

AMERICAN RADIO

Summer 1990 Supplement



James H. Duncan, Jr.

AMERICAN RADIO
SUMMER 1990 SUPPLEMENT

(Arbitron Rating Period: 21 June - 12 September)

Compiled and edited by:

JAMES H. DUNCAN, JR. and
BETH A. BARNHORST

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

(317) 844-0988 or
(317) 630-2888

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

I am pleased to present the fifth edition of American Radio Summer Supplement - 1990 Edition. This book is designed to supplement the primary editions of American Radio by providing updated summaries of the 78 markets which Arbitron surveys on a quarterly basis.

The Summer Supplement is issued every November.

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

James H. Duncan, Jr.
Duncan's American Radio, Inc.
P.O. Box 90284
Indianapolis, IN 46290
(317) 844-0988

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

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ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 54/723,900
 MSA Rank/Pop: 60/653,600
 ADI # 53
 Average Person Ratings: 16.9
 Market TSL: 22.25 hours

Stations: 24/23
 Diaries: 1156/626:1/56.5%
 Sample Target: 1060
 % Below Line: 0.7
 % Not Listed: 15.0

1989 Revenue: \$20,900,000
 HH Inc.: \$37,838
 Retail \$: 6.3 Bil
 Pop per Station: 31,473
 #1 Biller: WPYX-F \$4,300,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WPYX-F (AOR)	124/10.2	8.9	7.1	7.8	8.3	8.5	204/2522	1653/22.8	21.6	22.2	11.4	132	1763	WPYX-F
2. WGNA-F (C)	122/10.0	8.9	11.2	10.6	8.0	10.2	203/2461	1391/19.2	16.7	14.2	12.7	148	1216	WGNA-F
3. WGY (MOR)	102/ 8.4	9.7	9.1	10.3	9.8	9.4	142/2035	1484/20.5	22.2	23.8	5.9	68	1195	WGY
4. WROW-F (EZ)	96/ 7.9	9.4	11.3	10.6	9.6	9.8	128/1697	1158/16.0	15.5	16.9	6.3	73	819	WROW-F
WKLI-F (AC)	96/ 7.9	8.5	5.8	5.8	6.6	7.0	99/1232	1209/16.7	18.3	14.7	6.5	75	1069	WKLI-F
6. WFLY-F (CHR)	90/ 7.4	7.6	7.2	7.9	9.4	7.5	125/2022	1520/21.0	22.3	24.8	11.4	133	1794	WFLY-F
7. WGY -F (CHR)	59/ 4.8	5.2	4.4	6.2	4.5	5.2	81/1868	1360/18.8	19.3	19.1	6.9	80	1458	WGY -F
8. WQBK-F (CL AOR)	54/ 4.4	4.1	2.6	3.8	4.1	3.7	61/1133	1051/14.5	13.8	12.2	4.9	57	996	WQBK-F
9. WTRY (O)	47/ 3.9	3.5	5.6	4.3	3.4	4.3	50/907	780/10.8	9.4	10.9	3.5	41	707	WTRY
10. WQBK (T)	46/ 3.8	4.0	3.8	4.3	4.3	4.0	48/644	599/ 8.3	9.3	9.1	2.5	29	430	WQBK
11. WVKZ-F (AOR)	37/ 3.0	1.6	2.4	2.7	2.3	2.4	39/658	566/ 7.8	5.6	7.7	2.0	23	534	WVKZ-F
12. WABY (BB)	31/ 2.5	2.0	3.8	2.4	2.6	2.7	31/397	397/ 5.5	4.9	5.8	2.6	30	513	WABY
13. WROW (EZ)	21/ 1.7	2.7	2.1	1.7	2.1	2.0	29/636	492/ 6.8	6.8	6.3	0.9	10	224	WROW
14. WSHZ-F (AC)	20/ 1.6	0.9	1.9	1.6	1.9	1.5	32/706	465/ 6.4	5.7	7.0	1.1	6	222	WSHZ-AF
15. WPTR (N/T)	20/ 1.6	1.3	1.1	1.7	1.4	1.4	23/611	532/ 7.3	5.9	7.1	1.5	17	389	WPTR

12+ FM SHARE (METRO): 72.03% (747 of 1037) (SUM 89: 70.56%)

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

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WCSS 1490 Amsterdam	1.0/1.6/	13/	126	
WEQX-F 102.7 Manchester	1.5/3.6/	30/	513	
WGNA 1460 Albany/Troy	0.2/1.2/	2/	143	
WHRL-F 103.1 Albany	1.0/4.3/	12/	333	
WKOL-F 97.7 Amsterdam	0.3/2.4/	4/	200	
WQQY-F 102.3 Saratoga Spgs.	0.7/2.1/	8/	150	
WSSV-F 101.3 Stillwater	0.6/1.9/	26/	206	
WMVI 1160 Mechanicville	0.7/1.0/	9/	75	

RADIO STATIONS

WABY , 1400, 1 KW	, Nostalgia UNISUP UNIULT, \$16.00 (Durpetti)	Premiere
WCKL , 560, 1 KW (DAYS)	, MOR APR, \$10.00 (Savalli)	(CATSKILL)
WGY , 810, 50 KW	, MOR/Full Service CBS, \$78.00 (Eastman)	Empire
WPTR , 1540, 50 KW (DA-1)	, News/Talk ABC D MBS, \$21.00 (Torbet)	
WQBK , 1300, 5 KW (DA-2)	, Talk CBS ABC T, \$25.00 (HNWH)	
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
WGNA-F, 107.7, 13 KW @ 980	, Country , \$54.00 (Katz)	Barnstable
WGY -F, 99.5, 15 KW @ 927	, Oldies SOURCE, \$38.00 (Eastman)	Empire
WHRL-F, 103.1, 1.5 KW @ 500	, NAC/EZ MBS, \$16.00 (---)	
WKLI-F, 100.9, 3 KW @ 300	, AC , \$61.00 (Durpetti)	Premiere
WPYX-F, 106.5, 16 KW @ 902	, AOR ABC R, \$87.00 (Mc-Guild)	Merv Griffin
WQBK-F, 103.9, 3 KW @ 300	, Classic AOR RADRAD UNIPWR, \$33.00 (HNWH)	
WROW-F, 95.5, 12 KW @ 1023	, EZ UNISUP, \$43.00 (Christal)	Radio Terrace
WVKZ-F, 96.7, 3 KW @ 239	, CHR/AOR SMN SOURCE, \$22.00 (Banner)	
WFLY-F, 92.3, 17 KW @ 850	, CHR ABC C, \$50.00 (Torbet)	

ALLENTOWN-BETHEHEM

Arbitron Rank/Pop (12+): 63/575,600
 MSA Rank/Pop: 71/677,700
 Philadelphia ADI
 Average Person Ratings: 17.8
 Market TSL: 23.75 hours

Stations: 31/14
 Diaries: 993/580:1/60.6%
 Sample Target: 950
 % Below Line: 16.3
 % Not Listed: 10.9

1989 Revenue: \$15,800,000
 HH Inc.: \$35,513
 Retail \$: 5.0 Bill
 Pop per Station: 41,114
 #1 Biller: WLEV-F \$3,600,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WLEV-F (AC)	130/12.7	11.8	12.4	12.7	10.7	12.4	147/1694	1424/24.7	23.7	24.3	10.4	104	1034	WLEV-F
2. WZZO-F (AOR)	128/12.5	12.4	12.2	9.5	11.5	11.6	174/1972	1481/25.7	21.8	23.2	17.3	173	1402	WZZO-F
3. WFMZ-F (EZ)	124/12.1	14.9	12.8	14.1	14.2	13.5	157/1528	1217/21.1	22.1	23.3	9.6	96	900	WFMZ-F
4. WAEB-F (CHR)	75/ 7.3	10.4	7.9	8.3	10.8	8.5	77/1407	1218/21.2	24.8	27.4	8.9	89	1418	WAEB-F
5. WXXW (C)	74/ 7.2	4.4	4.6	2.6	4.0	4.7	74/575	566/ 9.8	9.6	8.6	3.1	31	396	WXXW
6. WHXT-F (CHR)	66/ 6.5	7.2	7.1	7.9	5.7	7.2	76/1401	1149/20.0	21.2	17.5	9.8	98	1464	WHXT-F
7. WEST (BB)	52/ 5.1	4.0	3.7	4.1	1.8	4.2	52/391	391/ 6.8	6.5	4.9	2.6	26	329	WEST
8. WAEB (AC)	48/ 4.7	3.4	4.5	4.3	5.7	4.2	48/700	690/12.0	11.7	13.4	3.7	37	521	WAEB
9. WXTU-F (C)	26/ 2.5	2.2	2.3	1.5	3.9	2.1	52/644	329/ 5.7	6.3	5.9	1.9	19	257	WXTU-F
10. WYSP-F (AOR)	20/ 2.0	3.0	1.9	3.2	2.5	2.5	32/680	421/ 7.3	8.4	8.4	2.8	28	560	WYSP-F

12+ FM SHARE (METRO): 71.02% (647 of 911) (SUM 89: 74.87%)

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 WLEV-F	1 WZZO-F	1 WZZO-F	1 WZZO-F<
2 WAEB-F>>	2 WLEV-F>	2 WLEV-F>	2 WZZO-F>	2 WZZO-F>	2 WLEV-F	2 WZZO-F	2 WLEV-F	2 WLEV-F	2 WLEV-F	2 WFMZ-F
3 WZZO-F>	3 WAEB-F<	3 WAEB-F	3 WAEB-F>	3 WAEB-F>	3 WXXW	3 WLEV-F>	3 WFMZ-F>	3 WFMZ-F	3 WAEB-F<	3 WLEV-F
4 WLEV-F	4 WHXT-F	4 WHXT-F	4 WHXT-F	4 WXXW	4 WEST	4 WEST	4 WXXW	4 WAEB-F	4 WHXT-F<	4 WAEB-F
5	5	5	5 WXXW	5 WAEB	5 WXXW <	5 WXXW <	5 WAEB-F	5 WHXT-F	5 WFMZ-F	5
6	6	6	6 WFMZ-F	6	6 WZZO-F	6 WAEB-F	6 WHXT-F	6 WXXW	6	6
7	7	7	7 WAEB	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 WHXT-F	1 WLEV-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 WAEB-F	2 WZZO-F	2 WZZO-F	2 WAEB-F	2 WFMZ-F	2 WLEV-F	2 WLEV-F>>	2 WLEV-F>>	2 WLEV-F>>	2 WLEV-F>>
3 WZZO-F>	3 WHXT-F	3 WAEB-F	3 WHXT-F<	3 WZZO-F	3 WHXT-F>	3 WAEB-F	3 WAEB-F	3 WAEB-F	3 WXXW
4 WLEV-F>>	4 WAEB-F	4 WHXT-F>>	4 WZZO-F	4 WAEB-F	4 WAEB-F	4 WHXT-F	4 WXXW	4	4 WAEB-F
5	5	5	5	5 WHXT-F	5	5	5	5	5
6	6	6	6	6 WXXW	6	6	6	6	6

OTHER RATED STATIONS		METRO SHARE/RTG/AQH/CUME	TSA	TSA
WEEX	1230	Easton	1.3/3.6/	13/ 212
WGPA	1100	Bethlehem	0.3/1.1/	3/ 68
WKAP	1320	Allentown	1.0/4.9/	11/ 285
WLSH	1410	Lansford	1.1/1.8/	14/ 129
WRNJ	1000	Hackettstown	0.7/1.8/	7/ 108
WYNS	1160	Lehighton	0.3/2.1/	4/ 159
KYW	1060	Philadelphia	0.9/6.0/	20/ 510
WABC	770	New York	1.5/2.7/	21/ 411
WEAZ-F	101.1	Philadelphia	1.1/2.6/	23/ 212
WFLN-F	95.7	Philadelphia	0.4/1.6/	4/ 135
WKRZ-F	98.5	WilkesBarre/Scr	0.5/0.9/	12/ 258
WKSZ-F	100.3	Media	0.3/1.1/	3/ 80
WMGH-F	105.5	Tamaqua	0.4/1.5/	23/ 234
WMGK-F	102.9	Philadelphia	0.4/1.4/	4/ 156
WMMR-F	93.3	Philadelphia	1.7/4.8/	28/ 538
WNEW	1130	New York	0.5/1.4/	6/ 132
WUGL-F	98.1	Philadelphia	1.0/3.6/	21/ 380
WOR	710	New York	1.4/3.3/	38/ 476
WUSL-F	98.9	Philadelphia	0.4/1.3/	6/ 126
WWDB-F	96.5	Philadelphia	0.5/1.5/	11/ 210
WYCL-F	107.5	Boyertown	1.1/2.5/	18/ 198

SALE STATIONS

WAEB-F, 104.1,	50 KW @ 500,	CHR	UNIPWR , \$	47.00 (Katz)	CRB
WFMZ-F, 100.7,	17 KW @ 869,	EZ/BTFL	, \$	50.00 (Torbet)	
WHXT-F, 99.9,	50 KW @ 446,	CHR	, \$	40.00 (Christal)	Roth
WLEV-F, 96.1,	50 KW @ 500,	AC	, \$	73.00 (McGuild)	Zimmerman
WZZO-F, 95.1,	30 KW @ 631,	AOR	, \$	59.00 (Banner)	Holt
WEEX, 1230,	1 KW (DA-2)	, AC	ABC I, CBS , \$	25.00 (Katz)	CRB
WEST, 1400,	1 KW	, OLDIES	MBS, CNN , \$	13.00 (Christal)	Roth
WKAP, 1320,	5 KW/1 KW (DA-2)	, NOSTALGIA	CBS , \$	18.00 (McGuild)	Zimmerman
WXXW, 1470,	5 KW (DA-N)	, COUNTRY	APR , \$	14.00 (Banner)	Holt
			NBC, ABC I, \$	19.00 (Republic)	

OTHER RANKED STATIONS -- See Philadelphia or New York

ATLANTA

Arbitron Rank/Pop (12+): 12/2,305,200
 MSA Rank/Pop: 10/2,804,100
 ADI # 12
 Average Person Ratings: 17.6
 Market TSL: 23.00 hours

Stations: 23/21
 Diaries: 1967/1172:1/50.1%
 Sample Target: 1840
 % Below Line: 0.8
 % Not Listed: 9.6

1989 Revenue: \$112,000,000
 HH Inc.: \$31,892
 Retail \$: 22.3 Bil
 Pop per Station: 109,771
 #1 Biller: WSB \$13,300,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WVEE-F (B)	598/14.8	15.1	14.0	13.1	14.4	14.3	667/5203	4399/19.1	19.1	19.9	19.0	814	5976	WVEE-F
2. WSB -F (AC)	400/ 9.9	8.1	10.9	8.6	9.5	9.4	459/6538	5610/24.3	21.3	22.9	6.8	294	3875	WSB -F
3. WAPW-F (CHR)	350/ 8.6	10.6	9.4	8.1	9.5	9.2	446/6064	4702/20.4	22.0	21.8	10.2	440	6605	WAPW-F
4. WPCH-F (EZ)	325/ 8.0	8.2	8.1	8.7	6.6	8.3	397/4899	4045/17.5	16.7	17.1	5.5	235	2655	WPCH-F
5. WYAY-FF (C)	261/ 6.5	5.6	4.8	5.5	4.6	5.6	421/4840	3196/13.9	12.9	15.2	7.5	232	3301	WYAY-FF
6. WKLS-F (AOR)	254/ 6.3	6.9	5.4	7.0	6.8	6.4	323/4068	3207/13.9	16.0	17.0	9.5	409	4501	WKLS-F
7. WFOK-F (O)	235/ 5.8	6.4	5.3	5.8	5.3	5.8	310/5073	3890/16.9	15.9	15.3	4.0	173	3227	WFOK-F
8. WSB (MOR)	229/ 5.7	6.7	7.1	7.6	5.8	6.8	254/4384	3884/16.8	16.8	15.7	5.2	223	3336	WSB
9. WKHX-F (C)	207/ 5.1	4.5	5.3	4.7	7.1	4.9	251/3680	2778/12.1	10.2	14.2	5.1	219	2882	WKHX-F
10. WSTR-F (AC)	180/ 4.4	3.2	2.8	3.6	4.3	3.5	202/3704	3291/14.3	12.1	15.2	2.7	118	2400	WSTR-F
11. WGST (N/T)	167/ 4.1	3.3	3.5	3.5	2.6	3.6	170/2511	2433/10.6	7.8	7.9	2.9	123	1707	WGST
12. WZGC-F (CL AOR)	161/ 4.0	3.7	3.8	4.7	6.1	4.1	176/3164	2746/11.9	11.7	15.1	5.1	219	3525	WZGC-F
13. WAOK (R/G)	110/ 2.7	2.8	3.4	3.7	3.4	3.2	110/1353	1346/ 5.8	5.5	7.1	3.4	145	1707	WAOK
14.														
15.														

12+ FM SHARE (METRO): 83.08% (3044 of 3664) (SUM 89: 83.94%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 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 WSB -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 WSB -F>	3 WAPW-F>	3 WAPW-F	3 WAPW-F	3 WPCH-F	3 WVEE-F>>	3 WSB -F	3 WSB -F>	3 WSB -F>	3 WSB -F
4 WKLS-F	4 WYAY-FF	4 WSTR-F<	4 WFOK-F	4 WFOK-F	4 WYAY-FF	4 WAPW-F>	4 WZGC-F>	4 WYAY-FF	4 WFOK-F
5 WFOK-F	5 WSTR-F	5 WYAY-FF	5 WPCH-F	5 WYAY-FF	5 WSB -F	5 WZGC-F<	5 WYAY-FF	5 WAPW-F<	5 WYAY-FF
6 WYAY-FF	6 WFOK-F	6 WZGC-F	6 WYAY-FF	6 WSTR-F	6	6 WYAY-FF	6 WSTR-F	6 WFOK-F	6 WZGC-F<
7	7	7 WFOK-F	7 WSTR-F	7 WAPW-F	7	7	7	7 WZGC-F	7 WSB <
8	8	8	8	8	8	8	8	8	8 WGST <
									9 WPCH-F

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
WAFS 920	Atlanta	0.4/0.9/	16/	200
WALR-F 104.7	Athens/Atlanta	0.5/2.9/	39/	1131
WCHK-F 105.7	Canton/Atlanta	0.5/1.3/	30/	441
WCNN 680	No. Atlanta	0.8/5.7/	36/	1379
WIGO 1340	Atlanta	1.0/2.8/	41/	644
WKHX 590	Atlanta	0.1/0.6/	4/	178
WQXI 790	Atlanta	0.5/2.0/	20/	471
WNGC-F 95.5	Athens	0.5/1.0/	81/	940
WVFJ-F 93.3	Manchester	0.3/1.1/	24/	409

RADIO STATIONS

AM STATIONS

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

FM STATIONS

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

AUSTIN

Arbitron Rank/Pop (12+): 59/634,000
 MSA Rank/Pop: 66/775,200
 ADI # 71
 Average Person Ratings: 16.0
 Market TSL: 21.25 hours

Stations: 20/18
 Diaries: 1093/580:1/50.3%
 Sample Target: 1000
 % Below Line: 1.3
 % Not Listed: 15.0

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

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. KASE-F (C)	201/19.8	14.5	17.0	15.4	12.7	16.7	250/2461	1828/28.8	28.6	24.5	18.6	204	1842	KASE-F
2. KLBJ-F (AOR)	87/ 8.6	9.4	7.9	10.6	9.2	9.1	101/1568	1357/21.4	22.7	22.0	10.8	118	1849	KLBJ-F
3. KBTS-F (CHR)	87/ 8.6	7.4	8.5	9.0	10.2	8.4	128/2229	1536/24.2	23.2	26.9	9.8	107	1845	KBTS-F
4. KHFI-F (CHR)	77/ 7.6	8.6	6.3	6.6	6.0	7.3	81/1545	1406/22.2	20.1	21.1	10.9	120	1547	KHFI-F
5. KKMJ-F (AC)	65/ 6.4	7.6	9.5	7.8	7.0	7.8	75/1252	1096/17.3	17.7	17.4	5.9	65	775	KKMJ-F
6. KPEZ-F (CL AOR)	58/ 5.7	5.0	4.1	4.1	4.3	4.7	59/909	886/14.0	14.2	13.3	4.8	53	911	KPEZ-F
7. KLBJ (N/T)	44/ 4.3	5.0	4.0	4.2	4.3	4.4	55/1075	826/13.0	13.8	13.4	2.6	28	729	KLBJ
8. KQFX-F (O)	41/ 4.0	3.6	4.4	2.2	3.1	3.5	48/863	735/11.6	10.8	10.2	3.1	34	723	KQFX-F
9. KEYI-F (AC)	41/ 4.0	4.4	3.6	4.2	4.6	4.1	46/902	760/12.0	14.9	12.8	3.6	39	531	KEYI-F
10. KVET (C)	36/ 3.6	2.7	2.2	2.6	2.2	2.8	42/526	447/ 7.1	8.4	6.7	1.7	19	290	KVET
11. KLTD-F (O)	22/ 2.2	2.8	2.0	2.4	3.2	2.3	44/938	472/ 7.4	8.4	9.9	1.9	21	316	KLTD-F
12. KGSF-F (J/NA)	21/ 2.1	2.2	2.6	2.2	2.9	2.3	23/386	356/ 5.6	8.1	6.2	3.7	41	491	KGSF-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 83.04% (715 of 861) (SUM 89: 84.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBTS-F	1 KASE-F>	1 KASE-F>	1 KASE-F>>	1 KASE-F>>	1 KASE-F>>	1 KASE-F>>	1 KASE-F>>	1 KASE-F>>	1 KASE-F>	1 KASE-F>
2 KHFI-F>>	2 KLBJ-F	2 KLBJ-F	2 KKMJ-F	2 KKMJ-F	2 KKMJ-F	2 KLBJ-F	2 KLBJ-F	2 KLBJ-F	2 KLBJ-F	2 KLBJ-F
3	3 KBTS-F	3 KBTS-F	3 KKMJ-F	3 KLBJ-F	3 KLBJ	3 KBTS-F	3 KBTS-F	3 KBTS-F	3 KHFI-F	3 KLBJ
4	4 KPEZ-F	4 KPEZ-F	4 KPEZ-F	4 KPEZ-F	4 KVET	4 KHFI-F<	4 KKMJ-F	4 KHFI-F	4 KBTS-F	4 KQFX-F
5	5 KHFI-F>>	5 KHFI-F	5 KBTS-F	5 KEYI-F	5 KQFX-F	5 KVET	5 KHFI-F	5 KKMJ-F	5 KPEZ-F	5 KPEZ-F
6	6	6 KKMJ-F	6 KEYI-F	6 KBTS-F	6 KLBJ-F	7 KLBJ	6 KPEZ-F	6 KPEZ-F	6	6 KKMJ-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 KASE-F>>	1 KASE-F>>	1 KASE-F>>	1 KASE-F>>	1 KASE-F>	1 KLBJ-F>	1 KLBJ-F	1 KASE-F	1 KASE-F	1 KASE-F>
2 KHFI-F	2 KHFI-F<	2 KEYI-F	2 KKMJ-F	2 KKMJ-F>	2 KPEZ-F<	2 KASE-F	2 KLBJ-F	2 KLBJ-F	2 KLBJ-F
3 KBTS-F>	3 KBTS-F>	3 KLBJ-F	3 KHFI-F	3 KEYI-F	3 KBTS-F	3 KPEZ-F>	3 KPEZ-F>	3 KPEZ-F>	3 KPEZ-F>
4 KLBJ-F>	4 KLBJ-F	4 KKMJ-F	4 KBTS-F>	4 KBTS-F	4 KASE-F>	4 KBTS-F>	4 KHFI-F	4 KBTS-F	4 KLBJ <
5 KQFX-F	5 KEYI-F	5 KBTS-F	5 KLBJ-F	5 KLBJ-F<	5 KHFI-F	5 KHFI-F	5 KBTS-F	5 KHFI-F	5 KVET
6	6 KPEZ-F	6	6 KEYI-F	6 KHFI-F	6	6	6	6	6 KQFX-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KATG-F	94.7	Luling	1.5/7.0/ 27/ 520
KFON	1370	Rollingwood/Aus	1.2/3.7/ 12/ 256
KIXL	970	Del Valle/Austn	0.8/3.4/ 8/ 237
KMOW	1490	Austin	1.3/3.1/ 14/ 208
KTAE	1260	Taylor	0.4/1.3/ 8/ 129
KTXZ	1560	W Lake Hills/As	1.6/2.6/ 17/ 198
KSAH	720	Universal City	0.7/1.4/ 18/ 139
WOAI	1200	San Antonio	0.6/1.8/ 13/ 271

METRO STATIONS

KLBJ	, 590,	5 KW/1 KW (DA-N),	News/Talk	CBS MBS,	\$36.00	(Eastman)
KTXZ	, 1560,	2.5 KW (DA-2),	Hispanic	UNIULT,	\$13.00	(Katz Hisp.)
KVET	, 1300,	5 KW/1 KW (DA-2),	Country	ABC I,	\$25.00	(Katz)
KATG-F,	94.7,	100 KW @ 1257	, Soft AC/EZ	, \$21.00		(LULING)
KBTS-F,	93.3,	100 KW @ 1949	, CHR	, \$58.00		(Christal)
KEYI-F,	103.5,	100 KW @ 1257	, AC	, \$50.00		Booth/Genesis (KILLEEN)
KGSF-F,	107.1,	46 KW @ 516	, Jazz/AC	, \$25.00		Degree (SAN MARCOS)
KHFI-F,	98.3,	1 KW @ 420	, CHR	, \$45.00		Beasley (BASTROP)
KKMJ-F,	95.5,	100 KW @ 1001	, CHR	, \$75.00		Keymarket
KLBJ-F,	93.7,	97 KW @ 1050	, AOR	, \$68.00		(Eastman)
KLTD-F,	99.1,	19 KW @ 1814	, Oldies	UNISUP UNIULT,	\$24.00	(Torbet)
KPEZ-F,	102.3,	3 KW @ 300	, Classic AOR	, \$35.00		(Christal)
KQFX-F,	96.7,	100 KW @ 951	, Oldies	, \$29.00		(Banner)
KASE-F,	100.7,	100 KW @ 1190	, Country	, \$100.00		(Katz)

Misc: KAPT-F changes to KATG-F (August)

BALTIMORE

Arbitron Rank/Pop (12+): 17/2,006,100
 MSA Rank/Pop: 16/2,357,500
 ADI # 22
 Average Person Ratings: 18.3
 Market TSL: 24.00 hours

Stations: 35/20
 Diaries: 1796/1117:1/52.4%
 Sample Target: 1740
 % Below Line: 14.5
 % Not Listed: 10.9

1989 Revenue: \$61,500,000
 HH Inc.: \$31,528
 Retail \$: 16.0 Bil
 Pop per Station: 100,305
 #1 Biller: WMMX-F \$10,000,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WXYV-F (B)	348/ 9.5	8.2	8.4	9.1	7.3	8.8	351/3289	3213/16.0	16.0	14.4	11.7	451	4379	WXYV-F
2. WBAL (N/T)	332/ 9.0	8.8	7.8	7.5	9.7	8.3	343/4642	4351/21.7	21.0	22.1	7.1	274	4274	WBAL
3. WIYY-F (AOR)	279/ 7.6	6.7	6.2	6.4	6.2	6.7	302/3802	3451/17.2	15.8	16.5	9.0	348	4044	WIYY-F
4. WLIF-AF (EZ)	254/ 6.9	6.5	8.4	7.9	9.9	7.4	277/3404	3149/15.7	14.8	17.0	5.0	190	2442	WLIF-AF
5. WBSB-F (CHR)	251/ 6.8	5.8	5.5	6.6	5.2	6.2	275/4198	3826/19.1	18.9	16.1	7.8	301	3459	WBSB-F
6. WPOC-F (C)	199/ 5.4	6.8	6.7	5.3	6.4	6.1	221/2709	2174/10.8	13.1	12.1	5.2	202	2369	WPOC-F
7. WMMX-F (AC)	198/ 5.4	6.1	6.5	7.5	6.1	6.4	204/3613	3321/16.6	16.5	17.6	6.2	239	3260	WMMX-F
8. WQSR-F (O)	180/ 4.9	5.0	4.8	5.3	4.1	5.0	196/2508	2199/11.0	11.6	11.1	4.1	159	1749	WQSR-F
9. WCBM (T)	119/ 3.2	3.0	3.3	3.2	2.9	3.2	121/1309	1291/ 6.4	6.0	6.5	2.8	106	1081	WCBM
10. WHFS-F (AOR)	106/ 2.9	2.4	1.4	2.0	2.7	2.2	111/1521	1427/ 7.1	7.7	7.1	3.1	120	1816	WHFS-F
11. WWIN-F (B)	91/ 2.5	2.2	2.9	2.1	2.0	2.4	91/1404	1404/ 7.0	5.4	6.3	4.3	165	1495	WWIN-F
12. WBGR (R/GOSP)	88/ 2.4	2.9	2.9	1.9	3.0	2.5	107/1079	977/ 4.9	4.3	4.7	1.9	75	677	WBGR
13. WGRX-F (CL AOR)	87/ 2.4	1.8	2.4	2.0	3.2	2.2	116/2278	1699/ 8.5	7.3	9.2	3.2	122	1293	WGRX-F
14. WPGC-F (CHR)	74/ 2.0	1.6	1.5	1.0	2.7	1.5	78/1452	1353/ 6.7	6.0	8.0	2.3	89	1442	WPGC-F
15. WYST-F (SAC)	72/ 2.0	3.3	2.8	3.1	2.3	2.8	73/1581	1409/ 7.0	9.1	8.5	1.4	54	1165	WYST-F
16. WITH (BB)	66/ 1.8	2.2	1.8	1.2	1.5	1.8	66/787	787/ 3.9	4.4	3.8	1.1	43	601	WITH
17. WCAO (C)	60/ 1.6	1.6	1.5	2.0	1.7	1.7	69/932	878/ 4.4	4.5	4.4	0.6	23	534	WCAO
18.														
19.														
20.														

12+ FM SHARE (METRO): 75.90% (2488 of 3278) (SUM 89: 72.47%)

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 WXYV-F	1 WXYV-F	1 WXYV-F	1 WBAL >	1 WBAL	1 WXYV-F	1 WXYV-F	1 WBAL >	1 WBAL >
2 WXYV-F>>	2 WXYV-F>	2 WIYY-F>	2 WMMX-F	2 WMMX-F	2 WLIF-AF	2 WXYV-F	2 WLIF-AF<	2 WLIF-AF	2 WXYV-F>	2 WXYV-F
3 WIYY-F>>	3 WBSB-F>	3 WMMX-F<	3 WIYY-F<	3 WQSR-F<	3 WPOC-F>	3 WIYY-F	3 WIYY-F	3 WIYY-F	3 WBSB-F	3 WPOC-F
4 WGRX-F	4 WHFS-F	4 WBSB-F<	4 WQSR-F	4 WIYY-F	4 WMMX-F	4 WBSB-F<	4 WMMX-F	4 WBAL <	4 WIYY-F	4 WCBM
5	WMMX-F<	5 WQSR-F>	5 WBSB-F	5 WBAL <	5 WPOC-F	5 WPOC-F	5 WBSB-F	5 WBSB-F	5 WLIF-AF	5 WIYY-F
6	6 WQSR-F>	6 WPOC-F<	6 WBAL <	6 WLIF-AF	6 WQSR-F	6 WLIF-AF	6 WPOC-F<	6 WMMX-F	6 WWIN-F	6 WBSB-F<
7	7 WGRX-F<	7 WBAL	7 WPOC-F	7 WPOC-F	7 WXYV-F	7 WMMX-F	7 WBAL	7 WQSR-F	7	7 WBGR
8	8 WPGC-F	8 WLIF-AF<	8 WLIF-AF	WBSB-F	8	8 WQSR-F	8 WQSR-F	8 WPOC-F	8	8 WLIF-F
		9 WHFS-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 WXYV-F>	1 WXYV-F>	1 WXYV-F>	1 WXYV-F>	1 WXYV-F	1 WIYY-F>>	1 WIYY-F>	1 WIYY-F>	1 WIYY-F>	1 WIYY-F
2 WIYY-F	2 WMMX-F	2 WMMX-F	2 WMMX-F	2 WMMX-F	2 WXYV-F>	2 WXYV-F	2 WXYV-F	2 WXYV-F>	2 WBAL
3 WBSB-F>	3 WBSB-F	3 WIYY-F	3 WBSB-F	3 WLIF-AF	3 WBSB-F	3 WHFS-F	3 WXYV-F>	3 WBAL <	3 WQSR-F
4 WQSR-F	4 WMMX-F	4 WQSR-F<	4 WQSR-F<	4 WBSB-F<	4 WPGC-F	4 WBSB-F	4 WBAL <	4 WQSR-F	4 WXYV-F
5 WMMX-F	5 WQSR-F>	5 WBSB-F>	5 WIYY-F	5 WQSR-F>	5 WHDC-F	5 WPGC-F	5 WQSR-F	5 WHFS-F<	5 WPOC-F
6 WLIF-AF	6 WLIF-AF	6 WLIF-AF	6 WLIF-AF>	6 WPOC-F	6 WHFS-F	6 WQSR-F	6 WBSB-F	6 WBSB-F<	6 WMMX-F<
7 WHFS-F	7 WGRX-F	7 WWIN-F	7 WPOC-F	7 WIYY-F	7 WGRX-F	7 WQSR-F	7 WPOC-F	7 WMMX-F<	7 WHFS-F
8 WGRX-F	8	8 WGRX-F	8 WWIN-F	8 WWIN-F	8 WMMX-F	8 WGRX-F	8 WPGC-F	8 WPOC-F	8 WBSB-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WEBB	1360	Baltimore	0.4/2.4/ 13/ 474
WRBS-F	95.1	Baltimore	1.3/3.4/ 51/ 747
WWIN	1400	Baltimore	1.1/4.3/ 42/ 868
WYST	1010	Baltimore	0.4/1.7/ 15/ 349
WASH-F	97.1	Washington	0.3/1.8/ 16/ 455
WAVA-F	105.1	Arlington/Wash	0.7/3.8/ 28/ 858
WFRE-F	99.9	Frederick	0.4/1.3/ 27/ 520
WGAY-F	99.5	Washington	0.6/1.7/ 26/ 363
WGMS-F	103.5	Washington	0.4/1.5/ 15/ 302
WHUR-F	96.3	Washington	0.8/4.2/ 31/ 888
WKYS-F	93.9	Washington	1.0/2.7/ 36/ 560
WLTT-F	94.7	Bethesda/Washg	0.6/1.5/ 27/ 332
WMZQ-F	98.7	Washington	0.7/1.6/ 34/ 501
WRQX-F	107.3	Washington	1.3/6.4/ 53/1447
WTOP	1500	Washington	1.0/4.7/ 35/ 982
WWDC-F	101.1	Washington	1.5/7.0/ 66/1616
WXTR-F	104.1	Waldorf/Wshngtn	0.4/1.1/ 20/ 270

RADIO STATIONS

AM STATIONS

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

FM STATIONS

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

OTHER RANKED STATIONS -- SEE WASHINGTON

***** 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	

BATON ROUGE

Arbitron Rank/Pop (12+): 80/435,400
 MSA Rank/Pop: 92/534,300
 ADI # 94
 Average Person Ratings: 15.9
 Market TSL: 21.50 hours

Stations: 24/16
 Diaries: 947/460:1/50.9%
 Sample Target: 840
 % Below Line: 13.8
 % Not Listed: 13.1

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

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WYNK-AF (C)	96/13.9	12.6	14.6	8.7	14.7	12.4	248/2461	1129/25.9	24.9	25.6	11.3	85	1142	WYNK-AF
2. WFMF-F (CHR)	77/11.1	11.3	12.4	13.7	10.8	12.1	129/2010	1110/25.5	26.0	28.4	15.6	122	1512	WFMF-F
3. KQXL-F (B)	70/10.1	12.4	11.8	9.9	11.3	11.1	104/1228	745/17.1	20.3	20.1	14.9	116	1052	KQXL-F
4. WXOK (B)	64/ 9.2	9.9	8.5	5.7	7.4	8.3	82/853	670/15.4	15.1	17.9	5.6	44	604	WXOK
5. KHOM-F (O)	41/ 5.9	4.7	6.8	5.1	5.7	5.6	96/1328	609/14.0	14.2	13.2	6.4	50	486	KHOM-F
6. WTGE-F (AC)	40/ 5.8	6.0	5.5	4.1	5.1	5.3	54/781	595/13.7	15.6	13.9	5.9	46	710	WTGE-F
7. WGGZ-F (CHR)	38/ 5.5	5.3	4.9	6.7	7.9	5.6	68/1617	758/17.4	19.8	23.3	7.1	55	891	WGGZ-F
8. WKJN-F (C)	33/ 4.8	4.8	4.6	5.4	6.5	4.9	65/1142	599/13.8	13.9	16.3	4.0	31	507	WKJN-F
9. WJBO (N/T)	26/ 3.7	3.5	4.3	6.3	3.2	4.5	27/440	424/ 9.7	9.4	9.1	4.2	33	400	WJBO
10. WCKW-F (CL ACR)	21/ 3.0	2.9	3.5	3.6	4.0	3.3	50/896	428/ 9.8	9.5	10.7	5.6	44	491	WCKW-F
11. KIEZ-F (EZ)	19/ 2.7	2.8	2.6	1.6	---	2.4	19/236	236/ 5.4	5.7	0.0	1.0	8	260	KIEZ-F
12. KDEA-F (EZ)	14/ 2.0	1.2	1.7	1.7	1.7	1.7	74/1150	230/ 5.3	4.3	5.3	0.8	6	172	KDEA-F
13. WNDC (GOSP)	12/ 1.7	1.6	5.5	5.6	4.2	3.6	13/285	269/ 6.2	4.3	6.1	2.9	23	182	WNDC
14. WLUX (REL)	10/ 1.4	2.4	0.6	0.7	---	1.3	10/128	128/ 2.9	2.8	0.0	0.1	1	66	WLUX
15.														

12+ FM SHARE (METRO): 77.78% (469 of 603) (SUM 89: 79.34%)

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

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
WIBR 1300 Baton Rouge	0.4/2.7/	3/	142	
WQCK-F 92.7 Clinton	1.2/3.5/	9/	203	
WTKL 1260 Baton Rouge	0.6/1.6/	7/	82	
WXLT-F 94.1 McComb	1.0/5.2/	16/	402	
WNOE-F 101.1 New Orleans	0.4/1.3/	21/	342	
WQUE-F 93.3 New Orleans	0.7/2.8/	44/	578	
WWL 870 New Orleans	0.7/3.6/	26/	513	
WYLD 940 New Orleans	0.6/0.9/	15/	166	
WYLD-F 98.5 New Orleans	0.4/1.4/	26/	352	

RADIO STATIONS

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

BIRMINGHAM

Arbitron Rank/Pop (12+): 52/773,000
 MSA Rank/Pop: 57/925,400
 ADI # 47
 Average Person Ratings: 16.2
 Market TSL: 21.75 hours

Stations: 22/19
 Diaries: 1123/688:1/51.6%
 Sample Target: 1100
 % Below Line: 2.5
 % Not Listed: 9.2

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

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WZZK-AF (C)	202/16.0	15.7	16.3	16.2	14.4	16.0	319/3969	2476/32.0	28.6	27.4	14.0	178	2191	WZZK-AF
2. WENN-F (B)	149/11.9	12.0	11.8	12.3	10.6	12.0	181/1913	1464/18.9	17.4	18.7	17.8	241	2158	WENN-F
3. WAPI-F (CHR)	126/10.0	8.2	8.7	7.8	8.0	8.7	182/2671	1829/23.7	22.4	19.5	11.4	154	1870	WAPI-F
4. WMJJ-F (AC)	116/ 9.2	7.9	8.3	8.2	11.9	8.4	141/1813	1365/17.7	17.4	22.6	7.5	101	1421	WMJJ-F
5. WZRR-F (CL AOR)	96/ 7.6	7.9	9.1	8.2	8.6	8.2	150/1918	1290/16.7	16.1	16.2	13.4	181	1553	WZRR-F
6. WERC (N/T)	75/ 6.0	6.1	5.0	5.2	6.3	5.6	89/1078	956/12.4	12.5	11.3	5.4	73	850	WERC
7. WKXX-F (CHR)	72/ 5.7	5.1	5.3	7.0	5.8	5.8	113/1862	1334/17.3	15.3	17.0	5.3	71	1452	WKXX-F
8. WATV (B)	60/ 4.8	5.9	6.2	5.1	4.0	5.5	61/760	738/ 9.5	9.8	9.4	2.4	33	465	WATV
9. WDJC-F (REL)	51/ 4.1	3.8	3.1	2.6	3.1	3.4	77/1049	682/ 8.8	10.0	8.3	3.6	48	644	WDJC-F
10. WAGG (GOSP)	44/ 3.5	4.2	2.4	3.8	3.6	3.5	46/463	435/ 5.6	5.9	5.6	2.2	30	339	WAGG
11. WAPI (BB)	43/ 3.4	4.8	4.9	4.6	4.2	4.4	43/729	723/ 9.4	10.4	9.4	3.2	43	620	WAPI
12. WJLD (B)	34/ 2.7	2.6	2.7	1.6	2.0	2.4	34/672	633/ 8.2	6.7	6.8	1.6	21	566	WJLD
13.														
14.														
15.														

12+ FM SHARE (METRO): 73.60% (839 of 1140) (SUM 89: 72.59%)

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

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WAYE 1220	Birmingham	0.6/2.1/	8/ 178
WCRT 1260	Birmingham	0.9/3.4/	11/ 266
WFFN-F 92.9	Cordova	0.4/1.1/	5/ 84
WKLD-F 97.7	Oneonta	0.3/1.0/	4/ 75
WVOK 690	Birmingham	0.7/4.6/	17/ 537
WYDE 850	Birmingham	0.4/1.3/	5/ 113
WQEN-F 103.7	Gadsden/Annistn	0.3/1.5/	52/ 783
WRS-A-F 96.9	Decatur/Hntsvle	0.6/2.0/	32/ 487
WZBQ-F 102.5	Jasper	1.6/6.1/	50/1079

SPOT SALES

WAGG , 1320,	5 KW (DAYS)	Gospel	SBN, \$ 30.00	(HNWH)	
WAPI , 1070,	50 KW/5 KW (DA-N),	Nostalgia	NBC, \$ 27.00	(Christal)	Dittman
WATV , 900,	1 KW	Black	ABC E, \$ 30.00	(Roslin)	
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
WJLD , 1400,	1 KW	Black	MBS SBN, \$ 21.00	(K & P)	
WVOK , 690,	50 KW/30 W	Country	CBS, \$ 19.00	(Republic)	Dick
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
WDJC-F, 93.7,	100 KW @ 1007	Religion	, \$ 22.00	(---)	Crawford
WENN-F, 107.7,	100 KW @ 1037	Black	SBN, \$ 55.00	(HNWH)	
WKXX-F, 106.9,	100 KW @ 1150	CHR	ABC D, \$ 40.00	(Mc-Guild)	Sun Group
WMJJ-F, 96.5,	100 KW @ 1026	AC	, \$109.00	(Banner)	Capitol Johnson
WZRR-F, 99.5,	100 KW @ 870	Classic AOR	, \$ 60.00	(Republic)	Dick
WZZK-F, 104.7,	100 KW @ 1300	Country	, \$140.00	(Katz)	NewCity

BOSTON

Arbitron Rank/Pop (12+): 8/3,184,100
 MSA Rank/Pop: 7/3,759,100
 ADI # 6
 Average Person Ratings: 18.2
 Market TSL: 24.25 hours

Stations: 40/31
 Diaries: 2249/1416:1/46.9%
 Sample Target: 2190
 % Below Line: 4.9
 % Not Listed: 10.2

1989 Revenue: \$111,800,000
 HH Inc.: \$35,763
 Retail \$: 32.2 Bill
 Pop per Station: 102,712
 #1 Biller: WXKS-F \$15,200,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ 1/4/CUME	TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WXKS-F (CHR)	406/ 7.0	7.2	5.9	6.2	8.0	6.6	442/6867	5796/18.2	20.4	22.1	8.4	484	6808	WXKS-F	
2. WRKO (T)	405/ 7.0	6.9	7.8	6.6	6.6	7.1	518/6875	5624/17.7	15.3	16.6	6.9	399	4259	WRKO	
3. WZOU-F (CHR)	398/ 6.9	7.4	7.1	5.5	5.6	6.7	560/9007	6111/19.2	19.9	18.3	9.7	561	7076	WZOU-F	
4. WBCN-F (AOR)	339/ 5.8	7.1	4.6	5.3	5.5	5.7	420/6139	4610/14.5	16.3	16.3	7.3	423	5752	WBCN-F	
5. WMJX-F (AC)	299/ 5.2	4.0	4.1	4.6	4.5	4.5	322/4636	4061/12.8	13.2	14.1	3.1	182	3183	WMJX-F	
6. WBZ (MOR)	296/ 5.1	5.9	7.3	5.9	5.4	6.1	421/6784	4694/14.7	14.7	15.7	5.1	293	3781	WBZ	
7. WZLX-F (CL AOR)	284/ 4.9	3.9	3.0	3.1	3.5	3.7	355/5238	4072/12.8	11.2	11.4	5.0	290	3604	WZLX-F	
8. WODS-F (O)	279/ 4.8	4.1	4.1	5.1	4.8	4.5	385/5909	3777/11.9	11.9	14.9	4.4	252	3480	WODS-F	
9. WSSH-F (SAC)	237/ 4.1	3.6	4.3	3.5	4.6	3.9	326/5080	3433/10.8	9.8	10.6	2.7	156	2632	WSSH-F	
10. WEEI (N)	223/ 3.8	3.4	4.1	4.5	3.8	4.0	232/4453	4142/13.0	13.3	14.1	2.8	163	3467	WEEI	
11. WJIB-F (EZ)	219/ 3.8	4.6	4.8	5.1	5.2	4.6	274/4394	3393/10.7	9.9	12.6	3.7	216	2879	WJIB-F	
12. WHDH (T)	215/ 3.7	3.9	4.6	4.7	4.4	4.2	245/4299	3689/11.6	12.3	13.8	3.2	187	2592	WHDH	
13. WROR-F (AC)	187/ 3.2	2.6	3.7	2.2	2.8	2.9	231/4172	3020/ 9.5	11.0	11.5	2.6	148	2523	WROR-F	
14. WBOS-F (SAC)	137/ 2.4	2.0	2.0	1.6	2.2	2.0	166/2699	1996/ 6.3	7.0	5.4	1.7	96	1684	WBOS-F	
15. WILD (B)	123/ 2.1	2.2	2.9	2.5	2.1	2.4	124/988	959/ 3.0	3.3	3.9	2.7	154	1387	WILD	
16. WCRB-F (CL)	123/ 2.1	1.6	1.7	2.1	1.7	1.9	165/2733	2129/ 6.7	6.7	5.1	1.2	69	1195	WCRB-F	
17. WXKS (BB)	114/ 2.0	1.5	1.7	1.4	2.1	1.6	116/1193	1134/ 3.6	3.7	3.6	0.8	45	532	WXKS	
18. WVBF-F (AC)	114/ 2.0	2.2	2.4	2.3	2.4	2.2	132/2827	2329/ 7.3	7.2	7.5	2.2	129	1913	WVBF-F	
19. WCGY-F (AOR)	107/ 1.8	1.4	1.8	1.9	1.9	1.7	129/2434	1833/ 5.8	4.5	6.4	2.0	116	1870	WCGY-F	
20. WAAF-F (AOR)	99/ 1.7	1.8	1.5	1.8	1.2	1.7	296/4297	1939/ 6.1	6.5	6.9	3.3	193	2710	WAAF-F	
21. WFNX-F (AOR)	88/ 1.5	2.0	1.6	1.9	1.9	1.8	125/2065	1700/ 5.3	5.8	6.0	1.9	110	1624	WFNX-F	
22. WPLM-F (BB)	82/ 1.4	1.6	1.0	2.1	1.2	1.5	201/2667	1287/ 4.0	4.5	3.7	1.1	62	1014	WPLM-F	
23.															
24.															
25.															

12+ FM SHARE (METRO): 70.51% (3671 of 5206) (SUM 89: 68.27%)

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

OTHER RATED STATIONS METRO CUME TSA TSA
SHARE/RTG/AQH/CUME

WBOO-F	104.9	Gloucester	0.4/1.2/ 23/ 431
WCAP	980	Lowell	0.3/1.1/ 17/ 343
WCAV-F	97.7	Brockton	0.7/0.9/ 45/ 406
WCCM	800	Lawrence	0.5/1.0/ 28/ 304
WESX	1230	Salem	0.4/1.2/ 24/ 373
WEZE	1260	Boston	0.3/1.3/ 16/ 419
WJDA	1300	Quincy	0.5/1.3/ 27/ 401
WKKU	1510	Boston	0.3/1.0/ 19/ 359
WLYT-F	92.5	Haverhill/Bstn	0.4/1.8/ 63/1200
WROL	950	Boston	0.5/2.3/ 31/ 828
WCTK-F	98.1	New Bedford	0.3/1.2/104/1511
WHJY-F	94.1	Providence	0.5/2.9/247/3542
WHOB-F	106.3	Nashua	0.4/1.4/ 53/1198
WHOM-F	94.9	Mt Wash/Prtlnd	0.3/0.9/ 65/1186
WOKQ-F	97.5	Dover/Portsmth	0.5/1.4/208/2343
WPRO-F	92.3	Providence	0.3/1.7/282/4525
WSRS-F	96.1	Worcester	0.3/0.9/124/1668
WXLO-F	104.5	Fitchbrg/Worcst	0.5/2.0/132/1938

RADIO STATIONS

AM STATIONS

WBZ , 1030, 50 KW (DA-1)	, FULL SERVICE	ABC I, \$ 220.00 (Group W)	
WEEI, 590, 5 KW (DA-1)	, NEWS	CBS, \$ 138.00 (CBS)	
WHDH, 850, 50 KW (DA-2)	, TALK	NBC TALKNT, \$ 130.00 (Banner)	
WILD, 1090, 5 KW (DAYS)	, BLACK	SBN, \$ 40.00 (Roslin)	
WKKU, 1510, 50 KW (DA-2)	, COUNTRY	UNISUP UNIULT, \$ 30.00 (HNWH)	Noble
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 (---)	
WXKS, 1430, 5 KW/1 KW (DA-N)	, NOSTALGIA	UNISUP UNIULT, \$ N/A (MMR)	Pyramid

FM STATIONS

WBCN, 104.1, 22 KW @ 740, AOR	, \$ 300.00 (Torbet)	Infinity
WBOS, 92.9, 9 KW @ 1152, CL. AOR/VARIOUS	NBC, \$ 80.00 (Katz)	Ackerly
WCGY, 93.7, 50 KW @ 430, AOR/CLASSIC AOR	ABC R, \$ 60.00 (K & P)	Curt Gowdy
WCRB, 102.5, 15 KW @ 920, CLASSICAL	, \$ 90.00 (CMBS)	
WFNX, 101.7, 1.6 KW @ 441, AOR	, \$ 58.00 (---)	
WHRB, 95.3, 3 KW @ 110, VARIOUS	, \$ 30.00 (---)	
WCDJ, 96.9, 12 KW @ 1010, JAZZ/NAC	, \$ 90.00 (McGuild)	Emmis
WMJX, 106.7, 24 KW @ 719, SOFT AC	, \$ 145.00 (McGuild)	Greater Media
WODS, 103.3, 16 KW @ 887, OLDIES	RADRAD, \$ 165.00 (CBS)	CBS
WPIM, 99.1, 50 KW @ 430, NOSTALGIA	UNIULT, \$ 45.00 (Kadetsky)	(PLYMOUTH)
WROR, 98.5, 8 KW @ 1190, AC	UNIPWR, \$ 125.00 (Republic)	Atlantic Ventures
WSSH, 99.5, 39 KW @ 550, SOFT AC	UNISUP, \$ 170.00 (HNWH)	Noble
WVBF, 105.7, 14 KW @ 954, AC	, \$ 80.00 (Banner)	Fairbanks
WXKS, 107.9, 23 KW @ 722, CHR	, \$ 280.00 (MMR)	Pyramid
WZLX, 100.7, 20 KW @ 724, CLASSIC AOR	, \$ 156.00 (Crystal)	Cook Inlet
WZOU, 94.5, 12 KW @ 1053, CHR	, \$ 150.00 (Eastman)	Arctman

WAAF — SEE WORCESTER

BUFFALO-NIAGARA FALLS

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

Stations: 25/21
Diaries: 1469/675:1/59.6%
Sample Target: 1290
% Below Line: 2.7
% Not Listed: 11.0

1989 Revenue: \$28,100,000
HH Inc.: \$27,650
Retail \$: 7.2 Bil
Pop per Station: 47,238
#1 Biller: WBEN \$4,700,000

MSA Rank/Pop: 54/949,400 (Buffalo)
ADI #38 198/215,200 (Niagara Falls)
Average Person Ratings: 18.1
Market TSL: 23.75 hours

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WJYE-F (EZ)	195/10.9	7.1	8.8	7.9	9.1	8.7	208/2485	2221/22.4	18.7	20.9	6.2	111	1099	WJYE-F
2. WYRK-F (C)	157/ 8.7	8.8	8.2	8.8	8.8	8.6	206/1908	1407/14.2	16.7	15.5	6.2	112	1185	WYRK-F
3. WKSE-F (CHR)	137/ 7.6	10.7	8.1	9.1	11.3	8.9	149/2578	2280/23.0	26.0	27.1	11.8	212	3181	WKSE-F
4. WBLK-F (B)	126/ 7.0	4.4	7.6	4.7	6.6	5.9	128/1112	1089/11.0	9.0	10.7	8.1	145	1742	WBLK-F
5. WBUF-F (AC)	124/ 6.9	7.5	8.6	5.4	6.3	7.1	142/1661	1457/14.7	15.2	15.1	6.1	109	1115	WBUF-F
6. WMJQ-F (CHR)	119/ 6.6	6.5	6.6	5.1	5.9	6.2	181/3136	2080/21.0	21.5	21.2	9.9	178	2574	WMJQ-F
7. WGR -F (AOR)	118/ 6.6	7.3	7.7	9.1	7.6	7.7	163/2073	1602/16.1	18.7	18.2	8.4	151	1894	WGR -F
8. WHTT-F (O)	111/ 6.2	6.1	5.4	6.1	6.0	5.9	120/1836	1633/16.5	16.0	16.6	6.5	116	1485	WHTT-F
9. WUFX-F (CL AOR)	109/ 6.1	5.3	3.6	4.9	4.4	5.0	119/1909	1690/17.0	15.0	14.0	8.7	157	1965	WUFX-F
10. WBEN (MOR)	101/ 5.6	8.3	7.8	10.7	6.8	8.1	107/1898	1656/16.7	21.2	21.1	6.0	107	1660	WBEN
11. WECK (BB)	77/ 4.3	4.4	3.9	3.2	3.8	4.0	77/850	850/ 8.6	8.6	9.7	3.1	55	635	WECK
12. WGR (N/T)	54/ 3.0	2.8	3.0	3.5	4.0	3.1	63/1363	1174/11.8	11.2	12.4	1.8	32	746	WGR
13. WWKB (N/T)	24/ 1.3	1.8	1.0	1.9	1.0	1.5	29/660	540/ 5.4	5.6	5.1	1.1	20	505	WWKB
14. WEZQ-F (EZ)	21/ 1.2	1.2	1.3	1.3	1.4	1.3	21/450	398/ 4.0	4.1	5.3	0.7	13	343	WEZQ-F
15.														

12+ FM SHARE (METRO): 79.36% (1269 of 1599) (SUM 89: 77.19%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKSE-F>	1 WKSE-F>	1 WKSE-F	1 WKSE-F	1 WJYE-F	1 WUFX-F	1 WGR -F	1 WGR -F>	1 WGR -F	1 WHTT-F
2 WGR -F	2 WGR -F	2 WBUF-F	2 WJYE-F	2 WBUF-F	2 WGR -F>	2 WUFX-F>	2 WUFX-F	2 WUFX-F	2 WGR -F
3 WUFX-F	3 WBLK-F<	3 WJYE-F	3 WBUF-F<	3 WHTT-F	3 WBLK-F>	3 WKSE-F	3 WKSE-F	3 WHTT-F>	3 WJYE-F
4 WMJQ-F	4 WUFX-F<	4 WGR -F	4 WBLK-F	4 WYRK-F<	4 WMJQ-F	4 WYRK-F	4 WHTT-F	4 WYRK-F<	4 WYRK-F
5 WBLK-F	5 WJYE-F	5 WBLK-F	5 WGR -F<	5 WKSE-F	5 WKSE-F	5 WBLK-F	5 WYRK-F	5 WKSE-F	5 WBUF-F
6 WJYE-F>>	6 WBUF-F	6 WUFX-F	6 WHTT-F	6 WBLK-F	6 WYRK-F	6 WMJQ-F<	6 WBUF-F	6 WJYE-F	6 WUFX-F
7	7 WMJQ-F	7 WHTT-F	7 WMJQ-F<	7	7 CFNY-F	7 WHTT-F	7 WMJQ-F	7 WBUF-F	7 WKSE-F
8	8	8	8 WUFX-F	8	8	8	8	8 WBLK-F	8
			9 WYRK-F>>					9 WMJQ-F	

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WDCX-F	99.5	Buffalo	1.0/3.1/	25/ 439
WHLD	1270	Niagara Falls	0.3/1.5/	5/ 151
WHTT	1120	Buffalo	0.4/1.9/	8/ 223
WLVL	1340	Lockport	0.4/1.3/	7/ 131
WUFO	1080	Amherst	0.6/1.8/	12/ 194
WXBX	1400	Buffalo	1.0/2.4/	23/ 255
WXRL	1300	Lancaster/Bufll	0.6/2.5/	12/ 263
CFNY-F	102.1	Brampton ON	0.9/2.5/	17/ 246
CHTZ-F	97.7	St. Catherines	0.5/2.6/	9/ 253
CHUM-F	104.5	Toronto	0.4/1.8/	8/ 195
CJFT	530	Ft. Erie ON	0.8/2.5/	15/ 247

AMID STATIONS

AM STATIONS

WBEN,	930,	50 KW (DA-N)	, Full Service	CBS UNIULT,	\$ 80.00	(Eastman)	
WECK,	1230,	1 KW	, Nostalgia	NBS UNISUP,	\$ 28.00	(HNWH)	Williams
WXBX,	1400,	1 KW	, Oldies	, \$ 20.00		(Torbet)	Metroplex
WGR,	550,	5 KW (DA-N)	, News/Talk	ABC E,	\$ 50.00	(Katz)	
WHTT,	1120,	1 KW (DAYS)	, See WHTT-F				
WUFO,	1080,	1 KW (DAYS)	, Black	SBN,	\$ 18.00	(---	Sheridan
WWKB,	1520,	50 KW (DA-1)	, Business News	UNIULT,	\$ 35.00	(HNWH)	Price
WXRL,	1300,	2.4 KW/2.5KW (DA-2),	Country	MBS,	\$ 24.00	(---	

FM STATIONS

WBLK-F,	93.7,	50 KW @ 400,	Black	RADRAD,	\$ 40.00	(Durpetti)	
WEZQ-F,	107.7,	12 KW @ 800,	EZ	SMN UNIPWR,	\$ 32.00	(---	(WETHERSFIELD)
WBUF-F,	92.9,	91 KW @ 580,	AC	, \$ 80.00		(McGuild)	Lincoln
WDCX-F,	99.5,	110 KW @ 640,	Religion	, \$ 21.00		(---	Crawford
WGR-F,	96.9,	16 KW @ 890,	AOR	, \$ 66.00		(Katz)	
WHTT-F,	104.1,	50 KW @ 390,	Oldies	, \$ 60.00		(MMR)	Pyramid
WJYE-F,	96.1,	50 KW @ 475,	EZ/Soft AC	UNISUP,	\$ 58.00	(HNWH)	Williams
WKSE-F,	98.5,	46 KW @ 420,	CHR	ABC R,	\$ 57.00	(HNWH)	Price
WMJQ-F,	102.5,	110 KW @ 1340,	CHR	SOURCE,	\$ 52.00	(Eastman)	
WUFX-F,	103.3,	49 KW @ 340,	Classic AOR	CBS,	\$ 48.00	(Torbet)	Metroplex
WYRK-F,	106.5,	50 KW @ 390,	Country	, \$ 68.00		(McGuild)	Stoner

Miscellaneous: WBMW-F changes to WEZQ-F (August) . . . WGKT changes to WXBX (August)

CHARLOTTE

Arbitron Rank/Pop (12+): 41/930,900
 MSA Rank/Pop: 43/1,123,100
 ADI # 31
 Average Person Ratings: 17.4
 Market TSL: 23.00 hours

Stations: 25/18
 Diaries: 1283/726:1/50.6%
 Sample Target: 1190
 % Below Line: 4.1
 % Not Listed: 14.8

1989 Revenue: \$32,900,000
 HH Inc.: \$27,430
 Retail \$: 8.1 Bil
 Pop per Station: 51,716
 #1 Biller: WSOC-AF \$6,000,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ 1/4/CUME	TSA	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume
1. WSOC-F (C)	233/14.4	13.1	13.3	15.4	9.1	14.1	420/4254	2325/25.0	25.1	23.2	12.4	224	2493	WSOC-F
2. WPEG-F (B)	188/11.6	11.7	9.3	9.5	11.4	10.5	223/2009	1625/17.5	17.4	16.6	12.7	230	2021	WPEG-F
3. WCKZ-F (CHR)	122/ 7.5	8.9	9.2	8.0	8.7	8.4	216/3339	1935/20.8	21.0	18.7	9.8	177	2185	WCKZ-F
4. WRFX-F (AOR)	121/ 7.5	7.8	7.0	7.9	7.5	7.6	185/2244	1537/16.5	15.7	15.4	10.3	187	2230	WRFX-F
5. WMXC-F (AC)	90/ 5.6	6.3	5.7	6.3	6.6	6.0	138/1985	1154/12.4	14.5	15.3	4.6	83	992	WMXC-F
6. WWMG-F (O)	81/ 5.0	4.4	4.7	4.8	4.5	4.7	147/1759	1012/10.9	10.8	11.2	5.5	100	969	WWMG-F
7. WBT (MOR)	77/ 4.8	6.7	6.7	9.0	5.6	6.8	90/1160	987/10.6	13.1	12.3	4.9	88	985	WBT
8. WTRD-F (C)	76/ 4.7	3.5	5.3	4.8	4.5	4.6	135/1758	904/ 9.7	8.3	11.2	2.8	50	581	WTRD-F
WEZC-F (SAC)	76/ 4.7	5.6	6.8	5.5	6.0	5.7	123/1793	1097/11.8	13.3	10.7	2.0	37	1005	WEZC-F
10. WBT -F (AC)	74/ 4.6	3.9	4.8	4.8	3.8	4.5	145/2591	1275/13.7	13.3	13.2	4.8	87	1085	WBT -F
11. WZZG-F (CHR)	51/ 3.2	4.0	3.8	4.3	5.6	3.8	111/1998	1068/11.5	11.0	15.3	5.2	94	1087	WZZG-F
12. WXRC-F (AOR)	30/ 1.9	2.1	1.2	1.2	0.3	1.6	75/1115	492/ 5.3	5.9	3.0	3.0	55	612	WXRC-F
13. WRDX-F (AC)	29/ 1.8	1.5	1.3	0.8	1.4	1.4	45/640	326/ 3.5	2.7	3.0	1.9	34	338	WRDX-F
14.														
15.														

12+ FM SHARE (METRO): 89.57% (1236 of 1380) (SUM 89: 88.84%)

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 WPEG-F	1 WSOC-F<	1 WSOC-F>>	1 WSOC-F>	1 WSOC-F>	1 WSOC-F>	1 WPEG-F>>	1 WPEG-F>
2 WPEG-F>	2 WRFX-F>	2 WRFX-F<	2 WSOC-F	2 WPEG-F>	2 WBT	2 WRFX-F	2 WCKZ-F	2 WSOC-F	2 WSOC-F	2 WSOC-F
3 WZZG-F	3 WCKZ-F	3 WSOC-F>	3 WRFX-F	3 WRFX-F	3 WWMG-F	3 WPEG-F>	3 WMXC-F	3 WPEG-F	3 WCKZ-F>	3 WTRD-F<
4	4 WMXC-F	4 WCKZ-F<	4 WWMG-F	4 WWMG-F	4 WEZC-F	4 WCKZ-F<	4 WCKZ-F<	4 WRFX-F	4 WRFX-F<	4 WWMG-F
5	5 WSOC-F	5 WMXC-F	5 WMXC-F	5 WMXC-F	5 WTRD-F<	5 WMXC-F	5 WRFX-F<	5 WMXC-F	5 WZZG-F<	5 WEZC-F
6	WBT -F	6 WWMG-F<	6	6	6 WPEG-F	WBT	6 WEZC-F	6 WWMG-F	6 WBT <	WBT -F
7	7	7 WBT -F	7	7	7	7	7	7	7 WBT -F	WBT

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 WPEG-F	1 WRFX-F>	1 WRFX-F	1 WRFX-F<	1 WRFX-F	1 WSOC-F<
2 WCKZ-F>	2 WCKZ-F	2 WBT -F	2 WSOC-F<	2 WSOC-F	2 WCKZ-F	2 WPEG-F>>	2 WPEG-F>>	2 WPEG-F	2 WRFX-F
3 WMXC-F>	3 WMXC-F<	3 WCKZ-F	3 WMXC-F	3 WMXC-F	3 WPEG-F	3 WSOC-F	3 WSOC-F	3 WSOC-F>	3 WPEG-F>
4 WBT -F	4 WBT -F>	4 WMXC-F>	4 WCKZ-F	4 WEZC-F<	4 WXRC-F	4 WCKZ-F	4 WMXC-F	4 WCKZ-F	4 WWMG-F
5 WZZG-F	5 WZZG-F	5 WZZG-F	5 WBT -F	5 WWMG-F	5 WBT -F>	5 WMXC-F	5	5 WZZG-F<	5 WMXC-F
WTRD-F	WSOC-F	WSOC-F	6 WEZC-F	6 WBT -F	6 WTRD-F	6 WBT -F	6	6 WMXC-F	6
WSOC-F	7 WRFX-F	WRFX-F	7 WWMG-F	7	WSOC-F>>	7	7	7	7

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WGIV	1600	Charlotte	1.1/3.2/ 17/ 308
WGSP	1310	Charlotte	1.1/2.6/ 18/ 243
WHVN	1240	Charlotte	0.9/2.4/ 14/ 226
WRHI	1340	Rock Hill	0.4/1.0/ 8/ 124
WSOC	930	Charlotte	0.6/2.4/ 11/ 236
WFGW	1010	Black Mountain	0.1/0.0/ 0/ 0
WKRR-F	92.3	Asheboro	0.4/1.8/ 62/ 688
WKSI-F	98.7	Grensboro/W-s	0.8/2.4/ 38/ 568
WMIT-F	106.9	Black Mountain	1.2/4.1/ 65/ 933
WSPA-F	98.9	Spartanburg	0.8/1.8/ 39/ 653
WTQR-F	104.1	Winston-Slm/Grn	0.4/1.2/127/1340
WWDM-F	101.3	Sumter	0.3/1.7/ 18/ 415

RADIO STATIONS

WBT , 1110, 50 KW (DA-N)	, NEWS/TALK/MOR	NBC , \$ 74.00 (Banner)	Jeff-Pilot
WBT-F , 107.9, 100 KW @ 1694, AC		, \$ 53.00 (Banner)	Jeff-Pilot
WCKZ-F, 101.9, 100 KW @ 988, CHR/URBAN		ABC F , \$ 50.00 (Durpetti)	Beasley
WEZC-F, 102.9, 100 KW @ 1535, SOFT AC		UNIULT , \$ 45.00 (CBS)	Keymarket (HICKORY)
WPEG-F, 97.9, 50 KW @ 390, BLACK	RADRAD, UNIPWR , \$ 69.00 (Katz)		Broadcast Partners (CONCORD)
WMXC-F, 104.7, 100 KW @ 1230, AC		, \$ 74.00 (MMR)	EZ
WRFX-F, 106.5, 100 KW @ 1003, AOR		, \$ 95.00 (McGuild)	Pyramid (KANNAPOLIS)
WRDX-F, 99.7, 100 KW @ 1044, AC	UNISUP, UNIULT , \$ 24.00 (Southern)		(SALISBURY)
WSOC-F, 103.7, 100 KW @ 1059, COUNTRY		, \$ 125.00 (Christal)	Cox
WTRD-F, 96.9, 100 KW @ 1548, COUNTRY		, \$ 46.00 (Republic)	Trumper
WWMG-F, 96.1, 100 KW @ 1745, AC/OLDIES		, \$ 51.00 (Eastman)	Voyager (SHELBY)
WXRC-F, 95.7, 100 KW @ 1020, AOR		ABC R , \$ 25.00 (Roslin)	(HICKORY)
WZZG-F, 95.1, 100 KW @ 1542, CHR	ABC C, UNISUP , \$ 45.00 (Republic)		

CHATTANOOGA

Arbitron Rank/Pop (12+): 96/360,500
 MSA Rank/Pop: 109/435,100
 ADI # 84
 Average Person Ratings: 16.8
 Market TSL: 22.25 hours

Stations: 18/18
 Diaries: 872/413:1/53.0%
 Sample Target: 760
 % Below Line: 0.0
 % Not Listed: 16.1

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	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WUSY-F (C)	88/14.6	17.7	12.8	12.9	12.2	14.5	211/2160	998/27.7	24.6	23.3	16.0	110	1011	WUSY-F
2. WSKZ-F (CHR)	70/11.6	13.7	13.0	17.3	18.0	13.9	144/1975	961/26.7	26.8	32.5	17.0	117	1214	WSKZ-F
3. WDEF-F (EZ)	67/11.1	10.2	9.4	11.9	9.6	10.6	86/1064	747/20.7	18.8	18.9	6.1	42	603	WDEF-F
4. WLMX-F (AC)	56/ 9.3	7.2	7.8	6.8	10.0	7.8	60/864	745/20.7	18.7	21.0	9.5	65	814	WLMX-F
5. WJTT-F (B)	43/ 7.1	8.0	7.8	8.4	6.9	7.8	51/604	440/12.2	11.9	11.6	12.1	83	737	WJTT-F
6. WDOD-F (C)	32/ 5.3	6.7	7.6	9.6	8.0	7.3	63/859	561/15.6	16.4	20.5	4.2	29	481	WDOD-F
7. WFXS-F (CL AOR)	30/ 5.0	2.8	5.8	3.0	2.1	4.2	32/387	310/ 8.6	8.8	7.7	6.1	42	439	WFXS-F
8. WNOO (B)	27/ 4.5	3.3	4.5	6.1	4.5	4.6	28/284	272/ 7.5	6.9	7.1	2.5	17	180	WNOO
9. WBDX-F (REL)	20/ 3.3	1.2	1.0	---	---	1.4	23/346	271/ 7.5	4.5	0.0	3.3	23	345	WBDX-F
10. WSGC-F (O)	19/ 3.1	2.8	3.4	1.0	3.7	2.6	23/331	281/ 7.8	7.5	8.5	3.2	22	360	WSGC-F
WDEF (MOR)	19/ 3.1	3.2	2.9	3.1	2.2	3.1	19/289	289/ 8.0	8.9	6.4	1.5	10	191	WDEF
12. WGOV (N/T)	10/ 1.7	2.2	1.5	1.0	1.3	1.6	10/170	162/ 4.5	5.2	5.4	1.0	7	135	WGOV

12+ FM SHARE (METRO): 83.83% (425 of 507) (SUM 89: 84.26%)

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

OTHER RATED STATIONS	METRO SHARE/RTG	CUME/AQH	TSA/CUME
WDOD 1310 Chattanooga	1.2/5.6/	8/ 231	
WDXB 1490 Chattanooga	1.2/4.1/	7/ 183	
WFLI 1070 Lookout Mountn	0.7/3.7/	5/ 191	
WIMX 980 Rossvill/Chtnga	0.2/1.3/	2/ 63	
WMOC 1450 Chattanooga	0.5/2.1/	3/ 76	
WQCH 1590 Lafayette	0.7/1.8/	4/ 65	

SAND STATIONS

WDEF, 1370, 5 KW (DA-N)	, MOR/FULL SER.	CBS, NBC	, \$ 25.00 (MMR)	Park
WDOD, 1310, 5 KW (DA-N)	, COUNTRY	ABC E	, \$ N/A (Banner)	Bahakel
WFLI, 1070, 50 KW/1 KW (DA-2)	, RELIGION	ABC I	, \$ 12.00 (---)	Burns
WGOV, 1150, 5 KW/1 KW (DA-N)	, TALK	SUN, MBS	, \$ 16.00 (Christal)	Bloomington
WNOO, 1260, 5 KW (DAYS)	, BLACK	SBN	, \$ 14.00 (Eastman)	
WDEF-F, 92.3, 100 KW @ 1180, EZ		ABC D	, \$ 35.00 (MMR)	Park
WDOD-F, 96.5, 100 KW @ 1076, COUNTRY		ABC E	, \$ 36.00 (Banner)	Bahakel
WFXS-F, 102.3, 3 KW @ 285, CLASSIC AOR			, \$ 16.00 (Eastman)	(SODDY-DAISY)
WJTT-F, 94.3, 2.8 KW @ 325, BLACK		RADRAD	, \$ 20.00 (HNWH)	(REDBANK)
WIMX-F, 105.5, 3 KW @ 262, AC			, \$ 45.00 (Republic)	Baum (ROSSVILLE, GA)
WSGC-F, 101.9, .7 KW @ 702, OLDIES			, \$ 17.00 (---)	(RINGGOLD, GA)
WSKZ-F, 106.5, 100 KW @ 1076, CHR			, \$ 56.00 (Christal)	Bloomington
WUSY-F, 100.7, 100 KW @ 1190, COUNTRY		MBS	, \$ 56.00 (McGuild)	

CHICAGO

Arbitron Rank/Pop (12+): 3/6,744,900
MSA Rank/Pop: 3/6,242,500
ADI # 3
Average Person Ratings: 18.2
Market TSL: 24.00 hours

Stations: 41/41
Diaries: 3237/2084:1/50.6%
Sample Target: 3150
% Below Line: 0.0
% Not Listed: 10.7

1989 Revenue: \$228,000,000
HH Inc.: \$33,675
Retail \$: 55.3 Bil
Pop per Station: 164,509
#1 Biller: WGN \$37,400,000

12+ METRO		1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ 1/4/CUME	TSA CUME/CUME	12+ METRO RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WGN (T)		1004/ 8.2	8.0	8.3	10.7	9.3	8.8	1215/16364	12967/19.2	18.7	22.4		7.8	950	8992	WGN
2. WGCI-F (B)		966/ 7.9	7.7	7.2	7.3	6.7	7.5	967/9656	9642/14.3	14.1	13.4		10.2	1239	10266	WGCI-F
3. WBBM-F (CHR)		640/ 5.2	4.4	4.4	4.0	3.6	4.5	665/11917	11403/16.9	15.2	14.6		10.4	1257	15570	WBBM-F
4. WLUP-F (AOR)		594/ 4.8	4.5	4.0	4.1	4.4	4.3	647/9580	8926/13.2	13.0	12.1		4.1	497	9070	WLUP-F
5. WCKG-F (CL AOR)		589/ 4.8	4.4	3.8	3.4	3.8	4.1	655/9887	9206/13.6	13.2	12.4		5.7	689	9472	WCKG-F
6. WVAZ-F (B)		542/ 4.4	5.2	5.3	5.1	4.9	5.0	542/7352	7285/10.8	10.1	10.5		3.7	446	5749	WVAZ-F
7. WBBM (N)		506/ 4.1	4.6	4.5	4.9	5.5	4.5	561/11968	10258/15.2	17.1	18.2		3.9	475	8603	WBBM
8. WJMK-F (O)		413/ 3.4	3.0	3.1	3.1	3.5	3.2	466/8510	7535/11.2	10.3	12.1		2.5	300	5425	WJMK-F
9. WNUA-F (J/NA)		397/ 3.2	2.6	2.7	2.3	2.1	2.7	402/5684	5511/ 8.2	8.0	6.4		2.9	353	5519	WNUA-F
10. WKQX-F (AC)		393/ 3.2	3.5	3.0	3.1	4.4	3.2	395/8138	8048/11.9	12.1	12.6		3.4	411	5907	WKQX-F
11. WJJD (BB)		387/ 3.1	2.7	2.7	3.2	2.6	2.9	428/5169	4640/ 6.9	6.5	5.9		2.4	292	3206	WJJD
12. WUSN-F (C)		342/ 2.8	3.4	3.5	3.5	3.7	3.3	394/5495	5034/ 7.5	9.1	8.0		4.1	501	4990	WUSN-F
13. WXRT-F (AOR)		336/ 2.7	3.3	2.5	3.4	2.3	3.0	339/5084	4905/ 7.3	8.0	6.1		3.3	401	5532	WXRT-F
14. WTMX-F (AC)		317/ 2.6	3.2	3.5	3.1	2.6	3.1	348/6146	5879/ 8.7	9.3	8.0		2.0	248	4569	WTMX-F
15. WYTZ-F (CHR)		315/ 2.6	2.8	2.5	3.8	3.7	2.9	343/7717	7310/10.8	11.8	13.4		3.3	401	9085	WYTZ-F
16. WLIT-F (SAC)		315/ 2.6	2.9	2.7	2.8	2.0	2.8	322/4456	4302/ 6.4	8.0	6.3		1.4	170	2291	WLIT-F
17. WXEZ-AF (E2)		318/ 2.5	3.4	4.2	3.7	4.1	3.4	326/5069	4865/ 7.2	9.0	7.9		1.6	186	2380	WXEZ-AF
18. WMAQ (N)		301/ 2.4	2.2	2.2	2.1	1.8	2.2	347/8823	7401/11.0	10.9	9.1		2.1	251	5507	WMAQ
19. WLS (T)		277/ 2.3	2.0	2.0	1.4	1.4	1.9	343/5454	3904/ 5.8	5.6	5.3		2.6	312	4109	WLS
20. WLUP (T)		253/ 2.1	2.9	3.2	3.7	3.5	3.0	269/3948	3567/ 5.3	8.0	7.3		2.9	353	4171	WLUP
21. WNIB-F (CL)		228/ 1.9	1.3	1.2	1.8	1.3	1.5	232/3611	3468/ 5.1	5.2	4.5		0.6	71	1580	WNIB-F
22. WFYR-F (SAC)		222/ 1.8	1.6	1.7	1.8	1.6	1.7	229/5262	5004/ 7.4	6.4	7.7		1.5	182	3579	WFYR-F
23. WOJO-F (SP)		182/ 1.5	1.9	2.5	1.2	1.9	1.8	182/2352	2352/ 3.5	3.8	3.3		1.0	127	1609	WOJO-F
24. WFMT-F (CL)		178/ 1.4	1.5	1.6	1.1	1.3	1.4	180/3645	3495/ 5.2	5.1	4.5		1.6	198	2317	WFMT-F
25. WIND (SP)		114/ 0.9	0.6	1.1	1.2	1.4	1.0	115/1431	1321/ 2.0	1.4	2.5		0.5	66	1774	WIND

12+ FM SHARE (METRO): 70.14% (7703 of 10983) (SUM 89: 67.78%)

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 WGCI-F	1 WGCI-F	1 WGN	>> 1 WGN	> 1 WGCI-F	1 WGCI-F	1 WGCI-F	1 WGCI-F
2 WBBM-F	2 WLUP-F	2 WLUP-F	2 WVAZ-F	2 WVAZ-F	2 WBBM	2 WGCI-F	< 2 WGN	> 2 WGN	2 WBBM-F	2 WGN
3 WYTZ-F	3 WCKG-F	3 WCKG-F	3 WLUP-F	3 WGN	< 3 WJJD	3 WBBM	3 WLUP-F	< 3 WBBM-F	3 WVAZ-F	3 WBBM
	4 WBBM-F	4 WVAZ-F	4 WCKG-F	4 WLUP-F	4 WGCI-F	4 WLUP-F	> 4 WCKG-F	4 WCKG-F	4 WGN	> 4 WVAZ-F
	5 WVAZ-F	5 WBBM-F	5 WNUA-F	5 WCKG-F	5 WJMK-F	5 WJJD	5 WBBM-F	5 WVAZ-F	5 WCKG-F	5 WLS
	6 WXRT-F	6 WKQX-F	6 WJMK-F	6 WJMK-F	6 WMAQ	WBBM-F	6 WNUA-F	6 WLUP-F	6 WYTZ-F	6 WMAQ
	7 WKQX-F	7 WJMK-F	7 WKQX-F	7 WNUA-F	7 WUSN-F	< 7 WCKG-F	7 WVAZ-F	< 7 WNUA-F	7 WBBM	7
	8 WNUA-F	8 WNUA-F	8 WXRT-F	8 WKQX-F	8 WXEZ-AF	8 WKQX-F	8 WJMK-F	8 WJMK-F	8 WMAQ	< 8
	9 WLUP	9 WXRT-F	9 WGN	9 WXRT-F	9 WVAZ-F	9 WVAZ-F	9 WTMX-F	9 WLUP	9 WLS	9
10	10 WTMX-F	10 WGN	10 WBBM-F	10 WTMX-F	WLS	10 WJMK-F	WLIT-F	WKQX-F	10 WNUA-F	10
				WBBM-F				WBBM		

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 WVAZ-F	1 WGCI-F	1 WVAZ-F	1 WLUP-F	1 WLUP-F	1 WCKG-F	1 WLUP-F	1 WCKG-F
2 WBBM-F	2 WBBM-F	2 WKQX-F	2 WVAZ-F	2 WGCI-F	2 WGCI-F	2 WCKG-F	2 WLUP-F	2 WCKG-F	2 WLUP-F
3 WCKG-F	3 WVAZ-F	3 WGCI-F	3 WKQX-F	3 WTMX-F	3 WBBM-F	3 WGCI-F	3 WXRT-F	3 WGCI-F	3 WCKG-F
4 WKQX-F	4 WKQX-F	4 WLUP-F	4 WBBM-F	4 WGN	< 4 WCKG-F	4 WBBM-F	4 WGCI-F	4 WXRT-F	4 WGN
5 WYTZ-F	5 WCKG-F	5 WBBM-F	5 WTMX-F	5 WNUA-F	5 WLUP	5 WXRT-F	5 WBBM-F	5 WBBM-F	5 WXRT-F
6 WLUP-F	6 WLUP-F	6 WNUA-F	6 WKQX-F	6 WJMK-F	6 WVAZ-F	6 WVAZ-F	6 WJMK-F	6 WJMK-F	6 WJMK-F
7 WVAZ-F	7 WTMX-F	7 WTMX-F	7 WLUP-F	7 WJMK-F	7 WXRT-F	7 WLUP	7 WLUP	7 WNUA-F	7 WNUA-F
8 WJMK-F	8 WLIT-F	8 WLIT-F	8 WCKG-F	8 WLIT-F	8 WFYR-F	8 WKQX-F	8 WNUA-F	8 WGN	8 WVAZ-F
9 WOJO-F	9 WYTZ-F	9 WXRT-F	9 WJMK-F	9 WBBM-F	9 WJMK-F	9 WNUA-F	9 WKQX-F	9 WVAZ-F	9 WBBM-F
10 WLIT-F	10 WNUA-F	WCKG-F	10 WLIT-F	10 WUSN-F	10	10 WJMK-F	10 WJMK-F	10 WLUP	10 WUSN-F
				WLUP-F					WKQX-F

OTHER RATED STATIONS METRO CUME TSA TSA
SHARE/RTG/AQH/CUME

WABT-F	103.9	Dundee/Schmbrg	0.3/1.2/	45/ 963
WBEE	1570	Harvey/Chicago	0.4/0.8/	48/ 569
WBUS-F	99.9	Kankakee/Joliet	0.4/1.8/	84/1915
WGCI	1390	Chicago	0.5/1.8/	65/1199
WJOB	1230	Hammond	0.5/1.0/	61/ 718
WJPC	950	Chicago/Lansing	0.1/0.8/	16/ 552
WLNR-F	106.3	Lansing/Chicago	0.6/2.6/	75/1733
WOPA	1200	Chicago	0.3/1.0/	34/ 641
WTAQ	1300	La Grange	0.7/1.3/	80/ 899
WVON	1450	Chicago	0.7/1.1/	81/ 711
WVXX-F	103.1	Highland Park	0.4/1.6/	55/1096
WLXC-F	102.3	Waukegan	0.4/1.1/	47/ 765
WYCA-F	92.3	Hammond	0.7/1.9/	82/1335
WYLL-F	106.7	Des Plaines/Chi	0.4/1.6/	53/1128
WYSY-F	107.9	Aurora	0.6/2.6/	86/1916

RADIO STATIONS

AM STATIONS

WBBM,	780,	50 KW	, NEWS	CBS,	\$ 260.00	(CBS)	CBS
WGCI,	1390,	5 KW (DA-2)	, GOSPEL/BLACK	SBN,	\$ N/A	(McGuild)	Gannett
WGN,	720,	50 KW	, TALK/VARIETY	ABC I,	\$ 350.00	(Christal)	Tribune Co.
WIND,	560,	5 KW (DA-2)	, HISPANIC	IND,	\$ 75.00	(Katz Hisp)	Tichenor
WJJD,	1160,	50 KW/5KW (DA-2)	, NOSTALGIA	UNIPWR,	\$ 88.00	(Katz)	Infinity
WJPC,	950,	1 KW/5KW (DA-N)	, BLACK	,	\$ 45.00	(---)	
WLS,	890,	50 KW	, TALK	ABC C,	\$ 85.00	(Banner)	Cap. Cities/ABC
WLUP,	1000,	50 KW (DA-2)	, TALK/AOR	,	\$ 130.00	(MMR)	Evergreen
WMAQ,	670,	50 KW	, NEWS	NBC APR,	\$ 130.00	(Group W)	Westinghouse
WSBC,	1240,	1 KW	, RELIGION/ETHNIC	,	\$ 18.00	(---)	
WVON,	1450,	1 KW	, BLACK	MBS,	\$ 46.00	(Roslin)	
WXEZ,	820,	50 KW/1 KW (DA-N)	, EZ	MBS,	\$ N/A	(Republic)	Century

FM STATIONS

WBBM,	96.3,	6 KW @ 1174,	CHR	RADRAD,	\$ 150.00	(CBS)	CBS
WCKG,	105.9,	4 KW @ 1575,	CLASSIC AOR	,	\$ 164.00	(Katz)	
WFMT,	98.7,	15 KW @ 1174,	CLASSICAL	,	\$ 100.00	(HNWH)	
WFYR,	103.5,	4 KW @ 1548,	SOFT AC	ABC C UNIULT,	\$ 106.00	(Eastman)	Summit
WGCI,	107.5,	33 KW @ 605,	BLACK	,	\$ 230.00	(McGuild)	Gannett
WJMK,	104.3,	4 KW @ 1568,	OLDIES	UNIPWR,	\$ 210.00	(Katz)	Infinity
WKQX,	101.1,	6 KW @ 1174,	AC/CONTEMP	SOURCE,	\$ 200.00	(HNWH)	Emmis
WLIT,	93.9,	4 KW @ 1581,	SOFT AC	,	\$ 215.00	(Christal)	Viacom
WLNR,	106.3,	2 KW @ 297,	AC	,	\$ 40.00	(---)	(LANSING)
WLUP,	97.9,	6 KW @ 1174,	AOR	,	\$ 300.00	(MMR)	Evergreen
WNIB,	97.1,	8 KW @ 1190,	CLASSICAL	,	\$ 105.00	(CMBS)	
WNUA,	95.5,	8 KW @ 1174,	JAZZ/NAC	,	\$ 120.00	(Durpetti)	Pyramid
WOJO,	105.1,	6 KW @ 1170,	HISPANIC	,	\$ 95.00	(Katz Hisp)	Tichenor
WTMX,	101.9,	4 KW @ 1561,	AC	,	\$ 140.00	(McGuild)	Bonneville
WUSN,	99.5,	6 KW @ 1174,	COUNTRY	,	\$ 155.00	(MMR)	Cook Inlet
WVAZ,	102.7,	6 KW @ 1174,	BLACK AC	ABC FM UNIPWR,	\$ 185.00	(Durpetti)	Broadcast Partners
WXEZ,	100.3,	7 KW @ 1174,	EZ	MBS,	\$ 175.00	(Republic)	Century
WXRT,	93.1,	7 KW @ 1308,	AOR	,	\$ 160.00	(CBS)	
WYTZ,	94.7,	4 KW @ 1535,	CHR	ABC R,	\$ 158.00	(Banner)	Cap. Cities/ABC
WYSY,	107.9,	22 KW @ 734,	AC	,	\$ 55.00	(Beasley)	(AURORA)

CINCINNATI

Arbitron Rank/Pop (12+): 31/1,183,200
 MSA Rank/Pop: 30/1,459,100
 Average Person Ratings: 17.4
 Market TSL: 23.00 hours

Stations: 26/21
 Diaries: 1382/856:1/54.3%
 Sample Target: 1340
 % Below Line: 2.6
 % Not Listed: 8.1

1989 Revenue: \$55,000,000
 HH Inc.: \$29,445
 Retail \$: 10.0 Bil
 Pop per Station: 56,342
 #1 Biller: WLW \$12,800,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WLW (MOR)	309/15.0	12.1	9.7	8.4	13.4	11.3	469/6134	4069/34.4	32.0	33.3	14.9	322	4984	WLW
2. WEBN-F (AOR)	227/11.0	10.1	9.0	10.3	11.9	10.1	317/3878	2903/24.5	22.7	25.4	11.6	252	2976	WEBN-F
3. WKRQ-F (CHR)	184/ 8.9	10.4	9.5	10.5	9.7	9.8	248/3979	2908/24.6	27.4	26.3	12.3	267	3525	WKRQ-F
4. WIZF-F (B)	154/ 7.5	5.3	6.6	5.9	4.4	6.3	155/1283	1221/10.3	8.8	9.0	8.3	181	1547	WIZF-F
5. WWEZ-F (EZ)	126/ 6.1	7.0	6.9	8.6	5.6	7.2	160/2107	1757/14.8	14.7	13.6	3.7	80	970	WWEZ-F
6. WGRR-F (O)	119/ 5.8	7.6	5.5	3.8	4.5	5.7	171/2643	1884/15.9	16.0	11.7	5.9	127	1494	WGRR-F
7. WOFX-F (O)	109/ 5.3	3.7	4.9	5.4	5.9	4.8	153/2382	1782/15.1	11.3	14.3	3.8	83	1406	WOFX-F
8. WKRC (MOR)	104/ 5.0	4.9	5.0	6.1	4.1	5.3	112/1860	1554/13.1	13.8	14.0	4.0	86	1447	WKRC
9. WRRM-F (AC)	99/ 4.8	4.5	5.2	4.7	5.3	4.8	109/1696	1465/12.4	11.6	15.2	4.0	87	1249	WRRM-F
10. WWNK-F (AC)	98/ 4.7	5.2	5.8	5.7	5.6	5.3	135/2140	1632/13.8	13.5	16.4	5.4	116	1616	WWNK-F
11. WUBE-AF (C)	82/ 3.9	4.9	5.0	5.7	6.3	4.9	124/1809	1211/10.2	11.0	12.4	4.5	91	1359	WUBE-AF
12. WCKY (N/T)	69/ 3.3	4.4	4.8	4.8	3.0	4.3	84/1004	820/ 6.9	10.1	8.4	3.5	75	883	WCKY
13. WBVE-F (C)	39/ 1.9	2.5	1.9	2.5	2.5	2.2	49/900	611/ 5.2	5.7	7.3	3.0	64	690	WBVE-F
14. WMLX (BB)	37/ 1.8	2.3	3.4	3.0	1.8	2.6	37/354	345/ 2.9	2.5	3.2	1.3	28	214	WMLX
15. WSAI (O)	33/ 1.6	2.1	1.5	1.2	1.4	1.6	36/534	442/ 3.7	4.8	4.6	1.4	30	505	WSAI

12+ FM SHARE (METRO): 69.41% (1316 of 1896) (SUM 89: 71.63%)

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

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WAKW-F 93.3	Cincinnati	0.8/2.5/	19/ 460	
WNOP 740	Newport	0.4/1.5/	9/ 185	
WOXY-F 97.7	Oxford/Cinci	0.4/1.4/	29/ 318	
WRBZ-F 107.1	Milford	0.5/2.1/	11/ 317	
WTSJ 1050	Cincinnati	0.5/1.1/	10/ 137	
WGTZ-F 92.9	Eaton/Dayton	0.4/1.3/	34/ 667	
WHKO-F 99.1	Dayton/Sprngfld	0.6/1.3/	73/ 920	
WPFB 910	Middletown	0.3/1.1/	27/ 308	
WPFB-F 105.9	Middletown	0.6/1.5/	38/ 494	
WTUE-F 104.7	Dayton	0.7/2.4/	43/ 796	

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
WKRC,	550,	5 KW/1KW (DA-2)	Full Service	ABC E, \$ 90.00	(Katz)	Great American
WLW,	700,	50 KW	Full Service/Talk	ABC I, \$125.00	(Eastman)	Jacor
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)
WSAI,	1360,	5 KW (DA-N)	Oldies	, \$ 28.00	(MMR)	Booth
WUBE,	1230,	1 KW	See WUBE-FM			

FM STATIONS

WBVE,	96.5,	31 KW @ 810	Country	UNIPWR, \$ 48.00	(Eastman)	(HAMILTON)
WEBN,	102.7,	16 KW @ 905	AOR	, \$135.00	(Eastman)	Jacor
WGRR,	103.5,	19 KW @ 790	Oldies	, \$ 59.00	(Republic)	Dalton (HAMILTON)
WIZF,	100.9,	1 KW @ 466	Black	ABC C, \$ 35.00	(Banner)	Interurban
WKRQ,	101.9,	16 KW @ 874	CHR	ABC FM, \$110.00	(Katz)	Great American
WOFX,	94.9,	31 KW @ 640	Oldies	, \$ 69.00	(MMR)	Hoker (FAIRFIELD)
WRBZ,	107.1,	3 KW @ 300	Jazz/NAC	, \$ 33.00	(K & P)	(MILFORD)
WRRM,	98.5,	18 KW @ 808	AC	, \$ 83.00	(Christal)	Susquehanna
WUBE,	105.1,	14 KW @ 920	Country	, \$ 75.00	(Christal)	American
WWEZ,	92.5,	16 KW @ 905	EZ	UNISUP, \$ 66.00	(Mc-Guild)	Federated
WWNK,	94.1,	32 KW @ 600	AC	, \$ 77.00	(MMR)	Booth

CLEVELAND

Arbitron Rank/Pop (12+): 22/1,763,200
 MSA Rank/Pop: 25/1,857,000
 ADI # 11
 Average Person Ratings: 18.2
 Market TSL: 24.00 hours

Stations: 26/23
 Diaries: 1769/997:1/55.4%
 Sample Target: 1640
 % Below Line: 3.2
 % Not Listed: 8.0

1989 Revenue: \$51,500,000
 HH Inc.: \$29,425
 Retail \$: 14.4 Bil
 Pop per Station: 76,660
 #1 Biller: WMMS-F \$8,000,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WMMS-F (AOR)	297/ 9.3	7.6	8.5	8.2	7.6	8.4	376/5320	3732/21.2	20.4	21.3	7.3	232	4083	WMMS-F
2. WZAK-F (B)	283/ 8.8	6.9	6.6	7.2	6.4	7.4	333/3344	2589/14.7	12.7	13.2	10.2	326	3900	WZAK-F
3. WLTF-F (AC)	241/ 7.5	10.4	9.0	7.9	8.8	8.7	296/4816	3869/21.9	22.4	22.9	8.2	261	3140	WLTF-F
4. WMJI-F (AC)	228/ 7.1	7.1	7.4	6.8	9.0	7.1	316/4632	3472/19.7	17.8	21.8	5.3	170	3039	WMJI-F
5. WNCX-F (CL AOR)	216/ 6.7	5.3	4.9	6.1	7.6	5.8	262/3729	2809/15.9	13.5	16.5	7.0	222	2682	WNCX-F
6. WGAR-F (C)	207/ 6.5	6.9	5.2	4.9	4.4	5.9	284/3331	2615/14.8	13.6	12.1	6.6	209	2079	WGAR-F
7. WDOK-F (SAC)	206/ 6.4	6.5	7.1	8.5	5.6	7.1	288/4161	3134/17.8	16.3	15.5	7.4	236	2198	WDOK-F
8. WPHR-F (CHR)	179/ 5.6	4.8	4.5	5.4	5.6	5.1	339/4602	2704/15.3	15.0	16.4	9.2	293	2910	WPHR-F
9. WRMR (BB)	171/ 5.3	5.7	4.5	4.8	4.4	5.1	227/2240	1632/ 9.3	10.7	8.4	4.9	157	1365	WRMR
10. WQAL-F (EZ)	170/ 5.3	5.7	8.1	5.9	7.0	6.3	190/3031	2530/14.3	14.2	14.8	2.7	87	1627	WQAL-F
11. WWWE (N/T)	155/ 4.8	5.1	4.0	4.6	5.5	4.6	187/3464	2592/14.7	15.1	16.8	4.2	133	2067	WWWE
12. WERE (N/T)	105/ 3.3	2.0	2.8	2.4	2.5	2.6	107/1336	1311/ 7.4	6.8	8.6	1.7	55	837	WERE
13. WJMO-F (B)	104/ 3.2	4.1	2.9	2.2	2.5	3.1	106/2350	2242/12.7	12.5	10.5	5.8	183	2634	WJMO-F
14. WCLV-F (CL)	47/ 1.5	1.7	2.8	2.6	1.6	2.2	58/1250	1073/ 6.1	5.9	5.8	2.0	64	1173	WCLV-F
15. WJMO (B)	46/ 1.4	1.8	2.5	2.6	2.3	2.1	46/797	792/ 4.5	4.7	6.0	1.2	38	673	WJMO
16. WONE-F (AOR)	43/ 1.3	0.6	0.7	0.5	1.0	0.8	161/2421	778/ 4.4	4.0	4.2	1.0	32	722	WONE-F
17. WNWV-F (J/NA)	42/ 1.3	1.5	1.9	2.1	2.9	1.7	63/1270	935/ 5.3	5.0	8.2	1.4	45	848	WNWV-F
18. WKDD-F (CHR)	40/ 1.2	1.0	0.7	1.0	1.0	1.0	129/3331	937/ 5.3	5.8	6.8	1.7	53	944	WKDD-F
19. WHK (N)	38/ 1.2	1.2	0.8	1.5	0.9	1.2	40/990	890/ 5.0	4.5	4.0	1.2	38	967	WHK
20.														

12+ FM SHARE (METRO): 78.51% (2313 of 2946) (SUM 89: 79.14%)

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

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WABQ	1540	Cleveland	0.9/2.6/ 28/ 457
WELW	1330	Willoughby/E.Lk	0.5/1.3/ 16/ 237
WEOL	930	Elyria	0.7/2.1/ 22/ 396
WKNR	1220	Cleveland	0.6/3.2/ 21/ 685
WOBL	1320	Oberlin	0.4/1.0/ 13/ 172
WZLE-F	104.9	Lorain	0.3/1.0/ 10/ 172
CKLW	800	Windsor	0.7/1.9/ 45/ 882

RADIO STATIONS

AM STATIONS

WABQ,	1540,	1 KW (Days)	,	Religion	NBN, \$ 20.00	(---)	
WERE,	1300,	5 KW (DA-1)	,	Talk	MBS, \$ 50.00	(Mc-Guild)	Metroplex
WKNR,	1220,	50 KW (DA-N)	,	Country	, \$ NA	(---)	
WHK ,	1420,	5 KW (DA-N)	,	Business News	NBC TALKNT, \$ 35.00	(Katz)	Malrite
WJMO,	1490,	1 KW	,	Black	SBN, \$ 30.00	(MMR)	United
WRMR,	850,	10 KW/5 KW (DA-2)	,	Nostalgia	APR UNISUP, \$ 44.00	(Christal)	
WWWE,	1100,	50 KW	,	News/Talk	CBS ABC T, \$ 80.00	(Eastman)	Booth

FM STATIONS

WCLV,	95.5,	31 KW @ 620	,	Classical	, \$ 55.00	(HNWH)	
WDOK,	102.1,	12 KW @ 1005	,	Soft AC	, \$ 70.00	(Republic)	
WGAR,	99.5,	50 KW @ 500	,	Country	ABC E, \$ 80.00	(HNWH)	Nationwide
WMJO,	92.3,	27 KW @ 235	,	CHR/Urban	ABC R ABC FM, \$ 50.00	(MMR)	United
WLTF,	106.5,	11 KW @ 1060	,	AC	APR, \$140.00	(Christal)	Booth
WMJI,	105.7,	27 KW @ 900	,	AC	, \$110.00	(Eastman)	Jacor
WMMS,	100.7,	34 KW @ 600	,	AOR	SOURCE NBC, \$160.00	(Katz)	Malrite
WNCX,	98.5,	16 KW @ 961	,	Classic AOR	ABC RM RADRAD, \$ 85.00	(Mc-Guild)	Metroplex
WNWV,	107.3,	50 KW @ 466	,	Jazz/NAC	SMN, \$ 55.00	(Torbet)	(ELYRIA)
WPHR,	107.9,	16 KW @ 892	,	CHR	SOURCE UNIPWR, \$ 60.00	(Torbet)	Ardman
WOAL,	104.1,	11 KW @ 1060	,	Oldies/AC	UNISUP, \$ 75.00	(Banner)	ML/Win
WZAK,	93.1,	27 KW @ 623	,	Black	RADRAD, \$ 80.00	(Durpetti)	Zapis

Miscellaneous: WGAR changes to WKNR (June)

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,106,200
 MSA Rank/Pop: 35/1,351,100
 ADI # 34
 Average Person Ratings: 16.1
 Market TSL: 21.50 hours

Stations: 25/23
 Diaries: 1371/807:1/55.6%
 Sample Target: 1300
 % Below Line: 3.0
 % Not Listed: 12.0

1989 Revenue: \$42,000,000
 HH Inc.: \$27,661
 Retail \$: 15.9 Bil
 Pop per Station: 48,095
 #1 Biller: WNCI-F \$8,100,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume
1. WNCI-F (CHR)	196/11.0	16.1	15.2	13.9	13.7	14.1	303/4119	2875/26.0	28.2	29.8	16.0	305	4037
2. WTVN (MOR)	175/ 9.8	10.2	9.2	9.7	7.1	9.7	226/2576	2069/18.7	17.9	17.6	5.7	108	1474
3. WLWQ-F (AOR)	149/ 8.4	7.1	7.6	5.8	7.3	7.2	173/2328	1888/17.1	16.0	17.4	8.8	168	1989
4. WSNY-F (AC)	145/ 8.1	9.9	10.0	10.3	10.6	9.6	161/2614	2239/20.2	21.6	23.4	9.7	185	2055
5. WXGT-F (CHR)	102/ 5.7	6.4	6.2	8.5	7.6	6.7	158/2490	1720/15.5	17.4	20.9	9.0	172	2855
6. WMGG-F (CL AOR)	94/ 5.3	5.4	4.1	4.7	5.1	4.9	116/1640	1354/12.2	10.7	14.6	4.8	91	1704
7. WBNS-F (EZ)	93/ 5.2	5.1	6.6	6.5	7.2	5.8	114/1517	1309/11.8	13.0	16.6	4.4	84	1385
8. WVKO (B)	87/ 4.9	4.2	4.9	3.6	4.7	4.4	87/887	887/ 8.0	7.4	8.2	5.9	113	1116
9. WHOK-F (C)	82/ 4.6	5.1	6.0	6.0	5.6	5.4	157/2004	1276/11.5	9.6	10.8	6.4	122	1300
10. WMNI (C)	53/ 3.0	1.7	2.3	2.8	2.5	2.5	57/695	529/ 4.8	3.7	4.6	1.8	34	523
WBNS (MOR)	53/ 3.0	1.2	1.5	2.5	0.9	2.0	61/893	839/ 7.6	4.5	4.4	2.0	39	529
12. WLW (MOR)	48/ 2.7	2.4	1.2	1.5	2.6	2.0	116/1625	867/ 7.8	6.7	7.7	2.4	46	582
13. WCKX-F (B)	46/ 2.6	1.9	1.9	1.1	1.6	1.9	46/684	684/ 6.2	4.5	5.6	2.3	43	781
14. WXXM-F (AC)	33/ 1.8	1.8	1.7	1.6	1.8	1.7	34/566	550/ 5.0	6.6	4.1	1.2	22	552
WXLE-F (AC)	33/ 1.8	1.4	1.8	2.3	1.5	1.8	41/959	706/ 6.4	6.1	6.2	1.3	24	421

12+ FM SHARE (METRO): 70.00% (1099 of 1570) (SUM 89: 73.63%)

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

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

OTHER RATED STATIONS	METRO SHARE	CUME RTG/AQH	TSA CUME	TSA CUME
WBYY-F 103.9	Westerville	1.1/4.2/ 22/	508	
WCLT-F 100.3	Newark	1.7/3.4/ 60/	802	
WCOL 1230	Columbus	1.5/4.7/ 27/	530	
WHTH 790	Heath	0.8/1.2/ 14/	156	
WNRJ-F 105.7	Marysville/Clmb	0.8/1.5/ 16/	192	
WRFD 880	Columbus/Wrthgnt	0.8/2.1/ 27/	441	
WSWZ-F 103.5	Lancaster	1.2/3.8/ 23/	461	
WTLT-F 107.1	Circleville/Clm	1.4/3.2/ 28/	421	
WWCD-F 101.1	Grove Cty/Clmbs	0.5/1.6/ 9/	180	
WQIO-F 93.7	Mt. Vernon	0.3/1.4/ 30/	621	

RADIO STATIONS

AM STATIONS

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

FM STATIONS

WBYY, 103.9,	2.6 KW @ 356	, Jazz	NBC, \$ 32.00	(---)	(WESTERVILLE)
WBNS, 97.1,	20 KW @ 780	, EZ	, \$ 68.00	(Banner)	Columbus Dispatch
WCKX, 106.3,	3 KW @ 328	, Black	NBN, \$ 25.00	(Roslin)	(LONDON)
WHOK, 95.5,	50 KW @ 492	, Country	APR, \$ 46.00	(Christal)	
WLWQ, 96.3,	18 KW @ 753	, AOR	, \$133.00	(Katz)	Great American
WMGG, 99.7,	20 KW @ 783	, Classic AOR	, \$ 64.00	(Torbet)	
WNCI, 97.9,	175 KW @ 560	, CHR	APR, \$155.00	(MMR)	Nationwide
WSNY, 94.7,	22 KW @ 753	, AC	, \$153.00	(Mc-Guild)	Saga
WXGT, 92.3,	22 KW @ 753	, CHR/AOR	RADRAD UNIPWR, \$ 70.00	(Christal)	Great Trails
WXLE, 103.1,	1.6 KW @ 445	, Oldies	ABC FM MBS, \$ 26.00	(Durpettl)	US Radio (JOHNSTOWN)
WXXM, 98.9,	3 KW @ 328	, Soft AC	CNN UNISUP, \$ 24.00	(Republic)	

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: 17.1
 Market TSL: 23.00 hours

Stations: 32/32
 Diaries: 2320/1372:1/48.4%
 Sample Target: 2200
 % Below Line: 0.0
 % Not Listed: 7.2

1989 Revenue: \$129,700,000
 HH Inc.: \$30,967
 Retail \$: 28.0 Bill
 Pop per Station: 99,509
 #1 Biller: KVIL-AF \$21,000,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. KSCS-F (C)	453/ 8.3	8.6	8.6	7.6	6.6	8.3	523/6699	5897/18.5	19.3	17.1	8.9	542	5593	KSCS-F
2. KPLX-F (C)	391/ 7.2	7.4	5.6	6.1	5.5	6.6	433/6211	5409/17.0	15.4	14.6	6.5	398	4615	KPLX-F
3. KVIL-AF (AC)	375/ 6.9	6.6	7.2	10.2	8.0	7.7	382/4936	4682/14.7	13.4	16.2	6.5	352	4301	KVIL-AF
4. WBAP (C)	317/ 5.8	5.8	4.6	4.4	7.3	5.2	513/6326	4332/13.6	15.2	16.9	4.4	267	3965	WBAP
KKDA-F (B)	317/ 5.8	5.7	6.3	5.4	5.6	5.8	350/4230	3540/11.1	11.3	12.2	7.0	429	3831	KKDA-F
6. KRLD (N/T)	293/ 5.4	4.2	4.5	6.3	5.3	5.1	333/6233	5304/16.7	13.7	16.3	2.9	178	3285	KRLD
7. KTXQ-F (AOR)	270/ 4.9	4.4	4.3	3.4	3.8	4.3	296/4292	3882/12.2	11.3	11.7	6.6	402	4865	KTXQ-F
KHYY-F (CHR)	270/ 4.9	4.7	4.7	3.2	4.2	4.4	295/5205	4737/14.9	16.7	15.0	7.1	435	5792	KHYY-F
9. KJMZ-F (B)	203/ 3.7	4.6	5.2	4.7	5.4	4.5	217/3849	3658/11.5	13.1	14.7	6.0	365	5671	KJMZ-F
10. KLUV-F (O)	185/ 3.4	3.5	3.0	3.1	3.4	3.3	211/3847	3261/10.2	11.0	10.8	3.3	198	2280	KLUV-F
KEGL-F (CHR)	185/ 3.4	3.9	4.2	3.4	4.0	3.7	210/4830	3938/12.4	13.5	16.2	4.8	292	4780	KEGL-F
12. KLTY-F (REL)	181/ 3.3	2.4	3.3	2.9	3.5	3.0	182/2019	1888/ 5.9	5.8	6.9	2.3	139	2087	KLTY-F
13. KOAI-F (J/NA)	167/ 3.1	3.1	2.9	3.3	3.4	3.1	176/2820	2636/ 8.3	8.0	8.4	3.3	202	2289	KOAI-F
14. KZPS-F (CL AOR)	165/ 3.0	3.6	3.0	2.6	2.9	3.0	193/3426	3061/ 9.6	8.8	8.8	2.9	179	2472	KZPS-F
15. KMGC-F (AC)	133/ 2.4	2.4	1.8	2.6	2.8	2.3	140/2663	2608/ 8.2	7.5	8.4	1.7	106	1911	KMGC-F
16. KMEZ-F (EZ)	125/ 2.3	3.4	3.8	4.0	4.3	3.4	133/2037	1859/ 5.8	6.7	8.6	1.5	90	1452	KMEZ-F
KAAM (BB)	125/ 2.3	1.8	2.5	1.8	1.3	2.1	125/1254	1254/ 3.9	4.3	3.1	0.9	55	836	KAAM
18. KKWM-AF (SAC)	118/ 2.1	1.4	1.3	2.6	2.0	1.8	126/2338	2069/ 6.5	5.5	7.8	1.1	64	876	KKWM-AF
19. KLIF (T)	115/ 2.1	2.0	2.5	3.5	2.6	2.5	119/2116	1974/ 6.2	5.6	6.8	2.6	159	1665	KLIF
20. KRSR-F (AC)	113/ 2.1	1.7	2.1	3.0	2.7	2.2	123/2678	2453/ 7.7	6.0	8.5	0.9	52	1055	KRSR-F
21. WRR -F (CL)	111/ 2.0	2.4	2.4	2.0	1.7	2.2	118/1922	1765/ 5.5	5.8	5.5	1.2	75	1158	WRR -F
22. KDGE-F (AOR)	107/ 2.0	1.7	1.3	1.4	1.1	1.6	130/2137	1825/ 5.7	4.9	4.0	3.5	213	2031	KDGE-F
23. KHVN (R/GOSP)	99/ 1.8	1.9	2.0	1.3	2.0	1.8	101/1085	1071/ 3.4	4.0	3.8	1.9	114	945	KHVN
24. KKDA (B)	76/ 1.4	2.3	1.9	1.2	1.8	1.7	78/1297	1219/ 3.8	4.3	3.5	2.3	140	1050	KKDA

12+ FM SHARE (METRO): 76.92% (3893 of 5061) (SUM 89: 75.20%)

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

OTHER RATED STATIONS

METRO CUME TSA TSA
SHARE/RTG/AQH/CUME

Call Letters	Freq	City	Class	Share	RTG	AQH	CUME
KESS	1270	Ft. Worth/Dallas	1.2/2.1/	68/	687		
KFJZ	870	Ft. Worth/Dalls	0.5/0.9/	26/	291		
KJZY-F	99.1	Denton/Dallas	0.6/1.3/	33/	454		
KPBC	770	Garland/Dallas	0.3/0.5/	21/	200		

RADIO STATIONS

AM STATIONS

Call Letters	Freq	Power	Class	Program	Share	RTG	AQH	CUME	Agency	City
KAAM	1310	5 KW	(DA-N)	Nostalgia	SMN UNISUP	\$ 45.00			(Durpetti)	Bonneville
KESS	1270	5 KW	(DA-1)	Hispanic		\$ 48.00			(Katz Hisp.)	
KFJZ	870	500 W	(DAYS)	Hispanic		\$ 31.00			(---)	
KHVN	970	1 KW/270 W		Gospel	ABC FM UNIULT	\$ 35.00			(---)	
KKDA	730	500 W		Black	APR	\$ NA			(Katz)	
KLIF	570	5 KW	(DA-2)	Talk	NBC	\$ 76.00			(Eastman)	Susquehanna
KNRB	1360	5 KW/1 KW	(DA-2)	Religion		\$ 25.00			(---)	Marsh
KRLD	1080	50 KW	(DA-N)	News	CBS MBS	\$205.00			(CBS)	Command
KSKY	660	10 KW/500 W	(DA-N)	Religion		\$ 30.00			(---)	Bdcst Partners
WBAP	820	50 KW		Country Full Service	ABC I	\$190.00			(Banner)	Cap Cities/ABC

FM STATIONS

Call Letters	Freq	Power	Class	Program	Share	RTG	AQH	CUME	Agency	City
KHYI	94.9	33 KW @ 1510		CHR		\$115.00			(MMR)	Evergreen
KEGL	97.1	100 KW @ 1460		CHR		\$146.00			(Torbet)	Sandusky
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
KLTY	94.1	100 KW @ 1590		Religion	ABC FM UNIULT	\$ 70.00			(K & P)	
KLUV	98.7	100 KW @ 1590		Oldies		\$118.00			(MMR)	TK
KMEZ	107.5	25 KW @ 1657		EZ	UNISUP UNIULT	\$100.00			(Mc-Guild)	Gilmore
KMGC	102.9	100 KW @ 1348		Soft AC		\$103.00			(Christal)	Shamrock
KOAI	106.1	100 KW @ 1590		Jazz/NAC		\$ 98.00			(HNWH)	Gannett
KPLX	99.5	100 KW @ 1680		Country	APR	\$230.00			(Eastman)	Susquehanna
KRSR	105.3	100 KW @ 1560		Soft AC		\$104.00			(Group W)	Westinghouse
KSCS	96.3	100 KW @ 1680		Country		\$190.00			(Banner)	Cap Cities/ABC
KTXQ	102.1	100 KW @ 1320		AOR	RADRAD	\$145.00			(CBS)	CBS
KVIL	103.7	100 KW @ 1570		AC		\$350.00			(Torbet)	Infinity
KZPS	92.5	98 KW @ 1590		Classic AOR		\$100.00			(Durpetti)	Bonneville
WRR	101.1	100 KW @ 1348		Classical	APR	\$ 70.00			(CMBS)	City of Dallas
KDGE	94.5	100 KW @ 1896		AOR		\$ 50.00			(K & P)	(GAINESVILLE)

Miscellaneous: KQZY-F changes to KRSR-F (July)

DAYTON

Arbitron Rank/Pop (12+): 48/807,400
 MSA Rank/Pop: 55/947,500
 ADI # 52
 Average Person Ratings: 15.5
 Market TSL: 20.75 hours

Stations: 22/17
 Diaries: 1149/703:1/53.5%
 Sample Target: 1120
 % Below Line: 10.5
 % Not Listed: 13.7

1989 Revenue: \$21,500,000
 HH Inc.: \$28,229
 Retail \$: 6.5 Bil
 Pop per Station: 47,494
 #1 Biller: WTUE-F \$3,500,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ 1/4/CUME	TSA CUME/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WGTZ-F (CHR)	138/11.0	10.9	10.2	9.7	9.5	10.4	179/2943	2113/26.2	25.1	21.5		11.8	164	2630	WGTZ-F
2. WHIO (MOR)	108/ 8.6	6.5	7.0	8.9	7.1	7.8	118/1394	1243/15.4	16.0	17.3		7.4	102	1308	WHIO
3. WHKO-F (C)	106/ 8.5	8.1	10.6	8.5	8.5	8.9	184/2564	1560/19.3	16.9	16.8		7.5	104	1258	WHKO-F
4. WWSN-F (AC)	93/ 7.4	6.6	5.9	6.5	7.8	6.6	103/1413	1223/15.1	15.4	16.1		7.1	98	800	WWSN-F
WTUE-F (AOR)	93/ 7.4	7.3	9.7	8.3	10.1	8.2	123/2043	1349/16.7	17.8	22.7		11.2	155	1677	WTUE-F
6. WLW (MOR)	77/ 6.2	5.9	3.4	3.9	5.0	4.8	220/3271	1309/16.2	13.3	12.3		5.4	75	1252	WLW
7. WAZU-F (AOR)	63/ 5.0	5.8	6.2	5.7	7.8	5.7	87/1401	1052/13.0	12.5	14.9		8.2	114	1336	WAZU-F
8. WDAO (B)	62/ 5.0	4.3	3.8	2.8	2.5	4.0	62/591	591/ 7.3	7.2	5.5		7.8	108	833	WDAO
9. WVUD-F (SAC)	57/ 4.6	4.6	6.2	5.8	5.3	5.3	71/1113	881/10.9	9.2	11.9		2.1	29	655	WVUD-F
10. WYMJ-F (AC)	44/ 3.5	5.8	5.8	3.4	3.8	4.6	51/1103	959/11.9	12.2	11.1		5.0	70	903	WYMJ-F
11. WONE (C)	38/ 3.0	4.2	4.3	5.4	3.3	4.2	50/743	516/ 6.4	7.3	7.4		3.7	51	587	WONE
12. WCLR-F (EZ)	36/ 2.9	3.0	3.0	4.0	3.0	3.2	66/972	578/ 7.2	6.8	6.5		1.8	25	399	WCLR-F
13. WPFB-F (C)	33/ 2.6	1.6	1.5	0.5	0.6	1.5	66/636	316/ 3.9	3.4	2.4		1.3	18	310	WPFB-F
14.															
15.															

12+ FM SHARE (METRO): 68.46% (740 of 1081) (SUM 89: 76.82%)

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 WWSN-F<	1 WWSN-F<	1 WHIO	1 WHIO	1 WGTZ-F	1 WGTZ-F>	1 WLW	1 WHIO >
2 WAZU-F	2 WTUE-F>	2 WTUE-F	2 WHKO-F<	2 WHKO-F	2 WHKO-F>	2 WHKO-F	2 WWSN-F	2 WTUE-F<	2 WHIO <	2 WGTZ-F
3	3 WAZU-F>	3 WWSN-F	3 WGTZ-F	3 WGTZ-F	3 WWSN-F	3 WGTZ-F	3 WHKO-F	3 WWSN-F	3 WGTZ-F>>	3 WLW <
4	4 WWSN-F	4 WHKO-F	4 WLW <	4 WLW <	4 WLW	4 WWSN-F	4 WTUE-F	4 WHKO-F	4 WHKO-F	4 WWSN-F
5	5 WVUD-F	5 WVUD-F<	5 WTUE-F	5 WTUE-F	5	5 WTUE-F	5 WHIO	5 WHIO <	5 WAZU-F<	5 WONE
6	6 WHKO-F	6 WAZU-F<	6 WVUD-F	6 WVUD-F<	6	6	6 WVUD-F	6 WLW	6 WTUE-F	6 WTUE-F
7	7	7 WLW	7	7 WYMJ-F	7	7	7	7	7	7 WHKO-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 WGTZ-F>>	1 WGTZ-F>	1 WWSN-F<	1 WWSN-F	1 WWSN-F>		1 WTUE-F>	1 WTUE-F	1 WGTZ-F	1 WTUE-F	1 WLW
2 WTUE-F	2 WTUE-F	2 WGTZ-F	2 WGTZ-F>	2 WHKO-F		2 WAZU-F>	2 WAZU-F<	2 WTUE-F	2 WLW	2 WGTZ-F<
3 WAZU-F>	3 WWSN-F	3 WTUE-F	3 WVUD-F	3 WVUD-F		3 WGTZ-F>	3 WGTZ-F>	3 WAZU-F	3 WGTZ-F	3 WHKO-F
4 WVUD-F	4 WVUD-F	4 WVUD-F	4 WHKO-F	4 WGTZ-F		4 WDAO	4 WLW	4 WLW >	4 WHKO-F	4 WTUE-F>
5 WPFB-F>>	5 WAZU-F	5 WHKO-F	5 WTUE-F	5 WDAO		5 WWSN-F	5 WHKO-F	5 WHKO-F	5 WAZU-F	5 WYMJ-F
6	6	6 WDAO	6 WDAO	6 WTUE-F		6	6	6	6	6 WWSN-F
7	7	7	7	7 WYMJ-F		7	7	7	7	7 WAZU-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WFCJ-F 93.7	Miamisburg/Datn	1.0/4.2/ 17/	461
WING 1410	Dayton	1.6/5.5/ 27/	579
WIZE 1340	Springfield	1.4/2.3/ 18/	189
WKSJ-F 101.7	Urbana/Spngfld.	0.8/1.4/ 19/	327
WPFB 910	Middletown	1.4/2.8/ 42/	466
WBVE-F 96.5	Hamilton	0.6/2.4/ 26/	506
WGRR-F 103.5	Hamilton/Cinci	1.2/3.2/ 48/	850
WOFX-F 94.9	Fairfield	1.9/4.0/ 74/	886
WWEZ-F 92.5	Cincinnati	0.6/1.8/ 39/	461

RADIO STATIONS

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

DENVER

Arbitron Rank/Pop (12+): 24/1,599,500
 MSA Rank/Pop: 27/1,662,400
 ADI # 19
 Average Person Ratings: 16.9
 Market TSL: 22.50 hours

Stations: 31/31
 Diaries: 1552/1031:1/52.7%
 Sample Target: 1560
 % Below Line: 0.0
 % Not Listed: 11.2

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

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. KYGO-F (C)	232/ 8.6	7.9	6.0	5.8	6.3	7.1	269/3012	2540/15.9	16.2	14.4	9.3	270	2519	KYGO-F
2. KOA (N/T)	203/ 7.5	6.2	7.8	8.4	6.1	7.5	272/4216	3079/19.2	19.5	17.6	6.3	184	2778	KOA
3. KXKL-AF (O)	187/ 7.0	6.7	5.5	6.3	7.6	6.4	228/3427	2890/18.1	18.1	19.8	5.1	142	2368	KXKL-AF
4. KOSI-F (EZ)	180/ 6.7	6.1	6.5	7.1	5.8	6.6	235/3108	2550/15.9	15.7	13.3	4.8	140	1541	KOSI-F
5. KBPI-F (AOR)	176/ 6.5	6.3	4.6	3.8	4.0	5.3	208/3176	2597/16.2	13.3	14.5	9.0	261	3004	KBPI-F
6. KXLT-F (AC)	165/ 6.1	4.1	4.1	5.0	5.3	4.8	172/2111	1996/12.5	11.3	13.4	2.9	85	1418	KXLT-F
7. KRXY-AF (CHR)	147/ 5.5	6.7	7.0	7.5	7.5	6.7	154/3158	2920/18.3	19.5	20.6	9.2	260	3758	KRXY-AF
8. KQKS-F (CHR)	142/ 5.3	6.0	5.8	5.3	5.1	5.6	189/2992	2280/14.3	16.9	15.5	6.9	201	3096	KQKS-F
9. KBCO-AF (AOR)	142/ 5.2	6.1	6.2	7.3	6.9	6.2	158/2492	2195/13.7	14.3	14.1	6.8	188	2206	KBCO-AF
10. KAZY-F (AOR)	104/ 3.9	3.7	4.2	4.7	5.4	4.1	150/2496	2007/12.5	12.0	12.7	6.4	187	2371	KAZY-F
11. KRFX-F (CL AOR)	101/ 3.7	3.4	4.0	3.7	4.0	3.7	124/2292	1892/11.8	11.5	12.4	5.5	159	1898	KRFX-F
12. KEZW (BB)	89/ 3.3	3.6	2.6	2.5	2.1	3.0	91/1053	1021/ 6.4	6.3	4.9	1.8	53	943	KEZW
13. KSYF-F (AC)	84/ 3.1	4.2	4.3	4.0	4.0	3.9	89/1730	1654/10.3	11.1	10.5	2.7	79	960	KSYF-F
14. KVOD-F (CL)	64/ 2.4	2.8	3.3	2.6	3.2	2.8	65/1096	1066/ 6.7	7.2	6.6	1.8	52	968	KVOD-F
15. KHOW (MOR)	57/ 2.1	2.3	4.2	2.9	3.4	2.9	71/1300	1083/ 6.8	5.9	8.2	2.8	82	1333	KHOW
16. KYBG-AF (T)	53/ 2.0	1.9	1.8	2.7	2.2	2.1	57/1159	1053/ 6.6	4.7	3.5	0.9	6	173	KYBG-AF
17. KYGO (C)	44/ 1.6	1.8	2.8	1.1	1.1	1.8	66/963	743/ 4.6	4.7	3.2	1.5	45	675	KYGO
KHIH-F (J/NA)	44/ 1.6	2.4	2.5	2.3	2.6	2.2	56/810	752/ 4.7	6.2	8.0	1.8	52	1181	KHIH-F
19. KDHT-F (AOR)	37/ 1.4	1.7	0.9	1.5	0.9	1.4	59/925	636/ 4.0	4.3	1.6	0.9	25	445	KDHT-F
20. KTCL-F (AOR)	35/ 1.3	0.5	1.6	0.6	0.7	1.0	60/806	509/ 3.2	3.0	2.8	1.6	46	572	KTCL-F

12+ FM SHARE (METRO): 75.77% (1817 of 2398) (SUM 89: 76.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKS-F>>	1 KBPI-F>	1 KXKL-AF	1 KXKL-AF	1 KXKL-AF	1 KOA	1 KOA	1 KYGO-F	1 KYGO-F	1 KQKS-F	1 KOA
2 KRXY-AF>>	2 KXLT-F	2 KBPI-F<	2 KYGO-F	2 KYGO-F	2 KYGO-F	2 KYGO-F	2 KOSI-F	2 KBPI-F	2 KYGO-F<	2 KYGO-F
3 KBPI-F	3 KRXY-AF	3 KYGO-F<	3 KBCO-AF<	3 KOSI-F	3 KOSI-F	3 KXKL-AF<	3 KXKL-AF<	3 KXKL-AF<	3 KBPI-F	3 KBPI-F
4	4 KBCO-AF	4 KXLT-F	4 KOSI-F	4 KBCO-AF	4 KXKL-AF	4 KXLT-F	4 KOA	4 KOSI-F<	4 KOSI-F	4 KOSI-F
5	5 KAZY-F	5 KBCO-AF<	5 KXLT-F	5 KXLT-F	5 KEZW	5 KBPI-F<	5 KXLT-F	5 KXLT-F	5 KXLT-F	5 KHOW <
6	6 KYGO-F<	6 KOSI-F	6 KBPI-F	6 KOA	6	6 KOSI-F<	6 KBPI-F	6 KOA	6 KRXY-AF	6 KXLT-F
7	7 KQKS-F<	7 KRXY-AF	7 KOA	7 KBPI-F	7	7 KBCO-AF<	7 KRXY-AF	7 KRXY-AF<	7 KXLT-F	7
8	8 KXKL-AF	8	8	8	8	8 KRXY-AF	8 KBCO-AF	8 KBCO-AF<	8	8
9	9 KRFX-F	9	9	9	9	9 KQKS-F	9 KQKS-F	9 KQKS-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 KRXY-AF	1 KXLT-F	1 KXLT-F	1 KXLT-F<	1 KYGO-F<	1 KBPI-F>	1 KBPI-F>	1 KBPI-F	1 KBPI-F	1 KBCO-AF
2 KBPI-F	2 KRXY-AF	2 KBCO-AF	2 KXKL-AF	2 KOSI-F<	2 KAZY-F	2 KAZY-F	2 KBCO-AF	2 KBCO-AF	2 KXKL-AF
3 KXLT-F>	3 KBPI-F	3 KXKL-AF	3 KYGO-F	3 KXKL-AF	3 KQKS-F	3 KBCO-AF<	3 KYGO-F	3 KXKL-AF	3 KYGO-F
4 KAZY-F	4 KXKL-AF	4 KOSI-F	4 KOSI-F	4 KXLT-F>	4 KRXY-AF>	4 KRFX-F	4 KRFX-F	4 KYGO-F	4 KOSI-F
5 KQKS-F	5 KBCO-AF<	5 KRXY-AF	5 KRXY-AF	5 KBCO-AF	5 KRFX-F	5 KYGO-F	5 KAZY-F	5 KRFX-F	5 KBPI-F<
6 KXKL-AF	6 KOSI-F	6 KYGO-F	6 KBPI-F<	6 KOA	6 KLZ	6 KQKS-F	6 KXKL-AF	6 KAZY-F<	6 KOA
7 KYGO-F	7 KYGO-F	7 KBPI-F	7 KBCO-AF	7	7 KXLT-F	7 KXLT-F<	7 KXLT-F	7 KXLT-F	7 KXLT-F
8	8 KQKS-F	8	8	8	8	8 KRXY-AF	8	8	8 KRFX-F

OTHER RATED STATIONS METRO CUME TSA TSA
SHARE/RTG/AQH/CUME

STATION	POWER	CITY	SHARE	RTG	AQH	CUME
KDEN	1340	Denver	0.5	2.4	15	407
KDKO	1510	Littleton/Denve	0.6	1.9	16	320
KFRR	1150	Englewood	0.4	1.0	12	192
KJME	1390	Denver	0.5	1.1	13	170
KLZ	560	Denver	1.1	2.5	45	737
KRKS	990	Denver	0.6	1.8	15	295
KRZN	760	Englewood	0.6	2.9	15	512

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW/17 W	, HISPANIC	, \$ 30.00 (Lotus)	
KDEN, 1340, 1 KW	, TALK	ABC C MBS, \$ 35.00 (Savalli)	
KDKO, 1510, 10 KW/1.3 KW(DA-2)	, BLACK	, \$ 37.00 (---)	
KEZW, 1430, 5 KW (DA-N)	, NOSTALGIA	SMN, \$ 40.00 (Torbet)	
KHOW, 630, 5 KW (DA-N)	, FULL SERVICE	MBS NBC, \$ 170.00 (Republic)	Viacom
KLTT, 800, 1 KW (DAYS, DA)	, RELIGION	, \$ 18.00 (---)	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 (---)	
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		
KRZN, 760, 5 KW/1 KW (DA-1)	, OLDIES	, \$ 37.00 (Christal)	Genesis
KXKL, 1280, 5 KW (DA-2)	, SEE KXKL-F		
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
KBCO, 97.3, 100 KW @ 1541, AOR	, \$ 160.00 (MMR)	Noble (BOULDER)
KBPI, 105.9, 100 KW @ 1470, AOR	SOURCE, \$ 90.00 (Banner)	Great American
KHIH, 94.7, 100 KW @ 984, JAZZ/NAC	SMN, \$ 65.00 (HNWH)	Adams (BOULDER)
KOSI, 101.1, 100 KW @ 1624, EZ	UNISUP, \$ 80.00 (Torbet)	
KQKS, 104.3, 5 KW @ 1430, CHR	, \$ 72.00 (HNWH)	Western Cities (LONGMOUNT)
KRFX, 103.5, 100 KW @ 1045, OLDIES	CBS, \$ 64.00 (Eastman)	Jacor
KRXY, 107.5, 100 KW @ 1198, CHR	, \$ 84.00 (Katz)	Cap Cities/ABC
KSYY, 95.7, 100 KW @ 1608, SOFT AC	MBS, \$ 67.00 (Republic)	Viacom
KTCL, 93.3, 100 KW @ 1330, AOR	, \$ 44.00 (McGuild)	(FT COLLINS)
KVOD, 99.5, 100 KW @ 282, CLASSICAL	UNISUP, \$ 70.00 (Katz)	Henry
KXKL, 105.1, 100 KW @ 1169, OLDIES	, \$ 140.00 (Durpetti)	Shamrock
KXLT, 100.3, 100 KW @ 330, AC	, \$ 86.00 (Christal)	Genesis
KYBG, 92.1, .8 KW @ 616, EZ	, \$ 30.00 (Banner)	Century (CASTLE ROCK)
KYGO, 98.5, 100 KW @ 1821, COUNTRY	, \$ 107.00 (CBS)	Jeff-Pilot

DETROIT

Arbitron Rank/Pop (12+): 6/3,595,600
 MSA Rank/Pop: 5/4,380,700
 ADI # 8
 Average Person Ratings: 17.9
 Market TSL: 23.50 hours

Stations: 32/30
 Diaries: 2366/1520:1/52.4%
 Sample Target: 2320
 % Below Line: 0.8
 % Not Listed: 8.6

1989 Revenue: \$113,300,000
 HH Inc.: \$31,289
 Retail \$: 30.8 Bill
 Pop per Station: 119,853
 #1 Biller: WJR \$21,000,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ 1/4/CUME	TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WJR (MOR)	573/ 8.9	8.5	7.9	8.3	9.2	8.4	793/9572	7231/20.1	21.6	20.0		7.5	511	7869	WJR
2. WJLB-F (B)	472/ 7.3	6.7	7.3	7.8	6.4	7.3	497/5646	5361/14.9	13.8	13.9		10.1	687	6158	WJLB-F
3. WHYT-F (CHR)	339/ 5.3	5.1	5.9	5.0	4.3	5.3	370/7122	6410/17.8	18.2	16.4		7.2	488	7643	WHYT-F
4. WWJ (N/T)	326/ 5.1	4.6	5.8	5.7	3.9	5.3	338/5920	5568/15.5	18.0	13.1		3.8	260	4070	WWJ
5. WJOI-F (EZ)	306/ 4.8	3.8	5.4	4.8	5.0	4.7	313/3908	3769/10.5	10.2	10.8		3.3	221	2726	WJOI-F
6. WJZZ-F (J/NA)	266/ 4.1	4.0	4.0	3.5	3.8	3.9	273/3543	3310/ 9.2	9.2	8.6		4.8	323	3644	WJZZ-F
7. WKQI-F (CHR)	261/ 4.1	4.8	4.4	4.2	4.2	4.4	271/5774	5366/14.9	15.9	17.1		3.5	239	3429	WKQI-F
8. WDFX-F (CHR)	259/ 4.0	3.1	3.7	4.2	4.4	3.8	278/5280	4801/13.4	12.3	15.1		5.9	400	5998	WDFX-F
9. WWWW-F (C)	258/ 4.0	4.1	4.9	4.7	3.5	4.4	293/4611	4024/11.2	10.5	9.9		4.7	318	3353	WWWW-F
10. WRIF-F (AOR)	253/ 3.9	3.4	3.7	3.0	3.2	3.5	329/4861	3987/11.1	11.3	12.8		5.1	349	4598	WRIF-F
11. WLTI-F (SAC)	250/ 3.9	5.7	4.3	4.7	4.1	4.7	259/3808	3655/10.2	12.9	10.0		3.4	228	2512	WLTI-F
12. WOMC-F (O)	248/ 3.9	3.2	2.8	2.6	4.1	3.1	254/4263	3938/11.0	10.7	10.9		3.0	205	2093	WOMC-F
13. WNIC-F (AC)	241/ 3.7	3.7	4.3	3.9	4.1	3.9	254/4547	4227/11.8	11.0	12.2		4.1	276	3418	WNIC-F
14. WLLZ-F (AOR)	233/ 3.6	4.3	3.9	3.6	3.3	3.8	245/5333	4809/13.4	12.6	11.7		5.1	344	3932	WLLZ-F
15. WXYT (T)	232/ 3.6	3.9	3.5	3.0	3.3	3.5	241/2908	2761/ 7.7	8.1	7.9		3.4	228	2469	WXYT
16. WCSX-F (CL AOR)	199/ 3.1	3.0	3.5	3.6	3.6	3.3	221/4857	4261/11.9	10.0	10.8		3.6	243	3048	WCSX-F
17. CKLW (BB)	189/ 2.9	2.3	2.3	2.7	3.2	2.5	237/3445	2761/ 7.7	8.1	7.7		1.9	129	1333	CKLW
18. WGPR-F (B)	125/ 1.9	2.1	1.5	1.8	1.4	1.8	128/2568	2499/ 7.0	6.5	6.3		2.0	133	2087	WGPR-F
19. WKSG-F (O)	124/ 1.9	2.0	1.9	2.0	2.7	2.0	124/2781	2774/ 7.7	7.2	8.0		1.7	117	1998	WKSG-F
20. WMXD-F (AC)	101/ 1.6	0.5	0.6	0.9	1.2	0.9	102/1846	1795/ 5.0	2.8	3.8		0.8	55	1173	WMXD-F
21. WQRS-F (CL)	97/ 1.5	2.2	1.5	2.2	1.5	1.9	122/2117	1733/ 4.8	6.2	4.9		1.6	108	1332	WQRS-F
WCXI (C)	97/ 1.5	1.0	1.3	1.5	1.2	1.3	115/1822	1604/ 4.5	3.4	3.6		0.7	50	942	WCXI
23. CKMR-F (O)	86/ 1.3	1.3	1.4	1.7	2.2	1.4	101/2294	1920/ 5.3	5.6	6.1		0.8	53	1123	CKMR-F
24. WMTG (B)	83/ 1.3	1.6	1.4	1.6	1.9	1.5	83/955	951/ 2.6	4.1	3.9		1.0	66	641	WMTG
25. WQBH (B)	69/ 1.1	1.0	1.0	1.1	1.4	1.0	69/1003	1003/ 2.8	3.2	3.0		0.4	30	598	WQBH

12+ FM SHARE (METRO): 72.00% (4231 of 5876) (SUM 89: 71.09%)

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 WJLB-F	1 WJLB-F	1 WJR >	1 WJR >	1 WJLB-F<	1 WJLB-F	1 WJR	1 WJR
2 WDFX-F	2 WRIF-F	2 WRIF-F<	2 WOMC-F	2 WOMC-F	2 WWJ	2 WWJ	2 WJR	2 WHYT-F	2 WJLB-F>	2 WJLB-F
3 WJLB-F>>	3 WLLZ-F	3 WKQI-F<	3 WJZZ-F	3 WJZZ-F	3 WJOI-F>	3 WJLB-F	3 WJOI-F	3 WJR	3 WHYT-F	3 WJZZ-F
4	4 WHYT-F<	4 WLLZ-F	4 WKQI-F	4 WKQI-F	4 CKLW <	4 WKQI-F>	4 WHYT-F	4 WJOI-F	4 WJZZ-F	4 WWJ
5	5 WKQI-F<	5 WJZZ-F<	5 WNIC-F	5 WNIC-F<	5 WXYT <	5 WWWW-F	5 WLTI-F	5 WWJ	5 WDFX-F	5 WWWW-F
6	6 WCSX-F<	6 WOMC-F	6 WLTI-F	6 WWWW-F	6 WWWW-F	6 WJOI-F<	6 WWJ <	6 WRIF-F	6 WMXD-F	6 WCSX-F<
7	7 WDFX-F	7 WNIC-F	7 WCSX-F<	7 WLTI-F	7 WLTI-F<	7 WXYT	7 WRIF-F	7 WLTI-F	7 WRIF-F	7 WRIF-F
8	8 WNIC-F	8 WCSX-F	8 WRIF-F	8 WJR	8 WOMC-F	8 WOMC-F	8 WNIC-F<	8 WDFX-F<	8	8 WLLZ-F
9	9 WJZZ-F	9 WLTI-F	9 WLLZ-F<	9 WCSX-F<	9 WJZZ-F	9 WNIC-F	9 WOMC-F	9 WJZZ-F	9	9
10	10	10 WHYT-F	10 WWWW-F	10 WRIF-F	10	10	10 WXYT	10 WKQI-F	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 WJLB-F	1 WJLB-F>	1 WJLB-F	1 WJLB-F>	1 WJLB-F	1 WRIF-F	1 WRIF-F>	1 WRIF-F>	1 WRIF-F	1 WRIF-F
2 WDFX-F	2 WKQI-F	2 WKQI-F	2 WKQI-F	2 WKQI-F	2 WJLB-F>	2 WJLB-F<	2 WLLZ-F	2 WJLB-F	2 WJR <
3 WHYT-F>	3 WHYT-F<	3 WNIC-F>	3 WNIC-F	3 WLTI-F<	3 WLLZ-F	3 WLLZ-F>	3 WJLB-F	3 WLLZ-F	3 WJLB-F<
4 WLLZ-F	4 WDFX-F	4 WJZZ-F<	4 WLTI-F	4 WOMC-F	4 WHYT-F	4 WCSX-F	4 WCSX-F>	4 WCSX-F	4 WMT-F<
5 WKQI-F	5 WNIC-F	5 WOMC-F	5 WOMC-F<	5 WNIC-F<	5 WDFX-F	5 WHYT-F	5 WOMC-F	5 WJZZ-F	5 WLLZ-F
6 WNIC-F	6 WLLZ-F	6 WHYT-F<	6 WJZZ-F	6 WJZZ-F<	6 WCSX-F	6 WJZZ-F<	6 WJZZ-F	6 WOMC-F	6 WCSX-F
7 WCSX-F	7 WJZZ-F	7 WWWW-F	7 WHYT-F<	7 WWWW-F	7 WKQI-F	7 WKQI-F	7 WXYT	7 WXYT	7 WXYT <
8 WLTI-F	8 WWWW-F	8 WLLZ-F<	8 WDFX-F	8 WJOI-F	8 WMXD-F	8 WDFX-F	8 WKQI-F	8 WKQI-F	8 WJZZ-F>
9 WRIF-F	9 WCSX-F<	9 WCSX-F	9 WWWW-F	9	9 WJZZ-F	9	9	9 WJR	9 WWWW-F<
10	10 WOMC-F	10 WLTI-F	10	10	10 WLTI-F	10	10	10	10 WKQI-F

OTHER RATED STATIONS		METRO CUME TSA TSA SHARE/RTG/AQH/CUME	
CIMX-F	88.7 Windsor/Detroit	0.3/2.7/	22/1084
WCHB	1200 Taylor	0.5/1.6/	31/ 621
WEXL	1340 Royal Oak	0.3/1.0/	18/ 361
WMKM	1440 Inkster	0.5/1.2/	29/ 434
WMUZ-F	103.5 Detroit	0.6/2.1/	40/ 935
WIOG-F	102.5 Bay City/Flint	0.5/1.5/	167/1971
WIOB-F	102.9 Ann Arbor	0.4/1.7/	55/1421

RADIO STATIONS

AM STATIONS

WCXI, 1130,	50 KW/10 KW (DA-2),	COUNTRY	APR, \$	50.00 (Christal)	Shamrock
WCHB, 1440,	1 KW (DA-2)	, GOSPEL	NBN, \$	30.00 (Torbet)	
WHND, 560,	500 W (DAYS,DA)	, OLDIES	UNIPWR, \$	N/A (McGuild)	Greater Media (MONROE)
WJR, 760,	50 KW	, FULL SERVICE	ABC I, \$	260.00 (Katz)	Cap Cities/ABC
WMTG, 1310,	5 KW (DA-2)	, BLACK OLDIES	SMN, \$	N/A (McGuild)	
WQBH, 1400,	1 KW	, BLACK	, \$	45.00 (Patt)	
WWJ, 950,	5 KW (DA-N)	, NEWS	CBS UNISUP, \$	155.00 (CBS)	CBS
WXYT, 1270,	5 KW (DA-N)	, TALK	NBC MBS, \$	75.00 (Durpetti)	
CKLW, 800,	50 KW (DA-2)	, NOSTALGIA	UNISUP, \$	70.00 (Banner)	(WINDSOR)

FM STATIONS

WCSX, 94.7,	13 KW @ 950,	CLASSIC AOR	UNIPWR, \$	130.00 (McGuild)	Greater Media
WDFX, 99.5,	21 KW @ 755,	CHR	SOURCE, \$	100.00 (MMR)	Hoker
WGPR, 107.5,	50 KW @ 375,	BLACK	SBN, \$	55.00 (Lazar)	
WHYT, 96.3,	20 KW @ 786,	CHR	ABC C, \$	100.00 (Banner)	Cap Cities/ABC
WJLB, 97.9,	50 KW @ 490,	BLACK	, \$	170.00 (MMR)	Booth
WJOI, 97.1,	12 KW @ 890,	EZ	UNISUP, \$	104.00 (CBS)	CBS
WJZZ, 105.9,	20 KW @ 724,	JAZZ	, \$	80.00 (Torbet)	
WKQI, 95.5,	100 KW @ 426,	CHR	UNIPWR, \$	132.00 (HNWH)	Brdcst. Partners
WKSG, 102.7,	50 KW @ 500,	OLDIES	UNISUP, \$	80.00 (Durpetti)	Ragan Henry
WLLZ, 98.7,	50 KW @ 480,	AOR	MBS NBC, \$	160.00 (Group W)	Westinghouse
WLTI, 93.1,	26 KW @ 668,	SOFT AC	, \$	90.00 (Christal)	Viacom
WMJZ, 103.5,	50 KW @ 465,	RELIGION	, \$	40.00 (---)	Crawford
WMXD, 92.3,	21 KW @ 700,	AC/URBAN	, \$	70.00 (Durpetti)	
WNIC, 100.3,	32 KW @ 600,	AC	, \$	168.00 (McGuild)	Fairmont
WOMC, 104.3,	190 KW @ 360,	OLDIES	UNIULT, \$	140.00 (Republic)	Infinity
WQRS, 105.1,	20 KW @ 784,	CLASSICAL	, \$	80.00 (CMBS)	Marlin
WRIF, 101.1,	27 KW @ 880,	AOR	ABC R, \$	110.00 (Republic)	Great American
WWW, 106.7,	61 KW @ 510,	COUNTRY	APR UNIULT, \$	150.00 (Christal)	Shamrock
CKMR, 93.9,	100 KW @ 655,	OLDIES	, \$	65.00 (Banner)	

EL PASO

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

Stations: 22/16
Diaries: 915/496:1/56.1%
Sample Target: 840
% Below Line: 3.8
% Not Listed: 6.7

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

MSA Rank/Pop: 88/569,700
ADI # 103
Average Person Ratings: 18.1
Market TSL: 24.00 hours

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ 1/4/CUME	TSA CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. KHEY-F (C)	117/14.3	11.9	10.5	12.5	11.0	12.3	132/1434	1249/27.5	21.5	24.7	13.5	116	1140	KHEY-F
2. KPRR-F (CHR)	112/13.7	14.6	13.3	13.0	13.3	13.6	121/1454	1322/29.1	33.6	30.0	18.3	157	1431	KPRR-F
3. KLAQ-F (AOR)	92/11.2	9.3	10.9	12.6	11.6	11.0	122/1380	1107/24.4	23.0	22.6	15.7	135	1253	KLAQ-F
4. KAMZ-F (AC)	74/ 9.0	5.1	4.2	3.5	4.3	5.4	76/874	838/18.5	17.5	17.0	6.9	59	722	KAMZ-F
5. KBNA-AF (SP)	55/ 6.8	6.5	6.8	6.0	6.8	6.5	59/816	681/15.0	15.1	17.9	3.7	21	504	KBNA-AF
6. KOFX-F (O)	47/ 5.7	6.3	6.5	7.0	3.7	6.4	57/924	789/17.4	17.8	9.4	4.2	36	720	KOFX-F
7. KTSM-F (EZ)	46/ 5.6	5.3	5.8	6.1	8.1	5.7	64/823	543/12.0	15.5	15.8	5.1	44	550	KTSM-F
8. KLTO-F (AC)	37/ 4.5	5.5	5.5	3.0	2.8	4.6	37/671	663/14.6	17.3	11.1	3.7	32	444	KLTO-F
9. KEZB-F (CHR)	35/ 4.3	5.5	5.4	3.6	6.2	4.7	48/1021	834/18.4	19.8	22.1	4.9	42	853	KEZB-F
10. KTSM (N/T)	33/ 4.0	2.5	3.2	3.6	3.0	3.3	34/480	466/10.3	6.9	8.4	2.0	17	339	KTSM
11. KHEY (C)	24/ 2.9	2.1	3.0	4.4	2.6	3.1	26/409	349/ 7.7	8.4	7.7	1.7	15	337	KHEY
KAMA (SP)	24/ 2.9	6.2	5.1	6.5	5.9	5.2	29/452	389/ 8.6	12.9	10.6	5.3	46	641	KAMA
13. KEZB (SP)	20/ 2.4	1.3	1.3	0.4	0.5	1.4	23/196	173/ 3.8	4.1	2.3	0.8	7	81	KEZB
14. KR0D (O)	15/ 1.8	2.8	2.5	3.5	2.9	2.7	21/511	425/ 9.4	8.7	10.4	1.2	10	248	KR0D
15.														

12+ FM SHARE (METRO): 81.18% (621 of 765) (SUM 89: 77.24%)

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

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
KELP 1590 El Paso	0.4/2.9/	3/	133
XEFV 1000 Ciudad Juarez	0.5/1.5/	5/	82
XEJ 970 Ciudad Juarez	0.6/2.1/	8/	126
XHIM-F 105.1 Ciudad Juarez	0.5/2.5/	4/	113
XHNZ-F 107.5 Ciudad Juarez	0.5/2.5/	4/	115
XHPX-F 98.3 Ciudad Juarez	0.6/2.3/	5/	106
XROK 800 Ciudad Juarez	1.1/3.4/	9/	158

RADIO SPOTS

KAMA, 750, 10 KW/1 KW (DA-2), HISPANIC	, \$ 28.00 (Caballero)	Pinnacle
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
KR0D, 600, 5 KW (DA-2), OLDIES	ABC E, \$ 17.00 (HNWH)	
KTSM, 1380, 5 KW/500 W, TALK/NEWS	TALKNT, CBS, \$ 19.00 (HNWH)	
KAMZ-F, 93.1, 30 KW @ 1189, AC	, \$ 32.00 (Eastman)	Pinnacle
KBNA-F, 97.5, 100 KW @ 1088, HISPANIC	, \$ 35.00 (Katz Hisp)	Tichenor
KEZB-F, 93.9, 100 KW @ 1207, CHR	ABC F, \$ 30.00 (Christal)	
KHEY-F, 96.3, 100 KW @ 1388, COUNTRY	, \$ 65.00 (Katz)	Ragan Henry
KLAQ-F, 95.5, 100 KW @ 1388, AOR	ABC R, \$ 40.00 (HNWH)	
KLTO-F, 94.7, 61 KW @ 981, AC	, \$ 27.00 (Republic)	
KOFX-F, 92.3, 100 KW @ 1860, OLDIES	UNIPWR, \$ 30.00 (McGuild)	
KPRR-F, 102.1, 100 KW @ 1190, CHR	, \$ 39.00 (McGuild)	
KTSM-F, 99.9, 100 KW @ 1820, EZ	NBC, CBS, \$ 27.00 (HNWH)	

FRESNO

Arbitron Rank/Pop (12+): 71/505,300
 MSA Rank/Pop: 82/619,800
 ADI # 62
 Average Person Ratings: 17.4
 Market TSL: 23.25 hours

Stations: 28/25
 Diaries: 942/536:1/47.9%
 Sample Target: 890
 % Below Line: 1.5
 % Not Listed: 15.0

1989 Revenue: \$18,500,000
 HH Inc.: \$27,283
 Retail \$: 3.5 Bill
 Pop per Station: 20,212
 #1 Biller: KMJ \$3,100,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. KBOS-F (CHR)	87/ 9.9	10.2	7.4	9.0	8.3	9.1	134/1760	1020/20.2	21.8	17.3	15.9	136	1383	KBOS-F
2. KMJ (N/T)	84/ 9.5	10.3	9.8	11.1	5.8	10.2	135/1825	1032/20.4	19.7	16.3	7.3	62	820	KMJ
3. KNAX-F (C)	74/ 8.4	6.7	10.0	8.6	9.2	8.4	80/894	808/16.0	14.3	16.9	10.3	88	826	KNAX-F
4. KTHT-F (SAC)	54/ 6.1	4.2	3.5	2.2	1.7	4.0	63/781	614/12.2	11.2	8.1	3.0	26	431	KTHT-F
5. KJFX-F (CL AOR)	46/ 5.2	2.8	6.1	6.0	5.4	5.0	55/630	545/10.8	9.4	19.5	8.3	71	996	KJFX-F
6. KJOI-F (EZ)	36/ 4.1	5.8	5.9	4.7	5.7	5.1	73/964	448/ 8.9	12.7	11.5	2.7	23	304	KJOI-F
7. KKDJ-F (AOR)	35/ 4.0	5.1	4.1	6.1	5.5	4.8	76/1085	588/11.6	11.7	14.8	5.3	45	522	KKDJ-F
8. KFRE (C)	33/ 3.7	2.6	4.9	4.1	2.3	3.8	69/963	430/ 8.5	8.7	7.1	4.0	34	369	KFRE
9. KF50-F (O)	32/ 3.6	7.2	3.9	5.7	5.3	5.1	79/1331	587/11.6	16.1	14.9	4.0	34	455	KF50-F
10. KZZF-F (AOR)	31/ 3.5	4.2	2.4	1.7	2.4	3.0	51/673	348/ 6.9	8.1	7.8	6.0	51	558	KZZF-F
11. KRZR-F (CHR)	27/ 3.1	3.9	3.6	5.2	4.8	3.9	46/761	423/ 8.4	11.7	14.1	5.0	43	852	KRZR-F
KGST (SP)	27/ 3.1	2.0	2.7	3.8	4.0	2.9	29/393	335/ 6.6	4.8	7.5	1.2	10	427	KGST
13. KXMX-F (SP)	25/ 2.8	1.5	1.6	0.7	0.6	1.6	26/286	236/ 4.7	3.0	2.9	1.2	10	236	KXMX-F
KFYE-F (AC)	25/ 2.8	3.5	3.6	3.1	1.8	3.3	61/988	450/ 8.9	11.3	6.8	2.7	23	416	KFYE-F
15. KFIG-F (AC)	20/ 2.3	1.8	2.8	2.5	3.8	2.3	23/458	431/ 8.5	8.4	9.8	1.5	13	464	KFIG-F
16. KOQO (SP)	19/ 2.2	1.1	1.2	0.7	1.7	1.3	32/306	204/ 0.0	1.9	2.4	0.5	4	123	KOQO
17. KKAM (B)	16/ 1.8	2.5	0.5	0.6	0.7	1.4	20/221	194/ 3.8	4.5	2.5	0.4	3	128	KKAM
18. KEZL-F (J/NA)	14/ 1.6	2.6	2.9	2.8	2.4	2.5	14/228	228/ 4.5	5.8	5.5	3.0	26	292	KEZL-F
19.														
20.														

12+ FM SHARE (METRO): 71.16% (533 of 749) (SUM 89: 71.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBOS-F	1 KBOS-F	1 KNAX-F	1 KNAX-F	1 KNAX-F	1 KMJ >	1 KMJ	1 KNAX-F	1 KBOS-F>	1 KBOS-F>	1 KMJ >>
2	2 KTHT-F	KBOS-F<	KJFX-F	2 KJFX-F	2 KNAX-F>	2 KNAX-F	2 KBOS-F<	2 KMJ	2 KMJ >	2 KJFX-F
3	3 KKDJ-F	3 KTHT-F	3 KTHT-F	3 KMJ <	3 KJOI-F	3 KBOS-F>	3 KMJ <	3 KNAX-F	3 KTHT-F	KBOS-F>
4	KJFX-F	KJFX-F	4 KMJ	4 KTHT-F	4 KFRE	4 KTHT-F	4 KTHT-F>	4 KTHT-F	4 KZZF-F	4 KKDJ-F
5	5 KRZR-F<	5 KKDJ-F	KKDJ-F	5 KF50-F	5 KF50-F	5	5 KJOI-F<	KJFX-F	KJFX-F	5 KNAX-F
6	6 KZZF-F	6 KMJ	KBOS-F<	6 KKDJ-F	6	6	6 KJFX-F	6	6	6
7	7 KNAX-F	7	7 KF50-F	KBOS-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 KBOS-F	1 KTHT-F	1 KTHT-F>	1 KTHT-F	1 KNAX-F	1 KRZR-F	1 KKDJ-F	1 KKDJ-F	1 KJFX-F	1 KJFX-F
2 KTHT-F>>	2 KBOS-F>	2 KBOS-F	2 KNAX-F	2 KTHT-F	2 KZZF-F	2 KJFX-F	2 KJFX-F>	2 KKDJ-F	2 KKDJ-F
3 KZZF-F	3 KNAX-F	3 KJFX-F	KBOS-F>	3 KF50-F	KKDJ-F	3 KBOS-F	3 KBOS-F	3 KMJ	3 KNAX-F
KRZR-F	4 KJFX-F	4 KNAX-F>	4 KF50-F	4 KBOS-F	KBOS-F	4 KZZF-F	4 KZZF-F	4 KNAX-F	KMJ >
5 KFIG-F	5 KRZR-F	5 KKDJ-F	KFIG-F	5 KJFX-F	5 KGST	5 KRZR-F>	5 KTHT-F	KBOS-F	5 KF50-F
6 KNAX-F	6 KFYE-F	KFYE-F	6 KJFX-F	6 KMJ	6	6 KTHT-F	6	6 KZZF-F	KBOS-F
7	KFIG-F	7	7	7 KFIG-F	7	7 KGST	7	7 KRZR-F	7

OTHER RATED STATIONS	METRO SHARE	CUME	TSA	TSA
	/RTG	/AQH	/CUME	
KEYQ 980	Fresno	1.4/4.2/	26/	238
KIRV 1510	Fresno	0.5/1.9/	4/	97
KOQO-F 101.9	Fresno	1.2/4.0/	14/	317
KRDU 1130	Dinuba	0.3/1.6/	13/	195
KSEQ-F 97.1	Visalia/Fresno	0.3/2.7/	43/	463
KXEX 1550	Fresno	0.6/2.8/	5/	152
KYNO 1300	Fresno	1.5/5.1/	16/	328
KABX-F 97.5	Merced/Modesto	0.3/1.6/	18/	270
KJUG-F 106.7	Tulare	0.8/2.5/	91/	864
KUBB-F 96.3	Mariposa/Mdesto	0.3/2.2/	39/	526

5310 STATIONS

KEYQ	, 980,	500 W/48 W	, Nostalgia	, \$18.00	(CBS)	Americom
KFRE	, 940,	50 KW (DA-2)	, Country	ABC D UNISUP, \$26.00	(HNWH)	First Sierra
KGST	, 1600,	5 KW (DA-N)	, Hispanic	, \$28.00	(Lotus)	Lotus
KKAM	, 1340,	1 KW	, Black	CBS, \$21.00	(CBS)	
KMJ	, 580,	5 KW	, News/Talk	TALKNT NBC, \$56.00	(Katz)	Henry
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)	
KYNO	, 1300,	5 KW/1 KW (DA-N)	, Oldies	SMN, \$18.00	(Banner)	Brown
KBOS-F	, 94.7,	17 KW @ 847	, CHR	ABC FM, \$37.00	(CBS)	(TULARE)
KFIG-F	, 101.1,	50 KW @ 310	, AC	, \$30.00	(Torbet)	
KFSO-F	, 92.9,	18 KW @ 847	, Oldies	, \$41.00	(CBS)	Americom (VISALIA)
KFYE-F	, 93.7,	68 KW @ 1912	, AC	, \$33.00	(Katz)	Henry
KJFX-F	, 95.7,	18 KW @ 850	, Classic AOR	, \$33.00	(Banner)	Brown
KJOI-F	, 98.9,	19 KW @ 820	, EZ	UNIULT, \$30.00	(MMR)	
KKDJ-F	, 105.9,	2.4 KW @ 1960	, AOR	, \$50.00	(Durpetti)	
KNAX-F	, 97.9,	48 KW @ 312	, Country	ABC E, \$46.00	(HNWH)	First Sierra
KOQO-F	, 101.9,	2 KW @ 1948	, Hispanic	CRC, \$25.00	(Caballero)	Group III
KRZR-F	, 103.7,	50 KW @ 500	, CHR/AOR	, \$27.00	(Christal)	Olympia (HANFORD)
KTHT-F	, 102.7,	50 KW @ 500	, Soft AC	, \$31.00	(Christal)	
KXMX-F	, 92.1,	25 KW @ 312	, Hispanic	UPI, \$22.00	(Katz Hisp)	(MADERA)
KZZF-F	, 107.5,	21 KW @ 783	, AOR	SMN, \$30.00	(Republic)	Liggett (HANFORD)
KEZL-F	, 96.7,	25 KW @ 300	, Jazz/NAC	, \$21.00	(K & P)	(FOWLER)

***** 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-	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	white)	*
* G - Gospel	? - Others or Unknown	*

GRAND RAPIDS

Arbitron Rank/Pop (12+): 66/544,500
 MSA Rank/Pop: 72/674,500
 ADI # 37 (w/ Kalamazoo)
 Average Person Ratings: 15.6
 Market TSL: 20.75 hours

Stations: 24/19
 Diaries: 925/589:1/57.5%
 Sample Target: 920
 % Below Line: 9.1
 % Not Listed: 15.6

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

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WGRD-F (CHR)	95/11.2	11.5	9.1	8.0	10.6	9.9	116/2029	1448/26.6	28.4	26.2	16.4	161	1619	WGRD-F
2. WKLQ-F (CHR)	80/ 9.4	5.9	5.8	6.5	5.6	6.9	126/1840	1029/18.9	19.4	20.9	10.7	105	1493	WKLQ-F
3. WOOD-F (EZ)	74/ 8.7	10.0	9.7	9.5	10.2	9.5	151/1862	966/17.7	21.3	20.9	6.7	66	1012	WOOD-F
4. WLHT-F (AC)	68/ 8.0	6.3	7.2	7.7	7.8	7.3	79/1115	824/15.1	17.1	16.7	5.3	52	729	WLHT-F
5. WODJ-F (O)	55/ 6.5	6.5	7.4	3.9	0.4	6.1	120/1378	808/14.8	15.8	1.7	4.6	45	708	WODJ-F
6. WCUZ-F (C)	54/ 6.4	6.8	8.5	11.0	7.0	8.2	85/1339	759/13.9	15.1	15.7	5.0	49	835	WCUZ-F
7. WLAV-F (AOR)	44/ 5.2	6.8	6.4	8.5	5.8	6.7	87/1562	783/14.4	15.4	15.7	6.9	68	852	WLAV-F
8. WJFM-F (O)	42/ 5.0	2.6	3.0	5.5	6.0	4.0	58/1121	610/11.2	9.2	14.1	4.3	42	538	WJFM-F
9. WSNX-F (CHR)	34/ 4.0	3.5	2.8	3.2	5.6	3.4	86/1309	560/10.3	10.8	14.9	4.4	43	776	WSNX-F
10. WMUS-F (C)	32/ 3.8	2.7	5.0	4.4	4.2	4.0	78/1206	521/ 9.6	8.4	10.5	4.9	48	530	WMUS-F
11. WOOD (MOR)	28/ 3.3	5.1	6.5	6.4	5.5	5.3	32/607	578/10.6	12.4	12.8	5.8	57	624	WOOD
12. WFUR-F (REL)	20/ 2.4	2.0	3.0	2.0	0.7	2.3	27/503	364/ 6.7	8.1	6.2	1.1	11	403	WFUR-F
13. WKWM (B)	19/ 2.2	1.4	1.4	1.9	2.4	1.7	19/172	172/ 3.2	2.4	3.2	1.7	17	292	WKWM
14. WYXX-F (SAC)	13/ 1.5	3.4	2.9	1.6	2.7	2.4	26/515	334/ 6.1	7.5	9.5	0.7	7	138	WYXX-F
WCUZ (C)	13/ 1.5	2.9	1.5	1.5	3.0	1.9	14/455	422/ 7.8	7.5	10.3	2.2	22	319	WCUZ

12+ FM SHARE (METRO): 88.13% (631 of 716) (SUM 89: 80.81%)

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

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
WFUR 1570 Grand Rapids	0.1/1.1/	1/ 58		
WGHN-F 92.1 Grand Haven	0.6/1.6/	5/ 149		
WGRD 1410 Grand Rapids	0.5/1.5/	4/ 83		
WHTC 1450 Holland	1.4/4.0/	17/ 330		
WJQK-F 99.3 Zeeland/Holland	0.8/2.8/	7/ 165		
WWJQ 1260 Zeeland/Holland	0.6/1.0/	5/ 70		
WCXT-F 105.3 Hart/Muskegon	0.6/2.2/	21/ 316		
WKZO 590 Kalamazoo	0.4/1.6/	43/ 706		
WTCM-F 103.5 Traverse City	0.4/1.3/	5/ 96		

RADIO STATIONS

WCUZ , 1230, 1 KW	-- See WCUZ-FM		
WKWM , 1140, 5 KW (DAYS, DA)	Black	SBN, \$16.00 (Patt)	
WOOD , 1300, 5 KW (DA-N)	MOR/Full Service	NBC, \$54.00 (Katz)	United Artists
WCUZ-F, 101.3, 50 KW @ 420	, Country	ABC I, \$75.00 (Christal)	Federated
WFUR-F, 102.9, 48 KW @ 510	, Religion	, \$15.00 (Patt)	Kuiper
WGRD-F, 97.9, 13 KW @ 590	, CHR	ABC C, \$42.00 (Durpetti)	Regional
WJFM-F, 93.7, 320 KW @ 780	, Oldies	CBS, \$36.00 (Mc-Guild)	Fetzer
WKLQ-F, 94.5, 50 KW @ 500	, CHR/AOR	ABC FM, \$44.00 (Eastman)	Bloomington
WLAV-F, 96.9, 50 KW @ 500	, AOR	SOURCE, \$62.00 (MMR)	Adams
WLHT-F, 95.7, 41 KW @ 554	, AC	, \$66.00 (Republic)	Liggett
WODJ-F, 107.3, 50 KW @ 492	, Oldies	, \$40.00 (Banner)	Goodrich (GREENVILLE)
WOOD-F, 105.7, 265 KW @ 810	, EZ	, \$57.00 (Katz)	United Artists
WYXX-F, 96.1, 50 KW @ 492	, Soft AC	UNISUP, \$24.00 (Patt)	(HOLLAND)
WMUS-F, 106.9, 50 KW @ 480	, Country	ABC D, \$39.00 (HNWH)	(MUSKEGON)
WSNX-F, 104.5, 50 KW @ 360	, CHR	UNIPWR, \$34.00 (Banner)	Goodrich (MUSKEGON)

GREENSBORO-WS

Arbitron Rank/Pop (12+): 50/787,400
 MSA Rank/Pop: 56/934,000
 ADI # 49
 Average Person Ratings: 17.0
 Market TSL: 22.50 hours

Stations: 34/27
 Diaries: 1284/613:1/58.4%
 Sample Target: 1100
 % Below Line: 5.2
 % Not Listed: 11.6

1989 Revenue: \$22,000,000
 HH Inc.: \$26,025
 Retail \$: 11.3 Bil
 Pop per Station: 29,162
 #1 Biller: WTQR-F \$4,250,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ 1/4/CUME	TSA CUME/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WTQR-F (C)	249/18.6	15.3	18.2	13.8	15.3	16.5	408/4115	2390/30.4	27.9	28.5	17.0	242	2138	WTQR-F	
2. WKRR-F (CL AOR)	142/10.6	11.9	10.2	9.6	11.4	10.6	214/2419	1539/19.5	19.9	20.3	15.0	213	1796	WKRR-F	
3. WJMH-F (B)	103/ 7.7	7.3	7.1	8.8	7.1	7.7	159/2015	1205/15.3	16.4	18.6	9.6	137	2083	WJMH-F	
4. WQMG-F (B)	69/ 5.2	6.0	5.8	4.5	4.8	5.4	99/1246	796/10.1	12.2	9.8	8.7	124	1258	WQMG-F	
5. WWWB-F (AC)	64/ 4.8	5.6	5.8	5.2	4.6	5.3	104/1655	1003/12.7	12.9	9.9	4.2	60	731	WWWB-F	
6. WMOX-F (O)	63/ 4.7	3.4	3.4	4.9	4.2	4.1	122/2001	1209/15.4	10.6	10.8	4.8	68	985	WMOX-F	
7. WSJS (N/T)	61/ 4.6	4.7	5.8	4.5	3.8	4.9	65/950	879/11.2	11.0	10.1	4.9	70	690	WSJS	
8. WKSI-F (CHR)	54/ 4.0	4.7	4.2	3.9	3.4	4.2	110/2227	1066/13.5	15.5	13.0	6.8	97	1428	WKSI-F	
9. WKZL-F (CHR)	52/ 3.9	5.7	4.7	6.0	5.6	5.1	86/1805	1172/14.9	16.5	15.0	5.1	72	1652	WKZL-F	
10. WMAG-F (AC)	48/ 3.6	6.7	5.8	6.9	5.0	5.8	84/1486	889/11.3	14.7	12.7	3.0	42	731	WMAG-F	
11. WWMY-F (EZ)	34/ 2.5	2.9	3.4	3.0	1.9	3.0	57/709	429/ 5.4	6.9	4.9	2.7	39	372	WWMY-F	
12. WPCM-F (C)	33/ 2.5	1.5	1.6	1.4	1.9	1.8	126/1616	462/ 5.9	4.6	4.8	0.8	11	264	WPCM-F	
13. WWGL-F (REL)	25/ 1.9	1.0	1.3	1.0	2.3	1.3	30/462	303/ 3.8	2.8	3.7	1.0	14	174	WWGL-F	
14.															
15.															
12+ FM SHARE (METRO):		86.97%	(1028 of 1182)		(SUM 89:	84.39%)									

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

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WAAA 980 Winston-Salem	1.0/3.1/ 14/ 252	WDCG-F 105.1 Durham/Raleigh	0.7/3.2/ 56/1211
WGLD 1320 Greensboro	0.3/1.2/ 4/ 94	WE2C-F 102.9 Hickory/Chrlt	0.4/1.1/ 21/ 329
WHPE-F 95.5 High Point	1.4/3.9/ 35/ 657	WFMX-F 105.7 Statesville	1.6/4.4/ 39/ 873
WKEW 1400 Greensboro	0.6/2.1/ 8/ 175	WRDX-F 106.5 Salisbury/Chrlt	1.3/2.9/ 39/ 459
WKXR 1260 Asheboro	0.4/1.4/ 5/ 112	WROV-F 96.3 Martnsvl/Roanke	0.5/1.4/ 25/ 411
WMFR 1230 High Point	1.7/3.6/ 23/ 285	WSOC-F 103.7 Charlotte	0.3/2.0/120/1038
WPET 950 Greensboro	0.5/1.3/ 7/ 107	WZZG-F 95.1 Charlotte	0.3/1.3/ 22/ 440
WQMG 1510 Greensboro	0.3/1.0/ 4/ 77		
WSGH 1040 Lewisville/W-S	0.4/0.8/ 5/ 61		
WSMX 1500 Winston-Salem	0.8/1.4/ 11/ 113		
WTHP-F 98.3 Thmsville/H1Pnt	0.3/1.4/ 4/ 130		
WTNC 790 Thomasville	0.5/1.9/ 7/ 165		
WTOB 1380 Winston-Salem	0.4/1.5/ 6/ 129		

ADDITIONALS

WAAA , 980, 1 KW/69 W	, Black	NBN, \$17.00	(Roslin)
WMFR , 1230, 1 KW	, Nostalgia	ABC I APR, \$21.00	(Christal) Voyager
WSJS , 600, 5 KW (DA-2)	, MOR/Full Service	NBC MBS, \$44.00	(Mc-Guild) New Market
WHPE-F, 95.5, 100 KW @ 522	, Religion	, \$14.00	(---)
WJMH-F, 102.1, 66 KW @ 1165	, Black/Urban	, \$50.00	(HNWH) Beasley (REIDSVILLE)
WKRR-F, 92.3, 100 KW @ 1288	, Classic AOR	, \$70.00	(Katz) 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
WMAG-F, 99.5, 100 KW @ 1500	, AC	, \$77.00	(Christal) Voyager
WMOX-F, 93.1, 100 KW @ 1099	, Oldies	, \$39.00	(Durpetti) Guild
WPCM-F, 101.1, 100 KW @ 1176	, Country	MBS, \$23.00	(---) (BURLINGTON)
WQMG-F, 97.1, 100 KW @ 1234	, Black	RADRAD, \$40.00	(Banner)
WTQR-F, 104.1, 100 KW @ 1420	, Country	MBS, \$94.00	(Mc-Guild) New Market
WWMY-F, 94.5, 100 KW @ 982	, EZ	UNIULT, \$25.00	(Katz) Ragan Henry (EDEN)
WWWB-F, 100.3, 100 KW @ 1035	, AC	UNISUP UNIULT, \$46.00	(MMR) Mann
WWGL-F, 94.1, 100 KW @ 485	, Religion	, \$17.00	(---) (LEXINGTON)

GREENVILLE-SPARTANBURG

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

MSA Rank/Pop: 81/623,800

ADI # 35 (w/ Asheville)

Average Person Ratings: 16.5

Market TSL: 21.75 hours

Stations: 26/19

Diaries: 1063/605:1/50.1%

Sample Target: 1010

% Below Line: 5.7

% Not Listed: 13.4

1989 Revenue: \$20,000,000

HH Inc.: \$23,181

Retail \$: 4.9 Bil

Pop per Station: 33,863

#1 Biller: WESC-AF \$4,800,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WESC-F (C)	126/11.9	12.7	11.3	11.8	12.8	11.9	228/2832	1399/21.7	23.1	20.4	9.2	113	1222	WESC-F
2. WMYI-F (AC)	118/11.1	12.9	15.9	11.4	10.4	12.8	229/2990	1711/26.6	24.6	22.9	11.8	145	1521	WMYI-F
3. WSSL-F (C)	111/10.5	11.0	8.5	9.3	11.1	9.8	200/2305	1306/20.3	20.9	19.7	10.4	128	1301	WSSL-F
4. WANS-F (CHR)	87/ 8.2	9.4	8.7	8.3	9.3	8.6	162/2187	1373/21.3	22.9	22.2	12.4	152	1851	WANS-F
5. WLWZ-F (B)	86/ 8.1	5.6	5.2	6.1	6.1	6.3	86/790	753/11.7	9.9	10.2	9.7	119	1195	WLWZ-F
6. WFBC-F (AC)	70/ 6.6	5.0	5.5	5.6	7.9	5.7	118/1791	1154/17.9	12.6	18.6	5.1	62	738	WFBC-F
7. WSPA-F (EZ)	62/ 5.8	8.3	8.5	7.9	7.2	7.6	132/1658	909/14.1	13.4	16.1	3.9	48	757	WSPA-F
8. WCKN-F (CL AOR)	55/ 5.2	6.0	3.9	5.4	5.7	5.1	91/1311	825/12.8	13.1	13.2	10.7	131	1245	WCKN-F
9. WCKZ-F (CHR)	33/ 3.1	3.1	5.4	4.4	3.8	4.0	64/964	473/ 7.4	6.9	7.2	4.8	59	597	WCKZ-F
10. WSPA (MOR)	22/ 2.1	1.3	2.8	2.1	2.1	2.1	23/352	321/ 5.0	4.8	5.3	1.0	12	293	WSPA
WFBC (N/T)	22/ 2.1	1.6	2.0	2.0	1.5	1.9	25/344	303/ 4.7	3.7	3.8	0.7	9	242	WFBC
12. WHYZ (B)	19/ 1.8	1.4	1.0	3.0	0.7	1.8	20/253	241/ 3.7	3.5	1.6	1.1	13	234	WHYZ
13. WMJU-F (EZ)	18/ 1.7	0.8	0.6	1.3	1.2	1.1	28/390	250/ 3.9	4.3	4.7	0.8	10	207	WMJU-F
14.														
15.														

12+ FM SHARE (METRO): 89.77% (825 of 919) (SUM 89: 91.55%)

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

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WANS	1280	Anderson/Greenv	0.2/0.8/	2/ 54
WASC	1530	Spartanburg	0.5/2.1/	5/ 135
WBBO-F	93.3	Forest City	1.4/3.0/	34/ 356
WCKI	1300	Greer	0.5/1.2/	6/ 116
WESC	660	Greenville	0.6/2.1/	8/ 191
WPJM	800	Greer	1.2/3.1/	13/ 198
WRIX-F	103.1	Home.Path/Ander	1.5/3.2/	17/ 286
WBFM-F	98.1	Seneca	0.4/1.2/	12/ 235
WBT -F	107.9	Charlotte	0.5/2.4/	8/ 346
WFOX-F	97.1	Gainsville	0.5/1.7/	13/ 498
WMIT-F	106.9	Black Mountain	0.4/1.6/	21/ 430
WNGC-F	95.5	Athens	0.4/0.9/	28/ 445
WWMG-F	96.1	Shelby	0.6/2.4/	21/ 363

RADIO STATIONS

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

HARRISBURG

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

MSA Rank/Pop: 86/593,700
ADI # 45 (w/ Lancaster & York)
Average Person Ratings: 17.1
Market TSL: 22.75 hours

Stations: 30/16
Diaries: 945/526:1/57.9%
Sample Target: 880
% Below Line: 22.4
% Not Listed: 13.6

1989 Revenue: \$13,100,000
HH Inc.: \$29,989
Retail \$: 4.9 Bil
Pop per Station: 31,075
#1 Biller: WYNN-F \$5,700,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WNNK-F (CHR)	114/13.4	17.4	15.3	19.6	17.0	16.4	125/2043	1656/33.3	34.0	37.9	17.9	128	1723	WNNK-F
2. WQXA-F (CHR)	68/ 8.0	4.1	4.8	5.6	3.9	5.6	149/1906	782/15.7	12.3	14.1	12.6	90	874	WQXA-F
3. WRKZ-F (C)	66/ 7.8	7.1	6.9	9.7	7.2	7.9	216/1799	667/13.4	13.6	16.5	6.7	48	473	WRKZ-F
4. WWKL-F (O)	65/ 7.6	6.3	5.3	3.6	4.6	5.7	114/1399	778/15.6	12.1	11.8	5.5	39	448	WWKL-F
WTPA-F (AOR)	65/ 7.6	8.2	6.7	6.6	6.3	7.3	92/1158	698/14.0	14.7	14.1	14.6	104	802	WTPA-F
6. WHP (MOR)	51/ 6.0	6.6	6.4	5.9	5.4	6.2	55/781	604/12.1	14.3	11.2	7.1	51	482	WHP
7. WIMX-F (AC)	49/ 5.8	3.0	4.1	5.4	4.1	4.6	58/780	603/12.1	11.5	14.7	5.3	38	452	WIMX-F
8. WHYL (BB)	30/ 3.5	3.7	4.1	3.6	0.7	3.7	35/453	399/ 8.0	6.9	2.7	2.4	17	215	WHYL
9. WNCE-F (EZ)	27/ 3.2	6.9	5.8	4.5	6.0	5.1	131/1533	370/ 7.4	11.9	11.2	2.5	18	287	WNCE-F
10. WLBR (MOR)	25/ 2.9	4.1	3.5	2.0	3.0	3.1	26/376	362/ 7.3	8.2	7.0				WLBR
11. WXBB-F (SAC)	21/ 2.5	2.9	5.0	3.6	6.3	3.5	34/737	451/ 9.1	11.2	13.6	3.1	22	358	WXBB-F
12. WHYL-F (C)	20/ 2.4	3.0	2.0	2.6	2.9	2.5	22/324	299/ 6.0	6.4	7.5	2.4	17	325	WHYL-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 80.82% (594 of 735) (SUM 89: 83.20%)

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

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
WAHT 1510	Annville-Cleona	0.7/1.4/	6/ 86	
WCMB 1460	Harrisburg	0.8/3.2/	7/ 200	
WHGB 1400	Harrisburg	0.8/3.3/	8/ 183	
WKBO 1230	Harrisburg	1.4/5.9/	12/ 309	
WWII 720	Shirmonstwn/Hrsb	0.4/1.5/	3/ 74	
WYGL-F 100.5	Elizabethville	0.4/2.1/	8/ 157	
WARM-F 103.3	York	1.8/5.1/	122/1701	
WDAC-F 94.5	Lancaster	1.9/3.6/	59/ 804	
WGCB-F 96.1	Red Lion	0.5/1.2/	6/ 99	
WGRX-F 100.7	Westmnstr/Balt.	1.1/2.8/	34/ 633	
WGTY-F 107.7	Gettysburg	0.4/1.4/	68/ 694	
WHTF-F 92.7	Starview	1.5/6.0/	67/1090	
WIKZ-F 95.1c	Hambrsbrg/Hgrst	0.6/1.3/	6/ 74	
WIOV-F 105.1	Ephrata/Lncstr	0.8/2.2/	62/ 846	
WKSB-F 102.7	Williamsport	0.4/1.1/	4/ 94	
WLAN-F 96.9	Lancaster	0.7/2.6/	58/1151	
WQKX-F 94.1	Sunbury	0.5/2.1/	31/ 289	
WYCR-F 98.5	York/Hanover	1.3/5.6/	70/1327	

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
WHYL , 960,	5 KW/22 W (DA-1),	Nostalgia	UNIULT,	\$16.00	(---	(CARLISLE)
WLBR , 1270,	5 KW/1 KW (DA-2)	, MOR	ABC I,	\$17.00	(K & P)	
WHYL-F, 102.3,	3 KW @ 328	, Country	CNN UNIULT,	\$88.00	(---	(CARLISLE)
WIMX-F, 99.3,	3 KW @ 328	, AC	, \$34.00		(Eastman)	
WNNK-F, 104.1,	22 KW @ 725	, CHR	APR,	\$101.00	(Christal)	Keymarket
WRKZ-F, 106.7,	14 KW @ 928	, Country	ABC E,	\$80.00	(Torbet)	Zimmerman (HERSHEY)
WTPA-F, 93.5,	1 KW @ 620	, AOR	ABC R,	\$31.00	(Republic)	
WWKL-F, 94.9,	25 KW @ 700	, Oldies	UNIULT,	\$37.00	(Katz)	Barnstable
WXBB-F, 97.3,	17 KW @ 840	, Soft AC	, \$32.00	(MMR)		Commonwealth

Other ranked stations -- See York or Lancaster

HARTFORD

Arbitron Rank/Pop (12+): 40/982,400
 MSA Rank/Pop: 44/1,114,300
 ADI # 23 (w/ New Haven)
 Average Person Ratings: 17.3
 Market TSL: 22.75 hours

Stations: 23/14
 Diaries: 1288/763:1/49.2%
 Sample Target: 1230
 % Below Line: 14.9
 % Not Listed: 16.3

1989 Revenue: \$36,900,000
 HH Inc.: \$37,576
 Retail \$: 10.0 Bil
 Pop per Station: 70,171
 #1 Biller: WTIC \$9,200,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WTIC (MOR)	292/17.2	18.7	16.8	15.0	15.5	16.9	379/4054	2966/30.2	30.3	28.6	10.8	153	2140	WTIC
2. WTIC-F (CHR)	173/10.2	8.3	10.5	11.2	12.7	10.1	275/4363	2737/27.9	26.7	32.6	12.2	173	3147	WTIC-F
3. WRCH-F (EZ)	136/ 8.0	7.5	8.2	7.6	8.0	7.8	198/3151	1940/19.7	17.9	17.8	6.2	87	1164	WRCH-F
4. WWYZ-F (C)	116/ 6.8	6.8	9.1	7.8	5.7	7.6	208/2634	1456/14.8	13.7	11.6	10.3	145	1373	WWYZ-F
5. WIOF-F (AC)	106/ 6.3	5.8	5.6	6.9	4.8	6.2	178/2703	1671/17.0	15.3	13.9	3.3	46	845	WIOF-F
6. WKSS-F (CHR)	103/ 6.1	7.4	5.8	5.3	5.9	6.2	198/3612	1829/18.6	21.9	20.0	6.0	85	2133	WKSS-F
7. WHCN-F (AOR)	102/ 6.0	5.8	5.5	5.8	5.8	5.8	146/2858	1787/18.2	16.2	16.1	7.3	103	1439	WHCN-F
8. WDRC-F (O)	96/ 5.7	6.3	4.8	6.4	4.8	5.8	183/2954	1464/14.9	15.8	15.4	5.8	82	1073	WDRC-F
9. WCCC-AF (AOR)	81/ 4.8	6.3	5.0	5.9	6.6	5.5	120/2495	1528/15.6	16.2	16.7	7.9	110	1590	WCCC-AF
10. WAQY-F (AOR)	35/ 2.1	2.3	1.8	1.6	1.5	1.9	134/2188	803/ 8.2	7.3	7.6	2.8	40	745	WAQY-F
11. WPOP (N/T)	34/ 2.0	1.5	3.3	2.6	2.5	2.3	38/849	743/ 7.6	7.0	8.8	2.7	38	694	WPOP
12. WPLR-F (AOR)	27/ 1.6	1.5	1.8	1.0	0.9	1.5	105/1847	660/ 6.7	6.9	7.1	1.4	20	587	WPLR-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 72.66% (1031 of 1419) (SUM 89: 72.17%)

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

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WDRC 1360	Hartford	0.9/2.9/ 18/ 419
WKND 1480	Windsor	0.4/0.8/ 7/ 80
WNEZ 910	New Britain/Hrt	0.6/1.7/ 10/ 164
WPX-F 97.9	Enfield	0.7/1.5/ 26/ 344
WCBS 880	New York	0.5/2.4/ 46/1260
WFAN 660	New York	1.2/3.3/ 55/ 966
WHYN-F 93.1	Springfield	0.5/2.2/ 94/1607
WKCI-F 101.3	Hamden	1.5/6.9/133/2596
WMAS-F 94.7	Springfield	0.4/1.9/ 75/1142
WWRX-F 103.7	Westerly/prov	0.3/2.1/ 82/1150

RADIO STATIONS

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

HONOLULU

Arbitron Rank/Pop (12+): 56/697,400

Stations: 26/26

1989 Revenue: \$19,900,000

MSA Rank/Pop: 62/847,200

Diaries: 1172/595:1/50.1%

HH Inc.: \$35,194

No ADI

Sample Target: 1040

Retail \$: 5.8 Bil

Average Person Ratings: 17.5

% Below Line: 0.0

Pop per Station: 26,823

Market TSL: 23.25 hours

% Not Listed: 5.6

#1 Biller: KSSK \$4,000,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume
1. KQMQ-AF (CHR)	150/12.3	12.4	12.6	12.4	11.9	12.4		2224/31.9	32.5	35.6			KQMQ-AF
2. KUMU-AF (EZ)	129/10.6	11.1	8.0	10.8	9.6	10.1		1360/19.5	18.8	20.4			KUMU-AF
3. KSSK (MOR)	115/ 9.4	10.1	11.9	9.8	13.0	10.3		1401/20.1	21.4	22.4			KSSK
4. KIKI-F (CHR)	100/ 8.2	9.3	9.4	10.2	9.8	9.3		1436/20.6	22.7	22.0			KIKI-F
5. KSSK-F (AC)	84/ 6.9	7.5	9.1	7.2	7.2	7.7		1383/19.8	20.1	21.9			KSSK-F
6. KPOI-F (AOR)	82/ 6.7	5.4	7.8	4.9	6.0	6.2		954/13.7	14.5	15.7			KPOI-F
7. KCCN-F (E)	78/ 6.4	2.2	---	---	---	2.2		1060/15.2	4.7	0.0			KCCN-F
8. KRTR-F (AC)	73/ 6.0	7.6	6.4	6.8	7.9	6.7		1089/15.6	20.2	19.2			KRTR-F
9. KHFX-F (CL AOR)	58/ 4.7	4.4	4.2	4.5	3.0	4.4		599/ 8.6	9.4	8.8			KHFX-F
10. KCCN (E)	56/ 4.6	4.7	4.5	4.4	5.1	4.6		842/12.1	11.7	11.8			KCCN
11. KGU (T)	35/ 2.9	2.4	3.2	2.5	2.6	2.8		620/ 8.9	6.8	6.2			KGU
12. KDEO-F (C)	30/ 2.5	1.6	1.7	2.4	1.4	2.0		325/ 4.7	6.7	4.2			KDEO-F
13. KHVH (N/T)	29/ 2.4	2.8	2.6	4.0	4.1	3.0		525/ 7.5	8.8	12.3			KHVH
14. KIKI (O)	28/ 2.3	3.0	3.0	3.1	3.2	2.8		493/ 7.1	7.4	11.5			KIKI
15. KHHH-F (J/NA)	17/ 1.4	2.3	3.2	4.2	3.4	2.8		319/ 4.6	6.6	7.9			KHHH-F
16. KISA (B)	16/ 1.3	1.1	0.5	---	---	0.7		116/ 1.7	2.4	0.0			KISA
17. KDEO (C)	12/ 1.0	0.9	0.7	1.5	1.1	1.0		186/ 2.7	0.0	4.3			KDEO
18. KAIM-F (REL)	12/ 1.0	1.0	---	0.4	0.7	0.6		286/ 4.1	3.2	2.9			KAIM-F

NOTE: Honolulu's Metro and TSA are the same

12+ FM SHARE (METRO): 66.96% (772 of 1153) (SUM 89: 59.55%)

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

METRO CUME TSA TSA SHARE/RTG/AQH/CUME

OTHER RATED STATIONS

KLHT	1040	Honolulu	0.7/1.9/
KNDI	1270	Honolulu	0.7/1.2/
KOHO	1170	Honolulu	0.8/2.2/
KULA	1460	Maunawili	0.6/1.8/
KWAI	1080	Honolulu	0.6/1.4/
KZOO	1210	Honolulu	0.7/2.0/

RADIO STATIONS

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

HOUSTON

Arbitron Rank/Pop (12+): 10/2,930,100
 MSA Rank/Pop: 8/3,228,600
 Average Person Ratings: 18.1
 Market TSL: 23.75 hours

Stations: 34/33
 Diaries: 2273/1289:1/44.6%
 Sample Target: 2110
 % Below Line: 0.3
 % Not Listed: 11.6

1989 Revenue: \$118,000,000
 HH Inc.: \$30,639
 Retail \$: 28.1 Bil
 Pop per Station: 88,790
 #1 Biller: KIKK-AF \$12,900,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. KILT-F (C)	457/ 8.6	7.3	8.6	7.3	7.5	8.0	501/6372	5548/18.9	18.3	18.0	7.4	439	4748	KILT-F
2. KIKK-F (C)	397/ 7.5	7.7	7.7	7.1	6.9	7.5	451/6309	5487/18.7	18.0	18.2	8.1	479	5831	KIKK-F
3. KMJQ-F (B)	383/ 7.2	7.8	7.7	8.1	8.6	7.7	414/4817	4456/15.2	14.1	14.2	9.9	583	6182	KMJQ-F
4. KLOL-F (AOR)	327/ 6.2	7.4	7.6	5.8	5.0	6.8	369/4895	4291/14.6	15.3	12.6	8.0	470	5136	KLOL-F
5. KTRH (N/T)	311/ 5.9	4.6	5.1	5.0	5.9	5.2	363/5518	4725/16.1	14.9	18.4	4.1	242	3740	KTRH
6. KKBQ-AF (CHR)	250/ 4.7	5.2	4.0	6.2	6.7	5.0	257/5270	4953/16.9	17.7	19.6	5.2	300	5375	KKBQ-AF
7. KZFX-F (CL AOR)	222/ 4.2	3.7	3.4	3.5	3.5	3.7	229/3705	3517/12.0	10.4	10.0	3.2	191	3129	KZFX-F
8. KQUE-F (BB)	217/ 4.1	3.3	4.5	3.2	3.7	3.8	222/2406	2294/ 7.8	7.4	8.3	3.5	207	1846	KQUE-F
9. KODA-F (EZ)	211/ 4.0	4.0	5.3	5.6	5.0	4.7	255/3387	2976/10.2	11.5	13.8	3.4	198	2585	KODA-F
10. KRBE-F (CHR)	209/ 3.9	4.4	3.7	3.5	4.6	3.9	239/5313	4709/16.1	15.7	19.5	4.1	245	5127	KRBE-F
11. KHM-F (CHR)	203/ 3.8	2.9	2.7	2.6	3.3	3.0	217/3737	3499/11.9	10.2	11.6	4.2	246	3508	KHM-F
12. KLTR-F (AC)	187/ 3.5	4.4	5.2	6.2	5.5	4.8	191/3398	3292/11.2	12.8	14.9	4.0	236	3213	KLTR-F
13. KLDE-F (O)	176/ 3.3	3.6	3.4	3.5	3.2	3.5	201/3587	3271/11.2	10.7	9.8	4.2	246	2834	KLDE-F
14. KHYS-F (B)	164/ 3.1	3.6	2.4	2.2	1.4	2.8	200/3253	2847/ 9.7	9.5	5.7	4.1	242	3292	KHYS-F
15. KFMK-F (AC)	153/ 2.9	3.4	2.9	2.2	3.5	2.9	159/2949	2661/ 9.1	10.7	10.3	3.4	202	2267	KFMK-F
16. KPRC (T)	122/ 2.3	2.5	2.9	2.8	3.2	2.6	124/2246	2193/ 7.5	7.8	8.5	2.2	130	1794	KPRC
17. KXYZ (SP)	89/ 1.7	1.5	1.0	1.5	1.1	1.4	89/951	951/ 3.2	4.1	3.0	1.1	65	1126	KXYZ
18. KYOK (B)	83/ 1.6	1.1	1.0	1.0	1.0	1.2	83/1203	1196/ 4.1	3.1	2.7	0.7	40	629	KYOK
19. KLAT (SP)	82/ 1.5	2.0	1.1	1.7	1.0	1.6	82/1081	1081/ 3.7	3.6	2.7	1.4	82	1171	KLAT
20. KQQK-F (SP)	75/ 1.4	1.5	1.4	1.3	0.6	1.4	75/1104	1104/ 3.8	3.6	2.7	1.7	101	1070	KQQK-F

12+ FM SHARE (METRO): 79.24% (3726 of 4702) (SUM 89: 80.00%)

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 KILT-F<	1 KILT-F	1 KILT-F	1 KILT-F	1 KILT-F	1 KILT-F	1 KIKK-F	1 KMJQ-F>	1 KTRH >
2 KHYS-F	2 KMJQ-F>	2 KLOL-F	2 KLOL-F	2 KIKK-F	2 KTRH	2 KTRH <	2 KIKK-F	2 KILT-F	2 KTRH	2 KILT-F
3 KRBE-F<	3 KZFX-F	3 KMJQ-F	3 KIKK-F<	3 KLOL-F<	3 KIKK-F	3 KLOL-F	3 KMJQ-F	3 KMJQ-F	3 KILT-F	3 KMJQ-F>
4 KMJQ-F>>	4 KILT-F<	4 KIKK-F	4 KMJQ-F	4 KMJQ-F	4 KQUE-F	4 KIKK-F	KLOL-F<	4 KLOL-F	4 KLOL-F<	4 KIKK-F
5	5 KIKK-F<	5 KZFX-F	5 KZFX-F	5 KZFX-F	5 KODA-F	5 KMJQ-F	5 KQUE-F<	5 KTRH	5 KHYS-F	5 KPRC
6	6 KHM-F	6	6 KLTR-F	6	6	6 KKBQ-AF	6 KODA-F	6 KRBE-F	6 KIKK-F	6 KLOL-F
	7 KKBQ-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 KMJQ-F	1 KMJQ-F	1 KILT-F	1 KILT-F	1 KILT-F>	1 KLOL-F>	1 KLOL-F>	1 KLOL-F	1 KLOL-F	1 KLOL-F<
2 KHM-F	2 KILT-F	2 KMJQ-F	2 KMJQ-F	2 KIKK-F<	2 KZFX-F	2 KZFX-F<	2 KZFX-F<	2 KZFX-F	2 KILT-F<
3 KIKK-F	3 KIKK-F<	3 KLOL-F	3 KIKK-F	3 KLTR-F<	3 KMJQ-F	3 KMJQ-F>	3 KMJQ-F>	3 KMJQ-F<	3 KIKK-F
4 KRBE-F	4 KKBQ-AF<	4 KLTR-F	4 KLTR-F<	4 KMJQ-F	4 KHM-F	4 KIKK-F<	4 KIKK-F<	4 KILT-F	4 KZFX-F
5 KKBQ-AF	5 KHM-F	5 KKBQ-AF	5 KKBQ-AF	5 KKBQ-AF	5 KRBE-F	5 KILT-F<	5 KILT-F	KIKK-F	5 KMJQ-F
6 KHYS-F	6 KLOL-F<	6 KIKK-F	6 KHM-F<	6 KLOL-F	6	6 KHM-F	6	6	6 KTRH
7 KILT-F	7 KLTR-F	7	7 KLOL-F	KLDE-F	7	7 KKBQ-AF	7	7	7
	8 KRBE-F								

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME		
KCOH	1430	Houston	0.9/3.2/	48/	952
KEYH	850	Houston	0.4/1.5/	20/	431
KHCB-F	105.7	Houston	0.9/2.8/	59/	910
KIKK	650	Pasadena	0.4/1.2/	23/	380
KILT	610	Houston	0.6/3.1/	35/	964
KJOJ-F	106.9	Conroe	0.5/1.7/	35/	605
KKZR	1070	Houston	0.6/1.2/	32/	372
KLVL	1480	Pasadena	0.4/1.3/	21/	381
KRTS-F	92.1	Seabrook/Houstrn	0.3/1.1/	16/	380
KSEV	700	Tomball/Houston	0.7/2.5/	37/	742
KWWJ	1360	Baytown	0.9/2.0/	46/	619
KYST	920	Texas Cty/Houst	0.3/1.2/	16/	347
KYKR-F	93.3	Pt. Arthur/Bmnt	0.3/1.1/	52/	915

AM STATIONS

AM STATIONS

KCOH, 1430,	5 KW (DAYS)	, BLACK	SBN, NBN, \$	47.00	(Roslin)	
KEYH, 850,	10 KW (DAYS, DA)	, HISPANIC	, \$	44.00	(Caballero)	
KIKK, 650,	250 W (DAYS)	, COUNTRY OLDIES	, \$	N/A	(Torbet)	Viacom
KILT, 610,	5 KW (DA-2)	, COUNTRY OLDIES	, \$	N/A	(Group W)	Westinghouse
KKBQ, 790,	5 KW (DA-2)	, SEE KKBQ-F				
KKZR, 1070,	10 KW/5 KW (DA-2)	, AOR	SMN, \$	36.00	(Durpetti)	Susquehanna
KLAT, 1010,	5 KW (DA-2)	, HISPANIC	, \$	60.00	(Katz Hisp.)	Tichenor
KNUZ, 1230,	1 KW	, OLDIES	, \$	N/A	(Eastman)	
KPRC, 950,	5 KW (DA-N)	, TALK	CBS, \$	75.00	(Eastman)	
KTRH, 740,	50 KW (DA-1)	, NEWS/TALK	ABC I, MBS, \$	180.00	(CBS)	Jacor (P)
KXYZ, 1320,	5 KW (DA-N)	, HISPANIC	, \$	63.00	(Caballero)	
KYOK, 1590,	5 KW (DA-N)	, BLACK	SMN, ABC C, \$	47.00	(Christal)	Noble

FM STATIONS

KFMK, 97.9,	100 KW @ 1920,	AC/OLDIES	, \$	160.00	(Katz)	Cook Inlet
KHCB, 105.7,	100 KW @ 1613,	RELIGION	, \$	30.00	(---)	
KIKK, 95.7,	100 KW @ 1920,	COUNTRY	, \$	215.00	(Torbet)	Viacom
KILT, 100.3,	100 KW @ 1920,	COUNTRY	, \$	185.00	(Group W)	Westinghouse
KKBQ, 92.9,	100 KW @ 1920,	CHR	ABC F, \$	170.00	(McGuild)	Gannett
KLDE, 94.5,	100 KW @ 1920,	OLDIES	UNIULT, \$	90.00	(Durpetti)	Entercom
KLQL, 101.1,	100 KW @ 1920,	AOR	SOURCE, \$	190.00	(CBS)	Jacor (P)
KLTR, 93.7,	100 KW @ 1720,	AC	RADRAD, \$	140.00	(CBS)	CBS
KMJQ, 102.1,	100 KW @ 1720,	BLACK	, \$	190.00	(Christal)	Noble
KHMX, 96.5,	100 KW @ 1920,	ADULT CHR	, \$	85.00	(HNWH)	Nationwide
KODA, 99.1,	100 KW @ 1920,	EZ	, \$	160.00	(Group W)	
KQUE, 102.9,	100 KW @ 984,	NOSTALGIA	ABC E, \$	81.00	(Eastman)	
KRBE, 104.1,	100 KW @ 1920,	CHR	, \$	135.00	(Durpetti)	Susquehanna
KRTS, 92.1,	1.4 KW @ 495,	CLASSICAL	, \$	49.00	(CMBS)	
KZFX, 107.5,	98 KW @ 1973,	CLASSIC AOR	, \$	133.00	(Republic)	Shamrock
KJOJ, 106.9,	100 KW @ 1125,	RELIGION	UPI, \$	N/A	(---)	(CONROE)
KQQK, 106.5,	100 KW @ 709,	HISPANIC	, \$	N/A	(---)	

KHYS-F -- See Beaumont

Miscellaneous: KNRJ-F changes to KHMX-F (July)

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1,021,600
 MSA Rank/Pop: 40/1,250,600
 ADI # 26
 Average Person Ratings: 16.7
 Market TSL: 22.00 hours

Stations: 18/16
 Diaries: 1682/607:1/54.7%
 Sample Target: 1500
 % Below Line: 0.9
 % Not Listed: 7.7

1989 Revenue: \$48,200,000
 HH Inc.: \$30,375
 Retail \$: 9.1 Bil
 Pop per Station: 63,850
 #1 Biller: WFBQ-F \$9,000,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WFBQ-F (AOR)	243/14.3	15.2	14.8	15.3	14.4	14.9	450/5236	2651/25.9	26.9	28.4	17.8	335	3523	WFBQ-F
2. WZPL-F (CHR)	216/12.7	11.4	10.0	9.7	10.0	10.9	325/4232	2800/27.4	26.6	26.0	17.4	327	3268	WZPL-F
3. WFMS-F (C)	201/11.8	13.2	11.0	12.3	12.1	12.1	293/3604	2318/22.7	21.7	21.7	13.1	247	2458	WFMS-F
4. WIBC (MOR)	188/11.0	15.2	13.6	15.8	11.7	13.9	205/2378	2006/19.6	23.8	21.7	8.3	156	1697	WIBC
5. WTLC-F (B)	154/ 9.0	6.6	11.1	7.8	8.1	8.6	159/1422	1358/13.3	12.9	13.7	10.1	189	2087	WTLC-F
6. WENS-F (AC)	141/ 8.3	6.1	6.6	5.6	6.9	6.7	167/2627	2069/20.3	17.6	17.0	8.7	164	1670	WENS-F
7. WKLR-F (O)	94/ 5.5	6.6	6.4	7.0	6.0	6.4	160/2593	1551/15.2	15.4	17.0	4.4	82	1503	WKLR-F
8. WTPI-F (SAC)	91/ 5.3	5.7	3.9	5.6	4.1	5.1	118/1281	1100/10.8	11.9	10.5	3.4	63	1116	WTPI-F
9. WTUX (BB)	59/ 3.5	2.5	3.0	2.8	3.1	3.0	60/731	649/ 6.4	5.8	5.4	1.8	33	368	WTUX
10. WFXF-F (CL AOR)	54/ 3.2	3.1	2.8	2.1	4.6	2.8	74/1388	1039/10.2	7.9	13.1	2.5	47	746	WFXF-F
11. WNDE (T)	33/ 1.9	1.1	1.4	1.0	0.5	1.4	36/645	549/ 5.4	5.2	3.4	1.4	26	384	WNDE
12. WSYW-F (CL)	22/ 1.3	0.5	0.8	0.9	0.4	0.9	22/320	316/ 3.1	1.9	2.0	0.5	9	288	WSYW-F
13. WKIR-F (REL)	18/ 1.1	0.7	0.7	0.6	0.6	0.8	20/377	290/ 2.8	3.1	2.7	0.9	16	290	WKIR-F
14. WTTS-F (CHR)	18/ 1.1	1.5	1.5	1.4	1.1	1.4	82/1266	594/ 5.8	5.4	5.7	1.6	30	794	WTTS-F
15. WXTZ (EZ)	17/ 1.0	0.7	1.4	0.9	1.8	1.0	22/465	425/ 4.2	3.7	4.6	1.0	18	361	WXTZ

12+ FM SHARE (METRO): 80.03% (1258 of 1572) (SUM 89: 77.63%)

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

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WNTS	1590	Beech Grove/Ind	0.5/1.7/	8/ 219
WKKG-F	101.5	Columbus	0.4/1.1/	68/ 713
WLW	700	Cincinnati	0.5/2.3/	25/ 602

STATION SPOTS

WBRI, 1500,	5 KW (DAYS, DA)	, RELIGION	, \$	20.00 (---	
WIBC, 1070,	50 KW/10 KW (DA-2)	, FULL SERVICE	NBC TALKNT,	\$ 140.00 (Durpetti)	Sconnix
WNDE, 1260,	5 KW (DA-N)	, TALK	, \$	34.00 (Katz)	Great American
WNTS, 1590,	5 KW/500 W (DA-2)	, RELIGION	, \$	22.00 (---	
WSYW, 810,	250 W (DAYS)	, SEE WSYW-F			
WTUX, 1310,	5 KW/1 KW (DA-2)	, NOSTALGIA	CBS UNISUP,	\$ 30.00 (MMR)	Panache
WXTZ, 1430,	1 KW (DA-N)	, EZ	ABC I UNISUP,	\$ 30.00 (Christal)	WIN/ML
WENS-F, 97.1,	23 KW @ 739,	AC	, \$	100.00 (McGuild)	Emmis
WFBQ-F, 94.7,	41 KW @ 900,	AOR	SOURCE,	\$ 160.00 (Katz)	Great American
WFMS-F, 95.5,	13 KW @ 990,	COUNTRY	, \$	115.00 (Eastman)	Susquehanna
WKLR-F, 93.1,	12 KW @ 1022,	OLDIES	, \$	107.00 (Durpetti)	Sconnix
WFXF-F, 103.3,	18 KW @ 840,	CL AOR	ABC E UNISUP,	\$ 49.00 (Christal)	ML/WIN
WPZZ-F, 95.9,	3 KW @ 300,	GOSPEL	SBN NBN,	\$ 17.00 (---	Willis (FRANKLIN)
WSYW-F, 107.1,	1 KW @ 604,	CLASSICAL	UPI,	\$ 25.00 (CMBS)	Universal (DANVILLE)
WTLC-F, 105.7,	50 KW @ 450,	BLACK	, \$	58.00 (MMR)	Panache
WTPI-F, 107.9,	22 KW @ 762,	SOFT AC	UNIULT,	\$ 58.00 (Torbet)	Mystar
WKIR-F, 96.3,	3 KW @ 290,	RELIGION	, \$	15.00 (---	(PLAINFIELD)
WZPL-F, 99.5,	13 KW @ 990,	CHR	APR,	\$ 88.00 (HNWH)	Booth
WTTS-F, 92.3,	37 KW @ 1090,	CHR	, \$	34.00 (Republic)	Sarkes Tarzian (BLOOMINGTON)

Miscellaneous: WMJC-F changes to WFXF-F (August)

JACKSONVILLE

Arbitron Rank/Pop (12+): 51/783,500
 MSA Rank/Pop: 58/920,400
 Average Person Ratings: 16.5
 Market TSL: 22.25 hours

Stations: 21/20
 Diaries: 1182/663:1/47.3%
 Sample Target: 1090
 % Below Line: 0.9
 % Not Listed: 17.3

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

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WAPE-F (CHR)	148/11.5	12.8	10.8	14.0	14.3	12.3	170/2351	2026/25.9	26.9	27.6	16.1	199	2581	WAPE-F
2. WQIK-F (C)	128/ 9.9	8.7	10.5	10.4	9.8	9.9	173/1795	1504/19.2	15.4	19.4	9.5	117	1428	WQIK-F
3. WEJZ-F (SAC)	114/ 8.8	8.6	7.7	7.7	8.4	8.2	116/1555	1406/17.9	17.6	17.4	4.8	60	952	WEJZ-F
4. WKQL-F (O)	110/ 8.5	6.7	5.1	5.3	4.6	6.4	116/1488	1383/17.7	15.2	14.6	6.9	85	1281	WKQL-F
5. WFYV-F (AOR)	82/ 6.4	8.9	9.4	7.5	9.5	8.1	97/1377	1247/15.9	17.7	16.6	12.0	149	1510	WFYV-F
6. WHJX-F (B)	75/ 5.8	5.4	6.8	5.3	1.3	5.8	95/1023	845/10.8	10.3	3.0	8.6	106	1566	WHJX-F
7. WCRJ-F (C)	71/ 5.5	3.6	5.3	5.0	5.5	4.8	78/1015	923/11.8	8.8	10.1	5.8	72	905	WCRJ-F
8. WIVY-F (AC)	67/ 5.2	5.7	4.6	5.1	5.2	5.1	77/1350	1274/16.3	15.0	16.3	4.8	60	1114	WIVY-F
9. WOKV (N/T)	65/ 5.0	2.4	2.8	4.3	3.7	3.6	67/735	722/ 9.2	6.5	9.3	3.1	38	485	WOKV
10. WZAZ-F (B)	47/ 3.6	3.8	3.6	2.7	4.0	3.4	49/649	630/ 8.0	10.2	8.7	4.3	53	878	WZAZ-F
11. WZAZ (B)	31/ 2.4	3.1	3.0	3.1	3.5	2.9	31/442	442/ 5.6	5.4	6.1	1.0	12	220	WZAZ
12. WSVE (GOSP)	29/ 2.2	2.4	2.4	1.8	1.8	2.2	29/356	356/ 4.5	4.3	2.5	2.6	32	365	WSVE
13. WIOI-F (CL AOR)	23/ 1.8	3.5	3.2	2.6	3.0	2.8	25/551	470/ 6.0	9.2	7.7	2.3	29	505	WIOI-F
14. WCGL (GOSP)	21/ 1.6	2.9	3.3	1.9	2.2	2.4	21/287	287/ 3.7	4.9	3.7	1.1	14	218	WCGL
15.														

12+ FM SHARE (METRO): 82.02% (876 of 1068) (SUM 89: 79.07%)

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 WKQL-F	1 WKQL-F	1 WQIK-F	1 WQIK-F<	1 WEJZ-F<	1 WAPE-F	1 WAPE-F>	1 WQIK-F
2 WZAZ-F>>	2 WFYV-F	2 WKQL-F	2 WEJZ-F	2 WEJZ-F>	2 WKQL-F	2 WAPE-F>	2 WAPE-F	2 WEJZ-F<	2 WHJX-F	2 WFYV-F<
3 WHJX-F	3 WHJX-F	3 WEJZ-F	3 WAPE-F	3 WQIK-F	3 WEJZ-F	3 WEJZ-F	3 WQIK-F<	3 WKQL-F	3 WZAZ-F	3 WAPE-F
4	4 WEJZ-F	4 WFYV-F	4 WQIK-F	4 WAPE-F	4 WOKV >	4 WKQL-F	4 WKQL-F	4 WQIK-F	4 WQIK-F	4 WCRJ-F
5	5 WIVY-F	5 WQIK-F	5 WFYV-F	5 WFYV-F<	5 WCRJ-F	5 WCRJ-F<	5 WOKV	5 WHJX-F	5 WQIK-F	5 WIVY-F<
6	6	6	6	6 WIVY-F	6	6 WOKV	6 WFYV-F	6 WFYV-F	6 WKQL-F	6 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 WEJZ-F	1 WEJZ-F	1 WEJZ-F	1 WFYV-F	1 WAPE-F	1 WAPE-F>	1 WAPE-F<	1 WKQL-F
2 WQIK-F>	2 WEJZ-F	2 WAPE-F	2 WAPE-F<	2 WKQL-F>	2 WAPE-F>>	2 WFYV-F>	2 WHJX-F	2 WKQL-F<	2 WAPE-F<
3 WIVY-F	3 WIVY-F	3 WIVY-F	3 WKQL-F>	3 WQIK-F	3 WZAZ-F	3 WHJX-F>	3 WFYV-F>	3 WFYV-F>	3 WQIK-F
4 WHJX-F	4 WHJX-F	4 WHJX-F	4 WQIK-F	4 WIVY-F	4 WHJX-F	4 WQIK-F	4 WIVY-F	4 WQIK-F	4 WFYV-F
5 WEJZ-F	5 WKQL-F	5 WKQL-F	5 WIVY-F	5 WAPE-F	5 WCRJ-F	5 WIVY-F	5 WQIK-F	5 WHJX-F	5 WEJZ-F
6 WCRJ-F	6 WFYV-F	6 WFYV-F	6 WHJX-F	6	6	6 WZAZ-F	6 WKQL-F	6 WEJZ-F	6 WOKV

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WJAX 1220 Jacksonville	1.0/1.8/ 13/	149	
WPDQ 690 Jacksonville	0.6/2.4/ 12/	253	
WQIK 1320 Jacksonville	0.4/2.5/ 5/	209	
WROS 1050 Jcksnvl/Daytona	0.5/0.9/ 6/	71	
WRXJ 930 Jacksonville	0.6/1.9/ 8/	150	
WVOJ 970 Jacksonville	0.5/1.2/ 7/	106	
WNFI-F 99.9 Palatka	0.9/2.7/ 24/	449	

SPONSOR STATIONS

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

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,300,900
 MSA Rank/Pop: 29/1,585,500
 ADI # 29
 Average Person Ratings: 16.6
 Market TSL: 22.00 hours

Stations: 23/22
 Diaries: 1410/923:1/52.3%
 Sample Target: 1410
 % Below Line: 0.6
 % Not Listed: 6.3

1989 Revenue: \$42,100,000
 HH Inc.: \$31,591
 Retail \$: 12.3 Bil
 Pop per Station: 59,131
 #1 Biller: WDAF \$5,000,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WDAF (C)	239/11.0	10.7	12.8	10.3	11.6	11.2	417/4610	2686/20.6	21.5	23.7	11.8	268	2786	WDAF
2. KYYS-F (AOR)	180/ 8.3	5.8	5.5	4.3	5.3	6.0	254/3087	2164/16.6	15.0	14.3	10.3	232	2863	KYYS-F
3. KFKE-F (C)	168/ 7.8	7.8	7.0	9.3	7.8	8.0	237/2819	2203/16.9	16.4	15.9	8.1	183	2121	KFKE-F
4. KBEQ-F (CHR)	148/ 6.8	8.1	8.2	10.1	8.2	8.3	206/3502	2691/20.7	22.2	21.8	9.0	203	3700	KBEQ-F
5. KMBZ (MOR)	139/ 6.4	5.5	2.6	3.4	6.1	4.5	156/2455	2169/16.7	15.4	17.9	4.2	96	2319	KMBZ
6. KCMO (N/T)	121/ 5.6	5.8	6.4	7.3	6.1	6.3	167/2576	1815/14.0	14.9	15.4	4.0	90	1505	KCMO
7. KPRS-F (B)	120/ 5.5	7.8	6.7	7.2	4.5	6.8	143/1822	1462/11.2	11.9	10.2	8.3	187	1948	KPRS-F
8. KCMO-F (O)	113/ 5.2	5.1	4.6	3.8	6.1	4.7	157/2469	1766/13.6	12.0	14.6	5.8	131	1304	KCMO-F
9. KRVK-F (AOR)	110/ 5.1	3.8	4.0	2.7	2.3	3.9	120/2042	1753/13.5	12.6	6.3	4.8	108	1395	KRVK-F
10. KCFX-F (CL AOR)	105/ 4.8	3.4	4.1	3.2	4.6	3.9	136/2187	1701/13.1	10.1	11.3	3.9	89	1625	KCFX-F
11. KMBR-F (EZ)	94/ 4.3	4.8	6.0	6.0	5.6	5.3	117/1892	1499/11.5	11.3	12.2	3.3	74	1110	KMBR-F
12. KUDL-F (AC)	88/ 4.1	5.8	4.7	5.5	3.9	5.0	101/1921	1591/12.2	14.6	12.2	3.8	86	1104	KUDL-F
13. KLSI-F (AC)	87/ 4.0	3.2	4.4	4.5	4.8	4.0	96/1723	1447/11.1	10.0	12.2	4.2	96	1352	KLSI-F
14. KXXR-F (CHR)	66/ 3.0	4.6	4.3	4.9	5.1	4.2	75/1614	1390/10.7	12.5	14.1	3.1	71	1789	KXXR-F
15. KXTR-F (CL)	45/ 2.1	2.2	2.9	1.9	1.5	2.3	52/854	741/ 5.7	5.8	4.7	1.7	39	833	KXTR-F
16. KIDZ (REL)	43/ 2.0	1.6	---	---	---	0.9	43/335	335/ 2.6	2.5	0.0	0.8	18	222	KIDZ
17. KPRT (REL)	40/ 1.8	1.5	2.3	0.8	1.4	1.6	40/410	410/ 3.2	3.2	3.0	0.5	12	329	KPRT
18. WHB (AC)	38/ 1.8	1.2	1.7	1.6	3.0	1.6	61/1359	1016/ 7.8	5.4	9.3	1.7	39	732	WHB
19.														
20.														

12+ FM SHARE (METRO): 67.50% (1369 of 2028) (SUM 89: 64.86%)

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

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME	
KBZR	1030	Blue Sprg/KCty	0.8/1.6/	19/ 238
KCCV	760	Overland Park	0.6/1.7/	22/ 282
KCFM-F	107.3	Lexington	1.5/3.7/	51/ 705
KNHN	1340	Kansas City	0.4/2.2/	10/ 322
KMZU-F	101.1	Carrollton	0.6/1.1/	38/ 570

SOLID STATIONS

AM STATIONS

KCCV,	760,	6 KW/(DAYS)	, Religion	, \$ 18.00	(---)	Bott
KCMO,	810,	50 KW/5 KW (DA-2)	, Talk/News	CBS MBS, \$ 84.00	(Mc-Guild)	Gannett
KCNW,	1380,	2.5 KW	, Religion	, \$ 20.00	(---)	Marsh
KJLA,	1190,	5 KW/250 W (DA-N)	, Nostalgia	MBS UNISUP, \$ 30.00	(Roslin)	
KMBZ,	980,	5 KW (DA-2)	, Full Service	NBC, \$ 65.00	(Durpetti)	Bonneville
KPRT,	1590,	1 KW	, Gospel	MBS, \$ 22.00	(Katz)	
KNHN,	1340,	1 KW	, Talk	, \$ 21.00	(---)	
WDAF,	610,	5 KW	, Country	ABC E, \$100.00	(Katz)	Great American
WHB,	710,	10 KW/5 KW (DA-2)	, Oldies	APR UNISUP, \$ 43.00	(Christal)	Shamrock

FM STATIONS

KBEQ,	104.3,	100 KW @ 987	, CHR	ABC C, \$ 86.00	(CBS)	Noble
KCFX,	100.7,	100 KW @ 833	, Classic AOR	UNIPWR, \$ 59.00	(MMR)	Hoker
KCMO,	94.9,	100 KW @ 1057	, Oldies	, \$ 50.00	(Mc-Guild)	Gannett
KKFX,	94.1,	100 KW @ 995	, Country	, \$ 95.00	(HNWH)	Sconnix
KLSI,	93.3,	100 KW @ 1065	, AC	CNN, \$ 67.00	(MMR)	Apollo
KMBR,	99.7,	100 KW @ 988	, EZ	UNIULT, \$ 60.00	(Durpetti)	Bonneville
KPRS,	103.3,	100 KW @ 995	, Black	SBN ABC I, \$ 50.00	(Katz)	
KRVK,	98.9,	100 KW @ 1057	, AOR	, \$ 47.00	(Banner)	Journal Co
KUDL,	98.1,	100 KW @ 995	, AC	APR, \$ 63.00	(Christal)	Shamrock
KXTR,	96.5,	100 KW @ 984	, Classical	UNIULT, \$ 40.00	(CMBS)	
KXXR,	106.5,	100 KW @ 981	, CHR/DANCE	, \$ 62.00	(Republic)	Olympia
KYYS,	102.1,	100 KW @ 1000	, AOR	SOURCE, \$ 80.00	(Katz)	Great American

KNOXVILLE

Arbitron Rank/Pop (12+): 69/512,300
 MSA Rank/Pop: 84/600,200
 ADI # 64
 Average Person Ratings: 16.5
 Market TSL: 21.75 hours

Stations: 19/19
 Diaries: 969/529:1/54.5%
 Sample Target: 900
 % Below Line: 0.0
 % Not Listed: 9.6

1989 Revenue: \$14,300,000
 HH Inc.: \$23,365
 Retail \$: 4.7 Bil
 Pop per Station: 26,963
 #1 Biller: WIVK-AF \$5,500,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WIVK-AF (C)	297/35.2	32.2	34.3	37.7	35.2	34.8	493/4674	2703/52.8	47.9	55.4	32.1	280	2405	WIVK-AF
2. WOKI-F (CHR)	102/12.1	12.8	8.4	11.2	11.2	11.1	266/3187	1312/25.6	26.8	22.7	12.4	117	1381	WOKI-F
3. WMYU-F (AC)	100/11.9	14.9	12.8	9.1	12.7	12.2	151/2202	1410/27.5	31.4	29.8	14.2	134	1545	WMYU-F
4. WIMZ-AF (AOR)	84/ 9.9	10.6	10.7	9.3	11.0	10.1	169/2151	1204/23.5	22.4	21.9	14.9	139	1524	WIMZ-AF
5. WEZK-F (EZ)	73/ 8.7	8.5	11.4	10.0	9.7	9.6	93/1229	988/19.3	17.0	16.3	7.6	72	691	WEZK-F
6. WQBB (BB)	20/ 2.4	1.6	1.4	1.4	0.8	1.7	20/269	230/ 4.5	2.2	2.8	2.3	22	151	WQBB
7. WRJZ (REL)	17/ 2.0	1.4	0.6	1.4	1.3	1.4	18/343	290/ 5.7	5.0	4.1	1.7	16	329	WRJZ
8.														
9.														
10.														

12+ FM SHARE (METRO): 87.01% (663 of 762) (SUM 89: 93.62%)

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

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
WCKS-F 93.1	Karns	1.7/6.4/	14/ 327
WDLY-F 105.5	Gatlinburg	0.5/1.6/	4/ 81
WGAP 1400	Maryville	1.2/2.8/	10/ 144
WGAP-F 95.7	Maryville	0.4/1.9/	3/ 97
WHJM 1180	Knoxville	0.6/1.1/	5/ 54
WKNF-F 94.3	Oak Ridge	1.3/3.9/	16/ 266
WKXV 900	Knoxville	0.4/1.9/	4/ 127
WSEV 930	Sevierville	0.6/2.2/	5/ 115
WUTK 850	Knoxville	0.9/3.7/	8/ 210
WYSH 1380	Clinton	0.7/1.6/	6/ 93

ADDITIONAL INFO

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)
WEZK-F, 97.5,	100 KW @ 1298	, EZ	UNISUP, \$37.00	(Christal)	South Central
WIMZ-F, 103.5,	100 KW @ 1720	, AOR	SOURCE, \$65.00	(Christal)	Stoner
WIVK-F, 107.7,	100 KW @ 1970	, Country	ABC E, \$116.00	(Katz)	Dick
WKNF-F, 94.3,	1.8 KW @ 514	, Soft AC	UNISUP UNISUP, \$16.00	(---)	(OAK RIDGE)
WMYU-F, 102.3,	15 KW @ 1979	, AC	UNIPWR, \$73.00	(Eastman)	Jacor
WOKI-F, 100.3,	100 KW @ 2000	, CHR	ABC FM CBS, \$35.00	(HNSH)	(OAK RIDGE)

Miscellaneous: WSEV-F changes to WDLY-F (July)

LANSING

Arbitron Rank/Pop (12+): 97/359,900
 MSA Rank/Pop: 110/433,800
 Average Person Ratings: 16.6
 Market TSL: 22.25 hours

Stations: 18/13
 Diaries: 809/445:1/52.7%
 Sample Target: 780
 % Below Line: 6.8
 % Not Listed: 20.5

1989 Revenue: \$12,100,000
 HH Inc.: \$30,114
 Retail \$: 3.0 Bil
 Pop per Station: 27,684
 #1 Biller: WVIC-AF \$3,100,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WITL-AF (C)	89/14.9	16.4	18.0	18.5	15.7	17.0	152/1565	975/27.1	26.7	27.4	15.7	104	773	WITL-AF
2. WVIC-F (CHR)	78/13.0	16.6	17.6	18.2	16.2	16.4	121/1844	1105/30.4	39.0	38.9	19.3	138	1490	WVIC-F
3. WJXQ-F (AOR)	49/ 8.2	5.4	3.7	3.0	2.7	5.1	87/940	514/14.3	14.5	10.1	6.7	48	512	WJXQ-F
4. WJIM-F (EZ)	47/ 7.8	7.3	7.2	8.8	7.2	7.8	53/690	547/15.2	15.4	13.9	4.1	29	383	WJIM-F
5. WFMK-F (AC)	46/ 7.7	7.5	7.2	8.5	9.5	7.7	53/823	570/15.8	21.0	18.8	7.3	52	520	WFMK-F
6. WGOR-F (CHR)	34/ 5.7	5.7	4.2	3.7	4.7	4.8	49/771	603/16.8	18.1	16.2	7.6	54	811	WGOR-F
7. WIBM-F (O)	27/ 4.5	3.4	4.7	5.5	5.9	4.5	62/891	491/13.6	15.1	17.7	3.8	27	350	WIBM-F
8. WJR (MOR)	25/ 4.2	5.9	6.2	3.5	3.0	4.9	69/1106	411/11.4	12.4	8.1	3.9	28	336	WJR
9. WMMQ-F (CL AOR)	22/ 3.7	4.2	4.9	3.7	5.3	4.1	26/535	461/12.8	15.6	15.5	4.6	33	435	WMMQ-F
10. WKKP-F (AC)	17/ 2.8	2.6	2.0	3.5	3.2	2.7	18/409	350/ 9.7	9.3	9.4	1.5	11	194	WKKP-F
11. WILS (B)	14/ 2.3	1.8	1.8	2.2	1.9	2.0	14/204	171/ 4.8	3.9	5.0	4.3	31	434	WILS
12. WJIM (N/T)	8/ 1.3	0.8	0.7	1.0	0.6	0.9	8/170	170/ 4.7	3.4	3.1	1.1	8	132	WJIM
13.														
14.														
15.														

12+ FM SHARE (METRO): 89.08% (424 of 476) (SUM 89: 87.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVIC-F	1 WVIC-F	1 WVIC-F	1 WITL-AF	1 WITL-AF	1 WITL-AF	1 WITL-AF	1 WITL-AF	1 WVIC-F	1 WVIC-F	1 WITL-F
2 WGOR-F	2 WJXQ-F	2 WJXQ-F	2 WVIC-F	2 WVIC-F	2 WJIM-F	2 WVIC-F	2 WVIC-F	2 WITL-AF	2 WJXQ-F	2 WILS
3	3 WFMK-F	3 WITL-AF	3 WFMK-F	3 WFMK-F	3 WJR	3 WFMK-F	3 WFMK-F	3 WJXQ-F	3 WGOR-F	3 WJR
4	4 WITL-AF	4 WFMK-F	4 WJXQ-F	4 WJXQ-F	4 WFMK-F	4 WJIM-F	4 WJIM-F	4 WITL-AF	4 WITL-AF	4 WVIC-F
5	5 WGOR-F	5 WJIM-F	5 WJIM-F	5 WJIM-F	5 WVIC-F	5 WJXQ-F	5 WJXQ-F	5 WFMK-F	5 WJIM-F	5 WJXQ-F
6	6 WJIM-F	6	6 WIBM-F	6 WIBM-F	6 WIBM-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 WVIC-F	1 WVIC-F	1 WFMK-F	1 WVIC-F	1 WITL-AF	1 WJXQ-F	1 WJXQ-F	1 WJXQ-F	1 WJXQ-F	1 WITL-AF
2 WFMK-F	2 WFMK-F	2 WVIC-F	2 WFMK-F	2 WVIC-F	2 WVIC-F	2 WVIC-F	2 WVIC-F	2 WVIC-F	2 WJXQ-F
3 WGOR-F	3 WGOR-F	3 WJIM-F	3 WITL-AF	3 WJIM-F	3 WMMQ-F	3 WITL-AF	3 WFMK-F	3 WITL-AF	3 WVIC-F
4 WITL-AF	4 WJIM-F	4 WITL-AF	4 WJIM-F	4 WJIM-F	4 WITL-AF	4 WMMQ-F	4 WITL-AF	4 WFMK-F	4 WFMK-F
5 WMMQ-F	5 WITL-AF	5 WGOR-F	5 WGOR-F	5	5 WILS	5 WFMK-F	5	5	5 WIBM-F
6 WKKP-F	6	6	6	6	6 WGOR-F	6	6	6	6
7 WJIM-F									

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WXLA 1180 Dimondale/Lnsng	0.7/3.0/	4/	107
WCUZ-F 101.3 Grand Rapids	0.5/1.3/	20/	170
WIOG-F 102.5 Bay City/Flint	0.5/3.1/	36/	610
WODJ-F 107.3 Greenvl/GrRps	1.0/3.2/	40/	326
WOOD-F 105.7 Grand Rapids	0.7/4.1/	22/	513

SPOT SALES

WILS , 1320, 5 KW/1 KW (DA-3), Black	CBS, \$14.00 (Christal)	MacDonald
WJIM , 1240, 1 KW , Talk	NBC, \$12.00 (Torbet)	Double L
WFMK-F, 99.1, 28 KW @ 559 , AC	, \$41.00 (Republic)	Liggett
WGOR-F, 92.1, 3 KW @ 300 , CHR	CBS, \$21.00 (Mc-Guild)	(ST. JOHNS)
WIBM-F, 94.1, 40 KW @ 550 , Oldies	UNIULT, \$28.00 (MMR)	CR (JACKSON)
WITL-F, 100.7, 27 KW @ 628 , Country	ABC E, \$54.00 (Banner)	Midwest Family
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)
WKKP-F, 101.7, 3 KW @ 150 , AC	CBS, \$24.00 (Christal)	MacDonald
WMMQ-F, 92.7, 1.5 KW @ 466 , Classic AOR	SOURCE NBC, \$25.00 (HNWH)	(CHARLOTTE)
WVIC-F, 94.9, 48 KW @ 500 , CHR	, \$65.00 (Katz)	Goodrich

LAS VEGAS

Arbitron Rank/Pop (12+): 65/547,400
 MSA Rank/Pop: 78/646,100
 ADI # 91
 Average Person Ratings: 16.6
 Market TSL: 22.25 hours

Stations: 22/22
 Diaries: 941/582:1/48.7%
 Sample Target: 910
 % Below Line: 0.0
 % Not Listed: 16.5

1989 Revenue: \$20,100,000
 HH Inc.: \$27,953
 Retail \$: 4.8 Bill
 Pop per Station: 24,881
 #1 Biller: KFMS-AF \$3,000,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. KFMS-AF (C)	107/11.8	10.0	10.2	12.0	10.8	11.0	115/1089	1025/18.7	19.7	19.1	13.3	136	1161	KFMS-AF
2. KLUC-F (CHR)	100/11.0	11.5	10.3	10.3	8.7	10.8	100/1458	1458/26.3	26.2	24.1	13.3	141	1577	KLUC-F
3. KXTZ-F (EZ)	66/ 7.3	9.1	6.7	9.3	7.9	8.1	90/690	621/11.3	14.0	14.9	4.6	49	611	KXTZ-F
4. KKLZ-F (CL AOR)	58/ 6.4	5.0	5.5	4.9	5.6	5.4	58/730	730/13.3	13.3	12.4	8.0	85	776	KKLZ-F
5. KMZQ-F (AC)	57/ 6.3	4.4	4.1	3.7	5.8	4.6	57/826	822/15.0	12.8	14.6	4.7	50	537	KMZQ-F
6. KYRK-F (CHR)	53/ 5.8	5.6	5.0	5.0	6.5	5.3	61/1073	1013/18.5	16.6	11.6	6.6	70	1104	KYRK-F
7. KOMP-F (AOR)	50/ 5.5	7.2	4.9	3.7	4.8	5.3	50/760	760/13.9	13.1	10.4	6.6	70	790	KOMP-F
8. KUDA-F (O)	49/ 5.4	3.9	6.4	4.7	3.9	5.1	49/661	654/11.9	10.8	9.6	4.6	49	656	KUDA-F
9. KORK (BB)	38/ 4.2	3.3	3.6	5.8	5.6	4.2	39/417	408/ 7.5	6.4	8.6	1.8	19	249	KORK
10. KRLV-F (SAC)	26/ 2.9	2.4	3.9	3.4	3.9	3.2	26/436	436/ 8.0	9.1	10.3	1.6	17	428	KRLV-F
11. KLTN-F (AC)	24/ 2.6	2.8	3.2	2.3	1.8	2.7	25/276	268/ 4.9	7.5	5.8	1.5	16	292	KLTN-F
12. KNUU (N/T)	19/ 2.1	2.0	2.2	2.1	2.6	2.1	19/360	360/ 6.6	7.7	8.5	1.7	18	289	KNUU
KEYV-F (J/NA)	19/ 2.1	3.0	4.9	3.6	1.4	3.4	20/334	308/ 5.6	8.5	5.0	4.3	46	399	KEYV-F
KDWN (N/T)	19/ 2.1	2.6	2.5	1.6	2.7	2.2	21/272	250/ 4.6	6.2	7.3	2.1	22	338	KDWN
15. KJUL-F (SAC)	18/ 2.0	1.6	1.6	1.6	1.6	1.7	22/262	211/ 3.9	4.3	3.4	1.0	11	211	KJUL-F
16. KREL (REL)	15/ 1.7	1.3	0.6	0.5	1.1	1.0	15/127	127/ 2.3	2.2	2.5				KREL
17. KMTW (AOR)	13/ 1.4	1.5	2.0	1.4	1.6	1.6	13/174	174/ 3.2	3.2	3.5	1.3	14	157	KMTW
18.														
19.														
20.														

12+ FM SHARE (METRO): 84.70% (642 of 758) (SUM 89: 81.69%)

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 KFMS-AF>	1 KFMS-AF	1 KFMS-AF	1 KLUC-F<	1 KLUC-F>	1 KFMS-F
2 KYRK-F	2 KOMP-F	2 KFMS-AF	2 KKLZ-F	2 KKLZ-F	2 KXTZ-F>	2 KLUC-F	2 KLUC-F	2 KFMS-AF>	2 KFMS-AF	2 KKLZ-F
3	3 KKLZ-F	3 KKLZ-F	3 KLUC-F	3 KLUC-F	3 KORK <	3 KKLZ-F	3 KKLZ-F	3 KUDA-F<	3 KYRK-F	KDWN
4	4 KMZQ-F	4 KOMP-F<	4 KMZQ-F<	4 KMZQ-F	4 KUDA-F	4 KKLZ-F	4 KMZQ-F<	4 KYRK-F<	4 KMZQ-F	4 KLUC-F>
5	5 KYRK-F	5 KMZQ-F	5 KUDA-F	5 KUDA-F	5	5 KORK	5 KXTZ-F	5 KMZQ-F	5 KXTZ-F	5 KYRK-F
6	6 KFMS-AF	6 KUDA-F	6 KOMP-F	6 KOMP-F>	6	6 KOMP-F	6 KOMP-F	6 KOMP-F<	6 KKLZ-F	6 KXTZ-F
7	7	7 KYRK-F	7	7 KXTZ-F	7	7	7	7 KKLZ-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 KLUC-F	1 KLUC-F	1 KMZQ-F	1 KLUC-F	1 KFMS-AF	1 KLUC-F>>	1 KOMP-F	1 KKLZ-F	1 KKLZ-F	1 KFMS-AF
2 KYRK-F>>	2 KMZQ-F	2 KLUC-F	2 KMZQ-F<	2 KMZQ-F	2 KYRK-F	2 KKLZ-F	2 KOMP-F>	2 KOMP-F<	2 KKLZ-F>
3 KOMP-F	3 KYRK-F	3 KFMS-AF	3 KFMS-AF>	3 KKLZ-F>	3 KOMP-F	3 KLUC-F>>	3 KLUC-F	3 KFMS-AF	3 KOMP-F
4 KMZQ-F	4 KFMS-AF	4 KKLZ-F	4 KUDA-F	4 KUDA-F	4 KKLZ-F	4 KMZQ-F	4 KMZQ-F	4 KLUC-F>	4 KUDA-F
5	5 KOMP-F	5 KUDA-F	5 KYRK-F	5 KXTZ-F	5	5 KYRK-F	5 KFMS-AF	5 KUDA-F	5 KLUC-F
6	6 KKLZ-F	6 KOMP-F	6	6	6	6 KFMS-AF>>	6	6 KMZQ-F	6
7	7 KUDA-F>>	7	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
KENO 1460	Las Vegas	0.4/1.9/	4/ 103	
KROL 870	Laughlin/E LV	0.7/1.7/	7/ 103	
KRRI-F 105.5	Boulder Cty/LV	1.2/4.7/	11/ 258	
KWNR-F 95.5	Henderson/Las Vegas	0.7/4.6/	6/ 278	

RADIO STATION

KDWN , 720,	50 KW (DA-N)	, Talk				\$18.00	(Roslin)						
KMTW , 1340,	1 KW	, AOR				SMN,	\$13.00	(Banner)					
KNUU , 970,	5 KW/500 W (DA-2),	News/Talk				MBS CBS,	\$17.00	(---)					
KORK , 920,	5 KW/500 W (DA-2),	Nostalgia				ABC I,	\$19.00	(Republic)		Anchor			
KEYV-F, 93.1,	25 KW @ 3724	, Jazz/NAC					\$28.00	(HNWH)					
KFMS-F, 101.9,	100 KW @ 1180	, Country					\$64.00	(Katz)					
KJUL-F, 104.3,	25 KW @ 3724	, Soft AC				APR,	\$18.00	(CBS)					
KKLZ-F, 96.3,	100 KW @ 1176	, Classic AOR					\$35.00	(Banner)					
KLTN-F, 103.5,	100 KW @ 1152	, AC				UNISUP,	\$23.00	(K & P)					
KLUC-F, 98.5,	100 KW @ 1180	, CHR				UPI,	\$63.00	(Mc-Guild)	Nationwide				
KMZQ-F, 100.5,	100 KW @ 1104	, AC					\$35.00	(Eastman)	Commonwealth	(HENDERSON)			
KOMP-F, 92.3,	100 KW @ 1520	, AOR					\$38.00	(Christal)	Lotus				
KRLV-F, 106.5,	100 KW @ 1155	, Soft AC					\$26.00	(MMR)					
KRRI-F, 105.5,	4 KW @ 1588	, Oldies				MBS,	\$17.00	(Torbet)		(BOULDER CITY)			
KUDA-F, 107.5,	25 KW @ 3724	, Oldies					\$31.00	(CBS)	Americom-Quinn				
KWNR-F, 95.5,	100 KW @ 1160	, AC				UNIULT,	\$21.00	(Torbet)					
KXTZ-F, 94.1,	100 KW @ 1210	, EZ					\$45.00	(Durpetti)	Parker (HENDERSON)				
KYRK-F, 97.1,	100 KW @ 1919	, CHR					\$31.00	(Republic)	Anchor				

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,265,900
 MSA Rank/Pop: 2/12,100,000
 ADI # 2
 Average Person Ratings: 18.0
 Market TSL: 24.00 hours

Stations: 43/43
 Diaries: 3828/2421:1/48.6%
 Sample Target: 3650
 % Below Line: 0.0
 % Not Listed: 11.1

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	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. KOST-F (AC)	1102/ 6.6	6.2	6.4	5.7	6.8	6.2	1322/18484	15846/17.1	16.5	17.0	4.8	778	10427	KOST-F
2. KIIS-AF (CHR)	842/ 5.1	5.9	6.1	5.4	6.4	5.6	985/20008	16966/18.3	19.4	22.0	6.2	991	18102	KIIS-AF
3. KABC (N/T)	826/ 4.9	4.3	4.4	4.6	4.3	4.6	886/11923	10552/11.4	10.5	11.1	4.3	705	7982	KABC
4. KPWR-F (CHR)	710/ 4.3	5.0	5.6	6.2	6.1	5.3	766/15234	13688/14.8	15.7	17.3	6.1	995	14912	KPWR-F
5. KLOS-F (AOR)	688/ 4.1	4.1	3.8	4.2	4.1	4.0	973/14626	11061/11.9	11.8	10.4	5.4	881	12383	KLOS-F
6. KWKW (SP)	603/ 3.6	3.2	3.3	3.5	2.7	3.4	604/5366	5332/ 5.8	5.8	4.4	2.0	329	3322	KWKW
7. KBIG-F (AC)	585/ 3.5	3.0	3.6	4.0	3.6	3.5	708/10840	9354/10.1	9.4	10.8	2.6	418	6573	KBIG-F
8. KQLZ-F (CHR)	581/ 3.5	3.3	3.6	3.8	5.5	3.5	713/11708	9385/10.1	9.7	13.7	4.0	657	10296	KQLZ-F
9. KROQ-F (AOR)	566/ 3.4	3.1	3.2	2.5	2.5	3.0	659/9378	8116/ 8.8	7.9	8.1	4.5	740	8517	KROQ-F
10. KFWB (N/T)	520/ 3.1	3.3	3.3	2.6	3.1	3.1	548/11487	10391/11.2	13.3	12.6	3.3	533	7511	KFWB
11. KXEZ-F (EZ)	519/ 3.1	3.4	2.9	2.5	4.6	3.0	544/8347	7788/ 8.4	7.3	9.0	1.8	289	3250	KXEZ-F
12. KTWV-F (J/NA)	495/ 3.0	3.1	3.0	3.1	2.8	3.0	622/9075	7614/ 8.2	8.5	8.5	3.2	521	7137	KTWV-F
13. KGBT-F (B)	495/ 3.0	3.1	1.3	0.4	1.7	1.9	551/7643	6749/ 7.3	6.7	5.5	6.0	985	8633	KGBT-F
14. KLVE-F (SP)	462/ 2.8	3.1	3.0	3.2	3.2	3.0	527/6900	6158/ 6.6	7.1	6.5	2.9	471	5166	KLVE-F
15. KNX (N/T)	438/ 2.6	2.8	3.0	3.4	2.8	3.0	542/12184	9645/10.4	10.4	11.6	2.2	365	7008	KNX
16. KMPC (BB)	422/ 2.5	3.0	3.1	2.1	2.7	2.7	504/7813	6491/ 7.0	6.6	7.3	2.1	336	3975	KMPC
17. KRTH-F (O)	399/ 2.4	1.9	2.8	2.7	2.8	2.5	558/10770	8139/ 8.8	8.2	11.7	2.3	381	7355	KRTH-F
18. KLSX-F (CL AOR)	392/ 2.3	2.6	2.3	2.2	2.0	2.3	427/8338	7523/ 8.1	8.1	7.4	2.6	428	7028	KLSX-F
19. KODJ-F (O)	383/ 2.3	2.0	1.7	1.8	2.0	2.0	492/8455	6892/ 7.4	6.8	7.2	2.3	375	5949	KODJ-F
20. KTNQ (SP)	376/ 2.3	2.3	3.1	2.7	1.9	2.6	394/5110	4740/ 5.1	5.9	3.8	2.0	330	5193	KTNQ
21. KFI (T)	289/ 1.7	1.4	1.6	1.7	1.6	1.6	452/7582	5374/ 5.8	5.1	5.6	2.2	357	5174	KFI
22. KKHJ (SP)	284/ 1.7	0.9	0.1	0.4	1.3	0.8	288/3951	3845/ 4.1	3.2	3.4	0.8	126	1895	KKHJ
23. KZLA-F (C)	270/ 1.6	2.7	2.0	2.2	2.3	2.1	301/4815	4288/ 4.6	5.8	5.5	2.2	366	3296	KZLA-F
24. KKGQ-F (CL)	236/ 1.4	1.3	1.4	1.4	1.0	1.4	262/5247	4663/ 5.0	4.5	3.6	1.5	240	2882	KKGQ-F
25. KDAY (B)	225/ 1.3	0.8	1.0	0.6	0.6	0.9	233/3925	3787/ 4.1	3.6	2.4	1.4	236	3179	KDAY
26. KLIT-F (SAC)	201/ 1.2	0.9	1.5	1.2	1.2	1.2	237/3944	3423/ 3.7	4.3	5.6	0.7	112	1693	KLIT-F
27. KACE-F (B)	200/ 1.2	0.8	1.2	1.9	1.2	1.3	200/2645	2626/ 2.8	2.7	4.4	0.8	133	2014	KACE-F
28. KSKQ (SP)	196/ 1.2	1.0	1.1	1.3	1.1	1.1	196/2211	2211/ 2.4	2.8	2.3	0.6	93	1640	KSKQ
29. KJLH-F (B)	191/ 1.1	1.7	1.9	2.3	1.9	1.8	193/3610	3497/ 3.8	5.5	5.4	1.2	199	3314	KJLH-F
30. KNAC-F (AOR)	189/ 1.1	0.9	1.1	0.8	1.0	1.0	214/2464	2263/ 2.4	2.7	2.8	1.7	281	2850	KNAC-F
31. KALI (SP)	175/ 1.0	1.4	1.1	1.0	0.8	1.1	175/2714	2700/ 2.9	3.4	2.5	1.5	240	2363	KALI
32. KRLA (O)	167/ 1.0	1.1	1.0	1.0	0.8	1.0	193/3168	2865/ 3.1	3.9	3.4	0.9	153	2305	KRLA
33.														
34.														
35.														

12+ FM SHARE (METRO): 66.13% (9823 of 14853) (SUM 89: 71.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIIS-AF	1 KLOS-F<	1 KOST-F	1 KOST-F	1 KOST-F>	1 KABC >	1 KLOS-F	1 KOST-F>	1 KOST-F>	1 KABC	1 KABC >
2 KPWR-F>	2 KPWR-F<	2 KLOS-F	2 KLOS-F	2 KLOS-F	2 KOST-F	2 KABC <	2 KBIG-F	2 KIIS-AF	2 KOST-F>	2 KFWB >
3 KQLZ-F	3 KOST-F	3 KIIS-AF	3 KIIS-AF	3 KIIS-AF	3 KFWB	3 KIIS-AF<	3 KIIS-AF	3 KPWR-F	3 KIIS-AF<	3 KNX
4 KGBT-F	4 KIIS-AF<	4 KPWR-F	4 KTWV-F<	4 KTWV-F<	4 KXEZ-F	4 KOST-F	4 KPWR-F<	4 KLOS-F	4 KWKW	4 KOST-F>
5 KDAY	5 KROQ-F	5 KROQ-F	5 KBIG-F<	5 KBIG-F<	5 KFWB	5 KABC	5 KQLZ-F	5 KPWR-F	5 KPWR-F	5 KWKW
6 KOST-F	6 KQLZ-F>	6 KQLZ-F	6 KWKW	6 KWKW	6 KMPC	6 KNX	6 KTWV-F<	6 KBIG-F<	6 KGBT-F	6 KLOS-F
7 KROQ-F	7 KLVE-F<	7 KBIG-F	7 KRTH-F<	7 KRTH-F	7 KWKW	7 KPWR-F	7 KLOS-F<	7 KROQ-F	7 KROQ-F<	7 KROQ-F
8	8 KGBT-F	8 KWKW	8 KPWR-F	8 KPWR-F	8 KBIG-F	8 KWKW	8 KXEZ-F<	8 KXEZ-F	8 KQLZ-F	8 KLSX-F
9	9 KBIG-F	9 KTWV-F<	9 KQLZ-F	9 KQLZ-F	9 KTWV-F	9 KTNQ	9 KQLZ-F	9 KGBT-F	9	9 KBIG-F
10	10 KWKW	10 KLVE-F	10 KLSX-F	10 KLSX-F	10 KRTH-F	10 KLOVE-F	10 KROQ-F	10 KWKW	10	10 KRTH-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 KROQ-F	1 KOST-F	1 KOST-F	1 KOST-F>	1 KOST-F>	1 KLOS-F	1 KLOS-F>	1 KLOS-F>	1 KLOS-F>	1 KLOS-F
2 KOST-F	2 KPWR-F	2 KIIS-AF<	2 KIIS-AF	2 KIIS-AF<	2 KPWR-F<	2 KQLZ-F<	2 KROQ-F	2 KOST-F	2 KOST-F>
3 KPWR-F	3 KIIS-AF	3 KPWR-F>	3 KPWR-F	3 KBIG-F	3 KQLZ-F	3 KROQ-F	3 KQLZ-F	3 KROQ-F	3 KTWV-F
4 KIIS-AF<	4 KROQ-F	4 KLOS-F<	4 KTWV-F	4 KWKW	4 KIIS-AF<	4 KPWR-F	4 KPWR-F<	4 KQLZ-F	4 KLSX-F
5 KGBT-F	5 KGBT-F<	5 KQLZ-F	5 KGBT-F	5 KPWR-F	5 KROQ-F	5 KIIS-AF	5 KIIS-AF	5 KIIS-AF	5 KRTH-F
6 KQLZ-F<	6 KQLZ-F	6 KGBT-F	6 KWKW	6 KTWV-F	6 KOST-F	6 KOST-F	6 KWKW	6 KLSX-F	6 KROQ-F<
7 KLVE-F	7 KLOS-F	7 KLVE-F	7 KROQ-F	7 KRTH-F<	7 KDAY <	7 KLVE-F	7 KLSX-F	7 KPWR-F<	7 KIIS-AF
8 KBIG-F	8 KLVE-F	8 KBIG-F	8 KLVE-F	8 KLVE-F	8 KNAC-F	8 KLSX-F	8 KTWV-F	8 KTWV-F	8 KWKW
9 KLOS-F	9 KBIG-F	9 KWKW <	9 KQLZ-F	9 KGBT-F	9 KLVE-F>	9 KWKW	9 KBIG-F<	9 KWKW <	9 KQLZ-F
10 KWKW	10 KWKW	10 KKHJ	10 KLOS-F	10 KODJ-F	10 KLSX-F	10 KNAC-F	10 KLVE-F	10 KRTH-F	10 KABC
KTNQ				KLOS-F		KBIG-F		KLVE-F	

OTHER RATED STATIONS		METRO CUME TSA TSA SHARE/RTG/AQH/CUME	
KEZY-F	95.9	Anaheim	0.4/2.2/ 83/2158
KFSG-F	96.3	Los Angeles	0.3/1.6/ 60/1549
KGFJ	1230	Los Angeles	0.7/2.2/125/2054
KGIL	1260	San Fernando	0.4/1.1/ 67/1066
KGRB	900	West Covina	0.5/0.8/ 92/ 778
KIEV	870	Glendale	0.3/1.5/ 50/1485
KKLA-F	99.5	Los Angeles	0.6/2.2/109/2236
KLAC	570	LA/Anaheim	0.9/2.9/169/3089
KMAX-F	107.1	Arcadia/LosAnagl	0.3/1.3/ 56/1225
KOCM-F	103.1	Newport Beach	0.4/1.1/ 61/1046

RADIO STATIONS

AM STATIONS

KABC,	790,	5 KW (DA-N)	, TALK	ABC I, ABC T,	\$ 420.00 (Katz)	Cap Cities/ABC
KALI,	1430,	5 KW (DA-2)	, HISPANIC	,	\$ 90.00 (Katz Hisp.)	United (SAN GABRIEL)
KDAY,	1580,	50 KW (DA-2)	, BLACK	NBN, UNIPWR,	\$ 80.00 (Roslin)	(SANTA MONICA)
KFI,	640,	50 KW	, TALK	MBS,	\$ 110.00 (Christal)	Cox
KFWB,	980,	5 KW	, NEWS	NBC, UPI,	\$ 305.00 (Group W)	Westinghouse
KGFJ,	1230,	1 KW	, BLACK OLDIES	SBN, SMN,	\$ 70.00 (Roslin)	
KGIL,	1260,	5 KW (DA-2)	, TALK	APR, TALKNT,	\$ 60.00 (HNWH)	Buckley (SAN FERNANDO)
KIEV,	870,	10 KW/1 KW (DA-2)	, TALK	,	\$ 55.00 (---)	(GLENDALE)

KLAC,	570,	5 KW (DA-N)	, COUNTRY	ABC D,	\$ 115.00 (Eastman)	Malrite
KMPC,	710,	50 KW/10 KW (DA-N)	, NOSTALGIA/MOR	,	\$ 220.00 (Durpetti)	Golden West
KNX,	1070,	50 KW	, NEWS	CBS,	\$ 340.00 (CBS)	CBS
KRLA,	1110,	50 KW/10 KW (DA-2)	, OLDIES	,	\$ 80.00 (MMR)	Greater Media
KSKQ,	1540,	50 KW/10 KW (DA-2)	, HISPANIC	,	\$ 100.00 (SBS)	SBS
KTNQ,	1020,	50 KW (DA-2)	, HISPANIC	,	\$ 155.00 (Caballero)	Heftel
KWKW,	1330,	5 KW (DA-N)	, HISPANIC	,	\$ 100.00 (Lotus)	Lotus

FM STATIONS

KACE,	103.9,	1.6 KW @ 390,	BLACK	APR, UNIULT,	\$ 80.00 (K & P)	All Pro (INGLEWOOD)
KBIG,	104.3,	105 KW @ 2890,	AC	,	\$ 300.00 (CBS)	Bonneville
KFSG,	96.3,	54 KW @ 480,	RELIGION	APR,	\$ 25.00 (---)	
KIIS,	102.7,	8 KW @ 2960,	CHR	,	\$ 520.00 (McGuild)	Gannett
KJLH,	102.3,	2.2 KW @ 338,	BLACK	,	\$ 110.00 (Roslin)	(COMPTON)
KKBT,	92.3,	43 KW @ 2910,	URBAN	,	\$ 160.00 (McGuild)	Evergreen
KKGO,	105.1,	18 KW @ 2887,	CLASSICAL	APR,	\$ 125.00 (CMBS)	
KLIT,	101.9,	2.4 KW @ 2848,	SOFT AC	,	\$ 100.00 (durpetti)	Golden West (GLENDALE)
KLOS,	95.5,	63 KW @ 3129,	AOR	,	\$ 400.00 (Katz)	Cap Cities/ABC
KLSX,	97.1,	21 KW @ 3002,	CLASSIC AOR	,	\$ 300.00 (MMR)	Greater Media
KLVE,	107.5,	30 KW @ 2998,	HISPANIC	,	\$ 175.00 (Caballero)	Heftel

KMAX,	107.1,	3 KW @ -44,	RELIGION/ETHNIC	,	\$ 60.00 (---)	Douglas (ARCADIA)
KNAC,	105.5,	1 KW @ 453,	AOR	CBS,	\$ 120.00 (Durpetti)	(LONG BEACH)
KODJ,	93.1,	29 KW @ 3498,	OLDIES	RADRAD,	\$ 190.00 (CBS)	CBS
KOST,	103.5,	13 KW @ 3100,	AC	,	\$ 475.00 (Christal)	
KPWR,	105.9,	72 KW @ 770,	CHR	,	\$ 430.00 (HNWH)	Ermis
KQLZ,	100.3,	5 KW @ 3004,	CHR	SOURCE,	\$ 300.00 (Eastman)	Westwood One
KROQ,	106.7,	6 KW @ 1387,	AOR	,	\$ 270.00 (Torbet)	Infinity
KRTH,	101.1,	51 KW @ 3133,	OLDIES	,	\$ 375.00 (Republic)	Beasley
KSKQ,	97.9,	79 KW @ 410,	HISPANIC	,	\$ 120.00 (SBS)	SBS
KTWV,	94.7,	58 KW @ 2831,	JAZZ/NAC	,	\$ 300.00 (Group W)	Westinghouse
KXEZ,	98.7,	75 KW @ 1180,	SOFT AC/EZ	,	\$ 250.00 (Torbet)	Viacom
KZLA,	93.9,	49 KW @ 720,	COUNTRY	,	\$ 225.00 (Eastman)	Malrite

LOUISVILLE

Arbitron Rank/Pop (12+): 49/793,200
MSA Rank/Pop: 53/968,700
Average Person Ratings: 15.7
Market TSL: 20.75 hours

Stations: 19/18
Diaries: 1200/661:1/56.5%
Sample Target: 1200
% Below Line: 0.5
% Not Listed: 11.2

1989 Revenue: \$23,600,000
HH Inc.: \$27,183
Retail \$: 7.1 Bil
Pop per Station: 44,066
#1 Biller: WHAS \$5,800,000

Table with columns: 12+ METRO, 1/4/SHARE, SPG 90, WIN 90, FAL 89, SUM 89, 4 Book Avg., 12+ TSA 1/4/CUME, 12+ METRO CUME/CUME RATING, SPG 90, SUM 89, Birch Share, Birch AQH, Birch Cume. Lists stations 1-15 with their respective ratings and shares.

12+ FM SHARE (METRO): 68.99% (763 of 1106) (SUM 89: 67.27%)

Table with columns: TEENS, 18-34, 18-49, 25-49, 25-54, 35+, 12+ AMD, 12+ MID, 12+ PMD, 12+ EVE, OVERNIGHT. Lists station performance across various age groups.

Table with columns: OTHER RATED STATIONS, METRO SHARE/RTG/AQH/CUME, TSA, TSA CUME. Lists stations like WFIA, WLLV, WLSY-F, WJMT, WLW with their ratings and shares.

RADIO STATIONS

Table listing radio stations, power (KW), frequency, and service details. Includes stations like WAVG, WDJX, WHAS, WLOU, WWKY, WXVW, WAMZ-F, WDJX-F, WGZB-F, WLSY-F, WQMF-F, WRKA-F, WVEZ-F, WZKS-F.

Miscellaneous: WXLN-F changes to WZKS-F and from Religious to CHR (July)

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 76/486,900
 MSA Rank/Pop: 122/393,100 (McAllen)
 ADI # 113 162/270,300 (Brownsvl)
 Average Person Ratings: 18.4
 Market TSL: 24.50 hours

Stations: 19/18
 Diaries: 906/537:1/49.4%
 Sample Target: 870
 % Below Line: 0.6
 % Not Listed: 10.4

1989 Revenue: \$12,100,000
 HH Inc.: \$17,591
 Retail \$: 3.3 Bil
 Pop per Station: 27,050
 #1 Biller: KGBT \$2,000,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. KBFM-F (CHR)	156/17.4	18.0	16.0	18.6	20.0	17.5	169/1724	1587/32.6	33.5	38.6	25.8	251	2011	KBFM-F
2. KTEX-F (C)	146/16.3	14.3	16.6	14.0	13.2	15.3	168/1491	1321/27.1	26.0	25.4	15.1	147	1149	KTEX-F
3. KGBT (SP)	128/14.3	14.6	15.2	12.4	17.2	14.1	135/1220	1116/22.9	25.2	25.8	9.8	95	1014	KGBT
4. KIWW-F (SP)	59/ 6.6	9.2	9.0	6.0	5.1	7.7	62/805	750/15.4	22.3	15.0	4.8	47	721	KIWW-F
KELT-F (AC)	59/ 6.6	4.9	6.2	6.1	6.4	5.9	61/922	878/18.0	14.9	17.4	9.1	88	893	KELT-F
6. KVLV-F (EZ)	49/ 5.5	4.4	5.0	3.9	5.4	4.7	49/660	639/13.1	10.5	9.2	5.8	56	728	KVLV-F
7. KQXX-F (SP)	39/ 4.4	6.6	4.8	5.5	4.0	5.3	43/541	493/10.1	14.0	8.4	3.3	32	328	KQXX-F
8. KIRT (SP)	28/ 3.1	2.4	2.7	2.3	3.5	2.6	31/425	391/ 8.0	6.5	8.5	1.5	15	324	KIRT
9. KBOR (SP)	24/ 2.7	2.9	0.9	4.0	2.0	2.6	26/314	305/ 6.3	8.7	0.0	1.9	18	256	KBOR
10. KRIX-F (AOR)	23/ 2.6	2.7	2.5	3.1	4.1	2.7	23/422	422/ 8.7	7.6	12.3	3.6	35	660	KRIX-F
11. KURV (N/T)	22/ 2.5	1.5	2.3	1.3	1.2	1.9	23/367	353/ 7.2	4.3	3.9	1.4	14	244	KURV
12. KITM-F (SP)	17/ 1.9	2.6	1.6	2.5	2.2	2.2	17/256	256/ 5.3	5.8	5.4	1.9	18	216	KITM-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 71.20% (571 of 802) (SUM 89: 69.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBFM-F	1 KBFM-F	1 KTEX-F	1 KTEX-F>	1 KTEX-F>	1 KGBT >	1 KTEX-F<	1 KTEX-F	1 KBFM-F<	1 KBFM-F>	1 KGBT >
2	2 KTEX-F>	2 KBFM-F>	2 KBFM-F	2 KBFM-F<	2 KTEX-F>>	2 KGBT <	2 KBFM-F	2 KTEX-F	2 KGBT <	2 KTEL-F
3	3 KELT-F>	3 KGBT	3 KGBT	3 KGBT >	3 KVLV-F	3 KBFM-F>>	3 KGBT >	3 KGBT >>	3 KTEX-F	3 KTEX-F
4	4 KIWW-F	KELT-F	4 KIWW-F	4 KIWW-F	4 KIWW-F	4 KELT-F	4 KELT-F	4 KELT-F	4 KQXX-F>	KBFM-F
5	5	5 KIWW-F	5 KELT-F<	5 KELT-F<	5 KBFM-F	5 KIWW-F	5 KIWW-F<	5 KVLV-F	5 KELT-F	5
6	6	6 KVLV-F	6 KVLV-F	6 KVLV-F	6 KQXX-F	6 KIRT	6 KVLV-F	6 KIWW-F	6 KIWW-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBFM-F	1 KBFM-F	1 KBFM-F<	1 KTEX-F	1 KTEX-F>	1 KBFM-F>	1 KBFM-F	1 KTEX-F	1 KTEX-F	1 KTEX-F
2 KTEX-F>>	2 KTEX-F>	2 KTEX-F>	2 KBFM-F>>	2 KBFM-F>	2 KRIX-F	2 KTEX-F	2 KELT-F	2 KBFM-F	2 KGBT >
3 KELT-F>>	3 KELT-F>	3 KELT-F>	3 KELT-F	3 KGBT	3 KTEX-F>	3 KELT-F>	3 KBFM-F>	3 KGBT	3 KVLV-F<
4	4 KIWW-F	4 KIWW-F	4 KIWW-F	4 KIWW-F	4 KELT-F	4 KRIX-F	4 KIWW-F	4 KVLV-F<	4 KBFM-F
5	5	5	5 KGBT	5 KELT-F	5 KGBT	5 KIWW-F	5 KVLV-F	5 KELT-F	5 KELT-F
6	6	6	6	6 KVLV-F	6	6 KVLV-F	6	6 KIWW-F	6 KIWW-F
						7 KGBT		7 KRIX-F	

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KBOR-F	106.3	Mercedes	0.9/3.7/	10/ 219
KJAV-F	104.9	Alamo/McAllen	0.9/2.2/	12/ 117
KRGE	1290	Weslaco	1.3/3.4/	12/ 171
KVJY	840	Pharr	1.0/2.5/	9/ 134
XEMS	1490	Matamoros	0.6/1.3/	5/ 62

RADIO STATIONS

KBOR, 1600,	1 KW (DA-1)	, HISPANIC	, \$ 20.00 (Caballero)
KGBT, 1530,	50 KW/10 KW (DA-N)	, HISPANIC	, \$ 45.00 (Katz Hisp)
KIRT, 1580,	1 KW/300 W	, HISPANIC	, \$ 16.00 (Caballero)
KURV, 710,	1 KW (DA-1)	, TALK	ABC T, CNN, \$ 11.00 (---)
KBFM-F, 104.1,	100 KW @ 998,	CHR	ABC F, \$ 45.00 (Republic)
KBOR-F, 106.2,	.5 KW @ 633,	SEE KBOR-A	
KELT-F, 94.5,	100 KW @ 1158,	AC	, \$ 30.00 (Katz)
KITM-F, 105.3,	3 KW @ 285,	HISPANIC	, \$ 15.00 (---)
KIWW-F, 96.1,	100 KW @ 987,	HISPANIC	, \$ 31.00 (Katz Hisp)
KQXX-F, 98.5,	100 KW @ 1202,	HISPANIC	, \$ 24.00 (Caballero)
KRIX-F, 99.5,	100 KW @ 1037,	AOR	ABC R, \$ 23.00 (Torbet)
KTEX-F, 100.3,	100 KW @ 1125,	COUNTRY	ABC E, \$ 36.00 (Christal)
KJAV-F, 104.9,	3 KW @ 260,	HISPANIC	, \$ 11.00 (---)
KVLV-F, 107.9,	100 KW @ 490,	OLDIES	, \$ 23.00 (Torbet)

Miscellaneous: KIRN changes to KVJY (September) . . . KTXF-F changes to KTEX-F (September)

MEMPHIS

Arbitron Rank/Pop (12+): 42/890,800
 MSA Rank/Pop: 50/988,000
 Average Person Ratings: 16.8
 Market TSL: 22.75 hours

Stations: 19/19
 Diaries: 1216/733:1/50.0%
 Sample Target: 1170
 % Below Line: 0.0
 % Not Listed: 7.8

1989 Revenue: \$27,200,000
 HH Inc.: \$23,401
 Retail \$: 7.2 Bil
 Pop per Station: 46,884
 #1 Biller: WGKX-F \$5,600,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WHRK-F (B)	192/12.8	12.4	13.3	16.2	14.3	13.7	223/2579	2097/23.5	22.4	24.8	15.8	228	2687	WHRK-F
2. WGKX-F (C)	153/10.2	10.9	12.0	10.9	9.9	11.0	212/2637	1637/18.4	22.1	18.8	10.1	145	1450	WGKX-F
3. WEGR-F (AOR)	140/ 9.4	8.1	8.4	8.6	8.8	8.6	166/1874	1343/15.1	14.0	15.8	13.2	190	1697	WEGR-F
WDIA (B)	140/ 9.4	9.2	9.6	11.2	9.5	9.9	172/2090	1790/20.1	19.2	19.2	9.7	139	1704	WDIA
5. WMC -F (CHR)	130/ 8.7	8.1	7.5	8.2	6.8	8.1	152/2494	1974/22.2	22.7	19.9	7.4	106	1846	WMC -F
6. WRVR-F (AC)	127/ 8.5	8.7	9.3	7.4	6.4	8.5	168/2324	1838/20.6	19.7	17.5	8.6	124	1571	WRVR-F
7. WLOK (GOSP)	82/ 5.5	4.5	5.6	4.4	4.6	5.0	82/1089	1057/11.9	9.7	10.3	4.2	61	674	WLOK
8. KHUL-F (B)	77/ 5.1	6.8	3.8	4.1	6.0	4.9	87/1705	1396/15.7	17.6	17.4	8.8	126	1907	KHUL-F
9. KPYR-F (O)	61/ 4.1	4.0	3.4	5.2	4.4	4.2	89/1645	1150/12.9	12.5	14.6	5.4	78	1642	KPYR-F
10. WMC (N/T)	59/ 3.9	2.9	3.3	4.8	3.9	3.7	66/825	705/ 7.9	8.0	10.2	3.0	43	712	WMC
WEZI-F (EZ)	59/ 3.9	4.6	4.0	3.1	6.5	3.9	59/831	759/ 8.5	10.0	11.6	2.1	30	521	WEZI-F
12. KWAM (REL)	37/ 2.5	1.7	0.8	1.0	0.6	1.5	40/472	392/ 4.4	3.8	3.3	1.6	23	265	KWAM
13. WXSS (B)	26/ 1.7	1.3	1.2	0.8	0.9	1.3	26/284	284/ 3.2	3.6	2.9	0.3	4	98	WXSS
14. WREC (BB)	25/ 1.7	2.4	2.5	2.1	1.7	2.2	28/652	547/ 6.1	6.1	5.7	1.3	18	280	WREC
15.														

12+ FM SHARE (METRO): 70.27% (969 of 1379) (SUM 89: 72.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHRK-F>>	1 WEGR-F	1 WHRK-F<	1 WRVR-F	1 WRVR-F	1 WGKX-F	1 WGKX-F<	1 WRVR-F<	1 WGKX-F	1 WHRK-F>>	1 WHRK-F
2 KPYR-F	2 WHRK-F>	2 WEGR-F	2 WDIA	2 WGKX-F	2 WDIA	2 WHRK-F<	2 WEGR-F<	2 WDIA	2 WGKX-F	2 WGKX-F
3 WMC -F	3 WMC -F>	3 WRVR-F	3 WHRK-F<	3 WDIA	3 WRVR-F	3 WDIA <	3 WHRK-F	3 WHRK-F	3 WHRK-F	3 WHRK-F
4 KHUL-F	4 WGKX-F	4 WMC -F	4 WMC -F	4 WHRK-F<	4 WLOK	4 WEGR-F	4 WGKX-F<	4 WRVR-F<	4 WMC -F<	4 KHUL-F
5	5 KHUL-F	5 WDIA	5 WGKX-F	5 WEGR-F<	5 WMC	5 WMC -F	5 WMC -F	5 WMC -F	5 WGKX-F	5 WRVR-F
6	6 WDIA <	6 WGKX-F>	6 WEGR-F	6 WMC -F	6 WEZI-F	6 WRVR-F	6 WDIA	6 WDIA	6 WEGR-F	6
7	7 WRVR-F	7 KHUL-F	7	7	7	7 WLOK	7	7 WLOK	7 KPYR-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 WHRK-F>>	1 WHRK-F>	1 WMC -F	1 WHRK-F	1 WRVR-F	1 WEGR-F>>	1 WEGR-F>>	1 WEGR-F>	1 WEGR-F>	1 WGKX-F<
2 WEGR-F	2 WMC -F	2 WHRK-F	2 WMC -F	WDIA	2 WHRK-F>>	2 WHRK-F>	2 WHRK-F	2 WHRK-F	2 WRVR-F<
3 KPYR-F	3 WEGR-F	3 WDIA	3 WDIA <	3 WMC -F	3 WMC -F	3 WGKX-F<	3 WGKX-F	3 WRVR-F	3 WEGR-F>
4 WMC -F	4 WDIA	4 WRVR-F	4 WRVR-F>	4 WHRK-F<	4 WGKX-F>	4 WMC -F>	4 WMC -F	4 WMC -F	4 WHRK-F
5	5 KHUL-F	5 WEGR-F	5 WEGR-F	5 WGKX-F>	5 KPYR-F	5 WRVR-F	5 WRVR-F>	5 WMC -F	5 WDIA
6	6 WRVR-F	6 WGKX-F	6 WGKX-F	6 WLOK	6 KHUL-F>>	6 KHUL-F	6 KHUL-F	6 WDIA	6 WMC -F
7	7 KPYR-F<	7 KHUL-F	7 KHUL-F	7 WEGR-F<	7	7	7 KHUL-F	7	7
	8 WGKX-F>>			8 KHUL-F					

OTHER RATED STATIONS	METRO SHARE	CUME/RTG/AQH	TSA/CUME
KFTH-F 107.1	Marion/Memphis	1.5/4.3/ 23/	387
KHLS-F 96.3	Blytheville	0.5/1.4/ 9/	207
WCRV 640	Collierville	1.1/2.5/ 28/	384
WNWZ 1430	Germantown/Mmph	0.4/2.3/ 6/	201
WODZ 680	Memphis	1.2/5.3/ 31/	786

SALES SERVICES

KWAM, 990, 10 KW/450 W (DA-2), GOSPEL	, \$ 20.00 (Durpetti)	Rivers
WDIA, 1070, 50 KW/5 KW (DA-2), BLACK	APR, SBN, \$ 39.00 (McGuild)	Ragan Henry
WHBQ, 560, 5 KW/1 KW (DA-2), OLDIES	ABC D, APR, \$ 20.00 (Republic)	
WLOK, 1340, 1 KW (DA-1), GOSPEL	NBN, SBN, \$ 24.00 (K & P)	
WMC, 790, 5 KW (DA-N), TALK	ABC I, NBC, \$ 35.00 (Banner)	Scripps-Howard
WREC, 600, 5 KW (DA-N), NOSTALGIA	CBS, \$ 30.00 (McGuild)	New Market
WXSS, 1030, 50 KW/ 1 KW (DA-2), BLACK/GOSPEL	SMN, NBN, \$ 20.00 (---)	Willis
KHUL-F, 101.1, 100 KW @ 450, BLACK	ABC F, \$ 37.00 (Durpetti)	Rivers
KPYR-F, 98.1, 100 KW @ 682, OLDIES	ABC R, ABC C, \$ 33.00 (Christal)	Diamond (OSCEOLA, AR)
WEGR-F, 102.7, 100 KW @ 900, AOR	UNIPWR, \$ 57.00 (McGuild)	New Market
WEZI-F, 94.3, 3 KW @ 300, EZ	UNISUP, UNIPWR, \$ 35.00 (Eastman)	Ardman
WGKX-F, 105.9, 100 KW @ 984, COUNTRY	, \$ 105.00 (Katz)	Barnstable
WHRK-F, 97.1, 100 KW @ 531, BLACK	NBC, \$ 75.00 (McGuild)	Ragan Henry
WMC-F, 99.7, 300 KW @ 908, CHR	SOURCE, \$ 96.00 (Banner)	Scripps-Howard
WRVR-F, 104.5, 100 KW @ 750, AC	, \$ 100.00 (MMR)	Keymarket

Miscellaneous: KMPZ-F changes to KPYR-F (August)

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,696,300

Stations: 38/34
Diaries: 2499/1079:1/47.3%
Sample Target: 2510
% Below Line: 2.2
% Not Listed: 7.4

1989 Revenue: \$112,400,000
HH Inc.: \$27,695
Retail \$: 41.6 Bil
Pop per Station: 79,302
#1 Biller: WMXJ-F \$10,300,000

MSA Rank/Pop: 26/1,827,900 (Miami)
ADI # 16 42/1,197,800 (Ft. Laudrdl)
Average Person Ratings: 20.3
Market TSL: 26.75 hours

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WLYF-F (EZ)	372/ 6.8	6.9	8.2	7.7	7.4	7.4	391/3890	3543/13.1	14.5	15.2	5.7	261	2748	WLYF-F
2. WEDR-F (B)	301/ 5.5	5.0	2.6	2.7	2.7	4.0	342/3145	2689/10.0	8.4	5.7	5.8	267	2651	WEDR-F
3. WHQT-F (U/B)	300/ 5.5	7.1	8.2	8.0	8.3	7.2	348/3842	3290/12.2	14.6	14.2	7.9	363	4426	WHQT-F
4. WIOD (N/T)	288/ 5.3	3.3	3.8	5.2	5.1	4.4	310/3583	3224/12.0	9.9	12.7	3.9	181	2242	WIOD
5. WAQI (SP)	273/ 5.0	6.5	4.9	3.5	3.5	5.0	283/1979	1912/ 7.1	8.6	6.3	4.2	193	1622	WAQI
6. WPOW-F (CHR)	264/ 4.8	5.3	4.7	5.1	4.4	5.0	285/3867	3393/12.6	13.6	11.7	7.7	351	4409	WPOW-F
7. WXDJ-F (SP)	220/ 4.0	3.6	2.0	2.5	1.7	3.0	220/1989	1970/ 7.3	6.8	5.3	2.7	123	1154	WXDJ-F
8. WFLC-F (AOR)	217/ 4.0	2.0	2.0	2.1	2.9	2.5	230/3568	3231/12.0	8.9	10.6	5.3	243	2687	WFLC-F
9. WJQY-F (SAC)	210/ 3.8	3.9	4.5	4.4	3.4	4.2	227/2948	2717/10.1	10.2	8.7	3.4	157	1761	WJQY-F
10. WHYI-F (CHR)	209/ 3.8	4.0	4.2	3.6	3.8	3.9	239/4308	3745/13.9	13.9	14.3	4.7	216	3405	WHYI-F
11. WQBA (SP)	200/ 3.7	4.2	3.7	4.0	5.0	3.9	200/1717	1710/ 6.3	6.3	7.5	2.7	125	1345	WQBA
12. WKIS-F (C)	196/ 3.6	3.7	4.6	4.1	3.3	4.0	217/2853	2428/ 9.0	9.1	8.6	3.3	149	1860	WKIS-F
13. WCMQ-F (SP)	193/ 3.5	3.3	4.1	3.7	4.0	3.7	193/2045	2031/ 7.5	8.3	8.7	2.7	124	1502	WCMQ-F
14. WSHE-F (AOR)	181/ 3.3	2.9	2.2	2.5	2.9	2.7	212/2987	2421/ 9.0	8.0	10.0	5.3	242	2686	WSHE-F
15. WMXJ-F (O)	172/ 3.1	3.4	4.5	4.8	4.1	4.0	199/3002	2500/ 9.3	10.3	11.9	3.4	157	2291	WMXJ-F
16. WINZ (N/T)	156/ 2.8	3.3	3.4	2.9	3.0	3.1	159/2732	2573/ 9.5	10.1	9.2	2.4	109	1610	WINZ
17. WTMI-F (CL)	153/ 2.8	2.3	2.3	3.1	2.3	2.6	168/2216	1895/ 7.0	7.9	6.9	2.0	92	1280	WTMI-F
18. WNWS (T)	152/ 2.8	2.6	2.2	2.9	3.6	2.6	160/2101	1928/ 7.2	6.7	8.6	2.1	98	918	WNWS
19. WAXY-F (AC)	140/ 2.6	3.0	3.1	3.4	2.8	3.0	152/2988	2632/ 9.8	10.9	10.0	3.0	137	2569	WAXY-F
20. WZTA-F (CL AOR)	137/ 2.5	2.2	2.3	1.7	2.5	2.2	171/2174	1804/ 6.7	5.9	7.7	3.7	28	411	WZTA-F
21. WLVE-F (AC)	132/ 2.4	2.5	2.9	2.5	3.0	2.6	146/2224	2015/ 7.5	9.2	9.8	2.5	115	1791	WLVE-F
22. WQBA-F (SP)	88/ 1.6	1.8	2.8	2.6	2.6	2.2	98/1647	1473/ 5.5	5.4	7.1	1.3	60	1067	WQBA-F
23.														
24.														
25.														

12+ FM SHARE (METRO): 70.95% (3595 of 5067) (SUM 89: 69.36%)

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

OTHER RATED STATIONS METRO CUME TSA TSA
SHARE/RTG/AQH/CUME

WAVS	1170	Davie/Miami	0.5/1.5/ 29/ 415
WCMQ	1210	Miami	1.0/2.2/ 58/ 619
WEXY	1520	Wilton Mnrs/FtL	0.3/0.7/ 23/ 215
WFTL	1400	Ft.Lauderdale	1.1/2.6/ 60/ 738
WKAT	1360	North Miami	0.5/1.1/ 26/ 297
WMBM	1490	Miami Beach	1.1/2.1/ 59/ 588
WQAM	560	Miami/Ft. Ldrdl	0.8/3.6/ 44/1036
WRFM	830	Hialeah	0.4/0.6/ 20/ 170
WRHC	1550	Coral Gables/Mi	0.3/1.3/ 17/ 338
WRTO-F	98.3	Goulds/Miami	0.4/1.7/ 24/ 454
WVCG	1080	Coral Gables	0.3/1.4/ 15/ 380
WVFE	670	Miami	0.5/1.6/ 29/ 466
WEAT	850	West Palm Beach	0.1/0.6/ 22/ 428
WEAT-F	104.3	West Palm Beach	1.2/3.5/241/2524
WJNO	1230	West Palm Beach	0.5/1.3/140/1542
WRMF-F	97.9	West Palm Beach	0.3/2.2/144/1847

AM STATIONS

AM STATIONS

WAQI,	710,	50 KW/25 KW (DA-2) ,	Hispanic		\$ 68.00	(Katz Hisp.)	
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)	
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)	
WNWS,	790,	25 KW	Talk/News	ABC I,	\$ 70.00	(Banner)	Jeff-Pilot
WOCN,	1450,	1 KW (DA-2)	Hispanic		\$ 35.00	(Lotus)	
WQAM,	560,	5 KW/1 KW	Country	NBC UNISUP,	\$ 33.00	(HNWH)	Sunshine Wireless
WQBA,	1140,	50 KW/10 KW (DA-2)	Hispanic Full Service		\$130.00	(Katz Hisp.)	Tichenor
WRHC,	1150,	10 KW/500 W (DA-2)	Hispanic		\$ 43.00	(---)	Omar Valliant
WSUA,	1290,	5 KW (DA-2)	Hispanic		\$ 38.00	(Caballero)	
WVCG,	1080,	50 KW/10 KW (DA-2)	Religion/Ethnic		\$ 30.00	(---)	Evergreen

FM STATIONS

WAXY,	105.9,	100 KW @ 1020	AC/Oldies		\$109.00	(Republic)	Ackerly
WCMQ,	92.3,	31 KW @ 620	Hispanic/Soft AC		\$ 75.00	(SBS)	SBS
WEDR,	99.1,	70 KW @ 165	Black	RADRAD,	\$ 68.00	(---)	Rivers
WFLC,	97.3,	98 KW @ 800	AC		\$ 75.00	(Christal)	Cox
WHQT,	105.1,	100 KW @ 1006	Urban/CHR		\$135.00	(MMR)	EZ
WHYI,	100.7,	100 KW @ 1006	CHR		\$125.00	(Mc-Guild)	Metroplex
WJQY,	106.7,	100 KW @ 984	Soft AC	UNISUP,	\$140.00	(Katz)	Tak
WKIS,	99.9,	100 KW @ 984	Country	UNIPWR,	\$ 96.00	(HNWH)	Sunshine Wireless
WLVE,	93.9,	96 KW @ 1006	AC/Jaz/NAC		\$138.00	(Torbet)	Gilmore
WLYF,	101.5,	100 KW @ 810	EZ		\$104.00	(Banner)	Jeff-Pilot
WPOW,	96.5,	100 KW @ 1006	CHR	SOURCE,	\$178.00	(HNWH)	Beasley
WQBA,	107.5,	96 KW @ 1006	Hispanic AC		\$ 85.00	(Katz Hisp.)	Tichenor
WSHE,	103.5,	100 KW @ 1006	AOR		\$ 92.00	(Eastman)	TK
WTMI,	93.1,	96 KW @ 1006	Classical		\$ 83.00	(CMBS)	Marlin
WXDJ,	95.7,	100 KW @ 980	??		\$ 57.00	(CBS)	
WZTA,	94.9,	96 KW @ 1006	Classic AOR		\$ 70.00	(Katz)	Guy Gannett

MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,301,100
 MSA Rank/Pop: 32/1,404,000
 Average Person Ratings: 17.3
 Market TSL: 22.75 hours

Stations: 28/22
 Diaries: 1496/870:1/59.0%
 Sample Target: 1420
 % Below Line: 2.8
 % Not Listed: 7.9

1989 Revenue: \$43,100,000
 HH Inc.: \$31,752
 Retail \$: 10.9 Bil
 Pop per Station: 59,140
 #1 Biller: WTMJ \$8,600,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ 1/4/CUME	TSA	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WTMJ (MOR)	255/11.4	11.6	9.5	10.5	12.1	10.8	305/4251		3471/26.7	28.2	27.9	9.3	241	3142	WTMJ
2. WLUM-F (U/CHR)	210/ 9.3	7.1	6.3	8.1	7.9	7.7	213/3082		2853/21.9	20.7	18.5	13.5	350	3184	WLUM-F
3. WKTI-F (CHR)	193/ 8.6	8.9	9.5	9.3	9.8	9.1	215/3862		3249/25.0	28.7	30.1	7.8	202	3772	WKTI-F
4. WKLH-F (CL AOR)	168/ 7.5	7.0	7.9	5.8	8.2	7.1	202/2578		2197/16.9	16.8	17.7	8.2	213	2358	WKLH-F
5. WOKY (BB)	154/ 6.9	7.6	9.3	6.6	5.4	7.6	165/1739		1605/12.3	14.8	11.5	5.6	144	1551	WOKY
6. WMIL-F (C)	145/ 6.5	7.2	6.9	5.4	5.2	6.5	181/2513		1930/14.8	14.6	12.3	6.2	161	1493	WMIL-F
7. WLZR-AF (AOR)	104/ 4.6	5.2	5.2	5.6	6.4	5.1	123/2196		1879/14.4	14.8	16.4	5.9	152	2094	WLZR-AF
8. WZTR-F (O)	93/ 4.1	3.8	3.9	4.3	4.1	4.0	114/2006		1619/12.4	12.5	11.5	5.1	132	1481	WZTR-F
9. WLTQ-F (SAC)	93/ 4.1	4.5	4.0	3.8	4.8	4.1	105/1535		1372/10.5	11.8	12.3	3.6	92	1090	WLTQ-F
10. WEZW-F (EZ)	92/ 4.1	3.5	4.2	6.3	6.2	4.5	100/1370		1252/ 9.6	10.7	12.7	1.9	49	643	WEZW-F
11. WMYX-F (AC)	74/ 3.3	4.2	3.5	4.9	3.6	4.0	94/1656		1409/10.8	11.8	11.6	3.3	86	1453	WMYX-F
12. WQFM-F (AOR)	71/ 3.2	4.2	3.2	3.8	3.6	3.6	114/2284		1742/13.4	14.6	14.3	5.1	132	2188	WQFM-F
13. WISN (T)	65/ 2.9	3.1	3.1	3.7	3.6	3.2	77/1459		1266/ 9.7	9.1	10.3	3.2	83	1412	WISN
14. WFMR-F (CL)	59/ 2.6	2.3	2.2	2.2	2.2	2.3	59/770		750/ 5.8	6.2	5.0	1.7	43	868	WFMR-F
15. WBZN-F (J/NA)	47/ 2.1	1.8	2.1	2.5	1.5	2.1	53/958		881/ 6.8	5.7	5.8	2.5	64	683	WBZN-F
16. WNOV (B)	46/ 2.0	1.6	1.4	1.2	2.1	1.5	46/597		597/ 4.6	4.4	3.7	2.0	52	883	WNOV
17. WMVP (B)	39/ 1.7	2.1	1.8	1.7	0.9	1.8	39/489		489/ 3.8	5.2	2.2	2.1	54	578	WMVP
18. WEMP (O)	38/ 1.7	1.2	1.7	2.1	1.5	1.7	41/877		768/ 5.9	4.7	4.7	0.9	23	438	WEMP
19.															
20.															

12+ FM SHARE (METRO): 67.13% (1389 of 2069) (SUM 89: 68.69%)

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

OTHER RATED STATIONS	METRO SHARE	CUME	TSA	TSA
		RTG/AQH/CUME		
WRJN	1400	Racine	1.0/2.2/ 24/	310
WBBM	780	Chicago	0.7/2.6/ 26/	625
WGN	720	Chicago	0.6/3.0/ 40/	786
WLUP	1000	Chicago	0.8/1.8/ 21/	293
WMAQ	670	Chicago	0.4/2.0/ 10/	415
WNIB-F	97.1	Chicago	0.1/0.4/ 6/	95
WNIZ-F	96.9	Zion	0.3/0.3/ 7/	56

RADIO STATIONS

AM STATIONS

WEMP, 1250, 5 KW (DA-2)	, OLDIES	UNISUP, CBS , \$ 37.00 (Banner)	Heritage
WISN, 1130, 50 KW/10 KW (DA-N)	, TALK	ABC I, MBS , \$ 54.00 (Katz)	Hearst
WMVP, 1290, 5 KW (DA-2)	, BLACK	SMN, RADRAD , \$ 24.00 (K & P)	All Pro
WNOV, 860, 250 W (DAYS, DA)	, BLACK/GOSP.	NBN , \$ 20.00 (---)	
WOKY, 920, 5 KW/1 KW (DA-2)	, NOSTALGIA	MBS , \$ 50.00 (CBS)	Sundance
WTMJ, 620, 5 KW (DA-N)	, MOR/FULL SER.	NBC , \$ 128.00 (Christal)	Journal Co.

FM STATIONS

WBZN, 100.7, 50 KW @ 500, JAZZ/NAC	UNIPWR , \$ 40.00 (Eastman)	(RACINE)
WEZW, 103.7, 20 KW @ 840, EZ/SOFT AC	, \$ 60.00 (MMR)	Multimedia
WFMR, 98.3, 3 KW @ 328, CLASSICAL	, \$ 41.00 (CMBS)	(MENOMONEE FALLS)
WKLH, 96.5, 20 KW @ 807, CLASSIC AOR	, \$ 115.00 (McGuild)	Saga
WRTI, 94.5, 16 KW @ 911, CHR	SOURCE , \$ 110.00 (Christal)	Journal Co.
WLTQ, 97.3, 16 KW @ 911, SOFT AC	ABC E , \$ 54.00 (Katz)	Hearst
WLUM, 102.1, 20 KW @ 817, CHR/URBAN	RADRAD, UNPWR , \$ 71.00 (K & P)	All Pro
WLZR, 102.9, 50 KW @ 428, AOR	ABC F , \$ 65.00 (Republic)	Great American
WMIL, 106.1, 13 KW @ 976, COUNTRY	UNIULT , \$ 78.00 (CBS)	Sundance
WMYX, 99.1, 50 KW @ 448, AC	CBS , \$ 58.00 (Banner)	Heritage
WQFM, 93.3, 13 KW @ 990, AOR	ABC R , \$ 54.00 (MMR)	Shamrock-Lynett
WZTR, 95.7, 34 KW @ 610, OLDIES	, \$ 50.00 (Durpetti)	Mystar

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***** 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   N   - News                          *
*     black - over 60%)                  O   - Oldies (1955 to near 1988)     *
* BB  - Big Band, Nostalgia              R   - Religion, Christian           *
* C   - Country                          SAC  - Soft Adult Contemporary       *
* CHR - Contemporary Hit Radio, Top 40,  SP  - Hispanic/Spanish              *
*     Contemporary                       T   - Talk                          *
* CL  - Classical                        U   - Urban (majority of audience is  *
* CL AOR - Classic AOR, Classic Rock     white)                              *
* E   - Ethnic                           ?   - Others or Unknown            *
* EZ  - EZ Listening, Beautiful Music,    *
*     Some Very soft AC                  *
* G   - Gospel                            *
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MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 18/1,978,600
 MSA Rank/Pop: 14/2,414,000
 Average Person Ratings: 16.6
 Market TSL: 21.75 hours

Stations: 18/17
 Diaries: 1757/1126:1/57.5%
 Sample Target: 1720
 % Below Line: 0.4
 % Not Listed: 14.6

1989 Revenue: \$74,000,000
 HH Inc.: \$35,952
 Retail \$: 19.1 Bil
 Pop per Station: 116,388
 #1 Biller: WCCO \$21,500,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WCCO (MOR)	553/16.9	16.3	16.8	18.4	17.9	17.1	807/10606	7635/38.6	35.0	38.2	14.1	512	6271	WCCO
2. KQRS-AF (AOR)	357/10.9	10.3	8.2	9.1	9.9	9.6	426/5505	4766/24.1	23.8	22.2	11.6	411	6048	KQRS-AF
3. WLTE-F (SAC)	245/ 7.5	8.1	8.8	6.9	7.3	7.8	300/4488	3679/18.6	19.5	19.1	6.3	229	3340	WLTE-F
4. KEYE-F (C)	235/ 7.2	9.3	8.4	8.0	6.0	8.2	290/4016	3367/17.0	16.3	12.7	9.3	337	3215	KEYE-F
5. KDWB-F (CHR)	230/ 7.0	7.5	8.2	7.4	6.6	7.5	286/5656	4657/23.5	24.6	22.8	9.8	355	5349	KDWB-F
6. WLOL-F (CHR)	228/ 7.0	5.9	5.2	6.1	5.8	6.1	256/5084	4305/21.8	22.4	22.6	8.1	293	5358	WLOL-F
7. KSTP-F (AC)	214/ 6.5	5.4	7.6	8.1	6.5	6.9	259/4337	3421/17.3	15.5	17.5	5.3	192	2803	KSTP-F
8. KLXK-F (O)	163/ 5.0	5.7	2.0	2.8	4.3	3.9	193/3475	3173/16.0	14.6	13.6	6.9	249	3075	KLXK-F
9. KQQL-F (O)	143/ 4.4	5.5	3.8	3.8	3.8	4.4	200/3306	2512/12.7	14.3	11.8	4.0	145	1882	KQQL-F
10. KTCZ-F (AOR)	115/ 3.5	3.3	4.4	4.6	4.0	4.0	117/2027	1926/ 9.7	10.4	10.4	2.9	107	2243	KTCZ-F
11. KLBB (BB)	83/ 2.5	2.2	1.6	1.8	2.1	2.0	83/1081	1081/ 5.5	5.2	5.1	1.5	53	848	KLBB
12. KSTP (N/T)	75/ 2.3	2.6	2.8	2.7	3.1	2.6	89/1769	1593/ 8.1	8.2	9.1	2.1	77	1345	KSTP
13. KJJO-F (AOR)	63/ 1.9	1.6	2.4	3.0	3.6	2.2	72/1205	1014/ 5.1	6.2	9.7	2.1	77	1668	KJJO-F
14. WMIN (BB)	48/ 1.5	0.9	0.9	0.7	0.6	1.0	62/786	717/ 3.6	2.9	2.1	0.3	12	362	WMIN
15. WDGY (N/T)	17/ 0.5	0.7	1.1	1.0	1.1	0.8	25/673	540/ 2.7	3.7	5.2	0.1	4	241	WDGY
17. KDWB (O)	17/ 0.5	0.9	0.6	0.7	0.6	0.7	20/661	571/ 2.9	4.4	3.9	0.7	24	504	KDWB
18.														
19.														
20.														

12+ FM SHARE (METRO): 71.34% (1996 of 2798) (SUM 89: 67.23%)

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 WCCO	1 WCCO >>	1 WCCO >>	1 KQRS-AF	1 WCCO	1 WCCO >	1 WCCO >>
2 WLOL-F>>	2 KLXK-F	2 WCCO	2 WCCO	2 KQRS-AF	2 WLTE-F	2 KQRS-AF>	2 WCCO	2 KQRS-AF	2 KQRS-AF	2 KEYE-F<
3	3 WLOL-F	3 WLTE-F	3 KSTP-F	3 WLTE-F	3 KEYE-F<	3 KSTP-F	3 WLTE-F	3 WLTE-F<	3 WLOL-F<	3 WLTE-F>>
4	4 KEYE-F	4 KSTP-F	4 WLTE-F	4 KSTP-F	4 KSTP-F>	4 WLTE-F	4 KEYE-F	4 KEYE-F	4 KDWB-F	4 KSTP
5	KDWB-F	5 KLXK-F<	5 KEYE-F	5 KEYE-F	5 KLBB <	5 KEYE-F<	5 WLOL-F<	5 KDWB-F	5 KEYE-F<	KQRS-F
6	6 WLTE-F	6 KEYE-F	6 KLXK-F	6 KQQL-F	6 KQQL-F	6 KDWB-F<	6 KSTP-F<	6 KSTP-F<	6 WLTE-F>	6 WLOL-F
7	7 KSTP-F	7 WLOL-F<	7 KQQL-F<	7 KLXK-F<	7	7 WLOL-F	7 KDWB-F	7 WLOL-F	7 KLXK-F	7 KDWB-F
8	8	8 KDWB-F	8 KTCZ-F	8 KTCZ-F	8	8	8 KLXK-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 WLOL-F<	1 WLTE-F	1 WLTE-F	1 WMIN	1 WLTE-F		1 KQRS-AF>>1	KQRS-AF>>1	KQRS-AF>>1	KQRS-AF>>1	KQRS-AF
2 KDWB-F	2 KQRS-AF<	2 KSTP-F	2 KTCZ-F	2 KSTP-F		2 KLXK-F	2 KLXK-F>	2 KLXK-F>	2 WCCO	2 WCCO >
3 WLTE-F	3 WLOL-F	3 KQRS-AF	3 KSTP	3 WCCO >		3 KJJO-F	3 KEYE-F<	3 WCCO <	3 KLXK-F>	3 KLXK-F
4 KQRS-AF>	KDWB-F	4 KTCZ-F<	4 KEYE-F<	4 KEYE-F<		KDWB-F	4 WCCO	4 KEYE-F	4 KEYE-F	4 KEYE-F
5 KEYE-F	5 KSTP-F	5 KEYE-F	5 WLTE-F	5 KQRS-AF		5 WLOL-F>	5 WLOL-F	5 KSTP-F>	5 KSTP-F	5 KQQL-F
6 KLXK-F	KEYE-F>	6 KDWB-F<	6 KJJO-F	6 KTCZ-F		6 KEYE-F	KSTP-F<	6 KTCZ-F	KQQL-F	6 WLTE-F
7 KQQL-F	7 KTCZ-F<	7 WLOL-F	7 WDGY	7 KQQL-F		7 KSTP-F	7 KJJO-F	7 WLOL-F	7	7 KSTP-F
8	8 KLXK-F<	8	8 KQRS-AF<	8 WLOL-F		8	8 KDWB-F	8	8	8 KTCZ-F
9	9 KQQL-F	9	9 WCCO	KDWB-F		9	9	9	9	9

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WWJO-F 98.1 St. Cloud 0.4/1.1/ 57/ 723

AM STATIONS

KDWB, 630, 5 KW/500 W (DA-2),	OLDIES	UNISUP,UNIULT,	\$ N/A	(Christal)	Midcontinent
KLBB, 1400, 1 KW	, NOSTALGIA	CBS,	\$ 30.00	(Roslin)	
KSTP, 1500, 50 KW (DA-N)	, NEWS/JAZZ	ABC I, ABC T,	\$ 48.00	(McGuild)	Hubbard
KTCJ, 690, 500 W (DAYS)	, JAZZ	,	\$ 24.00	(Durpetti)	Parker
WAYL, 980, 5 KW (DA-1)	, EZ	,	\$ 21.00	(Durpetti)	Entercom
WCCO, 830, 50 KW	, MOR/FULL SER.	CBS,UNISUP,	\$ 310.00	(CBS)	
WDGY, 1130, 50 KW/25 KW (DA-2),	TALK	MBS,	\$ 44.00	(Katz)	Malrite

FM STATIONS

KDWB, 101.3, 50 KW @ 822, CHR			\$ 100.00	(Christal)	Midcontinent
KEYE, 102.1, 50 KW @ 822, COUNTRY			\$ 130.00	(Katz)	Malrite
KJJO, 104.1, 100 KW @ 1070, AOR			\$ 65.00	(Republic)	Park
KLXK, 93.7, 50 KW @ 822, OLDIES		UNIULT,	\$ 70.00	(Durpetti)	Entercom
KQRS, 92.5, 50 KW @ 822, AOR		ABC R,	\$ 178.00	(Katz)	Cap.Cities/ABC
KQQL, 107.9, 100 KW @ 1090, OLDIES		UNIULT,	\$ 70.00	(Republic)	Trumper
KSTP, 94.5, 95 KW @ 1220, AC			\$ 158.00	(McGuild)	Hubbard
KTCZ, 97.1, 100 KW @ 236, AOR/JAZZ			\$ 70.00	(Durpetti)	Parker
WLOL, 99.5, 50 KW @ 822, CHR			\$ 95.00	(HNWH)	Emmis
WLTE, 102.9, 100 KW @ 1304, SOFT AC			\$ 130.00	(CBS)	

NASHVILLE

Arbitron Rank/Pop (12+): 46/829,000
 MSA Rank/Pop: 49/988,800
 Average Person Ratings: 15.6
 Market TSL: 21.00 hours

Stations: 24/22
 Diaries: 1201/690:1/51.8%
 Sample Target: 1120
 % Below Line: 1.7
 % Not Listed: 10.4

1989 Revenue: \$35,400,000
 HH Inc.: \$28,279
 Retail \$: 6.2 Bil
 Pop per Station: 37,681
 #1 Biller: WSM -AF \$6,700,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WYHY-F (CHR)	155/12.0	12.5	13.4	11.6	17.3	12.4	269/3869	2167/26.1	25.9	30.1	16.7	229	2524	WYHY-F
2. WSIX-F (C)	149/11.5	12.7	10.5	12.4	8.9	11.8	188/2083	1589/19.2	20.3	17.1	9.0	124	1543	WSIX-F
3. WSM -F (C)	114/ 8.8	7.4	8.8	9.2	8.2	8.6	206/2548	1429/17.2	15.7	19.3	11.1	152	1681	WSM -F
4. WKDF-F (AOR)	109/ 8.4	9.1	8.3	7.9	9.0	8.4	243/2743	1455/17.6	18.9	17.7	12.2	168	1880	WKDF-F
5. WZEZ-F (EZ)	100/ 7.7	8.8	8.8	5.6	7.0	7.7	129/1663	1272/15.3	17.1	15.5	6.8	93	1086	WZEZ-F
6. WLAC-F (AC)	87/ 6.7	8.2	8.0	6.6	6.8	7.4	124/2164	1505/18.2	19.5	18.5	7.4	102	1600	WLAC-F
7. WQOK-F (B)	86/ 6.6	6.3	6.8	7.2	7.1	6.7	93/1193	1052/12.7	12.8	12.5	7.5	103	1256	WQOK-F
8. WGFX-F (CL AOR)	68/ 5.3	4.4	5.2	5.7	4.5	5.2	90/1790	1322/15.9	14.9	13.8	5.7	79	1052	WGFX-F
9. WRMX-F (O)	57/ 4.4	3.4	3.7	6.1	6.8	4.4	90/1326	943/11.4	9.2	12.2	3.1	43	901	WRMX-F
10. WSM (C)	45/ 3.5	3.3	3.3	3.5	4.0	3.4	71/1291	762/ 9.2	10.5	13.2	2.3	31	674	WSM
11. WLAC (N/T)	35/ 2.7	2.8	4.6	3.1	2.6	3.3	42/645	489/ 5.9	5.9	7.8	2.1	29	419	WLAC
12. WVOL (B)	32/ 2.5	2.3	1.6	3.2	1.7	2.4	34/592	518/ 6.2	6.3	4.8	1.5	21	495	WVOL
13. WAMB (BB)	30/ 2.3	1.7	0.4	0.6	1.1	1.3	33/362	293/ 3.5	3.6	3.9	0.9	13	293	WAMB
14. WRLT-F (AOR)	28/ 2.2	0.7	---	0.4	---	0.8	28/348	337/ 4.1	3.7	0.0	2.3	32	391	WRLT-F
15.														

12+ FM SHARE (METRO): 85.09% (987 of 1160) (SUM 89: 85.56%)

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

OTHER RATED STATIONS	METRO CUME	TSA	TSA
	SHARE/RTG/AQH/CUME		
WKDA 1240 Nashville	0.5/2.3/	7/	192
WMDB 880 Nashville	0.6/2.9/	8/	253
WSIX 980 Nashville	0.5/2.3/	7/	206
WVRY-F 105.1 Waverly	0.4/1.3/	39/	335
WBVR-F 101.1 Russellville	1.3/3.8/	131/	1287
WYQC-F 102.9 Shelbyville	0.4/2.2/	29/	450

AM STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N)	, NOSTALGIA	MBS	, \$ 20.00 (Roslin)	
WLAC, 1510, 50 KW (DA-N)	, N/T/REL.	ABC E, ABC R	, \$ 40.00 (Durpetti)	Fairmont
WMDB, 880, 2.5 KW (DAYS,DA)	, BLACK		, \$ 17.00 (---)	
WSIX, 980, 5 KW (DA-N)	, VARIETY		, \$ N/A (McGuild)	Capstar
WSM, 650, 50 KW	, COUNTRY	NBC	, \$ 46.00 (Christal)	Gaylord
WVOL, 1470, 5 KW/1 KW (DA-2)	, BLACK	NBN	, \$ 23.00 (MMR)	

FM STATIONS

WGFX-F, 104.5, 49 KW @ 1312, CLASSIC AOR			, \$ 48.00 (Banner)	Capitol Johnson
WKDF-F, 103.3, 100 KW @ 1233, AOR		ABC E, ABC R	, \$ 94.00 (Katz)	Dick
WLAC-F, 105.9, 100 KW @ 1233, AC			, \$ 90.00 (Durpetti)	Fairmont
WQOK-F, 92.1, 1.5 KW @ 430, BLACK			, \$ 38.00 (MMR)	
WRMX-F, 96.3, 100 KW @ 826, AC/OLDIES			, \$ 43.00 (Republic)	Signature
WSIX-F, 97.9, 100 KW @ 1145, COUNTRY		UNISUP	, \$ 100.00 (McGuild)	Capstar
WSM-F, 95.5, 100 KW @ 1286, COUNTRY		NBC	, \$ 80.00 (Christal)	Gaylord
WYHY-F, 107.5, 100 KW @ 1235, CHR			, \$ 87.00 (Eastman)	Jacor (LEBANON)
WZEZ-F, 92.9, 100 KW @ 1053, EZ/SOFT AC			, \$ 50.00 (Eastman)	South Central

NASSAU-SUFFOLK

Arbitron Rank/Pop (12+): 13/2,244,400
 MSA Rank/Pop: 11/2,643,600
 New York ADI
 Average Person Ratings: 19.0
 Market TSL: 25.00 hours

Stations: 41/14
 Diaries: 1763/1273:1/51.2%
 Sample Target: 1650
 % Below Line: NA
 % Not Listed: NA

1989 Revenue: \$32,300,000
 HH Inc.: NA
 Retail \$: 24.4 Bil
 Pop per Station: 160,314
 #1 Biller: WALK-AF \$8,000,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WALK-AF (AC)	284/ 6.7	7.0	6.8	6.1	6.4	6.6		3295/14.7	13.7	14.5	4.2	162	2360	WALK-AF
2. WBAB-F (AOR)	222/ 5.2	4.3	5.0	5.7	5.2	5.1		3257/14.5	11.7	14.5	5.8	228	3231	WBAB-F
3. WBLLI-F (CHR)	210/ 4.9	4.7	5.0	5.8	5.4	5.1		3200/14.3	13.0	13.3	6.0	235	2774	WBLLI-F
4. WHLI (BB)	168/ 3.9	2.6	3.8	3.9	2.4	3.5		1189/ 5.3	4.3	3.9	2.4	94	940	WHLI
5. WKJY-F (SAC)	112/ 2.6	3.3	3.6	2.9	3.5	3.1		1803/ 8.0	8.3	9.5	2.0	77	1388	WKJY-F
6. WCTO-F (EZ)	109/ 2.6	3.0	2.7	2.4	1.5	2.7		1336/ 6.0	5.4	4.0	1.3	50	691	WCTO-F
7. WYNY-F (C)	101/ 2.4	3.7	3.4	2.9	3.1	3.1		1663/ 7.4	8.3	7.2	2.2	88	1510	WYNY-F
8. WDRE-F (AOR)	85/ 2.0	1.7	1.8	1.5	1.5	1.8		1280/ 5.7	5.6	4.9	3.0	119	1939	WDRE-F
9. WGSM (BB)	59/ 1.4	1.9	2.5	2.2	1.1	2.0		586/ 2.6	3.4	2.3	0.8	31	495	WGSM
10. WRCN-F (AOR)	44/ 1.0	1.1	0.9	0.5	0.7	0.9		860/ 3.8	2.5	2.7	0.9	35	890	WRCN-F
11. WBAZ-F (SAC)	34/ 0.8	0.4	----	0.3	----	0.4		398/ 1.8	1.4	0.0	0.4	15	311	WBAZ-F
12. WLNG-F (?)	12/ 0.3	----	----	----	----	0.1		261/ 0.9	0.0	0.0				WLNG-F
13. WHFM-F (?)	12/ 0.3	----	----	----	----	0.1		121/ 0.5	0.0	0.0				WHFM-F

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

12+ FM SHARE (METRO): NA (SUM 89: NA)

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

See New York for more about the following stations:

WABC	2.6/ 7.4	WLTW-F	2.6/ 8.4	WPLR-F	.7/ 2.7
WBLI-F	1.0/ 4.2	WNCN-F	.9/ 3.5	WQCD-F	1.3/ 4.4
WCBS	3.8/13.6	WNEW	.9/ 3.9	WQHT-F	3.8/10.8
WCBS-F	4.5/15.3	WNEW-F	3.6/10.4	WQXR-F	1.4/ 4.3
WEZN-F	1.4/ 4.9	WNSR-F	3.5/10.5	WRKS-F	2.4/ 4.9
WFAN	3.5/13.7	WOR	3.7/ 9.3	WSKQ	.4/ 1.2
WHTZ-F	4.7/18.7	WPAT	.4/ 1.5	WSKQ-F	1.1/ 1.6
WINS	2.6/12.4	WPAT-F	2.2/ 5.5	WVYZ-F	.4/ 1.3
WLIB	.4/ .9	WPLJ-F	2.2/12.3	WXRK-F	3.7/13.0

RADIO STATIONS

WGSM , 740, 25 KW (DAYS, DA) ,	Nostalgia/MOR	UNISUP/ULT, \$ 47.00 (Roslin)	Greater Media
WHLI , 1100, 10 KW (DAYS, DA) ,	Nostalgia	UNISUP, \$ 48.00 (Katz)	Barnstable
WLIX , 540, 250 W (DAYS) ,	Religion	, \$ 25.00 (---)	
WALK-F, 97.5, 45 KW @ 530 ,	AC	, \$160.00 (Durpetti)	American
WBAB-F, 102.3, 3 KW @ 268 ,	AOR	, \$140.00 (MMR)	Noble
WBAZ-F, 101.7, 6 KW @ 231 ,	Soft AC	UNISUP, \$ 30.00 (---)	
WBLLI-F, 106.1, 25 KW @ 492 ,	CHR	, \$111.00 (Katz)	Beck-Ross
WCTO-F, 94.3, 3 KW @ 300 ,	EZ/Btfl	, \$ 55.00 (Roslin)	Greater Media
WDRE-F, 92.7, 1 KW @ 521 ,	AOR	, \$ 64.00 (Katz)	
WKJY-F, 98.3, 3 KW @ 328 ,	Soft AC	, \$ 70.00 (Katz)	New Barnstable
WRCN-F, 103.9, 1.5 KW @ 466 ,	AOR	, \$ 40.00 (---)	
WWHB-F, 107.1, 3 KW @ 300 ,	CHR	SOURCE, \$ 25.00 (Roslin)	

NEW ORLEANS

Arbitron Rank/Pop (12+): 35/1,072,400
 MSA Rank/Pop: 38/1,303,100
 ADI # 36
 Average Person Ratings: 17.1
 Market TSL: 22.50 hours

Stations: 25/23
 Diaries: 1578/680:1/47.0%
 Sample Target: 1500
 % Below Line: 0.7
 % Not Listed: 9.1

1989 Revenue: \$28,400,000
 HH Inc.: \$242,283
 Retail \$: 9.0 Bil
 Pop per Station: 46,626
 #1 Biller: WEZB-F \$5,100,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WYLD-F (B)	215/11.8	12.9	15.1	15.1	13.3	13.7	252/2766	2255/21.0	21.5	20.5	19.2	375	2406	WYLD-F
2. WQUE-AF (B/U)	187/10.2	10.0	8.7	10.0	10.9	9.7	244/3394	2575/24.0	24.8	26.2	11.1	212	3024	WQUE-AF
3. WEZB-F (CHR)	167/ 9.1	11.2	10.1	10.8	11.1	10.3	226/3632	2847/26.5	27.7	28.5	11.1	218	3119	WEZB-F
4. WWL (N/T)	131/ 7.2	5.4	5.4	6.3	6.1	6.1	167/2612	1980/18.5	16.0	18.4	6.1	120	1607	WWL
5. WLMG-F (AC)	106/ 5.8	5.9	6.2	5.4	5.1	5.8	120/1840	1614/15.1	14.7	14.4	4.0	78	1003	WLMG-F
6. WNOE-F (C)	97/ 5.3	5.4	5.6	3.5	3.4	4.9	160/2120	1345/12.5	12.5	9.8	5.8	114	1246	WNOE-F
7. WBOK (R/G)	95/ 5.2	3.7	4.2	4.8	4.4	4.5	98/943	863/ 8.0	6.6	6.7	3.8	74	674	WBOK
8. WBYU (BB)	90/ 4.9	3.9	4.6	4.6	5.0	4.5	91/845	820/ 7.6	6.6	8.9	2.8	54	691	WBYU
9. WLTS-F (AC)	87/ 4.8	5.3	6.3	4.6	6.2	5.3	129/1783	1436/13.4	12.7	17.6	4.0	79	864	WLTS-F
10. KQLD-F (O)	83/ 4.5	3.5	5.3	4.6	2.5	4.5	86/1368	1180/11.0	9.9	7.6	3.8	75	845	KQLD-F
11. WMXZ-F (AC)	68/ 3.7	3.3	1.9	2.7	3.3	2.9	72/1429	1296/12.1	10.8	8.2	2.9	56	1053	WMXZ-F
12. WRNO-F (AOR)	66/ 3.6	3.6	3.6	3.8	3.0	3.6	85/1821	1406/13.1	12.1	12.6	4.4	87	1303	WRNO-F
13. WCKW-F (AOR)	60/ 3.3	4.6	3.8	3.5	2.8	3.8	91/1648	1154/10.8	10.5	8.9	4.6	90	1330	WCKW-F
14. KHOM-F (O)	35/ 1.9	2.3	1.3	2.5	2.6	2.0	101/1442	707/ 6.6	6.5	9.3	0.9	17	334	KHOM-F
15. WYLD (R/G)	34/ 1.9	2.4	2.1	1.9	2.1	2.1	47/845	667/ 6.2	4.8	5.2	1.2	24	503	WYLD

12+ FM SHARE (METRO): 72.88% (1212 of 1663) (SUM 89: 72.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYLD-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 WEZB-F	2 WQUE-AF	2 WQUE-AF	2 WQUE-AF	2 WQUE-AF	2 WBYU	2 WWL	2 WQUE-AF	2 WQUE-AF	2 WQUE-AF>	2 WQUE-F
3 WQUE-AF	3 WEZB-F>	3 WEZB-F>	3 WEZB-F	3 WEZB-F	3 WBOK	3 WQUE-AF<	3 WWL	3 WEZB-F>	3 WEZB-F>	3 WBOK
4	4 WRNO-F<	4 WLMG-F	4 WLMG-F	4 WLMG-F	4 WNOE-F	4 WYLD-F>	4 WLMG-F	4 WWL <	4 WBOK >	4 WWL
5	5 WMXZ-F	5 KQLD-F<	5 KQLD-F	KQLD-F	5 WLMG-F<	5 WNOE-F<	5 WBYU <	5 WLMG-F	5 WMXZ-F	5 WEZB-F
6	6 WLMG-F<	6 WLTS-F	6 WLTS-F	6 WLTS-F<	6 WLTS-F	6 WLMG-F<	6 WEZB-F	6 WLTS-F	6 WRNO-F	6 WLMG-F
7	7 WCKW-F	7 WWL	7 WWL	7 WWL	KQLD-F	7 WLTS-F	7 WNOE-F<	7 WNOE-F	7	7
8	8	8	8	8	8 WYLD-F	8 WBOK	8 WLTS-F	8 WBYU <	8	8
9	9	9	9	9	9	9 KQLD-F	9 KQLD-F	9 KQLD-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 WYLD-F>	1 WYLD-F>	1 WYLD-F>	1 WYLD-F>	1 WYLD-F	1 WQUE-AF>	1 WQUE-AF	1 WYLD-F	1 WQUE-AF	1 WQUE-AF<
2 WQUE-AF	2 WQUE-AF	2 WQUE-AF<	2 WEZB-F	2 WLTS-F<	2 WYLD-F	2 WYLD-F	WCKW-F<	2 WYLD-F	2 WYLD-F<
3 WEZB-F>	3 WEZB-F>	3 WIMG-F<	3 WQUE-AF	3 WEZB-F	3 WEZB-F>	3 WEZB-F	3 WQUE-AF	3 WEZB-F	3 KQLD-F<
4 WLMG-F	4 WLMG-F	4 WMXZ-F	4 WLMG-F<	4 WLMG-F	4 WRNO-F>	4 WRNO-F	4 WRNO-F	4 WWL	4 WWL
5 WLTS-F	5 WMXZ-F	WEZB-F>	5 WLTS-F	5 WQUE-AF	5 WMXZ-F	WCKW-F>	5 WWL	WCKW-F<	5 WCKW-F<
6	6	6 KNOK-F	6 WMXZ-F	6 WBOK	6	6 WWL	WEZB-F	6 KQLD-F	6 WEZB-F
7	7	7 KQLD-F	7 WBOK	7 WMXZ-F	7	7	7	7 WRNO-F	7 WRNO-F<
8	8	8	8	8 KQLD-F	8	8	8	8	8 WLMG-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KGLA	1540	Gretna	0.6/0.9/ 11/ 97
KNOK-F	102.9	Belle Chse/NO	1.8/3.0/ 33/ 322
WADU	830	Norco/Kenner	1.3/2.4/ 28/ 323
WNOE	1060	New Orleans	0.7/2.6/ 23/ 386
WSMB	1350	New Orleans	1.4/5.1/ 29/ 601
WTIX	690	New Orleans	0.5/2.9/ 11/ 349
WYAT	990	New Orleans	0.8/2.7/ 14/ 303
WFMF-F	102.5	Baton Rouge	0.3/1.6/ 70/1036
WGGZ-F	98.1	Baton Rouge	0.3/1.0/ 34/ 798

RADIO STATIONS

AM STATIONS

WBOK, 1230, 1 KW	, GOSPEL	SBN, UNIULT , \$	24.00 (---)	
WBYU, 1450, 1 KW	, NOSTALGIA/EZ	SMN , \$	30.00 (Roslin)	
WNOE, 1060, 50 KW/5 KW (DA-2)	, SEE WNOE-F			
WSMB, 1350, 5 KW (DA-2)	, TALK	MBS, ABC I , \$	25.00 (Smith)	
WTTX, 690, 10 KW/5 KW (DA-2)	, TALK	NBC, MBS , \$	22.00 (---)	
WWL , 870, 50 KW (DA-1)	, NEWS/TALK	CBS , \$	60.00 (Katz)	Keymarket
WYAT, 990, 250 W	, NOSTALGIA	RADRAD, UNISP, \$	20.00 (Durpetti)	
WYLD, 940, 10 KW/500 W (DA-2)	, GOSPEL		20.00 (HNWH)	Interurban

FM STATIONS

KHOM, 104.1, 100 KW @ 1954, OLDIES		NBC , \$	30.00 (Torbet)	(HOUMA)
KQLD, 106.7, 100 KW @ 983, OLDIES			35.00 (McGuild)	Beasley (PORT SULPHUR)
WCKW, 92.3, 100 KW @ 1954, AOR		SOURCE , \$	39.00 (Republic)	(LAPLACE)
WEZB, 97.1, 100 KW @ 984, CHR			100.00 (MMR)	
WLMG, 101.9, 100 KW @ 825, AC			55.00 (Katz)	Keymarket
WLTS, 105.3, 100 KW @ 902, SOFT AC		RADRAD , \$	60.00 (Durpetti)	
WXXZ, 95.7, 100 KW @ 984, AC			44.00 (Christal)	Stoner
WNOE, 101.1, 100 KW @ 1004, COUNTRY		ABC E, UNISUP, \$	50.00 (McGuild)	New Market
WQUE, 93.3, 100 KW @ 984, URBAN/CHR			76.00 (Christal)	Clear Channel
WRNO, 99.5, 100 KW @ 1004, AOR		ABC R, ABC F, \$	51.00 (MMR)	
WYLD, 98.5, 100 KW @ 984, BLACK		ABC C, \$	61.00 (HNWH)	Interurban

NEW YORK

Arbitron Rank/Pop (12+): 1/14,126,100
 MSA Rank/Pop: 1/15,400,000
 ADI # 1
 Average Person Ratings: 18.9
 Market TSL: 25.00 hours

Stations: 44/42
 Diaries: 5301/2665:1/48.9%
 Sample Target: 4000
 % Below Line: 0.7
 % Not Listed: 10.4

1989 Revenue: \$315,700,000
 HH Inc.: \$32,828
 Retail \$:120.0 Bll
 Pop per Station: 336,335
 #1 Biller: WINS \$25,000,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WRKS-F (B)	1483/ 5.5	5.1	4.5	4.1	3.9	4.8	1553/17183	16158/11.4	11.4	10.5	7.1	1844	17362	WRKS-F
2. WLTW-F (AC)	1369/ 5.1	4.1	4.8	4.7	5.7	4.7	1381/18086	17654/12.5	12.1	13.6	3.7	966	12675	WLTW-F
3. WCBS-F (O)	1352/ 5.1	4.6	5.1	4.1	4.2	4.7	1388/19936	19170/13.6	12.7	12.4	4.9	1283	14500	WCBS-F
4. WHTZ-F (CHR)	1287/ 4.8	4.6	4.7	4.3	5.7	4.6	1326/23212	22454/15.9	16.2	18.1	5.5	1428	25149	WHTZ-F
5. WINS (N)	1183/ 4.4	4.3	4.8	4.7	4.5	4.6	1208/25579	25227/17.9	18.1	18.1	3.2	837	17114	WINS
6. WPAT-AF (EZ)	1161/ 4.4	5.2	5.2	6.3	5.5	5.3	1254/14568	13613/ 9.6	11.6	15.7	4.2	926	9008	WPAT-AF
7. WQHT-F (CHR)	1117/ 4.2	4.0	4.0	4.0	3.9	4.1	1139/16242	15321/10.8	10.2	10.9	5.8	1504	15525	WQHT-F
8. WNEW-F (AOR)	1090/ 4.1	3.9	3.4	3.7	4.2	3.8	1178/17223	16096/11.4	11.0	12.4	5.2	1342	17239	WNEW-F
9. WOR (T)	1081/ 4.0	3.9	4.0	4.6	4.3	4.1	1280/15122	12866/ 9.1	9.7	10.2	3.7	952	11436	WOR
10. WBLS-F (B)	986/ 3.7	3.8	4.0	3.8	3.7	3.8	998/13690	13450/ 9.5	9.7	9.7	5.2	1346	15917	WBLS-F
11. WNSR-F (AC)	983/ 3.7	3.7	3.0	3.5	3.2	3.5	1006/16192	15577/11.0	10.9	10.0	3.0	788	11844	WNSR-F
12. WCBS (N/T)	951/ 3.6	3.6	3.4	3.5	3.4	3.5	1061/21848	19341/13.7	13.7	13.4	2.4	616	12688	WCBS
13. WXRK-F (CL AOR)	886/ 3.3	3.4	3.2	3.1	3.6	3.3	995/17453	16350/11.6	11.5	11.3	4.2	1085	14925	WXRK-F
14. WFAN (T)	823/ 3.1	3.3	2.4	2.7	3.1	2.9	953/17728	15077/10.7	10.1	10.8	2.9	759	12808	WFAN
15. WABC (T)	704/ 2.6	2.6	2.8	2.8	2.6	2.7	814/13894	11858/ 8.4	8.5	8.7	2.8	715	9598	WABC
16. WPLJ-F (CHR)	670/ 2.5	2.6	2.6	3.0	3.5	2.7	704/17411	16101/11.4	12.6	14.2	2.9	754	17706	WPLJ-F
17. WYNY-F (C)	658/ 2.5	2.4	2.4	2.5	3.1	2.5	717/10869	10014/ 7.1	6.6	6.8	1.8	454	8181	WYNY-F
18. WSKQ-F (SP)	584/ 2.2	2.1	2.6	1.6	1.3	2.1	585/5090	5036/ 3.6	3.9	2.4	1.5	381	5161	WSKQ-F
19. WQCD-F (J/NA)	556/ 2.1	2.3	1.8	2.3	2.2	2.1	578/8597	8375/ 5.9	6.3	6.5	2.6	685	9544	WQCD-F
20. WADO (SP)	511/ 1.9	1.7	1.8	1.7	1.7	1.8	518/4271	4185/ 3.0	3.0	3.0	0.9	233	2904	WADO
21. WNEW (BB)	500/ 1.9	2.4	1.7	2.3	2.5	2.1	548/7993	7370/ 5.2	5.8	6.3	2.1	549	7353	WNEW
22. WSKQ (SP)	443/ 1.7	1.3	1.1	1.4	1.2	1.4	444/3922	3852/ 2.7	2.4	2.4	0.8	195	2362	WSKQ
23. WLIB (B)	388/ 1.5	1.9	1.3	1.7	1.2	1.6	388/4442	4442/ 2.1	3.4	2.9	0.9	233	3788	WLIB
24. WQXR-F (CL)	356/ 1.3	1.8	1.8	1.3	1.2	1.5	382/6674	6201/ 4.4	5.4	4.3	1.3	326	6931	WQXR-F
25. WNCN-F (CL)	347/ 1.3	1.6	1.5	1.5	1.4	1.5	367/6388	6151/ 4.4	5.3	4.7	1.1	289	4226	WNCN-F

12+ FM SHARE (METRO): 68.10% (16317 of 23961) (SUM 89: 67.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRKS-F	1 WRKS-F	1 WRKS-F	1 WCBS-F	1 WCBS-F	1 WPAT-AF	1 WINS >	1 WLTW-F	1 WLTW-F	1 WRKS-F	1 WINS >
2 WQHT-F	2 WNEW-F	WCBS-F<	2 WLTW-F<	2 WLTW-F	2 WOR	2 WCBS	2 WRKS-F	2 WRKS-F	2 WFAN	2 WOR
3 WHTZ-F>	3 WQHT-F	3 WNEW-F<	3 WNEW-F	3 WNEW-F	3 WINS	3 WXRK-F<	3 WHTZ-F<	3 WCBS-F	3 WQHT-F	3 WRKS-F
4 WPLJ-F	4 WHTZ-F<	4 WLTW-F	4 WNSR-F<	4 WNSR-F	4 WOR	4 WXRK-F	4 WHTZ-F	4 WHTZ-F	4 WBLS-F	4 WBLS-F
5	5 WXRK-F	5 WHTZ-F	5 WBLS-F<	5 WBLS-F	5 WLTW-F	5 WHTZ-F	5 WNSR-F<	5 WPAT-AF	5 WHTZ-F	5 WNSR-F
6	6 WBLS-F<	6 WXRK-F	6 WHTZ-F	6 WHTZ-F	6 WCBS >	6 WCBS-F	6 WRKS-F	6 WQHT-F	6 WLTW-F	6 WLTW-F
7	7 WNSR-F	7 WNSR-F	7 WXRK-F	7 WXRK-F	7 WABC	7 WRKS-F<	7 WNEW-F	7 WNSR-F<	7 WCBS-F<	7 WFAN <
8	8 WLTW-F	8 WQHT-F	8 WRKS-F	8 WRKS-F	8 WFAN	8 WLTW-F	8 WQHT-F	8 WNEW-F	8 WOR	8 WQHT-F
9	9 WPLJ-F	9 WBLS-F>	9 WFAN	9 WFAN	9 WNEW	9 WNEW-F	9 WOR	9 WBLS-F	9 WPAT-AF	9 WABC
10	10 WCBS-F	10 WFAN	10 WSKQ-F	10 WSKQ-F	10 WYNY-F	10 WPAT-AF	10 WBLS-F	10 WABC	10 WINS	10 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 WBLS-F	1 WLTW-F	1 WLTW-F	1 WQHT-F	1 WXRK-F	1 WNEW-F<	1 WXRK-F<	1 WFAN <
2 WQHT-F	2 WQHT-F	2 WNSR-F	2 WRKS-F	2 WCBS-F<	2 WRKS-F>	2 WNEW-F	2 WXRK-F>	2 WNEW-F	2 WCBS-F<
3 WLTW-F	3 WNSR-F<	3 WNEW-F<	3 WNSR-F	3 WNSR-F	3 WXRK-F	3 WRKS-F	3 WRKS-F	3 WCBS-F	3 WXRK-F<
4 WHTZ-F>	4 WHTZ-F<	4 WRKS-F	4 WHTZ-F	4 WBLS-F	4 WNEW-F	4 WQHT-F	4 WHTZ-F	4 WFAN	4 WNEW-F>
5 WNEW-F	5 WNEW-F	5 WHTZ-F	5 WBLS-F<	5 WHTZ-F	5 WHTZ-F>	5 WHTZ-F	5 WFAN	5 WRKS-F	5 WLTW-F
6 WNSR-F	6 WLTW-F	6 WLTW-F	6 WCBS-F	6 WRKS-F	6 WCBS-F	6 WBLS-F	6 WHTZ-F	6 WHTZ-F<	6 WHTZ-F<
7 WXRK-F<	7 WBLS-F>	7 WQHT-F	7 WNEW-F	7 WNEW-F	7 WBLS-F	7 WCBS-F	7 WQCD-F<	7 WQHT-F	7 WBLS-F
8 WPLJ-F>	8 WPLJ-F	8 WSKQ-F	8 WQHT-F	8 WSKQ-F	8 WNSR-F	8 WFAN	8 WNSR-F<	8 WLTW-F	8 WINS <
9 WBLS-F	9 WXRK-F	9 WCBS-F<	9 WSKQ-F	9 WPAT-AF<	9 WPLJ-F	9 WNSR-F>	9 WCBS-F	9 WBLS-F<	9 WRKS-F<
10	10 WSKQ-F	10 WYNY-F	10 WPLJ-F	10 WYNY-F	10 WDR-F	10 WPLJ-F	10 WSKQ-F	10 WNSR-F	10 WQCD-F

OTHER RATED STATIONS METRO CUME TSA TSA
SHARE/RTG/AQH/CUME

WALK-F	97.5	Patchogue	1.0/2.4/296/3853
WBAB-F	102.3	Babylon	0.9/2.6/233/3726
WBLI-F	106.1	Patchogue	0.8/2.5/218/3673
WCTO-F	94.3	Smithtown	0.4/1.0/115/1435
WDRE-F	92.7	Garden City/NY	0.8/2.4/221/3418
WEVD	1050	New York	0.3/1.3/ 75/2014
WFAS-F	103.9	White Plains	0.3/1.0/ 73/1402
WFME-F	94.7	Newark	0.3/0.7/ 92/1096
WHLI	1100	Hempstead	0.7/0.9/208/1409
WHUD-F	100.7	Peekskill	0.3/1.1/137/2412
WKDM	1380	New York	1.0/1.7/255/2466
WKJY-F	98.3	Hempstead	0.5/1.7/137/2447
WMCA	570	New York	0.3/1.0/ 73/1452
WNJR	1430	Newark	0.3/1.1/ 75/1605
WQXR	1560	New York	0.1/0.6/ 47/ 981
WWRL	1600	New York	0.6/1.4/148/1925
WEZN-F	99.9	Bridgeport	0.3/1.2/343/4694
WKXW-F	101.5	Trenton	0.4/1.4/216/3503

RADIO STATIONS

AM STATIONS

WABC,	770,	50 KW	, Talk	ABC I,	\$250.00	(Banner)	Cap Cities/ABC
WADO,	1280,	5 KW (DA-1)	, Hispanic	, \$140.00	(---)		Tichenor
WCBS,	880,	50 KW	, News	CBS,	\$360.00	(CBS)	CBS
WEVD,	1050,	50 KW (DA-1)	, Big Band/Ethnic	UNIULT,	\$ 80.00	(Groskin)	
WFAN,	660,	50 KW	, Sports Talk	NBC UNIPWR,	\$260.00	(HNWH)	Emmis
WINS,	1010,	50 KW (DA-1)	, News	ABC D,	\$400.00	(Group W)	Westinghouse
WKDM,	1380,	5 KW (DA-1)	, Hispanic	, \$ 85.00		(Katz)	United
WLIB,	1190,	10 KW (Days, DA)	, Black News/Talk	SBN,	\$ 90.00	(Mc-Guild)	Inner City
WMCA,	570,	5 KW (DA-1)	, Religion	, \$ NA	(---)		Saleva
WNEW,	1130,	50 KW (DA-N)	, Nostalgia/MOR	MBS, NBC,	\$150.00	(Eastman)	Westwood One
WOR,	710,	50 KW (DA-1)	, Talk	ABC E UNIULT,	\$250.00	(Mc-Guild)	Buckley
WPAT,	930,	5 KW (DA-2)	, EZ	, \$ NA		(Katz)	Park
WQXR,	1560,	50 KW (DA-2)	, Classical	UNISUP,	\$ NA	(MMR)	New York Times
WSKQ,	620,	5 KW (DA-2)	, Hispanic	, \$100.00	(---)		SBS
WWDJ,	970,	5 KW (DA-2)	, Religion	, \$ 40.00	(---)		
WWRL,	1600,	5 KW (DA-2)	, Gospel	NBN,	\$ 45.00	(K & P)	
WZRC,	1480,	5 KW (DA-2)	, AOR	SMN,	\$ NA	(Torbet)	Infinity

FM STATIONS

WBLs,	107.1,	5.4 KW @ 1223	, Black	ABC FM,	\$320.00	(Mc-Guild)	Inner City
WCBS,	101.1,	7 KW @ 1327	, Oldies	RADRAD,	\$475.00	(CBS)	CBS
WHTZ,	100.3,	7.8 KW @ 1223	, CHR	, \$400.00	(Christal)		Malrite
WFME,	94.7,	38 KW @ 570	, Religion	, \$ NA	(---)		Family (NEWARK)
WHUD,	100.7,	50 KW @ 500	, Btfl/EZ	, \$100.00	(Katz)		(PEEKSKILL)
WLTW,	106.7,	7.8 KW @ 1223	, Soft AC	, \$425.00	(Katz)		Viacom
WNCN,	104.3,	7.8 KW @ 1223	, Classical	APR UNIULT,	\$175.00	(CMBS)	GAF
WNEW,	102.7,	7.8 KW @ 1223	, AOR	SOURCE UNIPWR,	\$340.00	(Group W)	Westinghouse
WNSR,	105.1,	7.8 KW @ 1223	, AC	UNIPWR,	\$279.00	(Mc-Guild)	Bonneville
WPAT,	93.1,	5.4 KW @ 1418	, Btfl/EZ	, \$220.00	(Republic)		Park
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.
WQHT,	97.1,	6.7 KW @ 1346	, CHR/Dance	, \$240.00	(HNWH)		Emmis
WQXR,	96.3,	7.8 KW @ 1223	, Classical	UNISUP,	\$160.00	(MMR)	New York Times
WRKS,	98.7,	7.8 KW @ 1223	, Black	SOURCE UNIPWR,	\$275.00	(Durpetti)	Summit
WSKQ,	97.9,	7.8 KW @ 1223	, Hispanic	, \$100.00	(SBS)		SBS
WXRK,	92.3,	7.8 KW @ 1223	, Classic AOR	ABC R,	\$310.00	(Torbet)	Infinity
WYNY,	103.5,	5.8 KW @ 1390	, Country	, \$200.00	(Eastman)		Westwood One

NORFOLK

Arbitron Rank/Pop (12+): 32/1,144,600
 MSA Rank/Pop: 33/1,403,400
 Average Person Ratings: 16.5
 Market TSL: 22.00 hours

Stations: 27/27
 Diaries: 1420/806:1/53.4%
 Sample Target: 1310
 % Below Line: 0.0
 % Not Listed: 8.9

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	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WOWI-F (B)	177/ 9.4	9.0	8.2	6.3	6.9	8.2	205/2191	1802/15.7	16.2	17.0	11.8	262	2383	WOWI-F
2. WCMS-AF (C)	175/ 9.2	7.1	8.5	8.8	7.4	8.4	197/2311	1925/16.8	14.3	14.4	9.5	202	1961	WCMS-AF
3. WNOR-F (AOR)	162/ 8.6	8.9	8.9	6.4	7.8	8.2	170/2166	2030/17.0	18.2	16.8	9.7	217	2455	WNOR-F
4. WAFX-F (CL AOR)	157/ 8.3	7.5	8.2	8.1	6.8	8.0	191/2142	1725/15.1	17.2	16.3	8.3	186	2556	WAFX-F
5. WFOG-F (EZ)	128/ 6.8	8.2	8.9	10.0	6.6	8.5	148/1725	1504/13.1	14.8	13.2	6.3	140	1414	WFOG-F
6. WJQI-AF (SAC)	123/ 6.6	5.5	5.5	5.5	5.6	5.8	128/1610	1540/13.5	14.4	12.9	4.4	99	875	WJQI-AF
7. WWDE-F (AC)	121/ 6.4	5.0	3.8	6.8	6.0	5.5	125/1685	1537/13.4	13.7	13.1	5.9	131	1502	WWDE-F
8. WNVZ-F (CHR)	117/ 6.2	8.2	5.4	6.2	5.3	6.5	129/2360	2122/18.5	19.4	18.8	5.2	115	2002	WNVZ-F
9. WMYK-F (B)	99/ 5.2	5.2	5.1	5.4	3.9	5.2	146/1733	1249/10.9	12.2	12.9	4.7	104	1375	WMYK-F
10. WMXN-F (O)	55/ 2.9	2.6	2.4	2.2	4.3	2.5	59/1029	965/ 8.4	7.0	8.5	2.3	52	771	WMXN-F
WTAR (MOR)	55/ 2.9	2.4	2.9	3.0	2.6	2.8	62/792	659/ 5.8	6.4	7.9	1.1	24	701	WTAR
12. WLTY-F (O)	52/ 2.8	3.9	3.5	3.1	4.7	3.3	81/1261	975/ 8.5	10.3	11.7	4.5	100	1133	WLTY-F
13. WNIS (N/T)	51/ 2.7	2.8	4.3	3.1	3.5	3.2	52/634	606/ 5.3	7.5	6.9	3.4	75	883	WNIS
14. WGH -F (CHR)	47/ 2.5	3.3	3.5	4.1	4.9	3.3	65/1478	1287/11.2	13.3	13.9	4.8	106	1716	WGH -F
15. WBSK (B)	39/ 2.1	2.2	2.7	2.1	3.4	2.3	40/704	662/ 5.8	4.9	8.8	1.8	40	605	WBSK
16. WTZR-F (AOR)	36/ 1.9	1.8	1.8	1.3	1.9	1.7	36/452	452/ 3.9	3.2	4.9	1.4	32	513	WTZR-F
17. WPCE (GOSP)	35/ 1.9	2.6	2.9	2.9	3.3	2.6	35/580	580/ 5.1	4.0	6.6	2.1	46	717	WPCE
18. WKEZ-F (C)	26/ 1.4	1.5	1.9	1.7	2.0	1.6	61/735	346/ 3.0	3.6	3.7	1.0	23	305	WKEZ-F
19.														
20.														

12+ FM SHARE (METRO): 85.59% (1473 of 1721) (SUM 89: 82.97%)

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

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
WGH 1310	Newport News	0.5/2.2/	13/	305
WKGM 940	Smithfield	0.3/1.2/	7/	205
WKS-VF 96.1	Cp Charles/Va B	0.4/1.6/	8/	203
WPEX 1490	Hampton	0.5/1.6/	12/	211
WPMH 1010	Portsmouth	0.6/1.2/	11/	134
WTJZ 1270	Newport News	1.0/2.5/	18/	282
WZAM 1110	Norfolk	0.3/1.0/	6/	113

AM STATIONS

AM STATIONS

WBSK ,	1350,	5 KW/1 KW (DA-2) ,	Black	NBN ABC FM,	\$ 30.00	(Mc-Guild)	Ragan Henry
WNIS ,	850,	5 KW/1 KW (DA-2) ,	News/Talk	NBC ABC T,	\$ 37.00	(MMR)	Sinclair
WPCE ,	1400,	1 KW	Gospel	SBN UNIULT,	\$ 25.00	(---)	Willis
WTAR ,	790,	5 KW (DA-1) ,	MOR/Oldies	CBS UNISUP,	\$ 35.00	(Katz)	Landmark

FM STATIONS

WAFX ,	106.9,	100 KW @ 937 ,	Classic AOR		\$ 61.00	(CBS)	Radio Ventures (P)
WCMS ,	100.5,	50 KW @ 500 ,	Country	ABC E,	\$ 95.00	(Eastman)	
WFOG ,	92.9,	50 KW @ 484 ,	EZ	UNIULT,	\$ 65.00	(MMR)	Sunshine Wireless
WGH ,	97.3,	74 KW @ 400 ,	CHR	ABC E UNISUP,	\$ 40.00	(Durpetti)	Susquehanna
WJQI ,	94.9,	50 KW @ 500 ,	Soft AC	UNISUP,	\$ 45.00	(Torbet)	Coleman
WKEZ ,	94.1,	50 KW @ 500 ,	Country	UNIULT,	\$ 36.00	(Roslin)	Eure

WLTY ,	95.7,	40 KW @ 881 ,	Oldies		\$ 69.00	(Katz)	Landmark
WMYK ,	93.7,	100 KW @ 940 ,	Black	ABC C,	\$ 49.00	(Durpetti)	(ELIZABETH CITY)
WNOR ,	98.7,	46 KW @ 520 ,	AOR	SOURCE,	\$100.00	(Mc-Guild)	Saga
WNVZ ,	104.5,	50 KW @ 480 ,	CHR		\$ 70.00	(Republic)	Wilks-Schwartz
WTZR ,	92.1,	2 KW @ 421 ,	AOR		\$ 25.00	(K & P)	(MOYOCK)
WOWI ,	102.9,	50 KW @ 470 ,	Black	SBN UNIPWR,	\$ 57.00	(Mc-Guild)	Ragan Henry
WFDE ,	101.3,	50 KW @ 500 ,	AC	RADRAD,	\$ 84.00	(Christal)	Edens
WMXN ,	105.3,	50 KW @ 500 ,	Oldies	MBS ABC D,	\$ 40.00	(Banner)	ML/Win

Miscellaneous: WZCL-F changes to WMXN-F (September) . . . WOFM-F changes to WTZR-F (August)

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 47/813,500
 MSA Rank/Pop: 52/975,900
 ADI # 40
 Average Person Ratings: 16.2
 Market TSL: 21.75 hours

Stations: 19/19
 Diaries: 1147/709:1/53.9%
 Sample Target: 1130
 % Below Line: 0.0
 % Not Listed: 7.8

1989 Revenue: \$23,500,000
 HH Inc.: \$25,477
 Retail \$: 7.4 Bil
 Pop per Station: 42,815
 #1 Biller: KXXY-AF \$4,700,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch share	Birch AQH	Birch Cume	
1. KXXY-F (C)	191/14.5	15.6	14.9	13.3	14.0	14.6	262/2779	2031/25.0	25.2	21.3	13.7	185	1838	KXXY-F
2. KATT-F (AOR)	134/10.2	9.2	7.0	7.6	4.7	8.5	217/2500	1739/21.4	17.6	15.4	15.4	208	1857	KATT-F
3. KJYO-F (CHR)	126/ 9.6	7.5	9.2	9.2	8.7	8.9	142/2223	1810/22.2	21.6	25.1	10.6	143	1875	KJYO-F
4. KMGL-F (AC)	91/ 6.9	7.4	5.9	5.0	4.6	6.3	124/1659	1273/15.6	15.6	13.5	4.9	66	1009	KMGL-F
5. WKY (C)	86/ 6.5	3.8	2.5	4.0	3.0	4.2	101/1344	1016/12.5	8.8	8.1	3.4	46	710	WKY
6. KKNG-F (EZ)	77/ 5.9	8.0	11.4	8.1	8.8	8.4	97/1448	1209/14.9	18.3	16.6	4.6	62	981	KKNG-F
7. KZBS-F (CHR)	76/ 5.8	7.5	6.9	7.7	5.9	7.0	90/1712	1453/17.9	18.3	19.4	8.1	109	1787	KZBS-F
8. KRKO-F (CL AOR)	75/ 5.7	5.3	4.4	6.6	6.8	5.5	90/1517	1224/15.0	11.9	14.7	7.3	99	1187	KRKO-F
9. KEBC-F (C)	69/ 5.3	6.8	7.2	6.4	5.7	6.4	116/1738	1144/14.1	16.3	14.0	5.6	76	1062	KEBC-F
10. KLTE-F (O)	67/ 5.1	4.8	5.4	4.0	3.7	4.8	80/1424	1141/14.0	14.3	13.6	4.3	58	898	KLTE-F
11. KTOK (N/T)	65/ 4.9	5.5	5.7	8.2	8.7	6.1	72/1320	1142/14.0	13.4	17.4	3.8	51	1020	KTOK
12. KOMA (O)	49/ 3.7	3.6	4.6	5.9	7.0	4.4	68/874	714/ 8.8	8.4	13.3	3.3	45	774	KOMA
13.														
14.														
15.														

12+ FM SHARE (METRO): 77.04% (933 of 1211) (SUM 89: 70.83%)

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 KATT-F	1 KXXY-F>
2 KZBS-F	2 KXXY-F	2 KATT-F>	2 KATT-F	2 KATT-F	2 WKY	2 KATT-F	2 KJYO-F	2 KATT-F	2 KJYO-F	2 KATT-F
KATT-F	3 KJYO-F	3 KJYO-F	3 KRKO-F	3 KRKO-F<	3 KKNG-F>	3 KTOK <	3 KATT-F	3 KJYO-F	3 KXXY-F>	3 KJYO-F
4	4 KRKO-F	4 KRKO-F	4 KLTE-F	4 KLTE-F	4 KTOK	4 KZBS-F	4 KMGL-F<	4 KMGL-F	4 KMGL-F	4 KTOK
5	5 KMGL-F<	5 KMGL-F	5 KMGL-F	5 KMGL-F	5 KEBC-F	5 KEBC-F	5 WKY	5 KRKO-F	5 WKY	5 KRKO-F
6	6 KZBS-F	6 KLTE-F<	6 KJYO-F	6 KKNG-F	6 KMGL-F	6 KKNG-F<	6 KKNG-F	6 KKNG-F<	6 KRKO-F	6 KKNG-F
7	7	7 KZBS-F	7	7	7 KLTE-F	7 KMGL-F	7 KZBS-F	7 WKY	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 KJYO-F	1 KJYO-F<	1 KXXY-F	1 KXXY-F>	1 KXXY-F>		1 KATT-F>>	1 KATT-F>>	1 KATT-F>	1 KATT-F>	1 KXXY-F
2 KXXY-F<	2 KXXY-F	2 KJYO-F	2 KJYO-F>	2 KMGL-F		2 KRKO-F	2 KRKO-F	2 KRKO-F	2 KXXY-F	2 KATT-F
3 KATT-F	3 KATT-F	3 KMGL-F	3 KZBS-F<	3 KLTE-F		KJYO-F	3 KXXY-F	3 KXXY-F>>	3 KRKO-F>	3 KRKO-F>
4 KZBS-F>>	4 KZBS-F	4 KATT-F	4 KMGL-F	4 KJYO-F		4 KMGL-F>	4 KJYO-F	4 KJYO-F	4 KMGL-F	4 KOMA
5 KMGL-F	5 KMGL-F	5 KRKO-F	5 KRKO-F	5 KKNG-F		5 KXXY-F	5 KMGL-F	5 KZBS-F	5 KJYO-F	5 KMGL-F
6	6	6 KZBS-F	6 KLTE-F	6		6 KZBS-F	6	KOMA	6	6
7	7	7	7	7		7	7	7	7	7
		8 KEBC-F								

OTHER RATED STATIONS	METRO SHARE/RTG/AQH	TSA CUME	TSA CUME
KGFF 1450 Shawnee	0.9/1.6/ 14/	155	
KPRW 1140 Oklahoma City	1.8/3.1/ 23/	278	
KQCV 800 Oklahoma City	0.9/2.1/ 20/	266	
KTUV 1220 Midwest City	1.0/1.6/ 13/	128	
KJNT-F 97.7 Edmond	2.1/4.3/ 27/	362	
KXXY 1340 Oklahoma City	0.4/1.8/ 8/	159	
WWLS 640 Moore/Norman	1.0/3.2/ 18/	337	

RADIO STATIONS

KOMA , 1520, 50 KW (DA-N) , Oldies (see FM) CBS, \$35.00 (CBS) Diamond
KPRW , 1140, 1 KW (DAYS) , Black SBN, \$22.00 (Banner) Surrey
KQCV , 800, 250 W (DAYS) , Religion , \$15.00 (---) Bott
KTOK , 1000, 5 KW (DA-2) , News/Talk ABC I MBS, \$57.00 (Christal) Clear Channel
KXXY , 1340, 1 KW , See KXXY-F
WKY , 930, 5 KW (DA-N) , Country UNIULT, \$32.00 (Republic) Gaylord
KATT-F, 100.5, 100 KW @ 1188 , AOR SOURCE, \$65.00 (Banner) Surrey
KEBC-F, 94.7, 100 KW @ 1387 , Country ABC E, \$40.00 (Republic)
KJYO-F, 102.7, 100 KW @ 985 , CHR , \$54.00 (Christal) Clear Channel
KKNG-F, 92.5, 100 KW @ 984 , EZ , \$44.00 (Katz) Wilks-Schwartz
KLTE-F, 101.9, 100 KW @ 1387 , AC/Oldies , \$40.00 (Katz) Entercom
KMGL-F, 104.1, 100 KW @ 1363 , AC UNISUP, \$40.00 (Eastman) Renda
KNIL-F, 104.9, 3 KW @ 300 , Religion , \$18.00 (---) CBN (BETHANY)
KRKO-F, 107.7, 100 KW @ 990 , Classic AOR , \$63.00 (CBS) Diamond
KXXY-F, 96.1, 100 KW @ 1167 , Country MBS, \$100.00 (Mc-Guild) Newmarket
KZBS-F, 98.0, 100 KW @ 1100 , CHR APR, \$38.00 (HNWH)

OMAHA

Arbitron Rank/Pop (12+): 70/506,800
 MSA Rank/Pop: 80/629,200
 Average Person Ratings: 16.7
 Market TSL: 21.75 hours

Stations: 15/13
 Diaries: 886/572:1/54.6%
 Sample Target: 890
 % Below Line: 2.4
 % Not Listed: 9.5

1989 Revenue: \$19,800,000
 HH Inc.: \$32,173
 Retail \$: 4.4 Bil
 Pop per Station: 38,984
 #1 Biller: KFAB \$4,200,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. KESY-AF (EZ)	111/13.1	11.4	12.4	8.1	7.9	11.3	133/1269	955/18.8	20.4	14.7	7.2	60	779	KESY-AF
KEZO-F (AOR)	111/13.1	14.5	10.2	12.8	13.1	12.6	169/1796	1162/22.9	27.0	24.7	15.3	131	1361	KEZO-F
3. KFAB (MOR)	104/12.3	12.0	12.6	15.8	12.9	13.2	165/2440	1462/28.8	26.2	26.5	10.3	88	1108	KFAB
4. KQKQ-F (CHR)	94/11.1	13.7	14.7	13.3	16.6	13.2	110/2079	1536/30.3	33.3	35.9	15.3	131	1902	KQKQ-F
5. WOW -F (C)	61/ 7.2	7.1	8.2	7.0	7.3	7.4	110/1263	790/15.6	15.2	14.7	9.2	79	804	WOW -F
6. KEFM-F (AC)	60/ 7.1	8.4	7.6	8.3	7.4	7.8	85/1543	993/19.6	21.4	20.9	8.1	69	1107	KEFM-F
7. KGOR-F (O)	50/ 5.9	5.8	8.0	7.5	8.4	6.8	75/1143	790/15.6	18.2	21.8	6.0	51	650	KGOR-F
8. KXKT-F (CHR)	41/ 4.9	4.4	2.5	2.7	3.9	3.6	78/1331	800/15.8	14.7	8.2	6.8	58	1206	KXKT-F
9. WOW (C)	40/ 4.7	4.0	5.1	4.2	3.6	4.5	82/1241	529/10.4	10.1	10.7	4.2	36	671	WOW
10. KOIL (O)	33/ 3.9	2.2	2.1	3.2	3.8	2.8	39/592	463/ 9.1	6.7	10.8	2.3	20	459	KOIL
11. KKR (T)	24/ 2.8	2.0	1.9	2.4	1.9	2.3	25/447	412/ 8.1	6.4	6.0	3.3	28	428	KKR
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 72.68% (556 of 765) (SUM 89: 73.63%)

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

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
KKVU-F 105.9 Omaha		1.9/3.9/	16/	227
KFMQ-F 101.9 Lincoln/Omaha		1.8/7.4/	60/1014	
KZKX-F 96.9 Seward/Lincoln		0.6/1.9/	70/	590

REL. STATIONS

KFAB, 1110, 50 KW (DA-N)	, MOR/FULL SER.	NBC, UNISUP, \$	80.00 (Christal)	Henry
KKAR, 1180, 5 KW/1 KW	, TALK	CBS, MBS, \$	19.00 (Eastman)	
KOIL, 1290, 5 KW (DA-N)	, OLDIES	UNIULT, \$	24.00 (Banner)	
WOW, 590, 5 KW	, COUNTRY	ABC I, \$	N/A (Torbet)	Great Empire
KBWH-F, 106.3, 1.2 KW @ 459,	BLACK	, \$	14.00 (---)	(BLAIR)
KEFM-F, 96.1, 100 KW @ 1442,	SOFT AC	, \$	40.00 (McGuild)	
KESY-F, 104.5, 100 KW @ 1087,	EZ	ABC D, UNIULT, \$	35.00 (McGuild)	
KEZO-F, 92.3, 100 KW @ 1212,	AOR	, \$	67.00 (Katz)	Narragansett
KGOR-F, 99.9, 115 KW @ 1227,	OLDIES	NBC, UNIPWR, \$	44.00 (Christal)	Henry
KQKQ-F, 98.5, 100 KW @ 1174,	CHR	, \$	63.00 (Eastman)	
KXKT-F, 103.7, 100 KW @ 1247,	CHR	, \$	31.00 (Banner)	(ATLANTIC, IA)
WOW-F, 94.1, 100 KW @ 510,	COUNTRY	ABC E, \$	70.00 (Torbet)	Great Empire

ORLANDO

Arbitron Rank/Pop (12+): 43/852,200
 MSA Rank/Pop: 46/994,500
 ADI # 25
 Average Person Ratings: 16.8
 Market TSL: 22.50 hours

Stations: 25/20
 Diaries: 1228/694:1/52.0%
 Sample Target: 1140
 % Below Line: 6.1
 % Not Listed: 10.2

1989 Revenue: \$43,900,000
 HH Inc.: \$27,359
 Retail \$: 8.1 Bil
 Pop per Station: 42,610
 #1 Biller: WWKA-F \$6,800,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WJHM-F (B)	163/11.4	8.9	8.1	9.6	7.3	9.5	284/2789	1539/18.1	16.5	12.6	17.6	255	1725	WJHM-F
2. WWKA-F (C)	125/ 8.7	9.6	11.2	10.1	8.8	9.9	266/3168	1429/16.8	18.4	17.1	10.4	151	1796	WWKA-F
3. WSTF-F (AC)	121/ 8.5	8.6	8.3	9.7	8.2	8.8	206/3293	1704/20.0	19.9	19.0	5.5	80	964	WSTF-F
4. WOCL-F (O)	114/ 8.0	7.9	7.0	6.1	7.0	7.3	230/3087	1575/18.5	17.5	16.8	6.3	91	1515	WOCL-F
5. WHTQ-F (AOR)	96/ 6.7	6.6	6.4	6.7	8.6	6.6	218/2848	1322/15.5	14.8	17.4	10.0	144	1412	WHTQ-F
6. WOMX-F (CHR)	82/ 5.7	9.2	8.4	6.1	7.6	7.3	169/3259	1677/19.6	23.5	22.2	7.3	105	1602	WOMX-F
7. WSSP-F (EZ)	81/ 5.7	6.1	5.4	6.9	6.6	6.0	168/2311	929/10.9	13.5	13.4	2.8	41	931	WSSP-F
8. WDIZ-F (AOR)	80/ 5.6	5.2	5.1	5.5	5.8	5.3	136/2451	1340/15.7	13.2	15.4	5.6	81	1595	WDIZ-F
9. WDBO (MOR)	72/ 5.0	6.6	6.3	4.7	4.2	5.7	92/1452	1113/13.1	12.8	10.8	5.3	76	915	WDBO
10. WMGF-F (SAC)	55/ 3.8	3.3	4.0	4.5	5.7	3.9	95/1658	1039/12.2	11.3	13.2	2.8	40	697	WMGF-F
11. WWLV-F (EZ)	52/ 3.6	2.3	2.6	2.5	2.2	2.8	164/1921	800/ 9.4	6.9	4.6	2.6	38	506	WWLV-F
12. WNNZ (N/T)	49/ 3.4	3.4	4.8	4.2	3.5	4.0	57/860	693/ 8.1	8.3	6.5	2.8	40	563	WNNZ
13. WLOQ-F (J/NA)	42/ 2.9	3.5	4.7	3.5	3.5	3.7	44/739	675/ 7.9	9.2	10.4	3.9	57	949	WLOQ-F
14. WXXL-F (CHR)	39/ 2.7	3.8	3.7	4.2	4.6	3.6	81/1943	1063/12.5	15.8	13.9	2.3	33	969	WXXL-F
15. WONQ (SP)	26/ 1.8	0.9	1.5	---	1.2	1.0	26/115	115/ 1.3	1.8	1.1	0.5	7	154	WONQ

12+ FM SHARE (METRO): 86.30% (1109 of 1285) (SUM 89: 87.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F>>	1 WJHM-F	1 WJHM-F	1 WOCL-F<	1 WOCL-F<	1 WWKA-F	1 WWKA-F<	1 WSTF-F<	1 WJHM-F	1 WJHM-F>	1 WJHM-F
2 WOMX-F>	2 WHTQ-F	2 WSTF-F<	2 WJHM-F>	2 WJHM-F	2 WOCL-F<	2 WJHM-F	2 WJHM-F	2 WOCL-F<	2 WHTQ-F	2 WDBO
3 WHTQ-F	3 WDIZ-F	3 WOCL-F	3 WSTF-F>	3 WSTF-F	3 WSSP-F	3 WSTF-F	3 WOCL-F	3 WOCL-F	3 WOMX-F	3 WWLV-F
4	4 WSTF-F	4 WHTQ-F	4 WWKA-F<	4 WWKA-F>	4 WDBO	4 WOCL-F	4 WWKA-F	4 WSTF-F	4 WDBO	4 WHTQ-F
5	5 WOMX-F>	5 WDIZ-F	5 WDIZ-F	5 WDIZ-F	5 WSTF-F	5 WDBO	5 WSSP-F	5 WHTQ-F	5 WWKA-F<	5 WMGF-F
6	6 WOCL-F<	6 WWKA-F	6 WHTQ-F<	6 WHTQ-F<	6	6 WDIZ-F	6 WHTQ-F	6 WSSP-F<	6 WSTF-F	6
7	7 WWKA-F	7 WOMX-F	7 WOMX-F	7 WOMX-F	7	7	7 WDIZ-F	7 WOMX-F	7 WOCL-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 WHTQ-F<	1 WJHM-F	1 WJHM-F	1 WSTF-F	1 WSTF-F	1 WHTQ-F>	1 WJHM-F	1 WJHM-F	1 WJHM-F	1 WOCL-F
2 WOMX-F<	2 WSTF-F	2 WSTF-F>	2 WJHM-F>	2 WJHM-F	2 WJHM-F>	2 WHTQ-F	2 WDIZ-F	2 WOCL-F	2 WJHM-F
3 WJHM-F	3 WOMX-F	3 WOCL-F	3 WOCL-F	3 WOCL-F	3 WDIZ-F>>	3 WDIZ-F>	3 WHTQ-F>	3 WHTQ-F	3 WWKA-F<
4 WSTF-F>	4 WHTQ-F	4 WWKA-F	4 WWKA-F	4 WWKA-F	4 WSTF-F	4 WSTF-F	4 WSTF-F	4 WDIZ-F	4 WDIZ-F<
5 WWKA-F	5 WWKA-F	WOMX-F	WOMX-F	5 WSSP-F	WOCL-F	5 WOMX-F	WOMX-F	5 WSTF-F	5 WSTF-F
WDIZ-F	WDIZ-F	WDIZ-F	6 WHTQ-F	6	6	6 WOCL-F	WLOQ-F	6	6 WHTQ-F

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WAJL 1190	Pinecstl/Skylak	0.6/1.4/	9/ 116	
WBZS 1270	Eatonville/Orln	0.4/1.5/	8/ 196	
WGTO 540	Pine Hills/Orln	0.9/3.0/	17/ 349	
WMMO-F 98.9	Orlando	0.6/1.4/	8/ 132	
WEZY-F 94.1	Lakeland	0.6/0.0/	93/ 889	
WFLZ-F 93.3	Tampa	0.8/2.7/	48/ 838	
WGNE-F 98.1	Titusville	0.4/1.7/	61/ 856	
WPCV-F 97.5	Winter Haven/Lk	0.7/2.9/	136/1577	

RADIO STATIONS

WDBO , 580,	5 KW (DA-N)	MOR/Full Service	ABC I, \$ 51.00	(Katz)	New City
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
WNNZ , 740,	5 KW/1 KW (DA-N),	News/Talk	CBS MBS, \$ 40.00	(Christal)	Guy Gannett
WDIZ-F, 100.3,	100 KW @ 1186	AOR	ABC R, \$ 90.00	(MMR)	Shamrock-Lynett
WHTQ-F, 96.5,	100 KW @ 1598	AOR	SOURCE, \$ 75.00	(Eastman)	TK
WJHM-F, 101.9,	28 KW @ 1584	Black/Urban		(HNWH)	Beasley (DYTNA BCH)
WJYO-F, 107.7,	100 KW @ 1584	Soft AC	UNISUP, \$ 71.00	(MMR)	Metroplex
WLOQ-F, 103.1,	2.6 KW @ 350	Jazz		(Banner)	
WOCL-F, 105.9,	100 KW @ 1584	Oldies	APR, \$ 90.00	(Christal)	American (DELAND)
WOMX-F, 105.1,	100 KW @ 1310	CHR			Nationwide
WSSP-F, 104.1,	100 KW @ 1598	EZ		(Christal)	Guy Gannett (COCOA BEACH)
WSTF-F, 101.1,	100 KW @ 1598	AC		(Republic)	(COCOA BEACH)
WWKA-F, 92.3,	100 KW @ 1341	Country		(Katz)	New City
WXXL-F, 106.7,	100 KW @ 801	CHR		(Durpetti)	Taylor (LEESBURG)

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,133,600
 MSA Rank/Pop: 4/4,929,800
 ADI # 4
 Average Person Ratings: 19.2
 Market TSL: 25.25 hours

Stations: 26/21
 Diaries: 2569/1609:1/49.4%
 Sample Target: 2470
 % Below Line: 2.5
 % Not Listed: 11.1

1989 Revenue: \$131,200,000
 HH Inc.: \$31,782
 Retail \$: 38.8 Bil
 Pop per Station: 196,838
 #1 Biller: WMMR-F \$16,000,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WMMR-F (AOR)	629/ 7.9	8.2	6.9	7.5	8.1	7.6	803/11079	7918/19.2	20.6	19.7	8.2	652	7988	WMMR-F
KYW (N)	629/ 7.9	5.8	7.4	6.6	7.0	6.9	685/13792	12275/29.7	26.1	28.3	5.0	399	8488	KYW
3. WUSL-F (B)	554/ 7.0	6.8	6.7	5.8	5.7	6.6	694/7218	5727/13.9	12.8	12.8	10.3	823	6996	WUSL-F
4. WYSP-F (CL AOR)	540/ 6.8	6.4	6.2	5.3	5.5	6.2	678/10385	7805/18.9	17.5	16.4	7.2	577	7846	WYSP-F
5. WIOQ-F (CHR) **	437/ 5.5	5.1	5.9	5.3	4.8	5.4	502/8219	6724/16.3	17.6	16.6	7.0	560	8776	WIOQ-F
6. WEAZ-F (EZ)	434/ 5.5	6.1	6.3	5.6	6.3	5.9	497/7795	6383/15.4	15.3	16.7	2.9	233	3381	WEAZ-F
7. WOGL-F (O)	425/ 5.3	4.6	3.9	4.1	4.5	4.5	533/7584	6033/14.6	13.3	13.3	3.4	268	3876	WOGL-F
8. WPEN (BB)	412/ 5.2	5.2	6.0	5.2	6.8	5.4	447/4584	4307/10.4	10.2	12.3	5.4	429	3107	WPEN
9. WEGX-F (CHR)	354/ 4.5	4.9	5.4	5.5	4.3	5.1	419/8913	6888/16.7	18.2	17.3	6.4	513	9512	WEGX-F
10. WXTU-F (C)	343/ 4.3	4.8	3.3	4.8	4.6	4.3	453/5638	4221/10.2	10.6	10.4	4.3	344	3888	WXTU-F
11. WDAS-F (B)	301/ 3.8	4.3	3.8	3.6	3.6	3.9	327/4491	3859/ 9.3	10.1	9.2	4.7	378	3851	WDAS-F
12. WWDB-F (T)	298/ 3.7	3.1	3.9	3.2	3.7	3.5	346/4588	3694/ 8.9	8.1	9.0	3.5	281	2591	WWDB-F
13. WMGK-F (AC)	261/ 3.3	3.9	4.5	3.2	3.8	3.7	304/5533	4643/11.2	12.5	11.4	3.8	306	3274	WMGK-F
14. WKSZ-F (SAC)	251/ 3.2	4.0	4.5	4.5	4.3	4.1	305/5626	4559/11.0	11.6	11.8	2.5	200	2732	WKSZ-F
15. WSNi-F (AC)	240/ 3.0	2.9	3.2	3.1	3.8	3.0	274/5189	4290/10.4	10.7	10.4	2.2	178	3174	WSNi-F
16. WOGL (O)	231/ 2.9	3.7	3.1	3.6	3.8	3.3	265/4869	4266/10.3	12.1	12.4				WOGL
17. WFLN-F (CL)	198/ 2.5	3.1	2.5	2.6	2.0	2.7	233/3496	2662/ 6.4	7.7	6.1	2.3	187	2761	WFLN-F
18. WIP (T)	153/ 1.9	2.3	1.8	2.6	1.9	2.1	183/3594	2952/ 7.1	7.4	7.5	2.4	189	2383	WIP
19. WDAS (R/GOSP)	113/ 1.4	1.0	1.0	1.6	1.1	1.3	115/1481	1448/ 3.5	3.5	3.1	0.6	51	900	WDAS
20.														

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

12+ FM SHARE (METRO): 77.24% (5465 of 7075) (SUM 89: 74.93%)

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

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

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WEAZ	560	Philadelphia	0.4/1.7/ 35/ 906
WHAT	1340	Philadelphia	0.5/2.0/ 40/ 842
WFMZ-F	100.7	Allentown	0.4/1.4/205/2304
WJBR-F	99.5	Wilmington	0.6/2.1/126/1895
WKXW-F	101.5	Trenton	0.6/2.1/155/2429
WPST-F	97.5	Trenton/Phily	0.6/3.0/ 78/2027
WSTW-F	93.7	Wilmington	0.4/1.8/108/1891

RADIO STATIONS

AM STATIONS

KYW , 1060, 50 KW (DA-1)	, NEWS	NBC APR, \$ 260.00 (Group W)	Westinghouse
WUGL, 1210, 50 KW	, OLDIES	CBS, \$ 105.00 (CBS)	CBS
WDAS, 1480, 5 KW/1 KW (DA-2)	, GOSPEL	NBN, \$ 45.00 (Banner)	Unity
WHAT, 1340, 1 KW	, BLACK	SBN, \$ 42.00 (---	
WIP , 610, 5 KW (DA-1)	, SPORTS/TALK	ABC E MBS, \$ 59.00 (Katz)	
WPN, 950, 5 KW (DA-N)	, NOSTALGIA	UNIULT, \$ 140.00 (MMR)	Greater Media
WPGR, 1540, 50 KW (DAYS,DA)	, OLDIES	UNISUP UNIULT, \$ 30.00 (Durpetti)	Pyramid
WTEL, 860, 10 KW/500 W (DA-2),	HISPANIC	, \$ 22.00 (Katz Hisp.)	Beasley
WZZD, 990, 50 KW/10 KW (DA-2),	RELIGION	, \$ 30.00 (---	

FM STATIONS

WDAS, 105.3, 3 KW @ 870, BLACK	, \$ 80.00 (Banner)	Unity
WEAZ, 101.1, 14 KW @ 940, EZ/SOFT AC	UNISUP, \$ 184.00 (McGuild)	
WEGX, 106.1, 22 KW @ 740, CHR	ABC C, \$ 140.00 (Eastman)	Malrite LP
WFLN, 95.7, 50 KW @ 500, CLASSICAL	, \$ 96.00 (CMBS)	Marlin
WIOQ, 102.1, 27 KW @ 671, CHR/URBAN	, \$ 120.00 (HNWH)	EZ
WKSZ, 100.3, 35 KW @ 600, SOFT AC	, \$ 170.00 (Katz)	
WMGK, 102.9, 9 KW @ 1180, AC	, \$ 175.00 (MMR)	Greater Media
WMMR, 93.3, 29 KW @ 669, AOR	SOURCE UNIPWR, \$ 300.00 (Group W)	Westinghouse
WUGL, 98.1, 12 KW @ 1000, OLDIES	CBS, \$ 120.00 (CBS)	CBS
WSNI, 104.5, 16 KW @ 873, AC	, \$ 152.00 (Durpetti)	Pyramid
WUSL, 98.9, 18 KW @ 830, BLACK	ABC FM, \$ 190.00 (McGuild)	Tak
WWDB, 96.5, 17 KW @ 865, TALK	ABC I, \$ 90.00 (Republic)	Panache
WXTU, 92.5, 15 KW @ 900, COUNTRY	MBS UNIULT, \$ 110.00 (Republic)	Beasley
WYSP, 94.1, 16 KW @ 900, CLASSIC AOR	ABC R, \$ 185.00 (Torbet)	Infinity

WAAF -- SEE WORCESTER

Miscellaneous: WCAU changes to WOGL (August)

PHOENIX

Arbitron Rank/Pop (12+): 23/1,743,300
 MSA Rank/Pop: 20/2,085,600
 ADI # 20
 Average Person Ratings: 17.8
 Market TSL: 23.25 hours

Stations: 32/32
 Diaries: 1738/1003:1/54.2%
 Sample Target: 1610
 % Below Line: 0.0
 % Not Listed: 7.0

1989 Revenue: \$72,600,000
 HH Inc.: \$29,530
 Retail \$: 15.5 Bill
 Pop per Station: 54,478
 #1 Biller: KNIX-AF \$12,300,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. KNIX-F (C)	303/ 9.8	9.1	11.4	10.6	10.6	10.2	371/3838	3298/18.9	20.4	21.5	8.3	269	3006	KNIX-F
2. KTAR (N/T)	237/ 7.6	8.6	8.3	7.9	8.3	8.1	248/3615	3478/20.0	20.5	19.5	6.8	220	2794	KTAR
3. KUPD-F (AOR)	209/ 6.7	6.7	7.4	6.2	7.2	6.8	235/3274	2807/16.1	14.4	15.9	10.9	352	2985	KUPD-F
4. KKLT-F (AC)	171/ 5.5	5.1	6.4	5.8	6.9	5.7	183/2650	2447/14.0	13.5	15.0	3.1	99	1525	KKLT-F
5. KSLX-AF (CL AOR)	170/ 5.5	3.5	4.0	3.3	4.3	4.1	184/2588	2408/13.8	11.0	11.3	3.7	120	1498	KSLX-AF
6. KMLE-F (C)	157/ 5.1	4.6	4.5	3.7	3.7	4.5	165/2001	1806/10.4	9.6	9.3	5.2	169	1713	KMLE-F
7. KOY -F (CHR)	147/ 4.7	4.7	6.3	3.1	4.8	4.7	153/3305	2979/17.1	16.6	17.4	6.1	197	3773	KOY -F
8. KESZ-F (AC)	135/ 4.4	4.2	3.2	2.6	2.7	3.6	136/2097	2020/11.6	9.3	8.7	3.7	121	1470	KESZ-F
9. KZZP-F (CHR)	134/ 4.3	3.1	2.9	6.4	7.0	4.2	141/3157	2873/16.5	14.6	22.9	4.3	139	3717	KZZP-F
10. KKFR-F (CHR)	126/ 4.1	4.2	5.6	5.7	3.9	4.9	135/2591	2284/13.1	13.0	11.7	6.8	219	2893	KKFR-F
11. KMXX-F (AC)	122/ 3.9	4.4	2.2	1.6	2.3	3.0	126/1896	1841/10.6	9.7	6.0	2.8	91	1262	KMXX-F
KMEO-F (EZ)	122/ 3.9	5.4	6.2	6.7	7.2	5.6	127/1776	1669/ 9.6	12.2	14.3	4.2	137	1152	KMEO-F
13. KFYI (T)	117/ 3.8	2.9	2.1	3.7	3.6	3.1	127/1590	1467/ 8.4	7.3	7.1	3.3	108	1246	KFYI
14. KDKB-F (AOR)	102/ 3.3	4.5	4.4	3.5	3.5	3.9	118/2278	2070/11.9	11.2	13.0	3.4	110	2108	KDKB-F
15. KOY (BB)	87/ 2.8	3.1	3.2	3.3	2.2	3.1	96/1333	1252/ 7.2	7.7	7.0	1.9	61	1293	KOY
16. KOOL-F (O)	83/ 2.7	4.3	4.0	4.5	3.3	3.9	86/1841	1622/ 9.3	13.0	11.4	4.0	130	1957	KOOL-F
17. KLFF (BB)	70/ 2.3	1.5	1.8	2.8	1.8	2.1	70/563	563/ 3.2	4.1	4.4	2.4	79	846	KLFF
18. KUKQ (AOR)	63/ 2.0	1.7	1.2	1.1	1.0	1.5	65/637	629/ 3.6	4.0	2.8	2.8	90	832	KUKQ
19. KMEO (EZ)	52/ 1.7	0.7	0.6	1.3	0.2	1.1	52/631	631/ 3.6	2.9	0.0	0.1	2	128	KMEO
20. KPHX (SP)	48/ 1.5	1.2	0.5	1.6	0.7	1.2	48/361	361/ 2.1	2.4	1.3	1.0	33	402	KPHX
21. KOOL (O)	47/ 1.5	2.1	1.4	1.4	2.2	1.6	47/661	650/ 3.7	5.3	5.9	1.5	50	779	KOOL
22.														
23.														
24.														
25.														

12+ FM SHARE (METRO): 70.20% (2024 of 2883) (SUM 89: 74.94%)

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 KSLX-AF<	1 KNIX-F	1 KNIX-F	1 KTAR	1 KNIX-F>	1 KNIX-F>	1 KUPD-F	1 KTAR >
2 KKFR-F	2 KSLX-AF	2 KSLX-AF	2 KNIX-F	2 KSLX-AF	2 KTAR >	2 KNIX-F>	2 KUPD-F	2 KTAR	2 KESZ-F	2 KUPD-F
3 KZZP-F	3 KMLE-F	3 KNIX-F	3 KKLT-F	3 KKLT-F	3 KKLT-F	3 KUPD-F>	3 KKLT-F	3 KSLX-AF	3 KSLX-AF	3 KNIX-F
4	4 KESZ-F	4 KKLT-F	4 KUPD-F	4 KUPD-F	4 KFYI <	4 KKLT-F	4 KTAR	KUPD-F	KTAR	4 KESZ-F
5	5 KZZP-F	5 KESZ-F	5 KESZ-F	5 KESZ-F	5 KMEO-F	5 KSLX-AF	5 KSLX-AF<	5 KOY -F<	KKFR-F	5 KMLE-F
6	KMXX-F	6 KMLE-F	6 KDKB-F	6 KMLE-F	6 KOY	6 KMLE-F	6 KMXX-F<	6 KMLE-F	6 KNIX-F<	6 KFYI
7	KKFR-F<	7 KMXX-F	7 KMLE-F	7 KDKB-F	7	7 KFYI	7 KMLE-F	7 KKLT-F	7 KMLE-F	7
8	8 KDKB-F<	8 KDKB-F	8 KMXX-F	8	8	8	8	8	8	8
9	KOY -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 KKFR-F	1 KUPD-F	1 KMXX-F	1 KNIX-F<	1 KNIX-F	1 KUPD-F>>	1 KUPD-F>	1 KUPD-F	1 KUPD-F	1 KSLX-AF
2 KUPD-F	2 KMXX-F	KESZ-F	2 KKLT-F	2 KKLT-F>	2 KOY -F	2 KSLX-AF>	2 KSLX-AF>	2 KSLX-AF>	2 KUPD-F
3 KOY -F	3 KMLE-F<	3 KKLT-F	3 KMXX-F	3 KMXX-F	3 KKFR-F	3 KDKB-F	3 KDKB-F	3 KDKB-F<	KNIX-F
4 KMLE-F	4 KESZ-F	4 KUPD-F	4 KESZ-F	4 KESZ-F>	4 KSLX-AF	4 KMLE-F	4 KNIX-F<	4 KNIX-F	4 KDKB-F
5 KZZP-F	5 KKFR-F	KMLE-F	5 KUPD-F	5 KMLE-F<	KMLE-F	5 KZZP-F<	5 KMLE-F	5 KMLE-F	5 KTAR <
6 KMXX-F	6 KZZP-F	6 KSLX-AF	KMLE-F	6 KSLX-AF	6 KZZP-F	6 KUKQ	6 KUKQ	KESZ-F	6 KMLE-F
7 KESZ-F	7 KOY -F	KNIX-F	7 KZZP-F<	7	KMXX-F	KESZ-F<	KESZ-F	7 KKLT-F	KKLT-F
8	KKLT-F	8	8 KOY -F<	8	8	8 KOY -F	8 KZZP-F	8	KESZ-F
			9 KSLX-AF						

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
KAMJ 1230	Phoenix	0.3/1.3/	10/	224
KCWW 1580	Tempe/Phoenix	0.9/2.7/	32/	524
KGRX-F 100.3	Globe	0.4/2.5/	12/	439
KHEP 1280	Phoenix	0.3/0.6/	9/	111
KONC-F 106.3	Sun City	0.7/3.2/	21/	562
KSUN 1400	Phoenix	1.2/1.8/	37/	315
KVVA 860	Phoenix	0.7/1.4/	24/	253
KXAM 1310	Mesa/Phoenix	0.8/2.0/	24/	349

RADIO STATIONS

AM STATIONS

KFYI	, 910,	5 KW (DA-N)	, News/Talk		CBS, \$ 49.00	(Republic)	Broadcast Group
KLFF	, 1360,	5 KW/1 KW (DA-N)	, Nostalgia		NBC, \$ 31.00	(---)	
KOOL	, 960,	5 KW (DA-N)	, Oldies		SMN, \$ NA	(HNWH)	Adams
KOY	, 550,	5 KW/1 KW	, Nostalgia	UNISUP UNIULT,	\$ 40.00	(Christal)	Edens
KPHX	, 1480,	1 KW/500W (DA-2)	, Hispanic		CRC, \$ 26.00	(Caballero)	
KSUN	, 1400,	1 KW	, Hispanic		, \$ 25.00	(Cabellero)	
KTAR	, 620,	5 KW (DA-N)	, News/Talk	ABC I,	\$175.00	(CBS)	Pulitzer
KUKQ	, 1060,	5 KW/500 W (DA-N)	, AOR		, \$ 27.00	(Banner)	
KVVA	, 860,	1 KW (DA-N)	, Hispanic		, \$ 25.00	(Lotus)	
KXEG	, 1010,	1 KW/250 W	, Religion		, \$ 10.00	(---)	Mid-America Gospel

FM STATIONS

KDKB	, 93.3,	100 KW @ 1540	, AOR		, \$ 65.00	(Torbet)	Sandusky
KESZ	, 99.9,	100 KW @ 1674	, AC		, \$ 68.00	(Eastman)	
KGRX	, 100.3,	90 KW @ 2047	, Jazz/NAC	ABC C UNIPWR,	\$ 35.00	(Roslin)	(GLOBE)
KKFR	, 92.3,	100 KW @ 1647	, CHR		, \$ 70.00	(Republic)	Broadcast Group
KKLT	, 98.7,	100 KW @ 1788	, AC		, \$108.00	(CBS)	Pulitzer
KMEO	, 96.9,	100 KW @ 1560	, EZ		, \$ 97.00	(Group W)	Westinghouse
KMLE	, 107.9,	100 KW @ 1736	, Country		, \$ 68.00	(Republic)	Shamrock
KMXX	, 101.5,	100 KW @ 1740	, AC	UNISUP,	\$ 70.00	(Banner)	EZ
KNIX	, 102.5,	100 KW @ 1620	, Country		, \$215.00	(Katz)	Buck Owens
KONC	, 106.3,	2.5 KW @ 324	, Classical	NBC,	\$ 37.00	(CMBS)	(SUN CITY)
KOOL	, 94.5,	100 KW @ 1655	, Oldies		, \$111.00	(HNWH)	Adams
KOY	, 95.5,	100 KW @ 1570	, CHR		, \$ 88.00	(Christal)	Edens
KSLX	, 100.7,	100 KW @ 1840	, Classic AOR		, \$ 80.00	(MMR)	Cook Inlet
KVVA	, 107.1,	2.5 KW @ 320	, Hispanic		, \$ 30.00	(Lotus)	(APACHE JUNCTION)
KZZP	, 104.7,	100 KW @ 1550	, CHR		, \$120.00	(Mc-Guild)	Nationwide
KUPD	, 97.9,	100 KW @ 1620	, AOR		, \$ 90.00	(Banner)	

PITTSBURGH

Arbitron Rank/Pop (12+): 19/1,954,700
 MSA Rank/Pop: 19/2,086,800
 ADI # 17
 Average Person Ratings: 18.7
 Market TSL: 24.25 hours

Stations: 30/30
 Diaries: 1829/1069:1/58.4%
 Sample Target: 1760
 % Below Line: 0.0
 % Not Listed: 8.9

1989 Revenue: \$50,700,000
 HH Inc.: \$26,898
 Retail \$: 14.2 Bill
 Pop per Station: 65,156
 #1 Biller: KDKA \$8,700,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. KDKA (MOR)	519/14.2	13.2	13.6	12.3	13.6	13.3	611/8132	6392/32.7	33.2	31.0	15.2	554	6305	KDKA
2. WDVE-F (AOR)	355/ 9.7	9.8	9.3	7.8	9.3	9.1	585/5968	3814/19.5	19.3	19.7	12.5	455	3778	WDVE-F
3. WBZZ-F (CHR)	313/ 8.6	8.4	9.5	8.7	9.3	8.8	367/5818	4850/24.8	24.1	25.4	9.1	331	4819	WBZZ-F
4. WAMO-F (B)	211/ 5.8	6.7	5.7	5.4	6.1	5.9	252/2782	2337/12.0	12.8	12.2	9.2	335	3218	WAMO-F
5. WWSW-F (O)	209/ 5.7	7.0	6.4	6.1	6.6	6.3	260/4375	3376/17.3	17.5	16.7	5.7	207	2342	WWSW-F
6. WSHH-F (EZ)	187/ 5.1	5.5	7.1	9.6	7.6	6.8	246/2898	2418/12.4	14.2	15.2	4.4	162	2608	WSHH-F
7. WTAE (N/T)	183/ 5.0	5.7	5.3	6.8	2.9	5.7	195/2817	2609/13.3	12.9	9.8	3.5	129	1896	WTAE
8. WLTJ-F (SAC)	181/ 5.0	3.8	4.5	4.4	3.8	4.4	233/3022	2339/12.0	10.5	9.0	3.7	134	1689	WLTJ-F
9. WDSY-F (C)	180/ 4.9	5.8	4.5	3.8	3.6	4.8	238/2540	1868/ 9.6	11.8	8.2	4.3	156	1078	WDSY-F
10. WMYG-F (CL AOR)	169/ 4.6	4.2	3.4	4.2	5.3	4.1	191/2938	2422/12.4	12.9	14.6	5.8	211	2255	WMYG-F
11. WJAS (BB)	126/ 3.5	3.9	3.4	3.4	4.4	3.6	126/1427	1404/ 7.2	8.3	8.0	2.4	89	939	WJAS
12. WEZE-F (EZ)	120/ 3.3	2.9	2.7	2.4	2.4	2.8	144/1702	1401/ 7.2	6.8	10.0	2.1	76	855	WEZE-F
13. WHTX-F (AC)	103/ 2.8	3.7	4.5	3.7	3.9	3.7	111/2265	1973/10.1	10.1	11.8	2.6	95	1383	WHTX-F
14. WMXP-F (CHR)	81/ 2.2	1.6	1.4	1.4	1.9	1.6	92/2264	1843/ 9.4	7.5	6.7	2.9	105	1614	WMXP-F
15. KQV (N/T)	64/ 1.8	1.9	1.6	2.1	2.0	1.8	68/1441	1294/ 6.6	7.3	6.2	1.6	59	1051	KQV
16. WPIT-F (REL)	39/ 1.1	1.0	1.0	1.1	0.9	1.0	48/1226	958/ 4.9	3.5	3.1	1.6	58	691	WPIT-F
17. WMBS (MOR)	39/ 1.1	1.0	1.0	1.6	1.3	1.2	39/567	536/ 2.7	2.0	2.6	0.9	31	424	WMBS
18.														
19.														
20.														

12+ FM SHARE (METRO): 66.49% (2212 of 3327) (SUM 89: 68.80%)

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 WDVE-F	1 WDVE-F	1 KDKA >>	1 KDKA >	1 WDVE-F	1 WDVE-F	1 KDKA >>	1 KDKA >>
2 WAMO-F>	2 WBZZ-F>	2 WBZZ-F	2 WWSW-F	2 WWSW-F	2 WTAE <	2 WDVE-F	2 WBZZ-F	2 KDKA	2 WBZZ-F	2 WTAE <
3 WMXP-F	3 WAMO-F<	3 WWSW-F	3 WBZZ-F	3 KDKA	3 WSHH-F	3 WBZZ-F>	3 WLTJ-F<	3 WBZZ-F>	3 WDVE-F	3 WWSW-F<
4 WDVE-F	4 WMYG-F>	4 WAMO-F<	4 WMYG-F	4 WBZZ-F	4 WDSY-F	4 WSHH-F<	4 WSHH-F	4 WWSW-F<	4 WAMO-F>	4 WBZZ-F
5	5 WWSW-F>	5 WMYG-F	5 WLTJ-F<	5 WLTJ-F	5 WLTJ-F<	5 WTAE	KDKA	5 WAMO-F<	5 WDSY-F	5 WAMO-F
6	6 WLTJ-F	6 WLTJ-F	6 WAMO-F<	6 WMYG-F	6 WWSW-F	6 WWSW-F<	6 WWSW-F	6 WDSY-F	6 WWSW-F	6 WDSY-F
7	7	7 KDKA	7 KDKA	7 WDSY-F	7 WJAS	7 WAMO-F	7 WAMO-F<	7 WMYG-F	7 WMYG-F	7
8	8	8	8	WAMO-F	8 WEZE-F	8 WHTX-F	8 WDSY-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 WBZZ-F>>	1 WBZZ-F>	1 WBZZ-F	1 WBZZ-F>	1 KDKA <	1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F>
2 WDVE-F>	2 WDVE-F	2 WAMO-F	2 WAMO-F	2 WBZZ-F	2 WAMO-F	2 WMYG-F>	2 WMYG-F>	2 WMYG-F	2 WWSW-F
3 WAMO-F>	3 WAMO-F>	3 WDVE-F	3 WWSW-F	3 WWSW-F<	3 WMYG-F	3 WAMO-F<	3 WWSW-F	3 WWSW-F	3 WMYG-F
4 WMXP-F>	4 WMYG-F	4 WWSW-F	4 WDVE-F	4 WAMO-F<	4 WBZZ-F>	4 WBZZ-F	4 WBZZ-F>	4 WBZZ-F	4 KDKA
5 WSHH-F	5 WWSW-F	5 WMYG-F	5 WLTJ-F	5 WLTJ-F	5 WMXP-F	5 WWSW-F>>	5 WAMO-F>	5 WAMO-F	5 WDSY-F
6 WMYG-F	6 WLTJ-F	6 WSHH-F	6 WSHH-F	6 WSHH-F>	6 WWSW-F	6	6 WDSY-F	6 KDKA	6 WBZZ-F
7 WLTJ-F	7 WHTX-F	7 WHTX-F	7 WHTX-F<	7 WDVE-F	7	7	7	7 WDSY-F	7 WLTJ-F
8	8	8 WDSY-F	8 KDKA	9 WHTX-F	8	8	8	8	8

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WASP	1130	Brownville	0.9/1.3/ 35/ 295
WBVP	1230	Beaver Falls	0.5/1.3/ 17/ 282
WEDO	810	McKeesport	0.3/1.5/ 11/ 305
WEEP	1080	Pittsburgh	0.9/1.9/ 34/ 487
WESA-F	98.3	Charleroi	0.5/1.6/ 18/ 320
WHJB	620	Greensburg/Pitt	0.5/2.4/ 21/ 521
WIXZ	1360	McKeesprt/Pitts	0.5/1.9/ 19/ 425
WPIT	730	Pittsburgh	0.5/2.2/ 35/ 538
WSSZ-F	107.1	Greensburg/Pitt	0.4/1.8/ 13/ 349
WWKS-F	106.7	Beaver Falls	0.6/1.8/ 24/ 550
WWSW	970	Pittsburgh	0.7/3.2/ 26/ 664
WYJZ	860	Pittsburgh	0.3/1.1/ 10/ 223
WYTK-F	95.3	Washington	0.3/0.9/ 16/ 202

REBROADCAST STATIONS

AM STATIONS

KDKA, 1020,	50 KW	, Full Service	NBC, \$150.00	(Group W)	Westinghouse
KQV, 1410,	5 KW (DA-2)	, News/Talk	CBS UNIULT, \$ 41.00	(Roslin)	
WEPP, 1080,	50 KW (Days, DA)	, Oldies	UNISUP UNIULT, \$ NA	(Republic)	Entercom
WJAS, 1320,	5 KW (DA-N)	, Nostalgia	UPI CNN, \$ 40.00	(Eastman)	Renda
WMBS, 590,	1 KW (DA-N)	, MOR	CBS, \$ 15.00	(Regional)	(UNIONTOWN)
WPIT, 730,	5 KW/24 W	, Religion	, \$ NA	(---)	Pyramid
WTAE, 1250,	5 KW (DA-N)	, News/Talk	ABC E MBS, \$ 65.00	(Katz)	Hearst
WWSW, 970,	5 KW (DA-2)	, See WWSW-FM			
WYJZ, 860,	1 KW (Days, DA)	, ??	, \$ 20.00	(HNWH)	Sheridan

FM STATIONS

WAMO, 105.9,	72 KW @ 430	, Black	SBN, \$ 56.00	(HNWH)	Sheridan
WBZZ, 93.7,	41 KW @ 547	, CHR	, \$147.00	(Banner)	EZ
WDSY, 107.9,	50 KW @ 500	, Country	UNIPWR, \$ 57.00	(Republic)	Entercom
WDVE, 102.5,	55 KW @ 816	, AOR	SOURCE, \$109.00	(Christal)	Great American
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
WLTJ, 92.9,	47 KW @ 894	, Soft AC	, \$ 54.00	(Durpetti)	
WMXP, 100.7,	50 KW @ 492	, CHR/Dance	ABC FM, \$ 40.00	(Republic)	Signature
WMYG, 96.9,	45 KW @ 162	, Classic AOR	ABC R, \$ 60.00	(MMR)	
WPIT, 101.5,	48 KW @ 505	, Religion	, \$ NA	(---)	Pyramid
WSHH, 99.7,	11 KW @ 927	, Soft AC/EZ	UPI UNISUP, \$ 70.00	(Eastman)	Renda
WWSW, 94.5,	50 KW @ 810	, Oldies	ABC D UNISUP, \$128.00	(Mc-Guild)	Shamrock

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,343,400
 MSA Rank/Pop: 41/1,199,500
 ADI # 27
 Average Person Ratings: 14.9
 Market TSL: 20.25 hours

Stations: 23/23
 Diaries: 1600/840:1/54.1%
 Sample Target: 1430
 % Below Line: 0.0
 % Not Listed: 11.6

1989 Revenue: \$45,200,000
 HH Inc.: \$27,375
 Retail \$: 11.2 Bill
 Pop per Station: 58,408
 #1 Biller: KKCW-F \$6,400,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. KKRZ-F (CHR)	202/10.1	8.9	9.6	10.7	9.2	9.8	205/3169	3004/22.4	22.2	21.0	11.6	243	3368	KKRZ-F
2. KUPL-F (C)	171/ 8.5	9.0	7.5	6.9	6.2	8.0	233/2390	1927/14.3	14.8	11.3	9.9	208	1617	KUPL-F
3. KKCW-F (AC)	161/ 8.0	7.0	8.1	8.0	8.7	7.8	171/2368	2188/16.3	17.9	16.8	6.3	131	1864	KKCW-F
4. KINK-F (AOR)	135/ 6.7	6.2	6.7	5.5	4.0	6.3	139/1934	1771/13.2	14.2	11.8	7.3	153	1575	KINK-F
5. KUFO-F (AOR)	127/ 6.3	4.7	4.5	2.3	2.2	4.4	137/2122	1948/14.5	12.1	5.8	7.4	156	1742	KUFO-F
6. KEX (MOR)	125/ 6.2	8.8	7.8	8.2	5.5	7.8	141/2175	1934/14.4	24.9	14.3	7.3	153	2369	KEX
7. KXYQ-F (CHR)	100/ 5.0	4.3	4.3	6.6	7.0	5.1	133/2740	2108/15.7	14.7	17.2	6.8	142	2709	KXYQ-F
8. KKSJ-F (O)	89/ 4.4	5.6	3.9	4.2	3.9	4.5	110/2047	1718/12.8	13.7	11.3	4.2	87	1518	KKSJ-F
9. KKSJ (BB)	84/ 4.2	4.1	2.9	2.7	2.6	3.5	101/967	862/ 6.4	8.6	5.4	1.5	31	879	KKSJ
10. KXL (N/T)	80/ 4.0	5.6	5.5	6.3	6.0	5.3	90/1715	1526/11.4	13.6	12.5	4.1	86	1239	KXL
KGON-F (AOR)	80/ 4.0	4.9	5.6	6.1	6.5	5.2	92/1635	1438/10.7	12.0	13.4	6.3	133	2161	KGON-F
12. KXL -F (EZ)	77/ 3.8	4.5	7.9	6.6	6.2	5.7	83/1218	1132/ 8.4	10.2	11.0	2.3	48	664	KXL -F
13. KWJJ-F (C)	60/ 3.0	2.5	3.0	2.7	3.6	2.8	76/1390	1090/ 8.1	7.6	8.2	2.0	41	743	KWJJ-F
14. KMJK-F (AOR)	45/ 2.2	1.6	2.4	4.2	3.7	2.6	48/1063	968/ 7.2	7.4	9.9	1.8	37	850	KMJK-F
15. KESI (EZ)	44/ 2.2	1.1	1.6	1.0	1.4	1.5	44/545	545/ 4.1	3.2	3.1	0.6	13	210	KESI
16. KGW (N/T)	35/ 1.7	2.4	2.1	1.6	1.7	2.0	51/1002	784/ 5.8	8.0	7.0	2.8	58	915	KGW
17. KWJJ (C)	34/ 1.7	1.6	1.4	0.8	1.8	1.4	38/626	514/ 3.8	5.2	4.5	0.9	19	343	KWJJ
18.														
19.														
20.														

12+ FM SHARE (METRO): 71.80% (1273 of 1773) (SUM 89: 72.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRZ-F>>	1 KUFO-F	1 KKCW-F	1 KINK-F<	1 KKCW-F<	1 KUPL-F	1 KKRZ-F<	1 KKRZ-F	1 KKRZ-F	1 KKRZ-F>	1 KXL
2 KXYQ-F	2 KKRZ-F	2 KKRZ-F<	2 KKCW-F	2 KINK-F	2 KEX >	2 KEX	2 KUPL-F	2 KKCW-F<	2 KINK-F	2 KEX
3	3 KINK-F<	3 KINK-F	3 KUPL-F	3 KUPL-F	3 KKSJ	3 KKCW-F<	3 KKCW-F	3 KUPL-F	3 KEX <	3 KINK-F
4	4 KKCW-F	4 KUFO-F<	4 KKRZ-F	4 KKRZ-F	4 KKCW-F<	4 KUPL-F	4 KUFO-F	4 KUFO-F<	4 KKCW-F<	4 KKCW-F
5	5 KXYQ-F	5 KUPL-F>	5 KUFO-F	5 KUFO-F	5 KXL	5 KINK-F	5 KINK-F	5 KINK-F>	5 KUPL-F<	5 KUPL-F
6	6 KGON-F	6 KXYQ-F<	6 KXYQ-F<	6 KKSJ-F	6 KKSJ-F	6 KXL	6 KXYQ-F	6 KXYQ-F<	6 KUFO-F	6 KKRZ-F
7	7 KUPL-F	7 KGON-F	7 KKSJ-F	7 KXYQ-F	7 KEX	7 KUFO-F	8 KEX	8 KKSJ-F	7 KXYQ-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 KKRZ-F>>	1 KKRZ-F>	1 KKRZ-F	1 KKRZ-F	1 KKCW-F	1 KUFO-F	1 KUFO-F>	1 KUFO-F	1 KUFO-F	1 KINK-F
2 KUFO-F	2 KKCW-F<	2 KINK-F	2 KKCW-F>	2 KKRZ-F	2 KGON-F	2 KGON-F	2 KINK-F	2 KINK-F	2 KUPL-F
3 KKCW-F>	3 KINK-F	3 KKCW-F	3 KINK-F	3 KINK-F	3 KZRC >>	3 KINK-F	3 KKCW-F	3 KUPL-F<	3 KUPL-F<
4 KXYQ-F	4 KXYQ-F	4 KXYQ-F>	4 KUPL-F	4 KUPL-F>	4 KUPL-F	4 KKCW-F>	4 KGON-F	4 KGON-F	4 KKCW-F>
5 KUPL-F	5 KUFO-F	5 KUPL-F	5 KXYQ-F	5 KEX <	5 KKRZ-F	5 KXYQ-F	5 KXYQ-F>	5 KKCW-F>	5 KGON-F
6 KINK-F	6 KUPL-F	6 KUFO-F	6 KUFO-F	6 KXYQ-F	6	6 KKRZ-F	6 KKRZ-F	6 KKSJ-F	6 KKSJ-F
7	7	7	7	7 KXL -F<	7	7 KZRC	7	7 KKRZ-F	7 KKRZ-F
				8 KKSJ-F					

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
KBMS 1480	Vancouver/Port	1.3/1.9/	26/	277
KKEY 1150	Portland	0.4/0.8/	9/	109
KPDQ 800	Portland	0.8/2.3/	18/	329
KPDQ-F 93.7	Portland	1.3/4.6/	26/	688
KUPL 1330	Portland	0.9/2.3/	19/	324
KZRC 1010	Milwaukee/Port.	1.4/1.8/	29/	267

RADIO STATIONS

AM STATIONS

KESI, 970, 5 KW (DA-1)	, EZ	, \$ N/A (Christal)	Henry
KEX, 1190, 50 KW (DA-1)	, MOR/FULL SER.	ABC I, \$ 86.00 (Katz)	Great American
KGW, 620, 5 KW (DA-N)	, NEWS/TALK	ABC D, \$ 57.00 (MMR)	King
KKSN, 910, 5 KW (DA-2)	, NOSTALGIA UNISP, UNILT	, \$ 33.00 (Eastman)	Heritage
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
KZRC, 1010, 5 KW (DAYS)	, AOR	SMN, \$ 23.00 (Torbet)	First Cities

FM STATIONS

KGON, 92.3, 100 KW @ 1268, AOR		, \$ 85.00 (Republic)	Ackerly
KINK, 101.9, 100 KW @ 1674, AOR		, \$ 110.00 (MMR)	King
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
KKSN, 97.1, 100 KW @ 1268, OLDIES		UNIULT, \$ 64.00 (Eastman)	Heritage
KMJK, 106.7, 100 KW @ 997, AC	NBC, SOURCE	, \$ 48.00 (Christal)	Fairmont
KPDQ, 93.7, 100 KW @ 937, RELIGION		, \$ 20.00 (---)	
KUFO, 101.1, 100 KW @ 1640, AOR		, \$ 50.00 (Christal)	Henry
KUPL, 98.5, 100 KW @ 1104, COUNTRY		, \$ 70.00 (Banner)	Scripps-Howard
KWJJ, 99.5, 100 KW @ 870, COUNTRY		ABC E, \$ 44.00 (HNWH)	Park
KXL, 95.5, 100 KW @ 990, EZ/SAC		, \$ 57.00 (McGuild)	Alexander
KXYQ, 105.1, 100 KW @ 1839, CHR		ABC C, \$ 52.00 (Torbet)	First Cities (SALEM)

PROVIDENCE

Arbitron Rank/Pop (12+): 28/1,268,500
 MSA Rank/Pop: 59/913,200
 ADI # 44
 Average Person Ratings: 18.4
 Market TSL: 24.00 hours

Stations: 41/24
 Diaries: 1502/844:1/53.4%
 Sample Target: 1390
 % Below Line: 14.4
 % Not Listed: 9.3

1989 Revenue: \$26,200,000
 HH Inc.: \$28,456
 Retail \$: 6.9 Bill
 Pop per Station: 52,854
 #1 Biller: WPRO-F \$5,400,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WPRO-F (CHR)	280/12.0	10.7	10.7	9.9	13.0	10.8	289/4519	4140/32.6	29.2	30.8	13.8	313	3978	WPRO-F
2. WWLI-F (SAC)	228/ 9.8	6.9	7.7	7.3	6.8	7.9	233/2508	2248/17.7	15.0	15.8	5.7	129	1590	WWLI-F
3. WHJY-F (AOR)	221/ 9.5	7.2	8.0	7.2	9.2	8.0	254/3306	2630/20.7	19.0	19.2	12.5	283	3060	WHJY-F
4. WPRO (N/T)	137/ 5.9	5.6	5.4	6.8	5.0	5.9	138/2144	1225/16.8	14.9	14.8	4.1	92	1467	WPRO
5. WWBB-F (O)	125/ 5.4	6.7	4.8	7.9	10.6	6.2	135/2068	1889/14.9	17.1	18.8	6.3	143	1552	WWBB-F
6. WSNE-F (AC)	123/ 5.3	5.3	4.4	6.2	5.1	5.3	127/2126	1992/15.7	14.7	14.7	3.9	89	1265	WSNE-F
7. WHJJ (N/T)	109/ 4.7	4.8	5.0	6.0	4.0	5.1	109/1390	1390/11.0	11.6	10.0	5.7	130	1409	WHJJ
8. WPLM-F (BB)	88/ 3.8	3.9	3.5	2.0	2.3	3.3	147/1728	882/ 7.0	8.2	5.7	2.2	51	798	WPLM-F
9. WWKX-F (B)	86/ 3.7	4.4	3.1	3.3	3.0	3.6	86/1326	1291/10.2	10.4	7.2	5.4	122	1238	WWKX-F
10. WCTK-F (C)	71/ 3.0	4.0	3.8	3.1	2.3	3.5	88/1151	855/ 6.7	8.8	6.8	2.4	55	794	WCTK-F
11. WHIM (C)	67/ 2.9	2.8	2.6	3.1	2.2	2.8	67/564	564/ 4.4	5.1	4.5	1.5	33	398	WHIM
12. WWRX-F (CL AOR)	58/ 2.5	3.1	3.8	3.1	3.4	3.1	124/2019	1106/ 8.7	9.7	8.9	3.8	86	1232	WWRX-F
13. WFHN-F (CHR)	50/ 2.1	2.5	2.5	2.0	2.3	2.3	53/735	617/ 4.9	4.6	4.0	2.3	52	540	WFHN-F
14. WBRU-F (AOR)	44/ 1.9	2.8	1.5	3.0	2.7	2.3	49/1244	1077/ 8.5	8.0	10.0	3.3	76	982	WBRU-F
15. WBSM (MOR)	42/ 1.8	2.0	1.1	1.5	0.8	1.6	49/446	378/ 3.0	2.8	1.9	1.9	44	344	WBSM

12+ FM SHARE (METRO): 75.57% (1596 of 2112) (SUM 89: 78.35%)

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 WWLI-F	1 WWLI-F	1 WPRO-F	1 WPRO-F	1 WPRO-F	1 WPRO-F	1 WPRO >
2 WWKX-F	2 WPRO-F>>	2 WHJY-F>	2 WWLI-F	2 WPRO-F	2 WPRO	2 WWLI-F	2 WWLI-F	2 WHJY-F<	2 WPRO	2 WHJJ >
3 WHJY-F>	3 WSNE-F	3 WWLI-F	3 WHJY-F	3 WHJY-F	3 WHJJ	3 WPRO	3 WHJY-F>	3 WWLI-F>	3 WHJY-F>	3 WWLI-F
4 WFHN-F	4 WWLI-F	4 WSNE-F	4 WWBB-F	4 WWBB-F	4 WWBB-F	4 WHJY-F	4 WSNE-F<	4 WWBB-F	4 WWLI-F	4 WPRO-F
5	5 WWKX-F	5 WWBB-F	5 WSNE-F	5 WSNE-F	5 WPRO-F	5 WSNE-F<	5 WWBB-F	5 WSNE-F	5 WWKX-F<	5 WICE
6	6 WWRX-F	6	6	6	6	6 WHJJ	6	6 WHJJ	6 WWBB-F	6 WHJY-F
										WBSM

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 WWLI-F	1 WPRO-F	1 WWLI-F>	1 WHJY-F>>	1 WHJY-F>>	1 WHJY-F>>	1 WHJY-F>	1 WHJY-F
2 WHJY-F	2 WHJY-F	WPRO-F	2 WWLI-F>	2 WPRO-F>	2 WPRO-F>	2 WPRO-F>>	2 WPRO-F>	2 WPRO-F>	2 WPRO-F
3 WWKX-F>	3 WSNE-F	3 WSNE-F>	3 WSNE-F	3 WSNE-F	3 WWKX-F>	3 WWRX-F	3 WWRX-F	3 WWBB-F>	3 WWBB-F
4 WSNE-F	4 WWLI-F>	4 WHJY-F>>	4 WHJY-F>	4 WWBB-F	4 WAAF-F	4 WWKX-F<	WSNE-F	4 WWRX-F	4 WWLI-F>
5 WWRX-F>>	5 WWKX-F	5	5 WWBB-F	5 WHJY-F	5 WWRX-F	5 WBRU-F<	5 WBRU-F	WSNE-F	5 WSNE-F
6	6	6	6	6	6 WCTK-F	6 WSNE-F	6	6	6

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WADK 1540 Newport	0.4/0.8/ 10/ 104	WAAF-F 107.3 Worcester/Bstn	1.2/3.3/ 55/ 837
WALE 990 Providence	0.9/2.6/ 22/ 327	WBCN-F 104.1 Boston	1.0/2.4/101/1120
WARV 1590 Warwick	0.6/1.6/ 14/ 222	WBOS-F 92.9 Brookline/Bostn	0.5/2.1/ 30/ 573
WHTB 1400 Fall River	0.4/1.3/ 10/ 170	WBZ 1030 Boston	0.8/3.6/ 65/1196
WICE 550 Pawtucket/Prov	0.5/2.1/ 12/ 290	WCRB-F 102.5 Waltham/Boston	0.4/1.8/ 20/ 371
WNBH 1340 New Bedford	0.6/2.1/ 24/ 362	WFAN 660 New York	0.4/1.6/ 23/ 401
WNRH 1380 Woonsocket	0.6/1.7/ 14/ 218	WHDH 850 Boston	0.3/2.2/ 30/ 769
WOTB-F 100.3 Middletown/Prov	0.7/2.3/ 17/ 288	WJIB-F 96.9 Boston	1.4/2.8/ 66/ 847
WPEP 1570 Taunton	0.3/0.7/ 7/ 95	WMJX-F 106.7 Boston	0.3/1.1/ 28/ 610
WWAZ 790 Providence	0.7/3.3/ 18/ 438	WODS-F 103.3 Boston	1.0/6.6/ 86/1583
		WPLM 1390 Plymouth/Boston	0.3/0.9/ 15/ 322
		WROR-F 98.5 Boston	0.3/1.6/ 22/ 587
		WVBF-F 105.7 Framlington	0.3/1.4/ 27/ 626
		WXKS-F 107.9 Medford/Boston	0.5/2.6/ 47/1000
		WZLX-F 100.7 Boston	0.7/2.8/ 62/1084
		WZOU-F 94.5 Boston	1.1/5.7/101/1894

RADIO STATIONS

AM STATIONS

WHIM, 1110, 5 KW (DAYS), COUNTRY, CBS, \$ 24.00 (Durpetti)
 WHJJ, 920, 5 KW (DA-N), NEWS/TALK, NBC, \$ 51.00 (Katz)
 WPRO, 630, 5 KW (DA-N), NEWS/TALK, ABC I, \$ 70.00 (Banner)

Merv Griffin
 Capital Cities/ABC

FM STATIONS

WBRU-F, 95.5, 20 KW @ 440, AOR, APR, \$ 44.00 (MMR)
 WCTK-F, 98.1, 47 KW @ 510, COUNTRY, \$ 30.00 (Torbet)
 WHJY-F, 94.1, 50 KW @ 440, AOR, \$ 90.00 (Katz)
 WPRO-F, 92.3, 39 KW @ 553, CHR, ABC C, \$ 107.00 (Banner)
 WSNE-F, 93.3, 30 KW @ 619, AC, \$ 71.00 (Eastman)
 WWBB-F, 101.5, 14 KW @ 950, OLDIES, \$ 62.00 (Christal)
 WWKX-F, 106.3, 1 KW @ 518, BLACK, \$ 39.00 (Republic)
 WWLI-F, 105.1, 50 KW @ 500, SOFT AC, \$ 69.00 (McGuild)
 WWRX-F, 103.7, 37 KW @ 568, CLASSIC AOR, ABC R, \$ 40.00 (Durpetti)

Hall (NEW BEDFORD,MA)
 Merv Griffin
 Capital Cities/ABC
 Beck-Ross
 Wilks-Schwartz
 Zimmerman

RALEIGH

Arbitron Rank/Pop (12+): 61/592,600
 MSA Rank/Pop: 70/693,600
 Average Person Ratings: 16.8
 Market TSL: 22.25 hours

Stations: 26/21
 Diaries: 1076/551:1/50.5%
 Sample Target: 950
 % Below Line: 4.7
 % Not Listed: 18.2

1989 Revenue: \$25,400,000
 HH Inc.: \$29,797
 Retail \$: 5.0 Bil
 Pop per Station: 28,219
 #1 Biller: WRDU-F \$4,600,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WRDU-F (AOR)	123/12.3	10.4	9.2	8.2	8.7	10.0	216/2406	1324/22.3	20.0	17.8	12.6	128	1466	WRDU-F
2. WQOK-F (B)	90/ 9.0	8.0	7.7	7.6	7.5	8.1	169/1810	1020/17.2	14.3	14.0	9.8	100	969	WQOK-F
3. WQDR-F (C)	70/ 7.0	6.9	8.4	6.9	6.2	7.3	126/2100	826/13.9	13.6	12.5	6.1	62	749	WQDR-F
4. WFXC-F (B)	63/ 6.3	4.8	5.9	6.6	5.6	5.9	78/997	858/14.5	10.9	13.2	11.9	121	1171	WFXC-F
5. WRAL-F (AC)	62/ 6.2	7.4	7.2	7.2	6.0	7.0	117/2049	990/16.7	18.7	17.3	7.5	76	1126	WRAL-F
7. WPTF (MOR)	62/ 6.2	6.6	7.6	7.1	8.9	6.9	94/1450	991/16.7	14.6	16.4	4.9	50	536	WPTF
7. WDCG-F (CHR)	59/ 5.9	8.5	6.6	7.2	7.1	7.1	125/2256	1061/17.9	21.4	19.3	8.2	83	1239	WDCG-F
8. WYLT-F (SAC)	50/ 5.0	4.0	3.3	5.1	2.4	4.3	77/1331	663/11.2	11.9	6.9	3.1	32	533	WYLT-F
9. WTRG-F (O)	36/ 3.6	5.9	5.2	5.6	5.6	5.1	174/2099	677/11.4	13.4	15.7	3.6	37	540	WTRG-F
10. WDUR (GOSP)	26/ 2.6	2.3	2.1	1.6	3.0	2.1	26/291	284/ 4.8	4.1	4.7	2.2	22	371	WDUR
11. WPCM-F (C)	25/ 2.5	1.9	1.1	0.9	1.9	1.6	115/1150	365/ 6.2	5.6	5.5	1.4	14	315	WPCM-F
12. WZZU-F (CHR)	24/ 2.4	3.0	3.3	4.3	6.5	3.3	65/1535	604/10.2	11.6	13.9	3.9	40	834	WZZU-F
13. WDNC (BB)	21/ 2.1	2.2	2.7	3.0	1.4	2.5	25/396	359/ 6.1	5.4	5.2	0.8	8	208	WDNC

12+ FM SHARE (METRO): 80.02% (653 of 816) (SUM 89: 72.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDCG-F	1 WRDU-F>>	1 WRDU-F>	1 WRDU-F>	1 WRDU-F>	1 WPTF >	1 WRDU-F	1 WRDU-F>>	1 WRDU-F>	1 WQOK-F>	1 WQOK-F>
2 WFXC-F	2 WQOK-F>	2 WQOK-F>	2 WQOK-F>	2 WQOK-F	2 WQDR-F	2 WQDR-F	2 WYLT-F	2 WQOK-F>	2 WFXC-F	2 WDUR <
3 WQOK-F>>	3 WFXC-F	3 WQDR-F<	3 WQDR-F<	3 WQOK-F	3 WRAL-F	3 WQOK-F<	3 WRAL-F	3 WRDU-F	3 WPTF	3 WTRG-F
4 WZZU-F	4 WQDR-F	4 WRAL-F<	4 WRAL-F	4 WRAL-F	4 WYLT-F	4 WQDR-F	4 WRAL-F<	4 WQDR-F	4 WDCG-F	4 WFXC-F
5 WRDU-F	5 WDCG-F<	5 WFXC-F	5 WYLT-F	5 WYLT-F	5 WQOK-F	5 WRAL-F>	5 WPTF	5 WFXC-F	5 WTRG-F	5 WQDR-F
6	6 WRAL-F	6 WDCG-F	6 WTRG-F	6 WTRG-F	6	6 WDCG-F	6 WQOK-F	7 WYLT-F	6	6 WRAL-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 WRDU-F	1 WRDU-F>	1 WRDU-F>	1 WRDU-F>	1 WRDU-F<	1 WRDU-F>>	1 WRDU-F>>	1 WRDU-F>>	1 WRDU-F>>	1 WRDU-F>
2 WQOK-F	2 WQOK-F>	2 WQOK-F	2 WQOK-F	2 WYLT-F	2 WQOK-F	2 WQOK-F	2 WQOK-F	2 WQOK-F	2 WQDR-F<
3 WFXC-F	3 WFXC-F	3 WYLT-F	3 WRAL-F	3 WRAL-F	3 WFXC-F>	3 WFXC-F	3 WQDR-F	3 WQDR-F	3 WQOK-F>
4 WDCG-F>	4 WRAL-F	4 WRAL-F	4 WFXC-F	4 WQDR-F	4 WDCG-F>	4 WQDR-F	4 WZZU-F	4 WFXC-F	4 WTRG-F
5 WRAL-F	5 WDCG-F	5 WQDR-F	5 WQDR-F	5 WQOK-F>	5 WQDR-F	5 WZZU-F	5 WFXC-F	5 WTRG-F	5 WRAL-F
6 WQDR-F	6 WQDR-F	6 WFXC-F	6 WDCG-F	6 WFXC-F	6	6	6	6	6 WPTF
7	7 WYLT-F>>	7 WDCG-F	7 WYLT-F	7 WDCG-F	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WCAS-F 104.3	Tarboro/Raleigh	0.7/3.5/ 19/	494
WCLY 1550	Raleigh	1.7/2.4/ 17/	140
WKIX 850	Raleigh	0.9/3.8/ 20/	276
WKTC-F 96.9	Tarboro/Rcky Mt	0.4/2.4/ 98/	1148
WLLE 570	Raleigh	1.6/5.0/ 16/	307
WNND-F 103.9	Fuquay-Varina/R	1.4/4.9/ 14/	319
WPJL 1240	Raleigh	0.8/1.6/ 11/	134
WJMH-F 102.1	Reidsville	0.4/2.6/ 21/	341
WKRR-F 92.3	Asheboro/Greens	0.8/4.2/ 49/	758
WKZL-F 107.5	W-S/Greensbr	0.5/2.2/ 8/	173
WQMG-F 97.1	Greensboro	0.5/2.3/ 20/	307

ADDITIONAL STATIONS

WDNC, 620, 5 KW/1 KW (DA-2),	NOSTALGIA	CBS, \$ 23.00	(Republic)	
WDUR, 1490, 1 KW	, GOSPEL	NBN, \$ 16.00	(Eastman)	Pinnacle
WLLE, 570, 500 W/55 W	, BLACK	SBN, \$ 18.00	(K & P)	
WPTF, 680, 50 KW (DA-N)	, MOR/FULL SER.	ABC I,CNN, \$ 65.00	(McGuild)	Durham Life
WDCG-F, 105.1, 100 KW @ 1041,	CHR	ABC F, \$ 60.00	(Republic)	
WFXC-F, 107.1, 1.2 KW @ 500,	BLACK	NBN, \$ 32.00	(Eastman)	Pinnacle
WNND-F, 103.9, 1.5 KW @ 451,	JAZZ/NAC	, \$ 27.00	(---)	(FUQUAY)
WQDR-F, 94.7, 100 KW @ 1127,	COUNTRY	ABC E, UNIULT, \$ 70.00	(McGuild)	Durham Life
WQOK-F, 97.5, 100 KW @ 981,	BLACK	ABC C, \$ 42.00	(Durpetti)	Ragan Henry (S BOSTON)
WRAL-F, 101.5, 100 KW @ 1889,	AC	, \$ 96.00	(Katz)	Capitol-Goodman
WRDU-F, 106.1, 100 KW @ 1350,	AOR	SOURCE, \$ 97.00	(MMR)	Voyager
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)	Universal
WZZU-F, 93.9, 100 KW @ 1269,	CHR	, \$ 37.00	(Torbet)	Village (BURLINGTON)

RICHMOND

Abitron Rank/Pop (12+): 55/712,500
 MSA Rank/Pop: 61/848,600
 Average Person Ratings: 16.9
 Market TSL: 22.50 hours

Stations: 24/21
 Diaries: 1279/557:1/55.7%
 Sample Target: 1050
 % Below Line: 2.6
 % Not Listed: 10.2

1989 Revenue: \$28,800,000
 HH Inc.: \$31,707
 Retail \$: 6.5 Bil
 Pop per Station: 33,928
 #1 Biller: WRVA \$6,000,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WRVA (MOR)	150/12.5	11.5	9.6	11.7	11.4	11.3	158/1807	1647/23.1	27.4	24.5	9.1	120	1223	WRVA
2. WCDX-F (B)	141/11.7	10.9	11.4	9.6	10.2	10.9	149/1187	1128/15.8	16.8	16.6	15.9	209	1376	WCDX-F
3. WRVQ-F (CHR)	114/ 9.5	13.6	10.6	12.5	12.2	11.6	145/2158	1721/24.2	29.2	27.3	13.0	171	2088	WRVQ-F
WKHK-F (C)	114/ 9.5	9.7	9.7	7.8	7.5	9.2	144/1419	1159/16.3	18.6	13.3	10.3	136	1290	WKHK-F
5. WRXL-F (AOR)	105/ 8.7	10.3	9.3	12.1	9.7	10.1	124/1648	1350/18.9	20.1	19.4	10.8	142	1946	WRXL-F
6. WTVR-F (EZ)	96/ 8.0	5.9	8.0	7.1	6.6	7.3	104/1156	1029/14.4	13.1	14.3	4.9	65	622	WTVR-F
7. WMXB-F (AC)	88/ 7.3	4.8	5.4	4.7	8.0	5.6	110/1402	1171/16.4	15.1	18.0	6.2	82	760	WMXB-F
8. WPLZ-F (B)	72/ 6.0	5.9	7.4	7.7	7.2	6.8	105/1368	1019/14.3	13.2	12.8	7.6	100	1362	WPLZ-F
9. WVGO-F (AC)	45/ 3.7	3.2	3.4	4.0	3.0	3.6	58/1036	858/12.0	12.1	12.4	4.1	54	836	WVGO-F
10. WFTH (REL)	23/ 1.9	1.5	2.6	0.8	2.4	1.7	23/164	164/ 2.3	2.8	2.8	1.4	18	219	WFTH
11. WQSF-F (SAC)	20/ 1.7	1.1	1.6	1.9	1.0	1.6	24/494	389/ 5.5	4.8	5.5	1.5	20	422	WQSF-F
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 77.48% (836 of 1079) (SUM 89: 77.25%)

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 WCDX-F	1 WCDX-F	1 WCDX-F	1 WRVA >	1 WRVA >	1 WRVA	1 WCDX-F<	1 WCDX-F>	1 WCDX-F>
2 WCDX-F>>	2 WRXL-F>	2 WRXL-F	2 WMXB-F	2 WKHK-F<	2 WTVR-F<	2 WCDX-F	2 WCDX-F<	2 WRVA	2 WRVA	2 WRVA
3 WPLZ-FF	3 WRVQ-F<	3 WMXB-F	3 WRXL-F	3 WMXB-F	3 WKHK-F>	3 WKHK-F	3 WKHK-F<	3 WRVQ-F<	3 WRXL-F	3 WTVR-F
4	4 WMXB-F>	4 WRVQ-F	4 WKHK-F	4 WRXL-F	4	4 WRVQ-F	4 WTVR-F	4 WRXL-F<	4 WRVQ-F	4 WRXL-F
5	5 WPLZ-FF	5 WKHK-F	5 WRVQ-F	5 WTVR-F	5	5 WRXL-F	5 WMXB-F<	5 WKHK-F	5 WTVR-F	5 WPLZ-F
6	6	6 WPLZ-FF	6 WRVA <	6 WRVA <	6	6 WMXB-F	6 WRVQ-F<	6 WMXB-F<	6 WPLZ-FF	6 WKHK-F
7	7	7	7 WPLZ-FF	7 WRVQ-F	7	7 WTVR-F	7 WRXL-F	7 WTVR-F	7	7 WRVQ-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 WRXL-F	1 WCDX-F>	1 WCDX-F	1 WCDX-F	1 WMXB-F<	1 WRXL-F	1 WRXL-F	1 WRXL-F	1 WRXL-F	1 WRXL-F
2 WCDX-F	2 WMXB-F	2 WMXB-F>	2 WMXB-F	2 WCDX-F	2 WCDX-F	2 WCDX-F>>	2 WCDX-F>>	2 WCDX-F>	2 WKHK-F
3 WRVQ-F>	3 WRXL-F	3 WRVQ-F	3 WRVQ-F	3 WTVR-F	3 WRVQ-F>	3 WRVQ-F	3 WMXB-F	3 WKHK-F	3 WCDX-F>
4 WMXB-F>	4 WRVQ-F>	4 WPLZ-AF	4 WRXL-F	4 WRVQ-F	4 WPLZ-FF	4 WPLZ-FF	4 WKHK-F	4 WMXB-F	4 WMXB-F
5 WPLZ-FF	5 WPLZ-FF	5 WRXL-F	5	5 WKHK-F	5	5 WMXB-F	5 WPLZ-FF	5 WRVQ-F	5 WRVA <
6	6	6	6	6 WRVA	6	6 WKHK-F>>	6	6 WPLZ-FF	6 WPLZ-FF
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WANT 990 Richmond	0.9	3.7/ 11/	277	
WDYL-F 92.1 Chester/Richmond	0.8	2.6/ 10/	187	
WGCV 1240 Petersburg	0.7	1.1/ 10/	106	
WHAP 1340 Hopewell	0.7	1.0/ 8/	74	
WLEE 1320 Richmond	0.5	1.6/ 6/	111	
WRBN 1540 Richmond	0.5	1.5/ 6/	108	
WRNL 910 Richmond	1.1	3.9/ 14/	325	
WTVR 1380 Richmond	0.8	3.1/ 10/	223	
WXGI 950 Richmond	0.7	1.9/ 8/	135	
WAFX-F 106.9 Suffolk/Norfolk	1.4	4.6/ 21/	454	
WKEZ-F 94.1 Yorktown	0.7	0.8/ 25/	310	
WOWI-F 102.9 Norfolk	0.5	1.6/ 9/	178	

RADIO STATIONS

WANT, 990, 1 KW/16 W	, BLACK	NBN	, \$ 15.00 (---)	
WFTH, 1590, 5 KW (DAYS)	, RELIGION	UNIULT	, \$ 15.00 (---)	
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)
WDYL-F, 92.1, 3 KW @ 328,	RELIGION		, \$ 15.00 (---)	(CHESTER)
WKHK-F, 95.3, 13 KW @ 449,	COUNTRY		, \$ 49.00 (Banner)	ABS (COLONIAL HGTS)
WMXB-F, 103.7, 20 KW @ 840,	AC	APR	, \$ 77.00 (Durpetti)	Radio Ventures
WPLZ-F, 99.3, 3 KW @ 328,	BLACK		, \$ 55.00 (McGuild)	Paco-Jon
WQSF-F, 96.5, 50 KW @ 492,	SOFT AC		, \$ 30.00 (---)	Keymarket (WILLIAMSBURG)
WRVQ-F, 94.5, 200 KW @ 350,	CHR	ABC C	, \$ 101.00 (Christal)	Edens
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
WVGO-F, 106.5, 8 KW @ 1234,	OLDIES	ABC D	, \$ 38.00 (Torbet)	First Cities

Miscellaneous: WKIE changes to WRBN (June)

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 33/1,129,100
 MSA Rank/Pop: 18/2,278,000
 Los Angeles ADI
 Average Person Ratings: 16.8
 Market TSL: 23.00 hours

Stations: 47/16
 Diaries: 1346/839:1/48.2%
 Sample Target: 1290
 % Below Line: 50.3
 % Not Listed: 11.5

1989 Revenue: \$17,900,000
 HH Inc.: \$29,022
 Retail \$: 14.0 Bil
 Pop per Station: 70,568
 #1 Biller: KGGI-F \$3,800,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. KGGI-F (CHR)	168/ 8.8	8.2	8.6	10.1	8.5	8.9	187/2676	2152/19.1	20.9	21.0	16.2	298	2962	KGGI-F
2. KDUO-F (EZ)	154/ 8.1	5.8	9.3	7.0	7.5	7.6	196/1902	1428/12.6	11.8	12.6	4.7	86	810	KDUO-F
3. KLOS-F (AOR)	119/ 6.3	5.1	5.6	6.0	4.6	5.8	183/2213	1399/12.4	11.4	11.2	9.8	181	1830	KLOS-F
4. KFRG-F (AC)	118/ 6.2	8.0	2.9	2.6	2.0	4.9	151/2124	1609/14.3	13.1	6.2	6.0	110	1348	KFRG-F
5. KOST-F (AC)	102/ 5.4	4.9	4.3	4.2	4.5	4.7	183/2187	1245/11.0	13.8	12.7	4.7	86	1182	KOST-F
6. KFI (T)	81/ 4.3	5.0	3.1	3.4	3.4	4.0	118/1582	981/ 8.7	11.0	7.7	3.4	62	1098	KFI
7. KQLZ-F (CHR)	66/ 3.5	3.4	6.3	4.6	6.1	4.4	108/1848	1164/10.3	9.7	12.9	5.1	94	1312	KQLZ-F
8. KCAL-F (AOR)	65/ 3.4	3.5	3.3	2.3	3.9	3.1	77/1227	912/ 8.1	9.3	9.3	5.7	105	1908	KCAL-F
9. KIIS-F (CHR)	60/ 3.2	3.0	4.3	2.7	3.2	3.3	110/2094	1347/11.9	12.6	12.7	3.0	56	1418	KIIS-F
10. KRTH-F (O)	55/ 2.9	2.5	3.1	3.7	3.9	3.0	107/1610	1039/ 9.2	9.6	11.5	3.5	65	1004	KRTH-F
11. KROQ-F (AOR)	48/ 2.5	2.1	1.1	1.8	1.7	1.9	57/718	564/ 5.0	4.5	4.8	1.9	35	474	KROQ-F
KBIG-F (EZ)	48/ 2.5	1.8	1.7	2.0	2.3	2.0	75/743	517/ 4.6	6.5	4.9	2.7	49	438	KBIG-F
13. KTUV-F (J/NA)	45/ 2.4	2.9	2.4	1.8	1.8	2.4	73/907	615/ 5.4	6.4	5.0	0.8	14	324	KTUV-F
14. KLVE-F (SP)	43/ 2.3	1.4	0.9	1.4	0.4	1.5	57/608	452/ 4.0	2.3	1.5	0.5	9	159	KLVE-F
15. KODJ-F (O)	42/ 2.2	2.0	2.5	3.4	3.3	2.5	59/965	663/ 5.9	5.8	9.3	1.7	31	412	KODJ-F
16. KCKC (C)	38/ 2.0	1.4	2.5	3.4	3.7	2.3	41/519	472/ 4.2	3.2	5.8	1.6	30	428	KCKC
17. KCAL (SP)	36/ 1.9	1.5	1.6	1.4	1.6	1.6	39/475	442/ 3.9	2.9	3.1	1.0	19	341	KCAL
18.														
19.														
20.														

12+ FM SHARE (METRO): 78.54% (1321 of 1682) (SUM 89: 75.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KGGI-F>>	1 KLOS-F	1 KLOS-F	1 KLOS-F	1 KLOS-F<	1 KDUO-F>	1 KLOS-F	1 KGGI-F	1 KGGI-F	1 KGGI-F>	1 KGGI-F
2 KIIS-F	2 KGGI-F>	2 KGGI-F	2 KFRG-F	2 KFRG-F	2 KFRG-F	2 KDUO-F>	2 KDUO-F	2 KDUO-F	2 KOST-F	2 KOST-F
3 KQLZ-F	3 KCAL-F	3 KFRG-F	3 KOST-F	3 KOST-F	3 KFI	3 KFRG-F<	3 KFRG-F	3 KFRG-F	3 KDUO-F	3 KFI
4	4 KQLZ-F	4 KOST-F	4 KGGI-F	4 KGGI-F	4 KOST-F	4 KGGI-F	4 KLOS-F<	4 KOST-F<	4 KQLZ-F	4 KODJ-F<
5	5 KROQ-F	5 KCAL-F	5 KRTH-F	5 KDUO-F<	5	5 KFI	5 KOST-F	5 KLOS-F	5 KCAL-F	5 KFRG-F
6	6 KOST-F	6	6	6 KRTH-F	6	6 KFI	6 KFI	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 KGGI-F	1 KGGI-F>	1 KOST-F	1 KGGI-F	1 KOST-F	1 KROQ-F	1 KLOS-F>>	1 KLOS-F>>	1 KLOS-F>	1 KLOS-F
2 KCAL-F>	2 KOST-F	KGGI-F>	2 KOST-F>	2 KGGI-F	KGGI-F	2 KGGI-F	2 KFRG-F	2 KFRG-F	2 KFRG-F>
3 KQLZ-F	3 KLOS-F	3 KLOS-F	3 KFRG-F	3 KDUO-F	3 KLOS-F	3 KROQ-F	3 KCAL-F	3 KGGI-F	3 KFI
4	4 KCAL-F	KFRG-F	4 KLOS-F	4 KFRG-F>	4 KQLZ-F	KCAL-F	4 KFI	4 KCAL-F	4 KRTH-F
5 KLOS-F	5 KQLZ-F	5 KRTH-F	5 KCAL-F	5 KRTH-F<	5 KCAL-F	5 KQLZ-F	5	5	5 KOST-F
6	6 KFRG-F	KBIG-F	6	6 KBIG-F	6	6	6	6	6 KODJ-F

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KATY-F	101.3	Idyllwild	0.4/1.3/	8/ 146	KIAC	570	Los Angeles	0.6/2.3/	13/ 307
KBON-F	103.9	Lake Arrowhead	1.1/3.2/	21/ 367	KLIT-F	101.9	Glendale	0.5/1.9/	32/ 382
KDIF	1440	Riverside/SB	1.2/2.9/	23/ 330	KLSX-F	97.1	Los Angeles	0.8/3.4/	32/ 582
KHSJ	1320	Hemet	0.5/1.6/	10/ 183	KMPC	710	Los Angeles	1.2/3.1/	54/ 698
KHYE-F	105.7	Hemet	0.4/0.9/	8/ 98	KNAC-F	105.5	Long Bch/LosAng	0.3/0.9/	27/ 202
KMEN	1290	San Bernardino	0.6/2.4/	11/ 290	KNSE	1510	Ontario	0.4/1.2/	17/ 212
KOLA-F	99.9	San Bernardino	0.8/4.1/	17/ 518	KNTF-F	93.5	Ontario	0.4/2.1/	51/ 454
KRSO	590	San Bernardino	1.4/3.1/	32/ 512	KNX	1070	Los Angeles	1.7/7.6/	53/1184
KWDJ-F	92.7	Riverside	0.9/3.3/	19/ 420	KPWR-F	105.9	Los Angeles	0.8/3.9/	26/ 216
KWRM	1370	Corona/Rvrside	0.3/0.8/	9/ 169	KRLA	1110	Pasadena	0.3/1.3/	21/ 285
KABC	790	Los Angeles	0.9/3.0/	39/ 813	KTNQ	1020	Los Angeles	0.5/1.4/	19/ 301
KBRT	740	Avalon	0.4/0.9/	9/ 132	KWXY	1340	Cathedral City	0.1/0.0/	0/ 0
KFWB	980	Los Angeles	0.6/2.9/	25/ 806	KWXY-F	98.5	Cathedral City	0.3/0.8/	9/ 124
KKBT-F	92.3	Los Angeles	1.3/4.0/	46/ 693	KXEZ-F	98.7	Los Angeles	0.4/1.7/	17/ 334
KKGO-F	105.1	Los Angeles	0.7/2.3/	20/ 392	KZLA-F	93.9	Los Angeles	0.7/2.8/	24/ 415

RADIO STATIONS

AM STATIONS

KCAL, 1410,	5 KW/4 KW (DA-N),	HISPANIC	,	\$ 23.00	(Lotus)	
KCKC, 1350,	5 KW/500 W (DA-2),	COUNTRY	ABC I,	\$ 32.00	(HNWH)	
KDIF, 1440,	1 KW	HISPANIC	UPI,	\$ 25.00	(Katz Hisp.)	
KMEN, 1290,	5 KW (DA-2)	BLACK	,	\$ 16.00	(McGuild)	American
KRSO, 590,	1 KW (DA-2)	NEWS/TALK	NBC, TALKNT,	\$ 25.00	(Katz)	Henry

FM STATIONS

KBON-F, 103.9,	.4 KW @ 2540,	OLDIES	,	\$ 26.00	(HNWH)	
KCAL-F, 96.7,	2 KW @ 376,	AOR	,	\$ 53.00	(Torbet)	Anaheim
KDUO-F, 97.5,	72 KW @ 1570,	EZ	ABC D,	\$ 65.00	(Katz)	Henry
KFRG-F, 95.1,	50 KW @ 320,	COUNTRY	ABC D,	\$ 89.00	(Eastman)	Keymarket
KGGI-F, 99.1,	3 KW @ 1530,	CHR	,	\$ 16.00	(McGuild)	American
KHYE-F, 105.7,	.2 KW @ 1024,	COUNTRY	ABC E,	\$ 16.00	(Western)	
KNTF-F, 93.5,	3 KW @ -165,	COUNTRY	,	\$ 29.00	(---)	
KOLA-F, 99.9,	31 KW @ 1630,	OLDIES	ABC R,	\$ 35.00	(Banner)	
KWDJ-F, 92.7,	3 KW @ 300,	COUNTRY	MBS,	\$ 32.00	(Banner)	

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

Arbitron Rank/Pop (12+): 45/829,400
 MSA Rank/Pop: 51/984,000
 Average Person Ratings: 17.1
 Market TSL: 22.75 hours

Stations: 18/14
 Diaries: 1273/651:1/55.1%
 Sample Target: 1140
 % Below Line: 2.8
 % Not Listed: 12.1

1989 Revenue: \$25,100,000
 HH Inc.: \$32,234
 Retail \$: 6.7 Bil
 Pop per Station: 59,242
 #1 Biller: WCMF-F \$5,400,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WCMF-F (AOR)	227/16.0	15.1	16.7	15.7	15.6	15.9	268/2748	2309/27.8	27.3	26.7	20.8	339	2854	WCMF-F
2. WPXY-F (CHR)	167/11.8	12.5	9.3	10.7	10.7	11.1	178/2522	2307/27.8	29.3	26.9	13.2	215	2874	WPXY-F
3. WBEE-F (C)	152/10.7	9.4	11.3	10.2	9.0	10.4	187/1999	1614/19.5	18.4	18.6	9.6	156	1317	WBEE-F
4. WHAM (MOR)	140/ 9.9	8.9	9.3	7.6	7.4	8.9	155/1961	1723/20.8	19.0	17.9	4.7	77	1097	WHAM
5. WVOR-F (AC)	107/ 7.5	11.2	9.0	8.1	10.1	8.9	120/1893	1740/21.0	25.2	21.8	7.3	119	1425	WVOR-F
6. WRMM-F (SAC)	101/ 7.1	6.7	6.7	6.9	5.9	6.8	104/1652	1530/18.4	18.8	16.1	4.7	77	1138	WRMM-F
7. WDKX-F (B)	87/ 6.1	4.4	4.9	4.2	5.6	4.9	87/735	735/ 8.9	9.9	8.5	10.9	178	1557	WDKX-F
8. WKLX-F (O)	86/ 6.1	6.0	6.4	7.6	7.0	6.5	90/1464	1322/15.9	17.8	16.5	6.1	99	908	WKLX-F
9. WZSH-F (EZ)	65/ 4.6	5.2	5.2	6.6	6.7	5.4	86/1134	842/10.2	10.5	11.5	2.6	42	612	WZSH-F
10. WBBF (C)	40/ 2.8	2.1	1.3	0.8	0.9	1.8	41/470	451/ 5.4	6.0	3.7	2.2	36	316	WBBF

12+ FM SHARE (METRO): 82.76% (1032 of 1247) (SUM 89: 85.52%)

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 WCMF-F<	1 WHAM >
2 WCMF-F	2 WPXY-F>	2 WPXY-F>	2 WBEE-F	2 WBEE-F	2 WBEE-F>	2 WHAM	2 WPXY-F	2 WPXY-F	2 WPXY-F	2 WCMF-F
3	3 WRMM-F	3 WBEE-F	3 WPXY-F<	3 WVOR-F<	3 WVOR-F	3 WVOR-F<	3 WBEE-F	3 WBEE-F	3 WHAM	3 WDKX-F
4	4 WDKX-F>	4 WRMM-F	4 WVOR-F	4 WPXY-F	4 WZSH-F	4 WBEE-F<	4 WHAM	4 WHAM	4 WBEE-F	4 WBEE-F
5	5 WBEE-F	5 WVOR-F	5 WKLX-F<	5 WKLX-F	5 WKLX-F	5 WPXY-F	5 WRMM-F	5 WVOR-F	5 WRMM-F	5 WPXY-F
6	6 WVOR-F	6 WKLX-F	6 WRMM-F	6 WRMM-F	6	6	6 WVOR-F	6 WRMM-F	6 WDKX-F	6
7	7	7 WDKX-F	7 WDKX-F	7 WDKX-F	7	7	7 WKLX-F	7 WKLX-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 WCMF-F>	1 WCMF-F	1 WPXY-F	1 WPXY-F<	1 WBEE-F	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>
2 WPXY-F>	2 WPXY-F	2 WRMM-F	2 WCMF-F	2 WVOR-F	2 WPXY-F>>	2 WPXY-F	2 WDKX-F>	2 WPXY-F	2 WBEE-F
3 WRMM-F>>	3 WRMM-F>	3 WCMF-F>	3 WRMM-F	3 WPXY-F<	3	3 WDKX-F	3 WPXY-F	3 WBEE-F<	3 WKLX-F>
4 WVOR-F	4 WVOR-F	4 WVOR-F	4 WVOR-F	4 WRMM-F	4	4 WKLX-F	4 WKLX-F	4 WKLX-F>	4 WDKX-F<
5 WDKX-F	5 WDKX-F	5 WBEE-F	5 WBEE-F	5 WCMF-F<	5	5 WBEE-F	5 WBEE-F	5 WVOR-F	5 WPXY-F
6	6 WBEE-F	6 WDKX-F>>	6 WDKX-F	6 WDKX-F	6	6	6 WRMM-F	6 WDKX-F	6 WVOR-F
7	7	7	7	7 WKLX-F	7	7	7	7	7 WHAM

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WGVA 1240 Geneva	0.6/1.3/ 8/	146	
WPXY 1280 Rochester	1.1/4.1/ 16/	340	
WRMM 990 Rochester	0.2/1.9/ 4/	175	
WWWG 1460 Rochester	0.6/1.7/ 8/	143	
CFMX-F 103.1 Cobourg, On	0.6/1.8/ 8/	151	
WEZQ-F 107.7 Weathersfield	0.4/1.4/ 7/	153	
WMJQ-F 102.5 Buffalo	1.6/5.4/ 43/	761	
WPCX-F 106.9 Auburn	0.4/0.9/ 42/	398	

WBDT STATIONS

WBBF, 950, 1 KW (DA-2)	, NOSTALGIA	UNIULT, \$ 24.00 (Katz)	Heritage
WHAM, 1180, 50 KW	, MOR/FULL SER.	CBS, TALKNT, \$ 55.00 (McGuild)	Lincoln
WBEE-F, 92.5, 50 KW @ 500,	COUNTRY	UNIULT, \$ 63.00 (Katz)	Heritage
WCMF-F, 96.5, 50 KW @ 450,	AOR	, \$ 100.00 (Torbet)	Stoner
WDKX-F, 103.9, 1 KW @ 536,	BLACK	, \$ 30.00 (Roslin)	
WKLX-F, 98.9, 37 KW @ 564,	OLDIES	, \$ 50.00 (Durpetti)	
WPXY-F, 97.9, 50 KW @ 399,	CHR	, \$ 75.00 (MMR)	Pyramid
WRMM-F, 101.3, 27 KW @ 640,	SOFT AC	ABC E, \$ 49.00 (Christal)	Atlantic Ventures
WVOR-F, 100.5, 50 KW @ 482,	AC	, \$ 99.00 (McGuild)	Lincoln
WZSH-F, 95.1, 10 KW @ 994,	EZ	, \$ 28.00 (Republic)	(BRISTOL CENTER)

SACRAMENTO

Arbitron Rank/Pop (12+): 30/1,195,200
 MSA Rank/Pop: 34/1,401,500
 ADI # 21 (w/Stockton & Modesto)
 Average Person Ratings: 16.2
 Market TSL: 21.75 hours

Stations: 30/20
 Diaries: 1434/833:1/51.1%
 Sample Target: 1340
 % Below Line: 9.5
 % Not Listed: 13.3

1989 Revenue: \$52,500,000
 HH Inc.: \$30,536
 Retail \$: 9.5 Bil
 Pop per Station: 59,760
 #1 Biller: KRAK-AF \$9,600,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. KFBK (N/T)	189/ 9.8	9.4	11.4	8.5	8.1	9.8	235/3097	2384/19.9	19.3	18.1	7.9	167	1865	KFBK
2. KRXQ-F (AOR)	162/ 8.4	8.7	8.7	6.9	5.6	8.2	190/2150	1827/15.3	14.5	12.6	13.2	278	2325	KRXQ-F
3. KRAK-F (C)	139/ 7.2	8.3	7.9	9.3	6.7	8.2	217/2978	1990/16.6	18.6	14.8	7.8	165	2450	KRAK-F
4. KXOA-F (AC)	125/ 6.5	7.6	6.1	8.1	7.8	7.1	161/2498	2068/17.3	19.2	18.9	5.4	113	1452	KXOA-F
5. KZAP-F (AOR)	120/ 6.2	5.2	6.5	6.9	6.4	6.2	163/2586	1763/14.8	13.5	14.8	6.6	138	1919	KZAP-F
6. KSFM-F (CHR)	110/ 5.7	7.4	6.6	7.1	7.1	6.7	157/3082	2040/17.1	19.1	18.6	10.2	215	2925	KSFM-F
7. KYMX-F (SAC)	95/ 4.9	4.4	4.7	7.4	7.6	5.3	121/1612	1233/10.3	12.1	14.4	4.1	87	1004	KYMX-F
8. KHYL-F (O)	93/ 4.8	4.8	5.8	4.7	5.5	5.0	125/2304	1648/13.8	12.3	13.7	5.8	123	1628	KHYL-F
9. KQPT-F (J/NA)	87/ 4.5	3.2	5.6	3.9	4.9	4.3	98/1695	1481/12.4	9.7	12.6	3.7	77	1084	KQPT-F
10. KAER-F (AC)	70/ 3.6	4.8	4.7	4.1	4.7	4.3	85/1511	1304/10.9	11.9	12.1	4.1	87	1348	KAER-F
11. KRAK (C)	61/ 3.1	3.4	3.2	2.8	3.5	3.1	117/1560	839/ 7.0	6.2	6.0	1.7	35	504	KRAK
12. KROY-F (CHR)	60/ 3.1	3.1	2.9	3.3	3.3	3.1	69/1870	1498/12.5	14.2	13.1	2.6	54	1516	KROY-F
13. KWOD-F (CHR)	58/ 3.0	3.0	3.3	2.5	3.4	3.0	88/2085	1307/10.9	12.0	12.1	3.3	70	1480	KWOD-F
14. KFRC (BB)	43/ 2.2	1.9	1.9	1.7	2.4	1.9	105/1178	588/ 4.9	4.4	4.3	0.7	15	348	KFRC
15. KGO (N/T)	33/ 1.7	1.7	1.3	1.2	1.4	1.5	71/1238	521/ 4.4	4.7	3.7	0.7	14	331	KGO

12+ FM SHARE (METRO): 70.54% (1185 of 1680) (SUM 89: 75.21%)

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 KZAP-F<	1 KRAK-F	1 KFBK >	1 KFBK >>	1 KFBK	1 KRXQ-F	1 KRXQ-F	1 KFBK
2 KWOD-F<	2 KZAP-F>	2 KZAP-F	2 KXOA-F<	2 KZAP-F	2 KRAK-F	2 KRXQ-F	2 KRXQ-F	2 KRAK-F<	2 KSFM-F>	2 KRAK-F
3 KROY-F	3 KYMX-F	3 KXOA-F	3 KRAK-F	KXOA-F	3 KXOA-F	KRAK-F	3 KZAP-F	3 KFBK <	3 KROY-F	3 KRAK
4	4 KSFM-F<	4 KRAK-F	4 KFBK	4 KFBK	4 KHYL-F<	4 KXOA-F	KXOA-F<	4 KXOA-F	KRAK-F<	4 KCTC
5	5 KXOA-F<	5 KFBK	5 KQPT-F	5 KHYL-F<	5 KRAK	5 KZAP-F<	5 KRAK-F>	5 KZAP-F	5 KQPT-F	5 KXOA-F
6	6 KAER-F	6 KQPT-F<	KHYL-F<	6 KQPT-F	6 KQPT-F	6 KSFM-F>	6 KYMX-F	6 KSFM-F<	6 KFBK	6
7	7 KRAK-F	7 KYMX-F	7 KRXQ-F	7 KRXQ-F	7	7 KYMX-F	7 KHYL-F	7 KYMX-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 KRXQ-F<	1 KRXQ-F	1 KXOA-F>	1 KXOA-F	1 KXOA-F	1 KRXQ-F>>	1 KRXQ-F>	1 KZAP-F	1 KRXQ-F	1 KZAP-F
2 KYMX-F>	2 KYMX-F	2 KZAP-F	2 KYMX-F	2 KRAK-F>	2 KAER-F	2 KZAP-F>>	2 KRXQ-F>	2 KZAP-F	2 KFBK
3 KWOD-F	3 KZAP-F	KRAK-F	3 KRAK-F	3 KQPT-F	3 KSFM-F>	3 KFBK	3 KHYL-F	3 KFBK	3 KRAK-F
4 KZAP-F	4 KXOA-F	4 KRXQ-F	4 KRXQ-F	4 KYMX-F	4 KZAP-F	4 KHYL-F<	4 KRAK-F	4 KRAK-F	4 KHYL-F<
KSFM-F>	5 KSFM-F	KQPT-F	5 KZAP-F<	5 KHYL-F	KYMX-F	5 KAER-F	5 KFBK	5 KXOA-F	5 KRXQ-F
6 KROY-F	6 KAER-F<	6 KAER-F	6 KQPT-F<	KFBK	KFBK	6 KSFM-F	6 KQPT-F	KHYL-F	6 KXOA-F
KAER-F	7 KRAK-F	7 KSFM-F	7 KSFM-F	7 KZAP-F	7	KRAK-F	7	7 KQPT-F	7 KQPT-F

OTHER RATED STATIONS

METRO CUME TSA TSA
 SHARE/RTG/AQH/CUME

KCTC 1320	Sacramento	1.5/5.2/ 38/ 774	KBEE-F 103.3	Modesto/Stoctn.	1.5/2.0/ 96/ 952
KFIA 710	Carmichael	1.3/3.2/ 34/ 563	KCBS 740	San Francisco	0.4/1.9/ 70/ 983
KLIQ-F 102.1	Shngle Sp/Scrmn	0.5/1.0/ 9/ 116	KIOI-F 101.3	San Fran/Oaklnd	0.4/0.8/ 10/ 237
KRCX 1110	Roseville/Scrmn	0.7/1.5/ 13/ 179	KNBR 680	San Francisco	1.5/5.5/104/1709
KSAC 1240	Sacramento	1.0/2.1/ 23/ 287	KNCO 830	Grass Valley	0.3/0.7/ 15/ 217
KSMJ 1380	Sacramento	0.5/2.4/ 10/ 362	KRFDF 99.9	Marysville	0.4/1.4/ 58/ 694
KXOA 1470	Sacramento	1.1/2.3/ 21/ 278	KRQR-F 97.3	San Francisco	0.7/1.7/ 35/ 640
			KSFO 560	San Francisco	0.4/1.8/ 26/ 598

AM STATIONS

KCTC , 1320,	5 KW (DA-2)	, EZ	CBS UNISUP, \$ 30.00	(Christal)	Tribune Co.
KFBK , 1530,	50 KW (DA-2)	, News/Talk	ABC I APR, \$120.00	(Group W)	Westinghouse
KFIA , 710,	10 KW/250 W (DA-2),	Religion	, \$ 24.00	(---)	
KRAK , 1140,	50 KW (DA-2)	, Country	, \$ 66.00	(Katz)	EZ
KRCX , 1110,	5 KW/500 W (DA-2),	Hispanic	, \$ 36.00	(Katz Hisp.)	Fuller-Jeffrey
KSAC , 1240,	1 KW	, Classical	UNIULT, \$ 27.00	(CMBS)	
KSMJ , 1380,	5 KW (DA-2)	, Oldies	SMN, \$ 26.00	(MMR)	Booth/Genesis
KXOA , 1470,	5 KW/1 KW (DA-2)	, Business News	, \$ 30.00	(Banner)	Brown

FM STATIONS

KAER , 92.5,	50 KW @ 462	, AC	, \$ 62.00	(Group W)	Westinghouse
KHYL , 101.1,	37 KW @ 567	, Oldies	, \$ 50.00	(Eastman)	(AUBURN)
KQPT , 100.5,	115 KW @ 328	, Jazz/NAC	SOURCE, \$ 80.00	(Republic)	Duchossols
KRAK , 105.1,	50 KW @ 500	, Country	, \$111.00	(Katz)	EZ
KROY , 96.9,	50 KW @ 500	, CHR	ABC C, \$ 48.00	(Christal)	Great American
KRXQ , 93.7,	25 KW @ 325	, AOR	, \$ 90.00	(Torbet)	Fuller-Jeffrey
KSFM , 102.5,	50 KW @ 500	, CHR	, \$ 85.00	(MMR)	Booth/Genesis
				(WOODLAND)	
KWOD , 106.5,	50 KW @ 410	, CHR	RADRAD ABC FM, \$ 54.00	(CBS)	
KXOA , 107.9,	50 KW @ 403	, AC	, \$135.00	(Banner)	Brown
KYMX , 96.1,	50 KW @ 476	, Soft AC/EZ	UNISUP, \$ 75.00	(Christal)	Tribune Co.
KZAP , 98.5,	50 KW @ 500	, AOR	, \$ 96.00	(Mc-Guild)	Nationwide

ST. LOUIS

Arbitron Rank/Pop (12+): 15/2,052,400
 MSA Rank/Pop: 13/2,491,100
 ADI # 18
 Average Person Ratings: 17.7
 Market TSL: 23.00 hours

Stations: 29/29
 Diaries: 1801/1140:1/54.3%
 Sample Target: 1760
 % Below Line: 0.0
 % Not Listed: 6.9

1989 Revenue: \$69,000,000
 HH Inc.: \$30,906
 Retail \$: 17.0 Bil
 Pop per Station: 70,772
 #1 Biller: KMOX \$21,700,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. KMOX (N/T)	619/17.0	19.3	16.3	18.8	22.3	17.8	747/8649	7180/35.0	37.1	42.7	15.4	556	6661	KMOX
2. KSHE-F (AOR)	298/ 8.2	8.7	8.8	8.4	9.3	8.5	380/4666	3652/17.8	19.9	22.1	12.1	437	4369	KSHE-F
3. WKBQ-F (CHR)	248/ 6.8	6.9	6.6	6.7	8.5	6.8	304/4819	4021/19.6	18.9	21.4	7.6	273	4451	WKBQ-F
KEZK-F (EZ)	248/ 6.8	5.5	7.6	9.5	6.4	7.3	273/3315	2885/14.1	13.0	14.1	4.2	153	1846	KEZK-F
5. KMJM-F (B)	245/ 6.7	7.0	7.9	7.0	7.6	7.2	254/2542	2460/12.0	11.8	12.2	9.7	348	3242	KMJM-F
6. KYKY-F (AC)	238/ 6.6	6.1	5.3	5.5	5.5	5.9	259/3849	3440/16.8	18.3	15.8	5.1	183	3062	KYKY-F
7. WIL -F (C)	206/ 5.7	6.4	5.8	5.4	4.4	5.8	265/3245	2604/12.7	13.7	10.6	5.1	185	2314	WIL -F
8. KSD -F (CL AOR)	151/ 4.2	4.9	6.7	6.0	4.9	5.4	177/3199	2837/13.8	14.6	13.7	6.7	243	3529	KSD -F
9. KLOU-F (O)	136/ 3.7	3.5	3.8	4.3	3.5	3.8	160/3189	2654/12.9	12.0	14.8	4.1	147	2711	KLOU-F
10. KHTK-F (CHR)	106/ 2.9	2.9	2.4	1.0	0.6	2.3	114/2231	2082/10.1	8.9	2.9	5.1	184	3042	KHTK-F
11. KRJY-F (SAC)	87/ 2.4	1.8	2.3	2.5	2.5	2.3	92/1425	1319/ 6.4	7.0	8.5	1.2	45	963	KRJY-F
12. WKKX-F (C)	84/ 2.3	2.4	2.5	3.5	1.7	2.7	91/1616	1424/ 6.9	7.0	6.2	2.6	94	1789	WKKX-F
13. KATZ-F (B)	77/ 2.1	2.0	1.6	1.6	1.1	1.8	78/1137	1119/ 5.5	5.9	5.5	1.6	56	1555	KATZ-F
14. KATZ (B)	75/ 2.1	1.6	2.5	2.0	1.6	2.0	75/951	951/ 4.6	4.4	4.6	1.2	45	556	KATZ
15. WEW (BB)	72/ 2.0	1.5	1.9	1.3	1.3	1.7	75/742	705/ 3.4	3.8	3.0	0.9	33	265	WEW
KFUO-F (CL)	72/ 2.0	1.9	1.6	1.2	2.0	1.7	73/1222	1143/ 5.6	5.8	5.8	1.6	59	924	KFUO-F
17. WSNL-F (SAC)	58/ 1.6	1.5	1.4	1.5	1.2	1.5	58/1231	1216/ 5.9	6.5	5.3	2.1	75	1372	WSNL-F
18.														
19.														
20.														

12+ FM SHARE (METRO): 68.86% (2329 of 3382) (SUM 89: 66.33%)

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 KSHE-F	1 KMOX	1 KMOX >>	1 KMOX >>	1 KMOX >	1 KMOX >>	1 KMOX >>	1 KMOX >>
2 KMJM-F	2 KMJM-F	2 KYKY-F	2 KMOX	2 KSHE-F	2 KEZK-F>	2 KYKY-F	2 KEZK-F<	2 KSHE-F<	2 KMJM-F	2 KSHE-F<
3 KHTK-F>>	3 KYKY-F	3 KMOX	3 KYKY-F>	3 KYKY-F>	3 WIL -F	3 KSHE-F	3 KSHE-F	3 WKBQ-F<	3 KSHE-F	3 KMJM-F
4	4 KSD -F	4 KMJM-F	4 KMJM-F	4 WIL -F<	4 KYKY-F	4 WIL -F	4 KYKY-F	4 KYKY-F	4 WKBQ-F>	4 KATZ
5	5 WKBQ-F>	5 WKBQ-F	5 KSD -F	5 KLOU-F<	5 KLOU-F	5 WKBQ-F>	5 WKBQ-F>	5 WKBQ-F>	5 WIL -F<	5 WIL -F
6	6 WIL -F<	6 WIL -F	6 WIL -F	6 KMJM-F	6 WEW	6 KMJM-F<	6 WIL -F<	6 KEZK-F	6 KEZK-F	6 KEZK-F
7	7 KMOX	7 WIL -F<	7 KLOU-F	7 KSD -F	7 KFUE-F	7 WKBQ-F<	7 KMJM-F	7 WIL -F	7 KHTK-F	7 KYKY-F
8	8	8 KLOU-F	8 WKBQ-F	8 KEZK-F	8	8 KSD -F	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKBQ-F	1 KYKY-F	1 KYKY-F>	1 KYKY-F	1 KYKY-F	1 KSHE-F>>	1 KSHE-F>>	1 KSHE-F>>	1 KSHE-F>	1 KSHE-F<
2 KMJM-F	2 KSHE-F	2 KSHE-F>	2 WKBQ-F	2 KMOX >	2 KSD -F<	2 KSD -F	2 KSD -F	2 KMOX	2 KMOX >
3 KSHE-F>	3 KMJM-F	3 KMJM-F	3 KSHE-F<	3 WIL -F<	3 KMJM-F>	3 KMJM-F>	3 KMOX	3 KSD -F	3 KSD -F
4 KYKY-F	4 WKBQ-F>	4 WIL -F	4 KMJM-F	4 KEZK-F	4 WKBQ-F	4 KMOX	4 KMJM-F>	4 KMJM-F<	4 KYKY-F<
5 KHTK-F	5 KSD -F	5 KSD -F<	5 KMOX	5 KSHE-F<	5 KYKY-F	5 KYKY-F	5 WIL -F	5 KYKY-F>	5 KLOU-F
6 KRJY-F	6 WIL -F<	6 WKBQ-F	6 WIL -F	6 WKBQ-F	6 WCBW-F	6 WKBQ-F	6 KLOU-F<	6 KLOU-F	6 KMJM-F<
7 KSD -F	7 KHTK-F	7 KATZ-F	7 KATZ-F	7 KMJM-F	7 KHTK-F	7 WIL -F	7 KYKY-F	7 WIL -F<	7 WIL -F
8	8	8	8	9 KLOU-F	8	8 KLOU-F	8	8 WKBQ-F	8

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KGLD	1380	St. Louis	0.6/2.8/ 22/ 570
KIRL	1460	St. Charles/StL	0.7/1.7/ 28/ 359
KLPW	1220	Union/Washngtn	0.6/0.8/ 21/ 156
KSIV	1320	Clayton/St. L.	0.5/1.7/ 17/ 340
KSTZ-F	105.7	Ste. Genve/St.L	1.1/4.3/ 50/1159
KUSA	550	St. Louis	1.2/4.0/ 59/1327
KXOK	630	St. Louis	0.7/3.6/ 25/ 818
WCBW-F	104.9	Columbia/St. L.	1.0/3.1/ 36/ 640
WESL	1490	E. St. Louis	1.2/2.4/ 42/ 499
WGNU	920	Granite City	1.0/2.4/ 37/ 483
WIBV	1260	Belleville	0.6/1.6/ 22/ 360
WIL	1430	St. Louis	0.9/3.4/ 35/ 742

RADIO STATIONS

AM STATIONS

KATZ, 1600,	5 KW (DA-N)	, BLACK	NBN, \$	40.00 (K & P)	Interurban
KGLD, 1380,	5 KW/1 KW (DA-2)	, OLDIES	UNIULT, \$	34.00 (Katz)	Chase
KMOX, 1120,	50 KW	, TALK	CBS, \$	327.00 (CBS)	CBS
KSIV, 1320,	5 KW/125 W	, RELIGION	, \$	18.00 (---)	Bott
KUSA, 550,	5 KW (DA-N)	, COUNTRY OLDIES	MBS, \$	50.00 (McGuild)	Gannett
KXEN, 1010,	50 KW (DAYS, DA)	, RELIGION	, \$	26.00 (---)	Mid America Gospel
KXOK, 630,	5 KW (DA-2)	, TALK	ABC D, \$	31.00 (Durpetti)	
WESL, 1490,	1 KW/250 W (DA-1)	, GOSPEL	SBN UNIULT, \$	25.00 (---)	Willis
WEW, 770,	1 KW (DAYS)	, NOSTALGIA	UNISUP UNIULT, \$	27.00 (---)	
WIL, 1430,	5 KW (DA-2)	, NOSTALGIA	ABC I, \$	N/A (Brown)	Heritage

FM STATIONS

KATZ, 100.3,	50 KW @ 490,	BLACK	NBN, \$	37.00 (K & P)	Interurban
KEZK, 102.5,	100 KW @ 1026,	EZ	UNIULT, \$	91.00 (MMR)	Adams
KFUO, 99.1,	100 KW @ 1026,	CLASSICAL	MBS, \$	47.00 (CMBS)	
KHTK, 97.1,	100 KW @ 560,	CHR	, \$	40.00 (Durpetti)	
KLOU, 103.3,	100 KW @ 920,	OLDIES	CBS, \$	80.00 (CBS)	CBS
KMJM, 107.7,	100 KW @ 1026,	BLACK	, \$	97.00 (Christal)	Noble
KRJY, 96.3,	100 KW @ 552,	SOFT AC	NBC UNISUP, \$	47.00 (Banner)	
KSD, 93.7,	100 KW @ 860,	CLASSIC AOR	, \$	100.00 (McGuild)	Gannett
KSHE, 94.7,	100 KW @ 1026,	AOR	, \$	154.00 (HNWH)	Emmis
KSTZ, 105.7,	100 KW @ 1376,	CHR	SOURCE, \$	N/A (Torbet)	(ST. GENEVIEVE)
KYKY, 98.1,	90 KW @ 1026,	AC	, \$	129.00 (MMR)	EZ
WCBW, 104.9,	2 KW @ 400,	RELIGION	, \$	20.00 (---)	Universal
WIL, 92.3,	100 KW @ 984,	COUNTRY	ABC E, \$	76.00 (Banner)	Heritage
WKBQ, 106.5,	90 KW @ 1026,	CHR	, \$	69.00 (Katz)	Chase
WKGX, 104.1,	39 KW @ 500,	COUNTRY	, \$	40.00 (Roslin)	(JERSEYVILLE, IL)
WSNL, 101.1,	44 KW @ 525,	AC	, \$	40.00 (Torbet)	

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 75/494,900

Stations: 40/23
Diaries: 891/555:1/49.6%
Sample Target: 880
% Below Line: 27.2
% Not Listed: 13.1

1989 Revenue: \$12,400,000
HH Inc.: \$30,643
Retail \$: 3.5 Bill
Pop per Station: 21,517
#1 Biller: KQAV-F \$1,900,000

MSA Rank/Pop: 134/356,700 (Sal-Mont)
ADI # 109 S Cruz: NA
Average Person Ratings: 18.1
Market TSL: 23.50 hours

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. KDON-F (CHR)	105/11.7	11.9	10.9	7.1	7.5	10.4	107/1275	1198/24.2	24.8	23.2	17.2	139	1638	KDON-F
2. KGO (T)	64/ 7.2	6.8	8.4	7.1	7.4	7.4	88/915	829/16.8	14.9	16.0	7.1	57	790	KGO
3. KMBY-F (AOR)	51/ 5.7	4.2	4.7	5.9	5.6	5.1	51/535	535/10.8	12.6	13.8	5.7	46	668	KMBY-F
4. KTOM-F (C)	45/ 5.0	5.5	4.7	4.0	6.3	4.8	52/557	524/10.6	13.0	14.3	5.1	41	517	KTOM-F
5. KBOQ-F (CL)	36/ 4.0	4.1	3.4	3.4	3.9	3.7	36/530	530/10.7	9.3	9.3	2.5	20	343	KBOQ-F
6. KQAV-F (AC)	35/ 3.9	5.2	5.2	5.6	5.0	5.0	39/708	678/13.7	12.3	15.3	4.3	35	620	KQAV-F
7. KWSS-F (CHR)	33/ 3.7	4.0	4.3	5.1	5.3	4.3	34/739	705/14.2	14.1	19.4	4.6	37	815	KWSS-F
8. KOCN-F (SAC)	32/ 3.6	3.7	5.5	4.1	2.5	4.2	32/533	533/10.8	9.3	7.1	4.2	34	319	KOCN-F
9. KBAY-F (EZ)	30/ 3.4	3.3	4.7	4.5	5.1	4.0	35/477	411/ 8.3	8.7	9.9	3.0	24	282	KBAY-F
KRAY-F (SP)	30/ 3.4	2.2	1.8	3.5	1.2	2.7	30/261	261/ 5.3	4.5	4.6	0.7	6	118	KRAY-F
11. KXDC-AF (EZ)	26/ 2.9	2.9	2.7	1.7	2.4	2.5	26/287	287/ 5.8	5.3	5.1	1.5	7	133	KXDC-AF
12. KTGE (SP)	23/ 2.6	1.6	1.9	2.4	1.3	2.1	23/287	287/ 5.8	3.4	4.4	4.0	32	391	KTGE
KHIP-F (O)	23/ 2.6	2.3	4.1	1.6	2.7	2.6	25/425	379/ 7.7	7.1	8.4	2.0	16	464	KHIP-F
KCTY (SP)	23/ 2.6	1.8	2.2	3.7	2.7	2.6	23/277	277/ 5.6	3.5	6.4	1.7	14	370	KCTY
15. KLFA-F (SP)	21/ 2.3	0.9	1.2	2.2	2.2	1.6	21/153	153/ 3.1	1.6	3.4	2.4	19	195	KLFA-F
16. KCBS (N/T)	20/ 2.2	2.7	3.0	3.1	2.1	2.8	21/371	349/ 7.1	8.4	6.8	1.5	12	328	KCBS
17. KNBR (MOR)	18/ 2.0	2.3	1.0	1.3	1.7	1.6	21/371	353/ 7.1	8.0	6.7	1.9	15	257	KNBR
18. KPIG-F (C)	13/ 1.5	3.0	1.7	1.2	4.1	1.9	13/262	262/ 5.3	4.6	5.4	3.0	24	219	KPIG-F
19. KDFC-AF (CL)	12/ 1.4	---	---	---	---	0.3	12/160	154/ 2.8	0.0	0.0	---	---	---	KDFC-AF
20. KOME-F (AOR)	12/ 1.3	1.9	0.5	1.6	1.0	1.3	12/203	203/ 4.1	4.4	4.8	1.5	12	151	KOME-F
KLAU (AC)	12/ 1.3	0.8	0.4	---	1.1	0.6	12/159	159/ 3.2	2.4	3.7	1.4	11	126	KLAU
KDBQ-F (J/NA)	12/ 1.3	2.2	1.9	2.7	2.9	2.0	12/240	214/ 4.3	6.8	8.5	1.9	15	264	KDBQ-F

12+ FM SHARE (METRO): 70.66% (549 of 777) (SUM 89: 72.95%)

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 KMBY-F>	2 KMBY-F	2 KMBY-F<	2 KBOQ-F	2 KGO >	2 KGO	2 KMBY-F	2 KGO	2 KDON-F>
3 KRAY-F	3 KWSS-F	3 KQAV-F	3 KGO	3 KGO >	3 KBAY-F<	3 KMBY-F<	3 KMBY-F	3 KTOM-F	3 KBOQ-F	3 KME-L-F
4	4 KTOM-F	4 KGO	4 KQAV-F	4 KQAV-F	4 KXDC-AF	4 KQAV-F	4 KQAV-F<	4 KGO	4 KRAY-F	4 KCTY
5	5	5 KTOM-F	KOCN-F	KOCN-F	5 KTOM-F	5 KTOM-F	5 KTOM-F	5	5 KMBY-F	5 KNBR
6	6	KOCN-F	6	6	6	6	6	6	6	KLFA-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 KMBY-F	1 KMBY-F>>	1 KMBY-F	1 KMBY-F
2 KWSS-F>>	2 KWSS-F	2 KTGE	2 KQAV-F	2 KQAV-F		2 KMBY-F	2 KDON-F>>	2 KDON-F	2 KDON-F>	2 KGO
3 KTOM-F	3 KTGE	3 KQAV-F	3 KOCN-F	3 KOCN-F>		3 KTOM-F	3 KTOM-F	3 KHIP-F	3 KGO	3 KDON-F>
4 KLFA-F	KOCN-F	KOCN-F	4 KWSS-F	4 KBOQ-F		4 KQAV-F	4 KRAY-F	4 KRAY-F	4 KTOM-F	4 KTOM-F
5	5 KQAV-F	5 KWSS-F	5 KBOQ-F	5 KGO		5	5 KHIP-F	5	5 KRAY-F	5 KHIP-F
6	6 KTOM-F	KMBY-F	6 KTOM-F	6 KXDC-AF		6	6 KWSS-F	6	6 KHIP-F	6

OTHER RATED STATIONS	METRO CUME	TSA	TSA	SHARE/RTG/AQH/CUME
KMCM 880	Gonzales/Sal.	0.6/1.9/	5/ 94	KARA-F 105.7 Santa Clara/SJ
KNRY 1240	Monterey	0.6/3.0/	5/ 146	KAZA 1290 Gilroy
KOMY 1340	Watsonville	1.0/2.7/	9/ 139	KDFC-F 102.1 San Francisco
KPUP 540	Carmel Vly/Slns	1.0/2.1/	9/ 106	KEZR-F 106.5 San Jose
KSCO 1080	Santa Cruz/Mntr	0.8/3.0/	7/ 148	KFRC 610 San Francisco
KSUR-F 99.5	Greenfield	0.6/3.2/	5/ 158	KKHT-F 95.7 San Francisco
KTOM 1380	Salinas	0.8/2.7/	7/ 141	KLOK 1170 San Jose/SF
				KMEL-F 106.1 San Francisco
				KOIT-F 96.5 San Francisco
				KRTY-F 95.3 Los Gatos
				KSJO-F 92.3 San Jose

2000 STATIONS

KCTY , 980,	1 KW/247W (DA-1),	Hispanic	, \$ NA	(Lotus)
KOMY , 1340,	1 KW	Nostalgia	MBS UNISUP, \$13.00	(Radio Time)
KTGE , 1570,	250 W/8 W	Hispanic	, \$12.00	(Katz Hisp.)
KTOM , 1380,	5 KW (DA-2)	see KTOM-F		
KBOQ-F, 92.7,	1 KW @ 567	Classical	, \$24.00	(Durpetti)
KDON-F, 102.5,	19 KW @ 2270	CHR	, \$33.00	(Christal)
KHIP-F, 93.5,	60 W @ 2238	Oldies	UNISUP UNIULT, \$17.00	Henry (HOLLISTER)
KLFA-F, 93.9,	5 KW @ 703	Hispanic	, \$12.00	(Caballero)
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)
KPIG-F, 107.5,	3 KW @ 335	Country	, \$18.00	(Republic)
KRAY-F, 103.9,	3 KW @ -135	Hispanic	, \$23.00	(Lotus)
KTOM-F, 100.7,	1 KW @ 2420	Country	ABC E UNIULT, \$37.00	(MMR)
KQAV-F, 96.9,	18 KW @ 2450	AC	APR, \$41.00	(HNWH)
KXDC-F, 101.7,	.8 KW @ 591	EZ	, \$15.00	(K & P)
KDBQ-F, 99.1,	1 KW @ 2618	Jazz/NAC	UNIULT, \$29.00	(Mc-Guild)
Miscellaneous:	KLRS-F changes to KDBQ-F (July)			Viacom

SALT LAKE CITY

Arbitron Rank/Pop (12+): 38/1,004,800
 MSA Rank/Pop: 45/1,075,100
 Average Person Ratings: 15.5
 Market TSL: 21.00 hours

Stations: 30/30
 Diaries: 1310/767:1/55.6%
 Sample Target: 1250
 % Below Line: 0.0
 % Not Listed: 7.8

1989 Revenue: \$30,500,000
 HH Inc.: \$28,337
 Retail \$: 7.5 Bil
 Pop per Station: 33,493
 #1 Biller: KSL \$4,500,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. KKAT-F (C)	145/ 9.3	8.5	10.7	10.6	9.1	9.8	173/2183	1878/18.7	19.8	19.3	10.2	175	2002	KKAT-F
2. KISN-F (CHR)	113/ 7.3	6.2	7.5	6.8	8.0	6.9	133/2055	1773/17.6	18.6	20.7	6.7	115	1443	KISN-F
3. KSFI-F (EZ)	104/ 6.7	8.1	9.3	11.3	9.4	8.9	124/2128	1882/18.7	16.8	18.4	4.7	81	1315	KSFI-F
KBER-F (AOR)	104/ 6.7	4.0	3.8	5.8	5.3	5.1	107/1385	1254/12.5	11.4	10.0	6.3	108	1566	KBER-F
5. KSL (MOR)	100/ 6.4	6.8	8.5	7.8	4.6	7.4	121/2490	1966/19.6	20.3	18.6	5.3	92	1826	KSL
6. KLZX-AF (CL AOR)	98/ 6.3	7.9	6.1	6.2	3.0	6.6	102/1396	1328/13.2	14.9	10.5	8.2	138	1595	KLZX-AF
7. KCPX-F (CHR)	83/ 5.3	5.4	5.8	4.9	6.9	5.4	97/1910	1665/16.6	17.1	23.6	7.1	123	1654	KCPX-F
8. KRSP-F (AOR)	80/ 5.1	4.2	2.9	2.0	3.7	3.5	99/1558	1299/12.9	12.8	11.9	5.2	89	1486	KRSP-F
9. KSOP-AF (C)	75/ 4.8	5.6	6.0	6.0	5.6	5.6	117/1920	1432/14.3	15.9	14.7	6.0	98	1178	KSOP-AF
10. KJQN-F (AOR)	62/ 4.0	4.1	2.9	2.0	3.8	3.3	65/1050	981/ 9.8	10.0	7.1	6.9	118	1299	KJQN-F
11. KMGR-F (AC)	60/ 3.9	3.3	4.4	4.1	2.9	3.9	62/911	863/ 8.6	9.3	7.3	3.1	53	907	KMGR-F
12. KZHT-F (CHR)	47/ 3.0	3.5	2.1	2.3	4.9	2.7	47/978	964/ 9.6	9.1	12.8	3.9	67	1481	KZHT-F
13. KLVV-F (AC)	42/ 2.7	2.0	3.5	2.5	2.2	2.7	42/851	832/ 8.3	8.1	7.2	2.4	42	574	KLVV-F
14. KALL (AC)	40/ 2.6	2.6	3.7	2.9	2.4	3.0	40/817	817/ 8.1	7.5	9.0	1.6	28	542	KALL
15. KDYL (BB)	39/ 2.5	3.1	2.4	2.4	2.4	2.6	39/481	481/ 4.8	4.7	3.8	1.4	24	340	KDYL
16. KZOL-F (O)	31/ 2.0	1.4	0.9	1.4	2.5	1.4	32/717	649/ 6.5	5.6	7.5	1.2	20	417	KZOL-F
17. KLCY-F (AC)	30/ 1.9	2.1	1.7	2.7	2.2	2.1	44/875	650/ 6.5	7.7	9.1	1.9	33	491	KLCY-F
18. KBZN-F (J/NA)	28/ 1.8	0.7	0.9	1.8	2.1	1.3	28/540	526/ 5.2	2.9	8.0	2.1	36	495	KBZN-F
19.														
20.														

12+ FM SHARE (METRO): 79.68% (1145 of 1437) (SUM 89: 81.79%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KCPX-F<	1 KISN-F<	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KSFI-F	1 KSL	1 KKAT-F	1 KKAT-F>	1 KKAT-F<	1 KSL
2 KRSP-F	2 KBER-F<	2 KISN-F	2 KLZX-AF	2 KLZX-AF	2 KSL	2 KLZX-AF<	2 KSFI-F	2 KBER-F<	2 KBER-F>	2 KKAT-F
3 KJQN-F	3 KLZX-AF	3 KLZX-AF	3 KISN-F	3 KISN-F	3 KKAT-F>	3 KISN-F<	3 KISN-F<	3 KSFI-F<	3 KRSP-F>	3 KRSP-F
4 KZHT-F	4 KKAT-F	4 KBER-F>	4 KSFI-F	4 KSFI-F	4 KSOP-AF	4 KKAT-F>	4 KLZX-AF	4 KISN-F	4 KCPX-F	4 KALL
KISN-F	5 KRSP-F	5 KSFI-F<	5 KBER-F	5 KSL <	5 KDYL	5 KSFI-F<	5 KBER-F	5 KRSP-F<	5 KSL	5 KBER-F
6 KBER-F	KCPX-F	6 KRSP-F	6 KSL	6 KBER-F	6 KALL	6 KCPX-F	6 KMGR-F	6 KSL <	KJQN-F	6
7	7 KMGR-F	KCPX-F	7	7 KSOP-AF	7	7	7	7 KLZX-AF	KISN-F	7
	8 KJQN-F							8 KZHT-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 KJQN-F	1 KKAT-F	1 KKAT-F<	1 KKAT-F	1 KKAT-F>	1 KBER-F>>	1 KLZX-AF<	1 KLZX-AF>	1 KLZX-AF	1 KLZX-AF>
2 KMGR-F	2 KISN-F>	2 KISN-F>	2 KISN-F	2 KSFI-F	2 KLZX-AF	2 KBER-F>	2 KBER-F	2 KBER-F>	2 KKAT-F
KKAT-F	3 KMGR-F	3 KMGR-F	3 KSFI-F	KISN-F>	KRSP-F	3 KISN-F	3 KISN-F>	3 KISN-F	3 KBER-F<
KCPX-F	KCPX-F	KCPX-F	4 KMGR-F	4 KSOP-AF	4 KCPX-F	4 KRSP-F>	4 KSL	4 KKAT-F	4 KISN-F
5 KRSP-F	5 KJQN-F	5 KLZX-AF	KCPX-F>	5 KCPX-F<	5 KISN-F	5 KKAT-F	5 KRSP-F	5 KRSP-F	5 KSL
KISN-F	6 KBER-F	KBER-F	6 KSOP-AF<	6 KSL	6 KZHT-F	6 KCPX-F<	6 KKAT-F	6 KSL	6 KSFI-F
7 KZHT-F	7 KRSP-F	7 KSFI-F	7 KJQN-F	KMGR-F	KJQN-F	7 KSL	7 KMGR-F	7	7
					8 KKAT-F>>				

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

KBCK-F	105.7	Salt Lake	1.5/3.1/ 24/ 334
KFAM	700	N Salt Lake Cit	1.2/2.4/ 22/ 265
KISN	570	Salt Lake City	1.2/4.2/ 18/ 432
KLO	1430	Ogden	0.5/1.7/ 8/ 191
KQOL-F	106.5	Spanish Frk/SL	0.6/2.1/ 11/ 258
KRPN-F	107.9	Roy/Salt Lake C	0.7/2.9/ 13/ 376
KRSP	1060	S Salt Lake	1.5/3.9/ 23/ 412
KSOS-F	106.9	Brigham/St.Lk.	0.8/3.4/ 15/ 387
KTKK	630	Salt Lake City	1.2/4.0/ 19/ 400
KUTR	1320	Salt Lake City	0.8/4.3/ 12/ 473

RADIO STATIONS

AM STATIONS

KALL, 910,	5 KW/1KW (DA-N)	, AC	ABC I MBS, \$29.00	(Eastman)	Hatch
KDYL, 1280,	5 KW/500W (DA-N)	, Nostalgia	SMN, \$23.00	(CBS)	
KISN, 570,	5 KW (DA-1)	, CHR	, \$ NA	(Mc-Guild)	
KSL, 1160,	50 KW	, MOR/Full Service	CBS, \$80.00	(MMR)	Bonneville
KTKK, 630,	1 KW/500 W (DA-2)	, Talk	ABC T NBC, \$23.00	(K & P)	
KUTR, 1320,	5 KW (DA-1)	, AC	MBS, \$19.00	(Katz)	John Price
KBBX, 1600,	5 KW/1 KW (DA-N)	, Religion	, \$ 8.00	(---)	Mid America Gospel

FM STATIONS

KBCK, 105.7,	14 KW @ 960	, Country	, \$19.00	(---)	Mid America Gospel
KBER, 101.1,	26 KW @ 3740	, AOR	, \$37.00	(Torbet)	(OGDEN)
KBZN, 97.9,	26 KW @ 3740	, Jazz/NAC	, \$18.00	(---)	(OGDEN)
KCPX, 98.7,	40 KW @ 2933	, AC	, \$60.00	(Katz)	John Price
KISN, 97.1,	26 KW @ 3740	, AC	, \$65.00	(Mc-Guild)	
KJQN, 95.5,	100 KW @ 681	, AOR	, \$25.00	(K & P)	(OGDEN)
KKAT, 101.9,	26 KW @ 3740	, Country	, \$86.00	(Banner)	Apollo (OGDEN)
KLCY, 94.1,	40 KW @ 3063	, AC	ABC E, \$47.00	(Eastman)	Hatch
KLVV, 99.5,	40 KW @ 2953	, CHR	, \$22.00	(K & P)	(BOUNTIFUL)
KLZX, 93.3,	26 KW @ 3740	, Classic AOR	, \$42.00	(Christal)	Citadel
KMGR, 107.5,	45 KW @ 2850	, Soft AC	UNISUP UNIULT, \$34.00	(HNWH)	(OREM)
KRPN, 107.9,	67 KW @ 2383	, Oldies	, \$20.00	(---)	(ROY)
KRSP, 103.5,	26 KW @ 3740	, AOR	ABC R, \$59.00	(Durpetti)	
KSFI, 100.3,	26 KW @ 3740	, EZ	, \$65.00	(CBS)	
KSOP, 104.3,	25 KW @ 3640	, Country	, \$48.00	(MMR)	
KSOS, 106.9,	68 KW @ 2369	, AC	UNISUP UNIULT, \$18.00	(Moore)	(BRIGHAM)
KZHT, 94.9,	48 KW @ 2799	, CHR	, \$32.00	(Durpetti)	(PROVO)
KZOL, 96.1,	55 KW @ 2630	, Oldies	UNISUP UNIULT, \$24.00	(HNWH)	(PROVO)

SAN ANTONIO

Arbitron Rank/Pop (12+): 36/1,054,000
 MSA Rank/Pop: 36/1,343,100
 Average Person Ratings: 17.5
 Market TSL: 23.00 hours

Stations: 29/29
 Diaries: 1403/751:1/51.6%
 Sample Target: 1260
 % Below Line: 0.0
 % Not Listed: 8.0

1989 Revenue: \$38,500,000
 HH Inc.: \$24,968
 Retail \$: 7.5 Bill
 Pop per Station: 36,344
 #1 Biller: KCYY-F \$5,500,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. KCYY-F (C)	164/ 8.9	12.6	10.9	10.3	9.0	10.7	229/2728	2021/19.2	22.3	18.9	10.4	205	2194	KCYY-F
2. KTFM-F (CHR)	134/ 7.3	7.2	6.9	7.7	6.6	7.3	143/2426	2179/20.7	18.9	20.8	10.9	214	2429	KTFM-F
3. KAJA-F (C)	120/ 6.5	5.5	5.9	5.0	5.3	5.7	132/1708	1505/14.3	15.1	12.9	4.4	86	876	KAJA-F
4. KSMG-F (O)	111/ 6.0	5.0	5.1	4.5	7.3	5.2	129/1909	1652/15.7	14.9	16.9	4.1	81	1482	KSMG-F
5. KITY-F (CHR)	109/ 5.9	4.8	6.1	6.5	7.6	5.8	123/2074	1744/16.5	14.9	19.4	8.2	162	2345	KITY-F
6. KZEP-F (AOR)	107/ 5.8	4.0	4.2	3.6	4.2	4.4	108/1461	1388/13.2	10.1	11.2	5.6	110	1224	KZEP-F
7. WOAI (N/T)	99/ 5.4	4.9	5.1	5.7	4.7	5.3	135/1801	1249/11.9	13.3	13.2	5.2	102	1206	WOAI
8. KQXT-F (EZ)	93/ 5.0	3.9	4.7	4.4	4.2	4.5	101/1340	1210/11.5	9.5	11.3	3.2	63	1031	KQXT-F
9. KCOR (SP)	90/ 4.9	5.2	6.8	5.1	3.6	5.5	93/793	763/ 7.2	8.0	8.1	2.2	43	634	KCOR
10. KSAQ-F (CHR)	87/ 4.7	4.0	4.0	4.8	4.4	4.4	95/1621	1493/14.2	13.0	14.4	7.5	147	2213	KSAQ-F
11. KKYX (C)	79/ 4.3	4.2	3.8	4.6	5.1	4.2	201/2287	1022/ 9.7	10.4	10.7	3.9	77	1088	KKYX
12. KMMX-F (AC)	73/ 4.0	3.9	3.9	5.5	4.5	4.3	78/1163	1102/10.5	9.7	13.2	2.7	54	996	KMMX-F
13. K TSA (MOR)	71/ 3.9	4.1	4.2	4.2	4.2	4.1	100/1309	850/ 8.1	6.8	9.3	1.9	38	622	K TSA
14. KISS-F (AOR)	51/ 2.8	5.0	3.7	4.4	5.5	4.0	74/1358	999/ 9.5	13.2	14.9	4.9	97	1386	KISS-F
15. KONO (O)	47/ 2.6	3.6	3.8	2.5	3.3	3.1	50/913	743/ 7.0	9.9	8.1	2.7	54	637	KONO
16. KZVE-F (SP)	35/ 1.9	2.8	2.7	2.2	3.0	2.4	38/505	468/ 4.4	6.0	4.9	2.6	52	743	KZVE-F
17. KXTN (SP)	33/ 1.8	1.8	1.2	1.2	1.1	1.5	40/604	519/ 4.9	3.7	3.7	1.2	23	427	KXTN
18.														
19.														
20.														

12+ FM SHARE (METRO): 65.25% (1106 of 1695) (SUM 89: 67.63%)

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

OTHER RATED STATIONS METRO CUME TSA SHARE/RTG/AQH/CUME

KBUC	830	Cibolo/San Anto	0.8/1.0/	14/ 105
KCHL	1480	San Antonio	1.4/2.5/	25/ 262
KDRY	1100	Alamo Heights	0.3/1.2/	10/ 215
KEDA	1540	San Antonio	1.2/4.3/	23/ 494
KFAN-F	101.1	Fredericksburg	1.2/3.4/	30/ 491
KFHM	1160	San Antonio	0.4/2.2/	11/ 272
KGNB	1420	New Braunfels	0.8/1.4/	14/ 147
KISS	930	Terrill Hills	0.8/2.5/	14/ 313
KSAH	720	Universal City	1.2/2.3/	33/ 326
KSJL	760	San Antonio	0.8/2.5/	25/ 397
KSLR	630	San Antonio	1.0/3.3/	22/ 520
KWED	1580	Sequin	0.6/2.0/	11/ 206

RADIO STATIONS

AM STATIONS

KCHL, 1480,	2.5 KW (DAYS,DA)	, BLACK	, \$ 24.00	(McGuild)	
KCOR, 1350,	5 KW (DA-N)	, HISPANIC	, \$ 69.00	(Katz Hisp.)	Tichenor
KEDA, 1540,	5 KW/1 KW (DA-N)	, HISPANIC	, \$ 26.00	(Caballero)	
KKYX, 680,	50 KW/10 KW (DA-N)	, COUNTRY	ABC I, \$ 50.00	(Katz)	New City
KONO, 860,	5 KW/1 KW	, OLDIES	NBC, UNIULT, \$ 29.00	(Christal)	Booth/Genesis
KSAH, 720,	10 KW/1 KW (DA-2)	, HISPANIC	, \$ 22.00	(Caballero)	
KSJL, 760,	50 KW/1 KW (DA-1)	, AOR	SMN, NBC, \$ 16.00	(Eastman)	Inner City
KSLR, 630,	5 KW (DA-2)	, RELIGION	, \$ 17.00	(---)	Salem
KTSA, 550,	5 KW (DA-N)	, MOR/NOSTALGIA	MBS, \$ 28.00	(Banner)	
KXTN, 1310,	5 KW/280 W (DA-1)	, HISPANIC	, \$ 26.00	(Lotus)	TK
WOAI, 1200,	50 KW	, NEWS/TALK	CBS, \$ 84.00	(Christal)	Clear Channel

FM STATIONS

KAJA, 97.3,	100 KW @ 984,	COUNTRY	, \$ 59.00	(Christal)	Clear Channel
KCY, 100.3,	100 KW @ 984,	COUNTRY	, \$ 95.00	(Katz)	New City
KFAN, 101.1,	100 KW @ 620,	SOFT AC	UNISUP, \$ 24.00	(Eastman)	Waldon (FREDICKSBURG)
KISS, 99.5,	100 KW @ 1111,	OLDIES	SOURCE, \$ 57.00	(MMR)	Adams
KITY, 92.9,	100 KW @ 1016,	CHR	, \$ 53.00	(Christal)	Booth/Genesis
KMMX, 106.7,	100 KW @ 1016,	SOFT AC	, \$ 55.00	(McGuild)	
KQXT, 101.9,	100 KW @ 672,	EZ	, \$ 52.00	(Group W)	Westinghouse
KSAQ, 96.1,	100 KW @ 481,	CHR	NBC, RADRAD, \$ 42.00	(Eastman)	Inner City
KSMG, 105.3,	100 KW @ 1249,	OLDIES	, \$ 61.00	(CBS)	Rusk
KTFM, 102.7,	100 KW @ 672,	CHR	, \$ 60.00	(Banner)	
KZEP, 104.5,	100 KW @ 662,	AOR	MBS, \$ 54.00	(Torbet)	Lotus
KZVE, 107.5,	100 KW @ 1470,	HISPANIC	, \$ 42.00	(Lotus)	TK

SAN DIEGO

Arbitron Rank/Pop (12+): 16/2,046,800
 MSA Rank/Pop: 15/2,402,800
 Average Person Ratings: 17.3
 Market TSL: 23.25 hours

Stations: 38/31
 Diaries: 1984/1032:1/50.7%
 Sample Target: 1740
 % Below Line: 4.8
 % Not Listed: 8.3

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	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. KKLQ-AF (CHR)	321/ 9.1	9.3	10.3	9.0	9.6	9.4		4655/22.7	21.8	24.6	9.8	309	4826	KKLQ-AF
2. KFMB-F (AC)	232/ 6.6	4.8	4.5	4.1	5.4	5.0		3434/16.8	15.8	18.4	4.9	168	2519	KFMB-F
3. KSON-AF (C)	230/ 6.5	7.5	6.6	5.7	6.1	6.6		2892/14.1	15.7	14.0	7.1	223	2983	KSON-AF
4. KFMB (MOR)	197/ 5.6	6.7	4.6	4.2	8.3	5.3		3076/15.0	16.5	18.5	6.0	204	2296	KFMB
5. KSDO (N/T)	191/ 5.4	5.7	6.0	4.9	6.2	5.5		2402/11.7	11.2	13.4	4.7	159	2071	KSDO
6. KJQY-F (EZ)	185/ 5.2	4.4	5.3	6.5	5.4	5.3		2297/11.2	9.5	11.9	3.7	127	1501	KJQY-F
7. XTRA-F (AOR)	182/ 5.1	4.8	4.3	4.8	5.6	4.8		2925/14.3	14.1	15.3	7.5	254	2729	XTRA-F
8. KGB -F (AOR)	175/ 4.9	7.1	6.1	7.0	5.0	6.3		2615/12.8	15.6	14.4	8.2	280	2945	KGB -F
9. KPOP (BB)	130/ 3.7	3.4	4.8	4.4	3.0	4.1		1478/ 7.2	6.7	6.8	1.9	64	1167	KPOP
10. KFSD-F (CL)	129/ 3.6	3.0	4.3	3.9	3.0	3.7		1640/ 8.0	7.3	7.8	3.0	101	1048	KFSD-F
11. KCBQ-F (AC)	126/ 3.6	3.6	2.6	2.1	3.2	3.0		1921/ 9.4	10.3	11.7	2.4	82	1295	KCBQ-F
12. KIFM-F (J)	122/ 3.5	4.0	4.2	3.7	3.5	3.8		1812/ 8.9	9.1	9.7	2.4	82	1335	KIFM-F
13. KYXY-F (AC)	107/ 3.0	3.7	5.0	4.3	3.6	4.0		2020/ 9.9	10.4	10.5	4.2	143	1636	KYXY-F
14. XHTZ-F (AOR)	102/ 2.9	1.9	0.8	1.4	1.9	1.8		1957/ 9.6	7.7	7.1	4.1	138	1969	XHTZ-F
15. KSDO-F (AOR)	92/ 2.6	2.5	2.0	1.7	2.0	2.2		1788/ 8.7	8.2	6.5	2.4	82	2311	KSDO-F
16. KKYF-F (AC)	79/ 2.2	3.0	4.2	3.2	3.1	3.2		1572/ 7.7	9.4	8.7	1.3	45	726	KKYF-F
17. KGMG-F (AOR)	68/ 1.9	2.1	1.3	2.1	2.3	1.8		1195/ 5.8	5.4	5.7	2.1	73	1338	KGMG-F
18. XLTN-F (SP)	60/ 1.7	1.2	1.1	1.4	0.6	1.4		615/ 3.0	2.3	2.2	1.7	59	709	XLTN-F
19. XHRM-F (B)	58/ 1.6	1.1	1.3	3.3	3.2	1.8		1297/ 6.3	6.2	8.0	3.1	104	1474	XHRM-F
20. KCBQ (AC)	53/ 1.5	1.4	1.2	1.3	0.6	1.4		696/ 3.4	3.6	2.1	1.2	41	641	KCBQ
21. KNX (N/T)	51/ 1.4	1.4	1.5	1.6	1.1	1.5		1055/ 5.2	5.8	5.4	0.9	29	637	KNX
22. KGMG (AOR)	37/ 1.0	0.9	0.9	1.1	0.6	1.0		336/ 1.6	1.3	1.4				KGMG
23. KFI (N/T)	36/ 1.0	0.9	0.6	0.9	0.8	0.9		754/ 3.7	3.2	3.3	1.0	33	496	KFI
24.														
25.														

NOTE: San Diego's TSA and MSA are the same

12+ FM SHARE (METRO): 72.02% (2335 of 3242) (SUM 89: 70.97%)

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCEO	1000	Vista	0.5/2.2
KKOS-F	95.9	Carlsbad	0.7/1.7
KOWF-F	92.1	Escondido/SD	0.8/1.6
KPRZ	1210	San Marcos/SD	0.7/1.9
KSPA	1450	Escondido/SD	0.5/0.7
XEMO	860	Tijuana	0.8/2.2
XHKY-F	95.7	Tijuana/SD	0.7/2.1
XTRA	690	Tijuana	0.9/4.5
KABC	790	Los Angeles	0.5/1.7
KLOS-F	95.5	Los Angeles	0.7/1.8
KPWR-F	105.9	Los Angeles	0.5/1.9
KRTH-F	101.1	Los Angeles	0.3/1.7
XEAZ	1270	San Ysidro	0.3/0.7

RADIO STATIONS

AM STATIONS

KCBQ,	1170,	50 KW/1.5 KW (DA-2),	Oldies	, \$ NA	(HNWH)	Adams
KFMB,	760,	5 KW (DA-N)	Full Service	CBS, \$180.00	(Mc-Guild)	Midwest TV
KPOP,	1360,	5 KW/1 KW	Nostalgia	NBC, UNISUP, \$ 40.00	(Katz)	Brown
KSDO,	1130,	10 KW (DA-2)	News/Talk	ABC I, \$130.00	(Durpetti)	Gannett
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
KFMB,	100.7,	30 KW @ 620	AC	, \$105.00	(Mc-Guild)	Midwest TV
KFSD,	94.1,	100 KW @ 641	Classical	, \$ 75.00	(HNWH)	Lotus
KGB,	101.5,	50 KW @ 500	AOR	, \$170.00	(Katz)	Brown
KGMG,	102.1,	10 KW @ 980	Classic AOR	SOURCE, \$ 50.00	(Banner)	(OCEANSIDE)
KIFM,	98.1,	28 KW @ 640	Jazz	, \$ 86.00	(CBS)	
KJQY,	103.7,	36 KW @ 578	EZ	, \$ 90.00	(Group W)	Westinghouse
KKLQ,	106.5,	50 KW @ 440	CHR	, \$175.00	(Christal)	Edens
KKYY,	94.9,	22 KW @ 702	AC	, \$ 80.00	(Republic)	
KMLQ,	107.1,	3 KW @ 300	Soft AC	, \$ 40.00	(---)	(FALLBROOK)
KSDO,	102.9,	32 KW @ 617	Classic AOR	, \$ 68.00	(Durpetti)	
KSON,	97.3,	50 KW @ 440	Country	, \$135.00	(Banner)	Jeff-Pilot
KYXY,	96.5,	41 KW @ 540	AC	, \$ 70.00	(HNWH)	
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)
XTRA,	91.1,	100 KW @ 688	AOR	, \$ 98.00	(MMR)	Noble (TIJUANA)

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/5,017,400
 MSA Rank/Pop: 28/1,620,200 (San Fran)
 ADI # 5 22/2,026,200 (Oakland)
 Average Person Ratings: 16.5
 Market TSL: 21.75 hours

Stations: 52/50
 Diaries: 3959/1267:1/50.6%
 Sample Target: 2720
 % Below Line: 0.8
 % Not Listed: 10.2

1989 Revenue: \$173,200,000
 HH Inc.: \$37,970
 Retail \$: 39.9 Bil
 Pop per Station: 100,348
 #1 Biller: KGO \$21,500,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. KGO (N/T)	579/ 7.0	6.2	7.4	8.2	7.6	7.2	709/9981	8092/16.1	15.3	17.5	6.8	580	7760	KGO
2. KMEL-F (CHR)	437/ 5.3	5.4	5.5	4.9	4.8	5.3	468/7377	6785/13.5	13.9	13.8	9.1	776	8057	KMEL-F
3. KNBR (MOR)	419/ 5.1	4.6	2.5	3.7	5.0	4.0	558/9597	7277/14.5	13.0	14.7	4.2	361	6028	KNBR
4. KFRC (BB)	407/ 4.9	4.6	4.2	3.6	3.1	4.3	476/5872	4798/ 9.6	10.7	8.3	2.8	243	2766	KFRC
5. KCBS (N/T)	399/ 4.8	4.3	4.9	6.1	5.3	5.0	501/9024	7491/14.9	13.5	16.2	3.5	299	5988	KCBS
6. KIOI-F (AC)	310/ 3.8	3.2	3.7	2.6	3.6	3.3	323/5920	5672/11.3	10.6	11.8	3.3	284	5256	KIOI-F
7. KOIT-AF (AC)	308/ 3.8	5.0	5.2	4.8	4.0	4.7	318/5775	5404/10.8	12.7	12.3	2.5	193	3047	KOIT-AF
8. KSFO (O)	277/ 3.4	2.7	1.3	2.0	2.9	2.3	297/5630	5089/10.1	9.4	10.1	3.1	264	4479	KSFO
9. KRQR-F (AOR)	272/ 3.3	2.6	2.9	2.9	2.9	2.9	298/4900	4531/ 9.0	8.5	8.8	4.5	381	5397	KRQR-F
10. KFOG-F (AOR)	266/ 3.2	2.6	2.0	2.0	2.1	2.5	273/4607	4393/ 8.8	7.8	7.1	2.5	212	3049	KFOG-F
11. KSOL-F (B)	261/ 3.2	3.2	2.7	2.9	3.0	3.0	275/4806	4570/ 9.1	8.5	9.3	3.8	324	4195	KSOL-F
12. KITS-F (AOR/CHR)	240/ 2.9	1.5	2.3	1.8	2.3	2.1	250/3651	3518/ 7.0	5.0	6.5	3.8	324	4026	KITS-F
13. KXXX-F (CHR)	228/ 2.8	2.7	2.7	2.7	2.7	2.7	229/4830	4763/ 9.5	9.2	10.5	2.7	231	4779	KXXX-F
14. KSAN-F (C)	203/ 2.5	3.0	2.4	2.6	2.7	2.6	210/3212	3042/ 6.1	7.0	7.2	2.6	224	2585	KSAN-F
15. KBLX-F (J/NA)	183/ 2.2	1.8	2.5	1.9	1.9	2.1	185/3244	3168/ 6.3	5.4	6.4	2.2	184	2384	KBLX-F
16. KDFC-AF (CL)	172/ 2.1	2.6	2.5	2.6	2.3	2.5	180/3628	3491/ 7.0	7.4	7.6	1.3	98	1991	KDFC-AF
17. KKSF-F (J/NA)	168/ 2.0	2.4	2.7	2.7	2.8	2.5	169/3435	3374/ 6.7	6.5	7.0	1.6	139	2081	KKSF-F
18. KABL-F (EZ)	166/ 2.0	1.6	3.0	3.4	2.2	2.5	172/3502	3229/ 6.4	8.0	9.9	1.8	156	2628	KABL-F
19. KHQT-F (CHR)	157/ 1.9	1.4	1.6	1.2	1.7	1.5	160/2510	2487/ 5.0	4.2	4.1	2.1	179	2764	KHQT-F
20. KBAY-F (EZ)	149/ 1.8	2.0	2.6	2.0	2.1	2.1	199/2451	1896/ 3.8	4.3	4.9	1.2	106	1051	KBAY-F
21. KKHI-AF (CL)	147/ 1.7	2.3	2.2	1.9	2.1	2.0	160/3064	2817/ 5.6	6.5	6.1	1.4	103	1771	KKHI-AF
22. KOME-F (AOR)	135/ 1.6	1.5	2.3	2.0	1.6	1.9	147/2803	2608/ 5.2	4.7	4.8	2.4	202	2788	KOME-F
23. KSJO-AF (AOR)	127/ 1.6	1.5	1.4	1.1	1.1	1.4	132/2763	2534/ 5.1	4.8	4.7	2.2	187	2430	KSJO-AF
24. KYA -F (AC)	123/ 1.5	1.7	1.4	1.1	1.5	1.4	127/2971	2762/ 5.5	5.3	5.3	1.1	92	1889	KYA -F
25. KBRG-F (SP)	94/ 1.1	1.3	0.8	1.5	1.1	1.2	94/883	883/ 1.8	2.4	1.7	0.8	70	829	KBRG-F
26. KNEW (C)	87/ 1.1	1.1	1.8	1.5	1.1	1.4	91/1788	1729/ 3.4	3.0	3.3	1.0	84	1503	KNEW
27. KDIA (B)	87/ 1.1	1.9	1.4	1.3	1.0	1.4	87/1547	1539/ 3.1	3.5	3.0	0.8	69	1313	KDIA
28. KEZR-F (AC)	84/ 1.0	1.0	1.1	0.8	1.0	1.0	89/1392	1282/ 2.6	3.3	3.5				KEZR-F
29. KARA-F (AC)	82/ 1.0	0.9	1.3	1.1	1.4	1.1	90/1539	1409/ 2.8	2.5	3.6	1.1	95	1204	KARA-F
30. KIQI (SP)	81/ 1.0	1.8	0.9	0.9	0.8	1.1	84/1396	1257/ 2.5	3.0	1.5	0.4	34	698	KIQI

12+ FM SHARE (METRO): 62.76% (4654 of 7416) (SUM 89: 62.51%)

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 KIOI-F	1 KGO	1 KGO	1 KGO	1 KGO	1 KGO	1 KNBR >	1 KGO >
2 KSOL-F	2 KRQR-F	2 KIOI-F	KGO <	2 KNBR <	2 KFRC	2 KCBS >	2 KMEL-F	2 KMEL-F	2 KGO	2 KNBR >
3 KXXX-F	KITS-F	3 KFOG-F<	3 KNBR <	3 KIOI-F	3 KCBS	3 KMEL-F	3 KFRC	3 KFRC	3 KMEL-F	3 KCBS
4 KHQT-F	4 KIOI-F<	4 KRQR-F	4 KFOG-F	4 KOIT-AF	4 KNBR >	4 KFRC	4 KOIT-AF	4 KIOI-F<	4 KSFO	4 KFRC
5	5 KFOG-F	5 KOIT-AF	5 KOIT-AF	5 KFOG-F	5 KOIT-AF	5 KNBR	5 KIOI-F	5 KNBR <	5 KSOL-F	5 KMEL-F
6	6 KXXX-F	KGO <	6 KMEL-F	6 KMEL-F	6 KSFO	6 KOIT-AF<	6 KRQR-F	6 KCBS <	6 KITS-F<	KDIA
7	7 KSOL-F	7 KNBR	7 KRQR-F	7 KRQR-F<	7 KDFC-AF	7 KIOI-F	KCBS	7 KOIT-AF	7 KBLX-F	7 KBLX-F
8	8 KOME-F<	KITS-F	8 KSFO	8 KSFO	8 KBAY-F<	8 KITS-F	8 KFOG-F	8 KRQR-F	8 KXXX-F	8 KRQR-F<
9	9 KNBR <	9 KSFO	9 KKSF-F	9 KKSF-F	9 KHHI-AF	KFOG-F	9 KNBR	9 KSOL-F<	9 KOIT-AF<	9 KIOI-F<
10	10 KSJO-AF	10 KSOL-F	10 KSAN-F	KCBS	KSAN-F	10 KRQR-F	10 KXXX-F	10 KITS-F	10 KIOI-F	10 KSOL-F
		KKSF-F				KSFO				KSAN-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 KMEL-F>>	1 KMEL-F>	1 KMEL-F	1 KMEL-F	1 KIOI-F		1 KMEL-F	1 KITS-F	1 KFOG-F<	1 KRQR-F	1 KNBR
2 KITS-F	2 KIOI-F	2 KIOI-F>	2 KIOI-F	2 KOIT-AF		2 KITS-F	2 KRQR-F	2 KITS-F<	2 KNBR	2 KGO
3 KXXX-F	3 KXXX-F	3 KRQR-F	3 KOIT-AF>	3 KMEL-F		3 KRQR-F>	3 KFOG-F<	3 KFOG-F	3 KFOG-F	3 KFOG-F
4 KSOL-F	4 KSOL-F	4 KXXX-F	4 KXXX-F	KGO >		4 KSJO-AF<	4 KMEL-F	4 KNBR	4 KITS-F<	4 KRQR-F
5 KIOI-F	5 KRQR-F	5 KSOL-F	KSOL-F	5 KBLX-F		5 KSOL-F>	5 KOME-F<	5 KOME-F	5 KGO <	5 KSFO
KHQT-F	6 KFOG-F	6 KFOG-F<	KBLX-F	6 KSAN-F<		6 KXXX-F	6 KSJO-AF	6 KIOI-F<	6 KMEL-F	6 KCBS
7 KFOG-F	7 KITS-F	7 KBLX-F	7 KFOG-F<	7 KNBR		KOME-F	KNBR	7 KMEL-F<	7 KSFO	7 KKSF-F
8 KOIT-AF	8 KBLX-F	8 KSFO <	8 KGO	8 KSOL-F		8 KFOG-F	8 KIOI-F	8 KSFO <	8 KIOI-F	8 KITS-F
9 KRQR-F>	9 KOIT-AF	9 KKSF-F	9 KSAN-F<	9 KFOG-F<		KBRG-F	9 KSFO	9 KSJO-AF	9 KOME-F	9 KOIT-AF
10 KBLX-F	10 KHQT-F	10 KOIT-AF	10 KITS-F	10 KXXX-F		10 KHQT-F	10 KXXX-F	10 KKSF-F	10 KKSF-F	10 KIOI-F
				KKSF-F						
				KSFO						

OTHER RATED STATIONS METRO CUME TSA TSA
SHARE/RTG/AQH/CUME

KABL	960	Oakland	0.6/2.2/	51/1114
KAZA	1290	Gilroy	0.3/0.7/	38/ 438
KEAR-F	106.9	San Francisco	0.4/1.1/	39/ 674
KEEN	1370	San Jose	0.4/1.1/	35/ 580
KFAX	1100	San Francisco	0.5/1.6/	44/ 820
KHTT-F	92.9	Healdsburg/SnRsa	0.4/1.2/	32/ 634
KJAZ-F	92.7	Alameda	0.9/3.0/	71/1556
KKIS-F	92.1	Walnut Creek	0.4/1.2/	45/ 919
KLIV	1590	San Jose	0.4/1.2/	36/ 618
KLOK	1170	San Jose/SF	0.9/2.1/	79/1172
KNTA	1430	Santa Clara/SJ	0.4/0.7/	32/ 349
KOFY	1050	San Mateo/SF	0.5/1.6/	44/ 837
KRTY-F	95.3	Los Gatos	0.7/1.6/	66/ 899
KWSS-F	94.5	Gilroy	0.7/3.4/	93/2493
KXFX-F	101.7	Santa Rosa	0.4/0.8/	37/ 391
KZST-F	100.1	Santa Rosa	0.4/1.1/	44/ 602
KHOP-F	104.1	Modesto/Stcktn	0.3/1.2/149/2524	
KSFM-F	102.5	Woodland	0.5/1.8/177/3516	

RADIO STATIONS

AM STATIONS

KABL,	960,	5 KW (DA-1)	, EZ/SOFT AC	UNISUP , \$	N/A (Christal)	Shamrock
KCBS,	740,	50 KW (DA-2)	, NEWS/TALK	CBS , \$	230.00 (CBS)	CBS
KDIA,	1310,	5 KW (DA-1)	, BLACK	, \$	50.00 (---)	
KEST,	1450,	1 KW	, TALK/RELIGION	, \$	40.00 (---)	Douglas
KFAX,	1100,	50 KW (DA-1)	, RELIGION	, \$	40.00 (---)	Salem
KFRC,	610,	5 KW	, NOSTALGIA	MBS, UNISUP, \$	70.00 (Republic)	RKO
KGO ,	810,	50 KW	, NEWS/TALK	ABC I , \$	340.00 (Banner)	Cap. Cities/ABC
KIQI,	1010,	10 KW/500W (DA-1)	, HISPANIC	, \$	58.00 (Caballero)	
KNBR,	680,	50 KW	, FULL SERVICE	NBC , \$	189.00 (Eastman)	Susquehanna
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)
KSFO,	560,	5 KW (DA-N)	, OLDIES	UNIPWR , \$	105.00 (MMR)	King

FM STATIONS

KABL,	98.1,	100 KW @ 960,	EZ/SOFT AC	UNISUP , \$	150.00 (Christal)	Shamrock
KBLX,	102.9,	7 KW @ 1290,	JAZZ/URBAN	, \$	130.00 (HNWH)	Inner City
KBRG,	104.9,	3 KW @ 300,	HISPANIC	, \$	55.00 (Katz Hisp)	(FREMONT)
KDFC,	102.1,	33 KW @ 1050,	CLASSICAL	, \$	79.00 (CMBS)	
KFOG,	104.5,	8 KW @ 1452,	AOR	SOURCE , \$	110.00 (Eastman)	Susquehanna
KIOI,	101.3,	125 KW @ 1162,	AC	, \$	175.00 (Durpetti)	Fairmont
KITS,	105.3,	15 KW @ 1200,	CHR/AOR	ABC F , \$	140.00 (Republic)	Entercom
KKHI,	95.7,	7 KW @ 1290,	CLASSICAL	, \$	77.00 (HNWH)	Buckley
KJAZ,	92.7,	2 KW @ 397,	JAZZ	, \$	80.00 (Roslin)	(ALAMEDA)
KKSF,	103.7,	8 KW @ 1470,	JAZZ/NAC	, \$	147.00 (Banner)	Brown
KMEL,	106.1,	69 KW @ 1290,	CHR	, \$	190.00 (Christal)	Century
KOFY,	98.9,	6 KW @ 1355,	AC	, \$	70.00 (K & P)	Viacom
KOIT,	96.5,	33 KW @ 1410,	SOFT AC	, \$	175.00 (Torbet)	Bonneville
KRQR,	97.3,	82 KW @ 1100,	AOR	CBS , \$	150.00 (CBS)	CBS
KSAN,	94.9,	30 KW @ 1207,	COUNTRY	, \$	160.00 (McGuild)	Malrite
KSOL,	107.7,	9 KW @ 1162,	BLACK	APR , \$	135.00 (MMR)	United
KXXX,	99.7,	45 KW @ 1241,	CHR	, \$	100.00 (McGuild)	Emmis
KYA ,	93.3,	50 KW @ 492,	OLDIES	, \$	95.00 (MMR)	King

SAN JOSE

Arbitron Rank/Pop (12+): 29/1,211,400
 MSA Rank/Pop: 31/1,448,300
 San Francisco ADI
 Average Person Ratings: 16.3
 Market TSL: 21.25 hours

Stations: 42/15
 Diaries: 1588/763:1/48.5%
 Sample Target: 1400
 % Below Line: NA
 % Not Listed: NA

1989 Revenue: \$29,400,000
 HH Inc.: 544,492
 Retail \$: 11.4 Bil
 Pop per Station: 80,760
 #1 Biller: KOME-F \$4,800,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. KHQT-F (CHR)	151/ 7.7	5.2	6.2	4.5	6.2	5.9	158/2493	2188/18.1	13.8	14.3	8.0	166	2342	KHQT-F
2. KBAY-F (EZ)	115/ 5.8	6.5	7.0	6.2	6.3	6.4	171/2213	1260/10.4	12.3	13.0	3.1	65	834	KBAY-F
3. KOMF-F (AOR)	91/ 4.6	3.9	6.8	4.8	4.8	5.0	144/2587	1595/13.2	11.2	11.5	6.9	144	1865	KOME-F
4. KEZR-F (AC)	82/ 4.2	3.7	3.8	3.1	3.7	3.7	86/1338	1154/ 9.5	11.5	10.9	3.7	77	917	KEZR-F
5. KSJO-F (AOR)	77/ 3.9	3.5	4.0	2.2	3.4	3.4	117/2557	1471/12.0	11.6	11.5	7.3	152	1785	KSJO-F
7. KWSS-F (CHR)	52/ 2.6	3.2	2.2	3.5	4.2	2.9	90/2332	1403/11.6	12.5	13.5	2.4	49	1129	KWSS-F
8. KRTY-F (C)	51/ 2.6	1.7	0.4	1.1	1.3	1.5	65/895	735/ 6.1	5.2	6.0	2.3	47	503	KRTY-F
9. KLOK (SP)	33/ 1.7	1.1	0.7	2.4	1.2	1.5	62/858	469/ 3.9	3.6	3.1	1.1	23	343	KLOK
10. KNNTA (SP)	32/ 1.6	0.9	0.6	1.7	0.4	1.2	32/349	336/ 2.8	2.2	1.9	0.7	14	360	KNNTA
12. KAZA (SP)	28/ 1.4	3.1	0.7	1.7	0.4	1.7	36/435	328/ 2.7	2.8	1.4	0.8	17	299	KAZA
13. KEEN (C)	24/ 1.2	2.5	1.8	1.3	2.3	1.7	34/483	398/ 3.3	3.7	5.4	1.0	21	402	KEEN
14. KDFC-AF (CL)	19/ 1.0	1.9	1.9	1.9	2.0	1.7	91/1804	454/ 5.0	5.8	6.8	0.7	15	460	KDFC-AF

12+ FM SHARE (METRO): NA (SUM 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 KHQT-F	1 KOME-F<	1 KBAY-F<	1 KBAY-F>>	1 KHQT-F	1 KHQT-F	1 KHQT-F	1 KHQT-F>>	1 KBAY-F<
2 KWSS-F	2 KOME-F	2 KOME-F	2 KARA-F	2 KOME-F<	2 KARA-F>	2 KBAY-F<	2 KBAY-F>	2 KBAY-F	2 KOME-F<	2 KARA-F
3 KEZR-F	3 KSJO-F	3 KSJO-F<	3 KEZR-F	3 KARA-F<	3 KRTY-F	3 KOME-F	3 KARA-F<	3 KOME-F	3 KBAY-F	3 KHQT-F
4 KOME-F	4 KEZR-F>	4 KEZR-F	4 KBAY-F	4 KEZR-F	4 KLIV	4 KSJO-F<	4 KSJO-F	4 KEZR-F	4 KEZR-F	4 KOME-F
5 KSJO-F	5 KWSS-F	5 KARA-F	5 KHQT-F	5 KHQT-F	5 KHQT-F<	5 KARA-F	5 KOME-F	5 KSJO-F	5 KWSS-F	5
6	6	6	6 KSJO-F	6 KSJO-F	6 KNNTA	6 KEZR-F	6 KEZR-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHQT-F>>	1 KHQT-F	1 KEZR-F>	1 KHQT-F	1 KBAY-F	1 KHQT-F	1 KOME-F	1 KOME-F>	1 KOME-F	1 KOME-F
2 KWSS-F	2 KEZR-F>	2 KOME-F	2 KEZR-F	2 KARA-F<	2 KOME-F	2 KSJO-F	2 KSJO-F>	2 KSJO-F	2 KSJO-F>
3 KEZR-F	3 KWSS-F	3 KHQT-F	3 KARA-F	3 KEZR-F>	3 KSJO-F>>	3 KHQT-F	3 KEZR-F	3 KHQT-F>	3 KEZR-F
4 KSJO-F>>	4 KSJO-F	4 KARA-F	4 KBAY-F	4 KHQT-F>	4	4	4 KHQT-F	4 KEZR-F	4 KETY-F
5	5 KOME-F	5	5 KWSS-F	5 KRTY-F	5	5	5	5 KARA-F	5 KARA-F
6	6 KARA-F	6	6	6	6	6	6	6	6 KBAY-F<
									7 KHQT-F

OTHER RATED STATIONS METRO SHARE/CUME RATING

See San Francisco for more about the following stations:

KABL-F	1.1/ 3.5	KKHI-F	.6/ 2.5
KBLX-F	1.4/ 4.8	KKSF-F	1.5/ 5.6
KBRG-F	1.2/ 2.9	KMEL-F	2.5/ 8.6
KCBS	3.3/11.1	KNBR	3.7/10.8
KFAX	.5/ 2.0	KOFY	.8/ 1.8
KFOG-F	2.0/ 6.1	KOIT	.4/ 1.3
KFRC	1.2/ 3.0	KOIT-F	2.3/ 8.9
KGO	8.4/17.6	KSAN-F	1.9/ 6.9
KIOI-F	3.8/10.4	KSFO	1.9/ 6.2
KIQI	.9/ 2.1	KYA -F	1.1/ 3.7
KITS-F	2.2/ 6.7	KSOL-F	1.8/ 6.2
KKHI	.3/ .5	KXXX-F	1.6/ 7.4

STATION SPOTS

KAZA, 1290,	5 KW (DAYS,DA)	, HISPANIC	CRC, \$ 35.00 (Caballers)	
KEEN, 1370,	5 KW (DA-2)	, COUNTRY	UPI, \$ 40.00 (MMR)	
KLIV, 1590,	5 KW (DA-N)	, NOSTALGIA	, \$ 40.00 (Eastman)	Empire
KLOK, 1170,	5 KW (DA-2)	, HISPANIC	, \$ 38.00 (Katz Hisp)	
KNNTA, 1430,	1 KW (DA-1)	, HISPANIC	, \$ 39.00 (Lotus)	
KSJX, 1500,	10 KW/5 KW (DA-2)	, BUSINESS NEWS	, \$ 25.00 (Katz)	Naragansett
KARA-F, 105.7,	50 KW @ 497, AC		, \$ 85.00 (Eastman)	Empire
KBAY-F, 100.3,	14 KW @ 2582, EZ/BTFL		, \$ 85.00 (MMR)	
KEZR-F, 106.5,	50 KW @ 430, AC		, \$ 69.00 (Christal)	
KHQT-F, 97.7,	1.6 KW @ 449, CHR		, \$ 55.00 (HNWH)	Anaheim
KOME-F, 98.5,	12 KW @ 881, AOR		, \$ 100.00 (Torbet)	Infinity
KRTY-F, 95.3,	.4 KW @ 860, COUNTRY		, \$ 45.00 (Republic)	Crown
KSJO-F, 92.3,	50 KW @ 467, AOR		ABC R, \$ 65.00 (Katz)	Naragansett
KWSS-F, 94.5,	1.5 KW @ 2580, CHR		, \$ 70.00 (McGuild)	Nationwide
KLRS-F, 99.1,	1 KW @ 2618, JAZZ/NAC		UNIULT, \$ 45.00 (McGuild)	Fuller-Jeffrey

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: 15.8
 Market TSL: 20.75 hours

Stations: 32/32
 Diaries: 1897/1152:1/50.7%
 Sample Target: 1800
 % Below Line: 0.0
 % Not Listed: 9.1

1989 Revenue: \$80,400,000
 HH Inc.: \$32,286
 Retail \$: 18.6 Bil
 Pop per Station: 68,321
 #1 Biller: KIRO \$17,000,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume
1. KIRO (N/T)	354/10.2	9.5	9.0	8.7	9.7	9.4	408/6409	5608/25.7	24.4	24.2			KIRO
2. KPLZ-F (CHR)	239/ 6.9	6.7	8.0	9.1	7.2	7.7	286/4988	4243/19.4	19.1	18.3			KPLZ-F
3. KMPS-AF (C)	233/ 6.8	6.3	6.9	5.8	7.4	6.4	253/3440	2988/13.7	12.3	12.6			KMPS-AF
4. KUBE-F (CHR)	180/ 5.2	6.1	6.3	6.0	8.7	5.9	195/4148	3826/17.5	17.6	20.7			KUBE-F
KOMO (MOR)	180/ 5.2	4.7	4.7	5.3	4.5	5.0	218/3642	2972/13.6	13.0	13.2			KOMO
6. KZOK-F (AOR)	179/ 5.2	4.3	2.9	3.2	2.0	3.9	194/3556	3224/14.7	13.8	8.4			KZOK-F
7. KISW-F (AOR)	167/ 4.8	5.0	4.4	4.7	6.0	4.7	199/3051	2604/11.9	11.8	13.3			KISW-F
8. KLSY-AF (AC)	157/ 4.6	3.8	3.3	3.0	3.1	3.7	171/2884	2571/11.8	10.6	9.1			KLSY-AF
9. KXRX-F (CL AOR)	156/ 4.5	5.0	4.2	4.2	4.6	4.5	187/2681	2395/11.0	11.5	10.4			KXRX-F
10. KIXI (BB)	139/ 4.0	3.9	2.6	3.7	4.6	3.5	177/1941	1660/ 7.6	7.9	8.4			KIXI
11. KING-F (CL)	134/ 3.9	2.7	4.0	3.5	2.9	3.5	148/2012	1844/ 8.4	9.2	8.4			KING-F
12. KBRD-F (EZ)	122/ 3.5	3.7	4.1	5.3	4.4	4.2	143/1597	1256/ 5.7	8.2	8.8			KBRD-F
13. KRPM-AF (C)	108/ 3.1	3.5	2.9	3.2	3.7	3.2	138/2279	1752/ 8.0	7.8	6.4			KRPM-AF
14. KBSG-AF (O)	106/ 3.0	3.3	3.7	3.3	3.0	3.3	127/2348	1929/ 8.8	10.6	9.8			KBSG-AF
15. KING (N/T)	104/ 3.0	2.3	3.2	2.8	2.4	2.8	121/2056	1837/ 8.4	6.3	7.2			KING
16. KSEA-F (SAC)	91/ 2.6	2.9	3.1	2.5	2.3	2.8	98/1404	1355/ 6.2	6.7	5.9			KSEA-F
17. KMGJ-F (AC)	87/ 2.5	1.9	1.5	2.5	2.0	2.1	102/1896	1688/ 7.7	6.6	6.1			KMGJ-F
18. KLTX-F (SAC)	72/ 2.1	3.1	2.9	2.9	2.8	2.8	88/1807	1566/ 7.2	7.9	8.4			KLTX-F
19. KKNW-F (J/NA)	60/ 1.7	1.9	3.1	1.8	1.8	2.1	65/1167	1137/ 5.2	4.9	4.7			KKNW-F
20. KEZX-F (CL AOR)	52/ 1.5	1.4	1.6	1.3	1.5	1.5	55/948	835/ 3.8	4.5	4.3			KEZX-F
21. KVI (AC)	46/ 1.3	1.6	1.7	1.8	1.5	1.6	50/1263	1116/ 5.1	4.7	5.6			KVI
22. KCMS-F (REL)	40/ 1.2	1.6	1.9	1.8	1.4	1.6	56/1059	853/ 3.9	4.4	4.3			KCMS-F
23. KJR (O)	37/ 1.1	1.1	1.7	1.6	1.1	1.4	44/1005	901/ 4.1	4.7	3.8			KJR
24.													
25.													

12+ FM SHARE (METRO): 67.98% (2136 of 3142) (SUM 89: 70.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPLZ-F>>	1 KISW-F	1 KZOK-F	1 KZOK-F<	1 KIRO	1 KIRO >	1 KIRO >	1 KIRO	1 KIRO >	1 KIRO >>	1 KIRO >>
2 KUBE-F>>	2 KZOK-F	2 KISW-F	2 KIRO	2 KMPS-AF	2 KOMO	2 KOMO	2 KMPS-AF	2 KPLZ-F	2 KPLZ-F	2 KLSY-F
3	3 KXRX-F	3 KXRX-F<	3 KLSY-AF	3 KZOK-F	3 KMPS-AF	3 KMPS-AF	3 KPLZ-F	3 KMPS-AF	3 KLSY-AF	3 KOMO
4	4 KPLZ-F	4 KLSY-AF	4 KMPS-AF	4 KLSY-AF	4 KIXI	4 KPLZ-F	4 KUBE-F<	4 KUBE-F<	4 KING-F<	4 KMPS-F
5	5 KLSY-AF	KIRO	5 KXRX-F<	5 KXRX-F<	5 KBRD-F<	5 KUBE-F	5 KZOK-F<	5 KXRX-F<	5 KMPS-AF<	5 KZOK-F
6	KUBE-F	6 KPLZ-F<	6 KISW-F	6 KISW-F	6 KING-F	6 KZOK-F	6 KOMO	6 KISW-F<	6 KUBE-F	6
7	7	7 KUBE-F<	7	7	7	7	7	7 KUBE-F	KISW-F	7
		8 KMPS-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 KPLZ-F>	1 KLSY-AF<	1 KLSY-AF>	1 KUBE-F<	1 KMPS-AF	1 KISW-F	1 KISW-F	1 KZOK-F<	1 KISW-F	1 KIRO
2 KUBE-F	2 KUBE-F	2 KUBE-F	2 KLSY-AF	2 KLSY-AF	2 KXRX-F	2 KXRX-F	2 KISW-F	2 KXRX-F	2 KZOK-F
3 KZOK-F	3 KPLZ-F	3 KSEA-F	3 KPLZ-F	3 KUBE-F	KPLZ-F>	3 KZOK-F>	3 KXRX-F>	3 KZOK-F<	3 KISW-F
4 KISW-F	4 KZOK-F	4 KMPS-AF	4 KMPS-AF	4 KIRO	4 KUBE-F	4 KPLZ-F	4 KIRO	4 KIRO	4 KXRX-F
5 KLSY-AF	5 KSEA-F	5 KZOK-F	5 KZOK-F	5 KOMO <	KMGJ-F	5 KIRO	5	5	5 KMPS-AF
6 KXRX-F	6 KMPS-AF	6 KRPM-AF	6 KSEA-F	6 KSEA-F	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
KCIS 630 Edmonds	0.5/2.1/	20/	583	
KGNW 820 Burien/Seattle	0.6/2.1/	21/	563	
KKFX 1250 Seattle	0.5/1.9/	17/	436	
KRIZ 1420 Renton/Seattle	0.5/1.0/	16/	228	
KZOK 1590 Seattle	0.9/1.8/	30/	427	

RADIO STATIONS

AM STATIONS

KBLE, 1050, 5 KW/543 W	, RELIGION	, \$ 25.00 (---	
KCIS, 630, 5 KW/2.5 KW (DA-2),	RELIGION	UPI, \$ 38.00 (---	
KING, 1090, 50 KW (DA-2)	, TALK	NBC, \$ 60.00 (MMR)	King
KIRO, 710, 50 KW (DA-N)	, NEWS/TALK	CBS, \$ 260.00 (Torbet)	Bonneville
KIXI, 880, 50 KW/10 KW (DA-2),	NOSTALGIA UNISUP UNIULT,	\$ 54.00 (Republic)	Noble
KJR, 950, 5 KW (DA-1)	, OLDIES	, \$ 55.00 (HNWH)	Ackerly
KKFY, 1250, 5 KW (DA-N)	, BLACK	ABC C, \$ 38.00 (HNWH)	Bingham
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)	
KVI, 570, 5 KW	, OLDIES	, \$ 50.00 (Durpetti)	Golden West

FM STATIONS

KBRD, 103.7, 100 KW @ 1670, EZ		UNISUP, \$ 70.00 (Republic)	Entercom
KBSG, 97.3, 55 KW @ 2393, OLDIES		, \$ 92.00 (Torbet)	Viacom
KCMS, 105.3, 115 KW @ 720, RELIGION		UPI, \$ 47.00 (---	
KEZX, 98.9, 100 KW @ 1110, EZ		ABC E, \$ 60.00 (Republic)	Park
KING, 98.1, 100 KW @ 698, CLASSICAL		, \$ 68.00 (MMR)	King
KISW, 99.9, 100 KW @ 1148, AOR		, \$ 98.00 (McGuild)	Nationwide
KLSY, 92.5, 58 KW @ 2342, AC		APR ABC C, \$ 75.00 (Banner)	Sandusky
KLTX, 95.7, 100 KW @ 1178, SOFT AC		, \$ 62.00 (HNWH)	Ackerly
KMGI, 107.7, 100 KW @ 1194, AC		UNISUP, \$ 64.00 (CBS)	Noble
KMPS, 94.1, 100 KW @ 1194, COUNTRY		APR, \$ 140.00 (McGuild)	EZ
KKNW, 106.9, 100 KW @ 819, JAZZ/NAC		, \$ 70.00 (Durpetti)	Brown
RPLZ, 101.5, 100 KW @ 1200, CHR		, \$ 123.00 (Durpetti)	Golden West
KRPM, 106.1, 32 KW @ 2342, COUNTRY		, \$ 67.00 (Christal)	Heritage
KSEA, 100.7, 100 KW @ 736, SOFT AC		, \$ 60.00 (Torbet)	Bonneville
KUBE, 93.3, 100 KW @ 1290, CHR		, \$ 160.00 (MMR)	Cook Inlet
KXXR, 96.5, 100 KW @ 1223, CLASSIC AOR		, \$ 95.00 (Katz)	Shamrock
KZOR, 102.5, 100 KW @ 1157, AOR		, \$ 67.00 (Eastman)	Adams

Miscellaneous: KNUA-F changes to KKNW-F (August)

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 73/502,000
 MSA Rank/Pop: 87/588,200
 ADI # 98
 Average Person Ratings: 17.0
 Market TSL: 22.75 hours

Stations: 27/13
 Diaries: 961/522:1/48.6%
 Sample Target: 890
 % Below Line: 31.3
 % Not Listed: 15.7

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	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WAQY-F (AOR)	86/10.1	9.0	9.8	9.6	10.7	9.6	95/1229	1137/22.6	24.7	24.2	13.6	112	1303	WAQY-F
2. WHYN-F (AC)	73/ 8.5	9.4	10.9	8.5	9.7	9.3	84/1344	1171/23.3	25.0	23.5	8.0	66	1026	WHYN-F
3. WHYN (MOR)	66/ 7.7	7.4	5.8	7.1	7.8	7.0	66/1007	1007/20.1	18.1	18.4	4.7	39	826	WHYN
4. WMAS-F (AC)	65/ 7.6	7.8	6.1	8.5	8.0	7.5	66/899	841/16.8	18.0	18.1	7.2	59	728	WMAS-F
5. WTIC-F (CHR)	64/ 7.5	8.0	8.6	7.5	10.5	7.9	65/1062	1020/20.3	22.0	23.0	10.4	86	1546	WTIC-F
6. WMAS (BB)	41/ 4.8	6.0	7.4	7.7	4.0	6.5	41/451	451/ 9.0	12.2	10.9	4.4	36	404	WMAS
7. WWYZ-F (C)	35/ 4.1	4.1	4.4	3.8	3.0	4.1	37/368	337/ 6.7	9.1	6.8	4.0	33	345	WWYZ-F
8. WSPR (N/T)	30/ 3.5	2.2	1.4	1.3	2.1	2.1	30/454	433/ 8.6	6.8	5.3	2.7	22	272	WSPR
9. WRCH-F (EZ)	29/ 3.4	4.1	4.4	6.5	6.1	4.6	30/487	474/ 9.4	11.0	13.1	1.9	16	348	WRCH-F
10. WCCC-F (AOR)	28/ 3.3	3.1	3.7	4.1	3.1	3.5	31/503	457/ 9.1	10.2	9.7	2.7	22	419	WCCC-F
11. WHMP (MOR)	22/ 2.6	1.5	1.9	1.7	1.7	1.9	25/244	223/ 4.4	4.5	5.0	1.1	9	197	WHMP
12. WKSS-F (CHR)	20/ 2.3	2.6	2.3	1.1	1.7	2.1	20/606	594/11.8	9.5	8.5	2.8	23	449	WKSS-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 68.24% (492 of 721) (SUM 89: 72.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAQY-F>	1 WAQY-F>	1 WAQY-F	1 WHYN-F>	1 WHYN-F	1 WHYN	1 WHYN	1 WAQY-F	1 WAQY-F<	1 WHYN	1 WHYN >
2 WTIC-F>>	2 WTIC-F>	2 WHYN-F	2 WMAS-F	2 WMAS-F	2 WHYN-F	2 WHYN-F<	2 WMAS-F	2 WHYN-F	2 WAQY-F	2 WMAS-F
3 WHMP-F	3 WMAS-F	3 WMAS-F<	WAQY-F>	3 WAQY-F>	3 WMAS	3 WMAS-F	3 WHYN-F	3 WTIC-F>	3 WTIC-F>	3 WHYN-F
4	4 WHYN-F	4 WTIC-F>	4 WTIC-F	4 WHYN	4 WMAS-F>	4 WAQY-F	4 WTIC-F	4 WMAS-F	4 WHYN-F	4 WAQY-F
5	5 WCCC-F	5 WCCC-F<	5 WHYN	5 WWYZ-F	5 WSPR	5 WTIC-F	5 WHYN	5 WHYN	5 WMAS-F	5 WTIC
6	6	6 WWYZ-F	6 WWYZ-F	6 WTIC-F	6	6 WMAS	6 WMAS	6 WWYZ-F	6	6
						7 WCCC-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTIC-F	1 WTIC-F	1 WMAS-F	1 WMAS-F	1 WHYN-F<	1 WAQY-F>>	1 WAQY-F>>	1 WAQY-F>>	1 WAQY-F>	1 WAQY-F
2 WAQY-F>	WMAS-F<	2 WHYN-F>	2 WHYN-F	2 WMAS-F>>	2 WTIC-F	2 WCCC-F	2 WCCC-F	2 WHYN-F	2 WHYN-F
3 WMAS-F>	3 WAQY-F>	3 WAQY-F>	3 WTIC-F	3 WWYZ-F	WHCN-F	3 WTIC-F>	3 WTIC-F	3 WCCC-F	3 WHYN
4 WKSS-F>	4 WHYN-F>	4 WTIC-F	4 WAQY-F>	4 WRCH-F	WCCC-F	4 WHYN-F>	4 WHYN-F>	4 WTIC-F	4 WCCC-F
5 WHMP-F	5 WKSS-F	WAAF-F	5 WWYZ-F	5 WTIC-F	5 WKSS-F>>	5 WHCN-F	5 WWYZ-F	5 WHYN	5 WWYZ-F
6	WAAF-F	6	6	WHYN	6	6	WHYN	6	WTIC-F
				WAQY-F					7 WMAS-F

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
WACE 730 Chicopee	0.7/2.9/	6/ 147		
WHMP-F 99.3 Northampton	1.6/7.4/	15/ 438		
WIXY 1600 East Longmeadow	1.9/4.2/	16/ 219		
WNNZ 640 Westfield	1.6/5.1/	17/ 277		
WREB 930 Holyoke	1.5/3.5/	13/ 175		
WTTT 1430 Amherst	0.8/1.7/	7/ 93		
WAAF-F 107.3 Worcester	2.1/6.8/	22/ 407		
WBZ 1030 Boston	0.6/2.0/	7/ 108		
WDRG-F 102.9 Hartford	1.9/6.9/	18/ 373		
WHCN-F 105.9 Hartford	1.2/5.4/	11/ 293		
WIOF-F 104.1 Waterbury	0.8/2.7/	7/ 138		
WPX-F 97.9 Enfield	1.8/3.6/	15/ 190		
WRSI-F 95.3 Greenfield	0.4/1.6/	16/ 184		
WSRS-F 96.1 Worcester	1.1/3.9/	11/ 249		
WTIC 1080 Hartford	1.1/5.1/	10/ 271		

SPOT SALES

WHMP, 1400, 1 KW	, MOR	NBC	, \$ 17.00 (K & P)	Sillerman
WHYN, 560, 5 KW/1 KW (DA-2)	, MOR/FULL SER.	ABC I	, \$ 39.00 (McGuild)	Wilks-Schwartz
WMAS, 1450, 1 KW	, NOSTALGIA	CBS, UNISUP	, \$ 25.00 (Banner)	Lappin
WNNZ, 640, 50 KW/1 KW (DA-2)	, OLDIES	UNIULT, CBS	, \$ 18.00 (K & P)	
WREB, 930, 500 W (DAYS)	, TALK		, \$ 16.00 (---)	
WSPR, 1270, 5 KW/1 KW (DA-2)	, TALK	MBS, APR	, \$ 19.00 (Roslin)	
WAQY-F, 102.1, 17 KW @ 782, AOR		ABC F	, \$ 60.00 (Katz)	Sunshine
WHMP-F, 99.3, 3 KW @ 322, CHR			, \$ 25.00 (K & P)	Sillerman
WHYN-F, 93.1, 9 KW @ 1000, AC/OLDIES			, \$ 65.00 (McGuild)	Wilks-Schwartz
WMAS-F, 94.7, 50 KW @ 195, AC		MBS	, \$ 54.00 (Banner)	Lappin

OTHER RANKED STATIONS -- See Hartford

SYRACUSE

Arbitron Rank/Pop (12+): 66/540,300
 MSA Rank/Pop: 76/650,400
 ADI # 68
 Average Person Ratings: 16.8
 Market TSL: 22.15 hours

Stations: 28/18
 Diaries: 938/576:1/54.7%
 Sample Target: 920
 % Below Line: 9.6
 % Not Listed: 18.7

1989 Revenue: \$17,000,000
 HH Inc.: \$30,327
 Retail \$: 4.3 Bil
 Pop per Station: 30,016
 #1 Biller: WYYY-F \$5,000,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WYYY-F (AC)	112/12.3	12.8	11.3	14.1	15.7	12.6	126/1846	1531/28.3	30.0	32.9	10.6	101	1342	WYYY-F
2. WNTQ-F (CHR)	85/ 9.4	9.7	12.8	11.4	10.0	10.8	101/1760	1395/25.8	26.3	28.6	14.8	141	1842	WNTQ-F
3. WSYR (MOR)	80/ 8.8	9.3	9.7	9.6	10.0	9.4	89/1420	1165/21.6	21.9	21.1	9.1	87	1075	WSYR
4. WKFM-F (CL AOR)	75/ 8.3	7.9	8.0	6.2	7.3	7.6	91/1289	980/18.1	20.8	19.5	11.1	106	1148	WKFM-F
5. WAQX-F (AOR)	60/ 6.6	7.6	7.5	6.7	7.3	7.1	67/1184	1027/19.0	17.0	20.3	9.6	92	1070	WAQX-F
6. WSEN-AF (O)	38/ 4.2	3.7	5.6	5.5	5.8	4.8	42/816	698/12.9	13.2	15.7	4.7	43	543	WSEN-AF
7. WRHP-F (EZ)	36/ 4.0	7.1	5.6	6.9	6.6	5.9	47/815	573/10.6	12.5	12.9	3.6	34	423	WRHP-F
8. WHEN (MOR)	30/ 3.3	3.1	3.5	3.3	3.3	3.3	37/763	637/11.8	10.4	13.5	2.1	20	500	WHEN
9. WSCP-AF (C)	24/ 2.6	2.7	2.0	1.8	1.3	2.3	29/203	163/ 3.0	3.1	2.2	1.9	12	163	WSCP-AF
WVDR (C)	24/ 2.6	1.4	2.0	1.7	1.5	1.9	24/316	261/ 4.8	5.3	5.1	1.4	13	180	WVDR
11. WFBL (BB)	23/ 2.5	2.8	2.9	4.5	2.8	3.2	30/420	317/ 5.9	7.1	5.3	2.1	20	321	WFBL
WEZG-F (SAC)	23/ 2.5	3.4	3.4	3.1	2.7	3.1	24/376	344/ 6.4	8.6	7.7	1.5	14	203	WEZG-F
13. WMHR-F (REL)	21/ 2.3	1.0	1.3	1.3	1.6	1.5	36/382	191/ 3.5	3.6	3.9	1.8	17	185	WMHR-F
14.														
15.														

12+ FM SHARE (METRO): 75.17% (554 of 737) (SUM 89: 76.65%)

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 WYYY-F	1 WYYY-F>	1 WYYY-F	1 WNTQ-F<	1 WSYR >>
2	2 WKFM-F	2 WKFM-F	2 WKFM-F<	2 WKFM-F<	2 WYYY-F	2 WKFM-F	2 WKFM-F	2 WKFM-F	2 WKFM-F	2 WKFM-F
3	3 WNTQ-F	3 WNTQ-F	3 WNTQ-F	3 WNTQ-F	3 WRHP-F	3 WNTQ-F	3 WNTQ-F	3 WNTQ-F	3 WNTQ-F	3 WNTQ-F
4	4 WAQX-F>>	4 WAQX-F>	4 WAQX-F	4 WAQX-F	4 WSEN-AF	4 WKFM-F	4 WAQX-F	4 WAQX-F	4 WAQX-F	4 WNTQ-F
5	5	5 WSEN-AF	5 WSEN-AF	5 WSEN-AF	5 WHEN	5 WHEN	5 WSYR	5 WSYR	5 WYYY-F	5 WRHP-F
6	6	6	6	6 WSYR	6	6 WAQX-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 WNTQ-F	1 WYYY-F	1 WYYY-F>>	1 WYYY-F>	1 WYYY-F>	1 WKFM-F	1 WKFM-F	1 WKFM-F	1 WKFM-F	1 WYYY-F
2 WKFM-F	2 WNTQ-F>	2 WNTQ-F>	2 WNTQ-F>	2 WNTQ-F>	2 WAQX-F>	2 WAQX-F	2 WYYY-F	2 WAQX-F<	2 WKFM-F
3 WYYY-F>>	3 WKFM-F>>	3 WKFM-F>	3 WKFM-F>	3 WSEN-AF>	3 WYYY-F>	3 WYYY-F>	3 WAQX-F>	3 WYYY-F>	3 WAQX-F>
4 WAQX-F	4 WAQX-F	4 WEZG-F	4 WSEN-AF	4 WSYR	4 WNTQ-F	4 WNTQ-F	4 WNTQ-F>	4 WNTQ-F	4 WSEN-AF
5	5	5 WAQX-F	5 WAQX-F	5 WMHR-F	5 WEZG-F	5	5 WSEN-AF	5 WSEN-AF	5 WNTQ-F
6	6	6	6	6	6	6	6	6	6 WSYR

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WGES-F 105.5	Oswego	0.3/1.9/	3/ 108	
WGO 1440	Oswego	0.4/1.2/	4/ 63	
WXRA 1220	North Syracuse	1.3/2.2/	12/ 121	
WFRG 1450	Rome/Utica	0.3/0.0/	0/ 0	
WFRG-F 96.1	Rome/Utica	1.9/3.4/	60/ 501	
WKGW-F 104.3	Utica/Rome	0.9/1.8/	21/ 273	
WKLL-F 94.9	Frankfort/Utica	0.3/1.6/	8/ 174	
WLZW-F 98.7	Utica/Rome	0.4/1.3/	14/ 170	
WOUR-F 96.9	Utica	1.4/4.5/	22/ 376	
WPCX-F 106.9	Auburn	2.2/5.2/	70/ 624	
WPXY-F 97.9	Rochester	0.4/1.3/	33/ 438	
WRCK-F 107.3	Utica	0.9/3.2/	24/ 366	
WUUU-F 102.5	Rome/Utica	0.8/3.5/	15/ 312	

SAB-D STATIONS

WKBL, 1390,	5 KW (DA-N)	, NOSTALGIA	CNN,	UNISUP	, \$ 18.00	(Christal)	Wilks-Schwartz
WHEN, 620,	5 KW/1 KW (DA-N)	, MOR/AC		ABC E	, \$ 30.00	(Banner)	Park
WVDR, 1260,	5 KW (DA-N)	, COUNTRY	CBS,	UNISUP	, \$ 16.00	(McGuild)	Osborn
WSYR, 570,	5 KW (DA-2)	, MOR/FULL SER.		NBC	, \$ 70.00	(Katz)	New City
WXRA, 1200,	1 KW	, NOSTALGIA			, \$ 15.00	(Durpetti)	
WAQX-F, 95.7,	25 KW @ 298,	AOR		ABC R	, \$ 42.00	(MMR)	Atlantic Ventures
WKFM-F, 104.7,	50 KW @ 492,	CLASSIC AOR		SOURCE	, \$ 44.00	(Christal)	Wilks-Schwartz
WMHR-F, 102.9,	20 KW @ 782,	RELIGION			, \$ 12.00	(---	
WNTQ-F, 93.1,	97 KW @ 660,	CHR			, \$ 51.00	(McGuild)	Osborn
WRHP-F, 107.9,	50 KW @ 500,	EZ		ABC D	, \$ 37.00	(Banner)	Park
WSCP-F, 101.7,	2.5 KW @ 365,	COUNTRY		UNIULT	, \$ 20.00	(---	(PULASKI)
WSEN-F, 92.1,	25 KW @ 200,	OLDIES	CBS,	UNISUP	, \$ 33.00	(HNWH)	Buckley
WYYY-F, 94.5,	100 KW @ 650,	AC			, \$ 110.00	(Katz)	NewCity
WEZG-F, 100.9,	3 KW @ 165,	SOFT AC		UNISUP	, \$ 29.00	(Durpetti)	
WPCX-F, 106.9,	45 KW @ 530,	COUNTRY		SMN	, \$ 19.00	(Market 4)	(AUBURN)

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: 28/26
 Diaries: 1662/1085:1/51.9%
 Sample Target: 1640
 % Below Line: 8.7
 % Not Listed: 12.4

1989 Revenue: \$60,500,000
 HH Inc.: \$24,733
 Retail \$: 14.8 Bil
 Pop per Station: 69,373
 #1 Biller: WRBQ-F \$17,500,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WOYK-F (C)	288/ 9.1	7.8	7.5	8.9	7.5	8.3	314/3354	2937/16.3	14.5	13.9	8.2	269	2797	WOYK-F
2. WFLZ-F (CHR)	262/ 8.3	8.3	10.1	11.6	2.6	9.6	356/5242	3434/19.0	18.1	7.7	12.4	405	3718	WFLZ-F
3. WWRM-F (SAC)	234/ 7.4	9.0	8.9	8.2	9.9	8.4	274/3676	3016/16.7	18.3	19.7	7.6	248	2145	WWRM-F
4. WUSA-F (AC)	196/ 6.2	7.3	5.6	7.9	5.0	6.8	246/2977	2465/13.7	15.6	12.3	5.7	186	1831	WUSA-F
5. WYNF-F (AOR)	194/ 6.2	6.8	6.4	5.6	7.4	6.3	348/4032	2544/14.1	13.2	13.0	7.7	253	2945	WYNF-F
6. WRBQ-AF (CHR)	191/ 6.0	7.3	9.5	9.6	14.4	8.1	216/4146	3382/18.8	20.0	33.0	8.3	266	3476	WRBQ-AF
7. WFLA (N/T)	182/ 5.8	4.2	3.0	3.8	5.0	4.2	230/2567	1939/10.8	8.2	10.8	2.4	80	1681	WFLA
8. WDUV-F (EZ)	173/ 5.5	4.9	5.4	5.4	6.2	5.3	325/3124	1774/ 9.8	9.8	11.3	2.8	91	1139	WDUV-F
9. WGUL-AF (BB)	161/ 5.2	6.1	4.3	3.5	3.8	4.8	161/1385	1366/ 7.6	8.1	5.1	4.3	108	1195	WGUL-AF
10. WNLT-F (AC)	159/ 5.0	3.9	3.8	3.9	4.4	4.2	190/2923	2335/12.9	10.6	12.2	3.9	128	2275	WNLT-F
11. WXTB-F (AOR)	147/ 4.7	4.5	4.4	2.2	1.9	4.0	170/2308	1928/10.7	10.4	7.0	8.8	288	2398	WXTB-F
12. WYUU-F (O)	114/ 3.6	3.4	3.5	2.4	1.4	3.2	123/1919	1737/ 9.6	9.3	3.8	3.5	115	1140	WYUU-F
13. WHVE-F (J/NA)	101/ 3.2	3.0	2.6	2.3	2.8	2.8	108/1851	1357/ 7.5	7.7	6.2	3.4	113	1532	WHVE-F
14. WSUN (N/T)	76/ 2.4	1.9	2.4	2.0	2.2	2.2	123/1650	1136/ 6.3	6.5	6.4	1.3	43	621	WSUN
15. WDAE (BB)	55/ 1.7	2.5	2.6	1.9	2.6	2.2	57/798	749/ 4.2	4.1	5.7	1.2	38	509	WDAE

12+ FM SHARE (METRO): 80.55% (2224 of 2761) (SUM 89: 77.82%)

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 WOYK-F	1 WOYK-F	1 WOYK-F	1 WOYK-F	1 WOYK-F	1 WFLZ-F>	1 WFLA
2 WRBQ-AF>	2 WFLZ-F	2 WFLZ-F	2 WOYK-F	2 WUSA-F	2 WWRM-F	2 WWRM-F	2 WWRM-F<	2 WFLZ-F	2 WXTB-F<	2 WTKN
3 WXTB-F	3 WXTB-F<	3 WOYK-F	3 WUSA-F	3 WYNF-F	3 WDUV-F	3 WYNF-F	3 WUSA-F	3 WWRM-F	3 WSUN	3 WSUN
4	4 WNLT-F	4 WNLT-F	4 WNLT-F	4 WNLT-F	4 WGUL-AF	4 WFLA	4 WFLZ-F<	4 WYNF-F<	4 WOYK-F	4 WOYK-F
5	5 WRBQ-AF	5 WRBQ-AF<	5 WRBQ-AF	5 WRBQ-AF<	5 WFLA	5 WFLZ-F<	5 WRBQ-AF	5 WUSA-F	5 WDUV-F<	5 WXTB-F
6	6 WOYK-F	6 WUSA-F	6 WYUU-F<	6 WWRM-F	6 WUSA-F	6 WRBQ-AF<	6 WFLA	6 WNLT-F	6 WWRM-F	6 WWRM-F<
7	7 WUSA-F	7 WXTB-F	7 WFLZ-F	7 WYUU-F	7	7 WUSA-F	7 WYNF-F<	7 WFLA	7	7 WUSA-F<
8	8	8	8 WWRM-F	8 WFLZ-F	8	8 WGUL-AF	8 WGUL-AF	8 WRBQ-AF	8	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 WNLT-F	1 WNLT-F<	1 WRBQ-AF<	1 WOYK-F<	1 WFLZ-F	1 WYNF-F	1 WYNF-F>	1 WYNF-F>	1 WYNF-F
2 WNLT-F	2 WFLZ-F<	2 WYNF-F<	2 WNLT-F	2 WUSA-F<	2 WYNF-F<	2 WXTB-F	2 WXTB-F<	2 WFLZ-F<	2 WOYK-F
3 WXTB-F	3 WRBQ-AF	3 WRBQ-AF	3 WUSA-F	3 WWRM-F	3 WXTB-F>>	3 WFLZ-F>	3 WNLT-F>	3 WXTB-F	3 WUSA-F
4 WRBQ-AF>	4 WYNF-F	4 WUSA-F<	4 WOYK-F	4 WRBQ-AF	4 WRBQ-AF	4 WNLT-F>	4 WFLZ-F	4 WOYK-F	4 WNLT-F<
5 WYNF-F>	5 WUSA-F	5 WOYK-F	5 WFLZ-F	5 WNLT-F>	5 WOYK-F	5 WOYK-F	5 WOYK-F<	5 WNLT-F	5 WFLA
6 WOYK-F	6 WOYK-F	6 WFLZ-F	6 WWRM-F	6 WFLZ-F<	6 WNLT-F	6 WRBQ-AF	6 WFLA	6 WUSA-F<	6 WYUU-F<
7 WUSA-F	7 WXTB-F	7 WHVE-F	7 WYNF-F	7 WYNF-F	7 WYUU-F	7 WYUU-F	7 WRBQ-AF	7 WYUU-F	7 WXTB-F
8	8	8 WWRM-F	8	8	8	8	8	8	8 WFLZ-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WHBO 1040 Tampa	0.3/1.5/ 11/	289	
WLFF 680 St Petersburg	0.4/1.2/ 15/	291	
WLUV-F 106.3 Holiday/Nw Pt R	1.2/2.7/ 38/	487	
WPLA 910 Plant City	0.3/1.7/ 21/	461	
WOYK 1010 Seffner/Tampa	0.5/2.2/ 22/	508	
WRFA 820 Largo	0.3/1.2/ 13/	300	
WRXB 1590 St Pete Bch/Tam	1.3/2.2/ 45/	445	
WTAN 1340 Clearwtr/StPete	0.4/0.9/ 13/	167	
WTIS 1110 Tampa/St. Pete	0.3/0.9/ 11/	200	
WTKN 570 Pinellas Park/T	0.8/3.7/ 34/	882	
WTMP 1150 Tampa	1.3/3.2/ 40/	580	

RADIO STATIONS

AM STATIONS

WDAE, 1250, 5 KW (DA-N), NOSTALGIA	ABC I, \$ 40.00 (McGuild)	Gannett
WFLA, 970, 5 KW (DA-2), TALK	ABC E ABC I, \$ 60.00 (Eastman)	Jacor
WGUL, 860, 2 KW/1.6KW (DA-2), SEE WGUL-F		
WHBO, 1040, 5 KW (DAYS), OLDIES	, \$ 37.00 (MMR)	Metroplex
WLFY, 680, 1 KW (DAYS), NOSTALGIA	, \$ 27.00 (---)	Century
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 (---)	
WSUN, 620, 10 KW (DA-N), NEWS/TALK	CBS MBS, \$ 60.00 (Durpetti)	Cox
WTKN, 570, 5 KW/4.5 KW (DA-2), BLACK	, \$ 34.00 (HNWH)	

FM STATIONS

WFLZ, 93.3, 100 KW @ 1358, CHR	ABC E, \$ 90.00 (Eastman)	Jacor
WGUL, 105.5, 3 KW @ 255, NOSTALGIA	UPI UNISUP, \$ 47.00 (---)	Marcocci
WLWU, 106.3, 3 KW @ 300, NOST/ETHNIC	, \$ 30.00 (---)	
WNLN, 95.7, 100 KW @ 606, AC	, \$ 84.00 (MMR)	Metroplex
WQYK, 99.5, 100 KW @ 550, COUNTRY	, \$ 137.00 (Katz)	Infinity
WRBQ, 104.7, 100 KW @ 555, CHR	ABC FM, \$ 230.00 (Christal)	Edens
WUSA, 100.7, 100 KW @ 599, AC	, \$ 105.00 (McGuild)	Gannett
WWRM, 107.3, 100 KW @ 623, SOFT AC	, \$ 90.00 (Durpetti)	Cox
WXTB, 97.9, 100 KW @ 599, AOR	ABC R, \$ 70.00 (Banner)	Great American
WYNF, 94.9, 100 KW @ 1290, AOR	RADRAD, \$ 100.00 (CBS)	CBS
WYUU, 92.5, 50 KW @ 488, OLDIES	UPI UNISUP, \$ 47.00 (Republic)	Entercom
WHVE, 102.5, 100 KW @ 1663, JAZZ/NAC	, \$ 64.00 (HNWH)	Susquehanna (SARASOTA)
WDUV, 103.3, 100 KW @ 576, EZ	MBS, \$ 60.00 (Christal)	(BRADENTON)

***** 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	

TOLEDO

Arbitron Rank/Pop (12+): 72/502,600
 MSA Rank/Pop: 83/614,700
 ADI # 63
 Average Person Ratings: 16.3
 Market TSL: 22.25 hours

Stations: 21/13
 Diaries: 1069/470:1/54.1%
 Sample Target: 1010
 % Below Line: 13.5
 % Not Listed: 12.4

1989 Revenue: \$1,470,000
 HH Inc.: \$29,055
 Retail \$: 4.8 Bil
 Pop per Station: 38,661
 #1 Biller: WTOD \$3,200,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WIOT-F (AOR)	121/14.7	13.1	13.7	12.7	9.7	13.6	175/1966	1161/23.1	25.4	22.9	17.7	157	1564	WIOT-F
2. WLQR-F (EZ)	73/ 8.9	8.8	7.9	10.4	8.2	9.0	103/1294	893/17.8	17.6	16.1	7.2	64	865	WLQR-F
3. WRQN-F (CHR)	71/ 8.6	11.5	7.9	10.5	11.6	9.6	86/1534	1198/23.8	28.4	27.5	12.3	109	1724	WRQN-F
4. WWWW-F (AC)	69/ 8.4	8.5	7.1	7.6	9.9	7.9	76/1258	1123/22.3	18.3	20.6	5.0	44	674	WWWV-F
5. WKKO-F (C)	66/ 8.0	9.9	9.5	10.7	10.9	9.5	112/1304	780/15.5	18.3	20.2	8.9	79	774	WKKO-F
6. WVKS-F (CHR)	61/ 7.4	10.0	10.0	7.5	9.3	8.7	142/2217	1231/24.5	30.7	29.9	12.8	113	1908	WVKS-F
7. WSPD (MOR)	45/ 5.5	6.0	7.1	5.9	5.5	6.1	57/824	648/12.9	15.5	14.2	5.4	48	756	WSPD
8. WJR (MOR)	44/ 5.4	4.0	2.8	3.6	4.9	4.0	90/1167	587/11.7	11.0	13.3	3.6	32	388	WJR
9. CKLW (BB)	30/ 3.7	3.3	3.4	2.5	4.9	3.2	66/970	466/ 9.3	8.7	9.9	4.3	38	331	CKLW
10. WVOI (B)	23/ 2.8	1.8	3.6	1.7	2.7	2.5	23/273	273/ 5.4	4.9	5.3	1.8	16	482	WVOI
11. WKKR-F (?)	22/ 2.7	---	---	---	---	0.7	48/621	416/ 8.3	0.0	0.0	1.4	12	193	WKKR-F
12. WTOD (C)	21/ 2.6	2.1	3.7	3.5	2.4	3.0	22/383	333/ 6.6	6.8	6.2	1.9	17	276	WTOD
13. WCWA (O)	19/ 2.3	1.6	2.3	2.8	1.7	2.3	20/339	294/ 5.8	5.7	7.0	0.8	7	190	WCWA
14.														
15.														

12+ FM SHARE (METRO): 74.69% (537 of 719) (SUM 89: 72.60%)

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 WIOT-F<	1 WIOT-F>	1 WIOT-F>	1 WIOT-F>	1 WIOT-F
2 WIOT-F	2 WRQN-F	2 WWWW-F	2 WWWW-F	2 WWWW-F	2 WLQR-F	2 WRQN-F	2 WLQR-F	2 WLQR-F	2 WRQN-F<	2 WSPD >
3 WVKS-F	3 WVKS-F	3 WVKS-F	3 WLQR-F>	3 WLQR-F>	3 WSPD	3 WKKO-F	3 WWWW-F	3 WWWW-F	3 WJR	3 WWWW-F
4 WVOI	4 WWWW-F	4 WLQR-F<	4 WVKS-F	4 WKKO-F	4 WJR	4 WWWW-F	4 WKKO-F<	4 WKKO-F<	4 WWWW-F	4 WJR
5	5 WLQR-F	5 WRQN-F>	5 WRQN-F	5 WVKS-F	5 WWWW-F	5 WLQR-F	5 WVKS-F	5 WRQN-F<	5 WSPD	5 WLQR-F
6	6	6 WKKO-F	6 WKKO-F	6 WRQN-F	6 CKLW	6 WSPD	6 WRQN-F	6 WVKS-F	6 WVKS-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 WRQN-F	1 WRQN-F	1 WWWW-F>	1 WWWW-F	1 WWWW-F>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>
2 WVKS-F	2 WVKS-F	2 WRQN-F>	2 WRQN-F<	2 WLQR-F	2 WRQN-F	2 WRQN-F	2 WLQR-F>	2 WLQR-F	2 WLQR-F>
3 WIOT-F>>	3 WIOT-F	3 WVKS-F	3 WVKS-F	3 WKKO-F	3 WVKS-F>	3 WVKS-F	3 WKKR-F	3 WWWW-F	3 WWWW-F
4 WWWW-F	4 WWWW-F	4 WLQR-F	4 WLQR-F	4 WVKS-F	4 WWWW-F	4 WLQR-F	4 WWWW-F	4 WVKS-F	4 WKKO-F>
5 WKKO-F	5 WKKO-F	5 WIOT-F>>	5 WIOT-F	5 WRQN-F>	5	5 WWWW-F	5 WCWA	5 WRQN-F	5 WCWA
6	6	6	6 WKKO-F>>	6 WIOT-F	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE/RTG	CUME/AQH	TSA/CUME	TSA
WMTR-F 96.1	Archbold/Wauson	0.7/1.2/	6/ 71	
WRED-F 95.7	Gibsonburg/Tol	1.3/4.2/	16/ 318	
CKMR-F 93.9	Windsor	0.7/2.7/	29/ 441	
WJLB-F 97.9	Detroit	1.0/2.8/	8/ 141	
WKXA-F 100.5	Findlay	0.6/1.4/	25/ 359	
WQTE-F 95.3	Adrian	1.0/1.2/	14/ 177	
WRIF-F 101.1	Detroit	0.9/3.3/	10/ 283	
WTWR-F 98.3	Monroe/Toledo	0.4/1.9/	12/ 368	

RADIO STATIONS

WCWA , 1230,	1 KW	, Oldies	MBS CBS, \$18.00	(Eastman)	Reams
WOHO , 1470,	1 KW (DA-2)	, Country	UNISUP UNIULT, \$14.00	(Durpetti)	
WSPD , 1370,	5 KW (DA-N)	, MOR/Full Service	NBC, \$33.00	(MMR)	Commonwealth
WTOD , 1560,	5 KW (DAYS, DA)	, Country	ABC I, \$ NA	(Katz)	Booth
WVOI , 1520,	1 KW (DA-2)	, Black	SBN UNIPWR, \$18.00	(Roslin)	
WIOT-F, 104.7,	50 KW @ 540	, AOR	SOURCE, \$62.00	(Eastman)	Reams
WKKO-F, 99.9,	50 KW @ 500	, Country	ABC E, \$70.00	(9 (Katz)	Booth
WLQR-F, 101.5,	19 KW @ 807	, EZ/Soft AC	, \$40.00	(MMR)	Commonwealth
WRQN-F, 93.5,	2 KW @ 401	, CHR	, \$33.00	(Banner)	ABS (BOWLING GREEN)
WVKS-F, 92.5,	50 KW @ 480	, CHR	ABC FM, \$53.00	(Chrystal)	Noble
WWWV-F, 105.5,	2 KW @ 390	, AC	, \$43.00	(Durpetti)	

WJR, CKLW -- See Detroit

TUCSON

Arbitron Rank/Pop (12+): 64/551,100
 MSA Rank/Pop: 79/642,000
 Average Person Ratings: 16.3
 Market TSL: 21.75 hours

Stations: 20/19
 Diaries: 924/596:1/55.9%
 Sample Target: 930
 % Below Line: 2.6
 % Not Listed: 13.4

1989 Revenue: \$16,600,000
 HH Inc.: \$23,907
 Retail \$: 4.7 Bil
 Pop per Station: 29,005
 #1 Biller: KRQQ-F \$3,300,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. KRQQ-F (CHR)	151/16.8	20.1	18.1	16.7	20.9	17.9	179/2054	1764/32.0	36.4	36.0	25.5	253	2163	KRQQ-F
2. KIIM-F (C)	120/13.4	13.5	13.7	9.3	10.3	12.5	127/1411	1325/24.0	25.4	19.9	12.9	128	1177	KIIM-F
3. KWFM-AF (O)	90/10.1	7.3	7.8	9.9	8.6	8.8	99/1388	1202/21.8	20.7	23.4	6.7	62	964	KWFM-AF
4. KLPX-F (AOR)	89/ 9.9	8.4	8.0	10.0	10.5	9.1	94/1253	1164/21.1	19.3	22.7	10.9	108	1225	KLPX-F
5. KKLD-F (AC)	68/ 7.6	7.4	7.2	6.3	8.9	7.1	71/1024	939/17.0	15.7	16.4	4.8	48	770	KKLD-F
6. KOYT-F (EZ)	34/ 3.8	3.6	2.8	2.0	1.7	3.0	34/380	377/ 6.8	8.1	6.3	1.1	11	263	KOYT-F
7. KNST (N/T)	32/ 3.6	3.2	3.3	4.9	3.2	3.8	32/588	588/10.7	10.6	9.5	4.7	47	454	KNST
8. KGVY (BB)	27/ 3.0	4.5	2.9	5.3	2.7	3.9	29/307	278/ 5.0	5.5	4.5	1.3	13	116	KGVY
9. KOTL (SP)	24/ 2.7	2.1	1.8	0.8	1.5	1.9	26/301	262/ 4.8	3.3	3.7	1.4	14	293	KOTL
10. KUPD-F (AOR)	23/ 2.6	2.7	4.3	3.6	2.5	3.3	33/585	385/ 7.0	7.5	7.5	4.2	42	470	KUPD-F
12. KCUB (C)	23/ 2.6	1.6	4.3	3.5	2.8	3.0	28/300	270/ 4.9	3.2	5.9	2.9	29	242	KXEW
13. KMRR (BB)	22/ 2.4	1.2	0.9	1.7	3.0	1.6	22/332	321/ 5.8	0.0	7.4	1.1	11	202	KCUB
14. KTKT (N/T)	21/ 2.3	4.0	3.0	3.9	2.5	3.3	21/274	274/ 5.0	8.4	5.4	1.7	17	335	KMRR
15. KTKT (N/T)	13/ 1.4	1.3	1.3	1.7	1.3	1.4	14/429	411/ 7.5	5.7	5.2	1.0	10	313	KTKT

12+ FM SHARE (METRO): 74.81% (582 of 778) (SUM 89: 75.38%)

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 KWFM-AF	1 KIIM-F<	1 KIIM-F>	1 KRQQ-F<	1 KRQQ-F<	1 KRQQ-F	1 KRQQ-F>>	1 KIIM-F
2	2 KLPX-F>	2 KLPX-F	KIIM-F	2 KWFM-AF	2 KWFM-AF>	2 KIIM-F>	2 KIIM-F	2 KIIM-F	2 KLPX-F	2 KRQQ-F<
3	3 KIIM-F	3 KWFM-AF	3 KLPX-F	3 KLPX-F	3 KOYT-F	3 KLPX-F<	3 KWFM-AF	3 KLPX-F	3 KWFM-AF	3 KLPX-F
4	4 KWFM-AF	KIIM-F	4 KRQQ-F	4 KRQQ-F	4 KKLD-F	4 KWFM-AF>	4 KLPX-F	4 KWFM-AF	4 KIIM-F	4 KOTL
5	5 KKLD-F	5 KKLD-F>>	5 KKLD-F>>	5 KKLD-F>>	5 KNST <	5 KKLD-F	5 KKLD-F>>	5 KKLD-F>>	5 KKLD-F	5 KWFM-F
					6 KGVY					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRQQ-F>>	1 KRQQ-F>	1 KRQQ-F>	1 KRQQ-F>	1 KRQQ-F<	1 KRQQ-F>>	1 KRQQ-F<	1 KLPX-F	1 KLPX-F	1 KIIM-F
2 KLPX-F>	2 KLPX-F>	2 KLPX-F	2 KKLD-F<	2 KWFM-AF	2 KLPX-F>	2 KLPX-F	2 KIIM-F	2 KIIM-F<	2 KWFM-AF<
3 KKLD-F>	3 KKLD-F	3 KKLD-F	3 KLPX-F	3 KKLD-F	3 KWFM-AF	3 KIIM-F<	3 KWFM-AF>	3 KRQQ-F<	3 KLPX-F>>
4 KUPD-F	4 KIIM-F>	KIIM-F>	4 KWFM-AF	KIIM-F>	4 KKLD-F	4 KWFM-AF>>	4 KRQQ-F>	4 KWFM-AF>>	4 KRQQ-F
5 KIIM-F	5 KWFM-AF	5 KWFM-AF	5 KIIM-F>>	5 KLPX-F>>	5 KIIM-F	5 KKLD-F	5 KUPD-F	5 KKLD-F	5 KKLD-F>>
6	6	6	6	6	6 KUPD-F	6 KUPD-F>>	6 KKLD-F	6	6

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
KAWV-F 103.1 Oracle	0.9/2.9/	8/ 174		
KTUC 1400 Tucson	1.2/5.1/	11/ 282		
KTZR 1450 Tucson	1.1/3.1/	10/ 172		
KVOI 690 Tucson	0.9/3.8/	8/ 208		
KXMG-F 98.3 Marana	0.4/1.3/	5/ 88		

RADIO STATIONS

KCEE, 790, 5 KW/500 W (DA-2), SEE KWFM-F			
KGVY, 1080, 1 KW (DAYS), NOSTALGIA	APR, \$	20.00	(K & P)
KCUB, 1290, 1 KW, SEE KIIM-F			
KMRR, 1330, 2 KW/5 KW (DA-2), NOSTALGIA		\$ 19.00	(Republic)
KJYK, 1490, 1 KW (DA-1), CONTEMP	NBC, UNISUP, \$	15.00	(Christal)
KNST, 940, 1 KW/250 W (DA-2), NEWS/TALK	ABC I, MBS, \$	30.00	(McGuild)
KOTL, 1210, 10 KW/1 KW (DA-2), HISPANIC		\$ 18.00	(Caballero)
KTKT, 990, 10 KW/1 KW (DA-N), TALK	CNN, UNISUP, \$	18.00	(HNWH)
KIUC, 1400, 1 KW, TALK	CBS, CN, \$	17.00	(Roslin)
KXEW, 1600, 2.5 KW/1 KW (DA-2), HISPANIC	CRC, \$	15.00	(Lotus)
KAWV-F, 103.1, 900 W @ 610, JAZZ/NAC	SMN, \$	17.00	(Republic)
KIIM-F, 99.5, 93 KW @ 2036, COUNTRY		\$ 60.00	(Katz)
KKLD-F, 94.9, 95 KW @ 1952, EZ/SOFT AC	UNISUP, \$	43.00	(Christal)
KLPX-F, 96.1, 97 KW @ 1952, AOR		\$ 40.00	(HNWH)
KOYT-F, 92.1, 1.8KW @ 406, EZ/BTFL		\$ 16.00	(K & P)
KRQQ-F, 93.7, 94 KW @ 2032, CHR		\$ 75.00	(McGuild)
KWFM-F, 92.9, 93 KW @ 2036, OLDIES		\$ 50.00	(MRR)
KXMG-F, 98.3, 3 KW @ 202, HISPANIC		\$ 15.00	(Lotus)
			(ORACLE)
			Duhossoids
			Lotus
			(GREEN VALLEY)
			Nationwide
			American
			(MARANA)

Miscellaneous: KIIM changes to KCUB (June)

TULSA

Arbitron Rank/Pop (12+): 57/646,600
 MSA Rank/Pop: 69/730,900
 ADI # 58
 Average Person Ratings: 15.5
 Market TSL: 20.75 hours

Stations: 18/18
 Diaries: 1052/615:1/53.9%
 Sample Target: 1010
 % Below Line: 0.0
 % Not Listed: 12.7

1989 Revenue: \$19,300,000
 HH Inc.: \$24,394
 Retail \$: 4.6 Bil
 Pop per Station: 35,922
 #1 Biller: KMOD-F \$3,300,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ 1/4/CUME	TSA	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. KWEN-F (C)	113/11.3	11.0	12.4	9.5	11.0	11.1	154/2090		1392/21.5	22.1	22.2	15.7	186	1737	KWEN-F
2. KRMG (MOR)	109/10.9	9.5	10.2	9.3	8.6	10.0	129/1604		1307/20.2	19.6	19.9	8.1	96	973	KRMG
3. KMOD-F (AOR)	105/10.5	12.5	10.6	9.7	12.5	10.8	190/2177		1236/19.1	19.7	19.9	18.1	215	1658	KMOD-F
4. KMYZ-F (CHR)	103/10.3	7.7	6.8	9.0	7.3	8.4	166/2002		1309/20.2	20.1	19.8	9.8	116	1363	KMYZ-F
5. KBEZ-F (EZ)	77/ 7.7	8.2	6.5	8.9	7.1	7.8	102/1142		885/13.7	14.6	15.4	3.7	44	645	KBEZ-F
6. KAYI-F (CHR)	64/ 6.4	6.7	8.3	7.5	8.3	7.2	91/1566		1149/17.8	17.6	19.2	9.6	114	1759	KAYI-F
7. KVOO (C)	54/ 5.4	6.3	8.3	7.5	7.3	6.9	87/1224		650/10.1	13.3	14.3	5.0	59	763	KVOO
8. KQLL-F (O)	54/ 5.4	4.5	4.9	6.6	5.5	5.3	91/1340		828/12.8	11.4	13.5	3.6	43	703	KQLL-F
9. KRAV-F (AC)	41/ 4.1	5.1	6.8	5.4	4.8	5.3	47/975		813/12.4	12.7	10.9	3.4	40	794	KRAV-F
10. KVOO-F (C)	36/ 3.6	4.2	2.5	3.4	4.1	3.4	71/1143		698/10.8	12.3	11.3	3.6	43	806	KVOO-F
11. KQMJ-F (AC)	34/ 3.4	3.4	4.3	2.7	3.7	3.5	64/835		561/ 8.7	11.4	10.6	2.7	32	514	KQMJ-F
12. KBLK (B)	21/ 2.1	1.8	1.7	1.9	1.1	1.9	25/288		230/ 3.6	3.2	2.1				KBLK
13. KTFX-F (C)	18/ 1.8	1.7	3.0	1.3	3.3	2.0	34/716		372/ 5.8	5.1	3.0	1.9	22	376	KTFX-F
14.															
15.															

12+ FM SHARE (METRO): 78.26% (684 of 874) (SUM 89: 78.68%)

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 KWEN-F	1 KRMG	1 KRMG	1 KMYZ-F	1 KWEN-F	1 KRMG	1 KRMG
2 KMYZ-F	2 KMYZ-F	2 KMYZ-F	2 KWEN-F	2 KMOD-F	2 KBEZ-F	2 KWEN-F	2 KMOD-F	2 KMYZ-F	2 KMYZ-F	2 KMOD-F
3	3 KWEN-F	3 KWEN-F	3 KMYZ-F	3 KRMG	3 KWEN-F	3 KMOD-F	3 KWEN-F	3 KMOD-F	3 KMOD-F	3 KMYZ-F
4	4 KAYI-F	4 KQLL-F	4 KQLL-F	4 KQLL-F	4 KVOO	4 KMYZ-F	4 KBEZ-F	4 KRMG	4 KWEN-F	4 KBEZ-F
5	5 KRAV-F	5 KAYI-F	5 KRMG	5 KQLL-F	5 KQLL-F	5 KBEZ-F	5 KBEZ-F	5 KRMG	5 KAYI-F	5 KVOO-F
6	6	6 KRMG	6 KRAV-F	6 KRAV-F	6	6 KVOO	6 KAYI-F	6 KBEZ-F	6	6 KVOO

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 KWEN-F	1 KWEN-F	1 KWEN-F	1 KMOD-F	1 KMOD-F	1 KMOD-F	1 KMOD-F	1 KMOD-F
2 KAYI-F	2 KWEN-F	2 KMYZ-F	2 KMYZ-F	2 KRMG	2 KMYZ-F	2 KMYZ-F	2 KMYZ-F	2 KMYZ-F	2 KWEN-F
3 KWEN-F	3 KMOD-F	3 KMOD-F	3 KRAV-F	3 KMYZ-F	3 KAYI-F	3 KAYI-F	3 KWEN-F	3 KWEN-F	3 KQLL-F
4 KMOD-F	4 KRAV-F	4 KRAV-F	4 KMOD-F	4 KRAV-F	4 KBLK	4 KWEN-F	4 KAYI-F	4 KQLL-F	4 KRMG
5 KBEZ-F	5 KAYI-F	5	5 KRMG	5 KQLL-F	5 KWEN-F	5	5	5 KAYI-F	5 KMYZ-F
6	6	6	6 KAYI-F	6 KBEZ-F	6	6	6	6 KRMG	6
7	7	7	7 KBEZ-F	7 KMOD-F	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
KCFO 970 Tulsa	0.6/2.0/	14/	205	
KCMA-F 92.1 Broken Arrow	1.0/2.9/	10/	190	
KREK-F 104.9 Bristol	0.6/1.3/	10/	122	
KTOW-F 102.3 Sand Springs	0.6/1.7/	6/	109	
KXOJ-F 100.9 Sapulpa/Tulsa	1.7/4.7/	20/	329	

PADIO STATIONS

KBLK, 1550, 2.5 KW/350W (DA-2), BLACK	, \$ 15.00 (---)	
KCFO, 970, 2.5 KW/1 KW (DA-2), RELIGION	, \$ 12.00 (---)	Salem
KRMG, 740, 50 KW/25 KW (DA-2), MOR/FULL SER.	ABC I, \$ 56.00 (Katz)	NewCity
KVOO, 1170, 50 KW (DA-N), COUNTRY	, \$ 50.00 (Eastman)	Great Empire
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)	
KTFX-F, 103.3, 100 KW @ 1278, COUNTRY	UNIPWR, \$ 26.00 (---)	
KQLL-F, 106.1, 100 KW @ 1321, OLDIES	, \$ 31.00 (Christal)	Federated (OWASSO)
KVOO-F, 98.5, 100 KW @ 1226, COUNTRY	UNIULT, \$ N/A (Eastman)	Great Empire
KWEN-F, 95.5, 100 KW @ 1327, COUNTRY	, \$ 68.00 (Katz)	NewCity

Miscellaneous: KVL1-F changes to KQLL-F (August)

WASHINGTON

Arbitron Rank/Pop (12+): 9/3,171,100
 MSA Rank/Pop: 6/3,774,200
 ADI # 9
 Average Person Ratings: 17.3
 Market TSL: 22.50 hours

Stations: 34/31
 Diaries: 2222/1427:1/50.3%
 Sample Target: 2150
 % Below Line: 2.5
 % Not Listed: 12.7

1989 Revenue: \$144,400,000
 HH Inc.: \$41,825
 Retail \$: 31.5 Bill
 Pop per Station: 102,293
 #1 Biller: WMZQ-AF \$14,500,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WPGC-F (CHR)	412/ 7.5	6.8	7.4	6.7	5.8	7.1	459/6414	5570/17.6	17.1	15.4	10.4	601	6659	WPGC-F
2. WKYS-F (B)	364/ 6.6	4.8	7.0	5.3	4.6	5.9	392/4656	4238/13.4	12.6	11.7	6.7	388	4929	WKYS-F
3. WMZQ-AF (C)	357/ 6.6	6.3	5.8	6.6	6.4	6.3	404/5026	4268/13.5	14.1	13.6	6.2	346	3607	WMZQ-AF
4. WGAY-F (EZ)	322/ 5.9	7.1	6.2	7.7	7.1	6.7	356/4531	3999/12.6	14.1	13.6	4.9	283	3422	WGAY-F
5. WASH-F (AC)	282/ 5.1	4.2	4.5	3.3	3.6	4.3	304/3557	3201/10.1	11.3	11.2	3.5	205	3073	WASH-F
6. WMAL (MOR)	277/ 5.1	5.1	5.0	5.4	5.5	5.2	298/4423	4053/12.8	11.8	13.4	4.3	249	3196	WMAL
7. WWDC-F (AOR)	238/ 4.3	2.9	2.5	3.1	2.8	3.2	308/6126	4669/14.7	11.2	13.3	4.2	240	3873	WWDC-F
8. WCXR-F (CL AOR)	234/ 4.3	3.9	4.3	3.7	5.2	4.1	262/4142	3675/11.6	11.4	13.9	4.1	234	3614	WCXR-F
9. WTOP (N)	202/ 3.7	3.8	3.9	3.7	4.5	3.8	226/5255	4514/14.2	16.0	15.6	3.1	179	4326	WTOP
10. WAVA-F (CHR)	200/ 3.6	5.1	4.0	4.8	5.3	4.4	234/5293	4430/14.0	17.1	17.1	5.5	316	6021	WAVA-F
11. WHUR-F (B)	199/ 3.6	3.9	3.9	3.8	4.1	3.8	206/4281	3885/12.3	12.2	11.7	4.3	247	3926	WHUR-F
12. WLTT-F (AC)	193/ 3.5	3.3	3.1	3.7	3.1	3.4	215/3617	3200/10.1	10.9	9.0	3.4	196	2692	WLTT-F
13. WRQX-F (CHR)	181/ 3.3	3.2	3.4	4.0	4.7	3.5	234/6120	4784/15.1	13.2	16.9	3.9	225	4339	WRQX-F
14. WGMS-F (CL)	172/ 3.1	3.3	2.5	2.4	2.7	2.8	193/2862	2439/ 7.7	8.4	8.0	1.5	84	1708	WGMS-F
15. WHFS-F (AOR)	141/ 2.6	2.9	3.1	1.9	1.9	2.6	201/3174	2411/ 7.6	7.6	5.3	3.0	176	2322	WHFS-F
16. WMMJ-F (B)	139/ 2.5	3.3	3.2	2.4	3.3	2.8	144/1891	1817/ 5.7	7.5	6.3	2.6	152	1509	WMMJ-F
17. WXTR-F (O)	133/ 2.4	2.8	3.1	3.4	3.1	2.9	190/3636	3111/ 9.8	9.7	10.5	2.6	149	2540	WXTR-F
18. WWRC (N/T)	117/ 2.1	2.2	1.8	2.4	2.8	2.1	126/2149	1941/ 6.1	6.3	6.7	2.3	134	1419	WWRC
19. WJFK-F (CL AOR)	112/ 2.0	1.9	1.8	2.2	1.5	2.0	117/2472	2263/ 7.1	7.9	6.4	2.1	120	2296	WJFK-F
20. WIYY-F (AOR)	97/ 1.8	0.9	0.7	0.8	0.5	1.0	185/2329	1142/ 3.6	2.8	2.2	1.3	73	1354	WIYY-F
21. WYCB (REL)	72/ 1.3	1.3	0.9	1.2	1.5	1.2	72/777	777/ 2.5	2.9	2.8	2.2	128	833	WYCB
22. WOL (B)	70/ 1.3	2.0	2.1	1.0	1.2	1.6	70/1195	1182/ 3.7	4.1	3.4	1.2	70	884	WOL
23. WDJY-F (B)	53/ 1.0	1.1	1.3	1.9	1.7	1.3	54/1736	1695/ 5.3	5.3	6.5	1.3	75	1021	WDJY-F
24.														
25.														

12+ FM SHARE (METRO): 81.07% (3881 of 4787) (SUM 89: 79.22%)

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 WKYS-F	1 WKYS-F	1 WKYS-F	1 WGAY-F	1 WMAL	1 WGAY-F	1 WPGC-F	1 WPGC-F	1 WMZQ-F
2 WAVA-F	2 WKYS-F	2 WPGC-F	2 WMZQ-AF	2 WMZQ-AF	2 WMZQ-AF	2 WMZQ-AF	2 WPGC-F	2 WMZQ-AF	2 WHUR-F	2 WTOP
3 WRQX-F	3 WWDC-F	3 WMZQ-AF	3 WCXR-F	3 WASH-F	3 WMAL	3 WKYS-F	3 WASH-F	3 WKYS-F	3 WKYS-F	3 WPGC-F
4	4 WCXR-F	4 WCXR-F	4 WASH-F	4 WCXR-F	4 WASH-F	4 WPGC-F	4 WKYS-F	4 WGAY-F	4 WTOP	4 WKYS-F
5	5 WAVA-F	5 WASH-F	5 WLTT-F	5 WLTT-F	5 WTOP	5 WWDC-F	5 WMZQ-AF	5 WASH-F	5 WGAY-F	5 WMAL
6	6 WLTT-F	6 WWDC-F	6 WPGC-F	6 WPGC-F	6 WGMS-F	6 WTOP	6 WCXR-F	6 WMAL	6 WMZQ-AF	6 WHUR-F
7	7 WHFS-F	7 WLTT-F	7 WPGC-F	7 WWDC-F	7 WKYS-F	7 WAVA-F	7	7 WCXR-F	7 WWRC	7 WWRC
8	8 WASH-F	8	8	8	8	8	8	8	8	8 WGAY-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 WPGC-F>>	1 WPGC-F	1 WLTT-F	1 WKYS-F	1 WKYS-F	1 WPGC-F	1 WWDC-F	1 WWDC-F	1 WKYS-F	1 WKYS-F
2 WRQX-F	2 WKYS-F	2 WKYS-F	2 WPGC-F	2 WMZQ-AF	2 WWDC-F	2 WPGC-F	2 WCXR-F	2 WWDC-F	2 WMZQ-AF
3 WKYS-F	3 WCXR-F	3 WCXR-F	3 WASH-F	3 WASH-F	3 WJFK-F	3 WKYS-F	3 WKYS-F	3 WCXR-F	3 WCXR-F
4 WASH-F	4 WASH-F	4 WPGC-F	4 WMZQ-AF	4 WLTT-F	4 WIYY-F	4 WCXR-F	4 WPGC-F	4 WPGC-F	4 WWDC-F
5 WAVA-F	5 WLTT-F	5 WASH-F	5 WLTT-F	5 WCXR-F	5 WKYS-F	5 WJFK-F	5 WASH-F	5 WMZQ-AF	5 WTOP
6 WCXR-F	6 WAVA-F	6 WAVA-F	6 WCXR-F	6 WPGC-F	6 WAVA-F	6 WHFS-F	6 WHUR-F	6 WJFK-F	6 WHUR-F
7	7 WRQX-F	7 WWDC-F	7 WRQX-F	7 WGAY-F	7 WCXR-F	7 WIYY-F	7 WJFK-F	7 WHFS-F	7 WPGC-F
8	8	8	8 WAVA-F	8	8	8	8	8 WHUR-F	8 WMAL

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WABS 780	Arlington/Wshng	0.6/0.7/	33/ 240
WGMS 570	Bethesda	0.1/1.2/	6/ 383
WNTR 1050	Silver Spring	0.3/1.1/	17/ 353
WPGC 1580	Morningside	0.3/1.0/	20/ 355
WQSI 820	Frederick	0.4/0.7/	21/ 246
WUST 1120	Washington	0.4/0.7/	20/ 234
WWDC 1260	Washington	0.7/2.7/	41/ 847
WZYQ-F 103.9	Braddock Hts/Frd	0.5/1.3/	27/ 440
WINC-F 92.5	Winchester	0.3/1.0/	42/ 825
WPOC-F 93.1	Baltimore	0.4/1.4/	97/1272

AM/FM STATIONS

AM STATIONS

WCPT,	730,	5 KW/20W (DA-1)	,	Black	,	\$ 30.00	(Group W)	Westinghouse
WDCT,	1310,	5 KW/500 W	,	Religion	,	\$ 28.00	(---)	Marsh
WFAX,	1220,	5 KW (DAYS)	,	Religion	,	\$ 20.00	(---)	
WMAL,	630,	5 KW (DA-2)	,	Full Service	ABC I,	\$200.00	(Katz)	Cap Cities/ABC
WMDO,	1540,	5 KW (DAYS)	,	Hispanic	,	\$ 35.00	(Katz Hisp.)	
WOL,	1450,	1 KW	,	Black Talk	NBN UNIULT,	\$ 49.00	(K & P)	Almic
WTOP,	1500,	50 KW (DA-2)	,	News	CBS MBS,	\$174.00	(CBS)	Chase
WWDC,	1260,	5 KW (DA-2)	,	Nostalgia	UNISUP UNIULT,	\$ 44.00	(Christal)	
WWRC,	980,	5 KW (DA-N)	,	Talk	NBC MBS,	\$ 60.00	(MMR)	
WYCB,	1340,	1 KW	,	Gospel	SBN,	\$ 40.00	(---)	

FM STATIONS

WASH,	97.1,	26 KW @ 686	,	AC	UNISUP,	\$111.00	(HNWH)	Chase
WAVA,	105.1,	41 KW @ 541	,	CHR	,	\$158.00	(HNWH)	Emmis
WCXR,	105.9,	28 KW @ 648	,	Classic AOR	,	\$164.00	(Group W)	Westinghouse
WDJY,	100.3,	50 KW @ 331	,	Black	APR,	\$ 75.00	(Mc-Guild)	United
WGAY,	99.5,	21 KW @ 770	,	EZ	,	\$190.00	(MMR)	Greater Media
WGMS,	103.5,	46 KW @ 510	,	Classical	MBS,	\$130.00	(Republic)	Verstandig
WHFS,	99.1,	47 KW @ 360	,	AOR	APR,	\$ 60.00	(Republic)	Duchossois
								(ANNAPOLIS)
WHUR,	96.3,	24 KW @ 670	,	Black	,	\$104.00	(Durpetti)	Howard Univ.
WJFK,	106.7,	22 KW @ 730	,	Classic AOR	ABC R,	\$ 80.00	(Torbet)	Infinity
WKYS,	93.9,	25 KW @ 707	,	Black	,	\$192.00	(Eastman)	Albimar
WLTT,	94.7,	22 KW @ 744	,	AC	,	\$164.00	(CBS)	CBS
WMMJ,	102.3,	1.4 KW @ 480	,	Black Oldies	ABC E MBS,	\$ 70.00	(K & P)	Almic
WMZQ,	98.7,	50 KW @ 490	,	Country	,	\$255.00	(Christal)	Viacom
WPGC,	95.5,	50 KW @ 500	,	CHR/Urban	,	\$160.00	(Banner)	Cook Inlet
WRQX,	107.3,	36 KW @ 590	,	CHR	ABC C,	\$117.00	(Katz)	Cap Cities/ABC
WWDC,	101.1,	32 KW @ 760	,	AOR	UNIPWR,	\$180.00	(Christal)	
WXTR,	104.1,	50 KW @ 500	,	Oldies	,	\$140.00	(Mc-Guild)	Radio Ventures

WEST PALM BEACH

Arbitron Rank/Pop (12+): 53/751,900
 MSA Rank/Pop: 63/841,700
 Average Person Ratings: 17.3
 Market TSL: 23.00 hours

Stations: 36/19
 Diaries: 1012/743:1/48.2%
 Sample Target: 1070
 % Below Line: 26.0
 % Not Listed: 14.9

1989 Revenue: \$23,000,000
 HH Inc.: \$39,666
 Retail \$: 7.3 Bil
 Pop per Station: 39,573
 #1 Biller: WRMF-F \$6,000,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WEAT-AF (EZ)	187/14.4	16.2	16.8	19.3	18.7	16.7	259/2701	1709/22.7	26.9	25.9	10.5	117	1334	WEAT-AF
2. WRMF-F (AC)	115/ 8.9	10.0	7.0	8.5	8.4	8.6	158/1923	1214/16.1	18.0	15.5	8.5	98	1085	WRMF-F
3. WJNO (N/T)	114/ 8.8	6.7	6.2	6.7	6.9	7.1	140/1571	1200/16.0	13.9	13.1	7.7	89	1065	WJNO
4. WIRK-F (C)	83/ 6.4	6.9	3.7	5.4	5.3	5.6	106/1019	780/10.4	13.8	9.8	5.7	66	753	WIRK-F
5. WKGR-F (AOR)	52/ 4.0	3.7	2.8	3.0	3.1	3.4	139/1497	728/ 9.7	9.3	8.4	5.4	17	295	WKGR-F
6. WHQT-F (CHR)	45/ 3.5	3.6	6.0	5.9	4.7	4.8	145/1656	520/ 6.9	7.0	9.1	7.2	83	651	WHQT-F
7. WEDR-F (B)	37/ 2.9	1.8	---	---	---	1.2	85/1056	411/ 5.5	2.9	0.0	6.8	79	592	WEDR-F
8. WOVV-F (CHR)	34/ 2.6	4.6	5.2	4.4	3.6	4.2	87/1508	872/11.6	12.1	10.6	4.4	51	803	WOVV-F
9. WZTA-F (AOR)	33/ 2.5	1.8	1.8	1.8	1.5	2.0	110/1330	335/ 4.5	4.7	5.6	2.2	25	482	WZTA-F
WOLL-F (O)	33/ 2.5	3.6	2.5	2.3	2.2	2.7	34/671	546/ 7.3	8.4	6.7	1.9	22	278	WOLL-F
11. WDBF (MOR)	31/ 2.4	0.7	1.0	1.0	0.5	1.3	31/221	221/ 2.9	1.7	1.9	0.9	10	152	WDBF
12. WHYI-F (CHR)	29/ 2.2	1.7	1.5	2.3	2.7	1.9	146/2217	536/ 7.1	7.5	9.7	2.4	28	484	WHYI-F
13. WNGS-F (SAC)	25/ 1.9	2.5	2.8	2.6	2.2	2.5	28/474	403/ 5.4	6.5	6.3	1.5	17	295	WNGS-F
14. WSHE-F (AOR)	24/ 1.8	2.4	4.2	3.2	2.5	2.9	113/1780	554/ 7.4	6.6	6.7	5.8	67	725	WSHE-F
15. WMXJ-F (O)	23/ 1.8	2.1	2.0	1.8	2.4	1.9	114/1685	409/ 5.4	4.8	7.0				WMXJ-F
16. WIOD (N/T)	22/ 1.7	2.4	2.0	2.3	2.1	2.1	177/2110	359/ 4.8	5.8	4.1	1.2	14	202	WIOD
17.														
18.														
19.														
20.														

12+ FM SHARE (METRO): 75.45% (833 of 1104) (SUM 89: 78.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHQT-F>>	1 WRMF-F	1 WRMF-F>	1 WRMF-F>	1 WRMF-F>	1 WEAT-AF>	1 WEAT-AF	1 WEAT-AF>	1 WEAT-AF>	1 WEAT-AF	1 WJNO >
2 WPOW-F	2 WKGR-F	2 WKGR-F	2 WIRK-F<	2 WIRK-F	2 WJNO >	2 WJNO	2 WRMF-F	2 WRMF-F<	2 WHQT-F	2 WEDR-F<
3 WSHE-F	3 WOVV-F	3 WIRK-F>	3 WKGR-F>	3 WKGR-F	3 WRMF-F	3 WRMF-F>	3 WJNO >	3 WJNO >	3 WRMF-F<	3 WPBR
4	4 WEDR-F	4 WOLL-F	4 WOLL-F	4 WJNO <	4 WIRK-F	4 WIRK-F	4 WIRK-F	4 WIRK-F	4 WJNO	4 WPOM
5	5 WIRK-F	5 WEDR-F	5 WJNO	5 WEAT-AF	5	5	5	5	5	5 WRMF-F
6	6 WZTA-F	6 WOVV-F	6	6 WOLL-F	6	6	6	6	6	6 WEAT-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 WOVV-F>	1 WRMF-F>	1 WRMF-F>>	1 WRMF-F>>	1 WRMF-F>>		1 WEDR-F>	1 WKGR-F	1 WKGR-F	1 WRMF-F	1 WRMF-F
2 WHQT-F	2 WOVV-F>	2 WKGR-F>	2 WOVV-F	2 WIRK-F		2 WZTA-F	2 WRMF-F	WIRK-F	2 WKGR-F	2 WIRK-F
WRMF-F	3 WKGR-F	3 WHYI-F	3 WEDR-F	3 WEAT-AF		3 WKGR-F	WIRK-F	3 WRMF-F>	3 WIRK-F	3 WKGR-F>
4 WHYI-F	4 WHYI-F	4 WEDR-F	4 WKGR-F	4 WKGR-F		4 WSHE-F	4 WZTA-F	4 WZTA-F	4 WZTA-F	4 WJNO
WEDR-F	WEDR-F	WOVV-F	5 WHYI-F	5 WOLL-F		WHQT-F	5 WEDR-F	5	5 WOLL-F	5 WOLL-F
6	6 WHQT-F	6	WIRK-F	WJNO		WRMF-F	6	6	6 WJNO	6 WZTA-F
						WOVV-F				

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME			
WLWJ 640	Royal Palm/WsPm	0.5/1.3/	10/ 161		WAXY-F	105.9	Ft. Lauderdale
WLVS 1380	Lake Worth	0.3/1.1/	5/ 95		WFRC-F	97.3	Miami/Ft.Laud.
WPBG 1290	West Palm Beach	0.5/1.2/	7/ 108		WJQY-F	106.7	Ft. Lauderdale
WPBR 1340	Palm Beach	1.2/4.1/	17/ 334		WKIS-F	99.9	Boca Raton
WPOM 1600	Riviera Bch/WP1	1.6/4.0/	21/ 300		WLVE-F	93.9	Miami Beach
WSBR 740	Boca Rtn/WPlMbc	0.5/2.2/	12/ 442		WLYF-F	101.5	Miami
WSWN 900	Belle Glade	0.7/2.9/	22/ 326		WNWS	790	South Miami
WTRU-F 99.5	Jupiter	1.0/2.1/	13/ 179		WPOW-F	96.5	Miami/Ft Ldrdle
WYFX 1040	Boynton Bch/Mia	0.8/2.3/	14/ 400		WQBA-F	107.5	Miami
					WTMI-F	93.1	Miami/Ft Ldrdle

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	
WPBR, 1340, 1 KW	, TALK	SOURCE,	\$ 19.00	(Eastman)			
WPOM, 1600, 1 KW (DA-1)	, BLACK		\$ 23.00	(Republic)			
WYFX, 1040, 25 KW/1 KW (DA-2)	, BLACK	SBN,	\$ 18.00	(K & P)			
WEAT-F, 104.3,	56 KW @ 1250, EZ		\$ 80.00	(Katz)		Taylor	
WIRK-F, 107.9,	100 KW @ 340, COUNTRY		\$ 60.00	(HNWH)		Price	
WKGR-F, 98.7,	100 KW @ 1380, AOR	UPI,	\$ 43.00	(HNWH)		(FORT PIERCE)	
WNGS-F, 92.1,	2.2 KW @ 378, SOFT AC		\$ 30.00	(Eastman)			
WOLL-F, 94.3,	1.4 KW @ 481, OLDIES		\$ 37.00	(Republic)		Lappin	
WOVV-F, 95.5,	100 KW @ 982, CHR	SOURCE,	\$ 40.00	(McGuild)		(FORT PIERCE)	
WRMF-F, 97.9,	100 KW @ 1350, AC		\$ 115.00	(Banner)		Fairbanks	

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 60/627,500

MSA Rank/Pop: 68/735,900

Average Person Ratings: 18.8

Market TSL: 25.00 hours

Stations: 37/26

Diaries: 1069/587:1/56.2%

Sample Target: 1000

% Below Line: 8.9

% Not Listed: 15.1

1989 Revenue: \$15,200,000

HH Inc.: \$24,373

Retail \$: 4.7 Bill

Pop per Station: 24,134

#1 Biller: WKRZ-F \$2,800,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WKRZ-F (CHR)	211/17.9	17.1	15.5	13.4	14.9	16.0	238/2627	2162/34.5	33.3	33.4	25.0	248	2537	WKRZ-F
2. WARM (MOR)	78/ 6.6	7.5	6.4	5.5	7.6	6.5	79/1052	984/15.7	18.2	18.6	5.2	52	721	WARM
3. WEZX-F (AOR)	72/ 6.1	7.5	7.9	8.0	6.1	7.4	90/982	822/13.1	11.7	12.0	10.0	99	1002	WEZX-F
4. WNAK (BB)	62/ 5.3	4.5	6.3	8.6	7.3	6.2	62/589	584/ 9.3	8.0	8.9	3.3	33	333	WNAK
5. WMGS-F (AC)	56/ 4.8	4.3	5.1	4.9	3.5	4.8	61/927	859/13.7	10.2	11.7	4.1	41	577	WMGS-F
6. WEJL (BB)	49/ 4.2	3.4	2.4	4.9	4.0	3.7	49/479	471/ 7.5	6.9	7.9	2.6	26	335	WEJL
7. WDLS-F (C)	49/ 4.2	3.5	2.5	2.4	2.2	3.2	54/550	514/ 8.2	5.2	3.4	3.4	34	421	WDLS-F
8. WGBI-F (AC)	42/ 3.6	2.4	2.5	2.8	2.6	2.8	57/749	605/ 9.6	7.9	9.3	1.9	19	509	WGBI-F
9. WWSH-F (EZ)	32/ 2.7	3.1	3.2	5.3	4.0	3.6	53/684	495/ 7.9	8.6	9.6	2.5	25	387	WWSH-F
10. WSGD-F (O)	27/ 2.3	2.8	2.3	1.8	3.4	2.3	39/593	446/ 7.1	4.9	8.3	1.6	16	285	WSGD-F
11. WWRB-F (CHR)	26/ 2.2	3.6	3.3	2.9	4.6	3.0	27/627	612/ 9.8	10.9	12.4	4.3	43	756	WWRB-F
12. WHLM-F (AC)	26/ 2.2	2.5	1.8	1.8	2.6	2.1	42/523	316/ 5.0	5.1	7.0	3.5	35	358	WHLM-F
13. WEAY-F (O)	23/ 2.0	2.5	2.3	1.8	2.0	2.2	23/283	283/ 4.5	6.1	4.4				WEAY-F
14. WBAX (BB)	23/ 2.0	2.3	1.4	1.8	1.1	1.9	23/273	273/ 4.4	4.4	3.8	1.4	14	258	WBAX
15. WILK (N/T)	22/ 1.9	1.0	1.4	1.3	1.0	1.4	22/419	393/ 6.3	5.2	5.4	0.6	6	168	WILK

12+ FM SHARE (METRO): 70.10% (701 of 1000) (SUM 89: 67.67%)

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 WMGS-F<	2 WNAK	2 WARM >	2 WEZX-F<	2 WARM	2 WEZX-F	2 WKRZ-F>
3 WEZX-F	3 WMGS-F	3 WMGS-F	3 WMGS-F	3 WEZX-F	3 WKRZ-F	3 WMGS-F	3 WNAK <	3 WEZX-F	3 WARM >	3 WEZX-F
4	4 WVPO	4 WGBI-F	4 WGBI-F	4 WDLS-F	4 WEJL	4 WEZX-F	4 WMGS-F	4 WNAK <	4 WDLS-F	4 WBAX
5	5 WGBI-F	5	5 WDLS-F	5 WGBI-F	5 WMGS-F	5 WNAK	5 WEJL	5 WMGS-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 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F	1 WKRZ-F>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>
2 WEZX-F>	2 WEZX-F>	2 WEZX-F	2 WMGS-F	2 WMGS-F	2 WEZX-F>>	2 WEZX-F>>	2 WEZX-F>>	2 WEZX-F>>	2 WEZX-F
3 WWRB-F>	3 WMGS-F	3 WSGD-F	3 WEZX-F	3 WGBI-F>	3 WZZO-F	3 WZZO-F	3	3	3 WDLS-F
4 WMGS-F	4 WGBI-F	4 WMGS-F	4 WGBI-F	4 WARM	4 WWRB-F	4	4 WDLS-F	4	4 WEAY-F
5	5 WSGD-F	5 WHLM-F	5	5 WEZX-F	5 WARM >>	5	5	5	5

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
WARD 1550 Pittston	1.4/4.2/	16/ 284		
WBNE-F 95.9 Benton	0.8/1.5/	19/ 214		
WC DL 1440 Carbondale	0.3/1.2/	5/ 117		
WGBI 910 Scranton/Wl.Br.	0.7/3.7/	8/ 280		
WICK 1400 Scranton	1.7/3.3/	20/ 206		
WJMW 550 Bloomsburg	0.4/1.0/	5/ 105		
WQEQ-F 103.1 Freeland/Hzlton	0.9/2.6/	17/ 257		
WSBG-F 93.5 Stroudsburg	0.9/4.3/	12/ 311		
WVPO 840 Stroudsburg	0.9/1.8/	11/ 112		
WAEB-F 104.1 Allentown			0.7/3.3/	24/ 376
WAVT-F 101.9 Pottsville			0.3/2.2/	65/ 819
WFMZ-F 100.7 Allentown			1.6/3.5/	36/ 374
WHXT-F 99.9 Easton/Allentwn			0.4/2.8/	11/ 320
WILQ-F 105.1 Williamsport			0.8/1.9/	55/ 563
WKS B-F 102.7 Williamsport			0.8/2.6/	38/ 554
WLEV-F 96.1 Easton			1.1/2.7/	15/ 272
WPDH-F 101.5 Poughkeepsie			0.3/1.0/	7/ 103
WXTU-F 92.5 Philadelphia			0.8/1.4/	13/ 190
WYSP-F 94.1 Philadelphia			0.4/1.6/	6/ 181
WZZO-F 95.1 Bethlehem			1.7/4.3/	33/ 440

SPOT STATIONS

WARD , 1550, 10 KW/500 W (DA-2), Talk	APR ABC T, \$13.00	(Savalli)	
WARM , 590, 5 KW (DA-2), MOR/Full Service	NBC, \$42.00	(Mc-Guild)	Susquehanna
WBAX , 1240, 1 KW, Nostalgia	CNN UNISUP, \$15.00	(Torbet)	
WEJL , 630, 500 W (DAYS), Nostalgia/MOR	ABC I UNISUP, \$19.00	(Christal)	Shamrock-Lynett
WGBI , 910, 1 KW/500 W, Country	CBS, \$13.00	(Torbet)	
WICK , 1400, 1 KW, EZ	ABC D, \$13.00	(Roslin)	
WILK , 980, 5 KW/1 KW (DA-2), Talk	CNN ABC E, \$16.00	(Katz)	Keymarket
WNAK , 730, 1 KW/38 W, Nostalgia	NBC, \$25.00	(K & P)	
WDLS-F, 93.7, .8 KW @ 679, Country	CNN UNISUP, \$15.00	(---)	
WEAY-F, 92.1, .7 KW @ 552, Oldies	CNN UNISUP, \$17.00	(Torbet)	
WEZX-F, 107.1, .2 KW @ 1267, AOR	ABC R, \$37.00	(Christal)	Shamrock-Lynett
WGBI-F, 101.3, 7 KW @ 1110, AC	RADRAD, \$22.00	(Torbet)	
WHLM-F, 106.5, 36 KW @ 579, AC	UNIULT, \$18.00	(Banner)	(BLOOMSBURG)
WKRZ-F, 98.5, 9 KW @ 1172, CHR	, \$65.00	(Katz)	Keymarket
WMGS-F, 92.9, 5 KW @ 1383, AC	, \$42.00	(Mc-Guild)	Susquehanna
WSBG-F, 93.5, .6 KW @ 764, CHR	APR, \$16.00	(Dome)	(STROUDSBURG)
WSGD-F, 94.3, .5 KW @ 770, Oldies	, \$17.00	(Republic)	Sage (CARBONDALE)
WVPO-F, 104.9, .3 KW @ 1093, Soft AC	ABC D, \$18.00	(Roslin)	
WWRB-F, 102.3, 3 KW @ 71, CHR	ABC C, \$23.00	(Eastman)	
WWSH-F, 97.9, 20 KW @ 729, EZ	, \$23.00	(---)	(HAZZLETON)

YORK

Arbitron Rank/Pop (12+): 104/340,200
MSA Rank/Pop: 114/412,300
ADI # 45 (w/ Harrisburg & Lancaster)
Average Person Ratings: 17.5
Market TSL: 23.50 hours

Stations: 29/10
Diaries: 769/442:1/66.8%
Sample Target: 730
% Below Line: 41.0
% Not Listed: 13.2

1989 Revenue: \$12,300,000
HH Inc.: \$29,429
Retail \$: 2.3 Bil
Pop per Station: 34,020
#1 Biller: WARM-F \$3,400,000

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WGTY-F (C)	60/10.1	10.2	8.7	7.9	7.0	9.2	68/694	548/16.1	15.1	13.4	6.7	38	433	WGTY-F
2. WYCR-F (CHR)	55/ 9.2	11.8	7.9	12.4	12.8	10.3	70/1316	829/24.4	29.4	28.5	11.5	65	1002	WYCR-F
WARM-F (SAC)	55/ 9.2	10.9	10.1	10.3	9.2	10.1	122/1701	741/21.8	22.4	23.3	8.0	45	478	WARM-F
4. WRKZ-F (C)	53/ 8.9	6.1	6.6	8.1	9.2	7.4	180/1671	577/17.0	14.4	17.2	4.8	27	598	WRKZ-F
5. WNCE-F (EZ)	38/ 6.4	5.9	6.8	6.5	7.5	6.4	131/1476	477/14.0	13.8	12.5	3.2	18	230	WNCE-F
6. WSBA (MOR)	33/ 5.5	8.2	7.9	8.8	9.7	7.6	38/717	521/15.3	18.4	20.3	10.1	57	693	WSBA
7. WWKL-F (O)	31/ 5.2	2.7	1.3	1.5	1.0	2.7	114/1399	284/ 8.3	6.5	3.9	2.1	12	149	WWKL-F
8. WQXA-F (CHR)	26/ 4.4	6.6	8.7	5.8	5.3	6.4	149/1885	501/14.7	18.0	20.4	10.1	57	634	WQXA-F
9. WGRX-F (AOR)	25/ 4.2	4.2	2.8	3.8	3.6	3.8	34/633	444/13.1	12.6	8.2	6.2	35	508	WGRX-F
10. WHTF-F (AOR)	22/ 3.7	2.4	2.8	4.0	2.9	3.2	67/1079	354/10.4	8.3	8.7	3.9	22	509	WHTF-F
11. WTPA-F (AOR)	18/ 3.0	4.5	3.6	1.7	2.0	3.2	91/1110	332/ 9.8	7.6	5.3	4.8	27	385	WTPA-F
12. WIYY-F (AOR)	14/ 2.3	1.8	0.9	1.3	1.5	1.6	14/212	165/ 4.9	3.9	1.9	1.8	10	173	WIYY-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 86.68% (449 of 518) (SUM 89: 81.38%)

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 WGTY-F<	1 WGTY-F	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 WRKZ-F>	2 WARM-F	2 WGTY-F	WARM-F<	2 WRKZ-F	2 WRKZ-F>
3	3 WHTF-F	3 WGTY-F	3 WYCR-F	3 WRKZ-F	3 WNCE-F	3 WRKZ-F	3 WNCE-F<	3 WRKZ-F	3 WGTY-F<	3 WQXA-F
4	4 WTPA-F	4 WWKL-F	4 WWKL-F	4 WRKZ-F	4 WSBA	4 WRKZ-F	4 WYCR-F	4 WYCR-F	4 WSBA	4 WHP
5	WGRX-F	5 WRKZ-F	5 WRKZ-F	5 WWKL-F	5 WSBA	5 WYCR-F	5 WYCR-F	5 WNCE-F	5 WQXA-F	WYCR-F
6	6	6 WGRX-F	6	6	6	6	6 WWKL-F	6	6 WHTF-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 WQXA-F	1 WARM-F	1 WARM-F>	1 WARM-F	1 WARM-F>		1 WGRX-F	1 WHTF-F	1 WHTF-F	1 WGTY-F	1 WGTY-F>
2 WYCR-F>	2 WYCR-F>	2 WYCR-F>	2 WYCR-F	2 WYCR-F		2 WYCR-F	2 WIYY-F	2 WIYY-F	2 WGRX-F	2 WARM-F
3 WNCE-F>	3 WQXA-F	3 WWKL-F	3 WGTY-F>	WGTY-F		3 WTPA-F	3 WGRX-F	3 WGTY-F	WHTF-F	3 WWKL-F
4 WHTF-F	4 WGTY-F	WGTY-F>	4 WWKL-F	4 WRKZ-F		4 WHTF-F>	4 WTPA-F	4 WTPA-F	4 WWKL-F	4 WRKZ-F
5	WWKL-F	5 WTPA-F	5 WRKZ-F	5 WWKL-F		5 WIYY-F	WYCR-F	5	WARM-F	WHTF-F
6	6	WRKZ-F>>	6 WQXA-F	6		6	6	6	6 WYCR-F	6 WGRX-F

OTHER RATED STATIONS	METRO SHARE/RTG	TSA AQH/CUME
WGET 1320 Gettysburg	1.0/1.7/	6/ 64
WHVR 1280 Hanover	1.5/5.1/	9/ 177
WOYK 1350 York	0.7/3.4/	4/ 137
WXKU 1250 York	0.5/3.6/	3/ 142
WBAL 1090 Baltimore	1.3/3.1/	9/ 126
WDAC-F 94.5 Lancaster	1.0/3.2/	55/ 749
WFRE-F 99.9 Frederick	1.3/3.5/	8/ 124
WHP 580 Harrisburg	0.3/2.6/	55/ 781
WHYL 960 Carlisle/Hrsbrg	0.7/1.2/	35/ 453
WIMX-F 99.3 Harrisburg	1.0/3.1/	58/ 768
WIOV-F 105.1 Ephrata/Lancast	0.8/3.8/	61/ 811
WLAN-F 96.9 Lancaster	1.0/4.4/	58/1139
WLIF-F 101.9 Baltimore	0.8/2.8/	5/ 96
WNNK-F 104.1 Harrisburg	0.5/5.0/124/2029	
WPOC-F 93.1 Baltimore	1.0/3.9/	6/ 146
WWMD-F 104.7 Hagerstown	0.8/2.6/	5/ 118
WXBB-F 97.3 Harrisburg	0.3/1.7/	33/ 692

RADIO STATIONS

WGET, 1320, 1 KW/500 W (DA-2), MOR	MBS, \$ 14.00 (---)	(GETTYSBURG)
WHVR, 1280, 5 KW/500 W (DA-2), MOR	NBC, \$ 10.00 (HNWH)	
WSBA, 910, 5 KW/1 KW (DA-2), MOR/FULL SER.	\$ 48.00 (Eastman)	Susquehanna
WARM-F, 103.3, 6 KW @ 1306, SOFT AC	\$ 66.00 (Eastman)	Susquehanna
WGTY-F, 107.7, 16 KW @ 829, COUNTRY	MBS, \$ 30.00 (---)	(GETTYSBURG)
WHTF-F, 92.7, .7 KW @ 700, CLASSIC AOR	SOURCE, \$ 28.00 (Banner)	
WQXA-F, 105.7, 25 KW @ 704, CHR	\$ 32.00 (Katz)	
WYCR-F, 98.5, 11 KW @ 926, CHR	\$ 43.00 (HNWH)	

OTHER RANKED STATIONS -- See Harrisburg, Lancaster and Baltimore

YOUNGSTOWN

Arbitron Rank/Pop (12+): 83/419,000
 MSA Rank/Pop: 99/498,900
 ADI # 89
 Average Person Ratings: 17.4
 Market TSL: 23.00 hours

Stations: 23/14
 Diaries: 909/461:1/57.9%
 Sample Target: 850
 % Below Line: 9.2
 % Not Listed: 12.4

1989 Revenue: \$10,200,000
 HH Inc.: \$27,240
 Retail \$: 3.0 Bil
 Pop per Station: 29,928
 #1 Biller: NA

12+ METRO	1/4/SHARE	SPG 90	WIN 90	FAL 89	SUM 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 90	SUM 89	Birch Share	Birch AQH	Birch Cume	
1. WHOT-F (CHR)	104/14.3	11.1	12.9	12.8	14.5	12.8	178/2304	1378/32.9	32.4	35.5	9.3	155	1765	WHOT-F
2. WBBG-F (O)	78/10.7	8.8	10.8	8.5	8.8	9.7	90/1163	947/22.6	20.5	18.8	8.9	71	746	WBBG-F
3. WKBN-F (EZ)	71/ 9.8	8.6	8.4	8.2	9.0	8.8	82/1158	829/19.8	22.2	20.7	5.9	47	479	WKBN-F
4. WQXK-F (C)	69/ 9.5	10.6	9.0	9.7	8.3	9.7	101/1293	751/17.9	17.2	16.1	9.6	77	621	WQXK-F
5. WKBN (N/T)	61/ 8.4	13.2	11.6	7.9	10.2	10.3	77/1015	752/17.9	21.5	18.9	7.7	62	663	WKBN
6. WNCD-F (AOR)	59/ 8.1	9.1	7.6	5.2	5.6	7.5	63/775	676/16.1	15.8	14.4	9.1	73	838	WNCD-F
7. WYFM-F (AC)	38/ 5.2	6.1	5.5	7.0	6.6	5.9	68/1145	634/15.1	15.3	16.7	4.5	36	582	WYFM-F
8. WHOT (BB)	29/ 4.0	2.8	0.6	---	1.4	1.9	40/558	401/ 9.6	7.9	0.0	4.6	37	416	WHOT
9. WBBW (T)	20/ 2.8	4.0	3.6	3.9	4.0	3.6	22/500	439/10.5	11.5	11.6	2.5	20	322	WBBW
10. WPHR-F (CHR)	18/ 2.5	1.5	1.7	1.3	1.2	1.8	19/383	366/ 8.7	7.2	5.7	4.0	32	554	WPHR-F
11. WSOM (MOR)	10/ 1.4	1.7	1.1	1.5	2.0	1.4	18/283	153/ 3.7	5.1	4.1	1.6	13	136	WSOM
13. WRKU-F (AOR)	10/ 1.4	1.1	1.4	3.9	3.4	2.0	30/381	149/ 3.6	3.7	10.2	4.5	36	543	WRKU-F
14.														
15.														

12+ FM SHARE (METRO): 77.39% (493 of 637) (SUM 89: 70.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHOT-F>>	1 WHOT-F	1 WHOT-F	1 WBBG-F<	1 WBBG-F<	1 WKBN	1 WHOT-F	1 WHOT-F	1 WHOT-F>	1 WHOT-F	1 WQXK-F
2 WPHR-F	2 WNCD-F>	2 WBBG-F	2 WHOT-F>	2 WHOT-F	2 WQXK-F<	2 WKBN	2 WBBG-F	2 WBBG-F<	2 WQXK-F	2 WKBN <
3	3 WBBG-F>	3 WNCD-F>	3 WNCD-F<	3 WQXK-F	3 WKBN-F<	3 WBBG-F	3 WKBN-F	3 WKBN-F<	3 WNCD-F	3 WHOT-F
4	4 WKBN-F	4 WQXK-F	4 WQXK-F>	4 WNCD-F	4 WBBG-F	4 WKBN-F	4 WKBN <	4 WQXK-F<	4 WBBG-F	4 WBBG-F
5	5 WQXK-F	5 WKBN-F	5 WYFM-F	5 WKBN-F	5 WHOT-F	5 WQXK-F	5 WQXK-F	5 WNCD-F>	5 WKBN-F	5 WKBN-F
6	6 WYFM-F	6 WYFM-F>>	6 WKBN-F>>	6 WYFM-F	6 WHOT	6 WNCD-F	6 WNCD-F	6 WKBN	WKBN	6 WRRO

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 WHOT-F>>	1 WHOT-F>	1 WHOT-F	1 WNCD-F>>	1 WNCD-F>>	1 WNCD-F>>	1 WNCD-F	1 WBBG-F
2 WNCD-F	2 WBBG-F	2 WBBG-F>	2 WBBG-F>	2 WBBG-F	2 WHOT-F	2 WHOT-F>	2 WHOT-F	2 WBBG-F>	2 WNCD-F
3 WKBN-F	3 WNCD-F	3 WNCD-F	3 WKBN-F	3 WKBN-F	3 WKBN-F	3 WQXK-F	3 WQXK-F	3 WHOT-F<	3 WQXK-F<
4 WBBG-F>	4 WKBN-F	4 WYFM-F	4 WNCD-F	4 WQXK-F	4 WBBG-F>	4 WBBG-F	4 WBBG-F	4 WQXK-F>>	4 WHOT-F>
5 WYFM-F	5 WYFM-F>	5 WKBN-F>	5 WYFM-F	5 WYFM-F>	5 WPHR-F	5 WRKU-F>	5 WNCX-F	5 WKBN-F	5 WYFM-F
6 WDVE-F	6 WQXK-F>>	6 WQXK-F>>	6 WQXK-F>>	6 WNCD-F	6 WRKU-F	6 WNCX-F	6 WRKU-F	6 WYFM-F	6 WKBN-F
WQXK-F				7 WKBN >>	WQXK-F>>				

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/AQH/CUME

WGFT	1500	Youngstown	1.1/2.3/	8/ 98
WNRB	1540	Niles	0.6/2.2/	4/ 92
WRRO	1440	Warren	1.2/4.6/	9/ 191
WDOK-F	102.1	Cleveland	0.8/2.1/	6/ 87
WDVE-F	102.5	Pittsburgh	1.2/2.7/	40/ 530
WHBC-F	94.1	Canton/Akron	1.0/1.2/	7/ 72
WMMS-F	100.7	Cleveland	1.1/4.9/	12/ 292
WNCX-F	98.5	Cleveland	1.1/2.2/	8/ 92
WNIR-F	100.1	Kent/Akron	0.7/2.8/	5/ 119
WREO-F	97.1	Ashtabula	0.4/1.1/	4/ 87
WWWE	1100	Cleveland	0.4/3.4/	4/ 225

Radio Stations

WBBW	, 1240,	1 KW (DA-1)	, Talk	ABC I ABC T,	\$23.00	(Republic)	H & D
WHOT	, 1390,	5 KW/1 KW (DA-2)	, Nostalgia	, \$19.00		(Eastman)	Myron Jones
WKBN	, 570,	5 KW (DA-N)	, News/Talk	CBS,	\$35.00	(Katz)	
WBBG-F,	93.3,	50 KW @ 280	, Oldies	ABC E,	\$45.00	(Republic)	H & D
WHOT-F,	101.1,	24 KW @ 711	, CHR	UNISUP,	\$61.00	(Eastman)	Myron Jones
WKBN-F,	98.9,	6 KW @ 1370	, EZ/Soft AC	, \$39.00		(Katz)	Bill Kelly
WNCD-F,	106.1,	3 KW @ 328	, Classic AOR	, \$34.00		(Torbet)	(NILES)
WQXK-F,	105.1,	88 KW @ 430	, Country	UNILT,	\$42.00	(Mc-Guild)	Legend (SALEM)
WYFM-F,	102.9,	26 KW @ 455	, AC	ABC C,	\$36.00	(Durpetti)	Regional (SHARON)

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