	Baltimore	80	28. WTAQ	Chicago	66
10. KFVB	Los Angel	551	23. WECK	Buffalo	79	29. KLOK	San Fran	65
11. KGO	San Fran	539	24. WDAE	TampaSt.P	78	30. KQXX-F	MC-BROWN	62
12. KYW	Philadelp	463	25. WBYU	New Orlns	75	31. KSSA-AF	Dallas-FW	57
13. KNX	Los Angel	461	KLBB	Minn-St.P	75	32. KBNA-AF	El paso	56
14. WRKO	Boston	396				33. KZVE-F	San anton	55
15. KCBS	San Fran	373	RELIGION/GOSPEL			34. KAMA	El paso	54
16. WLUP	Chicago	372	-----					
17. KIRO	Seattle	353				CLASSICAL		
18. WBAL	Baltimore	322	1. WWRL	NewYork	211	-----		
19. WWJ	Detroit	313	2. WNJR	NewYork	150	1. WQXR-F	NewYork	493
20. WCAU	Philadelp	299	3. KLTJ-F	Dallas-FW	137	2. WNCN-F	NewYork	449
21. WMAQ	Chicago	282	4. WFME-F	NewYork	116	3. WFLN-F	Philadelp	252
22. WXYT	Detroit	261	5. WAOK	Atlanta	113	4. KDFC-AF	San Fran	226
23. WLS	Chicago	259	6. KKLA-F	Los Angel	111	5. KKGO-F	Los Angel	220
24. KTAR	Phoenix	255	7. KHVN	Dallas-FW	107	6. KKHI-AF	San Fran	197
25. WWDB-F	Philadelp	246	WBGR	Baltimore	107	7. WFMT-F	Chicago	186
26. KTRH	Houston	240	9. WMUZ-F	Detroit	92	8. WGMS-F	Washingtn	176
27. KRLD	Dallas-FW	237	10. KMAX-F	Los Angel	82	9. WNIB-F	Chicago	160
28. KFI	Los Angel	232	11. WDAS	Philadelp	81	10. WQRS-F	Detroit	149
29. WHDH	Boston	222	12. WBOK	New Orlns	73	11. WRR -F	Dallas-FW	135
30. WTOP	Washingtn	205	13. KHCB-F	Houston	68	12. WTMI-F	Miami-Ft.	121
KSDO	SanDiego	205	WYCB	Washingtn	68	13. KFSD-F	SanDiego	106
32. WTAE	Pittsburg	201	KFSG-F	Los Angel	68	14. KING-F	Seattle	102
33. WEEI	Boston	191	16. WLOK	Memphis	67	15. WCRB-F	Boston	90
34. WIP	Philadelp	183	17. WYLL-F	Chicago	66	16. KVOD-F	Denver	78
35. KFBK	Sacramnto	181	18. WMBM	Miami-Ft.	63	17. KFUD-F	St. Louis	74
36. WINZ	Miami-Ft.	176	19. KCMS-F	Seattle	59	18. WFMR-F	Milwaukee	54
37. WIOD	Miami-Ft.	173	20. WAGG	Brmnghan	55	19. WCLV-F	Cleveland	52
38. KGA	Denver	169	21. WPCE	Norfolk	51			
39. WWWE	Cleveland	160	22. WDJC-F	Brmnghan	50			
40. WNWS	Miami-Ft.	136	KFAX	San Fran	50	JAZZ/NEW AGE		
41. WGST	Atlanta	133	24. WRBS-F	Baltimore	49	-----		
KPRC	Houston	133	KEAR-F	San Fran	49	1. WQCD-F	NewYork	623
43. WFLA	TampaSt.P	132	26. WYLD	New Orlns	47	2. KTWV-F	Los Angel	522
WPRO	Providenc	132	WNAP	Philadelp	47	3. WNVA-F	Chicago	328
45. KCMO	Knsas Cty	130	28. KESS	Dallas-FW	45	4. WJZZ-F	Detroit	273
46. KXL	Prtlnd,OR	119	29. KWWJ	Houston	43	5. KKSF-F	San Fran	209
47. WWRC	Washingtn	117	30. WRFM	Miami-Ft.	40	6. KOAI-F	Dallas-FW	174
48. KLIF	Dallas-FW	115				7. KBLX-F	San Fran	159
49. WHJJ	Providenc	113	SPANISH			8. KIFM-F	SanDiego	142
50. WCBM	Baltimore	109	-----			9. KJAZ-F	San Fran	103
51. WWL	New Orlns	106	1. WSKQ-F	NewYork	571	10. WHVE-F	TampaSt.P	96
52. KFI	Riverside	105	2. KWKW	Los Angel	532	11. KNUA-F	Seattle	71
53. WKBN	Youngstwn	103	3. KLVE-F	Los Angel	517			
			4. WADO	NewYork	463			
NOSTALGIA			5. KTNQ	Los Angel	381			
-----			6. WSKQ	NewYork	348			
1. WNEW	NewYork	658	7. WAQI	Miami-Ft.	347			
2. KMPC	Los Angel	494	8. WOJO-F	Chicago	237			
3. WPEN	Philadelp	418	9. KALI	Los Angel	236			
4. KFRC	San Fran	399	10. WQBA	Miami-Ft.	224			
5. WJJD	Chicago	349	11. WKDM	NewYork	209			

AMERICA'S LEADING STATIONS BY FORMAT*

METRO SHARE

TOP 40/CHR/CONTEMP

1.	KTRS-F	Casper	29.3
2.	WIXX-F	Green Bay	24.0
3.	WQUT-F	John City	23.3
4.	WBQ-AM	Augusta	23.1
5.	WAAL-F	Binghamto	22.6
6.	WIOG-F	Saginaw-b	21.9
7.	WZOK-F	Rockford	21.7
8.	WKEE-F	Huntingtn	20.6
9.	KSMB-F	Lafayette	20.5
10.	KRQQ-F	Tucson	20.1
11.	WMEE-F	Ft. Wayne	19.9
12.	WJET-F	Erie	19.8
13.	WKSF-F	Asheville	19.5
14.	WBNO-F	Bloomingt	18.9
15.	WOMP-F	Wheeling	18.7
16.	WSTO-F	Evansvill	18.4
17.	WKFR-F	Kalamazoo	18.3
18.	KBFM-F	MC-BROWN	18.0
19.	WXLK-F	Roanoke-l	17.4
	WNNK-F	Harrisbrg	17.4
21.	KFMW-F	Waterloo-	17.2
22.	WKRZ-F	WilkesBar	17.1
23.	WVIC-AM	Lansing	16.8
24.	KZFM-F	Corpus Ch	16.7
25.	WKZW-F	Peoria	16.6
26.	KWTX-F	Waco	16.5
27.	WZYP-F	Huntsvill	16.2
	WLAP-F	Lexington	16.2
29.	WNCI-F	ColumbusO	16.1
30.	KKHT-F	Springfie	16.0
31.	WGLU-F	Johnstown	15.2
32.	KZZU-F	Spokane	15.0
33.	KZII-F	Lubbock	14.9
	WAYS-F	Macon	14.9
35.	KPAT-F	Sioux fal	14.8
36.	KZIO-F	Duluth	14.7
37.	KPRR-F	El paso	14.6
38.	WVSR-F	Christon	14.3
39.	WPRR-F	Altoona	14.1
	WPXR-F	Davenport	14.1

AOR/CLASSIC

1.	KQWB-F	Fargo	15.5
2.	WBLM-F	PrtInd,ME	15.2
	KEZO-AM	Omaha	15.2
	WBQ-F	Indy	15.2
5.	WAPL-F	Appleton	15.1
	WCMF-F	Rochester	15.1
7.	KGGO-F	Des moine	14.9
	WRKR-F	Kalamazoo	14.9
9.	WRKT-F	Erie	14.7
10.	WKQQ-F	Lexington	13.7
11.	WIOT-F	Toledo	13.1
12.	WZZQ-F	Terre Hte	13.0
13.	WIBA-F	Madison	12.9
14.	WWCT-F	Peoria	12.6
15.	WGLF-F	Tallahass	12.5
	WOUR-F	Utica-rom	12.5
	KMOD-F	Tulsa	12.5
18.	WZZO-F	Allentown	12.4
19.	WKRK-F	Grnsbrows	11.9
20.	WVRK-F	Columbus	11.7
21.	WIXV-F	Savannah	11.3
22.	WAAF-F	Worcester	10.8

23.	WIMZ-AM	Knoxville	10.6
	WGIR-F	Manchestr	10.6
25.	KTGL-F	Lincoln	10.5
	WKLC-F	Christon	10.5
27.	WRDU-F	Raleigh	10.4
	WXLP-F	Davenport	10.4
29.	KOZZ-F	Reno	10.3
	WRXL-F	Richmond	10.3
	WHTQ-F	Melbourne	10.3
	KQRS-AM	Minn-St.P	10.3
33.	KWHL-F	Anchorage	10.2
34.	WEBN-F	Cincinnati	10.1
35.	KBFX-F	Anchorage	9.9
	KZEL-F	Eugene	9.9
37.	WQVE-F	Pittsburg	9.8
38.	KKUS-F	Springfie	9.7
39.	WSFM-F	Wilmington	9.6
40.	KLBJ-F	Austin	9.4
41.	KLAQ-F	El paso	9.3
42.	WNOR-AM	Norfolk	9.2
	KATT-F	Oklahama	9.2
44.	WNCD-F	Youngstwn	9.1
	WKDF-F	Nashville	9.1
46.	KDVV-F	Topeka	9.0
	KRZO-F	Reno	9.0
	WAQY-F	Springfie	9.0

AC/OLDIES/SOFT ROCK

1.	WMGI-F	Terre Hte	17.2
2.	WCRZ-F	Flint	15.9
3.	WKXC-F	Erie	15.5
4.	WMYU-F	Knoxville	14.9
5.	KKQK-F	Cedar Rpd	14.6
6.	WEZN-F	Brdgeport	13.5
7.	WFLZ-F	Lakeland	13.4
8.	KMAJ-F	Topeka	13.1
9.	WMYI-F	Grnvl-Sp	12.9
10.	WYYY-F	Syracuse	12.8
11.	WKDQ-F	Evansvill	12.7
	WTFM-F	John City	12.7
13.	WKYE-F	Johnstown	12.6
14.	KELO-F	Sioux fal	12.4
	WGNI-F	Wilmington	12.4
16.	KCIX-F	Boise	12.2
17.	WLEV-F	Allentown	11.8
18.	WRVC-F	Huntingtn	11.4
	WGSY-F	Columbus	11.4
20.	WNSN-F	South Bnd	11.3
21.	KLTA-F	Fargo	11.2
	WMYI-F	Asheville	11.2
	WVJI-F	Ft. Wayne	11.2
	WVOR-F	Rochester	11.2
25.	WOLX-F	Madison	10.9
	WARM-F	York	10.9
27.	WKWK-F	Wheeling	10.8
	KRYT-F	Pueblo	10.8
29.	KIDK-F	Billings	10.7
	WKMQ-F	Rockford	10.7
31.	WGLO-F	Peoria	10.6
32.	KKLS-F	Sioux fal	10.5
	KELO	Sioux fal	10.5
34.	WZNY-F	Augusta	10.4
	WARM-F	Lancaster	10.4
	WLTF-F	Cleveland	10.4
37.	KRNO-AM	Reno	10.3
38.	KJUL-F	Davenport	10.2
39.	WEGW-F	Wheeling	10.0
	WRMF-F	West Palm	10.0

41.	KDAL-F	Duluth	9.9
	WSNY-F	ColumbusO	9.9
43.	KLYF-F	Des moine	9.8
	KKOB-F	Albuquerq	9.8
45.	KGBX-F	Springfie	9.7
46.	WVAF-F	Christon	9.6
47.	WPEZ-F	Macon	9.4
	WHPA-F	Altoona	9.4
	WHYN-F	Springfie	9.4
50.	KODS-F	Reno	9.2
	WMGX-F	PrtInd,ME	9.2
	WMRV-F	Binghamto	9.2
53.	KTEZ-F	Lubbock	9.1
	KISC-F	Spokane	9.1
	WBYR-F	Ft. Wayne	9.1
56.	WWRM-F	TampaSt.P	9.0
	WJBR-F	Wilmington	9.0

MOR/VARIETY

1.	WJBC	Bloomingt	26.1
2.	WTIC	Hartford	18.7
3.	WIKY-F	Evansvill	17.2
4.	WCCO	Minn-St.P	16.3
5.	WMT	Cedar Rpd	16.0
6.	WHAS	Louisvill	15.7
7.	WIBC	Indy	15.2
8.	WICC	Brdgeport	15.1
9.	WNBK	Binghamto	14.9
10.	WJR	Ann Arbor	13.4
11.	KDKA	Pittsburg	13.2
12.	KFOR	Lincoln	12.5
13.	WSBT	South Bnd	12.4
14.	KDAL	Duluth	12.1
	WLV	Cincinnati	12.1
16.	KFAB	Omaha	12.0
17.	WIMJ	Milwaukee	11.6
18.	WRVA	Richmond	11.5
19.	WHO	Des moine	11.3
20.	WROK	Rockford	11.0
21.	KKOB	Albuquerq	10.7
22.	WOWO-AM	Ft. Wayne	10.2
	WTVN	ColumbusO	10.2
24.	KSSK	Honolulu	10.1
25.	WDAY	Fargo	10.0
	WCGW	Saginaw-b	10.0
27.	WGY	ALBANY	9.7
28.	KRMG	Tulsa	9.5
29.	WSYR	Syracuse	9.3
30.	WELI	New Haven	9.2
31.	KSOO	Sioux fal	9.1
32.	WHBC	Canton	9.0
33.	WHAM	Rochester	8.9
	WMBD	Peoria	8.9
35.	WKZO	Kalamazoo	8.8
	KEX	PrtInd,OR	8.8
37.	WJR	Detroit	8.5
38.	WFBG	Altoona	8.4
	WTAG	Worcester	8.4
40.	WBEN	Buffalo	8.3
41.	WSBA	York	8.2
42.	KUGN	Eugene	8.1

COUNTRY

1.	WIVK-AM	Knoxville	32.2
2.	WTCR-AM	Huntingtn	30.9
3.	WTHI-F	Terre Hte	26.3

4.	WWNC	Asheville	24.7
5.	KLLL-F	Lubbock	24.3
6.	WQBE-F	Christon	24.0
7.	WDRM-F	Huntsvill	23.1
8.	WDEN-F	Macon	23.0
9.	KSSN-F	Little Rk	20.1
10.	KOEL-F	Waterloo-	20.0
11.	KUZZ-AM	Bkrsfield	19.6
12.	WXBQ-F	John City	18.3
13.	KCCY-F	Pueblo	18.2
14.	WUSY-F	Chtnooga	17.7
15.	WLWI-F	Montgomer	17.6
16.	KTTS-F	Springfie	17.3
17.	WRNS-F	GrnsvlnC	17.2
18.	KTPK-F	Topeka	17.0
19.	WVLC-F	Lexington	16.9
	WMSI-F	Jackson	16.9
21.	WLRR-AM	Davenport	16.1
22.	WZZK-F	Brnngmaw	15.7
23.	KHAK-AM	Cedar Rpd	15.6
	KXXY-F	Oklahoma	15.6
25.	WPOR-AM	PrtInd,ME	15.5
26.	WCOS-F	Columbia	15.4
27.	WTQR-F	Grnsbrows	15.3
	WITL-F	Lansing	15.3
29.	WPCV-F	Lakeland	15.0
30.	WSTH-AM	Columbus	14.9
	WAMZ-F	Louisvill	14.9
32.	WMSJ-AM	Mobile	14.8
33.	KNML-F	Amarillo	14.7
	WHWK-F	Binghamto	14.7
	KIIM-AM	Tucson	14.7
36.	WCHY-F	Savannah	14.6
37.	WKML-F	Fayvillle	14.5
	KASE-F	Austin	14.5
39.	KTXF-F	MC-BROWN	14.3
	WTNT-F	Tallahass	14.3
	KUGN-F	Eugene	14.3
42.	KVOC	Casper	14.1
43.	KRMD-AM	Shreveprt	14.0
44.	WKML-F	Wilmington	13.6
45.	WYNG-F	Evansvill	13.5
	WEZL-F	Christon	13.5
47.	KAYD-AM	Beaumont	13.1
	WSOC-F	Charlotte	13.1
49.	WESC-F	Grnvl-Sp	12.7
	WSIX-F	Nashville	12.7
51.	WYNK-AM	Btn Rouge	12.6
	KCYY-F	San anton	12.6
53.	KRST-AM	Albuquerque	12.4
	KCTR-F	Billings	12.4
	WQVK-F	Wheeling	12.4
56.	WAVC-F	Duluth	12.1
57.	WYD-F	Roanoke-l	12.0
	WKCO-F	Saginaw-b	12.0
	WOKQ-F	Portsmoth	12.0
60.	KHEY-F	El paso	11.9
	KYKR-F	Beaumont	11.9
62.	KOUL-F	Corpus Ch	11.7
	WOWW-F	Pensacola	11.7
64.	KVOX-F	Fargo	11.6
	WWVA	Wheeling	11.6
66.	KGHL	Billings	11.2
67.	WQXK-F	Canton	11.1
68.	KJUY-F	Des moine	11.0
	WSSL-F	Grnvl-Sp	11.0
	KFDI-F	Wichita	11.0
	KWEN-F	Tulsa	11.0

*Based on 12+ Metro Share, Broadcast week.

BLACK/URBAN

1. WZHT-F	Montgomer	24.4	25. KXTZ-F	Las Vegas	9.1
2. WZFX-F	Faytville	23.6	26. KTXR-F	Springfie	9.0
3. WIKS-F	GreenvlNC	18.7			
4. WBLX-F	Mobile	18.5			
5. WEAS-F	Savannah	18.3			
6. WMDM-F	Columbia	17.7			
7. WJMI-F	Jackson	16.2			
8. KDKS-F	Shreveprt	15.4			
9. WVEE-F	Atlanta	15.1			
10. WFXA-F	Augusta	14.6			
11. WYLD-F	New Orlns	12.9			
12. KQXL-F	Btn Rouge	12.4			
	WHRK-F	Memphis			
14. WBLX-F	Pensacola	12.3			
15. WSOK	Savannah	12.1			
16. WENN-F	Brmngham	12.0			
17. WPEG-F	Charlotte	11.7			
18. WCKU-F	Lexington	11.5			
19. WANM	Tallahass	11.4			
20. WFHT-F	Tallahass	11.0			
	KFXZ-F	Lafayette			
22. WCDX-F	Richmond	10.9			
	WAGH-F	Columbus			
24. WDZZ-F	Flint	10.6			
25. KHYS-F	Beaumont	10.4			
26. WOKS	Columbus	10.1			
27. WQUE-AF	New Orlns	10.0			
28. WXOK	Btn Rouge	9.9			
29. KALO	Beaumont	9.8			
30. KMJJ-F	Shreveprt	9.5			
31. WDIA	Memphis	9.2			
32. WOWI-F	Norfolk	9.0			
33. WJHM-F	Orlando	8.9			
34. WZFX-F	Wilmington	8.8			
35. WPGA-F	Macon	8.4			
36. KIPR-F	Little Rk	8.3			
37. WFXE-F	Columbus	8.2			
	WXYV-F	Baltimore			
39. WQOK-F	Raleigh	8.0			
	WJTT-F	Chtnooga			

BEAUTIFUL/EASY

1. WDUV-F	Sarasota	19.1			
2. WZID-F	Manchestr	17.5			
3. KQLT-F	Casper	17.4			
4. WEAT-AF	West Palm	16.2			
5. WHBC-F	Canton	15.3			
6. WFMZ-F	Allentown	14.9			
7. WNCE-F	Lancaster	14.1			
8. WSWT-F	Peoria	12.9			
9. WWLV-F	Dytna Bch	12.6			
10. WPVR-F	Roanoke-1	12.5			
11. WSSP-F	Melbourne	12.0			
12. WSRS-F	Worcester	11.9			
13. KESY-AF	Omaha	11.4			
14. KUMU-AF	Honolulu	11.1			
	KBEE-F	Modesto			
16. WFBG-F	Altoona	11.0			
17. WRSA-F	Huntsvill	10.5			
	WFPG-F	Atlantic			
19. WDEF-F	Chtnooga	10.2			
20. KOHZ-F	Billings	10.1			
21. WOOD-F	Gr Rapids	10.0			
22. WEZY-F	Lakeland	9.8			
23. KRDO-F	Pueblo	9.7			
24. WROW-F	ALBANY	9.4			

NEWS/TALK

1. KMOX	St. Louis	19.3			
2. WKBN	Youngstwn	13.2			
3. KMJ	Fresno	10.3			
4. KGNC	Amarillo	9.7			
5. KIRO	Seattle	9.5			
6. KFBK	Sacramnto	9.4			
7. WSTV	Steubenvi	9.3			
8. WOC	Davenport	9.0			
9. WBAL	Baltimore	8.8			
10. KTAR	Phoenix	8.6			
11. WGN	Chicago	8.0			
12. KOH	Reno	7.6			
13. WIBX	Utica-rom	7.1			
14. WRKO	Boston	6.9			
15. KGO	Salinas	6.8			
16. WJNO	West Palm	6.7			
17. WNIR-F	Akron	6.4			
18. KCSJ	Pueblo	6.3			
19. WVOC	Columbia	6.2			
	KOA	Denver			
	KGO	San Fran			
22. WERC	Brmngham	6.1			
	WGN	Rockford			
24. KCMO	Knsas Cty	5.8			
	WGJR	Manchestr			
	KYW	Philadelp			
27. WTAE	Pittsburg	5.7			
	KSDO	SanDiego			
29. KXL	Prtlnd,OR	5.6			
	WPRO	Providenc			
31. KARN	Little Rk	5.5			
	KTKK	Oklahoma			
33. WWL	New Orlns	5.4			
34. WRTA	Altoona	5.2			
	WKRK	Mobile			
36. KIDO	Boise	5.1			
	KXLY	Spokane			
	WWWE	Cleveland			
39. KLBK	Austin	5.0			
	KFI	Riverside			

NOSTALGIA

1. WEYZ	Erie	8.6			
2. WWOK	Evansvill	7.8			
3. WOKY	Milwaukee	7.6			
4. WKMC	Altoona	7.3			
	WMMB	Melbourne			
6. KWTX	Waco	7.2			
7. WRDR-F	Atlantic	6.8			
8. KXTP	Duluth	6.5			
9. WROD	Dytna Bch	6.4			
	WYSN-F	Johnstown			
11. WGUL-AF	TampaSt.P	6.1			
12. WNAM	Appleton	6.0			
	WMAS	Springfie			
14. KRNT	Des moine	5.7			
	WRMR	Cleveland			
16. KEEL	Shreveprt	5.6			
17. WMID	Atlantic	5.3			
18. WAVZ	New Haven	5.2			
	WPEN	Philadelp			
20. KAQQ	Spokane	5.1			

RELIGION/GOSPEL

1. WDDO	Macon	7.0			
2. WDAC-F	Lancaster	6.8			
3. WOAD	Jackson	5.9			
4. KOKA	Shreveprt	5.7			
5. WEMM-F	Huntingtn	5.4			
6. WSTS-F	Faytville	4.8			
7. WFLT	Flint	4.6			
8. WLOK	Memphis	4.5			
9. WKZK	Augusta	4.2			
	WAGG	Brmngham			
11. WDJC-F	Brmngham	3.8			
12. WAPZ	Montgomer	3.7			
	WBOK	New Orlns			
14. WWJC	Duluth	3.4			
15. WQFL-F	Rockford	3.3			
16. WIDU	Faytville	3.0			
17. WCGL	Jacksnvle	2.9			
	WJYP-F	Chrliston			
	WBGR	Baltimore			
20. KLRG	Little Rk	2.8			
	WAOK	Atlanta			
22. WPCE	Norfolk	2.6			
23. WQIZ	Chrliston	2.5			
	WFRN-F	South Bnd			
25. WWIL	Wilmington	2.4			
	WSVE	Jacksnvle			
	WZTN	Montgomer			
	WVFJ-F	Columbus			
	WLUX	Btn Rouge			
	WYLD	New Orlns			
	WBLX	Mobile			
	KLTY-F	Dallas-FW			
33. WDUR	Raleigh	2.3			
34. WNDA-F	Huntsvill	2.2			
	KUYO	Casper			
	WOLC-F	Salisbury			
	KDAR-F	Oxnard-ve			
38. WTGH	Columbia	2.1			
39. WMGO	Jackson	2.0			
	WFUR-F	Gr Rapids			

SPANISH

1. KGBT	MC-BROWN	14.6			
2. KIIW-F	MC-BROWN	9.2			
3. KUNO	Corpus Ch	7.9			
4. KAFY	Bkrsfield	6.7			
5. KQXX-F	MC-BROWN	6.6			
6. KBNA-AF	El paso	6.5			
	WAQI	Miami-Ft.			
8. KAMA	El paso	6.2			
9. KLOC	Modesto	6.1			
10. KTRO	Oxnard-ve	5.4			
11. KCOR	San anton	5.2			
12. KWAC	Bkrsfield	5.1			
13. KCCT	Corpus Ch	4.6			
14. WQBA	Miami-Ft.	4.2			
15. KRMX	Pueblo	4.0			

CLASSICAL

1. KLEF-F	Anchorage	6.3			
2. KBOQ-F	Salinas	4.1			
3. WQRS-F	Ann Arbor	3.6			

4. WGMS-F	Washington	3.3			
5. WFLN-F	Philadelp	3.1			
6. KFSD-F	SanDiego	3.0			
7. KVOD-F	Denver	2.8			
8. KING-F	Seattle	2.7			
9. KDFC-AF	San Fran	2.6			
10. KHFM-F	Albuquerque	2.4			
	WRR -F	Dallas-FW			
12. WFMR-F	Milwaukee	2.3			
	WTMI-F	Miami-Ft.			
	KKHI-AF	San Fran			
15. KXTR-F	Knsas Cty	2.2			
	WQRS-F	Detroit			
17. WFLN-F	Wilmington	2.1			
18. WPKM-F	Prtlnd,ME	1.9			
	KFUO-F	St. Louis			
20. WQXR-F	NewYork	1.8			
21. WCLV-F	Cleveland	1.7			
22. KOHC-F	Phoenix	1.6			
	KIWI-F	Bkrsfield			
	WCRB-F	Boston			
	WNCN-F	NewYork			
26. WSLT-F	Atlantic	1.5			
	WFMT-F	Chicago			

JAZZ/NEW AGE

1. KNIK-F	Anchorage	4.6			
2. WJZZ-F	Detroit	4.0			
	KIFM-F	SanDiego			
4. KROI-F	Reno	3.9			
5. KLSK-F	Albuquerque	3.6			
	WHVE-F	Sarasota			
7. WCLZ-F	Prtlnd,ME	3.5			
	WLOQ-F	Orlando			
9. WNNF-F	Raleigh	3.4			
10. KQPT-F	Sacramnto	3.2			
11. KOAI-F	Dallas-FW	3.1			
	KTWV-F	Los Angel			
13. KEYF-F	Spokane	3.0			
	KEYV-F	Las Vegas			
	WHVE-F	TampaSt.P			
16. KTWV-F	Riverside	2.9			
17. KEZL-F	Fresno	2.6			
	WNUA-F	Chicago			
19. WJZZ-F	Ann Arbor	2.5			
20. KHJH-F	Denver	2.4			
	KKSF-F	San Fran			
22. KHJH-F	Honolulu	2.3			
	WQCD-F	NewYork			
24. KGSR-F	Austin	2.2			
	WYBC-F	New Haven			
	KLRS-F	Salinas			
	KTWV-F	Oxnard-ve			
28. WHVE-F	Lakeland	2.0			

MARKETS WITH HIGHEST AND LOWEST PERCENTAGE OF FM LISTENING*

HIGHEST		LOWEST	
1. Lancaster	94.36%	1. Asheville	59.46%
2. Greenville, NC	94.04%	2. Appleton-Oshkosh	61.82%
3. Huntington, WV	91.34%	3. Bloomington	61.90%
4. Lakeland	90.77%	4. San Francisco	62.38%
5. Pensacola	90.12%	5. Stockton	62.65%
6. Greenville-Spartanburg	89.10%	6. Sioux Falls	62.65%
7. Knoxville	88.82%	7. Duluth	62.69%
8. Charlotte	88.67%	8. Altoona	63.19%
9. Salisbury-Oc, MD	88.49%	9. Bridgeport	64.15%
10. Augusta	88.43%	10. Bakersfield	64.61%

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

MARKETS WITH HIGHEST AND LOWEST APR'S**

HIGHEST		LOWEST	
1. Fargo	19.9	1. Eugene	14.6
2. Saginaw-Bay City-Midland	19.8	Wichita	14.6
3. Miami-Ft. Lauderdale	19.7	3. Waterloo-Cedar Falls	14.8
4. New York	19.6	4. John City-Kingsport	15.2
5. Philadelphia	19.5	Springfield, MO	15.2
6. Palm Springs, CA	19.3	6. Cedar Rapids	15.3
7. McAllen-Brownsville	19.2	Raleigh	15.3
8. El Paso	19.1	8. Ann Arbor	15.5
9. Riverside-San Bernardino	18.9	Melbourne-Titusville-Cocoa	15.5
Chicago	18.9	Dayton	15.5

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

MEAN APR FOR ALL RATED MARKETS

SPG 90	17.24
SPG 89	17.53
SPG 88	16.47
SPG 87	16.73
SPG 86	17.10
SPG 85	17.32
SPG 84	17.50
SPG 83	17.33
SPG 82	16.04
SPG 81	15.42
A/M 80	15.42
A/M 79	15.62
A/M 78	15.42
A/M 77	15.40
A/M 76	15.74

MARKETS WITH HIGHEST PERCENTAGE OF BELOW-THE-LINE LISTENING***

1. Monmouth-Ocean	67.7%	11. Riverside-San Bernardino	50.3%
2. Ann Arbor	62.3%	12. New Haven	47.8%
3. Melbourne-Titusville-Cocoa	62.3%	13. Portsmouth-Dover-Rochester, nh	47.1%
4. Steubenville	60.2%	14. Manchester	45.2%
5. Wilmington, DE	59.3%	15. Canton	44.5%
6. Stockton	55.0%	16. Sarasota-Bradenton	44.2%
7. Bridgeport	54.7%	17. Worcester	43.6%
8. Akron	52.8%	18. Oxnard-Ventura	41.2%
9. Lakeland	52.5%	19. Lancaster	40.4%
10. Daytona Beach	50.7%	20. Pueblo	40.3%

*** Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Calculated by dividing total listening to stations listed below the line (stations outside the market's metro) by total listening to all stations.

MARKETS WITH HIGHEST PERCENTAGE OF LISTENING TO NON-LISTED STATIONS****

1. Ann Arbor	27.4%	10. Casper	18.5%
2. Salisbury-Oc, MD	23.8%	11. Bloomington	18.3%
3. Tallahassee	21.6%	12. Eugene	18.3%
4. Stockton	21.2%	13. Steubenville	18.1%
5. Sioux Falls	20.6%	14. Jacksonville	18.0%
6. Waco	20.4%	15. Sarasota-Bradenton	17.8%
7. Waterloo-Cedar Falls	20.0%	16. Austin	17.7%
8. Kalamazoo	19.7%	17. Las Vegas	17.7%
9. Raleigh	19.2%	18. Lancaster	17.5%

**** Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Calculated by dividing listening to non-listed stations by total listening to all radio stations. A large part of the non-listed listening is probably to public and non-commercial stations. Other listening to distant stations (clears). Other listening will be to local commercial stations which do not qualify for listing in the rating book. The importance of this table (and the table above) is that this is listening that is not going to local commercial outlets. This affects CPM's and the effectiveness of local radio.

STATION FORMAT AND FORMAT LISTENERSHIP*

	AM	FM	TOTAL	%
AC/OLDIES/SOFT ROCK	242,500 (142)	4,046,100 (473)	4,288,600 (615)	18.58
TOP 40/CHR/CONTEMP	22,900 (21)	3,444,200 (289)	3,467,100 (310)	15.02
AOR/CLASSIC	41,900 (23)	3,064,000 (269)	3,105,900 (292)	13.45
COUNTRY	390,000 (178)	2,158,200 (260)	2,548,200 (438)	11.04
NEWS/TALK	2,251,200 (173)	36,400 (3)	2,287,600 (176)	9.91
BLACK/URBAN	388,700 (93)	1,681,400 (93)	2,070,100 (186)	8.97
BEAUTIFUL/EASY	80,200 (27)	1,349,700 (124)	1,429,900 (151)	6.19
MOR/VARIETY	1,012,200 (155)	8,900 (5)	1,021,100 (160)	4.42
SPANISH	523,400 (80)	263,800 (28)	787,200 (108)	3.41
NOSTALGIA	677,200 (127)	73,500 (12)	750,700 (139)	3.25
RELIGION/GOSPEL	305,400 (162)	176,800 (71)	482,200 (233)	2.09
CLASSICAL	13,300 (7)	362,600 (33)	375,900 (40)	1.63
JAZZ/NEW AGE	10,400 (4)	363,200 (43)	373,600 (47)	1.62
UNKNOWN/OTHERS	73,200 (45)	23,400 (22)	96,600 (67)	0.42
	6,032,500 (1237)	17,052,200 (1725)	23,084,700 (2962)	

* Based on 12+ Metro, 1.4 HR AVG, Broadcast Week. Every station reported in the metro is included. Simulcast facilities count as two stations. Figures in paranthesis are the number if stations programming that format. FIGURES NOT IN 100's.

FORMAT PERCENTAGES - AM AND FM BANDS - FORMAT SHARE TRENDS

	AM	FM	COMBINED	SPG 89	SPG 88	SPG 87	SPG 86	SPG 85	SPG 84	SPG 83	SPG 82
AC/OLDIES/SOFT ROCK	4.02%	23.73%	18.58%	18.59%	17.76%	16.84%	16.16%	15.91%	13.62%	11.65%	-
TOP 40/CHR/CONTEMP	0.38%	20.20%	15.02%	16.00%	14.63%	15.55%	14.96%	17.74%	16.87%	-	-
AOR/CLASSIC	0.69%	17.97%	13.45%	12.88%	12.80%	12.54%	14.13%	10.71%	10.76%	-	-
COUNTRY	6.46%	12.66%	11.04%	10.82%	10.73%	10.66%	10.89%	11.19%	11.79%	12.63%	12.57%
NEWS/TALK	37.32%	0.21%	9.91%	10.01%	9.75%	8.93%	8.68%	8.77%	8.61%	9.32%	9.35%
BLACK/URBAN	6.44%	9.86%	8.97%	8.35%	10.33%	10.38%	9.73%	8.53%	10.12%	10.52%	11.67%
BEAUTIFUL/EASY	1.33%	7.92%	6.19%	7.22%	7.67%	8.37%	8.85%	10.05%	11.02%	11.30%	11.76%
MOR/VARIETY	16.78%	0.05%	4.42%	4.59%	5.27%	6.39%	6.56%	7.02%	7.31%	7.60%	-
SPANISH	8.68%	1.55%	3.41%	2.88%	3.12%	2.81%	2.66%	2.31%	2.56%	2.32%	2.29%
NOSTALGIA	11.23%	0.43%	3.25%	3.04%	2.88%	3.17%	3.74%	4.02%	4.13%	4.56%	3.63%
RELIGION/GOSPEL	5.06%	1.04%	2.09%	1.84%	1.91%	1.65%	1.77%	2.00%	1.76%	1.64%	1.44%
CLASSICAL	0.22%	2.13%	1.63%	1.48%	1.32%	1.41%	1.31%	1.37%	1.20%	1.39%	1.25%
JAZZ/NEW AGE	0.17%	2.13%	1.62%	1.71%	1.28%	0.87%	-	-	-	-	-
UNKNOWN/OTHERS	1.21%	0.14%	0.42%	0.60%	0.55%	0.43%	0.56%	0.38%	0.24%	0.42%	0.41%

CHANGES SINCE SPRING 1989

	Changes in Format Share Since 1989	Changes in Format Share Since 1985	Share Since 1980	Change in 1/4 HR Totals	Change in # of Stations (90 vs. 89)
AC/OLDIES/SOFT ROCK	- 0.2%	+ 16.6%	NA	- 1.2%	+36 (+ 6.2%)
TOP 40/CHR/CONTEMP	- 6.2%	- 15.4%	NA	- 7.1%	- 4 (- 1.3%)
AOR/CLASSIC	+ 4.3%	+ 25.5%	NA	+ 3.3%	+20 (+ 7.4%)
COUNTRY	+ 1.9%	- 1.4%	+ 7.5%	+ 0.9%	+ 2 (+ 0.5%)
NEWS/TALK	- 1.1%	+ 12.9%	+ 2.3%	- 2.1%	+13 (+ 8.0%)
BLACK/URBAN	+ 7.3%	+ 5.0%	+ 0.9%	+ 6.3%	- 7 (- 3.6%)
BEAUTIFUL/EASY	- 14.3%	- 38.5%	- 36.1%	-15.2%	-11 (- 6.8%)
MOR/VARIETY	- 3.7%	- 37.0%	NA	- 4.7%	-21 (-11.6%)
SPANISH	+ 18.4%	+ 47.6%	+ 68.8%	+17.1%	+ 4 (+ 3.8%)
NOSTALGIA	+ 6.9%	- 19.2%	+408.0%	+ 5.7%	+ 7 (+ 5.3%)
RELIGION/GOSPEL	+ 13.5%	+ 4.5%	+ 68.5%	+12.6%	- 4 (- 1.7%)
CLASSICAL	+ 10.1%	+ 19.0%	+ 28.3%	+ 8.9%	+ 1 (+ 2.6%)
JAZZ/NEW AGE	- 5.3%	NA	NA	- 6.4%	+ 1 (+ 2.2%)
UNKNOWN/OTHERS	- 11.7%	- 26.4%	+ 26.4%	-12.9%	-15 (-15.6%)

BEST MARKETS FOR VARIOUS FORMATS

TOP 40/CHR/CONTEMP

(National Average: 15.00%)

1. Waterloo-Cedar	37.5%
2. Casper	36.0%
3. Erie	34.4%
4. John City-Kings	31.0%
5. Lafayette, LA	30.3%
6. Bloomington	29.9%
7. Billings	28.6%
8. Green Bay	28.5%
9. South Bend	28.4%
10. Kalamazoo	28.3%

AOR/CLASSIC

(National Average: 13.44%)

1. Portsmouth-Dove	26.1%
2. Denver	25.6%
3. Lincoln	25.6%
4. Manchester	25.1%
5. Ann Arbor	23.5%
6. Worcester	23.3%
7. Eugene	22.8%
8. Anchorage	22.7%
9. Salt Lake City	22.0%
10. San Diego	22.0%

AC/OLDIES/SOFT ROCK

(National Average: 18.56%)

1. Sioux Falls	43.4%
2. Johnstown	39.5%
3. Utica-Rome	30.4%
4. Wheeling	29.8%
5. Minneapolis-St.	29.4%
6. Wilmington, NC	28.4%
7. Rochester	28.4%
8. Bridgeport	28.3%
9. Jacksonville	27.8%
10. Melbourne-Titus	27.5%

MOR/VARIETY

(National Average: 4.42%)

1. Bloomington	32.0%
2. Evansville	22.5%
3. Lincoln	22.1%
4. Hartford	22.1%
5. Ann Arbor	20.8%
6. Cedar Rapids	19.1%
7. Cincinnati	18.8%
8. Minneapolis-St.	18.8%
9. Bridgeport	18.8%
10. Binghamton	18.2%

COUNTRY

(National Average: 11.03%)

1. Waco	44.1%
2. Huntington, WV	39.9%
3. John City-Kings	39.3%
4. Asheville	38.3%
5. Springfield, MO	36.9%
6. Knoxville	36.8%
7. Beaumont	35.3%
8. Terre Haute	34.6%
9. Lubbock	34.1%
10. Waterloo-Cedar	34.0%

BLACK/URBAN

(National Average: 8.96%)

1. Columbus, GA	35.2%
2. Savannah	34.7%
3. Montgomery	33.3%
4. Memphis	32.9%
5. Charleston, SC	28.9%
6. Tallahassee	28.5%
7. Mobile	27.9%
8. Shreveport	27.8%
9. Jackson	26.6%
10. Fayetteville, N	26.5%

BEAUTIFUL/EASY

(National Average: 6.19%)

1. Manchester	25.5%
2. Sarasota-Bradén	23.2%
3. Casper	21.3%
4. West Palm Beach	19.1%
5. Daytona Beach	18.1%
6. Canton	17.7%
7. Lancaster	17.6%
8. Allentown-Bethl	17.4%
9. Worcester	16.2%
10. Salisbury-Oc, M	16.2%

NEWS/TALK

(National Average: 9.90%)

1. Chicago	22.5%
2. St. Louis	21.5%
3. Youngstown	21.2%
4. New York	19.7%
5. Philadelphia	16.3%
6. Boston	15.9%
7. West Palm Beach	15.1%
8. Baltimore	14.4%
9. Providence	14.3%
10. Sacramento	14.3%

NOSTALGIA

(National Average: 3.25%)

1. Atlantic City	14.4%
2. Tampa-St. Peter	12.3%
3. Wilkes Barre-SC	11.9%
4. Sarasota-Bradén	11.6%
5. Evansville	10.5%
6. Erie	10.0%
7. Tucson	9.9%
8. Appleton-Oshkos	9.6%
9. Waco	9.0%
10. Terre Haute	8.7%

RELIGION/GOSPEL

(National Average: 2.09%)

1. Birmingham	10.4%
2. Jackson	10.2%
3. Memphis	10.2%
4. Macon	9.8%
5. Fayetteville, N	8.8%
6. Lancaster	8.2%
7. Huntington, WV	7.6%
8. New Orleans	7.5%
9. Shreveport	7.2%
10. Montgomery	7.0%

SPANISH

(National Average: 3.41%)

1. Mcallen-Brownsv	47.2%
2. Miami-Ft. Laude	23.2%
3. El Paso	21.4%
4. Corpus Christi	20.1%
5. San Antonio	14.9%
6. Bakersfield	14.8%
7. Los Angeles	14.1%
8. Oxnard-Ventura	13.8%
9. Stockton	10.9%
10. Salinas-Monteré	8.7%

CLASSICAL

(National Average: 1.63%)

1. Anchorage	7.1%
2. San Francisco	5.5%
3. Salinas-Monteré	5.3%
4. Ann Arbor	5.0%
5. Washington	4.0%
6. New York	3.8%
7. Philadelphia	3.5%
8. San Diego	3.2%
9. Denver	3.2%
10. Seattle-Tacoma	3.1%

JAZZ/NEW AGE

(National Average: 1.62%)

1. San Francisco	6.1%
2. Ann Arbor	5.8%
3. Anchorage	5.2%
4. Riverside-San B	4.7%
5. Detroit	4.4%
6. Sarasota-Bradén	4.4%
7. San Diego	4.3%
8. Raleigh	4.2%
9. Reno	4.2%
10. Portland, ME	4.2%

SECTION B

INDIVIDUAL MARKET REPORTS

NOTE: Following these definition pages the Individual Market Reports can be found in alphabetical order.

DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

NOTE: Even long-term subscribers should read these pages very carefully. There have been numerous changes and additions to American Radio. It will greatly increase your understanding of the Individual Market Reports if you are familiar with the systems and methodologies used.

The best way to explain an Individual Market Report is to go through it section by section. We will use an imaginary market and will start with the top of the market report on the far left.

Arbitron Rank/Pop (12+): 49/512,000
MSA Rank/Pop: 44/601,000
ADI #50
Average Person Rating: 18.4
Market TSL: 24.5 hours

The Arbitron rank is the 12+ population of the Arbitron metro survey area. The rank number (49 in this case) is the ranking among the 270 Arbitron Standard radio markets.

The MSA (metropolitan Statistical Area) rank is shown along with the total estimated population. Where the market has been split into two or more MSA's all of the MSA's are listed.

The Arbitron ADI ranking can be found directly below the MSA rank.

The ARP is the Average Person Rating. The ARP indicated the percentage of the 12+ population which is using radio from 6 am-midnight, Mon-Sun (the Broadcast Week). The ARP is roughly comparable to television's Persons Viewing Television (PVT) figures.

The market TSL shows the "Time Spent Listening" by the average radio listener in the market. In this case, the average listener spends 24.5 hours listening to radio.

Stations: 27/20
Diaries: 701/730:1/53.5%
Sample Target: 647
% Below Line: 3.3
% Not Listed: 8.6

There were 27 stations listed in the rating book for this market. Of those 27 a total of 20 stations were listed above the line (home to Arbitron metro). Thus a total of seven stations were licensed to cities outside of the metro, but they still qualified for inclusion in the rating book. You should be aware that some stations now appear above the line by virtue of its chosen home city of identification rather than by its FCC authorized city of license.

The information on the "Diaries" is a bit complex, but it is all very important:

- 1st figure: 701 - the number of usable (in-tab) diaries returned from the market's metro
- 2nd figure: 730 - in the metro there was one diary returned for every 730 people 12+
- 3rd figure: 53.5% - total returned (in-tab) diaries expressed as a percentage of the total individuals who were sent a diary.

The sample target shows a number of in-tab diaries designated for the metro. This is basically Arbitron's goal for returned diaries. Remember that this number represents total diaries and does not necessarily refer to any individual demo. It is not a percentage of total people contacted. It is a percentage of total people sent diaries.

The % below line figure indicated the percentage of total radio listening earned by below the line stations.

This figure would reflect listening to distant stations, non-commercial and public stations, and local stations which did not have enough audience to qualify for listing in the book.

This figure along with the "% Below the Line" figures indicate how much listening in the market is not available to the local commercial stations. This could have an affect on CPM's and also the effectiveness and salability of local radio.

Est. 1989 Revenue: \$14,500,000
HH Income: \$25,700
Retail \$: 3.5 Bil
Pop Per Station: 25,600
#1 Biller: WAAA \$2,000,000

The revenue estimates are based upon calculations made in the 1990 edition of Duncan's Radio Market Guide. The figures are gross and they do not include trades.

HH Income means Consumer Spendable Income per household. This market's estimate is \$25,700.

Total retail sales in the market are estimated at 3.5 billion dollars.

The data comes from Sales & Marketing Management and they are dated 1 October, 1989.

The population per Station shows the number of people (12+) per metro area radio station. The figure is calculated by dividing 12+ metro population by the number of "above-the-line" stations.

The #1 Biller shows the station I believe is the leading biller in the market and its estimated 1988 gross revenue. This data is extracted from the 1989 edition of Duncan's Radio Market Guide.

12+METRO	1/4/SHARE	WIN	FAL	SUM	SPR	4	BOOK	12+	TSA	12+ METRO CUME/CUME	FAL	SPG	BIRCH	BURCH	BIRCH
1. WAAA-F (AC)	513/10.0	8.1	9.3	8.1	7.5	8.9	527/6596	6262/20.4	19.6	1689	89	89	SHARE	AQH	CUME
													7.8	457	4209

All of the figures in this section are based upon the Broadcast Week (Mon-Sun, 6 am-midnight). The audience figures are in hundreds. The ratings and shares are always percentages.

Next to the station's calls is a format code. The legend for this code is as follows:

- CHR - Contemporary Hit Radio, Top 40, Contemporary
- AC - Adult Contemporary
- O - Oldies (1955 to 1987)
- B - Black (audience predominately black -- over 75%)
- U - Urban (majority of audience is non-white although a large segment is white)
- EZ - Easy Listening, Beautiful Music
- AOR - Album Oriented Rock, also includes Classic Rock
- CL - Classical
- C - Country
- T - Talk
- N - News
- SP - Hispanic/Spanish
- BB - Big Band/Nostalgia
- M - Middle of the Road (MOR), Full Service, Variety
- J/NA - Jazz, New Age
- R - Religion, Christian, Christian Music
- G - Gospel
- E - Ethnic
- ?? - Other, Unknown
- SAC - Soft Adult Contemporary

Then reading from left to right: WAAA has 51,300 listeners per quarter hour in the metro. This earns the station 10.0% share of audience during the latest rating period. Historical shares follow along with a four-book average for those markets with quarterly measurement.

Next is the TSA 1/4 Hour Average and Weekly cume. Then the Metro Cume and Cume Rating is shown. WAAA's cume rating is 20.4%. This means that 20.4% of this market's population (12+) listens to WAAA for five minutes or more during a given week. Historical cume ratings follow.

Next is the Latest Birch audience data for each station.

12+ METRO SHARE (METRO): 76.96% (3732 of 4849) (Spr. 89: 76.10%)

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

DEMOGRAPHIC AND DAYPART RANKINGS

Directly below the FM Share figures are 21 demo and daypart rankings. The number of stations listed depends upon the size of the market. I am not allowed to print actual ratings figures per my agreement with Arbitron. All of these rankings are based on 1/4 HR. AVG. The criteria for the rankings is as follows:

- TEENS: Ages 12-17, Mon-Sun, 6A-MID, Metro
- 18-34: Adults 18-34, Mon-Sun, 6A-MID, Metro
- 18-49: Adults 18-49, Mon-Sun, 6A-MID, Metro
- 25-49: Adults 25-49, Mon-Sun, 6A-MID, Metro
- 25-54: Adults 25-54, Mon-Sun, 6A-MID, Metro
- 35+ : Adults 35+, Mon-Sun, 6A-MID, Metro
- 12+ AMD: Total persons, 12+, Mon-Fri, Metro, 6A-MID
- 12+ MID: Total persons, 12+, Mon-Fri, Metro, 10A-3P
- 12+ PMD: Total persons, 12+, Mon-Fri, Metro, 3P-7P
- 12+ EVE: Total persons, 12+, Mon-Fri, Metro, 7P-MID
- OVERNIGHT: Total persons, 12+, Mon-Sun, 12MID-6A
- WOM 18-24: Women 18-24, Mon-Sun, 6A-MID, Metro
- WOM 18-34: Women 18-34, Mon-Sun, 6A-MID, Metro
- WOM 18-49: Women 18-49, Mon-Sun, 6A-MID, Metro
- WOM 25-34: Women 25-34, Mon-Sun, 6A-MID, Metro
- WOM 25-54: Women 25-54, Mon-Sun, 6A-MID, Metro
- MEN 18-24: Men 18-24, Mon-Sun, 6A-MID, Metro
- MEN 18-34: Men 18-34, Mon-Sun, 6A-MID, Metro
- MEN 18-49: Men 18-49, Mon-Sun, 6A-MID, Metro
- MEN 25-34: Men 25-34, Mon-Sun, 6A-MID, Metro
- MEN 25-54: Men 25-54, Mon-Sun, 6A-MID, Metro

NOTE: If a station's call letters are followed by a > symbol it means there is a very large difference between that station and the station following it in the ranking. The >> means that there is a huge difference between the marked station and the next ranked station. The difference is around 10 share points or the marked station has twice as much audience. Conversely, the < symbol means that the two ranked stations are very close in share.

FORMATS	AM	FM	TOTAL	%	SPR 89 %
Country	153 (3)	176 (2)	329 (5)	13.9	14.1

This table is based on the broadcast week, 1/4 Hour Average, 12+ Metro. The table includes every format in the market and every station which shows up in the market's metro. In this market there are 15,300 people listening to 3 different AM stations programming country music. The FM figures are added to the AM to show a total for the market. 13.9% of radio listening in this market is devoted to stations programming country music.

The "Other Rated Stations" section includes all stations not listed on the 12+ METRO 1/4/SHARE column at the top of the individual market report. The city of license, 12+ metro share and 12+ cume rating is listed as well as the station's frequency.

CAPSULE STATION DESCRIPTIONS

WAAA-F, 92.5, 50 KW @ 500, CHR ABC-C, \$ 73.00 (Torbet) XYZ Group Thomas Duncan

I have greatly expanded the number of stations in each market which qualify for a capsule description. Now, nearly every station in the metro is included.

Our sample station, WAAA-F, has a frequency of 92.5. Its power is 50 KW and its Height Above Average Terrain (HAAT) is 500 feet. It is unfortunate but true that some stations attempt to deceive advertisers about their power and HAAT. I think I have found the true facilities' data for these stations. However, a few may have slipped by me. If you see any incorrect figures, please let me know.

For AM stations, night power is listed if it differs from day power. Directionality is indicated as follows:

- DA, DAYS - Directional daytime
- DA-1 - Directional day and night - 1 pattern
- DA-2 - Directional day and night - 2 patterns
- DA-N - Directional at night only
- DA-D - Directional during the day only

WAAA-F programs a CHR format.

Next is the station's network affiliation if it has one:

ABC-C	ABC	Contemporary	APR	Associated Press Radio
ABC-D	ABC	Direction	CBS	CBS
ABC-I	ABC	Information	CBS-R	CBS Radio Radio
ABC-F	ABC	FM	MBS	Mutual
ABC-E	ABC	Entertainment	NBC	NBC
ABC-R	ABC	Rock	NBC-T	NBC Talk
ABC-T	ABC	Talk	Source	NBC Source
NBN	National Black		UNISUP	Unistar (Super)
SBN	Sheridan		UNIULT	Unistar (Ultimate)
UPI	United Press International		UNIPWR	Unistar (Power)
Trans	Transtar		SMN	Satellite Music Network
RADRAD	CBS RadioRadio Network		SBN	Sheridan Broadcasting Network
SUN	Sun Radio Network		UPI	United Press International

Spot rates are now calculated in just one way: my estimate of each station's average unit rate. The unit rate estimate is what I project is the average rate for all spots run on the station. This estimate is usually derived by taking the station's gross billings and working backwards with a formula based on spots per hour, the percentage of inventory sold and other factors.

Following the spot rate, the station's national representative can be found in the parenthesis. Next is the group ownership if there is any. Finally, in the Spring edition only, the name of the station's general manager.

On the two-page market reports, four additional listings can be found directly below the capsule descriptions. They are:

- CALL LETTER CHANGES: The old calls and new calls for stations which have changed calls since the last issue of American Radio. The date of the change is listed if it is available.
- FORMAT CHANGES: This table should probably be called "major format changes." It is nearly impossible to track down every subtle change in format for every station. I hope to list the major changes at major stations since the previous edition of American Radio.
- STATION SALES: This section lists the proposed sales in each market. These sales do not necessarily close. If I know the brokers involved, they are also listed. In some cases, I had to estimate the sale price.
- MISCELLANEOUS COMMENTS: These are various comments and observations which come to my mind as I process the data for each market.

NOTE: On other market reports which do not have two pages of data, this same information can be found under the heading of "Miscellaneous Comments."

AKRON

Arbitron Rank/Pop (12+): 68/537,500

Stations: 25/7
 Diaries: 1034/520:1/59.1%
 Sample Target: 930
 % Below Line: 52.8
 % Not Listed: 13.9

1989 Revenue: \$13,300,000
 HH Inc.: \$32,062
 Retail \$: 4.0 Bill
 Pop per Station: 76,785
 #1 Biller: WKDD-F \$3,700,000

MSA Rank/Pop: 77/649,500
 Cleveland ADI
 Average Person Ratings: 17.9
 Market TSL: 23.25 hours

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WKDD-F (CHR)	72/ 7.5	8.7	9.1	8.4	11.3	----	140/2214	1192/22.2	23.4	22.0	10.4	97	1085	WKDD-F
2. WNIR-F (T)	62/ 6.4	7.4	5.3	6.9	6.7	----	82/870	658/12.2	12.2	11.8	5.9	55	565	WNIR-F
3. WONE-F (AOR)	60/ 6.2	5.5	7.3	6.6	6.8	----	101/1388	788/14.7	14.5	14.0	8.2	77	961	WONE-F
4. WMJI-F (AC)	53/ 5.5	4.9	4.6	4.6	6.5	----	87/1244	681/12.7	13.4	14.0	4.7	44	655	WMJI-F
5. WDOK-F (SAC)	52/ 5.4	6.2	4.5	3.8	4.4	----	80/1166	732/13.6	14.0	11.6	3.1	29	559	WDOK-F
6. WMMS-F (AOR)	51/ 5.3	5.0	5.8	8.7	8.6	----	88/1290	773/14.4	17.1	18.1	4.5	42	735	WMMS-F
7. WLTF-F (AC)	49/ 5.1	4.8	6.1	4.2	4.7	----	87/1270	780/14.5	13.9	13.9	4.9	46	715	WLTF-F
8. WGAR-F (C)	47/ 4.9	5.0	2.6	3.7	2.9	----	76/956	598/11.1	11.5	7.9	5.2	49	540	WGAR-F
9. WQMX-F (AC)	46/ 4.8	4.2	3.4	2.5	3.2	----	77/858	495/ 9.2	10.0	7.6	2.5	23	335	WQMX-F
10. WAKR (MOR)	40/ 4.2	6.3	5.6	6.7	7.5	----	46/1037	908/16.9	18.6	18.6	5.0	47	816	WAKR
11. WPHR-F (CHR)	36/ 3.7	4.4	5.6	2.9	1.9	----	53/1120	774/14.4	14.0	16.2	7.4	69	878	WPHR-F
12. WNCX-F (CL AOR)	29/ 3.0	2.1	2.9	2.2	2.3	----	48/985	509/ 9.5	9.2	9.6	4.1	38	566	WNCX-F
13. WZAK-F (B)	26/ 2.7	3.6	1.4	2.4	2.4	----	35/438	309/ 5.7	7.9	3.9	6.6	62	596	WZAK-F
WQAL-F (EZ)	26/ 2.7	2.9	3.2	2.9	2.3	----	36/552	382/ 7.1	7.1	7.4	1.2	11	253	WQAL-F
WHBC-F (EZ)	26/ 2.7	3.3	4.1	3.6	1.2	----	121/1213	391/ 7.3	7.3	6.7	1.8	17	267	WHBC-F
16. WWWE (N/T)	24/ 2.5	2.8	2.4	3.1	3.4	----	43/812	530/ 9.9	9.6	10.6	2.0	19	602	WWWE
WSLR (C)	24/ 2.5	2.4	2.5	3.4	2.6	----	26/362	277/ 5.2	7.2	6.5	1.9	18	292	WSLR
18.														
19.														
20.														

12+ FM SHARE (METRO): 83.35% (691 of 829) (SPG 89: 82.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F>	1 WKDD-F<	1 WKDD-F	1 WMMS-F	1 WMJI-F<	1 WNIR-F>	1 WKDD-F<	1 WNIR-F	1 WKDD-F>	1 WONE-F>	1 WNIR-F>
2 WKDD-F>>	2 WONE-F>	2 WONE-F	WMJI-F	2 WMMS-F	2 WMJI-F<	2 WAKR <	2 WKDD-F<	2 WONE-F	2 WKDD-F	2 WAKR
3	3 WNCX-F	3 WMMS-F	3 WONE-F<	3 WQMX-F<	3 WDOK-F<	3 WNIR-F	3 WDOK-F	3 WGAR-F<	3 WLTF-F<	3 WONE-F
4	4 WMMS-F	4 WMJI-F	4 WQMX-F	4 WDOK-F	4 WAKR	4 WMJI-F	4 WQMX-F<	4 WMMS-F	4 WWWE <	4 WKDD-F<
5	5 WLTF-F	5 WLTF-F	5 WKDD-F<	WONE-F	5 WGAR-F	5 WMMS-F	5 WMMS-F	5 WLTF-F	5 WPHR-F	5 WHBC-F
6	WQMX-F	6	6 WDOK-F	6 WGAR-F	6	6 WONE-F	WONE-F	WNIR-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 WLTF-F	1 WKDD-F	1 WONE-F>	1 WLTF-F	1 WLTF-F	1 WKDD-F	1 WONE-F	1 WNCX-F>	1 WONE-F	1 WMJI-F
WKDD-F>>	2 WLTF-F	2 WMMS-F	2 WKDD-F	2 WDOK-F	2 WONE-F>>	2 WKDD-F	2 WONE-F>	2 WKDD-F	2 WMMS-F
3 WPHR-F	3 WONE-F>	WKDD-F	3 WDOK-F	WQMX-F	3 WPHR-F>	3 WNCX-F>	3 WGAR-F	3 WMJI-F<	3 WNCX-F
4 WDOK-F	4 WMMS-F	4 WLTF-F	WQMX-F	4 WKDD-F	4 WMMS-F	4 WMMS-F	WQMX-F	4 WMMS-F	4 WONE-F
WONE-F	5 WQMX-F	5 WMMS-F	5 WMMS-F	5 WMMS-F	WMJI-F	5 WGAR-F	WKDD-F	5 WNCX-F	5 WGAR-F
6	6	6 WHLO	6 WONE-F	WMJI-F	6 WDOK-F	WQMX-F	6 WQMX-F	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		108 (2)	108 (2)	13.0	17.0	WHLO	640 Akron/Cleveland 1.8/3.8/ 22/ 412
AOR/CLASSIC		154 (4)	154 (4)	18.6	20.0		
AC/OLDIES/SOFT ROCK		200 (4)	200 (4)	24.1	21.3	WCLV-F	95.5 Cleveland 0.9/4.2/ 12/ 266
MOR/VARIETY	40 (1)		40 (1)	4.8	6.8	WGAR	1220 Cleveland 0.8/2.8/ 9/ 257
COUNTRY	32 (2)	68 (2)	100 (4)	12.1	8.8	WHK	1420 Cleveland 0.3/1.3/ 4/ 95
BLACK/URBAN		26 (1)	26 (1)	3.1	1.6	WNWV-F	107.3 Elyria/Clevlnd 1.2/4.1/ 13/ 282
BEAUTIFUL/EASY		52 (2)	52 (2)	6.3	8.4	WQXX-F	105.1 Salem/Youngstwn 2.2/4.7/ 75/ 735
NEWS/TALK	27 (2)	62 (1)	89 (3)	10.7	9.8	WRMR	850 Cleveland 2.3/5.5/ 33/ 489
NOSTALGIA	22 (1)		22 (1)	2.7	2.5	WRQK-F	106.9 Canton/Akron 1.5/6.0/ 71/ 886
RELIGION/GOSPEL	17 (1)		17 (1)	2.1	1.3		
SPANISH							
CLASSICAL		9 (1)	9 (1)	1.1	1.3		
JAZZ/NEW AGE		12 (1)	12 (1)	1.4	1.3		
UNKNOWN/OTHERS							
	138 (7)	691 (18)	829 (25)				

RADIO STATIONS

WAKR , 1590, 5 KW (DA-N)	MOR/Full Service	MBS, \$50.00 (Mc-Guild)	Ragan Henry	Fred Anthony
WHLO , 640, 5 KW/500 W (DA-2)	Religion	ABC D, \$14.00 (--)	Mortenson	Garry Meeks
WSLR , 1350, 5 KW (DA-1)	Country	ABC E, \$22.00 (Katz)	Barnstable	Dick Lumenello
WKDD-F, 96.5, 50 KW @ 441	CHR	, \$73.00 (Katz)	Barnstable	Dick Lumenello
WNIR-F, 100.1, 3 KW @ 328	Talk	CBS, \$40.00 (K & P)	(KENT)	Bill Klaus
WONE-F, 97.5, 12 KW @ 890	AOR	ABC R, \$52.00 (Mc-Guild)	Ragan Henry	Fred Anthony
WQMX-F, 94.0, 16 KW @ 878	AC	, \$35.00 (Banner)	(MEDINA)	Gordon Stenback

Other ranked stations -- see Canton or Cleveland

ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 54/723,900
 MSA Rank/Pop: 60/853,600
 ADI # 53
 Average Person Ratings: 17.6
 Market TSL: 23.00 hours

Stations: 25/24
 Diaries: 1150/629:1/58.5%
 Sample Target: 1060
 % Below Line: 0.8
 % Not Listed: 15.2

1989 Revenue: \$20,900,000
 HH Inc.: \$37,838
 Retail \$: 6.3 Bill
 Pop per Station: 30,162
 #1 Biller: WPYX-F \$4,300,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WGY (MOR)	124/ 9.7	9.1	10.3	9.8	9.7	9.7	177/2395	1609/22.2	23.7	23.8	6.6	77	960	WGY
2. WROW-F (EZ)	120/ 9.4	11.3	10.6	9.6	9.4	10.2	163/1581	1120/15.5	18.0	16.3	6.6	77	739	WROW-F
3. WPYX-F (AOR)	113/ 8.9	7.1	7.8	8.3	10.2	8.0	191/2435	1564/21.6	21.6	23.6	11.9	139	1852	WPYX-F
WGNA-F (C)	113/ 8.9	11.2	10.6	8.0	9.4	9.7	200/2154	1212/16.7	17.4	16.2	9.8	115	1063	WGNA-F
5. WKLI-F (AC)	108/ 8.5	5.8	5.8	6.6	6.0	6.7	113/1415	1325/18.3	15.9	15.7	7.2	84	1022	WKLI-F
6. WFLY-F (CHR) **	97/ 7.6	7.2	7.9	9.4	7.1	8.0	132/2233	1613/22.3	21.0	21.0	11.7	137	1743	WFLY-F
7. WGY -F (CHR)	66/ 5.2	4.4	6.2	4.5	4.8	5.1	108/2187	1399/19.3	18.5	19.0	4.8	56	1215	WGY -F
8. WQBK-F (CL AOR)	52/ 4.1	2.6	3.8	4.1	4.3	3.6	65/1108	998/13.8	11.4	12.9	5.6	65	1028	WQBK-F
9. WQBK (T)	51/ 4.0	3.8	4.3	4.3	4.0	4.1	54/714	672/ 9.3	9.2	8.1	3.9	45	508	WQBK
10. WTRY (O)	44/ 3.5	5.6	4.3	3.4	3.5	4.2	50/743	679/ 9.4	10.2	10.2	3.1	36	589	WTRY
11. WROW (EZ)	34/ 2.7	2.1	1.7	2.1	2.7	2.2	36/605	491/ 6.8	5.2	7.9	0.7	8	213	WROW
12. WABY (BB)	26/ 2.0	3.8	2.4	2.6	3.1	2.7	26/359	353/ 4.9	6.0	5.9	2.1	25	318	WABY
13. WVKZ-F (AOR)	21/ 1.6	2.4	2.7	2.3	2.1	2.3	25/535	408/ 5.6	7.1	6.7	3.4	40	612	WVKZ-F
14. WPTR (N/T)	17/ 1.3	1.1	1.7	1.4	1.0	1.4	19/460	428/ 5.9	8.3	5.2	1.1	13	313	WPTR
15. WCKL (MOR)	16/ 1.3	0.9	0.6	0.5	0.4	0.8	18/123	113/ 1.6	1.6	1.1	0.5	6	103	WCKL

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

12+ FM SHARE (METRO): 69.44% (750 of 1080) (SPG 89: 70.35%)

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 WKLI-F>	1 WKLI-F>	1 WGY	1 WGY >	1 WPYX-F<	1 WROW-F<	1 WGY	1 WGY >
2 WGY -F>>	2 WFLY-F	2 WKLI-F>	2 WPYX-F	2 WGNA-F<	2 WROW-F>	2 WPYX-F	2 WKLI-F	2 WPYX-F	2 WFLY-F	2 WQBK >
3	3 WKLI-F	3 WGNA-F<	3 WGNA-F>	3 WPYX-F>	3 WGNA-F>	3 WROW-F	3 WROW-F	3 WGNA-F<	3 WGY -F	3 WROW-F
4	4 WQBK-F	4 WFLY-F>	4 WQBK-F<	4 WGY <	4 WKLI-F	4 WKLI-F<	4 WGNA-F>	4 WKLI-F	4 WGNA-F<	4 WPTR <
5	WGNA-F	5 WQBK-F	5 WGY <	5 WROW-F	5 WQBK	5 WGNA-F	5 WFLY-F<	5 WFLY-F	5 WROW-F>	5 WGNA-F
6	6	6	6 WTRY	6 WTRY	6	6 WFLY-F	6 WGY	6 WGY -F	6 WPYX-F<	6
7	7	7	WFLY-F	WQBK-F	7	7	7	7 WGY	7 WKLI-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 WFLY-F	1 WKLI-F	1 WKLI-F>	1 WKLI-F>	1 WKLI-F>	1 WPYX-F>>	1 WPYX-F>>	1 WPYX-F>	1 WPYX-F>>	1 WPYX-F>
2 WPYX-F>	2 WFLY-F	2 WPYX-F	2 WGNA-F<	2 WGNA-F	2 WFLY-F>	2 WFLY-F<	2 WQBK-F	2 WQBK-F	2 WKLI-F
3 WGNA-F	3 WPYX-F	3 WGNA-F	3 WFLY-F	3 WROW-F	3 WQBK-F	3 WQBK-F>	3 WKLI-F	3 WKLI-F	3 WGNA-F
4 WVKZ-F	4 WGNA-F>	4 WFLY-F	4 WPYX-F	4 WGY <	4 WFLY-F	4 WKLI-F	4 WGNA-F	4 WFLY-F<	4 WQBK-F
5 WKLI-F	5 WGY -F	5 WQBK-F>	5 WROW-F	5 WFLY-F	5	5 WGNA-F	5 WFLY-F>	5 WGNA-F	5 WGY
6 WGY -F>	6 WQBK-F	6	6	6 WTRY <	6	6	6	6	6 WTRY
7 WQBK-F>	7	7	7	7 WPYX-F	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		167 (3)	167 (3)	15.5	13.9	WEQX-F 102.7 Manchester	1.1/4.2/ 40/ 582
AOR/CLASSIC		200 (4)	200 (4)	18.5	20.1	WGNA 1460 Albany/Troy	0.9/2.4/ 13/ 232
AC/OLDIES/SOFT ROCK	44 (1)	127 (4)	171 (5)	15.8	14.7	WHAZ 1330 Troy	0.5/1.5/ 7/ 108
MOR/VARIETY	140 (2)		140 (2)	13.0	11.7	WHRL-F 103.1 Albany	0.5/3.5/ 7/ 262
COUNTRY	11 (1)	119 (2)	130 (3)	12.0	12.3	WQY-F 102.3 Saratoga Spgs.	0.3/1.6/ 4/ 113
BLACK/URBAN						WSCG-F 93.5 Corinth/GlFalls	0.5/1.5/ 16/ 196
BEAUTIFUL/EASY	34 (1)	127 (2)	161 (3)	14.9	15.7	WSHQ-F 103.5 Coblskl/Schnctd	0.4/1.7/ 17/ 348
NEWS/TALK	68 (2)		68 (2)	6.3	5.9	WSHZ-F 98.3 Rotterdam/Albny	0.5/4.0/ 9/ 350
NOSTALGIA	26 (1)		26 (1)	2.4	3.5	WSSV-F 101.3 Stillwater	0.5/2.5/ 7/ 215
RELIGION/GOSPEL	7 (1)	10 (1)	17 (2)	1.6	1.5		
SPANISH						WJIV-F 101.9 Cherry Valley	0.8/1.8/ 14/ 187
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					0.6		
	330 (9)	750 (16)	1080 (25)				

RADIO STATIONS

WABY	,	1400,	1 KW	,	Nostalgia	UNISUP UNIULT,	\$16.00	(Durpetti)	Premiere	Bob Ausfeld
WCKL	,	560,	1 KW (DAYS)	,	MOR	APR,	\$10.00	(Savalli)	(CATSKILL)	Carmine Pizza
WGY	,	810	50 KW	,	MOR/Full Service	CBS,	\$78.00	(Eastman)	Empire	Jeff Clark
WPTR	,	1540,	50 KW (DA-1)	,	News/Talk	ABC D MBS,	\$21.00	(Torbet)		John Kelly
WQBK	,	1300,	5 KW (DA-2)	,	Talk	CBS ABC T,	\$25.00	(HNWH)		Jim Mulla
WROW	,	590,	5 KW/1 KW (DA2)	,	See WROW-FM					
WTRY	,	980,	5 KW (DA-N)	,	Oldies	MBS UNIULT,	\$35.00	(Mc-Guild)	Merv Griffin	Carol Reilly
WGNA-F,		107.7,	13 KW @ 980	,	Country		\$54.00	(Katz)	Barnstable	Ed O'Conner
WGY -F,		99.5,	15 KW @ 927	,	CHR	SOURCE,	\$38.00	(Eastman)	Empire	Jeff Clark
WHRL-F,		103.1,	1.5 KW @ 500	,	NAC/EZ	MBS,	\$16.00	(---		Bob Hill
WKLI-F,		100.9,	3 KW @ 300	,	AC		\$61.00	(Durpetti)	Premiere	Bob Ausfeld
WPYX-F,		106.5,	16 KW @ 902	,	AOR	ABC R,	\$87.00	(Mc-Guild)	Merv Griffin	Carol Reilly
WQBK-F,		103.9,	3 KW @ 300	,	Classic AOR	RADRAD UNIPWR,	\$33.00	(HNWH)		Jim Mulla
WROW-F,		95.5,	12 KW @ 1023	,	EZ	UNISUP,	\$43.00	(Christal)	Radio Terrace	Jake Russell
WVKZ-F,		96.7,	3 KW @ 239	,	CHR/AOR	SMN SOURCE,	\$22.00	(Banner)		James Walsh
WFLY-F,		92.3,	17 KW @ 850	,	CHR	ABC C,	\$50.00	(Torbet)		John Kelly

Misc. Comments: WSHZ and WSHQ simulcasted . . . WABY, WKLI-F sold by Premier to Bendat for \$13,500,000 (price included sale of WUTQ, WOUR-F (Utica)...

ALBUQUERQUE

Arbitron Rank/Pop (12+): 78/459,800
 MSA Rank/Pop: 100/497,200
 Average Person Ratings: 18.2
 Market TSL: 24.00 hours

Stations: 25/25
 Diaries: 933/493:1/53.6%
 Sample Target: 840
 % Below Line: 0.0
 % Not Listed: 8.6

1989 Revenue: \$18,200,000
 HH Inc.: \$29,790
 Retail \$: 3.6 Bill
 Pop per Station: 18,392
 #1 Biller: KKOB \$3,400,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KRST-AF (C)	104/12.4	13.3	14.4	11.4	13.1	---	158/1768	1153/25.1	27.4	27.6	18.4	159	1481	KRST-AF
2. KKOB (MOR)	90/10.7	11.3	10.5	10.4	11.3	---	109/1480	1022/22.2	26.4	22.8	8.1	70	960	KKOB
3. KKSS-F (CHR)	85/10.1	5.0	5.1	7.1	6.9	---	113/1380	1001/21.8	17.6	14.9	13.9	121	1136	KKSS-F
4. KKOB-F (AC)	82/ 9.8	8.0	7.5	12.0	11.0	---	113/1653	1087/23.6	23.0	24.1	6.6	57	988	KKOB-F
5. KZKL-F (O)	59/ 7.0	5.8	4.5	1.0	0.5	---	65/857	787/16.9	14.2	11.6	0.2	49	665	KZKL-F
6. KZRR-F (AOR)	53/ 6.3	8.2	7.1	7.2	7.9	---	81/1066	738/15.7	20.2	19.4	7.4	64	683	KZRR-F
7. KKJY-F (EZ)	41/ 4.9	5.5	5.5	7.5	5.5	---	60/723	508/11.0	12.4	12.0	2.9	25	375	KKJY-F
8. KMGA-F (SAC)	37/ 4.4	2.3	3.9	3.0	3.5	---	46/737	540/11.7	9.0	8.6	1.6	14	221	KMGA-F
9. KLSK-F (J/NA)	30/ 3.6	2.1	1.9	2.2	2.4	---	45/669	473/10.3	6.9	6.3	3.9	34	522	KLSK-F
KFMG-F (AOR)	30/ 3.6	3.2	3.6	5.3	6.6	---	53/829	566/12.3	13.7	12.8	4.4	38	579	KFMG-F
11. KOLT-F (C)	23/ 2.7	3.8	5.8	2.9	3.2	---	44/740	337/ 7.3	14.6	14.1	2.6	23	335	KOLT-F
12. KHFM-F (CL)	20/ 2.4	3.3	3.2	2.7	2.2	---	28/411	271/ 5.9	8.9	8.2	2.0	17	392	KHFM-F
13. KIVA-F (CHR)	18/ 2.1	3.6	3.3	3.3	3.3	---	30/765	496/10.8	14.0	13.2	2.1	18	420	KIVA-F
14. KXKS (SP)	17/ 2.0	3.9	0.9	1.1	4.2	---	17/133	130/ 2.8	3.6	1.7	2.0	17	176	KXKS
15. KIDI-F (SP)	13/ 1.5	---	0.7	---	1.0	---	15/139	189/ 4.1	0.0	1.1	1.3	11	130	KIDI-F
KDEF (BB)	13/ 1.5	1.1	1.3	2.9	2.7	---	15/164	157/ 3.4	3.3	4.4	0.5	4	70	KDEF
17. KRBL-F (AOR)	10/ 1.2	1.2	1.8	1.6	1.3	---	27/488	216/ 4.7	4.9	6.2	1.3	11	214	KRBL-F
KQEO (AC)	10/ 1.2	0.6	1.0	1.4	2.6	---	11/227	172/ 3.7	3.6	4.9	0.3	3	71	KQEO
19. KMYI-F (AC)	9/ 1.1	1.0	1.2	1.8	0.5	---	10/278	259/ 5.6	4.2	4.6	0.2	2	143	KMYI-F
20.														

12+ FM SHARE (METRO): 79.14% (607 of 767) (SPG 89: 76.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKSS-F	1 KKOB-F	1 KKOB-F<	1 KKOB-F	1 KKOB-F<	1 KKOB	1 KKOB >	1 KRST-AF	1 KRST-AF	1 KKSS-F	1 KKOB >>
2	2 KRST-AF	2 KRST-AF>	2 KRST-AF	2 KRST-AF>	2 KRST-AF>	2 KRST-AF	2 KKOB-F	2 KKOB-F	2 KKOB	2 KKOB-F
3	3 KZRR-F<	3 KZRR-F	3 KZKL-F	3 KZKL-F	3 KZKL-F	3 KKOB-F	3 KKOB	3 KKSS-F	3 KRST-AF>	3 KRST-F
4	4 KKSS-F<	4 KKSS-F	4 KZRR-F	4 KZRR-F<	4 KKOB-F<	4 KKSS-F	4 KKSS-F	4 KZKL-F	4 KKOB-F<	4 KMGA-F
5	5 KFMG-F	5 KZKL-F	5 KKOB	5 KKOB	5 KKJY-F	5 KZRR-F	5 KZRR-F<	5 KZRR-F	5 KFMG-F	5 KZKL-F
6	6 KMGA-F	6 KKOB	6 KMGA-F	6 KMGA-F	6	6 KZKL-F	6 KZKL-F	6 KZRR-F	6 KZKL-F	6
7	7	7	7 KKSS-F	7 KKSS-F	7	7	7	7	7	7
8	8	8	8	8	8	8	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 KRST-AF	1 KKOB-F	1 KKOB-F>	1 KKOB-F	1 KKOB-F	1 KKSS-F>>	1 KZRR-F	1 KZRR-F>	1 KZRR-F	1 KRST-AF
2 KKSS-F	2 KRST-AF>	2 KRST-AF>	2 KRST-AF	2 KRST-AF>	2 KZRR-F	2 KKSS-F	2 KKOB-F	2 KRST-AF	2 KKOB-F
3 KFMG-F<	3 KKSS-F	3 KZKL-F	3 KZKL-F	3 KZKL-F	3 KRST-AF	3 KRST-AF	3 KRST-AF	3 KKSS-F	3 KZKL-F
4 KKOB-F>	4 KZKL-F	4 KZRR-F	4 KKSS-F>	4 KKOB	4 KIVA-F	4 KKOB-F	4 KMGA-F	4 KKOB-F	4 KKOB-F
5 KZRR-F	5 KZRR-F	5 KMGA-F	5 KMGA-F	5 KKSS-F	5 KKOB-F	5 KFMG-F	5 KFMG-F	5 KZKL-F<	5 KKOB
KZKL-F>	6 KMGA-F	6 KKSS-F>	6 KKOB	6 KMGA-F	6 KFMG-F	6	6 KLSK-F	6 KKOB	6 KMGA-F
7 KMYI-F	7	7 KOLT-F	7 KZRR-F	7	7 KRBL-F>	7	7 KKSS-F>	7	7
KMGA-F	8	8 KLSK-F>	8	8	8 KKOB >	8	8 KOLT-F	8	8
KIVA-F>	9	9	9	9	9	9	9 KIDI-F>	9	9
10	10	10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		103 (2)	103 (2)	13.4	15.8	KABQ	1350	Albuquerque	0.6/3.6/	6/ 208
AOR/CLASSIC	7 (1)	93 (3)	100 (4)	13.0	13.8	KALY	1240	Los Ranchos	0.5/2.2/	4/ 101
AC/OLDIES/SOFT ROCK	10 (1)	187 (4)	197 (5)	25.7	22.1	KKIM	1000	Albuquerque	0.4/1.8/	5/ 107
MOR/VARIETY	90 (1)		90 (1)	11.7	11.6	KMBA	1050	L Ranchs Dalbq	0.5/2.4/	4/ 112
COUNTRY	7 (1)	120 (2)	127 (3)	16.6	16.3	KZRR	1310	Corrales/Albuq	0.8/2.1/	9/ 137
BLACK/URBAN										
BEAUTIFUL/EASY		41 (1)	41 (1)	5.3	6.1					
NEWS/TALK	4 (1)		4 (1)	0.5	0.8					
NOSTALGIA	13 (1)		13 (1)	1.7	1.5					
RELIGION/GOSPEL	3 (1)		3 (1)	0.4	0.4					
SPANISH	26 (3)	13 (1)	39 (4)	5.1	5.9					
CLASSICAL		20 (1)	20 (1)	2.6	3.5					
JAZZ/NEW AGE		30 (1)	30 (1)	3.9	2.2					
UNKNOWN/OTHERS										
	160 (10)	607 (15)	767 (25)							

RADIO STATIONS

AM STATIONS

KABQ, 1350, 5 KW/500 W (DA-2), HISPANIC	, \$ 12.00 (Caballero)		Al Otero
KDEF, 1150, 5 KW/500 W (DA-2), NOSTALGIA	, \$ 15.00 (Roslin)		Dave Ianni
KKOB, 770, 50 KW (DA-2), MOR/FULL SER.	, \$ 62.00 (McGuild)	Fairmont	Art Schreiber
KQEO, 920, 1 KW/500 W (DA-N), OLDIES	ABC E, UNISUP, \$ 16.00 (Katz)		
KRZY, 1450, 1 KW (DA-1), SEE KRST-F			
KXKS, 1190, 10 KW (DAYS), HISPANIC	CBS, MBS, \$ 15.00 (Caballero)		Kelly Cunningham

FM STATIONS

KFMG, 107.9, 23 KW @ 4131, AOR	ABC R, \$ 25.00 (HNWH)	Coastal	Jeff Guier
KHFM, 96.3, 20 KW @ 4130, CLASSICAL	, \$ 25.00 (CMBS)		Mike Langer
KIDI, 103.3, 21 KW @ 4186, HISPANIC	, \$ 13.00 (K & P)		Loretta Salazer
KIVA, 105.1, 100 KW @ 1936, CHR	, \$ 22.00 (Banner)	First City (SANTA FE)	
KKJY, 100.3, 23 KW @ 4107, EZ	, \$ 20.00 (Torbet)		Don Nutting
KKOB, 93.3, 22 KW @ 4150, AC	, \$ 76.00 (McGuild)	Fairmont	Art Schreiber
KKSS, 97.3, 100 KW @ 1875, CHR	UNIPWR, \$ 23.00 (Durpetti)	Sun Group (SANTA FE)	Mary E. Merrigan
KLSK, 104.1, 100 KW @ 1875, JAZZ/NAC	, \$ 28.00 (K & P)	(SANTA FE)	John Sebastian
KMGA, 99.5, 23 KW @ 4130, SOFT AC	UNISUP, UNIPWR, \$ 23.00 (Katz)		
KMYI, 107.1, 25 KW @ 705, AC	, \$ 21.00 (Roslin)	(ARMIJO)	David Ianni
KOLT, 105.9, 100 KW @ 1936, COUNTRY	ABC C, \$ 20.00 (Christal)	(SANTA FE)	Chuck Hammond
KRBL, 98.5, 23 KW @ 4130, AOR	UNIULT, UNIPWR, \$ 17.00 (Torbet)	(LOS ALAMOS)	Steve Evans
KRST, 92.3, 22 KW @ 4160, COUNTRY	, \$ 65.00 (Katz)	Commonwealth	Cindy Weiner
KZKL, 101.7, 3 KW @ 92, OLDIES	CBS, MBS, \$ 35.00 (Christal)	(RIO RANCHO)	Craig Parker
KZRR, 94.1, 23 KW @ 4130, AOR	SOURCE, \$ 52.00 (Republic)	Anchor	Milt McConnel

Miscellaneous Comments: KNMQ changes to KOLT and format from CHR to COUNTRY (Jan)...KKBR changes to KRBL and format from OLDIES to AOR (Feb)...KQEO, KMGA-F sold from Penn to Unistar for \$1,500,000...(E)
 KQEO, KMGA-F sold by Unistar to Spacecom for \$1,400,000 (MVP, Kalil)...

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

* AC - Adult Contemporary	J/NA - Jazz and New Age
* AOR - Album Oriented Rock	M - Middle of Road, (MOR) Full Service
* B - Black (audience predominately black - over 60%)	N - News
* BB - Big Band, Nostalgia	O - Oldies (1955 to near 1988)
* C - Country	R - Religion, Christian
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary
* CL - Classical	SP - Hispanic/Spanish
* CL AOR - Classic AOR, Classic Rock	T - Talk
* E - Ethnic	U - Urban (majority of audience is non-white)
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown
* G - Gospel	

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 63/575,600
 MSA Rank/Pop: 71/677,700
 Philadelphia ADI
 Average Person Ratings: 17.5
 Market TSL: 23.25 hours

Stations: 31/15
 Diaries: 1177/489:1/60.0%
 Sample Target: 950
 % Below Line: 15.2
 % Not Listed: 11.4

1989 Revenue: \$15,800,000
 HH Inc.: \$35,513
 Retail \$: 5.0 Bill
 Pop per Station: 38,373
 #1 Biller: WLEV-F \$3,600,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WFMZ-F (EZ)	150/14.9	12.8	14.1	14.2	12.8	14.0	171/1599	1273/22.1	23.4	20.3	8.9	86	737	WFMZ-F
2. WZZO-F (AOR)	125/12.4	12.2	9.5	11.5	11.1	11.4	153/1692	1254/21.8	21.1	22.9	15.9	153	1594	WZZO-F
3. WLEV-F (AC)	119/11.8	12.4	12.7	10.7	13.5	11.9	131/1630	1367/23.7	22.8	29.6	8.2	79	981	WLEV-F
4. WAEB-F (CHR)	105/10.4	7.9	8.3	10.8	10.9	9.4	113/1639	1428/24.8	23.0	26.7	10.5	101	1306	WAEB-F
5. WHXT-F (CHR)	73/ 7.2	7.1	7.9	5.7	6.7	7.0	86/1575	1221/21.2	21.1	24.2	11.6	111	1435	WHXT-F
6. WKKW (C)	44/ 4.4	4.6	2.6	4.0	3.0	3.9	44/578	554/ 9.6	7.5	7.4	2.5	24	359	WKKW
7. WEST (BB)	40/ 4.0	3.7	4.1	1.8	4.2	3.4	44/409	377/ 6.5	6.8	8.2	1.8	17	266	WEST
8. WAEB (AC)	34/ 3.4	4.5	4.3	5.7	5.5	4.5	35/691	674/11.7	13.1	14.1	5.3	51	683	WAEB
9. WYSP-F (AOR)	30/ 3.0	1.9	3.2	2.5	2.0	2.7	38/654	482/ 8.4	7.7	7.6	3.0	29	561	WYSP-F
10. WXTU-F (C)	22/ 2.2	2.3	1.5	3.9	2.8	2.5	27/491	363/ 6.3	5.6	6.9	2.3	22	244	WXTU-F
11. WOR (T)	19/ 1.9	1.2	0.7	1.6	1.0	1.4	29/411	191/ 3.3	2.5	2.5	0.3	3	93	WOR
12. WOGL-F (O)	14/ 1.4	0.9	0.5	0.6	1.8	0.9	15/325	247/ 4.3	2.3	4.2	1.2	12	216	WOGL-F
WKAP (BB)	14/ 1.4	1.7	3.9	2.9	2.0	2.5	14/194	188/ 3.3	6.4	7.0	1.4	13	145	WKA?

12+ FM SHARE (METRO): 76.65% (686 of 895) (SPG 89: 78.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHXT-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 WZZO-F
2 WAEB-F	2 WAEB-F	2 WLEV-F	2 WZZO-F	2 WZZO-F	2 WLEV-F>	2 WLEV-F	2 WLEV-F	2 WZZO-F	2 WHXT-F	2 WLEV-F
3	3 WLEV-F>	3 WAEB-F>	3 WAEB-F>	3 WFMZ-F<	3 WKKW	3 WZZO-F<	3 WZZO-F	3 WAEB-F	3 WAEB-F	3 WFMZ-F
4	4 WHXT-F	4 WHXT-F>	4 WFMZ-F	4 WAEB-F>	4 WEST	4 WAEB-F>	4 WAEB-F	4 WLEV-F	4 WFMZ-F	4 WKKW
5	5	5 WFMZ-F	5 WHXT-F	5 WHXT-F	5 WAEB-F	5 WHXT-F<	5	5 WHXT-F	5 WLEV-F	5 WAEB-F
6	6	6	6	6	6 WAEB	6 WEST	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 WLEV-F>>	1 WLEV-F<	1 WLEV-F>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>
2 WZZO-F	2 WLEV-F	2 WZZO-F	2 WAEB-F>	2 WAEB-F<	2 WYSP-F	2 WAEB-F>	2 WAEB-F	2 WLEV-F>	2 WLEV-F>
3 WHXT-F>>	3 WZZO-F>	3 WAEB-F>	3 WZZO-F	3 WFMZ-F>	3 WHXT-F	3 WYSP-F	3 WYSP-F>	3 WAEB-F	3 WFMZ-F
4 WLEV-F>>	4 WHXT-F	4 WHXT-F>	4 WHXT-F>	4 WZZO-F	4 WLEV-F>>	4 WLEV-F	4 WYSP-F	4 WYSP-F	4 WAEB-F>
5	5	5 WFMZ-F	5 WFMZ-F	5 WHXT-F	5 WXTU-F	5 WHXT-F	5 WFMZ-F>	5 WHXT-F	5 WYSP-F
6	6	6 WYSP-F>	6	6	6	6	6	6 WFMZ-F	6 WKKW
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME TSA	TSA
							SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		181 (3)	181 (3)	20.2	20.8	WEEX	1230 Easton	1.0/3.4/ 10/ 200	
AOR/CLASSIC		170 (4)	170 (4)	19.0	15.8	WGPA	1100 Bethlehem	0.3/1.0/ 3/ 57	
AC/OLDIES/ROCK	53 (4)	143 (4)	196 (8)	21.9	26.2	WHOL	1600 Allentown	0.3/1.3/ 3/ 76	
MOR/VARIETY	15 (2)		15 (2)	1.7	0.4	WLSH	1410 Lansford	0.4/1.2/ 5/ 105	
COUNTRY	44 (1)	22 (1)	66 (2)	7.4	6.5	WRNJ	1000 Hackettstown	1.1/1.6/ 11/ 92	
BLACK/URBAN						WYNS	1160 Lehighton	0.6/2.2/ 6/ 127	
BEAUTIFUL/EASY		156 (2)	156 (2)	17.4	17.1				
NEWS/TALK	40 (5)	4 (1)	44 (6)	4.9	3.7	KYW	1060 Philadelphia	0.9/5.1/ 13/ 437	
NOSTALGIA	54 (2)		54 (2)	6.0	7.1	WABC	770 New York	0.6/1.7/ 13/ 244	
RELIGION/GOSPEL	3 (1)		3 (1)	0.3	0.9	WCAU	1210 Philadelphia	0.3/1.0/ 14/ 200	
SPANISH						WEAZ-F	101.1 Philadelphia	0.6/3.4/ 15/ 382	
CLASSICAL		10 (1)	10 (1)	1.1	1.5	WFAN	660 New York	0.3/1.1/ 10/ 205	
JAZZ/NEW AGE						WFLN-F	95.7 Philadelphia	1.0/2.9/ 19/ 156	
UNKNOWN/OTHERS						WMGK-F	102.9 Philadelphia	0.4/2.3/ 7/ 213	
						WMMR-F	93.3 Philadelphia	0.6/4.7/ 12/ 391	
	209 (15)	686 (16)	895 (31)			WPLJ-F	95.5 New York	0.3/1.6/ 7/ 236	
						WVDB-F	96.5 Philadelphia	0.4/1.1/ 6/ 109	
						WXRK-F	92.3 New York	0.9/1.6/ 17/ 245	
						WYCL-F	107.5 Boyertown	0.6/2.4/ 7/ 169	

RADIO STATIONS

WAEB, 790, 1 KW (DA-2)	, AC	ABC I, CBS	, \$ 25.00 (Katz)	CRB	Jeff Frank
WEEX, 1230, 1 KW (DA-2)	, OLDIES	MBS, CNN	, \$ 13.00 (Christal)	Roth	Rick Lewis
WEST, 1400, 1 KW	, NOSTALGIA	CBS	, \$ 18.00 (McGuild)	Zimmerman	Paige Lamers
WKAP, 1320, 5 KW/1 KW (DA-2)	, NOSTALGIA/MOR	APR	, \$ 14.00 (Banner)	Holt	David Messics
WKKW, 1470, 5 KW (DA-N)	, COUNTRY	NBC, ABC I,	, \$ 19.00 (Republic)		Bob Rabenold
WAEB-F, 104.1, 50 KW @ 500, CHR		UNIPWR	, \$ 47.00 (Katz)	CRB	Jeff Frank
WFMZ-F, 100.7, 17 KW @ 869, EZ/BTFL			, \$ 50.00 (Torbet)		Richard Dean
WHXT-F, 99.9, 50 KW @ 446, CHR			, \$ 40.00 (Christal)	Roth	Rich Lewis
WLEV-F, 96.1, 50 KW @ 500, AC			, \$ 73.00 (McGuild)	Zimmerman	Paige Lamers
WZZO-F, 95.1, 30 KW @ 631, AOR			, \$ 59.00 (Banner)	Holt	Tom Harpster

OTHER RANKED STATIONS — See Philadelphia or New York

ALTOONA

Arbitron Rank/Pop (12+): 222/110,400
 MSA Rank/Pop: 274/131,600
 ADI # 88 (w/ Johnstown)
 Average Person Ratings: 17.3
 Market TSL: 22.75 hours

Stations: 14/10
 Diaries: 567/195:1/58.9%
 Sample Target: 550
 % Below Line: 12.6
 % Not Listed: 14.7

1989 Revenue: \$4,400,000
 HH Inc.: \$23,868
 Retail \$: .94 Bill
 Pop per Station: 11,040
 #1 Biller: WPRR-F \$900,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume
1. WPRR-F (CHR)	27/14.1	----	14.9	----	12.5	----	32/479	345/31.3		31.6			WPRR-F
2. WFBG-F (EZ)	21/11.0	----	12.8	----	15.9	----	53/695	264/23.9		24.5			WFBG-F
3. WVAM (C)	18/ 9.4	----	10.6	----	18.2	----	22/310	246/22.3		22.5			WVAM
4. WHPA-F (AC)	18/ 9.4	----	6.9	----	6.8	----	22/281	228/20.7		17.6			WHPA-F
5. WBXQ-F (CL AOR)	16/ 8.4	----	1.1	----	4.0	----	26/304	143/13.0		8.4			WBXQ-F
6. WFBG (MOR)	16/ 8.4	----	7.4	----	12.5	----	20/325	282/25.5		25.7			WFBG
7. WKMC (BB)	14/ 7.3	----	4.3	----	3.4	----	19/163	138/12.5		10.9			WKMC
8. WALLY-F (AC)	12/ 6.3	----	8.0	----	11.4	----	19/337	213/19.3		20.7			WALLY-F
9. WRTA (T)	10/ 5.2	----	5.9	----	5.7	----	10/210	206/18.7		16.5			WRTA

12+ FM SHARE (METRO): 63.19% (103 of 163) (SPG 89: 64.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPRR-F>>	1 WBXQ-F<	1 WPRR-F<	1 WHPA-F	1 WHPA-F>	1 WFBG-F>	1 WFBG >	1 WHPA-F	1 WPRR-F>	1 WPRR-F>>	1 WVAM
2	2 WPRR-F>	2 WBXQ-F	2 WBXQ-F	2 WBXQ-F	2 WVAM	2 WVAM	2 WPRR-F	2 WBXQ-F	2 WBXQ-F	2 WFBG-F
3	3 WFBG	3 WHPA-F	3 WFBG	3 WFBG	3 WKMC	WPRR-F<	WFBG-F	3 WFBG-F<	3 WFBG-F>	3 WHPA-F
4	4 WHPA-F	4 WFBG	4 WPRR-F	4 WVAM	4 WHPA-F	4 WFBG-F	4 WFBG <	4 WVAM	4 WHPA-F	4 WBXQ-F
5	5	5 WALLY-F	WALLY-F	WPRR-F	5	5 WHPA-F	5 WKMC	WHPA-F	5 WVAM	WFBG

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 WPRR-F>>	1 WPRR-F>>	1 WHPA-F	1 WPRR-F	1 WHPA-F>	1 WBXQ-F>>	1 WBXQ-F>>	1 WBXQ-F>>	1 WBXQ-F>>	1 WBXQ-F>
2	2 WHPA-F>	2 WPRR-F>	2 WHPA-F>	2 WPRR-F	2 WPRR-F	2 WFBG	2 WFBG >	2 WFBG >	2 WHPA-F
3	3	3 WFBG	3 WALLY-F	3 WALLY-F	WFBG >>	3 WPRR-F	3 WVAM	3 WPRR-F	3 WFBG-F
4	4	4 WALLY-F>	4 WFBG	4 WVAM	4	4	WPRR-F>	WHPA-F	WFBG
5	5	5	5	WFBG	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		29 (2)	29 (2)	17.8	19.9	WGMR-F 101.1 Tyrone/St.Colge	0.5/4.3/ 33/ 413
AOR/CLASSIC		19 (2)	19 (2)	11.7	1.3	WTRN 1340 Tyrone	1.0/3.4/ 2/ 49
AC/OLDIES/SOFT ROCK		33 (3)	33 (3)	20.2	21.2		
MOR/VARIETY	18 (2)		18 (2)	11.0	17.2	WDVE-F 102.5 Pittsburgh	1.6/3.3/ 13/ 201
COUNTRY	18 (1)	1 (1)	19 (2)	11.7	16.6	WIYQ-F 99.1 Ebensburg/Jnstn	1.6/4.6/ 24/ 388
BLACK/URBAN						WLAK-F 103.5 Huntingdon	1.0/2.2/ 16/ 158
BEAUTIFUL/EASY		21 (1)	21 (1)	12.9	15.9		
NEWS/TALK	10 (1)		10 (1)	6.1			
NOSTALGIA	14 (1)		14 (1)	8.6	5.3		
RELIGION/GOSPEL					1.3		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					1.3		
	60 (5)	103 (9)	163 (14)				

RADIO STATIONS

WFBG , 1290, 5 KW/1 KW (DA-N), MOR/AC	ABC I UNIPWR, \$27.00 (Eastman)		Gary Conrad
WKMC , 1370, 5 KW/38 W (DA-1), Nostalgia	CNN, \$12.00 (Roslin)	(ROARING SPRING)	Don Snyder
WRTA , 1240, 5 KW, Talk/MOR	SUN TALKNT, \$16.00 (---)		Dave Wolf
WVAM , 1430, 5 KW/1 KW (DA-N), Country	RADRAD, \$19.00 (Torbet)		Eric Donaldson
WALLY-F, 103.9, .3 KW @ 984, AC	APR UNISUP, \$18.00 (Katz)		Bill McKay
WFBG-F, 98.1, 30 KW @ 1000, Btfl/EZ	CBS ABC I, \$25.00 (Eastman)	Empire	Gary Conrad
WHPA-F, 104.9, .1 KW @ 1417, AC	CNN, \$16.00 (Roslin)	(HOLLIDAYSBURG)	Don Ambrose
WPRR-F, 100.1, 6 KW @ 300, CHR	RADRAD, \$26.00 (Torbet)		Eric Donaldson

WBXQ-F — See Johnstown

AMARILLO

Arbitron Rank/Pop (12+): 179/161,300

Stations: 14/14
Diaries: 541/298:1/47.6%
Sample Target: 550
% Below Line: 0.0
% Not Listed: 16.7

1989 Revenue: \$4,400,000
HH Inc.: \$33,368
Retail \$: 1.6 Bill
Pop per Station: 11,521
#1 Biller: KIXZ/KMML-F \$1,100,000

MSA Rank/Pop: 205/198,800

ADI # 119

Average Person Ratings: 16.0

Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KMML-F (C)	38/14.7	---	14.8	---	9.9	---	51/724	476/29.5	26.8	---	18.9	47	508	KMML-F
2. KQIZ-F (CHR)	29/11.2	---	14.8	---	13.5	---	50/799	472/29.3	31.2	---	20.5	51	644	KQIZ-F
3. KAKS-F (CHR)	27/10.5	---	7.6	---	10.3	---	34/466	369/22.9	20.1	---	9.6	24	287	KAKS-F
4. KGNC (N/T)	25/ 9.7	---	7.6	---	7.9	---	41/554	299/18.5	20.2	---	8.8	22	367	KGNC
5. KDJW-AF (C)	23/ 9.0	---	5.7	---	8.8	---	33/473	321/19.9	17.5	---	6.4	10	210	KDJW-AF
6. KMLT-F (SAC)	22/ 8.5	---	8.0	---	9.9	---	41/499	260/16.1	17.5	---	3.6	9	258	KMLT-F
7. KPUR-F (CL AOR)	17/ 6.6	---	4.5	---	3.2	---	17/207	188/11.7	11.0	---	4.4	11	200	KPUR-F
8. KLSF-F (AC)	16/ 6.2	---	8.3	---	9.1	---	22/396	303/18.8	16.4	---	8.4	21	255	KLSF-F
9. KPUR (SP)	6/ 2.3	---	4.2	---	5.6	---	12/113	75/ 4.6	9.6	---	0.4	1	46	KPUR
10. KIXZ (C)	5/ 1.9	---	3.8	---	4.8	---	15/259	132/ 8.2	12.2	---	2.0	5	114	KIXZ
KESE-F (C)	5/ 1.9	---	2.3	---	5.2	---	5/128	108/ 6.7	4.7	---	0.0	0	85	KESE-F

12+ FM SHARE (METRO): 80.93% (174 of 215) (SPG 89: 75.56%)

TEENS 18-34 18-49 25-49 25-54 35+ 12+ AMD 12+ MID 12+ PMD 12+ EVE OVERNIGHT

1 KQIZ-F>>	1 KAKS-F>	1 KMML-F<	1 KMML-F	1 KMML-F	1 KMML-F	1 KMML-F	1 KMML-F	1 KMML-F	1 KMML-F	1 KQIZ-F	1 KGNC
2 KAKS-F>	2 KQIZ-F	2 KAKS-F	KMLT-F	2 KMLT-F	2 KGNC	2 KGNC	2 KDJW-AF	2 KDJW-AF	2 KDJW-AF	2 KAKS-F>	KAKS-F
3	3 KMML-F	3 KDJW-AF<	3 KDJW-AF	3 KDJW-AF	3 KMLT-F>	3 KQIZ-F	3 KMLT-F	3 KQIZ-F	3 KQIZ-F	3 KDJW-AF	3 KMML-F
4	4 KDJW-AF>	4 KQIZ-F	KPUR-F	KPUR-F	4 KDJW-AF<	KMLT-F	4 KGNC	4 KAKS-F	4 KAKS-F	4 KMML-F	4 KMLT-F
5	5 KLSF-F	KMLT-F	5 KLSF-F	5 KLSF-F	5 KPUR-F	5 KAKS-F	5 KAKS-F	5 KMLT-F	5 KMLT-F	5 KLSF-F	5
6	6	6	KAKS-F	6	6	6	6	6	6	6 KMLT-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 KAKS-F	1 KAKS-F	1 KPUR	1 KMML-F	1 KMLT-F	1 KAKS-F>>	1 KAKS-F>	1 KDJW-AF	1 KMML-F	1 KMML-F
2 KQIZ-F	2 KQIZ-F	KMLT-F	KAKS-F	2 KMML-F>	2 KQIZ-F>>	2 KQIZ-F	2 KAKS-F	2 KPUR-F	2 KPUR-F
KMML-F	KMML-F>	KLSF-F	3 KMLT-F	3 KLSF-F	3 KMML-F>	3 KDJW-AF	3 KQIZ-F	3 KAKS-F	3 KDJW-AF
4 KDJW-AF>>	4 KDJW-AF	KAKS-F	4 KDJW-AF	KAKS-F	4 KLSF-F>	KMML-F>	KPUR-F	4 KDJW-AF	4 KMLT-F
5	5 KLSF-F	5 KQIZ-F	5 KQIZ-F	5 KDJW-AF	5	5 KPUR-F	KMML-F	KQIZ-F	5
6	6	KMML-F>	6	6	6	6	KGNC >	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		56 (2)	56 (2)	26.0	26.2	KAKS 1550 CANYON	0.4/1.9/ 1/ 37
AOR/CLASSIC		17 (1)	17 (1)	7.9	5.3	KFNS 1360 Amarillo	0.4/2.3/ 1/ 43
AC/OLDIES/SOFT ROCK	1 (1)	38 (2)	39 (3)	18.1	25.8		
MOR/VARIETY							
COUNTRY	8 (2)	63 (3)	71 (5)	33.0	31.1		
BLACK/URBAN							
BEAUTIFUL/EASY							
NEWS/TALK	26 (2)		26 (2)	12.1	8.9		
NOSTALGIA							
RELIGION/GOSPEL							
SPANISH	6 (1)		6 (1)	2.8	2.7		
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	41 (6)	174 (8)	215 (14)				

RADIO STATIONS

KDJW , 1010, 5 KW/500 W (DA-2),	-- See KDJW-F						
KGNC , 710, 10 KW (DA-2),	News/Talk	NBC MBS, \$20.00	(Katz)	Stauffer			
KIXZ , 940, 5 KW/1 KW (DA-2),	Country	ABC I UNISUP, \$ NA	(Banner)				Richard Haines
KPUR , 1440, 5 KW/1 KW (DA-2),	Hispanic	CNN UNISUP, \$11.00	(Republic)	Holder			Scott Gilreath
KAKS-F, 107.9, 100 KW @ 1322	CHR	UNIPWR, \$20.00	(HNWH)	(CANYON)			Greg Heitzman
KDJW-F, 94.1, 100 KW @ 1102	Country	NBC MBS, \$23.00	(Torbet)	Walton			Doug Collins
KESE-F, 101.9, 100 KW @ 984	Country	\$12.00	(---)	Woods			John Fulton
KLSF-F, 96.9, 100 KW @ 1006	AC	UNIULT, \$23.00	(Banner)				Don Gorman
KMLT-F, 97.9, 100 KW @ 1280	Soft AC/EZ	UNISUP, \$24.00	(Katz)	Stauffer			Bob Russell
KMML-F, 98.7, 100 KW @ 470	Country	ABC I UNISUP, \$30.00	(Banner)				Richard Haines
KPUR-F, 107.1, 3 KW @ 300	Classic AOR/Oldies	USP/LT, \$17.00	(Republic)	Holder			Scott Gilreath
KQIZ-F, 93.1, 100 KW @ 700	CHR	\$22.00	(Mc-Guild)				Doug Stalker

Misc: KPUR changes from Oldies to Hispanic . . . KPUR-F changes from AOR to Oldies/Classic AOR . . .
KLSF-F sold by Bakke to Adams, Jr...

ANCHORAGE

Arbitron Rank/Pop (12+): 165/180,600
 MSA Rank/Pop: 193/223,000
 No ADI
 Average Person Ratings: 16.8
 Market TSL: 22.75 hours

Stations: 17/17
 Diaries: 768/235:1/56.1%
 Sample Target: 550
 % Below Line: 0.0
 % Not Listed: 11.2

1989 Revenue: \$8,300,000
 HH Inc.: \$42,879
 Retail \$: 2.1 Bil
 Pop per Station: 10,623
 #1 Biller: KGOT-F \$1,200,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KPXR-F (CHR)	37/12.2	13.4	11.8	8.1	7.8	----	47/628	533/29.5	32.8	27.0	11.6	40	559	KPXR-F
2. KWHL-F (AOR)	31/10.2	9.8	11.0	12.8	14.3	----	35/369	297/16.4	20.8	20.3	12.2	42	439	KWHL-F
3. KBFX-F (CL AOR)	30/ 9.9	8.1	3.2	2.3	3.4	----	39/405	345/19.1	17.8	10.2	9.9	34	335	KBFX-F
4. KGOT-F (CHR)	27/ 8.9	12.1	10.4	12.8	13.3	----	35/598	489/27.1	32.3	29.4	13.7	47	583	KGOT-F
5. KASH-F (C)	22/ 7.3	6.8	8.7	5.2	6.1	----	26/316	281/15.6	16.2	16.7	9.3	32	302	KASH-F
6. KLEF-F (CL)	19/ 6.3	-7.2	2.9	6.1	----	----	19/235	212/11.7	12.2	9.9	3.5	12	188	KLEF-F
7. KYMG-F (AC)	15/ 5.0	2.6	1.7	----	----	----	18/303	227/12.6	8.6	7.0	4.4	15	154	KYMG-F
8. KYAK (C)	14/ 4.6	4.9	3.2	4.9	6.1	----	22/268	151/ 8.4	8.9	7.9	3.5	12	203	KYAK
9. KNIK-F (J/NA)	14/ 4.6	2.9	3.8	5.5	6.1	----	14/237	221/12.2	9.4	11.2	4.7	16	192	KNIK-F
10. KFQD (AC)	12/ 4.0	2.0	6.1	5.5	5.4	----	17/287	185/10.2	9.3	12.7	3.8	13	229	KFQD
11. KENI (N/T)	11/ 3.6	3.6	7.2	3.8	4.8	----	14/218	177/ 9.8	11.0	13.9	4.4	15	208	KENI
12. KEAG-F (AC)	10/ 3.3	4.6	6.4	9.3	9.2	----	14/229	174/ 9.6	11.4	15.7	3.5	12	238	KEAG-F
13. KHAR (EZ)	8/ 2.6	2.6	4.0	2.3	3.4	----	9/91	69/ 3.8	6.1	8.5	1.5	5	41	KHAR
14. KBYR (O)	6/ 2.0	2.0	0.9	2.0	2.7	----	8/136	103/ 5.7	10.4	6.4	1.5	5	102	KBYR
15. KKSD (BB)	5/ 1.7	2.6	1.7	2.3	1.0	----	5/39	37/ 2.0	4.1	3.3	0.9	3	60	KKSD
16. KKLV-F (AC)	5/ 1.7	2.0	2.9	3.5	2.7	----	6/143	114/ 6.3	6.0	11.1	0.6	2	72	KKLV-F
17. KCFA (REL)	3/ 1.0	1.6	0.9	2.3	1.4	----	4/87	62/ 3.4	4.7	4.3	2.3	8	101	KCFA
18.														
19.														
20.														

12+ FM SHARE (METRO): 78.07% (210 of 269) (SPG 89: 72.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPXR-F>>	1 KWHL-F	1 KWHL-F<	1 KBFX-F	1 KBFX-F	1 KLEF-F	1 KPXR-F>	1 KWHL-F<	1 KWHL-F	1 KPXR-F>	1 KWHL-F
2 KGOT-F>>	2 KPXR-F	2 KBFX-F	2 KWHL-F	2 KASH-F<	2 KASH-F	2 KBFX-F	2 KBFX-F	2 KPXR-F	2 KWHL-F	2 KPXR-F>
3	3 KGOT-F	3 KPXR-F	3 KASH-F	3 KWHL-F	3 KBFX-F	3 KWHL-F	3 KGOT-F	3 KBFX-F	3 KGOT-F	3 KNIK-F
4	4 KBFX-F>	4 KGOT-F	4 KGOT-F<	4 KLEF-F	4 KYAK	4 KASH-F	4 KPXR-F>	4 KGOT-F	4 KBFX-F	4 KGOT-F
5	5	5 KASH-F	5 KPXR-F<	5 KGOT-F	5 KENI	5 KGOT-F	5 KASH-F	5 KASH-F	5 KASH-F	5
6	6	6	6 KLEF-F	6 KPXR-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 KPXR-F>>	1 KPXR-F	1 KGOT-F>	1 KPXR-F	1 KGOT-F	1 KWHL-F>>	1 KWHL-F>>	1 KWHL-F>>	1 KWHL-F	1 KWHL-F
2 KWHL-F	2 KGOT-F>	2 KYMG-F	2 KGOT-F>	KASH-F	2 KPXR-F	2 KBFX-F	2 KBFX-F>	2 KBFX-F>	2 KBFX-F>
3 KGOT-F>>	3 KYMG-F	3 KPXR-F	3 KBFX-F	3 KYMG-F	3 KBFX-F	3 KPXR-F	3 KPXR-F	3 KPXR-F	3 KASH-F
4 KNIK-F	4 KBFX-F	4 KBFX-F	KASH-F	KPXR-F	4 KGOT-F>>	4 KGOT-F	KASH-F>	4 KGOT-F	4 KLEF-F
5 KBFX-F>>	5 KWHL-F	5 KASH-F>>	5 KYMG-F	KBFX-F	5 KNIK-F>>	5	5 KYMG-F	KASH-F	5
6	6 KASH-F	6	6	6	6	6	6 KGOT-F>	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		64 (2)	64 (2)	23.8	25.3		
AOR/CLASSIC		61 (2)	61 (2)	22.7	12.5		
AC/OLDIES/SOFT ROCK	18 (2)	30 (3)	48 (5)	17.8	25.3		
MOR/VARIETY							
COUNTRY	14 (1)	22 (1)	36 (2)	13.4	13.5		
BLACK/URBAN							
BEAUTIFUL/EASY	8 (1)		8 (1)	3.0	4.6		
NEWS/TALK	11 (1)		11 (1)	4.1	8.2		
NOSTALGIA	5 (1)		5 (1)	1.9	2.0		
RELIGION/GOSPEL	3 (1)		3 (1)	1.1	1.0		
SPANISH							
CLASSICAL		19 (1)	19 (1)	7.1	3.3		
JAZZ/NEW AGE		14 (1)	14 (1)	5.2	4.3		
UNKNOWN/OTHERS							
	59 (7)	210 (10)	269 (17)				

RADIO STATIONS

KBYR ,	700,	10 KW	,	Oldies	CBS,	\$12.00	(Roslin)	Jan Andrews
KCFA ,	1020,	10 KW	,	Religion	,	\$10.00	(--)	Dean Anderson
KENI ,	550,	5 KW (DA-1)	,	News/Talk	ABC I NBC,	\$16.00	(Roslin)	John Ruby
KFQD ,	750,	50 KW	,	AC	,	\$23.00	(Mc-Guild)	Sue Johnson
KHAR ,	590,	5 KW (DA-1)	,	Nostalgia/EZ	,	\$13.00	(Roslin)	Ron Clement
KKSD ,	1080,	10 KW (DA-1)	,	Nostalgia	SMN ABC E,	\$11.00	(MMR)	Dennis Booky
KYAK ,	650,	50 KW (DA-1)	,	Country	MBS,	\$18.00	(Christal)	Gary Donovan
KASH-F,	107.5,	100 KW @ -300	,	Country	ABC E,	\$25.00	(MMR)	Comm. Pacific
KBFX-F,	100.5,	25 KW @ 179	,	Classic AOR	UNISUP UNIULT,	\$27.00	(Roslin)	Comm. Pacific
KEAG-F,	97.3,	100 KW @ 590	,	Oldies/AC	,	\$20.00	(Republic)	Olympia
KGOT-F,	101.3,	26 KW @ -70	,	CHR	MBS,	\$29.00	(Christal)	Olympia
KKLV-F,	104.1,	55 KW @ 61	,	AC	APR,	\$15.00	(Roslin)	Olympia
KLEF-F,	98.1,	25 KW @ -85	,	Classical	,	\$21.00	(CMBS)	Olympia
KNIK-F,	105.3,	51 KW @ 225	,	Jazz/NAC	CBS,	\$18.00	(K & P)	Olympia
KPXR-F,	102.1,	25 KW @ 165	,	CHR	,	\$30.00	(Katz)	Tom Ingstad
KWHL-F,	106.5,	100 KW @ -99	,	AOR	,	\$33.00	(Mc-Guild)	Tom Ingstad
KYMG-F,	98.9,	100 KW @ 499	,	AC	APR,	\$17.00	(Republic)	Tom Ingstad

ANN ARBOR

Arbitron Rank/Pop (12+): 142/231,470
 MSA Rank/Pop: 161/271,700
 Detroit ADI
 Average Person Ratings: 15.5
 Market TSL: 20.25 hours

Stations: 23/4
 Diaries: 620/373:1/55.1%
 Sample Target: 610
 % Below Line: 62.3
 % Not Listed: 27.4

1989 Revenue: NA
 HH Inc.: NA
 Retail \$: 2.0 Bill
 Pop per Station: 57,867
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume
1. WJR (MOR)	48/13.4	---	12.0	---	13.5	---	48/597	597/25.8		26.3			WJR
2. WHYT-F (CHR)	21/ 5.9	---	4.6	---	7.5	---	21/483	483/20.8		18.7			WHYT-F
WIQB-F (AOR)	21/ 5.9	---	7.1	---	7.8	---	21/483	483/20.8		23.8			WIQB-F
4. WWWW-F (C)	18/ 5.0	---	4.1	---	3.6	---	18/247	247/10.7		11.1			WWW-F
5. WRIF-F (AOR)	16/ 4.5	---	3.1	---	4.2	---	16/388	388/16.7		17.4			WRIF-F
6. WCSX-F (CL AOR)	14/ 3.9	---	5.9	---	5.7	---	14/359	359/15.5		17.0			WCSX-F
7. WQRS-F (CL)	13/ 3.6	---	2.8	---	2.4	---	13/213	213/ 9.2		7.0			WQRS-F
8. WLTI-F (AC)	11/ 3.1	---	2.3	---	2.4	---	11/202	202/ 8.7		6.7			WLTI-F
WJLB-F (B)	11/ 3.1	---	4.6	---	2.4	---	11/165	165/ 7.1		10.2			WJLB-F
10. WNIC-F (AC)	10/ 2.8	---	4.1	---	4.2	---	10/179	179/ 7.7		13.7			WNIC-F
WLLZ-F (AOR)	10/ 2.8	---	3.6	---	4.2	---	10/285	285/12.3	12.1				WLLZ-F
12.													
13.													
14.													
15.													

12+ FM SHARE (METRO): 72.69% (189 of 260) (SPG 89: 78.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHYT-F>>	1 WRIF-F	1 WJR	1 WJR >	1 WJR >	1 WJR >>	1 WJR >>	1 WJR >>	1 WJR >>	1 WJR >	1 WJOI-F
2 WDFX-F	2 WHYT-F	2 WIQB-F	2 WIQB-F>	2 WIQB-F	2 WWWW-F	2 WHYT-F	2 WWWW-F	2 WRIF-F<	2 WIQB-F>	2 WJR
WIQB-F	WIQB-F	3 WRIF-F	3 WWWW-F	3 WWWW-F	WQRS-F	3 WIQB-F	3 WNIC-F	3 WIQB-F	3 WJLB-F	WHYT-F
4	4 WCSX-F	4 WHYT-F	4 WLTI-F	4 WLTI-F	4	4 WWWW-F	4 WHYT-F	4 WJLB-F	4 WJLB-F	4 WJLB-F
5	5 WJR	5 WWWW-F	5	5	5	5 WRIF-F	5 WIQB-F	5 WCSX-F	5 WCSX-F	5

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 WHYT-F	1 WNIC-F	1 WNIC-F	1 WJR >	1 WRIF-F>	1 WRIF-F>	1 WRIF-F	1 WRIF-F	1 WJR >>
2 WJLB-F	2 WNIC-F>	2 WWWW-F	2 WHYT-F	2 WNIC-F	2 WWWW-F	2 WLLZ-F	2 WLLZ-F	2 WJR >	2 WRIF-F
WNIC-F	3 WIQB-F	3 WIQB-F>	3 WJR	3 WIQB-F	3 WLLZ-F	3 WIQB-F	3 WJR	3 WLLZ-F	3 WLLZ-F
WCSX-F	4 WWWW-F	4 WJLB-F	4 WJLB-F	4 WWWW-F	4 WJLB-F	4 WJLB-F	4 WJLB-F	4 WJLB-F	4 WJLB-F
5	WJLB-F	WJR	WJLB-F	WLTI-F	5	5 WHYT-F	5 WJLB-F	5	5
	WCSX-F	WHYT-F	WAMX-F			WJZZ-F			

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		32 (3)	32 (3)	12.3	14.1	WAAM 1600 Ann Arbor/Ypsil	1.7/6.5/ 6/ 151		
AOR/CLASSIC		61 (4)	61 (4)	23.5	25.9	WAMX-F 107.1 Ann Arbor	1.7/7.4/ 6/ 172		
AC/OLDIES/SOFT ROCK		34 (4)	34 (4)	13.1	16.8	WWCM 990 Ypsilanti	1.1/2.5/ 4/ 57		
MOR/VARIETY	54 (2)		54 (2)	20.8	18.5				
COUNTRY		18 (1)	18 (1)	6.9	6.1	CKLW 800 Windsor/Detroit	0.8/2.8/ 3/ 66		
BLACK/URBAN		11 (1)	11 (1)	4.2	6.1	CKMR-F 93.9 Windsor	1.1/6.7/ 4/ 155		
BEAUTIFUL/EASY		5 (1)	5 (1)	1.9	3.7	WDFX-F 99.5 Detroit	1.7/9.8/ 6/ 226		
NEWS/TALK	10 (2)		10 (2)	3.8	1.3	WJOI-F 97.1 Detroit	1.4/5.2/ 5/ 121		
NOSTALGIA	3 (1)		3 (1)	1.2		WJZZ-F 105.9 Detroit	2.5/6.7/ 9/ 156		
RELIGION/GOSPEL	4 (1)		4 (1)	1.5	1.0	WKQI-F 95.5 Detroit	1.4/11.4/ 5/ 265		
SPANISH						WOMC-F 104.3 Detroit	2.5/8.9/ 9/ 206		
CLASSICAL		13 (1)	13 (1)	5.0	3.7	WWJ 950 Detroit	1.7/8.0/ 6/ 186		
JAZZ/NEW AGE		15 (2)	15 (2)	5.8	2.7	WXYT 1270 Detroit	1.1/3.2/ 4/ 73		
UNKNOWN/OTHERS									
	71 (6)	189 (17)	260 (23)						

RADIO STATIONS

WAAM , 1600, 5 KW (DA-2)	, MOR/EZ	ABC E NBC, \$14.00	(Patt)	Clement Diegel
WWCM , 900, 500 W/250 W	, Religion	, \$10.00	(---)	Louis Velker
WAMX-F, 107.1, 3 KW @ 260	, Jazz/AC	, \$20.00	(Mich. Spot)	Jim Baughn
WJLB-F, 102.9, 49 KW @ 500	, AOR	ABC FM, \$51.00	(Mc-Guild)	Mike Solan

Other ranked stations -- See Detroit

APPLETON-OSHKOSH

Arbitron Rank/Pop (12+): 134/258,600
 MSA Rank/Pop: 149/316,200
 Average Person Ratings: 17.9
 Market TSL: 23.25 hours

Stations: 23/15
 Diaries: 799/324:1/67.9%
 Sample Target: 640
 % Below Line: 18.6
 % Not Listed: 12.3

1989 Revenue: \$7,700,000
 HH Inc.: \$34,920
 Retail \$: 1.9 Bill
 Pop per Station: 17,240
 #1 Biller: WAPL-F \$2,200,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WAPL-F (AOR)	70/15.1	15.6	16.0	12.0	15.2	----	176/1788	762/29.5	29.3	28.7	23.0	102	1027	WAPL-F
2. WIXX-F (CHR)	54/11.7	10.9	8.9	12.7	11.8	----	181/2306	830/32.1	31.6	29.9	9.9	44	772	WIXX-F
3. WMGV-F (CHR)	41/ 8.9	9.3	8.5	10.4	7.1	----	52/781	618/23.9	21.8	24.0	10.4	46	647	WMGV-F
4. WHBY (MOR)	35/ 7.6	5.4	3.6	7.6	5.4	----	40/560	503/19.5	17.1	14.2	5.6	25	458	WHBY
5. WROE-F (SAC)	28/ 6.0	5.7	6.7	7.1	9.1	----	30/520	460/17.8	13.5	16.4	4.5	20	256	WROE-F
WNAM (BB)	28/ 6.0	5.0	4.3	1.8	2.2	----	42/572	382/14.8	9.1	13.0	6.8	30	298	WNAM
7. WYNE (C)	24/ 5.2	4.5	4.7	3.8	5.2	----	27/368	283/10.9	8.7	10.4	3.6	16	146	WYNE
8. WOZZ-F (AC)	15/ 3.2	2.0	1.2	0.4	0.5	----	26/485	241/ 9.3	11.6	2.0	3.6	16	194	WOZZ-F
9. WUSW-F (C)	14/ 3.0	3.6	4.9	4.7	4.2	----	21/276	227/ 8.8	8.4	10.4	2.7	12	188	WUSW-F
WKFX-F (O)	14/ 3.0	2.7	3.8	3.1	4.9	----	33/536	270/10.4	11.3	12.3	3.2	14	230	WKFX-F
11. WOSH (MOR)	13/ 2.8	2.7	3.4	5.1	3.9	----	15/299	266/10.3	7.0	9.1	2.5	11	280	WOSH
12. WGEE (C)	12/ 2.6	3.2	3.2	1.8	2.2	----	46/614	201/ 7.8	7.5	8.0	3.4	15	191	WGEE
13. WMBE (BB)	11/ 2.4	1.4	1.8	2.7	0.5	----	19/237	125/ 4.8	2.1	2.0	0.7	3	29	WMBE
14. WRJQ (E)	10/ 2.2	2.0	4.5	4.0	2.5	----	20/198	114/ 4.4	5.8	7.1	1.8	8	88	WRJQ

12+ FM SHARE (METRO): 61.82% (251 of 406) (SPG 89: 65.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIXX-F>>	1 WAPL-F>>	1 WAPL-F>	1 WAPL-F>	1 WAPL-F>	1 WHBY <	1 WAPL-F>	1 WAPL-F>	1 WAPL-F>	1 WAPL-F	1 WAPL-F
2 WMGV-F<	2 WIXX-F<	2 WIXX-F<	2 WIXX-F	2 WIXX-F	2 WNAM >	2 WHBY <	2 WROE-F<	2 WIXX-F	2 WIXX-F>	2 WYNE
3 WAPL-F>	3 WMGV-F>>	3 WMGV-F>	3 WMGV-F	3 WHBY	3 WYNE	3 WIXX-F	3 WIXX-F<	3 WMGV-F	3 WMGV-F	3 WOSH
4	4	4 WROE-F	4 WHBY	4 WROE-F	4 WROE-F	4 WMGV-F	4 WROE-F	4 WHBY	4 WIXX-F	4 WIXX-F
5	5	5	5 WROE-F<	5 WMGV-F	5 WAPL-F	5	5 WNAM	5 WNAM	5	5 WMGV-F
			6 WYNE	6 WYNE						

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 WIXX-F	1 WAPL-F	1 WAPL-F	1 WIXX-F<	1 WIXX-F	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>
2 WMGV-F	2 WIXX-F	2 WIXX-F	2 WMGV-F	2 WROE-F	2 WIXX-F	2 WIXX-F	2 WIXX-F	2 WIXX-F	2 WIXX-F
3 WAPL-F>	3 WMGV-F>	3 WMGV-F>	3 WAPL-F	3 WAPL-F	3 WMGV-F>>	3 WMGV-F>	3 WHBY	3 WMGV-F	3 WHBY
4 WROE-F>>	4 WROE-F	4 WROE-F	4 WROE-F	4 WMGV-F>	4	4 WHBY	4 WYNE	4 WHBY	4 WYNE
5	5	5 WOZZ-F	5	5 WOZZ-F	5	5	5 WMGV-F	5 WYNE	5
				5 WHBY					

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		95 (2)	95 (2)	23.4	20.4	WEMI-F 100.1	Neenah-Menasha	0.9/3.5/	7/ 168
AOR/CLASSIC		77 (2)	77 (2)	19.0	18.7	WLKE 690	Oshkosh	0.9/2.6/	9/ 110
AC/OLDIES/SOFT ROCK	13 (2)	59 (4)	72 (6)	17.7	13.0	WQWM 1050	Kaukauna	1.9/6.3/	12/ 254
MOR/VARIETY	52 (3)		52 (3)	12.8	10.2	WBMM 780	Chicago	0.4/1.7/	2/ 97
COUNTRY	36 (2)	14 (1)	50 (3)	12.3	14.9	WFON-F 107.1	Fond Du Lac	1.5/5.4/	19/ 296
BLACK/URBAN	10 (1)		10 (1)	2.5		WGN 720	Chicago	0.6/3.2/	8/ 155
BEAUTIFUL/EASY		2 (1)	2 (1)	0.5	12.1	WOLX-F 94.9	Baraboo	0.4/2.7/	15/ 284
NEWS/TALK	5 (2)		5 (2)	1.2	0.5	WQLH-F 98.5	Green Bay	0.4/5.7/	39/ 611
NOSTALGIA	39 (2)		39 (2)	9.6	7.3	WTMJ 620	Milwaukee	0.9/3.8/	13/ 301
RELIGION/GOSPEL		4 (1)	4 (1)	1.0	0.9				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS					1.9				
	155 (12)	251 (11)	406 (23)						

RADIO STATIONS

WHBY	, 1230,	1 KW	, MOR/Full Service	CBS,	\$25.00	(Eastman)	Woodward	Susan Knaack
WNAM	, 1280,	5 KW/1 KW (DA-1),	Nostalgia ABC I	UNISUP,	\$16.00	(Torbet)	Midwest Family	Howard Gherman
WOSH	, 1490,	1 KW	, MOR	NBC,	\$14.00	(HNWH)		Bill Mann
WQWM	, 1050,	1 KW/500 W (DA-2),	Oldies UNISUP	UNIULT,	\$10.00	(Katz)		John Nehmer
WRJQ	, 1570,	1 KW (DAYS)	, Polka/Ethnic		\$11.00	(---		George Sattler
WYNE	, 1150,	5 KW (DA-2)	, Country	ABC E,	\$19.00	(Republic)	Fox Valley	Jim Hodges
WAPL-F,	105.7,	100 KW @ 410	, AOR	,	\$49.00	(Eastman)	Woodward	Susan Knaack
WKFX-F,	104.9,	1 KW @ 480	, Oldies	,	\$16.00	(Katz)	WinCom	Craig Eckert
WMGV-F,	103.9,	6 KW @ 355	, CHR	SOURCE,	\$27.00	(HNWH)	Midwest Family	Bill Mann
WOZZ-F,	93.5,	50 KW @ 500	, AC	SMN,	\$14.00	(Katz)		John Nehmer
WROE-F,	94.3,	3 KW @ 330	, EZ/Soft AC	APR,	\$20.00	(Republic)	Fox Valley	Jim Hodges
WUSW-F,	96.7,	3 KW @ 293	, Country	UNISUP UNIULT,	\$15.00	(Torbet)		Howard Gherman

Misc: WNBK-F changes to WOZZ-F and upgraded power (Jan) . . . WROE-F reclassified as Soft AC . . .

WKJE sold for \$325,000...

Other ranked stations -- See Green Bay

ASHEVILLE

Arbitron Rank/Pop (12+): 176/162,700

Stations: 16/7
 Diaries: 672/242:1/58.7%
 Sample Target: 550
 % Below Line: 29.2
 % Not Listed: 16.9

1989 Revenue: \$5,300,000
 HH Inc.: \$22,170
 Retail \$: 1.55 Bll
 Pop per Station: 23,242
 #1 Biller: WWNC \$2,400,000

MSA Rank/Pop: 225/174,400
 ADI # 35 (W/Greenville)
 Average Person Ratings: 16.4
 Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume
1. WWNC (C)	66/24.7	---	19.6	---	27.4	---	79/942	719/44.2		38.0			WWNC
2. WKSF-F (CHR)	52/19.5	---	18.1	---	20.7	---	110/1205	547/33.6		36.2			WKSF-F
3. WMYI-F (AC)	30/11.2	---	9.4	---	10.8	---	90/940	406/25.0		20.1			WMYI-F
4. WESC-F (C)	17/ 6.4	---	9.1	---	7.1	---	56/729	229/14.1		17.2			WESC-F
5. WSPA-F (EZ)	11/ 4.1	---	5.8	---	6.6	---	31/436	106/ 6.5		9.4			WSPA-F
WISE (BB)	11/ 4.1	---	6.5	---	2.9	---	11/140	140/ 8.6		11.8			WISE
7. WCKZ-F (CHR)	7/ 2.6	---	2.5	---	---	---	29/345	82/ 5.0		3.2			WCKZ-F
8. WSKY (AC)	6/ 2.2	---	0.7	---	1.7	---	7/168	138/ 8.5		8.1			WSKY
9. WFBC-F (AC)	5/ 1.9	---	1.1	---	2.5	---	12/218	75/ 4.6		4.1			WFBC-F
WTOO (REL)	5/ 1.9	---	4.3	---	1.7	---	6/162	103/ 6.3		6.7			WTOO

12+ FM SHARE (METRO): 59.46% (132 of 222) (SPG 89: 62.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSF-F	1 WKSF-F>>	1 WKSF-F>	1 WKSF-F<	1 WMYI-F	1 WWNC	1 WWNC >>	1 WWNC	1 WKSF-F>	1 WKSF-F>>	1 WWNC >>
2	2 WMYI-F>	2 WMYI-F	2 WMYI-F	2 WMYI-F	2	2 WKSF-F>	2 WKSF-F>	2 WWNC	2 WWNC >>	2 WKSF-F
3	3 WWNC	3 WWNC >>	3 WWNC	3 WKSF-F	3	3 WMYI-F	3 WMYI-F	3 WMYI-F	3 WMYI-F>	3
4	4 WESC-F	4 WESC-F	4	4	4	4	4	4	4 WESC-F	4
5	5	5	5	5	5	5	5	5	5	5

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 WKSF-F>>	1 WKSF-F>>	1 WKSF-F>>	1 WMYI-F	1 WWNC	1 WKSF-F>>	1 WKSF-F>>	1 WKSF-F>	1 WKSF-F>>	1 WKSF-F
2 WMYI-F>	2 WMYI-F>	2 WMYI-F>	2 WWNC	2 WMYI-F>	2 WESC-F>>	2 WMYI-F>	2 WMYI-F>>	2 WMYI-F>	2 WMYI-F
3 WESC-F	3 WWNC >	3 WWNC >>	3	3 WKSF-F	3 WSKR-F	3 WESC-F>	3 WFBC-F	3 WWNC >	3 WWNC
WCKZ-F	4 WESC-F	4 WESC-F>	4	4	WMYI-F	4 WWNC	WWNC >>	4 WESC-F	4
WWNC	5	5	5	5	WCKZ-F	5	5	5	5
6	6	6	6	6	WWNC	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		59 (2)	59 (2)	26.6	21.3	WHBK 1460 Marshall	0.4/1.8/ 1/ 29		
AOR/CLASSIC		3 (1)	3 (1)	1.4	3.8	WMIT-F 106.9 Black Mountain	1.1/6.3/ 23/ 521		
AC/OLDIES/SOFT ROCK	6 (1)	35 (2)	41 (3)	18.5	12.3				
MOR/VARIETY					8.5	WBBO-F 93.3 Forest City	1.1/2.7/ 9/ 177		
COUNTRY	67 (2)	18 (2)	85 (4)	38.3	34.0	WESC 660 Greenville	0.4/0.7/ 6/ 63		
BLACK/URBAN					3.0	WIVK-F 107.7 Knoxville	0.4/1.6/ 5/ 86		
BEAUTIFUL/EASY		11 (1)	11 (1)	5.0	6.8	WXRC-F 95.7 Hickory	1.1/2.6/ 9/ 166		
NEWS/TALK									
NOSTALGIA	11 (1)		11 (1)	5.0					
RELIGION/GOSPEL	6 (2)	3 (1)	9 (3)	4.1	9.4				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE		3 (1)	3 (1)	1.4	0.9				
UNKNOWN/OTHERS									
	90 (6)	132 (10)	222 (16)						

RADIO STATIONS

WISE, 1310, 5 KW/1 KW (DA-N), NOSTALGIA	SMN , \$ 12.00 (---)	Don Taylor
WSKY, 1230, 1 KW , AC	CBS , \$ 10.00 (---)	Zeb Lee
WTOO, 1380, 5 KW/1 KW (DA-N), RELIGION	MBS , \$ 8.00 (---)	Wayne Lisenbee
WWNC, 570, 5 KW (DA-N), COUNTRY	ABC I,UNIULT , \$ 42.00 (McGuild)	Dick Cullom
WKSF-F, 99.9, 48 KW @ 2620, CHR	ABC C , \$ 40.00 (McGuild)	Dick Cullom
WMIT-F, 106.9, 36 KW @ 3050, RELIGION	ABC I , \$ 15.00 (---)	Edna Edwards

OTHER RANKED STATIONS -- See Greenville or Charlotte

ATLANTA

Arbitron Rank/Pop (12+): 12/2,305,200
 MSA Rank/Pop: 10/2,804,100
 Average Person Ratings: 17.7
 Market TSL: 23.25 hours

Stations: 25/23
 Diaries: 1950/118261/51.9%
 Sample Target: 1840
 % Below Line: 0.6
 % Not Listed: 9.3

1989 Revenue: \$112,000,000
 HH Inc.: \$31,892
 Retail \$: 22.3 Bil
 Pop per Station: 100,226
 #1 Biller: WSB \$13,300,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WVEE-F (B)	616/15.1	14.0	13.1	14.4	9.9	14.1	658/4973	4412/19.1	18.5	17.1	18.9	782	6092	WVEE-F
2. WAPW-F (CHR)	432/10.6	9.4	8.1	9.5	9.4	9.4	542/6582	5069/22.0	19.3	21.2	11.5	476	5274	WAPW-F
3. WPCH-F (EZ)	333/ 8.2	8.1	8.7	6.6	8.1	7.9	376/4486	3857/16.7	18.2	16.9	5.7	236	3182	WPCH-F
4. WSB -F (AC)	332/ 8.1	10.9	8.6	9.5	9.6	9.3	393/5779	4900/21.3	22.7	22.5	9.4	388	4756	WSB -F
5. WKLS-F (AOR)	280/ 6.9	5.4	7.0	6.8	5.8	6.5	348/4715	3693/16.0	16.6	16.5	9.0	373	4070	WKLS-F
6. WSB (MOR)	273/ 6.7	7.1	7.6	5.8	7.3	6.8	297/4427	3863/16.8	21.1	19.2	5.1	213	3367	WSB
7. WFOK-F (O)	261/ 6.4	5.3	5.8	5.3	5.2	5.7	345/4883	3656/15.9	16.5	15.6	5.7	235	3378	WFOK-F
8. WYAY-F (C)	229/ 5.6	4.8	5.5	4.6	8.2	5.1	444/4507	2857/12.9	13.4	20.4	6.0	183	2923	WYAY-AF
9. WKHX-F (C)	185/ 4.5	5.3	4.7	7.1	7.7	5.4	236/3262	2357/10.2	11.0	15.0	3.5	144	2001	WKHX-F
10. WZGC-F (CL AOR)	150/ 3.7	3.8	4.7	6.1	5.7	4.6	163/2943	2695/11.7	14.0	14.9	4.0	165	2244	WZGC-F
11. WGST (N/T)	133/ 3.3	3.5	3.5	2.6	3.4	3.2	142/1882	1800/ 7.8	10.2	10.2	3.3	137	1654	WGST
12. WSTR-F (AC)	129/ 3.2	2.8	3.6	4.3	3.2	3.5	139/3135	2791/12.1	13.5	14.8	2.5	103	2056	WSTR-F
13. WAOK (REL/G)	113/ 2.8	3.4	3.7	3.4	2.8	3.3	113/1276	1264/ 5.5	6.3	6.8	3.3	137	1613	WAOK
14. WQXI (BB)	44/ 1.1	0.4	0.2	0.2	0.1	0.5	44/491	485/ 2.1	0.8	0.8	0.6	23	505	WQXI
15. WCNN (N/T)	37/ 0.9	0.9	1.0	0.5	0.7	0.8	37/1316	1222/ 5.3	5.0	4.5	0.7	27	728	WCNN

12+ FM SHARE (METRO): 81.47% (3012 of 3697) (SPG 89: 82.16%)

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 WVEE-F>	1 WVEE-F>	1 WVEE-F>	1 WPCH-F	1 WVEE-F>	1 WVEE-F	1 WVEE-F	1 WVEE-F>>	1 WVEE-F>
2 WVEE-F>>	2 WAPW-F	2 WAPW-F<	2 WSB -F	2 WSB -F	2 WSB >	2 WAPW-F<	2 WAPW-F<	2 WAPW-F>	2 WAPW-F>	2 WSB >
3 WKLS-F	3 WKLS-F	3 WSB -F	3 WFOK-F	3 WFOK-F	3 WSB -F	3 WSB	3 WPCH-F<	3 WSB -F	3 WSB	3 WYAY-F
4	4 WSB -F>	4 WKLS-F	4 WAPW-F<	4 WPCH-F	4 WFOK-F	4 WSB -F<	4 WSB -F>	4 WPCH-F<	4 WKLS-F	4 WKLS-F
5	5 WZGC-F	5 WFOK-F	5 WPCH-F	5 WYAY-AF	5 WVEE-F	5 WPCH-F	5 WKLS-F	5 WKLS-F	5 WSB -F	5 WSB -F
6	6 WYAY-AF	6 WYAY-AF	WKLS-F	6 WAPW-F<	6 WYAY-AF	6 WYAY-AF	6 WSB	6 WFOK-F	6 WFOK-F<	6 WPCH-F
7	7 WFOK-F	7 WPCH-F	7 WYAY-AF	7 WKLS-F<	7 WKHX-F	7 WFOK-F<	7 WFOK-F	7 WYAY-AF	7 WPCH-F	7 WAPW-F
8	8	8 WZGC-F	8 WZGC-F	8 WSB	8 WGST	8 WKLS-F	8 WYAY-AF	8 WSB	8 WYAY-AF	8
9	9	9	9 WSB	9	9	9	9 WKHX-F	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 WVEE-F>	1 WVEE-F>>	1 WVEE-F>>	1 WVEE-F>	1 WVEE-F>	1 WAPW-F	1 WVEE-F	1 WVEE-F	1 WVEE-F	1 WVEE-F
2 WAPW-F>>	2 WAPW-F>	2 WSB -F>	2 WSB -F<	2 WSB -F	2 WKLS-F<	2 WKLS-F	2 WKLS-F>	2 WKLS-F	2 WKLS-F
3 WKLS-F>	3 WSB -F>	3 WAPW-F>	3 WAPW-F>	3 WPCH-F	3 WVEE-F>>	3 WAPW-F>	3 WZGC-F	3 WAPW-F	3 WSB -F<
4 WKHX-F	4 WKLS-F	4 WYAY-AF	4 WPCH-F<	4 WFOK-F	4 WSB -F>	4 WSB -F	4 WSB -F	4 WSB -F	4 WFOK-F
5 WYAY-AF	5 WYAY-AF	5 WFOK-F	5 WFOK-F	5 WYAY-AF	5 WYAY-AF	5 WZGC-F	5 WAPW-F>	5 WFOK-F	5 WSB <
6 WSB -F	6 WFOK-F	6 WSTR-F<	6 WYAY-AF	WAPW-F>	6	6	6 WFOK-F<	6 WZGC-F	6 WZGC-F
7 WFOK-F	7 WKHX-F	7 WKLS-F<	7 WKLS-F<	7 WSTR-F<	7	7	7 WYAY-AF	7 WYAY-AF	7 WYAY-AF
8	8 WZGC-F	8 WZGC-F	8 WSTR-F	8 WKHX-F	8	8	8 WSTR-F	WSB	8 WAPW-F
9	9 WSTR-F	9	9 WKHX-F	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS			METRO CUME TSA	TSA
						SHARE/RTG/AQH/CUME				
TOP 40/CHR/CONTEMP		432 (1)	432 (1)	11.7	10.5	WAFS 920	Atlanta	0.3/0.9/ 14/ 212		
AOR/CLASSIC		430 (2)	430 (2)	11.6	12.9	WALR-F 104.7	Athens/Atlanta	0.6/2.6/ 45/ 939		
AC/OLDIES/SOFT ROCK		746 (4)	746 (4)	20.2	20.4	WCHK-F 105.7	Canton/Atlanta	0.4/1.0/ 15/ 284		
MOR/VARIETY	273 (1)		273 (1)	7.4	8.2	WGKA 1190	Atlanta	0.4/0.9/ 17/ 210		
COUNTRY	6 (1)	442 (5)	448 (6)	12.1	14.3	WIGO 1340	Atlanta	0.8/2.5/ 34/ 573		
BLACK/URBAN	34 (1)	616 (1)	650 (2)	17.6	18.6	WKHX 590	Atlanta	0.1/0.9/ 8/ 218		
BEAUTIFUL/EASY		333 (1)	333 (1)	9.0	9.1	WYZE 1480	Atlanta	0.3/0.9/ 14/ 214		
NEWS/TALK	170 (2)		170 (2)	4.6	4.7					
NOSTALGIA	44 (1)		44 (1)	1.2		WNGC-F 95.5	Athens	0.3/1.0/ 71/ 705		
RELIGION/GOSPEL	127 (2)	13 (1)	140 (3)	3.8	0.8	WVFJ-F 93.3	Manchester	0.3/1.7/ 23/ 514		
SPANISH										
CLASSICAL	17 (1)		17 (1)	0.5						
JAZZ/NEW AGE										
UNKNOWN/OTHERS	14 (1)		14 (1)	0.4	0.5					
	685 (10)	3012 (15)	3697 (25)							

RADIO STATIONS

AM STATIONS

WAKO, 1380, 5 KW	, Gospel/Black	NBN NBC, \$ 50.00	(Mc-Guild)	Summit	Rick Mack
WCNN, 680, 50 KW/10 KW (DA-N)	, News	CNN NBC, \$ 41.00	(HNWH)		Rob Jackson
WGKA, 1190, 10 KW (DAYS)	, Classical	, \$ 36.00	(CMBS)		Ethel Holley
WGST, 640, 50 KW/1 KW (DA-2)	, News/Talk	ABC I MBS, \$ 84.00	(Eastman)	Jacor	John Lauer
WIGO, 1340, 1 KW	, Black	SBN, \$ 38.00	(Roslin)		Vern Catron
WKHX, 590, 5 KW (DA-N) -- See WKHX-FM					
WNIV, 970, 5 KW (DAYS, DA)	, Religion	, \$ 22.00	(---)		Bob Camera
WQXI, 790, 5 KW/1 KW (DA-N) -- See WSTR-FM					
WSB, 750, 50 KW	, Full Service	APR APR, \$195.00	(Christal)	Cox	Bob Neil

FM STATIONS

WAPW, 99.7, 100 KW @ 1032	, CHR	, \$170.00	(Durpetti)	Susquehanna	Bill Phippen
WFOX, 97.1, 100 KW @ 1570	, Oldies	, \$154.00	(MMR)	Shamrock	Eddie Esserman
WKHX, 101.5, 100 KW @ 984	, Country	, \$179.00	(Republic)	Cap Cities/ABC	Vern Ore
WKLS, 96.1, 100 KW @ 984	, AOR	, \$180.00	(Katz)	Great American	Tom Connolly
WPCH, 94.9, 100 KW @ 984	, EZ	CBS, \$169.00	(Eastman)	Jacor	John Lauer
WSB, 98.5, 100 KW @ 1022	, AC	, \$220.00	(Christal)	Cox	Bob Neil
WSTR, 94.1, 100 KW @ 1022	, AC	, \$163.00	(Banner)	Jeff-Pilot	Clarke Brown
WVEE, 103.3, 100 KW @ 1022	, Black	SOURCE, \$198.00	(Mc-Guild)	Summit	Rick Mack
WYAI, 104.1, 60 KW @ 1218	-- Simulcast with WYAY (licensed to LaGrange)				
WYAY, 106.7, 100 KW @ 1400	, Country	, \$130.00	(MMR)	NewCity (GAINESVILLE)	Bob Green
WZGC, 92.9, 100 KW @ 914	, Classic AOR	, \$149.00	(HNWH)	Cook Inlet	Dave Meszaros

ATLANTIC CITY

Arbitron Rank/Pop (12+): 163/182,300

Stations: 27/9
Diaries: 613/297:1/42.7%
Sample Target: 550
% Below Line: 30.7
% Not Listed: 16.4

1989 Revenue: \$7,500,000
HH Inc.: \$25,262
Retail \$: 1.9 Bill
Pop per Station: 20,255
#1 Biller: WAYV-F \$2,600,000

MSA Rank/Pop: 151/309,300
Philadelphia ADI
Average Person Ratings: 17.7
Market TSL: 23.50 hours

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume
1. WFPG-F (EZ)	34/10.5	10.0	8.8	12.3	14.2	----	45/525	410/22.5	21.9	19.9			WFPG-F
2. WAYV-F (AC)	28/ 8.7	10.0	14.4	13.3	17.7	----	37/523	434/23.8	25.5	31.2			WAYV-F
3. WXTU-F (C)	22/ 6.8	2.9	4.4	4.3	3.8	----	26/245	205/11.2	7.0	8.4			WXTU-F
WRDR-F (BB)	22/ 6.8	6.5	3.8	2.5	4.4	----	24/174	159/ 8.7	9.1	7.7			WRDR-F
5. WUSS (B)	21/ 6.5	7.9	5.6	4.6	1.3	----	23/244	214/11.7	10.8	10.4			WUSS
6. WMID (BB)	17/ 5.3	5.3	6.2	7.7	7.9	----	26/293	200/11.0	13.4	10.8			WMID
WOND (B)	17/ 5.3	0.3	1.2	0.9	0.9	----	21/264	209/11.5	5.1	5.7			WOND
WMGM-F (CHR)	17/ 5.3	5.3	7.6	8.3	6.3	----	25/446	297/16.3	15.7	19.5			WMGM-F
9. WMMR-F (AOR)	16/ 5.0	4.4	5.3	4.0	6.3	----	18/326	250/13.7	15.4	15.1			WMMR-F
10. WZXL-F (AOR)	9/ 2.8	6.5	4.4	4.6	2.8	----	29/393	191/10.5	15.3	11.5			WZXL-F
WMID-F (AC)	9/ 2.8	3.2	3.8	5.6	3.2	----	11/242	183/10.0	9.4	11.6			WMID-F
12.													
13.													
14.													
15.													

12+ FM SHARE (METRO): 75.19% (203 of 270) (SPG 89: 79.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WUSS	1 WAYV-F	1 WAYV-F	1 WAYV-F	1 WAYV-F	1 WFPG-F	1 WFPG-F	1 WFPG-F	1 WFPG-F	1 WUSS	1 WUSS
2 WMGM-F	2 WMMR-F	2 WMMR-F	2 WFPG-F	2 WFPG-F	2 WRDR-F	2 WOND	2 WXTU-F	2 WXTU-F	2 WAYV-F	2 WFPG-F
3 WIOQ-F	3 WMGM-F	3 WFPG-F	3 WMMR-F	3 WXTU-F	3 WXTU-F	3 WMID	3 WRDR-F	3 WAYV-F	3 WRDR-F	3
WAYV-F	4 WZXL-F	4 WMGM-F	4 WXTU-F	4 WMMR-F	4 WOND	WAYV-F	WAYV-F	4 WUSS	4 WMGM-F	4
5 WUSL-F	5 WUSS	5 WUSS	5 WZXL-F	5 WUSS	5 WMID	5 WRDR-F	5 WOND	5 WMMR-F	5 WUSL-F	5
6	6 WMID-F	6	WMGM-F	6	6 WAYV-F	6	6	WRDR-F	WMMR-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 WUSS	1 WAYV-F	1 WAYV-F	1 WAYV-F	1 WAYV-F	1 WMMR-F	1 WMMR-F	1 WMMR-F	1 WMMR-F	1 WMMR-F
WMGM-F	2 WMGM-F	2 WMGM-F	2 WFPG-F	2 WFPG-F	2 WXTU-F	2 WZXL-F	2 WZXL-F	2 WAYV-F	2 WFPG-F
3 WMID	3 WUSS	3 WFPG-F	3 WUSS	3 WXTU-F	3 WMID-F	WMID-F	WAYV-F	3 WZXL-F	3 WXTU-F
WAYV-F	4 WFPG-F	4 WZXL-F	WMGM-F	4 WUSS	WMGM-F	WAYV-F	4 WYSP-F	WMID-F	4 WZXL-F
5	5 WZXL-F	WXTU-F	5 WXTU-F	WMGM-F	5	5	WMID-F	5 WFPG-F	5 WAYV-F
6	6	WMMR-F	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		26 (4)	26 (4)	9.6	15.6	WFPG	1450	Atlantic City	1.9/6.8/	6/ 143
AOR/CLASSIC		35 (4)	35 (4)	13.0	12.5				0.3/3.0/	4/ 100
AC/OLDIES/SOFT ROCK		49 (6)	49 (6)	18.1	26.6	WBSS-F	97.3	Millville/Vnlnnd	0.6/5.7/	10/ 204
MOR/VARIETY					0.7	WCAU	1210	Philadelphia	0.6/3.9/	2/ 83
COUNTRY		22 (1)	22 (1)	8.1	5.2	WEAZ-F	101.1	Philadelphia	0.3/2.6/	2/ 65
BLACK/URBAN	38 (2)	7 (1)	45 (3)	16.7	9.7	WEGX-F	106.1	Philadelphia	1.5/5.4/	5/ 127
BEAUTIFUL/EASY	6 (1)	36 (2)	42 (3)	15.6	13.8	WIOQ-F	102.1	Philadelphia	1.5/4.7/	8/ 125
NEWS/TALK	6 (2)	1 (1)	7 (3)	2.6	3.1	WIP	610	Philadelphia	1.2/3.0/	4/ 98
NOSTALGIA	17 (1)	22 (1)	39 (2)	14.4	11.8	WKSZ-F	100.3	Media	1.9/5.5/	12/ 200
RELIGION/GOSPEL						WKTU-F	98.3	Ocean City	0.6/4.1/	2/ 91
SPANISH						WMGK-F	102.9	Philadelphia	1.5/4.4/	5/ 84
CLASSICAL		5 (1)	5 (1)	1.9	1.0	WQGL-F	98.1	Philadelphia	1.5/5.0/	19/ 225
JAZZ/NEW AGE						WSLT-F	106.3	Ocean City/Smrs	0.3/0.0/	1/ 35
UNKNOWN/OTHERS						WSNI-F	104.5	Philadelphia	2.2/0.0/	9/ 148
	67 (6)	203 (21)	270 (27)			WUSL-F	98.9	Philadelphia	0.3/1.7/	1/ 51
						WNDB-F	96.5	Philadelphia	1.5/6.3/	5/ 127
						WYSP-F	94.1	Philadelphia		

RADIO STATIONS

WFPG	, 1450,	1 KW	-- See	WFPG-FM						
WMID	, 1340,	1 KW	, Nostalgia		NBC TALKNT,	\$15.00	(Republic)		Bill Musser	
WOND	, 1400,	1 KW	, Nostalgia (?)		ABC E MBS,	\$14.00	(Mc-Guild)		Dick Irland	
WUSS	, 1490,	1 KW/250 W	, Black		NBN,	\$15.00	(K & P)		Kevin Hall	
WAYV-F	, 95.1,	50 KW @ 330	, Contemp/AC			\$40.00	(Katz)	Ragan Henry	Violet Trofa	
WFPG-F	, 96.9,	50 KW @ 390	, EZ/Soft AC			\$34.00	(Eastman)	Hartstone/Dickstejn	Dick Taylor	
WMGM-F	, 103.7,	50 KW @ 395	, CHR			\$23.00	(Mc-Guild)		Dick Irland	
WMID-F	, 99.3,	3 KW @ 290	, AC			\$18.00	(Republic)		Bill Musser	
WRDR-F	, 104.9,	3 KW @ 280	, Nostalgia		APR,	\$12.00	(---	(EGG HARBOR)	John DeMasi	
WSLT-F	, 106.3,	3 KW @ 326	, Classical		UPI,	\$20.00	(Groskin)	(OCEAN CITY)	Neely Crowley	
WZXL-F	, 100.7,	38 KW @ 330	, AOR			\$15.00	(Durpetti)	(WILDWOOD)	Ray Martin	

Other ranked stations -- see Philadelphia

AUGUSTA

Arbitron Rank/Pop (12+): 107/332,700
 MSA Rank/Pop: 115/405,500
 Average Person Ratings: 17.9
 Market TSL: 23.50 hours

Stations: 18/16
 Diaries: 868/383:1/51.7%
 Sample Target: 730
 % Below Line: 0.8
 % Not Listed: 10.1

1989 Revenue: \$9,100,000
 HH Inc.: \$24,982
 Retail \$: 2.5 Bill
 Pop per Station: 20,793
 #1 Biller: WBBQ-AF \$3,300,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WBBQ-AF (CHR)	138/23.1	---	25.3	---	28.6	---	180/1890	1389/41.7		45.7	26.4	167	1871	WBBQ-AF
2. WFXA-F (B)	87/14.6	---	13.7	---	11.6	---	94/852	764/23.0		21.2	20.6	130	1066	WFXA-F
3. WZNY-F (AC)	62/10.4	---	10.5	---	12.4	---	74/1051	828/24.9		25.2	8.9	56	740	WZNY-F
4. WKXC-F (C)	54/ 9.1	---	8.1	---	3.1	---	80/810	536/16.1		15.7	10.8	68	617	WKXC-F
5. WGUS-F (C)	40/ 6.7	---	5.6	---	5.6	---	44/513	457/13.7		13.3	0.3	2	43	WGUS-F
6. WRXR-F (AOR)	39/ 6.5	---	8.8	---	6.0	---	47/525	456/13.7		14.9	8.7	55	627	WRXR-F
7. WCNA-F (EZ)	27/ 4.5	---	4.4	---	2.3	---	27/289	279/ 8.4		8.2	3.2	20	226	WCNA-F
8. WKZK (G)	25/ 4.2	---	2.5	---	3.5	---	27/213	204/ 6.1		4.3	2.7	17	122	WKZK
9. WGAC (MOR)	19/ 3.2	---	2.6	---	3.7	---	19/291	282/ 8.5		6.5	1.7	11	176	WGAC
10. WMTZ-F (AC)	16/ 2.7	---	3.3	---	3.1	---	20/319	285/ 8.6		9.8	1.9	12	179	WMTZ-F
11. WRDW-F (B)	9/ 1.5	---	2.1	---	6.4	---	17/261	139/ 4.2		5.5	2.8	18	237	WRDW-F

12+ FM SHARE (METRO): 88.43% (474 of 536) (SPG 89: 91.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFXA-F	1 WBBQ-AF>>1	1 WBBQ-AF>	1 WBBQ-AF>	1 WBBQ-AF>	1 WBBQ-AF>	1 WBBQ-AF>>1	1 WBBQ-AF>>1	1 WBBQ-AF>>1	1 WFXA-F	1 WFXA-F>>
2 WBBQ-AF	2 WFXA-F	2 WFXA-F	2 WZNY-F	2 WZNY-F	2 WKXC-F>	2 WFXA-F	2 WZNY-F	2 WFXA-F	2 WBBQ-AF>>2	2 WBBQ-F
3	3 WZNY-F	3 WZNY-F>	3 WFXA-F	3 WFXA-F	3 WFXA-F	3 WZNY-F>	3 WFXA-F	3 WZNY-F	3 WRXR-F	3 WZNY-F>
4	4 WRXR-F	4 WRXR-F	4 WKXC-F	4 WKXC-F	4 WKXC-F	4 WKXC-F	4 WKXC-F	4 WKXC-F	4 WKXC-F	4 WKXC-F
5	5	5 WKXC-F	5	5	5 WCNA-F	5 WKXC-F	5 WKXC-F	5 WKXC-F	5	5 WRXR-F
6	6	6	6	6	6 WZNY-F	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 WBBQ-AF>>1	1 WBBQ-AF>	1 WBBQ-AF	1 WBBQ-AF>	1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF>	1 WBBQ-AF>	1 WBBQ-AF>
2 WFXA-F	2 WZNY-F	2 WZNY-F	2 WZNY-F	2 WZNY-F	2 WRXR-F	2 WRXR-F	2 WFXA-F	2 WFXA-F	2 WKXC-F
3 WZNY-F>	3 WFXA-F	3 WFXA-F>	3 WFXA-F>>	3 WFXA-F	3 WFXA-F>>	3 WFXA-F>	3 WZNY-F>	3 WRXR-F>	3 WFXA-F
4 WRXR-F>	4	4 WMTZ-F	4 WKXC-F	4 WKXC-F>	4 WKXC-F>	4 WKXC-F>	4 WKXC-F>	4 WKXC-F>	4 WZNY-F
5 WKXC-F>	5	5 WKZK	5 WKXC-F	5 WKXC-F	5 WRDW-F>	5	5 WKXC-F	5 WKXC-F	5 WKXC-F
6	6	6 WKXC-F>	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	6 (1)	132 (1)	138 (2)	25.7	28.4	WFAM 1050 Augusta	0.7/2.2/ 4/ 84
AOR/CLASSIC		39 (1)	39 (1)	7.3	9.7	WNTA 1550 Augusta	0.3/1.7/ 2/ 57
AC/OLDIES/SOFT ROCK		78 (2)	78 (2)	14.6	15.3	WTHO-F 101.7 Thomson	0.5/2.8/ 10/ 180
MOR/VARIETY	25 (2)		25 (2)	4.7	2.9	WTWA 1240 Thomson	1.0/1.5/ 6/ 59
COUNTRY		100 (4)	100 (4)	18.7	16.8		
BLACK/URBAN		98 (3)	98 (3)	18.3	18.9	WCOS-F 97.9 Columbia	0.5/1.7/ 10/ 156
BEAUTIFUL/EASY		27 (1)	27 (1)	5.0	4.8	WDM-F 101.3 Sumter	0.3/2.7/ 18/ 243
NEWS/TALK							
NOSTALGIA							
RELIGION/GOSPEL	29 (2)		29 (2)	5.4	3.3		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	2 (1)		2 (1)	0.4			
	62 (6)	474 (12)	536 (18)				

RADIO STATIONS

WGAC, 580, 5 KW/1 KW (DA-N), MOR	CBS, \$ 14.00 (Republic)	Warren Watkins
WKZK, 1600, 500 W (DAYS), GOSPEL	SBN, \$ 11.00 (---)	Walter Robinson
WBBQ-F, 104.3, 100 KW @ 1003, CHR	ABC C, \$ 75.00 (Eastman)	E. Florie
WCNA-F, 98.3, 1.4 KW @ 484, EZ	APR, \$ 14.00 (---)	Wayne Farmer
WFXA-F, 103.1, 3 KW @ 300, BLACK	CBS, ABC I, \$ 25.00 (Katz)	Bill Jaeger
WGUS-F, 102.3, 3 KW @ 328, COUNTRY	UNIULT, \$ 22.00 (Republic)	Victor Diehm
WKXC-F, 99.5, 23 KW @ 728, COUNTRY	SBN, \$ 20.00 (McGuilid)	Deane Hargrove
WMTZ-F, 94.3, 3 KW @ 300, OLDIES	UNIULT, \$ 13.00 (K & P)	Bill Barry
WRDW-F, 96.7, 1 KW @ 515, BLACK	, \$ 9.00 (K & P)	Veronica Cunningham
WRXR-F, 96.3, 25 KW @ 900, AOR	ABC R, \$ 21.00 (HNWH)	Tom Plak
WZNY-F, 105.7, 100 KW @ 1167, AC	APR, UNIPWR, \$ 48.00 (Christal)	Chris Pellegrino

AUSTIN

Arbitron Rank/Pop (12+): 59/634,000

Stations: 25/18
Diaries: 1188/534:1/51.7%
Sample Target: 1000
% Below Line: 3.7
% Not Listed: 17.7

1989 Revenue: \$23,000,000
HH Inc.: \$27,114
Retail \$: 4.9 Bill
Pop per Station: 35,222
#1 Biller: KASE-F \$4,500,000

MSA Rank/Pop: 66/775,200

ADI # 71

Average Person Ratings: 16.7

Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KASE-F (C)	153/14.5	17.0	15.4	12.7	13.4	14.9	212/2373	1816/28.6	24.7	23.6	15.4	178	1526	KASE-F
2. KLBJ-F (AOR)	99/ 9.4	7.9	10.6	9.2	8.7	9.3	128/1739	1438/22.7	22.1	22.7	14.0	162	1988	KLBJ-F
3. KHFI-F (CHR)	91/ 8.6	6.3	6.6	6.0	7.0	6.9	95/1361	1275/20.1	18.3	20.8	9.1	105	1472	KHFI-F
4. KKMJ-F (AC)	80/ 7.6	9.5	7.8	7.0	7.2	8.0	94/1249	1123/17.7	18.9	17.1	5.3	61	670	KKMJ-F
5. KBTS-F (CHR)	78/ 7.4	8.5	9.0	10.2	11.0	8.8	131/2237	1468/23.2	23.6	26.4	10.2	118	2103	KBTS-F
6. KPEZ-F (CL AOR)	53/ 5.0	4.1	4.1	4.3	4.5	4.4	58/989	903/14.2	11.5	13.4	5.1	59	1238	KPEZ-F
KLBJ (N/T)	53/ 5.0	4.0	4.2	4.3	4.3	4.4	58/1017	874/13.8	15.6	13.4	4.1	47	639	KLBJ
8. KEYI-F (AC)	47/ 4.4	3.6	4.2	4.6	5.5	4.2	52/1087	945/14.9	13.6	13.5	1.8	21	477	KEYI-F
9. KQFX-F (O)	38/ 3.6	4.4	2.2	3.1	4.4	3.3	45/772	682/10.8	7.9	11.3	4.3	50	580	KQFX-F
10. KLTD-F (O)	30/ 2.8	2.0	2.4	3.2	2.3	2.6	72/901	532/ 8.4	7.4	7.9	2.7	31	442	KLTD-F
11. KVET (C)	29/ 2.7	2.2	2.6	2.2	2.3	2.4	31/570	535/ 8.4	6.2	7.7	1.6	18	273	KVET
12. KGSR-F (J/NA)	23/ 2.2	2.6	2.2	2.9	2.4	2.5	26/519	512/ 8.1	7.0	6.9	3.0	35	461	KGSR-F
13. KTXZ (SP)	17/ 1.6	1.9	1.9	1.6	1.3	1.8	17/202	183/ 2.9	2.7	1.8	0.5	6	125	KTXZ
14. KAPT-F (EZ)	13/ 1.2	1.9	2.3	2.4	1.3	2.0	13/423	377/ 5.9	5.8	6.9	2.0	23	421	KAPT-F

12+ FM SHARE (METRO): 83.45% (726 of 870) (SPG 89: 84.08%)

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 KHFI-F	1 KASE-F
2 KBTS-F	2 KASE-F	2 KLBJ-F	2 KLBJ-F	2 KKMJ-F	2 KKMJ-F	2 KLBJ-F	2 KLBJ-F	2 KASE-F	2 KASE-F	2 KLBJ-F
3 KASE-F	3 KHFI-F	3 KKMJ-F	3 KKMJ-F	3 KLBJ-F	3 KLBJ-F	3 KLBJ-F	3 KKMJ-F	3 KHFI-F	3 KBTS-F	3 KLBJ-F
4	4 KBTS-F	4 KHFI-F	4 KPEZ-F	4 KPEZ-F	4 KVET	4 KBTS-F	4 KHFI-F	4 KBTS-F	4 KLBJ-F	4 KHFI-F
5	5 KPEZ-F	5 KPEZ-F	5 KHFI-F	5 KHFI-F	5 KLBJ-F	5 KHFI-F	5 KPEZ-F	5 KKMJ-F	5 KLBJ	5
6	6 KKMJ-F	6 KBTS-F	6 KQFX-F	6 KQFX-F	6 KEYI-F	6 KLBJ	6 KEYI-F	6	6	6
7	7	7	7 KBTS-F	7 KBTS-F	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 KHFI-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 KASE-F
2 KASE-F	2 KHFI-F	2 KHFI-F	2 KKMJ-F	2 KKMJ-F	2 KPEZ-F	2 KPEZ-F	2 KPEZ-F	2 KASE-F	2 KLBJ-F
3 KBTS-F	3 KBTS-F	3 KKMJ-F	3 KHFI-F	3 KHFI-F	3 KASE-F	3 KASE-F	3 KASE-F	3 KPEZ-F	3 KPEZ-F
4 KLBJ-F	4 KKMJ-F	4 KQFX-F	4 KBTS-F	4 KQFX-F	4 KHFI-F	4 KHFI-F	4 KHFI-F	4 KHFI-F	4 KKMJ-F
5 KKMJ-F	5 KLBJ-F	5 KLBJ-F	5 KLBJ-F	5 KEYI-F	5 KBTS-F	5 KBTS-F	5 KBTS-F	5 KKMJ-F	5 KLBJ
6 KEYI-F	6 KEYI-F	6 KLBJ-F	6 KEYI-F	6 KLBJ-F	6	6	6 KKMJ-F	6 KBTS-F	6 KBTS-F
7	7	7	7	7	7	7	7 KLBJ	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
	SHARE	SHARE	SHARE					SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		169 (2)	169 (2)	19.4	22.3		KFON 1370 Rollingwood/Aus	0.7/2.7/ 7/ 172		
AOR/CLASSIC		162 (3)	162 (3)	18.6	16.7		KIXL 970 Del Valle/Austn	0.8/2.6/ 10/ 181		
AC/OLDIES/SOFT ROCK		195 (4)	195 (4)	22.4	24.0		KMOW 1490 Austin	0.5/1.5/ 5/ 109		
MOR/VARIETY							KTAE 1260 Taylor	0.7/1.8/ 8/ 161		
COUNTRY	38 (3)	153 (1)	191 (4)	22.0	19.4					
BLACK/URBAN							KISS-F 99.5 San Antonio	0.9/1.8/ 11/ 148		
BEAUTIFUL/EASY		13 (1)	13 (1)	1.5	3.2		KKYX 680 San Antonio	0.5/1.0/ 36/ 324		
NEWS/TALK	73 (4)		73 (4)	8.4	6.3		KOKE-F 101.7 Giddings	0.4/0.8/ 4/ 61		
NOSTALGIA	5 (1)		5 (1)	0.6			KSAH 720 Universal City	0.4/1.1/ 11/ 127		
RELIGION/GOSPEL							KZVE-F 107.5 San Antonio	0.7/1.2/ 9/ 96		
SPANISH	21 (2)	7 (1)	28 (3)	3.2	3.2		WBAP 820 Ft.Worth/Dallas	0.4/1.0/ 15/ 183		
CLASSICAL							WOAI 1200 San Antonio	0.5/2.8/ 10/ 325		
JAZZ/NEW AGE		23 (1)	23 (1)	2.6	3.0					
UNKNOWN/OTHERS	7 (1)	4 (1)	11 (2)	1.3	0.5					
	144 (11)	726 (14)	870 (25)							

RADIO STATIONS

KLBJ , 590, 5 KW/1 KW (DA-N), News/Talk	CBS MBS, \$36.00 (Eastman)	Ted Smith
KTXZ , 1560, 2.5 KW (DA-2), Hispanic	UNIULT, \$13.00 (Katz Hisp.)	Joe Morales
KVET , 1300, 5 KW/1 KW (DA-2), Country	ABC I, \$25.00 (Katz)	Ron Rogers
KAPT-F, 94.7, 100 KW @ 1257, Soft AC/EZ	, \$21.00 (Durpetti)	Mark Grubbs
KBTS-F, 93.3, 100 KW @ 1949, CHR	, \$58.00 (Christal)	Gayle Shaw (KILLEEN)
KEYI-F, 103.5, 100 KW @ 1257, AC	, \$50.00 (Republic)	Mike Scott
KGSR-F, 107.1, 46 KW @ 516, Jazz/AC	, \$25.00 (Mc-Guild)	Brian Beasley
KHFI-F, 98.3, 1 KW @ 420, CHR	, \$45.00 (Republic)	Beverly Ray
KKMJ-F, 95.5, 100 KW @ 1001, AC	, \$75.00 (CBS)	Lon Bason
KLBJ-F, 93.7, 97 KW @ 1050, AOR	, \$68.00 (Eastman)	Ted Smith
KLTD-F, 99.1, 19 KW @ 1814, Oldies	UNISUP UNIULT, \$24.00 (Torbet)	Mark Klester (LAMPASAS)
KPEZ-F, 102.3, 3 KW @ 300, Classic AOR	, \$35.00 (Christal)	Natalie Conner
KQFX-F, 96.7, 100 KW @ 951, Oldies	, \$29.00 (Banner)	Greg Hale (GEORGETOWN)
KASE-F, 100.7, 100 KW @ 1190, Country	, \$100.00 (Katz)	Ron Rogers

Miscellaneous Comments: KQFX-F sold by Capitol (Johnson) to Joyner for \$13,100,000 (price included cost of WTRG-F in Dallas)...KHFI-F sold by Encore to Spur Austin for \$4,800,000 (Americom)...

BAKERSFIELD

Arbitron Rank/Pop (12+): 98/357,700
 MSA Rank/Pop: 93/530,300
 Average Person Ratings: 15.8
 Market TSL: 21.50 hours

Stations: 27/22
 Diaries: 727/492:1/46.2%
 Sample Target: 750
 % Below Line: 3.7
 % Not Listed: 14.0

1989 Revenue: \$14,000,000
 HH Inc.: \$27,865
 Retail \$: 3.3 Bil
 Pop per Station: 16,259
 #1 Biller: KUZZ-AF \$2,800,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KUZZ-AF (C)	111/19.6	18.2	18.4	18.0	15.4	---	121/1308	1074/30.0	28.8	39.4	23.7	144	1651	KUZZ-AF
2. KKOX-F (CHR)	77/13.6	13.3	13.2	11.9	6.7	---	78/1000	923/25.8	29.9	27.9	15.5	94	1207	KKOX-F
3. KGFM-F (EZ)	45/ 8.0	4.7	6.8	8.0	6.8	---	47/496	457/12.8	10.2	12.5	2.8	17	246	KGFM-F
4. KAFY (SP)	38/ 6.7	3.5	2.7	2.4	2.0	---	38/290	256/ 7.2	6.2	6.4	5.6	34	376	KAFY
5. KWAC (SP)	29/ 5.1	7.9	7.2	4.5	3.4	---	30/269	256/ 7.2	10.4	9.0	3.6	22	444	KWAC
KKBB-F (AOR)	29/ 5.1	4.4	8.9	8.0	5.2	---	29/377	367/10.3	9.5	14.2	5.3	32	396	KKBB-F
7. KERN (MOR)	24/ 4.2	4.7	6.2	5.0	4.6	---	29/425	374/10.5	12.2	11.9	4.6	28	373	KERN
8. KERN-F (O)	19/ 3.4	3.9	4.8	6.2	9.6	---	21/402	363/10.1	13.0	17.6	3.8	23	441	KERN-F
9. KRAB-F (AOR)	15/ 2.7	1.5	---	---	---	---	15/304	304/ 8.5	3.7	0.0	4.1	25	412	KRAB-F
10. KBOS-F (CHR)	12/ 2.1	2.1	1.7	2.4	2.1	---	76/932	227/ 6.3	3.6	5.8	3.1	19	270	KBOS-F
KGEO (O)	12/ 2.1	2.3	3.5	5.0	5.0	---	12/235	235/ 6.6	8.5	10.8	1.5	9	158	KGEO
12. KMYX-F (SAC)	11/ 1.9	0.5	---	---	---	---	11/170	170/ 4.8	1.3	0.0	0.2	1	36	KMYX-F
13. KLLY-F (AC)	9/ 1.6	4.9	4.8	4.5	3.3	---	12/201	192/ 5.4	12.0	11.4	4.4	27	276	KLLY-F
KIWI-F (CL)	9/ 1.6	2.5	2.1	1.4	1.5	---	12/244	181/ 5.1	5.8	4.8	1.2	7	141	KIWI-F

12+ FM SHARE (METRO): 64.61% (314 of 486) (SPG 89: 64.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKOX-F	1 KKOX-F	1 KUZZ-AF	1 KUZZ-AF>>1	KUZZ-AF>>1	KUZZ-AF>>1	KUZZ-AF>>1	KUZZ-AF>>1	KUZZ-AF	1 KKOX-F>	1 KUZZ-F
2	2 KUZZ-AF	2 KKOX-F>	2 KKOX-F	2 KKOX-F	2 KGFM-F>>	2 KKOX-F>	2 KKOX-F	2 KKOX-F>	2 KUZZ-AF>	2 KAFY
3	3 KAFY >	3 KAFY	3 KKBB-F	KAFY <	3 KERN	3 KGFM-F<	3 KGFM-F>	3 KGFM-F>	3 KGFM-F>	3 KKOX-F
4	4 KKBB-F>	4 KKBB-F>	4 KWAC	4 KWAC	4 KWAC	4 KAFY	4 KWAC <	4 KKBB-F	4 KAFY	4 KUZZ >
5	5 KWAC	5 KWAC	5 KGFM-F	KGFM-F	5	5 KERN	5 KAFY	5 KWAC	5 KKBB-F	5 KGFM-F
6	6 KRAB-F	6	6	6 KKBB-F	6	6 KWAC	6 KKBB-F	6 KAFY	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 KKOX-F>	1 KKOX-F>	1 KUZZ-AF>>1	KUZZ-AF	1 KUZZ-AF>>		1 KAFY	1 KKOX-F<	1 KUZZ-AF>	1 KUZZ-AF>	1 KUZZ-AF>>
2 KUZZ-AF	2 KUZZ-AF>>2	KKOX-F	2 KKOX-F>>	2 KGFM-F		2 KKOX-F>>	2 KAFY	2 KKOX-F	2 KKOX-F	2 KERN
3 KKBB-F	3 KAFY	KAFY	3 KKBB-F	KAFY		3 KUZZ-AF	3 KUZZ-AF>	3 KRAB-F	KAFY >	3 KWAC
4 KRAB-F	4 KKBB-F	4 KWAC	4 KAFY	4 KKOX-F		4 KKBB-F>>	4 KKBB-F	4 KAFY	4 KKBB-F	4 KKOX-F
KERN-F	5 KWAC	5 KKBB-F>>	5 KWAC	5 KWAC		5 KBOS-F	5 KRAB-F	5 KWAC	5	5 KKBB-F
KAFY >	6	6 KBOS-F	6	6 KKBB-F		KERN-F>	6	6 KKBB-F>	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		89 (2)	89 (2)	18.3	23.7	KBAD	1350 Bakersfield	0.9/2.5/	5/	90
AOR/CLASSIC		44 (2)	44 (2)	9.1	10.3	KERI	1180 Wasco	0.5/2.9/	6/	157
AC/OLDIES/SOFT ROCK	12 (1)	45 (4)	57 (5)	11.7	10.8	KHIS-F	96.5 Bakersfield	1.1/4.4/	6/	156
MOR/VARIETY	33 (3)		33 (3)	6.8	7.7	KKRV-F	102.3 Kernville	1.1/2.7/	6/	96
COUNTRY	41 (2)	73 (1)	114 (3)	23.5	21.3	KPMC	1560 Bakersfield	0.7/3.2/	5/	136
BLACK/URBAN						KTIE-F	107.1 Bakersfield	0.5/2.0/	3/	73
BEAUTIFUL/EASY		45 (1)	45 (1)	9.3	7.9	KVIL	1140 Lake Isabella	0.9/1.4/	5/	49
NEWS/TALK	4 (2)		4 (2)	0.8		KXEM	1590 McFarland/Bkrsf	0.9/2.7/	6/	120
NOSTALGIA	2 (1)		2 (1)	0.4						
RELIGION/GOSPEL	3 (1)	6 (1)	9 (2)	1.9	2.6	KFI	640 Los Angeles	0.4/1.6/	5/	128
SPANISH	72 (3)		72 (3)	14.8	12.5	KFRE	940 Fresno	0.5/0.0/	28/	346
CLASSICAL		9 (1)	9 (1)	1.9	2.4	KMJ	580 Fresno	0.4/1.8/	30/	332
JAZZ/NEW AGE						KMPC	710 Los Angeles	0.4/2.3/	2/	92
UNKNOWN/OTHERS	5 (1)	3 (1)	8 (2)	1.6	0.9					
	172 (14)	314 (13)	486 (27)							

RADIO STATIONS

KAFY, 970, 1 KW/5 KW (DA-1), HISPANIC	UPI, \$ 20.00 (Caballero)	Mary Helen Barro
KERN, 1410, 1 KW, NEWS/TALK	ABC I ABC T, \$ 20.00 (Christal)	Roger Brandon
KGEO, 1230, 1 KW, OLDIES	UNISUP, \$ 16.00 (McGuild)	Gary Conrad
KUZZ, 550, 5 KW (DA-2) -- SEE KUZZ-F		
KWAC, 1490, 1 KW, HISPANIC		Ed Hopple
KERN-F, 94.1, 5 KW @ 1310, OLDIES		
KGFM-F, 101.5, 5 KW @ 1280, EZ/BTFL	UNISUP, \$ 24.00 (Christal)	Roger Brandon
KIWI-F, 92.1, 3 KW @ 164, CLASSICAL		Gary Conrad
KKBB-F, 97.7, 3 KW @ 328, CLASSIC AOR		Bill Cartis
KKOX-F, 105.3, 35 KW @ 584, CHR		
KLLY-F, 95.3, 2 KW @ 394, AC	APR, \$ 20.00 (HMWH)	Randy Warwick
KRAB-F, 106.3, 2 KW @ 374, AOR	UNISUP, \$ 15.00 (---)	
KUZZ-F, 107.9, 6 KW @ 1358, COUNTRY		
KHIS-F, 96.5, 50 KW @ 500, RELIGION		Mel Owens
KTIE-F, 107.1, 3 KW @ 160, ??		Scott Williams

BALTIMORE

Arbitron Rank/Pop (12+): 17/2,006,100
 MSA Rank/Pop: 16/2,357,500
 ADI # 22
 Average Person Ratings: 18.2
 Market TSL: 24.00 hours

Stations: 33/20
 Diaries: 2047/980:1/56.5%
 Sample Target: 1740
 % Below Line: 12.7
 % Not Listed: 11.5

1989 Revenue: \$61,500,000
 HH Inc.: \$31,5280
 Retail \$: 16.0 Bill
 Pop per Station: 100,305
 #1 Biller: WMMX-F \$10,000,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WBAL (N/T)	322/ 8.8	7.8	7.5	9.7	9.6	8.4	337/4409	4214/21.0	18.3	23.7	6.6	249	3454	WBAL
2. WKYV-F (B)	301/ 8.2	8.4	9.1	7.3	7.6	8.3	315/3363	3206/16.0	15.8	14.8	12.1	457	5259	WKYV-F
3. WPOC-F (C)	250/ 6.8	6.7	5.3	6.4	6.5	6.3	283/3047	2638/13.1	11.7	12.3	5.1	194	2025	WPOC-F
4. WIYY-F (AOR)	243/ 6.7	6.2	6.4	6.2	6.7	6.4	266/3458	3168/15.8	15.1	15.2	8.2	310	3244	WIYY-F
5. WLIF-F (EZ)	239/ 6.5	8.0	7.9	9.1	8.6	7.9	255/3187	2973/14.8	16.3	16.7	6.6	248	2493	WLIF-F
6. WMMX-F (AC)	224/ 6.1	6.5	7.5	6.1	7.3	6.6	234/3497	3305/16.5	19.4	17.4	6.4	242	2885	WMMX-F
7. WBSB-F (CHR)	213/ 5.8	5.5	6.6	5.2	6.0	5.8	257/4338	3789/18.9	18.1	18.1	6.9	259	3759	WBSB-F
8. WQSR-F (O)	181/ 5.0	4.8	5.3	4.1	2.8	4.8	190/2472	2335/11.6	14.1	10.1	4.6	174	2016	WQSR-F
9. WYST-F (SAC)	122/ 3.3	2.8	3.1	2.3	2.3	2.9	124/1888	1818/ 9.1	9.5	8.5	1.5	55	1242	WYST-F
10. WCBM (T)	109/ 3.0	3.3	3.2	2.9	2.6	3.1	109/1208	1208/ 6.0	5.8	5.5	2.8	106	953	WCBM
11. WBGR (R/GOSP)	107/ 2.9	2.9	1.9	3.0	2.1	2.7	111/888	871/ 4.3	3.8	4.9	2.3	86	759	WBGR
12. WHFS-F (AOR)	87/ 2.4	1.4	2.0	2.7	2.3	2.1	91/1614	1537/ 7.7	5.4	6.5	2.9	111	1677	WHFS-F
13. WWIN-F (B)	80/ 2.2	2.9	2.1	2.0	2.0	2.3	80/1098	1093/ 5.4	6.8	7.8	1.9	73	1178	WWIN-F
WITH (BB)	80/ 2.2	1.8	1.2	1.5	1.5	1.7	81/884	875/ 4.4	3.8	4.0	1.9	71	500	WITH
15. WWDC-F (AOR)	66/ 1.8	1.4	1.6	1.3	1.6	1.5	77/1795	1525/ 7.6	6.7	7.4				WWDC-F
16. WGRX-F (CL AOR)	65/ 1.8	2.4	2.0	3.2	2.0	2.3	97/2041	1462/ 7.3	6.9	7.8	2.8	106	1445	WGRX-F
17.														
18.														
19.														
20.														

12+ FM SHARE (METRO): 74.09% (2394 of 3231) (SPG 89: 74.24%)

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 WKYV-F	1 WMMX-F	1 WMMX-F	1 WBAL >	1 WBAL >	1 WLIF-F	1 WKYV-F	1 WBAL	1 WBAL >
2 WKYV-F >	2 WKYV-F	2 WIYY-F <	2 WKYV-F	2 WKYV-F	2 WPOC-F <	2 WPOC-F	2 WPOC-F <	2 WIYY-F	2 WKYV-F >	2 WKYV-F
3 WIYY-F	3 WMMX-F	3 WMMX-F >	3 WQSR-F	3 WQSR-F	3 WLIF-F >	3 WKYV-F	3 WMMX-F	3 WPOC-F <	3 WBSB-F	3 WCBM
4	4 WBSB-F >	4 WQSR-F	4 WPOC-F	4 WPOC-F	4 WQSR-F	4 WIYY-F	4 WKYV-F <	4 WMMX-F <	4 WIYY-F >	4 WIYY-F
5	5 WHFS-F >	5 WBSB-F <	5 WIYY-F <	5 WLIF-F	5 WCBM	5 WLIF-F <	5 WBAL <	5 WLIF-F	5 WPOC-F	5 WPOC-F
6	6 WPOC-F	6 WPOC-F	6 WLIF-F	6 WIYY-F	6 WKYV-F	6 WMMX-F	6 WIYY-F	6 WBSB-F	6 WCBM	6 WBSB-F
7	7 WQSR-F <	7 WLIF-F	7 WBSB-F	7 WBSB-F <	7 WMMX-F	7 WBSB-F <	7 WQSR-F	7 WBAL	7 WMMX-F	7 WMMX-F
8	8 WYST-F	8	8	8 WBAL	8 WBGR	8 WQSR-F	8	8 WQSR-F	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 WIYY-F <	1 WKYV-F	1 WMMX-F <	1 WKYV-F <	1 WMMX-F <	1 WIYY-F >	1 WIYY-F >	1 WIYY-F >	1 WIYY-F >	1 WPOC-F
2 WKYV-F	2 WMMX-F	2 WKYV-F >	2 WMMX-F >	2 WKYV-F >	2 WKYV-F	2 WKYV-F	2 WMMX-F	2 WKYV-F	2 WQSR-F
3 WBSB-F	3 WIYY-F	3 WIYY-F	3 WBSB-F	3 WQSR-F	3 WHFS-F	3 WHFS-F	3 WKYV-F	3 WQSR-F <	3 WIYY-F
4 WMMX-F >	4 WBSB-F >	4 WBSB-F	4 WIYY-F	4 WLIF-F <	4 WWDC-F	4 WMMX-F	4 WBSB-F <	4 WPOC-F	4 WLIF-F
5 WYST-F	5 WQSR-F	5 WQSR-F >	5 WQSR-F	5 WPOC-F <	5 WBSB-F	5 WBSB-F <	5 WHFS-F	5 WMMX-F <	5 WMMX-F
6 WHFS-F	6 WQSR-F	6 WYST-F	6 WYST-F <	6 WBSB-F	6 WPGC-F	6 WWDC-F >	6 WPOC-F	6 WLIF-F	6 WBAL <
7 WPGC-F	7 WHFS-F	7 WWIN-F	7 WPOC-F	7 WYST-F <	7 WGRX-F	7 WBAL	7 WWDC-F	7 WBAL	7 WKYV-F
8	8	8 WPOC-F	8 WLIF-F	8 WIYY-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

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
								SHARE/RTC/AQH/CUME		
TOP 40/CHR/CONTEMP		319 (4)	319 (4)	9.9	12.9	WCAO	600 Baltimore	1.6/4.5/	60/	961
AOR/CLASSIC		461 (4)	461 (4)	14.3	14.0	WEBB	1360 Baltimore	0.8/3.4/	28/	676
AC/OLDIES/SOFT ROCK	35 (1)	567 (5)	602 (6)	18.6	20.3	WRBS-F	95.1 Baltimore	1.3/2.9/	53/	660
MOR/VARIETY	11 (1)		11 (1)	0.3	0.4	WTTR	1470 Westminster	0.3/0.5/	11/	107
COUNTRY	57 (1)	271 (2)	328 (3)	10.2	9.2	WWIN	1400 Baltimore	1.5/4.4/	53/	891
BLACK/URBAN	81 (2)	426 (4)	507 (6)	15.7	13.4	WYST	1010 Baltimore	1.0/2.5/	35/	508
BEAUTIFUL/EASY		289 (2)	289 (2)	8.9	9.9					
NEWS/TALK	466 (3)		466 (3)	14.4	14.1	WASH-F	97.1 Washington	0.5/2.0/	23/	441
NOSTALGIA	80 (1)		80 (1)	2.5	1.7	WAVA-F	105.1 Arlington/Wash	0.4/3.0/	22/	767
RELIGION/GOSPEL	107 (1)	49 (1)	156 (2)	4.8	3.5	WGAY-F	99.5 Washington	1.4/2.5/	52/	525
SPANISH						WGMS-F	103.5 Washington	0.3/0.7/	16/	193
CLASSICAL		12 (1)	12 (1)	0.4		WHUR-F	96.3 Washington	0.6/3.8/	28/	834
JAZZ/NEW AGE						WKYS-F	93.9 Washington	0.6/2.0/	26/	468
UNKNOWN/OTHERS					0.6	WLTT-F	94.7 Bethesda/Washg	0.6/2.0/	33/	505
						WMZQ-F	98.7 Washington	0.6/1.8/	43/	528
	837 (10)	2394 (23)	3231 (33)			WPGC-F	95.5 Morningside	1.6/6.0/	65/	1343
						WRQX-F	107.3 Washington	0.9/4.8/	46/	1148
						WTOP	1500 Washington	1.0/4.3/	38/	927

RADIO STATIONS

AM STATIONS

WBAL, 1090, 50 KW (DA-N)	, NEWS/TALK	CBS, \$ 135.00 (HNWH)	Hearst	Dave Barrett
WBGR, 860, 2.5 KW/100 W (DA-1)	, GOSPEL/RELIGION	NBN, \$ 45.00 (Roslin)	Mortenson	Sam Beasley
WCAO, 600, 5 KW (DA-1)	, COUNTRY	NBC, \$ 52.00 (Mc-Guild)	Summit	Roy Deutschman
WCBM, 680, 10 KW/5 KW (DA-2)	, TALK	ABC I ABC T, \$ 48.00 (Katz)		Myron Laufer
WEBB, 1360, 5 KW/1.7 KW (DA-1)	, BLACK	SBN, \$ 33.00 (Roslin)		Dorothy Brunson
WITH, 1230, 1 KW	, NOSTALGIA	MBS UNISUP, \$ 38.00 (K & P)		
WWIN, 1400, 1 KW	, BLACK	, \$ 32.00 (Durpetti)	Almic (P)	Barry Smith
WYST, 1010, 1 KW (DAYS)	, OLDIES	APR, \$ 30.00 (MMR)	United	Bill Hooper

FM STATIONS

WBSB, 104.3, 50 KW @ 420, CHR	ABC C, \$ 135.00 (Banner)	Scripps-Howard	Jim Fox
WGRX, 100.7, 16 KW @ 861, CLASSIC AOR	ABC FM, \$ 55.00 (Durpetti)	Shamrock-Lynett	Bill Hopkinson
		(WESTMINSTER)	
WIYY, 97.9, 13 KW @ 946, AOR	ABC R, \$ 117.00 (HNWH)	Hearst	Dave Barrett
WLIF, 101.9, 13 KW @ 960, EZ/SOFT AC	, \$ 168.00 (Christal)	Infinity	Winnie Brugman
WPOC, 93.1, 16 KW @ 860, COUNTRY	, \$ 110.00 (Banner)	Nationwide	Jennifer Grimm
WQSR, 105.7, 50 KW @ 492, OLDIES	, \$ 102.00 (MMR)	Sconnix	James Murray
WRBS, 95.1, 50 KW @ 500, RELIGION	, \$ 20.00 (—)		Tom Bisset
WWIN, 95.9, 3 KW @ 300, URBAN/CHR	UNISUP, \$ 60.00 (Durpetti)	Almic (P)	Barry Smith
WWMX, 106.5, 7 KW @ 1217, AC	, \$ 170.00 (Katz)	Capitol-Goodman	Bob Lind
WXYV, 102.7, 50 KW @ 437, BLACK	, \$ 138.00 (McGuild)	Summit	Roy Deutschman
WYST, 92.3, 10 KW @ 560, AC	APR, \$ 66.00 (MMR)	United	Scott Fey

OTHER RANKED STATIONS -- SEE WASHINGTON

BATON ROUGE

Arbitron Rank/Pop (12+): 80/435,400

Stations: 22/16
Diaries: 943/462:1/50.0%
Sample Target: 840
% Below Line: 11.6
% Not Listed: 11.9

1989 Revenue: \$12,800,000
HH Inc.: \$26,846
Retail \$: 3.6 Bill
Pop per Station: 27,212
#1 Biller: WYNK-AF \$2,800,000

MSA Rank/Pop: 92/534,300

ADI # 94

Average Person Ratings: 17.2

Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WYNK-AF (C)	94/12.6	14.6	8.7	14.7	14.8	12.6	224/2616	1083/24.9	21.3	25.1	14.9	111	187	WYNK-AF
2. KQXL-F (B)	93/12.4	11.8	9.9	11.3	13.5	11.4	124/1289	885/20.3	16.6	21.9	13.6	102	1524	KQXL-F
3. WFMF-F (CHR)	85/11.3	12.4	13.7	10.8	12.3	12.1	150/2009	1134/26.0	28.7	24.8	12.8	96	1488	WFMF-F
4. WXOK (B)	74/ 9.9	8.5	5.7	7.4	8.2	7.9	76/729	656/15.1	14.8	17.3	5.9	44	707	WXOK
5. WTGE-F (AC)	45/ 6.0	5.5	4.1	5.1	4.4	5.2	55/878	679/15.6	12.5	12.5	5.6	42	560	WTGE-F
6. WGGZ-F (CHR)	40/ 5.3	4.9	6.7	7.9	6.9	6.2	91/1740	860/19.8	20.4	21.2	6.0	45	880	WGGZ-F
7. WKJN-F (C)	36/ 4.8	4.6	5.4	6.5	6.7	5.3	69/1073	606/13.9	14.8	15.0	5.3	40	523	WKJN-F
8. KHOM-F (O)	35/ 4.7	6.8	5.1	5.7	4.2	5.6	96/1264	617/14.2	12.4	9.9	4.5	34	342	KHOM-F
9. WJBO (N/T)	26/ 3.5	4.3	6.3	3.2	4.7	4.3	30/450	411/ 9.4	13.6	11.7	4.7	35	458	WJBO
10. WCKW-F (CL AOR)	22/ 2.9	3.5	3.6	4.0	2.9	3.5	63/976	412/ 9.5	8.6	6.6	6.1	46	606	WCKW-F
11. KIEZ-F (EZ)	21/ 2.8	2.6	1.6	---	---	1.8	22/279	250/ 5.7	2.6	0.0	0.9	7	184	KIEZ-F
12. WLUX (REL)	18/ 2.4	0.6	0.7	---	0.4	0.9	18/134	120/ 2.8	1.4	1.6	0.3	2	68	WLUX
13. WNDC (GOSP)	12/ 1.6	5.5	5.6	4.2	4.2	4.2	18/228	189/ 4.3	9.2	6.6	3.7	28	277	WNDC
14. WTKL (EZ)	11/ 1.5	1.0	0.7	1.8	1.1	1.3	11/154	154/ 3.5	2.0	2.9	0.4	3	72	WTKL

12+ FM SHARE (METRO): 74.13% (490 of 661) (SPG 89: 78.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFMF-F>>	1 KQXL-F	1 KQXL-F	1 KQXL-F<	1 WYNK-AF	1 WYNK-AF>>	1 WYNK-AF	1 WYNK-AF	1 WFMF-F	1 KQXL-F>	1 KQXL-F
2 KQXL-F>	2 WFMF-F>	2 WFMF-F	2 WYNK-AF<	KQXL-F	2 WXOK	2 KQXL-F	2 WFMF-F<	2 WYNK-AF<	2 WXOK	2 WFMF-F<
3 WXOK	3 WXOK <	3 WYNK-AF	3 WFMF-F	3 WFMF-F<	3 KQXL-F<	3 WFMF-F	3 KQXL-F>	3 KQXL-F>	3 WFMF-F>	3 WXOK >
4 WGGZ-F	4 WTGE-F	4 WXOK <	4 WTGE-F<	4 WXOK	4 WKJN-F<	4 WXOK	4 WXOK <	4 WXOK	4 WYNK-AF<	4 WYNK-F
5	5 WYNK-AF	5 WTGE-F	5 WXOK	5 WTGE-F	5 KIEZ-F	5 WKJN-F<	5 WTGE-F	5 WTGE-F	5 WGGZ-F	5 KHOM-F
6	6 WGGZ-F	6	6 KHOM-F	6 KHOM-F	6	6 WTGE-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 KQXL-F<	1 KQXL-F<	1 WFMF-F<	1 KQXL-F	1 KQXL-F	1 KQXL-F>	1 WTGE-F<	1 WTGE-F>	1 WTGE-F<	1 WTGE-F
2 WFMF-F>	2 WFMF-F>	2 KQXL-F	2 WFMF-F>	2 WFMF-F<	2 WXOK	2 KQXL-F	2 WFMF-F	2 KQXL-F	2 WYNK-AF
3 WGGZ-F	3 WXOK	3 WYNK-AF	3 WYNK-AF	3 WYNK-AF	3 WYNK-AF	3 WFMF-F<	KQXL-F	3 WYNK-AF	3 KQXL-F
4 WXOK >>	4 WYNK-AF	4 WXOK >	4 WXOK >	4 WXOK >	WTGE-F	4 WXOK	4 WCKW-F	4 WXOK	4 KHOM-F
5 WYNK-AF	WGGZ-F	5 KHOM-F	5 WGGZ-F	5 KIEZ-F	WFMF-F	5 WYNK-AF	5 WXOK	WFMF-F	5 WXOK
WIGE-F>	6	6 WGGZ-F	6	6	6 WGGZ-F>	6 WCKW-F	WJBO	6	WJBO
					7 WCKW-F>>		7 WYNK-AF		

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		125 (2)	125 (2)	18.9	20.8	WIBR	1300	Baton Rouge 0.4/2.6/ 4/ 165
AOR/CLASSIC		22 (1)	22 (1)	3.3	6.6	WQCK-F	92.7	Clinton 0.9/2.5/ 8/ 154
AC/OLDIES/SOFT ROCK		89 (3)	89 (3)	13.5	9.3	WXLT-F	94.1	McComb 1.2/5.6/ 12/ 32
MOR/VARIETY								
COUNTRY	21 (2)	119 (2)	140 (4)	21.2	23.9	KDEA-F	99.1	New Iberia 1.2/4.3/ 50/ 765
BLACK/URBAN	74 (1)	98 (2)	172 (3)	26.0	24.1	WFPR	1400	Hammond 1.3/1.5/ 28/ 263
BEAUTIFUL/EASY	11 (1)	30 (2)	41 (3)	6.2	3.2	WQUE-F	93.3	New Orleans 0.7/1.6/ 30/ 441
NEWS/TALK	35 (3)		35 (3)	5.3	5.9	WWL	870	New Orleans 0.8/3.2/ 24/ 436
NOSTALGIA								
RELIGION/GOSPEL	30 (2)	7 (1)	37 (3)	5.6	6.2			
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS								
	171 (9)	490 (13)	661 (22)					

RADIO STATIONS

WJBO , 1150, 5 KW (DA-1)	Talk	CBS TALKNT, \$20.00	(HNWH)	Jenne	George Jenne
WLUX , 1550, 5 KW (DAYS)	Religion	\$10.00	(---)	Swaggert	Ted Sauceman
WNDC , 910, 1 KW (DA-1)	Gospel	\$12.00	(---)		Don Capron
WTKL , 1260, 1 KW (DAYS)	EZ	\$13.00	(---)		Louis Bathen
WXOK , 1460, 5 KW/1 KW (DA-3)	Black	NBC, \$20.00	(Torbet)		Dennis Lee
KIEZ-F, 96.3, 3 KW @ 328	EZ	\$15.00	(---)	(BRUSLY)	Nancy David
KQXL-F, 106.5, 50 KW @ 484	Black	SBN ABC FM, \$25.00	(Banner)	(NEW ROADS)	Peter Moncreiffe
WFMF-F, 102.5, 100 KW @ 1250	CHR	UNIPWR, \$46.00	(HNWH)	Jenne	George Jenne
WGGZ-F, 98.1, 100 KW @ 1500	CHR	RADRAD ABC C, \$39.00	(Katz)		Mervyn Rhys
WKJN-F, 103.3, 100 KW @ 1003	Country	MBS, \$44.00	(Christal)	(HAMMOND)	Lew Campbell
WTGE-F, 100.7, 100 KW @ 690	AC	\$32.00	(Republic)		Jim Thompson
WXLT-F, 94.1, 100 KW @ 983	Soft AC	\$14.00	(Christal)	(McCOMB, MS)	Scott Jones
WYNK-F, 101.5, 100 KW @ 1500	Country	ABC E, \$64.00	(Katz)	Narragansett	John Peroyea

Misc: WXLT changes from AOR to Soft AC . . .WKJN changes calls to WIBR and format from Country to Talk (Jan) . . . WTKL sold (debt assumption)

BEAUMONT

Arbitron Rank/Pop (12+): 118/306,900
 MSA Rank/Pop: 132/360,700
 Average Person Ratings: 15.7
 Market TSL: 21.50 hours

Stations: 19/13
 Diaries: 750/409:1/47.8%
 Sample Target: 710
 % Below Line: 15.2
 % Not Listed: 12.9

1989 Revenue: \$6,900,000
 HH Inc.: \$30,135
 Retail \$: 2.6 Bill
 Pop per Station: 23,607
 #1 Biller: KYKR-F, KLVI \$2,100,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KAYD-AF (C)	63/13.1	11.0	11.7	10.5	10.6	----	70/859	737/24.0	21.7	18.8	9.5	50	463	KAYD-AF
2. KYKR-F (C)	57/11.9	7.7	10.7	10.5	9.6	----	66/845	673/21.9	17.6	22.1	9.5	50	561	KYKR-F
3. KHYS-F (B)	50/10.4	18.8	12.6	10.5	16.6	----	63/637	483/15.7	20.0	19.3	20.0	105	852	KHYS-F
4. KALO (B)	47/ 9.8	6.9	5.4	6.4	4.0	----	54/491	374/12.2	9.5	7.8	5.9	31	270	KALO
5. KQMY-F (AC)	40/ 8.3	9.2	5.6	7.0	6.4	----	47/759	604/19.7	18.2	16.6	7.4	39	508	KQMY-F
6. KIOC-F (CHR)	27/ 5.6	5.2	7.4	5.2	11.0	----	42/718	471/15.3	14.8	18.1	10.1	53	751	KIOC-F
7. KQXY-F (AC)	26/ 5.4	4.6	7.4	7.4	5.0	----	27/448	381/12.4	9.6	15.5	0.0	0	5	KQXY-F
8. KZZB-F (CHR)	24/ 5.0	6.5	6.6	6.4	7.3	----	25/610	567/18.2	17.7	25.8	7.3	38	746	KZZB-F
9. KLVI (C)	22/ 4.6	3.8	4.1	5.2	6.7	----	25/411	326/10.6	11.3	11.2	3.8	20	343	KLVI
10. KWIC-F (AOR)	18/ 3.7	2.5	6.6	5.4	4.6	----	22/385	354/11.5	7.2	11.6	8.0	42	430	KWIC-F
11. KOLE (AC)	13/ 2.7	0.8	1.4	1.6	1.3	----	14/179	162/ 5.3	3.9	1.8	2.7	14	159	KOLE
12. KTRH (N/T)	9/ 1.9	5.4	4.3	4.1	2.3	----	10/250	190/ 6.2	11.0	8.9	0.6	3	213	KTRH

12+ FM SHARE (METRO): 77.57% (325 of 419) (SPG 89: 78.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIOC-F	1 KHYS-F	1 KAYD-AF	1 KAYD-AF	1 KAYD-AF	1 KYKR-F	1 KALO	1 KYKR-F	1 KAYD-AF	1 KHYS-F	1 KYKR-F
2 KHYS-F	2 KAYD-AF	2 KHYS-F	2 KQMY-F	2 KQMY-F	2 KAYD-AF	2 KAYD-AF	2 KAYD-AF	2 KYKR-F	2 KYKR-F	2 KQMY-F
3 KZZB-F	3 KYKR-F	3 KQMY-F	3 KYKR-F	3 KYKR-F	3 KALO	3 KYKR-F	3 KQMY-F	3 KHYS-F	3 KAYD-AF	3 KAYD-AF
4	4 KQMY-F	4 KYKR-F	4 KHYS-F	4 KHYS-F	4 KQMY-F	4 KLVI	4 KQXY-F	4 KQMY-F	4 KQMY-F	4 KHYS-F
5	5 KZZB-F	5 KALO	5 KQXY-F	5 KALO	5 KLVI	5 KQMY-F	5 KHYS-F	5 KIOC-F	5 KIOC-F	5 KLVI
6	6 KWIC-F	6 KQXY-F	6 KALO	6 KQXY-F	6 KQXY-F	6 KHYS-F	6 KALO	6	6 KZZB-F	6
7	7 KALO	7 KZZB-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 KIOC-F	1 KAYD-AF	1 KAYD-AF	1 KAYD-AF	1 KAYD-AF	1 KHYS-F	1 KHYS-F	1 KHYS-F	1 KHYS-F	1 KQMY-F
2 KAYD-AF	2 KYKR-F	2 KYKR-F	2 KYKR-F	2 KYKR-F	2 KWIC-F	2 KWIC-F	2 KQMY-F	2 KQMY-F	2 KAYD-AF
3 KZZB-F	3 KYKR-F	3 KHYS-F	3 KQMY-F	3 KQMY-F	3 KALO	3 KALO	3 KAYD-AF	3 KWIC-F	3 KYKR-F
4 KHYS-F	4 KZZB-F	4 KQMY-F	4 KHYS-F	4 KHYS-F	4 KAYD-AF	4 KAYD-AF	4 KAYD-AF	4 KAYD-AF	4 KHYS-F
5 KYKR-F	5 KQMY-F	5 KQXY-F	5 KQXY-F	5 KQXY-F	5 KZZB-F	5 KQMY-F	5 KYKR-F	5 KYKR-F	5 KWIC-F
6 KQXY-F	6 KQXY-F	6 KZZB-F	6	6	6 KQXY-F	6	6 KALO	6 KALO	6 KALO
7 KQMY-F	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		51 (2)	51 (2)	12.2	15.5	KDLF 1150	0.4/1.6/	2/	49
AOR/CLASSIC		21 (2)	21 (2)	5.0	8.2	KTFA-F 92.1	1.5/3.4/	8/	111
AC/OLDIES/SOFT ROCK	13 (1)	69 (3)	82 (4)	19.6	9.5	KLDE-F 94.5	0.6/2.6/	3/	91
MOR/VARIETY						KLVL-F 101.1	0.6/2.3/	7/	111
COUNTRY	23 (2)	125 (3)	148 (5)	35.3	28.9	KMJQ-F 102.1	0.4/2.9/	2/	113
BLACK/URBAN	47 (1)	52 (2)	99 (3)	23.6	15.7	KYKZ-F 96.1	1.2/5.1/	74/	751
BEAUTIFUL/EASY NEWS/TALK	9 (1)		9 (1)	2.1	5.4				
NOSTALGIA									
RELIGION/GOSPEL	2 (1)	7 (1)	9 (2)	2.1	7.8				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	94 (6)	325 (13)	419 (19)						

RADIO STATIONS

KALO, 1250, 5 KW/1 KW (DA-N)	BLACK	SBN, UNIULT, \$ 20.00	(Katz)	Clear Channel	Dale Mattison
KLVI, 560, 5 KW (DA-N)	COUNTRY	ABC I, \$ 30.00	(Katz)	Hicks	Tom Boggess
KOLE, 1340, 1 KW	NOSTALGIA	UNISUP, UNIULT, \$ 15.00	(Eastman)	UNO	John Garner
KAYD-F, 97.5, 100 KW @ 500	COUNTRY		\$ 30.00 (Banner)		Katie Wellman
KHYS-F, 98.5, 100 KW @ 1952	BLACK	RADRAD, UNIPWR, \$ 80.00	(Katz)	Clear Channel	Dale Mattison
KIOC-F, 106.1, 100 KW @ 1060	CHR		\$ 26.00 (Banner)		Gary Teaney
KQMY-F, 104.5, 100 KW @ 440	AC	UNISUP, UNIULT, \$ 29.00	(Eastman)	UNO	Roy Tenori
KQXY-F, 94.1, 100 KW @ 600	SOFT AC		\$ 22.00 (---)		Gene Teaney
KTFA-F, 92.1, 3 KW @ 312	RELIGION		\$ 14.00 (---)		Ralph McBride
KWIC-F, 107.9, 100 KW @ 392	AOR	ABC R, UNIULT, \$ 22.00	(Banner)		Mike Hawkins
KYKR-F, 93.3, 100 KW @ 414	COUNTRY		\$ 46.00 (Katz)	Hicks	Tom Boggess
KZZB-F, 95.1, 100 KW @ 414	CHR		\$ 32.00 (Christal)		Jerry Condra

Miscellaneous Comments: KQXY-F changes from EZ to SOFT AC...KOLE now classified as NOSTALGIA...

BILLINGS

Arbitron Rank/Pop (12+): 235/96,100
 MSA Rank/Pop: 298/119,200
 Average Person Ratings: 17.6
 Market TSL: 23.75 hours

Stations: 12/12
 Diaries: 827/116:1/63.2%
 Sample Target: 550
 % Below Line: 0.0
 % Not Listed: 13.0

1989 Revenue: \$4,000,000
 HH Inc.: \$26,115
 Retail \$: 1.7 Bil
 Pop per Station: 8,008
 #1 Biller: KGHL \$1,000,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KZLS-F (CHR)	23/13.6	---	15.8	---	15.7	---	23/299	283/29.4		32.2	13.8	22	318	KZLS-F
2. KCTR-F (C)	21/12.4	---	11.7	---	6.5	---	26/288	210/21.9		17.4	16.9	27	235	KCTR-F
3. KYYA-F (CHR)	19/11.2	---	12.9	---	14.4	---	26/369	283/29.4		32.9	13.1	21	395	KYYA-F
KGHL (C)	19/11.2	---	12.9	---	22.2	---	51/502	211/22.0		25.7	11.9	19	239	KGHL
5. KIDX-F (AC)	18/10.7	---	11.7	---	9.2	---	20/218	204/21.2		19.6	6.3	10	120	KIDX-F
6. KOHZ-F (EZ)	17/10.1	---	8.8	---	7.2	---	17/168	159/16.5		17.0	6.9	11	187	KOHZ-F
7. KRKX-F (CL AOR)	14/ 8.3	---	---	---	---	---	17/181	145/15.1		0.0	12.5	20	168	KRKX-F
8. KCTR (C)	5/ 3.0	---	5.3	---	2.6	---	10/165	101/10.5		12.9	2.5	4	111	KCTR
9. KBLG (N/T)	4/ 2.4	---	1.2	---	3.3	---	6/111	80/ 8.3		10.1	5.0	8	74	KBLG
10. KURL (REL)	3/ 1.8	---	2.9	---	3.3	---	8/105	69/ 7.2		8.8	1.9	3	62	KURL
12. KKUL-F (O)	3/ 1.8	---	4.1	---	1.3	---	5/121	91/ 9.5		11.9	3.1	5	79	KKUL-F
13. KUUS (O)	1/ 0.6	---	2.3	---	5.2	---	1/61	61/ 6.3		9.1	1.9	3	61	KUUS

12+ FM SHARE (METRO): 78.23% (115 of 147) (SPG 89: 72.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZLS-F>>	1 KZLS-F<	1 KIDX-F	1 KIDX-F	1 KIDX-F	1 KOHZ-F	1 KZLS-F	1 KIDX-F	1 KCTR-F	1 KZLS-F>	1 KCTR-F
2 KYYA-F>>	2 KYYA-F	2 KYYA-F	2 KCTR-F	2 KCTR-F	2 KGHL >	2 KGHL <	2 KOHZ-F	2 KIDX-F<	2 KYYA-F	2 KIDX-F
3 KRKX-F	3 KCTR-F	KCTR-F<	3 KYYA-F>	3 KYYA-F	3 KCTR-F	3 KGHL <	3 KZLS-F	3 KCTR-F	3 KRKX-F	4
4	4 KRKX-F	4 KZLS-F	4 KOHZ-F	4 KOHZ-F	4 KIDX-F	4 KCTR-F	4 KYYA-F	4 KCTR-F	4 KRKX-F	4
5	5 KIDX-F	5 KRKX-F	KRKX-F	KGHL	5	5 KYYA-F<	5 KZLS-F	5 KOHZ-F	5 KIDX-F	5
6	6	6	KOHZ-F	6	6	6 KOHZ-F	6 KYYA-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 KZLS-F	1 KZLS-F	1 KZLS-F	1 KYYA-F	1 KIDX-F>	1 KZLS-F	1 KRKX-F	1 KRKX-F	1 KRKX-F	1 KCTR-F
2 KYYA-F	2 KYYA-F	KYYA-F	KIDX-F<	2 KYYA-F	KRKX-F>	2 KZLS-F	KCTR-F	2 KIDX-F	2 KIDX-F
KCTR-F>>	3 KCTR-F	KIDX-F>	3 KZLS-F	KOHZ-F	3 KYYA-F>>	KYYA-F	3 KYYA-F	KCTR-F	3 KRKX-F
4 KRKX-F	4 KIDX-F>	4 KCTR-F>	KCTR-F>	KCTR-F	4	KCTR-F	KIDX-F>	4 KZLS-F	KGHL
KIDX-F>>	5 KRKX-F	5	5	5	5	5 KIDX-F	5 KZLS-F>	KYYA-F	5 KYYA-F
6	6	6	6	6	6	6	6 KGHL >>	6 KGHL	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		42 (2)	42 (2)	28.6	32.0		
AOR/CLASSIC		14 (1)	14 (1)	9.5			
AC/OLDIES/SOFT ROCK	1 (1)	21 (2)	22 (3)	15.0	20.3		
MOR/VARIETY							
COUNTRY	24 (2)	21 (1)	45 (3)	30.6	33.3		
BLACK/URBAN							
BEAUTIFUL/EASY		17 (1)	17 (1)	11.6	9.8		
NEWS/TALK	4 (1)		4 (1)	2.7	1.3		
NOSTALGIA							
RELIGION/GOSPEL	3 (1)		3 (1)	2.0	3.3		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	32 (5)	115 (7)	147 (12)				

RADIO STATIONS

KBLG , 910, 1 KW/64 W	, Talk	CBS ABC T, \$ 9.00	(Mc-Guild)	Sunbrook	Dave Pederson
KCTR , 970, 5 KW (DA-N)	, See KCTR-F				
KGHL , 790, 5 KW (DA-N)	, Country	ABC I, \$23.00	(Eastman)		Dick Elliot
KURL , 730, 5 KW/235 W	, Religion	, \$ 7.00	(--)		Herm Elenbaas
KUUS , 1240, 1 KW	, Oldies	ABC D, \$ 7.00	(Mc-Guild)		Ray McLean
KCTR-F, 102.9, 100 KW @ 500	, Country	, \$22.00	(Christal)	Citadel	Keith Tilkins
KIDX-F, 98.5, 85 KW @ 402	, AC	, \$17.00	(Eastman)		Dick Elliot
KKUL-F, 95.5, 100 KW @ 984	, Oldies	UNISUP, \$ 9.00	(Republic)	(HARDIN)	Andy Golding
KOHZ-F, 103.7, 100 KW @ 480	, EZ	ABC E, \$13.00	(Banner)		Dan Miller
KRKX-F, 94.1, 100 KW @ 1045	, Classic AOR	, \$16.00	(Mc-Guild)	Sunbrook	David Pederson
KYYA-F, 93.3, 100 KW @ 700	, CHR	ABC C, \$19.00	(Banner)	Meyer	Ron Jones
KZLS-F, 97.1, 35 KW @ 293	, Chr	ABC FM, \$19.00	(Mc-Guild)		Ray McLean

Misc: KRKX is a new station which signed on in July 1989 . . .

BINGHAMTON

Arbitron Rank/Pop (12+): 144/223,300
 MSA Rank/Pop: 170/259,900
 ADI # 134
 Average Person Ratings: 16.5
 Market TSL: 21.75 hours

Stations: 14/12
 Diaries: 692/323:1/56.7%
 Sample Target: 700
 % Below Line: 1.4
 % Not Listed: 13.6

1989 Revenue: \$7,100,000
 HH Inc.: \$29,431
 Retail \$: 1.7 Bill
 Pop per Station: 18,608
 #1 Biller: WAAL-F \$1,600,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WAAL-F (CHR)	83/22.6	---	19.5	---	23.9	---	140/1707	945/42.3		41.4	24.7	92	1061	WAAL-F
2. WMBF (MOR)	55/14.9	---	15.9	---	15.2	---	55/612	560/25.1		25.9	9.7	36	420	WMBF
3. WHWK-F (C)	54/14.7	---	15.1	---	15.2	---	97/930	465/20.8		23.6	14.5	54	596	WHWK-F
4. WMRV-F (AC)	34/ 9.2	---	10.7	---	12.1	---	45/635	468/21.0		24.4	7.5	28	441	WMRV-F
5. WKGB-F (AOR)	23/ 6.3	---	6.0	---	---	---	35/445	287/12.9		12.4	10.5	39	463	WKGB-F
6. WMDW-F (SAC)	21/ 5.7	---	1.9	---	---	---	25/330	296/13.3		2.1	4.3	16	167	WMDW-F
7. WINR (BB)	15/ 4.1	---	5.5	---	9.1	---	17/298	266/11.9		12.1	6.7	25	271	WINR
8. WQXT-F (O)	13/ 3.5	---	3.6	---	4.2	---	14/292	273/12.2		11.0	2.9	11	159	WQXT-F
9. WRSG (O)	7/ 1.9	---	2.7	---	4.5	---	7/130	114/ 5.1		8.0	1.6	6	250	WRSG

12+ FM SHARE (METRO): 73.58% (234 of 318) (SPG 89: 67.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAAL-F	1 WAAL-F>>	1 WAAL-F>>	1 WAAL-F>	1 WAAL-F	1 WMBF >	1 WMBF	1 WAAL-F	1 WAAL-F>	1 WAAL-F>>	1 WAAL-F
2	2 WMRV-F	2 WHWK-F	2 WHWK-F	2 WHWK-F	2 WHWK-F>>	2 WAAL-F<	2 WHWK-F	2 WHWK-F	2 WMBF >	2 WMBF
3	3 WKGB-F	3 WMRV-F>	3 WMRV-F>	3 WMRV-F>	3 WAAL-F	3 WHWK-F>>	3 WMRV-F	3 WMBF	3 WHWK-F	3 WHWK-F
4	4 WHWK-F	4 WKGB-F	4 WMDW-F	4 WMDW-F	4 WMDW-F	4 WMRV-F	4 WMBF	4 WMRV-F	4 WKGB-F	4
5	5	5	5 WMBF	5 WMBF	5 WINR	5	5	5	5 WMRV-F	5
6	6	6	6	6	6 WMRV-F	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 WAAL-F>>	1 WAAL-F>>	1 WAAL-F>	1 WAAL-F>>	1 WAAL-F>	1 WKGB-F	1 WAAL-F>>	1 WAAL-F>>	1 WAAL-F>	1 WAAL-F
2 WHWK-F>	2 WMRV-F>	2 WMRV-F>>	2 WMRV-F>	2 WMRV-F	WAAL-F>>	2 WKGB-F>	2 WMRV-F	2 WKGB-F	2 WHWK-F>
3 WMRV-F	3 WHWK-F>	3 WHWK-F>	3 WHWK-F>	3 WHWK-F	3 WMRV-F	3 WMRV-F>	3 WKGB-F	3 WHWK-F>	3 WMRV-F
4 WKGB-F>>	4 WKGB-F	4	4 WMDW-F	4 WMDW-F>	4 WHWK-F>>	4 WHWK-F	4 WHWK-F>	4 WMRV-F	4 WQXT-F
5	5	5	5 WMBF	5 WMBF	5 WMDW-F	5	5 WQXT-F>>	5	5 WMBF
6	6	6	6	6	6	6	6	6	6 WKGB-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		86 (2)	86 (2)	27.0	22.6	WENE 1430 Endicott	1.4/7.9/	7/	202
AOR/CLASSIC		23 (1)	23 (1)	7.2	11.1				
AC/OLDIES/SOFT ROCK	12 (2)	68 (3)	80 (5)	25.2	15.6	WNYP-F 99.9 Cortland	0.8/2.9/	24/	274
MOR/VARIETY	57 (2)	1 (1)	58 (3)	18.2	20.1	WYXL-F 97.3 Ithica	0.5/1.6/	7/	139
COUNTRY		54 (1)	54 (1)	17.0	17.5				
BLACK/URBAN									
BEAUTIFUL/EASY									
NEWS/TALK									
NOSTALGIA	15 (1)		15 (1)	4.7	6.4				
RELIGION/GOSPEL									
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS		2 (1)	2 (1)	0.6	6.7				
	84 (5)	234 (9)	318 (14)						

RADIO STATIONS

WENE, 1430, 5 KW (DA-N)	, OLDIES	ABC E , \$ 12.00 (Banner)	Command	Jack Devlin
WINR, 680, 1 KW/500 W (DA-2)	, NOSTALGIA	CBS , \$ 14.00 (Roslin)		Walt Adams
WMBF, 1290, 5 KW (DA-N)	, MOR/FULL SER.	NBC , \$ 25.00 (Katz)	Stoner	Roger Conklin
WRSG, 1360, 5 KW/500 W (DA-2)	, OLDIES	ABC I , \$ 11.00 (Durpetti)	Regional	George Rossi
WAAL-F, 99.1, 7 KW @ 1090	CHR	ABC F , \$ 37.00 (Durpetti)	Regional	George Rossi
WHWK-F, 98.1, 10 KW @ 950	COUNTRY	, \$ 33.00 (Katz)	Stoner	Roger Conklin
WKGB-F, 92.5, 6 KW @ 531	AOR	SOURCE , \$ 17.00 (Banner)	(SUSQUEHANNA, PA)	Ben Smith
WMRV-F, 105.7, 35 KW @ 570	AC	UNIPWR , \$ 30.00 (Banner)	Command	Jack Devlin
WMDW-F, 103.3, .4 KW @ 850	SOFT AC	, \$ 15.00 (---)	(VESTAL)	Dave Mitchell
WQXT-F, 101.7, 1 KW @ 558	OLDIES	CNN , \$ 12.00 (Torbet)	(OWEGO)	Tom Shiptenko

BIRMINGHAM

Arbitron Rank/Pop (12+): 52/773,000
 MSA Rank/Pop: 57/925,400
 Average Person Ratings: 16.8
 Market TSL: 22.50 hours

Stations: 23/19
 Diaries: 1289/600:1/57.5%
 Sample Target: 1100
 % Below Line: 3.2
 % Not Listed: 8.5

1989 Revenue: \$24,500,000
 HH Inc.: \$23,096
 Retail \$: 5.3 Bill
 Pop per Station: 40,684
 #1 Biller: WZZK-AF \$6,100,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WZZK-AF (C)	205/15.7	16.3	16.2	14.4	18.7	15.6	286/3633	2209/28.6	30.0	30.7	13.7	156	2025	WZZK-AF
2. WENN-F (B)	156/12.0	11.8	12.3	10.6	11.0	11.7	212/2007	1343/17.4	17.7	21.0	17.2	212	1866	WENN-F
3. WAPI-F (CHR)	107/ 8.2	8.7	7.8	8.0	7.3	8.2	179/2849	1731/22.4	19.3	18.8	12.4	152	1959	WAPI-F
4. WZRR-F (CL AOR)	103/ 7.9	9.1	8.2	8.6	8.2	8.4	138/1688	1242/16.1	16.3	14.1	13.9	171	1285	WZRR-F
WMJJ-F (AC)	103/ 7.9	8.3	8.2	11.9	10.4	9.1	124/1872	1343/17.4	19.1	19.4	6.8	84	1127	WMJJ-F
6. WERC (N/T)	79/ 6.1	5.0	5.2	6.3	5.6	5.7	84/1024	965/12.5	13.4	11.1	3.3	41	525	WERC
7. WATV (B)	77/ 5.9	6.2	5.1	4.0	4.0	5.3	77/754	754/ 9.8	10.7	9.4	3.2	39	506	WATV
8. WKXX-F (CHR)	66/ 5.1	5.3	7.0	5.8	7.1	5.8	87/1733	1182/15.3	18.3	21.2	5.6	69	1672	WKXX-F
9. WAPI (BB)	62/ 4.8	4.9	4.6	4.2	3.7	4.6	63/856	807/10.4	10.1	8.5	2.0	25	418	WAPI
10. WAGG (GOSP)	55/ 4.2	2.4	3.8	3.6	2.9	3.5	57/484	457/ 5.9	7.0	5.8	1.5	19	362	WAGG
11. WDJC-F (REL)	50/ 3.8	3.1	2.6	3.1	2.8	3.1	66/1244	776/10.0	6.3	8.3	3.1	38	681	WDJC-F
12. WJLD (B)	34/ 2.6	2.7	1.6	2.0	1.7	2.2	34/525	517/ 6.7	5.6	7.3	2.0	25	283	WJLD
13. WZBQ-F (CHR)	25/ 1.9	1.9	2.0	1.4	1.0	1.8	99/1393	570/ 7.4	6.2	4.3	2.4	29	498	WZBQ-F
14. WAYE (GOSP)	15/ 1.2	0.5	1.9	1.8	0.8	1.4	15/253	249/ 3.2	3.5	3.1	1.6	20	203	WAYE

12+ FM SHARE (METRO): 69.44% (827 of 1191) (SPG 89: 73.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WENN-F<	1 WENN-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 WATV
2 WAPI-F>>	2 WZRR-F	2 WENN-F	2 WMJJ-F	2 WMJJ-F	2 WERC	2 WENN-F<	2 WMJJ-F	2 WENN-F	2 WZZK-AF<	2 WZZK-F
3	3 WAPI-F	3 WZRR-F<	3 WENN-F	3 WENN-F	3 WAPI	3 WERC	3 WENN-F	3 WZRR-F	3 WAPI-F<	3 WENN-F>
4	4 WZZK-AF	4 WMJJ-F	4 WZRR-F>	4 WZRR-F>	4 WATV	4 WMJJ-F<	4 WZRR-F	4 WAPI-F	4 WZRR-F	4 WZRR-F<
5	5 WMJJ-F	5 WAPI-F>	5 WAPI-F	5 WAPI-F	5 WATV <	5 WAPI-F	5 WATV <	5 WMJJ-F>	5 WKXX-F	5 WAPI <
6	6 WKXX-F	6 WKXX-F	6	6 WERC	6 WENN-F	6 WAPI-F	6 WERC	6 WAPI	6	6 WKXX-F<
										7 WMJJ-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 WENN-F	1 WMJJ-F	1 WENN-F<	1 WZZK-AF<	1 WZRR-F	1 WZRR-F	1 WZRR-F>	1 WZZK-AF	1 WZZK-AF>
2 WAPI-F>	2 WAPI-F	2 WENN-F	2 WMJJ-F<	2 WMJJ-F>	2 WENN-F	2 WENN-F	2 WZZK-AF	2 WZRR-F	2 WZRR-F
3 WKXX-F>	3 WMJJ-F	3 WAPI-F	3 WZZK-AF	3 WENN-F>	3 WAPI-F>	3 WAPI-F	WENN-F>	3 WENN-F	3 WENN-F
4 WZZK-AF	4 WZZK-AF<	4 WZZK-AF	4 WAPI-F>	4 WAPI-F	4 WKXX-F>>	4 WZZK-AF>	4 WAPI-F	4 WAPI-F	4 WMJJ-F
5 WZRR-F	5 WZRR-F	5 WZRR-F	5 WQSB-F<	5 WZRR-F	5 WZZK-AF>	5 WKXX-F	5 WDJC-F	5 WMJJ-F	5 WERC >
6 WMJJ-F>>	6 WKXX-F	6 WKXX-F	6 WZRR-F	6 WATV <	6	6	6 WMJJ-F	6 WERC	6 WAPI-F
			7 WKXX-F	7 WKXX-F					

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		198 (3)	198 (3)	16.6	7.9	WCRT 1260 Birmingham	0.8/2.7/ 11/ 220
AOR/CLASSIC		103 (1)	103 (1)	8.6	8.9	WFFN-F 92.9 Cordova	0.4/0.8/ 5/ 66
AC/OLDIES/SOFT ROCK	11 (1)	109 (2)	120 (3)	10.1	13.5	WKLD-F 97.7 Oneonta	0.5/0.8/ 6/ 63
MOR/VARIETY						WLPH 1480 Irondale	0.3/0.7/ 4/ 55
COUNTRY	27 (2)	204 (4)	231 (6)	19.4	23.7	WVOK 690 Birmingham	0.8/5.2/ 14/ 534
BLACK/URBAN	111 (2)	156 (1)	267 (3)	22.4	25.8		
BEAUTIFUL/EASY		7 (1)	7 (1)	0.6	0.5	WHMA-F 100.5 Anniston/Gadsdn	0.5/1.8/ 45/ 811
NEWS/TALK	79 (1)		79 (1)	6.6	6.1	WQSB-F 105.1 Albertvl/Gadsdn	0.3/1.0/ 52/ 642
NOSTALGIA	62 (1)		62 (1)	5.2	4.0	WRSB-F 96.9 Decatur/Hntsvle	0.5/1.7/ 41/ 482
RELIGION/GOSPEL	74 (3)	50 (1)	124 (4)	10.4	8.7		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					0.9		
	364 (10)	827 (13)	1191 (23)				

RADIO STATIONS

WAGG , 1320, 5 KW (DAYS)	Gospel	SBN, \$ 30.00	(HNWH)		Kirkwood Balton
WAPI , 1070, 50 KW/5 KW (DA-N)	Nostalgia	NBC, \$ 27.00	(Christal)	Dittman	Bernie Barker
WATV , 900, 1 KW	Black	ABC E, \$ 30.00	(Roslin)		Erskine Faush
WAYE , 1220, 1 KW (DAYS)	Gospel	UNIULT, \$ 15.00	(--)	Willis	
WERC , 960, 5 KW (DA-N)	News/Talk	ABC I, \$ 42.00	(Mc-Guild)	Sun Group	Rice Baxter
WJLD , 1400, 1 KW	Black	MBS SBN, \$ 21.00	(K & P)		Gary Richardson
WVOK , 690, 50 KW/30 W	Country	CBS, \$ 19.00	(Republic)	Dick	Michael Hammond
WZZK , 610, 5 KW/1 KW (DA-N)	--- See WZZK-F				
WAPI-F, 94.5, 100 KW @ 1214	CHR	ABC C, \$ 74.00	(Christal)	Dittman	Bernie Barker
WDJC-F, 93.7, 100 KW @ 1007	Religion	, \$ 22.00	(--)	Crawford	
WENN-F, 107.7, 100 KW @ 1037	Black	SBN, \$ 55.00	(HNWH)		Kirkwood Balton
WKXX-F, 106.9, 100 KW @ 1150	CHR	ABC D, \$ 40.00	(Mc-Guild)	Sun Group	Rice Baxter
WMJJ-F, 96.5, 100 KW @ 1026	AC	, \$109.00	(Banner)	Capitol Johnson	Bill Stoeffhuss
WZRR-F, 99.5, 100 KW @ 870	Classic AOR	, \$ 60.00	(Republic)	Dick	Michael Hammond
WZZK-F, 104.7, 100 KW @ 1300	Country	, \$140.00	(Katz)	NewCity	Jerdan Bullard

Miscellaneous Comments: WERC sold by Sungroup to Ameron (Joe Dorton) for \$4,200,000 (Blackburn)...

BLOOMINGTON

Arbitron Rank/Pop (12+): 225/106,800
 MSA Rank/Pop: 287/125,000
 Average Person Ratings: 16.9
 Market TSL: 22.25 hours

Stations: 15/4
 Diaries: 584/183.1/59.1%
 Sample Target: 550
 % Below Line: 26.1
 % Not Listed: 18.3

1989 Revenue: \$5,000,000
 HH Inc.: \$30,734
 Retail \$: 1.0 Bill
 Pop per Station: 26,700
 #1 Biller: WJBC \$2,300,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume
1. WJBC (MOR)	47/26.1	---	26.1	---	33.8	---	56/570	500/46.8		42.1			WJBC
2. WBNQ-F (CHR)	34/18.9	---	19.0	---	25.0	---	45/593	435/40.7		44.1			WBNQ-F
3. WIHN-F (AC)	13/ 7.2	---	10.3	---	6.3	---	13/183	167/15.6		22.9			WIHN-F
4. WWCT-F (AOR)	12/ 6.7	---	5.4	---	6.3	---	16/228	167/15.6		17.9			WWCT-F
5. WSWT-F (EZ)	11/ 6.1	---	5.4	---	2.5	---	15/199	103/ 9.6		12.7			WSWT-F
6. WKZW-F (CHR)	9/ 5.0	---	6.0	---	5.0	---	18/335	207/19.4		25.9			WKZW-F
7. WMLA-F (C)	6/ 3.3	---	4.3	---	5.6	---	6/97	90/ 8.4		10.9			WMLA-F
8.													
9.													
10.													

12+ FM SHARE (METRO): 61.90% (91 of 147) (SPG 89: 62.50%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBNQ-F>>	1 WBNQ-F>>	1 WBNQ-F>	1 WJBC >	1 WJBC >>	1 WJBC	1 WJBC >>	1 WJBC	1 WJBC	1 WBNQ-F	1 WBNQ-F
2 WKZW-F	2 WWCT-F>	2 WJBC >	2 WIHN-F	2 WIHN-F	2	2 WBNQ-F>>	2 WBNQ-F>	2 WBNQ-F>	2 WJBC >>	2 WJBC
3	3 WKZW-F	3 WIHN-F	3 WBNQ-F	3 WBNQ-F>	3	3 WIHN-F	3 WIHN-F	3 WWCT-F	3 WWCT-F	3
4	4 WIHN-F	4 WWCT-F	4	4 WSWT-F	4	4 WKZW-F	4 WSWT-F	4 WIHN-F	4 WIHN-F	4
5	5	5	5	5	5	5	5	5	5	5

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 WBNQ-F>>	1 WBNQ-F>>	1 WBNQ-F>>	1 WBNQ-F>>	1 WJBC >>	1 WBNQ-F>>	1 WBNQ-F>>	1 WWCT-F	1 WBNQ-F>	1 WJBC >
2 WWCT-F>	2 WWCT-F	2 WIHN-F>	2 WJBC >>	2 WBNQ-F>	2 WWCT-F	2 WWCT-F>	2 WIHN-F>	2 WJBC	2 WIHN-F>
3 WSWT-F	3 WSWT-F	3 WWCT-F	3 WSWT-F	3 WSWT-F	4 WKZW-F>>	3 WKZW-F>	3 WMLA-F	3 WWCT-F	3 WWCT-F
4 WKZW-F>	WIHN-F	WSWT-F	WIHN-F	WIHN-F	4	4	WJBC	4 WIHN-F	WMLA-F
5 WIHN-F	5	WJBC >	5	5			WBNQ-F>	5	5

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS	METRO CUME TSA	TSA
						SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		44 (3)	44 (3)	29.9	30.3			
AOR/CLASSIC		12 (1)	12 (1)	8.2	6.6	WGLO-F 95.5	2.2/9.0/	8/ 165
AC/OLDIES/SOFT ROCK	3 (2)	17 (2)	20 (4)	13.6	13.2	WGN 720	1.7/9.2/	14/ 249
MOR/VARIETY	47 (1)		47 (1)	32.0	31.6	WIRL 1290	0.6/1.7/	2/ 55
COUNTRY		7 (2)	7 (2)	4.8	7.2	WLRW-F 94.5	0.6/3.8/	3/ 66
BLACK/URBAN						WLS 890	1.1/4.2/	4/ 106
BEAUTIFUL/EASY		11 (1)	11 (1)	7.5	7.2	WLUP 1000	1.1/2.6/	4/ 57
NEWS/TALK	5 (2)		5 (2)	3.4	3.3	WPEO 1020	0.6/1.3/	3/ 55
NOSTALGIA						WZRO-F 98.3	0.6/1.7/	1/ 40
RELIGION/GOSPEL	1 (1)		1 (1)	0.7	0.7	Farmer Cty/Chmp		
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS								
	56 (6)	91 (9)	147 (15)					

RADIO STATIONS

WJBC, 1230, 1 KW	, MOR/FULL SERVICE	ABC I, \$ 50.00 (McGuild)	Bloomington	Richard Johnson
WBNQ-F, 101.5, 50 KW @ 460, CHR		, \$ 40.00 (McGuild)	Bloomington	Richard Johnson
WIHN-F, 96.7, 3 KW @ 300, AC		UNIULT, \$ 20.00 (---)		Paul Chasteen
WMLA-F, 92.7, 3 KW @ 300, COUNTRY		ABC D, \$ 12.00 (Roslin)	Keister (LEROY)	Jeff Hancock

OTHER RANKED STATIONS: See Peoria

BOISE

Arbitron Rank/Pop (12+): 137/239,700
 MSA Rank/Pop: 204/201,100
 ADI # 135
 Average Person Ratings: 16.4
 Market TSL: 22.50 hours

Stations: 20/19
 Diaries: 702/341:1/52.4%
 Sample Target: 620
 % Below Line: 1.0
 % Not Listed: 10.2

1989 Revenue: \$8,000,000
 HH Inc.: \$24,884
 Retail \$: 1.9 Bill
 Pop per Station: 12,615
 #1 Biller: KCIX-F \$2,000,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KCIX-F (AC)	48/12.2	---	19.6	---	16.3	---	62/726	563/23.5	---	26.7	13.6	52	662	KCIX-F
2. KFSD-F (CHR)	39/ 9.9	---	9.4	---	10.0	---	55/719	519/21.7	---	21.7	0.3	1	21	KFSD-F
3. KQFC-F (C)	37/ 9.4	---	6.1	---	4.3	---	47/564	418/17.4	---	12.8	10.7	41	429	KQFC-F
4. KJOT-F (AOR)	27/ 6.9	---	10.2	---	9.7	---	37/425	317/13.2	---	20.1	13.8	53	510	KJOT-F
KBOI (MOR)	27/ 6.9	---	8.9	---	11.4	---	56/814	424/17.7	---	20.3	4.4	17	381	KBOI
6. KHEZ-F (EZ)	26/ 6.6	---	5.1	---	5.7	---	30/387	287/12.0	---	8.9	2.3	9	250	KHEZ-F
7. KLTB-F (O)	25/ 6.3	---	4.1	---	3.7	---	46/573	381/15.9	---	11.6	3.7	14	349	KLTB-F
8. KLCI-F (AOR)	22/ 5.6	---	5.6	---	2.9	---	27/406	317/13.2	---	13.9	6.0	23	399	KLCI-F
9. KIDO (N/T)	20/ 5.1	---	5.3	---	5.1	---	24/348	295/12.3	---	12.9	3.4	13	207	KIDO
10. KIZN-F (C)	17/ 4.3	---	2.8	---	4.9	---	24/403	257/10.7	---	8.5	9.1	35	314	KIZN-F
11. KZMG-AF (O)	16/ 4.1	---	6.9	---	6.3	---	24/367	271/11.3	---	17.2	8.0	31	458	KZMG-AF
12. KGEM (BB)	13/ 3.3	---	3.1	---	3.1	---	14/241	194/ 8.1	---	8.2	2.3	9	118	KGEM
13. KBXL-F (EZ)	11/ 2.8	---	2.0	---	4.9	---	21/277	188/ 7.8	---	6.7	1.3	5	146	KBXL-F

12+ FM SHARE (METRO): 77.68% (275 of 354) (SPG 89: 76.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KFSD-F>>	1 KCIX-F>	1 KCIX-F>	1 KCIX-F>	1 KCIX-F>	1 KHEZ-F	1 KCIX-F>	1 KCIX-F>	1 KCIX-F>	1 KFSD-F>	1 KIDO >
2 KIZN-F>>	2 KJOT-F	2 KQFC-F	2 KLTB-F<	2 KQFC-F<	2 KQFC-F	2 KBOI	2 KQFC-F	2 KFSD-F	2 KIDO	2 KLTB-F
3 KJOT-F	KFSD-F	3 KJOT-F	3 KBOI	3 KLTB-F	KCIX-F	3 KFSD-F	3 KQFC-F	3 KQFC-F	3 KQFC-F	KJOT-F
4	4 KLCI-F	4 KLTB-F	4 KQFC-F	KBOI	KBOI	4 KQFC-F	4 KBOI <	4 KLTB-F<	4 KLCI-F	4 KIZN-F
5	5 KQFC-F	5 KLCI-F	5 KJOT-F	5 KJOT-F	5 KIDO	KIDO	5 KJOT-F	5 KJOT-F<	5 KQFC-F	KCIX-F
6	6	KFSD-F	6	6 KHEZ-F	6 KLTB-F	6	6	6 KHEZ-F	KCIX-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 KFSD-F>>	1 KCIX-F>	1 KCIX-F>>	1 KCIX-F>>	1 KCIX-F>>	1 KFSD-F	1 KJOT-F	1 KJOT-F	1 KJOT-F	1 KQFC-F
2 KCIX-F	2 KFSD-F>	2 KLCI-F>	2 KFSD-F	2 KHEZ-F	2 KLCI-F>	2 KQFC-F	2 KQFC-F	2 KCIX-F	KJOT-F
3 KQFC-F	3 KLCI-F>	3	3 KLTB-F	KBOI	3 KJOT-F>>	3 KLCI-F	3 KCIX-F	3 KQFC-F	KCIX-F
4 KLCI-F	4 KQFC-F		KBOI	4 KLTB-F	4 KQFC-F	4 KCIX-F	4 KZMG-AF	4 KLCI-F	4 KLTB-F
KIZN-F>	KJOT-F		5 KHEZ-F	5 KQFC-F	KCIX-F>>	5 KFSD-F	5	5 KLTB-F	5 KBOI

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME TSA	TSA
								SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP		39 (1)	39 (1)	11.0	13.1	KBGN	1060	Caldwell/Boise	1.8/3.1/ 13/ 149
AOR/CLASSIC		49 (2)	49 (2)	13.8	16.9	KCID	1490	Caldwell/Nampa	0.5/2.2/ 2/ 65
AC/OLDIES/SOFT ROCK	5 (2)	88 (3)	93 (5)	26.3	30.3	KCID-F	107.1	Caldwell/Nampa	1.0/2.4/ 4/ 57
MOR/VARIETY	29 (2)		29 (2)	8.2	9.6	KSPD	1340	Nampa/Boise	1.0/3.7/ 4/ 96
COUNTRY		58 (3)	58 (3)	16.4	13.9	KSPD	790	Boise	1.3/5.1/ 5/ 152
BLACK/URBAN									
BEAUTIFUL/EASY		37 (2)	37 (2)	10.5	7.7	KJHY-F	101.7	Emmet	1.0/2.3/ 4/ 54
NEWS/TALK	20 (1)		20 (1)	5.6	5.7				
NOSTALGIA	13 (1)		13 (1)	3.7					
RELIGION/GOSPEL	12 (2)		12 (2)	3.4	1.9				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS		4 (1)	4 (1)	1.1	0.8				
	79 (8)	275 (12)	354 (20)						

RADIO STATIONS

KBOI, 670, 50 KW (DA-N)	, MOR/FULL SER.	MBS,ABC I, \$ 23.00 (Katz)	Pacific NW	Al Vuylsteke
KGEM, 1140, 10 KW (DA-2)	, NOSTALGIA	, \$ 13.00 (MMR)		R. Weisenberger
KIDO, 630, 5 KW (DA-2)	, NEWS/TALK	NBC, \$ 16.00 (Christal)	Sundance	Curt Peterson
KBXL-F, 94.1, 40 KW @ 2574, EZ		, \$ 12.00 (---)	(CALDWELL)	Nelson Wilson
KCIX-F, 105.9, 49 KW @ 2700, AC		APR, \$ 42.00 (McGuild)		Kip Guth
KFSD-F, 94.9, 49 KW @ 2694, CHR		, \$ 23.00 (Roslin)	(NAMPA)	Dave Obenauf
KHEZ-F, 103.3, 54 KW @ 2588, EZ		NBC, \$ 14.00 (Republic)	John Price (CALDWELL)	Ken Stice
KIZN-F, 92.3, 44 KW @ 2500, COUNTRY		, \$ 15.00 (Torbet)	Pacific Telecom	Dan Melvin
KJOT-F, 105.1, 53 KW @ 2588, AOR		ABC R, \$ 22.00 (MMR)		Ken Koch
KLCI-F, 96.9, 44 KW @ 2520, AOR		UNISUP, \$ 15.00 (---)	(NAMPA)	Jeff Langan
KLTB-F, 104.3, 52 KW @ 2579, OLDIES		, \$ 21.00 (Christal)	Sundance	Curt Peterson
KQFC-F, 97.9, 47 KW @ 2500, COUNTRY		ABC E, \$ 24.00 (Katz)	Pacific NW	Al Vuylsteke
KZMG-F, 93.1, 50 KW @ 2600, AC		, \$ 15.00 (Durpett1)	(NEW PLYMOUTH)	

Miscellaneous Comments: KIYS-F changes to KIZN-F and from CHR to COUNTRY (May)...KIZN-F (93.1) changes to KZMG-F and from COUNTRY to AC...KGEM now classified as NOSTALGIA...

BOSTON

Arbitron Rank/Pop (12+): 8/3,184,100
 MSA Rank/Pop: 7/3,759,100
 ADI # 6
 Average Person Ratings: 17.9
 Market TSL: 23.50 hours

Stations: 41/29
 Diaries: 2219/1435:1/45.0%
 Sample Target: 2190
 % Below Line: 6.2
 % Not Listed: 11.0

1989 Revenue: \$111,800,000
 HH Inc.: \$35,763
 Retail \$: 32.2 Bill
 Pop per Station: 109,796
 #1 Biller: WXXS-F \$15,200,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WZOU-F (CHR)	421/ 7.4	7.1	5.5	5.6	6.6	6.4	546/8835	6329/19.9	18.2	18.8	9.9	554	6637	WZOU-F
2. WXXS-F (CHR)	409/ 7.2	5.9	6.2	8.0	7.7	6.8	472/8008	6504/20.4	18.5	20.3	8.7	487	6827	WXXS-F
3. WBCN-F (AOR)	404/ 7.1	4.6	5.3	5.5	5.8	5.6	492/6803	5187/16.3	14.8	15.4	6.3	349	4908	WBCN-F
4. WRKO (T)	396/ 6.9	7.8	6.6	6.6	6.5	7.0	491/6188	4887/15.3	13.8	14.8	5.8	322	4323	WRKO
5. WBZ (MOR)	337/ 5.9	7.3	5.9	5.4	5.9	6.1	448/6484	4673/14.7	15.4	16.0	5.1	285	3854	WBZ
6. WJIB-F (EZ)	263/ 4.6	4.8	5.1	5.2	6.3	4.9	365/4452	3146/ 9.9	12.2	13.3	3.4	192	2309	WJIB-F
7. WODS-F (O)	235/ 4.1	4.1	5.1	4.8	3.7	4.5	351/5754	3801/11.9	14.3	13.1	3.6	203	3537	WODS-F
8. WMJX-F (AC)	230/ 4.0	4.1	4.6	4.5	4.7	4.3	256/4888	4192/13.2	14.2	14.0	3.8	213	2956	WMJX-F
9. WHDH (T)	222/ 3.9	4.6	4.7	4.4	4.6	4.4	249/4561	3920/12.3	14.7	11.6	4.4	245	3415	WHDH
10. WZLX-F (CL AOR)	220/ 3.9	3.0	3.1	3.5	3.6	3.4	299/4711	3571/11.2	10.6	11.5	3.5	193	2841	WZLX-F
11. WSSH-F (SAC)	208/ 3.6	4.3	3.5	4.6	3.9	4.0	297/4586	3127/ 9.8	10.4	10.8	4.2	232	2790	WSSH-F
12. WEEI (N)	191/ 3.4	4.1	4.5	3.8	3.6	4.0	217/4786	4239/13.3	15.0	13.0	3.4	188	3683	WEEI
13. WROR-F (AC)	147/ 2.6	3.7	2.2	2.8	3.0	2.8	210/4672	3514/11.0	9.9	11.8	3.0	166	3200	WROR-F
14. WVBF-F (AC)	127/ 2.2	2.4	2.3	2.4	2.4	2.3	146/2819	2282/ 7.2	6.9	7.2	2.5	139	1919	WVBF-F
15. WILD (B)	125/ 2.2	2.9	2.5	2.1	2.1	2.4	127/1061	1047/ 3.3	3.1	3.3	1.9	104	991	WILD
16. WBOS-F (SAC)	116/ 2.0	2.0	1.6	2.2	1.3	2.0	142/2807	2214/ 7.0	5.7	5.3	1.6	88	1427	WBOS-F
17. WFNX-F (AOR)	115/ 2.0	1.6	1.9	1.9	2.2	1.9	126/2074	1852/ 5.8	5.2	6.4	2.2	121	1684	WFNX-F
18. WAAF-F (AOR)	103/ 1.8	1.5	1.8	1.2	0.9	1.6	275/4402	2075/ 6.5	6.7	5.4	3.4	188	2561	WAAF-F
19. WPLM-F (BB)	90/ 1.6	1.0	2.1	1.2	1.9	1.5	203/2849	1445/ 4.5	4.2	6.2	1.4	76	1441	WPLM-F
WCRB-F (CL)	90/ 1.6	1.7	2.1	1.7	1.9	1.8	130/2873	2147/ 6.7	6.7	5.9	1.4	79	1230	WCRB-F
21. WXXS (BB)	84/ 1.5	1.7	1.4	2.1	2.1	1.7	88/1198	1173/ 3.7	3.4	4.1	0.8	42	580	WXXS
22. WCGY-F (AOR)	80/ 1.4	1.8	1.9	1.9	1.4	1.8	106/2111	1448/ 4.5	5.4	5.6	2.6	147	1434	WCGY-F
23.														
24.														
25.														

12+ FM SHARE (METRO): 70.47% (3575 of 5073) (SPG 89: 68.63%)

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

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS			METRO CUME	TSA	TSA
						SHARE/RTG/AQH/CUME					
TOP 40/CHR/CONTEMP		886 (5)	886 (5)	17.5	16.7	WBET 1460	Brockton	0.4/1.0/	22/	396	
AOR/CLASSIC		963 (7)	963 (7)	19.0	17.8	WBOQ-F 104.9	Gloucester	0.4/1.1/	22/	369	
AC/OLDIES/SOFT ROCK		1120 (8)	1120 (8)	22.1	21.1	WCAV-F 97.7	Brockton	0.4/0.9/	25/	370	
MOR/VARIETY	378 (2)		378 (2)	7.5	7.4	WESX 1230	Salem	0.4/1.4/	20/	439	
COUNTRY	29 (1)	86 (3)	115 (4)	2.3	1.3	WJDA 1300	Quincy	0.7/1.2/	41/	397	
BLACK/URBAN	125 (1)		125 (1)	2.5	2.3	WKUU 1510	Boston	0.5/1.7/	33/	584	
BEAUTIFUL/EASY		320 (4)	320 (4)	6.3	7.5	WLYT-F 92.5	Haverhill/Bstn	0.4/1.3/	48/	800	
NEWS/TALK	809 (3)		809 (3)	15.9	17.3	WROL 950	Boston	0.6/1.6/	37/	665	
NOSTALGIA	84 (1)	90 (1)	174 (2)	3.4	4.8						
RELIGION/GOSPEL	32 (1)		32 (1)	0.6	1.4	WCTK-F 98.1	New Bedford	0.5/1.3/123/1646			
SPANISH						WGIR-F 101.1	Manchester	0.3/1.4/120/1972			
CLASSICAL		110 (2)	110 (2)	2.2	2.6	WHJY-F 94.1	Providence	0.4/1.6/189/3060			
JAZZ/NEW AGE						WHOB-F 106.3	Nashua	0.4/1.3/ 98/1308			
UNKNOWN/OTHERS	41 (2)		41 (2)	0.8		WKPE-F 104.7	Orleans	0.3/0.6/ 47/ 588			
	1498 (11)	3575 (30)	5073 (41)			WOKQ-F 97.5	Dover/Portsmouth	0.7/1.7/176/2249			
						WPRO-F 92.3	Providence	0.3/1.8/269/4393			
						WQRC-F 99.9	Barnstable/Hynds	0.3/0.6/ 99/ 905			
						WRSR-F 96.1	Worcester	0.4/0.8/137/1684			
						WXLO-F 104.5	Fitchburg/Worcst	0.6/1.7/111/1788			
						WZID-F 95.7	Manchester	0.3/0.9/117/1502			

RADIO STATIONS

AM STATIONS

WBZ, 1030, 50 KW (DA-1)	, FULL SERVICE	ABC I, \$ 220.00 (Group W)	John Irwin
WEEI, 590, 5 KW (DA-1)	, NEWS	CBS, \$ 138.00 (CBS)	Michael Wheeler
WHDH, 850, 50 KW (DA-2)	, TALK	NBC TALKNT, \$ 130.00 (Banner)	Dan Griffin
WILD, 1090, 5 KW (DAYS)	, BLACK	SBN, \$ 40.00 (Roslin)	Monte Bowers
WKUU, 1510, 50 KW (DA-2)	, COUNTRY	UNISUP UNIULT, \$ 30.00 (HNWH)	Jennifer McCann
WMEX, 1150, 5 KW (DA-2)	, BUSINESS NEWS	, \$ 36.00 (McGuild)	Greater Media
WRKO, 680, 50 KW (DA-2)	, TALK	MBS UNIULT, \$ 178.00 (Republic)	Atlantic Ventures
WROL, 950, 5 KW (DAYS)	, RELIGION	2 \$ 21.00 (---)	Ken Carter
WXKS, 1430, 5 KW/1 KW (DA-N)	, NOSTALGIA	UNISUP UNIULT, \$ N/A (MMR)	Pyramid
			Lisa Fell

FM STATIONS

WBCN, 104.1, 22 KW @ 740, AOR	, \$ 300.00 (Torbet)	Infinity	Tony Berardini
WBOS, 92.9, 9 KW @ 1152, CL. AOR/VARIOUS	NBC, \$ 80.00 (Katz)	Ackerly	Mary Cashman
WCGY, 93.7, 50 KW @ 430, AOR/CLASSIC AOR	ABC R, \$ 60.00 (K & P)	Curt Gowdy	Jim Murphy
WCRB, 102.5, 15 KW @ 920, CLASSICAL	, \$ 90.00 (CMBS)		Lynn Nathanson
WFNX, 101.7, 1.6 KW @ 441, AOR	, \$ 58.00 (---)		Dave Crowley
WHRB, 95.3, 3 KW @ 110, VARIOUS	, \$ 30.00 (---)		Marc Peters
WJTB, 96.9, 12 KW @ 1010, EZ	, \$ 90.00 (McGuild)	Emmis	Margaret Murphy
WMJX, 106.7, 24 KW @ 719, SOFT AC	, \$ 145.00 (McGuild)	Greater Media	Peter Smyth
WODS, 103.3, 16 KW @ 887, OLDIES	RADRAD, \$ 165.00 (CBS)	CBS	Dave Van Dyke
WPLM, 99.1, 50 KW @ 430, NOSTALGIA	UNIULT, \$ 45.00 (Kadetsky)	(PLYMOUTH)	Jane Day
WROR, 98.5, 8 KW @ 1190, AC	UNIPWR, \$ 125.00 (Republic)	Atlantic Ventures	Mark Renier
WSSH, 99.5, 39 KW @ 550, SOFT AC	UNISUP, \$ 170.00 (HNWH)	Noble	Jennifer McCann
WVBF, 105.7, 14 KW @ 954, AC	, \$ 80.00 (Banner)	Fairbanks	Jim Hilliard
WXKS, 107.9, 23 KW @ 722, CHR	, \$ 280.00 (MMR)	Pyramid	John Madison
WZLX, 100.7, 20 KW @ 724, CLASSIC AOR	, \$ 156.00 (Christal)	Cook Inlet	Gerald Charm
WZOU, 94.5, 12 KW @ 1053, CHR	, \$ 150.00 (Eastman)	Ardman	Alan Chartrand

WAAF -- SEE WORCESTER

BRIDGEPORT

Arbitron Rank/Pop (12+): 93/373,200

MSA Rank/Pop: 64/822,100 (county)
New York ADI
Average Person Ratings: 18.6
Market TSL: 24.25 hours

Stations: 32/4
Diaries: 738/506:1/49.4%
Sample Target: 780
% Below Line: 54.7
% Not Listed: 14.1

1989 Revenue: \$23,000,000
HH Inc.: \$42,595
Retail \$: 4.1 Bill
Pop per Station: 93,300
#1 Biller: WEBE-F \$5,400,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume
1. WICC (MOR)	105/15.1	11.0	10.3	10.7	13.3	---	---	1147/30.7	30.4	30.0			WICC
2. WEZN-F (SAC)	94/13.5	15.7	16.6	14.7	13.5	---	---	1041/27.9	31.2	32.5			WEZN-F
3. WKCI-F (CHR)	68/ 9.8	9.8	9.3	7.7	9.3	---	---	1031/27.6	25.7	24.7			WKCI-F
4. WEBE-F (AC)	59/ 8.5	9.1	8.6	8.9	10.5	---	---	771/20.7	21.6	22.4			WEBE-F
5. WPLR-F (AOR)	42/ 6.0	7.6	7.0	8.4	9.2	---	---	635/17.0	18.5	20.1			WPLR-F
6. WFAN (T)	28/ 4.0	3.3	2.9	1.3	1.3	---	---	545/14.6	11.5	9.9			WFAN
7. WRKS-F (B)	19/ 2.7	1.7	1.3	2.7	3.4	---	---	198/ 5.3	4.2	4.9			WRKS-F
8. WCBS (N)	17/ 2.4	3.3	2.7	2.8	3.3	---	---	457/12.2	15.0	12.0			WCBS
9. WWYZ-F (C)	15/ 2.2	1.6	1.7	0.7	---	---	---	184/ 4.9	3.9	5.4			WWYZ-F
10. WEFX-F (CL AOR)	14/ 2.0	1.3	0.8	0.7	0.7	---	---	261/ 7.0	5.7	2.9			WEFX-F

NOTE: This market's MSA and TSA are the same.

12+ FM SHARE (METRO): 64.15% (383 of 597) (SPG 89: 71.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKCI-F>>	1 WKCI-F	1 WKCI-F<	1 WICC <	1 WICC	1 WICC	1 WICC >>	1 WEZN-F	1 WICC <	1 WEZN-F<	1 WICC <
2 WPLR-F	2 WEBE-F<	2 WEBE-F	2 WEZN-F	2 WEZN-F	2 WEZN-F>>	2 WEZN-F	2 WICC	2 WEZN-F	2 WKCI-F	2 WEZN-F>
3 WQHT-F>	3 WPLR-F>	WICC <	3 WEBE-F	3 WEBE-F	3 WEBE-F	3 WEBE-F	3 WKCI-F	3 WKCI-F	3 WICC >>	3 WKCI-F
4 WRKS-F	4 WICC	4 WEZN-F	4 WKCI-F	4 WKCI-F	4 WKCI-F	4 WKCI-F	4 WKCI-F>	4 WEBE-F	4 WRKS-F	WCBS
5	5 WEZN-F	5 WPLR-F	5 WPLR-F	5 WPLR-F	5 WFAN	5 WFAN	5 WPLR-F	5 WPLR-F	5 WPLR-F	5
6	6 WEFX-F	6	6	6 WFAN	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 WKCI-F>>	1 WKCI-F<	1 WEBE-F>	1 WEZN-F<	1 WEZN-F	1 WPLR-F	1 WPLR-F>>	1 WPLR-F>>	1 WPLR-F	1 WICC
2 WEBE-F>>	2 WEBE-F>>	2 WKCI-F	2 WKCI-F	2 WICC >	WKCI-F	2 WKCI-F	2 WFAN	2 WICC	2 WPLR-F
3 WPLR-F	3 WEZN-F	3 WEZN-F	3 WEBE-F	3 WEBE-F	3 WEFX-F>	WEFX-F	WEBE-F>	3 WKCI-F	WFAN
4	4 WRKS-F	4 WICC	4 WICC >	4 WKCI-F	4 WICC >	4 WICC	4 WICC	WEBE-F	4 WEBE-F
5	5 WPLR-F	5 WRKS-F	5	5	5 WEZN-F	5 WEBE-F	5 WEFX-F	5 WFAN	5 WEZN-F
	WICC	6 WPLR-F	6	6	6	6 WFAN	6	6	6 WKCI-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER	RATED	STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		90 (6)	90 (6)	15.1	16.3	WADS	690	Ansonia	1.2/2.7/		
AOR/CLASSIC		78 (5)	78 (5)	13.1	13.4	WDJZ	1530	Bridgeport	1.4/4.4/		
AC/OLDIES/SOFT ROCK		169 (6)	169 (6)	28.3	33.3						
MOR/VARIETY	112 (3)		112 (3)	18.8	12.5	WABC	770	New York	1.0/3.3/		
COUNTRY		25 (2)	25 (2)	4.2	3.9	WAVZ	1300	New Haven	1.2/3.4/		
BLACK/URBAN	8 (1)	21 (2)	29 (3)	4.9	1.9	WBLI-F	106.1	Patchogue	0.3/2.9/		
BEAUTIFUL/EASY					1.6	WBLS-F	107.5	New York	0.3/1.4/		
NEWS/TALK	65 (4)		65 (4)	10.9	11.0	WCBS-F	101.1	New York	0.4/1.5/		
NOSTALGIA	29 (3)		29 (3)	4.9	2.9	WDRC-F	102.9	Hartford	1.0/4.8/		
RELIGION/GOSPEL						WELI	960	New Haven	0.7/2.8/		
SPANISH						WGSM	740	Huntington	1.6/3.0/		
CLASSICAL						WHTZ-F	100.3	Newark/New York	0.4/3.7/		
JAZZ/NEW AGE					1.1	WIOF-F	104.1	Waterbury	0.4/1.6/		
UNKNOWN/OTHERS					1.9	WKSS-F	95.7	Hartford-Meridn	0.4/3.1/		
	214 (11)	383 (21)	597 (32)			WNEW-F	102.7	New York	0.9/2.9/		
						WNSR-F	105.1	New York	0.4/1.7/		
						WOR	710	New York	1.9/6.5/		
						WPLJ-F	95.5	New York	0.4/4.9/		
						WQHT-F	97.1	New York	1.6/6.1/		
						WRKI-F	95.1	Brookfield	1.3/6.6/		
						WTIC	1080	Hartford	0.3/1.9/		
						WXRK-F	92.3	New York	1.0/5.1/		
						WYNY-F	103.5	Lk Success/NY	1.4/4.9/		

RADIO STATIONS

WADS , 690,	1 KW (DAYS)	, Ethnic	APR, \$ 14.00 (--)	Manual Santos
WCUM , 1450,	1 KW	, Hispanic	, \$ 15.00 (--)	Jose Lugo
WDJZ , 1530,	5 KW (DAYS, DA)	, Nostalgia	APR, \$ 19.00 (K & P)	Russ Knight
WICC , 600,	1 KW/500W (DA-2)	, MOR/Full Service	, \$ 70.00 (Banner)	Vince Cremona
WEZN-F, 99.9,	25 KW @ 680	, Soft AC	, \$103.00 (Katz)	Jim Morley
WEBE-F, 107.9,	50 KW @ 483	, AC	, \$115.00 (Banner)	Vince Cremona
WEFX-F, 95.9,	3 KW @ 300	, Classic AOR	, \$ 49.00 (Christal)	Don Laceranza
WRKI-F, 95.1,	50 KW @ 500	, AOR	, \$ 70.00 (Eastman)	John Fullam
				(BROOKFIELD)

Other ranked stations - See New York, Hartford or New Haven

BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 39/992,000

Stations: 26/22
Diaries: 1240/800.1/53.1%
Sample Target: 1290
% Below Line: 3.1
% Not Listed: 8.9

1989 Revenue: \$28,100,000
HH Inc.: \$27,650
Retail \$: 7.2 Bill
Pop per Station: 45,090
#1 Biller: WBEN \$4,700,000

MSA Rank/Pop: 54/949,400 (Buffalo)
ADI # 38 198/215,200 (Niagara Falls)
Average Person Ratings: 17.9
Market TSL: 23.25 hours

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WKSE-F (CHR)	191/10.7	8.1	9.1	11.3	9.5	9.8	197/2747	2579/26.0	24.4	25.9	12.9	243	3245	WKSE-F
2. WYRK-F (C)	156/ 8.8	8.2	8.8	8.8	8.5	8.6	186/2031	1661/16.7	16.2	17.3	7.3	138	1337	WYRK-F
3. WBEN (MOR)	147/ 8.3	7.8	10.7	6.8	7.9	8.4	164/2337	2099/21.2	31.2	20.4	8.1	153	2061	WBEN
4. WBUF-F (AC)	133/ 7.5	8.6	5.4	6.3	8.6	7.0	150/1759	1505/15.2	12.3	17.2	5.5	104	1158	WBUF-F
5. WGR -F (AOR)	130/ 7.3	7.7	9.1	7.6	9.4	7.9	171/2276	1854/18.7	17.2	17.6	9.3	174	1540	WGR -F
6. WJYE-F (EZ)	127/ 7.1	8.8	7.9	9.1	11.2	8.2	140/2074	1855/18.7	18.4	23.5	4.6	87	1237	WJYE-F
7. WMJQ-F (CHR)	116/ 6.5	6.6	5.1	5.9	4.2	6.0	200/3107	2137/21.5	19.1	18.2	7.8	146	2218	WMJQ-F
8. WHTT-F (O)	109/ 6.1	5.4	6.1	6.0	5.2	5.9	118/1811	1590/16.0	17.3	14.3	7.0	131	1335	WHTT-F
9. WUFX-F (CL AOR)	95/ 5.3	3.6	4.9	4.4	2.9	4.6	100/1591	1486/15.0	14.2	12.9	5.7	107	1254	WUFX-F
10. WECK (BB)	79/ 4.4	3.9	3.2	3.8	5.8	3.8	80/858	849/ 8.6	7.1	9.7	2.1	39	633	WECK
12. WBLK-F (B)	79/ 4.4	7.6	4.7	6.6	5.7	5.8	80/941	894/ 9.0	10.1	10.1	6.7	125	1398	WBLK-F
13. WGR (N/T)	49/ 2.8	3.0	3.5	4.0	1.6	3.3	68/1448	1112/11.2	11.7	9.4	3.2	60	729	WGR
14. WWKB (N/T)	32/ 1.8	1.0	1.9	1.0	1.7	1.4	38/672	557/ 5.6	5.5	5.2	2.5	47	603	WWKB
15. CJFT (MOR)	26/ 1.5	1.8	1.6	1.2	1.1	1.5	27/305	289/ 2.9	2.6	3.0	1.0	18	233	CJFT
16. WDCK-F (REL)	24/ 1.3	1.1	1.5	1.0	1.5	1.2	25/568	459/ 4.6	4.4	4.0	1.1	20	426	WDCK-F
17. WBMW-F (J/NA)	21/ 1.2	1.3	1.3	1.4	0.6	1.3	24/500	408/ 4.1	3.9	2.7	1.3	25	380	WBMW-F
18.														
19.														
20.														

12+ FM SHARE (METRO): 74.65% (1210 of 1621) (SPG 89: 75.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSE-F<	1 WKSE-F	1 WKSE-F	1 WHTT-F	1 WHTT-F	1 WBEN	1 WBEN >	1 WKSE-F	1 WKSE-F>	1 WKSE-F>	1 WBEN >>
2 WMJQ-F	2 WGR -F	2 WGR -F	2 WYRK-F	2 WYRK-F<	2 WYRK-F	2 WKSE-F	2 WJYE-F	2 WGR -F<	2 WBEN <	2 WHTT-F
3	3 WUFX-F>	3 WYRK-F	3 WGR -F<	3 WBUF-F	3 WJYE-F	3 WYRK-F	3 WBUF-F	3 WYRK-F	3 WMJQ-F	3 WGR -F
4	4 WMJQ-F	4 WHTT-F	4 WKSE-F<	4 WKSE-F<	4 WBUF-F	4 WBUF-F	4 WYRK-F	4 WYRK-F	4 WYRK-F	4 WYRK-F
5	5 WBUF-F	5 WUFX-F	5 WBUF-F>	5 WGR -F	5 WECK	5 WGR -F<	5 WGR -F	5 WBUF-F	5 WUFX-F<	5 WBLK-F
6	6	6 WBUF-F	6 WJYE-F	6 WJYE-F	6 WHTT-F	6 WHTT-F	6 WBEN <	6 WMJQ-F	6 WHTT-F	6 WWKB <
7	7	7 WMJQ-F	7 WMJQ-F	7	7	7 WMJQ-F	7 WUFX-F	7 WUFX-F	7 WGR-F	7 WUFX-F
8	8	8	8 WUFX-F	8	8	8	8 WHTT-F	8	8	8
9	9	9	9	9	9	9	9	9	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 WKSE-F>>	1 WKSE-F>	1 WKSE-F	1 WKSE-F>	1 WBUF-F	1 WKSE-F<	1 WGR -F	1 WGR -F>	1 WGR -F>	1 WHTT-F
2 WGR -F	2 WGR -F	2 WBUF-F	2 WBUF-F	2 WKSE-F	2 WUFX-F	2 WUFX-F<	2 WUFX-F	2 WUFX-F<	2 WYRK-F
3 WUFX-F	3 WBUF-F	3 WMJQ-F	3 WYRK-F	3 WJYE-F	3 WGR -F>	3 WKSE-F>>	3 WKSE-F>	3 WKSE-F	3 WBUF-F
4 WBLK-F	4 WMJQ-F	4 WHTT-F	4 WHTT-F	4 WHTT-F<	4 WMJQ-F>	4 WMJQ-F	4 WMJQ-F	4 WYRK-F<	4 WUFX-F<
5 WMJQ-F	5 WUFX-F	5 WGR -F	5 WMJQ-F	5 WYRK-F>	5 WYRK-F>	5	5 WHTT-F	5 WHTT-F>	5 WKSE-F
6 WBUF-F	6 WBLK-F	6 WJYE-F	6 WJYE-F	6 WMJQ-F	6 WJYE-F	6	6 WBUF-F	6 WBUF-F	6 WBEN
7 WYRK-F>>	7 WYRK-F	7 WYRK-F	7 WGR -F	7	7 WBLK-F	7	7 WJYE-F	7 WMJQ-F	7
8	8	8 WUFX-F>	8 WBLK-F	8	8 CILQ-F	8	8 WBLK-F	8	8
9	9	9	9	9	9 CHTZ-F>	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS			METRO CUME	TSA	TSA
					%				SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		307 (2)	307 (2)	18.9	15.1	WGKT	1400	Buffalo	0.6/2.1/	11/	206
AOR/CLASSIC		254 (5)	254 (5)	15.7	14.4	WHLA	1270	Niagara Falls	0.8/3.2/	15/	320
AC/OLDIES/SOFT ROCK	30 (3)	242 (2)	272 (5)	16.8	17.0	WHTT	1120	Buffalo	0.5/2.4/	13/	272
MOR/VARIETY	178 (3)		178 (3)	11.0	11.2	WJLJ	1440	Niagara Falls	0.3/1.1/	5/	108
COUNTRY	10 (1)	156 (1)	166 (2)	10.2	10.1	WLVL	1340	Lockport	0.6/2.1/	10/	211
BLACK/URBAN	18 (1)	79 (1)	97 (2)	6.0	7.3	WUFO	1080	Amherst	1.0/3.1/	18/	305
BEAUTIFUL/EASY		127 (1)	127 (1)	7.8	12.3	WXRL	1300	Lancaster/Buffl	0.6/2.9/	10/	319
NEWS/TALK	81 (2)		81 (2)	5.0	1.9						
NOSTALGIA	94 (2)		94 (2)	5.8	6.3	CFNY-F	102.1	Brampton ON	0.7/3.0/	13/	299
RELIGION/GOSPEL		24 (1)	24 (1)	1.5	1.7	CHTZ-F	97.7	St. Catherines	0.6/2.5/	10/	252
SPANISH						CILQ-F	107.1	Toronto	0.3/1.1/	6/	150
CLASSICAL											
JAZZ/NEW AGE		21 (1)	21 (1)	1.3	0.7						
UNKNOWN/OTHERS					2.0						
	411 (12)	1210 (14)	1621 (26)								

RADIO STATIONS

AM STATIONS

WBEN,	930,	50 KW (DA-N)	, Full Service	CBS UNIULT,	\$ 80.00	(Eastman)		Tom Van Nortwick
WECK,	1230,	1 KW	, Nostalgia	NBS UNISUP,	\$ 28.00	(HNWH)	Williams	Rob Williams
WGKT,	1400,	1 KW	, Oldies	, \$ 20.00		(Torbet)	Metroplex	Peter Coughlin
WGR,	550,	5 KW (DA-N)	, News/Talk	ABC E,	\$ 50.00	(Katz)		Charles Banta
WHTT,	1120,	1 KW (DAYS)	, See WHTT-F					
WUFO,	1080,	1 KW (DAYS)	, Black	SBN,	\$ 18.00	(---	Sheridan	Jesse Key
WKWB,	1520,	50 KW (DA-1)	, Business News	UNIULT,	\$ 35.00	(HNWH)	Price	Jim Meltzer
WXRL,	1300,	2.4 KW/2.5KW (DA-2,	Country	MBS,	\$ 24.00	(---		Louis Schriver
WBLK-F,	93.7,	50 KW @ 400,	Black	RADRAD,	\$ 40.00	(Durpetti)		Fred Patrick
WBWW-F,	107.7,	12 KW @ 800,	Jazz/NAC	SMN UNIPWR,	\$ 32.00	(---	(WETHERSFIELD)	John Casciani
WBUF-F,	92.9,	91 KW @ 580,	AC	, \$ 80.00		(McGuild)	Lincoln	Larry White
WDCK-F,	99.5,	110 KW @ 640,	Religion	, \$ 21.00		(---	Crawford	Nevin Larson
WGR-F,	96.9,	16 KW @ 890,	AOR	, \$ 66.00		(Katz)		Charles Banta
WHTT-F,	104.1,	50 KW @ 390,	Oldies	, \$ 60.00		(MMR)	Pyramid	Ron Rice
WJYE-F,	96.1,	50 KW @ 475,	EZ/Soft AC	UNISUP,	\$ 58.00	(HNWH)	Williams	Rob Williams
WKSE-F,	98.5,	46 KW @ 420,	CHR	ABC R,	\$ 57.00	(HNWH)	Price	Jim Meltzer
WMJQ-F,	102.5,	110 KW @ 1340,	CHR	SOURCE,	\$ 52.00	(Eastman)		Tom VanNortwick
WUFX-F,	103.3,	49 KW @ 340,	Classic AOR	CBS,	\$ 48.00	(Torbet)	Metroplex	Peter Coughlin
WYRK-F,	106.5,	50 KW @ 390,	Country	, \$ 68.00		(McGuild)	Stoner	Kitty Bocock

Miscellaneous Comments: WECK/WJYE-F sold to Ralph Guild for \$12,000,000...

CANTON

Arbitron Rank/Pop (12+): 108/332,400
 MSA Rank/Pop: 121/398,000
 Cleveland ADI
 Average Person Ratings: 18.1
 Market TSL: 24.00 hours

Stations: 29/7
 Diaries: 703/473:1/57.8%
 Sample Target: 730
 % Below Line: 44.5
 % Not Listed: 10.8

1989 Revenue: \$7,900,000
 HH Inc.: \$26,594
 Retail \$: 2.4 Bill
 Pop per Station: 47,485
 #1 Biller: WHBC \$2,400,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume
1. WHBC-F (EZ)	92/15.3	12.7	14.7	12.8	11.8	----	102/920	751/22.6	24.2	24.4			WHBC-F
2. WQXK-F (C)	67/11.1	6.9	9.0	7.5	10.9	----	96/917	561/16.9	13.9	17.6			WQXK-F
3. WHBC (MOR)	54/ 9.0	9.9	11.6	11.8	10.7	----	57/836	779/23.4	24.4	23.1			WHBC
4. WRQK-F (AOR)	51/ 8.5	7.6	4.6	8.2	8.6	----	77/781	543/16.3	15.6	13.7			WRQK-F
5. WDJQ-F (CHR)	48/ 8.0	10.1	8.1	11.1	10.9	----	58/852	695/20.9	19.5	19.9			WDJQ-F
6. WKDD-F (CHR)	41/ 6.8	7.1	6.2	7.4	7.4	----	68/971	629/18.9	18.7	18.5			WKDD-F
7. WONE-F (AOR)	22/ 3.7	4.9	4.6	2.9	1.8	----	38/517	299/ 9.0	9.8	9.7			WONE-F
8. WQMK-F (AC)	16/ 2.7	3.3	2.3	1.9	0.7	----	30/350	217/ 6.5	6.8	6.9			WQMK-F
9. WNPQ-F (CHR)	15/ 2.5	2.3	2.4	0.9	1.6	----	25/392	262/ 7.9	7.2	9.8			WNPQ-F
10. WNIR-F (T)	14/ 2.3	2.9	4.1	1.9	3.5	----	20/212	166/ 5.0	5.8	5.1			WNIR-F
WDOK-F (SAC)	14/ 2.3	1.7	1.1	1.2	1.2	----	18/308	245/ 7.4	6.7	4.4			WDOK-F

12+ FM SHARE (METRO): 84.36% (453 of 537) (SPG 89: 79.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDJQ-F	1 WRQK-F>	1 WRQK-F	1 WQXK-F	1 WQXK-F>	1 WNPQ-F>	1 WHBC-F	1 WHBC-F>	1 WHBC-F	1 WDJQ-F	1 WHBC-F
2 WPHR-F<	2 WKDD-F<	2 WDJQ-F	2 WDJQ-F	2 WHBC-F	2 WQXK-F	2 WHBC >	2 WQXK-F<	2 WQXK-F	2 WQXK-F	2 WQXK-F
3 WKDD-F	3 WDJQ-F	3 WQXK-F<	3 WHBC-F	3 WDJQ-F	3 WHBC-F	3 WQXK-F	3 WRQK-F	3 WRQK-F	3 WRQK-F	3 WRQK-F
4 WRQK-F	4 WONE-F	4 WKDD-F>	4 WKDD-F	4 WHBC	4	4 WKDD-F<	4 WHBC	4 WKDD-F	4 WHBC	4 WRQK-F
5 WNPQ-F	5 WQXK-F	5 WHBC-F<	5 WRQK-F	5 WKDD-F	5	5 WRQK-F	5 WDJQ-F	5 WDJQ-F	5 WKDD-F	5
6	6	6 WHBC	WHBC	6 WRQK-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 WRQK-F>>	1 WRQK-F>	1 WDJQ-F	1 WDJQ-F<	1 WQXK-F>	1 WRQK-F>	1 WRQK-F>	1 WRQK-F>	1 WRQK-F>	1 WRQK-F
2 WKDD-F	2 WKDD-F	2 WQXK-F	2 WQXK-F	2 WDJQ-F	2 WDJQ-F	2 WONE-F	2 WONE-F	2 WONE-F	2 WQXK-F
3 WDJQ-F>	WDJQ-F>	WKDD-F>	WTIG	3 WHBC-F	3 WONE-F	3 WKDD-F	3 WKDD-F>	3 WKDD-F	3 WHBC-F
4 WONE-F>	4 WQXK-F>	4 WHBC-F	4 WKDD-F	4 WHBC	4 WKDD-F	4 WDJQ-F>	4 WMMS-F	4 WDJQ-F	4 WKDD-F
5 WPHR-F>	5 WONE-F	5 WHBC	5 WNPQ-F	5 WKDD-F	5 WQXK-F	5 WHBC	5 WQXK-F	5 WQXK-F	5 WHBC
6	6	6 WONE-F	6 WHBC-F	6	WHBC >	6	WNCX-F	6 WHBC	6

WDJQ-F

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		113 (4)	113 (4)	21.0	20.7	WFAH 1310 Alliance	0.8/3.0/ 5/ 101		
AOR/CLASSIC		90 (4)	90 (4)	16.8	14.5	WTIG 990 Massillion	0.7/2.4/ 5/ 89		
AC/OLDIES/SOFT ROCK		51 (5)	51 (5)	9.5	8.5				
MOR/VARIETY	63 (3)		63 (3)	11.7	13.2	WAKR 1590 Akron	0.7/2.0/ 4/ 82		
COUNTRY	9 (3)	81 (3)	90 (6)	16.8	13.4	WBBG-F 93.3 Youngstown	0.3/2.2/ 12/ 165		
BLACK/URBAN		9 (1)	9 (1)	1.7	2.4	WGAR 1220 Cleveland	0.3/2.1/ 3/ 110		
BEAUTIFUL/EASY		95 (2)	95 (2)	17.7	16.7	WGAR-F 99.5 Cleveland	0.7/2.5/ 7/ 150		
NEWS/TALK	3 (1)	14 (1)	17 (2)	3.2	6.4	WHLO 640 Akron/Cleveland	0.7/2.5/ 9/ 259		
NOSTALGIA	5 (1)		5 (1)	0.9	1.3	WLTF-F 106.5 Cleveland	1.0/5.4/ 21/ 344		
RELIGION/GOSPEL	4 (1)		4 (1)	0.7	2.5	WMJI-F 105.7 Cleveland	2.2/9.3/ 17/ 456		
SPANISH						WMMS-F 100.7 Cleveland	1.5/5.5/ 13/ 326		
CLASSICAL						WNCX-F 98.5 Cleveland	1.3/6.5/ 12/ 344		
JAZZ/NEW AGE					0.4	WPHR-F 107.9 Cleveland	1.5/4.6/ 14/ 189		
UNKNOWN/OTHERS						WQAL-F 104.1 Cleveland	0.5/2.0/ 3/ 66		
	84 (9)	453 (20)	537 (29)			WQKT-F 104.5 Wooster	1.7/3.9/ 41/ 404		
						WRMR 850 Cleveland	0.8/2.6/ 7/ 133		
						WSLR 1350 Akron	0.5/1.7/ 3/ 62		
						WWWE 1100 Cleveland	0.5/3.5/ 14/ 259		
						WZAK-F 93.1 Cleveland	1.5/2.9/ 9/ 95		

RADIO STATIONS

WFAH, 1310, 1 KW/18 W (DA-1) , NOSTALGIA ABC I , \$ 13.00 (HNWH) (ALLIANCE) Dick Elliott
 WHBC, 1480, 5 KW (DA-N) , MOR/FULL SER. ABC E , \$ 55.00 (Christal) Bill Chambers

WDJQ-F, 92.5, 50 KW @ 500, CHR , \$ 40.00 (HNWH) Dick Elliott
 WHBC-F, 94.1, 46 KW @ 515, EZ/BTFL ABC E , \$ 36.00 (Christal) Bill Chambers
 WNPQ-F, 95.9, 1.6 KW @ 400, CHR , \$ 15.00 (Regional) (NEW PHILADELPHIA) Dennis Newell
 WRQK-F, 106.9, 28 KW @ 340, AOR UNISUP , \$ 31.00 (Eastman) Larry Gawthrop
 WTOF-F, 98.1, 36 KW @ 570, RELIGION , \$ 15.00 (---) Mortenson Tom Bishop

OTHER RANKED STATIONS -- See Akron & Cleveland

CASPER

Arbitron Rank/Pop (12+): 260/52,800
 MSA Rank/Pop: 348/61,300
 Average Person Ratings: 17.4
 Market TSL: 23.75 hours

Stations: 6/6
 Diaries: 552/96:1/56.0%
 Sample Target: 550
 % Below Line: 0.0
 % Not Listed: 18.5

1989 Revenue: \$2,500,000
 HH Inc.: \$29,577
 Retail S: .53 Bil
 Pop per Station: 8,800
 #1 Biller: KTRS-F \$850,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume
1. KTRS-F (CHR)	27/29.3	---	48.9	---	43.8	---	40/452	266/50.4		59.3			KTRS-F
2. KQLT-F (EZ)	16/17.4	---	11.4	---	13.5	---	19/202	165/31.3		21.4			KQLT-F
3. KVOC (C)	13/14.1	---	17.0	---	15.7	---	13/180	169/32.0		26.3			KVOC
4. KTWO (C)	9/ 9.8	---	11.4	---	20.2	---	10/195	121/22.9		29.2			KTWO
5. KMGW-F (AC)	8/ 8.7	---	---	---	---	---	8/148	132/25.0		0.0			KMGW-F
6. KUYO (REL)	2/ 2.2	---	1.1	---	---	---	4/44	22/ 4.2		3.7			KUYO
7.													
8.													
9.													
10.													

12+ FM SHARE (METRO): 68.00% (51 of 75) (SPG 89: 67.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>>	1 KQLT-F>>	1 KVOC	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>>
2	2 KQLT-F>	2 KQLT-F>	2 KQLT-F>	2 KTRS-F>>	2 KQLT-F>	2 KVOC	2 KQLT-F>	2 KQLT-F>	2 KQLT-F>	2 KVOC
3	3 KMGW-F>	3 KMGW-F>	3 KMGW-F>	3 KMGW-F>	3 KTWO >	KQLT-F>	3 KVOC	3 KVOC >	3	3
4	4	4	4	4 KVOC	4 KMGW-F>	4 KTWO	4 KMGW-F>	4 KTWO	4	4
5	5	5	5	5	5	5 KMGW-F>	5 KTWO	5 KMGW-F>	5	5

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 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>	1 KQLT-F>
2	2 KQLT-F>	2 KQLT-F>	2 KQLT-F>	2 KQLT-F>>	2 KVOC	2 KQLT-F>>	2 KQLT-F>>	2 KQLT-F>>	2 KTRS-F>>
3	3 KMGW-F>	3 KMGW-F>>	3 KMGW-F>	3 KMGW-F>	3	3 KVOC	3 KTWO	3 KMGW-F>	3 KVOC
4	4 KUYO	4 KUYO	4	4 KVOC	4	4 KTWO	4 KMGW-F>>	4 KVOC	4 KMGW-F>
5	5	5	5	5	5	5 KMGW-F>	5 KVOC	5 KTWO	5 KTWO

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		27 (1)	27 (1)	36.0	53.1		
AOR/CLASSIC					2.5		
AC/OLDIES/SOFT ROCK		8 (1)	8 (1)	10.7			
MOR/VARIETY							
COUNTRY	22 (2)		22 (2)	29.3	30.9		
BLACK/URBAN							
BEAUTIFUL/EASY		16 (1)	16 (1)	21.3	12.3		
NEWS/TALK							
NOSTALGIA							
RELIGION/GOSPEL	2 (1)		2 (1)	2.7	1.2		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	24 (3)	51 (3)	75 (6)				

RADIO STATIONS

KTWO , 1030,	50 KW (DA-2)	, Country	CBS,	\$15.00	(Katz)	Bob Price
KUYO , 830,	10 KW (DAYS)	, Religion	, \$ 6.00	(---)		Jon Buckley
KVOC , 1230,	1 KW	, Country	ABC I,	\$16.00	(Eastman)	Ray Ebert
KMGW-F, 94.5,	63 KW @ 1910	, AC	, \$13.00	(Katz)		Bob Price
KQLT-F, 103.7,	59 KW @ 1909	, EZ/Soft AC	, \$15.00	(Mc-Guild)		Dan Roberts
KTRS-F, 95.5,	94 KW @ 1920	, CHR	ABC C,	\$21.00	(Torbet)	Bill Hart

CEDAR RAPIDS

Arbitron Rank/Pop (12+): 193/138,400

Stations: 14/10
Diaries: 628/220:1/58.5%
Sample Target: 575
% Below Line: 6.6
% Not Listed: 13.7

1989 Revenue: \$7,500,000
HH Inc.: \$31,520
Retail \$: 1.2 Bill
Pop per Station: 13,840
#1 Biller: WMT \$2,000,000

MSA Rank/Pop: 228/171,300
ADI # 81 (w/Waterloo & Dubuq.)
Average Person Ratings: 15.3
Market TSL: 20.00 hours

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WMT (MOR)	34/16.0	---	16.4	---	20.8	---	87/1085	384/27.7	---	25.7	13.8	32	373	WMT
2. KHAK-AF (C)	33/15.6	---	17.3	---	13.1	---	65/752	381/27.5	---	34.7	13.8	32	469	KHAK-AF
3. KKRQ-F (AC)	31/14.6	---	5.0	---	4.5	---	57/855	390/28.2	---	16.1	10.3	24	313	KKRQ-F
4. KQCR-F (CHR)	23/10.8	---	8.6	---	7.7	---	39/711	403/29.1	---	24.0	15.1	35	402	KQCR-F
5. WMT -F (AC)	18/ 8.5	---	10.9	---	12.7	---	43/551	280/20.2	---	24.3	9.1	21	261	WMT -F
6. KRNA-F (AOR)	16/ 7.5	---	11.4	---	12.2	---	45/616	204/14.7	---	22.2	12.1	28	354	KRNA-F
7. KFMW-F (CHR)	9/ 4.2	---	3.6	---	3.6	---	48/677	183/13.2	---	14.2	2.2	5	159	KFMW-F
KMRY (BB)	9/ 4.2	---	2.7	---	4.5	---	9/143	105/ 7.6	---	6.5	4.3	10	85	KMRY
9. KOKZ-F (CHR)	3/ 1.4	---	5.9	---	5.4	---	15/483	162/11.7	---	19.5	4.3	10	223	KOKZ-F
KCRG (C)	3/ 1.4	---	2.3	---	4.1	---	9/294	170/12.3	---	10.3	2.6	6	137	KCRG

12+ FM SHARE (METRO): 72.13% (132 of 183) (SPG 89: 74.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQCR-F>>	1 KRNA-F	1 KKRQ-F>	1 KKRQ-F>	1 KKRQ-F	1 WMT	1 WMT >	1 KHAK-AF	1 KKRQ-F<	1 KQCR-F	1 WMT >
2 KOKZ-F	2 KKRQ-F	2 KHAK-AF	2 KHAK-AF	2 KHAK-AF>	2 KHAK-AF>	2 KHAK-AF>	2 KKRQ-F	2 KHAK-AF	2 KKRQ-F>	2 KKRQ-F>
KKRQ-F	3 KQCR-F	3 WMT -F	3 WMT -F	3 WMT -F	3 KKRQ-F>	3 KQCR-F	3 WMT	3 KQCR-F	3 KHAK-AF	3 KHAK-F
4	4 WMT -F>	4 KRNA-F	4 KQCR-F>	4 KQCR-F>	4 KMRY	4 KKRQ-F	4 WMT -F	4 WMT	4 WMT	4
5	5 KHAK-AF	5 KQCR-F	5 KRNA-F	5 KRNA-F	5 WMT -F	5 WMT -F	5 KQCR-F	5 WMT -F	5 KRNA-F	5
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 KKRQ-F>	1 KQCR-F	1 KQCR-F	1 KKRQ-F>	1 KKRQ-F>	1 KRNA-F>>	1 KRNA-F>>	1 KRNA-F>	1 KRNA-F	1 KHAK-AF	
2 KHAK-AF	2 KKRQ-F>	2 KKRQ-F	2 KQCR-F	2 KHAK-AF	2 KFMW-F>>	2 WMT -F	2 KHAK-AF	2 KKRQ-F	2 KKRQ-F>	
KFMW-F	3 WMT -F>	3 WMT -F>>	3 KHAK-AF	3 KQCR-F	3 WMT -F	3 KHAK-AF	WMT -F>	3 KHAK-AF>	3 KRNA-F	
KQCR-F>>	4 KHAK-AF	4	4 WMT -F	4 WMT -F>	KQCR-F	KKRQ-F>	4 KKRQ-F>	4 WMT -F>	4 WMT -F	
5	KFMW-F		5	5 WMT	KKRQ-F	5 KFMW-F	5 KQCR-F>>	5 KQCR-F	5	

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME TSA	TSA
							SHARE/RIG/AQH/CUME	
TOP 40/CHR/CONTEMP		35 (3)	35 (3)	19.1	26.8	KTOF-F 104.5 Cedar Rapids	0.9/5.6/ 7/ 178	
AOR/CLASSIC		16 (1)	16 (1)	8.7	13.2			
AC/OLDIES/SOFT ROCK		49 (2)	49 (2)	26.8	15.3	WGN 720 Des Moines	0.5/2.0/ 3/ 134	
MOR/VARIETY	35 (2)		35 (2)	19.1	19.5	WHO 1040 Des Moines	0.5/4.7/ 12/ 272	
COUNTRY	6 (2)	30 (1)	36 (3)	19.7	20.5			
BLACK/URBAN								
BEAUTIFUL/EASY								
NEWS/TALK	1 (1)		1 (1)	0.5				
NOSTALGIA	9 (1)		9 (1)	4.9	3.2			
RELIGION/GOSPEL		2 (1)	2 (1)	1.1	1.6			
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS								
	51 (6)	132 (8)	183 (14)					

RADIO STATIONS

KCRG, 1600, 5 KW (DA-N)	, COUNTRY	ABC I, \$ 10.00 (K & P)	Bob Allen
KHAK, 1360, 1 KW	, SEE KHAK-F		
KMRY, 1450, 1 KW (DA-1)	, NOSTALGIA	SMN, \$ 13.00 (Christal)	Mike Dulaney
WMT, 600, 5 KW (DA-N)	, MOR/FULL SER.	ABC D, MBS, \$ 40.00 (Katz)	Frosty Mitchell
KHAK-F, 98.1, 100 KW @ 485,	COUNTRY	ABC E, \$ 40.00 (Christal)	Mary Quass
KKRQ-F, 100.7, 100 KW @ 532,	OLDIES	ABC C, \$ 28.00 (Banner)	Steve Winkey
KQCR-F, 102.9, 100 KW @ 350,	CHR	\$ 22.00 (HNWH)	Bill Clyner
KRNA-F, 93.9, 100 KW @ 590,	AOR	UPI, \$ 30.00 (Roslin)	Elliot Keller
KTOF-F, 104.5, 100 KW @ 550,	RELIGION	\$ 10.00 (---)	Jim Young
WMT-F, 96.5, 100 KW @ 540,	AC	ABC D, MBS, \$ 28.00 (Katz)	Frosty Mitchell

OTHER RANKED STATIONS -- See Waterloo Miscellaneous Comments: KKRQ-F changed from CHR to OLDIES...

CHARLESTON, SC

Arbitron Rank/Pop (12+): 82/419,600

MSA Rank/Pop: 98/501,200
ADI # 110

Average Person Ratings: 17.3
Market TSL: 23.00 hours

Stations: 23/19
Diaries: 811/517:1/45.6%
Sample Target: 810
% Below Line: 4.7
% Not Listed: 12.1

1989 Revenue: \$11,300,000
HH Inc.: \$23,092
Retail \$: 3.0 Bil
Pop per Station: 22,084
#1 Biller: WEZL-F \$2,300,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WEZL-F (C)	98/13.5	---	11.2	11.5	12.1	---	108/968	857/20.4	19.7	---	10.1	76	957	WEZL-F
2. WSSX-F (CHR)	60/ 8.3	---	7.4	6.9	6.0	---	75/1076	947/22.6	20.5	---	8.8	66	976	WSSX-F
3. WWWZ-F (B)	51/ 7.0	---	7.8	9.5	7.4	---	51/760	730/17.4	17.4	---	6.7	50	807	WWWZ-F
4. WPAL (B)	48/ 6.6	---	4.9	6.5	6.8	---	51/575	537/12.8	9.5	---	4.4	33	522	WPAL
WKQB-F (C/R)	48/ 6.6	---	8.0	7.8	9.0	---	76/1188	819/19.5	19.6	---	8.7	65	1136	WKQB-F
6. WAVF-F (AOR)	43/ 5.9	---	7.7	6.5	5.4	---	45/662	615/14.7	15.4	---	8.7	65	791	WAVF-F
7. WUJM-F (B)	40/ 5.5	---	2.4	1.0	2.8	---	42/536	498/11.9	7.3	---	9.3	70	850	WUJM-F
8. WXTC-F (AC)	32/ 4.4	---	6.6	6.9	6.8	---	45/705	627/14.9	14.8	---	5.6	42	551	WXTC-F
9. WXLX-F (O)	29/ 4.0	---	3.8	4.6	4.7	---	33/552	491/11.7	9.8	---	4.1	31	467	WXLX-F
10. WYBB-F (CL AOR)	27/ 3.7	---	1.3	1.7	---	---	32/487	410/ 9.8	6.0	---	3.6	27	348	WYBB-F
11. WDXZ-F (EZ)	24/ 3.3	---	4.9	4.5	3.8	---	24/370	358/ 8.5	10.9	---	2.5	19	245	WDXZ-F
12. WSUY-F (AC)	20/ 2.8	---	---	---	---	---	20/253	253/ 6.0	0.0	---	1.6	12	195	WSUY-F
WDM-F (B)	20/ 2.8	---	1.9	1.2	1.9	---	75/766	213/ 5.1	4.8	---	2.1	16	193	WDM-F
14. WTMA (N/T)	18/ 2.5	---	0.5	0.9	0.6	---	19/311	298/ 7.1	1.7	---	2.5	19	362	WTMA
WQIZ (GOSP)	18/ 2.5	---	1.8	3.0	1.9	---	33/247	127/ 3.0	2.7	---	0.4	3	67	WQIZ
WMGL-F (B)	18/ 2.5	---	5.8	4.0	4.7	---	24/412	347/ 8.3	11.6	---	5.2	39	581	WMGL-F
17. WZJY (GOSP)	13/ 1.8	---	1.3	1.9	2.5	---	13/138	138/ 3.3	2.9	---	2.1	16	195	WZJY

12+ FM SHARE (METRO): 83.20% (530 of 637) (SPG 89: 83.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKQB-F>>	1 WSSX-F	1 WEZL-F	1 WEZL-F>	1 WEZL-F>>	1 WEZL-F>>	1 WEZL-F>	1 WEZL-F>	1 WEZL-F>	1 WUJM-F	1 WEZL-F>
2 WWWZ-F>	2 WAVF-F<	2 WSSX-F	2 WSSX-F	2 WSSX-F	2 WPAL	2 WSSX-F	2 WSSX-F	2 WSSX-F	2 WKQB-F	2 WXTC-F
3 WSSX-F>	3 WWWZ-F	3 WWWZ-F	3 WAVF-F<	3 WXLX-F	3 WDXZ-F<	3 WPAL	3 WPAL	3 WWWZ-F<	3 WWWZ-F	3 WTMA
4 WUJM-F	4 WUJM-F	4 WAVF-F	4 WXLX-F<	4 WAVF-F	4 WXLX-F	4 WWWZ-F	4 WWWZ-F	4 WKQB-F	4 WSSX-F	4 WUJM-F
5	5 WXTC-F<	5 WUJM-F	5 WXTC-F	5 WXTC-F	5 WTMA	5 WKQB-F<	5 WAVF-F	5 WUJM-F	5 WEZL-F	5 WWWZ-F
6	6 WYBB-F	6 WXTC-F	6 WUJM-F	6 WPAL <	6 WQIZ	6 WAVF-F	6 WXTC-F	6 WPAL <	6 WXTC-F	6
7		7	7	7 WUJM-F	7	7	7	7 WAVF-F	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 WSSX-F	1 WSSX-F	1 WXTC-F	1 WEZL-F>	1 WEZL-F>>	1 WWWZ-F>	1 WAVF-F	1 WAVF-F	1 WEZL-F	1 WEZL-F>
2 WUJM-F>	2 WUJM-F	2 WKQB-F	2 WSSX-F<	2 WXTC-F	2 WSSX-F	2 WSSX-F	2 WSSX-F>	2 WAVF-F<	2 WAVF-F
3 WWWZ-F	3 WXTC-F	3 WSSX-F	3 WUJM-F	3 WPAL	3 WAVF-F	3 WWWZ-F	3 WYBB-F	3 WSSX-F	3 WSSX-F
4 WEZL-F	4 WKQB-F	4 WPAL	4 WXTC-F	4 WUJM-F	4 WYBB-F>	4 WYBB-F>	4 WEZL-F	4 WWWZ-F	4 WXLX-F
5 WXTC-F	5 WEZL-F	5 WUJM-F	5 WKQB-F	5 WSSX-F	5 WKQB-F	5	5 WWWZ-F	5 WYBB-F	5 WYBB-F
6	6 WWWZ-F	6 WEZL-F	6 WWWZ-F	6 WXLX-F	6	6	6	6	6 WDM-F
7	7 WPAL	7	7	7 WKQB-F	7	7	7	7	7 WWWZ-F

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS			METRO CUME TSA TSA	
						SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP		113 (3)	113 (3)	17.7	17.4	WJYQ-F 105.5	Moncks Corner		0.8/3.0/	6/ 125
AOR/CLASSIC		70 (2)	70 (2)	11.0	10.2	WMCJ 950	Moncks Corner		1.0/2.4/	7/ 114
AC/OLDIES/SOFT ROCK		81 (3)	81 (3)	12.7	19.8	WOKE 1340	Charleston		0.4/2.0/	3/ 82
MOR/VARIETY										
COUNTRY		104 (2)	104 (2)	16.3	14.7	WHLZ-F 92.5	Manning		0.8/2.6/	39/ 415
BLACK/URBAN	55 (2)	129 (4)	184 (6)	28.9	26.1	WHTK-F 99.7	Pt. Royal		0.7/2.4/	28/ 298
BEAUTIFUL/EASY		24 (1)	24 (1)	3.8	6.4	WMNY-F 100.3	Elloree/Santee		0.4/2.0/	15/ 294
NEWS/TALK	18 (1)		18 (1)	2.8	1.4					
NOSTALGIA										
RELIGION/GOSPEL	31 (2)		31 (2)	4.9	3.5					
SPANISH										
CLASSICAL										
JAZZ/NEW AGE		6 (1)	6 (1)	0.9						
UNKNOWN/OTHERS	3 (1)	3 (1)	6 (2)	0.9	0.5					
	107 (6)	530 (17)	637 (23)							

RADIO STATIONS

WPAL , 730,	1 KW/100 W	, Black	NBN ABC D, \$19.00	(Roslin)		Bill Saunders
WQIZ , 810,	5 KW (DAYS)	, Gospel	SBN, \$12.00	(Eastman)		
WTMA , 1250,	5 KW/1 KW	, News/Talk	ABC T TALKNT, \$14.00	(Katz)		
WZJY , 1480,	1 KW (DAYS)	, Gospel	UNIULT, \$10.00	(---)		Jesse Williams
WAVF-F, 96.1,	100 KW @ 538	, AOR	, \$37.00	(Christal)		Lawrence Thompson
WDXZ-F, 104.5,	28 KW @ 656	, EZ	, \$20.00	(Eastman)	(MT PLEASANT)	Bob Kay
WEZL-F, 103.5,	100 KW @ 661	, Country	MBS, \$60.00	(Banner)	Apollo	C. Barton
WKQB-F, 107.5,	100 KW @ 984	, CHR	, \$40.00	(Eastman)	(ST GEORGE)	Steve Judy
WSSX-F, 95.1,	100 KW @ 360	, CHR	, \$34.00	(Katz)	Faircom	Nancy Deaton
WSUY-F, 100.7,	3 KW @ 300	, AC	, \$18.00	(---)		
WUJM-F, 94.3,	1.4 KW @ 480	, Black	MBS, \$23.00	(Christal)	Jones-Eastern	Charlie Jones
WWWZ-F, 93.5,	1.1 KW @ 460	, Black	SBN, \$30.00	(HNWH)	(GOOSE CREEK)	Cliff Fletcher
WXLY-F, 102.5,	100 KW @ 550	, Oldies	UNIULT, \$31.00	(Republic)	(SUMMERVILLE)	Sanders Hickey
WXTC-F, 96.9,	100 KW @ 1770	, AC	RADRAD, \$45.00	(Mc-Guild)		Bob Abernathy
WYBB-F, 98.1,	50 KW @ 479	, Classic AOR	, \$19.00	(Durpetti)	Martin (FOLLY BCH)	Charles Cohn

WWDM-F -- See Columbia

Misc Comments: WWHT changes to WUJM-F and format from Oldies to Black (Feb) . . . There was no Fall 1989 rating book because of the devastation left by Hurrican Hugo . . .WKN, WDXZ-F sold by Caravelle for \$1,600,000...WSUY-F - 51% sold \$500,000...

CHARLESTON, WV

Arbitron Rank/Pop (12+): 147/220,400
 MSA Rank/Pop: 172/256,900
 ADI # 48 (w/Huntington)
 Average Person Ratings: 15.5
 Market TSL: 20.75 hours

Stations: 14/12
 Diaries: 611/361:1/54.0%
 Sample Target: 610
 % Below Line: 2.0
 % Not Listed: 9.6

1989 Revenue: \$8,600,000
 MH Inc.: \$26,175
 Retail \$: 2.0 Bill
 Pop per Station: 18,366
 #1 Biller: WQBE-AF \$1,700,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WQBE-F (C)	82/24.0	---	19.4	---	19.9	---	157/1547	737/33.4	---	30.2	24.8	98	800	WQBE-F
2. WVSR-F (CHR)	49/14.3	---	14.3	---	15.5	---	70/1020	652/28.1	---	33.0	17.5	69	693	WVSR-F
3. WKLC-F (AOR)	36/10.5	---	9.8	---	9.9	---	93/1120	453/20.1	---	20.3	11.6	46	573	WKLC-F
4. WVAF-F (AC)	33/ 9.6	---	8.8	---	16.1	---	48/782	518/23.5	---	20.7	10.6	42	580	WVAF-F
5. WLZT-F (O)	26/ 7.6	---	5.3	---	2.5	---	50/693	396/18.0	---	11.9	4.8	19	243	WLZT-F
6. WBES-F (EZ)	20/ 5.8	---	6.6	---	---	---	20/254	232/10.5	---	8.3	3.3	13	170	WBES-F
7. WCHS (MOR)	14/ 4.1	---	4.5	---	7.5	---	18/388	293/13.3	---	12.8	3.8	15	327	WCHS
WCAW (C)	14/ 4.1	---	6.1	---	7.5	---	15/302	208/ 9.4	---	13.2	5.8	23	302	WCAW
9. WVNS-F (O)	10/ 2.9	---	5.8	---	4.7	---	13/250	206/ 9.3	---	11.1	3.8	15	265	WVNS-F
WJYP-F (REL)	10/ 2.9	---	2.1	---	1.6	---	11/182	143/ 6.5	---	4.7	2.5	10	86	WJYP-F

12+ FM SHARE (METRO): 88.35% (273 of 309) (SPG 89: 83.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVSR-F	1 WQBE-F<	1 WQBE-F	1 WQBE-F>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>	1 WQBE-F>	1 WVSR-F<	1 WQBE-F>>
2	2 WVSR-F	2 WVSR-F<	2 WVSR-F	2 WVSR-F	2 WLZT-F	2 WVSR-F	2 WVSR-F<	2 WVSR-F>	2 WQBE-F>	2 WLZT-F
3	3 WKLC-F	3 WKLC-F	3 WKLC-F	3 WVAF-F	WBES-F	3 WVAF-F	3 WVAF-F	3 WKLC-F	3 WKLC-F>	3
4	4 WVAF-F	4 WVAF-F	4 WLZT-F	WLZT-F	4 WCHS	4 WKLC-F	4 WKLC-F	4 WVAF-F	4 WVAF-F	4
5	5	5 WLZT-F	5 WVAF-F	WKLC-F	WCAW	5	5	5 WLZT-F	5 WLZT-F	5
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 WVSR-F>>	1 WVSR-F	1 WVAF-F	1 WVSR-F	1 WQBE-F>	1 WQBE-F	1 WQBE-F	1 WQBE-F>	1 WQBE-F	1 WQBE-F>>
2 WKLC-F>	2 WVAF-F	WQBE-F	2 WQBE-F	2 WVSR-F	WKLC-F>>	2 WKLC-F>	2 WKLC-F>	2 WKLC-F>	2 WLZT-F
3 WVAF-F>>	3 WQBE-F	3 WVSR-F>>	3 WVAF-F	WVAF-F>	3 WVSR-F>>	3 WVSR-F>	3 WVSR-F	3 WVSR-F	WKLC-F>
4 WQBE-F	4 WKLC-F	4 WKLC-F>	4 WKLC-F	4 WLZT-F	4 WVAF-F>>	4 WVAF-F	WLZT-F>	WLZT-F>	4 WVSR-F>
5 WJYP-F>>	5	5 WLZT-F>	5	WKLC-F	5	5	5 WVAF-F	5 WVAF-F	5 WVAF-F
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		51 (2)	51 (2)	16.5	17.2	WQBE 950 Charleston	1.5/4.9/ 7/ 130
AOR/CLASSIC		36 (1)	36 (1)	11.7	11.1	WCSW 1410 S. Charleston	0.9/2.0/ 4/ 50
AC/OLDIES/SOFT ROCK		69 (3)	69 (3)	22.3	22.6	WVSR 1240 Charleston	
MOR/VARIETY	14 (1)		14 (1)	4.5	5.1		
COUNTRY	19 (2)	82 (1)	101 (3)	32.7	30.1	WCIR-F 103.7 Beckley	0.6/2.1/ 61/ 798
BLACK/URBAN						WEMM-F 107.9 Huntington	1.5/5.4/ 23/ 403
BEAUTIFUL/EASY		20 (1)	20 (1)	6.5	7.5		
NEWS/TALK							
NOSTALGIA							
RELIGION/GOSPEL	3 (1)	15 (2)	18 (3)	5.8	6.3		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	36 (4)	273 (10)	309 (14)				

RADIO STATIONS

WCAW, 680, 50 KW/250 W (DA-N), COUNTRY	NBC, MBS, \$ 16.00 (Banner)	Capitol-Johnson	Earle Buck
WCHS, 580, 5 KW (DA-N), MOR	CBS, \$ 17.00 (Republic)		Jim Dunlap
WQBE, 950, 5 KW/1 KW (DA-N), SEE WQBE-F			
WBES-F, 94.5, 3 KW @ 328, EZ	, \$ 16.00 (K & P)	(DUNBAR)	Morton Victorson
WJYP-F, 100.9, 3 KW @ 300, RELIGION	, \$ 10.00 (---)	CLU	Rex Whaley
WKLC-F, 105.1, 4 KW @ 1665, AOR	SOURCE, ABC R, \$ 26.00 (HNWH)	Martin	Tony Bishop
WLZT-F, 107.3, 23 KW @ 640, OLDIES	, \$ 19.00 (---)	(MIAMI)	Howard Johnson
WQBE-F, 97.5, 50 KW @ 500, COUNTRY	ABC I, \$ 43.00 (McGuild)	Niniger	Bob Turley
WVAF-F, 99.9, 50 KW @ 490, AC	ABC F, \$ 34.00 (Banner)	Capitol-Johnson	Earle Buck
WVNS-F, 96.1, 50 KW @ 360, OLDIES	ABC D, \$ 17.00 (Republic)		Jim Dunlap
WVSR-F, 102.7, 50 KW @ 420, CHR	, \$ 36.00 (Katz)	Ardman	Jack Alix

Miscellaneous Comments: WVNS changes from AC to primarily OLDIES...WBES-F sold for \$1,100,000 (Rosenblum)...
 WVSR A/F sold by Ardman for \$4,000,000 (E) (Richards)...

CHARLOTTE

Arbitron Rank/Pop (12+): 41/930,900
 MSA Rank/Pop: 43/1,123,100
 ADI # 31
 Average Person Ratings: 16.8
 Market TSL: 22.00 hours

Stations: 25/19
 Diaries: 1213/767:1/49.6%
 Sample Target: 1190
 % Below Line: 3.9
 % Not Listed: 13.5

1989 Revenue: \$32,900,000
 HH Inc.: \$27,430
 Retail \$: 8.1 Bill
 Pop per Station: 48,994
 #1 Biller: WSOC-AF \$6,000,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WSOC-F (C)	204/13.1	13.3	15.4	9.1	14.4	12.7	353/4340	2340/25.1	27.9	22.4	11.3	185	1869	WSOC-F
2. WPEG-F (B)	183/11.7	9.3	9.5	11.4	10.6	10.5	195/1874	1624/17.4	14.9	17.4	16.6	271	2110	WPEG-F
3. WCKZ-F (CHR)	139/ 8.9	9.2	8.0	8.7	8.5	8.7	254/3588	1956/21.0	18.3	19.6	14.0	229	2494	WCKZ-F
4. WRFX-F (AOR)	122/ 7.8	7.0	7.9	7.5	7.2	7.6	180/2162	1464/15.7	17.1	15.0	8.7	142	1602	WRFX-F
5. WBT (MOR)	104/ 6.7	6.7	9.0	5.6	7.2	7.0	118/1491	1221/13.1	17.8	15.7	4.8	78	1081	WBT
6. WMXC-F (AC)	99/ 6.3	5.7	6.3	6.6	7.2	6.2	167/2006	1349/14.5	15.0	16.2	4.0	66	783	WMXC-F
7. WEZC-F (SAC)	87/ 5.6	6.8	5.5	6.0	5.3	6.0	135/1823	1235/13.3	13.1	9.1	3.5	57	977	WEZC-F
8. WWMG-F (O)	68/ 4.4	4.7	4.8	4.5	3.6	4.6	122/1885	1008/10.8	11.2	11.0	4.8	78	972	WWMG-F
9. WZZG-F (CHR)	63/ 4.0	3.8	4.3	5.6	4.9	4.4	132/2019	1024/11.0	12.8	13.1	3.9	64	987	WZZG-F
10. WBT -F (AC)	61/ 3.9	4.8	4.8	3.8	3.8	4.3	129/2502	1237/13.3	14.7	14.1	3.9	64	1379	WBT -F
11. WTDR-F (C)	55/ 3.5	5.3	4.8	4.5	3.6	4.5	108/1403	776/ 8.3	11.2	11.0	3.5	57	764	WTDR-F
12. WXRC-F (AOR)	32/ 2.1	1.2	1.2	0.3	0.6	1.2	75/1418	547/ 5.9	3.4	2.6	2.5	41	430	WXRC-F
13. WRDX-F (AC)	24/ 1.5	1.3	0.8	1.4	1.3	1.3	54/537	248/ 2.7	2.6	3.1	1.2	19	246	WRDX-F

12+ FM SHARE (METRO): 88.67% (1197 of 1350) (SPG 89: 86.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCKZ-F>	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 WBT
2 WPEG-F>	2 WRFX-F	2 WRFX-F	2 WRFX-F<	2 WPEG-F	2 WBT >	2 WRFX-F	2 WEZC-F<	2 WPEG-F<	2 WCKZ-F>	2 WPEG-F
3	3 WCKZ-F>	3 WSOC-F	3 WPEG-F	3 WRFX-F	3 WEZC-F	3 WPEG-F	3 WPEG-F<	3 WCKZ-F>	3 WRFX-F	3 WSOC-F
4	4 WMXC-F	4 WCKZ-F	4 WMXC-F>	4 WMXC-F	4 WPEG-F	4 WBT	4 WMXC-F	4 WRFX-F	4 WBT	4 WRFX-F
5	5 WZZG-F	5 WMXC-F>	5 WWMG-F<	5 WEZC-F	5 WWMG-F	5 WMXC-F<	5 WCKZ-F	5 WMXC-F	5 WSOC-F	5 WMIT-F
6	WSOC-F	6 WWMG-F<	6 WEZC-F	6 WWMG-F	6 WMXC-F	6 WCKZ-F	6 WRFX-F	6 WEZC-F	6 WBT -F	6 WCKZ-F
7	7	7 WEZC-F	7 WCKZ-F	7 WCKZ-F	7	7 WBT	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 WPEG-F	1 WPEG-F	1 WPEG-F<	1 WPEG-F	1 WMXC-F<		1 WCKZ-F	1 WRFX-F	1 WRFX-F>>	1 WRFX-F	1 WSOC-F
WCKZ-F>	2 WCKZ-F	2 WMXC-F	2 WMXC-F	2 WSOC-F<		2 WPEG-F>	2 WPEG-F	2 WPEG-F	2 WPEG-F	2 WRFX-F>
3 WZZG-F>	3 WMXC-F	3 WSOC-F	3 WCKZ-F	3 WPEG-F>		3 WRFX-F>	3 WCKZ-F>	3 WSOC-F	3 WSOC-F	3 WPEG-F
4 WRFX-F	4 WRFX-F	4 WRFX-F	4 WSOC-F	4 WEZC-F>		4 WTDR-F	4 WSOC-F	4 WMXC-F	4 WEZC-F	4 WWMG-F
5 WBT -F	5 WZZG-F>	5 WCKZ-F>	5 WEZC-F	5 WCKZ-F		5 WZZG-F>	5 WXRC-F	5 WXRC-F	5 WWMG-F	5 WMXC-F
6 WMXC-F>	6 WSOC-F	6 WEZC-F	6 WRFX-F	6 WRFX-F		6 WXRC-F>	6 WTDR-F	6 WCKZ-F	6 WMXC-F	6 WEZC-F
7	7 WBT -F	7 WZZG-F	7 WZZG-F	7 WBT		7	7	7 WTDR-F	7	7
8	8 WEZC-F	WBT -F>	8	8		8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME TSA	TSA
							SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		202 (2)	202 (2)	15.0	20.3	WGIV	1600 Charlotte	0.5/2.4/ 8/ 227	
AOR/CLASSIC		163 (3)	163 (3)	12.1	9.5	WGSP	1310 Charlotte	0.8/1.5/ 12/ 135	
AC/OLDIES/SOFT ROCK		339 (5)	339 (5)	25.1	13.9	WLON	1050 Lincolnton	0.6/1.3/ 10/ 137	
MOR/VARIETY	104 (1)		104 (1)	7.7	9.1	WRNA	1140 China Grove	0.6/1.3/ 10/ 119	
COUNTRY	1 (1)	281 (3)	282 (4)	20.9	23.5	WROQ	610 Charlotte	0.4/1.4/ 7/ 129	
BLACK/URBAN	8 (1)	188 (2)	196 (3)	14.5	14.1	WSOC	930 Charlotte	0.1/1.8/ 3/ 220	
BEAUTIFUL/EASY		8 (1)	8 (1)	0.6	6.0				
NEWS/TALK						WFGW	1010 Black Mountain	0.1/0.0/ 0/ 0	
NOSTALGIA					0.9	WFMX-F	105.7 Statesville	1.4/4.0/ 72/1254	
RELIGION/GOSPEL	23 (3)	16 (1)	39 (4)	2.9	2.7	WKRR-F	92.3 Asheboro	0.6/2.0/ 70/ 897	
SPANISH						WMIT-F	106.9 Black Mountain	1.0/3.8/ 48/ 841	
CLASSICAL						WSPA-F	98.9 Spartanburg	0.5/0.8/ 27/ 411	
JAZZ/NEW AGE						WDM-F	101.3 Sumter	0.3/1.2/ 14/ 311	
UNKNOWN/OTHERS	17 (2)		17 (2)	1.3					
	153 (8)	1197 (17)	1350 (25)						

RADIO STATIONS

WBT , 1110, 50 KW (DA-N)	, NEWS/TALK/MOR	NBC , \$ 74.00 (Banner)	Jeff-Pilot	John Kilgo
WBT-F , 107.9, 100 KW @ 1694, AC		\$ 53.00 (Banner)	Jeff-Pilot	Jerry Reckerd
WCKZ-F, 101.9, 100 KW @ 988, CHR/URBAN	ABC F , \$ 50.00 (Durpetti)		Beasley	Dave Chandler
WEZC-F, 102.9, 100 KW @ 1535, SOFT AC	UNIULT , \$ 45.00 (CBS)		Keymarket (HICKORY)	Steve Litwar
WPEG-F, 97.9, 50 KW @ 390, BLACK	RADRAD, UNIPWR , \$ 69.00 (Katz)		Broadcast Partners (CONCORD)	Chester Williams
WMXC-F, 104.7, 100 KW @ 1230, AC	\$ 74.00 (MRR)		EZ	Jake Gurley
WRFX-F, 106.5, 100 KW @ 1003, AOR	\$ 95.00 (McGuild)		Pyramid (KANNAPOLIS)	Jack Daniel
WRDX-F, 99.7, 100 KW @ 1044, AC	UNISUP, UNIULT , \$ 24.00 (Southern)		(SALISBURY)	Tom Harrell
WSOC-F, 103.7, 100 KW @ 1059, COUNTRY	\$ 125.00 (Christal)		Cox	Gregg Lindahl
WTDR-F, 96.9, 100 KW @ 1548, COUNTRY	\$ 46.00 (Republic)		Trumper	Patrick Reedy
WWMG-F, 96.1, 100 KW @ 1745, AC/OLDIES	\$ 51.00 (Eastman)		Voyager (SHELBY)	Darelyn Mitsch
WXRC-F, 95.7, 100 KW @ 1020, AOR	ABC R , \$ 25.00 (Roslin)		(HICKORY)	Maynard Taylor
WZZG-F, 95.1, 100 KW @ 1542, CHR	ABC C, UNISUP , \$ 45.00 (Republic)			Frank Tenore

Miscellaneous Comments: WLVK change to WTDR (March)...WROQ-F change to WZZG (Jan)...WAES-F change to WROQ and format to AOR (Jan)...

CHATTANOOGA

Arbitron Rank/Pop (12+): 96/360,500
 MSA Rank/Pop: 109/435,100
 ADI # 84
 Average Person Ratings: 16.6
 Market TSL: 22.00 hours

Stations: 18/18
 Diaries: 798/452:1/48.8%
 Sample Target: 760
 % Below Line: 0.0
 % Not Listed: 13.7

1989 Revenue: \$12,400,000
 HH Inc.: \$23,680
 Retail \$: 2.9 Bill
 Pop per Station: 20,027
 #1 Biller: WSKZ-F \$2,600,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WUSY-F (C)	106/17.7	12.8	12.9	12.2	12.6	13.9	239/2221	888/24.6	27.2	24.6	14.2	91	973	WUSY-F
2. WSKZ-F (CHR)	82/13.7	13.0	17.3	18.0	19.2	15.5	187/2001	967/26.8	31.3	30.5	17.3	111	1187	WSKZ-F
3. WDEF-F (EZ)	61/10.2	9.4	11.9	9.6	10.3	10.3	83/903	677/18.8	24.5	20.8	6.4	41	605	WDEF-F
4. WJTT-F (B)	48/ 8.0	7.8	8.4	6.9	7.9	7.8	49/463	429/11.9	11.0	10.8	12.8	82	608	WJTT-F
5. WLMX-F (AC)	43/ 7.2	7.8	6.8	10.0	10.5	7.9	53/769	673/18.7	18.3	21.6	0.0	0	28	WLMX-F
6. WDOF-F (C)	40/ 6.7	7.6	9.6	8.0	9.4	8.0	54/951	593/16.4	23.9	18.9	6.4	41	498	WDOF-F
7. WNOO (B)	20/ 3.3	4.5	6.1	4.5	3.4	4.6	22/268	249/ 6.9	6.9	3.0	3.9	25	219	WNOO
8. WDEF (MOR)	19/ 3.2	2.9	3.1	2.2	3.8	2.8	19/331	321/ 8.9	10.2	8.5	2.2	14	203	WDEF
9. WSGC-F (O)	17/ 2.8	3.4	1.0	3.7	3.6	2.7	19/363	270/ 7.5	5.5	8.5	2.3	15	294	WSGC-F
WFXS-F (CL AOR)	17/ 2.8	5.8	3.0	2.1	1.1	3.4	22/433	319/ 8.8	9.8	5.3	6.4	41	405	WFXS-F
11. WDOF (C)	15/ 2.6	3.1	2.3	1.9	2.3	2.5	15/232	219/ 6.1	8.0	6.3	1.9	12	221	WDOF
12. WGOW (N/T)	13/ 2.2	1.5	1.0	1.3	0.7	1.5	13/189	189/ 5.2	5.2	5.9	2.0	13	147	WGOW

12+ FM SHARE (METRO): 81.27% (421 of 518) (SPG 89: 86.01%)

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 WUSY-F	1 WUSY-F>	1 WUSY-F>>	1 WUSY-F	1 WUSY-F>	1 WUSY-F>>	1 WUSY-F	1 WSKZ-F>>	1 WUSY-F>
2 WJTT-F	2 WUSY-F>	2 WSKZ-F	2 WLMX-F	2 WLMX-F	2 WDEF-F>	2 WDEF-F	2 WSKZ-F	2 WSKZ-F>	2 WJTT-F	2 WJTT-F
3	3 WLMX-F	3 WLMX-F	3 WSKZ-F	3 WSKZ-F	3 WDOF-F>	3 WSKZ-F	3 WDEF-F	3 WDEF-F	3 WUSY-F>	WDEF-F
4	WJTT-F>	4 WJTT-F>	4 WJTT-F	4 WDOF-F	4 WLMX-F	4 WLMX-F	4 WLMX-F>	4 WLMX-F	4 WDEF-F	4 WSKZ-F
5	5 WFXS-F	5 WDOF-F	5 WDOF-F	5 WJTT-F	5 WDEF	5 WJTT-F	5 WDOF-F<	WJTT-F	5	5
6	6	6	6	6 WDEF-F	6	6 WDOF-F	6 WJTT-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 WSKZ-F>>	1 WSKZ-F>	1 WUSY-F	1 WUSY-F>	1 WUSY-F>>		1 WSKZ-F>>	1 WSKZ-F>	1 WUSY-F	1 WUSY-F	1 WUSY-F>
2 WUSY-F	2 WUSY-F	2 WJTT-F	2 WSKZ-F	2 WLMX-F		2 WJTT-F>>	2 WUSY-F>	2 WSKZ-F>	2 WSKZ-F	2 WLMX-F
WLMX-F	3 WJTT-F	3 WSKZ-F<	3 WLMX-F<	3 WJTT-F		3 WFXS-F>>	3 WLMX-F	3 WLMX-F>>	3 WLMX-F	3 WDOF-F
WJTT-F>	4 WLMX-F	4 WLMX-F>>	4 WJTT-F	4 WSKZ-F		4	4 WJTT-F	4 WFXS-F	4 WDOF-F	4 WSKZ-F
5 WBDX-F>>	5	5	5	5 WDEF-F		5 WFXS-F	5 WFXS-F	5 WDOF-F>	5 WJTT-F	5
6	6	6	6	6		6	6	6	6 WSGC-F	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		82 (1)	82 (1)	15.8	22.1	WAPQ 820 Jasper	0.8/1.5/ 7/ 67
AOR/CLASSIC		17 (1)	17 (1)	3.3		WBDX-F 102.7 Trenton	1.2/4.5/ 8/ 199
AC/OLDIES/SOFT ROCK		60 (2)	60 (2)	11.6	16.3	WDXB 1490 Chattanooga	1.5/2.1/ 9/ 74
MOR/VARIETY	19 (1)		19 (1)	3.7	4.3	WE?G 910 S. Pittsburg	0.8/2.4/ 5/ 85
COUNTRY	29 (3)	146 (2)	175 (5)	33.8	28.4	WFLI 1070 Lookout Mountn	1.3/3.2/ 8/ 131
BLACK/URBAN	20 (1)	48 (1)	68 (2)	13.1	14.4	WMOC 1450 Chattanooga	0.5/2.5/ 3/ 91
BEAUTIFUL/EASY		61 (1)	61 (1)	11.8	11.9		
NEWS/TALK	13 (1)		13 (1)	2.5	0.8		
NOSTALGIA							
RELIGION/GOSPEL	16 (3)	7 (1)	23 (4)	4.4	1.9		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	97 (9)	421 (9)	518 (18)				

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, MOR/FULL SER.	CBS, NBC, \$ 25.00 (MMR)	Park	Bill Nash
WDOF, 1310, 5 KW (DA-N)	, COUNTRY	ABC E, \$ N/A (Banner)	Bahakel	Dale Anthony
WFLI, 1070, 50 KW/1 KW (DA-2)	, RELIGION	ABC I, \$ 12.00 (—)	Burns	Ying Burns
WGOW, 1150, 5 KW/1 KW (DA-N)	, TALKE	SUN, MBS, \$ 16.00 (Christal)	Bloomington	Don Newburg
WNOO, 1260, 5 KW (DAYS)	, BLACK	SBN, \$ 14.00 (Eastman)		Johnny Pye
WDEF-F, 92.3, 100 KW @ 1180, EZ		ABC D, \$ 35.00 (MMR)	Park	Bill Nash
WDOF-F, 96.5, 100 KW @ 1076, COUNTRY		ABC E, \$ 36.00 (Banner)	Bahakel	Dale Anthony
WFXS-F, 102.3, 3 KW @ 285, CLASSIC AOR		, \$ 16.00 (Eastman)	(SOODY-DAISY)	Johnny Pye
WJTT-F, 94.3, 2.8 KW @ 325, BLACK		RADRAD, \$ 20.00 (HNWH)	(REDBANK)	Jim Brewer
WLMX-F, 105.5, 3 KW @ 262, AC		, \$ 45.00 (Republic)	Baum (ROSSVILLE, GA)	Paul Fink
WSGC-F, 101.9, .7 KW @ 702, OLDIES		, \$ 17.00 (—)	(RINGGOLD, GA)	Marshall Bandy
WSKZ-F, 106.5, 100 KW @ 1076, CHR		, \$ 56.00 (Christal)	Bloomington	Don Newburg
WUSY-F, 100.7, 100 KW @ 1190, COUNTRY		MBS, \$ 56.00 (McGuild)		Sammy George

CHICAGO

Arbitron Rank/Pop (12+): 3/6,744,900
 MSA Rank/Pop: 3/6,242,500
 ADI # 3
 Average Person Ratings: 18.9
 Market TSL: 24.75 hours

Stations: 40/40
 Diaries: 3450/1955:1/51.6%
 Sample Target: 3150
 % Below Line: 0.0
 % Not Listed: 9.8

1989 Revenue: \$228,000,000
 HH Inc.: \$33,675
 Retail \$: 55.3 Bill
 Pop per Station: 168,622
 #1 Biller: WGN \$37,400,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WGN (T)	1025/ 8.0	8.3	10.7	9.3	9.1	9.1	1208/15510	12646/18.7	24.2	19.9	7.5	896	8869	WGN
2. WGCI-F (B)	984/ 7.7	7.2	7.3	6.7	6.2	7.2	994/9713	9524/14.1	15.0	13.4	10.7	1278	12767	WGCI-F
3. WVAZ-F (B)	661/ 5.2	5.3	5.1	4.9	4.7	5.1	667/6941	6833/10.1	10.5	10.3	6.6	784	6964	WVAZ-F
4. WBBM (N)	591/ 4.6	4.5	4.9	5.5	5.3	4.9	639/12903	11503/17.1	18.3	19.6	4.2	506	9806	WBBM
5. WLUP-F (AOR)	575/ 4.5	4.0	4.1	4.4	4.8	4.3	589/8991	8739/13.0	13.0	13.1	4.9	591	9285	WLUP-F
6. WCKG-F (CL AOR)	561/ 4.4	3.8	3.4	3.8	4.1	3.8	581/9188	8929/13.2	12.0	11.6	4.8	580	7683	WCKG-F
7. WBBM-F (CHR)	559/ 4.4	4.4	4.0	3.6	4.1	4.1	580/10729	10252/15.2	15.0	15.1	7.1	852	12278	WBBM-F
8. WKQX-F (AC)	441/ 3.5	3.0	3.1	4.4	4.0	3.5	455/8418	8162/12.1	12.0	13.4	3.3	400	6505	WKQX-F
9. WUSN-F (C)	438/ 3.4	3.5	3.5	3.7	2.7	3.5	481/6501	6107/ 9.1	8.7	7.3	3.4	408	4064	WUSN-F
10. WKEZ-AF (EZ)	437/ 3.4	4.2	3.7	4.1	4.5	3.8	455/6290	6057/ 9.0	9.3	9.3	1.9	214	2955	WKEZ-AF
11. WXRT-F (AOR)	418/ 3.3	2.5	3.4	2.3	2.7	2.9	422/5520	5377/ 8.0	7.8	6.5	4.0	475	5605	WXRT-F
12. WTMX-F (AC)	414/ 3.2	3.5	3.1	2.6	2.6	3.1	424/6525	6304/ 9.3	8.5	8.2	2.9	344	4603	WTMX-F
13. WJMK-F (O)	389/ 3.0	3.1	3.1	3.5	2.8	3.2	415/7623	6946/10.3	11.3	10.4	2.3	279	5400	WJMK-F
14. WLIT-F (SAC)	376/ 2.9	2.7	2.8	2.0	3.0	2.6	382/5500	5386/ 8.0	7.1	7.4	1.3	154	2616	WLIT-F
15. WLUP (T)	372/ 2.9	3.2	3.7	3.5	2.5	3.3	425/6124	5378/ 8.0	7.7	8.2	3.4	405	4252	WLUP
16. WYFZ-F (CHR)	359/ 2.8	2.5	3.8	3.7	4.4	3.2	385/8396	7974/11.8	13.4	14.1	3.4	412	8308	WYFZ-F
17. WJJD (BB)	349/ 2.7	2.7	3.2	2.6	3.0	2.8	374/4703	4353/ 6.5	6.9	6.6	2.6	308	3249	WJJD
18. WNUA-F (J/NA)	328/ 2.6	2.7	2.3	2.1	2.3	2.4	338/5462	5389/ 8.0	7.1	7.1	2.8	331	5856	WNUA-F
19. WMAQ (N)	282/ 2.2	2.2	2.1	1.8	1.8	2.1	313/8411	7345/10.9	10.5	8.4	2.0	245	5441	WMAQ
20. WLS (T)	259/ 2.0	2.0	1.4	1.4	1.6	1.7	315/4931	3789/ 5.6	4.7	5.7	1.6	191	2995	WLS
21. WOJO-F (SP)	237/ 1.9	2.5	1.2	1.9	1.7	1.9	237/2548	2531/ 3.8	3.0	3.3	1.1	135	1574	WOJO-F
22. WYR-F (SAC)	201/ 1.6	1.7	1.8	1.6	2.0	1.7	205/4519	4343/ 6.4	7.8	8.5	1.9	224	3483	WYR-F
23. WFMT-F (CL)	186/ 1.5	1.6	1.1	1.3	1.4	1.4	194/3593	3460/ 5.1	4.7	5.2	1.2	140	2304	WFMT-F
24. WNIB-F (CL)	160/ 1.3	1.2	1.8	1.3	1.2	1.4	164/3528	3488/ 5.2	5.2	4.8	1.1	126	2448	WNIB-F
25. WVON (B)	112/ 0.9	1.4	0.8	1.0	0.9	1.0	112/880	880/ 1.3	1.4	1.4	0.8	96	1434	WVON

12+ FM SHARE (METRO): 70.28% (8093 of 11515) (SPG 89: 64.23%)

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

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS	METRO CUME	TSA	TSA
							SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		968 (3)	968 (3)	8.4	10.3	WAIT 850 Crystal Lk/Chcg	0.5/0.9/	58/	611
AOR/CLASSIC		1554 (3)	1554 (3)	13.5	13.0	WBEE 1570 Harvey/Chicago	0.5/0.6/	58/	431
AC/OLDIES/SOFT ROCK		1980 (7)	1980 (7)	17.2	18.6	WBUS-F 99.9 Kankakee/Joliet	0.4/1.9/	95/	1853
MOR/VARIETY					0.5	WGCI 1390 CHICAGO	0.3/1.7/	37/	1130
COUNTRY		438 (1)	438 (1)	3.8	3.0	WIND 560 CHICAGO	0.6/1.4/	88/	1066
BLACK/URBAN	149 (2)	1700 (3)	1849 (5)	16.1	14.5	WJKL-F 94.3 Elgin	0.3/0.6/	38/	441
BEAUTIFUL/EASY	93 (2)	402 (1)	495 (3)	4.3	5.0	WJOB 1230 Hammond	0.5/1.0/	59/	705
NEWS/TALK	2588 (6)		2588 (6)	22.5	21.1	WLNR-F 106.3 LANSING/CHICAGO	0.5/2.2/	70/	1476
NOSTALGIA	349 (1)	37 (1)	386 (2)	3.4	3.7	WOPA 1200 Chicago	0.3/0.9/	36/	637
RELIGION/GOSPEL		103 (2)	103 (2)	0.9	0.4	WTAQ 1300 LA GRANGE	0.5/1.3/	66/	872
SPANISH	185 (3)	237 (1)	422 (4)	3.7	3.7	WVX-F 103.1 Highland Park	0.4/1.4/	55/	962
CLASSICAL		346 (2)	346 (2)	3.0	2.9	WYCA-F 92.3 HAMMOND	0.3/1.0/	37/	662
JAZZ/NEW AGE	58 (1)	328 (1)	386 (2)	3.4	2.6	WYLL-F 106.7 DES PLAINES/CHI	0.5/1.6/	67/	1114
UNKNOWN/OTHERS					0.7	WYSY-F 107.9 AURORA	0.7/2.6/	98/	1901
	3422 (15)	8093 (25)	11515 (40)						

RADIO STATIONS

AM STATIONS

WBBM, 780, 50 KW	, NEWS	CBS, \$ 260.00 (CBS)	CBS	Wayne Jefferson
WGCI, 1390, 5 KW (DA-2)	, GOSPEL/BLACK	SBN, \$ N/A (McGuild)	Gannett	Marv Dyson
WGN, 720, 50 KW	, TALK/VARIETY	ABC I, \$ 350.00 (Christal)	Tribune Co.	Dan Fabian
WIND, 560, 5 KW (DA-2)	, HISPANIC	IND, \$ 75.00 (Katz Hisp)	Tichenor	Chuck Brooks
WJJD, 1160, 50 KW/5KW (DA-2)	, NOSTALGIA	UNIPWR, \$ 88.00 (Katz)	Infinity	Harvey Pearlman
WJPC, 950, 1 KW/5KW (DA-N)	, BLACK	, \$ 45.00 (---)		Linda Rice
WLS, 890, 50 KW	, TALK	ABC C, \$ 85.00 (Banner)	Cap. Cities/ABC	Tom Tradup
WLUP, 1000, 50 KW (DA-2)	, TALK/AOR	, \$ 130.00 (MMR)	Evergreen	Larry Wert
WMAQ, 670, 50 KW	, NEWS	NBC APR, \$ 130.00 (Group W)	Westinghouse	Rick Starr
WSBC, 1240, 1 KW	, RELIGION/ETHNIC	, \$ 18.00 (---)		Roy Bellavia
WVON, 1450, 1 KW	, BLACK	MBS, \$ 46.00 (Roslin)		Wes South
WXEZ, 820, 50 KW/1 KW (DA-N)	, EZ	MBS, \$ N/A (Republic)	Century	Jim Haviland

FM STATIONS

WBBM, 96.3, 6 KW @ 1174, CHR		RADRAD, \$ 150.00 (CBS)	CBS	Tom Matheson
WCKG, 105.9, 4 KW @ 1575, CLASSIC AOR		, \$ 164.00 (Katz)		Marc Morgan
WFMT, 98.7, 15 KW @ 1174, CLASSICAL		, \$ 100.00 (HNWH)		Al Antilitz
WFYR, 103.5, 4 KW @ 1548, SOFT AC		ABC C UNIULT, \$ 106.00 (Eastman)	Summit	Kelly Seaton
WGCI, 107.5, 33 KW @ 605, BLACK		, \$ 230.00 (McGuild)	Gannett	Marv Dyson
WJMK, 104.3, 4 KW @ 1568, OLDIES		UNIPWR, \$ 210.00 (Katz)	Infinity	Harvey Pearlman
WKQX, 101.1, 6 KW @ 1174, AC/CONTEMP		SOURCE, \$ 200.00 (HNWH)	Emmis	Chuck Hillier
WLIT, 93.9, 4 KW @ 1581, SOFT AC		, \$ 215.00 (Christal)	Viacom	Phil Redo
WLNR, 106.3, 2 KW @ 297, AC		, \$ 40.00 (---)	(LANSING)	Linda Rice
WLUP, 97.9, 6 KW @ 1174, AOR		, \$ 300.00 (MMR)	Evergreen	Larry Wert
WNIB, 97.1, 8 KW @ 1190, CLASSICAL		, \$ 105.00 (CMBS)		Bill Florian
WNWA, 95.5, 8 KW @ 1174, JAZZ/NAC		, \$ 120.00 (Durpetti)	Pyramid	John Gehron
WOJO, 105.1, 6 KW @ 1170, HISPANIC		, \$ 95.00 (Katz Hisp)	Tichenor	Chuck Brooks
WTKX, 101.9, 4 KW @ 1561, AC		, \$ 140.00 (McGuild)	Bonneville	Chet Redpath
WUSN, 99.5, 6 KW @ 1174, COUNTRY		, \$ 155.00 (MMR)	Cook Inlet	Steve Ennen
WVAZ, 102.7, 6 KW @ 1174, BLACK AC		ABC FM UNIPWR, \$ 185.00 (Durpetti)	Broadcast Partners	Barry Mayo
WXEZ, 100.3, 7 KW @ 1174, EZ		MBS, \$ 175.00 (Republic)	Century	Jim Haviland
WXRT, 93.1, 7 KW @ 1308, AOR		, \$ 160.00 (CBS)		Seth Mason
WYZZ, 94.7, 4 KW @ 1535, CHR		ABC R, \$ 158.00 (Banner)	Cap. Cities/ABC	Kevin O'Grady
WYSY, 107.9, 22 KW @ 734, AC		, \$ 55.00 (Beasley)	(AURORA)	C. Williams

Miscellaneous Comments: WYLL-F sold to Salem for \$8,000,000 (Blackburn)...

CINCINNATI

Arbitron Rank/Pop (12+): 31/1,183,200
 MSA Rank/Pop: 30/1,459,100
 ADI # 30
 Average Person Ratings: 17.3
 Market TSL: 22.75 hours

Stations: 28/23
 Diaries: 1457/812:1/57.0%
 Sample Target: 1340
 % Below Line: 2.1
 % Not Listed: 7.4

1989 Revenue: \$55,000,000
 HH Inc.: \$29,445
 Retail \$: 10.0 Bill
 Pop per Station: 51,443
 #1 Biller: WLW \$12,800,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WLW (MOR)	247/12.1	9.7	8.4	13.4	12.0	10.9	357/5608	3738/32.0	23.4	29.8	11.2	247	3387	WLW
2. WKRQ-F (CHR)	213/10.4	9.5	10.5	9.7	10.6	10.0	312/4537	3237/27.4	25.5	27.3	13.9	306	3440	WKRQ-F
3. WEBN-F (AOR)	207/10.1	9.0	10.3	11.9	10.2	10.3	271/3584	2691/22.7	22.7	23.6	12.3	271	2733	WEBN-F
4. WGRR-F (O)	155/ 7.6	5.5	3.8	4.5	4.3	5.3	194/2496	1890/16.0	9.7	12.6	4.8	105	1426	WGRR-F
5. WWEZ-F (EZ)	143/ 7.0	6.9	8.6	5.6	7.1	7.0	191/2272	1745/14.7	16.3	13.5	5.8	129	1680	WWEZ-F
6. WIZF-F (B)	108/ 5.3	6.6	5.9	4.4	4.0	5.6	112/1093	1044/ 8.8	8.8	8.3	10.9	241	1162	WIZF-F
7. WNNK-F (AC)	106/ 5.2	5.8	5.7	5.6	6.2	5.6	132/2046	1595/13.5	14.4	16.7	5.2	114	1511	WNNK-F
8. WUBE-AF (C)	100/ 4.9	5.0	5.7	6.3	5.6	5.5	150/1986	1304/11.0	12.7	13.3	4.4	99	1243	WUBE-AF
WKRC (MOR)	100/ 4.9	5.0	6.1	4.1	5.0	5.0	114/1851	1637/13.8	19.9	14.5	3.1	69	1158	WKRC
10. WRRM-F (AC)	93/ 4.5	5.2	4.7	5.3	6.1	4.9	98/1581	1373/11.6	12.2	14.2	4.3	95	1268	WRRM-F
11. WCKY (N/T)	91/ 4.4	4.8	4.8	3.0	3.8	4.3	100/1375	1193/10.1	11.7	9.2	3.7	81	1010	WCKY
12. WOFX-F (O)	76/ 3.7	4.9	5.4	5.9	6.0	5.0	100/1913	1339/11.3	15.9	13.9	5.2	114	1338	WOFX-F
13. WBVE-F (C)	51/ 2.5	1.9	2.5	2.5	2.8	2.3	88/1211	679/ 5.7	7.3	7.3	1.7	38	708	WBVE-F
14. WMLX (BB)	48/ 2.3	3.4	3.0	1.8	1.9	2.6	49/319	292/ 2.5	3.5	2.5	1.5	33	312	WMLX
15. WSAI (O)	42/ 2.1	1.5	1.2	1.4	1.2	1.5	43/666	570/ 4.8	4.1	4.3	0.9	19	346	WSAI

12+ FM SHARE (METRO): 70.34% (1333 of 1895) (SPG 89: 71.57%)

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 WLW <	1 WLW >	1 WKRQ-F	1 WEBN-F	1 WEBN-F<	1 WLW >>	1 WCKY <
2 WIZF-F>	2 WKRQ-F>	2 WKRQ-F	2 WGRR-F	2 WGRR-F<	2 WWEZ-F>	2 WLW	2 WKRQ-F	2 WKRQ-F	2 WKRQ-F<	2 WLW
3 WEBN-F	3 WLW <	3 WGRR-F	3 WLW	3 WEBN-F>	3 WGRR-F<	WEBN-F	3 WLW	3 WLW	3 WEBN-F>	3 WEBN-F<
4	4 WNNK-F<	4 WLW >	4 WOFX-F	4 WKRQ-F	4 WKRC	4 WKRC	4 WKRC	4 WGRR-F	4 WGRR-F	4 WIZF-F
5	5 WOFX-F	5 WNNK-F	5 WKRQ-F	5 WRRM-F	5 WCKY	5 WCKY	5 WRRM-F	5 WRRM-F	5 WIZF-F>	5 WNNK-F
6	6 WGRR-F<	6 WRRM-F	6 WRRM-F<	6 WNNK-F	6	6 WGRR-F	6 WLW	6 WLW	6 WNNK-F	6 WGRR-F
7	7 WIZF-F	7 WIZF-F<	7 WNNK-F	7 WUBE-AF<	7	7	7 WNNK-F	7 WIZF-F<	7	7
8	8	8 WOFX-F	8	8 WOFX-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 WKRQ-F>>	1 WKRQ-F>	1 WKRQ-F	1 WKRQ-F>	1 WGRR-F	1 WEBN-F>>	1 WEBN-F>>	1 WEBN-F>	1 WEBN-F>	1 WLW <
2 WIZF-F	2 WNNK-F<	WEBN-F<	2 WGRR-F	2 WKRQ-F<	2 WKRQ-F>>	2 WLW <	2 WLW	2 WLW >	2 WEBN-F>
3 WNNK-F>	3 WEBN-F	3 WRRM-F	3 WRRM-F<	3 WRRM-F	3 WIZF-F	3 WKRQ-F	3 WOFX-F>	3 WGRR-F	3 WGRR-F>
4 WEBN-F	4 WRRM-F<	4 WNNK-F	4 WNNK-F	4 WNNK-F	4 WOFX-F	4 WOFX-F>	4 WKRQ-F	4 WKRQ-F	4 WOFX-F
5 WGRR-F	5 WGRR-F	WGRR-F>	5 WEBN-F	5 WLW	5 WLW	5 WIZF-F	5 WUBE-AF	5 WOFX-F	5 WKRQ-F
6 WRRM-F>	6 WIZF-F	6 WOFX-F	6 WIZF-F	6 WEBN-F	6 WGRR-F	6 WGRR-F	WGRR-F	6	6 WUBE-AF
7 WWEZ-F	7	7 WLW	7	7 WKRC <	7 WNNK-F>	7 WNNK-F	7 WNNK-F	7	7 WNNK-F
8	8	8 WIZF-F	8	8 WUBE-AF	8 WUBE-AF>>	8 WUBE-AF	WIZF-F>>	8	8
9	9	9	9	9	9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
								SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		232 (3)	232 (3)	12.2	12.1	WAKW-F	93.3 Cincinnati	0.9/3.1/	33/	526
AOR/CLASSIC		222 (3)	222 (3)	11.7	11.1	WCIN	1480 Cincinnati	0.4/1.5/	8/	185
AC/OLDIES/SOFT ROCK	42 (1)	430 (4)	472 (5)	24.9	22.0	WNOP	740 Newport	0.3/1.0/	7/	113
MOR/VARIETY	357 (3)		357 (3)	18.8	18.4	WOXY-F	97.7 Oxford/Cinci	0.4/1.3/	13/	256
COUNTRY	2 (1)	166 (4)	168 (5)	8.9	9.1	WRBZ-F	107.1 Milford	0.6/2.7/	13/	366
BLACK/URBAN		108 (1)	108 (1)	5.7	9.1	WSCH-F	99.3 Aurora	0.5/1.4/	14/	226
BEAUTIFUL/EASY		143 (1)	143 (1)	7.5	7.7	WTSJ	1050 Cincinnati	0.3/0.9/	7/	119
NEWS/TALK	91 (1)		91 (1)	4.8	4.1					
NOSTALGIA	48 (1)		48 (1)	2.5	2.0	WFCJ-F	93.7 Miamisburg	0.3/0.9/	16/	273
RELIGION/GOSPEL	7 (1)	19 (1)	26 (2)	1.4	2.0	WGTZ-F	92.9 Eaton	0.6/1.6/	50/	861
SPANISH						WPFB	910 Middleton	0.5/1.2/	14/	229
CLASSICAL	8 (1)		8 (1)	0.4	0.5	WPFB-F	105.9 Middletown	0.3/1.9/	25/	487
JAZZ/NEW AGE	7 (1)	13 (1)	20 (2)	1.1	1.8	WTUE-F	104.7 Dayton	0.3/1.3/	34/	585
UNKNOWN/OTHERS										
	562 (10)	1333 (18)	1895 (28)							

RADIO STATIONS

AM STATIONS

WCIN, 1480, 5 KW/500 W (DA-2), Classical, \$ 25.00 (CMBS)								
WCKY, 1530, 50 KW (DA-N), News/Talk, CBS NBC, \$ 62.00 (Mc-Guild)						Federated		Tom Severino
WKRC, 550, 5 KW/1KW (DA-2), Full Service, ABC E, \$ 90.00 (Katz)						Great American		Nick Miller
WLW, 700, 50 KW, Full Service/Talk, ABC I, \$125.00 (Eastman)						Jacor		Dave Martin
WMLX, 1180, 1 KW (Days, DA), Nostalgia, SMN UNISUP, \$ 30.00 (MMR)						Hoker (FLORENCE, KY)		
WNOP, 740, 1 KW (Days, DA), Jazz/Variety, \$ 25.00 (---)						(NEWPORT, KY)		Al Vontz
WSAI, 1360, 5 KW (DA-N), Oldies, \$ 28.00 (MMR)						Booth		Jim Wood
WUBE, 1230, 1 KW, See WUBE-FM								

FM STATIONS

WBVE, 96.5, 31 KW @ 810, Country, UNIPWR, \$ 48.00 (Eastman)						(HAMILTON)		Neal Kearny
WEBN, 102.7, 16 KW @ 905, AOR, \$135.00 (Eastman)						Jacor		Jacqui Brumm
WGRR, 103.5, 19 KW @ 790, Oldies, \$ 59.00 (Republic)						Dalton (HAMILTON)		Dave O'Donnell
WIZF, 100.9, 1 KW @ 466, Black, ABC C, \$ 35.00 (Banner)						Interurban		Stu Barondess
WKRC, 101.9, 16 KW @ 874, CHR, ABC FM, \$110.00 (Katz)						Great American		Jim Bryant
WOFX, 94.9, 31 KW @ 640, Oldies, \$ 69.00 (MMR)						Hoker (FAIRFIELD)		Dean Osborne
WRBZ, 107.1, 3 KW @ 300, Jazz/NAC, \$ 33.00 (K & P)						(MILFORD)		Steve Parton
WRRM, 98.5, 18 KW @ 808, AC, \$ 83.00 (Christal)						Susquehanna		Joe Schildmeyer
WUBE, 105.1, 14 KW @ 920, Country, \$ 75.00 (Christal)						American		George Toulas
WWEZ, 92.5, 16 KW @ 905, EZ, UNISUP, \$ 66.00 (Mc-Guild)						Federated		Tom Severino
WWNK, 94.1, 32 KW @ 600, AC, \$ 77.00 (MMR)						Booth		Jim Wood

CLEVELAND

Arbitron Rank/Pop (12+): 22/1,763,200
 MSA Rank/Pop: 25/1,857,000
 ADI # 11
 Average Person Ratings: 17.7
 Market TSL: 23.00 hours

Stations: 27/21
 Diaries: 1638/1076:1/51.4%
 Sample Target: 1640
 % Below Line: 3.0
 % Not Listed: 10.0

1989 Revenue: \$51,500,000
 HH Inc.: \$29,425
 Retail \$: 14.4 Bill
 Pop per Station: 83,961
 #1 Biller: WMMS-F \$8,000,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WLTF-F (AC)	325/10.4	9.0	7.9	8.8	9.0	9.0	406/5241	3947/22.4	20.0	21.3	11.5	356	3509	WLTF-F
2. WMMS-F (AOR)	238/ 7.6	8.5	8.2	7.6	10.7	8.0	321/5068	3589/20.4	22.2	23.4	9.9	306	4028	WMMS-F
3. WMJI-F (AC)	221/ 7.1	7.4	6.8	9.0	6.9	7.6	302/4445	3137/17.8	18.8	19.1	6.6	203	2765	WMJI-F
4. WZAK-F (B)	216/ 6.9	6.6	7.2	6.4	6.4	6.8	260/2771	2239/12.7	13.2	12.0	8.6	268	3406	WZAK-F
5. WGAR-F (C)	214/ 6.9	5.2	4.9	4.4	5.5	5.3	280/3294	2398/13.6	12.3	11.6	5.2	161	2081	WGAR-F
6. WDOK-F (SAC)	202/ 6.5	7.1	8.5	5.6	6.6	6.9	281/4060	2874/16.3	20.7	16.5	5.8	179	1913	WDOK-F
7. WRMR (BB)	178/ 5.7	4.5	4.8	4.4	4.5	4.8	210/2329	1893/10.7	9.7	10.8	3.4	106	1100	WRMR
8. WQAL-F (EZ)	178/ 5.7	8.1	5.9	7.0	6.9	6.7	215/3114	2508/14.2	14.5	15.7	3.0	93	1712	WQAL-F
9. WNCX-F (CL AOR)	165/ 5.3	4.9	6.1	7.6	7.3	6.0	226/3458	2378/13.5	14.8	14.5	6.0	187	2238	WNCX-F
10. WWWE (N/T)	160/ 5.1	4.0	4.6	5.5	4.6	4.8	217/3648	2668/15.1	17.2	15.2	3.0	93	2099	WWWE
11. WPHR-F (CHR)	149/ 4.8	4.5	5.4	5.6	3.4	5.1	215/3898	2637/15.0	15.7	12.9	8.0	247	2916	WPHR-F
12. WJMO-F (B)	127/ 4.1	2.9	2.2	2.5	3.1	2.9	129/2326	2201/12.5	9.4	10.1	6.7	209	2805	WJMO-F
13. WERE (N/T)	61/ 2.0	2.8	2.4	2.5	2.6	2.4	62/1237	1193/ 6.8	9.1	9.6	2.2	69	861	WERE
14. WJMO (B)	56/ 1.8	2.5	2.6	2.3	1.9	2.3	56/827	827/ 4.7	6.4	5.9	0.6	18	361	WJMO
15. WCLV-F (CL)	52/ 1.7	2.8	2.6	1.6	2.1	2.2	63/1297	1036/ 5.9	7.0	5.9	2.1	66	939	WCLV-F
16. WNWV-F (J/NA)	48/ 1.5	1.9	2.1	2.9	2.4	2.1	70/1217	882/ 5.0	8.0	8.4	2.2	67	721	WNWV-F
17. WHK (N)	36/ 1.2	0.8	1.5	0.9	0.9	1.1	40/873	793/ 4.5	5.5	3.8	0.8	25	653	WHK
18.														
19.														
20.														

12+ FM SHARE (METRO): 78.57% (2207 of 2809) (SPG 89: 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 WLTF-F	1 WLTF-F	1 WLTF-F	1 WRMR	1 WMMS-F<	1 WLTF-F>	1 WLTF-F>	1 WZAK-F	1 WZAK-F>
2 WZAK-F>	2 WNCX-F<	2 WMMS-F	2 WMMS-F	2 WMJI-F<	WLTF-F	2 WMJI-F	2 WMMS-F<	2 WMMS-F<	2 WWWE	2 WLTF-F
3 WJMO-F	3 WLTF-F>	3 WMJI-F	3 WMJI-F	3 WMMS-F>	3 WDOK-F<	3 WLTF-F>	3 WDOK-F	3 WGAR-F<	3 WLTF-F	3 WQAL-F
4	4 WZAK-F>	4 WZAK-F<	4 WNCX-F	4 WGAR-F	4 WGAR-F<	4 WGAR-F	4 WRMR	4 WZAK-F<	4 WPHR-F>	4 WMJI-F
5	5 WJMO-F<	5 WNCX-F>	5 WZAK-F	5 WDOK-F<	5 WQAL-F<	5 WWWE <	5 WQAL-F	5 WNCX-F	5 WNCX-F	5 WNCX-F
6	6 WMJI-F	6 WDOK-F	6 WDOK-F	6 WNCX-F	6 WMJI-F	6 WQAL-F	6 WGAR-F<	6 WQAL-F	6 WQAL-F	6 WWWE
7	7 WPHR-F<	7 WGAR-F	7 WGAR-F	7 WZAK-F	7 WWWE	7 WRMR <	7 WMJI-F	7 WMJI-F	7 WMMS-F	7 WHK
8	8 WGAR-F	8	8	8	8	8 WZAK-F	8	8	8	8
						WDOK-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 WZAK-F<	1 WLTF-F	1 WLTF-F	1 WLTF-F>	1 WLTF-F>	1 WMMS-F	1 WNCX-F	1 WNCX-F>	1 WNCX-F	1 WNCX-F
2 WLTF-F	2 WMMS-F>	2 WMMS-F>	2 WMMS-F	2 WMJI-F	2 WNCX-F	2 WMMS-F>	2 WMMS-F>	WMMS-F	2 WMMS-F<
3 WMMS-F	3 WZAK-F	3 WJMO-F	3 WZAK-F	3 WMMS-F	3 WZAK-F	3 WZAK-F	3 WMJI-F	3 WMJI-F<	3 WMJI-F
4 WPHR-F>	4 WJMO-F	4 WZAK-F	4 WMJI-F	4 WDOK-F	4 WLTF-F	4 WMJI-F<	4 WGAR-F	4 WLTF-F>	4 WLTF-F
5 WJMO-F	5 WPHR-F	5 WGAR-F	5 WJMO-F	5 WGAR-F<	5 WMJI-F	5 WLTF-F>	5 WDOK-F	5 WZAK-F	5 WWWE
6 WNCX-F>	6 WNCX-F	6 WMJI-F	6 WDOK-F	6 WZAK-F	6 WPHR-F>	6 WGAR-F	6 WZAK-F<	6 WWWE	6 WGAR-F
7 WDOK-F	7 WGAR-F	7 WNCX-F	7 WGAR-F	7 WQAL-F	7 WJMO-F	7	7 WWWE	7	7 WDOK-F
8 WGAR-F>>	8	8	8	8	8	8	8 WLTF-F	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		179 (2)	179 (2)	6.4	8.4	WABQ	1540	Cleveland	1.0/1.9/ 32/ 339
AOR/CLASSIC		423 (3)	423 (3)	15.1	20.8	WEOL	930	Elyria	0.6/2.1/ 20/ 402
AC/OLDIES/SOFT ROCK		757 (4)	757 (4)	26.9	25.1	WGAR	1220	Cleveland	1.0/4.1/ 44/ 993
MOR/VARIETY	18 (1)		18 (1)	0.6	0.5	WJTB	1040	N Ridgvl/Cvlnd	0.3/0.7/ 10/ 141
COUNTRY	30 (1)	214 (1)	244 (2)	8.7	6.7				
BLACK/URBAN	65 (2)	343 (2)	408 (4)	14.5	9.1	CKLW	800	Windsor	0.7/2.5/ 38/ 696
BEAUTIFUL/EASY		191 (2)	191 (2)	6.8	7.6	WHBC-F	94.1	Canton/Akron	0.4/1.1/140/1509
NEWS/TALK	257 (3)		257 (3)	9.1	8.9	WKDD-F	96.5	Akron/Canton	1.0/5.8/166/3172
NOSTALGIA	200 (2)		200 (2)	7.1	7.1	WONE-F	97.5	Akron/Cleveland	0.6/4.0/142/2189
RELIGION/GOSPEL	32 (1)		32 (1)	1.1	0.9	WQMX-F	94.9	Medina/Akron	0.3/1.4/ 99/1240
SPANISH									
CLASSICAL		52 (1)	52 (1)	1.9	2.3				
JAZZ/NEW AGE		48 (1)	48 (1)	1.7	2.6				
UNKNOWN/OTHERS									
	602 (10)	2207 (16)	2809 (26)						

RADIO STATIONS

AM STATIONS

WABQ, 1540, 1 KW (Days)	, Religion	NBN, \$ 20.00	(---)	Jack Linn
WERE, 1300, 5 KW (DA-1)	, Talk	MBS, \$ 50.00	(Mc-Guild)	Kim Colebrook
WGAR, 1220, 50 KW (DA-N)	-- Basic Simulcast with WGAR-FM pending sale			
WHK, 1420, 5 KW (DA-N)	, Business News	NBC TALKNT, \$ 35.00	(Katz)	Malrite
				Chuck Bortnick
WJMO, 1490, 1 KW	, Black	SBN, \$ 30.00	(MMR)	United
WRMR, 850, 10 KW/5 KW (DA-2)	, Nostalgia	APR UNISUP, \$ 44.00	(Christal)	Booth
WWE, 1100, 50 KW	, News/Talk	CBS ABC T, \$ 80.00	(Eastman)	Booth
				Harvey Simms

FM STATIONS

WCLV, 95.5, 31 KW @ 620	, Classical	, \$ 55.00	(HNWH)	Booth	Bob Conrad
WDOK, 102.1, 12 KW @ 1005	, Soft AC	, \$ 70.00	(Republic)	United	Joe Restifo
WGAR, 99.5, 50 KW @ 500	, Country	ABC E, \$ 80.00	(HNWH)	Nationwide	John Blassingame
WMJO, 92.3, 27 KW @ 235	, CHR/Urban	ABC R ABC FM, \$ 50.00	(MMR)	United	Curtis Shaw
WLTF, 106.5, 11 KW @ 1060	, AC	APR, \$140.00	(Christal)	Booth	Roger Turner
WMJI, 105.7, 27 KW @ 900	, AC	, \$110.00	(Eastman)	Jacor	Bob Visotcky
WMMS, 100.7, 34 KW @ 600	, AOR	SOURCE NBC, \$160.00	(Katz)	Malrite	Chuck Bortnick
WNXC, 98.5, 16 KW @ 961	, Classic AOR	ABC RM RADRAD, \$ 85.00	(Mc-Guild)	Metroplex	Kim Colebrook
WMWV, 107.3, 50 KW @ 466	, Jazz/NAC	SMN, \$ 55.00	(Torbet)	(ELYRIA)	Gary Kneisley
WPHR, 107.9, 16 KW @ 892	, CHR	SOURCE UNIPWR, \$ 60.00	(Torbet)	Ardman	Mark Heiden
WQAL, 104.1, 11 KW @ 1060	, Oldies/AC	UNISUP, \$ 75.00	(Banner)	ML/Win	Mark Biviano
WZAK, 93.1, 27 KW @ 623	, Black	RADRAD, \$ 80.00	(Durpetti)	Zapis	X. Zapis

Miscellaneous Comments: WMJI-F sold by Jacor to Legacy 2 for \$32,000,000 (Americom) (price included cost of WYNY-F in Nashville)...WGAR sold to Douglas for \$500,000 (Questcom)...

COLORADO SPRINGS

Arbitron Rank/Pop (12+): 106/334,000
 MSA Rank/Pop: 116/403,800
 ADI # 99 (w/ Pueblo)
 Average Person Ratings: 17.9
 Market TSL: 23.50 hours

Stations: 16/15
 Diaries: 765/437:1/56.7%
 Sample Target: 720
 % Below Line: 3.4
 % Not Listed: 13.2

1989 Revenue: \$11,400,000
 HH Inc.: \$27,044
 Retail \$: 2.6 Bill
 Pop per Station: 22,266
 #1 Biller: KKCS-AF \$1,700,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KKCS-F (C)	65/10.9	9.1	8.4	7.4	9.7	---	81/842	613/18.1	17.6	16.9	8.9	55	511	KKCS-F
2. KIKX-F (CHR)	51/ 8.5	5.6	5.9	7.8	11.5	---	64/1060	775/23.2	18.0	20.5	7.6	47	721	KIKX-F
3. KKMGM-F (CHR)	50/ 8.4	6.5	7.1	5.2	---	---	66/819	601/18.0	14.3	12.9	12.2	76	576	KKMGM-F
4. KVUU-F (AC)	44/ 7.4	6.3	9.8	8.1	8.2	---	58/779	569/17.0	18.2	21.3	6.1	38	525	KVUU-F
KILO-F (AOR)	44/ 7.4	7.5	6.1	9.6	11.1	---	61/801	558/16.7	15.7	16.9	10.1	63	696	KILO-F
6. KATM-F (CHR)	43/ 7.2	4.8	7.5	4.8	4.8	---	59/951	671/19.9	15.6	19.3	7.9	49	701	KATM-F
7. KSPZ-F (AC)	42/ 7.0	2.7	5.2	4.3	5.6	---	48/755	604/18.1	10.3	14.7	6.8	42	512	KSPZ-F
8. KRDO-F (EZ)	39/ 6.5	6.8	6.2	8.9	9.9	---	63/818	560/16.8	15.4	15.8	3.7	23	398	KRDO-F
9. KKFM-F (CL AOR)	37/ 6.2	7.5	7.1	6.5	5.2	---	51/731	501/15.0	15.4	16.0	6.4	40	535	KKFM-F
10. KVOR (N/T)	26/ 4.4	3.6	5.2	4.3	3.8	---	26/408	387/11.6	11.6	15.2	3.4	21	316	KVOR
11. KSSS (C)	21/ 3.5	3.8	2.9	4.8	4.0	---	24/383	301/ 9.0	6.8	8.5	4.5	28	322	KSSS
12. KOA (N/T)	13/ 2.2	5.1	3.0	3.3	2.6	---	31/525	285/ 8.5	13.0	10.0	1.9	12	187	KOA
KKLI-F (SAC)	13/ 2.2	3.1	4.1	4.8	3.4	---	15/305	262/ 7.8	9.8	10.8	2.6	16	183	KKLI-F
14. KRDO (O)	11/ 1.8	2.9	3.6	2.4	3.6	---	11/300	267/ 8.0	9.9	9.4	1.6	10	230	KRDO

12+ FM SHARE (METRO): 84.75% (439 of 518) (SPG 89: 81.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKMGM-F	1 KILO-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KKMGM-F	1 KSPZ-F
KIKX-F>>	KATM-F	2 KILO-F	2 KVUU-F	2 KRDO-F	2 KVUU-F	2 KRDO-F	2 KKMGM-F	2 KATM-F	2 KATM-F	2 KKCS-F
3 KKCS-F	3 KKMGM-F	3 KVUU-F	3 KSPZ-F	3 KSPZ-F	3 KVUU-F	3 KIKX-F	3 KILO-F	3 KIKX-F	3 KKCS-F	3 KATM-F
4	4 KKFM-F	4 KATM-F	4 KKFM-F	4 KKFM-F	4 KSPZ-F	4 KKMGM-F	4 KVUU-F	4 KSPZ-F	4 KIKX-F	4 KSSS
5	5 KKCS-F	5 KSPZ-F	5 KILO-F	5 KRDO-F	5 KVOR	5 KKFM-F	5 KILO-F	5 KILO-F	5 KILO-F	5
6	6 KIKX-F	6 KIKX-F	6 KRDO-F	6 KKMGM-F	6	6	6 KKFM-F	6 KVUU-F	6	6
7	7	7	7 KKMGM-F	7 KILO-F	7	7	7	7	7	7
8	8	8	8 KIKX-F	8 KIKX-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 KKMGM-F	1 KKMGM-F	1 KKCS-F	1 KVUU-F	1 KKCS-F	1 KILO-F	1 KILO-F	1 KKFM-F	1 KILO-F	1 KKCS-F
2 KATM-F	2 KKCS-F	2 KSPZ-F	2 KVUU-F	2 KVUU-F	2 KATM-F	2 KATM-F	2 KILO-F	2 KKFM-F	2 KSPZ-F
3 KIKX-F	3 KIKX-F	3 KKMGM-F	3 KSPZ-F	3 KSPZ-F	3 KIKX-F	3 KKMGM-F	3 KKMGM-F	3 KATM-F	3 KKMGM-F
4 KKCS-F	4 KATM-F	4 KVUU-F	4 KKMGM-F	4 KRDO-F	4 KKFM-F	4 KIKX-F	4 KKCS-F	4 KKCS-F	4 KILO-F
5 KVUU-F	5 KSPZ-F	5 KKMGM-F	5 KIKX-F	5 KIKX-F	5 KKMGM-F	5 KKMGM-F	5 KATM-F	5 KIKX-F	5 KVUU-F
6 KILO-F	6 KVUU-F	6 KILO-F	6	6 KKMGM-F	6 KKCS-F	6 KKCS-F	6 KIKX-F	6	6
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		144 (3)	144 (3)	27.8	23.3	KBZE-F 105.5	Security/Co Spg	1.3/4.5/ 10/	177
AOR/CLASSIC	2 (1)	81 (2)	83 (3)	16.0	15.0	KCMN 1530	Co Spgs/Pueblo	0.7/3.0/ 4/	104
AC/OLDIES/SOFT ROCK	11 (1)	102 (4)	113 (5)	21.8	23.5				
MOR/VARIETY	2 (1)		2 (1)	0.4	4.5	KHOW 630	Denver	0.3/1.8/ 8/	137
COUNTRY	21 (1)	65 (1)	86 (2)	16.6	12.8	KLZ 560	Denver	0.3/1.7/ 2/	96
BLACK/URBAN						KRYT-F 107.9	Pueblo	0.5/2.0/ 28/	390
BEAUTIFUL/EASY		39 (1)	39 (1)	7.5	7.1				
NEWS/TALK	39 (2)		39 (2)	7.5	9.3				
NOSTALGIA	4 (1)		4 (1)	0.8	0.8				
RELIGION/GOSPEL					0.6				
SPANISH									
CLASSICAL					0.4				
JAZZ/NEW AGE		8 (1)	8 (1)	1.5					
UNKNOWN/OTHERS					2.8				
	79 (7)	439 (12)	518 (19)						

RADIO STATIONS

KCMN, 1530, 1 KW (DAYS)	, NOSTALGIA	CNN, UNISUP	, \$ 14.00 (K & P)	Chip Luskow
KRDO, 1240, 1 KW (DA-1)	, OLDIES		, \$ 13.00 (HNWH)	Dan Shanahan
KSSS, 740, 3.5KW/1.5 KW (DA-2)	, COUNTRY	ABC I,	, \$ 20.00 (McGuild)	Lakoduk
KVOR, 1300, 5 KW/1 KW	, NEWS/TALK	ABC I, TALKNT,	, \$ 23.00 (Katz)	Larry Lakoduk
KBZE-F, 105.5, 60W @ 2230	, JAZZ/NAC		, \$ 18.00 (---)	(SECURITY) Jody McCoy
KATM-F, 100.7, 13 KW @ 2123	CHR		, \$ 22.00 (Banner)	Surrey (PUEBLO) Tricia York
KIKX-F, 102.7, 100 KW @ 2000	CHR		, \$ 37.00 (McGuild)	Barb Bendor
KILO-F, 93.9, 83 KW @ 2110	AOR		, \$ 36.00 (Republic)	Bahakel Jones Fuquay
KKFM-F, 98.1, 71 KW @ 2290	CLASSIC AOR	SOURCE	, \$ 32.00 (Christal)	Citadel Bob Proffitt
KKLI-F, 106.3, 71 W @ 1988	SOFT AC		, \$ 15.00 (Torbet)	Tipple
KKMGM-F, 98.9, 70 KW @ 2300	CHR		, \$ 26.00 (Banner)	(PUEBLO) Gary Goodell
KRDO-F, 95.1, 96 KW @ 2010	BTFL/EZ		, \$ 30.00 (HNWH)	Dan Shanahan
KSPZ-F, 92.9, 72 KW @ 2130	AC	UNISUP	, \$ 31.00 (Katz)	
KVUU-F, 99.9, 96 KW @ 2000	AC	ABC E	, \$ 39.00 (McGuild)	Lakoduk (PUEBLO) Larry Lakoduk
KKCS-F, 101.9, 79 KW @ 2080	COUNTRY		, \$ 40.00 (Torbet)	Bob Gourley

KOA - See Denver

Miscellaneous Comments: KVOR, KSPZ-F sold from Penn to Unistar for \$2,500,000 (MVP)...

COLUMBIA, SC

Arbitron Rank/Pop (12+): 91/388,900
 MSA Rank/Pop: 105/464,100
 Average Person Ratings: 17.5
 Market TSL: 23.00 hours

Stations: 16/14
 Diaries: 819/475:1/56.4%
 Sample Target: 770
 % Below Line: 1.6
 % Not Listed: 11.4

1989 Revenue: \$13,000,000
 HH Inc.: \$27,951
 Retail \$: 2.9 Bill
 Pop per Station: 27,778
 #1 Biller: WCOS A/F \$3,000,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WWDM-F (B)	121/17.7	15.7	15.7	15.2	18.7	----	256/2035	895/23.0	22.4	24.8	22.8	175	1074	WWDM-F
2. WCOS-F (C)	105/15.4	14.1	15.4	16.5	19.5	----	175/1969	1209/31.1	25.4	31.6	13.7	105	1174	WCOS-F
3. WNOK-F (CHR)	65/ 9.5	6.5	7.3	10.1	8.8	----	111/1487	904/23.2	21.7	22.5	9.5	73	1054	WNOK-F
4. WMFX-F (AOR)	49/ 7.2	7.3	10.4	7.4	6.0	----	55/806	703/18.1	19.3	20.7	9.5	73	766	WMFX-F
5. WVOC (N/T)	42/ 6.2	6.6	5.5	5.4	5.8	----	50/655	582/15.0	16.6	16.3	4.9	38	489	WVOC
WTCB-F (AC)	42/ 6.2	8.8	6.6	6.4	5.0	----	85/1015	625/16.1	19.1	14.3	6.3	48	552	WTCB-F
7. WYYS-F (CHR)	39/ 5.7	5.4	2.9	3.4	3.1	----	39/518	479/12.3	14.0	12.5	5.1	39	520	WYYS-F
8. WCEZ-F (EZ)	30/ 4.4	5.1	6.9	7.7	5.4	----	34/480	417/10.7	11.1	13.2	3.4	26	362	WCEZ-F
9. WOMG-F (O)	29/ 4.3	4.8	3.4	1.3	1.9	----	32/460	393/10.1	12.8	10.0	3.9	4	145	WOMG-F
10. WSCQ-F (AC)	28/ 4.1	4.0	3.9	5.1	6.0	----	28/445	418/10.7	12.7	11.1	2.7	21	253	WSCQ-F
11. WOIC (B)	19/ 2.8	2.6	1.0	----	0.3	----	19/293	291/ 7.5	6.7	2.2	1.7	13	280	WOIC
12. WTGH (GOS)	14/ 2.1	2.9	3.2	2.8	3.3	----	16/266	232/ 6.0	6.9	7.2	2.9	22	198	WTGH

12+ FM SHARE (METRO): 87.25% (527 of 604) (SPG 89: 82.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWDM-F	1 WWDM-F>	1 WWDM-F>	1 WWDM-F>	1 WYYS-F	1 WCOS-F>	1 WCOS-F>	1 WCOS-F	1 WWDM-F	1 WWDM-F>	1 WWDM-F>
2 WNOK-F>	2 WNOK-F	2 WCOS-F	2 WCOS-F>	2 WCOS-F>	2 WWDM-F	2 WWDM-F>	2 WWDM-F>	2 WCOS-F>	2 WNOK-F	2 WVOC
3 WYYS-F	3 WMFX-F	3 WNOK-F<	3 WTCB-F	3 WTCB-F	3 WVOC	3 WNOK-F>	3 WNOK-F	3 WNOK-F	3 WMFX-F	3 WNOK-F>
4	4 WCOS-F	4 WMFX-F	4 WMFX-F	4 WMFX-F	4 WTCB-F	4 WVOC	4 WVOC	4 WVOC	4 WMFX-F	4 WCOS-F
5	5 WYYS-F	5 WTCB-F	5 WOMG-F	5 WOMG-F	5 WCEZ-F	5 WTCB-F	5 WTCB-F	5 WYYS-F<	5 WYYS-F	5
6	6	6 WYYS-F	6 WNOK-F	6 WNOK-F	6	6	6 WYYS-F<	6 WTCB-F	6 WVOC	6
7	7	7	7 WSCQ-F	7 WSCQ-F	7	7	7 WCEZ-F<	7 WSCQ-F	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 WWDM-F>	1 WWDM-F>	1 WWDM-F>	1 WWDM-F>	1 WWDM-F	1 WNOK-F	1 WWDM-F	1 WWDM-F>	1 WWDM-F	1 WWDM-F	
2 WNOK-F	2 WNOK-F>	2 WNOK-F	2 WNOK-F<	2 WCOS-F>	2 WYYS-F	2 WMFX-F	2 WMFX-F	2 WCOS-F	2 WCOS-F>	
3 WYYS-F>	3 WYYS-F	3 WMFX-F	3 WCOS-F	3 WTCB-F	3 WMFX-F>	3 WNOK-F	3 WCOS-F>	3 WMFX-F>	3 WMFX-F	
4 WTCB-F	4 WMFX-F	4 WMFX-F	4 WTCB-F	4 WSCQ-F	4 WCOS-F	4 WCOS-F	4 WVOC	4 WNOK-F	4 WTCB-F>	
5 WSCQ-F	5 WSCQ-F	5 WOMG-F	5 WSCQ-F	5 WNOK-F	5 WWDM-F>	5 WYYS-F	5 WYYS-F	5 WYYS-F	5 WOMG-F	
6 WMFX-F	6	6 WYYS-F	6 WYYS-F	6	6	6	6	6 WTCB-F	6 WVOC	
7 WKWQ-F	7	7	7	7	7	7	7	7	7	
8 WCOS-F	8	8	8	8	8	8	8	8	8	

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		110 (3)	110 (3)	18.2	11.6	WCOS 1400 Columbia	0.3/1.5/ 2/ 80		
AOR/CLASSIC		49 (1)	49 (1)	8.1	11.7	WKWQ-F 95.3 Batesburg/Clmba	1.2/3.9/ 16/ 217		
AC/OLDIES/SOFT ROCK		99 (3)	99 (3)	16.4	17.1				
MOR/VARIETY						WBBQ-F 104.3 Augusta	0.9/2.8/ 16/ 224		
COUNTRY	2 (1)	110 (2)	112 (3)	18.5	17.7	WSOC-F 103.7 Charlotte	0.7/1.6/ 5/ 147		
BLACK/URBAN	19 (1)	129 (2)	148 (3)	24.5	22.6				
BEAUTIFUL/EASY		30 (1)	30 (1)	5.0	7.8				
NEWS/TALK	42 (1)		42 (1)	7.0	6.2				
NOSTALGIA									
RELIGION/GOSPEL	14 (1)		14 (1)	2.3	5.4				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	77 (4)	527 (12)	604 (16)						

RADIO STATIONS

WOIC, 1320, 5 KW/2.5KW (DA-N), BLACK					\$ 14.00 (Katz)	Voyager	Jimmy Collins
WTGH, 620, 1 KW/125 W (DA-1), GOSPEL					SBN, \$ 12.00 (---)	Willis	Wally Williams
WVOC, 560, 5 KW (DA-N), NEWS/TALK					CBS, \$ 26.00 (Banner)		Gene Grim
WCEZ-F, 93.5, 1.6 KW @ 443, EZ					NBC, \$ 32.00 (Banner)		Gene Grim
WCOS-F, 97.9, 100 KW @ 984, COUNTRY					ABC E, \$ 70.00 (McGuild)	Ragan Henry	Barry Smith
WMFX-F, 102.3, 3 KW @ 320, CLASSIC AOR						Baum	Dennis Murphy
WNOK-F, 104.7, 100 KW @ 1004, CHR					ABC R, \$ 46.00 (Katz)	Voyager	Jimmy Collins
WOMG-F, 103.1, 3 KW @ 300, OLDIES					MBS, UNISUP, \$ 25.00 (Banner)	John Price	Barry Brown
WSCQ-F, 100.1, 3 KW @ 330, SOFT AC					RADRAD, \$ 23.00 (Republic)		Bill Benton
WTCB-F, 106.7, 100 KW @ 787, AC					APR, \$ 41.00 (Christal)	Bloomington	
WWDM-F, 101.3, 100 KW @ 1322, Black					UNIPWR, \$ 55.00 (HNWH)		Steve Patterson
WYYS-F, 96.7, 2.2 KW @ 384, CHR						Universal	Jim Poston

COLUMBUS, GA

Arbitron Rank/Pop (12+): 152/209,300
 MSA Rank/Pop: 175/247,100
 ADI # 119
 Average Person Ratings: 17.6
 Market TSL: 23.25 hours

Stations: 13/11
 Diaries: 618/339:1/48.6%
 Sample Target: 580
 % Below Line: 4.1
 % Not Listed: 12.8

1989 Revenue: \$7,900,000
 HH Inc.: \$21,735
 Retail \$: 1.54 Bill
 Pop per Station: 19,027
 #1 Biller: WCGQ-F \$1,450,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WSTH-AF (C)	55/14.9	---	13.8	---	13.5	---	96/1050	568/27.1		23.3	11.7	41	547	WSTH-AF
2. WVRK-F (AOR)	43/11.7	---	6.1	---	11.3	---	70/796	388/18.5		20.1	11.5	44	426	WVRK-F
3. WGSY-F (AC)	42/11.4	---	15.3	---	7.5	---	47/570	479/22.9		24.6	14.1	54	448	WGSY-F
4. WCGQ-F (CHR)	41/11.1	---	11.9	---	14.8	---	95/1144	470/22.5		25.5	15.1	58	710	WCGQ-F
5. WAGH-F (B)	40/10.9	---	7.6	---	---	---	48/627	471/22.5		17.5	17.2	66	614	WAGH-F
6. WOKS (B)	37/10.1	---	10.7	---	12.3	---	37/336	287/13.7		17.2	6.8	26	242	WOKS
7. WFXE-F (B)	30/ 8.2	---	11.0	---	16.4	---	34/597	456/21.8		24.9	9.6	37	705	WFXE-F
8. WRCC (N/T)	13/ 3.5	---	4.9	---	7.5	---	13/194	156/ 7.5		10.8	3.6	14	166	WRCC
9. WVFJ-F (REL)	9/ 2.4	---	1.5	---	1.3	---	21/244	110/ 5.3		3.8	1.6	6	100	WVFJ-F

12+ FM SHARE (METRO): 81.93% (263 of 321) (SPG 89: 81.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCGQ-F>>	1 WVRK-F>	1 WVRK-F	1 WGSY-F<	1 WSTH-AF<	1 WSTH-AF>	1 WSTH-AF>	1 WGSY-F	1 WSTH-AF	1 WCGQ-F	1 WSTH-F
2 WAGH-F>>	2 WGSY-F	2 WGSY-F	2 WSTH-AF	2 WGSY-F	2 WOKS >	2 WAGH-F	2 WVRK-F	2 WGSY-F<	2 WAGH-F	2 WOKS
3 WFXE-F	3 WCGQ-F	3 WSTH-AF	3 WVRK-F	3 WVRK-F	3 WGSY-F	3 WVRK-F	3 WSTH-AF	3 WVRK-F	3 WOKS	3 WFXE-F
4	4 WAGH-F	4 WAGH-F	4 WFXE-F	4 WOKS	4	4 WGSY-F	4 WOKS	4 WCGQ-F	4 WFXE-F	4 WAGH-F
5	5 WFXE-F	5 WFXE-F	5 WAGH-F	5 WFXE-F	5	5 WCGQ-F	5	5 WAGH-F	5 WSTH-AF	5
6	6	6 WCGQ-F	6	6 WAGH-F	6	6	6	6	6 WVRK-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 WCGQ-F	1 WGSY-F>	1 WGSY-F>	1 WGSY-F>	1 WSTH-AF	1 WVRK-F>>	1 WVRK-F>>	1 WVRK-F>>	1 WVRK-F>>	1 WVRK-F
2 WGSY-F	2 WCGQ-F>	2 WFXE-F>	2 WSTH-AF	2 WGSY-F	2 WAGH-F>	2 WAGH-F>	2 WVFJ-F	2 WGSY-F	2 WSTH-AF
3 WVRK-F	3 WVRK-F	3 WCGQ-F	3 WCGQ-F	3 WOKS	3 WCGQ-F	3 WGSY-F	3 WGSY-F	3 WSTH-AF	3 WGSY-F>
4 WAGH-F>>	4 WFXE-F	4 WSTH-AF	4 WAGH-F	4 WFXE-F	4 WGSY-F	4 WFXE-F	4 WFXE-F	4 WAGH-F	4 WFXE-F
5	5 WAGH-F	5 WVRK-F	5 WFXE-F	5 WCGQ-F	5 WFXE-F	5 WCGQ-F	5 WAGH-F	5 WFXE-F	5 WAGH-F
6	6	6 WAGH-F>	6	6 WAGH-F	6 WZHT-F>	6	6 WSTH-AF	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		41 (1)	41 (1)	12.8	20.8	WEAM 1580 Columbus	0.8/4.5/ 3/ 100
AOR/CLASSIC		43 (1)	43 (1)	13.4		WIQN 1460 Columbus/GA-Phx	0.5/2.7/ 2/ 76
AC/OLDIES/SOFT ROCK		42 (1)	42 (1)	13.1	17.7		
MOR/VARIETY						WZHT-F 105.7 Troy/Mntgmry	1.6/3.3/ 25/ 227
COUNTRY	3 (1)	52 (1)	55 (2)	17.1	15.9		
BLACK/URBAN	37 (1)	76 (3)	113 (4)	35.2	37.1		
BEAUTIFUL/EASY					1.1		
NEWS/TALK	15 (2)		15 (2)	4.7			
NOSTALGIA					5.7		
RELIGION/GOSPEL	3 (1)	9 (1)	12 (2)	3.7	1.8		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	58 (5)	263 (8)	321 (13)				

RADIO STATIONS

WOKS , 1340, 1 KW (DA-1)	Black	SBN NBN, \$17.00 (Katz)	Davis	Charles Richardson
WRCC , 1420, 5 KW (DA-N)	Talk	CBS, \$13.00 (Christal)		Charles McClure
WAGH-F, 98.3, 3 KW @ 328	Black	, \$17.00 (K & P)	(FT. MITCHELL)	Art Angell
WCGQ-F, 107.3, 100 KW @ 1011	CHR	ABC C, \$33.00 (Christal)		Joe McClure
WFXE-F, 104.9, 3 KW @ 290	Black	ABC FM, \$30.00 (Katz)	Davis	Charles Richardson
WGSY-F, 100.1, 3 KW @ 300	AC	, \$31.00 (Torbet)	Woodfin	Ken Woodfin
WSTH-F, 106.1, 100 KW @ 981	Country	ABC E NBC, \$35.00 (Mc-Guild)		Truman Conley
WVRK-F, 102.9, 100 KW @ 1520	AOR	ABC R UNIPWR, \$26.00 (Mc-Guild)		Jim Martin
WVFJ-F, 93.3, 100 KW @ 1000	Religion	, \$10.00 (Regional)	(MANCHESTER)	Steve Williams

Misc: WNKS-F changes to WVRK-F and format from CHR to AOR (Aug 1989) . . .

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,106,200
 MSA Rank/Pop: 35/1,351,100
 Average Person Ratings: 16.3
 Market TSL: 21.75 hours

Stations: 24/21
 Diaries: 1422/778:1/53.2%
 Sample Target: 1300
 % Below Line: 3.6
 % Not Listed: 9.7

1989 Revenue: \$42,000,000
 HH Inc.: \$27,661
 Retail \$: 15.9 Bill
 Pop per Station: 52,676
 #1 Biller: WNCI-F \$8,100,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WNCI-F (CHR)	289/16.1	15.2	13.9	13.7	16.0	14.7	361/4207	3118/28.2	29.4	30.8	14.6	60	668	WNCI-F
2. WTVN (MOR)	183/10.2	9.2	9.7	7.1	7.0	9.1	216/2494	1978/17.9	17.2	16.3	6.5	127	1663	WTVN
3. WSNY-F (AC)	179/ 9.9	10.0	10.3	10.6	10.8	10.2	187/2629	2391/21.6	26.0	23.9	9.3	180	2255	WSNY-F
4. WLWQ-F (AOR)	128/ 7.1	7.6	5.8	7.3	9.6	6.9	148/2134	1765/16.0	17.4	19.4	9.6	186	2167	WLWQ-F
5. WXGT-F (CHR)	116/ 6.4	6.2	8.5	7.6	5.4	7.2	165/2662	1922/17.4	19.4	19.1	10.3	199	2374	WXGT-F
6. WMGG-F (CL AOR)	97/ 5.4	4.1	4.7	5.1	5.2	4.8	121/1560	1180/10.7	14.4	15.0	5.6	108	1236	WMGG-F
7. WHOK-F (C)	91/ 5.1	6.0	6.0	5.6	5.6	5.7	153/1739	1058/ 9.6	11.7	10.0	5.2	101	1219	WHOK-F
8. WBNS-F (EZ)	91/ 5.1	6.6	6.5	7.2	7.6	6.3	110/1694	1437/13.0	13.7	16.9	5.2	101	1037	WBNS-F
9. WVKO (B)	75/ 4.2	4.9	3.6	4.7	3.9	4.3	75/822	822/ 7.4	7.5	6.5	4.7	91	1294	WVKO
10. WCOL (BB)	47/ 2.6	2.1	2.3	2.8	1.9	2.4	47/779	771/ 7.0	5.3	5.9	2.3	44	596	WCOL
11. WLW (MOR)	43/ 2.4	1.2	1.5	2.6	2.0	1.9	84/1402	740/ 6.7	5.1	6.2	2.2	42	562	WLW
12. WCLT-F (C)	36/ 2.0	1.5	1.1	---	0.7	1.1	55/824	545/ 4.9	2.9	2.6	1.1	22	609	WCLT-F
13. WCKX-F (B)	35/ 1.9	1.9	1.1	1.6	1.0	1.6	35/496	496/ 4.5	4.7	3.6	2.8	55	621	WCKX-F
14. WXXK-F (AC)	32/ 1.8	1.7	1.6	1.8	---	1.7	32/732	732/ 6.6	5.3	0.0	1.3	26	556	WXXK-F
15. WMNI (C)	30/ 1.7	2.3	2.8	2.5	2.6	2.3	30/452	413/ 3.7	5.6	5.2	3.1	60	668	WMNI

12+ FM SHARE (METRO): 74.34% (1208 of 1625) (SPG 89: 76.71%)

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 WNCI-F<	1 WNCI-F	1 WTVN >	1 WNCI-F	1 WNCI-F	1 WNCI-F>	1 WNCI-F>	1 WTVN >
2 WXGT-F>>	2 WLWQ-F	2 WSNY-F	2 WSNY-F>	2 WSNY-F>	2 WSNY-F	2 WTVN >	2 WSNY-F>	2 WTVN	2 WTVN <	2 WSNY-F<
3	3 WSNY-F	3 WLWQ-F>	3 WLWQ-F<	3 WTVN >	3 WBNS-F	3 WSNY-F>	3 WTVN	3 WSNY-F	3 WXGT-F	3 WBNS <
4	4 WXGT-F	4 WMGG-F<	4 WTVN >	4 WLWQ-F	4 WNCI-F	4 WLWQ-F	4 WLWQ-F	4 WLWQ-F	4 WSNY-F	4 WVKO <
5	5 WMGG-F>	5 WXGT-F	5 WMGG-F	5 WHOK-F<	5 WHOK-F	5 WXGT-F	5 WBNS-F	5 WXGT-F	5 WLW <	5 WLWQ-F
6	6	6 WTVN	6 WXGT-F	6 WMGG-F	6	6 WHOK-F	6 WXGT-F	6 WMGG-F	6 WLWQ-F	6 WXGT-F<
7	7	7	7	7	7	7	7	7	7 WMGG-F	7 WMGG-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 WNCI-F>>	1 WNCI-F>	1 WNCI-F	1 WNCI-F	1 WSNY-F	1 WNCI-F>	1 WNCI-F	1 WNCI-F	1 WNCI-F	1 WNCI-F<
2 WXGT-F>>	2 WSNY-F>	2 WSNY-F>>	2 WSNY-F>>	WNCI-F>>	2 WLWQ-F	2 WLWQ-F>	2 WLWQ-F>	2 WLWQ-F	2 WTVN
3 WSNY-F	3 WXGT-F<	3 WLWQ-F	3 WXGT-F<	3 WTVN	3 WMGG-F>	3 WMGG-F	3 WXGT-F	3 WSNY-F<	3 WSNY-F
4 WLWQ-F>	4 WLWQ-F>	4 WVKO	4 WLWQ-F	4 WHOK-F	4 WXGT-F>	4 WXGT-F>	4 WSNY-F	4 WMGG-F	4 WLWQ-F>
5 WMGG-F	5 WVKO <	5 WXGT-F	5 WVKO	5 WVKO	5 WSNY-F	5 WSNY-F	5 WMGG-F>>	5 WTVN	5 WMGG-F>
6 WCKX-F	6 WMGG-F	WMGG-F>	6	6 WLWQ-F	6	6	6	6 WXGT-F	6 WXGT-F

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		417 (3)	417 (3)	25.7	25.1	WBBY-F 103.9 Westerville	1.3/5.0/ 25/	581	
AOR/CLASSIC		225 (2)	225 (2)	13.8	17.0	WBNS 1460 Columbus	1.2/4.5/ 23/	531	
AC/OLDIES/SOFT ROCK		264 (4)	264 (4)	16.2	16.1	WHTH 790 Heath	0.5/0.9/ 10/	106	
MOR/VARIETY	248 (3)		248 (3)	15.3	11.5	WRFD 880 Columbus/Wrthgt	0.4/2.4/ 10/	283	
COUNTRY	39 (2)	136 (3)	175 (5)	10.8	9.9	WSWZ-F 103.5 Lancaster	1.5/3.3/ 31/	442	
BLACK/URBAN	75 (1)	35 (1)	110 (2)	6.8	5.7	WTLT-F 107.1 Circleville/Clm	0.9/2.7/ 21/	334	
BEAUTIFUL/EASY		91 (1)	91 (1)	5.6	8.7	WXLE-F 103.1 Johnstown/Clmbs	1.4/6.1/ 32/	797	
NEWS/TALK									
NOSTALGIA	47 (1)		47 (1)	2.9	2.2	WMRN-F 106.9 Marion	0.5/0.7/ 43/	528	
RELIGION/GOSPEL	8 (1)	16 (1)	24 (2)	1.5	1.4	WQIO-F 93.7 Mt. Vernon	0.7/2.1/ 45/	746	
SPANISH									
CLASSICAL									
JAZZ/NEW AGE		24 (1)	24 (1)	1.5	2.4				
UNKNOWN/OTHERS									
	417 (8)	1208 (16)	1625 (24)						

RADIO STATIONS

AM STATIONS

WBNS, 1460,	5 KW/1 KW (DA-N) ,	MOR	APR CBS, \$ 25.00	(Banner)	Columbus Dispatch	Tom Stewart
WCOL, 1230,	1 KW	Nostalgia	SMN CNN, \$ 30.00	(Christal)	Great Trails	Mark Hanson
WMNI, 920,	1 KW/500 W (DA-2),	Country	MBS NBC, \$ 31.00	(Torbet)		Mark Jividen
WRFD, 880,	9 KW (Days, DA) ,	Religion	CNN UNIULT, \$ 20.00	(---)	Salem	Bill Caridas
WTVN, 610,	5 KW (DA-N) ,	Full Service	ABC I, \$119.00	(Katz)	Great American	Perry Frey
WVVO, 1580,	1 KW/250 W (DA-2),	Black	SBN UNIPWR, \$ 34.00	(Mc-Guild)	Saga	Alan Fetch

FM STATIONS

WBBY, 103.9,	2.6 KW @ 356	Jazz	NBC, \$ 32.00	(---)	(WESTERVILLE)	Jim Pidcock
WBNS, 97.1,	20 KW @ 780	EZ	, \$ 68.00	(Banner)	Columbus Dispatch	Tom Stewart
WCKX, 106.3,	3 KW @ 328	Black	NBN, \$ 25.00	(Roslin)	(LONDON)	Jack Harris
WHOK, 95.5,	50 KW @ 492	Country	APR, \$ 46.00	(Christal)		Bill France
WLWQ, 96.3,	18 KW @ 753	AOR	, \$133.00	(Katz)	Great American	Tom Thon
WMGG, 99.7,	20 KW @ 783	Classic AOR	, \$ 64.00	(Torbet)		Mark Jividen
WNCI, 97.9,	175 KW @ 560	CHR	APR, \$155.00	(MMR)	Nationwide	Dan Morris
WSNY, 94.7,	22 KW @ 753	AC	, \$153.00	(Mc-Guild)	Saga	Alan Fetch
WXGT, 92.3,	22 KW @ 753	CHR/AOR	RADRAD UNIPWR, \$ 70.00	(Christal)	Great Trails	Mark Hanson
WXLE, 103.1,	1.6 KW @ 445	Oldies	ABC FM MBS, \$ 26.00	(Durpetti)	US Radio (JOHNSTOWN)	Chris Graves
WXXX, 98.9,	3 KW @ 328	Soft AC	CNN UNISUP, \$ 24.00	(Republic)		Mary Mahaffey

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

* AC - Adult Contemporary	J/NA - Jazz and New Age	*
* AOR - Album Oriented Rock	M - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 60%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to near 1988)	*
* C - Country	R - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-white)	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown	*
* G - Gospel		*

CORPUS CHRISTI

Arbitron Rank/Pop (12+): 126/285,000
 MSA Rank/Pop: 133/359,900
 ADI # 122
 Average Person Ratings: 16.8
 Market TSL: 22.50 hours

Stations: 17/17
 Diaries: 713/400:1/47.0%
 Sample Target: 680
 % Below Line: 0.0
 % Not Listed: 11.0

1989 Revenue: \$8,000,000
 HH Inc.: \$24,641
 Retail \$: 2.3 Bl
 Pop per Station: 16,764
 #1 Biiler: KOUL-F \$1,500,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KZFM-F (CHR)	80/16.7	13.9	13.0	14.5	15.1	----	129/1274	900/31.6	29.4	32.7	21.3	142	1263	KZFM-F
2. KOUL-F (C)	56/11.7	14.3	12.8	14.9	16.9	----	96/919	642/22.5	28.0	26.9	13.9	93	872	KOUL-F
3. KRYS-AF (C)	51/10.6	7.5	9.4	10.8	9.4	----	79/991	649/22.8	22.3	26.8	11.6	78	942	KRYS-AF
4. KUNO (SP)	38/ 7.9	6.9	9.3	7.4	8.2	----	44/386	313/11.0	12.5	13.6	5.5	37	469	KUNO
5. KMXR-F (AC)	36/ 7.5	5.2	5.3	4.5	1.9	----	47/596	464/16.3	15.3	15.3	5.1	34	527	KMXR-F
6. KNCN-F (AOR)	33/ 6.9	8.8	8.6	9.3	10.5	----	52/686	504/17.7	20.1	16.2	9.6	64	705	KNCN-F
7. KLTV-F (O)	23/ 4.8	7.1	3.1	6.5	3.9	----	30/449	345/12.1	15.6	14.7	3.4	23	431	KLTV-F
8. KCCT (SP)	22/ 4.6	4.2	3.7	4.1	7.0	----	30/373	287/10.1	9.9	9.7	1.8	12	236	KCCT
9. KISQ-F (CHR)	19/ 4.0	4.4	7.0	6.3	6.2	----	19/469	446/15.6	15.8	17.6	3.4	23	577	KISQ-F
10. KWVS-F (AC)	13/ 2.7	2.3	2.7	----	----	----	19/248	180/ 6.3	5.1	6.2	2.1	14	181	KWVS-F
KMIQ-F (SP)	13/ 2.7	2.3	----	----	----	----	15/236	205/ 7.2	6.3	0.0	3.6	24	335	KMIQ-F
KKHQ-F (SP)	13/ 2.7	0.4	1.2	0.7	0.8	----	13/140	128/ 4.5	2.5	4.4	0.6	4	105	KKHQ-F
13. KEYS (O)	9/ 1.9	2.3	5.6	3.5	5.8	----	11/209	176/ 6.2	6.3	11.5	2.1	14	293	KEYS
14. KSIX (EZ)	7/ 1.5	1.9	2.3	2.6	1.4	----	12/228	173/ 6.1	4.9	6.7	1.3	9	106	KSIX
KDAE (EZ)	7/ 1.5	2.5	2.7	2.0	2.3	----	10/138	102/ 3.6	5.1	4.6	1.2	8	95	KDAE
KCTA (REL)	7/ 1.5	2.1	1.4	1.7	1.2	----	12/165	115/ 4.0	2.8	4.1	1.0	7	154	KCTA

12+ FM SHARE (METRO): 77.99% (333 of 427) (SPG 89: 69.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZFM-F	1 KZFM-F	1 KZFM-F	1 KOUL-F	1 KOUL-F>	1 KUNO	1 KZFM-F	1 KOUL-F	1 KZFM-F	1 KZFM-F>	1 KNCN-F
2	2 KNCN-F	KOUL-F	2 KZFM-F	2 KZFM-F	2 KOUL-F	2 KOUL-F	2 KRYS-AF	2 KRYS-AF	2 KRYS-AF	2 KRYS-F
3	3 KOUL-F	3 KMXR-F	3 KMXR-F<	3 KRYS-AF	3 KRYS-AF>	3 KRYS-AF	3 KZFM-F<	3 KOUL-F	3 KOUL-F	3 KMXR-F
4	4 KRYS-AF<	4 KNCN-F<	4 KRYS-AF	4 KMXR-F	4 KCCT	4 KUNO	4 KUNO <	4 KNCN-F>	4 KISQ-F	4 KCCT
5	5 KMXR-F	5 KRYS-AF	5 KNCN-F	5 KNCN-F	5 KMXR-F	5 KMXR-F	5 KMXR-F	5 KUNO	5 KUNO	5
6	6	6	6	6 KUNO	6	6	6	6 KMXR-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 KZFM-F>>	1 KZFM-F>	1 KZFM-F	1 KOUL-F<	1 KOUL-F>	1 KNCN-F	1 KNCN-F	1 KZFM-F	1 KNCN-F	1 KOUL-F
2 KOUL-F	2 KOUL-F	KOUL-F	2 KZFM-F>	2 KZFM-F	2 KMXR-F>	2 KZFM-F	KNCN-F	2 KZFM-F	2 KNCN-F
3 KMXR-F	3 KNCN-F	KNCN-F	3 KMXR-F	3 KMXR-F	3 KRYS-AF	3 KRYS-AF	3 KOUL-F	3 KOUL-F	3 KZFM-F
4 KRYS-AF	4 KRYS-AF	4 KRYS-AF	4 KRYS-AF>	4 KRYS-AF	KZFM-F>	4 KOUL-F	4 KRYS-AF	4 KMXR-F<	KUNO
5 KMXR-F	5 KMXR-F	5 KMXR-F	5 KNCN-F	5	5 KOUL-F	KMXR-F	5 KWVS-F>	5 KRYS-AF	5 KRYS-AF
6 KISQ-F>	6 KLTV-F	6 KLTV-F>	6 KLTV-F	6	6	6	6 KMXR-F	6	6 KLTV-F
7	7	7 KISQ-F>	7	7	7 KLTV-F>>	7	KEYS >	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		99 (2)	99 (2)	23.2	22.5		
AOR/CLASSIC		33 (1)	33 (1)	7.7	9.6		
AC/OLDIES/SOFT ROCK	9 (1)	72 (3)	81 (4)	19.0	18.8		
MOR/VARIETY							
COUNTRY	4 (1)	103 (2)	107 (3)	25.1	25.5		
BLACK/URBAN							
BEAUTIFUL/EASY	14 (2)		14 (2)	3.3	5.7		
NEWS/TALK							
NOSTALGIA							
RELIGION/GOSPEL	7 (1)		7 (1)	1.6	1.5		
SPANISH	60 (2)	26 (2)	86 (4)	20.1	15.9		
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					0.4		
	94 (7)	333 (10)	427 (17)				

RADIO STATIONS

KCCT, 1150, 1 KW/500 W (DA-2), HISPANIC	CRC , \$ 21.00 (Caballero)	Manuel Davila
KCTA, 1030, 50 KW (DAYS), RELIGION	, \$ 12.00 (---)	Bob Trask
KDAE, 1590, 1 KW/500 W (DA-2), EZ	UNISUP, UNIULT, \$ 13.00 (McGuild)	Steve Dewalt
KEYS, 1440, 1 KW (DA-N), OLDIES	CNN, UNISUP, \$ 15.00 (Banner)	Brice Taylor
KSIX, 1230, 1 KW, EZ	CBS, MBS, \$ 12.00 (---)	Vann Kennedy
KUNO, 1400, 1 KW, HISPANIC	, \$ 29.00 (Katz Hisp.)	Luis Munoz
KISQ-F, 105.5, 2 KW @ 360, CHR	ABC C, \$ 19.00 (Christal)	Dan Donovan
KKHQ-F, 98.3, 3 KW @ 300, HISPANIC	, \$ 17.00 (Lotus)	Lyn Pointer
KLTV-F, 96.5, 97 KW @ 956, OLDIES	UNISUP, \$ 21.00 (McGuild)	Steve Dewalt
KMIQ-F, 105.1, 3 KW @ 300, HISPANIC	, \$ 14.00 (---)	(ROBSTOWN)
KMXR-F, 93.9, 100 KW @ 840, AC	NBC, \$ 24.00 (Christal)	DeAnn Davis
KNCN-F, 101.3, 100 KW @ 380, AOR	, \$ 28.00 (Torbet)	R. Delaney
KOUL-F, 103.7, 100 KW @ 943, COUNTRY	APR, \$ 30.00 (Republic)	Don Hibbits
KRYS-F, 99.1, 100 KW @ 932, COUNTRY	, \$ 16.00 (Durpetti)	(KINGSVILLE)
KZFM-F, 95.5, 100 KW @ 640, CHR	, \$ 35.00 (Banner)	Gary Miracle
		Brice Taylor

Miscellaneous Comments: KJKC-F changes to KISQ-F (March)...KLTS to OLDIES from AC...

DALLAS-FT. WORTH

Arbitron Rank/Pop (12+): 7/3,184,300

MSA Rank/Pop: 12/2,541,600 (Dallas)
 ADI # 7 37/1,322,800 (ft.Worth)
 Average Person Ratings: 17.7
 Market TSL: 23.50 hours

Stations: 29/29
 Diaries: 3070/1037:1/54.2%
 Sample Target: 2200
 % Below Line: 0.0
 % Not Listed: 7.6

1989 Revenue: \$129,700,000
 HH Inc.: \$30,967
 Retail \$: 28.0 Bil
 Pop per Station: 109,803
 #1 Biller: KVIL-AF \$21,000,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KSCS-F (C)	486/ 8.6	8.6	7.6	6.6	6.9	7.9	556/7037	6135/19.3	17.6	16.2	9.3	575	5137	KSCS-F
2. KPLX-F (C)	419/ 7.4	5.6	6.1	5.5	7.3	6.2	476/5749	4914/15.4	15.4	16.6	6.9	423	4180	KPLX-F
3. KVIL-AF (AC)	375/ 6.6	7.2	10.2	8.0	8.6	8.0	390/4469	4258/13.4	17.7	15.9	6.5	390	3943	KVIL-AF
4. WBAP (C)	329/ 5.8	4.6	4.4	7.3	6.6	5.5	548/7511	4825/15.2	12.9	15.8	3.9	243	2894	WBAP
5. KKDA-F (B)	324/ 5.7	6.3	5.4	5.6	5.9	5.8	364/4093	3604/11.3	10.9	12.4	7.0	431	4119	KKDA-F
6. KHYI-F (CHR)	266/ 4.7	4.7	3.2	4.2	4.3	4.2	277/5596	5308/16.7	13.2	15.1	5.0	310	5278	KHYI-F
7. KJMZ-F (B)	261/ 4.6	5.2	4.7	5.4	4.3	5.0	273/4456	4174/13.1	13.3	12.0	6.0	368	4807	KJMZ-F
8. KTXQ-F (AOR)	247/ 4.4	4.3	3.4	3.8	3.6	4.0	279/4155	3608/11.3	10.6	11.4	5.9	363	3605	KTXQ-F
9. KRLD (N/T)	237/ 4.2	4.5	6.3	5.3	4.3	5.1	273/5332	4373/13.7	21.8	14.2	3.8	233	3534	KRLD
10. KEGL-F (CHR)	220/ 3.9	4.2	3.4	4.0	4.4	3.9	269/5066	4310/13.5	13.9	15.4	5.1	315	5157	KEGL-F
11. KZPS-F (CL AOR)	201/ 3.6	3.0	2.6	2.9	2.7	3.0	229/3164	2814/ 8.8	8.5	8.8	3.7	230	2858	KZPS-F
12. KLUV-F (O)	200/ 3.5	3.0	3.1	3.4	3.1	3.3	225/3967	3518/11.0	10.3	9.9	2.9	179	2540	KLUV-F
13. KMEZ-F (EZ)	189/ 3.4	3.8	4.0	4.3	4.0	3.9	196/2238	2128/ 6.7	8.0	8.4	2.1	129	1870	KMEZ-F
14. KOAI-F (J/NA)	174/ 3.1	2.9	3.3	3.4	3.3	3.2	179/2643	2538/ 8.0	9.3	8.9	3.9	237	2592	KOAI-F
15. KLTU-F (REL)	137/ 2.4	3.3	2.9	3.5	2.8	3.0	160/2318	1861/ 5.8	6.1	7.1	3.4	212	2326	KLTU-F
16. WRR -F (CL)	135/ 2.4	2.4	2.0	1.7	1.4	2.1	141/1965	1847/ 5.8	6.2	4.6	2.5	152	1965	WRR -F
17. KMGC-F (AC)	133/ 2.4	1.8	2.6	2.8	2.3	2.4	139/2549	2395/ 7.5	7.3	7.8	1.9	115	1723	KMGC-F
18. KKDA (B)	132/ 2.3	1.9	1.2	1.8	2.6	1.8	135/1419	1358/ 4.3	3.6	4.2	1.9	119	881	KKDA
19. KLIF (T)	115/ 2.0	2.5	3.5	2.6	2.7	2.7	127/1992	1776/ 5.6	8.1	6.5	2.4	145	1781	KLIF
20. KHVN (REL/G)	107/ 1.9	2.0	1.3	2.0	1.8	1.8	107/1289	1268/ 4.0	2.8	3.4	2.1	132	1302	KHVN
21. KAAM (BB)	101/ 1.8	2.5	1.8	1.3	1.6	1.8	101/1381	1356/ 4.3	4.7	3.2	1.9	116	1133	KAAM
22. KQZY-F (AC)	97/ 1.7	2.1	3.0	2.7	2.8	2.4	107/2112	1895/ 6.0	8.4	7.9	1.0	63	1232	KQZY-F
KDGE-F (AOR)	97/ 1.7	1.3	1.4	1.1	1.4	1.4	99/1653	1550/ 4.9	4.0	3.0	1.6	96	1626	KDGE-F
24. KKWM-F (SAC)	80/ 1.4	1.3	2.1	1.6	2.2	1.6	82/1902	1763/ 5.5	7.5	7.2	0.9	58	717	KKWM-F
25.														

12+ FM SHARE (METRO): 77.62% (4043 of 5209) (SPG 89: 76.05%)

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

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS			METRO CUME	TSA	TSA
						SHARE	RTG/AQH	CUME			
TOP 40/CHR/CONTEMP		486 (2)	486 (2)	9.3	9.3	KESS	1270	Ft.Worth/Dallas	0.8/2.1/	45/	661
AOR/CLASSIC		545 (3)	545 (3)	10.5	7.7	KFJZ	870	Ft. Worth/Dalls	0.8/1.2/	46/	390
AC/OLDIES/SOFT ROCK	6 (1)	879 (5)	885 (6)	17.0	21.3						
MOR/VARIETY											
COUNTRY	329 (1)	905 (2)	1234 (3)	23.7	22.1						
BLACK/URBAN	132 (1)	585 (2)	717 (3)	13.8	13.7						
BEAUTIFUL/EASY		189 (1)	189 (1)	3.6	4.5						
NEWS/TALK	352 (2)		352 (2)	6.8	7.5						
NOSTALGIA	101 (1)		101 (1)	1.9	2.3						
RELIGION/GOSPEL	152 (2)	137 (1)	289 (3)	5.5	4.9						
SPANISH	94 (2)	8 (1)	102 (3)	2.0	1.4						
CLASSICAL		135 (1)	135 (1)	2.6	1.5						
JAZZ/NEW AGE		174 (1)	174 (1)	3.3	3.5						
UNKNOWN/OTHERS					0.3						
	1166 (10)	4043 (19)	5209 (29)								

RADIO STATIONS

AM STATIONS

KAAM,	1310,	5 KW (DA-N)	, Nostalgia	SMN UNISUP,	\$ 45.00	(Durpetti)	Bonneville	Tom Glade
KESS,	1270,	5 KW (DA-1)	, Hispanic	, \$ 48.00		(Katz Hisp.)		Bradley Gordon
KFJZ,	870,	500 W (DAYS)	, Hispanic	, \$ 31.00		(---)		Jose Vasquez
KHVN,	970,	1 KW/270 W	, Gospel	ABC FM UNIULT,	\$ 35.00	(---)		
KKDA,	730,	500 W	, Black	APR,	\$ NA	(Katz)		Chuck Smith
KLIF,	570,	5 KW, (DA-2)	, Talk	NBC,	\$ 76.00	(Eastman)	Susquehanna	Dan Halyburton
KNRB,	1360,	5 KW/1 KW (DA-2),	, Religion	, \$ 25.00		(---)	Marsh	Andy Willoughby
KRLD,	1080,	50 KW (DA-N)	, News	CBS MBS,	\$205.00	(CBS)	Command	Michael Ewing
KSKY,	660,	10 KW/500 W (DA-N),	, Religion	, \$ 30.00		(---)	Bdcst Partners	Bill Simmons
WBAP,	820,	50 KW	, Country Full Service	ABC I,	\$190.00	(Banner)	Cap Cities/ABC	John Hare

FM STATIONS

KHYI,	94.9,	33 KW @ 1510	, CHR	, \$115.00		(MMR)	Evergreen	John Marlin
KEGL,	97.1,	100 KW @ 1460	, CHR	, \$146.00		(Torbet)	Sandusky	Ed Wodka
KJMZ,	100.3,	89 KW @ 1280	, Black	UNISUP UNIPWR,	\$100.00	(Mc-Guild)	Summit	
KKDA,	104.5,	100 KW @ 1590	, Black	APR,	\$159.00	(Katz)		
KKWM,	97.9,	100 KW @ 1680	, Soft AC	SOURCE,	\$ 85.00	(Republic)	Anchor	Denny Rossman
KLTY,	94.1,	100 KW @ 1590	, Religion	ABC FM UNIULT,	\$ 70.00	(K & P)		Mark Rodriguez
KLUV,	98.7,	100 KW @ 1590	, Oldies	, \$118.00		(MMR)	TK	Bill Hazen
KMEZ,	107.5,	25 KW @ 1657	, EZ	UNISUP UNIULT,	\$100.00	(Mc-Guild)	Gilmore	Chuck Smith
KMGC,	102.9,	100 KW @ 1348	, Soft AC	, \$103.00		(Christal)	Shamrock	Ross Reagan
KOAI,	106.1,	100 KW @ 1590	, Jazz/NAC	, \$ 98.00		(HMWH)	Gannett	Brenda Adriance
KPLX,	99.5,	100 KW @ 1680	, Country	APR,	\$230.00	(Eastman)	Susquehanna	Dan Halyburton
KQZY,	105.3,	100 KW @ 1560	, Soft AC	, \$104.00		(Group W)	Westinghouse	Jenny Rhoades
KSCS,	96.3,	100 KW @ 1680	, Country	, \$190.00		(Banner)	Cap Cities/ABC	Victor Sansone
KTXO,	102.1,	100 KW @ 1320	, AOR	RADRAD,	\$145.00	(CBS)	CBS	Clint Culp
KVIL,	103.7,	100 KW @ 1570	, AC	, \$350.00		(Torbet)	Infinity	Jerry Bobo
KZPS,	92.5,	98 KW @ 1590	, Classic AOR	, \$100.00		(Durpetti)	Bonneville	Tom Glade
WRR,	101.1,	100 KW @ 1348	, Classical	APR,	\$ 70.00	(CMBS)	City of Dallas	Maurice Loewenthal
KDGE,	94.5,	100 KW @ 1896	, AOR	, \$ 50.00		(K & P)	(GAINESVILLE)	Steve Allison

Miscellaneous Comments: KKWM sold by Anchor to Susquehanna for \$4,200,000...
 KMGC-F sold by Shamrock to Alliance for \$17,500,000 (Blackburn)...

DAVENPORT-RI-MOLINE

Arbitron Rank/Pop (12+): 120/299,200
 MSA Rank/Pop: 131/361,400
 ADI # 78
 Average Person Ratings: 16.6
 Market TSL: 22.00 hours

Stations: 17/15
 Diaries: 780/384:1/56.2%
 Sample Target: 720
 % Below Line: 2.4
 % Not Listed: 14.5

1989 Revenue: \$9,300,000
 HH Inc.: \$31,040
 Retail \$: 2.5 Bill
 Pop per Station: 19,946
 #1 Biller: WLLR-F \$2,200,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WLLR-AF (C)	80/16.1	18.8	15.2	17.6	18.1	---	136/1525	862/28.8	24.1	21.6	18.3	75	750	WLLR-AF
2. WPXR-F (CHR)	70/14.1	17.1	16.4	16.9	14.5	---	148/1902	894/29.9	33.7	34.7	20.0	92	1060	WPXR-F
3. WKLP-F (AOR)	52/10.4	14.4	11.1	13.2	16.1	---	126/1457	703/23.5	25.5	22.8	22.4	103	853	WKLP-F
4. KUUL-F (O)	51/10.2	9.4	10.7	6.6	6.6	---	122/1574	746/24.9	21.9	21.4	11.5	53	652	KUUL-F
5. WOC (N/T)	45/ 9.0	9.2	10.0	6.2	8.2	---	51/586	491/16.4	19.9	19.9	5.9	27	377	WOC
6. KRVR-F (EZ)	37/ 7.4	6.7	8.5	9.3	9.8	---	42/634	501/16.7	14.0	19.0	5.2	24	363	KRVR-F
7. KMJC-F (AC)	23/ 4.6	5.0	7.3	5.2	6.2	---	32/520	290/ 9.7	12.4	14.6	3.5	16	289	KMJC-F
8. KFMH-F (AOR)	21/ 4.2	1.3	2.1	1.2	2.2	---	27/350	220/ 7.4	3.7	6.1	1.5	7	157	KFMH-F
9. WKBF (C)	17/ 3.4	3.5	3.6	5.4	5.2	---	22/351	250/ 8.4	9.7	8.7	0.9	4	120	WKBF
10. WKEI (BB)	9/ 1.8	0.4	0.8	2.3	1.0	---	19/158	106/ 3.5	1.8	2.0	0.9	4	101	WKEI

12+ FM SHARE (METRO): 79.34% (338 of 426) (SPG 89: 78.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXR-F>>	1 WPXR-F<	1 WLLR-AF	1 KUUL-F	1 WLLR-AF	1 WLLR-AF>	1 WLLR-AF>	1 WLLR-AF>	1 WLLR-AF<	1 WPXR-F	1 WOC
2 WKLP-F>>	2 WKLP-F>	2 WPXR-F	2 WLLR-AF	2 KUUL-F>	2 WOC	2 WPXR-F	2 WPXR-F	2 WPXR-F	2 WKLP-F	2 WKEI >
3	3 WLLR-AF	3 KUUL-F	3 WPXR-F	3 WPXR-F	3 KRVR-F	3 KUUL-F<	3 WKLP-F	3 WKLP-F	3 WLLR-AF>	3 WLLR-F>
4	4 KUUL-F>	4 WKLP-F>>	4 WKLP-F	4 WKLP-F	4 KUUL-F>	4 WOC	4 WOC	4 KUUL-F>	4 KUUL-F<	4 WKLP-F
5	5 KFMH-F	5 KRVR-F	5 KRVR-F	5 KRVR-F	5 WKBF	5 WKLP-F	5 WKLP-F	5 WOC	5 WOC	5 WPXR-F
6	6	6 KFMH-F<	6	6	6	6 KRVR-F	6	6 KRVR-F	6	6 KUUL-F
		7 KMJC-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 WPXR-F>>	1 WPXR-F>>	1 WPXR-F>>	1 WPXR-F>	1 WLLR-AF	1 WKLP-F>>	1 WKLP-F>>	1 WKLP-F>	1 WKLP-F	1 KUUL-F
2 WLLR-AF	2 WLLR-AF	2 KUUL-F>	2 WLLR-AF>	2 WPXR-F	2 WPXR-F	2 KUUL-F	2 KUUL-F	2 KUUL-F	2 WLLR-AF
3 WKLP-F>	3 WKLP-F	3 WLLR-AF	3 KUUL-F	3 KUUL-F	3 KFMH-F	3 WLLR-AF	3 WLLR-AF	3 WLLR-AF>	3 WKLP-F>
4 KMJC-F>	4 KUUL-F	4 WKLP-F	4 KRVR-F	4 KRVR-F>	4 WLLR-AF >	4 KFMH-F	4 KFMH-F>	4 WPXR-F	4 WPXR-F
5 KFMH-F>>	5 KMJC-F	5 KMJC-F	5 KMJC-F	5 KMJC-F	5	5 WPXR-F	5 WPXR-F	5 KFMH-F	5 KFMH-F
6	6	6	6 WKLP-F	6	6	6	6	6	6 KRVR-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		70 (1)	70 (1)	16.4	18.3	KGLR-F 93.5 Bettendorf	1.2/2.7/ 6/ 98
AOR/CLASSIC	1 (1)	73 (2)	74 (3)	17.4	14.7	KSTT 1170 Davenport	0.2/2.1/ 1/ 62
AC/OLDIES/SOFT ROCK		74 (2)	74 (2)	17.4	23.6		
MOR/VARIETY	5 (1)	5 (1)	5 (1)	1.2	1.5	WGN 720 Chicago	1.4/4.8/ 25/ 520
COUNTRY	21 (3)	78 (2)	99 (5)	23.2	18.1	WMT 600 Cedar Rapids	1.0/5.1/ 18/ 326
BLACK/URBAN							
BEAUTIFUL/EASY		37 (1)	37 (1)	8.7	9.5		
NEWS/TALK	52 (2)		52 (2)	12.2	12.6		
NOSTALGIA	9 (1)		9 (1)	2.1			
RELIGION/GOSPEL		6 (1)	6 (1)	1.4	1.7		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	88 (8)	338 (9)	426 (17)				

RADIO STATIONS

WKBF , 1270, 5 KW (DA-N)	Country	CBS, \$ 18.00 (Mc-Guild)	Mike Hannan
WOC , 1420, 5 KW (DA-2)	News/Talk	ABC T, \$ 30.00 (Christal)	Vickie Palmer
KFMH-F, 99.7, 50 KW @ 470	AOR	\$ 15.00 (---)	John Flambo
KMJC-F, 96.1, 100 KW @ 981	AC	UNIPWR, \$ 21.00 (Eastman)	Karl Hess
KRVR-F, 106.5, 60 KW @ 210	EZ	\$ 22.00 (Banner)	Comm. Service
WKLP-F, 96.9, 50 KW @ 500	AOR	UNIPWR, \$ 37.00 (Katz)	Goodrich
KUUL-F, 103.7, 100 KW @ 1190	Oldies	UNIULT, \$ 31.00 (Christal)	Jim O'Hara
WLLR-F, 101.3, 50 KW @ 500	Country	\$ 50.00 (HNWH)	Larry Rosmilso
WPXR-F, 98.9, 39 KW @ 900	CHR	ABC R, \$ 35.00 (Mc-Guild)	Roth
			(MUSCATINE)
			Arrow (CLINTON)
			Sconnix
			Roth

Misc: WMRZ-AM changes to WLLR and format from Oldies to Country and now simulcasts with WLLR-F . . .KQBC sold for \$200,000

DAYTON

Arbitron Rank/Pop (12+): 48/807,400

Stations: 25/19
Diaries: 1219/662:1/57.7%
Sample Target: 1120
% Below Line: 9.9
% Not Listed: 15.0

1989 Revenue: \$21,500,000
HH Inc.: \$28,229
Retail \$: 6.5 Bill
Pop per Station: 42,494
#1 Biller: WTUE-F \$3,500,000

MSA Rank/Pop: 55/947,500

ADI # 52

Average Person Ratings: 15.5

Market TSL: 20.75 hours

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WGTZ-F (CHR)	136/10.9	10.2	9.7	9.5	7.3	10.1	198/2985	2026/25.1	24.0	20.4	14.0	181	2237	WGTZ-F
2. WHKO-F (C)	101/ 8.1	10.6	8.5	8.5	8.4	8.9	168/2254	1363/16.9	17.5	17.4	7.4	96	940	WHKO-F
3. WTUE-F (AOR)	91/ 7.3	9.7	8.3	10.1	9.2	8.9	128/1959	1435/17.8	20.0	18.9	10.9	141	1710	WTUE-F
4. WWSN-F (AC)	83/ 6.6	5.9	6.5	7.8	6.5	6.7	93/1498	1243/15.4	14.3	14.5	5.6	72	1099	WWSN-F
5. WHIO (MOR)	81/ 6.5	7.0	8.9	7.1	8.8	7.4	85/1455	1291/16.0	17.8	19.9	7.4	83	1172	WHIO
6. WLW (MOR)	74/ 5.9	3.4	3.9	5.0	4.9	4.6	173/2830	1075/13.3	10.4	12.4	3.5	45	726	WLW
7. WYMJ-F (AC)	72/ 5.8	5.8	3.4	3.8	2.9	4.7	75/1037	984/12.2	12.0	9.4	4.3	55	667	WYMJ-F
WAZU-F (AOR)	72/ 5.8	6.2	5.7	7.8	7.3	6.4	111/1509	1006/12.5	13.1	14.4	8.2	106	1203	WAZU-F
9. WVUD-F (SAC)	57/ 4.6	6.2	5.8	5.3	6.1	5.5	67/856	741/ 9.2	12.0	14.2	4.0	51	672	WVUD-F
10. WDAO (B)	54/ 4.3	3.8	2.8	2.5	1.9	3.3	55/587	579/ 7.2	5.9	4.2	5.3	69	593	WDAO
11. WONE (C)	52/ 4.2	4.3	5.4	3.3	4.7	4.3	60/775	589/ 7.3	10.0	10.3	2.9	37	489	WONE
12. WCLR-F (EZ)	37/ 3.0	3.0	4.0	3.0	2.7	3.3	51/761	547/ 6.8	7.2	5.4	0.6	8	170	WCLR-F

12+ FM SHARE (METRO): 70.08% (745 of 1063) (SPG 89: 73.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGTZ-F>>	1 WGTZ-F<	1 WGTZ-F	1 WGTZ-F<	1 WGTZ-F	1 WHKO-F<	1 WGTZ-F<	1 WHKO-F	1 WGTZ-F>	1 WLW	1 WHIO >>
2 WDAO	2 WTUE-F	2 WTUE-F	2 WWSN-F	2 WWSN-F	2 WHIO >	2 WHIO	2 WGTZ-F	2 WHKO-F	2 WGTZ-F>	2 WAZU-F<
3 WAZU-F	3 WAZU-F	3 WWSN-F	3 WTUE-F<	3 WHKO-F	3 WLW	3 WHKO-F	3 WTUE-F	3 WTUE-F	3 WHIO <	3 WTUE-F>
4	4 WWSN-F	4 WYMJ-F	4 WYMJ-F<	4 WYMJ-F	4 WONE <	4 WTUE-F<	4 WWSN-F	4 WWSN-F	4 WAZU-F	4 WGTZ-F
5	5	5 WHKO-F<	5 WHKO-F	5 WYMJ-F	5 WYMJ-F	5 WWSN-F	5 WVUD-F	5 WAZU-F<	5 WTUE-F	5 WWSN-F
6	6	6 WAZU-F	6 WLW	6 WLW	6 WVUD-F	6 WYMJ-F<	6 WLW	6 WLW	6 WHKO-F	6 WWSN-F
7	7	7	7 WVUD-F	7 WVUD-F	7 WWSN-F	7 WONE	7 WAZU-F<	7	7	7 WCLR-F
8	8	8	8	8	8	8	8 WYMJ-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 WGTZ-F>	1 WGTZ-F	1 WWSN-F	1 WGTZ-F	1 WWSN-F	1 WAZU-F>>	1 WTUE-F	1 WTUE-F>	1 WTUE-F	1 WTUE-F
2 WTUE-F>	2 WWSN-F>	2 WGTZ-F>	2 WWSN-F>	2 WGTZ-F<	2 WTUE-F	2 WAZU-F>	2 WGTZ-F	2 WAZU-F	2 WLW
3 WAZU-F>	3 WTUE-F>	3 WDAO	3 WYMJ-F	3 WYMJ-F	3 WGTZ-F>>	3 WGTZ-F	3 WLW >	3 WGTZ-F	3 WGTZ-F
4 WWSN-F	4 WDAO	4 WVUD-F	4 WHKO-F	4 WHKO-F	4 WWSN-F>	4	4 WAZU-F>>	4 WLW	4 WHKO-F>
5 WYMJ-F	5 WYMJ-F	5 WTUE-F	5 WTUE-F	5 WVUD-F	5 WOFX-F	5	5 WYMJ-F	5 WHKO-F	5 WYMJ-F
6 WHKO-F>	6 WHKO-F	6 WYMJ-F	6 WDAO <	6	6 WYMJ-F	6	6 WWSN-F	6 WYMJ-F	6 WWSN-F<
7 WDAO >	7 WVUD-F	7 WHKO-F>>	7 WVUD-F	7	7 WPFB-F>>	7	7 WPFB-F	7 WWSN-F	7 WVUD-F
8	8 WAZU-F	8	8	8	8	8	8 WHKO-F	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
							SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		136 (1)	136 (1)	12.8	11.8	WDJK-F	95.3 Xenia	0.5/0.9/	6/	76
AOR/CLASSIC		163 (2)	163 (2)	15.3	19.1	WFJC-F	93.7 Miamisburg/Datn	0.8/3.6/	22/	471
AC/OLDIES/SOFT ROCK		240 (6)	262 (7)	24.6	18.6	WING	1410 Dayton	1.8/5.5/	31/	541
MOR/VARIETY	22 (1)	167 (3)	167 (3)	15.7	15.9	WIZE	1340 Springfield	1.0/3.0/	12/	240
COUNTRY	52 (1)	144 (4)	196 (5)	18.4	18.8	WKSX-F	101.7 Urbana/Spngfld.	0.8/1.2/	31/	319
BLACK/URBAN	54 (1)		54 (1)	5.1	8.7	WFB	910 Middletown	1.3/2.5/	23/	300
BEAUTIFUL/EASY		52 (3)	52 (3)	4.9	5.3	WPFB-F	105.9 Middletown	1.6/3.4/	46/	615
NEWS/TALK						WPTW	1570 Piqua	0.6/1.2/	8/	124
NOSTALGIA	23 (2)		23 (2)	2.2						
RELIGION/GOSPEL		10 (1)	10 (1)	0.9	1.8	WBNS-F	97.1 Columbus	0.7/1.2/	12/	142
SPANISH						WBVE-F	96.5 Hamilton	1.0/2.8/	54/	811
CLASSICAL						WGRR-F	103.5 Hamilton/Cinci	0.5/1.4/	42/	602
JAZZ/NEW AGE						WOFX-F	94.9 Fairfield	1.3/3.8/	49/	941
UNKNOWN/OTHERS						WWEZ-F	92.5 Cincinnati	0.5/1.8/	44/	579
	318 (8)	745 (17)	1063 (25)							

RADIO STATIONS

WDAO, 1210, 1 KW (Days)	, Black	SBN, \$ 25.00 (Eastman)	Jim Johnson
WHIO, 1290, 5 KW (DA-N)	, Full Service	CBS, \$ 70.00 (Durpetti)	Sam Yacovazzi
WING, 1410, 5 KW (DA-N)	, Oldies	NBC, \$ 30.00 (Katz)	Dave Leonard
WONE, 980, 5 KW (DA-N)	, Country	ABC I, \$ 43.00 (Mc-Guild)	Don Schwartz
WAZU-F, 102.9, 50 KW @ 492	, AOR	ABC FM, \$ 44.00 (Christal)	Osborn (SPRINGFIELD)Pat Roslillo
WCLR-F, 95.7, 50 KW @ 476	, EZ	, \$ 22.00 (Regional)	(PIQUA) Joanna Hill
WFCJ-F, 93.7, 50 KW @ 492	, Religion	, \$ 15.00 (---)	(MIAMISBURG) Clair Miller
WGTZ-F, 92.9, 40 KW @ 551	, CHR	UNIPWR, \$ 68.00 (Katz)	Great Trails Dave Leonard
WHKO-F, 99.1, 50 KW @ 1060	, Country	, \$ 71.00 (Durpetti)	Cox Sam Yacovazzi
WPFB-F, 105.9, 34 KW @ 593	, Country	, \$ 20.00 (Roslin)	(MIDDLETOWN) Doug Braden
WTUE-F, 104.7, 50 KW @ 500	, AOR	, \$ 77.00 (Mc-Guild)	Summit Don Schwartz
WVUD-F, 99.9, 50 KW @ 500	, Soft AC	ABC E, \$ 40.00 (Republic)	Univ. of Dayton Mike McGough
WWSN-F, 107.7, 50 KW @ 420	, AC	, \$ 70.00 (Eastman)	Stoner Bruce Dodge
WYMJ-F, 103.9, 1.2 KW @ 522	, Oldies	, \$ 37.00 (Republic)	Alan Grey

DAYTONA BEACH

Arbitron Rank/Pop (12+): 116/311,400
 MSA Rank/Pop: 138/349/700
 Orlando ADI
 Average Person Ratings: 16.0
 Market TSL: 22.00 hours

Stations: 19/8
 Diaries: 722/431:1/48.4%
 Sample Target: 700
 % Below Line: 50.7
 % Not Listed: 11.2

1989 Revenue: NA
 HH Inc.: NA
 Retail \$: 2.5 Bil
 Pop per Station: 38,925
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume
1. WWLV-F (EZ)	63/12.6	17.9	13.6	13.9	12.0	----	101/1141	652/20.9	25.6	20.4			WWLV-F
2. WWKA-F (C)	54/10.8	6.4	9.9	11.2	11.2	----	87/1137	590/18.9	16.2	16.9			WWKA-F
3. WOCL-F (O)	37/ 7.4	8.0	7.4	7.4	8.3	----	113/1044	495/15.9	16.7	13.7			WOCL-F
4. WHTQ-F (AOR)	36/ 7.2	8.2	6.0	2.7	4.1	----	58/684	432/13.9	14.4	11.3			WHTQ-F
WGNE-F (C)	36/ 7.2	2.9	1.0	----	----	----	36/439	439/14.1	7.0	4.0			WGNE-F
6. WROD (BB)	32/ 6.4	6.3	3.9	7.0	3.5	----	32/346	346/11.1	12.0	9.2			WROD
7. WJHM-F (B)	30/ 6.0	6.8	10.1	9.1	8.7	----	52/676	417/13.4	14.3	14.0			WJHM-F
8. WJYO-F (SAC)	26/ 5.2	5.2	5.1	5.3	6.7	----	59/755	351/11.3	11.1	12.3			WJYO-F
WPUL (B)	26/ 5.2	1.4	1.4	0.4	0.6	----	26/93	93/ 3.0	3.3	3.8			WPUL
10. WDIZ-F (AOR)	25/ 5.0	4.6	4.3	5.7	6.9	----	33/489	381/12.2	11.0	11.8			WDIZ-F
11. WOMX-F (CHR)	17/ 3.4	3.0	5.7	6.6	5.1	----	25/491	326/10.5	13.7	15.9			WOMX-F
12. WNDB (T)	16/ 3.2	3.2	4.1	4.2	3.1	----	16/224	224/ 7.2	7.4	7.0			WNDB
13.													
14.													
15.													

12+ FM SHARE (METRO): 80.81% (358 of 443) (SPG 89: 84.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F>>	1 WHTQ-F	1 WHTQ-F	1 WOCL-F>	1 WOCL-F>	1 WWLV-F>	1 WWKA-F<	1 WWLV-F	1 WWLV-F	1 WWLV-F	1 WNDB >>
2 WOMX-F	2 WDIZ-F	2 WOCL-F	2 WGNE-F<	2 WWKA-F	2 WWKA-F	2 WWLV-F>	2 WWKA-F>	2 WWKA-F	2 WHTQ-F	2 WWLV-F
3 WHTQ-F>	3 WJHM-F	3 WDIZ-F	3 WJYO-F	3 WJYO-F	3 WROD >	3 WGNE-F	3 WOCL-F	3 WOCL-F<	3 WJHM-F	3 WHTQ-F<
4	4 WOCL-F	WGNE-F	4 WHTQ-F	WGNE-F	4 WGNE-F<	4 WROD	4 WROD	4 WGNE-F	4 WPUL >	4 WDIZ-F
5	WGNE-F	5 WWKA-F	WDIZ-F	5	5 WOCL-F	5	5 WJYO-F	5 WHTQ-F	5 WOCL-F	5
6	6 WWKA-F	WJYO-F	6 WPUL	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 WJHM-F	1 WJHM-F>	1 WJHM-F	1 WJYO-F	1 WJYO-F	1 WHTQ-F>	1 WHTQ-F	1 WOCL-F	1 WDIZ-F	1 WOCL-F>
WHTQ-F	2 WHTQ-F	2 WJYO-F>	2 WWKA-F	WPUL	2 WDIZ-F>>	WDIZ-F>	2 WDIZ-F>	2 WOCL-F	2 WDIZ-F
3 WWKA-F	3 WWKA-F	3 WWKA-F	WJHM-F	3 WWKA-F	3 WWKA-F	3 WOCL-F	3 WHTQ-F	3 WHTQ-F	3 WGNE-F>
WOMX-F	WOMX-F	WSTF-F	WPUL	4 WOCL-F	WPUL	4 WGNE-F	WGNE-F>	4 WGNE-F	4 WHTQ-F
5	5 WJYO-F	WOMX-F	5 WHTQ-F	WWLV-F	WGNE-F>>	5	5 WJHM-F>>	5	5 WWKA-F
6	6	WOCL-F	6	6	6	6	6	6	6
		WHTQ-F							

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		26 (2)	26 (2)	5.9	9.8	WNFI-F 99.9	Palatka 1.8/7.9/ 19/ 427
AOR/CLASSIC		61 (2)	61 (2)	13.8	11.8	WSBB 1230	New Smyra Bch 1.0/3.1/ 5/ 95
AC/OLDIES/SOFT ROCK		74 (3)	74 (3)	16.7	18.4	WXVQ 1490	DeLand 0.6/1.6/ 3/ 51
MOR/VARIETY	3 (1)		3 (1)	0.7	2.0		
COUNTRY		90 (2)	90 (2)	20.3	12.9	WDBO 580	Orlando 0.6/1.5/ 10/ 141
BLACK/URBAN	26 (1)	30 (1)	56 (2)	12.6	11.5	WLOQ-F 103.1	Winter Pk/Orlnd 0.4/1.5/ 4/ 75
BEAUTIFUL/EASY	5 (1)	75 (2)	80 (3)	18.1	19.7	WSSP-F 104.1	Cocoa Beach 2.4/8.9/ 34/ 591
NEWS/TALK	16 (1)		16 (1)	3.6	5.5	WSTF-F 101.1	Cocoa Beach 2.2/9.8/ 23/ 486
NOSTALGIA	35 (2)		35 (2)	7.9	4.9		
RELIGION/GOSPEL					0.4		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		2 (1)	2 (1)	0.5	0.9		
UNKNOWN/OTHERS					2.2		
	85 (6)	358 (13)	443 (19)				

RADIO STATIONS

WNDB , 1150, 1 KW (DA-N)	, Talk	CBS ABC T, \$20.00	(Eastman)	Root	Jim Underwood
WPUL , 1590, 1 KW (DAYS)	, Black	SMN SBN, \$15.00	(---)		Charles Cherry
WROD , 1340, 1 KW	, Nostalgia	ABC I UNIULT, \$22.00	(K & P)		Anthony Welch
WNFI-F, 99.9, 100 KW @ 1249	, CHR	ABC C UNISUP, \$56.00	(Katz)	(PALATKA)	Jim Davis
WWLV-F, 94.5, 100 KW @ 1470	, EZ/Btfl	, \$30.00	(Eastman)	Root	Jim Underwood

Other ranked stations -- See Orlando or Melbourne

DENVER

Arbitron Rank/Pop (12+): 24/1,599,500
 MSA Rank/Pop: 27/1,662,400
 Average Person Ratings: 17.2
 Market TSL: 22.25 hours

Stations: 31/31
 Diaries: 1614/991:1/56.2%
 Sample Target: 1560
 % Below Line: 0.0
 % Not Listed: 10.2

1989 Revenue: \$67,000,000
 HH Inc.: \$32,533
 Retail \$: 14.5 Bll
 Pop per Station: 51,596
 #1 Biller: KOA \$10,000,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KYGO-F (C)	218/ 7.9	6.0	5.8	6.3	6.5	6.5	289/3387	2598/16.2	12.9	13.2				KYGO-F
2. KXKL-AF (O)	186/ 6.7	5.5	6.3	7.6	7.6	6.5	226/3623	2900/18.1	17.8	19.4				KXKL-AF
3. KRXY-AF (CHR)	182/ 6.7	7.0	7.5	7.5	7.0	7.2	204/3424	3120/19.5	21.5	18.3				KRXY-AF
4. KBPI-F (AOR)	174/ 6.3	4.6	3.8	4.0	3.5	4.7	203/2683	2127/13.3	13.5	14.0				KBPI-F
5. KOA (N/T)	169/ 6.2	7.8	8.4	6.1	6.2	7.1	241/4298	3112/19.5	26.6	19.0				KOA
6. KOSI-F (EZ)	168/ 6.1	6.5	7.1	5.8	6.3	6.4	204/3087	2504/15.7	14.5	14.3				KOSI-F
7. KBCO-AF (AOR)	167/ 6.1	6.2	7.3	6.9	8.2	6.6	176/2540	2289/14.3	14.5	15.3				KBCO-AF
8. KQKS-F (CHR)	165/ 6.0	5.8	5.3	5.1	4.9	5.6	197/3285	2703/16.9	14.7	15.0				KQKS-F
9. KSYF-F (AC)	114/ 4.2	4.3	4.0	4.0	2.7	4.1	129/2128	1771/11.1	11.8	8.8				KSYF-F
10. KXLT-F (AC)	113/ 4.1	4.1	5.0	5.3	4.2	4.6	126/2021	1800/11.3	11.7	12.3				KXLT-F
11. KAZY-F (AOR)	102/ 3.7	4.2	4.7	5.4	6.3	4.5	125/2302	1913/12.0	13.9	14.4				KAZY-F
12. KEZW (BB)	98/ 3.6	2.6	2.5	2.1	2.4	2.7	101/1062	1008/ 6.3	5.2	4.9				KEZW
13. KRFX-F (CL AOR)	92/ 3.4	4.0	3.7	4.0	4.0	3.8	106/2173	1832/11.5	10.9	12.8				KRFX-F
14. KVOD-F (CL)	78/ 2.8	3.3	2.6	3.2	3.3	3.0	81/1244	1146/ 7.2	7.2	8.5				KVOD-F
15. KHIH-F (J/NA)	66/ 2.4	2.5	2.3	2.6	2.8	2.5	67/1037	991/ 6.2	7.6	7.1				KHIH-F
16. KHOW (T)	63/ 2.3	4.2	2.9	3.4	3.2	3.2	88/1402	947/ 5.9	9.5	7.3				KHOW
17. KYBG (T)	52/ 1.9	1.8	2.1	1.4	0.5	1.8	54/842	758/ 4.7	5.0	2.8				KYBG
18. KYGO (C)	50/ 1.8	2.8	1.1	1.1	1.5	1.7	97/1129	748/ 4.7	3.5	3.5				KYGO
19. KDHT-F (AOR)	47/ 1.7	0.9	1.5	0.9	---	1.3	62/868	692/ 4.3	3.4	0.0				KDHT-F
20. KLZ (AOR)	36/ 1.3	1.2	2.5	2.9	2.0	2.0	51/746	443/ 2.8	5.2	5.9				KLZ

12+ FM SHARE (METRO): 75.02% (1850 of 2466) (SPG 89: 75.57%)

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 KYGO-F	1 KYGO-F	1 KOA	1 KYGO-F	1 KRXY-AF<	1 KBPI-F	1 KBPI-F>>
2 KRXY-AF>>	2 KRXY-AF	2 KXKL-AF<	2 KXKL-AF	2 KXKL-AF<	KOSI-F<	2 KYGO-F	2 KXKL-AF<	2 KYGO-F	2 KQKS-F	2 KHOW
3 KBPI-F	3 KQKS-F<	3 KBPI-F	3 KYGO-F>	3 KBCO-AF>	3 KOA	3 KXKL-AF	3 KOSI-F	3 KQKS-F	3 KOA	3 KYGO-F
4	4 KAZY-F	4 KYGO-F	4 KXLT-F	4 KOSI-F	4 KXKL-AF	4 KRXY-AF	4 KBCO-AF	4 KXKL-F	4 KBCO-AF	4 KBCO-F
5	5 KYGO-F	5 KRXY-AF	KOSI-F	5 KSYF-F	5 KEZW	5 KBCO-AF<	5 KOA <	5 KBPI-F	5 KXKL-AF	5 KDHT-F<
6	6 KXLT-F<	6 KQKS-F<	6 KSYF-F	6 KXLT-F	6 KSYF-F	6 KBPI-F<	6 KRXY-AF<	6 KBCO-AF	KYGO-F	6 KXKL-F
7	7 KRFX-F	7 KXLT-F	7 KRFX-F	7 KOA	7 KVOD-F	7 KOSI-F<	7 KBPI-F	7	7	7 KRFX-F
8	8	8 KAZY-F	KBPI-F	8	8	8 KQKS-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 KRXY-AF>	1 KRXY-AF>	1 KBCO-AF	1 KRXY-AF	1 KYGO-F	1 KBPI-F>	1 KBPI-F>	1 KBCO-AF	1 KBPI-F	1 KBCO-AF
2 KBPI-F	2 KBCO-AF	2 KYGO-F	2 KYGO-F	2 KXKL-AF	2 KAZY-F>	2 KBCO-AF	2 KBPI-F	2 KBCO-AF	2 KXKL-AF
3 KQKS-F>	3 KQKS-F<	3 KXLT-F	3 KXKL-AF<	3 KOSI-F	3 KQKS-F	3 KAZY-F>	3 KHIH-F	3 KXKL-AF	3 KYGO-F
4 KXLT-F	4 KYGO-F	4 KRXY-AF<	4 KXLT-F	4 KXLT-F<	4 KRXY-AF	4 KRXY-AF<	4 KYGO-F	4 KAZY-F	4 KBPI-F
5 KAZY-F	KXLT-F	5 KRFX-F	5 KBCO-AF<	5 KBCO-AF	5 KXKL-AF	5 KQKS-F<	5 KRFX-F	5 KYGO-F	5 KOA
6 KBCO-AF	6 KBPI-F	6 KQKS-F	6 KQKS-F	6 KSYF-F	6 KRFX-F	6 KRFX-F	6 KRXY-AF	6 KRFX-F<	6 KHIH-F<
7 KXKL-AF	7 KXKL-AF<	7 KXKL-AF	7 KOSI-F	7 KRXY-AF	7 KLZ	7 KYGO-F	7 KAZY-F<	7 KOA	7 KRFX-F<
KYGO-F	8 KRFX-F	8 KOSI-F<	8 KSYF-F	8	8 KBCO-AF	KHIH-F<	8 KXLT-F	8	8 KSYF-F<
KLZ	9	9 KSYF-F	9	9	9 KOA >	9 KXKL-AF	KOA	9	9 KOSI-F<
10	10	10	10	10	10	10	10	10	10 KYBG

FORMATS	AM	FM	TOTAL	%	SPG 89		OTHER RATED STATIONS			METRO CUME TSA TSA		
					SPG	%	STATION	POWER	CITY	SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP	10 (1)	337 (2)	347 (3)	14.1	13.1	KDEN	1340	Denver	0.7/3.3/ 18/ 526			
AOR/CLASSIC	47 (2)	585 (6)	632 (8)	25.6	22.4	KDKO	1510	Littleton/Denve	0.4/1.6/ 12/ 250			
AC/OLDIES/SOFT ROCK	34 (2)	398 (3)	432 (5)	17.5	21.6	KFRR	1150	Englewood	0.4/1.2/ 10/ 196			
MOR/VARIETY	63 (1)		63 (1)	2.6	3.5	KJME	1390	Denver	0.6/0.9/ 19/ 158			
COUNTRY	50 (1)	218 (1)	268 (2)	10.9	11.0	KNUS	710	Denver	0.6/2.1/ 19/ 397			
BLACK/URBAN	12 (1)		12 (1)	0.5	1.5	KRKS	990	Denver	0.7/2.3/ 20/ 389			
BEAUTIFUL/EASY		168 (1)	168 (1)	6.8	7.0	KRZN	760	Englewood	0.7/2.4/ 27/ 490			
NEWS/TALK	255 (4)		255 (4)	10.3	9.2	KTCL-F	93.3	Denver	0.5/3.0/ 20/ 665			
NOSTALGIA	98 (1)		98 (1)	4.0	2.7							
RELIGION/GOSPEL	20 (1)		20 (1)	0.8	0.4							
SPANISH	27 (2)		27 (2)	1.1	0.3							
CLASSICAL		78 (1)	78 (1)	3.2	3.6							
JAZZ/NEW AGE		66 (1)	66 (1)	2.7	3.1							
UNKNOWN/OTHERS					0.6							
	616 (16)	1850 (15)	2466 (31)									

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW/17 W	, HISPANIC	, \$ 30.00 (Lotus)	James Romero
KDEN, 1340, 1 KW	, TALK	ABC C MBS, \$ 35.00 (Savalli)	Doug Stevens
KDKO, 1510, 10 KW/1.3 KW (DA-2)	, BLACK	, \$ 37.00 (---)	Jim Walker
KEZW, 1430, 5 KW (DA-N)	, NOSTALGIA	SMN, \$ 40.00 (Torbet)	Joe Davidman
KHOW, 630, 5 KW (DA-N)	, FULL SERVICE	MBS NBC, \$ 170.00 (Republic)	Steve Keeney
KLTT, 800, 1 KW (DAYS, DA)	, RELIGION	, \$ 18.00 (---)	Viacom Mortenson
KLZ, 560, 5 KW (DA-1)	, COUNTRY	SMN UNIPWR, \$ 55.00 (McGuild)	Summit
KNUS, 710, 5 KW (DA-1)	, TALK	ABC D UNIULT, \$ 34.00 (---)	Steve Youlios Doug Wayland
KOA, 860, 50 KW	, NEWS/TALK	ABC E ABC I, \$ 150.00 (Eastman)	Jacor
KQXI, 1550, 10 KW (DA-1)	, RELIGION	, \$ 25.00 (---)	Mid America Gospel
KRXY, 1600, 5 KW (DA-N)	, SEE KRXY-F		Gene Meegan
KRZN, 760, 5 KW/1 KW (DA-1)	, OLDIES	, \$ 37.00 (Christal)	Genesis
KXKL, 1280, 5 KW (DA-2)	, SEE KXKL-F		Gayle Shaw
KYBG, 1090, 50 KW/500 W (DA-2)	, SEE KYBG-F		
KYGO, 950, 5 KW (DA-N)	, SEE KYGO-F		

FM STATIONS

KAZY, 106.7, 100 KW @ 987, AOR	ABC R, \$ 85.00 (McGuild)	Summit	Steve Youlios
KBCO, 97.3, 100 KW @ 1541, AOR	, \$ 160.00 (MMR)	Noble (BOULDER)	Ray Skibitsky
KBPI, 105.9, 100 KW @ 1470, AOR	SOURCE, \$ 90.00 (Banner)	Great American	Clint Sly
KHIH, 94.7, 100 KW @ 984, JAZZ/NAC	SMN, \$ 65.00 (HNWH)	Adams (BOULDER)	Ross Allie
KOSI, 101.1, 100 KW @ 1624, EZ	UNISUP, \$ 80.00 (Torbet)		Joe Davidman
KQKS, 104.3, 5 KW @ 1430, CHR	, \$ 72.00 (HNWH)	Western Cities (LONGMOUNT)	Palmer Pyle
KRFX, 103.5, 100 KW @ 1045, OLDIES	CBS, \$ 64.00 (Eastman)	Jacor	Don Howe
KRXY, 107.5, 100 KW @ 1198, CHR	, \$ 84.00 (Katz)	Cap Cities/ABC	Joe Parish
KSYX, 95.7, 100 KW @ 1608, SOFT AC	MBS, \$ 67.00 (Republic)	Viacom	Steve Keeney
KTCL, 93.3, 100 KW @ 1330, AOR	, \$ 44.00 (McGuild)	(FT COLLINS)	Stuart Haskell
KVOD, 99.5, 100 KW @ 282, CLASSICAL	UNISUP, \$ 70.00 (Katz)	Henry	Pam Kenny
KXKL, 105.1, 100 KW @ 1169, OLDIES	, \$ 140.00 (Durpetti)	Shamrock	Marty Loughman
KXLT, 100.3, 100 KW @ 330, AC	, \$ 86.00 (Christal)	Genesis	Gayle Shaw
KYBG, 92.1, .8 KW @ 616, EZ	, \$ 30.00 (Banner)	Century (CASTLE ROCK)	Ron Jamison
KYGO, 98.5, 100 KW @ 1821, COUNTRY	, \$ 107.00 (CBS)	Jeff-Pilot	Bob Call

Miscellaneous Comments: KYBG changes to EZ (Aug)...

DES MOINES

Arbitron Rank/Pop (12+): 114/321,600
 MSA Rank/Pop: 122/384,100
 ADI # 67
 Average Person Ratings: 16.4
 Market TSL: 21.50 hours

Stations: 14/14
 Diaries: 904/356:1/59.8%
 Sample Target: 710
 % Below Line: 0.0
 % Not Listed: 10.0

1989 Revenue: \$12,900,000
 HH Inc.: \$29,398
 Retail \$: 3.0 Bill
 Pop per Station: 22,971
 #1 Biller: WHO \$3,200,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KGGO-F (AOR)	79/14.9	12.9	17.0	14.9	21.5	----	130/1603	837/26.0	23.5	27.8	16.1	85	904	KGGO-F
2. KRNO-F (CHR)	73/13.8	12.7	11.2	11.1	10.0	----	139/2033	891/27.7	29.1	28.9	17.3	91	961	KRNO-F
3. WHO (MOR)	60/11.3	15.8	11.9	11.1	10.0	----	186/2558	834/25.9	30.6	23.8	11.4	60	744	WHO
4. KJYY-F (C)	58/11.0	10.9	12.3	8.4	5.4	----	87/1044	647/20.1	21.9	17.7	9.7	51	557	KJYY-F
5. KLYF-F (SAC)	52/ 9.8	8.4	7.3	8.8	12.4	----	97/1342	692/21.5	20.4	17.1	11.0	58	557	KLYF-F
6. KDZ-F (CHR)	31/ 5.9	4.9	3.4	4.8	5.7	----	74/1121	473/14.7	13.7	14.3	8.3	44	539	KDZ-F
7. KRNT (BB)	30/ 5.7	7.9	6.0	5.3	6.1	----	39/658	524/16.3	14.0	15.2	4.4	23	380	KRNT
8. KDMG-F (O)	28/ 5.3	4.7	8.0	6.1	1.1	----	51/860	464/14.4	16.5	17.7	4.0	21	460	KDMG-F
9. KEZT-F (EZ)	23/ 4.3	4.7	5.2	4.0	4.3	----	48/712	382/11.9	11.3	9.6	2.5	12	304	KEZT-F
10. KIOA (O)	19/ 3.6	3.9	5.6	8.6	4.6	----	47/745	321/10.0	9.6	17.1	4.6	24	325	KIOA

12+ FM SHARE (METRO): 72.27% (344 of 476) (SPG 89: 70.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRNO-F>>	1 KGGO-F>>	1 KGGO-F>	1 KLYF-F	1 KLYF-F<	1 WHO >	1 WHO	1 KGGO-F	1 KGGO-F	1 KRNO-F	1 WHO >>
2 KGGO-F>	2 KRNO-F>	2 KRNO-F<	KGGO-F>	2 KGGO-F>	2 KJYY-F	2 KGGO-F	2 KJYY-F	2 KRNO-F	2 KGGO-F>	2 KRNO-F
3 KDZ-F>	3 KDZ-F>	3 KLYF-F>	3 KRNO-F	3 KRNO-F<	3 KLYF-F<	3 KRNO-F	3 KRNO-F	3 KJYY-F	3 WHO	KGGO-F>
4	4 KLYF-F>	4 KJYY-F	4 KJYY-F	4 KRNT >	4 KJYY-F	4 KJYY-F	KLYF-F	4 KLYF-F>	4	4 KJYY-F
5	5 KJYY-F	5 KDZ-F	5 WHO	5 WHO	5 KEZT-F	5 KLYF-F	5 WHO	5 WHO <	5	5 KRNT
6	6	6	6	6	6	6	6	6 KDZ-F	6	6 KLYF-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 KRNO-F	1 KRNO-F	1 KGGO-F	1 KRNO-F<	1 KLYF-F>	1 KGGO-F>>	1 KGGO-F>>	1 KGGO-F>>	1 KGGO-F>>	1 KGGO-F>
2 KGGO-F>	KGGO-F>	2 KLYF-F	2 KLYF-F	2 KRNO-F	2 KJYY-F	2 KRNO-F	2 KDZ-F	2 KJYY-F	2 KLYF-F
3 KDZ-F>	3 KLYF-F>	3 KRNO-F>>	3 KGGO-F>>	3 KGGO-F	3 KRNO-F>	3 KJYY-F	KDMG-F	3 KRNO-F	3 KJYY-F
4 KLYF-F	4 KDZ-F>	4 KDMG-F	4 KJYY-F	4 KJYY-F	4 KDZ-F>>	KDZ-F>	4 KRNO-F>	KLYF-F>	4 KRNO-F
5 KJYY-F	5 KJYY-F	5	KDZ-F	5 WHO	5	5 KDMG-F	5 KLYF-F	5 KDZ-F	5 WHO
6 KDMG-F	6		6	KEZT-F	6		KJYY-F>	6	KIOA

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		104 (2)	104 (2)	21.8	15.9	KDLS 1310 Perry	1.5/1.3/ 12/ 101
AOR/CLASSIC	4 (1)	79 (1)	83 (2)	17.4	18.5	KGGO 1460 Des Moines	0.8/2.5/ 8/ 190
AC/OLDIES/SOFT ROCK	19 (1)	80 (2)	99 (3)	20.8	22.8	KJYY 1390 Des Moines	1.3/4.4/ 8/ 183
MOR/VARIETY	60 (1)		60 (1)	12.6	19.5	KWKY 1150 Des Moines	0.8/5.5/ 5/ 196
COUNTRY	15 (2)	58 (1)	73 (3)	15.3	16.5		
BLACK/URBAN							
BEAUTIFUL/EASY		23 (1)	23 (1)	4.8	5.7		
NEWS/TALK							
NOSTALGIA	30 (1)		30 (1)	6.3			
RELIGION/GOSPEL	4 (1)		4 (1)	0.8	1.2		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	132 (7)	344 (7)	476 (14)				

RADIO STATIONS

KIOA, 940, 10 KW/5 KW (DA-2), OLDIES	ABC E, \$ 25.00 (Banner)	Midwest	Kipper McGee
KRNT, 1350, 5 KW (DA-N), NOSTALGIA	CBS, UNISUP, \$ 23.00 (Katz)	Saga	Gary Voss
WHO, 1040, 50 KW, FULL SER/TALK	ABC I, \$ 64.00 (Christal)	Palmer	Chuck Jewell
KDMG-F, 103.3, 100 KW @ 745, OLDIES	UNIPWR, \$ 22.00 (Republic)	Valley (PELLA)	Paul Garvin
KDZ-F, 93.3, 100 KW @ 1063, CHR/AOR	\$ 27.00 (Banner)	Midwest	Kipper McGee
KEZT-F, 104.1, 100 KW @ 1009, EZ	\$ 20.00 (Republic)	(AMES)	Sandy Wyborny
KGGO-F, 94.9, 100 KW @ 1066, AOR	SOURCE, \$ 57.00 (Eastman)	Stoner	Peter McLane
KJYY-F, 92.5, 41 KW @ 541, COUNTRY	\$ 40.00 (McGuild)	Fuller-Jeffrey	Mike McKoy
KLYF-F, 100.3, 100 KW @ 1700, SOFT AC	\$ 42.00 (Christal)	Palmer	Chuck Jewell
KRNO-F, 102.5, 100 KW @ 1248, CHR	ABC F, \$ 41.00 (Katz)	Saga	

Miscellaneous Comments: KRNT reclassified as NOSTALGIA...

DETROIT

Arbitron Rank/Pop (12+): 6/3,595,600
 MSA Rank/Pop: 5/4,380,700
 Average Person Ratings: 18.8
 Market TSL: 24.25 hours

Stations: 35/32
 Diaries: 2586/1390:1/57.2%
 Sample Target: 2320
 % Below Line: 1.3
 % Not Listed: 8.8

1989 Revenue: \$113,300,000
 HH Inc.: \$31,289
 Retail \$: 30.8 Bil
 Pop per Station: 112,362
 #1 Biller: WJR \$21,000,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WJR (MOR)	577/ 8.5	7.9	8.3	9.2	9.9	8.5	786/10491	7751/21.6	21.4	24.6	7.6	502	6845	WJR
2. WJLB-F (B)	455/ 6.7	7.3	7.8	6.4	7.4	7.1	474/5363	4976/13.8	14.3	15.0	9.6	636	6193	WJLB-F
3. WLTI-F (SAC)	382/ 5.7	4.3	4.7	4.1	3.7	4.7	398/4895	4648/12.9	11.6	11.1	3.5	233	3183	WLTI-F
4. WHYT-F (CHR)	346/ 5.1	5.9	5.0	4.3	3.8	5.1	374/7238	6558/18.2	16.2	17.0	7.1	473	7377	WHYT-F
5. WKQI-F (CHR)	325/ 4.8	4.4	4.2	4.2	4.3	4.4	339/6134	5720/15.9	16.6	17.8	3.7	247	3951	WKQI-F
6. WWJ (N/T)	313/ 4.6	5.8	5.7	3.9	4.5	5.0	334/6974	6475/18.0	18.0	14.9	4.0	266	3860	WWJ
7. WLLZ-F (AOR)	288/ 4.3	3.9	3.6	3.3	4.1	3.8	310/5096	4514/12.6	12.7	14.2	4.8	320	4561	WLLZ-F
8. WWWW-F (C)	277/ 4.1	4.9	4.7	3.5	4.3	4.3	302/4194	3790/10.5	11.9	10.2	4.5	300	4040	WWWW-F
9. WJZZ-F (J/NA)	273/ 4.0	4.0	3.5	3.8	2.5	3.8	287/3569	3324/ 9.2	9.5	7.3	5.0	328	3901	WJZZ-F
10. WKYT (T)	261/ 3.9	3.5	3.0	3.3	3.7	3.4	268/3023	2899/ 8.1	8.3	8.4	4.1	274	2596	WKYT
11. WJOI-F (EZ)	256/ 3.8	5.4	4.8	5.0	5.5	4.8	265/3855	3656/10.2	12.0	12.3	2.6	174	1883	WJOI-F
12. WNIC-F (AC)	248/ 3.7	4.3	3.9	4.1	3.8	4.0	261/4215	3960/11.0	12.8	13.7	4.2	275	3446	WNIC-F
13. WRIF-F (AOR)	230/ 3.4	3.7	3.0	3.2	3.8	3.3	282/5100	4056/11.3	12.0	13.3	4.1	272	4913	WRIF-F
14. WOMC-F (O)	217/ 3.2	2.8	2.6	4.1	2.6	3.2	231/4128	3830/10.7	8.8	9.7	2.4	157	2410	WOMC-F
15. WDFX-F (CHR)	208/ 3.1	3.7	4.2	4.4	4.5	3.8	217/4769	4433/12.3	14.6	14.9	5.2	341	5779	WDFX-F
16. WCSX-F (CL AOR)	206/ 3.0	3.5	3.6	3.6	3.9	3.4	236/4234	3600/10.0	12.0	11.9	4.7	311	3621	WCSX-F
17. CKLW (BB)	156/ 2.3	2.3	2.7	3.2	3.2	2.6	208/3741	2907/ 8.1	7.8	6.6	2.8	187	2379	CKLW
18. WQRS-F (CL)	149/ 2.2	1.5	2.2	1.5	1.8	1.9	163/2490	2243/ 6.2	6.4	5.2	1.4	93	1506	WQRS-F
19. WGPR-F (B)	143/ 2.1	1.5	1.8	1.4	1.6	1.7	148/2501	2353/ 6.5	6.5	7.1	1.7	110	1842	WGPR-F
20. WKSG-F (O)	137/ 2.0	1.9	2.0	2.7	2.1	2.2	141/2637	2594/ 7.2	7.1	7.2	2.5	167	2143	WKSG-F
21. WMTG (B)	106/ 1.6	1.4	1.6	1.9	1.5	1.6	107/1496	1473/ 4.1	3.8	3.8	0.8	53	1157	WMTG
22. WMUZ-F (REL)	92/ 1.4	0.7	0.8	0.7	0.8	0.9	94/1497	1344/ 3.7	3.2	2.8	0.6	40	869	WMUZ-F
23. CKMR-F (O)	89/ 1.3	1.4	1.7	2.2	1.9	1.6	105/2454	2017/ 5.6	6.2	5.6	1.1	72	1499	CKMR-F
24. WQBH (B)	70/ 1.0	1.0	1.1	1.4	1.1	1.1	71/1160	1141/ 3.2	2.9	3.7	0.5	36	495	WQBH
25. WCXI (C)	66/ 1.0	1.3	1.5	1.2	1.5	1.3	80/1467	1238/ 3.4	4.3	4.3	1.0	66	848	WCXI

12+ FM SHARE (METRO): 72.45% (4463 of 6160) (SPG 89: 70.16%)

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

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS	METRO CUME	TSA TSA	TSA TSA
							SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		918 (4)	918 (4)	14.9	14.9	CIMX-F 88.7 Windsor/Detroit	0.3/2.5/ 23/1023		
AOR/CLASSIC		772 (5)	772 (5)	12.5	12.8	WCHB 1200 Taylor	0.6/2.2/ 41/ 828		
AC/OLDIES/SOFT ROCK	33 (1)	1106 (6)	1139 (7)	18.5	17.3	WEXL 1340 Royal Oak	0.4/1.0/ 25/ 355		
MOR/VARIETY	599 (2)		599 (2)	9.7	10.7	WHND 560 Monroe/Detroit	0.5/1.4/ 39/ 584		
COUNTRY	66 (1)	277 (1)	343 (2)	5.6	6.2	WMKM 1440 Inkster	0.4/1.4/ 30/ 561		
BLACK/URBAN	217 (3)	598 (2)	815 (5)	13.2	12.1	WMXD-F 92.3 Detroit	0.5/2.8/ 37/1097		
BEAUTIFUL/EASY		256 (1)	256 (1)	4.2	5.9	WPHM 1380 Port Huron	0.3/0.6/ 23/ 253		
NEWS/TALK	574 (2)		574 (2)	9.3	8.9				
NOSTALGIA	156 (1)		156 (1)	2.5	3.4	WIOG-F 102.5 Bay City/Flint	0.6/1.8/148/2308		
RELIGION/GOSPEL	25 (1)	92 (1)	117 (2)	1.9	1.3	WIOT-F 104.7 Toledo	0.3/1.4/141/2007		
SPANISH						WIQB-F 102.9 Ann Arbor	0.4/1.3/ 63/1330		
CLASSICAL		149 (1)	149 (1)	2.4	1.9				
JAZZ/NEW AGE		273 (1)	273 (1)	4.4	4.1				
UNKNOWN/OTHERS	27 (1)	22 (1)	49 (2)	0.8	0.4				
	1697 (12)	4463 (23)	6160 (35)						

RADIO STATIONS

AM STATIONS

WCXI, 1130, 50 KW/10 KW (DA-2), COUNTRY	APR, \$ 50.00 (Christal)	Shamrock	Phil Lamka
WCHB, 1440, 1 KW (DA-2), GOSPEL	NBN, \$ 30.00 (Torbet)		Wendall Cox
WHND, 560, 500 W (DAYS,DA), OLDIES	UNIPWR, \$ N/A (McGuild)	Greater Media (MONROE)	Tom Bender
WJR, 760, 50 KW, FULL SERVICE	ABC I, \$ 260.00 (Katz)	Cap Cities/ABC	Jim Long
WMTG, 1310, 5 KW (DA-2), BLACK OLDIES	SMN, \$ N/A (McGuild)		Joe Barcarella
WQBH, 1400, 1 KW, BLACK			
WNJ, 950, 5 KW (DA-N), NEWS	CBS UNISUP, \$ 45.00 (Patt)	CBS	Martha Jean Steinberg
WKYT, 1270, 5 KW (DA-N), TALK	NBC MBS, \$ 75.00 (Durpetti)		Rod Zimmerman
CKLW, 800, 50 KW (DA-2), NOSTALGIA	UNISUP, \$ 70.00 (Banner)	(WINDSOR)	Michael Packer

FM STATIONS

WCSX, 94.7, 13 KW @ 950, CLASSIC AOR	UNIPWR, \$ 130.00 (McGuild)	Greater Media	Tom Bender
WDFX, 99.5, 21 KW @ 755, CHR	SOURCE, \$ 100.00 (MMR)	Hoker	Paul Jacobs
WGPR, 107.5, 50 KW @ 375, BLACK	SBN, \$ 55.00 (Lazar)		George Mathews
WHYT, 96.3, 20 KW @ 786, CHR	ABC C, \$ 100.00 (Banner)	Cap Cities/ABC	John Cravens
WJLB, 97.9, 50 KW @ 490, BLACK		Booth	Verna Green
WJOI, 97.1, 12 KW @ 890, EZ	UNISUP, \$ 104.00 (CBS)	CBS	Rod Zimmerman
WJZZ, 105.9, 20 KW @ 724, JAZZ			Ron Wooding
WKQI, 95.5, 100 KW @ 426, CHR	UNIPWR, \$ 132.00 (HNWH)	Brdcst. Partners	Steve Candullo
WKSG, 102.7, 50 KW @ 500, OLDIES	UNISUP, \$ 80.00 (Durpetti)	Ragan Henry	Al Winston
WLLZ, 98.7, 50 KW @ 480, AOR	MBS NBC, \$ 160.00 (Group W)	Westinghouse	Kevin Smith
WLTI, 93.1, 26 KW @ 668, SOFT AC		Viacom	Terry Wood
WMJZ, 103.5, 50 KW @ 465, RELIGION		Crawford	Frank Franciosi
WMXD, 92.3, 21 KW @ 700, AC/URBAN			Chris Fritz
WNIC, 100.3, 32 KW @ 600, AC		Fairmont	Joe Bacarella
WCMC, 104.3, 190 KW @ 360, OLDIES	UNIULT, \$ 140.00 (Republic)	Infinity	Elaine Baker
WQRS, 105.1, 20 KW @ 784, CLASSICAL		Marlin	
WRIF, 101.1, 27 KW @ 880, AOR	ABC R, \$ 110.00 (Republic)	Great American	Bob Schutt
WWWW, 106.7, 61 KW @ 510, COUNTRY	APR UNIULT, \$ 150.00 (Christal)	Shamrock	Phil Lamka
CKMR, 93.9, 100 KW @ 655, OLDIES			

DULUTH

Arbitron Rank/Pop (12+): 205/127,000
 MSA Rank/Pop: 182/238,100
 Average Person Ratings: 18.3
 Market TSL: 23.75 hours

Stations: 11/10
 Diaries: 712/178:1/66.0%
 Sample Target: 550
 % Below Line: 0.4
 % Not Listed: 16.8

1989 Revenue: \$6,500,000
 HH Inc.: \$27,630
 Retail \$: 1.77 Bill
 Pop per Station: 12,700
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KZIO-F (CHR)	34/14.7	---	9.7	---	8.3	---	57/608	423/33.3		22.5	19.4	51	524	KZIO-F
2. WAVC-F (C)	28/12.1	---	4.3	---	5.5	---	44/509	288/22.7		13.8	9.9	26	382	WAVC-F
KDAL (MOR)	28/12.1	---	8.7	---	11.0	---	40/527	342/26.9		20.1	8.4	22	378	KDAL
4. KDAL-F (SAC)	23/ 9.9	---	6.4	---	7.7	---	27/390	306/24.1		17.2	10.3	27	340	KDAL-F
5. KQDS-F (AOR)	19/ 8.2	---	7.4	---	9.6	---	37/530	264/19.8		18.2	15.6	41	429	KQDS-F
6. WAKX-F (O)	17/ 7.3	---	9.0	---	5.0	---	29/487	258/20.3		19.5	9.1	24	276	WAKX-F
7. KXTP (BB)	15/ 6.5	---	3.3	---	3.9	---	16/214	186/14.6		9.6	3.0	8	101	KXTP
8. WDSM (C)	12/ 5.2	---	4.1	---	6.1	---	15/300	199/15.7		10.2	4.2	11	197	WDSM
9. WWJC (REL)	8/ 3.4	---	1.0	---	0.6	---	21/191	62/ 4.9		3.0	0.8	2	65	WWJC
WEBC (T)	8/ 3.4	---	2.6	---	4.4	---	15/264	172/13.5		13.2	3.4	9	260	WEBC

12+ FM SHARE (METRO): 62.69% (121 of 193) (SPG 89: 61.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZIO-F>>	1 KZIO-F>	1 KZIO-F	1 KDAL-F<	1 WAVC-F	1 KDAL	1 KDAL	1 KZIO-F	1 KZIO-F	1 KZIO-F>	1 WDSM
2	2 KQDS-F	2 KDAL-F	2 KZIO-F	KDAL-F	2 WAVC-F>	2 KZIO-F>	KDAL-F	2 WAVC-F	2 KQDS-F	2 WEBC
3	3 WAKX-F	3 KQDS-F	3 WAVC-F	3 KZIO-F	3 KXTP	3 KDAL-F<	3 WAVC-F<	3 KDAL-F<	3 KDAL	KZIO-F
4	4 KDAL-F	4 WAKX-F	4 WAKX-F	4 WAKX-F	4 WDSM	4 WAVC-F	4 KDAL	4 KQDS-F	4 WEBC	4
5	5	5 WAVC-F	5	5 KDAL	KDAL-F	5	5	5	WAVC-F	5

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 KZIO-F>>	1 KZIO-F>>	1 KZIO-F>>	1 KZIO-F	1 KZIO-F	1 KQDS-F>>	1 KQDS-F>	1 WAKX-F	1 KQDS-F>	1 WAVC-F
2 WAKX-F	2 KDAL-F	2 KDAL-F	2 KDAL-F>	KDAL-F	2 KZIO-F>>	2 KZIO-F	2 KZIO-F	2 KZIO-F	2 WAKX-F
KQDS-F	3 WAKX-F>>	3 WAKX-F>	3 WAVC-F	3 WAVC-F>	3	3 WAKX-F>	KQDS-F>	3 WAKX-F	KQDS-F
KDAL-F	4	4 WAVC-F>>	WAKX-F	4 WAKX-F	4	4 WAVC-F	4 WAVC-F	4 WAVC-F	KDAL-F>
5	5	5	5	KDAL	5	KDAL-F	KDAL-F>	KDAL-F	5 KZIO-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		34 (1)	34 (1)	17.6	21.6		
AOR/CLASSIC		19 (1)	19 (1)	9.8	8.7	WKKQ 650 Hibbing	0.4/1.4/ 45/ 409
AC/OLDIES/SOFT ROCK		40 (2)	40 (2)	20.7	21.9		
MOR/VARIETY	28 (1)		28 (1)	14.5	15.6		
COUNTRY	13 (2)	28 (1)	41 (3)	21.2	23.4		
BLACK/URBAN							
BEAUTIFUL/EASY							
NEWS/TALK	8 (1)		8 (1)	4.1			
NOSTALGIA	15 (1)		15 (1)	7.8	7.5		
RELIGION/GOSPEL	8 (1)		8 (1)	4.1	1.2		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	72 (6)	121 (5)	193 (11)				

RADIO STATIONS

KDAL	, 610, 5 KW (DA-N)	, MOR/Full Service	CBS, \$24.00	(Katz)	Shockley	John Snee
KXTP	, 970, 1 KW	, Nostalgia	ABC D UNISUP, \$13.00	(K & P)		Lew Latto
WDSM	, 710, 10 KW/5 KW (DA-N)	, Country	NBC, \$16.00	(Torbet)		Ken Buehler
WEBC	, 560, 5 KW (DA-N)	, Talk	ABC E UNISUP, \$14.00	(Mc-Guild)	Brill	Bob Christy
WWJC	, 850, 10 KW (DAYS)	, Religion	, \$ 8.00	(--)		Ted Elm
KDAL-F	, 95.7, 100 KW @ 833	, Soft AC	, \$27.00	(Katz)	Shockley	John Snee
KQDS-F	, 94.9, 100 KW @ 730	, AOR	, \$21.00	(HNWH)		Steve Grazier
KZIO-F	, 102.5, 100 KW @ 600	, CHR	ABC C, \$26.00	(Torbet)		Ken Buehler
WAKX-F	, 98.9, 100 KW @ 600	, Oldies/AC	, \$19.00	(K & P)		Richard Caya
WAVC-F	, 105.1, 100 KW @ 790	, Country	UNIULT, \$25.00	(Mc-Guild)	Brill	Bob Christy

Misc Comments: St. Louis North county has now been deleted from this Arbitron Metro . . . This has worked to exclude about 5 stations from the rating book and has cleaned this market up . . . Because of the change, share comparisons with previous rating periods are misleading. . .

EL PASO

Arbitron Rank/Pop (12+): 79/454,000

Stations: 25/16
 Diaries: 895/507:1/56.8%
 Sample Target: 840
 % Below Line: 5.8
 % Not Listed: 8.2

1989 Revenue: \$13,200,000
 HH Inc.: \$21,657
 Retail \$: 2.6 Bill
 Pop per Station: 28,375
 #1 Biller: KHEY-AF \$3,400,000

MSA Rank/Pop: 88/569,700
 ADI # 103
 Average Person Ratings: 19.1
 Market TSL: 25.00 hours

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KPRR-F (CHR)	127/14.6	13.3	13.0	13.3	14.4	13.6	140/1657	1525/33.6	28.5	28.3	18.8	164	1471	KPRR-F
2. KHEY-F (C)	103/11.9	10.5	12.5	11.0	11.6	11.5	110/1113	977/21.5	24.8	23.3	13.6	119	1121	KHEY-F
3. KLAQ-F (AOR)	81/ 9.3	10.9	12.6	11.6	9.9	11.1	117/1438	1046/23.0	25.5	23.1	13.5	118	1095	KLAQ-F
4. KBNA-AF (SP)	56/ 6.5	6.8	6.0	6.8	6.9	6.5	57/732	687/15.1	15.1	16.5	5.2	45	472	KBNA-AF
5. KOFX-F (AC)	55/ 6.3	6.5	7.0	3.7	6.8	5.9	66/916	807/17.8	14.6	12.7	6.4	56	602	KOFX-F
6. KAMA (SP)	54/ 6.2	5.1	6.5	5.9	4.8	5.9	59/645	587/12.9	11.7	9.5	3.8	33	665	KAMA
7. KLTO-F (AC)	48/ 5.5	5.5	3.0	2.8	5.1	4.2	51/839	784/17.3	10.1	16.6	3.0	26	403	KLTO-F
8. KEZB-F (CHR)	48/ 5.5	5.4	3.6	6.2	4.6	5.2	53/985	897/19.8	16.7	22.0	5.0	44	754	KEZB-F
9. KTSM-F (EZ)	46/ 5.3	5.8	6.1	8.1	8.3	6.3	63/948	704/15.5	14.1	17.0	6.9	60	607	KTSM-F
10. KAMZ-F (AC)	44/ 5.1	4.2	3.5	4.3	4.7	4.3	47/827	793/17.5	12.3	18.0	4.2	37	640	KAMZ-F
11. KROD (O)	24/ 2.8	2.5	3.5	2.9	1.9	2.9	34/496	393/ 8.7	10.2	7.5	1.6	14	342	KROD
12. KTSM (N/T)	22/ 2.5	3.2	3.6	3.0	2.4	3.1	24/344	313/ 6.9	8.5	7.4	3.3	29	370	KTSM
13. KHEY (C)	18/ 2.1	3.0	4.4	2.6	2.9	3.0	18/445	381/ 8.4	11.1	9.9	2.6	23	360	KHEY

12+ FM SHARE (METRO): 77.94% (622 of 798) (SPG 89: 81.04%)

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 KHEY-F	1 KHEY-F>	1 KHEY-F>	1 KHEY-F>	1 KPRR-F	1 KHEY-F	1 KPRR-F	1 KPRR-F>>	1 KTSM-F
2	2 KPRR-F	2 KPRR-F	2 KOFX-F	2 KOFX-F	2 KTSM-F	2 KHEY-F	2 KPRR-F	2 KHEY-F	2 KLAQ-F<	KPRR-F<
3	3 KHEY-F>	3 KLAQ-F	3 KLAQ-F	3 KLAQ-F	3 KBNA-AF	3 KAMA	3 KLAQ-F	3 KLAQ-F>	3 KAMZ-F	3 KLAQ-F
4	4 KOFX-F	4 KOFX-F	4 KPRR-F	4 KPRR-F	4 KAMA >	4 KLAQ-F	4 KOFX-F	4 KEZB-F<	4 KHEY-F	KHEY-F>
5	5 KLTO-F	5 KLTO-F	5 KBNA-AF<	5 KAMA <	5 KOFX-F	5 KOFX-F	5 KAMA <	5 KBNA-AF	5 KTSM-F	5 KOFX-F
6	6	6 KEZB-F	6 KEZB-F	6 KBNA-AF	6	6	6 KLTO-F	6 KOFX-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 KHEY-F	1 KHEY-F	1 KHEY-F	1 KHEY-F	1 KPRR-F	1 KLAQ-F>	1 KLAQ-F>	1 KLAQ-F	1 KHEY-F<
2 KHEY-F>	2 KPRR-F	2 KPRR-F	2 KPRR-F	2 KAMA	2 KLAQ-F>>	2 KPRR-F	2 KOFX-F	2 KPRR-F<	2 KLAQ-F<
3 KLAQ-F	3 KLAQ-F	3 KAMA	3 KAMA	3 KPRR-F	3 KHEY-F	3 KOFX-F<	3 KHEY-F	3 KHEY-F	3 KOFX-F>
4 KLTO-F>	4 KAMA	4 KLAQ-F	4 KEZB-F	4 KEZB-F	4 KOFX-F	4 KHEY-F	4 KLTO-F	4 KOFX-F	4 KLTO-F
5 KBNA-AF	5 KLTO-F	5 KEZB-F	5 KLAQ-F<	5 KBNA-AF	5 KEZB-F>	5	5	5 KLTO-F	5 KROD
6 KEZB-F	6 KEZB-F	6 KOFX-F	6 KBNA-AF	6 KOFX-F	6 KLTO-F>	6	6 KBNA-AF	6 KAMZ-F	6
KAMA >	7	KAMZ-F>	KLTO-F	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS	METRO CUME TSA	TSA
						SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		175 (2)	175 (2)	21.9	21.0	KELP 1590 El Paso	1.3/2.8/ 11/ 128	
AOR/CLASSIC		81 (1)	81 (1)	10.2	10.9	KEZB 1150 El Paso	1.3/4.1/ 11/ 186	
AC/OLDIES/SOFT ROCK	24 (1)	147 (3)	171 (4)	21.4	20.4			
MOR/VARIETY						XCJC 1490 Ciudad Juarez	0.9/1.5/ 8/ 70	
COUNTRY	18 (1)	103 (1)	121 (2)	15.2	16.0	XEJ 970 Ciudad Juarez	0.7/3.2/ 8/ 162	
BLACK/URBAN						XEZP 1190 Ciudad Juarez	0.8/2.1/ 7/ 95	
BEAUTIFUL/EASY		46 (1)	46 (1)	5.8	9.2	XHH -F 100.7 Ciudad Juarez	0.5/1.5/ 4/ 69	
NEWS/TALK	22 (1)		22 (1)	2.8	2.7	XHIM-F 105.1 Ciudad Juarez	0.7/2.4/ 6/ 108	
NOSTALGIA						XHNZ-F 107.5 Ciudad Juarez	0.8/3.5/ 7/ 160	
RELIGION/GOSPEL	11 (1)		11 (1)	1.4	3.2	XHPX-F 98.3 Ciudad Juarez	0.5/1.8/ 4/ 81	
SPANISH	101 (7)	70 (6)	171 (13)	21.4	16.6	XHTO-F 104.3 Ciudad Juarez	0.3/1.3/ 3/ 58	
CLASSICAL						XROK 800 Ciudad Juarez	0.6/2.8/ 5/ 147	
JAZZ/NEW AGE								
UNKNOWN/OTHERS								
	176 (11)	622 (14)	798 (25)					

RADIO STATIONS

KAMA, 750, 10 KW/1 KW (DA-2), HISPANIC	, \$ 28.00 (Caballero)	Pinnacle	Buddy Howell
KBNA, 920, 1 KW/500 W (DA-N), SEE KBNA-F			
KHEY, 690, 10 KW (DA-2), COUNTRY	ABC I, \$ SEE FM (Katz)	Ragan Henry	Bob Burton
KROD, 600, 5 KW (DA-2), OLDIES	ABC E, \$ 17.00 (HNWH)		Charlie Cohn
KTSM, 1380, 5 KW/500 W, TALK/NEWS	TALKNT, CBS, \$ 19.00 (HNWH)		Karl Wyler
KAMZ-F, 93.1, 30 KW @ 1189, AC	, \$ 32.00 (Eastman)	Pinnacle	Buddy Howell
KBNA-F, 97.5, 100 KW @ 1088, HISPANIC	, \$ 35.00 (Katz Hisp)	Tichenor	Dan Wilson
KEZB-F, 93.9, 100 KW @ 1207, CHR	ABC F, \$ 30.00 (Christal)		Bob Proud
KHEY-F, 96.3, 100 KW @ 1388, COUNTRY	, \$ 65.00 (Katz)	Ragan Henry	Rob Burton
KLAQ-F, 95.5, 100 KW @ 1388, AOR	ABC R, \$ 40.00 (HNWH)		Brad DuBow
KLTO-F, 94.7, 61 KW @ 981, AC	, \$ 27.00 (Republic)		Jim Ray
KOFX-F, 92.3, 100 KW @ 1860, OLDIES	UNIPWR, \$ 30.00 (McGuilld)		Les Roberson
KPRR-F, 102.1, 100 KW @ 1190, CHR	, \$ 39.00 (McGuilld)		Dick Lewis
KTSM-F, 99.9, 100 KW @ 1820, EZ	NBC, CBS, \$ 27.00 (HNWH)		Karl Wyler

ERIE

Arbitron Rank/Pop (12+): 142/231,700
 MSA Rank/Pop: 159/279,900
 Average Person Ratings: 17.0
 Market TSL: 22.50 hours

Stations: 12/10
 Diaries: 667/347:1/60.1%
 Sample Target: 610
 % Below Line: 2.3
 % Not Listed: 13.7

1989 Revenue: \$5,900,000
 HH Inc.: \$28,598
 Retail \$: 1.7 Bill
 Pop per Station: 23,170
 #1 Biller: WXXC \$1,800,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WJET-F (CHR)	78/19.8	19.4	24.5	23.8	24.1	----	92/1021	879/37.9	38.9	41.1	20.9	80	1010	WJET-F
2. WXXC-F (AC)	61/15.5	13.7	13.5	17.3	17.2	----	65/847	654/28.2	30.9	29.6	11.5	44	691	WXXC-F
3. WRKT-F (AOR)	58/14.7	14.2	-----	-----	1.5	----	60/587	558/24.1	25.3	0.0	20.2	77	757	WRKT-F
4. WCCK-F (CHR)	39/ 9.9	8.9	11.5	14.8	14.2	----	57/866	579/25.0	25.8	29.8	10.7	41	684	WCCK-F
5. WEYZ (BB)	34/ 8.6	8.6	10.4	7.7	9.0	----	35/382	356/15.4	13.5	17.7	8.1	31	336	WEYZ
6. WXTA-F (C)	21/ 5.3	2.4	0.5	-----	-----	----	21/261	261/11.3	5.4	1.9	2.6	10	161	WXTA-F
7. WZPR-F (C)	13/ 3.3	3.8	6.0	5.8	3.5	----	55/627	186/ 8.0	8.4	9.7	3.1	12	114	WZPR-F
8. WRIE (O)	11/ 2.8	2.7	5.8	2.7	5.5	----	11/228	221/ 9.5	9.4	16.9	3.1	12	266	WRIE
9. WLKK (C)	11/ 2.8	2.2	4.4	3.5	3.2	----	11/245	236/10.2	8.1	9.2	2.9	11	185	WLKK
10. WREO-F (EZ)	7/ 1.8	3.5	4.7	7.4	6.1	----	21/284	132/ 5.7	11.6	11.1	1.8	7	122	WREO-F
11. WCTL-F (REL)	5/ 1.3	3.2	2.2	1.1	1.7	----	6/150	100/ 4.3	3.7	4.5	1.3	5	113	WCTL-F
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 82.94% (282 of 340) (SPG 89: 75.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJET-F>>	1 WRKT-F	1 WRKT-F<	1 WXXC-F	1 WXXC-F	1 WEYZ	1 WJET-F>	1 WXXC-F<	1 WJET-F	1 WJET-F	1 WJET-F>
2	2 WJET-F	2 WXXC-F<	2 WRKT-F	2 WRKT-F	2 WXXC-F>	2 WXXC-F>	2 WJET-F	2 WRKT-F	2 WRKT-F>	2 WXXC-F
3	3 WXXC-F	3 WJET-F>	3 WJET-F	3 WJET-F<	3 WJET-F	3 WRKT-F	3 WRKT-F	3 WXXC-F	3 WXXC-F>	3 WRKT-F
4	4 WCCK-F	4 WCCK-F	4 WCCK-F	4 WCCK-F	4 WXTA-F	4 WCCK-F<	4 WCCK-F	4 WCCK-F	4 WCCK-F	4 WCCK-F
5	5	5	5	5	5	5 WEYZ	5 WEYZ	5 WEYZ	5	5

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 WJET-F>>	1 WJET-F>	1 WJET-F	1 WXXC-F	1 WXXC-F	1 WRKT-F>	1 WRKT-F>>	1 WRKT-F>>	1 WRKT-F>>	1 WRKT-F>
2 WXXC-F	2 WXXC-F	2 WXXC-F	WJET-F>	2 WJET-F	2 WJET-F	2 WCCK-F	2 WCCK-F	2 WXXC-F	2 WXXC-F
WRKT-F>>	3 WRKT-F>	WCCK-F	3 WRKT-F	3 WCCK-F>	3 WCCK-F>	3 WXXC-F	3 WXXC-F>	3 WJET-F	3 WCCK-F
4	4 WCCK-F	4 WRKT-F	4 WCCK-F	4 WRKT-F	4 WXXC-F>>	WJET-F	4 WJET-F>	4 WCCK-F	4 WJET-F
5	5	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP			117 (2)	34.4	29.3		
AOR/CLASSIC			58 (1)	17.1	13.8	WJR 760 Detroit	0.5/1.6/ 7/ 100
AC/OLDIES/SOFT ROCK	11 (1)	61 (1)	72 (2)	21.2	23.7		
MOR/VARIETY	2 (1)		2 (1)	0.6			
COUNTRY	11 (1)	34 (2)	45 (3)	13.2	12.5		
BLACK/URBAN							
BEAUTIFUL/EASY		7 (1)	7 (1)	2.1	5.6		
NEWS/TALK							
NOSTALGIA	34 (1)		34 (1)	10.0	12.5		
RELIGION/GOSPEL		5 (1)	5 (1)	1.5	2.6		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	58 (4)	282 (8)	340 (12)				

RADIO STATIONS

WEYZ , 1450, 5 KW (DA-2)	, Nostalgia	ABC I UNISUP, \$16.00	(Katz)	Burbach	Bob Mallery
WLKK , 1400, 1 KW	, Country	SMN, \$10.00	(Roslin)		Tim DeCapua
WRIE , 1260, 5 KW (DA-2)	, Oldies	SMN, \$12.00	(Christal)		Don Kelly
WCCK-F, 103.7, 50 KW @ 500	, CHR	ABC D, \$26.00	(Katz)	Burbach	Bob mallery
WCTL-F, 106.3, 3 KW @ 300	, Religion	, \$ 6.00 (---)		(UNION CITY)	Bill Baker
WJET-F, 102.3, .5 KW @ 670	, CHR	, \$32.00 (Banner)		Myron Jones	John Kanzluis
WRKT-F, 100.9, 3 KW @ 262	, AOR	, \$25.00 (---)		(NORTH EAST)	Amy Randolph
WXXC-F, 99.9, 50 KW @ 500	, AC	UNISUP, \$39.00 (Christal)			Don Kelly
WXTA-F, 97.9, 6 KW @ 500	, Country	UNIULT, \$17.00 (Torbet)		(EDINBORO)	Bob Winters
WZPR-F, 100.3, 20 KW @ 588	, Country	ABC E, \$16.00 (---)		(MEADVILLE)	Gary Gunion
WREO-F, 97.1, 50 KW @ 500	, EZ	APR, \$14.00 (---)		(ASHTABULA, OH)	Tina Mengine

EUGENE

Arbitron Rank/Pop (12+): 146/221,200
 MSA Rank/Pop: 165/267,200
 Average Person Ratings: 14.6
 Market TSL: 20.00 hours

Stations: 15/14
 Diaries: 613/361:1/53.1%
 Sample Target: 620
 % Below Line: 1.2
 % Not Listed: 18.3

1989 Revenue: \$6,700,000
 HH Inc.: \$22,628
 Retail \$: 1.6 Bill
 Pop per Station: 15,800
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KUGN-F (C)	46/14.3	14.0	16.6	8.4	13.8	----	51/489	413/18.7	22.2	22.5	10.5	34	390	KUGN-F
2. KZEL-F (AOR)	32/ 9.9	6.1	7.3	9.6	8.9	----	37/615	450/20.3	19.7	20.3	7.7	25	539	KZEL-F
3. KSND-F (CHR)	32/ 9.9	10.0	9.0	11.1	12.1	----	33/576	488/22.1	25.8	23.9	16.0	52	560	KSND-F
4. KLCK-F (AOR)	28/ 8.7	8.2	6.4	3.0	4.9	----	48/656	321/14.5	16.0	11.5	8.9	29	335	KLCK-F
5. KMGE-F (AC)	27/ 8.4	9.1	8.5	7.5	8.2	----	34/484	383/17.3	18.2	20.4	10.5	34	408	KMGE-F
6. KUGN (MOR)	26/ 8.1	7.9	8.5	9.9	9.5	----	28/417	369/16.7	17.7	20.8	9.2	30	440	KUGN
7. KPNW-F (SAC)	21/ 6.5	7.9	7.0	8.4	9.5	----	35/634	375/17.0	14.6	14.4	7.4	24	315	KPNW-F
8. KPNW (MOR)	14/ 4.3	6.1	4.7	5.7	5.6	----	17/430	268/12.1	17.5	11.6	4.0	13	282	KPNW
9. KDUK (BB)	13/ 4.0	3.6	2.9	3.0	2.6	----	13/232	214/ 9.7	5.9	6.7	2.8	9	165	KDUK
10. KEED (C)	6/ 1.9	2.7	0.6	1.8	2.6	----	8/137	104/ 4.7	6.9	5.2	1.5	5	114	KEED

12+ FM SHARE (METRO): 73.00% (192 of 263) (SPG 89: 74.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSND-F	1 KZEL-F	1 KZEL-F	1 KZEL-F	1 KUGN-F	1 KUGN-F>	1 KUGN-F<	1 KUGN-F>	1 KUGN-F	1 KSND-F>	1 KMGE-F>
2	2 KLCK-F	2 KUGN-F	2 KUGN-F	2 KZEL-F	2 KUGN >	2 KUGN >	2 KLCK-F	2 KZEL-F	2 KUGN	2 KUGN
3	3 KMGE-F	3 KLCK-F	3 KMGE-F>	3 KMGE-F>	3 KPNW-F	3 KSND-F	3 KZEL-F	3 KLCK-F	3 KZEL-F	3 KZEL-F>
4	4 KSND-F>	4 KMGE-F	4 KPNW-F	4 KPNW-F	4 KPNW-F	4 KPNW-F	4 KMGE-F	4 KPNW-F	4 KSND-F	4 KUGN-F
5	5 KUGN-F	5 KSND-F	5	5 KUGN	KDUK	5 KZEL-F	5 KMGE-F	5 KMGE-F	5 KPNW-F	5
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 KSND-F>>	1 KMGE-F	1 KMGE-F>>	1 KMGE-F	1 KMGE-F	1 KLCK-F>>	1 KLCK-F	1 KZEL-F>>	1 KZEL-F	1 KZEL-F
2 KUGN-F	2 KSND-F>	2 KZEL-F>	2 KUGN-F	2 KUGN-F	2 KZEL-F>>	2 KZEL-F	2 KLCK-F>	KLCK-F>	2 KUGN-F>
3 KZEL-F	3 KMGE-F	3 KUGN-F	3 KSND-F>	3 KPNW-F>	3 KUGN-F	3	3 KSND-F	3 KUGN-F>	3 KLCK-F
4	4 KUGN-F>	4 KPNW-F>	4 KPNW-F	4 KUGN	4	4	4 KMGE-F	4 KMGE-F	4 KPNW
5	5 KPNW-F	5 KSND-F>	5 KZEL-F	5 KZEL-F	5	5	5 KUGN-F>	5 KSND-F	5 KMGE-F
6	6	6 KUGN >>	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		32 (1)	32 (1)	12.2	12.5	KXKO 1450 Eugene	1.2/5.1/ 5/ 126		
AOR/CLASSIC		60 (2)	60 (2)	22.8	17.8	KNND 1400 Cottage Grov	1.2/1.5/ 4/ 34		
AC/OLDIES/SOFT ROCK	8 (2)	50 (3)	58 (5)	22.1	23.5	KORE 1050 Springfield/Eug.	1.2/3.7/ 4/ 82		
MOR/VARIETY	40 (2)		40 (2)	15.2	17.0	KZAM-F 95.3 Creswell/Eug.	0.6/3.6/ 2/ 80		
COUNTRY	6 (1)	46 (1)	52 (2)	19.8	23.9	KHPE-F 107.9 Albany	1.2/2.1/ 8/ 130		
BLACK/URBAN									
BEAUTIFUL/EASY									
NEWS/TALK									
NOSTALGIA	13 (1)		13 (1)	4.9	3.8				
RELIGION/GOSPEL	4 (1)	4 (1)	8 (2)	3.0	1.5				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	71 (7)	192 (8)	263 (15)						

RADIO STATIONS

KDUK, 1280, 5 KW/1 KW (DA-N), NOSTALGIA	\$ 13.00 (McGuild)	Pacific Telecom	J. Lorenzon
KEED, 1600, 5 KW/1 KW (DA-N), COUNTRY	\$ 10.00 (MMR)	Comm. Pacific	Mike Groshong
KKYO, 1450, 1 KW, OLDIES	\$ 11.00 (Eastman)		Bob Oxarart
KPNW, 1120, 50 KW (DA-1), MOR/AC	\$ 17.00 (Katz)	Pacific NW	Dave Woodward
KUGN, 590, 5 KW/1 KW (DA-N), MOR/FULL SER.	\$ 27.00 (Torbet)		Chuck Chackel
KLCK-F, 104.7, 62 KW @ 2326, AOR	\$ 24.00 (McGuild)	Pacific Telecom	J. Lorenzon
KMGE-F, 94.5, 100 KW @ 1299, AC	\$ 28.00 (Eastman)		Bob Oxarart
KPNW-F, 99.1, 100 KW @ 1620, SOFT AC	\$ 26.00 (Katz)	Pacific NW	Dave Woodward
KSND-F, 93.1, 100 KW @ 984, CHR	\$ 32.00 (MMR)	Comm. Pacific	Mike Groshong
KUGN-F, 97.9, 100 KW @ 785, COUNTRY	\$ 39.00 (Torbet)		Chuck Chackel
KZAM-F, 95.3, 1.6 KW @ 400, OLDIES	\$ 13.00 (Eastman)	(CRESWELL)	Steve Sandman
KZEL-F, 96.1, 43 KW @ 870, AOR	\$ 27.00 (Christal)		Dan Gittings

EVANSVILLE

Arbitron Rank/Pop (12+): 140/234,900

Stations: 13/10
Diaries: 785/299:1/58.1%
Sample Target: 630
% Below Line: 5.9
% Not Listed: 8.6

1989 Revenue: \$10,500,000
HH Inc.: \$27,360
Retail \$: 2.2 Bill
Pop per Station: 23,490
#1 Biller: WIKY-AF \$2,600,000

MSA Rank/Pop: 158/282,700
ADI # 93
Average Person Ratings: 17.4
Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume
1. WSTO-F (CHR)	75/18.4	----	22.1	----	19.9	----	175/2027	918/39.1		40.0			WSTO-F
2. WIKY-F (MOR)	70/17.2	----	19.3	----	24.8	----	82/939	692/29.5		37.6			WIKY-F
3. WYNG-F (C)	55/13.5	----	16.2	----	14.5	----	71/685	471/20.1		26.4			WYNG-F
4. WKDQ-F (AC)	52/12.7	----	11.9	----	13.7	----	110/1260	610/26.0		26.8			WKDQ-F
5. WWOK (BB)	32/ 7.8	----	1.2	----	1.6	----	36/365	300/12.8		3.7			WWOK
6. WRBT-F (AC)	21/ 5.1	----		----		----	38/538	304/12.9		0.0			WRBT-F
7. WGBF-F (AOR)	18/ 4.4	----	6.2	----	7.2	----	29/380	257/10.9		12.2			WGBF-F
8. WBKR-F (C)	17/ 4.2	----	6.0	----	6.7	----	0/1157	300/12.8		16.3			WBKR-F
9. WIKY (MOR)	14/ 3.4	----	2.4	----	2.1	----	14/232	213/ 9.1		7.0			WIKY

12+ FM SHARE (METRO): 84.45% (315 of 373) (SPG 89: 91.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT	
1 WSTO-F	1 WSTO-F>>	1 WSTO-F	1 WSTO-F	1 WSTO-F	1 WSTO-F	1 WIKY-F>	1 WIKY-F	1 WIKY-F	1 WSTO-F>	1 WSTO-F>>	1 WIKY-F>
2	2 WKDQ-F	2 WKDQ-F	2 WKDQ-F	2 WKDQ-F	2 WYNG-F	2 WYNG-F	2 WSTO-F	2 WYNG-F<	2 WIKY-F	2 WKDQ-F	2 WKDQ-F
3	3 WYNG-F	3 WYNG-F>	3 WYNG-F>	3 WYNG-F>	3 WKDQ-F>	3 WWOK <	3 WYNG-F	3 WSTO-F	3 WKDQ-F	3 WIKY-F	3 WSTO-F>
4	4 WRBT-F	4 WIKY-F	4 WIKY-F	4 WIKY-F	4 WIKY-F	4 WKDQ-F	4 WKDQ-F	4 WKDQ-F	4 WYNG-F	4 WYNG-F	4 WYNG-F
5	5 WGBF-F	5	5	5	5	5	5	5	5	5	5
6	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 WSTO-F>>	1 WSTO-F>	1 WSTO-F	1 WKDQ-F	1 WKDQ-F	1 WSTO-F>>	1 WSTO-F>>	1 WSTO-F	1 WSTO-F	1 WYNG-F
2 WKDQ-F>>	2 WKDQ-F>	2 WKDQ-F>	2 WSTO-F>	2 WSTO-F	2 WRBT-F>	2 WRBT-F>	2 WRBT-F	2 WYNG-F<	2 WKDQ-F
3 WGBF-F>>	3 WYNG-F	3 WIKY-F>	3 WYNG-F	3 WYNG-F<	3 WBKR-F	3 WYNG-F	3 WGBF-F>	3 WKDQ-F	3 WSTO-F
4 WVHI	4 WIKY-F	4 WRBT-F	4 WIKY-F	4 WIKY-F	WVHI	WGBF-F	4 WKDQ-F>>	4 WRBT-F	4 WRBT-F
5 WRBT-F	5 WGBF-F	5 WGBF-F>	5	5	WKDQ-F	5	5 WIKY-F>>	5 WIKY-F	5 WIKY-F
6	6	6	6	6	WGBF-F>	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		75 (1)	75 (1)	20.1	24.5	WSON 860 Henderson	1.7/4.4/ 7/ 130		
AOR/CLASSIC		18 (1)	18 (1)	4.8	8.2	WVHI 1330 Evansville	1.2/2.1/ 6/ 77		
AC/OLDIES/SOFT ROCK		76 (3)	76 (3)	20.4	13.2				
MOR/VARIETY	14 (1)	70 (1)	84 (2)	22.5	24.0	WRAY-F 98.1 Princeton	0.7/3.7/ 20/ 285		
COUNTRY		76 (3)	76 (3)	20.4	25.6	WRUL-F 97.3 Carmi	1.0/1.4/ 14/ 148		
BLACK/URBAN									
BEAUTIFUL/EASY									
NEWS/TALK									
NOSTALGIA	39 (2)		39 (2)	10.5	2.9				
RELIGION/GOSPEL	5 (1)		5 (1)	1.3	1.6				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	58 (4)	315 (9)	373 (13)						

RADIO STATIONS

WIKY, 1400, 1 KW	SEE WIKY-F								
WSON, 860, 500 W	, NOSTALGIA			SMN, \$ 10.00 (Regional)		(HENRICKSON, KY)		Henry Lackey	
WWOK, 1280, 5 KW/1 KW (DA-N)	, NOSTALGIA			, \$ 14.00 (Katz)				Larry Aiken	
WGBF-F, 103.1, 1.7 KW @ 440, CL AOR		ABC R, SOURCE, \$ 17.00 (Katz)				(HENRICKSON, KY)		Larry Aiken	
WIKY-F, 104.1, 39 KW @ 580, MOR/FULL SER.		MBS, \$ 55.00 (Christal)				South Central		Charles Blake	
WKDQ-F, 99.5, 100 KW @ 500, AC		ABC I, \$ 39.00 (McGUILD)				(HENRICKSON, KY)			
WRBT-F, 94.9, 50 KW @ 420, AC		, \$ 15.00 (---)				(MOUNT CARMEL, IL)		Scott Fenneman	
WSTO-F, 96.1, 100 KW @ 1000, CHR		ABC F, \$ 48.00 (Republic)				(OWENSBORO)		Leonard Norcia	
WYNG-F, 105.3, 50 KW @ 500, COUNTRY		UNIULT, \$ 40.00 (HNWH)				Pinnacle		Tim Roberts	

WBKR-F, See Owensboro in 1990 Small Market Edition...Miscellaneous Comments: WIKY-F programs EZ at night...

FARGO

Arbitron Rank/Pop (12+): 207/126,400
 MSA Rank/Pop: 246/148,900
 ADI # 108
 Average Person Ratings: 19.9
 Market TSL: 26.25 hours

Stations: 9/9
 Diaries: 634/199:1/60.9%
 Sample Target: 550
 % Below Line: 0.0
 % Not Listed: 14.3

1989 Revenue: \$6,700,000
 HH Inc.: \$27,845
 Retail \$: 1.2 Bill
 Pop per Station: 14,044
 #1 Biller: KFGO \$1,600,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume
1. KQWB-F (AOR)	39/15.5	---	18.5	---	13.3	---	49/554	386/30.5		27.5			KQWB-F
2. WDAY-F (CHR)	33/13.1	---	18.0	---	17.0	---	63/888	473/37.4		37.6			WDAY-F
3. KVOX-F (C)	29/11.6	---	10.7	---	12.8	---	42/428	294/23.3		21.8			KVOX-F
4. KLTA-F (AC)	28/11.2	---	9.4	---	11.2	---	53/532	305/24.1		23.6			KLTA-F
5. WDAY (MOR)	25/10.0	---	9.4	---	13.8	---	50/654	334/26.4		24.8			WDAY
6. KFGO (C)	23/ 9.2	---	11.6	---	12.2	---	69/730	245/19.4		26.4			KFGO
7. KFGO-F (AC)	15/ 6.0	---	5.2	---	5.3	---	34/438	217/17.2		16.2			KFGO-F
8. KVOX (BB)	12/ 4.8	---	0.4	---	3.2	---	15/185	140/11.1		5.3			KVOX
9. KQWB (AC)	11/ 4.4	---	3.9	---	4.3	---	15/235	166/13.1		11.8			KQWB

12+ FM SHARE (METRO): 66.98% (144 of 215) (SPG 89: 69.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDAY-F>>	1 KQWB-F>>	1 KQWB-F>	1 KLTA-F	1 KLTA-F<	1 WDAY	1 WDAY-F<	1 KQWB-F	1 KQWB-F	1 KQWB-F	1 KQWB-F
2 KQWB-F>>	2 WDAY-F<	2 KLTA-F	2 KQWB-F	2 KVOX-F	2 KFGO	2 KQWB-F<	2 KLTA-F	2 KLTA-F	2 WDAY-F	2 WDAY >
3 KLTA-F	3 KLTA-F	3 KVOX-F	3 KVOX-F	3 KQWB-F>	3 KVOX-F	3 WDAY <	3 WDAY-F<	3 WDAY-F	3 WDAY	3 WDAY-F
4	4 KVOX-F	4 WDAY-F	4 WDAY-F	4 WDAY-F	4 KVOX	4 KVOX-F	4 WDAY	4 KVOX-F	4 KVOX-F	4 KVOX-F
5	5	5	5	5 WDAY	5	5 KLTA-F	5	5	5	5
6	6	6	6	KFGO-F	6	KFGO	6	6	6	6
7	7	7	7	KFGO	7	7	7	7	7	7
8	8	8	8	8 KQWB	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 WDAY-F>>	1 KLTA-F	1 KLTA-F>>	1 KLTA-F	1 KLTA-F	1 KQWB-F>>	1 KQWB-F>>	1 KQWB-F>>	1 KQWB-F>>	1 KQWB-F>
2 KVOX-F	2 WDAY-F	2 KVOX-F	2 WDAY-F	2 KVOX-F>	2 WDAY-F	2 WDAY-F	2 WDAY-F	2 KVOX-F	2 KVOX-F
3 KQWB-F	3 KVOX-F	KQWB-F>	KVOX-F>	3 WDAY-F	KVOX-F>>	3 KVOX-F	KLTA-F	3 WDAY-F	3 KLTA-F
4 KLTA-F>>	4 KQWB-F>	4 WDAY-F	4 KQWB-F	WDAY	4	4	4 KVOX-F	4 KLTA-F	KFGO
5	5 KFGO-F	KFGO-F>>	KFGO-F	KFGO-F	5	5	KQWB	KFGO	5 KQWB
6	6	6	6	6	6	6	KFGO >	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		33 (1)	33 (1)	15.3	20.4		
AOR/CLASSIC		39 (1)	39 (1)	18.1	20.9		
AC/OLDIES/SOFT ROCK	11 (1)	43 (2)	54 (3)	25.1	20.9		
MOR/VARIETY	25 (1)		25 (1)	11.6	10.7		
COUNTRY	23 (1)	29 (1)	52 (2)	24.2	25.7		
BLACK/URBAN							
BEAUTIFUL/EASY							
NEWS/TALK							
NOSTALGIA	12 (1)		12 (1)	5.6	1.5		
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	71 (4)	144 (5)	215 (9)				

RADIO STATIONS

KFGO, 790, 5 KW (DA-N)	COUNTRY	ABC I, ABC E, \$ 36.00 (CBS)	Richard Voight
KQWB, 1550, 10 KW/5 KW (DA-N)	OLDIES	UNISUP, UNIPWR, \$ 12.00 (HNWH)	Jim Lakoduk
KVOX, 1280, 5 KW/1 KW (DA-N)	NOSTALGIA	ABC D, SMN, \$ 11.00 (Torbet)	John Grosen
WDAY, 970, 5 KW (DA-N)	MOR/FUL SER.	NBC, MBS, \$ 22.00 (Katz)	Roger Greenley
KFGO-F, 101.9, 100 KW @ 986, AC		ABC E, \$ 18.00 (CBS)	Richard Voight
KLTA-F, 105.1, 100 KW @ 710, AC		\$ 24.00 (Christal)	Ingstad
KQWB-F, 98.7, 100 KW @ 580, AOR		UNIPWR, \$ 24.00 (HNWH)	Brill
KVOX-F, 99.9, 100 KW @ 440, COUNTRY		ABC D, \$ 25.00 (Torbet)	John Grosen
WDAY-F, 93.7, 100 KW @ 1050, CHR		\$ 25.00 (Katz)	Roger Greenley

Miscellaneous Comments: KVOX changes from COUNTRY to NOSTALGIA...

FAYETTEVILLE, NC

Arbitron Rank/Pop (12+): 121/298,500
 MSA Rank/Pop: 168/261,700
 ADI # Raleigh
 Average Person Ratings: 16.6
 Market TSL: 21.75 hours

Stations: 21/11
 Diaries: 749/399:1/51.7%
 Sample Target: 690
 % Below Line: 12.9
 % Not Listed: 10.7

1989 Revenue: \$7,400,000
 HH Inc.: \$21,576
 Retail \$: 1.8 Bill
 Pop per Station: 27,136
 #1 Biller: WKML-F \$2,200,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WZFX-F (B)	117/23.6	---	17.6	---	17.5	---	167/1670	1046/35.0			31.8	246	1931	WZFX-F
2. WKML-F (C)	72/14.5	---	17.8	---	12.2	---	171/1658	768/25.7			14.2	110	1102	WKML-F
3. WQSM-F (CHR)	64/12.9	---	13.7	---	14.8	---	97/1289	826/27.7			11.1	86	929	WQSM-F
4. WRCQ-F (CL AOR)	35/ 7.1	---	5.2	---	6.1	---	53/528	381/12.8						WRCQ-F
5. WFNC (MOR)	26/ 5.3	---	4.3	---	6.3	---	27/297	291/ 9.7			1.9	15	287	WFNC
6. WSTS-F (R/G)	24/ 4.8	---	3.2	---	4.3	---	50/568	309/10.4			3.5	27	353	WSTS-F
7. WIDU (G)	15/ 3.0	---	4.1	---	5.1	---	15/159	153/ 5.1			3.0	23	297	WIDU
8. WDCG-F (CHR)	14/ 2.8	---	1.9	---	1.8	---	26/498	328/11.0			2.6	20	286	WDCG-F
9. WTRG-F (O)	13/ 2.6	---	0.6	---	1.2	---	29/396	228/ 7.6			1.8	14	109	WTRG-F
10. WRAL-F (AC)	10/ 2.0	---	2.4	---	4.9	---	18/432	185/ 6.2			2.3	18	258	WRAL-F

12+ FM SHARE (METRO): 86.65% (383 of 442) (SPG 89: 86.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZFX-F	1 WZFX-F>>	1 WZFX-F>	1 WZFX-F<	1 WZFX-F<	1 WKML-F>	1 WZFX-F	1 WZFX-F	1 WZFX-F>>	1 WZFX-F>>	1 WZFX-F>>
2	2 WQSM-F	2 WQSM-F	2 WQSM-F	2 WQSM-F	2 WQSM-F	2 WQSM-F	2 WQSM-F	2 WKML-F	2 WKML-F	2 WKML-F
3	3 WRCQ-F	3 WKML-F>	3 WKML-F>>	3 WKML-F	3 WFNC	3 WKML-F>	3 WKML-F>	3 WQSM-F>	3 WQSM-F>	3 WQSM-F
4	4 WKML-F	4 WRCQ-F	4 WRCQ-F	4	4 WZFX-F	4 WFNC >	4 WRCQ-F	4 WRCQ-F	4 WRCQ-F	4
5	5	5	5	5	5 WSTS-F	5 WRCQ-F	5 WFNC	5 WSTS-F	5 WFNC	5

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 WZFX-F>>	1 WZFX-F>>	1 WQSM-F>>	1 WZFX-F	1 WQSM-F>	1 WZFX-F>>	1 WZFX-F>>	1 WZFX-F>>	1 WZFX-F>>	1 WZFX-F
2 WRCQ-F	2 WQSM-F>	2 WZFX-F	2 WQSM-F>	2 WZFX-F	2 WRCQ-F>	2 WRCQ-F	2 WQSM-F	2 WKML-F	2 WKML-F
3 WQSM-F	3 WRCQ-F	3 WRCQ-F>	3 WKML-F	3 WKML-F	3 WKML-F	3 WKML-F	3 WKML-F	3 WRCQ-F	3 WQSM-F>
4 WKML-F	4	4 WKML-F>	4	4	4 WQSM-F>	4 WQSM-F	4 WRCQ-F>	4 WQSM-F	4 WRCQ-F
5 WDCG-F	5	5	5	5	5 WTRG-F>>	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		83 (3)	83 (3)	18.8	19.6	WFAI 1230 Fayetteville	1.2/3.6/ 6/ 106		
AOR/CLASSIC		42 (4)	42 (4)	9.5	6.0	WFMO 860 Fairmont/Lumber	1.4/2.5/ 7/ 95		
AC/OLDIES/SOFT ROCK		36 (5)	36 (5)	8.1	8.4	WJSK-F 102.3 Lumberton	0.8/1.8/ 4/ 73		
MOR/VARIETY	26 (1)		26 (1)	5.9	5.4	WYRU 1160 Red Springs	1.0/2.5/ 7/ 105		
COUNTRY		81 (3)	81 (3)	18.3	22.2	WYZF-F 100.9 Fairmont/Imbrtn	0.6/1.9/ 3/ 92		
BLACK/URBAN		117 (1)	117 (1)	26.5	26.5	WKRR-F 92.3 Asheboro/Grnsbr	0.4/3.1/ 6/ 145		
BEAUTIFUL/EASY NEWS/TALK						WQDR-F 94.7 Raleigh	1.0/4.7/ 21/ 429		
NOSTALGIA	6 (1)		6 (1)	1.4	2.8	WQOK-F 97.5 S. Boston	0.4/1.4/ 2/ 42		
RELIGION/GOSPEL	15 (1)	24 (1)	39 (2)	8.8	8.4	WRDU-F 106.1 Wilson	0.4/2.3/ 7/ 136		
SPANISH						WYLT-F 96.1 Raleigh	1.0/3.2/ 10/ 158		
CLASSICAL						WZNS-F 92.9 Dillon	1.2/2.3/ 18/ 266		
JAZZ/NEW AGE						WZZU-F 93.9 Burlington	1.0/4.2/ 8/ 189		
UNKNOWN/OTHERS	12 (2)		12 (2)	2.7	0.6				
	59 (5)	383 (17)	442 (22)						

RADIO STATIONS

WFNC, 640, 10KW/1 KW (DA-N), MOR/FULL SER.	CBS, \$ 20.00 (Katz)	Cape Fear	Victor Dawson
WIDU, 1600, 1 KW/25 W, GOSPEL	, \$ 8.00 (Roslin)		Wes Cookman
WFAI, 1230, 1 KW, NOST. UNISUP, UNIULT	, \$ 10.00 (McGuild)	Beasley	Danny Highsmith
WKML-F, 95.7, 100 KW @ 1054, COUNTRY	UNIULT, \$ 50.00 (McGuild)	Beasley (LUMBERTON)	Danny Highsmith
WQSM-F, 98.1, 100 KW @ 500, CHR	, \$ 47.00 (Katz)	Cape Fear	Victor Dawson
WRCQ-F, 103.5, 50 KW @ 500, CLASSIC AOR	ABC I, \$ 15.00 (K & P)		(DUNN) Ron Walton
WSTS-F, 96.5, 100 KW @ 850, RELIGION	NBC, UNIULT, \$ 10.00 (---)		Jim Bule
WZFX-F, 100.9, 100 KW @ 984, BLACK	SBN, \$ 38.00 (HNWH)	Joyner	Kelvin Buncum

OTHER RANKED STATIONS -- See Raleigh Miscellaneous Comments: WKDS changes to WRCQ and format from BLACK to CLASSIC AOR (Dec 89)...

FLINT

Arbitron Rank/Pop (12+): 101/351,300
 MSA Rank/Pop: 108/435,900
 ADI # 59 (w/Saginaw)
 Average Person Ratings: 18.1
 Market TSL: 24.00 hours

Stations: 25/10
 Diaries: 882/398:1/53.7%
 Sample Target: 810
 % Below Line: 29.0
 % Not Listed: 13.2

1989 Revenue: \$10,300,000
 HH Inc.: \$26,589
 Retail \$: 3.2 Bill
 Pop per Station: 35,130
 #1 Biller: WCRZ-F \$3,200,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WCRZ-F (AC)	101/15.9	18.2	14.9	14.4	13.1	---	129/1197	999/28.4	34.2	30.1	14.4	95	1023	WCRZ-F
2. WWCK-F (CHR)	69/10.9	11.1	10.0	5.7	5.6	---	80/1120	954/27.2	24.0	24.3	14.4	95	1119	WWCK-F
3. WDZZ-F (B)	67/10.6	12.7	12.6	12.7	17.4	---	67/639	634/18.0	21.3	21.2	16.5	109	968	WDZZ-F
4. WIOG-F (CHR)	63/ 9.9	9.4	13.0	20.2	22.3	---	105/1482	953/27.1	25.8	31.1	9.4	62	1115	WIOG-F
5. WFDF (MOR)	41/ 6.5	6.2	5.9	6.7	4.5	---	51/521	450/12.8	14.5	12.2	5.6	37	351	WFDF
6. WKMF (C)	37/ 5.8	3.7	5.9	4.8	4.0	---	37/339	328/ 9.3	7.4	8.1	3.6	24	270	WKMF
7. WJR (MOR)	34/ 5.4	7.6	7.5	5.0	6.0	---	61/814	518/14.7	16.2	19.6	4.4	29	395	WJR
8. WFLT (REL)	29/ 4.6	1.1	2.6	2.5	1.3	---	29/168	168/ 4.8	2.2	5.1	3.3	22	184	WFLT
9. WKCQ-F (C)	24/ 3.8	3.8	3.6	2.7	2.9	---	41/573	351/10.0	9.9	8.6	2.7	18	240	WKCQ-F
10. WDLZ (AOR)	12/ 1.9	2.4	2.1	3.7	3.8	---	16/246	186/ 5.3	4.6	10.1	4.1	27	218	WDLZ

12+ FM SHARE (METRO): 69.87% (385 of 551) (SPG 89: 70.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWCK-F>>	1 WWCK-F	1 WCRZ-F>	1 WCRZ-F>>	1 WCRZ-F>>	1 WCRZ-F>	1 WCRZ-F>	1 WCRZ-F>	1 WCRZ-F	1 WWCK-F	1 WCRZ-F
2 WIOG-F	WCRZ-F	2 WIOG-F	2 WIOG-F	2 WDZZ-F<	2 WFDF	2 WIOG-F<	2 WIOG-F	2 WWCK-F	2 WCRZ-F	2 WDZZ-F>
3 WDZZ-F	3 WIOG-F	WDZZ-F	WDZZ-F>	3 WIOG-F>	3 WKMF	3 WDZZ-F<	3 WDZZ-F	3 WIOG-F	3 WDZZ-F	3 WJR
4	4 WDZZ-F	4 WWCK-F	4 WWCK-F>	4 WFLT	4 WJR	4 WWCK-F	4 WWCK-F	4 WDZZ-F	4 WJR	WWCK-F
5	5	5	5 WKCQ-F	5 WKCQ-F	5 WDZZ-F	5 WFDF	5 WFDF	5 WKMF	5 WIOG-F	5
6	6	6	6	6 WKMF	6 WFLT	6 WJR	6 WKMF	6 WFDF	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 WWCK-F	1 WCRZ-F	1 WCRZ-F>>	1 WCRZ-F>	1 WCRZ-F>	1 WWCK-F>	1 WWCK-F<	1 WIOG-F>	1 WCRZ-F>	1 WCRZ-F>
2 WDZZ-F>	2 WWCK-F	2 WIOG-F	2 WDZZ-F	2 WDZZ-F	2 WDLZ	2 WIOG-F	2 WWCK-F	2 WIOG-F	2 WIOG-F
3 WIOG-F	WDZZ-F	WDZZ-F	3 WIOG-F	3 WIOG-F>	3 WIOG-F	3 WCRZ-F	WCRZ-F	3 WWCK-F>	3 WKCQ-F
WCRZ-F>>	4 WIOG-F	4 WWCK-F>>	4 WWCK-F	4 WWCK-F	WCRZ-F>>	4 WDLZ	4 WDZZ-F	4 WDZZ-F	4 WDZZ-F
5 WTLZ-F>>	5	5 WKCQ-F	5	5 WFLT	5 WRIF-F	5 WDZZ-F	5 WRIF-F	5 WKCQ-F	5 WWCK-F
6	6	6	6	6	WDZZ-F>>	6	WKCQ-F	6 WDLZ	WKMF

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP	2 (1)	132 (2)	134 (3)	24.3	26.3	WGMZ-F 101.7	Tuscola	1.1/2.5/	16/ 182
AOR/CLASSIC	12 (1)	24 (4)	36 (5)	6.5	3.2	WTAC 600	Flint/Saginaw	0.3/3.5/	3/ 136
AC/OLDIES/ROCK	3 (1)	109 (3)	112 (4)	20.3	18.4	WWCK 1570	Flint	0.3/1.4/	2/ 58
MOR/VARIETY	75 (2)		75 (2)	13.6	18.2				
COUNTRY	37 (1)	34 (3)	71 (4)	12.9	11.6	WCSX-F 94.7	Birmingham	1.1/3.7/	22/ 208
BLACK/URBAN		75 (2)	75 (2)	13.6	16.1	WHND 560	Monroe/Detroit	0.5/1.1/	3/ 58
BEAUTIFUL/EASY		11 (2)	11 (2)	2.0	1.5	WHNN-F 96.1	Bay City/Flint	0.8/4.7/	14/ 331
NEWS/TALK	6 (1)		6 (1)	1.1	0.8	WITL-F 100.7	Lansing	1.1/3.0/	20/ 237
NOSTALGIA						WJOI-F 97.1	Detroit	0.6/1.4/	4/ 56
RELIGION/GOSPEL	31 (2)		31 (2)	5.6	3.6	WKQZ-F 93.3	Midland/Saginaw	0.3/1.5/	8/ 95
SPANISH						WLLZ-F 98.7	Detroit	0.8/2.8/	7/ 121
CLASSICAL						WOMC-F 104.3	Detroit	0.5/1.6/	5/ 136
JAZZ/NEW AGE					0.4	WRIF-F 101.1	Detroit	1.6/4.4/	11/ 192
UNKNOWN/OTHERS						WTLZ-F 107.1	Saginaw	1.3/8.2/	8/ 287
						WWJ 950	Detroit	0.9/4.3/	10/ 229
	166 (9)	385 (16)	551 (25)			WWW-F 106.7	Detroit	0.5/1.6/	15/ 192

RADIO STATIONS

WDLZ, 1330, 5 KW/1 KW (DA-2), AOR	SMN, \$ 14.00 (Christal)	Larry Getz
WFDF, 910, 5 KW/1 KW (DA-N), NOSTALGIA	CBS, \$ 20.00 (HNWH)	Vernon Merritt
WFLT, 1420, 500 W/144 W, RELIGION	MBS, \$ 11.00 (P/W)	Neal Mason
WKMF, 1470, 5 KW/1 KW (DA-N), COUNTRY	, \$ 23.00 (Katz)	John Risher
WCRZ-F, 107.9, 50 KW @ 330, AC	, \$ 67.00 (Katz)	John Risher
WDZZ-F, 92.7, 3 KW @ 256, CHR	, \$ 40.00 (HNWH)	Vernon Merritt
WWCK-F, 105.5, 3 KW @ 328, CHR	NBC, \$ 35.00 (Christal)	Mark Steenbarger

OTHER RANKED STATIONS --- See Detroit or Saginaw...Miscellaneous Comments: WFLT sold for \$225,000...

FORT WAYNE

Arbitron Rank/Pop (12+): 123/294,300
 MSA Rank/Pop: 126/370,900
 ADI # 101
 Average Person Ratings: 17.6
 Market TSL: 23.00 hours

Stations: 16/13
 Diaries: 861/342:1/60.5%
 Sample Target: 690
 % Below Line: 4.1
 % Not Listed: 12.5

1989 Revenue: \$11,700,000
 HH Inc.: \$29,443
 Retail \$: 2.4 Bill
 Pop per Station: 22,638
 #1 Biller: WMEE-F \$3,000,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume
1. WMEE-F (CHR)	103/19.9	19.8	23.4	28.8	24.6	---	209/2624	1184/40.2	39.5	45.1			WMEE-F
2. WAJI-F (AC)	58/11.2	13.7	12.5	18.3	19.1	---	115/1373	694/23.6	24.8	28.0			WAJI-F
3. WOWO-AF (MOR)	53/10.2	8.8	8.8	9.0	7.2	---	108/1905	832/28.3	27.1	23.7			WOWO-AF
4. WBYR-F (O)	47/ 9.1	9.0	9.6	---	---	---	146/1725	716/24.3	21.1	23.4			WBYR-F
5. WXKE-F (AOR)	45/ 8.7	7.4	7.7	9.7	8.3	---	70/759	500/17.0	16.2	16.7			WXKE-F
6. WBTU-F (C)	32/ 6.2	8.8	6.7	6.1	6.8	---	95/1150	403/13.7	16.7	17.8			WBTU-F
7. WQHK (C)	27/ 5.2	6.8	5.2	4.2	8.1	---	37/465	304/10.3	13.9	13.3			WQHK
8. WGL (N/T)	25/ 4.8	4.1	3.3	1.9	1.9	---	31/417	318/10.8	8.5	9.6			WGL
9. WJFX-F (CHR)	19/ 3.7	---	---	---	---	---	19/218	203/ 6.9	0.0	0.0			WJFX-F
WEZV-F (AC)	19/ 3.7	4.9	5.8	6.7	8.5	---	20/300	267/ 9.1	13.7	14.0			WEZV-F

12+ FM SHARE (METRO): 76.38% (346 of 453) (SPG 89: 76.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WMEE-F	1 WMEE-F>>	1 WMEE-F>	1 WMEE-F	1 WMEE-F<	1 WOWO-AF>	1 WMEE-F>	1 WMEE-F	1 WMEE-F>	1 WMEE-F>	1 WOWO
2	2 WXKE-F<	2 WAJI-F	2 WAJI-F	2 WAJI-F>	2 WAJI-F	2 WOWO-AF	2 WAJI-F>	2 WAJI-F	2 WXKE-F	2 WBYR-F
3	3 WBYR-F	3 WXKE-F	3 WXKE-F	3 WXKE-F	3 WMEE-F	3 WAJI-F>	3 WBYR-F<	3 WBYR-F	3 WOWO-AF	3 WGL >
4	4 WAJI-F>	4 WBYR-F	4 WBYR-F	4 WBYR-F	4 WQHK	4 WBYR-F	4 WXKE-F<	4 WXKE-F<	4 WBYR-F	4 WMEE-F
5	5 WJFX-F	5	5 WOWO-AF	5 WOWO-AF	5 WGL	5 WXKE-F	5 WOWO-AF	5 WOWO-AF	5 WJFX-F	5 WXKE-F
6	6	6	6 WBTU-F	6 WBTU-F	6 WBTU-F	6 WQHK	6 WBTU-F	6	6	6
7	7	7	7	7	7	7 WBTU-F	7	7	7 WAJI-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 WMEE-F>>	1 WMEE-F>>	1 WMEE-F>>	1 WMEE-F>>	1 WMEE-F	1 WMEE-F>	1 WXKE-F	1 WXKE-F	1 WXKE-F	1 WXKE-F
2 WXKE-F	2 WAJI-F	2 WAJI-F>	2 WAJI-F>	2 WAJI-F>	2 WXKE-F	2 WBYR-F	2 WBYR-F>	2 WBYR-F	2 WBYR-F
3 WBYR-F>>	3 WXKE-F	3 WXKE-F	3 WBYR-F	3 WOWO-AF>	3 WBYR-F	3 WMEE-F>	3 WMEE-F	3 WMEE-F	3 WAJI-F
4 WJFX-F	4 WBYR-F	4 WBYR-F>	4 WXKE-F>	4 WBYR-F	4 WJFX-F>	4 WAJI-F>	4 WAJI-F>>	4 WAJI-F	4 WMEE-F
5 WEZV-F	5	5	5 WEZV-F	5 WEZV-F	5 WAJI-F>	5 WJFX-F	5	5	5 WOWO-AF
6 WAJI-F>	6	6	6 WBTU-F	6 WBTU-F	6	6	6	6	6 WBTU-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		122 (2)	122 (2)	26.9	26.3	WEZR 1450 Fort Wayne	0.4/2.6/ 2/ 77
AOR/CLASSIC		45 (1)	45 (1)	9.9	8.7	WIFF-F 105.5 Auburn	0.4/3.0/ 2/ 87
AC/OLDIES/SOFT ROCK		124 (3)	124 (3)	27.4	26.3		
MOR/VARIETY	48 (2)	10 (1)	58 (3)	12.8	12.7	CKLW 800 Windsor	1.0/2.3/ 21/ 249
COUNTRY	27 (1)	32 (1)	59 (2)	13.0	13.4	WLW 700 Cincinnati	1.0/2.8/ 17/ 360
BLACK/URBAN						WMRI-F 106.9 Marion	2.1/5.1/ 48/ 627
BEAUTIFUL/EASY	2 (1)	11 (1)	13 (2)	2.9	7.7		
NEWS/TALK	25 (1)		25 (1)	5.5	3.8		
NOSTALGIA	5 (1)		5 (1)	1.1	1.2		
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		2 (1)	2 (1)	0.4			
	107 (6)	346 (10)	453 (16)				

RADIO STATIONS

WGL, 1250, 2.3KW/1 KW (DA-2), NEWS/TALK	CNN, TALKNT, \$ 15.00 (Roslin)	Frank Kovas
WOWO, 1190, 50 KW (DA-N), MOR/FULL SER.	CBS, \$ 35.00 (McGuild)	Jane Bartsch
WQHK, 1380, 5 KW (DA-2), COUNTRY	ABC I, \$ 24.00 (Christal)	Julie Lockard
WAJI-F, 95.1, 39 KW @ 680, AC	, \$ 50.00 (Republic)	Candy Wendling
WBTU-F, 93.3, 50 KW @ 469, COUNTRY	MBS, \$ 27.00 (Torbet)	Carl Lancl
WBYR-F, 98.9, 50 KW @ 453, OLDIES	UNIPWR, \$ 25.00 (Eastman)	Chris Caggiano
WEZV-F, 101.7, 3 KW @ 328, EZ/SOFT AC	, \$ 23.00 (Banner)	Fred Bohn
WJFX-F, 107.9, 2.5 KW @ 350, CONTEMP.	, \$ N/A (---)	(NEW HAVEN)
WMEE-F, 97.3, 26 KW @ 689, CHR	ABC C, \$ 70.00 (Christal)	Federated
WOWO-F, 103.1, 3 KW @ 300, SEE WOWO-A		Julie Lockard
WXKE-F, 103.9, 3 KW @ 328, AOR	SOURCE, \$ 25.00 (HNWH)	Bob Taylor

Miscellaneous Comments: WEZV-F changes to SOFT AC in March...WAWK, WBTU-F sold by Ron Kempff for \$4,000,000 (Richards)

FRESNO

Arbitron Rank/Pop (12+): 71/505,300

MSA Rank/Pop: 82/619,800

Average Person Ratings: 17.4

Market TSL: 23.50 hours

Stations: 28/26
 Diaries: 994/508:1/53.3%
 Sample Target: 890
 % Below Line: 2.3
 % Not Listed: 10.9

1989 Revenue: \$18,500,000
 HH Inc.: \$27,283
 Retail \$: 3.5 Bill
 Pop per Station: 19,434
 #1 Biller: KMJ \$3,100,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KMJ (N/T)	91/10.3	9.8	11.1	5.8	7.6	9.3	144/1573	995/19.7	21.4	16.3	7.2	62	733	KMJ
2. KBOS-F (CHR)	90/10.2	7.4	9.0	8.3	8.1	8.7	186/2274	1103/21.8	17.1	19.2	12.3	106	1276	KBOS-F
3. KFSS-F (O)	63/ 7.2	3.9	5.7	5.3	5.0	5.5	111/1475	816/16.1	14.2	13.1	5.6	48	667	KFSS-F
4. KNAX-F (C)	59/ 6.7	10.0	8.6	9.2	5.6	8.6	63/872	723/14.3	16.1	11.8	9.3	80	871	KNAX-F
5. KJOI-F (EZ)	51/ 5.8	5.9	4.7	5.7	8.8	5.5	95/1173	642/12.7	13.7	12.4	4.4	38	449	KJOI-F
6. KKDJ-F (AOR)	45/ 5.1	4.1	6.1	5.5	5.5	5.2	72/937	592/11.7	13.0	14.7	6.8	59	618	KKDJ-F
7. KZZF-F (AOR)	37/ 4.2	2.4	1.7	2.4	2.2	2.7	66/765	410/ 8.1	5.2	7.3	5.9	51	435	KZZF-F
KTHT-F (SAC)	37/ 4.2	3.5	2.2	1.7	1.8	2.9	40/714	564/11.2	8.2	6.8	2.7	23	397	KTHT-F
9. KRZR-F (CHR)	34/ 3.9	3.6	5.2	4.8	5.1	4.4	39/814	592/11.7	13.1	17.8	5.0	43	652	KRZR-F
10. KFYE-F (AC)	31/ 3.5	3.6	3.1	1.8	2.9	3.0	72/1274	572/11.3	9.2	8.2	2.7	23	437	KFYE-F
11. KJFX-F (CL AOR)	25/ 2.8	6.1	6.0	5.4	4.8	5.1	41/771	477/ 9.4	17.4	16.8	7.1	61	905	KJFX-F
12. KFRE (C)	23/ 2.6	4.9	4.1	2.3	4.0	3.5	67/950	441/ 8.7	8.8	9.4	5.2	45	412	KFRE
KEZL-F (J/NA)	23/ 2.6	2.9	2.8	2.4	2.2	2.7	23/294	294/ 5.8	4.6	5.0	2.7	23	226	KEZL-F
14. KKAM (B)	22/ 2.5	0.5	0.6	0.7	1.2	1.1	24/250	228/ 4.5	3.0	3.5	0.9	8	117	KKAM
15. KGST (SP)	18/ 2.0	2.7	3.8	4.0	4.5	3.1	18/241	241/ 4.8	6.6	6.2	2.3	20	317	KGST
KEYQ (BB)	18/ 2.0	1.9	1.0	1.5	0.9	1.6	23/362	268/ 5.3	2.3	2.0	0.8	7	127	KEYQ
17. KYNO (O)	17/ 1.9	0.8	0.7	1.7	1.2	1.3	18/349	334/ 6.6	4.1	4.4	1.4	12	215	KYNO
18. KJUG-F (C)	16/ 1.8	---	---	0.4	0.3	0.6	71/788	172/ 3.4	0.0	1.7	0.3	3	64	KJUG-F
KFIG-F (AC)	16/ 1.8	2.8	2.5	3.8	3.5	2.7	17/476	425/ 8.4	9.1	12.2	3.1	27	333	KFIG-F
20. KXEX (SP)	14/ 1.6	1.5	1.1	4.2	2.2	2.1	14/178	178/ 3.5	3.4	5.8	0.5	4	77	KXEX

12+ FM SHARE (METRO): 70.96% (557 of 785) (SPG 89: 70.20%)

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 KFSS-F	1 KFSS-F>	1 KFSS-F	1 KMJ >	1 KMJ >	1 KMJ >	1 KBOS-F>	1 KBOS-F>	1 KMJ >>
2	2 KBOS-F>	2 KBOS-F	2 KNAX-F	2 KNAX-F>	2 KJOI-F	2 KBOS-F>	2 KNAX-F<	2 KFSS-F	2 KMJ >	2 KJOI-F<
3	3 KNAX-F	3 KNAX-F<	3 KKDJ-F<	3 KMJ <	3 KFSS-F	3 KFSS-F	3 KFSS-F	3 KMJ <	3 KKDJ-F>	3 KBOS-F
4	4 KZZF-F	4 KKDJ-F	4 KMJ <	4 KKDJ-F<	4 KNAX-F	4 KNAX-F	4 KJOI-F	4 KJOI-F	4 KZZF-F<	4
5	5 KTHT-F<	5 KZZF-F	5 KBOS-F	5 KBOS-F	5	5 KJOI-F	5 KKDJ-F<	5 KNAX-F	5 KFSS-F	5
6	6 KRZR-F	6 KTHT-F	6 KTHT-F	6 KTHT-F	6	6	6 KBOS-F	6 KKDJ-F	6 KRZR-F	6
	7 KFSS-F	7 KRZR-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 KBOS-F>>	1 KBOS-F	1 KTHT-F	1 KFSS-F<	1 KFSS-F>	1 KZZF-F>	1 KKDJ-F	1 KKDJ-F>	1 KKDJ-F	1 KKDJ-F
2 KTHT-F>	2 KTHT-F	2 KNAX-F>	2 KBOS-F	2 KNAX-F	2 KKDJ-F>	2 KZZF-F>	2 KFSS-F	2 KZZF-F	2 KFSS-F
3 KRZR-F	3 KNAX-F>	3 KFSS-F	3 KTHT-F	3 KTHT-F	3 KRZR-F	3 KRZR-F	3 KRZR-F	3 KFSS-F<	3 KMJ <
4 KNAX-F	4 KKDJ-F	4 KBOS-F	4 KNAX-F>	4 KJOI-F	4 KBOS-F>	4 KBOS-F	4 KNAX-F	4 KNAX-F	4 KNAX-F
5 KKDJ-F	5 KFSS-F	5 KKDJ-F>	5 KJOI-F	5 KBOS-F	5 KNAX-F	5 KNAX-F	5 KNAX-F	5 KMJ	5 KEZL-F
6 KJFX-F	6 KRZR-F	6 KFYE-F	6 KFYE-F	6 KFYE-F	6 KJFX-F>>	6 KFSS-F	6 KMJ	6 KBOS-F<	6 KZZF-F
							7 KZZF-F	7 KRZR-F	7 KRZR-F
									KKAM
									KBOS-F

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS			METRO CUME	TSA	TSA
						SHARE/RTG/AQH/CUME					
TOP 40/CHR/CONTEMP		124 (2)	124 (2)	15.8	20.7	KFIG 1430	Fresno	0.6/1.8/	5/	111	
AOR/CLASSIC		107 (3)	107 (3)	13.6	9.0	KIRV 1510	Fresno	0.7/1.4/	7/	102	
AC/OLDIES/SOFT ROCK	17 (1)	151 (5)	168 (6)	21.4	18.5	KOQO 790	Clovis/Fresno	1.1/1.9/	11/	117	
MOR/VARIETY	5 (1)		5 (1)	0.6	0.4	KOQO-F 101.9	Fresno	1.0/4.2/	18/	324	
COUNTRY	23 (1)	79 (3)	102 (4)	13.0	12.0	KRDU 1130	Dinuba	0.5/1.9/	8/	168	
BLACK/URBAN	22 (1)		22 (1)	2.8	2.8	KSEQ-F 97.1	Visalia/Fresno	0.5/2.9/	33/	497	
BEAUTIFUL/EASY		51 (1)	51 (1)	6.5	10.2	KXMX-F 92.1	Madera	1.5/3.0/	13/	165	
NEWS/TALK	91 (1)		91 (1)	11.6	9.2						
NOSTALGIA	18 (1)		18 (1)	2.3	1.0	KUBB-F 96.3	Mariposa/Mdesto	0.5/2.5/	48/	672	
RELIGION/GOSPEL	10 (2)		10 (2)	1.3	0.5						
SPANISH	42 (3)	22 (2)	64 (5)	8.2	15.6						
CLASSICAL											
JAZZ/NEW AGE		23 (1)	23 (1)	2.9							
UNKNOWN/OTHERS											
	228 (11)	557 (17)	785 (28)								

RADIO STATIONS

KEYQ , 980,	500 W/48 W	, Nostalgia	, \$18.00	(CBS)	Americom	Karl Crass
KFRE , 940,	50 KW (DA-2)	, Country	ABC D UNISUP, \$26.00	(HNWH)	First Sierra	Al Grosby
KGST , 1600,	5 KW (DA-N)	, Hispanic	, \$28.00	(Lotus)	Lotus	Dan Cratty
KKAM , 1340,	1 KW	, Black	CBS, \$21.00	(CBS)		Ed Prince
KMJ , 580,	5 KW	, News/Talk	TALKNT NBC, \$56.00	(Katz)	Henry	Al Smith
KOQO , 790,	5 KW/2.5 KW (DA-2)	-- see KOQO-F				
KXEX , 1550,	5 KW/2.5 KW (DA-2)	Hispanic	, \$20.00	(SBS)		S. Sonder
KYNO , 1300,	5 KW/1 KW (DA-N)	, Oldies	SMN, \$18.00	(Banner)	Brown	Trini Amador
KBOS-F, 94.7,	17 KW @ 847	, CHR	ABC FM, \$37.00	(CBS)	(TULARE)	Ed Prince
KFIG-F, 101.1,	50 KW @ 310	, AC	, \$30.00	(Torbet)		Phil Davis
KFSO-F, 92.9,	18 KW @ 847	, Oldies	, \$41.00	(CBS)	Americom (VISALIA)	Karl Crass
KFYE-F, 93.7,	68 KW @ 1912	, AC	, \$33.00	(Katz)	Henry	Al Smith
KJFX-F, 95.7,	18 KW @ 850	, Classic AOR	, \$33.00	(Banner)	Brown	Trini Amador
KJOI-F, 98.9,	19 KW @ 820	, EZ	UNIULT, \$30.00	(MMR)		Scott Moseley
KKDJ-F, 105.9,	2.4 KW @ 1960	, AOR	, \$50.00	(Durpetti)		Wallace Heuser
KNAX-F, 97.9,	48 KW @ 312	, Country	ABC E, \$46.00	(HNWH)	First Sierra	Al Grosby
KOQO-F, 101.9,	2 KW @ 1948	, Hispanic	CRC, \$25.00	(Caballero)	Group III	Ed Distel
KRZR-F, 103.7,	50 KW @ 500	, CHR/AOR	, \$27.00	(Christal)	Olympia (HANFORD)	Jim Votaw
KTHT-F, 102.7,	50 KW @ 500	, Soft AC	, \$31.00	(Christal)		Randy Rahe
KXMX-F, 92.1,	25 KW @ 312	, Hispanic	UPI, \$22.00	(Katz Hisp)	(MADERA)	Pat Ryan
KZZF-F, 107.5,	21 KW @ 783	, AOR	SMN, \$30.00	(Republic)	Liggett (HANFORD)	Michael Scott
KEZL-F, 96.7,	25 KW @ 300	, Jazz/NAC	, \$21.00	(K & P)	(FOWLER)	Bill Donahue

Misc: KEAP changes to KEYQ (Jan) . . . KYNO-F changes to KJFX-F and format from CHR to Classic AOR (March) . . . KOJY-F changes to KJOI-F (Feb) . . . KCLQ changes to KZZF (Feb) . . . KRZR-F sold by Olympia to Fred Sands for \$1,500,000 (MVP) . . . 50% of KEZL-F sold to Atsinger \$650,000...

GRAND RAPIDS

Arbltron Rank/Pop (12+): 66/544,500
 MSA Rank/Pop: 72/674,500
 ADI # 37 (w/Kalamazoo)
 Average Person Ratings: 17.0
 Market TSL: 22.25 hours

Stations: 27/19
 Diaries: 1057/515:1/59.2%
 Sample Target: 920
 % Below Line: 8.9
 % Not Listed: 15.5

1989 Revenue: \$23,800,000
 HH Inc.: \$31,191
 Retail \$: 4.7 Bill
 Pop per Station: 28,657
 \$1 Biller: WCUZ-AF \$3,800,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WGRD-F (CHR)	106/11.5	9.1	8.0	10.6	8.3	9.8	156/2578	1547/28.4	24.8	23.4	16.7	152	1552	WGRD-F
2. WOOD-F (EZ)	92/10.0	9.7	9.5	10.2	11.4	9.9	146/2054	1160/21.3	19.7	22.4	9.7	54	784	WOOD-F
3. WLAV-F (AOR)	63/ 6.8	6.4	8.5	5.8	7.9	6.9	101/1343	836/15.4	17.6	17.5	9.0	82	1140	WLAV-F
WCUZ-F (C)	63/ 6.8	8.5	11.0	7.0	7.0	8.3	120/1500	820/15.1	20.8	16.4	6.8	62	717	WCUZ-F
5. WODJ-F (O)	60/ 6.5	7.4	3.9	0.4	0.7	4.6	104/1555	860/15.8	8.7	2.0	5.9	54	784	WODJ-F
6. WLHT-F (AC)	58/ 6.3	7.2	7.7	7.8	7.7	7.3	71/1213	932/17.1	18.4	15.9	5.6	51	674	WLHT-F
7. WKLQ-F (CHR)	54/ 5.9	5.8	6.5	5.6	4.4	5.9	82/1650	1054/19.4	19.3	19.3	7.1	65	1020	WKLQ-F
8. WOOD (MOR)	47/ 5.1	6.5	6.4	5.5	7.4	5.9	54/813	677/12.4	13.3	14.2	5.1	46	766	WOOD
9. WSNX-F (CHR)	32/ 3.5	2.8	3.2	5.6	3.7	3.8	109/1484	592/10.8	11.9	15.7	3.1	28	578	WSNX-F
10. WYXX-F (SAC)	31/ 3.4	2.9	1.6	2.7	2.1	2.7	35/584	407/ 7.5	7.3	6.2	2.3	21	308	WYXX-F
11. WCUZ (C)	27/ 2.9	1.5	1.5	3.0	3.1	2.2	27/447	410/ 7.5	5.6	8.5	1.4	13	177	WCUZ
12. WMUS-F (C)	25/ 2.7	5.0	4.4	4.2	4.8	4.1	71/1092	458/ 8.4	9.4	12.0	4.2	38	441	WMUS-F
13. WFJM-F (O)	24/ 2.6	3.0	5.5	6.0	3.7	4.3	61/1134	501/ 9.2	12.7	12.3	3.2	29	506	WFJM-F
14. WFUR-F (REL)	18/ 2.0	3.0	2.0	0.7	2.3	1.9	24/634	440/ 8.1	8.5	8.0	1.4	13	401	WFUR-F
15.														

12+ FM SHARE (METRO): 83.72% (653 of 780) (SPG 89: 80.25%)

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

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		192 (3)	192 (3)	24.6	20.0	WGRD 1410	Grand Rapids 0.4/1.6/ 6/ 155
AOR/CLASSIC		67 (2)	67 (2)	8.6	9.7	WHYC 1450	Holland 1.3/3.3/ 19/ 248
AC/OLDIES/SOFT ROCK		177 (5)	181 (6)	23.2	18.5	WJQK-F 99.3	Zeeland/Holland 1.7/5.4/ 20/ 373
MOR/VARIETY	4 (1)	3 (1)	68 (5)	8.7	10.4	WKWM 1140	Kentwood/Gr.Rpd 1.4/2.4/ 16/ 160
COUNTRY	29 (2)	88 (2)	117 (4)	15.0	19.3	WWJQ 1260	Zeeland/Holland 0.4/1.4/ 5/ 89
BLACK/URBAN	13 (1)		13 (1)	1.7	2.1		
BEAUTIFUL/EASY		92 (1)	92 (1)	11.8	14.0	WEVS-F 92.7	Saugatuck 0.4/1.0/ 4/ 89
NEWS/TALK	12 (2)		12 (2)	1.5	1.3	WGN 720	Chicago 0.4/1.8/ 6/ 142
NOSTALGIA						WKBZ 850	Muskegon 0.3/0.9/ 9/ 217
RELIGION/GOSPEL	4 (1)	34 (2)	38 (3)	4.9	4.7	WLCS-F 98.3	N. Muskegon 0.4/1.3/ 12/ 257
SPANISH						WLUP 1000	Chicago 0.9/1.6/ 11/ 118
CLASSICAL						WMUS 1090	Muskegon/GrRpd 0.2/0.2/ 2/ 82
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	127 (11)	653 (16)	780 (27)				

RADIO STATIONS

WCUZ , 1230,	1 KW	—	See WCUZ-FM				
WKWM , 1140,	5 KW (DAYS, DA),		Black	SBN, \$16.00	(Patt)		Richard Culpepper
WOOD , 1300,	5 KW (DA-N)		MOR/Full Service	NBC, \$54.00	(Katz)	United Artists	Jim White
WCUZ-F, 101.3,	50 KW @ 420		Country	ABC I, \$75.00	(Christal)	Federated	Ron Dykstra
WFUR-F, 102.9,	48 KW @ 510		Religion		(Patt)	Kuiper	Bill Kulper
WGRD-F, 97.9,	13 KW @ 590		CHR	ABC C, \$42.00	(Durpetti)	Regional	Jim Davis
WJFM-F, 93.7,	320 KW @ 780		Oldies	CBS, \$36.00	(Mc-Guild)	Fetzer	Jake Phillips
WKLQ-F, 94.5,	50 KW @ 500		CHR/AOR	ABC FM, \$44.00	(Eastman)	Bloomington	Bart Brandmiller
WLAV-F, 96.9,	50 KW @ 500		AOR	SOURCE, \$62.00	(MMR)	Adams	Gary Lewis
WLHT-F, 95.7,	41 KW @ 554		AC		(Republic)	Liggett	Phil Catlett
WODJ-F, 107.3,	50 KW @ 492		Oldies		(Banner)	Goodrich (GREENVILLE)	Bob Lewis
WOOD-F, 105.7,	265 KW @ 810		EZ		(Katz)	United Artists	Jim White
WYXX-F, 96.1,	50 KW @ 492		Soft AC	UNISUP, \$24.00	(Patt)	(HOLLAND)	Chris Martin
WMUS-F, 106.9,	50 KW @ 480		Country	ABC D, \$39.00	(HNWH)	(MUSKEGON)	Tim Achterhoff
WSNX-F, 104.5,	50 KW @ 360		CHR	UNIPWR, \$34.00	(Banner)	Goodrich (MUSKEGON)	Jeff Scarpelli
Misc. Comments	. . . WKTH-AM changes to WGRD-AM (May) . . .						

GREEN BAY

Arbitron Rank/Pop (12+): 183/157,000
 MSA Rank/Pop: 208/193,000
 Average Person Ratings: 18.3
 Market TSL: 23.75 hours

Stations: 14/6
 Diaries: 686/229:1/65.6%
 Sample Target: 550
 % Below Line: 28.9
 % Not Listed: 15.7

1989 Revenue: \$8,000,000
 HH Inc.: \$28,717
 Retail S: 1.5 Bill
 Pop per Station: 26,166
 #1 Biller: WIXX-F \$2,600,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WIXX-F (CHR)	69/24.0	25.3	29.0	192/2499	791/50.4	49.0	31.0	88	880	WIXX-F				
2. WAPL-F (AOR)	52/18.1	14.3	12.2	190/1956	515/32.8	28.0	19.7	56	557	WAPL-F				
3. WGEE (C)	25/ 8.7	8.4	13.1	51/674	345/22.0	20.6	12.0	34	399	WGEE				
4. WQLH-F (SAC)	22/ 7.7	9.2	11.4	46/788	293/18.7	23.2	8.5	24	315	WQLH-F				
5. WDUZ (MOR)	16/ 5.6	9.9	7.3	20/305	253/16.1	23.7	6.0	17	251	WDUZ				
6. WNFL (AC)	15/ 5.2	6.6	8.2	19/324	272/17.3	20.5	2.8	8	211	WNFL				
7. WKFX-F (AC)	14/ 4.9	4.0	1.6	34/549	188/12.0	12.7	1.4	4	114	WKFX-F				
8. WJLW-F (C)	12/ 4.2	7.3	7.3	24/326	195/12.4	16.0	4.6	13	176	WJLW-F				
9.														
10.														

12+ FM SHARE (METRO): 72.31% (175 of 242) (SPG 89: 67.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIXX-F>>	1 WAPL-F	1 WIXX-F<	1 WIXX-F	1 WIXX-F>	1 WGEE >	1 WIXX-F>	1 WAPL-F	1 WIXX-F>	1 WIXX-F>>	1 WIXX-F
2 WAPL-F>>	2 WIXX-F>>	2 WAPL-F>>	2 WAPL-F>	2 WAPL-F>	2 WIXX-F>	2 WAPL-F	2 WIXX-F>	2 WAPL-F>>	2 WAPL-F>	2 WAPL-F
3	3 WQLH-F>	3 WQLH-F	3 WQLH-F	3 WQLH-F	3 WQLH-F	3 WGEE >>	3 WQLH-F>	3 WQLH-F>	3 WNFL >	3
4	4	4 WKFX-F	4 WKFX-F	4 WKFX-F	WNFL	4 WQLH-F	4 WGEE	4	4	4
5	5	5	5	5 WGEE	WDUZ	5	5	5	5	5

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 WIXX-F>>	1 WIXX-F>>	1 WIXX-F	1 WIXX-F>>	1 WIXX-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>
2 WAPL-F>>	2 WAPL-F	2 WQLH-F>>	2 WAPL-F	2 WQLH-F>	2 WIXX-F>>	2 WIXX-F>>	2 WIXX-F>>	2 WIXX-F>>	2 WIXX-F>
3	3 WQLH-F>	3 WAPL-F>	3 WQLH-F>	3 WGEE	3	3	3 WKFX-F>	3 WKFX-F>	3 WKFX-F>
4	4	4 WJLW-F>>	4	4 WDUZ	4	4	4	4	4 WQLH-F
5	5	5	5	5	5	5	5	5	5 WNFL

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS	METRO CUME TSA	TSA
							SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP		69 (1)	69 (1)	28.5	27.9			
AOR/CLASSIC		52 (1)	52 (1)	21.5	15.8	WAUN-F 92.7	Kewaunee	1.0/3.6/ 10/ 164
AC/OLDIES/SOFT ROCK	17 (2)	38 (3)	55 (5)	22.7	12.6	WEMI-F 100.1	Neenah-Menasha	0.3/1.4/ 6/ 171
MOR/VARIETY	16 (1)		16 (1)	6.6	13.4	WNAM	Neenah-Menasha	2.8/7.5/ 41/ 566
COUNTRY	26 (2)	12 (1)	38 (3)	15.7	17.8	WQZZ-F 93.5	New London/Aplt	0.7/4.9/ 27/ 499
BLACK/URBAN		3 (1)	3 (1)	1.2		WQWM 1050	Kaukauna	0.7/2.9/ 11/ 262
BEAUTIFUL/EASY					10.1	WYNE 1150	Kimberly	0.3/2.0/ 28/ 383
NEWS/TALK					1.2			
NOSTALGIA	8 (1)		8 (1)	3.3				
RELIGION/GOSPEL		1 (1)	1 (1)	0.4				
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS					1.2			
	67 (6)	175 (8)	242 (14)					

RADIO STATIONS

WDUZ , 1400, 1 KW , MOR	ABC E, \$18.00 (Mc-Guild)	Michael Watts
WGEE , 1360, 5 KW (DA-N) , Country	ABC D, \$24.00 (Banner)	Midweest D.E. Wright
WNFL , 1440, 5 KW/1 KW (DA-2), AC	NBC, \$20.00 (Katz)	WinCom Craig Eckert
WIXX-F, 101.1, 100 KW @ 1080 , CHR	, \$56.00 (Banner)	Midwest D.E. Wright
WJLW-F, 95.9, 3 KW @ 308 , Country	SMN MBS, \$15.00 (K & P)	(DE PERE) Jack LeDuc
WQLH-F, 98.5, 100 KW @ 500 , Soft AC	ABC E, \$20.00 (Mc-Guild)	Michael Watts

Misc: WDUZ-F changes to WQLH-F and format to Soft AC (Jan) . . .

Other rated stations — See Appleton-Oshkosh

GREENSBORO-WS

Arbitron Rank/Pop (12+): 50/787,400
 MSA Rank/Pop: 56/934,000
 ADI # 49
 Average Person Ratings: 17.4
 Market TSL: 23.00 hours

Stations: 30/21
 Diaries: 1224/643:1/53.9%
 Sample Target: 1100
 % Below Line: 4.9
 % Not Listed: 11.4

1989 Revenue: \$22,000,000
 HH Inc.: \$26,025
 Retail \$: 11.3 Bill
 Pop per Station: 37,495
 #1 Biller: WTQR-F \$4,250,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WTQR-F (C)	209/15.3	18.2	13.8	15.3	15.9	15.7	391/4094	2194/27.9	22.9	27.5	14.4	201	2230	WTQR-F
2. WKRR-F (CL AOR)	163/11.9	10.2	9.6	11.4	9.2	10.8	240/2602	1564/19.9	17.5	17.0	15.0	210	1813	WKRR-F
3. WJMH-F (B)	100/ 7.3	7.1	8.8	7.1	11.5	7.6	159/2070	1293/16.4	18.6	18.9	10.5	146	1702	WJMH-F
4. WMAG-F (AC)	92/ 6.7	5.8	6.9	5.0	5.7	6.1	121/1653	1158/14.7	15.4	14.3	4.8	67	819	WMAG-F
5. WQMG-F (B)	82/ 6.0	5.8	4.5	4.8	4.0	5.3	108/1348	961/12.2	9.9	9.8	11.2	156	1093	WQMG-F
6. WKZL-F (CHR)	78/ 5.7	4.7	6.0	5.6	5.8	5.5	98/1830	1300/16.5	14.6	16.7	4.9	68	1141	WKZL-F
7. WWWB-F (AC)	77/ 5.6	5.8	5.2	4.6	3.9	5.3	125/1766	1012/12.9	11.7	11.6	2.3	32	840	WWWB-F
8. WSJS (N/T)	64/ 4.7	5.8	4.5	3.8	4.8	4.7	67/914	865/11.0	9.6	10.3	4.0	56	773	WSJS
9. WKSI-F (CHR)	64/ 4.7	4.2	3.9	3.4	3.9	4.1	88/2075	1217/15.5	13.1	13.8	5.1	71	850	WKSI-F
10. WMQX-F (O)	47/ 3.4	3.4	4.9	4.2	4.2	4.0	110/1653	831/10.6	12.9	10.5	4.9	69	758	WMQX-F
11. WWMY-F (EZ)	40/ 2.9	3.4	3.0	1.9	2.4	2.8	56/822	547/ 6.9	8.0	5.5				WWMY-F
12. WRDX-F (AC)	20/ 1.5		1.6	1.1	0.4	1.0	47/495	270/ 3.4	2.3	1.3				WRDX-F
WPCM-F (C)	20/ 1.5	1.6	1.4	1.9	2.0	1.6	92/1317	366/ 4.6	4.3	6.3	1.3	18	243	WPCM-F
WAAA (B)	20/ 1.5	0.8	2.0	1.7	1.4	1.5	20/225	225/ 2.9	3.9	3.3	0.9	12	257	WAAA

12+ FM SHARE (METRO): 87.56% (1063 of 1214) (SPG 89: 84.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMH-F<	1 WKRR-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 WTQR-F>
2 WKZL-F	2 WTQR-F	2 WTQR-F>	2 WKRR-F>	2 WKRR-F>	2 WSJS	2 WKRR-F>	2 WKRR-F>	2 WKRR-F>	2 WKRR-F>	2 WSJS
3 WKSI-F	3 WJMH-F	3 WMAG-F<	3 WMAG-F	3 WMAG-F	3 WWWB-F	3 WSJS	3 WMAG-F	3 WJMH-F	3 WJMH-F>	3 WKRR-F
4 WQMG-F	4 WQMG-F<	4 WJMH-F	4 WWWB-F<	4 WWWB-F	4 WMAG-F>	4 WMAG-F	4 WWWB-F	4 WWWB-F	4 WQMG-F	4 WMFR
5 WKRR-F	5 WKZL-F	5 WQMG-F	5 WJMH-F	5 WJMH-F	5 WWMY-F	5 WKZL-F<	5 WJMH-F	5 WMAG-F	5 WKSI-F<	5 WQMG-F
6	6 WKSI-F	6 WWWB-F	6 WQMG-F	6 WQMG-F	6	6 WQMG-F	6 WQMG-F	6 WQMG-F	6 WSJS	6 WJMH-F
7	7 WMAG-F	7	7 WMQX-F	7	7	7	7 WKZL-F	7 WKZL-F	7 WKZL-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 WKRR-F	1 WKRR-F>	1 WMAG-F	1 WTQR-F	1 WTQR-F>	1 WKRR-F>>	1 WKRR-F>>	1 WKRR-F>>	1 WKRR-F>	1 WKRR-F
2 WKZL-F<	2 WJMH-F<	WKRR-F	2 WMAG-F	2 WMAG-F	2 WTQR-F	2 WTQR-F	2 WTQR-F	2 WTQR-F>	2 WTQR-F>>
3 WKSI-F	3 WMAG-F<	3 WTQR-F	3 WKRR-F	3 WMAG-F	3 WQMG-F	3 WQMG-F>	3 WQMG-F>	3 WQMG-F	3 WMAG-F
4 WKSI-F	4 WTQR-F	4 WJMH-F	4 WJMH-F	4 WKRR-F	4 WKSI-F	4 WJMH-F<	4 WJMH-F	4 WJMH-F	4 WJMH-F<
5 WTQR-F	5 WKZL-F	5 WKZL-F	5 WKZL-F	5 WJMH-F	5 WKZL-F	5 WKSI-F	5 WMQX-F	5 WWWB-F	5 WWWB-F
6 WQMG-F	6 WKSI-F	6 WWWB-F	6 WWWB-F	6 WMQX-F	6 WJMH-F>>	6	6 WKSI-F	6 WMAG-F	6 WQMG-F
7 WMAG-F	7	7 WMQX-F	7 WQMG-F	7	7	7	7	7	7
		8 WKSI-F	8 WKSI-F						

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		147 (3)	147 (3)	12.1	12.1	WGLD	1320 Greensboro	0.5/1.4/ 7/	114	
AOR/CLASSIC		167 (2)	167 (2)	13.8	10.0	WHPE-F	95.5 High Point	0.7/2.9/ 27/	469	
AC/OLDIES/SOFT ROCK		247 (6)	247 (6)	20.3	16.9	WMFR	1230 High Point	1.2/3.0/ 17/	237	
MOR/VARIETY					6.7	WPET	950 Greensboro	0.6/1.3/ 9/	125	
COUNTRY		244 (4)	244 (4)	20.1	20.6	WQMG	1510 Greensboro	1.2/1.5/ 16/	126	
BLACK/URBAN	36 (2)	187 (3)	223 (5)	18.4	20.9	WTNC	790 Thomasville	1.1/2.7/ 16/	228	
BEAUTIFUL/EASY		40 (1)	40 (1)	3.3	3.0	WTOB	1380 Winston-Salem	0.3/2.1/ 4/	187	
NEWS/TALK	64 (1)		64 (1)	5.3		WWGL-F	94.1 Lexington/WS	1.0/2.8/ 19/	396	
NOSTALGIA	28 (3)		28 (3)	2.3	3.5					
RELIGION/GOSPEL	23 (2)	24 (2)	47 (4)	3.9	5.9	WDCC-F	105.1 Durham/Raleigh	0.4/2.8/ 46/	839	
SPANISH						WEZC-F	102.9 Hickory/Chrltte	0.4/1.4/ 19/	378	
CLASSICAL						WFMX-F	105.7 Statesville	0.7/4.1/ 55/	1041	
JAZZ/NEW AGE						WMXC-F	104.7 Charlotte	0.4/1.7/ 35/	487	
UNKNOWN/OTHERS		7 (1)	7 (1)	0.6	0.4	WPEG-F	97.9 Concord	0.4/1.6/ 32/	379	
	151 (8)	1063 (22)	1214 (30)			WRFX-F	99.7 Kannapolis/Chrl	0.5/1.6/ 32/	497	
						WSOC-F	103.7 Charlotte	0.4/2.2/ 61/	1102	
						WZZU-F	93.9 Burlington/Rlgh	0.3/1.7/ 26/	636	

RADIO STATIONS

WAAA ,	980,	1 KW/69 W	,	Black	NBN,	\$17.00	(Roslin)	Mutter Evans
WMFR ,	1230,	1 KW	,	Nostalgia	ABC I APR,	\$21.00	(Christal)	Dick Harlow
WSJS ,	600,	5 KW (DA-2)	,	MOR/Full Service	NBC MBS,	\$44.00	(Mc-Guild)	Tom Kennedy
WHPE-F,	95.5,	100 KW @ 522	,	Religion	,	\$14.00	(---)	Judd Mast
WJMH-F,	102.1,	66 KW @ 1165	,	Black/Urban	,	\$50.00	(HNWH)	Beasley (REIDSVILLE) Roger Stockton
WKRR-F,	92.3,	100 KW @ 1288	,	Classic AOR	,	\$70.00	(Katz)	Dick Allen Dick
WKSI-F,	98.7,	100 KW @ 1035	,	CHR	,	\$42.00	(Republic)	Bahakel
WKZL-F,	107.5,	100 KW @ 500	,	CHR	ABC R,	\$45.00	(Banner)	Nationwide Chuck Holloway
WMAG-F,	99.5,	100 KW @ 1500	,	AC	,	\$77.00	(Christal)	Voyager Dick Harlow
WMOX-F,	93.1,	100 KW @ 1099	,	Oldies	,	\$39.00	(Durpetti)	Guild Jeff Silver
WPCM-F,	101.1,	100 KW @ 1176	,	Country	MBS,	\$23.00	(---)	(BURLINGTON) Catherine Harris
WQMG-F,	97.1,	100 KW @ 1234	,	Black	RADRAD,	\$40.00	(Banner)	Nancy Cooper
WTQR-F,	104.1,	100 KW @ 1420	,	Country	MBS,	\$94.00	(Mc-Guild)	New Market Tom Kennedy
WWMY-F,	94.5,	100 KW @ 982	,	EZ	UNIULT,	\$25.00	(Katz)	Ragan Henry (EDEN) Michael Whalen
WWWB-F,	100.3,	100 KW @ 1035	,	AC	UNISUP UNIULT,	\$46.00	(MMR)	Mann Ed Weiss
WWGL-F,	94.1,	100 KW @ 485	,	Religion	,	\$17.00	(---)	(LEXINGTON) Bill Hilton

GREENVILLE - NEW BERN - WASHINGTON, NC

Arbitron Rank/Pop (12+): 85/418,800
 MSA Rank/Pop: NA
 ADI # 105
 Average Person Ratings: 17.1
 Market TSL: 22.75 hours

Stations: 21/18
 Diaries: 976/429:1/56.6%
 Sample Target: 810
 % Below Line: 7.8
 % Not Listed: 15.5

1989 Revenue: NA
 HH Inc.: NA
 Retail \$: 2.8 Bll
 Pop per Station: 23,266
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume
1. WIKS-F (B)	134/18.7	20.2	16.9	19.6	23.1	---	161/1683	1170/27.9	29.7	28.2			WIKS-F
2. WRNS-F (C)	123/17.2	11.1	14.6	15.0	14.4	---	148/1636	1096/26.2	22.0	24.3			WRNS-F
3. WDLX-F (CHR)	61/ 8.5	8.6	11.0	9.6	11.6	---	112/1768	846/20.2	20.3	22.4			WDLX-F
4. WNCT-F (EZ)	35/ 4.9	6.0	6.1	7.9	5.8	---	78/845	403/ 9.6	12.4	11.7			WNCT-F
WKOO-F (O)	35/ 4.9	4.9	3.5	3.9	2.0	---	41/460	403/ 9.6	8.5	8.5			WKOO-F
6. WZYC-F (AOR)	34/ 4.8	3.7	4.7	8.2	7.0	---	34/552	526/12.6	11.2	12.9			WZYC-F
7. WRDU-F (AOR)	25/ 3.5	1.5	1.9	1.7	2.4	---	110/1049	287/ 6.9	4.8	4.5			WRDU-F
8. WTRG-F (AC)	23/ 3.2	2.7	1.9	0.9	0.8	---	82/1018	276/ 6.6	8.1	5.7			WTRG-F
9. WXQR-F (AOR)	22/ 3.1	3.0	1.9	2.9	3.1	---	32/226	189/ 4.5	5.5	3.7			WXQR-F
WSFL-F (AC)	22/ 3.1	4.2	7.2	6.2	7.6	---	23/493	424/10.1	12.0	15.0			WSFL-F
11. WHITE-F (B)	18/ 2.5	3.8	3.2	2.9	---	---	62/702	295/ 7.0	8.1	6.6			WHITE-F

12+ FM SHARE (METRO): 94.04% (568 of 604) (SPG 89: 89.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIKS-F>>	1 WIKS-F>	1 WIKS-F	1 WRNS-F	1 WRNS-F	1 WRNS-F>>	1 WRNS-F	1 WRNS-F	1 WIKS-F<	1 WIKS-F>>	1 WIKS-F>>
2 WDLX-F	2 WRNS-F	2 WRNS-F>	2 WIKS-F>>	2 WIKS-F>>	2 WIKS-F	2 WIKS-F>>	2 WIKS-F>	2 WRNS-F>>	2 WRNS-F	2 WRNS-F>>
3	3 WDLX-F>	3 WDLX-F>	3 WKOO-F	3 WKOO-F	3 WNCT-F	3 WDLX-F>	3 WDLX-F	3 WDLX-F>	3 WDLX-F>	3 WDLX-F
4	4 WZYC-F	4 WZYC-F	4 WTRG-F	4 WTRG-F	4 WKOO-F	4 WKOO-F	4 WNCT-F	4 WKOO-F<	4 WZYC-F	4
5	5	5 WKOO-F	5	5 WZYC-F	5	5 WNCT-F	5 WKOO-F	5 WNCT-F	5	5
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 WIKS-F>>	1 WIKS-F>>	1 WIKS-F>	1 WIKS-F>	1 WRNS-F		1 WDLX-F	1 WIKS-F	1 WIKS-F	1 WRNS-F<	1 WRNS-F>
2 WDLX-F	2 WRNS-F>	2 WRNS-F>>	2 WRNS-F>>	2 WIKS-F>>		2 WIKS-F>	2 WDLX-F	2 WRNS-F>	2 WIKS-F>	2 WIKS-F>>
3 WRNS-F	3 WDLX-F>	3 WKOO-F	3 WDLX-F	3 WKOO-F		3 WXQR-F>	3 WRNS-F	3 WZYC-F>>	3 WDLX-F>	3 WZYC-F
4 WRDU-F>	4 WRDU-F	4 WSFL-F	4 WKOO-F	4 WTRG-F		4 WRDU-F	4 WZYC-F	4 WVY-F	4 WZYC-F	4 WKOO-F
5 WZYC-F	5	5 WDLX-F	5 WSFL-F	5 WSFL-F		5 WRNS-F	5 WXQR-F	5 WHITE-F	5 WXQR-F	5
WXQR-F>	6	6	6	6		6	6	6 WDLX-F>	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		61 (1)	61 (1)	10.1	13.1	WCZI-F 98.3	Washington/Grnv	0.6/1.7/	4/ 90
AOR/CLASSIC		81 (3)	81 (3)	13.4	9.8	WELS 1010	Kinston	1.5/2.9/	11/ 121
AC/OLDIES/SOFT ROCK		96 (5)	96 (5)	15.9	13.6	WJNC 1240	Jacksonville	0.8/1.8/	6/ 75
MOR/VARIETY	6 (1)		6 (1)	1.0	1.4	WOOW 1340	Greenville	1.7/2.3/	12/ 98
COUNTRY	13 (2)	131 (2)	144 (4)	23.8	20.8	WRHT-F 96.3	Morehead City	0.8/3.2/	6/ 135
BLACK/URBAN		152 (2)	152 (2)	25.2	22.7	WRNS 960	Kinston	0.3/0.9/	6/ 65
BEAUTIFUL/EASY		35 (1)	35 (1)	5.8	6.9	WRQR-F 94.3	Farmville/Grnvl	1.4/3.7/	11/ 204
NEWS/TALK	5 (1)		5 (1)	0.8		WRRF 930	Washington	0.7/1.5/	6/ 86
NOSTALGIA						WVY-F 99.5	Grifton	1.1/2.9/	8/ 122
RELIGION/GOSPEL	12 (1)		12 (1)	2.0	4.1	WKTC-F 96.9	Tarboro/Rky Mnt	1.1/4.5/	52/ 748
SPANISH CLASSICAL									
JAZZ/NEW AGE		4 (1)	4 (1)	0.7					
UNKNOWN/OTHERS		8 (1)	8 (1)	1.3	7.6				
	36 (5)	568 (16)	604 (21)						

RADIO STATIONS

WELS, 1010, 1 KW (DAYS)	, COUNTRY	, \$ 10.00 (---	(KINSTON)	Jack Hankins
WOOW, 1340, 1 KW (DA-1)	, GOSPEL	, \$ 9.00 (Southern)	(GREENVILLE)	Jim Rouse
WDLX-F, 93.3, 100 KW @ 1780, CHR	ABC F, \$ 31.00 (Banner)		(WASHINGTON)	Zoth Pitts
WHITE-F, 103.7, 50 KW @ 330, BLACK	, \$ 13.00 (McGuild)		(WILLIAMSTON)	Louis Miller
WIKS-F, 101.9, 100 KW @ 983, BLACK	ABC C, UNIULT, \$ 37.00 (HNWH)		(NEW BERN)	Mike Brinkley
WKOO-F, 98.7, 100 KW @ 978, OLDIES	, \$ 17.00 (Eastman)		(JACKSONVILLE)	Ron Brown
WNCT-F, 107.9, 100 KW @ 1701, EZ	ABC E, CBS, \$ 21.00 (MMR)		Park (WASHINGTON)	Joe Mule
WRNS-F, 95.1, 100 KW @ 1500, COUNTRY	UNIULT, \$ 39.00 (McGuild)		Pinnacle (KINSTON)	Webster James
WSFL-F, 106.5, 100 KW @ 915, AC	UNIPWR, \$ 18.00 (Eastman)		Caravelle (NEW BERN)	Jerry McKeown
WXQR-F, 105.5, 3 KW @ 300, AOR	SOURCE, ABC F, \$ 13.00 (Market4)		(JACKSONVILLE)	Bill Waldron
WZYC-F, 103.3, 100 KW @ 593, AOR	ABC R, \$ 16.00 (Christal)		(NEWPORT)	Ben Ball

OTHER RANKED STATIONS -- See Raleigh

GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 58/643,400

MSA Rank/Pop: 81/623,800
ADI # 35 (w/Asheville)
Average Person Ratings: 17.4
Market TSL: 23.00 hours

Stations: 25/19
Diaries: 1395/461:1/52.1%
Sample Target: 1010
% Below Line: 5.8
% Not Listed: 10.7

1989 Revenue: \$20,000,000
HH Inc.: \$23,181
Retail \$: 4.9 Bill
Pop per Station: 33,863
#1 Biller: WESC-AF \$4,800,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WMYI-F (AC)	144/12.9	15.9	11.4	10.4	9.4	12.6	245/2855	1580/24.6	25.1	19.8	14.3	163	1685	WMYI-F
2. WESC-F (C)	142/12.7	11.3	11.8	12.8	9.3	12.1	257/2700	1488/23.1	22.2	20.8	1.2	14	218	WESC-F
3. WSSL-F (C)	123/11.0	8.5	9.3	11.1	8.4	10.0	202/2313	1343/20.9	17.4	19.6	12.0	137	1345	WSSL-F
4. WANS-F (CHR)	105/ 9.4	8.7	8.3	9.3	10.4	8.9	150/2051	1472/22.9	19.2	18.5	12.7	145	1418	WANS-F
5. WSPA-F (EZ)	93/ 8.3	8.5	7.9	7.2	7.3	8.0	137/1479	863/13.4	14.9	14.7	3.5	40	625	WSPA-F
6. WCKN-F (CL AOR)	67/ 6.0	3.9	5.4	5.7	4.1	5.3	78/1243	840/13.1	11.6	10.3	8.2	93	991	WCKN-F
7. WLWZ-F (B)	63/ 5.6	5.2	6.1	6.1	7.8	5.8	63/634	634/ 9.9	9.3	11.5	8.1	92	1044	WLWZ-F
8. WFBC-F (AC)	56/ 5.0	5.5	5.6	7.9	9.0	6.0	77/1230	812/12.6	16.3	21.0	2.9	33	655	WFBC-F
9. WCKZ-F (CHR)	35/ 3.1	5.4	4.4	3.8	3.8	4.2	86/1031	445/ 6.9	8.3	8.3	4.5	51	647	WCKZ-F
10. WPJM (BB)	34/ 3.0	2.7	---	---	---	1.4	34/249	239/ 3.7	0.0	0.0	---	---	---	WPJM
11. WFBC (N/T)	18/ 1.6	2.0	2.0	1.5	2.5	1.8	18/255	238/ 3.7	5.1	5.5	2.3	26	417	WFBC
12. WHYZ (B)	16/ 1.4	1.0	3.0	0.7	1.3	1.5	16/243	227/ 3.5	2.8	2.7	2.0	23	401	WHYZ
WBBO-F (J/NA)	16/ 1.4	1.5	1.6	1.1	2.1	1.4	26/437	234/ 3.6	5.5	5.6	1.6	18	232	WBBO-F
14. WSPA (MOR)	14/ 1.3	2.8	2.1	2.1	2.3	2.1	16/388	307/ 4.8	6.8	5.8	1.1	13	224	WSPA
15.														

12+ FM SHARE (METRO): 89.10% (891 of 1000) (SPG 89: 88.45%)

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

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		42 (2)	42 (2)	4.2	7.2	WCKI	1300	Greer	0.4/1.0/	5/ 63
AOR/CLASSIC		67 (1)	67 (1)	6.7	4.7	WESC	660	Greenville	0.9/2.1/	12/ 213
AC/OLDIES/SOFT ROCK		216 (4)	216 (4)	21.6	22.1	WMJU-F	94.5	Greenville	0.8/4.3/	17/ 454
MOR/VARIETY	14 (1)		14 (1)	1.4	2.7	WRIX	1020	Homeland Path	0.6/1.4/	8/ 104
COUNTRY	10 (1)	274 (3)	284 (4)	28.4	23.2	WRIX-F	103.1	Home.Path/Ander	0.8/2.2/	11/ 173
BLACK/URBAN	16 (1)	63 (1)	79 (2)	7.9	11.5	WTBI	1540	Pickens	0.4/1.0/	4/ 66
BEAUTIFUL/EASY		102 (2)	102 (2)	10.2	9.5					
NEWS/TALK	18 (1)		18 (1)	1.8	2.8	WFGW	1010	Black Mountain	0.1/0.6/	0/ 0
NOSTALGIA	34 (1)		34 (1)	3.4		WFOK-F	97.1	Gainsville	0.7/2.2/	27/ 443
RELIGION/GOSPEL	12 (3)	6 (1)	18 (4)	1.8	1.0	WMIT-F	106.9	Black Mountain	0.5/1.3/	28/ 533
SPANISH						WWMG-F	96.1	Shelby	0.7/2.7/	24/ 321
CLASSICAL						WZZG-F	95.1	Charlotte	0.6/1.3/	10/ 202
JAZZ/NEW AGE		16 (1)	16 (1)	1.6	2.4					
UNKNOWN/OTHERS	5 (1)		5 (1)	0.5	1.0					
	109 (9)	786 (15)	1000 (24)							

RADIO STATIONS

WFBC , 1330, 5 KW (DA-N) , News/Talk	NBC SUN, \$23.00 (Katz)	Multimedia	Jeff Outten
WHYZ , 1070, 50 KW (DAYS,DA) , Black	\$25.00 (K & P)		Martin McClung
WPJM , 800, 1 KW (DAYS) , Nostalgia	ABC I, \$19.00 (---)	(GREER)	John Salter
WSPA , 950, 5 KW (DA-N) , MOR	CBS, \$24.00 (Mc-Guild)		Larry Alverson
WANS-F, 107.3, 100 KW @ 1010 , CHR	\$50.00 (Chrystal)	Degree (ANDERSON)	Ron Thompspon
WBBO-F, 93.3, 93 KW @ 2030 , Jazz/NAC	\$25.00 (---)	(FOREST CITY)	Ron Trapp
WCKN-F, 101.1, 100 KW @ 986 , Classic AOR	ABC R, \$45.00 (Durpetti)	ABS (ANDERSON)	Kerry Fink
WFBC-F, 93.7, 100 KW @ 1850 , AC	ABC D, \$65.00 (Katz)	Multimedia	Jeff Outten
WESC-F, 92.5, 100 KW @ 2000 , Country	ABC E, \$95.00 (Banner)		Allen Power
WLWZ-F, 103.9, 3 KW @ 328 , Black	\$32.00 (HNWH)	Voyager	Bill Johnston
WMJU-F, 94.5, 100 KW @ 1200 , EZ	APR, \$18.00 (---)		Jim Dickson
WMYI-F, 102.5, 20 KW @ 1782 , AC	\$88.00 (Republic)	AmCom (HNDRSNVLE)	Leigh Earle-Walker
WSPA-F, 98.9, 100 KW @ 1910 , EZ	\$40.00 (Mc-Guild)		Larry Alverson
WSSL-F, 100.5, 100 KW @ 1241 , Country	UNIPWR, \$44.00 (Chrystal)	Capstar (GRAY COURT)	John Cullen

HARRISBURG

Arbitron Rank/Pop (12+): 74/497,200

Stations: 28/17
Diaries: 1012/491:1/58.1%
Sample Target: 880
% Below Line: 19.7
% Not Listed: 13.1

1989 Revenue: \$13,100,000
HH Inc.: \$29,989
Retail \$: 4.9 Bill
Pop per Station: 29,247
#1 Biller: WYMK-F \$5,700,000

MSA Rank/Pop: 86/593,700

ADI # 45 (w/Lancaster & York)

Average Person Ratings: 17.4

Market TSL: 23.25 hours

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WNNK-F (CHR)	150/17.4	15.3	19.6	17.0	19.0	17.3	170/2073	1688/34.0	37.1	38.3	21.9	151	1682	WNNK-F
2. WTPA-F (AOR)	71/ 8.2	6.7	6.6	6.3	6.6	6.9	113/1189	730/14.7	12.6	12.5	12.4	86	774	WTPA-F
3. WRKZ-F (C)	61/ 7.1	6.9	9.7	7.2	9.9	7.7	135/1659	678/13.6	16.7	18.6	5.9	41	533	WRKZ-F
4. WNCB-F (EZ)	60/ 6.9	5.8	4.5	6.0	7.4	5.8	176/1815	591/11.9	8.8	12.0	4.1	28	307	WNCB-F
5. WHP (MOR)	57/ 6.6	6.4	5.9	5.4	6.1	6.1	67/867	712/14.3	15.7	15.0	5.9	41	479	WHP
6. WWKL-F (O)	54/ 6.3	5.3	3.6	4.6	2.9	4.9	97/1187	603/12.1	7.9	6.6	5.6	39	417	WWKL-F
7. WQXA-F (CHR)	35/ 4.1	4.8	5.6	3.9	2.8	4.6	113/1819	610/12.3	14.4	12.6	8.2	57	846	WQXA-F
WLBR (MOR)	35/ 4.1	3.5	2.0	3.0	2.2	3.2	38/474	409/ 8.2	6.5	6.2				WLBR
9. WHYL (BB)	32/ 3.7	4.1	3.6	0.7	0.2	3.0	43/458	341/ 6.9	5.9	0.0	1.3	9	146	WHYL
10. WIMX-F (AC)	26/ 3.0	4.1	5.4	4.1	4.6	4.2	32/718	573/11.5	12.5	12.0	5.9	41	470	WIMX-F
WHYL-F (C)	26/ 3.0	2.0	2.6	2.9	3.9	2.6	26/349	316/ 6.4	5.8	8.9	3.6	25	369	WHYL-F
12. WXBB-F (SAC)	25/ 2.9	5.0	3.6	6.3	4.8	4.4	37/841	556/11.2	10.4	12.1	4.1	28	380	WXBB-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 79.76% (599 of 751) (SPG 89: 84.78%)

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 WNNK-F>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>	1 WNNK-F>>
2 WQXA-F	2 WTPA-F>>	2 WTPA-F>	2 WWKL-F<	2 WWKL-F	2 WNCB-F<	2 WHP	2 WNCB-F<	2 WTPA-F	2 WQXA-F<	2 WHP >
3	3 WRKZ-F	3 WWKL-F	3 WTPA-F>	3 WTPA-F	3 WHP >	3 WTPA-F	3 WTPA-F<	3 WNCB-F	3 WTPA-F	3 WTPA-F
4	4 WQXA-F	4 WRKZ-F	4 WRKZ-F>	4 WRKZ-F>	4 WRKZ-F<	4 WRKZ-F	4 WRKZ-F<	4 WRKZ-F<	4 WRKZ-F	4 WRKZ-F <
5	5 WHTF-F	5	5 WIMX-F	5 WNCB-F	5 WWKL-F	5 WWKL-F	5 WRKZ-F	5 WWKL-F	5 WLBR	5 WRKZ-F
6	6	6		WIMX-F	6 WLBR	6	6 WHP	6	WHP	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 WTPA-F	1 WTPA-F>>	1 WTPA-F>>	1 WTPA-F	1 WTPA-F
2 WQXA-F	2 WTPA-F>	2 WTPA-F	2 WRKZ-F	2 WRKZ-F	2 WNNK-F>>	2 WNNK-F>	2 WNNK-F	2 WNNK-F>	2 WNNK-F<
3 WTPA-F>>	3 WQXA-F	3 WRKZ-F>	3 WWKL-F	3 WWKL-F>	3 WQXA-F	3 WHTF-F	3 WWKL-F	3 WWKL-F>	3 WWKL-F>
4	4 WRKZ-F	4 WXBB-F	4 WTPA-F	4 WIMX-F	4 WHTF-F>>	4 WRKZ-F	4 WRKZ-F	4 WRKZ-F<	4 WRKZ-F>
5	5 WXBB-F	5 WWKL-F	5 WXBB-F	5 WNCB-F	5	5 WQXA-F	5 WHTF-F>>	5 WHTF-F	5
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		193 (4)	193 (4)	25.7	28.6	WAHT 1510	0.6/1.1/ 9/ 101		
AOR/CLASSIC		102 (4)	102 (4)	13.6	10.0	WCMB 1460	1.0/3.5/ 10/ 215		
AC/OLDIES/SOFT ROCK	9 (1)	127 (5)	136 (6)	18.1	19.4	WHGB 1400	0.3/1.8/ 5/ 109		
MOR/VARIETY	100 (4)		100 (4)	13.3	10.0	WKBO 1230	0.9/4.5/ 12/ 246		
COUNTRY		102 (4)	102 (4)	13.6	18.2	WQIN 1290	0.3/1.0/ 4/ 65		
BLACK/URBAN						WUFM-F 100.1	1.5/3.1/ 14/ 195		
BEAUTIFUL/EASY		60 (1)	60 (1)	8.0	9.5	WYGL-F 100.5	0.3/0.9/ 6/ 120		
NEWS/TALK	8 (1)		8 (1)	1.1					
NOSTALGIA	32 (1)		32 (1)	4.3	1.6	WARM-F 103.3	1.0/3.1/135/1570		
RELIGION/GOSPEL	3 (1)	12 (1)	15 (2)	2.0	1.6	WDAC-F 94.5	1.4/4.6/ 60/ 791		
SPANISH						WGRX-F 100.7	0.9/3.5/ 35/ 641		
CLASSICAL						WGTY-F 107.7	0.8/2.2/ 75/ 642		
JAZZ/NEW AGE						WHTF-F 92.7	2.3/6.0/ 57/ 922		
UNKNOWN/OTHERS		3 (1)	3 (1)	0.4	1.2	WIOV-F 105.1	0.9/2.0/ 73/ 859		
	152 (8)	599 (20)	751 (28)			WLAN-F 96.9	0.3/2.7/ 63/1220		
						WQXX-F 94.1	0.3/1.8/ 26/ 312		
						WYCR-F 98.5	0.6/4.2/ 90/1509		

RADIO STATIONS

WCMB , 1460, 5 KW (DA-N)	Oldies	NBC UNISUP, \$15.00	(Eastman)		
WHP , 580, 5 KW (DA-N)	MOR/Full Service	CBS NBC, \$34.00	(MMR)	Commonwealth	Ken Gaines
WHYL , 960, 5 KW/22 W (DA-1)	Nostalgia	UNIULT, \$16.00	(--)	(CARLISLE)	Lincoln Zeve
WLBR , 1270, 5 KW/1 KW (DA-2)	MOR	ABC I, \$17.00	(K & P)		Lester Etter
WHYL-F, 102.3, 3 KW @ 328	Country	CNN UNIULT, \$88.00	(--)	(CARLISLE)	Lincoln Zeve
WIMX-F, 99.3, 3 KW @ 328	AC	, \$34.00	(Eastman)		Brian Danzi
WNNK-F, 104.1, 22 KW @ 725	CHR	APR, \$101.00	(Christal)	Keymarket	Carol O'Leary
WRKZ-F, 106.7, 14 KW @ 928	Country	ABC E, \$80.00	(Torbet)	Zimmerman (HERSHEY)	Nancy Tulli
WTPA-F, 93.5, 1 KW @ 620	AOR	ABC R, \$31.00	(Republic)		Michael Brandon
WWKL-F, 94.9, 25 KW @ 700	Oldies	UNIULT, \$37.00	(Katz)	Barnstable	Dana Harmon
WXBB-F, 97.3, 17 KW @ 840	Soft AC	, \$32.00	(MMR)	Commonwealth	Ken Gaines

Other ranked stations -- See York or Lancaster
Misc: WHP-F changes to WXBB-F in Feb and format to Soft AC . . .

HARTFORD

Arbitron Rank/Pop (12+): 40/982,400
 MSA Rank/Pop: 44/1,114,300
 Average Person Ratings: 17.2
 Market TSL: 22.75 hours

Stations: 25/16
 Diaries: 1290/762:1/51.4%
 Sample Target: 1230
 % Below Line: 14.9
 % Not Listed: 13.3

1989 Revenue: \$36,900,000
 HH Inc.: \$37,576
 Retail \$: 10.0 Bill
 Pop per Station: 61,400
 #1 Biller: WTIC \$9,200,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WTIC (MOR)	316/18.7	16.8	15.0	15.5	15.9	16.5	392/4101	2976/30.3	28.4	33.6	13.6	208	2468	WTIC
2. WTIC-F (CHR)	140/ 8.3	10.5	11.2	12.7	13.7	10.7	245/4584	2621/26.7	29.8	30.7	12.4	190	2850	WTIC-F
3. WRCH-F (EZ)	127/ 7.5	8.2	7.6	8.0	9.0	7.8	206/3123	1760/17.9	17.0	19.6	6.6	101	1108	WRCH-F
4. WKSS-F (CHR)	125/ 7.4	5.8	5.3	5.9	4.0	6.1	230/3940	2153/21.9	19.4	18.5	5.3	81	1501	WKSS-F
5. WWYZ-F (C)	115/ 6.8	9.1	7.8	5.7	7.4	7.4	226/2743	1342/13.7	15.8	16.0				WWYZ-F
6. WCCC-AF (AOR)	107/ 6.3	5.0	5.9	6.6	5.3	5.9	163/2745	1594/16.2	17.3	17.7	9.3	143	1511	WCCC-AF
7. WDRC-F (O)	106/ 6.3	4.8	6.4	4.8	5.9	5.6	195/2939	1553/15.8	17.8	16.9	5.8	88	1199	WDRC-F
8. WIOF-F (AC)	98/ 5.8	5.6	6.9	4.8	5.6	5.8	151/2413	1500/15.3	16.7	13.9	3.9	59	919	WIOF-F
9. WHCN-F (AOR)	98/ 5.8	5.5	5.8	5.8	6.1	5.7	154/2683	1589/16.2	16.7	17.2	8.6	132	1471	WHCN-F
10. WAQY-F (AOR)	38/ 2.3	1.8	1.6	1.5	2.1	1.8	132/2199	714/ 7.3	6.9	7.6	2.4	36	761	WAQY-F
11. WPLR-F (AOR)	26/ 1.5	1.8	1.0	0.9	1.1	1.3	95/1968	681/ 6.9	7.7	7.1	1.4	21	658	WPLR-F
12. WDRC (O)	26/ 1.5	1.2	1.8	1.2	1.0	1.4	27/410	366/ 3.7	4.0	3.8	0.6	9	231	WDRC
13. WKCI-F (CHR)	25/ 1.5	1.2	1.1	1.1	1.4	1.2	147/2460	569/ 5.8	6.8	7.8	0.6	9	236	WKCI-F
14. WPOP (N/T)	25/ 1.5	3.3	2.6	2.5	1.9	2.5	27/791	690/ 7.0	9.0	9.2	2.1	32	626	WPOP

12+ FM SHARE (METRO): 70.20% (1027 of 1463) (SPG 89: 72.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSS-F<	1 WHCN-F<	1 WTIC-F<	1 WDRC-F	1 WTIC	1 WTIC >>	1 WTIC >>	1 WRCH-F	1 WTIC-F	1 WTIC >	1 WTIC >>
2 WTIC-F	2 WCCC-AF<	2 WCCC-AF	2 WCCC-AF	2 WDRC-F	2 WRCH-F	2 WRCH-F	2 WKSS-F	2 WTIC	2 WKSS-F>	2 WDRC-F<
3	3 WKSS-F<	3 WHCN-F	3 WTIC-F	3 WWYZ-F	3 WWYZ-F>	3 WKSS-F	3 WTIC-F	3 WRCH-F	3 WTIC-F	3 WWYZ-F
4	4 WTIC-F>	4 WKSS-F	4 WWYZ-F	4 WCCC-AF<	4 WDRC-F	4 WDRC-F	4 WTIC	4 WWYZ-F<	4 WRCH-F	4 WTIC-F
5	5 WIOF-F	5 WDRC-F	5 WIOF-F	5 WTIC-F	5	5 WIOF-F	5 WIOF-F	5 WKSS-F	5 WCCC-AF<	5 WDRC
6	6 WDRC-F	6 WTIC <	6 WHCN-F	6 WRCH-F<	6	6 WTIC-F	6 WDRC-F<	6 WDRC-F	6 WDRC-F	6
7	7	7 WIOF-F	7 WTIC <	7 WIOF-F	7	7 WHCH-F	7 WHCN-F<	7 WCCC-AF	7	7
8	8	8 WRCH-F<	8 WRCH-F	8 WHCN-F	8	8	8 WWYZ-F	8 WHCN-F<	8	8
9	9	9 WWYZ-F	9 WKSS-F	9	9	9	9 WCCC-AF	9 WIOF-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 WKSS-F	1 WTIC-F	1 WTIC-F<	1 WTIC-F>	1 WTIC-F		1 WHCN-F>	1 WHCN-F	1 WCCC-AF	1 WCCC-AF	1 WCCC-AF
2 WTIC-F>>	2 WKSS-F>	2 WIOF-F	2 WKSS-F	2 WTIC		2 WCCC-AF	2 WCCC-AF>	2 WHCN-F>>	2 WHCN-F>	2 WHCN-F
3 WDRC-F	3 WIOF-F	3 WDRC-F	3 WDRC-F	3 WIOF-F		3 WKSS-F	3 WKSS-F	3 WIOF-F	3 WDRC-F	3 WDRC-F
4 WTIC	4 WDRC-F	4 WCCC-AF	4 WIOF-F	4 WWYZ-F		4 WAQY-F>	4 WAQY-F	4 WKSS-F	4 WTIC	4 WTIC
5 WCCC-AF	5 WCCC-AF	5 WKSS-F	5 WRCH-F	5 WRCH-F		5 WPLR-F	5 WPLR-F	5 WDRC-F	5 WKSS-F	5 WWYZ-F
6 WHCN-F	6 WRCH-F	6 WRCH-F	6 WWYZ-F<	6 WDRC-F>		6 WTIC-F>	6 WTIC-F	6 WPLR-F	6	6 WRCH-F
7 WIOF-F	7 WHCN-F	7 WHCN-F	7 WTIC	7 WKSS-F		7	7	7 WAQY-F	7	7 WIOF-F
8	8	8 WWYZ-F>	8	8		8	8	8 WTIC-F>	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME TSA	TSA
							SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		290 (3)	290 (3)	19.8	21.6	WCNX	1150 Middletown	0.4/1.1/ 7/ 127	
AOR/CLASSIC	2 (1)	281 (6)	283 (7)	19.3	16.5	WKND	1480 Windsor	0.6/1.8/ 10/ 200	
AC/OLDIES/SOFT ROCK	39 (2)	214 (3)	253 (5)	17.3	15.9	WMMW	1470 Meriden	0.8/1.2/ 17/ 117	
MOR/VARIETY	323 (2)		323 (2)	22.1	18.5	WNEZ	910 New Britain/Hrt	0.5/2.0/ 9/ 192	
COUNTRY		115 (1)	115 (1)	7.9	8.8	WRYM	840 New Britain	0.3/1.0/ 7/ 146	
BLACK/URBAN	10 (1)		10 (1)	0.7	0.6				
BEAUTIFUL/EASY	9 (1)	127 (1)	136 (2)	9.3	10.2	WCBS	880 New York	0.3/1.7/ 37/ 859	
NEWS/TALK	48 (3)		48 (3)	3.3	3.6	WFAN	660 New York	1.1/4.4/ 71/1225	
NOSTALGIA					3.5	WMAS-F	94.7 Springfield	0.6/2.9/ 84/1239	
RELIGION/GOSPEL						WRKI-F	95.1 Brookfield	0.4/1.2/ 33/ 653	
SPANISH	5 (1)		5 (1)	0.3	0.8	WWRX-F	103.7 Westerly/prov	0.5/1.4/ 57/ 858	
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	436 (11)	1027 (14)	1463 (25)						

RADIO STATIONS

WDRC, 1300, 5 KW (DA-N)	, SEE WDRC-F								
WKND, 1480, 500 W (DAYS,DA)	, BLACK	SBN	, \$ 20.00 (---)						Marion Thornton
WNEZ, 910, 5 KW (DA-N)	, EZ/NOST.		, \$ 25.00 (Banner)						Enzo DeDominicis
WPOP, 1410, 5 KW (DA-2)	, NEWS/TALK	CBS	, \$ 42.00 (Eastman)						Jlm Esposito
WRYM, 840, 1 KW (DAYS)	, HISPANIC		, \$ 20.00 (Caballero)				Merv Griffin		Barry Kursman
WTIC, 1080, 50 KW (DA-N)	, MOR/FULL SER.	NBC	, \$ 190.00 (Katz)				Chase		Bob Dunn
WCCC-F, 106.9, 23 KW @ 730, AOR	ABC C, SOURCE		, \$ 41.00 (Durpetti)						Milt Aninger
WDRC-C, 102.9, 20 KW @ 805, OLDIES			, \$ 120.00 (McGuild)						Dick Kersen
WIOF-F, 104.1, 18 KW @ 836, AC		RADRAD	, \$ 68.00 (Eastman)				Buckley		
WHCN-F, 105.9, 16 KW @ 867, AOR			, \$ 71.00 (Christal)				Merv Griffin (WATERBURY)		Al Pellegrino
WKSS-F, 95.7, 17 KW @ 877, CHR		APR	, \$ 62.00 (MMR)				Beck-Ross		Boyd Arnold
							Precision		Tim Montgomery
WLVI-F, 93.7, 21 KW @ 780, ??			, \$ N/A (---)						
WRCH-F, 100.5, 8 KW @ 1250, EZ/SOFT AC		CBS	, \$ 60.00 (Banner)						Enzo DeDominicis
WTIC-F, 96.5, 20 KW @ 812, CHR			, \$ 170.00 (Katz)				Chase		Bob Dunn
WWYZ-F, 92.5, 18 KW @ 860, COUNTRY		UNIULT	, \$ 58.00 (Banner)				(WATERBURY)		Fred Erwin

Miscellaneous Comments: WLVI-F sold to Broad Based for \$3,500,000 (Foreman)

HONOLULU

Arbitron Rank/Pop (12+): 56/697,400
 MSA Rank/Pop: 62/847,200
 No ADI
 Average Person Ratings: 17.4
 Market TSL: 23.25 hours

Stations: 26/26
 Diaries: 1223/570:1/54.9%
 Sample Target: 1040
 % Below Line: 0.0
 % Not Listed: 4.9

1989 Revenue: \$19,900,000
 HH Inc.: \$35,194
 Retail \$: 5.8 Bill
 Pop per Station: 26,823
 #1 Biller: KSSK \$4,000,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume
1. KQMQ-AF (CHR)	151/12.4	12.6	12.4	11.9	13.6	12.3		2270/32.5	31.0	36.9			KQMQ-AF
2. KUMU-AF (EZ)	135/11.1	8.0	10.8	9.6	13.0	9.9		1312/18.8	21.5	24.9			KUMU-AF
3. KSSK (MOR)	123/10.1	11.9	9.8	13.0	9.2	11.2		1494/21.4	20.1	21.3			KSSK
4. KIKI-F (CHR)	113/ 9.3	9.4	10.2	9.8	10.5	9.7		1585/22.7	22.4	24.9			KIKI-F
5. KRTR-F (AC)	92/ 7.6	6.4	6.8	7.9	8.3	7.2		1407/20.2	15.6	19.3			KRTR-F
6. KSSK-F (AC)	91/ 7.5	9.1	7.2	7.2	4.7	7.8		1401/20.1	18.1	18.9			KSSK-F
7. KPOI-F (AOR)	66/ 5.4	7.8	4.9	6.0	6.5	6.0		1014/14.5	12.2	15.7			KPOI-F
8. KCCN (E)	57/ 4.7	4.5	4.4	5.1	7.1	4.7		813/11.7	11.0	11.2			KCCN
9. KHFX-F (CL AOR)	53/ 4.4	4.2	4.5	3.0	2.1	4.0		654/ 9.4	10.7	6.6			KHFX-F
10. KIKI (O)	37/ 3.0	3.0	3.1	3.2	4.1	3.1		516/ 7.4	7.9	11.4			KIKI
11. KHVH (N/T)	34/ 2.8	2.6	4.0	4.1	3.5	3.4		615/ 8.8	15.2	11.8			KHVH
12. KDEO-AF (C)	30/ 2.5	2.4	3.9	2.5	3.9	2.8		469/ 6.7	9.6	8.4			KDEO-AF
13. KGU (T)	29/ 2.4	3.2	2.5	2.6	2.8	2.7		476/ 6.8	9.4	7.2			KGU
14. KHHH-F (J/NA)	28/ 2.3	3.2	4.2	3.4	2.7	3.3		461/ 6.6	8.4	7.7			KHHH-F
15. KCCN-F (E)	27/ 2.2	---	---	---	---	0.6		328/ 4.7	0.0	0.0			KCCN-F

TSA & Metro are the same
 12+ FM SHARE (METRO): 65.19% (753 of 1155) (SPG 89: 62.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIKI-F>>	1 KQMQ-AF>	1 KQMQ-AF>	1 KQMQ-AF<	1 KSSK	1 KSSK	1 KSSK <	1 KUMU-AF	1 KUMU-AF<	1 KIKI-F>	1 KSSK >
2 KQMQ-AF>>	2 KIKI-F	2 KRTR-F<	2 KSSK	2 KUMU-AF<	2 KUMU-AF>	2 KQMQ-AF>	2 KQMQ-AF	2 KQMQ-AF	2 KQMQ-AF	2 KQMQ-F<
3 KRTR-F	3 KRTR-F	3 KUMU-AF<	3 KUMU-AF	3 KQMQ-AF	3 KSSK-F	3 KUMU-AF	3 KSSK	3 KIKI-F	3 KRTR-F	3 KIKI-F<
4	4 KPOI-F	4 KSSK <	4 KRTR-F>	4 KRTR-F	4 KCCN	4 KSSK-F	4 KRTR-F	4 KSSK	4 KUMU-AF	4 KAIM-F<
5	5 KUMU-AF	5 KIKI-F	5 KHFX-F	5 KSSK-F	5 KHVH <	5 KRTR-F	5 KSSK-F	5 KRTR-F	5 KCCN <	5 KHVH
6	6 KSSK-F	6 KSSK-F	6 KPOI-F	6	6 KRTR-F<	6 KIKI-F	6 KIKI-F	6 KSSK-F	6 KPOI-F	6 KSSK-F
7	7 KHFX-F	7 KPOI-F	7	7	7 KQMQ-AF	7	7	7	7	7 KGU

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 KQMQ-AF>>	1 KQMQ-AF>	1 KRTR-F<	1 KQMQ-AF	1 KSSK	1 KQMQ-AF	1 KQMQ-AF>	1 KQMQ-AF	1 KQMQ-AF>	1 KQMQ-AF
2 KIKI-F>	2 KRTR-F	2 KQMQ-AF>	2 KRTR-F	2 KRTR-F	2 KIKI-F>	2 KIKI-F	2 KHFX-F>	2 KHFX-F	2 KUMU-AF
3 KRTR-F>	3 KIKI-F>	3 KUMU-AF	3 KSSK	3 KUMU-AF	3 KPOI-F>	3 KPOI-F	3 KUMU-AF	3 KPOI-F	3 KSSK
4 KPOI-F>	4 KSSK-F	4 KSSK-F	4 KUMU-AF	4 KQMQ-AF	4 KHFX-F	4 KHFX-F>	4 KPOI-F>	4 KUMU-AF	4 KHFX-F
5 KSSK-F	5 KUMU-AF	5 KIKI-F	5 KIKI-F<	5 KSSK-F	5 KSSK-F	5 KUMU-AF	5 KHHH-F	5 KIKI-F	5 KPOI-F
6	6 KPOI-F	6 KPOI-F	6 KSSK-F	6	6 KUMU-AF	6 KSSK-F	6 KCCN	6 KSSK <	6 KSSK-F
7	7	7 KSSK	7	7	7 KRTR-F	7	7	7 KSSK-F	7 KCCN

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP	17 (1)	247 (2)	264 (3)	22.9	29.9	KAIM 870 Honolulu	0.7/1.4/		
AOR/CLASSIC		119 (2)	119 (2)	10.3	6.7	KAIM-F 95.5 Honolulu	1.0/3.2/		
AC/OLDIES/SOFT ROCK	37 (1)	183 (2)	220 (3)	19.0	12.8	KISA 1540 Honolulu	1.1/2.4/		
MOR/VARIETY	123 (1)		123 (1)	10.6	9.6	KLHT 1040 Honolulu	0.9/2.3/		
COUNTRY	11 (1)	19 (1)	30 (2)	2.6	4.0	KNDI 1270 Honolulu	1.1/2.1/		
BLACK/URBAN	82 (3)	27 (1)	109 (4)	9.4		KOHO 1170 Honolulu	0.8/2.4/		
BEAUTIFUL/EASY	17 (1)	118 (1)	135 (2)	11.7	13.5	KWAI 1080 Honolulu	0.8/2.1/		
NEWS/TALK	63 (2)		63 (2)	5.5	6.6	KZOO 1210 Honolulu	1.0/1.6/		
NOSTALGIA	10 (1)		10 (1)	0.9					
RELIGION/GOSPEL	32 (3)	12 (1)	44 (4)	3.8	1.6				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE		28 (1)	28 (1)	2.4	2.8				
UNKNOWN/OTHERS	10 (1)		10 (1)	0.9	12.7				
	402 (15)	753 (11)	1155 (26)						

RADIO STATIONS

KCCN	1420, 5 KW	, Ethnic	, \$21.00	(Roslin)	Mike Kelly
KDEO	940, 10 KW	--- See KDEO-FM			
KGU	760, 10 KW	, Talk	CBS ABC T, \$20.00	(Banner)	Don Robbs
KHVH	990, 5 KW	, News	NBC ABC I, \$26.00	(HNWH)	Larry Berger
KIKI	830, 10 KW	, Oldies	UNISUP UNIULT, \$21.00	(Christal)	Lee Coleman
KSSK	590, 7.5 KW/5 KW	, MOR/Full Service	, \$80.00	(Eastman)	Earl McDaniel
KAIM-F	95.5, 100 KW @ -24	, Religion	, \$11.00	(---)	Del Gibbs
KCCN-F	100.3, 100 KW @ 2000	, Ethnic	, \$19.00	(Roslin)	Mike Kelly
KDEO-F	102.7, 61 KW @ 1893	, Country	MBS, \$24.00	(K & P)	Bob Loew
KHFX-F	105.1, 100 KW @ 1965	, Classic AOR	, \$25.00	(Durpetti)	John Leonard
KHHH-F	98.5, 100 KW @ -279	, Jazz/NAC	SMN, \$24.00	(HNWH)	Larry Berger
KIKI-F	93.9, 100 KW @ -143	, CHR	, \$40.00	(Christal)	Lee Coleman
KPOI-F	97.5, 83 KW @ 46	, AOR	, \$41.00	(Republic)	Mike Vassar
KQMQ-F	93.1, 54 KW @ -119	, CHR	, \$64.00	(Katz)	Dick Ferrante
KRTR-F	96.3, 75 KW @ 2140	, AC	, \$30.00	(Republic)	Austin Vail
KSSK-F	92.3, 100 KW @ 1950	, AC	, \$35.00	(Eastman)	Dick Heftel
KUMU-F	94.7, 100 KW @ 78	, EZ/Btfl	, \$48.00	(Banner)	Jeff Coelho

HOUSTON

Arbitron Rank/Pop (12+): 10/2,930,100
 MSA Rank/Pop: 8/3,228,600
 Average Person Ratings: 17.9
 Market TSL: 23.50 hours

Stations: 32/32
 Diaries: 2485/1179:1/48.3%
 Sample Target: 2110
 % Below Line: 0.0
 % Not Listed: 11.0

1989 Revenue: \$118,000,000
 HH Inc.: \$30,639
 Retail \$: 28.1 Bil
 Pop per Station: 91,565
 #1 Biller: KIKK-AF \$12,900,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KMJQ-F (B)	407/ 7.8	7.7	8.1	8.6	9.1	8.1	427/4426	4129/14.1	14.1	14.4	9.9	549	4747	KMJQ-F
2. KIKK-F (C)	401/ 7.7	7.7	7.1	6.9	6.5	7.3	449/6202	5261/18.0	17.7	17.2	9.7	542	4573	KIKK-F
3. KLOL-F (AOR)	388/ 7.4	7.6	5.8	5.0	7.0	6.4	444/5176	4493/15.3	14.4	16.6	8.0	445	4860	KLOL-F
4. KILT-F (C)	382/ 7.3	8.6	7.3	7.5	8.2	7.7	462/6296	5376/18.3	17.6	18.3	7.8	432	4881	KILT-F
5. KKBQ-AF (CHR)	271/ 5.2	4.0	6.2	6.7	6.6	5.5	285/5500	5173/17.7	20.2	21.5	5.6	311	6000	KKBQ-AF
6. KTRH (N/T)	240/ 4.6	5.1	5.0	5.9	5.8	5.2	281/5133	4372/14.9	15.8	17.8	3.6	202	3566	KTRH
7. KRBE-F (CHR)	232/ 4.4	3.7	3.5	4.6	5.5	4.1	247/5079	4596/15.7	17.1	19.3	4.5	248	5929	KRBE-F
8. KLTR-F (AC)	230/ 4.4	5.2	6.2	5.5	4.2	5.3	235/3929	3740/12.8	14.1	12.2	4.5	250	3205	KLTR-F
9. KODA-F (EZ)	209/ 4.0	5.3	5.6	5.0	5.9	5.0	230/3673	3361/11.5	14.6	13.1	2.7	151	2318	KODA-F
10. KZFX-F (CL AOR)	195/ 3.7	3.4	3.5	3.5	3.3	3.5	200/3219	3061/10.4	9.8	10.1	4.9	275	3878	KZFX-F
11. KHYS-F (B)	190/ 3.6	2.4	2.2	1.4	1.3	2.4	232/3203	2790/ 9.5	7.6	4.5	4.2	233	3224	KHYS-F
12. KLDE-F (O)	189/ 3.6	3.4	3.5	3.2	2.9	3.4	200/3357	3140/10.7	11.2	11.2	2.4	135	2241	KLDE-F
13. KFMK-F (AC)	180/ 3.4	2.9	2.2	3.5	3.6	3.0	187/3269	3126/10.7	8.7	10.2	2.6	142	1804	KFMK-F
14. KQUE-F (BB)	171/ 3.3	4.5	3.2	3.7	3.8	3.7	184/2318	2160/ 7.4	7.8	7.5	3.6	200	2364	KQUE-F
15. KNRJ-F (CHR)	150/ 2.9	2.7	2.6	3.3	3.2	2.9	155/3164	2993/10.2	10.2	11.3	3.0	168	3586	KNRJ-F
16. KPRC (T)	133/ 2.5	2.9	2.8	3.2	2.3	2.8	142/2427	2298/ 7.8	9.8	7.0	2.9	162	2203	KPRC
17. KLAT (SP)	106/ 2.0	1.1	1.7	1.0	0.8	1.5	106/1061	1061/ 3.6	4.5	2.5	1.2	68	975	KLAT
18. KXYZ (SP)	79/ 1.5	1.0	1.5	1.1	1.5	1.3	79/1211	1204/ 4.1	3.6	3.4	1.4	77	1004	KXYZ
19. KQK-F (SP)	79/ 1.5	1.4	1.3	0.6	0.4	1.2	79/1050	1047/ 3.6	2.6	1.8	1.4	80	761	KQK-F
20. KHCB-F (REL)	68/ 1.3	0.8	1.3	1.0	1.2	1.1	69/1012	1006/ 3.4	3.0	3.1	0.7	38	668	KHCB-F

12+ FM SHARE (METRO): 80.84% (3768 of 4661) (SPG 89: 81.56%)

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

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP	9 (1)	644 (3)	653 (4)	14.0	17.2	KCOH 1430 Houston	0.8/2.8/ 43/ 839		
AOR/CLASSIC	39 (1)	583 (2)	622 (3)	13.3	12.2	KEYH 850 Houston	0.5/1.2/ 24/ 358		
AC/OLDIES/SOFT ROCK MOR/VARIETY		599 (3)	599 (3)	12.9	12.6	KIKK 650 Pasadena KILT 610 Houston	0.4/1.4/ 27/ 447 0.6/2.2/ 33/ 718		
COUNTRY	53 (2)	783 (2)	836 (4)	17.9	18.2	KJOJ-F 106.9 Conroe	0.3/1.6/ 21/ 516		
BLACK/URBAN	100 (2)	597 (2)	697 (4)	15.0	14.0	KKZR 1070 Houston	0.7/1.6/ 41/ 527		
BEAUTIFUL/EASY		209 (1)	209 (1)	4.5	6.7	KLVL 1480 Pasadena	0.6/1.9/ 29/ 568		
NEWS/TALK	373 (2)		373 (2)	8.0	9.1	KRTS-F 92.1 Seabrook/Houston	0.3/1.9/ 17/ 554		
NOSTALGIA		171 (1)	171 (1)	3.7	4.3	KSEV 700 Tomball/Houston	0.7/2.0/ 40/ 610		
RELIGION/GOSPEL	43 (1)	86 (2)	129 (3)	2.8	2.2	KWWJ 1360 Baytown	0.8/1.7/ 43/ 505		
SPANISH	238 (4)	79 (1)	317 (5)	6.8	3.6	KYOK 1590 Houston	1.1/3.1/ 58/ 903		
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS	38 (1)	17 (1)	55 (2)	1.2					
	893 (14)	3768 (18)	4661 (32)						

RADIO STATIONS

AM STATIONS

KCOH, 1430, 5 KW (DAYS)	, BLACK	SBN, NBN, \$ 47.00 (Roslin)		Mike Petrizzo
KEYH, 850, 10 KW (DAYS, DA)	, HISPANIC	, \$ 44.00 (Caballero)		Dave Armstrong
KIKK, 650, 250 W (DAYS)	, COUNTRY OLDIES	, \$ N/A (Torbet)	Viacom	Craig Magee
KILT, 610, 5 KW (DA-2)	, COUNTRY OLDIES	, \$ N/A (Group W)	Westinghouse	Dickie Rosenfeld
KKBQ, 790, 5 KW (DA-2)	, SEE KKBQ-F			
KKZR, 1070, 10 KW/5 KW (DA-2)	, AOR	SMN, \$ 36.00 (Durpetti)	Susquehanna	Nancy Vaeth
KLAT, 1010, 5 KW (DA-2)	, HISPANIC	, \$ 60.00 (Katz Hisp.)	Tichenor	Gary Stone
KNJZ, 1230, 1 KW	, OLDIES	, \$ N/A (Eastman)		Vesta Brandt
KPRC, 950, 5 KW (DA-N)	, TALK	CBS, \$ 75.00 (Eastman)		Harry Schultz
KTRH, 740, 50 KW (DA-1)	, NEWS/TALK	ABC I, MBS, \$ 180.00 (CBS)	Jacor (P)	Laura Morris
KXYZ, 1320, 5 KW (DA-N)	, HISPANIC	, \$ 63.00 (Caballero)		Hugo Cadelago
KYOK, 1590, 5 KW (DA-N)	, BLACK	SMN, ABC C, \$ 47.00 (Christal)	Noble	Jeff Fleete

FM STATIONS

KFMK, 97.9, 100 KW @ 1920, AC/OLDIES		, \$ 160.00 (Katz)	Cook Inlet	Carl Hamilton
KHCB, 105.7, 100 KW @ 1613, RELIGION		, \$ 30.00 (---)		Peter Steigenwald
KIKK, 95.7, 100 KW @ 1920, COUNTRY		, \$ 215.00 (Torbet)	Viacom	Craig Magee
KILT, 100.3, 100 KW @ 1920, COUNTRY		, \$ 185.00 (Group W)	Westinghouse	Dickie Rosenfeld
KKBQ, 92.9, 100 KW @ 1920, CHR		ABC F, \$ 170.00 (McGulld)	Gannett	Al Brady Law
KLDE, 94.5, 100 KW @ 1920, OLDIES		UNIULT, \$ 90.00 (Durpetti)	Entercom	Steve Shepard
KLOL, 101.1, 100 KW @ 1920, AOR		SOURCE, \$ 190.00 (CBS)	Jacor (P)	Patrick Fant
KLTR, 93.7, 100 KW @ 1720, AC		RADRAD, \$ 140.00 (CBS)	CBS	Miles Sexton
KMJQ, 102.1, 100 KW @ 1720, BLACK		, \$ 190.00 (Christal)	Noble	Jeff Sleete
KHMX, 96.5, 100 KW @ 1920, ADULT CHR		, \$ 85.00 (HNWH)	Nationwide	Clancy Woods
KODA, 99.1, 100 KW @ 1920, EZ		, \$ 160.00 (Group W)		Dusty Black
KQUE, 102.9, 100 KW @ 984, NOSTALGIA		ABC E, \$ 81.00 (Eastman)		Vesta Brandt
KRBE, 104.1, 100 KW @ 1920, CHR		, \$ 135.00 (Durpetti)	Susquehanna	Nancy Vaeth
KRTS, 92.1, 1.4 KW @ 495, CLASSICAL		, \$ 49.00 (CMBS)		George Stokes
KZFX, 107.5, 98 KW @ 1973, CLASSIC AOR		, \$ 133.00 (Republic)	Shamrock	John Dew
KJOJ, 106.9, 100 KW @ 1125, RELIGION		UPI, \$ N/A (---)	(CONROE)	Hardy Brundage
KQQK, 106.5, 100 KW @ 709, HISPANIC		, \$ N/A (---)		Alan Levine

KHYS-F -- See Beaumont

Miscellaneous Comments: KNRJ changes to KHMX and format to Adult CHR (July)...

HUNTINGTON, WV

Arbitron Rank/Pop (12+): 132/269,900
 MSA Rank/Pop: 147/318,700
 Average Person Ratings: 16.6
 Market TSL: 22.25 hours

Stations: 18/15
 Diaries: 722/374:1/56.4%
 Sample Target: 680
 % Below Line: 7.2
 % Not Listed: 14.8

1989 Revenue: \$6,300,000
 HH Inc.: \$21,319
 Retail \$: 2.0 Bill
 Pop per Station: 17,993
 #1 Biller: WTCR-AF \$2,200,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WTCR-AF (C)	138/30.9	29.8	29.6	30.3	31.7	---	168/1636	1190/44.1	44.3	46.7	29.2	132	1215	WTCR-AF
2. WKEE-F (CHR)	92/20.6	22.6	18.7	18.2	27.1	---	133/1585	930/34.5	39.3	34.4	29.0	137	1214	WKEE-F
3. WRVC-F (AC)	51/11.4	13.2	12.0	9.2	6.5	---	87/1120	636/23.6	22.1	23.9	13.8	65	604	WRVC-F
4. WEMM-F (REL)	24/ 5.4	2.8	4.6	6.3	3.5	---	30/608	391/14.5	10.4	10.1	3.6	17	311	WEMM-F
5. WKLC-F (AOR)	21/ 4.7	5.9	5.8	4.7	5.3	---	57/722	303/11.2	11.8	14.2	7.0	33	322	WKLC-F
6. WPAY-F (C)	8/ 1.8	1.8	2.3	3.3	2.1	---	46/732	250/ 9.3	7.0	6.5	2.3	11	215	WPAY-F
WKEE (O)	8/ 1.8	1.8	3.2	1.7	2.5	---	8/229	214/ 7.9	5.7	7.6	1.7	8	175	WKEE
8. WAEZ-F (J/NA)	7/ 1.6	2.5	4.4	3.6	3.9	---	9/211	138/ 5.1	5.9	6.6	0.6	3	45	WAEZ-F
9.														
10.														

12+ FM SHARE (METRO): 91.34% (348 of 381) (SPG 89: 88.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKEE-F>>	1 WKEE-F	1 WTCR-AF	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF	1 WKEE-F	1 WTCR-F>>
2	2 WTCR-AF>	2 WKEE-F>	2 WRVC-F<	2 WKEE-F<	2 WRVC-F	2 WKEE-F>	2 WKEE-F>	2 WKEE-F>>	2 WTCR-AF>	2 WKEE-F
3	3 WRVC-F>	3 WRVC-F	3 WKEE-F	3 WRVC-F	3 WEMM-F	3 WRVC-F	3 WRVC-F	3 WRVC-F>	3 WRVC-F>>	WEMM-F
4	4 WKLC-F	4	4	4	4 WKEE-F	4	4	4 WEMM-F	4 WEMM-F	4 WRVC-F
5	5	5	5	5	5	5	5	5	5	5

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 WKEE-F>>	1 WKEE-F>>	1 WKEE-F>	1 WKEE-F	1 WTCR-AF	1 WKEE-F>>	1 WTCR-AF>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>
2 WRVC-F	2 WTCR-AF	2 WTCR-AF	2 WTCR-AF>	2 WKEE-F>	2 WTCR-AF>>	2 WKEE >	2 WKLC-F	2 WKEE-F<	2 WRVC >
3 WTCR-AF>>	3 WRVC-F	3 WRVC-F>>	3 WRVC-F	3 WRVC-F	3 WKLC-F>	3 WKLC-F	WRVC-F>	3 WRVC-F>	3 WKEE
4	4	4	4	4	4 WRVC-F	4 WRVC-F	4 WKEE-F	4 WKLC-F	4 WKLC-F
5	5	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		92 (1)	92 (1)	24.1	21.4	WCMI	1340 Ashland	0.4/2.1/ 2/ 69
AOR/CLASSIC	2 (1)	21 (1)	23 (2)	6.0	6.6	WGOH	1370 Grayson	0.7/2.8/ 6/ 89
AC/OLDIES/SOFT ROCK	13 (2)	51 (1)	64 (3)	16.8	20.4	WIRO	1230 Ironton	0.4/4.1/ 2/ 110
MOR/VARIETY	2 (1)	5 (1)	7 (2)	1.8	1.3	WLGC-F	105.5 Grenup	1.1/2.8/ 5/ 137
COUNTRY	11 (2)	141 (3)	152 (5)	39.9	38.4	WMLV-F	107.1 Greenup	0.7/3.2/ 4/ 105
BLACK/URBAN						WRVC	930 Huntington	1.1/5.9/ 5/ 158
BEAUTIFUL/EASY		3 (1)	3 (1)	0.8	5.8	WTCV	1520 Greenup	1.1/1.9/ 6/ 87
NEWS/TALK						WXV-F	97.1 Coal Grove	0.9/3.8/ 4/ 111
NOSTALGIA								
RELIGION/GOSPEL	5 (1)	24 (1)	29 (2)	7.6	5.3	WQBE-F	97.5 Charleston	0.7/2.6/ 54/ 581
SPANISH								
CLASSICAL								
JAZZ/NEW AGE		7 (1)	7 (1)	1.8				
UNKNOWN/OTHERS		4 (1)	4 (1)	1.0	0.8			
	33 (7)	348 (11)	381 (18)					

RADIO STATIONS

WKEE	, 800, 5 KW/185 W (DA-2),	Oldies	CBS CNN, \$12.00	(Katz)	Adventure	Touffie Kassab
WTCR	, 1420, 5 KW/500 W (DA-N),	--- See WTCR-F				
WRVC	, 930, 5 KW/1 KW	--- See WRVC-F				
WAEZ-F,	106.3, 300 W @ 981	Jazz/NAC	UNIULT MBS, \$10.00	(---)	(MILTON)	R. Peters
WEMM-F,	107.9, 50 KW @ 500	Religion	, \$16.00	(---)	Mortenson	Roger Manning
WKEE-F,	100.5, 53 KW @ 560	CHR	ABC C, \$40.00	(Katz)	Adventure	Touffie Kassab
WRVC-F,	93.7, 100 KW @ 742	AC	ABC FM, \$25.00	(Banner)		Joe Johnston
WTCR-F,	103.3, 50 KW @ 492	Country	ABC I, \$50.00	(Katz)	CRB	Mark Jesse

WKLC -- See Charleston, WV...Miscellaneous Comments: WTCR A/F sold by CRB to Alpine (never closed) for \$7,650,000 (Blackburn)

HUNTSVILLE

Arbitron Rank/Pop (12+): 109/331,300
 MSA Rank/Pop: 130(e)/359,000
 ADI # 80 (w/Decatur)
 Average Person Ratings: 16.7
 Market TSL: 22.00 hours

Stations: 17/14
 Diaries: 759/436:1/53.9%
 Sample Target: 720
 % Below Line: 6.1
 % Not Listed: 10.3

1989 Revenue: \$9,200,000
 HH Inc.: \$26,600
 Retail \$: 2.3 Bil
 Pop per Station: 23,664
 #1 Biller: WDRM-AF \$2,400,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WDRM-F (C)	128/23.1	22.1	22.4	12.6	16.9	----	187/1992	1172/35.3	34.0	28.8	22.5	135	1322	WDRM-F
2. WZYP-F (CHR)	90/16.2	17.9	19.3	23.3	21.7	----	139/2029	1272/38.4	40.2	34.7	20.6	124	1595	WZYP-F
3. WRSA-F (EZ)	58/10.5	11.1	6.8	9.3	8.8	----	86/964	604/18.2	18.4	12.9	4.8	29	500	WRSA-F
4. WTAK (AOR)	37/ 6.7	4.6	3.7	5.9	6.7	----	40/273	246/ 8.0	5.3	4.7	8.3	50	420	WTAK
5. WENN-F (B)	27/ 4.9	7.0	5.6	7.1	8.1	----	27/366	322/ 9.7	9.5	11.1	5.5	33	467	WENN-F
WBHP (C)	27/ 4.9	4.4	4.9	5.1	7.5	----	27/302	298/ 9.0	6.1	10.4	5.3	32	505	WBHP
7. WEUP (B)	23/ 4.3	2.0	3.9	2.6	4.0	----	23/273	265/ 8.0	6.5	8.7	4.7	28	391	WEUP
8. WAHR-F (AC)	21/ 3.8	4.1	9.1	5.9	5.2	----	27/461	344/10.4	12.3	17.0	4.8	29	566	WAHR-F
9. WDKT (B)	20/ 3.6	2.9	2.7	6.1	3.8	----	20/245	240/ 7.2	5.4	7.0	3.7	22	309	WDKT
10. WKQD-F (AC)	18/ 3.2	6.3	3.5	1.6	----	----	34/622	374/11.3	17.3	11.3	5.5	33	544	WKQD-F
11. WVNN (N/T)	12/ 2.2	1.2	1.2	1.0	1.9	----	14/231	204/ 6.2	4.9	5.5	1.2	7	88	WVNN
WQLT-F (AC)	12/ 2.2	1.2	1.2	0.8	1.0	----	65/833	191/ 5.8	5.3	4.7	2.2	13	246	WQLT-F
WNDA-F (REL)	12/ 2.2	1.7	0.8	1.4	2.1	----	15/238	206/ 6.2	6.2	5.1	1.5	9	203	WNDA-F

12+ FM SHARE (METRO): 75.05% (373 of 497) (SPG 89: 79.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZYP-F>>	1 WZYP-F>	1 WDRM-F	1 WDRM-F>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>	1 WDRM-F>	1 WDRM-F>	1 WZYP-F	1 WDRM-F>
2 WENN-F	2 WDRM-F	2 WZYP-F>	2 WZYP-F>	2 WZYP-F>	2 WRSA-F>	2 WZYP-F>	2 WZYP-F>	2 WZYP-F>	2 WDRM-F>>	2 WRSA-F
3 WKQD-F	3 WTAK >>	3 WTAK	3 WTAK	3 WRSA-F	3 WZYP-F>	3 WRSA-F>	3 WRSA-F>	3 WRSA-F>	3 WENN-F	3 WZYP-F
4 WDKT	4	4	4 WRSA-F>	4 WTAK >	4 WBHP	4 WBHP	4 WTAK	4 WTAK	4 WRSA-F	4
5	5 WENN-F	5	5 WAHR-F	5 WAHR-F	5	5	5 WBHP	5	5 WKQD-F	5
6	6 WAHR-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 WZYP-F>>	1 WZYP-F>	1 WZYP-F	1 WDRM-F	1 WDRM-F>>	1 WZYP-F>	1 WZYP-F	1 WTAK	1 WDRM-F	1 WDRM-F>
2 WEUP >	2 WDRM-F>	2 WDRM-F>>	2 WZYP-F>>	2 WZYP-F>	2 WTAK	2 WTAK	2 WDRM-F	2 WZYP-F	2 WZYP-F
3 WKQD-F	3 WTAK	3 WAHR-F	3 WRSA-F	3 WRSA-F>	3 WDRM-F	3 WDRM-F>	3 WZYP-F>>	3 WTAK >>	3 WTAK >
4 WDKT >	4 WAHR-F	4 WTAK	4 WAHR-F	4 WAHR-F	4 WDKT >	4 WDKT	4 WQLT-F	4 WENN-F	4 WRSA-F
5 WTAK	5 WEUP	5 WENN-F>>	5 WTAK	5	5 WENN-F	5	5	5 WDKT	5 WBHP
6 WDRM-F>	6	6	6 WEUP	6	6 WEUP	6	6 WAHR-F>	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		93 (2)	93 (2)	18.7	22.1	WAVD 1400	Decatur	0.4/1.4/	2/ 47
AOR/CLASSIC	37 (1)	4 (1)	41 (2)	8.2	4.3	WJRA 1310	Priceville/Dec	0.5/1.7/	3/ 57
AC/OLDIES/SOFT ROCK		51 (3)	51 (3)	10.3	15.9				
MOR/VARIETY		128 (1)	155 (2)	31.2	36.1	WAPI-F 94.5	Birmingham	0.5/2.8/	37/ 413
COUNTRY	27 (1)	27 (1)	70 (3)	14.1	10.9	WKDF-F 103.3	Nashville	0.7/1.7/	17/ 266
BLACK/URBAN	43 (2)	58 (1)	58 (1)	11.7	7.8				
BEAUTIFUL/EASY		12 (1)	12 (1)	2.4					
NEWS/TALK					1.9				
NOSTALGIA		12 (1)	12 (1)	2.4	1.0				
RELIGION/GOSPEL									
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS	5 (2)		5 (2)	1.0					
	124 (7)	373 (10)	497 (17)						

RADIO STATIONS

WBHP, 1230, 1 KW	COUNTRY	ABC I, \$ 29.00 (Katz)	Ron Bailey
WDKT, 1360, 1 KW/128 W	BLACK	\$ 12.00 (---)	Watson McMillian
WEUP, 1600, 5 KW/500 W (DA-N)	BLACK	SBN, \$ 12.00 (Regional)	Virginia Caples
WTAK, 1000, 10 KW (DAYS,DA)	AOR	ABC R, \$ 16.00 (Regional)	Paul Buxton
WVNN, 770, 10 KW/250 W (DA-N)	TALK	ABC D, \$ (Christal)	Bill Dunnivant
WAHR-F, 99.1, 100 KW @ 985, AC		NBC, \$ 27.00 (Torbet)	Arnold Hornbuckle
WDRM-F, 102.1, 100 KW @ 727, COUNTRY		\$ 53.00 (HNWH)	Mack Bramlett
WKQD-F, 93.3, 100 KW @ 981, AC		\$ 15.00 (Republican)	Ron Hale
WNDA-F, 95.1, 50 KW @ 110, RELIGION		\$ 11.00 (---)	Fred Wells
WQLT-F, 107.3, 100 KW @ 1000, AC/OLDIES		ABC F, ABC C, \$ 13.00 (Torbet)	Chris Karb
WRSA-F, 96.9, 100 KW @ 994, EZ		CBS, \$ 20.00 (---)	Paul Nielson
WZYP-F, 104.3, 100 KW @ 1118, CHR		ABC C, \$ 50.00 (Christal)	Bill Dunnivant

Miscellaneous Comments: WDRM-F sold to Pollard for \$925,000 (Chapman)...

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1,021,600
 MSA Rank/Pop: 40/1,250,600
 ADI # 26
 Average Person Ratings: 17.1
 Market TSL: 22.75 hours

Stations: 21/19
 Diaries: 1721/594:1/55.9%
 Sample Target: 1500
 % Below Line: 0.9
 % Not Listed: 6.8

1989 Revenue: \$48,200,000
 HH Inc.: \$30,375
 Retail \$: 9.1 Bill
 Pop per Station: 53,768
 #1 Biller: WFBQ-F \$9,000,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WFBQ-F (AOR)	266/15.2	14.8	15.3	14.4	15.6	14.9	452/5124	2743/26.9	27.7	27.1	16.8	295	3241	WFBQ-F
2. WIBC (MOR)	265/15.2	13.6	15.8	11.7	12.4	14.1	290/2900	2429/23.8	26.7	23.5	12.9	227	2411	WIBC
3. WFMS-F (C)	230/13.2	11.0	12.3	12.1	11.3	12.1	304/3152	2219/21.7	21.0	19.6	10.6	187	2076	WFMS-F
4. WZPL-F (CHR)	199/11.4	10.0	9.7	10.0	9.7	10.3	273/3915	2721/26.6	23.5	27.3	18.3	322	3091	WZPL-F
5. WTLC-F (B)	116/ 6.6	11.1	7.8	8.1	6.9	8.4	121/1405	1317/12.9	12.4	12.4	8.3	146	1808	WTLC-F
WKLR-F (O)	116/ 6.6	6.4	7.0	6.0	8.5	6.5	168/2526	1570/15.4	18.2	19.4	5.8	102	1260	WKLR-F
7. WENS-F (AC)	107/ 6.1	6.6	5.6	6.9	7.3	6.3	151/2525	1797/17.6	18.4	19.3	7.1	125	1829	WENS-F
8. WTPI-F (SAC)	99/ 5.7	3.9	5.6	4.1	3.3	4.8	116/1515	1211/11.9	13.1	8.9	3.3	58	899	WTPI-F
9. WMJC-F (AC)	55/ 3.1	2.8	2.1	4.6	6.4	3.1	77/1200	806/ 7.9	8.4	14.6	1.5	27	590	WMJC-F
10. WTUX (BB)	43/ 2.5	3.0	2.8	3.1	2.9	2.8	56/762	588/ 5.8	6.2	5.4	1.8	31	347	WTUX
11. WITS-F (CHR)	26/ 1.5	1.5	1.4	1.1	1.0	1.4	79/1353	556/ 5.4	5.3	5.9	1.1	20	710	WITS-F
12. WNDE (T)	20/ 1.1	1.4	1.0	0.5	0.8	1.0	29/707	528/ 5.2	4.6	3.7	1.0	18	421	WNDE
13. WPZZ-F (REL/G)	14/ 0.8	2.1	2.1	3.5	2.0	2.1	14/367	338/ 3.3	5.8	5.3	1.0	18	294	WPZZ-F
14. WXTZ (EZ)	13/ 0.7	1.4	0.9	1.8	1.5	1.2	13/426	374/ 3.7	5.4	4.4	1.0	17	290	WXTZ
15. WXIR-F (REL)	12/ 0.7	0.7	0.6	0.6	0.7	0.6	16/406	317/ 3.1	2.4	3.2	0.6	11	294	WXIR-F

12+ FM SHARE (METRO): 77.64% (1264 of 1628) (SPG 89: 79.75%)

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 WIBC >	1 WFBQ-F	1 WFBQ-F	1 WFBQ-F	1 WZPL-F>	1 WIBC <
2 WTLC-F	2 WZPL-F>	2 WFMS-F<	2 WFMS-F	2 WFMS-F>	2 WFMS-F>>	2 WIBC >	2 WFMS-F<	2 WIBC	2 WFMS-F	2 WFMS-F>
3 WFBQ-F	3 WENS-F	3 WZPL-F	3 WKLR-F	3 WIBC	3 WKLR-F	3 WFMS-F>	3 WIBC >	3 WZPL-F<	3 WFBQ-F<	3 WTLC-F
4 WENS-F	4 WFMS-F<	4 WKLR-F	4 WZPL-F	4 WKLR-F	4 WIPI-F<	4 WZPL-F>	4 WZPL-F	4 WFMS-F>	4 WTLC-F<	4 WFBQ-F
5	5 WTLC-F>	5 WENS-F	5 WIBC <	5 WZPL-F	5 WFBQ-F>	5 WKLR-F	WKLR-F	5 WKLR-F<	5 WIBC	5 WZPL-F
6	6 WKLR-F	6 WTLC-F	6 WENS-F	6 WENS-F	6 WTLC-F	6 WTLC-F	6 WENS-F<	6 WENS-F<	6 WENS-F>	6 WENS-F
7	7	7 WIBC	7 WTPI-F	7 WTPI-F	7 WTUX	7	7 WTPI-F	7 WTLC-F	7 WTPI-F	7
8	8	8 WTPI-F	8 WTLC-F	8	8	8	8	8 WTPI-F	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 WZPL-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 WFBQ-F>>	2 WZPL-F>	2 WENS-F	2 WZPL-F	2 WFBQ-F	2 WZPL-F>>	2 WZPL-F>	2 WZPL-F>	2 WFMS-F	2 WFMS-F>
3 WTLC-F	3 WENS-F>	3 WZPL-F>	3 WFMS-F	3 WIBC	3 WTLC-F	3 WTLC-F	3 WENS-F	3 WKLR-F	3 WKLR-F
4 WFMS-F	4 WFMS-F	4 WFMS-F	4 WENS-F	4 WZPL-F	WFMS-F	WFMS-F	4 WTLC-F	4 WZPL-F>	4 WIBC >
5 WENS-F>	5 WTLC-F	5 WTPI-F	5 WKLR-F	5 WENS-F	5 WENS-F	WENS-F	WFMS-F	5 WIBC <	5 WZPL-F
6 WTPI-F	6 WTPI-F	WTLC-F	6 WTLC-F<	6 WKLR-F	6 WITS-F	6 WKLR-F	6 WKLR-F>>	6 WENS-F	6 WENS-F<
7 WMJC-F>>	7 WMJC-F	7 WMJC-F	7 WTPI-F<	7 WTPI-F	WKLR-F	7	7	7 WTLC-F	7 WTPI-F
8	8	8	8 WIBC	8	8	8	8	8	8 WTLC-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		225 (2)	225 (2)	13.8	11.5	WBRI 1500 Indianapolis	0.4/1.6/ 7/ 178		
AOR/CLASSIC		266 (1)	266 (1)	16.3	16.6	WCBK-F 102.3 Mrtnsvl/Moorsvl	0.5/1.1/ 9/ 118		
AC/OLDIES/SOFT ROCK		377 (4)	377 (4)	23.2	20.4	WNTS 1590 Beech Grove/Ind	0.5/2.1/ 8/ 217		
MOR/VARIETY	273 (2)		273 (2)	16.8	13.7	WSYW-F 107.1 Danville/Indy	0.5/1.9/ 10/ 252		
COUNTRY		246 (3)	246 (3)	15.1	14.8				
BLACK/URBAN		116 (1)	116 (1)	7.1	9.5	WKKG-F 101.5 Columbus	0.4/1.1/ 42/ 573		
BEAUTIFUL/EASY	13 (1)		13 (1)	0.8	6.9	WLW 700 Cincinnati	0.5/2.6/ 40/ 751		
NEWS/TALK	20 (1)		20 (1)	1.2	0.9				
NOSTALGIA	43 (1)		43 (1)	2.6	3.1				
RELIGION/GOSPEL	15 (2)	26 (2)	41 (4)	2.5	1.7				
SPANISH									
CLASSICAL		8 (1)	8 (1)	0.5	0.9				
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	364 (7)	1264 (14)	1628 (21)						

RADIO STATIONS

AM STATIONS

WBRI, 1500, 5 KW (DAYS, DA) , RELIGION		\$ 20.00 (---)		Gary Arnold
WIBC, 1070, 50 KW/10 KW (DA-2), FULL SERVICE	NBC TALKNT,	\$ 140.00 (Durpetti)	Sconnix	Roy Cooper
WNDE, 1260, 5 KW (DA-N) , TALK		\$ 34.00 (Katz)	Great American	Chris Wheat
WNTS, 1590, 5 KW/500 W (DA-2), RELIGION		\$ 22.00 (---)		Jim Wilson
WSYW, 810, 250 W (DAYS) , SEE WSYW-F				
WTUX, 1310, 5 KW/1 KW (DA-2) , NOSTALGIA	CBS UNISUP,	\$ 30.00 (MMR)	Panache	Al Hobbs
WXTZ, 1430, 1 KW (DA-N) , EZ	ABC I UNISUP,	\$ 30.00 (Christal)	WIN/ML	Ken Brown

FM STATIONS

WENS-F, 97.1, 23 KW @ 739, AC		\$ 100.00 (McGuild)	Emmis	Chris Woodward
WFBC-F, 94.7, 41 KW @ 900, AOR	SOURCE,	\$ 160.00 (Katz)	Great American	Chris Wheat
WFMS-F, 95.5, 13 KW @ 990, COUNTRY		\$ 115.00 (Eastman)	Susquehanna	Monte Maupin
WKLR-F, 93.1, 12 KW @ 1022, OLDIES		\$ 107.00 (Durpetti)	Sconnix	Roy Cooper
WMJC-F, 103.3, 18 KW @ 840, AC	ABC E UNISUP,	\$ 49.00 (Christal)	ML/WIN	Ken Brown
WPZZ-F, 95.9, 3 KW @ 300, GOSPEL	SBN NBN,	\$ 17.00 (---)	Willis (FRANKLIN)	Dwight Barnett
WSYW-F, 107.1, 1 KW @ 604, CLASSICAL	UPI,	\$ 25.00 (CMBS)	Universal (DANVILLE)	Steven Ross
WTLC-F, 105.7, 50 KW @ 450, BLACK		\$ 58.00 (MMR)	Panache	Al Hobbs
WTPI-F, 107.9, 22 KW @ 762, SOFT AC	UNIULT,	\$ 58.00 (Torbet)	Mystar	Tim Medland
WXIR-F, 96.3, 3 KW @ 290, RELIGION		\$ 15.00 (---)	(PLAINFIELD)	Gary Arnold
WZPL-F, 99.5, 13 KW @ 990, CHR	APR,	\$ 88.00 (HNWH)	Booth	Roger Ingram
WTTS-F, 92.3, 37 KW @ 1090, CHR		\$ 34.00 (Republic)	Sarkes Tarzian (BLOOMINGTON)	Geoff Vargo

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

* AC - Adult Contemporary	J/NA - Jazz and New Age
* AOR - Album Oriented Rock	M - Middle of Road, (MOR) Full Service
* B - Black (audience predominately black - over 60%)	N - News
* BB - Big Band, Nostalgia	O - Oldies (1955 to near 1988)
* C - Country	R - Religion, Christian
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary
* CL - Classical	SP - Hispanic/Spanish
* CL AOR - Classic AOR, Classic Rock	T - Talk
* E - Ethnic	U - Urban (majority of audience is non-white)
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown
* G - Gospel	

JACKSON, MS

Arbitron Rank/Pop (12+): 113/324,600
 MSA Rank/Pop: 118/402,600
 ADI # 86
 Average Person Ratings: 18.4
 Market TSL: 24.50 hours

Stations: 19/19
 Diaries: 780/416:1/48.5%
 Sample Target: 720
 % Below Line: 0.0
 % Not Listed: 14.9

1989 Revenue: \$11,100,000
 HH Inc.: \$24,243
 Retail \$: 2.4 Bil
 Pop per Station: 17,084
 #1 Biller: WMSI-F \$3,300,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WMSI-F (C)	101/16.9	13.6	15.7	---	14.2	---	214/2327	853/26.3	27.7	27.3	17.3	105	966	WMSI-F
2. WJMI-F (B)	97/16.2	15.6	16.6	---	17.8	---	169/1593	911/28.1	26.4	29.0	17.8	108	1050	WJMI-F
3. WSTZ-F (AOR)	40/ 6.7	3.0	2.4	---	6.8	---	58/532	349/10.8	7.5	6.9	8.7	53	457	WSTZ-F
4. WKXI (B)	38/ 6.4	6.1	5.5	---	5.4	---	49/630	540/16.6	16.5	16.8	5.3	32	397	WKXI
5. WTYX-F (CHR)	37/ 6.2	6.0	7.8	---	8.8	---	63/1020	561/17.3	18.1	21.9	5.8	35	670	WTYX-F
6. WOHT-F (CHR)	35/ 5.9	6.1	4.3	---	5.9	---	87/1240	556/17.1	17.0	13.4	6.1	37	846	WOHT-F
WOAD (GOSP)	35/ 5.9	6.5	5.2	---	8.1	---	35/365	365/11.2	11.3	13.5	6.3	38	451	WOAD
8. WSLI-F (AC)	24/ 4.0	2.6	4.0	---	7.5	---	36/732	313/ 9.6	10.8	12.9	2.1	13	407	WSLI-F
9. WLIN-F 8EZ)	22/ 3.7	3.4	4.0	---	---	---	23/301	268/ 8.3	9.3	12.8	1.9	11	197	WLIN-F
10. WMJW-F (AC)	17/ 2.8	4.7	5.4	---	2.2	---	31/580	330/10.2	12.6	12.3	5.4	33	356	WMJW-F
11. WMGO (GOSP)	12/ 2.0	0.7	2.1	---	1.3	---	12/180	180/ 5.5	1.1	3.1	1.0	6	159	WMGO
12. WSLI (C)	11/ 1.8	1.3	1.9	---	1.6	---	11/192	186/ 5.7	6.9	6.8	0.8	5	114	WSLI
13. WJNT (T)	10/ 1.7	3.0	3.5	---	2.2	---	11/130	121/ 3.7	6.3	6.7	2.1	13	168	WJNT
WJDX (SAC)	10/ 1.7	2.6	2.1	---	3.1	---	13/347	269/ 8.3	11.6	8.7	0.7	4	184	WJDX

12+ FM SHARE (METRO): 75.00% (381 of 508) (SPG 89: 73.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMI-F>>	1 WJMI-F>>	1 WJMI-F>	1 WMSI-F	1 WMSI-F>	1 WMSI-F>>	1 WMSI-F>	1 WMSI-F>	1 WMSI-F<	1 WJMI-F>>	1 WJMI-F>
2 WOHT-F	2 WSTZ-F	2 WMSI-F>	2 WJMI-F	2 WJMI-F	2 WOAD	2 WJMI-F>	2 WJMI-F>	2 WJMI-F>>	2 WMSI-F	2 WMSI-F>
3 WMSI-F>	3 WOHT-F	3 WSTZ-F	3 WTYX-F	3 WTYX-F	3 WTYX-F	3 WKXI	3 WTYX-F	3 WSTZ-F	3 WOHT-F	3
4	4 WMSI-F>	4 WTYX-F	4 WSTZ-F<	4 WSTZ-F	4 WLIN-F	4 WSTZ-F	4 WSTZ-F<	4 WTYX-F	4 WSTZ-F	4
5	5 WKXI	5 WKXI <	5 WKXI	6 WKXI	6 WKXI	5 WTYX-F	5 WOAD	5 WOAD	5 WKXI	5
6	6 WSLI-F	6 WOHT-F	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 WJMI-F>>	1 WJMI-F>>	1 WJMI-F	1 WJMI-F	1 WMSI-F>		1 WJMI-F>>	1 WJMI-F>	1 WJMI-F	1 WJMI-F	1 WMSI-F>
2 WOHT-F>>	2 WOHT-F	2 WMSI-F	2 WMSI-F>	2 WJMI-F		2 WSTZ-F	2 WSTZ-F>>	2 WSTZ-F>	2 WSTZ-F	2 WSTZ-F
3 WMSI-F	3 WMSI-F	3 WSLI-F	3 WTYX-F	3 WTYX-F		3 WOHT-F>>	3 WMSI-F	3 WKXI >	3 WMSI-F>	WJMI-F
4 WSTZ-F	4 WSLI-F	4 WOHT-F>	WOHT-F	4 WSLI-F		4 WMSI-F>	WKXI	4 WMSI-F	4 WTYX-F	4 WTYX-F
5	5	5 WTYX-F	5 WSLI-F	WOAD		5	5 WOHT-F	5 WOAD >>	5 WKXI	5 WKXI
6	6	6 WKXI	6	WKXI		6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		72 (2)	72 (2)	14.2	14.2	WHJT-F 93.5	Clinton/Jackson 0.8/3.5/ 6/ 123
AOR/CLASSIC		40 (1)	40 (1)	7.9	3.7	WIIN-F 98.7	Vicksburg 0.5/2.4/ 6/ 212
AC/OLDIES/SOFT ROCK	10 (1)	41 (2)	51 (3)	10.0	11.0	WJKN 1450	Jackson 0.5/2.8/ 3/ 90
MOR/VARIETY					2.4	WONG 1150	Canton 0.7/1.4/ 4/ 62
COUNTRY	11 (1)	104 (2)	115 (3)	22.6	22.7	WZRX 1590	Jackson 0.7/2.7/ 4/ 88
BLACK/URBAN	38 (1)	97 (1)	135 (2)	26.6	26.2		
BEAUTIFUL/EASY		22 (1)	22 (1)	4.3	4.7		
NEWS/TALK	10 (1)		10 (1)	2.0	4.1		
NOSTALGIA	4 (1)		4 (1)	0.8			
RELIGION/GOSPEL	47 (2)	5 (1)	52 (3)	10.2	10.9		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	7 (2)		7 (2)	1.4			
	127 (9)	381 (10)	508 (19)				

RADIO STATIONS

WJDX , 620, 5 KW/1 KW (DA-N), Soft AC					\$15.00 (Mc-Guild)	Capstar	Ken Windham
WJNT , 1180, 50 KW/5 KW (DA-2), Talk					\$14.00 (---)		Jim McAllilly
WKXI , 1300, 5 KW/1 KW , Black					\$16.00 (Banner)	Opus	Kevin Webb
WMGO , 1370, 1 KW (DAYS) , Gospel					\$ 7.00 (---)		Mike McCulloch
WOAD , 1400, 1 KW , Gospel					\$15.00 (Durpetti)	Holt	Carl Haynes
WSLI , 930, 5 KW (DA-N) , Country					\$ NA (Eastman)		Bobby Imbragulo
WJMI-F, 99.7, 98 KW @ 1060 , Black					\$45.00 (Durpetti)	Holt	Carl Haynes
WLIN-F, 101.7, 3 KW @ 300 , EZ					\$15.00 (Regional)	(GLUCKSTADT)	Bill Clark
WMJW-F, 107.5, 100 KW @ 951 , AC					\$15.00 (Republic)	(MAGEE)	Craig Scott
WMSI-F, 102.9, 100 KW @ 1800 , Country					\$70.00 (Mc-Guild)	Capstar	Ken Windham
WOHT-F, 95.5, 100 KW @ 1058 , CHR					\$23.00 (HNWH)	Jenne	Aubrey Prince
WSLI-F, 96.3, 100 KW @ 1415 , AC					\$32.00 (Eastman)		Bobby Imbragulo
WSTZ-F, 106.7, 100 KW @ 1064 , AOR					\$33.00 (HNWH)	Lewis (VICKSBURG)	Bob Rall
WTYX-F, 94.7, 100 KW @ 1117 , CHR					\$44.00 (Banner)	Opus	Kevin Webb

Misellaneous Comments: WSLI A/F sold by Osborn-Reynolds to Spur Austin for \$3,500,000 (Fischer)...

JACKSONVILLE

Arbitron Rank/Pop (12+): 51/783,500
 MSA Rank/Pop: 58/920,400
 ADI # 56
 Average Person Ratings: 16.8
 Market TSL: 22.25 hours

Stations: 21/20
 Diaries: 1055/743:1/49.1%
 Sample Target: 1090
 % Below Line: 0.3
 % Not Listed: 18.0

1989 Revenue: \$23,300,000
 HH Inc.: \$26,802
 Retail \$: 6.0 Bill
 Pop per Station: 39,175
 #1 Biller: WAPE-F \$4,600,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WAPE-F (CHR)	168/12.8	10.8	14.0	14.3	13.8	13.0	199/2560	2109/26.9	30.2	28.2	13.3	171	2047	WAPE-F
2. WFLV-F (AOR)	117/ 8.9	9.4	7.5	9.5	8.3	8.8	125/1551	1389/17.7	16.0	14.5	12.5	161	1441	WFLV-F
3. WQIK-F (C)	114/ 8.7	10.5	10.4	9.8	12.2	9.9	157/1655	1208/15.4	19.3	19.4	9.4	121	1293	WQIK-F
4. WEJZ-F (SAC)	113/ 8.6	7.7	7.7	8.4	6.3	8.1	121/1481	1377/17.6	17.5	13.6	6.3	81	996	WEJZ-F
5. WKQL-F (O)	88/ 6.7	5.1	5.3	4.6	6.0	5.4	98/1334	1189/15.2	15.4	15.6	7.8	101	1360	WKQL-F
6. WIVY-F (AC)	75/ 5.7	4.6	5.1	5.2	5.4	5.1	79/1201	1172/15.0	15.4	14.9	6.5	84	921	WIVY-F
7. WHJX-F (B)	71/ 5.4	6.8	5.3	1.3	-----	4.7	113/1064	808/10.3	8.4	0.0	9.3	120	1064	WHJX-F
8. WZAZ-F (B)	50/ 3.8	3.6	2.7	4.0	6.1	3.5	53/841	801/10.2	9.2	10.7	3.2	41	873	WZAZ-F
9. WCRJ-F (C)	47/ 3.6	5.3	5.0	5.5	3.7	4.8	57/783	686/ 8.8	11.9	9.6	3.4	44	584	WCRJ-F
10. WIOI-F (CL AOR)	46/ 3.5	3.2	2.6	3.0	2.3	3.1	57/844	722/ 9.2	8.3	6.4	2.8	36	624	WIOI-F
11. WZAZ (B)	41/ 3.1	3.0	3.1	3.5	3.1	3.2	41/420	420/ 5.4	6.0	6.0	1.8	23	320	WZAZ
12. WCGL (GOSP)	38/ 2.9	3.3	1.9	2.2	1.5	2.6	38/384	384/ 4.9	3.2	3.0	0.7	9	228	WCGL
13. WOKV (N/T)	32/ 2.4	2.8	4.3	3.7	3.1	3.3	33/534	512/ 6.5	8.8	6.7	3.4	44	520	WOKV
14. WSVE (GOSP)	31/ 2.4	2.4	1.8	1.8	1.1	2.1	31/336	336/ 4.3	3.2	2.9	2.1	27	438	WSVE

12+ FM SHARE (METRO): 83.32% (899 of 1079) (SPG 89: 81.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPE-F>>	1 WAPE-F	1 WAPE-F	1 WEJZ-F	1 WEJZ-F	1 WQIK-F	1 WAPE-F	1 WAPE-F<	1 WAPE-F	1 WAPE-F>	1 WHJX-F
2 WZAZ-F>	2 WFLV-F>	2 WFLV-F	2 WKQL-F	2 WKQL-F	2 WEJZ-F	2 WQIK-F>	2 WEJZ-F	2 WEJZ-F	2 WFLV-F	2 WQIK-F<
3 WFLV-F	3 WIVY-F<	3 WEJZ-F	3 WFLV-F	3 WFLV-F	3 WAPE-F<	3 WFLV-F>	3 WQIK-F<	3 WFLV-F	3 WHJX-F	3 WAPE-F
4 WHJX-F	4 WHJX-F>	4 WKQL-F	4 WAPE-F	4 WFLV-F	4 WFLV-F	4 WFLV-F	4 WFLV-F	4 WQIK-F<	4 WEJZ-F	4 WFLV-F
5	5 WIOI-F	5 WIVY-F	5 WQIK-F	5 WQIK-F	5	5 WIVY-F	5 WIVY-F<	5 WKQL-F	5 WQIK-F	5 WOKV
6	6 WEJZ-F	6 WQIK-F	6 WIVY-F	6 WIVY-F	6	6	6 WKQL-F	6	6	6 WEJZ-F
7	7	7	7	7	7	7	7	7	7	7 WZAZ-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 WAPE-F>>	1 WAPE-F>	1 WIVY-F<	1 WAPE-F	1 WEJZ-F>	1 WFLV-F<	1 WFLV-F>	1 WFLV-F>>	1 WFLV-F	1 WFLV-F<
2 WHJX-F	2 WIVY-F>	2 WAPE-F>	2 WEJZ-F	2 WIVY-F	2 WAPE-F>>	2 WAPE-F>>	2 WAPE-F>	2 WAPE-F	2 WKQL-F>
3 WIVY-F	3 WHJX-F	3 WEJZ-F	3 WIVY-F>	3 WAPE-F	3 WHJX-F>	3 WHJX-F>	3 WIVY-F	3 WKQL-F	3 WEJZ-F
4 WFLV-F>	4 WFLV-F	4 WFLV-F	4 WHJX-F<	4 WQIK-F	4 WIOI-F>	4 WIVY-F<	4 WHJX-F	4 WEJZ-F	4 WQIK-F
5 WZAZ-F	5 WIOI-F	5 WQIK-F	5 WQIK-F	5 WKQL-F	5	5 WIOI-F	5 WQIK-F	5 WQIK-F<	5 WAPE-F
WIOI-F	WEJZ-F	WHJX-F	6 WKQL-F	6	6	6	6	6 WHJX-F	6

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		172 (2)	172 (2)	15.9	18.4		WFOY 1240 St. Augustine	0.7/1.2/ 9/	93	
AOR/CLASSIC		163 (2)	163 (2)	15.1	14.3		WPDQ 690 Jacksonville	0.5/2.3/ 7/	187	
AC/OLDIES/SOFT ROCK	18 (2)	282 (4)	300 (6)	27.8	24.1		WQIK 1320 Jacksonville	0.4/1.3/ 5/	134	
MOR/VARIETY							WROS 1050 Jcksnlv/Daytona	0.5/2.0/ 6/	158	
COUNTRY	5 (1)	161 (2)	166 (3)	15.4	21.2		WRXJ 930 Jacksonville	0.8/1.8/ 11/	148	
BLACK/URBAN	41 (1)	121 (2)	162 (3)	15.0	11.2		WSOS-F 105.5 St. Augustine	0.5/1.3/ 6/	112	
BEAUTIFUL/EASY										
NEWS/TALK	32 (1)		32 (1)	3.0	3.8		WNFI-F 99.9 Palatka	0.3/2.8/ 16/	350	
NOSTALGIA	9 (1)		9 (1)	0.8	0.5					
RELIGION/GOSPEL	75 (3)		75 (3)	7.0	5.9					
SPANISH										
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS						0.5				
	180 (9)	899 (12)	1079 (21)							

RADIO STATIONS

WCGL , 1360, 5 KW (DAYS)	Gospel	SBN, \$ 15.00	(K & P)	Emily Timmons
WOKV , 600, 5 KW (DA-N)	News/Talk	ABC T CBS, \$ 25.00	(MMR)	Jeff Dorf
WSVE , 1280, 5 KW (DAYS)	Gospel	UNIFWR, \$ 13.00	(Republic)	Daryl Spann
WZAZ , 1400, 1 KW	Black	SBN, \$ 14.00	(Roslin)	Mark Picus
WAPE-F, 95.1, 100 KW @ 984	CHR	\$ 100.00	(Christal)	Mark Schwartz
WCRJ-F, 107.3, 100 KW @ 705	Country	\$ 46.00	(Katz)	Hoker
WEJZ-F, 96.1, 100 KW @ 984	Soft AC	ABC D, \$ 47.00	(Katz)	Renda
WFLV-F, 104.5, 100 KW @ 1014	AOR	NBC, \$ 74.00	(MC-Guild)	Metroplex
WHJX-F, 101.5, 100 KW @ 1863	Black	ABC C, \$ 30.00	(Durpetti)	(BRUNSWICK, GA) Walter Berry
WIOI-F, 100.7, 36 KW @ 1463	Classic AOR	\$ 36.00	(---)	Osborn (BRUNSWICK, GA) Buc Weatherby
WIVY-F, 102.9, 100 KW @ 1014	AC	APR, \$ 62.00	(Banner)	Taylor
WKQL-F, 96.9, 100 KW @ 1013	Oldies	\$ 70.00	(MMR)	EZ
WQIK-F, 99.1, 100 KW @ 1014	Country	ABC E, \$ 98.00	(Eastman)	Jacor
WZAZ-F, 92.7, 1.3 KW @ 497	Black	CBS, \$ 21.00	(Roslin)	(GREEN COVE SPGS) Mark Picus

Misc. Comments: WAIV-F changes to WKQL and format from AC to mostly Oldies (Jan) . . .WQIK A/F sold by Jacor to Capstar (never closed) for \$13,000,000 (Americom)...

JOHN CITY-KINGSPORT

Arbitron Rank/Pop (12+): 92/377,700
 MSA Rank/Pop: 107/444,800
 ADI # 87
 Average Person Ratings: 15.2
 Market TSL: 20.00 hours

Stations: 27/22
 Diaries: 883/428:1/59.2%
 Sample Target: 780
 % Below Line: 6.1
 % Not Listed: 11.8

1989 Revenue: \$9,900,000
 MH Inc.: \$23,100
 Retail \$: 2.6 Bill
 Pop per Station: 17,168
 #1 Biller: WQUT-F \$2,150,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WQUT-F (CHR)	134/23.3	19.3	20.6	19.6	22.6	----	171/2096	1451/38.4	36.2	37.0	24.3	146	1452	WQUT-F
2. WXBQ-F (C)	105/18.3	19.1	19.0	17.6	19.4	----	158/1966	1205/31.9	34.7	29.7	20.5	123	1335	WXBQ-F
3. WTFM-F (AC)	73/12.7	14.6	14.6	14.9	17.1	----	107/1507	1076/28.5	29.9	29.3	15.0	90	1049	WTFM-F
4. WUSJ-F (C)	24/ 4.2	4.5	3.7	3.4	3.1	----	25/428	400/10.6	11.6	7.5	3.0	18	288	WUSJ-F
5. WJCW (C)	21/ 3.7	4.5	5.2	7.2	7.2	----	21/424	402/10.6	10.1	13.6	2.5	15	348	WJCW
6. WIMZ-F (AOR)	20/ 3.5	1.7	2.0	-----	-----	----	42/492	267/ 7.1	4.6	3.7	6.0	36	292	WIMZ-F
7. WZXY-F (CHR)	18/ 3.1	4.2	2.8	4.4	3.5	----	18/378	373/ 9.9	9.4	9.9	5.3	32	546	WZXY-F
8. WKPT (EZ)	14/ 2.4	3.5	3.8	4.0	3.1	----	14/261	261/ 6.9	8.2	8.4	2.8	17	251	WKPT

12+ FM SHARE (METRO): 78.70% (399 of 507) (SPG 89: 77.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F>	1 WQUT-F	1 WQUT-F<	1 WXBQ-F>	1 WQUT-F>	1 WQUT-F	1 WQUT-F>	1 WQUT-F>	1 WQUT-F
2 WXZY-F>	2 WXBQ-F	2 WXBQ-F	2 WXBQ-F<	2 WXBQ-F	2 WTFM-F	2 WXBQ-F	2 WXBQ-F>	2 WXBQ-F>	2 WXBQ-F	2 WXBQ-F
3	3 WTFM-F>	3 WTFM-F>>	3 WTFM-F>>	3 WTFM-F>>	3 WQUT-F>	3 WTFM-F>>	3 WTFM-F>>	3 WTFM-F>>	3 WTFM-F>>	3 WTFM-F
4	4 WIMZ-F	4	4	4	4 WJCW	4 WJCW	4	4	4 WZXY-F	4
5	5	5	5	5	5 WUSJ-F	5	5	5	5	5

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 WQUT-F>>	1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F>	1 WQUT-F>>	1 WQUT-F<	1 WXBQ-F>>	1 WXBQ-F<	1 WXBQ-F>
2 WXBQ-F>	2 WTFM-F>	2 WTFM-F>>	2 WTFM-F>	2 WTFM-F<	2 WXBQ-F	2 WXBQ-F>>	2 WQUT-F>	2 WQUT-F>	2 WTFM-F<
3 WIVK-F	3 WXBQ-F>	3 WXBQ-F	3 WXBQ-F>>	3 WXBQ-F>>	3 WTFM-F	3 WIMZ-F	3 WIMZ-F	3 WTFM-F>>	3 WQUT-F>>
WZXY-F	4 WIMZ-F	4 WIMZ-F>>	4	4	4 WIMZ-F>	WTFM-F	4 WTFM-F>	4 WIMZ-F	4
WTFM-F>	5	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS	METRO CUME	TSA	TSA
							SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		157 (4)	157 (4)	31.0	28.4	WABN-F 92.7 Abingdon	0.3/1.5/ 2/	71	
AOR/CLASSIC		20 (1)	20 (1)	3.9	2.7	WBBI 1230 Abingdon	0.3/2.0/ 3/	90	
AC/OLDIES/SOFT ROCK		80 (2)	80 (2)	15.8	18.5	WBCV 1550 Bristol	0.3/1.8/ 2/	68	
MOR/VARIETY					0.4	WBEJ 1240 Elizabethton	1.2/2.3/ 8/	89	
COUNTRY	59 (8)	140 (4)	199 (12)	39.3	38.7	WDFW 1120 Duffield	1.0/1.4/ 6/	63	
BLACK/URBAN						WEMB 1420 Erwin	0.9/2.0/ 5/	74	
BEAUTIFUL/EASY	14 (1)		14 (1)	2.8	5.1	WETB 790 Johnson City	1.7/3.9/ 12/	196	
NEWS/TALK						WFHG 980 Bristol	1.6/5.2/ 9/	212	
NOSTALGIA	5 (1)		5 (1)	1.0	1.0	WIKQ-F 94.9 Greenville	1.2/3.2/ 11/	245	
RELIGION/GOSPEL	30 (5)	2 (1)	32 (6)	6.3	5.3	WKIN 1320 Kingsport	0.7/2.3/ 4/	85	
SPANISH						WMCH 1260 Church Hill	1.6/3.1/ 10/	120	
CLASSICAL						WMEV-F 93.9 Marion	0.3/1.3/ 23/	297	
JAZZ/NEW AGE						WOPI 1490 Bristol	0.9/3.0/ 5/	112	
UNKNOWN/OTHERS						WRGS 1370 Rogersville	0.9/2.1/ 6/	98	
	108 (15)	399 (12)	507 (27)			WZAP 690 Bristol	1.4/3.2/ 8/	186	
						WFGW 1010 Black Mountain	0.2/0.0/ 0/	0	
						WIVK-F 107.7 Knoxville	1.6/3.2/ 51/	507	
						WMIT-F 106.9 Black Mountain	0.3/1.6/ 4/	82	
						WOKI-F 100.3 Oak Ridge/Knxvl	0.5/1.8/ 18/	386	

RADIO STATIONS

WJCW , 910, 5 KW/1 KW (DA-N) , Country	MBS, \$18.00 (Katz) Bloomington (JOHNSN CTY)	Ken Maness
WKPT , 1400, 1 KW , EZ	ABC E, \$13.00 (Republic) Home News (KINGSPORT)	Dave Widener
WFHG , 980, 5 KW/1 KW (DA-N) , Oldies	ABC D SMN, \$12.00 (mc-Guild) Nininger (BRISTOL,VA)	W. Nininger
WQUT-F, 101.5, 100 KW @ 1497 , CHR	CBS, \$48.00 (Katz) Bloomington (JOHNSN CTY)	Ken Maness
WTFM-F, 98.5, 100 KW @ 1260 , AC	ABC E, \$38.00 (Republic) Home News (KINGSPORT)	Dave Widener
WUSJ-F, 99.3, 3 KW @ 328 , Country	NBC, \$17.00 (Durpetti) (ELIZABETHTOWN)	Eaton Govan
WXBQ-F, 96.9, 67 KW @ 2240 , Country	ABC I, \$42.00 (Mc-Guild) Nininger (BRISTOL, VA)	Debbie Messner
WZXY-F, 104.5, 1.4 KW @ 480 , CHR	ABC C, \$16.00 (Torbet) Bahakel (KINGSPORT)	Wayne Grills

WIMZ-F -- See Knoxville Miscellaneous Comments: WOPI sold for \$140,000...

JOHNSTOWN

Arbitron Rank/Pop (12+): 150/211,100
 MSA Rank/Pop: 173/250,300
 ADI # 88 (W/Altoona)
 Average Person Ratings: 18.4
 Market TSL: 24.25 hours

Stations: 28/13
 Diaries: 610/346:1/59.9%
 Sample Target: 610
 % Below Line: 22.2
 % Not Listed: 10.6

1989 Revenue: \$4,800,000
 HH Inc.: \$20,011
 Retail \$: 1.26 Bill
 Pop per Station: 16,238
 #1 Biller:

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume
1. WGLU-F (CHR)	59/15.2	---	13.9	---	12.8	---	67/705	585/27.7		28.1			WGLU-F
2. WKYE-F (AC)	49/12.6	---	12.3	---	12.0	---	69/778	557/26.4		28.2			WKYE-F
3. WYSN-F (BB)	25/ 6.4	---	6.7	---	3.9	---	25/265	247/11.7		11.7			WYSN-F
4. WJNL-F (EZ)	24/ 6.2	---	4.3	---	3.1	---	25/289	270/12.8		13.9			WJNL-F
WIYQ-F (O)	24/ 6.2	---	2.9	---	3.6	---	26/401	291/13.8		13.3			WIYQ-F
6. WJAC (MOR)	21/ 5.4	---	7.8	---	9.4	---	21/354	321/15.2		19.2			WJAC
7. WDVE-F (AOR)	18/ 4.6	---	6.1	---	4.7	---	27/386	258/12.2		14.2			WDVE-F
8. WVSC-F (AC)	12/ 3.1	---	1.3	---	1.0	---	12/185	185/ 8.8		4.4			WVSC-F
9. WJNL (BB)	11/ 2.8	---	1.9	---	2.9	---	11/171	171/ 8.1		6.5			WJNL
10. WVSC (C)	10/ 2.6	---	3.5	---	3.1	---	10/159	159/ 7.5		7.4			WVSC
11. WBZZ-F (CHR)	8/ 2.1	---	2.4	---	2.9	---	15/212	124/ 5.9		7.6			WBZZ-F
WBXQ-F (CL AOR)	8/ 2.1	---	1.1	---	4.2	---	10/172	134/ 6.3		7.1			WBXQ-F
WADJ (MOR)	8/ 2.1	---	0.8	---	1.0	---	8/91	91/ 4.3		3.0			WADJ

12+ FM SHARE (METRO): 79.54% (276 of 347) (SPG 89: 77.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGLU-F	1 WGLU-F	1 WKYE-F	1 WKYE-F	1 WKYE-F	1 WYSN-F	1 WGLU-F	1 WKYE-F	1 WGLU-F	1 WGLU-F>>	1 WKYE-F
2	2 WKYE-F>>	2 WGLU-F>>	2 WGLU-F>	2 WGLU-F	2 WKYE-F	2 WKYE-F>	2 WGLU-F>	2 WKYE-F>>	2 WJNL	2 WGLU-F
3	3 WDVE-F>	3 WIYQ-F>	3 WIYQ-F>	3 WIYQ-F>	3 WJAC	3 WJNL-F	3 WYSN-F	3 WIYQ-F	3 WKYE-F	3 WVSC
4	4 WJNL-F	4 WDVE-F	4 WJNL-F	4 WJNL-F	4 WJNL-F	4 WIYQ-F<	4 WIYQ-F	4 WYSN-F	4 WDVE-F	4
5	WIYQ-F	5 WJNL-F	5 WJAC	5 WJAC	WIYQ-F	5 WYSN-F	5 WJNL-F	5	5	5

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 WGLU-F>>	1 WGLU-F>	1 WGLU-F	1 WGLU-F>	1 WGLU-F>	1 WKYE-F	1 WKYE-F	1 WKYE-F	1 WKYE-F>	1 WKYE-F>>
2 WKYE-F>	2 WKYE-F>	2 WKYE-F	2 WKYE-F>	2 WKYE-F	2 WGLU-F>>	2 WGLU-F>	2 WGLU-F>	2 WGLU-F>	2 WIYQ-F
3 WDVE-F>>	3 WJNL-F>	3 WJNL-F>	3 WIYQ-F>	3 WJNL-F	3 WMYG-F	3 WDVE-F	3 WDVE-F	3 WDVE-F	3 WGLU-F>
4	4 WDVE-F	4 WIYQ-F>	4 WJNL-F	WIYQ-F	WDVE-F>	4	4 WIYQ-F>	4 WIYQ-F	4 WDVE-F
	WIYQ-F	5 WJNL-F	5	5	5 WVSC-F>>	5	5 WBXQ-F>	5	WJAC

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		67 (2)	67 (2)	19.3	18.9	WCRO 1230 Johnstown	1.5/4.9/ 6/ 115		
AOR/CLASSIC		25 (2)	25 (2)	7.2	8.7	WNCC 950 Barnesboro	1.0/2.0/ 5/ 65		
AC/OLDIES/SOFT ROCK	8 (1)	129 (9)	137 (10)	39.5	29.5				
MOR/VARIETY	38 (3)		38 (3)	11.0	15.8	KDKA 1020 Pittsburgh	1.5/5.6/ 13/ 255		
COUNTRY	21 (4)	16 (3)	37 (7)	10.7	10.6	WALY-F 103.9 Bellwood/Altna	1.0/3.4/ 4/ 82		
BLACK/URBAN					0.9	WDSY-F 107.9 Pittsburgh	1.5/3.3/ 14/ 281		
BEAUTIFUL/EASY NEWS/TALK		14 (2)	14 (2)	4.0	4.7	WFBG-F 98.1 Altoona/St.Clge	1.8/4.7/ 23/ 299		
NOSTALGIA		25 (1)	25 (1)	7.2	7.8	WFRB 560 Frostburg/Cumbr	0.3/2.5/ 1/ 53		
RELIGION/GOSPEL						WFRB-F 105.3 Frostburg/Cumbrl	1.8/4.9/ 8/ 135		
SPANISH						WLTJ-F 92.9 Pittsburgh	0.8/3.4/ 3/ 79		
CLASSICAL						WMXP-F 100.7 N. Kensington	0.5/1.8/ 8/ 109		
JAZZ/NEW AGE						WMYG-F 96.9 Braddock	1.8/3.3/ 16/ 199		
UNKNOWN/OTHERS	4 (1)		4 (1)	1.2	3.1	WOWQ-F 102.1 DuBois	0.8/3.1/ 27/ 350		
	71 (9)	276 (19)	347 (28)			WSHH-F 99.7 Pittsburgh	1.8/4.6/ 12/ 175		
						WVAM 1430 Altoona	1.0/2.0/ 4/ 54		
						WWSW-F 94.5 Pittsburgh	0.8/3.0/ 0/ 0		

RADIO STATIONS

WADJ, 1330, 5 KW/35W (DA-1), MOR	CNN, UNISUP, \$ 9.00 (Roslin)	(SOMERSET)	Ron Lorence
WCRO, 1230, 1 KW (DA-1), COUNTRY	SMM, ABC I, \$ 8.00 (Republic)		
WJAC, 850, 10 KW (DA-1), MOR/OLDIES	ABC, UNISUP, \$ 20.00 (McGuild)		Mike Brosig
WJNL, 1490, 1 KW, NOSTALGIA	NBC, UNISUP, \$ 12.00 (Roslin)		Bill Bingler
WVSC, 990, 10 KW/100W (DA-1), COUNTRY	ABC E, \$ 7.00 (Regional)	(SOMERSET)	Dick Adams
WBXQ-F, 94.3, .4 KW @ 958, CLASSIC AOR	ABC F UNISUP, \$ 17.00 (Roslin)	(CRESSON)	Neil Hart
WGLU-F, 92.1, .3 KW @ 1000, CHR	SOURCE, \$ 27.00 (Republic)		Ralph Lovette
WIYQ-F, 99.1, 50 KW @ 500, OLDIES	SMM, \$ 12.00 (Dome)	(EBENSBURG)	Carey Simpson
WJNL-F, 96.5, 50 KW @ 490, EZ	RADRAD, \$ 17.00 (Roslin)		Bill Bingler
WKYE-F, 95.5, 57 KW @ 1060, AC	UNISUP, UNIPWR, \$ 30.00 (McGuild)		Mike Brosig
WVSC-F, 97.7, 3 KW @ 270, AC	ABC I, UNISUP, \$ 8.00 (Regional)	(SOMERSET)	Dick Adams
WYSN-F, 101.7, .7 KW @ 645, NOSTALGIA	CNN, UNISUP, \$ 11.00 (Roslin)	(CENTRAL CITY)	Ron Lorence

OTHER RANKED STATIONS: See Pittsburgh Miscellaneous Comments: WJNL A/F sold for \$1,350,000...WJNL A/F - station seized by National Credit Union Admin...

KALAMAZOO

Arbitron Rank/Pop (12+): 161/185,400

Stations: 21/10
 Diaries: 594/312:1/51.5%
 Sample Target: 610
 % Below Line: 17.3
 % Not Listed: 19.7

1989 Revenue: \$8,200,000
 HH Inc.: \$31,591
 Retail \$: 1.6 Bill
 Pop per Station: 18,540
 #1 Biller: WKFR-F \$2,500,000

MSA Rank/Pop: 194/220,800
 ADI # 37 (w/Grand Rapids)
 Average Person Ratings: 15.9
 Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WKFR-F (CHR)	54/18.3	19.9	19.4	17.3	28.5	----	84/1078	704/38.0	39.9	39.5	22.2	60	777	WKFR-F
2. WRKR-F (CL AOR)	44/14.9	11.4	15.6	7.3	-----	----	72/693	440/23.7	21.7	26.0	18.9	51	529	WRKR-F
3. WKZO (MOR)	26/ 8.8	7.2	9.3	10.0	12.6	----	41/776	482/26.0	23.9	24.5	6.7	18	399	WKZO
4. WQLR-F (EZ)	24/ 8.1	7.2	7.6	8.0	9.5	----	35/446	311/16.8	14.5	14.5	7.4	20	299	WQLR-F
5. WNNW-F (C)	23/ 7.8	15.0	9.3	10.0	10.3	----	72/788	311/16.8	18.6	16.9	10.0	27	282	WNNW-F
6. WOOD-F (EZ)	14/ 4.7	2.9	4.2	4.5	4.0	----	39/570	254/13.7	11.3	12.9	3.3	9	174	WOOD-F
7. WJFM-F (O)	11/ 3.7	3.6	3.5	7.6	5.9	----	28/469	285/15.4	12.0	12.0	2.2	6	195	WJFM-F
8. WGRD-F (CHR)	7/ 2.4	2.3	2.4	2.4	2.8	----	32/709	248/13.4	11.9	11.0	5.6	15	305	WGRD-F
9. WKLO-F (CHR)	6/ 2.0	2.3	1.7	0.7	1.6	----	19/445	165/ 8.9	8.4	9.5	1.5	4	130	WKLO-F
10. WHEZ (O)	5/ 1.7	2.3	0.7	1.7	3.6	----	5/82	76/ 4.1	4.2	3.1	1.5	4	49	WHEZ
11. WKMI (AC)	4/ 1.4	1.6	2.4	2.8	3.6	----	4/131	123/ 6.6	9.3	8.5	2.6	7	97	WKMI

12+ FM SHARE (METRO): 83.12% (197 of 237) (SPG 89: 81.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKFR-F	1 WRKR-F	1 WKFR-F	1 WRKR-F	1 WRKR-F	1 WKZO	> 1 WKFR-F	1 WKFR-F	1 WKFR-F	1 WKFR-F	1 WKFR-F
2	2 WKFR-F>>	2 WRKR-F>>	2 WKFR-F>	2 WKFR-F>	2 WQLR-F	< 2 WKZO	< 2 WRKR-F	2 WNNW-F	2 WRKR-F>>	2 WKZO >
3	3 WQLR-F	3 WQLR-F	3 WQLR-F	3 WNNW-F	3 WNNW-F	3 WKFR-F>	3 WQLR-F>	3 WKFR-F	3 WKZO	3 WKFR-F
4	4 WNNW-F	4 WNNW-F>	4 WNNW-F>	4 WQLR-F	4 WKFR-F	4 WQLR-F	4 WOOD-F	4 WQLR-F	4	4
5	5 WJFM-F	5 WJFM-F	5 WKZO	5 WKZO	5 WOOD-F	5 WNNW-F	5 WNNW-F	5 WJFM-F	5	5
6	6	6 WKZO	6	6	6	6	6	6 WKZO	6	6
7	7	7	7	7	7	7	7	7 WOOD-F	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 WKFR-F>>	1 WKFR-F>>	1 WKFR-F	1 WKFR-F>>	1 WKFR-F>	1 WRKR-F	1 WKFR-F>>	1 WKFR-F>>	1 WKFR-F>>	1 WKFR-F>>
2 WKLO-F	2 WRKR-F	2 WKFR-F>>	2 WRKR-F	2 WRKR-F	2 WKFR-F>>	2 WKFR-F	2 WKFR-F	2 WKFR-F>>	2 WKFR-F>>
3	3 WQLR-F	3 WNNW-F	3 WQLR-F	3 WNNW-F	3 WKLO-F	3	3 WNNW-F	3 WQLR-F	3 WQLR-F
4	4 WNNW-F	4 WJFM-F	4 WNNW-F	4 WQLR-F	4 WJFM-F>	4	4 WQLR-F>>	4 WNNW-F	4 WNNW-F
5	5 WKFR-F	5 WQLR-F>	5 WOOD-F	5 WOOD-F	5 WGRD-F	5	5 WOOD-F	5 WKZO	5 WKZO
6	6 WQLR-F>>	6 WGRD-F>>	6 WJFM-F	6 WKZO	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		67 (3)	67 (3)	28.3	29.2	WKPR 1420 Kalamazoo	0.7/3.2/ 2/ 66
AOR/CLASSIC		48 (3)	48 (3)	20.3	20.6	WQSN 1470 Kalamazoo/Prtge	1.0/4.0/ 3/ 74
AC/OLDIES/SOFT ROCK	9 (2)	18 (5)	27 (7)	11.4	9.9	WQXC-F 100.9 Ostego/Kalmzo.	0.3/2.2/ 7/ 124
MOR/VARIETY	26 (1)		26 (1)	11.0	12.0		
COUNTRY	3 (1)	23 (1)	26 (2)	11.0	13.3	WBXX-F 95.3 Battle Creek	0.7/4.5/ 4/ 118
BLACK/URBAN						WFRN-F 104.7 Elkhart/SB	0.7/3.1/ 6/ 119
BEAUTIFUL/EASY		38 (2)	38 (2)	16.0	14.6	WFUR-F 102.9 Grand Rapids	0.3/2.8/ 4/ 111
NEWS/TALK						WIBM-F 94.1 Jackson	1.0/2.8/ 4/ 99
NOSTALGIA						WJXQ-F 106.1 Jackson	0.3/3.1/ 6/ 116
RELIGION/GOSPEL	2 (1)	3 (2)	5 (3)	2.1	0.4	WLAV-F 96.9 N. Muskegon	1.0/3.8/ 6/ 222
SPANISH						WODJ-F 107.3 Greenvl/grd rap	0.3/2.2/ 9/ 198
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	40 (5)	197 (16)	237 (21)				

RADIO STATIONS

WHEZ, 1560, 4.1 KW (DAYS)	, OLDIES	UNISUP, UNIULT	, \$ 10.00 (Christal)	(PORTAGE)	Gary Mallernee
WKMI, 1360, 5 KW/1 KW (DA-2)	, AC	ABC D	, \$ 14.00 (Eastman)		Bob Miller
WKPR, 1420, 1 KW (DAYS)	, RELIGION		, \$ 7.00 (---)	Kuiper	Henry Wielhouwer
WKZO, 590, 5 KW (DA-N)	, MOR/FULL SER.	CBS, MBS	, \$ 26.00 (McGuild)	Fitzer	Stan Smart
WQSN, 1470, 500 W/1 KW	, COUNTRY		, \$ 11.00 (Banner)	Fairfield	Steve Trivers
WKFR-F, 103.3, 50 KW @ 483	CHR	UNIPWR	, \$ 50.00 (Eastman)	(BATTLE CREEK)	Dave Hicks
WNNW-F, 98.5, 50 KW @ 500	COUNTRY	ABC E	, \$ 32.00 (Christal)	(COLDWATER)	Gary Mallernee
WQLR-F, 106.5, 33 KW @ 600	SOFT AC		, \$ 30.00 (Banner)	Fairfield	Steve Trivers
WRKR-F, 107.7, 50 KW @ 486	CLASSIC AOR		, \$ 36.00 (HNWH)	(PORTAGE)	Ed Sackley

OTHER RANKED STATIONS — See Grand Rapids Miscellaneous Comments: WQLR changes from EZ to AC (March)...

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,300,900
 MSA Rank/Pop: 29/1,585,500
 ADI # 29
 Average Person Ratings: 17.4
 Market TSL: 23.00 hours

Stations: 25/24
 Diaries: 1746/745:1/59.9%
 Sample Target: 1410
 % Below Line: 0.3
 % Not Listed: 6.3

1989 Revenue: \$42,100,000
 HH Inc.: \$31,591
 Retail \$: 12.3 Bill
 Pop per Station: 54,204
 #1 Biller: WDAF \$5,000,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WDAF (C)	241/10.7	12.8	10.3	11.6	15.5	11.4	401/4575	2799/21.5	22.4	24.1	10.3	248	2532	WDAF
2. KBEQ-F (CHR)	183/ 8.1	8.2	10.1	8.2	7.4	8.6	232/3782	2884/22.2	23.4	21.2	10.2	245	3135	KBEQ-F
3. KPRS-F (B)	177/ 7.8	6.7	7.2	4.5	5.2	6.6	213/1896	1554/11.9	10.2	10.3	10.4	249	2190	KPRS-F
KFKF-F (C)	177/ 7.8	7.0	9.3	7.8	7.2	8.0	231/2690	2133/16.4	18.5	15.6	7.7	185	1933	KFKF-F
5. KYYS-F (AOR)	132/ 5.8	5.5	4.3	5.3	4.7	5.2	182/2811	1956/15.0	12.2	13.4	6.1	147	2126	KYYS-F
6. KUDL-F (AC)	130/ 5.8	4.7	5.5	3.9	4.4	5.0	146/2226	1896/14.6	14.1	12.1	3.3	80	1168	KUDL-F
KCMO (N/T)	130/ 5.8	6.4	7.3	6.1	6.0	6.4	165/2529	1933/14.9	21.4	14.7	4.5	107	1592	KCMO
8. KMBZ (MOR)	125/ 5.5	2.6	3.4	6.1	6.4	4.4	138/2284	2003/15.4	11.7	18.5	3.3	80	1590	KMBZ
9. KCMO-F (O)	116/ 5.1	4.6	3.8	6.1	5.4	4.9	142/2062	1559/12.0	12.4	15.1	4.8	115	1530	KCMO-F
10. KMBR-F (EZ)	109/ 4.8	6.0	6.0	5.6	5.9	5.6	126/1730	1476/11.3	13.1	11.9	3.3	79	1618	KMBR-F
11. KXXR-F (CHR)	103/ 4.6	4.3	4.9	5.1	6.7	4.7	131/2084	1626/12.5	10.8	14.0	4.8	116	1680	KXXR-F
12. KRVK-F (AOR)	85/ 3.8	4.0	2.7	2.3	1.3	3.2	94/1862	1645/12.6	7.1	4.7	4.9	118	1713	KRVK-F
13. KCFX-F (CL AOR)	77/ 3.4	4.1	3.2	4.6	4.3	3.8	111/1745	1314/10.1	10.4	11.7	4.7	113	1376	KCFX-F
14. KLSI-F (AC)	73/ 3.2	4.4	4.5	4.8	4.3	4.2	87/1508	1296/10.0	11.5	10.4	4.4	106	1391	KLSI-F
15. KXTR-F (CL)	49/ 2.2	2.9	1.9	1.5	1.8	2.1	55/849	752/ 5.8	5.0	5.1	2.4	58	858	KXTR-F

12+ FM SHARE (METRO): 67.36% (1426 of 2117) (SPG 89: 62.02%)

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 KPRS-F<	1 KFKF-F	1 KFKF-F	1 WDAF >	1 WDAF >	1 WDAF	1 WDAF	1 KMBZ >	1 WDAF >>
2 KPRS-F>	2 KPRS-F	2 KFKF-F	2 KPRS-F<	2 WDAF	2 KCMO-F	2 KBEQ-F	2 KFKF-F	2 KBEQ-F<	2 KPRS-F>	2 KCMO
3 KXXR-F	3 KBEQ-F	3 KYYS-F	3 KCMO-F	3 KPRS-F	3 KMBZ	3 KFKF-F<	3 KUDL-F	3 KFKF-F<	3 KBEQ-F>	3 KMBZ
4	4 KXXR-F<	4 KBEQ-F	4 KUDL-F	KCMO-F<	4 KIDZ	4 KCMO	4 KPRS-F<	4 KPRS-F	4 KXXR-F	4 KPRS-F
5	5 KFKF-F	5 KUDL-F	5 WDAF <	5 KUDL-F	5 KMBR-F	5 KUDL-F	5 KYYS-F	5 KYYS-F	5 KCMO	5 KFKF-F<
6	6 KCFX-F	6 KCMO-F	6 KYYS-F	6 KYYS-F	6 KCMO-F	KPRS-F<	KBEO-F<	6 KUDL-F	6 KFKF-F	6 KUDL-F
7	7 KUDL-F	7 KXXR-F	7 KBEO-F	7 KMBR-F<	7 KUDL-F	7 KYYS-F	7 KCMO	7 KMBR-F	7 KYYS-F	7
8	8	8	8	8 KBEO-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 KBEO-F	1 KBEO-F	1 KBEO-F<	1 KBEO-F	1 KFKF-F	1 KYYS-F	1 KYYS-F>	1 KYYS-F	1 KYYS-F	1 KFKF-F
2 KXXR-F	2 KPRS-F>	2 KPRS-F	2 KPRS-F	2 KUDL-F	2 KXXR-F>	2 KPRS-F	2 KFKF-F	2 KFKF-F	2 WDAF
3 KPRS-F>	3 KXXR-F	3 KFKF-F	3 KUDL-F	3 KBEO-F	3 KPRS-F	3 KFKF-F	3 KPRS-F	3 KPRS-F	3 KYYS-F
4 KUDL-F	4 KYYS-F	4 KYYS-F	4 KFKF-F	4 KPRS-F	4 KBEO-F>	KCFX-F	4 KCFX-F>>	4 KCFX-F<	4 KPRS-F
5 KYYS-F	KUDL-F	5 KCMO-F	5 KCMO-F	KCMO-F	5 KCFX-F>>	5 KXXR-F	5 WDAF <	5 WDAF	KCMO-F
6 KRVK-F	KFKF-F	6 KUDL-F	6 KLSI-F<	6 KMBR-F	6 KUDL-F	6 KBEO-F	6 KUDL-F	6 KXXR-F<	6 KCFX-F<
8 KLSI-F>	7 KRVK-F	KRVK-F	7 KRVK-F	7 WDAF	KBZR	7	KBEO-F	7 KCMO-F	7 KCMO
	8 KCMO-F	8 KLSI-F	8	8 KLSI-F	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
								SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		286 (2)	286 (2)	13.5	13.5		KBZR 1030 Blue Sprg/KCty	0.6/2.5/ 15/ 347		
AOR/CLASSIC	13 (1)	294 (3)	307 (4)	14.5	16.5		KCCV 760 Overland Park	0.8/1.9/ 24/ 291		
AC/OLDIES/SOFT ROCK	27 (1)	326 (4)	353 (5)	16.7	12.3		KCFM-F 107.3 Lexington	0.4/1.6/ 24/ 426		
MOR/VARIETY	125 (1)		125 (1)	5.9	6.8		KCNW 1380 Fairway	0.6/2.0/ 14/ 277		
COUNTRY	241 (1)	185 (2)	426 (3)	20.1	24.0		KEXS 1090 Excelsr Spgs	0.4/1.3/ 11/ 201		
BLACK/URBAN		177 (1)	177 (1)	8.4	6.0		KIDZ 1510 Independence	1.6/2.5/ 37/ 325		
BEAUTIFUL/EASY		109 (1)	109 (1)	5.1	6.2		KJLA 1190 Kansas City	1.9/4.7/ 45/ 634		
NEWS/TALK	130 (1)		130 (1)	6.1	6.4		KPRT 1590 Kansas City	1.5/3.2/ 35/ 436		
NOSTALGIA	43 (1)		43 (1)	2.0	1.9		WHB 710 Kansas City	1.2/5.4/ 52/1167		
RELIGION/GOSPEL	112 (5)		112 (5)	5.3	3.1					
SPANISH							KMZU-F 101.1 Carrollton	0.3/1.2/ 38/ 580		
CLASSICAL		49 (1)	49 (1)	2.3	1.9					
JAZZ/NEW AGE					1.4					
UNKNOWN/OTHERS										
	691 (11)	1426 (14)	2117 (25)							

RADIO STATIONS

AM STATIONS

KCCV, 760, 6 KW/(DAYS)	, Religion	, \$ 18.00	(---)	Bott	Richard Bott
KCMO, 810, 50 KW/5 KW (DA-2)	, Talk/News	CBS MBS, \$ 84.00	(Mc-Guild)	Gannett	Don Troutt
KCNW, 1380, 2.5 KW	, Religion	, \$ 20.00	(---)	Marsh	Andy Willoughby
KJLA, 1190, 5 KW/250 W (DA-N)	, Nostalgia	MBS UNISUP, \$ 30.00	(Roslin)		Sandra Suffian
KMBZ, 980, 5 KW (DA-2)	, Full Service	NBC, \$ 65.00	(Durpetti)	Bonneville	Ron Carter
KPRT, 1590, 1 KW	, Gospel	MBS, \$ 22.00	(Katz)		Michael Carter
KNHN, 1340, 1 KW	, Talk	, \$ 21.00	(---)		Aaron Worsham
WDAF, 610, 5 KW	, Country	ABC E, \$100.00	(Katz)	Great American	Mike Costello
WHB, 710, 10 KW/5 KW (DA-2)	, Oldies	APR UNISUP, \$ 43.00	(Christal)	Shamrock	Bob Zuroweste

FM STATIONS

KBEO, 104.3, 100 KW @ 987	, CHR	ABC C, \$ 86.00	(CBS)	Noble	Bob Lawrence
KCFX, 100.7, 100 KW @ 833	, Classic AOR	UNIPWR, \$ 59.00	(MMR)	Hoker	Bill Newman
KCMO, 94.9, 100 KW @ 1057	, Oldies	, \$ 50.00	(Mc-Guild)	Gannett	Don Troutt
KFKF, 94.1, 100 KW @ 995	, Country	, \$ 95.00	(HNWH)	Sconnix	Dan Wastler
KLSI, 93.3, 100 KW @ 1065	, AC	CNN, \$ 67.00	(MMR)	Apollo	Steve Dinkel
KMBR, 99.7, 100 KW @ 988	, EZ	UNIULT, \$ 60.00	(Durpetti)	Bonneville	Ron Carter
KPRS, 103.3, 100 KW @ 995	, Black	SBN ABC I, \$ 50.00	(Katz)		Michael Carter
KRVK, 98.9, 100 KW @ 1057	, AOR	, \$ 47.00	(Banner)	Journal Co	Jim Schweitzer
KUDL, 98.1, 100 KW @ 995	, AC	APR, \$ 63.00	(Christal)	Shamrock	Bob Zuroweste
KOXR, 96.5, 100 KW @ 984	, Classical	UNIULT, \$ 40.00	(CMBS)		Bob Ingram
KOXR, 106.5, 100 KW @ 981	, CHR/DANCE	, \$ 62.00	(Republic)	Olympia	Bob Gould
KYYS, 102.1, 100 KW @ 1000	, AOR	SOURCE, \$ 80.00	(Katz)	Great American	Herndon Hasty

Miscellaneous Comments: KLSI-F sold by Sandusky to Apollo for \$8,250,000 (Blackburn)...
 KOXR-F changes from CHR/AOR to CHR/DANCE (June)...

KNOXVILLE

Arbitron Rank/Pop (12+): 69/512,300
 MSA Rank/Pop: 84/600,200
 ADI # 64
 Average Person Ratings: 18.0
 Market TSL: 24.00 hours

Stations: 18/18
 Diaries: 993/516:1/52.7%
 Sample Target: 900
 % Below Line: 0.0
 % Not Listed: 9.7

1989 Revenue: \$14,300,000
 HH Inc.: \$23,365
 Retail \$: 4.7 Bill
 Pop per Station: 28,461
 #1 Biller: WIVK-AF \$5,500,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WIVK-AF (C)	296/32.2	34.3	37.7	35.2	34.2	34.8	455/4222	2456/47.9	63.7	55.5	32.5	328	2428	WIVK-AF
2. WMYU-F (AC)	137/14.9	12.8	9.1	12.7	13.7	12.4	178/2233	1610/31.4	29.6	29.5	14.6	139	1374	WMYU-F
3. WOKI-F (CHR)	118/12.8	8.4	11.2	11.2	11.6	10.9	261/3214	1373/26.8	23.2	24.2	15.4	147	1441	WOKI-F
4. WIMZ-AF (AOR)	98/10.6	10.7	9.3	11.0	10.7	10.4	162/1859	1150/22.4	21.5	24.9	14.8	140	1512	WIMZ-AF
5. WEZK-F (EZ)	78/ 8.5	11.4	10.0	9.7	8.9	9.9	111/1248	869/17.0	19.2	17.0	5.6	53	642	WEZK-F
6. WCKS-F (CL AOR)	17/ 1.8	2.2	1.6	1.5	1.5	1.8	19/383	349/ 6.8	6.7	4.0	3.4	32	466	WCKS-F
7.														
8.														
9.														
10.														

12+ FM SHARE (METRO): 88.82% (739 of 832) (SPG 89: 88.19%)

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

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		118 (1)	118 (1)	14.2	13.6	WGAP 1400 Maryville	1.1/2.9/ 10/ 149
AOR/CLASSIC	3 (1)	112 (2)	115 (3)	13.8	11.8	WGAP-F 95.7 Maryville	0.7/1.4/ 6/ 95
AC/OLDIES/SOFT ROCK		147 (2)	147 (2)	17.7	21.2	WHJM 1180 Knoxville	0.5/1.2/ 5/ 69
MOR/VARIETY	5 (1)		5 (1)	0.6		WKNF-F 94.3 Oak Ridge	1.1/4.7/ 10/ 278
COUNTRY	31 (2)	275 (1)	306 (3)	36.8	39.0	WKVX 900 Knoxville	1.4/2.6/ 13/ 131
BLACK/URBAN						WQBB 1040 Powell/Knoxvill	1.6/2.2/ 16/ 134
BEAUTIFUL/EASY		78 (1)	78 (1)	9.4	9.8	WRJZ 620 Knoxville	1.4/5.0/ 17/ 315
NEWS/TALK	8 (1)		8 (1)	1.0		WSEV 930 Sevierville	0.5/1.3/ 5/ 67
NOSTALGIA	20 (2)		20 (2)	2.4	1.2	WUTK 850 Knoxville	0.9/3.8/ 8/ 195
RELIGION/GOSPEL	26 (2)	3 (1)	29 (3)	3.5	2.6	WYFC-F 95.3 Clinton	0.3/1.6/ 3/ 90
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		6 (1)	6 (1)	0.7	0.9		
	93 (9)	739 (9)	832 (18)				

RADIO STATIONS

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

WCKS-F, 93.1, 3 KW @ 328	, Classic AOR	, \$15.00 (--)	(KARNS)	Mike Beverly
WEZK-F, 97.5, 100 KW @ 1298	, EZ	UNISUP, \$37.00 (Christal)	South Central	Steve Bowman
WIMZ-F, 103.5, 100 KW @ 1720	, AOR	SOURCE, \$65.00 (Christal)	Stoner	Kerry Lambert
WIVK-F, 107.7, 100 KW @ 1970	, Country	ABC E, \$116.00 (Katz)	Dick	Bobby Denton
WKNF-F, 94.3, 1.8 KW @ 514	, Soft AC	UNISUP, \$16.00 (--)	(OAK RIDGE)	Sam Trent
WMYU-F, 102.3, 15 KW @ 1979	, AC	UNIPWR, \$73.00 (Eastman)	Jacor	Jlm Ridings
WOKI-F, 100.3, 100 KW @ 2000	, CHR	ABC FM CBS, \$35.00 (HNSH)	(OAK RIDGE)	Bill Hays

LAFAYETTE, LA

Arbitron Rank/Pop (12+): 171/171,100
 MSA Rank/Pop: 201/209,700
 ADI # 114
 Average Person Ratings: 17.1
 Market TSL: 23.00 hours

Stations: 19/12
 Diaries: 679/252:1/52.2%
 Sample Target: 550
 % Below Line: 24.3
 % Not Listed: 6.2

1989 Revenue: \$6,600,000
 HH Inc.: \$25,808
 Retail \$: 1.8 Bill
 Pop per Station: 14,258
 #1 Biller: KSMB-F \$1,700,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume
1. KSMB-F (CHR)	60/20.5	---	18.6	---	19.3	---	153/1638	577/33.7	---	38.6	---	---	KSMB-F
2. KFXZ-F (B)	32/11.0	---	14.4	---	15.1	---	73/783	349/20.4	---	23.6	---	---	KFXZ-F
3. WYNK-F (C)	27/ 9.2	---	7.4	---	8.9	---	93/1053	319/18.4	---	20.1	---	---	WYNK-F
4. KDEA-F (SAC)	26/ 8.9	---	4.5	---	8.9	---	44/620	304/17.8	---	9.7	---	---	KDEA-F
5. KTDY-F (AC)	23/ 7.9	---	5.1	---	8.9	---	29/527	328/19.2	---	14.5	---	---	KTDY-F
6. KJCB (B)	18/ 6.2	---	9.0	---	8.2	---	32/398	229/13.4	---	17.3	---	---	KJCB
7. KMDL-F (C)	15/ 5.1	---	7.4	---	3.0	---	35/509	201/11.7	---	13.2	---	---	KMDL-F
8. KVOL-F (AOR)	13/ 4.5	---	---	---	---	---	16/231	166/ 9.7	---	0.0	---	---	KVOL-F
9. KROF-AF (C)	7/ 2.4	---	4.2	---	1.7	---	17/390	148/ 8.6	---	10.1	---	---	KROF-AF
KPEL (N/T)	7/ 2.4	---	2.9	---	2.6	---	9/167	124/ 7.2	---	8.1	---	---	KPEL
11. KVOL (O)	6/ 2.1	---	2.6	---	0.7	---	10/183	124/ 7.2	---	10.3	---	---	KVOL

12+ FM SHARE (METRO): 86.13% (236 of 274) (SPG 89: 78.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSMB-F>>	1 KSMB-F>	1 KSMB-F>	1 KSMB-F	1 KSMB-F	1 WYNK-F	1 KSMB-F>	1 KSMB-F>	1 KSMB-F>	1 KSMB-F>>	1 WYNK-F
2	2 KFXZ-F	2 KFXZ-F>	2 KTDY-F	2 KTDY-F<	2 KDEA-F>>	2 WYNK-F	2 KDEA-F	2 KFXZ-F>	2 KFXZ-F>	KSMB-F
3	3 KTDY-F>	3 KTDY-F	3 WYNK-F	3 WYNK-F	3 KMDL-F	3 KJCB	3 KTDY-F	3 KDEA-F<	3 KJCB	KFXZ-F
4	4 KVOL-F	4 WYNK-F	KFXZ-F	4 KFXZ-F<	KFXZ-F	4 KFXZ-F<	4 WYNK-F	4 WYNK-F	4 WYNK-F	4 KVOL-F
5	KJCB	5 KDEA-F	5 KDEA-F	5 KDEA-F	5 KTDY-F	5 KTDY-F	5 KFXZ-F	5 KTDY-F	5 KTDY-F	KMDL-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 KSMB-F>>	1 KSMB-F>>	1 KTDY-F	1 KSMB-F>	1 KTDY-F	1 KSMB-F	1 KSMB-F>	1 KSMB-F>	1 KSMB-F	1 KSMB-F>
2 KFXZ-F>>	2 KTDY-F	KSMB-F>	2 KTDY-F	2 WYNK-F	2 KFXZ-F>>	2 KFXZ-F>	2 KVOL-F	2 KFXZ-F>	2 KFXZ-F
3 KTDY-F	3 KFXZ-F>	3 WYNK-F	KFXZ-F	KSMB-F	3 KJCB >>	3 KJCB	KTDY-F	3 KTDY-F<	WYNK-F
KMDL-F>>	4 WYNK-F	KDEA-F	4 WYNK-F	KDEA-F>	4	4 KVOL-F	KJCB	4 WYNK-F	KTDY-F
5 WYNK-F	KDEA-F	5 KVOL-F>	5 KDEA-F	5 KFXZ-F	5	KTDY-F	KFXZ-F>	KJCB	5 KVOL-F

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		83 (3)	83 (3)	30.3	25.7	KAJN-F 102.9 Crowley	1.7/5.8/ 14/ 258
AOR/CLASSIC		18 (2)	18 (2)	6.6	2.5	KINF 1520 Lafayette	1.4/2.9/ 4/ 56
AC/OLDIES/SOFT ROCK	6 (1)	51 (3)	57 (4)	20.8	11.2		
MOR/VARIETY						KHOM-F 104.1 Houma	0.7/2.8/ 11/ 152
COUNTRY	3 (2)	47 (3)	50 (5)	18.2	24.6	KNIR 1360 New Iberia	0.3/1.6/ 3/ 57
BLACK/URBAN	18 (1)	32 (1)	50 (2)	18.2	26.4	WCKW-F 92.3 Laplace/NwOrlms	1.7/7.2/ 5/ 194
BEAUTIFUL/EASY					5.1	WFMF-F 102.5 Baton Rouge	0.7/4.5/ 17/ 298
NEWS/TALK	11 (2)		11 (2)	4.0	3.3	WGGZ-F 98.1 Baton Rouge	1.0/8.8/ 12/ 394
NOSTALGIA							
RELIGION/GOSPEL		5 (1)	5 (1)	1.8	1.1		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	38 (6)	236 (13)	274 (19)				

RADIO STATIONS

KJCB , 770, 1 KW/500 W (DA-2),	Black/Gospel	SBN ABC D, \$13.00	(K & P)	Horatio Handy
KPEL , 1420, 1 KW/500 W (DA-N),	Talk	ABC I CBS, \$13.00	(Christal)	Mike Mitchell
KVOL , 1330, 5 KW/1 KW (DA-N) ,	Oldies	MBS UNISUP, \$12.00	(HNWH)	Roger Cavaness
KDEA-F, 99.1, 100 KW @ 984 ,	Ez/Soft AC	UNISUP, \$20.00	(Roslin)	(NEW IBERIA) Don Bonin
KFXZ-F, 106.3, 1 KW @ 480 ,	Black	ABC FM, \$19.00	(HNWH)	(MAURICE) Jim Thompson
KMDL-F, 97.3, 42 KW @ 535 ,	Country	APR, \$15.00	(--)	(KAPLAN) Ernie Alexander
KROF-F, 104.9, 3 KW @ 300 ,	Country	, \$12.00	(--)	(ABBEVILLE) Garland Bernard
KSMB-F, 94.5, 100 KW @ 1080 ,	CHR	, \$41.00	(Banner)	Lou Cowan
KTDY-F, 99.9, 100 KW @ 984 ,	AC	, \$22.00	(Christal)	Mike Mitchell
KVOL-F, 105.9, 1.7 KW @ 450 ,	AOR	UNISUP, \$14.00	(HNWH)	(OPELOUSAS) Roger Cavaness

WYNK — See Baton Rouge

Misc. Comments: KDEA-F reclassified as Soft AC/EZ . . . KKKW changes calls to KINF and format from Country to Talk (March)
 . . . KFXZ-F sold to Vetter for \$295,000 (Exline, Miller)

LAKELAND

Arbitron Rank/Pop (12+): 103/3425000
 MSA Rank/Pop: 117/403,000
 Tampa ADI
 Average Person Ratings: 16.4
 Market TSL: 22.25 hours

Stations: 29/8
 Diaries: 891/384:1/52.0%
 Sample Target: 730
 % Below Line: 52.5
 % Not Listed: 16.8

1989 Revenue: \$6,800,000
 HH Inc.: \$22,861
 Retail \$: 2.7 Bill
 Pop per Station: 428,125
 #1 Biller: WPCV-F \$2,900,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume
1. WPCV-F (C)	84/15.0	---	14.1	---	13.8	---	92/898	772/22.5		25.0			WPCV-F
2. WFLZ-F (AC)	75/13.4	---	7.1	---	7.9	---	96/931	785/22.9		14.7			WFLZ-F
3. WEZY-F (EZ)	55/ 9.8	---	13.8	---	11.9	---	63/751	651/19.0		18.4			WEZY-F
4. WYNF-F (AOR)	49/ 8.8	---	8.0	---	6.7	---	51/500	479/14.0		14.5			WYNF-F
5. WRBQ-F (CHR)	19/ 3.4	---	7.0	---	9.7	---	22/537	493/13.4		21.1			WRBQ-F
WQYK-F (C)	19/ 3.4	---	3.6	---	2.6	---	19/225	197/ 5.8		6.8			WQYK-F
7. WJHM-F (B)	16/ 2.9	---	3.2	---	4.0	---	16/210	210/ 6.1		8.8			WJHM-F
8. WXXL-F (CHR)	15/ 2.7	---	4.8	---	7.1	---	15/237	237/ 6.9		15.0			WXXL-F
9. WOMX-F (CHR)	13/ 2.3	---	2.7	---	3.4	---	13/171	171/ 5.0		11.5			WOMX-F
WOCF-F (O)	13/ 2.3	---	0.9	---	1.8	---	13/225	220/ 6.4		3.9			WOCF-F
11. WONN (BB)	12/ 2.1	---	2.0	---	2.2	---	12/173	173/ 5.1		3.5			WONN
12.													

12+ FM SHARE (METRO): 90.77% (423 of 466) (SPG 89: 93.72%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F	1 WFLZ-F	1 WPCV-F	1 WPCV-F	1 WPCV-F	1 WEZY-F<	1 WPCV-F>	1 WPCV-F>	1 WPCV-F<	1 WFLZ-F>	1 WEZY-F
2	2 WYNF-F	2 WFLZ-F	2 WYNF-F	2 WYNF-F	2 WPCV-F	2 WFLZ-F	2 WEZY-F	2 WFLZ-F>	2 WPCV-F>	2 WPCV-F
3	3 WPCV-F	3 WYNF-F	3 WFLZ-F	3 WFLZ-F	3 WFLZ-F>	3 WYNF-F	3 WFLZ-F	3 WYNF-F	3 WEZY-F<	3 WFLZ-F
4	4	4	4	4 WEZY-F	4	4 WEZY-F	4 WYNF-F	4 WEZY-F	4 WYNF-F	4 WSUN
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 WFLZ-F>>	1 WFLZ-F>	1 WYNF-F	1 WFLZ-F	1 WPCV-F>		1 WPCV-F>	1 WYNF-F	1 WYNF-F	1 WPCV-F<	1 WYNF-F
2 WRBQ-F	2 WYNF-F>	2 WPCV-F	2 WPCV-F>	2 WYNF-F		2 WYNF-F	2 WFLZ-F	2 WFLZ-F>	2 WYNF-F	WPCV-F
WQYK-F>	3 WQYK-F	3 WFLZ-F>	3 WYNF-F	3 WFLZ-F		WJHM-F	3 WPCV-F	3 WPCV-F>>	3 WFLZ-F	3 WFLZ-F
4 WSTF-F	4 WRBQ-F	4 WXXL-F	4	4 WEZY-F		WFLZ-F>>	4	4 WHTQ-F>	4	4
WJHM-F>	5	WQYK-F	5	5		5	5	5 WOCF-F>	5	5

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO SHARE	CUME RTG/AQH	TSA CUME	TSA CUME
TOP 40/CHR/CONTEMP		47 (3)	47 (3)	10.1	17.5	WGTO 540 Pine Hills/Orl.	0.4/1.2/	2/ 49		
AOR/CLASSIC		69 (4)	69 (4)	14.8	12.8	WHNR 1430 Lakeland	0.7/2.5/	4/ 91		
AC/OLDIES/SOFT ROCK	2 (1)	114 (6)	116 (7)	24.9	14.3	WLKF 1430 Lakeland	1.3/3.8/	7/ 129		
MOR/VARIETY						WSIR 1490 Winter Haven	0.4/1.5/	2/ 56		
COUNTRY	4 (1)	107 (3)	111 (4)	23.8	24.2	WTWB 1570 Auburndale	1.1/1.6/	6/ 55		
BLACK/URBAN	6 (1)	16 (1)	22 (2)	4.7	5.0					
BEAUTIFUL/EASY		59 (2)	59 (2)	12.7	18.8	WDIZ-F 100.3 Orlando	0.5/2.7/	3/ 93		
NEWS/TALK	10 (2)		10 (2)	2.1	1.3	WFLA 970 Tampa	0.5/1.6/	3/ 54		
NOSTALGIA	14 (2)		14 (2)	3.0	2.4	WHTQ-F 96.5 Orlando	1.6/3.9/	14/ 183		
RELIGION/GOSPEL						WHVE-F 102.5 Sarasota/Tampa	2.0/4.2/	12/ 153		
SPANISH						WNLT-F 95.7 Clearwater/Tmpa	0.4/1.9/	2/ 66		
CLASSICAL						WPLA 910 Plant City	0.5/1.4/	3/ 48		
JAZZ/NEW AGE		11 (1)	11 (1)	2.4	3.0	WSSP-F 101.1 Cocoa Beach	0.7/2.5/	4/ 96		
UNKNOWN/OTHERS	7 (2)		7 (2)	1.5	0.6	WSTF-F 101.1 Cocoa Beach	2.0/5.9/	11/ 202		
	43 (9)	423 (20)	466 (29)			WSUN 620 St. Pete/Tampa	0.7/2.1/	9/ 117		
						WUSA-F 100.7 Tampa	0.9/3.6/	5/ 139		
						WKKA-F 92.3 Orlando	0.7/1.9/	4/ 71		
						WWRM-F 107.3 St. Pete/Tampa	1.4/4.0/	8/ 138		
						WXTB-F 97.9 Clearwater/Tam.	1.4/3.2/	8/ 108		

RADIO STATIONS

WGTO, 540, 50 KW (DA-2), OLDIES, \$ N/A (---) Howard Hoffman
 WLKF, 1430, 5 KW/1 KW (DA-2), TALK, ABC E, TALKNT, \$ 14.00 (Banner) Bud Kurtz
 WONN, 1230, 1 KW, NOSTALGIA, NBC, UNISUP, \$ 17.00 (Torbet) Hall Art Rowbotham
 WEZY-F, 94.1, 100 KW @ 430, EZ/BTFL, \$ 50.00 (Banner) Root Bud Kurtz
 WPCV-F, 97.5, 100 KW @ 1017, COUNTRY, NBC, \$ 70.00 (Torbet) Hall Art Rowbotham

OTHER RANKED STATIONS -- See Tampa or Orlando...Miscellaneous Comments: WSIR sold for \$230,000...

LANCASTER

Arbitron Rank/Pop (12+): 105/339,200

Stations: 26/4
Diaries: 780/435:1/60.7%
Sample Target: 730
% Below Line: 40.4
% Not Listed: 17.5

1989 Revenue: \$6,700,000
HH Inc.: \$29,627
Retail \$: 2.9 Bill
Pop per Station: 84,800
#1 Biller: WLAN-F \$2,300,000

MSA Rank/Pop: 112/417,100
ADI # 45 (w/York & Harris.)
Average Person Ratings: 16.5
Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	FAL				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
		89	89	88	88										
1. WNCE-F (EZ)	79/14.1	9.7	11.8	11.5	12.9	----	127/1351	728/21.5	19.0	22.2	6.6	37	571	WNCE-F	
2. WARM-F (AC)	58/10.4	8.3	9.8	10.5	9.9	----	125/1357	652/19.2	20.5	21.1	9.7	54	500	WARM-F	
3. WIOV-F (C)	56/10.0	8.8	8.2	8.0	9.2	----	64/777	605/17.8	19.1	19.3	6.1	34	574	WIOV-F	
4. WLAN-F (CHR)	51/ 9.1	11.1	12.3	12.6	11.3	----	57/1089	910/26.8	30.3	29.0	10.9	61	1054	WLAN-F	
5. WDAC-F (REL)	38/ 6.8	8.6	8.5	8.2	9.0	----	49/585	424/12.5	14.5	14.3	8.6	48	508	WDAC-F	
6. WQXA-F (CHR)	30/ 5.4	4.4	4.3	3.6	2.9	----	80/1257	532/15.7	15.1	13.6	4.8	27	544	WQXA-F	
7. WRKZ-F (C)	27/ 4.8	7.0	7.4	5.2	9.4	----	78/1035	358/10.6	13.1	15.1	7.2	40	406	WRKZ-F	
8. WHTF-F (AOR)	22/ 3.9	5.1	4.2	5.5	6.6	----	35/655	328/ 9.7	12.9	12.8	5.6	31	408	WHTF-F	
9. WWKL-F (O)	16/ 2.9	2.5	-----	-----	-----	----	41/570	269/ 7.9	6.2	0.0	2.0	11	137	WWKL-F	
10. WTPA-F (AOR)	12/ 2.1	0.7	0.7	0.5	-----	----	41/424	141/ 4.2	2.7	2.7	1.6	9	110	WTPA-F	

12+ FM SHARE (METRO): 94.36% (435 of 461) (SPG 89: 94.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQXA-F>	1 WLAN-F<	1 WARM-F	1 WLAN-F<	1 WARM-F>	1 WNCE-F>	1 WNCE-F	1 WNCE-F>	1 WNCE-F	1 WNCE-F	1 WLAN-F
2 WLAN-F	2 WARM-F>	2 WLAN-F	2 WARM-F>	2 WNCE-F<	2 WIOV-F>	2 WARM-F	2 WARM-F	2 WLAN-F<	2 WLAN-F<	2 WARM-F
3	3 WQXA-F	3 WNCE-F	3 WIOV-F	3 WIOV-F	3 WARM-F>	3 WLAN-F<	3 WARM-F	3 WARM-F	3 WQXA-F	KYW >
4	4 WHTF-F	4 WIOV-F	4 WNCE-F	4 WLAN-F	4 WDAC-F	4 WIOV-F>>	4 WLAN-F<	4 WIOV-F>	4 WDAC-F	4 WIOV-F
5	5 WDAC-F	5 WDAC-F	5 WDAC-F	5 WDAC-F	5 WRKZ-F	5	5 WDAC-F	5 WDAC-F	5 WIOV-F	5
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 WLAN-F	1 WLAN-F	1 WARM-F>	1 WARM-F	1 WARM-F>	1 WHTF-F	1 WHTF-F	1 WARM-F	1 WARM-F	1 WARM-F
2 WNCE-F>	2 WARM-F	2 WLAN-F>	2 WLAN-F>	2 WNCE-F	2 WQXA-F>>	2 WARM-F	2 WLAN-F>	2 WLAN-F	2 WIOV-F
3 WTPA-F	3 WNCE-F>	3 WDAC-F	3 WNCE-F>	3 WIOV-F	3 WARM-F	3 WLAN-F>	3 WTPA-F	3 WHTF-F	3 WNCE-F
4 WQXA-F>>	4 WQXA-F	4 WWKL-F	4 WIOV-F	4 WLAN-F	4 WQXA-F	4 WQXA-F	4 WIOV-F	4 WIOV-F>	4 WLAN-F>
5	5 WDAC-F	5 WNCE-F	5 WDAC-F	5 WDAC-F	5 WTPA-F	5 WRKZ-F	5	5	5 WRKZ-F

SPG 89

METRO CUME TSA TSA

FORMATS	AM	FM	TOTAL	%	%	OTHER RATED STATIONS	SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		103 (5)	103 (5)	22.3	26.3	WLAN 1390 Lancaster	1.1/5.1/ 6/ 188
AOR/CLASSIC		43 (4)	43 (4)	9.3	10.0	WLPA 1490 Lancaster	0.9/3.4/ 5/ 120
AC/OLDIES/SOFT ROCK	6 (1)	85 (5)	91 (6)	19.7	15.0		
MOR/VARIETY	12 (4)		12 (4)	2.6	1.1	KYW 1060 Philadelphia	1.4/4.8/ 8/ 227
COUNTRY		83 (2)	83 (2)	18.0	19.1	WEAZ-F 101.1 Philadelphia	0.4/1.6/ 5/ 72
BLACK/URBAN		2 (1)	2 (1)	0.4	1.3	WEEU 850 Reading	0.4/1.0/ 2/ 66
BEAUTIFUL/EASY		81 (2)	81 (2)	17.6	14.1	WHP 580 Harrisburg	0.4/1.6/ 13/ 176
NEWS/TALK	8 (1)		8 (1)	1.7	0.7	WIMX-F 99.3 Harrisburg	0.5/1.2/ 5/ 157
NOSTALGIA					2.2	WKSZ-F 100.3 Media	0.9/2.7/ 5/ 92
RELIGION/GOSPEL		38 (1)	38 (1)	8.2	10.2	WMNR-F 93.3 Philadelphia	0.9/2.2/ 5/ 79
SPANISH						WNNK-F 104.1 Harrisburg	0.5/3.8/ 27/ 479
CLASSICAL						WRFY-F 102.5 Reading	1.6/6.0/ 13/ 270
JAZZ/NEW AGE						WSBA 910 York	0.5/1.9/ 43/ 643
UNKNOWN/OTHERS						WUSL-F 98.9 Philadelphia	0.4/2.0/ 2/ 71
	26 (6)	435 (20)	461 (26)			WXBB-F 97.3 Harrisburg	0.5/2.9/ 10/ 317
						WYCR-F 98.5 York/Hanover	1.8/8.6/ 68/1077
						WYSP-F 94.1 Philadelphia	0.7/2.1/ 4/ 70

RADIO STATIONS

WLAN, 1390, 5 KW/1 KW (DA-2), OLDIES	, \$ 10.00 (HNWH)	Peoples Hall	Sam Altoerffer
WLPA, 1490, 1 KW, TALK (?)	NBC, UNIULT, \$ 12.00 (Torbet)	Hall	Bill Baldwin
WDAC-F, 94.5, 19 KW @ 810, RELIGION	, \$ 34.00 (Savalli)		Paul Hollinger
WIOV-F, 105.1, 50 KW @ 500, COUNTRY	ABC E, \$ 36.00 (HNWH)	Brill	Jack Weinlein
WLAN-F, 96.9, 50 KW @ 500, CHR	ABC F, ABC R, \$ 48.00 (HNWH)	Peoples Hall	Sam Altoerffer
WNCE-F, 101.3, 7 KW @ 1293, EZ	NBC, \$ 40.00 (Torbet)	Hall	Bill Baldwin

OTHER RANKED STATIONS — See York and Harrisburg

LANSING

Arbitron Rank/Pop (12+): 97/359,900
 MSA Rank/Pop: 110/433,800
 Average Person Ratings: 17.1
 Market TSL: 22.25 hours

Stations: 19/14
 Diaries: 888/405:1/56.6%
 Sample Target: 780
 % Below Line: 10.2
 % Not Listed: 17.4

1989 Revenue: \$12,100,000
 HH Inc.: \$30,114
 Retail \$: 3.0 Bil
 Pop per Station: 25,707
 #1 Biller: WVIC-AF \$3,100,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WVIC-AF (CHR)	103/16.8	17.8	18.5	16.2	16.2	17.3	150/2062	1402/39.0	39.2	38.2	15.4	97	1371	WVIC-AF
2. WITL-F (C)	94/15.3	18.0	17.3	15.4	17.5	16.5	154/1580	843/23.4	26.8	24.6	15.9	100	855	WITL-F
3. WFMK-F (AC)	46/7.5	7.2	8.5	9.5	7.9	8.2	59/1015	757/21.0	20.1	19.6	7.5	47	514	WFMK-F
4. WJIM-F (EZ)	45/7.3	7.2	8.8	7.2	7.2	7.6	62/706	554/15.4	14.5	13.7	6.2	39	432	WJIM-F
5. WJR (MOR)	36/5.9	6.2	3.5	3.0	5.2	4.7	86/1121	446/12.4	9.9	11.8	3.0	19	364	WJR
6. WGOR-F (CHR)	35/5.7	4.2	3.7	4.7	4.4	4.6	37/723	650/18.1	13.2	14.8	7.5	47	720	WGOR-F
7. WJXQ-F (AOR)	33/5.4	3.7	3.0	2.7	4.8	3.7	53/828	523/14.5	11.2	11.2	7.3	46	522	WJXQ-F
8. WMMQ-F (CL AOR)	26/4.2	4.9	3.7	5.3	5.1	4.5	26/597	562/15.6	13.4	15.3	5.1	32	578	WMMQ-F
9. WIBM-F (O)	21/3.4	4.7	5.5	5.9	5.7	4.9	55/1063	542/15.1	16.3	14.3	3.5	22	368	WIBM-F
10. WOOD-F (EZ)	18/2.9	1.3	0.8	1.0	1.0	1.5	36/488	200/5.6	1.7	3.7	0.8	5	93	WOOD-F
11. WKKP-F (AC)	16/2.6	2.0	3.5	3.2	1.5	2.8	18/381	333/9.3	13.8	7.5	2.9	18	279	WKKP-F
12. WILS (B)	11/1.8	1.8	2.2	1.9	0.7	1.9	14/195	141/3.9	6.9	2.7	3.8	24	292	WILS
13.														
14.														
15.														

12+ FM SHARE (METRO): 87.60% (445 of 508) (SPG 89: 90.30%)

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

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP	1 (1)	140 (3)	141 (4)	27.8	26.7	WITL	1010 Lansing	1.1/3.3/ 9/	176	
AOR/CLASSIC		61 (3)	61 (3)	12.0	12.7	WJIM	1240 Lansing	0.8/3.4/ 5/	124	
AC/OLDIES/SOFT ROCK		87 (4)	87 (4)	17.1	19.2	WXIA	1180 Dimondale/Lnsng	0.5/2.6/ 4/	96	
MOR/VARIETY	36 (1)		36 (1)	7.1	6.5					
COUNTRY	7 (1)	94 (1)	101 (2)	19.9	21.6	WKQI-F	95.5 Detroit	0.5/1.7/ 4/	156	
BLACK/URBAN	14 (2)		14 (2)	2.8	2.0	WODJ-F	107.3 Greenvl/GrRps	0.7/2.8/ 20/	408	
BEAUTIFUL/EASY		63 (2)	63 (2)	12.4	10.1	WRIF-F	101.1 Detroit	0.3/1.5/ 25/	324	
NEWS/TALK	5 (1)		5 (1)	1.0	1.2					
NOSTALGIA										
RELIGION/GOSPEL										
SPANISH										
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS										
	63 (6)	445 (13)	508 (19)							

RADIO STATIONS

WILS , 1320,	5 KW/1 KW (DA-3),	Black Talk	CBS, \$14.00	(Christal)	MacDonald	Andrew MacDonald
WJIM , 1240,	1 KW	Talk	NBC, \$12.00	(Torbet)	Double L	
WFMK-F, 99.1,	28 KW @ 559	AC	\$41.00	(Republic)	Liggett	Rod Krol
WGOR-F, 92.1,	3 KW @ 300	CHR	\$21.00	(Mc-Guild)	(ST. JOHNS)	Michael Thomas
WIBM-F, 94.1,	40 KW @ 550	Oldies	UNIULT, \$28.00	(MMR)	CR (JACKSON)	Kathy Franseen
WITL-F, 100.7,	27 KW @ 628	Country	ABC E, \$54.00	(Banner)	Midwest Family	Greg Capogna
WJIM-F, 97.5,	28 KW @ 440	EZ/Soft	NBC, \$28.00	(Torbet)	Double L	
WJXQ-F, 106.1,	50 KW @ 490	AOR	ABC R, \$26.00	(Durpetti)	(JACKSON)	Dennis Mockler
WKKP-F, 101.7,	3 KW @ 150	AC	CBS, \$24.00	(Christal)	MacDonald	Andrew MacDonald
WMMQ-F, 92.7,	1.5 KW @ 466	Classic AOR	SOURCE NBC, \$25.00	(HNWH)	(CHARLOTTE)	Bob Ottaway
WVIC-F, 94.9,	48 KW @ 500	CHR	\$65.00	(Katz)	Goodrich	Jeff Scarpelli

LAS VEGAS

Arbitron Rank/Pop (12+): 65/547,400

Stations: 23/23
 Diaries: 1050/521:1/48.7%
 Sample Target: 910
 % Below Line: 0.0
 % Not Listed: 17.7

1989 Revenue: \$20,100,000
 HH Inc.: \$27,953
 Retail \$: 4.8 Bill
 Pop per Station: 23,800
 #1 Biller: KFMS-AF \$3,000,000

MSA Rank/Pop: 78/646,100

ADI # 91

Average Person Ratings: 17.6

Market TSL: 23.50 hours

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Dirch AQH	Birch Cume	
1. KLUC-F (CHR)	111/11.5	10.3	10.3	8.7	10.0	10.2	111/1458	1444/26.2	23.9	22.3	14.9	149	1594	KLUC-F
2. KFMS-AF (C)	97/10.0	10.2	12.0	10.8	11.3	10.8	106/1163	1076/19.7	20.9	17.8	10.7	101	766	KFMS-AF
3. KXTZ-F (EZ)	88/ 9.1	6.7	9.3	7.9	8.5	8.3	89/780	768/14.0	14.4	14.6	4.4	44	440	KXTZ-F
4. KOMP-F (AOR)	69/ 7.2	4.9	3.7	4.8	6.3	5.2	72/744	718/13.1	10.4	11.0	8.6	86	839	KOMP-F
5. KYRK-F (CHR)	54/ 5.6	5.0	5.0	6.5	5.3	5.5	59/957	906/16.6	17.5	16.5	8.5	85	1208	KYRK-F
6. KKLZ-F (CL AOR)	48/ 5.0	5.5	4.9	5.6	5.7	5.3	48/743	729/13.3	12.3	12.4	7.4	74	908	KKLZ-F
7. KMZQ-F (AC)	42/ 4.4	4.1	3.7	5.8	4.2	4.5	42/701	701/12.8	11.2	10.5	5.6	56	663	KMZQ-F
8. KUDA-F (O)	38/ 3.9	6.4	4.7	3.9	4.7	4.7	38/593	590/10.8	11.5	11.9	5.1	51	678	KUDA-F
9. KORK (BB)	32/ 3.3	3.6	5.8	5.6	3.1	4.6	32/349	349/ 6.4	7.2	7.1	1.8	18	262	KORK
10. KEYV-F (J/NA)	29/ 3.0	4.9	3.6	1.4	2.9	3.2	31/479	467/ 8.5	7.1	7.5	2.2	22	371	KEYV-F
11. KLTN-F (AC)	27/ 2.8	3.2	2.3	1.8	1.1	2.5	28/413	410/ 7.5	6.7	4.8	1.9	19	220	KLTN-F
12. KDWN (N/T)	25/ 2.6	2.5	1.6	2.7	3.9	2.3	27/378	341/ 6.2	5.3	8.0	1.1	11	243	KDWN
13. KRNV-F (SAC)	23/ 2.4	3.9	3.4	3.9	5.3	3.4	24/532	500/ 9.1	9.5	10.6	3.0	30	464	KRNV-F
14. KNUU (N/T)	19/ 2.0	2.2	2.1	2.6	2.5	2.2	19/431	422/ 7.7	7.1	7.3	1.1	11	268	KNUU
15. KWNR-F (AC)	18/ 1.9	2.9	2.7	2.4	2.6	2.5	19/444	433/ 7.9	7.2	8.4	2.0	20	294	KWNR-F
16. KJUL-F (SAC)	15/ 1.6	1.6	1.6	1.6	0.7	1.6	15/243	235/ 4.3	5.6	2.6	0.8	8	167	KJUL-F
17. KRRI-F (O)	14/ 1.5	0.9	1.3	1.1	1.7	1.2	14/270	270/ 4.9	4.6	4.4	2.0	20	261	KRRI-F
19. KMTW (AOR)	14/ 1.5	2.0	1.4	1.6	0.9	1.6	14/173	173/ 3.2	2.7	2.3	1.8	18	154	KMTW

12+ FM SHARE (METRO): 83.98% (666 of 793) (SPG 89: 82.30%)

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

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 KLUC-F	1 KLUC-F	1 KLUC-F	1 KLUC-F	1 KFMS-AF	1 KOMP-F	1 KOMP-F	1 KOMP-F	1 KOMP-F	1 KFMS-AF
2 KMZQ-F	2 KOMP-F	2 KOMP-F	2 KFMS-AF	2 KLUC-F	2 KLUC-F	2 KLUC-F	2 KKLZ-F	2 KLUC-F	2 KKLZ-F
3 KYRK-F	3 KMZQ-F	3 KFMS-AF	3 KMZQ-F	3 KXTZ-F	3 KYRK-F	3 KKLZ-F	3 KLUC-F	3 KKLZ-F	3 KOMP-F
4 KOMP-F	4 KFMS-AF	4 KLTN-F	4 KXTZ-F	4 KMZQ-F	4 KKLZ-F	4 KYRK-F	4 KFMS-AF	4 KFMS-AF	4 KUDA-F
5 KLTN-F	KYRK-F	5 KMZQ-F	KOMP-F	5 KOMP-F	5 KMTW	5 KFMS-AF	5 KUDA-F	5 KUDA-F	5 KLUC-F
6	KLTN-F	6	6 KLTN-F	6 KLTN-F	6 KUDA-F	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		165 (2)	165 (2)	20.8	18.3	KENO 1460 Las Vegas	0.7/2.3/ 7/ 124
AOR/CLASSIC	14 (1)	117 (2)	131 (3)	16.5	15.7	KREL 1280 Henderson/LosVg	1.3/2.2/ 13/ 122
AC/OLDIES/SOFT ROCK	7 (1)	177 (7)	184 (8)	23.2	25.0	KROL 870 Laughlin/E LV	0.7/2.8/ 10/ 181
MOR/VARIETY						KVEG 840 North Las Vegas	0.3/1.3/ 3/ 69
COUNTRY	7 (1)	90 (1)	97 (2)	12.2	13.5		
BLACK/URBAN							1.1
BEAUTIFUL/EASY		88 (1)	88 (1)	11.1	10.1		
NEWS/TALK	51 (3)		51 (3)	6.4	7.6		
NOSTALGIA	32 (1)		32 (1)	4.0	3.7		
RELIGION/GOSPEL	13 (1)		13 (1)	1.6	1.1		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		29 (1)	29 (1)	3.7	3.5		
UNKNOWN/OTHERS	3 (1)		3 (1)	0.4	0.4		
	127 (9)	666 (14)	793 (23)				

RADIO STATIONS

KDWN , 720, 50 KW (DA-N) , Talk				\$18.00	(Roslin)		A.J. Williams
KMTW , 1340, 1 KW , AOR				\$13.00	(Banner)		Richard Mecham
KNUU , 970, 5 KW/500 W (DA-2), News/Talk				\$17.00	(--)		Doug Trenner
KORK , 920, 5 KW/500 W (DA-2), Nostalgia				\$19.00	(Republic)	Anchor	Bob Cummins
KEYV-F, 93.1, 25 KW @ 3724 , Jazz/NAC				\$28.00	(HNWH)		Gerl Winter
KFMS-F, 101.9, 100 KW @ 1180 , Country				\$64.00	(Katz)		Steve Gold
KJUL-F, 104.3, 25 KW @ 3724 , Soft AC				\$18.00	(CBS)		Jeff Gordon
KKLZ-F, 96.3, 100 KW @ 1176 , Classic AOR				\$35.00	(Banner)		Richard Mecham
KLTN-F, 103.5, 100 KW @ 1152 , AC				\$23.00	(K & P)		Darwin Paustian
KLUC-F, 98.5, 100 KW @ 1180 , CHR				\$63.00	(Mc-Guild)	Nationwide	Keith Gerst
KMZQ-F, 100.5, 100 KW @ 1104 , AC				\$35.00	(Eastman)	Commonwealth	Jim Donahue (ENDERSON)
KOMP-F, 92.3, 100 KW @ 1520 , AOR				\$38.00	(Christal)	Lotus	Tony Bonnici
KRLV-F, 106.5, 100 KW @ 1155 , Soft AC				\$26.00	(MMR)		
KRRI-F, 105.5, 4 KW @ 1588 , Oldies				\$17.00	(Torbet)	(BOULDER CITY)	Art Kevin
KUDA-F, 107.5, 25 KW @ 3724 , Oldies				\$31.00	(CBS)	Americom-Quinn	Deehan Sheehan
KWNR-F, 95.5, 100 KW @ 1160 , AC				\$21.00	(Torbet)		Mike Ginsburg
KXTZ-F, 94.1, 100 KW @ 1210 , EZ				\$45.00	(Durpetti)	Parker (ENDERSON)	Tom Humm
KYRK-F, 97.1, 100 KW @ 1919 , CHR				\$31.00	(Republic)	Anchor	Bob Cummings

Miscellaneous Comments: KJUL-F sold to Waldron for \$4,200,000 (Peterson/Sailors)...KLAV sold for \$1,300,000...
KREL sold for \$600,000...

LEXINGTON

Arbitron Rank/Pop (12+): 125/286,700

Stations: 15/13
Diaries: 892/321:1/59.4%
Sample Target: 670
% Below Line: 2.1
% Not Listed: 12.8

1989 Revenue: \$12,100,000
HH Inc.: \$25,994
Retail \$: 2.7 Bill
Pop per Station: 22,053
#1 Biller: WVLK-F \$2,700,000

MSA Rank/Pop: 139/347,400

ADI # 70

Average Person Ratings: 16.3

Market TSL: 21.75 hours

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WVLK-F (C)	79/16.9	18.1	19.9	18.3	15.4	----	204/2375	835/29.1	33.1	33.2	14.3	69	704	WVLK-F
2. WLAP-F (CHR)	76/16.2	13.6	16.1	11.4	13.9	----	194/2314	971/33.9	31.4	34.1	16.1	78	1036	WVLP-F
3. WKQQ-F (AOR)	64/13.7	11.9	14.0	10.5	14.9	----	143/1470	742/25.9	25.2	27.2	20.5	99	1080	WKQQ-F
4. WCKU-F (B)	54/11.5	9.0	9.1	10.5	-----	----	65/586	478/16.7	14.5	15.6	12.0	58	550	WCKU-F
5. WVLK (MOR)	31/ 6.6	8.2	6.6	8.9	9.9	----	39/550	420/14.6	20.2	14.9	6.4	31	328	WVLK
6. WCOZ-F (SAC)	24/ 5.1	3.1	4.9	5.8	5.5	----	25/497	419/14.6	12.1	11.7	3.7	18	264	WCOZ-F
7. WTGT-F (O)	22/ 4.7	5.5	1.7	2.2	3.7	----	27/475	392/13.7	14.6	10.6	6.4	31	486	WTGT-F
8. WLAP (O)	12/ 2.6	2.3	3.4	2.7	3.2	----	23/484	231/ 8.1	11.0	8.3	1.0	5	166	WVLP
9. WLFX-F (O)	9/ 1.9	1.4	2.3	5.6	7.9	----	12/349	275/ 9.6	11.0	10.6	3.5	17	437	WLFX-F
WJMM-F (REL)	9/ 1.9	3.3	1.9	2.0	1.7	----	10/276	241/ 8.4	6.7	7.0	1.2	6	151	WJMM-F

12+ FM SHARE (METRO): 82.60% (337 of 408) (SPG 89: 81.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLAP-F>>	1 WKQQ-F<	1 WLAP-F<	1 WVLK-F	1 WVLK-F	1 WVLK-F>>	1 WVLK-F	1 WVLK-F	1 WLAP-F	1 WCKU-F	1 WKQQ-F
2 WCKU-F>	2 WLAP-F>	2 WKQQ-F	2 WLAP-F	2 WLAP-F<	2 WVLK >	2 WLAP-F	2 WLAP-F	2 WVLK-F	2 WLAP-F	2 WLAP-F
3 WKQQ-F	3 WCKU-F<	3 WVLK-F	WCKU-F	3 WCKU-F	3 WLAP-F	3 WKQQ-F<	3 WKQQ-F>	3 WKQQ-F	3 WKQQ-F>	3 WLAP-F>>
4	4 WVLK-F	4 WCKU-F	4 WKQQ-F	4 WKQQ-F	4 WCOZ-F	4 WVLK >	4 WCKU-F	4 WCKU-F	4 WVLK-F	4 WVLK-F
5	5	5	5	5	5 WCKU-F	5 WCKU-F	5	5	5 WVLK	5
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 WLAP-F	1 WLAP-F>	1 WVLK-F	1 WLAP-F	1 WVLK-F>	1 WKQQ-F	1 WKQQ-F>	1 WKQQ-F	1 WKQQ-F	1 WKQQ-F
2 WKQQ-F>>	2 WKQQ-F	2 WLAP-F	2 WVLK-F	2 WLAP-F	2 WLAP-F	2 WLAP-F>	2 WCKU-F	2 WLAP-F	2 WLAP-F
3 WCKU-F>	WCKU-F<	WCKU-F>	3 WCKU-F	WCKU-F>	3 WVLK-F>>	3 WVLK-F	3 WLAP-F>	3 WVLK-F	3 WVLK-F
4 WVLK-F	4 WVLK-F	4 WKQQ-F>>	4 WKQQ-F	4 WKQQ-F	4 WTGT-F>	WCKU-F	4 WVLK-F>	4 WCKU-F	WCKU-F
WTGT-F	5	5	5	WCOZ-F	5	5	5 WTGT-F	5	5
WCOZ-F>	6		6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		76 (1)	76 (1)	18.6	21.4	WCGW 770 Nicholasvl/Lex	1.5/2.9/ 23/ 174		
AOR/CLASSIC		64 (1)	64 (1)	15.7	16.3	WHRS 1380 Windchester	1.3/2.8/ 12/ 145		
AC/OLDIES/SOFT ROCK	17 (2)	55 (3)	72 (5)	17.6	13.3	WLXG 1300 Lexington	1.1/3.9/ 6/ 130		
MOR/VARIETY	41 (3)		41 (3)	10.0	7.6				
COUNTRY		79 (1)	79 (1)	19.4	24.9	WHAS 840 Louisville	0.9/4.8/ 37/ 704		
BLACK/URBAN		54 (1)	54 (1)	13.2	10.6	WLW 700 Cincinnati	1.3/3.9/ 20/ 432		
BEAUTIFUL/EASY NEWS/TALK									
NOSTALGIA	6 (1)		6 (1)	1.5	2.5				
RELIGION/GOSPEL	7 (1)	9 (1)	16 (2)	3.9	3.4				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	71 (7)	337 (8)	408 (15)						

RADIO STATIONS

WLAP, 630, 5 KW/1 KW (DA-2), OLDIES	CBS, UNUILT, \$ 16.00 (McGuild)	Trumper	Dan Dorsett
WCGW, 770, 1 KW (DAYS), R/G	\$ 10.00 (---)	Mortenson	Ed Wright
WLXG, 1300, 2.5 KW/1KW (DA-N), OLDIES	NBC, UNISUP, \$ 12.00 (HNWH)	Martin	Dave Curtis
WVLK, 590, 5 KW/1 KW (DA-2), MOR/FULL SER.	\$ 36.00 (Katz)	Bluegrass	Ralph Hacker
WCKU-F, 102.5, 2 KW @ 350, BLACK	\$ 19.00 (---)	(NICHOLASVILLE)	Bill Laney
WCOZ-F, 96.7, 1.5 KW @ 470, SOFT AC	NBC, UNISUP, \$ 20.00 (HNWH)	Martin (PARIS)	Dave Curtis
WJMM-F, 106.3, 3 KW @ 300, RELIGION	\$ 15.00 (---)	Mortenson (VERSAILLES)	Ed Wright
WKQQ-F, 98.1, 100 KW @ 551, AOR	\$ 51.00 (Christal)	Village	Keith Yarber
WLAP-F, 94.5, 100 KW @ 660, CHR	\$ 55.00 (McGuild)	Trumper	Dan Dorsett
WLFX-F, 100.1, 1.4 KW @ 460, AC	\$ 16.00 (Durpett1)	(WINCHESTER)	Dave Roderer
WTGT-F, 103.1, 3 KW @ 300, OLDIES	\$ 20.00 (Republic)	(GEORGETOWN)	Tincy Crouse
WVLK-F, 92.9, 100 KW @ 845, COUNTRY	\$ 62.00 (Katz)	Bluegrass	Ralph Hacker

LINCOLN

Arbitron Rank/Pop (12+): 167/178,600
 MSA Rank/Pop: 200/212,800
 ADI # 95
 Average Person Ratings: 16.6
 Market TSL: 22.25 hours

Stations: 17/11
 Diaries: 677/264:1/62.6%
 Sample Target: 550
 % Below Line: 10.5
 % Not Listed: 11.5

1989 Revenue: \$8,000,000
 HH Inc.: \$31,628
 Retail \$: 1.4 Bill
 Pop per Station: 16,236
 #1 Biller: KFOR \$2,000,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KFRX-F (CHR)	38/12.8	---	12.7	---	11.7	---	46/709	523/29.3		29.2	19.2	51	625	KFRX-F
2. KFOR (MOR)	37/12.5	---	11.4	---	12.8	---	41/533	465/26.0		25.6	7.5	20	410	KFOR
3. KTGL-F (CL AOR)	31/10.5	---	6.8	---	11.3	---	37/493	379/21.2		17.3	10.5	28	310	KTGL-F
4. KZKX-F (C)	26/ 8.8	---	9.3	---	6.7	---	40/477	298/16.7		16.0	6.0	16	235	KZKX-F
KFMQ-F (AOR)	26/ 8.8	---	10.8	---	9.6	---	37/488	349/19.5		20.9	15.4	41	479	KFMQ-F
6. KEZG-F (SAC)	19/ 6.4	---	4.3	---	6.4	---	23/310	237/13.3		10.4	2.6	7	141	KEZG-F
7. KLIN (MOR)	15/ 5.1	---	3.1	---	3.9	---	18/301	249/13.9		12.4	4.9	13	212	KLIN
8. KKNB-F (CHR)	14/ 4.7	---	3.4	---	---	---	29/480	268/15.0		12.4	4.9	13	329	KKNB-F
9. KHAT-AF (O)	13/ 4.4	---	5.2	---	8.5	---	14/277	240/13.4		16.8	4.9	13	127	KHAT-AF
10. KLDZ-F (AC)	12/ 4.1	---	9.3	---	10.3	---	14/257	197/11.0		20.6	2.6	7	185	KLDZ-F

12+ FM SHARE (METRO): 75.57% (198 of 262) (SPG 89: 76.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KFRX-F>>	1 KFRX-F	1 KTGL-F	1 KTGL-F	1 KZKX-F	1 KFOR >>	1 KFOR >	1 KFRX-F	1 KFRX-F	1 KFRX-F	1 KTGL-F>
2 KTGL-F	2 KTGL-F	KFRX-F	2 KZKX-F	2 KTGL-F	2 KZKX-F	2 KFRX-F	2 KTGL-F	2 KTGL-F	2 KTGL-F	2 KFMQ-F>
KKNB-F	KFMQ-F>	3 KFMQ-F	KFRX-F	3 KFRX-F	3 KLIN	3 KTGL-F	3 KFMQ-F<	3 KFMQ-F	3 KFMQ-F	3 KKNB-F
4	4 KKNB-F	4 KZKX-F	4 KFMQ-F	4 KFMQ-F	4 KFMQ-F	4 KFMQ-F	4 KFOR <	4 KZKX-F	4 KFOR	4 KFRX-F
5	5 KZKX-F	5	5 KFOR	5 KFOR	5	5 KZKX-F	5 KZKX-F	5 KEZG-F	5 KEZG-F	5
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 KFRX-F>>	1 KFRX-F>	1 KFRX-F	1 KFRX-F>	1 KZKX-F	1 KFMQ-F	1 KTGL-F	1 KTGL-F>	1 KTGL-F	1 KTGL-F>
2 KTGL-F	2 KFMQ-F	2 KFMQ-F	2 KZKX-F	2 KFRX-F	2 KTGL-F	2 KFMQ-F	2 KFRX-F	2 KFMQ-F>	2 KZKX-F
KKNB-F	3 KTGL-F>	3 KZKX-F>	3 KTGL-F	3 KFOR	3 KKNB-F	3 KFRX-F>	KFMQ-F	3 KFRX-F>	KFMQ-F>
4 KFMQ-F>	4 KZKX-F	4 KHAT-AF	KFMQ-F	4 KHAT-AF	4 KFRX-F>	4 KEZO-F	4 KEZO-F	4 KZKX-F	4 KFRX-F
5 KEZO-F>	KKNB-F	KTGL-F>	5 KFMQ-F	5 KFMQ-F	5 KLDZ-F	KKNB-F	5 KZKX-F>	KEZG-F	KEZG-F
6	6	6 KEFM-F	6	6 KEZG-F	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		56 (3)	56 (3)	21.4	15.1				
AOR/CLASSIC		67 (3)	67 (3)	25.6	23.2	KEFM-F 96.1	Omaha	1.4/6.2/ 15/	226
AC/OLDIES/SOFT ROCK	2 (1)	46 (4)	48 (5)	18.3	29.1	KESY-F 104.5	Omaha	1.0/2.4/ 5/	97
MOR/VARIETY	58 (3)		58 (3)	22.1	20.4	KEZO-F 92.3	Omaha	3.4/9.4/ 12/	227
COUNTRY	4 (1)	26 (1)	30 (2)	11.5	11.2	KFAB 1110	Omaha	2.0/10.5/ 36/	548
BLACK/URBAN						KQKQ-F 98.5	Council Bluffs	1.4/5.8/ 14/	214
BEAUTIFUL/EASY NEWS/TALK		3 (1)	3 (1)	1.1	0.7	WOW 590	Omaha/C.Bluff	1.4/3.8/ 18/	232
NOSTALGIA					0.4				
RELIGION/GOSPEL									
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	64 (5)	198 (12)	262 (17)						

RADIO STATIONS

KFOR, 1240, 1 KW	, MOR/FULL SER.	ABC I , \$ 37.00 (McGuild)	May	Roger Larson
KLIN, 1400, 1 KW	, MOR/NOST.	MBS,UNIULT , \$ 17.00 (Torbet)		Mike Elliott
KEZG-F, 107.3, 100 KW @ 550,	SOFT AC	UNISUP, MBS, \$ 18.00 (Torbet)		Mike Elliott
KFMQ-F, 101.9, 100 KW @ 150,	AOR	SOURCE, \$ 24.00 (Eastman)	Midwest	Roger Gelder
KFRX-F, 102.7, 100 KW @ 500,	CHR	, \$ 30.00 (Katz)	May	Roger Larson
KHAT-F, 106.3, 3 KW @ 145,	AC	UNIPWR, \$ 15.00 (Durpetti)	Marathon	Dan Charleston
KKNB-F, 104.1, 31 KW @ 620,	CHR	, \$ 15.00 (---)	(CRETE)	Doug Agnew
KLDZ-F, 95.1, 50 KW @ 248,	OLDIES	UNIPWR, UNIULT, \$ 25.00 (Christal)	Kempff	Don Felton
KTGL-F, 92.9, 100 KW @ 809,	CLASSIC AOR	, \$ 24.00 (K & P)	(BEATRICE)	Mark O'Brien
KZKX-F, 96.9, 100 KW @ 610,	COUNTRY	ABC D, \$ 24.00 (Republic)	(SEWARD)	Julie Gade

Miscellaneous Comments: KZKX-F sold to Sherman/Osborn from Music Radio for 1,845,000 (MVP)...KFOR, KFRX-F sold by Arrow to May for \$6,600,000...KHAT A/F sold by Marathon to Tate for \$1,325,000 (Chapman)...

LITTLE ROCK

Arbitron Rank/Pop (12+): 81/426,300

Stations: 17/17
 Diaries: 932/457:1/56.4%
 Sample Target: 820
 % Below Line: 0.0
 % Not Listed: 11.8

1989 Revenue: \$13,900,000
 HH Inc.: \$26,875
 Retail \$: 3.5 Bill
 Pop per Station: 25,076
 #1 Biller: KSSN-F \$4,100,000

MSA Rank/Pop: 95/520,500
 ADI # 57
 Average Person Ratings: 16.8
 Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KSSN-F (C)	143/20.1	17.7	20.7	20.3	20.3	---	278/3077	1473/36.4	32.2	36.7	23.7	165	1272	KSSN-F
2. KIPR-F (B)	59/ 8.3	10.5	9.7	9.9	7.5	---	103/1078	606/14.2	14.1	12.5	13.2	92	887	KIPR-F
3. KMJX-F (AOR)	58/ 8.1	9.3	5.3	5.6	5.7	---	87/1186	739/17.3	18.1	13.2	14.5	101	890	KMJX-F
4. KEZQ-F (EZ)	57/ 8.0	8.9	8.3	9.0	11.2	---	94/1174	708/16.6	16.5	16.7	7.5	52	547	KEZQ-F
5. KOLL-F (O)	56/ 7.9	7.5	3.3	3.7	2.9	---	108/1320	662/15.5	16.6	11.3	4.4	31	495	KOLL-F
6. KKYK-F (CHR)	53/ 7.4	8.5	9.4	9.6	11.6	---	113/2117	1155/21.7	24.9	26.8	9.2	64	1278	KKYK-F
7. KZOU-F (CHR)	45/ 6.3	6.2	6.4	8.2	6.8	---	84/1669	861/20.2	18.3	21.8	7.3	51	905	KZOU-F
KHLT-F (AC)	45/ 6.3	4.9	6.0	5.2	6.4	---	73/1230	705/16.5	12.8	14.6	5.5	38	611	KHLT-F
9. KARN (N/T)	39/ 5.5	7.1	7.9	7.6	6.2	---	46/720	538/12.6	15.1	15.3	4.6	32	466	KARN
10. KLRG (GOS)	20/ 2.8	---	---	---	1.9	---	25/175	139/ 3.3	0.0	0.0	---	---	---	KLRG

12+ FM SHARE (METRO): 84.55% (531 of 628) (SPG 89: 82.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZOU-F>	1 KSSN-F	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>	1 KIPR-F	1 KSSN-F>>
2 KKYK-F	2 KMJX-F>	2 KMJX-F	2 KOLL-F	2 KOLL-F	2 KEZQ-F	2 KARN	2 KOLL-F<	2 KMJX-F	2 KSSN-F	2 KARN
KIPR-F>	3 KIPR-F	3 KOLL-F	3 KHLT-F	3 KHLT-F	3 KOLL-F	3 KKYK-F	3 KEZQ-F	3 KIPR-F	3 KKYK-F	3 KKYK-F
4 KSSN-F	4 KKYK-F<	4 KIPR-F	4 KMJX-F	4 KMJX-F	4 KARN	4 KKEQ-F	4 KHLT	4 KOLL-F	4 KMJX-F	4 KIPR-F
5	5 KHLT-F	5 KHLT-F	5 KKYK-F	5 KKYK-F	5	5 KOLL-F<	KMJX-F	5 KKYK-F	5 KZOU-F	5 KMJX-F
6	6	6 KKYK-F	KIPR-F	6 KIPR-F	6	6 KIPR-F	KEZQ-F			KLRG
7	7	7	7	7 KEZQ-F	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		98 (2)	98 (2)	15.6	17.9	KAAY 1090 Little Rock	0.6/3.0/ 10/ 256
AOR/CLASSIC		58 (1)	58 (1)	9.2	9.7	KBIS 1010 Little Rock	1.4/4.1/ 17/ 268
AC/OLDIES/SOFT ROCK		101 (2)	101 (2)	16.1	7.5	KGKO 850 Benton	0.8/1.4/ 6/ 64
MOR/VARIETY						KITA 1440 Little Rock	1.3/4.3/ 9/ 185
COUNTRY		146 (2)	146 (2)	23.2	23.4	KLRA-F 96.5 England	0.4/1.3/ 4/ 78
BLACK/URBAN		71 (2)	71 (2)	11.3	15.0	KMTL 760 Sherwood/LtlRck	1.3/2.8/ 20/ 224
BEAUTIFUL/EASY		57 (1)	57 (1)	9.1	9.4	KMZK-F 106.3 Lonoke/L. Rock	1.7/6.2/ 13/ 290
NEWS/TALK	49 (2)		49 (2)	7.8	11.0		
NOSTALGIA							
RELIGION/GOSPEL	42 (4)		42 (4)	6.7	5.5		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	6 (1)		6 (1)	1.0	0.6		
	97 (7)	531 (10)	628 (17)				

RADIO STATIONS

KARN, 920, 5 KW (DA-2)	, NEWS/TALK	CBS , \$ 32.00 (Banner)	Neal Gladner
KBIS, 1010, 10 KW/5 KW (DA-N)	, BUSINESS TALK	NBC , \$ 18.00 (Christal)	Phil Jonsson
KITA, 1440, 5 KW/50 W	, RELIGION	, \$ 13.00 (---)	Gary Valle
KLRG, 1150, 5 KW/1 KW (DA-N)	, GOSPEL	NBN , \$ 13.00 (K & P)	Willis
KEZQ-F, 100.3, 44 KW @ 1369, EZ		, \$ 37.00 (Eastman)	Wally Tucker
KHLT-F, 94.1, 100 KW @ 1602, AC		, \$ 38.00 (Christal)	
KIPR-F, 92.3, 100 KW @ 938, BLACK		, \$ 25.00 (Banner)	(PINE BLUFF) Cal Arnold
KKYK-F, 103.7, 100 KW @ 1510, CHR		, \$ 49.00 (Banner)	Shepard Jim Grant
KMJX-F, 105.1, 81 KW @ 1054, AOR		ABC R , \$ 40.00 (HMWH)	Richard Booth
KMZK-F, 106.3, 2.5 KW @ 353, BLACK		, \$ 18.00 (Roslin)	Willis (LANOKE) Thessia Dunn
KOLL-F, 94.9, 100 KW @ 1844, OLDIES		UNIPWR, \$ 36.00 (Durpetti)	(PINE BLUFF) Steve McNamara
KSSN-F, 95.7, 100 KW @ 1664, COUNTRY		ABC E , \$ 90.00 (Katz)	South. Skies Jerry Atchley
KZOU-F, 98.5, 100 KW @ 1285, CHR		, \$ 34.00 (Christal)	Hal Smith

Miscellaneous Comments: KEZQ changes to KLRG and format to GOSPEL (April)...KWTD-F changes to KMZK-F (March)...
 KMJX-F sold for \$3,150,000 (Biernecki)...KEZQ-F sold . . .

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,265,900
 MSA Rank/Pop: 2/12,100,000
 ADI # 2
 Average Person Ratings: 17.9
 Market TSL: 23.50 hours

Stations: 43/43
 Diaries: 4077/2272:1/48.8%
 Sample Target: 3650
 % Below Line: 0.0
 % Not Listed: 10.5

1989 Revenue: \$385,000,000
 HH Inc.: \$33,525
 Retail \$: 88.0 Bill
 Pop per Station: 215,486
 #1 Biller: KABC \$35,000,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KOST-F (AC)	1031/ 6.2	6.4	5.7	6.8	6.1	6.3	1191/18186	15268/16.5	15.6	16.4	5.0	778	9411	KOST-F
2. KIIS-AF (CHR)	985/ 5.9	6.1	5.4	6.4	5.2	5.9	1132/20872	18016/19.4	18.0	21.3	7.1	1094	19299	KIIS-AF
3. KPWR-F (CHR)	834/ 5.0	5.6	6.2	6.1	7.1	5.7	914/16153	14593/15.7	17.1	18.1	7.0	1094	16331	KPWR-F
4. KABC (N/T)	714/ 4.3	4.4	4.6	4.3	5.2	4.4	796/11108	9742/10.5	10.8	12.7	5.0	783	6908	KABC
5. KLOS-F (AOR)	687/ 4.1	3.8	4.2	4.1	3.8	4.0	949/14484	10948/11.8	11.1	10.3	4.8	739	9541	KLOS-F
6. KXEZ-F (EZ)	560/ 3.4	2.9	2.5	4.6	4.1	3.3	589/7435	6789/ 7.3	7.3	9.5	2.4	370	4032	KXEZ-F
7. KQLZ-F (CHR)	554/ 3.3	3.6	3.8	5.5	4.3	4.1	701/11431	9022/ 9.7	11.0	12.6	4.3	661	10376	KQLZ-F
8. KFWB (N/T)	551/ 3.3	3.3	2.6	3.1	3.0	3.1	592/13406	12331/13.3	12.1	12.6	2.5	382	9224	KFWB
9. KWKW (SP)	532/ 3.2	3.3	3.5	2.7	2.2	3.2	533/5438	5385/ 5.8	5.3	3.8	2.7	425	5071	KWKW
10. KTWV-F (J/NA)	522/ 3.1	3.0	3.1	2.8	2.5	3.0	630/9511	7890/ 8.5	9.0	8.5	3.9	601	7074	KTWV-F
11. KLVE-F (SP)	517/ 3.1	3.0	3.2	3.2	1.8	3.1	596/7334	6609/ 7.1	6.7	4.7	2.9	456	5227	KLVE-F
12. KROQ-F (AOR)	507/ 3.1	3.2	2.5	2.5	2.3	2.8	594/8453	7347/ 7.9	7.3	7.3	4.3	673	7510	KROQ-F
14. KMPC (B)	507/ 3.1	1.3	0.4	1.7	1.5	1.6	576/7136	6228/ 6.7	2.1	5.0	3.9	609	5686	KKBT-F
14. KMPC (BB)	494/ 3.0	3.1	2.1	2.7	2.5	2.7	574/7217	6139/ 6.6	6.9	7.4	2.5	389	6341	KMPC
15. KBIG-F (AC)	493/ 3.0	3.6	4.0	3.6	4.3	3.5	589/10334	8733/ 9.4	9.7	10.8	2.3	363	5700	KBIG-F
16. KNX (N)	461/ 2.8	3.0	3.4	2.8	3.3	3.0	613/12823	9666/10.4	13.2	13.0	2.5	390	7590	KNX
17. KZLA-F (C)	450/ 2.7	2.0	2.2	2.3	2.0	2.3	496/5965	5339/ 5.8	5.8	5.4	3.1	480	4540	KZLA-F
18. KLSX-F (CL AOR)	438/ 2.6	2.3	2.2	2.0	1.8	2.3	479/8450	7491/ 8.1	7.9	7.4	2.1	322	5883	KLSX-F
19. KTNQ (SP)	381/ 2.3	3.1	2.7	1.9	2.5	2.5	399/5748	5437/ 5.9	4.9	5.0	2.0	308	4173	KTNQ
20. KODJ-F (O)	330/ 2.0	1.7	1.8	2.0	2.0	1.9	419/7965	6327/ 6.8	6.1	6.9	1.8	282	3649	KODJ-F
21. KRTH-F (O)	322/ 1.9	2.8	2.7	2.8	3.1	2.5	440/10085	7598/ 8.2	10.1	10.2	2.1	320	6359	KRTH-F
22. KJLH-F (B)	289/ 1.7	1.9	2.3	1.9	2.2	2.0	293/5170	5074/ 5.5	5.6	5.9	2.1	328	4297	KJLH-F
23. KALI (SP)	236/ 1.4	1.1	1.0	0.8	1.0	1.1	236/3133	3124/ 3.4	2.7	2.1	1.2	187	2319	KALI
24. KFI (T)	232/ 1.4	1.6	1.7	1.6	1.8	1.6	414/7227	4687/ 5.1	5.8	6.1	2.2	342	4066	KFI
25. KKGO-F (CL)	220/ 1.3	1.4	1.4	1.0	1.2	1.3	266/4840	4143/ 4.5	5.1	3.7	1.6	244	3316	KKGO-F
26. KLAC (C)	210/ 1.3	0.8	1.2	0.8	1.2	1.0	243/4759	4057/ 4.4	4.0	5.1	0.9	147	2804	KLAC
27. KRLA (O)	178/ 1.1	1.0	1.0	0.8	0.9	1.0	198/4050	3638/ 3.9	3.5	4.2	0.8	121	1862	KRLA
28. KSKQ (SP)	158/ 1.0	1.1	1.3	1.1	1.0	1.1	158/2570	2553/ 2.8	2.8	2.3	0.6	98	2037	KSKQ
29. KGFJ (B)	153/ 0.9	0.8	1.1	0.7	0.8	0.9	154/2136	2128/ 2.3	2.4	1.9	1.0	151	2002	KGFJ
30. KLIT-F (SAC)	151/ 0.9	1.5	1.2	1.2	0.7	1.2	169/4474	3967/ 4.3	4.9	2.7	1.0	160	2401	KLIT-F
31. KKHJ (SP)	149/ 0.9	0.1	0.4	1.3	0.8	0.7	160/3121	2920/ 3.2	2.5	3.2	0.6	89	2204	KKHJ
32. KNAC-F (AOR)	142/ 0.9	1.1	0.8	1.0	1.0	0.9	157/2850	2530/ 2.7	2.4	3.2	1.2	192	2742	KNAC-F
33.														
34.														
35.														

12+ FM SHARE (METRO): 67.61% (10054 of 14870) (SPG 89: 66.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPWR-F>	1 KIIS-AF	1 KOST-F	1 KOST-F	1 KOST-F	1 KABC	1 KLOS-F<	1 KOST-F>	1 KIIS-AF	1 KOST-F	1 KABC >>
2 KIIS-AF	2 KLOS-F<	2 KIIS-AF	2 KIIS-AF	2 KIIS-AF<	2 KFWB <	2 KIIS-AF	2 KIIS-AF	2 KOST-F<	2 KABC <	2 KFWB >>
3 KQLZ-F	3 KOST-F	3 KLOS-F	3 KLOS-F>	3 KLOS-F	3 KOST-F	3 KABC	3 KPWR-F	3 KPWR-F>	3 KPWR-F	3 KNX >>
4	4 KPWR-F	4 KPWR-F	4 KTWV-F	4 KTWV-F	4 KMPC	4 KOST-F<	4 KABC	4 KQLZ-F	4 KIIS-AF	4 KOST-F>>
5	5 KROQ-F	5 KROQ-F	5 KLVE-F	5 KLVE-F	5 KXEZ-F	5 KFWB	5 KXEZ-F	5 KLOS-F	5 KROQ-F	5 KQLZ-F>>
6	6 KKBT-F	6 KLVE-F	6 KBIG-F	6 KBIG-F	6 KNX	6 KPWR-F	6 KBIG-F	6 KXEZ-F	6 KQLZ-F<	6 KKBT-F
7	7 KLVE-F	7 KKBT-F	7 KPWR-F	7 KWKW <	7 KTWV-F	7 KNX	7 KLOS-F	7 KKBT-F	7 KKBT-F<	7 KBIG-F
8	8 KQLZ-F	8 KBIG-F<	8 KLSX-F	8 KPWR-F	8 KZLA-F	8 KTWV-F	8 KZLA-F	8 KBIG-F<	8 KLVE-F	8 KWKW
9	9 KLSX-F	9 KQLZ-F	9 KWKW	9 KLSX-F	9 KWKW	9 KWKW	9 KWKW	9 KROQ-F	9 KNX	9
10	10 KBIG-F	10 KLSX-F	10 KTNQ	10 KXEZ-F	10 KBIG-F	10 KMPC	10 KTWV-F	10	10	10
			11 KZLA-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 KOST-F	1 KOST-F	1 KOST-F	1 KOST-F>	1 KOST-F>	1 KROQ-F>	1 KLOS-F	1 KLOS-F>	1 KLOS-F>	1 KLOS-F
2 KIIS-AF<	2 KIIS-AF	2 KIIS-AF	2 KIIS-AF	2 KIIS-AF	2 KPWR-F	2 KROQ-F	2 KIIS-AF>	2 KIIS-AF	2 KTWV-F
3 KPWR-F>	3 KPWR-F	3 KLVE-F	3 KPWR-F	3 KBIG-F<	3 KQLZ-F	3 KIIS-AF	3 KLSX-F	3 KROQ-F	3 KOST-F<
4 KKBT-F	4 KKBT-F	4 KPWR-F	4 KBIG-F	4 KLVE-F	4 KLOS-F	4 KPWR-F	4 KOST-F	4 KOST-F	4 KIIS-AF
5 KROQ-F	5 KLVE-F<	5 KLOS-F<	5 KLVE-F	5 KPWR-F	5 KIIS-AF	5 KQLZ-F	5 KROQ-F	5 KLSX-F	5 KLSX-F
6 KLOS-F<	6 KLOS-F	6 KKBT-F<	6 KKBT-F	6 KXEZ-F	6 KKBT-F	6 KOST-F	6 KPWR-F	6 KPWR-F<	6 KABC
7 KQLZ-F	7 KBIG-F	7 KBIG-F	7 KLOS-F	7 KWKW	7 KOST-F<	7 KLSX-F	7 KLVE-F	7 KQLZ-F<	7 KTNQ
8 KBIG-F>	8 KROQ-F	8 KJLH-F	8 KWKW	8 KKBT-F	8 KLSX-F	8 KKBT-F	8 KKBT-F<	8 KTWV-F>	8 KWKW
9 KLVE-F	9 KQLZ-F	9 KTNQ	9 KQLZ-F<	9 KLOS-F<	9 KLVE-F>	9 KLVE-F	9 KQLZ-F	9 KKBT-F	9 KRTH-F
10 KLSX-F	10 KJLH-F	10 KXEZ-F	10 KXEZ-F	10 KTWV-F	10 KWKW	10 KWKW	10 KTWV-F	10 KLVE-F	10 KQLZ-F

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	41 (1)	2332 (3)	2373 (4)	16.0	18.6	KACE-F 103.9 Inglewood	0.8/2.7/127/2533
AOR/CLASSIC		1774 (4)	1774 (4)	11.9	9.7	KDAY 1580 Santa Monica/LA	0.8/3.6/143/3371
AC/OLDIES/SOFT ROCK	178 (1)	2374 (6)	2552 (7)	17.2	19.6	KFSG-F 96.3 Los Angeles	0.4/1.3/ 80/1460
MOR/VARIETY						KGIL 1260 San Fernando	0.3/1.0/ 51/1041
COUNTRY	210 (1)	450 (1)	660 (2)	4.4	3.9	KGRB 900 West Covina	0.4/0.9/ 73/1056
BLACK/URBAN	293 (2)	922 (3)	1215 (5)	8.2	6.4	KKLA-F 99.5 Los Angeles	0.7/2.3/118/2490
BEAUTIFUL/EASY		560 (1)	560 (1)	3.8	4.4	KMAX-F 107.1 Arcadia/LosAngl	0.5/1.5/ 87/1528
NEWS/TALK	2007 (5)		2007 (5)	13.5	15.1	KMGX-F 94.3 San Fernando	0.3/0.6/ 47/ 657
NOSTALGIA	494 (1)		494 (1)	3.3	2.8	KSKQ-F 97.9 Long Beach	0.7/2.2/124/2099
RELIGION/GOSPEL		261 (3)	261 (3)	1.8	1.1	KWIZ 1480 Santa Ana	0.4/1.0/ 71/ 980
SPANISH	1456 (5)	639 (2)	2095 (7)	14.1	10.8		
CLASSICAL		220 (1)	220 (1)	1.5	1.6		
JAZZ/NEW AGE		522 (1)	522 (1)	3.5	4.2		
UNKNOWN/OTHERS	137 (2)		137 (2)	0.9	1.7		
	4816 (18)	10054 (25)	14870 (43)				

RADIO STATIONS

AM STATIONS

KABC, 790, 5 KW (DA-N)	, TALK	ABC I, ABC T,	\$ 420.00 (Katz)	Cap Cities/ABC	George Green
KALI, 1430, 5 KW (DA-2)	, HISPANIC	, \$ 90.00 (Katz Hisp.)	United (SAN GABRIEL)	Raul Ortal	
KDAY, 1580, 50 KW (DA-2)	, BLACK	NBN, UNIPWR,	\$ 80.00 (Roslin)	(SANTA MONICA)	Ed Kerby
KFI, 640, 50 KW	, TALK	MBS, \$ 110.00 (Christal)	Cox	Howard Neal	
KFWB, 980, 5 KW	, NEWS	NBC, UPI, \$ 305.00 (Group W)	Westinghouse	Chris Shaur	
KGfJ, 1230, 1 KW	, BLACK OLDIES	SBN, SMN, \$ 70.00 (Roslin)		Bill Shearer	
KGIL, 1260, 5 KW (DA-2)	, TALK	APR, TALKNT,	\$ 60.00 (HNWH)	Buckley (SAN FERNANDO)	Dick McGeary
KIEV, 870, 10 KW/1 KW (DA-2)	, TALK	, \$ 55.00 (---)	(GLENDALE)	Fred Beaton	
KLAC, 570, 5 KW (DA-N)	, COUNTRY	ABC D, \$ 115.00 (Eastman)	Malrite	Norm Epstein	
KMPC, 710, 50 KW/10 KW (DA-N)	, NOSTALGIA/MOR	, \$ 220.00 (Durpetti)	Golden West	Bill Ward	
KNX, 1070, 50 KW	, NEWS	CBS, \$ 340.00 (CBS)	CBS	George Nicholas	
KKLA, 1110, 50 KW/10 KW (DA-2)	, OLDIES	, \$ 80.00 (MMR)	Greater Media	Bob Moore	
KSKQ, 1540, 50 KW/10 KW (DA-2)	, HISPANIC	, \$ 100.00 (SBS)	SBS	Raul Alarcon Jr	
KTNQ, 1020, 50 KW (DA-2)	, HISPANIC	, \$ 155.00 (Caballero)	Heftel	Ken Wolt	
KWKW, 1330, 5 KW (DA-N)	, HISPANIC	, \$ 100.00 (Lotus)	Lotus	Jose Cabrera	

FM STATIONS

KACE, 103.9, 1.6 KW @ 390,	BLACK	APR, UNIULT,	\$ 80.00 (K & P)	All Pro (INGLEWOOD)	Rickey Tatum
KBIG, 104.3, 105 KW @ 2890,	AC	, \$ 300.00 (CBS)	Bonneville	Kari Winston	
KFSG, 96.3, 54 KW @ 480,	RELIGION	APR, \$ 25.00 (---)		Alan Bowles	
KIIS, 102.7, 8 KW @ 2960,	CHR	, \$ 520.00 (McGuild)	Gannett	Lynn Anderson	
KJLH, 102.3, 2.2 KW @ 338,	BLACK	, \$ 110.00 (Roslin)	(COMPTON)	Karen Slade	
KKBT, 92.3, 43 KW @ 2910,	URBAN	, \$ 160.00 (McGuild)	Evergreen	Jim De Castro	
KKGO, 105.1, 18 KW @ 2887,	CLASSICAL	APR, \$ 125.00 (CMBS)		Saul Levine	
KLIT, 101.9, 2.4 KW @ 2848,	SOFT AC	, \$ 100.00 (durpetti)	Golden West (GLENDALE)	Bill Ward	
KLOS, 95.5, 63 KW @ 3129,	AOR	, \$ 400.00 (Katz)	Cap Cities/ABC	Bill Sommers	
KLSX, 97.1, 21 KW @ 3002,	CLASSIC AOR	, \$ 300.00 (MMR)	Greater Media	Bob Moore	
KLVE, 107.5, 30 KW @ 2998,	HISPANIC	, \$ 175.00 (Caballero)	Heftel	Ken Wolt	
KMAX, 107.1, 3 KW @ -44,	RELIGION/ETHNIC	, \$ 60.00 (---)	Douglas (ARCADIA)	Linda Hayes	
KNAC, 105.5, 1 KW @ 453,	AOR	CBS, \$ 120.00 (Durpetti)	(LONG BEACH)	Gary Price	
KODJ, 93.1, 29 KW @ 3498,	OLDIES	RADRAD, \$ 190.00 (CBS)	CBS	Charlie Seraphin	
KOST, 103.5, 13 KW @ 3100,	AC	, \$ 475.00 (Christal)		Howard Neal	
KPWR, 105.9, 72 KW @ 770,	CHR	SOURCE, \$ 430.00 (HNWH)	Emmis	Phil Newmark	
KQLZ, 100.3, 5 KW @ 3004,	CHR	SOURCE, \$ 300.00 (Eastman)	Westwood One	Simon T.	
KROQ, 106.7, 6 KW @ 1387,	AOR	, \$ 270.00 (Torbet)	Infinity	Trip Reeb	
KRTH, 101.1, 51 KW @ 3133,	OLDIES	, \$ 375.00 (Republic)	Beasley	Pat Norman	
KSKQ, 97.9, 79 KW @ 410,	HISPANIC	, \$ 120.00 (SBS)	SBS	Jose Grimalt	
KTNV, 94.7, 58 KW @ 2831,	JAZZ/NAC	, \$ 300.00 (Group W)	Westinghouse	Allan Chlowitz	
KXEZ, 98.7, 75 KW @ 1180,	SOFT AC/EZ	, \$ 250.00 (Torbet)	Viacom	Bob Griffith	
KZLA, 93.9, 49 KW @ 720,	COUNTRY	, \$ 225.00 (Eastman)	Malrite	Norm Epstein	

CALL LETTER CHANGES

KRTH-AM changes to KKHJ (Apr)
KJOI changes to KXEZ (Feb)

FORMAT CHANGES

KKHJ changes from Oldies to Hispanic
KXEZ changes from EZ to EZ/Soft AC

STATION SALES

KDAY sold by Heritage
for \$7,200,000 (Stevens)

LOUISVILLE

Arbitron Rank/Pop (12+): 49/793,200
 MSA Rank/Pop: 53/968,700
 ADI # 46
 Average Person Ratings: 16.7
 Market TSL: 22.25 hours

Stations: 18/18
 Diaries: 1358/584:1/56.4%
 Sample Target: 1200
 % Below Line: 0.0
 % Not Listed: 9.0

1989 Revenue: \$23,600,000
 HH Inc.: \$27,183
 Retail \$: 7.1 Bill
 Pop per Station: 44,066
 #1 Biller: WHAS \$5,800,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WHAS (MOR)	208/15.7	16.3	15.9	10.8	12.2	14.7	260/3467	2593/32.7	30.3	28.3	10.1	138	2112	WHAS
2. WAMZ-F (C)	197/14.9	14.7	15.9	16.4	16.3	15.5	310/3016	1987/25.1	26.6	26.8	16.8	230	2085	WAMZ-F
3. WDJK-AF (CHR)	181/13.7	11.6	11.5	13.7	15.3	12.6	228/3114	2266/28.6	26.6	28.1	13.5	182	2300	WDJK-AF
4. WVEZ-F (AC)	104/ 7.9	7.7	8.7	7.9	5.9	8.1	123/1642	1398/17.6	19.5	14.9	6.8	93	1220	WVEZ-F
5. WQMF-F (AOR)	93/ 7.0	6.4	6.6	8.2	8.3	7.1	137/1735	1212/15.3	16.2	16.5	8.7	119	1573	WQMF-F
6. WLRS-F (CHR)	87/ 6.6	7.3	7.4	6.3	5.5	6.9	98/1371	1253/15.8	16.3	15.9	10.4	142	1808	WLRS-F
7. WRKA-F (AC)	74/ 5.6	7.1	4.8	5.6	6.0	5.8	80/1315	1248/15.7	14.0	14.7	7.3	100	1544	WRKA-F
8. WLOU (B)	57/ 4.3	5.7	6.1	9.4	7.1	6.4	58/591	582/ 7.3	9.9	9.4	7.8	107	818	WLOU
9. WGZB-F (B)	57/ 4.3					1.1	57/538	538/ 6.8	0.0	0.0	2.7	37	413	WGZB-F
10. WXVW (BB)	36/ 2.7	3.0	1.6	2.8	3.0	2.5	36/483	471/ 5.9	4.8	6.2	2.0	27	343	WXVW
11. WAVG (O)	25/ 1.9	2.2	2.5	3.2	3.8	2.5	28/585	508/ 6.4	10.9	10.7	1.6	22	729	WAVG
12. WWKY (C)	19/ 1.4	1.7	1.8	1.9	0.5	1.7	23/435	317/ 4.0	4.4	3.0	0.2	3	88	WWKY
WLSY-F (EZ)	19/ 1.4	2.6	3.3	3.0	3.0	2.6	22/388	366/ 4.6	7.8	6.4	1.4	19	420	WLSY-F

12+ FM SHARE (METRO): 68.22% (820 of 1202) (SPG 89: 66.61%)

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

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	6 (1)	262 (2)	268 (3)	22.3	23.0	WFIA 900 Louisville	0.3/1.9/ 5/ 164
AOR/CLASSIC		93 (1)	93 (1)	7.7	9.1	WLLV 1240 Louisville	1.1/2.0/ 15/ 165
AC/OLDIES/SOFT ROCK	25 (1)	178 (2)	203 (3)	16.9	13.0	WTMT 620 Louisville	0.9/3.9/ 12/ 334
MOR/VARIETY	208 (1)		208 (1)	17.3	17.9	WXLN-F 103.9 Louisville	1.1/2.4/ 14/ 197
COUNTRY	31 (2)	197 (1)	228 (3)	19.0	19.9		
BLACK/URBAN	57 (1)	57 (1)	114 (2)	9.5	7.7		
BEAUTIFUL/EASY		19 (1)	19 (1)	1.6	3.3		
NEWS/TALK							
NOSTALGIA	36 (1)		36 (1)	3.0	3.3		
RELIGION/GOSPEL	19 (2)	14 (1)	33 (3)	2.7	2.9		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	382 (9)	820 (9)	1202 (18)				

RADIO STATIONS

WAVG , 970, 5 KW (DA-N)	Oldies	NBC UNISUP, \$ 22.00	(Durpetti)	Radio One	Fred Murr
WDJK , 1080, 10 KW/1 KW (DA-2)	— simulcast with WDJK-F				
WHAS , 840, 50 KW	MOR/Full Service	ABC I, \$110.00	(Christal)	Clear Channel	Bob Scherer
WLOU , 1350, 5 KW/500 W (DA-N)	Black	SBN, \$ 25.00	(---)	Johnson	Mildred Stanton
WWKY , 790, 5 KW/1 KW (DA-2)	Country	UNISUP, \$ 20.00	(Katz)	Wilks-Schwartz	Frank Iorio
WXVW , 1450, 1 KW	Nostalgia	SMN UNISUP, \$ 25.00	(Roslin)		Charles Jenkins
WAMZ-F, 97.5, 100 KW @ 500	Country	\$ 90.00	(Christal)	Clear Channel	Bob Scherer
WDJK-F, 99.7, 24 KW @ 715	CHR	APR, \$ 70.00	(Eastman)	Stoner	Bill Wells
WGZB-F, 96.5, 3 KW @ 300	Black	CNN UNISUP, \$ 22.00	(---)		(CORYDON)
WLRS-F, 102.3, 3 KW @ 285	AOR/CHR	ABC R UNIPWR, \$ 40.00	(MMR)	Radio One	Fred Murr
WLSY-F, 101.7, 1.4 KW @ 415	EZ	UNIULT, \$ 25.00	(Banner)		Don Robertson
WQMF-F, 95.7, 34 KW @ 580	AOR	\$ 54.00	(HWWH)		Michael Horlander
WRKA-F, 103.1, 3 KW @ 275	Oldies	\$ 52.00	(Banner)	Capitol-Johnson	Mike Kirtner
WVEZ-F, 106.9, 25 KW @ 670	AC	UNISUP, \$ 57.00	(Katz)	Wilks-Schwartz	Frank Iorio
WXLN-F, 103.9, 1 KW @ 490	CHR	\$ 16.00	(---)		Richard Lee

Miscellaneous Comments: WXLN-F changes to WZKS-F and format from REL. to CHR (July)...

LUBBOCK

Arbitron Rank/Pop (12+): 162/182,500
 MSA Rank/Pop: 188/227,300
 ADI # 150
 Average Person Ratings: 16.9
 Market TSL: 22.50 hours

Stations: 17/17
 Diaries: 672/272:1/52.3%
 Sample Target: 550
 % Below Line: 0.0
 % Not Listed: 10.7

1989 Revenue: \$6,500,000
 HH Inc.: \$23,086
 Retail \$: 1.6 Bill
 Pop per Station: 10,735
 #1 Biller: KLLL \$2,000,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KLLL-F (C)	75/24.3	18.7	18.9	20.4	16.9	----	126/1169	668/36.6	28.8	29.6	17.8	59	564	KLLL-F
2. KZII-F (CHR)	46/14.9	14.0	12.5	8.9	12.0	----	85/883	565/31.0	30.2	27.1	15.1	50	604	KZII-F
3. KRLB-F (CHR)	30/ 9.7	13.1	16.7	15.7	30.7	----	49/905	566/31.0	33.6	39.5	10.9	36	683	KRLB-F
4. KTEZ-F (SAC)	28/ 9.1	5.9	6.4	6.7	4.9	----	35/470	337/18.5	15.4	14.9	6.6	22	210	KTEZ-F
5. KFMX-F (AOR)	25/ 8.1	7.8	10.6	9.6	10.9	----	34/448	340/18.6	17.5	22.1	12.7	42	447	KFMX-F
6. KKCL-F (O)	9/ 2.9	2.8	3.2	3.2	1.1	----	11/230	167/ 9.2	9.1	7.9	3.3	11	214	KKCL-F
KJBX (B)	9/ 2.9	0.6	1.6	2.6	0.7	----	10/115	107/ 5.9	3.9	4.8	4.5	15	159	KJBX
8. KKIK-F (C)	8/ 2.6	4.0	5.1	3.5	4.5	----	11/259	168/ 9.2	12.6	12.7	4.8	16	216	KKIK-F
9. KLFB (SP)	7/ 2.3	2.8	-----	3.2	-----	----	8/77	70/ 3.8	4.0	0.0	0.6	2	61	KLFB
KFYO (C)	7/ 2.3	6.2	6.1	2.9	5.2	----	24/354	172/ 9.4	17.1	12.9	3.3	11	168	KFYO

12+ FM SHARE (METRO): 83.33% (230 of 276) (SPG 89: 85.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZII-F	1 KLLL-F	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>	1 KZII-F	1 KLLL-F
2	2 KZII-F>	2 KZII-F	2 KZII-F	2 KRLB-F	2 KTEZ-F>	2 KZII-F	2 KTEZ-F<	2 KZII-F>	2 KLLL-F>	2 KZII-F>>
3	3 KFMX-F	3 KFMX-F<	3 KRLB-F	3 KZII-F	3 KRLB-F	3 KRLB-F>	3 KZII-F	3 KRLB-F<	3 KFMX-F>	3 KFMX-F
4	4 KRLB-F	4 KRLB-F	4 KTEZ-F	4 KTEZ-F	4	4 KTEZ-F	4 KRLB-F	4 KTEZ-F	4 KRLB-F	4
5	5	5 KTEZ-F	5 KFMX-F	5 KFMX-F	5	5 KFMX-F	5 KFMX-F	5 KFMX-F	5	5
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 KZII-F	1 KZII-F	1 KZII-F	1 KLLL-F>	1 KLLL-F>		1 KLLL-F>	1 KLLL-F>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>
KLLL-F	KLLL-F>>	KLLL-F>	2 KZII-F	2 KRLB-F		2 KZII-F	2 KZII-F	2 KZII-F	2 KFMX-F	2 KFMX-F
3 KFMX-F>	3 KRLB-F	3 KTEZ-F	3 KRLB-F	3 KZII-F		3 KFMX-F>	3 KFMX-F>	3 KFMX-F>	3 KZII-F>	3 KZII-F>
4 KRLB-F	4 KTEZ-F	KRLB-F>>	4 KTEZ-F	4 KTEZ-F		4 KRLB-F>	4 KRLB-F	4 KRLB-F>	4 KRLB-F>	4 KTEZ-F
5 KTEZ-F>	KFMX-F	5 KLSC-F	5 KFMX-F	5		5 KTEZ-F>>	5	5 KLFB	5 KTEZ-F	KRLB-F
6 KJBX	6	KFMX-F>	6	6		6	6	KKIK-F>>	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		76 (2)	76 (2)	27.5	33.2	KCAS 1050 Slaton	1.9/4.6/ 7/ 112
AOR/CLASSIC		30 (2)	30 (2)	10.9	12.0	KFMX 1340 Lubbock	1.6/4.4/ 5/ 90
AC/OLDIES/SOFT ROCK		37 (2)	37 (2)	13.4	12.4	KJAK-F 92.9 Slaton/Lubbock	1.3/5.1/ 8/ 137
MOR/VARIETY						KLLL 1590 Lubbock	1.3/2.1/ 4/ 50
COUNTRY	11 (2)	83 (2)	94 (4)	34.1	35.4	KLSC-F 104.7 Lamesa	1.6/4.6/ 14/ 171
BLACK/URBAN	9 (1)		9 (1)	3.3	1.8	KTLK 1460 Lubbock	1.6/3.1/ 11/ 107
BEAUTIFUL/EASY NEWS/TALK					0.7	KXTQ 950 Lubbock	1.0/3.9/ 8/ 130
NOSTALGIA	11 (2)		11 (2)	4.0	2.2		
RELIGION/GOSPEL		4 (1)	4 (1)	1.4	0.7		
SPANISH	15 (3)		15 (3)	5.4	1.5		
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	46 (8)	230 (9)	276 (17)				

RADIO STATIONS

KFYO, 790, 5 KW/1 KW (DA-2), COUNTRY	CBS, \$ 15.00 (Torbet)	Seaton	Bob Clark
KJBX, 580, 500 W/387 W, BLACK	, \$ 12.00 (Christal)	Dowe	Denny Dowe
KLFB, 1420, 500 W, HISPANIC	, \$ 11.00 (Caballero)		Walt Ledesma
KXTQ, 950, 5 KW/500 W (DA-2), HISPANIC	, \$ 10.00 (Caballero)	Adams	Diane Melton
KFMX-F, 94.5, 100 KW @ 818, AOR	MBS, ABC R, \$ 27.00 (Katz)		Scott Parson
KJAK-F, 92.7, 100 KW @ 584, RELIGION	, \$ 9.00 (---)	(SLATON)	Woody Van Dyke
KRLB-F, 99.5, 100 KW @ 817, CHR	ABC I, \$ 32.00 (Christal)	Dowe	Dave Thompson
KKCL-F, 98.1, 50 KW @ 300, OLDIES	UNISUP, \$ 14.00 (Republic)	Amer. General (LORENZO)	Cindy Gilstrap
KKIK-F, 93.7, 100 KW @ 736, COUNTRY	, \$ 19.00 (Banner)	Adams	Diane Melton
KLLL-F, 96.3, 100 KW @ 850, COUNTRY	MBS, \$ 44.00 (Eastman)	Pinnacle	Scott Harris
KLSC-F, 104.7, 100 KW @ 980, CLASSIC AOR	ABC D, \$ 10.00 (Republic)	(LAMESA)	Pat Kelly
KTEZ-F, 101.1, 100 KW @ 750, SOFT AC	UNISUP, \$ 26.00 (HNWH)	Lotus	Tom English
KZII-F, 102.5, 100 KW @ 817, CHR	, \$ 30.00 (Torbet)	Seaton	Bob Clark

Miscellaneous Comments: KXTQ, KKIK-F sold by Bakcor to Wagan Train for \$750,000 (Chapman)...

MACON

Arbitron Rank/Pop (12+): 139/237,100
 MSA Rank/Pop: 155/287,200
 ADI # 127
 Average Person Ratings: 17.6
 Market TSL: 24.00 hours

Stations: 15/13
 Diaries: 633/375:1/45.8%
 Sample Target: 620
 % Below Line: 1.7
 % Not Listed: 14.6

1989 Revenue: \$8,200,000
 HH Inc.: \$27,496
 Retail \$: 2.1 Bill
 Pop per Station: 18,238
 #1 Biller: WDEN-AF \$2,600,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume
1. WDEN-F (C)	96/23.0	---	20.4	---	19.6	---	162/1393	754/31.7		28.7			WDEN-F
2. WAYS-F (CHR)	62/14.9	---	15.1	---	17.6	---	131/1621	893/37.7		34.5			WAYS-F
3. WPEZ-F (AC)	39/ 9.4	---	8.6	---	8.3	---	51/693	510/21.5		16.7			WPEZ-F
4. WPGA-F (B)	35/ 8.4	---	8.6	---	11.1	---	43/616	443/18.7		18.8			WPGA-F
5. WFXM-F (B)	29/ 7.0	---	7.2	---	8.1	---	46/500	365/15.4		16.3			WFXM-F
7. WMAZ (G)	29/ 7.0	---	7.2	---	7.6	---	29/311	303/12.8		10.8			WMAZ
8. WQBZ-F (BB)	20/ 4.8	---	6.5	---	5.3	---	23/356	251/10.6		14.1			WQBZ-F
8. WQBZ-F (AOR)	9/ 2.2	---	4.8	---	3.0	---	12/148	126/ 5.3		7.8			WQBZ-F
10. WIBB (B)	9/ 2.2	---	2.6	---	4.3	---	13/197	162/ 6.8		7.5			WIBB

12+ FM SHARE (METRO): 81.46% (290 of 356) (SPG 89: 79.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAYS-F	1 WAYS-F	1 WDEN-F	1 WDEN-F	1 WDEN-F	1 WDEN-F	1 WDEN-F	1 WDEN-F	1 WDEN-F	1 WFXM-F	1 WDEN-F
2 WPGA-F	2 WDEN-F	2 WAYS-F	2 WAYS-F	2 WAYS-F	2 WAYS-F	2 WPEZ-F	2 WAYS-F	2 WAYS-F	2 WAYS-F	2 WPGA-F
WFXM-F	3 WPGA-F	3 WPEZ-F	3 WPEZ-F	3 WPEZ-F	3 WPEZ-F	3 WDDO	3 WDDO	3 WPEZ-F	3 WDEN-F	3 WFXM-F
4 WPPR-F	4 WFXM-F	4 WPGA-F	4 WPGA-F	4 WPGA-F	4 WPGA-F	4 WMAZ	4 WPEZ-F	4	4 WPGA-F	4 WAYS-F
5	5	5 WFXM-F	5	5	5	5 WAYS-F	5 WPGA-F	5	5 WFXM-F	5 WPEZ-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 WDEN-F	1 WAYS-F	1 WAYS-F	1 WDEN-F	1 WDEN-F	1 WFXM-F	1 WAYS-F	1 WPGA-F	1 WAYS-F	1 WDEN-F
2 WPGA-F	2 WDEN-F	2 WDEN-F	2 WAYS-F	2 WAYS-F	2 WAYS-F	2 WDEN-F	2 WDEN-F	2 WDEN-F	2 WAYS-F
WFXM-F	3 WPGA-F	3 WPEZ-F	3 WPEZ-F	3 WPEZ-F	3 WDEN-F	3 WPGA-F	WAYS-F	3 WPGA-F	3 WPEZ-F
4 WAYS-F	4 WFXM-F	4 WPGA-F	4 WPGA-F	4 WDDO	4 WPEZ-F	4 WFXM-F	4 WPEZ-F	4 WPEZ-F	4 WPGA-F
5 WQBZ-F	5 WPEZ-F	5 WFXM-F	5 WFXM-F	5 WPGA-F	5	5	WFXM-F	5 WFXM-F	5
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		68 (2)	68 (2)	19.1	16.9	WCOP 1350	Warner Robins	1.0/2.5/	4/ 59
AOR/CLASSIC		9 (1)	9 (1)	2.5	5.4	WPPR-F 101.7	Warner Robins/M	1.4/6.7/	7/ 197
AC/OLDIES/SOFT ROCK		46 (2)	46 (2)	12.9	12.1	WKKO 1150	Fort Valley	1.0/2.8/	6/ 86
MOR/VARIETY					7.2	WYGO-F 107.1	Gordon/Macon	1.7/6.0/	9/ 174
COUNTRY		96 (1)	96 (1)	27.0	23.3				
BLACK/URBAN	13 (2)	64 (2)	77 (4)	21.6	22.5	WPCH-F 94.9	Atlanta	1.2/1.9/	5/ 73
BEAUTIFUL/EASY		5 (1)	5 (1)	1.4	1.6	WVJF-F 93.3	Manchester	0.5/5.3/	8/ 198
NEWS/TALK									
NOSTALGIA	20 (1)		20 (1)	5.6					
RELIGION/GOSPEL	33 (2)	2 (1)	35 (3)	9.8	8.8				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS					2.1				
	66 (5)	290 (10)	356 (15)						

RADIO STATIONS

WDDO, 1240, 1 KW	, GOSPEL	NBN, MBS	, \$ 12.00	(Christal)			Oscar LeVerette
WIBB, 1280, 5 KW (DAYS)	, BLACK	SBN	, \$ 13.00	(Torbet)	Woodfin		Bill Chapman
WMAZ, 940, 50 KW/10 KW (DA-2)	, NOSTALGIA	ABC I, UNISUP	, \$ 19.00	(Katz)	Multimedia		Jim McLendon
WAYS-F, 99.1, 100 KW @ 660,	CHR	ABC F, MBS	, \$ 54.00	(Katz)	Multimedia		Jim McLendon
WDEN-F, 105.3, 100 KW @ 777,	COUNTRY	NBC	, \$ 56.00	(McGuild)	Magic		Doug Grimm
WFXM-F, 100.1, 3 KW @ 300,	BLACK	SBN	, \$ 18.00	(Torbet)	Woodfin	(FORSYTH)	Bill Chapman
WPEZ-F, 107.9, 100 KW @ 680,	SOFT AC	UNIPWR	, \$ 20.00	(HNWH)		(PERRY)	Frank Martin
WQBZ-F, 106.3, 1.8 KW @ 413,	AOR		, \$ 12.00	(Banner)		(FORT VALLEY)	Dennis DeMichele

Miscellaneous Comments: WMAZ reclassified as NOSTALGIA...WQXM-F changes calls to WYGO-F (Dec)...WIBB, WFXM-F purchased by Woodfin from Davis for 1,650,000...WQBZ-F sold to Stephen Taylor for \$1,500,000

MADISON

Arbitron Rank/Pop (12+): 119/300,200
 MSA Rank/Pop: 136/356,300
 Average Person Ratings: 17.1
 Market TSL: 22.50 hours

Stations: 15/13
 Diaries: 706/425:1/62.6%
 Sample Target: 690
 % Below Line: 1.2
 % Not Listed: 16.8

1989 Revenue: \$13,900,000
 HH Inc.: \$29,575
 Retail \$: 3.1 Bill
 Pop per Station: 23,092
 #1 Biller: WZEE-F \$2,800,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WIBA-F (AOR)	66/12.9	10.3	10.9	10.7	12.3	----	147/1639	829/27.6	25.0	28.2	16.7	78	955	WIBA-F
2. WOLX-F (O)	56/10.9	7.7	7.3	1.7	1.5	----	154/1586	692/23.1	20.7	15.8	6.9	32	518	WOLX-F
3. WTFX-F (CHR)	43/ 8.4	5.9	-----	-----	-----	----	90/1302	710/23.7	19.6	0.0	11.8	55	682	WTFX-F
4. WZEE-F (CHR)	40/ 7.8	12.7	17.1	18.8	18.4	----	80/1511	811/27.0	32.1	38.4	9.2	43	973	WZEE-F
5. WWQM-F (C)	39/ 7.6	7.7	6.3	7.3	4.0	----	48/615	489/16.3	14.2	15.1	7.5	35	404	WWQM-F
6. WMGN-F (AC)	38/ 7.4	9.3	8.3	6.8	7.9	----	58/768	575/19.2	19.1	20.9	6.6	31	324	WMGN-F
7. WTSO (C)	34/ 6.6	5.9	6.7	6.4	7.9	----	60/805	421/14.0	22.7	13.6	5.1	24	305	WTSO
8. WIBA (MOR)	26/ 5.1	8.3	7.3	7.7	9.2	----	35/609	450/15.0	18.1	23.3	4.1	19	279	WIBA
9. WMAD-F (AOR)	20/ 3.9	2.6	4.8	4.9	5.9	----	22/437	379/12.6	9.2	12.3	4.1	19	320	WMAD-F
10. WMLI-F (SAC)	17/ 3.3	4.6	4.2	5.1	4.0	----	22/380	301/10.0	12.4	14.5	4.1	19	308	WMLI-F
11. WSJY-F (EZ)	15/ 2.9	1.6	1.3	2.4	1.0	----	37/510	209/ 7.0	6.8	6.2	1.7	8	123	WSJY-F
12. WTDY (N/T)	14/ 2.7	2.4	2.7	2.1	1.9	----	17/212	154/ 5.1	8.3	7.9	2.8	13	192	WTDY
13. WIBU (BB)	13/ 2.5	1.8	2.9	1.9	1.7	----	21/339	151/ 5.0	3.5	4.7	1.9	9	119	WIBU
14.														
15.														

12+ FM SHARE (METRO): 78.22% (334 of 427) (SPG 89: 72.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTFX-F	1 WIBA-F>	1 WIBA-F	1 WOLX-F<	1 WOLX-F<	1 WTSO	1 WIBA-F	1 WIBA-F>	1 WIBA-F	1 WIBA-F	1 WIBU
2 WZEE-F>>	2 WTFX-F<	2 WOLX-F>	2 WIBA-F	2 WIBA-F	2 WWQM-F	2 WTSO	2 WOLX-F<	2 WOLX-F	2 WTFX-F	2 WOLX-F
3 WOLX-F	3 WOLX-F	3 WMGN-F	3 WMGN-F>	3 WMGN-F>	3 WOLX-F	3 WOLX-F<	3 WMGN-F	3 WTFX-F	3 WZEE-F<	3 WTSO
4 WIBA-F	4 WZEE-F	4 WTFX-F	4 WWQM-F	4 WWQM-F	4 WIBA	4 WMGN-F<	4 WZEE-F	4 WWQM-F<	4 WOLX-F	4 WIBA-F
5	5 WMGN-F	5 WZEE-F	5 WZEE-F	5 WZEE-F<	5 WMLI-F	5 WWQM-F	5 WZEE-F	5 WZEE-F	5 WZEE-F	5
6	6	6 WWQM-F	6	6 WTSO	6	6	6 WTFX-F	6 WMGN-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 WTFX-F>>	1 WTFX-F>	1 WMGN-F	1 WTFX-F	1 WMGN-F	1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F>	1 WIBA-F
2 WZEE-F	2 WZEE-F	2 WOLX-F	2 WMGN-F	2 WOLX-F>	2 WTFX-F>	2 WOLX-F>	2 WOLX-F>	2 WOLX-F>>	2 WOLX-F>
3 WIBA-F>	WMGN-F	3 WMLI-F	3 WOLX-F	3 WZEE-F	3 WMAD-F	3 WTFX-F	3 WWQM-F	3 WMGN-F	3 WMGN-F<
4 WMLI-F>	WIBA-F	4 WZEE-F	4 WZEE-F	4 WZEE-F	4 WZEE-F>	WMAD-F	4 WMGN-F	4 WWQM-F	4 WWQM-F>
5 WWQM-F>	5 WOLX-F	5 WZEE-F	5 WZEE-F	5 WMLI-F	5 WOLX-F>>	5 WZEE-F	5 WZEE-F	5 WMAD-F	5 WTSO
6	6 WMLI-F	6 WTFX-F>	6	6 WWQM-F	6	6 WWQM-F	6 WMAD-F>>	6 WZEE-F	6 WTFX-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		83 (2)	83 (2)	19.4	20.4		
AOR/CLASSIC		86 (2)	86 (2)	20.1	18.8	WBBM 780 Chicago	0.4/3.1/ 10/ 269
AC/OLDIES/SOFT ROCK		111 (3)	111 (3)	26.0	25.5	WGN 720 Chicago	0.8/2.8/ 23/ 391
MOR/VARIETY	26 (1)		26 (1)	6.1	9.9		
COUNTRY	34 (1)	39 (1)	73 (2)	17.1	15.6		
BLACK/URBAN							
BEAUTIFUL/EASY		15 (1)	15 (1)	3.5	1.6		
NEWS/TALK	20 (3)		20 (3)	4.7	3.2		
NOSTALGIA	13 (1)		13 (1)	3.0	4.6		
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					0.5		
	93 (6)	334 (9)	427 (15)				

RADIO STATIONS

WIBA	1310,	5 KW (DA-2)	MOR/Full Service	CBS,	\$41.00	(Katz)	Double L	Lee Leicinger
WIBU	1240,	1 KW	Nostalgia		\$10.00	(--)	(POYNETTE)	Lee Harris
WTDY	1480,	5 KW (DA-2)	News/Talk	NBC ABC I,	\$20.00	(Mc-Guild)	Midwest Family	Bill Vancil
WTSO	1070	10 KW/5 KW (DA-2),	Country	APR,	\$36.00	(Banner)	Mid Continent	Roger Russell
WWQM-F,	106.3,	4.5 KW @ 380	Country	ABC E UNISUP,	\$24.00	(Eastman)		John Sandvig
WIBA-F,	101.5,	50 KW @ 450	AOR	CBS,	\$49.00	(Katz)	Double L	Lee Leicinger
WMAD-F,	92.1,	2 KW @ 400	AOR	UNISUP,	\$24.00	(Torbet)		Howard Gherman
WMGN-F,	98.1,	38 KW @ 580	AC		\$46.00	(Mc-Guild)	Midwest Family	Bill Vancil
WMLI-F,	96.3,	6 KW @ 500	Soft AC	UNISUP,	\$19.00	(Torbet)	(SAUK CITY)	Bill O'Donnell
WOLX-F,	94.9,	37 KW @ 1300	Oldies		\$38.00	(Republic)	(BARABOO)	Terry Shockley
WSJY-F,	107.3,	50 KW @ 500	EZ	ABC I,	\$16.00	(--)	(PORT ATKINSON)	Vern Falk
WTFX-F,	94.1,	50 KW @ 500	CHR		\$31.00	(HNWH)	Joyner (WATERTOWN)	Michael Varney
WZEE-F,	104.1,	6 KW @ 1120	CHR		\$46.00	(Banner)	Midcontinent	Roger Russell

MANCHESTER

Arbitron Rank/Pop (12+): 177/162,000
 MSA Rank/Pop: 202 (E)/215,000
 Boston ADI
 Average Person Ratings: 18.0
 Market TSL: 24.00 hours

Stations: 28/6
 Diaries: 594/273:1/52.7%
 Sample Target: 550
 % Below Line: 45.2
 % Not Listed: 15.4

1989 Revenue: \$7,700,000
 HH Inc.: \$36,887
 Retail \$: 2.0 Bill
 Pop per Station: 27,000
 #1 Biller: WGIR-F \$3,000,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume
1. WZID-F (EZ)	51/17.5	15.6	11.0	---	17.2	---	80/845	519/32.0	23.8	22.9			WZID-F
2. WGIR-F (AOR)	31/10.6	13.2	11.3	---	9.9	---	86/1181	474/29.3	29.5	30.2			WGIR-F
3. WSSH-F (AC)	18/ 6.2	4.7	5.5	---	5.7	---	40/679	298/18.4	13.5	16.7			WSSH-F
4. WGIR (N/T)	17/ 5.8	4.1	8.1	---	8.0	---	19/364	282/17.4	14.0	18.2			WGIR
5. WHOB-F (CHR)	16/ 5.5	6.1	8.7	---	5.7	---	69/767	271/16.7	18.1	18.2			WHOB-F
6. WFEA (AC)	11/ 3.8	2.7	3.2	---	5.3	---	13/186	135/ 8.3	11.2	9.4			WFEA
7. WODS-F (O)	10/ 3.4	5.1	2.6	---	4.6	---	22/352	155/ 9.6	10.9	14.1			WODS-F
WAAF-F (AOR)	10/ 3.4	2.7	0.6	---	3.4	---	19/288	131/ 8.4	8.1	6.6			WAAF-F
9. WZOU-F (CHR)	9/ 3.1	2.0	2.9	---	4.6	---	16/438	210/13.0	12.5	13.4			WZOU-F
WOKQ-F (C)	9/ 3.1	6.8	3.5	---	4.2	---	55/753	198/12.2	13.9	9.7			WOKQ-F

12+ FM SHARE (METRO): 83.81% (207 of 247) (SPG 89: 80.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ FMD	12+ EVE	OVERNIGHT
1 WHOB-F>>	1 WGIR-F>	1 WZID-F	1 WZID-F	1 WZID-F>	1 WZID-F>>	1 WZID-F>	1 WZID-F>	1 WZID-F>	1 WHOB-F	1 WGIR
2 WZOU-F	2 WZID-F>	WGIR-F>	2 WGIR-F>	2 WGIR-F>	2 WGIR	2 WGIR-F	2 WGIR-F>	2 WGIR-F>	2 WZID-F	2 WGIR-F>
WAAF-F>	3 WHOB-F	3 WSSH-F	3 WSSH-F>	3 WSSH-F>	3 WSSH-F	3 WGIR >	3 WSSH-F	3 WHOB-F	3 WGIR-F	3 WZID-F>
4 WGIR-F	4 WCGY-F	4 WHOB-F	4 WODS-F	4 WGIR	4 WFEA	4 WSSH-F	4 WGIR	4 WSSH-F	4 WAAF-F	4 WOKQ-F
5	5	5	5	5	5	5	5	5 WOKQ-F	5	WKBR

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 WGIR-F>>	1 WGIR-F>>	1 WGIR-F	1 WZID-F	1 WZID-F>	1 WHOB-F	1 WGIR-F>	1 WGIR-F>	1 WGIR-F	1 WGIR-F
2 WHOB-F>	2 WZID-F>	2 WZID-F>>	2 WGIR-F>	2 WSSH-F>	WAAF-F>	2 WZID-F	2 WZID-F>	2 WZID-F>	2 WZID-F
3 WAAF-F	3 WHOB-F	3 WSSH-F	3 WSSH-F>	3 WGIR-F	3 WCGY-F	3 WCGY-F	3 WCGY-F	3 WCGY-F	3
WZID-F>>	4 WSSH-F	WJYY-F>>	4 WHOB-F	4 WGIR	WGIR-F>	4 WHOB-F	WBCN-F>	4 WBCN-F	4
5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		28 (3)	28 (3)	11.3	16.3	WJYY-F 105.5	Concord/Mnchstr 0.7/4.1/ 17/ 274
AOR/CLASSIC		62 (7)	62 (7)	25.1	20.9	WKBR 1250	Manchester 1.0/8.0/ 4/ 149
AC/OLDIES/SOFT ROCK	11 (1)	45 (9)	56 (10)	22.7	25.5		
MOR/VARIETY	7 (2)		7 (2)	2.8	2.7	WBCN-F 104.1	Boston 2.4/10.0/ 19/ 360
COUNTRY		9 (1)	9 (1)	3.6	4.2	WBOS-F 92.9	Brookline/Bostn 1.0/5.6/ 5/ 176
BLACK/URBAN						WBZ 1030	Boston 1.4/8.7/ 9/ 237
BEAUTIFUL/EASY		63 (3)	63 (3)	25.5	17.5	WCGY-F 93.7	Lawrence/Boston 2.7/11.3/ 10/ 317
NEWS/TALK	22 (2)		22 (2)	8.9	11.8	WFNX-F 101.7	Lynn 0.3/2.0/ 2/ 64
NOSTALGIA						WHOM-F 94.9	Mt.Wash/Portlnd 2.7/7.7/ 46/ 344
RELIGION/GOSPEL					1.1	WJIB-F 96.9	Boston 1.4/5.9/ 20/ 280
SPANISH						WLYT-F 92.5	Haverhill/Bostn 1.0/5.2/ 9/ 146
CLASSICAL						WMJX-F 106.7	Boston 0.3/3.0/ 3/ 143
JAZZ/NEW AGE						WNNH-F 99.1	Henniker/Concd 0.7/4.6/ 23/ 324
UNKNOWN/OTHERS						WRKO 680	Boston 1.7/6.2/ 27/ 356
	40 (5)	207 (23)	247 (28)			WROR-F 98.5	Boston 1.4/6.9/ 7/ 209
						WVBF-F 105.7	Framingham/Bstn 0.3/3.1/ 3/ 107
						WXKS-F 107.9	Medford/Boston 1.0/5.7/ 10/ 235
						WKLO-F 104.5	Fitchburg 1.4/7.5/ 7/ 225
						WZLX-F 100.7	Boston 0.7/5.3/ 12/ 211

RADIO STATIONS

WFEA, 1370, 5 KW (DA-2)	, AC	NBC, TALKNT	, \$ 18.00 (Katz)	Sunshine	Kathy Allen
WGIR, 610, 5 KW/1 KW (DA-2)	, NEWS/TALK		, \$ 35.00 (Banner)	Knight	Al Blake
WKBR, 1250, 5 KW (DA-2)	, MOR/VARIOUS	CBS	, \$ 14.00 (S. Katz)		Chris Catanio
WGIR-F, 101.1, 10 KW @ 920, AOR		ABC I, ABC T,	\$ 67.00 (Banner)	Knight	Al Blake
WJYY-F, 105.5, 1.6 KW @ 456, SOFT AC			, \$ 24.00 (Eastman)	Empire	(CONCORD) Stuart Rictor
WZID-F, 95.7, 14 KW @ 926, EZ			, \$ 46.00 (Katz)	Sunshine	Kathy Allen
WHOB-F, 106.3, 3 KW @ 328, CHR			, \$ 30.00 (McGuild)		(NASHUA) Mario DiCarlo

OTHER RANKED STATIONS — See Boston or Portsmouth

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 76/486,900

Stations: 19/18
Diaries: 959/508:1/52.5%
Sample Target: 870
% Below Line: 0.3
% Not Listed: 11.2

1989 Revenue: \$12,100,000
HH Inc.: \$17,591
Retail \$: 3.3 Bil
Pop per Station: 27,050
#1 Biller: KGBT \$2,000,000

MSA Rank/Pop: 122/393,100 (McAllen)
ADI # 113 162/270,300 (Brownsvl)
Average Person Ratings: 19.2
Market TSL: 25.75 hours

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KBFM-F (CHR)	168/18.0	16.0	18.6	20.0	19.7	18.1	174/1712	1632/33.5	33.4	40.3	22.4	215	1895	KBFM-F
2. KGBT (SP)	136/14.6	15.2	12.4	17.2	11.8	14.9	141/1343	1228/25.2	24.9	24.0	9.7	93	1173	KGBT
3. KTXF-F (C)	134/14.3	16.6	14.0	13.2	13.4	14.5	144/1391	1367/26.0	25.5	23.4	18.8	181	1458	KTXF-F
4. KIWW-F (SP)	86/ 9.2	9.0	6.0	5.1	8.8	7.3	87/1139	1086/22.3	17.5	19.9	5.8	56	657	KIWW-F
5. KQXX-F (SP)	62/ 6.6	4.8	5.5	4.0	4.7	5.2	62/712	682/14.0	10.5	9.6	4.0	38	479	KQXX-F
6. KELT-F (AC)	46/ 4.9	6.2	6.1	6.4	6.8	5.9	48/767	725/14.9	16.1	16.7	7.5	72	747	KELT-F
7. KVLV-F (EZ)	41/ 4.4	5.0	3.9	5.4	4.3	4.7	45/531	509/10.5	7.9	8.8	2.6	25	316	KVLV-F
8. KBOR (SP)	27/ 2.9	0.9	4.0	2.0	3.1	2.5	27/426	426/ 8.7	0.0	6.7	2.5	24	292	KBOR
9. KRIX-F (AOR)	25/ 2.7	2.5	3.1	4.1	4.0	3.1	26/384	369/ 7.6	11.4	12.8	5.1	49	614	KRIX-F
10. KITM-F (SP)	24/ 2.6	1.6	2.5	2.2	1.1	2.2	25/311	281/ 5.8	6.3	3.4	2.6	25	227	KITM-F
11. KIRT (SP)	22/ 2.4	2.7	2.3	3.5	3.6	2.7	24/339	316/ 6.5	6.3	7.5	2.7	26	292	KIRT
12. KURV (N/T)	14/ 1.5	2.3	1.3	1.2	1.5	1.6	13/224	208/ 4.3	3.8	3.5	1.5	14	206	KURV
13. KRIO (SP)	12/ 1.3	0.6	1.3	0.9	0.6	1.0	13/147	141/ 2.9	3.2	2.8	0.7	7	131	KRIO

12+ FM SHARE (METRO): 72.38% (600 of 829) (SPG 89: 73.13%)

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

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 KTXF-F	1 KTXF-F	1 KTXF-F	1 KTXF-F	1 KGBT	1 KBFM-F>>	1 KBFM-F<	1 KTXF-F	1 KTXF-F	1 KTXF-F>
2 KBFM-F>>	2 KBFM-F>	2 KIWW-F>	2 KBFM-F	2 KTXF-F>	2 KTXF-F	2 KTXF-F>>	2 KBFM-F>	2 KBFM-F>	2 KGBT
3 KQXX-F	3 KIWW-F>	3 KBFM-F	3 KGBT	3 KIWW-F	3 KRIX-F>	3 KRIX-F	3 KIWW-F	3 KGBT	3 KBFM-F
4 KBOR	4 KGBT	4 KGBT	4 KIWW-F	4 KBFM-F	4 KIWW-F	KIWW-F	KELT-F	4 KIWW-F	4 KIWW-F
5 KIWW-F	5 KQXX-F	5 KQXX-F>	5 KQXX-F	5 KQXX-F	KELT-F>>	KELT-F	5 KVLV-F	5 KELT-F	5 KQXX-F
KGBT	6	6	6	6	6 KITM-F>>	6	KGBT	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
								SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		168 (1)	168 (1)	20.3	21.6	KBOR-F 106.3	Mercedes	0.7/5.1/	7/	250
AOR/CLASSIC		25 (1)	25 (1)	3.0	4.4	KRGE 1290	Weslaco	0.7/3.0/	7/	155
AC/OLDIES/SOFT ROCK	7 (1)	46 (1)	53 (2)	6.4	9.5	KSOX 1240	Raymondvle/Hrl.	0.3/1.6/	4/	88
MOR/VARIETY										
COUNTRY	3 (1)	134 (1)	137 (2)	16.5	17.2	XEMS 1490	Matamoros	0.3/2.0/	3/	99
BLACK/URBAN										
BEAUTIFUL/EASY		41 (1)	41 (1)	4.9	4.8					
NEWS/TALK	14 (1)		14 (1)	1.7	2.0					
NOSTALGIA										
RELIGION/GOSPEL										
SPANISH	205 (6)	186 (5)	391 (11)	47.2	40.4					
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS										
	229 (9)	600 (10)	829 (19)							

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1)	, HISPANIC	, \$ 20.00 (Caballero)	Edgar Trevino
KGBT, 1530, 50 KW/10 KW (DA-N)	, HISPANIC	, \$ 45.00 (Katz Hisp)	Tichenor
KIRT, 1580, 1 KW/300 W	, HISPANIC	, \$ 16.00 (Caballero)	Humberto Pedraza
KURV, 710, 1 KW (DA-1)	, TALK	ABC T, CNN, \$ 11.00 (---)	Lance Hawkins
KBFM-F, 104.1, 100 KW @ 998, CHR	ABC F	, \$ 45.00 (Republic)	Rodger Kay
KBOR-F, 106.2, .5 KW @ 633, SEE KBOR-A			
KELT-F, 94.5, 100 KW @ 1158, AC		, \$ 30.00 (Katz)	Joe Dickey
KITM-F, 105.3, 3 KW @ 285, HISPANIC		, \$ 15.00 (---)	Raul Hernandez
KIWW-F, 96.1, 100 KW @ 987, HISPANIC		, \$ 31.00 (Katz Hisp)	Tichenor
KQXX-F, 98.5, 100 KW @ 1202, HISPANIC		, \$ 24.00 (Caballero)	Tina Compean
KRIX-F, 99.5, 100 KW @ 1037, AOR	ABC R,	\$ 23.00 (Torbet)	First City
KTXF-F, 100.3, 100 KW @ 1125, COUNTRY	ABC E,	\$ 36.00 (Christal)	Tate
KJAV-F, 104.9, 3 KW @ 260, HISPANIC		, \$ 11.00 (---)	Harvey Tate
KVLV-F, 107.9, 100 KW @ 490, OLDIES		, \$ 23.00 (Torbet)	Tippie
			Raulino Bernal
			Larry Wilson

Miscellaneous Comments: KRGE, KRIX-F sold by First City for \$1,100,000 (MVP)...

MELBOURNE-TITUSVILLE-COCOA

Arbitron Rank/Pop (12+): 102/334,500
 MSA Rank/Pop: 120/399,200
 Orlando ADI
 Average Person Ratings: 15.5
 Market TSL: 20.50 hours

Stations: 19/7
 Diaries: 663/520:1/53.7%
 Sample Target: 730
 % Below Line: 62.3
 % Not Listed: 14.6

1989 Revenue: NA
 HH Inc.: NA
 Retail \$: 2.5 Bil
 Pop per Station: 47,785
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume
1. WSSP-F (EZ)	64/12.0	---	20.1	---	15.2	---	79/1064	770/22.4	31.1	21.1			WSSP-F
2. WWKA-F (C)	58/10.9	---	10.7	---	12.6	---	111/1276	629/18.3	21.1	17.5			WWKA-F
3. WHTQ-F (AOR)	55/10.3	---	9.4	---	6.6	---	90/1125	629/18.3	17.5	16.2			WHTQ-F
4. WSTF-F (AC)	45/ 8.4	---	6.4	---	5.8	---	63/987	657/19.1	16.2	26.3			WSTF-F
5. WOMX-AF (CHR)	43/ 8.1	---	7.2	---	12.8	---	61/1129	803/23.3	26.3				WOMX-AF
6. WMMB (BB)	39/ 7.3	---	5.2	---	2.6	---	39/377	359/10.4	9.0				WMMB
7. WOCL-F (O)	20/ 3.8	---	4.4	---	4.6	---	57/778	272/ 7.9	9.4				WOCL-F
8. WGGD-F (O)	20/ 3.8	---	2.6	---	2.6	---	20/342	342/ 9.9	8.1				WGGD-F
9. WDIZ-F (AOR)	18/ 3.4	---	2.6	---	5.0	---	44/811	403/11.7	9.9				WDIZ-F
10. WLRQ-F (SAC)	18/ 3.4	---	4.1	---	4.4	---	18/378	378/11.0	10.2				WLRQ-F
11. WHKR-F (C)	17/ 3.2	---	---	---	---	---	17/241	237/ 6.9	0.0				WHKR-F
12. WAOA-F (AC)	12/ 2.3	---	1.5	---	2.6	---	12/300	292/ 8.5	5.3				WAOA-F
13.													

12+ FM SHARE (METRO): 87.47% (398 of 455) (SPG 89: 87.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOMX-AF>>1 WHTQ-F>	1 WHTQ-F>	1 WHTQ-F>	1 WSTF-F>	1 WSTF-F>	1 WSSP-F>	1 WSSP-F>	1 WSSP-F>	1 WSSP-F>	1 WHTQ-F>	1 WWKA-F>
2 WHTQ-F>	2 WOMX-AF>	2 WSTF-F>	2 WHTQ-F>	2 WHTQ-F>	2 WWKA-F>	2 WSTF-F>	2 WHTQ-F>	2 WWKA-F>	2 WWKA-F>	2 WSSP-F>
3 WJHM-F>	3 WSTF-F>	3 WWKA-F>	3 WWKA-F>	3 WWKA-F>	3 WMMB>	3 WWKA-F>	3 WSTF-F>	3 WHTQ-F>	3 WSSP-F>	3 WOMX-F>
4 WDIZ-F>	4 WWKA-F>	4 WOMX-AF>	4 WOMX-AF>	4 WSSP-F>	4 WMMB>	4 WWKA-F>	4 WSTF-F>	4 WHTQ-F>	4 WOMX-AF>	4 WHTQ-F>
5 WJHM-F>	5 WDIZ-F>	5 WSSP-F>	5 WOCL-F>	5 WOMX-AF>	5 WMMB>	5 WOMX-AF>	5 WMMB>	5 WOMX-AF>	5 WSTF-F>	5 WMMB>
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 WOMX-AF>	1 WOMX-AF>	1 WSTF-F>	1 WSTF-F>	1 WSTF-F>	1 WHTQ-F>>	1 WHTQ-F>>	1 WHTQ-F>>	1 WHTQ-F>>	1 WHTQ-F>
2 WSTF-F>	2 WSTF-F>	2 WOMX-AF>	2 WOMX-AF>	2 WWKA-F>	2 WWKA-F>	2 WOMX-AF>	2 WSTF-F>	2 WSTF-F>	2 WSTF-F>
3 WHTQ-F>>	3 WHTQ-F>	3 WLRQ-F>	3 WWKA-F>	3 WSSP-F>	3 WOMX-AF>	3 WWKA-F>	3 WDIZ-F>	3 WWKA-F>	3 WWKA-F>
4 WJHM-F>	4 WLRQ-F>	4 WWKA-F>	4 WHTQ-F>	4 WOMX-AF>	4 WSTF-F>	4 WSTF-F>	4 WOMX-AF>	4 WOCL-F>	4 WOCL-F>
5 WGGD-F>>	5 WWKA-F>	5 WOCL-F>	5 WSSP-F>	5 WLRQ-F>	5 WAOA-F>	5 WDIZ-F>	5 WWKA-F>	5 WDIZ-F>	5 WDIZ-F>
6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA TSA
TOP 40/CHR/CONTEMP	1 (1)	42 (1)	43 (2)	9.5	11.9	WMEL 920 Melbourne	2.1/5.5/ 11/ 193	
AOR/CLASSIC		73 (2)	73 (2)	16.0	14.9	WTAI 1560 Melbourne	1.1/1.6/ 6/ 60	
AC/OLDIES/SOFT ROCK		125 (6)	125 (6)	27.5	20.6			
MOR/VARIETY	11 (1)		11 (1)	2.4	4.8	WGNE-F 98.1 Titusville	0.9/3.6/ 41/ 563	
COUNTRY		83 (4)	83 (4)	18.2	13.6	WJHM-F 101.9 Daytona Beach	2.1/3.7/ 40/ 544	
BLACK/URBAN		11 (1)	11 (1)	2.4	3.2	WJYO-F 107.7 Mount Dora	1.9/6.3/ 37/ 564	
BEAUTIFUL/EASY		64 (1)	64 (1)	14.1	23.6	WWLV-F 94.5 Daytona Beach	0.6/2.0/ 65/ 724	
NEWS/TALK	6 (1)		6 (1)	1.3	0.9			
NOSTALGIA	39 (1)		39 (1)	8.6	6.1			
RELIGION/GOSPEL					0.4			
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS								
	57 (4)	398 (15)	455 (19)					

RADIO STATIONS

WMEL, 920, 5 KW/1 KW (DA-N), MOR	SUN, \$ 15.00 (K & P)	Elyria-Lorain	Jon Roberts
WMMB, 1240, 1 KW, NOST./MOR	MBC, ABC I, \$ 22.00 (Torbet)		David Franco
WAOA-F, 107.1, 100 KW @ 500, AC	\$ 19.00 (McGulld)		Gary Hess
WGGD-F, 102.3, 3 KW @ 240, OLDIES	\$ 21.00 (Torbet)		David Franco
WHKR-F, 102.7, 6 KW @ 300, COUNTRY	\$ 20.00 (K & P)		Bob Rowland
WLRQ-F, 99.3, 1 KW @ 488, SOFT AC	\$ 23.00 (Eastman)		Jim Richards
WGNE-F, 98.1, 50 KW @ 500, COUNTRY	\$ 21.00 (Banner)	Sage	Mike Gantons

OTHER RANKED STATIONS --- See Orlando

Miscellaneous Comments: WTTI-F changes calls to WAOR-F (Oct. 89)...WMMY-F changes to WGGD and format from CHR to OLDIES (Feb)...

MEMPHIS

Arbitron Rank/Pop (12+): 42/890,800
 MSA Rank/Pop: 50/988,000
 ADI # 39
 Average Person Ratings: 16.7
 Market TSL: 22.50 hours

Stations: 20/20
 Diaries: 1314/678:1/51.4%
 Sample Target: 1170
 % Below Line: 0.0
 % Not Listed: 9.7

1989 Revenue: \$27,200,000
 HH Inc.: \$23,401
 Retail \$: 7.2 Bill
 Pop per Station: 44,540
 #1 Biller: WGKX-F \$5,600,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WHRK-F (B)	185/12.4	13.3	16.2	14.3	13.1	14.1	237/2579	1998/22.4	26.2	25.4	15.2	210	2618	WHRK-F
2. WGKX-F (C)	163/10.9	12.0	10.9	9.9	10.5	10.9	225/2763	1969/22.1	21.2	21.7	12.6	174	1794	WGKX-F
3. WDIA (B)	137/ 9.2	9.6	11.2	9.5	9.4	9.9	158/2036	1707/19.2	20.2	19.0	7.5	103	1461	WDIA
4. WRVR-F (AC)	130/ 8.7	9.3	7.4	6.4	9.1	7.9	156/2275	1759/19.7	19.4	18.8	7.9	109	1527	WRVR-F
5. WMC -F (CHR)	121/ 8.1	7.5	8.2	6.8	6.1	7.7	144/2670	2023/22.7	20.3	19.6	8.1	111	2037	WMC -F
7. WEGR-F (AOR)	121/ 8.1	8.4	8.6	8.8	7.6	8.5	169/1876	1250/14.0	15.7	13.0	13.6	188	1615	WEGR-F
8. KHUL-F (B)	101/ 6.8	3.8	4.1	6.0	6.1	5.2	108/1737	1567/17.6	15.1	18.2	5.0	69	1491	KHUL-F
9. WEZI-F (EZ)	69/ 4.6	4.0	3.1	6.5	4.5	4.6	70/933	887/10.0	9.3	9.6	3.0	42	710	WEZI-F
8. WLOK (G)	67/ 4.5	5.6	4.4	4.6	5.6	4.8	68/875	867/ 9.7	10.7	10.4	6.0	83	1007	WLOK
10. KMPZ-F (CHR)	59/ 4.0	3.4	5.2	4.4	4.1	4.3	98/1758	1117/12.5	13.5	13.5				KMPZ-F
11. WMC (N/T)	44/ 2.9	3.3	4.8	3.9	3.3	3.7	50/869	712/ 8.0	8.3	8.6	2.1	29	451	WMC
12. WREC (BB)	36/ 2.4	2.5	2.1	1.7	3.4	2.2	46/752	546/ 6.1	8.3	8.0	1.4	19	494	WREC

12+ FM SHARE (METRO): 72.26% (974 of 1348) (SPG 89: 68.88%)

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 WRVR-F	1 WGKX-F	1 WGKX-F	1 WRVR-F<	1 WHRK-F	1 WHRK-F>	1 WHRK-F>>
2 KMPZ-F	2 WEGR-F	2 WGKX-F	2 WGKX-F<	2 WGKX-F<	2 WDIA	2 WHRK-F<	2 WGKX-F	2 WGKX-F<	2 KHUL-F>	2 WGKX-F
3 WMC -F	3 WMC -F	3 WEGR-F<	3 WDIA	3 WDIA	3 WRVR-F	3 WMC -F	3 WEGR-F	3 WEGR-F	3 WDIA	3 WDIA
4 KHUL-F	4 WRVR-F	4 WRVR-F	4 WEGR-F	4 WEGR-F	4 WEZI-F	4 WDIA	4 WMC -F<	4 WRVR-F	4 WGKX-F	4 KHUL-F>>
5	5 WGKX-F	5 WMC -F	5 WMC -F<	5 WMC -F<	5 WLOK	5 WEGR-F	5 WHRK-F	5 WMC -F	5 WMC -F	5 WLOK
6	6 KHUL-F	6 WDIA	6 WHRK-F	6 WMC -F	6	6 WRVR-F	6 WEGR-F	6	6 WEGR-F	6 WMC
7	7 WDIA	7 KHUL-F	7	7	7	7	7	7	7 WLOK	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 WMC -F<	1 WGKX-F<		1 WHRK-F>	1 WEGR-F	1 WEGR-F>>	1 WEGR-F	1 WEGR-F
2 WMC -F>	2 WMC -F>	2 WDIA	2 WHRK-F<	2 WDIA		2 WEGR-F>	2 WHRK-F>	2 WRVR-F	2 WHRK-F	2 WRVR-F
3 WEGR-F	3 WGKX-F	3 WRVR-F	3 WGKX-F	3 WRVR-F		3 WGKX-F>	3 WRVR-F	3 WHRK-F	3 WRVR-F	3 WGKX-F
4 KHUL-F	4 WDIA	4 WHRK-F	4 WDIA	4 WMC -F		4 WMC -F	4 KHUL-F	4 KHUL-F>	4 WGKX-F	4 WDIA
5 WGKX-F	5 WRVR-F	5 WGKX-F>	5 WRVR-F>	5 WHRK-F		5 KHUL-F>	5 WGKX-F	5 WDIA	5 KHUL-F	5 WHRK-F
6 KMPZ-F	6 KHUL-F	6 KHUL-F	6 KHUL-F	6		6 KMPZ-F	6 WMC -F	6 WMC -F	6 WDIA	6 KHUL-F
7 WDIA	7 WEGR-F	7 WEGR-F>	7 WEGR-F	7		7 WRVR-F	7	7 WGKX-F>>	7 WMC -F	7 WMC -F
8	8	8	8	8		8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		180 (2)	180 (2)	13.4	11.3	11.3	KFTH-F 107.1	Marion/Memphis 1.3/3.5/ 20/ 321		321
AOR/CLASSIC		121 (1)	121 (1)	9.0	8.4	8.4	KHLS-F 96.3	Blytheville 0.3/0.9/ 7/ 142		142
AC/OLDIES/SOFT ROCK	20 (2)	130 (1)	150 (3)	11.1	13.0	13.0	KWAM 990	Memphis 1.7/3.8/ 27/ 358		358
MOR/VARIETY							WCRV 640	Collierville 1.2/4.3/ 28/ 533		533
COUNTRY		168 (2)	168 (2)	12.5	12.1	12.1	WGSF 1210	Arlington/Mem. 0.4/1.5/ 6/ 147		147
BLACK/URBAN	157 (2)	286 (2)	443 (4)	32.9	32.9	32.9	WHBQ 560	Memphis 0.5/2.4/ 10/ 301		301
BEAUTIFUL/EASY		69 (1)	69 (1)	5.1	5.0	5.0	WOZB 680	Memphis 0.9/4.3/ 24/ 573		573
NEWS/TALK	44 (1)		44 (1)	3.3	3.6	3.6	WXSS 1030	Memphis 1.3/3.6/ 20/ 320		320
NOSTALGIA	36 (1)		36 (1)	2.7	3.7	3.7				
RELIGION/GOSPEL	117 (4)	20 (1)	137 (5)	10.2	9.9	9.9				
SPANISH										
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS										
	374 (10)	974 (10)	1348 (20)							

RADIO STATIONS

KWAM, 990, 10 KW/450 W (DA-2), GOSPEL				\$ 20.00 (Durpetti)	Rivers	Charles Scruggs
WDIA, 1070, 50 KW/5 KW (DA-2), BLACK			APR, SBN, \$ 39.00 (McGuild)	Ragan Henry	Rick Kaffey	
WHBQ, 560, 5 KW/1 KW (DA-2), OLDIES			ABC D, APR, \$ 20.00 (Republic)		Roger Morgan	
WLOK, 1340, 1 KW (DA-1), GOSPEL			NBN, SBN, \$ 24.00 (K & P)		Freddie Henderson	
WMC, 790, 5 KW (DA-N), TALK			ABC I, NBC, \$ 35.00 (Banner)	Scripps-Howard	Don Meyers	
WREC, 600, 5 KW (DA-N), NOSTALGIA			CBS, \$ 30.00 (McGuild)	New Market	Sherri Sawyer	
WXSS, 1030, 50 KW/ 1 KW(DA-2), BLACK/GOSPEL			SMN, NBN, \$ 20.00 (---)	Willis	T. Smith	
KHUL-F, 101.1, 100 KW @ 450, BLACK			ABC F, \$ 37.00 (Durpetti)	Rivers	Charles Scruggs	
KMPZ-F, 98.1, 100 KW @ 682, CHR			ABC R, ABC C, \$ 33.00 (Christal)	Diamond	(OSCEOLA, AR)	
WEGR-F, 102.7, 100 KW @ 900, AOR			UNIPWR, \$ 57.00 (McGuild)	New Market	Sherri Sawyer	
WEZI-F, 94.3, 3 KW @ 300, EZ			UNISUP, UNIPWR, \$ 35.00 (Eastman)	Ardman	Ed Winton	
WGKX-F, 105.9, 100 KW @ 984, COUNTRY			\$ 105.00 (Katz)	Barnstable	John Bibbs	
WHRK-F, 97.1, 100 KW @ 531, BLACK			NBC, \$ 75.00 (McGuild)	Ragan Henry	Rick Kaffey	
WMC-F, 99.7, 300 KW @ 908, CHR			SOURCE, \$ 96.00 (Banner)	Scripps-Howard	Don Meyers	
WRVR-F, 104.5, 100 KW @ 750, AC			\$ 100.00 (MMR)	Keymarket	Debra Nichols	

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,696,300

Stations: 37/33
Diaries: 2513/1073:1/46.1%
Sample Target: 2510
% Below Line: 2.9
% Not Listed: 7.6

1989 Revenue: \$112,400,000
HH Inc.: \$27,695
Retail \$: 41.6 Bill
Pop per Station: 81,706
#1 Biller: WMXJ-F \$10,300,000

MSA Rank/Pop: 26/1,827,900 (Miami)
ADI # 16 42/1,197,800 (Ft.Ldrdle)
Average Person Ratings: 19.7
Market TSL: 26.25 hours

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WHQT-F (U/B)	377/ 7.1	8.2	8.0	8.3	9.0	7.9	425/4466	3940/14.6	15.9	16.2	11.4	497	4632	WHQT-F
2. WLYF-F (EZ)	368/ 6.9	8.2	7.7	7.4	8.7	7.6	379/4213	3903/14.5	15.5	16.2	5.2	227	2582	WLYF-F
3. WAQI (SP)	347/ 6.5	4.9	3.5	3.5	3.8	4.6	349/2333	2309/ 8.6	6.4	5.8	4.1	180	2023	WAQI
4. WPOW-F (CHR)	283/ 5.3	4.7	5.1	4.4	5.0	4.9	300/4052	3667/13.6	12.4	13.5	7.3	320	3963	WPOW-F
5. WEDR-F (B)	266/ 5.0	2.6	2.7	2.7	1.4	3.3	289/2477	2255/ 8.4	6.2	4.7	4.2	183	2272	WEDR-F
6. WQBA (SP)	224/ 4.2	3.7	4.0	5.0	4.4	4.2	224/1696	1696/ 6.3	6.9	7.9	2.3	102	1532	WQBA
7. WHYI-F (CHR)	213/ 4.0	4.2	3.6	3.8	4.7	3.9	236/4349	3761/13.9	13.6	14.6	4.9	214	3781	WHYI-F
8. WJQY-F (SAC)	210/ 3.9	4.5	4.4	3.4	3.4	4.1	234/3099	2752/10.2	10.7	9.4	3.9	169	2004	WJQY-F
9. WKIS-F (C)	196/ 3.7	4.6	4.1	3.3	3.2	3.9	210/2832	2459/ 9.1	9.3	9.3	3.3	146	2115	WKIS-F
10. WXDJ-F (SP)	189/ 3.6	2.0	2.5	1.7	1.7	2.5	189/1849	1837/ 6.8	4.8	5.4	1.4	63	972	WXDJ-F
11. WMXJ-F (O)	183/ 3.4	4.5	4.8	4.1	5.1	4.2	208/3146	2786/10.3	12.0	12.6	4.1	179	2102	WMXJ-F
12. WINZ (N/T)	176/ 3.3	3.4	2.9	3.0	3.2	3.2	188/2956	2718/10.1	9.3	9.6	2.5	111	1406	WINZ
13. WCMQ-F (SP)	174/ 3.3	4.1	3.7	4.0	3.9	3.8	176/2244	2228/ 8.3	8.5	9.0	2.4	106	1616	WCMQ-F
14. WIOD (N/T)	173/ 3.3	3.8	5.2	5.1	4.7	4.3	206/3166	2670/ 9.9	15.4	10.9	3.7	160	1777	WIOD
15. WAXY-F (AC)	159/ 3.0	3.1	3.4	2.8	3.2	3.1	167/3233	2933/10.9	11.3	11.1	4.3	186	2735	WAXY-F
16. WSHE-F (AOR)	155/ 2.9	2.2	2.5	2.9	2.4	2.6	193/2697	2151/ 8.0	8.4	8.9	5.0	218	2423	WSHE-F
17. WNWS (T)	136/ 2.6	2.2	2.9	3.6	2.5	2.8	154/2012	1796/ 6.7	7.8	7.0	1.4	63	1145	WNWS
18. WLVE-F (AC)	135/ 2.5	2.9	2.5	3.0	2.4	2.7	150/2720	2485/ 9.2	8.5	7.9	4.3	186	2640	WLVE-F
19. WIMI-F (CL)	121/ 2.3	2.3	3.1	2.3	2.0	2.5	132/2375	2135/ 7.9	8.5	7.2	2.5	107	1851	WIMI-F
20. WZTA-F (CL AOR)	119/ 2.2	2.3	1.7	2.5	1.7	2.2	142/1979	1601/ 5.9	5.9	5.7	3.3	145	1964	WZTA-F
21. WFLC-F (AOR)	106/ 2.0	2.0	2.1	2.9	3.5	2.3	120/2704	2391/ 8.9	7.7	10.6				WFLC-F
22. WQBA-F (SP)	94/ 1.8	2.8	2.6	2.6	2.7	2.4	103/1539	1453/ 5.4	6.5	6.7	2.7	119	1520	WQBA-F
23. WEAT-AF (EZ)	78/ 1.5	1.6	1.9	1.5	1.4	1.6	289/3054	1033/ 3.8	5.2	4.8	0.9	41	744	WEAT-AF
24. WMBM (REL/G)	63/ 1.2	1.1	1.1	0.8	1.4	1.1	63/710	710/ 2.6	2.3	2.7	0.9	38	416	WMBM
25. WRMF-F (AC)	52/ 1.0	0.7	0.5	0.5	0.8	0.7	181/2010	657/ 2.4	2.1	2.7	0.6	26	472	WRMF-F

12+ FM SHARE (METRO): 71.28% (3507 of 4920) (SPG 89: 70.68%)

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

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
								SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		496 (2)	496 (2)	10.1	10.3	WAVS	1170	Davie/Miami	0.8/1.6/	42/ 434
AOR/CLASSIC		380 (3)	380 (3)	7.7	8.1	WCMQ	1210	Miami	0.8/2.1/	40/ 559
AC/OLDIES/SOFT ROCK		739 (5)	739 (5)	15.0	16.0	WEXY	1520	Wilton Mnrs/FtL	0.3/1.0/	17/ 293
MOR/VARIETY						WFTL	1400	Ft.Lauderdale	0.4/1.5/	21/ 408
COUNTRY	31 (1)	196 (1)	227 (2)	4.6	4.2	WKAT	1360	North Miami	0.6/1.3/	33/ 353
BLACK/URBAN	64 (2)	643 (2)	707 (4)	14.4	11.2	WQAM	560	Miami/Ft. Ldrdl	0.6/3.1/	36/ 972
BEAUTIFUL/EASY	9 (1)	437 (2)	446 (3)	9.1	10.7	WRFM	830	Hialeah	0.8/0.6/	40/ 175
NEWS/TALK	506 (4)		506 (4)	10.3	11.5	WRHC	1550	Coral Gables/Mi	0.3/1.3/	17/ 361
NOSTALGIA					1.5	WRTO-F	98.3	Gculds/Miami	0.7/2.0/	38/ 534
RELIGION/GOSPEL	120 (3)		120 (3)	2.4	1.9	WWFE	670	Miami	0.4/1.4/	24/ 399
SPANISH	683 (6)	457 (3)	1140 (9)	23.2	20.1					
CLASSICAL		121 (1)	121 (1)	2.5	2.1	WEAT	850	West Palm Beach	0.2/0.0/	0/ 0
JAZZ/NEW AGE		38 (1)	38 (1)	0.8	1.8	WYFX	1040	Boynton Bch/Mni	0.4/1.5/	39/ 626
UNKNOWN/OTHERS					0.6					
	1413 (17)	3507 (20)	4920 (37)							

RADIO STATIONS

AM STATIONS

WAQI, 710, 50 KW/25 KW (DA-2),	Hispanic	, \$ 68.00	(Katz Hisp.)	A. Perez-Roura
WCMQ, 1210, 25 KW/2.5 KW (DA-2),	Hispanic MOR	, \$ 50.00	(SBS)	SBS
WFTL, 1400, 1 KW	Talk	CNN UNISUP, \$ 38.00	(Roslin)	Barry Hausman
WINZ, 940, 50 KW/25 KW (DA-N),	News/Talk	CBS, \$ 72.00	(Katz)	Guy Gannett
WIOD, 610, 10 KW (DA-2)	Talk	MBS, \$130.00	(Christal)	Cox
WMBM, 1490, 1 KW	Gospel	NBN, \$ 28.00	(K & P)	Michael Disney
				Ed Margolis
WNWS, 790, 25 KW	Talk/News	ABC I, \$ 70.00	(Banner)	Jeff-Pilot
WOCN, 1450, 1 KW (DA-2)	Hispanic	, \$ 35.00	(Lotus)	Dennis Collins
WQAM, 560, 5 KW/1 KW	Country	NBC UNISUP, \$ 33.00	(HNWH)	Carlos Lopez
WQBA, 1140, 50 KW/10 KW (DA-2)	Hispanic Full Service	, \$130.00	(Katz Hisp.)	Jeff Greenhawt
WRHC, 1150, 10 KW/500 W (DA-2)	Hispanic	, \$ 43.00	(---)	Warren Tichenor
WSUA, 1290, 5 KW (DA-2)	Hispanic	, \$ 38.00	(Caballero)	Omar Valliant
WVCG, 1080, 50 KW/10 KW (DA-2)	Religion/Ethnic	, \$ 30.00	(---)	Evergreen
				Armando Martinez
				Matt Rowe

FM STATIONS

WAXY, 105.9, 100 KW @ 1020	AC/Oldies	, \$109.00	(Republic)	Ackerly	Steve Lapa
WCMQ, 92.3, 31 KW @ 620	Hispanic/Soft AC	, \$ 75.00	(SBS)	SBS	Victor Aleman
WEDR, 99.1, 70 KW @ 165	Black	RADRAD, \$ 68.00	(---)	Rivers	Jerry Rushin
WFLC, 97.3, 98 KW @ 800	AC	, \$ 75.00	(Christal)	Cox	Michael Disney
WQGT, 105.1, 100 KW @ 1006	Urban/CHR	, \$135.00	(MMR)	EZ	Chuck Goldmark
WHYI, 100.7, 100 KW @ 1006	CHR	, \$125.00	(Mc-Guild)	Metroplex	David Ross
WJQY, 106.7, 100 KW @ 984	Soft AC	UNISUP, \$140.00	(Katz)	Tak	David Harris
WKIS, 99.9, 100 KW @ 984	Country	UNIPWR, \$ 96.00	(HNWH)	Sunshine Wireless	Jeff Greenhawt
WLVE, 93.9, 96 KW @ 1006	AC/Jaz/NAC	, \$138.00	(Torbet)	Gilmore	Dean Goodman
WLYF, 101.5, 100 KW @ 810	EZ	, \$104.00	(Banner)	Jeff-Pilot	Dennis Collins
WPOW, 96.5, 100 KW @ 1006	CHR	SOURCE, \$178.00	(HNWH)	Beasley	Greg Reed
WQBA, 107.5, 96 KW @ 1006	Hispanic AC	, \$ 85.00	(Katz Hisp.)	Tichenor	Warren Tichenor
WSHE, 103.5, 100 KW @ 1006	AOR	, \$ 92.00	(Eastman)	TK	Gary Lewis
WTMI, 93.1, 96 KW @ 1006	Classical	, \$ 83.00	(CMBS)	Marlin	Allen Stieglitz
WXdJ, 95.7, 100 KW @ 980	??	, \$ 57.00	(CBS)		Tony Novia
WZTA, 94.9, 96 KW @ 1006	Classic AOR	, \$ 70.00	(Katz)	Guy Gannett	Tim Williams

CALL LETTER CHANGES

WAQI changes to WRTO (Apr)
 WGTR changes to WFLC (May)

FORMAT CHANGES

WFLC changes from AOR to AC

STATION SALES

MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,301,100
 MSA Rank/Pop: 32/1,404,000
 ADI # 28
 Average Person Ratings: 18.3
 Market TSL: 24.00 hours

Stations: 26/22
 Diaries: 1610/808:1/60.0%
 Sample Target: 1420
 % Below Line: 2.2
 % Not Listed: 8.6

1989 Revenue: \$43,100,000
 HH Inc.: \$31,752
 Retail \$: 10.9 Bill
 Pop per Station: 59,140
 #1 Biller: WTMJ \$8,600,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WTMJ (MOR)	277/11.6	9.5	10.5	12.1	12.3	10.9	309/4336	3667/28.2	26.4	27.8	9.5	226	3371	WTMJ
2. WKTI-F (CHR)	213/ 8.9	9.5	9.3	9.8	10.1	9.4	245/4332	3729/28.7	28.1	27.7	8.3	199	4308	WKTI-F
3. WOKY (BB)	182/ 7.6	9.3	6.6	5.4	6.7	7.2	195/2088	1930/14.8	13.8	13.8	7.5	180	2066	WOKY
4. WMIL-F (C)	171/ 7.2	6.9	5.4	5.2	6.5	6.2	202/2443	1900/14.6	14.0	14.9	7.0	167	1856	WMIL-F
5. WLUM-F (U/CHR)	169/ 7.1	6.3	8.1	7.9	6.1	7.4	181/2899	2692/20.7	18.0	17.6	11.0	263	3054	WLUM-F
6. WKLH-F (CL AOR)	168/ 7.0	7.9	5.8	8.2	6.1	7.2	178/2437	2192/16.8	14.3	17.7	7.6	181	2149	WKLH-F
7. WLZR-F (AOR)	123/ 5.2	5.1	5.5	6.2	5.6	5.5	171/2465	1952/14.8	15.0	18.0	0.0	0	31	WLZR-F
8. WLTQ-F (SAC)	107/ 4.5	4.0	3.8	4.8	4.1	4.3	109/1692	1530/11.8	8.6	11.5	4.4	104	1143	WLTQ-F
9. WMYX-F (AC)	101/ 4.2	3.5	4.9	3.6	3.4	4.1	119/1804	1532/11.8	11.6	10.3	2.6	61	845	WMYX-F
10. WQFM-F (AOR)	99/ 4.2	3.2	3.8	3.6	4.0	3.7	137/2475	1897/14.6	10.9	13.8	4.2	100	2100	WQFM-F
11. WZTR-F (O)	90/ 3.8	3.9	4.3	4.1	4.4	4.0	111/1940	1627/12.5	11.3	12.8	2.7	64	1149	WZTR-F
12. WEZW-F (EZ)	83/ 3.5	4.2	6.3	6.2	5.9	5.1	106/1608	1391/10.7	14.1	13.4	3.2	77	918	WEZW-F
13. WISN (T)	73/ 3.1	3.1	3.7	3.6	3.7	3.4	80/1332	1187/ 9.1	10.3	10.8	2.4	57	957	WISN
14. WFMR-F (CL)	54/ 2.3	2.2	2.2	2.2	1.9	2.2	54/815	801/ 6.2	5.2	5.0	2.3	55	709	WFMR-F
15. WMVP (B)	51/ 2.1	1.8	1.7	0.9	0.9	1.6	51/672	672/ 5.2	3.1	3.3	3.3	79	705	WMVP
16. WBZN-F (J/NA)	43/ 1.8	2.1	2.5	1.5	2.3	2.0	51/873	744/ 5.7	6.2	7.1	1.8	42	667	WBZN-F
17. WNOV (B)	38/ 1.6	1.4	1.2	2.1	1.6	1.6	40/575	571/ 4.4	2.5	3.6	0.9	22	498	WNOV
18. WEMP (O)	29/ 1.2	1.7	2.1	1.5	1.4	1.6	35/708	618/ 4.7	5.2	7.1	1.6	39	487	WEMP
19.														
20.														

12+ FM SHARE (METRO): 66.39% (1446 of 2178) (SPG 89: 67.82%)

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

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS			METRO CUME	TSA	TSA
						SHARE/RTG/AQH/CUME					
TOP 40/CHR/CONTEMP		391 (3)	391 (3)	18.0	11.3	WBKV 1470	West Bend	0.5/1.1/	12/	178	
AOR/CLASSIC		390 (3)	390 (3)	17.9	17.2	WRJN 1400	Racine	0.8/2.3/	20/	300	
AC/OLDIES/SOFT ROCK	29 (1)	298 (3)	327 (4)	15.0	14.6						
MOR/VARIETY	297 (2)		297 (2)	13.6	14.3	WBBM 780	Chicago	0.6/2.7/	27/	571	
COUNTRY		171 (1)	171 (1)	7.9	7.1	WGN 720	Chicago	0.8/3.4/	46/	802	
BLACK/URBAN	89 (2)		89 (2)	4.1	7.7	WJZQ-F 95.1	Kenosha	0.4/1.8/	20/	520	
BEAUTIFUL/EASY		83 (1)	83 (1)	3.8	6.4	WMAQ 670	Chicago	0.4/1.5/	15/	322	
NEWS/TALK	129 (5)		129 (5)	5.9	6.1						
NOSTALGIA	182 (1)		182 (1)	8.4	7.3						
RELIGION/GOSPEL					1.7						
SPANISH											
CLASSICAL		54 (1)	54 (1)	2.5	2.1						
JAZZ/NEW AGE		43 (1)	43 (1)	2.0	2.5						
UNKNOWN/OTHERS	6 (1)	16 (1)	22 (2)	1.0	1.6						
	732 (12)	1446 (14)	2178 (26)								

RADIO STATIONS

AM STATIONS

WEMP, 1250, 5 KW (DA-2)	, OLDIES	UNISUP, CBS	, \$ 37.00 (Banner)	Heritage	Craig Hodgson
WISN, 1130, 50 KW/10 KW (DA-N)	, TALK	ABC I, MBS	, \$ 54.00 (Katz)	Hearst	Steve Downes
WMVP, 1290, 5 KW (DA-2)	, BLACK	SMN, RADRAD	, \$ 24.00 (K & P)	All Pro	Steve Sinicropl
WNOV, 860, 250 W (DAYS, DA)	, BLACK/GOSP.	NBN	, \$ 50.00 (CBS)	Sundance	Brian Ongaro
WTMJ, 620, 5 KW (DA-N)	, MOR/FULL SER.	NBC	, \$ 128.00 (Christal)	Journal Co.	Paul LeSage

FM STATIONS

WBZN, 100.7, 50 KW @ 500, JAZZ/NAC	UNIPWR	, \$ 40.00 (Eastman)	(RACINE)	John Caras
WEZW, 103.7, 20 KW @ 840, EZ/SOFT AC		, \$ 60.00 (MMR)	Multimedia	Jack Sabella
WFMR, 98.3, 3 KW @ 328, CLASSICAL		, \$ 41.00 (CMBS)	(MENOMONEE FALLS)	Bob Caulfield
WKLH, 96.5, 20 KW @ 807, CLASSIC AOR		, \$ 115.00 (McGuild)	Saga	Tom Joerres
WTKI, 94.5, 16 KW @ 911, CHR	SOURCE	, \$ 110.00 (Christal)	Journal Co.	Doug Kiel
WLTQ, 97.3, 16 KW @ 911, SOFT AC	ABC E	, \$ 54.00 (Katz)	Hearst	Steve Downes
WLUM, 102.1, 20 KW @ 817, CHR/URBAN	RADRAD, UNPWR	, \$ 71.00 (K & P)	All Pro	Steve Sinicropl
WLZR, 102.9, 50 KW @ 428, AOR	ABC F	, \$ 65.00 (Republic)	Great American	Dave Crowl
WMIL, 106.1, 13 KW @ 976, COUNTRY	UNIULT	, \$ 78.00 (CBS)	Sundance	Brian Ongaro
WMYX, 99.1, 50 KW @ 448, AC	CBS	, \$ 58.00 (Banner)	Heritage	Craig Hodgson
WQFM, 93.3, 13 KW @ 990, AOR	ABC R	, \$ 54.00 (MMR)	Shamrock-Lynett	Kristen Foate
WZTR, 95.7, 34 KW @ 610, OLDIES		, \$ 50.00 (Durpettl)	Mystar	Ray Cal

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 18/1,978,600
 MSA Rank/Pop: 14/2,414,100
 ADI # 13
 Average Person Ratings: 17.6
 Market TSL: 23.00 hours

Stations: 19/18
 Diaries: 2039/970:1/63.6%
 Sample Target: 1720
 % Below Line: 0.3
 % Not Listed: 13.1

1989 Revenue: \$74,000,000
 HH Inc.: \$35,952
 Retail \$: 19.1 Bil
 Pop per Station: 109,922
 #1 Biller: WCCO \$21,500,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WCCO (MOR)	570/16.3	16.8	18.4	17.9	16.4	17.3	795/9870	6920/35.0	41.5	38.1	16.5	617	6917	WCCO
2. KQRS-AF (AOR)	360/10.3	8.2	9.1	9.9	8.6	9.4	421/5544	4710/23.8	24.0	22.2	11.2	421	6101	KQRS-AF
3. KEYE-F (C)	324/ 9.3	8.4	8.0	6.0	6.1	7.9	379/3702	3229/16.3	15.4	12.8	7.7	287	3228	KEYE-F
4. WLTE-F (SAC)	281/ 8.1	8.8	6.9	7.3	7.5	7.8	332/4715	3865/19.5	19.9	18.3	5.6	210	2666	WLTE-F
5. KDWB-F (CHR)	260/ 7.5	8.2	7.4	6.6	6.8	7.4	315/5819	4870/24.6	23.6	20.8	11.4	427	4839	KDWB-F
6. WLOL-F (CHR)	205/ 5.9	5.2	6.1	5.8	7.0	5.8	235/5067	4439/22.4	22.2	24.5	6.5	243	5279	WLOL-F
7. KLXK-F (O)	200/ 5.7	2.0	2.8	4.3	3.9	3.7	218/3152	2893/14.6	10.7	15.7	4.2	156	1979	KLXK-F
8. KQQL-F (O)	191/ 5.5	3.8	3.8	3.8	4.5	4.2	249/3617	2828/14.3	12.1	12.8	4.3	162	1729	KQQL-F
9. KSTP-F (AC)	188/ 5.4	7.6	8.1	6.5	7.7	6.9	231/3662	3072/15.5	19.1	17.7	5.2	193	2552	KSTP-F
10. KTCZ-F (AOR)	116/ 3.3	4.4	4.6	4.0	4.2	4.1	125/2169	2048/10.4	11.7	12.5	4.5	168	2328	KTCZ-F
11. KSTP (N/T)	91/ 2.6	2.8	2.7	3.1	2.8	2.8	99/1797	1622/ 8.2	9.5	8.9	3.1	116	1502	KSTP
12. KLBB (BB)	75/ 2.2	1.6	1.8	2.1	2.6	1.9	76/1049	1028/ 5.2	4.4	5.3	0.8	31	581	KLBB
13. KJJO-F (AOR)	57/ 1.6	2.4	3.0	3.6	3.2	2.7	75/1605	1235/ 6.2	8.7	9.7	2.4	90	1353	KJJO-F
14. KDWB (O)	32/ 0.9	0.6	0.7	0.6	0.8	0.7	34/971	878/ 4.4	3.9	4.5	0.7	25	360	KDWB
15. WMIN (BB)	31/ 0.9	0.9	0.7	0.6	---	0.8	37/669	574/ 2.9	1.8	0.0	0.8	31	396	WMIN
16. WDGY (N/T)	23/ 0.7	1.1	1.0	1.1	1.8	1.0	27/831	731/ 3.7	6.0	5.5	0.8	30	546	WDGY
17.														
18.														
19.														
20.														

12+ FM SHARE (METRO): 72.01% (2182 of 3030) (SPG 89: 68.78%)

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 KQRS-AF	1 KEYE-F	1 WCCO >>	1 WCCO >>	1 WCCO <	1 WCCO	1 WCCO >	1 WCCO >
2 WLOL-F>>	2 KLXK-F<	2 KEYE-F	2 KEYE-F	2 KQRS-AF	2 KEYE-F	2 KQRS-AF>	2 WLTE-F<	2 KEYE-F	2 KDWB-F<	2 KSTP
3	3 KEYE-F	3 WLTE-F	3 WLTE-F<	WCCO	3 WLTE-F	3 KEYE-F	3 KQRS-AF	3 KQRS-AF	3 KEYE-F	3 KEYE-F
4	4 KDWB-F	4 KLXK-F	4 WCCO	4 WLTE-F	4 KQQL-F	4 KDWB-F	4 KEYE-F>	4 WLTE-F	4 KQRS-AF	4 KQRS-F
5	5 WLTE-F	5 WCCO <	5 KQQL-F	5 KQQL-F	5 KSTP-F	5 KSTP-F	5 KLXK-F<	5 KDWB-F	5 WLOL-F>	5 KDWB-F
6	6 WLOL-F	6 KQQL-F<	6 KSTP-F	6 KSTP-F<	6	6 WLTE-F	6 KQQL-F<	6 KLXK-F<	6 WLTE-F	6 KLXK-F<
7	7 KSTP-F	7 KSTP-F<	KLXK-F	7 KLXK-F	7	7 WLOL-F<	7 KSTP-F	7 KSTP-F<	7 KLXK-F	7 WLOL-F
8	8 KTCZ-F	8 KDWB-F	8	8	8	8 KQQL-F	8	8 KQQL-F<	8	8
9	9	9	9	9	9	9	9	9 WLOL-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 KDWB-F>>	1 WLTE-F	1 WLTE-F>	1 WLTE-F>	1 WLTE-F>	1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF>	1 KQRS-AF
2 KQRS-AF	2 KDWB-F	2 KEYE-F	2 KDWB-F	2 KEYE-F<	2 KEYE-F<	2 KLXK-F	2 KLXK-F	2 KEYE-F	2 WCCO <
3 WLOL-F	3 KQRS-AF	3 KQQL-F	3 KEYE-F	3 KQQL-F	3 KLXK-F	3 KEYE-F>	3 KEYE-F	3 KLXK-F	3 KEYE-F
4 WLTE-F	4 KEYE-F<	4 KQRS-AF	4 KSTP-F	4 WCCO	4 KJJO-F	4 WCCO <	4 WCCO	4 WCCO >	4 KLXK-F
5 KLXK-F	5 WLOL-F	5 KLXK-F	5 KQQL-F<	5 KSTP-F>	KDWB-F>	5 KDWB-F	5 KTCZ-F>	5 KQQL-F	5 KQQL-F
6 KSTP-F	6 KLXK-F	6 WLOL-F	6 WLOL-F	6 WLOL-F<	6 WLTE-F	6 KTCZ-F	6 KSTP-F<	6 KSTP-F	6 KSTP-F
7 KEYE-F>>	7 KSTP-F	7 KTCZ-F	7 KQRS-AF	7 KQRS-AF	7 WLOL-F	7 WLOL-F	7 WLOL-F	7 WLTE-F	7 WLTE-F
8	8 KQQL-F	KSTP-F	8	8 KLXK-F	8	8 KJJO-F	8	8 KTCZ-F	KTCZ-F
9	9	9 KDWB-F	9	9	9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		465 (2)	465 (2)	15.3	16.3	KTCJ 690 Minneapolis	0.4/0.7/ 14/ 140
AOR/CLASSIC	12 (1)	521 (3)	533 (4)	17.6	19.0		
AC/OLDIES/SOFT ROCK	32 (1)	860 (4)	892 (5)	29.4	28.2	WWJO-F 98.1 St. Cloud	0.3/1.2/ 64/ 831
MOR/VARIETY	570 (1)		570 (1)	18.8	19.0		
COUNTRY		336 (2)	336 (2)	11.1	9.1		
BLACK/URBAN							
BEAUTIFUL/EASY					1.4		
NEWS/TALK	114 (2)		114 (2)	3.8	3.2		
NOSTALGIA	106 (2)		106 (2)	3.5	3.1		
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE	14 (1)		14 (1)	0.5	0.6		
UNKNOWN/OTHERS							
	848 (8)	2182 (11)	3030 (19)				

RADIO STATIONS

AM STATIONS

KDWB, 630, 5 KW/500 W (DA-2), OLDIES	UNISUP,UNIULT, \$ N/A (Christal)	Midcontinent	Gary Swartz
KLBB, 1400, 1 KW, NOSTALGIA	CBS, \$ 30.00 (Roslin)		Jon Giberson
KSTP, 1500, 50 KW (DA-N), NEWS/JAZZ	ABC I, ABC T, \$ 48.00 (McGuild)	Hubbard	John Mayasich
KTCJ, 690, 500 W (DAYS), JAZZ	, \$ 24.00 (Durpetti)	Parker	Mike Boen
WAYL, 980, 5 KW (DA-1), EZ	, \$ 21.00 (Durpetti)	Enterccm	Steve Woodbury
WCCO, 830, 50 KW, MOR/FULL SER.	CBS,UNISUP, \$ 310.00 (CBS)		Steve Goldstein
WDGY, 1130, 50 KW/25 KW (DA-2),TALK	MBS, \$ 44.00 (Katz)	Malrite	Mike Anselno

FM STATIONS

KDWB, 101.3, 50 KW @ 822, CHR	, \$ 100.00 (Christal)	Midcontinent	Gary Swartz
KEYE, 102.1, 50 KW @ 822, COUNTRY	, \$ 130.00 (Katz)	Malrite	Mike Anselmo
KJJO, 104.1,100 KW @ 1070, AOR	CBS, \$ 65.00 (Republic)	Park	Tom Tucker
KLXX, 93.7, 50 KW @ 822, OLDIES	UNIULT, \$ 70.00 (Durpetti)	Entercom	Steve Woodbury
KQRS, 92.5, 50 KW @ 822, AOR	ABC R, \$ 178.00 (Katz)	Cap.Cities/ABC	Mark Steinmetz
KQQL, 107.9, 100 KW @ 1090, OLDIES	UNIULT, \$ 70.00 (Republic)	Trumper	Kevin McCarthy
KSTP, 94.5, 95 KW @ 1220, AC	, \$ 158.00 (McGuild)	Hubbard	Chuck Knapp
KTCZ, 97.1, 100 KW @ 236, AOR/JAZZ	, \$ 70.00 (Durpetti)	Parker	Mike Boen
WLWL, 99.5, 50 KW @ 822, CHR	, \$ 95.00 (HNWH)	Emmis	Lisa Bittman
WLTE, 102.9, 100 KW @ 1304, SOFT AC	, \$ 130.00 (CBS)		Rand Gottlieb

Miscellaneous Comments: WWTC sold for \$700,000 (E)

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

* AC - Adult Contemporary	J/NA - Jazz and New Age
* AOR - Album Oriented Rock	M - Middle of Road, (MOR) Full Service
* B - Black (audience predominately black - over 60%)	N - News
* BB - Big Band, Nostalgia	O - Oldies (1955 to near 1988)
* C - Country	R - Religion, Christian
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary
* CL - Classical	SP - Hispanic/Spanish
* CL AOR - Classic AOR, Classic Rock	T - Talk
* E - Ethnic	U - Urban (majority of audience is non-white)
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown
* G - Gospel	

MOBILE

Arbitron Rank/Pop (12+): 88/394,700
 MSA Rank/Pop: 101/492,500
 Average Person Ratings: 17.7
 Market TSL: 23.50 hours

Stations: 23/18
 Diaries: 790/500:1/48.9%
 Sample Target: 780
 % Below Line: 7.0
 % Not Listed: 10.2

1989 Revenue: \$11,100,000
 HH Inc.: \$23,909
 Retail \$: 3.0 Bill
 Pop per Station: 21,927
 #1 Biller: WKSJ-F \$3,800,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WBLX-F (B)	129/18.5	16.6	15.2	11.9	12.9	----	237/1998	1038/26.3	25.9	22.6	24.8	185	1283	WBLX-F
2. WKSJ-AF (C)	104/14.8	18.2	18.3	18.0	17.7	----	112/1170	1070/27.1	18.2	31.8	13.3	94	1107	WKSJ-AF
3. WABB-F (CHR)	60/ 8.6	12.1	11.6	14.7	13.9	----	101/1596	835/21.2	28.8	27.3	14.5	108	1316	WABB-F
4. WGCK-F (AOR)	46/ 6.6	5.4	5.2	3.0	2.4	----	70/969	524/13.3	10.3	12.2	6.7	50	628	WGCK-F
5. WKRG-F (AC)	37/ 5.3	4.6	3.7	4.4	5.0	----	61/1052	556/14.1	13.6	12.7	4.7	35	614	WKRG-F
6. WKRG (N/T)	36/ 5.2	4.1	5.8	4.0	4.6	----	37/484	468/11.9	12.3	10.3	3.8	28	307	WKRG
7. WGOK (B)	35/ 5.0	5.8	8.5	6.9	8.5	----	35/487	487/12.3	13.1	14.9	4.8	36	561	WGOK
8. WAVH-F (O)	32/ 4.6	3.4	5.4	5.4	3.3	----	77/1247	520/13.2	10.7	13.4	2.7	20	346	WAVH-F
9. WMEZ-F (EZ)	23/ 3.3	3.7	2.8	1.9	2.5	----	59/816	277/ 7.0	7.9	6.5	1.7	13	160	WMEZ-F
10. WDLT-F (SAC)	18/ 2.6	3.1	2.7	2.9	3.6	----	18/344	340/ 8.6	9.9	8.2	1.9	14	257	WDLT-F
11. WBLX (REL/G)	17/ 2.4	1.0	1.6	1.4	0.4	----	20/285	235/ 6.0	4.7	6.2	0.8	6	141	WBLX
12. WLPR (BB)	15/ 2.1	1.6	0.4	1.4	0.7	----	15/170	170/ 4.3	3.0	2.4	0.8	6	114	WLPR
13. WXBM-F (C)	13/ 1.9	1.0	0.6	---	1.8	----	62/784	154/ 3.9	3.9	2.9	2.1	16	138	WXBM-F
14. WZEW-F (AOR)	13/ 1.9	1.6	1.3	2.1	3.6	----	14/259	225/ 5.7	5.1	6.8	3.4	25	339	WZEW-F

12+ FM SHARE (METRO): 79.30% (498 of 628) (SPG 89: 76.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLX-F>>	1 WBLX-F>	1 WBLX-F	1 WKSJ-AF	1 WKSJ-AF>	1 WKSJ-AF>	1 WKSJ-AF>	1 WKSJ-AF>	1 WKSJ-AF>	1 WBLX-F>	1 WKSJ-F>
2 WABB-F>>	2 WGCK-F	2 WKSJ-AF>	2 WBLX-F>	2 WBLX-F>	2 WBLX-F	2 WBLX-F>	2 WBLX-F>	2 WKSJ-AF>	2 WABB-F>	2 WBLX-F>
3	3 WABB-F	3 WGCK-F	3 WGCK-F	3 WGCK-F	3 WKRG	3 WABB-F	3 WABB-F	3 WABB-F	3 WKSJ-AF	3 WKRG
4	4 WKSJ-AF	4 WABB-F>	4 WAVH-F	4 WAVH-F	4 WKRG	4 WKRG-F<	4 WKRG-F<	4 WGCK-F>	4 WGCK-F	4 WKRG-F
5	5 WKRG-F	5 WKRG-F<	5 WABB-F	5 WABB-F<	5 WMEZ-F	5 WKRG	5 WKRG	5 WKRG	5	5 WMEZ-F
6	6	6 WAVH-F	6	6 WKRG-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 WBLX-F>>	1 WBLX-F>>	1 WBLX-F	1 WBLX-F	1 WKSJ-AF	1 WBLX-F>>	1 WGCK-F<	1 WGCK-F>	1 WBLX-F	1 WKSJ-AF>
2 WABB-F>	2 WKSJ-AF	2 WKSJ-AF	2 WKSJ-AF>	2 WBLX-F>	2 WGCK-F	2 WBLX-F>	2 WBLX-F>	2 WGCK-F	2 WBLX-F<
3 WKSJ-AF	3 WKRG-F	3 WKRG-F>	3 WABB-F<	3 WKRG-F	3 WABB-F>>	3 WABB-F>	3 WABB-F	3 WKSJ-AF>	3 WGCK-F>
4 WKRG-F	4 WKSJ-AF	4 WABB-F	4 WKRG-F>	4 WAVH-F	4 WKRG-F	4	4 WKSJ-AF>	4 WABB-F	4 WAVH-F
5 WGCK-F	5 WGCK-F	5 WGCK-F	5 WDLT-F	5 WDLT-F	5 WZEW-F	5	5 WMMV-F	5	5 WABB-F
6	6	6	6	6 WABB-F	6 WKRG-F	6	6 WAVH-F	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME TSA	TSA
							SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP	7 (1)	71 (3)	78 (4)	12.4	14.3	WABB 1480 Mobile	1.0/2.0/ 7/ 84	
AOR/CLASSIC		59 (2)	59 (2)	9.4	7.1	WBHY 840 Mobile	0.9/1.7/ 6/ 75	
AC/OLDIES/SOFT ROCK		87 (3)	87 (3)	13.9	12.7	WHEP 1310 Foley	1.1/1.2/ 9/ 55	
MOR/VARIETY	8 (1)		8 (1)	1.3	1.7	WMMV-F 105.5 Bay Minette/Mob	1.6/5.0/ 13/ 242	
COUNTRY	1 (1)	118 (3)	119 (4)	18.9	22.1	WMOB 1360 Mobile	0.7/2.6/ 6/ 104	
BLACK/URBAN	35 (1)	140 (2)	175 (3)	27.9	30.4			
BEAUTIFUL/EASY		23 (1)	23 (1)	3.7	3.1	WJLQ-F 100.7 Pensacola	1.3/7.4/ 47/ 924	
NEWS/TALK	36 (1)		36 (1)	5.7	6.3	WKNN-F 99.1 Pascagoula	0.3/1.2/ 41/ 531	
NOSTALGIA	15 (1)		15 (1)	2.4	0.5	WQID-F 93.7 Biloxi	0.3/2.6/ 20/ 415	
RELIGION/GOSPEL	28 (3)		28 (3)	4.5	1.7			
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS					0.2			
	130 (9)	498 (14)	628 (23)					

RADIO STATIONS

WBLX , 660, 22 KW/1 KW (DA-2), Gospel					\$12.00 (HNWH)	Beasley	David Clark
WGOK , 900, 1 KW/500 W (DA-2), Black					\$15.00 (Roslin)		Irene Ware
WKRG , 710, 1 KW/500 W (DA-N), News/Talk					\$27.00 (Katz)		Wes Diamond
WLPR , 960, 2.5 KW/1 KW (DA-2), Nostalgia					\$14.00 (---)		Howard Smith
WABB-F, 97.5, 100 KW @ 1350, CHR					\$53.00 (Christal)	Dittman	Bernie Dittman
WAVH-F, 96.1, 100 KW @ 1142, Oldies					\$29.00 (Durpetti)		Denny Moore
WBLX-F, 92.9, 100 KW @ 1555, Black					\$50.00 (HNWH)	Beasley	David Clark
WDLT-F, 98.3, 6 KW @ 300, Soft AC					\$19.00 (K & P)		Chris Kallah
WGCK-F, 104.1, 100 KW @ 1555, AOR					\$31.00 (M&R)	(ATMORE)	Sandy Frost
WKRG-F, 99.9, 100 KW @ 1755, AC					\$30.00 (Katz)		Wes Diamond
WKSJ-F, 94.9, 100 KW @ 430, Country					\$89.00 (Banner)		Wayne Gartner
WMMV-F, 105.5, 2.6 KW @ 357, Black					\$14.00 (---)	(BAY MINETTE)	Bill Phillips
WZEW-F, 92.1, 3 KW @ 288, AOR					\$16.00 (---)	(FAIRHOPE)	Sandy Frost

WMEZ, WXBM --- See Pensacola

MONTGOMERY

Arbitron Rank/Pop (12+): 135/249,600
 MSA Rank/Pop: 153/302,300
 ADI # 107
 Average Person Ratings: 18.2
 Market TSL: 24.75 hours

Stations: 12/12
 Diaries: 689/362:1/56.6%
 Sample Target: 630
 % Below Line: 0.0
 % Not Listed: 12.1

1989 Revenue: \$9,000,000
 HH Inc.: \$24,163
 Retail \$: 2.1 Bill
 Pop per Station: 20,800
 #1 Biller: WLWI-AF \$2,800,000

12+ METRO	1/4/SHARE	FAL				SPG				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME		FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
		89	89	88	88	89	89	88	88			RATING	RATING						
1. WZHT-F (B)	111/24.4	19.2	11.5	12.3	3.2	---	215/1396	716/28.7	26.6	21.2									WZHT-F
2. WLWI-F (C)	80/17.6	15.5	17.2	18.1	19.2	---	134/1103	691/27.7	29.8	32.8						15.8	71	713	WLWI-F
3. WHHY-AF (CHR)	55/12.1	12.4	14.9	14.7	12.2	---	73/1080	743/29.3	34.5	38.7						13.8	62	805	WHHY-AF
4. WSYA-F (AC)	38/ 8.4	6.8	14.3	11.8	10.4	---	54/781	494/19.8	20.6	24.9						7.1	32	407	WSYA-F
5. WAFX-F (AOR)	26/ 5.7	10.8	9.3	7.4	12.7	---	39/388	286/11.5	14.5	19.7						11.8	121	989	WAFX-F
6. WBAM-F (O)	23/ 5.1	5.2	7.5	8.5	7.6	---	36/622	349/14.0	14.9	23.2						5.3	24	277	WBAM-F
7. WKVI (B)	22/ 4.8	7.3	5.3	5.1	8.3	---	22/284	273/10.9	11.4	12.2									WKVI
8. WAPZ (G)	17/ 3.7	2.1	---	---	---	---	17/76	73/ 2.9	4.6	0.0						0.7	3	55	WAPZ
9. WZTN (G)	11/ 2.4	3.5	2.6	2.4	5.6	---	13/119	106/ 4.2	5.4	4.9						1.3	6	87	WZTN
10. WACV (N/T)	10/ 2.2	1.2	0.9	1.9	1.9	---	10/136	127/ 5.1	3.8	5.3						0.9	4	92	WACV

12+ FM SHARE (METRO): 81.75% (327 of 400) (SPG 89: 85.68%)

TEENS 18-34 18-49 25-49 25-54 35+ 12+ AMD 12+ MID 12+ PMD 12+ EVE OVERNIGHT

1 WZHT-F>>	1 WZHT-F>>	1 WZHT-F>>	1 WZHT-F>	1 WZHT-F	1 WLWI-F>	1 WLWI-F	1 WLWI-F	1 WZHT-F>	1 WZHT-F>>	1 WZHT-F
2 WHHY-AF	2 WLWI-F	2 WLWI-F	2 WLWI-F	2 WLWI-F	2 WZHT-F>	2 WZHT-F	2 WZHT-F	2 WHHY-AF	2 WLWI-F	2 WLWI-F>
3	3 WAFX-F	3 WSYA-F	3 WSYA-F	3 WSYA-F	3 WHHY-AF	3 WHHY-AF	3 WHHY-AF	3 WHHY-AF	3 WHHY-AF	3 WHHY-F
4	4 WSYA-F	4 WHHY-AF	4 WHHY-AF	4 WHHY-AF	4 WSYA-F	4 WSYA-F	4 WSYA-F	4 WSYA-F	4 WAFX-F	4 WSYA-F
5	5 WHHY-AF	5 WAFX-F	5 WXVI	5 WXVI	5 WBAM-F	5 WBAM-F	5	5	5 WXVI	5
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 WZHT-F>>	1 WZHT-F>>	1 WZHT-F	1 WZHT-F>>	1 WZHT-F	1 WZHT-F	1 WZHT-F	1 WZHT-F>>	1 WZHT-F>>	1 WZHT-F
2 WHHY-AF	2 WSYA-F	2 WSYA-F	2 WLWI-F	2 WLWI-F	2 WLWI-F	2 WLWI-F	2 WAFX-F	2 WLWI-F	2 WLWI-F>>
3 WLWI-F>	WLWI-F	3 WLWI-F>	3 WSYA-F	3 WSYA-F	3 WSYA-F	3 WSYA-F	3 WLWI-F>	3 WSYA-F	3 WAFX-F>
4 WAFX-F	4 WHHY-AF>	4 WHHY-AF	4 WHHY-AF	4 WHHY-AF	4 WHHY-AF	4 WHHY-AF	4 WHHY-AF>>	4 WHHY-AF	4 WHHY-AF
5 WSYA-F>>	5 WAFX-F	5 WAFX-F	5 WXVI	5 WXVI	5 WXVI	5 WXVI	5 WZTN	5 WSYA-F	5 WSYA-F
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS	METRO CUME	TSA	TSA
							SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP	6 (1)	49 (1)	55 (2)	13.8	24.3	WLWI 740 Montgomery	1.5/4.8/	9/	170
AOR/CLASSIC		26 (1)	26 (1)	6.5					
AC/OLDIES/SOFT ROCK	7 (1)	61 (2)	68 (3)	17.0	18.4				
MOR/VARIETY									
COUNTRY		80 (1)	80 (1)	20.0	22.5				
BLACK/URBAN	22 (1)	111 (1)	133 (2)	33.3	30.2				
BEAUTIFUL/EASY									
NEWS/TALK	10 (1)		10 (1)	2.5	1.0				
NOSTALGIA									
RELIGION/GOSPEL	28 (2)		28 (2)	7.0	3.6				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	73 (6)	327 (6)	400 (12)						

RADIO STATIONS

WACV, 1170, 10 KW/1 KW (DA-2), TALK	CBS, SUN, \$ 12.00 (---)	Woods	Mark Robins
WAPZ, 1250, 5 KW/80 W, GOSPEL	NBN, \$ 9.00 (---)		Bill White
WXVI, 1600, 5 KW/1 KW, BLACK	SBN, \$ 12.00 (Roslin)		Bob Burns
WZTN, 1000, 5 KW (DAYS, DA), GOSPEL	\$ 10.00 (---)		A. Dixon
WBAM-F, 98.9, 100 KW @ 730, OLDIES	\$ 25.00 (Christal)		Bob Brennan
WHHY-F, 101.9, 100 KW @ 670, CHR	ABC C, \$ 41.00 (Banner)		Ann Collister
WLWI-F, 92.3, 100 KW @ 500, COUNTRY	MBS, \$ 63.00 (Katz)	Colonial	Dave Coppock
WSYA-F, 103.3, 28 KW @ 290, AC	UNIPWR, \$ 30.00 (McGuild)	Magic	Jim Jacobs
WAFX-F, 95.3, 50 KW @ 230, CLASSIC AOR	NBN, \$ 22.00 (Torbet)		Gerrie Cunningham
WZHT-F, 105.7, 100 KW @ 1802, BLACK	\$ 31.00 (HNWH)	(PRATTVILLE)	Ron Eubanks
		(TROY)	

Miscellaneous Comments: WXVI sold to New South for \$300,000

NASHVILLE

Arbitron Rank/Pop (12+): 46/829,000

Stations: 23/20

1989 Revenue: \$35,400,000

MSA Rank/Pop: 49/988,800

Diaries: 1135/730:1/50.8%

HH Inc.: \$28,279

ADI # 32

Sample Target: 1120

Retail \$: 6.2 Bill

Average Person Ratings: 16.5

% Below Line: 1.7

Pop per Station: 41,450

Market TSL: 22.25 hours

% Not Listed: 11.6

#1 Biller: WSM -AF \$6,700,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WSIX-F (C)	174/12.7	10.5	12.4	8.9	9.4	11.1	212/2266	1681/20.3	19.8	19.1	9.6	139	1760	WSIX-F
2. WYHY-F (CHR)	172/12.5	13.4	11.6	17.3	13.8	13.7	300/3718	2146/25.9	26.3	26.3	18.0	261	3002	WYHY-F
3. WKDF-F (AOR)	125/ 9.1	8.3	7.9	9.0	10.7	8.6	222/3043	1570/18.9	20.5	20.2	10.9	158	1960	WKDF-F
4. WZEZ-F (EZ)	121/ 8.8	8.8	5.6	7.0	6.8	7.6	152/1755	1419/17.1	15.5	13.8	7.0	101	1228	WZEZ-F
5. WLAC-F (AC)	113/ 8.2	8.0	6.6	6.8	7.6	7.4	169/2303	1618/19.5	17.5	17.6	6.7	97	1416	WLAC-F
6. WSM -F (C)	101/ 7.4	8.8	9.2	8.2	10.4	8.4	195/2649	1299/15.7	20.4	20.6	8.1	117	1606	WSM -F
7. WQOK-F (B)	86/ 6.3	6.8	7.2	7.1	5.9	6.8	96/1205	1059/12.8	12.7	11.7	10.0	145	1877	WQOK-F
8. WGFY-F (CL AOR)	61/ 4.4	5.2	5.7	4.5	5.8	4.9	86/1651	1235/14.9	14.9	14.4	7.3	106	1348	WGFY-F
9. WRMX-F (O)	46/ 3.4	3.7	6.1	6.8	5.4	5.0	61/1045	764/ 9.2	12.8	12.5	4.7	68	725	WRMX-F
10. WSM (C)	45/ 3.3	3.3	3.5	4.0	4.1	3.5	91/1590	868/10.5	11.4	11.5	3.2	47	621	WSM
11. WLAC (N/T)	38/ 2.8	4.6	3.1	2.6	1.5	3.3	41/596	492/ 5.9	10.5	4.6	1.5	21	418	WLAC
12. WVOL (B)	31/ 2.3	1.6	3.2	1.7	4.1	2.2	31/525	525/ 6.3	7.2	7.1	1.0	15	453	WVOL
13. WAMB (BB)	23/ 1.7	0.4	0.6	1.1	0.8	1.0	24/335	299/ 3.6	2.1	2.7	0.6	9	119	WAMB
14. WSIX (MOR)	14/ 1.0	1.4	1.3	0.6	0.4	1.1	15/325	270/ 3.3	6.1	3.4	0.7	10	227	WSIX
15.														

12+ FM SHARE (METRO): 85.50% (1044 of 1221) (SPG 89: 85.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYHY-F	1 WKDF-F	1 WSIX-F<	1 WSIX-F>	1 WSIX-F>	1 WSIX-F	1 WSIX-F>	1 WSIX-F	1 WYHY-F	1 WYHY-F>	1 WSM
2	2 WYHY-F>	2 WKDF-F	2 WKDF-F<	2 WZEZ-F<	2 WZEZ-F	2 WYHY-F>	2 WZEZ-F<	2 WSIX-F	2 WQOK-F	2 WLAC-F>>
3	3 WLAC-F<	3 WYHY-F	3 WLAC-F<	3 WKDF-F<	3 WVOL	3 WKDF-F	3 WKDF-F<	3 WKDF-F	3 WLAC-F	3 WQOK-F<
4	4 WSIX-F	4 WLAC-F	4 WZEZ-F>	4 WLAC-F>	4 WSM -F>	4 WZEZ-F<	4 WLAC-F	4 WZEZ-F	4 WZEZ-F<	4 WYHY-F
5	5 WQOK-F	5 WZEZ-F	5 WYHY-F	5 WSM -F	5 WLAC-F	5 WLAC-F	5 WLAC-F	5 WYHY-F	5 WLAC-F	5 WKDF-F
6	6 WGFY-F	6 WQOK-F	6 WSM -F	6 WYHY-F	6 WSM	6 WSM -F	6 WSM -F	6 WSM -F	6 WSM -F	6 WSIX-F
7	7	7 WSM -F	7 WQOK-F	7 WQOK-F	7	7	7	7 WQOK-F	7	7
8	8	8 WGFY-F	8	8	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 WYHY-F>>	1 WYHY-F	1 WSIX-F<	1 WSIX-F	1 WSIX-F>	1 WYHY-F	1 WKDF-F>	1 WKDF-F>	1 WKDF-F>	1 WSIX-F<
2 WQOK-F	2 WLAC-F	2 WLAC-F>	2 WZEZ-F<	2 WZEZ-F	2 WKDF-F>	2 WYHY-F	2 WSIX-F>	2 WSIX-F<	2 WKDF-F>
3 WKDF-F>	3 WQOK-F	3 WZEZ-F	3 WYHY-F	3 WLAC-F	3 WGFY-F>	3 WGFY-F	3 WGFY-F	3 WYHY-F<	3 WLAC-F<
4 WZEZ-F	4 WSIX-F	4 WYHY-F	4 WLAC-F	4 WSM -F	4 WQOK-F	4 WSIX-F	4 WLAC-F	4 WGFY-F	4 WGFY-F
5 WLAC-F	5 WKDF-F<	5 WQOK-F	5 WSM -F<	5 WYHY-F	5 WLAC-F	5 WLAC-F	5 WQOK-F	5 WLAC-F	5 WZEZ-F
6 WGFY-F>	6 WZEZ-F>	6 WSM -F	6 WQOK-F	6 WQOK-F	6 WSM -F>>	6 WQOK-F	6 WYHY-F	6 WQOK-F	6 WRMX-F<
7 WSM -F>	7 WSM -F	7 WKDF-F>>	7 WKDF-F	7 WKDF-F	7	7	7 WLAC >	7	7 WQOK-F
8	8	8	8	8	8	8	8	8	8

MODESTO

Arbitron Rank/Pop (12+): 127/284,100

Stations: 25/15
Diaries: 695/409:1/48.8%
Sample Target: 660
% Below Line: 12.9
% Not Listed: 14.3

1989 Revenue: \$10,200,000
HH Inc.: \$26,480
Retail \$: 2.3 Bil
Pop per Station: 18,940
#1 Biller: KHOP-F \$2,000,000

MSA Rank/Pop: 140/344,500
ADI # 21 (w/Sacramento)
Average Person Ratings: 17.4
Market TSL: 24.00 hours

12+ METRO	1/4/SHARE	FAL				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME		FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
		89	89	88	88			RATING	RATING						
1. KHOP-F (CHR)	69/13.9	12.8	13.9	8.7	7.1	152/2113	752/26.5	23.6	27.9	19.3	85	763	KHOP-F		
2. KBEE-F (EZ)	55/11.1	9.8	10.6	11.9	9.7	130/1188	467/16.4	17.8	16.3	9.5	42	433	KBEE-F		
3. KMIX-F (C)	46/ 9.3	6.6	8.4	8.0	9.5	63/600	438/15.4	13.7	17.0	8.6	38	397	KMIX-F		
4. KDJK-F (AOR)	37/ 7.5	8.0	11.2	9.1	13.0	80/858	439/15.5	14.8	17.9	11.3	50	458	KDJK-F		
5. KLOC (SP)	30/ 6.1	6.8	2.4	4.9	6.1	34/291	211/ 7.4	6.4	5.3	1.8	8	170	KLOC		
6. KJSN-F (SAC)	25/ 5.1	3.0	3.3	6.6	5.9	26/420	372/13.1	10.8	13.2	4.3	19	342	KJSN-F		
7. KVFX-F CL AOR)	23/ 4.6	4.6	2.6	3.5	3.8	43/561	279/ 9.8	8.9	8.9	7.5	33	319	KVFX-F		
8. KTRB (C)	18/ 3.6	5.0	4.4	4.7	5.4	31/391	188/ 6.6	12.3	10.7	6.1	27	269	KTRB		
KOSO-F (AC)	18/ 3.6	5.0	5.3	6.3	8.0	27/613	284/10.0	11.2	14.5	2.7	12	239	KOSO-F		
10. KNBR (MOR)	17/ 3.4	2.7	2.2	2.1	4.0	38/768	277/ 9.8	7.5	2.1	2.5	11	177	KNBR		
11. KABX-F (O)	10/ 2.0	3.2	3.5	0.7	2.1	35/584	190/ 6.7	6.3	9.4	2.3	10	152	KABX-F		
12. KCBS (N/T)	9/ 1.8	3.4	2.6	3.7	2.4	42/665	168/ 5.9	8.9	5.2	1.8	8	205	KCBS		
KUBB-F (C)	9/ 1.8	2.1	1.8	2.3	2.4	46/750	182/ 6.4	7.0	6.7	1.4	6	101	KUBB-F		

12+ FM SHARE (METRO): 75.47% (320 of 424) (SPG 89: 78.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHOP-F	1 KHOP-F	1 KHOP-F	1 KMIX-F	1 KMIX-F	1 KBEE-F	1 KHOP-F	1 KHOP-F	1 KHOP-F	1 KHOP-F	1 KBEE-F
2	2 KDJK-F	2 KDJK-F	2 KHOP-F	2 KHOP-F	2 KMIX-F	2 KBEE-F	2 KBEE-F	2 KBEE-F	2 KBEE-F	2 KDJK-F
3	3 KVFX-F	3 KMIX-F	KDJK-F	KDJK-F	3 KTRB	3 KDJK-F	3 KMIX-F	3 KMIX-F	3 KLOC	3 KHOP-F
4	KLOC	4 KLOC	4 KJSN-F	4 KJSN-F	4 KNBR	4 KMIX-F	4 KDJK-F	4 KDJK-F	4 KDJK-F	4 KMIX-F
5	5 KMIX-F	5 KJSN-F	5 KLOC	5 KLOC	5	5 KLOC	5 KLOC	5 KJSN-F	5 KMIX-F	KLOC
6	KJSN-F	6 KVFX-F	6 KOSO-F	6 KOSO-F	6	6 KJSN-F	KJSN-F	6	6	KJSN-F
7	7	7	7	KBEE-F	7	7	7 KVFX-F	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 KHOP-F	1 KHOP-F	1 KHOP-F	1 KHOP-F	1 KMIX-F		1 KDJK-F	1 KDJK-F	1 KDJK-F	1 KDJK-F	1 KMIX-F
2 KLOC	2 KDJK-F	2 KJSN-F	2 KMIX-F	2 KHOP-F		2 KHOP-F	2 KHOP-F	2 KHOP-F	2 KHOP-F	2 KDJK-F
3 KDJK-F	3 KLOC	3 KMIX-F	3 KJSN-F	3 KJSN-F		3 KVFX-F	3 KUBB-F	3 KUBB-F	3 KMIX-F	3 KNBR
4 KVFX-F	KJSN-F	4 KOSO-F	4 KLOC	4 KOSO-F		4 KLOC	4 KLOC	4 KMIX-F	4 KVFX-F	4 KHOP-F
5 KMIX-F	5 KMIX-F	KMIX-F	5 KOSO-F	5 KBEE-F		5	5 KUBB-F	5 KLOC	5 KLOC	5 KLOC
KJSN-F	6	KLOC	KDJK-F	6 KLOC			KMIX-F	6 KNBR	6	6 KVFX-F

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS	METRO CUME TSA
							SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		77 (2)	77 (2)	18.2	24.2	KAMB-F 101.5 Merced	1.4/4.7/ 17/ 325
AOR/CLASSIC		60 (2)	60 (2)	14.2	14.2	KMIX 1390 Turlock/Modesto	1.0/2.7/ 6/ 85
AC/OLDIES/SOFT ROCK	6 (1)	65 (5)	71 (6)	16.7	15.0	KNTO-F 95.9 Livingston	0.4/1.3/ 9/ 79
MOR/VARIETY	17 (1)		17 (1)	4.0	2.6	KOOK 970 Modesto	1.2/3.0/ 10/ 151
COUNTRY	30 (3)	49 (2)	79 (5)	18.6	18.9		
BLACK/URBAN						KCIV-F 99.9 Mt. Bullion	1.0/2.8/ 7/ 139
BEAUTIFUL/EASY		55 (1)	55 (1)	13.0	12.6	KGO 810 San Francisco	0.8/2.0/ 18/ 326
NEWS/TALK	19 (3)		19 (3)	4.5	3.4	KMEL-F 96.7 Manteca/Modesto	1.6/5.7/ 31/ 483
NOSTALGIA	2 (1)		2 (1)	0.5	2.4	KMJ 580 Fresno	1.2/2.7/ 9/ 185
RELIGION/GOSPEL		12 (2)	12 (2)	2.8	2.9	KRAK 1140 Sacramento	1.4/2.8/ 53/ 469
SPANISH	30 (1)	2 (1)	32 (2)	7.5	3.7	KRAK-F 105.1 Sacramento	0.6/2.6/ 17/ 345
CLASSICAL						KSFO 560 San Francisco	0.4/2.2/ 7/ 150
JAZZ/NEW AGE						KYBB-F 100.9 Tracy	0.6/2.2/ 16/ 338
UNKNOWN/OTHERS							
	104 (10)	320 (15)	424 (25)				

RADIO STATIONS

KLOC, 920, 500W/2.5KW (DA-2), HISPANIC	, \$ 20.00 (---)	Mike Sturtevant
KMIX, 1390, 5 KW (DA-2), SEE KMIX-F		
KOOK, 970, 1 KW (DA-2), OLDIES	ABC D, \$ N/A (Republic)	John Price
KTRB, 860, 50 KW/10 KW (DA-2), COUNTRY	NBC, \$ 19.00 (Banner)	Tom Erhman
		Bessie Pappas
KABX-F, 97.5, 50 KW @ 493, OLDIES	, \$ 20.00 (Republic)	(MERCED) Ed Hoyte
KAMB-F, 101.5, 50 KW @ 390, RELIGION	, \$ N/A (---)	(MERCED) Richard Grant
KBEE-F, 103.3, 50 KW @ 500, EZ/BTFL	ABC D, \$ 27.00 (Republic)	John Price
KDJK-F, 95.1, 32 KW @ 602, AOR	, \$ 40.00 (Eastman)	Joe Gross
KHOP-F, 104.1, 50 KW @ 500, CHR	, \$ 42.00 (McGuild)	Fuller Jeffrey
		Ed Groppo
KJSN-F, 102.3, 3 KW @ 300, SOFT AC	UNIPWR, \$ 27.00 (MMR)	Comm. Pacific
KMIX-F, 98.3, 2 KW @ 380, COUNTRY	MBS, \$ 31.00 (Durpetti)	(TRULOCK) Bob Salmon
KOSO-F, 93.1, 3 KW @ 1790, AC	APR, \$ 32.00 (Katz)	(PATTERSON) Bob Clark
KUBB-F, 96.3, 2 KW @ 2079, COUNTRY	UNISUP, UNILT, \$ 18.00 (McGuild)	Buckley
KVFX-F, 96.7, 3 KW @ 328, CLASSIC AOR	UNISUP, \$ 17.00 (Banner)	(MANTECA) Julia Campbell
		Scott Gilreath

MONMOUTH-OCEAN

Arbitron Rank/Pop (12+): 44/838,700

MSA Rank/Pop: 48/989,000

ADI # NY

Average Person Ratings: 18.3

Market TSL: 23.75 hours

Stations: 47/8

Diaries: 998/840:1/50.3%

Sample Target: 950

% Below Line: 67.7

% Not Listed: 9.7

1989 Revenue: N/A

HH Inc.: \$0

Retail \$: 7.5 Bill

Pop per Station: 104,837

#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WPAT-AF (EZ)	86/ 5.6	5.0	6.6	---	7.0	---	86/938	938/11.2	11.8	13.8	1.8	27	947	WPAT-AF
WADB-F (EZ)	86/ 5.6	3.3	2.8	---	6.4	---	86/857	857/10.2	9.6	5.5	5.6	82	700	WADB-F
3. WXRK-F (AOR)	81/ 5.3	5.1	4.8	---	5.2	---	81/1234	1234/14.7	14.0	13.2	6.4	94	1488	WXRK-F
4. WNEW-F (AOR)	75/ 4.9	5.6	4.5	---	4.0	---	75/957	957/11.4	13.8	12.2	6.7	99	1390	WNEW-F
5. WOBN-F (AC)	62/ 4.0	7.0	8.0	---	5.1	---	62/1045	1045/12.5	16.1	16.5	3.9	58	1002	WOBN-F
6. WHTZ-F (CHR)	57/ 3.7	3.3	4.2	---	5.6	---	57/1049	1049/12.5	10.6	13.2	5.3	78	1171	WHTZ-F
7. WYNY-F (C)	55/ 3.6	2.5	3.2	---	3.1	---	55/502	502/ 6.0	5.2	6.5	2.6	39	697	WYNY-F
8. WPLJ-F (CHR)	52/ 3.4	4.6	4.4	---	4.6	---	52/1322	1322/15.8	17.7	19.1	5.8	85	1409	WPLJ-F
9. WZVU-F (AC)	51/ 3.3	3.1	1.8	---	2.4	---	51/743	743/ 8.9	7.3	9.0	3.3	49	628	WZVU-F
10. WJRZ-F (CHR)	50/ 3.3	1.9	3.2	---	1.2	---	50/732	732/ 8.7	7.5	8.7	4.6	68	891	WJRZ-F
11. WJLK-F (AC)	49/ 3.2	2.5	3.2	---	3.5	---	49/818	818/ 9.8	8.6	10.2	1.4	21	544	WJLK-F
12. WCBS-F (O)	48/ 3.1	3.1	3.2	---	2.2	---	48/822	822/ 9.8	9.7	8.0	2.2	32	674	WCBS-F

12+ FM SHARE (METRO): 80.19% (1109 of 1383) (SPG 89: 75.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHTZ-F>	1 WXRK-F	1 WXRK-F	1 WNEW-F	1 WNEW-F	1 WADB-F<	1 WXRK-F	1 WNEW-F	1 WADB-F<	1 WHTZ-F	1 WOR >>
2 WPLJ-F	2 WNEW-F>	2 WNEW-F>	2 WZVU-F	2 WZVU-F	2 WPAT-AF>	2 WADB-F	2 WPAT-AF	2 WPAT-AF<	2 WADB-F	2 WCBS-F
3 WQHT-F	3 WMMR-F<	3 WZVU-F	3 WCBS-F	3 WCBS-F<	3 WOBN-F	3 WOBN-F	3 WZVU-F<	3 WNEW-F<	3 WNEW-F	3 WCBS
4 WJRZ-F	4 WPLJ-F	4 WJLK-F	4 WJLK-F<	4 WJLK-F<	4 WOR	4 WOR	4 WJLK-F	4 WXRK-F	4 WYNY-F	4 WPAT-F
5	5 WHTZ-F	5 WPLJ-F	5 WJRZ-F	5 WJRZ-F	5 WCBS	5 WCBS	5 WHTZ-F<	5 WXRK-F<	5 WPLJ-F	5 WPLJ-F
6	6 WJRZ-F	6 WCBS-F	6	6	6	6 WCBS	6 WCBS-F	6 WPLJ-F	6	6
7	7	7	7	7	7	7	7 WOBN-F	7 WZVU-F	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 WPLJ-F	1 WJRZ-F	1 WJRZ-F>	1 WZVU-F	1 WZVU-F		1 WXRK-F	1 WNEW-F<	1 WNEW-F	1 WXRK-F	1 WXRK-F<
2 WHTZ-F	2 WXRK-F	2 WXRK-F	2 WJLK-F	2 WOBN-F		2 WNEW-F	2 WXRK-F>	2 WXRK-F>>	2 WNEW-F>	2 WNEW-F>
3 WQHT-F	3 WPLJ-F	3 WZVU-F	3 WJRZ-F<	3 WJRZ-F		3 WQHT-F	3 WMMR-F>	3 WMMR-F>	3 WFME-F	3 WFME-F
4 WNSR-F	4 WZVU-F	4 WNEW-F	4 WOBN-F<	4 WJLK-F		4 WMMR-F	4 WPLJ-F	4 WPLJ-F	4 WFAN	4 WFAN
5 WLTW-F	5 WJLK-F	5 WJLK-F	5 WXRK-F	5 WYNY-F<		5 WHTZ-F	5 WHTZ-F	5 WHTZ-F	5 WCBS-F<	5 WCBS-F>
6	6 WNEW-F	6	6 WKXW-F	6 WKXW-F		6 WPLJ-F	6 WQHT-F	6 WFAN	6 WMMR-F	6 WZVU-F
	WHTZ-F		7	7		7	7	7	7	7 WMMR-F

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		207 (6)	207 (6)	15.0			WHTG-F 106.3 Eatontown	1.0/2.6/ 16/ 222
AOR/CLASSIC		222 (5)	222 (5)	16.1			WJLK 1310 Asbury Park	1.1/3.7/ 17/ 310
AC/OLDIES/SOFT ROCK	31 (2)	343 (10)	374 (12)	27.0			WOBN 1160 Lakewood	1.0/2.7/ 15/ 229
MOR/VARIETY								
COUNTRY	15 (1)	61 (2)	76 (3)	5.5			WABC 770 New York	2.4/8.0/ 36/ 673
BLACK/URBAN		15 (1)	15 (1)	1.1			WAYV-F 95.1 Atlantic City	0.5/2.2/ 8/ 185
BEAUTIFUL/EASY		195 (4)	198 (6)	14.3			WCAU 1210 Philadelphia	0.4/1.1/ 6/ 96
NEWS/TALK	3 (2)	6 (1)	191 (7)	13.8			WCBS 880 New York	2.8/11.2/ 43/ 939
NOSTALGIA	40 (2)	16 (1)	56 (3)	4.0			WEAZ 560 Philadelphia	0.1/0.6/ 1/ 48
RELIGION/GOSPEL		5 (1)	5 (1)	0.4			WEAZ-F 101.1 Philadelphia	0.3/0.7/ 5/ 57
SPANISH							WFAN 660 New York	2.9/10.0/ 45/ 842
CLASSICAL		24 (2)	24 (2)	1.7			WFME-F 94.7 Newark	0.3/0.9/ 5/ 75
JAZZ/NEW AGE		15 (1)	15 (1)	1.1			WFPG-F 96.9 Atlantic City	1.3/3.3/ 20/ 280
UNKNOWN/OTHERS							WHLI 1100 Hempstead	1.4/2.0/ 21/ 164
	274 (13)	1109 (34)	1383 (47)				WINS 1010 New York	0.9/4.0/ 14/ 339
							WIOQ-F 102.1 Philadelphia	0.7/2.1/ 10/ 173
							WKXW-F 101.5 Trenton	2.7/8.3/ 42/ 700
							WLTW-F 106.7 New York	2.2/7.2/ 34/ 605
							WMGQ-F 98.3 New Brunswick	0.3/1.4/ 5/ 115
							WMID 1340 Atlantic City	0.9/1.1/ 14/ 94
							WMMR-F 93.3 Philadelphia	2.5/5.6/ 38/ 469
							WNCN-F 104.3 New York	1.0/3.3/ 15/ 280
							WNEW 1130 New York	1.2/4.1/ 19/ 343
							WNSR-F 105.1 New York	2.5/9.2/ 38/ 772
							WUGL-F 98.1 Philadelphia	0.4/1.8/ 6/ 155
							WOR 710 New York	2.7/8.0/ 41/ 674
							WPAT 930 Paterson	0.1/0.0/ 0/ 0
							WPST-F 97.5 Trenton/Phila.	0.5/2.3/ 7/ 189
							WQCD-F 101.9 New York	1.0/3.2/ 15/ 267
							WQHT-F 97.1 New York	2.0/6.3/ 31/ 531
							WQXR-F 96.3 New York	0.6/2.0/ 9/ 167
							WRDR-F 104.9 Egg Harbor	1.0/1.7/ 16/ 144
							WRKS-F 98.7 New York	1.0/3.2/ 15/ 271
							WWDB-F 96.5 Philadelphia	0.4/1.4/ 6/ 117
							WXTU-F 92.5 Philadelphia	0.4/1.2/ 6/ 100
							WYSP-F 94.1 Philadelphia	0.8/2.1/ 12/ 177

RADIO STATIONS

WJLK, 1310, 2.5 KW/1 KW (DA-D), OLDIES	UNIULT , \$	N/A (Katz)	R. Devlin
WADB-F, 95.9, 3 KW @ 300, EZ/BTFL	, \$	N/A (---)	A. Brown
WHTG-F, 106.3, 3 KW @ 233, AOR	, \$	N/A (Banner)	F. Gade
WJLK-F, 94.3, 1.3 KW @ 499, AC	UNIULT , \$	N/A (Katz)	R. Devlin
WJRZ-F, 100.1, 1.6 KW @ 450, CHR	ABC, UNISUP , \$	47.00 (Katz)	J. Knox
WOBN-F, 92.1, 1.4 KW @ 496, AC	, \$	N/A (Katz)	G. Jones
WZVU-F, 107.1, 3 KW @ 232, AC	UNISUP , \$	N/A (Christal)	G. Spurgeon

NEW HAVEN

Arbitron Rank/Pop (12+): 89/393,600
 MSA Rank/Pop: 94/525,800
 Average Person Ratings: 17.7
 Market TSL: 23.25 hours

Stations: 30/6
 Diaries: 864/462:1/49.8%
 Sample Target: 780
 % Below Line: 47.8
 % Not Listed: 12.6

1989 Revenue: \$16,600,000
 HH Inc.: \$36,352
 Retail \$: 4.3 Bill
 Pop per Station: 65,600
 #1 Biller: WKCI-F \$8,500,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WKCI-F (CHR)	84/12.1	14.7	13.3	11.7	12.9	----	186/2797	1089/27.7	30.4	32.9	13.2	90	1272	WKCI-F
2. WELI (MOR)	64/ 9.2	9.9	10.2	10.1	9.9	----	71/896	701/17.8	23.0	20.1	6.6	45	638	WELI
3. WEZN-F (SAC)	51/ 7.3	5.2	6.4	6.6	6.7	----	176/2037	628/16.0	14.3	16.2	3.8	26	445	WEZN-F
4. WPLR-F (AOR)	50/ 7.2	9.0	7.0	7.1	8.2	----	114/1894	786/20.0	19.6	18.4	8.4	57	776	WPLR-F
5. WAVZ (BB)	36/ 5.2	3.8	4.9	4.8	4.4	----	45/472	338/ 8.6	8.9	9.0	4.0	27	292	WAVZ
6. WWYZ-F (C)	35/ 5.0	3.5	4.0	4.4	0.5	----	97/1100	403/10.2	7.9	8.9	4.6	31	327	WWYZ-F
7. WKSS-F (CHR)	32/ 4.6	2.9	3.7	3.9	4.4	----	82/1405	554/14.1	12.1	13.2	10.0	68	1034	WKSS-F
8. WDRC-F (O)	27/ 3.9	4.6	6.4	5.7	3.7	----	75/1173	440/11.2	12.9	13.8	3.4	23	316	WDRC-F
9. WFAN (T)	26/ 3.7	3.4	2.2	2.3	----	----	69/1168	347/ 8.8	10.7	7.6	3.1	21	352	WFAN
WNHC (B)	26/ 3.7	3.1	3.3	4.7	4.2	----	30/388	313/ 8.0	8.6	8.0	2.9	20	350	WNHC
11. WBEF-F (AC)	25/ 3.6	3.1	3.0	2.9	3.2	----	94/1270	390/ 9.9	9.4	8.4	2.1	14	230	WBEF-F
12. WIOF-F (AC)	23/ 3.3	2.8	3.0	3.2	3.0	----	47/851	365/ 9.3	8.8	7.5	2.5	17	453	WIOF-F
13. WRCH-F (EZ)	19/ 2.7	2.4	3.6	3.5	4.9	----	40/739	334/ 8.5	6.7	6.5	1.6	11	154	WRCH-F
14. WYBC-F (J)	15/ 2.2	2.0	1.2	0.5	1.2	----	15/288	275/ 7.0	6.1	5.8	2.6	18	406	WYBC-F

12+ FM SHARE (METRO): 66.78% (406 of 608) (SPG 89: 65.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKCI-F>>	1 WKCI-F	1 WKCI-F>	1 WKCI-F>	1 WKCI-F>	1 WELI >	1 WELI <	1 WKCI-F>	1 WKCI-F>	1 WKCI-F>	1 WELI >
2 WKSS-F	2 WPLR-F>	2 WPLR-F>	2 WPLR-F>	2 WPLR-F>	2 WEZN-F	2 WKCI-F>	2 WPLR-F	2 WELI	2 WELI	2 WTIC >
3	3 WKSS-F>	3 WKSS-F	3 WDRC-F	3 WEZN-F	3 WAVZ	3 WPLR-F	3 WEZN-F	3 WEZN-F	3 WKSS-F<	3 WWYZ-F
4	4 WNHC	4 WEZN-F	4 WWYZ-F	4 WDRC-F	4 WWYZ-F	4 WEZN-F	4 WELI	4 WPLR-F	4 WEZN-F	4 WEZN-F
5	5 WHCN-F	5 WDRC-F<	5 WEZN-F	5 WWYZ-F	5 WKCI-F<	5 WFAN	5 WWYZ-F	5 WWYZ-F	5 WWYZ-F	5 WWYZ-F
6	6	6 WWYZ-F	6 WBEF-F	6 WFAN	6 WDRC-F	6	6	6 WKSS-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 WKSS-F	1 WKCI-F>	1 WKCI-F>>	1 WKCI-F>>	1 WKCI-F>	1 WPLR-F>	1 WPLR-F	1 WPLR-F	1 WPLR-F	1 WKCI-F
WKCI-F>>	2 WKSS-F	2 WPLR-F	2 WKSS-F	2 WEZN-F	2 WKSS-F	2 WKCI-F>	WKCI-F>	2 WKCI-F>	2 WPLR-F
3 WPLR-F	3 WPLR-F	3 WBEF-F	WEZN-F	3 WELI	3 WNHC	3 WKSS-F	3 WWYZ-F	3 WFAN	3 WFAN
WNHC	4 WNHC	4	4 WIOF-F	4 WIOF-F	WKCI-F>	4 WFAN	4 WFAN	4 WWYZ-F	4 WDRC-F
5 WTIC-F>	5	5	5 WPLR-F	5 WBEF-F	5 WCCC-F	5 WWYZ-F	5 WHCN-F	5 WDRC-F	5 WWYZ-F
6	6	6	6	6	WYBC-F>	WHCN-F	6 WRKS-F	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		128 (4)	128 (4)	21.1	20.6		
AOR/CLASSIC		70 (4)	70 (4)	11.5	10.3	WABC 770 New York	0.4/2.0/ 13/ 310
AC/OLDIES/SOFT ROCK	4 (1)	126 (4)	130 (5)	21.4	22.6	WBLS-F 107.5 New York	0.4/2.0/ 5/ 184
MOR/VARIETY	78 (3)		78 (3)	12.8	14.6	WCBS 880 New York	1.7/8.1/ 36/ 943
COUNTRY		37 (2)	37 (2)	6.1	4.7	WCCC-F 106.9 Hartford	0.6/3.7/ 25/ 485
BLACK/URBAN	26 (1)	9 (2)	35 (3)	5.8	6.1	WFIF 1500 Milford	1.4/1.9/ 15/ 123
BEAUTIFUL/EASY		19 (1)	19 (1)	3.1	4.2	WHCN-F 105.9 Hartford	1.9/6.9/ 47/ 920
NEWS/TALK	48 (4)		48 (4)	7.9	8.9	WICC 600 Bridgeport	0.3/3.2/109/1288
NOSTALGIA	36 (1)		36 (1)	5.9	5.7	WLWH-F 93.7 Hartford	0.3/1.5/ 2/ 85
RELIGION/GOSPEL	10 (1)		10 (1)	1.6	0.9	WMMW 1470 Meriden	0.6/1.2/ 12/ 134
SPANISH						WOR 710 New York	1.0/3.2/ 22/ 455
CLASSICAL						WQHT-F 97.1 New York	0.3/1.2/ 15/ 315
JAZZ/NEW AGE		15 (1)	15 (1)	2.5	1.4	WRKI-F 95.1 Brookfield	0.4/3.4/ 31/ 783
UNKNOWN/OTHERS		2 (1)	2 (1)	0.3		WRKS-F 98.7 New York	0.9/2.8/ 27/ 383
	202 (11)	406 (19)	608 (30)			WTIC 1080 Hartford	0.7/5.2/ 80/ 992
						WTIC-F 96.5 Hartford	1.4/7.0/ 32/ 779
						WYNY-F 103.5 Lk.Success/NY	0.3/1.3/ 15/ 269

RADIO STATIONS

WAVZ, 1300, 1 KW (DA-N)	, NOST.	UNISUP, UNIULT	, \$ 32.00 (McGuild)	Noble	Faith Zila
WELI, 960, 5 KW (DA-N)	, MOR/FULL SER.		, \$ 66.00 (Banner)	Clear Channel	Stan Shields
WNHC, 1340, 1 KW	, BLACK	SBN	, \$ 18.00 (K & P)		Edith Willis
WKCI-F, 101.3	10 KW @ 1070, CHR	UNISUP	, \$ 156.00 (McGuild)	Noble	Faith Zila
WPLR-F, 99.1,	14 KW @ 950, AOR		, \$ 84.00 (Durrpetti)	Southern Starr	Manuel Rodriguez
WYBC-F, 94.3,	1 KW @ 100, JAZZ/VARIOUS		, \$ 20.00 (---)		David Wider

OTHER RANKED STATIONS --- See Hartford, New Haven or New York

NEW ORLEANS

Arbitron Rank/Pop (12+): 35/1,072,400
 MSA Rank/Pop: 38/1,303,100
 Average Person Ratings: 18.2
 Market TSL: 24.00 hours

Stations: 25/25
 Diaries: 1460/735:1/48.9%
 Sample Target: 1500
 % Below Line: 0.0
 % Not Listed: 8.2

1989 Revenue: \$28,400,000
 HH Inc.: \$242,283
 Retail S: 9.0 Bill
 Pop per Station: 42,896
 #1 Biller: WEZB-F \$5,100,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WYLD-F (B)	251/12.9	15.1	15.1	13.3	9.3	14.1	269/2645	2302/21.5	20.7	19.2	15.3	268	3045	WYLD-F
2. WEZB-F (CHR)	219/11.2	10.1	10.8	11.1	12.4	10.8	249/3633	2975/27.7	28.4	28.5	12.4	217	3255	WEZB-F
3. WQUE-AF (B/U)	194/10.0	8.7	10.0	10.9	10.3	9.9	233/2391	2664/24.8	23.9	25.8	11.6	202	3686	WQUE-AF
4. WLMG-F (AC)	115/ 5.9	6.2	5.4	5.1	5.0	5.7	130/1842	1576/14.7	13.2	13.9	2.9	50	958	WLMG-F
5. WWL (N/T)	106/ 5.4	5.4	6.3	6.1	4.8	5.8	143/2340	1714/16.0	22.7	14.0	6.7	118	1632	WWL
7. WNOE-F (C)	106/ 5.4	5.6	3.5	3.4	3.1	4.5	174/2277	1338/12.5	9.5	8.1	6.1	107	927	WNOE-F
7. WLTS-F (AC)	104/ 5.3	6.3	4.6	6.2	7.8	5.6	121/1695	1363/12.7	15.7	16.6	6.2	108	1030	WLTS-F
8. WCKW-F (AOR)	90/ 4.6	3.8	3.5	2.8	3.9	3.7	127/1610	1129/10.5	9.8	10.1	5.5	96	1506	WCKW-F
9. WBYU (BB)	75/ 3.9	4.6	4.6	5.0	5.4	4.5	75/719	711/ 6.6	9.3	8.9	2.1	37	481	WBYU
10. WBOK (R/G)	73/ 3.7	4.2	4.8	4.4	4.7	4.3	81/824	708/ 6.6	7.2	6.8	2.6	46	591	WBOK
11. WRNO-F (AOR)	70/ 3.6	3.6	3.8	3.0	4.8	3.5	107/1781	1300/12.1	12.6	13.0	5.7	99	1841	WRNO-F
12. KQLD-F (O)	69/ 3.5	5.3	4.6	2.5	1.7	4.0	81/1219	1060/ 9.9	11.7	4.5	3.9	69	997	KQLD-F
13. WMXZ-F (AC)	65/ 3.3	1.9	2.7	3.3	2.8	2.8	72/1292	1159/10.8	7.0	7.7	2.3	41	673	WMXZ-F
14. WYLD (R/G)	47/ 2.4	2.1	1.9	2.1	1.7	2.1	54/650	519/ 4.8	5.7	6.9	1.6	28	438	WYLD
15. KHOM-F (O)	45/ 2.3	1.3	2.5	2.6	2.5	2.2	106/1427	692/ 6.5	7.8	7.1	0.9	15	362	KHOM-F
16. WSMB (T)	34/ 1.7	1.8	1.6	1.1	1.4	1.5	34/460	447/ 4.2	4.9	4.6	1.7	30	392	WSMB
17. WYAT (BB)	26/ 1.3	0.6	1.0	1.4	1.9	1.1	27/323	298/ 2.8	3.4	4.6	0.3	6	168	WYAT
18. WNOE (C)	21/ 1.1	1.2	0.9	1.0	1.0	1.0	26/498	355/ 3.3	2.5	3.4	1.1	20	337	WNOE
19. WTIX (T)	20/ 1.0	0.9	1.3	1.5	1.5	1.2	27/584	492/ 4.6	4.4	5.0	1.0	18	351	WTIX
20.														

12+ FM SHARE (METRO): 74.73% (1337 of 1789) (SPG 89: 70.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WEZB-F	1 WYLD-F	1 WYLD-F	1 WYLD-F	1 WYLD-F	1 WWL	1 WEZB-F>	1 WYLD-F	1 WYLD-F	1 WYLD-F>	1 WYLD-F>>
2 WYLD-F>	2 WEZB-F<	2 WEZB-F	2 WEZB-F	2 WEZB-F	2 WNOE-F	2 WYLD-F	2 WEZB-F	WEZB-F	2 WQUE-AF	2 WWL <
3 WQUE-AF	3 WQUE-AF>	3 WQUE-AF>	3 WQUE-AF	3 WQUE-AF	3 WBYU <	3 WWL	3 WQUE-AF	3 WQUE-AF>	3 WEZB-F>>	3 WQUE-F
4	4 WCKW-F>	4 WLMG-F	4 WLMG-F	4 WLMG-F	4 WYLD-F	4 WQUE-AF>	4 WLMG-F	4 WNOE-F	4 WBOK	4 WBOK >>
5	5 WLMG-F	5 WLTS-F	5 WLTS-F	5 WLTS-F	5 WBOK <	5 WNOE-F<	5 WLTS-F	WLMG-F<	5 WRNO-F	5 WEZB-F>
6	6 WLTS-F	WCKW-F	6 WCKW-F	6 WNOE-F	6 WLMG-F	6 WLMG-F	6 WWL	6 WLTS-F	6	6 WCKW-F
7	7 WRNO-F	7	7 KQLD-F	7 WWL <	7 WLTS-F	7 WLTS-F	7 WNOE-F	7 WWL	7	7
8	8	8	8	8 KQLD-F	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	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 WYLD-F	1 WYLD-F	1 WYLD-F	1 WYLD-F	1 WYLD-F	1 WYLD-F	1 WYLD-F<	1 WCKW-F	1 WYLD-F	1 WYLD-F
2 WQUE-AF<	2 WQUE-AF	2 WQUE-AF	2 WEZB-F<	2 WLMG-F<	2 WQUE-AF	2 WEZB-F	2 WEZB-F	2 WEZB-F	2 WEZB-F
3 WEZB-F>>	3 WEZB-F>	3 WEZB-F	3 WQUE-AF	3 WEZB-F	3 WEZB-F<	WCKW-F	3 WYLD-F	3 WCKW-F<	3 WCKW-F
4 WLTS-F	4 WLMG-F	4 WLMG-F>	4 WLMG-F	4 WQUE-AF	4 WRNO-F	4 WQUE-AF	4 WQUE-AF>	4 WQUE-AF>	4 WQUE-AF
5 WMXZ-F	5 WLTS-F	5 WMXZ-F	5 WLTS-F>	5 WLTS-F>	5 WCKW-F>>	5 WRNO-F	5 WLTS-F<	5 WRNO-F	5 WLTS-F<
6 WLMG-F>	6 WMXZ-F	WLTS-F	6 WMXZ-F	6 WNOE-F	6 WMXZ-F>	6	6 WRNO-F	6	6 WWL
7 WRNO-F	7	7 KQLD-F>	7 KQLD-F	KQLD-F	7 WLMG-F>	7	7 WIMG-F	7	7 WNOE-F
WCKW-F>>	8	8 WNOE-F	8	8	8	8	8 KGLA <	8	8
9	9	WCKW-F>>	9	9	9	9	9	9	9

NASSAU-SUFFOLK

Arbitron Rank/Pop (12+): 13/2,244,400
 MSA Rank/Pop: 11/2,643,600
 New York ADI
 Average Person Ratings: 18.8
 Market TSL: 24.50 hours

Stations: 40/14
 Diaries: 1851/1212:1/53.5%
 Sample Target: 1650
 % Below Line: NA
 % Not Listed: NA

1989 Revenue: \$32,300,000
 HH Inc.: NA
 Retail \$: 24.4 Bill
 Pop per Station: 160,314
 #1 Biller: WALK-AF \$8,000,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WALK-AF (AC)	297/ 7.0	6.8	6.1	6.4	8.1	6.6		3076/13.7	14.1	15.1	7.8	292	3282	WALK-AF
2. WBLI-F (CHR)	200/ 4.7	5.0	5.8	5.4	5.4	5.2		2920/13.0	15.4	13.5	2.9	112	2843	WBLI-F
3. WBAB-F (AOR)	183/ 4.3	5.0	5.7	5.2	4.9	5.1		2632/11.7	15.2	14.4	6.0	232	3219	WBAB-F
4. WYNY-F (C)	156/ 3.7	3.4	2.9	3.1	3.1	3.3		1871/ 8.3	7.4	8.2	2.3	88	1775	WYNY-F
5. WKJY-F (SAC)	139/ 3.3	3.6	2.9	3.5	3.1	3.3		1864/ 8.3	7.6	7.2	2.3	87	1691	WKJY-F
6. WCTO-F (EZ)	127/ 3.0	2.7	2.4	1.5	2.6	2.4		1209/ 5.4	5.9	6.2	1.9	72	1042	WCTO-F
7. WHLI (BB)	110/ 2.6	3.8	3.9	2.4	3.0	3.2		975/ 4.3	5.5	4.4	2.7	102	915	WHLI
8. WGSM (BB)	82/ 1.9	2.5	2.2	1.1	1.4	1.9		764/ 3.4	3.1	2.6	1.2	46	376	WGSM
9. WDRE-F (AOR)	73/ 1.7	1.8	1.5	1.5	1.7	1.6		1248/ 5.6	4.5	5.4	2.8	107	1497	WDRE-F
10. WRCN-F (AOR)	45/ 1.1	0.9	0.5	0.7	1.0	0.8		558/ 2.5	2.2	3.1	1.3	51	592	WRCN-F
11. WWHB-F (CHR)	21/ 0.5	0.4	0.4	---	0.4	0.3		265/ 1.2	1.2	1.1	0.4	14	339	WWHB-F
12. WBAZ-F (SAC)	18/ 0.4	---	0.3	---	---	0.2		323/ 1.4	0.8	0.0	0.5	19	439	WBAZ-F
13. WLIX (REL)	13/ 0.3	0.4	0.3	---	---	0.3		165/ 0.7	1.1	0.0				WLIX
14.														
15.														

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 (SPG 89: 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-AF	1 WALK-AF>	1 WALK-AF>	1 WALK-AF>	1 WALK-AF>	1 WALK-AF>	1 WALK-AF>	1 WBAB-F<	1 WALK-F>
2	2 WALK-AF	2 WBAB-F	2 WBLI-F	2 WBLI-F<	2 WYNY-F	2 WBLI-F>	2 WBAB-F	2 WBAB-F	2 WBLI-F	2 WBLI-F
3	3 WBLI-F>	3 WBLI-F>	3 WBAB-F	3 WYNY-F	3 WCTO-F	3 WYNY-F<	3 WBLI-F<	3 WBLI-F	3 WALK-AF>	3 WYNY-F
4	4 WDRE-F	4 WKJY-F	4 WKJY-F	4 WBAB-F	4 WHLI	4 WBAB-F	4 WKJY-F	4 WYNY-F	4 WYNY-F	4 WKJY-F
5	5 WKJY-F	5 WYNY-F	5 WYNY-F	5 WKJY-F	5 WBLI-F	5 WKJY-F	5 WYNY-F	5 WKJY-F	5 WDRE-F	5
6	6	6	6	6	6 WKJY-F	6 WCTO-F	WCTO-F	6 WCTO-F	6 WKJY-F	6
					7 WGSM					

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 WBAB-F	1 WALK-AF	1 WALK-AF>	1 WALK-AF	1 WALK-AF>	1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F	1 WALK-AF
2 WBLI-F>	2 WBAB-F<	2 WBLI-F	2 WBLI-F>	2 WBLI-F	2 WDRE-F>	2 WDRE-F>	2 WALK-AF	2 WALK-AF>	2 WBAB-F>
3 WALK-AF	3 WBLI-F>	3 WKJY-F	3 WKJY-F	3 WYNY-F	3 WRCN-F	3 WALK-AF	3 WBLI-F	3 WBLI-F	3 WYNY-F
4 WDRE-F>	4 WKJY-F>	4 WBAB-F>>	4 WBAB-F	4 WKJY-F>	4 WALK-AF	4 WBLI-F	4 WDRE-F	4 WYNY-F	4 WBLI-F
5 WKJY-F	5 WDRE-F	5 WYNY-F	5 WYNY-F	5 WBAB-F	5 WBLI-F	5 WRCN-F	5 WRCN-F	5 WRCN-F	5 WKJY-F
6 WWHB-F	6 WYNY-F	6	6	6	6	6	6 WKJY-F	6	6

OTHER RATED STATIONS METRO SHARE / CUME RTG.

See New York for more about the following stations:

WABC	2.9/ 8.3	WNEW-F	1.2/ 3.7
WBLS-F	2.1/ 4.7	WNSR-F	2.9/ 9.0
WCBS	2.8/12.6	WOR	3.6/ 8.4
WCBS-F	4.1/13.8	WPAT	.4/ 1.4
WEZN-F	1.4/ 5.9	WPAT-F	2.2/ 6.1
WFAN	3.9/12.8	WPLJ-F	2.3/11.8
WHZF-F	4.6/17.9	WPLR-F	.9/ 2.6
WINS	2.1/11.9	WQCD-F	1.4/ 5.5
WJAZ-F	.3/ 1.4	WQHT-F	2.9/ 8.6
WLIB	.8/ 1.2	WQXR-F	1.2/ 3.9
WLTW-F	2.8/ 9.7	WRKS-F	2.8/ 6.5
WRCN-F	.7/ 3.4	WSKQ-F	.5/ 1.1
WNEW	1.2/ 3.7	WXRK-F	3.7/10.9

RADIO STATIONS

WGSM , 740, 25 KW (DAYS, DA) ,	Nostalgia/MOR	UNISUP/ULT, \$ 47.00 (Roslin)	Greater Media	Paul Fleishman
WHLI , 1100, 10 KW (DAYS, DA) ,	Nostalgia	UNISUP, \$ 48.00 (Katz)	Barnstable	Ken Harris
WLIX , 540, 250 W (DAYS) ,	Religion	, \$ 25.00 (---)		Lloyd Parker
WALK-F, 97.5, 45 KW @ 530 ,	AC	, \$160.00 (Durpetti)	American	Ron Gold
WBAB-F, 102.3, 3 KW @ 268 ,	AOR	, \$140.00 (MMR)	Noble	Tony Michaels
WBAZ-F, 101.7, 6 KW @ 231 ,	Soft AC	UNISUP, \$ 30.00 (---)		Jeff Fisher
WBLI-F, 106.1, 25 KW @ 492 ,	CHR	, \$111.00 (Katz)	Beck-Ross	Herb Usenheimer
WCTO-F, 94.3, 3 KW @ 300 ,	EZ/Btfl	, \$ 55.00 (Roslin)	Greater Media	Paul Fleishman
WDRE-F, 92.7, 1 KW @ 521 ,	AOR	, \$ 64.00 (Katz)		Abe Goren
WKJY-F, 98.3, 3 KW @ 328 ,	Soft AC	, \$ 70.00 (Katz)	New Barnstable	Ken Harris
WRCN-F, 103.9, 1.5 KW @ 466 ,	AOR	, \$ 40.00 (---)		Gary Starr
WWHB-F, 107.1, 3 KW @ 300 ,	CHR	SOURCE, \$ 25.00 (Roslin)		Russ Williams

FORMATS	AM	FM	TOTAL	%	SPG 89		OTHER RATED STATIONS	METRO CUME TSA TSA	
					SPG	%		SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		179 (2)	179 (2)	14.7	15.2	WDBL 1590	Springfield	0.1/0.8/	2/ 77
AOR/CLASSIC		195 (3)	195 (3)	16.0	18.2	WDBL-F 94.3	Springfield	0.9/2.3/	13/ 201
AC/OLDIES/SOFT ROCK	8 (1)	159 (2)	167 (3)	13.7	15.7	WDKN 1260	Springfield	0.6/1.2/	8/ 120
MOR/VARIETY	14 (1)		14 (1)	1.1	0.5	WKDA 1240	Nashville	0.6/2.1/	8/ 175
COUNTRY	47 (2)	304 (5)	351 (7)	28.7	28.5	WMDB 880	Nashville	0.6/1.8/	8/ 149
BLACK/URBAN	47 (3)	86 (1)	133 (4)	10.9	11.9	WRLT-F 100.1	Franklin/Nshvl.	0.7/3.7/	9/ 318
BEAUTIFUL/EASY		121 (1)	121 (1)	9.9	7.5				
NEWS/TALK	38 (1)		38 (1)	3.1	1.7	WBVR-F 101.1	Russellville	0.4/2.7/104/	997
NOSTALGIA	23 (1)		23 (1)	1.9	0.9	WSTO-F 96.1	Owensboro/Evsvl	0.5/1.7/	11/ 248
RELIGION/GOSPEL						WYQF-F 102.9	Shelbyville	0.7/3.7/	40/ 670
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	177 (9)	1044 (14)	1221 (23)						

RADIO STATIONS

AM STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N)	, NOSTALGIA	MBS , \$ 20.00 (Roslin)		Bill Barry
WIAC, 1510, 50 KW (DA-N)	, N/T/REL.	ABC E, ABC R , \$ 40.00 (Durpetti)	Fairmont	Elizabeth Yoder
WMDB, 880, 2.5 KW (DAYS,DA)	, BLACK	, \$ 17.00 (---)		Morgan Babb
WSIX, 980, 5 KW (DA-N)	, VARIETY	, \$ N/A (McGuild)	Capstar	Dave Manning
WSM, 650, 50 KW	, COUNTRY	NBC , \$ 46.00 (Christal)	Gaylord	Bob Meyer
WVOL, 1470, 5 KW/1 KW (DA-2)	, BLACK	NBN , \$ 23.00 (MMR)		Jay Childress

FM STATIONS

WGFX-F, 104.5, 49 KW @ 1312,	CLASSIC AOR	, \$ 48.00 (Banner)	Capitol Johnson	Diane Kruthaupt
WKDF-F, 103.3, 100 KW @ 1233,	AOR	ABC E, ABC R , \$ 94.00 (Katz)	Dick	Steve Dickert
WLAC-F, 105.9, 100 KW @ 1233,	AC	, \$ 90.00 (Durpetti)	Fairmont	Elizabeth Yoder
WQKQ-F, 92.1, 1.5 KW @ 430,	BLACK	, \$ 38.00 (MMR)		Jay Childress
WRMX-F, 96.3, 100 KW @ 826,	AC/OLDIES	, \$ 43.00 (Republic)	Signature	Chuck Dunaway
WSIX-F, 97.9, 100 KW @ 1145,	COUNTRY	UNISUP , \$ 100.00 (McGuild)	Capstar	Dave Manning
WSM-F, 95.5, 100 KW @ 1286,	COUNTRY	NBC , \$ 80.00 (Christal)	Gaylord	Bob Meyer
WYHY-F, 107.5, 100 KW @ 1235,	CHR	, \$ 87.00 (Eastman)	Jacor (LEBANON)	Michael Kenney
WZEZ-F, 92.9, 100 KW @ 1053,	EZ/SOFT AC	, \$ 50.00 (Eastman)	South Central	Glen Powers

Miscellaneous Comments: WYHY-F sold by Jacor to Legacy 2 for \$32,000,000 (Americom) (price included cost of WMJI-F in Cleveland...

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		219 (1)	219 (1)	12.2	14.3	KGLA 1540 Gretna	0.8/1.1/ 15/ 129
AOR/CLASSIC		160 (2)	160 (2)	8.9	9.6	KNOK-F 102.9 Belle Chse/NO	0.7/1.9/ 15/ 231
AC/OLDIES/SOFT ROCK		398 (5)	398 (5)	22.2	18.9	WADU 830 Norco/Kenner	0.9/2.0/ 24/ 279
MOR/VARIETY						WSHO 800 New Orleans	0.4/1.4/ 9/ 178
COUNTRY	21 (1)	106 (1)	127 (2)	7.1	8.1	WVOG 600 New Orleans	0.3/1.5/ 7/ 189
BLACK/URBAN	4 (1)	441 (2)	445 (3)	24.9	23.5		
BEAUTIFUL/EASY	17 (1)		17 (1)	1.0			
NEWS/TALK	160 (3)		160 (3)	8.9	10.3		
NOSTALGIA	101 (2)		101 (2)	5.6	5.9		
RELIGION/GOSPEL	134 (4)		134 (4)	7.5	7.0		
SPANISH	15 (1)		15 (1)	0.8	1.1		
CLASSICAL							
JAZZ/NEW AGE		13 (1)	13 (1)	0.7			
UNKNOWN/OTHERS					1.1		
	452 (13)	1337 (12)	1789 (25)				

RADIO STATIONS

AM STATIONS

WBOK, 1230, 1 KW	, GOSPEL	SBN, UNIULT, \$ 24.00 (---)	Annette Pete
WBYU, 1450, 1 KW	, NOSTALGIA/EZ	SMN, \$ 30.00 (Roslin)	Dave Smith
WNOE, 1060, 50 KW/5 KW (DA-2)	, SEE WNOE-F		
WSMB, 1350, 5 KW (DA-2)	, TALK	MBS, ABC I, \$ 25.00 (Smith)	Jim Mikovich
WTIX, 690, 10 KW/5 KW (DA-2)	, TALK	NBC, MBS, \$ 22.00 (---)	Barry Chickinl
WWL, 870, 50 KW (DA-1)	, NEWS/TALK	CBS, \$ 60.00 (Katz)	Keymarket Johnny Andrews
WYAT, 990, 250 W	, NOSTALGIA	RADRAD, UNISP, \$ 20.00 (Durpetti)	Ed Muniz
WYLD, 940, 10 KW/500 W (DA-2)	, GOSPEL	, \$ 20.00 (HNWH)	Interurban Penny Brazile

FM STATIONS

KHOM, 104.1, 100 KW @ 1954, OLDIES	NBC, \$ 30.00 (Torbet)	(HOUMA)	Ray Sardi
KQLD, 106.7, 100 KW @ 983, OLDIES	, \$ 35.00 (McGuild)	Beasley (PORT SULPHUR)	Harry Williams
WCKW, 92.3, 100 KW @ 1954, AOR	SOURCE, \$ 39.00 (Republic)	(LAPLACE)	Sid Levett
WEZB, 97.1, 100 KW @ 984, CHR	, \$ 100.00 (MMR)		Marc Leunissen
WIMG, 101.9, 100 KW @ 825, AC	, \$ 55.00 (Katz)	Keymarket	Don de la Houssaye
WLTS, 105.3, 100 KW @ 902, SOFT AC	RADRAD, \$ 60.00 (Durpetti)		Ed Muniz
WMXZ, 95.7, 100 KW @ 984, AC	, \$ 44.00 (Christal)	Stoner	Ric Frances
WNOE, 101.1, 100 KW @ 1004, COUNTRY	ABC E, UNISUP, \$ 50.00 (McGuild)	New Market	George Noe
WQUE, 93.3, 100 KW @ 984, URBAN/CHR	, \$ 76.00 (Christal)	Clear Channel	John Rockweiler
WRNO, 99.5, 100 KW @ 1004, AOR	ABC R, ABC F, \$ 51.00 (MMR)		Joe Costello
WYLD, 98.5, 100 KW @ 984, BLACK	ABC C, \$ 61.00 (HNWH)	Interurban	Penny Brazile

MISCELLANEOUS COMMENTS: WQXY-F changes to WMXZ-F (Feb) . . . WMXZ-F changes from Country to AC (Feb) . . .

NEW YORK

Arbitron Rank/Pop (12+): 1/14,126,100
 MSA Rank/Pop: 1/15,400,000
 ADI # 1
 Average Person Ratings: 19.6
 Market TSL: 25.50 hours

Stations: 43/42
 Diaries: 6859/2059:1/51.1%
 Sample Target: 4000
 % Below Line: 0.4
 % Not Listed: 10.3

1989 Revenue: \$315,700,000
 HH Inc.: \$32,828
 Retail \$:120.0 Bill
 Pop per Station: 336,335
 #1 Biller: WINS \$25,000,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WPAT-AF (EZ)	1434/ 5.2	5.2	6.3	5.5	5.6	5.6	1463/17070	16379/11.6	14.9	17.5	3.3	719	8464	WPAT-AF
2. WRKS-F (B)	1417/ 5.1	4.5	4.1	3.9	4.1	4.4	1468/17037	16168/11.4	11.0	10.3	6.3	1677	18024	WRKS-F
3. WHTZ-F (CHR)	1281/ 4.6	4.7	4.3	5.7	6.0	4.8	1310/23618	22840/16.2	16.2	17.7	5.4	1430	23238	WHTZ-F
4. WCBS-F (O)	1278/ 4.6	5.1	4.1	4.2	5.0	4.5	1334/19066	17967/12.7	12.4	14.4	4.5	1201	13709	WCBS-F
5. WINS (N)	1200/ 4.3	4.8	4.7	4.5	4.7	4.6	1207/25946	25610/18.1	20.5	19.5	3.5	928	19442	WINS
6. WLTW-F (AC)	1122/ 4.1	4.8	4.7	5.7	5.3	4.8	1149/17510	17035/12.1	12.8	13.2	4.0	1079	12449	WLTW-F
7. WQHT-F (CHR)	1097/ 4.0	4.0	4.0	3.9	4.0	4.0	1148/15352	14402/10.2	10.9	10.6	5.3	1407	16966	WQHT-F
8. WNEW-F (AOR)	1086/ 3.9	3.4	3.7	4.2	4.2	3.8	1149/16733	15568/11.0	11.1	11.2	5.3	1428	15476	WNEW-F
9. WOR (T)	1083/ 3.9	4.0	4.6	4.3	3.7	4.2	1208/15393	13634/ 9.7	10.3	9.1	3.7	977	11227	WOR
10. WBSL-F (B)	1058/ 3.8	4.0	3.8	3.7	2.9	3.8	1073/13974	13633/ 9.7	9.5	9.4	5.0	1338	15627	WBSL-F
11. WNSR-F (AC)	1030/ 3.7	3.0	3.5	3.2	3.5	3.3	1054/16080	15442/10.9	10.2	11.0	3.3	869	11551	WNSR-F
12. WCBS (N)	1000/ 3.6	3.4	3.5	3.4	3.0	3.5	1114/21994	19416/13.7	13.5	12.0	2.9	775	12989	WCBS
13. WXRK-F (CL AOR)	944/ 3.4	3.2	3.1	3.6	3.4	3.3	1030/17646	16235/11.5	10.7	10.7	3.3	875	13894	WXRK-F
14. WFAN (T)	904/ 3.3	2.4	2.7	3.1	2.5	2.9	1045/16868	14250/10.1	8.7	10.1	2.7	720	12350	WFAN
15. WPLJ-F (CHR)	717/ 2.6	2.6	3.0	3.5	3.1	2.9	772/19223	17777/12.6	13.0	13.8	3.3	871	20223	WPLJ-F
16. WABC (T)	707/ 2.6	2.8	2.8	2.6	3.2	2.7	782/13579	12015/ 8.5	7.8	9.6	2.9	783	9136	WABC
17. WYNY-F (C)	661/ 2.4	2.4	2.5	3.1	2.3	2.6	716/10069	9277/ 6.6	6.0	7.1	2.0	532	7321	WYNY-F
18. WNEW (BB)	658/ 2.4	1.7	2.3	2.5	1.9	2.2	697/8948	8258/ 5.8	6.2	5.2	1.8	481	5789	WNEW
19. WQCD-F (J/NA)	623/ 2.3	1.8	2.3	2.2	2.5	2.2	639/9213	8878/ 6.3	6.6	7.3	2.9	772	8544	WQCD-F
20. WSKQ-F (SP)	571/ 2.1	2.6	1.6	1.3	2.4	1.9	571/5569	5543/ 3.9	3.2	3.4	1.0	269	4269	WSKQ-F
21. WLIB (B)	527/ 1.9	1.3	1.7	1.2	1.0	1.5	529/4855	4822/ 3.4	3.1	2.7	1.2	313	3380	WLIB
22. WQXR-F (CL)	493/ 1.8	1.8	1.3	1.2	1.2	1.5	515/8084	7665/ 5.4	4.4	4.5	1.3	340	4580	WQXR-F
23. WADO (SP)	463/ 1.7	1.8	1.7	1.7	1.2	1.7	464/4307	4292/ 3.0	2.8	2.2	0.8	207	3723	WADO
24. WNCN-F (CL)	449/ 1.6	1.5	1.5	1.4	1.3	1.5	466/7931	7545/ 5.3	5.5	4.6	1.1	285	5511	WNCN-F
25. WSKQ (SP)	348/ 1.3	1.1	1.4	1.2	0.7	1.3	348/3443	3420/ 2.4	2.0	1.8	0.8	208	2602	WSKQ
26. WALK-F (AC)	306/ 1.1	1.1	1.0	1.0	1.2	1.0	313/3671	3447/ 2.4	2.6	2.8	1.3	356	3829	WALK-F
27. WDRE-F (AOR)	246/ 0.9	0.7	0.8	0.6	0.7	0.8	248/3813	3747/ 2.7	2.5	2.2	1.1	288	4123	WDRE-F
28. WWRL (REL)	211/ 0.8	1.0	1.1	0.7	1.0	0.9	211/2402	2402/ 1.7	2.2	2.4	1.0	261	2770	WWRL
WBLI-F (CHR)	211/ 0.8	0.8	0.9	0.8	0.8	0.8	214/3308	3156/ 2.2	2.5	2.2	0.5	128	3078	WBLI-F
30. WKDM (SP)	209/ 0.8	0.7	0.7	0.4	0.4	0.6	209/2659	2655/ 1.9	1.6	1.4	0.4	114	1076	WKDM

12+ FM SHARE (METRO): 66.77% (16570 of 24815) (SPG 89: 70.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHTZ-F	1 WNEW-F	1 WCBS-F<	1 WCBS-F>	1 WCBS-F>	1 WPAT-AF>	1 WINS	1 WPAT-AF	1 WRKS-F	1 WRKS-F>	1 WINS >>
2 WQHT-F<	2 WRKS-F	2 WRKS-F<	2 WNEW-F<	2 WLTW-F	2 WOR <	2 WXRK-F<	2 WCBS-F<	2 WPAT-AF<	2 WQHT-F<	2 WOR >>
3 WRKS-F>	3 WXRK-F	3 WNEW-F	3 WNSR-F	3 WNSR-F	3 WINS <	3 WCBS	3 WQHT-F	3 WBSL-F	3 WBSL-F	3 WCBS >>
4 WPLJ-F	4 WQHT-F<	4 WBSL-F<	WBSL-F	WBSL-F<	4 WCBS-F	4 WHTZ-F<	4 WNSR-F	4 WNEW-F	4 WFAN <	4 WBSL-F>>
5	5 WHTZ-F	5 WXRK-F	5 WXRK-F	5 WNEW-F	5 WCBS	5 WOR	5 WNEW-F	WLTW-F	5 WHTZ-F	5 WRKS-F>>
6	6 WBSL-F	WNSR-F	WLTW-F<	6 WXRK-F	6 WLTW-F	6 WPAT-AF	6 WRKS-F	WHTZ-F<	6 WOR	6 WFAN <
7	7 WNSR-F>	7 WHTZ-F	7 WRKS-F	WRKS-F	7 WABC <	7 WCBS-F<	WHTZ-F	7 WCBS-F	7 WNEW-F<	7 WCBS-F
8	8 WLTW-F	8 WLTW-F	8 WHTZ-F	8 WHTZ-F	8 WFAN	8 WRKS-F	8 WQHT-F	8 WNSR-F	8 WPAT-AF	8 WABC >>
9	9 WPLJ-F	9 WQHT-F	9 WQCD-F	WFAN	9 WNEW	9 WFAN	WOR	9 WFAN <	9 WINS <	9 WPAT-F>>
10	10 WSKQ-F	10 WFAN	10 WFAN	10 WQCD-F	10 WYNY-F	10 WNEW-F	10 WBSL-F	10 WABC	10 WPLJ-F	10 WQCD-F
		WCBS-F							WCBS-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 WRKS-F	1 WRKS-F	1 WNSR-F	1 WRKS-F	1 WLTW-F<		1 WNEW-F<	1 WNEW-F	1 WNEW-F	1 WNEW-F	1 WCBS-F
2 WQHT-F	2 WHTZ-F	2 WHTZ-F	2 WNSR-F<	2 WCBS-F		2 WQHT-F<	2 WXRK-F>	2 WXRK-F>	2 WXRK-F	2 WNEW-F
3 WHTZ-F>	3 WQHT-F	3 WRKS-F<	3 WHTZ-F	3 WNSR-F		3 WXRK-F<	3 WRKS-F	3 WBSL-F	3 WCBS-F	WFAN <
4 WNSR-F<	WNSR-F	4 WBSL-F<	4 WLTW-F<	4 WRKS-F<		4 WRKS-F>	4 WBSL-F	4 WRKS-F<	4 WFAN	4 WXRK-F>
5 WNEW-F	5 WNEW-F	5 WNEW-F<	5 WCBS-F<	5 WBSL-F<		5 WBSL-F	5 WQHT-F	5 WFAN	5 WBSL-F	5 WBSL-F
6 WPLJ-F	6 WBSL-F	6 WLTW-F	6 WBSL-F	6 WHTZ-F>		6 WHTZ-F	6 WFAN <	6 WCBS-F	6 WRKS-F	6 WLTW-F
7 WBSL-F	7 WLTW-F	7 WXRK-F	7 WQHT-F	7 WYNY-F<		7 WDRE-F	7 WHTZ-F	7 WNSR-F<	7 WQHT-F	7 WQCD-F
8 WXRK-F<	8 WPLJ-F	WQCD-F<	8 WNEW-F	8 WINS		8 WPLJ-F	8 WNSR-F	8 WQHT-F	8 WNSR-F	WNSR-F
9 WSKQ-F	9 WXRK-F	9 WQHT-F	9 WPLJ-F	9 WQCD-F<		9 WFAN	9 WCBS-F	9 WHTZ-F	9 WHTZ-F	9 WRKS-F
	WLTW-F	10 WSKQ-F	10 WPLJ-F	10 WSKQ-F		10 WNSR-F	10 WLTW-F	10 WQCD-F	10 WQCD-F	10 WCBS
				WNEW-F						

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		3306 (4)	3306 (4)	13.3	16.0	WBAB-F 102.3	Babylon 0.7/2.2/194/3127
AOR/CLASSIC	97 (1)	2557 (5)	2654 (6)	10.7	10.6	WCTO-F 94.3	Smithtown 0.5/1.0/137/1394
AC/OLDIES/SOFT ROCK		3993 (6)	3993 (6)	16.1	18.9	WDHA-F 105.5	Dover 0.3/1.4/ 99/2238
MOR/VARIETY	84 (1)		84 (1)	0.3		WEVD 1050	New York 0.3/1.4/ 98/1982
COUNTRY		661 (1)	661 (1)	2.7	2.6	WFME-F 94.7	Newark 0.4/1.3/122/1983
BLACK/URBAN	527 (1)	2475 (2)	3002 (3)	12.1	9.4	WGSM 740	Huntington 0.3/0.6/ 98/1035
BEAUTIFUL/EASY	331 (1)	1326 (3)	1657 (4)	6.7	5.8	WHLI 1100	Hempstead 0.6/1.0/189/1584
NEWS/TALK	4894 (5)		4894 (5)	19.7	20.1	WHUD-F 100.7	Peekskill 0.3/1.0/209/2679
NOSTALGIA	835 (2)		835 (2)	3.4	2.7	WKJY-F 98.3	Hempstead 0.6/1.5/154/2153
RELIGION/GOSPEL	361 (2)	116 (1)	477 (3)	1.9	2.1	WNJR 1430	Newark 0.5/1.6/150/2293
SPANISH	1020 (3)	571 (1)	1591 (4)	6.4	5.8	WZRC 1480	New York 0.4/0.6/ 97/ 787
CLASSICAL		942 (2)	942 (2)	3.8	3.2		
JAZZ/NEW AGE		623 (1)	623 (1)	2.5	2.8	WEZN-F 99.9	Bridgeport 0.4/1.5/303/4406
UNKNOWN/OTHERS	96 (1)		96 (1)	0.4			
	8245 (17)	16570 (26)	24815 (43)				

RADIO STATIONS

AM STATIONS

WABC, 770,	50 KW	, Talk	ABC I,	\$250.00	(Banner)	Cap Cities/ABC	Fred Weinhaus
WADO, 1280,	5 KW (DA-1)	, Hispanic		\$140.00	(---)	Tichenor	Herb Levin
WCBS, 880,	50 KW	, News	CBS,	\$360.00		CBS	Chris Witting
WEVD, 1050,	50 KW (DA-1)	, Big Band/Ethnic	UNIULT,	\$ 80.00	(Groskin)		Tom Bird
WFAN, 660,	50 KW	, Sports Talk	NBC UNIPWR,	\$260.00	(HNWH)	Emmis	Scott Meier
WINS, 1010,	50 KW (DA-1)	, News	ABC D,	\$400.00	(Group W)	Westinghouse	Warren Mauer
WKDM, 1380,	5 KW (DA-1)	, Hispanic		\$ 85.00	(Katz)	United	Jimmie Jeminez
WLIB, 1190,	10 KW (Days, DA)	, Black News/Talk	SBN,	\$ 90.00	(Mc-Guild)	Inner City	Pierre Sutton
WMCA, 570,	5 KW (DA-1)	, Religion		\$ NA	(---)	Saleva	Joe Davis
WNEW, 1130,	50 KW (DA-N)	, Nostalgia/MOR	MBS, NBC,	\$150.00	(Eastman)	Westwood One	Michael Kakoyiannis
WOR, 710,	50 KW (DA-1)	, Talk	ABC E UNIULT,	\$250.00	(Mc-Guild)	Buckley	Bob Bruno
WPAT, 930,	5 KW (DA-2)	, EZ		\$ NA	(Katz)	Park	Gene Hobicorn
WQXR, 1560,	50 KW (DA-2)	, Classical	UNISUP,	\$ NA	(MMR)	New York Times	Warren Bodow
WSKQ, 620,	5 KW (DA-2)	, Hispanic		\$100.00	(---)	SBS	Claudia Puig
WWDJ, 970,	5 KW (DA-2)	, Religion		\$ 40.00	(---)		Joe Battaglia
WWRL, 1600,	5 KW (DA-2)	, Gospel	NBN,	\$ 45.00	(K & P)		Vince Sanders
WZRC, 1480,	5 KW (DA-2)	, AOR	SMN,	\$ NA	(Torbet)	Infinity	Tom Chiusano

FM STATIONS

WBLS, 107.1,	5.4 KW @ 1223	, Black	ABC FM,	\$320.00	(Mc-Guild)	Inner City	Pierre Sutton
WCBS, 101.1,	7 KW @ 1327	, Oldies	RADRAD,	\$475.00	(CBS)	CBS	Rod Colarco
WHTZ, 100.3,	7.8 KW @ 1223	, CHR		\$400.00	(Christal)	Malrite	Gary Fisher
WFME, 94.7,	38 KW @ 570	, Religion		\$ NA	(---)	Family (NEWARK)	Art Thompson
WHUD, 100.7,	50 KW @ 500	, Btfl/EZ		\$100.00	(Katz)	(PEEKSKILL)	Steve Petrone
WLTW, 106.7,	7.8 KW @ 1223	, Soft AC		\$425.00	(Katz)	Viacom	George Wolfson
WNCN, 104.3,	7.8 KW @ 1223	, Classical	APR UNIULT,	\$175.00	(CMBS)	GAF	Matt Field
WNEW, 102.7,	7.8 KW @ 1223	, AOR	SOURCE UNIPWR,	\$340.00	(Group W)	Westinghouse	Ted Utz
WNSR, 105.1,	7.8 KW @ 1223	, AC	UNIPWR,	\$279.00	(Mc-Guild)	Bonneville	Mark Bench
WPAT, 93.1,	5.4 KW @ 1418	, Btfl/EZ		\$220.00	(Republic)	Park	Gene Hobicorn
WPLJ, 95.5,	6.8 KW @ 1335	, CHR	ABC R,	\$240.00	(Banner)	Cap Cities/ABC	
WQCD, 101.9,	5.4 KW @ 1418	, Jazz	UNISUP,	\$255.00	(Christal)	Tribune Co.	Ray Gardella
WQHT, 97.1,	6.7 KW @ 1346	, CHR/Dance		\$240.00	(HNWH)	Emmis	Judy Ellis
WQXR, 96.3,	7.8 KW @ 1223	, Classical	UNISUP,	\$160.00	(MMR)	New York Times	Warren Bodow
WRKS, 98.7,	7.8 KW @ 1223	, Black	SOURCE UNIPWR,	\$275.00	(Durpetti)	Summit	Charles Warfield
WSKQ, 97.9,	7.8 KW @ 1223	, Hispanic		\$100.00	(SBS)	SBS	Claudia Puig
WXRK, 92.3,	7.8 KW @ 1223	, Classic AOR	ABC R,	\$310.00	(Torbet)	Infinity	Tom Chiusano
WYNY, 103.5,	5.8 KW @ 1390	, Country		\$200.00	(Eastman)	Westwood One	Peg Kelly

CALL LETTER CHANGES

WJIT changes to WZRC (Apr)

FORMAT CHANGES

WZRC changes from Hispanic to AOR (Apr)

STATION SALES

NORFOLK

Arbitron Rank/Pop (12+): 32/1,144,600
 MSA Rank/Pop: 33/1,403,400
 ADI # 42
 Average Person Ratings: 17.1
 Market TSL: 22.75 hours

Stations: 27/27
 Diaries: 1410/812:1/54.9%
 Sample Target: 1310
 % Below Line: 0.0
 % Not Listed: 9.5

1989 Revenue: \$32,600,000
 HH Inc.: \$29,175
 Retail \$: 9.2 Bill
 Pop per Station: 42,392
 #1 Biller: WNOR-F \$4,900,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WNOR-AF (AOR)	178/ 9.2	9.0	6.5	7.9	6.6	8.1	182/2204	2083/18.2	17.0	15.7	8.2	193	2194	WNOR-AF
2. WOWI-F (B)	176/ 9.0	8.2	6.3	6.9	7.3	7.6	191/2175	1853/16.2	15.8	15.2	9.9	232	2472	WOWI-F
3. WNVZ-F (CHR)	161/ 8.2	5.4	6.2	5.3	7.6	6.3	177/2493	2218/19.4	18.6	21.0	6.7	157	2176	WNVZ-F
4. WFOG-F (EZ)	160/ 8.2	8.9	10.0	6.6	9.0	8.4	198/2122	1689/14.8	17.9	16.3	7.0	164	1333	WFOG-F
5. WAFX-F (CL AOR)	146/ 7.5	8.2	8.1	6.8	11.7	7.7	188/2480	1968/17.2	17.4	19.1	9.1	213	2007	WAFX-F
6. WCMS-AF (C)	138/ 7.1	8.5	8.8	7.4	9.9	7.9	164/1982	1641/14.3	15.9	17.4	11.0	236	1735	WCMS-AF
7. WJQI-AF (SAC)	107/ 5.5	5.5	5.5	5.6	5.1	5.5	114/1712	1644/14.4	13.7	11.3	4.1	93	1183	WJQI-AF
8. WMYK-F (B)	101/ 5.2	5.1	5.4	3.9	5.6	4.9	128/1821	1396/12.2	14.1	14.4	6.6	155	1686	WMYK-F
9. WWDE-F (AC)	97/ 5.0	3.8	6.8	6.0	4.4	5.4	102/1676	1566/13.7	15.9	12.6	3.5	81	1142	WWDE-F
10. WLTY-F (O)	76/ 3.9	3.5	3.1	4.7	4.4	3.8	85/1396	1180/10.3	10.5	12.9	2.5	58	660	WLTY-F
11. WGH -F (CHR)	64/ 3.3	3.5	4.1	4.9	3.4	4.0	85/1794	1523/13.3	13.5	11.7	5.3	123	1714	WGH -F
12. WNIS (N/T)	54/ 2.8	4.3	3.1	3.5	2.6	3.4	56/876	854/ 7.5	6.2	6.5	3.1	73	741	WNIS
13. WPCE (GOSP)	51/ 2.6	2.9	2.9	3.3	2.4	2.9	51/500	456/ 4.0	6.5	4.7	1.1	26	494	WPCE
14. WZCL-F (O)	50/ 2.6	2.4	2.2	4.3	1.4	2.9	74/1079	802/ 7.0	7.5	5.6	2.9	68	936	WZCL-F
15. WTAR (MOR)	47/ 2.4	2.9	3.0	2.6	2.9	2.7	51/798	738/ 6.4	8.5	8.6	2.5	59	796	WTAR
16. WBSK (B)	42/ 2.2	2.7	2.1	3.4	2.1	2.6	42/580	559/ 4.9	7.5	7.8	1.6	37	664	WBSK
17. WOFM-F (AOR)	36/ 1.8	1.8	1.3	1.9	0.6	1.7	37/388	369/ 3.2	2.8	2.5	2.0	46	431	WOFM-F
18. WKEZ-F (C)	30/ 1.5	1.9	1.7	2.0	1.1	1.8	69/701	410/ 3.6	3.5	3.0	2.4	57	450	WKEZ-F
19.														
20.														

12+ FM SHARE (METRO): 86.25% (1524 of 1767) (SPG 89: 85.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOWI-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 WNVZ-F>	2 WNVZ-F	2 WAFX-F<	2 WAFX-F	2 WAFX-F	2 WCMS-AF>>	2 WFOG-F	2 WFOG-F	2 WOWI-F	2 WNVZ-F>	2 WMYK-F
3 WMYK-F	WAFX-F<	3 WNVZ-F	3 WWDE-F<	3 WCMS-AF<	3 WNIS <	3 WNVZ-F	3 WNVZ-F	3 WAFX-F	3 WAFX-F<	3 WAFX-F
WGH -F	4 WOWI-F>	4 WOWI-F	4 WCMS-AF<	4 WJQI-AF	4 WJQI-AF	4 WCMS-AF	4 WCMS-AF	4 WNVZ-F<	4 WMYK-F	4 WNVZ-F
WAFX-F	5 WJQI-AF	5 WJQI-AF<	5 WJQI-AF	5 WJQI-AF	5 WWDE-F	5 WJQI-AF	5 WAFX-F<	5 WCMS-AF	5 WNOR-AF	5 WJQI-F
6	6 WWDE-F	6 WWDE-F	6 WNVZ-F	6 WNVZ-F	6 WFOG-F<	6 WPCE	6 WAFX-F<	6 WJQI-AF	6 WFOG-F	6 WWDE-F
7	7 WMYK-F	7 WCMS-AF	7 WMYK-F	7 WMYK-F	7 WMYK-F	7 WWDE-F	7 WOWI-F<	7 WMYK-F	7 WCMS-AF	7
8	8	8	8 WOWI-F	8	8	8	8 WWDE-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 WOWI-F	1 WNVZ-F<	1 WWDE-F>	1 WWDE-F<	1 WJQI-AF<	1 WNOR-AF	1 WNOR-AF>	1 WNOR-AF>	1 WNOR-AF>	1 WNOR-AF>
WNVZ-F>	2 WWDE-F<	2 WJQI-AF	2 WJQI-AF	2 WWDE-F	2 WNVZ-F	2 WAFX-F	2 WAFX-F>	2 WAFX-F	2 WAFX-F>
3 WNOR-AF	3 WOWI-F	WAFX-F	3 WNVZ-F	3 WCMS-AF<	3 WOWI-F	3 WNVZ-F<	3 WOWI-F	3 WOWI-F<	3 WOWI-F
4 WJQI-AF	4 WJQI-AF	4 WMYK-F	4 WOWI-F<	4 WFOG-F	4 WAFX-F>>	4 WOWI-F>	4 WNVZ-F	4 WNVZ-F>	4 WCMS-AF
5 WGH -F	5 WAFX-F	5 WNVZ-F	5 WCMS-AF	5 WMYK-F	5	5	5 WJQI-AF	5 WCMS-AF<	5 WNVZ-F
6 WWDE-F	6 WNOR-AF	6 WCMS-AF	6 WMYK-F<	6 WLTY-F	6	6	6	6 WMYK-F	6 WMYK-F
WAFX-F	WMYK-F	WOWI-F	7 WAFX-F	7 WAFX-F<	7	7	7	7 WJQI-AF	7 WLTY-F
8	8	8	8	8 WNVZ-F	8	8	8	8	8

FORMATS					SPG 89		OTHER RATED STATIONS			METRO CUME TSA TSA	
	AM	FM	TOTAL	%	%				SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP	7 (1)	225 (2)	232 (3)	13.1	12.2	WGH	1310	Newport News	0.4/1.6/	7/ 184	
AOR/CLASSIC	5 (1)	355 (3)	360 (4)	20.4	21.0	WKGM	940	Smithfield	0.3/1.5/	6/ 216	
AC/OLDIES/SOFT ROCK	10 (2)	326 (4)	336 (6)	19.0	15.4	WKSV-F	96.1	Cp Charles/Va B	0.8/1.6/	19/ 247	
MOR/VARIETY	47 (1)		47 (1)	2.7	3.2	WPEX	1490	Hampton	0.3/1.4/	6/ 163	
COUNTRY	3 (1)	165 (2)	168 (3)	9.5	12.1	WTJZ	1270	Newport News	0.3/1.6/	7/ 207	
BLACK/URBAN	42 (1)	277 (2)	319 (3)	18.1	16.6	WZAM	1110	Norfolk	0.6/1.4/	14/ 196	
BEAUTIFUL/EASY		160 (1)	160 (1)	9.1	10.3						
NEWS/TALK	54 (1)		54 (1)	3.1	3.5						
NOSTALGIA											
RELIGION/GOSPEL	75 (4)	16 (1)	91 (5)	5.1	4.3						
SPANISH											
CLASSICAL											
JAZZ/NEW AGE											
UNKNOWN/OTHERS					1.5						
	243 (12)	1524 (15)	1767 (27)								

RADIO STATIONS

AM STATIONS

WBSK	, 1350,	5 KW/1 KW (DA-2)	, Black	NBN ABC FM,	\$ 30.00	(Mc-Guild)	Ragan Henry	Ernest Jackson
WNIS	, 850,	5 KW/1 KW (DA-2)	, News/Talk	NBC ABC T,	\$ 37.00	(MMR)	Sinclair	Bob Sinclair
WPCE	, 1400,	1 KW	, Gospel	SBN UNIULT,	\$ 25.00	(—)	Willis	Katrina Turner
WTAR	, 790,	5 KW (DA-1)	, MOR/Oldies	CBS UNISUP,	\$ 35.00	(Katz)	Landmark	Ron Reeger

FM STATIONS

WAFX	, 106.9,	100 KW @ 937	, Classic AOR		\$ 61.00	(CBS)	Radio Ventures (P)	Paul Katabian
WCMS	, 100.5,	50 KW @ 500	, Country	ABC E,	\$ 95.00	(Eastman)		Marjorie Crump
WFOG	, 92.9,	50 KW @ 484	, EZ	UNIULT,	\$ 65.00	(MMR)	Sunshine Wireless	Pam Hughes
WGH	, 97.3,	74 KW @ 400	, CHR	ABC E UNISUP,	\$ 40.00	(Durpetti)	Susquehanna	Sandy Goldberg
WJQI	, 94.9,	50 KW @ 500	, Soft AC	UNISUP,	\$ 45.00	(Torbet)	Coleman	John Moen
WKEZ	, 94.1,	50 KW @ 500	, Country	UNIULT,	\$ 36.00	(Roslin)	Eure	Brad Eure
WLTJ	, 95.7,	40 KW @ 881	, Oldies		\$ 69.00	(Katz)	Landmark	Ron Reeger
WMYK	, 93.7,	100 KW @ 940	, Black	ABC C,	\$ 49.00	(Durpetti)	(ELIZABETH CITY)	Paul Lucci
WNOR	, 98.7,	46 KW @ 520	, AOR	SOURCE,	\$100.00	(Mc-Guild)	Saga	Joe Schwartz
WNVZ	, 104.5,	50 KW @ 480	, CHR		\$ 70.00	(Republic)	Wilks-Schwartz	Jim Shea
WOFM	, 92.1,	2 KW @ 421	, AOR		\$ 25.00	(K & P)	(MOYOCK)	Jim Hunt
WOWI	, 102.9,	50 KW @ 470	, Black	SBN UNIPWR,	\$ 57.00	(MC-Guild)	Ragan Henry	Ernest Jackson
WVDE	, 101.3,	50 KW @ 500	, AC	RADRAD,	\$ 84.00	(Christal)	Edens	Larry Saunders
WZCL	, 105.3,	50 KW @ 500	, Oldies	MBS ABC D,	\$ 40.00	(Banner)	ML/Win	Elsie Sacra

Miscellaneous Comments: WAFX-F sold by Downs to Radio Ventures for \$10,000,000 (Blackburn)...WGH A/F sold by Susquehanna to Paco-Jon for \$6,500,000 + Tax Certificate (Chapman)...

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 47/813,500
 MSA Rank/Pop: 52/975,900
 Average Person Ratings: 15.5
 Market TSL: 20.75 hours

Stations: 21/19
 Diaries: 1234/659:1/53.2%
 Sample Target: 1130
 % Below Line: 0.8
 % Not Listed: 9.0

1989 Revenue: \$23,500,000
 HH Inc.: \$25,477
 Retail \$: 7.4 Bill
 Pop per Station: 42,815
 #1 Biller: KXXY-AF \$4,700,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KXXY-F (C)	196/15.6	14.9	13.3	14.0	14.3	14.4	265/2767	2048/25.2	26.0	27.1	11.5	161	1724	KXXY-F
2. KATT-F (AOR)	116/ 9.2	7.0	7.6	4.7	7.5	7.1	197/2193	1433/17.6	18.6	16.9	14.5	204	1779	KATT-F
3. KKNG-F (EZ)	101/ 8.0	11.4	8.1	8.8	7.8	9.1	120/1772	1492/18.3	16.1	15.9	4.9	69	748	KKNG-F
4. KZBS-F (CHR)	95/ 7.5	6.9	7.7	5.9	6.4	7.0	115/1916	1489/18.3	19.5	18.7	12.8	179	2170	KZBS-F
KJYO-F (CHR)	95/ 7.5	9.2	9.2	8.7	10.1	8.6	122/2188	1755/21.6	24.7	27.9	10.3	144	1957	KJYO-F
6. KMGL-F (AC)	93/ 7.4	5.9	5.0	4.6	6.4	5.7	117/1539	1272/15.6	13.9	13.6	4.6	65	763	KMGL-F
7. KEBC-F (C)	86/ 6.8	7.2	6.4	5.7	6.5	6.5	135/1982	1322/16.3	17.8	14.5	5.3	75	1193	KEBC-F
8. KTOK (N/T)	69/ 5.5	5.7	8.2	8.7	5.9	7.0	79/1212	1094/13.4	20.8	12.5	4.3	61	953	KTOK
9. KRKO-F (CL AOR)	67/ 5.3	4.4	6.6	6.8	5.4	5.8	83/1279	967/11.9	16.1	15.4	7.8	110	1204	KRKO-F
10. KLTE-F (O)	61/ 4.8	5.4	4.0	3.7	4.0	4.5	73/1448	1167/14.3	14.5	12.9	5.5	77	935	KLTE-F
11. WKY (C)	48/ 3.8	2.5	4.0	3.0	2.4	3.3	66/1048	719/ 8.8	11.5	7.0	2.1	29	616	WKY
12. KOMA (O)	45/ 3.6	4.6	5.9	7.0	5.7	5.3	109/1178	682/ 8.4	12.5	12.1	3.6	51	540	KOMA
13. KPRW (B)	16/ 1.3	2.0	1.6	3.4	3.3	2.1	16/224	207/ 2.5	2.9	4.8	1.5	21	320	KPRW

12+ FM SHARE (METRO): 80.54% (923 of 1146) (SPG 89: 77.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJYO-F>>	1 KATT-F	1 KXXY-F	1 KXXY-F>	1 KXXY-F>	1 KXXY-F	1 KXXY-F>>	1 KXXY-F>	1 KXXY-F>	1 KJYO-F<	1 KXXY-F>
2 KZBS-F>	2 KXXY-F	2 KATT-F	2 KMGL-F<	2 KMGL-F	2 KKNG-F	2 KATT-F	2 KKNG-F	2 KATT-F	2 KXXY-F	2 KKNG-F>
3 KXXY-F	3 KZBS-F	3 KMGL-F	3 KATT-F	3 KATT-F	3 KEBC-F<	3 KTOK	3 KZBS-F	3 KZBS-F	3 KATT-F	3 KTOK
4 KATT-F	4 KJYO-F	4 KZBS-F	4 KRKO-F	4 KRKO-F	4 KTOK >	5 WKY	5 KMGL-F	5 KJYO-F	4 KMGL-F<	4 KZBS-F
5	5 KMGL-F	5 KRKO-F	5 KZBS-F	5 KLTE-F<	5 WKY	5 KMGL-F	5 KJYO-F	5 KJYO-F	5 KMGL-F	5 KEBC-F
6	6 KRKO-F	6 KJYO-F	6 KLTE-F	6 KEBC-F<	6 KMGL-F	6 KJYO-F<	6 KEBC-F	6 KKNG-F<	6	6 KATT-F
7	7	7 KLTE-F	7	7 KZBS-F	7	7 KEBC-F	7	7 KEBC-F	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 KXXY-F	1 KXXY-F	1 KMGL-F	1 KXXY-F>	1 KXXY-F>	1 KATT-F>>	1 KATT-F>>	1 KATT-F	1 KATT-F	1 KXXY-F>
2 KJYO-F	2 KZBS-F	2 KXXY-F	2 KMGL-F	2 KMGL-F>	2 KZBS-F	2 KXXY-F	2 KRKO-F	2 KXXY-F>	2 KATT-F
3 KZBS-F>	KJYO-F	3 KZBS-F	3 KZBS-F	3 KZBS-F	3 KJYO-F	3 KRKO-F	3 KXXY-F>	3 KRKO-F>	3 KRKO-F>
4 KATT-F	4 KMGL-F	4 KJYO-F	4 KJYO-F	4 KEBC-F<	4 KXXY-F>	4 KZBS-F>	4 KZBS-F	4 KZBS-F	4 KMGL-F
5 KMGL-F>>	5 KATT-F>	KATT-F	5 KATT-F	5 KLTE-F	5 KOMA	5 KJYO-F	KMGL-F>	5 KMGL-F	5 KMGL-F<
6	6	6 KLTE-F	6 KLTE-F<	6 KKNG-F<	6	6 KMGL-F	6 KLTE-F	6	6 KEBC-F
7	7	7 KRKO-F	7 KEBC-F	7 KJYO-F	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		190 (2)	190 (2)	16.6	18.1	KGFF	1450	Shawnee	0.4/1.5/	5/ 126
AOR/CLASSIC		191 (3)	191 (3)	16.7	15.6	KQCV	800	Oklahoma City	0.7/1.9/	11/ 231
AC/OLDIES/SOFT ROCK	50 (2)	154 (2)	204 (4)	17.8	18.3	KTLV	1220	Midwest City	1.0/2.1/	15/ 180
MOR/VARIETY	5 (1)		5 (1)	0.4	0.4	KTNT-F	97.7	Edmond	0.6/2.7/	8/ 229
COUNTRY	53 (2)	287 (3)	340 (5)	29.7	26.2	KXXY	1340	Oklahoma City	0.4/2.4/	6/ 241
BLACK/URBAN	16 (1)		16 (1)	1.4	3.6	WWLS	640	Moore/Norman	0.6/2.7/	11/ 261
BEAUTIFUL/EASY		101 (1)	101 (1)	8.8	8.6					
NEWS/TALK	69 (1)		69 (1)	6.0	6.5	KRMG	740	Tulsa	0.4/1.2/	8/ 157
NOSTALGIA					2.6	KWEN-F	95.5	Tulsa	0.4/1.0/	9/ 164
RELIGION/GOSPEL	22 (2)		22 (2)	1.9						
SPANISH										
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS	8 (1)		8 (1)	0.7						
	223 (10)	923 (11)	1146 (21)							

RADIO STATIONS

KOMA	1520,	50 KW (DA-N)	Oldies	(see FM)	CBS,	\$35.00	(CBS)	Diamond	Vance Harrison
KPRW	1140,	1 KW (DAYS)	Black		SBN,	\$22.00	(Banner)	Surrey	Larry Bastida
KQCV	800,	250 W (DAYS)	Religion		(---	\$15.00		Bott	Robin Jones
KTOK	1000,	5 KW (DA-2)	News/Talk	ABC I MBS,	\$57.00	(Christal)		Clear Channel	Jim Smith
KXXY	1340,	1 KW	See KXXY-F						
WKY	930,	5 KW (DA-N)	Country		UNIULT,	\$32.00	(Republic)	Gaylord	Jim Fisher
KATT-F,	100.5,	100 KW @ 1188	AOR		SOURCE,	\$65.00	(Banner)	Surrey	Larry Bastida
KEBC-F,	94.7,	100 KW @ 1387	Country		ABC E,	\$40.00	(Republic)		Joe Kelly
KJYO-F,	102.7,	100 KW @ 985	CHR		,	\$54.00	(Christal)	Clear Channel	Jim Smith
KKNG-F,	92.5,	100 KW @ 984	EZ		,	\$44.00	(Katz)	Wilks-Schwartz	Jeff Salkin
KLTE-F,	101.9,	100 KW @ 1387	AC/Oldies		,	\$40.00	(Katz)	Entercom	Wayne Walker
KMGL-F,	104.1,	100 KW @ 1363	AC		UNISUP,	\$40.00	(Eastman)	Renda	Patricia Elzkin
KNTL-F,	104.9,	3 KW @ 300	Religion		,	\$18.00	(---	CBN (BETHANY)	Jon Weiss
KRKO-F,	107.7,	100 KW @ 990	Classic AOR		,	\$63.00	(CBS)	Diamond	Vance Harrison
KXXY-F,	96.1,	100 KW @ 1167	Country		MBS,	\$100.00	(Mc-Guild)	Newmarket	Bill Harley
KZBS-F,	98.0,	100 KW @ 1100	CHR		APR,	\$38.00	(HNWH)		Bill Lacey

OMAHA

Arbitron Rank/Pop (12+): 70/506,800
 MSA Rank/Pop: 80/629,200
 Average Person Ratings: 17.6
 Market TSL: 23.00 hours

Stations: 18/14
 Diarles: 975/520:1/58.2%
 Sample Target: 890
 % Below Line: 2.9
 % Not Listed: 9.7

1989 Revenue: \$19,800,000
 HH Inc.: \$32,173
 Retail \$: 4.4 Bill
 Pop per Station: 36,200
 #1 Biller: KFAB \$4,200,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KEZO-AF (AOR)	135/15.2	10.5	13.0	13.1	13.1	12.9	182/1859	1369/27.0	24.6	22.2	10.0	205	2216	KEZO-AF
2. KQKQ-F (CHR)	122/13.7	14.7	13.3	16.6	15.0	14.6	157/2426	1690/33.3	30.8	36.6	10.6	216	2344	KQKQ-F
3. KFAB (MOR)	107/12.0	12.6	15.8	12.9	14.3	13.3	183/2410	1328/26.2	38.5	28.8	8.1	164	2487	KFAB
4. KESY-AF (EZ)	102/11.4	12.4	8.1	7.9	8.1	9.9	120/1374	1032/20.4	15.6	13.8	4.2	86	909	KESY-AF
5. KEFM-F (AC)	75/ 8.4	7.6	8.3	7.4	6.7	7.9	104/1535	1085/21.4	23.4	18.9	4.1	84	1123	KEFM-F
6. WOW -F (C)	63/ 7.1	8.2	7.0	7.3	7.7	7.4	87/1217	772/15.2	15.0	14.3	4.3	87	923	WOW -F
7. KGOR-F (O)	52/ 5.8	8.0	7.5	8.4	6.9	7.4	75/1358	922/18.2	20.9	19.3	3.9	79	1174	KGOR-F
8. KXKT-F (CHR)	39/ 4.4	2.5	2.7	3.9	2.3	3.4	68/1222	747/14.7	7.6	7.8	2.6	52	728	KXKT-F
9. WOW (C)	36/ 4.0	5.1	4.2	3.6	5.5	4.2	95/1402	510/10.1	12.4	13.8	5.3	108	1436	WOW
10. KOIL (O)	20/ 2.2	2.1	3.2	3.8	4.2	2.8	24/443	339/ 6.7	7.4	10.6	1.1	23	391	KOIL
11. KKAR (T)	18/ 2.0	1.9	2.4	1.9	2.1	2.0	23/395	325/ 6.4	8.0	6.7	1.1	22	400	KKAR
12.														
13.														

12+ FM SHARE (METRO): 75.50% (607 of 804) (SPG 89: 69.02%)

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 KEZO-AF	1 KEZO-AF	1 KFAB <	1 KFAB >>
2 KXKT-F	2 KQKQ-F>	2 KQKQ-F	2 KQKQ-F<	2 KQKQ-F	2 KESY-AF>>	2 KQKQ-F	2 KESY-AF<	2 KQKQ-F	2 KQKQ-F<	2 KEFM-F<
3	3 KEFM-F>	3 KEFM-F	3 KEFM-F	3 KEFM-F	3 WOV -F	3 KEZO-AF	3 KQKQ-F>	3 KESY-AF	3 KEZO-AF>	3 KQKQ-F
4	4 KGOR-F	4 KGOR-F	4 KGOR-F	4 WOV -F	4	4 KESY-AF>	4 KEFM-F	4 KEFM-F	4 KEFM-F	4 KEZO-F<
5	5 KXKT-F	5 WOV -F	5 WOV -F	5 KGOR-F	5	5 KEFM-F	5 KFAB	5 KFAB	5 KESY-AF	5 WOV -F
6	6 WOV -F	6	6 KESY-AF	6	6	6 WOV -F	6 KGOR-F	6 WOV -F	6 KXKT-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 KQKQ-F>>	1 KQKQ-F	1 KEFM-F>	1 KQKQ-F	1 KEFM-F	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>
2 KEZO-AF	2 KEFM-F	2 KEZO-AF	2 KEFM-F	2 KQKQ-F	2 KQKQ-F>	2 KQKQ-F>	2 KGOR-F	2 KQKQ-F	2 KGOR-F
3 KEFM-F>>	3 KEZO-AF	KQKQ-F>>	3 KEZO-AF>	3 KEZO-AF	3 KXKT-F>	3 KGOR-F	3 KQKQ-F>>	3 KGOR-F>	3 WOV -F
4 KXKT-F>	4	4 WOV -F	4 WOV -F	4 KESY-AF<	4 KEFM-F	4 KXKT-F>	4 KFMQ-F	4 WOV -F	4 KQKQ-F
5 KFMQ-F	5	5 KESY-AF	5 KGOR-F	5 WOV -F	5 WOV -F>	5 WOV -F	WOV -F	5 KEFM-F	5 KESY-AF
6 WOV -F	6	6 KGOR-F>>	6 KESY-AF	6	6	6 KEFM-F	6	6	6
7 KGOR-F>>	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		161 (2)	161 (2)	20.0	17.2	KBWH-F 106.3 Blair	1.0/2.7/ 9/ 138		
AOR/CLASSIC	6 (1)	145 (3)	151 (4)	18.8	15.9				
AC/OLDIES/SOFT ROCK	20 (1)	127 (2)	147 (3)	18.3	22.4	KFMQ-F 101.9 Lincoln/Omaha	1.5/6.4/ 54/ 889		
MOR/VARIETY	113 (2)		113 (2)	14.1	15.9	KMA 960 Shenandoah	0.7/2.6/ 36/ 499		
COUNTRY	36 (1)	67 (2)	103 (3)	12.8	14.8	KTGL-F 92.9 Beatrice/Lincn.	0.3/1.3/ 43/ 625		
BLACK/URBAN		9 (1)	9 (1)	1.1	1.3	KZKX-F 96.9 Seward/Lincoln	0.4/1.5/ 51/ 678		
BEAUTIFUL/EASY	4 (1)	98 (1)	102 (2)	12.7	9.0				
NEWS/TALK	18 (1)		18 (1)	2.2	2.3				
NOSTALGIA									
RELIGION/GOSPEL									
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS					1.2				
	197 (7)	607 (11)	804 (18)						

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N)	, MOR/FULL SER.	NBC, UNISUP, \$ 80.00 (Christal)	Henry	Bob Sweet
KKAR, 1180, 5 KW/1 KW	, TALK	CBS, MBS, \$ 19.00 (Eastman)		M. Riemenschneide
KOIL, 1290, 5 KW (DA-N)	, OLDIES	UNIULT, \$ 24.00 (Banner)		Robert Dean
WOW, 590, 5 KW	, COUNTRY	ABC I, \$ N/A (Torbet)	Great Empire	Ken Fearnow
KBWH-F, 106.3, 1.2 KW @ 459,	BLACK	, \$ 14.00 (---)	(BLAIR)	Larry Littlejohn
KEFM-F, 96.1, 100 KW @ 1442,	SOFT AC	, \$ 40.00 (McGuild)		John Webster
KESY-F, 104.5, 100 KW @ 1087,	EZ	ABC D, UNIULT, \$ 35.00 (McGuild)		Dana Webb
KEZO-F, 92.3, 100 KW @ 1212,	AOR	, \$ 67.00 (Katz)	Narragansett	Manny Broussard
KGOR-F, 99.9, 115 KW @ 1227,	OLDIES	NBC, UNIPWR, \$ 44.00 (Christal)	Henry	Bob Sweet
KQKQ-F, 98.5, 100 KW @ 1174,	CHR	, \$ 63.00 (Eastman)		M. Riemenschneide
KXKT-F, 103.7, 100 KW @ 1247,	CHR	, \$ 31.00 (Banner)	(ATLANTIC, IA)	Robert Dean
WOW-F, 94.1, 100 KW @ 510,	COUNTRY	ABC E, \$ 70.00 (Torbet)	Great Empire	Ken Fearnow

Miscellaneous Comments: KOMJ changes calls to KXKT-F (March)...

ORLANDO

Arbitron Rank/Pop (12+): 43/852,200
 MSA Rank/Pop: 46/994,500
 Average Person Ratings: 16.2
 Market TSL: 21.50 hours

Stations: 24/19
 Diaries: 1211/704:1/48.3%
 Sample Target: 1140
 % Below Line: 5.3
 % Not Listed: 8.5

1989 Revenue: \$43,900,000
 HH Inc.: \$27,359
 Retail \$: 8.1 Bill
 Pop per Station: 44,852
 #1 Biller: WWKA-F \$6,800,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WWKA-F (C)	132/ 9.6	11.2	10.1	8.8	9.7	9.9	280/3394	1564/18.4	18.1	16.4	8.7	126	1342	WWKA-F
2. WOMX-F (CHR)	127/ 9.2	8.4	6.1	7.6	6.1	7.8	206/3496	2033/23.5	18.7	20.2	8.2	118	1682	WOMX-F
3. WJHM-F (B)	122/ 8.9	8.1	9.6	7.3	7.9	8.5	199/2417	1405/16.5	16.1	14.7	16.9	244	2083	WJHM-F
4. WSTF-F (AC)	119/ 8.6	8.3	9.7	8.2	8.6	8.7	204/3040	1694/19.9	22.2	17.3	7.9	114	1427	WSTF-F
5. WOCL-F (O)	109/ 7.9	7.0	6.1	7.0	5.4	7.0	257/3029	1494/17.5	16.1	15.9	6.0	87	1190	WOCL-F
6. WHTQ-F (AOR)	91/ 6.6	6.4	6.7	8.6	8.1	7.1	210/2705	1257/14.8	14.7	15.4	10.0	144	1956	WHTQ-F
WDBO (MOR)	91/ 6.6	6.3	4.7	4.2	6.7	5.4	105/1300	1092/12.8	12.9	12.5	5.0	72	947	WDBO
8. WSSP-F (EZ)	84/ 6.1	5.4	6.9	6.6	8.3	6.3	192/2596	1154/13.5	14.8	13.9	4.5	65	637	WSSP-F
9. WDIZ-F (AOR)	72/ 5.2	5.1	5.5	5.8	5.2	5.4	127/2115	1128/13.2	13.5	15.3	6.9	100	1298	WDIZ-F
10. WXXL-F (CHR)	53/ 3.8	3.7	4.2	4.6	4.2	4.1	77/1908	1343/15.8	13.8	13.8	3.7	54	1301	WXXL-F
11. WLOQ-F (J/NA)	48/ 3.5	4.7	3.5	3.5	3.8	3.8	56/878	781/ 9.2	8.7	9.4	3.9	56	782	WLOQ-F
12. WWNZ (N/T)	47/ 3.4	4.8	4.2	3.5	5.2	4.0	50/811	704/ 8.3	11.1	9.4	3.2	46	639	WWNZ
13. WJYO-F (SAC)	46/ 3.3	4.0	4.5	5.7	4.4	4.4	121/1979	963/11.3	10.6	12.7	3.1	44	696	WJYO-F
14. WWLV-F (EZ)	32/ 2.3	2.6	2.5	2.2	2.5	2.4	139/1848	585/ 6.9	7.9	5.2	1.5	22	645	WWLV-F
15.														

12+ FM SHARE (METRO): 85.57% (1079 of 1261) (SPG 89: 83.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F<	1 WOMX-F<	1 WSTF-F	1 WOCL-F	1 WOCL-F	1 WWKA-F	1 WOMX-F<	1 WSTF-F	1 WWKA-F	1 WJHM-F>	1 WDBO <
2 WOMX-F>>	2 WJHM-F	WOMX-F	2 WSTF-F	2 WWKA-F	2 WDBO	2 WWKA-F<	2 WWKA-F	2 WJHM-F<	2 WDBO <	2 WWNZ
3 WHTQ-F	3 WHTQ-F	3 WOCL-F<	3 WOMX-F	WSTF-F	3 WOCL-F<	3 WSTF-F<	3 WOCL-F<	3 WOMX-F	3 WOMX-F	3 WWKA-F
4 WXXL-F	4 WSTF-F	4 WJHM-F	4 WWKA-F	4 WOMX-F>	4 WSSP-F	4 WDBO	4 WOMX-F	4 WSTF-F<	4 WHTQ-F<	4 WJHM-F
5	5 WDIZ-F>	5 WHTQ-F	5 WJHM-F	5 WJHM-F	5 WSTF-F>	5 WJHM-F	5 WJHM-F	5 WOCL-F	5 WWKA-F<	5 WOMX-F
6	6 WWKA-F<	6 WWKA-F	6 WLOQ-F	6 WDIZ-F<	6 WWNZ	6 WOCL-F	6 WSSP-F	6 WHTQ-F	6 WSTF-F	6 WLOQ-F
7	7 WXXL-F	7 WDIZ-F	WDIZ-F	7 WLOQ-F<	7	7 WSSP-F	7 WHTQ-F	7	7 WOCL-F	7
8	8	8	8	8 WSSP-F<	8	8	8	8	8	8
9	9	9	9	9 WHTQ-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 WOMX-F	1 WOMX-F	1 WOMX-F	1 WSTF-F<	1 WSTF-F	1 WHTQ-F>	1 WHTQ-F	1 WOMX-F	1 WOCL-F	1 WOCL-F>
WJHM-F	2 WSTF-F	2 WSTF-F	2 WOMX-F	2 WWKA-F	2 WJHM-F	2 WJHM-F	2 WDIZ-F	2 WHTQ-F	2 WWKA-F
3 WSTF-F	WJHM-F>	3 WJHM-F>	3 WJHM-F	3 WOMX-F	3 WDIZ-F>	WDIZ-F	3 WSTF-F	3 WDIZ-F	3 WOMX-F
4 WHTQ-F	4 WHTQ-F	4 WJYO-F	4 WWKA-F	4 WOCL-F	4 WXXL-F>	4 WOMX-F	4 WLOQ-F	4 WOMX-F<	4 WLOQ-F
5 WDIZ-F	5 WDIZ-F	5 WHTQ-F	5 WOCL-F	WJHM-F>	5 WSTF-F	5 WSTF-F>	WHTQ-F	5 WJHM-F<	5 WSTF-F
6 WXXL-F>>	6 WXXL-F	6 WWKA-F	6 WHTQ-F	6 WSSP-F	WOMX-F	6 WWKA-F	6 WWKA-F	6 WSTF-F	6 WDIZ-F
7 WWKA-F	WJYO-F	7 WDIZ-F	7 WDIZ-F	7 WJYO-F	WJYO-F>>	WOCL-F	WOCL-F	7 WLOQ-F<	7
8	8 WWKA-F	8	8	8 WHTQ-F	8	8 WLOQ-F	8 WJHM-F>>	8 WWKA-F	8
9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 89		OTHER RATED STATIONS			METRO CUME TSA TSA	
					SPG	%	STATION	POWER	LOCATION	SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		180 (2)	180 (2)	14.3	11.5	WBZS	1270	Eatonville/Orln	0.4/1.0/	6/	103
AOR/CLASSIC		163 (2)	163 (2)	12.9	14.8	WHOO	990	Orlando	0.6/1.7/	11/	210
AC/OLDIES/SOFT ROCK	9 (1)	274 (3)	283 (4)	22.4	20.1	WONQ	1140	Orlando	0.9/1.8/	13/	155
MOR/VARIETY	91 (1)		91 (1)	7.2	7.3	WPRD	1440	Winter Park	0.4/1.4/	5/	122
COUNTRY	8 (1)	156 (3)	164 (4)	13.0	12.0	WTLN	1520	Apopka	0.2/0.7/	3/	77
BLACK/URBAN		122 (1)	122 (1)	9.7	8.6	WTLN-F	95.3	Apopka	0.9/3.2/	17/	329
BEAUTIFUL/EASY		116 (2)	116 (2)	9.2	11.7						
NEWS/TALK	58 (3)		58 (3)	4.6	5.6	WGDD-F	102.3	Melbourne/PlmBy	0.6/0.8/	29/	413
NOSTALGIA						WGNE-F	98.1	Titusville	0.4/1.3/	46/	678
RELIGION/GOSPEL	3 (1)	12 (1)	15 (2)	1.2	2.9	WGTO	540	Pine Hills/Orln	0.7/1.8/	16/	288
SPANISH	13 (1)		13 (1)	1.0	1.2	WPCV-F	97.5	Winter Haven/Lk	1.3/3.4/	106/	1207
CLASSICAL											
JAZZ/NEW AGE		48 (1)	48 (1)	3.8	4.2						
UNKNOWN/OTHERS		8 (1)	8 (1)	0.6							
	182 (8)	1079 (16)	1261 (24)								

RADIO STATIONS

WDDBO	580	5 KW (DA-N)	MOR/Full Service	ABC I,	\$ 51.00	(Katz)	New City	Rich Reis
WHOO	990	50 KW/5 KW (DA-N)	See WHOO-F					
WPRD	1440	5 KW/1 KW (DA-N)	Children's Radio	IND UNILT,	\$ 20.00	(MMR)	Metroplex	Barb Peckett
WWNZ	740	5 KW/1 KW (DA-N)	News/Talk	CBS MBS,	\$ 40.00	(Christal)	Guy Gannett	Mark Brewer
WDIZ-F	100.3	100 KW @ 1186	AOR	ABC R,	\$ 90.00	(MMR)	Shamrock-Lynett	Tom Owens
WHTQ-F	96.5	100 KW @ 1598	AOR	SOURCE,	\$ 75.00	(Eastman)	TK	Bill Fowler
WJHM-F	101.9	28 KW @ 1584	Black/Urban		\$ 62.00	(HNWH)	Beasley (DYTNA BCH)	Dave Donahue
WJYO-F	107.7	100 KW @ 1584	Soft AC	UNISUP,	\$ 71.00	(MMR)	Metroplex	Barb Peckett
WLOQ-F	103.1	2.6 KW @ 350	Jazz		\$ 50.00	(Banner)		John Gross
WOCL-F	105.9	100 KW @ 1584	Oldies	APR,	\$ 90.00	(Christal)	American (DELAND)	Garry Eaves
WQMX-F	105.1	100 KW @ 1310	CHR		\$ 86.00	(Banner)	Nationwide	Rick Weinkauff
WSSP-F	104.1	100 KW @ 1598	EZ		\$ 68.00	(Christal)	Guy Gannett	Mark Brewer (COC
BCH)								
WSTF-F	101.1	100 KW @ 1598	AC		\$108.00	(Republic)	(COCOA BEACH)	Don Peterson
WWKA-F	92.3	100 KW @ 1341	Country		\$140.00	(Katz)	New City	Rich Reis
WXXL-F	106.7	100 KW @ 801	CHR		\$ 60.00	(Durpetti)	Taylor (LEESBURG)	Tom Mosher

WWLV-F --- See Daytona Beach

OXNARD-VENTURA

Arbitron Rank/Pop (12+): 117/307,600

MSA Rank/Pop: 74/654,700

ADI # Los Angeles

Average Person Ratings: 16.2

Market TSL: 21.25 hours

Stations: 33/10

Diaries: 830/371:1/54.2%

Sample Target: 720

% Below Line: 41.2

% Not Listed: 12.7

1989 Revenue: \$9,200,000

HH Inc.: \$40,636

Retail \$: 4.2 Bill

Pop per Station: 30,760

#1 Biller: KHAY-F \$1,700,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KCAQ-F (CHR)	50/10.1	---	11.1	---	8.5	---	60/1050	733/23.8	---	24.7	12.0	60	860	KCAQ-F
2. KHAY-F (C)	40/ 8.0	---	7.6	---	5.9	---	48/652	467/15.2	---	16.8	8.2	41	388	KHAY-F
3. KLOS-F (AOR)	29/ 5.8	---	4.1	---	6.5	---	60/916	401/13.0	---	10.4	7.6	38	426	KLOS-F
4. KBBY-F (AC)	28/ 5.6	---	4.9	---	5.4	---	30/435	362/11.8	---	10.2	2.0	10	170	KBBY-F
5. KTRO (SP)	27/ 5.4	---	4.4	---	3.0	---	40/402	294/ 9.6	---	7.4	8.8	44	457	KTRO
6. KOXR (SP)	19/ 3.8	---	4.1	---	7.0	---	20/294	257/ 8.4	---	7.2	1.8	9	283	KOXR
7. KNX (N)	18/ 3.6	---	3.2	---	2.8	---	37/889	386/12.5	---	13.6	2.0	10	239	KNX
8. KVEN (T)	17/ 3.4	---	2.8	---	3.7	---	18/325	292/ 9.5	---	7.8	3.8	19	320	KVEN
9. KBIG-F (AC)	16/ 3.2	---	3.4	---	3.3	---	37/445	216/ 7.0	---	9.6	1.0	5	120	KBIG-F
10. KIIS-F (CHR)	15/ 3.0	---	4.6	---	3.3	---	27/653	319/10.3	---	14.7	3.0	15	247	KIIS-F
KZTR-F (CL AOR)	15/ 3.0	---	2.5	---	4.8	---	20/325	263/ 8.3	---	7.1	3.4	17	278	KZTR-F
12. KQLZ-F (CHR)	13/ 2.6	---	2.8	---	0.7	---	26/502	230/ 7.5	---	9.1	2.8	14	214	KQLZ-F
KKUR-F (AC)	13/ 2.6	---	1.1	---	5.2	---	13/231	231/ 7.5	---	4.2	2.2	11	237	KKUR-F
14. KRUZ-F (EZ)	12/ 2.4	---	4.2	---	3.3	---	53/759	219/ 7.1	---	10.2	4.8	24	287	KRUZ-F

12+ FM SHARE (METRO): 75.12% (326 of 434) (SPG 89: 77.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KCAQ-F	1 KLOS-F<	1 KCAQ-F	1 KCAQ-F	1 KHAY-F	1 KHAY-F>	1 KLOS-F<	1 KCAQ-F	1 KCAQ-F	1 KCAQ-F>>	1 KNX
2	2 KCAQ-F>	2 KLOS-F	2 KBBY-F	2 KBBY-F	2 KNX	2 KHAY-F	2 KHAY-F	2 KHAY-F	2 KHAY-F	2 KHAY-F
3	3 KTRO	3 KHAY-F	3 KHAY-F	3 KCAQ-F	3 KBBY-F	3 KCAQ-F>	3 KBBY-F>	3 KBBY-F	3 KTRO	3 KLOS-F
4	4 KZTR-F	4 KBBY-F	4 KTRO	4 KTRO	4 KOXR	4 KVEN	4 KLOS-F	4 KLOS-F	4 KQLZ-F	4 KZTR-F
5	5 KHAY-F	5 KTRO	5 KLOS-F	5 KLOS-F	5 KVEN	5 KNX	5 KTRO	5 KTRO	5 KTRO	5 KZTR-F
6	6	6	6	6	6	6	6	6	6	6
7	7	7	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 KCAQ-F	1 KCAQ-F>	1 KKUR-F	1 KBBY-F	1 KBBY-F		1 KLOS-F>>	1 KLOS-F>	1 KLOS-F	1 KLOS-F	1 KHAY-F
2 KHAY-F>	2 KKUR-F	2 KCAQ-F	2 KCAQ-F	2 KHAY-F>		2 KCAQ-F	2 KCAQ-F	2 KZTR-F	2 KCAQ-F>	2 KCAQ-F
3 KLOS-F	3 KBBY-F	3 KBBY-F>	3 KHAY-F	3 KTRO		3 KKB-T-F>>	3 KZTR-F>	3 KCAQ-F>	3 KHAY-F	3 KLOS-F>
4 KTRO >	4 KTRO	4 KBBY-F	4 KTRO >	4 KCAQ-F		4 KQLZ-F	4 KTRO	4 KTRO	4 KZTR-F	4 KZTR-F
5	5 KHAY-F	5 KBIG-F	5 KBIG-F	5 KOXR		5 KZTR-F	5 KQLZ-F	5 KHAY-F>	5 KTRO	5 KTRO
6	6	6	6	6		6 KTRO >	6 KKB-T-F	6 KTNQ	6 KBBY-F	6 KBBY-F
7	7	7	7	7		7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		86 (4)	86 (4)	19.8	23.3		KDAR-F 98.3 Oxnard/Ventura	2.2/5.7/ 21/ 329		
AOR/CLASSIC		58 (5)	58 (5)	13.4	12.1		KXBS-F 95.7 Santa Paula/Ven	1.8/6.4/ 9/ 240		
AC/OLDIES/SOFT ROCK		83 (7)	83 (7)	19.1	19.6					
MOR/VARIETY							KABC 790 Los Angeles	0.8/2.2/ 26/ 363		
COUNTRY		40 (1)	40 (1)	9.2	9.9		KDB -F 93.7 Santa Barbara	0.6/2.5/ 27/ 406		
BLACK/URBAN		10 (1)	10 (1)	2.3			KFI 640 Los Angeles	1.0/4.3/ 18/ 366		
BEAUTIFUL/EASY		14 (2)	14 (2)	3.2	5.5		KKBT-F 92.3 Los Angeles	2.0/5.5/ 12/ 223		
NEWS/TALK	44 (4)		44 (4)	10.1	8.5		KGGO-F 105.1 Los Angeles	0.8/2.6/ 10/ 142		
NOSTALGIA	10 (1)		10 (1)	2.3	3.0		KLSX-F 97.1 Los Angeles	0.6/3.3/ 10/ 275		
RELIGION/GOSPEL		11 (1)	11 (1)	2.5	1.8		KLVE-F 107.5 Los Angeles	1.2/3.4/ 9/ 167		
SPANISH	54 (3)	6 (1)	60 (4)	13.8	10.7		KMPC 710 Los Angeles	2.0/4.9/ 36/ 424		
CLASSICAL		7 (2)	7 (2)	1.6	1.0		KODJ-F 93.1 Los Angeles	1.6/7.7/ 27/ 491		
JAZZ/NEW AGE		11 (1)	11 (1)	2.5	2.8		KOST-F 103.5 Los Angeles	0.8/3.5/ 16/ 366		
UNKNOWN/OTHERS					1.6		KPWR-F 105.9 Los Angeles	1.6/6.7/ 18/ 432		
	108 (8)	326 (25)	434 (33)				KROQ-F 106.7 Pasadena	0.4/2.0/ 11/ 220		
							KRTH-F 101.1 Los Angeles	1.0/6.7/ 15/ 542		
							KTNQ 102.0 Los Angeles	1.6/3.7/ 10/ 122		
							KTWV-F 94.7 Los Angeles	2.2/6.6/ 28/ 501		
							KTYD-F 99.9 Snta Barb/Ventr	1.8/6.4/ 31/ 638		
							KXEZ-F 98.7 Los Angeles	0.4/3.9/ 13/ 275		

RADIO STATIONS

KOXR, 910, 5 KW/1 KW (DA-2), HISPANIC	, \$ 20.00 (Lotus)	Lotus	George Bradley
KTRO, 1520, 10 KW/1 KW (DA-2), HISPANIC	, \$ 20.00 (Katz Hisp.)		Harold Frank
KVEN, 1450, 1 KW, TALK	ABC E, TALKNT, \$ 23.00 (Radio Time)		David Loe
KBBY-F, 95.1, 28 KW @ 100, AC	UNISUP, UNIULT, \$ 32.00 (Katz)		Marilyn Woods
KCAQ-F, 104.7, 3 KW @ 1580, CHR	, \$ 34.00 (McGuild)		Herald Frank
KDAR-F, 98.3, 3 KW @ 72, RELIGION	, \$ 11.00 (---)	Salem	Gordon Marcy
KHAY-F, 100.7, 39 KW @ 1210, COUNTRY	, \$ 38.00 (Radio Time)		David Loe
KKUR-F, 105.5, 115 W @ 1240, AC	, \$ 14.00 (---)	Eric/Chandler	Pat Finn
KXBS-F, 96.7, 100 W @ 1500, OLDIES	, \$ 15.00 (Republic)		Ed Krampf
KZTR-F, 95.9, 400 W @ 720, CLASSIC AOR	, \$ 15.00 (Durpetti)		Steve Iker

OTHER RANKED STATIONS: See Los Angeles

Miscellaneous Comments: KMYX-F changes to KKUR-F and format from COUNTRY to AC (Nov)...KXPT-F changes calls to KXBS-F (March)...KOGO, KBBY-F sold to George Duncan for \$6,700,000 (MVP)...KXPT-F sold for \$2,000,000 (MVP)

PENSACOLA

Arbitron Rank/Pop (12+): 122/296,500
 MSA Rank/Pop: 135/356,400
 ADI # 55 (w/Mobile)
 Average Person Ratings: 16.2
 Market TSL: 21.50 hours

Stations: 16/10
 Diaries: 770/385:1/52.5%
 Sample Target: 690
 % Below Line: 37.6
 % Not Listed: 13.4

1989 Revenue: \$7,900,000
 HH Inc.: \$25,887
 Retail S: 2.1 Bil
 Pop per Station: 29,650
 #1 Biller: WOWW-F \$1,800,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WBLX-F (B)	59/12.3	9.9	7.7	12.7	11.2	----	100/931	533/18.0	14.3	13.9	24.6	132	807	WBLX-F
2. WOWW-F (C)	56/11.7	9.7	10.7	10.2	12.7	----	74/845	610/20.6	18.7	16.6	8.8	47	685	WOWW-F
3. WXBM-F (C)	38/ 7.9	9.3	9.7	6.5	5.4	----	62/768	485/16.4	17.0	14.9	6.9	37	547	WXBM-F
4. WAVH-F (O)	36/ 7.5	5.2	6.3	6.5	4.7	----	48/723	548/18.5	14.6	14.4	4.8	26	685	WAVH-F
5. WJLQ-F (CHR)	34/ 7.1	5.4	5.8	6.5	5.8	----	46/876	570/19.2	15.7	16.6	6.3	34	554	WJLQ-F
6. WMEZ-F (EZ)	31/ 6.5	10.1	7.1	7.4	8.7	----	56/745	460/15.5	18.4	14.9	4.8	26	299	WMEZ-F
7. WCOA (MOR)	30/ 6.3	6.0	6.5	6.3	8.3	----	31/387	375/12.6	15.0	12.8	4.8	26	460	WCOA
8. WWSF-F (CHR)	26/ 5.4	4.1	2.4	-----	-----	----	64/794	368/12.4	12.4	7.8	3.7	20	458	WWSF-F
9. WTKX-F (AOR)	25/ 5.2	6.2	8.1	9.0	8.7	----	37/642	423/14.3	18.2	18.9	6.5	35	666	WTKX-F
10. WABB-F (CHR)	24/ 5.0	5.6	7.1	8.4	7.8	----	44/802	470/15.9	20.0	20.6	8.0	43	761	WABB-F

12+ FM SHARE (METRO): 90.12% (374 of 415) (SPG 89: 82.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLX-F>>	1 WBLX-F<	1 WBLX-F	1 WOWW-F	1 WOWW-F	1 WOWW-F	1 WOWW-F	1 WOWW-F>	1 WBLX-F	1 WBLX-F>>	1 WBLX-F>
2 WWSF-F	2 WOWW-F	2 WOWW-F>	2 WAVH-F	2 WAVH-F	2 WCOA <	2 WBLX-F	2 WAVH-F	2 WOWW-F	2 WNSF-F	2 WTKX-F>
WABB-F>	WJLQ-F	3 WJLQ-F	3 WBLX-F	3 WBLX-F	3 WAVH-F	3 WCOA	3 WXBM-F	3 WAVH-F<	3 WCOA	3 WKRG-F
4 WJLQ-F	4 WWSF-F	4 WXBM-F	4 WXBM-F	4 WXBM-F>	4 WMEZ-F	4 WXBM-F	4 WMEZ-F	4 WXBM-F>	4 WJLQ-F	4 WXBM-F
5	5 WTKX-F	WTKX-F	5 WJLQ-F	5 WJLQ-F<	5 WBLX-F	5 WAVH-F	5 WJLQ-F	5 WWSF-F<	5 WTKX-F	5
6	6 WXBM-F	6	6	6 WTKX-F	6	6	6 WJLQ-F	6 WABB-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 WBLX-F>	1 WBLX-F	1 WABB-F	1 WBLX-F	1 WBLX-F	1 WBLX-F>	1 WOWW-F	1 WOWW-F>	1 WOWW-F	1 WOWW-F>
2 WKRG-F	2 WABB-F	2 WOWW-F	2 WAVH-F	2 WAVH-F	2 WJLQ-F	2 WWSF-F	2 WWSF-F	2 WBLX-F	2 WAVH-F
3 WJLQ-F>	3 WJLQ-F	WJLQ-F	3 WOWW-F	3 WOWW-F	3 WCCX-F	WJLQ-F	WXBM-F>	3 WAVH-F	3 WXBM-F>
4 WWSF-F	4 WKRG-F	4 WBLX-F	4 WABB-F	4 WXBM-F	4 WTKX-F>	4 WCCX-F	4 WCCX-F	4 WTKX-F	4 WBLX-F
WABB-F>	WOWW-F	5	5 WJLQ-F	5 WABB-F	5 WWSF-F>	WBLX-F	WTKX-F	WJLQ-F	5 WTKX-F
6	6	6	6	6 WJLQ-F	6	7	7	6 WXBM-F	WMEZ-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		84 (3)	84 (3)	20.2	17.3	WHYM 610 Pensacola	1.5/4.0/ 7/ 120		
AOR/CLASSIC		43 (2)	43 (2)	10.4	14.4	WPFA 790 Pensacola	0.4/1.3/ 2/ 40		
AC/OLDIES/SOFT ROCK		53 (2)	53 (2)	12.8	11.5				
MOR/VARIETY	30 (1)		30 (1)	7.2	7.4	WGXX-F 104.1 Atmore	3.8/10.9/ 35/ 580		
COUNTRY		94 (2)	94 (2)	22.7	23.2	WKRG-F 99.9 Mobile	3.5/11.1/ 26/ 539		
BLACK/URBAN		59 (1)	59 (1)	14.2	14.9				
BEAUTIFUL/EASY		31 (1)	31 (1)	7.5	8.1				
NEWS/TALK									
NOSTALGIA	2 (1)	10 (1)	12 (2)	2.9					
RELIGION/GOSPEL	9 (2)		9 (2)	2.2	3.2				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	41 (4)	374 (12)	415 (16)						

RADIO STATIONS

WCOA , 1370, 5 KW (DA-2)	MOR/Full Service	SUN MBS, \$20.00 (Mc-Guild)	First City	Jim Colley
WHYM , 610, 500 W (DAYS)	Religion	UPI, \$ 8.00 (--)	Swaggert	Johnny Mills
WJLQ-F, 100.7, 100 KW @ 1555	CHR	ABC C, \$28.00 (Mc-Guild)	First City	Jim Colley
WMEZ-F, 94.1, 100 KW @ 1328	EZ	ABC D, \$30.00 (Torbet)		Gene Pfalzer
WOWW-F, 107.3, 100 KW @ 1428	Country	UNIULT, \$40.00 (Katz)	Sun Group	Bennett Smith
WTKX-F, 101.5, 100 KW @ 493	AOR	CBS, \$29.00 (Durpetti)	Holt	Gordon Holt
WXBM-F, 102.7, 100 KW @ 1328	Country	MBS, \$23.00 (Torbet)	(MILTON)	Lou Mahacek

Other ranked stations -- See Mobile

PEORIA

Arbitron Rank/Pop (12+): 128/282,500

Stations: 15/11
 Diaries: 719/393:1/60.0%
 Sample Target: 700
 % Below Line: 5.3
 % Not Listed: 11.5

1989 Revenue: \$7,900,000
 HH Inc.: \$32,879
 Retail \$: 2.4 Bil
 Pop per Station: 25,681
 #1 Biller: WWCT-F \$1,500,000

MSA Rank/Pop: 144/331,300
 ADI # 111 (w/Bloomington)
 Average Person Ratings: 16.0
 Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WKZW-F (CHR)	75/16.6	16.0	14.9	16.1	19.9	----	113/1562	988/35.0	34.6	33.7	19.6	92	1067	WKZW-F
2. WSWT-F (EZ)	58/12.9	14.7	13.8	16.9	15.4	----	91/1038	624/22.1	21.8	25.7	9.2	43	551	WSWT-F
3. WWCT-F (AOR)	57/12.6	13.5	15.8	16.3	12.5	----	83/882	593/21.0	26.0	25.6	16.2	76	709	WWCT-F
4. WGLO-F (AC)	48/10.6	6.2	4.0	4.0	2.6	----	60/886	636/22.5	19.3	12.0	7.7	36	549	WGLO-F
5. WMBD (MOR)	40/ 8.9	9.6	10.4	8.8	7.8	----	42/624	561/19.9	20.7	23.0	6.2	29	607	WMBD
6. WXCL-F (C)	34/ 7.5	5.3	4.2	3.8	3.8	----	41/503	433/15.3	14.8	13.1	9.4	44	615	WXCL-F
7. WIRL (AC)	23/ 5.1	4.5	4.9	4.6	7.8	----	27/499	387/13.7	15.4	15.7	5.5	26	441	WIRL
8. WXCL (C)	16/ 3.5	5.8	7.3	6.3	7.6	----	18/329	295/10.4	14.5	12.9	5.3	25	334	WXCL
9. WTAZ-F (T)	9/ 2.0	2.4	4.0	2.9	3.1	----	10/285	267/ 9.0	7.4	11.2	3.6	17	257	WTAZ-F
WBZM-F (O)	9/ 2.0	2.8	3.6	1.7	3.3	----	9/262	236/ 8.4	9.9	7.3	1.7	8	112	WBZM-F

12+ FM SHARE (METRO): 74.44% (297 of 399) (SPG 89: 69.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKZW-F	1 WWCT-F	1 WWCT-F	1 WGLO-F<	1 WGLO-F<	1 WSWT-F	1 WKZW-F	1 WKZW-F<	1 WKZW-F>	1 WKZW-F	1 WWCT-F>
2	2 WKZW-F>	2 WKZW-F	2 WWCT-F<	2 WWCT-F	2 WMBD >	2 WMBD	2 WGLO-F<	2 WSWT-F	2 WSWT-F	2 WMBD
3	3 WGLO-F>	3 WGLO-F>	3 WKZW-F	3 WKZW-F	3 WGLO-F	3 WWCT-F	3 WSWT-F	3 WWCT-F	3 WWCT-F>	3 WXCL >
4	4 WSWT-F>	4 WSWT-F>	4 WSWT-F>	4 WSWT-F>	4 WXCL-F>	4 WSWT-F	4 WWCT-F>	4 WGLO-F>	4 WMBD >	4 WSWT-F
5	5 WXCL-F	5 WXCL-F	5 WXCL-F	5 WXCL-F	5 WKZW-F	5 WGLO-F	5 WXCL-F	5 WXCL-F	5 WGLO-F	5 WKZW-F
6	6	6	6 WIRL	6 WIRL	WIRL	6	6	6 WMBD	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 WKZW-F>>	1 WKZW-F>>	1 WKZW-F>	1 WKZW-F	1 WGLO-F	1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>	1 WWCT-F>>	1 WWCT-F>
2 WGLO-F>	2 WGLO-F	2 WWCT-F	2 WGLO-F>	2 WKZW-F<	2 WKZW-F>>	2 WKZW-F>	2 WKZW-F	2 WKZW-F>	2 WKZW-F
3 WWCT-F>	3 WWCT-F	3 WSWT-F	3 WSWT-F	3 WSWT-F>	3 WXCL-F>>	3 WGLO-F	3 WGLO-F>	3 WGLO-F	3 WGLO-F>
4 WSWT-F	4 WSWT-F	4 WGLO-F>>	4 WWCT-F	4 WWCT-F>	4 WLS	4 WXCL-F	4 WIRL	4 WXCL-F	4 WXCL-F
WMBD	5	5 WXCL-F>	5	5 WXCL-F	WBNQ-F	5 WSWT-F	5 WXCL-F	5 WSWT-F	5 WSWT-F
WBZM-F>>	6	6 WIRL >>	6	6	WSWT-F	WIRL	WSWT-F>	WIRL	WIRL

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS	METRO CUME TSA	TSA
						SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP		82 (2)	82 (2)	20.6	17.4	WPEO 1020 Peoria	1.3/4.3/ 7/ 152	
AOR/CLASSIC		57 (1)	57 (1)	14.3	17.7			
AC/OLDIES/SOFT ROCK	29 (2)	57 (2)	86 (4)	21.6	19.4	WBNQ-F 101.5 Bloomington/Nrm	1.6/5.8/ 43/ 685	
MOR/VARIETY	44 (2)		44 (2)	11.0	12.7	WGN 720 Chicago	1.6/7.0/ 21/ 470	
COUNTRY	16 (1)	34 (1)	50 (2)	12.5	9.2	WJBC 1230 Bloomington	0.9/2.3/ 53/ 577	
BLACK/URBAN						WLS 890 Chicago	1.3/3.3/ 11/ 192	
BEAUTIFUL/EASY		58 (1)	58 (1)	14.5	15.4			
NEWS/TALK	7 (1)	9 (1)	16 (2)	4.0	7.5			
NOSTALGIA								
RELIGION/GOSPEL	6 (1)		6 (1)	1.5	0.7			
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS								
	102 (7)	297 (8)	399 (15)					

RADIO STATIONS

WIRL, 1290, 5 KW (DA-2)	, AC	MBS, ABC I, \$ 25.00 (Christal)	Comm. Service	Jim Glassman
WMBD, 1470, 5 KW (DA-2)	, MOR/FULL SERVICE	CBS, \$ 34.00 (Katz)	Midwest TV	Lindsey Wood Davis
WPEO, 1020, 1 KW (DAYS)	, RELIGION	\$ 10.00 (---)		Bob Ulrich
WXCL, 1350, 1 KW (DA-2)	, COUNTRY	ABC D, \$ N/A (Banner)	Kelly	Bill Early
WBZM-F, 94.3, 3 KW @ 300,	OLDIES	SMN, \$ 14.00 (K & P)	(CHILLICOTHE)	W. Bro
WGLO-F, 95.5, 25 KW @ 640,	AZ	NBC, \$ 20.00 (Durpettl)	(PEKIN)	Jim MacFarlane
WKZW-F, 93.3, 40 KW @ 548,	CHR	\$ 40.00 (Katz)	Midwest TV	Lindsey Wood Davis
WSWT-F, 106.9, 50 KW @ 480,	EZ	ABC E, \$ 27.00 (Christal)	Comm. Service	Jim Glassman
WTAZ-F, 102.3, 3 KW @ 300,	TALK	ABC T, TALKNT, \$ 12.00 (---)	(MORTON)	Lynette Demanes
WWCT-F, 105.7, 36 KW @ 570,	AOR	SOURCE, \$ 37.00 (HNWH)		Bruce Foster
WXCL-F, 104.9, 3 KW @ 326,	COUNTRY	UNIPWR, \$ 30.00 (Banner)	Kelly	Bill Early

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,133,600

MSA Rank/Pop: 4/4,929,800

ADI # 4

Average Person Ratings: 19.5

Market TSL: 25.25 hours

Stations: 30/25

Diaries: 2428/1702:1/51.7%

Sample Target: 2470

% Below Line: 1.9

% Not Listed: 9.3

1989 Revenue: \$131,200,000

HH Inc.: \$31,782

Retail \$: 38.8 Bill

Pop per Station: 165,344

#1 Biller: WMMR-F \$16,000,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WMMR-F (AOR)	657/ 8.2	6.9	7.5	8.1	6.9	7.7	856/11554	8512/20.6	19.1	19.2	9.1	727	8671	WMMR-F
2. WUSL-F (B)	546/ 6.8	6.7	5.8	5.7	6.9	6.3	678/6728	5295/12.8	12.7	14.3	9.0	725	6539	WUSL-F
3. WYSP-F (CL AOR)	516/ 6.4	6.2	5.3	5.5	4.5	5.8	651/9803	7234/17.5	16.1	15.3	5.5	439	6205	WYSP-F
4. WEAZ-F (EZ)	493/ 6.1	6.3	5.6	6.3	6.6	6.1	579/7762	6330/15.3	15.7	17.0	4.9	390	5260	WEAZ-F
5. KYW (N)	463/ 5.8	7.4	6.6	7.0	7.1	6.7	508/12207	10783/26.1	29.6	27.0	7.2	580	9980	KYW
6. WPEN (BB)	418/ 5.2	6.0	5.2	6.8	5.8	5.8	475/4773	4225/10.2	10.0	10.6	4.2	335	2728	WPEN
7. WIOQ-F (CHR)	411/ 5.1	5.9	5.3	4.8	4.8	5.3	510/8936	7257/17.6	17.2	15.9	7.6	611	7943	WIOQ-F
8. WEGX-F (CHR)	396/ 4.9	5.4	5.5	4.3	6.1	5.0	484/9380	7512/18.2	18.6	20.6	5.9	476	8714	WEGX-F
9. WXTU-F (C)	386/ 4.8	3.3	4.8	4.6	4.0	4.4	549/6482	4361/10.6	10.3	10.6	4.0	320	3340	WXTU-F
10. WOGL-F (O)	370/ 4.6	3.9	4.1	4.5	3.2	4.3	477/7302	5501/13.3	12.4	10.7	3.4	269	4340	WOGL-F
11. WDAS-F (B)	346/ 4.3	3.8	3.6	3.6	3.8	3.8	378/4718	4156/10.1	8.9	9.3	4.4	356	4133	WDAS-F
12. WKSZ-F (SAC)	320/ 4.0	4.5	4.5	4.3	4.6	4.3	393/5956	4813/11.6	12.4	12.0	2.8	224	2895	WKSZ-F
13. WMGK-F (AC)	316/ 3.9	4.5	3.2	3.8	4.6	3.8	350/6107	5177/12.5	11.0	14.0	3.2	257	3672	WMGK-F
14. WCAU (T)	299/ 3.7	3.1	3.6	3.8	3.4	3.5	343/5850	4991/12.1	11.8	12.8	3.9	311	4667	WCAU
15. WFLN-F (CL)	252/ 3.1	2.5	2.6	2.0	2.3	2.5	310/4152	3188/ 7.7	7.4	7.4	2.5	199	2415	WFLN-F
16. WWDB-F (T)	246/ 3.1	3.9	3.2	3.7	4.4	3.5	307/4208	3348/ 8.1	7.5	9.8	4.2	340	3132	WWDB-F
17. WSNi-F (AC)	231/ 2.9	3.2	3.1	3.8	2.9	3.3	263/5252	4435/10.7	10.9	10.8	2.3	183	3110	WSNi-F
18. WIP (T)	183/ 2.3	1.8	2.6	1.9	1.8	2.1	207/3548	3058/ 7.4	10.5	8.3	2.0	157	3263	WIP
19. WDAS (R/G)	81/ 1.0	1.0	1.6	1.1	1.0	1.2	83/1498	1454/ 3.5	3.8	3.6	0.5	42	824	WDAS
20.														

12+ FM SHARE (METRO): 77.22% (5635 of 7297) (SPG 89: 76.59%)

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

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS			METRO CUME TSA TSA
									SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		866 (4)	866 (4)	11.9	13.6	WCOJ	1420	Coatesville	0.3/0.8/ 28/ 337
AOR/CLASSIC		1173 (2)	1173 (2)	16.1	12.8	WEAZ	560	Philadelphia	0.3/1.5/ 32/ 831
AC/OLDIES/SOFT ROCK	43 (1)	1262 (5)	1305 (6)	17.9	18.6	WHAT	1340	Philadelphia	0.6/2.7/ 51/1118
MOR/VARIETY	27 (1)		27 (1)	0.4		WNAP	1110	Norristown	0.6/1.2/ 48/ 486
COUNTRY		413 (2)	413 (2)	5.7	4.5	WPGR	1540	Philadelphia	0.5/0.9/ 48/ 386
BLACK/URBAN		892 (2)	892 (2)	12.2	13.1	WZZD	990	Philadelphia	0.3/1.3/ 27/ 586
BEAUTIFUL/EASY	24 (1)	531 (2)	555 (3)	7.6	8.4				
NEWS/TALK	945 (3)	246 (1)	1191 (4)	16.3	18.7	WFMZ-F	100.7	Allentown	0.5/1.3/216/2266
NOSTALGIA	418 (1)		418 (1)	5.7	6.5	WJBR-F	99.5	Wilmington	0.3/1.7/118/1829
RELIGION/GOSPEL	154 (3)		154 (3)	2.1	1.3	WKXW-F	101.5	Trenton	0.3/1.5/103/1767
SPANISH						WPST-F	97.5	Trenton/Phily	0.4/2.7/ 76/1911
CLASSICAL		252 (1)	252 (1)	3.5	2.6	WSTW-F	93.7	Wilmington	0.3/2.0/130/2277
JAZZ/NEW AGE									
UNKNOWN/OTHERS	51 (1)		51 (1)	0.7					
	1662 (11)	5635 (19)	7297 (30)						

RADIO STATIONS

AM STATIONS

KYW, 1060, 50 KW (DA-1)	, NEWS	NBC APR, \$ 260.00 (Group W)	Westinghouse	Roy Shapiro
WCAU, 1210, 50 KW	, TALK	CBS, \$ 105.00 (CBS)	CBS	Chris Witting
WDAS, 1480, 5 KW/1 KW (DA-2)	, GOSPEL	NBN, \$ 45.00 (Banner)	Unity	Kernie Anderson
WHAT, 1340, 1 KW	, BLACK	SBN, \$ 42.00 (---)		Cody Anderson
WIP, 610, 5 KW (DA-1)	, SPORTS/TALK	ABC E MBS, \$ 59.00 (Katz)		Jack Williams
WPEN, 950, 5 KW (DA-N)	, NOSTALGIA	UNIULT, \$ 140.00 (MMR)	Greater Media	Dean Tyler
WPGR, 1540, 50 KW (DAYS, DA)	, OLDIES	UNISUP UNIULT, \$ 30.00 (Durpetti)	Pyramid	Jeff Specter
WTEL, 860, 10 KW/500 W (DA-2)	, HISPANIC	, \$ 22.00 (Katz Hisp.)	Beasley	Raul Delgado
WZZD, 990, 50 KW/10 KW (DA-2)	, RELIGION	, \$ 30.00 (---)		Jennifer Lear

FM STATIONS

WDAS, 105.3, 3 KW @ 870	, BLACK	, \$ 80.00 (Banner)	Unity	Kernie Anderson
WEAZ, 101.1, 14 KW @ 940	, EZ/SOFT AC	UNISUP, \$ 184.00 (McGuild)		Jerry Lee
WEGX, 106.1, 22 KW @ 740	, CHR	ABC C, \$ 140.00 (Eastman)	Malrite LP	Dave Noll
WFLN, 95.7, 50 KW @ 500	, CLASSICAL	, \$ 96.00 (CMBS)	Marlin	Dick Tedesso
WIOQ, 102.1, 27 KW @ 671	, CHR/URBAN	, \$ 120.00 (HNWH)	EZ	Gil Rozzo
WKSZ, 100.3, 35 KW @ 600	, SOFT AC	, \$ 170.00 (Katz)		Dan Lerner
WMGK, 102.9, 9 KW @ 1180	, AC	, \$ 175.00 (MMR)	Greater Media	Dean Tyler
WMMR, 93.3, 29 KW @ 669	, AOR	SOURCE UNIPWR, \$ 300.00 (Group W)	Westinghouse	Steve Carver
WUOL, 98.1, 12 KW @ 1000	, OLDIES	CBS, \$ 120.00 (CBS)	CBS	Bruce Holberg
WSNI, 104.5, 16 KW @ 873	, AC	, \$ 152.00 (Durpetti)	Pyramid	Jeff Specter
WUSL, 98.9, 18 KW @ 830	, BLACK	ABC FM, \$ 190.00 (McGuild)	Tak	Charles Schwartz
WWDB, 96.5, 17 KW @ 865	, TALK	ABC I, \$ 90.00 (Republic)	Panache	Ken Nanus
WXTU, 92.5, 15 KW @ 900	, COUNTRY	MBS UNIULT, \$ 110.00 (Republic)	Beasley	Ken Stevens
WYSP, 94.1, 16 KW @ 900	, CLASSIC AOR	ABC R, \$ 185.00 (Torbet)	Infinity	

WAAF — SEE WORCESTER

PHOENIX

Arbitron Rank/Pop (12+): 23/1,743,300
 MSA Rank/Pop: 20/2,085,600
 ADI # 20
 Average Person Ratings: 17.0
 Market TSL: 22.50 hours

Stations: 30/30
 Diaries: 1735/1005:1/54.0%
 Sample Target: 1610
 % Below Line: 0.0
 % Not Listed: 6.6

1989 Revenue: \$72,600,000
 HH Inc.: \$29,530
 Retail \$: 15.5 Bil
 Pop per Station: 58,110
 #1 Biller: KNIX-AF \$12,300,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KNIX-F (C)	270/ 9.1	11.4	10.6	10.6	10.8	10.4	332/4259	3565/20.4	22.8	22.0	9.9	321	2542	KNIX-F
2. KTAR (N/T)	255/ 8.6	8.3	7.9	8.3	7.9	8.3	261/3716	3569/20.5	19.1	18.7	7.0	227	3012	KTAR
3. KUPD-F (AOR)	198/ 6.7	7.4	6.2	7.2	7.7	6.9	260/3050	2511/14.4	14.2	15.9	8.0	259	2980	KUPD-F
4. KMEO-F (EZ)	160/ 5.4	6.2	6.7	7.2	6.4	6.4	160/2245	2133/12.2	13.8	14.7	3.5	114	1552	KMEO-F
5. KKLT-F (AC)	151/ 5.1	6.4	5.8	6.9	5.5	6.1	163/2505	2350/13.5	13.9	14.3	5.9	190	2549	KKLT-F
6. KOY -F (CHR)	138/ 4.7	6.3	3.1	4.8	4.4	4.7	156/3183	2902/16.6	13.6	15.8	7.4	241	3998	KOY -F
7. KMLE-F (C)	137/ 4.6	4.5	3.7	3.7	3.3	4.1	155/1946	1668/ 9.6	7.5	7.0	5.6	181	1725	KMLE-F
8. KDKB-F (AOR)	132/ 4.5	4.4	3.5	3.5	3.4	4.0	145/2437	1954/11.2	10.1	12.0	4.0	129	2147	KDKB-F
9. KMXX-F (AC)	129/ 4.4	2.2	1.6	2.3	2.7	2.6	134/1811	1696/ 9.7	6.4	7.8	1.9	63	1293	KMXX-F
10. KOOL-F (O)	126/ 4.3	4.0	4.5	3.3	3.0	4.0	144/2551	2265/13.0	11.2	10.3	3.0	96	1456	KOOL-F
11. KKFR-F (CHR)	125/ 4.2	5.6	5.7	3.9	2.6	4.8	130/2406	2275/13.0	13.8	11.1	7.2	235	3359	KKFR-F
12. KESZ-F (AC)	123/ 4.2	3.2	2.6	2.7	3.0	3.2	146/1746	1621/ 9.3	9.0	8.1	3.2	104	1353	KESZ-F
13. KSLX-F (CL AOR)	103/ 3.5	4.0	3.3	4.3	4.5	3.8	123/2207	1925/11.0	10.0	11.4	5.0	161	1656	KSLX-F
14. KZZP-F (CHR)	92/ 3.1	2.9	6.4	7.0	9.0	4.8	95/2651	2545/14.6	19.6	22.9	3.3	106	3091	KZZP-F
KOY (BB)	92/ 3.1	3.2	3.3	2.2	3.0	3.0	99/1440	1346/ 7.7	7.1	8.1	2.6	84	774	KOY
16. KFYI (T)	87/ 2.9	2.1	3.7	3.6	3.3	3.1	94/1339	1273/ 7.3	8.3	7.1	2.4	78	664	KFYI
17. KOOL (O)	61/ 2.1	1.4	1.4	2.2	2.2	1.8	62/954	919/ 5.3	3.5	5.7	1.4	46	595	KOOL
18. KUKQ (AOR)	50/1.7	1.2	1.1	1.0	1.1	1.3	52/708	697/ 4.0	2.8	1.9	1.9	62	603	KUKQ
19. KONC-F (CL)	46/ 1.6	1.3	1.2	1.4	1.2	1.4	47/729	714/ 4.1	3.6	2.6	1.2	40	585	KONC-F
20. KLFF (BB)	44/ 1.5	1.8	2.8	1.8	2.1	2.0	46/750	718/ 4.1	4.6	4.3	2.2	71	765	KLFF

12+ FM SHARE (METRO): 71.45% (1977 of 2767) (SPG 89: 73.19%)

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

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS	METRO CUME TSA	TSA
							SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP		355 (3)	355 (3)	12.8	16.1	KCWW 1580 Tempe/Phoenix	1.2/2.7/ 38/ 501	
AOR/CLASSIC	50 (1)	433 (3)	483 (4)	17.5	16.8	KGRX-F 100.3 Globe	0.7/3.1/ 21/ 592	
AC/OLDIES/SOFT ROCK	61 (1)	529 (4)	590 (5)	21.3	17.5	KMEO 740 Phoenix	0.7/2.9/ 22/ 525	
MOR/VARIETY						KPHX 1480 Phoenix	1.2/2.4/ 36/ 413	
COUNTRY	37 (1)	418 (3)	455 (4)	16.4	16.8	KRDS 1190 Tolleson/Phnx	0.5/1.3/ 14/ 219	
BLACK/URBAN						KSUN 1400 Phoenix	1.0/2.1/ 31/ 387	
BEAUTIFUL/EASY	22 (1)	160 (1)	182 (2)	6.6	7.2	KTIM-F 105.3 Wickenburg	0.4/1.2/ 30/ 420	
NEWS/TALK	342 (2)		342 (2)	12.4	12.1	KVVA 860 Phoenix	1.4/3.1/ 44/ 553	
NOSTALGIA	155 (3)		155 (3)	5.6	5.4	KVVA-F 107.1 Apache Jcnctn	0.5/1.6/ 18/ 293	
RELIGION/GOSPEL	14 (1)		14 (1)	0.5	0.5	KXAM 1310 Mesa/Phoenix	0.6/1.8/ 20/ 329	
SPANISH	109 (3)	16 (1)	125 (4)	4.5	3.5			
CLASSICAL		46 (1)	46 (1)	1.7	1.2			
JAZZ/NEW AGE		20 (1)	20 (1)	0.7	1.1			
UNKNOWN/OTHERS					1.7			
	790 (13)	1977 (17)	2767 (30)					

RADIO STATIONS

AM STATIONS

KFYI , 910, 5 KW (DA-N) , News/Talk	CBS, \$ 49.00 (Republic)	Broadcast Group	Fred Weber
KLFF , 1360, 5 KW/1 KW (DA-N), Nostalgia	NBC, \$ 31.00 (---)		Jim Hastings
KOOL , 960, 5 KW (DA-N) , Oldies	SMN, \$ NA (HNWH)	Adams	Jim Seemiller
KOY , 550, 5 KW/1 KW , Nostalgia	UNISUP UNIULT, \$ 40.00 (Christal)	Edens	Nancy Reynolds
KPHX , 1480, 1 KW/500W (DA-2), Hispanic	CRC, \$ 26.00 (Caballero)		Freddy Morales
KSUN , 1400, 1 KW , Hispanic	, \$ 25.00 (Cabellero)		Gloria Cavazos
KTAR , 620, 5 KW (DA-N) , News/Talk	ABC I, \$175.00 (CBS)	Pulitzer	Jim Taszarek
KUKQ , 1060, 5 KW/500 W (DA-N), AOR	, \$ 27.00 (Banner)		Lloyd Melton
KVVA , 860, 1 KW (DA-N) , Hispanic	, \$ 25.00 (Lotus)		Pat Nugent
KXEG , 1010, 1 KW/250 W , Religion	, \$ 10.00 (---)	Mid-America Gospel	Jim Spurgin

FM STATIONS

KDKB , 93.3, 100 KW @ 1540 , AOR	, \$ 65.00 (Torbet)	Sandusky	Chuck Artigue
KESZ , 99.9, 100 KW @ 1674 , AC	, \$ 68.00 (Eastman)		Jerry Ryan
KGRX , 100.3, 90 KW @ 2047 , Jazz/NAC	ABC C UNIPWR, \$ 35.00 (Roslin)	(GLOBE)	Doug Tangeman
KKFR , 92.3, 100 KW @ 1647 , CHR	, \$ 70.00 (Republic)	Broadcast Group	Fred Weber
KKLT , 98.7, 100 KW @ 1788 , AC	, \$108.00 (CBS)	Pulitzer	Jim Taszarek
KMEO , 96.9, 100 KW @ 1560 , EZ	, \$ 97.00 (Group W)	Westinghouse	Rick Green
KMLE , 107.9, 100 KW @ 1736 , Country	, \$ 68.00 (Republic)	Shamrock	J.D. Freeman
KMXX , 101.5, 100 KW @ 1740 , AC	UNISUP, \$ 70.00 (Banner)	EZ	Gary Brobst
KNIX , 102.5, 100 KW @ 1620 , Country	, \$215.00 (Katz)	Buck Owens	Michael Owens
KONC , 106.3, 2.5 KW @ 324 , Classical	NBC, \$ 37.00 (CMBS)	(SUN CITY)	Jim Hastings
KOOL , 94.5, 100 KW @ 1655 , Oldies	, \$111.00 (HNWH)	Adams	Jim Seemiller
KOY , 95.5, 100 KW @ 1570 , CHR	, \$ 88.00 (Christal)	Edens	Nancy Reynolds
KSLX , 100.7, 100 KW @ 1840 , Classic AOR	, \$ 80.00 (MMR)	Cook Inlet	Reid Reiker
KVVA , 107.1, 2.5 KW @ 320 , Hispanic	, \$ 30.00 (Lotus)	(APACHE JUNCTION)	Pat Nugent
KZZP , 104.7, 100 KW @ 1550 , CHR	, \$120.00 (Mc-Guild)	Nationwide	Dale Weber
KUPD , 97.9, 100 KW @ 1620 , AOR	, \$ 90.00 (Banner)		Lloyd Melton

CALL LETTER CHANGES

KZZP changes to KXAM (March)
 KAMJ-F changes to KMXX-F (May)
 KNIX-AM changes to KCWW (Jan)

FORMAT CHANGES

KXAM changes from CHR to Nostalgia (Mar)

STATION SALES

KGRX-F sold by First City for \$2,000,000
 KESZ-F sold by Durry for \$10,400,000

PITTSBURGH

Arbitron Rank/Pop (12+): 19/1,954,700
 MSA Rank/Pop: 19/2,086,800
 ADI # 17
 Average Person Ratings: 18.2
 Market TSL: 23.75 hours

Stations: 27/26
 Diaries: 1773/1102:1/58.3%
 Sample Target: 1760
 % Below Line: 0.6
 % Not Listed: 9.3

1989 Revenue: \$50,700,000
 HH Inc.: \$26,898
 Retail \$: 14.2 Bill
 Pop per Station: 75,180
 #1 Biller: KDKA \$8,700,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KDKA (MOR)	469/13.2	13.6	12.3	13.6	14.1	13.2	531/7897	6487/33.2	29.9	33.7	11.7	389	4821	KDKA
2. WDVE-F (AOR)	348/ 9.8	9.3	7.8	9.3	7.1	9.1	479/5423	3781/19.3	17.7	17.2	12.6	417	3998	WDVE-F
3. WBZZ-F (CHR)	299/ 8.4	9.5	8.7	9.3	9.9	9.0	386/6152	4714/24.1	25.2	26.1	12.6	417	5417	WBZZ-F
4. WWSW-F (O)	248/ 7.0	6.4	6.1	6.6	7.3	6.5	321/4483	3421/17.5	16.8	17.4	4.6	154	2482	WWSW-F
5. WAMO-F (B)	238/ 6.7	5.7	5.4	6.1	5.5	6.0	264/2848	2496/12.8	10.9	11.3	10.0	331	3184	WAMO-F
6. WDSY-F (C)	206/ 5.8	4.5	3.8	3.6	4.2	4.4	247/3120	2313/11.8	8.7	8.9	4.5	150	1912	WDSY-F
7. WTAE (N/T)	201/ 5.7	5.3	6.8	2.9	3.9	5.2	206/2611	2516/12.9	17.1	12.1	4.5	148	2241	WTAE
8. WSHH-F (EZ)	197/ 5.5	7.1	9.6	7.6	9.4	7.4	238/3415	2783/14.2	17.0	18.4	4.8	160	1739	WSHH-F
9. WMYG-F (CL AOR)	150/ 4.2	3.4	4.2	5.3	4.4	4.3	178/2982	2524/12.9	10.7	11.3	5.5	182	2396	WMYG-F
10. WJAS (BB)	138/ 3.9	3.4	3.4	4.4	3.1	3.8	140/1651	1616/ 8.3	7.8	7.2	2.4	80	1434	WJAS
11. WLTJ-F (SAC)	136/ 3.8	4.5	4.4	3.8	4.7	4.1	157/2430	2052/10.5	9.5	11.4	2.1	69	1404	WLTJ-F
12. WHTX-F (AC)	131/ 3.7	4.5	3.7	3.9	2.6	4.0	141/2205	1975/10.1	13.4	10.4	2.9	95	1458	WHTX-F
13. WEZE-F (EZ)	102/ 2.9	2.7	2.4	2.4	1.7	2.6	126/1647	1335/ 6.8	8.9	8.8	1.9	62	922	WEZE-F
14. KQV (N/T)	66/ 1.9	1.6	2.1	2.0	2.6	1.9	67/1476	1426/ 7.3	7.6	9.3	1.2	40	966	KQV
15. WMPX-F (CHR)	56/ 1.6	1.4	1.4	1.9	2.1	1.6	75/1798	1465/ 7.5	7.0	7.4	1.3	42	1177	WMPX-F

12+ FM SHARE (METRO): 69.18% (2231 of 3225) (SPG 89: 68.25%)

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 WWSW-F	1 KDKA >>	1 KDKA >>	1 WDVE-F>	1 WDVE-F	1 KDKA >>	1 KDKA >>
2 WAMO-F>	2 WBZZ-F	2 WWSW-F<	2 WDVE-F>	2 WDVE-F	2 WTAE	2 WDVE-F	2 WWSW-F<	2 KDKA	2 WAMO-F<	2 WAMO-F>
3 WDVE-F	3 WAMO-F	3 WBZZ-F	3 WAMO-F<	3 KDKA	3 WSHH-F<	3 WBZZ-F>	3 KDKA <	3 WBZZ-F<	3 WDVE-F<	3 WDVE-F
4	4 WMYG-F	4 WAMO-F	4 WBZZ-F	4 WAMO-F<	4 WWSW-F	4 WTAE <	4 WBZZ-F<	4 WWSW-F	4 WBZZ-F>	4 WSHH-F
5	5 WWSW-F>	5 WMYG-F	5 KDKA	5 WBZZ-F	5 WDSY-F<	5 WWSW-F	5 WSHH-F<	5 WAMO-F	5 WWSW-F	5 WTAE
6	6 WDSY-F	6 KDKA	6 WLTJ-F	6 WLTJ-F	6 WJAS	6 WSHH-F<	6 WDSY-F<	6 WDSY-F	6 WTAE	6 WWSW-F<
7	7	7 WHTX-F<	7 WHTX-F	7 WDSY-F	7	7 WAMO-F	7 WTAE	7 WSHH-F	7	7 WBZZ-F
8	8	8 WLTJ-F	8 WMYG-F<	8 WHTX-F	8	8	8	8	8	8
9	9	9 WDSY-F	9 WDSY-F	9	9	9	9	9	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 WBZZ-F	1 WBZZ-F	1 WDVE-F<	1 WBZZ-F	1 WWSW-F	1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F<
2 WAMO-F<	2 WDVE-F	2 WAMO-F	2 WAMO-F	2 WAMO-F<	2 WMYG-F	2 WMYG-F	2 WWSW-F	2 WWSW-F	2 WWSW-F>
3 WDVE-F>>	WAMO-F>>	3 WBZZ-F>	3 WWSW-F	3 WBZZ-F	3 WBZZ-F>>	3 WBZZ-F>	3 WMYG-F>	3 WMYG-F	3 KDKA
4 WMYG-F	4 WWSW-F	4 WWSW-F	4 WDVE-F>	4 KDKA	4 WAMO-F>	4 WWSW-F	4 WBZZ-F	4 WBZZ-F	4 WMYG-F
5 WSHH-F	5 WLTJ-F	5 WLTJ-F	5 WLTJ-F<	5 WLTJ-F	5 WDSY-F	5 WAMO-F	5 WAMO-F	5 WDSY-F<	5 WDSY-F
6 WDSY-F	6 WHTX-F	6 WHTX-F	6 WHTX-F	6 WHTX-F	6	6 WDSY-F	6 WDSY-F	6 WAMO-F	6 WAMO-F
7	7 WMYG-F	7	7 KDKA	7 WSHH-F	7	7	7	KDKA	7 WBZZ-F
	8 WDSY-F			WDVE-F					

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
								SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		398 (4)	398 (4)	12.3	13.4	WASP	1130	Brownville	0.6/0.9/	21/ 171
AOR/CLASSIC		498 (2)	498 (2)	15.4	12.6	WEPP	1080	Pittsburgh	0.5/1.8/	17/ 421
AC/OLDIES/SOFT ROCK	25 (1)	546 (5)	571 (6)	17.7	20.3	WESA-F	98.3	Charleroi	0.4/1.5/	16/ 288
MOR/VARIETY	504 (2)		504 (2)	15.6	18.3	WMBS	590	Uniontown	1.0/2.0/	38/ 489
COUNTRY	37 (2)	216 (2)	253 (4)	7.8	6.3	WPIT	730	Pittsburgh	0.3/1.2/	10/ 270
BLACK/URBAN		238 (1)	238 (1)	7.4	6.4	WPIT-F	101.5	Pittsburgh	1.0/3.5/	45/ 866
BEAUTIFUL/EASY		299 (2)	299 (2)	9.3	10.4	WSSZ-F	107.1	Greensburg/Pitt	0.6/2.2/	21/ 438
NEWS/TALK	267 (2)		267 (2)	8.3	7.2	WWCS	540	Canonsbrg/Pitsb	0.4/1.4/	15/ 300
NOSTALGIA	138 (1)		138 (1)	4.3	3.4	WWKS-F	106.7	Beaver Falls	0.4/1.6/	24/ 528
RELIGION/GOSPEL	9 (1)	36 (1)	45 (2)	1.4	1.7	WWSW	970	Pittsburgh	0.7/2.3/	27/ 500
SPANISH						WYTK-F	95.3	Washington	0.3/0.8/	10/ 158
CLASSICAL	14 (1)		14 (1)	0.4						
JAZZ/NEW AGE						WVAQ-F	101.9	Morgantown	0.6/1.1/	78/ 930
UNKNOWN/OTHERS										
	994 (10)	2231 (17)	3225 (27)							

RADIO STATIONS

AM STATIONS

KDKA, 1020, 50 KW	, Full Service	NBC, \$150.00	(Group W)	Westinghouse	Ted Jordan
KQV, 1410, 5 KW (DA-2)	, News/Talk	CBS UNIULT, \$ 41.00	(Roslin)		Bob Dickey
WEPP, 1080, 50 KW (Days, DA)	, Oldies	UNISUP UNIULT, \$ NA	(Republic)	Entercom	Peter Casella
WJAS, 1320, 5 KW (DA-N)	, Nostalgia	UPI CNN, \$ 40.00	(Eastman)	Renda	Tony Renda
WMBS, 590, 1 KW (DA-N)	, MOR	CBS, \$ 15.00	(Regional)	(UNIONTOWN)	Simon Rider
WPIT, 730, 5 KW/24 W	, Religion	, \$ NA	(--)	Pyramid	Michael Komichak
WTAE, 1250, 5 KW (DA-N)	, News/Talk	ABC E MBS, \$ 65.00	(Katz)	Hearst	Jim Carter
WWSW, 970, 5 KW (DA-2)	, See WWSW-FM				
WYJZ, 860, 1 KW (Days, DA)	, ??	, \$ 20.00	(HMWH)	Sheridan	Tony Rizza

FM STATIONS

WAMO, 105.9, 72 KW @ 430	, Black	SBN, \$ 56.00	(HMWH)	Sheridan	Ron Davenport
WBZZ, 93.7, 41 KW @ 547	, CHR	, \$147.00	(Banner)	EZ	Tex Meyer
WDSY, 107.9, 50 KW @ 500	, Country	UNIPWR, \$ 57.00	(Republic)	Entercom	Peter Casella
WDVE, 102.5, 55 KW @ 816	, AOR	SOURCE, \$109.00	(Christal)	Great American	Bob Roof
WEZE, 104.7, 50 KW @ 500	, EZ	ABC FM RADRAD, \$ 40.00	(Roslin)		
WHTX, 96.1, 50 KW @ 500	, AC	ABC E, \$ 88.00	(Katz)	Hearst	Jim Carter
WLTJ, 92.9, 47 KW @ 894	, Soft AC	, \$ 54.00	(Durpetti)		Judy Reich
WMXP, 100.7, 50 KW @ 492	, CHR/Dance	ABC FM, \$ 40.00	(Republic)	Signature	Chris Wegman
WMYG, 96.9, 45 KW @ 162	, Classic AOR	ABC R, \$ 60.00	(MMR)		Stu Cohen
WPIT, 101.5, 48 KW @ 505	, Religion	, \$ NA	(--)	Pyramid	Michael Komichak
WSHH, 99.7, 11 KW @ 927	, Soft AC/EZ	UPI UNISUP, \$ 70.00	(Eastman)	Renda	Tony Renda
WWSW, 94.5, 50 KW @ 810	, Oldies	ABC D UNISUP, \$128.00	(Mc-Guild)	Shamrock	Mike Crusham

CALL LETTER CHANGES

WNRJ changes to WEZE (Jan)

FORMAT CHANGES

WEZE changes from CHR to Btfl/EZ (Jan)

STATION SALES

WBVP, WWKS-F sold for \$2,900,000 (Foreman)

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

* AC - Adult Contemporary	J/NA - Jazz and New Age
* AOR - Album Oriented Rock	M - Middle of Road, (MOR) Full Service
* B - Black (audience predominately black - over 60%)	N - News
* BB - Big Band, Nostalgia	O - Oldies (1955 to near 1988)
* C - Country	R - Religion, Christian
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary
* CL - Classical	SP - Hispanic/Spanish
* CL AOR - Classic AOR, Classic Rock	T - Talk
* E - Ethnic	U - Urban (majority of audience is non-white)
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown
* G - Gospel	

PORTLAND, ME

Arbitron Rank/Pop (12+): 157/198,500
 MSA Rank/Pop: 180/240,500
 ADI # 74
 Average Person Ratings: 15.9
 Market TSL: 20.75 hours

Stations: 21/18
 Diaries: 624/318:1/57.8%
 Sample Target: 560
 % Below Line: 1.6
 % Not Listed: 16.1

1989 Revenue: \$11,900,000
 HH Inc.: \$28,748
 Retail \$: 2.9 Bill
 Pop per Station: 11,027
 #1 Biller: WPOR-AF \$2,500,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WPOR-AF (C)	49/15.5	14.1	16.6	14.7	14.5	----	123/1300	517/26.0	24.3	23.2	12.8	58	737	WPOR-AF
2. WBLM-F (AOR)	48/15.2	12.6	9.9	14.3	16.8	----	140/1640	603/30.4	24.7	23.1	20.5	93	996	WBLM-F
3. WMGX-F (AC)	29/ 9.2	10.7	10.5	5.3	8.9	----	45/658	423/21.3	23.1	21.4	7.0	32	437	WMGX-F
4. WWGT-F (CHR)	18/ 5.7	4.0	5.4	6.0	6.6	----	38/681	308/15.5	13.9	17.7	4.2	19	398	WWGT-F
WKZS-F (AC)	18/ 5.7	5.2	3.9	5.7	5.9	----	63/877	326/16.4	13.2	12.9	5.7	26	559	WKZS-F
WGAN (MOR)	18/ 5.7	5.5	3.6	5.3	4.9	----	26/476	256/12.9	11.9	12.9	3.1	14	224	WGAN
7. WTHT-F (CHR)	15/ 4.7	4.0	6.3	5.3	5.9	----	48/738	254/12.8	14.4	20.0	9.3	42	610	WTHT-F
8. WKZN (BB)	13/ 4.1	-----	-----	0.3	0.3	----	14/169	154/ 7.8	0.0	0.0	0.4	2	64	WKZN
WHOM-F (EZ)	13/ 4.1	3.7	5.4	5.0	3.3	----	83/1175	276/13.9	10.7	10.8	4.0	18	287	WHOM-F
10. WCLZ-F (J/NA)	11/ 3.5	4.6	1.8	3.0	1.6	----	38/451	197/ 9.9	9.7	7.9	3.5	16	202	WCLZ-F
11. WYNZ-F (AC)	8/ 2.5	2.8	3.3	4.7	5.3	----	17/353	242/12.2	11.1	11.7	2.2	10	163	WYNZ-F
12. WXGL-F (AC)	7/ 2.2	1.2	1.8	1.0	1.6	----	0/0	0/ 5.2	6.4	6.0	4.4	20	257	WXGL-F
13. WPKM-F (CL)	6/ 1.9	2.8	1.5	1.0	0.7	----	11/269	149/ 7.5	5.9	6.9	1.1	5	84	WPKM-F

12+ FM SHARE (METRO): 84.53% (224 of 265) (SPG 89: 83.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLM-F	1 WBLM-F>>	1 WBLM-F>	1 WBLM-F	1 WPOR-AF	1 WPOR-AF>>	1 WPOR-AF	1 WPOR-AF	1 WBLM-F	1 WBLM-F>	1 WPOR-F>
2 WTHT-F	2 WMGX-F	2 WMGX-F	2 WMGX-F	2 WBLM-F	2 WGAN	2 WBLM-F	2 WBLM-F	2 WPOR-AF>	2 WPOR-AF>	2 WGAN
3	3 WWGT-F	3 WPOR-AF	3 WPOR-AF>	3 WMGX-F>	3 WKZS-F	3 WMGX-F>	3 WMGX-F>	3 WMGX-F>	3 WGAN	3 WBLM-F
4	4 WPOR-AF	4 WWGT-F>	4 WWGT-F	4 WKZS-F>	4 WMGX-F	4 WGAN	4 WKZS-F	4 WKZS-F	4 WTHT-F	4
5	5	5 WKZS-F	WKZS-F	5 WWGT-F	WKZN	5 WKZS-F>>	5 WWGT-F	5 WWGT-F	5 WWGT-F	5
6	6	6 WCLZ-F	WCLZ-F	6 WHOM-F	6 WYNZ-F>>	6 WHOM-F	6	6	6 WMGX-F	6
7	7	7	7	7	7 WYNZ	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 WBLM-F	1 WBLM-F	1 WMGX-F>	1 WBLM-F	1 WPOR-AF	1 WBLM-F>>	1 WBLM-F>>	1 WBLM-F>>	1 WBLM-F>>	1 WPOR-AF	
2 WWGT-F>>	2 WWGT-F	2 WBLM-F	2 WMGX-F	2 WMGX-F>	2 WMGX-F>	2 WPOR-AF	2 WPOR-AF>	2 WPOR-AF	2 WBLM-F>>	
3 WYNZ	3 WMGX-F	3 WPOR-AF	3 WWGT-F>	3 WKZS-F	3 WPOR-AF>>	3 WMGX-F>	3 WWGT-F	3 WMGX-F>	3 WMGX-F	
4 WTHT-F	4	4 WPOR-AF	4 WPOR-AF	4 WBLM-F	4 WYNZ	4 WWGT-F	4 WMGX-F>	4 WCLZ-F	4 WGAN	
5 WMGX-F>>	5	5 WKZS-F>	5 WKZS-F	5	5 WWGT-F	5	5 WTOS-F	5 WWGT-F	5 WCLZ-F	
6 WPOR-AF	6	6 WYNZ	6	6	6 WCLZ-F	6	6	6	6	
7 WKZS-F	7	7 WTHT-F	7	7	7	7	7	7	7	
8	8	8 WCLZ-F	8	8	8	8	8	8	8	

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA TSA
TOP 40/CHR/CONTEMP		33 (2)	33 (2)	12.5	17.2	WLOB 1310 Portland	0.6/2.9/ 3/ 83	
AOR/CLASSIC	2 (1)	50 (2)	52 (3)	19.6	12.4	WLPZ 1440 Westbrook/Port.	0.6/2.8/ 3/ 85	
AC/OLDIES/SOFT ROCK	2 (1)	62 (4)	64 (5)	24.2	25.9	WYNZ 970 Portland	0.6/0.0/ 38/ 572	
MOR/VARIETY	20 (2)		20 (2)	7.5	5.8	WZPK-F 103.7 Berlin	0.3/3.3/ 13/ 291	
COUNTRY	1 (1)	48 (1)	49 (2)	18.5	20.1			
BLACK/URBAN						WBZ 1030 Boston	0.6/4.2/ 10/ 302	
BEAUTIFUL/EASY		13 (1)	13 (1)	4.9	6.6	WRKO 680 Boston	0.3/1.7/ 3/ 93	
NEWS/TALK	1 (1)		1 (1)	0.4	0.7	WTOS-F 105.1 Skowgegb/Watvl.	0.5/4.1/ 49/ 526	
NOSTALGIA	13 (1)		13 (1)	4.9	7.7			
RELIGION/GOSPEL	2 (1)		2 (1)	0.8	0.7			
SPANISH								
CLASSICAL		6 (1)	6 (1)	2.3	1.8			
JAZZ/NEW AGE		11 (1)	11 (1)	4.2				
UNKNOWN/OTHERS		1 (1)	1 (1)	0.4	1.1			
	41 (8)	224 (13)	265 (21)					

RADIO STATIONS

WGAN, 560, 5 KW (DA-1), MOR/FULL SER.	NBC, ABC T, \$ 19.00 (Katz)	Sunshine	Jon Van Hoogenstyn
WKZN, 870, 5 KW/2.5 KW (DA-2), NOSTALGIA	UNIULT, \$ 14.00 (HNWH)		Ron Frizzell
WBLM-F, 102.9, 99 KW @ 1460, AOR	\$ 55.00 (McGuild)	Fuller-Jeffrey	Eve Rubins
WCLZ-F, 98.9, 48 KW @ 400, JAZZ/NAC	\$ 20.00 (Christal)		George Baines
WHOM-F, 94.9, 48 KW @ 3760, EZ	UNIULT, \$ 47.00 (Republic)	Barnstable (MT. WASHINGTON)	Paul Battaini
WKZS-F, 99.9, 30 KW @ 650, AC	UNISUP, \$ 34.00 (HNWH)	(AUBURN)	Ron Frizzell
WMGX-F, 93.1, 50 KW @ 440, AC/OLDIES	\$ 38.00 (Katz)	Sunshine	Jon Van Hoogenstyn
WPKM-F, 106.3, 3 KW @ 300, CLASSICAL	\$ 20.00 (CMBS)		Charles McCreery
WPOR-F, 101.9, 33 KW @ 607, COUNTRY	ABC E, \$ 60.00 (McGuild)		Bob Gold
WTHT-F, 107.5, 35 KW @ 606, CHR	ABC E, \$ 26.00 (Banner)	Beacon (LEWISTON)	Carl DeProspro
WWGT-F, 97.9, 16 KW @ 900, CHR	\$ 25.00 (Christal)	Porter	Tom Talbot
WXGL-F, 93.9, 27 KW @ 640, OLDIES	\$ 21.00 (Torbet)	(LEWISTON)	Dave Dean
WYNZ-F, 100.9, 3 KW @ 225, OLDIES	UNISUP, UNIULT, \$ 22.00 (Eastman)	Buckley	Mike Schaefer

Miscellaneous Comments: WYNZ-A changes from NOSTALGIA to OLDIES and now simulcasts with WYNZ-F...WCLZ-F changes from AC to JAZZ/NAC...WWGT-A changes to WLPZ and programs AOR (March)...

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,343,400
 MSA Rank/Pop: 41/1,199,500
 ADI # 27
 Average Person Ratings: 15.9
 Market TSL: 21.25 hours

Stations: 27/24
 Diaries: 1631/824:1/58.0%
 Sample Target: 1430
 % Below Line: 1.4
 % Not Listed: 11.0

1989 Revenue: \$45,200,000
 HH Inc.: \$27,375
 Retail \$: 11.2 Bill
 Pop per Station: 55,975
 #1 Biller: KKCW-F \$6,400,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KUPL-F (C)	192/ 9.0	7.5	6.9	6.2	6.5	7.4	222/2327	1982/14.8	14.3	10.3	7.9	158	1596	KUPL-F
2. KKRZ-F (CHR)	190/ 8.9	9.6	10.7	9.2	8.9	9.6	200/3175	2982/22.2	22.2	22.2	12.1	242	3053	KKRZ-F
3. KEX (MOR)	189/ 8.8	7.8	8.2	5.5	7.5	7.6	207/3830	3347/24.9	17.5	15.7	8.0	161	2870	KEX
4. KKCW-F (AC)	149/ 7.0	8.1	8.0	8.7	8.6	7.9	177/2744	2399/17.9	19.4	18.9	6.3	126	2002	KKCW-F
5. KINK-F (AOR)	132/ 6.2	6.7	5.5	4.0	6.8	5.6	135/2019	1904/14.2	12.1	15.2	7.7	155	2214	KINK-F
6. KKSJ-F (O)	121/ 5.6	3.9	4.2	3.9	4.0	4.4	139/2167	1842/13.7	12.3	9.8	4.5	90	1478	KKSJ-F
7. KXL (N/T)	119/ 5.6	5.5	6.3	6.0	6.3	5.8	136/2123	1833/13.6	13.8	14.4	5.4	108	1514	KXL
8. KGON-F (AOR)	104/ 4.9	5.6	6.1	6.5	6.3	5.8	111/1814	1609/12.0	12.9	12.1	6.4	128	1599	KGON-F
9. KUFO-F (AOR)	101/ 4.7	4.5	2.3	2.2	1.7	3.4	115/1855	1621/12.1	6.3	5.0	5.4	108	1561	KUFO-F
10. KXL -F (EZ)	96/ 4.5	7.9	6.6	6.2	4.9	6.3	117/1635	1373/10.2	11.4	10.7	2.7	54	818	KXL -F
11. KXYQ-F (CHR)	92/ 4.3	4.3	6.6	7.0	6.2	5.6	143/2742	1975/14.7	16.4	15.3	8.3	166	2128	KXYQ-F
12. KKSJ (BB)	87/ 4.1	2.9	2.7	2.6	2.4	3.1	91/1225	1154/ 8.6	5.2	5.7	1.0	20	659	KKSJ
13. KWJJ-F (C)	54/ 2.5	3.0	2.7	3.6	2.9	3.0	64/1215	1023/ 7.6	7.7	7.1	2.6	52	1219	KWJJ-F
14. KGW (N/T)	51/ 2.4	2.1	1.6	1.7	2.0	2.0	61/1232	1070/ 8.0	6.0	7.7	2.3	46	725	KGW
15. KMJK-F (AOR)	34/ 1.6	2.4	4.2	3.7	3.8	3.0	38/1131	990/ 7.4	11.2	9.0	0.3	6	68	KMJK-F
16. KWJJ (C)	33/ 1.6	1.4	0.8	1.8	2.0	1.4	39/773	695/ 5.2	4.3	5.0	1.2	25	502	KWJJ
17. KPDQ-F (REL)	27/ 1.3	1.9	1.4	1.5	1.8	1.5	32/743	653/ 4.9	3.7	4.6	2.6	52	708	KPDQ-F
18. KESI (EZ)	24/ 1.1	1.6	1.0	1.4	1.0	1.3	24/452	435/ 3.2	2.7	3.0	0.4	9	166	KESI
19. KUPL (C)	23/ 1.1	1.2	1.6	1.1	0.8	1.3	24/532	513/ 3.8	4.3	2.7	0.3	6	209	KUPL
20.														

12+ FM SHARE (METRO): 69.31% (1321 of 1906) (SPG 89: 70.98%)

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

FORMATS	AM	FM	TOTAL	%	SPG 89		OTHER RATED STATIONS			METRO CUME TSA TSA	
						%				SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP		282 (2)	282 (2)	14.8	17.0	KBMS	1480	Vancouver/Port	0.4/1.1/	9/	169
AOR/CLASSIC	25 (2)	371 (4)	396 (6)	20.8	20.1	KCCS	1220	Salem	0.6/1.0/	13/	163
AC/OLDIES/SOFT ROCK		270 (2)	270 (2)	14.2	17.0	KFXX	1520	Oregon City	0.5/2.1/	11/	303
MOR/VARIETY	189 (1)		189 (1)	9.9	8.4	KPDQ	800	Portland	0.6/3.0/	13/	409
COUNTRY	56 (2)	246 (2)	302 (4)	15.8	15.1	KZRC	1010	Milwaukee/Port.	0.7/1.8/	14/	249
BLACK/URBAN	9 (1)		9 (1)	0.5	0.7						
BEAUTIFUL/EASY	24 (1)	96 (1)	120 (2)	6.3	5.5	KFAT-F	106.1	Corvallis	0.5/1.0/	31/	411
NEWS/TALK	170 (2)		170 (2)	8.9	8.2	KHPE-F	107.9	Albany	0.6/0.9/	16/	212
NOSTALGIA	87 (1)		87 (1)	4.6	2.7	KLCX-F	104.7	Eugene	0.3/0.9/	22/	389
RELIGION/GOSPEL	13 (1)	56 (4)	69 (5)	3.6	2.3						
SPANISH											
CLASSICAL					1.1						
JAZZ/NEW AGE					1.9						
UNKNOWN/OTHERS	12 (1)		12 (1)	0.6							
	585 (12)	1321 (15)	1906 (27)								

RADIO STATIONS

AM STATIONS

KESI, 970, 5 KW (DA-1)	, EZ	, \$ N/A (Christal)	Henry	Lon Auchenback
KEK, 1190, 50 KW (DA-1)	, MOR/FULL SER.	ABC I, \$ 86.00 (Katz)	Great American	Dave Milner
KGW, 620, 5 KW (DA-N)	, NEWS/TALK	ABC D, \$ 57.00 (MMR)	King	Kenn Brown
KKSN, 910, 5 KW (DA-2)	, NOSTALGIA	UNISP, UNILT, \$ 33.00 (Eastman)	Heritage	Harry Williams
KUPL, 1330, 5 KW (DA-1)	, SEE KUPL-F			
KWJJ, 1080, 50 KW/10 KW (DA-N)	, SEE KWJJ-F			
KXL, 750, 50 KW/20 KW (DA-1)	, NEWS/TALK	NBC, \$ 63.00 (McGuild)	Alexander	Ray Watson
KZRC, 1010, 5 KW (DAYS)	, AOR	SMN, \$ 23.00 (Torbet)	First Cities	Denise Swanson

FM STATIONS

KGON, 92.3, 100 KW @ 1268, AOR		, \$ 85.00 (Republic)	Ackerly	Dan Hern
KINK, 101.9, 100 KW @ 1674, AOR		, \$ 110.00 (MMR)	King	Paul Clithero
KKCW, 103.3, 100 KW @ 1654, AC		, \$ 120.00 (Durpetti)	Trumper	
KKRZ, 100.3, 100 KW @ 1433, CHR		ABC F, \$ 100.00 (Katz)	Great American	Carl Gardner
KKSN, 97.1, 100 KW @ 1268, OLDIES		UNIULT, \$ 64.00 (Eastman)	Heritage	Harry Williams
KMJK, 106.7, 100 KW @ 997, AC		NBC, SOURCE, \$ 48.00 (Christal)	Fairmont	Dave McDonald
KPDQ, 93.7, 100 KW @ 937, RELIGION		, \$ 20.00 (—)		Jack Kandel
KUFO, 101.1, 100 KW @ 1640, AOR		, \$ 50.00 (Christal)	Henry	Jeff Selgo
KUPL, 98.5, 100 KW @ 1104, COUNTRY		, \$ 70.00 (Banner)	Scripps-Howard	Ed Hardy
KWJJ, 99.5, 100 KW @ 870, COUNTRY		ABC E, \$ 44.00 (HNWH)	Park	Michael Kern
KXL, 95.5, 100 KW @ 990, EZ/SAC		, \$ 57.00 (McGuild)	Alexander	Ray Watson
KXYQ, 105.1, 100 KW @ 1839, CHR		ABC C, \$ 52.00 (Torbet)	First Cities (SALEM)	Anice Swanson

Miscellaneous Comments: KFXX changes from AOR to TALK (Aug)...KMJK changes from Classic AOR to AC . . . KYTE changes call letters to KESI (May) . . .

PORTSMOUTH-DOVER-ROCHESTER, NH

Arbitron Rank/Pop (12+): 112/325,600
 MSA Rank/Pop: 141/341,900
 Boston ADI
 Average Person Ratings: 17.6
 Market TSL: 23.25 hours

Stations: 34/9
 Diaries: 758/429:1/54.2%
 Sample Target: 710
 % Below Line: 47.1
 % Not Listed: 14.3

1989 Revenue: \$9,400,000
 HH Inc.: \$33,922
 Retail \$: 3.4 Bill
 Pop per Station: 36,177
 #1 Biller: WOKQ-F \$3,200,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume
1. WOKQ-F (C)	69/12.0	9.2	9.1	11.3	12.7	---	86/1034	856/26.3	20.5	21.1			WOKQ-F
2. WHEB-F (AOR)	49/ 8.6	11.1	6.3	9.2	8.6	---	56/717	634/18.7	21.3	18.1			WHEB-F
3. WERZ-F (CHR)	43/ 7.5	6.9	5.3	3.6	6.2	---	43/589	546/16.8	14.4	15.6			WERZ-F
4. WSSH-F (AC)	39/ 6.8	5.5	7.9	5.8	5.3	---	41/546	517/15.9	12.6	17.6			WSSH-F
5. WHOM-F (EZ)	23/ 4.0	3.0	3.8	4.0	2.9	---	59/712	305/ 9.4	7.4	8.2			WHOM-F
6. WODS-F (O)	19/ 3.3	2.2	2.7	2.1	3.7	---	19/323	296/ 9.1	8.0	9.2			WODS-F
WBCN-F (AOR)	19/ 3.3	3.4	2.4	3.2	4.5	---	19/298	281/ 8.6	9.6	10.7			WBCN-F
8. WCQL-F (O)	18/ 3.1	3.2	1.2	3.6	0.4	---	24/350	259/ 8.0	5.9	3.4			WCQL-F
9. WRKO (T)	17/ 3.0	3.4	4.6	4.0	4.5	---	18/313	282/ 8.7	9.8	10.2			WRKO
10. WBZ (MOR)	16/ 2.8	5.9	4.1	4.0	4.3	---	19/431	372/11.4	13.8	11.4			WBZ
11. WTSN (MOR)	15/ 2.6	3.2	3.3	2.6	2.7	---	15/281	273/ 8.4	8.7	9.6			WTSN
WKOS-F (AC)	15/ 2.6	1.5	2.6	2.8	3.7	---	15/246	207/ 6.4	6.8	7.6			WKOS-F

12+ FM SHARE (METRO): 86.76% (426 of 491) (SPG 89: 79.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WERZ-F>	1 WHEB-F>	1 WHEB-F	1 WOKQ-F	1 WOKQ-F>	1 WOKQ-F>	1 WOKQ-F>	1 WHEB-F	1 WOKQ-F>	1 WOKQ-F	1 WBZ >
2 WZOU-F	2 WERZ-F>	2 WOKQ-F	2 WHEB-F>	2 WHEB-F	2 WSSH-F>	2 WHEB-F	2 WOKQ-F	2 WHEB-F	2 WERZ-F>	2 WOKQ-F
3	3 WOKQ-F	3 WERZ-F>	3 WSSH-F	3 WSSH-F	3 WHOM-F	3 WERZ-F	3 WSSH-F	3 WERZ-F	3 WHEB-F	3 WTSN
4	4 WBCN-F	4 WSSH-F	4 WODS-F	4 WODS-F	4 WRKO	4 WSSH-F	4 WERZ-F	4 WSSH-F	4 WZOU-F	4
5	5 WGIR-F	5	5 WCQL-F	5 WCQL-F	5 WBZ	5 WBZ	5	5 WHOM-F	5	5
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 WERZ-F>>	1 WERZ-F>	1 WLYT-F	1 WERZ-F<	1 WSSH-F		1 WHEB-F>>	1 WHEB-F>>	1 WHEB-F>	1 WHEB-F>	1 WOKQ-F
2 WHEB-F	2 WHEB-F	WHEB-F	2 WSSH-F	WOKQ-F>>		2 WERZ-F>	2 WBCN-F	2 WOKQ-F>	2 WOKQ-F>	2 WHEB-F>>
3 WSSH-F	3 WSSH-F	WERZ-F	3 WOKQ-F	3 WODS-F		3 WBCN-F>	3 WERZ-F	3 WGIR-F	3 WERZ-F	3 WODS-F
4 WLYT-F>	WLYT-F	4 WSSH-F	4 WHEB-F	WERZ-F		4 WCGY-F	4 WOKQ-F	WBCN-F	4 WBCN-F	WCQL-F
5	5	5	5	5 WHEB-F		5	5 WGIR-F	5 WZLX-F>	5	5 WBCN-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		74 (5)	74 (5)	15.1	17.1	WCDQ-F 92.1 Sanford	0.5/3.0/ 10/ 209		
AOR/CLASSIC		128 (10)	128 (10)	26.1	19.8	WKOS 930 Rochester/Prtsm	1.2/2.9/ 7/ 121		
AC/OLDIES/SOFT ROCK		114 (8)	114 (8)	23.2	22.6	WVNH 1340 Madbury	0.3/1.3/ 2/ 43		
MOR/VARIETY	38 (3)		38 (3)	7.7	8.7	WAAF-F 107.3 Worcester/Bostn	0.9/3.0/ 5/ 98		
COUNTRY		69 (1)	69 (1)	14.1	14.1	WBLM-F 102.9 Portland	1.6/6.3/ 44/ 566		
BLACK/URBAN						WBOS-F 92.9 Brookline/Bostn	0.7/2.3/ 4/ 76		
BEAUTIFUL/EASY		36 (2)	36 (2)	7.3	7.7	WCGY-F 93.7 Lawrence/Boston	2.3/6.3/ 13/ 205		
NEWS/TALK	25 (3)		25 (3)	5.1	8.1	WCRB-F 102.5 Waltham/Boston	0.9/2.3/ 5/ 74		
NOSTALGIA						WEEI 590 Boston	0.5/4.5/ 3/ 151		
RELIGION/GOSPEL						WFNX-F 101.7 Lynn	0.5/2.1/ 3/ 68		
SPANISH						WGIR-F 101.1 Manchester	2.4/9.8/ 17/ 387		
CLASSICAL		5 (1)	5 (1)	1.0	0.6	WHDH 850 Boston	0.9/4.3/ 5/ 154		
JAZZ/NEW AGE						WHOB-F 106.3 Nashua	1.2/4.4/ 7/ 144		
UNKNOWN/OTHERS	2 (1)		2 (1)	0.4	1.4	WLYT-F 92.5 Haverhill/Bstn	2.1/6.8/ 12/ 229		
	65 (7)	426 (27)	491 (34)			WMJX-F 106.7 Boston	0.3/1.7/ 2/ 56		
						WROR-F 98.5 Boston	1.0/5.3/ 7/ 199		
						WTHT-F 107.5 Lewiston	0.5/2.1/ 8/ 198		
						WVBF-F 105.7 Framingham	0.5/2.1/ 3/ 69		
						WXKS-F 107.9 Medford/Boston	1.2/5.9/ 7/ 221		
						WZID-F 95.7 Manchester	2.3/6.9/ 21/ 293		
						WZLX-F 100.7 Boston	1.6/3.2/ 9/ 103		
						WZOU-F 94.5 Boston	2.4/8.7/ 15/ 313		

RADIO STATIONS

WKOS, 930, 5 KW (DA-2)	, NOSTALGIA	CBS, UNISUP	, \$ 14.00 (Christal)	Dave Butterfield
WTSN, 1270, 5 KW (DA-2)	, MOR/FULL SER.	ABC I	, \$ 21.00 (Torbet)	Jerome Lipman
WCDQ-F, 92.1, 1 KW @ 526,	OLDIES		, \$ 13.00 (Roslin)	(SANFORD, ME) Don Crown
WCQL-F, 95.3, 1.5 KW @ 467,	OLDIES		, \$ 16.00 (Katz)	Roger Bauer
WERZ-F, 107.1, 2.5 KW @ 356,	CHR		, \$ 41.00 (McGuild)	Sunshine Precision Al Perry
WHEB-F, 100.3, 50 KW @ 400,	AOR	UPI	, \$ 60.00 (Banner)	Knight Bob Knight
WKOS-F, 96.7, 3 KW @ 300,	AC		, \$ 19.00 (Torbet)	Dave Butterfield
WOKQ-F, 97.5, 50 KW @ 492,	COUNTRY		, \$ 78.00 (McGuild)	Fuller-Jeffrey Martin Lessard
WLYT-F, 92.5, 25 KW @ 710,	AC	UNIPWR	, \$ 38.00 (Eastman)	(HAVERHILL, MA) Bill Gould

OTHER RANKED STATIONS -- See Manchester, Boston or Portland Miscellaneous Comments: WKOS A/F sold for \$290,000...

PROVIDENCE

Arbitron Rank/Pop (12+): 28/1,268,500

Stations: 40/22
Diaries: 1396/909:1/48.6%
Sample Target: 1390
% Below Line: 17.5
% Not Listed: 9.0

1989 Revenue: \$26,200,000
HH Inc.: \$28,456
Retail \$: 6.9 Bil
Pop per Station: 57,659
#1 Biller: WPRO-F \$5,400,000

MSA Rank/Pop: 59/913,200
ADI # 44
Average Person Ratings: 18.6
Market TSL: 24.75 hours

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WPRO-F (CHR)	252/10.7	10.7	9.9	13.0	12.8	11.1	268/4085	3705/29.2	28.5	31.2	13.3	307	3747	WPRO-F
2. WHJY-F (AOR)	170/ 7.2	8.0	7.2	9.2	9.8	7.9	195/2885	2415/19.0	20.1	19.3	9.5	220	3019	WHJY-F
3. WWLI-F (SAC)	163/ 6.9	7.7	7.3	6.8	6.4	7.2	174/2146	1902/15.0	15.0	13.9	4.7	108	1354	WWLI-F
4. WWBB-F (O)	158/ 6.7	4.8	7.9	10.6	9.6	7.5	171/2398	2175/17.1	16.0	16.8	5.9	137	1834	WWBB-F
5. WPRO (N/T)	132/ 5.6	5.4	6.8	5.0	5.0	5.7	133/1912	1887/14.9	15.7	15.6	5.1	117	1794	WPRO
6. WSNE-F (AC)	125/ 5.3	4.4	6.2	5.1	4.3	5.3	129/2059	1868/14.7	14.4	13.0	4.3	100	1436	WSNE-F
7. WHJJ (N/T)	113/ 4.8	5.0	6.0	4.0	5.3	4.9	113/1475	1471/11.6	12.8	12.0	3.7	86	1156	WHJJ
8. WWKX-F (B)	103/ 4.4	3.1	3.3	3.0	4.4	3.5	103/1317	1317/10.4	8.0	8.8	6.1	141	2127	WWKX-F
9. WCTK-F (C)	94/ 4.0	3.8	3.1	2.3	2.1	3.3	117/1431	1118/ 8.8	7.5	6.8	3.0	68	763	WCTK-F
10. WPLM-F (BB)	93/ 3.9	3.5	2.0	2.3	1.4	2.9	135/1724	1046/ 8.2	3.4	3.7	2.5	58	686	WPLM-F
11. WWRX-F (CL AOR)	72/ 3.1	3.8	3.1	3.4	1.9	3.3	118/1970	1230/ 9.7	9.4	6.5	3.8	88	1311	WWRX-F
12. WHIM (C)	67/ 2.8	2.6	3.1	2.2	2.2	2.7	67/661	647/ 5.1	5.7	4.5	1.3	30	370	WHIM
13. WBRU-F (AOR)	65/ 2.8	1.5	3.0	2.7	2.9	2.5	70/1170	1017/ 8.0	10.5	9.1	3.5	81	1590	WBRU-F
14. WFHN-F (CHR)	59/ 2.5	2.5	2.0	2.3	1.2	2.3	62/661	586/ 4.6	4.3	3.0	2.7	62	727	WFHN-F
15. WBSM (MOR)	48/ 2.0	1.1	1.5	0.8	2.0	1.4	52/396	359/ 2.8	2.2	3.3	1.3	31	561	WBSM

12+ FM SHARE (METRO): 76.08% (1632 of 2145) (SPG 89: 75.57%)

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 WPRO-F	1 WPRO-F	1 WPRO <	1 WPRO <	1 WPRO-F	1 WPRO-F	1 WPRO-F	1 WHJJ >>
2 WWKX-F	2 WPRO-F>	2 WHJY-F>	2 WSNE-F<	2 WWLI-F	2 WWBB-F	2 WPRO-F>	2 WWLI-F	2 WHJY-F	2 WHJY-F	2 WPRO >>
3	3 WWKX-F	3 WWLI-F<	3 WWBB-F	3 WSNE-F<	3 WWLI-F<	3 WWLI-F	3 WWBB-F	3 WWBB-F	3 WWKX-F>	3 WBZ
4	4 WSNE-F	4 WSNE-F<	4 WWLI-F	4 WWBB-F	4 WHJJ	4 WWBB-F	4 WHJY-F	4 WWLI-F	4 WPLM-F	4 WHJY-F
5	5 WWLI-F<	5 WWBB-F	5 WHJY-F	5 WHJY-F>	5 WPLM-F	5 WSNE-F	5 WSNE-F	5 WWKX-F	5 WWLI-F	5 WPLM-F
6	6 WBRU-F	6	6	6 WCTK-F	6	6 WHJY-F	6 WPRO	6 WHJJ-F	6 WPRO	6 WPRO-F
7	7 WWRX-F	7	7	7 WPRO	7	7 WHJJ	7 WHJJ-F	7 WSNE-F	7	7
8	8	8	8	8 WWRX-F	8	8	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 WPRO-F>>	1 WPRO-F>>	1 WPRO-F<	1 WPRO-F>	1 WPRO-F	1 WHJY-F>>	1 WHJY-F>>	1 WHJY-F>	1 WHJY-F>	1 WWBB-F
2 WWKX-F	2 WSNE-F	2 WSNE-F>	2 WWLI-F<	2 WWKX-F>	2 WWKX-F	2 WPRO-F	2 WBRU-F	2 WWBB-F	2 WHJY-F>
3 WHJY-F	3 WWLI-F	3 WWLI-F	3 WSNE-F>	3 WVAZ	3 WPRO-F>	3 WWKX-F	3 WWRX-F	3 WPRO-F	3 WWLI-F
4 WWLI-F>	4 WHJY-F>	4 WHJY-F>	4 WHJY-F	4	4 WAAF-F	4 WBRU-F<	4 WPRO-F	4 WWRX-F	4 WPRO-F
5 WAAF-F	5 WWKX-F	5 WWBB-F	5 WWBB-F	5	5 WWRX-F>	5 WWRX-F	5 WWBB-F	5 WWKX-F	5 WWRX-F
6 WZOU-F	6 WWBB-F	6 WBRU-F	6	6	6 WBRU-F>>	6	6 WCTK-F	6 WBRU-F	6 WCTK-F
7 WFHN-F>	7	7 WFHN-F	7	7	7 WZLX-F	7	7 WWKX-F	7	7
8	8	8 WCTK-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

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME TSA TSA	SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		343 (4)	343 (4)	16.0	17.9	WADK	1540 Newport	0.6/0.9/ 14/ 118	
AOR/CLASSIC		382 (6)	382 (6)	17.8	18.9	WALE	1400 Fall River	0.7/2.6/ 17/ 328	
AC/OLDIES/SOFT ROCK	24 (2)	521 (7)	545 (9)	25.4	19.1	WARA	1320 Attleboro	0.3/1.5/ 8/ 194	
MOR/VARIETY	56 (2)		56 (2)	2.6	2.5	WICE	550 Pawtucket/Prov	0.4/1.9/ 9/ 243	
COUNTRY	67 (1)	94 (1)	161 (2)	7.5	2.9	WNBH	1340 New Bedford	0.6/1.5/ 15/ 192	
BLACK/URBAN		103 (1)	103 (1)	4.8	4.9	WNRI	1380 Woonsocket	0.3/1.2/ 7/ 150	
BEAUTIFUL/EASY		55 (2)	55 (2)	2.6	11.3	WOTB-F	100.3 Middletown/Prov	0.8/2.9/ 20/ 391	
NEWS/TALK	306 (7)		306 (7)	14.3	16.5	WWAZ	790 Providence	1.0/3.6/ 25/ 466	
NOSTALGIA		93 (1)	93 (1)	4.3	2.6				
RELIGION/GOSPEL					0.5	WAAF-F	107.3 Worcester/Bstn	1.3/4.3/ 67/ 990	
SPANISH						WBCN-F	104.1 Boston	0.8/3.5/ 86/1193	
CLASSICAL		15 (1)	15 (1)	0.7	1.5	WBZ	1030 Boston	1.1/3.5/ 63/ 969	
JAZZ/NEW AGE		26 (2)	26 (2)	1.2	0.5	WCRB-F	102.5 Waltham/Boston	0.6/2.5/ 26/ 483	
UNKNOWN/OTHERS	60 (3)		60 (3)	2.8	0.9	WEEI	590 Boston	0.4/1.2/ 33/ 738	
	513 (15)	1632 (25)	2145 (40)			WHDH	850 Boston	0.6/1.6/ 30/ 647	
						WJIB-F	96.9 Boston	1.9/3.7/ 74/ 841	
						WMJX-F	106.7 Boston	0.5/2.0/ 58/ 764	
						WODS-F	103.3 Boston	1.9/3.7/ 76/1310	
						WQRC-F	99.9 Barnstable/Hyns	0.5/1.2/ 94/ 827	
						WRKO	680 Boston	0.6/1.5/ 69/ 867	
						WROR-F	98.5 Boston	0.5/1.8/ 31/ 584	
						WVBF-F	105.7 Framington	0.4/1.8/ 19/ 512	
						WVVE-F	102.3 Stonington/Bstn.	0.3/0.8/ 23/ 346	
						WXXS-F	107.9 Medford/Boston	0.6/4.4/ 37/1120	
						WZLX-F	100.7 Boston	1.1/3.4/ 56/ 829	
						WZOU-F	94.5 Boston	0.8/5.2/ 64/1489	

RADIO STATIONS

AM STATIONS

WHIM, 1110, 5 KW (DAYS)	, COUNTRY	CBS , \$ 24.00 (Durpetti)	Joe Gallagher
WHJJ, 920, 5 KW (DA-N)	, NEWS/TALK	NBC , \$ 51.00 (Katz)	James Gorwin
WPRO, 630, 5 KW (DA-N)	, NEWS/TALK	ABC I , \$ 70.00 (Banner)	Capital Cities/ABC Ron St. Pierre

FM STATIONS

WBRU-F, 95.5, 20 KW @ 440, AOR	APR , \$ 44.00 (MMR)	David Whitney
WCTK-F, 98.1, 47 KW @ 510, COUNTRY	, \$ 30.00 (Torbet)	Hall (NEW BEDFORD,MA) Christine Lodge
WHJY-F, 94.1, 50 KW @ 440, AOR	, \$ 90.00 (Katz)	Merv Griffin James Corwin
WPRO-F, 92.3, 39 KW @ 553, CHR	ABC C , \$ 107.00 (Banner)	Capital Cities/ABC Ron St. Pierre
WSNE-F, 93.3, 30 KW @ 619, AC	, \$ 71.00 (Eastman)	Beck-Ross Bill Campbell
WWBB-F, 101.5, 14 KW @ 950, OLDIES	, \$ 62.00 (Christal)	Wilks-Schwartz Scott Bacherman
WWKX-F, 106.3, 1 KW @ 518, BLACK	, \$ 39.00 (Republic)	Miles Chandler
WWLI-F, 105.1, 50 KW @ 500, SOFT AC	, \$ 69.00 (McGuild)	Zimmerman Ira Rosenblatt
WWRX-F, 103.7, 37 KW @ 568, CLASSIC AOR	ABC R , \$ 40.00 (Durpetti)	Phil Urso

WFHN-F, WBSM-F -- See New Bedford...WPLM-F -- See Boston

Miscellaneous Comments: WWKX-F sold for \$2,400,000...

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

* AC - Adult Contemporary	J/NA - Jazz and New Age	*
* AOR - Album Oriented Rock	M - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 60%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to near 1988)	*
* C - Country	R - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-white)	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	?	*
* G - Gospel	- Others or Unknown	*

PUEBLO

Arbitron Rank/Pop (12+): 227/105,200

Stations: 18/7
Diaries: 639/165:1/59.2%
Sample Target: 550
% Below Line: 40.3
% Not Listed: 14.8

1989 Revenue: \$3,600,000
HH Inc.: \$21,414
Retail \$: .77 Bil
Pop per Station: 15,028
#1 Biller: NA

MSA Rank/Pop: 284/125,900
ADI # 99 (w/Colo. Springs)
Average Person Ratings: 16.7
Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume
1. KCCY-F (C)	32/18.2	----	14.3	----	16.4	----	41/427	302/28.7		32.6			KCCY-F
2. KRYT-F (O)	19/10.8	----	9.3	----	-----	----	27/394	239/22.7		22.2			KRYT-F
3. KRDO-F (EZ)	17/ 9.7	----	9.9	----	13.8	----	63/800	157/14.9		16.7			KRDO-F
4. KCSJ (N/T)	11/ 6.3	----	9.9	----	9.2	----	16/282	169/16.1		17.7			KCSJ
5. KILO-F (AOR)	10/ 5.7	----	4.9	----	8.6	----	62/806	155/14.7		15.7			KILO-F
6. KKMG-F (CHR)	8/ 4.5	----	4.4	----	9.9	----	66/803	142/13.5		15.1			KKMG-F
KIKX-F (CHR)	8/ 4.5	----	6.6	----	3.3	----	64/1034	187/17.8		13.5			KIKX-F
KGHF (O)	8/ 4.5	----	1.1	----	3.9	----	10/122	92/ 8.7		7.3			KGHF
9. KATM-AF (CHR)	7/ 4.0	----	8.2	----	10.6	----	60/958	184/17.5		14.2			KATM-AF
KKFM-F (CL AOR)	7/ 4.0	----	5.5	----	2.6	----	54/739	138/13.1		13.2			KKFM-F
KRMX (SP)	7/ 4.0	----	0.5	----	2.6	----	10/87	68/ 6.5		5.2			KRMX

12+ FM SHARE (METRO): 78.67% (118 of 150) (SPG 89: 79.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKMG-F	1 KCCY-F	1 KCCY-F	1 KCCY-F	1 KCCY-F	1 KCCY-F	1 KCCY-F	1 KCCY-F	1 KCCY-F	1 KCCY-F	1 KRDO-F
KIKX-F>>	2 KILO-F	2 KRYT-F	2 KRYT-F	2 KRYT-F	2 KRYT-F	2 KRDO-F	2 KCSJ	2 KRYT-F	2 KCCY-F	2 KCSJ
3 KATM-AF	3 KRYT-F	3 KILO-F	3 KKFM-F	3 KKFM-F	3 KRYT-F	3 KRDO-F	3 KRDO-F	3 KRDO-F	3 KIKX-F	3 KRYT-F
4	4 KKFM-F	4 KKFM-F	4 KILO-F	4 KRDO-F	4 KCSJ	4 KRYT-F	4	4 KKMG-F	4 KRYT-F	4 KCCY-F
5	5	5	5	5	5	5	5	5	5	5

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 KIKX-F>>	1 KCCY-F	1 KCCY-F	1 KCCY-F	1 KCCY-F	1 KILO-F	1 KKFM-F	1 KKFM-F	1 KRYT-F	1 KRYT-F
2 KATM-AF	2 KVUU-F	2 KVUU-F	2 KRYT-F	2 KRYT-F	KRYT-F>>	KILO-F	KCCY-F>>	2 KCCY-F	KCCY-F
KKCS-F	KILO-F	KILO-F	3 KVUU-F	3 KRDO-F	3 KATM-AF	KCCY-F	3 KILO-F	3 KILO-F	3 KKFM-F
KVUU-F	KIKX-F	KRYT-F>>	5	4 KVUU-F	KVUU-F	4 KRYT-F	4	4 KKFM-F	4 KILO-F
KRDO-F	KRYT-F	5	5	5	KKMG-F	5	5	5	5
KKMG-F									
KILO-F									
KRYT-F									
KCCY-F									

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CLME	TSA	TSA
TOP 40/CHR/CONTEMP	1 (1)	22 (3)	23 (4)	15.3	19.3	KGRQ-F 107.1 Pueblo	0.6/3.1/ 1/ 36		
AOR/CLASSIC		18 (3)	18 (3)	12.0	12.7	KRRU 1480 Pueblo	0.6/1.8/ 1/ 19		
AC/OLDIES/SOFT ROCK	8 (1)	26 (3)	34 (4)	22.7	19.3				
MOR/VARIETY						KATM-F 100.7 Pueblo/Co.Spgs	3.4/17.5/ 60/ 958		
COUNTRY		35 (2)	35 (2)	23.3	20.0	KDZA 1230 Pueblo	0.6/0.0/ 0/ 0		
BLACK/URBAN						KKCS-F 101.9 Colorado Sprngs	1.7/8.3/ 78/ 815		
BEAUTIFUL/EASY		17 (1)	17 (1)	11.3	12.0	KOA 850 Denver	2.3/6.3/ 25/ 455		
NEWS/TALK	15 (2)		15 (2)	10.0	14.7	KSPZ-F 92.9 Colorado Sprngs	1.1/7.9/ 47/ 744		
NOSTALGIA						KVUU-F 99.9 Pueblo	2.8/10.9/ 57/ 757		
RELIGION/GOSPEL	1 (1)		1 (1)	0.7					
SPANISH	7 (1)		7 (1)	4.7	0.7				
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS					1.3				
	32 (6)	118 (12)	150 (18)						

RADIO STATIONS

KCSJ , 590, 1 KW (DA-2)	News/Talk	CBS, \$17.00	(Eastman)	McCoy	Jack Carter
KGHF , 1350, 5 KW/1KW (DA-N)	Oldies	NBC UNIULT, \$12.00	(Republic)		Steve Arveschough
KRMX , 690, 250 KW (DAYS)	Hispanic	\$11.00	(Caballero)		Ed Romero
KCCY-F, 97.9, 100 KW @ ?	Country	ABC E, \$25.00	(Mc-Guild)	McCoy	Jack Carter
KGRQ-F, 107.1, 3 KW @ 338	Classic AOR	MBS, \$11.00	(Eastman)		Jim Cooper
KRYT-F, 107.9, 100 KW @ 240	Oldies	UNISUP UNIULT, \$20.00	(Republic)		Steve Arveschough

Other ranked stations -- See Colorado Springs

Misc Comments: Several Pueblo stations have chosen to go above the line in Colorado Springs. They have gone below the line in Pueblo . . . KCSJ-F changed calls to KGRQ and format to Classic AOR (Dec '89) . . . KRYT changed calls to KGHF in January and format from Country to Oldies . . . KCSJ, KGRQ-F sold to Sunbrook for \$1,100,000...

RALEIGH

Arbitron Rank/Pop (12+): 61/592,600

MSA Rank/Pop: 70/693,600

ADI # 33

Average Person Ratings: 15.3

Market TSL: 20.25 hours

Stations: 23/19

Diaries: 1038/571:1/53.0%

Sample Target: 950

% Below Line: 3.2

% Not Listed: 19.2

1989 Revenue: \$25,400,000

HH Inc.: \$29,797

Retail \$: 5.0 Bill

Pop per Station: 31,189

#1 Biller: WRDU-F \$4,600,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WRDU-F (AOR)	94/10.4	9.2	8.2	8.7	10.1	9.1	222/2497	1186/20.0	19.8	20.1	11.3	122	1327	WRDU-F
2. WDCG-F (CHR)	77/ 8.5	6.6	7.2	7.1	8.1	7.3	150/2547	1271/21.4	21.3	21.2	8.0	86	1381	WDCG-F
3. WQOK-F (B)	72/ 8.0	7.7	7.6	7.5	7.2	7.7	127/1513	849/14.3	14.8	14.3	12.2	131	1402	WQOK-F
4. WRAL-F (AC)	67/ 7.4	7.2	7.2	6.0	8.1	6.9	124/2459	1107/18.7	17.9	18.9	4.6	50	1110	WRAL-F
5. WQDR-F (C)	62/ 6.9	8.4	6.9	6.2	6.4	7.1	134/2168	805/13.6	12.7	12.6	5.7	61	757	WQDR-F
6. WPTF (MOR)	60/ 6.6	7.6	7.1	8.9	7.8	7.5	95/1389	868/14.6	17.0	16.4	7.6	82	977	WPTF
7. WTRG-F (O)	53/ 5.9	5.2	5.6	5.6	5.5	5.6	161/2427	795/13.4	13.6	15.5	5.0	54	615	WTRG-F
8. WFXC-F (B)	43/ 4.8	5.9	6.6	5.6	5.8	5.7	44/678	643/10.9	13.8	15.0	7.1	76	1299	WFXC-F
9. WYLT-F (SAC)	36/ 4.0	3.3	5.1	2.4	3.6	3.7	68/1302	704/11.9	13.6	10.9	2.7	29	620	WYLT-F
10. WNND-F (J/NA)	31/ 3.4	2.0	3.4	2.2	1.8	2.8	36/420	367/ 6.2	6.8	4.6	3.2	34	361	WNND-F
11. WZZU-F (CHR)	27/ 3.0	3.3	4.3	6.5	3.0	4.3	59/1480	690/11.6	12.1	11.5	4.8	52	952	WZZU-F
12. WDUR (G)	21/ 2.3	2.1	1.6	3.0	3.4	2.3	21/245	245/ 4.1	4.4	5.4	3.4	37	257	WDUR
13. WDNC (BB)	20/ 2.2	2.7	3.0	1.4	1.8	2.3	25/398	320/ 5.4	8.2	6.1	1.8	19	416	WDNC
14. WPCM-F (C)	17/ 1.9	1.1	0.9	1.9	1.1	1.5	74/1070	329/ 5.6	3.9	4.8				WPCM-F
15. WLLE (B)	16/ 1.8	2.9	2.6	4.3	1.7	2.9	21/313	248/ 4.2	5.5	4.6	1.8	19	398	WLLE

12+ FM SHARE (METRO): 83.01% (606 of 730) (SPG 89: 75.19%)

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 WRDU-F	1 WRDU-F	1 WPTF	1 WRAL-F<	1 WRDU-F>	1 WRDU-F>	1 WQOK-F	1 WQOK-F
2 WQOK-F>	2 WQOK-F	2 WQOK-F<	2 WRAL-F	2 WRAL-F	2 WQOK-F	2 WPTF <	2 WRAL-F	2 WDCG-F<	2 WDCG-F	2 WFXC-F
3 WFXC-F	3 WDCG-F>	3 WRAL-F	3 WTRG-F	3 WTRG-F	3 WRDU-F>	3 WRDU-F	3 WRAL-F	3 WRDU-F>	3 WRDU-F>	3 WDCG-F>
4 WZZU-F	4 WRAL-F	WDCG-F	4 WDCG-F	4 WDCG-F<	4 WTRG-F	4 WQDR-F	4 WQOK-F	4 WQOK-F	4 WFXC-F	4 WPTF
5	5 WFXC-F<	5 WTRG-F>	5 WQOK-F	5 WQOK-F	5 WRAL-F	5 WDCG-F	5 WTRG-F	5 WQDR-F	5 WDNC <	5 WRAL-F
6	6 WNND-F	6 WFXC-F	6	6 WQDR-F	6	6 WQOK-F	6 WDCG-F<	6 WPTF	6 WQDR-F	6
7	7 WTRG-F	7	7	7	7	7	7 WPTF	7 WTRG-F	7 WRAL-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 WRDU-F	1 WDCG-F<	1 WDCG-F	1 WRDU-F	1 WRAL-F>		1 WRDU-F>	1 WRDU-F>>	1 WRDU-F>>	1 WRDU-F>	1 WRDU-F>>
2 WDCG-F	2 WRDU-F	2 WQOK-F	WDCG-F	2 WDCG-F		2 WQOK-F	2 WQOK-F>	2 WQOK-F>	2 WQOK-F	2 WTRG-F
3 WQOK-F>	3 WQOK-F>	3 WRAL-F	3 WRAL-F	3 WTRG-F		3 WZZU-F>	3 WFXC-F	3 WQDR-F	3 WTRG-F	3 WQOK-F
4 WNND-F>	4 WRAL-F	4 WRDU-F	4 WQOK-F	4 WRDU-F		4 WFXC-F	4 WZZU-F	WFXC-F	4 WRAL-F	WQDR-F
5 WYLT-F	5 WTRG-F	5 WTRG-F	5 WTRG-F	5 WQOK-F		5 WRAL-F	WDCG-F	WDCG-F	5 WFXC-F	5 WRAL-F
WTRG-F>	WNND-F	6 WNND-F>	6	6 WYLT-F		WDCG-F>	6	6 WNND-F	WDCG-F	WPTF
7	7	7	7	7 WQDR-F		7	7	7	7	7

SPG 89

METRO CUME TSA

FORMATS	AM	FM	TOTAL	%	%	OTHER RATED STATIONS	SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		104 (2)	104 (2)	14.2	13.3	WCAS-F 104.3	Tarboro/Raleigh 0.7/3.0/ 42/ 604
AOR/CLASSIC		99 (2)	99 (2)	13.6	13.0	WKIX 850	Raleigh 0.3/2.6/ 6/ 244
AC/OLDIES/SOFT ROCK	7 (2)	164 (5)	171 (7)	23.4	23.9	WKTC-F 96.9	Tarboro/Rcky Mt 0.8/2.2/ 75/1089
MOR/VARIETY	60 (1)		60 (1)	8.2			
COUNTRY		86 (3)	86 (3)	11.8	9.8	WKRR-F 92.3	Asheboro/Greens 0.6/4.2/ 60/ 913
BLACK/URBAN	16 (1)	118 (3)	134 (4)	18.4	21.9	WNCT-F 107.9	Greenville 0.4/2.3/ 53/ 663
BEAUTIFUL/EASY		4 (1)	4 (1)	0.5		WZFX-F 99.1	Whitevl/Faytv1. 0.3/1.7/116/1215
NEWS/TALK					9.3		
NOSTALGIA	20 (1)		20 (1)	2.7	2.2		
RELIGION/GOSPEL	21 (1)		21 (1)	2.9	3.1		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		31 (1)	31 (1)	4.2	2.2		
UNKNOWN/OTHERS					1.3		
	124 (6)	606 (17)	730 (23)				

RADIO STATIONS

WDNC, 620, 5 KW/1 KW (DA-2),	NOSTALGIA	CBS, \$ 23.00 (Republic)	Sandy Smith
WDUR, 1490, 1 KW	, GOSPEL	NBN, \$ 16.00 (Eastman)	Fred Adams
WLLE, 570, 500 W/55 W	, BLACK	SBN, \$ 18.00 (K & P)	Prentice Monroe
WPTF, 680, 50 KW (DA-N)	, MOR/FULL SER.	ABC I,CNN, \$ 65.00 (McGuild)	Byran McIntyre
WDCG-F, 105.1, 100 KW @ 1041, CHR		ABC F, \$ 60.00 (Republic)	Sandy Smith
WFXC-F, 107.1, 1.2 KW @ 500, BLACK		NBN, \$ 32.00 (Eastman)	Fred Adams
WNND-F, 103.9, 1.5 KW @ 451, JAZZ/NAC		, \$ 27.00 (—)	Jerry Delcone
WQDR-F, 94.7, 100 KW @ 1127, COUNTRY		ABC E, UNIULT, \$ 70.00 (McGuild)	Laurel Smith
WQOK-F, 97.5, 100 KW @ 981, BLACK		ABC C, \$ 42.00 (Durpetti)	John Broomfield
WRAL-F, 101.5, 100 KW @ 1889, AC		, \$ 96.00 (Katz)	Larry Adams
WRDU-F, 106.1, 100 KW @ 1350, AOR		SOURCE, \$ 97.00 (MMR)	Phil Zachary
WTRG-F, 100.7, 100 KW @ 1967, OLDIES		CBS, \$ 50.00 (Banner)	Capitol-Johnson (ROCKY MOUNT)
WYLT-F, 96.1, 100 KW @ 985, SOFT AC	UNISUP, UNIPWR, \$ 45.00 (Christal)		Nicholas Paras
WZZU-F, 93.9, 100 KW @ 1269, CHR	, \$ 37.00 (Torbet)		Gary Welss
			Dick DeButts

Miscellaneous Comments: WTRG-F sold by Capitol (Johnson) to Joyner for \$13,100,000 (Blackburn) (price included cost of KQFX-F in Austin...

RENO

Arbitron Rank/Pop (12+): 136/247,400

Stations: 18/18
Diaries: 639/387:1/51.6%
Sample Target: 620
% Below Line: 0.0
% Not Listed: 7.6

1989 Revenue: \$10,000,000
HH Inc.: \$29,780
Retail \$: 2.5 Bill
Pop per Station: 13,744
#1 Biller: NA

MSA Rank/Pop: 176/246,800
ADI # 117
Average Person Ratings: 17.6
Market TSL: 23.25 hours

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KRNO-AF (AC)	45/10.3	9.6	8.7	7.7	9.6	----	65/667	505/20.4	19.6	18.1	7.9	31	284	KRNO-AF
KWNZ-F (CHR)	45/10.3	10.8	11.7	10.3	10.7	----	62/961	701/28.3	24.5	29.4	17.6	69	736	KWNZ-F
KOZZ-F (AOR)	45/10.3	8.4	6.4	7.7	11.2	----	66/740	480/19.4	21.1	16.6	9.9	39	469	KOZZ-F
4. KODS-F (O)	40/ 9.2	9.9	7.6	11.3	5.3	----	58/632	423/17.1	22.0	20.6	7.4	29	394	KODS-F
5. KRZQ-F (AOR)	39/ 9.0	4.8	7.1	6.2	5.9	----	50/519	374/15.1	11.8	17.9	9.4	37	409	KRZQ-F
6. KBUL-F (C)	35/ 8.0	6.3	4.6	5.6	5.3	----	47/628	408/16.5	14.1	11.3	7.4	29	316	KBUL-F
7. KOH (N/T)	33/ 7.6	5.3	4.4	6.9	7.5	----	39/457	367/14.8	15.2	9.8	6.1	24	287	KOH
8. KROW (C)	26/ 6.0	4.8	3.9	5.9	3.2	----	44/485	281/11.4	10.0	8.6	3.1	12	134	KROW
9. KNEV-F (EZ)	23/ 5.3	8.7	9.0	9.0	10.7	----	34/392	276/11.2	11.4	15.8	5.6	22	245	KNEV-F
10. KROI-F (J/NA)	17/ 3.9	1.7	2.8	3.3	2.4	----	17/228	216/ 8.7	5.9	7.6	3.1	12	184	KROI-F
11. KSKY-F (CHR)	12/ 2.8	5.1	7.8	3.3	3.7	----	12/269	266/10.8	14.8	16.2	6.1	24	267	KSKY-F
12. KIIQ-F (C)	11/ 2.5	7.0	3.2	5.1	8.5	----	27/471	234/ 9.5	12.6	11.0	4.1	16	190	KIIQ-F
13. KPLY (O)	9/ 2.1	2.2	0.7	1.3	2.1	----	9/125	112/ 4.5	5.2	4.1	0.5	2	111	KPLY
15. KHIT (BB)	9/ 2.1	----	----	----	----	----	12/98	80/ 3.2	0.4	0.7	0.3	1	26	KHIT

12+ FM SHARE (METRO): 78.86% (317 of 402) (SPG 89: 80.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWNZ-F>>	1 KOZZ-F<	1 KOZZ-F	1 KOZZ-F<	1 KRNO-AF<	1 KODS-F<	1 KOH <	1 KOZZ-F	1 KWNZ-F	1 KWNZ-F	1 KOH >
2 KSKY-F>	2 KRZQ-F>	2 KRZQ-F<	2 KRNO-AF<	2 KOZZ-F	2 KOH	2 KWNZ-F<	2 KRNO-AF	2 KRNO-AF	2 KRNO-AF	2 KROW >
3	3 KWNZ-F	3 KRNO-AF	3 KODS-F>	3 KODS-F>	3 KRNO-AF<	3 KRNO-AF<	KODS-F	3 KRNO-AF	3 KRZQ-F	3
4	4 KRNO-AF>	4 KODS-F	4 KRZQ-F	4 KBUL-F	4 KNEV-F	4 KOZZ-F	4 KRZQ-F<	4 KODS-F	4 KOZZ-F>	4
5	5 KBUL-F	5 KWNZ-F	KBUL-F	5 KRZQ-F	5 KBUL-F	5 KOH	5 KRZQ-F	5 KROW	5	5
6	6 KODS-F	6	6	6	6	6 KRZQ-F	KBUL-F	KBUL-F	6 KOH	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 KWNZ-F>	1 KRNO-AF	1 KRNO-AF	1 KRNO-AF	1 KRNO-AF	1 KRZQ-F>>	1 KRZQ-F<	1 KOZZ-F>	1 KOZZ-F<	1 KOZZ-F>
2 KRZQ-F	KWNZ-F	2 KOZZ-F	2 KODS-F	2 KODS-F>	2 KOZZ-F	2 KOZZ-F>>	2 KRZQ-F>	2 KRZQ-F>	2 KRZQ-F
3 KRNO-AF	3 KOZZ-F	3 KODS-F	3 KWNZ-F>	3 KWNZ-F	3 KWNZ-F>>	3 KWNZ-F	3 KBUL-F	3 KODS-F	3 KRNO-AF
4 KSKY-F>>	4 KODS-F	4 KWNZ-F>	4 KOZZ-F	KBUL-F	4	KBUL-F	4 KRNO-AF>	4 KRNO-AF	4 KODS-F
5 KOZZ-F>	5 KRZQ-F	5 KLKT-F	5 KBUL-F	5 KOZZ-F	5	5 KRNO-AF	5	5 KWNZ-F	5 KBUL-F<
6	6	KBUL-F	6	6	6	6	6	KBUL-F	6 KOH

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		57 (2)	57 (2)	14.2	13.3	KLKT-F	100.1 InclineVlg/Reno 1.4/5.3/ 6/ 170
AOR/CLASSIC		84 (2)	84 (2)	20.9	15.4	KONE	1450 Reno 0.5/3.6/ 2/ 92
AC/OLDIES/SOFT ROCK	15 (3)	90 (3)	105 (6)	26.1	33.1	KQLO	920 Reno 1.1/3.7/ 8/ 131
MOR/VARIETY					2.9		
COUNTRY	28 (2)	46 (2)	74 (4)	18.4	16.4		
BLACK/URBAN							
BEAUTIFUL/EASY		23 (1)	23 (1)	5.7	10.2		
NEWS/TALK	33 (1)		33 (1)	8.2	4.9		
NOSTALGIA	9 (1)		9 (1)	2.2	3.9		
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		17 (1)	17 (1)	4.2			
UNKNOWN/OTHERS							
	85 (7)	317 (11)	402 (18)				

RADIO STATIONS

KHIT	, 1590,	5 KW (DAYS)	, Nostalgia (?)	APR, \$10.00	(Christal)		Lon Acherbach
KOH	, 630,	5 KW/1 KW (DA-N),	News/Talk	CBS ABC T, \$24.00	(Katz)		Ken Mendenhall
KONE	, 1450,	1 KW	Country	ABC C UNISUP, \$11.00	(HNWH)	Lotus	Rick Denton
KPLY	, 1270,	5 KW (DA-1)	Oldies	, \$12.00	(Durpetti)	(SPARKS)	John Stolzenberg
KQLO	, 920,	5 KW/1 KW (DA-N),	Oldies	NBC MBS, \$11.00	(Banner)	Pacific Telecom	Bob Cross
KROW	, 780,	50 KW (DA-1)	Country	ABC I, \$20.00	(Mc-Guild)	John Price	John O'Brien
KBUL-F,	98.1,	76 KW @ 2275	Country	MBS, \$23.00	(Durpetti)	(CARSON CITY)	Dave Grumper
KIIQ-F,	104.5,	25 KW @ 2930	Country	APR, \$15.00	(Christal)		Lon Acherbach
KLKT-F,	100.1,	.8 KW @ 2956	AC	, \$13.00	(K & P)	(INCLINE VILLAGE)	Jim King
KNEV-F,	95.5,	59 KW @ 2270	EZ	, \$21.00	(Mc-Guild)	John Price	John O'Brien
KODS-F,	103.7,	6 KW @ 2965	Oldies	, \$30.00	(CBS)	Americom-Quinn	Janet Perry (CARNELIAN BAY)
KOZZ-F,	105.7,	75 KW @ 2120	AOR	SOURCE, \$34.00	(HNWH)	Lotus	Rick Denton
KRNO-F,	106.9,	70 KW @ 2214	Soft AC	, \$38.00	(Torbet)	Roth	Jerry Gutensohn
KROI-F,	100.9,	1 KW @ 800	Jazz/NAC	, \$19.00	(Durpett)	(SPARKS)	John Stolzenburg
KRZQ-F,	96.5,	.9 KW @ 2965	AOR	, \$27.00	(MMR)	(TAHOE CITY)	Dan Cook
KSY-F,	101.7,	1.3 KW @ 425	CHR	, \$18.00	(Katz)		Ken Mendenhall
KWNZ-F,	97.3,	87 KW @ 2112	CHR	, \$32.00	(Banner)	Pacific Telecom	Bob Cross (CARSON CITY)

Misc: KONE changes from Nostalgia to Country . . . KPLY reclassified as Oldies . . . KQLO changes from Talk to Oldies . . .
 KRNO A/F sold by Roth for \$2,300,000 (E)...KBUL-F sold by Marathon to George Johns (never closed) for \$2,000,000...

RICHMOND

Arbitron Rank/Pop (12+): 55/712,500
 MSA Rank/Pop: 61/848,600
 ADI # 60
 Average Person Ratings: 17.8
 Market TSL: 23.25 hours

Stations: 21/19
 Diaries: 1202/593:1/53.0%
 Sample Target: 1050
 % Below Line: 1.3
 % Not Listed: 13.6

1989 Revenue: \$28,800,000
 HH Inc.: \$31,707
 Retail \$: 6.5 Bill
 Pop per Station: 37,500
 #1 Biller: WRVA \$6,000,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WRVQ-F (CHR)	173/13.6	10.6	12.5	12.2	9.4	12.2	205/2602	2080/29.2	27.4	25.2	12.6	171	1960	WRVQ-F
2. WRVA (MOR)	146/11.5	9.6	11.7	11.4	14.7	11.1	152/1887	1763/27.4	25.1	26.1	8.9	120	1462	WRVA
3. WCDX-F (B)	138/10.9	11.4	9.6	10.2	11.1	10.5	142/1250	1194/16.8	14.2	17.4	16.1	217	1685	WCDX-F
4. WRXL-F (AOR)	131/10.3	9.3	12.1	9.7	9.9	10.4	143/1610	1433/20.1	22.7	20.9	13.8	186	2027	WRXL-F
5. WKHK-F (C)	123/ 9.7	9.7	7.8	7.5	9.3	8.7	139/1530	1323/18.6	14.4	15.0	7.0	16	257	WKHK-F
6. WTVR-F (EZ)	75/ 5.9	8.0	7.1	6.6	5.4	6.9	95/1198	932/13.1	13.6	12.0	5.0	68	729	WTVR-F
WPLZ-F (B)	75/ 5.9	7.4	7.7	7.2	7.8	7.1	86/1086	933/13.2	12.9	16.1	9.1	123	1281	WPLZ-F
8. WMXB-F (AC)	61/ 4.8	5.4	4.7	8.0	8.3	5.7	76/1301	1075/15.1	14.4	19.0	4.7	63	967	WMXB-F
9. WVGQ-F (AC)	41/ 3.2	3.4	4.0	3.0	3.6	3.4	49/1022	865/12.1	12.6	9.2	4.4	59	907	WVGQ-F
10. WFTH (REL)	19/ 1.5	2.6	0.8	2.4	1.4	1.8	19/218	202/ 2.8	2.5	2.1	1.2	16	257	WFTH
11. WTVR (BB)	18/ 1.4	0.9	1.7	0.8	0.9	1.2	20/321	303/ 4.3	3.8	3.5	0.7	68	729	WTVR
12. WQSF-F (SAC)	14/ 1.1	1.6	1.9	1.0	1.3	1.4	16/459	339/ 4.8	7.2	5.2				WQSF-F
WANT (B)	14/ 1.1	1.1	1.2	1.7	1.0	1.3	14/313	287/ 4.0	4.2	4.2	0.6	8	212	WANT

12+ FM SHARE (METRO): 78.40% (860 of 1097) (SPG 89: 75.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRVQ-F>>	1 WCDX-F	1 WRXL-F<	1 WRXL-F	1 WRXL-F<	1 WRVA >	1 WRVA >	1 WRVQ-F	1 WRVQ-F	1 WCDX-F	1 WRVA >>
2 WCDX-F>	2 WRXL-F	2 WRVQ-F<	2 WCDX-F	2 WKHK-F	2 WKHK-F	2 WRVQ-F>	2 WRXL-F	2 WRXL-F	2 WRVA	2 WCDX-F>>
3 WPLZ-F	3 WRVQ-F>	3 WCDX-F	3 WRVQ-F<	3 WCDX-F	3 WTVR-F>	3 WKHK-F<	3 WKHK-F>	3 WCDX-F<	3 WRVQ-F>	3 WRXL-F
4 WRXL-F	4 WPLZ-F	4 WKHK-F>	4 WKHK-F>	4 WRVQ-F	4 WRVQ-F	4 WRXL-F	4 WCDX-F	4 WKHK-F	4 WRXL-F>	4 WRVQ-F
5	5 WKHK-F	5 WPLZ-F	5 WMXB-F	5 WRVA	5	5 WCDX-F>>	5 WRVA <	5 WRVA	5 WPLZ-F	5 WPLZ-F<
6	6	6 WMXB-F	6 WRVA	6 WMXB-F	6	6 WPLZ-F	6 WTVR-F	6 WTVR-F	6 WKHK-F	6 WKHK-F
7	7	7 WRVA	WPLZ-F	7 WPLZ-F	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 WRVQ-F>	1 WCDX-F<	1 WCDX-F>	1 WRVQ-F	1 WCDX-F<		1 WRXL-F>	1 WRXL-F	1 WRXL-F	1 WRXL-F>	1 WRXL-F
2 WCDX-F>>	2 WRVQ-F>	2 WRVQ-F<	2 WCDX-F>	2 WRVQ-F		2 WCDX-F	2 WCDX-F>	2 WCDX-F>	2 WKHK-F	2 WKHK-F>
3 WRXL-F>>	3 WRXL-F>	3 WRXL-F	3 WRXL-F	3 WKHK-F		3 WRVQ-F	3 WRVQ-F>	3 WRVQ-F	3 WCDX-F	3 WCDX-F
4 WPLZ-F	4 WPLZ-F>	4 WPLZ-F>	4 WKHK-F<	4 WMXB-F<		4 WPLZ-F>	4 WKHK-F	4 WKHK-F>	4 WRVQ-F>	4 WRVQ-F
5 WKHK-F>>	5 WKHK-F	5 WMXB-F	5 WPLZ-F	5 WRVA		5 WAFX-F>	5 WMXB-F	5 WMXB-F>	5 WPLZ-F<	5 WRVA
6	6 WMXB-F	6 WKHK-F	WMXB-F	6 WPLZ-F		6 WRVA >>	6	6	6 WRVA	6

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		173 (1)	173 (1)	15.8	14.3	WDYL-F	92.1	Chester/Richmond	1.0/3.3/ 13/	279
AOR/CLASSIC		143 (2)	143 (2)	13.0	11.5	WKIE	1540	Richmond	0.8/2.8/ 10/	200
AC/OLDIES/SOFT ROCK	8 (1)	116 (3)	124 (4)	11.3	10.6	WLEE	1320	Richmond	0.4/1.6/ 5/	114
MOR/VARIETY	146 (1)		146 (1)	13.3	16.2	WRNL	910	Richmond	0.6/3.7/ 9/	267
COUNTRY	11 (1)	123 (1)	134 (2)	12.2	10.3	WSTK	1290	Colonial Hgts.	0.5/1.1/ 6/	79
BLACK/URBAN	14 (1)	217 (3)	231 (4)	21.1	24.0	WXGI	950	Richmond	0.9/2.5/ 14/	212
BEAUTIFUL/EASY NEWS/TALK		75 (1)	75 (1)	6.8	7.4					
NOSTALGIA	18 (1)		18 (1)	1.6	1.7	WAFX-F	106.9	Suffolk/Norfolk	0.9/3.5/ 25/	424
RELIGION/GOSPEL	19 (1)	13 (1)	32 (2)	2.9	4.0	WOWI-F	102.9	Norfolk	0.3/1.5/ 14/	260
SPANISH										
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS	21 (3)		21 (3)	1.9						
	237 (9)	860 (12)	1097 (21)							

RADIO STATIONS

WANT, 990, 1 KW/16 W	, BLACK	NBN	, \$ 15.00 (---)	John Galloway
WFTH, 1590, 5 KW (DAYS)	, RELIGION	UNIULT	, \$ 15.00 (---)	Jack Johnson
WRNL, 910, 5 KW (DA-N)	, OLDIES	MBS	, \$ 18.00 (Katz)	Capitol-Goodman
WRVA, 1140, 50 KW (DA-1)	, MOR/FULL SER.	CBS	, \$ 107.00 (Christal)	Edens
WTVR, 1380, 5 KW (DA-2)	, NOSTALGIA	ABC E	, \$ 20.00 (Republic)	Park
WCDX-F, 92.7, 2.3 KW @ 369	BLACK		, \$ 44.00 (MMR)	Sinclair (MECHANICSVILLE) Ben Miles
WDYL-F, 92.1, 3 KW @ 328	RELIGION		, \$ 15.00 (---)	(CHESTER) Paul Scott
WKHK-F, 95.3, 13 KW @ 449	COUNTRY		, \$ 49.00 (Banner)	ABS (COLONIAL HGTS) Mike McGann
WMXB-F, 103.7, 20 KW @ 840	AC	APR	, \$ 77.00 (Durpetti)	Radio Ventures Theresa Hall
WPLZ-F, 99.3, 3 KW @ 328	BLACK		, \$ 55.00 (McGulld)	Paco-Jon Connie Balthrop
WQSF-F, 96.5, 50 KW @ 492	SOFT AC		, \$ 30.00 (---)	Keymarket (WILLIAMSBURG) Bob Bolton
WRVQ-F, 94.5, 200 KW @ 350	CHR	ABC C	, \$ 101.00 (Christal)	Edens Phil Goldman
WRXL-F, 102.1, 140 KW @ 322	AOR		, \$ 97.00 (Katz)	Capitol-Goodman
WTVR-F, 98.1, 50 KW @ 840	EZ	ABC E	, \$ 42.00 (Republic)	Park
WVGQ-F, 106.5, 8 KW @ 1234	OLDIES	ABC D	, \$ 38.00 (Torbet)	First Cities

Miscellaneous Comments: WANT sold for \$1,000,000...WVGQ-F sold by First City to Coleman for \$5,500,000 (MVP)...

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 33/1,129,100
 MSA Rank/Pop: 18/2,278,000
 Los Angeles ADI
 Average Person Ratings: 18.9
 Market TSL: 24.50 hours

Stations: 45/19
 Diaries: 1333/847:1/48.9%
 Sample Target: 1290
 % Below Line: 50.3
 % Not Listed: 11.4

1989 Revenue: \$17,900,000
 HH Inc.: \$29,022
 Retail \$: 14.0 Bil
 Pop per Station: 59,426
 #1 Biller: KGGI-F \$3,800,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KGGI-F (CHR)	171/ 8.2	8.6	10.1	8.5	7.0	8.9	210/3034	2362/20.9	22.1	18.1	16.4	309	2991	KGGI-F
2. KFGR-F (AC)	167/ 8.0	2.9	2.6	2.0	2.3	3.9	179/1762	1475/13.1	5.3	5.6	5.7	108	1074	KFGR-F
3. KDUO-F (EZ)	121/ 5.8	9.3	7.0	7.5	8.2	7.4	138/1681	1336/11.8	11.1	13.9	4.6	87	1200	KDUO-F
4. KLOS-F (AOR)	107/ 5.1	5.6	6.0	4.6	4.3	5.3	184/2232	1287/11.4	11.7	10.6	6.8	129	1223	KLOS-F
5. KFI (T)	105/ 5.0	3.1	3.4	3.4	3.9	3.7	154/1907	1246/11.0	9.7	10.6	3.9	73	882	KFI
6. KOST-F (AC)	102/ 4.9	4.3	4.2	4.5	4.6	4.5	133/2320	1553/13.8	10.8	12.5	3.7	69	1159	KOST-F
7. KCAL-F (AOR)	74/ 3.5	3.3	2.3	3.9	3.5	3.3	90/1445	1046/ 9.3	8.2	8.7	5.0	95	1004	KCAL-F
8. KQLZ-F (CHR)	71/ 3.4	6.3	4.6	6.1	6.7	5.1	112/1650	1095/ 9.7	10.5	14.0	5.9	111	1146	KQLZ-F
9. KIIS-F (CHR)	63/ 3.0	4.3	2.7	3.2	3.3	3.3	112/2124	1451/12.6	11.0	13.2	4.0	76	1450	KIIS-F
10. KTWV-F (J/NA)	60/ 2.9	2.4	1.8	1.8	1.4	2.2	74/981	725/ 6.4	5.4	4.4	2.0	37	479	KTWV-F
11. KNX (N)	54/ 2.6	2.9	2.4	2.6	3.4	2.6	86/1630	1066/ 9.4	9.7	11.2	1.7	33	706	KNX
12. KKBT-F (B)	53/ 2.5	0.5	---	1.6	0.8	1.1	55/611	527/ 4.7	0.0	2.7	2.4	45	716	KKBT-F
13. KRTH-F (O)	52/ 2.5	3.1	3.7	3.9	4.8	3.3	88/1610	1082/ 9.6	10.7	13.4	2.5	48	885	KRTH-F
14. KROQ-F (AOR)	44/ 2.1	1.1	1.8	1.7	1.4	1.7	69/797	503/ 4.5	4.2	3.9	2.2	41	697	KROQ-F
15. KODJ-F (O)	42/ 2.0	2.5	3.4	3.3	2.8	2.8	59/1066	657/ 5.8	7.4	7.6	2.2	41	548	KODJ-F

12+ FM SHARE (METRO): 78.04% (1450 of 1858) (SPG 89: 74.65%)

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 KFGR-F	1 KFGR-F>	1 KFGR-F>	1 KDUO-F<	1 KGGI-F	1 KFGR-F>	1 KGGI-F	1 KGGI-F>	1 KFGR-F
2 KQLZ-F	2 KLOS-F	2 KGGI-F	2 KLOS-F	2 KLOS-F	2 KFGR-F>	2 KLOS-F	2 KDUO-F<	2 KFGR-F>	2 KFGR-F	2 KFI
3	3 KCAL-F	3 KLOS-F	3 KOST-F<	3 KOST-F<	3 KFI >	3 KDUO-F	3 KFI <	3 KLOS-F	3 KOST-F>	3 KGGI-F<
4	4 KFGR-F	4 KOST-F	4 KGGI-F	4 KGGI-F	4 KTWV-F<	4 KFGR-F	4 KGGI-F	4 KOST-F	4 KQLZ-F	4 KABC
5	5 KOST-F<	5 KCAL-F	5 KFI	5 KFI >	5 KOST-F	5 KFI	5 KOST-F	5 KFI	5 KDUO-F	5 KNX
6	6 KQLZ-F	6 KFI	6 KRTH-F	6 KRTH-F	6	6 KNX	6	6 KDUO-F	6 KCAL-F	6
7	7	7	7 KCAL-F	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 KQLZ-F	1 KOST-F	1 KOST-F	1 KOST-F	1 KOST-F	1 KROQ-F	1 KLOS-F	1 KLOS-F>	1 KFGR-F	1 KFGR-F>
KCAL-F	KGGI-F	2 KGGI-F	2 KGGI-F	2 KFGR-F	2 KGGI-F	2 KGGI-F>	2 KFGR-F	2 KLOS-F>>	2 KLOS-F>
3 KGGI-F	3 KCAL-F	3 KFGR-F	3 KFGR-F>	3 KGGI-F>	3 KLOS-F	3 KFGR-F	3 KFI	3 KFI	3 KFI
4 KKBT-F	4 KQLZ-F	4 KLOS-F	4 KCAL-F	4 KRTH-F	4 KQLZ-F>	4 KCAL-F	KGGI-F	KCAL-F	4 KGGI-F
5 KROQ-F	5 KFGR-F	5 KCAL-F	5 KIIS-F	5 KFI	5 KCAL-F>	5 KQLZ-F	5 KCAL-F>	5	5 KCAL-F
KOST-F	6 KLOS-F	6	6	6	6	6 KROQ-F	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS	METRO CUME TSA TSA
					%	SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		344 (5)	344 (5)	18.5	22.5	KATY-F 101.3 Idyllwild	0.5/1.3/ 10/ 157
AOR/CLASSIC		242 (4)	242 (4)	13.0	11.6	KBON-F 103.9 Lake Arrowhead	1.2/2.7/ 32/ 434
AC/OLDIES/SOFT ROCK	13 (1)	413 (7)	426 (8)	22.9	18.2	KCAL 1410 Redlands	1.5/2.9/ 32/ 322
MOR/VARIETY	24 (1)		24 (1)	1.3		KCKC 1350 San Bernardino	1.4/3.2/ 32/ 402
COUNTRY	45 (2)	89 (4)	134 (6)	7.2	8.3	KDIF 1440 Riverside/SB	0.8/1.9/ 16/ 218
BLACK/URBAN	10 (1)	53 (1)	63 (2)	3.4	0.8	KHSJ 1320 Hemet	1.1/2.0/ 24/ 266
BEAUTIFUL/EASY		177 (4)	177 (4)	9.5	13.1	KHYE-F 105.7 Hemet	0.7/1.5/ 14/ 217
NEWS/TALK	221 (5)		221 (5)	11.9	12.6	KLFE 1240 San Bernardino	0.3/1.2/ 7/ 183
NOSTALGIA	34 (2)	15 (1)	49 (3)	2.6	1.5	KMEN 1290 San Bernardino	0.5/2.0/ 10/ 244
RELIGION/GOSPEL	13 (2)		13 (2)	0.7	0.8	KNTF-F 93.5 Ontario	0.7/2.5/ 22/ 488
SPANISH	48 (2)	30 (1)	78 (3)	4.2	5.9	KOLA-F 99.9 San Bernardino	0.8/3.4/ 29/ 515
CLASSICAL					0.9	KRSO 590 San Bernardino	0.8/3.3/ 18/ 402
JAZZ/NEW AGE		87 (2)	87 (2)	4.7	2.3	KWDJ-F 92.7 Riverside	1.5/3.2/ 33/ 450
UNKNOWN/OTHERS					1.6	SEE LOS ANGELES FOR INFO ABOUT THE FOLLOWING:	
	408 (16)	1450 (29)	1858 (45)			KABC 790 Los Angeles	1.5/4.4/ 50/ 872
						KBIG-F 104.3 Los Angeles	1.8/6.5/ 48/1002
						KBRT 740 Avalon	0.3/1.0/ 12/ 160
						KFWB 980 Los Angeles	0.6/3.9/ 31/ 854
						KKGO-F 105.1 Los Angeles	1.3/3.6/ 35/ 519
						KLAC 570 Los Angeles	0.8/3.2/ 22/ 460
						KLIT-F 101.9 Glendale	0.7/3.1/ 16/ 425
						KLSX-F 97.1 Los Angeles	0.8/2.7/ 30/ 635
						KLVE-F 107.5 Los Angeles	1.4/2.3/ 57/ 455
						KMPC 710 Los Angeles	1.2/3.5/ 43/ 597
						KPWR-F 105.9 Los Angeles	1.0/4.3/ 47/ 902
						KRLA 1110 Pasadena	0.6/2.1/ 20/ 299
						KWXY-F 98.5 Cathedral city	0.5/0.9/147/ 0
						KXEZ-F 98.7 Los Angeles	0.4/1.8/ 11/ 284
						KZLA-F 93.9 Los Angeles	1.4/2.8/ 37/ 437

RADIO STATIONS

AM STATIONS

KCAL, 1410, 5 KW/4 KW (DA-N), HISPANIC					\$ 23.00 (Lotus)		Andy James
KCKC, 1350, 5 KW/500 W (DA-2), COUNTRY				ABC I,	\$ 32.00 (HNWH)		Sheila Brown
KDIF, 1440, 1 KW, HISPANIC				UPI,	\$ 25.00 (Katz Hisp.)		Gilberto Esquivel
KMEN, 1290, 5 KW (DA-2), BLACK					\$ 16.00 (McGuild)	American	Steve Virissimo
KRSO, 590, 1 KW (DA-2), NEWS/TALK				NBC, TALKMT,	\$ 25.00 (Katz)	Henry	Al Smith

FM STATIONS

KBON-F, 103.9, .4 KW @ 2540, OLDIES					\$ 26.00 (HNWH)		Sheila Brown
KCAL-F, 96.7, 2 KW @ 376, AOR					\$ 53.00 (Torbet)	Anaheim	Jeff Parke
KDUO-F, 97.5, 72 KW @ 1570, EZ				ABC D,	\$ 65.00 (Katz)	Henry	Al Smith
KFRG-F, 95.1, 50 KW @ 320, COUNTRY				ABC D,	\$ 89.00 (Eastman)	Keymarket	Bob McIntosh
KGGI-F, 99.1, 3 KW @ 1530, CHR					\$ 16.00 (McGuild)	American	Steve Virissimo
KHYE-F, 105.7, .2 KW @ 1024, COUNTRY				ABC E,	\$ 16.00 (Western)		Jerry Hartline
KNTF-F, 93.5, 3 KW @ -165, COUNTRY					\$ 29.00 (—)		Brett Muller
KOLA-F, 99.9, 31 KW @ 1630, OLDIES				ABC R,	\$ 35.00 (Banner)		Fred Cote
KWDJ-F, 92.7, 3 KW @ 300, COUNTRY				MBS,	\$ 32.00 (Banner)		Jim Knudsen

OTHER RANKED STATIONS: See Los Angeles

Miscellaneous Comments: KMEN changes from OLDIES to BLACK...

ROANOKE-LYNCHBURG

Arbitron Rank/Pop (12+): 94/373,100

MSA Rank/Pop: 189/226,800 (Roanoke)
 ADI # 69 255/143,900 (Lynchburg)
 Average Person Ratings: 17.4
 Market TSL: 23.00 hours

Stations: 22/18
 Diaries: 866/430:1/58.9%
 Sample Target: 770
 % Below Line: 4.0
 % Not Listed: 11.1

1989 Revenue: \$12,800,000
 HH Inc.: \$26,999
 Retail \$: 3.0 Bill
 Pop per Station: 20,727
 #1 Biller: WXLK-F \$3,500,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume
1. WXLK-F (CHR)	113/17.4	15.2	15.0	20.6	20.9	----	255/3100	1312/35.2	32.1	34.0			WXLK-F
2. WPVR-F (EZ)	81/12.5	11.5	11.5	13.9	11.0	----	120/1322	821/22.0	23.7	21.2			WPVR-F
3. WYYD-F (C)	78/12.0	10.7	14.5	10.0	12.7	----	119/1264	778/20.9	18.9	22.0			WYYD-F
4. WROV-F (AOR)	52/ 8.0	7.6	8.2	-----	-----	----	93/976	599/16.1	13.7	13.2			WROV-F
5. WSLQ-F (AC)	48/ 7.4	5.5	4.0	8.5	8.2	----	103/1583	629/16.9	17.9	16.3			WSLQ-F
6. WJLM-F (C)	31/ 4.8	5.5	3.4	2.6	4.6	----	32/342	301/ 8.1	11.3	9.5			WJLM-F
7. WSLC (C)	28/ 4.3	5.1	3.5	5.1	5.1	----	31/427	324/ 8.7	9.8	8.4			WSLC
8. WGOL-F (AC)	21/ 3.2	2.2	1.1	2.1	1.8	----	23/270	251/ 6.7	8.5	5.2			WGOL-F
9. WFIR (N/T)	18/ 2.8	4.1	2.7	3.6	2.6	----	21/365	310/ 8.3	9.1	6.0			WFIR
10. WJJS (B)	17/ 2.6	5.7	6.9	3.6	2.6	----	20/272	210/ 5.6	7.7	8.3			WJJS
11. WROV (O)	15/ 2.3	3.1	3.1	2.1	3.1	----	15/271	254/ 6.8	6.9	7.8			WROV

12+ FM SHARE (METRO): 82.53% (477 of 578) (SPG 89: 75.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WXLK-F	1 WXLK-F>	1 WXLK-F>	1 WYYD-F	1 WYYD-F	1 WPVR-F	1 WXLK-F>	1 WPVR-F<	1 WXLK-F	1 WXLK-F>>	1 WXLK-F>
2	2 WROV-F>	2 WYYD-F	2 WXLK-F>	2 WXLK-F	2 WYYD-F>	2 WYYD-F	2 WXLK-F	2 WPVR-F	2 WYYD-F	2 WYYD-F
3	3 WSLQ-F	3 WROV-F	3 WSLQ-F	3 WPVR-F	3 WXLK-F	3 WPVR-F	3 WYYD-F>	3 WYYD-F	3 WYYD-F	3 WPVR-F
4	4 WYYD-F	4 WSLQ-F>	4 WROV-F	4 WSLQ-F	4 WSLC	4 WROV-F>	4 WROV-F	4 WROV-F	4 WSLQ-F	4 WFIR
5	5	5 WPVR-F	5 WPVR-F	5 WROV-F	5 WJLM-F	5 WSLQ-F	5 WSLQ-F	5 WSLQ-F	5 WSLQ-F	5 WROV-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 WXLK-F>>	1 WXLK-F>	1 WSLQ-F	1 WXLK-F>	1 WXLK-F	1 WXLK-F>	1 WROV-F	1 WROV-F>	1 WXLK-F<	1 WYYD-F>
2 WSLQ-F	2 WSLQ-F>	2 WYYD-F	2 WSLQ-F	2 WYYD-F	2 WROV-F>>	2 WXLK-F>>	2 WYYD-F	2 WYYD-F	2 WROV-F
3 WROV-F>>	3 WROV-F	3 WXLK-F>	3 WYYD-F	3 WSLQ-F<	3 WPVR-F	3 WYYD-F	3 WXLK-F>	3 WROV-F>>	3 WXLK-F
4 WQMG-F	4 WYYD-F>	4 WPVR-F	4 WROV-F	4 WPVR-F>	4 WJLM-F>>	4	4 WGOL-F	4 WSLQ-F	4 WPVR-F
5 WJMH-F>	5 WPVR-F	5 WROV-F>>	5 WPVR-F	5 WJLM-F	5	5	5 WSLQ-F	5 WPVR-F	5 WJLM-F
6	6	6	6	6 WROV-F	6	6	6 WFIR >>	6 WJLM-F	6 WSLQ-F

SPG 89

METRO CUME TSA TSA

FORMATS	AM	FM	TOTAL	%	%	OTHER RATED STATIONS	SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		119 (2)	119 (2)	20.6	19.8	WBLT 1350 Bedford	1.2/1.8/ 8/ 67
AOR/CLASSIC		52 (1)	52 (1)	9.0	10.4	WKZZ-F 100.1 Lynchburg	0.9/5.1/ 9/ 237
AC/OLDIES/SOFT ROCK	15 (1)	76 (3)	91 (4)	15.7	10.1	WLLL 930 Lynchburg	0.6/2.7/ 4/ 99
MOR/VARIETY	8 (1)		8 (1)	1.4	1.6	WTOY 910 Roanoke	1.7/4.4/ 12/ 167
COUNTRY	28 (1)	116 (4)	144 (5)	24.9	25.3	WTTX-F 107.1 Appomattox	1.4/1.7/ 11/ 109
BLACK/URBAN	28 (2)	24 (3)	52 (5)	9.0	14.2	WXYU-F 101.7 Lynchburg/Ronke	0.8/3.2/ 5/ 120
BEAUTIFUL/EASY		81 (1)	81 (1)	14.0	13.0	WZST-F 102.7 Lynchburg	1.1/4.2/ 9/ 187
NEWS/TALK	18 (1)		18 (1)	3.1	3.1		
NOSTALGIA	4 (1)		4 (1)	0.7	1.2	WAKG-F 103.3 Danville	0.3/1.6/ 51/ 670
RELIGION/GOSPEL		9 (1)	9 (1)	1.6	1.4	WJMH-F 102.1 Reidsville	2.0/4.7/ 37/ 485
SPANISH						WQMG-F 97.1 Greensboro	0.5/2.0/ 25/ 245
CLASSICAL						WQOK-F 97.5 S.Boston/Ralgh.	1.2/3.1/ 38/ 424
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	101 (7)	477 (15)	578 (22)				

RADIO STATIONS

WFIR, 960, 5 KW (DA-N)	, NEWS/TALK	CBS, \$ 15.00 (Christal)		Terry Gibbons
WJJS, 1320, 1 KW/24 W	, BLACK	ABC F, UNISUP, \$ 15.00 (K & P)	(LYNCHBURG)	Denny Dee Royer
WROV, 1240, 1 KW	, OLDIES	ABC D, \$ 13.00 (HNWH)	Joyner	Mike Slenski
WSLC, 610, 5 KW/1 KW (DA-2)	, C/FULL SER.	NBC, \$ 23.00 (Katz)	Mel Wheeler	Herm Reavis
WGOL-F, 98.3, 3 KW @ 241, AC		UNISUP, UNIULT, \$ 13.00 (Roslin)	(LYNCHBURG)	George Douglas
WJLM-F, 93.5, 3 KW @ -83, COUNTRY		MBS, UNIULT, \$ 16.00 (---)	(SALEM)	Lloyd Gochenour
WKZZ-F, 100.1, .7 KW @ 645, CHR		UNIPWR, CBS, \$ 13.00 (Republic)	Bahakel (LYNCHBURG)	Allen Augustine
WPVR-F, 94.9, 100 KW @ 1980, EZ		, \$ 34.00 (Christal)		Terry Gibbons
WROV-F, 96.3, 14 KW @ 2077, AOR		ABC R, \$ 31.00 (HNWH)	Joyner (MARTINSVILLE)	Mike Slenski
WSLQ-F, 99.1, 200 KW @ 1990, AC		ABC F, \$ 40.00 (Katz)	Mel Wheeler	Herm Reavis
WXLK-F, 92.3, 93 KW @ 2050, CHR		UNIPWR, \$ 82.00 (Torbet)	Coleman	Al Casey
WXYU-F, 101.7, 3 KW @ 290, COUNTRY		SMN, ABC I, \$ 10.00 (K & P)	(LYNCHBURG)	Dennd Dee Royer
WYYD-F, 107.9, 21 KW @ 1764, COUNTRY		MBS, \$ 38.00 (Eastman)	(AMHURST)	Barb Raxrode

Miscellaneous Comments: WSAY changes calls to WTOY (April)...

ROCHESTER

Arbitron Rank/Pop (12+): 45/829,400
 MSA Rank/Pop: 51/984,000
 Average Person Ratings: 16.3
 Market TSL: 21.25 hours

Stations: 15/12
 Diaries: 1444/575:1/53.7%
 Sample Target: 1140
 % Below Line: 2.3
 % Not Listed: 14.2

1989 Revenue: \$25,100,000
 HH Inc.: \$32,234
 Retail \$: 6.7 Bill
 Pop per Station: 69,116
 #1 Biller: WCMF-F \$5,400,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WCMF-F (AOR)	204/15.1	16.7	15.7	15.6	17.4	15.8	254/2676	2268/27.3	27.2	28.8	17.8	278	2849	WCMF-F
2. WPXY-F (CHR)	169/12.5	9.3	10.7	10.7	11.3	10.8	190/2693	2427/29.3	27.7	28.8	13.7	214	2992	WPXY-F
3. WVOR-F (AC)	152/11.2	9.0	8.1	10.1	11.0	9.6	163/2235	2094/25.2	21.5	23.9	7.2	112	1371	WVOR-F
4. WBEE-F (C)	127/ 9.4	11.3	10.2	9.0	8.9	10.0	155/1862	1526/18.4	18.2	18.6	9.0	141	1264	WBEE-F
5. WHAM (MOR)	120/ 8.9	9.3	7.6	7.4	8.7	8.3	131/1788	1575/19.0	20.2	20.4	7.1	111	1577	WHAM
6. WRMM-F (SAC)	91/ 6.7	6.7	6.9	5.9	5.5	6.6	98/1686	1556/18.8	18.6	17.6	6.3	98	1278	WRMM-F
7. WKIX-F (O)	81/ 6.0	6.4	7.6	7.0	5.8	6.8	90/1621	1475/17.8	17.8	18.6	4.2	65	1003	WKIX-F
8. WZSH-F (EZ)	70/ 5.2	5.2	6.6	6.7	4.7	5.9	80/1071	868/10.5	13.4	11.4	3.1	49	604	WZSH-F
9. WDKX-F (B)	69/ 4.4	4.9	4.2	5.6	6.2	4.8	62/889	821/ 9.9	7.9	10.5	10.0	157	1354	WDKX-F
10. WBBF (C)	29/ 2.1	1.3	0.8	0.9	0.6	1.3	29/494	494/ 6.0	3.7	3.8	1.7	27	521	WBBF

12+ FM SHARE (METRO): 85.69% (994 of 1160) (SPG 89: 84.47%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXY-F>>	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-F	1 WHAM
2 WCMF-F>>	2 WPXY-F>	2 WPXY-F>	2 WVOR-F>	2 WVOR-F>	2 WVOR-F	2 WVOR-F	2 WPXY-F<	2 WPXY-F<	2 WCMF-F	2 WCMF-F
3 WDKX-F	3 WVOR-F>	3 WVOR-F>	3 WPXY-F	3 WBEE-F<	3 WVOR-F>	3 WHAM	3 WPXY-F	3 WVOR-F	3 WHAM	3 WPXY-F>>
4 WMJQ-F	4 WRMM-F	4 WKIX-F<	4 WKIX-F	4 WKIX-F<	4 WZSH-F>	4 WPXY-F	4 WBEE-F	4 WHAM	4 WVOR-F	4 WBEE-F<
5	5 WBEE-F	5 WRMM-F	5 WRMM-F	5 WPXY-F<	5 WKIX-F<	5 WBEE-F	5 WRMM-F<	5 WBEE-F	5 WDKX-F	5 WDKX-F
6	6 WDKX-F	6 WBEE-F	6 WBEE-F	6 WRMM-F	6 WRMM-F	6	6 WHAM	6	6 WRMM-F	6 WVOR-F
7	7 WKIX-F	7	7	7	7	7	7	7	7 WKIX-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 WPXY-F	1 WPXY-F	1 WPXY-F	1 WPXY-F	1 WVOR-F>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>
2 WCMF-F>>	2 WCMF-F>	2 WVOR-F<	2 WVOR-F<	2 WPXY-F	2 WPXY-F>	2 WPXY-F>	2 WVOR-F	2 WVOR-F	2 WVOR-F
3 WRMM-F	3 WVOR-F>	3 WCMF-F>	3 WCMF-F	3 WRMM-F	3 WDKX-F	3 WVOR-F>	3 WRMM-F	3 WPXY-F	3 WBEE-F
4 WDKX-F	4 WRMM-F>	4 WRMM-F	4 WRMM-F	4 WKIX-F<	4 WVOR-F>	4 WDKX-F	4 WPXY-F	4 WKIX-F	4 WKIX-F
5 WVOR-F>	5 WBEE-F	5 WKIX-F	5 WKIX-F	5 WBEE-F	5 WHAM	5 WRMM-F	5 WBEE-F	5 WBEE-F	5 WRMM-F
6 WBEE-F>>	6 WKIX-F	6 WBEE-F>>	6 WBEE-F	6 WCMF-F	6 WKIX-F	6 WBEE-F	6 WKIX-F>	6 WRMM-F	6 WHAM <
7 WKIX-F>>	7 WDKX-F	7 WDKX-F	7	7	7 WBEE-F	7 WKIX-F	7 WDKX-F>	7 WHAM	7 WPXY-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA CUME
TOP 40/CHR/CONTEMP	12 (1)	185 (2)	197 (3)	17.0	14.4	WPXY 1280 Rochester	0.9/4.2/ 13/ 358	
AOR/CLASSIC		204 (1)	204 (1)	17.6	20.9	WRMM 990 Rochester	0.4/1.8/ 5/ 171	
AC/OLDIES/SOFT ROCK	5 (1)	324 (3)	329 (4)	28.4	25.8			
MOR/VARIETY	120 (1)		120 (1)	10.3	10.1	CFMX-F 103.1 Cobourg, On	0.4/1.7/ 5/ 145	
COUNTRY	29 (1)	127 (1)	156 (2)	13.4	11.0	WBMW-F 107.7 Weathersfield	0.7/3.0/ 13/ 324	
BLACK/URBAN		69 (1)	69 (1)	5.9	7.1	WMJQ-F 102.5 Buffalo	1.2/5.3/ 39/ 746	
BEAUTIFUL/EASY NEWS/TALK		70 (1)	70 (1)	6.0	5.5			
NOSTALGIA					3.4			
RELIGION/GOSPEL					1.0			
SPANISH								
CLASSICAL		5 (1)	5 (1)	0.4				
JAZZ/NEW AGE		10 (1)	10 (1)	0.9	0.9			
UNKNOWN/OTHERS								
	166 (4)	994 (11)	1160 (15)					

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, NOSTALGIA	UNIULT, \$ 24.00 (Katz)	Heritage	Carolyn Merz
WHAM, 1180, 50 KW	, MOR/FULL SER.	CBS, TALKNT, \$ 55.00 (McGuild)	Lincoln	Jack Palvino
WBEE-F, 92.5, 50 KW @ 500,	COUNTRY	UNIULT, \$ 63.00 (Katz)	Heritage	Carolyn Merz
WCMF-F, 96.5, 50 KW @ 450,	AOR	, \$ 100.00 (Torbet)	Stoner	Suzanne MacDonald
WDKX-F, 103.9, 1 KW @ 536,	BLACK	, \$ 30.00 (Roslin)		Andrew Livingston
WKIX-F, 98.9, 37 KW @ 564,	OLDIES	, \$ 50.00 (Durpetti)		Dodenhoff/Wachs
WPXY-F, 97.9, 50 KW @ 399,	CHR	, \$ 75.00 (MMR)	Pyramid	Bill Schoenig
WRMM-F, 101.3, 27 KW @ 640,	SOFT AC	ABC E, \$ 49.00 (Christal)	Atlantic Ventures	Kim Romano
WVOR-F, 100.5, 50 KW @ 482,	AC	, \$ 99.00 (McGuild)	Lincoln	Jack Palvino
WZSH-F, 95.1, 10 KW @ 994,	EZ	, \$ 28.00 (Republic)	(BRISTOL CENTER)	Jim Doyle

Miscellaneous Comments: WBBF change from COUNTRY to NOSTALGIA (May)...WPXY AF sold by Pyramid to Rich for \$8,000,000...

ROCKFORD

Arbitron Rank/Pop (12+): 141/231,900

Stations: 18/10
 Diaries: 597/388:1/56.4%
 Sample Target: 610
 % Below Line: 15.8
 % Not Listed: 16.1

1989 Revenue: \$7,900,000
 HH Inc.: \$31,381
 Retail \$: 2.1 Bil
 Pop per Station: 23,190
 #1 Biller: WZOK-F \$2,100,000

MSA Rank/Pop: 157/283,000
 ADI # 136
 Average Person Ratings: 16.9
 Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WZOK-F (CHR)	85/21.7	---	18.0	---	20.7	---	131/1622	970/41.8		37.2	25.3	94	992	WZOK-F
2. WROK (MOR)	43/11.0	---	12.8	---	16.6	---	44/712	668/28.8		31.2	10.2	38	604	WROK
3. WKMQ-F (O)	42/10.7	---	15.9	---	13.0	---	47/609	480/20.7		27.7	7.0	26	337	WKMQ-F
4. WXRK-F (AOR)	35/ 8.9	---	7.8	---	6.4	---	46/505	391/16.9		16.5	14.6	54	495	WXRK-F
5. WRWC-F (AC)	29/ 7.4	---	3.9	---	5.0	---	42/513	410/17.7		8.5	4.9	18	238	WRWC-F
6. WGN (T)	24/ 6.1	---	5.2	---	8.0	---	51/803	343/14.8		15.2	5.1	19	351	WGN
7. WQFL-F (REL)	13/ 3.3	---	3.4	---	3.0	---	22/340	188/ 8.1		8.0	2.7	10	267	WQFL-F
8. WJVL-F (C)	11/ 2.8	---	1.6	---	1.9	---	48/689	217/ 9.4		5.6	3.2	12	170	WJVL-F
9. WKKN (C)	8/ 2.0	---	4.4	---	2.8	---	10/171	129/ 5.6		6.0	2.2	8	147	WKKN
10. WSJY-F (EZ)	7/ 1.8	---	2.3	---	3.9	---	17/290	142/ 6.1		5.6	2.7	10	145	WSJY-F
12. WMAQ (I)	7/ 1.8	---	1.6	---	0.8	---	14/312	139/ 6.0		4.6	0.0	0	59	WMAQ

12+ FM SHARE (METRO): 70.52% (232 of 329) (SPG 89: 62.87%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOK-F	1 WZOK-F>	1 WZOK-F>	1 WZOK-F	1 WZOK-F	1 WROK >	1 WZOK-F>	1 WZOK-F>	1 WZOK-F>>	1 WZOK-F>>	1 WZOK-F
2	2 WXRK-F>	2 WKMQ-F	2 WKMQ-F>	2 WKMQ-F>	2 WKMQ-F	2 WROK >	2 WROK >	2 WRWC-F<	2 WKMQ-F	2 WGN
3	3 WRWC-F	3 WXRK-F	3 WRWC-F<	3 WRWC-F	3 WZOK-F	3 WKMQ-F	3 WKMQ-F	3 WXRK-F	3 WXRK-F>	WROK >
4	4 WKMQ-F>	4 WRWC-F>	4 WXRK-F	WROK	4 WGN >	4 WGN	4 WXRK-F	4 WROK	4 WROK	4 WKMQ-F
5	5 WQFL-F	5 WROK	5 WROK	5 WXRK-F	5 WRWC-F	5 WXRK-F	5 WROK	5 WRWC-F	5 WGN	5 WKKN
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 WZOK-F>>	1 WZOK-F>>	1 WZOK-F>>	1 WZOK-F>>	1 WZOK-F>	1 WZOK-F>>	1 WXRK-F	1 WXRK-F>	1 WZOK-F	1 WKMQ-F
2 WXRK-F>	2 WXRK-F	2 WQFL-F>	2 WKMQ-F	2 WKMQ-F	2 WXRK-F>>	2 WZOK-F>	2 WZOK-F>	2 WXRK-F	2 WZOK-F
3 WRWC-F>>	3 WRWC-F	3 WXRK-F	3 WRWC-F>	3 WROK	3 WLUP	3 WRWC-F	3 WRWC-F	3 WKMQ-F>	3 WKMQ-F>
4 WQFL-F	WQFL-F>	WRWC-F	4 WXRK-F	4 WRWC-F>	WRWC-F	4 WKMQ-F>	WKMQ-F>	4 WRWC-F	4 WRWC-F
5 WKMQ-F	5 WKMQ-F	WKMQ-F>>	WROK	5 WQFL-F	WLUP-F	5 WLUP	5 WLUP	5 WGN	5 WROK
6	6	6	6 WQFL-F	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		87 (2)	87 (2)	26.4	20.8	WLUP-F 96.7	Loves Park/Rkfd	1.3/4.1/	7/ 128
AOR/CLASSIC		35 (1)	35 (1)	10.6	8.8	WRRR 1330	Rockfordd	1.3/5.0/	5/ 129
AC/OLDIES/SOFT ROCK	2 (1)	71 (2)	73 (3)	22.2	23.4	WXX-F 98.5	Freeport/Rock.	0.5/3.6/	10/ 259
MOR/VARIETY	43 (1)		43 (1)	13.1	16.1				
COUNTRY	8 (1)	16 (2)	24 (3)	7.3	6.7	WBMM 780	Chicago	0.5/7.1/	13/ 383
BLACK/URBAN					0.9	WEKZ-F 93.7	Monroe	0.8/3.6/	24/ 293
BEAUTIFUL/EASY		10 (2)	10 (2)	3.0	3.2	WLS 890	Chicago	0.5/2.1/	11/ 177
NEWS/TALK	39 (4)		39 (4)	11.9	10.5	WLUP 1000	Chicago	1.5/2.8/	14/ 216
NOSTALGIA	5 (1)		5 (1)	1.5	4.1				
RELIGION/GOSPEL		13 (1)	13 (1)	4.0	3.8				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS					1.8				
	97 (8)	232 (10)	329 (18)						

RADIO STATIONS

WKKN, 1150, 1 KW (DA-1), COUNTRY	MBS, \$ 13.00 (HNWH)	Midwest Family	Duane Daniels
WROK, 1440, 5 KW/500 W (DA-D), MOR/FULL SER.	ABC C, \$ 36.00 (McGuild)		John Nolte
WRRR, 1330, 1 KW/91 W (DA-1), NOSTALGIA	SMN, \$ 10.00 (Katz)		Michael Dach
WKMQ-F, 95.3, 1 KW @ 515, OLDIES	, \$ 30.00 (HNWH)	Midwest Family	Duane Daniels
WQFL-F, 100.9, 3 KW @ 300, RELIGION	UPI, \$ 10.00 (—)		Barry Armstrong
WRWC-F, 103.1, 1 KW @ 525, AC	UNISUP, \$ 18.00 (Roslin)		Bill Dommer
WXRK-F, 104.9, 3 KW @ 300, AOR	SOURCE, \$ 21.00 (Katz)		Michael Dach
WZOK-F, 97.5, 50 KW @ 433, CHR	, \$ 45.00 (McGuild)		John Nolte
WJVL-F, 99.9, 11 KW @ 502, COUNTRY	, \$ 14.00 (—)	Gazette (JANESVILLE WI)	Bob Dailey

OTHER RATED STATIONS: See Chicago or Madison Miscellaneous Comments: WYBR-F changes calls to WXRK-F (Jan.)...

SACRAMENTO

Arbitron Rank/Pop (12+): 30/1,195,200
 MSA Rank/Pop: 34/1,401,500
 ADI # 21 (w/Stockton & Modesto)
 Average Person Ratings: 16.1
 Market TSL: 21.50 hours

Stations: 27/21
 Diaries: 1531/781:1/53.8%
 Sample Target: 1340
 % Below Line: 6.5
 % Not Listed: 12.5

1989 Revenue: \$52,500,000
 MH Inc.: \$30,536
 Retail \$: 9.5 Bill
 Pop per Station: 56,914
 #1 Biller: KRAK-AF \$9,600,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KFBK (N/T)	181/ 9.4	11.4	8.5	8.1	9.3	9.4	222/2958	2307/19.3	19.4	18.4	9.1	194	2017	KFBK
2. KRXQ-F (AOR)	167/ 8.7	8.7	6.9	5.6	5.8	7.5	203/2151	1728/14.5	12.7	13.7	14.3	306	2033	KRXQ-F
3. KRAK-F (C)	160/ 8.3	7.9	9.3	6.7	7.0	8.1	233/3007	2221/18.6	17.7	14.2	6.6	142	2084	KRAK-F
4. KXOA-F (AC)	146/ 7.6	6.1	8.1	7.8	6.9	7.4	158/2719	2293/19.2	18.9	17.0	6.6	142	1564	KXOA-F
5. KSFM-F (CHR)	142/ 7.4	6.6	7.1	7.1	7.4	7.1	188/3210	2287/19.1	19.8	20.7	10.4	222	3116	KSFM-F
6. KZAP-F (AOR)	100/ 5.2	6.5	6.9	6.4	6.0	6.3	136/2310	1612/13.5	15.5	14.6	5.2	111	1667	KZAP-F
7. KHYL-F (O)	92/ 4.8	5.8	4.7	5.5	5.1	5.2	120/1992	1471/12.3	12.3	13.1	4.8	103	1565	KHYL-F
KAER-F (AC)	92/ 4.8	4.7	4.1	4.7	3.4	4.6	106/1716	1424/11.9	11.6	10.6	3.5	74	999	KAER-F
9. KYMX-F (SAC)	85/ 4.4	4.7	7.4	7.6	7.9	6.0	110/1789	1443/12.1	12.9	13.8	3.8	82	790	KYMX-F
10. KRAK (C)	66/ 3.4	3.2	2.8	3.5	4.3	3.2	150/1649	745/ 6.2	7.0	8.0	2.1	45	744	KRAK
11. KOPT-F (J/NA)	61/ 3.2	5.6	3.9	4.9	4.1	4.4	84/1349	1162/ 9.7	10.4	11.4	3.6	76	1255	KOPT-F
12. KROY-F (CHR)	59/ 3.1	2.9	3.3	3.3	3.1	3.2	66/1857	1693/14.2	12.3	12.6	5.0	106	2016	KROY-F
13. KWOD-F (CHR)	57/ 3.0	3.3	2.5	3.4	3.8	3.0	90/2148	1440/12.0	11.2	12.7	3.3	70	1654	KWOD-F
14. KCTC (EZ)	45/ 2.3	1.9	1.1	0.8	1.9	1.5	45/746	697/ 5.8	4.9	5.4	1.5	32	641	KCTC
15. KFRC (BB)	36/ 1.9	1.9	1.7	2.4	1.5	2.0	76/977	523/ 4.4	3.7	3.6	3.2	68	610	KFRC
16. KGO (N/T)	33/ 1.7	1.3	1.2	1.4	1.8	1.4	66/1224	557/ 4.7	4.5	4.5	1.4	29	417	KGO
17. KNBR (MOR)	29/ 1.5	0.4	1.6	1.7	1.8	1.3	77/1589	640/ 5.4	4.9	5.6	0.7	15	387	KNBR
18. KRXC (SP)	25/ 1.3	0.8	0.9	0.8	1.7	0.9	38/334	224/ 1.9	1.4	1.9	0.3	7	153	KRXC
19. KFIA (REL)	22/ 1.1	0.6	0.6	0.7	0.7	0.8	30/571	444/ 3.7	2.1	2.3	1.5	31	425	KFIA
20.														

12+ FM SHARE (METRO): 70.77% (1191 of 1683) (SPG 89: 70.87%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSFM-F>>	1 KRXQ-F>>	1 KRXQ-F	1 KXOA-F	1 KXOA-F	1 KFBK >	1 KFBK >	1 KFBK	1 KRXQ-F<	1 KSFM-F	1 KFBK
2 KWOD-F	2 KZAP-F	2 KXOA-F	2 KRXQ-F	2 KRAK-F	2 KRAK-F	2 KRAK-F<	2 KXOA-F	2 KXOA-F	2 KRAK-F	2 KGO >
3 KRXQ-F	KXOA-F<	3 KRAK-F	3 KRAK-F	3 KRXQ-F<	3 KXOA-F	3 KRXQ-F	3 KRAK-F<	3 KSFM-F	3 KRXQ-F>	3 KXOA-F
4 KROY-F	4 KSFM-F	4 KZAP-F	4 KZAP-F	4 KFBK	4 KHYL-F	4 KXOA-F<	4 KRXQ-F>	4 KRAK-F	4 KFBK	4 KRAK-F
5	KAER-F	KSFM-F	5 KFBK <	5 KZAP-F	5 KYMX-F	5 KSFM-F>	5 KZAP-F	5 KFBK >	5 KROY-F<	5 KRXQ-F<
6	6 KRAK-F	6 KAER-F	6 KAER-F	6 KHYL-F	6 KRAK	6 KAER-F	6 KHYL-F<	6 KHYL-F	6 KWOD-F	6 KSFM-F
7	7	7 KFBK <	7 KHYL-F	7 KAER-F	7 KCTC	7	7 KAER-F<	7 KAER-F<	7	7
8	8	8 KHYL-F	8	8	8	8	8 KSFM-F	8 KZAP-F	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 KRXQ-F>>	1 KRXQ-F>	1 KAER-F	1 KXOA-F<	1 KXOA-F>	1 KRXQ-F	1 KRXQ-F>	1 KRXQ-F	1 KRXQ-F	1 KZAP-F<
2 KSFM-F	2 KAER-F	2 KRXQ-F	2 KRXQ-F	2 KRAK-F<	2 KSFM-F>>	2 KZAP-F>	2 KZAP-F>	2 KZAP-F	2 KFBK
3 KROY-F	3 KXOA-F	3 KXOA-F>	3 KAER-F	3 KAER-F	3 KROY-F	3 KSFM-F	3 KRAK-F	3 KFBK <	3 KRAK-F<
4 KYMX-F	4 KSFM-F	4 KRAK-F	4 KRAK-F	4 KRXQ-F	4 KZAP-F	4 KRAK-F	4 KXOA-F	4 KXOA-F<	4 KRXQ-F
5 KXOA-F	5 KRAK-F	5 KSFM-F	5 KSFM-F	5 KHYL-F	5 KWOD-F	5 KXOA-F	5 KFBK	5 KRAK-F	5 KXOA-F
KWOD-F	6 KYMX-F	6 KYMX-F	6 KYMX-F	6 KYMX-F<	6 KRAK	6 KAER-F	6 KAER-F>	6 KSFM-F	6 KHYL-F
KRAK-F	7	7 KZAP-F	7 KHYL-F	7 KSFM-F	7 KAER-F	7 KFBK	7 KHYL-F	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		258 (3)	258 (3)	15.3	16.7	KLCQ-F 105.5	Davis/Sacramnto 0.3/1.6/ 14/ 237
AOR/CLASSIC		267 (2)	267 (2)	15.9	13.4	KRLT-F 93.9	SL Tahoe 0.3/1.0/ 10/ 169
AC/OLDIES/SOFT ROCK	15 (1)	421 (5)	436 (6)	25.9	21.5	KSAC 1240	Sacramento 0.7/1.8/ 18/ 237
MOR/VARIETY	29 (1)		29 (1)	1.7	2.1	KSMJ 1380	Sacramento 0.8/3.5/ 20/ 545
COUNTRY	66 (1)	160 (1)	226 (2)	13.4	13.0	KXOA 1470	Sacramento 0.8/2.1/ 18/ 292
BLACK/URBAN							
BEAUTIFUL/EASY	45 (1)	10 (1)	55 (2)	3.3	9.1	KBEE-F 103.3	Modesto/Stoctn. 0.5/2.2/ 55/ 842
NEWS/TALK	240 (4)		240 (4)	14.3	13.9	KCBS 740	San Francisco 0.5/2.4/ 56/ 811
NOSTALGIA	36 (1)		36 (1)	2.1	1.7	KRFD 1410	Marysville
RELIGION/GOSPEL	22 (1)		22 (1)	1.3	0.8	KRFD-F 99.9	Marysville 0.4/1.0/ 26/ 619
SPANISH	25 (1)		25 (1)	1.5	2.0		
CLASSICAL	14 (1)		14 (1)	0.8	1.1		
JAZZ/NEW AGE		61 (1)	61 (1)	3.6	4.7		
UNKNOWN/OTHERS		14 (2)	14 (3)	0.8			
	492 (13)	1191 (15)	1683 (28)				

RADIO STATIONS

AM STATIONS

KCTC ,	1320,	5 KW (DA-2)	, EZ	CBS UNISUP, \$ 30.00	(Christal)	Tribune Co.	Doug Stewart
KFBK ,	1530,	50 KW (DA-2)	, News/Talk	ABC I APR, \$120.00	(Group W)	Westinghouse	Rick Eytcheson
KFIA ,	710,	10 KW/250 W (DA-2)	, Religion	, \$ 24.00	(—)		Jamie Clark
KRAK ,	1140,	50 KW (DA-2)	, Country	, \$ 66.00	(Katz)	EZ	John Winkle
KRCX ,	1110,	5 KW/500 W (DA-2)	, Hispanic	, \$ 36.00	(Katz Hisp.)	Fuller-Jeffrey	Michael John
KSAC ,	1240,	1 KW	, Classical	UNIULT, \$ 27.00	(CMBS)		John Stolzenburg
KSMJ ,	1380,	5 KW (DA-2)	, Oldies	SMN, \$ 26.00	(MMR)	Booth/Genesis	Jerry McKenna
KXOA ,	1470,	5 KW/1 KW (DA-2)	, Business News	, \$ 30.00	(Banner)	Brown	John Geary

FM STATIONS

KAER ,	92.5,	50 KW @ 462	, AC	, \$ 62.00	(Group W)	Westinghouse	Rick Eytcheson
KHYL ,	101.1,	37 KW @ 567	, Oldies	, \$ 50.00	(Eastman)	(AUBURN)	John Buckley
KQPT ,	100.5,	115 KW @ 328	, Jazz/NAC	SOURCE, \$ 80.00	(Republic)	Duchossois	Henry Gramberg
KRAK ,	105.1,	50 KW @ 500	, Country	, \$111.00	(Katz)	EZ	John Winkel
KROY ,	96.9,	50 KW @ 500	, CHR	ABC C, \$ 48.00	(Christal)	Great American	Tom Schurr
KRXQ ,	93.7,	25 KW @ 325	, AOR	, \$ 90.00	(Torbet)	Fuller-Jeffrey	Michael John
KSFM ,	102.5,	50 KW @ 500	, CHR	, \$ 85.00	(MMR)	Booth/Genesis	Jerry McKenna
					(WOODLAND)		
KWOD ,	106.5,	50 KW @ 410	, CHR	RADRAD ABC FM, \$ 54.00	(CBS)		Ed Stolz
KXOA ,	107.9,	50 KW @ 403	, AC	, \$135.00	(Banner)	Brown	John Geary
KYMX ,	96.1,	50 KW @ 476	, Soft AC/EZ	UNISUP, \$ 75.00	(Christal)	Tribune Co.	Doug Stewart
KZAP ,	98.5,	50 KW @ 500	, AOR	, \$ 96.00	(Mc-Guild)	Nationwide	Tom Weldle

Miscellaneous Comments: KGNR changes call letters to KCTC (Feb) . . .

SAGINAW-BAY CITY-MIDLAND

Arbitron Rank/Pop (12+): 111/327,100
 MSA Rank/Pop: 118/402,600
 ADI # 59 (w/Flint)
 Average Person Ratings: 19.8
 Market TSL: 25.75 hours

Stations: 20/11
 Diaries: 846/387:1/56.2%
 Sample Target: 740
 % Below Line: 9.1
 % Not Listed: 11.6

1989 Revenue: \$10,000,000
 HH Inc.: \$28,265
 Retail \$: 2.9 Bill
 Pop per Station: 29,736
 #1 Biller: WIOG-F \$3,700,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WIOG-F (CHR)	142/21.9	17.9	24.1	30.1	24.3	---	300/3631	1411/43.1	40.4	41.9	21.7	137	1542	WIOG-F
2. WKQC-F (C)	78/12.0	12.1	9.4	12.5	10.8	---	136/1599	865/26.4	21.3	20.5	13.1	83	723	WKQC-F
3. WSGW (MOR)	65/10.0	12.3	10.6	10.8	13.3	---	71/785	649/19.8	25.2	19.4	7.9	50	489	WSGW
4. WKQZ-F (AOR)	53/ 8.2	10.4	8.6	7.8	8.3	---	90/936	576/17.6	19.9	16.3	13.0	82	768	WKQZ-F
5. WTLZ-F (B)	50/ 7.7	7.8	8.2	3.4	2.5	---	58/597	348/10.6	10.3	9.1	9.5	60	628	WTLZ-F
WHNN-F (AC)	50/ 7.7	9.2	11.1	11.0	13.7	---	88/1337	702/21.5	25.8	24.2	8.1	51	605	WHNN-F
7. WGER-F (EZ)	46/ 7.1	7.3	5.6	6.1	6.6	---	51/602	548/16.8	15.6	13.6	6.5	41	498	WGER-F
8. WFDF (BB)	17/ 2.6	1.4	0.7	1.2	1.6	---	62/659	175/ 5.4	5.7	2.4	1.6	10	125	WFDF
9. WKNX (BB)	12/ 1.8	2.9	0.8	0.3	1.2	---	20/254	143/ 4.4	5.0	2.9	0.6	4	84	WKNX
10. WJR (MOR)	11/ 1.7	1.7	2.2	2.2	1.8	---	90/1320	226/ 6.9	8.8	7.1	1.7	11	156	WJR
11. WSAM (O)	10/ 1.5	1.2	1.5	1.5	2.1	---	10/180	176/ 5.4	6.0	5.4	0.9	6	166	WSAM

12+ FM SHARE (METRO): 78.22% (449 of 574) (SPG 89: 80.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOG-F>>	1 WIOG-F>>	1 WIOG-F>>	1 WIOG-F>	1 WIOG-F	1 WSGW	1 WIOG-F>	1 WIOG-F>	1 WIOG-F>>	1 WIOG-F>>	1 WSGW
2 WTLZ-F>	2 WKQZ-F>	2 WKQZ-F	2 WKQC-F	2 WKQC-F	2 WKQC-F>	2 WSGW	2 WSGW	2 WKQC-F>	2 WKQC-F	2 WIOG-F
3 WKQZ-F	3 WHNN-F	WKQC-F	3 WHNN-F	3 WHNN-F>	3 WGER-F	3 WKQC-F>	3 WKQC-F	3 WSGW	3 WTLZ-F<	3 WKQC-F
4 WKQC-F	4 WTLZ-F	WHNN-F>	4 WKQZ-F>	4 WKQZ-F	4 WIOG-F	4 WHNN-F	4 WHNN-F	4 WHNN-F	4 WKQZ-F<	4 WTLZ-F
5	5 WKQC-F>>	5 WTLZ-F	5 WGER-F<	5 WGER-F	5	5 WTLZ-F	5 WGER-F<	5 WKQZ-F	5 WSGW	5 WGER-F
6	6 WGER-F	6	6 WTLZ-F	6 WTLZ-F	6	6 WGER-F<	6 WKQZ-F	6 WGER-F	6	6
7	7	7	7 WSGW	7 WSGW	7	7 WKQZ-F	7	7 WTLZ-F	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 WIOG-F>>	1 WIOG-F>>	1 WIOG-F>>	1 WIOG-F>>	1 WIOG-F>	1 WIOG-F>>	1 WIOG-F>	1 WIOG-F	1 WIOG-F>	1 WIOG-F
2 WKQZ-F>	2 WKQZ-F	2 WHNN-F	2 WHNN-F<	2 WKQC-F	2 WTLZ-F	2 WKQZ-F>	2 WKQZ-F>	2 WKQZ-F	2 WKQC-F
3 WHNN-F	WHNN-F>	3 WKQZ-F	3 WKQC-F	3 WHNN-F>	WKQZ-F>>	3 WTLZ-F	3 WHNN-F	3 WKQC-F<	3 WKQZ-F
4 WKQC-F	4 WKQC-F	4 WKQC-F>	4 WGER-F	4 WGER-F	4 WHNN-F	4 WHNN-F	4 WKQC-F>	4 WHNN-F	4 WHNN-F>
5	5	5 WTLZ-F>	5 WKQZ-F	5 WSGW	5 WKQC-F>	5 WKQC-F	5 WTLZ-F>>	5 WTLZ-F	5 WTLZ-F
6 WTLZ-F	6	6 WGER-F	6	6	6 WGER-F	6	6 WGER-F>	6	6 WGER-F
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		145 (2)	145 (2)	25.3	27.3	WLSF-F 100.9	Pinconning/Sag	0.6/2.0/	5/ 74
AOR/CLASSIC	5 (1)	55 (2)	60 (3)	10.5	10.9	WXOX 1250	Bay City	0.8/6.0/	11/ 279
AC/OLDIES/SOFT ROCK	15 (2)	56 (3)	71 (5)	12.4	17.6				
MOR/VARIETY	93 (3)		93 (3)	16.2	15.3	WCEN-F 94.5	Mt. Pleasant	1.4/2.3/	28/ 299
COUNTRY		90 (3)	90 (3)	15.7	12.0	WCFX-F 95.3	Clare/Mt Pleasn	0.5/2.0/	14/ 240
BLACK/URBAN		50 (1)	50 (1)	8.7	9.4	WCRZ-F 107.9	Flint	0.3/2.8/	122/1271
BEAUTIFUL/EASY		53 (2)	53 (2)	9.2	6.3	WDLZ 1330	Flint	0.8/1.9/	22/ 292
NEWS/TALK						WGMZ-F 101.7	Tuscola/Flint	1.1/1.6/	20/ 180
NOSTALGIA	12 (1)		12 (1)	2.1	1.0	WITL-F 100.7	Lansing	0.5/1.2/	47/ 515
RELIGION/GOSPEL					0.4	WWCK-F 105.5	Flint	0.3/2.7/	92/1234
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	125 (7)	449 (13)	574 (20)						

RADIO STATIONS

WKNX, 1210, 10 KW		NOSTALGIA	APR, \$	10.00 (Patt)		Dana McVay
WSAM, 1400, 1 KW (DA-2)		OLDIES	ABC D, \$	12.00 (Christal)	MacDonald Booth	Ken MacDonald, Jr.
WSGW, 790, 5 KW/1 KW (DA-2)		MOR/FULL SER.	NBC, MBS, \$	38.00 (Katz)		John Casey
WGER-F, 106.3, 3 KW @	325, EZ/SOFT AC		MBS, \$	30.00 (McGuild)		Jack Fitzgerald
WHNN-F, 96.1, 100 KW @	1020, AC		UNIULT, \$	43.00 (Republic)	Liggett	Dan Stewart
WIOG-F, 102.5, 86 KW @	870, CHR	ABC C, SOURCE		75.00 (Katz)	Booth	John Casey
WKQC-F, 98.1, 50 KW @	492, COUNTRY	ABC D, \$		42.00 (Christal)	MacDonald	Ken MacDonald Jr
WKQZ-F, 93.3, 38 KW @	600, CHR	APR, \$		33.00 (Banner)		
WTLZ-F, 107.1, 2 KW @	360, BLACK	SBN, \$		22.00 (Roslin)		Jack Lich

WJR - See Detroit, WFDF - See Flint Miscellaneous Comments: WKQZ-F sold to Windward for \$2,000,000...

ST. LOUIS

Arbitron Rank/Pop (12+): 15/2,052,400
 MSA Rank/Pop: 13/2,491,100
 ADI # 18
 Average Person Ratings: 18.6
 Market TSL: 24.25 hours

Stations: 30/30
 Diaries: 2174/944:1/59.8%
 Sample Target: 1760
 % Below Line: 0.0
 % Not Listed: 7.6

1989 Revenue: \$69,000,000
 HH Inc.: \$30,906
 Retail \$: 17.0 Bil
 Pop per Station: 68,413
 #1 Biller: KMOX \$21,700,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KMOX (N/T)	734/19.3	16.3	18.8	22.3	21.2	19.2	822/8686	7621/37.1	37.5	39.9	15.6	571	7628	KMOX
2. KSHE-F (AOR)	330/ 8.7	8.8	8.4	9.3	9.7	8.8	410/5060	4089/19.9	20.0	21.3	11.0	400	4604	KSHE-F
3. KMJM-F (B)	268/ 7.0	7.9	7.0	7.6	5.7	7.4	273/2571	2428/11.8	11.9	10.3	9.9	362	2934	KMJM-F
4. WKBQ-F (CHR)	261/ 6.9	6.6	6.7	8.5	6.1	7.2	321/4706	3879/18.9	18.9	17.9	8.1	297	4777	WKBQ-F
5. WIL -F (C)	244/ 6.4	5.8	5.4	4.4	5.8	5.5	296/3491	2816/13.7	12.6	12.9	6.8	247	2544	WIL -F
6. KYKY-F (AC)	232/ 6.1	5.3	5.5	5.5	4.7	5.6	247/3987	3760/18.3	15.9	14.5	6.0	220	3059	KYKY-F
7. KEZK-F (EZ)	210/ 5.5	7.6	9.5	6.4	8.1	7.3	251/3195	2659/13.0	16.7	15.8	4.4	160	1867	KEZK-F
8. KSD -F (CL AOR)	186/ 4.9	6.7	6.0	4.9	5.1	5.6	204/3320	2993/14.6	16.3	15.0	5.5	199	2775	KSD -F
9. KLOU-F (O)	135/ 3.5	3.8	4.3	3.5	5.2	3.8	164/2923	2466/12.0	12.9	16.1	3.7	135	2718	KLOU-F
10. KHTK-F (CHR)	110/ 2.9	2.4	1.0	0.6	0.8	1.7	121/1991	1828/ 8.9	4.9	2.7	4.6	169	2784	KHTK-F
11. WKXK-F (C)	91/ 2.4	2.5	3.5	1.7	1.8	2.5	105/1697	1432/ 7.0	7.5	6.5	2.7	100	1571	WKXK-F
12. KATZ-F (B)	77/ 2.0	1.6	1.6	1.1	1.4	1.6	79/1210	1202/ 5.9	4.8	5.7	2.8	101	1557	KATZ-F
13. KFUF-F (CL)	74/ 1.9	1.6	1.2	2.0	1.6	1.7	77/1338	1192/ 5.8	5.7	5.1	0.8	28	769	KFUF-F
14. KRJY-F (SAC)	67/ 1.8	2.3	2.5	2.5	2.5	2.3	70/1513	1431/ 7.0	8.5	7.2				KRJY-F
15. KATZ (B)	62/ 1.6	2.5	2.0	1.6	2.1	1.9	62/900	900/ 4.4	5.0	4.6	2.3	83	893	KATZ
16. WSNL-F (SAC)	58/ 1.5	1.4	1.5	1.2	0.6	1.4	65/1369	1335/ 6.5	6.5	3.4	2.2	81	1043	WSNL-F
17. WEW (BB)	57/ 1.5	1.9	1.3	1.3	1.0	1.5	64/880	787/ 3.8	1.9	2.2	0.5	17	237	WEW
18. KUSA (C)	51/ 1.3	1.3	2.3	1.5	2.0	1.6	111/1906	1192/ 5.8	5.5	5.6	1.5	56	759	KUSA
19.														
20.														

12+ FM SHARE (METRO): 68.19% (2401 of 3521) (SPG 89: 65.18%)

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 KMOX <	1 KMOX	1 KMOX >>	1 KMOX >>	1 KMOX >	1 KMOX >	1 KMOX >>	1 KMOX >>
2 KMJM-F	2 KMJM-F	2 KMOX <	2 KSHE-F	2 KSHE-F	2 KEZK-F<	2 KSHE-F<	2 KSHE-F	2 KSHE-F	2 KMJM-F	2 KMJM-F>
3 KHTK-F>	3 WKBQ-F<	3 KYKY-F	3 KYKY-F	3 KYKY-F<	3 WIL -F>	3 WIL -F	3 KYKY-F	3 WKBQ-F<	3 WKBQ-F<	3 KSHE-F>>
4 KSHE-F	4 KYKY-F<	4 KMJM-F	4 KSD -F	4 WIL -F	4	4 KYKY-F<	4 WIL -F	4 KMJM-F	4 KSHE-F>	4 WIL -F
5	5 KSD -F	5 WKBQ-F<	5 WIL -F	5 KSD -F	5	5 WKBQ-F<	5 KEZK-F	5 KYKY-F<	5	5 KYKY-F
6	6	6 KSD -F	6 KLOU-F	6 KLOU-F	6	6 KSD -F	6 KMJM-F<	6 WIL -F	6	6 KEZK-F
7	7	7 WIL -F	7 KMJM-F	7 KEZK-F<	7	7 KMJM-F	7 WKBQ-F	7 KSD -F	7	7 WKXK-F
8	8	8	8 WKBQ-F	8 KMJM-F	8	8	8 KSD -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 KMJM-F<	1 KYKY-F	1 KYKY-F>	1 KYKY-F>	1 KMOX	1 KSHE-F>	1 KSHE-F>>	1 KSHE-F>	1 KSHE-F>	1 KSHE-F
2 KSHE-F<	2 KMJM-F	2 KMJM-F	2 KMJM-F	2 KYKY-F	2 KMJM-F	2 KSD -F	2 KSD -F>>	2 KMOX	2 KMOX >
3 KYKY-F	3 KSHE-F	3 KSD -F	3 KMOX <	3 KEZK-F<	3 WKBQ-F>>	3 KMJM-F	3 WIL -F<	3 KSD -F	3 KSD -F<
4 WKBQ-F>	4 WKBQ-F>	4 KSHE-F	4 WKBQ-F	4 WIL -F<	4 KSD -F>	4 WKBQ-F	4 KMJM-F	4 KMJM-F	4 WIL -F>
5 KHTK-F>>	5 KSD -F	5 WKBQ-F	5 KSHE-F	5 KLOU-F	5 KYKY-F	5	5 WKBQ-F<	5 WKBQ-F	5 KYKY-F
6	6 KHTK-F	6 WIL -F	6 KLOU-F<	6 KMJM-F	6 KHTK-F	6	6 KYKY-F	6 KYKY-F	6 KLOU-F
7	7 KRJY-F	7	7 WIL -F	7 WKBQ-F<	7 KMOX	7	7 KMOX	7 KLOU-F	7 KMJM-F
8	8 WIL -F	8	8 KSD -F	8 KSD -F	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89		OTHER RATED STATIONS			METRO CUME TSA TSA	
					SPG	%	STATION	POWER	LOCATION	SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP		371 (2)	371 (2)	10.5	6.5	KGLD	1380	St. Louis	0.6/2.7/ 22/ 555		
AOR/CLASSIC		516 (2)	516 (2)	14.7	15.9	KIRL	1460	St. Charles/StL	0.4/1.8/ 18/ 384		
AC/OLDIES/SOFT ROCK	22 (1)	517 (5)	539 (6)	15.3	15.9	KLPW	1220	Union/Washngtn	0.3/0.7/ 13/ 153		
MOR/VARIETY	69 (3)		69 (3)	2.0	0.5	KSIV	1320	Clayton/St. L.	0.6/1.4/ 21/ 285		
COUNTRY	63 (2)	335 (2)	398 (4)	11.3	11.0	KSTZ-F	105.7	Ste. Geneve/St.L	0.7/4.6/ 37/1194		
BLACK/URBAN	62 (1)	345 (2)	407 (3)	11.6	10.5	KXOK	630	St. Louis	0.6/3.1/ 25/ 715		
BEAUTIFUL/EASY		210 (1)	210 (1)	6.0	8.6	WBGZ	1570	Alton	0.3/0.7/ 16/ 153		
NEWS/TALK	757 (2)		757 (2)	21.5	23.9	WCBW-F	104.9	Columbia/St. L.	0.9/3.0/ 33/ 540		
NOSTALGIA	76 (2)		76 (2)	2.2	1.7	WESL	1490	E. St. Louis	0.9/2.5/ 33/ 511		
RELIGION/GOSPEL	71 (3)	33 (1)	104 (4)	3.0	2.0	WGNU	920	Granite City	0.8/2.1/ 32/ 434		
SPANISH						WIBV	1260	Belleville	0.6/2.1/ 25/ 458		
CLASSICAL		74 (1)	74 (1)	2.1	1.7	WIL	1430	St. Louis	0.5/3.3/ 20/ 693		
JAZZ/NEW AGE									0.9		
UNKNOWN/OTHERS									0.9		
	1120 (14)	2401 (16)	3521 (30)								

RADIO STATIONS

AM STATIONS

KATZ, 1600, 5 KW (DA-N)	, BLACK	NBN, \$ 40.00 (K & P)	Interurban	Tracy Lewis
KGLD, 1380, 5 KW/1 KW (DA-2)	, OLDIES	UNIULT, \$ 34.00 (Katz)	Chase	Fran Sharp
KMOX, 1120, 50 KW	, TALK	CBS, \$ 327.00 (CBS)	CBS	Bob Hyland
KSIV, 1320, 5 KW/125 W	, RELIGION	, \$ 18.00 (---)	Bott	John Gruender
KUSA, 550, 5 KW (DA-N)	, COUNTRY OLDIES	MBS, \$ 50.00 (McGuild)	Gannett	Bob Rowe
KXEN, 1010, 50 KW (DAYS, DA)	, RELIGION	, \$ 26.00 (---)	Mid America Gospel	Brian Holmes
KXOK, 630, 5 KW (DA-2)	, TALK	ABC D, \$ 31.00 (Durpetti)		Mike Frishling
WESL, 1490, 1 KW/250 W (DA-1)	, GOSPEL	SBN UNIULT, \$ 25.00 (---)	Willis	Frank Davis
WEW, 770, 1 KW (DAYS)	, NOSTALGIA	UNISUP UNIULT, \$ 27.00 (---)		Charles Stanley
WIL, 1430, 5 KW (DA-2)	, NOSTALGIA	ABC I, \$ N/A (Brown)	Heritage	Dick Williams

FM STATIONS

KATZ, 100.3, 50 KW @ 490	BLACK	NBN, \$ 37.00 (K & P)	Interurban	Tracy Lewis
KEZK, 102.5, 100 KW @ 1026	EZ	UNIULT, \$ 91.00 (MMR)	Adams	John Gutbroad
KFUO, 99.1, 100 KW @ 1026	CLASSICAL	MBS, \$ 47.00 (CMBS)		Bob Thomson
KHTK, 97.1, 100 KW @ 560	CHR	, \$ 40.00 (Durpetti)		Mike Frishling
KLOU, 103.3, 100 KW @ 920	OLDIES	CBS, \$ 80.00 (CBS)	CBS	Tom Dorsey
KMJM, 107.7, 100 KW @ 1026	BLACK	, \$ 97.00 (Christal)	Noble	Linda O'Connor
KRJY, 96.3, 100 KW @ 552	SOFT AC	NBC UNISUP, \$ 47.00 (Banner)		Richard Miller
KSD, 93.7, 100 KW @ 860	CLASSIC AOR	, \$ 100.00 (McGuild)	Gannett	Bob Rowe
KSHE, 94.7, 100 KW @ 1026	AOR	, \$ 154.00 (HNWH)	Emmis	John Beck
KSTZ, 105.7, 100 KW @ 1376	CHR	SOURCE, \$ N/A (Torbet)	(ST. GENEVIEVE)	Tim Tucker
KYKY, 98.1, 90 KW @ 1026	AC	, \$ 129.00 (MMR)	EZ	Karen Carroll
WCBW, 104.9, 2 KW @ 400	RELIGION	, \$ 20.00 (---)	Universal	Linda Tiernan
WIL, 92.3, 100 KW @ 984	COUNTRY	ABC E, \$ 76.00 (Banner)	Heritage	Dick Williams
WKBO, 106.5, 90 KW @ 1026	CHR	, \$ 69.00 (Katz)	Chase	Fran Sharp
WKXX, 104.1, 39 KW @ 500	COUNTRY	, \$ 40.00 (Roslin)	(JERSEYVILLE, IL)	Shelly Davis
WSNL, 101.1, 44 KW @ 525	AC	, \$ 40.00 (Torbet)		Ed Murray

Miscellaneous Comments: KSTZ-F changes from AC to CHR (Aug)... WIL-AM changes from Country to Nostalgia (June) . . .

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 75/494,900
 MSA Rank/Pop: 134/356,700 (Sal-Mont)
 ADI # 109 S. Cruz NA
 Average Person Ratings: 17.6
 Market TSL: 23.75 hours

Stations: 37/22
 Diaries: 884/560:1/52.4%
 Sample Target: 880
 % Below Line: 28.3
 % Not Listed: 15.9

1989 Revenue: \$12,400,000
 HH Inc.: \$30,643
 Retail \$: 3.5 Bil
 Pop per Station: 22,495
 #1 Biller: KWAV-F \$1,900,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KDON-F (CHR)	104/11.9	10.9	7.1	7.5	11.2	9.3	112/1310	1226/24.8	22.1	28.0	15.5	125	1724	KDON-F
2. KGO (T)	59/ 6.8	8.4	7.1	7.4	6.6	7.4	61/775	739/14.9	17.7	16.2	9.5	77	643	KGO
3. KTOM-AF (C)	58/ 6.6	6.3	5.3	7.3	6.0	6.4	58/657	643/13.0	13.3	16.2	6.2	41	526	KTOM-AF
4. KWAV-F (AC)	45/ 5.2	5.2	5.6	5.0	3.8	5.3	48/637	610/12.3	12.6	14.9	4.3	35	616	KWAV-F
5. KMBY-F (AOR)	37/ 4.2	4.7	5.9	5.6	4.8	5.1	37/626	626/12.6	12.6	12.1	7.1	57	732	KMBY-F
6. KBOQ-F (CL)	36/ 4.1	3.4	3.4	3.9	2.8	3.7	36/461	461/ 9.3	7.3	7.6	3.8	31	334	KBOQ-F
7. KWSS-F (CHR)	35/ 4.0	4.3	5.1	5.3	5.8	4.7	38/749	699/14.1	16.1	20.9	5.8	47	752	KWSS-F
8. KOCN-F (SAC)	32/ 3.7	5.5	4.1	2.5	3.8	4.0	32/459	459/ 9.3	9.3	8.4	2.6	21	292	KOCN-F
9. KBAY-F (EZ)	29/ 3.3	4.7	4.5	5.1	4.9	4.4	34/482	431/ 8.7	9.1	10.2	2.9	23	284	KBAY-F
10. KPIG-F (C)	26/ 3.0	1.7	1.2	4.1	1.0	2.5	26/228	228/ 4.6	4.2	3.5	1.5	12	120	KPIG-F
11. KXDC-AF (EZ)	25/ 2.9	2.7	1.7	2.4	2.0	2.4	25/264	264/ 5.3	3.7	4.9	1.1	11	98	KXDC-AF
12. KCBS (N/T)	24/ 2.7	3.0	3.1	2.1	2.7	2.7	27/463	418/ 8.4	10.5	8.0	1.5	12	338	KCBS
13. KNBR (MOR)	20/ 2.3	1.0	1.3	1.7	2.3	1.6	20/416	395/ 8.0	6.3	8.1	2.0	16	270	KNBR
14. KHIP-F (O)	20/ 2.3	4.1	1.6	2.7	1.4	2.7	21/373	353/ 7.1	6.6	6.6	2.2	18	331	KHIP-F
15. KLRS-F (J/NA)	19/ 2.2	1.9	2.7	2.9	2.4	2.4	21/346	339/ 6.8	9.1	9.0	2.7	22	368	KLRS-F
17. KRAY-F (SP)	19/ 2.2	1.8	3.5	1.2	1.2	2.2	19/223	223/ 4.5	5.5	3.9	1.9	15	187	KRAY-F
17. KOME-F (AOR)	17/ 1.9	0.5	1.6	1.0	2.0	1.3	17/218	218/ 4.4	5.7	3.9	1.5	12	349	KOME-F
18. KOMY (BB)	17/ 1.9	2.0	1.3	2.3	1.4	1.9	17/236	223/ 4.5	4.5	3.5	1.1	9	254	KOMY
19. KCTY (SP)	16/ 1.8	2.2	3.7	2.7	3.1	2.6	16/172	172/ 3.5	7.0	7.5	2.2	18	320	KCTY
20.														

12+ FM SHARE (METRO): 73.02% (536 of 734) (SPG 89: 73.01%)

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 KDON-F	1 KDON-F	1 KGO >	1 KDON-F	1 KDON-F	1 KDON-F>	1 KDON-F>	1 KGO >>
2 KWSS-F>	2 KMBY-F>	2 KTOM-AF<	2 KTOM-AF<	2 KTOM-AF	2 KTOM-AF>	2 KGO	2 KTOM-AF<	2 KTOM-AF	2 KGO <	2 KMBY-F
3 KCTY	3 KWAV-F<	3 KWAV-F	3 KWAV-F>	3 KWAV-F>	3 KBOQ-F	3 KTOM-AF	3 KWAV-F	3 KWAV-F<	3 KBOQ-F>	3 KDON-F
4	4 KTOM-AF	4 KMBY-F	4 KOCN-F	4 KGO	4 KCBS	4 KWAV-F>	4 KGO	4 KGO	4 KNBR	4 KLFA-F
5	5 KWSS-F	5 KOCN-F	5 KMBY-F	5 KOCN-F	5 KMBY-F	5 KMBY-F	5 KOCN-F	5 KOCN-F	5 KWSS-F	5 KWAV-F
6	6 KOCN-F	6 KWSS-F	6 KGO	6 KMBY-F	6 KWAV-F	6	6	6 KMBY-F<	6 KMBY-F	6 KTGE
								7 KBOQ-F		7 KRAY-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 KDON-F>	1 KDON-F>>	1 KDON-F>	1 KDON-F>	1 KDON-F	1 KDON-F	1 KDON-F<	1 KTOM-AF	1 KDON-F	1 KTOM-AF>
2 KWSS-F>	2 KOCN-F	2 KWAV-F	2 KWAV-F	2 KWAV-F>	2 KMBY-F>>	2 KMBY-F>	2 KMBY-F	2 KMBY-F<	2 KGO
3 KOCN-F>	3 KWSS-F	3 KOCN-F>	3 KOCN-F	3 KOCN-F	3 KSJO-F	3 KTOM-AF	3 KDON-F	3 KTOM-AF>	3 KDON-F
4 KSJO-F	4 KWAV-F>	4 KWSS-F	4 KTOM-AF	4 KTOM-AF>	4 KOME-F	4 KSJO-F	4 KSJO-F	4 KGO	4 KWAV-F
5 KMEL-F	5 KMBY-F	5 KMBY-F	5 KWSS-F	5 KWSS-F	5 KRAY-F	5 KOME-F	5 KWAV-F	5 KWAV-F	5 KMBY-F
6 KMBY-F	6 KTOM-AF	6 KTOM-AF	6	6	6 KPIG-F	6 KWAV-F	6 KGO	6 KOME-F	6
7 KBOQ-F		7 KRAY-F					7 KHIP-F		

FORMATS					SPG 89		OTHER RATED STATIONS			METRO CUME TSA TSA	
	AM	FM	TOTAL	%	%				SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP	5 (1)	146 (3)	151 (4)	20.6	19.4	KDON	1460	Salinas	0.6/2.0/	5/ 109	
AOR/CLASSIC		72 (4)	72 (4)	9.8	11.1	KKMC	880	Gonzales/Sal.	0.9/2.2/	8/ 111	
AC/OLDIES/SOFT ROCK	10 (2)	104 (5)	114 (7)	15.5	8.8	KLAU	1540	Capitola/Mont.	0.8/2.4/	7/ 120	
MOR/VARIETY	24 (2)		24 (2)	3.3	2.5	KLFA-F	93.9	King City/Salns	0.9/1.6/	8/ 80	
COUNTRY	10 (1)	74 (2)	84 (3)	11.4	18.3	KRKC	1490	King City	0.3/1.3/	3/ 64	
BLACK/URBAN						KSCO	1080	Santa Cruz/Mntr	0.5/1.8/	4/ 88	
BEAUTIFUL/EASY	4 (1)	50 (2)	54 (3)	7.4	8.0	KSUR-F	99.5	Greenfield	0.3/1.2/	3/ 80	
NEWS/TALK	83 (2)		83 (2)	11.3	10.9	KTGE	1570	Salinas	1.6/3.4/	14/ 166	
NOSTALGIA	17 (1)		17 (1)	2.3	2.1						
RELIGION/GOSPEL	8 (1)		8 (1)	1.1	0.5	KARA-F	105.7	Santa Clara/SJ	0.5/2.5/	4/ 122	
SPANISH	37 (4)	27 (2)	64 (6)	8.7	12.4	KAZA	1290	Gilroy	0.3/1.4/	5/ 91	
CLASSICAL		39 (2)	39 (2)	5.3	3.4	KLOK	1170	San Jose/SF	0.5/1.1/	4/ 54	
JAZZ/NEW AGE		19 (1)	19 (1)	2.6	2.6	KMEL-F	106.1	San Francisco	0.8/2.9/	8/ 160	
UNKNOWN/OTHERS		5 (1)	5 (1)	0.7		KOIT-F	96.5	San Francisco	0.3/1.3/	3/ 79	
	198 (15)	536 (22)	734 (37)			KRQR-F	97.3	San Francisco	0.3/1.4/	3/ 67	
						KRTY-F	95.3	Los Gatos	0.6/1.6/	5/ 81	
						KSJO-F	92.3	San Jose	1.7/5.5/	18/ 300	

RADIO STATIONS

KCTY , 980,	1 KW/247W (DA-1),	Hispanic		\$ NA	(Lotus)		A. Trevino
KOMY , 1340,	1 KW	Nostalgia	MBS UNISUP,	\$13.00	(Radio Time)	(WATSONVILLE)	Phil Rather
KTGE , 1570,	250 W/8 W	Hispanic		\$12.00	(Katz Hisp.)		George Vasquez
KTOM , 1380,	5 KW (DA-2)	see KTOM-F					
KBOQ-F, 92.7,	1 KW @ 567	Classical		\$24.00	(Durpetti)		Michael Dach
KDON-F, 102.5,	19 KW @ 2270	CHR		\$33.00	(Christal)	Henry	Les Isralow
KHIP-F, 93.5,	60 W @ 2238	Oldies	UNISUP UNIULT,	\$17.00	(Eastman)	(HOLLISTER)	
KLFA-F, 93.9,	5 KW @ 703	Hispanic		\$12.00	(Caballero)	(KING CITY)	R. Rodriguez
KMBY-F, 107.1,	.9 KW @ 604	AOR		\$31.00	(Banner)		
KOCN-F, 104.9,	1 KW @ 559	Soft AC	MBS UNISUP,	\$25.00	(Torbet)		Roger Pasquiere
KPIG-F, 107.5,	3 KW @ 335	Country		\$18.00	(Republic)		Les Kesselman
KRAY-F, 103.9,	3 KW @ -135	Hispanic		\$23.00	(Lotus)		Martin Klire
KTOM-F, 100.7,	1 KW @ 2420	Country	ABC E UNIULT,	\$37.00	(MMR)	Comm. Service	Dave Benjamin
KWAV-F, 96.9,	18 KW @ 2450	AC	APR,	\$41.00	(HNWH)	Buckley	Kathy Baker
KXDC-F, 101.7	.8 KW @ 591	EZ		\$15.00	(K & P)		Judy Currier
KLRS-F, 99.1,	1 KW @ 2618	Jazz/NAC	UNIULT,	\$29.00	(Mc-Guild)	Fuller-Jeffrey	Dennis Dalton

Other ranked stations - See San Francisco or San Jose

Misc: KZXR-AM changes to KDON (May) . . .KTOM A/F sold by Comm. Pacific to Magic for \$6,250,000 (Grimm)

SALISBURY-OC, MD

Arbitron Rank/Pop (12+): 151/210,600
 MSA Rank/Pop: NA
 Average Person Ratings: 17.3
 Market TSL: 23.50 hours

Stations: 18/17
 Diaries: 609/346:1/53.3%
 Sample Target: 580
 % Below Line: 3.6
 % Not Listed: 23.8

1989 Revenue: NA
 HH Inc.: NA
 Retail \$: 1.9 Bil
 Pop per Station: 123,882
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WQHQ-F (AC)	30/ 8.2	---	9.9	---	4.3	---	42/554	363/17.2	18.3	---	9.2	34	446	WQHQ-F
2. WZBH-F (AOR)	28/ 7.7	---	4.8	---	3.2	---	40/426	275/13.1	11.4	---	9.4	35	371	WZBH-F
3. WKHI-F (CHR)	26/ 7.1	---	12.5	---	18.3	---	32/520	380/18.0	27.3	---	10.5	39	466	WKHI-F
4. WGMD-F (EZ)	25/ 6.8	---	5.3	---	4.3	---	27/266	247/11.7	8.4	---	4.6	17	210	WGMD-F
5. WRKE-F (CHR)	24/ 6.6	---	4.3	---	0.9	---	24/241	241/11.4	10.3	---	4.0	15	277	WRKE-F
6. WSBY-F (O)	22/ 6.0	---	---	---	---	---	27/283	213/10.1	0.0	---	3.0	11	181	WSBY-F
WICO-F (C)	22/ 6.0	---	9.9	---	12.6	---	22/224	224/10.6	15.9	---	5.4	20	223	WICO-F
8. WDVH-F (EZ)	20/ 5.5	---	2.7	---	4.3	---	20/209	193/ 9.2	6.3	---	3.0	11	234	WDVH-F
9. WJDY (B)	18/ 4.9	---	5.1	---	8.0	---	18/175	169/ 8.0	14.0	---	10.0	37	347	WJDY
10. WOCQ-F (CHR)	17/ 4.7	---	10.9	---	13.2	---	18/385	334/15.9	20.8	---	8.4	31	526	WOCQ-F
11. WDSO-F (C)	13/ 3.6	---	2.4	---	1.7	---	38/374	146/ 6.9	7.5	---	4.0	15	147	WDSO-F
12. WLWV (AC)	9/ 2.5	---	1.9	---	3.2	---	9/141	141/ 6.7	7.4	---	0.3	1	72	WLWV
13. WOIC-F (REL)	8/ 2.2	---	2.4	---	3.2	---	13/214	170/ 8.1	6.7	---	4.6	17	151	WOIC-F
14. WWTR-F (AOR)	6/ 1.6	---	2.9	---	5.4	---	6/92	86/ 4.1	6.9	---	0.8	3	153	WWTR-F
15.														

12+ FM SHARE (METRO): 88.49% (246 of 278) (SPG 89: 87.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKHI-F>>	1 WZBH-F>	1 WZBH-F	1 WSBY-F	1 WQHQ-F	1 WGMD-F	1 WQHQ-F	1 WQHQ-F	1 WZBH-F	1 WKHI-F<	1 WRKE-F
2 WRKE-F>	2 WRKE-F	2 WSBY-F	2 WQHQ-F	2 WZBH-F	2 WQHQ-F	2 WGMD-F	2 WZBH-F	2 WKHI-F	2 WRKE-F>	2 WOCQ-F
3 WOCQ-F	WKHI-F	WQHQ-F	3 WRKE-F	3 WSBY-F	3 WDVH-F	3 WZBH-F	3 WSBY-F	3 WSBY-F<	3 WJDY	WGMD-F
4	4 WOCQ-F	4 WRKE-F	4 WICO-F	4 WRKE-F	4 WICO-F	4 WKHI-F<	4 WDVH-F	4 WQHQ-F<	4 WZBH-F	4
5	5 WQHQ-F	5 WKHI-F	5	5 WICO-F	5 WSBY-F	5 WRKE-F<	5 WGMD-F	5 WRKE-F	5	5
6	6	6	6	6	6	6 WSBY-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 WZBH-F>	1 WZBH-F	1 WRKE-F	1 WQHQ-F	1 WQHQ-F>	1 WKHI-F>	1 WZBH-F>	1 WZBH-F>>	1 WZBH-F>	1 WZBH-F
2 WKHI-F>	2 WRKE-F	2 WZBH-F	2 WRKE-F	2 WRKE-F	2 WZBH-F>>	2 WKHI-F>	2 WRKE-F>	2 WSBY-F>	2 WSBY-F
3 WWTR-F	3 WQHQ-F	3 WQHQ-F	3 WZBH-F	3 WJDY	3 WOCQ-F	3 WRKE-F	3 WSBY-F	3 WQHQ-F	3 WQHQ-F>
WSBY-F	WOCQ-F	WOCQ-F>	WSBY-F	4 WSBY-F	WICO-F	WICO-F	WKHI-F	WKHI-F	4 WRKE-F
WRKE-F	5 WKHI-F	5 WJDY >	5 WOCQ-F	WICO-F	WGMD-F	5 WOCQ-F	WICO-F>	5 WICO-F	5 WICO-F
WQHQ-F	6	6	6	6	6	6	6	6	6
WOCQ-F>	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		67 (3)	67 (3)	24.1	28.9	WAFI-F 97.7	Miford/Dover 0.5/4.2/ 32/ 361
AOR/CLASSIC		34 (2)	34 (2)	12.2	9.5	WECY-F 98.3	Seaford 0.8/2.2/ 3/ 63
AC/OLDIES/SOFT ROCK	9 (1)	57 (4)	66 (5)	23.7	25.0	WICO 1320	Salisbury 0.8/3.0/ 3/ 64
MOR/VARIETY	2 (1)		2 (1)	0.7	1.3	WSEA 900	Georgetwn/OcCty 0.5/1.9/ 2/ 66
COUNTRY	3 (1)	35 (2)	38 (3)	13.7	18.1		
BLACK/URBAN	18 (1)		18 (1)	6.5	6.3		
BEAUTIFUL/EASY		45 (2)	45 (2)	16.2	6.6		
NEWS/TALK					1.3		
NOSTALGIA							
RELIGION/GOSPEL		8 (1)	8 (1)	2.9	3.0		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	32 (4)	246 (14)	278 (18)				

RADIO STATIONS

WJDY, 1470, 5 KW (DAYS, DA) , BLACK NBN , \$ 14.00 (Roslin) J. Connor
 WLWV, 960, 5 KW (DA-2) , MOR/FULL SERVICE MBS , \$ N/A (Banner) HVS Ron Gillernardo

WDVH-F, 105.5, 2 KW @ 407, EZ , \$ 17.00 (Republic)
 WGMD-F, 92.7, 3 KW @ 300, BTFL/EZ , \$ N/A (---)
 WICO-F, 94.3, 3 KW @ 300, COUNTRY , \$ 32.00 (Torbet) (REHOBOTH BEACH, DE) Jay Smith
 WKHI-F, 99.9, 50 KW @ 319, CHR , \$ N/A (---) Prettyman Bill Prettyman
 WQHQ-F, 104.7, 33 KW @ 610, AC MBS , \$ N/A (McGuild) HVS Jim Layton
 WOCQ-F, 103.9, 2 KW @ 328, CHR ABC E, UNIPWR , \$ N/A (K & P) Darryl Nixon
 WOIC-F, 102.5, 25 KW @ 500, RELIGION , \$ N/A (---) (PRINCESS ANN) Jim Woodland
 WRKE-F, 101.7, 3 KW @ 328, CHR NBC , \$ N/A (Banner) (OCEANVIEW, DE) Tony Quartarone
 WSBY-F, 98.9, 6 KW @ 360, OLDIES CBS , \$ N/A (---)
 WZBH-F, 93.5, 11 KW @ 528, AOR , \$ N/A (Roslin) Great Scott (GEORGETOWN, DE) Scott Petus

WDSO-F — See Wilmington Miscellaneous Comments: WLWV-F changes to WDVH-F (Aug. 89)...WSBY to WLWV-A (Aug 89)...
 WOVU-F changes to WRKE-F (Nov)...WSBY-F signed on in December...

SALT LAKE CITY

Arbitron Rank/Pop (12+): 38/1,004,800
 MSA Rank/Pop: 45/1,075,100
 ADI # 41
 Average Person Ratings: 16.3
 Market TSL: 21.50 hours

Stations: 32/32
 Diaries: 1361/738:1/60.1%
 Sample Target: 1250
 % Below Line: 0.0
 % Not Listed: 8.9

1989 Revenue: \$30,500,000
 HH Inc.: \$28,337
 Retail \$: 7.5 Bill
 Pop per Station: 31,400
 #1 Biller: KSL \$4,500,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KKAT-F (C)	139/ 8.5	10.7	10.6	9.1	9.3	9.7	160/2298	1986/19.8	19.9	18.9	12.7	223	1831	KKAT-F
2. KSFI-F (EZ)	133/ 8.1	9.3	11.3	9.4	7.3	9.5	160/2134	1692/16.8	19.9	18.8	4.8	85	1076	KSFI-F
3. KLZX-AF (CL AOR)	128/ 7.9	6.1	6.2	3.0	5.0	5.8	134/1640	1500/14.9	12.9	13.4	9.4	158	1219	KLZX-AF
4. KSL (MOR)	111/ 6.8	8.5	7.8	4.6	6.7	6.9	132/2427	2040/20.3	22.3	22.0	6.0	106	1948	KSL
5. KISN-F (CHR)	101/ 6.2	7.5	6.8	8.0	7.3	7.1	125/2290	1871/18.6	21.3	23.4	7.7	135	2102	KISN-F
6. KSOP-AF (C)	92/ 5.6	6.0	6.0	5.6	8.3	5.8	121/1952	1593/15.9	15.4	18.1	5.6	95	1638	KSOP-AF
7. KCPX-F (CHR)	89/ 5.4	5.8	4.9	6.9	7.2	5.8	101/2045	1719/17.1	18.5	23.0	5.4	95	1804	KCPX-F
8. KRSP-F (AOR)	68/ 4.2	2.9	2.0	3.7	5.3	3.2	83/1469	1283/12.8	9.4	15.4	6.0	105	1285	KRSP-F
9. KJQN-F (AOR)	67/ 4.1	2.9	2.0	3.8	2.2	3.2	73/1071	1000/10.0	6.4	6.3	5.2	92	1189	KJQN-F
10. KBER-F (AOR)	65/ 4.0	3.8	5.8	5.3	5.0	4.7	74/1290	1142/11.4	11.7	9.3	5.8	102	1158	KBER-F
11. KZHT-F (CHR)	58/ 3.5	2.1	2.3	4.9	2.6	3.2	60/969	913/ 9.1	8.9	8.0	5.2	92	1022	KZHT-F
12. KMGR-F (AC)	54/ 3.3	4.4	4.1	2.9	2.6	3.7	58/1058	974/ 9.3	9.3	7.4	1.9	33	587	KMGR-F
13. KDYL (BB)	51/ 3.1	2.4	2.4	2.4	2.3	2.6	52/492	470/ 4.7	4.3	3.8	1.0	17	328	KDYL
14. KALL (AC)	42/ 2.6	3.7	2.9	2.4	2.4	2.9	42/771	756/ 7.5	9.0	7.8	2.3	41	689	KALL
15. KTKK (T)	34/ 2.1	2.6	1.3	3.0	1.7	2.3	35/521	503/ 5.0	4.1	3.2	1.7	29	467	KTKK
17. KLCY-F (AC)	34/ 2.1	1.7	2.7	2.2	3.7	2.2	52/1062	769/ 7.7	8.2	10.2	2.0	35	531	KLCY-F
18. KLVV-F (AC)	32/ 2.0	3.5	2.5	2.2	1.2	2.5	34/857	810/ 8.1	9.0	5.0	1.8	31	352	KLVV-F
19. KBCK-F (C)	28/ 1.7	0.5	---	0.4	0.3	0.7	29/456	424/ 4.2	0.0	1.1	1.6	28	214	KBCK-F
20. KZOL-F (O)	23/ 1.4	0.9	1.4	2.5	2.2	1.5	26/625	565/ 5.6	6.4	8.7	1.5	26	402	KZOL-F
21. KUTR (AC)	23/ 1.4	0.7	1.2	---	0.4	0.8	24/496	475/ 4.7	3.2	2.1	0.9	16	203	KUTR
22. KSOS-F (AC)	23/ 1.4	0.6	---	1.1	1.2	0.8	28/479	407/ 4.1	0.0	2.7	0.3	5	158	KSOS-F
23. KISN (CHR)	22/ 1.3	1.5	1.0	0.7	1.4	1.1	25/725	681/ 6.8	6.3	6.1	0.5	8	333	KISN
24. KRPN-F (O)	17/ 1.0	1.0	1.3	1.0	0.5	1.1	20/299	264/ 2.6	3.3	2.9	0.6	10	143	KRPN-F
25.														

12+ FM SHARE (METRO): 77.63% (1159 of 1493) (SPG 89: 78.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KCPX-F	1 KLZX-AF	1 KLZX-AF	1 KLZX-AF	1 KLZX-AF	1 KSFI-F	1 KSL	1 KKAT-F	1 KSFI-F	1 KKAT-F	1 KALL >
2 KZHT-F>	2 KKAT-F	2 KKAT-F	2 KKAT-F	2 KKAT-F	2 KSL >	2 KLZX-AF	2 KSFI-F	2 KKAT-F	2 KCPX-F	2 KLZX-F<
3 KRSP-F	3 KISN-F	3 KISN-F	3 KISN-F	3 KISN-F	3 KKAT-F	3 KKAT-F	3 KLZX-AF	3 KLZX-AF	3 KZHT-F	3 KSL
4 KJQN-F	4 KBER-F	4 KCPX-F<	4 KSL <	4 KSFI-F<	4 KDYL	4 KISN-F<	4 KISN-F	4 KSOP-AF	4 KSFI-F	4 KKAT-F
5 KISN-F	5 KRSP-F	5 KSOP-AF	5 KSOP-AF	5 KSL <	5 KSOP-AF<	5 KSFI-F	5 KSL <	5 KSL <	5 KJQN-F<	5 KSOP-F
6	6 KSOP-AF	6 KBER-F<	6 KSFI-F<	6 KSOP-AF	6 KLZX-AF	6 KCPX-F	6 KSOP-AF	6 KISN-F	6 KBER-F<	6 KCPX-F
7	7 KJQN-F<	7 KJQN-F	7 KMGR-F	7	7 KALL	7 KALL	7 KCPX-F	7 KCPX-F	7 KISN-F	7
8	8 KCPX-F	8 KRSP-F	8 KCPX-F	8	8	8	8	8 KJQN-F	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 KKAT-F	1 KKAT-F	1 KLZX-AF	1 KKAT-F	1 KSFI-F	1 KJQN-F>	1 KLZX-AF>	1 KLZX-AF>	1 KLZX-AF>	1 KLZX-AF
2 KCPX-F	2 KISN-F	2 KKAT-F	2 KISN-F	2 KKAT-F	2 KBER-F	2 KKAT-F	2 KKAT-F	2 KKAT-F	2 KKAT-F>
3 KSOP-AF	3 KCPX-F<	3 KISN-F	3 KCPX-F<	3 KISN-F	3 KRSP-F	3 KKAT-F	3 KISN-F	3 KISN-F<	3 KISN-F
4 KISN-F	4 KSOP-AF	4 KSOP-AF	4 KSOP-AF	4 KSL <	4 KZHT-F	4 KJQN-F	4 KBER-F	4 KJQN-F	4 KSL <
5 KBER-F	5 KLZX-AF>	5 KCPX-F	5 KSFI-F<	5 KSOP-AF	5 KLZX-AF	5 KRSP-F	5 KSOP-AF	5 KBER-F	5 KSOP-AF>
6 KRSP-F	6 KMGR-F	6 KMGR-F>	6 KLZX-AF	6 KLZX-AF<	6 KKAT-F	6 KISN-F>	6 KRSP-F	6 KRSP-F	6 KBER-F
7 KLZX-AF	7 KRSP-F	7	7	7 KCPX-F	7 KCPX-F>	7 KZHT-F	7	7	7
8 KZHT-F	8 KBER-F	8	8	8 KMGR-F	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS			METRO CUME TSA	TSA
									SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP	22 (1)	248 (3)	270 (4)	18.1	18.4	KANN	1120	Roy/Ogden	0.5/1.0/	9/ 145
AOR/CLASSIC	1 (1)	327 (4)	328 (5)	22.0	19.4	KBZN-F	97.9	Ogden/Salt Lake	0.7/2.9/	12/ 325
AC/OLDIES/SOFT ROCK	85 (5)	183 (6)	268 (11)	18.0	15.9	KFAM	700	N Salt Lake Cit	0.5/2.4/	11/ 302
MOR/VARIETY	111 (1)		111 (1)	7.4	7.2	KLO	1430	Ogden	0.4/1.4/	8/ 146
COUNTRY	12 (1)	256 (4)	268 (5)	18.0	19.0	KQOL-F	106.5	Spanish Frk/SL	0.5/2.4/	9/ 252
BLACK/URBAN						KRSP	1060	S Salt Lake	0.4/2.3/	8/ 238
BEAUTIFUL/EASY	9 (1)	133 (1)	142 (2)	9.5	8.5	KSRR	1400	Provo	0.4/1.6/	12/ 183
NEWS/TALK	34 (1)		34 (1)	2.3	1.8					
NOSTALGIA	51 (1)		51 (1)	3.4	2.5					
RELIGION/GOSPEL	9 (1)		9 (1)	0.6	2.2					
SPANISH										
CLASSICAL										
JAZZ/NEW AGE		12 (1)	12 (1)	0.8	2.4					
UNKNOWN/OTHERS					2.8					
	334 (13)	1159 (19)	1493 (32)							

RADIO STATIONS

AM STATIONS

KALL, 910, 5 KW/1KW (DA-N)	, AC	ABC I MBS, \$29.00	(Eastman)	Hatch	George Hatch
KDYL, 1280, 5 KW/500W (DA-N)	, Nostalgia	SMN, \$23.00	(CBS)		Steve Johnson
KISN, 570, 5 KW (DA-1)	, CHR	, \$ NA	(Mc-Guild)		Randy Rogers
KSL, 1160, 50 KW	, MOR/Full Service	CBS, \$80.00	(MMR)	Bonneville	Russ Wood
KTKK, 630, 1 KW/500 W (DA-2)	, Talk	ABC T NBC, \$23.00	(K & P)		Stan Bush
KUTR, 1320, 5 KW (DA-1)	, AC	MBS, \$19.00	(Katz)	John Price	Wayne Courtney
KBBX, 1600, 5 KW/1 KW (DA-N)	, Religion	, \$ 8.00	(--)	Mid America Gospel	Scott Alexander

FM STATIONS

KBCK, 105.7, 14 KW @ 960	, Country	, \$19.00	(--)	Mid America Gospel	Scott Alexander
KBER, 101.1, 26 KW @ 3740	, AOR	, \$37.00	(Torbet)		Nick Terpolli
KBZN, 97.9, 26 KW @ 3740	, Jazz/NAC	, \$18.00	(--)	(OGDEN)	
KCPX, 98.7, 40 KW @ 2933	, CHR	, \$60.00	(Katz)	John Price	Wayne Courtney
KISN, 97.1, 26 KW @ 3740	, AC	, \$65.00	(Mc-Guild)		Randy Rogers
KJQN, 95.5, 100 KW @ 681	, AOR	, \$25.00	(K & P)	(OGDEN)	Tom Greenleigh
KKAT, 101.9, 26 KW @ 3740	, Country	, \$86.00	(Banner)	Apollo (OGDEN)	Dana Horner
KLCY, 94.1, 40 KW @ 3063	, AC	ABC E, \$47.00	(Eastman)	Hatch	Jan Bagley
KLVV, 99.5, 40 KW @ 2953	, AC	, \$22.00	(K & P)	(BOUNTIFUL)	Stanley Bush
KLZX, 93.3, 26 KW @ 3740	, Classic AOR	, \$42.00	(Christal)	Citadel	Stuart Stanek
KMGR, 107.5, 45 KW @ 2850	, Soft AC	UNISUP UNIULT, \$34.00	(HNWH)	(OREM)	Dean Lindsay
KRPN, 107.9, 67 KW @ 2383	, Oldies	, \$20.00	(--)	(ROY)	Gene Guthrie
KRSP, 103.5, 26 KW @ 3740	, AOR	ABC R, \$59.00	(Durpetti)		Alan Hague
KSFI, 100.3, 26 KW @ 3740	, EZ	, \$65.00	(CBS)		Steve Johnson
KSOP, 104.3, 25 KW @ 3640	, Country	, \$48.00	(MMR)		Greg Hilton
KSOS, 106.9, 68 KW @ 2369	, AC	UNISUP UNIULT, \$18.00	(Moore)	(BRIGHAM)	Brent Larson
KZHT, 94.9, 48 KW @ 2799	, CHR	, \$32.00	(Durpetti)	(PROVO)	Terry Schmidt
KZOL, 96.1, 55 KW @ 2630	, Oldies	UNISUP UNIULT, \$24.00	(HNWH)	(PROVO)	Dennis McCormick

Miscellaneous Comments: KCGL changes calls to KBCK (Jan)...KBCK changes format from REL to COUNTRY...
 KKWY changes calls to KBZN (Apr)...KMGR A/F sold for \$3,500,000...

SAN ANTONIO

Arbitron Rank/Pop (12+): 36/1,054,000
 MSA Rank/Pop: 36/1,343,100
 ADI # 43
 Average Person Ratings: 18.7
 Market TSL: 24.75 hours

Stations: 28/28
 Diaries: 1329/793:1/53.6%
 Sample Target: 1260
 % Below Line: 0.0
 % Not Listed: 7.0

1989 Revenue: \$38,500,000
 HH Inc.: \$24,968
 Retail \$: 7.5 Bil
 Pop per Station: 37,642
 #1 Biller: KCYY-F \$5,500,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KCYY-F (C)	249/12.6	10.9	10.3	9.0	8.4	10.7	305/3004	2349/22.3	19.7	20.2	11.0	213	2126	KCYY-F
2. KTFM-F (CHR)	142/ 7.2	6.9	7.7	6.6	6.0	7.1	150/2171	1989/18.9	23.1	21.3	9.0	174	2690	KTFM-F
3. KAJA-F (C)	109/ 5.5	5.9	5.0	5.3	5.6	5.4	121/1800	1592/15.1	14.9	13.8	4.4	85	1158	KAJA-F
4. KCOR (SP)	103/ 5.2	6.8	5.1	3.6	5.2	5.2	104/867	844/ 8.0	4.7	7.6	4.3	83	861	KCOR
5. KSMG-F (O)	99/ 5.0	5.1	4.5	7.3	6.4	5.5	106/1747	1573/14.9	13.0	17.3	7.0	135	1650	KSMG-F
6. KISS-F (AOR)	98/ 5.0	3.7	4.4	5.5	5.1	4.7	117/1600	1387/13.2	13.0	16.0	6.7	130	1658	KISS-F
7. WOAI (N/T)	96/ 4.9	5.1	5.7	4.7	6.0	5.1	137/1994	1399/13.3	15.2	14.1	4.8	94	1620	WOAI
8. KITY-F (CHR)	94/ 4.8	6.1	6.5	7.6	6.8	6.3	104/1776	1568/14.9	18.4	19.2	8.5	166	2061	KITY-F
9. KKYX (C)	83/ 4.2	3.8	4.6	5.1	5.4	4.4	202/2236	1100/10.4	9.6	8.6	3.3	64	753	KKYX
10. KTSA (MOR)	81/ 4.1	4.2	4.2	4.2	3.4	4.2	104/1151	719/ 6.8	9.2	9.5	2.2	42	827	KTSA
11. KZEP-F (AOR)	79/ 4.0	4.2	3.6	4.2	3.1	4.0	82/1142	1065/10.1	10.3	10.4	3.1	60	825	KZEP-F
12. KSAQ-F (CHR)	79/ 4.0	4.0	4.8	4.4	3.1	4.3	88/1449	1366/13.0	15.3	13.1	6.1	118	1144	KSAQ-F
13. KQXT-F (EZ)	77/ 3.9	4.7	4.4	4.2	4.7	4.3	84/1166	1003/ 9.5	10.9	13.1	1.2	23	716	KQXT-F
14. KMMX-F (AC)	77/ 3.9	3.9	5.5	4.5	5.1	4.4	84/1116	1025/ 9.7	12.7	13.9	3.6	70	907	KMMX-F
15. KONO (O)	71/ 3.6	3.8	2.5	3.3	3.1	3.3	73/1066	1040/ 9.9	7.6	8.6	3.2	62	601	KONO
16. KZVE-F (SP)	55/ 2.8	2.7	2.2	3.0	3.1	2.7	69/715	636/ 6.0	4.2	5.3	1.6	32	642	KZVE-F
17. KXTN (SP)	36/ 1.8	1.2	1.2	1.1	3.1	1.3	37/412	395/ 3.7	4.1	5.2	1.9	36	452	KXTN
18. KFAN-F (SAC)	31/ 1.6	0.7	2.0	1.7	0.8	1.5	35/823	655/ 6.2	5.6	5.1	0.7	14	258	KFAN-F
19. KEDA (SP)	30/ 1.6	1.4	1.6	1.9	2.8	1.6	34/492	474/ 4.5	4.6	3.7	2.4	46	638	KEDA
20.														

12+ FM SHARE (METRO): 64.80% (1189 of 1835) (SPG 89: 62.25%)

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

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS	METRO CUME TSA TSA
							SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	21 (1)	315 (3)	336 (4)	18.3	11.8	KBUC 830 Cibolo	0.4/1.4/ 7/ 148
AOR/CLASSIC		177 (2)	177 (2)	9.6	8.8	KCHL 1480 San Antonio	1.3/1.8/ 25/ 194
AC/OLDIES/SOFT ROCK	87 (3)	207 (3)	294 (6)	16.0	17.0	KFHM 1160 San Antonio	0.8/1.8/ 17/ 228
MOR/VARIETY	81 (1)		81 (1)	4.4	4.2	KGNB 1420 New Braunfels	0.5/1.1/ 9/ 124
COUNTRY	83 (1)	358 (2)	441 (3)	24.0	20.7	KISS 930 Terrill Hills	0.5/1.4/ 15/ 188
BLACK/URBAN					7.6	KSAH 720 Universal City	1.3/2.8/ 51/ 407
BEAUTIFUL/EASY		77 (1)	77 (1)	4.2	5.0	KSJL 760 San Antonio	1.1/2.6/ 23/ 318
NEWS/TALK	96 (1)		96 (1)	5.2	7.2	KSLR 630 San Antonio	1.3/4.3/ 28/ 542
NOSTALGIA						KWED 1580 Seguin	0.3/1.0/ 7/ 119
RELIGION/GOSPEL	26 (1)		26 (1)	1.4	1.6		
SPANISH	218 (6)	55 (1)	273 (7)	14.9	16.1		
CLASSICAL							
JAZZ/NEW AGE	25 (1)		25 (1)	1.4			
UNKNOWN/OTHERS	9 (1)		9 (1)	0.5			
	646 (16)	1189 (12)	1835 (28)				

RADIO STATIONS

AM STATIONS

KCHL, 1480, 2.5 KW (DAYS, DA), BLACK	, \$ 24.00 (McGuld)		John Hiatt
KCOR, 1350, 5 KW (DA-N), HISPANIC	, \$ 69.00 (Katz Hisp.)	Tichenor	Jimmy Jiminez
KEDA, 1540, 5 KW/1 KW (DA-N), HISPANIC	, \$ 26.00 (Caballero)		Albert Davila
KKYX, 680, 50 KW/10 KW (DA-N), COUNTRY	ABC I, \$ 50.00 (Katz)	New City	Hugh Barr
KONO, 860, 5 KW/1 KW, OLDIES	NBC, UNIULT, \$ 29.00 (Christal)	Booth/Genesis	Susan Hoffman
KSAH, 720, 10 KW/1 KW (DA-2), HISPANIC	, \$ 22.00 (Caballero)		Dennis Roberts
KSJL, 760, 50 KW/1 KW (DA-1), AOR	SMN, NBC, \$ 16.00 (Eastman)	Inner City	Charles Andrews
KSLR, 630, 5 KW (DA-2), RELIGION	, \$ 17.00 (---)	Salem	Bob Lepine
KTSA, 550, 5 KW (DA-N), MOR/NOSTALGIA	MBS, \$ 28.00 (Banner)		Joe Ernest
KXTN, 1310, 5 KW/280 W (DA-1), HISPANIC	, \$ 26.00 (Lotus)	TK	Joanne Lynch
WQAI, 1200, 50 KW, NEWS/TALK	CBS, \$ 84.00 (Christal)	Clear Channel	Bill Hill

FM STATIONS

KAJA, 97.3, 100 KW @ 984, COUNTRY	, \$ 59.00 (Christal)	Clear Channel	Bob Cohen
KCY, 100.3, 100 KW @ 984, COUNTRY	, \$ 95.00 (Katz)	New City	Hugh Barr
KFAN, 101.1, 100 KW @ 620, SOFT AC	UNISUP, \$ 24.00 (Eastman)	Waldon (FREDICKSBURG)	Norbert Fritz
KISS, 99.5, 100 KW @ 1111, OLDIES	SOURCE, \$ 57.00 (MMR)	Adams	Rick Jopple
KITY, 92.9, 100 KW @ 1016, CHR	, \$ 53.00 (Christal)	Booth/Genesis	Susan Hoffman
KMX, 106.7, 100 KW @ 1016, SOFT AC	, \$ 55.00 (McGuld)		John Hiatt
KQXT, 101.9, 100 KW @ 672, EZ	, \$ 52.00 (Group W)	Westinghouse	Bill Legrand
KSAQ, 96.1, 100 KW @ 481, CHR	NBC, RADRAD, \$ 42.00 (Eastman)	Inner City	Charles Andrews
KSMG, 105.3, 100 KW @ 1249, OLDIES	, \$ 61.00 (CBS)	Rusk	Caroline Devine
KTFM, 102.7, 100 KW @ 672, CHR	, \$ 60.00 (Banner)		Joe Ernest
KZEP, 104.5, 100 KW @ 662, AOR	MBS, \$ 54.00 (Torbet)	Lotus	Jay Levine
KZVE, 107.5, 100 KW @ 1470, HISPANIC	, \$ 42.00 (Lotus)	TK	Joanne Lynch

Miscellaneous Comments: KFHM sold for \$650,000 (Riley)...KISS-F changes from AOR to OLDIES (July)...

SAN DIEGO

Arbitron Rank/Pop (12+): 16/2,046,800
 MSA Rank/Pop: 15/2,402,800
 ADI # 24
 Average Person Ratings: 17.5
 Market TSL: 23.25 hours

Stations: 38/31
 Diaries: 1852/1105:1/47.6%
 Sample Target: 1740
 % Below Line: 4.4
 % Not Listed: 8.7

1989 Revenue: \$84,300,000
 HH Inc.: \$31,832
 Retail \$: 17.6 Bil
 Pop per Station: 66,025
 #1 Biller: KFMB \$10,000,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA* 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KKLQ-AF (CHR)	335/ 9.3	10.3	9.0	9.6	8.8	9.6		4454/21.8	21.2	22.3	14.4	465	5979	KKLQ-AF
2. KSON-AF (C)	267/ 7.5	6.6	5.7	6.1	7.0	6.5		3221/15.7	12.4	14.4	8.5	273	2643	KSON-AF
3. KGB -F (AOR)	256/ 7.1	6.1	7.0	5.0	8.8	6.3		3196/15.6	16.4	16.0	7.1	228	2772	KGB -F
4. KFMB (MOR)	239/ 6.7	4.6	4.2	8.3	6.7	5.9		3372/16.5	11.8	17.8	5.1	164	2217	KFMB
5. KSDO (N/T)	205/ 5.7	6.0	4.9	6.2	6.0	5.7		2302/11.2	11.4	12.9	3.7	120	2182	KSDO
6. XTRA-F (AOR)	173/ 4.8	4.3	4.8	5.6	4.6	4.9		2891/14.1	13.3	14.3	6.5	214	2524	XTRA-F
7. KFMB-F (AC)	172/ 4.8	4.5	4.1	5.4	5.7	4.7		3234/15.8	14.7	18.7	4.9	158	2433	KFMB-F
8. KJQY-F (EZ)	157/ 4.4	5.3	6.5	5.4	6.6	5.4		1935/ 9.5	10.7	13.3	3.9	125	1147	KJQY-F
9. KIFM-F (J)	142/ 4.0	4.2	3.7	3.5	3.1	3.8		1861/ 9.1	9.0	10.7	4.0	130	1803	KIFM-F
10. KYXY-F (AC)	133/ 3.7	5.0	4.3	3.6	3.6	4.2		2125/10.4	10.3	10.2	3.3	105	1579	KYXY-F
11. KCBQ-F (AC)	129/ 3.6	2.6	2.1	3.2	2.5	2.9		2110/10.3	7.4	11.8	3.8	124	1688	KCBQ-F
12. KPOP (BB)	121/ 3.4	4.8	4.4	3.0	2.5	3.9		1380/ 6.7	7.9	6.9	1.5	49	842	KPOP
13. KKYY-F (AC)	108/ 3.0	4.2	3.2	3.1	3.5	3.4		1923/ 9.4	10.0	9.3	2.9	92	1519	KKYY-F
14. KFSD-F (CL)	106/ 3.0	4.3	3.9	3.0	2.6	3.6		1495/ 7.3	9.5	6.9	2.7	86	1163	KFSD-F
15. KSDO-F (AOR)	91/ 2.5	2.0	1.7	2.0	1.9	2.0		1674/ 8.2	7.5	6.9	2.5	82	2061	KSDO-F
16. KGMG-F (AOR)	76/ 2.1	1.3	2.1	2.3	1.8	1.9		1105/ 5.4	5.8	5.1	1.5	49	1156	KGMG-F
17. XHTZ-F (AOR)	69/ 1.9	0.8	1.4	1.9	1.1	1.5		1578/ 7.7	6.6	7.4	3.0	97	1075	XHTZ-F
18. KNX (N/T)	50/ 1.4	1.5	1.6	1.1	1.6	1.4		1178/ 5.8	5.4	6.4	0.7	24	583	KNX
19. KCBQ (AC)	49/ 1.4	1.2	1.3	0.6	0.5	1.1		743/ 3.6	3.4	2.1	0.8	25	550	KCBQ
20. XLTN-F (SP)	42/ 1.2	1.1	1.4	0.6	1.3	1.1		476/ 2.3	2.4	2.6	0.6	20	409	XLTN-F
21. XHRM-F (B)	41/ 1.1	1.3	3.3	3.2	3.2	2.2		1259/ 6.2	8.2	8.5	3.1	100	1920	XHRM-F
22. XTRA (N/T)	37/ 1.0	1.2	1.6	1.1	0.8	1.2		1070/ 5.2	7.2	4.5	0.6	19	665	XTRA
23. XEMO (SP)	36/ 1.0	0.8	0.9	0.6	0.3	0.8		448/ 2.2	2.3	1.7				XEMO
24.														
25.														

*San Diego's Metro and TSA are the same

12+ FM SHARE (METRO): 72.35% (2365 of 3269) (SPG 89: 74.97%)

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

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP	22 (1)	330 (2)	352 (3)	10.8	16.9	KCEO 1000 Vista	0.5/2.1/ 17/ 428		
AOR/CLASSIC	33 (1)	685 (6)	718 (7)	22.0	18.4	KGMG 1320 Oceanside	0.9/1.3/ 33/ 266		
AC/OLDIES/SOFT ROCK	49 (1)	577 (6)	626 (7)	19.1	11.9	KKOS-F 95.9 Carlsbad	0.6/1.7/ 21/ 347		
MOR/VARIETY	239 (1)		239 (1)	7.3	7.4	KOWF-F 92.1 Escondido/SD	0.6/1.9/ 5/ 157		
COUNTRY	35 (1)	252 (2)	287 (3)	8.8	8.2	KPRZ 1210 San Marcos/SD	0.4/1.7/ 13/ 340		
BLACK/URBAN		41 (1)	41 (1)	1.3	3.5	KSPA 1450 Escondido/SD	0.1/0.8/ 5/ 157		
BEAUTIFUL/EASY NEWS/TALK	323 (4)	157 (1)	157 (1)	4.8	7.6	XHKY-F 95.7 Tijuana/SD	0.6/1.6/ 20/ 318		
NOSTALGIA	121 (1)		121 (1)	3.7	0.9	KBIG-F 104.3 Los Angeles	0.4/0.9/ 14/ 174		
RELIGION/GOSPEL	11 (1)		11 (1)	0.3	0.7	KBRT 740 Avalon	0.3/0.8/ 11/ 162		
SPANISH	36 (1)	42 (1)	78 (2)	2.4	1.8	KFI 640 Los Angeles	0.9/3.2/ 31/ 660		
CLASSICAL		106 (1)	106 (1)	3.2	2.9	KLOS-F 95.5 Los Angeles	0.6/1.9/ 20/ 387		
JAZZ/NEW AGE		142 (1)	142 (1)	4.3	5.5	KLVE-F 107.5 Los Angeles	0.4/0.8/ 13/ 171		
UNKNOWN/OTHERS	35 (3)	33 (2)	68 (5)	2.1	0.5	KPWR-F 105.9 Los Angeles	0.5/1.4/ 17/ 293		
	904 (15)	2365 (23)	3269 (38)						

RADIO STATIONS

AM STATIONS

KCBQ, 1170,	50 KW/1.5 KW (DA-2),	Oldies	, \$ NA	(HNWH)	Adams	Dan Carell
KFMB, 760,	5 KW (DA-N)	Full Service	CBS, \$180.00	(Mc-Guild)	Midwest TV	Paul Palmer
KPOP, 1360,	5 KW/1 KW	Nostalgia	NBC, UNISUP, \$ 40.00	(Katz)	Brown	Tom Baker
KSDO, 1130,	10 KW (DA-2)	News/Talk	ABC I, \$130.00	(Durpetti)	Gannett	Mike Shields
XTRA, 690,	50 KW (DA-2)	Talk	ABC E, CNN, \$ 40.00	(MMR)	Noble	

KSON and KKLQ are basically simulcast with their FM stations.

FM STATIONS

KCBQ, 105.3,	29 KW @ 620	Oldies	UNIULT, \$ 85.00	(HNWH)	Adams	Dan Carell
KFMB, 100.7,	30 KW @ 620	AC	, \$105.00	(Mc-Guild)	Midwest TV	Paul Palmer
KFSD, 94.1,	100 KW @ 641	Classical	, \$ 75.00	(HNWH)	Lotus	Russ Haberle
KGB, 101.5,	50 KW @ 500	AOR	, \$170.00	(Katz)	Brown	Tom Baker
KGMG, 102.1,	10 KW @ 980	Classic AOR	SOURCE, \$ 50.00	(Banner)	(OCEANSIDE)	Steve Jacobs
KIFM, 98.1,	28 KW @ 640	Jazz	, \$ 86.00	(CBS)		Bruce Walton
KJQY, 103.7,	36 KW @ 578	EZ	, \$ 90.00	(Group W)	Westinghouse	Bert Wahlen
KKLQ, 106.5,	50 KW @ 440	CHR	, \$175.00	(Christal)	Edens	Bob Bolinger
KKYY, 94.9,	22 KW @ 702	AC	, \$ 80.00	(Republic)		Carolyn Howe
KMLQ, 107.1,	3 KW @ 300	Soft AC	, \$ 40.00	(---)	(FALLBROOK)	Bob Jacobson
KSDO, 102.9,	32 KW @ 617	Classic AOR	, \$ 68.00	(Durpetti)		Mike Shields
KSON, 97.3,	50 KW @ 440	Country	, \$135.00	(Banner)	Jeff-Pilot	Mike Stafford
KYXY, 96.5,	41 KW @ 540	AC	, \$ 70.00	(HNWH)		Jlm Price
XHRM, 92.5,	50 KW @ 350	Black	ABC F, \$ 48.00	(K & P)	(TIJUANA)	
XLTN, 104.5,	57 KW @ 677	Hispanic	, \$ 40.00	(Katz Hisp)	(TIJUANA)	Peter Moore
XTRA, 91.1,	100 KW @ 688	AOR	, \$ 98.00	(MMR)	Noble (TIJUANA)	

Miscellaneous Comments: KJQY-F sold by Command to Legacy 2 for \$20,000,000 (Americom)... KVSD changes call letters to KCEO (Feb)...

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/5,017,400

Stations: 50/49
Diaries: 3959/1267:1/50.6%
Sample Target: 2720
% Below Line: 0.4
% Not Listed: 11.4

1989 Revenue: \$173,200,000
HH Inc.: \$37,970
Retail \$: 39.9 Bill
Pop per Station: 102,395
#1 Biller: KGO \$21,500,000

MSA Rank/Pop: 28/1,620,200 (San Fran)
ADI # 5 22/2,026,200 (Oakland)
Average Person Ratings: 17.3
Market TSL: 23.00 hours

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KGO (N/T)	539/6.2	7.4	8.2	7.6	7.0	7.3	673/9734	7672/15.3	19.8	17.1	6.6	576	6768	KGO
2. KMEL-F (CHR)	471/5.4	5.5	4.9	4.8	5.6	5.2	524/7941	6976/13.9	13.4	15.4	8.4	727	7745	KMEL-F
3. KOIT-AF (AC)	431/5.0	5.2	4.8	4.0	4.9	4.8	441/6736	6351/12.7	13.1	13.3	4.0	342	3568	KOIT-AF
4. KFRC (BB)	399/4.6	4.2	3.6	3.1	3.5	3.9	473/6454	5361/10.7	9.4	9.3	2.8	242	2594	KFRC
5. KNBR (MOR)	395/4.6	2.5	3.7	5.0	3.5	4.0	503/8718	6527/13.0	13.2	12.0	2.4	212	3469	KNBR
6. KCBS (N/T)	373/4.3	4.9	6.1	5.3	4.6	5.2	458/8212	6763/13.5	20.1	15.2	4.3	371	5647	KCBS
7. KIOI-F (AC)	278/3.2	3.7	2.6	3.6	3.9	3.3	285/5491	5296/10.6	9.8	11.2	3.9	336	4469	KIOI-F
8. KSOL-F (B)	274/3.2	2.7	2.9	3.0	2.7	3.0	279/4464	4289/8.5	8.4	8.9	3.8	334	4229	KSOL-F
9. KSAN-F (C)	263/3.0	2.4	2.6	2.7	3.4	2.7	273/3699	3511/7.0	7.3	8.7	2.8	244	2730	KSAN-F
10. KSFO (O)	235/2.7	1.3	2.0	2.9	2.4	2.2	249/5149	4722/9.4	8.2	9.5	1.9	163	2464	KSFO
11. KXXX-F (CHR)	234/2.7	2.7	2.7	2.7	2.8	2.7	239/4781	4593/9.2	9.7	10.2	2.9	249	3941	KXXX-F
12. KRQR-F (AOR)	227/2.6	2.9	2.9	2.9	3.0	2.8	248/4653	2464/8.5	7.8	8.9	3.6	312	4208	KRQR-F
13. KDFC-AF (CL)	226/2.6	2.5	2.6	2.3	2.3	2.5	234/3896	3708/7.4	7.6	7.3	2.0	167	2269	KDFC-AF
14. KFOG-F (AOR)	223/2.6	2.0	2.0	2.1	2.0	2.2	235/4173	3911/7.8	7.3	7.2	2.6	226	3044	KFOG-F
15. KKSF-F (J/NA)	209/2.4	2.7	2.7	2.8	2.3	2.7	211/3369	3275/6.5	6.3	7.2	2.4	206	3186	KKSF-F
16. KKHI-AF (CL)	197/2.3	2.2	1.9	2.1	2.0	2.1	203/3388	3267/6.5	6.2	5.6	16.7	19	2284	KKHI-AF
17. KABL-AF (EZ)	185/2.1	3.8	4.6	3.6	4.5	3.5	196/4222	3994/8.0	10.9	9.9	1.7	143	3045	KABL-AF
18. KBAY-F (EZ)	173/2.0	2.6	2.0	2.1	2.0	2.2	204/2692	2178/4.3	4.3	4.8	1.6	138	1487	KBAY-F
19. KDIA (B)	164/1.9	1.4	1.3	1.0	1.1	1.4	165/1758	1753/3.5	3.1	3.1	1.5	129	1313	KDIA
20. KBLX-F (J/NA)	159/1.8	2.5	1.9	1.9	2.3	2.0	162/2756	2695/5.4	5.6	6.4	2.5	215	3220	KBLX-F
21. KIQI (SP)	157/1.8	0.9	0.9	0.8	1.2	1.1	157/1553	1517/3.0	1.9	2.0	1.1	96	1560	KIQI
22. KYA -F (O)	144/1.7	1.4	1.1	1.5	1.7	1.4	148/2778	2679/5.3	4.8	5.9	1.9	164	1710	KYA -F
23. KITS-F (AOR/CHR)	134/1.5	2.3	1.8	2.3	2.7	2.0	138/2636	2523/5.0	6.4	7.2	2.9	249	3148	KITS-F
24. KSJO-F (AOR)	131/1.5	1.4	1.1	1.1	1.1	1.3	156/2790	2431/4.8	4.1	4.2	1.6	140	2308	KSJO-F
25. KOME-F (AOR)	130/1.5	2.3	2.0	1.6	2.0	1.9	149/2622	2355/4.7	4.4	5.2	2.6	222	2723	KOME-F
26. KHQT-F (CHR)	124/1.4	1.6	1.2	1.7	1.2	1.5	125/2109	2087/4.2	3.9	4.2	2.4	204	2321	KHQT-F
27. KBRG-F (SP)	112/1.3	0.8	1.5	1.1	0.8	1.2	114/1221	1201/2.4	2.1	1.8	1.3	114	1280	KBRG-F
28. KJAZ-F (J)	103/1.3	0.8	1.1	1.3	0.7	1.1	106/1668	1560/3.1	3.6	2.3	0.9	77	1475	KJAZ-F
29. KNEW (C)	98/1.1	1.8	1.5	1.1	1.4	1.4	102/1600	1508/3.0	3.9	4.0	1.2	100	1224	KNEW
30. KEZR-F (AC)	89/1.0	1.1	0.8	1.0	1.2	1.0	94/1718	1672/3.3	3.0	3.4	0.9	80	1113	KEZR-F
31. KARA-F (AC)	76/0.9	1.3	1.1	1.4	1.3	1.2	81/1417	1264/2.5	3.6	3.9	1.2	100	1030	KARA-F
32.														
33.														
34.														

12+ FM SHARE (METRO): 62.38% (4785 of 7671) (SPG 89: 64.65%)

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 KOIT-AF	1 KOIT-AF	1 KGO	1 KGO	1 KGO	1 KGO	1 KNBR	1 KGO
2 KXXX-F	2 KRQR-F	2 KOIT-AF	2 KMEL-F	2 KMEL-F	2 KFRC	2 KCBS	2 KOIT-AF	2 KMEL-F	2 KMEL-F	2 KNBR
3 KSOL-F	3 KOIT-AF	3 KIOI-F	3 KIOI-F	KGO	3 KCBS	3 KMEL-F	3 KFRC	3 KOIT-AF	3 KSOL-F	3 KCBS
4 KHQT-F	4 KFOG-F	4 KFOG-F	4 KNBR	4 KNBR	4 KNBR	4 KOIT-AF	4 KMEL-F	4 KFRC	4 KGO	4 KFRC
5	5 KIOI-F	5 KRQR-F	KGO	5 KIOI-F	5 KOIT-AF	5 KNBR	5 KIOI-F	5 KCBS	5 KSFO	5 KBLX-F
6	6 KSOL-F	6 KSOL-F	6 KSAN-F	6 KSAN-F	6 KDFC-AF	KFRC	6 KSAN-F	6 KIOI-F	6 KOIT-AF	6 KMEL-F
7	7 KXXX-F	7 KNBR	KKSF-F	7 KKSF-F	7 KSAN-F	7 KSAN-F	KCBS	7 KNBR	7 KFRC	7 KOIT-F
8	8 KITS-F	8 KGO	8 KSFO	8 KSFO	8 KKHI-AF	KIOI-F	8 KFOG-F	8 KSFO	8 KXXX-F	8 KNEW
9	9 KSJO-F	9 KSAN-F	KFOG-F	9 KFOG-F	9 KSFO	KFOG-F	9 KRQR-F	9 KSOL-F	9 KCBS	KDIA
10	10 KOME-F	10 KKSF-F	10 KRQR-F	10 KRQR-F	10 KBAY-F	10 KXXX-F	10 KDFC-AF	10 KRQR-F	10 KDFC-AF	10 KSOL-F
	KNRB			KCBS					12 KKHI-AF	

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 KMEL-F	1 KMEL-F	1 KMEL-F	1 KOIT-AF	1 KOIT-AF	1 KMEL-F	1 KMEL-F	1 KRQR-F	1 KMEL-F	1 KNBR
2 KSOL-F	2 KIOI-F	2 KOIT-AF	2 KMEL-F	2 KIOI-F	2 KFOG-F	2 KRQR-F	2 KNBR	2 KNBR	2 KGO
3 KITS-F	3 KOIT-AF	KIOI-F	3 KIOI-F	3 KMEL-F	3 KRQR-F	3 KFOG-F	3 KMEL-F	3 KRQR-F	3 KOIT-AF
4 KIOI-F	4 KSOL-F	4 KBLX-F	4 KSOL-F	4 KGO	4 KXXX-F	4 KSJO-F	4 KFOG-F	4 KOIT-AF	4 KSAN-F
5 KOIT-AF	5 KRQR-F	5 KRQR-F	5 KFOG-F	5 KSAN-F	5 KHQT-F	5 KNBR	5 KOIT-AF	5 KFOG-F	5 KKSF-F
6 KXXX-F	6 KITS-F	6 KFOG-F	6 KRQR-F	6 KBLX-F	6 KSJO-F	6 KOME-F	KGO	6 KGO	6 KSFO
7 KHQT-F	7 KFOG-F	7 KKSF-F	KKSF-F	7 KKSF-F	KOME-F	7 KOIT-AF	7 KSJO-F	7 KSFO	KMEL-F
8 KRQR-F	8 KBLX-F	8 KSOL-F	KBLX-F	KDIA	8 KSOL-F	8 KXXX-F	8 KOME-F	8 KSAN-F	8 KRQR-F
9 KSJO-F	9 KKSF-F	9 KSAN-F	9 KSAN-F	9 KFOG-F	9 KITS-F	KSOL-F	9 KSOL-F	9 KSJO-F	9 KFOG-F
10 KFOG-F	10 KXXX-F	KEZR-F	10	10 KNBR	10 KBRG-F	10 KGO	10 KIOI-F	KKSF-F	10 KIOI-F

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME	TSA TSA	TSA
								SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		1100 (7)	1100 (7)	14.3	12.6	KAZA	1290 Gilroy	0.8/0.7/	80/	453
AOR/CLASSIC		711 (4)	711 (4)	9.3	12.6	KEAR-F	106.9 San Francisco	0.6/1.5/	55/	863
AC/OLDIES/SOFT ROCK	356 (4)	1094 (8)	1450 (12)	18.9	20.4	KEEN	1370 San Jose	0.7/1.3/	58/	690
MOR/VARIETY	395 (1)		395 (1)	5.1	3.9	KFAX	1100 San Francisco	0.6/1.0/	50/	948
COUNTRY	155 (2)	263 (1)	418 (3)	5.4	6.7	KHIT-F	92.9 Healdsburg/SnRsa	0.4/1.4/	38/	783
BLACK/URBAN	164 (1)	274 (1)	438 (2)	5.7	4.2	KLIV	1590 San Jose	0.6/1.2/	51/	612
BEAUTIFUL/EASY	44 (1)	314 (2)	358 (3)	4.7	7.2	KLOK	1170 San Jose/SF	0.8/2.2/	71/1204	
NEWS/TALK	912 (2)		912 (2)	11.9	12.8	KOFY	1050 San Mateo/SF	0.7/2.7/	66/1411	
NOSTALGIA	449 (2)		449 (2)	5.9	4.7	KOFY-F	98.9 San Francisco	0.4/2.4/	36/1224	
RELIGION/GOSPEL	50 (1)	49 (1)	99 (2)	1.3	0.7	KRTY-F	95.3 Los Gatos	0.5/1.5/	48/	832
SPANISH	292 (3)	112 (1)	404 (4)	5.3	2.9	KWSS-F	94.5 Gilroy	0.8/3.5/108/2588		
CLASSICAL	69 (2)	354 (2)	423 (4)	5.5	4.8	KZST-F	100.1 Santa Rosa	0.5/1.3/	57/	705
JAZZ/NEW AGE		471 (3)	471 (3)	6.1	5.8					
UNKNOWN/OTHERS		43 (1)	43 (1)	0.6	0.7	KSFM-F	102.5 Woodland	0.4/1.5/208/3629		
	2886 (19)	4785 (31)	7671 (50)							

RADIO STATIONS

AM STATIONS

KABL, 960, 5 KW (DA-1)	, EZ/SOFT AC	UNISUP, \$ N/A (Christal)	Shamrock	Mike Grinsell
KCBS, 740, 50 KW (DA-2)	, NEWS/TALK	CBS, \$ 230.00 (CBS)	CBS	Frank Oxarart
KDIA, 1310, 5 KW (DA-1)	, BLACK	, \$ 50.00 (---)		Aleta Carpenter
KEST, 1450, 1 KW	, TALK/RELIGION	, \$ 40.00 (---)	Douglas	Alan Schultz
KFAX, 1100, 50 KW (DA-1)	, RELIGION	, \$ 40.00 (---)	Salem	Bob Dunker
KFRC, 610, 5 KW	, NOSTALGIA	MBS, UNISUP, \$ 70.00 (Republic)	RKO	Phil Lerza
KGO, 810, 50 KW	, NEWS/TALK	ABC I, \$ 340.00 (Banner)	Cap. Cities/ABC	Mike Luckoff
KIQI, 1010, 10 KW/500W (DA-1)	, HISPANIC	, \$ 58.00 (Caballero)		Rene DeLaRosa
KNBR, 680, 50 KW	, FULL SERVICE	NBC, \$ 189.00 (Eastman)	Susquehanna	Tony Salvadore
KNEW, 910, 5 KW (DA-N)	, COUNTRY	, \$ 70.00 (McGuild)	Malrite	
KDBK, 1050, 50 KW/1 KW (DA-2)	, OLDIES	, \$ 50.00 (K & P)	Viacom (SAN MATEO)	Andi Pollisky
KSFO, 560, 5 KW (DA-N)	, OLDIES	UNIPWR, \$ 105.00 (MMR)	King	Ken Dennis

FM STATIONS

KABL, 98.1, 100 KW @ 960	, EZ/SOFT AC	UNISUP, \$ 150.00 (Christal)	Shamrock	Mike Grinsell
KBLX, 102.9, 7 KW @ 1290	, JAZZ/URBAN	, \$ 130.00 (HNWH)	Inner City	Harvey Stone
KBRG, 104.9, 3 KW @ 300	, HISPANIC	, \$ 55.00 (Katz Hisp)	(FREMONT)	Carlos Durharte
KDFC, 102.1, 33 KW @ 1050	, CLASSICAL	, \$ 79.00 (CMBS)		Ed Davis
KFOG, 104.5, 8 KW @ 1452	, AOR	SOURCE, \$ 110.00 (Eastman)	Susquehanna	Tony Salvadore
KIOI, 101.3, 125 KW @ 1162	, AC	, \$ 175.00 (Durpetti)	Fairmont	Nick Marnell
KITS, 105.3, 15 KW @ 1200	, CHR/AOR	ABC F, \$ 140.00 (Republic)	Entercom	Ed Krampf
KKHI, 95.7, 7 KW @ 1290	, CLASSICAL	, \$ 77.00 (HNWH)	Buckley	Bruce Beche
KJAZ, 92.7, 2 KW @ 397	, JAZZ	, \$ 80.00 (Roslin)	(ALAMEDA)	Ian Epstein
KKSF, 103.7, 8 KW @ 1470	, JAZZ/NAC	, \$ 147.00 (Banner)	Brown	Dave Kendrick
KMEL, 106.1, 69 KW @ 1290	, CHR	, \$ 190.00 (Christal)	Century	Paulette Williams
KOFY, 98.9, 6 KW @ 1355	, AC	, \$ 70.00 (K & P)	Viacom	Paul Wilensky
KOIT, 96.5, 33 KW @ 1410	, SOFT AC	, \$ 175.00 (Torbet)	Bonneville	Chuck Tweedle
KRQR, 97.3, 82 KW @ 1100	, AOR	CBS, \$ 150.00 (CBS)	CBS	Carl Dickens
KSAN, 94.9, 30 KW @ 1207	, COUNTRY	, \$ 160.00 (McGuild)	Malrite	Bruce Blevins
KSOL, 107.7, 9 KW @ 1162	, BLACK	APR, \$ 135.00 (MMR)	United	Scott Fey
KOXX, 99.7, 45 KW @ 1241	, CHR	, \$ 100.00 (McGuild)	Emmis	Jim Smith
KYA, 93.3, 50 KW @ 492	, OLDIES	, \$ 95.00 (MMR)	King	Ken Dennis

OTHER MAJOR STATIONS — SEE SAN JOSE

Miscellaneous Comments: KOFY changes calls to KDBK and simulcasts with KDBQ in San Jose (Aug)...

SAN JOSE

Arbitron Rank/Pop (12+): 29/1,211,400
 MSA Rank/Pop: 31/1,448,300
 San Francisco ADI
 Average Person Ratings: 16.5
 Market TSL: 22.00 hours

Stations: 46/17
 Diaries: 1442/840:1/47.7%
 Sample Target: 1400
 % Below Line: NA
 % Not Listed: NA

1989 Revenue: \$29,400,000
 HH Inc.: \$44,492
 Retail \$: 11.4 Bil
 Pop per Station: 71,258
 #1 Biller: KOME-F \$4,800,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ 1/4/CUME	TSA CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KBAY-F (EZ)	131/ 6.5	7.0	6.2	6.3	6.6	6.5	199/2510	1489/12.3	12.3	14.2	5.1	106	1404	KBAY-F
2. KHQT-F (CHR)	105/ 5.2	6.2	4.5	6.2	4.1	5.5	125/2109	1673/13.8	14.2	14.1	8.6	181	1951	KHQT-F
3. KOME-F (AOR)	78/ 3.9	6.8	4.8	4.8	5.0	5.1	143/2444	1355/11.2	12.5	13.2	8.0	167	1643	KOME-F
4. KEZR-F (AC)	74/ 3.7	3.8	3.1	3.7	4.4	3.6	93/1682	1398/11.5	10.5	11.4	3.3	70	961	KEZR-F
5. KSJO-AF (AOR)	72/ 3.6	4.0	2.2	3.4	3.9	3.3	147/2531	1400/11.6	10.6	12.3	4.3	91	1327	KSJO-AF
KARA-F (AC)	72/ 3.6	4.8	4.2	5.2	4.4	4.4	81/1372	1106/ 9.1	12.9	13.3	4.3	91	844	KARA-F
7. KWSS-F (CHR)	65/ 3.2	2.2	3.5	4.2	4.4	3.3	107/2478	1514/12.5	13.1	13.2	3.1	64	1357	KWSS-F
8. KAZA (SP)	63/ 3.1	0.7	1.7	0.4	0.8	1.5	77/445	340/ 2.8	2.6	1.7	0.8	16	274	KAZA
9. KEEN (C)	50/ 2.5	1.8	1.3	2.3	3.4	2.0	56/640	454/ 3.7	4.2	5.5	1.6	33	462	KEEN
10. KDFC-AF (CL)	39/ 1.9	1.9	1.9	2.0	1.4	1.9	101/1850	700/ 5.8	7.9	5.1	1.0	22	335	KDFC-AF
11. KRTY-F (C)	35/ 1.7	0.4	1.1	1.3	1.3	1.1	47/821	625/ 5.2	4.3	6.7	1.3	28	600	KRTY-F
12. KLIV (BB)	24/ 1.2	1.7	1.9	1.3	2.3	1.5	51/599	422/ 3.5	5.2	5.8	1.4	30	417	KLIV
13. KLOK (SP)	23/ 1.1	0.7	2.4	1.2	1.1	1.4	43/842	440/ 3.6	4.1	2.9	1.7	35	506	KLOK
14. KNTA (SP)	19/ 0.9	0.6	1.7	0.4	0.8	0.9	19/266	261/ 2.2	2.4	2.0	0.8	16	312	KNTA
15. KLRS-F (J/NA)	9/ 0.4	0.8	0.6	0.6	0.9	0.6	31/707	312/ 2.6	2.4	3.1	0.8	17	241	KLRS-F

12+ FM SHARE (METRO): NA

(SPG 89: 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 KOME-F	1 KBAY-F	1 KBAY-F>>	1 KBAY-F	1 KBAY-F	1 KBAY-F	1 KHQT-F>	1 KBAY-F>
2 KWSS-F	2 KOME-F	2 KEZR-F	KEZR-F	2 KEZR-F<	2 KEEN >	2 KHQT-F	2 KEZR-F	2 KHQT-F	2 KBAY-F>	2 KOME-F
3	3 KSJO-AF<	KARA-F<	3 KBAY-F	3 KOME-F	3 KAZA	3 KOME-F<	KARA-F	3 KSJO-AF<	3 KWSS-F>	3 KHQT-F
4	4 KARA-F	4 KHQT-F	KARA-F	4 KARA-F	4 KDFC-AF<	4 KEZR-F	4 KOME-F	4 KOME-F	4 KOME-F	4 KSJO-F
5	5 KEZR-F	5 KSJO-AF	5 KAZA	5 KAZA	5 KEZR-F	KARA-F	5 KSJO-AF<	5 KARA-F	5 KSJO-AF	5 KEZR-F
6	6 KWSS-F	6	6 KSJO-AF	6 KSJO-AF	6 KARA-F	6 KWSS-F	6 KHQT-F	6 KWSS-F	6 KEZR-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 KHQT-F>>	1 KEZR-F	1 KEZR-F	1 KEZR-F	1 KEZR-F	1 KHQT-F>	1 KOME-F>	1 KOME-F>	1 KOME-F	1 KOME-F
2 KWSS-F	2 KHQT-F	2 KARA-F>>	2 KARA-F>	2 KARA-F	2 KOME-F	2 KHQT-F	2 KSJO-AF	2 KSJO-AF	2 KBAY-F
3 KSJO-AF	3 KARA-F	3 KWSS-F	3 KHQT-F	3 KBAY-F	3 KSJO-AF	3 KSJO-AF>	3 KAZA >	3 KHQT-F	3 KSJO-AF
4 KEZR-F	4 KWSS-F>	4 KAZA	4 KWSS-F<	4 KAZA >	4 KWSS-F	4 KARA-F	4 KARA-F	4 KBAY-F	4 KAZA
5 KARA-F>>	5 KSJO-AF	5 KHQT-F	5 KBAY-F	5 KWSS-F	5 KARA-F>>	5 KAZA	5 KBAY-F	5 KAZA	5
6	6	6	6 KAZA	6	6	6 KWSS-F	6	KARA-F	6

OTHER RATED STATIONS METRO SHARE/ CUME RATING

See San Francisco for more about the following stations:

KABL	--/ .9	KIQI	1.1/ 1.7	KOIT-F	2.2/ 7.2
KABL-F	.5/ 3.5	KITS-F	2.3/ 6.2	KRQR-F	.5/ 3.7
KBLX-F	1.8/ 4.5	KKHI	--/ .6	KSAN-F	1.9/ 5.6
KBRG-F	1.8/ 3.6	KKHI-F	1.6/ 5.1	KSFO	1.2/ 5.4
KCBS	4.8/14.1	KKSF-F	1.8/ 5.3	KYA -F	1.0/ 4.4
KFAX	.4/ 2.0	KMEL-F	2.3/ 8.3	KSOL-F	1.7/ 6.1
KFOG-F	1.7/ 5.7	KNBR	3.5/10.2	KXXX-F	2.8/ 8.6
KFRC	1.3/ 5.1	KOBY	1.2/ 2.6	KDON-F	.3/ 1.4
KGO	7.8/17.6	KOFY-F	.3/ 1.0	KMPG	.6/ .8
KIOI-F	2.1/ 9.6	KOIT	.2/ 1.2		

RADIO STATIONS

KAZA, 1290, 5 KW (DAYS,DA)	, HISPANIC	CRC, \$ 35.00 (Caballers)	Veronica Yanez
KEEN, 1370, 5 KW (DA-2)	, COUNTRY	UPI, \$ 40.00 (MMR)	Chris Snell
KLIV, 1590, 5 KW (DA-N)	, NOSTALGIA	, \$ 40.00 (Eastman)	Empire
KLOK, 1170, 5 KW (DA-2)	, HISPANIC	, \$ 38.00 (Katz Hisp)	Vince Qopopolo
KNTA, 1430, 1 KW (DA-1)	, HISPANIC	, \$ 39.00 (Lotus)	Carlos Duharte
KSJX, 1500, 10 KW/5 KW (DA-2)	, BUSINESS NEWS	, \$ 25.00 (Katz)	Gene Hogan
			Mark Dunkin
KARA-F, 105.7, 50 KW @ 497, AC		, \$ 85.00 (Eastman)	Empire
KBAY-F, 100.3, 14 KW @ 2582, EZ/BTFL		, \$ 85.00 (MMR)	Bob Kieve
KEZR-F, 106.5, 50 KW @ 430, AC		, \$ 69.00 (Christal)	Steve Snell
KHQT-F, 97.7, 1.6 KW @ 449, CHR		, \$ 55.00 (HNWH)	John Levitt
KOME-F, 98.5, 12 KW @ 881, AOR		, \$ 100.00 (Torbet)	Anaheim
KRXY-F, 95.3, .4 KW @ 860, COUNTRY		, \$ 45.00 (Republic)	Infinity
KSJO-F, 92.3, 50 KW @ 467, AOR		ABC R, \$ 65.00 (Katz)	Crown
KWSS-F, 94.5, 1.5 KW @ 2580, CHR		, \$ 70.00 (McGuld)	Narragansett
KLRS-F, 99.1, 1 KW @ 2618, JAZZ/NAC		UNIULT, \$ 45.00 (McGuld)	Nationwide
			Fuller-Jeffrey
			(SANTA CRUZ)

Miscellaneous Comments: KLRS-F sold by Fuller-Jeffrey to Viacom for \$5,750,000 (LaRue)
 KSJO/KSJX-F sold by Naragansett to Harold Frank for \$6,500,000 (Mahlman)...
 KLRS changes calls to KDBQ and simulcasts with KDBK in San Francisco; changes format from JAZZ/NAC to AC (August)...

SARASOTA-BRADENTON

Arbitron Rank/Pop (12+): 86/409,500

Stations: 26/10
 Diaries: 825/496:1/54.0%
 Sample Target: 800
 % Below Line: 44.2
 % Not Listed: 17.8

1989 Revenue: \$7,100,000
 HH Inc.: \$25,041
 Retail \$: 4.3 Bill
 Pop per Station: 40,950
 #1 Biller: WSRZ-F \$2,200,000

MSA Rank/Pop: 164/268,000 (Sarasota)
 211/191,400 (Brad.) Tampa ADI
 Average Person Ratings: 16.4
 Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume
1. WDUV-F (EZ)	128/19.1	---	22.2	---	17.2	---	133/1292	1218/29.7	29.2				WDUV-F
2. WYNF-F (AOR)	54/ 8.1	---	8.8	---	7.9	---	62/658	532/13.0	15.3				WYNF-F
3. WFLZ-F (CHR)	51/ 7.6	---	5.7	---	3.6	---	55/669	581/14.2	13.7				WFLZ-F
4. WWRM-F (SAC)	40/ 6.0	---	4.1	---	2.5	---	40/545	536/13.1	8.8				WWRM-F
5. WAMR (BB)	33/ 4.9	---	3.8	---	5.4	---	36/400	338/ 8.3	7.7				WAMR
6. WSRZ-F (CHR)	25/ 3.7	---	7.5	---	10.0	---	25/438	438/10.7	17.3				WSRZ-F
7. WFLA (N/T)	24/ 3.6	---	3.5	---	4.8	---	24/303	291/ 7.1	8.7				WFLA
8. WHVE-F (J/NA)	24/ 3.6	---	3.1	---	4.1	---	31/488	410/10.0	9.6				WHVE-F
9. WQYK-F (C)	19/ 2.8	---	1.9	---	1.3	---	19/256	242/ 5.9	4.9				WQYK-F
10. WCTQ-F (CHR)	17/ 2.5	---	4.1	---	3.2	---	18/224	202/ 4.9	6.0				WCTQ-F

12+ FM SHARE (METRO): 78.58% (433 of 551) (SPG 89: 78.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F>>	1 WYNF-F>	1 WYNF-F>	1 WYNF-F>>	1 WYNF-F>	1 WDUV-F>>	1 WDUV-F>	1 WDUV-F>>	1 WDUV-F>>	1 WDUV-F>	1 WDUV-F>>
2 WSRZ-F>>	2 WFLZ-F>>	2 WFLZ-F>	2 WWRM-F	2 WWRM-F	2 WAMR <	2 WYNF-F>	2 WYNF-F	2 WFLZ-F	2 WFLZ-F>	2 WAMR
3	3 WSRZ-F	3 WWRM-F<	3 WHVE-F	3 WFLZ-F	3 WWRM-F	3 WFLZ-F	3 WYNF-F	3 WFLZ-F	3 WWRM-F	3 WTKN
4	4 WUSA-F	4 WHVE-F	4 WFLZ-F	4 WHVE-F	4	4 WAMR	4 WFLA <	4 WWRM-F	4 WAMR	4 WFLA
5	5	5	5 WDUV-F	5 WDUV-F	5	5	5 WWRM-F	5	5 WYNF-F	5
									6 WSRZ-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 WYNF-F	1 WYNF-F	1 WYNF-F>	1 WYNF-F	1 WWRM-F	1 WFLZ-F>>	1 WYNF-F>	1 WYNF-F>>	1 WYNF-F>	1 WYNF-F>>
2 WFLZ-F	2 WFLZ-F	2 WFLZ-F	2 WWRM-F	2 WYNF-F	2 WUSA-F>>	2 WFLZ-F>>	2 WFLZ-F	2 WFLZ-F>	2 WFLZ-F
3 WSRZ-F>	3 WSRZ-F>	3 WSRZ-F	3 WFLZ-F	3 WDUV-F	3 WYNF-F>	3 WUSA-F	3 WXTB-F	3 WHVE-F	3 WFLA
4 WYUU-F>	4 WYUU-F>	4 WYUU-F	4 WSRZ-F	4 WSRZ-F	4 WRBQ-F>>	4	4 WQYK-F	4 WUSA-F	4 WHVE-F
5 WKXY >>	5 WWRM-F	5 WWRM-F	5 WYUU-F	5 WYUU-F	5	5	5 WHVE-F	5	5
	WHVE-F	WHVE-F		WHVE-F					

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		109 (5)	109 (5)	19.8	17.7	WBRD 1420 Bradenton	1.3/3.7/ 9/ 165		
AOR/CLASSIC		64 (2)	64 (2)	11.6	11.7	WEEJ-F 100.1 Pt. Charlotte	0.4/1.4/ 8/ 148		
AC/OLDIES/SOFT ROCK	4 (1)	89 (6)	93 (7)	16.9	8.1	WENG 1530 Englewood	0.9/1.3/ 7/ 106		
MOR/VARIETY						WKXY 930 Sarasota	0.6/2.0/ 4/ 83		
COUNTRY		19 (1)	19 (1)	3.4	6.7	WQSA 1220 Sarasota/Bradnt	0.9/3.3/ 6/ 149		
BLACK/URBAN									
BEAUTIFUL/EASY		128 (1)	128 (1)	23.2	27.1	WINK-F 96.9 Fort Myers	1.5/5.7/ 31/ 451		
NEWS/TALK	50 (4)		50 (4)	9.1	12.9	WKII 1090 Pt. Charl	0.7/2.0/ 20/ 172		
NOSTALGIA	64 (5)		64 (5)	11.6	7.7	WLFF 680 St. Petersburg	2.1/2.5/ 14/ 101		
RELIGION/GOSPEL						WNLT-F 95.7 Clearwater/Tmpa	1.5/6.9/ 10/ 281		
SPANISH						WOLZ-F 95.3 Ft. Myers/Napls	0.9/1.6/ 19/ 183		
CLASSICAL					0.6	WRBQ-F 104.7 Tampa	0.9/4.9/ 6/ 220		
JAZZ/NEW AGE		24 (1)	24 (1)	4.4	3.8	WSUN 620 St.Pete/Tampa	1.8/6.7/ 14/ 320		
UNKNOWN/OTHERS					3.7	WTKN 570 Pinellas Pk/Tmp	0.7/3.9/ 5/ 177		
	118 (10)	433 (16)	551 (26)			WUSA-F 100.7 Tampa	2.4/6.6/ 16/ 271		
						WXTB-F 97.9 Clearwater/Tmpa	1.5/4.8/ 10/ 198		
						WYUU-F 92.5 Safety Harbor	2.1/6.0/ 15/ 268		

RADIO STATIONS

WAMR , 1320, 5 KW/1 KW (DA-2), Nostalgia	NBC UNISUP, \$18.00 (K & P)	Ron Kight
WBRD , 1420, 2.5 KW/1 KW (DA-2), Talk	SUN ABC T, \$16.00 (Christal)	Bob Nelson
WCTQ-F, 92.1, 3.3 KW @ 295 , Country	NBC, \$18.00 (K & P)	Ron Kight
WDUV-F, 103.3, 100 KW @ 576 , Btfl/EZ	MBS, \$70.00 (Christal)	Bob Nelson
WSRZ-F, 106.3, 3 KW @ 300 , CHR	, \$40.00 (Eastman)	Hank Kestenbaum

Other ranked stations — See Tampa Miscellaneous Comments: WRSZ sold by Wilkes-Schwartz to Dick Harris for \$250,000...

SAVANNAH

Arbitron Rank/Pop (12+): 148/214,900
 MSA Rank/Pop: 177/246,400
 ADI # 102
 Average Person Ratings: 17.3
 Market TSL: 23.0 hours

Stations: 17/15
 Diaries: 710/303:1/48.8%
 Sample Target: 580
 % Below Line: 2.7
 % Not Listed: 10.8

1989 Revenue: \$8,900,000
 HH Inc.: \$24,950
 Retail \$: 1.9 Bil
 Pop per Station: 14,326
 #1 Biller: WCHY-F \$1,700,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WEAS-F (B)	68/18.3	---	18.3	---	21.7	---	86/784	563/26.2		25.6	21.2	79	750	WEAS-F
2. WCHY-F (C)	54/14.6	---	15.4	---	12.9	---	95/1015	474/22.1		20.7	13.9	52	464	WCHY-F
3. WSOK (B)	45/12.1	---	10.5	---	12.6	---	49/433	408/19.0		18.1	11.3	42	532	WSOK
4. WIXV-F (AOR)	42/11.3	---	8.9	---	9.1	---	88/795	362/16.8		16.0	13.7	51	521	WIXV-F
5. WZAT-F (CHR)	34/ 9.2	---	10.5	---	14.5	---	93/1214	435/20.2		27.0	10.2	38	517	WZAT-F
6. WAEV-F (AC)	26/ 7.0	---	8.6	---	6.2	---	60/879	423/19.7		18.0	4.8	18	262	WAEV-F
7. WJCL-F (EZ)	17/ 4.6	---	7.8	---	7.5	---	30/418	242/11.3		15.6	4.8	18	190	WJCL-F
8. WYKZ-F (AC)	9/ 2.4	---	1.1	---	2.9	---	13/282	206/ 9.6		6.7	2.4	9	137	WYKZ-F
WLOW-F (BB)	9/ 2.4	---	1.1	---	---	---	19/216	119/ 5.5		2.6	1.6	6	122	WLOW-F
10. WGO-F (O)	8/ 2.2	---	---	---	---	---	32/448	136/ 6.3		0.0	2.9	11	160	WGO-F
11. WIZA (GOSP)	7/ 1.9	---	0.8	---	---	---	7/103	97/ 4.5		2.4	0.3	1	40	WIZA

12+ FM SHARE (METRO): 81.87% (271 of 331) (SPG 89: 83.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZAT-F	1 WEAS-F	1 WEAS-F	1 WEAS-F	1 WEAS-F	1 WCHY-F	1 WSOK <	1 WCHY-F<	1 WEAS-F	1 WEAS-F>>	1 WEAS-F>
WEAS-F>>	2 WIXV-F>>	2 WIXV-F	2 WIXV-F	2 WCHY-F	2 WSOK >	2 WEAS-F	2 WEAS-F	2 WIXV-F<	2 WZAT-F	2 WSOK
3	3 WCHY-F	3 WCHY-F	3 WCHY-F<	3 WIXV-F	3 WEAS-F	3 WCHY-F	3 WIXV-F	3 WCHY-F>	3 WSOK	WCHY-F
4	4 WAEV-F>	4 WAEV-F	4 WAEV-F	4 WAEV-F<	4 WJCL-F>	4 WIXV-F	4 WSOK	4 WZAT-F	4 WCHY-F>	4
5	5 WZAT-F<	5 WSOK	5 WSOK	5 WSOK	5 WAEV-F	5	5 WAEV-F<	5 WAEV-F	5	5
6	6 WSOK	6 WZAT-F	6	6	6	6	6 WZAT-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 WEAS-F>	1 WEAS-F>	1 WEAS-F>	1 WEAS-F>	1 WEAS-F	1 WEAS-F	1 WIXV-F>	1 WIXV-F>>	1 WIXV-F	1 WIXV-F	
2 WZAT-F	2 WAEV-F	2 WAEV-F	2 WCHY-F	2 WSOK	2 WIXV-F>>	2 WEAS-F>>	2 WEAS-F>	2 WEAS-F>	2 WCHY-F<	
WCHY-F>	3 WCHY-F	3 WCHY-F	WAEV-F	WCHY-F	3 WCHY-F>	3 WCHY-F>	3 WAEV-F	3 WCHY-F>	3 WEAS-F>	
4 WIXV-F	4 WZAT-F	4 WSOK	4 WSOK >	4 WAEV-F>	4 WZAT-F	4 WSOK	4 WIZA	4 WAEV-F	4 WAEV-F>	
WAEV-F>>	WIXV-F	WIXV-F	5 WZAT-F	5 WIXV-F	WSOK	WAEV-F	WCHY-F	5 WZAT-F	5	
6	6	6 WZAT-F>	WIXV-F	6	6	6	6	WSOK	6	

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		36 (2)	36 (2)	10.9	13.4	WBMQ 630 Savannah	0.5/1.4/ 2/	61	
AOR/CLASSIC		42 (1)	42 (1)	12.7	9.9	WCHY 1290 Savannah	0.5/1.6/ 4/	43	
AC/OLDIES/SOFT ROCK		45 (4)	45 (4)	13.6	13.7	WEAS 900 Savannah	0.5/3.5/ 2/	82	
MOR/VARIETY						WHTK-F 99.7 Pt. Royal	0.5/3.4/ 25/	250	
COUNTRY	2 (1)	54 (1)	56 (2)	16.9	17.3	WSGA 1400 Savannah	0.5/3.6/ 4/	86	
BLACK/URBAN	47 (2)	68 (1)	115 (3)	34.7	32.5				
BEAUTIFUL/EASY		17 (1)	17 (1)	5.1	8.7	WIJY-F 107.9 Hilton Head	0.5/2.8/ 7/	96	
NEWS/TALK	2 (1)		2 (1)	0.6					
NOSTALGIA	2 (1)	9 (1)	11 (2)	3.3	3.6				
RELIGION/GOSPEL	7 (1)		7 (1)	2.1					
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS					0.9				
	60 (6)	271 (11)	331 (17)						

RADIO STATIONS

WIZA , 1450, 1 KW	, Gospel	ABC I, \$ 8.00	(---)	Interurban	Alvin McCottry
WSOK , 1400, 1 KW	, Black/Gospel	SBN, \$18.00	(Banner)	Opus	Kevin Metheny
WAEV-F, 97.3, 100 KW @ 992	, AC	ABC D, \$33.00	(Banner)	Opus	Kevin Metheny
WCHY-F, 94.1, 100 KW @ 1320	, Country	ABC E, \$42.00	(Torbet)	Roth	Brenda Brown
WEAS-F, 93.1, 100 KW @ 310	, Black	ABC D, \$25.00	(Durpett1)	Interurban	Bill Moore
WIXV-F, 95.5, 100 KW @ 857	, AOR	, \$30.00	(Katz)		Jerry Stevens
WJCL-F, 96.5, 100 KW @ 1160	, EZ	NBC UNIULT, \$21.00	(HNWH)	Lewis	Fred Pierce
WLOW-F, 106.9, 50 KW @ 443	, Nostalgia	MBS, \$13.00	(---)	(BLUFFTON, SC)	Jeff Storey
WYKZ-F, 98.7, 100 KW @ 710	, AC	, \$20.00	(Christal)	(BEAUFORT)	Jed Angel
WZAT-F, 102.1, 100 KW @ 1321	, CHR	ABC C, \$34.00	(Mc-Guild)	Gulf Atlantic	Jerry Rogers

Miscellaneous Comments: WSOK, WAGU-F purchased for \$3,900,000 (E) by Opus from Love...

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 14/2,186,300
 MSA Rank/Pop: 24/1,868,600 (Seattle)
 ADI # 15 90/566,900 (Tacoma)
 Average Person Ratings: 17.0
 Market TSL: 22.50 hours

Stations: 33/33
 Diaries: 1876/1165:1/52.7%
 Sample Target: 1800
 % Below Line: 0.0
 % Not Listed: 10.1

1989 Revenue: \$80,400,000
 HH Inc.: \$32,286
 Retail \$: 18.6 Bill
 Pop per Station: 66,251
 #1 Biller: KIRO \$17,000,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KIRO (N/T)	353/ 9.5	9.0	8.7	9.7	9.6	9.2	387/5869	5325/24.4	26.7	25.3	8.9	300	4142	KIRO
2. KPLZ-F (CHR)	250/ 6.7	8.0	9.1	7.2	7.0	7.8	310/4901	4184/19.1	20.4	19.6	8.5	286	4052	KPLZ-F
3. KPMS-AF (C)	233/ 6.3	6.9	5.8	7.4	5.0	6.6	282/3043	2683/12.3	12.5	10.2	5.5	185	2527	KPMS-AF
4. KUBE-F (CHR)	226/ 6.1	6.3	6.0	8.7	7.0	6.8	241/4121	3843/17.6	17.4	19.6	9.7	328	3727	KUBE-F
5. KXRX-F (CL AOR)	187/ 5.0	4.2	4.2	4.6	4.1	4.5	227/2897	2520/11.5	10.3	9.8	5.4	183	2187	KXRX-F
6. KISW-F (AOR)	185/ 5.0	4.4	4.7	6.0	4.7	5.0	210/3096	2579/11.8	11.6	11.5	5.8	196	2399	KISW-F
7. KOMO (MOR)	174/ 4.7	4.7	5.3	4.5	6.0	4.8	210/3412	2853/13.0	17.6	16.0	4.0	135	2330	KOMO
8. KZOK-F (AOR)	160/ 4.3	2.9	3.2	2.0	2.3	3.1	175/3294	3008/13.8	11.1	8.6	4.5	153	2350	KZOK-F
9. KIXI (BB)	144/ 3.9	2.6	3.7	4.6	2.8	3.7	183/1918	1718/ 7.9	8.6	6.5	1.5	51	1163	KIXI
10. KLSY-AF (AC)	140/ 3.8	3.3	3.0	3.1	3.8	3.3	149/2536	2315/10.6	9.5	9.6	5.7	191	2362	KLSY-AF
11. KBRD-F (EZ)	138/ 3.7	4.1	5.3	4.4	4.7	4.4	177/2134	1784/ 8.2	9.5	9.6	2.7	90	1116	KBRD-F
12. KRPM-AF (C)	133/ 3.5	2.9	3.2	3.7	2.8	3.3	172/2107	1710/ 7.8	8.5	6.8	3.1	102	1294	KRPM-AF
13. KBSG-AF (O)	125/ 3.3	3.7	3.3	3.0	3.6	3.3	157/2774	2314/10.6	10.3	9.2	3.1	102	1362	KBSG-AF
14. KLTX-F (SAC)	114/ 3.1	2.9	2.9	2.8	3.3	2.9	133/1995	1733/ 7.9	9.0	7.3	2.3	76	1049	KLTX-F
15. KSEA-F (SAC)	108/ 2.9	3.1	2.5	2.3	2.2	2.7	137/1880	1458/ 6.7	7.4	6.0	1.4	46	1087	KSEA-F
16. KING-F (CL)	102/ 2.7	4.0	3.5	2.9	3.7	3.3	130/2299	2047/ 9.2	8.6	8.9	2.5	85	1454	KING-F
17. KING (N/T)	84/ 2.3	3.2	2.8	2.4	2.8	2.7	96/1588	1381/ 6.3	9.4	8.3	1.8	60	1216	KING
18. KNUA-F (J/NA)	71/ 1.9	3.1	1.8	1.8	2.5	2.1	83/1137	1073/ 4.9	5.7	5.1	2.0	67	748	KNUA-F
19. KMGJ-F (AC)	69/ 1.9	1.5	2.5	2.0	2.7	2.0	81/1658	1450/ 6.6	5.8	5.9	1.9	64	1129	KMGJ-F
20. KCMS-F (REL)	59/ 1.6	1.9	1.8	1.4	1.6	1.7	63/1148	965/ 4.4	4.9	4.6	2.8	94	1205	KCMS-F
21. KVI (AC)	58/ 1.6	1.7	1.8	1.5	1.6	1.6	66/1102	1033/ 4.7	6.4	6.0	1.5	49	702	KVI
22. KEZX-F (CL AOR)	52/ 1.4	1.6	1.3	1.5	1.3	1.5	70/1121	988/ 4.5	3.7	4.1	0.6	20	380	KEZX-F
23. KJR (O)	40/ 1.1	1.7	1.6	1.1	2.0	1.4	43/1155	1024/ 4.7	6.7	7.9	1.7	58	1273	KJR
24.														
25.														

12+ FM SHARE (METRO): 68.89% (2301 of 3340) (SPG 89: 68.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPLZ-F>>	1 KXRX-F<	1 KUBE-F	1 KIRO >	1 KIRO	1 KIRO >	1 KIRO >	1 KPMS-AF	1 KIRO	1 KIRO >	1 KIRO >
2 KUBE-F	2 KISW-F<	2 KXRX-F	2 KUBE-F<	2 KPMS-AF	2 KOMO <	2 KUBE-F<	2 KIRO	2 KUBE-F	2 KPLZ-F>	2 KISW-F>
3	3 KUBE-F	KIRO	3 KZOK-F<	3 KUBE-F<	3 KPMS-AF	3 KPMS-AF<	3 KXRX-F	3 KXRX-F<	3 KUBE-F<	3 KOMO >
4	4 KZOK-F	4 KISW-F	4 KXRX-F<	4 KZOK-F<	4 KIXI	4 KOMO	KUBE-F<	4 KPLZ-F	4 KISW-F	4 KPLZ-F<
5	5 KPLZ-F>	5 KZOK-F	5 KPMS-AF	5 KXRX-F	5 KBRD-F>	5 KPLZ-F>	5 KISW-F	5 KISW-F<	5 KZOK-F	5 KUBE-F<
6	6 KLSY-AF	6 KPLZ-F<	6 KLSY-AF	6 KLSY-AF	6 KRPM-AF	6 KXRX-F	6 KPLZ-F	6 KPMS-AF	6 KLSY-AF	6 KZOK-F
7	7 KPMS-AF	7 KLSY-AF<	7 KISW-F	7 KISW-F	7 KING-F	7 KISW-F	7 KOMO	7 KZOK-F	7 KPMS-AF	7 KXRX-F
8	8	8 KPMS-AF	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	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 KUBE-F	1 KUBE-F>	1 KUBE-F	1 KUBE-F	1 KPMS-AF	1 KISW-F>	1 KISW-F<	1 KXRX-F	1 KISW-F	1 KIRO >
2 KPLZ-F>>	2 KPLZ-F	2 KLSY-AF	2 KLSY-AF	2 KUBE-F<	2 KXRX-F	2 KXRX-F>	2 KZOK-F<	2 KXRX-F<	2 KXRX-F
3 KLSY-AF	3 KLSY-AF>	3 KPMS-AF	3 KPLZ-F	3 KLSY-AF	3 KPLZ-F>	3 KZOK-F>	3 KISW-F>	3 KIRO	3 KZOK-F
4 KXRX-F	4 KPMS-AF<	KZOK-F	4 KPMS-AF	4 KIRO <	4 KUBE-F	4 KUBE-F	4 KUBE-F	4 KZOK-F>	4 KISW-F
5 KSEA-F	5 KZOK-F<	5 KPLZ-F	5 KBSG-AF	5 KBSG-AF	5 KZOK-F>	5 KPLZ-F>	5 KIRO >	5 KUBE-F	5 KPMS-AF
6 KLTX-F	6 KXRX-F	6 KLTX-F	6 KLTX-F	6 KPLZ-F	6 KXRX-F	6 KIRO	6 KPMS-AF	6 KPMS-AF	6 KUBE-F
7 KISW-F	7	7 KRPM-AF	7 KSEA-F<	7 KPLZ-F	7 KZOK >>	7	7 KLSY-AF	7 KPLZ-F	7 KBSG-AF
8	8	8 KXRX-F	8 KIRO	8	8	8	8 KPLZ-F>	8 KBSG-AF	8
9	9	9	9	9	9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		476 (2)	476 (2)	14.3	15.7	KCIS	630	Edmonds	0.6/2.3/ 24/ 551
AOR/CLASSIC		584 (4)	584 (4)	17.5	12.5	KGNW	820	Burien/Seattle	0.6/2.8/ 26/ 698
AC/OLDIES/SOFT ROCK	107 (4)	547 (5)	654 (9)	19.6	21.4	KKFX	1250	Seattle	0.8/1.8/ 28/ 389
MOR/VARIETY	174 (1)		174 (1)	5.2	6.8	KRKO	1380	Everett/Seattle	0.4/0.7/ 15/ 152
COUNTRY	62 (3)	324 (2)	386 (5)	11.6	8.7	KWYZ	1230	Everette	0.5/0.8/ 20/ 185
BLACK/URBAN					0.6	KZOK	1590	Seattle	0.7/1.9/ 25/ 406
BEAUTIFUL/EASY		138 (1)	138 (1)	4.1	5.3				
NEWS/TALK	437 (2)		437 (2)	13.1	13.9				
NOSTALGIA	144 (1)		144 (1)	4.3	3.5				
RELIGION/GOSPEL	47 (2)	59 (1)	106 (3)	3.2	2.9				
SPANISH									
CLASSICAL		102 (1)	102 (1)	3.1	4.2				
JAZZ/NEW AGE		71 (1)	71 (1)	2.1	4.5				
UNKNOWN/OTHERS	68 (3)		68 (3)	2.0					
	1039 (16)	2301 (17)	3340 (33)						

RADIO STATIONS

AM STATIONS

KBLE, 1050, 5 KW/543 W	, RELIGION	, \$ 25.00 (---)	George Boucher
KCIS, 630, 5 KW/2.5 KW (DA-2)	, RELIGION	UPI, \$ 38.00 (---)	Dick Florence
KING, 1090, 50 KW (DA-2)	, TALK	NBC, \$ 60.00 (MMR)	Jack Swanson
KIRO, 710, 50 KW (DA-N)	, NEWS/TALK	CBS, \$ 260.00 (Torbet)	Joe Abel
KIXI, 880, 50 KW/10 KW (DA-2)	, NOSTALGIA	UNISUP UNISUP, \$ 54.00 (Republic)	Bobby Rick
KJR, 950, 5 KW (DA-1)	, OLDIES	, \$ 55.00 (HNWH)	Bob Hogan
KKFX, 1250, 5 KW (DA-N)	, BLACK	ABC C, \$ 38.00 (HNWH)	Bob Wickstrom
KLSY, 1540, 5 KW (DA-N)	, SEE KLSY-F		
KMPS, 1300, 5 KW (DA-N)	, SEE KMPS-F		
KOMO, 1000, 50 KW (DA-N)	, FULL SERVICE	ABC I, \$ 130.00 (Katz)	Rick Robertson
KVI, 570, 5 KW	, OLDIES	, \$ 50.00 (Durpetti)	Shannon Sweatte

FM STATIONS

KBRD, 103.7, 100 KW @ 1670, EZ		UNISUP, \$ 70.00 (Republic)	Entercom	Michael Donavan
KBSG, 97.3, 55 KW @ 2393, OLDIES		, \$ 92.00 (Torbet)	Viacom	Bruce Raven-Stark
KCMS, 105.3, 115 KW @ 720, RELIGION		UPI, \$ 47.00 (---)		Dick Florence
KEZX, 98.9, 100 KW @ 1110, AOR		ABC E, \$ 60.00 (Republic)	Park	Kevin Lorange
KING, 98.1, 100 KW @ 698, CLASSICAL		, \$ 68.00 (MMR)	King	Jack Swanson
KISW, 99.9, 100 KW @ 1148, AOR		, \$ 98.00 (McGuild)	Nationwide	Beau Phillips
KLSY, 92.5, 58 KW @ 2342, AC		APR ABC C, \$ 75.00 (Banner)	Sandusky	Gary Robb
KLTX, 95.7, 100 KW @ 1178, SOFT AC		, \$ 62.00 (HNWH)	Ackerly	Bob Hogan
KMGI, 107.7, 100 KW @ 1194, AC		UNISUP, \$ 64.00 (CBS)	Noble	Bobby Rick
KMPS, 94.1, 100 KW @ 1194, COUNTRY		APR, \$ 140.00 (McGuild)	EZ	Fred Schumacher
KNUA, 106.9, 100 KW @ 819, JAZZ/NAC		, \$ 70.00 (Durpetti)	Brown	Dennis Gwiazdon
KPLZ, 101.5, 100 KW @ 1200, CHR		, \$ 123.00 (Durpetti)	Golden West	Shannon Sweattle
KRPM, 106.1, 32 KW @ 2342, COUNTRY		, \$ 67.00 (Christal)	Heritage	Jack Davies
KSEA, 100.7, 100 KW @ 736, SOFT AC		, \$ 60.00 (Torbet)	Bonneville	Kevin Cooney
KUBE, 93.3, 100 KW @ 1290, CHR		, \$ 160.00 (MMR)	Cook Inlet	Michael OShea
KXRK, 96.5, 100 KW @ 1223, CLASSIC AOR		, \$ 95.00 (Katz)	Shamrock	Steve West
KZOK, 102.5, 100 KW @ 1157, AOR		, \$ 67.00 (Eastman)	Adams	Mike Fowler

Miscellaneous Comments: KNUA-F sold by Gannett to Brown for \$10,000,000 (Americom)...

SHREVEPORT

Arbitron Rank/Pop (12+): 110/330,500

Stations: 15/14
 Diaries: 827/400:1/49.9%
 Sample Target: 730
 % Below Line: 8.3
 % Not Listed: 10.2

1989 Revenue: \$9,100,000
 HH Inc.: \$23,300
 Retail \$: 2.5 Bill
 Pop per Station: 23,607
 #1 Biller: KRMD-AF \$2,000,000

MSA Rank/Pop: 130/362,900
 ADI # 65
 Average Person Ratings: 16.9
 Market TSL: 23.00 hours

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KDKS-F (B)	86/15.4	11.4	11.0	9.9	18.8	----	90/815	739/22.4	21.3	19.1	16.8	100	862	KDKS-F
2. KRMD-AF (C)	78/14.0	18.1	13.8	17.6	11.8	----	128/1441	839/25.4	27.3	27.1	17.0	94	943	KRMD-AF
3. KMJJ-F (B)	53/ 9.5	11.6	9.5	13.0	7.5	----	57/653	563/17.0	19.7	18.5	10.3	61	712	KMJJ-F
4. KTUX-F (CHR)	46/ 8.3	7.5	6.4	7.3	11.7	----	97/1580	649/19.6	16.8	18.6	10.1	60	744	KTUX-F
5. KITT-F (AC)	42/ 7.5	8.0	6.9	6.9	5.3	----	65/1026	525/15.9	18.8	19.3	7.6	45	468	KITT-F
6. KVKI-F (AC)	40/ 7.2	8.9	6.7	4.8	6.4	----	52/802	541/16.4	18.0	17.2	5.7	34	661	KVKI-F
7. KWKH-F (C)	32/ 5.7	4.4	6.0	4.0	4.6	----	46/766	445/13.5	13.0	13.4	5.9	35	474	KWKH-F
KOKA (GOSP)	32/ 5.7	5.0	5.8	8.2	----	----	38/452	385/11.6	8.7	8.4	3.4	20	292	KOKA
9. KEEL (BB)	31/ 5.6	6.2	8.4	4.6	3.5	----	43/621	401/12.1	12.8	14.6	3.9	23	308	KEEL
10. KTAL-F (AOR)	26/ 4.7	4.4	7.3	5.3	5.9	----	63/881	353/10.7	12.6	13.6	8.6	51	626	KTAL-F
11. KWKH (C)	20/ 3.6	6.0	7.5	4.4	4.6	----	43/651	369/11.2	12.4	12.1	4.5	27	255	KWKH
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 79.80% (399 of 500) (SPG 89: 73.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ FMD	12+ EVE	OVERNIGHT
1 KDKS-F	1 KDKS-F>	1 KDKS-F	1 KRMD-AF<	1 KRMD-AF	1 KRMD-AF>	1 KRMD-AF	1 KRMD-AF	1 KDKS-F	1 KDKS-F>	1 KRMD-F<
2 KMJJ-F>	2 KTUX-F	2 KRMD-AF	2 KDKS-F	2 KDKS-F	2 KDKS-F<	2 KDKS-F>	2 KDKS-F	2 KRMD-AF	2 KMJJ-F	2 KOKA
3 KTAL-F	3 KMJJ-F<	3 KMJJ-F	3 KITT-F	3 KITT-F	3 KEEL	3 KTUX-F<	3 KITT-F	3 KMJJ-F	3 KTUX-F>	3 KITT-F
4	4 KRMD-AF	4 KITT-F	4 KMJJ-F>	4 KMJJ-F>	4 KITT-F	4 KITT-F<	4 KMJJ-F<	4 KITT-F<	4 KRMD-AF	4 KDKS-F
5	5 KVKI-F	5 KTUX-F	5 KVKI-F	5 KVKI-F	5 KOKA	5 KOKA	5 KEEL	5 KTUX-F	5 KOKA	5 KWKH-F
6	6 KTAL-F	6 KVKI-F	6	6	6	6	6 KMJJ-F	6 KVKI-F	6 KITT-F	6 KMJJ-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 KDKS-F	1 KDKS-F>>	1 KDKS-F>	1 KDKS-F	1 KDKS-F	1 KDKS-F	1 KMJJ-F	1 KMJJ-F	1 KDKS-F	1 KRMD-AF
2 KTUX-F>	2 KRMD-AF	2 KVKI-F	2 KRMD-AF>	2 KRMD-AF>	2 KTUX-F>	2 KDKS-F	2 KTAL-F	2 KRMD-AF	2 KITT-F
3 KRMD-AF	3 KVKI-F	3 KRMD-AF	3 KMJJ-F<	3 KITT-F	3 KMJJ-F	3 KTAL-F	3 KRMD-AF	3 KMJJ-F	3 KDKS-F
4 KVKI-F>	4 KTUX-F	4 KMJJ-F	4 KVKI-F	4 KVKI-F	4 KTAL-F>	4 KTUX-F	4 KDKS-F	4 KITT-F	4 KMJJ-F
5 KMJJ-F	5 KMJJ-F	5 KTUX-F	5 KITT-F	5 KMJJ-F	5 KWKH-F	5 KRMD-AF	5 KWKH-F	5 KTUX-F	5 KWKH-F
6	6 KITT-F	6 KITT-F	6 KTUX-F	6	6 KVKI-F	6 KWKH-F	6 KTUX-F	6 KTAL-F	6 KTAL-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA TSA
TOP 40/CHR/CONTEMP		46 (1)	46 (1)	9.2	7.0	KASO 1240 Minden	1.1/4.0/ 6/ 131	
AOR/CLASSIC		26 (1)	26 (1)	5.2	8.0	KFLO 1300 Shreveport	0.7/1.8/ 4/ 60	
AC/OLDIES/SOFT ROCK	4 (1)	82 (2)	86 (3)	17.2	15.0	KVKI 1550 Shreveport	0.7/1.2/ 4/ 43	
MOR/VARIETY								
COUNTRY	30 (3)	106 (2)	136 (5)	27.2	29.9			
BLACK/URBAN		139 (2)	139 (2)	27.8	23.8			
BEAUTIFUL/EASY NEWS/TALK								
NOSTALGIA	31 (1)		31 (1)	6.2	9.2			
RELIGION/GOSPEL	36 (2)		36 (2)	7.2	7.2			
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS								
	101 (7)	399 (8)	500 (15)					

RADIO STATIONS

KEEL , 710, 50 KW/5 KW (DA-2),	Nostalgia	ABC I UNISUP, \$27.00	(Katz)	Multimedia	Lee Ann Lewis
KOKA , 980, 5 KW/80 W	Gospel	SBN NBC, \$18.00	(HNWH)		Gary Camp
KDKS-F, 92.1, 3 KW @ 301	Black	UNISUP UNIFM, \$26.00	(Durpetti)	(BENTON)	Pam Edwards
KITT-F, 93.7, 100 KW @ 1010	AC	ABC FM, \$36.00	(Katz)	Multimedia	Lee Ann Lewis
KMJJ-F, 100.1, 3 KW @ 300	Black	SBN, \$29.00	(HNWH)	Sun Group	Bill McWillie
KRMD-F, 101.1, 100 KW @ 1120	Country	, \$50.00	(Republic)	AmCom	Gene Dickerson
KTAL-F, 98.1, 100 KW @ 1328	AOR	, \$23.00	(Banner)	(TEXARKANA)	
KTUX-F, 98.9, 100 KW @ 720	CHR	, \$30.00	(Banner)	(CARTHAGE)	Elinor Stephens
KVKI-F, 96.5, 100 KW @ 797	AC	, \$31.00	(Christal)	Encore	Dave McMillan
KWKH-F, 94.5, 100 KW @ 320	Country	MBS, \$43.00	(Christal)	Great Empire	Frank Gunn

SIOUX FALLS

Arbitron Rank/Pop (12+): 204/128,000
 MSA Rank/Pop: 281/128,200
 Average Person Ratings: 16.3
 Market TSL: 21.50 hours

Stations: 14/10
 Diaries: 682/188:1/65.3%
 Sample Target: 550
 % Below Line: 4.3
 % Not Listed: 20.6

1989 Revenue: \$6,700,000
 HH Inc.: \$27,973
 Retail \$: 1.1 Bill
 Pop per Station: 12,800
 #1 Biller: KELO-AF \$2,400,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume
1. KPAT-F (CHR)	31/14.8	----	11.2	----	13.0	----	40/545	392/30.6		29.1			KPAT-F
2. KELO-F (SAC)	26/12.4	----	12.1	----	11.6	----	54/618	325/25.4		25.3			KELO-F
3. KKLS-F (AC)	22/10.5	----	8.6	----	8.3	----	37/447	256/20.0		19.8			KKLS-F
4. KELO (AC)	22/10.5	----	12.8	----	16.2	----	37/487	322/25.2		29.4			KELO
5. KSOO (MOR)	19/ 9.1	----	11.3	----	10.6	----	24/393	257/20.1		20.3			KSOO
6. KKRC-F (AOR)	14/ 6.7	----	7.8	----	8.8	----	17/229	211/16.5		23.0			KKRC-F
7. KXRB (C)	13/ 6.2	----	11.3	----	9.3	----	29/287	117/ 9.1		15.8			KXRB
8. WNAX (C)	5/ 2.4	----	2.3	----	3.7	----	45/669	125/ 9.8		10.8			WNAX
9. KLQL-F (C)	5/ 2.4	----	2.7	----	4.6	----	38/369	102/ 8.0		9.9			KLQL-F

12+ FM SHARE (METRO): 62.65% (104 of 166) (SPG 89: 49.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPAT-F	1 KPAT-F>>	1 KPAT-F	1 KELO <	1 KELO	1 KSOO <	1 KELO	1 KELO-F>	1 KPAT-F>	1 KPAT-F>>	1 KSOO
2	2 KKRC-F	2 KKLS-F	2 KKLS-F	2 KKLS-F<	2 KELO-F	2 KSOO	2 KPAT-F	2 KELO-F<	2 KELO-F>	KPAT-F
3	3 KKLS-F	KELO	3 KELO-F	3 KELO-F>	3 KELO	3 KPAT-F<	3 KELO	3 KSOO	3 KSOO	KKRC-F
4	4 KELO-F	4 KELO-F	4 KPAT-F	4 KPAT-F	4 KXRB	4 KELO-F	4 KKLS-F	4 KKLS-F	4 KKLS-F	KKRC-F
5	KELO	5	5	5 KXRB	5 KKLS-F	5 KKLS-F	5	5	5	KKLS-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 KPAT-F>>	1 KPAT-F>>	1 KPAT-F	1 KPAT-F	1 KKLS-F	1 KPAT-F>>	1 KPAT-F	1 KKRC-F	1 KPAT-F	1 KELO
2 KQHU-F	2 KKLS-F	2 KKLS-F>	2 KKLS-F	2 KELO	2 KKRC-F>>	2 KKRC-F>	2 KELO >	2 KELO	2 KELO-F
3 KKRC-F	3 KELO-F>	3 KELO-F	3 KELO-F	3 KELO-F	3 KELO-F	3 KELO >	3 KPAT-F	3 KKRC-F	3 KXRB
4 KELO-F>	4 KKRC-F	4 KELO >>	4 KELO	4 KPAT-F	4	4 KKLS-F	4 KKLS-F	4 KKLS-F	4 KKLS-F
5 KKLS-F	5 KELO	5 KKRC-F>>	5	5	5	5	5 KTWB-F>>	5 KELO-F	5
6 KKFN	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		31 (1)	31 (1)	18.7	22.5	KKFN 1230 Sioux Falls	1.0/5.9/ 3/ 79		79
AOR/CLASSIC		14 (1)	14 (1)	8.4		KTWB-F 101.9 Sioux Falls	1.4/4.4/ 5/ 69		69
AC/OLDIES/SOFT ROCK	24 (2)	48 (2)	72 (4)	43.4	14.9				
MOR/VARIETY	20 (2)		20 (2)	12.0	15.3	KIWA-F 105.5 Sheldon	0.5/1.6/ 5/ 160		160
COUNTRY	18 (2)	6 (2)	24 (4)	14.5	32.9	KQAD 800 Luverne	0.5/2.2/ 3/ 78		78
BLACK/URBAN						KQHU-F 104.1 Yankton/S.City	1.0/1.8/ 15/ 161		161
BEAUTIFUL/EASY					14.0				
NEWS/TALK									
NOSTALGIA									
RELIGION/GOSPEL		5 (2)	5 (2)	3.0	0.5				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	62 (6)	104 (8)	166 (14)						

RADIO STATIONS

KELO, 1320, 5 KW (DA-N)	, AC	APR, \$ 30.00 (Banner)	Midcontinent	Tom Simmons
KKFN, 1230, 1 KW	, OLDIES	UNIULT, \$ 10.00 (Torbet)		Linda Downing
KSOO, 1140, 10 KW/5 KW (DA-N)	, MOR	ABC I, \$ 26.00 (Christal)		Joe Henkin
KXRB, 1000, 10 KW (DAYS, DA)	, COUNTRY	MBS, \$ 22.00 (McGuild)	S. Minn.	Don Jacobs
WNAX, 570, 5 KW (DA-N)	, C/FULL SER.	CBS, \$ 45.00 (McGuild)	Park (YANKTON)	Rick Prusator
KELO-F, 92.5, 100 KW @ 1850	SOFT AC	APR, \$ 23.00 (Banner)	Midcontinent	Tom Simmons
KKLS-F, 104.7, 100 KW @ 735	AC	MBS, \$ 21.00 (McGuild)	So. Minn.	Don Jacobs
KKRC-F, 103.7, 3 KW @ 120	AOR	UNIPWR, \$ 22.00 (Torbet)		Linda Downing
KLQL-F, 101.1, 100 KW @ 530	COUNTRY	ABC E, \$ 12.00 (McGuild)		Scott Park
KPAT-F, 97.3, 60 KW @ 220	CHR	ABC C, \$ 20.00 (Christal)		Joe Henkin

Miscellaneous Comments: KELO-F reclassified as SOFT AC...KKRC-F reclassified as AOR...KXRB changes from COUNTRY to OLDIES...KKFN, KKRC-F sold by Vaughn for \$1,500,000...KSSO, KPAT-F sold to Tom Ingstad to \$2,400,000...

SOUTH BEND

Arbitron Rank/Pop (12+): 154/200,100
 MSA Rank/Pop: 178/244,100
 Average Person Ratings: 18.2
 Market TSL: 24.00 hours

Stations: 15/11
 Diaries: 726/276:1/58.6%
 Sample Target: 610
 % Below Line: 4.1
 % Not Listed: 14.0

1989 Revenue: \$6,700,000
 HH Inc.: \$27,443
 Retail \$: 1.8 Bill
 Pop per Station: 18,190
 #1 Biller: WNDU-F \$1,600,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WNDU-F (CHR)	50/13.7	---	14.3	---	15.8	---	154/2269	749/37.4	34.2	---	15.4	57	823	WNDU-F
2. WSBT (MOR)	45/12.4	---	18.1	---	17.5	---	50/482	423/21.1	25.8	---	8.9	33	518	WSBT
3. WNSN-F (AC)	41/11.3	---	12.1	---	9.6	---	96/1449	514/25.7	23.3	---	8.9	33	419	WNSN-F
4. WZZP-F (CHR)	39/10.7	---	10.5	---	10.2	---	71/1202	584/29.2	25.5	---	12.9	48	689	WZZP-F
5. WYEZ-F (EZ)	32/ 8.8	---	11.3	---	11.6	---	100/999	338/16.9	18.4	---	7.3	27	277	WYEZ-F
7. WAOR-F (AOR)	32/ 8.8	---	8.4	---	5.1	---	72/862	417/20.8	18.4	---	16.2	60	457	WAOR-F
7. WGTC-F (C)	24/ 6.6	---	---	---	---	---	77/745	245/12.2	0.0	---	3.0	11	143	WGTC-F
8. WNDU (O)	20/ 5.5	---	6.2	---	5.6	---	20/279	224/11.2	14.3	---	2.4	9	227	WNDU
9. WFRN-F (REL)	9/ 2.5	---	3.0	---	1.4	---	27/458	104/ 5.2	7.8	---	1.9	7	118	WFRN-F

12+ FM SHARE (METRO): 74.76% (234 of 313) (SPG 89: 64.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNDU-F	1 WNDU-F	1 WNDU-F>	1 WNSN-F	1 WNSN-F	1 WSBT >	1 WSBT	1 WSBT	1 WNDU-F	1 WNDU-F>	1 WNSN-F
2 WZZP-F>>	2 WAOR-F	2 WNSN-F	2 WNDU-F	2 WNDU-F	2 WYEZ-F	2 WNDU-F	2 WNSN-F<	2 WNSN-F<	2 WZZP-F	2 WYEZ-F
3	3 WZZP-F	3 WAOR-F<	3 WAOR-F	3 WAOR-F	3 WNSN-F>	3 WZZP-F	3 WYEZ-F	3 WSBT	3 WNSN-F	3 WSBT
4	4 WNSN-F>	4 WZZP-F>	4 WZZP-F	4 WZZP-F	4 WNDU	4 WYEZ-F	4 WNDU-F	4 WZZP-F	4 WAOR-F>	4 WZZP-F
5	5 WGTC-F	5 WGTC-F	5 WGTC-F	5 WGTC-F	5 WNDU-F	5 WNSN-F	5 WNSN-F	5 WAOR-F	5 WSBT	5
							6 WAOR-F		6 WYEZ-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 WZZP-F	1 WNDU-F	1 WNSN-F>	1 WNDU-F	1 WNSN-F	1 WNDU-F	1 WAOR-F>	1 WAOR-F>>	1 WAOR-F	1 WAOR-F
2 WNDU-F>>	2 WZZP-F	2 WNDU-F>	2 WZZP-F	2 WNDU-F	2 WAOR-F>	2 WNDU-F>	2 WNDU-F	2 WNDU-F	2 WNSN-F
3 WAOR-F>>	3 WNSN-F>	3 WZZP-F	3 WNSN-F>	3 WZZP-F>	3 WZZP-F>>	3 WZZP-F	3 WGTC-F	3 WNSN-F	3 WNDU-F
4	4 WAOR-F	4 WAOR-F>>	4 WAOR-F	4 WYEZ-F	4 WGTC-F>>	4 WGTC-F>	4 WNSN-F>	4 WZZP-F	4 WGTC-F
5	5	5	5 WGTC-F	5 WGTC-F	5	5 WNSN-F	5 WNDU >	5 WGTC-F	5 WNDU

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		89 (2)	89 (2)	28.4	29.7	WAMJ 1580	South Bend	0.8/3.8/ 3/	84
AOR/CLASSIC		34 (2)	34 (2)	10.9	6.8	WLLJ 910	Cassopolis	0.8/2.3/ 5/	88
AC/OLDIES/SOFT ROCK	20 (1)	46 (2)	66 (3)	21.1	14.5				
MOR/VARIETY	45 (1)		45 (1)	14.4	20.0	WGN 720	Chicago	1.6/5.1/ 24/	409
COUNTRY		24 (1)	24 (1)	7.7	7.7	WLUP 1000	Chicago	0.5/1.7/ 17/	216
BLACK/URBAN	3 (1)		3 (1)	1.0		WRKK-F 107.7	Portage/Kalmzoo	0.5/1.8/ 46/	404
BEAUTIFUL/EASY		32 (1)	32 (1)	10.2	13.2	WZOW-F 97.7	Goshen/Elkhart	1.4/5.0/ 12/	232
NEWS/TALK	11 (3)		11 (3)	3.5	5.2				
NOSTALGIA					1.0				
RELIGION/GOSPEL		9 (1)	9 (1)	2.9	1.9				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	79 (6)	234 (9)	313 (15)						

RADIO STATIONS

WAMJ , 1580, 1 KW/500 W	, Talk	ABC T, \$ 10.00 (---)		Mark Murray
WNDU , 1490, 1 KW	, Oldies	ABC I, \$ 20.00 (Mc-Guild)		Jack Swart
WSBT , 960, 5 KW (DA-N)	, MOR/Full Service	UNISUP, \$ 28.00 (Katz)	Notre Dame Schurz	Barry Smith
WAOR-F, 95.3, 3 KW @ 300	, AOR	ABC R, \$ 19.00 (Roslin)	(NILES, MI)	Charles Frey
WFRN-F, 104.7, 50 KW @ 460	, Religion	MBS, \$ 14.00 (---)	(ELKHART)	Ed Moore
WGTC-F, 102.3, 12 KW @ 400	, Country	SOURCE, \$ 25.00 (Banner)	(NEW CARLISLE)	Michael Leep
WNDU-F, 92.9, 12 KW @ 880	, CHR	, \$ 42.00 (Mc-Guild)	Notre Dame	Jack Swart
WNSN-F, 101.5, 13 KW @ 970	, AC	UNISUP, \$ 35.00 (Katz)	Schurz	Barry Smith
WYEZ-F, 100.7, 50 KW @ 500	, EZ	, \$ 30.00 (Christal)	Federated (ELKHART)	Steve Ruby
WZZP-F, 103.9, 3 KW @ 328	, CHR	, \$ 33.00 (MMR)	Booth	Vince Ford

Misc: WNDU-AM changes from Country to Oldies . . . First showing for WGTC-F . . .

SPOKANE

Arbitron Rank/Pop (12+): 99/354,000

Stations: 17/17
Diaries: 803/441:1/61.7%
Sample Target: 750
% Below Line: 0.0
% Not Listed: 12.3

1989 Revenue: \$10,600,000
HH Inc.: \$23,560
Retail \$: 2.8 Bill
Pop per Station: 20,823
#1 Biller: KGA/KDRK-F \$2,400,000

MSA Rank/Pop: 129/363,100
ADI # 77
Average Person Ratings: 16.8
Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	FAL		SPG		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		FAL 89	SPG 89	Birch Share	Birch AOH	Birch Cume	
		89	88	89	88			FAL	SPG						
1. KZZU-F (CHR)	89/15.0	14.4	15.6	14.8	16.9	---	114/1419	1034/29.2	28.8	31.2	21.5	133	1145	KZZU-F	
2. KISC-F (AC)	54/ 9.1	10.1	9.2	10.9	8.4	---	78/876	628/17.7	19.4	18.3	9.7	60	719	KISC-F	
3. KXLY-F (EZ)	50/ 8.4	9.5	11.1	9.9	13.8	---	64/743	541/15.3	16.5	17.0	6.6	41	495	KXLY-F	
4. KDRK-F (C)	48/ 8.1	7.7	8.6	8.9	6.8	---	78/1007	596/16.8	15.5	17.3	11.0	68	642	KDRK-F	
5. KEZE-F (AOR)	45/ 7.6	8.8	7.2	5.6	6.4	---	66/760	504/14.2	14.0	15.1	10.2	63	655	KEZE-F	
6. KKZX-F (CL AOR)	40/ 6.7	5.7	6.3	5.8	3.9	---	49/603	445/12.6	13.6	11.7	3.4	21	408	KKZX-F	
7. KXLY (N/T)	30/ 5.1	5.7	4.6	6.8	5.1	---	50/665	484/13.7	14.9	12.2	6.5	40	515	KXLY	
KAQQ (BB)	30/ 5.1	1.3	3.3	3.1	2.7	---	40/397	290/ 8.2	5.0	6.5	1.8	11	93	KAQQ	
9. KGA (C)	29/ 4.9	5.6	4.1	5.5	4.5	---	32/489	403/11.4	13.7	11.2	2.1	13	344	KGA	
10. KKPL-F (AC)	26/ 4.4	5.2	5.3	3.1	4.9	---	37/605	431/12.2	16.7	13.9	2.7	17	335	KKPL-F	
11. KTRW (C)	20/ 3.4	4.8	2.4	2.7	4.3	---	20/262	224/ 6.3	8.4	5.7	2.1	13	97	KTRW	
12. KEYF-F (J/NA)	18/ 3.0	1.8	0.5	1.5	1.4	---	22/400	339/ 9.6	6.3	2.6	3.7	23	259	KEYF-F	
13. KAAR-F (O)	15/ 2.5	2.0	1.7	---	---	---	20/323	253/ 7.1	7.4	3.9	1.5	9	259	KAAR-F	
14. KJRB (O)	12/ 2.0	2.7	2.2	1.4	3.1	---	16/258	222/ 6.3	7.8	8.8	1.8	11	372	KJRB	
15. KCDA-F (AC)	8/ 1.3	0.7	1.9	0.9	1.0	---	10/222	173/ 4.9	2.0	3.4	1.3	8	155	KCDA-F	

12+ FM SHARE (METRO): 75.43% (393 of 521) (SPG 89: 76.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZZU-F>>	1 KZZU-F>	1 KZZU-F	1 KISC-F>	1 KISC-F	1 KXLY-F>	1 KZZU-F>	1 KISC-F<	1 KZZU-F>	1 KZZU-F>>	1 KDRK-F>
2	2 KEZE-F	2 KISC-F	2 KZZU-F<	2 KDRK-F	2 KDRK-F	2 KISC-F	2 KZZU-F<	2 KISC-F	2 KXLY-F	2 KGA
3	3 KKZX-F	3 KEZE-F	3 KDRK-F	3 KZZU-F	3 KAQQ	3 KXLY	3 KDRK-F	3 KEZE-F	3 KISC-F	3 KZZU-F
4	4 KISC-F>	4 KKZX-F<	4 KEZE-F	4 KEZE-F	4 KXLY	4 KDRK-F	4 KXLY-F	4 KDRK-F	4 KKZX-F<	4 KISC-F
5	5 KDRK-F	5 KDRK-F	5 KKZX-F	5 KKZX-F	5 KGA	5 KKZX-F<	5 KEZE-F	5 KKZX-F	5 KEZE-F	5 KEZE-F
6	6	6	6	6	6 KISC-F	6 KXLY-F<	6 KKZX-F	6	KDRK-F	6
						7 KEZE-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 KZZU-F>>	1 KZZU-F	1 KISC-F>	1 KISC-F	1 KISC-F>	1 KZZU-F>>	1 KZZU-F	1 KEZE-F	1 KZZU-F	1 KEZE-F<
2 KKPL-F	2 KISC-F>	2 KZZU-F>	2 KZZU-F>	2 KDRK-F	2 KKZX-F	2 KEZE-F	2 KZZU-F	2 KEZE-F	2 KDRK-F
3 KKZX-F	3 KEZE-F	3 KEZE-F	3 KDRK-F	3 KZZU-F>	3 KEZE-F>>	3 KKZX-F>	3 KDRK-F	3 KKZX-F>	3 KZZU-F
KISC-F	4 KKZX-F>	4 KKZX-F>	4 KKPL-F	4 KKPL-F	4 KISC-F>>	4 KDRK-F>	4 KKZX-F>	4 KDRK-F	4 KKZX-F
KEZE-F>	5 KKPL-F	5 KDRK-F	5 KEZE-F	5 KEZE-F	5	5 KISC-F	5 KEYF-F>	5 KISC-F	5 KISC-F
6 KDRK-F	6 KDRK-F	6	6 KKZX-F	6	6	KEYF-F	6 KKPL-F>	6	6 KGA

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		89 (1)	89 (1)	17.1	17.6	KFVR 1050 Dishman/Spokane	0.3/2.6/	2/	98
AOR/CLASSIC		85 (2)	85 (2)	16.3	15.3	KVNI 1080 Coeur D Alene	0.8/4.2/	5/	150
AC/OLDIES/SOFT ROCK	14 (2)	103 (4)	117 (6)	22.5	21.0				
MOR/VARIETY	5 (1)		5 (1)	1.0	5.2				
COUNTRY	49 (2)	48 (1)	97 (3)	18.6	17.0				
BLACK/URBAN									
BEAUTIFUL/EASY NEWS/TALK	30 (1)	50 (1)	50 (1)	9.6	12.5				
NOSTALGIA	30 (1)		30 (1)	5.8	5.2				
RELIGION/GOSPEL					2.5				
SPANISH					1.2				
CLASSICAL									
JAZZ/NEW AGE		18 (1)	18 (1)	3.5	0.6				
UNKNOWN/OTHERS					1.9				
	128 (7)	393 (10)	521 (17)						

RADIO STATIONS

KAQQ , 590, 5 KW	Nostalgia	UNISUP CNN, \$16.00	(Katz)	Home News	Lucy Rice
KGA , 1510, 50 KW (DA-N)	Country	ABC I, \$ NA	(Eastman)	John Price	Steve Cody
KJRB , 790, 5 KW (DA-N)	Oldies	UNISUP UNIULT, \$15.00	(Mc-Guild)	Apollo	Barb Beddor
KTRW , 970, 5 KW/1 KW (DA-N)	Country	UNIULT, \$17.00	(Christal)	Highsmith	Chris Garras
KXLY , 920, 5 KW	News/Talk	CBS MBS, \$22.00	(Torbet)	Morgan Murphy	Steve Herling
KAAR-F, 95.3, 1.3 KW @ 485	Oldies	, \$15.00	(---)	(MEDICAL LAKE)	Perelta Schroeder
KCDA-F, 103.1, 2 KW @ 1535	AC	UNISUP UNIULT, \$10.00	(---)	(COEUR d'ALENE)	Kim Cooper
KDRK-F, 93.7, 56 KW @ 2380	Country	, \$50.00	(Eastman)	John Price	Steve Cody
KEYF-F, 101.1, 100 KW @ 843	Jazz/NAC	, \$18.00	(Republic)	(CHENEY)	Roger McDowell
KEZE-F, 105.7, 100 KW @ 1910	AOR	UNIPWR, \$33.00	(Mc-Guild)	Apollo	Barb Beddor
KISC-F, 98.1, 94 KW @ 2031	AC	, \$39.00	(Katz)	Home News	Lucy Rice
KKPL-F, 96.1, 56 KW @ 2380	AC	UNISUP, \$23.00	(Republic)	(OPPORTUNITY)	Bob Christie
KKZX-F, 98.9, 100 KW @ 1614	Classic AOR	, \$28.00	(Banner)		Steve Fedor
KXLY-F, 99.9, 37 KW @ 2998	EZ	, \$30.00	(Torbet)	Morgan Murphy	Steve Herling
KZZU-F, 92.9, 85 KW @ 2080	CHR	, \$38.00	(Christal)	Highsmith	Chris Garras

Miscellaneous Comments: KHDL, KKPL-F sold for \$2,300,000...

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 73/502,000
 MSA Rank/Pop: 87/588,200
 ADI # 98
 Average Person Ratings: 18.1
 Market TSL: 24.00 hours

Stations: 25/13
 Diaries: 870/577:1/51.9%
 Sample Target: 890
 % Below Line: 31.1
 % Not Listed: 15.1

1989 Revenue: \$12,000,000
 HH Inc.: \$28,374
 Retail \$: 4.5 Bill
 Pop per Station: 38,615
 #1 Biller: WHYN-AF \$5,000,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WHYN-F (AC)	86/ 9.4	10.9	8.5	9.7	11.5	9.6	93/1388	1254/25.0	23.0	24.2	9.7	74	907	WHYN-F
2. WAQY-F (AOR)	82/ 9.0	9.8	9.6	10.7	9.8	9.8	88/1367	1239/24.7	20.5	24.5	11.4	87	1155	WAQY-F
3. WTIC-F (CHR)	73/ 8.0	8.6	7.5	10.5	7.6	8.6	74/1142	1104/22.0	20.9	22.5	9.9	76	1124	WTIC-F
4. WMAS-F (AC)	71/ 7.8	6.1	8.5	8.0	9.2	7.6	72/954	906/18.0	18.1	18.3	7.3	56	714	WMAS-F
5. WHYN (MOR)	67/ 7.4	5.8	7.1	7.8	8.3	7.0	67/908	908/18.1	16.0	19.4	5.2	40	581	WHYN
6. WMAS (BB)	55/ 6.0	7.4	7.7	4.0	5.3	6.3	55/613	613/12.2	11.3	11.0	4.1	31	479	WMAS
7. WYVZ-F (C)	37/ 4.1	4.4	3.8	3.0	3.5	3.8	39/489	459/ 9.1	6.9	8.4	4.2	32	389	WYVZ-F
8. WRCH-F (EZ)	37/ 4.1	4.4	6.5	6.1	7.2	5.3	37/578	550/11.0	14.1	16.3	2.9	22	423	WRCH-F
9. WREB (N/T)	29/ 3.2	1.7	0.8	2.4	1.2	2.0	29/202	202/ 4.0	3.5	4.5	0.4	3	69	WREB
10. WCCC-F (AOR)	28/ 3.1	3.7	4.1	3.1	2.2	3.5	29/578	511/10.2	10.7	10.8	3.8	29	417	WCCC-F
11. WAAF-F (AOR)	25/ 2.7	2.9	1.9	1.3	1.8	2.2	30/592	508/10.1	9.0	8.6	3.5	27	422	WAAF-F
12. WKSS-F (CHR)	24/ 2.6	2.3	1.1	1.7	1.6	1.9	24/486	479/ 9.5	8.4	9.0	4.1	31	593	WKSS-F
13. WDRC-F (O)	21/ 2.3	2.3	2.8	2.0	1.7	2.3	21/388	369/ 7.4	8.1	8.6	3.5	27	354	WDRC-F
WNNZ (O)	21/ 2.3	1.2	2.2	1.8	2.7	1.9	21/287	269/ 5.4	6.1	7.1	0.9	7	186	WNNZ
15. WSPR (N/T)	20/ 2.2	1.4	1.3	2.1	1.2	1.8	21/350	343/ 6.8	6.2	4.3	2.0	15	261	WSPR

12+ FM SHARE (METRO): 67.40% (521 of 773) (SPG 89: 71.57%)

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 WHYN <	1 WHYN-F<	1 WHYN-F	1 WHYN-F	1 WAQY-F	1 WHYN >
2 WAAF-F	2 WTIC-F	2 WHYN-F>	2 WAQY-F	2 WMAS-F<	2 WMAS	2 WHYN	2 WMAS-F	2 WTIC-F	2 WHYN	2 WMAS-F
3 WAQY-F	3 WHYN-F>	3 WTIC-F	3 WMAS-F>	3 WAQY-F>	3 WHYN-F	3 WMAS-F	3 WAQY-F	3 WAQY-F>	3 WTIC-F>	3 WAQY-F
4 WMAS-F	4 WMAS-F	4 WMAS-F>	4 WHYN >	4 WHYN	4 WMAS-F	4 WTIC-F	4 WMAS <	4 WMAS-F	4 WHYN-F	4 WHYN-F
5	5 WCCC-F	5 WHYN	5 WTIC-F	5	5	5 WMAS <	5 WTIC-F	5 WHYN	5 WAAF-F	5
6	6	6	6	6	6	6 WAQY-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 WTIC-F>>	1 WHYN	1 WHYN-F	1 WHYN-F	1 WHYN-F	1 WTIC-F	1 WAQY-F>>	1 WAQY-F>>	1 WAQY-F>	1 WAQY-F
2 WHYN-F	2 WTIC-F	2 WMAS-F	2 WMAS-F	2 WMAS-F>>	2 WAQY-F>>	2 WIOF-F	2 WCCC-F	2 WHYN-F	2 WHYN-F>
3 WAQY-F	3 WMAS-F	3 WAQY-F>	3 WTIC-F>	3 WTIC-F	3 WCCC-F	3 WCCC-F>	3 WHYN-F>>	3 WTIC-F	3 WHYN
4 WMAS-F	4 WAQY-F	4 WTIC-F	4 WAQY-F>	4 WHYN	4 WAAF-F>	4 WHYN-F>	4 WYVZ-F	4 WCCC-F	4 WRCH-F
5 WKSS-F>	5	5 WRCH-F	5 WHYN	5 WAQY-F	5	5 WHYN	5 WKSS-F	5 WHYN	5 WMAS-F
6	6	6	6	6	6	6	6 WHYN	6	6 WCCC-F

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
								SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		111 (3)	111 (3)	14.4	13.3	WACE	730	Chicopee	0.8/3.0/	7/ 150
AOR/CLASSIC		145 (4)	145 (4)	18.8	17.5	WARE	1250	Ware	0.9/3.3/	8/ 164
AC/OLDIES/SOFT ROCK	21 (1)	185 (4)	206 (5)	26.6	30.3	WHMP	1400	Northampton	1.5/4.5/	14/ 230
MOR/VARIETY	104 (5)		104 (5)	13.5	14.1	WHMP-F	99.3	Northampton	1.5/10.1/	25/ 605
COUNTRY	16 (1)	37 (1)	53 (2)	6.9	5.9	WIXY	1600	East Longmeadow	1.8/3.5/	16/ 176
BLACK/URBAN										
BEAUTIFUL/EASY		43 (2)	43 (2)	5.6	9.6	WBZ	107.3	Worcester/Bostn	0.3/1.4/	3/ 77
NEWS/TALK	49 (2)		49 (2)	6.3	2.7	WHCN-F	105.9	Hartford	1.1/4.1/	11/ 226
NOSTALGIA	55 (1)		55 (1)	7.1	6.1	WIOF-F	104.1	Waterbury	0.8/3.4/	7/ 169
RELIGION/GOSPEL	7 (1)		7 (1)	0.9	0.5	WSRS-F	96.1	Worcester	0.7/5.0/	10/ 316
SPANISH						WTIC	1080	Hartford	1.3/4.5/	16/ 243
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS										
	252 (11)	521 (14)	773 (25)							

RADIO STATIONS

WHMP, 1400, 1 KW	MOR	NBC	\$ 17.00 (K & P)	Sillerman	Tom Hennessy
WHYN, 560, 5 KW/1 KW (DA-2)	MOR/FULL SER.	ABC I	\$ 39.00 (McGuild)	Wilks-Schwartz	Marc Berman
WMAS, 1450, 1 KW	NOSTALGIA	CBS, UNISUP	\$ 25.00 (Banner)	Lappin	Joe Rizza
WNNZ, 640, 50 KW/1 KW (DA-2)	OLDIES	UNIULT, CBS	\$ 18.00 (K & P)		Bob Chapman
WREB, 930, 500 W (DAYS)	TALK		\$ 16.00 (---)		Larry Milesky
WSPR, 1270, 5 KW/1 KW (DA-2)	TALK	MBS, APR	\$ 19.00 (Roslin)		Dan York
WAQY-F, 102.1, 17 KW @ 782, AOR		ABC F	\$ 60.00 (Katz)	Sunshine	Fred Steinman
WHMP-F, 99.3, 3 KW @ 322, CHR			\$ 25.00 (K & P)	Sillerman	Tom Hennessy
WHYN-F, 93.1, 9 KW @ 1000, AC/OLDIES			\$ 65.00 (McGuild)	Wilks-Schwartz	Marc Berman
WMAS-F, 94.7, 50 KW @ 195, AC		MBS	\$ 54.00 (Banner)	Lappin	Joe Rizza

OTHER RANKED STATIONS -- See Hartford

SPRINGFIELD, MO

Arbtrn Rank/Pop (12+): 158/197,600
 MSA Rank/Pop: 183/236,200
 ADI # 83
 Average Person Ratings: 15.2
 Market TSL: 20.00 hours

Stations: 12/12
 Diaries: 578/342:1/57.1%
 Sample Target: 560
 % Below Line: 0.0
 % Not Listed: 12.3

1989 Revenue: \$9,700,000
 HH Inc.: \$23,898
 Retail \$: 1.8 Bil
 Pop per Station: 16,466
 #1 Biller: KTTS A/F \$3,800,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KTTS-F (C)	52/17.3	----	17.6	----	19.2	----	157/1610	635/32.1		33.9	15.1	48	717	KTTS-F
2. KKHT-F (CHR)	48/16.0	----	26.7	----	22.5	----	83/1171	550/27.8		41.2	23.0	72	709	KKHT-F
3. KKUS-F (AOR)	29/ 9.7	----	11.9	----	12.3	----	45/618	397/20.1		23.4	10.1	32	556	KKUS-F
4. KGBX-F (AC)	29/ 9.7	----	-----	----	-----	----	55/625	418/18.4		0.0	7.6	24	278	KGBX-F
5. KTXR-F (EZ)	27/ 9.0	----	10.6	----	7.6	----	69/995	405/20.5		21.1	6.6	21	391	KTXR-F
6. KLTO-F (AC)	21/ 7.0	----	4.9	----	-----	----	22/326	277/14.0		9.4	7.6	24	293	KLTO-F
7. KTTS (C)	19/ 6.3	----	4.6	----	6.9	----	31/450	281/14.2		14.3	8.8	28	321	KTTS
8. KWTO (C)	18/ 6.0	----	5.8	----	9.1	----	35/562	238/12.0		13.4	2.2	7	304	KWTO
9. KTOZ-F (C)	8/ 2.7	----	1.5	----	2.2	----	18/190	94/ 4.8		5.8	1.3	4	49	KTOZ-F
10. KTOZ (BB)	6/ 2.0	----	1.2	----	1.1	----	6/52	52/ 2.6		3.3				KTOZ

12+ FM SHARE (METRO): 82.51% (217 of 263) (SPG 89: 84.14%)

TEENS 18-34 18-49 25-49 25-54 35+ 12+ AMD 12+ MID 12+ PMD 12+ EVE OVERNIGHT

1 KKHT-F	1 KKUS-F	1 KKHT-F	1 KGBX-F	1 KTTS-F	1 KTTS-F>>	1 KTTS-F>	1 KTTS-F	1 KKHT-F	1 KKHT-F>	1 KTTS-F>>
2	2 KKHT-F>	2 KKUS-F	2 KTTS-F>	2 KGBX-F>	2 KTXR-F	2 KKHT-F>	2 KTTS-F	2 KTTS-F	2 KTTS-F>	2 KKUS-F
3	3 KLTO-F	3 KGBX-F	3 KKUS-F	3 KLTO-F	3 KTTS	3 KTTS <	3 KGBX-F<	3 KKUS-F	3 KTXR-F	3 KTTS
4	4 KGBX-F	4 KTTS-F	4 KLTO-F	4 KKUS-F	4 KGBX-F	4 KGBX-F	4 KKUS-F	4 KTXR-F	4 KKUS-F	4 KKHT-F
5	5	5 KLTO-F	5 KKHT-F	5 KKHT-F	5	5	5	5 KGBX-F	5 KGBX-F	5 KGBX-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 KKHT-F>>	1 KKHT-F>	1 KLTO-F	1 KKHT-F>	1 KGBX-F	1 KKHT-F	1 KKUS-F>	1 KKUS-F>	1 KKUS-F	1 KTTS-F
2 KKUS-F>>	2 KKUS-F>	2 KKUS-F	2 KKUS-F	2 KTTS-F	2 KKUS-F	2 KLTO-F	2 KTTS-F	2 KTTS-F	2 KGBX-F
3 KTTS-F	3 KLTO-F	3 KKHT-F	3 KGBX-F	3 KLTO-F	3 KTOZ-F>	3 KKHT-F	3 KGBX-F	3 KGBX-F	3 KKUS-F
4	4 KGBX-F	4 KGBX-F>>	4 KTTS-F	4 KKHT-F>	4 KTXR-F>	4 KGBX-F	4 KTTS-F>>	4 KKHT-F	4 KLTO-F>
5	5	5	5 KLTO-F	5 KTXR-F	5	5	5	5 KLTO-F	5 KKHT-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		48 (1)	48 (1)	18.3	30.3	KLFJ 1550 Sparta/Spngfld.	1.0/4.8/ 4/ 124
AOR/CLASSIC		32 (2)	32 (2)	12.2	1.0	KXBR-F 93.5 Greenfield	1.0/4.5/ 3/ 107
AC/OLDIES/SOFT ROCK		50 (2)	50 (2)	19.0	19.3		
MOR/VARIETY							
COUNTRY	37 (2)	60 (2)	97 (4)	36.9	31.7		
BLACK/URBAN							
BEAUTIFUL/EASY		27 (1)	27 (1)	10.3	12.1		
NEWS/TALK							
NOSTALGIA	6 (1)		6 (1)	2.3			
RELIGION/GOSPEL	3 (1)		3 (1)	1.1			
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					5.5		
	46 (4)	217 (8)	263 (12)				

RADIO STATIONS

KTOZ, 1060, 500 W (DAYS)	NOSTALGIA	\$ 10.00 (---)	Larry Campbell
KTTS, 1250, 5 KW (DA-N)	COUNTRY	ABC D, \$ 17.00 (Torbet)	Curt Brown
KWTO, 560, 5 KW (DA-N)	COUNTRY	ABC I, \$ 20.00 (Banner)	Bill Williamson
KGBX-F, 105.9, 50 KW @ 500, AC		\$ 22.00 (HNWH)	Borders (BOLIVAR)
KKHT-F, 98.7, 100 KW @ 600, CHR		ABC C, \$ 46.00 (Banner)	Cole
KLTO-F, 96.5, 1.6 KW @ 453, AC		UNISUP, \$ 17.00 (---)	(SPARTA)
KTOZ-F, 104.9, 50 KW @ 492, COUNTRY	MBS, UNIULT	\$ 10.00 (---)	(MARSHFIELD)
KTTS-F, 94.7, 100 KW @ 659, COUNTRY	ABC D, \$ 58.00 (Torbet)		Great Empire
KTXR-F, 101.5, 100 KW @ 1150, EZ	NBC, \$ 8.00 (---)		(GREENFIELD)
KKUS-F, 97.3, 100 KW @ 480, AOR	ABC R, \$ 40.00 (Republic)		Demaree

Miscellaneous Comments: KWTO-F changes calls to KKHT-F (Jan)...KTOZ-F apparently has changed from AC to COUNTRY...
 KKUS reclassified from AC to AOR...

STEBENVILLE

Arbitron Rank/Pop (12+): 208/124,900
 MSA Rank/Pop: 252/145,300
 ADI # 137 (w/Wheeling)
 Average Person Ratings: 17.3
 Market TSL: 22.50 hours

Stations: 22/3
 Diaries: 546/229:1/54.7%
 Sample Target: 550
 % Below Line: 60.2
 % Not Listed: 18.1

1989 Revenue: \$1,900,000
 HH Inc.: \$24,539
 Retail \$: .81 Bill
 Pop per Station: 41,633
 #1 Biller: WKKY-F \$700,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume
1. WSTV (N/T)	20/ 9.3	---	8.4	---	14.9	---	20/205	205/16.4		15.8			WSTV
WRKY-F (CHR)	20/ 9.3	---	11.2	---	13.9	---	20/391	391/31.3		25.5			WRKY-F
3. WOMP-F (CHR)	16/ 7.4	---	12.6	---	6.0	---	16/219	219/17.5		20.1			WOMP-F
4. WWSW-F (O)	14/ 6.5	---	3.7	---	5.5	---	14/195	195/15.6		11.9			WWSW-F
5. WWSW-F (O)	13/ 6.0	---	5.6	---	7.5	---	13/204	204/16.3		15.4			WWSW-F
6. WOVK-F (C)	11/ 5.1	---	5.6	---	3.0	---	11/122	122/ 9.8		9.3			WOVK-F
WAMO-F (B)	11/ 5.1	---	1.9	---	4.0	---	11/98	98/ 7.8		4.7			WAMO-F
8. WDVE-F (AOR)	10/ 4.6	---	7.5	---	8.0	---	10/166	166/13.3		17.7			WDVE-F
9. WELA-F (C)	9/ 4.2	---	3.3	---	4.5	---	9/127	127/10.2		8.9			WELA-F
WSHH-F (EZ)	9/ 4.2	---	4.7	---	4.5	---	9/ 92	92/ 7.4		12.1			WSHH-F

12+ FM SHARE (METRO): 74.01% (131 of 177) (SPG 89: 77.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOMP-F	1 WRKY-F>	1 WRKY-F>	1 WWSW-F	1 WWSW-F	1 WSTV >	1 WSTV	1 WSTV >	1 WSTV	1 WOMP-F	1 WOMP-F>
2 WAMO-F	2 WDVE-F	2 WWSW-F	2 WRKY-F	2 WRKY-F>	2 WWSW-F	2 WRKY-F	2 WWSW-F	2 WRKY-F	2 WWSW-F	2 WWSW-F
3 WRKY-F>	3 WOMP-F	3 WOMP-F	3	3 WOMP-F	3 WWSW-F	3 WWSW-F	3 WWSW-F	3 WWSW-F	3 WDVE-F	3 WDVE-F
4 WBZZ-F	4 WAMO-F	4 WDVE-F	4	4 WSTV	4 WSHH-F	4	4 WWSW-F	4 WWSW-F	4 WAMO-F	4 WAMO-F
5	5	5	5	5	5	5	5	5	5	5

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 WRKY-F>>	1 WRKY-F>>	1 WRKY-F>>	1 WRKY-F>	1 WWSW-F	1 WOMP-F	1 WDVE-F	1 WWSW-F	1 WRKY-F	1 WRKY-F
2 WOVK-F	2 WOVK-F	2 WWSW-F	2 WWSW-F	2 WRKY-F>	2 WDVE-F	2 WRKY-F>	2 WDVE-F	2 WWSW-F	2 WDVE-F
WOMP-F>>	WOMP-F	WDVE-F	WOMP-F	3 WSHH-F	3 WWSW-F	3 WWSW-F	3 WWSW-F	3 WDVE-F	3 WSTV
4	4	4	4	4	4	4	4	4	4
	6	5	6	6					

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		45 (4)	45 (4)	25.4	32.8	WEIR 1430 Weirton	3.2/10.2/ 7/ 128		
AOR/CLASSIC		13 (2)	13 (2)	7.3	9.6				
AC/OLDIES/SOFT ROCK		29 (4)	29 (4)	16.4	7.9	KDKA 1020 Pittsburgh	0.9/9.0/ 2/ 112		
MOR/VARIETY	9 (2)		9 (2)	5.1	5.1	WBBD 1600 Wheeling	1.4/2.4/ 3/ 30		
COUNTRY	14 (1)	23 (4)	37 (5)	20.9	16.9	WBZZ-F 93.7 Pittsburgh	2.3/13.4/ 5/ 167		
BLACK/URBAN		11 (1)	11 (1)	6.2	2.3	WDSY-F 107.9 Pittsburgh	0.5/2.7/ 1/ 34		
BEAUTIFUL/EASY		9 (1)	9 (1)	5.1	12.4	WEGW-F 107.5 Wheeling/Stebvl	2.8/9.0/ 6/ 112		
NEWS/TALK	20 (1)		20 (1)	11.3	10.2	WELA-F 104.3 E Liverpl/Pitt.	4.2/10.2/ 9/ 127		
NOSTALGIA	3 (1)		3 (1)	1.7		WHLX-F 105.5 Bethlehem/Wheel	1.9/3.8/ 4/ 48		
RELIGION/GOSPEL		1 (1)	1 (1)	0.6	0.6	WKWK-F 97.3 Wheeling/stebvl	2.3/8.6/ 5/ 108		
SPANISH						WLTJ-F 92.9 Pittsburgh	2.3/5.8/ 5/ 72		
CLASSICAL						WMYG-F 96.9 Braddock	1.4/4.5/ 3/ 56		
JAZZ/NEW AGE						WPIT-F 101.5 Pittsburgh	0.5/2.3/ 1/ 29		
UNKNOWN/OTHERS					2.3	WQKK-F 105.1 Salem/Youngstwn	0.9/6.5/ 2/ 81		
	46 (5)	131 (17)	177 (22)			WSHH-F 99.7 Pittsburgh	4.2/7.4/ 9/ 92		

RADIO STATIONS

WEIR, 1430, 1 KW (DA-2) , MOR APR , \$ 14.00 (HNWH) (WEIRTON, WV) Marvel Virtue
 WSTV, 1340, 1 KW , NEWS/TALK MBS, TALKNT , \$ 26.00 (Regional) Associated Bill Chesson
 WRKY-F, 103.5, 16 KW @ 880, CHR , \$ 30.00 (Regional) Associated Bill Chesson
 WELA-F, 104.3, 50 KW @ 335, COUNTRY SMN , \$ 14.00 (---) (E. LIVERPOOL, OH) Ron Aughinbaugh

OTHER RANKED STATIONS: See Wheeling or Pittsburgh Miscellaneous Comments: WEIR A/F sold for \$2,600,000 (Kozacko-Horton)

STOCKTON

Arbitron Rank/Pop (12+): 90/392,400

Stations: 38/9
Diaries: 813/483:1/47.2%
Sample Target: 780
% Below Line: 55.0
% Not Listed: 21.2

1989 Revenue: \$7,800,000
HH Inc.: \$27,343
Retail \$: 2.5 Bill
Pop per Station: 43,600
#1 Biller: KWG/KYBB-F \$1,900,000

MSA Rank/Pop: 104/469,600
ADI # 21 (w/Modesto & Sacramento)
Average Person Ratings: 16.4
Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KHOP-F (CHR)	47/ 7.3	6.8	10.4	4.4	6.5	---	---	841/21.4	22.1	25.0	9.4	61	649	KHOP-F
2. KBEE-F (EZ)	42/ 6.5	5.9	3.8	5.5	6.1	---	---	453/11.5	13.6	9.8	5.5	36	435	KBEE-F
3. KRAK (C)	34/ 5.3	5.7	5.6	9.1	6.3	---	---	353/ 9.0	10.4	10.3	4.2	27	390	KRAK
4. KJOY-F (SAC)	29/ 4.5	5.5	4.8	2.7	3.5	---	---	347/ 8.8	9.5	10.7	0.8	5	133	KJOY-F
5. KCBS (T)	28/ 4.4	2.9	3.9	3.2	2.9	---	---	406/10.3	10.9	10.4	3.1	20	307	KCBS
6. KMEL-F (CHR)	25/ 3.9	4.4	4.3	2.1	3.1	---	---	331/ 8.4	9.3	11.2	7.2	47	461	KMEL-F
KSTN-F (SP)	25/ 3.9	2.8	1.2	2.8	2.9	---	---	270/ 6.9	6.3	3.2	2.5	16	154	KSTN-F
8. KWG (O)	23/ 3.6	2.8	4.1	4.1	5.2	---	---	338/ 8.6	7.3	9.1	3.7	24	309	KWG
9. KFMR-F (C)	21/ 3.3	3.4	3.1	6.5	5.0	---	---	321/ 8.2	10.0	9.8	6.0	39	325	KFMR-F
10. KNBR (MOR)	20/ 3.1	6.2	4.6	3.0	3.6	---	---	422/10.8	16.3	10.7	4.3	28	372	KNBR
11. KDJK-F (AOR)	19/ 3.0	4.1	5.1	3.2	5.6	---	---	254/ 6.5	8.0	9.0	3.1	20	222	KDJK-F
12. KVFX-F (CL AOR)	18/ 2.8	1.3	0.8	2.2	4.0	---	---	251/ 6.4	4.2	6.7	5.1	33	298	KVFX-F
13. KFRC (BB)	16/ 2.5	2.3	5.4	1.3	1.5	---	---	222/ 5.7	6.1	6.8	2.2	14	174	KFRC
14. KCVR (SP)	15/ 2.3	1.6	---	0.9	1.3	---	---	167/ 4.3	4.2	0.0	2.0	13	155	KCVR
15. KWIN-F (CHR)	14/ 2.2	2.0	3.6	3.6	7.3	---	---	375/ 9.6	9.6	13.1	4.3	28	531	KWIN-F

NOTE: Stockton's MSA & TSA are the same

12+ FM SHARE (METRO): 62.65% (317 of 506) (SPG 89: 61.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHOP-F	1 KHOP-F>	1 KHOP-F>	1 KJOY-F<	1 KRAK	1 KBEE-F	1 KCBS <	1 KBEE-F	1 KHOP-F>	1 KHOP-F	1 KGO
2 KMEL-F>	2 KDJK-F	2 KSTN-F	2 KHOP-F	KWG <	2 KRAK	2 KHOP-F	2 KHOP-F<	2 KBEE-F	2 KNBR >	2 KHOP-F
3 KWOD-F	3 KMEL-F	KJOY-F	KWG	3 KJOY-F	3 KCBS >	3 KRAK <	3 KRAK	3 KJOY-F	3 KSTN-F<	3 KBEE-F>
KSTN-F	KSTN-F	4 KMEL-F	4 KSTN-F	4 KHOP-F	4 KNBR	4 KBEE-F>	4 KWG	4 KSTN-F	4 KMEL-F	4 KNBR
KSTN	5 KVFX-F	KWG	5 KRAK	5 KSTN-F	5 KFMR-F	5 KJOY-F<	5 KJOY-F	5 KDJK-F	5 KCBS	5
6	KJOY-F	6	KMEL-F	6	6 KFRC	6 KWG	6	6 KRAK <	6 KSTN	6
								7 KWG		
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 KHOP-F>>	1 KHOP-F>	1 KJOY-F>	1 KHOP-F	1 KJOY-F		1 KDJK-F>	1 KDJK-F<	1 KWG >	1 KHOP-F	1 KWG
2 KWOD-F	2 KJOY-F	2 KMEL-F	2 KJOY-F	2 KBEE-F		2 KHOP-F>>	2 KHOP-F>	2 KHOP-F	2 KDJK-F	2 KRAK
KSTN-F	3 KMEL-F	3 KHOP-F	3 KSTN-F	3 KRAK		3 KVFX-F	3 KWG	3 KRAK-F	3 KWG >	3 KHOP-F
4 KVFX-F	KSTN-F>	4 KSTN-F>	4 KMEL-F	4 KMEL-F		KRXQ-F	4 KVFX-F	KSTN-F	4 KVFX-F	4 KNBR
5 KMEL-F	5 KVFX-F	5 KWIN-F	5 KVFX-F	KHOP-F		KMEL-F	5 KRAK-F	5 KVFX-F	KYBB-F	KYBB-F
6	6	KCVR	6	KSTN-F		KWIN-F	KMEL-F	6	6	6
						KCVR >>	KSTN-F			

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		99 (5)	99 (5)	19.6	26.7	KJAX 1280 Stockton	0.5/2.2/ 3/ 85
AOR/CLASSIC		55 (5)	55 (5)	10.9	8.0	KSTN 1420 STOCKTON	1.7/6.5/ 11/ 255
AC/OLDIES/SOFT ROCK	30 (3)	54 (6)	84 (9)	16.6	12.1	KYBB-F 100.9 TRACY	1.9/7.1/ 12/ 277
MOR/VARIETY	20 (1)		20 (1)	4.0	6.2		
COUNTRY	44 (2)	32 (2)	76 (4)	15.0	14.6	KABL 960 Oakland	0.5/0.3/ 3/ 49
BLACK/URBAN		3 (1)	3 (1)	0.6	0.4	KAER-F 92.5 Sacramento	0.5/1.5/ 3/ 60
BEAUTIFUL/EASY	3 (1)	42 (1)	45 (2)	8.9	10.1	KAMB-F 101.5 Merced	0.5/1.5/ 3/ 58
NEWS/TALK	46 (4)		46 (4)	9.1	8.2	KFBK 1530 SACRAMENTO	0.5/2.9/ 3/ 114
NOSTALGIA	16 (1)		16 (1)	3.2	7.6	KGO 810 SAN FRANCISCO	1.9/6.3/ 12/ 246
RELIGION/GOSPEL		3 (1)	3 (1)	0.6		KLOC 920 Ceres	0.6/2.1/ 4/ 84
SPANISH	30 (3)	25 (1)	55 (4)	10.9	5.4	KOIT-F 96.5 San Francisco	0.3/1.1/ 2/ 50
CLASSICAL						KOOK 970 Modesto	0.3/1.2/ 2/ 49
JAZZ/NEW AGE		4 (1)	4 (1)	0.8	0.8	KOSO-F 93.1 PATTERSON/MDSTO	1.1/5.6/ 7/ 220
UNKNOWN/OTHERS						KQPT-F 100.5 SACRAMENTO	0.6/1.7/ 4/ 67
	189 (15)	317 (23)	506 (38)			KRAK-F 105.1 SACRAMENTO	1.7/5.9/ 11/ 230
						KRQR-F 97.3 SAN FRANCISCO	0.6/1.9/ 4/ 74
						KRXQ-F 93.7 Roseville/Scrm	0.8/1.6/ 5/ 61
						KFSM-F 102.5 WOODLAND	0.5/3.8/ 3/ 149
						KSFO 560 SAN FRANCISCO	0.8/2.3/ 5/ 89
						KSOL-F 107.7 SAN MATEO	0.5/2.3/ 3/ 92
						KTRB 860 MODESTO/STOCKTN	1.6/3.8/ 10/ 150
						KWOD-F 106.5 SACRAMENTO	1.6/6.4/ 10/ 252
						KYA -F 93.3 San Francisco	0.2/0.6/ 1/ 25
						KZAP-F 98.5 SACRAMENTO	1.4/4.6/ 9/ 182

RADIO STATIONS

KCVR , 1570, 5 KW/500 W (DA-2), Hispanic					\$14.00 (Lotus)		
KJAX , 1280, 1 KW (DA-N), Talk					MBS TALKNT, \$10.00 (Christal)		Joel Gamble
KSTN , 1420, 5 KW/1KW (DA-2), Hispanic					ABC C, \$15.00 (Roslin)		Knox LaRue
KWG , 1230, 1 KW, Oldies					MBS UNISUP, \$17.00 (Katz)	Home News	Ken Thompson
KFMR-F, 100.1, 3 KW @ 285, Country					\$24.00 (CBS)		Susan Carson
KJOY-F, 99.3, 2.3 KW @ 330, Soft AC					UNISUP UNIULT, \$23.00 (Christal)		Joel Gamble
KSTN-F, 107.3, 8 KW @ 1614, Hispanic					ABC C, \$18.00 (Roslin)		Knox LaRue
KWIN-F, 97.7, 3 KW @ 300, CHR					\$21.00 (MMR)	(LOJI)	
KYBB-F, 100.9, 3 KW @ 328, Oldies					UNISUP UNIULT, \$20.00 (Katz)	Home News	Ken Thompson

Other ranked stations - See Sacramento, Modesto or San Francisco

SYRACUSE

Arbitron Rank/Pop (12+): 66/540,300

MSA Rank/Pop: 76/650,400
ADI # 68

Average Person Ratings: 16.7
Market TSL: 22.00 hours

Stations: 21/16
Diaries: 999/541:1/58.0%
Sample Target: 920
% Below Line: 8.4
% Not Listed: 16.8

1989 Revenue: \$17,000,000
HH Inc.: \$30,327
Retail \$: 4.3 Bil
Pop per Station: 33,768
#1 Biller: WYYY-F \$5,000,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WYYY-F (AC)	116/12.8	11.3	14.1	15.7	11.8	13.5	156/2104	1620/30.0	32.0	31.4	10.3	87	1497	WYYY-F
2. WNTQ-F (CHR)	88/ 9.7	12.8	11.4	10.0	13.9	11.0	105/1838	1419/26.3	28.9	30.7	15.3	129	1599	WNTQ-F
3. WSYR (MOR)	84/ 9.3	9.7	9.6	10.0	10.8	9.6	87/1344	1183/21.9	25.3	23.4	9.3	78	1241	WSYR
4. WKFM-F (CL AOR)	71/ 7.9	8.0	6.2	7.3	7.4	7.3	85/1384	1122/20.8	18.5	18.7	9.3	78	1340	WKFM-F
5. WAQX-F (AOR)	69/ 7.6	7.5	6.7	7.3	7.8	7.3	74/1037	920/17.0	18.8	18.7	10.1	85	924	WAQX-F
6. WRHP-F (EZ)	64/ 7.1	5.6	6.9	6.6	6.5	6.6	77/867	677/12.5	12.5	11.7	3.4	29	426	WRHP-F
7. WSEN-AF (O)	34/ 3.7	5.6	5.5	5.8	5.8	5.2	45/845	712/13.2	14.1	16.5	4.7	39	550	WSEN-AF
8. WEZG-F (SAC)	31/ 3.4	3.4	3.1	2.7	2.7	3.2	31/487	466/ 8.6	9.5	9.1	3.0	25	274	WEZG-F
9. WPCX-F (C)	29/ 3.2	2.8	2.1	2.1	4.0	2.5	80/718	257/ 4.8	5.9	8.0	1.1	9	227	WPCX-F
10. WHEN (MOR)	28/ 3.1	3.5	3.3	3.3	4.2	3.3	39/733	563/10.4	11.4	15.2	2.9	24	409	WHEN
11. WFBL (BB)	25/ 2.8	2.9	4.5	2.8	0.7	3.3	28/430	386/ 7.1	9.1	2.7	1.8	15	356	WFBL
12. WSCP-F (C)	24/ 2.7	1.7	1.8	0.9	0.8	1.8	25/229	172/ 3.1	2.1	3.1	2.0	17	205	WSCP-F
13. WFRG-F (C)	19/ 2.1	1.1	0.8	1.5	0.5	1.4	42/462	200/ 3.7	2.7	1.4	0.8	7	139	WFRG-F
14. WXRA (BB)	14/ 1.6	1.5	1.5	0.6	0.5	1.3	14/169	160/ 3.0	3.4	3.0	1.0	8	70	WXRA
15. WNDR (C)	13/ 1.4	2.0	1.7	1.5	2.6	1.6	13/321	2587/ 5.3	6.1	7.3	1.5	13	175	WNDR

12+ FM SHARE (METRO): 77.63% (583 of 751) (SPG 89: 75.65%)

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

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		94 (2)	94 (2)	12.5	17.1		WGES-F 105.5 Oswego	0.6/1.2/ 5/ 71
AOR/CLASSIC		151 (3)	151 (3)	20.1	18.8		WMHR-F 102.9 Syracuse	1.0/3.6/ 22/ 302
AC/OLDIES/SOFT ROCK	4 (1)	193 (5)	197 (6)	26.2	20.9			
MOR/VARIETY	112 (2)		112 (2)	14.9	17.8		WKLX-F 98.9 Rochester	1.2/1.4/ 27/ 299
COUNTRY	13 (1)	72 (3)	85 (4)	11.3	9.4		WOUR-F 96.9 Utica	1.2/4.7/ 26/ 424
BLACK/URBAN							WRCK-F 107.3 Utica	0.7/2.6/ 14/ 316
BEAUTIFUL/EASY NEWS/TALK		64 (1)	64 (1)	8.5	10.9			
NOSTALGIA	39 (2)		39 (2)	5.2	2.7			
RELIGION/GOSPEL		9 (1)	9 (1)	1.2	2.1			
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS					0.4			
	168 (6)	583 (15)	751 (21)					

RADIO STATIONS

WKBL, 1390, 5 KW (DA-N)	, NOSTALGIA	CNN, UNISUP	, \$ 18.00 (Christal)	Wilks-Schwartz Park	Jay Sterin
WHEN, 620, 5 KW/1 KW (DA-N)	, MOR/AC	ABC E	, \$ 30.00 (Banner)		John Enoch
WNDR, 1260, 5 KW (DA-N)	, COUNTRY	CBS, UNISUP	, \$ 16.00 (McGuild)	Osborn New City	
WSYR, 570, 5 KW (DA-2)	, MOR/FULL SER.	NBC	, \$ 70.00 (Katz)		John Terboss
WXRA, 1200, 1 KW	, NOSTALGIA		, \$ 15.00 (Durpetti)		Marty Mercurio
WAQX-F, 95.7, 25 KW @ 298, AOR	ABC R	, \$ 42.00 (MMR)		Atlantic Ventures	Richard Harker
WKFM-F, 104.7, 50 KW @ 492, CLASSIC AOR	SOURCE	, \$ 44.00 (Christal)		Wilks-Schwartz	Jay Sterin
WMHR-F, 102.9, 20 KW @ 782, RELIGION		, \$ 12.00 (---)			Gordon Bell
WNTQ-F, 93.1, 97 KW @ 660, CHR		, \$ 51.00 (McGuild)		Osborn Park	
WRHP-F, 107.9, 50 KW @ 500, EZ	ABC D	, \$ 37.00 (Banner)			John Enoch
WSCP-F, 101.7, 2.5 KW @ 365, COUNTRY	UNISUP	, \$ 20.00 (---)		(PULASKI)	
WSEN-F, 92.1, 25 KW @ 200, OLDIES	CBS, UNISUP	, \$ 33.00 (HNWH)		Buckley NewCity	Joel Friedman
WYYY-F, 94.5, 100 KW @ 650, AC		, \$ 110.00 (Katz)			John Terboss
WEZG-F, 100.9, 3 KW @ 165, SOFT AC	UNISUP	, \$ 29.00 (Durpetti)			Marty Mercurio
WPCX-F, 106.9, 45 KW @ 530, COUNTRY	SMN	, \$ 19.00 (Market 4)		(AUBURN)	Dick Duayne

Miscellaneous Comments: WAQX-F sold by Atlantic Ventures for \$4,000,000 (Americom/Skye Fischer)...

TALLAHASSEE

Arbitron Rank/Pop (12+): 172/167,400
 MSA Rank/Pop: 186/230,200
 ADI # 116
 Average Person Ratings: 16.3
 Market TSL: 21.75 hours

Stations: 11/10
 Diaries: 558/300:1/47.9%
 Sample Target: 550
 % Below Line: 0.4
 % Not Listed: 21.6

1989 Revenue: \$7,000,000
 HH Inc.: \$25,335
 Retail \$: 1.7 Bill
 Pop per Station: 16,740
 #1 Biller: WINT \$1,300,000
 WBGM-F

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WINT-F (C)	39/14.3	---	12.3	---	9.8	---	71/829	434/25.9	---	23.6	9.6	27	340	WINT-F
2. WGLF-F (AOR)	34/12.5	---	16.0	---	18.1	---	54/567	409/24.4	---	32.3	15.7	44	582	WGLF-F
3. WANM (B)	31/11.4	---	13.4	---	14.2	---	33/348	311/18.6	---	14.7	8.6	24	293	WANM
4. WFHT-F (B)	30/11.0	---	4.8	---	10.2	---	44/596	369/22.0	---	11.6	11.4	32	388	WFHT-F
5. WTHZ-F (CHR)	22/ 8.1	---	11.5	---	14.2	---	27/598	469/28.0	---	29.9	11.4	32	516	WTHZ-F
6. WBGM-F (AC)	21/ 7.7	---	10.4	---	7.1	---	28/522	361/21.6	---	26.2	8.2	23	409	WBGM-F
7. WTMG-F (O)	13/ 4.8	---	4.5	---	3.9	---	17/285	222/13.3	---	11.3	6.4	18	225	WTMG-F
8. WMLO-F (EZ)	10/ 3.7	---	6.7	---	4.3	---	20/280	184/11.0	---	13.5	3.9	11	160	WMLO-F
9. WQHI-F (AC)	8/ 2.9	---	---	---	---	---	8/179	159/ 9.5	---	0.0	2.5	7	172	WQHI-F

12+ FM SHARE (METRO): 83.18% (178 of 214) (SPG 89: 80.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTHZ-F>>	1 WGLF-F	1 WGLF-F	1 WINT-F	1 WINT-F	1 WINT-F>	1 WINT-F>	1 WINT-F<	1 WGLF-F	1 WFHT-F>	1 WFHT-F
2 WFHT-F	2 WFHT-F	2 WFHT-F	2 WGLF-F	2 WGLF-F	2 WANM	2 WANM	2 WGLF-F>	2 WINT-F	2 WGLF-F>	2 WINT-F
3 WANM	3 WANM	3 WINT-F	3 WFHT-F	3 WFHT-F	3 WTMG-F	3 WTHZ-F	3 WBGM-F	3 WFHT-F	3 WINT-F	3 WGLF-F>>
4	4 WINT-F	4 WANM	4 WBGM-F	4 WBGM-F	4 WMLO-F	4 WGLF-F<	4 WFHT-F	4 WANM	4 WTHZ-F	4 WBGM-F
5	5	5 WBGM-F	5 WANM	5 WANM	5 WBGM-F	5 WFHT-F	5 WANM	5 WTHZ-F	5	5

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 WGLF-F	1 WFHT-F<	1 WFHT-F	1 WFHT-F	1 WINT-F	1 WANM >	1 WGLF-F>>	1 WGLF-F>	1 WGLF-F>	1 WINT-F
2 WFHT-F>	2 WGLF-F>	2 WINT-F	2 WGLF-F	2 WBGM-F	2 WGLF-F>>	2 WFHT-F	2 WFHT-F	2 WINT-F	2 WGLF-F
3 WANM >	3 WINT-F	3 WGLF-F	3 WINT-F	3 WFHT-F	3 WTHZ-F	3 WANM	3 WINT-F>>	3 WFHT-F	3 WFHT-F>
4 WINT-F	WBGM-F	WBGM-F	WBGM-F	WANM	4 WFHT-F	4 WINT-F	4 WBGM-F	4 WANM	4 WBGM-F
5 WTHZ-F	WANM	5 WTHZ-F	WANM	5 WGLF-F	5 WBGM-F>>	5	WANM >	5 WBGM-F	5 WANM
6 WBGM-F>>	6	WANM >	6	6	6 WINT-F	6	6 WTHZ-F	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		23 (2)	23 (2)	10.7	14.1	WTAL 1450 Tallahassee	1.8/6.1/ 5/ 113
AOR/CLASSIC		34 (1)	34 (1)	15.9	19.5		
AC/OLDIES/SOFT ROCK		42 (3)	42 (3)	19.6	18.2	WJAD-F 97.3 Bainbridge	0.4/3.0/ 35/ 479
MOR/VARIETY							
COUNTRY		39 (1)	39 (1)	18.2	15.0		
BLACK/URBAN	31 (1)	30 (1)	61 (2)	28.5	22.3		
BEAUTIFUL/EASY		10 (1)	10 (1)	4.7	8.2		
NEWS/TALK	5 (1)		5 (1)	2.3	1.8		
NOSTALGIA							
RELIGION/GOSPEL					0.9		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	36 (2)	178 (9)	214 (11)				

RADIO STATIONS

WANM , 1070, 10 KW (DAYS)	Black	SBN, \$19.00 (Banner)	Bob Badger
WTAL , 1450, 1 KW (DA-1)	Talk	SUN ABC T, \$11.00 (Regional)	Don Keyes
WBGM-F, 98.9, 100 KW @ 365	AC	ABC C, \$30.00 (Republic)	HVS Royce Plummer
WFHT-F, 101.7, 3 KW @ 328	Black	\$17.00 (Roslin)	(QUINCY) Lee Clear
WGLF-F, 104.1, 100 KW @ 440	AOR	\$26.00 (Banner)	Bill Mariott
WMLO-F, 104.9, 47 KW @ 505	EZ	\$22.00 (Eastman)	(HAVANNA) Jon Hill
WQHI-F, 99.9, 3 KW @ 328	AC	\$12.00 (-)	(LAFAYETTE)
WTHZ-F, 103.1, 3 KW @ 300	CHR	\$25.00 (MMR)	Dolcom
WTMG-F, 95.9, 3 KW @ 300	Oldies	SMN, \$17.00 (Mc-Guild)	Howard Dolgoff
WINT-F, 94.9, 100 KW @ 840	Country	ABC I, \$31.00 (Christal)	Rich Bartlett
			Mark Halverson

Misc: WIQI chagnes calls to WFHT-F (April) . . . WWDs/WIQI-F purchased from Ardman to Ragan Henry's son for \$2,000,000...
 WYYN, WINT-F sold by Palmer for \$2,800,000 (Clark)...

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,803,700
 MSA Rank/Pop: 21/2,050,900
 ADI # 14
 Average Person Ratings: 17.5
 Market TSL: 23.50 hours

Stations: 26/23
 Diaries: 1664/1084:1/51.7%
 Sample Target: 1640
 % Below Line: 8.4
 % Not Listed: 12.1

1989 Revenue: \$60,500,000
 HH Inc.: \$24,733
 Retail \$: 14.8 Bill
 Pop per Station: 78,421
 #1 Biller: WRBQ-F \$17,500,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WWRM-F (SAC)	286/ 9.0	8.9	8.2	9.9	7.5	9.0	335/3982	3298/18.3	20.3	20.2	9.6	279	2006	WWRM-F
2. WFLZ-F (CHR)	264/ 8.3	10.1	11.6	2.6	3.5	8.2	427/4995	3270/18.1	20.3	9.5	15.7	457	4153	WFLZ-F
3. WQYK-F (C)	246/ 7.8	7.5	8.9	7.5	7.8	7.9	282/3115	2616/14.5	15.4	14.4	9.4	274	2286	WQYK-F
4. WRBQ-AF (CHR)	231/ 7.3	9.5	9.6	14.4	15.1	10.2	264/4406	3608/20.0	28.7	34.1	6.8	193	4299	WRBQ-AF
5. WUSA-F (AC)	230/ 7.3	5.6	7.9	5.0	5.9	6.4	257/3262	2818/15.6	16.0	14.3	5.9	172	2080	WUSA-F
6. WYNF-F (AOR)	215/ 6.8	6.4	5.6	7.4	6.8	6.6	331/3568	2388/13.2	13.5	13.7	7.1	206	2507	WYNF-F
7. WGUL-AF (BB)	193/ 6.1	4.3	3.5	3.8	3.7	4.4	193/1518	1469/ 8.1	7.3	7.4	2.9	57	800	WGUL-AF
8. WDUV-F (EZ)	156/ 4.9	5.4	5.4	6.2	6.7	5.5	293/3135	1760/ 9.8	11.8	11.2	2.3	68	1020	WDUV-F
9. WXTB-F (AOR)	142/ 4.5	4.4	2.2	1.9	3.2	3.3	172/2237	1882/10.4	7.7	8.9	6.0	174	2172	WXTB-F
10. WFLA (N/T)	132/ 4.2	3.0	3.8	5.0	4.2	4.0	157/1841	1477/ 8.2	9.8	9.8	3.7	108	1113	WFLA
11. WNLT-F (AC)	122/ 3.9	3.8	3.9	4.4	5.7	4.0	135/2252	1905/10.6	10.7	14.0	3.9	114	1812	WNLT-F
12. WYUU-F (O)	108/ 3.4	3.5	2.4	1.4	1.7	2.7	124/1979	1681/ 9.3	5.5	4.0	4.4	129	1324	WYUU-F
13. WHVE-F (J/NA)	96/ 3.0	2.6	2.3	2.8	3.0	2.7	143/2049	1388/ 7.7	7.2	7.4	3.6	106	1073	WHVE-F
14. WDAE (BB)	78/ 2.5	2.6	1.9	2.6	3.9	2.4	79/787	735/ 4.1	4.8	5.7	1.2	34	506	WDAE
15. WSUN (N/T)	61/ 1.9	2.4	2.0	2.2	2.6	2.1	83/1610	1174/ 6.5	7.3	6.4	2.7	78	766	WSUN
17. WLUV-F (BB)	61/ 1.9	1.3	2.2	1.5	1.2	1.7	62/772	756/ 4.2	4.1	2.8	1.0	29	360	WLUV-F

12+ FM SHARE (METRO): 83.35% (2318 of 2781) (SPG 89: 79.01%)

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

FORMATS	AM	FM	TOTAL	%	SPG 89		OTHER RATED STATIONS			METRO CUME TSA TSA	
					SPG	%	SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME	SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP	7 (1)	488 (2)	495 (3)	17.8	17.4	WAMA	1550	Tampa	0.4/1.1/	16/	224
AOR/CLASSIC		357 (2)	357 (2)	12.8	11.1	WLFF	680	St Petersburg	0.3/1.4/	27/	380
AC/OLDIES/SOFT ROCK		746 (4)	746 (4)	26.8	25.6	WPAS	1400	Zephyrhills	0.4/0.7/	14/	130
MOR/VARIETY						WQYK	1010	Seffner/Tampa	0.6/1.6/	21/	375
COUNTRY	20 (1)	261 (2)	281 (3)	10.1	12.6	WRXB	1590	St Pete Bch/Tam	0.6/1.3/	21/	265
BLACK/URBAN	19 (1)		19 (1)	0.7	1.4	WTKN	570	Pinellas Park/T	0.7/2.3/	27/	617
BEAUTIFUL/EASY		156 (1)	156 (1)	5.6	7.8	WTMP	1150	Tampa	1.5/3.8/	49/	709
NEWS/TALK	214 (3)		214 (3)	7.7	5.9						
NOSTALGIA	128 (3)	214 (2)	342 (5)	12.3	9.5	WPCV-F	97.5	Wntr Havn/Lkln	0.5/1.7/110/1285		
RELIGION/GOSPEL					0.4						
SPANISH	12 (1)		12 (1)	0.4							
CLASSICAL					1.9						
JAZZ/NEW AGE		96 (1)	96 (1)	3.5	3.4						
UNKNOWN/OTHERS	14 (1)		14 (1)	0.5	1.3						
	414 (11)	2318 (14)	2781 (25)								

RADIO STATIONS

AM STATIONS

WDAE, 1250, 5 KW (DA-N), NOSTALGIA	ABC I, \$ 40.00 (McGuild)	Gannett	Mark Kaye
WFLA, 970, 5 KW (DA-2), TALK	ABC E ABC I, \$ 60.00 (Eastman)	Jacor	Dave Reinhart
WGUL, 860, 2 KW/1.6KW (DA-2), SEE WGUL-F			
WHBO, 1040, 5 KW (DAYS), OLDIES	, \$ 37.00 (MMR)	Metroplex	Jon Pinch
WLFF, 680, 1 KW (DAYS), NOSTALGIA	, \$ 27.00 (---)	Century	Ted Wolfe
WQYK, 1010, 50 KW/5 KW (DA-2), SEE WQYK-F			
WRBQ, 1590, 5 KW/1 KW (DA-2), SEE WRBQ-F			
WRXB, 1590, 5 KW/1 KW (DA-2), BLACK	NBN ABC C, \$ 25.00 (---)		Gene Danzey
WSUN, 620, 10 KW (DA-N), NEWS/TALK	CBS MBS, \$ 60.00 (Durpetti)	Cox	Bob Huntley
WTKN, 570, 5 KW/4.5 KW (DA-2), BLACK	, \$ 34.00 (HNWH)		Paul Major

FM STATIONS

WFLZ, 93.3, 100 KW @ 1358, CHR	ABC E, \$ 90.00 (Eastman)	Jacor	Dave Reinhart
WGUL, 105.5, 3 KW @ 255, NOSTALGIA	UPI UNISUP, \$ 47.00 (---)	Marcocci	Steve Schurdell
WLWU, 106.3, 3 KW @ 300, MOST/ETHNIC	, \$ 30.00 (---)		Frank Ferreri
WNLN, 95.7, 100 KW @ 606, AC	, \$ 84.00 (MMR)	Metroplex	Jon Pinch
WQYK, 99.5, 100 KW @ 550, COUNTRY	, \$ 137.00 (Katz)	Infinity	Charlie Ochs
WRBQ, 104.7, 100 KW @ 555, CHR	ABC FM, \$ 230.00 (Christal)	Edens	Mike Horne
WUSA, 100.7, 100 KW @ 599, AC	, \$ 105.00 (McGuild)	Gannett	Mark Kaye
WWRM, 107.3, 100 KW @ 623, SOFT AC	, \$ 90.00 (Durpetti)	Cox	Bob Huntley
WXTB, 97.9, 100 KW @ 599, AOR	ABC R, \$ 70.00 (Banner)	Great American	Dan Diloreto
WYNF, 94.9, 100 KW @ 1290, AOR	RADRAD, \$ 100.00 (CBS)	CBS	Shawn Portmann
WYUU, 92.5, 50 KW @ 488, OLDIES	UPI UNISUP, \$ 47.00 (Republic)	Entercom	Dave Trusty
WHVE, 102.5, 100 KW @ 1663, JAZZ/NAC	, \$ 64.00 (HNWH)	Susquehanna (SARASOTA)	Gorden Obarski
WDUV, 103.3, 100 KW @ 576, EZ	MBS, \$ 60.00 (Christal)	(BRADENTON)	Bob Nelson

Miscellaneous Comments: WSUN sold by CBS to Cox for \$4,100,000 (Stevens)

TERRE HAUTE

Arbitron Rank/Pop (12+): 169/173,400
 MSA Rank/Pop: 273/131,700
 ADI # 133
 Average Person Ratings: 16.4
 Market TSL: 21.75 hours

Stations: 17/14
 Diaries: 718/241:1/59.2%
 Sample Target: 550
 % Below Line: 2.1
 % Not Listed: 10.9

1989 Revenue: \$4,200,000
 HH Inc.: \$23,464
 Retail \$: 1.21 Bill
 Pop per Station: 12,385
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume
1. WTHI-F (C)	75/26.3	---	26.2	---	20.0	---	120/1041	676/39.0		39.8			WTHI-F
2. WMGI-F (AC)	49/17.2	---	10.1	---	13.2	---	57/692	546/31.5		23.9			WMGI-F
3. WZZQ-F (AOR)	37/13.0	---	15.1	---	13.2	---	55/646	402/23.2		28.8			WZZQ-F
4. WPFR-F (CHR)	33/11.6	---	11.4	---	18.4	---	51/656	417/24.0		25.4			WPFR-F
5. WBOW (BB)	14/ 4.9	---	6.4	---	7.6	---	14/204	202/11.6		12.9			WBOW
6. WAXI-F (BB)	8/ 2.8	---	4.4	---	4.0	---	14/149	90/ 5.2		6.7			WAXI-F
7. WPRS (MOR)	7/ 2.5	---	2.0	---	2.4	---	11/151	95/ 5.5		5.0			WPRS
WCBH-F (O)	7/ 2.5	---	1.7	---	---	---	21/332	138/ 8.0		6.0			WCBH-F
WACF-F (C)	7/ 2.5	---	2.7	---	2.0	---	12/269	123/ 7.1		7.7			WACF-F

12+ FM SHARE (METRO): 87.01% (221 of 254) (SPG 89: 86.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPFR-F>>	1 WZZQ-F	1 WTHI-F	1 WTHI-F	1 WTHI-F>>	1 WTHI-F>>	1 WTHI-F>>	1 WTHI-F	1 WTHI-F	1 WTHI-F	1 WTHI-F>>
2 WZZQ-F>>	2 WTHI-F	2 WMGI-F>	2 WMGI-F>>	2 WMGI-F>>	2 WMGI-F>>	2 WMGI-F>	2 WMGI-F>	2 WMGI-F>	2 WMGI-F>	2 WZZQ-F
3	3 WPFR-F	3 WZZQ-F	3 WZZQ-F>	3 WZZQ-F>	3	3 WZZQ-F	3 WZZQ-F	3 WPFR-F	3 WMGI-F>	3 WMGI-F
4	4 WMGI-F	4 WPFR-F	4 WPFR-F	4	4	4 WPFR-F	4 WPFR-F	4 WZZQ-F	4 WZZQ-F	4
5	5	5	5	5	5	5	5	5	5	5

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 WPFR-F	1 WMGI-F	1 WMGI-F>>	1 WMGI-F	1 WTHI-F	1 WZZQ-F>>	1 WZZQ-F>>	1 WZZQ-F>	1 WTHI-F<	1 WTHI-F>>
2 WZZQ-F>	2 WTHI-F	2 WZZQ-F	2 WTHI-F>>	2 WMGI-F>>	2 WPFR-F>>	2 WTHI-F	2 WMGI-F>>	2 WZZQ-F>	2 WMGI-F
3 WMGI-F>>	3 WPFR-F	3 WPFR-F>	3 WPFR-F	3	3	3 WPFR-F>	3 WPFR-F	3 WMGI-F>	3 WZZQ-F>
4	4 WZZQ-F	4	4 WZZQ-F	4	4	4 WMGI-F	4 WCBH-F	4 WPFR-F	4
5	5	5	5	5	5	5	5 WACF-F>>	5	5

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME TSA	TSA
						SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		33 (1)	33 (1)	13.0	14.1	WKZI 800 Casey	1.1/2.7/ 3/ 77	
AOR/CLASSIC		37 (1)	37 (1)	14.6	17.6	WSDM-F 97.7 Brazil	1.1/3.4/ 5/ 97	
AC/OLDIES/SOFT ROCK		56 (2)	56 (2)	22.0	14.5	WTHI 1480 Terre Haute	1.1/3.6/ 3/ 63	
MOR/VARIETY	8 (2)		8 (2)	3.1	9.8	WWVR-F 105.5 W.Terre Haute	0.7/1.4/ 2/ 50	
COUNTRY	6 (2)	82 (2)	88 (4)	34.6	34.9			
BLACK/URBAN						WGN 720 Chicago	0.7/2.3/ 5/ 100	
BEAUTIFUL/EASY		3 (1)	3 (1)	1.2		WIBC 1070 Indianapolis	0.4/3.1/ 5/ 107	
NEWS/TALK	5 (2)		5 (2)	2.0		WLS 890 Chicago	1.1/1.9/ 3/ 77	
NOSTALGIA	14 (1)	8 (1)	22 (2)	8.7	5.1			
RELIGION/GOSPEL		2 (1)	2 (1)	0.8	1.6			
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS					2.4			
	33 (7)	221 (9)	254 (16)					

RADIO STATIONS

WBOW , 1230, 1 KW	, Nostalgia	ABC I, \$13.00	(Christal)	Contemp. Media	Ronn Mott
WPRS , 1440, 1 KW/250 W	, MOR/Nostalgia	ABC E, \$ 9.00	(---)	(PARIS, IL)	Bill Brown
WACF-F, 98.5, 50 KW @ 500	, Country	ABC E, \$10.00	(---)	(PARIS, IL)	Bill Brown
WAXI-F, 104.9, 1 KW @ 440	, Nostalgia/EZ	NBC SMN, \$ 8.00	(Regional)	(ROCKVILLE)	Bill Cook
WMGI-F, 100.7, 50 KW @ 500	, AC	RADRAD, \$25.00	(Republic)		Paula Padgett
WPFR-F, 102.7, 50 KW @ 500	, CHR	, \$21.00	(K & P)		Tom Collins
WTHI-F, 99.9, 50 KW @ 490	, Country	UNIULT, \$36.00	(Katz)		David Liston
WZZQ-F, 107.5, 28 KW @ 670	, AOR	ABC R UNIPWR, \$22.00	(Christal)	Contemp. Media	Tom Lawrence

Misc: WTHI changes from Oldies to Country . . .WSDM-F sold for \$350,000...

TOLEDO

Arbitron Rank/Pop (12+): 72/502,600
 MSA Rank/Pop: 83/614,700
 Average Person Ratings: 16.9
 Market TSL: 22.50 hours

Stations: 20/14
 Diaries: 1039/484:1/54.9%
 Sample Target: 1010
 % Below Line: 10.8
 % Not Listed: 12.2

1989 Revenue: \$1,470,000,029
 HH Inc.: \$55
 Retail \$: 4.8 Bll
 Pop per Station: 35,900
 #1 Biller: WTOD \$3,200,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WIOT-F (AOR)	111/13.1	13.7	12.7	9.7	12.9	12.3	193/2259	1278/25.4	24.6	23.6	15.4	134	1367	WIOT-F
2. WRQN-F (CHR)	98/11.5	7.9	10.5	11.6	11.3	10.4	117/1791	1429/28.4	28.5	24.9	11.4	99	1440	WRQN-F
3. WVKS-F (CHR)	85/10.0	10.0	7.5	9.3	7.7	9.2	145/2620	1542/30.7	28.8	25.6	15.7	137	1667	WVKS-F
4. WKKO-F (C)	84/ 9.9	9.5	10.7	10.9	9.6	10.3	133/1365	921/18.3	20.4	19.2	9.9	86	742	WKKO-F
5. WLQR-F (EZ)	75/ 8.8	7.9	10.4	8.2	8.7	8.8	112/1499	883/17.6	19.5	18.9	7.1	62	663	WLQR-F
6. WWM-F (AC)	72/ 8.5	7.1	7.6	9.9	6.9	8.3	77/1071	921/18.3	19.5	18.4	5.6	49	782	WWM-F
7. WSPD (MOR)	51/ 6.0	7.1	5.9	5.5	5.7	6.1	65/966	781/15.5	16.1	15.6	4.4	38	654	WSPD
8. WJR (MOR)	34/ 4.0	2.8	3.6	4.9	6.8	3.8	96/1428	553/11.0	10.4	15.8	3.3	29	398	WJR
9. CKLW (BB)	28/ 3.3	3.4	2.5	4.9	3.6	3.5	64/899	435/ 8.7	7.8	6.8	3.0	26	368	CKLW
10. WTOD (C)	18/ 2.1	3.7	3.5	2.4	3.3	2.9	27/417	342/ 6.8	4.8	7.5	2.1	18	270	WTOD
11. WVOI (B)	15/ 1.8	3.6	1.7	2.7	3.2	2.5	15/246	246/ 4.9	5.2	7.6	4.9	43	432	WVOI
12. WCWA (O)	14/ 1.6	2.3	2.8	1.7	2.3	2.1	14/336	286/ 5.7	7.0	7.9	1.5	13	182	WCWA
13.														
14.														
15.														

12+ FM SHARE (METRO): 76.54% (571 of 746) (SPG 89: 70.20%)

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 WKKO-F	1 WRQN-F	1 WIOT-F	1 WIOT-F>	1 WRQN-F<	1 WSPD >
2 WVKS-F>	2 WRQN-F	2 WRQN-F	2 WWM-F<	2 WKKO-F	2 WLQR-F	2 WKKO-F	2 WWM-F	2 WVKS-F	2 WIOT-F>	2 WIOT-F
3 WIOT-F>>	3 WVKS-F>	3 WVKS-F<	3 WKKO-F	3 WWM-F	3 WSPD	3 WIOT-F	WLQR-F<	3 WRQN-F	3 WVKS-F	3 WLQR-F
4	4 WWM-F>	4 WWM-F	4 WVKS-F	4 WVKS-F	4 WWM-F	4 WVKS-F	4 WKKO-F	4 WLQR-F	4 WSPD >	4 WRQN-F
5	5 WKKO-F	5 WKKO-F	5 WRQN-F	5 WRQN-F<	5 WJR <	5 WWM-F<	5 WVKS-F	5 WKKO-F<	5 WKKO-F	5 WKKO-F
6	6	6 WLQR-F	6 WLQR-F	6 WLQR-F	6 CKLW	6 WLQR-F	6 WRQN-F	6 WWM-F	6	6 WWM-F
						7 WSPD				

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 WRQN-F	1 WRQN-F	1 WKKO-F	1 WIOT-F	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>
2 WVKS-F	2 WVKS-F	2 WVKS-F	2 WWM-F	2 WWM-F<	2 WRQN-F>>	2 WRQN-F	2 WVKS-F	2 WRQN-F	2 WKKO-F
3 WWM-F	3 WWM-F	3 WWM-F	3 WVKS-F	3 WLQR-F	3 WVKS-F>	3 WVKS-F>	3 WVKS-F>	3 WVKS-F	3 WWM-F
4 WIOT-F>	4 WIOT-F	4 WLQR-F	4 WLQR-F	4 WVKS-F<	4 WJLB-F>>	4 WKKO-F	4 WWM-F	4 WKKO-F	4 WVKS-F>
5 WLQR-F>>	5 WLQR-F	5 WIOT-F>	5 WKKO-F	5 WRQN-F	5	5 WWM-F	5 WRQN-F>>	5 WWM-F	5 WRQN-F
6	6	6 WKKO-F>>	6 WIOT-F	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		183 (2)	183 (2)	24.5	22.2	WMTR-F 96.1	0.6/2.2/ 8/ 172	Archbold/Wauson	
AOR/CLASSIC		118 (2)	118 (2)	15.8	15.2	WOHO 1470	1.3/3.8/ 12/ 211	Toledo	
AC/OLDIES/SOFT ROCK	14 (1)	99 (5)	113 (6)	15.1	12.8	WRED-F 95.7	1.2/3.8/ 17/ 297	Gibsonburg/Tol	
MOR/VARIETY	89 (3)		89 (3)	11.9	14.2	WTWR-F 98.3	0.6/3.0/ 12/ 292	Monroe/Toledo	
COUNTRY	29 (2)	84 (1)	113 (3)	15.1	16.2				
BLACK/URBAN	15 (1)	12 (1)	27 (2)	3.6	5.0	CKMR-F 93.9	0.8/4.0/ 11/ 370	Windsor	
BEAUTIFUL/EASY		75 (1)	75 (1)	10.1	9.9	WJLB-F 97.9	1.4/4.1/ 12/ 223	Detroit	
NEWS/TALK						WLW 700	0.5/1.8/ 8/ 184	Cincinnati	
NOSTALGIA	28 (1)		28 (1)	3.8	4.1	WRIF-F 101.1	0.8/3.5/ 14/ 283	Detroit	
RELIGION/GOSPEL									
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS					0.4				
	175 (8)	571 (12)	746 (20)						

RADIO STATIONS

WCWA , 1230,	1 KW	, Oldies	MBS CBS,	\$18.00	(Eastman)	Reams	Nancy Diamond
WOHO , 1470,	1 KW (DA-2)	, Country	UNISUP UNILUT,	\$14.00	(Durpetti)		Jeff Schwartz
WSPD , 1370,	5 KW (DA-N)	, MOR/Full Service	NBC,	\$33.00	(MR)	Commonwealth	Terrell Metheny
WTOD , 1560,	5 KW (DAYS, DA)	, Country	ABC I,	\$ NA	(Katz)	Booth	Clyde Roberts
WVOI , 1520,	1 KW (DA-2)	, Black	SBN UNIPWR,	\$18.00	(Roslin)		Ken McDowell
WIOT-F, 104.7,	50 KW @ 540	, AOR	SOURCE,	\$62.00	(Eastman)	Reams	Nancy Diamond
WKKO-F, 99.9,	50 KW @ 500	, Country	ABC E,	\$70.00	(9 (Katz)	Booth	Clyde Roberts
WLQR-F, 101.5,	19 KW @ 807	, EZ/Soft AC	,	\$40.00	(MMR)	Commonwealth	Terrell Metheny
WRQN-F, 93.5,	2 KW @ 401	, CHR	,	\$33.00	(Banner)	ABS (BOWLING GREEN)	Bob Lafferty
WVKS-F, 92.5,	50 KW @ 480	, CHR	ABC FM,	\$53.00	(Chrirstal)	Noble	Andy Stuart
WWM-F, 105.5,	2 KW @ 390	, AC	,	\$43.00	(Durpetti)		Jeff Schwartz

WJR, CKLW -- See Detroit

TOPEKA

Arbitron Rank/Pop (12+): 166/179,300
 MSA Rank/Pop: 233/164,900
 ADI # 143
 Average Person Ratings: 16.1
 Market TSL: 21.25 hours

Stations: 18/9
 Diaries: 593/302:1/57.8%
 Sample Target: 550
 % Below Line: 22.1
 % Not Listed: 14.9

1989 Revenue: \$5,800,000
 HH Inc.: \$28,932
 Retail \$: 1.2 Bill
 Pop per Station: 19,922
 #1 Biller: KMAJ-F \$1,300,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KTPK-F (C)	49/17.0	---	13.3	---	16.5	---	83/857	470/26.2		25.4	12.4	35	384	KTPK-F
2. KMAJ-F (AC)	38/13.1	---	17.7	---	12.5	---	60/657	365/20.4		27.0	14.5	41	421	KMAJ-F
3. KDVV-F (AOR)	26/ 9.0	---	7.9	---	7.7	---	35/573	354/19.7		22.8	8.9	25	370	KDVV-F
4. WIBW-F (CHR)	23/ 8.0	---	9.5	---	11.7	---	47/982	487/27.2		26.8	13.1	37	482	WIBW-F
5. KPRS-F (B)	19/ 6.6	---	1.6	---	1.5	---	21/237	177/ 9.9		3.7	5.3	15	167	KPRS-F
6. WIBW (C)	17/ 5.9	---	6.6	---	9.5	---	45/613	286/16.0		17.3	3.9	11	265	WIBW
KHUM-F (SAC)	17/ 5.9	---	5.1	---	6.6	---	25/343	240/13.4		12.6	5.3	15	175	KHUM-F
8. WDAF (C)	13/ 4.5	---	7.3	---	4.4	---	60/569	180/10.0		12.9	5.7	16	272	WDAF
9. KYYS-F (AOR)	10/ 3.5	---	5.7	---	5.1	---	19/456	217/12.1		13.5	6.4	18	241	KYYS-F
10. KLZR-F (CHR)	8/ 2.8	---	3.2	---	2.2	---	14/321	182/10.2		11.4	2.5	7	212	KLZR-F

12+ FM SHARE (METRO): 82.11% (202 of 246) (SPG 89: 77.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIBW-F	1 KMAJ-F	1 KMAJ-F>	1 KMAJ-F>>	1 KMAJ-F	1 KTPK-F>>	1 KTPK-F	1 KMAJ-F<	1 KTPK-F>	1 WIBW-F	1 KPRS-F
2	2 KDVV-F>	2 KDVV-F	2 KDVV-F	2 KTPK-F>	2 KMAJ-F	2 KMAJ-F>	2 KTPK-F	2 KMAJ-F	WIBW	KTPK-F
3	3 KPRS-F>	3 KTPK-F	3 KTPK-F	3 KDVV-F>	3 WIBW	3 KDVV-F>	3 KDVV-F	3 KDVV-F>	KTPK-F	KHUM-F
4	4 KYYS-F	4 KPRS-F	4	4 KHUM-F	KHUM-F	4 WIBW-F	4	4 WIBW-F<	4 KPRS-F	4
5	5 WIBW-F	5	5	5	5	5	5	5 KPRS-F	5	5
6	6 KTPK-F	6	6	6	6	6	6	6 KHUM-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 KPRS-F	1 KMAJ-F>	1 KMAJ-F>	1 KMAJ-F>	1 KMAJ-F	1 KPRS-F>>	1 KDVV-F>	1 KDVV-F	1 KMAJ-F<	1 KMAJ-F
2 KDVV-F>	2 KPRS-F>	2 KTPK-F>	2 KTPK-F>	2 KTPK-F>>	2 KYYS-F	2 KMAJ-F	2 KMAJ-F>	2 KDVV-F>	2 KDVV-F
3 WIBW-F>>	KDVV-F	3 WIBW-F	3 KPRS-F	3 WIBW-F	KLZR-F	3 KYYS-F	3 KYYS-F	3 KTPK-F	3 KTPK-F
4	4 WIBW-F	KDVV-F>	KDVV-F	KDVV-F	KTPK-F	4 KPRS-F	4 WDAF >>	4 KYYS-F	4
	5 KTPK-F	5	5 WIBW-F	5	KDVV-F>>	5	5	5	5
	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME SHARE/RIG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		32 (3)	32 (3)	13.0	24.0	KEWI	1440 Topeka	2.1/8.5/ 6/ 163		
AOR/CLASSIC		39 (3)	39 (3)	15.9	7.0	KTOP	1490 Topeka	1.0/6.2/ 5/ 123		
AC/OLDIES/SOFT ROCK		60 (3)	60 (3)	24.4	26.9	KZOC-F	92.9 Osage City/Top.	1.0/2.5/ 10/ 107		
MOR/VARIETY	1 (1)		1 (1)	0.4						
COUNTRY	30 (2)	52 (2)	82 (4)	33.3	32.1	KBEO-F	104.3 Kansas City	0.3/2.8/ 10/ 225		
BLACK/URBAN		19 (1)	19 (1)	7.7	1.8	KCFX-F	100.7 Harrisnvl/KsCty	1.0/3.0/ 11/ 204		
BEAUTIFUL/EASY					1.8	KCMO	810 Kansas City	1.4/4.9/ 15/ 222		
NEWS/TALK	10 (2)		10 (2)	4.1	3.0	KCMO-F	94.9 Kansas City	1.7/7.1/ 14/ 278		
NOSTALGIA	3 (1)		3 (1)	1.2	2.6	KMBZ	980 Kansas City	0.3/2.8/ 9/ 157		
RELIGION/GOSPEL										
SPANISH										
CLASSICAL										
JAZZ/NEW AGE					0.7					
UNKNOWN/OTHERS										
	44 (6)	202 (12)	246 (18)							

RADIO STATIONS

KEWI, 1440, 5 KW/1 KW (DA-2), TALK	ABC I, \$ 12.00 (Torbet)	Fritz Reynolds
KTOP, 1490, 1 KW	MBS, UNISUP, \$ 11.00 (Banner)	Bob Potter
WIBW, 580, 5 KW (DA-N), C/FULL SER.	\$ 17.00 (Katz)	Mark Vail
	UNO Stauffer	
KDVV-F, 100.3, 100 KW @ 986, AOR	UNISUP, UNIULT, \$ 21.00 (Banner)	Bob Potter
KHUM-F, 95.7, 99 KW @ 986, SOFT AC	\$ 17.00 (Christal)	Dave Strout
KMAJ-F, 107.7, 100 KW @ 1214, AC	\$ 32.00 (Torbet)	Fritz Reynolds
KTPK-F, 106.9, 100 KW @ 1209, COUNTRY	\$ 30.00 (HMH)	Pat Powers
WIBW-F, 97.3, 100 KW @ 1217, CHR	\$ 19.00 (Katz)	Mark Vail
KLZR-F, 105.9, 100 KW @ 771, CHR	APR, SMN, \$ 14.00 (---)	Hank Booth
	UNO (OTTAWA)	
	Stauffer (LAWRENCE)	

OTHER RANKED STATIONS — See Kansas City

TUCSON

Arbitron Rank/Pop (12+): 64/551,100

Stations: 21/19
 Diaries: 930/591:1/57.8%
 Sample Target: 930
 % Below Line: 3.2
 % Not Listed: 13.6

1989 Revenue: \$16,600,000
 HH Inc.: \$23,907
 Retail \$: 4.7 Bill
 Pop per Station: 29,005
 #1 Biller: KRQQ-F \$3,300,000

MSA Rank/Pop: 79/642,000
 ADI # 79
 Average Person Ratings: 18.1
 Market TSL: 24.00 hours

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KRQQ-F (CHR)	201/20.1	18.1	16.7	20.9	21.5	19.0	234/2381	2007/36.4	34.5	37.0	26.3	259	2235	KRQQ-F
2. KIIM-AF (C)	147/14.7	14.6	11.0	13.3	10.8	13.4	156/1564	1401/25.4	24.1	22.0	12.0	118	1227	KIIM-AF
3. KLPX-F (AOR)	84/ 8.4	8.0	10.0	10.5	7.9	9.2	88/1123	1061/19.3	21.2	18.1	10.4	102	1320	KLPX-F
4. KKLD-F (AC)	75/ 7.4	7.2	6.3	8.9	8.0	7.4	81/948	863/15.7	16.7	16.6	8.5	84	877	KKLD-F
5. KWFM-AF (O)	73/ 7.3	7.8	9.9	8.6	9.7	8.4	86/1407	1143/20.7	22.4	25.0	5.5	54	1067	KWFM-AF
6. KGVY (BB)	45/ 4.5	2.9	5.3	2.7	2.9	3.9	50/335	304/ 5.5	5.9	4.5	1.8	18	180	KGVY
7. KMRR (BB)	40/ 4.0	3.0	3.9	2.5	3.5	3.3	40/472	465/ 8.4	8.3	5.9	2.1	21	361	KMRR
8. KQYT-F (EZ)	36/ 3.6	2.8	2.0	1.7	2.6	2.5	36/454	447/ 8.1	6.6	6.7	1.6	16	198	KQYT-F
9. KNST (N/T)	32/ 3.2	3.3	4.9	3.2	4.0	3.7	32/584	584/10.6	14.2	11.1	5.7	56	622	KNST
10. KUPD-F (AOR)	27/ 2.7	4.3	3.6	2.5	3.0	3.3	52/556	414/ 7.5	7.9	7.3	2.8	28	459	KUPD-F
11. KQTL (SP)	21/ 2.1	1.8	0.8	1.5	2.1	1.5	21/213	183/ 3.3	2.2	3.7	3.4	33	302	KQTL
12. KKEW (SP)	16/ 1.6	4.3	3.5	2.8	0.9	3.0	16/178	178/ 3.2	4.1	2.6	1.3	13	189	KKEW
13. KTZR (SP)	15/ 1.5	2.4	0.8	0.8	1.0	1.4	15/109	109/ 2.0	1.6	2.0	1.2	12	130	KTZR
KTUC (N/T)	15/ 1.5	1.1	1.9	0.9	1.8	1.4	15/225	225/ 4.1	8.0	5.6	1.1	11	195	KTUC
15. KTKT (N/T)	13/ 1.3	1.3	1.7	1.3	2.3	1.4	13/343	313/ 5.7	6.6	7.8	0.7	7	202	KTKT

12+ FM SHARE (METRO): 73.09% (630 of 862) (SPG 89: 70.14%)

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 KIIM-AF	1 KIIM-AF	1 KIIM-AF>	1 KRQQ-F>	1 KRQQ-F	1 KRQQ-F>	1 KRQQ-F>>	1 KRQQ-F<
2	2 KLPX-F	2 KIIM-AF	2 KRQQ-F>	2 KRQQ-F	2 KWFM-AF	2 KIIM-AF>	2 KIIM-AF>	2 KIIM-AF>	2 KIIM-AF>	2 KIIM-F>>
3	3 KIIM-AF>	3 KLPX-F	3 KWFM-AF	3 KKLD-F	3 KGVY	3 KWFM-AF<	3 KLPX-F	3 KLPX-F	3 KLPX-F	3 KKLD-F<
4	4 KKLD-F>	4 KKLD-F<	4 KWFM-AF	4 KWFM-AF	4 KMRR	4 KLPX-F	4 KLPX-F	4 KWFM-AF<	4 KKLD-F	4 KNST
5	5 KWFM-AF	5 KWFM-AF	5 KLPX-F	5 KLPX-F	5 KRQQ-F	5 KKLD-F	5 KWFM-AF	5 KWFM-AF	5 KWFM-AF	5
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 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>	1 KRQQ-F>>	1 KRQQ-F	1 KRQQ-F>>	1 KLPX-F	1 KIIM-AF<	1 KIIM-AF<	1 KIIM-AF>
2 KIIM-AF	2 KIIM-AF	2 KKLD-F	2 KIIM-AF<	2 KIIM-AF	2 KLPX-F	2 KRQQ-F	2 KWFM-AF	2 KRQQ-F	2 KLPX-F
3 KLPX-F>	3 KKLD-F	3 KLPX-F	3 KKLD-F>	3 KKLD-F>	3 KUPD-F>>	3 KIIM-AF>>	3 KLPX-F>>	3 KLPX-F>	3 KWFM-AF
4 KKLD-F>>	4 KLPX-F>>	4 KIIM-AF>>	4 KWFM-AF	4 KWFM-AF>	4 KIIM-AF	4 KWFM-AF	4 KRQQ-F	4 KWFM-AF>	4 KRQQ-F
5 KWFM-AF>	5 KWFM-AF	5 KWFM-AF	5 KLPX-F	5 KLPX-F	5 KWFM-AF	5 KKLD-F	5 KKLD-F>>	5 KKLD-F	5 KKLD-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME TSA	TSA
						SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP	4 (1)	206 (2)	210 (3)	24.4	24.6	KAWV-F 103.1 Oracle	0.4/2.7/	4/ 148
AOR/CLASSIC		111 (2)	111 (2)	12.9	12.4	KJYK 1490 Tucson	0.4/3.4/	4/ 189
AC/OLDIES/SOFT ROCK	10 (1)	138 (2)	148 (3)	17.2	12.9	KVOI 690 Tucson	0.9/3.2/	9/ 174
MOR/VARIETY								
COUNTRY	12 (1)	135 (1)	147 (2)	17.1	13.0	KOY -F 95.5 Phoenix	0.5/2.0/	16/ 215
BLACK/URBAN								
BEAUTIFUL/EASY		36 (1)	36 (1)	4.2	12.1			
NEWS/TALK	60 (3)		60 (3)	7.0	9.2			
NOSTALGIA	85 (2)		85 (2)	9.9	7.3			
RELIGION/GOSPEL	9 (1)		9 (1)	1.0	0.7			
SPANISH	52 (3)		52 (3)	6.0	5.7			
CLASSICAL								
JAZZ/NEW AGE		4 (1)	4 (1)	0.5	1.9			
UNKNOWN/OTHERS								
	232 (12)	630 (9)	862 (21)					

RADIO STATIONS

KCEE, 790, 5 KW/500 W (DA-2), SEE KWFM-F								
KGVY, 1080, 1 KW (DAYS), NOSTALGIA				APR	\$ 20.00 (K & P)			Joe Crystall
KIIM, 1290, 1 KW, SEE KIIM-F								
KMRR, 1330, 2 KW/5 KW (DA-2), NOSTALGIA					\$ 19.00 (Republic)			Laurie Nelson
KJYK, 1490, 1 KW (DA-1), CONTEMP					\$ 15.00 (Christal)			Dick Stein
KNST, 940, 1 KW/250 W (DA-2), NEWS/TALK					\$ 30.00 (McGuld)	Nationwide		Clancy Woods
KQTL, 1210, 10 KW/1 KW (DA-2), HISPANIC					\$ 18.00 (Caballero)			Ernesto Portillo
KTKT, 990, 10 KW/1 KW (DA-N), TALK					\$ 18.00 (HNWH)	Lotus		Mike Madigan
KTUC, 1400, 1 KW, TALK					\$ 17.00 (Roslin)			Tom Hassey
KXEW, 1600, 2.5 KW/1 KW (DA-2), HISPANIC					\$ 15.00 (Lotus)			Rable Ortiz
KAWV-F, 103.1, 900 W @ 610, JAZZ/NAC					\$ 17.00 (Republic)	(ORACLE)		Laure Nelson
KIIM-F, 99.5, 93 KW @ 2036, COUNTRY					\$ 60.00 (Katz)			Jim Stone
KKLD-F, 94.9, 95 KW @ 1952, EZ/SOFT AC					\$ 43.00 (Christal)	Duhossois		Dick Stein
KLPX-F, 96.1, 97 KW @ 1952, AOR					\$ 40.00 (HNWH)	Lotus		Mike Madigan
KQYT-F, 92.1, 1.8KW @ 406, EZ/BTFL					\$ 16.00 (K & P)	(GREEN VALLEY)		Rick Robbin
KRQQ-F, 93.7, 94 KW @ 2032, CHR					\$ 75.00 (McGuld)	Nationwide		Clancy Woods
KWFM-F, 92.9, 93 KW @ 2036, OLDIES					\$ 50.00 (MMR)	American		Keven Mashek
KXMG-F, 98.3, 3 KW @ 202, HISPANIC					\$ 15.00 (Lotus)	(MARANA)		Pablo Ortiz

TULSA

Arbitron Rank/Pop (12+): 57/646,600

Stations: 22/20
 Diaries: 1138/568:1/57.4%
 Sample Target: 1010
 % Below Line: 0.7
 % Not Listed: 10.8

1989 Revenue: \$19,300,000
 HH Inc.: \$24,394
 Retail \$: 4.6 Bill
 Pop per Station: 32,330
 #1 Biller: KMOD-F \$3,300,000

MSA Rank/Pop: 69/730,900
 ADI # 58
 Average Person Ratings: 16.8
 Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KMOD-F (AOR)	136/12.5	10.6	9.7	12.5	10.6	11.3	183/1945	1273/19.7	23.2	18.3	13.3	145	1529	KMOD-F
2. KWEN-F (C)	119/11.0	12.4	9.5	11.0	11.7	11.0	158/2063	1430/22.1	21.0	25.4	13.1	143	1381	KWEN-F
3. KRMG (MOR)	103/9.5	10.2	9.3	8.6	9.3	9.4	116/1461	1269/19.6	21.6	19.3	9.3	102	1338	KRMG
4. KBEZ-F (EZ)	89/8.2	6.5	8.9	7.1	8.2	7.7	115/1270	941/14.6	15.5	17.1	6.1	67	853	KBEZ-F
5. KMYZ-F (CHR)	84/7.7	6.8	9.0	7.3	6.3	7.7	134/1909	1297/20.1	21.2	17.5	11.4	124	1482	KMYZ-F
6. KAYI-F (CHR)	73/6.7	8.3	7.5	8.3	9.3	7.7	108/1666	1140/17.6	20.2	21.3	9.9	108	1392	KAYI-F
7. KVOO (C)	68/6.3	8.3	7.5	7.3	7.2	7.4	115/1557	860/13.3	12.6	15.8	3.2	35	746	KVOO
8. KRAV-AF (AC)	56/5.2	6.8	6.0	5.4	4.7	5.8	64/946	819/12.7	15.0	11.3	4.8	52	786	KRAV-AF
9. KVLT-F (O)	49/4.5	4.9	6.6	5.5	4.9	5.4	77/1133	740/11.4	13.5	12.1	4.9	54	855	KVLT-F
10. KVOO-F (C)	46/4.2	2.5	3.4	4.1	4.7	3.5	61/1150	798/12.3	10.4	10.6	2.7	29	572	KVOO-F
11. KQMJ-F (AC)	37/3.4	4.3	2.7	3.7	4.1	3.5	54/953	737/11.4	8.6	9.2	4.1	45	694	KQMJ-F
12. KBLK (B)	19/1.8	1.7	1.9	1.1	1.8	1.6	22/254	204/3.2	2.9	3.1	1.9	21	213	KBLK
13. KTFX-F (C)	18/1.7	3.0	1.3	3.3	2.5	2.3	44/675	330/5.1	5.2	7.0	1.9	21	357	KTFX-F
14. KXOJ-F (REL)	17/1.6	0.9	0.9	1.8	1.2	1.3	17/280	276/4.3	4.0	2.6	1.1	12	274	KXOJ-F
15. KCMA-F (CL)	15/1.4	1.4	0.7	1.0	0.8	1.1	16/181	166/2.6	3.9	2.3	1.1	12	225	KCMA-F

12+ FM SHARE (METRO): 78.62% (761 of 968) (SPG 89: 77.26%)

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 KMOD-F	1 KMOD-F	1 KMOD-F	1 KWEN-F
2 KMYZ-F>	2 KMYZ-F	2 KWEN-F>	2 KWEN-F>	2 KWEN-F>	2 KBEZ-F	2 KWEN-F	2 KWEN-F	2 KWEN-F	2 KAYI-F>	2 KRMG
3 KMOD-F	3 KWEN-F	3 KMYZ-F	3 KRAV-AF	3 KBEZ-F	3 KWEN-F	3 KMOD-F>	3 KBEZ-F>	3 KMYZ-F	3 KMYZ-F	3 KMOD-F
4	4 KAYI-F>	4 KRAV-AF	4 KVLT-F<	4 KRAV-AF	4 KVOO >	4 KBEZ-F	4 KRMG	4 KBEZ-F<	4 KRMG <	4 KVOO
5	5 KRAV-AF	5 KAYI-F	5 KBEZ-F	5 KVLT-F<	5 KVLT-F	5 KVOO	KMYZ-F	5 KRMG	5 KWEN-F	5 KBEZ-F
6	6	6 KVLT-F	6 KMYZ-F	6 KRMG	6	6 KMYZ-F	6 KRAV-AF	6 KAYI-F	6	6
7	7	7	7	7	7	7 KRAV-AF	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 KMYZ-F>	1 KMYZ-F<	1 KRAV-AF	1 KWEN-F>	1 KWEN-F>	1 KAYI-F	1 KMOD-F>	1 KMOD-F>	1 KMOD-F>	1 KMOD-F>
2 KWEN-F	2 KWEN-F	KWEN-F	2 KMYZ-F	2 KRAV-AF	2 KMOD-F	2 KAYI-F	2 KWEN-F>	2 KWEN-F>	2 KWEN-F>
KMOD-F	3 KMOD-F	3 KMOD-F	3 KMOD-F<	3 KBEZ-F<	3 KMYZ-F>	3 KMYZ-F	3 KVOO-F	3 KAYI-F	3 KRMG
4 KAYI-F>	4 KRAV-AF>	4 KMYZ-F>	4 KRAV-AF>	4 KMOD-F	4 KWEN-F	4 KWEN-F>	KMYZ-F	4 KMYZ-F	4 KVLT-F
5 KRAV-AF>	5 KAYI-F	5 KXOJ-F	5 KBEZ-F	5 KMYZ-F	5 KVOO-F>	5 KVOO-F	KAYI-F>	5 KVLT-F	5 KBEZ-F
6 KVOO-F	6	KQMJ-F	6 KVLT-F	6 KVLT-F	6 KTOW-F	6	6 KVLT-F	6 KRMG	6 KVOO-F
7 KQMJ-F	7	7	7 KQMJ-F	KQMJ-F	KRMG >	7	KRMG	7	7
8	8	8	KAYI-F	8	8	8	8 KCMA-F>	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS	METRO CUME TSA	TSA
						SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		157 (2)	157 (2)	16.2	17.5	KAKC 1300 Tulsa	0.5/2.2/	5/146
AOR/CLASSIC		149 (2)	149 (2)	15.4	11.8	KCFO 970 Tulsa	0.6/2.7/	9/251
AC/OLDIES/SOFT ROCK	6 (2)	145 (4)	151 (6)	15.6	14.8	KREK-F 104.9 Bristol	0.6/1.8/	6/119
MOR/VARIETY	107 (2)		107 (2)	11.1	10.4	KTOW-F 102.3 Sand Springs	1.2/2.8/	14/189
COUNTRY	68 (1)	189 (4)	257 (5)	26.5	30.5			
BLACK/URBAN	19 (1)		19 (1)	2.0	2.1	KGGF 690 Coffeyville	0.4/0.9/	42/467
BEAUTIFUL/EASY		89 (1)	89 (1)	9.2	9.2	KWKL-F 106.5 Arkansas City	0.4/1.0/	12/167
NEWS/TALK								
NOSTALGIA					0.5			
RELIGION/GOSPEL	7 (1)	17 (1)	24 (2)	2.5	2.4			
SPANISH								
CLASSICAL		15 (1)	15 (1)	1.5	0.9			
JAZZ/NEW AGE								
UNKNOWN/OTHERS								
	207 (7)	761 (15)	968 (22)					

RADIO STATIONS

KBLK, 1550, 2.5 KW/350W (DA-2), BLACK	, \$ 15.00 (---)	Eddie Harris
KCFO, 970, 2.5 KW/1 KW (DA-2), RELIGION	, \$ 12.00 (---)	Ken Staley
KRMG, 740, 50 KW/25 KW (DA-2), MOR/FULL SER.	ABC I, \$ 56.00 (Katz)	Rod Krebes
KVOO, 1170, 50 KW (DA-N), COUNTRY	, \$ 50.00 (Eastman)	Mike DeMarco
KAYI-F, 106.9, 100 KW @ 1005, CHR	ABC F, \$ 44.00 (Katz)	Naragansett (MUSKOGEE)
KBEZ-F, 92.9, 100 KW @ 1318, EZ	ABC D, UNIPWR, \$ 32.00 (Christal)	WIN/ML
KCMA-F, 92.1, 2.3 KW @ 374, CLASSICAL	, \$ 20.00 (CMBS)	
KMOD-F, 97.5, 100 KW @ 1327, AOR	, \$ 70.00 (Christal)	Clear Channel
KMYZ-F, 104.5, 70 KW @ 1130, CHR	ABC R, \$ 33.00 (Banner)	Shamrock-Lynette (PAYOR)
KQMJ-F, 99.5, 100 KW @ 981, AC	, \$ 30.00 (Banner)	(HENRYETTA)
KRAV-F, 96.5, 100 KW @ 1327, AC	UNISUP, \$ 37.00 (Republic)	Gerry Swanson
KTFX-F, 103.3, 100 KW @ 1278, COUNTRY	UNIPWR, \$ 26.00 (---)	Jim VanSickle
KVLT-F, 106.1, 100 KW @ 1321, OLDIES	, \$ 31.00 (Christal)	Bill Payne
KVOO-F, 98.5, 100 KW @ 1226, COUNTRY	UNIULT, \$ N/A (Eastman)	Federated (OWASSO)
KWEN-F, 95.5, 100 KW @ 1327, COUNTRY	, \$ 68.00 (Katz)	Great Empire
		NewCity
		Rod Krebes

Miscellaneous Comments: KVOO A/F sold by Stuart to Great Empire for \$7,400,000 (E)

UTICA-ROME

Arbitron Rank/Pop (12+): 133/267,800
 MSA Rank/Pop: 150/313,100
 ADI # 159
 Average Person Ratings: 16.7
 Market TSL: 22.25 hours

Stations: 23/16
 Diaries: 625/428:1/55.9%
 Sample Target: 660
 % Below Line: 7.8
 % Not Listed: 13.4

1989 Revenue: \$7,500,000
 HH Inc.: \$26,117
 Retail \$: 2.0 Bill
 Pop per Station: 16,737
 #1 Biller: WOUR-F \$1,300,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WOUR-F (AOR)	56/12.5	9.9	13.7	---	12.5	---	64/777	647/24.2	20.2	22.5	12.1	51	572	WOUR-F
2. WRCK-F (CHR)	48/10.7	10.5	10.1	---	8.7	---	62/776	584/21.8	24.9	25.1	16.1	68	749	WRCK-F
3. WFRG-AF (C)	42/ 9.3	9.5	15.5	---	10.2	---	69/768	546/20.4	20.8	20.8	11.1	47	514	WFRG-AF
4. WUUU-F (O)	35/ 7.8	10.1	7.2	---	8.9	---	39/521	453/16.9	18.9	19.8	7.6	32	406	WUUU-F
5. WKGW-F (AC)	32/ 7.1	7.0	5.4	---	4.9	---	36/530	449/16.8	16.6	19.4	6.1	26	371	WKGW-F
WIBX (N/T)	32/ 7.1	8.8	8.1	---	11.8	---	34/560	513/19.2	21.1	18.1	5.7	26	375	WIBX
7. WLZW-F (SAC)	26/ 5.8	5.0	4.3	---	9.6	---	30/445	384/14.3	16.3	19.0	4.0	17	232	WLZW-F
8. WKLL-F (CL AOR)	23/ 5.1	---	---	---	---	---	25/469	393/14.7	0.0	0.0	11.1	47	541	WKLL-F
9. WYUT-F (BB)	15/ 3.3	4.2	4.3	---	2.9	---	15/266	244/ 7.6	9.3	9.5	0.2	1	31	WYUT-F
WUTQ (BB)	15/ 3.3	2.6	1.5	---	2.4	---	15/140	140/ 5.2	5.0	5.9	1.2	5	52	WUTQ
11. WYYY-F (AC)	10/ 2.2	1.1	1.3	---	1.3	---	16/214	133/ 5.0	4.6	5.3	1.7	7	140	WYYY-F
WTLB (O)	10/ 2.2	3.0	3.9	---	4.7	---	10/183	175/ 6.5	8.7	10.1	1.2	5	110	WTLB

12+ FM SHARE (METRO): 79.90% (310 of 388) (SPG 89: 76.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRCK-F>>	1 WOUR-F>>	1 WOUR-F>	1 WOUR-F<	1 WUUU-F	1 WFRG-AF<	1 WIBX	1 WOUR-F>	1 WOUR-F	1 WOUR-F	1 WFRG-F
2 WOUR-F	2 WRCK-F>	2 WRCK-F	2 WUUU-F	WOUR-F<	2 WIBX	2 WOUR-F<	2 WFRG-AF<	2 WRCK-F	2 WRCK-F>>	2 WYYY-F
3	3 WKLL-F	3 WFRG-AF<	3 WFRG-AF	3 WFRG-AF>	3 WUUU-F>	3 WRCK-F	3 WFRG-AF<	3 WFRG-AF<	3 WKGW-F	WIBX
4	4 WFRG-AF	4 WUUU-F	4 WRCK-F	4 WLZW-F	4 WLZW-F	4 WFRG-AF	4 WKGW-F	4 WUUU-F	4 WKLL-F	4
5	5 WKGW-F	5 WKGW-F	WKGW-F	5 WRCK-F	5 WKGW-F	5 WUUU-F	5 WLZW-F	5 WKGW-F	5	5
6	6	6	6 WLZW-F	WKGW-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 WRCK-F>>	1 WRCK-F>>	1 WRCK-F>>	1 WRCK-F	1 WUUU-F	1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F
2 WOUR-F>	2 WOUR-F	2 WKGW-F	2 WUUU-F	2 WRCK-F	2 WRCK-F	2 WFRG-AF	2 WFRG-AF	2 WFRG-AF>	2 WFRG-AF>
3 WKGW-F>	WKGW-F>	3 WYYY-F	3 WKGW-F	3 WKGW-F	3 WFRG-AF>	3 WRCK-F	WKLL-F>>	3 WUUU-F	3 WUUU-F
4 WLZW-F	4 WUUU-F	WUUU-F	4 WLZW-F	4 WLZW-F	4 WKLL-F>	4 WKLL-F	4	4 WRCK-F	4 WLZW-F
WKLL-F<	WKLL-F	WOUR-F	WKLL-F	5 WFRG-AF	5 WYYY-F	5		WKLL-F	5 WKLL-F
6 WUUU-F>	6	WKLL-F	6 WFRG-AF	WKLL-F	6	6		6	6 WKGW-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		53 (2)	53 (2)	13.7	17.2	WBRV 900 Booneville	0.4/1.6/ 5/ 97		
AOR/CLASSIC		85 (4)	85 (4)	21.9	18.4	WIBQ-F 93.5 Remsen	0.7/2.7/ 4/ 84		
AC/OLDIES/SOFT ROCK	10 (1)	108 (6)	118 (7)	30.4	20.9	WLFH 1230 Little Falls	1.8/5.9/ 11/ 202		
MOR/VARIETY	3 (1)		3 (1)	0.8	2.2	WRUN 1150 Utica/Rome	1.3/5.0/ 6/ 134		
COUNTRY	12 (3)	40 (1)	52 (4)	13.4	20.9				
BLACK/URBAN		9 (1)	9 (1)	2.3	1.2	WAQX-F 95.7 Manlius/Syracus	0.9/3.4/ 19/ 237		
BEAUTIFUL/EASY					9.2	WKFM-F 104.7 Fulton/Syracuse	0.4/4.0/ 11/ 261		
NEWS/TALK	32 (1)		32 (1)	8.2	9.2	WNTQ-F 93.1 Syracuse	1.1/3.8/ 12/ 239		
NOSTALGIA	15 (1)	15 (1)	30 (2)	7.7	8.0	WRHP-F 107.9 Syracuse	2.0/4.9/ 21/ 205		
RELIGION/GOSPEL	6 (1)		6 (1)	1.5	1.0	WSHQ-F 103.5 Coblesk	0.4/3.4/ 15/ 277		
SPANISH						WSYR 570 Syracuse	0.7/4.0/ 16/ 222		
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS					1.0				
	78 (8)	310 (15)	388 (23)						

RADIO STATIONS

WIBX, 950, 5 KW (DA-1)	NEWS/TALK	BCS, MBS, \$ 25.00 (McGuild)	Sherman Robbins
WTLB, 1310, 5 KW/500 W (DA-2)	OLDIES	ABC D,UNIULT, \$ 14.00 (Eastman)	Bruce Shoglian
WUTQ, 1550, 1 KW/3 W	EZ/NOST.	CNN, UNISUP, \$ 13.00 (Durpetti)	Larry Goldberg
WFRG-F, 96.1, 7 KW @ 600,	COUNTRY		Dan Farr
WKGW-F, 104.3, 100 KW @ 500,	AC	UNIPWR, \$ 22.00 (Ratz)	Jack Altdoerffer
WKLL-F, 94.9, 50 KW @ 280,	CLASSIC AOR		(FRANKFORT)
WLZW-F, 98.7, 25 KW @ 660,	SOFT AC		
WOUR-F, 96.9, 16 KW @ 800,	AOR	ABC F, \$ 35.00 (Durpetti)	Sherman Robbins
WRCK-F, 107.3, 50 KW @ 500,	CHR	ABC F, \$ 23.00 (Eastman)	Larry Goldberg
WUUU-F, 102.5, 27 KW @ 650,	OLDIES	UNISUP, MBS, \$ 26.00 (HNWH)	Bruce Shoglian
WYUT-F, 92.7, 3 KW @ 300,	NOSTALGIA	UNISUP,UNIULT, \$ 14.00 (K & P)	Jack Moran
			Elton Spitzer

Miscellaneous Comments: WNYZ-F changes to WLZW and format from CHR to SOFT AC...WUTQ, WOUR-F sold by Premier to Bendat for \$13,500,000 (price also included sale of WABY, WKLI-F (Albany))...

WACO

Arbitron Rank/Pop (12+): 180/161,000
 MSA Rank/Pop: 212/191,100
 Average Person Ratings: 17.3
 Market TSL: 23.0 hours

Stations: 19/9
 Diaries: 592/272:1/51.0%
 Sample Target: 550
 % Below Line: 21.5
 % Not Listed: 20.4

1989 Revenue: \$6,200,000
 HH Inc.: \$0
 Retail \$: 1.1 Bill
 Pop per Station: 17,888
 #1 Biller: NA

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume
1. KWTX-F (CHR)	46/16.5	---	19.5	---	16.0	---	77/949	544/33.8		33.1			KWTX-F
2. WACO-F (C)	27/ 9.7	---	5.3	---	5.1	---	30/470	344/21.4		16.5			WACO-F
3. KNFO-F (C)	24/ 8.6	---	8.1	---	8.4	---	39/588	312/19.4		17.0			KNFO-F
4. KJNE-F (C)	23/ 8.2	---	8.1	---	14.8	---	37/512	316/19.6		17.6			KJNE-F
5. KWTX (BB)	20/ 7.2	---	9.3	---	7.2	---	22/285	238/14.8		15.0			KWTX
6. KKDA-F (B)	18/ 6.5	---	8.9	---	10.1	---	27/278	177/11.0		12.9			KKDA-F
7. WBAP (C)	14/ 5.0	---	2.8	---	5.1	---	59/638	194/12.0		10.6			WBAP
8. KZPS-F (CL AOR)	10/ 3.6	---	1.2	---	2.1	---	13/193	101/ 6.3		7.2			KZPS-F
9. WACO (C)	9/ 3.2	---	6.1	---	8.0	---	10/188	173/10.7		18.8			WACO
10. KBTS-F (CHR)	7/ 2.5	---	2.0	---	2.1	---	67/992	175/10.9		9.7			KBTS-F
11. KRZI (O)	6/ 2.2	---	1.2	---	1.3	---	6/101	101/ 6.3		8.1			KRZI
12.													
13.													
14.													
15.													

12+ FM SHARE (METRO): 74.77% (166 of 222) (SPG 89: 69.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWTX-F>>	1 KWTX-F>>	1 KWTX-F>	1 KWTX	1 KWTX-F	1 KWTX	1 KWTX-F>	1 KWTX-F>	1 KWTX-F>	1 KWTX-F>	1 KWTX-F>>
2	2 WACO-F>	2 WACO-F	2 WACO	2 WACO-F	2 KNFO-F	2 KNFO-F	2 KJNE-F<	2 KJNE-F	2 KKDA-F	2 WBAP
3	3 KKDA-F	3 KJNE-F	3 KEYR-F	3 KJNE-F>	3 KJNE-F	3 WACO <	3 WACO-F	3 WACO-F	3 WBAP	3 KKDA-F
4	4 KZPS-F	4 KKDA-F	4 KKDA-F	4 KKDA-F	4 KWTX-F	4 WACO-F	4 KWTX	4 KNFO-F	4 WACO-F	4
5	KJNE-F	5 KNFO-F	5 KJNE-F	KNFO-F	5	KJNE-F	5	5 KWTX	5	5

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 KWTX-F>>	1 KWTX-F>>	1 KWTX-F	1 KWTX-F>>	1 KWTX-F>	1 KWTX-F>	1 KWTX-F	1 KZPS-F	1 KWTX-F>	1 KWTX-F
2 KKDA-F	2 WACO-F>	2 WACO-F>	2 WACO-F	2 WACO-F	2 WACO-F>	2 WACO-F>	WACO-F	2 WACO-F	2 WBAP
KBTS-F>	3 KJNE-F	3 KJNE-F>>	3 KJNE-F	KJNE-F>	3 KBTS-F>	3 KZPS-F	KWTX-F>	3 KKDA-F	WACO-F
4	4 KKDA-F	4 KKDA-F>>	4 KNFO-F	4 KNFO-F	4 KNFO-F>	4 KKDA-F	4 KKDA-F>	4 WBAP	4 KZPS-F
5	5	5	5	5	5	5 KNFO-F	5 WBAP >>	KZPS-F	KKDA-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		53 (2)	53 (2)	23.9	26.1	KBW 1010	Waco-Marlin 1.4/5.6/ 7/ 127
AOR/CLASSIC		10 (1)	10 (1)	4.5	2.5	KEYR-F 92.9	Marlin/Waco 1.1/6.5/ 3/ 124
AC/OLDIES/SOFT ROCK	6 (1)	3 (2)	9 (3)	4.1	9.4		
MOR/VARIETY						KKWM-F 97.9	Dallas 0.4/1.8/ 2/ 53
COUNTRY	23 (2)	75 (4)	98 (6)	44.1	23.2	KLTY-F 94.1	Ft.Worth/Dallas 0.7/4.2/ 6/ 172
BLACK/URBAN		18 (1)	18 (1)	8.1	10.8	KLUV-F 98.7	Dallas/Ft.Worth 0.7/3.3/ 8/ 128
BEAUTIFUL/EASY						KOAI-F 106.1	Denton 0.7/2.8/ 2/ 45
NEWS/TALK	3 (1)		3 (1)	1.4	10.3	KRLD 1080	Dallas 1.1/7.6/ 7/ 263
NOSTALGIA	20 (1)		20 (1)	9.0	11.3	KSCS-F 96.3	Dallas/Ft.Worth 0.4/1.8/ 9/ 151
RELIGION/GOSPEL	4 (1)	2 (1)	6 (2)	2.7	3.4		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		2 (1)	2 (1)	0.9	1.5		
UNKNOWN/OTHERS		3 (1)	3 (1)	1.4	1.5		
	56 (6)	166 (13)	222 (19)				

RADIO STATIONS

KRZI , 1580, 1 KW/500 W , Oldies UNISUP UNILT, \$10.00 (---) Van Goodall
KWTX , 1230, 1 KW , Nostalgia/MOR SMN, \$18.00 (Mc-Guild) Vic Kaspar
WACO , 1460, 1 KW (DA-N) , Country ABC E, \$14.00 (Christal) Sun Group/Sage Jerry Clemmons
KJNE-F, 102.5, 100 KW @ 550 , Country , \$27.00 (Banner) (HILLSBORO) Dale Palmer
KNFO-F, 95.5, 85 KW @ 1073 , Country UNIPWR, \$30.00 (Katz) Dave South
KWTX-F, 97.5, 100 KW @ 1569 , CHR , \$26.00 (Mc-Guild) Vic Kaspar
WACO-F, 99.9, 100 KW @ 452 , Country ABC E, \$27.00 (Christal) Sun Group/Sage Jerry Clemmons

Other ranked stations -- See Dallas or Austin

Misc. Comments: KTCS-F changes back to WACO-F and format to Country (Feb) . . .KJNE-F purchased from Moran to Hilliard... 49% of WACO, KTCS-F sold by Sage to Sungroup...49% of WGNE-F sold by Sage to Sungroup

WASHINGTON

Arbitron Rank/Pop (12+): 9/3,171,100
 MSA Rank/Pop: 6/3,774,200
 ADI # 9
 Average Person Ratings: 16.9
 Market TSL: 22.25 hours

Stations: 36/30
 Diaries: 2500/1268:1/53.1%
 Sample Target: 2150
 % Below Line: 3.1
 % Not Listed: 12.5

1989 Revenue: \$144,400,000
 HH Inc.: \$41,825
 Retail \$: 31.5 Bill
 Pop per Station: 105,703
 #1 Biller: WMZQ-AF \$14,500,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WGAY-F (EZ)	381/ 7.1	6.2	7.7	7.1	6.0	7.0	443/4978	4473/14.1	15.8	13.8	4.5	250	3294	WGAY-F
2. WPGC-F (CHR)	364/ 6.8	7.4	6.7	5.8	6.4	6.7	406/6196	5421/17.1	16.4	13.7	10.7	602	5846	WPGC-F
3. WMZQ-AF (C)	339/ 6.3	5.8	6.6	6.4	6.1	6.3	416/5530	4472/14.1	14.3	12.9	5.8	324	3845	WMZQ-AF
4. WMAL (MOR)	272/ 5.1	5.0	5.4	5.5	5.3	5.3	295/4000	3744/11.8	16.9	12.7	4.5	252	3678	WMAL
WAVA-F (CHR)	272/ 5.1	4.0	4.8	5.3	4.7	4.8	316/6412	5432/17.1	16.1	16.2	5.7	321	5543	WAVA-F
6. WKYS-F (B)	259/ 4.8	7.0	5.3	4.6	5.0	5.4	283/4411	3990/12.6	12.4	10.9	6.2	348	4658	WKYS-F
7. WASH-F (AC)	223/ 4.2	4.5	3.3	3.6	4.0	3.9	245/4049	3597/11.3	10.5	11.3	2.4	136	2118	WASH-F
8. WHUR-F (B)	208/ 3.9	3.9	3.8	4.1	3.7	3.9	225/4341	3860/12.2	12.5	11.6	4.1	229	3104	WHUR-F
WEXR-F (CL AOR)	208/ 3.9	4.3	3.7	5.2	3.8	4.3	243/4134	3600/11.4	12.2	12.4	4.6	259	3721	WEXR-F
10. WTOP (N)	205/ 3.8	3.9	3.7	4.5	4.1	4.0	235/5714	5060/16.0	15.7	15.7	3.3	184	4047	WTOP
11. WLTT-F (AC)	178/ 3.3	3.1	3.7	3.1	3.3	3.3	203/3919	3463/10.9	11.7	10.6	3.4	192	2499	WLTT-F
12. WMMJ-F (B)	176/ 3.3	3.2	2.4	3.3	2.9	3.0	177/2412	2391/ 7.5	6.3	4.4	3.2	177	1424	WMMJ-F
WGMS-F (CL)	176/ 3.3	2.5	2.4	2.7	2.7	2.7	189/2874	2673/ 8.4	8.9	8.5	2.9	161	2088	WGMS-F
14. WRQX-F (CHR)	171/ 3.2	3.4	4.0	4.7	4.2	3.8	207/5217	4200/13.2	13.5	14.2	3.9	221	4083	WRQX-F
15. WHFS-F (AOR)	157/ 2.9	3.1	1.9	1.9	2.2	2.5	200/3126	2399/ 7.6	6.0	5.3	2.5	139	2344	WHFS-F
16. WWDC-F (AOR)	156/ 2.9	2.5	3.1	2.8	3.8	2.8	280/5336	3537/11.2	13.1	14.2	4.5	251	4077	WWDC-F
17. WXTR-F (O)	152/ 2.8	3.1	3.4	3.1	3.0	3.1	181/3584	3066/ 9.7	10.7	9.8	2.7	152	2821	WXTR-F
18. WJFK-F (N/T)	117/ 2.2	1.8	2.4	2.8	2.5	2.3	122/2188	2012/ 6.3	5.6	6.7	2.7	149	1652	WJFK-F
19. WOL (B)	107/ 2.0	2.1	1.0	1.2	2.0	1.6	108/1314	1290/ 4.1	3.5	2.8	1.2	67	753	WOL
20. WJFK-F (CL AOR)	100/ 1.9	1.8	2.2	1.5	1.4	1.9	120/2842	2512/ 7.9	8.4	5.8	2.2	121	2260	WJFK-F
21. WYCB (REL)	68/ 1.3	0.9	1.2	1.5	1.3	1.2	71/940	913/ 2.9	2.5	2.6	1.4	79	894	WYCB
22. WDJY-F (B)	59/ 1.1	1.3	1.9	1.7	2.3	1.5	59/1742	1672/ 5.3	7.3	7.6	1.0	54	1399	WDJY-F
23.														
24.														
25.														

12+ FM SHARE (METRO): 80.92% (3795 of 4690) (SPG 89: 78.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPGC-F>	1 WPGC-F>	1 WPGC-F	1 WMZQ-AF	1 WMZQ-AF	1 WGAY-F>	1 WMAL	1 WGAY-F>	1 WGAY-F	1 WPGC-F	1 WPGC-F>
2 WAVA-F	2 WAVA-F<	2 WMZQ-AF	2 WKYS-F	2 WKYS-F	2 WMAL	2 WMZQ-AF<	2 WMZQ-AF	2 WPGC-F	2 WHUR-F	2 WJFK-F
3 WRQX-F>>	3 WKYS-F	3 WKYS-F	3 WASH-F<	3 WASH-F<	3 WMZQ-AF	3 WTOP <	3 WPGC-F	3 WMZQ-AF	3 WMMJ-F	3 WMAL
4	4 WMZQ-AF	4 WAVA-F	4 WPGC-F	4 WGAY-F	4 WTOP	4 WAVA-F<	4 WASH-F	4 WKYS-F<	4 WAVA-F	4 WTOP
5	5 WEXR-F<	5 WEXR-F	5 WLTT-F<	5 WPGC-F<	5 WASH-F<	5 WPGC-F<	5 WKYS-F	5 WAVA-F	5 WKYS-F	5 WAVA-F
6	6 WHFS-F	6 WASH-F	6 WHUR-F	6 WLTT-F	6 WGMS-F	6 WGAY-F<	6 WLTT-F<	6 WEXR-F	6 WRQX-F	6 WHUR-F<
7	7 WWDC-F	7 WHUR-F	7 WGAY-F	7 WHUR-F	7 WJFK-F	7 WKYS-F	7 WEXR-F	7 WMAL	7 WMAL	7 WMZQ-F
8	8	8 WLTT-F	8 WEXR-F	8 WEXR-F	8 WMMJ-F	8	8 WAVA-F	8 WASH-F	8 WGAY-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 WPGC-F>	1 WPGC-F>	1 WKYS-F	1 WPGC-F	1 WKYS-F	1 WAVA-F	1 WMZQ-AF<	1 WMZQ-AF	1 WMZQ-AF	1 WMZQ-AF>
2 WRQX-F<	2 WKYS-F<	2 WPGC-F	2 WKYS-F	2 WASH-F	2 WPGC-F	2 WPGC-F	2 WHFS-F	2 WEXR-F	2 WHUR-F<
3 WAVA-F	3 WAVA-F>	3 WAVA-F<	3 WAVA-F	3 WMZQ-AF	3 WWDC-F	3 WHFS-F	3 WEXR-F<	3 WPGC-F	3 WEXR-F<
4 WHFS-F>	4 WRQX-F<	4 WLTT-F	4 WASH-F<	4 WLTT-F<	4 WEXR-F>	4 WEXR-F	4 WPGC-F	4 WHUR-F<	4 WGAY-F<
5 WKYS-F	5 WLTT-F	5 WMZQ-AF	5 WMZQ-AF<	5 WPGC-F	5 WKYS-F	5 WAVA-F<	5 WHUR-F	5 WHFS-F	5 WTOP <
WEXR-F	6 WMZQ-AF<	6 WASH-F	6 WLTT-F>	6 WGAY-F	6 WJFK-F<	6 WWDC-F	6 WKYS-F	6 WWDC-F	6 WHFS-F
7 WHUR-F	7 WEXR-F<	7 WEXR-F	7 WGAY-F	7 WAVA-F	7 WMZQ-AF	7 WHUR-F<	7 WWDC-F	7 WKYS-F	7 WKYS-F
8 WWDC-F	8 WHFS-F	8	8 WEXR-F	8 WXTR-F	8 WJFK-F	8 WKYS-F	8 WJFK-F	8 WAVA-F	8 WGMS-F

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME TSA	TSA
								SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP	22 (1)	829 (4)	851 (5)	18.1	18.3	WFMD 930	Frederick	0.5/1.1/ 35/ 501	
AOR/CLASSIC		668 (5)	668 (5)	14.2	13.9	WFRE-F 99.9	Frederick	0.7/1.5/ 55/ 783	
AC/OLDIES/SOFT ROCK		553 (3)	553 (3)	11.8	12.4	WGMS 570	Bethesda	0.2/1.0/ 12/ 339	
MOR/VARIETY	297 (2)		297 (2)	6.3	6.6	WPFC 1580	Morningside	0.4/0.7/ 22/ 220	
COUNTRY	8 (1)	396 (3)	404 (4)	8.6	7.0	WJST 1120	Washington	0.4/1.2/ 22/ 396	
BLACK/URBAN	107 (1)	702 (4)	809 (5)	17.2	19.8	WWDC 1260	Washington	0.7/2.4/ 38/ 747	
BEAUTIFUL/EASY		434 (3)	434 (3)	9.3	7.8	WZYQ-F 103.9	Braddck Hts/Frd	0.4/1.1/ 32/ 465	
NEWS/TALK	322 (2)		322 (2)	6.9	7.7				
NOSTALGIA	38 (1)		38 (1)	0.8	1.1	WBQB-F 101.5	Fredericksburg	0.3/0.7/ 43/ 440	
RELIGION/GOSPEL	90 (2)	19 (1)	109 (3)	2.3	1.5	WFLS-F 93.3	Fredericksburg	0.8/1.8/ 92/1107	
SPANISH					0.4	WFSI-F 107.9	Annapolis	0.4/1.1/ 20/ 444	
CLASSICAL	11 (1)	176 (1)	187 (2)	4.0	3.2	WIYY-F 97.9	Baltimore	0.9/2.8/128/2043	
JAZZ/NEW AGE						WLIF-F 101.9	Baltimore	0.3/1.3/ 84/1288	
UNKNOWN/OTHERS		18 (1)	18 (1)	0.4	0.4	WPOC-F 93.1	Baltimore	0.4/1.5/137/1547	
	895 (11)	3795 (25)	4690 (36)						

RADIO STATIONS

AM STATIONS

WCPT, 730, 5 KW/20W (DA-1)	, Black	, \$ 30.00	(Group W)	Westinghouse	Bill Sherard
WDCT, 1310, 5 KW/500 W	, Religion	, \$ 28.00	(---)	Marsh	Dave Reeder
WFAX, 1220, 5 KW (DAYS)	, Religion	, \$ 20.00	(---)		Mitch Miller
WMAL, 630, 5 KW (DA-2)	, Full Service	ABC I, \$200.00	(Katz)	Cap Cities/ABC	Tom Bresnahan
WMDO, 1540, 5 KW (DAYS)	, Hispanic	, \$ 35.00	(Katz Hisp.)		Antonio Guernica
WOL, 1450, 1 KW	, Black Talk	NBN UNIULT, \$ 49.00	(K & P)	Almic	Al Liggins
WTOP, 1500, 50 KW (DA-2)	, News	CBS MBS, \$174.00	(CBS)	Chase	Michael Douglas
WWDC, 1260, 5 KW (DA-2)	, Nostalgia	UNISUP UNIULT, \$ 44.00	(Christal)		Goff Lebhar
WWRC, 980, 5 KW (DA-N)	, Talk	NBC MBS, \$ 60.00	(MMR)		Ted Dorf
WYCB, 1340, 1 KW	, Gospel	SBN, \$ 40.00	(---)		Karen Jackson

FM STATIONS

WASH, 97.1, 26 KW @ 686	, AC	UNISUP, \$111.00	(HNWH)	Chase	Michael Douglas
WAVA, 105.1, 41 KW @ 541	, CHR	, \$158.00	(HNWH)	Emmis	Alan Goodman
WCXR, 105.9, 28 KW @ 648	, Classic AOR	, \$164.00	(Group W)	Westinghouse	Bill Sherard
WDJY, 100.3, 50 KW @ 331	, Black	APR, \$ 75.00	(Mc-Guild)	United	Gary Gross
WGAY, 99.5, 21 KW @ 770	, EZ	, \$190.00	(MMR)	Greater Media	Ted Dorf
WGMS, 103.5, 46 KW @ 510	, Classical	MBS, \$130.00	(Republic)	Verstandig	Cathy Maloy
WHFS, 99.1, 47 KW @ 360	, AOR	APR, \$ 60.00	(Republic)	Duchossois	Alan Hay
					(ANNAPOLIS)
WHUR, 96.3, 24 KW @ 670	, Black	, \$104.00	(Durpetti)	Howard Univ.	Millard Watkins
WJFK, 106.7, 22 KW @ 730	, Classic AOR	ABC R, \$ 80.00	(Torbet)	Infinity	Ken Stevens
WKYS, 93.9, 25 KW @ 707	, Black	, \$192.00	(Eastman)	Albimar	Skip Finley
WLTT, 94.7, 22 KW @ 744	, AC	, \$164.00	(CBS)	CBS	Don Davis
WMMJ, 102.3, 1.4 KW @ 480	, Black Oldies	ABC E MBS, \$ 70.00	(K & P)	Almic	Cathy Hughes
WMZQ, 98.7, 50 KW @ 490	, Country	, \$255.00	(Christal)	Viacom	Paul Wilensky
WPGC, 95.5, 50 KW @ 500	, CHR/Urban	, \$160.00	(Banner)	Cook Inlet	Ben Hill
WRQX, 107.3, 36 KW @ 590	, CHR	ABC C, \$117.00	(Katz)	Cap Cities/ABC	Maureen Lesourd
WRDC, 101.1, 32 KW @ 760	, AOR	UNIPWR, \$180.00	(Christal)		Goff Lebhar
WXTR, 104.1, 50 KW @ 500	, Oldies	, \$140.00	(Mc-Guild)	Radio Ventures	Bob Longwell

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

* AC - Adult Contemporary	J/NA - Jazz and New Age
* AOR - Album Oriented Rock	M - Middle of Road, (MOR) Full Service
* B - Black (audience predominately black - over 60%)	N - News
* BB - Big Band, Nostalgia	O - Oldies (1955 to near 1988)
* C - Country	R - Religion, Christian
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary
* CL - Classical	SP - Hispanic/Spanish
* CL AOR - Classic AOR, Classic Rock	T - Talk
* E - Ethnic	U - Urban (majority of audience is non-white)
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown
* G - Gospel	

WATERLOO-CEDAR FALLS

Arbitron Rank/Pop (12+): 210/121,600

Stations: 18/9

1989 Revenue: \$3,700,000

MSA Rank/Pop: 251/146,4

Diaries: 656/185:1/65.3%

HH Inc.: \$30,923

ADI # 81 (w/Dubuque & Ced. Rap)% Below Line: 13.9

Sample Target: 550

Retail \$: .96 Bil

Average Person Ratings: 14.8

% Not Listed: 20.0

Pop per Station: 13,511

Market TSL: 19.75 hours

#1 Biller: KFMW-F \$925,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KOEL-F (C)	36/20.0	---	14.0	---	9.7	---	76/799	382/31.4		24.1	16.1	28	277	KOEL-F
2. KFMW-F (CHR)	31/17.2	---	19.2	---	19.9	---	75/1022	432/35.5		39.4	18.4	32	492	KFMW-F
3. KOKZ-F (CHR)	22/12.2	---	15.0	---	15.6	---	39/837	401/33.0		37.6	17.8	31	451	KOKZ-F
4. KWLO (AC)	11/ 6.1	---	8.9	---	13.4	---	14/308	244/20.1		23.2	8.6	15	174	KWLO
5. WMT (MOR)	9/ 5.0	---	2.3	---	5.4	---	42/634	112/ 9.2		8.5	2.3	4	115	WMT
KXEL (C)	9/ 5.0	---	3.3	---	3.2	---	21/319	123/10.1		9.7	4.0	7	129	KXEL
7. KRNA-F (AOR)	5/ 2.8	---	2.3	---	3.8	---	13/239	75/ 6.2		6.3	3.4	6	98	KRNA-F
8. WHO (MOR)	4/ 2.2	---	2.8	---	1.1	---	36/506	98/ 8.1		9.2	3.4	6	118	WHO
KWAY-F (AC)	4/ 2.2	---	3.7	---	4.3	---	6/152	131/10.8		7.8	2.3	4	110	KWAY-F

10.

12+ FM SHARE (METRO): 71.53% (103 of 144) (SPG 89: 67.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KOKZ-F	1 KFMW-F>>	1 KOEL-F<	1 KOEL-F	1 KOEL-F	1 KOEL-F>>	1 KOEL-F	1 KOEL-F	1 KFMW-F	1 KFMW-F	1 KOEL-F
2	2 KOEL-F>	2 KFMW-F>>	2 KFMW-F>>	2 KFMW-F>>	2 KXEL	2 KFMW-F	2 KFMW-F>>	2 KOEL-F>	2 KOKZ-F	2 KFMW-F>
3	3 KOKZ-F	3 KOKZ-F>	3 KOKZ-F>	3 KWLO	3 KWLO	3 KOKZ-F	3 KOKZ-F	3 KOKZ-F	3 KOEL-F	3 KWAY-F
4	4	4 KWLO	4 KWLO	KOKZ-F	4	4 KWLO	4 KXEL	4	4	4
5	5	5	5	5 KXEL	5	5	5	5	5	5

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 KFMW-F>>	1 KFMW-F>>	1 KFMW-F>>	1 KOEL-F	1 KOEL-F>	1 KFMW-F>>	1 KFMW-F>>	1 KFMW-F>	1 KFMW-F>	1 KOEL-F
2 KOEL-F	2 KOEL-F>	2 KOEL-F>>	KFMW-F>	2 KFMW-F>	2 KOKZ-F	2 KOEL-F>	2 KOEL-F>	2 KOEL-F>>	2 KFMW-F>
3 KOKZ-F>>	3 KOKZ-F	3 KOKZ-F>>	3 KOKZ-F>	3 KOKZ-F	3 KOKZ-F>>	3 KRNA-F>	3 KRNA-F>	3 KRNA-F>	3 KWLO >
4	4	4	4 KWAY	4 KXEL	4 KRNA-F	4 KOKZ-F	4 KWLO >>	4 KWLO	4 KRNA-F
5	5	5	5	5 KWLO	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		54 (3)	54 (3)	37.5	41.8		KCFI 1250 Cedar Falls/Wtr	1.1/6.8/ 2/ 85
AOR/CLASSIC		5 (1)	5 (1)	3.5	2.8		KWAY 1470 Waverly	0.6/2.4/ 3/ 35
AC/OLDIES/SOFT ROCK	11 (1)	6 (3)	17 (4)	11.8	16.9		KWOF 850 Waterloo	1.7/2.4/ 3/ 29
MOR/VARIETY	15 (3)		15 (3)	10.4	9.0			
COUNTRY	12 (3)	37 (2)	49 (5)	34.0	28.2		KKRO-F 100.7 IA City/Cdr.Rps	0.6/6.3/ 13/ 256
BLACK/URBAN							KOEL 950 Oelwein	1.1/5.3/ 43/ 483
BEAUTIFUL/EASY							KROC-F 106.9 Rochester	0.6/2.4/ 9/ 171
NEWS/TALK							KTOF-F 104.5 Cedar Rapids	0.6/2.4/ 3/ 64
NOSTALGIA							KXIA-F 101.1 Marshallville	0.6/1.8/ 17/ 241
RELIGION/GOSPEL	3 (1)	1 (1)	4 (2)	2.8	1.1		WMT -F 96.5 Cedar Rapids/IC	0.6/5.2/ 12/ 181
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS								
	41 (8)	103 (10)	144 (18)					

RADIO STATIONS

KCFI, 1250, 500 W (DA-2)	, COUNTRY	ABC D, \$ 8.00 (Roslin)	Laurie McConnell
KWLO, 1330, 5 KW (DA-2)	, AC	NBC, \$ 16.00 (McGuild)	Don Morehead
KXEL, 1540, 50 KW (DA-N)	, COUNTRY	ABC I, \$ 13.00 (Republic)	Fred Hendrickson
KFMW-F, 107.9, 100 KW @ 1804, CHR		UNIPWR, \$ 24.00 (McGuild)	Don Morehead
KOEL-F, 92.3, 100 KW @ 1000, COUNTRY		ABC E, \$ 22.00 (Banner)	Ray Leafstedt
KOKZ-F, 105.7, 100 KW @ 1403, CHR		ABC C, \$ 19.00 (Republic)	Fred Hendrickson
KWAY-F, 99.3, 3 KW @ 180, AC		, \$ 10.00 (---)	Al Suhr

OTHER RANKED STATIONS -- See Des Moines or Cedar Rapids

WEST PALM BEACH

Arbitron Rank/Pop (12+): 53/751,900

MSA Rank/Pop: 63/841,700

Average Person Ratings: 17.4
Market TSL: 23.25 hours

Stations: 36/16
Diaries: 1077/698:1/51.3%
Sample Target: 1070
% Below Line: 27.4
% Not Listed: 11.0

1989 Revenue: \$23,000,000
HH Inc.: \$39,666
Retail \$: 7.3 Bill
Pop per Station: 46,993
#1 Biller: WRMF-F \$6,000,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WEAT-AF (EZ)	211/16.2	16.8	19.3	18.7	17.5	17.8	314/3207	2020/26.9	28.9	27.4	11.2	125	1515	WEAT-AF
2. WRMF-F (AC)	131/10.0	7.0	8.5	8.4	11.5	8.5	212/2189	1354/18.0	17.4	20.2	7.8	87	1004	WRMF-F
3. WIRK-F (C)	90/ 6.9	3.7	5.4	5.3	5.4	5.3	111/1467	1041/13.8	10.9	9.9	3.9	44	482	WIRK-F
4. WJNO (N/T)	88/ 6.7	6.2	6.7	6.9	5.0	6.6	95/1265	1043/13.9	14.9	12.7	5.8	65	866	WJNO
5. WOVV-F (CHR)	60/ 4.6	5.2	4.4	3.6	3.9	4.4	119/1691	912/12.1	12.1	10.0	3.8	43	760	WOVV-F
6. WKGR-F (AOR)	48/ 3.7	2.8	3.0	3.1	1.7	3.2	115/1371	701/ 9.3	8.4	7.3	3.9	44	636	WKGR-F
7. WHQT-F (CHR)	47/ 3.6	6.0	5.9	4.7	4.5	5.1	155/1762	524/ 7.0	10.0	8.8	6.5	73	795	WHQT-F
WOLL-F (O)	47/ 3.6	2.5	2.3	2.2	1.5	2.7	51/774	633/ 8.4	5.6	4.3	2.4	27	405	WOLL-F
9. WNGS-F (SAC)	33/ 2.5	2.8	2.6	2.2	2.4	2.5	35/501	486/ 6.5	6.3	6.8	3.2	36	453	WNGS-F
10. WSHE-F (AOR)	31/ 2.4	4.2	3.2	2.5	2.0	3.1	108/1530	500/ 6.6	8.3	7.6	4.9	55	655	WSHE-F
WIOD (N/T)	31/ 2.4	2.0	2.3	2.1	2.0	2.2	122/1809	439/ 5.8	6.5	5.6	2.5	11	296	WIOD
12. WMXJ-F (O)	27/ 2.1	2.0	1.8	2.4	2.3	2.1	122/1763	362/ 4.8	7.5	6.3	1.2	13	353	WMXJ-F
13. WZTA-F (AOR)	24/ 1.8	1.8	1.8	1.5	2.4	1.7	90/1150	356/ 4.7	5.6	6.3	3.8	42	516	WZTA-F
WEDR-F (B)	24/ 1.8					0.4	89/723	217/ 2.9	0.0	0.0	2.0	22	626	WEDR-F
15. WHYI-F (CHR)	22/ 1.7	1.5	2.3	2.7	2.2	2.0	152/2380	565/ 7.5	9.4	9.9	2.0	22	626	WHYI-F
16. WPBR (T)	20/ 1.5	0.6	1.2	0.7	2.1	1.0	21/288	257/ 3.4	4.8	5.1	1.7	19	260	WPBR

12+ FM SHARE (METRO): 77.86% (904 of 1161) (SPG 89: 79.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOVV-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 WJNO
2 WHQT-F>	2 WKGR-F	2 WKGR-F	2 WKGR-F<	2 WIRK-F	2 WJNO	2 WRMF-F	2 WRMF-F>	2 WRMF-F>	2 WJNO	WEAT-F
3 WHYI-F	3 WOVV-F	3 WIRK-F	3 WIRK-F	3 WKGR-F	3 WIRK-F	3 WJNO	3 WIRK-F	3 WIRK-F<	3 WRMF-F	3 WIOD >>
4	4 WHQT-F	4 WOVV-F	4 WOLL-F	4 WOLL-F>	4 WRMF-F>	4 WIRK-F>	4 WJNO	4 WJNO	4 WOVV-F<	4 WPBR <
5	5 WSHE-F	WOLL-F	5	5 WEAT-AF	5 WOLL-F	5 WOVV-F	5 WKGR-F	5 WOVV-F	5 WEDR-F	5 WSHE-F
6	6	6	6	6	6	6	6	6	6	6
7	7	7	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 WHQT-F	1 WRMF-F>>	1 WRMF-F>>	1 WRMF-F>>	1 WRMF-F>>		1 WOVV-F>	1 WKGR-F	1 WKGR-F>	1 WRMF-F	1 WRMF-F
2 WRMF-F>	2 WHQT-F>	2 WIRK-F	2 WHQT-F	2 WIRK-F>		2 WEOR-F	2 WRMF-F	2 WRMF-F	2 WKGR-F>	2 WKGR-F
3 WOVV-F>	3 WOVV-F	3 WOVV-F	3 WIRK-F	3 WEAT-AF		3 WSHE-F<	3 WOVV-F	3 WZTA-F	3 WIRK-F	3 WIRK-F
4 WSHE-F	4 WIRK-F	WKGR-F	4 WOVV-F	WOLL-F>		4 WRMF-F>	4 WSHE-F	4 WSHE-F>	4 WOVV-F	4 WOLL-F
5	5 WKGR-F	5 WHQT-F	WOLL-F	5 WHQT-F		5 WQBA-F	5 WZTA-F	5 WOVV-F	WOVV-F	5 WZTA-F
6	6	6	6	6		6 WHQT-F	6	6	6	6
7	7	7	7	7		7 WKGR-F	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		151 (5)	151 (5)	13.0	8.1	WDBF	1420	Oelray Bch/W.P.	0.7/1.7/	9/ 172
AOR/CLASSIC		114 (4)	114 (4)	9.8	8.2	WPOM	1600	Riviera Bch/WPl	1.1/3.5/	14/ 261
AC/OLDIES/SOFT ROCK		276 (7)	276 (7)	23.8	25.5	WSBR	740	Boca Rtn/WPlmBc	0.9/3.2/	17/ 457
MOR/VARIETY	9 (1)		9 (1)	0.8		WSWN	900	Belle Glade	1.2/2.9/	22/ 354
COUNTRY		105 (2)	105 (2)	9.0	8.0	WTRU-F	99.5	Jupiter	0.5/2.3/	6/ 206
BLACK/URBAN	60 (4)	24 (1)	84 (5)	7.2	8.6	WYFX	1040	Boynton Bch/Mia	1.4/3.1/	35/ 520
BEAUTIFUL/EASY	13 (1)	209 (2)	222 (3)	19.1	24.0					
NEWS/TALK	175 (6)		175 (6)	15.1	12.3	WAXY-F	105.9	Ft. Lauderdale	0.5/3.8/	91/1672
NOSTALGIA					2.1	WFLC-F	97.3	Miami/Ft.Laud.	0.8/3.7/	62/1428
RELIGION/GOSPEL					0.9	WINZ	940	Miami	1.0/3.1/	105/1573
SPANISH		8 (1)	8 (1)	0.7		WJQY-F	106.7	Ft. Lauderdale	1.3/3.6/	131/1582
CLASSICAL		11 (1)	11 (1)	0.9	1.8	WKIS-F	99.9	Boca Raton	1.1/4.3/	158/1896
JAZZ/NEW AGE						WLVE-F	93.9	Miami Beach	1.1/3.1/	67/1179
UNKNOWN/OTHERS		6 (1)	6 (1)	0.5	0.6	WLYF-F	101.5	Miami	0.8/3.9/	190/2251
	257 (12)	904 (24)	1161 (36)			WNWS	790	South Miami	0.8/2.0/	66/1060
						WPOW-F	96.5	Miami/Ft Ldrdle	1.3/4.6/	98/1471
						WQBA-F	107.5	Miami	0.6/1.0/	17/ 229
						WRBD	1470	Pompano Beach	0.9/1.3/	23/ 365
						WTMI-F	93.1	Miami/Ft Ldrdle	0.8/3.2/	58/1216
						WZZR-F	92.7	Stuart/PtStLuci	0.4/2.3/	29/ 590

RADIO STATIONS

WEAT, 850, 5 KW/1 KW (DA-2)	, SEE WEAT-F	, \$								
WJNO, 1230, 1 KW	, NEWS/TALK		CBS, ABC E,	\$ 55.00 (Banner)		Fairbanks				George Mills
WPBR, 1340, 1 KW	, TALK		SOURCE,	\$ 19.00 (Eastman)						Arnold Lampert
WPOM, 1600, 1 KW (DA-1)	, BLACK			\$ 23.00 (Republic)						Steve Nettore
WYFX, 1040, 25 KW/1 KW (DA-2)	, BLACK		SBN,	\$ 18.00 (K & P)						Gary Lewis
WEAT-F, 104.3, 56 KW @ 1250, EZ				\$ 80.00 (Katz)		Taylor				Jim Connor
WIRK-F, 107.9, 100 KW @ 340, COUNTRY				\$ 60.00 (HNWH)		Price				Alan Chapman
WKGR-F, 98.7, 100 KW @ 1380, AOR			UPI,	\$ 43.00 (HNWH)				(FORT PIERCE)		Garrett Claney
WNGS-F, 92.1, 2.2 KW @ 378, SOFT AC				\$ 30.00 (Eastman)						Marc Telsay
WOLL-F, 94.3, 1.4 KW @ 481, OLDIES				\$ 37.00 (Republic)		Lappin				Martin Perrone
WOVV-F, 95.5, 100 KW @ 982, CHR			SOURCE,	\$ 40.00 (McGullid)				(FORT PIERCE)		Mark Kanak
WRMF-F, 97.9, 100 KW @ 1350, AC				\$ 115.00 (Banner)		Fairbanks				Gary Mills

OTHER RANKED STATIONS -- See Miami...NOTE: WPOM was determined by Arbitron to have engaged in a "special station activity. Basically WPOM used on-air, "write it down" announcements. WIRA, WOVV-F sold by Roth to Ardman for \$8,900,000 (Richards)...

WHEELING

Arbitron Rank/Pop (12+): 191/146,200

Stations: 15/9
Diaries: 660/222:1/62.6%
Sample Target: 580
% Below Line: 6.2
% Not Listed: 10.8

1989 Revenue: \$7,300,000
HH Inc.: \$23,216
Retail \$: 1.16 Bill
Pop per Station: 16,244
#1 Biller: WWVA/WOVK-F \$2,700,000

MSA Rank/Pop: 229/168,900
ADI # 137 (w/Steubenville)
Average Person Ratings: 16.5
Market TSL: 22.25 hours

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WOMP-F (CHR)	45/18.7	---	23.6	---	25.8	---	88/1106	554/37.9	42.1		30.4	72	550	WOMP-F
2. WOVK-F (C)	30/12.4	---	12.6	---	10.1	---	59/603	339/23.2	26.5		12.2	29	378	WOVK-F
3. WWVA (C)	28/11.6	---	12.6	---	14.5	---	48/705	365/25.0	26.9		8.9	21	419	WWVA
4. WKWK-F (AC)	26/10.8	---	8.9	---	10.1	---	37/434	285/19.5	16.8		9.7	23	263	WKWK-F
5. WEGW-F (O)	24/10.0	---	8.5	---	12.5	---	38/511	309/21.1	19.1		16.9	40	464	WEGW-F
6. WHLX-F (EZ)	21/ 8.7	---	0.4	---	1.6	---	27/294	210/14.4	6.7		1.3	3	99	WHLX-F
7. WBBB (BB)	10/ 4.1	---	4.5	---	---	---	14/164	133/ 9.1	8.0		2.5	6	108	WBBB
8. WOMP (N/T)	9/ 3.7	---	6.1	---	7.7	---	9/189	163/11.1	9.1		3.4	8	167	WOMP
9. WKWK (O)	7/ 2.9	---	2.0	---	3.6	---	7/141	127/ 8.7	10.2		1.3	3	53	WKWK

12+ FM SHARE (METRO): 74.88% (161 of 215) (SPG 89: 68.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOMP-F>>	1 WOMP-F	1 WOMP-F>	1 WOMP-F	1 WOMP-F	1 WWVA	1 WOMP-F	1 WOMP-F	1 WOMP-F	1 WOMP-F>>	1 WOVK-F>
2 WEGW-F	2 WEGW-F>	2 WOVK-F	2 WKWK-F	2 WOVK-F	2 WHLX-F	2 WWVA	2 WOVK-F	2 WOVK-F>	2 WOVK-F>	2 WKWK-F
3	3 WKWK-F	WKWK-F	3 WOVK-F	WKWK-F	3 WOVK-F>	3 WOVK-F	WOVK-F	3 WWVA	3 WEGW-F	3 WEGW-F
4	4 WOVK-F	4 WEGW-F	4 WEGW-F	4 WEGW-F	4 WOMP-F	4 WKWK-F	WKWK-F	4 WEGW-F	4 WKWK-F	4 WWVA
5	5	5	5 WWVA	5 WWVA	5 WOMP	5 WEGW-F	5 WKWK-F	5 WEGW-F	5 WKWK-F	5 WOMP-F
6	6	6	6	6	6	6	6 WHLX-F	6 WHLX-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 WOMP-F>>	1 WOMP-F	1 WKWK-F	1 WOMP-F	1 WOMP-F	1 WOVK-F	1 WEGW-F	1 WEGW-F>>	1 WOMP-F	1 WOMP-F
2 WKWK-F	2 WKWK-F>	2 WOMP-F>	2 WKWK-F>	WKWK-F	WOMP-F>	2 WOMP-F>	2 WOMP-F>>	2 WEGW-F	2 WEGW-F
3 WOVK-F	3 WEGW-F	3 WEGW-F>	3 WOVK-F>	3 WOVK-F	3 WEGW-F>>	3 WOVK-F	3 WWVA	3 WOVK-F>>	3 WOVK-F>
4 WEGW-F>	4 WOVK-F	4 WOVK-F>	4 WEGW-F	4 WWVA >	4 WDVE-F	4	WOVK-F	4 WWVA	4 WWVA
5 WDVE-F>	5	5 WWVA >>	5	5 WEGW-F	5	5	WKWK-F>>	WKWK-F	5 WKWK-F
6 WWSW-F	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		47 (3)	47 (3)	21.9	37.4			
AOR/CLASSIC		5 (1)	5 (1)	2.3	2.3	WBZZ-F	93.7	Pittsburgh 0.4/1.7/ 7/ 193
AC/OLDIES/SOFT ROCK	7 (1)	57 (4)	64 (5)	29.8	5.6	WDVE-F	102.5	Pittsburgh 2.1/5.9/ 14/ 261
MOR/VARIETY					2.3	WLTJ-F	92.9	Pittsburgh 0.8/1.9/ 8/ 105
COUNTRY	28 (1)	30 (1)	58 (2)	27.0	29.0	WRKY-F	103.5	Steubnvl/wheelng 0.4/5.5/ 23/ 489
BLACK/URBAN						WSHH-F	99.7	Pittsburgh 0.4/2.0/ 10/ 129
BEAUTIFUL/EASY		22 (2)	22 (2)	10.2	10.7	WWSW-F	94.5	Pittsburgh 2.1/4.2/ 24/ 295
NEWS/TALK	9 (1)		9 (1)	4.2	7.0			
NOSTALGIA	10 (1)		10 (1)	4.7	5.1			
RELIGION/GOSPEL								
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS					0.5			
	54 (4)	161 (11)	215 (15)					

RADIO STATIONS

WBBB, 1600, 5 KW/33 W	, NOSTALGIA	CBS, UNISUP, \$	(Christal)	Burbach	Ben Bain
WKWK, 1400, 1 KW	, OLDIES	UNISUP, UNIULT, \$	(HNWH)	CR	Ross Felton
WOMP, 1290, 1 KW/33 W	, NEWS/TALK	UNISUP, ABC T, \$	(Katz)	Baum	Mike Alodi
WWVA, 1170, 50 KW (DA-N)	, COUNTRY	ABC I, \$	(McGuld)	Osborn	Larry Anderson
WEGW-F, 107.5, 16 KW @ 879,	OLDIES	CBS, \$	(Christal)	Burbach	Ben Bain
WHLX-F, 105.5, 3 KW @ 313,	EZ	, \$	(---)	(BETHLEHEM)	Tom Schlosser
WKWK-F, 97.3, 50 KW @ 420,	AC	MBS, ABC I, \$	(HNWH)	CR	Ross Felton
WOMP-F, 100.5, 48 KW @ 500,	CHR	UNIPWR, \$	(Katz)	Baum	Mike Alodi
WOVK-F, 98.7, 50 KW @ 390,	COUNTRY	, \$	(McGuld)	Osborn	Larry Anderson

Miscellaneous Comments: WEEL-F changes to WKWK-F and format from EZ to AC (Jan)...WZMM-F changes to WEGW-F and format from AC to OLDIES (Dec 89)...WHLX-F changed to EZ...

WICHITA

Arbitron Rank/Pop (12+): 87/396,100

Stations: 17/17
Diaries: 744/532:1/54.5%
Sample Target: 790
% Below Line: 0.0
% Not Listed: 11.0

1989 Revenue: \$17,000,000
HM Inc.: \$30,955
Retail \$: 3.2 Bill
Pop per Station: 23,300
#1 Biller: KFDI-AF \$5,000,000

MSA Rank/Pop: 102/484,400

ADI # 61

Average Person Ratings: 14.6

Market TSL: 19.50 hours

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KKRD-F (CHR)	77/13.3	14.9	15.0	13.8	15.9	----	105/1519	1079/27.2	29.1	29.1	13.2	86	1034	KKRD-F
2. KFDI-F (C)	64/11.0	9.9	8.6	9.5	12.6	----	83/1122	858/21.7	18.7	18.2	10.0	65	1066	KFDI-F
3. KZSN-F (C)	50/8.6	9.7	9.3	11.6	7.6	----	99/1119	728/18.4	17.5	16.5	8.9	58	694	KZSN-F
4. KOEZ-F (EZ)	46/7.9	6.5	6.9	5.5	5.7	----	56/608	441/11.1	11.3	12.9	3.4	22	293	KOEZ-F
5. KRBB-F (AC)	41/7.1	3.7	1.8	1.3	1.9	----	49/571	462/11.7	7.0	5.7	6.5	42	426	KRBB-F
KICT-F (AOR)	41/7.1	7.0	7.4	7.8	7.1	----	56/779	582/14.7	17.2	15.6	9.2	60	922	KICT-F
7. KFDI (C)	39/6.7	7.9	5.8	7.6	7.4	----	59/922	633/16.0	16.5	14.6	6.0	39	564	KFDI
8. KEYN-F (O)	38/6.6	5.4	6.2	7.5	7.3	----	44/802	658/16.6	15.1	22.2	4.9	32	539	KEYN-F
9. KRZZ-F (CL AOR)	28/4.8	4.6	3.9	3.0	2.2	----	30/451	423/10.7	11.5	11.2	7.7	50	542	KRZZ-F
10. KXKL-F (AC)	26/4.5	7.0	7.4	8.0	5.5	----	34/574	446/11.3	16.9	18.2	4.0	26	357	KXKL-F
11. KNSS (N/T)	22/3.8	3.5	3.3	1.8	2.2	----	23/413	397/10.0	9.4	10.2	3.8	25	311	KNSS
12. KBUZ-F (B)	16/2.8	2.4	0.4	1.3	2.4	----	17/305	274/6.9	6.3	1.4	9.1	59	590	KBUZ-F
13. KFH (O)	9/1.6	1.3	0.4	1.0	4.8	----	14/277	199/5.0	4.9	1.8	1.1	7	276	KFH
14. KWKL-F (O)	8/1.4	2.2	4.9	2.7	2.9	----	14/265	189/4.8	5.4	11.1	0.9	6	140	KWKL-F
15. KZSN (C)	6/1.0	2.2	3.3	4.0	4.0	----	8/266	201/5.1	6.7	7.3	0.9	6	86	KZSN

12+ FM SHARE (METRO): 84.30% (435 of 516) (SPG 89: 80.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRD-F	1 KKRD-F<	1 KKRD-F	1 KZSN-F	1 KZSN-F	1 KFDI-F	1 KKRD-F	1 KFDI-F<	1 KKRD-F	1 KKRD-F>>	1 KFDI-F>
2	2 KICT-F>	2 KICT-F<	2 KRBB-F	2 KRBB-F<	2 KOEZ-F	2 KFDI-F	2 KRBB-F	2 KFDI-F	2 KFDI-F	2 KICT-F
3	3 KZSN-F	3 KZSN-F	3 KEYN-F	3 KFDI-F	3 KFDI	3 KFDI	3 KOEZ-F	3 KZSN-F	3 KICT-F	3 KKRD-F
4	4 KRZZ-F	4 KRBB-F	4 KFDI	4 KEYN-F	4 KZSN-F>	4 KOEZ-F	4 KKRD-F	4 KRBB-F	4 KZSN-F	4 KRZZ-F
5	5 KRBB-F	5 KEYN-F>	5 KKRD-F	5 KKRD-F	5 KRBB-F	5 KZSN-F	5 KZSN-F	5 KICT-F<	5 KRZZ-F<	5 KZSN-F
6	6 KEYN-F	6 KFDI-F	6 KXKL-F	6 KOEZ-F	6 KEYN-F	6 KICT-F	6 KEYN-F<	6 KEYN-F<	6 KOEZ-F	6
7	7	7	7	7 KXKL-F	7	7 KRBB-F	7 KICT-F	7 KOEZ-F	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 KKRD-F>>	1 KKRD-F>	1 KRBB-F	1 KKRD-F	1 KZSN-F	1 KICT-F>>	1 KICT-F>>	1 KICT-F	1 KICT-F>	1 KEYN-F
2 KICT-F>	2 KRBB-F	2 KZSN-F>	2 KZSN-F	2 KRBB-F	2 KKRD-F	2 KRZZ-F	2 KZSN-F	2 KEYN-F	2 KFDI-F
3 KZSN-F	3 KZSN-F>	3 KRZZ-F	3 KRBB-F>	3 KKRD-F	3 KRZZ-F>>	KKRD-F	3 KXKL-F	3 KKRD-F	3 KZSN-F
KRBB-F	4 KRZZ-F	4 KRZZ-F	4 KEYN-F	4 KFDI	4 KNSS >>	4 KZSN-F	4 KEYN-F	4 KZSN-F	4 KXKL-F
KEYN-F	KICT-F	KFDI-F>	5 KFDI-F	5 KOEZ-F	5 KZSN-F	5 KEYN-F	5 KRZZ-F	5 KRZZ-F	5 KRBB-F
KBUZ-F	6 KEYN-F	6 KXKL-F	6	6 KEYN-F	6 KZSN-F	6 KXKL-F	6 KKRD-F	6 KRBB-F	6 KICT-F
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER	RATED	STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA
TOP 40/CHR/CONTEMP		77 (1)	77 (1)	14.9	23.9	KQAM	1410	Wichita	0.3/4.8/	7/ 207
AOR/CLASSIC		69 (2)	69 (2)	13.4	12.7	KSGL	900	Wichita	0.5/3.1/	4/ 151
AC/OLDIES/SOFT ROCK	11 (2)	113 (4)	124 (6)	24.0	16.5					
MOR/VARIETY										
COUNTRY	45 (2)	114 (2)	159 (4)	30.8	27.4					
BLACK/URBAN		16 (1)	16 (1)	3.1	0.4					
BEAUTIFUL/EASY		46 (1)	46 (1)	8.9	7.8					
NEWS/TALK	22 (1)		22 (1)	4.3	3.8					
NOSTALGIA					3.8					
RELIGION/GOSPEL	3 (1)		3 (1)	0.6	1.8					
SPANISH										
CLASSICAL										
JAZZ/NEW AGE					2.0					
UNKNOWN/OTHERS										
	81 (6)	435 (11)	516 (17)							

RADIO STATIONS

KFDI, 1070, 10 KW/1 KW (DA-N), COUNTRY	ABC E, \$ 40.00 (Torbet)	Great Empire	Mike Lynch
KFH, 1330, 5 KW (DA-N), OLDIES	CBS, MBS, \$ 15.00 (Banner)	Midcontinent	Gary Dick
KNSS, 1240, 1 KW, TALK	MBS, ABC T, \$ 18.00 (Durpetti)		Mike Cutchell
KQAM, 1410, 5 KW/1 KW (DA-2), OLDIES	UNISUP, UNIULT, \$ 16.00 (Eastman)		Lisa Allen
KBUZ-F, 99.1, 42 KW @ 515, BLACK	SBN, \$ 17.00 (---)	(EL DORARDO)	R. Wright
KFDI-F, 101.3, 100 KW @ 1140, COUNTRY	CBS, MBS, \$ 60.00 (Torbet)	Great Empire	Mike Oatman
KICT-F, 95.1, 100 KW @ 1027, AOR	ABC R, \$ 38.00 (McGuild)	Lakoduk	Dick Hinshaw
KKRD-F, 107.3, 100 KW @ 860, CHR	, \$ 47.00 (HNWH)		Ron Shannon
KOEZ-F, 92.3, 100 KW @ 640, EZ	UNIULT, \$ 26.00 (Roslin)	(NEWTON)	Gordon Anderson
KEYN-F, 103.7, 100 KW @ 1032, OLDIES	, \$ 38.00 (Eastman)		Lisa Allen
KRBB-F, 97.9, 100 KW @ 993, AC	, \$ 32.00 (Republic)		Gene Rump
KRZZ-F, 96.3, 50 KW @ 500, CLASSIC AOR	, \$ 25.00 (Durpetti)	(DERBY)	Mike Cutchell
KWKL-F, 106.5, 100 KW @ 1280, OLDIES	, \$ 18.00 (K & P)	(ARKANSAS CITY)	Mike Bell
KXKL-F, 105.3, 100 KW @ 993, AC	APR, \$ 40.00 (Banner)	Midcontinent	Gary Dick
KZSN-F, 102.1, 100 KW @ 1032, COUNTRY	, \$ 44.00 (Katz)	Southern Skies	Jim Worthington
		(HUTCHINSON)	

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 60/627,500
 MSA Rank/Pop: 68/735,900
 Average Person Ratings: 18.5
 Market TSL: 24.50 hours

Stations: 34/25
 Diaries: 1173/535:1/61.1%
 Sample Target: 1000
 % Below Line: 6.8
 % Not Listed: 14.2

1989 Revenue: \$15,200,000
 HH Inc.: \$24,373
 Retail \$: 4.7 Btl
 Pop per Station: 25,100
 #1 Biller: WKRZ-F \$2,800,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WKRZ-F (CHR)	198/17.1	15.5	13.4	14.9	13.3	15.2	224/2492	2092/33.3	33.2	32.6	21.3	211	2241	WKRZ-F
2. WEZX-F (AOR)	87/ 7.5	7.9	8.0	6.1	7.1	7.4	100/864	735/11.7	14.8	14.7	3.1	80	916	WEZX-F
WARM (MOR)	87/ 7.5	6.4	5.5	7.6	5.8	6.8	88/1180	1141/18.2	17.5	17.3	5.6	56	799	WARM
4. WNAK (BB)	52/ 4.5	6.3	8.6	7.3	8.7	6.7	52/505	505/ 8.0	9.4	9.5	3.3	33	372	WNAK
5. WMGS-F (AC)	50/ 4.3	5.1	4.9	3.5	5.4	4.4	53/748	641/10.2	11.6	14.8	6.1	61	573	WMGS-F
6. WWRB-F (CHR)	42/ 3.6	3.3	2.9	4.6	3.3	3.6	42/682	682/10.9	11.3	14.0	3.9	39	858	WWRB-F
7. WDLF-F (C)	40/ 3.5	2.5	2.4	2.2	---	2.7	45/377	329/ 5.2	4.9	0.0	2.2	22	364	WDLF-F
8. WEJL (BB)	39/ 3.4	2.4	4.9	4.0	2.8	3.7	39/452	436/ 6.9	9.9	7.2	2.4	24	283	WEJL
9. WWSH-F (EZ)	36/ 3.1	3.2	5.3	4.0	5.4	3.9	42/694	537/ 8.6	10.2	12.3	3.4	34	378	WWSH-F
10. WSGD-F (O)	33/ 2.8	2.3	1.8	3.4	2.7	2.6	36/391	309/ 4.9	7.1	6.5	3.8	38	348	WSGD-F
11. WHLM-F (AC)	29/ 2.5	1.8	1.8	2.6	1.8	2.2	38/563	321/ 5.1	5.1	6.4	2.4	24	365	WHLM-F
WEAY-F (O)	29/ 2.5	2.3	1.8	2.0	2.2	2.2	31/395	381/ 6.1	4.7	6.6	1.2	12	258	WEAY-F
13. WGBI-F (AC)	28/ 2.4	2.5	2.8	2.6	2.9	2.6	33/613	497/ 7.9	10.2	9.5	2.3	23	319	WGBI-F
14. WBAX (BB)	27/ 2.3	1.4	1.8	1.1	2.1	1.6	27/274	274/ 4.4	4.4	4.0	1.1	11	179	WBAX
15.														

12+ FM SHARE (METRO): 69.01% (686 of 994) (SPG 89: 65.73%)

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 WARM	1 WKRZ-F>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>	1 WARM >>
2 WWRB-F>>	2 WEZX-F>	2 WEZX-F>>	2 WEZX-F>	2 WEZX-F>	2 WKRZ-F	2 WARM >	2 WEZX-F>	2 WEZX-F>	2 WEZX-F>	2 WKRZ-F
3	3 WWRB-F	3 WMGS-F	3 WMGS-F	3 WMGS-F<	3 WNAK >	3 WEZX-F>	3 WARM <	3 WARM <	3 WARM <	3 WEZX-F>
4	4 WMGS-F	4 WSGD-F	4 WSGD-F	4 WARM	4 WEJL	4 WMGS-F	4 WNAK	4 WMGS-F	4 WWRB-F>	4
5	5	5 WWRB-F	5 WARM	5 WSGD-F	5 WWSH-F	5 WEJL	5 WMGS-F	5 WDLF-F	5 WICK	5
6	6	6	6 WEAY-F	6 WDLF-F	6 WDLF-F	6 WNAK	6 WEJL	6	6 WEAY-F	6
									WDLF-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 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F	1 WEZX-F>>	1 WEZX-F>>	1 WEZX-F>	1 WEZX-F>
2 WWRB-F	2 WEZX-F	2 WMGS-F>	2 WMGS-F>	2 WMGS-F	WEZX-F>>	2 WKRZ-F>>	2 WKRZ-F>>	2 WKRZ-F>	2 WKRZ-F
3	3 WMGS-F	3 WEZX-F	3 WEZX-F	3 WARM >	3 WZZO-F	3	3	3 WSGD-F>	3 WSGD-F>
4 WGBI-F>	4 WWRB-F	4 WEAY-F>	4 WWRB-F	4 WDLF-F	4 WWRB-F>	4	4	4 WZZO-F	4 WARM
5	5	5	5	5 WEAY-F	5	5	5	5 WWRB-F	5 WMGS-F
6	6	6	6	6	6	6	6	6 WARM	6 WDLF-F

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS			METRO CUME	TSA	TSA
						SHARE/RTG/AQH/CUME			SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		266 (4)	266 (4)	26.8	24.0	WARD 1550	Pittston	1.9/5.7/ 22/ 369			
AOR/CLASSIC		114 (4)	114 (4)	11.5	10.6	WCDL 1440	Carbondale	0.6/1.1/ 12/ 105			
AC/OLDIES/SOFT ROCK		212 (9)	212 (9)	21.3	22.0	WCNR 930	Bloomsburg	0.5/1.5/ 7/ 118			
MOR/VARIETY	107 (3)		107 (3)	10.8	9.0	WGBI 910	Scranton/Wl.Br.	0.9/2.9/ 12/ 206			
COUNTRY	17 (2)	48 (2)	65 (4)	6.5	4.3	WICK 1400	Scranton	1.4/3.0/ 16/ 200			
BLACK/URBAN						WILK 980	Wilkes-Barre/Sc	1.0/5.2/ 12/ 366			
BEAUTIFUL/EASY	16 (1)	46 (2)	62 (3)	6.2	10.2	WQEQ-F 103.1	Freeland/Hzlton	0.6/2.0/ 12/ 178			
NEWS/TALK	40 (3)		40 (3)	4.0	3.1	WSBG-F 93.5	Stroudsburg	1.3/3.8/ 17/ 273			
NOSTALGIA	118 (3)		118 (3)	11.9	15.7	WSCP 1320	Scranton	0.9/1.2/ 10/ 78			
RELIGION/GOSPEL	10 (1)		10 (1)	1.0		WVPO 840	Stroudsburg	1.1/1.8/ 13/ 113			
SPANISH						WDLF-F 104.9	Scranton	1.6/3.8/ 20/ 246			
CLASSICAL											
JAZZ/NEW AGE						WABC 770	New York	0.5/1.4/ 11/ 153			
UNKNOWN/OTHERS					1.1	WFMZ-F 100.7	Allentown	0.9/2.8/ 16/ 291			
						WHXT-F 99.9	Easton/Allentwn	0.9/3.8/ 17/ 409			
						WILQ-F 105.1	Williamsport	0.7/1.8/ 26/ 345			
						WKSJ-F 102.7	Williamsport	0.7/1.5/ 59/ 599			
						WLEV-F 96.1	Easton	0.8/2.8/ 16/ 310			
						WPDH-F 101.5	Poughkeepsie	0.5/1.4/ 7/ 130			
						WYSP-F 94.1	Philadelphia	0.3/1.2/ 5/ 151			
						WZZO-F 95.1	Bethlehem	1.5/4.3/ 46/ 551			
	308 (13)	686 (21)	994 (34)								

RADIO STATIONS

WARD ,	1550,	10 KW/500 W (DA-2),	Talk	APR ABC T,	\$13.00	(Savalli)		Jim Ward
WARM ,	590,	5 KW (DA-2)	, MOR/Full Service	NBC,	\$42.00	(Mc-Guild)	Susquehanna	Phil Condron
WBAX ,	1240,	1 KW	, Nostalgia	CNN UNISUP,	\$15.00	(Torbet)		Richard Maley
WEJL ,	630,	500 W (DAYS)	, Nostalgia/MOR	ABC I UNISUP,	\$19.00	(Christal)	Shamrock-Lynett	Jim Davey
WGBI ,	910,	1 KW/500 W	, Country	CBS,	\$13.00	(Torbet)		Madge Holcomb
WICK ,	1400,	1 KW	, EZ	ABC D,	\$13.00	(Roslin)		Doug Lane
WILK ,	980,	5 KW/1 KW (DA-2)	, Talk	CNN ABC E,	\$16.00	(Katz)	Keymarket	George Gilbert
WNAK ,	730,	1 KW/38 W	, Nostalgia	NBC,	\$25.00	(K & P)		Robert Neilson
WDLS-F,	93.7,	.8 KW @ 679	, Country	CNN UNISUP,	\$15.00	(---)		Ron Schacht
WEAY-F,	92.1,	.7 KW @ 552	, Oldies	CNN UNISUP,	\$17.00	(Torbet)		Bob Maley
WEZX-F,	107.1,	.2 KW @ 1267	, AOR	ABC R,	\$37.00	(Christal)	Shamrock-Lynett	Jim Davey
WGBI-F,	101.3,	7 KW @ 1110	, AC	RADRAD,	\$22.00	(Torbet)		Madge Holcomb
WHLM-F,	106.5,	36 KW @ 579	, AC	UNIULT,	\$18.00	(Banner)	(BLOOMSBURG)	Bob Sweppenheiser
WKRZ-F,	98.5,	9 KW @ 1172	, CHR	,	\$65.00	(Katz)	Keymarket	Harry Strong
WMGS-F,	92.9,	5 KW @ 1383	, AC	,	\$42.00	(Mc-Guild)	Susquehanna	Phil Condron
WSBG-F,	93.5,	.6 KW @ 764	, CHR	APR,	\$16.00	(Dome)	(STROUDSBERG)	Susan Larose
WSGD-F,	94.3,	.5 KW @ 770	, Oldies	,	\$17.00	(Republic)	Sage (CARBONDALE)	Michael Raymond
WFDL-F,	104.9,	.3 KW @ 1093	, Soft AC	ABC D,	\$18.00	(Roslin)		Doug Lane
WWRB-F,	102.3,	3 KW @ 71	, CHR	ABC C,	\$23.00	(Eastman)		Joe Nardone
WWSH-F,	97.9,	20 KW @ 729	, EZ	,	\$23.00	(---)	(HAZLETON)	Terry Renda

Miscellaneous Comments: WCDL, WSGD-F sold by Sage for \$2,000,000 (Chaisson)...

WILMINGTON, DE

Arbitron Rank/Pop (12+): 77/473,200

MSA Rank/Pop: 89/576,600
Philadelphia
Average Person Ratings: 18.4
Market TSL: 25.25 hours

Stations: 32/7
Diaries: 891/531:1/49.4%
Sample Target: 860
% Below Line: 59.3
% Not Listed: 10.3

1989 Revenue: \$10,000,000
HH Inc.: \$33,085
Retail \$: 4.4 Bill
Pop per Station: 67,600
#1 Biller: WJBR-AF \$3,400,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume
1. WSTW-F (CHR)	88/10.0	11.0	9.2	9.1	10.5	---	98/1250	1135/24.0	25.0	24.6			WSTW-F
2. WJBR-F (AC)	80/ 9.0	9.4	7.8	8.8	10.0	---	92/993	834/17.6	22.3	21.2			WJBR-F
3. WUSL-F (B)	65/ 7.5	5.0	7.5	7.3	7.3	---	69/731	633/13.4	9.4	13.7			WUSL-F
4. WMMR-F (AOR)	61/ 6.9	5.8	8.8	9.7	7.3	---	64/931	863/18.2	15.6	19.8			WMMR-F
5. WXTU-F (C)	45/ 5.1	3.9	5.0	3.6	3.2	---	46/544	540/11.4	7.5	11.6			WXTU-F
6. WIOQ-F (CHR)	41/ 4.6	3.6	3.2	1.4	2.3	---	46/784	685/14.5	13.6	12.0			WIOQ-F
7. WDEL (MOR)	37/ 4.2	6.5	6.4	6.2	6.5	---	40/754	721/15.2	14.7	15.0			WDEL
8. WEGX-F (CHR)	35/ 4.0	3.0	4.0	4.6	3.8	---	38/721	675/14.3	13.7	13.2			WEGX-F
9. WYSP-F (CL AOR)	33/ 3.7	4.9	3.4	3.8	4.7	---	0/763	639/13.5	14.4	13.9			WYSP-F
10. WILM (N/T)	32/ 3.6	3.7	4.1	3.4	3.6	---	2/32	531/11.2	11.1	11.7			WILM

12+ FM SHARE (METRO): 84.49% (670 of 793) (SPG 89: 82.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOQ-F>	1 WSTW-F	1 WSTW-F	1 WSTW-F	1 WSTW-F	1 WJBR-F	1 WSTW-F	1 WJBR-F	1 WSTW-F	1 WUSL-F>	1 WMMR-F
2 WUSL-F	2 WMMR-F	2 WJBR-F	2 WJBR-F>	2 WJBR-F>	2 WXTU-F	2 WJBR-F	2 WSTW-F>	2 WJBR-F	2 WIOQ-F	2 WDEL
3 WEGX-F	3 WUSL-F	3 WUSL-F	3 WUSL-F	3 WUSL-F	3 WDEL	3 WUSL-F	3 WMMR-F>	3 WMMR-F	3 WEGX-F<	3 WPEN
4	4 WJBR-F	4 WMMR-F>	4 WMMR-F	4 WMMR-F	4 WSTW-F	4 WMMR-F	4 WUSL-F	4 WUSL-F	4 WSTW-F	4
5	5 WYSP-F	5 WYSP-F	5	5 WXTU-F	5 WILM	5 WDEL	5 WXTU-F	5 WIOQ-F	5 WMMR-F	5
6	6	6	6	6	6	6 WILM >	6	6	6 WDEL	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 WIOQ-F>	1 WSTW-F	1 WSTW-F	1 WSTW-F	1 WSTW-F<	1 WMMR-F>	1 WMMR-F	1 WSTW-F	1 WSTW-F	1 WSTW-F
2 WSTW-F	2 WUSL-F	2 WJBR-F	2 WJBR-F	2 WJBR-F>	2 WYSP-F	2 WSTW-F>	2 WMMR-F>	2 WMMR-F	2 WJBR-F
3 WUSL-F	3 WJBR-F	3 WUSL-F>	3 WUSL-F>	3 WUSL-F>	3 WUSL-F>	3 WYSP-F	3 WYSP-F	3 WJBR-F	3 WMMR-F>
4 WMMR-F	4 WIOQ-F	4 WKSZ-F	4 WIOQ-F	4 WKSZ-F	4 WSTW-F>	4 WUSL-F>	4 WYSP-F	4 WUSL-F	4 WXTU-F
5 WEGX-F	5 WEGX-F	5 WEGX-F	5 WEGX-F	5 WXTU-F	5 WIOQ-F>	5 WJBR-F	5 WUSL-F>	5 WYSP-F	5 WUSL-F
WJBR-F>	6 WMMR-F	6	6 WMMR-F	6	6	6	6	6	6 WYSP-F

FORMATS	AM	FM	TOTAL	%	SPG 89	%	OTHER RATED STATIONS	METRO CUME	TSA	TSA
							SHARE/RTG/AQH/CUME			
TOP 40/CHR/CONTEMP		179 (4)	179 (4)	22.6	19.9	WAMS	1380	Wilmington	0.8/3.0/	7/ 144
AOR/CLASSIC		102 (3)	102 (3)	12.9	14.4	WDSB-F	94.7	Dover/Wilmington	2.7/6.3/	48/ 491
AC/OLDIES/SOFT ROCK	8 (2)	148 (6)	156 (8)	19.7	19.4	WJBR	1290	Wilmington	0.1/1.2/	1/ 59
MOR/VARIETY	37 (1)		37 (1)	4.7	7.1					
COUNTRY		94 (4)	94 (4)	11.9	10.4	KYW	1060	Philadelphia	0.5/3.6/	4/ 178
BLACK/URBAN		83 (2)	83 (2)	10.5	10.3	WBSB-F	104.3	Baltimore	1.7/4.7/	30/ 372
BEAUTIFUL/EASY	1 (1)	28 (2)	29 (3)	3.7	3.6	WCAU	1210	Philadelphia	1.0/4.6/	9/ 238
NEWS/TALK	51 (4)	17 (1)	68 (5)	8.6	10.8	WUSL-F	105.3	Philadelphia	2.0/7.3/	18/ 350
NOSTALGIA	26 (1)		26 (1)	3.3	1.3	WEAZ	560	Philadelphia	0.1/0.7/	1/ 46
RELIGION/GOSPEL					0.5	WEAZ-F	101.1	Philadelphia	2.4/6.8/	27/ 377
SPANISH						WFLN-F	95.7	Philadelphia	2.1/5.6/	19/ 265
CLASSICAL		19 (1)	19 (1)	2.4	2.3	WIP	610	Philadelphia	0.7/3.2/	6/ 160
JAZZ/NEW AGE						WIYY-F	97.9	Baltimore	0.9/2.7/	8/ 127
UNKNOWN/OTHERS						WKSZ-F	100.3	Media	3.4/10.4/	32/ 530
						WLIF-F	101.9	Baltimore	0.8/1.4/	8/ 72
						WMGK-F	102.9	Philadelphia	1.1/5.2/	10/ 282
						WUGL-F	98.1	Philadelphia	2.3/9.3/	24/ 464
						WPEN	950	Philadelphia	2.9/5.1/	28/ 259
						WPOC-F	93.1	Baltimore	1.4/2.7/	12/ 133
						WQSR-F	105.7	Catonsville	0.5/2.5/	6/ 171
						WSNI-F	104.5	Philadelphia	0.5/4.2/	4/ 205
						WWDB-F	96.5	Philadelphia	1.9/4.6/	17/ 232
						WXCX-F	103.7	Havre de Grace	1.5/3.5/	13/ 170

RADIO STATIONS

WAMS, 1380, 5 KW/1 KW	, OLDIES	ABC D, \$ 11.00 (K & P)	Joe Farley
WDEL, 1150, 5 KW (DA-2)	, MOR/FULL SER.	APR, \$ 36.00 (Eastman)	Bob Taylor
WILM, 1450, 1 KW	, NEWS/TALK	CBS, MBS, \$ 30.00 (Savalli)	Sally Hawkins
WJBR-F, 99.5, 50 KW @ 500, AC	APR, UNIPWR	\$ 75.00 (Katz)	Chris Walus
WSTW-F, 93.7, 50 KW @ 490, CHR		\$ 71.00 (Eastman)	Bob Taylor
WDWD-F, 94.7, 50 KW @ 492, COUNTRY		\$ 24.00 (Roslin)	Tom Barney

WILMINGTON, NC

Arbitron Rank/Pop (12+): 192/143,500
 MSA Rank/Pop: 296/119,500
 ADI # 146
 Average Person Ratings: 17.4
 Market TSL: 23.5 hours

Stations: 15/11
 Diaries: 508/282:1/45.6%
 Sample Target: 550
 % Below Line: 14.4
 % Not Listed: 16.8

1989 Revenue: \$4,100,000
 HH Inc.: \$22,054
 Retail \$: 1.16 Bill
 Pop per Station: 13,045
 #1 Biller: WGNI-F \$975,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume
1. WWQQ-F (C)	34/13.6	---	11.3	---	9.0	---	37/376	323/22.5	18.1				WWQQ-F
2. WGNI-F (AC)	31/12.4	---	10.9	---	10.9	---	34/403	321/22.4	24.6				WGNI-F
3. WVBS-F (CHR)	26/10.4	---	14.2	---	9.5	---	38/622	444/30.9	30.3				WVBS-F
4. WSFM-F (CL AOR)	24/ 9.6	---	13.4	---	14.4	---	26/306	270/18.8	21.4				WSFM-F
5. WZFX-F (B)	22/ 8.8	---	8.4	---	4.5	---	43/508	243/16.9	17.2				WZFX-F
6. WMFD-F (AC)	15/ 6.0	---	6.7	---	8.0	---	15/175	157/10.9	15.9				WMFD-F
7. WKOO-F (O)	12/ 4.8	---	0.8	---	---	---	18/299	234/16.3	7.7				WKOO-F
8. WAAV (MOR)	11/ 4.4	---	3.3	---	6.0	---	11/143	135/ 9.4	10.6				WAAV
9. WBMS (B)	10/ 4.0	---	8.4	---	5.5	---	12/169	153/10.7	12.6				WBMS
10. WMFD (EZ)	7/ 2.8	---	0.4	---	3.0	---	7/28	28/ 2.0	4.7				WMFD
WDZD-F (C)	7/ 2.8	---	5.0	---	4.5	---	9/158	118/ 8.2	7.7				WDZD-F
12.													
13.													
14.													
15.													

12+ FM SHARE (METRO): 83.65% (174 of 208) (SPG 89: 85.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVBS-F>>	1 WSFM-F<	1 WGNI-F	1 WGNI-F>	1 WGNI-F	1 WWQQ-F>	1 WGNI-F<	1 WWQQ-F	1 WWQQ-F<	1 WVBS-F	1 WVBS-F
2	2 WGNI-F	2 WSFM-F	2 WWQQ-F	2 WWQQ-F	2 WGNI-F	2 WWQQ-F>	2 WGNI-F	2 WGNI-F	2 WZFX-F	2 WWQQ-F
3	3 WVBS-F	3 WWQQ-F<	WSFM-F>	3 WSFM-F>	3 WMFD-F	3 WVBS-F<	3 WSFM-F>	3 WVBS-F<	3 WWQQ-F	3 WBMS
4	4 WWQQ-F	4 WVBS-F	4 WKOO-F	4 WKOO-F	4 WKOO-F	4 WSFM-F	4 WVBS-F	4 WSFM-F	4 WMFD-F	4 WZFX-F
5	5 WZFX-F	5 WZFX-F	WVBS-F	5	5	5	5	5	5 WSFM-F	5

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 WZFX-F	1 WVBS-F	1 WGNI-F>	1 WGNI-F	1 WGNI-F>	1 WZFX-F	1 WSFM-F	1 WWQQ-F	1 WSFM-F	1 WGNI-F
WVBS-F>>	2 WGNI-F	2 WVBS-F	2 WVBS-F	2 WWQQ-F>	WVBS-F>	2 WWQQ-F	WGNI-F	2 WGNI-F	2 WWQQ-F
3 WSFM-F	3 WSFM-F	WSFM-F>	3 WZFX-F<	3 WKOO-F	3 WSFM-F	WGNI-F>	3 WSFM-F>>	3 WWQQ-F>	WSFM-F>
WBMS >	4 WZFX-F	4 WWQQ-F>	4 WWQQ-F	WVBS-F	4	4 WVBS-F	4	4 WZFX-F	4 WMFD-F
5	5	5	WSFM-F	5	5	5 WZFX-F	5	WVBS-F	5

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		28 (3)	28 (3)	13.5	25.2	WPGO-F 106.3	0.4/1.9/	1/	27
AOR/CLASSIC		24 (1)	24 (1)	11.5	15.8	WWIL 1490	2.4/7.2/	7/	111
AC/OLDIES/SOFT ROCK		59 (4)	59 (4)	28.4	13.9				
MOR/VARIETY	11 (1)		11 (1)	5.3	4.0	WBPR-F 97.7	0.4/2.2/	3/	59
COUNTRY		41 (2)	41 (2)	19.7	20.3	WYAV-F 104.1	0.4/2.7/	1/	72
BLACK/URBAN	10 (1)	22 (1)	32 (2)	15.4	20.8				
BEAUTIFUL/EASY	7 (1)		7 (1)	3.4					
NEWS/TALK									
NOSTALGIA									
RELIGION/GOSPEL	6 (1)		6 (1)	2.9					
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	34 (4)	174 (11)	208 (15)						

RADIO STATIONS

WAAV , 980, 5 KW (DA-N)	MOR/Talk	NBC, \$12.00	(Katz)	(LELAND)	Donn Ansell
WBMS , 1340, 1 KW	Black	NBN, \$10.00	(Roslin)		Tonye Gray
WMFD , 630, 1 KW (DA-2)	EZ (?)	CBS, \$ 8.00	(Banner)		Chuck Langley
WWIL , 1490, 1 KW	Gospel	SBN, \$ 8.00	(---)		James Gray
WDZD-F, 93.5, 3 KW @ 300	Country	MBS, \$12.00	(---)	(SHALLOTTE)	Bill Jennings
WGNI-F, 102.7, 100 KW @ 981	AC	\$27.00	(Katz)	Cape Fear	Hannah Gage
WMFD-F, 97.3, 100 KW @ 600	AC	CBS, \$17.00	(banner)		Chuck Langley
WSFM-F, 107.5, 50 KW @ 482	Classic AOR	\$21.00	(Mc-Guild)	(SOUTHPORT)	Dennis Dawson
WVBS-F, 99.9, 100 KW @ 510	CHR	MBS, \$19.00	(Christal)	Jones-Eastern (BURGAW)	John Kappes
WWQQ-F, 101.3, 40 KW @ 545	Country	ABC D, \$23.00	(---)	HVS	Sandra Franklin

WKOO -- See Greenville, NC

WORCESTER

Arbitron Rank/Pop (12+): 100/352,300

Stations: 32/8
Diaries: 798/441:1/50.3%
Sample Target: 740
% Below Line: 43.6
% Not Listed: 12.2

1989 Revenue: \$11,400,000
HH Inc.: \$31,703
Retail \$: 2.7 Bil
Pop per Station: 44,037
#1 Biller: WAAF-F \$4,000,000

MSA Rank/Pop: 113/415,100
Boston ADI
Average Person Ratings: 18.2
Market TSL: 24.00 hours

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume
1. WSRS-F (EZ)	76/11.9	13.1	11.2	13.8	12.7	----	115/1435	887/25.2	28.5	24.2			WSRS-F
2. WAAF-F (AOR)	69/10.8	10.8	14.9	12.1	12.5	----	135/1587	872/24.8	24.0	28.4			WAAF-F
3. WTAG (MOR)	54/ 8.4	7.9	7.4	8.5	7.5	----	58/751	694/19.7	21.1	21.8			WTAG
4. WZOU-F (CHR)	46/ 7.2	7.4	6.1	7.7	6.1	----	71/1098	710/20.2	19.8	16.2			WZOU-F
5. WXLO-F (AC)	36/ 5.6	8.0	4.1	5.5	6.4	----	74/1009	573/16.3	19.1	12.6			WXLO-F
6. WZLX-F (CL AOR)	28/ 4.4	2.0	3.1	3.4	2.5	----	35/442	350/ 9.9	7.9	8.4			WZLX-F
WBZ (MOR)	28/ 4.4	3.3	4.5	4.7	3.2	----	52/719	384/10.9	11.1	11.4			WBZ
8. WNEB (BB)	26/ 4.1	5.0	4.0	4.2	3.8	----	26/253	253/ 7.2	9.8	7.6			WNEB
9. WODS-F (O)	21/ 3.3	4.2	5.0	4.5	5.5	----	35/596	380/10.8	11.4	13.8			WODS-F
10. WROR-F (AC)	15/ 2.3	1.4	2.6	3.1	2.7	----	35/558	315/ 8.9	6.3	9.8			WROR-F
WJIB-F (EZ)	15/ 2.3	1.4	1.2	1.3	2.1	----	32/455	240/ 6.8	4.1	3.5			WJIB-F
12. WXKS-F (CHR)	14/ 2.2	2.4	2.1	1.4	1.6	----	33/490	264/ 7.5	7.8	8.3			WXKS-F
WFTQ (AC)	14/ 2.2	4.2	3.1	2.6	5.2	----	14/224	224/ 6.4	12.1	9.6			WFTQ
14.													
15.													

12+ FM SHARE (METRO): 74.02% (416 of 562) (SPG 89: 70.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAAF-F	1 WAAF-F>	1 WAAF-F	1 WSRS-F	1 WSRS-F>	1 WSRS-F	1 WSRS-F	1 WSRS-F>	1 WAAF-F	1 WTAG	1 WBZ
2 WZOU-F	2 WZOU-F	2 WSRS-F	2 WXLO-F	2 WXLO-F	2 WTAG	2 WTAG	2 WAAF-F	2 WSRS-F>	2 WAAF-F	2 WTAG >>
3	3 WZLX-F	3 WXLO-F	3 WAAF-F>	3 WAAF-F>	3 WNEB	3 WAAF-F>	3 WTAG	3 WZOU-F	3 WSRS-F	3 WSRS-F>
4	4 WXLO-F	4 WZOU-F	4 WZLX-F	4 WZLX-F	4 WBZ	4 WBZ <	4 WZOU-F	4 WXLO-F	4 WZOU-F	4 WAAF-F
5	5 WSRS-F	5 WZLX-F	5 WODS-F	5 WODS-F	5	5 WZOU-F<	5 WXLO-F	5 WTAG	5 WBZ	5
6	6	6	6	6	6	6 WXLO-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 WZOU-F>>	1 WZOU-F>	1 WSRS-F	1 WSRS-F	1 WSRS-F>	1 WAAF-F>>	1 WAAF-F>	1 WAAF-F>	1 WAAF-F>	1 WXLO-F>>
2 WAAF-F>	2 WAAF-F	2 WXLO-F	2 WZOU-F	2 WXLO-F>	2 WZLX-F>>	2 WZLX-F>	2 WZLX-F	2 WZLX-F>	2 WAAF-F
3 WXLO-F>	3 WXLO-F	3 WZOU-F	3 WXLO-F>	3 WODS-F	3 WZOU-F	3 WZOU-F	3 WXLO-F>	3 WXLO-F	3 WSRS-F>
4 WSRS-F>	4 WSRS-F	4 WAAF-F	4 WAAF-F>	4 WZOU-F	4 WODS-F	4 WXLO-F	4 WZOU-F>	4 WSRS-F	4 WZLX-F
5 WXKS-F>	5	5 WZLX-F	5 WODS-F	5 WROR-F	5 WBCN-F>	5 WBCN-F	5	5 WZOU-F	5 WTAG
6	6	6 WXKS-F>	6	6	6 WXKS-F	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		68 (3)	68 (3)	12.1	10.0	WGFP 940 Webster	0.3/1.5/ 3/ 78		
AOR/CLASSIC		131 (8)	131 (8)	23.3	25.1	WORC 1310 Worcester	0.9/4.1/ 6/ 166		
AC/OLDIES/SOFT ROCK	14 (1)	90 (7)	104 (8)	18.5	20.8				
MOR/VARIETY	87 (4)		87 (4)	15.5	15.4	WAQY-F 102.1 Springfield	0.6/2.0/ 12/ 243		
COUNTRY	6 (1)	17 (2)	23 (3)	4.1	5.6	WBCN-F 104.1 Boston	1.9/7.6/ 31/ 470		
BLACK/URBAN						WBOS-F 92.9 Brookline/Bston	1.6/3.8/ 13/ 225		
BEAUTIFUL/EASY		91 (2)	91 (2)	16.2	14.7	WBRU-F 95.5 Providence	0.3/2.0/ 7/ 116		
NEWS/TALK	13 (1)		13 (1)	2.3	3.0	WCRB-F 102.5 Waltham/Boston	1.4/2.9/ 19/ 219		
NOSTALGIA	26 (1)	10 (1)	36 (2)	6.4	4.5	WTRK-F 98.1 New Bedford	0.6/2.4/ 4/ 103		
RELIGION/GOSPEL						WESO 970 Southbridge	0.5/1.3/ 7/ 109		
SPANISH						WHJY-F 94.1 Providence	0.6/4.1/ 10/ 271		
CLASSICAL		9 (1)	9 (1)	1.6	0.9	WMJX-F 106.7 Boston	0.9/3.9/ 11/ 273		
JAZZ/NEW AGE						WPLM-F 99.1 Plymouth/Bos.	1.6/3.0/ 10/ 158		
UNKNOWN/OTHERS						WPRO-F 92.3 Providence	1.3/4.7/ 15/ 268		
	146 (8)	416 (24)	562 (32)			WQVR-F 100.1 Southbridge	2.0/3.5/ 21/ 286		
						WRKO 680 Boston	2.0/5.7/ 18/ 300		
						WSSH-F 99.5 Lowell/Boston	0.8/3.9/ 13/ 287		
						WVBF-F 105.7 Framingham/Bstn	0.8/3.3/ 5/ 151		
						WWBB-F 101.5 Providence	0.3/2.4/ 10/ 178		
						WRRX-F 103.7 Westerly	0.3/1.3/ 11/ 184		

RADIO STATIONS

WFTQ, 1440, 5 KW (DA-2)	, AC	ABC I, UNIWPR, \$ 28.00 (Katz)	Zapis	John Sutherland
WNEB, 1230, 1 KW	, NOSTALGIA	CBS, MBS, \$ 19.00 (Savalli)		Todd Campbell
WORC, 1310, 5 KW/1 KW (DA-2)	, OLDIES	CNN, UNISUP, \$ 14.00 (Kettell)		Don Fitzgivens
WTAG, 580, 5 KW (DA-2)	, MOR/FULL S.	NBC, TALKNT, \$ 42.00 (Banner)	Knight	Nicholas Paras
WAAF-F, 107.3, 19 KW @ 823, AOR/CHR		UNIWPR, \$ 95.00 (Katz)	Zapis	John Sutherland
WSRS-F, 96.1, 17 KW @ 863, EZ/SOFT AC		, \$ 75.00 (Banner)	Knight	John Flynn
WXLO-F, 104.5, 37 KW @ 670, AC		APR, \$ 45.00 (McGuild)		Michael Cohen

OTHER RANKED STATIONS — See Boston

YORK

Arbitron Rank/Pop (12+): 104/340,200
 MSA Rank/Pop: 114/412,300
 ADI # 45 (w/Harrisburg & Lancaster)
 Average Person Ratings: 18.4
 Market TSL: 24.00 hours

Stations: 31/11
 Diaries: 739/460:1/63.5%
 Sample Target: 730
 % Below Line: 34.7
 % Not Listed: 10.2

1989 Revenue: \$12,300,000
 HH Inc.: \$29,429
 Retail \$: 2.3 Bill
 Pop per Station: 30,927
 #1 Biller: WARM-F \$3,400,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WYCR-F (CHR)	74/11.8	7.9	12.4	12.8	12.8	11.2	90/1509	1000/29.4	29.1	27.1	11.1	64	932	WYCR-F
2. WARM-F (SAC)	68/10.9	10.1	10.3	9.2	10.4	10.1	135/1570	762/22.4	21.0	21.9	8.9	51	514	WARM-F
3. WGTY-F (C)	64/10.2	8.7	7.9	7.0	5.6	8.4	74/636	513/15.1	14.4	13.1	5.6	32	528	WGTY-F
4. WSBA (MOR)	51/ 8.2	7.9	8.8	9.7	5.6	8.6	56/731	625/18.4	18.3	14.9	9.2	53	650	WSBA
5. WQXA-F (CHR)	41/ 6.6	8.7	5.8	5.3	6.5	6.6	110/1770	612/18.0	16.9	22.2	10.1	58	640	WQXA-F
6. WRKZ-F (C)	38/ 6.1	6.6	8.1	9.2	7.8	7.5	130/1567	491/14.4	15.0	17.4	5.0	29	488	WRKZ-F
7. WNCE-F (EZ)	37/ 5.9	6.8	6.5	7.5	8.7	6.7	174/1788	470/13.8	13.9	15.5	5.4	31	334	WNCE-F
8. WTPA-F (AOR)	28/ 4.5	3.6	1.7	2.0	1.6	3.0	111/1134	260/ 7.6	4.3	5.1	4.2	24	424	WTPA-F
9. WGRX-F (AOR)	26/ 4.2	2.8	3.8	3.6	5.1	3.6	35/641	427/12.6	10.9	13.1	5.4	31	507	WGRX-F
10. WWKL-F (O)	17/ 2.7	1.3	1.5	1.0	0.8	1.6	91/1127	220/ 6.5	4.0	2.7	1.7	10	160	WWKL-F
11. WHTF-F (AOR)	15/ 2.4	2.8	4.0	2.9	3.1	3.0	56/906	284/ 8.3	9.4	10.2	4.0	23	389	WHTF-F

12+ FM SHARE (METRO): 83.42% (468 of 561) (SPG 89: 86.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYCR-F>>	1 WYCR-F>	1 WARM-F	1 WARM-F>	1 WARM-F	1 WSBA	1 WSBA	1 WARM-F>	1 WYCR-F	1 WYCR-F>	1 WGTY-F>
2 WQXA-F	2 WARM-F	2 WYCR-F>	2 WGTY-F	2 WGTY-F	2 WYCR-F<	2 WARM-F<	2 WGTY-F	2 WARM-F	2 WQXA-F	2 WGRX-F
3	3 WQXA-F	3 WGTY-F	3 WYCR-F>	3 WYCR-F>	3 WARM-F	3 WGTY-F	3 WYCR-F>	3 WGTY-F	3 WGTY-F	3 WYCR-F
4	4 WTPA-F	4 WQXA-F	4 WTPA-F	4 WRKZ-F	4 WNCE-F	4 WYCR-F>	4 WNCE-F	4 WSBA <	4 WSBA	4 WYCR-F
5	WGTY-F	5 WTPA-F	5 WQXA-F	5 WTPA-F	5	5 WQXA-F	5 WTPA-F	5 WQXA-F	5 WARM-F	5
6	6 WGRX-F	6 WGRX-F	6 WGRX-F	6 WQXA-F	6	6 WRKZ-F	6 WRKZ-F<	6 WNCE-F	6	6
7	7	7	7	7	7	7 WSBA	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 WYCR-F>	1 WYCR-F	1 WARM-F>	1 WARM-F>	1 WARM-F>>		1 WYCR-F>	1 WTPA-F	1 WGTY-F	1 WTPA-F	1 WGTY-F
2 WQXA-F	WARM-F>	2 WYCR-F>	2 WYCR-F>	2 WYCR-F		2 WTPA-F>	WYCR-F	2 WTPA-F>	2 WYCR-F	2 WTPA-F
3 WARM-F>	3 WQXA-F>>	3 WQXA-F>>	3 WQXA-F	3 WGTY-F>		3 WHTF-F	3 WGTY-F>	3 WYCR-F	3 WGTY-F>	3 WRKZ-F
4 WGRX-F>>	4 WGRX-F	4	4 WGTY-F>	4 WQXA-F		4 WRKZ-F	4 WGRX-F	4 WQXA-F	4 WGRX-F	4 WYCR-F
5 WGTY-F>>	5		5 WGRX-F	5		5 WGRX-F>	5 WQXA-F	5 WGRX-F>	5 WRKZ-F	5 WARM-F
6	6		6	6		6	6 WHTF-F	6	6 WARM-F	6 WGRX-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO SHARE	CUME RTG/AQH	TSA CUME	TSA CUME
TOP 40/CHR/CONTEMP		133 (5)	133 (5)	23.7	25.4	WGCB-F 96.1 Red Lion	0.5/2.1/	6/ 180		
AOR/CLASSIC		80 (4)	80 (4)	14.3	11.6	WGET 1320 Gettysburg	1.6/3.5/	10/ 119		
AC/OLDIES/SOFT ROCK		96 (5)	96 (5)	17.1	13.8	WHVR 1280 Hanover	1.3/3.9/	8/ 133		
MOR/VARIETY	81 (5)		81 (5)	14.4	11.6	WOYK 1350 York	0.8/2.5/	5/ 85		
COUNTRY	5 (1)	108 (4)	113 (5)	20.1	19.2	WXKU 1250 York	0.8/2.1/	6/ 76		
BLACK/URBAN					0.4					
BEAUTIFUL/EASY		43 (3)	43 (3)	7.7	13.9	WBAL 1090 Baltimore	0.6/2.6/	4/ 110		
NEWS/TALK	4 (1)		4 (1)	0.7		WBSB-F 104.3 Baltimore	0.3/1.6/	3/ 102		
NOSTALGIA	3 (1)		3 (1)	0.5	1.2	WDAC-F 94.5 Lancaster	0.8/2.2/	56/ 759		
RELIGION/GOSPEL		8 (2)	8 (2)	1.4	1.9	WHP 580 Harrisburg	1.1/2.5/	66/ 849		
SPANISH						WHYL 960 Carlisle/Hrsbrg	0.5/1.7/	42/ 434		
CLASSICAL						WIMX-F 99.3 Harrisburg	2.0/2.6/	32/ 700		
JAZZ/NEW AGE						WIOV-F 105.1 Ephrata/Lancast	0.3/2.6/	67/ 797		
UNKNOWN/OTHERS					0.9	WIYY-F 97.9 Baltimore	1.8/3.9/	11/ 171		
	93 (8)	468 (23)	561 (31)			WLAN-F 96.9 Lancaster	1.0/4.3/	61/1190		
						WLIF-F 101.9 Baltimore	0.3/1.9/	2/ 100		
						WNNK-F 104.1 Harrisburg	1.6/6.0/	165/2031		
						WPOC-F 93.1 Baltimore	0.6/2.4/	5/ 101		
						WWMD-F 104.7 Hagerstown	0.6/2.4/	4/ 115		
						WPMX-F 106.5 Baltimore	0.8/2.0/	5/ 69		
						WXBB-F 97.3 Harrisburg	0.6/2.4/	32/ 792		

RADIO STATIONS

WGET, 1320, 1 KW/500 W (DA-2), MOR	MBS, \$ 14.00 (---)	(GETTYSBURG)	Rod Burnham
WHVR, 1280, 5 KW/500 W (DA-2), MOR	NBC, \$ 10.00 (HNWH)		Joanne McAnell
WSBA, 910, 5 KW/1 KW (DA-2), MOR/FULL SER.	, \$ 48.00 (Eastman)	Susquehanna	Chris Huber
WARM-F, 103.3, 6 KW @ 1306, SOFT AC	, \$ 66.00 (Eastman)	Susquehanna	Chris Huber
WGTY-F, 107.7, 16 KW @ 829, COUNTRY	MBS, \$ 30.00 (---)	(GETTYSBURG)	Rod Burnham
WHTF-F, 92.7, .7 KW @ 700, CLASSIC AOR	SOURCE, \$ 28.00 (Banner)		Doug George
WQXA-F, 105.7, 25 KW @ 704, CHR	, \$ 32.00 (Katz)		Karen Luft
WYCR-F, 98.5, 11 KW @ 926, CHR	, \$ 43.00 (HNWH)		Rick McCauslin

OTHER RANKED STATIONS — See Harrisburg, Lancaster and Baltimore

YOUNGSTOWN

Arbitron Rank/Pop (12+): 83/419,000
 MSA Rank/Pop: 99/498,900
 Average Person Ratings: 18.7
 Market TSL: 24.25 hours

Stations: 27/15
 Diaries: 888/472:1/57.4%
 Sample Target: 850
 % Below Line: 8.3
 % Not Listed: 12.1

1989 Revenue: \$10,200,000
 HH Inc.: \$27,240
 Retail \$: 3.0 Bill
 Pop per Station: 27,933
 #1 Biller: NA

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WKBN (N/T)	103/13.2	11.6	7.9	10.2	8.0	10.7	135/1347	900/21.5	18.9	17.3	9.3	70	720	WKBN
2. WHOT-F (CHR)	87/11.1	12.9	12.8	14.5	14.4	12.8	163/2264	1357/32.4	34.5	33.8	16.9	128	1657	WHOT-F
3. WQXK-F (C)	83/10.6	9.0	9.7	8.3	10.9	9.4	132/1281	720/17.2	17.1	17.7	9.4	71	578	WQXK-F
4. WNCD-F (AOR)	71/ 9.1	7.6	5.2	5.6	5.2	6.9	81/795	663/15.8	13.2	14.1	6.5	49	708	WNCD-F
5. WBBG-F (O)	69/ 8.8	10.8	8.5	8.8	8.7	9.2	91/1168	860/20.5	19.7	18.5	8.2	62	793	WBBG-F
6. WKBN-F (EZ)	67/ 8.6	8.4	8.2	9.0	10.6	8.6	95/1402	930/22.2	20.2	22.4	7.4	56	664	WKBN-F
7. WYFM-F (AC)	48/ 6.1	5.5	7.0	6.6	4.9	6.3	93/1091	641/15.3	16.3	15.1	5.6	42	585	WYFM-F
8. WBBW (T)	31/ 4.0	3.6	3.9	4.0	3.9	3.9	34/519	480/11.5	11.5	13.3	2.8	21	400	WBBW
9. WHOT (BB)	22/ 2.8	0.6	---	1.4	0.2	1.2	25/377	331/ 7.9	2.5	0.0	4.1	31	294	WHOT
10. WSCM (MOR)	13/ 1.7	1.1	1.5	2.0	0.6	1.6	25/335	213/ 5.1	3.4	1.9	0.8	6	87	WSCM

12+ FM SHARE (METRO): 71.37% (491 of 688) (SPG 89: 75.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHOT-F	1 WNCD-F>	1 WNCD-F	1 WBBG-F>	1 WBBG-F>	1 WKBN >	1 WKBN >	1 WKBN	1 WKBN	1 WKBN <	1 WNCD-F
2	2 WHOT-F	2 WBBG-F<	2 WQXK-F	2 WQXK-F	2 WQXK-F	2 WHOT-F	2 WQXK-F<	2 WHOT-F<	2 WHOT-F<	WKBN >
3	3 WBBG-F<	3 WHOT-F	3 WHOT-F	3 WHOT-F	3 WKBN-F>	3 WQXK-F	3 WKBN-F	3 WNCD-F<	3 WNCD-F>	3 WBBG-F
4	4 WQXK-F	4 WQXK-F	4 WNCD-F>	4 WNCD-F	4 WBBG-F	4 WKBN-F	4 WHOT-F	4 WQXK-F	4 WBBG-F	4 WKBN-F
5	5 WYFM-F	5 WYFM-F	5 WKBN-F	5 WKBN-F>	5 WHOT-F	5 WNCD-F<	5 WBBG-F	5 WBBG-F	5 WQXK-F	5 WYFM-F
6	6	6 WKBN-F	6 WYFM-F	6 WKBN	6	6 WBBG-F	6 WNCD-F	6 WKBN-F	6 WYFM-F	WQXK-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 WHOT-F>	1 WHOT-F>	1 WBBG-F	1 WHOT-F>	1 WHOT-F	1 WNCD-F>>	1 WNCD-F>>	1 WNCD-F	1 WNCD-F>	1 WBBG-F>
2 WYFM-F	2 WYFM-F	2 WHOT-F>	2 WBBG-F<	2 WBBG-F	2 WQXK-F	2 WQXK-F	2 WBBG-F	2 WBBG-F>	2 WNCD-F
3 WNCD-F>>	3 WNCD-F	3 WQXK-F>	3 WQXK-F	3 WQXK-F	WHOT-F	3 WBBG-F>	3 WQXK-F>>	3 WQXK-F>	3 WQXK-F>
4 WKBN-F>	4 WBBG-F	4 WYFM-F	WKBN-F	4 WKBN-F>	4 WYFM-F>>	4 WYFM-F	4 WYFM-F	4 WHOT-F	4 WKBN-F
5 WPHR-F>>	5 WKBN-F	WNCD-F	5 WYFM-F	5 WKBN	5	5 WHOT-F	WKBN	5 WYFM-F	5 WYFM-F
6	6 WQXK-F	WKBN-F	6 WNCD-F	6 WYFM-F	6	6 WKBN	6 WKBN-F	6	WKBN

FORMATS	AM	FM	TOTAL	%	SPG 89	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		104 (3)	104 (3)	15.1	22.7	WGFT 1500 Youngstown	0.9/1.9/ 8/ 91		
AOR/CLASSIC		95 (5)	95 (5)	13.8	12.0	WOJY-F 95.9 Sharpsville	0.4/2.7/ 7/ 156		
AC/OLDIES/SOFT ROCK		124 (4)	124 (4)	18.0	16.2	WRKU-F 95.1 Grove City	1.1/3.7/ 26/ 337		
MOR/VARIETY	18 (2)		18 (2)	2.6	11.0	WRRO 1440 Warren	0.8/5.1/ 7/ 222		
COUNTRY	3 (1)	84 (2)	87 (3)	12.6	12.5				
BLACK/URBAN		4 (1)	4 (1)	0.6		WDJQ-F 92.5 Alliance/Canton	0.6/2.6/ 10/ 208		
BEAUTIFUL/EASY		72 (2)	72 (2)	10.5	12.0	WDVE-F 102.5 Pittsburgh	0.8/2.9/ 32/ 372		
NEWS/TALK	141 (3)	5 (1)	146 (4)	21.2	6.2	WHBC-F 94.1 Canton/Akron	0.6/2.0/ 8/ 115		
NOSTALGIA	28 (2)		28 (2)	4.1	5.1	WMJI-F 105.7 Cleveland	0.5/3.7/ 5/ 181		
RELIGION/GOSPEL	7 (1)	3 (1)	10 (2)	1.5	2.4	WMMS-F 100.7 Cleveland	0.5/4.0/ 8/ 225		
SPANISH						WNIR-F 100.1 Kent/Akron	0.6/1.6/ 6/ 76		
CLASSICAL						WONE-F 97.5 Akron/Cleveland	0.6/2.1/ 7/ 129		
JAZZ/NEW AGE						WPHR-F 107.9 Cleveland	1.5/7.2/ 14/ 348		
UNKNOWN/OTHERS						WPIC 790 Sharon	0.6/2.6/ 18/ 335		
	197 (9)	491 (19)	688 (28)			WTOF-F 98.1 Canton/Akron	0.4/2.6/ 8/ 181		
						WWE 1100 Cleveland	0.9/4.2/ 8/ 213		
						WZAK-F 93.1 Cleveland	0.5/1.3/ 4/ 53		

RADIO STATIONS

WBBW , 1240, 1 KW (DA-1)	, Talk	ABC I ABC T, \$23.00	(Republic)	H & D	Larry Weiss
WHOT , 1390, 5 KW/1 KW (DA-2)	, Nostalgia	, \$19.00	(Eastman)	Myron Jones	Bill Glover
WKBN , 570, 5 KW (DA-N)	, News/Talk	CBS, \$35.00	(Katz)		Bill Kelly
WBBG-F, 93.3, 50 KW @ 280	, Oldies	ABC E, \$45.00	(Republic)	H & D	Larry Weiss
WHOT-F, 101.1, 24 KW @ 711	, CHR	, \$61.00	(Eastman)	Myron Jones	Bill Glover
WKBN-F, 98.9, 6 KW @ 1370	, Ez/Soft AC	UNISUP, \$39.00	(Katz)	Bill Kelly	
WNCD-F, 106.1, 3 KW @ 328	, Classic AOR	, \$34.00	(Torbet)	(NILES)	Don Baragona
WQXK-F, 105.1, 88 KW @ 430	, Country	UNIULT, \$42.00	(Mc-Guild)	Legend (SALEM)	Mike Mahone
WYFM-F, 102.9, 26 KW @ 455	, AC	ABC C, \$36.00	(Durpetti)	Regional (SHARON)	Tom Klein

Miscellaneous Comments: WHOT sold by Myron Jones for \$290,000...

1990 PUBLICATIONS FROM JIM DUNCAN

AMERICAN RADIO

Now, a quarterly (plus the "Small Market" edition) AMERICAN RADIO remains the radio industry's most complete and timely source book of radio ratings and programming information. There are over 30 tables for each market, plus--in the Spring and Fall editions--over 60 pages of national ratings. AMERICAN RADIO is considered to be the "bible" of the radio industry and is required reading for everyone involved with radio.

ISSUE	RELEASE DATE	NUMBER OF MARKETS	PRICE
Winter Supplement	May	80	\$49.00
Spring Edition	August	175	\$79.00
Small Market Edition	September	130	\$49.00
Summer Supplement	November	80	\$49.00
Fall Edition	February	125	\$79.00

DUNCAN'S RADIO MARKET GUIDE

Designed to be a companion volume to AMERICAN RADIO, this book examines the economic conditions of 190 markets. Included are: radio revenue histories and projections on a yearly basis between 1984 and 1994; revenue estimates for over 1,500 important stations; revenue estimates for competitive media (TV, newspaper, outdoor); Duncan's opinions about each market; population and retail sales histories and projections; group revenue estimates; radio's most admired groups and stations; local radio and account information; revenue per share point estimates; station sales since 1985 and much, much more (over 30 other tables).

PUBLISHED EVERY JANUARY PRICE: \$250.00

THE FACILITIES OF AMERICAN RADIO

Edited by J.T. Anderton, this book is the most accurate and easily understood presentation of FM technical information ever published. The book includes individual coverage maps of every viable FM station in the nation's top 100 markets. There are approximately 1000 maps. Maps include 3.16 M/V and 1 M/V contours. All contours are computer-plotted using FCC propagation curves. Transmitter site conditions are furnished plus accurate power levels, tower heights and HAAT's. This important new reference work breaks new ground in providing accurate technical data for engineers, bankers, brokers, lawyers, consultants and owners.

PUBLISHED BIENNIALLY PRICE: \$235.00

THE RELATIONSHIP BETWEEN RADIO AUDIENCE SHARE AND REVENUE SHARE

This new report examines the relationship between a station's audience share and its revenue share. Over 800 stations are included. The revenue and audience shares for each individual station is covered. Additional information is provided for each format and every market size. This report covers an area we have all speculated about, but never had access to any reliable data. This report fills the gap. You will use it for programming decisions, budgeting and goal-setting. You will also find it makes for fascinating reading.

PUBLISHED EVERY APRIL PRICE: \$75.00

DUNCAN'S RADIO GROUP DIRECTORY

This is a brand new publication which first published in May, 1989 and will now be issued annually. This book is a complete and comprehensive directory of group radio owners in the U.S. All groups with three or more stations in rated markets and revenues in excess of \$3,000,000 will be included. Over 160 radio groups will be covered. The directory will include (for each group), ratings performance; station purchase prices (and date of purchase); station revenue estimates; senior management; addresses and phone numbers; group financial data, major shareholders; board of directors; key suppliers; a history of the company and much more.

PUBLISHED IN MAY PRICE: \$110.00

ORDER FORM

Complete form and mail to:	AMERICAN RADIO	PRICE	# OF COPIES	AMOUNT
JAMES H. DUNCAN, JR.	Winter Supplement	\$49.00	_____	_____
DUNCAN'S AMERICAN RADIO, INC.	Spring Edition	\$79.00	_____	_____
P.O. BOX 90284	Small Market Edition	\$49.00	_____	_____
INDIANAPOLIS, IN 46290	Summer Supplement	\$49.00	_____	_____
NAME _____	Fall Edition	\$79.00	_____	_____
TITLE _____	Duncan's Radio Market Guide	\$250.00	_____	_____
COMPANY _____	Facilities of American Radio	\$235.00	_____	_____
ADDRESS _____	Relationship between Radio Audience Shares & Revenue Shares	\$ 75.00	_____	_____
CITY _____	Duncan's Radio Group Directory	\$110.00	_____	_____
STATE _____ ZIP _____				
PHONE # _____				
_____ Payment Enclosed				
_____ Charge my credit card				
_____ exp _____	TOTAL:		\$	_____
(Visa or Mastercard only)				



