

Radio & Records

RATINGS REPORT

COMPLETE ANALYSIS OF 176 MARKETS • 1978-1980 RATINGS TRENDS

FORMAT CHARTS FOR ALL MARKETS • INTERVIEWS

NATIONAL TOP 10 FORMAT RANKINGS • TOP DRIVE-TIME PERSONALITIES

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**RATINGS
REPORT**

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Welcome to the **R&R Ratings Report**, 1980, Volume I. We thank you for your appreciative response to the two 1979 volumes, and we trust you'll find this version useful also.

Some interesting highlights were noted as we were putting together this volume. Quarterly Measurement, **Arbitron's** 12-week long spring survey system, was expanded to cover the top three markets and their subsidiary markets. Quarterly Measurement is being introduced to more

markets this fall, and by next spring every Arbitron syndicated market will have the longer surveys. Also, Expanded Sample Frame was introduced into markets ranked 34-53 this sweep. The ramifications of that move were apparent in markets where AOR, ethnic and Country stations saw enhanced numbers and where Beautiful Music stations often suffered.

There are some new features in this edition of the **Ratings Report**. Included are two informative interviews with key Arbitron figures — **Mike Membrado**, the head of **Arbitron Radio**, and **George Nicholaw**, Chairman of the **Radio Advisory Council**. There are ratings breakouts for two new markets — Riverside-San Bernardino and Johnstown — and we've added some formulas requested by many readers. Finally, with Arbitron's permission, we were able to include actual audience estimates in the Drive Time Dominators section, allowing readers a numerical basis for comparing the pulling power of key personalities.

Our exclusive features continue: overviews of the ratings stories in the top 100 markets, market and regional format preference chart breakouts, and multi-book trend data for all applicable markets, 174 in number.

A most hearty thanks to **Gil Bond** and the **Market Buy Market** staff. Gil and his crew recomputed their data base to make it equate to Arbitron's, and this time-consuming effort is appreciated. Thanks for

the immense efforts of the people here at **R&R** as well. And special thanks are not enough for Associate Editor **Linda Moshontz's** indispensable contributions. As always, Art Director **Richard Zumwalt** and **R&R's** production staff did a magnificent job in transforming this publication into final form. And thanks again to you. You readers make all this effort worthwhile. Here's hoping you get much use and enjoyment from this edition.

— Jhan Hiber

Radio & Records Ratings Report, 1980, Volume 1

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Format Codes

Format codes were assigned based on the latest information derived from the relevant stations involved. **R&R** realizes that these codes are generalizations but we provide them for comparison purposes.

Market Overviews

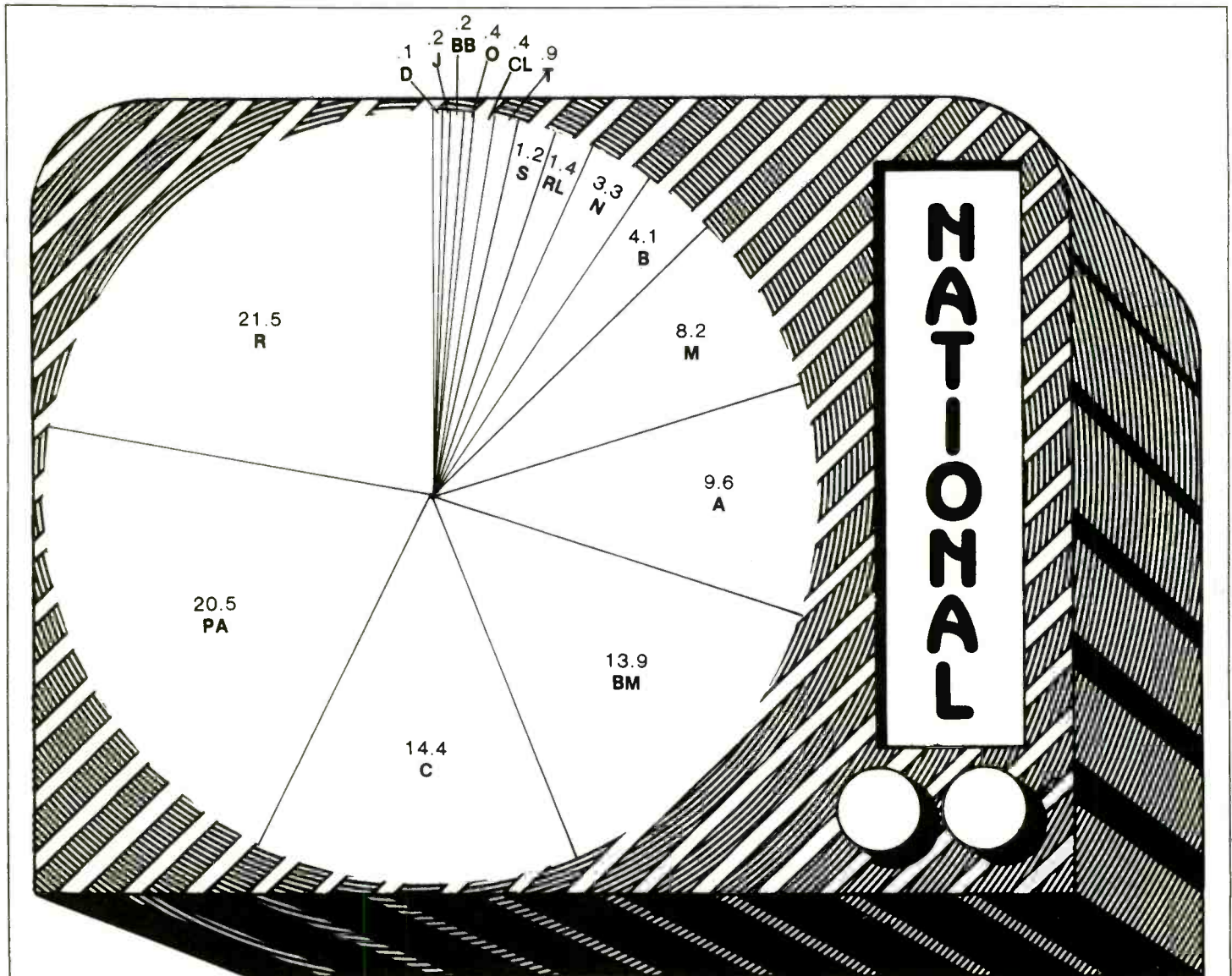
The information contained in the market overviews for the top 100 markets is obtained from a variety of sources, including the stations themselves. **R&R** reserves the right to exercise our editorial judgment regarding which stations are mentioned in the overviews and the information mentioned on each market. Every effort has been made to provide the highest quality information and data for your perusal.

This data is copyrighted by Arbitron. Non-subscribers to Arbitron syndicated radio service may not reprint or use this information in any form.

National Format Preference Chart

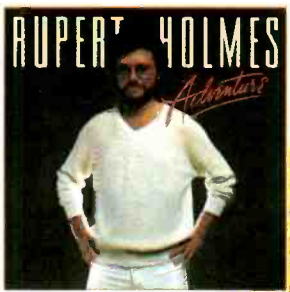
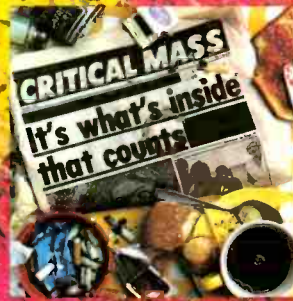
R&R has received requests to compile and publish data on musical preferences and include that information in our **Ratings Report**. Below is the national chart showing how each major format fared among the 177 **Arbitron** markets measured in the fall sweep. We hope you will find this useful for a quick look at preferences in radio usage nationwide.

In addition to this national chart, the following page shows differences in radio usage among the four regions of the country. The regions used are comparable to the regions used by our format editors for their reporters. Each market in the respective region was tallied, using the market pie-charts, to develop the regional charts. The regional data was then used to compile the national chart you see below.



Format Legend: A-AOR, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

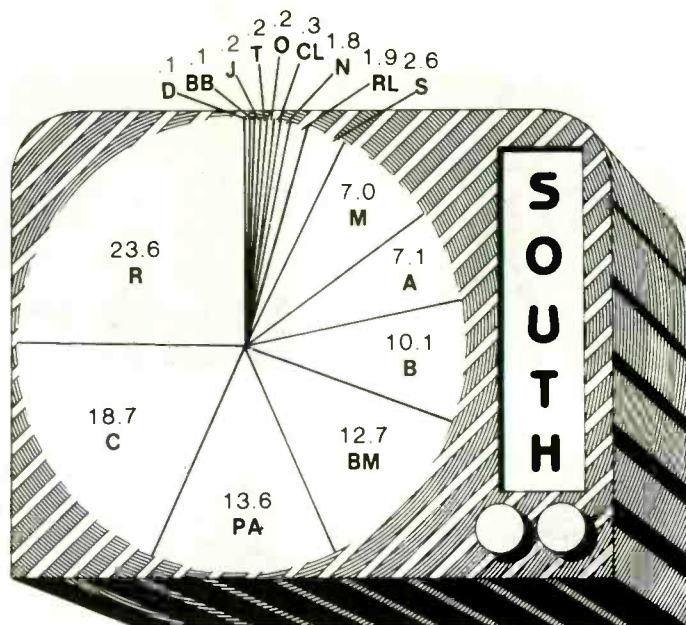
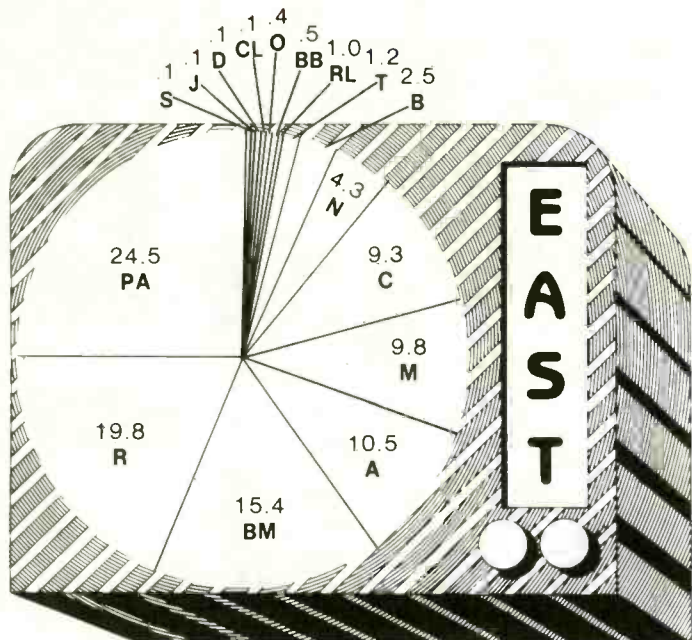
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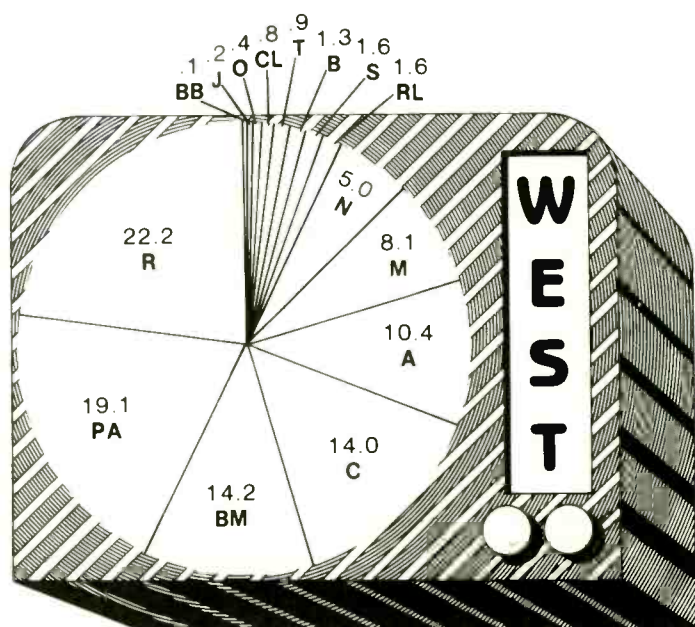
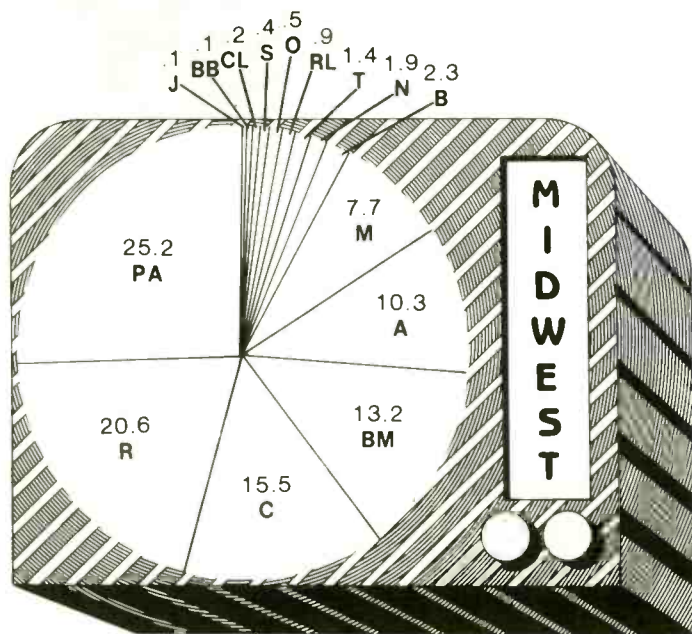
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Regional Format Preference Charts



BONNEVILLE ANNOUNCES: A Revolution in Programming

TOTALLY TAILORED FORMAT

BONNEVILLE BROADCAST CONSULTANTS PLAYLIST WXXX/ANYTOWN PAGE 2
MONDAY, AUGUST 25, 1980

TIME	STATION	PROGRAM	ARTIST	LENGTH	TYPE
10:00 AM					
8:59 A1		STRANGERS IN THE NIGHT	FRANK SINATRA	2:21 (:30)	F
9:00 A2		TOO MUCH HEAVEN	THE BEE GEES	4:48 (:16)	F
9:05 A2		BIGGEST PART OF ME	AMBROSIA	4:00 (:24)	F
9:07 A2		TIN MAN	AMERICA	3:23 (:16)	F
9:07 A2		I CAN'T TELL YOU WHY	EAGLES	4:56 (:22)	F
9:20 A2		ALL OUT OF LOVE	AIR SUPPLY	3:58 (:21)	C
9:40 B3		MY CHERIE AMOUR	STEVIE WONDER	2:50 (:09)	F
9:46 B1		I NEED TO BE IN LOVE	CARPENTERS	3:45 (:14)	C
9:48 A2		TAKE A LITTLE RHYTHM	ALDI THOMSON	3:22 (:16)	C
9:43 B1		EVEN NOW	BARRY MANILOW	3:28 (:13)	F
9:50 A4		IF YOU LEAVE ME NOW	CHICAGO	3:49 (:08)	F
9:57 B1		THAT LOVIN' YOU FEELIN' AGAIN	EMMYLOU HARRIS & ROY ORBISON	4:01 (:09)	F
9:58 B1		THOSE LAZY, HAZY, CRAZY DAYS OF SUMMER	NAT COLE	2:20 (:00)	C
10:17 A2		REMINISCING	LITTLE RIVER BAND	4:09 (:20)	F
9:50 B1		STAND BY ME	MICKY GILLEY	3:31 (:15)	C
9:52 A1		HAVE YOU NEVER BEEN MELLOW	OLIVIA NEWTON-JOHN	3:28 (:16)	C
9:42 A1		SEPTEMBER MOON	HEIDI DIAMOND	3:47 (:09)	C
9:38 A1		NO NIGHT SO LONG	DIONNE WARWICK	3:29 (:07)	F
9:35 A1		SINCE I FELL FOR YOU	LENNY HELCH	2:51 (:00)	C
9:49 A1		Nobody Does It Better	CARLY SIMON	3:17 (:07)	F
9:36 B1		MORE LOVE	KIM CARNES	3:34 (:29)	F
9:25 A3		REUNITED	PEACHES A. HERR	3:53 (:12)	F
9:02 B7		FERNANDO	ABBA	3:55 (:13)	F
8:50 A1		STEAL AWAY	ROBARTE DUFRÉE	3:27 (:29)	F
8:41 B1		IT NEVER RAINS IN SOUTHERN CALIFORNIA	ALBERT HAMMOND	3:46 (:15)	F

EACH STATION INDIVIDUALLY CODED FOR:

Rotation
Cross-over leaning
Familiarity factors
Dayparting
Intensity
Tempo
Length
Artist separation
and more



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6 CAN BONNEVILLE GUARANTEE PROGRAM CONTINUITY?
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Glossary Of Terms

An alphabetical listing of terms used by Arbitron in connection with rating diary data.

AM-FM Totals

A rating figure for AM-FM affiliates in time periods when they simulcast.

Area Of Dominant Influence (ADI)

A geographic market design developed for television measurement, based on measurable viewing patterns. Arbitron estimates radio listening in ADI's for advertiser convenience and to allow radio to compete with other media for advertising, as agencies often base buys on ADI figures. Every county in the continental U.S. falls exclusively within one ADI (no overlap).

Audience Trends

Audience estimates for stations over a five-book period based on Average Persons Share for the Metro Survey Area based on broad demographics (Total Persons 12+, Men 18+, Women 18+, Teens 12-17). These appear in the front of a market report and cover five daypart periods, starting with the overall Mon.-Sun. 6am-midnight figures. These Audience Trends are the quickest method of evaluating radio station standing in a market over a period of time.

Average Quarter-Hour Persons

The estimated number of persons who listened (at home and away) to a station for a minimum of five minutes within a given quarter-hour. Based on the average of the reported listening in the total number of quarter hours the station was on the air during a rating period. This estimate is given for the Metro Survey Area (MSA), Total Survey Area (TSA), and ADI.

Average Quarter-Hour Rating

A station's Average Quarter-Hour Persons estimate presented as a percentage of the Universe (total population for the area). Given for MSA and ADI.

Average Quarter-Hour Share

A station Average Quarter-Hour Persons estimate presented as a percentage of the total Average Quarter-Hour Persons listening in the MSA during a given time period. Given for MSA only. This is the most commonly used figure for showing station standing in a market, when expressed for Total Persons 12+, Mon.-Sun. 6am-midnight.

Away-From-Home Listening

Estimates of radio listening during times the diarykeeper indicates he or she was listening away from home. Arbitron presents estimates of Average Persons for the MSA and TSA listening away-from-home, and a Percentage Away, the percentage of each station's total average audience that is listening away-from-home. Dayparts covered are Mon.-Fri. 6-10am and 3-7pm, Mon.-Fri. 10am-3pm, and Mon.-Fri. 7pm-midnight; demographics are Total Persons 12+, Men 18+, Women 18+, and Teens 12-17.

Cume Persons

The estimated number of different persons who listened to a station for a minimum of five minutes within a given daypart. Shown for MSA, TSA, and ADI.

Cume Rating

The estimated number of Cume Persons given as a percentage of the Universe, shown for MSA only.

Cume Daypart Combinations

The Cume estimates for a station during 18 non-standard time periods, with all 12 demographic groups shown individually for each non-standard daypart combination.

Daypart

Simply, a part of the day (6-10am, 3-7pm, etc.).

Dayparts Average & Cume

Also known as Uncombined Audience Estimates. Shows Average Persons in both the MSA and TSA along with Shares for the Metro (MSA) for each of nine dayparts in all 12 demographic categories, and does the same below for Cume Persons in the MSA and TSA and Cume Ratings for the MSA. The Uncombined Audience Estimates are the basis for analyzing Target Audience demographics.

Demographic Categories

Arbitron uses 12 demographic categories: Total Persons 12+; Men 18-24, 25-34, 35-44, 45-54 and 55-64; Women 18-24, 25-34, 35-44, 45-54 and 55-64; and Teens (12-17). Combinations, such as Women 18+, are also employed.

Exclusive Cume Listening

The estimated number of Cume Persons who listened to just one station within a given daypart (minimum: five minutes). Arbitron publishes Exclusive Cume listening estimates for five dayparts (including the overall Mon.-Sun. 6am-midnight period) and the four basic demographics (Total Persons 12+, Men and Women 18+, and Teens).

Expanded Sample Frame (ESF)

Arbitron methodology for retrieving survey data from households with unlisted phones. Designed to improve survey coverage of listeners from both ends of the economic spectrum, particularly minorities, it is now being used in more than 50 markets as of April 1980.

High Density Ethnic Areas

Areas with high black or Spanish population defined by Arbitron in markets with 15% or more total black or Spanish population and at least one Black- or Spanish-formatted station (or in markets with no such station and 20% ethnic population). Can be either HDBA's (High Density Black Area) or HDHA (High Density Hispanic Area).

Hour-By-Hour Estimates

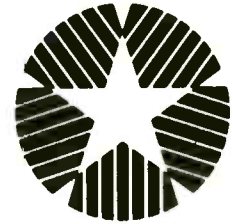
Stations' Average Persons TSA and MSA and Metro Shares shown on an hour-by-hour basis in the Mon.-Fri. 5am-1am period in all demographics (Metro Shares in just the basic four demographics). These help in pinpointing precise performance by stations and air personalities.

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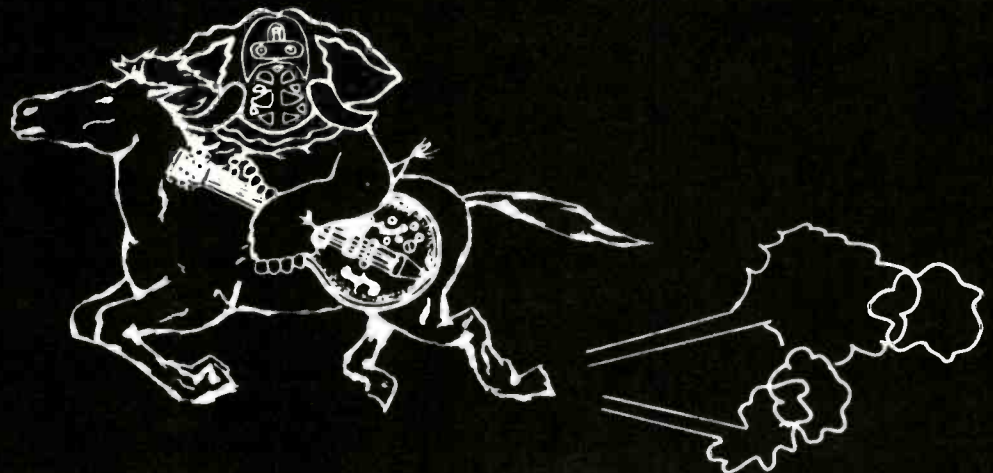
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Glossary Of Terms

In-Tab Sample

The number of usable diaries returned and tabulated by Arbitron in producing a report.

Metro Survey Area (MSA, Metro)

Essentially, Arbitron's statistical definition of a market's metropolitan area. Arbitron's MSA's generally correspond to the U.S. Office of Management and Budget's Standard Metropolitan Statistical Areas (SMSA's); exceptions "dictated by historical industry usage and other marketing considerations" do exist. In New England, where SMSA's are defined on a "town" rather than a "county" basis, Arbitron uses the Standard Rate & Data Service's (SRDS) full-county definition to define the MSA in cases where the SMSA represents 65% or more of the SRDS full-county definition in that market. Where the SMSA is less than 65% of the population of the SRDS full-county definition, Arbitron uses the SMSA to define the MSA.

Metro And ADI Totals

Total listening in either the Metro Survey Area or Area of Dominant Influence, including estimates of listening to reported stations, to stations that did not meet Arbitron's Minimum Reporting Standards (usually getting less than .5% of the total listening audience), and estimates of listening to unidentified stations.

Quarterly Measurement

A new Arbitron survey technique covering 10 and 12-week sweeps rather than four-week surveys. Begun in A/M '78 in Seattle and New Orleans, the technique is now used in 22 markets. By Spring '81 all markets will have Quarterly Measurement.

Sampling Unit

A geographic area consisting of a single county, a group of counties, or part of a county.

Population Estimates/ Sample Distribution Page

This page of an Arbitron market report presents the reader with an estimate of the total population of each Arbitron demographic group for the TSA, MSA, and ADI, and each demographic's percentage of the total 12+ population. Also presented is the percentage in each demographic for unweighted In-Tab Sample, and for weighted In-Tab Sample. This first figure gives the reader the percentage of diaries returned in a demographic as compared to that demographic's actual percentage of the 12+ population (example: Men 18-24 could account for 10.1% of the population in the MSA, but only 7.9% of the In-Tab Diary Sample). The weighted In-Tab Sample figure is the same as the percentage of the 12+ population for any given demographic, and is the result of Arbitron's statistical procedures to adjust the weight of diaries within a demographic. Figures are also listed for total numbers of diaries placed and returned.

Target Audience Estimates

Average Persons, Cume Persons, and Average Persons Ratings and Shares in five dayparts for six adult demographics plus teens. These are shown for Adults 18+, 18-34, 18-49, 25-49, 25-54, 35-64, and Teens, and are later broken down for Men and Women as well.

Total Survey Area (TSA)

All Metro counties plus all other counties in which there is significant listening to stations located in the Metro. Significant listening is basically defined as counties in which 10% of the Cume listenership is to stations in the Metro being measured.

Universe

The estimated total number of persons in the sex-age groups and geographic area being measured.

New Formulas For Ratings Report

Question: How to calculate the number of diaries returned from each demographic cell?

Answer: Multiply the percent of unweighted in-tab contributed by the discrete demo times the total in-tab for the market. The figure derived is the number of usable diaries returned and used to project audience estimates for the relevant audience cell.

Formula:

**Unweighted in-tab figures for the relevant demo
(from page three of your local market report)**

X

Total market in-tab.

Example:

Men 18-24 percent of unweighted in-tab is 7.9%

Total metro in-tab (12+) is 928

Therefore,

$928 \times 7.9\% = 73.3,$

or 73 diaries were returned and used to project ratings for men 18-24 in the relevant market. Performing these computations for every audience cell will allow you to determine where there were areas of heavier or lighter return from survey to survey. The fewer the diaries that were used to project audience estimates, the less stable those estimates.

Question: How can you calculate the impact of processing errors made by Arbitron in the compilation of your ratings?

Answer: Perform a post-survey diary review in Laurel. When going through the diaries in Laurel, use the following formula to compute how significant an error, when discovered, may be.

Formula:

**Number of quarter hours affected by the error
X**

**the PPDV (cume diary value) of the diary in question.
Divide that figure by the number of quarter hours in the
relevant affected daypart(s).**

Example:

If an error costs your station 10 quarter hours credit in AM drive, and the diary value in the demo is 1421, then the figures would read:

$$\frac{10 \times 1421}{80} = 177.6$$

80 (number of quarter hours M-F, 6-10am)
In other words this diary entry, if handled properly, would have added approximately 178 (rounded off by Arbitron to 200) average persons to the relevant demo's total in AM drive. If your station received no other entries in the diary, you might be entitled to add the cume value (1421, or approximately 1400) to the respective demographic's cume total for your station.

NEIL DIAMOND



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Arbitron Ratings: A Probing Look At The Accuracy Of The Industry's "Bible"

Billions of advertising dollars. Thousands of careers. These are the stakes involved in a radio industry dependent on the Arbitron radio market reports. Yet how accurate are the Arbitron numbers? Many broadcasters and ad agencies may not be familiar with how much "give" there really is in the estimates. Since many important advertising, programming and career decisions are made based on the numbers, we thought you'd like to know how reliable are the numbers you see in the book. We've included a formula and table you can use to figure how much plus or minus range there can be in a given estimate in your market. (We should note here that estimates from any major survey firm are subject to similar variations.)

The Key Formula

Let's start the analysis by listing the variables involved (why not follow along with an example from the last Arbitron in your market...):

1. Station
2. Demographic Cell
3. Daypart
4. Total 12+ in-tab for the market (metro, ADI or TSA)
5. Demo Cell In-Tab
6. Station Rating For Demo/Daypart

An example used in a recent seminar in Detroit will illustrate what information you need:

Stations: A; B
Demo: Adults 25-49
Daypart: Monday-Friday, 6-10am
(80 quarter hours)
Metro 12+ In-Tab: 1631
Adults 25-49 In-Tab: 630
Station Ratings In The Jan./Feb. Report In The Specified Demo/Daypart: A 4.3; B 1.9

Now that we've determined the input, let's plug those numbers into the formula to figure "standard error" of a given rating.

Standard Error Calculation Formula

(To determine how much "plus or minus range" there is in an average rating)

$$2x \sqrt{\frac{p \times q}{n \times SE}}$$

1. Determine "p" Arbitron rating (as shown in book for the specific station, demo and daypart).

Station A 4.3 **p = 4.3**
(Adults 25-49 Average Rating, M-F, 6-10am)

2. Determine "q" **q = 95.7**
 $q = 100\% - p$
 $100 - 4.3 = 95.7$

3. Determine "n" **n = 630**
 $n = \text{in-tab sample size for the specific demographic}$

Page three of the Arbitron report shows the metro "percent unweighted in-tab" that each demo contributes. Since we are examining adults 25-49, just add the percent figure for the various unweighted (actual diary in-tab) demo cells — in this case men 25-34, men 35-44, men 45-49, plus the percents

for women in three cells. In this case, (J/F 79 Det ARB) we came up with 38.6% of the total 12+ in-tab of 1631, yielding 630 metro diaries that came back from adults 25-49. Try this in your market selecting a target demo and then adding up the page three unweighted figures. This determines what percent of the total in-tab came from the demo you are examining.

4. Determine number of quarter-hours in the specific daypart. In this case, Monday-Friday, 6-10am = 80 quarter hours.

5. Determine the "Statistical Efficiencies" (S.E.) From a table computed by Arbitron, and reprinted here with their permission, select the relevant demo and the correct quarter-hour total (from Step 4). You'll note that for adults 25-49, in a daypart containing 80 quarter hours, the S.E. is 2.7.

6. Let's now plug the above ingredients into the formula:

$$\frac{(p \times q)}{630 \times 2.7} = \frac{411.51}{1701} = .24$$

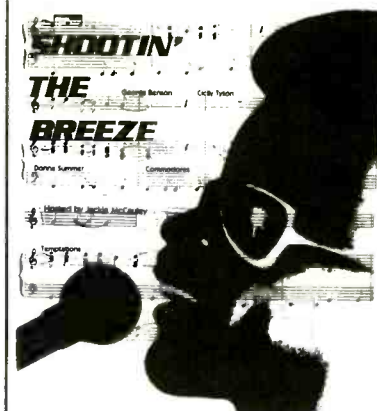
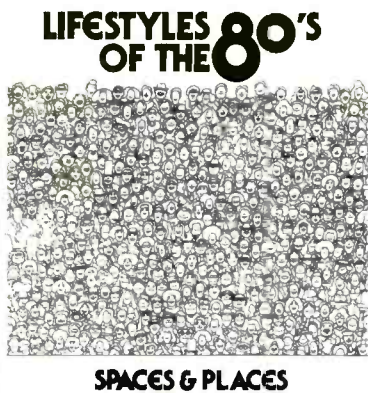
$$\sqrt{.24} = .489$$

$$2 \times .489 = .98 \text{ (round off to 1.0)}$$

Thus, we see that station "A" 's 25-49 average adult rating in morning drive is subject to standard error of approximately 1.0, or one average rating point. We can say then that the 4.3 as shown in the book is actually 4.3 plus or minus 1.0, or 3.3 to 5.3. If we took station "B," with its 1.9 rating in the same demo and daypart, running the figures through the formula show that the 1.9 is plus or minus .7, thus probably a 1.2 to 2.6.

Arbitron Radio Statistical Efficiencies For Calculating Standard Error

Population Group	Efficiency of Average Ratings Based on Number of Quarter-Hours in Day-Part					Population Group	Efficiency of Average Ratings Based on Number of Quarter-Hours in Day-Part						
	20	60	100	160	504		20	80	100	160	504		
Total Persons	12+	1.2	1.9	2.0	2.1	2.4	Women	18-34	1.7	3.4	3.7	4.4	5.5
Total Adults	18+	1.3	2.0	2.1	2.3	2.6	Adults	50-64	1.5	2.7	3.0	3.4	4.3
Total Men	18+	1.4	2.5	2.8	3.2	4.1	Men	50-64	1.5	2.9	3.3	4.1	5.9
Total Women	18+	1.5	2.5	2.7	3.0	3.4	Women	50-64	1.6	2.9	3.2	3.7	4.6
Adults	18-49	1.5	2.6	2.7	3.1	3.6	Teens	12-17	2.0	4.4	4.9	5.9	7.9
Men	18-49	1.5	3.0	3.4	4.1	5.5	Adults	25-34	1.6	3.3	3.7	4.4	5.7
Women	18-49	1.6	2.9	3.2	3.6	4.3	Men	25-34	1.6	3.6	4.2	5.3	8.2
Adults	35-64	1.4	2.4	2.6	2.9	3.4	Women	25-34	1.7	3.4	3.8	4.4	4.6
Men	35-64	1.4	2.8	3.1	3.7	4.9	Adults	18-34	1.8	3.9	4.3	5.2	7.0
Women	35-64	1.6	2.8	3.0	3.4	4.1	Men	18-24	1.7	4.3	4.9	6.3	9.9
Adults	25-49	1.5	2.7	2.9	3.3	3.9	Women	18-24	1.9	3.9	4.3	5.1	6.6
Men	25-49	1.5	3.0	3.4	4.2	5.7	Adults	35-44	1.55	3.09	3.40	4.05	5.29
Women	25-49	1.6	3.0	3.2	3.7	4.5	Men	35-44	1.49	3.27	3.70	4.69	7.09
Adults	50+	1.5	2.6	2.7	3.1	3.8	Women	35-44	1.64	3.22	3.53	4.14	6.28
Men	50+	1.4	2.8	3.1	3.8	5.3	Adults	45-54	1.63	2.98	3.26	3.86	5.03
Women	50+	1.6	2.8	3.0	3.5	4.2	Men	45-54	1.46	3.10	3.50	4.42	6.66
Adults	35-49	1.5	2.8	3.1	3.6	4.5	Women	45-54	1.62	3.11	3.39	3.97	5.03
Men	35-49	1.5	3.1	3.5	4.3	6.2	Adults	55-64	1.53	2.91	3.19	3.79	4.93
Women	35-49	1.6	3.1	3.3	3.9	4.8	Men	55-64	1.46	3.01	3.39	4.27	6.43
Adults	18-34	1.6	3.2	3.5	4.1	5.2	Women	55-64	1.62	3.05	3.32	3.88	4.91
Men	18-34	1.8	3.7	4.2	5.3	7.8							



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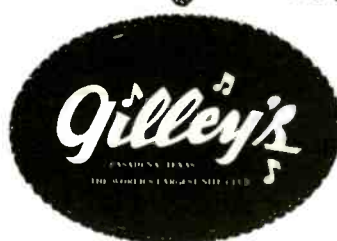
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SUPERSTAR SPECIALS



Arbitron's Mike Membrado

Mike Membrado recently replaced **Rick Aurichio** as VP/GM of Arbitron's **Radio Division**. As such, he determines much about the future of the radio industry. The **R&R Ratings Report** is an ideally-suited vehicle for his first in-depth interview.

Membrado, who spent most of his career on the TV side of the business, talks about changes at Arbitron, his management style, and the future of radio measurement in the 80's. One of the topics discussed — that of delaying adding data on working women or in-car measurement — has become a reality since the interview was conducted. At the recent Advisory Council meeting, Arbitron announced that it wanted to further research whether to add data on these areas.

R&R: *What has been the most difficult adjustment you've had to make coming to Arbitron Radio from a longtime TV background?*

MM: I don't know that it's fair to say "difficult adjustment." I think in this position I have to understand the multiplicity of radio stations, the fact that some are really struggling for national business, and the urgency they feel about Arbitron Radio.

R&R: *Now that you've been in the radio job for several months, has it been established what your priorities will be for the next year or two?*

MM: They have been established, and were established by my predecessor, from what we've learned internally and what you hear in the industry, judgment — good judgment — levied. The improvement of the Arbitron services has been on the drawing board and will continue for the next two or three years, and for the moment there seems to be general agreement that what we're doing is what we ought to be doing in the way of good research.

Improvement Priorities

R&R: *Can you be more specific about your priorities for improvement?*

MM: ESF continues and will be in place everywhere by sometime in 1982. Quarterly measurement becomes a fait accompli for the whole country, effective January 1. I don't want to put words in anyone's mouth but I have not heard any negative response to Quarterly Measurement anywhere in the industry.

"The diary is the most accurate and best way to measure radio audiences."

Everybody seems to believe this is inherently better research, so that's there. Our research department is constantly investigating way to improve our research techniques, specifically the diary — we are constantly evaluating whether it is the best diary. There are going to be some changes this fall. "We're doing a series of things constantly trying to improve the research to best ascertain what the radio audience is.

R&R: *As we look at the decade of the 80's, have you been able in your short tenure to form a future vision for radio measurement?*

MM: I think a decade is a long time for me to speculate.

R&R: *Has Arbitron gone beyond 1982 when ESF will be in place in all syndicated markets?*

MM: There is an outside possibility we will continue to investigate the single-person-per-household diary concept. From a practical point of view I can't tell you right now whether we can afford to do it, or whether the industry will pay for it, and I can't tell you honestly that it is better research than what we are currently doing, but it is conceivable that if you are talking long-term that this is the way radio research may be going.

R&R: *Do you think there is a possibility that a new measurement instrument will be utilized by Arbitron this decade, other than the diary?*



MM: I don't think so. The professional research people that work for Arbitron are convinced that the diary is the most accurate and best way to measure radio audiences.

R&R: *What steps are ahead in the next few years that will increase the reliability of the estimates?*

MM: We currently have standard procedures — **TR** (telephone retrieval) and the personal placement

and retrieval of diaries in Hispanic homes. Our investigation of the propriety of that method of getting radio audiences into the book has gone on for six or seven years. We may be coming to a point where we have sufficient evidence to come to a conclusion on telephone retrieval and personal placement and retrieval. We might say we know that this is the best way to do it. Or we may say that we think we've found another way more suitable for the accurate measurement of black and Hispanic audiences.

R&R: *Are you referring to the differential survey treatment?*

R&R: I am, and the results at this moment are inconclusive.

R&R: *When do you think research could be concluded on this so that Arbitron can announce year or nay on differential survey treatment?*

MM: We hope that in the next two months our research staff can look at the weight of evidence from six years of research and will be able to make a precise recommendation as to what we ought to do and even when it would be most suitable to do it.

Sales Challenges In The 80's

R&R: *How do you think Arbitron can help radio sales meet the challenges of the 80's?*

MM: I don't want to sound too idealistic but I'll give you what I think. We do "how to use" courses throughout the land, almost for any group that wants them. We will establish in the fourth quarter of this year the Arbitron Rating Workshop. The intent of all of this effort is to make radio broadcasters aware of what we do, how better to understand and use the data we provide, and how better to translate that data into dollars — because without that the whole exercise is pointless. The concept of this entire procedure is to say to a radio broadcaster, "Follow my pattern, interpret the data this way, and you can turn around and sell an advertiser more effectively than before," because maybe this is something he hasn't seen before.

R&R: *Do you see a way that Arbitron results can be presented in a more understandable form to a local advertiser? A retailer, for example.*

MM: I think we might get agreement that the current local market report is not ideal and maybe contains too much information. It has come to pass because certain aspects of the industry have requested certain data, and that data has been added, etc. We would very much like to fully examine the content of the book and the way it's laid out, but it will take a while because it's a major project to re-evaluate entirely and maybe do a revision of the report. But to be honest, we have to go to every segment of our marketplace, get their feedback, and then find some major areas of agreement before we could revise the local market report.

R&R: *Do you think that Qualidata — which provides qualitative information for a market — will ever seep down into the markets outside the top 20? Does Arbitron have a plan for that so local advertisers will have additional information on which to base their buying decisions?*

MM: No plans at the moment. We are going to do nine markets and anticipate the maximum will be 20, perhaps on an erroneous supposition that there will be no interest below market 20. I don't know what the interest will be in the medium and smaller markets.

R&R: *Do you think national radio ad dollars are going to remain stable or do you see a decrease during the 80's?*

MM: To be honest with you I don't understand the pattern of radio ad expenditures. Logic will tell you that when times are tough there is a drop in the amount of TV expenditures — and you would expect that there would be a converse increase in the amount of radio expenditures. Sometimes that happens, but sometimes radio suffers also. There isn't any pattern, so I don't know the answer to the question. However, radio has survived handily with 13% increases in the last few years — and I don't see anything that would change that.

R&R: *There are those that charge that the Arbitron report is not a viable local sales tool, that the system is geared to the major national ad agencies and clients. Do you feel this is a valid claim?*

MM: I doubt it because I suspect there are some aspects of the market report that are usable on a local basis, to show an advertiser the benefits of a station. Understand that there has been a conceptual change. It used to be, in both TV and radio, that no local salesperson ever looked at the ratings book. You sold on your good looks and the ability to buy a drink once in a while. That concept finally changed because everyone realized that the rat-

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Membrado

Continued from Page 12

ings are here to stay, they seem to reflect the audience, therefore we had better learn to understand what these books are saying. Local TV salespeople and in major radio markets, are getting more use from the books.

R&R: Are there any plans at Arbitron to help radio deal with competitive media, especially the local newspapers?

MM: Beyond Qualidata, there is nothing on the drawing board at this time.

Diary Improvements Coming

R&R: Do you have any idea when the diary will be changed to incorporate an additional column that will capture listening away from home and in a vehicle?

MM: No, and the other area we may look at is working women. We will go to the industry — the Advisory Council, RAB Goals, but I don't think we are even in a position to recommend that we go to the changes until the research suggests that we do it.

R&R: On both the working women and the vehicles situation, is additional research still needed, in your opinion?

MM: I think so. I don't think we've come to a final conclusion on either issue.

R&R: With regard to Quarterly Measurement, it appears that in the Spring sweep there was tremendous oversample in the top three markets. Does Arbitron intend to keep or strive for in-tab goals as high as they were in the spring, or is there going to be a reduction down to more normal in-tab figures?

MM: We are proposing sample size increases in most markets across the country, but I am sure that even with the increase in samples it probably will not go back to the levels achieved this past sweep, especially in Chicago, for example. That was simple error on our part.

R&R: Will you be a visible spokesperson for Arbitron and for radio?

MM: Yes, but I'm going to need a wee bit of time. There are aspects that I'll be asked to speak on that I'm not currently competent . . . to speak on. Nobody wants to stand up and be a goddamn fool. But I hope to be the Arbitron spokesman any number of places, any number of times. I'll address myself to those subjects that I'm comfortable with, and defer to my associates on those items that I'm not comfortable with.

"If my credentials are not 20 years in radio, at least they are 20 years in broadcasting with some radio background."

80's Timetable

R&R: Here are some possible action items for the 80's. Let's see what your thoughts might be on these areas. Improving Arbitron's field operations and survey implementation staffs — do you see any hope of going from the current decentralized setup to a more centrally organized operation, where supervision is possible?

MM: There is a list of things which I will get you which we have done to improve the quality of field interviewing in the short time that I've been here. There are 12 items on that list, from training to bonuses, to closer supervision, to education in Beltsville. You are right, this is an area of major concern, and a hell of a lot has been done to improve what we've done in this area.

As for the decentralization issue, we are in the slow process of developing WATS centers, from which a substantial number — in excess of a million

calls per year — will be originated in a center at Laurel. There will be direct supervision by professionals, I hope. How far it goes depends on the success of the first one. Eventually we may go to two or three centers.

R&R: Do you have any timetable as to when this might get rolling?

MM: I hope we can get it early next year.

R&R: Diary security, media affiliation, survey intrusion are constant problems. Do you have any ideas as to how this problem can be alleviated?

MM: We are working on one solution. A research test was just completed in which we measured the benefit of asking the media affiliation question up front during the placement phone call. I don't have a memo from them saying what we should or should not do in this area, but my supposition is that we may wish to introduce the media affiliation question in our first phone call.

Contract Pricing

R&R: Given the context of the current hassle over the new Arbitron rate card and contract, do you think an alternative pricing policy may be available in the 80's? For example, as Dick Logan mentioned recently to me, might it make sense to price according to the station's gross revenues annually?

MM: We are not wedded to the highest open minute rate concept currently in use. We have said

"The current local market report is not ideal and maybe contains too much information."

to the industry that if they have any suggestions that have merit, we will gladly entertain and examine those ideas. Ain't nothing coming back. Now, as far as Dick's concept is concerned, sure, it's feasible to evolve a revenue structure based on station billing, but how do you ascertain for a fact what that station's billing was for the previous year? It would be preferable if that information came from a governmental agency, stated as a fact. We don't even know if the government would even give us the information.

R&R: What do you see ahead as the revenue guidelines that will be coming down from Control Data? Using today's rate as an index of 100, what will broadcasters be paying Arbitron in the next five to ten years.

MM: This is a highly sensitive point. It is the prime concern of radio broadcasters and we are hy-

persensitive to it. I don't know that I can answer you in terms of revenues or profit margins. What is pertinent is that we do not intend to take advantage of the position in which we find ourselves in the radio research field. The rate increases that will be going into effect are literally for improved service — ESF, Quarterly measurement, and additional sample — so there is an increase, but you get something for it. I hope that is the philosophy we can follow over the years.

Management Style

R&R: What credo would you like to leave with our readers regarding how Arbitron radio will function under your tutelage?

MM: I say this, and I mean it: we will be as open with anybody — subscriber, non-subscriber — as we conceivably can be. You know what our procedures are, what our edit rules are. Whatever we do is fair game. We'll be glad to talk about, tell people

why we do it. I don't think our clients are ever going to agree that we are always correct because we come from different positions, but we're in a business where we can't have too many secrets. We're going to tell you what we're doing, what we are thinking of doing before it gets set in concrete, and we're going to communicate as best we can.

R&R: For those that want to communicate with Arbitron Radio, with you, how would you suggest they do that?

MM: It's a good question. You have my guarantee that anyone who writes here will get a response as thoughtful as we can get back to them.

R&R: In a timely fashion?

MM: Not as timely as I'd like! But there is an acknowledgment within 48 hours that we have at least gotten the letter and are looking into it.

R&R: How do you see the relationship between Arbitron Radio under your guidance, and the Arbitron Radio Advisory Council?

MM: I think the association is based on mutual respect. They don't pull any punches. The council has been contributors to any number of changes in Arbitron services, and that is a fact. That's a good relationship.

R&R: Are you going to be encouraging more guests, more input from people not on the council?

MM: That decision is made by the council itself.

R&R: What about the concept of having some-

one at Laurel with a communications background to act as a referee or ombudsman, resolving production conflicts as they arise?

MM: It is worth looking into.

R&R: There is much that the TV AID system does that is not available yet on radio AID. Do you foresee a time, for example, when customized demographics can be developed through the radio AID system?

MM: I hope so, but I don't know when. We are constantly looking for ways to improve AID, and I would hope that we can do it faster than we have been able to do up to now. A lot of our future depends on how well we provide AID to our customers.

R&R: Do you foresee a time in the 80's when, through AID or another technique, there would be no ratings books as we now know them?

MM: It is talked about at Arbitron, it is conceptualized, and I think I'll be in a box in Woodlawn before it ever happens. There's a lot to be said for the emotional satisfaction of a hard copy item showing the audience figures.

R&R: There has been criticism of your appointment, given the fact that your radio experience is skimpy. How would you answer those critics?

MM: I hope I was picked because I am a broadcaster who cares about the industry, and there are some credentials, for what they're worth. When I got out of school I went to work for an agency. At that time TV was not a major factor. This agency put its young staffers to work in media research. I got to work in radio with such people as Claude Hooper. It was what I did for two years, it was the first thing I did in this business, and I hope I retained some of that knowledge. I was also on the board of directors of a company (KATZ rep firm) where radio was an integral part of our business. If my credentials are not 20 years in radio, at least they are 20 years in broadcasting with some radio background. I think I am sensitive to the part that Arbitron plays in the radio industry.

— Jhan Hiber



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George Nicholaw

Arbitron Radio Advisory Council Chairman

George Nicholaw, VP/GM of KNX/Los Angeles (a CBS O&O), was recently elected chairman of the **Arbitron Radio Advisory Council**. Nicholaw, who succeeded **Ed Christian** of **WNIC-AM-FM/Detroit**, has been Chairman for about six months, so we thought it would be a good time to get his thoughts on the role of the Council, assess the job it's doing, and obtain his opinions about Arbitron.

R&R: *George, what would you say is the major goal of the Council under your chairmanship?*

GN: We would like to try and help subscribers deal with what they perceive as inadequacies in Arbitron's system of audience measurement. Some specific concerns deal with diary placement and retrieval, sampling persons in groups quarters like dorms and military installations, and the viability of Expanded Sample Frame and Quarterly Measurement.

visory body to Arbitron. We can only hope to sometimes force them to reevaluate ways of dealing with the questions and problems that are brought before us. We try to cover problems that affect subscribers and non-subscribers alike. After all, a problem now faced by a non-subscriber may soon be faced by a subscriber.

R&R: *What if the station that's brought a problem to its representatives on the Council is not satisfied with the outcome of the Council/Arbitron discussions?*

"The perfect thing would be for Arbitron to survey every market 365 days per year."

items, plus bringing to Arbitron's attention the station issues, have been examples of the Council at work.

Improvements Desired

R&R: *What areas of improvement would you like to see Arbitron implement?*

GN: The perfect thing would be for Arbitron to survey every market 365 days per year. I would like to see them move in that direction. I really would like to see consistent metro definitions be used across the country. In some areas the SMSA is used, while in others the consolidated definition is the guideline. Many people find it very difficult to accept the way new Arbitron proposals are voted upon in separate markets. Arbitron announces the outcome of a vote, but I'd like to see a rollcall vote, which would mean that Arbitron would let all subscribers know how everyone voted on a certain issue. Finally, I am disappointed that Arbitron sells, rather than gives, advance share figures to subscribers. I think all subscribers in a market should have free access to advance ratings data.

R&R: *The area of Arbitron's credibility vis-a-vis the Council is an important one. How do you know that what Arbitron is saying to you and the Council is indeed the reality of the situation?*

GN: It is very difficult. We try to elicit the best kind of response and analyze the data they give us.

R&R: *What about the issue of rates that stations pay to Arbitron?*

GN: On legal advice neither we nor Arbitron can discuss financial aspects of the company. Thus, it's not up to the Council, but to the industry as a whole, to deal with money matters with Arbitron.

Council/Arbitron Interaction

R&R: *What other areas of industry/Arbitron relations do you delve into on the Council and at the joint Council/Arbitron meetings four times yearly?*

GN: The area of stations' issues — disagreements with Arbitron over some policy matter — is a foremost item of concern. Now, at our quarterly meetings, station issues are the very first matter on the agenda. We hope to get response from Arbitron by the third meeting day, to give us some guidelines as to what Arbitron will or will not do in the relevant case. We have made it a policy that station issues are included in the minutes of the meeting.

It is important to remember that we are only an ad-

GN: The new Broadcast Rating Council mediation procedure may help. We can't run Arbitron's business for them — all we can do is just expose them to the feelings of their subscribers and devote time to trying to find solutions to the problems.

R&R: *What would you say have been the accomplishments of the Council to date?*

GN: One thing we have done is make other Ar-

"It is unfortunate that we in the radio industry have only one ratings service."

bitron subscribers realize that the Council was not a bad idea. The fact that it has caught on was evident in the number of persons that ran for the six openings, this past spring, on the Council. I think also that the meeting in El Paso was good in that we got Arbitron to revise its thinking on some aspects of Quarterly Measurement. The winter and summer sweeps were reduced to 10 weeks, and the dates for the fall surveys in both '80 and '81 were made congruent. These

We really aren't equipped to question them in detail, although we do have research expertise available to us in an advisory capacity.

R&R: *What final word do you have for our readers?*

GN: It is unfortunate that we in the radio industry have only one ratings service; it is not the best of all possible worlds. However, the Council is making an effort, and through us I would encourage the industry to flood Arbitron with input on their service.

Elementary Procedures For Market Overview

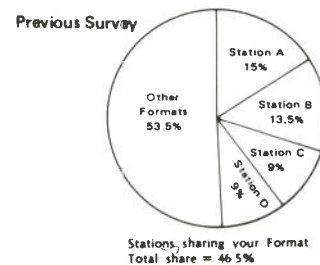
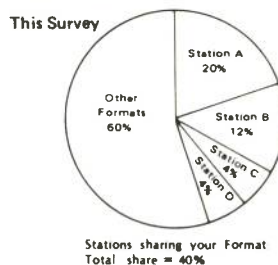
Faced with the vast array of tables and statistics in an Arbitron market report, many readers are intimidated or become unsure about where to begin their analysis. The following suggestions serve as a simple guide for extracting useful information about a radio station or a market as a whole from a report.

1) Examine the **Audience Trends (Average Persons Share)** for a specific station and its competitors.

2) Look for total market listening trends. Compare **Metro Totals** (at the bottom of each Trends page) to measure whether total Average Quarter Hour listening is up or down, check seasonal trends, etc. Also, compare **Metro Cume Rating Totals** in the Mon-Sun 6am-midnight daypart (on the first page of the Daypart Average + Cume section). Average ¼ hr and Cume ratings can also be compared — if Average ¼ hr listening is up and Cume about the same, then listeners are spending more time listening, for example.

3) Format shares of the market can be easily compared, too. Combine the total shares of stations sharing a format (Top 40, Beautiful Music, etc.), and compare to a previous survey. This can be done by specific demogra-

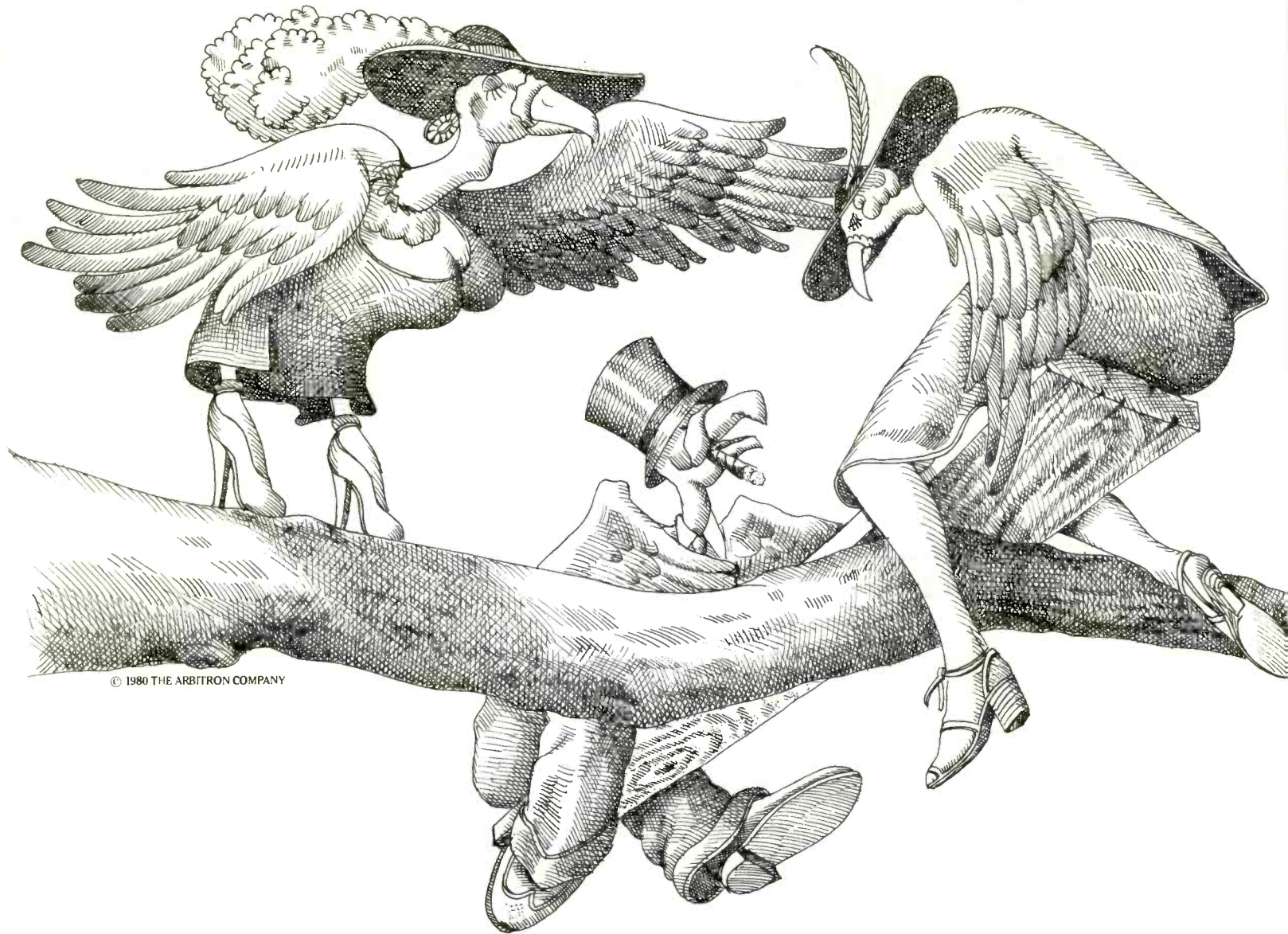
phic group, as well. A simple "pie graph" (see below) is an easy way to make comparisons.



4) Compare changes in **Exclusive Cumes** for a station.

5) Check trends of **Away-From-Home** listening, from survey to survey and station vs. station.

After examining these basic trends, readers can more easily go about analyzing more specific situations.



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THE ARBITRON GUIDE **TO THE BEASTS OF THE** **RATINGS JUNGLE**

THE BIAS BUZZARDS

ONE OF A SERIES

THE ARBITRON COMPANY

GD a research service of
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DESCRIPTION OF BIAS BUZZARDS: Nefarious creatures that tend to imbalance the results of television and radio surveys.

HABITS: The Bias Buzzards pick at the randomly placed diaries, causing the usable sample to differ from the population. Thus, some sample variables may not be in proper proportion to the market being measured. Sample variables attacked by the Bias Buzzards are:

GEOGRAPHY: Causing the % of returned diaries by county or geographic area to differ from that of the market.

WEEK: Causing some weeks to have a disproportionate number of returned diaries. This could affect the four week estimates reported for television viewing.

AGE/SEX: Causing a disproportionate number of diaries from young males to be excluded, while leaving too many from older respondents in the sample. (In television we also watch for Buzzard attacks on age of head of household.)

RACE: Causing the true representation of Blacks and Hispanics in the sample to be affected. Arbitron takes special care to achieve a proportionate response.

CABLE: Causing a lower rate of return in television surveys from non-cable households, bringing their representation out of line.

CAUTION: Unless a way is found to correct for the effect of these Bias Buzzard attacks, sample returns may not reflect the actual population.

HOW TO TREAT ATTACK: Since all surveys are attacked by these biases, Arbitron uses a technique called Sample Balancing. This allows the variables of a survey to be weighted to minimize the effect of the Biases. So Arbitron can help keep survey results more accurate.

For more detailed information on Bias Buzzards and other beasts in the ratings jungle, contact your Arbitron representative.

ARBITRON

Drive-Time Dominators

Who are the top air personalities in the nation? What are the top 50 stations in morning and afternoon drive? The information below gives you an overview of the dominant stations in each of radio's key periods and answers those questions.

R&R has compiled data from the A/M '80 Arbitron reports relating to the dayparts of Monday-Friday, 6-10am and 3-7pm. We have ranked stations ac-

ording to their average quarter-hour shares and 12+ come for these dayparts. Ranks are shown with station, market, and format, plus where applicable the name of the drivetime personality. Thanks to Arbitron, we are also able to include the audience estimates in this year's edition, thus allowing readers the chance to see just how powerful each personality is.

Top 50

Average Quarter Hour Share, 12+ AM Drive (M-F, 6-10am)

1. WWNC/Asheville (C)	56.1	Scotty Rhodarmer
2. WJBC/Bloomington, IL (PA)	54.2	Don Munson
3. KGBT/McAllen (S)	43.8	Jorge Guillen/Hugo De La Cruz
4. WOWO/Ft. Wayne (PA)	41.6	Bob Sievers
5. WTIC/Hartford (PA)	41.2	Bob Steele
6. KFAB/Omaha (PA)	38.1	Don Cole
7. WRBQ-AM-FM/Tampa (R)	37.2	Cleveland Wheeler
7. WMT/Cedar Rapids (PA)	37.2	Jerry Carr
9. WCCO/Minneapolis (PA)	36.1	Charlie Boone/Roger Erickson
10. WRVA/Richmond (PA)	35.8	Alden Aaroe
11. WWVA/Wheeling (C)	35.1	Bud Forte
12. KDKA/Pittsburgh (PA)	33.9	Jack Bogut
13. KMON/Great Falls (C)	32.6	Dave Wilson
14. WGEE/Green Bay (C)	32.5	Sean Marshall
15. KTWO/Casper (PA)	32.3	Terry Gross
16. KMOX/St. Louis (T)	31.7	Bob Hardy/Rex Davis
17. KQDI/Great Falls (R)	31.2	Mike Dalton
18. KLUR/Wichita Falls (C)	30.5	Jim Russell
19. KWWL/Waterloo (PA)	30.2	Kelly Fox
20. WVLC/Lexington (R)	29.9	Dave Murray
21. KATI/Casper (R)	29.8	Terry White
22. WHBC/Canton (PA)	29.6	Bob Krahling
23. KSEL-AM-FM/Lubbock (R)	27.9	Stan Castles
23. WHP/Harrisburg (PA)	27.9	Ron Drake
25. KSOO/Sioux Falls (PA)	27.8	Wayne Pritchard
25. WKZO/Kalamazoo (PA)	27.8	John McKay
27. KVOC/Casper (C)	27.4	Dick Grogg
28. KDAL/Duluth (PA)	27.3	Hunter Como
29. KONA/Pasco (PA)	27.2	Kent Weborn
30. KOOK/Billings (R)	26.9	Major Dan Miller/Gary Prindle
31. KVOL/Lafayette (R)	26.6	Kim Canard
32. WROK/Rockford (R)	26.5	Bill Phillips
33. KYVA/Billings (R)	26.4	Kurt Anthony
34. KRMG/Tulsa (PA)	26.2	John Erling
34. WSYR/Syracuse (PA)	26.2	Don Dauer
36. WGY/Schenectady (PA)	26.1	John Leslie
37. WELI/New Haven (PA)	26.0	Ron Rohmer
37. WGBF/Evansville (R)	26.0	Steve Riley
37. WLVA/Lynchburg (PA)	26.0	Jackson Hill
40. WFBG/Altoona (R)	25.7	Sean McKay
40. WIKY-FM/Evansville (R)	25.7	Robin Luse
42. WMAZ/Macon (PA)	25.6	Bill Powell
43. KBOI/Boise (PA)	25.4	Lon Dunn
43. WHBF/Rock Island (C)	25.4	Sam Cornette
43. WICC/Bridgeport (R)	25.4	Bill Hickok
46. KFGO/Fargo (C)	25.3	Bill Hoverson
47. KIT/Yakima (PA)	25.2	Bob Liddle/Dave Hanson
47. WSBT/South Bend (PA)	25.2	Jon Thompson
49. WKEE-WHTN/Huntington (R)	25.0	Steve Hayes
50. WSLI/Jackson (PA)	24.8	Jim Neal

Top 50

Average Quarter Hour Share, 12+ PM Drive (M-F, 3-7pm)

1. WBBQ-AM-FM (R)	39.5	Dick Shannon
2. WWNC/Asheville (C)	35.3	Randy Houston
3. KLUR/Wichita Falls (C)	30.5	J.C. Martin
4. KGBT/McAllen (S)	30.3	Hugo De La Cruz/Ramon Tellez
4. KYVA/Billings (R)	30.3	Jack Bell
6. KATI/Casper (R)	29.7	Bob Brashear
7. KTWO/Casper (PA)	28.4	Dave Osborne/Kathy Rae
8. WFBG/Altoona (R)	27.7	Tony Booth
9. WQSM/Fayetteville (R)	27.3	"TM Stereo Rock"
10. WIKY-FM/Evansville (PA)	26.9	Rob George
11. KWWL/Waterloo (PA)	26.5	Tommy Lewis
11. WWVA/Wheeling (C)	26.5	Frank Karroll
13. KQDI/Great Falls (R)	26.1	Scott Greeley
14. KVOC/Casper (C)	25.7	Don Claunth
15. WJBC/Bloomington, IL (PA)	25.0	Stew Salowitz
16. KWTO-FM/Springfield, MO (R)	24.7	"TM Stereo Rock"
17. WPFR/Terre Haute (A)	24.4	R.J. Cortrecht
18. KTMT/Medford (BM)	24.1	Jeff Lemucchi
18. WIXX/Green Bay (R)	24.1	"TM Stereo Rock"
20. WCGQ/Columbus, GA (R)	23.1	Larry O'Day
21. KOOK/Billings (R)	23.0	Alan Moss
22. WISE/Asheville (R)	22.8	Mike Edwards
22. WJMI/Jackson (B)	22.8	Don Edwards
24. KMON/Great Falls (C)	22.7	Mark Daniels
24. WCKK/Erie (R)	22.7	Bill Shannon
26. WANM/Tallahassee (B)	22.3	Joe Bullard
27. WGBF/Evansville (R)	22.1	Chris Cox
27. WJJS/Lynchburg (B)	22.1	Robert Goins
29. WVAF/Charleston, WV (R)	22.0	Gary Mitchell
30. KVOO/Tulsa (C)	21.7	Jim Tanner
30. KYJC/Medford (R)	21.7	Tony Kay
32. KVOL/Lafayette (R)	20.8	Rene Nobles
33. WFMF/Baton Rouge (R)	20.6	J.J. Stones
34. WMT/Cedar Rapids (PA)	20.5	Gary Edwards
35. KFGO/Fargo (C)	20.1	Larry Homuth
35. KQWB/Fargo (PA)	20.1	Bill Richards/Barbara Ann
37. WKQG/Lexington (A)	20.0	Dave Krusenklous
37. WOWO/Ft. Wayne (PA)	20.0	Chris Roberts/Robb Westaby
39. WCKS/Cocoa Beach (R)	19.9	Gabriel Burton
39. WMAZ-FM/Macon (R)	19.9	"Drake-Chenault XT-40"
41. KSSK/Honolulu (PA)	19.6	Michael W. Perry
42. KSSN/Little Rock (C)	19.4	Bob Robbins
42. WHSL/Wilmington, NC (R)	19.4	Mike Grohman
44. KEYS/Corpus Christi (R)	19.3	Robert A.
44. KNUW/Great Falls (R)	19.3	Bob Pepper/Eveleen Gray
44. WEZN/Bridgeport (BM)	19.3	Edward Zelle
47. KFQD/Anchorage (PA)	19.2	John Rode
47. WKRG/Mobile (PA)	19.2	Randy Patrick
49. KBFM/McAllen (R)	19.1	Steve Owens
49. WBNQ/Bloomington, IL (PA)	19.1	Mike Justin

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Drive-Time Dominators

Top 50 Cume Persons 12+ AM Drive (M-F, 6-10am)

1. WINS/New York (N)	1,708,800	Jim McGiffert/Paul Smith/ Lew Fisher
2. WCBS/New York (N)	1,651,400	Jim Donnelly/Lou Adler
3. WNBC/New York (R)	1,316,300	Don Imus
4. WABC/New York (R)	1,267,900	Dan Ingram
5. WBLS/New York (B)	1,134,900	Ken "Spider" Webb
6. WOR/New York (T)	1,106,700	John Gambling
7. WGN/Chicago (T)	1,102,700	Wally Phillips
8. WKTU/New York (B)	1,069,900	G. Keith Alexander
9. KYW/Philadelphia (N)	936,900	Harry Johnson/Harry Donohue/Bob Witten
10. WPLJ/New York (A)	817,300	Jim Kerr
11. WLS/Chicago (R)	766,800	Larry Lujack
12. KFWB/Los Angeles (N)	752,900	Charlie Braylor/Chet Douglas
13. KNX/Los Angeles (N)	752,400	Russ Powell/Alex Sullivan
14. WBBM/Chicago (N)	726,100	John Hultman
15. KDKA/Pittsburgh (PA)	682,500	Jack Bogut
16. WRFM/New York (BM)	628,800	Jim Alyward
17. WCCO/Minneapolis (PA)	607,300	Charlie Boone/Roger Erickson
18. KMOX/St. Louis (T)	604,000	Bob Hardy/Rex Davis
19. KABC/Los Angeles (T)	602,500	Ken Minyard/Bob Arthur
20. WNEW/New York (PA)	597,500	Ted Brown
21. WCBS-FM/New York (O)	567,400	Harry Harrison
22. WJR/Detroit (PA)	565,900	J.P. McCarthy
23. WBZ/Boston (PA)	543,100	Dave Maynard
24. KGO/San Francisco (N/T)	531,300	Jim Dunbar/Ted Wygant
25. KCBS/San Francisco (N)	524,200	Ken Ackerman/Steve Lamar/Al Hart
26. WPAT-FM/New York (BM)	516,700	Ken Lamb/Bob Capps
27. WHN/New York (C)	505,500	Del DeMontreux
28. KFI/Los Angeles (R)	487,200	Al Lohman/Roger Barkley
29. WEEI/Boston (N)	477,400	Diane Stern/Bill Lawrence
30. WNEW-FM/New York (A)	472,300	Dave Herman
31. KMET/Los Angeles (A)	471,200	Jeff Gonzer
32. WYNY/New York (PA)	467,200	Dan Daniel
33. WMCA/New York (T)	446,800	Bob Grant/Janet Rose
34. WMAQ/Chicago (C)	441,500	Lee Sherwood
35. WMAL/Washington, DC (PA)	434,400	Harden/Weaver
36. WLUP/Chicago (A)	432,900	Steve Dahl
37. WHDH/Boston (PA)	430,100	Jess Cain
38. WXLO/New York (R)	419,300	Scotty Brink
39. KLAC/Los Angeles (C)	402,300	Gene Price
40. CKLW/Detroit (R)	399,000	Dick Purtan/Tom Ryan
41. KBIG/Los Angeles (BM)	398,500	Phil Reed/Bill Ratner
42. WIP/Philadelphia (PA)	398,200	Ken Garland
43. WPAT/New York (BM)	397,400	Ken Lamb/Bob Capps
44. KIIS-FM/Los Angeles (R)	393,300	Bruce Phillip Miller
45. KFRC/San Francisco (R)	387,600	Dr. Don Rose
46. KRTH/Los Angeles (R)	378,400	John London/Ron Engleman
47. KHJ/Los Angeles (R)	375,200	Rick Dees
48. WBAL/Baltimore (PA)	371,200	Bob Jones
49. KRLA/Los Angeles (R)	362,200	Art Laboe
50. WIND/Chicago (N)	357,600	Lee Rodgers

Top 50 Cume Persons 12+ PM Drive (M-F, 3-7pm)

1. WABC/New York (R)	1,243,100	Bob Cruz
2. WBLS/New York (B)	1,225,700	Frankie Crocker
3. WKTU/New York (B)	1,200,800	Paco
4. WNBC/New York (R)	1,108,900	Frank Reed
5. WCBS/New York (N)	1,020,200	Pat Parson/Ben Farnsworth
6. WINS/New York (N)	987,400	Stan Z. Burns/Don Baldwin/Irwin Brown
7. WPLJ/New York (A)	876,900	Pat St. John
8. WRFM/New York (BM)	683,800	Wes Richards
9. WLS/Chicago (R)	647,200	John Landecker
10. WCBS-FM/New York (O)	633,400	Dick Heatherston
11. WGN/Chicago (T)	616,500	Bill Berg
12. WPAT-FM/New York (BM)	610,500	Automated
13. WMCA/New York (T)	566,500	Barry Farber
14. KNX/Los Angeles (N)	533,000	Harry Birrell
15. WOR/New York (T)	532,200	Gene Klaven
16. KMET/Los Angeles (A)	529,300	Jack Snyder
17. WJR/Detroit (PA)	523,500	Jim Davis
18. KDKA/Pittsburgh (PA)	520,700	Bill Steinbach
19. KYW/Philadelphia (N)	518,800	Bob Nelson
20. KFWB/Los Angeles (N)	504,200	Dan Avey/Jim Burson
21. WNEW-FM/New York (A)	500,500	Scott Muni
22. KABC/Los Angeles (T)	497,700	Geoff Witcher/Bud Furillo/Rick Talley
23. WPAT/New York (BM)	492,900	Automated
24. WHN/New York (C)	486,800	Mike Fitzgerald
25. WYNY/New York (PA)	471,000	Steve O'Brien
26. WXLO/New York (R)	465,300	Mike Wade
27. WBBM/Chicago (N)	464,600	Sherm Kaplan/Alan Crane
28. KBIG/Los Angeles (BM)	462,400	Grant Nielsen
29. WNEW/New York (PA)	460,300	Jim Lowe
30. KMOX/St. Louis (T)	446,700	Art Fleming
31. WRIF/Detroit (A)	435,500	Arthur Penhallow
32. WMAQ/Chicago (C)	421,600	Charlie O'Neil
33. WPIX/New York (R)	401,100	Dennis Quinn
34. WLOO/Chicago (BM)	398,200	Ralph Rowland
35. KIIS-FM/Los Angeles (R)	398,100	Mike Wagner
36. KGO/San Francisco (N/T)	391,800	Ed Baxter/Diana Walter
37. WCCO/Minneapolis (PA)	388,300	Steve Cannon
38. WLUP/Chicago (A)	386,500	Mitch Michaels
39. KRTH/Los Angeles (R)	385,000	Brother John
40. KRLA/Los Angeles (R)	378,300	Johnny Hayes
41. KLAC/Los Angeles (C)	375,000	Harry Newman
42. KJOI/Los Angeles (BM)	368,400	Tom Storey
43. WMMR/Philadelphia (A)	360,200	Joe Bonnadonna
44. KCBS/San Francisco (N)	357,700	Barry Cooper/Don Mozley/Clancy Cassell
45. WHDH/Boston (PA)	350,700	Sean Casey
46. KFI/Los Angeles (R)	345,800	Jack Armstrong
47. WMGK/Philadelphia (PA)	343,800	Mike Bowe
48. KFRC/San Francisco (R)	340,300	Mike Novak
49. WLAK/Chicago (BM)	336,000	Dave Rafferty
50. KHJ/Los Angeles (R)	335,500	Charlie Fox



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FORMAT LEADERS

What are the top 25 stations in the U.S.? Below you'll find the lists of stations — based on average quarter-hour share and cume persons — that are tops in the country.

On the pages that follow you will find the top ten stations in the U.S. for each of seven major formats (again ranked on average share and on total cume).

Monday, Sunday, 6am-midnight, Metro, Total Average Persons 12+ Share. Total Cume Persons 12+.

The formats for which you will find the listing of top stations are:

- AOR
- Beautiful Music
- Black/Pop Rhythms
- Contemporary Hit Radio
- Country
- News/Talk
- Pop/Adult

The Top 25 Stations In The U.S.

Average Quarter Hour Shares

1	WWNC/Asheville (C)	39.2
2	WJBC/Bloomington, IL (PA)	37.0
3	KLUR/Wichita Falls (C)	32.1
4	KYYA/Billings (R)	30.2
5	KATI/Casper (R)	29.7
5	KTWO/Casper (PA)	29.7
7	KVOL/Lafayette (R)	29.0
8	KWWL/Waterloo (PA)	27.6
9	WBBQ-FM/Augusta (R)	27.2
9	KFAB/Omaha (PA)	27.2
11	WWVA/Wheeling (C)	27.1
12	WFBG/Altoona (R)	27.0
12	KVOC/Casper (C)	27.0
14	WMT/Cedar Rapids (PA)	26.5
15	WIKY-FM/Evansville (PA)	26.3
16	KMON/Great Falls (C)	26.1
16	KQDI/Great Falls (R)	26.1
18	WOWO/Ft. Wayne (PA)	26.0
19	KDKA/Pittsburgh (PA)	25.3
20	WTIC/Hartford (PA)	24.2
21	KOOK/Billings (R)	23.3
21	WCCK/Erie (R)	23.3
23	WQSM/Fayetteville (R)	23.2
24	KFGO/Fargo (C)	22.8
25	WGEE/Green Bay (C)	22.7

Cume Persons

1	WABC/New York (R)	2,509,200
2	WINS/New York (N)	2,507,000
3	WCBS/New York (N)	2,304,200
4	WNBC/New York (R)	2,258,200
5	WBLS/New York (B)	2,080,100
6	WKTU/New York (B)	2,028,500
5	WOR/New York (T)	1,831,100
8	WPLJ/New York (A)	1,478,500
9	WGN/Chicago (T)	1,416,100
10	KYW/Philadelphia (N)	1,327,300
11	WCBS-FM/New York (O)	1,321,300
12	WLS/Chicago (R)	1,315,800
13	WRFM/New York (BM)	1,267,800
14	WPAT-FM/New York (BM)	1,227,100
15	WBBM/Chicago (N)	1,155,700
16	KFWB/Los Angeles (N)	1,144,100
17	KNX/Los Angeles (N)	1,116,400
18	KABC/Los Angeles (T)	1,067,700
19	WMCA/New York (T)	1,044,800
20	WHN/New York (C)	1,036,800
21	WNEW/New York (PA)	1,033,100
22	KDKA/Pittsburgh (PA)	1,015,600
23	WJR/Detroit (PA)	1,004,900
24	WYNY/New York (PA)	972,300
25	WXLO/New York (R)	971,200

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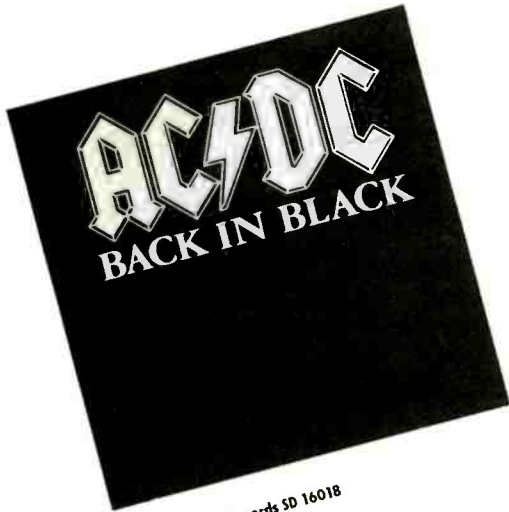
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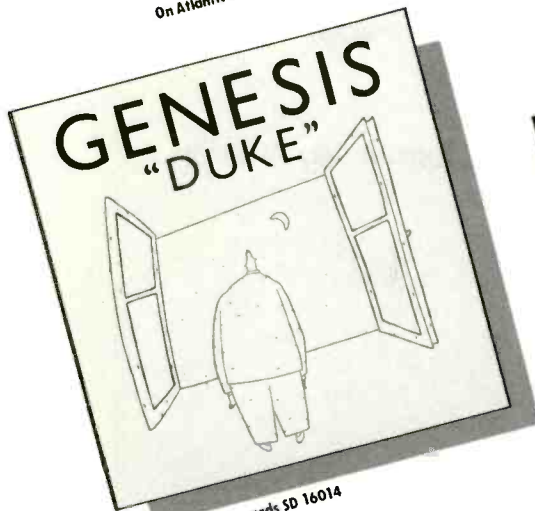
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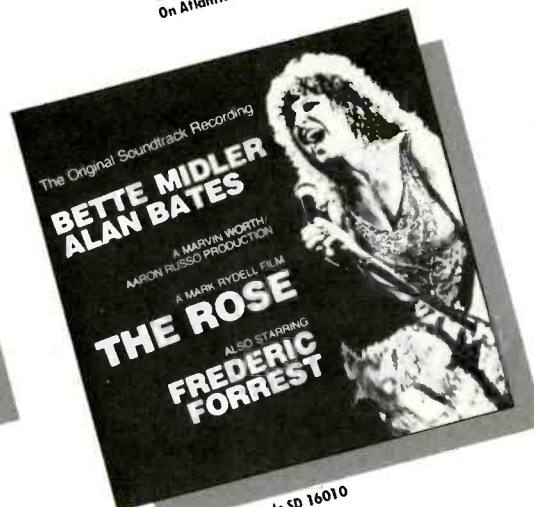
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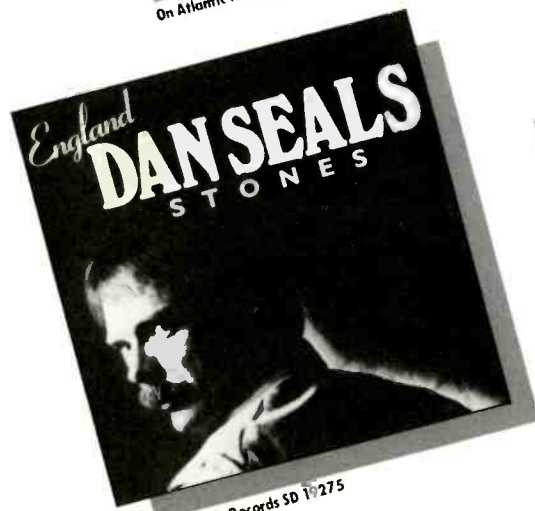
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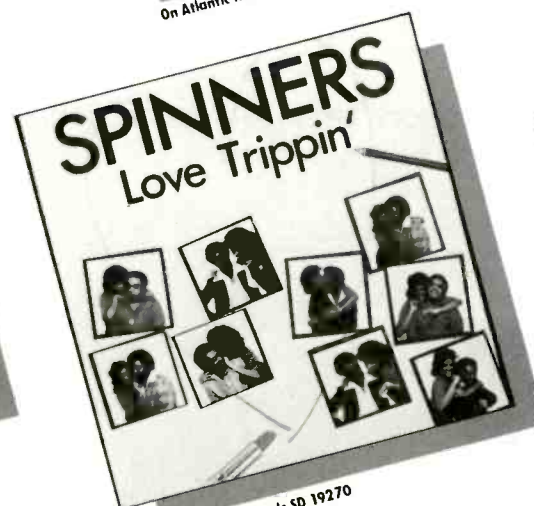
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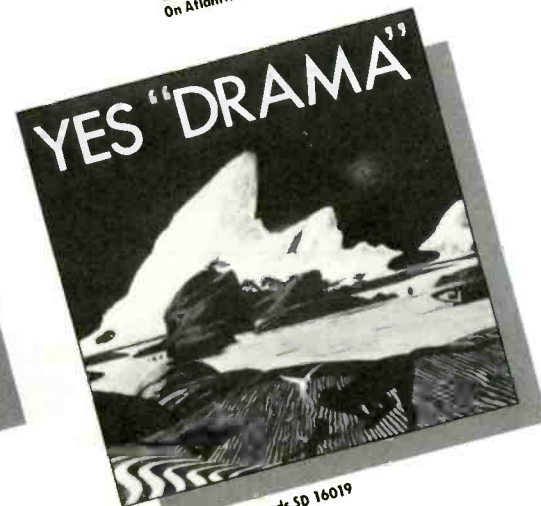
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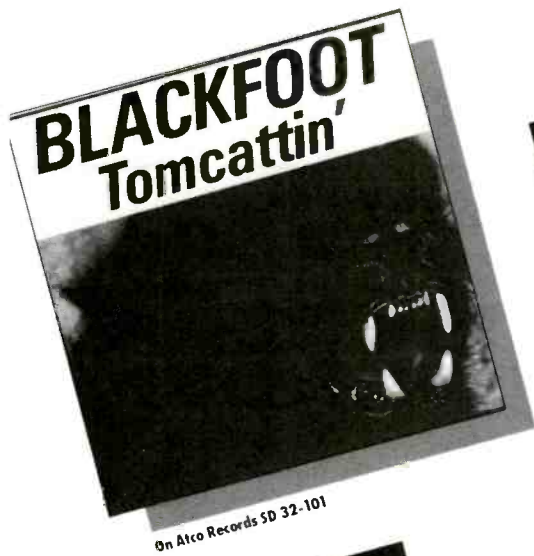
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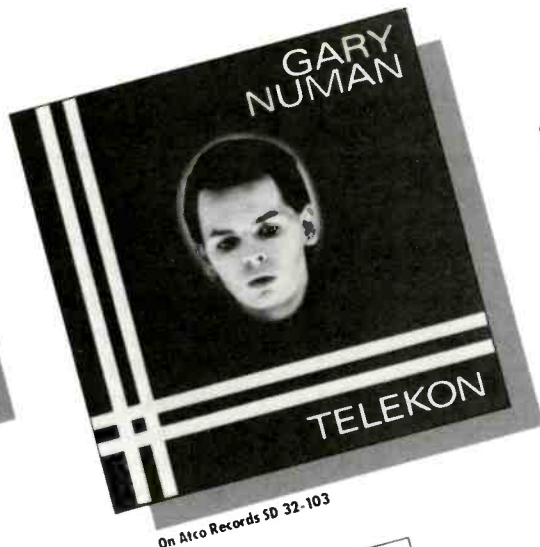
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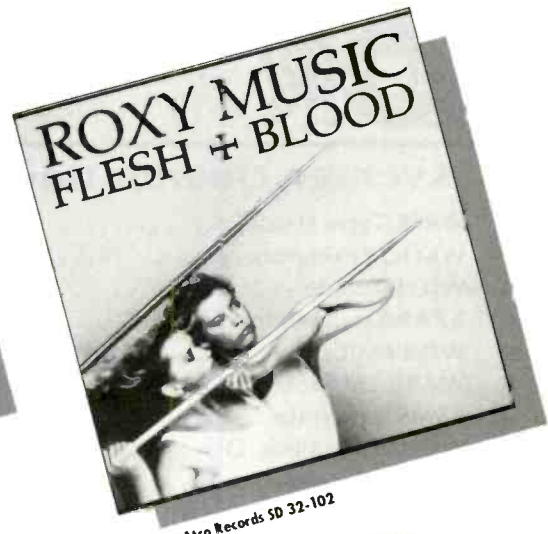
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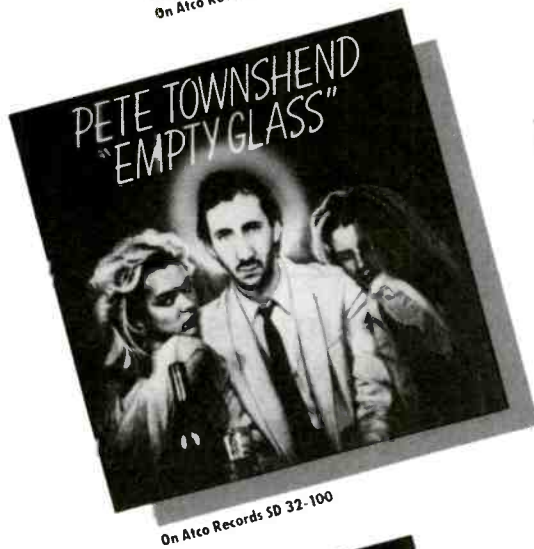
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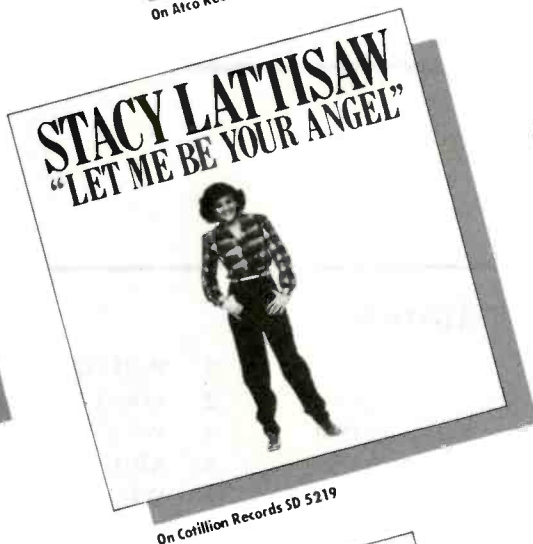
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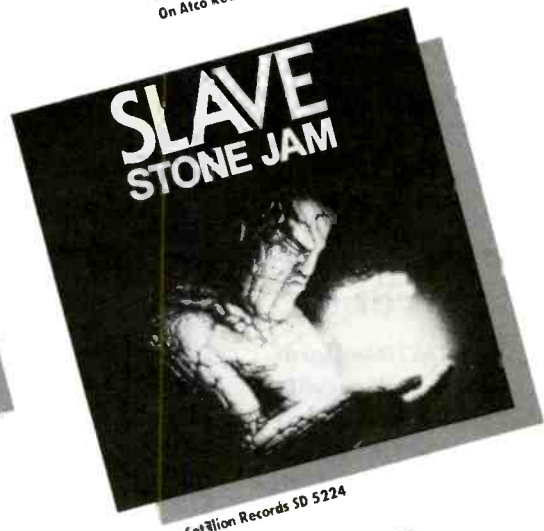
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On Atco Records SD 32-100



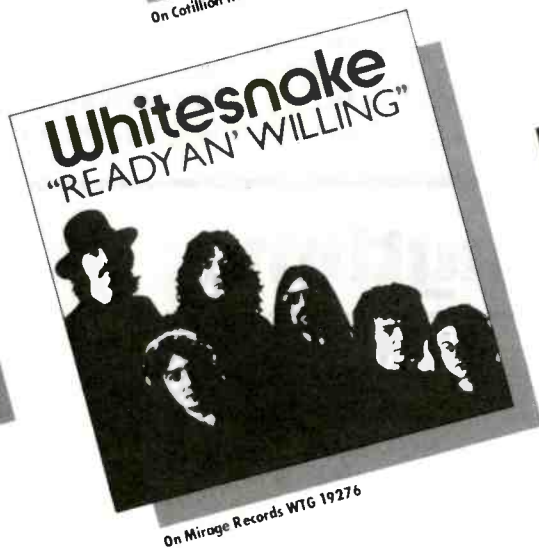
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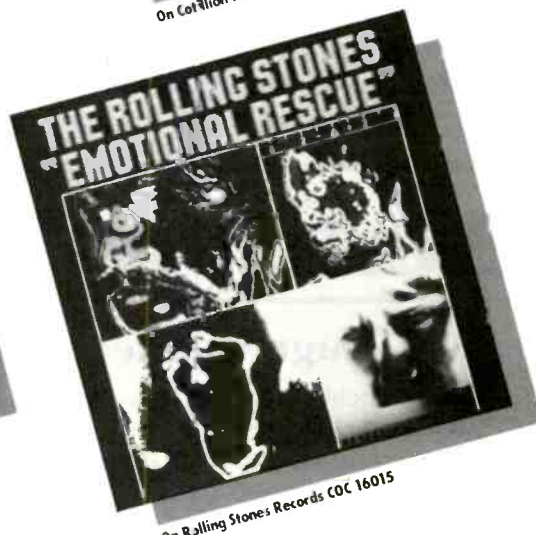
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FORMAT LEADERS



Average Quarter Hour Shares

1	WPFR/Terre Haute	18.2
2	WKQQ/Lexington	16.5
3	WIOT/Toledo	15.1
4	KZAP/Sacramento	14.6
5	WILS-FM/Lansing	14.4
6	WABB-FM/Mobile	13.3
7	KSMB/Lafayette	12.9
8	WLVQ/Columbus, OH	12.5
8	WAAF/Worcester	12.5
10	WAAL/Binghamton	12.4

Cume Estimates

1	WPLJ/New York	1,478,500
2	WNEW-FM/New York	937,500
3	KMET/Los Angeles	933,500
4	WLUP/Chicago	711,900
5	WRIF/Detroit	667,400
6	KLOS/Los Angeles	617,600
7	KNX-FM/Los Angeles	595,800
8	WMMR/Philadelphia	577,500
9	WNIC/Detroit	519,400
10	WWWW/Detroit	480,700



Average Quarter Hour Shares

1	KTMT/Medford	22.1
2	WEZK/Knoxville	19.9
3	WWLV/Daytona Beach	19.0
4	WQYT/Binghamton	17.4
5	WHIO-FM/Dayton	17.0
6	WEZV/Ft. Wayne	16.9
7	WLVU/Erie	16.8
8	WFPG/Atlantic City	16.2
8	WEZN/Bridgeport	16.2
10	WSRS/Worcester	16.0

Cume Estimates

1	WRFM/New York	1,267,800
2	WPAT-FM/New York	1,227,100
3	WPAT/New York	961,200
4	KBIG/Los Angeles	834,800
5	WLOO/Chicago	787,100
6	KJOL/Los Angeles	746,700
7	WLAK/Chicago	664,900
8	KOST/Los Angeles	535,300
9	WDVR/Philadelphia	517,000
10	WJIB/Boston	507,000

Black / Pop Rhythms

Average Quarter Hour Shares

1	WJJS/Lynchburg	22.2
2	WANM/Tallahassee	20.5
3	WJMI/Jackson	20.2
4	WOKS/Columbus, GA	15.6
5	WBOP/Pensacola	15.2
6	WWIL/Wilmington, NC	14.7
7	WIOC/Columbia, SC	14.6
7	WIDU/Fayetteville	14.6
9	WHRK/Memphis	12.6
10	WENN-FM/Birmingham	12.4

Cume Estimates

1	WBLS/New York	2,080,100
2	WKTU/New York	2,028,500
3	KUTE/Los Angeles	482,000
4	WBMX/Chicago	457,700
5	WDAS-FM/Philadelphia	426,700
6	WGCI/Chicago	404,600
7	KDAY/Los Angeles	391,700
8	KSOL/San Francisco	386,900
9	WCAU-FM/Philadelphia	381,700
10	KDIA/San Francisco	352,800

Gannett Radio. We're programmed for success.

Beautiful music in Tampa	WJYW-FM
Beautiful music in San Diego	KEZL-FM
Beautiful music in Detroit	WCZY-FM
Beautiful music in Cleveland	WDOK-FM
MOR in Cleveland	WWWE
Black programming in Chicago	WVON and WGCI-FM
News/Talk in San Diego	KSDO
All News in St. Louis	KSD
Adult contemporary music in St. Louis	KSD-FM
Contemporary music in Los Angeles	KIIS-FM
Religion in Los Angeles	KPRZ
Religion in Detroit	WLQV

In every market we're in, on every station we own, careful programming strategy is the key to our success. We're positioned uniquely. We're programmed better. It's part of what's made us one of the fastest growing groups of stations in the country.



GANNETT

**A WORLD OF DIFFERENT VOICES
WHERE FREEDOM SPEAKS**

CONTEMPORARY HIT RADIO

Average Quarter Hour Shares

1	KYYA/Billings	30.2
2	KATI/Casper	29.7
3	KVOL/Lafayette	29.0
4	WBBQ-FM/Augusta	27.2
5	WFBG/Altoona	27.0
6	KQDI/Great Falls	26.1
7	KOOK/Billings	23.3
7	WCCK/Erie	23.3
9	WQSM/Fayetteville	23.2
10	KWTO/Springfield, MO	22.4

Cume Estimates

1	WABC/New York	2,509,200
2	WNBC/New York	2,258,200
3	WLS/Chicago	1,315,800
4	WXLO/New York	971,200
5	WPIX/New York	826,800
6	KIIS-FM/Los Angeles	803,600
7	KRTH/Los Angeles	785,500
8	KFI/Los Angeles	784,200
9	KRLA/Los Angeles	730,600
10	KFRC/San Francisco	698,200

Country

Average Quarter Hour Shares

1	WWNC/Asheville	39.2
2	KLUR/Wichita Falls	32.1
3	WWVA/Wheeling	27.1
4	KVOC/Casper	27.0
5	KMON/Great Falls	26.1
6	KFGO/Fargo	22.8
7	WGEE/Green Bay	22.7
8	KIXZ/Amarillo	19.8
9	WIVK-FM/Knoxville	19.7
9	KVOO/Tulsa	19.7

Cume Estimates

1	WHN/New York	1,036,800
2	WMAQ/Chicago	848,400
3	KLAC/Los Angeles	782,800
4	WBAP/Dallas	454,500
5	KSCS-FM/Dallas	392,200
6	KIKK-FM/Houston	357,800
7	KNEW/San Francisco	333,200
8	WJEZ/Chicago	323,900
9	WCXI/Detroit	304,400
10	WDGY/Minneapolis	275,100

News/Talk

Average Quarter Hour Shares

1	KMOX/St. Louis	21.6
2	WHO/Des Moines	16.9
3	WBBW/Youngstown	14.2
4	WMBD/Peoria	13.9
5	WOMP/Wheeling	12.0
6	KYW/Philadelphia	11.4
7	WGN/Chicago	10.9
8	WIBX/Utica	10.7
9	KGO/San Francisco	9.0
10	KIRO/Seattle	8.9

Cume Estimates

1	WINS/New York	2,507,000
2	WCBS/New York	2,304,200
3	WOR/New York	1,831,100
4	WGN/Chicago	1,416,100
5	KYW/Philadelphia	1,327,300
6	WBBM/Chicago	1,155,700
7	KFWB/Los Angeles	1,144,100
8	KNX/Los Angeles	1,116,400
9	KABC/Los Angeles	1,067,700
10	WMCA/New York	1,044,800

P/A

Average Quarter Hour Shares

1	WJBC/Bloomington, IL	37.0
2	KTWO/Casper	29.7
3	KWWL/Waterloo	27.6
4	KFAB/Omaha	27.2
5	WMT/Cedar Rapids	26.5
6	WIKY-FM/Evansville	26.3
7	WOWO/Ft. Wayne	26.0
8	KDKA/Pittsburgh	25.3
9	WTIC/Hartford	24.2
10	WCCO/Minneapolis	22.5

Cume Estimates

1	WNEW/New York	1,033,100
2	KDKA/Pittsburgh	1,015,600
3	WJR/Detroit	1,004,900
4	WYNY/New York	972,300
5	WBZ/Boston	817,800
6	WCCO/Minneapolis	773,600
7	WHDH/Boston	737,200
8	WTFM/New York	695,400
9	KMPC/Los Angeles	689,200
10	WIP/Philadelphia	642,300

THINK OF EVERYTHING YOU REALLY NEED —

IN A MUSIC SELECTION SYSTEM

—think of

- an interactive or fully automated music selection using your exact policy, clock and playlist
- selection using 23 different tests according to your priorities
- hour and day part protection rules for sound code, artists, title and cut
- control and judgment all human, machine does all the work
- playlist control, useful management reports, demographics
- flexible, intelligently written, humane and friendly system
- basic system handles playlist of 2700, can be expanded to suit your needs
- both systems run on DEC 1103

—think of

Selector

IN A CALL-OUT SURVEY SYSTEM

—think of a system that

- generates random legitimate phone numbers
- helps you compose and keep up to 53 surveys of 50 queries and 200 respondents each, with up to 1000 titles for all the surveys, two artists and a classification code for each title, and 100 free-form multiple-choice questions
- keeps respondent files by name, age, sex, zip code and phone numbers
- does trend analysis, cross-tabs, histograms, top and bottom tested titles, confidence units, and some fancy question analyses

—think of **SAMPLER**

THINK OF RADIO COMPUTING SERVICES



Akron

METRO RANK

55

A/M '80 Market Overview

The April/May '80 Arbitron survey results in Akron were fairly stable. The perennial market leader, Pop/Adult **WAKR**, improved slightly to score its best book since O/N '78. Among other leading Akron stations, Beautiful Music **WAEZ** became the new runner-up in the metro, while Country **WSLR** slipped for the second straight report, and has lost several shares since the A/M '79 survey. Part of the reason for the **WSLR** decline in this sweep was a softness in the AM drive daypart, where a new personality was brought in. Increased familiarity with the new morning jock may help to reverse **WSLR**'s fortunes in upcoming surveys. **WSLR** spent less on outside advertising in this sweep than in the fall effort.

From an Arbitron performance perspective, this survey was apparently handled well. The metro in-tab was up 10% from the fall sweep, with no demo drastically underrepresented in the in-tab returns. With the Expanded Sample Frame technique due to be implemented in Akron in the upcoming Fall survey, it will be interesting to see what impact that has on the O/N '80 Arbitron estimates.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 5457

A/M '79	O/N '79	A/M '80
1 WAKR-AM	14.3	14.5
2 WMMS-FM	10.3	11.4
3 WSLR-AM	8.7	6.5
4 WGAR-AM	7.5	6.5
5 WWHM-FM	5.3	5.5
6 WAEZ-FM	5.2	5.3
7 WZZP-FM	4.7	5.2
8 WDBN-FM	4.3	5.0
9 WHLO-AM	3.4	4.2
10 WKDD-FM	3.0	4.2
11 WGCL-FM	2.9	4.2
12 WQAL-FM	2.9	3.2
13 WKNT-FM	2.6	2.6
14 WCUE-AM	2.1	2.0
15 WNYN-AM	1.8	2.0
16 WDMT-FM	1.5	1.8
17 WJW-AM	1.4	1.3
18 WHK-AM	1.3	1.1
19 WDOK-FM	1.3	1.0
20 WCLV-FM	1.2	1.0
21 WJW-AM	0.9	0.8
22 WKNT-AM	0.9	0.7
23 WHBC-FM	0.7	0.7
24 WOOS-FM	0.5	0.5
25 WERE-AM	0.5	0.5
26 WKSX-FM	0.5	0.5
27 WTOP-FM	0.5	0.5

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5457

A/M '79	O/N '79	A/M '80
1 WAKR-AM	122	121
2 WMMS-FM	88	95
3 WSLR-AM	74	54
4 WGAR-AM	64	54
5 WWHM-FM	45	46

M-F, 6-10am

1 WAKR-AM	WAKR-AM	WAKR-AM
2 WSLR-AM	WMMS-FM	WMMS-FM
3 WMMS-FM	WSLR-AM	WGAR-AM
4 WGAR-AM	WGAR-AM	WSLR-AM
5 WHLO-AM	WHLO-AM	WGCL-FM

M-F, 3-7pm

1 WAKR-AM	WMMS-FM	WAKR-AM
2 WMMS-FM	WAKR-AM	WMMS-FM
3 WGAR-AM	WAEZ-FM	WAEZ-FM
4 WSLR-AM	WGAR-AM	WSLR-AM
5 WAEZ-FM	WZZP-FM	WDBN-FM

Teens

M-S, 6am-Midnight
POP(00): 714

A/M '79	O/N '79	A/M '80
1 WMMS-FM	WGCL-FM	WGCL-FM
2 WZZP-FM	WZZP-FM	WMMS-FM
3 WGCL-FM	WWHM-FM	WZZP-FM

M-F, 6-10am

1 WGCL-FM	WGCL-FM	WGCL-FM
2 WZZP-FM	WZZP-FM	WMMS-FM
3 WMMS-FM	WWHM-FM	WZZP-FM

M-F, 3-7pm

1 WMMS-FM	WGCL-FM	WMMS-FM
2 WZZP-FM	WZZP-FM	WGCL-FM
3 WWHM-FM	WWHM-FM	WZZP-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2017

A/M '79	O/N '79	A/M '80
1 WMMS-FM	WMMS-FM	WMMS-FM
2 WGAR-AM	WGAR-AM	WAKR-AM
3 WWHM-FM	WKDD-FM	WKDD-FM
4 WKDD-FM	WZZP-FM	WGAR-AM
5 WZZP-FM	WWHM-FM	WGCL-FM

M-F, 6-10am

1 WMMS-FM	WMMS-FM	WMMS-FM
2 WGAR-AM	WGAR-AM	WAKR-AM
3 WAKR-AM	WAKR-AM	WGAR-AM
4 WSLR-AM	WKDD-FM	WKDD-FM
5 WWHM-FM	WGCL-FM	WDHT-FM

M-F, 3-7pm

1 WGAR-AM	WMMS-FM	WMMS-FM
2 WMMS-FM	WKDD-FM	WKDD-FM
3 WWHM-FM	WGAR-AM	WGAR-AM
4 WKDD-FM	WZZP-FM	WZZP-FM
5 WZZP-FM	WWHM-FM	WWHM-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 2521

A/M '79	O/N '79	A/M '80
1 WAKR-AM	WAKR-AM	WAKR-AM
2 WSLR-AM	WAEZ-FM	WAEZ-FM
3 WGAR-AM	WSLR-AM	WGAR-AM
4 WAEZ-FM	WGAR-AM	WSLR-AM
5 WMMS-FM	WMMS-FM	WMMS-FM

M-F, 6-10am

1 WAKR-AM	WAKR-AM	WAKR-AM
2 WSLR-AM	WSLR-AM	WGAR-AM
3 WGAR-AM	WGAR-AM	WSLR-AM
4 WMMS-FM	WDBN-FM	WAEZ-FM
5 WAEZ-FM	WMMS-FM	WKNT-FM

M-F, 3-7pm

1 WSLR-AM	WAEZ-FM	WAKR-AM
2 WGAR-AM	WMMS-FM	WGAR-AM
3 WAEZ-FM	WKDD-FM	WSLR-AM
4 WAKR-AM	WGAR-AM	WAEZ-FM
5 WMMS-FM	WAKR-AM	WMMS-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5457

A/M '79	O/N '79	A/M '80
1 WAKR-AM	1802	1917
2 WMMS-FM	1205	1114
3 WGAR-AM	1046	1108
4 WSLR-AM	954	927
5 WWHM-FM	948	805

M-F, 6-10am

1 WAKR-AM	WAKR-AM	WAKR-AM
2 WMMS-FM	WGAR-AM	WMMS-FM
3 WGAR-AM	WMMS-FM	WGAR-AM
4 WSLR-AM	WSLR-AM	WGCL-FM
5 WWHM-FM	WGCL-FM	WSLR-AM

M-F, 3-7pm

1 WAKR-AM	WAKR-AM	WAKR-AM
2 WMMS-FM	WMMS-FM	WMMS-FM
3 WWHM-FM	WGAR-AM	WGCL-FM
4 WGAR-AM	WZZP-FM	WGAR-AM
5 WSLR-AM	WGCL-FM	WSLR-AM

Teens

M-S, 6am-Midnight
POP(00): 714

A/M '79	O/N '79	A/M '80
1 WWHM-FM	WZZP-FM	WGCL-FM
2 WZZP-FM	WGCL-FM	WMMS-FM
3 WMMS-FM	WWHM-FM	WZZP-FM

M-F, 6-10am

1 WWHM-FM	WGCL-FM	WGCL-FM
2 WZZP-FM	WZZP-FM	WZZP-FM
3 WMMS-FM	WWHM-FM	WMMS-FM

M-F, 3-7pm

1 WWHM-FM	WZZP-FM	WGCL-FM
2 WZZP-FM	WGCL-FM	WMMS-FM
3 WMMS-FM	WWHM-FM	WZZP-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2017

A/M '79	O/N '79	A/M '80
1 WMMS-FM	WMMS-FM	WMMS-FM
2 WGAR-AM	WGAR-AM	WAKR-AM
3 WWHM-FM	WKDD-FM	WGAR-AM
4 WAKR-AM	WAKR-AM	WZZP-FM
5 WKDD-FM	WZZP-FM	WGCL-FM

M-F, 6-10am

1 WMMS-FM	WMMS-FM	WMMS-FM
2 WGAR-AM	WGAR-AM	WGAR-AM
3 WWHM-FM	WAKR-AM	WAKR-AM
4 WAKR-AM	WKDD-FM	WKDD-FM
5 WZZP-FM	WWHM-FM	WGCL-FM

M-F, 3-7pm

1 WMMS-FM	WMMS-FM	WMMS-FM
2 WWHM-FM	WGAR-AM	WGAR-AM
3 WGAR-AM	WWHM-FM	WAKR-AM
4 WKDD-FM	WZZP-FM	WWHM-FM
5 WZZP-FM	WKDD-FM	WZZP-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 2521

A/M '79	O/N '79	A/M '80
1 WAKR-AM	WAKR-AM	WAKR-AM
2 WSLR-AM	WGAR-AM	WGAR-AM
3 WGAR-AM	WSLR-AM	WSLR-AM
4 WAEZ-FM	WAEZ-FM	WMMS-FM
5 WMMS-FM	WGCL-FM	WAEZ-FM

M-F, 6-10am

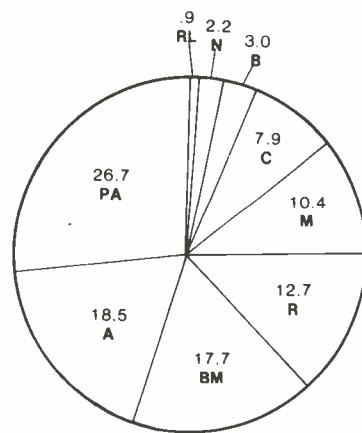
1 WAKR-AM	WAKR-AM	WAKR-AM
2 WSLR-AM	WGAR-AM	WGAR-AM
3 WGAR-AM	WSLR-AM	WSLR-AM
4 WAEZ-FM	WAEZ-FM	WMMS-FM
5 WMMS-FM	WMMS-FM	WAEZ-FM

M-F, 3-7pm

1 WAKR-AM	WGAR-AM	WAKR-AM
2 WSLR-AM	WAKR-AM	WGAR-AM
3 WGAR-AM	WAEZ-FM	WSLR-AM
4 WAEZ-FM	WSLR-AM	WMMS-FM
5 WMMS-FM	WMMS-FM	WAEZ-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Albany-Schnectady -Troy

METRO RANK

48

A/M '80 Market Overview

Reversing a two-book trend, the metro in-tab increased substantially in the A/M '80 results from Arbitron, with a 30% increase compared to the Fall returns. The likely reason for this surge was the implementation of ESF for the first time in this market. To guard against a severe diary shortfall owing to the use of a new survey technique, Arbitron will sometimes oversample a metro, accounting for the jump in diaries. As a result, the data in this report is likely to be more stable than the numbers from the two previous ratings books.

Arbitron got back 25% of the metro in-tab from ESF homes. However, unlike other markets where there seemed to be a substantial adjustment among some stations due to the use of ESF, the numbers in Albany were fairly stable. Indeed, the format that fared the best (P/A) increased its share of the metro's listening by 25%, a result not often seen in markets when ESF is first used.

Among specific stations, WGY enjoyed its best book in recent years. Female numbers for the station showed an especially strong rise, gaining about 15% overall. WGY owned about 22% of the 25-54 market in the Albany metro. The station relied exclusively on TV advertising (as it did in the Fall book), while on-air excitement was generated through the use of the "Name Game" and oldies weekends.

Top 40 station WFLY also showed well. The station earned almost 19% of the 18-34 audience in this book, leading that key demo. Outside advertising consisted of a TV campaign, while on-air, WFLY gave away \$100 bills to listeners.

Beautiful Music station WROW-FM prospered this sweep. A change of music syndicators may have helped, as the station switched in February from Bonneville to Schulke. WROW-FM mounted a more pervasive outside ad campaign, using the Patrick O'Neal spot with print support.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 6607

A/M '79	O/N '79	A/M '80
1 WGY -AM	18.2	17.9
2 WROW-AM	12.8	11.1
3 WTRY-AM	10.3	8.9
4 WFLY-FM	7.0	8.4
5 WQBK-AM	6.7	7.4
6 WPTR-AM	5.1	5.9
7 WCFM-FM	5.1	5.2
8 WQBK-FM	4.5	4.8
9 WWSR-FM	4.1	4.7
10 WROW-FM	2.8	4.1
11 WGNB-FM	2.4	3.3
12 WDOM-FM	2.0	2.5
13 WOKO-AM	2.0	2.0
14 WHRL-FM	1.6	1.5
15 WHAZ-AM	1.1	1.2
16 WABY-AM	1.1	0.7
17 WCSS-AM	0.7	0.7
18 WWD-AM	0.6	0.6
19 WWS-AM	0.4	0.4
20 WYLR-FM	0.2	
21 WIZR-FM	0.2	
22 WIZR-AM	0.2	

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6607

A/M '79	O/N '79	A/M '80
1 WGY -AM	178	193
2 WROW-AM	125	119
3 WTRY-AM	101	96
4 WFLY-FM	69	90
5 WQBK-AM	66	80

M-F, 6-10am

1 WGY -AM	WGY -AM	WGY -AM
2 WROW-AM	WROW-AM	WROW-AM
3 WTRY-AM	WTRY-AM	WTRY-AM
4 WQBK-AM	WQBK-AM	WFLY-FM
5 WFLY-FM	WFLY-FM	WQBK-AM

M-F, 3-7pm

1 WGY -AM	WGY -AM	WGY -AM
2 WROW-AM	WROW-AM	WFLY-FM
3 WTRY-AM	WFLY-FM	WROW-AM
4 WFLY-FM	WQBK-AM	WROW-FM
5 WQBK-AM	WTRY-AM	WTRY-AM

Teens
M-S, 6am-Midnight
POP(00): 834

A/M '79	O/N '79	A/M '80
1 WTRY-AM	WFLY-FM	WFLY-FM
2 WFLY-FM	WTRY-AM	WTRY-AM
3 WGY -AM	WPTR-AM	WCFM-FM

M-F, 6-10am

1 WTRY-AM	WFLY-FM	WFLY-FM
2 WFLY-FM	WTRY-AM	WTRY-AM
3 WGY -AM	WGY -AM	WCFM-FM

M-F, 3-7pm

1 WTRY-AM	WFLY-FM	WFLY-FM
2 WFLY-FM	WTRY-AM	WTRY-AM
3 WGY -AM	WYLR-FM	WCFM-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2178

A/M '79	O/N '79	A/M '80
1 WTRY-AM	WFLY-FM	WFLY-FM
2 WFLY-FM	WCFM-FM	WGY -AM
3 WQBK-FM	WTRY-AM	WQBK-FM
4 WCFM-FM	WGY -AM	WTRY-AM
5 WPTR-AM	WPTR-AM	WPTR-AM

M-F, 6-10am

1 WTRY-AM	WGY -AM	WGY -AM
2 WGY -AM	WFLY-FM	WFLY-FM
3 WCFM-FM	WTRY-AM	WTRY-AM
4 WFLY-FM	WCFM-FM	WQBK-FM
5 WPTR-AM	WPTR-AM	WPTR-AM

M-F, 3-7pm

1 WFLY-FM	WFLY-FM	WFLY-FM
2 WTRY-AM	WTRY-AM	WQBK-FM
3 WPTR-AM	WCFM-FM	WTRY-AM
4 WCFM-FM	WQBK-FM	WGY -AM
5 WQBK-FM	WDOM-FM	WPTR-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 2861

A/M '79	O/N '79	A/M '80
1 WGY -AM	WGY -AM	WGY -AM
2 WROW-AM	WROW-AM	WROW-AM
3 WTRY-AM	WTRY-AM	WGNB-FM
4 WPTR-AM	WPTR-AM	WROW-FM
5 WCFM-FM	WFLY-FM	WTRY-AM

M-F, 6-10am

1 WGY -AM	WGY -AM	WGY -AM
2 WROW-AM	WROW-AM	WROW-AM
3 WTRY-AM	WTRY-AM	WTRY-AM
4 WPTR-AM	WPTR-AM	WPTR-AM
5 WROW-FM	WWSR-FM	WQBK-AM

M-F, 3-7pm

1 WGY -AM	WGY -AM	WGY -AM
2 WROW-AM	WROW-AM	WROW-AM
3 WTRY-AM	WFLY-FM	WROW-FM
4 WPTR-AM	WTRY-AM	WGNB-FM
5 WFLY-FM	WWSR-FM	WWSR-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6607

A/M '79	O/N '79	A/M '80
1 WGY -AM	2599	2661
2 WTRY-AM	1900	1802
3 WROW-AM	1652	1666
4 WPTR-AM	1465	1474
5 WFLY-FM	1246	1445

M-F, 6-10am

1 WGY -AM	WGY -AM	WGY -AM
2 WTRY-AM	WROW-AM	WTRY-AM
3 WROW-AM	WTRY-AM	WROW-AM
4 WPTR-AM	WFLY-FM	WFLY-FM
5 WFLY-FM	WPTR-AM	WPTR-AM

M-F, 3-7pm

1 WGY -AM	WGY -AM	WGY -AM
2 WROW-AM	WROW-AM	WFLY-FM
3 WTRY-AM	WTRY-AM	WTRY-AM
4 WFLY-FM	WFLY-FM	WROW-AM
5 WPTR-AM	WPTR-AM	WPTR-AM

Teens
M-S, 6am-Midnight
POP(00): 834

A/M '79	O/N '79	A/M '80
1 WTRY-AM	WFLY-FM	WFLY-FM
2 WFLY-FM	WTRY-AM	WTRY-AM
3 WPTR-AM	WPTR-AM	WCFM-FM

M-F, 6-10am

1 WTRY-AM	WFLY-FM	WFLY-FM
2 WFLY-FM	WTRY-AM	WTRY-AM
3 WGY -AM	WPTR-AM	WCFM-FM

M-F, 3-7pm

1 WFLY-FM	WFLY-FM	WFLY-FM
2 WTRY-AM	WTRY-AM	WTRY-AM
3 WPTR-AM	WCFM-FM	WCFM-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 2178

A/M '79	O/N '79	A/M '80
1 WTRY-AM	WTRY-AM	WFLY-FM
2 WPTR-AM	WPTR-AM	WTRY-AM
3 WCFM-FM	WFLY-FM	WGY -AM
4 WFLY-FM	WCFM-FM	WCFM-FM
5 WGY -AM	WGY -AM	WPTR-AM

M-F, 6-10am

1 WTRY-AM	WTRY-AM	WTRY-AM
2 WPTR-AM	WPTR-AM	WFLY-FM
3 WGY -AM	WGY -AM	WGY -AM
4 WCFM-FM	WFLY-FM	WPTR-AM
5 WFLY-FM	WCFM-FM	WCFM-FM

M-F, 3-7pm

1 WTRY-AM	WTRY-AM	WFLY-FM
2 WPTR-AM	WFLY-FM	WTRY-AM
3 WFLY-FM	WPTR-AM	WPTR-AM
4 WCFM-FM	WCFM-FM	WCFM-FM
5 WQBK-FM	WGY -AM	WGY -AM

Adults 25-54 M-S, 6am-Midnight POP(00): 2861

A/M '79	O/N '79	A/M '80
1 WGY -AM	WGY -AM	WGY -AM
2 WTRY-AM	WTRY-AM	WROW-AM
3 WROW-AM	WTRY-AM	WTRY-AM
4 WPTR-AM	WROW-AM	WPTR-AM
5 WCFM-FM	WFLY-FM	WFLY-FM

M-F, 6-10am

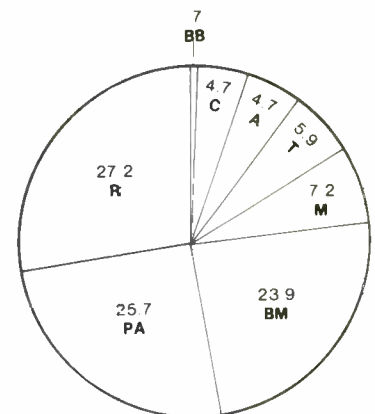
1 WGY -AM	WGY -AM	WGY -AM
2 WROW-AM	WTRY-AM	WROW-AM
3 WTRY-AM	WROW-AM	WTRY-AM
4 WPTR-AM	WPTR-AM	WPTR-AM
5 WROW-FM	WFLY-FM	WFLY-FM

M-F, 3-7pm

1 WGY -AM	WGY -AM	WGY -AM
2 WROW-AM	WTRY-AM	WROW-AM
3 WTRY-AM	WROW-AM	WTRY-AM
4 WPTR-AM	WPTR-AM	WPTR-AM
5 WFLY-FM	WFLY-FM	WROW-FM

Format Penetration Chart

Based On Total Persons 12+ +
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Albuquerque

METRO RANK 85

A/M '80 Market Overview

A much heavier diary return in the metro, plus an increased showing on the part of the Beautiful Music leader in town, highlighted the Spring Albuquerque report.

In this book, the amount of in-tab diaries increased almost 25% compared to last spring. The additional 100 diaries mean more stable estimates for the Albuquerque area.

BM leader, KKJY, with the lure of the Patrick O'Neal TV spot, was able to add to its double digit share 12+ and become the new leader in the market. The Schulke-formatted station enjoyed worthwhile gains among its female audience, enabling it to tie KOB for the lead among adults 25-54, and dominate among adults 35+. With the growth of KKJY, Beautiful Music's share of the overall listening in Albuquerque has grown 62% since last spring.

Top 40's share of the market has slipped 23% since last spring, but KZZX was an exception in the latest book. Substantial gains among young adult males accounted largely for the station trying for the lead in men 18-34, as well as ranking second among adults 18-34. Biggest improvements came in morning drive and midday, partially due perhaps to a new morning man who began about one month prior to the sweep. Musically, KZZX went more "Top 40" in this book, hoping to fill a perceived void in the market. External advertising consisted of TV and outdoor boards.

M-F, 3-7pm

1 KAMX-AM	KFMG-FM	KFMG-FM
2 KRKE-AM	KRST-FM	KZZX-FM
3 KZZX-FM	KQEO-AM	KAMX-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1330

A/M '79	O/N '79	A/M '80
1 KRST-FM	KFMG-FM	KFMG-FM
2 KZZX-FM	KRST-FM	KZZX-FM
3 KFMG-FM	KOB-AM	KOB-FM
4 KOB-AM	KOB-FM	KOB-AM
5 KRKE-AM	KZZX-FM	KRST-FM

M-F, 6-10am

1 KOB-AM	KFMG-FM	KOB-AM
2 KZZX-FM	KOB-AM	KZZX-FM
3 KRZY-AM	KRST-FM	KOB-FM
4 KRKE-AM	KABQ-AM	KRKE-FM
5 KRST-FM	KRKE-AM	KFMG-FM

M-F, 3-7pm

1 KRST-FM	KFMG-FM	KZZX-FM
2 KFMG-FM	KRST-FM	KOB-AM
3 KRKE-AM	KZZX-FM	KOB-FM
4 KZZX-FM	KQEO-AM	KRKE-FM
5 KOB-AM	KOB-FM	KRST-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1641

A/M '79	O/N '79	A/M '80
1 KOB-AM	KOB-AM	KKJY-FM
2 KRZY-AM	KRZY-AM	KOB-AM
3 KKJY-FM	KRZY-AM	KRZY-AM
4 KABQ-AM	KKJY-FM	KOB-FM
5 KOB-FM	KOB-FM	KFMG-FM

M-F, 6-10am

1 KOB-AM	KOB-AM	KOB-AM
2 KRZY-AM	KABQ-AM	KRZY-AM
3 KABQ-AM	KRZY-AM	KKJY-FM
4 KKJY-FM	KKJY-FM	KOB-FM
5 KRKE-FM	KOB-FM	KABQ-AM

M-F, 3-7pm

1 KOB-AM	KABQ-AM	KKJY-FM
2 KRZY-AM	KKJY-FM	KOB-AM
3 KOB-FM	KOB-AM	KOB-FM
4 KABQ-AM	KRZY-AM	KRZY-AM
5 KKJY-FM	KOB-FM	KFMG-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3417

A/M '79	O/N '79	A/M '80
1 KOB-AM	978	KOB-AM
2 KRKE-AM	680	KRKE-AM
3 KRZY-AM	665	KRZY-AM
4 KZZX-FM	527	KKJY-FM
5 KOEO-AM	458	KQEO-AM

M-F, 6-10am

1 KOB-AM	KOB-AM	KOB-AM
2 KRZY-AM	KFMG-FM	KRZY-AM
3 KRKE-AM	KRZY-AM	KKJY-FM
4 KZZX-FM	KRKE-AM	KFMG-FM
5 KQEO-AM	KKJY-FM	KABQ-AM

M-F, 3-7pm

1 KOB-AM	KOB-AM	KOB-AM
2 KRKE-AM	KRZY-AM	KKJY-FM
3 KRZY-AM	KRKE-AM	KRZY-AM
4 KKJY-FM	KFMG-FM	KFMG-FM
5 KRST-FM	KKJY-FM	KZZX-FM

Teens
M-S, 6am-Midnight
POP(00): 483

A/M '79	O/N '79	A/M '80
1 KRKE-AM	KRKE-AM	KAMX-AM
2 KQEO-AM	KAMX-AM	KFMG-FM
3 KZZX-FM	KFMG-FM	KRKE-FM

M-F, 6-10am

1 KRKE-AM	KRKE-AM	KAMX-AM
2 KQEO-AM	KQEO-AM	KFMG-FM
3 KAMX-AM	KFMG-FM	KRKE-FM

M-F, 3-7pm

1 KRKE-AM	KAMX-AM	KAMX-AM
2 KAMX-AM	KRKE-AM	KFMG-FM
3 KQEO-AM	KFMG-FM	KRKE-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1330

A/M '79	O/N '79	A/M '80
1 KOB-AM	KFMG-FM	KFMG-FM
2 KRKE-AM	KOB-AM	KOB-AM
3 KRKE-FM	KRKE-AM	KZZX-FM
4 KRST-FM	KQEO-AM	KRST-FM
5 KZZX-FM	KRST-FM	KQEO-AM

M-F, 6-10am

1 KOB-AM	KFMG-FM	KOB-AM
2 KZZX-FM	KOB-AM	KZZX-FM
3 KRKE-AM	KRKE-AM	KFMG-FM
4 KRST-FM	KQEO-AM	KRKE-FM
5 KRZY-AM	KRST-FM	KQEO-AM

M-F, 3-7pm

1 KRST-FM	KFMG-FM	KOB-AM
2 KRKE-AM	KRKE-AM	KZZX-FM
3 KZZX-FM	KOB-AM	KRST-FM
4 KRKE-FM	KQEO-AM	KFMG-FM
5 KOB-AM	KRST-FM	KRKE-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1641

A/M '79	O/N '79	A/M '80
1 KOB-AM	KOB-AM	KOB-AM
2 KRZY-AM	KRZY-AM	KKJY-FM
3 KOB-FM	KOB-FM	KFMG-FM
4 KKJY-FM	KKJY-FM	KRZY-AM
5 KRKE-AM	KRKE-AM	KOB-FM

M-F, 6-10am

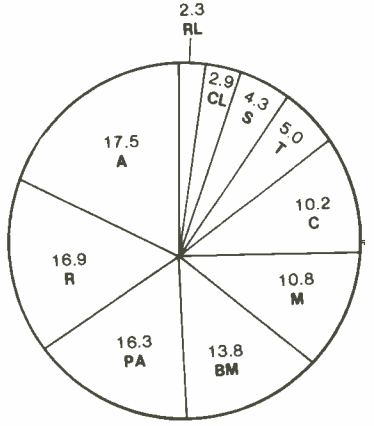
1 KOB-AM	KOB-AM	KOB-AM
2 KRZY-AM	KRZY-AM	KRZY-AM
3 KKJY-FM	KOB-FM	KKJY-FM
4 KRKE-AM	KABQ-AM	KQEO-AM
5 KZZX-FM	KKJY-FM	KABQ-AM

M-F, 3-7pm

1 KOB-AM	KOB-AM	KOB-AM
2 KRZY-AM	KRZY-AM	KKJY-FM
3 KOB-FM	KABQ-AM	KRZY-AM
4 KRKE-AM	KKJY-FM	KQEO-AM
5 KKJY-FM	KRKE-AM	KRKE-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 3417

A/M '79	O/N '79	A/M '80
1 KOB-AM	11.2	KOB-AM
2 KRZY-AM	8.1	KKJY-FM
3 KRST-FM	7.3	KFMG-FM
4 KZIA-AM	7.1	KABQ-AM
5 KKJY-FM	6.6	KRZY-AM
6 KZZX-FM	6.2	KRST-FM
7 KABQ-AM	6.0	KZIA-AM
8 KRKE-AM	5.8	KOB-FM
9 KAMX-AM	4.8	KQEO-AM
10 KOB-FM	4.6	KZZX-FM
11 KFMG-FM	4.4	KRKE-AM
12 KRKE-FM	4.2	KAMX-AM
13 KQEO-AM	4.0	KRKE-FM
14 KUFF-AM	2.3	KHFM-FM
15 KKIM-AM	1.7	KKJY-AM
16 KKJY-AM	1.7	KDAZ-AM
17 KHFM-FM	1.5	KKIM-AM
18		KDQQ-AM

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3417

A/M '79	O/N '79	A/M '80
1 KOB-AM	58	KOB-AM
2 KRZY-AM	42	KKJY-FM
3 KRST-FM	38	KFMG-FM
4 KZIA-AM	37	KABQ-AM
5 KKJY-FM	34	KRZY-AM

M-F, 6-10am

1 KOB-AM	KOB-AM	KOB-AM
2 KRZY-AM	KFMG-FM	KKJY-FM
3 KABQ-AM	KRZY-AM	KRZY-AM
4 KZIA-AM	KKJY-FM	KOB-FM
5 KRKE-AM	KABQ-AM	KABQ-AM

M-F, 3-7pm

1 KOB-AM	KKJY-FM	KKJY-FM
2 KRST-FM	KZIA-AM	KOB-AM
3 KKJY-FM	KABQ-AM	KRZY-AM
4 KZIA-AM	KOB-AM	KFMG-FM
5 KRKE-AM	KFMG-FM	KZZX-FM

Teens
M-S, 6am-Midnight
POP(00): 483

A/M '79	O/N '79	A/M '80
1 KRKE-AM	KFMG-FM	KAMX-AM
2 KZZX-FM	KRST-FM	KFMG-FM
3 KAMX-AM	KRKE-AM	KRKE-FM

M-F, 6-10am

1 KRKE-AM	KRKE-AM	KFMG-FM
2 KAMX-AM	KQEO-AM	KAMX-AM
3 KZZX-FM	KFMG-FM	KZZX-FM

Allentown-Bethlehem-Easton

METRO RANK **56**

A/M '80 Market Overview

Beautiful Music has become the leading format in the Allentown area according to Arbitron's results. Compared to last spring, BM's share of the total listening was up 44%. Some of this increase may be attributed to the increased in-tab for older demos in the A/M '80 report; overall in-tab was up 32% compared to last year's A/M sweep, with most of the gains coming among older skewing demos. The market leader remains WQQQ, with BM competitor WFMZ showing a sizable jump in this book. WFMZ, using the TM format, and advertising in newspaper and on TV, registered substantial gains in every major daypart. The station cut its news and spot load during the survey.

Pop/Adult WLEV enjoyed healthy numbers in this report, tying WQQQ for second among adults 25-54, behind Country station WKKW, and reclaiming the 18-34 lead. WLEV used an ad campaign that included newspaper and busboards, with some TV spots, and offered listeners a chance to win a trip to anywhere in the world.

At the younger end of the demographic spectrum, Top 40 WAEB showed positive signs this sweep, while AOR leader WZZO slipped. WAEB was successful in attracting more female listeners but did no outside advertising this sweep. Instead, the station concentrated on-air, with activities like a "Psychethon," which featured a psychic on-air, answering calls from listeners for 24 hours, and an oldies show on the weekends. The air staff has remained consistent also, helping the station to score number two among adults 18-34.

WZZO's air staff situation changed drastically just before the survey began. There was a complete housecleaning, including the PD and all jocks, so the WZZO audience may have been somewhat affected. WZZO lost much of its female audience figures but remains tops among men 18-34.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 5333

A/M '79	ON '79	A/M '80
1 WLEV-FM 9.9	WZZO-FM 12.4	WQQQ-FM (TM) 12.5
2 WKKW-FM 9.0	WQQQ-FM 12.1	WLEV-FM (PA) 11.7
3 WZZO-FM 8.5	WKKW-FM 10.8	WAEB-AM (R) 9.8
4 WEST-AM 8.4	WAEB-AM 8.2	WKKW-FM (C) 9.1
5 WAEB-AM 8.2	WLEV-FM 7.0	WZZO-FM (A) 8.1
6 WQQQ-FM 8.1	WFMZ-FM 4.8	WFMZ-FM (TM) 7.7
7 WKAP-AM 6.1	WEST-AM 4.5	WEST-AM (PA) 4.6
8 WFMZ-FM 3.9	WEEX-AM 3.6	WEEX-AM (R) 3.1
9 WEEX-AM 3.8	KYW -AM 3.4	WHOL-AM (C) 3.1
10 WSAN-AM 3.7	WKAP-AM 2.7	WKAP-AM (R) 3.0
11 WWSR-FM 3.1	WSAN-AM 2.7	WWSR-FM (TM) 1.6
12 WGPA-AM 1.4	WWSR-FM 2.7	WGPA-AM (PA) 1.3
13 WHOL-AM 1.4	WLSR-AM 2.7	WLSR-AM (PA) 1.1
14	WYNS-AM 1.3	WYNS-AM (PA) 1.0
15	WOR -AM 1.2	WBOY-FM (RL) 0.7
16	WBYO-FM 1.2	WSAN-AM (A) 0.6
17	WABC-AM 1.1	
18	WYSP-FM 1.1	
19	WROL-AM 1.0	
20	WMGK-FM 0.7	
21	WIFI-FM 0.7	
22	WCRV-AM 0.7	
23	WGPA-AM 0.7	
24	WFMV-FM 0.7	
25	WUSL-FM 0.6	
26	WRNJ-AM 0.6	
27	WCAU-AM 0.6	
28	WVCD-FM 0.4	

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5333

A/M '79	ON '79	A/M '80
1 WLEV-FM 93	WZZO-FM 101	WQQQ-FM 112
2 WKKW-FM 85	WQQQ-FM 99	WLEV-FM 105
3 WZZO-FM 80	WKKW-FM 88	WAEB-AM 88
4 WEST-AM 79	WAEB-AM 67	WKKW-FM 82
5 WAEB-AM 77	WLEV-FM 57	WZZO-FM 73

M-F, 6-10am

1 WEST-AM	WKKW-FM	WAEB-AM
2 WAEB-AM	WAE B-AM	WQQQ-FM
3 WKKW-FM	WQQQ-FM	WLEV-FM
4 WLEV-FM	WZZO-FM	WKKW-FM
5 WQQQ-FM	WFMZ-FM	WFMZ-FM

M-F, 3-7pm

1 WLEV-FM	WQQQ-FM	WLEV-FM
2 WKKW-FM	WZZO-FM	WQQQ-FM
3 WAEB-AM	WKKW-FM	WKKW-FM
4 WZZO-FM	WAEB-AM	WAEB-AM
5 WKAP-AM	WLEV-FM	WZZO-FM

Teens
M-S, 6am-Midnight
POP(00): 617

A/M '79	ON '79	A/M '80
1 WAEB-AM	WZZO-FM	WZZO-FM
2 WZZO-FM	WAEB-AM	WLEV-FM
3 WKAP-AM	WYSP-FM	WAEB-AM

M-F, 6-10am

1 WAEB-AM	WAEB-AM	WAEB-AM
2 WZZO-FM	WZZO-FM	WZZO-FM
3 WKAP-AM	WEEX-AM	WLEV-FM

M-F, 3-7pm

1 WZZO-FM	WZZO-FM	WZZO-FM
2 WAEB-AM	WAEB-AM	WLEV-FM
3 WKAP-AM	WYSP-FM	WAEB-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1660

A/M '79	ON '79	A/M '80
1 WLEV-FM	WZZO-FM	WLEV-FM
2 WZZO-FM	WKKW-FM	WAEB-AM
3 WAEB-AM	WLEV-FM	WZZO-FM
4 WKAP-AM	WAEB-AM	WKKW-FM
5 WKKW-FM	WSAN-AM	WQQQ-FM

M-F, 6-10am

1 WLEV-FM	WZZO-FM	WLEV-FM
2 WZZO-FM	WAEB-AM	WAEB-AM
3 WAEB-AM	WKKW-FM	WZZO-FM
4 WKKW-FM	WLEV-FM	WKKW-FM
5 WEEX-AM	WEEX-AM	WKAP-AM

M-F, 3-7pm

1 WLEV-FM	WZZO-FM	WLEV-FM
2 WZZO-FM	WLEV-FM	WZZO-FM
3 WKAP-AM	WKKW-FM	WAEB-AM
4 WAEB-AM	WAEB-AM	WKAP-AM
5 WKKW-FM	WSAN-AM	WQQQ-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 2448

A/M '79	ON '79	A/M '80
1 WKKW-FM	WQQQ-FM	WKKW-FM
2 WLEV-FM	WKKW-FM	WLEV-FM
3 WAEB-AM	WLEV-FM	WQQQ-FM
4 WKAP-AM	WAEB-AM	WAEB-AM
5 WQQQ-FM	WZZO-FM	WFMZ-FM

M-F, 6-10am

1 WAEB-AM	WKKW-FM	WAEB-AM
2 WLEV-FM	WAEB-AM	WKKW-FM
3 WKKW-FM	WQQQ-FM	WLEV-FM
4 WEST-AM	WLEV-FM	WQQQ-FM
5 WKAP-AM	WEEX-AM	WFMZ-FM

M-F, 3-7pm

1 WKKW-FM	WQQQ-FM	WLEV-FM
2 WLEV-FM	WKKW-FM	WKKW-FM
3 WAEB-AM	WLEV-FM	WQQQ-FM
4 WKAP-AM	WZZO-FM	WAEB-AM
5 WQQQ-FM	WAEB-AM	WFMZ-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5333

A/M '79	ON '79	A/M '80
1 WAEB-AM 1441	WAEB-AM 1384	WAEB-AM 1471
2 WQQQ-FM 1016	WZZO-FM 1339	WQQQ-FM 1249
3 WLEV-FM 1009	WQQQ-FM 1152	WLEV-FM 1200
4 WKKW-FM 907	WKKW-FM 903	WZZO-FM 918
5 WZZO-FM 875	WLEV-FM 887	WKKW-FM 880

M-F, 6-10am

1 WAEB-AM	WAEB-AM	WAEB-AM
2 WKKW-FM	WZZO-FM	WLEV-FM
3 WLEV-FM	WQQQ-FM	WQQQ-FM
4 WKAP-AM	WKKW-FM	WKKW-FM
5 WEST-AM	WLEV-FM	WZZO-FM

M-F, 3-7pm

1 WAEB-AM	WZZO-FM	WAEB-AM
2 WLEV-FM	WQQQ-FM	WLEV-FM
3 WZZO-FM	WAEB-AM	WQQQ-FM
4 WKKW-FM	WKKW-FM	WZZO-FM
5 WQQQ-FM	WLEV-FM	WKKW-FM

Teens
M-S, 6am-Midnight
POP(00): 617

A/M '79	ON '79	A/M '80
1 WAEB-AM	WZZO-FM	WZZO-FM
2 WZZO-FM	WAEB-AM	WAEB-AM
3 WKAP-AM	WLEV-FM	WLEV-FM

M-F, 6-10am

1 WAEB-AM	WZZO-FM	WAEB-AM
2 WKAP-AM	WAEB-AM	WZZO-FM
3 WZZO-FM	WEEX-AM	WLEV-FM

M-F, 3-7pm

1 WAEB-AM	WZZO-FM	WZZO-FM
2 WZZO-FM	WAEB-AM	WAEB-AM
3 WKAP-AM	WYSP-FM	WLEV-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1660

A/M '79	ON '79	A/M '80
1 WAEB-AM	WZZO-FM	WAEB-AM
2 WLEV-FM	WAEB-AM	WLEV-FM
3 WZZO-FM	WLEV-FM	WZZO-FM
4 WSAN-AM	WKAP-AM	WKAP-AM
5 WEEX-AM	WSAN-AM	WQQQ-FM

M-F, 6-10am

1 WLEV-FM	WZZO-FM	WAEB-AM
2 WAEB-AM	WAE B-AM	WLEV-FM
3 WZZO-FM	WLEV-FM	WZZO-FM
4 WSAN-AM	WKAP-AM	WKAP-AM
5 WEEX-AM	WSAN-AM	WKKW-FM

M-F, 3-7pm

1 WLEV-FM	WZZO-FM	WAEB-AM
2 WZZO-FM	WAEB-AM	WLEV-FM
3 WAEB-AM	WLEV-FM	WZZO-FM
4 WEEX-AM	WSAN-AM	WKAP-AM
5 WSAN-AM	WKAP-AM	WKKW-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 2448

A/M '79	ON '79	A/M '80
1 WAEB-AM	WAEB-AM	WAEB-AM
2 WLEV-FM	WQQQ-FM	WQQQ-FM
3 WKKW-FM	WLEV-FM	WLEV-FM
4 WQQQ-FM	WKKW-FM	WKKW-FM
5 WKAP-AM	WZZO-FM	WFMZ-FM

M-F, 6-10am

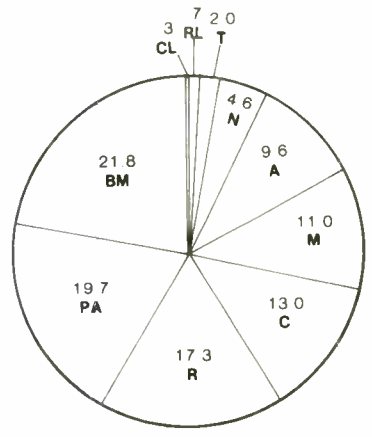
1 WAEB-AM	WAEB-AM	WAEB-AM
2 WKKW-FM	WKKW-FM	WLEV-FM
3 WLEV-FM	WQQQ-FM	WQQQ-FM
4 WKAP-AM	WLEV-FM	WKKW-FM
5 WEEX-AM	WZZO-FM	WEEX-AM

M-F, 3-7pm

1 WAEB-AM	WQQQ-FM	WAEB-AM
2 WLEV-FM	WAEB-AM	WLEV-FM
3 WKKW-FM	WKKW-FM	WQQQ-FM
4 WKAP-AM	WLEV-FM	WKKW-FM
5 WQQQ-FM	WZZO-FM	WFMZ-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Altoona

METRO RANK

165

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 1129

	A/M '78	A/M '79	A/M '80			
1	WFBC-AM	18.7	WFBC-AM	22.2	WFBC-AM(R)	27.0
2	WRTA-AM	18.1	WVAM-AM	20.4	WVAM-AM(C)	17.0
3	WFBC-FM	15.1	WFBC-FM	18.6	WRTA-AM(PA)	14.5
4	WVAM-FM	14.5	WRTA-AM	10.8	WFBC-FM(BB)	8.8
5	WVAM-AM	12.0	WVAM-FM	9.6	WVAM-FM(R)	8.8
6	WKMC-AM	8.4	WKMC-AM	6.0	WKMC-AM(C)	7.5
7	WJAC-FM	3.6	WJAC-FM	3.0	WHPA-FM(PA)	5.0
8	WYQ-FM	1.8	WTRN-AM	2.4	WYQ-FM(C)	1.9
9	WGMR-FM	1.2	WHPA-FM	2.4	WJQI-FM(BB)	1.3
10	WTRN-AM	1.2	WJQI-FM	1.2	WDVE-FM(A)	1.3
11	WJSM-FM	0.6	WYDD-FM	0.6	WTRN-AM(R)	0.6
12	WJSM-AM	0.6	WDVE-FM	0.6	WJAC-FM(PA)	0.6
13					WXXX-FM(R)	0.6
14					WGMR-FM(C)	0.6
15					WJSM-FM(PL)	0.6

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1129

	A/M '78	A/M '79	A/M '80			
1	WFBC-AM	31	WFBC-AM	37	WFBC-AM	43
2	WRTA-AM	30	WVAM-AM	34	WVAM-AM	27
3	WFBC-FM	25	WFBC-FM	31	WRTA-AM	23
4	WVAM-FM	24	WRTA-AM	18	WFBC-FM	14
5	WVAM-AM	20	WVAM-FM	16	WVAM-FM	14

M-F, 6-10am

1	WRTA-AM	WFBC-AM	WFBC-AM
2	WFBC-AM	WVAM-AM	WRTA-AM
3	WVAM-AM	WRTA-AM	WVAM-AM
4	WVAM-FM	WFBC-FM	WKMC-AM
5	WFBC-FM	WVAM-FM	WFBC-FM

M-F, 3-7pm

1	WFBC-AM	WFBC-AM	WFBC-AM
2	WRTA-AM	WVAM-AM	WVAM-AM
3	WVAM-AM	WFBC-FM	WRTA-AM
4	WVAM-FM	WRTA-AM	WFBC-FM
5	WFBC-FM	WVAM-FM	WHPA-FM

Teens

M-S, 6am-Midnight

POP(00): 137

	A/M '78	A/M '79	A/M '80
1	WFBC-AM	WFBC-AM	WFBC-AM
2	WVAM-AM	WVAM-FM	WVAM-FM
3	WFBC-FM	WVAM-AM	WYQ-FM

M-F, 6-10am

1	WFBC-AM	WFBC-AM	WFBC-AM
2	WVAM-AM	WVAM-AM	WVAM-FM
3	WRTA-AM	WVAM-FM	WVAM-AM

M-F, 3-7pm

1	WFBC-AM	WFBC-AM	WFBC-AM
2	WVAM-AM	WVAM-FM	WVAM-FM
3	WVAM-FM	WVAM-AM	WRTA-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 331

	A/M '78	A/M '79	A/M '80
1	WFBC-AM	WFBC-AM	WFBC-AM
2	WVAM-AM	WVAM-AM	WVAM-FM
3	WFBC-FM	WVAM-FM	WVAM-AM
4	WRTA-AM	WFBC-FM	WFBC-FM
5	WVAM-FM	WRTA-AM	WRTA-AM

M-F, 6-10am

1	WFBC-AM	WFBC-AM	WFBC-AM
2	WRTA-AM	WVAM-AM	WVAM-FM
3	WVAM-AM	WRTA-AM	WVAM-AM
4	WFBC-FM	WVAM-FM	WRTA-AM
5	WKMC-AM	WTRN-AM	WFBC-FM

M-F, 3-7pm

1	WFBC-AM	WFBC-AM	WFBC-AM
2	WVAM-AM	WVAM-AM	WVAM-FM
3	WFBC-FM	WVAM-FM	WVAM-AM
4	WRTA-AM	WFBC-FM	WFBC-FM
5	WJAC-FM	WRTA-AM	WDVE-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 488

	A/M '78	A/M '79	A/M '80
1	WVAM-FM	WVAM-AM	WVAM-AM
2	WFBC-AM	WFBC-AM	WFBC-AM
3	WRTA-AM	WFBC-FM	WRTA-AM
4	WVAM-AM	WRTA-AM	WFBC-FM
5	WFBC-FM	WVAM-FM	WVAM-FM

M-F, 6-10am

1	WRTA-AM	WVAM-AM	WVAM-AM
2	WFBC-AM	WFBC-AM	WFBC-AM
3	WVAM-AM	WRTA-AM	WRTA-AM
4	WVAM-FM	WFBC-FM	WFBC-FM
5	WFBC-FM	WVAM-FM	WKMC-AM

M-F, 3-7pm

1	WFBC-AM	WVAM-AM	WVAM-AM
2	WVAM-FM	WFBC-AM	WFBC-AM
3	WVAM-AM	WFBC-FM	WFBC-FM
4	WRTA-AM	WRTA-AM	WHPA-FM
5	WFBC-FM	WVAM-FM	WRTA-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1129

	A/M '78	A/M '79	A/M '80			
1	WFBC-AM	527	WFBC-AM	551	WFBC-AM	568
2	WVAM-AM	434	WVAM-AM	422	WRTA-AM	402
3	WRTA-AM	414	WRTA-AM	369	WVAM-AM	334
4	WVAM-FM	306	WFBC-FM	345	WFBC-FM	270
5	WFBC-FM	267	WVAM-FM	279	WVAM-FM	229

M-F, 6-10am

1	WFBC-AM	WFBC-AM	WFBC-AM
2	WRTA-AM	WVAM-AM	WRTA-AM
3	WVAM-AM	WRTA-AM	WVAM-AM
4	WVAM-FM	WFBC-FM	WVAM-FM
5	WFBC-FM	WVAM-FM	WFBC-FM

M-F, 3-7pm

1	WFBC-AM	WFBC-AM	WFBC-AM
2	WVAM-AM	WVAM-AM	WVAM-AM
3	WRTA-AM	WFBC-FM	WRTA-AM
4	WVAM-FM	WRTA-AM	WVAM-FM
5	WFBC-FM	WVAM-FM	WFBC-FM

Teens

M-S, 6am-Midnight

POP(00): 137

	A/M '78	A/M '79	A/M '80
1	WFBC-AM	WFBC-AM	WFBC-AM
2	WVAM-AM	WVAM-FM	WVAM-FM
3	WRTA-AM	WVAM-AM	WVAM-AM

M-F, 6-10am

1	WFBC-AM	WFBC-AM	WFBC-AM
2	WVAM-AM	WVAM-AM	WVAM-FM
3	WRTA-AM	WVAM-FM	WVAM-AM

M-F, 3-7pm

1	WFBC-AM	WFBC-AM	WFBC-AM
2	WVAM-AM	WVAM-FM	WVAM-FM
3	WRTA-AM	WVAM-AM	WRTA-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 331

	A/M '78	A/M '79	A/M '80
1	WFBC-AM	WFBC-AM	WFBC-AM
2	WVAM-AM	WVAM-FM	WVAM-FM
3	WRTA-AM	WVAM-AM	WVAM-AM
4	WVAM-FM	WRTA-AM	WRTA-AM
5	WFBC-FM	WFBC-FM	WFBC-FM

M-F, 6-10am

1	WFBC-AM	WFBC-AM	WFBC-AM
2	WVAM-AM	WVAM-AM	WVAM-AM
3	WRTA-AM	WVAM-FM	WVAM-FM
4	WVAM-FM	WRTA-AM	WRTA-AM
5	WFBC-FM	WTRN-AM	WFBC-FM

M-F, 3-7pm

1	WFBC-AM	WFBC-AM	WFBC-AM
2	WVAM-AM	WVAM-AM	WVAM-FM
3	WRTA-AM	WVAM-FM	WVAM-AM
4	WFBC-FM	WRTA-AM	WRTA-AM
5	WVAM-FM	WFBC-FM	WXXX-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 488

	A/M '78	A/M '79	A/M '80
1	WFBC-AM	WFBC-AM	WFBC-AM
2	WRTA-AM	WVAM-AM	WVAM-AM
3	WVAM-AM	WRTA-AM	WRTA-AM
4	WVAM-FM	WFBC-FM	WFBC-FM
5	WFBC-FM	WVAM-FM	WVAM-FM

M-F, 6-10am

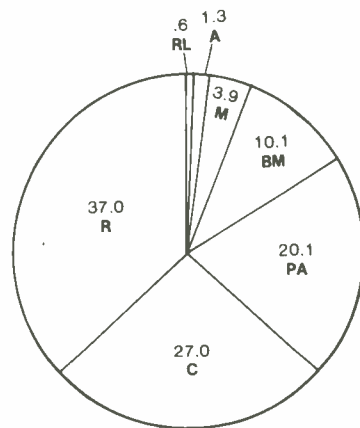
1	WVAM-AM	WFBC-AM	WFBC-AM
2	WFBC-AM	WVAM-AM	WVAM-AM
3	WRTA-AM	WRTA-AM	WRTA-AM
4	WVAM-FM	WFBC-FM	WFBC-FM
5	WKMC-AM	WVAM-FM	WVAM-FM

M-F, 3-7pm

1	WFBC-AM	WVAM-AM	WFBC-AM
2	WVAM-AM	WFBC-AM	WVAM-AM
3	WVAM-FM	WFBC-FM	WRTA-AM
4	WRTA-AM	WRTA-AM	WFBC-FM
5	WFBC-FM	WVAM-FM	WVAM-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Amarillo

METRO RANK **158**

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 1352

A/M '78	A/M '79	A/M '80
1 KQIZ-FM 18.3	KPUR-AM 18.7	KIXZ-AM(C) 19.8
2 KGNC-FM 16.7	KIXZ-AM 15.0	KGNC-FM(BB) 12.9
3 KD JW-AM 13.3	KGNC-FM 13.5	KGNC-AM(PA) 11.4
4 KPUR-AM 12.2	KQIZ-FM 10.4	KD JW-AM(C) 10.9
5 KGNC-AM 12.2	KGNC-AM 10.4	KQIZ-FM(R) 10.4
6 KZIP-AM 6.7	KD JW-AM 8.3	KPUR-AM(R) 9.9
7 KIXZ-AM 5.6	KYTX-FM 5.7	KYTX-FM(A) 9.4
8 KBUY-FM 3.3	KBUY-FM 3.6	KBUY-FM(C) 6.9
9 KQIZ-AM 2.8	KWAS-FM 2.6	KQIZ-AM(R) 1.5
10 KWAS-FM 1.1	KQIZ-AM 2.6	KHBJ-AM(PA) 1.0
11	KHBJ-AM 1.0	KWAS-FM(RL) 1.0
12	KZIP-AM 1.0	KZIP-AM(C) 1.0

Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 1352

A/M '78	A/M '79	A/M '80
1 KQIZ-FM 33	KPUR-AM 36	KIXZ-AM 40
2 KGNC-FM 30	KIXZ-AM 29	KGNC-FM 26
3 KD JW-AM 24	KGNC-FM 26	KGNC-AM 23
4 KPUR-AM 22	KQIZ-FM 20	KD JW-AM 22
5 KGNC-AM 22	KGNC-AM 20	KQIZ-FM 21

M-F, 6-10am

1 KGNC-AM	KPUR-AM	KIXZ-AM
2 KD JW-AM	KIXZ-AM	KGNC-AM
3 KPUR-AM	KGNC-AM	KD JW-AM
4 KQIZ-FM	KGNC-FM	KPUR-AM
5 KGNC-FM	KD JW-AM	KQIZ-FM

M-F, 3-7pm

1 KGNC-FM	KPUR-AM	KIXZ-AM
2 KQIZ-FM	KIXZ-AM	KGNC-FM
3 KD JW-AM	KGNC-FM	KPUR-AM
4 KPUR-AM	KQIZ-FM	KYTX-FM
5 KGNC-AM	KD JW-AM	KD JW-AM

Teens M-S, 6am-Midnight POP(00): 174

A/M '78	A/M '79	A/M '80
1 KPUR-AM	KPUR-AM	KQIZ-FM
2 KQIZ-FM	KQIZ-FM	KPUR-AM
3 KIXZ-AM	KIXZ-AM	KYTX-FM

M-F, 9-10am

1 KPUR-AM	KPUR-AM	KQIZ-FM
2 KQIZ-FM	KQIZ-FM	KPUR-AM
3 KIXZ-AM	KIXZ-AM	KYTX-FM

M-F, 3-7pm

1 KPUR-AM	KPUR-AM	KPUR-AM
2 KQIZ-FM	KQIZ-FM	KQIZ-FM
3 KIXZ-AM	KIXZ-AM	KYTX-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 515

A/M '78	A/M '79	A/M '80
1 KQIZ-FM	KPUR-AM	KYTX-FM
2 KD JW-AM	KQIZ-FM	KIXZ-AM
3 KPUR-AM	KIXZ-AM	KQIZ-FM
4 KGNC-FM	KYTX-FM	KPUR-AM
5 KIXZ-AM	KQIZ-AM	KBUY-FM

M-F, 9-10am

1 KQIZ-FM	KPUR-AM	KIXZ-AM
2 KPUR-AM	KQIZ-FM	KPUR-AM
3 KD JW-AM	KIXZ-AM	KQIZ-FM
4 KIXZ-AM	KYTX-FM	KBUY-FM
5 KGNC-FM	KQIZ-AM	KYTX-FM

M-F, 3-7pm

1 KQIZ-FM	KPUR-AM	KYTX-FM
2 KPUR-AM	KQIZ-FM	KPUR-AM
3 KD JW-AM	KIXZ-AM	KIXZ-AM
4 KGNC-FM	KYTX-FM	KQIZ-FM
5 KZIP-AM	KD JW-AM	KD JW-AM

Adults 25-54 M-S, 6am-Midnight POP(00): 660

A/M '78	A/M '79	A/M '80
1 KGNC-FM	KIXZ-AM	KIXZ-AM
2 KD JW-AM	KGNC-FM	KD JW-AM
3 KQIZ-FM	KD JW-AM	KGNC-FM
4 KPUR-AM	KPUR-AM	KGNC-AM
5 KZIP-AM	KQIZ-FM	KBUY-FM

M-F, 9-10am

1 KD JW-AM	KPUR-AM	KIXZ-AM
2 KPUR-AM	KIXZ-AM	KD JW-AM
3 KQIZ-FM	KD JW-AM	KGNC-AM
4 KGNC-FM	KGNC-FM	KBUY-FM
5 KGNC-AM	KGNC-AM	KGNC-FM

M-F, 3-7pm

1 KGNC-FM	KD JW-AM	KIXZ-AM
2 KD JW-AM	KIXZ-AM	KGNC-FM
3 KQIZ-FM	KGNC-FM	KD JW-AM
4 KPUR-AM	KPUR-AM	KPUR-AM
5 KZIP-AM	KQIZ-FM	KBUY-FM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 1352

A/M '78	A/M '79	A/M '80
1 KPUR-AM 476	KPUR-AM 500	KIXZ-AM 420
2 KQIZ-FM 407	KIXZ-AM 485	KPUR-AM 356
3 KD JW-AM 353	KD JW-AM 323	KGNC-FM 319
4 KGNC-FM 341	KGNC-FM 321	KD JW-AM 316
5 KGNC-AM 331	KQIZ-FM 310	KQIZ-FM 308

M-F, 6-10am

1 KPUR-AM	KPUR-AM	KIXZ-AM
2 KGNC-AM	KIXZ-AM	KPUR-AM
3 KQIZ-FM	KGNC-AM	KGNC-FM
4 KD JW-AM	KGNC-FM	KQIZ-FM
5 KGNC-FM	KQIZ-FM	KD JW-AM

M-F, 3-7pm

1 KPUR-AM	KPUR-AM	KIXZ-AM
2 KQIZ-FM	KIXZ-AM	KPUR-AM
3 KD JW-AM	KGNC-FM	KGNC-FM
4 KGNC-FM	KQIZ-FM	KQIZ-FM
5 KGNC-AM	KD JW-AM	KD JW-AM

Teens M-S, 6am-Midnight POP(00): 174

A/M '78	A/M '79	A/M '80
1 KPUR-AM	KPUR-AM	KPUR-AM
2 KQIZ-FM	KQIZ-FM	KQIZ-FM
3 KIXZ-AM	KIXZ-AM	KYTX-FM

M-F, 6-10am

1 KPUR-AM	KPUR-AM	KQIZ-FM
2 KQIZ-FM	KQIZ-FM	KPUR-AM
3 KIXZ-AM	KIXZ-AM	KYTX-FM

M-F, 3-7pm

1 KPUR-AM	KPUR-AM	KQIZ-FM
2 KQIZ-FM	KQIZ-FM	KPUR-AM
3 KQIZ-AM	KIXZ-AM	KYTX-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 515

A/M '78	A/M '79	A/M '80
1 KQIZ-FM	KPUR-AM	KPUR-AM
2 KPUR-AM	KIXZ-AM	KQIZ-FM
3 KIXZ-AM	KQIZ-FM	KIXZ-AM
4 KD JW-AM	KYTX-FM	KYTX-FM
5 KGNC-FM	KD JW-AM	KBUY-FM

M-F, 6-10am

1 KQIZ-FM	KPUR-AM	KPUR-AM
2 KPUR-AM	KQIZ-FM	KIXZ-AM
3 KIXZ-AM	KIXZ-AM	KQIZ-FM
4 KD JW-AM	KQIZ-AM	KYTX-FM
5 KQIZ-AM	KYTX-FM	KD JW-AM

M-F, 3-7pm

1 KQIZ-FM	KPUR-AM	KPUR-AM
2 KPUR-AM	KIXZ-AM	KIXZ-AM
3 KIXZ-AM	KQIZ-FM	KQIZ-FM
4 KD JW-AM	KD JW-AM	KYTX-FM
5 KQIZ-AM	KYTX-FM	KD JW-AM

Adults 25-54 M-S, 6am-Midnight POP(00): 660

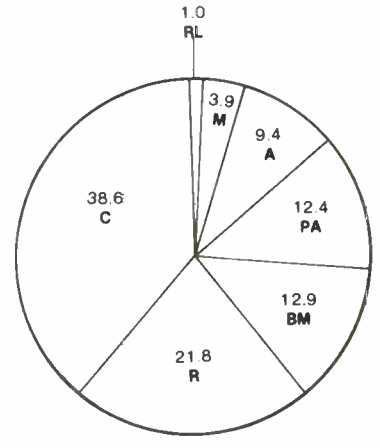
A/M '78	A/M '79	A/M '80
1 KGNC-FM	KIXZ-AM	KIXZ-AM
2 KD JW-AM	KD JW-AM	KD JW-AM
3 KPUR-AM	KPUR-AM	KGNC-FM
4 KQIZ-FM	KGNC-FM	KGNC-AM
5 KGNC-AM	KQIZ-FM	KPUR-AM

M-F, 6-10am	KIXZ-AM	KIXZ-AM
1 KD JW-AM	KPUR-AM	KD JW-AM
2 KPUR-AM	KD JW-AM	KGNC-AM
3 KGNC-AM	KGNC-FM	KGNC-FM
4 KGNC-FM	KGNC-FM	KGNC-FM
5 KQIZ-FM	KGNC-AM	KPUR-AM

M-F, 3-7pm	KIXZ-AM	KIXZ-AM
1 KD JW-AM	KGNC-FM	KGNC-FM
2 KPUR-AM	KD JW-AM	KD JW-AM
3 KQIZ-FM	KPUR-AM	KPUR-AM
4 KGNC-FM	KPUR-AM	KPUR-AM
5 KGNC-AM	KQIZ-FM	KBUY-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Anaheim-Santa Ana-Garden Grove

METRO RANK

18

A/M '80 Market Overview

The Orange County market went through the technique of Quarterly Measurement for the first time this past spring. This meant that Arbitron oversampled, and indeed the metro in-tab was up 44% when compared to last spring's diary return.

The leaders among the local Orange County stations flip-flopped this sweep, with KEZY surpassing KWIZ. KEZY was the top adult 18-34 station in the metro, among local stations, while KWIZ led the local entities in the 25-54 demo. KEZY was in a period of transition during the 12-week survey, implementing a new oldies rotation and adjusting the news to flow better with the music. Also, the station utilized a local rock magazine, with circulation of 50,000-80,000 monthly, aiming to reach the target demos. KWIZ suffered declines most notably among its male tuners-in, with more than a 50% drop overall.

There is significant intrusion into Orange County from L.A. signals, and among these Bonneville's Beautiful Music KBIG was tops, beating out KMET. KBIG was ahead among 25-54, with more than eight percent of the market, while KMET led 18-34 young adults with more than 12% of that key demo.

There were two other especially interesting aspects to the showing of L.A. stations in Orange County. KLAC, Metromedia's Country outlet, continued to do well, but its numbers may have been influenced by the NBA playoffs, featuring the Lakers, being held during this sweep. Another sports team, the Angels, did not fare so well, as KMPC was down 29% compared to last spring, possibly due to the Angels' poor start.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 15623

A/M '79	O/N '79	A/M '80
1 KMET-FM 8.6	KMET-FM 8.1	KBIG-FM(BM) 7.9
2 KBIG-FM 8.0	KBIG-FM 7.1	KMET-FM(A) 7.2
3 KABC-AM 6.5	KABC-AM 6.3	KABC-AM(T) 5.8
4 KMPC-AM 5.2	KFI -AM 5.1	KRTH-FM(B) 5.1
5 KRTH-FM 4.9	KRTH-FM 5.0	KLAC-AM(C) 5.1
6 KFI -AM 3.8	KLAC-AM 4.1	KFI -AM(B) 4.3
7 KJOI-FM 3.7	KNX -FM 3.9	KNX -FM(A) 4.1
8 KLAC-AM 3.7	KNX -FM 3.8	KJOI-FM(BM) 3.7
9 KLOS-FM 3.7	KJOI-FM 3.8	KMPC-AM(PA) 3.7
10 KNX -AM 3.6	KMPC-AM 3.6	KNX -AM(B) 3.5
11 KNX -FM 3.6	KLOS-FM 2.9	KLOS-FM(A) 3.3
12 KFWB-AM 3.0	KOST-FM 2.8	KFWB-AM(B) 3.0
13 KTNQ-AM 2.6	KWIZ-AM 2.6	KIIS-FM(B) 2.8
14 KIIS-FM 2.4	KFWB-AM 2.5	KHTZ-FM(B) 2.8
15 KFAC-FM 2.4	KHTZ-FM 2.5	KOST-FM(BM) 2.6
16 KOST-FM 2.4	XTRA-AM 2.4	KEZY-AM(A) 2.3
17 KIQQ-FM 2.1	KRLA-AM 2.3	KROQ-FM(A) 2.2
18 KWIZ-AM 1.9	KIIS-FM 2.2	KIQO-FM(B) 2.1
19 KRLA-AM 1.7	KEZY-AM 2.0	KWIZ-AM(PA) 2.0
20 KEZY-AM 1.7	KUTE-FM 2.0	KHJ -AM(B) 1.9
21 KNOB-FM 1.6	KHJ -AM 1.7	KRLA-AM(B) 1.9
22 XTRA-AM 1.6	KZLA-FM 1.6	KUTE-FM(B) 1.9
23 KUTE-FM 1.5	KEZY-FM 1.5	XTRA-AM(BM) 1.9
24 KZLA-FM 1.5	KWIZ-FM 1.4	KEZY-FM(A) 1.6
25 KHJ -AM 1.4	KFAC-FM 1.2	KZLA-FM(PA) 1.5
26 KHTZ-FM 1.4	KKGO-FM 1.0	KNOB-FM(B) 1.4
27 KWIZ-FM 1.4	KOCM-FM 1.0	KKGO-FM(J) 1.1
28 KEZY-FM 1.1	KNOB-FM 1.0	KWST-FM(A) 0.9
29 KYMS-FM 0.9	KIQO-FM 0.9	KYMS-FM(B) 0.9
30 KOCM-FM 0.8	KBRT-AM 0.8	KWIZ-FM(PA) 0.9
31 KORJ-FM 0.8	KLVE-FM 0.7	KOCM-FM(PA) 0.8
32 KROQ-FM 0.6	KTNQ-AM 0.6	KFAC-FM(C) 0.5
33 KGRB-AM 0.6	KWST-FM 0.5	KORJ-FM(A) 0.5
34 KWST-FM 0.5	KYMS-FM 0.5	KBRT-AM(B) 0.5
35 KKGO-FM 0.5	KORJ-FM 0.4	KIIS-AM(B) 0.3
36 KBRT-AM 0.5	KFAC-AM 0.4	KGER-AM(B) 0.3
37 KIEV-AM 0.4	KGER-AM 0.4	
38 KJLH-FM 0.4	KIIS-AM 0.4	
39 KLVE-FM 0.3	XPRS-AM 0.4	
40 KFAC-AM 0.3	KROQ-FM 0.4	
41	KDAY-AM 0.3	
42	KFRN-AM 0.3	

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 15623

A/M '79	O/N '79	A/M '80
1 KMET-FM 225	KMET-FM 203	KBIG-FM 203
2 KBIG-FM 211	KBIG-FM 176	KMET-FM 185
3 KABC-AM 170	KABC-AM 157	KABC-AM 150
4 KMPC-AM 137	KFI -AM 127	KRTH-FM 132
5 KRTH-FM 128	KRTH-FM 126	KLAC-AM 131
6 KFI -AM 101	KLAC-AM 103	KFI -AM 111
7 KJOI-FM 98	KNX -FM 97	KNX -FM 104
8 KLAC-AM 98	KNX -AM 96	KJOI-FM 96
9 KLOS-FM 98	KJOI-FM 96	KMPC-AM 94
10 KNX -AM 95	KMPC-AM 90	KNX -AM 90

M-F, 6-10am

1 KFI -AM	KABC-AM	KABC-AM
2 KABC-AM	KFI -AM	KFI -AM
3 KMET-FM	KMET-FM	KBIG-FM
4 KNX -AM	KBIG-FM	KMET-FM
5 KBIG-FM	KLAC-AM	KLAC-AM
6 KFWB-AM	KNX -AM	KMPC-AM
7 KMPC-AM	KMPC-AM	KNX -AM
8 KRTH-FM	KRTH-FM	KRTH-FM
9 KLAC-AM	KWIZ-AM	KFWB-AM
10 KNX -FM	KFWB-AM	KLOS-FM

M-F, 3-7pm

1 KBIG-FM	KMET-FM	KBIG-FM
2 KMET-FM	KBIG-FM	KMET-FM
3 KMPC-AM	KFI -AM	KRTH-FM
4 KRTH-FM	KRTH-FM	KLAC-AM
5 KABC-AM	KABC-AM	KNX -FM
6 KJOI-FM	KJOI-FM	KFI -AM
7 KNX -FM	KNX -FM	KABC-AM
8 KLAC-AM	KLAC-AM	KNX -AM
9 KLOS-FM	KNX -AM	KJOI-FM
10 KNX -AM	KOST-FM	KHTZ-FM

Teens
M-S, 6am-Midnight
POP(00): 2136

A/M '79	O/N '79	A/M '80
1 KMET-FM	KMET-FM	KMET-FM
2 KTNQ-AM	KFI -AM	KIIS-FM
3 KLOS-FM	KEZY-AM	KFI -AM

M-F, 6-10am

1 KMET-FM	KMET-FM	KMET-FM
2 KTNQ-AM	KEZY-AM	KFI -AM
3 KEZY-AM	KFI -AM	KEZY-AM

M-F, 3-7pm

1 KMET-FM	KMET-FM	KMET-FM
2 KTNQ-AM	KFI -AM	KFI -AM
3 KLOS-FM	KEZY-AM	KROO-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 6055

A/M '79	O/N '79	A/M '80
1 KMET-FM	KMET-FM	KMET-FM
2 KRTH-FM	KRTH-FM	KRTH-FM
3 KNX -FM	KNX -FM	KNX -FM
4 KLOS-FM	KLOS-FM	KLOS-FM
5 KFI -AM	KFI -AM	KFI -AM
6 KIIS-FM	KRLA-AM	KHTZ-FM
7 KMPC-AM	KBIG-FM	KEZY-AM
8 KIQQ-FM	KWIZ-AM	KIIS-FM
9 KZLA-FM	KUTE-FM	KUTE-FM
10 KRLA-AM	KEZY-FM	KROO-FM

M-F, 6-10am

1 KMET-FM	KMET-FM	KMET-FM
2 KFI -AM	KFI -AM	KRTH-FM
3 KRTH-FM	KRTH-FM	KFI -AM
4 KNX -FM	KNX -FM	KLOS-FM
5 KLOS-FM	KLOS-FM	KNX -FM
6 KIQQ-FM	KWIZ-AM	KHTZ-FM
7 KZLA-FM	KABC-AM	KLAC-AM
8 KIIS-FM	KRLA-AM	KMPC-AM
9 KRLA-AM	KBIG-FM	KABC-AM
10 KABC-AM	KZLA-FM	KWIZ-AM

M-F, 3-7pm

1 KMET-FM	KMET-FM	KMET-FM
2 KRTH-FM	KRTH-FM	KRTH-FM
3 KNX -FM	KNX -FM	KNX -FM
4 KLOS-FM	KFI -AM	KLOS-FM
5 KMPC-AM	KRLA-AM	KHTZ-FM
6 KZLA-FM	KBIG-FM	KFI -AM
7 KIIS-FM	KUTE-FM	KUTE-FM
8 KBIG-FM	KEZY-FM	KEZY-FM
9 KRLA-AM	KWIZ-AM	KIIS-FM
10 KFI -AM	KLOS-FM	KWIZ-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 8141

A/M '79	O/N '79	A/M '80
1 KBIG-FM	KBIG-FM	KBIG-FM
2 KABC-AM	KABC-AM	KLAC-AM
3 KMPC-AM	KLAC-AM	KABC-AM
4 KLAC-AM	KNX -FM	KRTH-FM
5 KMET-FM	KFI -AM	KNX -FM
6 KFI -AM	KRTH-FM	KFI -AM
7 KNX -FM	KMET-FM	KMPC-AM
8 KRTH-FM	KJOI-FM	KJOI-FM
9 KOST-FM	KMPC-AM	KNX -AM
10 KJOI-FM	KNX -AM	KMET-FM

M-F, 6-10am

1 KFI -AM	KFI -AM	KFI -AM
2 KABC-AM	KABC-AM	KABC-AM
3 KMPC-AM	KLAC-AM	KMPC-AM
4 KBIG-FM	KMPC-AM	KLAC-AM
5 KLAC-AM	KBIG-FM	KBIG-FM
6 KNX -AM	KNX -AM	KNX -AM
7 KFWB-AM	KNX -FM	KRTH-FM
8 KMET-FM	KRTH-FM	KNX -FM
9 KNX -FM	KRTH-FM	KNX -FM
10 KWIZ-AM	KMET-FM	KLOS-FM

M-F, 3-7pm

1 KBIG-FM	KBIG-FM	KBIG-FM
2 KMPC-AM	KLAC-AM	KLAC-AM
3 KLAC-AM	KNX -FM	KRTH-FM
4 KNX -FM	KABC-AM	KNX -FM
5 KABC-AM	KNX -AM	KABC-AM
6 KMET-FM	KRTH-FM	KFI -AM
7 KRTH-FM	KFI -AM	KNX -AM
8 KJOI-FM	KJOI-FM	KJOI-FM
9 KWIZ-AM	KMET-FM	KMET-FM
10 KFWB-AM	KOST-FM	KMPC-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 15623

A/M '79	O/N '79	A/M '80
1 KMET-FM 2553	KMET-FM 2611	KMET-FM 2584
2 KMPC-AM 2484	KFI -AM 2331	KFI -AM 2262
3 KBIG-FM 2469	KNX -AM 2295	KBIG-FM 2125
4 KABC-AM 2177	KBIG-FM 2288	KRTH-FM 2060
5 KRTH-FM 2053	KRTH-FM 2185	KABC-AM 2026
6 KNX -AM 2035	KFWB-AM 1945	KFWB-AM 1944
7 KFWB-AM 2008	KABC-AM 1928	KMPC-AM 1941
8 KFI -AM 1996	KMPC-AM 1793	KLAC-AM 1855
9 KLOS-FM 1842	KLAC-AM 1728	KNX -AM 1826
10 KJOI-FM 1462	KLOS-FM 1670	KLOS-FM 1707

M-F, 6-10am

1 KFWB-AM	KFI -AM	KFI -AM
2 KMET-FM	KMET-FM	KMET-FM
3 KFI -AM	KABC-AM	KFWB-AM
4 KNX -AM	KNX -AM	KABC-AM
5 KBIG-FM	KFWB-AM	KNX -AM
6 KRTH-FM	KBIG-FM	KBIG-FM
7 KABC-AM	KRTH-FM	KRTH-FM
8 KMPC-AM	KMPC-AM	KLAC-AM
9 KLOS-FM	KLAC-AM	KMPC-AM
10 KNX -FM	KLOS-FM	KNX -FM

M-F, 3-7pm

1 KMET-FM	KMET-FM	KMET-FM
2 KBIG-FM	KRTH-FM	KBIG-FM
3 KMPC-AM	KBIG-FM	KRTH-FM
4 KLOS-FM	KFI -AM	KFI -AM
5 KRTH-FM	KNX -AM	KLAC-AM
6 KABC-AM	KABC-AM	KABC-AM
7 KTNQ-AM	KFWB-AM	KLOS-FM
8 KFWB-AM	KLAC-AM	KNX -FM
9 KNX -AM	KNX -FM	KNX -AM
10 KFI -AM	KLOS-FM	KFWB-AM

Teens
M-S, 6am-Midnight
POP(00): 2136

A/M '79	O/N '79	A/M '80
1 KMET-FM	KMET-FM	KMET-FM
2 KTNQ-AM	KEZY-AM	KEZY-AM
3 KLOS-FM	KHJ -AM	KFI -AM

M-F, 6-10am

1 KMET-FM	KMET-FM	KMET-FM
2 KTNQ-AM	KEZY-AM	KFI -AM
3 KEZY-AM	KHJ -AM	KEZY-AM

M-F, 3-7pm

1 KMET-FM	KMET-FM	KMET-FM
2 KTNQ-AM	KFI -AM	KFI -AM
3 KLOS-FM	KEZY-AM	KIIS-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 6055

A/M '79	O/N '79	A/M '80
1 KMET-FM	KMET-FM	KMET-FM
2 KRTH-FM	KRTH-FM	KRTH-FM
3 KLOS-FM	KLOS-FM	KLOS-FM
4 KNX -FM	KNX -FM	KNX -FM
5 KFI -AM	KFI -AM	KFI -AM
6 KIIS-FM	KRLA-AM	KHTZ-FM
7 KMPC-AM	KIIS-FM	KEZY-AM
8 KIQQ-FM	KRLA-AM	KHTZ-FM
9 KEZY-FM	KFWB-AM	KHJ -AM
10 KHJ -AM	KHJ -AM	KIIS-FM

M-F, 6am-10am

1 KRTH-FM	KMET-FM	KMET-FM
2 KMET-FM	KRTH-FM	KRTH-FM
3 KNX -FM	KFI -AM	KLOS-FM
4 KFI -AM	KNX -FM	KNX -FM
5 KLOS-FM	KLOS-FM	KFI -AM
6 KIQQ-FM	KEZY-FM	KHTZ-FM
7 KMPC-AM	KIIS-FM	KEZY-AM
8 KIQQ-FM	KRLA-AM	KHTZ-FM
9 KEZY-FM	KFWB-AM	KHJ -AM
10 KHJ -AM	KHJ -AM	KIIS-FM

M-F, 3-7pm

1 KMET-FM	KMET-FM	KMET-FM
2 KRTH-FM	KRTH-FM	KRTH-FM
3 KLOS-FM	KNX -FM	KLOS-FM
4 KNX -FM	KFI -AM	KNX -FM
5 KMPC-AM	KRLA-AM	KFI -AM
6 KFI -AM	KLOS-FM	KEZY-FM
7 KTNQ-AM	KEZY-FM	KEZY-AM
8 KIQQ-FM	KIIS-FM	KIIS-FM
9 KIIS-FM	KUTE-FM	KHJ -AM
10 KHJ -AM	KWIZ-AM	KHTZ-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 8141

A/M '79	O/N '79	A/M '80
1 KMPC-AM	KNX -AM	KFI -AM
2 KBIG-FM	KXBG-FM	KLAC-AM
3 KABC-AM	KFI -AM	KABC-AM
4 KFI -AM	KABC-AM	KRTH-FM
5 KRTH-FM	KLAC-AM	KNX -FM
6 KFWB-AM	KMPC-AM	KMPC-AM
7 KNX -AM	KRTH-FM	KBIG-FM
8 KNX -FM	KRTH-FM	KBIG-FM
9 KLAC-AM	KNX -FM	KNX -AM
10 KOST-FM	KRLA-AM	KOST-FM

Anchorage

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Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 1456

A/M '79	O/N '79	A/M '80
1 KENI-AM 18.4	KFQD-AM 18.6	KFQD-AM(PA) 19.4
2 KFQD-AM 15.1	KENI-AM 14.8	KENI-AM(P) 14.2
3 KHAR-AM 13.2	KHAR-AM 14.4	KHAR-AM(M) 13.8
4 KGOT-FM 10.4	KGOT-FM 14.0	KKLV-FM(PA) 12.5
5 KKL-V-FM 9.4	KYAK-AM 6.8	KYAK-AM(C) 6.5
6 KYAK-AM 6.6	KKLV-FM 5.9	KNIK-FM(M) 5.6
7 KANC-AM 5.2	KBYR-AM 5.5	KANC-AM(C) 5.2
8 KBYR-AM 4.2	KANC-AM 5.1	KBYR-AM(P) 4.3
9 KRKN-FM 3.8	KHVN-FM 5.1	KGOT-FM(A) 3.9
10 KNIK-FM 3.3	KNIK-FM 5.1	KHVN-FM(M) 3.9
11 KHVN-FM 2.4	KRKN-FM 1.7	KRKN-FM(P) 3.0

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1456

A/M '79	O/N '79	A/M '80
1 KENI-AM 39	KFQD-AM 44	KFQD-AM 45
2 KFQD-AM 32	KENI-AM 35	KENI-AM 33
3 KHAR-AM 28	KHAR-AM 34	KHAR-AM 32
4 KGOT-FM 22	KGOT-FM 33	KKLV-FM 29
5 KKL-V-FM 20	KYAK-AM 16	KYAK-AM 15

M-F, 6-10am

1 KFQD-AM	KFQD-AM	KFQD-AM
2 KHAR-AM	KHAR-AM	KHAR-AM
3 KENI-AM	KENI-AM	KENI-AM
4 KYAK-AM	KGOT-FM	KKLV-FM
5 KKL-V-FM	KANC-AM	KYAK-AM

M-F, 3-7pm

1 KENI-AM	KENI-AM	KFQD-AM
2 KHAR-AM	KFQD-AM	KENI-AM
3 KFQD-AM	KHAR-AM	KKLV-FM
4 KGOT-FM	KGOT-FM	KHAR-AM
5 KKL-V-FM	KBYR-AM	KBYR-AM

Teens M-S, 6am-Midnight
POP(00): 217

A/M '79	O/N '79	A/M '80
1 KENI-AM	KENI-AM	KENI-AM
2 KFQD-AM	KBYR-AM	KFQD-AM
3 KGOT-FM	KFQD-AM	KKLV-FM

M-F, 6-10am

1 KENI-AM	KENI-AM	KENI-AM
2 KFQD-AM	KBYR-AM	KFQD-AM
3 KGOT-FM	KHAR-AM	KKLV-FM

M-F, 3-7pm

1 KENI-AM	KENI-AM	KENI-AM
2 KFQD-AM	KBYR-AM	KFQD-AM
3 KRKN-FM	KFQD-AM	KKLV-FM

Adults 18-34 M-S, 6am-Midnight
POP(00): 713

A/M '79	O/N '79	A/M '80
1 KFQD-AM	KFQD-AM	KFQD-AM
2 KENI-AM	KGOT-FM	KKLV-FM
3 KGOT-FM	KENI-AM	KENI-AM
4 KKL-V-FM	KKLV-FM	KGOT-FM
5 KANC-AM	KHVN-FM	KHAR-AM

M-F, 6-10am

1 KFQD-AM	KFQD-AM	KFQD-AM
2 KENI-AM	KGOT-FM	KKLV-FM
3 KKL-V-FM	KENI-AM	KENI-AM
4 KGOT-FM	KHVN-FM	KGOT-FM
5 KANC-AM	KKLV-FM	KHVN-FM

M-F, 3-7pm

1 KENI-AM	KGOT-FM	KFQD-AM
2 KGOT-FM	KFQD-AM	KKLV-FM
3 KFQD-AM	KENI-AM	KENI-AM
4 KKL-V-FM	KKLV-FM	KGOT-FM
5 KANC-AM	KHVN-FM	KHVN-FM

Adults 25-54 M-S, 6am-Midnight
POP(00): 813

A/M '79	O/N '79	A/M '80
1 KRAR-AM	KFQD-AM	KFQD-AM
2 KFQD-AM	KHAR-AM	KHAR-AM
3 KYAK-AM	KYAK-AM	KENI-AM
4 KENI-AM	KKLV-FM	KKLV-FM
5 KKL-V-FM	KANC-AM	KYAK-AM

M-F, 6-10am

1 KHAR-AM	KFQD-AM	KFQD-AM
2 KFQD-AM	KHAR-AM	KHAR-AM
3 KYAK-AM	KANC-AM	KANC-AM
4 KENI-AM	KYAK-AM	KKLV-FM
5 KANC-AM	KENI-AM	KYAK-AM

M-F, 3-7pm

1 KHAR-AM	KHAR-AM	KFQD-AM
2 KFQD-AM	KFQD-AM	KHAR-AM
3 KKL-V-FM	KKLV-FM	KANC-AM
4 KANC-AM	KGOT-FM	KENI-AM
5 KENI-AM	KANC-AM	KYAK-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1456

A/M '79	O/N '79	A/M '80
1 KENI-AM 552	KENI-AM 496	KFQD-AM 575
2 KFQD-AM 447	KFQD-AM 496	KENI-AM 527
3 KHAR-AM 349	KHAR-AM 391	KKLV-FM 399
4 KGOT-FM 298	KGOT-FM 289	KHAR-AM 340
5 KBYR-AM 243	KKLV-FM 264	KBYR-AM 268

M-F, 6-10am

1 KENI-AM	KFQD-AM	KFQD-AM
2 KFQD-AM	KHAR-AM	KENI-AM
3 KHAR-AM	KENI-AM	KHAR-AM
4 KGOT-FM	KGOT-FM	KKLV-FM
5 KYAK-AM	KYAK-AM	KBYR-AM

M-F, 3-7pm

1 KENI-AM	KENI-AM	KFQD-AM
2 KFQD-AM	KFQD-AM	KENI-AM
3 KHAR-AM	KHAR-AM	KKLV-FM
4 KGOT-FM	KGOT-FM	KHAR-AM
5 KKL-V-FM	KBYR-AM	KBYR-AM

Teens M-S, 6am-Midnight
POP(00): 217

A/M '79	O/N '79	A/M '80
1 KENI-AM	KENI-AM	KENI-AM
2 KFQD-AM	KBYR-AM	KFQD-AM
3 KGOT-FM	KFQD-AM	KBYR-AM

M-F, 6-10am

1 KENI-AM	KENI-AM	KENI-AM
2 KFQD-AM	KBYR-AM	KFQD-AM
3 KGOT-FM	KHAR-AM	KKLV-FM

M-F, 3-7pm

1 KENI-AM	KENI-AM	KENI-AM
2 KFQD-AM	KBYR-AM	KFQD-AM
3 KGOT-FM	KFQD-AM	KKLV-FM

Adults 18-34 M-S, 6am-Midnight
POP(00): 713

A/M '79	O/N '79	A/M '80
1 KENI-AM	KFQD-AM	KFQD-AM
2 KFQD-AM	KENI-AM	KENI-AM
3 KGOT-FM	KGOT-FM	KKLV-FM
4 KKL-V-FM	KKLV-FM	KBYR-AM
5 KHAR-AM	KBYR-AM	KGOT-FM

M-F, 6-10am

1 KFQD-AM	KFQD-AM	KFQD-AM
2 KENI-AM	KENI-AM	KKLV-FM
3 KGOT-FM	KGOT-FM	KENI-AM
4 KKL-V-FM	KKLV-FM	KGOT-FM
5 KHAR-AM	KHVN-FM	KHVN-FM

M-F, 3-7pm

1 KENI-AM	KFQD-AM	KFQD-AM
2 KGOT-FM	KGOT-FM	KENI-AM
3 KFQD-AM	KENI-AM	KKLV-FM
4 KKL-V-FM	KKLV-FM	KBYR-AM
5 KBYR-AM	KBYR-AM	KGOT-FM

Adults 25-54 M-S, 6am-Midnight
POP(00): 813

A/M '79	O/N '79	A/M '80
1 KFQD-AM	KFQD-AM	KFQD-AM
2 KHAR-AM	KHAR-AM	KHAR-AM
3 KENI-AM	KENI-AM	KENI-AM
4 KYAK-AM	KKLV-FM	KKLV-FM
5 KKL-V-FM	KYAK-AM	KYAK-AM

M-F, 6-10am

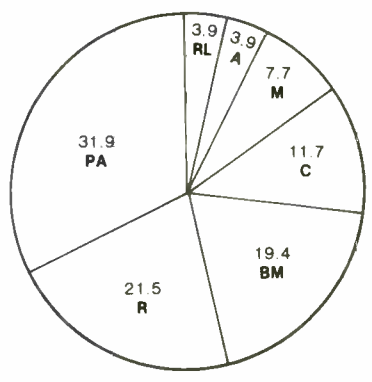
1 KFQD-AM	KFQD-AM	KFQD-AM
2 KHAR-AM	KHAR-AM	KHAR-AM
3 KENI-AM	KYAK-AM	KKLV-FM
4 KYAK-AM	KENI-AM	KENI-AM
5 KANC-AM	KANC-AM	KYAK-AM

M-F, 3-7pm

1 KHAR-AM	KFQD-AM	KFQD-AM
2 KFQD-AM	KHAR-AM	KHAR-AM
3 KENI-AM	KENI-AM	KENI-AM
4 KKL-V-FM	KYAK-AM	KYAK-AM
5 KYAK-AM	KANC-AM	KKLV-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Appleton-Oshkosh

METRO RANK

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Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 2447

	A/M '78	A/M '79	A/M '80
1 WNAM-AM	13.6	12.7	12.3
2 WROE-FM	11.9	8.8	10.2
3 WHBY-AM	10.6	8.0	9.6
4 WIXX-FM	9.5	7.7	8.6
5 WYTL-AM	8.4	7.2	5.9
6 WKAU-FM	6.5	6.6	5.1
7 WOSH-FM	6.5	4.7	4.3
8 WYNE-AM	4.9	4.4	4.0
9 WKAU-AM	4.1	4.4	4.0
10 WMKC-FM	4.1	2.8	3.7
11 WGEE-AM	1.9	2.5	2.9
12 WGN-AM	1.6	2.5	2.7
13 WISN-AM	1.4	2.5	2.7
14 WCUB-AM	1.4	1.1	1.3
15 WAPL-FM	1.4	1.1	1.3
16 WMAQ-AM	1.1	1.1	1.3
17 WEMI-FM	0.8	0.8	1.1
18 WAGO-AM	0.8	0.8	0.8
19 WAPL-AM	0.8	0.8	0.8
20 WDUZ-FM	0.8	0.8	0.5
21		0.6	0.5
22		0.6	0.5
23			0.3

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2447

	A/M '78	A/M '79	A/M '80
1 WNAM-AM	50	46	46
2 WROE-FM	44	43	38
3 WHBY-AM	39	32	38
4 WIXX-FM	35	29	36
5 WYTL-AM	31	28	32

M-F, 6-10am

1 WHBY-AM	WNAM-AM	WYTL-AM
2 WNAM-AM	WHBY-AM	WHBY-AM
3 WROE-FM	WYTL-AM	WNAM-AM
4 WYTL-AM	WROE-FM	WROE-FM
5 WIXX-FM	WIXX-FM	WIXX-FM

M-F, 3-7pm

1 WNAM-AM	WNAM-AM	WNAM-AM
2 WROE-FM	WIXX-FM	WIXX-FM
3 WIXX-FM	WROE-FM	WIXX-FM
4 WYTL-AM	WHBY-AM	WROE-FM
5 WOSH-FM	WYTL-AM	WYTL-AM

Teens
M-S, 6am-Midnight
POP(00): 348

	A/M '78	A/M '79	A/M '80
1 WNAM-AM	WNAM-AM	WNAM-AM	
2 WIXX-FM	WKAU-FM	WIXX-FM	
3 WKAU-FM	WIXX-FM	WKAU-FM	

M-F, 6-10am

1 WNAM-AM	WNAM-AM	WNAM-AM
2 WIXX-FM	WIXX-FM	WIXX-FM
3 WOSH-FM	WKAU-FM	WOSH-FM

M-F, 3-7pm

1 WNAM-AM	WNAM-AM	WNAM-AM
2 WIXX-FM	WIXX-FM	WIXX-FM
3 WOSH-FM	WKAU-FM	WKAU-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 923

	A/M '78	A/M '79	A/M '80
1 WNAM-AM	WNAM-AM	WIXX-FM	
2 WIXX-FM	WAPL-FM	WNAM-AM	
3 WOSH-FM	WIXX-FM	WAPL-FM	
4 WKAU-FM	WOSH-FM	WHBY-AM	
5 WROE-FM	WKAU-AM	WROE-FM	

M-F, 6-10am

1 WNAM-AM	WNAM-AM	WNAM-AM
2 WROE-FM	WAPL-FM	WYTL-AM
3 WKAU-FM	WIXX-FM	WIXX-FM
4 WIXX-FM	WOSH-FM	WHBY-AM
5 WOSH-FM	WKAU-AM	WAPL-FM

M-F, 3-7pm

1 WNAM-AM	WNAM-AM	WIXX-FM
2 WIXX-FM	WIXX-FM	WNAM-AM
3 WOSH-FM	WAPL-FM	WAPL-FM
4 WKAU-FM	WKAU-AM	WHBY-AM
5 WYTL-AM	WOSH-FM	WKAU-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1093

	A/M '78	A/M '79	A/M '80
1 WYTL-AM	WNAM-AM	WHBY-AM	
2 WNAM-AM	WHBY-AM	WYTL-AM	
3 WROE-FM	WYTL-AM	WNAM-AM	
4 WIXX-FM	WROE-FM	WROE-FM	
5 WHBY-AM	WGEE-AM	WIXX-FM	

M-F, 6-10am

1 WNAM-AM	WNAM-AM	WHBY-AM
2 WHBY-AM	WHBY-AM	WYTL-AM
3 WYTL-AM	WYTL-AM	WNAM-AM
4 WROE-FM	WGEE-AM	WROE-FM
5 WMKC-FM	WROE-FM	WIXX-FM

M-F, 3-7pm

1 WYTL-AM	WNAM-AM	WHBY-AM
2 WNAM-AM	WYTL-AM	WYTL-AM
3 WROE-FM	WHBY-AM	WNAM-AM
4 WIXX-FM	WROE-FM	WIXX-FM
5 WKAU-FM	WGEE-AM	WROE-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2447

	A/M '78	A/M '79	A/M '80
1 WNAM-AM	949	940	883
2 WIXX-FM	696	598	649
3 WROE-FM	579	576	575
4 WKAU-FM	488	478	530
5 WHBY-AM	464	448	397

M-F, 6-10am

1 WNAM-AM	WNAM-AM	WNAM-AM
2 WHBY-AM	WHBY-AM	WHBY-AM
3 WIXX-FM	WIXX-FM	WYTL-AM
4 WYTL-AM	WYTL-AM	WIXX-FM
5 WROE-FM	WOSH-FM	WROE-FM

M-F, 3-7pm

1 WNAM-AM	WNAM-AM	WNAM-AM
2 WIXX-FM	WIXX-FM	WIXX-FM
3 WROE-FM	WHBY-AM	WROE-FM
4 WYTL-AM	WROE-FM	WHBY-AM
5 WHBY-AM	WYTL-AM	WYTL-AM

Teens
M-S, 6am-Midnight
POP(00): 348

	A/M '78	A/M '79	A/M '80
1 WNAM-AM	WNAM-AM	WNAM-AM	
2 WIXX-FM	WIXX-FM	WIXX-FM	
3 WKAU-FM	WKAU-FM	WKAU-FM	

M-F, 6-10am

1 WIXX-FM	WNAM-AM	WNAM-AM
2 WNAM-AM	WIXX-FM	WIXX-FM
3 WKAU-FM	WKAU-FM	WOSH-FM

M-F, 3-7pm

1 WNAM-AM	WNAM-AM	WNAM-AM
2 WIXX-FM	WIXX-FM	WIXX-FM
3 WKAU-FM	WKAU-FM	WKAU-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 923

	A/M '78	A/M '79	A/M '80
1 WNAM-AM	WNAM-AM	WNAM-AM	
2 WIXX-FM	WIXX-FM	WIXX-FM	
3 WKAU-FM	WAPL-FM	WAPL-FM	
4 WOSH-FM	WOSH-FM	WKAU-FM	
5 WKAU-AM	WKAU-FM	WHBY-AM	

M-F, 6-10am

1 WNAM-AM	WNAM-AM	WNAM-AM
2 WKAU-AM	WIXX-FM	WIXX-FM
3 WIXX-FM	WOSH-FM	WAPL-FM
4 WOSH-FM	WAPL-FM	WKAU-FM
5 WKAU-FM	WKAU-AM	WHBY-AM

M-F, 3-7pm

1 WNAM-AM	WNAM-AM	WNAM-AM
2 WIXX-FM	WIXX-FM	WIXX-FM
3 WOSH-FM	WAPL-FM	WAPL-FM
4 WKAU-FM	WKAU-AM	WKAU-FM
5 WKAU-AM	WOSH-FM	WROE-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1093

	A/M '78	A/M '79	A/M '80
1 WNAM-AM	WNAM-AM	WNAM-AM	
2 WROE-FM	WHBY-AM	WHBY-AM	
3 WYTL-AM	WYTL-AM	WROE-FM	
4 WIXX-FM	WROE-FM	WYTL-AM	
5 WHBY-AM	WGEE-AM	WYTL-AM	

M-F, 6-10am

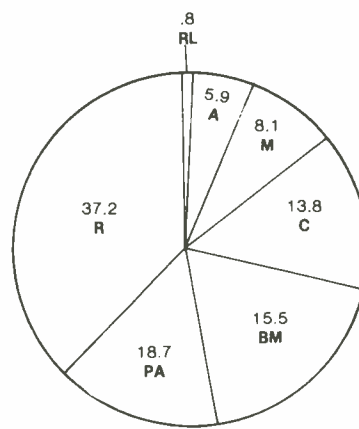
1 WNAM-AM	WNAM-AM	WHBY-AM
2 WYTL-AM	WHBY-AM	WNAM-AM
3 WHBY-AM	WYTL-AM	WHBY-AM
4 WROE-FM	WIXX-FM	WIXX-FM
5 WIXX-FM	WGEE-AM	WROE-FM

M-F, 3-7pm

1 WNAM-AM	WNAM-AM	WNAM-AM
2 WYTL-AM	WHBY-AM	WHBY-AM
3 WROE-FM	WYTL-AM	WYTL-AM
4 WIXX-FM	WROE-FM	WIXX-FM
5 WHBY-AM	WIXX-FM	WROE-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusical, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Asheville

METRO RANK **152**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1447

	A/M '78	A/M '79	A/M '80			
1	WWNC-AM	38.4	WWNC-AM	42.1	WWNC-AM(C)	39.2
2	WISE-AM	15.2	WISE-AM	13.4	WISE-AM(M)	18.6
3	WLOS-FM	14.6	WLOS-FM	12.0	WLOS-FM(BM)	4.7
4	WFBC-FM	7.1	WRAQ-AM	6.2	WSKY-AM(M)	3.9
5	WRAQ-AM	5.1	WKIT-FM	3.8	WFBC-FM(M)	3.4
6	WSKY-AM	3.0	WFBC-FM	3.8	WFGW-AM(RL)	2.9
7	WKIT-FM	2.5	WFGW-AM	1.9	WRAQ-AM(M)	2.5
8	WFGW-AM	1.5	WSKY-AM	1.0	WKIT-FM(C)	1.5
9	WBIR-FM	1.0	WMIT-FM	1.0	WMIT-FM(RL)	1.5
10	WMMH-AM	1.0	WMMH-AM	1.0	WMMH-AM(C)	1.5
11			WSPA-FM	0.5	WBMS-AM(A)	0.5

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1447

	A/M '78	A/M '79	A/M '80			
1	WWNC-AM	792	WWNC-AM	838	WWNC-AM	832
2	WISE-AM	517	WISE-AM	497	WISE-AM	515
3	WLOS-FM	317	WLOS-FM	313	WLOS-FM	336
4	WRAQ-AM	310	WRAQ-AM	260	WSKY-AM	224
5	WSKY-AM	241	WSKY-AM	233	WRAQ-AM	162

M-F, 6-10am

1	WWNC-AM	WWNC-AM	WWNC-AM
2	WISE-AM	WISE-AM	WISE-AM
3	WLOS-FM	WLOS-FM	WLOS-FM
4	WRAQ-AM	WRAQ-AM	WSKY-AM
5	WSKY-AM	WKIT-FM	WRAQ-AM

M-F, 3-7pm

1	WWNC-AM	WWNC-AM	WWNC-AM
2	WISE-AM	WISE-AM	WISE-AM
3	WLOS-FM	WLOS-FM	WLOS-FM
4	WRAQ-AM	WRAQ-AM	WRAQ-AM
5	WSKY-AM	WFBC-FM	WSKY-AM

Teens
M-S, 6am-Midnight
POP(00): 157

	A/M '78	A/M '79	A/M '80
1	WISE-AM	WISE-AM	WISE-AM
2	WRAQ-AM	WRAQ-AM	WRAQ-AM
3	WWNC-AM	WFBC-FM	WWNC-AM

M-F, 6-10am

1	WISE-AM	WISE-AM	WISE-AM
2	WWNC-AM	WRAQ-AM	WRAQ-AM
3	WRAQ-AM	WWNC-AM	WWNC-AM

M-F, 3-7pm

1	WISE-AM	WISE-AM	WISE-AM
2	WRAQ-AM	WRAQ-AM	WRAQ-AM
3	WFBC-FM	WSKY-AM	WFBC-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 464

	A/M '78	A/M '79	A/M '80
1	WISE-AM	WISE-AM	WISE-AM
2	WRAQ-AM	WWNC-AM	WWNC-AM
3	WWNC-AM	WRAQ-AM	WFBC-FM
4	WSKY-AM	WFBC-FM	WRAQ-AM
5	WFBC-FM	WSKY-AM	WSKY-AM

M-F, 6-10am

1	WISE-AM	WISE-AM	WWNC-AM
2	WWNC-AM	WWNC-AM	WISE-AM
3	WLOS-FM	WRAQ-AM	WRAQ-AM
4	WRAQ-AM	WKIT-FM	WFBC-FM
5	WSKY-AM	WFBC-FM	WSKY-AM

M-F, 3-7pm

1	WISE-AM	WISE-AM	WISE-AM
2	WRAQ-AM	WWNC-AM	WWNC-AM
3	WSKY-AM	WRAQ-AM	WRAQ-AM
4	WWNC-AM	WFBC-FM	WSKY-AM
5	WLOS-FM	WLOS-FM	WFBC-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 658

	A/M '78	A/M '79	A/M '80
1	WWNC-AM	WWNC-AM	WWNC-AM
2	WISE-AM	WISE-AM	WISE-AM
3	WLOS-FM	WLOS-FM	WLOS-FM
4	WRAQ-AM	WKIT-FM	WSKY-AM
5	WSKY-AM	WSKY-AM	WFBC-FM

M-F, 6-10am

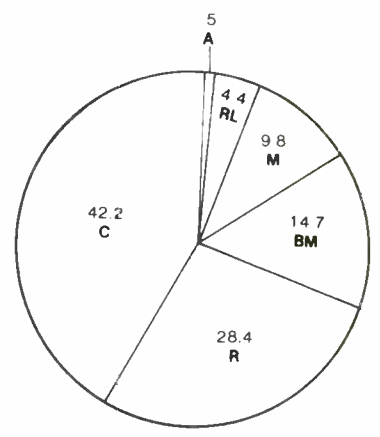
1	WWNC-AM	WWNC-AM	WWNC-AM
2	WISE-AM	WISE-AM	WISE-AM
3	WLOS-FM	WLOS-FM	WLOS-FM
4	WSKY-AM	WRAQ-AM	WSKY-AM
5	WRAQ-AM	WKIT-FM	WFBC-FM

M-F, 3-7pm

1	WWNC-AM	WWNC-AM	WWNC-AM
2	WISE-AM	WISE-AM	WISE-AM
3	WLOS-FM	WLOS-FM	WLOS-FM
4	WRAQ-AM	WRAQ-AM	WSKY-AM
5	WFBC-FM	WKIT-FM	WRAQ-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1447

	A/M '78	A/M '79	A/M '80			
1	WWNC-AM	76	WWNC-AM	88	WWNC-AM	80
2	WISE-AM	30	WISE-AM	28	WISE-AM	38
3	WLOS-FM	29	WLOS-FM	25	WLOS-FM	30
4	WFBC-FM	14	WRAQ-AM	13	WSKY-AM	8
5	WRAQ-AM	10	WKIT-FM	8	WFBC-FM	7

M-F, 6-10am

1	WWNC-AM	WWNC-AM	WWNC-AM
2	WISE-AM	WISE-AM	WISE-AM
3	WLOS-FM	WLOS-FM	WLOS-FM
4	WSKY-AM	WRAQ-AM	WSKY-AM
5	WRAQ-AM	WKIT-FM	WFBC-FM

M-F, 3-7pm

1	WWNC-AM	WWNC-AM	WWNC-AM
2	WISE-AM	WISE-AM	WISE-AM
3	WLOS-FM	WLOS-FM	WLOS-FM
4	WFBC-FM	WRAQ-AM	WSKY-AM
5	WRAQ-AM	WFBC-FM	WRAQ-AM

Teens
M-S, 6am-Midnight
POP(00): 157

	A/M '78	A/M '79	A/M '80
1	WISE-AM	WISE-AM	WISE-AM
2	WRAQ-AM	WRAQ-AM	WRAQ-AM
3	WFBC-FM	WFBC-FM	WWNC-AM

M-F, 6-10am

1	WISE-AM	WISE-AM	WISE-AM
2	WWNC-AM	WRAQ-AM	WWNC-AM
3	WRAQ-AM	WWNC-AM	WRAQ-AM

M-F, 3-7pm

1	WISE-AM	WISE-AM	WISE-AM
2	WRAQ-AM	WRAQ-AM	WRAQ-AM
3	WFBC-FM	WFBC-FM	WWNC-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 464

	A/M '78	A/M '79	A/M '80
1	WISE-AM	WISE-AM	WISE-AM
2	WFBC-FM	WWNC-AM	WWNC-AM
3	WWNC-AM	WRAQ-AM	WSKY-AM
4	WLOS-FM	WKIT-FM	WFBC-FM
5	WRAQ-AM	WFBC-FM	WLOS-FM

M-F, 6-10am

1	WWNC-AM	WWNC-AM	WWNC-AM
2	WISE-AM	WISE-AM	WISE-AM
3	WSKY-AM	WRAQ-AM	WSKY-AM
4	WLOS-FM	WFBC-FM	WFBC-FM
5	WFBC-FM	WSKY-AM	WRAQ-AM

M-F, 3-7pm

1	WISE-AM	WISE-AM	WISE-AM
2	WFBC-FM	WWNC-AM	WWNC-AM
3	WLOS-FM	WRAQ-AM	WSKY-AM
4	WRAQ-AM	WFBC-FM	WLOS-FM
5	WWNC-AM	WLOS-FM	WRAQ-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 658

	A/M '78	A/M '79	A/M '80
1	WWNC-AM	WWNC-AM	WWNC-AM
2	WLOS-FM	WLOS-FM	WLOS-FM
3	WISE-AM	WISE-AM	WISE-AM
4	WFBC-FM	WKIT-FM	WSKY-AM
5	WRAQ-AM	WRAQ-AM	WFBC-FM

M-F, 6-10am

1	WWNC-AM	WWNC-AM	WWNC-AM
2	WISE-AM	WISE-AM	WISE-AM
3	WLOS-FM	WRAQ-AM	WISE-AM
4	WSKY-AM	WLOS-FM	WSKY-AM
5	WFBC-FM	WKIT-FM	WFBC-FM

M-F, 3-7pm

1	WWNC-AM	WWNC-AM	WWNC-AM
2	WLOS-FM	WLOS-FM	WLOS-FM
3	WFBC-FM	WISE-AM	WISE-AM
4	WISE-AM	WRAQ-AM	WSKY-AM
5	WRAQ-AM	WFBC-FM	WFBC-FM

A/M '80 Market Overview

The emergence of Plough's WVEE and the slip-page suffered by WSB highlighted the A/M '80 sweep results in Atlanta. This was the first spring book in Atlanta in which the ESF technique was used, and that may have had an impact on the outcome.

Since Expanded Sample Frame began in Atlanta in the O/N '79 survey, Black-formatted WVEE has doubled its overall share, closely challenging WSB for the market supremacy. Approximately 16% of the metro in-tab for this sweep came from ESF individuals, and that figure accounts for virtually all of the additional diaries returned, compared to the A/M '79 survey. It will be interesting to see if WVEE can remain strong or carve out even a larger share of the market as ESF becomes stabilized in upcoming surveys.

WSB, the Pop/Adult leader and dominant figure in the metro for many years, fell to its lowest 12+ share in years, while the station narrowly hung on to the lead among adults 25-54, edging WVEE. WSB's share in that demographic has slipped more than 33% in the last year. WSB spent approximately \$100,000 in outside media for this past survey, concentrating on TV spots. The station also carried Atlanta Braves baseball.

Among 18-34 adults, WVEE became the new leader, with a 70% gain to score more than 17% of this target demo. WZGC edged past WQXI-FM for the runner-up 18-34 spot in their usual tight battle. WQXI-FM returned in several cases to audience shares that were comparable to the A/M survey last year, but were down from the station's O/N '79 high point. The station hired new air personalities for mid-day and for the late evening shift. Perhaps the next book will be a better test of how they would score on WQXI-FM.

ON-AIR SURVY SPOTS BROADCAST BY:
WKLS-FM WZGC-FM WKLS-AM

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 15325

	A/M '79	O/N '79	A/M '80
1 WSB -AM	15.3	WSB -AM	11.7
2 WZGC-FM	11.2	WZGC-FM	11.1
3 WQXI-FM	8.2	WQXI-FM	10.5
4 WKLS-FM	7.7	WKLS-FM	8.2
5 WSB -FM	6.4	WVEE-FM	7.6
6 WVEE-FM	6.0	WPCF-FM	7.3
7 WPLO-AM	5.0	WSB -FM	5.7
8 WPCF-FM	4.9	WGST-AM	5.3
9 WQXI-AM	3.9	WPLO-AM	5.1
10 WGST-AM	3.9	WLTA-FM	5.0
11 WRNG-AM	3.6	WAOK-AM	3.4
12 WAOK-AM	3.5	WQXI-AM	2.8
13 WLTA-FM	3.2	WRNG-AM	2.5
14 WBIE-FM	2.9	WBIE-FM	2.2
15 WGKA-AM	1.2	WGKA-AM	1.1
16 WYZE-AM	0.9	WYZE-AM	1.0
17 WCOB-AM	0.8	WIGO-AM	0.7
18 WYRX-AM	0.5	WCOB-AM	0.6
19 WKLS-AM	0.5	WKLS-AM	0.6
20 WJGA-FM	0.5	WTJH-AM	0.5
21 WTJH-AM	0.4	WCHK-FM	0.3
22 WLL-AM	0.4	WCEC-AM	0.3
23		WKLS-AM	0.3

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 15325

	A/M '79	O/N '79	A/M '80
1 WSB -AM	333	WSB -AM	276
2 WZGC-FM	245	WZGC-FM	262
3 WQXI-FM	179	WQXI-FM	247
4 WKLS-FM	169	WKLS-FM	193
5 WSB -FM	139	WVEE-FM	180
6 WVEE-FM	132	WPCF-FM	172
7 WPLO-AM	110	WSB -FM	135
8 WPCF-FM	108	WGST-AM	124
9 WQXI-AM	86	WPLO-AM	120
10 WGST-AM	86	WLTA-FM	118

M-F, 6-10am

1 WSB -AM	WSB -AM	WSB -AM
2 WZGC-FM	WQXI-AM	WQXI-AM
3 WQXI-AM	WZGC-FM	WZGC-FM
4 WSB -FM	WKLS-FM	WVEE-FM
5 WKLS-FM	WPLO-AM	WPLO-AM
6 WPLO-AM	WGST-AM	WKLS-FM
7 WGST-AM	WVEE-FM	WGST-AM
8 WAOK-AM	WSB -FM	WPCF-FM
9 WPCF-FM	WPCF-FM	WRNG-AM
10 WVEE-FM	WLTA-FM	WAOK-AM

M-F, 3-7pm

1 WZGC-FM	WZGC-FM	WVEE-FM
2 WSB -AM	WQXI-FM	WZGC-FM
3 WKLS-FM	WKLS-FM	WKLS-FM
4 WQXI-FM	WSB -AM	WSB -AM
5 WVEE-FM	WVEE-FM	WQXI-FM
6 WSB -FM	WPCF-FM	WPCF-FM
7 WPLO-AM	WPLO-AM	WPLO-AM
8 WQXI-AM	WLTA-FM	WSB -FM
9 WLTA-FM	WSB -FM	WLTA-FM
10 WPCF-FM	WGST-AM	WGST-AM

Teens
M-S, 6am-Midnight
POP(00): 1952

	A/M '79	O/N '79	A/M '80
1 WZGC-FM	WZGC-FM	WZGC-FM	
2 WKLS-FM	WKLS-FM	WKLS-FM	
3 WQXI-FM	WVEE-FM	WVEE-FM	

M-F, 6-10am

1 WZGC-FM	WZGC-FM	WZGC-FM
2 WQXI-AM	WQXI-AM	WKLS-FM
3 WKLS-FM	WKLS-FM	WVEE-FM

M-F, 3-7pm

1 WZGC-FM	WZGC-FM	WVEE-FM
2 WKLS-FM	WKLS-FM	WZGC-FM
3 WQXI-FM	WVEE-FM	WKLS-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 6374

	A/M '79	O/N '79	A/M '80
1 WQXI-FM	WQXI-FM	WVEE-FM	
2 WZGC-FM	WZGC-FM	WZGC-FM	
3 WKLS-FM	WKLS-FM	WQXI-FM	
4 WVEE-FM	WVEE-FM	WKLS-FM	
5 WSB -AM	WSB -AM	WLTA-FM	
6 WQXI-AM	WLTA-FM	WPCF-FM	
7 WSB -FM	WAOK-AM	WPLO-AM	
8 WLTA-FM	WAOK-AM	WSB -AM	
9 WPLO-AM	WQXI-AM	WAOK-AM	
10 WAOK-AM	WSB -FM	WQXI-AM	

M-F, 6-10am

1 WQXI-AM	WQXI-AM	WQXI-AM
2 WZGC-FM	WZGC-FM	WZGC-FM
3 WSB -AM	WKLS-FM	WVEE-FM
4 WKLS-FM	WSB -AM	WKLS-FM
5 WVEE-FM	WVEE-FM	WPLO-AM
6 WAOK-AM	WAOK-AM	WSB -AM
7 WGST-AM	WLTA-FM	WLTA-FM
8 WSB -FM	WGST-AM	WAOK-AM
9 WPLO-AM	WPLO-AM	WRNG-AM
10 WLTA-FM	WSB -FM	WBIE-FM

M-F, 3-7pm

1 WQXI-FM	WQXI-FM	WVEE-FM
2 WKLS-FM	WKLS-FM	WKLS-FM
3 WVEE-FM	WZGC-FM	WZGC-FM
4 WZGC-FM	WVEE-FM	WQXI-FM
5 WQXI-AM	WSB -AM	WLTA-FM
6 WPLO-AM	WPCF-FM	WPLO-AM
7 WSB -FM	WLTA-FM	WPCF-FM
8 WSB -AM	WQXI-AM	WSB -AM
9 WLTA-FM	WAOK-AM	WQXI-AM
10 WGST-AM	WGST-AM	WRNG-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 7835

	A/M '79	O/N '79	A/M '80
1 WSB -AM	WSB -AM	WSB -AM	
2 WPLO-AM	WQXI-FM	WVEE-FM	
3 WQXI-FM	WZGC-FM	WPCF-FM	
4 WZGC-FM	WPCF-FM	WQXI-FM	
5 WSB -FM	WLTA-FM	WZGC-FM	
6 WLTA-FM	WPLO-AM	WPLO-AM	
7 WVEE-FM	WSB -FM	WLTA-FM	
8 WPCF-FM	WVEE-FM	WSB -FM	
9 WQXI-AM	WKLS-FM	WKLS-FM	
10 WRNG-AM	WGST-AM	WBIE-FM	

M-F, 6-10am

1 WSB -AM	WSB -AM	WSB -AM
2 WQXI-AM	WQXI-AM	WQXI-AM
3 WPLO-AM	WPLO-AM	WPLO-AM
4 WZGC-FM	WZGC-FM	WVEE-FM
5 WSB -FM	WLTA-FM	WZGC-FM
6 WGST-AM	WGST-AM	WPCF-FM
7 WAOK-AM	WPCF-FM	WRNG-AM
8 WRNG-AM	WSB -FM	WGST-AM
9 WVEE-FM	WKLS-FM	WBIE-FM
10 WBIE-FM	WVEE-FM	WLTA-FM

M-F, 3-7pm

1 WSB -AM	WZGC-FM	WVEE-FM
2 WPLO-AM	WQXI-FM	WSB -AM
3 WZGC-FM	WPCF-FM	WPCF-FM
4 WQXI-FM	WSB -AM	WPLO-AM
5 WLTA-FM	WPLO-AM	WQXI-FM
6 WSB -FM	WLTA-FM	WZGC-FM
7 WVEE-FM	WSB -FM	WLTA-FM
8 WQXI-AM	WVEE-FM	WKLS-FM
9 WPCF-FM	WKLS-FM	WSB -FM
10 WRNG-AM	WGST-AM	WBIE-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 15325

	A/M '79	O/N '79	A/M '80
1 WSB -AM	4916	WSB -AM	4400
2 WZGC-FM	4061	WZGC-FM	3841
3 WQXI-FM	2969	WQXI-FM	3404
4 WSB -FM	2506	WKLS-FM	2625
5 WQXI-AM	2274	WPCF-FM	2512
6 WKLS-FM	2237	WGST-AM	2360
7 WPLO-AM	1975	WSB -FM	2147
8 WPCF-FM	1869	WVEE-FM	1956
9 WVEE-FM	1807	WPLO-AM	1787
10 WGST-AM	1615	WQXI-AM	1768

M-F, 6-10am

1 WSB -AM	WSB -AM	WSB -AM
2 WQXI-AM	WQXI-AM	WQXI-AM
3 WZGC-FM	WZGC-FM	WZGC-FM
4 WPLO-AM	WKLS-FM	WVEE-FM
5 WSB -FM	WGST-AM	WKLS-FM
6 WKLS-FM	WSB -FM	WPLO-AM
7 WPLO-AM	WPLO-AM	WPCF-FM
8 WAOK-AM	WPCF-FM	WQXI-AM
9 WVEE-FM	WQXI-AM	WGST-AM
10 WPCF-FM	WVEE-FM	WLTA-FM

M-F, 3-7pm

1 WZGC-FM	WZGC-FM	WZGC-FM
2 WSB -AM	WSB -AM	WSB -AM
3 WQXI-FM	WQXI-FM	WVEE-FM
4 WKLS-FM	WKLS-FM	WQXI-FM
5 WSB -FM	WPCF-FM	WKLS-FM
6 WQXI-AM	WVEE-FM	WPLO-AM
7 WPLO-AM	WSB -FM	WPCF-FM
8 WVEE-FM	WPLO-AM	WSB -FM
9 WPCF-FM	WQXI-AM	WQXI-AM
10 WGST-AM	WGST-AM	WLTA-FM

Teens
M-S, 6am-Midnight
POP(00): 1952

	A/M '79	O/N '79	A/M '80
1 WZGC-FM	WZGC-FM	WZGC-FM	
2 WKLS-FM	WKLS-FM	WKLS-FM	
3 WQXI-FM	WQXI-FM	WVEE-FM	

M-F, 6-10am

1 WZGC-FM	WZGC-FM	WZGC-FM
2 WQXI-AM	WKLS-FM	WKLS-FM
3 WKLS-FM	WQXI-AM	WQXI-AM

M-F, 3-7pm

1 WZGC-FM	WZGC-FM	WZGC-FM
2 WKLS-FM	WKLS-FM	WKLS-FM
3 WQXI-FM	WQXI-FM	WVEE-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 6374

	A/M '79	O/N '79	A/M '80
1 WZGC-FM	WQXI-FM	WZGC-FM	
2 WQXI-FM	WZGC-FM	WQXI-FM	
3 WSB -AM	WKLS-FM	WVEE-FM	
4 WQXI-AM	WVEE-FM	WKLS-FM	
5 WKLS-FM	WSB -AM	WSB -AM	
6 WVEE-FM	WQXI-AM	WQXI-AM	
7 WSB -FM	WGST-AM	WLTA-FM	
8 WLTA-FM	WPCF-FM	WPLO-AM	
9 WPLO-AM	WLTA-FM	WAOK-AM	
10 WAOK-AM	WAOK-AM	WPCF-FM	

M-F, 6am-10am

1 WQXI-AM	WQXI-AM	WQXI-AM
2 WZGC-FM	WZGC-FM	WZGC-FM
3 WSB -AM	WKLS-FM	WVEE-FM
4 WKLS-FM	WSB -AM	WKLS-FM
5 WVEE-FM	WVEE-FM	WSB -AM
6 WPLO-AM	WAOK-AM	WPLO-AM
7 WAOK-AM	WGST-AM	WLTA-FM
8 WGST-AM	WLTA-FM	WAOK-AM
9 WSB -FM	WPLO-AM	WRNG-AM
10 WLTA-FM	WSB -FM	WGST-AM

M-F, 3-7pm

1 WQXI-FM	WQXI-FM	WZGC-FM
2 WZGC-FM	WQXI-FM	WVEE-FM
3 WKLS-FM	WKLS-FM	WQXI-FM
4 WQXI-AM	WVEE-FM	WKLS-FM
5 WVEE-FM	WQXI-AM	WSB -AM
6 WSB -AM	WSB -AM	WPLO-AM
7 WPLO-AM	WGST-AM	WQXI-AM
8 WLTA-FM	WAOK-AM	WLTA-FM
9 WSB -FM	WPCF-FM	WAOK-AM
10 WGST-AM	WLTA-FM	WPCF-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 7835

	A/M '79	O/N '79	A/M '80
1 WSB -AM	WSB -AM	WSB -AM	
2 WZGC-FM	WZGC-FM	WZGC-FM	
3 WPLO-AM	WPCF-FM	WPCF-FM	
4 WQXI-FM	WQXI-FM	WPLO-AM	
5 WSB -FM	WGST-AM	WQXI-FM	
6 WPCF-FM	WSB -FM	WLTA-FM	
7 WQXI-AM	WPLO-AM	WVEE-FM	
8 WGST-AM	WLTA-FM	WSB -FM	
9 WLTA-FM	WQXI-AM	WGST-AM	
10 WVEE-FM	WKLS-FM	WBIE-FM	

Atlanta

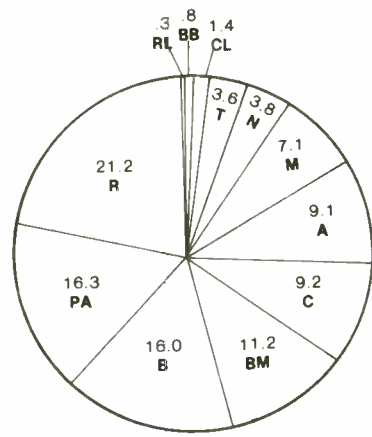
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M-F, 6-10am		
1 WSB -AM	WSB -AM	WSB -AM
2 WQXI-AM	WQXI-AM	WQXI-AM
3 WPLO-AM	WPLO-AM	WPLO-AM
4 WZGC-FM	WSB -FM	WZGC-FM
5 WGST-AM	WGST-AM	WPCB-FM
6 WSB -FM	WZGC-FM	WVEE-FM
7 WLTA-FM	WPCB-FM	WGST-AM
8 WVEE-FM	WLTA-FM	WLTA-FM
9 WAOK-AM	WZGC-FM	WBIE-FM
10 WRNG-AM	WVVE-FM	WRNG-AM

M-F, 3-7pm		
1 WSB -AM	WSB -AM	WSB -AM
2 WPLO-AM	WZGC-FM	WPLO-AM
3 WZGC-FM	WQXI-FM	WPCB-FM
4 WQXI-FM	WPCB-FM	WVEE-FM
5 WSB -FM	WPLO-AM	WQXI-FM
6 WLTA-FM	WSB -FM	WZGC-FM
7 WQXI-AM	WQXI-AM	WSB -FM
8 WPCB-FM	WGST-AM	WLTA-FM
9 WGST-AM	WLTA-FM	WBIE-FM
10 WVEE-FM	WZGC-FM	WQXI-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Atlantic City

METRO RANK **148**

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 1577

AM '79	AM '80
1 WFGC-FM 19.0	WFGC-FM 15.9
2 WNGM-FM 11.0	WAYV-FM 11.8
3 WIIN-AM 9.7	WNGM-FM 11.0
4 WOND-AM 7.6	WMHR-FM 9.4
5 WMID-AM 7.2	WIIN-AM 7.3
6 WUSS-AM 5.1	WOND-AM 5.3
7 WGRF-FM 4.6	WCAU-AM 4.5
8 WCAU-AM 4.2	WIP -AM 2.9
9 WSLT-FM 3.8	KYW -AM 2.9
10 WAYV-FM 3.0	WGRF-FM 2.4
11 WMHR-FM 3.0	WIOQ-FM 2.4
12 WDVR-FM 2.1	WRDR-FM 2.4
13 WRDI-AM 1.7	WMID-AM 2.0
14 WIOQ-FM 1.3	WUSS -AM 2.0
15 KYW -AM 0.8	WSLT-FM 1.6
16 WCAU-FM 0.8	WWSH-FM 1.2
17 WIP -AM 0.8	WCAU-FM 1.2
18 WWSH-FM 0.8	WDVR-FM 0.8
19 WIBC-AM 0.4	WRDI-AM 0.4
20 WFLN-FM 0.4	WYSP-FM 0.4
21 WIFL-FM 0.4	WNGR-FM 0.4
22 WFIL-AM 0.4	

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1577

AM '79	AM '80
1 WFGC-FM 45	WFGC-FM 39
2 WNGM-FM 26	WAYV-FM 29
3 WIIN-AM 23	WNGM-FM 27
4 WOND-AM 18	WMHR-FM 23
5 WMID-AM 17	WIIN-AM 18

M-F, 6-10am

1 WFGC-FM	WFGC-FM
2 WIIN-AM	WIIN-AM
3 WOND-AM	WAYV-FM
4 WNGM-FM	WNGM-FM
5 WMID-AM	WOND-AM

M-F, 3-7pm

1 WFGC-FM	WFGC-FM
2 WNGM-FM	WAYV-FM
3 WIIN-AM	WNGM-FM
4 WGRF-FM	WMHR-FM
5 WMID-AM	WCAU-AM

Teens
M-S, 6am-Midnight
POP(00): 184

AM '79	AM '80
1 WNGM-FM	WNGM-FM
2 WGRF-FM	WMHR-FM
3 WMHR-FM	WAYV-FM

M-F, 6-10am

1 WNGM-FM	WNGM-FM
2 WMID-AM	WMHR-FM
3 WOND-AM	WAYV-FM

M-F, 3-7pm

1 WNGM-FM	WNGM-FM
2 WGRF-FM	WMHR-FM
3 WAYV-FM	WAYV-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 421

AM '79	AM '80
1 WNGM-FM	WMHR-FM
2 WMID-AM	WNGM-FM
3 WFGC-FM	WAYV-FM
4 WOND-AM	WIOQ-FM
5 WAYV-FM	WGRF-FM

M-F, 6-10am

1 WNGM-FM	WAYV-FM
2 WMID-AM	WMHR-FM
3 WFGC-FM	WNGM-FM
4 WGRF-FM	WIOQ-FM
5 WIIN-AM	WOND-AM

M-F, 3-7pm

1 WNGM-FM	WMHR-FM
2 WMHR-FM	WAYV-FM
3 WGRF-FM	WNGM-FM
4 WMID-AM	WIOQ-FM
5 WOND-AM	WMID-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 640

AM '79	AM '80
1 WFGC-FM	WAYV-FM
2 WIIN-AM	WFGC-FM
3 WMID-AM	WNGM-FM
4 WOND-AM	WMHR-FM
5 WNGM-FM	WIIN-AM

M-F, 6-10am

1 WFGC-FM	WFGC-FM
2 WIIN-AM	WAYV-FM
3 WMID-AM	WIIN-AM
4 WOND-AM	WIP -AM
5 WUSS-AM	WNGM-FM

M-F, 3-7pm

1 WFGC-FM	WAYV-FM
2 WIIN-AM	WFGC-FM
3 WMID-AM	WNGM-FM
4 WNGM-FM	WMHR-FM
5 WGRF-FM	WIIN-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1577

AM '79	AM '80
1 WFGC-FM 490	WFGC-FM 413
2 WNGM-FM 380	WNGM-FM 354
3 WOND-AM 335	WIIN-AM 293
4 WIIN-AM 316	WAYV-FM 285
5 WMID-AM 301	WOND-AM 285

M-F, 6-10am

1 WFGC-FM	WFGC-FM
2 WIIN-AM	WNGM-FM
3 WNGM-FM	WIIN-AM
4 WMID-AM	WAYV-FM
5 WOND-AM	WOND-AM

M-F, 3-7pm

1 WFGC-FM	WFGC-FM
2 WNGM-FM	WNGM-FM
3 WGRF-FM	WAYV-FM
4 WIIN-AM	WMHR-FM
5 WMID-AM	WIIN-AM

Teens
M-S, 6am-Midnight
POP(00): 184

AM '79	AM '80
1 WNGM-FM	WNGM-FM
2 WMID-AM	WMHR-FM
3 WOND-AM	WAYV-FM

M-F, 6-10am

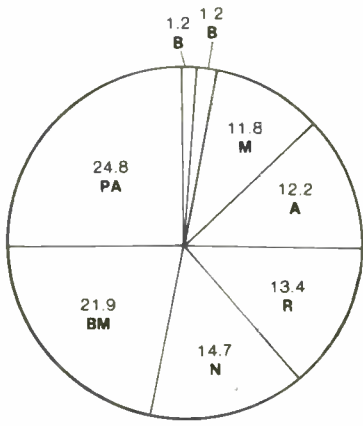
1 WNGM-FM	WNGM-FM
2 WMID-AM	WAYV-FM
3 WOND-AM	WMHR-FM

M-F, 3-7pm

1 WNGM-FM	WNGM-FM
2 WGRF-FM	WMHR-FM
3 WMID-AM	WAYV-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Augusta

METRO RANK

121

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2322

A/M '78	A/M '79	A/M '80
1 WBBQ-FM 15.8	WBBQ-FM 23.1	WBBQ-FM (R) 27.2
2 WBBQ-AM 11.5	WBIA-AM 9.3	WTHB-AM (B) 10.4
3 WZZW-FM 11.0	WBBQ-AM 9.1	WRDW-AM (B) 8.3
4 WCAC-AM 8.0	WTHB-AM 8.0	WZZW-FM (PA) 7.7
5 WBIA-AM 7.2	WCAC-AM 7.4	WBBQ-AM (R) 6.8
6 WCUS-AM 7.2	WCUS-FM 6.9	WCAC-AM (PA) 5.9
7 WRDW-AM 6.4	WRDW-AM 6.0	WCUS-AM (C) 5.3
8 WTHB-AM 6.2	WZZW-FM 5.8	WCUS-FM (C) 5.0
9 WAUG-AM 4.8	WNEZ-FM 5.5	WNEZ-FM (BM) 4.1
10 WAUG-FM 4.3	WAUG-FM 5.5	WYMX-FM (A) 4.1
11 WNEZ-FM 3.8	WCUS-AM 2.2	WKZK-AM (PA) 2.7
12 WAKN-AM 1.9	WCHI-AM 1.9	WBIA-AM (PA) 2.1
13 WDDM-FM 1.6	WAKN-AM 1.9	WTHO-FM (C) 1.5
14 WCUS-FM 1.3	WCOS-FM 0.8	WCHI-AM (RL) 0.9
15 WCAC-AM 1.3		WAKN-AM (PA) 0.9
16 WLOW-AM 1.3		WVAP-AM (C) 0.6
17 WFNL-AM 0.8		WCAC-FM (RL) 0.6
18 WLOW-FM 0.3		WDDM-FM (B) 0.6

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2322

A/M '78	A/M '79	A/M '80
1 WBBQ-FM 59	WBBQ-FM 84	WBBQ-FM 92
2 WBBQ-AM 43	WBIA-AM 34	WTHB-AM 35
3 WZZW-FM 41	WRBQ-AM 33	WRDW-AM 28
4 WCAC-AM 30	WTHB-AM 29	WZZW-FM 26
5 WBIA-AM 27	WCAC-AM 27	WBBQ-AM 23

M-F, 6-10am

1 WBBQ-FM	WBBQ-FM	WBBQ-FM
2 WBBQ-AM	WBBQ-AM	WCAC-AM
3 WCAC-AM	WBIA-AM	WBBQ-AM
4 WBIA-AM	WCAC-AM	WRDW-AM
5 WZZW-FM	WCUS-FM	WZZW-FM

M-F, 3-7pm

1 WBBQ-FM	WBBQ-FM	WBBQ-FM
2 WBBQ-AM	WCUS-FM	WTHB-AM
3 WZZW-FM	WBIA-AM	WZZW-FM
4 WCUS-AM	WTHB-AM	WRDW-AM
5 WCAC-AM	WBBQ-AM	WCUS-FM

Teens

M-S, 6am-Midnight

POP(00): 318

A/M '78	A/M '79	A/M '80
1 WBBQ-FM	WBBQ-FM	WBBQ-FM
2 WBBQ-AM	WRDW-AM	WTHB-AM
3 WTHB-AM	WAUG-FM	WZZW-FM

M-F, 6-10am

1 WBBQ-FM	WBBQ-FM	WBBQ-FM
2 WBBQ-AM	WBBQ-AM	WZZW-FM
3 WDDM-FM	WRDW-AM	WTHB-AM

M-F, 3-7pm

1 WBBQ-FM	WBBQ-FM	WBBQ-FM
2 WBBQ-AM	WRDW-AM	WTHB-AM
3 WTHB-AM	WAUG-FM	WRDW-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 943

A/M '78	A/M '79	A/M '80
1 WBBQ-FM	WBBQ-FM	WBBQ-FM
2 WZZW-FM	WZZW-FM	WTHB-AM
3 WBBQ-AM	WTHB-AM	WZZW-FM
4 WRDW-AM	WBBQ-AM	WRDW-AM
5 WAUG-FM	WAUG-FM	WYMY-FM

M-F, 6-10am

1 WBBQ-FM	WBBQ-FM	WBBQ-FM
2 WBBQ-AM	WBBQ-AM	WBBQ-AM
3 WRDW-AM	WZZW-FM	WZZW-FM
4 WZZW-FM	WAUG-FM	WTHB-AM
5 WCAC-AM	WCUS-FM	WKZK-AM

M-F, 3-7pm

1 WBBQ-AM	WBBQ-FM	WBBQ-FM
2 WBBQ-FM	WTHB-AM	WZZW-FM
3 WZZW-FM	WZZW-FM	WYMX-FM
4 WRDW-AM	WBBQ-AM	WTHB-AM
5 WCUS-AM	WAUG-FM	WRDW-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1082

A/M '78	A/M '79	A/M '80
1 WBBQ-FM	WBBQ-FM	WBBQ-FM
2 WCUS-AM	WCUS-FM	WRDW-AM
3 WBBQ-AM	WBBQ-AM	WTHB-AM
4 WCAC-AM	WBIA-AM	WZZW-FM
5 WZZW-FM	WCAC-AM	WCUS-FM

M-F, 6-10am

1 WBBQ-FM	WBBQ-FM	WBBQ-FM
2 WCAC-AM	WBBQ-AM	WCAC-AM
3 WBBQ-AM	WCUS-FM	WBBQ-AM
4 WCUS-AM	WBIA-AM	WRDW-AM
5 WBIA-AM	WZZW-FM	WCUS-FM

M-F, 3-7pm

1 WBBQ-AM	WBBQ-FM	WBBQ-FM
2 WCUS-AM	WCUS-FM	WCUS-FM
3 WBBQ-FM	WBBQ-AM	WZZW-FM
4 WCAC-AM	WNEZ-FM	WRDW-AM
5 WZZW-FM	WTHB-AM	WTHB-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2322

A/M '78	A/M '79	A/M '80
1 WBBQ-AM 813	WBBQ-FM 931	WBBQ-FM 1030
2 WBBQ-FM 809	WBBQ-AM 651	WBBQ-AM 526
3 WCAC-AM 489	WZZW-FM 471	WZZW-FM 460
4 WZZW-FM 478	WCAC-AM 392	WRDW-AM 428
5 WRDW-AM 374	WRDW-AM 372	WTHB-AM 391

M-F, 6-10am

1 WBBQ-FM	WBBQ-FM	WBBQ-FM
2 WBBQ-AM	WBBQ-AM	WBBQ-AM
3 WCAC-AM	WZZW-FM	WCAC-AM
4 WZZW-FM	WCAC-AM	WRDW-AM
5 WBIA-AM	WBIA-AM	WZZW-FM

M-F, 3-7pm

1 WBBQ-AM	WBBQ-FM	WBBQ-FM
2 WBBQ-FM	WZZW-FM	WBBQ-AM
3 WCAC-AM	WBBQ-AM	WRDW-AM
4 WZZW-FM	WAUG-FM	WZZW-FM
5 WRDW-AM	WRDW-AM	WTHB-AM

Teens

M-S, 6am-Midnight

POP(00): 318

A/M '78	A/M '79	A/M '80
1 WBBQ-FM	WBBQ-FM	WBBQ-FM
2 WBBQ-AM	WAUG-FM	WTHB-AM
3 WAUG-FM	WBBQ-AM	WRDW-AM

M-F, 6-10am

1 WBBQ-FM	WBBQ-FM	WBBQ-FM
2 WBBQ-AM	WBBQ-AM	WTHB-AM
3 WRDW-AM	WRDW-AM	WRDW-AM

M-F, 3-7pm

1 WBBQ-FM	WBBQ-FM	WBBQ-FM
2 WBBQ-AM	WAUG-FM	WRDW-AM
3 WRDW-AM	WRDW-AM	WTHB-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 943

A/M '78	A/M '79	A/M '80
1 WBBQ-FM	WBBQ-FM	WBBQ-FM
2 WBBQ-AM	WZZW-FM	WZZW-FM
3 WZZW-FM	WBBQ-AM	WBBQ-AM
4 WRDW-AM	WAUG-FM	WTHB-AM
5 WCAC-AM	WCAC-AM	WRDW-AM

M-F, 6-10am

1 WBBQ-FM	WBBQ-FM	WBBQ-FM
2 WBBQ-AM	WBBQ-AM	WZZW-FM
3 WZZW-FM	WZZW-FM	WBBQ-AM
4 WCAC-AM	WAUG-FM	WTHB-AM
5 WAUG-FM	WCAC-AM	WRDW-AM

M-F, 3-7pm

1 WBBQ-AM	WBBQ-FM	WBBQ-FM
2 WBBQ-FM	WZZW-FM	WZZW-FM
3 WZZW-FM	WBBQ-AM	WYMX-FM
4 WRDW-AM	WAUG-FM	WBBQ-AM
5 WTHB-AM	WTHB-AM	WTHB-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1082

A/M '78	A/M '79	A/M '80
1 WBBQ-AM	WBBQ-FM	WBBQ-FM
2 WBBQ-FM	WBBQ-AM	WBBQ-AM
3 WCAC-AM	WCAC-AM	WZZW-FM
4 WZZW-FM	WZZW-FM	WCAC-AM
5 WBIA-AM	WRDW-AM	WRDW-AM

M-F, 6-10am

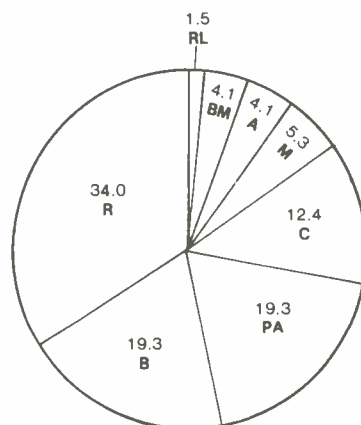
1 WBBQ-AM	WBBQ-FM	WBBQ-FM
2 WCAC-AM	WBBQ-AM	WBBQ-AM
3 WBBQ-FM	WCAC-AM	WCAC-AM
4 WCUS-AM	WZZW-FM	WZZW-FM
5 WBIA-AM	WCUS-FM	WRDW-AM

M-F, 3-7pm

1 WBBQ-AM	WBBQ-FM	WBBQ-FM
2 WCAC-AM	WBBQ-AM	WBBQ-AM
3 WBBQ-FM	WCUS-FM	WZZW-FM
4 WCUS-AM	WZZW-FM	WCUS-FM
5 WZZW-FM	WNEZ-FM	WRDW-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Austin

METRO RANK

72

A/M '80 Market Overview

There's a new number one station in the Austin metro. KHFI, a Top 40 station with an AOR flavor, more than doubled its overall share, while last survey's leader, Beautiful Music KASE, dropped significantly. Country KVET remained in the runner-up spot.

KHFI used a combination of outside advertising, extensive promotions, and new programming ingredients to score. The station utilized TV and billboards, with much of the advertising spotlighting its new morning man, a well-known area personality. That addition plus the fusion of Top 40 and AOR gave KHFI a sound dramatically different than the Dancemusic format used last spring. KHFI sponsored a series of 17 concerts from January-May, usually featuring local groups. All this effort paid off, with KHFI surging from less than 10% of 18-34 adults in the O/N sweep to almost 25%. KHFI was also tops with the teen audience.

KASE's overall share declined by almost 40%, mostly attributable to a softening in the stations' ability to hold its time spent listening figures at previous levels. KASE's cume dropped 24% from a year ago, but its average quarter-hour audience declined almost one-third, implying shorter time spent with the station. The KASE on-air sound is now different, since the station has switched from Bonneville to TM syndication. The next sweep may show if this different musical approach will help KASE rebound. The station was still tops among adults 25-54, due largely to a stable book among women in that cell, while its male numbers dissipated. KVET was just fractionally behind KASE in this demo.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

	A/M '79	O/N '79	A/M '80
1 KVET-AM	15.0	KASE FM	17.1 KHFI-FM(R) 16.7
2 KASE-FM	13.4	KVET-AM	12.0 KVET-AM(C) 11.6
3 KLBJ-FM	8.8	KLBJ-FM	11.2 KASE-FM(BM) 10.6
4 KNOW-AM	8.4	KHFI-FM	8.2 KOKE-FM(C) 8.8
5 KOKF-FM	7.7	KOKE FM	7.6 KLBJ-FM(A) 7.8
6 KHFI-FM	7.5	KCSW-FM	5.9 KCSW-FM(PA) 7.4
7 KCSW-FM	7.4	KLBJ-AM	5.7 KMXX-FM(S) 4.0
8 KLBJ-AM	5.4	KTSA-AM	4.3 KTSA-AM(R) 3.7
9 KTSA-AM	4.7	KNOW-AM	2.7 KIXL-AM(RL) 3.0
10 KIXL-AM	2.4	KIXL-AM	2.4 KLBJ-AM(PA) 3.0
11 KMXX-FM	2.1	KTAE-AM	1.9 KOKE-AM(C) 2.4
12 KOKE-AM	1.5	KMXX-FM	1.4 KTAE-AM(C) 1.9
13 WQAI-AM	1.3	KOKE-AM	1.4 KCTN-AM(C) 1.9
14 KKYX-AM	0.7	WQAI-AM	0.9 WQAI-AM(N) 1.3
15 KTFM-FM	0.6	KCTN-AM	0.8 KCTN-FM(C) 1.2
16 KTAE-AM	0.4	KNOW-AM	1.0 KONO-AM(R) 0.7
17		KONO-AM(R)	0.7

Average Persons Trends/Rankings

	A/M '79	O/N '79	A/M '80
1 KVET-AM	102	KASE-FM	108 KHFI-FM 99
2 KASE-FM	91	KVET-AM	76 KVET-AM 69
3 KLBJ-FM	60	KLBJ-FM	71 KASE-FM 63
4 KNOW-AM	57	KHFI-FM	52 KOKE-FM 52
5 KOKE-FM	52	KOKE FM	48 KLBJ-FM 46

M-F, 6-10am

1 KVET-AM	KASE-FM	KHFI-FM
2 KNOW-AM	KVFT-AM	KVET-AM
3 KASE-FM	KOKE FM	KOKE-FM
4 KLBJ-AM	KLBJ-FM	KASE-FM
5 KCSW-FM	KLBJ-AM	KCSW-FM

M-F, 3-7pm

1 KVET-AM	KASE-FM	KVET-AM
2 KASE-FM	KVET-AM	KHFI-FM
3 KNOW-AM	KLBJ-FM	KASE-FM
4 KLBJ-FM	KHFI-FM	KLBJ-FM
5 KOKE-FM	KCSW-FM	KOKE-FM

Teens

M-S, 6am-Midnight

POP(00): 453

	A/M '79	O/N '79	A/M '80
1 KHFI-FM		KHFI-FM	KHFI-FM
2 KTSA-AM		KLBJ-FM	KTSA-AM
3 KNOW-AM		KVFT-AM	KLBJ-FM

M-F, 6-10am

1 KNOW-AM	KHFI-FM	KHFI-FM
2 KHFI-FM	KTSA-AM	KTSA-AM
3 KOKF-FM	KLBJ-FM	KLBJ-FM

M-F, 3-7pm

1 KHFI-FM	KHFI-FM	KHFI-FM
2 KTSA-AM	KVFT-AM	KTSA-AM
3 KNOW-AM	KLBJ-FM	KOKE-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1912

	A/M '79	O/N '79	A/M '80
1 KLBJ-FM		KLBJ-FM	KHFI-FM
2 KCSW-FM		KCSW-FM	KLBJ-FM
3 KVFT-AM		KHFI-FM	KOKE-FM
4 KNOW-AM		KOKE-FM	KCSW-FM
5 KOKE-FM		KASE-FM	KMXX-FM

M-F, 6-10am

1 KVET-AM	KLBJ-FM	KHFI-FM
2 KNOW-AM	KOKE-FM	KCSW-FM
3 KLBJ-FM	KHFI-FM	KOKE-FM
4 KCSW-FM	KASE-FM	KMXX-FM
5 KOKE-FM	KCSW-FM	KVET-AM

M-F, 3-7pm

1 KLBJ-FM	KLBJ-FM	KHFI-FM
2 KNOW-AM	KCSW-FM	KLBJ-FM
3 KOKE-FM	KTSA-AM	KOKE-FM
4 KCSW-FM	KOKE-FM	KCSW-FM
5 KVET-AM	KHFI-FM	KVET-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1751

	A/M '79	O/N '79	A/M '80
1 KVET-AM		KASE-FM	KASE-FM
2 KASE-FM		KVET-AM	KVET-AM
3 KLBJ-FM		KOKE-FM	KCSW-FM
4 KOKF-FM		KLBJ-FM	KOKE-FM
5 KNOW-AM		KCSW-FM	KHFI-FM

M-F, 6-10am

1 KVET-AM	KVET-AM	KVFT-AM
2 KLBJ-AM	KASE-FM	KASE-FM
3 KNOW-AM	KOKE-FM	KCSW-FM
4 KASE-FM	KLBJ-AM	KOKE-FM
5 KOKE-FM	KLBJ-FM	KHFI-FM

M-F, 3-7pm

1 KVFT-AM	KVET-AM	KVET-AM
2 KASE-FM	KASE-FM	KASE-FM
3 KOKE-FM	KOKE-FM	KOKE-FM
4 KLBJ-FM	KLBJ-FM	KLBJ-FM
5 KNOW-AM	KCSW-FM	KCSW-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 4108

	A/M '79	O/N '79	A/M '80
1 KVET-AM	1181	KASE-FM	1080 KHFI-FM 1313
2 KASE-FM	886	KVET-AM	981 KVFT-AM 914
3 KNOW-AM	879	KLBJ-FM	964 KASE-FM 825
4 KLBJ-FM	791	KLBJ-AM	962 KLBJ-AM 728
5 KLBJ-AM	763	KHFI-FM	775 KOKE-FM 703

M-F, 6-10am

1 KVET-AM	KASE-FM	KHFI-FM
2 KNOW-AM	KVFT-AM	KVET-AM
3 KLBJ-AM	KLBJ-FM	KCSW-FM
4 KASE-FM	KOKE-FM	KOKE-FM
5 KLBJ-FM	KHFI-FM	KASE-FM

M-F, 3-7pm

1 KVET-AM	KLBJ-FM	KHFI-FM
2 KNOW-AM	KVET-AM	KVET-AM
3 KASE-FM	KASE-FM	KASE-FM
4 KOKE-FM	KHFI-FM	KOKE-FM
5 KLBJ-FM	KOKE-FM	KCSW-FM

Teens

M-S, 6am-Midnight

POP(00): 453

	A/M '79	O/N '79	A/M '80
1 KHFI-FM		KHFI-FM	KHFI-FM
2 KNOW-AM		KTSA-AM	KTSA-AM
3 KTSA-AM		KLBJ-FM	KOKE-FM

M-F, 6-10am

1 KHFI-FM	KHFI-FM	KHFI-FM
2 KNOW-AM	KTSA-AM	KTSA-AM
3 KTSA-AM	KLBJ-FM	KVET-AM

M-F, 3-7pm

1 KHFI-FM	KHFI-FM	KHFI-FM
2 KTSA-AM	KVET-AM	KTSA-AM
3 KNOW-AM	KNOW-AM	KOKE-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1912

	A/M '79	O/N '79	A/M '80
1 KLBJ-FM		KLBJ-FM	KHFI-FM
2 KNOW-AM		KCSW-FM	KCSW-FM
3 KCSW-FM		KNOW-AM	KLBJ-FM
4 KVET-AM		KOKE-FM	KOKE-FM
5 KHFI-FM		KHFI-FM	KTSA-AM

M-F, 6-10am

1 KLBJ-FM	KLBJ-FM	KHFI-FM
2 KNOW-AM	KOKE-FM	KCSW-FM
3 KCSW-FM	KCSW-FM	KOKE-FM
4 KVET-AM	KHFI-FM	KTSA-AM
5 KHFI-FM	KNOW-AM	KLBJ-FM

M-F, 3-7pm

1 KLBJ-FM	KLBJ-FM	KHFI-FM
2 KNOW-AM	KCSW-FM	KCSW-FM
3 KCSW-FM	KHFI-FM	KLBJ-FM
4 KOKE-FM	KOKE-FM	KOKE-FM
5 KVET-AM	KVFT-AM	KVET-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1751

	A/M '79	O/N '79	A/M '80
1 KVET-AM		KVET-AM	KASE-FM
2 KASE-FM		KASE-FM	KVET-AM
3 KNOW-AM		KOKE-FM	KOKE-FM
4 KLBJ-FM		KLBJ-AM	KHFI-FM
5 KLBJ-AM		KLBJ-FM	KCSW-FM

M-F, 6-10am

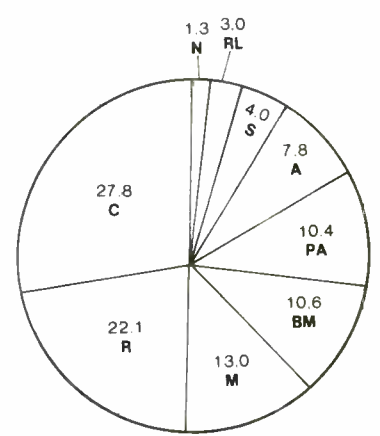
1 KVET-AM	KVET-AM	KVET-AM
2 KNOW-AM	KASE-FM	KASE-FM
3 KLBJ-AM	KOKE-FM	KCSW-FM
4 KASE-FM	KLBJ-AM	KOKE-FM
5 KOKF-FM	KCSW-FM	KHFI-FM

M-F, 3-7pm

1 KVET-AM	KVET-AM	KVET-AM
2 KNOW-AM	KASE-FM	KASE-FM
3 KOKF-FM	KOKE-FM	KOKE-FM
4 KASE-FM	KLBJ-FM	KCSW-FM
5 KLBJ-FM	KCSW-FM	KHFI-FM

Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

TM Programming



1349 Regal Row • Dallas, Texas 75247 • (214) 634-8511
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For Tomorrow

Bakersfield

METRO RANK

98

A/M '80 Market Overview

Although Quarterly Measurement was implemented here for the first time, the Arbitron results did not differ noticeably. The top three stations in last year's results were the top three again, although in a slightly revised order. Country KUZZ regained the top spot, while Top 40 KKXX remained stable, moving to second, KKXX's AM competitor, KERN, remained in third.

The longer 12-week survey resulted in more stable estimates. Arbitron sent out many more diaries and got back almost 50% more usable ones than in the previous survey. As a result, cume diary values are lower, meaning more stable estimates and fewer flukes.

KUZZ maintained its leadership in the key 25-54 target demo, retaining approximately 18% of that audience. The station used TV and outdoor boards, tied into on-air cash giveaways of about \$10,000.

KKXX revised its music slightly for the book, which may have helped the station move into the number two slot 25-54 with about 11%. Among 18-34 adults, KKXX remained static at around 22. The musical shifts involved playing fewer disco and album cuts. Outdoor boards backed up with some TV commercials composed the external ad effort for KKXX.

KERN suffered a slight dip in its overall share, and its 18-34 share dropped from approximately 14% to less than 10%. The Top 40 station used less outside advertising than last year, but did try to generate on-air excitement with a treasure hunt contest featuring an increasing jackpot. KERN's PM drive numbers suffered owing to two different personalities being used during the sweep.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 3012

A/M '78	A/M '79	A/M '80
1 KUZZ-AM 17.1	KKXX-FM 13.2	KUZZ-AM (C) 15.6
2 KERN-AM 13.4	KUZZ-AM 12.8	KKXX-FM (M) 13.4
3 KAFY-AM 8.7	KERN-AM 9.9	KERN-AM (M) 9.3
4 KLYD-FM 6.3	KGFM-FM 7.0	KGFM-FM (BB) 5.1
5 KGEZ-AM 5.9	KWAC-AM 5.9	KGAM-AM (BB) 4.1
6 KKXX-FM 4.9	KLYD-FM 5.1	KLYD-FM (PA) 4.1
7 KGFM-FM 3.9	KAFY-AM 4.4	KAFY-AM (PA) 3.9
8 KLOS-FM 2.6	KGAM-AM 4.2	KFI -AM (M) 3.9
9 KLYD-AM 2.6	KLYD-AM 3.7	KWAC-AM (M) 2.9
10 KPNC-AM 2.6	KPNC-AM 3.3	KMET-FM (A) 2.7
11 KFI -AM 2.2	KMET-FM 2.6	KXEM-AM (S) 2.4
12 KWAC-AM 2.0	KZIQ-AM 2.6	KPNC-AM (M) 2.0
13 KLOA-AM 1.8	KBIG-FM 2.2	KOST-FM (BB) 2.0
14 KOST-FM 1.6	KFI -AM 1.8	KBIG-FM (BB) 1.7
15 KHIS-FM 1.4	KMPC-AM 1.5	KHIS-AM (M) 1.5
16 KPFE-AM 1.4	KOST-FM 1.5	KLOA-AM (PA) 1.2
17 KMPC-AM 1.0	KHIS-AM 1.3	KZIQ-AM (C) 1.2
18 KBIG-FM 1.0	KLOS-FM 1.1	KVLI-AM (C) 1.2
19 KWSO-AM 0.8	KWSO-AM 1.1	KLOS-FM (A) 1.0
20 KZIQ-FM 0.6	KLOA-AM 1.1	KZIQ-FM (BB) 1.0
21 KCBJ-AM 0.4	KDOL-AM 1.1	KMPC-AM (PA) 0.7
22 KHIS-AM 0.2	KNX -FM 0.9	KRTH-FM (M) 0.7
23	KNX -AM 0.7	KNTB-AM (M) 0.7
24	KHIS-FM 0.4	KPRE-AM (PA) 0.7
25	KZIQ-FM 0.4	KNX -FM (A) 0.7
26	KCHJ-AM 0.4	KCHJ-AM (C) 0.5
27	KNX -AM (M) 0.5	KNX -AM (M) 0.5
28	KWSO-AM (M) 0.5	KIIS-FM (M) 0.5
29	KHIS-FM (M) 0.5	KHIS-FM (M) 0.2
30	KHIS-FM (M) 0.2	KFIO-FM (A) 0.2
31		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3012

A/M '78	A/M '79	A/M '80
1 KUZZ-AM 84	KKXX-FM 60	KUZZ-AM 64
2 KERN-AM 66	KUZZ-AM 58	KKXX-FM 55
3 KAFY-AM 43	KERN-AM 45	KERN-AM 38
4 KLYD-FM 31	KGFM-FM 32	KGFM-FM 21
5 KGEZ-AM 29	KWAC-AM 27	KGAM-AM 17

A/M '78	A/M '79	A/M '80
1 KUZZ-AM	KUZZ-AM	KUZZ-AM
2 KERN-AM	KERN-AM	KKXX-FM
3 KAFY-AM	KKXX-FM	KERN-AM
4 KLYD-FM	KGAM-AM	KGAM-AM
5 KGEZ-AM	KLYD-FM	KAFY-AM

A/M '78	A/M '79	A/M '80
1 KERN-AM	KKXX-FM	KKXX-FM
2 KUZZ-AM	KUZZ-AM	KUZZ-AM
3 KAFY-AM	KERN-AM	KERN-AM
4 KGEZ-AM	KGFM-FM	KGFM-FM
5 KKXX-FM	KLYD-FM	KAFY-AM

Teens

M-S, 6am-Midnight

POP(00): 432

A/M '78	A/M '79	A/M '80
1 KERN-AM	KKXX-FM	KERN-AM
2 KAFY-AM	KERN-AM	KKXX-FM
3 KUZZ-AM	KMET-FM	KFI -AM

M-F, 6-10am

1 KERN-AM	KERN-AM	KERN-AM
2 KAFY-AM	KKXX-FM	KKXX-FM
3 KUZZ-AM	KWAC-AM	KAFY-AM

M-F, 3-7pm

1 KERN-AM	KKXX-FM	KERN-AM
2 KAFY-AM	KERN-AM	KKXX-FM
3 KUZZ-AM	KMET-FM	KFI -AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1057

A/M '78	A/M '79	A/M '80
1 KERN-AM	KKXX-FM	KKXX-FM
2 KUZZ-AM	KERN-AM	KUZZ-AM
3 KKXX-FM	KUZZ-AM	KERN-AM
4 KAFY-AM	KAFY-AM	KMET-FM
5 KLYD-FM	KWAC-AM	KGAM-AM

M-F, 6-10am

1 KERN-AM	KKXX-FM	KKXX-FM
2 KUZZ-AM	KUZZ-AM	KUZZ-AM
3 KAFY-AM	KERN-AM	KERN-AM
4 KKXX-FM	KAFY-AM	KGAM-AM
5 KLYD-FM	KWAC-AM	KMET-FM

M-F, 3-7pm

1 KERN-AM	KKXX-FM	KKXX-FM
2 KUZZ-AM	KERN-AM	KUZZ-AM
3 KKXX-FM	KGFM-FM	KERN-AM
4 KAFY-AM	KAFY-AM	KAFY-AM
5 KLYD-FM	KUZZ-AM	KGFM-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1424

A/M '78	A/M '79	A/M '80
1 KUZZ-AM	KUZZ-AM	KUZZ-AM
2 KERN-AM	KGFM-FM	KKXX-FM
3 KLYD-FM	KERN-AM	KERN-AM
4 KAFY-AM	KKXX-FM	KLYD-FM
5 KGFM-FM	KERN-AM	KGFM-FM

M-F, 6-10am

1 KUZZ-AM	KUZZ-AM	KUZZ-AM
2 KLYD-FM	KGAM-AM	KKXX-FM
3 KERN-AM	KLYD-FM	KERN-AM
4 KAFY-AM	KAFY-AM	KGAM-AM
5 KGEZ-AM	KGFM-FM	KFI -AM

M-F, 3-7pm

1 KUZZ-AM	KUZZ-AM	KUZZ-AM
2 KAFY-AM	KKXX-FM	KKXX-FM
3 KERN-AM	KGFM-FM	KERN-AM
4 KLYD-FM	KLYD-FM	KLYD-FM
5 KGFM-FM	KERN-AM	KGFM-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3012

A/M '78	A/M '79	A/M '80
1 KERN-AM 836	KERN-AM 774	KUZZ-AM 713
2 KUZZ-AM 812	KKXX-FM 707	KKXX-FM 697
3 KAFY-AM 787	KUZZ-AM 654	KERN-AM 657
4 KKXX-FM 417	KAFY-AM 462	KAFY-AM 493
5 KGEZ-AM 372	KGFM-FM 396	KGAM-AM 324

M-F, 6-10am

1 KUZZ-AM	KERN-AM	KUZZ-AM
2 KERN-AM	KKXX-FM	KKXX-FM
3 KAFY-AM	KUZZ-AM	KERN-AM
4 KGEZ-AM	KAFY-AM	KAFY-AM
5 KLYD-FM	KGAM-AM	KGAM-AM

M-F, 3-7pm

1 KERN-AM	KKXX-FM	KKXX-FM
2 KAFY-AM	KERN-AM	KUZZ-AM
3 KUZZ-AM	KUZZ-AM	KERN-AM
4 KGEZ-AM	KAFY-AM	KAFY-AM
5 KKXX-FM	KGFM-FM	KGFM-FM

Teens

M-S, 6am-Midnight

POP(00): 432

A/M '78	A/M '79	A/M '80
1 KERN-AM	KERN-AM	KERN-AM
2 KAFY-AM	KKXX-FM	KKXX-FM
3 KUZZ-AM	KAFY-AM	KAFY-AM

M-F, 6-10am

1 KERN-AM	KKXX-FM	KERN-AM
2 KAFY-AM	KERN-AM	KKXX-FM
3 KUZZ-AM	KWAC-AM	KAFY-AM

M-F, 3-7pm

1 KERN-AM	KKXX-FM	KERN-AM
2 KAFY-AM	KERN-AM	KKXX-FM
3 KUZZ-AM	KMET-FM	KFI -AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1057

A/M '78	A/M '79	A/M '80
1 KAFY-AM	KERN-AM	KKXX-FM
2 KERN-AM	KKXX-FM	KERN-AM
3 KKXX-FM	KAFY-AM	KAFY-AM
4 KUZZ-AM	KUZZ-AM	KUZZ-AM
5 KLOS-FM	KGFM-FM	KGAM-AM

M-F, 6-10am

1 KERN-AM	KERN-AM	KKXX-FM
2 KAFY-AM	KKXX-FM	KERN-AM
3 KUZZ-AM	KAFY-AM	KAFY-AM
4 KKXX-FM	KUZZ-AM	KUZZ-AM
5 KLOS-FM	KWAC-AM	KGAM-AM

M-F, 3-7pm

1 KAFY-AM	KERN-AM	KKXX-FM
2 KERN-AM	KKXX-FM	KERN-AM
3 KUZZ-AM	KAFY-AM	KAFY-AM
4 KKXX-FM	KUZZ-AM	KUZZ-AM
5 KLOS-FM	KGFM-FM	KGAM-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1424

A/M '78	A/M '79	A/M '80
1 KUZZ-AM	KUZZ-AM	KUZZ-AM
2 KAFY-AM	KGFM-FM	KKXX-FM
3 KERN-AM	KERN-AM	KERN-AM
4 KLYD-FM	KKXX-FM	KAFY-AM
5 KGEZ-AM	KAFY-AM	KGAM-AM

M-F, 6-10am

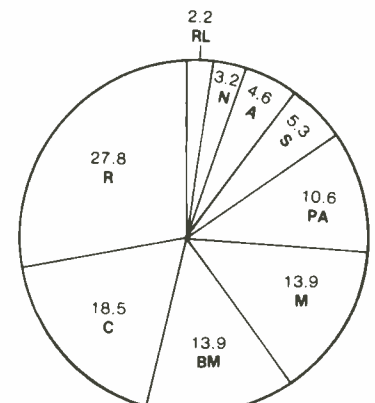
1 KUZZ-AM	KUZZ-AM	KUZZ-AM
2 KERN-AM	KAFY-AM	KKXX-FM
3 KAFY-AM	KGFM-FM	KERN-AM
4 KLYD-FM	KERN-AM	KAFY-AM
5 KGEZ-AM	KGAM-AM	KGAM-AM

M-F, 3-7pm

1 KUZZ-AM	KUZZ-AM	KUZZ-AM
2 KERN-AM	KERN-AM	KKXX-FM
3 KERN-AM	KERN-AM	KKXX-FM
4 KLYD-FM	KGFM-FM	KAFY-AM
5 KGEZ-AM	KAFY-AM	KGAM-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Baltimore

METRO RANK

14

A/M '80 Market Overview

Since last fall's nadir, **WBAL** has begun to reassert itself as Baltimore's most highly-rated station. Although the station no longer carries Orioles baseball, **WBAL** had double the 12+ share of the station that has it now, **WFBR**. Other stations worthy of note in this past sweep include **WLIF**, the Schulke-programmed Beautiful Music station which fell back to numbers comparable to last year's Spring survey; **WPOC** the Country station that enjoyed its best book ever; and the contestants for 18-34 leadership, **WIYY** and **WXYV**.

WBAL, which at one time trailed both **WLIF** and **WCBM** in the 25-54 figures, regained the lead in that demo. As in the A/M '79 figures, **WBAL** garnered about 11% of that target audience. **WPOC** was second in that demographic, with over 9%, while **WLIF** was third.

WFBR's overall rise is attributable to two factors. The station was airing the Orioles, and the morning personality was being sued for libel, a cause celebre which received much media coverage during the survey.

In the 18-34 demo, **WIYY** had surged ahead of **WXYV**, grabbing approximately 15% of this target while **WXYV** scored just over 12%. However, there is a difference in how these stations stack up demographically. **WIYY**, with its AOR format, is much more 12-24 oriented than **WXYV**, which has a notable 25-34 contingent within its 18-34 figures.

Overall, Pop/Adult was still the favorite format in Baltimore, but Top 40 showed impressive gains in this book, up approximately 70% compared to the Fall '79 shares.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 18179

	A/M '79	ON '79	J/F '80	A/M '80
1	WBAL-AM	10.7	WBAL-AM	10.6
2	WIYY-FM	8.9	WLIF-FM	10.1
3	WCBM-AM	7.6	WCBM-AM	7.1
4	WLIF-FM	7.3	WIYY-FM	6.5
5	WFBR-AM	6.9	WXYV-FM	6.3
6	WXYV-FM	5.8	WWIN-AM	5.4
7	WCAO-AM	5.3	WPOC-FM	5.1
8	WPOC-FM	5.3	WCAO-AM	5.0
9	WWIN-AM	5.0	WFBR-AM	4.8
10	WKTK-FM	4.4	WMAR-FM	3.3
11	WMAR-FM	3.9	WITH-AM	2.6
12	WAYE-AM	2.5	WITH-AM	2.5
13	WITH-AM	2.0	WSID-AM	2.2
14	WLPL-FM	2.0	WLPL-FM	2.1
15	WITH-AM	1.8	WPGC-FM	1.8
16	WBKZ-FM	1.3	WKTK-FM	1.6
17	WTOP-AM	1.1	WAYE-AM	1.6
18	WPGC-FM	1.1	WBKZ-FM	1.5
19	WASH-FM	1.1	WTOP-AM	1.1
20	WBMD-AM	1.1	WROX-FM	1.1
21	WSID-AM	1.1	WRBS-FM	1.1
22	WPGC-FM	1.1	WGAY-FM	0.9
23	WTTR-FM	0.9	WEBB-AM	0.9
24	WRBS-FM	0.9	WASH-FM	0.8
25	WNAV-FM	0.8	WMA-LAM	0.6
26	WWDG-FM	0.7	WTTR-FM	0.6
27	WROX-FM	0.5	WAMD-AM	0.6
28	WHUR-FM	0.5	WOOK-FM	0.6
29	WMA-LAM	0.4	WWDG-FM	0.5
30			WTOW-AM	0.5
31			WHUR-FM	0.4
32			WRC-AM	0.4
33			WNAV-FM	0.4
34			WGMS-FM	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 18179

	A/M '79	ON '79	J/F '80	A/M '80
1	WBAL-AM	318	WBAL-AM	297
2	WIYY-FM	265	WLIF-FM	282
3	WCBM-AM	226	WCBM-AM	199
4	WLIF-FM	217	WIYY-FM	181
5	WFBR-AM	204	WXYV-FM	175
6	WXYV-FM	174	WWIN-AM	151
7	WCAO-AM	158	WPOC-FM	143
8	WPOC-FM	157	WCAO-AM	140
9	WWIN-AM	149	WFBR-AM	135
10	WKTK-FM	130	WMAR-FM	91

M-F, 6-10am

	A/M '79	ON '79	J/F '80	A/M '80
1	WBAL-AM		WBAL-AM	
2	WCBM-AM		WLIF-FM	
3	WFBR-AM		WLIF-FM	
4	WCAO-AM		WCBM-AM	
5	WIYY-FM		WCAO-AM	
6	WPOC-FM		WCAO-AM	
7	WLIF-FM		WXYV-FM	
8	WWIN-AM		WXYV-FM	
9	WMAR-FM		WPOC-FM	
10	WXYV-FM		WWIN-AM	

M-F, 3-7pm

	A/M '79	ON '79	J/F '80	A/M '80
1	WIYY-FM		WLIF-FM	
2	WCBM-AM		WBAL-AM	
3	WBAL-AM		WCBM-AM	
4	WLIF-FM		WIYY-FM	
5	WXYV-FM		WCBM-AM	
6	WCAO-AM		WCAO-AM	
7	WWIN-AM		WPOC-FM	
8	WFBR-AM		WMAR-FM	
9	WKTK-FM		WWIN-AM	
10	WMAR-FM		WFBR-AM	

Teens
M-S, 6am-Midnight
POP(00): 2366

	A/M '79	ON '79	J/F '80	A/M '80
1	WIYY-FM		WXYV-FM	
2	WWIN-AM		WWIN-AM	
3	WKTK-FM		WLPL-FM	

M-F, 6-10am

	A/M '79	ON '79	J/F '80	A/M '80
1	WIYY-FM		WIYY-FM	
2	WWIN-AM		WXYV-FM	
3	WCAO-AM		WLPL-FM	

M-F, 3-7pm

	A/M '79	ON '79	J/F '80	A/M '80
1	WWIN-AM		WIYY-FM	
2	WIYY-FM		WWIN-AM	
3	WKTK-FM		WLPL-FM	

Adults 18-34
M-S, 6am-Midnight
POP(00): 6548

	A/M '79	ON '79	J/F '80	A/M '80
1	WIYY-FM		WIYY-FM	
2	WXYV-FM		WXYV-FM	
3	WCBM-AM		WCBM-AM	
4	WCAO-AM		WCAO-AM	
5	WKTK-FM		WLIF-FM	
6	WPOC-FM		WWIN-AM	
7	WFBR-AM		WFBR-AM	
8	WWIN-AM		WPOC-FM	
9	WLPL-FM		WPGC-FM	
10	WBKZ-FM		WBKZ-FM	

M-F, 6-10am

	A/M '79	ON '79	J/F '80	A/M '80
1	WCBM-AM		WFBR-AM	
2	WCAO-AM		WIYY-FM	
3	WIYY-FM		WCBM-AM	
4	WFBR-AM		WCAO-AM	
5	WPOC-FM		WXYV-FM	
6	WXYV-FM		WWIN-AM	
7	WWIN-AM		WLIF-FM	
8	WKTK-FM		WPOC-FM	
9	WBAL-AM		WBAL-AM	
10	WPGC-FM		WPGC-FM	

M-F, 3-7pm

	A/M '79	ON '79	J/F '80	A/M '80
1	WIYY-FM		WIYY-FM	
2	WXYV-FM		WXYV-FM	
3	WCAO-AM		WCBM-AM	
4	WKTK-FM		WCAO-AM	
5	WPOC-FM		WXYV-FM	
6	WXYV-FM		WWIN-AM	
7	WFBR-AM		WBAL-AM	
8	WLPL-FM		WLIF-FM	
9	WWIN-AM		WPOC-FM	
10	WBKZ-FM		WPOC-FM	

Adults 25-54
M-S, 6am-Midnight
POP(00): 8745

	A/M '79	ON '79	J/F '80	A/M '80
1	WBAL-AM	153	WLIF-FM	
2	WCBM-AM	134	WCBM-AM	
3	WPOC-FM	114	WBAL-AM	
4	WFBR-AM	112	WFBR-AM	
5	WLIF-FM	106	WPOC-FM	
6	WIYY-FM	87	WXYV-FM	
7	WCAO-AM	78	WCAO-AM	
8	WXYV-FM	76	WWIN-AM	
9	WWIN-AM	53	WMAR-FM	
10	WMAR-FM	50	WSID-AM	

M-F, 6-10am

	A/M '79	ON '79	J/F '80	A/M '80
1	WBAL-AM		WBAL-AM	
2	WCBM-AM		WFBR-AM	
3	WFBR-AM		WCBM-AM	
4	WPOC-FM		WLIF-FM	
5	WCAO-AM		WPOC-FM	
6	WLIF-FM		WCAO-AM	
7	WIYY-FM		WXYV-FM	
8	WWIN-AM		WWIN-AM	
9	WXYV-FM		WITH-AM	
10	WASH-FM		WMAR-FM	

M-F, 3-7pm

	A/M '79	ON '79	J/F '80	A/M '80
1	WCBM-AM		WLIF-FM	
2	WBAL-AM		WCBM-AM	
3	WFBR-AM		WBA-LAM	
4	WPOC-FM		WPOC-FM	
5	WLIF-FM		WFBR-AM	
6	WIYY-FM		WXYV-FM	
7	WCAO-AM		WCAO-AM	
8	WXYV-FM		WMAR-FM	
9	WMAR-FM		WWIN-AM	
10	WKTK-FM		WBKZ-FM	

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 18179

	A/M '79	ON '79	J/F '80	A/M '80
1	WBAL-AM	4440	WBAL-AM	4318
2	WFBR-AM	4064	WCBM-AM	3519
3	WCBM-AM	3695	WLIF-FM	3346
4	WCAO-AM	3413	WCAO-AM	3219
5	WIYY-FM	3253	WFBR-AM	2915
6	WLIF-FM	3078	WIYY-FM	2676
7	WKTK-FM	2257	WXYV-FM	2453
8	WXYV-FM	2233	WWIN-AM	2042
9	WWIN-AM	1938	WPOC-FM	1989
10	WPOC-FM	1895	WITH-AM	1465

Baltimore

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M-F, 6-10am

	A/M '79	O/N '79	J/F '80	A/M '80
1	WBAL-AM	WBAL-AM	WBAL-AM	WBAL-AM
2	WCBM-AM	WCBM-AM	WCBM-AM	WCBM-AM
3	WCAO-AM	WCBM-AM	WLIF-FM	WCBM-AM
4	WFBR-AM	WFBR-AM	WFBR-AM	WFBR-AM
5	WYYV-FM	WLIF-FM	WCAO-AM	WYYV-FM
6	WLIF-FM	WPOC-FM	WYYV-FM	WLIF-FM
7	WPOC-FM	WYYV-FM	WYYV-FM	WYYV-FM
8	WWIN-AM	WYYV-FM	WWIN-AM	WPOC-FM
9	WXYV-FM	WWIN-AM	WPOC-FM	WWIN-AM
10	WKTK-FM	WTH-AM	WMAR-FM	WLPL-FM

M-F, 3-7pm

	A/M '79	O/N '79	J/F '80	A/M '80
1	WYYV-FM	WBAL-AM	WBAL-AM	WBAL-AM
2	WBAL-AM	WLIF-FM	WLIF-FM	WYYV-FM
3	WCBM-AM	WCAO-AM	WYYV-FM	WYYV-FM
4	WCAO-AM	WYYV-FM	WCAO-AM	WLIF-FM
5	WLIF-FM	WXYV-FM	WCBM-AM	WCBM-AM
6	WFBR-AM	WCBM-AM	WXYV-FM	WCAO-AM
7	WXYV-FM	WPOC-FM	WFBR-AM	WPOC-FM
8	WKTK-FM	WFBR-AM	WWIN-AM	WFBR-AM
9	WPOC-FM	WWIN-AM	WPOC-FM	WWIN-AM
10	WWIN-AM	WLPL-FM	WMAR-FM	WLPL-FM

Teens
M-S, 6am-Midnight
POP(00): 2366

	A/M '79	O/N '79	J/F '80	A/M '80
1	WYYV-FM	WYYV-FM	WYYV-FM	WYYV-FM
2	WCAO-AM	WCAO-AM	WWIN-AM	WLPL-FM
3	WKTK-FM	WLPL-FM	WXYV-FM	WXYV-FM

M-F, 6-10am

	A/M '79	O/N '79	J/F '80	A/M '80
1	WYYV-FM	WYYV-FM	WYYV-FM	WYYV-FM
2	WCAO-AM	WCAO-AM	WWIN-AM	WXYV-FM
3	WWIN-AM	WLPL-FM	WXYV-FM	WLPL-FM

M-F, 3-7pm

	A/M '79	O/N '79	J/F '80	A/M '80
1	WYYV-FM	WYYV-FM	WYYV-FM	WYYV-FM
2	WWIN-AM	WLPL-FM	WTH-AM	WXYV-FM
3	WCAO-AM	WCAO-AM	WWIN-AM	WLPL-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 6548

	A/M '79	O/N '79	J/F '80	A/M '80
1	WYYV-FM	WCAO-AM	WYYV-FM	WYYV-FM
2	WCAO-AM	WYYV-FM	WCAO-AM	WYYV-FM
3	WCBM-AM	WXYV-FM	WXYV-FM	WCBM-AM
4	WKTK-FM	WCBM-AM	WCBM-AM	WXYV-FM
5	WFBR-AM	WFBR-AM	WFBR-AM	WFBR-AM
6	WXYV-FM	WWIN-AM	WBKZ-FM	WWIN-AM
7	WLPL-FM	WLIF-FM	WWIN-AM	WLPL-FM
8	WPOC-FM	WBKZ-FM	WTK-FM	WPOC-FM
9	WWIN-AM	WKTK-FM	WLPL-FM	WKTK-FM
10	WBAL-AM	WLPL-FM	WPOC-FM	WLIF-FM

M-F, 6-10am

	A/M '79	O/N '79	J/F '80	A/M '80
1	WYYV-FM	WCAO-AM	WYYV-FM	WYYV-FM
2	WCAO-AM	WFBR-AM	WCBM-AM	WCBM-AM
3	WCBM-AM	WYYV-FM	WCAO-AM	WXYV-FM
4	WFBR-AM	WCBM-AM	WFBR-AM	WFBR-AM
5	WXYV-FM	WXYV-FM	WXYV-FM	WCAO-AM
6	WKTK-FM	WPOC-FM	WBAL-AM	WWIN-AM
7	WPOC-FM	WWIN-AM	WWIN-AM	WPOC-FM
8	WBAL-AM	WLIF-FM	WBKZ-FM	WBKZ-FM
9	WWIN-AM	WBAL-AM	WLIF-FM	WKTK-FM
10	WLPL-FM	WPGC-FM	WPOC-FM	WLPL-FM

M-F, 3-7pm

	A/M '79	O/N '79	J/F '80	A/M '80
1	WYYV-FM	WYYV-FM	WYYV-FM	WYYV-FM
2	WCAO-AM	WXYV-FM	WXYV-FM	WXYV-FM
3	WKTK-FM	WCAO-AM	WCAO-AM	WCAO-AM
4	WCBM-AM	WCBM-AM	WCBM-AM	WCBM-AM
5	WXYV-FM	WFBR-AM	WBKZ-FM	WCBM-AM
6	WPOC-FM	WWIN-AM	WFBR-AM	WPOC-FM
7	WFBR-AM	WLIF-FM	WBKZ-FM	WBKZ-FM
8	WLPL-FM	WKTK-FM	WWIN-AM	WLPL-FM
9	WWIN-AM	WPOC-FM	WFBR-AM	WFBR-AM
10	WBKZ-FM	WBKZ-FM	WLPL-FM	WLIF-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 8745

	A/M '79	O/N '79	J/F '80	A/M '80
1	WBAL-AM	WCBM-AM	WBAL-AM	WBAL-AM
2	WCBM-AM	WLIF-FM	WLIF-FM	WFBR-AM
3	WFBR-AM	WBAL-AM	WCBM-AM	WCBM-AM
4	WLIF-FM	WFBR-AM	WFBR-AM	WLIF-FM
5	WCAO-AM	WCAO-AM	WCAO-AM	WCAO-AM
6	WPOC-FM	WPOC-FM	WPOC-FM	WPOC-FM
7	WYYV-FM	WXYV-FM	WXYV-FM	WXYV-FM
8	WXYV-FM	WWIN-AM	WYYV-FM	WWIN-AM
9	WWIN-AM	WMAR-FM	WWIN-AM	WMAR-FM
10	WKTK-FM	WYYV-FM	WMAR-FM	WYYV-FM

M-F, 6-10am

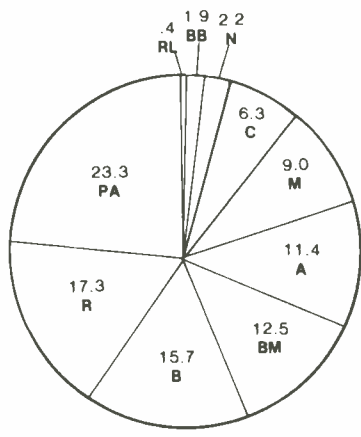
	A/M '79	O/N '79	J/F '80	A/M '80
1	WBAL-AM	WBAL-AM	WBAL-AM	WBAL-AM
2	WCBM-AM	WFBR-AM	WCBM-AM	WCBM-AM
3	WFBR-AM	WCBM-AM	WFBR-AM	WFBR-AM
4	WCAO-AM	WCAO-AM	WLIF-FM	WPOC-FM
5	WPOC-FM	WLIF-FM	WCAO-AM	WCAO-AM
6	WLIF-FM	WPOC-FM	WXYV-FM	WLIF-FM
7	WYYV-FM	WXYV-FM	WPOC-FM	WXYV-FM
8	WWIN-AM	WWIN-AM	WYYV-FM	WXYV-FM
9	WXYV-FM	WMAR-FM	WWIN-AM	WWIN-AM
10	WTOP-AM	WPGC-FM	WMAR-FM	WMAR-FM

M-F, 3-7pm

	A/M '79	O/N '79	J/F '80	A/M '80
1	WCBM-AM	WLIF-FM	WLIF-FM	WBAL-AM
2	WBAL-AM	WCBM-AM	WBAL-AM	WCBM-AM
3	WLIF-FM	WCAO-AM	WCBM-AM	WPOC-FM
4	WFBR-AM	WBAL-AM	WCAO-AM	WLIF-FM
5	WCAO-AM	WPOC-FM	WFBR-AM	WCAO-AM
6	WPOC-FM	WFBR-AM	WYYV-FM	WFBR-AM
7	WXYV-FM	WXYV-FM	WPOC-FM	WXYV-FM
8	WYYV-FM	WWIN-AM	WXYV-FM	WWIN-AM
9	WMAR-FM	WMAR-FM	WMAR-FM	WTOP-AM
10	WWIN-AM	WBKZ-FM	WWIN-AM	WYYV-FM

Format Penetration Chart

Based On Total Persons 12 +
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Baton Rouge

METRO RANK **80**

A/M '80 Market Overview

Diary return problems which caused unstable estimates in the O/N '79 Baton Rouge report were straightened out this sweep, and as a result the standings underwent a revision. **WKMF**, the FM Top 40 in the market, rebounded to the top slot, while Black-formatted **WXOK** slipped drastically. Country **WYNK-FM** had its best book in recent years, taking second place.

As mentioned in the O/N '79 Ratings Report, the diary return among men 18-24 was especially poor in that book, probably causing very unstable estimates. Apparently **WXOK** caught a few of those young male diarykeepers in the fall but did not get thm this time, since the station's male 18-24 AQH audience fell by more than two-thirds, contributing mightily to the **WXOK** drop.

WFMF's male audience, on the other hand, re-surged, contributing to an evenly-balanced demographic skew in the station's market-leading 18-34 numbers. **WFMF** had a share of more than 28% of the audience, ahead of last spring's 25% pace. Next in the 18-34 derby was **WAFB**, with just under 12%.

WXOK and **WFMF** took different approaches. **WXOK** used no outside ad campaign and cut its playlist to 35 records, featuring jazz, gospel, and LP cuts. Also, the station brought in a new morning man prior to the book. **WFMF** also brought in a new personality, but he was featured on the evening show, and gleaned shares in the 20+ range. **WFMF** did use outdoor boards for the sweep, but the expenditure was less than in previous efforts.

In the 25-54 demographic, **WYNK-FM's** share rose for the second straight report. The station maintained a low profile during the sweep and still managed to earn a 22% in this demo.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 3637

	A/M '79	O/N '79	A/M '80			
1	WFMF-FM	15.6	WXOK-AM	21.2	WFMF-FM	20.6
2	WYNK-FM	12.8	WFMF-FM	14.1	WYNK-FM	14.5
3	WXOK-AM	11.1	WYNK-FM	12.8	WQXY-FM	11.6
4	WJBO-AM	10.7	WQXY-FM	11.5	WXOK-AM	9.4
5	WQXY-FM	9.8	WJBO-AM	8.2	WLCS-AM	8.3
6	WLCS-AM	9.0	WLCS-AM	7.6	WJBO-AM	7.6
7	WIBR-AM	7.7	WIBR-AM	6.3	WAFB-FM	6.4
8	WYNK-AM	6.2	WAFB-FM	4.8	WIBR-AM	5.4
9	WAFB-FM	4.7	WYNK-AM	4.1	WYNK-AM	4.1
10	WLSG-AM	1.9	WNL-AM	2.2	WLUX-AM	1.8
11	KSMI-FM	1.7	WLSG-AM	0.9	WLSG-AM	1.7
12	WNL-AM	1.3			WNL-AM	1.2
13	WLUX-AM	0.9			WLB I-AM	0.8
14					KSMI-FM	0.7

Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 3637						
	A/M '79	O/N '79	A/M '80			
1	WFMF-FM	83	WXOK-AM	98	WFMF-FM	125
2	WYNK-FM	68	WFMF-FM	65	WYNK-FM	88
3	WXOK-AM	59	WYNK-FM	59	WQXY-FM	70
4	WJBO-AM	57	WQXY-FM	53	WXOK-AM	57
5	WQXY-FM	52	WJBO-AM	38	WLCS-AM	50

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1	WJBO-AM	WXOK-AM	WFMF-FM
2	WYNK-FM	WYNK-FM	WYNK-FM
3	WFMF-FM	WFMF-FM	WQXY-FM
4	WIBR-AM	WXOK-AM	WXOK-AM
5	WQXY-FM	WLCS-AM	WJBO-AM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1	WFMF-FM	WXOK-AM	WFMF-FM
2	WXOK-AM	WFMF-FM	WYNK-FM
3	WYNK-FM	WQXY-FM	WYNK-FM
4	WLCS-AM	WYNK-FM	WXOK-AM
5	WJBO-AM	WJBO-AM	WLCS-AM

Teens M-S, 6am-Midnight POP(00): 511			
	A/M '79	O/N '79	A/M '80
1	WFMF-FM	WFMF-FM	WFMF-FM
2	WXOK-AM	WXOK-AM	WXOK-AM
3	WLCS-AM	WLCS-AM	WYNK-FM

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1	WFMF-FM	WFMF-FM	WFMF-FM
2	WXOK-AM	WXOK-AM	WXOK-AM
3	WLCS-AM	WLCS-AM	WYNK-FM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1	WXOK-AM	WFMF-FM	WFMF-FM
2	WFMF-FM	WXOK-AM	WXOK-AM
3	WLCS-AM	WLCS-AM	WLCS-AM

Adults 18-34 M-S, 6am-Midnight POP(00): 1537			
	A/M '79	O/N '79	A/M '80
1	WFMF-FM	WXOK-AM	WFMF-FM
2	WYNK-FM	WFMF-FM	WAFB-FM
3	WLCS-AM	WYNK-FM	WYNK-FM
4	WXOK-AM	WAFB-FM	WLCS-AM
5	WAFB-FM	WIBR-AM	WXOK-AM

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1	WFMF-FM	WXOK-AM	WFMF-FM
2	WYNK-FM	WFMF-FM	WYNK-FM
3	WJBO-AM	WYNK-FM	WAFB-FM
4	WIBR-AM	WAFB-FM	WXOK-AM
5	WXOK-AM	WLCS-AM	WLCS-AM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1	WFMF-FM	WXOK-AM	WFMF-FM
2	WYNK-FM	WFMF-FM	WAFB-FM
3	WLCS-AM	WYNK-FM	WYNK-FM
4	WXOK-AM	WAFB-FM	WLCS-AM
5	WJBO-AM	WJBO-AM	WIBR-AM

Adults 25-54 M-S, 6am-Midnight POP(00): 1718			
	A/M '79	O/N '79	A/M '80
1	WYNK-FM	WYNK-FM	WYNK-FM
2	WQXY-FM	WXOK-AM	WFMF-FM
3	WJBO-AM	WQXY-FM	WQXY-FM
4	WLCS-AM	WFMF-FM	WJBO-AM
5	WFMF-FM	WJBO-AM	WLCS-AM

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1	WYNK-FM	WYNK-FM	WYNK-FM
2	WJBO-AM	WXOK-AM	WFMF-FM
3	WQXY-FM	WJBO-AM	WJBO-AM
4	WIBR-AM	WFMF-FM	WQXY-FM
5	WLCS-AM	WLCS-AM	WLCS-AM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1	WYNK-FM	WQXY-FM	WYNK-FM
2	WQXY-FM	WYNK-FM	WFMF-FM
3	WJBO-AM	WXOK-AM	WQXY-FM
4	WLCS-AM	WFMF-FM	WJBO-AM
5	WFMF-FM	WJBO-AM	WYNK-AM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 3637						
	A/M '79	O/N '79	A/M '80		A/M '80	
1	WFMF-FM	1084	WJBO-AM	1021	WFMF-FM	1208
2	WYNK-FM	880	WFMF-FM	1007	WYNK-FM	909
3	WIBR-AM	850	WXOK-AM	912	WLCS-AM	848
4	WLCS-AM	831	WLCS-AM	766	WJBO-AM	800
5	WJBO-AM	813	WIBR-AM	746	WXOK-AM	783

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1	WFMF-FM	WXOK-AM	WFMF-FM
2	WJBO-AM	WFMF-FM	WYNK-FM
3	WYNK-FM	WYNK-FM	WJBO-AM
4	WIBR-AM	WJBO-AM	WLCS-AM
5	WXOK-AM	WLCS-AM	WXOK-AM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1	WFMF-FM	WFMF-FM	WFMF-FM
2	WYNK-FM	WFMF-FM	WYNK-FM
3	WXOK-AM	WYNK-FM	WLCS-AM
4	WJBO-AM	WQXY-FM	WXOK-AM
5	WLCS-AM	WLCS-AM	WAFB-FM

Teens M-S, 6am-Midnight POP(00): 511			
	A/M '79	O/N '79	A/M '80
1	WFMF-FM	WFMF-FM	WFMF-FM
2	WLCS-AM	WLCS-AM	WIBR-AM
3	WXOK-AM	WIBR-AM	WLCS-AM

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1	WFMF-FM	WFMF-FM	WFMF-FM
2	WXOK-AM	WLCS-AM	WXOK-AM
3	WLCS-AM	WXOK-AM	WLCS-AM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1	WFMF-FM	WFMF-FM	WFMF-FM
2	WXOK-AM	WLCS-AM	WXOK-AM
3	WLCS-AM	WXOK-AM	WLCS-AM

Adults 18-34 M-S, 6am-Midnight POP(00): 1537			
	A/M '79	O/N '79	A/M '80
1	WFMF-FM	WFMF-FM	WFMF-FM
2	WIBR-AM	WXOK-AM	WLCS-AM
3	WYNK-FM	WJBO-AM	WAFB-FM
4	WLCS-AM	WIBR-AM	WXOK-AM
5	WJBO-AM	WAFB-FM	WYNK-FM

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1	WFMF-FM	WFMF-FM	WFMF-FM
2	WIBR-AM	WXOK-AM	WYNK-FM
3	WJBO-AM	WYNK-FM	WLCS-AM
4	WYNK-FM	WAFB-FM	WAFB-FM
5	WLCS-AM	WJBO-AM	WXOK-AM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1	WFMF-FM	WFMF-FM	WFMF-FM
2	WYNK-FM	WXOK-AM	WAFB-FM
3	WJBO-AM	WIBR-AM	WLCS-AM
4	WLCS-AM	WAFB-FM	WYNK-FM
5	WIBR-AM	WLCS-AM	WXOK-AM

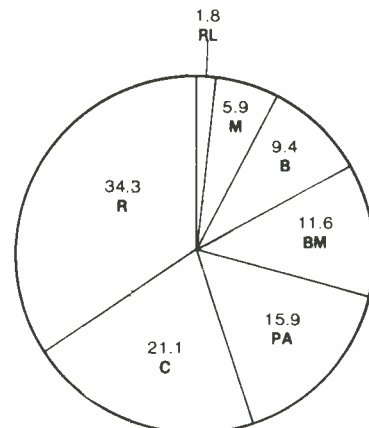
Adults 25-54 M-S, 6am-Midnight POP(00): 1718			
	A/M '79	O/N '79	A/M '80
1	WYNK-FM	WJBO-AM	WYNK-FM
2	WQXY-FM	WYNK-FM	WFMF-FM
3	WFMF-FM	WFMF-FM	WQXY-FM
4	WJBO-AM	WQXY-FM	WJBO-AM
5	WIBR-AM	WXOK-AM	WLCS-AM

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1	WYNK-FM	WYNK-FM	WYNK-FM
2	WJBO-AM	WJBO-AM	WFMF-FM
3	WQXY-FM	WXOK-AM	WJBO-AM
4	WFMF-FM	WFMF-FM	WQXY-FM
5	WIBR-AM	WLCS-AM	WLCS-AM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1	WYNK-FM	WFMF-FM	WYNK-FM
2	WQXY-FM	WYNK-FM	WFMF-FM
3	WJBO-AM	WQXY-FM	WQXY-FM
4	WFMF-FM	WXOK-AM	WJBO-AM
5	WLCS-AM	WJBO-AM	WYNK-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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Beaumont- Port Arthur- Orange

METRO RANK

96

A/M '80 Market Overview

Diary return anomalies and changes in the musical approach of this metro's leading Country station led to a new number one. Black-formatted KALO, leader for the last two sweeps, suffered substantial declines in its 18-24 numbers and slipped to fifth overall. Meanwhile Country KYKR added five shares and moved from fourth to first.

Arbitron must have difficulty sampling the Beaumont area, because there are usually strange diary return patterns that can affect listening estimates. This book is no different. For example, Arbitron obtained approximately 60% more diaries from the High Density Black Area in this sweep than in the Fall survey, while there were more than twice as many blacks outside the HDBA that were retrieved this sweep than in the fall. This means that the estimates for black listening were probably based on many more diaries, resulting in better estimates. The fortunes of KALO seem to have waned as the black diary return became less subject to fluctuation.

The metro as a whole had an in-tab that was up 22% compared to last spring, but some counties within the metro are really wavering. Orange County's in-tab in the last three sweeps has gone from 84-101-166, while Hardin County's trend is 23-29-86. It appears that Beaumont broadcasters must examine the Arbitron results in light of diary numbers and placement.

KYKR must be pleased with the way the diaries fell. The station scored a rare double — tops in both 18-34 and 25-54 cells, thanks in part to a core of 25-34 women. KYKR went to a progressive LP type of Country format, with more standard LP cuts during the day, and a more progressive approach at night. The station also gave away cash to over 200 winners and used an ad campaign that concentrated on outdoor boards, backed up with TV. Shares of 21% of the 18-34 cell and 15% of the 25-54 demo resulted.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 3059

	A/M '79	O/N '79	A/M '80
1 KALO-FM	10.3	KALO-FM	10.7
2 KLVI-AM	9.7	KQXY-FM	9.6
3 KWIC-FM	9.3	KLVI-AM	9.4
4 KTRM-AM	8.5	KYKR-FM	8.2
5 KJET-AM	7.7	KTRM-AM	6.2
6 KYKR-FM	7.3	KJET-AM	5.8
7 KQXY-FM	5.7	KWIC-FM	5.3
8 KIOC-FM	4.9	KHYS-FM	5.1
9 KTRH-AM	4.7	KOLE-AM	4.9
10 KHYS-FM	3.4	KAYD-FM	4.9
11 KOCT-AM	3.4	KIOC-FM	4.5
12 KZOM-FM	3.4	KTRH-AM	4.2
13 KPAC-AM	3.2	KOCT-AM	3.6
14 KAYD-FM	3.0	KZOM-FM	3.3
15 KAYC-AM	2.8	KPAC-AM	3.3
16 KDLF-AM	2.4	KAYC-AM	2.4
17 KOLE-AM	2.0	KEAM-AM	1.3
18 KYKR-AM	1.2	KTLW-AM	0.9
19		KDLF-AM	0.7

Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 3059			
	A/M '79	O/N '79	A/M '80
1 KALO-FM	51	KALO-FM	48
2 KLVI-AM	48	KQXY-FM	43
3 KWIC-FM	46	KLVI-AM	42
4 KTRM-AM	42	KYKR-FM	37
5 KJET-AM	38	KTRM-AM	28

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1 KLVI-AM		KLVI-AM	KYKR-FM
2 KTRM-AM		KYKR-FM	KQXY-FM
3 KWIC-FM		KTRM-AM	KLVI-AM
4 KALO-FM		KQXY-FM	KTRM-AM
5 KYKR-FM		KALO-FM	KPAC-AM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1 KALO-FM		KQXY-FM	KYKR-FM
2 KWIC-FM		KYKR-FM	KQXY-FM
3 KLVI-AM		KALO-FM	KZOM-FM
4 KTRM-AM		KLVI-AM	KWIC-FM
5 KJET-AM		KWIC-FM	KALO-FM

Teens M-S, 6am-Midnight POP(00): 429			
	A/M '79	O/N '79	A/M '80
1 KALO-FM		KALO-FM	KAYD-FM
2 KWIC-FM		KAYD-FM	KHYS-FM
3 KAYD-FM		KWIC-FM	KWIC-FM

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1 KWIC-FM		KAYD-FM	KHYS-FM
2 KAYD-FM		KJET-AM	KWIC-FM
3 KALO-FM		KHYS-FM	KAYD-FM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1 KALO-FM		KAYD-FM	KAYD-FM
2 KWIC-FM		KWIC-FM	KWIC-FM
3 KJET-AM		KALO-FM	KALO-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 1044			
	A/M '79	O/N '79	A/M '80
1 KWIC-FM		KALO-FM	KYKR-FM
2 KALO-FM		KLVI-AM	KZOM-FM
3 KTRM-AM		KYKR-FM	KALO-FM
4 KYKR-FM		KHYS-FM	KIOC-FM
5 KJET-AM		KIOC-FM	KLVI-AM

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1 KWIC-FM		KYKR-FM	KYKR-FM
2 KALO-FM		KLVI-AM	KALO-FM
3 KLVI-AM		KALO-FM	KAYD-FM
4 KTRM-AM		KIOC-FM	KZOM-FM
5 KYKR-FM		KHYS-FM	KLVI-AM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1 KWIC-FM		KALO-FM	KYKR-FM
2 KALO-FM		KYKR-FM	KZOM-FM
3 KTRM-AM		KLVI-AM	KIOC-FM
4 KYKR-FM		KTRM-AM	KZOM-FM
5 KZOM-FM		KHYS-FM	KWIC-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 1443			
	A/M '79	O/N '79	A/M '80
1 KTRM-AM		KYKR-FM	KYKR-FM
2 KLVI-AM		KLVI-AM	KQXY-FM
3 KALO-FM		KQXY-FM	KLVI-AM
4 KYKR-FM		KTRM-AM	KIOC-FM
5 KIOC-FM		KALO-FM	KALO-FM

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1 KLVI-AM		KYKR-FM	KYKR-FM
2 KTRM-AM		KLVI-AM	KQXY-FM
3 KOCT-AM		KQXY-FM	KLVI-AM
4 KTRH-AM		KTRM-AM	KTRM-AM
5 KALO-FM		KIOC-FM	KALO-FM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1 KTRM-AM		KYKR-FM	KYKR-FM
2 KLVI-AM		KQXY-FM	KQXY-FM
3 KALO-FM		KLVI-AM	KIOC-FM
4 KIOC-FM		KTRM-AM	KOLE-AM
5 KWIC-FM		KIOC-FM	KLVI-AM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 3059			
	A/M '79	O/N '79	A/M '80
1 KLVI-AM	694	KLVI-AM	727
2 KWIC-FM	546	KTRM-AM	513
3 KYKR-FM	459	KYKR-FM	483
4 KQXY-FM	416	KWIC-FM	480
5 KIOC-FM	388	KALO-FM	438

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1 KLVI-AM		KLVI-AM	KYKR-FM
2 KWIC-FM		KTRM-AM	KLVI-AM
3 KYKR-FM		KYKR-FM	KQXY-FM
4 KTRM-AM		KALO-FM	KALO-FM
5 KALO-FM		KAYC-AM	KTRM-AM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1 KWIC-FM		KLVI-AM	KQXY-FM
2 KLVI-AM		KQXY-FM	KYKR-FM
3 KALO-FM		KYKR-FM	KIOC-FM
4 KIOC-FM		KALO-FM	KLVI-AM
5 KQXY-FM		KWIC-FM	KALO-FM

Teens M-S, 6am-Midnight POP(00): 429			
	A/M '79	O/N '79	A/M '80
1 KWIC-FM		KAYD-FM	KAYD-FM
2 KALO-FM		KHYS-FM	KHYS-FM
3 KAYD-FM		KWIC-FM	KWIC-FM

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1 KWIC-FM		KAYD-FM	KHYS-FM
2 KAYD-FM		KWIC-FM	KAYD-FM
3 KALO-FM		KHYS-FM	KWIC-FM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1 KWIC-FM		KAYD-FM	KAYD-FM
2 KALO-FM		KWIC-FM	KWIC-FM
3 KAYD-FM		KPYS-FM	KHYS-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 1044

	A/M '79	O/N '79	A/M '80
1 KIOC-FM		KLVI-AM	KYKR-FM
2 KLVI-AM		KWIC-FM	KIOC-FM
3 KWIC-FM		KIOC-FM	KLVI-AM
4 KAYD-FM		KYKR-FM	KZOM-FM
5 KYKR-FM		KALO-FM	KALO-FM

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1 KWIC-FM		KALO-FM	KYKR-FM
2 KYKR-FM		KLVI-AM	KALO-FM
3 KALO-FM		KWIC-FM	KZOM-FM
4 KLVI-AM		KIOC-FM	KLVI-AM
5 KALO-FM		KHYS-FM	KHYS-FM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1 KIOC-FM		KLVI-AM	KIOC-FM
2 KWIC-FM		KWIC-FM	KYKR-FM
3 KALO-FM		KYKR-FM	KALO-FM
4 KLVI-AM		KALO-FM	KWIC-FM
5 KYKR-FM		KIOC-FM	KHYS-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 1443

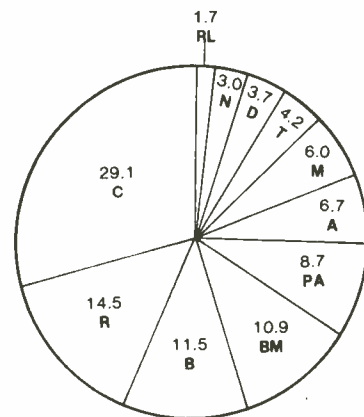
	A/M '79	O/N '79	A/M '80
1 KLVI-AM		KLVI-AM	KLVI-AM
2 KTRM-AM		KYKR-FM	KYKR-FM
3 KQXY-FM		KTRM-AM	KQXY-FM
4 KYKR-FM		KQXY-FM	KIOC-FM
5 KTRH-AM		KWIC-FM	KTRM-AM

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1 KLVI-AM		KLVI-AM	KYKR-FM
2 KTRM-AM		KYKR-FM	KLVI-AM
3 KYKR-FM		KTRM-AM	KQXY-FM
4 KTRH-AM		KQXY-FM	KALO-FM
5 KWIC-FM		KAYC-AM	KTRM-AM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1 KLVI-AM		KYKR-FM	KQXY-FM
2 KTRM-AM		KLVI-AM	KLVI-AM
3 KQXY-FM		KQXY-FM	KYKR-FM
4 KALO-FM		KTRM-AM	KIOC-FM
5 KYKR-FM		KAYC-AM	KALO-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Billings

METRO RANK **174**

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight PDP(00): 866

A/M '78	A/M '79	A/M '80
1 KOOK-AM 22.8	KOOK-AM 25.8	KYYA-FM (R) 30.2
2 KYYA-FM 19.3	KYYA-FM 19.7	KOOK-AM (R) 23.3
3 KBMY-AM 14.9	KURL-FM 12.1	KOYN-AM (C) 9.3
4 KGHL-AM 12.3	KBMY-AM 9.8	KBMY-AM (C) 8.5
5 KURL-FM 11.4	KGHL-AM 9.8	KOOK-FM (BM) 7.0
6 KOYN-AM 7.0	KOYN-AM 9.8	KGHL-AM (PA) 7.0
7 KURL-AM 4.4	KIDX-FM 8.3	KIDX-FM (C) 6.2
8 KBMS-FM 4.4	KURL-AM 1.5	KKOZ-FM (BM) 5.4
9		KURL-AM (RL) 1.6

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 866

A/M '78	A/M '79	A/M '80
1 KOOK-AM 26	KOOK-AM 34	KYYA-FM 39
2 KYYA-FM 22	KYYA-FM 26	KOOK-AM 30
3 KBMY-AM 17	KURL-FM 16	KOYN-AM 12
4 KGHL-AM 14	KBMY-AM 13	KBMY-AM 11
5 KURL-FM 13	KGHL-AM 13	KOOK-FM 9

M-F, 6-10am

1 KOOK-AM	KOOK-AM	KOOK-AM
2 KGHL-AM	KYYA-FM	KYYA-FM
3 KBMY-AM	KGHL-AM	KBMY-AM
4 KYYA-FM	KOYN-AM	KOYN-AM
5 KOYN-AM	KBMY-AM	KGHL-AM

M-F, 3-7pm

1 KOOK-AM	KOOK-AM	KYYA-FM
2 KYYA-FM	KYYA-FM	KOOK-AM
3 KURL-FM	KURL-FM	KBMY-AM
4 KBMY-AM	KBMY-AM	KKOZ-FM
5 KBMS-FM	KIDX-FM	KGHL-AM

Teens
M-S, 6am-Midnight
POP(00): 122

A/M '78	A/M '79	A/M '80
1 KOOK-AM	KYYA-FM	KYYA-FM
2 KYYA-FM	KOOK-AM	KOOK-AM
3 KBMY-AM	KIDX-FM	KIDY-FM

M-F, 6-10am

1 KOOK-AM	KOOK-AM	KYYA-FM
2 KYYA-FM	KYYA-FM	KOOK-AM
3 KOYN-AM	KURL-AM	KOYN-AM

M-F, 3-7pm

1 KOOK-AM	KYYA-FM	KYYA-FM
2 KYYA-FM	KOOK-AM	KOOK-AM
3 KBMY-AM	KIDX-FM	KOOK-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 320

A/M '78	A/M '79	A/M '80
1 KYYA-FM	KOOK-AM	KYYA-FM
2 KOOK-AM	KYYA-FM	KOOK-AM
3 KBMY-AM	KIDX-FM	KIDX-FM
4 KURL-FM	KURL-FM	KGHL-AM
5 KBMS-FM	KBMY-AM	KBMY-AM

M-F, 6-10am

1 KOOK-AM	KOOK-AM	KYYA-FM
2 KYYA-FM	KYYA-FM	KOOK-AM
3 KBMY-AM	KIDX-FM	KBMY-AM
4 KBMS-FM	KBMY-AM	KIDY-FM
5 KGHL-AM	KURL-FM	KGHL-AM

M-F, 3-7pm

1 KYYA-FM	KOOK-AM	KYYA-FM
2 KOOK-AM	KYYA-FM	KOOK-AM
3 KBMY-AM	KIDX-FM	KBMY-AM
4 KBMS-FM	KBMY-AM	KGHL-AM
5 KURL-FM	KURL-FM	KIDX-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 414

A/M '78	A/M '79	A/M '80
1 KBMY-AM	KOOK-AM	KOOK-AM
2 KOOK-AM	KYYA-FM	KYYA-FM
3 KYYA-FM	KURL-FM	KBMY-AM
4 KURL-FM	KGHL-AM	KIDX-FM
5 KGHL-AM	KBMY-AM	KOYN-AM

M-F, 6-10am

1 KOOK-AM	KOOK-AM	KOOK-AM
2 KBMY-AM	KYYA-FM	KYYA-FM
3 KGHL-AM	KBMY-AM	KBMY-AM
4 KOYN-AM	KGHL-AM	KIDX-FM
5 KURL-FM	KOYN-AM	KGHL-AM

M-F, 3-7pm

1 KYYA-FM	KOOK-AM	KOOK-AM
2 KURL-FM	KBMY-AM	KYYA-FM
3 KOOK-AM	KURL-FM	KBMY-AM
4 KBMY-AM	KYYA-FM	KIDX-FM
5 KBMS-FM	KIDX-FM	KKOZ-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 866

A/M '78	A/M '79	A/M '80
1 KOOK-AM 418	KOOK-AM 416	KOOK-AM 372
2 KYYA-FM 291	KYYA-FM 304	KYYA-FM 316
3 KGHL-AM 253	KGHL-AM 238	KGHL-AM 193
4 KBMY-AM 22P	KBMY-AM 183	KBMY-AM 191
5 KURL-FM 154	KURL-FM 150	KOOK-FM 125

M-F, 6-10am

1 KOOK-AM	KOOK-AM	KOOK-AM
2 KYYA-FM	KYYA-FM	KYYA-FM
3 KGHL-AM	KGHL-AM	KGHL-AM
4 KBMY-AM	KBMY-AM	KBMY-AM
5 KOYN-AM	KOYN-AM	KOYN-AM

M-F, 3-7pm

1 KOOK-AM	KOOK-AM	KYYA-FM
2 KYYA-FM	KYYA-FM	KOOK-AM
3 KBMY-AM	KURL-FM	KBMY-AM
4 KURL-FM	KBMY-AM	KGHL-AM
5 KGHL-AM	KGHL-AM	KOOK-FM

Teens
M-S, 6am-Midnight
POP(00): 122

A/M '78	A/M '79	A/M '80
1 KOOK-AM	KOOK-AM	KYYA-FM
2 KYYA-FM	KYYA-FM	KOOK-AM
3 KGHL-AM	KIDX-FM	KGHL-AM

M-F, 6-10am

1 KOOK-AM	KOOK-AM	KYYA-FM
2 KYYA-FM	KYYA-FM	KOOK-AM
3 KGHL-AM	KIDX-FM	KGHL-AM

M-F, 3-7pm

1 KOOK-AM	KOOK-AM	KYYA-FM
2 KYYA-FM	KYYA-FM	KOOK-AM
3 KBMY-AM	KIDX-FM	KGHL-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 320

A/M '78	A/M '79	A/M '80
1 KOOK-AM	KOOK-AM	KYYA-FM
2 KYYA-FM	KYYA-FM	KOOK-AM
3 KBMY-AM	KGHL-AM	KIDX-FM
4 KGHL-AM	KBMY-AM	KGHL-AM
5 KURL-FM	KIDX-FM	KBMY-AM

M-F, 6-10am

1 KOOK-AM	KOOK-AM	KYYA-FM
2 KYYA-FM	KYYA-FM	KOOK-AM
3 KBMY-AM	KGHL-AM	KBMY-AM
4 KGHL-AM	KBMY-AM	KIDX-FM
5 KBMS-FM	KIDX-FM	KGHL-AM

M-F, 3-7pm

1 KOOK-AM	KOOK-AM	KYYA-FM
2 KYYA-FM	KYYA-FM	KOOK-AM
3 KBMY-AM	KIDX-FM	KBMY-AM
4 KURL-FM	KGHL-AM	KGHL-AM
5 KURL-AM	KBMY-AM	KIDX-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 414

A/M '78	A/M '79	A/M '80
1 KOOK-AM	KOOK-AM	KOOK-AM
2 KBMY-AM	KYYA-FM	KYYA-FM
3 KGHL-AM	KGHL-AM	KBMY-AM
4 KYYA-FM	KBMY-AM	KGHL-AM
5 KOYN-AM	KURL-FM	KIDX-FM

M-F, 6-10am

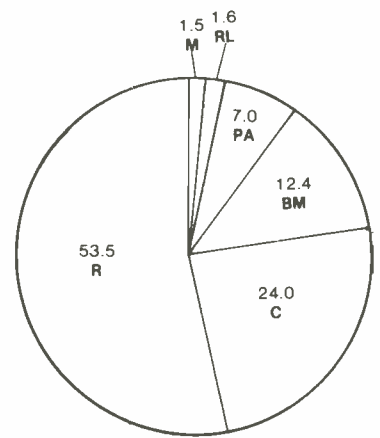
1 KOOK-AM	KOOK-AM	KOOK-AM
2 KBMY-AM	KGHL-AM	KYYA-FM
3 KGHL-AM	KYYA-FM	KGHL-AM
4 KYYA-FM	KBMY-AM	KBMY-AM
5 KOYN-AM	KOYN-AM	KOYN-AM

M-F, 3-7pm

1 KOOK-AM	KOOK-AM	KOOK-AM
2 KBMY-AM	KYYA-FM	KYYA-FM
3 KYYA-FM	KBMY-AM	KBMY-AM
4 KURL-FM	KURL-FM	KGHL-AM
5 KOYN-AM	KGHL-AM	KIDX-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious S-Spanish, T-Talk

Binghamton

METRO RANK **111**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 2520

	A/M '78	A/M '79	A/M '80
1 WBNF-AM	19.0	WQYT-FM	19.5
2 WQYT-FM	16.1	WBNF-AM	17.5
3 WAAL-FM	13.9	WAAL-FM	14.5
4 WKOP-AM	11.3	WKOP-AM	8.9
5 WMRV-FM	7.6	WMRV-FM	8.1
6 WINR-AM	7.4	WINR-AM	4.3
7 WENE-AM	4.2	WENO-AM	4.1
8 WEBO-FM	2.5	WENE-AM	3.3
9 WGBT-FM	1.7	WWT-FM	3.3
10 WEBO-AM	1.4	WGBT-FM	1.3
11 WARM-AM	1.4	WEIV-FM(RL)	1.6
12 WHCU-AM	0.8	WEJL-AM(PA)	1.0
13 WATS-AM	0.8	WVR-FM(PA)	0.8
14		WNOZ-FM(R)	0.5
15		WARM-AM(PA)	0.5

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2520

	A/M '78	A/M '79	A/M '80
1 WBNF-AM	67	WQYT-FM	77
2 WQYT-FM	57	WBNF-AM	69
3 WAAL-FM	49	WAAL-FM	57
4 WKOP-AM	40	WKOP-AM	35
5 WMRV-FM	27	WMRV-FM	32

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WBNF-AM		WBNF-AM	WBNF-AM
2 WKOP-AM		WQYT-FM	WQYT-FM
3 WAAL-FM		WAAL-FM	WENE-AM
4 WQYT-FM		WKOP-AM	WAAL-FM
5 WINR-AM		WMRV-FM	WMRV-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WBNF-AM		WQYT-FM	WQYT-FM
2 WAAL-FM		WBNF-AM	WAAL-FM
3 WQYT-FM		WAAL-FM	WMRV-FM
4 WKOP-AM		WMRV-FM	WBNF-AM
5 WMRV-FM		WKOP-AM	WWT-FM

Teens
M-S, 6am-Midnight
POP(00): 340

	A/M '78	A/M '79	A/M '80
1 WAAL-FM		WAAL-FM	WWT-FM
2 WINR-AM		WMRV-FM	WMRV-FM
3 WMRV-FM		WINR-AM	WAAL-FM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WAAL-FM		WAAL-FM	WWT-FM
2 WINR-AM		WINR-AM	WMRV-FM
3 WMRV-FM		WMRV-FM	WAAL-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WAAL-FM		WAAL-FM	WWT-FM
2 WINR-AM		WMRV-FM	WAAL-FM
3 WENE-AM		WINR-AM	WMRV-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 834

	A/M '78	A/M '79	A/M '80
1 WAAL-FM		WAAL-FM	WAAL-FM
2 WMRV-FM		WMRV-FM	WMRV-FM
3 WBNF-AM		WBNF-AM	WQYT-FM
4 WINR-AM		WINR-AM	WWT-FM
5 WENE-AM		WKOP-AM	WINR-AM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WBNF-AM		WAAL-FM	WAAL-FM
2 WAAL-FM		WBNF-AM	WMRV-FM
3 WINR-AM		WKOP-AM	WINR-AM
4 WMRV-FM		WINR-AM	WQYT-FM
5 WENE-AM		WMRV-FM	WBNF-AM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WAAL-FM		WAAL-FM	WAAL-FM
2 WMRV-FM		WMRV-FM	WMRV-FM
3 WENE-AM		WINR-AM	WWT-FM
4 WQYT-FM		WWT-FM	WQYT-FM
5 WBNF-AM		WBNF-AM	WINR-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1151

	A/M '78	A/M '79	A/M '80
1 WBNF-AM		WQYT-FM	WQYT-FM
2 WKOP-AM		WBNF-AM	WMRV-FM
3 WQYT-FM		WKOP-AM	WENE-AM
4 WINR-AM		WAAL-FM	WAAL-FM
5 WMRV-FM		WMRV-FM	WBNF-AM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WBNF-AM		WBNF-AM	WENE-AM
2 WKOP-AM		WQYT-FM	WBNF-AM
3 WINR-AM		WKOP-AM	WQYT-FM
4 WQYT-FM		WAAL-FM	WMRV-FM
5 WAAL-FM		WMRV-FM	WAAL-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WBNF-AM		WQYT-FM	WQYT-FM
2 WKOP-AM		WBNF-AM	WMRV-FM
3 WMRV-FM		WKOP-AM	WAAL-FM
4 WQYT-FM		WAAL-FM	WBNF-AM
5 WINR-AM		WMRV-FM	WENE-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2520

	A/M '78	A/M '79	A/M '80
1 WBNF-AM	1055	WBNF-AM	1001
2 WMRV-FM	613	WAAL-FM	696
3 WAAL-FM	611	WQYT-FM	690
4 WQYT-FM	605	WMRV-FM	598
5 WINR-AM	604	WINR-AM	486

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WBNF-AM		WBNF-AM	WBNF-AM
2 WAAL-FM		WAAL-FM	WQYT-FM
3 WINR-AM		WQYT-FM	WENE-AM
4 WKOP-AM		WMRV-FM	WAAL-FM
5 WQYT-FM		WINR-AM	WMRV-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WBNF-AM		WBNF-AM	WQYT-FM
2 WAAL-FM		WAAL-FM	WAAL-FM
3 WQYT-FM		WQYT-FM	WMRV-FM
4 WINR-AM		WMRV-FM	WBNF-AM
5 WMRV-FM		WINR-AM	WENE-AM

Teens
M-S, 6am-Midnight
POP(00): 340

	A/M '78	A/M '79	A/M '80
1 WAAL-FM		WAAL-FM	WAAL-FM
2 WMRV-FM		WMRV-FM	WWT-FM
3 WINR-AM		WINR-AM	WMRV-FM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WAAL-FM		WAAL-FM	WWT-FM
2 WMRV-FM		WMRV-FM	WMRV-FM
3 WINR-AM		WINR-AM	WAAL-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WAAL-FM		WAAL-FM	WWT-FM
2 WINR-AM		WMRV-FM	WAAL-FM
3 WMRV-FM		WINR-AM	WMRV-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 834

	A/M '78	A/M '79	A/M '80
1 WBNF-AM		WAAL-FM	WAAL-FM
2 WMRV-FM		WMRV-FM	WMRV-FM
3 WINR-AM		WBNF-AM	WINR-AM
4 WAAL-FM		WINR-AM	WWT-FM
5 WENE-AM		WENE-AM	WENE-AM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WBNF-AM		WAAL-FM	WAAL-FM
2 WAAL-FM		WBNF-AM	WMRV-FM
3 WMRV-FM		WMRV-FM	WINR-AM
4 WINR-AM		WINR-AM	WENE-AM
5 WENE-AM		WENE-AM	WBNF-AM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WENE-AM		WAAL-FM	WAAL-FM
2 WAAL-FM		WINR-AM	WMRV-FM
3 WMRV-FM		WBNF-AM	WENE-AM
4 WINR-AM		WMRV-FM	WINR-AM
5 WBNF-AM		WENE-AM	WWT-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1151

	A/M '78	A/M '79	A/M '80
1 WBNF-AM		WBNF-AM	WQYT-FM
2 WINR-AM		WQYT-FM	WQYT-FM
3 WKOP-AM		WAAL-FM	WENE-AM
4 WMRV-FM		WMRV-FM	WMRV-FM
5 WQYT-FM		WKOP-AM	WAAL-FM

M-F, 6-10am

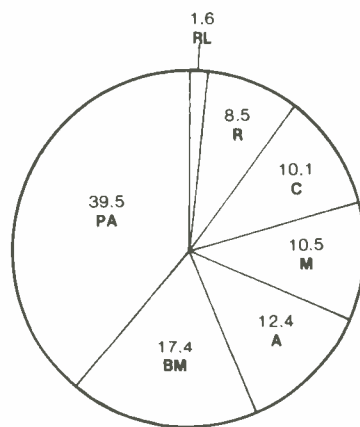
	A/M '78	A/M '79	A/M '80
1 WBNF-AM		WBNF-AM	WBNF-AM
2 WINR-AM		WQYT-FM	WENE-AM
3 WKOP-AM		WAAL-FM	WQYT-FM
4 WAAL-FM		WMRV-FM	WKOP-AM
5 WMRV-FM		WKOP-AM	WMRV-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WBNF-AM		WBNF-AM	WQYT-FM
2 WMRV-FM		WQYT-FM	WENE-AM
3 WINR-AM		WAAL-FM	WBNF-AM
4 WKOP-AM		WMRV-FM	WAAL-FM
5 WQYT-FM		WKOP-AM	WMRV-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Birmingham

METRO RANK **45**

A/M '80 Market Overview

Arbitron implemented the Expanded Sample Frame technique here for the first time, and there was perhaps coincidentally a new number one station, Black-formatted **WENN-FM**.

Approximately 14% of the returned metro diaries were from persons residing in ESF households. One possible result of ESF was that 18-24 diary return went up sharply, from 33 in the Fall sweep to 51 in this report. This provided stations that appealed to that demo with a chance to score better in the book, and it appears as though **WENN-FM** did just that. It almost doubled its come among men 18-24, and increased its average quarter-hour share in that demo 400%. This helped **WENN-FM** win the 18-34 demos with almost a 20 share, followed by **WKXX** with a 15% figure and **WSGN** with just over 10%.

The 25-54 leader was **WSGN**. The station piled up over 12% of this audience, with **WENN-FM** next at just under 10%. **WSGN** must be pleased with the Arbitron results, since the station's management team is retargeting for the 18-49 demos, playing less hard rock. A four-plus share gain in 25-54 figures was a good start towards repositioning. One on-air ingredient **WSGN** used to try and skew slightly older was an all-request show from 7pm-Midnight, featuring music from the 50's and 60's.

WKXX slipped in this survey, largely due to an erosion of about 25% of the station's 18-34 share. Several staff changes were made, affecting mornings, middays, and nights, and the morning drive segment was especially soft in the book. The station used outdoor boards in a more extensive push than previously.

Two other stations deserving of mention are **BM WAPI-FM**, and Country **WVOK**. **WAPI-FM** increased its 25-54 share by almost 50%, while **WVOK** used a TV/newspaper ad campaign to attract more listeners.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 6800

	A/M '79	O/N '79	A/M '80
1	WSGN-AM	10.2	WKXX-FM (B) 12.4
2	WKXX-FM	10.1	WENN-FM 9.7
3	WENN-FM	7.5	WERC-AM 7.9
4	WQEZ-FM	7.0	WSGN-AM (R) 8.3
5	WENN-AM	6.6	WAPI-FM (BM) 6.3
6	WYDE-AM	6.3	WQEZ-FM (C) 5.5
7	WRKK-FM	5.8	WVOK-AM (C) 5.3
8	WERC-AM	5.1	WATV-AM (R) 5.0
9	WJLD-AM	5.1	WATV-AM (R) 4.8
10	WVOK-AM	4.9	WJLD-AM (R) 4.8
11	WATV-AM	4.5	WZZK-FM (R) 4.5
12	WAPI-FM	4.0	WENN-AM 3.5
13	WZZK-FM	3.9	WDJC-FM (C) 3.9
14	WAPI-AM	3.3	WVOK-AM 3.3
15	WDJC-FM	3.2	WAPI-AM (PA) 2.4
16	WCRT-AM	1.8	WCRT-AM (PA) 1.8
17	WQEN-FM	1.4	WVOK-AM (PA) 1.3
18	WBUL-AM	1.0	WQEN-FM (C) 1.1
19	WLPH-AM	0.9	WBUL-AM (C) 0.7
20	WYAM-AM	0.8	WYAM-AM (PA) 0.7
21	WVWB-AM	0.4	WLPH-AM (PA) 0.7
22			WQEN-FM (C) 0.6
23			WAAX-AM (C) 0.4

Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 6800				
	A/M '79	O/N '79	A/M '80	
1	WSGN-AM	93	WKXX-FM	130
2	WKXX-FM	92	WENN-FM	115
3	WENN-FM	69	WERC-AM	75
4	WQEZ-FM	64	WSGN-AM	67
5	WENN-AM	60	WQEZ-FM	60

M-F, 6-10am				
	A/M '79	O/N '79	A/M '80	
1	WSGN-AM	93	WKXX-FM	130
2	WKXX-FM	92	WENN-FM	115
3	WYDE-AM	64	WQEZ-FM	60
4	WERC-AM	64	WQEZ-FM	60
5	WENN-FM	60	WZZK-FM	58

M-F, 3-7pm					
	A/M '79	O/N '79	A/M '80		
1	WKXX-FM	93	WKXX-FM	130	WENN-FM
2	WSGN-AM	92	WENN-FM	115	WKXX-FM
3	WQEZ-FM	64	WERC-AM	75	WSGN-AM
4	WENN-FM	64	WRKK-FM	67	WAPI-AM
5	WYDE-AM	60	WSGN-AM	60	WRKK-FM

Teens M-S, 6am-Midnight POP(00): 890					
	A/M '79	O/N '79	A/M '80		
1	WKXX-FM	93	WKXX-FM	130	WENN-FM
2	WSGN-AM	92	WENN-FM	115	WKXX-FM
3	WENN-FM	69	WERC-AM	75	WRKK-FM

M-F, 6-10am					
	A/M '79	O/N '79	A/M '80		
1	WSGN-AM	93	WKXX-FM	130	WENN-FM
2	WKXX-FM	92	WENN-FM	115	WKXX-FM
3	WENN-FM	69	WERC-AM	75	WSGN-AM

M-F, 3-7pm					
	A/M '79	O/N '79	A/M '80		
1	WKXX-FM	93	WKXX-FM	130	WENN-FM
2	WENN-FM	92	WENN-FM	115	WKXX-FM
3	WSGN-AM	64	WRKK-FM	67	WRKK-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 2291					
	A/M '79	O/N '79	A/M '80		
1	WKXX-FM	93	WKXX-FM	130	WENN-FM
2	WRKK-FM	92	WRKK-FM	115	WKXX-FM
3	WSGN-AM	69	WENN-FM	75	WSGN-AM
4	WENN-FM	64	WSGN-AM	67	WRKK-FM
5	WERC-AM	60	WERC-AM	60	WDJC-FM

M-F, 6-10am					
	A/M '79	O/N '79	A/M '80		
1	WSGN-AM	93	WKXX-FM	130	WENN-FM
2	WKXX-FM	92	WSGN-AM	115	WENN-FM
3	WERC-AM	64	WENN-FM	67	WKXX-FM
4	WRKK-FM	64	WERC-AM	67	WERC-AM
5	WENN-FM	60	WRKK-FM	60	WRKK-FM

M-F, 3-7pm					
	A/M '79	O/N '79	A/M '80		
1	WKXX-FM	93	WKXX-FM	130	WENN-FM
2	WRKK-FM	92	WRKK-FM	115	WKXX-FM
3	WSGN-AM	69	WENN-FM	75	WRKK-FM
4	WERC-AM	64	WERC-AM	67	WSGN-AM
5	WENN-FM	60	WSGN-AM	60	WDJC-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 3110					
	A/M '79	O/N '79	A/M '80		
1	WSGN-AM	93	WENN-FM	130	WSGN-AM
2	WQEZ-FM	92	WQEZ-FM	115	WENN-FM
3	WYDE-AM	64	WQEZ-FM	67	WZZK-FM
4	WAPI-FM	64	WKXX-FM	67	WKXX-FM
5	WENN-AM	60	WSGN-AM	60	WAPI-FM

M-F, 6-10am					
	A/M '79	O/N '79	A/M '80		
1	WSGN-AM	93	WENN-FM	130	WSGN-AM
2	WERC-AM	92	WENN-FM	115	WZZK-FM
3	WYDE-AM	64	WERC-AM	67	WENN-FM
4	WQEZ-FM	64	WKXX-FM	67	WERC-AM
5	WZZK-FM	60	WQEZ-FM	60	WYDE-AM

M-F, 3-7pm					
	A/M '79	O/N '79	A/M '80		
1	WQEZ-FM	93	WENN-FM	130	WENN-FM
2	WSGN-AM	92	WERC-AM	115	WSGN-AM
3	WYDE-AM	64	WKXX-FM	67	WZZK-FM
4	WAPI-FM	64	WZZK-FM	67	WAPI-FM
5	WZZK-FM	60	WSGN-AM	60	WKXX-FM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 6800					
	A/M '79	O/N '79	A/M '80		
1	WSGN-AM	1840	WSGN-AM	1742	WSGN-AM
2	WERC-AM	1395	WERC-AM	1706	WKXX-FM
3	WKXX-FM	1206	WKXX-FM	1699	WENN-FM
4	WQEZ-FM	990	WENN-FM	1010	WERC-AM
5	WENN-FM	968	WYDE-AM	899	WYDE-AM

M-F, 6-10am					
	A/M '79	O/N '79	A/M '80		
1	WSGN-AM	93	WKXX-FM	130	WSGN-AM
2	WERC-AM	92	WKXX-FM	115	WKXX-FM
3	WKXX-FM	64	WENN-FM	67	WENN-FM
4	WENN-FM	64	WENN-FM	67	WERC-AM
5	WYDE-AM	60	WYDE-AM	60	WYDE-AM

M-F, 3-7pm					
	A/M '79	O/N '79	A/M '80		
1	WSGN-AM	93	WKXX-FM	130	WKXX-FM
2	WKXX-FM	92	WERC-AM	115	WENN-FM
3	WERC-AM	64	WSGN-AM	67	WSGN-AM
4	WQEZ-FM	64	WENN-FM	67	WERC-AM
5	WENN-FM	60	WQEZ-FM	60	WRKK-FM

Teens M-S, 6am-Midnight POP(00): 890					
	A/M '79	O/N '79	A/M '80		
1	WKXX-FM	93	WKXX-FM	130	WKXX-FM
2	WSGN-AM	92	WENN-FM	115	WENN-FM
3	WERC-AM	69	WERC-AM	75	WERC-AM

M-F, 6-10am					
	A/M '79	O/N '79	A/M '80		
1	WKXX-FM	93	WKXX-FM	130	WKXX-FM
2	WSGN-AM	92	WENN-FM	115	WENN-FM
3	WERC-AM	69	WERC-AM	75	WSGN-AM

M-F, 3-7pm					
	A/M '79	O/N '79	A/M '80		
1	WKXX-FM	93	WKXX-FM	130	WKXX-FM
2	WSGN-AM	92	WENN-FM	115	WENN-FM
3	WENN-FM	69	WERC-AM	75	WERC-AM

Adults 18-34 M-S, 6am-Midnight POP(00): 2291					
	A/M '79	O/N '79	A/M '80		
1	WSGN-AM	93	WKXX-FM	130	WKXX-FM
2	WERC-AM	92	WSGN-AM	115	WSGN-AM
3	WKXX-FM	64	WERC-AM	67	WENN-FM
4	WRKK-FM	64	WRKK-FM	67	WERC-AM
5	WENN-FM	60	WENN-FM	60	WRKK-FM

M-F, 6-10am					
	A/M '79	O/N '79	A/M '80		
1	WERC-AM	93	WSGN-AM	130	WSGN-AM
2	WSGN-AM	92	WKXX-FM	115	WKXX-FM
3	WKXX-FM	64	WERC-AM	67	WERC-AM
4	WRKK-FM	64	WENN-FM	67	WENN-FM
5	WENN-FM	60	WRKK-FM	60	WRKK-FM

M-F, 3-7pm					
	A/M '79	O/N '79	A/M '80		
1	WSGN-AM	93	WKXX-FM	130	WKXX-FM
2	WKXX-FM	92	WSGN-AM	115	WSGN-AM
3	WERC-AM	64	WERC-AM	67	WRKK-FM
4	WRKK-FM	64	WRKK-FM	67	WENN-FM
5	WENN-FM	60	WENN-FM	60	WERC-AM

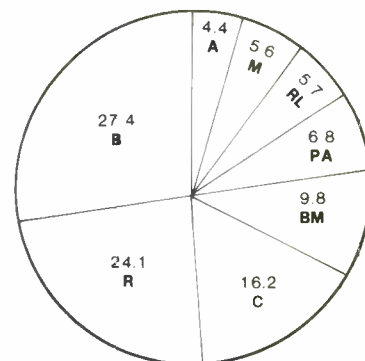
Adults 25-54 M-S, 6am-Midnight POP(00): 3110					
	A/M '79	O/N '79	A/M '80		
1	WSGN-AM	93	WENN-FM	130	WSGN-AM
2	WERC-AM	92	WERC-AM	115	WKXX-FM
3	WQEZ-FM	64	WKXX-FM	67	WERC-AM
4	WYDE-AM	64	WQEZ-FM	67	WZZK-FM
5	WAPI-FM	60	WYDE-AM	60	WENN-FM

M-F, 6-10am					
	A/M '79	O/N '79	A/M '80		
1	WSGN-AM	93	WENN-FM	130	WSGN-AM
2	WERC-AM	92	WERC-AM	115	WERC-AM
3	WYDE-AM	64	WKXX-FM	67	WKXX-FM
4	WAPI-FM	64	WENN-FM	67	WZZK-FM
5	WQEZ-FM	60	WYDE-AM	60	WYDE-AM

M-F, 3-7pm					
	A/M '79	O/N '79	A/M '80		
1	WSGN-AM	93	WENN-FM	130	WSGN-AM
2	WQEZ-FM	92	WERC-AM	115	WENN-FM
3	WYDE-AM	64	WKXX-FM	67	WYDE-AM
4	WAPI-FM	64	WZZK-FM	67	WAPI-FM
5	WERC-AM	60	WQEZ-FM	60	WKXX-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Bloomington, IL

METRO RANK

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Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1056

	A/M '78	A/M '79	A/M '80
1 WJBC-AM	44.6	40.3	37.0
2 WBNO-FM	15.7	23.3	16.0
3 WLS -AM	9.6	8.5	8.3
4 WIHN-FM	6.0	7.4	7.2
5 WMAO-AM	5.4	4.0	7.2
6 WWCT-FM	4.8	3.4	7.2
7 WSWT-FM	2.4	2.3	3.9
8 WGN -AM	1.8	1.1	1.7
9 WIRL-AM	1.8	1.1	1.7
10 WKZW-FM	1.8	0.6	1.7
11 WSIV-FM	0.6	0.6	0.6
12 WRBA-AM	0.6	0.6	0.6
13 WSIV-AM			0.6
14			0.6

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1056

	A/M '78	A/M '79	A/M '80
1 WJBC-AM	7.4	7.1	6.7
2 WBNO-FM	26	4.1	2.9
3 WLS -AM	16	15	15
4 WIHN-FM	10	13	13
5 WMAO-AM	9	7	13

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WJBC-AM			
2 WBNO-FM			
3 WLS -AM			
4 WMAO-AM			
5 WWCT-FM			

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WJBC-AM			
2 WBNO-FM			
3 WLS -AM			
4 WIHN-FM			
5 WMAO-AM			

Teens
M-S, 6am-Midnight
POP(00): 120

	A/M '78	A/M '79	A/M '80
1 WLS -AM			
2 WBNO-FM			
3 WJBC-AM			

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WLS -AM			
2 WBNO-FM			
3 WJBC-AM			

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WLS -AM			
2 WBNO-FM			
3 WJBC-AM			

Adults 18-34
M-S, 6am-Midnight
POP(00): 458

	A/M '78	A/M '79	A/M '80
1 WJBC-AM			
2 WBNO-FM			
3 WLS -AM			
4 WWCT-FM			
5 WIHN-FM			

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WJBC-AM			
2 WBNO-FM			
3 WLS -AM			
4 WWCT-FM			
5 WMAO-AM			

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WJBC-AM			
2 WBNO-FM			
3 WLS -AM			
4 WWCT-FM			
5 WIHN-FM			

Adults 25-54
M-S, 6am-Midnight
POP(00): 422

	A/M '78	A/M '79	A/M '80
1 WJBC-AM			
2 WMAO-AM			
3 WBNO-FM			
4 WIHN-FM			
5 WLS -AM			

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WJBC-AM			
2 WMAO-AM			
3 WIHN-FM			
4 WBNO-FM			
5 WLS -AM			

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WJBC-AM			
2 WMAO-AM			
3 WIHN-FM			
4 WBNO-FM			
5 WGN -AM			

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1056

	A/M '78	A/M '79	A/M '80
1 WJBC-AM	721	702	646
2 WBNO-FM	394	469	407
3 WLS -AM	338	318	292
4 WIHN-FM	153	188	212
5 WMAO-AM	141	148	159

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WJBC-AM			
2 WBNO-FM			
3 WLS -AM			
4 WMAO-AM			
5 WIHN-FM			

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WJBC-AM			
2 WBNO-FM			
3 WLS -AM			
4 WIHN-FM			
5 WMAO-AM			

Teens
M-S, 6am-Midnight
POP(00): 120

	A/M '78	A/M '79	A/M '80
1 WLS -AM			
2 WBNO-FM			
3 WJBC-AM			

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WLS -AM			
2 WJBC-AM			
3 WBNO-FM			

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WLS -AM			
2 WBNO-FM			
3 WJBC-AM			

Adults 18-34
M-S, 6am-Midnight
POP(00): 458

	A/M '78	A/M '79	A/M '80
1 WJBC-AM			
2 WBNO-FM			
3 WLS -AM			
4 WWCT-FM			
5 WMAO-AM			

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WJBC-AM			
2 WBNO-FM			
3 WLS -AM			
4 WWCT-FM			
5 WMAO-AM			

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WBNO-FM			
2 WJBC-AM			
3 WLS -AM			
4 WWCT-FM			
5 WMAO-AM			

Adults 25-54
M-S, 6am-Midnight
POP(00): 422

	A/M '78	A/M '79	A/M '80
1 WJBC-AM			
2 WBNO-FM			
3 WMAO-AM			
4 WIHN-FM			
5 WLS -AM			

M-F, 6-10am

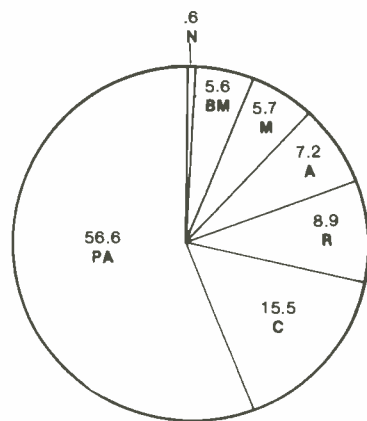
	A/M '78	A/M '79	A/M '80
1 WJBC-AM			
2 WMAO-AM			
3 WIHN-FM			
4 WBNO-FM			
5 WLS -AM			

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WJBC-AM			
2 WBNO-FM			
3 WMAO-AM			
4 WIHN-FM			
5 WLS -AM			

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Boise

METRO RANK **138**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 1909

A/M '78	A/M '79	A/M '80			
1 KFXD-AM	18.6	KBXL-FM	12.0	KBOI-AM(PA)	16.5
2 KGEM-AM	16.6	KBOI-AM	11.2	KIDQ-FM(A)	10.9
3 KBOI-AM	9.5	KBOI-FM	11.2	KBOI-FM(R)	10.1
4 KBXL-FM	9.1	KFXD-AM	10.8	KBXL-FM(BB)	9.4
5 KBOI-FM	6.3	KGEM-AM	10.8	KFXD-AM(R)	9.4
6 KBBK-FM	5.1	KUUZ-FM	8.8	KGEM-AM(C)	8.2
7 KUUZ-FM	4.7	KBBK-FM	8.0	KFXD-FM(PA)	7.1
8 KBRJ-AM	4.7	KFXD-FM	6.8	KIDO-AM(C)	7.1
9 KFXD-FM	4.3	KJOT-FM	3.6	KUUZ-FM(R)	4.9
10 KBGN-AM	3.6	KIDO-AM	3.6	KBBK-FM(R)	3.7
11 KIDO-AM	1.6	KBGN-AM	2.4	KJOT-FM(C)	3.4
12 KCID-AM	1.6	KCID-AM	1.2	KBRJ-AM(C)	1.5
13 KSPD-AM	1.6	KBRJ-AM	0.8	KBGN-AM(PL)	0.7
14 KAIN-AM	1.2	KAIN-AM	0.8	KMFE-FM(C)	0.7
15 KYHE-AM	1.2	KYHE-AM	0.8	KCID-AM(PA)	0.7
16		KSPD-AM	0.4	KGO-AM(UT)	0.4
17		KSPD-AM	0.4	KSPD-AM(PL)	0.4
18		RAIN-AM(PA)	0.4		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1909

A/M '78	A/M '79	A/M '80			
1 KFXD-AM	4.7	KBXL-FM	3.0	KBOI-AM	4.4
2 KGEM-AM	4.2	KBOI-AM	2.8	KIDQ-FM	2.9
3 KBOI-AM	2.4	KBOI-FM	2.8	KBOI-FM	2.7
4 KBXL-FM	2.3	KFXD-AM	2.7	KBXL-FM	2.5
5 KBOI-FM	1.6	KGEM-AM	2.7	KFXD-AM	2.5

M-F, 6-10am

1 KGEM-AM		KBOI-AM		KBOI-AM
2 KFXD-AM		KGEM-AM		KGEM-AM
3 KBOI-AM		KFXD-AM		KIDO-AM
4 KBXL-FM		KBXL-FM		KBXL-FM
5 KBOI-FM		KBOI-FM		KFXD-AM

M-F, 3-7pm

1 KFXD-AM		KBOI-FM		KBOI-AM
2 KGEM-AM		KFXD-AM		KIDQ-FM
3 KBXL-FM		KBXL-FM		KBOI-FM
4 KBOI-FM		KGEM-AM		KFXD-AM
5 KBOI-AM		KBOI-AM		KIDO-AM

Teens

M-S, 6am-Midnight

POP(00): 247

A/M '78	A/M '79	A/M '80		
1 KFXD-AM		KFXD-AM		KFXD-AM
2 KUUZ-FM		KUUZ-FM		KUUZ-FM
3 KBBK-FM		KBBK-FM		KFXD-FM

M-F, 6-10am

1 KFXD-AM		KFXD-AM		KFXD-AM
2 KBBK-FM		KBBK-FM		KUUZ-FM
3 KUUZ-FM		KUUZ-FM		KBBK-FM

M-F, 3-7pm

1 KFXD-AM		KFXD-AM		KUUZ-FM
2 KUUZ-FM		KUUZ-FM		KFXD-AM
3 KBBK-FM		KIDO-AM		KFXD-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 700

A/M '78	A/M '79	A/M '80		
1 KFXD-AM		KBBK-FM		KIDQ-FM
2 KGEM-AM		KFXD-FM		KBOI-AM
3 KFXD-FM		KBOI-AM		KFXD-AM
4 KBBK-FM		KUUZ-FM		KFXD-FM
5 KUUZ-FM		KFXD-AM		KIDO-AM

M-F, 6-10am

1 KFXD-AM		KBOI-AM		KBOI-AM
2 KGEM-AM		KFXD-AM		KIDQ-FM
3 KBOI-AM		KBBK-FM		KIDO-AM
4 KFXD-FM		KUUZ-FM		KFXD-AM
5 KBBK-FM		KFXD-FM		KGEM-AM

M-F, 3-7pm

1 KFXD-AM		KBBK-FM		KIDQ-FM
2 KGEM-AM		KFXD-AM		KBOI-AM
3 KUUZ-FM		KFXD-FM		KFXD-AM
4 KFXD-FM		KUUZ-FM		KIDO-AM
5 KBOI-FM		KBOI-AM		KFXD-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 880

A/M '78	A/M '79	A/M '80		
1 KGEM-AM		KBOI-AM		KBOI-AM
2 KBOI-AM		KBXL-FM		KBOI-FM
3 KBXL-FM		KBOI-FM		KGEM-AM
4 KFXD-AM		KGEM-AM		KBXL-FM
5 KBOI-FM		KBBK-FM		KIDO-AM

M-F, 6-10am

1 KGEM-AM		KBOI-AM		KBOI-AM
2 KBOI-AM		KGEM-AM		KGEM-AM
3 KFXD-AM		KBXL-FM		KIDO-AM
4 KBXL-FM		KBOI-FM		KBOI-FM
5 KBOI-FM		KFXD-AM		KBXL-FM

M-F, 3-7pm

1 KGEM-AM		KBOI-FM		KBOI-AM
2 KBXL-FM		KBOI-AM		KBOI-FM
3 KBOI-AM		KGEM-AM		KBXL-FM
4 KFXD-AM		KBXL-FM		KIDO-AM
5 KBOI-FM		KBBK-FM		KGEM-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1909

A/M '78	A/M '79	A/M '80			
1 KFXD-AM	718	KFXD-AM	570	KBOI-AM	548
2 KGEM-AM	519	KBOI-AM	464	KFXD-AM	490
3 KBOI-AM	393	KGEM-AM	448	KBOI-FM	399
4 KUUZ-FM	298	KUUZ-FM	349	KIDO-AM	341
5 KFXD-FM	266	KBXL-FM	346	KGEM-AM	333

M-F, 6-10am

1 KFXD-AM		KFXD-AM		KBOI-AM
2 KGEM-AM		KBOI-AM		KFXD-AM
3 KBOI-AM		KGEM-AM		KGEM-AM
4 KUUZ-FM		KUUZ-FM		KIDO-AM
5 KFXD-FM		KBOI-FM		KBOI-FM

M-F, 3-7pm

1 KFXD-AM		KFXD-AM		KBOI-AM
2 KGEM-AM		KBOI-AM		KFXD-AM
3 KBOI-AM		KBOI-FM		KBOI-FM
4 KUUZ-FM		KBXL-FM		KFXD-FM
5 KBOI-FM		KGEM-AM		KIDO-AM

Teens

M-S, 6am-Midnight

POP(00): 247

A/M '78	A/M '79	A/M '80		
1 KFXD-AM		KFXD-AM		KFXD-AM
2 KUUZ-FM		KUUZ-FM		KUUZ-FM
3 KBBK-FM		KIDO-AM		KFXD-FM

M-F, 6-10am

1 KFXD-AM		KFXD-AM		KFXD-AM
2 KUUZ-FM		KUUZ-FM		KUUZ-FM
3 KBBK-FM		KBBK-FM		KFXD-FM

M-F, 3-7pm

1 KFXD-AM		KFXD-AM		KFXD-AM
2 KUUZ-FM		KUUZ-FM		KUUZ-FM
3 KBBK-FM		KIDO-AM		KFXD-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 700

A/M '78	A/M '79	A/M '80		
1 KFXD-AM		KFXD-AM		KFXD-AM
2 KGEM-AM		KFXD-FM		KBOI-AM
3 KFXD-FM		KBBK-FM		KIDO-AM
4 KBBK-FM		KBOI-AM		KFXD-FM
5 KBOI-AM		KUUZ-FM		KIDQ-FM

M-F, 6-10am

1 KFXD-AM		KFXD-AM		KBOI-AM
2 KFXD-FM		KBOI-AM		KFXD-AM
3 KGEM-AM		KBBK-FM		KIDO-AM
4 KBOI-AM		KUUZ-FM		KIDQ-FM
5 KBBK-FM		KIDO-AM		KFXD-FM

M-F, 3-7pm

1 KFXD-AM		KFXD-AM		KBOI-AM
2 KFXD-FM		KFXD-FM		KFXD-AM
3 KUUZ-FM		KUUZ-FM		KIDO-AM
4 KGEM-AM		KBBK-FM		KIDO-FM
5 KBBK-FM		KBOI-AM		KFXD-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 880

A/M '78	A/M '79	A/M '80		
1 KGEM-AM		KBOI-AM		KBOI-AM
2 KFXD-AM		KGEM-AM		KBOI-FM
3 KBOI-AM		KBXL-FM		KGEM-AM
4 KBXL-FM		KBOI-FM		KIDO-AM
5 KBOI-FM		KFXD-AM		KBXL-FM

M-F, 6-10am

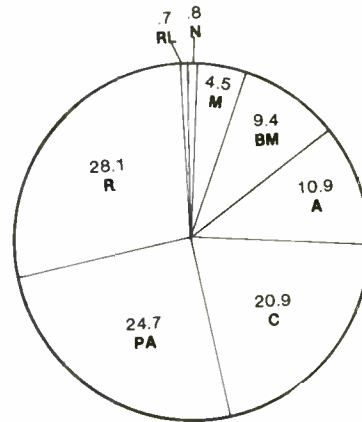
1 KGEM-AM		KBOI-AM		KBOI-AM
2 KBOI-AM		KGEM-AM		KGEM-AM
3 KFXD-AM		KBOI-FM		KBOI-FM
4 KBXL-FM		KFXD-AM		KIDO-AM
5 KBOI-FM		KIDO-AM		KFXD-AM

M-F, 3-7pm

1 KGEM-AM		KBOI-AM		KBOI-AM
2 KFXD-AM		KGEM-AM		KBOI-FM
3 KBOI-AM		KBOI-FM		KGEM-AM
4 KBXL-FM		KFXD-AM		KIDO-AM
5 KBOI-FM		KBXL-FM		KBXL-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Boston

METRO RANK

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A/M '80 Market Overview

Continuing battles for supremacy among the AOR's and the Pop/Adult stations highlighted the A/M '80 results, with a much poorer male 18-24 diary return also notable.

Compared to the J/F '80 Arbitron sweep, there were almost 50% fewer diaries returned from men 18-24. Arbitron got back over 200 fewer diaries overall, but the bulk of that shortfall hit the hard-to-find young men. In the J/F results there were approximately 147 diaries returned from men 18-24; in the Spring sweep, 77. Possibly, each of these diaries was worth (in cume value) almost double their J/F value. This kind of fluctuation and instability can cause gray hairs, and may have at one AOR in particular.

In the J/F results, **WEEI-FM** was tied with **WBCN** for the lead among adults 18-34. However, in the Spring totals, **WEEI-FM** lost 43% of its overall share and now has an 18-34 share less than half of **WBCN**'s. **WEEI-FM**'s men 18-24 AQH figure in the spring was one-third of the winter figure. However, it should be noted that the station also suffered significant losses among men 25-34, a demo not as severely affected by diary return problems as the 18-24 cell.

For its part, **WBCN** employed an ad campaign using TV and newspaper ads, and the station gave away a pound of gold. As for on-air sound, now that the station's Music Director has gone to **WCOZ**, it will be interesting to see how **WBCN** fares in future surveys.

Among the 25-54-targeted stations, **WHDH** topped **WBZ** this sweep. In J/F '80 results **WBZ** actually nosed out **WHDH** for the overall lead in the 25-54 cell, but **WHDH** led this time with almost 15% of that audience, compared to just over 12% for **WBZ**.

Two other stations which made significant and perhaps related moves in the ratings are **WEEI** and **WJIB**. **WJIB**, the **Schulke**-formatted Beautiful Music station, dropped by more than 33%, while all-News **WEEI** enjoyed a double-digit increase. Since there is usually cume-sharing between two station like these, perhaps the **WJIB** listeners sampled **WEEI** longer this sweep.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 29419

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80	
1	WHDH-AM	11.2	WHDH-AM	10.6	WHDH-AM	11.1
2	WBZ -AM	8.5	WJIB-FM	9.5	WJIB-FM	9.9
3	WJIB-FM	8.4	WBZ -AM	8.0	WBZ -AM	9.0
4	WEEI-AM	6.4	WEEI-AM	6.7	WEEI-AM	6.9
5	WVBF-FM	6.3	WVBF-FM	6.0	WVBF-FM	5.9
6	WXKS-FM	5.5	WXKS-FM	5.9	WXKS-FM	5.5
7	WRKO-AM	5.3	WBCN-FM	5.2	WCOZ-FM	5.0
8	WBCN-FM	5.1	WITS-AM	5.0	WBCN-FM	4.7
9	WCOZ-FM	4.5	WCOZ-FM	4.4	WRKO-AM	4.4
10	WITS-AM	4.5	WRKO-AM	4.1	WEEI-FM	4.6
11	WROR-FM	3.3	WEEI-FM	3.6	WITS-AM	4.1
12	WHUE-FM	3.3	WSSH-FM	2.8	WROR-FM	3.3
13	WEEI-FM	3.0	WROR-FM	2.6	WSSH-FM	3.1
14	WSSH-FM	2.2	WHUE-FM	2.3	WHUE-FM	2.5
15	WCRB-FM	1.6	WCGY-FM	1.5	WCRB-FM	1.7
16	WHUE-FM	1.3	WHUE-FM	1.3	WAAF-FM	1.6
17	WHUE-FM	1.3	WAAF-FM	1.2	WBOS-FM	1.3
18	WAAF-FM	1.1	WILD-AM	1.1	WHUE-FM	1.1
19	WROL-AM	1.0	WJDA-AM	1.0	WROL-AM	1.0
20	WCAS-AM	1.0	WROL-AM	0.9	WILD-AM	0.7
21	WCGY-FM	1.0	WBOS-FM	0.9	WJDA-AM	0.7
22	WJDA-AM	1.0	WCRB-FM	0.9	WESX-AM	0.7
23	WBZ -FM	0.8	WCCM-AM	0.8	WCGY-FM	0.6
24	WILD-AM	0.7	WBAV-FM	0.7	WCCM-AM	0.6
25	WEZE-AM	0.6	WBZ -FM	0.7	WEZE-AM	0.5
26	WRSR-FM	0.5	WESX-AM	0.6	WNTN-AM	0.5
27	WUNR-AM	0.5	WUNR-AM	0.6	WBZ -FM	0.4
28	WESX-AM	0.5	WLLH-AM	0.5	WPLM-FM	0.4
29	WLLH-AM	0.4	WCAS-AM	0.5	WRSR-FM	0.4
30	WPJB-FM	0.4	WCAP-AM	0.4	WLLH-AM	0.3
31	WXKS-AM	0.2	WPJB-FM	0.3	WDLW-AM	0.3
32			WEZE-AM	0.3	WCAS-AM	0.3
33					WEZE-AM	0.4

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 29419

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80	
1	WHDH-AM	566	WHDH-AM	551	WHDH-AM	528
2	WBZ -AM	428	WJIB-FM	493	WJIB-FM	471
3	WJIB-FM	425	WBZ -AM	419	WBZ -AM	394
4	WEEI-AM	325	WEEI-AM	348	WEEI-AM	345
5	WVBF-FM	318	WVBF-FM	312	WVBF-FM	283
6	WXKS-FM	277	WXKS-FM	309	WXKS-FM	261
7	WRKO-AM	266	WBCN-FM	270	WCOZ-FM	238
8	WBCN-FM	256	WITS-AM	261	WBCN-FM	225
9	WCOZ-FM	227	WCOZ-FM	230	WRKO-AM	218
10	WITS-AM	226	WRKO-AM	216	WEEI-FM	208

M-F, 6-10am

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WBZ -AM	WHDH-AM	WHDH-AM	WBZ -AM	WBZ -AM
2	WHDH-AM	WBZ -AM	WBZ -AM	WHDH-AM	WHDH-AM
3	WEEI-AM	WEEI-AM	WEEI-AM	WEEI-AM	WEEI-AM
4	WJIB-FM	WJIB-FM	WJIB-FM	WJIB-FM	WJIB-FM
5	WRKO-AM	WVBF-FM	WVBF-FM	WRKO-AM	WRKO-AM
6	WVBF-FM	WBCN-FM	WRKO-AM	WBCN-FM	WBCN-FM
7	WITS-AM	WITS-AM	WCOZ-FM	WRKO-AM	WRKO-AM
8	WBCN-FM	WXKS-FM	WXKS-FM	WEEI-FM	WEEI-FM
9	WXKS-FM	WRKO-AM	WBCN-FM	WXKS-FM	WROR-FM
10	WCOZ-FM	WRKO-AM	WEEI-FM	WCOZ-FM	WCOZ-FM

M-F, 3-7pm

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WHDH-AM	WJIB-FM	WJIB-FM	WJIB-FM	WHDH-AM
2	WVBF-FM	WHDH-AM	WHDH-AM	WHDH-AM	WBZ -AM
3	WJIB-FM	WBZ -AM	WBZ -AM	WBZ -AM	WEEI-AM
4	WBZ -AM	WXKS-FM	WVBF-FM	WBZ -AM	WJIB-FM
5	WXKS-FM	WEEI-AM	WXKS-FM	WEEI-AM	WBCN-FM
6	WRKO-AM	WVBF-FM	WEEI-AM	WEEI-AM	WITS-AM
7	WEEI-AM	WBCN-FM	WBCN-FM	WVBF-FM	WVBF-FM
8	WBCN-FM	WRKO-AM	WEEI-AM	WBCN-FM	WCOZ-FM
9	WCOZ-FM	WITS-AM	WRKO-AM	WITS-AM	WROR-FM
10	WITS-AM	WCOZ-FM	WCOZ-FM	WCOZ-FM	WXKS-FM

Teens

M-S, 6am-Midnight

POP(00): 3652

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM
2	WXKS-FM	WCOZ-FM	WXKS-FM	WXKS-FM	WXKS-FM
3	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM	WAAF-FM

M-F, 6-10am

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM
2	WRKO-AM	WCOZ-FM	WCOZ-FM	WBZ -AM	WRKO-AM
3	WXKS-FM	WRKO-AM	WRKO-AM	WXKS-FM	WXKS-FM

M-F, 3-7pm

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM
2	WXKS-FM	WRKO-AM	WXKS-FM	WXKS-FM	WXKS-FM
3	WRKO-AM	WXKS-FM	WRKO-AM	WCOZ-FM	WAAF-FM

Adults 18-34

M-S, 6am, Midnight

POP(00): 10594

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WBCN-FM	WBCN-FM	WBCN-FM	WBCN-FM	WBCN-FM
2	WCOZ-FM	WXKS-FM	WCOZ-FM	WEEI-FM	WCOZ-FM
3	WXKS-FM	WCOZ-FM	WEEI-FM	WCOZ-FM	WROR-FM
4	WRKO-AM	WEEI-FM	WXKS-FM	WROR-FM	WHDH-AM
5	WEEI-FM	WHDH-AM	WVBF-FM	WXKS-FM	WVBF-FM
6	WVBF-FM	WVBF-FM	WHDH-AM	WHDH-AM	WXKS-FM
7	WROR-FM	WRKO-AM	WROR-FM	WVBF-FM	WEEI-FM
8	WHDH-AM	WROR-FM	WRKO-AM	WBZ -AM	WBZ -AM
9	WBZ -AM	WBZ -AM	WBZ -AM	WRKO-AM	WRKO-AM
10	WCAS-AM	WCGY-FM	WJIB-FM	WAAF-FM	WAAF-FM

M-F, 6-10am

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WBCN-FM	WBCN-FM	WHDH-AM	WBCN-FM	WBCN-FM
2	WRKO-AM	WHDH-AM	WBCN-FM	WHDH-AM	WHDH-AM
3	WBZ -AM	WXKS-FM	WCOZ-FM	WEEI-FM	WBZ -AM
4	WCOZ-FM	WCOZ-FM	WRKO-AM	WBZ -AM	WVBF-FM
5	WHDH-AM	WBZ -AM	WEEI-FM	WVBF-FM	WROR-FM
6	WEEI-FM	WEEI-FM	WVBF-FM	WRKO-AM	WRKO-AM
7	WXKS-FM	WROR-FM	WBZ -AM	WCOZ-FM	WXKS-FM
8	WROR-FM	WRKO-AM	WXKS-FM	WXKS-FM	WCOZ-FM
9	WVBF-FM	WROR-FM	WROR-FM	WROR-FM	WEEI-FM
10	WJIB-FM	WEEI-FM	WEEI-FM	WEEI-FM	WEEI-FM

M-F, 3-7pm

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WBCN-FM	WBCN-FM	WBCN-FM	WEEI-FM	WBCN-FM
2	WCOZ-FM	WXKS-FM	WEEI-FM	WBCN-FM	WCOZ-FM
3	WXKS-FM	WEEI-FM	WXKS-FM	WXKS-FM	WXKS-FM
4	WEEI-FM	WHDH-AM	WCOZ-FM	WROR-FM	WROR-FM
5	WROR-FM	WVBF-FM	WHDH-AM	WHDH-AM	WHDH-AM
6	WROR-FM	WRKO-AM	WROR-FM	WVBF-FM	WEEI-FM
7	WHDH-AM	WROR-FM	WRKO-AM	WBZ -AM	WBZ -AM
8	WBZ -AM	WBZ -AM	WBZ -AM	WRKO-AM	WRKO-AM
10	WCAS-AM	WCGY-FM	WJIB-FM	WJIB-FM	WAAF-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 13285

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WHDH-AM	WHDH-AM	WHDH-AM	WBZ -AM	WHDH-AM
2	WBZ -AM	WJIB-FM	WBZ -AM	WHDH-AM	WBZ -AM
3	WJIB-FM	WBZ -AM	WJIB-FM	WJIB-FM	WJIB-FM
4	WITS-AM	WXKS-FM	WEEI-FM	WEEI-FM	WBCN-FM
5	WRKO-AM	WITS-AM	WEEI-FM	WEEI-FM	WEEI-FM
6	WHUE-FM	WEEI-FM	WXKS-FM	WBCN-FM	WROR-FM
7	WEEI-AM	WEEI-FM	WITS-AM	WRKO-AM	WRKO-AM
8	WVBF-FM	WBCN-FM	WRKO-AM	WROR-FM	WXKS-AM
9	WROR-FM	WRKO-AM	WROR-FM	WXKS-FM	WEEI-FM
10	WEEI-FM	WVBF-FM	WVBF-FM	WITS-AM	WHUE-FM

M-F, 6-10am

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WHDH-AM	WHDH-AM	WHDH-AM	WBZ -AM	WBZ -AM
2	WBZ -AM	WBZ -AM	WBZ -AM	WHDH-AM	WHDH-AM
3	WEEI-AM	WEEI-AM	WEEI-AM	WEEI-AM	WEEI-AM
4	WJIB-FM	WJIB-FM	WJIB-FM	WJIB-FM	WRKO-AM
5	WITS-AM	WBCN-FM	WRKO-AM	WRKO-AM	WJIB-FM
6	WRKO-AM	WITS-AM	WEEI-FM	WEEI-FM	WBCN-FM
7	WHUE-FM	WRKO-AM	WVBF-FM	WBCN-FM	WROR-FM
8	WBCN-FM	WXKS-FM	WBCN-FM	WVBF-FM	WVBF-FM
9	WVBF-FM	WEEI-FM	WXKS-FM	WITS-AM	WXKS-FM
10	WROR-FM	WVBF-FM	WCOZ-FM	WROR-FM	WEEI-FM

M-F, 3-7pm

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WHDH-AM	WHDH-AM	WHDH-AM	WHDH-AM	WHDH-AM
2	WBZ -AM	WJIB-FM	WBZ -AM	WBZ -AM	WBZ -AM
3	WJIB-FM	WBZ -AM	WJIB-FM	WBCN-FM	WBCN-FM
4	WRKO-AM	WEEI-AM	WEEI-FM	WEEI-FM	WJIB-FM
5	WVBF-FM	WEEI-FM	WXKS-FM	WEEI-AM	WRKO-AM
6	WITS-AM	WRKO-AM	WBCN-FM	WITS-AM	WEEI-AM
7	WEEI-AM	WITS-AM	WITS-AM	WRKO-AM	WROR-FM
8	WROR-FM	WXKS-FM	WRKO-AM	WROR-FM	WXKS-AM
9	WEEI-FM	WEEI-AM	WEEI-AM	WBCN-FM	WITS-AM
10	WHUE-FM	WVBF-FM	WVBF-FM	WXKS-FM	WEEI-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 29419

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80	
1	WBZ -AM	7802	WHDH-AM	7544	WHDH-AM	7676
2	WHDH-AM	7189	WBZ -AM	7320	WBZ -AM	8041
3	WRKO-AM	6300	WRKO-AM	5390	WJIB-FM	7383
4	WJIB-FM	4863	WJIB-FM	5267	WEEI-AM	5887
5	WEEI-AM	4839	WEEI-AM	5042	WRKO-AM	5483
6	WVBF-FM	4813	WVBF-FM	4430	WVBF-FM	4948
7	WITS-AM	4118	WITS-AM	4295	WBCN-FM	3805
8						

Boston

Continued

M-F, 6-10am

1	WBZ -AM	WHDH-AM	WHDH-AM	WBZ -AM	WBZ -AM
2	WHDH-AM	WBZ -AM	WBZ -AM	WEEI-AM	WEEI-AM
3	WEEI-AM	WEEI-AM	WHDH-AM	WHDH-AM	WHDH-AM
4	WRKO-AM	WJIB-FM	WRKO-AM	WVBF-FM	WEEI-AM
5	WVBF-FM	WVBF-FM	WJIB-FM	WRKO-AM	WRKO-AM
6	WJIB-FM	WRKO-AM	WVBF-FM	WVBF-FM	WRKO-AM
7	WXKS-FM	WXKS-FM	WBCN-FM	WBCN-FM	WROR-FM
8	WBCN-FM	WBCN-FM	WCOZ-FM	WEEI-AM	WBCN-FM
9	WCOZ-FM	WCOZ-FM	WEEI-AM	WXKS-FM	WROR-FM
10	WITS-AM	WEEI-AM	WROR-FM	WCOZ-FM	WEEI-AM

M-F, 3-7pm

1	WBZ -AM	WHDH-AM	WJIB-FM	WJIB-FM	WHDH-AM
2	WRKO-AM	WBZ -AM	WHDH-AM	WBZ -AM	WBZ -AM
3	WVBF-FM	WJIB-FM	WVBF-FM	WHDH-AM	WEEI-AM
4	WHDH-AM	WRKO-AM	WBZ -AM	WVBF-FM	WVBF-FM
5	WJIB-FM	WVBF-FM	WRKO-AM	WEEI-AM	WJIB-FM
6	WXKS-FM	WXKS-FM	WEEI-AM	WXKS-FM	WRKO-AM
7	WEEI-AM	WEEI-AM	WRKO-AM	WRKO-AM	WBCN-FM
8	WCOZ-FM	WCOZ-FM	WBCN-FM	WBCN-FM	WITS-AM
9	WBCN-FM	WBCN-FM	WEEI-AM	WEEI-AM	WCOZ-FM
10	WITS-AM	WITS-AM	WCOZ-FM	WROR-FM	WXKS-FM

Teens
M-S, 6am-Midnight
POP(00): 3652

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM
2	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM
3	WXKS-FM	WCOZ-FM	WCOZ-FM	WCOZ-FM

M-F, 6-10am

1	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM
2	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM
3	WXKS-FM	WXKS-FM	WRKO-AM	WBZ -AM

M-F, 3-7pm

1	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM
2	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM
3	WXKS-FM	WCOZ-FM	WXKS-FM	WCOZ-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 10594

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WRKO-AM	WRKO-AM	WRKO-AM	WBCN-FM
2	WCOZ-FM	WBCN-FM	WHDH-AM	WRKO-AM
3	WBCN-FM	WXKS-FM	WVBF-FM	WEEI-AM
4	WBZ -AM	WCOZ-FM	WBZ -AM	WROR-FM
5	WVBF-FM	WHDH-AM	WBCN-FM	WCOZ-FM
6	WROR-FM	WEEI-AM	WEEI-AM	WHDH-AM
7	WEEI-AM	WVBF-FM	WCOZ-FM	WVBF-FM
8	WHDH-AM	WBZ -AM	WROR-FM	WBZ -AM
9	WXKS-FM	WROR-FM	WXKS-FM	WXKS-FM
10	WITS-AM	WITS-AM	WEEI-AM	WAAAF-FM

M-F, 6-10am

1	WRKO-AM	WHDH-AM	WRKO-AM	WBCN-FM	WBCN-FM
2	WBCN-FM	WRKO-AM	WHDH-AM	WEEI-AM	WHDH-AM
3	WBZ -AM	WBCN-FM	WVBF-FM	WBZ -AM	WBZ -AM
4	WCOZ-FM	WCOZ-FM	WBZ -AM	WVBF-FM	WRKO-AM
5	WEEI-AM	WVBF-FM	WRKO-AM	WCOZ-FM	WVBF-FM
6	WVBF-FM	WEEI-AM	WBCN-FM	WHDH-AM	WEEI-AM
7	WHDH-AM	WXKS-FM	WROR-FM	WCOZ-FM	WXKS-FM
8	WXKS-FM	WBZ -AM	WEEI-AM	WROR-FM	WROR-FM
9	WROR-FM	WROR-FM	WXKS-FM	WXKS-FM	WCOZ-FM
10	WEEI-AM	WEEI-AM	WEEI-AM	WEEI-AM	WEEI-AM

M-F, 3-7pm

1	WRKO-AM	WBCN-FM	WVBF-FM	WEEI-AM	WBCN-FM
2	WCOZ-FM	WXKS-FM	WRKO-AM	WBCN-FM	WCOZ-FM
3	WBCN-FM	WRKO-AM	WBCN-FM	WROR-FM	WEEI-AM
4	WXKS-FM	WCOZ-FM	WXKS-FM	WVBF-FM	WROR-FM
5	WROR-FM	WEEI-AM	WEEI-AM	WXKS-FM	WXKS-FM
6	WEEI-AM	WVBF-FM	WCOZ-FM	WRKO-AM	WHDH-AM
7	WVBF-FM	WHDH-AM	WROR-FM	WCOZ-FM	WRKO-AM
8	WBZ -AM	WROR-FM	WHDH-AM	WVBF-FM	WVBF-FM
9	WHDH-AM	WBZ -AM	WBZ -AM	WBZ -AM	WBZ -AM
10	WBOS-FM	WCGY-FM	WJIB-FM	WAAAF-FM	WAAAF-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 13285

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WBZ -AM	WHDH-AM	WBZ -AM	WBZ -AM
2	WHDH-AM	WBZ -AM	WHDH-AM	WHDH-AM
3	WRKO-AM	WJIB-FM	WJIB-FM	WEEI-AM
4	WJIB-FM	WRKO-AM	WEEI-AM	WJIB-FM
5	WITS-AM	WEEI-AM	WRKO-AM	WRKO-AM
6	WEEI-AM	WITS-AM	WEEI-AM	WEEI-AM
7	WEEI-AM	WXKS-FM	WVBF-FM	WROR-FM
8	WROR-FM	WEEI-AM	WROR-FM	WROR-FM
9	WVBF-FM	WRKO-AM	WXKS-FM	WBCN-FM
10	WXKS-FM	WBCN-FM	WBCN-FM	WXKS-FM

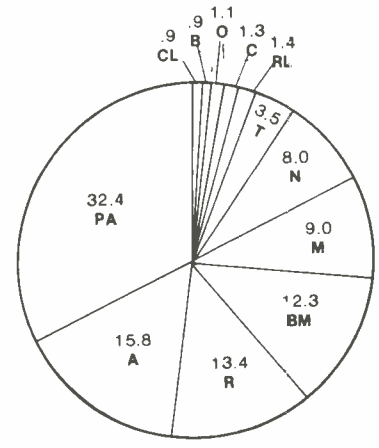
M-F, 6-10am

1	WBZ -AM	WHDH-AM	WHDH-AM	WBZ -AM	WBZ -AM
2	WHDH-AM	WBZ -AM	WBZ -AM	WHDH-AM	WHDH-AM
3	WEEI-AM	WJIB-FM	WEEI-AM	WEEI-AM	WEEI-AM
4	WRKO-AM	WEEI-AM	WJIB-FM	WRKO-AM	WRKO-AM
5	WJIB-FM	WRKO-AM	WRKO-AM	WJIB-FM	WJIB-FM
6	WVBF-FM	WVBF-FM	WVBF-FM	WEEI-AM	WBCN-FM
7	WEEI-AM	WEEI-AM	WEEI-AM	WBCN-FM	WROR-FM
8	WHDH-AM	WXKS-FM	WROR-FM	WVBF-FM	WEEI-AM
9	WROR-FM	WBCN-FM	WXKS-FM	WROR-FM	WVBF-FM
10	WITS-AM	WROR-FM	WBCN-FM	WXKS-FM	WXKS-FM

M-F, 3-7pm

1	WBZ -AM	WHDH-AM	WHDH-AM	WBZ -AM	WHDH-AM
2	WHDH-AM	WBZ -AM	WBZ -AM	WHDH-AM	WBZ -AM
3	WRKO-AM	WJIB-FM	WJIB-FM	WJIB-FM	WEEI-AM
4	WJIB-FM	WRKO-AM	WEEI-AM	WEEI-AM	WJIB-FM
5	WEEI-AM	WEEI-AM	WEEI-AM	WEEI-AM	WRKO-AM
6	WVBF-FM	WXKS-FM	WRKO-AM	WEEI-AM	WEEI-AM
7	WROR-FM	WITS-AM	WXKS-FM	WROR-FM	WROR-FM
8	WEEI-AM	WEEI-AM	WROR-FM	WXKS-FM	WBCN-FM
9	WXKS-FM	WROR-FM	WVBF-FM	WVBF-FM	WITS-AM
10	WITS-AM	WVBF-FM	WBCN-FM	WBCN-FM	WXKS-FM

Format Penetration Chart
Based On Total Persons 12 +
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend
A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Bridgeport

METRO RANK **81**

A/M '80 Market Overview

Quarterly Measurement's after-effects is the big story here. Being in the New York City TSA, Bridgeport received its first 12-week survey this spring. Since Arbitron oversampled to protect against a shortfall in the first QM survey, twice as many diaries were received back this spring as compared to last year. The A/M '79 total was 373, while the A/M '80 figure was 750, theoretically indicating less fluctuation from sampling problems.

There's a new king of the hill in Bridgeport, Beautiful Music WEZN. WEZN supplanted WICC in the top position, and in the process strengthened its hold on the 45+ audience.

WICC, though now ranked second overall to WEZN, has no problems selling this book. The station still led in the two most desirable sales categories — 18-34 and 25-54, with shares of approximately 18% and 22%, respectively. WICC staged no major promotions for the extended survey but did give away \$60,000 in \$60 amounts to listeners. Outside advertising consisted primarily of billboards, with some local newspaper advertising tied in.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 3592

	A/M '78	A/M '79	A/M '80
1 WICC-AM	17.0	16.7	WEZN-FM (BM) 16.2
2 WEZN-FM	15.8	13.7	WICC-AM (R) 15.1
3 WDJZ-AM	8.0	8.6	WNBC-AM (R) 9.2
4 WNBC-AM	7.8	7.9	WNAB-AM (PA) 8.3
5 WNAB-AM	7.4	7.2	WDJZ-AM (R) 7.1
6 WPLR-FM	6.8	6.4	WPLR-FM (A) 6.2
7 WOR-AM	2.8	4.1	WCBS-AM (R) 5.3
8 WABC-AM	2.5	3.0	WKCI-FM (R) 3.6
9 WHN-AM	2.4	3.0	WRKI-FM (A) 2.8
10 WCBS-AM	2.2	2.5	WOR-AM (T) 2.4
11 WRKI-FM	2.1	2.4	WHN-AM (C) 2.1
12 WADS-AM	2.1	2.4	WBLS-FM (R) 1.9
13 WBLI-FM	1.5	1.9	WADS-AM (PA) 1.8
14 WBLS-FM	1.5	1.6	WLYQ-FM (R) 1.0
15 WPLJ-FM	1.0	1.6	WRFM-FM (R) 1.0
16 WMCA-AM	1.0	1.3	WCBS-FM (O) 0.8
17 WKCI-FM	1.0	1.0	WMCA-AM (T) 0.8
18 WAVZ-AM	0.9	1.0	WOXR-FM (CL) 0.8
19 WTIC-AM	0.7	1.0	WINS-AM (R) 0.6
20 WELI-AM	0.7	0.8	WVYZ-FM (PA) 0.6
21 WQXR-AM	0.6	0.8	WBLI-FM (O) 0.6
22 WXLO-FM	0.4	0.8	WABC-AM (R) 0.6
23 WINS-AM	0.4	0.6	WPLJ-FM (A) 0.5
24 WQXR-FM	0.0	0.6	WDRC-FM (A) 0.5
25		0.5	WKTU-FM (R) 0.5
26		0.5	WNEW-AM (PA) 0.5
27		0.5	WDJF-FM (R) 0.3
28		0.5	WMMN-AM (R) 0.3
29		0.3	WOXR-AM (CL) 0.2

Average Persons Trends/Rankings

Total 12+				
M-S, 6am-Midnight				
POP(00): 3592				
	A/M '78	A/M '79	A/M '80	
1 WICC-AM	11.5	10.5	WEZN-FM	10.0
2 WEZN-FM	10.7	8.6	WICC-AM	9.3
3 WDJZ-AM	5.4	5.4	WNBC-AM	5.7
4 WNBC-AM	5.3	5.0	WNAB-AM	5.1
5 WNAB-AM	5.0	4.5	WDJZ-AM	4.4

M-F, 6-10am			
	A/M '78	A/M '79	A/M '80
1 WICC-AM		WICC-AM	WICC-AM
2 WEZN-FM		WNAB-AM	WEZN-FM
3 WNAB-AM		WEZN-FM	WNAB-AM
4 WNBC-AM		WNBC-AM	WNBC-AM
5 WDJZ-AM		WCBS-AM	WCBS-AM

M-F, 3-7pm			
	A/M '78	A/M '79	A/M '80
1 WEZN-FM		WICC-AM	WEZN-FM
2 WICC-AM		WEZN-FM	WICC-AM
3 WNBC-AM		WNBC-AM	WNBC-AM
4 WDJZ-AM		WPLR-FM	WPLR-FM
5 WPLR-FM		WDJZ-AM	WDJZ-AM

Teens			
M-S, 6am-Midnight			
POP(00): 452			
	A/M '78	A/M '79	A/M '80
1 WNBC-AM		WNBC-AM	WNBC-AM
2 WICC-AM		WPLR-FM	WICC-AM
3 WPLR-FM		WICC-AM	WPLR-FM

M-F, 6-10am			
	A/M '78	A/M '79	A/M '80
1 WNBC-AM		WNBC-AM	WNBC-AM
2 WICC-AM		WICC-AM	WICC-AM
3 WPLR-FM		WPLR-FM	WPLR-FM

Adults 18-34			
M-S, 6am-Midnight			
POP(00): 1177			
	A/M '78	A/M '79	A/M '80
1 WICC-AM		WICC-AM	WICC-AM
2 WNBC-AM		WPLR-FM	WNBC-AM
3 WPLR-FM		WNBC-AM	WPLR-FM
4 WABC-AM		WABC-AM	WRKI-FM
5 WNAB-AM		WRKI-FM	WKCI-FM

M-F, 6-10am			
	A/M '78	A/M '79	A/M '80
1 WICC-AM		WICC-AM	WICC-AM
2 WNBC-AM		WNBC-AM	WNBC-AM
3 WPLR-FM		WPLR-FM	WPLR-FM
4 WABC-AM		WRKI-FM	WKCI-FM
5 WNAB-AM		WABC-AM	WRKI-FM

M-F, 3-7pm			
	A/M '78	A/M '79	A/M '80
1 WICC-AM		WICC-AM	WICC-AM
2 WNBC-AM		WPLR-FM	WNBC-AM
3 WPLR-FM		WNBC-AM	WPLR-FM
4 WNAB-AM		WRKI-FM	WEZN-FM
5 WABC-AM		WVYZ-FM	WKCI-FM

M-F, 3-7pm			
	A/M '78	A/M '79	A/M '80
1 WNBC-AM		WNBC-AM	WNBC-AM
2 WPLR-FM		WPLR-FM	WPLR-FM
3 WICC-AM		WICC-AM	WRKI-FM

Adults 18-34			
M-S, 6am-Midnight			
POP(00): 1177			
	A/M '78	A/M '79	A/M '80
1 WICC-AM		WICC-AM	WICC-AM
2 WPLR-FM		WPLR-FM	WPLR-FM
3 WNBC-AM		WNBC-AM	WNBC-AM
4 WEZN-FM		WEZN-FM	WKCI-FM
5 WNAB-AM		WRKI-FM	WEZN-FM

M-F, 6-10am			
	A/M '78	A/M '79	A/M '80
1 WICC-AM		WICC-AM	WICC-AM
2 WNBC-AM		WNBC-AM	WNBC-AM
3 WPLR-FM		WPLR-FM	WPLR-FM
4 WEZN-FM		WEZN-FM	WKCI-FM
5 WNAB-AM		WRKI-FM	WKCI-FM

M-F, 3-7pm			
	A/M '78	A/M '79	A/M '80
1 WICC-AM		WICC-AM	WICC-AM
2 WEZN-FM		WPLR-FM	WPLR-FM
3 WPLR-FM		WNBC-AM	WNBC-AM
4 WNBC-AM		WEZN-FM	WEZN-FM
5 WNAB-AM		WVYZ-FM	WKCI-FM

Adults 25-54			
M-S, 6am-Midnight			
POP(00): 1691			
	A/M '78	A/M '79	A/M '80
1 WEZN-FM		WICC-AM	WICC-AM
2 WICC-AM		WEZN-FM	WEZN-FM
3 WNAB-AM		WNAB-AM	WNBC-AM
4 WDJZ-AM		WNBC-AM	WDJZ-AM
5 WNBC-AM		WDJZ-AM	WNAB-AM

M-F, 6-10am			
	A/M '78	A/M '79	A/M '80
1 WICC-AM		WICC-AM	WICC-AM
2 WEZN-FM		WEZN-FM	WEZN-FM
3 WNAB-AM		WNAB-AM	WNBC-AM
4 WPLR-FM		WNBC-AM	WNAB-AM
5 WHN-AM		WHN-AM	WCBS-AM

M-F, 3-7pm			
	A/M '78	A/M '79	A/M '80
1 WEZN-FM		WICC-AM	WEZN-FM
2 WICC-AM		WEZN-FM	WICC-AM
3 WDJZ-AM		WNBC-AM	WNBC-AM
4 WNAB-AM		WHN-AM	WHN-AM
5 WNBC-AM		WDJZ-AM	WDJZ-AM

Cume Persons Trends/Rankings

Total 12+				
M-S, 6am-Midnight				
POP(00): 3592				
	A/M '78	A/M '79	A/M '80	
1 WICC-AM	1807	1779	WICC-AM	1651
2 WNBC-AM	1026	954	WEZN-FM	1158
3 WEZN-FM	996	915	WNBC-AM	1056
4 WNAB-AM	747	807	WNAB-AM	722
5 WABC-AM	570	801	WCBS-AM	646

M-F, 6-10am			
	A/M '78	A/M '79	A/M '80
1 WICC-AM		WICC-AM	WICC-AM
2 WNBC-AM		WNBC-AM	WNBC-AM
3 WEZN-FM		WNAB-AM	WEZN-FM
4 WNAB-AM		WCBS-AM	WNAB-AM
5 WDJZ-AM		WEZN-FM	WCBS-AM

M-F, 3-7pm			
	A/M '78	A/M '79	A/M '80
1 WICC-AM		WICC-AM	WICC-AM
2 WNBC-AM		WNBC-AM	WNBC-AM
3 WEZN-FM		WEZN-FM	WNBC-AM
4 WDJZ-AM		WPLR-FM	WCBS-AM
5 WNAB-AM		WCBS-AM	WPLR-FM

Teens			
M-S, 6am-Midnight			
POP(00): 452			
	A/M '78	A/M '79	A/M '80
1 WNBC-AM		WNBC-AM	WNBC-AM
2 WICC-AM		WPLR-FM	WICC-AM
3 WPLR-FM		WICC-AM	WPLR-FM

M-F, 6-10am			
	A/M '78	A/M '79	A/M '80
1 WNBC-AM		WNBC-AM	WNBC-AM
2 WICC-AM		WICC-AM	WICC-AM
3 WPLR-FM		WPLR-FM	WPLR-FM

Adults 18-34			
M-S, 6am-Midnight			
POP(00): 1177			
	A/M '78	A/M '79	A/M '80
1 WICC-AM		WICC-AM	WICC-AM
2 WNBC-AM		WPLR-FM	WNBC-AM
3 WPLR-FM		WNBC-AM	WPLR-FM
4 WABC-AM		WABC-AM	WRKI-FM
5 WNAB-AM		WRKI-FM	WKCI-FM

M-F, 6-10am			
	A/M '78	A/M '79	A/M '80
1 WICC-AM		WICC-AM	WICC-AM
2 WNBC-AM		WNBC-AM	WNBC-AM
3 WPLR-FM		WPLR-FM	WPLR-FM
4 WABC-AM		WRKI-FM	WKCI-FM
5 WNAB-AM		WABC-AM	WRKI-FM

M-F, 3-7pm			
	A/M '78	A/M '79	A/M '80
1 WICC-AM		WICC-AM	WICC-AM
2 WNBC-AM		WPLR-FM	WNBC-AM
3 WPLR-FM		WNBC-AM	WPLR-FM
4 WNAB-AM		WRKI-FM	WEZN-FM
5 WABC-AM		WVYZ-FM	WKCI-FM

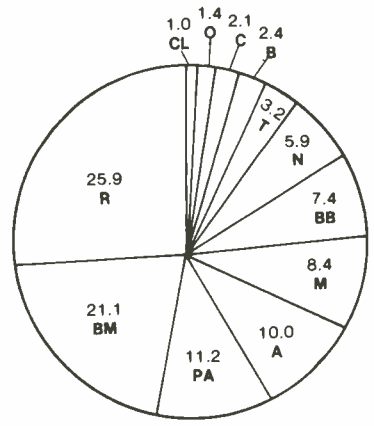
Adults 25-54			
M-S, 6am-Midnight			
POP(00): 1691			
	A/M '78	A/M '79	A/M '80
1 WICC-AM		WICC-AM	WICC-AM
2 WEZN-FM		WEZN-FM	WNBC-AM
3 WNBC-AM		WNAB-AM	WEZN-FM
4 WNAB-AM		WNBC-AM	WCBS-AM
5 WDJZ-AM		WCBS-AM	WNAB-AM

M-F, 6-10am			
	A/M '78	A/M '79	A/M '80
1 WICC-AM		WICC-AM	WICC-AM
2 WEZN-FM		WEZN-FM	WNBC-AM
3 WNBC-AM		WNAB-AM	WEZN-FM
4 WNAB-AM		WNBC-AM	WCBS-AM
5 WDJZ-AM		WCBS-AM	WNAB-AM

M-F, 3-7pm			
	A/M '78	A/M '79	A/M '80
1 WICC-AM		WICC-AM	WICC-AM
2 WEZN-FM		WEZN-FM	WEZN-FM
3 WNBC-AM		WNBC-AM	WNBC-AM
4 WDJZ-AM		WNAB-AM	WCBS-AM
5 WNAB-AM		WHN-AM	WKCI-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

TM Productions for:
Innovative Station ID's!



1349 Regal Row • Dallas, Texas 75247 • (214) 634-8511

A subsidiary of Shamrock Broadcasting Company, Inc.

Buffalo

MEJRO RANK **29**

A/M '80 Market Overview

The perennial leaders in this market — Beautiful Music **WJYE** and Pop/Adult giant **WBEN** — remained atop the standings, but there was a new number one station among adults 18-34. AOR **WGRQ** appears to be a major factor. It surged from less than a six percent of the 18-34 niche in the fall to more than 13% in this report. A new PD came in just before the sweep started and made staff changes, redid all the air shifts, and tightened the music. While this was going on internally at the station, **WGRQ** utilized no outside advertising to spread the word about its new sound. Evidently the listeners got the word anyway.

Just behind **WGRQ** in the 18-34 standings was Top 40 **WBEN-FM**. The station was tops with teens and had a broader demographic skew than does **WJYE**, which fell almost totally into the 12-34 bracket.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 10701

	A/M '79	O/N '79	A/M '80			
1	WJYE-FM	14.9	WJYE-FM	15.6	WJYE-FM (RM)	13.3
2	WKBW-AM	14.0	WBEN-AM	14.3	WBEN-AM (PA)	12.2
3	WBEN-AM	13.3	WGR -AM	11.0	WKBW-AM (R)	9.2
4	WGR -AM	10.5	WKBW-AM	10.9	WBEN-FM (R)	9.1
5	WBEN-FM	8.3	WBEN-FM	7.7	WGR -AM (PA)	9.0
6	WGRQ-FM	5.4	WBLK-FM	5.6	WGRQ-FM (A)	6.7
7	WADV-FM	4.3	WPHD-FM	4.0	WBLK-FM (R)	5.4
8	WBLK-FM	3.8	WGRQ-FM	3.6	WPHD-FM (R)	5.0
9	WPHD-FM	3.4	WADV-FM	3.6	WADV-FM (PA)	5.0
10	WWOL-AM	2.7	WWOL-AM	3.0	WWOL-AM (C)	2.5
11	WWOR-FM	1.9	WBUF-FM	2.3	WYSL-AM (R)	2.2
12	WUFO-AM	1.9	WYSL-AM	1.6	WUFO-AM (B)	1.9
13	WBUF-FM	1.5	WUFO-AM	1.6	WWOR-FM (C)	1.8
14	WJYL-AM	1.3	WXRL-AM	1.3	WFXZ-FM (PA)	1.4
15	WYSL-AM	0.9	WWOR-FM	1.3	WXRL-AM (C)	1.2
16	WHLA-AM	0.9	WJYL-AM	0.9	WECK-AM (PA)	0.9
17	WHLA-FM	0.8	WDCX-FM	0.8	CILQ-FM (A)	0.6
18	WXRL-AM	0.8	WNIA-AM	0.6	WHLA-AM (PA)	0.6
19	WNIA-AM	0.7	WHLA-AM	0.6	WHLA-FM (PA)	0.5
20	WDCX-FM	0.6	WLVL-AM	0.6	CHRE-FM (R)	0.5
21	WLVL-AM	0.5	WBIV-FM	0.6	CBL -AM (R)	0.4
22			WHLA-FM	0.5	WJYL-AM (PA)	0.4
23			CHUM-FM	0.4	CHUM-FM (A)	0.4
24					WBIV-FM (R)	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 10701

	A/M '79	O/N '79	A/M '80			
1	WJYE-FM	256	WJYE-FM	267	WJYE-FM	227
2	WKBW-AM	240	WBEN-AM	244	WBEN-AM	208
3	WBEN-AM	228	WGR -AM	188	WKBW-AM	157
4	WGR -AM	180	WKBW-AM	186	WBEN-FM	155
5	WBEN-FM	142	WBEN-FM	132	WGR -AM	153
6	WGRQ-FM	92	WBLK-FM	96	WGRQ-FM	115
7	WADV-FM	74	WPHD-FM	69	WBLK-FM	92
8	WBLK-FM	66	WGRQ-FM	61	WPHD-FM	86
9	WPHD-FM	59	WADV-FM	61	WADV-FM	86
10	WWOL-AM	47	WWOL-AM	51	WWOL-AM	43

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1	WBEN-AM	WBEN-AM	WBEN-AM
2	WKBW-AM	WKBW-AM	WKBW-AM
3	WGR -AM	WGR -AM	WJYE-FM
4	WJYE-FM	WJYE-FM	WGR -AM
5	WBEN-FM	WBEN-FM	WBEN-FM
6	WGRQ-FM	WBLK-FM	WPHD-FM
7	WADV-FM	WPHD-FM	WADV-FM
8	WPHD-FM	WADV-FM	WBLK-FM
9	WBLK-FM	WGRQ-FM	WGRQ-FM
10	WJYL-AM	WWOL-AM	WWOR-FM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1	WJYE-FM	WJYE-FM	WJYE-FM
2	WKBW-AM	WGR -AM	WBEN-FM
3	WGR -AM	WBEN-AM	WBEN-AM
4	WBEN-AM	WKBW-AM	WKBW-AM
5	WBEN-FM	WBEN-FM	WGR -AM
6	WGRQ-FM	WBLK-FM	WGRQ-FM
7	WBLK-FM	WGRQ-FM	WBLK-FM
8	WADV-FM	WPHD-FM	WPHD-FM
9	WPHD-FM	WADV-FM	WADV-FM
10	WWOL-AM	WWOL-AM	WYSL-AM

Teens
M-S, 6am-Midnight
POP(00): 1482

	A/M '79	O/N '79	A/M '80
1	WKBW-AM	WKBW-AM	WBEN-FM
2	WGRQ-FM	WBEN-FM	WGRQ-FM
3	WBEN-FM	WGRQ-FM	WKBW-AM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1	WKBW-AM	WKBW-AM	WKBW-AM
2	WGRQ-FM	WGRQ-FM	WBEN-FM
3	WBEN-FM	WBEN-FM	WGRQ-FM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1	WGRQ-FM	WKBW-AM	WBEN-FM
2	WKBW-AM	WBEN-FM	WGRQ-FM
3	WBEN-FM	WGRQ-FM	WKBW-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3429

	A/M '79	O/N '79	A/M '80
1	WKBW-AM	WGR -AM	WGRQ-FM
2	WGR -AM	WBEN-FM	WBEN-FM
3	WBEN-FM	WKBW-AM	WPHD-FM
4	WGRQ-FM	WPHD-FM	WKBW-AM
5	WPHD-FM	WBLK-FM	WGR -AM
6	WBEN-AM	WJYE-FM	WBLK-FM
7	WJYE-FM	WGRQ-FM	WJYE-FM
8	WBLK-FM	WBUF-FM	WBEN-AM
9	WBUF-FM	WBEN-AM	WWOR-FM
10	WUFO-AM	WYSL-AM	WYSL-AM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1	WKBW-AM	WKBW-AM	WKBW-AM
2	WGR -AM	WPHD-FM	WPHD-FM
3	WBEN-AM	WPHD-FM	WGR -AM
4	WBEN-FM	WBEN-FM	WBEN-FM
5	WGRQ-FM	WBLK-FM	WGRQ-FM
6	WPHD-FM	WBEN-AM	WBLK-FM
7	WBLK-FM	WJYE-FM	WBEN-AM
8	WJYE-FM	WGRQ-FM	WJYE-FM
9	WBUF-FM	WYSL-AM	WWOR-FM
10	WUFO-AM	WBUF-FM	WYSL-AM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1	WKBW-AM	WBEN-FM	WBEN-FM
2	WGR -AM	WGR -AM	WGRQ-FM
3	WBEN-FM	WPHD-FM	WKBW-AM
4	WGRQ-FM	WKBW-AM	WPHD-FM
5	WPHD-FM	WBLK-FM	WGR -AM
6	WJYE-FM	WJYE-FM	WBLK-FM
7	WBLK-FM	WGRQ-FM	WJYE-FM
8	WBEN-AM	WBUF-FM	WBEN-AM
9	WBUF-FM	WBEN-AM	WFXZ-FM
10	WUFO-AM	WYSL-AM	WWOR-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 4831

	A/M '79	O/N '79	A/M '80
1	WJYE-FM	WJYE-FM	WJYE-FM
2	WGR -AM	WGR -AM	WGR -AM
3	WKBW-AM	WBEN-AM	WBEN-AM
4	WBEN-AM	WKBW-AM	WKBW-AM
5	WBEN-FM	WBEN-FM	WADV-FM
6	WADV-FM	WBLK-FM	WBEN-FM
7	WWOL-AM	WADV-FM	WBLK-FM
8	WWOR-FM	WWOL-AM	WBEN-FM
9	WPHD-FM	WGRQ-FM	WWOL-AM
10	WBLK-FM	WPHD-FM	WGRQ-FM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1	WKBW-AM	WKBW-AM	WBEN-AM
2	WGR -AM	WBEN-AM	WBEN-AM
3	WBEN-AM	WGR -AM	WGR -AM
4	WJYE-FM	WJYE-FM	WJYE-FM
5	WBEN-FM	WBLK-FM	WADV-FM
6	WADV-FM	WBEN-FM	WBLK-FM
7	WPHD-FM	WPHD-FM	WBEN-FM
8	WGRQ-FM	WWOL-AM	WPHD-FM
9	WWOR-FM	WWOR-FM	WWOR-FM
10	WWOL-AM	WYSL-AM	WWOL-AM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1	WJYE-FM	WJYE-FM	WJYE-FM
2	WGR -AM	WGR -AM	WGR -AM
3	WKBW-AM	WBEN-AM	WBEN-FM
4	WBEN-AM	WBEN-FM	WBEN-AM
5	WBEN-FM	WKBW-AM	WKBW-AM
6	WADV-FM	WBLK-FM	WADV-FM
7	WWOL-AM	WADV-FM	WBLK-FM
8	WBLK-FM	WWOL-AM	WPHD-FM
9	WPHD-FM	WGRQ-FM	WWOR-FM
10	WWOR-FM	WBUF-FM	WWOL-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 10701

	A/M '79	O/N '79	A/M '80			
1	WKBW-AM	4047	WKBW-AM	3779	WKBW-AM	3315
2	WBEN-AM	3236	WBEN-AM	3746	WGR -AM	3137
3	WGR -AM	3130	WGR -AM	3163	WBEN-AM	2947
4	WJYE-FM	2653	WJYE-FM	2603	WJYE-FM	2777
5	WBEN-FM	2415	WBEN-FM	2373	WBEN-FM	2657
6	WGRQ-FM	1477	WGRQ-FM	1208	WPHD-FM	1539
7	WPHD-FM	1168	WPHD-FM	1145	WGRQ-FM	1472
8	WADV-FM	838	WYSL-AM	979	WBLK-FM	1175
9	WYSL-AM	807	WBLK-FM	966	WADV-FM	1035
10	WBLK-FM	689	WBUF-FM	800	WYSL-AM	1028

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1	WKBW-AM	WKBW-AM	WBEN-AM
2	WBEN-AM	WBEN-AM	WKBW-AM
3	WGR -AM	WGR -AM	WGR -AM
4	WJYE-FM	WJYE-FM	WJYE-FM
5	WBEN-FM	WBEN-FM	WBEN-FM
6	WGRQ-FM	WBLK-FM	WGRQ-FM
7	WPHD-FM	WPHD-FM	WPHD-FM
8	WADV-FM	WGRQ-FM	WBLK-FM
9	WBLK-FM	WADV-FM	WADV-FM
10	WWOL-AM	WYSL-AM	WYSL-AM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1	WKBW-AM	WKBW-AM	WKBW-AM
2	WJYE-FM	WJYE-FM	WBEN-FM
3	WBEN-AM	WGR -AM	WJYE-FM
4	WGR -AM	WBEN-AM	WGR -AM
5	WBEN-FM	WBEN-FM	WBEN-AM
6	WGRQ-FM	WGRQ-FM	WGRQ-FM
7	WPHD-FM	WBLK-FM	WPHD-FM
8	WADV-FM	WPHD-FM	WBLK-FM
9	WBLK-FM	WBUF-FM	WADV-FM
10	WWOL-AM	WADV-FM	WYSL-AM

Teens
M-S, 6am-Midnight
POP(00): 1482

	A/M '79	O/N '79	A/M '80
1	WKBW-AM	WKBW-AM	WBEN-FM
2	WBEN-FM	WGR -AM	WKBW-AM
3	WGRQ-FM	WGRQ-FM	WGRQ-FM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1	WKBW-AM	WKBW-AM	WKBW-AM
2	WGRQ-FM	WBEN-FM	WBEN-FM
3	WBEN-FM	WGRQ-FM	WGRQ-FM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1	WKBW-AM	WKBW-AM	WBEN-FM
2	WGRQ-FM	WBEN-FM	WKBW-AM
3	WBEN-FM	WGRQ-FM	WGRQ-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3429

	A/M '79	O/N '79	A/M '80
1	WKBW-AM	WKBW-AM	WKBW-AM
2	WGR -AM	WGR -AM	WBEN-FM
3	WBEN-FM	WGR -AM	WGR -AM
4	WGRQ-FM	WBEN-AM	WPHD-FM
5	WBEN-AM	WPHD-FM	WGRQ-FM
6	WPHD-FM	WGRQ-FM	WBLK-FM
7	WYSL-AM	WBUF-FM	WYSL-AM
8	WJYE-FM	WBEN-AM	WJYE-FM
9	WBLK-FM	WJYE-FM	WBEN-AM
10	WBUF-FM	WYSL-AM	WFXZ-FM

M-F, 6am-10am

	A/M '79	O/N '79	A/M '80
1	WKBW-AM	WKBW-AM	WKBW-AM
2	WGR -AM	WGR -AM	WGR -AM
3	WBEN-FM	WBEN-FM	WPHD-FM
4	WBEN-AM	WBEN-FM	WBEN-FM
5	WGRQ-FM	WBLK-FM	WGRQ-FM
6	WPHD-FM	WJYE-FM	WBLK-FM
7	WBLK-FM	WBEN-AM	WBEN-AM
8	WYSL-AM	WJYE-FM	WJYE-FM
9	WJYE-FM	WBUF-FM	WYSL-AM
10	WBUF-FM	WYSL-AM	WFXZ-FM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1	WKBW-AM	WKBW-AM	WBEN-FM
2	WGR -AM	WBEN-FM	WBEN-FM
3	WBEN-FM	WGR -AM	WPHD-FM
4	WGRQ-FM	WPHD-FM	WGRQ-FM
5	WPHD-FM	WGRQ-FM	WGR -AM
6	WJYE-FM	WBLK-FM	WBLK-FM
7	WBLK-FM	WBUF-FM	WJYE-FM
8	WBEN-AM	WJYE-FM	WBEN-AM
9	WYSL-AM	WBEN-FM	WYSL-AM
10	WBUF-FM	WYSL-AM	WFXZ-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 4831

	A/M '79	O/N '79	A/M '80
1	WGR -AM	WGR -AM	WGR -AM
2	WKBW-AM	WKBW-AM	WKBW-AM
3	WBEN-AM	WBEN-AM	WJYE-FM
4	WJYE-FM	WJYE-FM	WBEN-AM
5	WBEN-FM	WBEN-FM	WBEN-FM
6	WADV-FM	WYSL-AM	WADV-FM
7	WPHD-FM	WBLK-FM	WBLK-FM
8	WWOL-AM	WPHD-FM	WYSL-AM
9	WGRQ-FM	WGRQ-FM	WPHD-FM
10	WYSL-AM		

Burlington-Plattsburgh ADI

METRO RANK

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A/M '80 Market Overview

Arbitron received 72% more usable diaries for this sweep than for the spring before, so the numbers in this report are likely to be much more meaningful. Even with the additional diary return, the standings at the top did not change. Country **WKDR** remained stable, while Top 40 **WQCR** and Beautiful Music **WEZF** both gained share points, and ranked second and third.

WKDR led the 25-54 derby with more than 12% of the market. Changes made since last year's sweep included a newspaper ad campaign and a new jingle package that was aired beginning January 1. Next behind **WKDR** in 25-54 demos was **WEZF**, which now has approximately 9%. The **TM** format is featured.

On the young adult side, **WQCR** remained the pacesetter. Last year the station had just over 8% of the 18-34 share, but it increased that figure to just under 12%. Next closest American station (discounting Canadian overlap) was **WKDR**, with slightly over 6%.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 4817

	A/M '78	A/M '79	A/M '80
1 WKDR-AM	9.2	10.3	10.3
2 WVMT-AM	7.1	6.5	9.5
3 WQCR-FM	6.7	6.4	7.5
4 WEZF-FM	5.5	6.0	6.4
5 CKBY-FM	5.1	3.7	3.6
6 WDEV-AM	4.4	3.3	3.0
7 WWSR-AM	3.8	3.2	2.7
8 CKGM-AM	3.7	2.7	2.6
9 WIRY-AM	3.7	2.7	2.4
10 WICY-AM	3.2	2.3	2.4
11 WNHV-FM	2.9	2.3	2.4
12 CHOM-FM	2.3	2.1	2.2
13 WSKI-AM	2.1	2.1	2.2
14 WSYB-AM	2.1	1.9	2.0
15 WWSR-FM	1.9	1.9	1.7
16 WDOT-AM	1.6	1.8	1.7
17 WTSV-AM	1.6	1.7	1.6
18 WECM-FM	1.5	1.7	1.6
19 WORR-FM	1.5	1.5	1.5
20 WTNW-AM	1.5	1.5	1.5
21 WRUT-FM	1.4	1.4	1.4
22 WHWB-FM	1.2	1.4	1.4
23 WCVN-FM	1.2	1.3	1.2
24 WFAD-AM	1.1	1.3	1.2
25 WNHV-AM	1.1	1.3	1.1
26 WJOY-AM	1.0	0.9	1.1
27 WHWB-AM	0.8	0.8	1.1
28 WCFB-FM	0.8	0.8	1.1
29 WEAV-AM	0.7	0.8	1.1
30 WHOM-FM	0.7	0.8	1.0
31 WCFR-AM	0.7	0.7	0.9
32 WSN0-AM	0.5	0.6	0.9
33 WKE-AM	0.5	0.6	0.9
34 WCFR-FM	0.4	0.6	0.9
35 CJAD-AM	0.4	0.5	0.7
36 WTSV-AM	0.1	0.2	0.7
37		0.2	0.6
38		0.2	0.6
39		0.1	0.5
40			0.5
41			0.4
42			0.4
43			0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4817

	A/M '78	A/M '79	A/M '80
1 WKDR-AM	67	87	83
2 WVMT-AM	52	55	76
3 WQCR-FM	49	54	60
4 WEZF-FM	40	51	59
5 CKBY-FM	37	31	21

M-F, 6-10am

1 WVHT-AM			
2 WDEV-AM			
3 WIRY-AM			
4 WWSR-AM			
5 WKDR-AM			

M-F, 3-7pm

1 WKDR-AM	WKDR-AM	WQCR-FM
2 WQCR-FM	WQCR-FM	CHOM-FM
3 WVMT-AM	WVMT-AM	WKDR-AM
4 CKGM-AM	WEZF-FM	WEZF-FM
5 WEZF-FM	WHOM-FM	WVMT-AM

Teens
M-S, 6am-Midnight
POP(00): 660

A/M '78	A/M '79	A/M '80
1 WQCR-FM	WQCR-FM	WQCR-FM
2 CKGM-AM	WWSR-FM	CHOM-FM
3 WVMT-AM	CKGM-AM	WGFB-FM

M-F, 6-10am

1 WQCR-FM	WQCR-FM	WQCR-FM
2 WVMT-AM	WVMT-AM	CHOM-FM
3 CKGM-AM	WSYB-AM	WQCR-FM

M-F, 3-7pm

1 WQCR-FM	WQCR-FM	WQCR-FM
2 CKGM-AM	WWSR-FM	CHOM-FM
3 WKDR-AM	CKGM-AM	WLFE-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1800

A/M '78	A/M '79	A/M '80
1 WQCR-FM	WQCR-FM	WQCR-FM
2 WKDR-AM	WHOM-FM	CHOM-FM
3 WVMT-AM	WKDR-AM	WKDR-AM
4 CKGM-AM	WVMT-AM	WEZF-FM
5 CHOM-FM	CKGM-AM	WORK-FM

M-F, 6-10am

1 WQCR-FM	WVMT-AM	WQCR-FM
2 WVMT-AM	WQCR-FM	CHOM-FM
3 WKDR-AM	WEZF-FM	CKGM-AM
4 WIRY-AM	WKDR-AM	WEZF-FM
5 WDEV-AM	WSYB-AM	WKDR-AM

M-F, 3-7pm

1 WQCR-FM	WHOM-FM	WQCR-FM
2 CKGM-AM	WQCR-FM	CHOM-FM
3 WVMT-AM	WEZF-FM	WKDR-AM
4 WKDR-AM	WFAD-AM	WEZF-FM
5 CHOM-FM	CKGM-AM	WSYB-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 2142

A/M '78	A/M '79	A/M '80
1 WKDR-AM	WKDR-AM	WKDR-AM
2 CKBY-FM	WVMT-AM	WEZF-FM
3 WVMT-AM	WEZF-FM	WQCR-FM
4 WDEV-AM	WIRY-AM	CHOM-FM
5 WEZF-FM	WPNH-FM	WVMT-AM

M-F, 6-10am

1 WVMT-AM	WVMT-AM	WEZF-FM
2 CKBY-FM	WKDR-AM	WKDR-AM
3 WKDR-AM	WIRY-AM	WQCR-FM
4 WDEV-AM	WEZF-FM	WDEV-AM
5 WIRY-AM	WDEV-AM	WSNO-AM

M-F, 3-7pm

1 WKDR-AM	WVMT-AM	WKDR-AM
2 CKBY-FM	WKDR-AM	WEZF-FM
3 WVMT-AM	WEZF-FM	WQCR-FM
4 WEZF-FM	WQCR-FM	WVMT-AM
5 WQCR-FM	WTWN-AM	CHOM-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4817

A/M '78	A/M '79	A/M '80
1 WVMT-AM	795	950
2 WQCR-FM	742	710
3 WEZF-FM	565	666
4 WDEV-AM	492	664
5 CKGM-AM	480	459

M-F, 6-10am

1 WVMT-AM	WVMT-AM	WQCR-FM
2 WDEV-AM	WKDR-AM	WEZF-FM
3 WQCR-FM	WQCR-FM	WDEV-AM
4 WIRY-AM	WEZF-FM	WKDR-AM
5 WKDR-AM	WDEV-AM	WVMT-AM

M-F, 3-7pm

1 WQCR-FM	WQCR-FM	WQCR-FM
2 WVMT-AM	WKDR-AM	WKDR-AM
3 WEZF-FM	WVMT-AM	CHOM-FM
4 WKDR-AM	WEZF-FM	WEZF-FM
5 CKGM-AM	WRUT-FM	WVMT-AM

Teens
M-S, 6am-Midnight
POP(00): 660

A/M '78	A/M '79	A/M '80
1 WQCR-FM	WQCR-FM	WQCR-FM
2 CKGM-AM	WDOT-AM	CHOM-FM
3 WVMT-AM	WGFB-FM	WGFB-FM

M-F, 6-10am

1 WQCR-FM	WQCR-FM	WQCR-FM
2 WVMT-AM	WVMT-AM	CHOM-FM
3 CKGM-AM	WSYB-AM	CKGM-AM

M-F, 3-7pm

1 WQCR-FM	WQCR-FM	WQCR-FM
2 CKGM-AM	WWSR-FM	CHOM-FM
3 WKDR-AM	CKGM-AM	WGFB-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1800

A/M '78	A/M '79	A/M '80
1 WQCR-FM	WQCR-FM	WQCR-FM
2 WVMT-AM	WVMT-AM	CHOM-FM
3 CKGM-AM	CKGM-AM	WVMT-AM
4 WDOT-AM	WIRY-AM	WGFB-FM
5 CHOM-FM	WKDR-AM	WDOT-AM

M-F, 6-10am

1 WQCR-FM	WVMT-AM	WQCR-FM
2 WVMT-AM	WQCR-FM	WVMT-AM
3 WIRY-AM	CKGM-AM	CHOM-FM
4 WKDR-AM	WKDR-AM	WGFB-FM
5 WDEV-AM	WSYB-AM	CKGM-AM

M-F, 3-7pm

1 WQCR-FM	WQCR-FM	WQCR-FM
2 WVMT-AM	WVMT-AM	CHOM-FM
3 CKGM-AM	CKGM-AM	WVMT-AM
4 WKDR-AM	WRUT-FM	WKDR-AM
5 CHOM-FM	WGFB-FM	WDOT-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 2142

A/M '78	A/M '79	A/M '80
1 WVMT-AM	WVMT-AM	WQCR-FM
2 WKDR-AM	WKDR-AM	WEZF-FM
3 WEZF-FM	WEZF-FM	WKDR-AM
4 WDEV-AM	WQCR-FM	WVMT-AM
5 WQCR-FM	WIRY-AM	WDEV-AM

M-F, 6-10am

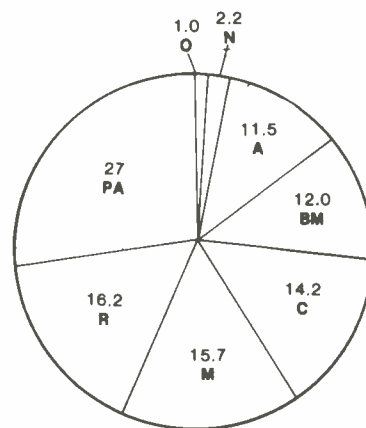
1 WVMT-AM	WVMT-AM	WEZF-FM
2 WDEV-AM	WKDR-AM	WKDR-AM
3 WKDR-AM	WEZF-FM	WQCR-FM
4 WQCR-FM	WIRY-AM	WDEV-AM
5 WHWB-AM	WDEV-AM	WEAV-AM

M-F, 3-7pm

1 WKDR-AM	WVMT-AM	WKDR-AM
2 WVMT-AM	WKDR-AM	WQCR-FM
3 WEZF-FM	WIRY-AM	WVMT-AM
4 WQCR-FM	WEZF-FM	WEZF-FM
5 WDEV-AM	WQCR-FM	CHOM-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Canton

METRO RANK **87**

A/M '80 Market Overview

Canton's adjacency to Cleveland means a number of the major Cleveland stations intrude significantly into the radio picture. However, the top two stations in the Canton metro were local, the same as in the A/M '79 survey — **WHBC-AM** and **WHBC-FM**. Featuring Pop/Adult and **Bonneville Beautiful Music** formats, respectively, these stations combined for more than 30% of the overall market.

WHBC-AM has remained tops for the past years, and it also led among adults 25-54 with just over 16%. Outside media used were newspaper ads plus billboards. The only major change at the station in the last year has been the arrival of a new air personality for the afternoon drive shift.

WHBC-FM rebounded from a down book last year. Its 1980 Arbitron estimates are almost the same as the numbers for A/M '78. Among adults 25-54 **WHBC-FM** had a share just under 15%.

Among the younger-skewing stations, Cleveland's **WMMS** was tops, with a 21 share of adults 18-34. **WOOS** was the local leader, with more than 15% of the young adult audience. However, a new rival emerged in **WDJQ**, formerly known as **WFAH-FM**. In January the station changed facilities, call letters and format, and went from less than 3% of the 18-34 audience to more than 8% in this report. A billboard campaign helped build the audience.

Diary return in Canton was up 29% over last year, giving added reliability to the estimates in this report.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 3365

	A/M '78	A/M '79	A/M '80
1 WHBC-AM	18.4	18.4	19.6
2 WHBC-FM	12.8	12.8	12.7
3 WGAR-AM	9.4	9.4	9.2
4 WQIO-AM	7.0	7.0	9.0
5 WNYN-AM	6.2	6.2	5.1
6 WMMS-FM	5.2	5.2	5.0
7 WHLO-FM	3.8	3.8	4.4
8 WSLR-AM	2.6	2.6	3.1
9 WMMW-FM	2.6	2.6	2.9
10 WFAH-FM	2.6	2.6	2.6
11 WINW-AM	2.6	2.6	2.2
12 WUVE-AM	2.4	2.4	2.2
13 WFAH-AM	2.4	2.4	2.0
14 WHLO-AM	1.8	1.8	1.8
15 WDBN-FM	1.8	1.8	1.7
16 WYFM-FM	1.6	1.6	1.7
17 WKDD-FM	1.2	1.2	1.3
18 WGCL-FM	0.8	0.8	1.1
19 WTIC-AM	0.8	0.8	0.9
20 WAKR-AM	0.8	0.8	0.6
21 WZZP-FM	0.6	0.6	0.6
22 WAEZ-FM	0.6	0.6	0.6
23 WTOP-FM	0.6	0.6	0.4
24 WQAL-FM	0.4	0.4	0.4
25 WKBN-FM	0.4	0.4	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3365

	A/M '78	A/M '79	A/M '80
1 WHBC-AM	92	92	107
2 WHBC-FM	64	64	69
3 WGAR-AM	47	47	50
4 WQIO-AM	35	35	49
5 WNYN-AM	31	31	28

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WHBC-AM	11.8	11.8	11.8
2 WHBC-FM	11.8	11.8	11.8
3 WGAR-AM	11.8	11.8	11.8
4 WFAH-AM	11.8	11.8	11.8
5 WFAH-FM	11.8	11.8	11.8

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WHBC-AM	11.8	11.8	11.8
2 WHBC-FM	11.8	11.8	11.8
3 WGAR-AM	11.8	11.8	11.8
4 WQIO-AM	11.8	11.8	11.8
5 WNYN-AM	11.8	11.8	11.8

Teens
M-S, 6am-Midnight
POP(00): 444

	A/M '78	A/M '79	A/M '80
1 WGAR-AM	11.8	11.8	11.8
2 WQIO-AM	11.8	11.8	11.8
3 WMMS-FM	11.8	11.8	11.8

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WHBC-AM	11.8	11.8	11.8
2 WGAR-AM	11.8	11.8	11.8
3 WQIO-AM	11.8	11.8	11.8

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WQIO-AM	11.8	11.8	11.8
2 WGAR-AM	11.8	11.8	11.8
3 WYFM-FM	11.8	11.8	11.8

Adults 18-34
M-S, 6am-Midnight
POP(00): 1144

	A/M '78	A/M '79	A/M '80
1 WGAR-AM	11.8	11.8	11.8
2 WQIO-AM	11.8	11.8	11.8
3 WMMS-FM	11.8	11.8	11.8
4 WHBC-AM	11.8	11.8	11.8
5 WHLO-FM	11.8	11.8	11.8

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WGAR-AM	11.8	11.8	11.8
2 WHBC-AM	11.8	11.8	11.8
3 WQIO-AM	11.8	11.8	11.8
4 WHBC-FM	11.8	11.8	11.8
5 WMMS-FM	11.8	11.8	11.8

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WGAR-AM	11.8	11.8	11.8
2 WQIO-AM	11.8	11.8	11.8
3 WHLO-FM	11.8	11.8	11.8
4 WMMS-FM	11.8	11.8	11.8
5 WHBC-AM	11.8	11.8	11.8

Adults 25-54
M-S, 6am-Midnight
POP(00): 1571

	A/M '78	A/M '79	A/M '80
1 WHBC-AM	11.8	11.8	11.8
2 WHBC-FM	11.8	11.8	11.8
3 WGAR-AM	11.8	11.8	11.8
4 WHLO-FM	11.8	11.8	11.8
5 WNYN-AM	11.8	11.8	11.8

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WHBC-AM	11.8	11.8	11.8
2 WHBC-FM	11.8	11.8	11.8
3 WGAR-AM	11.8	11.8	11.8
4 WHLO-FM	11.8	11.8	11.8
5 WNYN-AM	11.8	11.8	11.8

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WHBC-AM	11.8	11.8	11.8
2 WHBC-FM	11.8	11.8	11.8
3 WGAR-AM	11.8	11.8	11.8
4 WFAH-AM	11.8	11.8	11.8
5 WSLR-AM	11.8	11.8	11.8

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WHBC-AM	11.8	11.8	11.8
2 WHBC-FM	11.8	11.8	11.8
3 WGAR-AM	11.8	11.8	11.8
4 WFAH-AM	11.8	11.8	11.8
5 WSLR-AM	11.8	11.8	11.8

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WHBC-FM	11.8	11.8	11.8
2 WGAR-AM	11.8	11.8	11.8
3 WHBC-AM	11.8	11.8	11.8
4 WHLO-FM	11.8	11.8	11.8
5 WNYN-AM	11.8	11.8	11.8

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3365

	A/M '78	A/M '79	A/M '80
1 WHBC-AM	1364	1364	1404
2 WGAR-AM	1052	1052	706
3 WHBC-FM	770	770	686
4 WQIO-AM	456	456	661
5 WMMS-FM	454	454	538

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WHBC-AM	11.8	11.8	11.8
2 WGAR-AM	11.8	11.8	11.8
3 WHBC-FM	11.8	11.8	11.8
4 WQIO-AM	11.8	11.8	11.8
5 WMMS-FM	11.8	11.8	11.8

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WHBC-AM	11.8	11.8	11.8
2 WGAR-AM	11.8	11.8	11.8
3 WHBC-FM	11.8	11.8	11.8
4 WQIO-AM	11.8	11.8	11.8
5 WHLO-FM	11.8	11.8	11.8

Teens
M-S, 6am-Midnight
POP(00): 444

	A/M '78	A/M '79	A/M '80
1 WGAR-AM	11.8	11.8	11.8
2 WQIO-AM	11.8	11.8	11.8
3 WHBC-AM	11.8	11.8	11.8

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WQIO-AM	11.8	11.8	11.8
2 WGAR-AM	11.8	11.8	11.8
3 WHBC-AM	11.8	11.8	11.8

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WGAR-AM	11.8	11.8	11.8
2 WQIO-AM	11.8	11.8	11.8
3 WINW-AM	11.8	11.8	11.8

Adults 18-34
M-S, 6am-Midnight
POP(00): 1144

	A/M '78	A/M '79	A/M '80
1 WGAR-AM	11.8	11.8	11.8
2 WHBC-AM	11.8	11.8	11.8
3 WMMS-FM	11.8	11.8	11.8
4 WHLO-FM	11.8	11.8	11.8
5 WQIO-AM	11.8	11.8	11.8

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WGAR-AM	11.8	11.8	11.8
2 WHBC-AM	11.8	11.8	11.8
3 WMMS-FM	11.8	11.8	11.8
4 WQIO-AM	11.8	11.8	11.8
5 WHLO-FM	11.8	11.8	11.8

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WGAR-AM	11.8	11.8	11.8
2 WQIO-AM	11.8	11.8	11.8
3 WMMS-FM	11.8	11.8	11.8
4 WHLO-FM	11.8	11.8	11.8
5 WHBC-AM	11.8	11.8	11.8

Adults 25-54
M-S, 6am-Midnight
POP(00): 1571

	A/M '78	A/M '79	A/M '80
1 WHBC-AM	11.8	11.8	11.8
2 WGAR-AM	11.8	11.8	11.8
3 WHBC-FM	11.8	11.8	11.8
4 WHLO-FM	11.8	11.8	11.8
5 WUVE-AM	11.8	11.8	11.8

M-F, 6-10am

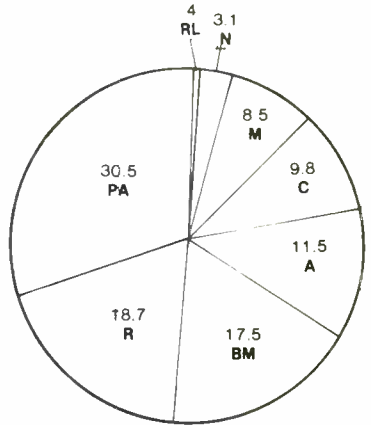
	A/M '78	A/M '79	A/M '80
1 WHBC-AM	11.8	11.8	11.8
2 WHBC-FM	11.8	11.8	11.8
3 WGAR-AM	11.8	11.8	11.8
4 WSLR-AM	11.8	11.8	11.8
5 WHLO-FM	11.8	11.8	11.8

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WGAR-AM	11.8	11.8	11.8
2 WHBC-AM	11.8	11.8	11.8
3 WHBC-FM	11.8	11.8	11.8
4 WHLO-FM	11.8	11.8	11.8
5 WSLR-AM	11.8	11.8	11.8

Format Penetration Chart

Based On Total Persons 12 +
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR. B-Black. BB-Big Band. BM-Beautiful Music. C-Country. CL-Classical. D-Dancemusic. J-Jazz. M-Miscellaneous. N-News. O-Oldies. PA-Pop Adult. R-Rock. RL-Religious. S-Spanish. T-Talk

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Casper

METRO RANK **176**

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight

POP(00): 536

A/M '79	A/M '80
1 KVOC-AM	34.9
2 KATI-AM	30.2
3 KTWO-AM	23.8
4 KAWY-FM	9.5
5	
6	

A/M '79	A/M '80
1 KATI-AM	29.7
2 KTWO-AM	29.7
3 KVOC-AM	27.0
4 KAWY-FM	8.1
5 KPPL-FM	2.7
6 KAZY-FM	1.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 536

A/M '79	A/M '80
1 KVOC-AM	22
2 KATI-AM	19
3 KTWO-AM	15
4 KAWY-FM	6
5	

M-F, 6-10am

A/M '79	A/M '80
1 KVOC-AM	22
2 KATI-AM	19
3 KTWO-AM	15
4 KAWY-FM	6
5	

M-F, 3-7pm

A/M '79	A/M '80
1 KATI-AM	22
2 KVOC-AM	22
3 KTWO-AM	20
4 KAWY-FM	6
5	

Teens
M-S, 6am-Midnight
POP(00): 75

A/M '79	A/M '80
1 KATI-AM	22
2 KAWY-FM	22
3 KVOC-AM	20

M-F, 6-10am

A/M '79	A/M '80
1 KATI-AM	22
2 KAWY-FM	22
3 KTWO-AM	20

M-F, 3-7pm

A/M '79	A/M '80
1 KATI-AM	22
2 KAWY-FM	22
3 KTWO-AM	20

Adults 18-34
M-S, 6am-Midnight
POP(00): 196

A/M '79	A/M '80
1 KATI-AM	22
2 KTWO-AM	22
3 KAWY-FM	20
4 KVOC-AM	6
5	

M-F, 6-10am

A/M '79	A/M '80
1 KATI-AM	22
2 KTWO-AM	22
3 KVOC-AM	20
4 KAWY-FM	6
5	

M-F, 3-7pm

A/M '79	A/M '80
1 KATI-AM	22
2 KVOC-AM	22
3 KTWO-AM	20
4 KAWY-FM	6
5	

Adults 25-54
M-S, 6am-Midnight
POP(00): 273

A/M '79	A/M '80
1 KVOC-AM	22
2 KTWO-AM	22
3 KATI-AM	20
4 KAWY-FM	6
5	

M-F, 6-10am

A/M '79	A/M '80
1 KVOC-AM	22
2 KTWO-AM	22
3 KATI-AM	20
4 KAWY-FM	6
5	

M-F, 3-7pm

A/M '79	A/M '80
1 KATI-AM	22
2 KVOC-AM	22
3 KTWO-AM	20
4 KAWY-FM	6
5	

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 536

A/M '79	A/M '80
1 KATI-AM	248
2 KVOC-AM	240
3 KTWO-AM	216
4 KAWY-FM	87
5	23

M-F, 6-10am

A/M '79	A/M '80
1 KATI-AM	22
2 KVOC-AM	22
3 KTWO-AM	20
4 KAWY-FM	6
5	

M-F, 3-7pm

A/M '79	A/M '80
1 KATI-AM	22
2 KVOC-AM	22
3 KTWO-AM	20
4 KAWY-FM	6
5	

Teens
M-S, 6am-Midnight
POP(00): 75

A/M '79	A/M '80
1 KATI-AM	22
2 KAWY-FM	22
3 KTWO-AM	20

M-F, 6-10am

A/M '79	A/M '80
1 KATI-AM	22
2 KAWY-FM	22
3 KTWO-AM	20

M-F, 3-7pm

A/M '79	A/M '80
1 KATI-AM	22
2 KAWY-FM	22
3 KTWO-AM	20

Adults 18-34
M-S, 6am-Midnight
POP(00): 196

A/M '79	A/M '80
1 KATI-AM	22
2 KTWO-AM	22
3 KVOC-AM	20
4 KAWY-FM	6
5	

M-F, 6-10am

A/M '79	A/M '80
1 KATI-AM	22
2 KTWO-AM	22
3 KVOC-AM	20
4 KAWY-FM	6
5	

M-F, 3-7pm

A/M '79	A/M '80
1 KATI-AM	22
2 KTWO-AM	22
3 KVOC-AM	20
4 KAWY-FM	6
5	

Adults 25-54
M-S, 6am-Midnight
POP(00): 273

A/M '79	A/M '80
1 KVOC-AM	22
2 KTWO-AM	22
3 KATI-AM	20
4 KAWY-FM	6
5	

M-F, 6-10am

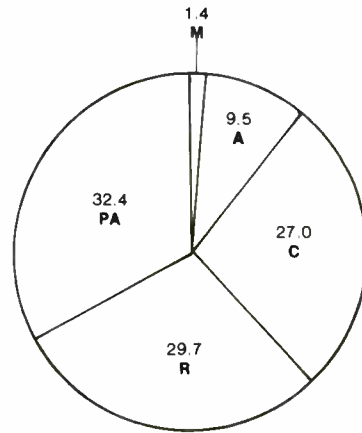
A/M '79	A/M '80
1 KVOC-AM	22
2 KTWO-AM	22
3 KATI-AM	20
4 KAWY-FM	6
5	

M-F, 3-7pm

A/M '79	A/M '80
1 KVOC-AM	22
2 KTWO-AM	22
3 KATI-AM	20
4 KAWY-FM	6
5	

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Anaheim-Santa Ana-Garden Grove

Continued from Page 38

M-F, 6-10am

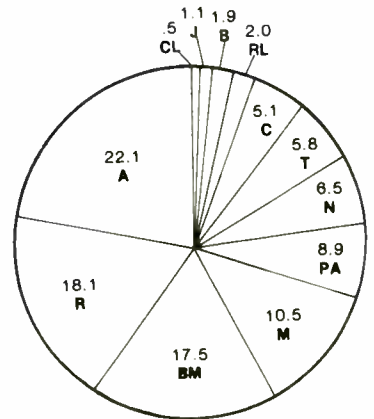
1 KFI -AM	KFI -AM	KFI -AM
2 KFWB-AM	KABC-AM	KABC-AM
3 KBIG-FM	KNX -AM	KLAC-AM
4 KABC-AM	KLAC-AM	KNX -AM
5 KNX -AM	KFWB-AM	KNX -FM
6 KMPC-AM	KMPC-AM	KFWB-AM
7 KRTH-FM	KBIG-FM	KMPC-AM
8 KLAC-AM	KNX -FM	KRTH-FM
9 KNX -FM	KRTH-FM	KBIG-FM
10 KMET-FM	KMET-FM	KJ OI-FM

M-F, 3-7pm

1 KMPC-AM	KBIG-FM	KLAC-AM
2 KBIG-FM	KNX -AM	KRTH-FM
3 KABC-AM	KLAC-AM	KBIG-FM
4 KFWB-AM	KABC-AM	KFI -AM
5 KLAC-AM	KNX -FM	KNX -FM
6 KNX -FM	KRTH-FM	KABC-AM
7 KRTH-FM	KFI -AM	KNX -AM
8 KNX -AM	KFWB-AM	KFWB-AM
9 KFI -AM	KMPC-AM	KMPC-AM
10 KOST-FM	KMET-FM	KOST-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Cedar Rapids

METRO RANK **155**

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 1394

A/M '78	A/M '79	A/M '80			
1 WMT -AM	27.4	WMT -AM	28.1	WMT -AM(PA)	26.5
2 KCRG-AM	15.3	KQCR-FM	13.3	KCRG-AM(P)	13.3
3 KLWW-AM	13.7	KCRG-AM	12.2	KQCR-FM(P)	10.7
4 KQCR-FM	9.5	KLWW-AM	10.2	WMT -FM(MM)	9.7
5 WMT -FM	8.4	WMT -FM	10.2	KHAK-FM(C)	8.2
6 KHAK-AM	7.4	KHAK-FM	7.7	KHAK-AM(C)	8.2
7 KHAK-FM	6.3	KHAK-AM	5.1	KRNA-FM(P)	7.7
8 KFWM-FM	1.6	KXEL-AM	1.0	KLWW-AM(P)	6.6
9 WHO -AM	1.1	WHO -AM	0.5	KTOF-FM(ML)	2.0
10 KXEL-AM	1.1			KPWF-FM(M)	1.0
11 KWMT-AM	0.5			KKRQ-FM(M)	0.5
12 WGN -AM	0.5			WHO -AM(T)	0.5
13				WGN -AM(PA)	0.5
14				KOEL-FM(C)	0.5

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1394

A/M '78	A/M '79	A/M '80	
1 WMT -AM	52	WMT -AM	52
2 KCRG-AM	29	KQCR-FM	26
3 KLWW-AM	26	KCRG-AM	21
4 KQCR-FM	18	KLWW-AM	19
5 WMT -FM	16	WMT -FM	16

M-F, 6-10am

1 WMT -AM	WMT -AM	WMT -AM
2 KCRG-AM	KCRG-AM	KCRG-AM
3 KLWW-AM	KQCR-FM	KQCR-FM
4 KQCR-FM	KLWW-AM	WMT -FM
5 KHAK-AM	WMT -FM	KHAK-FM

M-F, 3-7pm

1 WMT -AM	WMT -AM	WMT -AM
2 KLWW-AM	KQCR-FM	KCRG-AM
3 KCRG-AM	WMT -FM	KQCR-FM
4 KQCR-FM	KCRG-AM	WMT -FM
5 WMT -FM	KLWW-AM	KRNA-FM

Teens
M-S, 6am-Midnight
POP(00): 176

A/M '78	A/M '79	A/M '80
1 KLWW-AM	KLWW-AM	KQCR-FM
2 KCRG-AM	KCRG-AM	KLWW-AM
3 KQCR-FM	KQCR-FM	KRNA-FM

M-F, 6-10am

1 KCRG-AM	KLWW-AM	KLWW-AM
2 KLWW-AM	KCRG-AM	KQCR-FM
3 KQCR-FM	KQCR-FM	KRNA-FM

M-F, 3-7pm

1 KLWW-AM	KLWW-AM	KQCR-FM
2 KCRG-AM	KCRG-AM	KLWW-AM
3 KQCR-FM	KQCR-FM	KRNA-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 555

A/M '78	A/M '79	A/M '80
1 KQCR-FM	KQCR-FM	KCRG-AM
2 KCRG-AM	KLWW-AM	KQCR-FM
3 KLWW-AM	KCRG-AM	KRNA-FM
4 KHAK-AM	WMT -AM	KHAK-AM
5 WMT -AM	KHAK-FM	KLWW-AM

M-F, 6-10am

1 KCRG-AM	KQCR-FM	KCRG-AM
2 KQCR-FM	KCRG-AM	KQCR-FM
3 KLWW-AM	WMT -AM	WMT -AM
4 WMT -AM	KLWW-AM	KLWW-AM
5 KHAK-AM	KHAK-FM	KRNA-FM

M-F, 3-7pm

1 KLWW-AM	KQCR-FM	KCRG-AM
2 KQCR-FM	KLWW-AM	KQCR-FM
3 KCRG-AM	KCRG-AM	KRNA-FM
4 KHAK-AM	WMT -FM	KHAK-FM
5 WMT -AM	KHAK-FM	KLWW-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 680

A/M '78	A/M '79	A/M '80
1 WMT -AM	WMT -AM	WMT -AM
2 KHAK-AM	KHAK-FM	KCRG-AM
3 KCRG-AM	KQCR-FM	KHAK-FM
4 KHAK-FM	WMT -FM	WMT -FM
5 WMT -FM	KCRG-AM	KQCR-FM

M-F, 6-10am

1 WMT -AM	WMT -AM	WMT -AM
2 KCRG-AM	KCRG-AM	KCRG-AM
3 KHAK-AM	KQCR-FM	KHAK-FM
4 KLWW-AM	KHAK-FM	KQCR-FM
5 KHAK-FM	WMT -FM	WMT -FM

M-F, 3-7pm

1 WMT -AM	KHAK-FM	WMT -AM
2 KCRG-AM	WMT -AM	KCRG-AM
3 KLWW-AM	KQCR-FM	WMT -FM
4 KHAK-AM	KHAK-AM	KQCR-FM
5 WMT -FM	WMT -FM	KHAK-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1394

A/M '78	A/M '79	A/M '80			
1 WMT -AM	643	WMT -AM	631	WMT -AM	642
2 KCRG-AM	597	KCRG-AM	571	KCRG-AM	536
3 KLWW-AM	441	KQCR-FM	404	KLWW-AM	358
4 KQCR-FM	318	KLWW-AM	397	KQCR-FM	316
5 WMT -FM	262	WMT -FM	257	WMT -FM	252

M-F, 6-10am

1 WMT -AM	WMT -AM	WMT -AM
2 KCRG-AM	KCRG-AM	KCRG-AM
3 KLWW-AM	KLWW-AM	KLWW-AM
4 KQCR-FM	KQCR-FM	KQCR-FM
5 KHAK-AM	KHAK-AM	WMT -FM

M-F, 3-7pm

1 WMT -AM	WMT -AM	WMT -AM
2 KCRG-AM	KLWW-AM	KCRG-AM
3 KLWW-AM	KQCR-FM	KLWW-AM
4 KQCR-FM	KCRG-AM	KQCR-FM
5 WMT -FM	WMT -FM	WMT -FM

Teens
M-S, 6am-Midnight
POP(00): 176

A/M '78	A/M '79	A/M '80
1 KLWW-AM	KLWW-AM	KLWW-AM
2 KCRG-AM	KCRG-AM	KQCR-FM
3 KQCR-FM	KQCR-FM	KCRG-AM

M-F, 6-10am

1 KCRG-AM	KLWW-AM	KQCR-FM
2 KLWW-AM	KCRG-AM	KLWW-AM
3 KQCR-FM	KQCR-FM	KCRG-AM

M-F, 3-7pm

1 KLWW-AM	KLWW-AM	KLWW-AM
2 KCRG-AM	KCRG-AM	KQCR-FM
3 KQCR-FM	KQCR-FM	KRNA-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 555

A/M '78	A/M '79	A/M '80
1 KCRG-AM	KQCR-FM	KCRG-AM
2 KLWW-AM	KCRG-AM	KQCR-FM
3 KQCR-FM	KLWW-AM	KLWW-AM
4 WMT -AM	WMT -AM	KRNA-FM
5 KHAK-AM	WMT -FM	WMT -AM

M-F, 6-10am

1 KCRG-AM	KQCR-FM	KCRG-AM
2 KLWW-AM	KCRG-AM	KQCR-FM
3 KQCR-FM	KLWW-AM	KLWW-AM
4 WMT -AM	WMT -AM	WMT -AM
5 KHAK-AM	KHAK-FM	KRNA-FM

M-F, 3-7pm

1 KCRG-AM	KQCR-FM	KCRG-AM
2 KLWW-AM	KLWW-AM	KLWW-AM
3 KQCR-FM	KCRG-AM	KQCR-FM
4 WMT -AM	WMT -AM	KRNA-FM
5 KHAK-AM	KHAK-FM	WMT -AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 680

A/M '78	A/M '79	A/M '80
1 WMT -AM	WMT -AM	WMT -AM
2 KCRG-AM	KCRG-AM	KCRG-AM
3 KLWW-AM	KQCR-FM	KHAK-FM
4 KHAK-AM	KHAK-FM	KLWW-AM
5 WMT -FM	KHAK-AM	WMT -FM

M-F, 6-10am

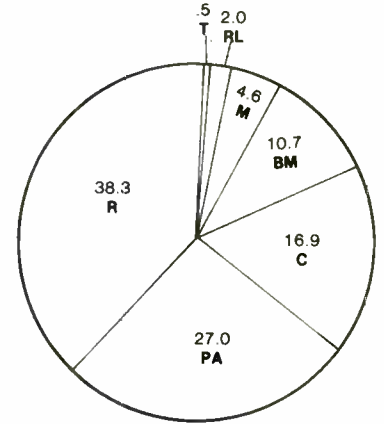
1 WMT -AM	WMT -AM	WMT -AM
2 KCRG-AM	KCRG-AM	KCRG-AM
3 KHAK-AM	KHAK-FM	KHAK-FM
4 KLWW-AM	KQCR-FM	KQCR-FM
5 WMT -FM	KHAK-AM	KLWW-AM

M-F, 3-7pm

1 WMT -AM	WMT -AM	WMT -AM
2 KCRG-AM	KQCR-FM	KCRG-AM
3 KLWW-AM	KHAK-FM	KQCR-FM
4 KHAK-AM	KCRG-AM	KLWW-AM
5 KQCR-FM	KHAK-AM	KHAK-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, **B**-Black, **BB**-Big Band, **BM**-Beautiful Music, **C**-Country, **CL**-Classical, **D**-Dancemusic, **J**-Jazz, **M**-Miscellaneous, **N**-News, **O**-Oldies, **PA**-Pop/Adult, **R**-Rock, **RL**-Religious, **S**-Spanish, **T**-Talk

Charleston-North Charleston, SC

METRO RANK

93

A/M '80 Market Overview

Charleston, like many smaller markets, had a sizable increase in the number of usable Arbitron diaries this survey, 23% compared to the Spring survey last year.

While the diary intake may fluctuate, the shares of Beautiful Music **WXTC** seem to hover around 13. This year that was good enough to keep **WXTC** ahead of the pack. Although the station's share of the 25-54 audience slipped somewhat, it was still the leader in this category, with more than 16%.

One of the most successful stations was Country **WEZL**, which almost doubled its 12+ share, and boosted its share of the 25-54 pie from less than 9% to more than 15%. This survey **WEZL** used an outside ad campaign consisting of a mix of newspaper, TV, and outdoor boards. Musically, any gold played in drive times was from proven country stars, not lesser-known artists.

New rock leader **WDWQ**, formerly **WQIZ-FM**, changed format from Dancemusic to Top 40 on February 28. An entire new staff went on-air that day, and a bumper sticker campaign was utilized to boost the station. **WDWQ** become the teen leader in this book as well as a significant force among 18-34 adults also.

WKTM, although slipping four shares 12+, was still tops among 18-34's. The station lost some of its dominance in this demo too, but still led with more than 13%. Black-formatted **WPAL** remained strong in the market and was 18-34 runner-up.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 3112

	A/M '78	A/M '79	A/M '80
1 WPXI-FM	16.5	WXTC-FM	13.8
2 WXTC-FM	13.6	WCSC-FM	13.4
3 WTMA-AM	12.5	WKTH-FM	12.8
4 WPAL-AM	11.5	WPAL-AM	11.8
5 WKTH-FM	11.3	WPXI-FM	10.4
6 WEZL-FM	8.1	WTMA-AM	10.0
7 WWZ-FM	5.6	WEZL-FM	5.5
8 WCSC-AM	4.2	WQIZ-FM	5.3
9 WNCG-AM	4.2	WQSN-AM	3.1
10 WQSN-AM	3.3	WWZ-FM	2.2
11 WOKE-AM	2.5	WNCG-AM	1.4
12 WQIZ-AM	1.3	WOKE-AM	0.8
13 WPWR-FM	0.8	WTWF-FM	0.8
14		WAZS-AM	0.6
15		WQIZ-AM	0.4
16		WBER-AM	0.4

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3112

	A/M '78	A/M '79	A/M '80
1 WPXI-FM	86	WXTC-FM	68
2 WXTC-FM	71	WCSC-AM	66
3 WTMA-AM	65	WKTH-FM	63
4 WPAL-AM	60	WPAL-AM	58
5 WKTH-FM	59	WPXI-FM	51

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WKTH-FM		WTMA-AM	WCSC-AM
2 WXTC-FM		WCSC-AM	WXTC-FM
3 WTMA-AM		WKTH-FM	WEZL-FM
4 WPXI-FM		WXTC-FM	WKTH-FM
5 WEZL-FM		WPAL-AM	WTMA-AM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WPXI-FM		WCSC-AM	WDWQ-FM
2 WXTC-FM		WKTH-FM	WCSC-AM
3 WTMA-AM		WXTC-FM	WXTC-FM
4 WKTH-FM		WPXI-FM	WPAL-AM
5 WPAL-AM		WPAL-AM	WPXI-FM

Teens

	A/M '78	A/M '79	A/M '80
1 WPXI-FM		WKTH-FM	WDWQ-FM
2 WTMA-AM		WPAL-AM	WTMA-AM
3 WPAL-AM		WTMA-AM	WKTH-FM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WTMA-AM		WTMA-AM	WDWQ-FM
2 WPAL-AM		WKTH-FM	WTMA-AM
3 WPXI-FM		WPXI-FM	WKTH-FM

	A/M '78	A/M '79	A/M '80
1 WPXI-FM		WPAL-AM	WDWQ-FM
2 WTMA-AM		WTMA-AM	WTMA-AM
3 WPAL-AM		WKTH-FM	WKTH-FM

Adults 18-34

	A/M '78	A/M '79	A/M '80
1 WKTH-FM		WKTH-FM	WKTH-FM
2 WPXI-FM		WCSC-AM	WPAL-AM
3 WTMA-AM		WPAL-AM	WPXI-FM
4 WPAL-AM		WPXI-FM	WCSC-AM
5 WWZ-FM		WTMA-AM	WDWQ-FM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WKTH-FM		WKTH-FM	WCSC-AM
2 WPXI-FM		WTMA-AM	WKTH-FM
3 WTMA-AM		WCSC-AM	WEZL-FM
4 WPAL-AM		WPAL-AM	WPAL-AM
5 WEZL-FM		WPXI-FM	WTMA-AM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WKTH-FM		WKTH-FM	WKTH-FM
2 WPXI-FM		WCSC-AM	WPAL-AM
3 WWZ-FM		WPXI-FM	WCSC-AM
4 WTMA-AM		WPAL-AM	WPXI-FM
5 WPAL-AM		WXTC-FM	WDWQ-FM

Adults 25-54

	A/M '78	A/M '79	A/M '80
1 WXTC-FM		WXTC-FM	WXTC-FM
2 WEZL-FM		WCSC-AM	WEZL-FM
3 WTMA-AM		WTMA-AM	WCSC-AM
4 WPXI-FM		WPXI-FM	WPAL-AM
5 WKTH-FM		WEZL-FM	WTMA-AM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WEZL-FM		WTMA-AM	WEZL-FM
2 WXTC-FM		WCSC-AM	WXTC-FM
3 WKTH-FM		WXTC-FM	WCSC-AM
4 WTMA-AM		WEZL-FM	WTMA-AM
5 WPXI-FM		WPXI-FM	WKTH-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WXTC-FM		WXTC-FM	WXTC-FM
2 WEZL-FM		WCSC-AM	WEZL-FM
3 WKTH-FM		WPXI-FM	WCSC-AM
4 WPXI-FM		WQSN-AM	WTMA-AM
5 WQSN-AM		WTMA-AM	WKTH-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3112

	A/M '78	A/M '79	A/M '80
1 WTMA-AM	1093	WCSC-AM	959
2 WPXI-FM	852	WTMA-AM	927
3 WKTH-FM	738	WXTC-FM	770
4 WXTC-FM	688	WKTH-FM	736
5 WPAL-AM	628	WPXI-FM	662

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WTMA-AM		WCSC-AM	WCSC-AM
2 WKTH-FM		WTMA-AM	WXTC-FM
3 WPXI-FM		WKTH-FM	WTMA-AM
4 WXTC-FM		WXTC-FM	WKTH-FM
5 WPAL-AM		WPXI-FM	WEZL-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WTMA-AM		WCSC-AM	WCSC-AM
2 WPXI-FM		WKTH-FM	WDWQ-FM
3 WKTH-FM		WXTC-FM	WTMA-AM
4 WXTC-FM		WTMA-AM	WKTH-FM
5 WCSC-AM		WPXI-FM	WPXI-FM

Teens

	A/M '78	A/M '79	A/M '80
1 WTMA-AM		WTMA-AM	WTMA-AM
2 WPXI-FM		WCSC-AM	WDWQ-FM
3 WKTH-FM		WKTH-FM	WCSC-AM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WTMA-AM		WTMA-AM	WDWQ-FM
2 WPXI-FM		WKTH-FM	WKTH-FM
3 WKTH-FM		WPXI-FM	WCSC-AM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WPXI-FM		WTMA-AM	WDWQ-FM
2 WTMA-AM		WKTH-FM	WTMA-AM
3 WKTH-FM		WPXI-FM	WKTH-FM

Adults 18-34

	A/M '78	A/M '79	A/M '80
1 WTMA-AM		WCSC-AM	WKTH-FM
2 WKTH-FM		WKTH-FM	WTMA-AM
3 WPXI-FM		WTMA-AM	WCSC-AM
4 WCSC-AM		WPXI-FM	WPXI-FM
5 WPAL-AM		WPAL-AM	WDWQ-FM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WKTH-FM		WCSC-AM	WKTH-FM
2 WTMA-AM		WKTH-FM	WCSC-AM
3 WPXI-FM		WTMA-AM	WTMA-AM
4 WCSC-AM		WPAL-AM	WPAL-AM
5 WPAL-AM		WPXI-FM	WEZL-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WKTH-FM		WKTH-FM	WKTH-FM
2 WTMA-AM		WCSC-AM	WCSC-AM
3 WPXI-FM		WPXI-FM	WDWQ-FM
4 WWZ-FM		WPAL-AM	WPAL-AM
5 WCSC-AM		WTMA-AM	WTMA-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1486

	A/M '78	A/M '79	A/M '80
1 WTMA-AM		WXTC-FM	WCSC-AM
2 WXTC-FM		WTMA-AM	WXTC-FM
3 WPXI-FM		WCSC-AM	WEZL-FM
4 WKTH-FM		WEZL-FM	WTMA-AM
5 WCSC-AM		WPXI-FM	WKTH-FM

M-F, 6-10am

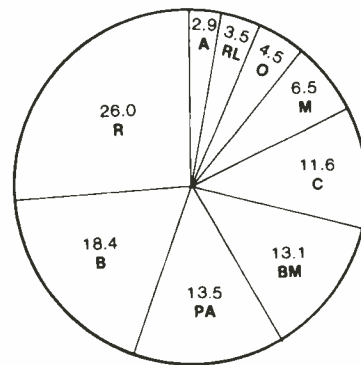
	A/M '78	A/M '79	A/M '80
1 WTMA-AM		WCSC-AM	WCSC-AM
2 WXTC-FM		WXTC-FM	WEZL-FM
3 WKTH-FM		WTMA-AM	WXTC-FM
4 WEZL-FM		WTMA-AM	WTMA-AM
5 WCSC-AM		WPXI-FM	WKTH-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WXTC-FM		WXTC-FM	WCSC-AM
2 WTMA-AM		WCSC-AM	WXTC-FM
3 WKTH-FM		WTMA-AM	WEZL-FM
4 WEZL-FM		WPXI-FM	WTMA-AM
5 WPXI-FM		WEZL-FM	WDWQ-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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METRO RANK

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Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 2175

	A/M '78	A/M '79	A/M '80			
1	WCAW-AM	17.8	WCAW-AM	16.1	WVAF-FM (R)	20.4
2	WKAZ-AM	16.3	WVAF-FM	15.2	WCAW-AM (C)	13.0
3	WCHS-AM	12.3	WCHS-AM	12.1	WCHS-AM (PA)	12.1
4	WTIP-AM	9.5	WKAZ-AM	12.1	WKAZ-AM (R)	11.5
5	WVAF-FM	8.6	WTIO-FM	9.0	WQBE-FM (C)	8.3
6	WBES-FM	6.7	WQBE-FM	8.0	WKLC-FM (A)	7.4
7	WXIT-AM	5.8	WBES-FM	6.2	WTIP-AM (BM)	6.8
8	WTIO-FM	4.9	WTIP-AM	5.3	WBES-FM (BM)	5.0
9	WQBE-FM	3.4	WXIT-AM	2.8	WTIO-FM (BM)	5.0
10	WKLC-FM	3.1	WKLC-FM	1.9	WXIT-AM (R)	1.2
11	WKLC-AM	3.1	WKLC-AM	0.3	WEMM-FM (R)	1.2
12	WZTQ-AM	1.5			WZTQ-AM (PA)	1.2
13	WKEE-FM	1.2			WVFN-FM (M)	0.6
14	WCSW-AM	1.2				
15	WMON-AM	0.9				
16	WEMM-FM	0.6				
17	WKEE-AM					

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2175

	A/M '78	A/M '79	A/M '80			
1	WCAW-AM	58	WCAW-AM	52	WVAF-FM	69
2	WKAZ-AM	53	WVAF-FM	49	WCAW-AM	44
3	WCHS-AM	40	WCHS-AM	39	WCHS-AM	41
4	WTIP-AM	31	WKAZ-AM	39	WKAZ-AM	39
5	WVAF-FM	28	WTIO-FM	29	WQBE-FM	28

M-F, 6-10am

1	WCAW-AM		WCAW-AM		WCHS-AM
2	WKAZ-AM		WCHS-AM		WCAW-AM
3	WCHS-AM		WKAZ-AM		WKAZ-AM
4	WTIP-AM		WVAF-FM		WVAF-FM
5	WVAF-FM		WTIO-FM		WQBE-FM

M-F, 3-7pm

1	WKAZ-AM		WCAW-AM		WVAF-FM
2	WCAW-AM		WVAF-FM		WCAW-AM
3	WCHS-AM		WKAZ-AM		WKAZ-AM
4	WVAF-FM		WCHS-AM		WKLC-FM
5	WBES-FM		WQBE-FM		WCHS-AM

Teens
M-S, 6am-Midnight
POP(00): 275

	A/M '78	A/M '79	A/M '80		
1	WKAZ-AM		WVAF-FM		WVAF-FM
2	WXIT-AM		WKAZ-AM		WKAZ-AM
3	WVAF-FM		WCAW-AM		WCAW-AM

M-F, 6-10am

1	WKAZ-AM		WVAF-FM		WVAF-FM
2	WXIT-AM		WKAZ-AM		WKAZ-AM
3	WCAW-AM		WCAW-AM		WCHS-AM

M-F, 3-7pm

1	WKAZ-AM		WVAF-FM		WVAF-FM
2	WVAF-FM		WKAZ-AM		WCAW-AM
3	WXIT-AM		WCAW-AM		WKAZ-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 719

	A/M '78	A/M '79	A/M '80		
1	WKAZ-AM		WVAF-FM		WVAF-FM
2	WVAF-FM		WKAZ-AM		WKAZ-AM
3	WCAW-AM		WCAW-AM		WKLC-FM
4	WXIT-AM		WCHS-AM		WCAW-AM
5	WCHS-AM		WQBE-FM		WCHS-AM

M-F, 6-10am

1	WKAZ-AM		WVAF-FM		WKAZ-AM
2	WVAF-FM		WKAZ-AM		WVAF-FM
3	WCHS-AM		WCAW-AM		WCHS-AM
4	WCAW-AM		WCHS-AM		WKLC-FM
5	WXIT-AM		WXIT-AM		WCAW-AM

M-F, 3-7pm

1	WKAZ-AM		WVAF-FM		WVAF-FM
2	WVAF-FM		WKAZ-AM		WKAZ-AM
3	WCAW-AM		WCAW-AM		WKLC-FM
4	WXIT-AM		WCHS-AM		WCAW-AM
5	WCHS-AM		WQBE-FM		WCHS-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1055

	A/M '78	A/M '79	A/M '80		
1	WCAW-AM		WCAW-AM		WCAW-AM
2	WKAZ-AM		WCHS-AM		WCHS-AM
3	WCHS-AM		WKAZ-AM		WKAZ-AM
4	WBES-FM		WVAF-FM		WQBE-FM
5	WTIP-AM		WQBE-FM		WVAF-FM

M-F, 6-10am

1	WCAW-AM		WCAW-AM		WCHS-AM
2	WCHS-AM		WCHS-AM		WKAZ-AM
3	WKAZ-AM		WKAZ-AM		WCAW-AM
4	WTIP-AM		WTIP-AM		WQBE-FM
5	WTIO-FM		WVAF-FM		WTIO-FM

M-F, 3-7pm

1	WCAW-AM		WCAW-AM		WCAW-AM
2	WKAZ-AM		WCHS-AM		WKAZ-AM
3	WBES-FM		WKAZ-AM		WKLC-FM
4	WCHS-AM		WVAF-FM		WQBE-FM
5	WTIP-AM		WQBE-FM		WCHS-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2175

	A/M '78	A/M '79	A/M '80			
1	WKAZ-AM	785	WCAW-AM	659	WVAF-FM	692
2	WCHS-AM	701	WCHS-AM	645	WKAZ-AM	666
3	WCAW-AM	624	WKAZ-AM	644	WCHS-AM	655
4	WXIT-AM	357	WVAF-FM	471	WCAW-AM	506
5	WTIP-AM	350	WQBE-FM	331	WKLC-FM	292

M-F, 6-10am

1	WKAZ-AM		WCAW-AM		WKAZ-AM
2	WCHS-AM		WCHS-AM		WCHS-AM
3	WCAW-AM		WKAZ-AM		WVAF-FM
4	WTIP-AM		WVAF-FM		WCAW-AM
5	WVAF-FM		WQBE-FM		WQBE-FM

M-F, 3-7pm

1	WKAZ-AM		WCAW-AM		WKAZ-AM
2	WCAW-AM		WCHS-AM		WVAF-FM
3	WCHS-AM		WVAF-FM		WCAW-AM
4	WVAF-FM		WKAZ-AM		WCHS-AM
5	WXIT-AM		WQBE-FM		WKLC-FM

Teens
M-S, 6am-Midnight
POP(00): 275

	A/M '78	A/M '79	A/M '80		
1	WKAZ-AM		WVAF-FM		WVAF-FM
2	WXIT-AM		WKAZ-AM		WKAZ-AM
3	WVAF-FM		WCHS-AM		WCHS-AM

M-F, 6-10am

1	WKAZ-AM		WVAF-FM		WVAF-FM
2	WXIT-AM		WKAZ-AM		WKAZ-AM
3	WCAW-AM		WCAW-AM		WCHS-AM

M-F, 3-7pm

1	WKAZ-AM		WVAF-FM		WVAF-FM
2	WVAF-FM		WKAZ-AM		WCAW-AM
3	WXIT-AM		WCAW-AM		WKLC-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 719

	A/M '78	A/M '79	A/M '80		
1	WKAZ-AM		WKAZ-AM		WVAF-FM
2	WCHS-AM		WCAW-AM		WKAZ-AM
3	WXIT-AM		WVAF-FM		WKLC-FM
4	WCAW-AM		WCHS-AM		WCHS-AM
5	WVAF-FM		WXIT-AM		WCAW-AM

M-F, 6-10am

1	WKAZ-AM		WKAZ-AM		WKAZ-AM
2	WCHS-AM		WCAW-AM		WVAF-FM
3	WVAF-FM		WVAF-FM		WKLC-FM
4	WCAW-AM		WCHS-AM		WCHS-AM
5	WXIT-AM		WXIT-AM		WCAW-AM

M-F, 3-7pm

1	WKAZ-AM		WKAZ-AM		WKAZ-AM
2	WVAF-FM		WVAF-FM		WVAF-FM
3	WCAW-AM		WCAW-AM		WCHS-AM
4	WCHS-AM		WCHS-AM		WCHS-AM
5	WXIT-AM		WXIT-AM		WCAW-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1055

	A/M '78	A/M '79	A/M '80		
1	WCAW-AM		WCAW-AM		WKAZ-AM
2	WCHS-AM		WCHS-AM		WCHS-AM
3	WKAZ-AM		WKAZ-AM		WCAW-AM
4	WQBE-FM		WQBE-FM		WVAF-FM
5	WBES-FM		WVAF-FM		WQBE-FM

M-F, 6-10am

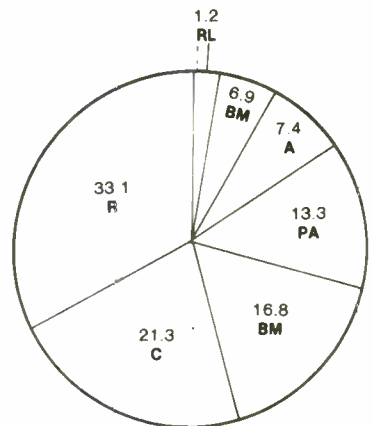
1	WCAW-AM		WCAW-AM		WKAZ-AM
2	WCHS-AM		WCHS-AM		WCHS-AM
3	WKAZ-AM		WKAZ-AM		WCAW-AM
4	WTIP-AM		WQBE-FM		WVAF-FM
5	WQBE-FM		WTIP-AM		WQBE-FM

M-F, 3-7pm

1	WCAW-AM		WCAW-AM		WKAZ-AM
2	WKAZ-AM		WCHS-AM		WCHS-AM
3	WCHS-AM		WKAZ-AM		WCAW-AM
4	WBES-FM		WQBE-FM		WVAF-FM
5	WTIP-AM		WVAF-FM		WQBE-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Charlotte-Gastonia

METRO RANK

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A/M '80 Market Overview

Market fragmentation led to overall declines on the part of **WBT** and the other market leaders this book. While **WBT**, **WSOC-FM**, **WAYS**, and **WROQ** slipped on the 12+ scoreboard, others like **WEZC**, **WSOC**, **WGIV**, and **WPEG** earned much healthier shares.

There is still no doubt about which station leads in the key sales demos. P/A giant **WBT** duplicated its feat of last fall, leading both the 18-34 and 25-54 demos. The station's core 25-34 strength is a solid building block. **WBT** was even able to add to its 25-54 share, tallying almost 22%. Second was Country **WSOC-FM**, whose 25-54 share has slipped over the last two books. In A/M '79 results **WSOC-FM** garnered about 19%, compared to just over 12% now.

The 18-34 audience is marked by much fragmentation and competition. **WBT** was still on top, but its share has eroded slightly over the last several books, from more than 20% to just under 16%. **AOR WBCY** earned the runner-up spot among 18-34 year olds, with a share of more than 14%, its best showing ever. **WBCY's** young male numbers remained strong but its female numbers were softer.

AOR WROQ was third in the 18-34 demo and fourth overall in the market, but both shares de-

clined slightly. Compared to last spring, however, **WROQ's** 18-34 share was relatively level. The station used an extensive ad campaign this time, featuring TV, newspaper, busboards and billboards. The total ad expenditure was lower than in previous efforts, however.

Top 40 **WAYS** also experienced slight erosion in its 12+ and 18-34 shares. The station ended up tied with **WSOC-FM** in the 18-34 standings. As usual, **WAYS** utilized its ongoing TV/billboard campaign for external advertising. On-air the station aired a team concept in PM drive, with the usual host joined by the morning show's funny man to do comedy bits. **WAYS** did have its best PM drive male numbers in recent years. The station's teen audience continued to decline, a positive sign since **WAYS** has a more adult-targeted audience.

Black stations **WGIV** and **WPEG** are carving a niche in the 18-34 cell. Each won about 8% of the audience in that demo, with **WGIV** showing a consistently rising trend over the last three books.

Beautiful Music **WEZC** rebounded, making a series of moves calculated to bring that result about. Using the motto "Swing Over To **WEZC**," the station devised a special billboard with a swing on it. During the last survey week there was a young lady on the swing every day, attracting attention the station's slogan. On-air, **WEZC** used a call-in song-identifying contest several times daily to build time spent listening. Grand prize was a trip for two anywhere in the world. Musically, **WEZC** continued its unusual policy of not using a syndicator but rather procuring its own music.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 5039

A/M '79	O/N '79	A/M '80
1 WBT -AM	17.7	17.2
2 WSOC-FM	14.4	12.6
3 WAYS-AM	11.1	9.7
4 WEZC-FM	10.2	10.4
5 WBCY-FM	8.2	7.2
6 WROQ-FM	6.9	6.8
7 WGIV-AM	5.5	5.4
8 WPEG-FM	5.3	4.9
9 WSOC-AM	3.5	4.7
10 WAME-AM	2.9	2.6
11 WIXE-AM	1.9	1.7
12 WIST-AM	1.5	1.7
13 WLTC-AM	1.1	1.4
14 WHVN-AM	1.0	1.3
15 WZXI-FM	1.0	1.0
16 WRPL-AM	0.8	0.8
17 WGNC-AM	0.7	0.8
18 WCSL-AM	0.4	0.4
19		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 5039

A/M '79	O/N '79	A/M '80
1 WBT -AM	128	117
2 WSOC-FM	104	82
3 WAYS-AM	80	73
4 WEZC-FM	74	69
5 WBCY-FM	59	66

A/M '79	O/N '79	A/M '80
1 WBT -AM		
2 WAYS-AM		
3 WSOC-FM		
4 WEZC-FM		
5 WROQ-FM		

A/M '79	O/N '79	A/M '80
1 WBT -AM		
2 WSOC-FM		
3 WAYS-AM		
4 WEZC-FM		
5 WBCY-FM		

Teens

M-S, 6am-Midnight
POP(00): 636

A/M '79	O/N '79	A/M '80
1 WAYS-AM		
2 WBT -AM		
3 WROQ-FM		

A/M '79	O/N '79	A/M '80
1 WAYS-AM		
2 WBT -AM		
3 WROQ-FM		

Adults 18-34

M-S, 6am-Midnight
POP(00): 1917

A/M '79	O/N '79	A/M '80
1 WBT -AM		
2 WSOC-FM		
3 WBCY-FM		
4 WAYS-AM		
5 WROQ-FM		

A/M '79	O/N '79	A/M '80
1 WBT -AM		
2 WAYS-AM		
3 WSOC-FM		
4 WROQ-FM		
5 WBCY-FM		

A/M '79	O/N '79	A/M '80
1 WBT -AM		
2 WSOC-FM		
3 WBCY-FM		
4 WPEG-FM		
5 WROQ-FM		

Adults 25-54

M-S, 6am-Midnight
POP(00): 2545

A/M '79	O/N '79	A/M '80
1 WBT -AM		
2 WSOC-FM		
3 WEZC-FM		
4 WAYS-AM		
5 WBCY-FM		

A/M '79	O/N '79	A/M '80
1 WBT -AM		
2 WSOC-FM		
3 WAYS-AM		
4 WEZC-FM		
5 WROQ-FM		

A/M '79	O/N '79	A/M '80
1 WSOC-FM		
2 WBT -AM		
3 WEZC-FM		
4 WBCY-FM		
5 WAYS-AM		

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 5039

A/M '79	O/N '79	A/M '80
1 WBT -AM	1932	1774
2 WAYS-AM	1657	1346
3 WSOC-FM	1179	1049
4 WBCY-FM	885	985
5 WROQ-FM	855	775

A/M '79	O/N '79	A/M '80
1 WBT -AM		
2 WAYS-AM		
3 WSOC-FM		
4 WROQ-FM		
5 WGIV-AM		

A/M '79	O/N '79	A/M '80
1 WBT -AM		
2 WAYS-AM		
3 WSOC-FM		
4 WBCY-FM		
5 WEZC-FM		

Teens

M-S, 6am-Midnight
POP(00): 636

A/M '79	O/N '79	A/M '80
1 WAYS-AM		
2 WBT -AM		
3 WROQ-FM		

A/M '79	O/N '79	A/M '80
1 WAYS-AM		
2 WBT -AM		
3 WROQ-FM		

A/M '79	O/N '79	A/M '80
1 WAYS-AM		
2 WBT -AM		
3 WBCY-FM		

Adults 18-34

M-S, 6am-Midnight
POP(00): 1917

A/M '79	O/N '79	A/M '80
1 WBT -AM		
2 WAYS-AM		
3 WROQ-FM		
4 WBCY-FM		
5 WSOC-FM		

A/M '79	O/N '79	A/M '80
1 WBT -AM		
2 WAYS-AM		
3 WROQ-FM		
4 WBCY-FM		
5 WSOC-FM		

A/M '79	O/N '79	A/M '80
1 WBT -AM		
2 WBCY-FM		
3 WAYS-AM		
4 WSOC-FM		
5 WROQ-FM		

Adults 25-54

M-S, 6am-Midnight
POP(00): 2545

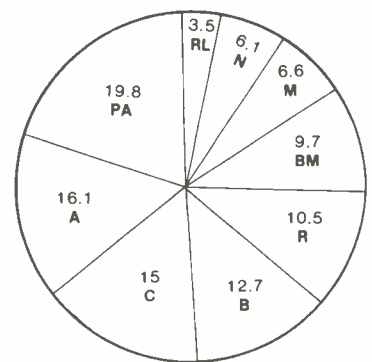
A/M '79	O/N '79	A/M '80
1 WBT -AM		
2 WSOC-FM		
3 WAYS-AM		
4 WEZC-FM		
5 WSOC-AM		

A/M '79	O/N '79	A/M '80
1 WBT -AM		
2 WAYS-AM		
3 WSOC-FM		
4 WEZC-FM		
5 WSOC-AM		

A/M '79	O/N '79	A/M '80
1 WBT -AM		
2 WSOC-FM		
3 WAYS-AM		
4 WEZC-FM		
5 WBCY-FM		

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Chattanooga

METRO RANK **84**

A/M '80 Market Overview

For the second straight Chattanooga Arbitron, Top 40 WSKZ was on top overall, with considerable movement below. In the O/N '79 results there were just three stations with double-digit shares, while in this book there were five. Country WDOO and Black-formatted WNOO showed significant increases.

The O/N '79 survey was such a good one for WSKZ that perhaps it could have been expected to slip in subsequent sweeps. In this survey, the station's share of the 18-34 cell, while still dominant (about 26%), was lower than in fall but notably higher than last spring. The station spent less this sweep than in the past, and all its ad dollars were put into TV. Station promotion activities included the stand-ard ticket and T-shirt giveaways, plus a balloon race cosponsored with Coca-Cola. 10,000 people turned out for this event.

WNOO showed as a major 18-34 factor. It kept a low profile, using no advertising and little on-air promotion, but nevertheless garnered an 18-34 share of more than 16%. The dramatic WNOO surge was largely caused by female diarykeepers — the women 18-34 came for the station doubled, while the average audience figures went up more than 200%. As sometimes happens with ethnically-formatted stations, the diary return may have had an impact here. The number of returned diaries from telephone-retrived homes was down 26% — and while some non-ethnic persons are surveyed by telephone, this number probably means there were fewer black diaries in-tab, thus adding to the value of each of those diaries.

There was a new 25-54 leader as Country WDOO edged out BM station WDEF-FM. Many of the WDOO gains came among female turners-in across many demos. As a result the station earned a 25-54 share of almost 16% against WDEF-FM's just under 15%. WDOO spent less in advertising this past sweep, but what was spent was put totally into TV spots, as opposed to the previous survey in which the ad effort was split between TV and newspaper ads.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 3434

	A/M '79	O/N '79	A/M '80			
1	WDEF-AM	18.7	WSKZ-FM	17.8	WSKZ-FM (R)	15.1
2	WSKZ-FM	12.4	WDEF-FM	14.9	WDEF-AM (PA)	14.6
3	WDOO-AM	9.8	WDFP-AM	14.3	WDOO-AM (C)	13.5
4	WFLI-AM	8.3	WDOO-AM	8.2	WDEF-FM (BB)	12.5
5	WDEF-FM	7.9	WNOO-AM	8.0	WNOO-AM (B)	11.2
6	WNOO-AM	6.9	WGOV-AM	6.7	WGOV-AM (R)	5.6
7	WGOV-AM	6.1	WFLI-AM	5.1	WFLI-AM (R)	4.5
8	WLFA-AM	5.7	WDOO-FM	4.0	WDXB-AM (C)	3.7
9	WDOO-FM	5.1	WDXB-AM	3.8	WDOO-FM (BB)	2.6
10	WMOC-AM	3.3	WLFA-AM	2.4	WMOC-AM (RL)	2.4
11	WEPG-AM	2.6	WZDQ-FM	2.2	WEPG-AM (PA)	1.1
12	WZDQ-FM	1.4	WMOC-AM	1.6	WSIM-FM (R)	0.9
13	WSIM-FM	0.6	WSIM-FM	1.1	WZDQ-FM (A)	0.9
14	WDXB-AM	0.4	WRIP-AM	0.4	WRIP-AM (RL)	0.4
15			WEPG-AM	0.4		
16			WOWE-FM	0.4		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3434

	A/M '79	O/N '79	A/M '80			
1	WDEF-AM	92	WSKZ-FM	80	WSKZ-FM	70
2	WSKZ-FM	61	WDEF-FM	67	WDEF-AM	68
3	WDOO-AM	48	WDEF-AM	64	WDOO-AM	63
4	WFLI-AM	41	WDOO-AM	37	WDEF-FM	58
5	WDEF-FM	39	WNOO-AM	36	WNOO-AM	52

M-F, 6-10am

1	WDEF-AM	WDEF-AM	WDEF-AM
2	WDEF-FM	WDEF-FM	WDOO-AM
3	WSKZ-FM	WSKZ-FM	WDEF-FM
4	WDOO-AM	WDOO-AM	WSKZ-FM
5	WFLI-AM	WNOO-AM	WNOO-AM

M-F, 3-7pm

1	WDEF-AM	WSKZ-FM	WSKZ-FM
2	WSKZ-FM	WDEF-FM	WDOO-AM
3	WDOO-AM	WDEF-AM	WNOO-AM
4	WFLI-AM	WDOO-AM	WDEF-FM
5	WDEF-FM	WFLI-AM	WDEF-AM

Teens
M-S, 6am-Midnight
POP(00): 437

	A/M '79	O/N '79	A/M '80
1	WSKZ-FM	WSKZ-FM	WSKZ-FM
2	WFLI-AM	WGOV-AM	WGOV-AM
3	WGOV-AM	WNOO-AM	WNOO-AM

M-F, 6-10am

1	WSKZ-FM	WSKZ-FM	WSKZ-FM
2	WFLI-AM	WNOO-AM	WNOO-AM
3	WNOO-AM	WDEF-AM	WGOV-AM

M-F, 3-7pm

1	WSKZ-FM	WSKZ-FM	WSKZ-FM
2	WFLI-AM	WFLI-AM	WNOO-AM
3	WGOV-AM	WGOV-AM	WGOV-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1220

	A/M '79	O/N '79	A/M '80
1	WSKZ-FM	WSKZ-FM	WSKZ-FM
2	WDOO-AM	WGOV-AM	WNOO-AM
3	WFLI-AM	WFLI-AM	WGOV-AM
4	WDEF-AM	WDEF-AM	WDOO-AM
5	WGOV-AM	WDEF-FM	WFLI-AM

M-F, 6-10am

1	WSKZ-FM	WSKZ-FM	WSKZ-FM
2	WDEF-AM	WDEF-AM	WDEF-AM
3	WDOO-AM	WFLI-AM	WNOO-AM
4	WFLI-AM	WDEF-FM	WGOV-AM
5	WGOV-AM	WGOV-AM	WDOO-AM

M-F, 3-7pm

1	WSKZ-FM	WSKZ-FM	WSKZ-FM
2	WDOO-AM	WZDQ-FM	WNOO-AM
3	WNOO-AM	WGOV-AM	WGOV-AM
4	WFLI-AM	WFLI-AM	WDOO-AM
5	WDEF-FM	WDEF-FM	WFLI-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1639

	A/M '79	O/N '79	A/M '80
1	WDEF-AM	WSKZ-FM	WDOO-AM
2	WDOO-AM	WDEF-FM	WDEF-FM
3	WDEF-FM	WDEF-AM	WSKZ-FM
4	WSKZ-FM	WDOO-AM	WDEF-AM
5	WNOO-AM	WGOV-AM	WNOO-AM

M-F, 6-10am

1	WDEF-AM	WDEF-AM	WDEF-AM
2	WDEF-FM	WDEF-FM	WDOO-AM
3	WDOO-AM	WSKZ-FM	WDEF-FM
4	WSKZ-FM	WDOO-AM	WSKZ-FM
5	WFLI-AM	WDOO-FM	WGOV-AM

M-F, 3-7pm

1	WDOO-AM	WSKZ-FM	WSKZ-FM
2	WDEF-AM	WDEF-FM	WDOO-AM
3	WSKZ-FM	WDEF-AM	WDEF-FM
4	WNOO-AM	WDOO-AM	WNOO-AM
5	WFLI-AM	WDOO-FM	WGOV-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3434

	A/M '79	O/N '79	A/M '80			
1	WDEF-AM	984	WDEF-AM	1040	WDEF-AM	1065
2	WFLI-AM	914	WSKZ-FM	894	WDEF-FM	R22
3	WDEF-FM	703	WDEF-FM	759	WSKZ-FM	791
4	WGOV-AM	678	WDOO-AM	692	WDOO-AM	E 87
5	WSKZ-FM	676	WFLI-AM	641	WGOV-AM	663

M-F, 6-10am

1	WDEF-AM	WDEF-AM	WDEF-AM
2	WFLI-AM	WSKZ-FM	WDEF-FM
3	WDEF-FM	WDEF-FM	WSKZ-FM
4	WSKZ-FM	WFLI-AM	WDOO-AM
5	WDOO-AM	WDOO-AM	WGOV-AM

M-F, 3-7pm

1	WFLI-AM	WSKZ-FM	WSKZ-FM
2	WSKZ-FM	WDEF-AM	WDEF-AM
3	WDEF-AM	WDEF-FM	WDOO-AM
4	WGOV-AM	WFLI-AM	WGOV-AM
5	WDOO-AM	WGOV-AM	WDEF-FM

Teens
M-S, 6am-Midnight
POP(00): 437

	A/M '79	O/N '79	A/M '80
1	WSKZ-FM	WSKZ-FM	WSKZ-FM
2	WFLI-AM	WFLI-AM	WGOV-AM
3	WGOV-AM	WGOV-AM	WFLI-AM

M-F, 6-10am

1	WSKZ-FM	WSKZ-FM	WSKZ-FM
2	WFLI-AM	WFLI-AM	WGOV-AM
3	WGOV-AM	WGOV-AM	WFLI-AM

M-F, 3-7pm

1	WSKZ-FM	WSKZ-FM	WSKZ-FM
2	WFLI-AM	WFLI-AM	WFLI-AM
3	WGOV-AM	WGOV-AM	WGOV-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1220

	A/M '79	O/N '79	A/M '80
1	WFLI-AM	WSKZ-FM	WSKZ-FM
2	WGOV-AM	WGOV-AM	WGOV-AM
3	WSKZ-FM	WFLI-AM	WFLI-AM
4	WDOO-AM	WDOO-AM	WNOO-AM
5	WDEF-AM	WDEF-AM	WDEF-AM

M-F, 6-10am

1	WFLI-AM	WSKZ-FM	WSKZ-FM
2	WSKZ-FM	WGOV-AM	WGOV-AM
3	WGOV-AM	WFLI-AM	WDEF-AM
4	WDEF-AM	WDEF-AM	WNOO-AM
5	WDOO-AM	WDEF-FM	WDEF-FM

M-F, 3-7pm

1	WSKZ-FM	WSKZ-FM	WSKZ-FM
2	WFLI-AM	WSKZ-FM	WGOV-AM
3	WGOV-AM	WFLI-AM	WNOO-AM
4	WDOO-AM	WZDQ-FM	WFLI-AM
5	WNOO-AM	WDOO-AM	WDEF-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1639

	A/M '79	O/N '79	A/M '80
1	WDEF-AM	WDEF-AM	WDEF-AM
2	WDOO-AM	WSKZ-FM	WDEF-FM
3	WFLI-AM	WDEF-FM	WDOO-AM
4	WDEF-FM	WDOO-AM	WSKZ-FM
5	WGOV-AM	WGOV-AM	WGOV-AM

M-F, 6-10am

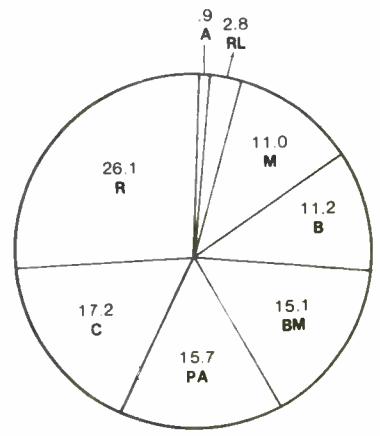
1	WDEF-AM	WDEF-AM	WDEF-AM
2	WDEF-FM	WDEF-FM	WDEF-FM
3	WDOO-AM	WSKZ-FM	WDOO-AM
4	WFLI-AM	WDOO-AM	WSKZ-FM
5	WGOV-AM	WGOV-AM	WGOV-AM

M-F, 3-7pm

1	WDOO-AM	WSKZ-FM	WSKZ-FM
2	WFLI-AM	WDEF-AM	WDOO-AM
3	WDEF-AM	WDOO-AM	WDEF-AM
4	WGOV-AM	WDEF-FM	WGOV-AM
5	WSKZ-FM	WGOV-AM	WDEF-FM

Format Penetration Chart

Based On Total Persons 12 +
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Chicago

METRO RANK

3

A/M '80 Market Overview

The pecking order remained largely the same in Chicago, as perennial kingpin WGN led the market, followed by WLOO and WBBM. Good news for advertisers looking at this set of Arbitron results is that the diary in-tab total is up 82% compared to last spring, up 57% compared to the Winter sweep, thanks to the initial implementation of Quarterly Measurement in Chicago. As a result, decisions made on these numbers can be made with more confidence than usual.

One aspect of the longer Quarterly Measurement sweeps is that stations that carry sports may get more games included during a survey. This should have helped WGN and WBBM, who carry the Cubs and White Sox baseball, respectively. However, both stations' overall shares this spring were down slightly from A/M '79 results. Among adults 25-54, WGN still led with more than 10% of the audience, but that figure was down from last year. WBBM's 25-54 share was just under 8% this sweep, up just slightly. Last spring WBBM did not carry the White Sox, so the Spring '80 numbers were the first to be affected by the team.

While WGN spent most of its ad dollars on TV, WBBM used a multimedia campaign involving TV (not used in the previous sweep), newspaper, busboards and billboards. More dollars were spent this sweep on outside advertising than in previous efforts.

Beautiful Music leader WLOO, which uses the FM-100 musical package, dipped in both its 12+ and its 25-54 shares. Although WLOO's 12+ share was comparable to last spring's figure, the 25-54 decline was more apparent. The station lost two shares between the J/F '80 report and the Spring '80 results, which were also below the A/M '79 figures.

WLS and WLUP continued to be the 18-34 headliners. WLUP had a fractional lead over WLS in the spring's 18-34 share figures, with WFYR in third place. WLUP's 18-34 share has remained relatively steady, although the station's overall share has been declining for several books, as the Loop has been trying (with some success) to shed some of its teens. Although teens still comprise the largest segment of the WLUP average quarter-hour audience, their raw numbers are slipping, and men 18-24 are becoming more of a relative factor. WLS also still has a sizable teen audience, but the station has a strong adult 24-44 core as well. Promotionally, WLUP advertised in local rock papers and sponsored concerts and movie premieres, while WLS gave away a \$75,000 "Dream Home" during the sweep.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 62564

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WGN -AM	11.0	WGN -AM	11.7	WGN -AM	10.5
2 WLS -AM	7.9	WLOO-FM	7.4	WLOO-FM	8.2
3 WLOO-FM	6.9	WLUP-FM	7.3	WLS -AM	6.2
4 WBBM-AM	6.9	WLS -AM	6.4	WBBM-AM	6.1
5 WLUP-FM	5.3	WBBM-AM	5.5	WLAK-FM	5.6
6 WMAO-AM	4.7	WBBM-AM	5.4	WLUP-FM	4.9
7 WIND-AM	4.7	WMAO-AM	4.3	WMAO-AM	4.5
8 WBBM-AM	4.3	WLAK-FM	4.3	WIND-AM	4.3
9 WLAK-FM	4.2	WIND-AM	4.0	WBBM-AM	4.2
10 WCLR-FM	3.5	WFYR-FM	3.1	WCLR-FM	3.1
11 WVON-AM	3.2	WCLR-FM	3.2	WFYR-FM	2.9
12 WFYR-FM	3.0	WEFM-FM	2.5	WVON-AM	2.8
13 WEFM-FM	2.7	WKQX-FM	2.5	WKQX-FM	2.7
14 WDAI-FM	2.2	WGCI-FM	2.4	WGCI-FM	2.7
15 WBBM-AM	2.1	WVON-AM	2.4	WJZZ-FM	2.5
16 WJJD-AM	2.0	WDAI-FM	2.4	WMET-FM	2.2
17 WAIT-AM	2.0	WAIT-AM	2.2	WBBM-AM	2.2
18 WJPC-AM	1.9	WJPC-AM	2.2	WVON-AM	1.9
19 WGCI-FM	1.9	WBBM-AM	1.8	WBBM-AM	1.8
20 WXRT-FM	1.8	WXRT-FM	1.7	WJPC-AM	2.1
21 WJZZ-FM	1.7	WJZZ-FM	1.7	WFMT-FM	2.0
22 WKQX-FM	1.4	WOJO-FM	1.3	WXRT-FM	1.8
23 WMET-FM	1.4	WCFL-AM	1.2	WDAI-FM	1.7
24 WFMT-FM	1.2	WFMT-FM	1.2	WJJD-AM	1.3
25 WOJO-FM	1.1	WMET-FM	1.2	WOJO-FM	0.8
26 WCFL-AM	0.8	WJJD-AM	1.0	WCFL-AM	0.5
27 WYEN-FM	0.7	WAUR-FM	0.7	WXFM-FM	0.5
28 WJOL-AM	0.7	WYEN-FM	0.5	WJOL-AM	0.5
29 WXFH-FM	0.6	WJOB-AM	0.4	WOPA-AM	0.5
30 WOPA-AM	0.5	WNIB-FM	0.3	WNIB-FM	0.4
31 WACA-AM	0.3	WACA-AM	0.3	WAUR-FM	0.4
32 WJOB-AM	0.3	WOPA-AM	0.3	WJOB-AM	0.4
33 WNIB-FM	0.3	WFMT-FM	0.3	WYEN-FM	0.3
34 WFMT-FM	0.1				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 62564

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WGN -AM	1152	WGN -AM	1178	WGN -AM	1078
2 WLS -AM	830	WLOO-FM	741	WLOO-FM	848
3 WLOO-FM	728	WLUP-FM	736	WLS -AM	641
4 WBBM-AM	724	WLS -AM	643	WBBM-AM	624
5 WLUP-FM	555	WBBM-AM	548	WLAK-FM	579
6 WMAO-AM	498	WBBM-AM	546	WLUP-FM	510
7 WIND-AM	490	WMAO-AM	436	WMAO-AM	460
8 WBBM-AM	456	WLAK-FM	433	WIND-AM	445
9 WLAK-FM	445	WIND-AM	398	WBBM-AM	430
10 WCLR-FM	365	WFYR-FM	308	WCLR-FM	318

M-F, 6-10am

1 WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM
2 WBBM-AM	WBBM-AM	WBBM-AM	WBBM-AM	WBBM-AM
3 WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
4 WMAO-AM	WLOO-FM	WLOO-FM	WLOO-FM	WMAO-AM
5 WIND-AM	WLOO-FM	WMAO-AM	WIND-AM	WLUP-FM
6 WLUP-FM	WMAO-AM	WLUP-FM	WMAO-AM	WLOO-FM
7 WLOO-FM	WIND-AM	WIND-AM	WIND-AM	WIND-AM
8 WCLR-FM	WBBM-AM	WLAK-FM	WBBM-AM	WFYR-FM
9 WLAK-FM	WLAK-FM	WBBM-AM	WLAK-FM	WLAK-FM
10 WBBM-AM	WFYR-FM	WFYR-FM	WGCI-FM	WJZZ-FM

M-F, 3-7pm

1 WGN -AM	WGN -AM	WGN -AM	WLOO-FM	WGN -AM
2 WLS -AM	WLOO-FM	WLOO-FM	WGN -AM	WLOO-FM
3 WLOO-FM	WLS -AM	WLS -AM	WMAO-AM	WLS -AM
4 WLUP-FM	WLUP-FM	WLAK-FM	WLAK-FM	WLAK-FM
5 WMAO-AM	WBBM-AM	WMAO-AM	WIND-AM	WBBM-AM
6 WBBM-AM	WBBM-AM	WMAO-AM	WLS -AM	WMAO-AM
7 WBBM-AM	WLAK-FM	WBBM-AM	WIND-AM	WBBM-AM
8 WLAK-FM	WMAO-AM	WBBM-AM	WLUP-FM	WLUP-FM
9 WVON-AM	WFYR-FM	WCLR-FM	WBBM-AM	WGCI-FM
10 WEFM-FM	WCLR-FM	WIND-AM	WKQX-FM	WFYR-FM

Teens
M-S, 6am-Midnight
POP(00): 8229

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WLS -AM	WLUP-FM	WLUP-FM	WLUP-FM	WLUP-FM	WLS -AM
2 WEFM-FM	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WEFM-FM
3 WLUP-FM	WEFM-FM	WEFM-FM	WEFM-FM	WEFM-FM	WLUP-FM

M-F, 6-10am

1 WLS -AM	WLUP-FM	WLUP-FM	WLUP-FM	WLS -AM
2 WLUP-FM	WLS -AM	WLS -AM	WLS -AM	WLUP-FM
3 WEFM-FM	WBBM-AM	WEFM-FM	WEFM-FM	WEFM-FM

M-F, 3-7pm

1 WLS -AM	WLUP-FM	WLUP-FM	WLUP-FM	WLS -AM
2 WEFM-FM	WLS -AM	WLS -AM	WLS -AM	WEFM-FM
3 WVON-AM	WEFM-FM	WEFM-FM	WEFM-FM	WGCI-FM

Adults 18-34
M-S, 6am, Midnight
POP(00): 22546

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WLUP-FM	WLUP-FM	WLS -AM	WLS -AM	WLS -AM	WLUP-FM
2 WLS -AM	WBBM-AM	WLUP-FM	WLUP-FM	WLUP-FM	WLS -AM
3 WBBM-AM	WLS -AM	WBBM-AM	WBBM-AM	WFYR-FM	WBBM-AM
4 WFYR-FM	WFYR-FM	WFYR-FM	WKQX-FM	WKQX-FM	WFYR-FM
5 WCLR-FM	WKQX-FM	WGCI-FM	WFYR-FM	WFYR-FM	WBBM-AM
6 WBBM-AM	WGN -AM	WCLR-FM	WGCI-FM	WGCI-FM	WGCI-FM
7 WXRT-FM	WDAI-FM	WXRT-FM	WMET-FM	WBBM-AM	WMET-FM
8 WDAI-FM	WGCI-FM	WJPC-AM	WLOO-FM	WXRT-FM	WJPC-AM
9 WGCI-FM	WXRT-FM	WKQX-FM	WMAO-AM	WEFM-FM	WMAO-AM
10 WGN -AM	WCLR-FM	WMET-FM	WXRT-FM	WXRT-FM	WCLR-FM

M-F, 6-10am

1 WLS -AM	WLUP-FM	WLS -AM	WLS -AM	WLUP-FM
2 WLUP-FM	WLS -AM	WLUP-FM	WLUP-FM	WLS -AM
3 WGN -AM	WFYR-FM	WFYR-FM	WGN -AM	WFYR-FM
4 WFYR-FM	WBBM-AM	WGN -AM	WBBM-AM	WGN -AM
5 WCLR-FM	WGN -AM	WBBM-AM	WFYR-FM	WBBM-AM
6 WBBM-AM	WBBM-AM	WGCI-FM	WKQX-FM	WGCI-FM
7 WMAO-AM	WMAO-AM	WCLR-FM	WMAO-AM	WMAO-AM
8 WIND-AM	WCLR-FM	WKQX-FM	WLOO-FM	WBBM-AM
9 WBBM-AM	WEFM-FM	WMAO-AM	WGCI-FM	WKQX-FM
10 WBBM-AM	WKQX-FM	WVON-AM	WCLR-FM	WBBM-AM

M-F, 3-7pm

1 WLUP-FM	WLUP-FM	WLS -AM	WLS -AM	WFYR-FM
2 WLS -AM	WLS -AM	WLUP-FM	WLUP-FM	WLS -AM
3 WBBM-AM	WBBM-AM	WBBM-AM	WKQX-FM	WLUP-FM
4 WFYR-FM	WFYR-FM	WFYR-FM	WFYR-FM	WKQX-FM
5 WBBM-AM	WXRT-FM	WCLR-FM	WBBM-AM	WBBM-AM
6 WMAO-AM	WDAI-FM	WXRT-FM	WMAO-AM	WGCI-FM
7 WCLR-FM	WKQX-FM	WMET-FM	WLOO-FM	WXRT-FM
8 WXRT-FM	WLOO-FM	WGCI-FM	WBBM-AM	WEFM-FM
9 WDAI-FM	WGCI-FM	WKQX-FM	WXRT-FM	WCLR-FM
10 WEFM-FM	WBBM-AM	WJPC-AM	WMET-FM	WBBM-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 30183

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM
2 WLOO-FM	WLS -AM	WLOO-FM	WLOO-FM	WLS -AM	WLS -AM
3 WLS -AM	WLOO-FM	WLAK-FM	WMAO-AM	WMAO-AM	WLOO-FM
4 WBBM-AM	WBBM-AM	WBBM-AM	WBBM-AM	WMAO-AM	WMAO-AM
5 WMAO-AM	WBBM-AM	WLS -AM	WLS -AM	WLS -AM	WBBM-AM
6 WCLR-FM	WMAO-AM	WMAO-AM	WMAO-AM	WMAO-AM	WLAK-FM
7 WLAK-FM	WLAK-FM	WCLR-FM	WIND-AM	WIND-AM	WIND-AM
8 WBBM-AM	WCLR-FM	WCLR-FM	WCLR-FM	WFYR-FM	WFYR-FM
9 WFYR-FM	WIND-AM	WBBM-AM	WKQX-FM	WKQX-FM	WCLR-FM
10 WIND-AM	WFYR-FM	WJZZ-FM	WAIT-AM	WAIT-AM	WJZZ-FM

M-F, 6-10am

1 WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM
2 WLS -AM	WLS -AM	WBBM-AM	WBBM-AM	WLS -AM
3 WBBM-AM	WBBM-AM	WLS -AM	WLS -AM	WBBM-AM
4 WMAO-AM	WLOO-FM	WMAO-AM	WMAO-AM	WMAO-AM
5 WLOO-FM	WMAO-AM	WMAO-AM	WLOO-FM	WLOO-FM
6 WCLR-FM	WIND-AM	WLAK-FM	WIND-AM	WIND-AM
7 WLAK-FM	WBBM-AM	WFYR-FM	WLAK-FM	WJZZ-FM
8 WIND-AM	WFYR-FM	WBBM-AM	WCLR-FM	WLUP-FM
9 WFYR-FM	WLUP-FM	WCLR-FM	WBBM-AM	WFYR-FM
10 WBBM-AM	WLAK-FM	WLUP-FM	WKQX-FM	WCLR-FM

M-F, 3-7pm

1 WGN -AM	WGN -AM	WLOO-FM	WLOO-FM	WGN -AM
2 WLOO-FM	WLS -AM	WGN -AM	WGN -AM	WLOO-FM
3 WLS -AM	WLOO-FM	WLAK-FM	WMAO-AM	WLS -AM
4 WMAO-AM	WMAO-AM	WMAO-AM	WMAO-AM	WMAO-AM
5 WBBM-AM	WBBM-AM	WLS -AM	WLS -AM	WBBM-AM
6 WLAK-FM	WBBM-AM	WCLR-FM	WBBM-AM	WCLR-FM
7 WBBM-AM	WCLR-FM	WBBM-AM	WCLR-FM	WLAK-FM
8 WCLR-FM	WFYR-FM	WFYR-FM	WIND-AM	WFYR-FM
9 WFYR-FM	WLAK-FM	WJZZ-FM	WAIT-AM	WIND-AM
10 WJZZ-FM	WLUP-FM	WKQX-FM	WKQX-FM	WJZZ-FM

WFYR IS THE #1 FM STATION IN CHICAGO, ADULTS 18-49! (AND WFYR IS #3 OF ALL AM AND FM STATIONS IN THE MARKET.)*

CHICAGO'S TOP FIFTEEN RADIO STATIONS*

1. WLS (AM)	45200
2. WGN (AM)	40900
3. WFYR 103½ FM	31800
4. WMAQ (AM)	30700
5. WLUP (FM)	29800
6. WLOO (FM)	29200
7. WKQX (FM)	27500
8. WBMX (FM)	26600
9. WGCI (FM)	24800
10. WBBM (AM)	24700
11. WCLR (FM)	23400
12. WJEZ (FM)	23000
13. WBBM (FM)	20000
14. WIND (AM)	19300
15. WLAK (FM)	18200

*ARB Spring, 1980 6AM-MID MON-SUN METRO AQH PERS.

WFYR 103½ FM

A STATION AND A HALF.

● Represented nationally by RKO Radio Sales

Chicago

Continued from Page 68

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 62564

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80					
1	WGN -AM	16100	WGN -AM	16286	WGN -AM	14785	WGN -AM	13454	WGN -AM	14161
2	WLS -AM	15740	WLS -AM	13648	WLS -AM	13745	WLS -AM	12628	WLS -AM	13158
3	WBBM-AM	12063	WBBM-AM	10250	WBBM-AM	12429	WBBM-AM	11505	WBBM-AM	11557
4	WMAO-AM	9881	WMAQ-AM	8863	WMAQ-AM	8696	WLOO-FM	8707	WMAQ-AM	8484
5	WLOO-FM	8072	WLUP-FM	8856	WLOO-FM	8687	WMAQ-AM	8655	WLOO-FM	7871
6	WLUP-FM	7059	WLOO-FM	7871	WLUP-FM	8195	WLUP-FM	7859	WLUP-FM	7119
7	WIND-AM	6638	WBMX-FM	6672	WLAK-FM	7317	WLAK-FM	7226	WLAK-FM	6649
8	WLAK-FM	6362	WLAK-FM	6515	WIND-AM	6934	WKQX-FM	6403	WKQX-FM	6103
9	WBMX-FM	6231	WIND-AM	5836	WBMX-FM	5672	WIND-AM	6343	WIND-AM	6059
10	WEFM-FM	5651	WKQX-FM	5582	WKQX-FM	5626	WEFM-FM	5877	WEFM-FM	5726

M-F, 6-10am

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM
2	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
3	WBBM-AM	WBBM-AM	WBBM-AM	WLS -AM	WBBM-AM
4	WMAO-AM	WLUP-FM	WLUP-FM	WMAO-AM	WMAO-AM
5	WLUP-FM	WLOO-FM	WMAQ-AM	WLUP-FM	WLUP-FM
6	WIND-AM	WMAQ-AM	WLOO-FM	WLOO-FM	WIND-AM
7	WLOO-FM	WBMX-FM	WIND-AM	WIND-AM	WLOO-FM
8	WBMX-FM	WIND-AM	WBMX-FM	WLAK-FM	WFYR-FM
9	WEFM-FM	WLAK-FM	WLAK-FM	WEFM-FM	WEFM-FM
10	WVON-AM	WEFM-FM	WKQX-FM	WBMX-FM	WKQX-FM

M-F, 3-7pm

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WLS -AM	WGN -AM	WLS -AM	WLS -AM	WLS -AM
2	WGN -AM	WLS -AM	WGN -AM	WGN -AM	WGN -AM
3	WBBM-AM	WLUP-FM	WLOO-FM	WBBM-AM	WBBM-AM
4	WLUP-FM	WLOO-FM	WLUP-FM	WLOO-FM	WMAO-AM
5	WMAQ-AM	WMAQ-AM	WBBM-AM	WMAQ-AM	WLOO-FM
6	WLOO-FM	WBBM-AM	WMAQ-AM	WLUP-FM	WLUP-FM
7	WEFM-FM	WBMX-FM	WLAK-FM	WLAK-FM	WLAK-FM
8	WBMX-FM	WLAK-FM	WBMX-FM	WEFM-FM	WEFM-FM
9	WLAK-FM	WFYR-FM	WEFM-FM	WKQX-FM	WKQX-FM
10	WVON-AM	WEFM-FM	WKQX-FM	WIND-AM	WIND-AM

Teens
M-S, 6am-Midnight
POP(00): 8229

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
2	WEFM-FM	WLUP-FM	WLUP-FM	WEFM-FM	WEFM-FM
3	WLUP-FM	WEFM-FM	WEFM-FM	WLUP-FM	WLUP-FM

M-F, 6-10am

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WLS -AM	WLUP-FM	WLUP-FM	WLS -AM	WLS -AM
2	WEFM-FM	WLS -AM	WLS -AM	WLUP-FM	WLUP-FM
3	WLUP-FM	WEFM-FM	WEFM-FM	WEFM-FM	WEFM-FM

M-F, 3-7pm

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WLS -AM	WLS -AM	WLS -AM	WEFM-FM	WLS -AM
2	WEFM-FM	WLUP-FM	WLUP-FM	WLS -AM	WEFM-FM
3	WLUP-FM	WEFM-FM	WEFM-FM	WLUP-FM	WLUP-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 22546

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
2	WLUP-FM	WLUP-FM	WLUP-FM	WLUP-FM	WLUP-FM
3	WFYR-FM	WFYR-FM	WKQX-FM	WKQX-FM	WKQX-FM
4	WBBM-FM	WBMX-FM	WFYR-FM	WFYR-FM	WFYR-FM
5	WBMX-FM	WGN -AM	WBMX-FM	WBMX-FM	WBBM-FM
6	WGN -AM	WKQX-FM	WBBM-FM	WBBM-FM	WBMX-FM
7	WMAO-AM	WBBM-FM	WGCI-FM	WXRT-FM	WGCI-FM
8	WDAI-FM	WDAI-FM	WMAQ-AM	WMET-FM	WMET-FM
9	WKQX-FM	WEFM-FM	WEFM-FM	WCLR-FM	WCLR-FM
10	WCLR-FM	WMAQ-AM	WMET-FM	WEFM-FM	WEFM-FM

M-F, 6-10am

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
2	WLUP-FM	WLUP-FM	WLUP-FM	WLUP-FM	WLUP-FM
3	WFYR-FM	WFYR-FM	WBMX-FM	WGN -AM	WFYR-FM
4	WGN -AM	WBMX-FM	WFYR-FM	WKQX-FM	WKQX-FM
5	WBBM-FM	WGN -AM	WKQX-FM	WFYR-FM	WBBM-FM
6	WBMX-FM	WKQX-FM	WGN -AM	WBMX-FM	WBMX-FM
7	WXRT-FM	WBBM-FM	WMAQ-AM	WMAQ-AM	WGN -AM
8	WCLR-FM	WEFM-FM	WCLR-FM	WBBM-FM	WMAQ-AM
9	WBBM-AM	WCLR-FM	WGCI-FM	WMET-FM	WGCI-FM
10	WDAI-FM	WMAQ-AM	WBBM-FM	WBBM-FM	WBBM-FM

M-F, 3-7pm

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
2	WLUP-FM	WLUP-FM	WLUP-FM	WLUP-FM	WLUP-FM
3	WFYR-FM	WFYR-FM	WBMX-FM	WKQX-FM	WKQX-FM
4	WBMX-FM	WBMX-FM	WKQX-FM	WFYR-FM	WFYR-FM
5	WBBM-FM	WGN -AM	WFYR-FM	WBMX-FM	WBMX-FM
6	WMAO-AM	WBBM-FM	WMET-FM	WMET-FM	WEFM-FM
7	WCLR-FM	WKQX-FM	WBBM-FM	WMET-FM	WMET-FM
8	WEFM-FM	WDAI-FM	WGCI-FM	WXRT-FM	WMAQ-AM
9	WDAI-FM	WCLR-FM	WMAO-AM	WEFM-FM	WGCI-FM
10	WGN -AM	WEFM-FM	WCLR-FM	WMAQ-AM	WBBM-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 30183

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM
2	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
3	WBBM-AM	WMAQ-AM	WBBM-AM	WBBM-AM	WBBM-AM
4	WMAO-AM	WBBM-AM	WLOO-FM	WMAQ-AM	WMAQ-AM
5	WLOO-FM	WLOO-FM	WMAQ-AM	WLOO-FM	WLOO-FM
6	WLAK-FM	WLAK-FM	WLAK-FM	WLAK-FM	WFYR-FM
7	WCLR-FM	WBMX-FM	WKQX-FM	WKQX-FM	WCLR-FM
8	WIND-AM	WKQX-FM	WCLR-FM	WCLR-FM	WKQX-FM
9	WBMX-FM	WFYR-FM	WFYR-FM	WIND-AM	WIND-AM
10	WFYR-FM	WCLR-FM	WIND-AM	WFYR-FM	WLAK-FM

M-F, 6-10am

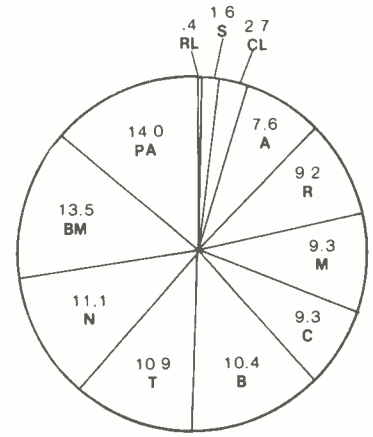
	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM
2	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
3	WBBM-AM	WBBM-AM	WBBM-AM	WBBM-AM	WBBM-AM
4	WMAQ-AM	WLOO-FM	WLOO-FM	WMAQ-AM	WMAQ-AM
5	WLOO-FM	WMAQ-AM	WMAQ-AM	WLOO-FM	WLOO-FM
6	WLAK-FM	WBMX-FM	WLAK-FM	WIND-AM	WIND-AM
7	WIND-AM	WIND-AM	WBMX-FM	WCLR-FM	WFYR-FM
8	WCLR-FM	WLAK-FM	WLAK-FM	WCLR-FM	WCLR-FM
9	WFYR-FM	WLUP-FM	WKQX-FM	WKQX-FM	WKQX-FM
10	WBMX-FM	WFYR-FM	WIND-AM	WFYR-FM	WJEZ-FM

M-F, 3-7pm

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WGN -AM	WGN -AM	WLOO-FM	WLS -AM	WLS -AM
2	WLS -AM	WLS -AM	WLS -AM	WGN -AM	WGN -AM
3	WMAQ-AM	WMAQ-AM	WGN -AM	WLOO-FM	WMAQ-AM
4	WLOO-FM	WLOO-FM	WMAQ-AM	WBBM-AM	WBBM-AM
5	WBBM-AM	WBBM-AM	WBBM-AM	WBBM-AM	WLOO-FM
6	WLAK-FM	WCLR-FM	WLAK-FM	WLAK-FM	WFYR-FM
7	WCLR-FM	WFYR-FM	WCLR-FM	WKQX-FM	WCLR-FM
8	WBMX-FM	WBMX-FM	WKQX-FM	WCLR-FM	WLAK-FM
9	WFYR-FM	WLAK-FM	WFYR-FM	WFYR-FM	WIND-AM
10	WBBM-FM	WKQX-FM	WBMX-FM	WBMX-FM	WKQX-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Cincinnati

METRO RANK

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A/M '80 Market Overview

Diary return in the Cincinnati metro this spring was down more than 200 diaries from the Fall survey, but was still higher than A/M '79. Unfortunately, one of the more unstable demos, men 18-24, was perhaps rendered more unreliable this sweep owing to the loss of a number of diaries. In the A/M '79 sweep there were approximately 99 diaries retrieved from this cell; in the fall there were 113; in A/M '80 there were just 75 male 18-24 diaries.

The usual order of events transpired, as **WLW**, with Reds baseball, came out on top. WLW tied in as much as possible with the baseball team, giving away red cars and using an extensive busboard campaign to spread the word. The season began just before the Arbitron sweep started, good timing for WLW. With a revised musical approach (more rock-oriented), the station still led the 25-54 adult category with almost 15%, virtually the same as last year.

WBEN made dramatic 18-34 gains. In the last year the station has more than doubled its total share and its 18-34 share has shown almost equally spectacular growth. The station scored more than 18% of the young adult audience, up from just over 10% last spring. WBEN has a well-balanced demographic spread among teens and 18-34 cells. The station promoted its **Superstars** format with a bigger ad budget, using TV spots and newspaper ads. WBEN also sponsored hot air balloon rides and lessons.

Runner-up in the 18-34 field was Top 40 **WKRC**, also the dominant teen station. It earned just under a 15% share of the young adult market, and over one-third of the AQH teen audience. There was no outside ad campaign for WKRC this sweep, but the station did try to generate excitement on-air. Besides LP/T-shirt giveaways, WKRC gave away a Datsun 280ZX sports car plus \$5000 for gasoline.

Other noteworthy occurrences included **WCKY**'s substantial 35+ decline and overall 12+ drop, and Country **WUBE-FM**'s continuing rise.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 11261

	A/M '79	O/N '79	A/M '80
1 WLW -AM	15.6	WKRC-FM	11.8
2 WKRC-FM	12.1	WCKY-AM	11.1
3 WCKY-AM	10.8	WLW -AM	9.9
4 WKRC-AM	8.3	WKRC-AM	9.6
5 WWEZ-FM	7.1	WBEN-FM	9.1
6 WSAI-FM	6.0	WWEZ-FM	7.6
7 WUBE-FM	5.1	WUBE-FM	5.4
8 WLQA-FM	5.0	WLQA-FM	5.0
9 WBEN-FM	4.3	WSAI-FM	4.4
10 WSAI-FM	3.1	WCIN-AM	3.2
11 WLWS-FM	3.1	WSAI-FM	3.0
12 WCIN-AM	2.7	WLWS-FM	2.2
13 WOKV-FM	2.6	WOKV-FM	2.2
14 WUBE-AM	1.9	WLWV-FM	1.8
15 WLWV-FM	1.3	WUBE-AM	1.6
16 WNOP-AM	1.0	WNOP-AM	1.3
17 WHIO-FM	0.5	WDAO-FM	1.0
18 WZIP-AM	0.5	WZIP-AM	0.8
19 WONE-AM	0.5	WONE-AM	0.8
20 WHKK-FM	0.4	WPBF-FM	0.6
21 WLYK-FM	0.4	WHIO-FM	0.6
22 WPBF-FM	0.3	WPBF-AM	0.5

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 11261

	A/M '79	O/N '79	A/M '80
1 WLW -AM	271	WKRC-FM	188
2 WKRC-FM	210	WCKY-AM	177
3 WCKY-AM	187	WLW -AM	158
4 WKRC-AM	145	WKRC-AM	153
5 WWEZ-FM	123	WBEN-FM	146
6 WSAI-FM	105	WWEZ-FM	121
7 WUBE-FM	88	WUBE-FM	86
8 WLQA-FM	87	WLQA-FM	80
9 WBEN-FM	74	WSAI-FM	70
10 WSAI-FM	54	WCIN-AM	51

M-F, 6-10am

1 WCKY-AM	WLW -AM	WLW -AM
2 WLW -AM	WCKY-AM	WCKY-AM
3 WKRC-FM	WKRC-AM	WKRC-AM
4 WKRC-AM	WKRC-FM	WKRC-FM
5 WUBE-FM	WBN-FM	WBN-FM
6 WWEZ-FM	WWEZ-FM	WUBE-FM
7 WLQA-FM	WUBE-FM	WSAI-AM
8 WSAI-FM	WLQA-FM	WWEZ-FM
9 WBEN-FM	WCIN-AM	WCIN-AM
10 WSAI-AM	WSAI-FM	WSAI-FM

M-F, 3-7pm

1 WLW -AM	WKRC-FM	WKRC-FM
2 WKRC-FM	WCKY-AM	WBN-FM
3 WCKY-AM	WLW -AM	WLW -AM
4 WKRC-AM	WBN-FM	WCKY-AM
5 WWEZ-FM	WWEZ-FM	WKRC-AM
6 WSAI-FM	WKRC-AM	WWEZ-FM
7 WLQA-FM	WLQA-FM	WSAI-FM
8 WUBE-FM	WUBE-FM	WUBE-FM
9 WBEN-FM	WSAI-FM	WSAI-AM
10 WLWS-FM	WSAI-AM	WCIN-AM

Teens

M-S, 6am-Midnight

POP(00): 1485

	A/M '79	O/N '79	A/M '80
1 WKRC-FM	WKRC-FM	WKRC-FM	
2 WSAI-FM	WBN-FM	WBN-FM	
3 WOKV-FM	WSAI-FM	WSAI-FM	

M-F, 6-10am

1 WKRC-FM	WKRC-FM	WKRC-FM
2 WSAI-FM	WBN-FM	WBN-FM
3 WCIN-AM	WSAI-FM	WSAI-FM

M-F, 3-7pm

1 WKRC-FM	WKRC-FM	WKRC-FM
2 WSAI-FM	WBN-FM	WBN-FM
3 WOKV-FM	WSAI-FM	WSAI-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 3992

	A/M '79	O/N '79	A/M '80
1 WKRC-FM	WBN-FM	WBN-FM	
2 WSAI-FM	WKRC-FM	WKRC-FM	
3 WBN-FM	WSAI-FM	WSAI-FM	
4 WLW -AM	WKRC-AM	WKRC-AM	
5 WKRC-AM	WLW -AM	WLW -AM	
6 WLWS-FM	WUBE-FM	WUBE-FM	
7 WLQA-FM	WLWS-FM	WCIN-AM	
8 WUBE-FM	WLQA-FM	WSAI-AM	
9 WOKV-FM	WWEZ-FM	WSKS-FM	
10 WCIN-AM	WSAI-AM	WWEZ-FM	

M-F, 6-10am

1 WKRC-FM	WBN-FM	WBN-FM
2 WKRC-AM	WKRC-FM	WKRC-FM
3 WLW -AM	WKRC-AM	WKRC-AM
4 WBN-FM	WLW -AM	WLW -AM
5 WSAI-FM	WSAI-FM	WUBE-FM
6 WLWS-FM	WUBE-FM	WSAI-FM
7 WLQA-FM	WLQA-FM	WCIN-AM
8 WUBE-FM	WCIN-AM	WSAI-AM
9 WOKV-FM	WSAI-AM	WCKY-AM
10 WCIN-AM	WLWS-FM	WWEZ-FM

M-F, 3-7pm

1 WKRC-FM	WBN-FM	WBN-FM
2 WSAI-FM	WKRC-FM	WKRC-FM
3 WBN-FM	WSAI-FM	WSAI-FM
4 WLWS-FM	WKRC-AM	WKRC-AM
5 WLW -AM	WLQA-FM	WLW -AM
6 WKRC-AM	WLW -AM	WCIN-AM
7 WLQA-FM	WUBE-FM	WSAI-AM
8 WUBE-FM	WLWS-FM	WUBE-FM
9 WOKV-FM	WWEZ-FM	WWEZ-FM
10 WCIN-AM	WSAI-AM	WCKY-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 5234

	A/M '79	O/N '79	A/M '80
1 WLW -AM	WLW -AM	WLW -AM	
2 WKRC-AM	WLW -AM	WLW -AM	
3 WCKY-AM	WKRC-AM	WKRC-AM	
4 WKRC-FM	WCKY-AM	WBN-FM	
5 WKRC-FM	WWEZ-FM	WKRC-FM	
6 WCKY-AM	WUBE-FM	WUBE-FM	
6 WWEZ-FM	WKRC-FM	WCKY-AM	
7 WLQA-FM	WBN-FM	WWEZ-FM	
8 WBN-FM	WLQA-FM	WSAI-AM	
9 WLWS-FM	WLQA-FM	WLQA-FM	
10 WSAI-AM	WCIN-AM	WCIN-AM	

M-F, 6-10am

1 WLW -AM	WLW -AM	WLW -AM
2 WKRC-AM	WKRC-AM	WKRC-AM
3 WCKY-AM	WCKY-AM	WCKY-AM
4 WKRC-FM	WUBE-FM	WUBE-FM
5 WUBE-FM	WKRC-FM	WBN-FM
6 WLQA-FM	WLQA-FM	WKRC-FM
7 WWEZ-FM	WWEZ-FM	WSAI-AM
8 WBN-FM	WBN-FM	WWEZ-FM
9 WLWS-FM	WSAI-AM	WLQA-FM
10 WSAI-AM	WCIN-AM	WCIN-AM

M-F, 3-7pm

1 WLW -AM	WLW -AM	WLW -AM
2 WKRC-AM	WCKY-AM	WKRC-AM
3 WCKY-AM	WKRC-FM	WKRC-FM
4 WUBE-FM	WKRC-AM	WKRC-FM
5 WCKY-AM	WUBE-FM	WCKY-AM
6 WKRC-FM	WWEZ-FM	WSAI-AM
7 WLQA-FM	WBN-FM	WWEZ-FM
8 WBN-FM	WLQA-FM	WUBE-FM
9 WSAI-AM	WSAI-AM	WLQA-FM
10 WLWS-FM	WLWV-FM	WCIN-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 11261

	A/M '79	O/N '79	A/M '80
1 WLW -AM	4568	WLW -AM	3271
2 WKRC-FM	2990	WKRC-FM	2837
3 WKRC-AM	2533	WKRC-AM	2636
4 WCKY-AM	1944	WBN-FM	2089
5 WWEZ-FM	1518	WCKY-AM	1863
6 WSAI-FM	1390	WWEZ-FM	1719
7 WBN-FM	1293	WSAI-FM	1461
8 WSAI-AM	1081	WSAI-AM	1146
9 WLQA-FM	1069	WUBE-FM	1135
10 WOKV-FM	1008	WLQA-FM	1103

M-F, 6-10am

1 WLW -AM	WLW -AM	WLW -AM
2 WKRC-FM	WKRC-FM	WKRC-AM
3 WKRC-AM	WKRC-AM	WKRC-FM
4 WCKY-AM	WCKY-AM	WCKY-AM
5 WSAI-FM	WBN-FM	WBN-FM
6 WWEZ-FM	WWEZ-FM	WSAI-AM
7 WBN-FM	WSAI-FM	WWEZ-FM
8 WCIN-AM	WUBE-FM	WSAI-FM
9 WLQA-FM	WLQA-FM	WUBE-FM
10 WSAI-AM	WCIN-AM	WCIN-AM

M-F, 3-7pm

1 WLW -AM	WKRC-FM	WKRC-FM
2 WKRC-FM	WLW -AM	WLW -AM
3 WCKY-AM	WBN-FM	WBN-FM
4 WKRC-AM	WCKY-AM	WKRC-AM
5 WWEZ-FM	WKRC-AM	WCKY-AM
6 WSAI-FM	WWEZ-FM	WWEZ-FM
7 WBN-FM	WSAI-FM	WSAI-FM
8 WLQA-FM	WLQA-FM	WSAI-AM
9 WUBE-FM	WUBE-FM	WUBE-FM
10 WOKV-FM	WSAI-AM	WCIN-AM

Teens

M-S, 6am-Midnight

POP(00): 1485

	A/M '79	O/N '79	A/M '80
1 WKRC-FM	WKRC-FM	WKRC-FM	
2 WLW -AM	WSAI-FM	WBN-FM	
3 WOKV-FM	WBN-FM	WSAI-FM	

M-F, 6-10am

1 WKRC-FM	WKRC-FM	WKRC-FM
2 WSAI-FM	WBN-FM	WBN-FM
3 WOKV-FM	WSAI-FM	WSAI-FM

M-F, 3-7pm

1 WKRC-FM	WKRC-FM	WKRC-FM
2 WSAI-FM	WBN-FM	WBN-FM
3 WOKV-FM	WSAI-FM	WSAI-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 3992

	A/M '79	O/N '79	A/M '80
1 WKRC-FM	WBN-FM	WKRC-FM	
2 WLW -AM	WKRC-FM	WBN-FM	
3 WBN-FM	WKRC-AM	WLW -AM	
4 WKRC-AM	WLW -AM	WKRC-AM	
5 WSAI-FM	WSAI-FM	WSAI-FM	
6 WOKV-FM	WOKV-FM	WSAI-AM	
7 WLWS-FM	WSAI-AM	WSKS-FM	
8 WCIN-AM	WLWS-FM	WUBE-FM	
9 WLQA-FM	WUBE-FM	WOKV-FM	
10 WSAI-AM	WWEZ-FM	WCIN-AM	

M-F, 6am-10am

1 WKRC-FM	WBN-FM	WKRC-FM
2 WKRC-AM	WKRC-FM	WBN-FM
3 WLW -AM	WKRC-AM	WKRC-AM
4 WBN-FM	WLW -AM	WLW -AM
5 WSAI-FM	WSAI-FM	WSAI-FM
6 WLWS-FM	WUBE-FM	WSAI-AM
7 WCIN-AM	WSAI-AM	WUBE-FM
8 WLQA-FM	WLWS-FM	WCIN-AM
9 WOKV-FM	WCIN-AM	WSKS-FM
10 WUBE-FM	WOKV-FM	WCKY-AM

M-F, 3-7pm

1 WKRC-FM	WBN-FM	WBN-FM
2 WLW -AM	WKRC-FM	WKRC-FM
3 WSAI-FM	WSAI-FM	WSAI-FM
4 WBN-FM	WLW -AM	WKRC-AM
5 WKRC-AM	WKRC-AM	WLW -AM
6 WLWS-FM	WSAI-AM	WSAI-AM
7 WOKV-FM	WUBE-FM	WUBE-FM
8 WCIN-AM	WLWS-FM	WCIN-AM
9 WLQA-FM	WWEZ-FM	WSKS-FM
10 WUBE-FM	WOKV-FM	WWEZ-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 5234

	A/M '79	O/N '79	A/M '80
1 WLW -AM	WLW -AM	WLW -AM	
2 WKRC-AM	WKRC-AM	WKRC-AM	
3 WKRC-FM	WKRC-FM	WKRC-FM	
4 WCKY-AM	WWEZ-FM	WSAI-AM	
5 WCKY-AM	WCKY-AM	WWEZ-FM	
6 WBN-FM	WBN-FM	WBN-FM	
7 WSAI-AM	WBN-FM	WCKY-AM	
8 WUBE-FM	WSAI-AM	WUBE-FM	
9 WLQA-FM	WLQA-FM	WLQA-FM	
10 WSAI-FM	WSAI-FM	WSAI-FM	

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Cleveland

METRO RANK

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A/M '80 Market Overview

The first Cleveland Spring survey with ESF showed the demographic poles scoring well. Beautiful Music **WQAL** and **WDOK** ranked 1-3, while AOR giant **WMMS** occupied the number two spot.

As is usually the case, **Bonneville**-programmed **WQAL** was tops in this sweep, not only in total persons but also among 25-54 adults. **WQAL** generated its best 25-54 showing in recent books with a share of almost 12% of the audience. TV commercials were used to promote the station.

WDOK was second 25-54, with a share comparable to winter, just over 9% of the average audience in this demo. The **Churchill**-formatted station conducted an extensive TV campaign, featuring the **Patrick O'Neal** and **Henry Mancini** commercials. Newspaper and busboard exposure was also used as part of a larger ad effort.

At the younger end of the demographic spectrum, **WMMS** remained ahead, but **WZZP** came on strong this book. **WMMS** believes that a station has to be good every day, and uses a consistent ad campaign of TV and newspaper exposure, as well as T-shirts and bumper stickers. The station uses the re-search capabilities of **Burkhart-Abrams**. It all paid off in the spring with an 18-34 share of almost 20%, up slightly from J/F '80.

WZZP edged **WGCL** in total persons and surged to take second in 18-34's. After the Winter book, **WZZP** underwent a major overhaul. The station realigned all air shifts except AM drive, and began to conduct much more call-out research. A new programming/sales target was set (adults 18-49), and the music was shifted with that goal in mind. The net result was that **WZZP** tripled last year's spring 18-34 showing, scoring more than 12% and becoming the only station besides **WMMS** with a double-digit share in this demo. An ad campaign using TV, busboards, and billboards in roughly equal proportions helped spread the word.

WGCL, the top teen station in Cleveland, remained at approximately 9% of the 18-34 market. Staff changes took place on **WGCL**, as the PM drive personality went to **WLS/Chicago** and was replaced by the nighttime jock.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 16058

	A/M '79	O/N '79	J/F '80	A/M '80
1	WQAL-FM 9.7	WDOK-FM 9.8	WQAL-FM 8.8	WQAL-FM 10.4
2	WDOK-FM 7.9	WQAL-FM 9.8	WERE-AM 8.3	WMMS-FM(A) 9.0
3	WMMS-FM 7.7	WRK -AM 8.9	WMMS-FM 7.9	WDOK-FM(B) 8.3
4	WRK -AM 7.2	WMMS-FM 7.9	WDOK-FM 7.5	WERE-AM(C) 7.9
5	WGCL-FM 7.1	WGAR-AM 7.0	WGCL-FM 6.8	WHK -AM(C) 7.0
6	WWWE-AM 6.3	WGCL-FM 7.0	WHK -AM 6.7	WZZP-FM(D) 6.0
7	WGAR-AM 6.2	WERE-AM 5.7	WGAR-AM 6.2	WGCL-FM(E) 5.9
8	WJMO-AM 5.8	WJMO-AM 5.4	WKSJ-FM 4.6	WWWE-AM(F) 5.5
9	WERE-AM 5.5	WJW -AM 4.6	WZZP-FM 4.3	WGAR-AM(G) 5.3
10	WWMM-FM 5.2	WWWE-AM 3.5	WJW -AM 4.3	WJW -AM(H) 4.8
11	WKSJ-FM 4.2	WDHT-FM 3.1	WDHT-FM 4.1	WDHT-FM(I) 4.5
12	WJW -AM 3.8	WKSJ-FM 3.1	WWWE-AM 4.0	WLYT-FM(J) 2.8
13	WCLV-FM 2.9	WWMM-FM 2.7	WJMO-AM 3.7	WKSJ-FM(K) 2.6
14	WZZP-FM 2.3	WLYT-FM 2.6	WCLV-FM 3.5	WCLV-FM(L) 2.4
15	WBBG-AM 2.3	WZZP-FM 2.4	WJMO-AM 2.4	WJMO-AM(M) 2.4
16	WKDD-FM 1.8	WCLV-FM 1.8	WWMM-FM 2.0	WBBG-AM(N) 2.1
17	WDHT-FM 1.8	WABQ-AM 1.8	WZAK-FM 1.7	WWMM-FM(O) 2.0
18	WLSL-AM 1.3	WKDD-FM 1.7	WBBG-AM 1.6	WABQ-AM(P) 1.4
19	WABQ-AM 1.3	WZAK-FM 1.4	WDBN-FM 1.5	WZAK-FM(Q) 1.0
20	WZAK-FM 1.3	WLSL-AM 1.3	WABQ-AM 1.3	WKDD-FM(R) 0.9
21	WLYT-FM 1.0	WBBG-AM 1.3	WKDD-FM 1.1	WDBN-FM(S) 0.7
22	WDBN-FM 0.8	WDBN-FM 0.8	WSUM-AM 1.0	WPVL-AM(T) 0.5
23	WPVL-AM 0.8	WELW-AM 0.6	WLSL-AM 0.8	WLSL-AM(U) 0.4
24	WELW-AM 0.5	WSUM-AM 0.5	WELW-AM 0.7	
25	CKLW-AM 0.5	WPVL-AM 0.4	WPVL-AM 0.4	

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 16058

	A/M '79	O/N '79	J/F '80	A/M '80
1	WQAL-FM 230	WDOK-FM 242	WQAL-FM 213	WQAL-FM 260
2	WDOK-FM 188	WQAL-FM 240	WERE-AM 202	WMMS-FM 225
3	WMMS-FM 184	WRK -AM 219	WMMS-FM 193	WDOK-FM 207
4	WRK -AM 172	WMMS-FM 195	WDOK-FM 182	WERE-AM 196
5	WGCL-FM 170	WGAR-AM 172	WGCL-FM 166	WHK -AM 174
6	WWWE-AM 149	WGCL-FM 171	WHK -AM 162	WZZP-FM 149
7	WGAR-AM 148	WERE-AM 139	WGAR-AM 150	WGCL-FM 147
8	WJMO-AM 139	WJMO-AM 133	WKSJ-FM 112	WWWE-AM 137
9	WERE-AM 132	WJW -AM 112	WZZP-FM 105	WGAR-AM 132
10	WWMM-FM 123	WWWE-AM 85	WJW -AM 105	WJW -AM 119

M-F, 6-10am

1	WHK -AM	WHK -AM	WHK -AM	WHK -AM
2	WGAR-AM	WGAR-AM	WERE-AM	WERE-AM
3	WQAL-FM	WQAL-FM	WGAR-AM	WGAR-AM
4	WERE-AM	WDOK-FM	WQAL-FM	WQAL-FM
5	WGCL-FM	WERE-AM	WMMS-FM	WDOK-FM
6	WMMS-FM	WMMS-FM	WDOK-FM	WMMS-FM
7	WDOK-FM	WJW -AM	WJW -AM	WJW -AM
8	WJW -AM	WJMO-AM	WGCL-FM	WGCL-FM
9	WJMO-AM	WGCL-FM	WWWE-AM	WWWE-AM
10	WWWE-AM	WWWE-AM	WKSJ-FM	WZZP-FM

M-F, 3-7pm

1	WQAL-FM	WDOK-FM	WQAL-FM	WQAL-FM
2	WDOK-FM	WQAL-FM	WMMS-FM	WMMS-FM
3	WMMS-FM	WMMS-FM	WERE-AM	WDOK-FM
4	WGCL-FM	WGCL-FM	WDOK-FM	WZZP-FM
5	WJMO-AM	WGAR-AM	WGCL-FM	WERE-AM
6	WGAR-AM	WERE-AM	WGAR-AM	WGCL-FM
7	WERE-AM	WHK -AM	WZZP-FM	WJW -AM
8	WHK -AM	WJMO-AM	WDMT-FM	WDHT-FM
9	WWMM-FM	WJW -AM	WJMO-AM	WHK -AM
10	WWWE-AM	WLYT-FM	WKSJ-FM	WGAR-AM

Teens

M-S, 6am-Midnight
POP(00): 2059

	A/M '79	O/N '79	J/F '80	A/M '80
1	WGCL-FM	WGCL-FM	WGCL-FM	WGCL-FM
2	WWMM-FM	WMMS-FM	WLYT-FM	WLYT-FM
3	WJMO-AM	WLYT-FM	WMMS-FM	WMMS-FM

M-F, 6-10am

1	WGCL-FM	WGCL-FM	WGCL-FM	WGCL-FM
2	WJMO-AM	WMMS-FM	WLYT-FM	WLYT-FM
3	WMMS-FM	WJMO-AM	WMMS-FM	WMMS-FM

M-F, 3-7pm

1	WWMM-FM	WGCL-FM	WGCL-FM	WMMS-FM
2	WGCL-FM	WLYT-FM	WLYT-FM	WLYT-FM
3	WJMO-AM	WMMS-FM	WMMS-FM	WGCL-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 5453

	A/M '79	O/N '79	J/F '80	A/M '80
1	WMMS-FM	WMMS-FM	WMMS-FM	WMMS-FM
2	WGAR-AM	WGAR-AM	WGAR-AM	WZZP-FM
3	WGCL-FM	WGCL-FM	WGCL-FM	WGAR-AM
4	WWMM-FM	WJMO-AM	WDHT-FM	WGCL-FM
5	WJMO-AM	WHK -AM	WZZP-FM	WDHT-FM
6	WWWE-AM	WDHT-FM	WJMO-AM	WWWE-AM
7	WZZP-FM	WWMM-FM	WWMM-FM	WWMM-FM
8	WDHT-FM	WZZP-FM	WCLV-FM	WQAL-FM
9	WKDD-FM	WWWE-AM	WQAL-FM	WBBG-AM
10	WQAL-FM	WDOK-FM	WWWE-AM	WHK -AM

M-F, 6-10am

1	WGAR-AM	WMMS-FM	WMMS-FM	WMMS-FM
2	WMMS-FM	WGAR-AM	WGAR-AM	WGAR-AM
3	WGCL-FM	WHK -AM	WGCL-FM	WZZP-FM
4	WJMO-AM	WJMO-AM	WDHT-FM	WGCL-FM
5	WWMM-FM	WGCL-FM	WWWE-AM	WDHT-FM
6	WHK -AM	WWWE-AM	WZZP-FM	WHK -AM
7	WWWE-AM	WDHT-FM	WHK -AM	WBBG-AM
8	WQAL-FM	WDOK-FM	WWMM-FM	WWWE-AM
9	WZZP-FM	WWMM-FM	WJMO-AM	WQAL-FM
10	WKSJ-FM	WQAL-FM	WQAL-FM	WDOK-FM

M-F, 3-7pm

1	WMMS-FM	WMMS-FM	WMMS-FM	WMMS-FM
2	WGAR-AM	WGAR-AM	WZZP-FM	WZZP-FM
3	WGCL-FM	WGCL-FM	WGAR-AM	WGAR-AM
4	WWMM-FM	WJMO-AM	WJMO-AM	WGCL-FM
5	WJMO-AM	WZZP-FM	WGAR-AM	WDHT-FM
6	WDHT-FM	WDHT-FM	WGCL-FM	WWMM-FM
7	WQAL-FM	WLYT-FM	WWWE-AM	WQAL-FM
8	WWWE-AM	WWWE-AM	WWMM-FM	WBBG-AM
9	WZZP-FM	WWMM-FM	WCLV-FM	WDOK-FM
10	WHK -AM	WDOK-FM	WQAL-FM	WWWE-AM

Adults 25-54

M-S, 6am-Midnight
POP(00): 7652

	A/M '79	O/N '79	J/F '80	A/M '80
1	WQAL-FM	WHK -AM	WQAL-FM	WQAL-FM
2	WHK -AM	WQAL-FM	WGAR-AM	WDOK-FM
3	WGAR-AM	WGAR-AM	WDOK-FM	WWWE-AM
4	WWWE-AM	WDOK-FM	WHK -AM	WGAR-AM
5	WDOK-FM	WJW -AM	WGCL-FM	WZZP-FM
6	WGCL-FM	WMMS-FM	WWWE-AM	WHK -AM
7	WJMO-AM	WGCL-FM	WERE-AM	WERE-AM
8	WKSJ-FM	WJMO-AM	WKSJ-FM	WJW -AM
9	WMMS-FM	WWWE-AM	WJW -AM	WGCL-FM
10	WCLV-FM	WERE-AM	WCLV-FM	WKSJ-FM

M-F, 6-10am

1	WGAR-AM	WHK -AM	WGAR-AM	WGAR-AM
2	WQAL-FM	WGAR-AM	WHK -AM	WHK -AM
3	WHK -AM	WQAL-FM	WQAL-FM	WQAL-FM
4	WGCL-FM	WDOK-FM	WDOK-FM	WDOK-FM
5	WERE-AM	WJW -AM	WERE-AM	WWWE-AM
6	WWWE-AM	WJMO-AM	WWWE-AM	WERE-AM
7	WJW -AM	WWWE-AM	WJW -AM	WJW -AM
8	WMMS-FM	WERE-AM	WGCL-FM	WZZP-FM
9	WDOK-FM	WMMS-FM	WCLV-FM	WDHT-FM
10	WKSJ-FM	WGCL-FM	WJMO-AM	WBBG-AM

M-F, 3-7pm

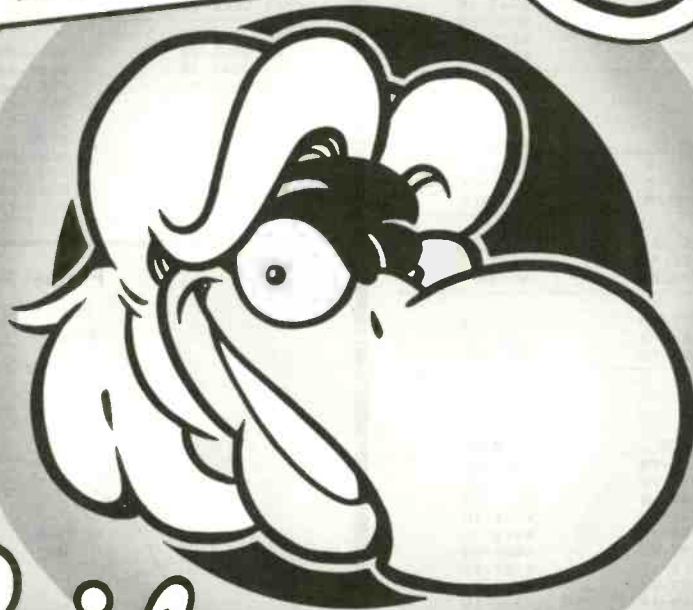
1	WQAL-FM	WQAL-FM	WQAL-FM	WQAL-FM
2	WDOK-FM	WGAR-AM	WGAR-AM	WDOK-FM
3	WGAR-AM	WDOK-FM	WDOK-FM	WZZP-FM
4	WWWE-AM	WHK -AM	WWWE-AM	WGAR-AM
5	WHK -AM	WJW -AM	WERE-AM	WJW -AM
6	WJMO-AM	WMMS-FM	WJW -AM	WERE-AM
7	WKSJ-FM	WERE-AM	WZZP-FM	WHK -AM
8	WGCL-FM	WGCL-FM	WDHT-FM	WWWE-AM
9	WJW -AM	WJMO-AM	WCLV-FM	WGCL-FM
10	WMMS-FM	WWWE-AM	WGCL-FM	WMMS-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 16058

	A/M '79	O/N '79	J/F '80	A/M '80
1	WGAR-AM 3236	WHK -AM 3612	WGCL-FM 2843	WGCL-FM 3090
2	WGCL-FM 3167	WQAL-FM 3088	WERE-AM 2655	WQAL-FM 2844
3	WQAL-FM 3018	WGAR-AM 3046	WGAR-AM 2617	WDOK-FM 2840
4	WWWE-AM 2644	WGCL-FM 2924	WQAL-FM 2548	WMMS-FM 2618
5	WMMS-FM 2580	WMMS-FM 2831	WMMS-FM 2492	WERE-AM 2610
6	WERE-AM 2545	WDOK-FM 2646	WHK -AM 2314	WGAR-AM 2297
7	WDOK-FM 2530	WERE-AM 2414	WWWE-AM 2263	WGAR-AM 2244
8	WHK -AM 2453	WWWE-AM 2256	WDOK-FM 2232	WZZP-FM 2132
9	WWMM-FM 2192	WZZP-FM 1815	WZZP-FM 1821	WHK -AM 2050
10	WJW -AM 1739	WJW -AM 1801	WJW -AM 1568	WDHT-FM 1530

WMMMS **101**
FM



Pride
of
Cleveland

#1 Persons 12+ TSA, ADI*

**#1 Adults 18+
TSA, ADI**

**#1 Adults 18-34 Metro,
TSA, ADI**

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* All figures April/May 1980 ARB. Avg. 1/2-hr. Mon.-Sun. 6 AM-Midnight, subject to the limitations thereon.

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M-F, 6-10am

1	WGAR-AM	WGAR-AM	WERE-AM	WERE-AM
2	WERE-AM	WHK -AM	WHK -AM	WHK -AM
3	WQAL-FM	WQAL-FM	WGAR-AM	WHMS-FM
4	WGCL-FM	WMMS-FM	WQAL-FM	WGAR-AM
5	WHK -AM	WERE-AM	WHMS-FM	WDOK-FM
6	WHMS-FM	WDOK-FM	WGCL-FM	WGCL-FM
7	WDOK-FM	WJW -AM	WWWE-AM	WGCL-FM
8	WWWE-AM	WJW -AM	WDOK-FM	WJW -AM
9	WJMO-AM	WWWE-AM	WJW -AM	WJW -AM
10	WJW -AM	WJMO-AM	WJMO-AM	WWWE-AM

M-F, 3-7pm

1	WGCL-FM	WQAL-FM	WMMS-FM	WQAL-FM
2	WDOK-FM	WGCL-FM	WERE-AM	WGCL-FM
3	WGAR-AM	WMMS-FM	WGCL-FM	WMMS-FM
4	WQAL-FM	WDOK-FM	WQAL-FM	WDOK-FM
5	WMMS-FM	WGAR-AM	WERE-AM	WERE-AM
6	WWWM-FM	WERE-AM	WZZP-FM	WZZP-FM
7	WERE-AM	WHK -AM	WDOK-FM	WGAR-AM
8	WWWE-AM	WWWM-FM	WHK -AM	WDMT-FM
9	WHK -AM	WZZP-FM	WWWE-AM	WLYT-FM
10	WJMO-AM	WLYT-FM	WDMT-FM	WWWE-AM

Teens
M-S, 6am-Midnight
POP(00): 2059

A/M '79	O/N '79	J/F '80	A/M '80
1	WGCL-FM	WGCL-FM	WGCL-FM
2	WWWM-FM	WMMS-FM	WLYT-FM
3	WZZP-FM	WLYT-FM	WMMS-FM

M-F, 6-10am

1	WGCL-FM	WGCL-FM	WGCL-FM
2	WMMS-FM	WMMS-FM	WLYT-FM
3	WWWM-FM	WLYT-FM	WMMS-FM

M-F, 3-7pm

1	WGCL-FM	WGCL-FM	WLYT-FM
2	WWWM-FM	WLYT-FM	WGCL-FM
3	WZZP-FM	WMMS-FM	WMMS-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 5453

A/M '79	O/N '79	J/F '80	A/M '80
1	WGCL-FM	WMMS-FM	WMMS-FM
2	WGAR-AM	WGAR-AM	WGCL-FM
3	WMMS-FM	WGCL-FM	WZZP-FM
4	WWWM-FM	WHK -AM	WZZP-FM
5	WWWE-AM	WZZP-FM	WWWE-AM
6	WZZP-FM	WWWM-FM	WDMT-FM
7	WJMO-AM	WWWE-AM	WDMT-FM
8	WQAL-FM	WJMO-AM	WLYT-FM
9	WDMT-FM	WDMT-FM	WJMO-AM
10	WHK -AM	WLYT-FM	WBBG-AM

M-F, 6-10am

1	WGAR-AM	WMMS-FM	WMMS-FM	WMMS-FM
2	WMMS-FM	WGAR-AM	WGAR-AM	WGAR-AM
3	WGCL-FM	WGCL-FM	WGCL-FM	WGCL-FM
4	WWWM-FM	WHK -AM	WDMT-FM	WZZP-FM
5	WJMO-AM	WJMO-AM	WWWE-AM	WDMT-FM
6	WWWE-AM	WWWE-AM	WZZP-FM	WWWE-AM
7	WZZP-FM	WWWM-FM	WWWM-FM	WHK -AM
8	WDMT-FM	WZZP-FM	WJMO-AM	WQAL-FM
9	WHK -AM	WDMT-FM	WHK -AM	WDOK-FM
10	WQAL-FM	WERE-AM	WBBG-AM	WERE-AM

M-F, 3-7pm

1	WMMS-FM	WMMS-FM	WMMS-FM	WMMS-FM
2	WGCL-FM	WGAR-AM	WGAR-AM	WZZP-FM
3	WGAR-AM	WGCL-FM	WZZP-FM	WGCL-FM
4	WWWM-FM	WWWM-FM	WGCL-FM	WGAR-AM
5	WJMO-AM	WZZP-FM	WDMT-FM	WDMT-FM
6	WDMT-FM	WWWE-AM	WWWM-FM	WWWM-FM
7	WZZP-FM	WJMO-AM	WJMO-AM	WQAL-FM
8	WQAL-FM	WHK -AM	WWWE-AM	WWWE-AM
9	WWWE-AM	WDMT-FM	WBBG-AM	WLYT-FM
10	WHK -AM	WLYT-FM	WLYT-FM	WKDD-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 7652

A/M '79	O/N '79	J/F '80	A/M '80	
1	WQAL-FM	WHK -AM	WGAR-AM	WQAL-FM
2	WGAR-AM	WGAR-AM	WQAL-FM	WDOK-FM
3	WWWE-AM	WQAL-FM	WDOK-FM	WGAR-AM
4	WGCL-FM	WDOK-FM	WWWE-AM	WGCL-FM
5	WHK -AM	WWWE-AM	WHK -AM	WWWE-AM
6	WDOK-FM	WGCL-FM	WGCL-FM	WERE-AM
7	WERE-AM	WERE-AM	WERE-AM	WHK -AM
8	WJW -AM	WMMS-FM	WKSJ-FM	WZZP-FM
9	WMMS-FM	WJW -AM	WZZP-FM	WCLV-FM
10	WKSJ-FM	WJMO-AM	WJW -AM	WDMT-FM

M-F, 6-10am

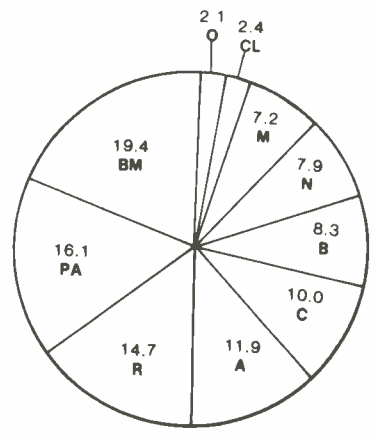
1	WGAR-AM	WGAR-AM	WGAR-AM	WGAR-AM
2	WQAL-FM	WHK -AM	WQAL-FM	WQAL-FM
3	WHK -AM	WQAL-FM	WHK -AM	WDOK-FM
4	WERE-AM	WDOK-FM	WDOK-FM	WHK -AM
5	WGCL-FM	WERE-AM	WERE-AM	WERE-AM
6	WWWE-AM	WWWE-AM	WWWE-AM	WWWE-AM
7	WDOK-FM	WMMS-FM	WJW -AM	WGCL-FM
8	WJW -AM	WJW -AM	WGCL-FM	WZZP-FM
9	WJMO-AM	WGCL-FM	WKSJ-FM	WJW -AM
10	WMMS-FM	WJMO-AM	WJMO-AM	WCLV-FM

M-F, 3-7pm

1	WQAL-FM	WQAL-FM	WGAR-AM	WQAL-FM
2	WGAR-AM	WGAR-AM	WQAL-FM	WDOK-FM
3	WGCL-FM	WHK -AM	WDOK-FM	WGAR-AM
4	WDOK-FM	WDOK-FM	WWWE-AM	WZZP-FM
5	WERE-AM	WGCL-FM	WHK -AM	WGCL-FM
6	WWWE-AM	WERE-AM	WERE-AM	WERE-AM
7	WHK -AM	WMMS-FM	WZZP-FM	WKSJ-FM
8	WJW -AM	WJW -AM	WGCL-FM	WWWE-AM
9	WMMS-FM	WWWE-AM	WJW -AM	WHK -AM
10	WKSJ-FM	WCLV-FM	WCLV-FM	WDMT-FM

Format Penetration Chart

Based On Total Persons 12 +
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Cincinnati

Continued from Page 71

M-F, 6-10am

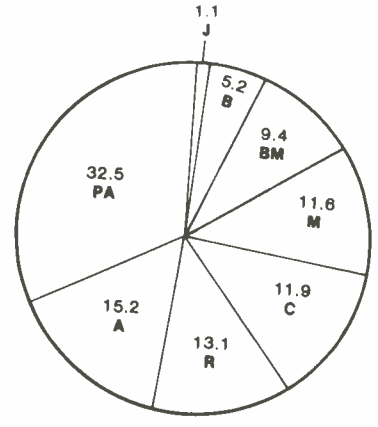
1	WLW -AM	WLW -AM	WLW -AM
2	WKRC-AM	WKRC-AM	WKRC-AM
3	WKRC-AM	WKRC-AM	WKRC-AM
4	WKRC-AM	WKRC-AM	WKRC-AM
5	WUBE-FM	WUBE-FM	WSAI-AM
6	WWEZ-FM	WWEZ-FM	WBBN-FM
7	WLQA-FM	WLQA-FM	WUBE-FM
8	WBBN-FM	WBBN-FM	WWEZ-FM
9	WCIN-AM	WSAI-AM	WCIN-AM
10	WSAI-AM	WCIN-AM	WLQA-FM

M-F, 3-7pm

1	WLW -AM	WLW -AM	WLW -AM
2	WKRC-AM	WKRC-AM	WKRC-AM
3	WKRC-AM	WKRC-AM	WKRC-AM
4	WKRC-AM	WKRC-AM	WKRC-AM
5	WUBE-FM	WUBE-FM	WBBN-FM
6	WUBE-FM	WUBE-FM	WUBE-FM
7	WBBN-FM	WBBN-FM	WUBE-FM
8	WLQA-FM	WSAI-AM	WWEZ-FM
9	WSAI-AM	WLQA-FM	WLQA-FM
10	WCIN-AM	WCIN-AM	WCIN-AM

Format Penetration Chart

Based On Total Persons 12 +
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Colorado Springs

METRO RANK

118

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 2373

	A/M '79	O/N '79	A/M '80
1	KYSN-AM 16.3	KILO-FM 12.5	KRDO-FM(BM) 11.1
2	KSPZ-FM 12.0	KRDO-FM 10.6	KSPZ-FM(R) 11.1
3	KRDO-FM 9.2	KSSS-AM 9.8	KILO-FM(A) 9.6
4	KVOR-AM 8.7	KVOR-AM 9.3	KYSN-AM(R) 8.8
5	KILO-FM 8.7	KSPZ-FM 8.8	KSSS-AM(C) 8.0
6	KIIQ-FM 7.4	KYSN-AM 7.7	KVOR-AM(PA) 7.5
7	KSSS-AM 5.6	KYNR-FM 6.4	KOA-AM(O) 4.9
8	KIIQ-AM 5.1	KIIQ-FM 5.3	KKCS-FM(C) 4.7
9	KRDO-AM 4.8	KKFM-FM 4.5	KYNR-FM(BM) 4.7
10	KKFM-FM 4.3	KOA-AM 4.0	KLZ-AM(PA) 4.1
11	KOA-AM 3.1	KKCS-AM 3.7	KRDO-AM(PA) 4.1
12	KPIK-AM 2.8	KRDO-AM 3.2	KIIQ-FM(PA) 3.9
13	KYNR-FM 1.8	KIIQ-AM 2.1	KKCS-AM(B) 2.6
14	KXXV-AM 1.8	KLZ-AM 1.6	KKFM-FM(R) 1.8
15	KVOD-FM 1.3	KPIK-AM 1.3	KVOD-FM(CL) 1.3
16	KWYD-FM 1.0	KKCS-FM 0.8	KPIK-AM(C) 0.8
17	KHOW-AM 1.0	KZLO-FM 0.5	KRKS-AM(RL) 0.8
18	KLZ-AM 0.8	KVOD-FM 0.5	KHOW-AM(PA) 0.8
19		KWYD-FM 0.5	KIIQ-AM(PA) 0.5

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2373

	A/M '79	O/N '79	A/M '80
1	KYSN-AM 64	KILO-FM 47	KRDO-FM 43
2	KSPZ-FM 47	KRDO-FM 40	KSPZ-FM 43
3	KRDO-FM 36	KSSS-AM 37	KILO-FM 37
4	KVOR-AM 34	KVOR-AM 35	KYSN-AM 34
5	KILO-FM 34	KSPZ-FM 33	KSSS-AM 31

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1	KYSN-AM	KVOR-AM	KVOR-AM
2	KVOR-AM	KSSS-AM	KRDO-FM
3	KSPZ-FM	KILO-FM	KSSS-AM
4	KSSS-AM	KYSN-AM	KSPZ-FM
5	KIIQ-FM	KSPZ-FM	KYSN-AM

F, 3-7pm

	A/M '79	O/N '79	A/M '80
1	KYSN-AM	KILO-FM	KRDO-FM
2	KSPZ-FM	KRDO-FM	KILO-FM
3	KILO-FM	KSPZ-FM	KYSN-AM
4	KRDO-FM	KYSN-AM	KSPZ-FM
5	KIIQ-FM	KSSS-AM	KSSS-AM

**Weekends
S, 6am-Midnight
POP(00): 292**

	A/M '79	O/N '79	A/M '80
1	KYSN-AM	KYSN-AM	KSPZ-FM
2	KSPZ-FM	KSPZ-FM	KYSN-AM
3	KXXV-AM	KKFM-FM	KKCS-AM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1	KYSN-AM	KYSN-AM	KSPZ-FM
2	KSPZ-FM	KKFM-FM	KYSN-AM
3	KKFM-FM	KSPZ-FM	KKCS-AM

F, 3-7pm

	A/M '79	O/N '79	A/M '80
1	KYSN-AM	KYSN-AM	KSPZ-FM
2	KSPZ-FM	KSPZ-FM	KYSN-AM
3	KXXV-AM	KKCS-AM	KKCS-AM

**Adults 18-34
S, 6am-Midnight
POP(00): 1104**

	A/M '79	O/N '79	A/M '80
1	KYSN-AM	KILO-FM	KILO-FM
2	KSPZ-FM	KSPZ-FM	KSPZ-FM
3	KILO-FM	KYSN-AM	KYSN-AM
4	KIIQ-FM	KIIQ-FM	KIIQ-FM
5	KIIQ-AM	KSSS-AM	KLZ-AM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1	KYSN-AM	KILO-FM	KILO-FM
2	KSPZ-FM	KSPZ-FM	KSPZ-FM
3	KIIQ-FM	KYSN-AM	KYSN-AM
4	KILO-FM	KSSS-AM	KVOR-AM
5	KIIQ-AM	KVOR-AM	KIIQ-FM

F, 3-7pm

	A/M '79	O/N '79	A/M '80
1	KILO-FM	KILO-FM	KILO-FM
2	KYSN-AM	KSPZ-FM	KYSN-AM
3	KSPZ-FM	KYSN-AM	KSPZ-FM
4	KIIQ-FM	KIIQ-FM	KKCS-AM
5	KIIQ-AM	KSSS-AM	KLZ-AM

**Adults 25-54
S, 6am-Midnight
POP(00): 1124**

	A/M '79	O/N '79	A/M '80
1	KADO-FM	KRDO-FM	KSSS-AM
2	KVOR-AM	KSSS-AM	KRDO-FM
3	KIIQ-FM	KYNR-FM	KVOR-AM
4	KSSS-AM	KVOR-AM	KSPZ-FM
5	KILO-FM	KSPZ-FM	KYNR-FM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1	KVOR-AM	KSSS-AM	KSSS-AM
2	KSSS-AM	KVOR-AM	KVOR-AM
3	KRDO-FM	KRDO-FM	KRDO-FM
4	KIIQ-FM	KRDO-AM	KRDO-AM
5	KRDO-AM	KKFM-FM	KYSN-AM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1	KRDO-FM	KRDO-FM	KRDO-FM
2	KILO-FM	KYNR-FM	KSSS-AM
3	KVOR-AM	KSSS-AM	KILO-FM
4	KIIQ-FM	KSPZ-FM	KSPZ-FM
5	KSPZ-FM	KILO-FM	KYSN-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2373

	A/M '79	O/N '79	A/M '80
1	KYSN-AM 912	KYSN-AM 625	KYSN-AM 693
2	KSPZ-FM 589	KVOR-AM 588	KSPZ-FM 546
3	KIIQ-FM 525	KSPZ-FM 519	KRDO-FM 471
4	KVOR-AM 500	KSSS-AM 473	KVOR-AM 470
5	KRDO-FM 386	KRDO-FM 463	KILO-FM 455

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1	KYSN-AM	KVOR-AM	KYSN-AM
2	KVOR-AM	KYSN-AM	KVOR-AM
3	KSPZ-FM	KSPZ-FM	KSPZ-FM
4	KSSS-AM	KILO-FM	KILO-FM
5	KIIQ-FM	KSSS-AM	KRDO-FM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1	KYSN-AM	KYSN-AM	KYSN-AM
2	KSPZ-FM	KILO-FM	KSPZ-FM
3	KIIQ-FM	KSPZ-FM	KRDO-FM
4	KILO-FM	KRDO-FM	KILO-FM
5	KVOR-AM	KSSS-AM	KSSS-AM

**Weekends
M-S, 6am-Midnight
POP(00): 292**

	A/M '79	O/N '79	A/M '80
1	KYSN-AM	KYSN-AM	KYSN-AM
2	KSPZ-FM	KSPZ-FM	KSPZ-FM
3	KXXV-AM	KKFM-FM	KKCS-AM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1	KYSN-AM	KYSN-AM	KSPZ-FM
2	KSPZ-FM	KSPZ-FM	KYSN-AM
3	KXXV-AM	KKFM-FM	KKCS-AM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1	KYSN-AM	KYSN-AM	KSPZ-FM
2	KSPZ-FM	KSPZ-FM	KYSN-AM
3	KXXV-AM	KKFM-FM	KILO-FM

**Adults 18-34
M-S, 6am-Midnight
POP(00): 1104**

	A/M '79	O/N '79	A/M '80
1	KYSN-AM	KILO-FM	KYSN-AM
2	KSPZ-FM	KILO-FM	KILO-FM
3	KIIQ-FM	KYSN-AM	KSPZ-FM
4	KILO-FM	KIIQ-FM	KIIQ-FM
5	KIIQ-AM	KKFM-FM	KKCS-AM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1	KYSN-AM	KILO-FM	KYSN-AM
2	KSPZ-FM	KSPZ-FM	KILO-FM
3	KIIQ-FM	KYSN-AM	KSPZ-FM
4	KILO-FM	KVOR-AM	KVOR-AM
5	KIIQ-AM	KIIQ-FM	KIIQ-FM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1	KSPZ-FM	KILO-FM	KYSN-AM
2	KYSN-AM	KYSN-AM	KILO-FM
3	KILO-FM	KSPZ-FM	KSPZ-FM
4	KIIQ-FM	KKFM-FM	KLZ-AM
5	KIIQ-AM	KIIQ-FM	KRDO-FM

**Adults 25-54
M-S, 6am-Midnight
POP(00): 1124**

	A/M '79	O/N '79	A/M '80
1	KVOR-AM	KVOR-AM	KRDO-FM
2	KRDO-FM	KRDO-FM	KYSN-AM
3	KYSN-AM	KSSS-AM	KVOR-AM
4	KIIQ-FM	KYSN-AM	KSSS-AM
5	KSSS-AM	KOA-AM	KRDO-AM

M-F, 6-10am

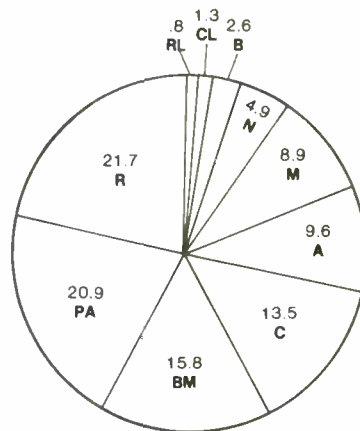
	A/M '79	O/N '79	A/M '80
1	KVOR-AM	KVOR-AM	KSSS-AM
2	KSSS-AM	KSSS-AM	KYSN-AM
3	KRDO-FM	KRDO-AM	KVOR-AM
4	KIIQ-FM	KRDO-FM	KRDO-FM
5	KYSN-AM	KYSN-AM	KRDO-AM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1	KRDO-FM	KSSS-AM	KRDO-FM
2	KVOR-AM	KRDO-FM	KSSS-AM
3	KYSN-AM	KYSN-AM	KYSN-AM
4	KIIQ-FM	KSPZ-FM	KVOR-AM
5	KSPZ-FM	KVOR-AM	KRDO-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Columbia, SC

METRO RANK

90

A/M '80 Market Overview

Rock station **WNOK** had its second straight sizeable increase, gaining four shares 12+ and taking the number one position. Black **WOIC** and Country **WCOS-FM** each increased in this book, but perennial leader **WIS** took a tumble, dropping more than five shares for its worst book in two years.

WNOK was dominant in teens with almost a 48% share. The station led in the 18-34 cell too, with almost 22% of that audience. Adding to an impressive tally, **WNOK** also randed highly among 25-54 listeners, second with just under 14%. Its 25-34 strength helped it score well in diverse demos.

WOIC won just over 13% of the 18-34's, while attracting just under 12% of the 25-54 tune-ins. The 18-34 figure was consistent for **WOIC**, but the 25-54 number represented an increase of about one-third.

WCOS-FM earned possibly its best 12+ share ever this spring and ended up becoming the favorite among adults 25-54. The station used an outside ad campaign involving TV and billboards, and did a series of remotes from the state fair, all of which helped it to a 19% 25-54 share. More emphasis on **Elvis Presley** and a reduction of spot load during drive times may also have helped.

Even though no longer the market leader, **WIS** does have an attractive sales picture. The station suffered significant losses in male listeners, but still rated third among 25-54's, with more than 12%.

Other stations that had significant shifts in this book include **BM WXYR** and **AOR WZLD**. **WXYR** changed its music syndicator before the book (**Bonnevillie to Kala Music**), and perhaps as a result, had defections in its corps of female listeners. **WZLD**, on the other hand, used a media campaign of billboards, busboards, and newspaper ads, and promoted a raft race that drew 30,000 people, and rose from approximately 10% 18-34 in the two previous surveys to over 12% in this report, just a fraction behind **WOIC**.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 3203

A/M '79	O/N '79	A/M '80
1 WIS -AM	13.0	15.9
2 WCOS-FM	12.2	13.6
3 WNOK-FM	11.8	11.9
4 WXYR-FM	10.7	11.4
5 WOIC-AM	9.2	9.2
6 WSCQ-FM	7.9	6.9
7 WZLD-FM	7.1	6.3
8 WZLD-FM	6.2	5.6
9 WCOS-AM	4.5	5.4
10 WCAY-AM	3.2	2.5
11 WXAP-AM	2.6	2.2
12 WQXL-AM	1.1	1.1
13 WPJS-FM	1.1	0.9
14 WBRL-FM	0.4	
15 WBRL-AM	0.2	

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3203

A/M '79	O/N '79	A/M '80
1 WIS -AM	61	71
2 WCOS-FM	57	61
3 WNOK-FM	55	53
4 WXYR-FM	50	51
5 WOIC-AM	43	41

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WIS -AM	WIS -AM	WNOK-FM
2 WCOS-FM	WOIC-AM	WCOS-FM
3 WNOK-FM	WSCQ-FM	WIS -AM
4 WSCQ-FM	WCOS-FM	WOIC-AM
5 WOIC-AM	WNOK-FM	WSCQ-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WIS -AM	WIS -AM	WOIC-AM
3 WCOS-FM	WOIC-AM	WIS -AM
4 WZLD-FM	WCOS-FM	WZLD-FM
5 WXYR-FM	WXYR-FM	WCOS-FM

Teens M-S, 6am-Midnight POP(00): 395

A/M '79	O/N '79	A/M '80
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WOIC-AM	WOIC-AM	WOIC-AM
3 WZLD-FM	WCOS-AM	WZLD-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WOIC-AM	WOIC-AM	WOIC-AM
3 WCOS-AM	WCOS-AM	WZLD-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WOIC-AM	WOIC-AM	WZLD-FM
3 WZLD-FM	WCOS-AM	WOIC-AM

Adults 18-34 M-S, 6am-Midnight POP(00): 1430

A/M '79	O/N '79	A/M '80
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WCOS-FM	WOIC-AM	WOIC-AM
3 WZLD-FM	WIS -AM	WZLD-FM
4 WZLD-FM	WZLD-FM	WCOS-FM
5 WIS -AM	WCOS-AM	WZLD-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WNOK-FM	WIS -AM	WNOK-FM
2 WIS -AM	WOIC-AM	WCOS-FM
3 WCOS-FM	WCOS-AM	WOIC-AM
4 WSCQ-FM	WNOK-FM	WSCQ-FM
5 WCOS-AM	WZLD-FM	WIS -AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WZLD-FM	WOIC-AM	WOIC-AM
3 WZLD-FM	WIS -AM	WZLD-FM
4 WCOS-FM	WZLD-FM	WZLD-FM
5 WXAP-AM	WZLD-FM	WIS -AM

Adults 25-54 M-S, 6am-Midnight POP(00): 1477

A/M '79	O/N '79	A/M '80
1 WIS -AM	WCOS-FM	WCOS-FM
2 WCOS-FM	WIS -AM	WNOK-FM
3 WXYR-FM	WXYR-FM	WIS -AM
4 WSCQ-FM	WSCQ-FM	WOIC-AM
5 WNOK-FM	WOIC-AM	WSCQ-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WIS -AM	WIS -AM	WCOS-FM
2 WSCQ-FM	WCOS-FM	WIS -AM
3 WCOS-FM	WSCQ-FM	WNOK-FM
4 WXYR-FM	WOIC-AM	WSCQ-FM
5 WNOK-FM	WXYR-FM	WOIC-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WXYR-FM	WCOS-FM	WCOS-FM
2 WCOS-FM	WIS -AM	WIS -AM
3 WIS -AM	WXYR-FM	WNOK-FM
4 WSCQ-FM	WSCQ-FM	WOIC-AM
5 WNOK-FM	WNOK-FM	WXYR-FM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 3203

A/M '79	O/N '79	A/M '80
1 WIS -AM	968	1283
2 WNOK-FM	872	1045
3 WCOS-FM	644	685
4 WOIC-AM	600	656
5 WCOS-AM	564	638

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WIS -AM	WIS -AM	WIS -AM
2 WNOK-FM	WNOK-FM	WNOK-FM
3 WCOS-FM	WOIC-AM	WOIC-AM
4 WCOS-AM	WCOS-FM	WCOS-FM
5 WXYR-FM	WCOS-AM	WCOS-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WIS -AM	WIS -AM	WIS -AM
3 WCOS-FM	WOIC-AM	WOIC-AM
4 WOIC-AM	WCOS-FM	WCOS-FM
5 WZLD-FM	WCOS-AM	WZLD-FM

Teens

M-S, 6am-Midnight POP(00): 395

A/M '79	O/N '79	A/M '80
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WOIC-AM	WCOS-AM	WZLD-FM
3 WZLD-FM	WOIC-AM	WOIC-AM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WCOS-AM	WOIC-AM	WOIC-AM
3 WOIC-AM	WCOS-AM	WZLD-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WOIC-AM	WCOS-AM	WZLD-FM
3 WZLD-FM	WOIC-AM	WOIC-AM

Adults 18-34 M-S, 6am-Midnight POP(00): 1430

A/M '79	O/N '79	A/M '80
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WZLD-FM	WIS -AM	WIS -AM
3 WIS -AM	WCOS-AM	WOIC-AM
4 WCOS-AM	WZLD-FM	WZLD-FM
5 WCOS-FM	WOIC-AM	WCOS-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WIS -AM	WIS -AM	WOIC-AM
3 WCOS-AM	WCOS-AM	WIS -AM
4 WCOS-FM	WOIC-AM	WZLD-FM
5 WZLD-FM	WZLD-FM	WCOS-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WZLD-FM	WOIC-AM	WOIC-AM
3 WXAP-AM	WZLD-FM	WIS -AM
4 WIS -AM	WIS -AM	WZLD-FM
5 WZLD-FM	WCOS-AM	WZLD-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 1477

A/M '79	O/N '79	A/M '80
1 WIS -AM	WIS -AM	WIS -AM
2 WCOS-FM	WCOS-FM	WCOS-FM
3 WXYR-FM	WNOK-FM	WNOK-FM
4 WSCQ-FM	WXYR-FM	WOIC-AM
5 WNOK-FM	WSCQ-FM	WSCQ-FM

M-F, 6-10am

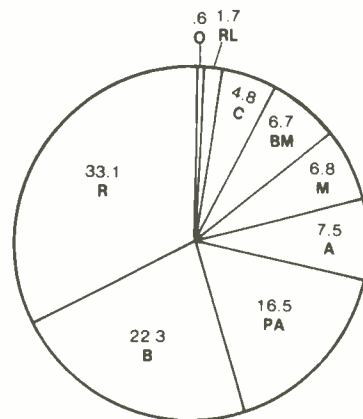
A/M '79	O/N '79	A/M '80
1 WIS -AM	WIS -AM	WIS -AM
2 WCOS-FM	WCOS-FM	WCOS-FM
3 WXYR-FM	WSCQ-FM	WNOK-FM
4 WSCQ-FM	WNOK-FM	WOIC-AM
5 WNOK-FM	WXYR-FM	WSCQ-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WIS -AM	WIS -AM	WIS -AM
2 WXYR-FM	WNOK-FM	WNOK-FM
3 WCOS-FM	WCOS-FM	WCOS-FM
4 WSCQ-FM	WSCQ-FM	WOIC-AM
5 WNOK-FM	WXYR-FM	WSCQ-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Columbus, GA

METRO RANK

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Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 1859

A/M '78	A/M '79	A/M '80
1 WCGQ-FM 21.1	WCGQ-FM 14.3	WCGQ-FM(1) 21.3
2 WDAK-AM 14.6	WVOC-FM 12.9	WOKS-AM(1) 15.6
3 WEIZ-FM 12.1	WFXE-FM 12.5	WVOC-FM(PA) 11.3
4 WOKS-AM 10.1	WDAK-AM 12.1	WPNX-AM(C) 11.3
5 WFXE-FM 8.1	WPNX-AM 12.1	WEIZ-FM(BM) 11.3
6 WPNX-AM 7.7	WOKS-AM 11.4	WFXE-FM(R) 9.9
7 WYD-AM 7.7	WEIZ-FM 9.6	WDAK-AM(R) 8.9
8 WRBL-FM 7.7	WRCC-AM 4.6	WFDR-FM(B) 2.8
9 WRCC-AM 2.4	WYD-AM 3.2	WRCC-AM(PA) 2.5
10 WFDR-AM 2.0	WFDR-FM 2.1	WYD-AM(ML) 2.5
11 WCLS-AM 2.0		WCLS-AM(R) 0.4
12 WFDR-FM 0.4		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1859

A/M '78	A/M '79	A/M '80
1 WCGQ-FM 52	WCGQ-FM 40	WCGQ-FM 60
2 WDAK-AM 36	WVOC-FM 36	WOKS-AM 44
3 WEIZ-FM 30	WFXE-FM 35	WVOC-FM 32
4 WOKS-AM 25	WDAK-AM 34	WPNX-AM 32
5 WFXE-FM 20	WPNX-AM 34	WEIZ-FM 32

M-F, 6-10am

1 WDAK-AM	WDAK-AM	WCGQ-FM
2 WCGQ-FM	WPNX-AM	WDAK-AM
3 WPNX-AM	WVOC-FM	WOKS-AM
4 WRBL-FM	WCGQ-FM	WVOC-FM
5 WEIZ-FM	WFXE-FM	WPNX-AM

M-F, 3-7pm

1 WCGQ-FM	WCGQ-FM	WCGQ-FM
2 WDAK-AM	WVOC-FM	WVOC-FM
3 WEIZ-FM	WFXE-FM	WOKS-AM
4 WFXE-FM	WDAK-AM	WPNX-AM
5 WPNX-AM	WOKS-AM	WEIZ-FM

Teens
M-S, 6am-Midnight
POP(00): 235

A/M '78	A/M '79	A/M '80
1 WCGQ-FM	WCGQ-FM	WCGQ-FM
2 WDAK-AM	WOKS-AM	WOKS-AM
3 WFXE-FM	WDAK-AM	WFXE-FM

M-F, 6-10am

1 WCGQ-FM	WCGQ-FM	WCGQ-FM
2 WDAK-AM	WOKS-AM	WOKS-AM
3 WFXE-FM	WFXE-FM	WFXE-FM

M-F, 3-7pm

1 WCGQ-FM	WCGQ-FM	WCGQ-FM
2 WFXE-FM	WOKS-AM	WOKS-AM
3 WDAK-AM	WFXE-FM	WFXE-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 841

A/M '78	A/M '79	A/M '80
1 WCGQ-FM	WVOC-FM	WCGQ-FM
2 WDAK-AM	WFXE-FM	WVOC-FM
3 WFXE-FM	WCGQ-FM	WFXE-FM
4 WOKS-AM	WDAK-AM	WOKS-AM
5 WRBL-FM	WPNX-AM	WDAK-AM

M-F, 6-10am

1 WCGQ-FM	WVOC-FM	WCGQ-FM
2 WDAK-AM	WCGQ-FM	WVOC-FM
3 WFXE-FM	WFXE-FM	WFXE-FM
4 WPNX-AM	WDAK-AM	WDAK-AM
5 WRBL-FM	WPNX-AM	WPNX-AM

M-F, 3-7pm

1 WCGQ-FM	WVOC-FM	WCGQ-FM
2 WDAK-AM	WFXE-FM	WVOC-FM
3 WFXE-FM	WCGQ-FM	WFXE-FM
4 WOKS-AM	WDAK-AM	WDAK-AM
5 WEIZ-FM	WPNX-AM	WEIZ-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 829

A/M '78	A/M '79	A/M '80
1 WEIZ-FM	WPNX-AM	WPNX-AM
2 WCGQ-FM	WFXE-FM	WEIZ-FM
3 WDAK-AM	WOKS-AM	WOKS-AM
4 WPNX-AM	WDAK-AM	WVOC-FM
5 WRBL-FM	WVOC-FM	WCGQ-FM

M-F, 6-10am

1 WPNX-AM	WPNX-AM	WPNX-AM
2 WDAK-AM	WDAK-AM	WEIZ-FM
3 WEIZ-FM	WOKS-AM	WDAK-AM
4 WCGQ-FM	WVOC-FM	WVOC-FM
5 WRBL-FM	WFXE-FM	WOKS-AM

M-F, 3-7pm

1 WEIZ-FM	WPNX-AM	WPNX-AM
2 WCGQ-FM	WFXE-FM	WEIZ-FM
3 WDAK-AM	WOKS-AM	WVOC-FM
4 WPNX-AM	WVOC-FM	WOKS-AM
5 WFXE-FM	WDAK-AM	WCGQ-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1859

A/M '78	A/M '79	A/M '80
1 WDAK-AM 773	WDAK-AM 619	WCGQ-FM 578
2 WCGQ-FM 589	WCGQ-FM 545	WDAK-AM 467
3 WOKS-AM 362	WVOC-FM 466	WVOC-FM 462
4 WPNX-AM 342	WOKS-AM 412	WOKS-AM 427
5 WFXE-FM 323	WPNX-AM 399	WPNX-AM 389

M-F, 6-10am

1 WDAK-AM	WDAK-AM	WCGQ-FM
2 WCGQ-FM	WCGQ-FM	WDAK-AM
3 WPNX-AM	WPNX-AM	WVOC-FM
4 WFXE-FM	WVOC-FM	WOKS-AM
5 WRBL-FM	WOKS-AM	WPNX-AM

M-F, 3-7pm

1 WCGQ-FM	WCGQ-FM	WCGQ-FM
2 WDAK-AM	WDAK-AM	WVOC-FM
3 WPNX-AM	WVOC-FM	WOKS-AM
4 WOKS-AM	WOKS-AM	WPNX-AM
5 WFXE-FM	WFXE-FM	WFXE-FM

Teens
M-S, 6am-Midnight
POP(00): 235

A/M '78	A/M '79	A/M '80
1 WCGQ-FM	WCGQ-FM	WCGQ-FM
2 WDAK-AM	WDAK-AM	WOKS-AM
3 WFXE-FM	WFXE-FM	WFXE-FM

M-F, 6-10am

1 WCGQ-FM	WCGQ-FM	WCGQ-FM
2 WDAK-AM	WOKS-AM	WOKS-AM
3 WFXE-FM	WDAK-AM	WFXE-FM

M-F, 3-7pm

1 WCGQ-FM	WCGQ-FM	WCGQ-FM
2 WDAK-AM	WDAK-AM	WOKS-AM
3 WFXE-FM	WOKS-AM	WFXE-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 841

A/M '78	A/M '79	A/M '80
1 WCGQ-FM	WVOC-FM	WCGQ-FM
2 WDAK-AM	WCGQ-FM	WVOC-FM
3 WFXE-FM	WDAK-AM	WDAK-AM
4 WOKS-AM	WFXE-FM	WFXE-FM
5 WEIZ-FM	WPNX-AM	WOKS-AM

M-F, 6-10am

1 WCGQ-FM	WCGQ-FM	WCGQ-FM
2 WDAK-AM	WDAK-AM	WVOC-FM
3 WFXE-FM	WVOC-FM	WFXE-FM
4 WPNX-AM	WFXE-FM	WDAK-AM
5 WRBL-FM	WPNX-AM	WPNX-AM

M-F, 3-7pm

1 WCGQ-FM	WVOC-FM	WCGQ-FM
2 WDAK-AM	WCGQ-FM	WVOC-FM
3 WFXE-FM	WDAK-AM	WFXE-FM
4 WEIZ-FM	WFXE-FM	WOKS-AM
5 WOKS-AM	WPNX-AM	WDAK-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 829

A/M '78	A/M '79	A/M '80
1 WDAK-AM	WDAK-AM	WPNX-AM
2 WPNX-AM	WPNX-AM	WVOC-FM
3 WCGQ-FM	WOKS-AM	WEIZ-FM
4 WEIZ-FM	WVOC-FM	WDAK-AM
5 WOKS-AM	WFXE-FM	WCGQ-FM

M-F, 6-10am

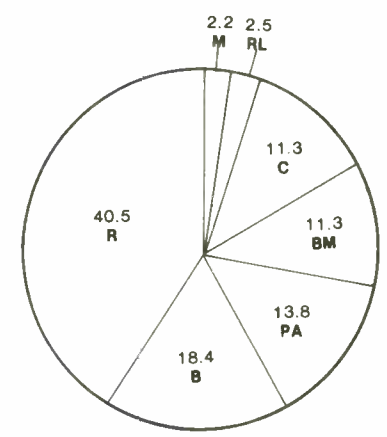
1 WDAK-AM	WDAK-AM	WPNX-AM
2 WPNX-AM	WPNX-AM	WDAK-AM
3 WCGQ-FM	WOKS-AM	WEIZ-FM
4 WEIZ-FM	WVOC-FM	WVOC-FM
5 WRBL-FM	WFXE-FM	WCGQ-FM

M-F, 3-7pm

1 WDAK-AM	WPNX-AM	WPNX-AM
2 WCGQ-FM	WOKS-AM	WEIZ-FM
3 WPNX-AM	WFXE-FM	WVOC-FM
4 WEIZ-FM	WVOC-FM	WCGQ-FM
5 WYD-AM	WDAK-AM	WOKS-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Columbus, OH

METRO RANK

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A/M '80 Market Overview

A considerable flux in Columbus since the O/N '79 survey may have resulted in changes in the rankings. For starters, there's a new number one station, **Superstars AOR WLVQ**. One of the few major stations in Columbus to have escaped staffing or format changes, WLVQ has remained a consistent leader among young adults. The station had almost 24% of the 18-34's, an increase over fall and up 10 points from last spring. As might be expected given the format, WLVQ's strength lies in the 18-24 cell. To promote its sound, WLVQ gave away a TransAm through a call-in contest to identify quick mystery riffs. The station also added the "King Biscuit Flower Hour" to its Sunday evening lineup.

Former 18-34 leader **WNCI** ranked second, but enjoyed a partial rebound from a comparatively poor O/N '79 book and also ranked second in total persons. And while maintaining a strong teen audience, WNCI had enough strength 25-34 to lead in 25-54 audience with a 13% share, one-and-a-half shares ahead of runnerup **WTVN**. An extensive ad campaign may have helped WNCI rebound, as the station spent more than usual on TV, newspapers, cabtops, and billboards.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 9070

A/M '79	O/N '79	A/M '80
1 WNCI-FM 13.9	WTVN-AM 14.1	WLVQ-FM(A) 12.5
2 WBNS-FM 12.5	WLVQ-FM 12.7	WNCI-FM(B) 11.6
3 WTVN-AM 12.1	WBNS-FM 12.2	WBNS-FM(BM) 10.7
4 WXGT-FM 8.0	WNCI-FM 10.1	WTVN-AM(PA) 10.0
5 WLVQ-FM 7.8	WBNS-AM 8.0	WXGT-FM(P) 8.2
6 WBNS-AM 7.1	WXGT-FM 7.3	WMNI-AM(C) 7.0
7 WMNI-AM 7.0	WMNI-AM 6.1	WCOL-AM(PA) 6.8
8 WCOL-AM 6.1	WCOL-AM 4.7	WBNS-AM(PA) 6.4
9 WRMZ-FM 2.9	WHOK-FM 3.7	WVVO-AM(B) 3.2
10 WVVO-FM 2.7	WVVO-FM 2.7	WVVO-FM(B) 2.9
11 WHOK-FM 2.4	WRFD-AM 2.7	WHOK-FM(C) 2.9
12 WVVO-AM 2.3	WVVO-AM 2.5	WRMZ-FM(BM) 2.6
13 WLW-AM 1.8	WRMZ-FM 1.8	WRFD-AM(PA) 1.6
14 WBBY-FM 1.7	WHOK-AM 1.2	WLW-AM(PA) 1.4
15 WRFD-AM 1.4	WBBY-FM 1.2	WBBY-FM(D) 1.1
16 WNRE-FM 1.2	WLW-AM 0.6	WNRE-FM(PA) 0.7
17 WHOK-AM 1.1		WHOK-AM(PA) 0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight

A/M '79	O/N '79	A/M '80
1 WNCI-FM 185	WTVN-AM 195	WLVQ-FM 174
2 WBNS-FM 166	WLVQ-FM 176	WNCI-FM 162
3 WTVN-AM 161	WBNS-FM 169	WBNS-FM 150
4 WXGT-FM 106	WNCI-FM 139	WTVN-AM 140
5 WLVQ-FM 104	WBNS-AM 111	WXGT-FM 115

A/M '79	O/N '79	A/M '80
1 WTVN-AM	WTVN-AM	WTVN-AM
2 WNCI-FM	WBNS-AM	WNCI-FM
3 WBNS-FM	WNCI-FM	WLVQ-FM
4 WBNS-AM	WLVQ-FM	WBNS-AM
5 WMNI-AM	WBNS-FM	WMNI-AM

A/M '79	O/N '79	A/M '80
1 WNCI-FM	WBNS-FM	WLVQ-FM
2 WBNS-FM	WLVQ-FM	WNCI-FM
3 WTVN-AM	WTVN-AM	WBNS-FM
4 WLVQ-FM	WNCI-FM	WTVN-AM
5 WXGT-FM	WXGT-FM	WXGT-FM

Teens
M-S, 6am-Midnight
POP(00): 1107

A/M '79	O/N '79	A/M '80
1 WNCI-FM	WLVQ-FM	WXGT-FM
2 WXGT-FM	WNCI-FM	WNCI-FM
3 WLVQ-FM	WXGT-FM	WLVQ-FM

A/M '79	O/N '79	A/M '80
1 WNCI-FM	WLVQ-FM	WXGT-FM
2 WXGT-FM	WNCI-FM	WNCI-FM
3 WLVQ-FM	WXGT-FM	WLVQ-FM

A/M '79	O/N '79	A/M '80
1 WNCI-FM	WXGT-FM	WXGT-FM
2 WXGT-FM	WLVQ-FM	WNCI-FM
3 WLVQ-FM	WNCI-FM	WLVQ-FM

Several stations went through repositioning or staff changes this spring. WTVN, which dropped four shares from O/N '79, brought in a new afternoon drive personality in May and changed other shifts around. Possibly that move, combined with less advertising than usual, may have accounted for the station's drop. Formerly tops 25-54, WTVN trailed WNCI approximately 12%, down from just under 18% in the fall. Last spring WTVN had a 25-54 share of just under 16%.

The movement to more mass appeal was led by **WXGT** and **WCOL**. In January, WXGT began to move to a more mass appeal format, and by the time the survey began the station had eliminated jingles, changed drivetime jocks, and spent more dollars than in previous sweeps on advertising through TV, busboards, and cabtops. During the sweep WXGT gave away four motorcycles and 700 albums, all top 10 LP's. The net result was the station became teen leader and improved its female numbers. WXGT ranked third among 18-34 adults with just over 10%.

WCOL, formerly Top 40, shifted to a Pop/Adult approach. The station spent about \$50,000 on a campaign using TV and billboards, helping to reposition the WCOL image. With the help of focus group research, the station selected a team of new personalities for the station's AM and PM drive airshifts. This effort helped WCOL to more than double its 25-54 share, making the station a factor in that key segment.

Adults 18-34
M-S, 6am-Midnight
POP(00): 3726

A/M '79	O/N '79	A/M '80
1 WNCI-FM	WLVQ-FM	WLVQ-FM
2 WXGT-FM	WNCI-FM	WNCI-FM
3 WLVQ-FM	WXGT-FM	WXGT-FM
4 WTVN-AM	WTVN-AM	WTVN-AM
5 WBNS-AM	WBNS-AM	WBNS-AM

A/M '79	O/N '79	A/M '80
1 WNCI-FM	WLVQ-FM	WLVQ-FM
2 WXGT-FM	WNCI-FM	WNCI-FM
3 WLVQ-FM	WBNS-AM	WTVN-AM
4 WTVN-AM	WTVN-AM	WXGT-FM
5 WBNS-AM	WXGT-FM	WBNS-AM

A/M '79	O/N '79	A/M '80
1 WNCI-FM	WLVQ-FM	WLVQ-FM
2 WLVQ-FM	WNCI-FM	WNCI-FM
3 WXGT-FM	WXGT-FM	WXGT-FM
4 WBNS-FM	WTVN-AM	WTVN-AM
5 WBNS-AM	WCOL-AM	WBNS-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 4321

A/M '79	O/N '79	A/M '80
1 WBNS-FM	WTVN-AM	WNCI-FM
2 WTVN-AM	WBNS-FM	WTVN-AM
3 WNCI-FM	WBNS-AM	WBNS-FM
4 WBNS-AM	WNCI-FM	WNCI-FM
5 WCOL-AM	WLVQ-FM	WCOL-AM

A/M '79	O/N '79	A/M '80
1 WTVN-AM	WTVN-AM	WTVN-AM
2 WBNS-FM	WBNS-AM	WBNS-AM
3 WNCI-FM	WNCI-FM	WNCI-FM
4 WBNS-AM	WBNS-FM	WCOL-AM
5 WMNI-AM	WLVQ-FM	WMNI-AM

A/M '79	O/N '79	A/M '80
1 WBNS-FM	WTVN-AM	WNCI-FM
2 WTVN-AM	WBNS-FM	WTVN-AM
3 WNCI-FM	WBNS-AM	WBNS-FM
4 WBNS-AM	WNCI-FM	WCOL-AM
5 WLVQ-FM	WLVQ-FM	WLVQ-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 9070

A/M '79	O/N '79	A/M '80
1 WNCI-FM 2659	WTVN-AM 2956	WNCI-FM 2494
2 WTVN-AM 2610	WNCI-FM 2495	WTVN-AM 2346
3 WBNS-FM 2232	WBNS-FM 2149	WCOL-AM 2060
4 WCOL-AM 1982	WBNS-AM 2080	WXGT-FM 2045
5 WBNS-AM 1961	WLVQ-FM 1908	WBNS-FM 1917

A/M '79	O/N '79	A/M '80
1 WTVN-AM	WTVN-AM	WTVN-AM
2 WNCI-FM	WNCI-FM	WNCI-FM
3 WBNS-AM	WBNS-AM	WBNS-AM
4 WBNS-FM	WLVQ-FM	WCOL-AM
5 WCOL-AM	WBNS-FM	WLVQ-FM

A/M '79	O/N '79	A/M '80
1 WNCI-FM	WTVN-AM	WNCI-FM
2 WTVN-AM	WNCI-FM	WLVQ-FM
3 WBNS-FM	WLVQ-FM	WTVN-AM
4 WXGT-FM	WBNS-FM	WBNS-FM
5 WBNS-AM	WBNS-AM	WXGT-FM

Teens
M-S, 6am-Midnight
POP(00): 1107

A/M '79	O/N '79	A/M '80
1 WNCI-FM	WNCI-FM	WXGT-FM
2 WXGT-FM	WXGT-FM	WNCI-FM
3 WLVQ-FM	WLVQ-FM	WLVQ-FM

A/M '79	O/N '79	A/M '80
1 WNCI-FM	WNCI-FM	WXGT-FM
2 WXGT-FM	WLVQ-FM	WNCI-FM
3 WLVQ-FM	WXGT-FM	WLVQ-FM

A/M '79	O/N '79	A/M '80
1 WNCI-FM	WNCI-FM	WXGT-FM
2 WXGT-FM	WXGT-FM	WNCI-FM
3 WLVQ-FM	WLVQ-FM	WLVQ-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3726

A/M '79	O/N '79	A/M '80
1 WNCI-FM	WNCI-FM	WNCI-FM
2 WXGT-FM	WLVQ-FM	WLVQ-FM
3 WCOL-AM	WTVN-AM	WXGT-FM
4 WLVQ-FM	WXGT-FM	WCOL-AM
5 WBNS-AM	WCOL-AM	WTVN-AM

A/M '79	O/N '79	A/M '80
1 WNCI-FM	WNCI-FM	WNCI-FM
2 WXGT-FM	WLVQ-FM	WLVQ-FM
3 WLVQ-FM	WXGT-FM	WTVN-AM
4 WCOL-AM	WBNS-AM	WXGT-FM
5 WBNS-AM	WTVN-AM	WCOL-AM

A/M '79	O/N '79	A/M '80
1 WNCI-FM	WLVQ-FM	WLVQ-FM
2 WXGT-FM	WNCI-FM	WNCI-FM
3 WLVQ-FM	WXGT-FM	WXGT-FM
4 WCOL-AM	WCOL-AM	WCOL-AM
5 WBNS-AM	WBNS-AM	WTVN-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 4321

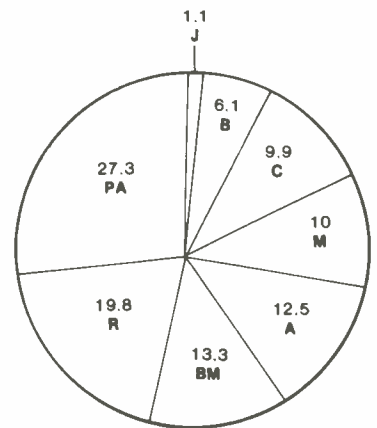
A/M '79	O/N '79	A/M '80
1 WTVN-AM	WTVN-AM	WTVN-AM
2 WBNS-FM	WBNS-AM	WNCI-FM
3 WBNS-AM	WNCI-FM	WCOL-AM
4 WNCI-FM	WBNS-FM	WBNS-FM
5 WCOL-AM	WCOL-AM	WBNS-AM

A/M '79	O/N '79	A/M '80
1 WTVN-AM	WTVN-AM	WTVN-AM
2 WBNS-FM	WBNS-AM	WBNS-AM
3 WBNS-AM	WNCI-FM	WNCI-FM
4 WNCI-FM	WBNS-FM	WCOL-AM
5 WCOL-AM	WMNI-AM	WBNS-FM

A/M '79	O/N '79	A/M '80
1 WTVN-AM	WTVN-AM	WNCI-FM
2 WBNS-FM	WBNS-AM	WTVN-AM
3 WBNS-AM	WBNS-FM	WCOL-AM
4 WNCI-FM	WNCI-FM	WNCI-FM
5 WCOL-AM	WLVQ-FM	WBNS-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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METRO RANK

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Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 2379

A/M '78	A/M '79	A/M '80
1 KEYS-AM 16.7	KEYS-AM 14.7	KEYS-AM (R) 16.8
2 KUNO-AM 14.1	KZFM-FM 13.5	KUNO-AM (S) 12.5
3 KIOU-FM 12.5	KIOU-FM 12.6	KZFM-FM (R) 11.4
4 KRYS-AM 8.6	KUNO-AM 10.9	KOUL-FM (C) 8.8
5 KNCN-FM 8.4	KNCN-FM 9.1	KIOU-FM (BM) 8.2
6 KZFM-FM 7.6	KRYS-AM 8.5	KRYS-AM (R) 7.7
7 KCCT-AM 7.6	KOUL-FM 8.5	KNCN-FM(A) 7.4
8 KIKN-AM 4.7	KCCT-AM 6.5	KCCT-AM (S) 7.2
9 KOUL-FM 4.2	KIKN-AM 4.1	KIKN-AM (C) 4.3
10 K TSA-AM 2.3	KROB-AM 2.6	KSIX-AM (PA) 4.0
11 KSIX-AM 2.3	KSIX-AM 1.5	KEXX-FM (PA) 2.9
12 KEXX-FM 2.1	WOA I-AM 1.2	KROB-AM (C) 2.4
13 KROB-AM 2.1	KROB-FM 0.9	KROB-FM (R) 1.3
14 KTRH-AM 1.8	KTRH-AM 0.9	K TSA-AM (M) 1.1
15 KROB-FM 0.8	K TSA-AM 0.6	KROB-AM (R) 1.1
16	WOA I-AM (BM) 0.8	
17	KITE FM (BM) 0.5	
18	KTRH-AM (T) 0.5	
19	KINE-AM (C) 0.5	

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2379

A/M '78	A/M '79	A/M '80
1 KEYS-AM 64	KEYS-AM 50	KEYS-AM 63
2 KUNO-AM 54	KZFM-FM 46	KUNO-AM 47
3 KIOU-FM 48	KIOU-FM 43	KZFM-FM 43
4 KRYS-AM 33	KUNO-AM 37	KOUL-FM 33
5 KNCN-FM 32	KNCN-FM 31	KIOU-FM 31

M-F, 6-10am

1 KUNO-AM	KEYS-AM	KEYS-AM
2 KEYS-AM	KUNO-AM	KUNO-AM
3 KIOU-FM	KIOU-FM	KRYS-AM
4 KRYS-AM	KRYS-AM	KZFM-FM
5 KZFM-FM	KZFM-FM	KIOU-FM

M-F, 3-7pm

1 KEYS-AM	KRYS-AM	KEYS-AM
2 KIOU-FM	KZFM-FM	KUNO-AM
3 KUNO-AM	KIOU-FM	KZFM-FM
4 KRYS-AM	KNCN-FM	KRYS-AM
5 KNCN-FM	KRYS-AM	KOUL-FM

Teens
M-S, 6am-Midnight
POP(00): 367

A/M '78	A/M '79	A/M '80
1 KEYS-AM	KEYS-AM	KEYS-AM
2 KZFM-FM	KZFM-FM	KZFM-FM
3 KRYS-AM	KRYS-AM	KRYS-AM

M-F, 6-10am

1 KEYS-AM	KEYS-AM	KEYS-AM
2 KZFM-FM	KZFM-FM	KZFM-FM
3 KRYS-AM	KRYS-AM	KRYS-AM

M-F, 3-7pm

1 KFYS-AM	KEYS-AM	KEYS-AM
2 KZFM-FM	KZFM-FM	KZFM-FM
3 KRYS-AM	KRYS-AM	KRYS-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 886

A/M '78	A/M '79	A/M '80
1 KEYS-AM	KNCN-FM	KZFM-FM
2 KNCN-FM	KZFM-FM	KEYS-AM
3 KZFM-FM	KEYS-AM	KNCN-FM
4 KRYS-AM	KCCT-AM	KOUL-FM
5 KCCT-AM	KRYS-AM	KRYS-AM

M-F, 6-10am

1 KEYS-AM	KEYS-AM	KEYS-AM
2 KNCN-FM	KRYS-AM	KZFM-FM
3 KZFM-FM	KNCN-FM	KRYS-AM
4 KRYS-AM	KZFM-FM	KOUL-FM
5 KUNO-AM	KCCT-AM	KNCN-FM

M-F, 3-7pm

1 KEYS-AM	KNCN-FM	KNCN-FM
2 KNCN-FM	KEYS-AM	KEYS-AM
3 KRYS-AM	KZFM-FM	KZFM-FM
4 KZFM-FM	KOUL-FM	KOUL-FM
5 KCCT-AM	KCCT-AM	KCCT-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1125

A/M '78	A/M '79	A/M '80
1 KIOU-FM	KIOU-FM	KUNO-AM
2 KUNO-AM	KUNO-AM	KEYS-AM
3 KEYS-AM	KOUL-FM	KOUL-FM
4 KRYS-AM	KEYS-AM	KCCT-AM
5 KCCT-AM	KNCN-FM	KIOU-FM

M-F, 6-10am

1 KUNO-AM	KUNO-AM	KUNO-AM
2 KIOU-FM	KIOU-FM	KEYS-AM
3 KRYS-AM	KEYS-AM	KRYS-AM
4 KEYS-AM	KRYS-AM	KOUL-FM
5 KCCT-AM	KOUL-FM	KIOU-FM

M-F, 3-7pm

1 KIOU-FM	KIOU-FM	KUNO-AM
2 KUNO-AM	KOUL-FM	KEYS-AM
3 KEYS-AM	KUNO-AM	KOUL-FM
4 KCCT-AM	KNCN-FM	KCCT-AM
5 KRYS-AM	KEYS-AM	KZFM-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2379

A/M '78	A/M '79	A/M '80
1 KEYS-AM 896	KEYS-AM 856	KEYS-AM 894
2 KRYS-AM 695	KZFM-FM 650	KZFM-FM 576
3 KUNO-AM 459	KRYS-AM 600	KRYS-AM 572
4 KZFM-FM 441	KIOU-FM 386	KUNO-AM 426
5 KIOU-FM 396	KNCN-FM 384	KIOU-FM 365

M-F, 6-10am

1 KEYS-AM	KEYS-AM	KEYS-AM
2 KRYS-AM	KZFM-FM	KZFM-FM
3 KUNO-AM	KRYS-AM	KRYS-AM
4 KZFM-FM	KIOU-FM	KUNO-AM
5 KIOU-FM	KNCN-FM	KIOU-FM

M-F, 3-7pm

1 KEYS-AM	KEYS-AM	KEYS-AM
2 KRYS-AM	KZFM-FM	KZFM-FM
3 KZFM-FM	KRYS-AM	KUNO-AM
4 KUNO-AM	KIOU-FM	KRYS-AM
5 KIOU-FM	KNCN-FM	KIOU-FM

Teens
M-S, 6am-Midnight

A/M '78	A/M '79	A/M '80
1 KEYS-AM	KEYS-AM	KEYS-AM
2 KRYS-AM	KZFM-FM	KZFM-FM
3 KZFM-FM	KRYS-AM	KRYS-AM

M-F, 6-10am

1 KEYS-AM	KEYS-AM	KEYS-AM
2 KRYS-AM	KZFM-FM	KZFM-FM
3 KZFM-FM	KNCN-FM	KRYS-AM

M-F, 3-7pm

1 KEYS-AM	KEYS-AM	KEYS-AM
2 KRYS-AM	KZFM-FM	KZFM-FM
3 KZFM-FM	KRYS-AM	KRYS-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 886

A/M '78	A/M '79	A/M '80
1 KEYS-AM	KEYS-AM	KEYS-AM
2 KRYS-AM	KZFM-FM	KZFM-FM
3 KZFM-FM	KRYS-AM	KRYS-AM
4 KNCN-FM	KNCN-FM	KNCN-FM
5 KCCT-AM	KCCT-AM	KEXX-FM

M-F, 6-10am

1 KEYS-AM	KEYS-AM	KEYS-AM
2 KZFM-FM	KZFM-FM	KZFM-FM
3 KRYS-AM	KNCN-FM	KRYS-AM
4 KUNO-AM	KRYS-AM	KEXX-FM
5 KNCN-FM	KCCT-AM	KNCN-FM

M-F, 3-7pm

1 KEYS-AM	KEYS-AM	KEYS-AM
2 KRYS-AM	KZFM-FM	KZFM-FM
3 KNCN-FM	KNCN-FM	KNCN-FM
4 KZFM-FM	KRYS-AM	KOUL-FM
5 KCCT-AM	KCCT-AM	KRYS-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1125

A/M '78	A/M '79	A/M '80
1 KEYS-AM	KEYS-AM	KEYS-AM
2 KUNO-AM	KRYS-AM	KUNO-AM
3 KRYS-AM	KIOU-FM	KRYS-AM
4 KIOU-FM	KOUL-FM	KOUL-FM
5 KCCT-AM	KUNO-AM	KIOU-FM

M-F, 6-10am

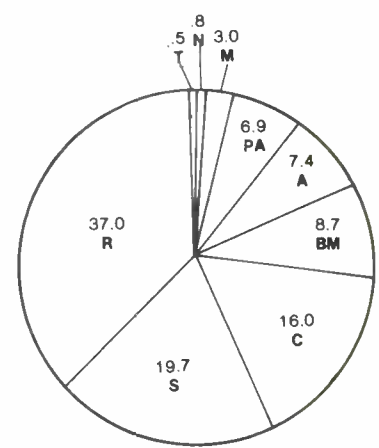
1 KUNO-AM	KEYS-AM	KEYS-AM
2 KEYS-AM	KRYS-AM	KUNO-AM
3 KRYS-AM	KUNO-AM	KOUL-FM
4 KIOU-FM	KIOU-FM	KRYS-AM
5 KIKN-AM	KOUL-FM	KIOU-FM

M-F, 3-7pm

1 KEYS-AM	KIOU-FM	KEYS-AM
2 KIOU-FM	KEYS-AM	KOUL-FM
3 KRYS-AM	KUNO-AM	KCCT-AM
4 KUNO-AM	KOUL-FM	KUNO-AM
5 KCCT-AM	KRYS-AM	KIOU-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

A/M '80 Market Overview

Top 40 KVIL-FM again won the 12+ battle, with Country fixtures WBAP and sister FM KSCS right behind. News station KRLD held on as the fourth most popular station.

While KVIL-FM's total share was static, it showed a marked gain in the 18-34 demo, from just over 12% to just over 15%. The station conducted a more extensive ad campaign, making widespread use of billboards and TV commercials. The "Magic Ticket" promotion was also run, as it has been for the last four Spring surveys. The station was so strong in the 25-34 demo, especially among women, that it led in adults 25-54 as well as 18-34. KVIL-FM had just under 12% 25-54, comparable to its O/N '79 share.

WBAP showed a healthy gain in this book, although not quite up to last year. However, the real-

ly good news for WBAP was that the station's 25-54 standing matched its 12+ showing. WBAP rose from less than 8% last fall to almost 10% this book. Most of the station's advertising efforts were concentrated on billboards, with some TV backing, basically the same approach taken in the O/N '79 survey. KSCS trailed by just a fraction in the 25-54 share standings, with just over 9%.

At the 18-34 end of the spectrum, AOR's KZEW and KTXQ were tied with about 8%, representing a slight gain for KZEW and a slight drop for KTXQ. KZEW spent ad dollars on a substantial TV campaign, tied in with the distribution of 250,000 window stickers for the station. KZEW also sponsored "Zoo World '80," a three-day lifestyle fair at the beginning of the sweep that drew approximately 300,000.

The leading Beautiful Music stations both did well. KOAX and KMEZ, featuring Schulke and Bonnevillie programming respectively, each climbed 35+. KOAX apparently gained more, jumping more than two points 25-54, while KMEZ gained just one, but the two were tied with just under 7% in this demo.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 22387

	A/M '79	O/N '79	A/M '80
1 WBAP-AM	11.2	KVIL-FM 9.9	KVIL-FM (M) 9.8
2 KVIL-FM	9.3	KSCS-FM 8.2	WBAP-AM (C) 9.2
3 KSCS-FM	6.9	WBAP-AM 7.6	KSCS-FM (C) 7.9
4 KRLD-AM	6.8	KRLD-AM 7.3	KRLD-AM (M) 6.7
5 KTXQ-FM	6.8	KFDA-FM 5.8	KOAX-FM (M) 6.4
6 KOAX-FM	6.2	KOAX-FM 5.1	KMEZ-FM (M) 5.5
7 KFJZ-FM	5.7	KTXQ-FM 5.1	KKDA-FM (M) 5.1
8 KMEZ-FM	5.4	KMEZ-FM 4.8	KZEW-FM (A) 4.9
9 KKDA-FM	4.7	WFAA-AM 4.4	KTXQ-FM (A) 4.5
10 WFAA-AM	4.6	KNOK-FM 4.2	WFAA-AM (M) 4.3
11 KBOX-AM	4.0	KBOX-AM 4.0	KNOK-FM (M) 3.9
12 KNOK-FM	3.6	KFJZ-FM 3.8	KFJZ-FM (M) 3.8
13 KNUS-FM	2.9	KZEW-FM 3.8	KMCC-FM (M) 3.8
14 KZEW-FM	2.8	KMCC-FM 3.3	KBOX-AM (C) 3.3
15 KPLX-FM	2.1	KNUS-FM 3.3	KPLX-FM (C) 2.7
16 KLIF-AM	2.1	KLIF-AM 2.3	KNUS-FM (M) 2.5
17 KMGC-FM	2.1	KAFM-FM 1.7	KLIF-AM (M) 1.9
18 KVIL-AM	1.5	KPLX-FM 1.6	WRR -FM (C) 1.6
19 KFJZ-AM	1.3	KNOK-AM 1.5	KNOK-AM (M) 1.0
20 KAFM-FM	1.2	WRR -FM 1.4	KAFM-FM (M) 1.0
21 KPBC-AM	0.8	KVIL-AM 1.2	KPBC-AM (M) 0.9
22 WRR -FM	0.7	KFJZ-AM 1.0	KVIL-AM (M) 0.7
23 KNOK-AM	0.7	KESS-FM 0.8	KSKY-AM (M) 0.7
24 KKDA-AM	0.5	KKDA-AM 0.7	KKDA-AM (M) 0.5
25 KSKY-AM	0.5	KXOL-AM 0.7	KXOL-AM (C) 0.5
26 KJIM-AM	0.4	FSKY-AM 0.6	KAAM-AM (M) 0.4
27 KAAM-AM	0.3	KJIM-AM 0.5	KDDC-FM (M) 0.3
28		KPBC-AM 0.5	
29		KAAM-AM 0.3	

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 22387

	A/M '79	O/N '79	A/M '80
1 WBAP-AM	408	KVIL-FM 341	KVIL-FM 356
2 KVIL-FM	341	KSCS-FM 283	WBAP-AM 334
3 KSCS-FM	251	WBAP-AM 260	KSCS-FM 286
4 KRLD-AM	247	KRLD-AM 250	KRLD-AM 243
5 KTXQ-FM	247	KKDA-FM 201	KOAX-FM 230
6 KOAX-FM	227	KOAX-FM 177	KMEZ-FM 198
7 KFJZ-FM	207	KTXQ-FM 176	KKDA-FM 186
8 KMEZ-FM	197	KMEZ-FM 166	KZEW-FM 179
9 KKDA-FM	172	WFAA-AM 152	KTXQ-FM 162
10 WFAA-AM	168	FNOK-FM 146	WFAA-AM 156

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 KVIL-FM		KVIL-FM	KRLD-AM
2 WBAP-AM		KRLD-AM	KVIL-FM
3 KRLD-AM		WBAP-AM	WBAP-AM
4 KSCS-FM		KSCS-FM	KSCS-FM
5 KFJZ-FM		KBOX-AM	KOAX-FM
6 KOAX-FM		WFAA-AM	KBOX-AM
7 WFAA-AM		KKDA-FM	WFAA-AM
8 KBOX-AM		KOAX-FM	KMEZ-FM
9 KTXQ-FM		KMEZ-FM	KKDA-FM
10 KMEZ-FM		KTXQ-FM	KTXQ-FM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 KVIL-FM		KVIL-FM	KVIL-FM
2 WBAP-AM		KSCS-FM	KSCS-FM
3 KRLD-AM		KRLD-AM	WBAP-AM
4 KTXQ-FM		WBAP-AM	KRLD-AM
5 KSCS-FM		KKDA-FM	KOAX-FM
6 KFJZ-FM		KTXQ-FM	KKDA-FM
7 KOAX-FM		KOAX-FM	KZEW-FM
8 KKDA-FM		KMEZ-FM	KTXQ-FM
9 KMEZ-FM		KZEW-FM	KMEZ-FM
10 KNOK-FM		KNOK-FM	KFJZ-FM

Teens

M-S, 6am-Midnight

POP(00): 2753

	A/M '79	O/N '79	A/M '80
1 KFJZ-FM		KFJZ-FM	KFJZ-FM
2 KNUS-FM		KKDA-FM	KZEW-FM
3 KKDA-FM		KVIL-FM	KNOK-FM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 KFJZ-FM		KFJZ-FM	KFJZ-FM
2 KNUS-FM		KKDA-FM	KVIL-FM
3 KTXQ-FM		KVIL-FM	KZEW-FM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 KFJZ-FM		KKDA-FM	KFJZ-FM
2 KKDA-FM		KFJZ-FM	KZEW-FM
3 KNUS-FM		KVIL-FM	KNOK-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 9052

	A/M '79	O/N '79	A/M '80
1 KVIL-FM		KVIL-FM	KVIL-FM
2 KTXQ-FM		KTXQ-FM	KSCS-FM
3 KSCS-FM		KSCS-FM	KZEW-FM
4 KKDA-FM		KKDA-FM	KTXQ-FM
5 KNOK-FM		KZEW-FM	KKDA-FM
6 KZEW-FM		KMCC-FM	KMCC-FM
7 KFJZ-FM		KNOK-FM	WBAP-AM
8 KMCC-FM		WBAP-AM	KNOK-FM
9 WBAP-AM		KNUS-FM	KPLX-FM
10 KNUS-FM		KFJZ-FM	KFJZ-FM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 KVIL-FM		KVIL-FM	KVIL-FM
2 KTXQ-FM		KSCS-FM	KSCS-FM
3 KSCS-FM		KTXQ-FM	KTXQ-FM
4 KFJZ-FM		WBAP-AM	KKDA-FM
5 KKDA-FM		KMCC-FM	KZEW-FM
6 KRLD-AM		KKDA-FM	KMCC-FM
7 KZEW-FM		KRLD-AM	KRLD-AM
8 KNOK-FM		KZEW-FM	WBAP-AM
9 WBAP-AM		KNUS-FM	WBAP-AM
10 KLIF-AM		KLIF-AM	KLIF-AM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 KVIL-FM		KVIL-FM	KVIL-FM
2 KTXQ-FM		KSCS-FM	KSCS-FM
3 KSCS-FM		KTXQ-FM	KTXQ-FM
4 KKDA-FM		KZEW-FM	KZEW-FM
5 KNOK-FM		KKDA-FM	KMCC-FM
6 KZEW-FM		KMCC-FM	KKDA-FM
7 KMCC-FM		KNOK-FM	KNOK-FM
8 KFJZ-FM		KNUS-FM	KPLX-FM
9 KLIF-AM		KRLD-AM	KRLD-AM
10 KOAX-FM		WBAP-AM	KFJZ-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 11205

	A/M '79	O/N '79	A/M '80
1 KVIL-FM		KVIL-FM	KVIL-FM
2 WBAP-AM		KSCS-FM	WBAP-AM
3 KSCS-FM		KRLD-AM	KSCS-FM
4 KOAX-FM		WBAP-AM	KOAX-FM
5 KRLD-AM		KMEZ-FM	KMEZ-FM
6 KMEZ-FM		KKDA-FM	KRLD-AM
7 KBOX-AM		KOAX-FM	KKDA-FM
8 KTXQ-FM		KBOX-AM	KMCC-FM
9 WFAA-AM		KMCC-FM	WFAA-AM
10 KKDA-FM		WFAA-AM	KPLX-FM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 KVIL-FM		KVIL-FM	KVIL-FM
2 KRLD-AM		KRLD-AM	KRLD-AM
3 WBAP-AM		WBAP-AM	WBAP-AM
4 KSCS-FM		KSCS-FM	KSCS-FM
5 KOAX-FM		KBOX-AM	KOAX-FM
6 KBOX-AM		WFAA-AM	WFAA-AM
7 KMEZ-FM		KMEZ-FM	WFAA-AM
8 WFAA-AM		KMCC-FM	KBOX-AM
9 KKDA-FM		KKDA-FM	KKDA-FM
10 KTXQ-FM		KTXQ-FM	KPLX-FM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 KVIL-FM		KVIL-FM	KVIL-FM
2 WBAP-AM		KSCS-FM	KSCS-FM
3 KRLD-AM		KRLD-AM	WBAP-AM
4 KSCS-FM		WBAP-AM	KRLD-AM
5 KOAX-FM		KMEZ-FM	KOAX-FM
6 KMEZ-FM		KBOX-AM	KMEZ-FM
7 KKDA-FM		KKDA-FM	KKDA-FM
8 KBOX-AM		KOAX-FM	KMCC-FM
9 KTXQ-FM		KMCC-FM	KPLX-FM
10 KNOK-FM		KTXQ-FM	WFAA-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 22387

	A/M '79	O/N '79	A/M '80
1 WBAP-AM	5299	KRLD-AM 4641	WBAP-AM 4545
2 KRLD-AM	4591	WBAP-AM 4278	KRLD-AM 4322
3 KVIL-FM	4061	KVIL-FM 4236	KVIL-FM 4242
4 KFJZ-FM	3094	KSCS-FM 3996	KSCS-FM 3922
5 KSCS-FM	2866	KKDA-FM 2665	KOAX-FM 2643
6 KKDA-FM	2654	KMEZ-FM 2444	KZEW-FM 2548
7 KOAX-FM	2634	KFJZ-FM 2419	KMEZ-FM 2461
8 KTXQ-FM	2578	KTXQ-FM 2377	KFJZ-FM 2451
9 KLIF-AM	2534	KZEW-FM 2362	WFAA-AM 2411
10 KMEZ-FM	2516	KOAX-FM 2326	KKDA-FM 2381

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 KRLD-AM		KRLD-AM	KRLD-AM
2 WBAP-AM		KVIL-FM	KVIL-FM
3 KVIL-FM		WBAP-AM	WBAP-AM
4 KFJZ-FM		KSCS-FM	KSCS-FM
5 KSCS-FM		KKDA-FM	KKDA-FM
6 KOAX-FM		KFJZ-FM	WFAA-AM
7 WFAA-AM		WFAA-AM	KOAX-FM
8 KTXQ-FM		KBOX-AM	KMEZ-FM
9 KMEZ-FM		KNUS-FM	KFJZ-FM
10 KKDA-FM		KOAX-FM	KZEW-FM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 KRLD-AM		KVIL-FM	KVIL-FM
2 KVIL-FM		KSCS-FM	KSCS-FM
3 WBAP-AM		KRLD-AM	KRLD-AM
4 KFJZ-FM		WBAP-AM	WBAP-AM
5 KSCS-FM		KKDA-FM	KKDA-FM
6 KOAX-FM		KZEW-FM	KZEW-FM
7 KTXQ-FM		KTXQ-FM	KFJZ-FM
8 KKDA-FM		KNUS-FM	KTXQ-FM
9 KMEZ-FM		KFJZ-FM	KOAX-FM
10 KLIF-AM		KMEZ-FM	KMCC-FM

Teens

M-S, 6am-Midnight

POP(00): 2753

	A/M '79	O/N '79	A/M '80
1 KFJZ-FM		KFJZ-FM	KFJZ-FM
2 KNUS-FM		KKDA-FM	KZEW-FM
3 KVIL-FM		KNUS-FM	KKDA-FM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 KFJZ-FM		KFJZ-FM	KFJZ-FM
2 KNUS-FM		KKDA-FM	KKDA-FM
3 KVIL-FM		KNUS-FM	KZEW-FM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 KFJZ-FM		KFJZ-FM	KFJZ-FM
2 KNUS-FM		KKDA-FM	KZEW-FM
3 KKDA-FM		KNUS-FM	KNOK-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 9052

	A/M '79	O/N '79	A/M '80
1 KVIL-FM		KVIL-FM	KVIL-FM
2 KTXQ-FM		KSCS-FM	KSCS-FM
3 KKDA-FM		KZEW-FM	KZEW-FM
4 KZEW-FM		KTXQ-FM	KTXQ-FM
5 KLIF-AM		KKDA-FM	KMCC-FM
6 KSCS-FM		KMCC-FM	KKDA-FM
7 WBAP-AM		WBAP-AM	WBAP-AM
8 KFJZ-FM		KRLD-AM	KLIF-AM
9 KRLD-AM		KNUS-FM	KFJZ-FM
10 KNOK-FM		KLIF-AM	KNUS-FM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 KVIL-FM		KVIL-FM	KVIL-FM
2 KTXQ-FM		KSCS-FM	KSCS-FM
3 KSCS-FM		KKDA-FM	KTXQ-FM
4 KKDA-FM		KZEW-FM	KZEW-FM
5 KZEW-FM		YTXQ-FM	KZEW-FM
6 KLIF-AM		KMCC-FM	KKDA-FM
7 KNOK-FM		KMCC-FM	KNOK-FM
8 KFJZ-FM		WBAP-AM	KNOK-FM
9 WBAP-AM		KRLD-AM	KFJZ-FM</

Davenport-Rock Island-Moline

METRO RANK **95**

A/M '80 Market Overview

Stable estimates dominated the Davenport Spring sweep. As part of Chicago's TSA, Davenport area stations were surveyed for 12 weeks under the new Quarterly Measurement system. Arbitron placed extra sample to cover any emergencies under the new technique, and as a result the in-tab this spring was up 65% over last year's figure. The numbers in this book should be more reliable than in past years.

The two market leaders were still at the top of the standings, as WHBF and KSTT ranked 1-2. WHBF was also tops 25-54, maintaining its 16 share. KSTT was best 18-34, increasing from 16 to 22.

KSTT spent more on an ad campaign for this survey than in previous years, with the budget divided between TV and busboards. There was also an on-air contest, the "Missing Links," which was a 17-word sentence listeners tried to fill in. The contest winner received a home video outfit.

This was the second straight year that KIIK's share eroded. Losses among teens and males hurt, although KIIK was still highly ranked among stations appealing to the 18-34 audience.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 3093

A/M '78	A/M '79	A/M '80
1 WHBF-AM 14.8	WHBF-AM 17.3	WHBF-AM (C) 17.8
2 KIIK-FM 14.6	KSTT-AM 12.7	KSTT-AM (R) 13.9
3 KSTT-AM 12.0	KIIK-FM 11.4	WOC -AM (W) 10.2
4 WQUA-AM 10.8	KRVR-FM 10.3	KIIK-FM (R) 9.5
5 WOC -AM 10.5	WOC -AM 9.2	KRVR-FM (BB) 9.2
6 KRVR-FM 8.9	WQUA-AM 6.3	WXP-FM (A) 6.9
7 WHBF-FM 3.3	WXP-FM 6.3	WQUA-AM (PA) 5.8
8 WGN -AM 3.3	WMAO-AM 2.8	WHBF-FM (A) 4.6
9 KWNT-AM 2.9	WGN -AM 2.6	WZZC-FM (C) 3.9
10 WHTT-FM 2.6	WLS -AM 2.4	WKEI-AM (PA) 2.5
11 WKEI-AM 2.2	WZZC-FM 2.0	WLS -AM (R) 2.1
12 WBBM-AM 1.9	WKEI-AM 2.0	WMAO-AM (C) 2.1
13 WLS -AM 1.4	WHBF-FM 1.8	WGEN-AM (C) 1.2
14 WEMO-FM 1.4	WBBM-AM 1.8	WGN -AM (PA) 0.9
15 WMAO-AM 1.2	WRSQ-FM 1.8	WBBM-AM (R) 0.9
16 WRSQ-FM 1.0	KWNT-AM 1.3	KWNT-AM (C) 0.7
17 WGEN-AM 0.4		
18 WMT -AM 0.4		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3093

A/M '78	A/M '79	A/M '80
1 WHBF-AM 62	WHBF-AM 79	WHBF-AM 77
2 KIIK-FM 61	KSTT-AM 58	KSTT-AM 66
3 KSTT-AM 50	KIIK-FM 52	WOC -AM 44
4 WQUA-AM 45	KRVR-FM 47	KIIK-FM 41
5 WOC -AM 44	WOC -AM 42	KRVR-FM 40

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WHBF-AM	WHBF-AM	WHBF-AM
2 WQUA-AM	KSTT-AM	KSTT-AM
3 WOC -AM	WOC -AM	WOC -AM
4 KSTT-AM	WQUA-AM	KIIK-FM
5 KIIK-FM	KRVR-FM	WQUA-AM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 KIIK-FM	KIIK-FM	WHBF-AM
2 WHBF-AM	KSTT-AM	KSTT-AM
3 WQUA-AM	WHBF-AM	KRVR-FM
4 KRVR-FM	KRVR-FM	KIIK-FM
5 KSTT-AM	WOC -AM	WOC -AM

Teens
M-S, 6am-Midnight
POP(00): 407

A/M '78	A/M '79	A/M '80
1 KIIK-FM	KIIK-FM	KSTT-AM
2 KSTT-AM	KSTT-AM	KIIK-FM
3 WQUA-AM	WQUA-AM	WXP-FM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 KIIK-FM	KSTT-AM	KSTT-AM
2 KSTT-AM	KIIK-FM	KIIK-FM
3 WQUA-AM	WXP-FM	WHBF-AM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 KIIK-FM	KIIK-FM	KIIK-FM
2 KSTT-AM	KSTT-AM	KSTT-AM
3 WLS -AM	WQUA-AM	WXP-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 1096

A/M '78	A/M '79	A/M '80
1 KIIK-FM	KSTT-AM	KSTT-AM
2 KSTT-AM	KIIK-FM	WXP-FM
3 WQUA-AM	WXP-FM	KIIK-FM
4 WHBF-FM	WHBF-AM	WQUA-AM
5 WHBF-AM	KRVR-FM	WHBF-FM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 KSTT-AM	KSTT-AM	KSTT-AM
2 KIIK-FM	KIIK-FM	WXP-FM
3 WQUA-AM	WXP-FM	KIIK-FM
4 WHBF-FM	WQUA-AM	WHBF-AM
5 WHBF-AM	WHBF-AM	WQUA-AM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 KIIK-FM	KIIK-FM	KSTT-AM
2 WQUA-AM	KSTT-AM	KIIK-FM
3 KSTT-AM	WXP-FM	WXP-FM
4 WHBF-AM	KRVR-FM	WQUA-AM
5 WHTT-FM	WHBF-AM	WHBF-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 1440

A/M '78	A/M '79	A/M '80
1 WHBF-AM	WHBF-AM	WHBF-AM
2 WQUA-AM	KSTT-AM	KRVR-FM
3 KRVR-FM	KRVR-FM	KSTT-AM
4 KIIK-FM	WOC -AM	WQUA-AM
5 KSTT-AM	WQUA-AM	WOC -AM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WHBF-AM	WHBF-AM	WHBF-AM
2 WQUA-AM	KSTT-AM	KSTT-AM
3 KSTT-AM	WQUA-AM	WOC -AM
4 KIIK-FM	KRVR-FM	KRVR-FM
5 WOC -AM	WOC -AM	WQUA-AM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 WQUA-AM	WHBF-AM	KRVR-FM
2 WHBF-AM	KSTT-AM	KSTT-AM
3 KRVR-FM	KRVR-FM	WHBF-AM
4 KIIK-FM	WOC -AM	WQUA-AM
5 WHTT-FM	WQUA-AM	KIIK-FM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 3093

A/M '78	A/M '79	A/M '80
1 KSTT-AM 1051	KSTT-AM 1058	WHBF-AM 1040
2 WHBF-AM 1018	WHBF-AM 945	KSTT-AM 900
3 KIIK-FM 943	KIIK-FM 827	KIIK-FM 708
4 WQUA-AM 811	WQUA-AM 786	WOC -AM 698
5 WOC -AM 627	WOC -AM 693	WQUA-AM 687

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WHBF-AM	WHBF-AM	WHBF-AM
2 KSTT-AM	KSTT-AM	KSTT-AM
3 WQUA-AM	KIIK-FM	WOC -AM
4 KIIK-FM	WQUA-AM	WQUA-AM
5 WOC -AM	WOC -AM	KIIK-FM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 KSTT-AM	KSTT-AM	KSTT-AM
2 KIIK-FM	KIIK-FM	WHBF-AM
3 WHBF-AM	WHBF-AM	KIIK-FM
4 WQUA-AM	WQUA-AM	WQUA-AM
5 KRVR-FM	WOC -AM	KRVR-FM

Teens M-S, 6am-Midnight POP(00): 407

A/M '78	A/M '79	A/M '80
1 KIIK-FM	KSTT-AM	KIIK-FM
2 KSTT-AM	KIIK-FM	KSTT-AM
3 WQUA-AM	WQUA-AM	WQUA-AM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 KIIK-FM	KIIK-FM	KSTT-AM
2 KSTT-AM	KSTT-AM	KIIK-FM
3 WQUA-AM	WQUA-AM	WQUA-AM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 KIIK-FM	KSTT-AM	KIIK-FM
2 KSTT-AM	KIIK-FM	KSTT-AM
3 WLS -AM	WQUA-AM	WXP-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 1096

A/M '78	A/M '79	A/M '80
1 KSTT-AM	KSTT-AM	KSTT-AM
2 KIIK-FM	KIIK-FM	KIIK-FM
3 WQUA-AM	WQUA-AM	WQUA-AM
4 WHBF-AM	WXP-FM	WXP-FM
5 WLS -AM	WLS -AM	WHBF-FM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 KSTT-AM	KSTT-AM	KSTT-AM
2 KIIK-FM	KIIK-FM	WQUA-AM
3 WQUA-AM	WXP-FM	KIIK-FM
4 WHBF-FM	WQUA-AM	WXP-FM
5 WHBF-AM	WLS -AM	WHBF-AM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 KSTT-AM	KSTT-AM	KSTT-AM
2 KIIK-FM	KIIK-FM	WQUA-AM
3 WQUA-AM	WXP-FM	KIIK-FM
4 WHBF-FM	WQUA-AM	WXP-FM
5 WHBF-AM	WLS -AM	WHBF-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 1440

A/M '78	A/M '79	A/M '80
1 WHBF-AM	KSTT-AM	WHBF-AM
2 WQUA-AM	WHBF-AM	KSTT-AM
3 KSTT-AM	WQUA-AM	KRVR-FM
4 KRVR-FM	WOC -AM	WQUA-AM
5 KIIK-FM	KIIK-FM	WOC -AM

M-F, 6-10am

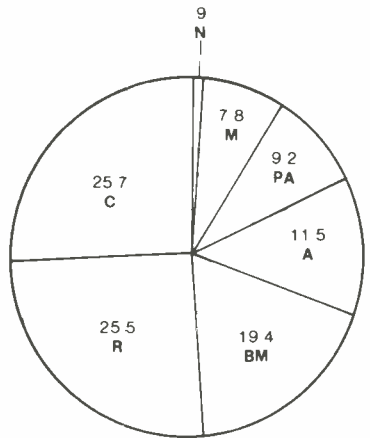
A/M '78	A/M '79	A/M '80
1 WHBF-AM	WHBF-AM	WHBF-AM
2 WQUA-AM	KSTT-AM	KSTT-AM
3 KSTT-AM	WQUA-AM	WQUA-AM
4 WOC -AM	WOC -AM	WOC -AM
5 KIIK-FM	KRVR-FM	KRVR-FM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 WQUA-AM	KSTT-AM	KSTT-AM
2 WHBF-AM	WHBF-AM	WHBF-AM
3 KSTT-AM	KRVR-FM	KRVR-FM
4 KRVR-FM	WQUA-AM	WQUA-AM
5 KIIK-FM	KIIK-FM	WOC -AM

Format Penetration Chart

Based On Total Persons 12 +
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious S-Spanish T-Talk

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Dayton

METRO RANK

44

A/M '80 Market Overview

WHIO-AM-FM as usual, were the top stations in the metro. This time it was WHIO-FM in the overall lead, and the stations were 1-2 in the 25-54 demo, the FM leading with over 19% of and WHIO-AM with over 14%. In this survey, WHIO-FM used the Patrick O'Neal TV spot to bring attention to its **Bonneville** music format.

For the third straight book, AOR **WTUE** led among adults 18-34, this time with over 19%. The station used a media mix campaign involving more TV than usual, plus cabtops, billboards, and bumper stickers. The **Superstars** format worked well again, giving the station a clear edge over **WING**, **WDUE**, and **WDAO**.

While **WING** and **WVUD** slipped in 18-34 shares, Black-formatted **WDAO** gobbled up some of the audience void. **WDAO's** young male audience figures soared, so it will be interesting to see how stable those numbers are. However, in the meantime **WDAO** can bask in the glory of its 18-34 share going up 56% over O/N '79, to just over 10% of that audience. **WDAO** used billboards and station newspaper to spread the word, while also running a contest to pay utility bills for listeners. Winners were then qualified for a grand prize of \$2500 in cash.

Country **WONE** rebounded to the share neighborhood in which it had been residing before last Fall's book came out. The station was third among 25-54's with over 11%, comparable to the A/M '79 number. Evidently the station caught a sampling wobble last fall.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 6865

	A/M '79	O/N '79	A/M '80
1	WHIO-AM	16.0	WHIO-AM (BM) 17.0
2	WHIO-FM	15.3	WHIO-FM (PA) 12.6
3	WTUE-FM	12.0	WING-AM 8.9
4	WONE-AM	9.7	WTUE-FM (A) 9.9
5	WING-AM	8.7	WONE-AM (C) 9.2
6	WDJX-FM	6.5	WDAO-FM (B) 7.5
7	WDAO-FM	5.2	WONE-AM (R) 7.0
8	WAVI-AM	4.9	WVUD-FM (A) 6.7
9	WLW-AM	2.9	WDAO-FM (R) 6.2
10	WKRO-FM	2.8	WVUD-FM (R) 5.8
11	HVUD-FM	2.7	WPTW-FM (R) 2.2
12	WLWS-FM	1.9	WFCJ-FM (R) 2.0
13	WPTW-FM	1.3	WLVV-FM (R) 1.5
14	WOKV-FM	1.2	WVUD-FM (R) 0.9
15	WKRC-AM	0.8	WVUD-FM (R) 0.8
16	WBZI-FM	0.7	WVUD-FM (R) 0.7
17	WWEZ-FM	0.6	WVUD-FM (R) 0.7
18	WPTW-AM	0.5	WVUD-FM (R) 0.4
19	WFCJ-FM	0.4	WVUD-FM (R) 0.4
20			WVUD-FM (R) 0.4
21			WVUD-FM (R) 0.4
22			WVUD-FM (R) 0.3

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 6865

	A/M '79	O/N '79	A/M '80
1	WHIO-AM	16.7	WHIO-AM 19.9
2	WHIO-FM	16.0	WHIO-FM 14.7
3	WTUE-FM	12.5	WING-AM 11.6
4	WONE-AM	10.1	WTUE-FM 10.8
5	WING-AM	9.1	WDJX-FM 8.8

	A/M '79	O/N '79	A/M '80
1	WHIO-AM	WHIO-AM	WHIO-AM
2	WHIO-FM	WHIO-FM	WHIO-FM
3	WING-AM	WING-AM	WONE-AM
4	WONE-AM	WONE-AM	WING-AM
5	WTUE-FM	WTUE-FM	WTUE-FM

	A/M '79	O/N '79	A/M '80
1	WHIO-FM	WHIO-FM	WHIO-FM
2	WHIO-AM	WHIO-AM	WTUE-FM
3	WTUE-FM	WTUE-FM	WVUD-FM
4	WING-AM	WING-AM	WHIO-AM
5	WONE-AM	WDJX-FM	WONE-AM

	A/M '79	O/N '79	A/M '80
1	WDJX-FM	WDJX-FM	WDJX-FM
2	WTUE-FM	WDAO-FM	WVUD-FM
3	WKRC-FM	WTUE-FM	WTUE-FM

	A/M '79	O/N '79	A/M '80
1	WDJX-FM	WDJX-FM	WDJX-FM
2	WING-AM	WING-AM	WTUE-FM
3	WTUE-FM	WHIO-AM	WVUD-FM

	A/M '79	O/N '79	A/M '80
1	WDJX-FM	WDJX-FM	WVUD-FM
2	WTUE-FM	WDAO-FM	WDJX-FM
3	WING-AM	WVUD-FM	WTUE-FM

	A/M '79	O/N '79	A/M '80
1	WTUE-FM	WTUE-FM	WTUE-FM
2	WING-AM	WHIO-FM	WVUD-FM
3	WDJX-FM	WVUD-FM	WING-AM
4	WONE-AM	WING-AM	WDAO-FM
5	WHIO-FM	WDJX-FM	WDJX-FM

	A/M '79	O/N '79	A/M '80
1	WING-AM	WING-AM	WTUE-FM
2	WTUE-FM	WHIO-FM	WING-AM
3	WONE-AM	WING-AM	WVUD-FM
4	WHIO-AM	WONE-AM	WDJX-FM
5	WTUE-FM	WDJX-FM	WDAO-FM

	A/M '79	O/N '79	A/M '80
1	WTUE-FM	WTUE-FM	WTUE-FM
2	WING-AM	WHIO-FM	WVUD-FM
3	WDJX-FM	WVUD-FM	WDJX-FM
4	WONE-AM	WING-AM	WING-AM
5	WDAO-FM	WDJX-FM	WDAO-FM

	A/M '79	O/N '79	A/M '80
1	WHIO-FM	WHIO-FM	WHIO-FM
2	WONE-AM	WHIO-AM	WHIO-AM
3	WHIO-AM	WING-AM	WONE-AM
4	WING-AM	WONE-AM	WDAO-FM
5	WTUE-FM	WTUE-FM	WING-AM

	A/M '79	O/N '79	A/M '80
1	WHIO-FM	WHIO-AM	WHIO-AM
2	WHIO-AM	WHIO-FM	WHIO-FM
3	WING-AM	WING-AM	WONE-AM
4	WHIO-FM	WONE-AM	WING-AM
5	WTUE-FM	WDAO-FM	WDAO-FM

	A/M '79	O/N '79	A/M '80
1	WHIO-FM	WHIO-FM	WHIO-FM
2	WONE-AM	WHIO-AM	WHIO-AM
3	WING-AM	WING-AM	WONE-AM
4	WHIO-AM	WONE-AM	WING-AM
5	WTUE-FM	WDJX-FM	WING-AM

	A/M '79	O/N '79	A/M '80
1	WHIO-AM	WHIO-FM	WHIO-FM
2	WING-AM	WHIO-AM	WHIO-AM
3	WHIO-FM	WING-AM	WONE-AM
4	WTUE-FM	WONE-AM	WTUE-FM
5	WONE-AM	WDJX-FM	WING-AM

	A/M '79	O/N '79	A/M '80
1	WHIO-AM	WHIO-FM	WHIO-FM
2	WING-AM	WHIO-AM	WHIO-FM
3	WHIO-FM	WING-AM	WONE-AM
4	WTUE-FM	WTUE-FM	WONE-AM
5	WONE-AM	WDJX-FM	WING-AM

	A/M '79	O/N '79	A/M '80
1	WHIO-AM	WHIO-FM	WHIO-FM
2	WING-AM	WHIO-AM	WHIO-FM
3	WHIO-FM	WING-AM	WONE-AM
4	WTUE-FM	WTUE-FM	WONE-AM
5	WONE-AM	WDJX-FM	WING-AM

	A/M '79	O/N '79	A/M '80
1	WHIO-AM	WHIO-FM	WHIO-FM
2	WING-AM	WHIO-AM	WHIO-FM
3	WHIO-FM	WING-AM	WONE-AM
4	WTUE-FM	WTUE-FM	WONE-AM
5	WONE-AM	WDJX-FM	WING-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 3367

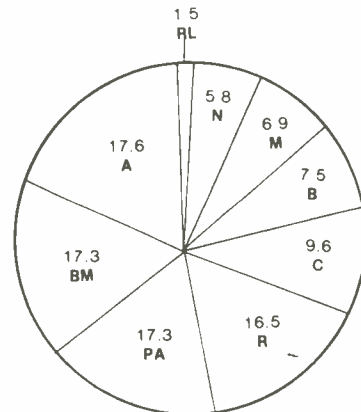
	A/M '79	O/N '79	A/M '80
1	WHIO-AM	WHIO-FM	WHIO-FM
2	WING-AM	WHIO-AM	WHIO-AM
3	WHIO-FM	WING-AM	WONE-AM
4	WONE-AM	WONE-AM	WING-AM
5	WTUE-FM	WTUE-FM	WTUE-FM

	A/M '79	O/N '79	A/M '80
1	WHIO-AM	WHIO-AM	WHIO-AM
2	WING-AM	WHIO-FM	WHIO-FM
3	WONE-AM	WING-AM	WONE-AM
4	WHIO-FM	WONE-AM	WING-AM
5	WTUE-FM	WTUE-FM	WDAO-FM

	A/M '79	O/N '79	A/M '80
1	WING-AM	WHIO-FM	WHIO-FM
2	WHIO-AM	WHIO-AM	WHIO-AM
3	WONE-AM	WING-AM	WONE-AM
4	WHIO-FM	WONE-AM	WING-AM
5	WTUE-FM	WDJX-FM	WDAO-FM

Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Daytona Beach

METRO RANK **137**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1918

A/M '79	O/N '79	A/M '80
1 WLV-FM 16.0	WLV-FM 16.8	WLV-FM(BM) 19.0
2 WSB-B 11.4	WDBO-FM 11.8	WELE-FM(C) 12.0
3 WDBO-FM 10.7	WELE-FM 8.8	WDOO-FM(PA) 11.7
4 WDIZ-FM 9.1	WSB-B 8.4	WDBO-FM(BM) 11.7
5 WNB-B 7.5	WDIZ-FM 8.0	WNB-B-AM(PA) 7.7
6 WMFJ-AM 5.2	WQXQ-FM 8.0	WSB-B-AM(PA) 7.3
7 WRD-AM 5.2	WNB-B-AM 7.3	WDIZ-FM(A) 5.1
8 WELE-FM 5.2	WRD-AM 6.1	WRD-AM(PA) 2.9
9 WQXQ-FM 4.9	WDAT-AM 4.2	WMFJ-AM(RL) 2.6
10 WFLE-AM 3.6	WELE-AM 3.8	WDAT-AM(PA) 2.2
11 WDAT-AM 3.3	WORJ-FM 2.3	WORJ-FM(A) 1.8
12 WBJW-FM 2.9	WMFJ-AM 2.3	WELE-AM(C) 1.8
13 WHOO-FM 2.3	WBJW-FM 1.9	WETO-AM(R) 1.5
14 WHLY-FM 1.6	WHOO-FM 1.5	WDBO-FM(PA) 1.5
15 WETO-AM 1.3	WKXX-AM 1.5	WHOO-FM(BM) 1.1
16 WDBO-AM 1.0	WDBO-AM 1.5	WHLY-FM(A) 1.1
17 WORJ-FM 1.0	WHLY-FM 1.1	WORL-AM(M) 1.1
18 WHOO-AM 0.3	WKIS-AM 0.8	WAPE-AM(R) 0.7
19 WKXX-AM 0.3	WETO-AM 0.8	WTLN-FM(RL) 0.7
20 WCCZ-AM 0.3		WTLN-AM(RL) 0.4
21		WTRR-AM(C) 0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1918

A/M '79	O/N '79	A/M '80
1 WLV-FM 49	WLV-FM 44	WLV-FM 52
2 WSB-B 35	WDBO-FM 31	WELE-FM 33
3 WDBO-FM 33	WELE-FM 23	WDOO-FM 32
4 WDIZ-FM 28	WSB-B 22	WDBO-FM 32
5 WNB-B 23	WDIZ-FM 21	WNB-B-AM 21

M-F, 6-10am

1 WSB-B-AM	WLV-FM	WLV-FM
2 WLV-FM	WNB-B-AM	WNB-B-AM
3 WNB-B-AM	WSB-B-AM	WELE-FM
4 WRD-AM	WELE-FM	WDBO-FM
5 WDBO-FM	WDBO-FM	WDOO-FM

M-F, 3-7pm

1 WLV-FM	WLV-FM	WLV-FM
2 WDIZ-FM	WDBO-FM	WDOO-FM
3 WDBO-FM	WDIZ-FM	WELE-FM
4 WSB-B-AM	WELE-FM	WDBO-FM
5 WNB-B-AM	WQXQ-FM	WNB-B-AM

Teens
M-S, 6am-Midnight
POP(00): 183

A/M '79	O/N '79	A/M '80
1 WDIZ-FM	WDIZ-FM	WDOO-FM
2 WMFJ-AM	WBJW-FM	WDIZ-FM
3 WQXQ-FM	WORJ-FM	WDAT-AM

M-F, 6-10am

1 WDIZ-FM	WDIZ-FM	WDOO-FM
2 WMFJ-AM	WQXQ-FM	WDIZ-FM
3 WNB-B-AM	WETO-AM	WELE-AM

M-F, 3-7pm

1 WDIZ-FM	WBJW-FM	WDOO-FM
2 WHLY-FM	WDIZ-FM	WDIZ-FM
3 WMFJ-AM	WQXQ-FM	WDAT-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 476

A/M '79	O/N '79	A/M '80
1 WDIZ-FM	WQXQ-FM	WDOO-FM
2 WQXQ-FM	WDIZ-FM	WELE-FM
3 WMFJ-AM	WRD-AM	WDIZ-FM
4 WRD-AM	WELE-FM	WLV-FM
5 WDAT-AM	WELE-AM	WORJ-FM

M-F, 6-10am

1 WRD-AM	WQXQ-FM	WDOO-FM
2 WDIZ-FM	WDIZ-FM	WELE-FM
3 WQXQ-FM	WDAT-AM	WMFJ-AM
4 WMFJ-AM	WRD-AM	WDBO-FM
5 WDAT-AM	WELE-FM	WDAT-AM

M-F, 3-7pm

1 WDIZ-FM	WQXQ-FM	WDOO-FM
2 WBJW-FM	WDIZ-FM	WLV-FM
3 WQXQ-FM	WRD-AM	WDIZ-FM
4 WRD-AM	WELE-FM	WDBO-FM
5 WDAT-AM	WLV-FM	WELE-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 653

A/M '79	O/N '79	A/M '80
1 WELE-FM	WLV-FM	WELE-FM
2 WDBO-FM	WELE-FM	WLV-FM
3 WRD-AM	WDBO-FM	WDOO-FM
4 WLV-FM	WQXQ-FM	WDBO-FM
5 WNB-B-AM	WDAT-AM	WRD-AM

M-F, 6-10am

1 WRD-AM	WELE-FM	WELE-FM
2 WELE-FM	WLV-FM	WLV-FM
3 WNB-B-AM	WRD-AM	WNB-B-AM
4 WDBO-FM	WDAT-AM	WDOO-FM
5 WDIZ-FM	WNB-B-AM	WDBO-FM

M-F, 3-7pm

1 WDBO-FM	WELE-FM	WLV-FM
2 WLV-FM	WLV-FM	WELE-FM
3 WELE-FM	WDBO-FM	WDOO-FM
4 WRD-AM	WQXQ-FM	WRD-AM
5 WDIZ-FM	WDAT-AM	WDBO-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1918

A/M '79	O/N '79	A/M '80
1 WLV-FM 449	WLV-FM 487	WLV-FM 481
2 WNB-B-AM 423	WDBO-FM 335	WDOO-FM 410
3 WDIZ-FM 360	WNB-B-AM 321	WDOO-FM 375
4 WMFJ-AM 313	WDIZ-FM 293	WELE-FM 348
5 WDBO-FM 312	WELE-FM 286	WNB-B-AM 279

M-F, 6-10am

1 WLV-FM	WLV-FM	WLV-FM
2 WNB-B-AM	WNB-B-AM	WDOO-FM
3 WDIZ-FM	WSB-B-AM	WELE-FM
4 WMFJ-AM	WDBO-FM	WNB-B-AM
5 WDBO-FM	WDIZ-FM	WDBO-FM

M-F, 3-7pm

1 WLV-FM	WLV-FM	WLV-FM
2 WDIZ-FM	WDBO-FM	WDOO-FM
3 WDBO-FM	WDIZ-FM	WDOO-FM
4 WNB-B-AM	WQXQ-FM	WELE-FM
5 WRD-AM	WELE-FM	WNB-B-AM

Teens
M-S, 6am-Midnight
POP(00): 183

A/M '79	O/N '79	A/M '80
1 WDIZ-FM	WDIZ-FM	WDOO-FM
2 WMFJ-AM	WBJW-FM	WDIZ-FM
3 WQXQ-FM	WORJ-FM	WDAT-AM

M-F, 6-10am

1 WDIZ-FM	WDIZ-FM	WDOO-FM
2 WMFJ-AM	WQXQ-FM	WDIZ-FM
3 WQXQ-FM	WDAT-AM	WDAT-AM

M-F, 3-7pm

1 WDIZ-FM	WDIZ-FM	WDOO-FM
2 WMFJ-AM	WBJW-FM	WDIZ-FM
3 WHLY-FM	WQXQ-FM	WDAT-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 476

A/M '79	O/N '79	A/M '80
1 WDIZ-FM	WQXQ-FM	WDOO-FM
2 WQXQ-FM	WDIZ-FM	WDIZ-FM
3 WDAT-AM	WRD-AM	WELE-FM
4 WBJW-FM	WELE-FM	WRD-AM
5 WMFJ-AM	WLV-FM	WORJ-FM

M-F, 6-10am

1 WDIZ-FM	WQXQ-FM	WDOO-FM
2 WQXQ-FM	WDIZ-FM	WELE-FM
3 WMFJ-AM	WRD-AM	WDIZ-FM
4 WDAT-AM	WDAT-AM	WDAT-AM
5 WRD-AM	WELE-FM	WRD-AM

M-F, 3-7pm

1 WDIZ-FM	WDIZ-FM	WDOO-FM
2 WQXQ-FM	WQXQ-FM	WDIZ-FM
3 WRD-AM	WDAT-AM	WELE-FM
4 WDAT-AM	WORJ-FM	WORJ-FM
5 WBJW-FM	WRD-AM	WDAT-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 653

A/M '79	O/N '79	A/M '80
1 WFLE-FM	WLV-FM	WELE-FM
2 WLV-FM	WELE-FM	WLV-FM
3 WNB-B-AM	WDBO-FM	WDOO-FM
4 WRD-AM	WNB-B-AM	WDBO-FM
5 WDBO-FM	WQXQ-FM	WNB-B-AM

M-F, 6-10am

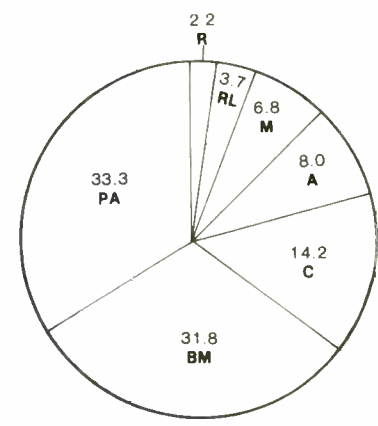
1 WRD-AM	WLV-FM	WELE-FM
2 WNB-B-AM	WELE-FM	WLV-FM
3 WELE-FM	WRD-AM	WDOO-FM
4 WLV-FM	WNB-B-AM	WNB-B-AM
5 WMFJ-AM	WQXQ-FM	WRD-AM

M-F, 3-7pm

1 WLV-FM	WLV-FM	WLV-FM
2 WELE-FM	WELE-FM	WELE-FM
3 WDBO-FM	WDBO-FM	WDOO-FM
4 WRD-AM	WQXQ-FM	WNB-B-AM
5 WDAT-AM	WRD-AM	WRD-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR. B-Black. BB-Big Band. BM-Beautiful Music. C-Country. CL-Classical. D-Dancemusic. J-Jazz. M-Miscellaneous. N-News. O-Oldies. PA-Pop Adult. R-Rock. RL-Religious. S-Spanish. T-Talk

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METRO RANK

22

A/M '80 Market Overview

With KOA usually winning the fall books thanks to Broncos football, the suspense in this market is over what will happen in the spring. This year there was a new number one, AOR KBPI. By almost doubling its total persons appeal, the station soared ahead of such perennial fixtures as KIMN and KHOW.

KBPI's gains came in three areas — teens, young men, and to a lesser extent, young adult women. Last spring KBPI had an 18-34 share of just under 9%, but this spring the station surged to over 15%. A TV ad campaign, plus sponsoring promotions like bike races and sending listeners to a Pink Floyd concert in L.A. helped the station's visibility remain high.

KIMN and KHOW were virtually tied in total audience, but each had its own niche of strength. KIMN was second 18-34, while KHOW was tops in the 25-54 demo. KIMN was quite aggressive promo-

tionally this past sweep, using an extensive direct mail campaign and TV commercials. On-air, it featured a "Go For The Gold" contest, offering prizes such as a pound of gold, a trip to Mexico, and a new car. KIMN is hoping to add to its adult appeal, so future surveys should be interesting to see how the KHOW/KIMN matchup is resolved.

Beautiful Music KLIR and Country leader KLZ each enjoyed good books. KLIR aired the Patrick O'Neal TV commercial and used billboards to promote its Schulke sound. KLIR's rebound from a poor book last fall placed it in second place 25-54 adults, with a share comparable to its A/M '79 numbers.

KLZ used a combo of TV and newspaper ads to try and attract listeners to the station. On-air promotions included the "Secret Sound," a phone-in contest in which people tried to guess the sound and win a cash prize of \$560. KLZ has grown consistently, garnering fourth place 25-54 with more than 7% of that audience.

Two stations suffered noteworthy down books. KOA slipped after the football season, so we should see a rebound in the Fall survey. KOSI-FM, after doubling its share in the last book, settled down as KLIR recaptured some of its numbers.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 12853

A/M '79	O/N '79	A/M '80
1 KHOW-AM	9.9	9.9
2 KLIR-FM	7.8	7.7
3 KAZY-FM	7.3	6.9
4 KOSI-FM	6.7	6.8
5 KIMN-AM	6.5	6.5
6 KOA -AM	6.4	6.5
7 KTLK-AM	5.4	5.4
8 KBPI-FM	4.6	4.9
9 KLZ -AM	3.9	4.1
10 KOAO-FM	3.4	3.9
11 KOSI-AM	3.4	3.6
12 KVOD-FM	3.2	3.1
13 KIMN-FM	3.0	2.6
14 KPPL-FM	2.8	2.6
15 KWBZ-AM	2.6	2.1
16 KADX-FM	2.3	2.0
17 KERE-AM	1.9	1.7
18 KLAK-AM	1.9	1.7
19 KDEN-AM	1.8	1.7
20 KHOW-FM	1.5	1.6
21 KBCO-FM	1.5	1.6
22 KDKO-AM	1.4	1.5
23 KLDR-AM	1.2	1.5
24 KFML-AM	1.0	1.3
25 KADE-AM	1.0	1.3
26 KRKS-AM	0.6	1.0
27 KBOL-AM	0.5	0.6
28 KBRN-AM	0.4	0.4
29		0.3

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 12853

A/M '79	O/N '79	A/M '80
1 KHOW-AM	201	209
2 KLIR-FM	158	163
3 KAZY-FM	148	146
4 KOSI-FM	135	144
5 KIMN-AM	132	138
6 KOA -AM	129	129
7 KTLK-AM	110	114
8 KBPI-FM	94	104
9 KLZ -AM	80	86
10 KOAO-FM	69	83

A/M '79	O/N '79	A/M '80
1 KHOW-AM		
2 KOA -AM		
3 KIMN-AM		
4 KLIR-FM		
5 KAZY-FM		
6 KTLK-AM		
7 KLZ -AM		
8 KOSI-FM		
9 KOSI-AM		
10 KVOD-FM		

A/M '79	O/N '79	A/M '80
1 KHOW-AM		
2 KAZY-FM		
3 KLIR-FM		
4 KIMN-AM		
5 KTLK-AM		
6 KOSI-FM		
7 KOA -AM		
8 KBPI-FM		
9 KOAO-FM		
10 KOSI-AM		

Teens

M-S, 6am-Midnight

POP(00): 1639

A/M '79	O/N '79	A/M '80
1 KTLK-AM	KAZY-FM	KAZY-FM
2 KIMN-AM	KIMN-AM	KIMN-AM
3 KAZY-FM	KTLK-AM	KBPI-FM

A/M '79	O/N '79	A/M '80
1 KTLK-AM	KAZY-FM	KIMN-AM
2 KIMN-AM	KIMN-AM	KAZY-FM
3 KAZY-FM	KTLK-AM	KTLK-AM

A/M '79	O/N '79	A/M '80
1 KTLK-AM	KAZY-FM	KAZY-FM
2 KIMN-AM	KIMN-AM	KBPI-FM
3 KOAO-FM	KYGO-FM	KIMN-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 5215

A/M '79	O/N '79	A/M '80
1 KAZY-FM	KBPI-FM	KBPI-FM
2 KHOW-AM	KIMN-AM	KIMN-AM
3 KBPI-FM	KAZY-FM	KPPL-FM
4 KIMN-AM	KHOW-AM	KAZY-FM
5 KIMN-FM	KPPL-FM	KHOW-AM
6 KOAO-FM	KTLK-AM	KLZ -AM
7 KPPL-FM	KOA -AM	KADX-FM
8 KADX-FM	KLZ -AM	KFML-AM
9 KTLK-AM	KOSI-FM	KOAO-FM
10 KBCO-FM	KYGO-FM	KVOD-FM

A/M '79	O/N '79	A/M '80
1 KHOW-AM	KHOW-AM	KBPI-FM
2 KAZY-FM	KIMN-AM	KIMN-AM
3 KIMN-AM	KBPI-FM	KHOW-AM
4 KBPI-FM	KLZ -AM	KLZ -AM
5 KOA -AM	KTLK-AM	KPPL-FM
6 KIMN-FM	KPPL-FM	KAZY-FM
7 KPPL-FM	KOSI-FM	KOA -AM
8 KOAO-FM	KAZY-FM	KOAO-FM
9 KVOD-FM	KVOD-FM	KADX-FM
10 KTLK-AM	KYGO-FM	KVOD-FM

A/M '79	O/N '79	A/M '80
1 KHOW-AM		
2 KAZY-FM		
3 KIMN-AM		
4 KBPI-FM		
5 KOA -AM		
6 KIMN-FM		
7 KPPL-FM		
8 KOAO-FM		
9 KVOD-FM		
10 KTLK-AM		

A/M '79	O/N '79	A/M '80
1 KAZY-FM	KAZY-FM	KBPI-FM
2 KHOW-AM	KBPI-FM	KIMN-AM
3 KBPI-FM	KPPL-FM	KAZY-FM
4 KIMN-AM	KIMN-AM	KPPL-FM
5 KIMN-FM	KHOW-AM	KLZ -AM
6 KPPL-FM	KTLK-AM	KHOW-AM
7 KOAO-FM	KYGO-FM	KBCO-FM
8 KADX-FM	KLZ -AM	KADX-FM
9 KOSI-FM	KOAO-FM	KOAO-FM
10 KTLK-AM	KOSI-FM	KFML-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 6598

A/M '79	O/N '79	A/M '80
1 KHOW-AM	KHOW-AM	KHOW-AM
2 KOSI-FM	KOA -AM	KLIR-FM
3 KLIR-FM	KOSI-FM	KIMN-AM
4 KOA -AM	KLZ -AM	KLZ -AM
5 KIMN-AM	KVOD-FM	KBPI-FM
6 KVOD-FM	KIMN-AM	KOSI-FM
7 KLZ -AM	KLIR-FM	KPPL-FM
8 KBPI-FM	KPPL-FM	KOA -AM
9 KPPL-FM	KBPI-FM	KVOD-FM
10 KOSI-AM	KTLK-AM	KLAK-AM

M-F, 6-10am

1 KHOW-AM	KHOW-AM	KHOW-AM
2 KOA -AM	KOA -AM	KIMN-AM
3 KLIR-FM	KIMN-AM	KOA -AM
4 KOSI-FM	KLZ -AM	KLZ -AM
5 KIMN-AM	KVOD-FM	KLIR-FM
6 KVOD-FM	KOSI-FM	KBPI-FM
7 KLZ -AM	KLIR-FM	KOSI-FM
8 KOSI-AM	KPPL-FM	KVOD-FM
9 KERE-AM	KTLK-AM	KPPL-FM
10 KLAK-AM	KOSI-AM	KLAK-AM

M-F, 3-7pm

1 KHOW-AM	KHOW-AM	KHOW-AM
2 KLIR-FM	KLZ -AM	KIMN-AM
3 KOSI-FM	KOSI-FM	KLZ -AM
4 KOA -AM	KLIR-FM	KLIR-FM
5 KIMN-AM	KIMN-AM	KOSI-FM
6 KPPL-FM	KOA -AM	KBPI-FM
7 KTLK-AM	KPPL-FM	KPPL-FM
8 KLZ -AM	KVOD-FM	KOA -AM
9 KOSI-AM	KTLK-AM	KVOD-FM
10 KBPI-FM	KBPI-FM	KLAK-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 12853

A/M '79	O/N '79	A/M '80
1 KIMN-AM	2819	2881
2 KHOW-AM	2760	2853
3 KOA -AM	2586	2486
4 KOSI-FM	2083	2003
5 KLIR-FM	1944	1968
6 KTLK-AM	1777	1853
7 KOAQ-FM	1776	1825
8 KBPI-FM	1711	1723
9 KAZY-FM	1580	1687
10 KOSI-AM	1519	1552

M-F, 6-10am

1 KHOW-AM	KHOW-AM	KIMN-AM
2 KOA -AM	KOA -AM	KHOW-AM
3 KIMN-AM	KIMN-AM	KOA -AM
4 KTLK-AM	KLZ -AM	KBPI-FM
5 KAZY-FM	KTLK-AM	KLZ -AM
6 KLIR-FM	KAZY-FM	KLIR-FM
7 KOSI-AM	KOSI-FM	KAZY-FM
8 KLZ -AM	KLIR-FM	KOSI-FM
9 KOSI-FM	KBPI-FM	KPPL-FM
10 KBPI-FM	KVOD-FM	KOSI-AM

M-F, 3-7pm

1 KHOW-AM	KIMN-AM	KIMN-AM
2 KIMN-AM	KHOW-AM	KBPI-FM
3 KAZY-FM	KOA -AM	KHOW-AM
4 KOSI-FM	KAZY-FM	KLIR-FM
5 KOA -AM	KOSI-FM	KAZY-FM
6 KLIR-FM	KLIR-FM	KOA -AM
7 KOAQ-FM	KTLK-AM	KLZ -AM
8 KTLK-AM	KLZ -AM	KOSI-FM
9 KBPI-FM	KOAO-FM	KOAO-FM
10 KOSI-AM	KBPI-FM	KPPL-FM

Teens

M-S, 6am-Midnight

POP(00): 1639

A/M '79	O/N '79	A/M '80
1 KIMN-AM	KIMN-AM	KIMN-AM
2 KTLK-AM	KAZY-FM	KAZY-FM
3 KOAO-FM	KOAO-FM	KBPI-FM

M-F, 6-10am

1 KIMN-AM	KAZY-FM	KIMN-AM
2 KTLK-AM	KIMN-AM	KAZY-FM
3 KAZY-FM	KTLK-AM	KYGO-FM

M-F, 3-7pm

1 KIMN-AM	KAZY-FM	KAZY-FM
2 KTLK-AM	KIMN-AM	KIMN-AM
3 KAZY-FM	KOAO-FM	KOAO-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 5215

A/M '79	O/N '79	A/M '80
1 KIMN-AM	KIMN-AM	KBPI-FM
2 KBPI-FM	KBPI-FM	KIMN-AM
3 KHOW-AM	KHOW-AM	KAZY-FM
4 KOAO-FM	KAZY-FM	KHOW-AM
5 KAZY-FM	KOA -AM	KPPL-FM
6 KIMN-FM	KTLK-AM	KOAO-FM
7 KTLK-AM	KOAO-FM	KYGO-FM
8 KOA -AM	KPPL-FM	KLZ -AM
9 KOSI-FM	KYGO-FM	KVOD-FM
10 KPPL-FM	KLZ -AM	KOA -AM

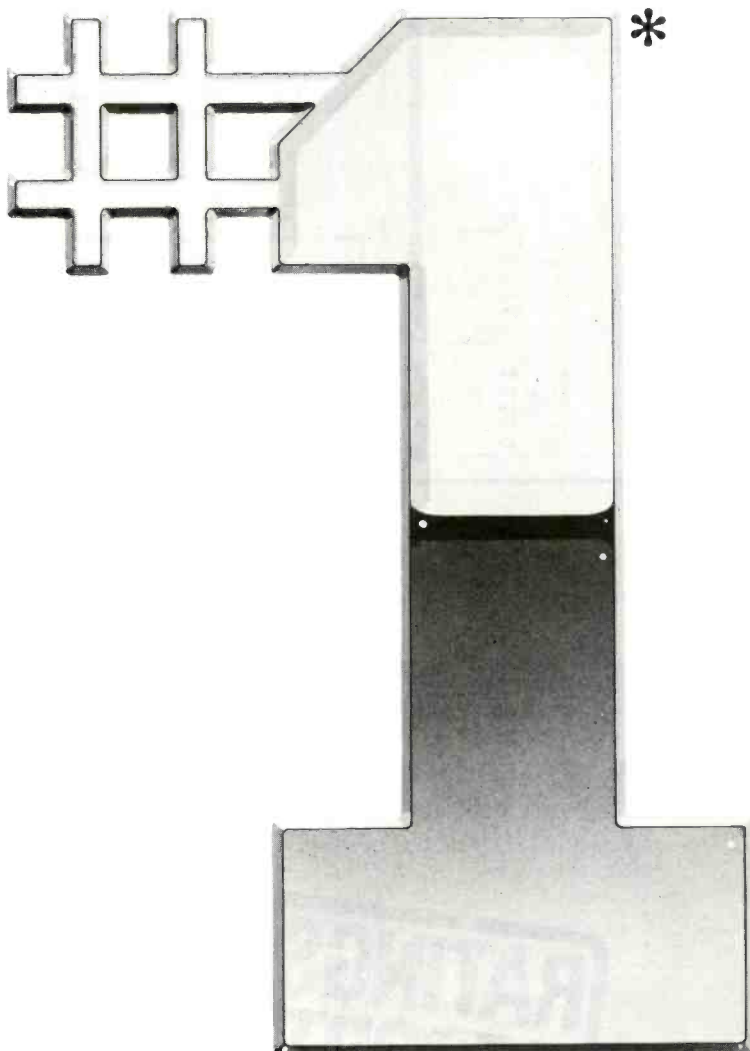
M-F, 6am-10am

1 KHOW-AM	KIMN-AM	KIMN-AM
2 KIMN-AM	KHOW-AM	KBPI-FM
3 KAZY-FM	KBPI-FM	KHOW-AM
4 KBPI-FM	KTLK-AM	KAZY-FM
5 KIMN-FM	KAZY-FM	KPPL-FM
6 KTLK-AM	KLZ -AM	KLZ -AM
7 KOAO-FM	KPPL-FM	KOAO-FM
8 KOA -AM	KOAO-FM	KOA -AM
9 KLZ -AM	KVOD-FM	KYGO-FM
10 KBCO-FM	KOA -AM	KTLK-AM

M-F, 3-7pm

1 KIMN-AM	KIMN-AM	KBPI-FM
2 KAZY-FM	KHOW-AM	KIMN-AM
3 KHOW-AM	KAZY-FM	KAZY-FM
4 KBPI-FM	KTLK-AM	KPPL-FM
5 KOAO-FM	KBPI-FM	KHOW-AM
6 KIMN-FM	KPPL-FM	KOAO-FM
7 KTLK-AM	KOAO-FM	KLZ -AM
8 KPPL-FM	KYGO-FM	KYGO-FM
9 KOA -AM	KLZ -AM	KVOD-FM
10 KLZ -AM	KOA -AM	KADX-FM

KNOW RADIO 63 · DENVER



With adults:

25-49

25-54

(Not to mention adults
in drive times.)

**Why not mention
drive times!**

..... **37%** more 25-49 & 25-54
adults than the *2 station.

Doubleday Broadcasting Co., Inc.
National Representatives
Radio Advertising Representatives, Inc.

*Source: ARB/APR - MAY 1980/MSA/AQH
Total Week/6-10,3-7/Mon-Fri



Des Moines

METRO RANK

103

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 2752

A/M '79	O/N '79	A/M '80			
1 KSO -AM	17.6	WHO AM	16.4	WHO -AM (M)	16.9
2 WHO -AM	15.1	KLYF-FM	11.0	KSO -AM (C)	14.6
3 KLYF-FM	13.1	KRNT-AM	10.8	KLYF-FM (PA)	12.4
4 KIOA-AM	12.1	KSO -AM	10.5	KRNT-AM (PA)	11.9
5 KRNT-AM	11.8	KIOA-AM	10.3	KGGO-FM (A)	11.1
6 KMCK-FM	7.6	KMCK-FM	9.7	KRNQ-FM (R)	9.8
7 KRNO-FM	7.6	KRNQ-FM	9.5	KIOA-AM (R)	6.9
8 KGGO-FM	6.3	KGGO-FM	7.4	KMCK-FM (R)	6.6
9 KDMI-FM	1.5	KLFM-FM	2.8	KANY-FM (BM)	1.6
10 KWKY-AM	1.3	KCBC-AM	1.5	KWBY-AM (PA)	1.1
11 KANY-FM	1.0	KWBY-AM	1.5	KCBC-AM (PA)	0.8
12 KLFM-FM	0.8	KANY-FM	0.8	KLFM-FM (PA)	0.8
13 WOW -AM	0.5	KDMI-FM	0.5		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight

POP(00): 2752

A/M '79	O/N '79	A/M '80			
1 KSO -AM	70	WHO -AM	64	WHO -AM	64
2 WHO -AM	60	KLYF-FM	43	KSO -AM	55
3 KLYF-FM	52	KRNT-AM	42	KLYF-FM	47
4 KIOA-AM	48	KSO -AM	41	KRNT-AM	45
5 KRNT-AM	47	KIOA-AM	40	KGGO-FM	42

M-F, 6-10am

1 WHO -AM	WHO AM	WHO -AM
2 KSO -AM	KRNT-AM	KRNT-AM
3 KRNT-AM	KSO -AM	KSO AM
4 KIOA-AM	KIOA-AM	KRNQ-FM
5 KLYF-FM	KMCK-FM	KLYF-FM

M-F, 3-7pm

1 KSO -AM	WHO -AM	KSO -AM
2 KIOA-AM	KIOA-AM	WHO -AM
3 WHO -AM	KSO -AM	KLYF-FM
4 KLYF-FM	KLYF-FM	KGGO-FM
5 KRNT-AM	KRNT-AM	KRNT-AM

Teens

M-S, 6am-Midnight

POP(00): 345

A/M '79	O/N '79	A/M '80
1 KMCK-FM	KRNO-FM	KGGO-FM
2 KIOA-AM	KMCK-FM	KMCK-FM
3 KRNO-FM	KIOA-AM	KRNO-FM

M-F, 6-10am

1 KMCK-FM	KRNQ-FM	KMCK-FM
2 KIOA-AM	KIOA-AM	KGGO-FM
3 KRNO-FM	KMCK-FM	KRNQ-FM

M-F, 3-7pm

1 KIOA-AM	KIOA-AM	KMCK-FM
2 KMCK-FM	KMCK-FM	KGGO-FM
3 KRNO-FM	KRNQ-FM	KRNO-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1044

A/M '79	O/N '79	A/M '80
1 KIOA-AM	KIOA AM	KRNQ-FM
2 KRNO-FM	KMCK-FM	KGGO-FM
3 KGGO-FM	KGGO-FM	KIOA-AM
4 KSO -AM	KRNO-FM	KLYF-FM
5 KMCK-FM	KSO -AM	KMCK-FM

M-F, 6-10am

1 KIOA-AM	KIOA-AM	KRNQ-FM
2 KSO -AM	KMCK-FM	WHO -AM
3 KRNO-FM	KGGO-FM	KIOA-AM
4 KMCK-FM	KRNQ-FM	KGGO-FM
5 KGGO-FM	KRNT-AM	KMCK-FM

M-F, 3-7pm

1 KIOA-AM	KIOA-AM	KRNQ-FM
2 KGGO-FM	KGGO-FM	KGGO-FM
3 KRNO-FM	KMCK-FM	KIOA-AM
4 WHO -AM	KRNO-FM	KLYF-FM
5 KSO -AM	KSO -AM	KSO -AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1303

A/M '79	O/N '79	A/M '80
1 KSO -AM	KRNT-AM	KSO -AM
2 KLYF-FM	KLYF-FM	KLYF-FM
3 KRNT-AM	KSO AM	WHO -AM
4 WHO -AM	WHO -AM	KRNT-AM
5 KIOA-AM	KIOA-AM	KIOA-AM

M-F, 6-10am

1 KSO -AM	KRNT-AM	KSO -AM
2 WHO -AM	KSO -AM	WHO AM
3 KRNT-AM	WHO -AM	KRNT-AM
4 KLYF-FM	KIOA-AM	KLYF-FM
5 KIOA-AM	KLYF-FM	KIOA-AM

M-F, 3-7pm

1 KSO -AM	KSO -AM	KSO -AM
2 KLYF-FM	KRNT-AM	KLYF-FM
3 WHO -AM	KLYF-FM	WHO -AM
4 KRNT-AM	KIOA-AM	KRNT-AM
5 KIOA-AM	WHO -AM	KIOA-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2752

A/M '79	O/N '79	A/M '80			
1 WHO -AM	903	WHO -AM	970	WHO -AM	934
2 KIOA-AM	824	KIOA-AM	837	KIOA-AM	782
3 KRNT-AM	742	KRNT-AM	771	KSO -AM	689
4 KLYF-FM	701	KRNQ-FM	645	KRNT-AM	679
5 KSO -AM	658	KSO -AM	611	KLYF-FM	608

M-F, 6-10am

1 WHO -AM	WHO -AM	WHO -AM
2 KIOA-AM	KIOA-AM	KRNT-AM
3 KRNT-AM	KRNT-AM	KSO -AM
4 KSO -AM	KSO -AM	KIOA-AM
5 KMCK-FM	KRNQ-FM	KRNQ-FM

M-F, 3-7pm

1 KIOA-AM	KIOA-AM	WHO -AM
2 WHO -AM	WHO -AM	KIOA-AM
3 KSO -AM	KRNQ-FM	KSO -AM
4 KLYF-FM	KSO -AM	KGGO-FM
5 KRNO-FM	KRNT-AM	KRNQ-FM

Teens

M-S, 6am-Midnight

POP(00): 345

A/M '79	O/N '79	A/M '80
1 KIOA-AM	KIOA-AM	KMCK-FM
2 KMCK-FM	KRNQ-FM	KIOA-AM
3 KRNO-FM	KMCK-FM	KRNQ-FM

M-F, 6-10am

1 KMCK-FM	KRNQ-FM	KIOA-AM
2 KIOA-AM	KIOA-AM	KMCK-FM
3 KRNO-FM	KMCK-FM	KGGO-FM

M-F, 3-7pm

1 KIOA-AM	KIOA-AM	KMCK-FM
2 KMCK-FM	KMCK-FM	KIOA-AM
3 KRNO-FM	KRNQ-FM	KGGO-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1044

A/M '79	O/N '79	A/M '80
1 KIOA-AM	KIOA-AM	KIOA-AM
2 KRNO-FM	KRNO-FM	KRNO-FM
3 KGGO-FM	KMCK-FM	KGGO-FM
4 KMCK-FM	KGGO-FM	KMCK-FM
5 WHO -AM	WHO -AM	WHO -AM

M-F, 6-10am

1 KIOA-AM	KIOA-AM	KIOA-AM
2 KRNO-FM	KRNQ-FM	KRNO-FM
3 WHO -AM	KMCK-FM	KGGO-FM
4 KMCK-FM	KGGO-FM	WHO -AM
5 KGGO-FM	KRNT-AM	KMCK-FM

M-F, 3-7pm

1 KIOA-AM	KIOA-AM	KRNQ-FM
2 KRNO-FM	KRNQ-FM	KIOA-AM
3 KGGO-FM	KMCK-FM	KGGO-FM
4 KMCK-FM	KGGO-FM	KMCK-FM
5 WHO -AM	KSO -AM	WHO AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1303

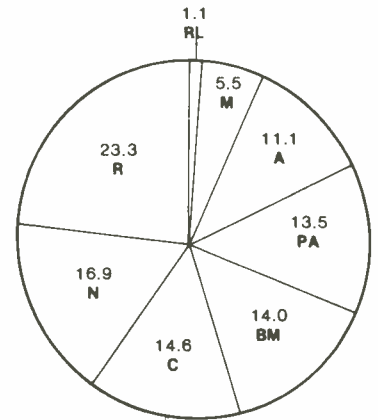
A/M '79	O/N '79	A/M '80
1 WHO -AM	WHO AM	WHO -AM
2 KLYF-FM	KRNT-AM	KSO -AM
3 KSO -AM	KIOA-AM	KRNT-AM
4 KRNT-AM	KSO -AM	KIOA-AM
5 KIOA-AM	KLYF-FM	KLYF-FM

M-F, 6-10am

1 WHO -AM	KRNT-AM	WHO -AM
2 KSO -AM	WHO -AM	KSO -AM
3 KRNT-AM	KIOA-AM	KRNT-AM
4 KIOA-AM	KSO -AM	KIOA-AM
5 KLYF-FM	KLYF-FM	KLYF-FM

M-F, 3-7pm

1 KSO -AM	KSO -AM	KSO -AM
2 WHO -AM	KIOA-AM	WHO -AM
3 KLYF-FM	KRNT-AM	KRNT-AM
4 KIOA-AM	WHO -AM	KIOA-AM
5 KRNT-AM	KLYF-FM	KLYF-FM



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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6

A/M '80 Market Overview

WJR remained on top in the Motor City, helped by the inclusion of Tigers baseball. Among the stations battling for the young adult audience, WMJC and WNIC-FM came up winners this, while WRIF remained a strong AOR voice. On the Beautiful Music front, WCZY-FM surpassed WJR-FM.

With the Tigers games in the spring and summer sweeps, WJR's share is usually up, and this spring was no exception. In adults 25-54 the station was on top with just over 12%. Its closest competitor was Country WCXI with slightly more than 7%.

WCZY-FM used an ad campaign featuring TV spots (Henry Mancini), outdoor boards, and insertions in Detroit magazine — all for a total outlay less than used for previous sweeps. WCZY-FM's music is programmed by Churchill.

A slew of Detroit area stations aim for all or part of the 18-34 audience. With that concentration, it's remarkable that one station — WRIF — scored a double-digit share this sweep. WRIF almost doubled its young adult numbers, jumping to just over 13%. WRIF used TV commercials and a direct mail effort involving 20,000 newsletter to help keep itself visible.

WABX, an AOR, and Pop/Adult KMJC were tied for third 18-34, after WNIC-FM, which had an 8 share. Both enjoyed good books, as WABX bowed a new TV spot. WMJC used a multimedia campaign centered around TV but also involved newspaper, billboards, and busboards. The station also made several airshift changes, moving three personalities into new AM drive, midday, and PM drive slots.

WDRQ became more of a contender this report. The contemporary station spent more on outside media this sweep, using TV heavily and billboards as well. WDRQ gave away over \$63,000 in cash and prizes through the "Name Game," brought in a new morning man, and stretched the power rotation to build time spent listening.

Two other major contemporary stations suffered down books. CKLW is going through an adjustment in its air sound, with new PD Pat Holiday striving for more female listeners. The station ran a heavy TV campaign this sweep. On-air changes included a new PM drive personality and more emphasis on features and information, especially in PM drive. In Dick Purtan's morning show CKLW was playing only four songs per hour.

WTWR suffered a setback in this sweep. After seven up books the station slipped, perhaps owing to a Beatles documentary scheduled throughout the survey, running in possibly intrusive 15-minute segments throughout each day.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 35667

	AM '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WJR -AM	13.3	WJR -AM	14.1	WJR -AM	10.8
2 WWWW-FM	6.1	WWJ -AM	6.3	WRIF-FM	7.5
3 CKLW-AM	5.6	WMJC-FM	6.0	WWJ -AM	6.2
4 WMJC-FM	5.5	WWW-FM	5.9	WCXI-AM	5.0
5 WXYZ-AM	5.2	CKLW-AM	5.5	WMJC-FM	5.0
6 WWJ -AM	4.8	WRIF-FM	4.8	WXYZ-AM	4.5
7 WRIF-FM	4.6	WJR -AM	4.4	WWW-FM	4.5
8 WMC-FM	4.5	WCZY-FM	4.0	CKLW-AM	4.4
9 WJR -FM	4.3	WXYZ-AM	3.9	WMC-FM	4.3
0 WABX-FM	3.9	WWJ -FM	3.8	WJR -FM	4.0
1 WJLB-AM	3.8	WNIC-FM	3.5	WTWR-FM	3.8
2 WCZY-FM	3.8	WABX-FM	3.3	WWJ -FM	3.7
3 WNIC-FM	3.3	WTWR-FM	3.3	WDRQ-FM	3.7
4 WJZZ-FM	3.2	WMC-FM	3.1	WNIC-FM	3.5
5 WWJ -FM	3.1	WDRQ-FM	3.0	WCZY-FM	3.0
6 WDRQ-FM	2.7	WJZZ-FM	3.0	WABX-FM	3.3
7 WDEE-AM	2.6	WJLB-AM	2.9	WJZZ-FM	3.2
8 WCXI-AM	2.6	WCXI-AM	2.0	WJLB-AM	3.0
9 WTWR-FM	2.0	WCHB-AM	2.0	WHND-AM	1.6
0 WCHB-AM	1.5	WDEE-AM	1.9	WLBS-FM	1.6
1 WGR-FM	1.3	WHND-AM	1.6	WGR-FM	1.6
2 WLBS-FM	1.2	WGR-FM	1.2	WCHB-AM	1.5
3 WHND-AM	1.2	WKR-AM	1.2	WCZY-AM	1.2
4 CKLW-FM	1.2	CKLW-FM	1.1	CKLW-FM	0.9
5 WKR-AM	0.7	WLBS-FM	0.7	WMZK-FM	0.9
6 WQRS-FM	0.6	WZK-FM	0.4	WQRS-FM	0.8
7 WMZK-FM	0.6	WXL-AM	0.4	WCFG-FM	0.6
8 WIID-AM	0.5	WCAR-AM	0.4	WNIC-AM	0.6
9 WTAC-AM	0.4	WUZF-FM	0.3	WLHS-AM	0.5
0 WNUZ-FM	0.4	WQRS-FM	0.3	WCAR-AM	0.4
1 WCFG-FM	0.4				

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 35667

	AM '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WJR -AM	810	WJR -AM	856	WJR -AM	605
2 WWWW-FM	373	WWJ -AM	380	WRIF-FM	380
3 CKLW-AM	340	WMJC-FM	366	WWJ -AM	362
4 WMJC-FM	335	WWW-FM	360	WCXI-AM	334
5 WXYZ-AM	316	CKLW-AM	334	WMJC-FM	298
6 WWJ -AM	289	WRIF-FM	289	WXYZ-AM	273
7 WRIF-FM	278	WJR -FM	268	WWW-FM	271
8 WMC-FM	274	WCZY-FM	241	CKLW-AM	267
9 WJR -FM	260	WXYZ-AM	237	WMC-FM	257
0 WABX-FM	234	WWJ -FM	229	WJR -FM	238

M-F, 6-10am

1 WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2 CKLW-AM	WWJ -AM	WWJ -AM	WWJ -AM	CKLW-AM
3 WWJ -AM	CKLW-AM	CKLW-AM	CKLW-AM	WWJ -AM
4 WWWW-FM	WMJC-FM	WCXI-AM	WRIF-FM	WRIF-FM
5 WMJC-FM	WJR -FM	WRIF-FM	WCXI-AM	WCXI-AM
6 WXYZ-AM	WWW-FM	WXYZ-AM	WXYZ-AM	WCZY-FM
7 WMC-FM	WRIF-FM	WMC-FM	WMJC-FM	WNIC-FM
8 WJLB-AM	WXYZ-AM	WMJC-FM	WJR -FM	WJR -FM
9 WRIF-FM	WWJ -FM	WNIC-FM	WWJ -FM	WMJC-FM
10 WCXI-AM	WMC-FM	WWW-FM	WMC-FM	WMC-FM

M-F, 3-7pm

1 WJR -AM	WJR -AM	WRIF-FM	WJR -AM	WJR -AM
2 WWWW-FM	WMJC-FM	WJR -AM	WRIF-FM	WRIF-FM
3 WMJC-FM	WWJ -AM	WWJ -AM	WJR -FM	WMJC-FM
4 WMC-FM	WWW-FM	WCXI-AM	WWJ -AM	WMC-FM
5 WJR -FM	WMJC-FM	WMJC-FM	WMJC-FM	WCZY-FM
6 WRIF-FM	WJR -FM	WMC-FM	WCXI-AM	WCXI-AM
7 WABX-FM	WRIF-FM	WWW-FM	WTWR-FM	WDRQ-FM
8 WWJ -AM	WWJ -FM	WDRQ-FM	WCZY-FM	WWJ -AM
9 WCZY-FM	WCZY-FM	WJR -FM	WWJ -FM	WJR -FM
10 CKLW-AM	WNIC-FM	WCZY-FM	WABX-FM	WNIC-FM

Teens

M-S, 6am-Midnight

POP(00): 49339

	AM '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WWWW-FM	WWW-FM	WRIF-FM	WRIF-FM	WDRQ-FM	
2 WRIF-FM	WRIF-FM	WWW-FM	WWW-FM	WRIF-FM	
3 WABX-FM	WABX-FM	WDRQ-FM	WDRQ-FM	WWW-FM	

M-F, 6-10am

1 WWWW-FM	WMJC-FM	WDRQ-FM	WRIF-FM	WRIF-FM
2 WRIF-FM	WWW-FM	WRIF-FM	WWW-FM	WDRQ-FM
3 WABX-FM	WRIF-FM	WWW-FM	WDRQ-FM	WWW-FM

M-F, 3-7pm

1 WWWW-FM	WWW-FM	WRIF-FM	WRIF-FM	WDRQ-FM
2 WRIF-FM	WMJC-FM	WWW-FM	WWW-FM	WRIF-FM
3 WJLB-AM	WABX-FM	WDRQ-FM	WDRQ-FM	WWW-FM

Adults 18-34

M-S, 6am, Midnight

POP(00): 12749

	AM '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WWWW-FM	WWW-FM	WRIF-FM	WRIF-FM	WRIF-FM	
2 WMJC-FM	CKLW-AM	WMJC-FM	WMJC-FM	WNIC-FM	
3 CKLW-AM	WMJC-FM	WTWR-FM	WTWR-FM	WABX-FM	
4 WRIF-FM	WRIF-FM	WWW-FM	WNIC-FM	WMJC-FM	
5 WABX-FM	WNIC-FM	CKLW-AM	CKLW-AM	CKLW-AM	
6 WMC-FM	WTWR-FM	WJZZ-FM	WWW-FM	WMC-FM	
7 WNIC-FM	WJR -AM	WABX-FM	WABX-FM	WWW-FM	
8 WJZZ-FM	WABX-FM	WMC-FM	WDRQ-FM	WDRQ-FM	
9 WJR -AM	WJZZ-FM	WNIC-FM	WMC-FM	WJR -AM	
10 WTWR-FM	WMC-FM	WCXI-AM	WJR -AM	WTWR-FM	

M-F, 6-10am

1 CKLW-AM	CKLW-AM	CKLW-AM	WRIF-FM	WRIF-FM
2 WWWW-FM	WRIF-FM	WRIF-FM	CKLW-AM	CKLW-AM
3 WMJC-FM	WWW-FM	WMJC-FM	WMJC-FM	WNIC-FM
4 WJR -AM	WJR -AM	WWW-FM	WJR -AM	WJR -AM
5 WMC-FM	WMJC-FM	WNIC-FM	WNIC-FM	WMJC-FM
6 WRIF-FM	WTWR-FM	WTWR-FM	WTWR-FM	WMC-FM
7 WJZZ-FM	WNIC-FM	WMC-FM	WMC-FM	WABX-FM
8 WNIC-FM	WMC-FM	WCXI-AM	WWW-FM	WDRQ-FM
9 WJLB-AM	WABX-FM	WJZZ-FM	WABX-FM	WWW-FM
10 WABX-FM	WJZZ-FM	WJR -AM	WJZZ-FM	WTWR-FM

M-F, 3-7pm

1 WMJC-FM	CKLW-AM	WRIF-FM	WRIF-FM	WRIF-FM
2 WWWW-FM	WRIF-FM	WRIF-FM	WTWR-FM	WNIC-FM
3 WABX-FM	WMJC-FM	WTWR-FM	WMJC-FM	WABX-FM
4 WRIF-FM	WWW-FM	WWW-FM	WNIC-FM	WMJC-FM
5 WMC-FM	WNIC-FM	WABX-FM	WABX-FM	WMC-FM
6 CKLW-AM	WTWR-FM	WJZZ-FM	WWW-FM	CKLW-AM
7 WNIC-FM	WMC-FM	WWW-FM	WMC-FM	WJR -AM
8 WDRQ-FM	WABX-FM	WNIC-FM	CKLW-AM	WWW-FM
9 WJR -AM	WJZZ-FM	CKLW-AM	WDRQ-FM	WDRQ-FM
10 WEND-AM	WJR -AM	WDRQ-FM	WJR -AM	WTWR-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 17417

	AM '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM	
2 WMC-FM	CKLW-AM	WCXI-AM	CKLW-AM	WCXI-AM	
3 CKLW-AM	WMJC-FM	WMC-FM	WCXI-AM	WMC-FM	
4 WMJC-FM	WTWR-FM	CKLW-AM	WRIF-FM	CKLW-AM	
5 WJR -FM	WWJ -AM	WTWR-FM	WTWR-FM	WMJC-FM	
6 WCZY-FM	WJR -FM	WMJC-FM	WJR -FM	WCZY-FM	
7 WCXI-AM	WMC-FM	WWJ -AM	WMJC-FM	WJR -FM	
8 WWJ -FM	WWJ -FM	WCZY-FM	WCZY-FM	WNIC-FM	
9 WXYZ-AM	WCZY-FM	WXYZ-AM	WWJ -AM	WWJ -AM	
10 WWJ -AM	WJZZ-FM	WRIF-FM	WMC-FM	WRIF-FM	

M-F, 6-10am

1 WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2 CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM
3 WMC-FM	WWJ -AM	WCXI-AM	WWJ -AM	WCXI-AM
4 WWJ -AM	WMC-FM	WMC-FM	WCXI-AM	WWJ -AM
5 WCXI-AM	WMJC-FM	WWJ -AM	WRIF-FM	WMC-FM
6 WMJC-FM	WTWR-FM	WMJC-FM	WRIF-FM	WNIC-FM
7 WJR -FM	WJR -FM	WXYZ-AM	WJR -FM	WCZY-FM
8 WCZY-FM	WWJ -FM	WMJC-FM	WMC-FM	WMJC-FM
9 WJLB-AM	WXYZ-AM	WTWR-FM	WCZY-FM	WRIF-FM
10 WDEE-AM	WCZY-FM	WWJ -FM	WTWR-FM	WJR -FM

M-F, 3-7pm

1 WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2 WMC-FM	WMJC-FM	WMC-FM	WTWR-FM	WMC-FM
3 WCZY-FM	CKLW-AM	WCXI-AM	WJR -FM	WCXI-AM
4 WJR -FM	WTWR-FM	CKLW-AM	WCXI-AM	WMJC-FM
5 WMJC-FM	WWJ -AM	WCZY-FM	WCZY-FM	WCZY-FM
6 CKLW-AM	WJR -FM	WTWR-FM	WMJC-FM	CKLW-AM
7 WNIC-FM	WWJ -FM	WMJC-FM	WMC-FM	WRIF-FM
8 WWJ -FM	WMC-FM	WWJ -FM	WRIF-FM	WJR -FM
9 WWJ -AM	WCZY-FM	WWJ -FM	CKLW-AM	WWJ -FM
10 WDEE-AM	WJZZ-FM	WJR -FM	WWJ -AM	WNIC-FM

Detroit

Continued from Page 87

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 35667

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80	
1 WJR -AM	12162	WJR -AM	12080	WJR -AM	10049
2 CKLW-AM	8067	CKLW-AM	7091	WRIF-FM	6966
3 WWJ -AM	6243	WRIF-FM	6675	CKLW-AM	6562
4 WRIF-FM	6187	WWW-FM	6149	WWJ -AM	6414
5 WMMC-FM	5810	WWJ -AM	6078	WWW-FM	5477
6 WMJC-FM	5214	WMJC-FM	5625	WDRQ-FM	5463
7 WABX-FM	4690	WABX-FM	5036	WWW-FM	4483
8 WXYZ-AM	4533	WNIC-FM	4374	WNIC-FM	4700
9 WNIC-FM	4240	WJR -FM	4207	WTWR-FM	4466
10 WJR -FM	4139	WDRQ-FM	3919	WXYZ-AM	4299

M-F, 6-10am

1 WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2 CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM
3 WWJ -AM	WWJ -AM	WWJ -AM	WWJ -AM	WWJ -AM
4 WWW-FM	WWW-FM	WWW-FM	WWW-FM	WWW-FM
5 WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM
6 WMJC-FM	WMJC-FM	WMJC-FM	WMJC-FM	WMJC-FM
7 WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
8 WJLB-AM	WJR -FM	WDRQ-FM	WDRQ-FM	WJR -FM
9 WNIC-FM	WABX-FM	WNIC-FM	WNIC-FM	WDRQ-FM
10 WJR -FM	WJLB-AM	WWW-FM	WWW-FM	WWW-FM

M-F, 3-7pm

1 WJR -AM	WJR -AM	WRIF-FM	WRIF-FM	WJR -AM
2 WWW-FM	WRIF-FM	WJR -AM	WJR -AM	WRIF-FM
3 WWJ -AM	WWW-FM	WWW-FM	WWW-FM	WNIC-FM
4 CKLW-AM	CKLW-AM	WWJ -AM	CKLW-AM	WMJC-FM
5 WRIF-FM	WWJ -AM	WMJC-FM	WWJ -AM	WMJC-FM
6 WMJC-FM	WMJC-FM	WDRQ-FM	WWW-FM	WABX-FM
7 WABX-FM	WABX-FM	CKLW-AM	WDRQ-FM	WWW-FM
8 WJR -FM	WNIC-FM	WNIC-FM	WABX-FM	WDRQ-FM
9 WNIC-FM	WTWR-FM	WMMC-FM	WTWR-FM	CKLW-AM
10 WXYZ-AM	WJR -FM	WTWR-FM	WJR -FM	WCZY-FM

Teens
M-S, 6am-Midnight
POP(00): 4939

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WWW-FM	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM
2 WRIF-FM	WWW-FM	WDRQ-FM	WDRQ-FM	WDRQ-FM
3 CKLW-AM	WABX-FM	WWW-FM	WWW-FM	WWW-FM

M-F, 6-10am

1 WWW-FM	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM
2 WRIF-FM	WWW-FM	WDRQ-FM	WWW-FM	WDRQ-FM
3 CKLW-AM	WABX-FM	WWW-FM	WDRQ-FM	WWW-FM

M-F, 3-7pm

1 WWW-FM	WWW-FM	WRIF-FM	WRIF-FM	WRIF-FM
2 WRIF-FM	WRIF-FM	WWW-FM	WDRQ-FM	WDRQ-FM
3 WABX-FM	WABX-FM	WDRQ-FM	WWW-FM	WWW-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 12749

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 CKLW-AM	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM
2 WRIF-FM	CKLW-AM	WWW-FM	CKLW-AM	WNIC-FM
3 WWW-FM	WWW-FM	CKLW-AM	WMJC-FM	CKLW-AM
4 WMJC-FM	WMJC-FM	WMJC-FM	WWW-FM	WWW-FM
5 WJR -AM	WJR -AM	WTWR-FM	WTWR-FM	WABX-FM
6 WABX-FM	WABX-FM	WABX-FM	WNIC-FM	WMJC-FM
7 WNIC-FM	WNIC-FM	WNIC-FM	WABX-FM	WDRQ-FM
8 WJLB-AM	WTWR-FM	WJZZ-FM	WDRQ-FM	WTWR-FM
9 WDRQ-FM	WDRQ-FM	WDRQ-FM	WJZZ-FM	WJR -AM
10 WMMC-FM	WJZZ-FM	WMMC-FM	WJR -AM	WMMC-FM

M-F, 6-10am

1 CKLW-AM	CKLW-AM	CKLW-AM	WRIF-FM	WRIF-FM
2 WWW-FM	WRIF-FM	WRIF-FM	CKLW-AM	CKLW-AM
3 WRIF-FM	WWW-FM	WMJC-FM	WMJC-FM	WNIC-FM
4 WMJC-FM	WMJC-FM	WTWR-FM	WNIC-FM	WMJC-FM
5 WNIC-FM	WTWR-FM	WWW-FM	WTWR-FM	WWW-FM
6 WJR -AM	WJR -AM	WNIC-FM	WJR -AM	WABX-FM
7 WMMC-FM	WABX-FM	WJZZ-FM	WWW-FM	WDRQ-FM
8 WABX-FM	WNIC-FM	WMMC-FM	WABX-FM	WMMC-FM
9 WJLB-AM	WJZZ-FM	WABX-FM	WMMC-FM	WTWR-FM
10 WDRQ-FM	WMMC-FM	WDRQ-FM	WDRQ-FM	WJR -AM

M-F, 3-7pm

1 WWW-FM	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM
2 WRIF-FM	WWW-FM	WWW-FM	WWW-FM	WABX-FM
3 WMJC-FM	CKLW-AM	WTWR-FM	WTWR-FM	WNIC-FM
4 CKLW-AM	WMJC-FM	WMJC-FM	CKLW-AM	CKLW-AM
5 WABX-FM	WTWR-FM	WABX-FM	WWW-FM	WMJC-FM
6 WNIC-FM	WNIC-FM	WNIC-FM	WWW-FM	WWW-FM
7 WJR -AM	WABX-FM	WDRQ-FM	WABX-FM	WDRQ-FM
8 WRND-AM	WDRQ-FM	CKLW-AM	WDRQ-FM	WTWR-FM
9 WMMC-FM	WJR -AM	WJZZ-FM	WJZZ-FM	WJR -AM
10 WDRQ-FM	WMMC-FM	WMMC-FM	WMMC-FM	WMMC-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 17417

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2 CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM
3 WWJ -AM	WMJC-FM	WMJC-FM	WMJC-FM	WCZY-FM
4 WMJC-FM	WWJ -AM	WMJC-FM	WWJ -AM	WMJC-FM
5 WMMC-FM	WTWR-FM	WMMC-FM	WJR -FM	WJR -FM
6 WJR -FM	WJR -FM	WTWR-FM	WTWR-FM	WMMC-FM
7 WXYZ-AM	WMMC-FM	WRIF-FM	WRIF-FM	WNIC-FM
8 WCZY-FM	WNIC-FM	WDRQ-FM	WCXI-AM	WWJ -AM
9 WWJ -FM	WRIF-FM	WJR -FM	WCZY-FM	WWJ -FM
10 WDRQ-FM	WJZZ-FM	WXYZ-AM	WXYZ-AM	WCXI-AM

M-F, 6-10am

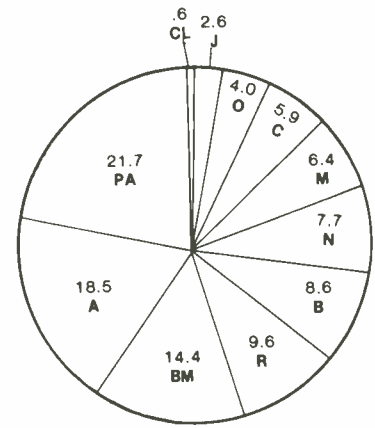
1 WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2 CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM
3 WWJ -AM	WWJ -AM	WWJ -AM	WWJ -AM	WNIC-FM
4 WMMC-FM	WMJC-FM	WMMC-FM	WMJC-FM	WWJ -AM
5 WMJC-FM	WJR -FM	WMJC-FM	WCXI-AM	WCXI-AM
6 WJR -FM	WTWR-FM	WRIF-FM	WRIF-FM	WCZY-FM
7 WXYZ-AM	WMMC-FM	WCXI-AM	WJR -FM	WMJC-FM
8 WJLB-AM	WJZZ-FM	WTWR-FM	WTWR-FM	WMMC-FM
9 WCXI-AM	WRIF-FM	WXYZ-AM	WXYZ-AM	WJR -FM
10 WNIC-FM	WWW-FM	WWJ -FM	WMMC-FM	WRIF-FM

M-F, 3-7pm

1 WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2 WMJC-FM	CKLW-AM	WMMC-FM	CKLW-AM	CKLW-AM
3 WWJ -AM	WMJC-FM	CKLW-AM	WMJC-FM	WMJC-FM
4 CKLW-AM	WWJ -AM	WMJC-FM	WTWR-FM	WMMC-FM
5 WMMC-FM	WTWR-FM	WWJ -AM	WWJ -AM	WCXI-AM
6 WCZY-FM	WJR -FM	WTWR-FM	WJR -FM	WCZY-FM
7 WJR -FM	WMMC-FM	WDRQ-FM	WCXI-AM	WNIC-FM
8 WWJ -FM	WNIC-FM	WRIF-FM	WCZY-FM	WRIF-FM
9 WXYZ-AM	WWJ -FM	WCXI-AM	WRIF-FM	WWJ -AM
10 WCXI-AM	WDRQ-FM	WJZZ-FM	WMMC-FM	WJR -FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, **B**-Black, **BB**-Big Band, **BM**-Beautiful Music, **C**-Country, **CL**-Classical, **D**-Dancemusic, **J**-Jazz, **M**-Miscellaneous, **N**-News, **O**-Oldies, **PA**-Pop/Adult, **R**-Rock, **RL**-Religious, **S**-Spanish, **T**-Talk

Detroit's New Wheels!

The motor city gets its newest "wheels" with the arrival of our WLLZ. Now Doubleday Broadcasting, America's winningest radio group, gets even bigger as we drive into the top 10. It'll be straight ahead, no curves, no skids... just more of the same kind of know-how that brought you KHOW in Denver, KWK in

FM 98.7

St. Louis, and KDWB in Minneapolis/St. Paul. Doubleday believes in Detroit... that's why we're there.

db DOUBLEDAY BROADCASTING

WLLZ FM
Detroit

KWK*¹WKK**
St. Louis

KDWB AM/FM**
Minneapolis/St. Paul

KHOW AM/FM
Denver



RT RADIO ADVERTISING REPRESENTATIVES, INC.

* KDWB-FM/Richfield, MN
** WKK-FM/Granite City/St. Louis

Duluth-Superior

METRO RANK **126**

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 2224

A/M '78	A/M '79	A/M '80			
1 WKKQ-AM	14.9	KDAL-AM	19.0	KDAL-AM(PA)	18.5
2 KDAL-AM	14.2	WKKQ-AM	13.2	WKKQ-AM(C)	12.4
3 WGGR-FM	13.4	WAKX-FM	12.1	WEVE-FM(PA)	8.4
4 WEBC-AM	12.2	WEBC-AM	11.6	WDSM-AM(C)	8.2
5 WAKX-FM	8.7	WGGR-FM	8.3	WGGR-FM(BM)	7.9
6 WDSM-AM	7.0	WDSM-AM	6.3	KZIO-FM(PA)	7.9
7 WAKX-AM	5.0	WMFG-AM	5.5	WEBC-AM(PA)	7.7
8 KA0H-FM	4.0	WEVE-FM	4.7	WAKX-FM(R)	7.7
9 WMFG-AM	4.0	KA0H-FM	2.8	WMFG-AM(R)	4.7
10 WEVE-AM	3.5	WAKX-AM	2.2	WAKX-AM(PA)	2.6
11 WHLB-AM	3.0	WEVE-AM	2.2	KODS-FM(R)	2.6
12 WELY-AM	1.7	WHLB-AM	1.7	WHLB-AM(PA)	1.6
13 KA0H-AM	1.7	WJJC-AM	1.1	WJJC-AM(PA)	1.3
14 WJJC-AM	1.5	WMFG-FM	1.1	WEVE-AM(RL)	1.3
15 WMFG-FM		WHLB-FM	1.1	WELY-AM(PA)	1.1
16		KA0H-AM	0.3	WKLK-AM(C)	0.5
17				WHLB-FM(C)	0.5
18				KODS-AM(PA)	0.3
19				WMFG-FM(PA)	

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2224

A/M '78	A/M '79	A/M '80			
1 WKKQ-AM	60	KDAL-AM	69	KDAL-AM	70
2 KDAL-AM	57	WKKQ-AM	48	WKKQ-AM	47
3 WGGR-FM	54	WAKX-FM	44	WEVE-FM	32
4 WEBC-AM	49	WEBC-AM	42	WDSM-AM	31
5 WAKX-FM	35	WGGR-FM	30	WGGR-FM	30

M-F, 6-10am

1 KDAL-AM	KDAL-AM	KDAL-AM
2 WKKQ-AM	WKKQ-AM	WKKQ-AM
3 WEBC-AM	WAKX-FM	KZIO-FM
4 WGGR-FM	WEBC-AM	WEBC-AM
5 WAKX-FM	WGGR-FM	WDSM-AM

M-F, 3-7pm

1 WEBC-AM	WAKX-FM	KDAL-AM
2 WGGR-FM	KDAL-AM	WKKQ-AM
3 WKKQ-AM	WEBC-AM	WEVE-FM
4 WAKX-FM	WKKQ-AM	WAKX-FM
5 KDAL-AM	WGGR-FM	WDSM-AM

Teens
M-S, 6am-Midnight
POP(00): 305

A/M '78	A/M '79	A/M '80
1 WAKX-FM	WAKX-FM	WEBC-AM
2 WEBC-AM	WEBC-AM	KZIO-FM
3 KDAL-AM	WKKQ-AM	WAKX-FM

M-F, 6-10am

1 WAKX-FM	WAKX-FM	KZIO-FM
2 WEBC-AM	WEBC-AM	WEBC-AM
3 KDAL-AM	WKKQ-AM	WAKX-FM

M-F, 3-7pm

1 WEBC-AM	WAKX-FM	WAKX-FM
2 WAKX-FM	WEBC-AM	WEBC-AM
3 WGGR-FM	WKKQ-AM	KZIO-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 709

A/M '78	A/M '79	A/M '80
1 WEBC-AM	WAKX-FM	KZIO-FM
2 WAKX-FM	WEBC-AM	WAKX-FM
3 WKKQ-AM	WKKQ-AM	WEBC-AM
4 WAKX-AM	WDSM-AM	WDSM-AM
5 WGGR-FM	WEVE-FM	WEVE-FM

M-F, 6-10am

1 WEBC-AM	WAKX-FM	WAKX-FM
2 WAKX-FM	WEBC-AM	KZIO-FM
3 WAKX-AM	WDSM-AM	WDSM-AM
4 WKKQ-AM	WKKQ-AM	KDAL-AM
5 KDAL-AM	KDAL-AM	WEBC-AM

M-F, 3-7pm

1 WEBC-AM	WAKX-FM	WAKX-FM
2 WAKX-FM	WEBC-AM	WEBC-AM
3 WKKQ-AM	WKKQ-AM	WEVE-FM
4 WGGR-FM	WDSM-AM	KZIO-FM
5 WDSM-AM	WEVE-FM	WDSM-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 919

A/M '78	A/M '79	A/M '80
1 WKKQ-AM	WKKQ-AM	KDAL-AM
2 WGGR-FM	KDAL-AM	WKKQ-AM
3 KDAL-AM	WEBC-AM	WEVE-FM
4 WEBC-AM	WAKX-FM	WDSM-AM
5 WDSM-AM	WDSM-AM	WGGR-FM

M-F, 6-10am

1 KDAL-AM	KDAL-AM	KDAL-AM
2 WKKQ-AM	WKKQ-AM	WKKQ-AM
3 WEBC-AM	WDSM-AM	WDSM-AM
4 WDSM-AM	WMFG-AM	WEVE-FM
5 WGGR-FM	WAKX-FM	WMFG-AM

M-F, 3-7pm

1 WKKQ-AM	WKKQ-AM	WEVE-FM
2 WGGR-FM	WDSM-AM	WDSM-AM
3 WEBC-AM	KDAL-AM	KDAL-AM
4 WDSM-AM	WEBC-AM	WKKQ-AM
5 WAKX-FM	WGGR-FM	WGGR-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2224

A/M '78	A/M '79	A/M '80			
1 WEBC-AM	906	WEBC-AM	844	KDAL-AM	724
2 KDAL-AM	723	KDAL-AM	689	WEBC-AM	709
3 WAKX-FM	572	WAKX-FM	644	WAKX-FM	531
4 WDSM-AM	496	WDSM-AM	432	WDSM-AM	473
5 WAKX-AM	397	WKKQ-AM	403	WKKQ-AM	406

M-F, 6-10am

1 KDAL-AM	KDAL-AM	KDAL-AM
2 WEBC-AM	WEBC-AM	WEBC-AM
3 WAKX-FM	WAKX-FM	WAKX-FM
4 WDSM-AM	WKKQ-AM	WDSM-AM
5 WKKQ-AM	WDSM-AM	WKKQ-AM

M-F, 3-7pm

1 WEBC-AM	WEBC-AM	WEBC-AM
2 WAKX-FM	WAKX-FM	KDAL-AM
3 KDAL-AM	YDAL-AM	WDSM-AM
4 WGGR-FM	WKKO-AM	WAKX-FM
5 WDSM-AM	WDSN-AM	WKKO-AM

Teens
M-S, 6am-Midnight
POP(00): 305

A/M '78	A/M '79	A/M '80
1 WFBC-AM	WEBC-AM	WAKX-FM
2 WAKX-FM	WAKX-FM	WEBC-AM
3 WAKX-AM	WKKQ-AM	KZIO-FM

M-F, 6-10am

1 WEBC-AM	WEBC-AM	WEBC-AM
2 WAKX-FM	WAKX-FM	KZIO-FM
3 KDAL-AM	WKKO-AM	WAKX-FM

M-F, 3-7pm

1 WEBC-AM	WAKX-FM	WAKX-FM
2 WAKX-FM	WEBC-AM	WEBC-AM
3 WAKX-AM	WAKX-AM	KZIO-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 709

A/M '78	A/M '79	A/M '80
1 WFBC-AM	WEBC-AM	WEBC-AM
2 WAKX-FM	WAKX-FM	WAKX-FM
3 WAKX-AM	WAKX-AM	KZIO-FM
4 WDSM-AM	WKKQ-AM	WAKX-AM
5 KDAL-AM	WDSM-AM	KDAL-AM

M-F, 6-10am

1 WEBC-AM	WFBC-AM	WEBC-AM
2 WAKX-FM	WAKX-FM	WAKX-FM
3 WAKX-AM	WKKQ-AM	KZIO-FM
4 KDAL-AM	WAKX-AM	KDAL-AM
5 WKKQ-AM	KDAL-AM	WDSM-AM

M-F, 3-7pm

1 WFBC-AM	WAKX-FM	WEBC-AM
2 WAKX-FM	WEBC-AM	WAKX-FM
3 WAKX-AM	WKKQ-AM	KZIO-FM
4 WKKQ-AM	WDSM-AM	WEVE-FM
5 WDSM-AM	WAKX-AM	WDSM-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 919

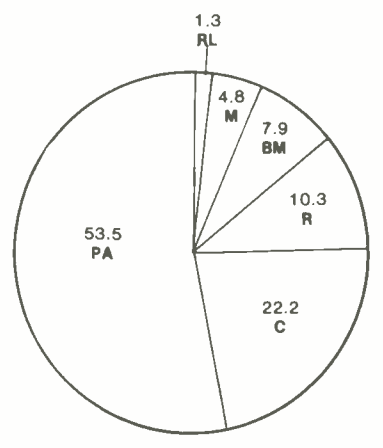
A/M '78	A/M '79	A/M '80
1 WFBC-AM	WEBC-AM	KDAL-AM
2 KDAL-AM	WKKQ-AM	WDSM-AM
3 WDSM-AM	KDAL-AM	WEBC-AM
4 WKKQ-AM	WDSM-AM	WKKQ-AM
5 WAKX-AM	WAKX-FM	WAKX-FM

M-F, 6-10am

1 KDAL-AM	KDAL-AM	KDAL-AM
2 WEBC-AM	WKKQ-AM	WDSM-AM
3 WDSM-AM	WEBC-AM	WEBC-AM
4 WKKQ-AM	WDSM-AM	WKKQ-AM
5 WAKX-FM	WAKX-FM	WEVE-FM

M-F, 3-7pm

1 WEBC-AM	WKKQ-AM	WDSM-AM
2 WKKO-AM	WEBC-AM	KDAL-AM
3 WDSM-AM	WDSM-AM	WEBC-AM
4 WGGR-FM	KDAL-AM	WKKQ-AM
5 WAKX-FM	WAKX-FM	WEVE-FM



Format Legend
A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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El Paso

METRO RANK **86**

'80 Market Overview

There was a new number one station in this market, Country KHEY. The runner-up KLOZ, is also country, and between them they led in both the 5-54 and 18-34 demos. Contemporary hit station SET-FM went up while last sweep's leader, KINT, slipped almost four shares.

KHEY's average and cume audience actually fell, but the station was still number one 25-54, just ahead of KLOZ, 13% to 12%. KLOZ's gain may have been aided by a larger ad expenditure, mostly on TV backed with a showing of billboards. The station also ran 24-hour trivia contests and reduced its ad list significantly. Not only did KLOZ come in a close second 25-54, the station also led 18-34. KLOZ had about 12% of the young adults, compared to approximately 10% for KINT and KSET-FM.

KSET-FM is moving away from its former Dance-music sound to more of a Contemporary Hit Radio format. There was less outside ad effort made for this book, but on-air a "Win It All" contest enticed callers to try for a package of trips and cash worth \$5000. With these ingredients KSET-FM was able to boost its 18-34 share by about one-third, with impressive gains among young adult ment.

KINT maintained a very low profile. There was little outside advertising and less than the usual amount of on-air activity. Unfortunately, the station's morning and midday personalities both left just before the book, which may have contributed to declines in those dayparts.

M-F, 6-10am

1	KSET-FM	KINT-FM	KSET-FM
2	KELP-AM	KELP-AM	KELP-AM
3	KINT-FM	KSET-AM	KINT-FM

M-F, 3-7pm

1	KINT-FM	KINT-FM	KSET-AM
2	KELP-AM	KELP-AM	KINT-FM
3	KLAQ-FM	KSET-FM	KSET-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1391

A/M '79	O/N '79	A/M '80
1	KLAQ-FM	KINT-FM
2	KINT-FM	KFIM-FM
3	KELP-AM	KELP-AM
4	KPAS-FM	KSET-FM
5	KFIM-FM	KLAQ-FM

M-F, 6-10am

1	KINT-FM	KELP-AM	KSET-FM
2	KLAQ-FM	KHEY-AM	KLOZ-FM
3	KELP-AM	KFIM-FM	KFIM-FM
4	KHEY-AM	KINT-FM	KINT-FM
5	KSET-AM	KEZB-FM	KHEY-AM

M-F, 3-7pm

1	KLAQ-FM	KINT-FM	KLOZ-FM
2	KFLP-AM	KELP-AM	KSET-AM
3	KINT-FM	KFIM-FM	KSET-FM
4	KROD-AM	KLAQ-FM	KFIM-FM
5	KHEY-AM	KSET-FM	KINT-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1626

A/M '79	O/N '79	A/M '80
1	KEZB-FM	KHEY-AM
2	KAMA-AM	KAMA-AM
3	KHEY-AM	KEZB-FM
4	KELP-AM	KLOZ-FM
5	KINT-FM	KELP-AM

M-F, 6-10am

1	KHEY-AM	KHEY-AM	KHEY-AM
2	KEZB-FM	KAMA-AM	KLOZ-FM
3	KINT-FM	KEZB-FM	XROK-AM
4	KAMA-AM	KELP-AM	KELP-AM
5	KELP-AM	KLOZ-FM	KINT-FM

M-F, 3-7pm

1	KEZB-FM	KHEY-AM	KLOZ-FM
2	KELP-AM	KEZB-FM	KHEY-AM
3	KHEY-AM	KFLP-AM	KSET-AM
4	KINT-FM	KLOZ-FM	XROK-AM
5	KTSM-AM	KAMA-AM	KELP-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3413

A/M '79	O/N '79	A/M '80
1	KELP-AM	819
2	KINT-FM	754
3	KHEY-AM	609
4	KAMA-AM	533
5	KEZB-FM	501

M-F, 6-10am

1	KELP-AM	KINT-FM	KHEY-AM
2	KHEY-AM	KHEY-AM	KINT-FM
3	KAMA-AM	KELP-AM	KLOZ-FM
4	KINT-FM	KEZB-FM	KELP-AM
5	KEZB-FM	KAMA-AM	KSET-FM

M-F, 3-7pm

1	KELP-AM	KINT-FM	KELP-AM
2	KINT-FM	KHEY-AM	KINT-FM
3	KLAQ-FM	KELP-AM	KLOZ-FM
4	KHEY-AM	KEZB-FM	KHEY-AM
5	KEZB-FM	KSET-FM	KSET-AM

Teens
M-S, 6am-Midnight
POP(00): 528

A/M '79	O/N '79	A/M '80
1	KINT-FM	KINT-FM
2	KFLP-AM	KFLP-AM
3	KLAQ-FM	KSET-FM

M-F, 6-10am

1	KFLP-AM	KINT-FM	KELP-AM
2	KINT-FM	KELP-AM	KINT-FM
3	KLAQ-FM	KLAQ-FM	KSET-FM

M-F, 3-7pm

1	KELP-AM	KINT-FM	KINT-FM
2	KINT-FM	KELP-AM	KELP-AM
3	KLAQ-FM	KSET-FM	KSET-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1391

A/M '79	O/N '79	A/M '80
1	KELP-AM	KINT-FM
2	KINT-FM	KELP-AM
3	KPAS-FM	KFIM-FM
4	KHEY-AM	KPAS-FM
5	KLAQ-FM	KSET-FM

M-F, 6-10am

1	KELP-AM	KINT-FM	KINT-FM
2	KINT-FM	KELP-AM	KLOZ-FM
3	KLAQ-FM	KFIM-FM	KFIM-FM
4	KPAS-FM	KHEY-AM	KSET-FM
5	KHEY-AM	KROD-AM	KELP-AM

M-F, 3-7pm

1	KELP-AM	KINT-FM	KLOZ-FM
2	KINT-FM	KELP-AM	KFLP-AM
3	KPAS-FM	KFIM-FM	KINT-FM
4	KLAQ-FM	KSET-FM	KSET-AM
5	KROD-AM	KPAS-FM	KFIM-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1626

A/M '79	O/N '79	A/M '80
1	KELP-AM	KHEY-AM
2	KHEY-AM	KAMA-AM
3	KAMA-AM	KINT-FM
4	KEZB-FM	KEZB-FM
5	KINT-FM	KLOZ-FM

M-F, 6-10am

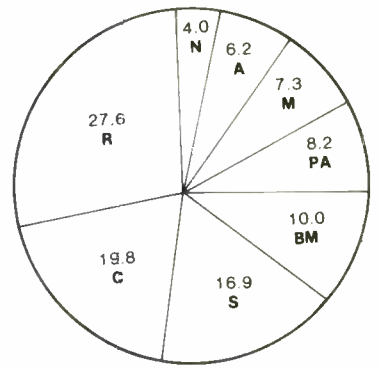
1	KHEY-AM	KHEY-AM	KHEY-AM
2	KELP-AM	KAMA-AM	KLOZ-FM
3	KAMA-AM	KEZB-FM	KELP-AM
4	KEZB-FM	KFLP-AM	KINT-FM
5	KTSM-AM	KLOZ-FM	KEZB-FM

M-F, 3-7pm

1	KELP-AM	KHEY-AM	KLOZ-FM
2	KHEY-AM	KEZB-FM	KHEY-AM
3	KEZB-FM	KLOZ-FM	KELP-AM
4	KINT-FM	KELP-AM	KSET-AM
5	KAMA-AM	KTSM-AM	XROK-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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KAMA-AM KAMA-FM

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 3413

A/M '79	O/N '79	A/M '80
1	KAMA-AM	11.4
2	KELP-AM	9.4
3	KLAQ-FM	9.2
4	KEZB-FM	8.7
5	KINT-FM	7.9
6	KHEY-AM	7.1
7	KSET-FM	6.0
8	KPAS-FM	4.4
9	KFIM-FM	4.0
10	KROD-AM	3.9
11	KTSM-AM	3.7
12	KSET-AM	3.5
13	KAMA-FM	3.3
14	XEJ-AM	3.1
15	KKOL-AM	2.3
16	KLOZ-FM	2.3
17	KTSM-FM	1.5
18	XROK-AM	1.0
19	XEFV-AM	0.6
20	XEWG-AM	0.6
21		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3413

A/M '79	O/N '79	A/M '80
1	KAMA-AM	59
2	KELP-AM	49
3	KLAQ-FM	48
4	KEZB-FM	45
5	KINT-FM	41

M-F, 6-10am

1	KHEY-AM	KHEY-AM	KHEY-AM
2	KAMA-AM	KELP-AM	KSET-FM
3	KEZB-FM	KAMA-AM	KLOZ-FM
4	KINT-FM	KINT-FM	KINT-FM
5	KELP-AM	KEZB-FM	KELP-AM

M-F, 3-7pm

1	KELP-AM	KINT-FM	KLOZ-FM
2	KLAQ-FM	KHEY-AM	KSET-AM
3	KINT-FM	KEZB-FM	KHEY-AM
4	KEZB-FM	KELP-AM	KEZB-FM
5	KHEY-AM	KSET-FM	KELP-AM

Teens
M-S, 6am-Midnight
POP(00): 528

A/M '79	O/N '79	A/M '80
1	KELP-AM	KINT-FM
2	KINT-FM	KELP-AM
3	KSET-FM	KLAQ-FM

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Erie

METRO RANK

129

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 2189

	A/M '78	A/M '79	A/M '80
1 WLWU-FM	23.5	WCCK-FM	23.2
2 WCCK-FM	20.3	WLWU-FM	19.4
3 WJET-AM	14.8	WRIE-AM	15.2
4 WRIE-AM	12.8	WJET-AM	12.7
5 WLKK-AM	7.8	WLKK-AM	10.8
6 WMDI-FM	4.9	WMDI-FM	5.7
7 WNGO-AM	2.6	WNGO-AM	1.3
8 WNCB-AM	2.0	WHYP-AM	1.3
9 WCTL-FM	1.5	WNCB-AM	1.0
10 CKLW-AM	0.9	WCTL-FM	1.0
11 WHYP-FM	0.6	WOW-AM	0.3
12 WOW-AM	0.6	WGOJ-FM	0.3
13 WHYP-AM	0.3		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2189

	A/M '78	A/M '79	A/M '80
1 WLWU-FM	81	WCCK-FM	73
2 WCCK-FM	70	WLWU-FM	61
3 WJET-AM	51	WRIE-AM	48
4 WRIE-AM	44	WJET-AM	42
5 WLKK-AM	27	WLKK-AM	34

M-F, 6-10am

1 WJET-AM	WRIE-AM	WCCK-FM
2 WRIE-AM	WJET-AM	WJET-AM
3 WCCK-FM	WCCK-FM	WRIE-AM
4 WLWU-FM	WLWU-FM	WLKK-AM
5 WLKK-AM	WLKK-AM	WLWU-FM

M-F, 3-7pm

1 WLWU-FM	WCCK-FM	WCCK-FM
2 WCCK-FM	WLWU-FM	WLWU-FM
3 WJET-AM	WRIE-AM	WJET-AM
4 WRIE-AM	WJET-AM	WRIE-AM
5 WMDI-FM	WLKK-AM	WLKK-AM

Teens
M-S, 6am-Midnight
POP(00): 293

	A/M '78	A/M '79	A/M '80
1 WCCK-FM	WCCK-FM	WCCK-FM	
2 WJET-AM	WJET-AM	WJET-AM	
3 WMDI-FM	WMDI-FM	WMDI-FM	

M-F, 6-10am

1 WCCK-FM	WCCK-FM	WCCK-FM
2 WJET-AM	WJET-AM	WJET-AM
3 WRIE-AM	WMDI-FM	WRIE-AM

M-F, 3-7pm

1 WCCK-FM	WCCK-FM	WCCK-FM
2 WJET-AM	WJET-AM	WJET-AM
3 WMDI-FM	WMDI-FM	WRIE-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 730

	A/M '78	A/M '79	A/M '80
1 WCCK-FM	WCCK-FM	WCCK-FM	
2 WRIE-AM	WRIE-AM	WJET-AM	
3 WJET-AM	WJET-AM	WRIE-AM	
4 WLWU-FM	WMDI-FM	WLWU-FM	
5 WMDI-FM	WLWU-FM	WMDI-FM	

M-F, 6-10am

1 WCCK-FM	WCCK-FM	WCCK-FM
2 WRIE-AM	WRIE-AM	WRIE-AM
3 WJET-AM	WJET-AM	WJET-AM
4 WLWU-FM	WMDI-FM	WLWU-FM
5 WMDI-FM	WLWU-FM	WMDI-FM

M-F, 3-7pm

1 WCCK-FM	WCCK-FM	WCCK-FM
2 WRIE-AM	WRIE-AM	WJET-AM
3 WLWU-FM	WJET-AM	WRIE-AM
4 WMDI-FM	WMDI-FM	WLWU-FM
5 WJET-AM	WLWU-FM	WMDI-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 991

	A/M '78	A/M '79	A/M '80
1 WLWU-FM	WCCK-FM	WCCK-FM	
2 WRIE-AM	WLWU-FM	WLWU-FM	
3 WCCK-FM	WRIE-AM	WRIE-AM	
4 WJET-AM	WJET-AM	WJET-AM	
5 WLKK-AM	WLKK-AM	WLKK-AM	

M-F, 6-10am

1 WRIE-AM	WRIE-AM	WRIE-AM
2 WJET-AM	WJET-AM	WCCK-FM
3 WLWU-FM	WLWU-FM	WLWU-FM
4 WLKK-AM	WCCK-FM	WJET-AM
5 WCCK-FM	WLKK-AM	WMDI-FM

M-F, 3-7pm

1 WLWU-FM	WCCK-FM	WCCK-FM
2 WRIE-AM	WRIE-AM	WLWU-FM
3 WCCK-FM	WLWU-FM	WRIE-AM
4 WJET-AM	WJET-AM	WJET-AM
5 WLKK-AM	WLKK-AM	WLKK-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2189

	A/M '78	A/M '79	A/M '80
1 WJET-AM	833	WCCK-FM	921
2 WCCK-FM	824	WJET-AM	913
3 WLWU-FM	786	WRIE-AM	770
4 WRIE-AM	766	WLWU-FM	732
5 WLKK-AM	446	WLKK-AM	532

M-F, 6-10am

1 WJET-AM	WJET-AM	WCCK-FM
2 WCCK-FM	WCCK-FM	WJET-AM
3 WRIE-AM	WRIE-AM	WRIE-AM
4 WLWU-FM	WLWU-FM	WLWU-FM
5 WLKK-AM	WLKK-AM	WLKK-AM

M-F, 3-7pm

1 WCCK-FM	WCCK-FM	WCCK-FM
2 WLWU-FM	WJET-AM	WJET-AM
3 WJET-AM	WRIE-AM	WLWU-FM
4 WRIE-AM	WLWU-FM	WRIE-AM
5 WLKK-AM	WLKK-AM	WLKK-AM

Teens
M-S, 6am-Midnight
POP(00): 293

	A/M '78	A/M '79	A/M '80
1 WCCK-FM	WCCK-FM	WCCK-FM	
2 WJET-AM	WJET-AM	WJET-AM	
3 WRIE-AM	WRIE-AM	WRIE-AM	

M-F, 6-10am

1 WCCK-FM	WCCK-FM	WCCK-FM
2 WJET-AM	WJET-AM	WJET-AM
3 WRIE-AM	WRIE-AM	WRIE-AM

M-F, 3-7pm

1 WCCK-FM	WCCK-FM	WCCK-FM
2 WJET-AM	WJET-AM	WJET-AM
3 WRIE-AM	WMDI-FM	WRIE-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 730

	A/M '78	A/M '79	A/M '80
1 WCCK-FM	WCCK-FM	WCCK-FM	
2 WJET-AM	WJET-AM	WJET-AM	
3 WRIE-AM	WRIE-AM	WRIE-AM	
4 WLWU-FM	WLWU-FM	WMDI-FM	
5 WMDI-FM	WMDI-FM	WLWU-FM	

M-F, 6-10am

1 WCCK-FM	WCCK-FM	WCCK-FM
2 WJET-AM	WJET-AM	WRIE-AM
3 WRIE-AM	WRIE-AM	WJET-AM
4 WLWU-FM	WLKK-AM	WLWU-FM
5 WMDI-FM	WLWU-FM	WMDI-FM

M-F, 3-7pm

1 WCCK-FM	WCCK-FM	WCCK-FM
2 WJET-AM	WJET-AM	WJET-AM
3 WRIE-AM	WRIE-AM	WRIE-AM
4 WLWU-FM	WMDI-FM	WMDI-FM
5 WMDI-FM	WLWU-FM	WLWU-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 991

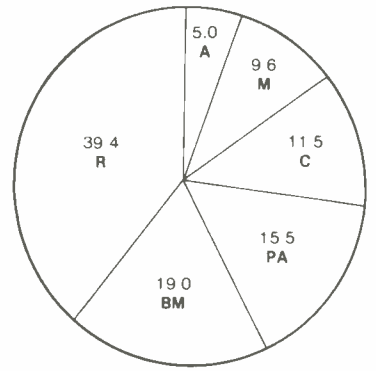
	A/M '78	A/M '79	A/M '80
1 WRIE-AM	WRIE-AM	WRIE-AM	WCCK-FM
2 WLWU-FM	WJET-AM	WJET-AM	WRIE-AM
3 WJET-AM	WCCK-FM	WCCK-FM	WJET-AM
4 WCCK-FM	WLWU-FM	WLWU-FM	WLWU-FM
5 WLKK-AM	WLKK-AM	WLKK-AM	WLKK-AM

M-F, 6-10am

1 WRIE-AM	WRIE-AM	WRIE-AM
2 WJET-AM	WJET-AM	WCCK-FM
3 WCCK-FM	WJET-AM	WCCK-FM
4 WLWU-FM	WCCK-FM	WJET-AM
5 WLKK-AM	WLKK-AM	WLKK-AM

M-F, 3-7pm

1 WLWU-FM	WRIE-AM	WJET-AM
2 WRIE-AM	WJET-AM	WCCK-FM
3 WJET-AM	WCCK-FM	WRIE-AM
4 WCCK-FM	WLWU-FM	WLWU-FM
5 WLKK-AM	WLKK-AM	WLKK-AM



Format Legend

A-AOR, B-Black BB-Big Band, BM-Beautiful Music C-Country, CL-Classical, D-Dancemusic, J-Jazz M-Miscellaneous N-News, O-Oldies, PA-Pop Adult, R-Rock RL-Religious, S-Spanish T-Talk

Eugene-Springfield

METRO RANK **130**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 2178

	A/M '79	O/N '79	A/M '80
1	KPNW-FM 12.7	KPNW-FM 14.5	KUCN-AM(PA) 14.6
2	KBDF-AM 1.4	KUCN-AM 11.6	KPNW-FM(BM) 13.3
3	KPNW-AM 10.7	KZEL-FM 11.1	KZEL-FM(A) 11.4
4	KUCN-AM 9.4	KEED-AM 9.1	KPNW-AM(PA) 9.5
5	KZEL-FM 9.0	KPNW-AM 8.5	KSND-FM(P) 9.5
6	KATR-AM 8.7	KSND-FM 8.0	KEED-AM(C) 9.5
7	KSND-FM 8.0	KATR-AM 6.8	KBDF-AM(P) 7.0
8	KEED-AM 5.0	KBDF-AM 6.5	KUCN-FM(C) 5.4
9	KASH-AM 3.7	KASH-AM 4.3	KORE-AM(PL) 2.9
10	KCRE-AM 3.0	KUCN-FM 2.8	KATR-AM(PA) 1.9
11	KUCN-FM 2.7	KORE-AM 2.0	KASH-AM(P) 1.9
12	KNND-AM 1.0	KGO-AM 1.1	KNND-AM(PA) 0.6
13	KWLL-AM 0.7	KXL-AM 1.1	
14		KBMC-FM 0.9	
15		KNND-AM 0.6	

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2178

	A/M '79	O/N '79	A/M '80
1	KPNW-FM 38	KPNW-FM 51	KUCN-AM 4.6
2	KBDF-AM 34	KUCN-AM 41	KPNW-FM 4.2
3	KPNW-AM 32	KZEL-FM 39	KZEL-FM 3.6
4	KUCN-AM 28	KEED-AM 32	KPNW-AM 3.0
5	KZEL-FM 27	KPNW-AM 30	KSND-FM 3.0

M-F, 6-10am

1	KATR-AM	KUCN-AM	KUCN-AM
2	KUCN-AM	KPNW-FM	KEED-AM
3	KBDF-AM	KPNW-AM	KPNW-AM
4	KPNW-AM	KATR-AM	KPNW-FM
5	KPNW-FM	KZEL-FM	KSND-FM

M-F, 3-7pm

1	KPNW-FM	KPNW-FM	KPNW-FM
2	KPNW-AM	KZEL-FM	KUCN-AM
3	KBDF-AM	KEED-AM	KZEL-FM
4	KZEL-FM	KSND-FM	KSND-FM
5	KUCN-AM	KPNW-AM	KPNW-AM

Teens
M-S, 6am-Midnight
POP(00): 265

	A/M '79	O/N '79	A/M '80
1	KBDF-AM	KBDF-AM	KBDF-AM
2	KSND-FM	KSND-FM	KSND-FM
3	KZEL-FM	KASH-AM	KASH-AM

M-F, 6-10am

1	KBDF-AM	KBDF-AM	KBDF-AM
2	KSND-FM	KSND-FM	KSND-FM
3	KATR-AM	KASH-AM	KUCN-AM

M-F, 3-7pm

1	KBDF-AM	KBDF-AM	KBDF-AM
2	KSND-FM	KSND-FM	KSND-FM
3	KZEL-FM	KASH-AM	KUCN-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 906

	A/M '79	O/N '79	A/M '80
1	KZEL-FM	KZEL-FM	KZEL-FM
2	KBDF-AM	KSND-FM	KSND-FM
3	KSND-FM	KPNW-AM	KPNW-AM
4	KPNW-AM	KBDF-AM	KUCN-AM
5	KUCN-AM	KASH-AM	KBDF-AM

M-F, 6-10am

1	KZEL-FM	KZEL-FM	KPNW-AM
2	KBDF-AM	KSND-FM	KUCN-AM
3	KSND-FM	KPNW-AM	KSND-FM
4	KPNW-AM	KBDF-AM	KZEL-FM
5	KATR-AM	KASH-AM	KBDF-AM

M-F, 3-7pm

1	KZEL-FM	KZEL-FM	KZEL-FM
2	KBDF-AM	KSND-FM	KSND-FM
3	KPNW-AM	KPNW-AM	KUCN-AM
4	KASH-AM	KBDF-AM	KPNW-AM
5	KSND-FM	KUCN-FM	KBDF-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1027

	A/M '79	O/N '79	A/M '80
1	KPNW-AM	KPNW-FM	KUCN-AM
2	KPNW-FM	KUCN-AM	KPNW-FM
3	KATR-AM	KPNW-AM	KPNW-AM
4	KUCN-AM	KFED-AM	KEED-AM
5	KZEL-FM	KATR-AM	KZEL-FM

M-F, 6-10am

1	KATR-AM	KUCN-AM	KUCN-AM
2	KPNW-AM	KPNW-AM	KPNW-AM
3	KUCN-AM	KPNW-FM	KEED-AM
4	KPNW-FM	KATR-AM	KPNW-FM
5	KEED-AM	KEED-AM	KSND-FM

M-F, 3-7pm

1	KPNW-AM	KPNW-FM	KUCN-AM
2	KPNW-FM	KPNW-AM	KPNW-AM
3	KUCN-AM	KUCN-AM	KPNW-FM
4	KATR-AM	KEED-AM	KZEL-FM
5	KFED-AM	KZEL-FM	KEED-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2178

	A/M '79	O/N '79	A/M '80
1	KBDF-AM 574	KUCN-AM 704	KUCN-AM 700
2	KUCN-AM 559	KPNW-FM 525	KPNW-AM 494
3	KSND-FM 485	KPNW-AM 512	KSND-FM 467
4	KPNW-AM 464	KBDF-AM 477	KBDF-AM 461
5	KPNW-FM 433	KSND-FM 471	KPNW-FM 408

M-F, 6-10am

1	KUCN-AM	KUCN-AM	KUCN-AM
2	KBDF-AM	KPNW-AM	KPNW-AM
3	KPNW-AM	KPNW-FM	KSND-FM
4	KATR-AM	KSND-FM	KBDF-AM
5	KSND-FM	KZEL-FM	KFED-AM

M-F, 3-7pm

1	KBDF-AM	KPNW-FM	KUCN-AM
2	KUCN-AM	KBDF-AM	KSND-FM
3	KPNW-AM	KSND-FM	KPNW-AM
4	KSND-FM	KPNW-AM	KBDF-AM
5	KPNW-FM	KUCN-AM	KPNW-FM

Teens
M-S, 6am-Midnight
POP(00): 265

	A/M '79	O/N '79	A/M '80
1	KBDF-AM	KBDF-AM	KBDF-AM
2	KSND-FM	KSND-FM	KSND-FM
3	KASH-AM	KASH-AM	KUCN-AM

M-F, 6-10am

1	KBDF-AM	KBDF-AM	KBDF-AM
2	KSND-FM	KSND-FM	KSND-FM
3	KASH-AM	KASH-AM	KUCN-AM

M-F, 3-7pm

1	KBDF-AM	KBDF-AM	KBDF-AM
2	KSND-FM	KSND-FM	KSND-FM
3	KASH-AM	KASH-AM	KPNW-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 906

	A/M '79	O/N '79	A/M '80
1	KBDF-AM	KZEL-FM	KZEL-FM
2	KSND-FM	KSND-FM	KSND-FM
3	KZEL-FM	KBDF-AM	KPNW-AM
4	KASH-AM	KUCN-AM	KBDF-AM
5	KUCN-AM	KASH-AM	KUCN-AM

M-F, 6-10am

1	KBDF-AM	KZEL-FM	KZEL-FM
2	KSND-FM	KSND-FM	KSND-FM
3	KZEL-FM	KPNW-AM	KUCN-AM
4	KUCN-AM	KBDF-AM	KPNW-AM
5	KASH-AM	KASH-AM	KBDF-AM

M-F, 3-7pm

1	KZEL-FM	KZEL-FM	KSND-FM
2	KSND-FM	KBDF-AM	KZEL-FM
3	KBDF-AM	KSND-FM	KBDF-AM
4	KUCN-AM	KASH-AM	KPNW-AM
5	KPNW-AM	KPNW-AM	KUCN-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1027

	A/M '79	O/N '79	A/M '80
1	KUCN-AM	KUCN-AM	KUCN-AM
2	KPNW-AM	KPNW-FM	KPNW-AM
3	KPNW-FM	KPNW-AM	KPNW-FM
4	KATR-AM	KEED-AM	KEED-AM
5	KSND-FM	KSND-FM	KSND-FM

M-F, 6-10am

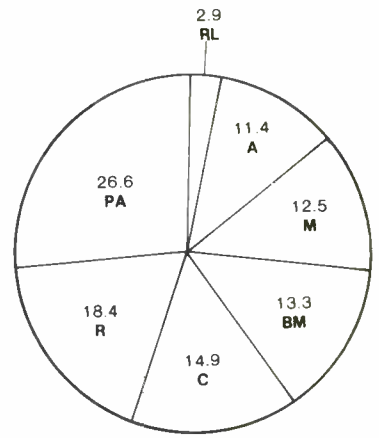
1	KUCN-AM	KUCN-AM	KUCN-AM
2	KPNW-AM	KPNW-AM	KPNW-AM
3	KATR-AM	KPNW-FM	KPNW-FM
4	KPNW-FM	KFED-AM	KEED-AM
5	KEED-AM	KATR-AM	KSND-FM

M-F, 3-7pm

1	KUCN-AM	KPNW-FM	KUCN-AM
2	KPNW-AM	KPNW-AM	KPNW-AM
3	KPNW-FM	KUCN-AM	KPNW-FM
4	KEED-AM	KEED-AM	KEED-AM
5	KSND-FM	KBDF-AM	KSND-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Evansville

METRO RANK

116

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2429

A/M '78	A/M '79	A/M '80	
1 WIKY-FM	25.6	WGBF-AM	22.8
2 WGBF-AM	24.0	WIKY-FM	19.9
3 WROZ-AM	11.0	WKDQ-FM	15.3
4 WKDQ-FM	9.9	WROZ-AM	10.4
5 WIKY-AM	5.0	WSON-AM	5.8
6 WJPS-AM	4.2	WIKY-AM	4.3
7 WSON-AM	3.4	WBKR-FM	4.0
8 WBKR-FM	2.3	WSTO-FM	4.0
9 WVHI-FM	2.1	WRAY-FM	2.3
10 WSTO-FM	1.6	WJPS-AM	2.0
11 WRAY-FM	1.0	WVHI-FM	1.2
12 WBNL-FM	1.0	WHKC-FM	0.6
13 WBNL-AM	0.8	WRAY-AM	0.3
14 WRAY-AM	0.8	WSON-AM(C)	1.9
15 WHKC-FM	0.5		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2429

A/M '78	A/M '79	A/M '80	
1 WIKY-FM	98	WGBF-AM	79
2 WGBF-AM	92	WIKY-FM	69
3 WROZ-AM	42	WKDQ-FM	53
4 WKDQ-FM	38	WROZ-AM	36
5 WIKY-AM	19	WSON-AM	20

A/M '78	A/M '79	A/M '80	
1 WIKY-FM	98	WGBF-AM	79
2 WGBF-AM	92	WIKY-FM	69
3 WROZ-AM	42	WKDQ-FM	53
4 WKDQ-FM	38	WROZ-AM	36
5 WIKY-AM	19	WSON-AM	20

A/M '78	A/M '79	A/M '80	
1 WGBF-AM	WGBF-AM	WIKY-FM	99
2 WKDQ-FM	WIKY-FM	WGBF-AM	80
3 WIKY-FM	WROZ-AM	WIKY-FM	36
4 WROZ-AM	WKDQ-FM	WIKY-FM	29
5 WJPS-AM	WSON-AM	WRAY-AM	19

A/M '78	A/M '79	A/M '80	
1 WGBF-AM	WGBF-AM	WIKY-FM	99
2 WKDQ-FM	WIKY-FM	WGBF-AM	80
3 WIKY-FM	WROZ-AM	WIKY-FM	36
4 WROZ-AM	WKDQ-FM	WIKY-FM	29
5 WJPS-AM	WSON-AM	WRAY-AM	19

A/M '78	A/M '79	A/M '80	
1 WGBF-AM	WGBF-AM	WIKY-FM	99
2 WKDQ-FM	WIKY-FM	WGBF-AM	80
3 WIKY-FM	WROZ-AM	WIKY-FM	36
4 WROZ-AM	WKDQ-FM	WIKY-FM	29
5 WJPS-AM	WSON-AM	WRAY-AM	19

A/M '78	A/M '79	A/M '80	
1 WGBF-AM	WGBF-AM	WIKY-FM	99
2 WKDQ-FM	WIKY-FM	WGBF-AM	80
3 WIKY-FM	WROZ-AM	WIKY-FM	36
4 WROZ-AM	WKDQ-FM	WIKY-FM	29
5 WJPS-AM	WSON-AM	WRAY-AM	19

A/M '78	A/M '79	A/M '80	
1 WGBF-AM	WGBF-AM	WIKY-FM	99
2 WKDQ-FM	WIKY-FM	WGBF-AM	80
3 WIKY-FM	WROZ-AM	WIKY-FM	36
4 WROZ-AM	WKDQ-FM	WIKY-FM	29
5 WJPS-AM	WSON-AM	WRAY-AM	19

A/M '78	A/M '79	A/M '80	
1 WGBF-AM	WGBF-AM	WIKY-FM	99
2 WKDQ-FM	WIKY-FM	WGBF-AM	80
3 WIKY-FM	WROZ-AM	WIKY-FM	36
4 WROZ-AM	WKDQ-FM	WIKY-FM	29
5 WJPS-AM	WSON-AM	WRAY-AM	19

A/M '78	A/M '79	A/M '80	
1 WGBF-AM	WGBF-AM	WIKY-FM	99
2 WKDQ-FM	WIKY-FM	WGBF-AM	80
3 WIKY-FM	WROZ-AM	WIKY-FM	36
4 WROZ-AM	WKDQ-FM	WIKY-FM	29
5 WJPS-AM	WSON-AM	WRAY-AM	19

A/M '78	A/M '79	A/M '80	
1 WIKY-FM	WIKY-FM	WIKY-FM	99
2 WGBF-AM	WGBF-AM	WGBF-AM	80
3 WROZ-AM	WKDQ-FM	WROZ-AM	36
4 WKDQ-FM	WROZ-AM	WIKY-AM	29
5 WIKY-AM	WBKR-FM	WKDQ-FM	19

A/M '78	A/M '79	A/M '80	
1 WIKY-FM	WIKY-FM	WIKY-FM	99
2 WGBF-AM	WGBF-AM	WGBF-AM	80
3 WROZ-AM	WKDQ-FM	WROZ-AM	36
4 WKDQ-FM	WROZ-AM	WIKY-AM	29
5 WIKY-AM	WBKR-FM	WKDQ-FM	19

A/M '78	A/M '79	A/M '80	
1 WIKY-FM	WIKY-FM	WIKY-FM	99
2 WROZ-AM	WGBF-AM	WGBF-AM	80
3 WKDQ-FM	WROZ-AM	WROZ-AM	36
4 WGBF-AM	WKDQ-FM	WKKR-AM	29
5 WIKY-AM	WBKR-FM	WIKY-AM	19

A/M '78	A/M '79	A/M '80	
1 WIKY-FM	WIKY-FM	WIKY-FM	99
2 WROZ-AM	WGBF-AM	WGBF-AM	80
3 WKDQ-FM	WROZ-AM	WROZ-AM	36
4 WGBF-AM	WKDQ-FM	WKKR-AM	29
5 WIKY-AM	WBKR-FM	WIKY-AM	19

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2429

A/M '78	A/M '79	A/M '80	
1 WGBF-AM	1051	WGBF-AM	1014
2 WIKY-FM	762	WIKY-FM	679
3 WKDQ-FM	523	WKDQ-FM	674
4 WROZ-AM	522	WROZ-AM	542
5 WIKY-AM	306	WIKY-AM	264

A/M '78	A/M '79	A/M '80	
1 WGBF-AM	1051	WGBF-AM	1014
2 WIKY-FM	762	WIKY-FM	679
3 WKDQ-FM	523	WKDQ-FM	674
4 WROZ-AM	522	WROZ-AM	542
5 WIKY-AM	306	WIKY-AM	264

A/M '78	A/M '79	A/M '80	
1 WGBF-AM	1051	WGBF-AM	1014
2 WIKY-FM	762	WIKY-FM	679
3 WKDQ-FM	523	WKDQ-FM	674
4 WROZ-AM	522	WROZ-AM	542
5 WIKY-AM	306	WIKY-AM	264

A/M '78	A/M '79	A/M '80	
1 WGBF-AM	1051	WGBF-AM	1014
2 WIKY-FM	762	WIKY-FM	679
3 WKDQ-FM	523	WKDQ-FM	674
4 WROZ-AM	522	WROZ-AM	542
5 WIKY-AM	306	WIKY-AM	264

A/M '78	A/M '79	A/M '80	
1 WGBF-AM	1051	WGBF-AM	1014
2 WIKY-FM	762	WIKY-FM	679
3 WKDQ-FM	523	WKDQ-FM	674
4 WROZ-AM	522	WROZ-AM	542
5 WIKY-AM	306	WIKY-AM	264

A/M '78	A/M '79	A/M '80	
1 WGBF-AM	1051	WGBF-AM	1014
2 WIKY-FM	762	WIKY-FM	679
3 WKDQ-FM	523	WKDQ-FM	674
4 WROZ-AM	522	WROZ-AM	542
5 WIKY-AM	306	WIKY-AM	264

A/M '78	A/M '79	A/M '80	
1 WGBF-AM	1051	WGBF-AM	1014
2 WIKY-FM	762	WIKY-FM	679
3 WKDQ-FM	523	WKDQ-FM	674
4 WROZ-AM	522	WROZ-AM	542
5 WIKY-AM	306	WIKY-AM	264

A/M '78	A/M '79	A/M '80	
1 WGBF-AM	1051	WGBF-AM	1014
2 WIKY-FM	762	WIKY-FM	679
3 WKDQ-FM	523	WKDQ-FM	674
4 WROZ-AM	522	WROZ-AM	542
5 WIKY-AM	306	WIKY-AM	264

A/M '78	A/M '79	A/M '80	
1 WGBF-AM	1051	WGBF-AM	1014
2 WIKY-FM	762	WIKY-FM	679
3 WKDQ-FM	523	WKDQ-FM	674
4 WROZ-AM	522	WROZ-AM	542
5 WIKY-AM	306	WIKY-AM	264

A/M '78	A/M '79	A/M '80	
1 WGBF-AM	1051	WGBF-AM	1014
2 WIKY-FM	762	WIKY-FM	679
3 WKDQ-FM	523	WKDQ-FM	674
4 WROZ-AM	522	WROZ-AM	542
5 WIKY-AM	306	WIKY-AM	264

A/M '78	A/M '79	A/M '80	
1 WGBF-AM	1051	WGBF-AM	1014
2 WIKY-FM	762	WIKY-FM	679
3 WKDQ-FM	523	WKDQ-FM	674
4 WROZ-AM	522	WROZ-AM	542
5 WIKY-AM	306	WIKY-AM	264

M-F, 6-10am

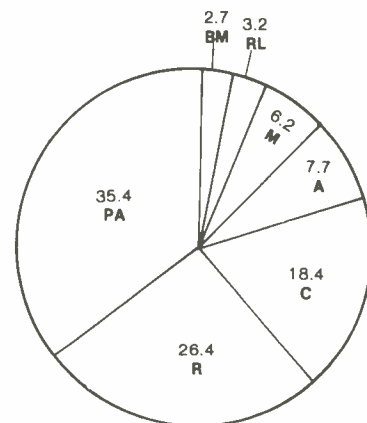
A/M '78	A/M '79	A/M '80	
1 WIKY-FM	WIKY-FM	WGBF-AM	99
2 WGBF-AM	WGBF-AM	WIKY-FM	80
3 WROZ-AM	WROZ-AM	WKKR-AM	36
4 WKDQ-FM	WKDQ-FM	WIKY-FM	29
5 WJPS-AM	WIKY-AM	WKDQ-FM	19

M-F, 3-7pm

A/M '78	A/M '79	A/M '80	
1 WGBF-AM	WIKY-FM	WGBF-AM	99
2 WIKY-FM	WGBF-AM	WIKY-FM	80
3 WROZ-AM	WROZ-AM	WROZ-AM	36
4 WKDQ-FM	WKDQ-FM	WROZ-AM	29
5 WIKY-AM	WBKR-FM	WKKR-AM	19

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Fargo-Moorhead

METRO RANK **163**

Average Persons 12+ Share Trends
 Monday-Sunday, 6am-Midnight
 POP(00): 1145

	A/M '78	A/M '79	A/M '80
1 KFGO-AM	28.5	KFGO-AM 22.4	KFGO-AM (C) 22.8
2 WDAY-AM	17.6	WDAY-AM 15.8	KQWB-AM (PA) 16.8
3 KVOX-AM	13.3	KQWB-AM 15.3	KQWB-FM (O) 15.2
4 KQWB-FM	12.1	KQWB-FM 11.7	WDAY-FM (M) 13.6
5 KQWB-AM	9.1	KVOX-AM 10.2	WDAY-AM (PA) 10.3
6 WDAY-FM	8.5	WDAY-FM 10.2	KVOX-FM (C) 7.6
7 KVOX-FM	3.6	KVOX-FM 3.1	KVOX-AM (PA) 6.5
8 KSJB-AM	1.8	KSJB-AM 1.5	

Average Persons Trends/Rankings

Total 12+
 M-S, 6am-Midnight
 POP(00): 1145

	A/M '78	A/M '79	A/M '80
1 KFGO-AM	47	KFGO-AM 44	KFGO-AM 42
2 WDAY-AM	29	WDAY-AM 31	KQWB-AM 31
3 KVOX-AM	22	KQWB-AM 30	KQWB-FM 28
4 KQWB-FM	20	KQWB-FM 23	WDAY-FM 25
5 KQWB-AM	15	KVOX-AM 20	WDAY-AM 19

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 KFGO-AM		KFGO-AM	KFGO-AM
2 WDAY-AM		WDAY-AM	WDAY-AM
3 KVOX-AM		KQWB-AM	KQWB-AM
4 KQWB-FM		KQWB-FM	KQWB-FM
5 WDAY-FM		KVOX-AM	WDAY-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 KFGO-AM		KFGO-AM	KFGO-AM
2 KVOX-AM		KQWB-AM	KQWB-AM
3 KQWB-FM		KQWB-FM	KQWB-FM
4 WDAY-AM		WDAY-FM	WDAY-FM
5 KQWB-AM		WDAY-AM	KVOX-FM

Teens
 M-S, 6am-Midnight
 POP(00): 139

	A/M '78	A/M '79	A/M '80
1 KVOX-AM		KQWB-AM	KQWB-AM
2 KQWB-AM		KVOX-AM	KQWB-FM
3 KQWB-FM		KQWB-FM	KFGO-AM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 KVOX-AM		KQWB-AM	KQWB-AM
2 KQWB-FM		KVOX-AM	KQWB-FM
3 KQWB-AM		KQWB-FM	KFGO-AM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 KVOX-AM		KQWB-AM	KQWB-AM
2 KQWB-AM		KVOX-AM	KQWB-FM
3 KQWB-FM		KQWB-FM	KFGO-AM

Adults 18-34
 M-S, 6am-Midnight
 POP(00): 499

	A/M '78	A/M '79	A/M '80
1 KQWB-FM		KQWB-AM	KQWB-AM
2 WDAY-AM		KQWB-FM	KQWB-FM
3 KVOX-AM		KFGO-AM	KFGO-AM
4 KQWB-AM		KVOX-AM	KVOX-AM
5 KFGO-AM		KVOX-FM	KVOX-FM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WDAY-AM		KQWB-AM	KQWB-AM
2 KQWB-FM		KFGO-AM	KQWB-FM
3 KFGO-AM		KQWB-FM	KFGO-AM
4 KVOX-AM		KVOX-AM	KVOX-AM
5 KVOX-FM		WDAY-AM	KVOX-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 KQWB-FM		KQWB-AM	KQWB-AM
2 KVOX-AM		KQWB-FM	KQWB-FM
3 WDAY-AM		KVOX-AM	KVOX-FM
4 KQWB-AM		KFGO-AM	KVOX-AM
5 KFGO-AM		WDAY-AM	KFGO-AM

Adults 25-54
 M-S, 6am-Midnight
 POP(00): 474

	A/M '78	A/M '79	A/M '80
1 KFGO-AM		KFGO-AM	KFGO-AM
2 WDAY-AM		WDAY-AM	WDAY-FM
3 WDAY-FM		WDAY-FM	KQWB-AM
4 KQWB-FM		KQWB-AM	KVOX-FM
5 KQWB-AM		KVOX-AM	WDAY-AM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 KFGO-AM		KFGO-AM	KFGO-AM
2 WDAY-AM		WDAY-AM	WDAY-AM
3 KVOX-AM		WDAY-FM	WDAY-FM
4 KQWB-FM		KQWB-AM	KQWB-AM
5 KQWB-AM		KVOX-AM	KVOX-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 KFGO-AM		KFGO-AM	KFGO-AM
2 WDAY-FM		WDAY-AM	KVOX-FM
3 WDAY-AM		WDAY-FM	KQWB-AM
4 KVOX-AM		KQWB-AM	WDAY-FM
5 KQWB-FM		KVOX-FM	KVOX-AM

Cume Persons Trends/Rankings

Total 12+
 M-S, 6am-Midnight
 POP(00): 1145

	A/M '78	A/M '79	A/M '80
1 KVOX-AM	472	KFGO-AM 427	KQWB-AM 404
2 WDAY-AM	452	WDAY-AM 395	KFGO-AM 392
3 KFGO-AM	423	KQWB-AM 387	KQWB-FM 374
4 KQWB-AM	310	KVOX-AM 305	WDAY-AM 349
5 KQWB-FM	305	KQWB-FM 289	KVOX-AM 278

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WDAY-AM		WDAY-AM	KFGO-AM
2 KFGO-AM		KFGO-AM	KQWB-AM
3 KVOX-AM		KQWB-AM	WDAY-AM
4 KQWB-FM		KVOX-AM	KQWB-FM
5 KQWB-AM		KQWB-FM	KVOX-AM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 KVOX-AM		KQWB-AM	KQWB-AM
2 KFGO-AM		KFGO-AM	KQWB-FM
3 KQWB-FM		KVOX-AM	KFGO-AM
4 WDAY-AM		KQWB-FM	WDAY-AM
5 KQWB-AM		WDAY-AM	KVOX-AM

Teens
 M-S, 6am-Midnight
 POP(00): 139

	A/M '78	A/M '79	A/M '80
1 KVOX-AM		KQWB-AM	KQWB-AM
2 KQWB-AM		KVOX-AM	KQWB-FM
3 KQWB-FM		KQWB-FM	KVOX-AM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 KVOX-AM		KQWB-AM	KQWB-AM
2 KQWB-AM		KVOX-AM	KQWB-FM
3 KQWB-FM		KQWB-FM	KVOX-AM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 KVOX-AM		KQWB-AM	KQWB-AM
2 KQWB-AM		KVOX-AM	KQWB-FM
3 KQWB-FM		KQWB-FM	KVOX-AM

Adults 18-34
 M-S, 6am-Midnight
 POP(00): 499

	A/M '78	A/M '79	A/M '80
1 KVOX-AM		KQWB-AM	KQWB-AM
2 KQWB-FM		KVOX-AM	KQWB-FM
3 WDAY-AM		KQWB-FM	KVOX-AM
4 KQWB-AM		KFGO-AM	KFGO-AM
5 KVOX-FM		WDAY-AM	WDAY-AM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 KVOX-AM		KQWB-AM	KQWB-AM
2 WDAY-AM		KQWB-FM	KQWB-FM
3 KQWB-FM		KVOX-AM	KVOX-AM
4 KFGO-AM		KFGO-AM	KFGO-AM
5 KQWB-AM		WDAY-AM	WDAY-AM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 KVOX-AM		KQWB-AM	KQWB-AM
2 KQWB-FM		KQWB-FM	KQWB-FM
3 WDAY-AM		KVOX-AM	KVOX-AM
4 KQWB-AM		KFGO-AM	KVOX-FM
5 KVOX-FM		KVOX-FM	KFGO-AM

Adults 25-54
 M-S, 6am-Midnight
 POP(00): 474

	A/M '78	A/M '79	A/M '80
1 KFGO-AM		KFGO-AM	KFGO-AM
2 WDAY-AM		WDAY-AM	KQWB-AM
3 KVOX-AM		KVOX-AM	WDAY-AM
4 WDAY-FM		WDAY-FM	KVOX-FM
5 KQWB-AM		KQWB-AM	WDAY-FM

M-F, 6-10am

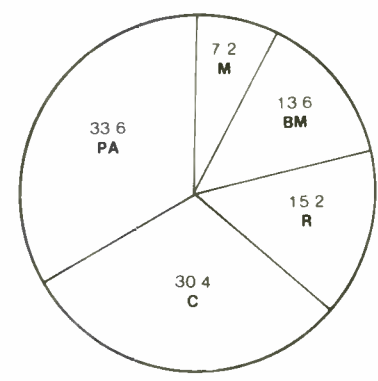
	A/M '78	A/M '79	A/M '80
1 KFGO-AM		KFGO-AM	KFGO-AM
2 WDAY-AM		WDAY-AM	WDAY-AM
3 KVOX-AM		KQWB-AM	KQWB-AM
4 WDAY-FM		WDAY-FM	WDAY-FM
5 KQWB-AM		KVOX-AM	KVOX-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 KFGO-AM		KFGO-AM	KFGO-AM
2 KVOX-AM		WDAY-AM	KVOX-FM
3 WDAY-AM		WDAY-FM	KQWB-AM
4 WDAY-FM		KQWB-AM	KQWB-FM
5 KQWB-AM		KVOX-AM	WDAY-AM

Format Penetration Chart

Based On Total Persons 12+
 Average Quarter Hour Listening
 Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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METRO RANK **140**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1832

	A/M '78	A/M '79	A/M '80
1	WQSM-FM 26.9	WQSM-FM 20.3	WQSM-FM (M) 23.2
2	WFLB-AM 13.1	WQDR-FM 16.1	WIDU-AM (M) 14.6
3	WRAL-FM 11.7	WIDU-AM 13.4	WFLB-AM (M) 10.1
4	WFNC-AM 9.2	WFLB-AM 12.3	WFAI-AM (M) 10.1
5	WIDU-AM 9.2	WFAI-AM 8.8	WFNC-AM (M) 10.1
6	WFAI-AM 8.8	WFNC-AM 8.4	WQDR-FM (A) 9.0
7	WYYD-FM 8.1	WRAL-FM 4.2	WRAL-FM (PA) 7.9
8	WSTS-FM 2.1	WYYD-FM 3.4	WYYD-FM (M) 4.1
9	WQDR-FM 1.8	WQTI-FM 3.1	WSTS-FM (M) 2.6
10	WFBS-AM 1.8	WSTS-FM 2.3	WQTI-FM (M) 1.9
11	WPTF-AM 1.1	WFBS-AM 1.5	WFBS-AM (M) 0.7
12		WPTF-AM 1.1	WJSK-FM (M) 0.7
13			WPTF-AM (PA) 0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1832

	A/M '78	A/M '79	A/M '80
1	WQSM-FM 76	WQSM-FM 53	WQSM-FM 62
2	WFLB-AM 37	WQDR-FM 42	WIDU-AM 39
3	WRAL-FM 33	WIDU-AM 35	WFLB-AM 27
4	WFNC-AM 26	WFLB-AM 32	WFAI-AM 27
5	WIDU-AM 26	WFAI-AM 23	WFNC-AM 27

M-F, 6-10am

1	WQSM-FM	WFAI-AM	WQSM-FM
2	WFAI-AM	WQSM-FM	WFAI-AM
3	WFNC-AM	WFNC-AM	WFNC-AM
4	WFLB-AM	WFLB-AM	WFLB-AM
5	WRAL-FM	WQDR-FM	WRAL-FM

M-F, 3-7pm

1	WQSM-FM	WQSM-FM	WQSM-FM
2	WFLB-AM	WQDR-FM	WIDU-AM
3	WIDU-AM	WFLB-AM	WFLB-AM
4	WRAL-FM	WIDU-AM	WQDR-FM
5	WFNC-AM	WFNC-AM	WRAL-FM

Teens
M-S, 6am-Midnight
POP(00): 226

	A/M '78	A/M '79	A/M '80
1	WQSM-FM	WFLB-AM	WQSM-FM
2	WFLB-AM	WQSM-FM	WFLB-AM
3	WIDU-AM	WIDU-AM	WIDU-AM

M-F, 6-10am

1	WQSM-FM	WQSM-FM	WQSM-FM
2	WFLB-AM	WFLB-AM	WFLB-AM
3	WIDU-AM	WFBS-AM	WQDR-FM

M-F, 3-7pm

1	WQSM-FM	WIDU-AM	WIDU-AM
2	WIDU-AM	WQSM-FM	WFLB-AM
3	WFLB-AM	WFLB-AM	WQSM-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1000

	A/M '78	A/M '79	A/M '80
1	WQSM-FM	WQDR-FM	WQSM-FM
2	WRAL-FM	WQSM-FM	WIDU-AM
3	WFLB-AM	WFLB-AM	WQDR-FM
4	WIDU-AM	WIDU-AM	WFLB-AM
5	WFNC-AM	WFNC-AM	WRAL-FM

M-F, 6-10am

1	WQSM-FM	WQSM-FM	WQSM-FM
2	WRAL-FM	WQDR-FM	WFLB-AM
3	WFNC-AM	WFAI-AM	WRAL-FM
4	WFLB-AM	WFNC-AM	WIDU-AM
5	WFAI-AM	WFLB-AM	WQDR-FM

M-F, 3-7pm

1	WQSM-FM	WQDR-FM	WQSM-FM
2	WFLB-AM	WQSM-FM	WIDU-AM
3	WIDU-AM	WFLB-AM	WFLB-AM
4	WRAL-FM	WIDU-AM	WQDR-FM
5	WFNC-AM	WRAL-FM	WRAL-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 834

	A/M '78	A/M '79	A/M '80
1	WQSM-FM	WQSM-FM	WFNC-AM
2	WRAL-FM	WIDU-AM	WQSM-FM
3	WFNC-AM	WFLB-AM	WFAI-AM
4	WFAI-AM	WFNC-AM	WRAL-FM
5	WFLB-AM	WFAI-AM	WIDU-AM

M-F, 6-10am

1	WFNC-AM	WFAI-AM	WFNC-AM
2	WQSM-FM	WFNC-AM	WFAI-AM
3	WFAI-AM	WFLB-AM	WQSM-FM
4	WRAL-FM	WQSM-FM	WRAL-FM
5	WFLB-AM	WIDU-AM	WFLB-AM

M-F, 3-7pm

1	WQSM-FM	WQSM-FM	WQSM-FM
2	WRAL-FM	WFLB-AM	WFNC-AM
3	WFNC-AM	WQTI-FM	WFAI-AM
4	WFLB-AM	WFNC-AM	WRAL-FM
5	WFAI-AM	WRAL-FM	WFLB-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1832

	A/M '78	A/M '79	A/M '80
1	WQSM-FM 845	WQSM-FM 786	WQSM-FM 796
2	WFLB-AM 681	WFLB-AM 644	WFLB-AM 549
3	WFAI-AM 484	WFAI-AM 442	WRAL-FM 406
4	WRAL-FM 471	WIDU-AM 399	WIDU-AM 363
5	WFNC-AM 447	WQDR-FM 391	WFAI-AM 349

M-F, 6-10am

1	WQSM-FM	WQSM-FM	WQSM-FM
2	WFAI-AM	WFLB-AM	WFLB-AM
3	WFNC-AM	WFAI-AM	WFNC-AM
4	WFLB-AM	WFNC-AM	WFAI-AM
5	WRAL-FM	WQDR-FM	WRAL-FM

M-F, 3-7pm

1	WQSM-FM	WQSM-FM	WQSM-FM
2	WFLB-AM	WFLB-AM	WFLB-AM
3	WRAL-FM	WYYD-FM	WRAL-FM
4	WFNC-AM	WIDU-AM	WIDU-AM
5	WIDU-AM	WFNC-AM	WQDR-FM

Teens
M-S, 6am-Midnight
POP(00): 226

	A/M '78	A/M '79	A/M '80
1	WQSM-FM	WQSM-FM	WQSM-FM
2	WFLB-AM	WFLB-AM	WFLB-AM
3	WIDU-AM	WIDU-AM	WIDU-AM

M-F, 6-10am

1	WQSM-FM	WQSM-FM	WQSM-FM
2	WFLB-AM	WFLB-AM	WFLB-AM
3	WIDU-AM	WIDU-AM	WQDR-FM

M-F, 3-7pm

1	WQSM-FM	WQSM-FM	WFLB-AM
2	WFLB-AM	WFLB-AM	WQSM-FM
3	WIDU-AM	WIDU-AM	WIDU-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1000

	A/M '78	A/M '79	A/M '80
1	WQSM-FM	WQSM-FM	WQSM-FM
2	WFLB-AM	WQDR-FM	WFLB-AM
3	WRAL-FM	WFLB-AM	WRAL-FM
4	WFNC-AM	WIDU-AM	WQDR-FM
5	WFAI-AM	WFAI-AM	WIDU-AM

M-F, 6-10am

1	WQSM-FM	WQSM-FM	WQSM-FM
2	WFLB-AM	WQDR-FM	WRAL-FM
3	WRAL-FM	WFLB-AM	WFLB-AM
4	WFNC-AM	WFAI-AM	WQDR-FM
5	WFAI-AM	WFNC-AM	WIDU-AM

M-F, 3-7pm

1	WQSM-FM	WQDR-FM	WQSM-FM
2	WFLB-AM	WQSM-FM	WFLB-AM
3	WRAL-FM	WFLB-AM	WQDR-FM
4	WIDU-AM	WIDU-AM	WRAL-FM
5	WFNC-AM	WRAL-FM	WIDU-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 834

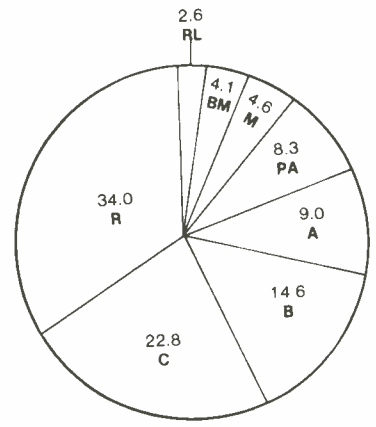
	A/M '78	A/M '79	A/M '80
1	WQSM-FM	WQSM-FM	WQSM-FM
2	WFNC-AM	WFLB-AM	WFNC-AM
3	WRAL-FM	WFNC-AM	WFAI-AM
4	WFAI-AM	WFAI-AM	WRAL-FM
5	WFLB-AM	WIDU-AM	WFLB-AM

M-F, 6-10am

1	WFNC-AM	WFNC-AM	WFNC-AM
2	WQSM-FM	WFLB-AM	WQSM-FM
3	WFAI-AM	WFAI-AM	WFAI-AM
4	WRAL-FM	WFNC-AM	WRAL-FM
5	WRAL-FM	WIDU-AM	WFLB-AM

M-F, 3-7pm

1	WFNC-AM	WFLB-AM	WQSM-FM
2	WFNC-AM	WQSM-FM	WFNC-AM
3	WRAL-FM	WFNC-AM	WRAL-FM
4	WFLB-AM	WRAL-FM	WFLB-AM
5	WFAI-AM	WYYD-FM	WFAI-AM



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

A/M '80 Market Overview

The A/M '80 Arbitron survey in Flint may have been one of the most reliable samplings ever taken in this metro. The in-tab total was up 63% overall, and there was particular improvement among men 18-24. Last year there were 26 diaries returned in his cell, but this year the number was 48, a much more representative figure.

There was a new contender this book, Black-ormatted **WDZZ**. The station came from nowhere to lead the metro this year, scoring well in the teen and young adult demos. **WDZZ** ended up with a 22 teen share, 14 in 18-34's, and over a 9 share 25-54. The core of the adult audience was 18-24, but there was a good showing in the 25-34 cell too.

WWCK, the leader for the past two years, finished second to **WDZZ**. It remained tops with teens, with almost a 27 share, and led 18-34 with a 15 share. The station's **Superstars** AOR sound resulted in a heavily 18-24-oriented audience.

There was quite a race among adults 25-54. Last year **WDFD**, **WGMZ**, and **WKMF** were within a share of each other. This year there were seven stations within three shares, led by **WJR/Detroit** with just over 10%. **WKMF** showed the most slippage, dropping from just under 12% to just below an 8% share. **WFMK** almost doubled its 25-54 share, to just under 10%.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 4144		A/M '78	A/M '79	A/M '80
1	WWCK-FM	12.5	WWCK-FM	10.6
2	WKMF-AM	10.6	WGMZ-FM	9.0
3	WJR-AM	10.1	WJR-AM	8.4
4	WDFD-AM	9.6	WKMF-AM	8.4
5	WGMZ-FM	9.6	WDFD-AM	8.2
6	WTRX-AM	7.3	WTAC-AM	7.2
7	WTAC-AM	5.4	WAMM-AM	6.7
8	WAMM-AM	4.9	WTRX-AM	6.2
9	WFMK-FM	4.2	WGER-FM	4.9
10	WGER-FM	3.6	WFMK-FM	4.5
11	WWWS-FM	3.1	WWWS-FM	2.8
12	WKCO-FM	2.6	WHNN-FM	2.0
13	WHNN-FM	1.6	WLOB-AM	1.8
14	WOAP-AM	1.6	WKCO-FM	1.5
15	WOAP-FM	1.3	WOAP-AM	1.2
16	WLOB-AM	0.8	WWJ-AM	1.0
17	WWJ-AM	0.7	CKLW-AM	1.0
18	WRIF-FM	0.5	WVIC-FM	0.7
19	WVIC-FM	0.3	WVIC-AM	0.5
20	WVIC-AM	0.2	WJIN-AM	0.5
21			WLOB-AM	0.5
22			WMJC-FM	0.5
23			WWWW-FM	0.5

Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 4144		A/M '78	A/M '79	A/M '80
1	WWCK-FM	77	WWCK-FM	63
2	WKMF-AM	65	WGMZ-FM	54
3	WJR-AM	62	WJR-AM	50
4	WDFD-AM	59	WKMF-AM	50
5	WGMZ-FM	59	WDFD-AM	49

M-F, 6-10am		A/M '78	A/M '79	A/M '80
1	WDFD-AM		WDFD-AM	WDFD-AM
2	WKMF-AM		WJR-AM	WJR-AM
3	WWCK-FM		WKMF-AM	WDZZ-FM
4	WJR-AM		WGMZ-FM	WTRX-AM
5	WTRX-AM		WTRX-AM	WKMF-AM

M-F, 3-7pm		A/M '78	A/M '79	A/M '80
1	WWCK-FM		WWCK-FM	WWCK-FM
2	WGMZ-FM		WGMZ-FM	WDZZ-FM
3	WJR-AM		WDFD-AM	WFMK-FM
4	WKMF-AM		WTAC-AM	WJR-AM
5	WDFD-AM		WJR-AM	WGMZ-FM

Teens M-S, 6am-Midnight POP(00): 609		A/M '78	A/M '79	A/M '80
1	WWCK-FM		WTAC-AM	WWCK-FM
2	WTAC-AM		WWCK-FM	WDZZ-FM
3	WTRX-AM		WAMM-AM	WTAC-AM

M-F, 6-10am		A/M '78	A/M '79	A/M '80
1	WWCK-FM		WTAC-AM	WWCK-FM
2	WTAC-AM		WAMM-AM	WDZZ-FM
3	WDFD-AM		WKMF-AM	WTAC-AM

M-F, 3-7pm		A/M '78	A/M '79	A/M '80
1	WWCK-FM		WTAC-AM	WWCK-FM
2	WTAC-AM		WWCK-FM	WDZZ-FM
3	WDFD-AM		WHNN-FM	WTAC-AM

Adults 18-34 M-S, 6am-Midnight POP(00): 1593		A/M '78	A/M '79	A/M '80
1	WWCK-FM		WWCK-FM	WWCK-FM
2	WTRX-AM		WTRX-AM	WDZZ-FM
3	WFMK-FM		WTAC-AM	WFMK-FM
4	WGMZ-FM		WFMK-FM	WTRX-AM
5	WTAC-AM		WAMM-AM	WDFD-AM

M-F, 6-10am		A/M '78	A/M '79	A/M '80
1	WWCK-FM		WTRX-AM	WTRX-AM
2	WTRX-AM		WWCK-FM	WWCK-FM
3	WFMK-FM		WDFD-AM	WDFD-AM
4	WJR-AM		WGMZ-FM	WDZZ-FM
5	WGMZ-FM		WTAC-AM	WFMK-FM

M-F, 3-7pm		A/M '78	A/M '79	A/M '80
1	WWCK-FM		WWCK-FM	WFMK-FM
2	WTRX-AM		WTAC-AM	WWCK-FM
3	WGMZ-FM		WTRX-AM	WDZZ-FM
4	WTAC-AM		WFMK-FM	WTRX-AM
5	WFMK-FM		WAMM-AM	WDFD-AM

Adults 25-54 M-S, 6am-Midnight POP(00): 2061		A/M '78	A/M '79	A/M '80
1	WKMF-AM		WKMF-AM	WJR-AM
2	WJR-AM		WDFD-AM	WGMZ-FM
3	WTRX-AM		WGMZ-FM	WFMK-FM
4	WGMZ-FM		WJR-AM	WDZZ-FM
5	WDFD-AM		WWCK-FM	WDFD-AM

M-F, 6-10am		A/M '78	A/M '79	A/M '80
1	WKMF-AM		WDFD-AM	WDFD-AM
2	WJR-AM		WJR-AM	WJR-AM
3	WDFD-AM		WKMF-AM	WGMZ-FM
4	WTRX-AM		WTRX-AM	WTRX-AM
5	WGMZ-FM		WGMZ-FM	WKMF-AM

M-F, 3-7pm		A/M '78	A/M '79	A/M '80
1	WKMF-AM		WGMZ-FM	WFMK-FM
2	WJR-AM		WDFD-AM	WJR-AM
3	WTRX-AM		WKMF-AM	WGMZ-FM
4	WGMZ-FM		WWCK-FM	WGER-FM
5	WDFD-AM		WJR-AM	WDZZ-FM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 4144		A/M '78	A/M '79	A/M '80
1	WDFD-AM	1054	WJR-AM	1054
2	WWCK-FM	982	WDFD-AM	1042
3	WJR-AM	969	WTAC-AM	923
4	WTAC-AM	822	WTRX-AM	748
5	WTRX-AM	810	WWCK-FM	718

M-F, 6-10am		A/M '78	A/M '79	A/M '80
1	WDFD-AM		WDFD-AM	WDFD-AM
2	WWCK-FM		WJR-AM	WWCK-FM
3	WJR-AM		WTAC-AM	WJR-AM
4	WKMF-AM		WWCK-FM	WTRX-AM
5	WTAC-AM		WTRX-AM	WDZZ-FM

M-F, 3-7pm		A/M '78	A/M '79	A/M '80
1	WWCK-FM		WDFD-AM	WWCK-FM
2	WJR-AM		WJR-AM	WJR-AM
3	WKMF-AM		WTAC-AM	WDFD-AM
4	WGMZ-FM		WWCK-FM	WTAC-AM
5	WDFD-AM		WGMZ-FM	WDZZ-FM

Teens M-S, 6am-Midnight POP(00): 609		A/M '78	A/M '79	A/M '80
1	WWCK-FM		WTAC-AM	WWCK-FM
2	WTAC-AM		WWCK-FM	WTAC-AM
3	WTRX-AM		WTRX-AM	WTRX-AM

M-F, 6-10am		A/M '78	A/M '79	A/M '80
1	WWCK-FM		WTAC-AM	WWCK-FM
2	WTAC-AM		WWCK-FM	WTAC-AM
3	WDFD-AM		WAMM-AM	WDZZ-FM

M-F, 3-7pm		A/M '78	A/M '79	A/M '80
1	WWCK-FM		WTAC-AM	WWCK-FM
2	WTAC-AM		WWCK-FM	WTAC-AM
3	WTRX-AM		WFMK-FM	WDZZ-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 1593		A/M '78	A/M '79	A/M '80
1	WWCK-FM		WTAC-AM	WWCK-FM
2	WTAC-AM		WWCK-FM	WTRX-AM
3	WTRX-AM		WTRX-AM	WDFD-AM
4	WDFD-AM		WDFD-AM	WFMK-FM
5	WJR-AM		WFMK-FM	WTAC-AM

M-F, 6-10am		A/M '78	A/M '79	A/M '80
1	WWCK-FM		WTAC-AM	WWCK-FM
2	WTAC-AM		WTRX-AM	WTRX-AM
3	WTRX-AM		WWCK-FM	WDFD-AM
4	WDFD-AM		WDFD-AM	WFMK-FM
5	WJR-AM		WFMK-FM	WDZZ-FM

M-F, 3-7pm		A/M '78	A/M '79	A/M '80
1	WWCK-FM		WWCK-FM	WWCK-FM
2	WTAC-AM		WTRX-AM	WFMK-FM
3	WTRX-AM		WTAC-AM	WDZZ-FM
4	WGMZ-FM		WDFD-AM	WTRX-AM
5	WDFD-AM		WFMK-FM	WTAC-AM

Adults 25-54 M-S, 6am-Midnight POP(00): 2061

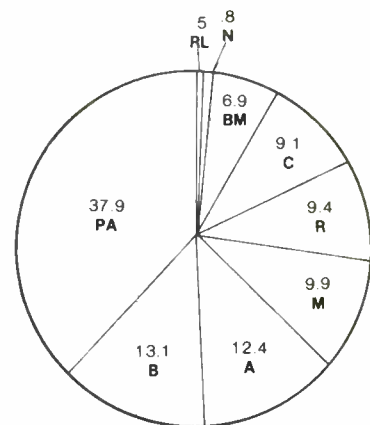
A/M '78	A/M '79	A/M '80
1	WJR-AM	WDFD-AM
2	WKMF-AM	WJR-AM
3	WDFD-AM	WGMZ-FM
4	WTRX-AM	WTRX-AM
5	WGMZ-FM	WKMF-AM

M-F, 6-10am		A/M '78	A/M '79	A/M '80
1	WKMF-AM		WJR-AM	WDFD-AM
2	WJR-AM		WDFD-AM	WGMZ-FM
3	WDFD-AM		WTRX-AM	WJR-AM
4	WGMZ-FM		WGMZ-FM	WTRX-AM
5	WTRX-AM		WKMF-AM	WFMK-FM

M-F, 3-7pm		A/M '78	A/M '79	A/M '80
1	WJR-AM		WDFD-AM	WJR-AM
2	WKMF-AM		WJR-AM	WGMZ-FM
3	WTRX-AM		WGMZ-FM	WFMK-FM
4	WGMZ-FM		WKMF-AM	WDFD-AM
5	WDFD-AM		WTRX-AM	WTRX-AM

Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



Format Legend

A-AOR B-Black BB-Big Band BM-Beautiful Music C-Country CL-Classical D-Dancemusic J-Jazz M-Miscellaneous N-News O-Oldies PA-Pop Adult R-Rock RL-Religious S-Spanish T-Talk

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Ft. Lauderdale-Hollywood

METRO RANK **40**

A/M '80 Market Overview

Expanded Sample Frame was implemented for the first time in the Ft. Lauderdale metro this sweep, and its use boosted in-tab among young men. This more representative diary return helped **WAXY** and **WSHE** substantially. ESF helped improve **Arbitron's** ability to get younger adults into the sample. Among men 18-24, for example, 12 usable diaries were returned in O/N '79, compared to 30 in this book.

The ESF return may have also contributed to **WLYF's** decrease. **WLYF** remained the overall leader, but its share dropped six points since the Fall sweep. There were fewer diaries returned by older listeners, especially those 65+, but even in the 25-54 demo **WLYF's** share dropped almost in half, down to slightly under 8%.

In the 18-34 standings, **WAXY** was the new kingpin. Up almost 70%, the station scored impres-

sive gains in both young adult men and women. Part of the reason for the rise may have been a substantial ad effort, concentrated on TV but with billboard and direct mail support. Some 200,000 direct mail pieces were sent out promoting the "Million Dollar Minute," a contest in which the winner spent 60 second inside a bank vault hauling out as much money as possible. The arrival of **Randi Thomas**, an air personality from **WINZ-FM** who joined **WAXY** for middays, also may have helped.

WSHE achieved its best male numbers ever and ended up third among adults 18-34. Its demo strength is overwhelmingly concentrated in men 18-24.

WHYI managed to improve its already strong share of the 18-34 audience, moving from just over 13% to over 14%. **WAIA**, the former 18-34 leader, slipped as its young male numbers were cut. The station still had more than 12% of the 18-34 audience, though.

Other noteworthy stations included **WNWS**, which soared thanks to huge increases among adults 45+; and Black-formatted **WRBD**, which became teen leader and had huge gains in its young female numbers.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 7917

A/M '79	O/N '79	A/M '80
1 WLYF-FM 13.1	WLYF-FM 16.1	WLYF-FM (BM) 10.1
2 WHYI-FM 10.2	WHYI-FM 7.6	WHYI-FM (R) 7.7
3 WINZ-AM 9.5	WKOS-FM 6.8	WKOS-FM (BM) 7.2
4 WAIA-FM 7.5	WINZ-AM 6.5	WNWS-AM (N) 7.0
5 WIOD-AM 4.9	WAIA-FM 6.2	WAXY-FM (R) 6.9
6 WNWS-AM 4.6	WIOD-AM 5.0	WRBD-AM (B) 5.7
7 WFTL-AM 4.5	WFTL-AM 4.5	WINZ-AM (M) 5.3
8 WKOS-FM 4.2	WWL-FM 3.7	WAIA-FM (PA) 5.0
9 WAXY-FM 4.0	WAXY-FM 3.5	WSHE-FM (A) 4.4
10 WRBD-AM 4.0	WYOR-FM 3.5	WIOD-AM (PA) 4.3
11 WSHE-FM 3.6	WNWS-AM 3.2	WCKO-FM (R) 3.1
12 WYOR-FM 2.6	WRBD-AM 3.0	WFTL-AM (PA) 3.1
13 WWL-FM 2.3	WINZ-FM 2.4	WWL-FM (A) 2.8
14 WGBS-AM 2.0	WCKO-FM 2.1	WOAM-AM (R) 2.4
15 WVCG-AM 2.0	WSRF-FM 1.9	WPIP-AM (BM) 2.3
16 WCGM-AM 1.9	WPIP-AM 1.9	WYOR-FM (BM) 2.2
17 WTMJ-FM 1.9	WGBS-AM 1.9	WINZ-FM (A) 2.0
18 WKAT-AM 1.9	WSHE-FM 1.8	WTMI-FM (CL) 1.7
19 WOAM-AM 1.9	WMJX-FM 1.6	WMJX-FM (R) 1.5
20 WINZ-FM 1.5	WTMI-FM 1.6	WEXY-AM (C) 1.5
21 WPIP-AM 1.4	WVCG-AM 1.6	WEWZ-FM (R) 1.5
22 WEXY-AM 1.3	WEXY-AM 1.4	WWOK-AM (C) 1.5
23 WMJX-FM 1.2	WKAT-AM 1.2	WGBS-AM (PA) 0.9
24 WFAT-FM 1.1	WSDO-FM 1.1	WVCG-AM (BM) 0.9
25 WCKO-FM 1.0	WQAM-AM 1.0	WADY-AM (C) 0.7
26 WSDO-FM 0.9	WWOK-AM 0.9	WEAT-FM (BM) 0.6
27 WSRB-AM 0.8	WSRF-AM 0.8	WKAT-AM (C) 0.6
28 WFAT-FM 0.4	WKAT-AM (T) 0.6	WBRB-AM (M) 0.5
29 WCGM-AM 0.4	WSBR-AM 0.4	WSBR-AM (M) 0.5

Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 7917

A/M '79	O/N '79	A/M '80
1 WLYF-FM 181	WLYF-FM 224	WLYF-FM 130
2 WHYI-FM 142	WHYI-FM 106	WHYI-FM 99
3 WINZ-AM 132	WKOS-FM 95	WKOS-FM 93
4 WAIA-FM 104	WINZ-AM 91	WNWS-AM 90
5 WIOD-AM 68	WAIA-FM 86	WAXY-FM 89

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WINZ-AM	WLYF-FM	WNWS-AM
2 WHYI-FM	WINZ-AM	WIOD-AM
3 WLYF-FM	WHYI-FM	WINZ-AM
4 WAIA-FM	WFTL-AM	WHYI-FM
5 WFTL-AM	WKOS-FM	WLYF-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WLYF-FM	WLYF-FM	WLYF-FM
2 WHYI-FM	WKOS-FM	WKOS-FM
3 WAIA-FM	WHYI-FM	WAXY-FM
4 WINZ-AM	WAIA-FM	WHYI-FM
5 WAXY-FM	WYOR-FM	WSHE-FM

Teens M-S, 6am-Midnight POP(00): 766

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WHYI-FM	WRBD-AM
2 WSHE-FM	WCKO-FM	WCKO-FM
3 WRBD-AM	WRBD-AM	WHYI-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WHYI-FM	WCKO-FM
2 WAXY-FM	WCKO-FM	WRBD-AM
3 WWL-FM	WRBD-AM	WHYI-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WRBD-AM	WCKO-FM
2 WRBD-AM	WCKO-FM	WRBD-AM
3 WSHE-FM	WHYI-FM	WINZ-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 2111

A/M '79	O/N '79	A/M '80
1 WAIA-FM	WAIA-FM	WAXY-FM
2 WHYI-FM	WHYI-FM	WHYI-FM
3 WAXY-FM	WWL-FM	WSHE-FM
4 WSHE-FM	WAXY-FM	WAIA-FM
5 WWL-FM	WINZ-FM	WWL-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WAIA-FM	WAIA-FM	WAXY-FM
2 WHYI-FM	WHYI-FM	WHYI-FM
3 WSHE-FM	WAXY-FM	WSHE-FM
4 WAXY-FM	WWL-FM	WAIA-FM
5 WIOD-AM	WKOS-FM	WWL-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WAIA-FM	WAIA-FM	WAXY-FM
2 WAXY-FM	WWL-FM	WSHE-FM
3 WAXY-FM	WAXY-FM	WAIA-FM
4 WSHE-FM	WHYI-FM	WHYI-FM
5 WWL-FM	WSHE-FM	WWL-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 3143

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WLYF-FM	WAXY-FM
2 WAIA-FM	WHYI-FM	WHYI-FM
3 WLYF-FM	WAIA-FM	WAIA-FM
4 WINZ-AM	WFTL-AM	WLYF-FM
5 WAXY-FM	WIOD-AM	WKOS-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WAIA-FM	WLYF-FM	WAXY-FM
3 WINZ-AM	WFTL-AM	WAIA-FM
4 WLYF-FM	WAIA-FM	WIOD-AM
5 WIOD-AM	WAXY-FM	WLYF-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WLYF-FM	WLYF-FM	WAXY-FM
2 WAIA-FM	WHYI-FM	WLYF-FM
3 WHYI-FM	WAIA-FM	WAIA-FM
4 WAXY-FM	WAXY-FM	WHYI-FM
5 WINZ-AM	WFTL-AM	WKOS-FM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 7917

A/M '79	O/N '79	A/M '80
1 WHYI-FM 1927	WLYF-FM 1791	WHYI-FM 1598
2 WINZ-AM 1882	WHYI-FM 1755	WLYF-FM 1582
3 WLYF-FM 1761	WINZ-AM 1514	WKOS-FM 1309
4 WIOD-AM 1159	WIOD-AM 1295	WINZ-AM 1199
5 WAIA-FM 1090	WKOS-FM 1271	WNWS-AM 1074

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WINZ-AM	WLYF-FM	WHYI-FM
2 WHYI-FM	WINZ-AM	WNWS-AM
3 WLYF-FM	WHYI-FM	WLYF-FM
4 WIOD-AM	WKOS-FM	WINZ-AM
5 WAIA-FM	WFTL-AM	WIOD-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WLYF-FM	WKOS-FM
2 WLYF-FM	WHYI-FM	WLYF-FM
3 WINZ-AM	WKOS-FM	WHYI-FM
4 WAXY-FM	WAIA-FM	WINZ-AM
5 WKOS-FM	WINZ-AM	WAXY-FM

Teens M-S, 6am-Midnight POP(00): 766

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WHYI-FM	WCKO-FM
2 WSHE-FM	WCKO-FM	WHYI-FM
3 WAXY-FM	WRBD-AM	WSHE-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WHYI-FM	WCKO-FM
2 WGBS-AM	WCKO-FM	WHYI-FM
3 WINZ-AM	WINZ-FM	WRBD-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WHYI-FM	WCKO-FM
2 WRBD-AM	WCKO-FM	WHYI-FM
3 WGBS-AM	WRBD-AM	WINZ-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 2111

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WAXY-FM	WAIA-FM	WAXY-FM
3 WAIA-FM	WWL-FM	WWL-FM
4 WSHE-FM	WAXY-FM	WAIA-FM
5 WWL-FM	WINZ-FM	WSHE-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WAIA-FM	WHYI-FM
2 WAIA-FM	WHYI-FM	WHYI-FM
3 WQAM-AM	WAXY-FM	WAIA-FM
4 WSHE-FM	WWL-FM	WWL-FM
5 WAXY-FM	WQAM-AM	WSHE-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WAIA-FM	WHYI-FM
2 WAXY-FM	WHYI-FM	WAIA-FM
3 WAIA-FM	WWL-FM	WAXY-FM
4 WSHE-FM	WAXY-FM	WSHE-FM
5 WWL-FM	WQAM-AM	WWL-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 3143

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WINZ-AM	WAIA-FM	WAIA-FM
3 WAIA-FM	WIOD-AM	WAXY-FM
4 WLYF-FM	WLYF-FM	WLYF-FM
5 WAXY-FM	WAXY-FM	WKOS-FM

M-F, 6-10am

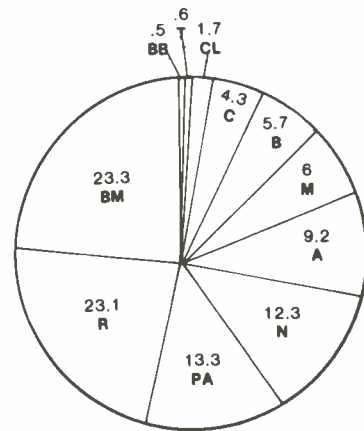
A/M '79	O/N '79	A/M '80
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WINZ-AM	WAIA-FM	WAIA-FM
3 WLYF-FM	WLYF-FM	WLYF-FM
4 WAIA-FM	WFTL-AM	WAXY-FM
5 WIOD-AM	WIOD-AM	WNWS-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WLYF-FM	WAIA-FM	WAIA-FM
3 WAIA-FM	WLYF-FM	WAXY-FM
4 WAXY-FM	WAXY-FM	WLYF-FM
5 WINZ-AM	WQAM-AM	WKOS-FM

Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Ft. Wayne

METRO RANK **99**

A/M '80 Market Overview

Tremendously consistent ratings marked this market's Spring sweep. The overall shares for the three top stations were within a hair's breadth of the previous survey's. As usual, **WOWO** dominated, strong 18-34 and tops 25-54. **WOWO's** shares slipped somewhat, but the station still had a 25-54 share of more than 27, and an 18-34 share just over 17.

Beautiful Music **WEZV** ranked second 25-54. Also down slightly from the last sweep, **WEZV's** share here was just over 19.

The 18-34 category was more of horse race. **WMEE** passed **WOWO**, scoring approximately a 21 share. **AOR WXKE** showed tremendous growth, boosting its 18-34 share by more than 60% to just under 20, thanks in part to a vastly increased number of female listeners. The ladies may have been influenced by the "Super Date" promotion the station ran, backed up with a billboard ad campaign. **Musical, WXKE** tightly dayparted new music and beefed up "hots" to three per hour.

The other major 18-34 factor, **WPTH**, increased overall and nicely in young adults. The bulk of the gain came from men in the midday and PM drive dayparts.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 2992

A/M '79	O/N '79	A/M '80
1 WOWO-AM	24.5	26.7
2 WMEF-FM	17.1	17.1
3 WPTH-FM	12.7	13.9
4 WMEE-AM	12.4	8.0
5 WXKE-FM	9.7	7.1
6 WLYV-AM	4.4	6.4
7 WGL-AM	3.2	3.6
8 WJR-AM	1.7	2.1
9 WADM-FM	1.3	1.6
10 WIFF-AM	1.3	1.4
11 WPKR-AM	1.1	1.4
12 WLW-AM	0.8	0.2
13 WMAO-AM	0.6	0.2
14 WADM-AM	0.4	0.4
15 WCHX-FM	0.4	0.4
16 WAWK-FM	0.4	0.4
17 WAWK-AM	0.2	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2992

A/M '79	O/N '79	A/M '80
1 WOWO-AM	116	117
2 WMEF-FM	81	75
3 WPTH-FM	60	61
4 WMEE-AM	59	35
5 WXKE-FM	46	31

M-F, 6-10am

1 WOWO-AM	WOWO-AM	WOWO-AM
2 WMEE-AM	WNEE-FM	WEZV-FM
3 WMEF-FM	WEZV-FM	WMEE-FM
4 WPTH-FM	WPTH-FM	WQHK-AM
5 WXKE-FM	WQHK-AM	WPTH-FM

M-F, 3-7pm

1 WOWO-AM	WOWO-AM	WOWO-AM
2 WMEF-FM	WEZV-FM	WMEE-FM
3 WMEE-AM	WMEF-FM	WXKE-FM
4 WPTH-FM	WPTH-FM	WQHK-AM
5 WXKE-FM	WQHK-AM	WPTH-FM

Teens
M-S, 6am-Midnight
POP(00): 413

A/M '79	O/N '79	A/M '80
1 WMEE-AM	WMEE-FM	WMEE-FM
2 WPTH-FM	WOWO-AM	WPTH-FM
3 WOWO-AM	WPTH-FM	WOWO-AM

M-F, 6-10am

1 WMEE-AM	WMEE-FM	WMEE-FM
2 WOWO-AM	WOWO-AM	WOWO-AM
3 WPTH-FM	WPTH-FM	WPTH-FM

M-F, 3-7pm

1 WMEE-AM	WMEE-FM	WMEE-FM
2 WPTH-FM	WPTH-FM	WPTH-FM
3 WOWO-AM	WOWO-AM	WOWO-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 1098

A/M '79	O/N '79	A/M '80
1 WXKE-FM	WOWO-AM	WMEF-FM
2 WPTH-FM	WNEE-FM	WXKE-FM
3 WOWO-AM	WPTH-FM	WOWO-AM
4 WMEF-AM	WXKE-FM	WPTH-FM
5 WMEF-FM	WEZV-FM	WEZV-FM

M-F, 6-10am

1 WOWO-AM	WOWO-AM	WOWO-AM
2 WPTH-FM	WMEE-FM	WMEE-FM
3 WMEE-AM	WXKE-FM	WPTH-FM
4 WXKE-FM	WPTH-FM	WXKE-FM
5 WMEF-FM	WEZV-FM	WQHK-AM

M-F, 3-7pm

1 WXKE-FM	WNEE-FM	WMEE-FM
2 WMEE-AM	WOWO-AM	WXKE-FM
3 WOWO-AM	WPTH-FM	WOWO-AM
4 WPTH-FM	WEZV-FM	WPTH-FM
5 WMEF-FM	WXKE-FM	WEZV-FM

Adults 25-54

M-S, 6am-Midnight
POP(00): 1393

A/M '79	O/N '79	A/M '80
1 WOWO-AM	WOWO-AM	WOWO-AM
2 WMEF-FM	WEZV-FM	WEZV-FM
3 WPTH-FM	WQHK-AM	WMEE-FM
4 WMEE-AM	WPTH-FM	WPTH-FM
5 WLYV-AM	WMEE-FM	WQHK-AM

M-F, 6-10am

1 WOWO-AM	WOWO-AM	WOWO-AM
2 WMEF-FM	WEZV-FM	WEZV-FM
3 WMEE-AM	WQHK-AM	WMEE-FM
4 WPTH-FM	WMEE-FM	WQHK-AM
5 WLYV-AM	WPTH-FM	WPTH-FM

M-F, 3-7pm

1 WOWO-AM	WOWO-AM	WOWO-AM
2 WMEF-FM	WEZV-FM	WEZV-FM
3 WMEE-AM	WQHK-AM	WMEE-FM
4 WLYV-AM	WPTH-FM	WPTH-FM
5 WPTH-FM	WMEE-FM	WXKE-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2992

A/M '79	O/N '79	A/M '80
1 WOWO-AM	1721	1869
2 WMEE-AM	1058	820
3 WPTH-FM	913	756
4 WMEF-FM	819	748
5 WXKE-FM	469	627

M-F, 6-10am

1 WOWO-AM	WOWO-AM	WOWO-AM
2 WMEE-AM	WMEE-FM	WMEE-FM
3 WPTH-FM	WPTH-FM	WPTH-FM
4 WMEF-FM	WEZV-FM	WEZV-FM
5 WXKE-FM	WQHK-AM	WQHK-AM

M-F, 3-7pm

1 WOWO-AM	WOWO-AM	WOWO-AM
2 WMEE-AM	WEZV-FM	WMEE-FM
3 WPTH-FM	WMEE-FM	WEZV-FM
4 WMEF-FM	WQHK-AM	WPTH-FM
5 WXKE-FM	WPTH-FM	WQHK-AM

Teens

M-S, 6am-Midnight
POP(00): 413

A/M '79	O/N '79	A/M '80
1 WMEE-AM	WMEE-FM	WMEE-FM
2 WPTH-FM	WPTH-FM	WPTH-FM
3 WOWO-AM	WOWO-AM	WOWO-AM

M-F, 6-10am

1 WMEE-AM	WMEE-FM	WMEE-FM
2 WOWO-AM	WOWO-AM	WOWO-AM
3 WPTH-FM	WPTH-FM	WPTH-FM

M-F, 3-7pm

1 WMEE-AM	WMEE-FM	WMEE-FM
2 WPTH-FM	WPTH-FM	WPTH-FM
3 WOWO-AM	WOWO-AM	WOWO-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 1098

A/M '79	O/N '79	A/M '80
1 WOWO-AM	WOWO-AM	WOWO-AM
2 WPTH-FM	WPTH-FM	WMEE-FM
3 WMEE-AM	WMEE-FM	WPTH-FM
4 WXKE-FM	WQHK-AM	WXKE-FM
5 WMEF-FM	WXKE-FM	WEZV-FM

M-F, 6-10am

1 WOWO-AM	WOWO-AM	WOWO-AM
2 WPTH-FM	WMEE-FM	WMEE-FM
3 WMEE-AM	WPTH-FM	WPTH-FM
4 WXKE-FM	WXKE-FM	WQHK-AM
5 WMEF-FM	WQHK-AM	WXKE-FM

M-F, 3-7pm

1 WMEE-AM	WOWO-AM	WOWO-AM
2 WOWO-AM	WMEE-FM	WMEE-FM
3 WPTH-FM	WPTH-FM	WPTH-FM
4 WXKE-FM	WQHK-AM	WXKE-FM
5 WMEF-FM	WXKE-FM	WQHK-AM

Adults 25-54

M-S, 6am-Midnight
POP(00): 1393

A/M '79	O/N '79	A/M '80
1 WOWO-AM	WOWO-AM	WOWO-AM
2 WMEE-AM	WEZV-FM	WEZV-FM
3 WMEF-FM	WQHK-AM	WPTH-FM
4 WPTH-FM	WMEE-FM	WMEE-FM
5 WLYV-AM	WPTH-FM	WQHK-AM

M-F, 6-10am

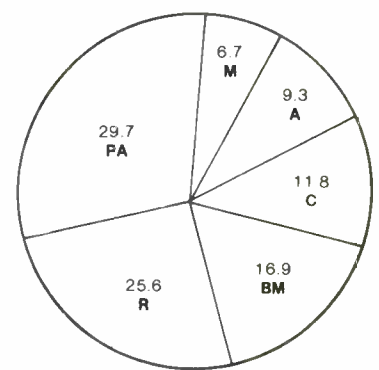
1 WOWO-AM	WOWO-AM	WOWO-AM
2 WMEF-FM	WEZV-FM	WEZV-FM
3 WMEF-FM	WQHK-AM	WMEE-FM
4 WPTH-FM	WMEE-FM	WPTH-FM
5 WLYV-AM	WPTH-FM	WQHK-AM

M-F, 3-7pm

1 WOWO-AM	WOWO-AM	WOWO-AM
2 WMEE-AM	WEZV-FM	WEZV-FM
3 WMEF-FM	WQHK-AM	WPTH-FM
4 WPTH-FM	WMEE-FM	WMEE-FM
5 WLYV-AM	WPTH-FM	WQHK-AM

Format Penetration Chart

Based On Total Persons 12 +
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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METRO RANK

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A/M '80 Market Overview

KKNU, KYNO-FM, and KMJ ranked 1-2-3 for the second straight book. **KKNU** barely edged out **KMJ** for the 25-54 lead, while **KYNO-FM** led **KFYE** in the 18-34 race.

KKNU perennially leads the Fresno market, but over the last few books the station's 12+ share has been declining. In the O/N '79 report, the station had almost a 13 share 25-54, while this book it was just over 11. **KMJ**, on the other hand, rose from under 8 to over 10. Country **KMAK** trailed **KMJ** by just a fraction in the 25-54 contest.

Of the stations targeting 18-34, **KYNO-FM** made the best showing. Moving from third to first 18-34, **KYNO-FM** improved its female numbers while staying atop the teen demographic. **KYNO-FM** logged a 13 share, compared to 11 for **KFYE**, the only other station to record a double-digit number there. **KIOY**, a major factor in the young adult market recently, lost about one-fourth of its 18-34 share. The station's male and teen shares declined.

There's a significant new young adult factor. New station **KKDJ** opened up with a contemporary sound that attracted a sizable teen and 18-24 audience (male oriented). **KKDJ** scored an 18-34 share just under 10.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

A/M '79	O/N '79	A/M '80
1 KKNU-FM	11.7	10.6
2 KMJ AM	9.0	9.4
3 KIOY-FM	8.1	8.4
4 KMAK-AM	7.8	8.1
5 KFIG-FM	7.5	7.9
6 KFYE-FM	7.3	7.5
7 KBOS-FM	5.9	6.0
8 KFRE-AM	5.7	4.9
9 KARM-AM	5.5	4.8
10 KYNO-AM	5.4	4.4
11 KGST-AM	3.9	4.0
12 KYNO-FM	3.6	4.0
13 KXEX-AM	2.8	2.9
14 KMJ FM	2.1	2.9
15 KFRY-FM	1.5	2.9
16 KXQR-AM	1.3	1.3
17 KRDU-AM	1.3	1.3
18 KCBS-AM	1.0	1.0
19 KLIP-AM	0.8	0.8
20 KBIF-AM	0.7	0.5
21 KNCS-AM	0.7	0.3
22 KURB-FM	0.5	0.3
23 KEAP-AM	0.3	0.3
24		
25		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3991

A/M '79	O/N '79	A/M '80
1 KKNU-FM	72	67
2 KMJ AM	55	59
3 KIOY-FM	50	53
4 KMAK-AM	48	51
5 KFIG-FM	46	50

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 KMJ AM	KMJ -AM	KMJ -AM
2 KKNU-FM	KMAK-AM	KYNO-FM
3 KMAK-AM	KFYE-FM	KKNU-FM
4 KFRE-AM	KYNO-FM	KFYE-FM
5 KYNO-AM	KFRE-AM	KMAK-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 KKNU-FM	KKNU-FM	KYNO-FM
2 KIOY-FM	KYNO-FM	KKNU-FM
3 KFIG-FM	KIOY-FM	KFYE-FM
4 KFYE-FM	KMAK-AM	KIOY-FM
5 KYNO-AM	KYNO-AM	KMAK-AM

Teens
M-S, 6am-Midnight
POP(00): 548

A/M '79	O/N '79	A/M '80
1 KIOY-FM	KYNO-FM	KYNO-FM
2 KFYE-FM	KIOY-FM	KFYE-FM
3 KYNO-AM	KBOS-FM	KKDJ-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 KIOY-FM	KYNO-FM	KYNO-FM
2 KFYE-FM	KIOY-FM	KFYE-FM
3 KYNO-AM	KBOS-FM	KIOY-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 KIOY-FM	KYNO-FM	KYNO-FM
2 KFYE-FM	KIOY-FM	KBOS-FM
3 KYNO-AM	KBOS-FM	KFYE-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1443

A/M '79	O/N '79	A/M '80
1 KFIG-FM	KFYE-FM	KYNO-FM
2 KBOS-FM	KIOY-FM	KFYE-FM
3 KFYE-FM	KYNO-FM	KKDJ-FM
4 KIOY-FM	KYNO-AM	KIOY-FM
5 KKNU-FM	KFIG-FM	KYNO-AM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 KBOS-FM	KFYE-FM	KYNO-FM
2 KFIG-FM	KYNO-FM	KFYE-FM
3 KMAK-AM	KFRE-AM	KKDJ-FM
4 KFRE-AM	KIOY-FM	KIOY-FM
5 KYNO-AM	KYNO-AM	KFIG-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 KFIG-FM	KIOY-FM	KYNO-FM
2 KIOY-FM	KYNO-FM	KIOY-FM
3 KBOS-FM	KFYE-FM	KFYE-FM
4 KYNO-AM	KYNO-AM	KFIG-FM
5 KFYE-FM	KFIG-FM	KKDJ-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1803

A/M '79	O/N '79	A/M '80
1 KMJ AM	KKNU-FM	KKNU-FM
2 KKNU-FM	KMAK-AM	KMJ -AM
3 KMAK-AM	KMJ -AM	KMAK-AM
4 KFRE-AM	KFRE-AM	KFRE-AM
5 KFIG-FM	KFYE-FM	KFYE-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 KMJ AM	KMJ -AM	KMJ -AM
2 KFRE-AM	KMAK-AM	KMAK-AM
3 KMAK-AM	KFRE-AM	KFRE-AM
4 KKNU-FM	KKNU-FM	KKNU-FM
5 KYNO-AM	KFYE-FM	KARM-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 KKNU-FM	KKNU-FM	KKNU-FM
2 KFIG-FM	KMAK-AM	KMAK-AM
3 KFRE-AM	KYNO-AM	KFRE-AM
4 KMAK-AM	KARM-AM	KMJ -AM
5 KYNO-AM	KFRE-AM	KFYE-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3991

A/M '79	O/N '79	A/M '80
1 KYNO-AM	957	936
2 KMJ AM	817	836
3 KFYE-FM	810	741
4 KKNU-FM	786	733
5 KIOY-FM	664	733

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 KMJ AM	KMJ -AM	KMJ -AM
2 KYNO-AM	KYNO-FM	KYNO-FM
3 KFYE-FM	KIOY-FM	KFYE-FM
4 KKNU-FM	KFYE-FM	KYNO-AM
5 KFRE-AM	KYNO-AM	KMAK-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 KYNO-AM	KYNO-FM	KYNO-FM
2 KKNU-FM	KIOY-FM	KFYE-FM
3 KIOY-FM	KKNU-FM	KYNO-AM
4 KFYE-FM	KYNO-AM	KKNU-FM
5 KFIG-FM	KFYE-FM	KMAK-AM

Teens
M-S, 6am-Midnight
POP(00): 548

A/M '79	O/N '79	A/M '80
1 KIOY-FM	KYNO-FM	KYNO-FM
2 KYNO-AM	KYNO-AM	KFYE-FM
3 KFYE-FM	KIOY-FM	KIOY-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 KIOY-FM	KYNO-FM	KYNO-FM
2 KYNO-AM	KIOY-FM	KFYE-FM
3 KFYE-FM	KYNO-AM	KIOY-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 KIOY-FM	KYNO-FM	KYNO-FM
2 KFYE-FM	KIOY-FM	KFYE-FM
3 KYNO-AM	KYNO-AM	KIOY-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1443

A/M '79	O/N '79	A/M '80
1 KFIG-FM	KFYE-FM	KFYE-FM
2 KYNO-AM	KYNO-FM	KYNO-AM
3 KYNO-AM	KIOY-FM	KYNO-FM
4 KFRE-AM	KYNO-AM	KIOY-FM
5 KIOY-FM	KFIG-FM	KFIG-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 KFIG-FM	KFYE-FM	KYNO-FM
2 KYNO-AM	KYNO-FM	KYNO-AM
3 KFRE-AM	KIOY-FM	KFYE-FM
4 KFYE-FM	KYNO-AM	KFIG-FM
5 KIOY-FM	KFIG-FM	KIOY-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 KFIG-FM	KIOY-FM	KYNO-FM
2 KYNO-AM	KYNO-FM	KFYE-FM
3 KFYE-FM	KFYE-FM	KYNO-AM
4 KFRE-AM	KYNO-AM	KIOY-FM
5 KIOY-FM	KFIG-FM	KFIG-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1803

A/M '79	O/N '79	A/M '80
1 KMJ AM	KKNU-FM	KMAK-AM
2 KYNO-AM	KMJ -AM	KMJ -AM
3 KFRE-AM	KMAK-AM	KKNU-FM
4 KMAK-AM	KFRE-AM	KFRE-AM
5 KKNU-FM	KFYE-FM	KFYE-FM

M-F, 6-10am

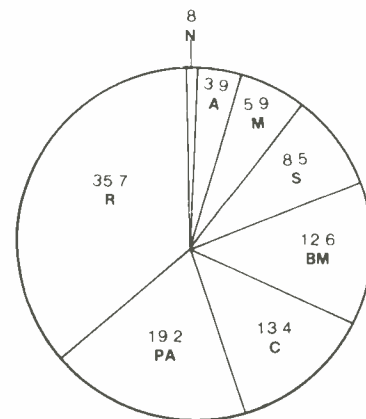
A/M '79	O/N '79	A/M '80
1 KMJ AM	KMJ -AM	KMJ -AM
2 KYNO-AM	KMAK-AM	KMAK-AM
3 KFRE-AM	KKNU-FM	KFRE-AM
4 KKNU-FM	KFRE-AM	KKNU-FM
5 KMAK-AM	KFYE-FM	KYNO-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 KYNO-AM	KKNU-FM	KMAK-AM
2 KFRE-AM	KMAK-AM	KFRE-AM
3 KKNU-FM	KYNO-AM	KKNU-FM
4 KMAK-AM	KFYE-FM	KMJ -AM
5 KFIG-FM	KMJ -AM	KYNO-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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A/M '80 Market Overview

The **WOOD-AM-FM** combo was even tougher to beat this survey than last. The stations had almost 30% of the market overall, while in 25-54 adults they combined for 34%, on four points. Each had a 17 share. The next closest was Country **WCUZ**, which slipped from almost 11% 25-54 to just over 8%.

In the 18-34 demographic, AOR **WLAV** maintained its 16 share of the market. **WZZR**, **WFFX**, and **WGRD-FM** all improved in this demo. **WZZR** added almost five shares to 80 over 11%; **WFFX** went up four over 10%; and **WGRD-FM** climbed four to score more than 9%. The station most affected by the others' upward mobility was **WJFM**, which dropped by 25% 18-34.

Not only did **WGRD-FM** show up well in the 18-34 demos but the station increased dramatically 25-54. An ad campaign using TV, newspaper, and billboards may have helped. Newspaper ads contained entry blanks for the "Great Getaway" contest, in which a rip was given away for each of seven weeks in and around the survey.

Diary return was exceptional for this survey, up 33% compared to last spring. The above numbers are probably pretty stable as a result.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 4729

	A/M '79	O/N '79	A/M '80			
1	WOOD-FM	13.2	WOOD-FM	14.9	WOOD-FM(BB)	15.1
2	WOOD-AM	12.0	WOOD-AM	11.4	WOOD-AM(PA)	14.0
3	WGRD-FM	9.5	WLAV-FM	9.1	WLAV-FM(A)	9.1
4	WLAV-FM	9.1	WCUZ-AM	7.3	WGRD-FM(R)	7.7
5	WCUZ-AM	6.0	WJFM-FM	6.1	WZZR-FM(R)	6.0
6	WFUR-FM	5.6	WGRD-FM	5.2	WCUZ-AM(C)	5.9
7	WZZR-FM	5.4	WZZR-FM	4.7	WJFM-FM(PA)	5.8
8	WFFX-FM	4.8	WFUR-FM	4.3	WFFX-FM(A)	4.5
9	WJFM-FM	4.2	WFFX-FM	3.4	WFUR-FM(RL)	2.9
10	WGRD-AM	2.5	WKWM-AM	3.0	WPLB-FM(C)	2.8
11	WMUS-FM	2.2	WJBL-FM	2.3	WQWQ-FM(BB)	2.4
12	WPLB-FM	2.2	WGRD-AM	2.1	WLAV-AM(PA)	1.8
13	WLAV-AM	2.0	WLAV-AM	1.8	WGRD-AM(R)	1.5
14	WJBL-FM	1.5	WHTC-AM	1.7	WJBL-FM(RL)	1.5
15	WHTC-AM	1.4	WQWQ-FM	1.7	WHAX-AM(N)	1.5
16	WQLR-FM	1.2	WPLB-FM	1.7	WHTC-AM(PA)	1.4
17	WZND-FM	1.2	WGN-AM	1.7	WMUS-FM(C)	1.0
18	WHAX-AM	1.1	WHAX-AM	1.4	WJBL-AM(PA)	0.8
19	WBBM-AM	0.8	WGHN-AM	1.4	WJPM-AM(T)	0.8
20	WMAO-AM	0.7	WMUS-FM	1.1	WGHN-AM(PA)	0.8
21	WLS-AM	0.7	WZND-FM	1.0	WQLR-FM(BB)	0.7
22	WFUR-AM	0.5	WFUR-AM	1.0	WGN-AM(PA)	0.7
23	WQWQ-FM	0.4	WJBL-AM	0.8	WHTC-FM(PA)	0.7
24	WJPM-AM	0.4	WMAO-AM	0.7	WMAO-AM(C)	0.6
25	WHTC-FM	0.4	WJPM-AM	0.6	WZND-FM(C)	0.6
26	WKZO-AM	0.4	WKBZ-AM	0.6	WFUR-AM(RL)	0.4
27					WBBM-AM(N)	0.4

Average Persons Trends/Rankings

Total 12+
A-S, 6am-Midnight
POP(00): 4729

	A/M '79	O/N '79	A/M '80			
1	WOOD-FM	97	WOOD-FM	108	WOOD-FM	108
2	WOOD-AM	88	WOOD-AM	83	WOOD-AM	100
3	WGRD-FM	70	WLAV-FM	66	WLAV-FM	65
4	WLAV-FM	67	WCUZ-AM	53	WGRD-FM	55
5	WCUZ-AM	44	WJFM-FM	44	WZZR-FM	43

M-F, 6-10am

1	WOOD-AM	WOOD-AM	WOOD-AM
2	WOOD-FM	WOOD-FM	WOOD-FM
3	WGRD-FM	WCUZ-AM	WLAV-FM
4	WLAV-FM	WLAV-FM	WGRD-FM
5	WZZR-FM	WZZR-FM	WJFM-FM

M-F, 3-7pm

1	WOOD-FM	WOOD-FM	WOOD-FM
2	WOOD-AM	WLAV-FM	WOOD-AM
3	WLAV-FM	WOOD-AM	WGRD-FM
4	WGRD-FM	WJFM-FM	WLAV-FM
5	WCUZ-AM	WCUZ-AM	WCUZ-AM

Teens
A-S, 6am-Midnight
POP(00): 667

	A/M '79	O/N '79	A/M '80
1	WGRD-FM	WGRD-FM	WGRD-FM
2	WZZR-FM	WZZR-FM	WLAV-FM
3	WLAV-FM	WLAV-FM	WZZR-FM

M-F, 6-10am

1	WZZR-FM	WGRD-FM	WGRD-FM
2	WGRD-FM	WZZR-FM	WLAV-FM
3	WFFX-FM	WLAV-FM	WZZR-FM

M-F, 3-7pm

1	WZZR-FM	WGRD-FM	WGRD-FM
2	WGRD-FM	WZZR-FM	WLAV-FM
3	WLAV-FM	WLAV-FM	WZZR-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1762

	A/M '79	O/N '79	A/M '80
1	WGRD-FM	WJFM-FM	WLAV-FM
2	WLAV-FM	WLAV-FM	WGRD-FM
3	WZZR-FM	WGRD-FM	WZZR-FM
4	WFFX-FM	WOOD-AM	WFFX-FM
5	WOOD-AM	WOOD-FM	WJFM-FM

M-F, 6-10am

1	WLAV-FM	WJFM-FM	WLAV-FM
2	WZZR-FM	WLAV-FM	WGRD-FM
3	WGRD-FM	WOOD-AM	WOOD-AM
4	WOOD-AM	WOOD-FM	WJFM-FM
5	WFFX-FM	WGRD-FM	WOOD-FM

M-F, 3-7pm

1	WGRD-FM	WJFM-FM	WLAV-FM
2	WLAV-FM	WLAV-FM	WGRD-FM
3	WZZR-FM	WOOD-AM	WJFM-FM
4	WFFX-FM	WGRD-FM	WZZR-FM
5	WGRD-AM	WZZR-FM	WFFX-FM

M-F, 3-7pm

1	WGRD-FM	WGRD-FM	WGRD-FM
2	WZZR-FM	WLAV-FM	WLAV-FM
3	WLAV-FM	WZZR-FM	WZZR-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1762

	A/M '79	O/N '79	A/M '80	
1	WLAV-FM	58	WLAV-FM	WLAV-FM
2	WGRD-FM	39	WJFM-FM	WZZR-FM
3	WFFX-FM	31	WOOD-FM	WFFX-FM
4	WZZR-FM	23	WCUZ-AM	WGRD-FM
5	WJFM-FM	22	WOOD-AM	WJFM-FM

M-F, 6-10am

1	WLAV-FM	65	WLAV-FM	WOOD-AM
2	WOOD-AM	47	WCUZ-AM	WLAV-FM
3	WZZR-FM	44	WOOD-FM	WOOD-FM
4	WGRD-FM	44	WJFM-FM	WGRD-FM
5	WOOD-FM	27	WOOD-AM	WJFM-FM

M-F, 3-7pm

1	WLAV-FM	WLAV-FM	WZZR-FM
2	WGRD-FM	WJFM-FM	WLAV-FM
3	WFFX-FM	WFFX-FM	WOOD-AM
4	WOOD-FM	WOOD-FM	WGRD-FM
5	WZZR-FM	WOOD-AM	WJFM-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 2167

	A/M '79	O/N '79	A/M '80
1	WOOD-FM	WOOD-FM	WOOD-FM
2	WOOD-AM	WOOD-AM	WOOD-AM
3	WCUZ-AM	WCUZ-AM	WCUZ-AM
4	WGRD-FM	WJFM-FM	WJFM-FM
5	WJFM-FM	WFUR-FM	WZZR-FM

M-F, 6-10am

1	WOOD-AM	WOOD-AM	WOOD-AM
2	WOOD-FM	WOOD-FM	WOOD-FM
3	WCUZ-AM	WCUZ-AM	WCUZ-AM
4	WMUS-FM	WFUR-FM	WJFM-FM
5	WJFM-FM	WJFM-FM	WGRD-FM

M-F, 3-7pm

1	WOOD-FM	WOOD-FM	WOOD-AM
2	WOOD-AM	WOOD-AM	WOOD-AM
3	WCUZ-AM	WCUZ-AM	WCUZ-AM
4	WGRD-FM	WJFM-FM	WJFM-FM
5	WJFM-FM	WFFX-FM	WGRD-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4729

	A/M '79	O/N '79	A/M '80			
1	WOOD-AM	1450	WOOD-FM	1389	WOOD-FM	1452
2	WOOD-FM	1309	WOOD-AM	1334	WOOD-AM	1317
3	WGRD-FM	1249	WGRD-FM	985	WGRD-FM	1091
4	WZZR-FM	912	WLAV-FM	792	WLAV-FM	887
5	WCUZ-AM	881	WCUZ-AM	687	WCUZ-AM	692

M-F, 6-10am

1	WOOD-AM	WOOD-AM	WOOD-AM
2	WOOD-FM	WOOD-FM	WOOD-FM
3	WGRD-FM	WLAV-FM	WGRD-FM
4	WZZR-FM	WGRD-FM	WLAV-FM
5	WLAV-FM	WCUZ-AM	WJFM-FM

M-F, 3-7pm

1	WGRD-FM	WOOD-FM	WOOD-FM
2	WOOD-AM	WOOD-AM	WOOD-AM
3	WOOD-FM	WLAV-FM	WGRD-FM
4	WZZR-FM	WGRD-FM	WLAV-FM
5	WLAV-FM	WJFM-FM	WJFM-FM

Teens
M-S, 6am-Midnight
POP(00): 667

	A/M '79	O/N '79	A/M '80
1	WGRD-FM	WGRD-FM	WGRD-FM
2	WZZR-FM	WZZR-FM	WLAV-FM
3	WLAV-FM	WLAV-FM	WZZR-FM

M-F, 6-10am

1	WZZR-FM	WGRD-FM	WGRD-FM
2	WGRD-FM	WZZR-FM	WLAV-FM
3	WFFX-FM	WLAV-FM	WZZR-FM

M-F, 3-7pm

1	WZZR-FM	WGRD-FM	WGRD-FM
2	WGRD-FM	WZZR-FM	WLAV-FM
3	WLAV-FM	WLAV-FM	WZZR-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 2167

	A/M '79	O/N '79	A/M '80
1	WOOD-AM	WOOD-AM	WOOD-FM
2	WOOD-FM	WOOD-FM	WOOD-AM
3	WCUZ-AM	WCUZ-AM	WCUZ-AM
4	WGRD-FM	WFUR-FM	WGRD-FM
5	WLAV-AM	WGRD-FM	WJFM-FM

M-F, 6-10am

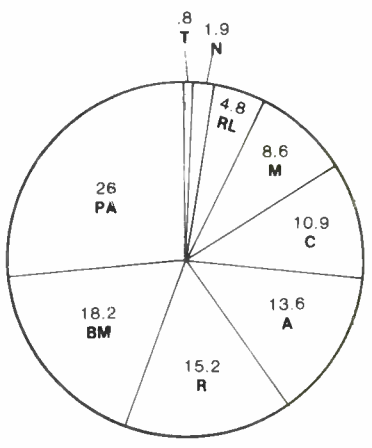
1	WOOD-AM	WOOD-AM	WOOD-AM
2	WOOD-FM	WOOD-FM	WOOD-FM
3	WCUZ-AM	WCUZ-AM	WCUZ-AM
4	WGRD-FM	WFUR-FM	WJFM-FM
5	WLAV-FM	WJFM-FM	WGRD-FM

M-F, 3-7pm

1	WOOD-AM	WOOD-AM	WOOD-AM
2	WOOD-FM	WOOD-FM	WOOD-FM
3	WCUZ-AM	WCUZ-AM	WCUZ-AM
4	WGRD-FM	WJFM-FM	WJFM-FM
5	WLAV-AM	WGRD-FM	WGRD-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Great Falls

METRO RANK

175

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 690

	A/M '78	A/M '79	A/M '80			
1	KMON-AM	25.3	KQDI-AM	27.6	KODI-AM(R)	26.1
2	KQDI-AM	20.7	KMON-AM	21.4	KMON-AM(C)	26.1
3	KEIN-AM	14.9	KOOZ-FM	19.4	KNUW-FM(R)	14.8
4	KOOZ-FM	12.6	KEIN-AM	14.3	KOOZ-FM(BM)	10.2
5	KNUW-FM	10.3	KAAC-FM	8.2	KEIN-AM(R)	9.1
6	KAAC-FM	5.7	KNUW-FM	3.1	KAAC-FM(A)	5.7
7	KARR-AM	5.7	KARR-AM	3.1	KARR-AM(RL)	3.4
8			KSEN-AM	1.0		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 690

	A/M '78	A/M '79	A/M '80			
1	KMON-AM	22	KQDI-AM	27	KQDI-AM	23
2	KQDI-AM	18	KMON-AM	21	KMON-AM	23
3	KEIN-AM	13	KOOZ-FM	19	KNUW-FM	13
4	KOOZ-FM	11	KEIN-AM	14	KOOZ-FM	9
5	KNUW-FM	9	KAAC-FM	8	KEIN-AM	8

M-F, 6-10am

1	KMON-AM		KQDI-AM		KMON-AM
2	KQDI-AM		KMON-AM		KQDI-AM
3	KEIN-AM		KEIN-AM		KEIN-AM
4	KNUW-FM		KOOZ-FM		KNUW-FM
5	KARR-AM		KAAC-FM		KOOZ-FM

M-F, 3-7pm

1	KQDI-AM		KQDI-AM		KQDI-AM
2	KMON-AM		KOOZ-FM		KMON-AM
3	KEIN-AM		KMON-AM		KNUW-FM
4	KOOZ-FM		KEIN-AM		KOOZ-FM
5	KNUW-FM		KAAC-FM		KEIN-AM

Teens
M-S, 6am-Midnight
POP(00): 91

	A/M '78	A/M '79	A/M '80
1	KQDI-AM	KQDI-AM	KODI-AM
2	KEIN-AM	KEIN-AM	KNUW-FM
3	KMON-AM	KMON-AM	KEIN-AM

M-F, 6-10am

1	KQDI-AM		KODI-AM		KQDI-AM
2	KMON-AM		KEIN-AM		KNUW-FM
3	KEIN-AM		KMON-AM		KEIN-AM

M-F, 3-7pm

1	KQDI-AM		KODI-AM		KNUW-FM
2	KEIN-AM		KEIN-AM		KODI-AM
3	KAAC-FM		KMON-AM		KEIN-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 278

	A/M '78	A/M '79	A/M '80
1	KEIN-AM	KQDI-AM	KQDI-AM
2	KODI-AM	KEIN-AM	KNUW-FM
3	KNUW-FM	KAAC-FM	KEIN-AM
4	KMON-AM	KOOZ-FM	KAAC-FM
5	KAAC-FM	KNUW-FM	KMON-AM

M-F, 6-10am

1	KEIN-AM		KQDI-AM		KODI-AM
2	KQDI-AM		KEIN-AM		KEIN-AM
3	KMON-AM		KMON-AM		KMON-AM
4	KNUW-FM		KOOZ-FM		KNUW-FM
5	KAAC-FM		KAAC-FM		KOOZ-FM

M-F, 3-7pm

1	KEIN-AM		KQDI-AM		KQDI-AM
2	KQDI-AM		KEIN-AM		KNUW-FM
3	KNUW-FM		KAAC-FM		KEIN-AM
4	KAAC-FM		KOOZ-FM		KAAC-FM
5	KMON-AM		KMON-AM		KMON-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 338

	A/M '78	A/M '79	A/M '80
1	KMON-AM	KOOZ-FM	KMON-AM
2	KEIN-AM	KMON-AM	KQDI-AM
3	KOOZ-FM	KQDI-AM	KOOZ-FM
4	KNUW-FM	KEIN-AM	KNUW-FM
5	KODI-AM	KAAC-FM	KEIN-AM

M-F, 6-10am

1	KMON-AM		KQDI-AM		KMON-AM
2	KEIN-AM		KMON-AM		KQDI-AM
3	KARR-AM		KOOZ-FM		KOOZ-FM
4	KQDI-AM		KEIN-AM		KEIN-AM
5	KOOZ-FM		KAAC-FM		KNUW-FM

M-F, 3-7pm

1	KMON-AM		KQDI-AM		KMON-AM
2	KEIN-AM		KOOZ-FM		KQDI-AM
3	KOOZ-FM		KMON-AM		KNUW-FM
4	KNUW-FM		KEIN-AM		KOOZ-FM
5	KQDI-AM		KARR-AM		KEIN-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 690

	A/M '78	A/M '79	A/M '80			
1	KQDI-AM	268	KODI-AM	318	KODI-AM	304
2	KMON-AM	259	KMON-AM	292	KMON-AM	279
3	KEIN-AM	221	KEIN-AM	237	KEIN-AM	214
4	KNUW-FM	169	KOOZ-FM	171	KNUW-FM	183
5	KOOZ-FM	145	KAAC-FM	96	KOOZ-FM	137

M-F, 6-10am

1	KODI-AM		KQDI-AM		KQDI-AM
2	KMON-AM		KMON-AM		KMON-AM
3	KEIN-AM		KEIN-AM		KEIN-AM
4	KOOZ-FM		KOOZ-FM		KNUW-FM
5	KNUW-FM		KAAC-FM		KOOZ-FM

M-F, 3-7pm

1	KODI-AM		KQDI-AM		KQDI-AM
2	KMON-AM		KMON-AM		KMON-AM
3	KEIN-AM		KEIN-AM		KNUW-FM
4	KNUW-FM		KOOZ-FM		KEIN-AM
5	KOOZ-FM		KAAC-FM		KOOZ-FM

Teens
M-S, 6am-Midnight
POP(00): 91

	A/M '78	A/M '79	A/M '80
1	KQDI-AM	KODI-AM	KODI-AM
2	KEIN-AM	KEIN-AM	KNUW-FM
3	KMON-AM	KMON-AM	KEIN-AM

M-F, 6-10am

1	KQDI-AM		KQDI-AM		KODI-AM
2	KEIN-AM		KEIN-AM		KNUW-FM
3	KMON-AM		KMON-AM		KEIN-AM

M-F, 3-7pm

1	KODI-AM		KODI-AM		KNUW-FM
2	KEIN-AM		KEIN-AM		KODI-AM
3	KAAC-FM		KAAC-FM		KEIN-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 278

	A/M '78	A/M '79	A/M '80
1	KEIN-AM	KODI-AM	KODI-AM
2	KQDI-AM	KEIN-AM	KEIN-AM
3	KNUW-FM	KMON-AM	KNUW-FM
4	KMON-AM	KAAC-FM	KMON-AM
5	KAAC-FM	KOOZ-FM	KOOZ-FM

M-F, 6-10am

1	KEIN-AM		KODI-AM		KODI-AM
2	KQDI-AM		KEIN-AM		KEIN-AM
3	KNUW-FM		KMON-AM		KNUW-FM
4	KMON-AM		KAAC-FM		KMON-AM
5	KAAC-FM		KNUW-FM		KAAC-FM

M-F, 3-7pm

1	KEIN-AM		KODI-AM		KODI-AM
2	KQDI-AM		KEIN-AM		KEIN-AM
3	KNUW-FM		KAAC-FM		KNUW-FM
4	KAAC-FM		KMON-AM		KMON-AM
5	KMON-AM		KOOZ-FM		KAAC-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 338

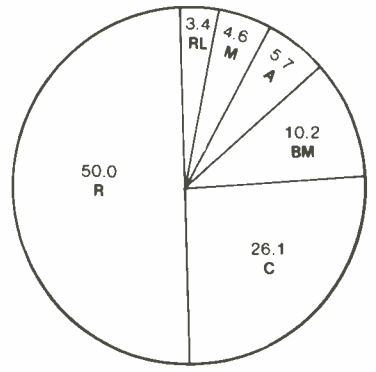
	A/M '78	A/M '79	A/M '80
1	KMON-AM	KMON-AM	KMON-AM
2	KEIN-AM	KQDI-AM	KQDI-AM
3	KQDI-AM	KOOZ-FM	KEIN-AM
4	KNUW-FM	KEIN-AM	KOOZ-FM
5	KOOZ-FM	KAAC-FM	KNUW-FM

M-F, 6-10am

1	KMON-AM		KQDI-AM		KMON-AM
2	KEIN-AM		KMON-AM		KQDI-AM
3	KQDI-AM		KEIN-AM		KEIN-AM
4	KOOZ-FM		KOOZ-FM		KOOZ-FM
5	KNUW-FM		KARR-AM		KNUW-FM

M-F, 3-7pm

1	KMON-AM		KQDI-AM		KMON-AM
2	KEIN-AM		KMON-AM		KQDI-AM
3	KOOZ-FM		KOOZ-FM		KEIN-AM
4	KQDI-AM		KEIN-AM		KOOZ-FM
5	KNUW-FM		KAAC-FM		KNUW-FM



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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Green Bay

METRO RANK

153

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 1445

A/M '78	A/M '79	A/M '80
1 WIXX-FM 23.9	WGEE-AM 21.5	WGEE-AM(C) 22.7
2 WDUZ-AM 19.7	WIXX-FM 17.8	WIXX-FM(R) 21.3
3 WGEE-AM 16.5	WDUZ-FM 17.4	WDUZ-AM(R) 14.7
4 WDUZ-FM 14.4	WDUZ-AM 13.2	WDUZ-FM(BM) 3.8
5 WNFL-AM 9.6	WNFL-AM 9.5	WNFL-AM(PA) 12.0
6 WKAU-AM 4.8	WAPL-FM 3.7	WAPL-FM(A) 4.4
7 WAUN-FM 2.7	WKAU-AM 2.5	WNAM-AM(R) 1.8
8 WAPL-FM 2.1	WNAM-AM 1.7	WKAU-FM(R) 1.8
9 WNAM-AM 1.1	WAUN-FM 1.7	WKAU-AM(R) 1.8
10 WLST-FM 0.5	WKAU-FM 0.8	WAUN-FM(M) 0.9
11 WTMJ-AM 0.5	WISN-AM 0.8	WLST-FM(PA) 0.4
12 WISN-AM 0.5	WTMJ-AM 0.4	
13 WKAU-FM 0.5		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1445

A/M '78	A/M '79	A/M '80
1 WIXX-FM 45	WGEE-AM 52	WGEE-AM 51
2 WDUZ-AM 37	WIXX-FM 43	WIXX-FM 48
3 WGEE-AM 31	WDUZ-FM 42	WDUZ-AM 33
4 WDUZ-FM 27	WDUZ-AM 32	WDUZ-FM 31
5 WNFL-AM 18	WNFL-AM 23	WNFL-AM 27

M-F, 6-10am

1 WGEE-AM	WGEE-AM	WGEE-AM
2 WDUZ-AM	WDUZ-FM	WDUZ-AM
3 WIXX-FM	WDUZ-AM	WIXX-FM
4 WNFL-AM	WIXX-FM	WDUZ-FM
5 WDUZ-FM	WNFL-AM	WNFL-AM

M-F, 3-7pm

1 WIXX-FM	WIXX-FM	WIXX-FM
2 WGEE-AM	WGEE-AM	WGEE-AM
3 WDUZ-AM	WDUZ-FM	WDUZ-AM
4 WDUZ-FM	WDUZ-AM	WNFL-AM
5 WKAU-AM	WNFL-AM	WDUZ-AM

Teens
M-S, 6am-Midnight
POP(00): 216

A/M '78	A/M '79	A/M '80
1 WIXX-FM	WIXX-FM	WIXX-FM
2 WDUZ-AM	WNAM-AM	WAPL-FM
3 WNAM-AM	WGEE-AM	WAPL-FM

M-F, 6-10am

1 WIXX-FM	WIXX-FM	WIXX-FM
2 WDUZ-AM	WDUZ-AM	WDUZ-AM
3 WKAU-AM	WGEE-AM	WKAU-FM

M-F, 3-7pm

1 WIXX-FM	WIXX-FM	WIXX-FM
2 WDUZ-AM	WDUZ-AM	WNFL-AM
3 WKAU-AM	WNAM-AM	WAPL-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 559

A/M '78	A/M '79	A/M '80
1 WIXX-FM	WIXX-FM	WIXX-FM
2 WDUZ-AM	WDUZ-AM	WDUZ-AM
3 WKAU-AM	WDUZ-FM	WNFL-AM
4 WDUZ-FM	WAPL-FM	WGEE-AM
5 WNFL-AM	WNFL-AM	WDUZ-FM

M-F, 6-10am

1 WDUZ-AM	WIXX-FM	WIXX-FM
2 WIXX-FM	WDUZ-AM	WDUZ-AM
3 WNFL-AM	WDUZ-FM	WGEE-AM
4 WDUZ-FM	WNFL-AM	WNFL-AM
5 WGEE-AM	WKAU-AM	WDUZ-FM

M-F, 3-7pm

1 WIXX-FM	WIXX-FM	WIXX-FM
2 WDUZ-AM	WDUZ-AM	WDUZ-AM
3 WKAU-AM	WDUZ-FM	WNFL-AM
4 WDUZ-FM	WAPL-FM	WDUZ-FM
5 WNFL-AM	WNFL-AM	WGEE-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 665

A/M '78	A/M '79	A/M '80
1 WIXX-FM	WDUZ-FM	WGEE-AM
2 WDUZ-FM	WGEE-AM	WNFL-AM
3 WDUZ-AM	WDUZ-AM	WIXX-FM
4 WGEE-AM	WIXX-FM	WDUZ-FM
5 WNFL-AM	WNFL-AM	WDUZ-AM

M-F, 6-10am

1 WDUZ-AM	WGEE-AM	WGEE-AM
2 WNFL-AM	WDUZ-AM	WDUZ-AM
3 WGEE-AM	WDUZ-FM	WNFL-AM
4 WIXX-FM	WIXX-FM	WDUZ-FM
5 WDUZ-FM	WNFL-AM	WIXX-FM

M-F, 3-7pm

1 WDUZ-AM	WDUZ-FM	WGEE-AM
2 WIXX-FM	WGEE-AM	WIXX-FM
3 WGEE-AM	WDUZ-AM	WNFL-AM
4 WDUZ-AM	WIXX-FM	WDUZ-FM
5 WNFL-AM	WNFL-AM	WDUZ-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1445

A/M '78	A/M '79	A/M '80
1 WDUZ-AM 745	WDUZ-AM 645	WIXX-FM 629
2 WIXX-FM 596	WIXX-FM 625	WDUZ-AM 583
3 WGEE-AM 445	WGEE-AM 510	WGEE-AM 573
4 WNFL-AM 391	WDUZ-FM 468	WNFL-AM 487
5 WDUZ-FM 309	WNFL-AM 438	WDUZ-FM 408

M-F, 6-10am

1 WDUZ-AM	WIXX-FM	WGEE-AM
2 WIXX-FM	WDUZ-AM	WIXX-FM
3 WGEE-AM	WGEE-AM	WDUZ-AM
4 WNFL-AM	WDUZ-FM	WNFL-AM
5 WDUZ-FM	WNFL-AM	WDUZ-FM

M-F, 3-7pm

1 WIXX-FM	WIXX-FM	WIXX-FM
2 WDUZ-AM	WDUZ-AM	WGEE-AM
3 WGEE-AM	WGEE-AM	WDUZ-AM
4 WDUZ-FM	WDUZ-FM	WNFL-AM
5 WNFL-AM	WNFL-AM	WDUZ-FM

Teens
M-S, 6am-Midnight
POP(00): 216

A/M '78	A/M '79	A/M '80
1 WIXX-FM	WIXX-FM	WIXX-FM
2 WDUZ-AM	WDUZ-AM	WDUZ-AM
3 WNFL-AM	WNAM-AM	WNFL-AM

M-F, 6-10am

1 WIXX-FM	WIXX-FM	WIXX-FM
2 WDUZ-AM	WDUZ-AM	WDUZ-AM
3 WKAU-AM	WGEE-AM	WNFL-AM

M-F, 3-7pm

1 WIXX-FM	WIXX-FM	WIXX-FM
2 WDUZ-AM	WDUZ-AM	WNFL-AM
3 WKAU-AM	WNAM-AM	WDUZ-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 559

A/M '78	A/M '79	A/M '80
1 WDUZ-AM	WIXX-FM	WIXX-FM
2 WIXX-FM	WDUZ-AM	WDUZ-AM
3 WNFL-AM	WNFL-AM	WNFL-AM
4 WKAU-AM	WDUZ-FM	WGEE-AM
5 WDUZ-FM	WKAU-AM	WAPL-FM

M-F, 6-10am

1 WDUZ-AM	WIXX-FM	WIXX-FM
2 WIXX-FM	WDUZ-AM	WDUZ-AM
3 WNFL-AM	WNFL-AM	WGEE-AM
4 WKAU-AM	WKAU-AM	WNFL-AM
5 WGEE-AM	WDUZ-FM	WAPL-FM

M-F, 3-7pm

1 WIXX-FM	WIXX-FM	WIXX-FM
2 WDUZ-AM	WDUZ-AM	WDUZ-AM
3 WKAU-AM	WNFL-AM	WNFL-AM
4 WNFL-AM	WAPL-FM	WAPL-FM
5 WDUZ-FM	WKAU-AM	WGEE-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 665

A/M '78	A/M '79	A/M '80
1 WDUZ-AM	WDUZ-AM	WGEE-AM
2 WIXX-FM	WIXX-FM	WDUZ-AM
3 WGEE-AM	WDUZ-FM	WIXX-FM
4 WDUZ-FM	WGEE-AM	WNFL-AM
5 WNFL-AM	WNFL-AM	WDUZ-FM

M-F, 6-10am

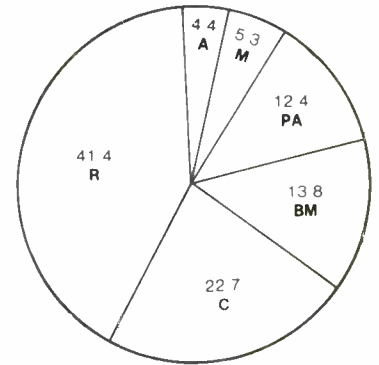
1 WDUZ-AM	WDUZ-AM	WGEE-AM
2 WNFL-AM	WGEE-AM	WDUZ-AM
3 WIXX-FM	WDUZ-FM	WNFL-AM
4 WGEE-AM	WIXX-FM	WIXX-FM
5 WDUZ-FM	WNFL-AM	WDUZ-FM

M-F, 3-7pm

1 WIXX-FM	WDUZ-AM	WGEE-AM
2 WDUZ-AM	WGEE-AM	WIXX-FM
3 WDUZ-FM	WIXX-FM	WDUZ-AM
4 WGEE-AM	WDUZ-FM	WNFL-AM
5 WNFL-AM	WNFL-AM	WDUZ-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Greensboro-Winston Salem-High Point

METRO RANK

47

A/M '80 Market Overview

The 12+ and 25-54 leaders in this book were the same as last year, **WTQR** and **WGLD**. Two other notably successful stations were **WKZL** and **WSEZ**.

Country **WTQR** made few changes in its winning formula over last year. The station used a multimedia ad campaign, added more album cuts to its music rotation, and added a newsperson in the morning drive segment. These moves helped the station increase its 12+ share and boost its 25-54 share from 16 to 18. **WGLD's** 25-54 numbers rose too, from 10 to almost 12.

Among the younger-skewing stations, **AOR WKZL** stayed on top. The station tightened up its music, gave away \$20,000 during the sweep, and ended up maintaining its 16 share of the young adult demos. **WTQR** was second in the 18-34 cell, with **WRQK** improving almost 50% to boost its share to more than 10%. **WRQK** used a heavy billboard campaign, gave away approximately \$40,000 in a variety of listener contests, and added more gold to its music rotation. The combination of cash giveaways and a heavier than usual advertising effort may have helped.

Besides being a factor in the 18-34 ratings, **WSEZ** managed 25-54 gains as well. There were no major changes made since last year, although a new night personality was added. The ad campaign was comparable to the one used the previous spring, but there was a \$10,000 diamond given away in an on-air "Concentration Game." **WSEZ** succeeded in adding more than two shares 25-54, up to more than 6%.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 6643

A/M '79		A/M '80	
1	WTOR-FM 11.6	1	WTOR-FM(C) 12.6
2	WGLD-FM 8.9	2	WGLD-FM(BM) 0.1
3	WSJS-AM 8.8	3	WKZL-FM(A) 9.3
4	WKZL-FM 7.9	4	WSJS-AM(PA) 8.0
5	WSEZ-FM 5.7	5	WSEZ-FM(R) 7.3
6	WRQK-FM 5.6	6	WRQK-FM(R) 6.2
7	WAAA-AM 5.4	7	WQMG-FM(B) 5.7
8	WQMG-FM 4.6	8	WBIG-AM(PA) 3.7
9	WEAL-AM 4.1	9	WAAA-AM(B) 3.4
10	WPET-AM 3.3	10	WHPE-FM(RL) 3.4
11	WBIG-AM 3.1	11	WAIR-AM(B) 2.7
12	WAIR-AM 2.9	12	WMFR-AM(PA) 2.7
13	WCOC-AM 2.5	13	WCOC-AM(R) 2.0
14	WMFR-AM 2.5	14	WEAL-AM(B) 1.7
15	WHPE-FM 2.1	15	WBUY-AM(O) 1.7
16	WTOB-AM 1.8	16	WPET-AM(RL) 1.6
17	WCBG-AM 1.3	17	WTOR-AM(PA) 1.5
18	WBUY-AM 1.2	18	WCBG-AM(PA) 1.3
19	WRAL-FM 1.2	19	WCSE-FM(C) 1.3
20	WBT-AM 1.1	20	WRAL-FM(PA) 1.2
21	WPCM-FM 0.9	21	WGWR-AM(R) 0.9
22	WZOO-AM 0.9	22	WTNC-AM(PA) 0.8
23	WMFR-FM 0.6	23	WEZC-FM(BM) 0.6
24	WMO-FM 0.6	24	WFMX-FM(C) 0.6
25	WSOC-FM 0.5	25	WSOC-FM(C) 0.5
26	WTNC-FM 0.5	26	WODR-FM(A) 0.5
27	WEZC-FM 0.5	27	WMFR-FM(BM) 0.5
28	WGOS-AM 0.5	28	WPCM-FM(C) 0.5
29	WTNC-AM 0.2	29	WPTF-AM(PA) 0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6643

A/M '79		A/M '80	
1	WTOR-FM 113	1	WTOR-FM 120
2	WGLD-FM 86	2	WGLD-FM 96
3	WSJS-AM 85	3	WKZL-FM 89
4	WKZL-FM 77	4	WSJS-AM 76
5	WSEZ-FM 55	5	WSEZ-FM 70

M-F, 6-10am

1	WSJS-AM	WSJS-AM
2	WTQR-FM	WTQR-FM
3	WGLD-FM	WGLD-FM
4	WKZL-FM	WKZL-FM
5	WBIG-AM	WSEZ-FM

M-F, 3-7pm

1	WTQR-FM	WTQR-FM
2	WGLD-FM	WGLD-FM
3	WSJS-AM	WKZL-FM
4	WKZL-FM	WSEZ-FM
5	WSEZ-FM	WROK-FM

Teens
M-S, 6am-Midnight
POP(00): 797

A/M '79		A/M '80	
1	WSEZ-FM	WSEZ-FM	
2	WROK-FM	WKZL-FM	
3	WAIR-AM	WRQK-FM	

M-F, 6-10am

1	WSEZ-FM	WSEZ-FM
2	WRQK-FM	WKZL-FM
3	WAIR-AM	WQMG-FM

M-F, 3-7pm

1	WSEZ-FM	WSEZ-FM
2	WRQK-FM	WKZL-FM
3	WAIR-AM	WROK-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2466

A/M '79		A/M '80	
1	WKZL-FM	WKZL-FM	
2	WTQR-FM	WTQR-FM	
3	WSEZ-FM	WRQK-FM	
4	WQMG-FM	WQMG-FM	
5	WROK-FM	WSEZ-FM	

M-F, 6-10am

1	WKZL-FM	WKZL-FM
2	WTQR-FM	WRQK-FM
3	WSJS-AM	WTQR-FM
4	WRQK-FM	WSEZ-FM
5	WSEZ-FM	WQMG-FM

M-F, 3-7pm

1	WKZL-FM	WTQR-FM
2	WTQR-FM	WKZL-FM
3	WSEZ-FM	WRQK-FM
4	WRQK-FM	WQMG-FM
5	WQMG-FM	WSEZ-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 3248

A/M '79		A/M '80	
1	WTQR-FM	WTQR-FM	
2	WGLD-FM	WGLD-FM	
3	WSJS-AM	WSJS-AM	
4	WKZL-FM	WKZL-FM	
5	WAAA-AM	WQMG-FM	

M-F, 6-10am

1	WSJS-AM	WTQR-FM
2	WTQR-FM	WSJS-AM
3	WGLD-FM	WGLD-FM
4	WKZL-FM	WRQK-FM
5	WMFR-AM	WSEZ-FM

M-F, 3-7pm

1	WTQR-FM	WTQR-FM
2	WGLD-FM	WGLD-FM
3	WSJS-AM	WKZL-FM
4	WKZL-FM	WRQK-FM
5	WSEZ-FM	WSEZ-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6643

A/M '79		A/M '80	
1	WSJS-AM 1340	1	WTQR-FM 1685
2	WGLD-FM 1250	2	WSJS-AM 1361
3	WTQR-FM 1149	3	WKZL-FM 1288
4	WKZL-FM 1074	4	WGLD-FM 1197
5	WRQK-FM 1000	5	WRQK-FM 987

M-F, 6-10am

1	WSJS-AM	WSJS-AM
2	WKZL-FM	WTQR-FM
3	WGLD-FM	WGLD-FM
4	WTQR-FM	WKZL-FM
5	WROK-FM	WSEZ-FM

M-F, 3-7pm

1	WKZL-FM	WTQR-FM
2	WGLD-FM	WKZL-FM
3	WSJS-AM	WGLD-FM
4	WTQR-FM	WSJS-AM
5	WSEZ-FM	WROK-FM

Teens
M-S, 6am-Midnight
POP(00): 797

A/M '79		A/M '80	
1	WRQK-FM	WKZL-FM	
2	WKZL-FM	WSEZ-FM	
3	WSEZ-FM	WROK-FM	

M-F, 6-10am

1	WROK-FM	WSEZ-FM
2	WAIR-AM	WKZL-FM
3	WSEZ-FM	WCOC-AM

M-F, 3-7pm

1	WROK-FM	WKZL-FM
2	WSEZ-FM	WSEZ-FM
3	WAIR-AM	WROK-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2466

A/M '79		A/M '80	
1	WKZL-FM	WKZL-FM	
2	WRQK-FM	WTQR-FM	
3	WSEZ-FM	WRQK-FM	
4	WTQR-FM	WSEZ-FM	
5	WCOC-AM	WQMG-FM	

M-F, 6-10am

1	WKZL-FM	WKZL-FM
2	WSEZ-FM	WTQR-FM
3	WRQK-FM	WRQK-FM
4	WSJS-AM	WSEZ-FM
5	WTQR-FM	WSJS-AM

M-F, 3-7pm

1	WSJS-AM	WKZL-FM
2	WSEZ-FM	WTQR-FM
3	WTQR-FM	WRQK-FM
4	WRQK-FM	WQMG-FM
5	WCOC-AM	WSEZ-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 3248

A/M '79		A/M '80	
1	WTQR-FM	WTQR-FM	
2	WGLD-FM	WGLD-FM	
3	WSJS-AM	WSJS-AM	
4	WKZL-FM	WRQK-FM	
5	WROK-FM	WKZL-FM	

M-F, 6-10am

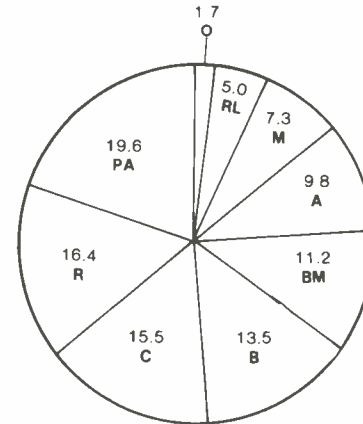
1	WSJS-AM	WTQR-FM
2	WTQR-FM	WSJS-AM
3	WGLD-FM	WGLD-FM
4	WKZL-FM	WRQK-FM
5	WMFR-AM	WBIG-AM

M-F, 3-7pm

1	WTQR-FM	WTQR-FM
2	WGLD-FM	WGLD-FM
3	WSJS-AM	WSJS-AM
4	WKZL-FM	WRQK-FM
5	WSEZ-FM	WKZL-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Greenville- New Bern- Washington

METRO RANK

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Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 2220

	A/M '78	A/M '79	A/M '80
1 WITN-FM	13.8	WODW-FM	14.4
2 WODW-FM	11.4	WSFL-FM	13.0
3 WSFL-FM	8.6	WITN-FM	10.5
4 WRNS-FM	7.6	WNCT-FM	7.7
5 WHIT-AM	7.2	WRNS-FM	6.3
6 WNCT-FM	6.6	WRBK-FM	4.2
7 WRBK-FM	5.2	WKTC-FM	3.9
8 WOOW-AM	4.8	WRAL-FM	3.5
9 WFTC-AM	3.4	WELS-AM	3.2
10 WBIC-AM	3.4	WFTC-AM	2.8
11 WROR-FM	3.1	WFAC-AM	2.5
12 WITN-AM	3.1	WRQR-FM	2.1
13 WELS-AM	2.8	WBIC-AM	2.1
14 WKTC-FM	2.8	WOOW-AM	1.8
15 WOKN-FM	2.4	WITN-AM	1.8
16 WNCT-AM	1.7	WGTN-AM	1.4
17 WLAS-AM	1.0	WOKN-FM	1.4
18 WFAC-AM	1.0	WLAS-AM	1.4
19 WISP-AM	1.0	WHIT-AM	1.1
20 WRAL-FM	0.7	WMSQ-FM	1.1
21 WRNB-AM	0.3	WEW-AM	0.7
22		WNCT-AM	0.4
23		WIAM-AM	0.4
24		WSEC-FM	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2220

	A/M '78	A/M '79	A/M '80
1 WITN-FM	40	WODW-FM	41
2 WODW-FM	33	WSFL-FM	37
3 WSFL-FM	25	WITN-FM	30
4 WRNS-FM	22	WNCT-FM	22
5 WHIT-AM	21	WRNS-FM	18

M-F, 6-10am

1 WRNS-FM	WSFL-FM	WSFL-FM
2 WITN-FM	WITN-FM	WAZZ-FM
3 WODW-FM	WODW-FM	WRNS-FM
4 WSFL-FM	WRNS-FM	WODW-FM
5 WHIT-AM	WNCT-FM	WFTC-AM

M-F, 3-7pm

1 WITN-FM	WODW-FM	WSFL-FM
2 WODW-FM	WSFL-FM	WODW-FM
3 WSFL-FM	WITN-FM	WITN-FM
4 WRNS-FM	WNCT-FM	WAZZ-FM
5 WNCT-FM	WRNS-FM	WELS-AM

Teens
M-S, 6am-Midnight
POP(00): 312

	A/M '78	A/M '79	A/M '80
1 WSFL-FM	WODW-FM	WSFL-FM	
2 WODW-FM	WSFL-FM	WITN-FM	
3 WRBK-FM	WITN-FM	WODW-FM	

M-F, 6-10am

1 WSFL-FM	WODW-FM	WSFL-FM
2 WRBK-FM	WSFL-FM	WITN-FM
3 WODW-FM	WITN-FM	WMSQ-FM

M-F, 3-7pm

1 WSFL-FM	WODW-FM	WITN-FM
2 WRBK-FM	WSFL-FM	WSFL-FM
3 WHIT-AM	WITN-FM	WODW-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 843

	A/M '78	A/M '79	A/M '80
1 WITN-FM	WSFL-FM	WODW-FM	
2 WODW-FM	WITN-FM	WSFL-FM	
3 WSFL-FM	WODW-FM	WITN-FM	
4 WOOW-AM	WRBK-FM	WAZZ-FM	
5 WHIT-AM	WRAL-FM	WELS-AM	

M-F, 6-10am

1 WITN-FM	WSFL-FM	WSFL-FM
2 WODW-FM	WITN-FM	WODW-FM
3 WSFL-FM	WODW-FM	WAZZ-FM
4 WOOW-AM	WRAL-FM	WITN-FM
5 WHIT-AM	WRBK-FM	WMSQ-FM

M-F, 3-7pm

1 WITN-FM	WITN-FM	WODW-FM
2 WODW-FM	WSFL-FM	WSFL-FM
3 WSFL-FM	WODW-FM	WITN-FM
4 WOOW-AM	WRBK-FM	WELS-AM
5 WRQR-FM	WHIT-AM	WAZZ-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 973

	A/M '78	A/M '79	A/M '80
1 WODW-FM	WSFL-FM	WAZZ-FM	
2 WNCT-FM	WITN-FM	WODW-FM	
3 WITN-FM	WRNS-FM	WRNS-FM	
4 WRNS-FM	WODW-FM	WSFL-FM	
5 WHIT-AM	WNCT-FM	WELS-AM	

M-F, 6-10am

1 WRNS-FM	WSFL-FM	WAZZ-FM
2 WITN-FM	WRNS-FM	WODW-FM
3 WOOW-AM	WITN-FM	WRNS-FM
4 WODW-FM	WNCT-FM	WSFL-FM
5 WHIT-AM	WRAL-FM	WNCT-FM

M-F, 3-7pm

1 WITN-FM	WSFL-FM	WELS-AM
2 WNCT-FM	WITN-FM	WAZZ-FM
3 WODW-FM	WRNS-FM	WSFL-FM
4 WRNS-FM	WODW-FM	WRNS-FM
5 WKTC-FM	WNCT-FM	WITN-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2220

	A/M '78	A/M '79	A/M '80
1 WITN-FM	585	WSFL-FM	607
2 WSFL-FM	553	WITN-FM	585
3 WODW-FM	344	WODW-FM	437
4 WNCT-FM	343	WNCT-FM	320
5 WRBK-FM	332	WRNS-FM	301

M-F, 6-10am

1 WITN-FM	WSFL-FM	WSFL-FM
2 WSFL-FM	WITN-FM	WITN-FM
3 WRNS-FM	WODW-FM	WAZZ-FM
4 WODW-FM	WRNS-FM	WODW-FM
5 WOOW-AM	WNCT-FM	WFTC-AM

M-F, 3-7pm

1 WITN-FM	WSFL-FM	WSFL-FM
2 WSFL-FM	WODW-FM	WITN-FM
3 WODW-FM	WITN-FM	WODW-FM
4 WRBK-FM	WRBK-FM	WAZZ-FM
5 WNCT-FM	WNCT-FM	WRAL-FM

Teens
M-S, 6am-Midnight
POP(00): 312

	A/M '78	A/M '79	A/M '80
1 WSFL-FM	WSFL-FM	WSFL-FM	
2 WODW-FM	WODW-FM	WITN-FM	
3 WITN-FM	WITN-FM	WODW-FM	

M-F, 6-10am

1 WSFL-FM	WSFL-FM	WITN-FM
2 WODW-FM	WODW-FM	WSFL-FM
3 WRBK-FM	WITN-FM	WMSO-FM

M-F, 3-7pm

1 WSFL-FM	WODW-FM	WSFL-FM
2 WRBK-FM	WSFL-FM	WITN-FM
3 WITN-FM	WITN-FM	WODW-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 843

	A/M '78	A/M '79	A/M '80
1 WITN-FM	WSFL-FM	WSFL-FM	
2 WSFL-FM	WITN-FM	WITN-FM	
3 WROR-FM	WRBK-FM	WODW-FM	
4 WODW-FM	WODW-FM	WAZZ-FM	
5 WOOW-AM	WROR-FM	WRAL-FM	

M-F, 6-10am

1 WITN-FM	WSFL-FM	WSFL-FM
2 WSFL-FM	WITN-FM	WITN-FM
3 WOOW-AM	WODW-FM	WODW-FM
4 WODW-FM	WRBK-FM	WAZZ-FM
5 WRBK-FM	WROR-FM	WRAL-FM

M-F, 3-7pm

1 WITN-FM	WSFL-FM	WSFL-FM
2 WSFL-FM	WITN-FM	WODW-FM
3 WODW-FM	WODW-FM	WITN-FM
4 WOOW-AM	WRBK-FM	WRAL-FM
5 WRBK-FM	WRAL-FM	WAZZ-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 973

	A/M '78	A/M '79	A/M '80
1 WSFL-FM	WSFL-FM	WSFL-FM	
2 WITN-FM	WITN-FM	WAZZ-FM	
3 WNCT-FM	WRNS-FM	WITN-FM	
4 WRNS-FM	WODW-FM	WRAL-FM	
5 WRBK-FM	WNCT-FM	WODW-FM	

M-F, 6-10am

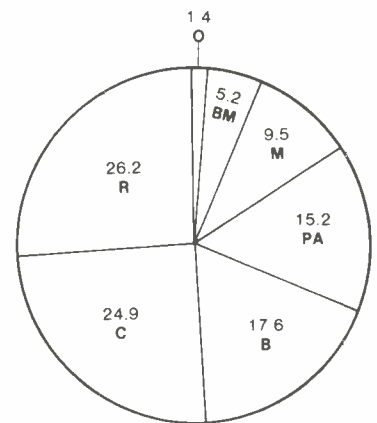
1 WITN-FM	WSFL-FM	WAZZ-FM
2 WRNS-FM	WITN-FM	WSFL-FM
3 WNCT-FM	WRNS-FM	WODW-FM
4 WSFL-FM	WRAL-FM	WODW-FM
5 WODW-FM	WNCT-FM	WITN-FM

M-F, 3-7pm

1 WITN-FM	WSFL-FM	WSFL-FM
2 WSFL-FM	WITN-FM	WAZZ-FM
3 WNCT-FM	WRNS-FM	WITN-FM
4 WRNS-FM	WODW-FM	WRAL-FM
5 WHIT-AM	WNCT-FM	WODW-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Greenville-Spartanburg, SC

METRO RANK

66

A/M '80 Market Overview

As in many markets this spring, the 25-54 leader also led overall in Greenville. **WESC-FM** ruled the roost, up almost four shares from last year, and moved from a tie for second 25-54 to a clear lead. Last year's overall market leader, **WFBC-FM**, dropped several shares this sweep, probably due to the substantial increases posted by competitor **WANS-FM**.

WESC-FM (simulcast with **WESC** in drivetimes) maintained a consistent product over the last year. Other than an ad campaign split 60-40 between TV and billboards, the station made no special effort to woo listeners. Its consistency must have paid off, as **WESC-FM** virtually doubled its 25-54 share, 11-20. **WFBC-FM** lost five shares, down to a 14. The only other area station to register double-digit shares 25-54 was **WSPA-FM**, a Beautiful Music station airing the **FM-100** sound. The station added a new live afternoon announcer, reduced its units from 10 to eight per hour, and advertised with TV and billboards. **WSPA-FM** added a share and now has about 12% of the 25-54 market.

On the contemporary music scene, **WANS-FM** had an apparent effect on the shares of its competitors, which all suffered declines. **WFBC-FM** lost three shares overall, and saw its once-commanding 26 share 18-34 erode to just over 19. **WANS-FM** jumped from a share of 2 to more than 13 18-34. **WORD** was apparently crippled by this rise, as its 18-34 share fell from 13 to less than 4. Others that did well among the young adult audience include Black-formatted **WASC**, which doubled to 11; and **WESC-FM**, which added three to move into the 11 share range.

A new tower for **WANS-FM** was probably the biggest factor in its rise, adding to the station's coverage. There was no outside advertising, but on-air promotions included a **Loni Anderson** lookalike contest. Musically, the station added some LP cuts, day-parting them.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

	A/M '78	A/M '79	A/M '80
1 WFBC-FM	13.7	WFBC-FM	14.7
2 WSPA-FM	11.7	WSPA-FM	9.9
3 WORD-AM	9.9	WORD-AM	8.9
4 WOQK-AM	9.8	WESC-FM	8.0
5 WFBC-AM	8.6	WHYZ-AM	6.3
6 WSPA-AM	8.2	WOQK-AM	6.2
7 WGXL-FM	5.3	WFBC-AM	6.2
8 WESC-AM	4.7	WGXL-FM	6.2
9 WESC-FM	4.6	WESC-AM	5.0
10 WHYZ-AM	4.1	WSPA-AM	4.7
11 WASC-AM	2.9	WASC-AM	4.4
12 WKDY-AM	2.2	WAIM-FM	2.7
13 WELP-AM	1.8	WANS FM	2.3
14 WANS-FM	1.3	WLOS-FM	1.1
15 WLOS-FM	0.9	WEAB-AM	1.0
16 WUUU-AM	0.9	WELP-AM	1.0
17 WUUU-FM	0.7	WKIT-FM	1.0
18 WMRB-AM	0.7	WUUU-FM	1.0
19 WFOX-FM	0.5	WKDY-AM	1.0
20		WMRB-AM	0.9
21		WROO-FM	0.9
22		WAGI-FM	0.7
23		WCKI-AH	0.6
24		WUUU-AM	0.4

Average Persons Trends/Rankings

Total 12+			
M-S, 6am-Midnight			
POP(00): 4509			
	A/M '78	A/M '79	A/M '80
1 WFBC-FM	104	WFBC-FM	103
2 WSPA-FM	89	WSPA-FM	69
3 WORD-AM	75	WORD-AM	62
4 WOQK-AM	74	WESC-FM	56
5 WFBC-AM	65	WHYZ-AM	44

M-F, 6-10am			
1 WFBC-FM	WFBC-FM	WESC-AF	
2 WSPA-AM	WGXL-FM	WFBC-AF	
3 WFBC-AM	WORD-AM	WESC-FM	
4 WGXL-FM	WESC-FM	WFBC-FM	
5 WORD-AM	WFBC-AM	WGXL-FM	

M-F, 3-7pm		
1 WFBC-FM	WFBC-FM	WESC-AF
2 WSPA-FM	WORD-AM	WESC-FM
3 WOQK-AM	WSPA-FM	WFBC-FM
4 WORD-AM	WESC-FM	WSPA-FM
5 WSPA-AM	WOQK-AM	WANS-FM

Teens			
M-S, 6am-Midnight			
POP(00): 542			
	A/M '78	A/M '79	A/M '80
1 WOQK-AM	WOQK-AM	WANS-FM	
2 WORD-AM	WHYZ-AM	WORD-AM	
3 WFBC-FM	WORD-AM	WOQK-AM	

M-F, 6-10am		
1 WOQK-AM	WOQK-AM	WANS-FM
2 WORD-AM	WFBC-FM	WORD-AM
3 WFBC-FM	WHYZ-AM	WORD-AM

M-F, 3-7pm		
1 WOQK-AM	WOQK-AM	WANS-FM
2 WORD-AM	WHYZ-AM	WOQK-AM
3 WFBC-FM	WORD-AM	WORD-AM

Adults 18-34			
M-S, 6am-Midnight			
POP(00): 1712			
	A/M '78	A/M '79	A/M '80
1 WFBC-FM	WFBC-FM	WFBC-FM	
2 WORD-AM	WORD-AM	WANS-FM	
3 WOQK-AM	WESC-FM	WESC-FM	
4 WHYZ-AM	WOQK-AM	WASC-AM	
5 WFBC-AM	WSPA-AM	WOQK-AM	

M-F, 6-10am		
1 WFBC-FM	WFBC-FM	WFBC-AF
2 WORD-AM	WORD-AM	WFBC-FM
3 WOQK-AM	WESC-FM	WESC-AF
4 WFBC-AM	WSPA-AM	WESC-FM
5 WSPA-AM	WOQK-AM	WANS-FM

M-F, 3-7pm		
1 WFBC-FM	WFBC-FM	WFBC-FM
2 WORD-AM	WORD-AM	WESC-AF
3 WOQK-AM	WESC-FM	WESC-FM
4 WSPA-FM	WOQK-AM	WANS FM
5 WHYZ-AM	WHYZ-AM	WOQK-AM

Adults 25-54			
M-S, 6am-Midnight			
POP(00): 2178			
	A/M '78	A/M '79	A/M '80
1 WFBC-FM	WFBC-FM	WESC-FM	
2 WSPA-FM	WESC-FM	WFBC-FM	
3 WORD-AM	WSPA-FM	WSPA-FM	
4 WSPA-AM	WGXL-FM	WESC-AM	
5 WESC-AM	WORD-AM	WGXL-FM	

M-F, 6-10am		
1 WFBC-FM	WFBC-FM	WESC-AF
2 WSPA-AM	WGXL-FM	WESC-FM
3 WFBC-AM	WESC-FM	WFBC-AF
4 WGXL-FM	WORD-AM	WFBC-FM
5 WORD-AM	WSPA-FM	WSPA-FM

M-F, 3-7pm		
1 WFBC-FM	WFBC-FM	WESC-AF
2 WSPA-FM	WESC-FM	WESC-FM
3 WOQK-AM	WSPA-FM	WFBC-FM
4 WORD-AM	WORD-AM	WSPA-FM
5 WESC-AM	WGXL-FM	WHYZ-AM

Cume Persons Trends/Rankings

Total 12+			
M-S, 6am-Midnight			
POP(00): 4509			
	A/M '78	A/M '79	A/M '80
1 WFBC-FM	1215	WFBC-FM	1271
2 WFBC-AM	1097	WORD-AM	900
3 WOQK-AM	988	WSPA-FM	813
4 WORD-AM	905	WOQK-AM	806
5 WSPA-FM	822	WFBC-AM	787

M-F, 6-10am		
1 WFBC-FM	WFBC-FM	WFBC-AF
2 WFBC-AM	WORD-AM	WFBC-FM
3 WOQK-AM	WFBC-AM	WESC-AF
4 WSPA-AM	WGXL-FM	WSPA-FM
5 WORD-AM	WSPA-FM	WOQK-AM

M-F, 3-7pm		
1 WOQK-AM	WFBC-FM	WFBC-FM
2 WFBC-FM	WORD-AM	WESC-AF
3 WSPA-FM	WOQK-AM	WSPA-FM
4 WORD-AM	WSPA-FM	WOQK-AM
5 WFBC-AM	WESC-FM	WANS FM

Teens			
M-S, 6am-Midnight			
POP(00): 542			
	A/M '78	A/M '79	A/M '80
1 WOQK-AM	WOQK-AM	WANS-FM	
2 WORD-AM	WFBC-FM	WOQK-AM	
3 WFBC-FM	WFBC-AM	WORD-AM	

M-F, 6-10am		
1 WOQK-AM	WOQK-AM	WANS-FM
2 WORD-AM	WFBC-FM	WOQK-AM
3 WFBC-AM	WORD-AM	WORD-AM

M-F, 3-7pm		
1 WOQK-AM	WOQK-AM	WANS-FM
2 WORD-AM	WORD-AM	WOQK-AM
3 WFBC-AM	WHYZ-AM	WORD-AM

Adults 18-34			
M-S, 6am-Midnight			
POP(00): 1712			
	A/M '78	A/M '79	A/M '80
1 WFBC-FM	WFBC-FM	WFBC-FM	
2 WOQK-AM	WORD-AM	WANS-FM	
3 WFBC-AM	WOQK-AM	WOQK-AM	
4 WORD-AM	WSPA-AM	WFBC-AM	
5 WSPA-AM	WFBC-AM	WORD-AM	

M-F, 6-10am		
1 WFBC-FM	WFBC-FM	WFBC-AF
2 WOQK-AM	WORD-AM	WFBC-FM
3 WFBC-AM	WOQK-AM	WOQK-AM
4 WORD-AM	WESC-FM	WANS-FM
5 WSPA-AM	WSPA-AM	WORD-AM

M-F, 3-7pm		
1 WFBC-FM	WFBC-FM	WFBC-FM
2 WOQK-AM	WORD-AM	WFBC-AM
3 WORD-AM	WOQK-AM	WANS-FM
4 WFBC-AM	WESC-FM	WOQK-AM
5 WASC-AM	WSPA-AM	WESC-AF

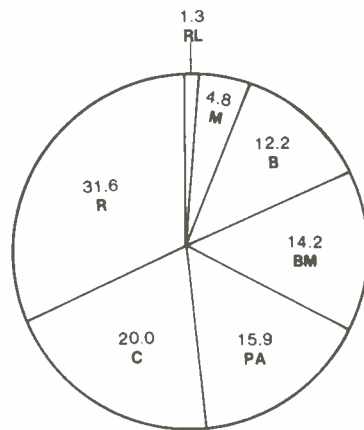
Adults 25-54			
M-S, 6am-Midnight			
POP(00): 2178			
	A/M '78	A/M '79	A/M '80
1 WFBC-FM	WFBC-FM	WFBC-FM	
2 WFBC-AM	WESC-FM	WFSC-FM	
3 WSPA-FM	WSPA-FM	WSPA-FM	
4 WOQK-AM	WGXL-FM	WFBC-AM	
5 WORD-AM	WORD-AM	WESC-AM	

M-F, 6-10am		
1 WFBC-FM	WFBC-FM	WFBC-AF
2 WFBC-AM	WESC-FM	WFBC-FM
3 WSPA-AM	WORD-AM	WFBC-AF
4 WORD-AM	WGXL-FM	WESC-FM
5 WOQK-AM	WSPA-FM	WSPA-FM

M-F, 3-7pm		
1 WFBC-FM	WFBC-FM	WESC-AF
2 WSPA-FM	WESC-FM	WFBC-FM
3 WOQK-AM	WSPA-FM	WESC-FM
4 WORD-AM	WORD-AM	WSPA-FM
5 WFBC-AM	WGXL-FM	WFBC-AM

Format Penetration Chart

Based On Total Persons 12 + Average Quarter Hour Listening Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

Harrisburg

METRO RANK **79**

JM '80 Market Overview

The WHP-AM-FM dynamo continued to dominate Harrisburg, especially among persons 35+. Country WHYL made a good upward move this book, while the younger demos were led by WQXA and WRHY.

As you may remember, during last year's spring sweep there was much concern about the Three Mile Island incident and its aftermath. No such aberration took place this time, but the outcome was identical — WHP AM & FM combined for more than 30% both overall and 25-54. WHYL also registered in double-digits 25-54 adults, jumping nine shares to 12. The station used a TV campaign tied into newspaper ads, promoted its new format (debuted January 1), and added a new morning man. WHYL also promoted a half-price fair, tied in with merchants in the area, and attracted 10,000 people to a six-hour sale event.

WKBO and WSFM, the contemporary music leaders last year, both slipped this year. WSFM made many on-air promotions during the sweep. As a result, the station saw its lead among the 18-34 audience evaporated. After losing six shares, WSFM ended up with about 10% of the 18-34 demographic.

WKBO did make an aggressive effort for this sweep, with a multimedia campaign built around the theme "Harrisburg, A Special Place To Be." On-air, over \$6000 in cash was given away via "Cash Call." WKBO went more adult, adding the NBC network and emphasizing oldies from the 60's. But the station's 18-34 shares dropped, an 11 share 18-34 decline to 6%.

The new 18-34 leaders were WRHY and WQXA. Both stations are FM properties with strong 18-34 cores; WQXA also has a strong teen base. AOR WRHY has a dominant chunk of 18-24 males. It will be interesting to see how the former young adult leaders react to the FM intrusion.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

A/M '78		A/M '79		A/M '80	
1	WHP -AM	15.5	WHP -AM	18.8	WHP -AM (PA) 16.4
2	WKBO-AM	13.9	WHP -FM	14.1	WHP -FM (BM) 14.5
3	WHP -FM	12.8	WKBO-AM	9.9	WHYL-AM (C) 7.0
4	WSFM-FM	11.3	WSFM-FM	8.8	WQXA-FM (R) 6.6
5	WRHY-FM	4.4	WQXA-FM	5.6	WRHY-FM (A) 5.3
6	WTPA-FM	4.1	WHYL-FM	4.8	WKBO-AM (R) 5.0
7	WQXA-FM	3.7	WRHY-FM	4.2	WRKZ-FM (C) 4.8
8	WFEC-AM	3.7	WTPA-FM	4.0	WSFM-FM (R) 4.6
9	WSBA-FM	3.2	WCMB-AM	3.5	WQIN-AM (C) 4.0
10	WHYL-AM	3.0	WHYL-AM	2.1	WFEC-AM (O) 3.1
11	WYCR-FM	2.7	WQIN-AM	2.1	WTPA-FM (BB) 2.9
12	WHYL-FM	2.7	WQVE-FM	1.9	WCMB-AM (PA) 2.8
13	WCMB-AM	2.5	WSBA-FM	1.8	WNCE-FM (BM) 2.6
14	WIOO-AM	2.4	WDAC-FM	1.4	WIOO-AM (R) 2.2
15	WQIN-AM	1.9	WNCE-FM	1.2	WQVE-FM (R) 2.1
16	WDAC-FM	1.0	WFEC-AM	1.2	WQXK-FM (R) 1.6
17	WIOV-FM	1.0	WQXK-FM	1.1	WZUE-FM (PA) 1.5
18	WGCB-FM	0.8	WSBA-AM	0.9	WSBA-FM (PA) 1.3
19	WSBA-AM	0.5	WGCB-FM	0.9	WDAC-FM (RL) 1.2
20	WNCE-FM	0.3	WYCR-FM	0.9	WYCR-FM (R) 0.3
21	KYW -AM	0.3	WSHP-AM	0.7	KYW -AM (R) 0.3
22	WLER-AM	0.3	WIOO-AM	0.4	

Average Persons Trends/Rankings

A/M '78		A/M '79		A/M '80		
1	WHP -AM	92	WHP -AM	107	WHP -AM	112
2	WKBO-AM	82	WHP -FM	80	WHP -FM	99
3	WHP -FM	76	WKBO-AM	56	WHYL-AM	48
4	WSFM-FM	67	WSFM-FM	50	WQXA-FM	45
5	WRHY-FM	26	WQXA-FM	32	WRHY-FM	36

A/M '78		A/M '79		A/M '80	
1	WHP -AM		WHP -AM		WHP -AM
2	WKBO-AM		WKBO-AM		WHP -FM
3	WSFM-FM		WHP -FM		WKBO-AM
4	WHP -FM		WSFM-FM		WQXA-FM
5	WCMB-AM		WQXA-FM		WHYL-AM

A/M '78		A/M '79		A/M '80	
1	WKBO-AM		WHP -AM		WHP -AM
2	WHP -FM		WHP -FM		WHP -FM
3	WSFM-FM		WSFM-FM		WQXA-FM
4	WHP -AM		WKBO-AM		WHYL-AM
5	WTPA-FM		WQXA-FM		WRHY-FM

A/M '78		A/M '79		A/M '80	
1	WSFM-FM		WKBO-AM		WQXA-FM
2	WKBO-AM		WQXA-FM		WFEC-AM
3	WQXA-FM		WSFM-FM		WRHY-FM

A/M '78		A/M '79		A/M '80	
1	WKBO-AM		WKBO-AM		WQXA-FM
2	WSFM-FM		WQXA-FM		WKBO-AM
3	WQXA-FM		WSFM-FM		WFEC-AM

A/M '78		A/M '79		A/M '80	
1	WKBO-AM		WQXA-FM		WQXA-FM
2	WSFM-FM		WSFM-FM		WFEC-AM
3	WQXA-FM		WKBO-AM		WSFM-FM

A/M '78		A/M '79		A/M '80	
1	WKBO-AM		WSFM-FM		WRHY-FM
2	WSFM-FM		WKBO-AM		WSFM-FM
3	WRHY-FM		WRHY-FM		WQXA-FM
4	WQXA-FM		WQXA-FM		WHYL-AM
5	WHP -FM		WHP -FM		WKBO-AM

A/M '78		A/M '79		A/M '80	
1	WKBO-AM		WKBO-AM		WRHY-FM
2	WSFM-FM		WSFM-FM		WHP -AM
3	WRHY-FM		WQXA-FM		WKBO-AM
4	WHP -AM		WHP -AM		WQXA-FM
5	WCMB-AM		WHYL-AM		WHYL-AM

A/M '78		A/M '79		A/M '80	
1	WKBO-AM		WSFM-FM		WRHY-FM
2	WSFM-FM		WKBO-AM		WSFM-FM
3	WRHY-FM		WRHY-FM		WQXA-FM
4	WQXA-FM		WQXA-FM		WHYL-AM
5	WHP -FM		WHP -AM		WHP -FM

A/M '78		A/M '79		A/M '80	
1	WHP -FM		WHP -AM		WHP -FM
2	WHP -AM		WHP -FM		WHP -AM
3	WKBO-AM		WKBO-AM		WHYL-AM
4	WSFM-FM		WSFM-FM		WRKZ-FM
5	WFEC-AM		WHYL-FM		WKBO-AM

A/M '78		A/M '79		A/M '80	
1	WHP -AM		WHP -AM		WHP -AM
2	WKBO-AM		WHP -FM		WHP -FM
3	WHP -FM		WKBO-AM		WHYL-AM
4	WSFM-FM		WCMB-AM		WKBO-AM
5	WFEC-AM		WSFM-FM		WRKZ-FM

A/M '78		A/M '79		A/M '80	
1	WKBO-AM		WHP -AM		WHP -FM
2	WHP -FM		WHP -FM		WHP -AM
3	WHP -AM		WSFM-FM		WHYL-AM
4	WSFM-FM		WHYL-FM		WRKZ-FM
5	WFEC-AM		WKBO-AM		WKBO-AM

Cume Persons Trends/Rankings

A/M '78		A/M '79		A/M '80		
1	WHP -AM	1353	WHP -AM	1446	WHP -AM	1280
2	WKBO-AM	1185	WHP -FM	957	WHP -FM	958
3	WHP -FM	953	WKBO-AM	905	WKBO-AM	746
4	WSFM-FM	892	WSFM-FM	768	WQXA-FM	554
5	WQXA-FM	512	WQXA-FM	559	WSFM-FM	509

A/M '78		A/M '79		A/M '80	
1	WHP -AM		WHP -AM		WHP -AM
2	WKBO-AM		WKBO-AM		WHP -FM
3	WSFM-FM		WHP -FM		WKBO-AM
4	WHP -FM		WSFM-FM		WQXA-FM
5	WCMB-AM		WQXA-FM		WCMB-AM

A/M '78		A/M '79		A/M '80	
1	WKBO-AM		WHP -AM		WHP -AM
2	WHP -AM		WHP -FM		WHP -FM
3	WSFM-FM		WHP -FM		WKBO-AM
4	WHP -FM		WSFM-FM		WSFM-FM
5	WQXA-FM		WQXA-FM		WQXA-FM

A/M '78		A/M '79		A/M '80	
1	WKBO-AM		WKRO-AM		WKBO-AM
2	WSFM-FM		WSFM-FM		WHP -AM
3	WHP -AM		WHP -AM		WQXA-FM
4	WRHY-FM		WHYL-AM		WSFM-FM
5	WCMB-AM		WQXA-FM		WRHY-FM

A/M '78		A/M '79		A/M '80	
1	WKBO-AM		WSFM-FM		WKBO-AM
2	WSFM-FM		WKBO-AM		WSFM-FM
3	WQXA-FM		WHP -AM		WQXA-FM
4	WFEC-AM		WRHY-FM		WRKZ-FM
5	WRHY-FM		WQXA-FM		WRHY-FM

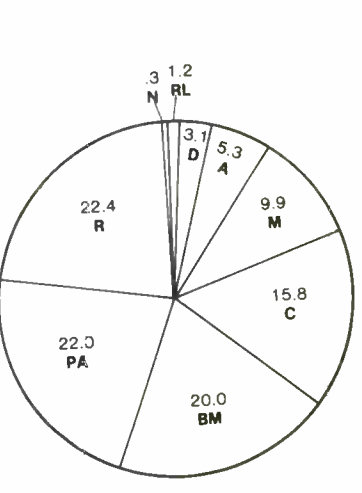
A/M '78		A/M '79		A/M '80	
1	WHP -AM		WHP -AM		WHP -AM
2	WHP -FM		WHP -FM		WHP -FM
3	WKBO-AM		WKBO-AM		WKBO-AM
4	WSFM-FM		WSFM-FM		WHYL-AM
5	WFEC-AM		WQXA-FM		WRKZ-FM

A/M '78		A/M '79		A/M '80	
1	WHP -AM		WHP -AM		WHP -AM
2	WKBO-AM		WKBO-AM		WHP -FM
3	WHP -FM		WHP -FM		WKBO-AM
4	WSFM-FM		WSFM-FM		WHYL-AM
5	WFEC-AM		WCMB-AM		WRKZ-FM

A/M '78		A/M '79		A/M '80	
1	WHP -AM		WHP -AM		WHP -AM
2	WKBO-AM		WHP -FM		WHP -FM
3	WHP -FM		WKBO-AM		WKBO-AM
4	WSFM-FM		WSFM-FM		WHYL-AM
5	WFEC-AM		WHYL-FM		WRKZ-FM

Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



Format Legend
A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusical, J-Jazz, MA-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Hartford-New Britain

METRO RANK **43**

A/M '80 Market Overview

Cast this headline in stone: "WTIC Wins Arbitron Survey." The Pop/Adult giant continued to dominate this market. Even with the implementation of ESF for the first time, WTIC's over all share was unaffected. The station had a 25 share of adults 25-54, and was second in adults 18-34.

Beautiful Music WRCH enjoyed a healthy book this time around. By registering its best female book ever, the station was able to score almost a 9 share 25-54, second only to WTIC. WRCH used the Patrick O'Neal TV commercial and otherwise successfully executed the Schulke approach.

WTIC-FM rebounded after a poor fall report to lead the 18-34 demos. The station added a new morning man, eliminated LP cuts from much of the music rotation, and added more features like news, weather, and traffic reports. On-air promotion centered around the "Grand Guessing Game," in which contestants guessed the numbers on \$1000 bills. A total of \$14,000 was given away.

The use of Expanded Sample Frame helped the diary return. There were more usable diaries returned from men 18-24 than in previous books; thus the estimates in this report are likely to be more stable.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 6916

A/M '79	O/N '79	A/M '80
1 WTIC-AM 28.4	WTIC-AM 24.8	WTIC-AM (PA) 24.2
2 WRCH-FM 8.2	WRCH-FM 9.4	WRCH-FM (BM) 11.5
3 WKSS-FM 6.9	WKSS-FM 6.6	WTIC-FM (R) 7.9
4 WTIC-FM 6.3	WDRC-AM 5.4	WKSS-FM (BM) 5.1
5 WDRC-AM 5.0	WPOP-AM 4.1	WPOP-AM (N) 4.4
6 WYFZ-FM 4.5	WTIC-FM 4.0	WHCN-FM (A) 4.3
7 WPOP-AM 3.9	WRCQ-AM 4.0	WCCC-FM (A) 4.1
8 WHCN-FM 3.9	WHCN-FM 3.9	WDRC-FM (R) 3.8
9 WRCQ-AM 3.6	WYFZ-FM 3.9	WRCQ-AM (PA) 3.8
10 WDRC-FM 3.4	WCCC-FM 3.8	WIOF-FM (PA) 3.7
11 WCCC-FM 3.2	WMLB-AM 3.1	WDRC-AM (R) 3.3
12 WAQY-FM 2.6	WKND-AM 2.8	WYFZ-FM (A) 3.1
13 WKND-AM 2.5	WDRC-FM 2.4	WFLR-FM (A) 2.5
14 WIOF-FM 2.0	WAQY-FM 2.4	WKND-AM (B) 2.4
15 WINF-AM 1.4	WIOF-FM 2.3	WAQY-FM (R) 2.3
16 WFLR-FM 1.4	WPLR-FM 1.9	WMLB-AM (RL) 1.5
17 WMAS-FM 1.3	WKCI-FM 1.4	WKCI-FM (R) 1.2
18 WMLB-AM 1.2	WHYN-FM 1.4	WKNF-FM (PA) 0.5
19 WCCC-AM 0.7	WCCC-AM 0.9	WNTY-AM (PA) 0.5
20 WBS-AM 0.5	WRYM-AM 0.8	WHYN-AM (R) 0.3
21 WHYN-FM 0.4	WMAS-FM 0.6	WRYM-AM (S) 0.3
22 WKCI-FM 0.3	WHYN-AM 0.5	WCCC-AM (A) 0.2
23	WNBC-AM 0.4	
24	WCBS-AM 0.3	

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6916

A/M '79	O/N '79	A/M '80
1 WTIC-AM 344	WTIC-AM 287	WTIC-AM 290
2 WRCH-FM 99	WRCH-FM 109	WRCH-FM 138
3 WKSS-FM 83	WKSS-FM 77	WTIC-FM 95
4 WTIC-FM 76	WDRC-AM 62	WKSS-FM 61
5 WDRC-AM 61	WPOP-AM 47	WPOP-AM 53

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRC-AM	WDRC-AM	WRCH-FM
3 WTIC-FM	WRCH-FM	WTIC-FM
4 WRCH-FM	WKSS-FM	WDRC-AM
5 WPOP-AM	WRCQ-AM	WPOP-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WKSS-FM	WRCH-FM	WRCH-FM
3 WRCH-FM	WKSS-FM	WTIC-FM
4 WTIC-FM	WDRC-AM	WKSS-FM
5 WDRC-AM	WRCQ-AM	WPOP-AM

Teens
M-S, 6am-Midnight
POP(00): 872

A/M '79	O/N '79	A/M '80
1 WTIC-FM	WAQY-FM	WTIC-FM
2 WHCN-FM	WHCN-FM	WHCN-FM
3 WCCC-FM	WTIC-FM	WCCC-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WTIC-FM	WTIC-AM	WHCN-FM
2 WHCN-FM	WAQY-FM	WTIC-FM
3 WTIC-AM	WDRC-AM	WCCC-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WTIC-FM	WTIC-FM	WTIC-FM
2 WHCN-FM	WAQY-FM	WCCC-FM
3 WCCC-FM	WHCN-FM	WAQY-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2386

A/M '79	O/N '79	A/M '80
1 WTIC-AM	WTIC-AM	WTIC-FM
2 WYFZ-FM	WYFZ-FM	WTIC-AM
3 WTIC-FM	WDRC-AM	WIOF-FM
4 WRCO-AM	WHCN-FM	WHCN-FM
5 WDRC-FM	WCCC-FM	WRCQ-AM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRC-AM	WDRC-AM	WTIC-FM
3 WYFZ-FM	WHCN-FM	WDRC-FM
4 WRCO-AM	WYFZ-FM	WIOF-FM
5 WDRC-FM	WCCC-FM	WCCC-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WTIC-AM	WYFZ-FM	WTIC-FM
2 WYFZ-FM	WTIC-AM	WHCN-FM
3 WTIC-FM	WRCQ-AM	WIOF-FM
4 WDRC-FM	WCCC-FM	WTIC-AM
5 WHCN-FM	WDRC-AM	WRCQ-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 3266

A/M '79	O/N '79	A/M '80
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WRCH-FM	WKSS-FM	WRCH-FM
3 WKSS-FM	WRCH-FM	WKSS-FM
4 WDRC-AM	WDRC-AM	WTIC-FM
5 WTIC-FM	WRCO-AM	WYFZ-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRC-AM	WDRC-AM	WDRC-AM
3 WTIC-FM	WRCH-FM	WTIC-FM
4 WPOP-AM	WKSS-FM	WRCH-FM
5 WYFZ-FM	WRCQ-AM	WKSS-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WKSS-FM	WKSS-FM	WKSS-FM
3 WRCH-FM	WRCQ-AM	WRCH-FM
4 WTIC-FM	WDRC-AM	WYFZ-FM
5 WDRC-AM	WRCH-FM	WRCQ-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6916

A/M '79	O/N '79	A/M '80
1 WTIC-AM 3651	WTIC-AM 3395	WTIC-AM 3248
2 WTIC-FM 1481	WTIC-FM 1358	WRCH-FM 1324
3 WDRC-AM 1378	WDRC-AM 1325	WTIC-FM 1259
4 WRCH-FM 1282	WRCH-FM 1294	WPOP-AM 1144
5 WKSS-FM 1242	WKSS-FM 1211	WCCC-FM 1097

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRC-AM	WDRC-AM	WRCH-FM
3 WTIC-FM	WRCH-FM	WTIC-FM
4 WRCH-FM	WTIC-FM	WPOP-AM
5 WHCN-FM	WKSS-FM	WCCC-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WTIC-FM	WDRC-AM	WRCH-FM
3 WRCH-FM	WKSS-FM	WTIC-FM
4 WDRC-AM	WTIC-FM	WPOP-AM
5 WKSS-FM	WRCH-FM	WCCC-FM

Teens
M-S, 6am-Midnight
POP(00): 872

A/M '79	O/N '79	A/M '80
1 WTIC-FM	WTIC-FM	WHCN-FM
2 WHCN-FM	WCCC-FM	WTIC-FM
3 WDRC-AM	WAQY-FM	WCCC-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WTIC-FM	WTIC-AM	WHCN-FM
2 WHCN-FM	WAQY-FM	WCCC-FM
3 WTIC-AM	WCCC-FM	WTIC-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WTIC-FM	WTIC-FM	WTIC-FM
2 WHCN-FM	WAQY-FM	WCCC-FM
3 WCCC-FM	WHCN-FM	WHCN-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2386

A/M '79	O/N '79	A/M '80
1 WTIC-AM	WTIC-AM	WCCC-FM
2 WDRC-AM	WDRC-AM	WTIC-AM
3 WTIC-FM	WTIC-FM	WIOF-FM
4 WYFZ-FM	WHCN-FM	WHCN-FM
5 WRCO-AM	WCCC-FM	WTIC-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRC-AM	WDRC-AM	WCCC-FM
3 WYFZ-FM	WTIC-FM	WIOF-FM
4 WTIC-FM	WHCN-FM	WTIC-FM
5 WRCQ-AM	WCCC-FM	WHCN-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WTIC-AM	WTIC-AM	WCCC-FM
2 WYFZ-FM	WCCC-FM	WHCN-FM
3 WDRC-AM	WDRC-AM	WIOF-FM
4 WTIC-FM	WYFZ-FM	WRCO-AM
5 WCCC-FM	WTIC-FM	WTIC-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 3266

A/M '79	O/N '79	A/M '80
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRC-AM	WKSS-FM	WRCH-FM
3 WTIC-FM	WDRC-AM	WPOP-AM
4 WRCH-FM	WRCH-FM	WDRC-AM
5 WKSS-FM	WRCO-AM	WRCQ-AM

M-F, 6-10am

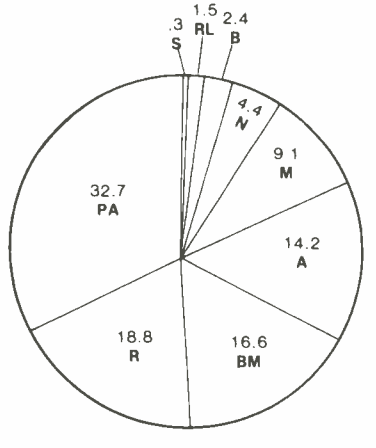
A/M '79	O/N '79	A/M '80
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRC-AM	WDRC-AM	WPOP-AM
3 WTIC-FM	WKSS-FM	WRCH-FM
4 WPOP-AM	WRCH-FM	WDRC-AM
5 WYFZ-FM	WRCQ-AM	WRCQ-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRC-AM	WKSS-FM	WRCH-FM
3 WKSS-FM	WRCQ-AM	WPOP-AM
4 WTIC-FM	WDRC-AM	WRCO-AM
5 WRCH-FM	WRCH-FM	WKSS-FM

Format Penetration Chart

Based On Total Persons 12 +
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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A/M '80 Market Overview

ESF hit Honolulu this survey, and its effects are evident in the outcome of the ratings sweep. Perennial leader **KSSK** (formerly **KGMB**) remained on top of the key sales demos, but **KPIG** surged to a solid 18-34 position, and may have gotten a boost from ESF.

Arbitron estimates that approximately 36% of Honolulu's metro homes are eligible for the ESF procedure, but came up with 46% of the in-tab coming back from homes not listed in the local directories. This figure will probably be adjusted downward in the next sweep or two, but in the meantime it could have given a boost to a youthful appeal station like **KPIG**. Last spring, for example **KPIG** had less than a 2 share 18-34, but this spring the station was tied for second (with **KIKI**) at just under 13. It will be worth watching future survey results to see if the ESF in-tab and **KPIG**'s numbers are both diminished. The big **KPIG** surge among men 18-24 could be subject to reverses if ESF's impact wanes.

Contemporary music leader **KIKI**, like **KPIG**, did little external advertising. The station gave away about \$5000 in a trivia call-in contest, but otherwise made no special effort for this book.

KSSK (KS95) used an extensive ad campaign, totally utilizing TV commercials to highlight the call letter change, which took place in early spring before the survey began. The station ended up with a 24 share among adults 25-54, and leads the 18-34's with a 15 share.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 6016						
A/M '79	O/N '79	A/M '80	Station	Share	Format	
1	KGMB-AM	10.7	KGMB-AM	16.3	KSSK-AM (PA)	18.7
2	KORL-AM	9.6	KIKI-AM	12.2	KIKI-AM (M)	9.8
3	KPOI-AM	8.8	KUMU-FM	7.5	KUMU-FM (BB)	8.1
4	KKUA-AM	7.0	KKUA-AM	7.4	KORL-AM (M)	7.4
5	KUMU-FM	6.6	KHVB-AM	6.8	KPIG-FM (M)	6.4
6	KULA-FM	5.8	KORL-AM	5.7	KKUA-AM (M)	6.3
7	KGU -AM	5.4	KIOE-AM	5.1	KHVB-AM (M)	5.3
8	KHVB-AM	5.4	KPOI-AM	5.0	KCCN-AM (M)	5.2
9	KQMQ-FM	4.8	KGU -AM	4.7	KPOI-AM (O)	4.8
10	KCCN-AM	4.7	KUMU-AM	4.6	KIOE-AM (T)	3.9
11	KUMU-AM	4.5	KCCN-AM	4.3	KDUK-FM (A)	3.3
12	KIKI-AM	4.4	KQMQ-FM	3.1	KQMQ-FM (A)	3.1
13	KIOE-AM	4.0	KPIG-FM	2.6	KUMU-AM (BB)	3.1
14	KOHO-AM	3.1	KULA-FM	2.5	KJYE-FM (BB)	2.9
15	KISA-AM	2.9	KDUK-FM	2.2	KGU -AM (PA)	2.7
16	KDUK-FM	2.1	KAIM-FM	1.9	KULA-FM (M)	2.1
17	KZOO-AM	2.0	KOHO-AM	1.5	KOHO-AM (M)	1.8
18	KKAI-FM	1.9	KKAI-FM	1.1	KAIM-AM (ML)	1.0
19	KPIG-FM	1.3	KAIM-AM	1.0	KDEO-AM (PA)	0.7
20	KAIM-AM	0.8	KZOO-AM	0.8	KZOO-AM (M)	0.7
21	KAIM-FM	0.8	KISA-AM	0.7		
22			KAHU-AM	0.4		

Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 6016						
A/M '79	O/N '79	A/M '80	Station	Share	Format	
1	KGMB-AM	97	KGMB-AM	161	KSSK-AM	196
2	KORL-AM	87	KIKI-AM	121	KIKI-AM	103
3	KPOI-AM	80	KUMU-FM	74	KUMU-FM	85
4	KKUA-AM	64	KKUA-AM	73	KORL-AM	78
5	KUMU-FM	60	KHVB-AM	67	KPIG-FM	67

M-F, 6-10am POP(00): 2593						
A/M '79	O/N '79	A/M '80	Station	Share	Format	
1	KGMB-AM		KGMB-AM		KSSK-AM	
2	KORL-AM		KIKI-AM		KIKI-AM	
3	KPOI-AM		KHVB-AM		KHVB-AM	
4	KHVB-AM		KIOE-AM		KORL-AM	
5	KKUA-AM		KKUA-AM		KUMU-FM	

M-F, 3-7pm POP(00): 2593						
A/M '79	O/N '79	A/M '80	Station	Share	Format	
1	KORL-AM		KIKI-AM		KSSK-AM	
2	KKUA-AM		KGMB-AM		KIKI-AM	
3	KPOI-AM		KUMU-FM		KORL-AM	
4	KGU -AM		KKUA-AM		KPIG-FM	
5	KGMB-AM		KORL-AM		KUMU-FM	

Teens M-S, 6am-Midnight POP(00): 747						
A/M '79	O/N '79	A/M '80	Station	Share	Format	
1	KORL-AM		KIKI-AM		KIKI-AM	
2	KKUA-AM		KORL-AM		KORL-AM	
3	KIKI-AM		KKUA-AM		KKUA-AM	

M-F, 6-10am POP(00): 2593						
A/M '79	O/N '79	A/M '80	Station	Share	Format	
1	KORL-AM		KIKI-AM		KORL-AM	
2	KGMB-AM		KORL-AM		KIKI-AM	
3	KIKI-AM		KGMB-AM		KSSK-AM	

M-F, 3-7pm POP(00): 2593						
A/M '79	O/N '79	A/M '80	Station	Share	Format	
1	KORL-AM		KIKI-AM		KIKI-AM	
2	KIKI-AM		KORL-AM		KORL-AM	
3	KKUA-AM		KGMB-AM		KSSK-AM	

Adults 18-34 M-S, 6am-Midnight POP(00): 2593						
A/M '79	O/N '79	A/M '80	Station	Share	Format	
1	KPOI-AM		KIKI-AM		KSSK-AM	
2	KORL-AM		KKUA-AM		KIKI-AM	
3	KKUA-AM		KGMB-AM		KPIG-FM	
4	KULA-FM		KPOI-AM		KKUA-AM	
5	KQMQ-FM		KUMU-FM		KORL-AM	

M-F, 6-10am POP(00): 2593						
A/M '79	O/N '79	A/M '80	Station	Share	Format	
1	KPOI-AM		KGMB-AM		KIKI-AM	
2	KORL-AM		KIKI-AM		KSSK-AM	
3	KGMB-AM		KKUA-AM		KKUA-AM	
4	KKUA-AM		KPOI-AM		KORL-AM	
5	KGU -AM		KGU -AM		KPIG-FM	

M-F, 3-7pm POP(00): 2593						
A/M '79	O/N '79	A/M '80	Station	Share	Format	
1	KPOI-AM		KIKI-AM		KSSK-AM	
2	KKUA-AM		KKUA-AM		KPIG-FM	
3	KORL-AM		KPOI-AM		KIKI-AM	
4	KULA-FM		KGMB-AM		KORL-AM	
5	KQMQ-FM		KUMU-FM		KKUA-AM	

Adults 25-54 M-S, 6am-Midnight POP(00): 2950						
A/M '79	O/N '79	A/M '80	Station	Share	Format	
1	KPOI-AM		KGMB-AM		KSSK-AM	
2	KGMB-AM		KUMU-FM		KUMU-FM	
3	KUMU-FM		KHVB-AM		KPOI-AM	
4	KGU -AM		KPOI-AM		KCCN-AM	
5	KHVB-AM		KGU -AM		KIKI-AM	

M-F, 6-10am POP(00): 2950						
A/M '79	O/N '79	A/M '80	Station	Share	Format	
1	KGMB-AM		KGMB-AM		KSSK-AM	
2	KPOI-AM		KGU -AM		KUMU-FM	
3	KHVB-AM		KPOI-AM		KHVB-AM	
4	KGU -AM		KIOE-AM		KIKI-AM	
5	KHVB-AM		KHVB-AM		KPOI-AM	

M-F, 3-7pm POP(00): 2950						
A/M '79	O/N '79	A/M '80	Station	Share	Format	
1	KPOI-AM		KGMB-AM		KSSK-AM	
2	KGU -AM		KUMU-FM		KPOI-AM	
3	KUMU-FM		KHVB-AM		KUMU-FM	
4	KUMU-AM		KPOI-AM		KKUA-AM	
5	KHVB-AM		KCCN-AM		KCCN-AM	

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 6016						
A/M '79	O/N '79	A/M '80	Station	Share	Format	
1	KGMB-AM	1797	KGMB-AM	2582	KSSK-AM	2332
2	KORL-AM	1642	KKUA-AM	1642	KIKI-AM	1474
3	KKUA-AM	1550	KIKI-AM	1602	KKUA-AM	1319
4	KHVB-AM	1120	KORL-AM	1529	KORL-AM	1317
5	KULA-FM	1027	KHVB-AM	1216	KHVB-AM	904

M-F, 6-10am POP(00): 2593						
A/M '79	O/N '79	A/M '80	Station	Share	Format	
1	KGMB-AM		KGMB-AM		KSSK-AM	
2	KORL-AM		KIKI-AM		KIKI-AM	
3	KHVB-AM		KKUA-AM		KORL-AM	
4	KKUA-AM		KORL-AM		KKUA-AM	
5	KPOI-AM		KHVB-AM		KHVB-AM	

M-F, 3-7pm POP(00): 2593						
A/M '79	O/N '79	A/M '80	Station	Share	Format	
1	KORL-AM		KGMB-AM		KSSK-AM	
2	KKUA-AM		KIKI-AM		KORL-AM	
3	KULA-FM		KKUA-AM		KIKI-AM	
4	KGMB-AM		KORL-AM		KKUA-AM	
5	KCCN-AM		KHVB-AM		KPIG-FM	

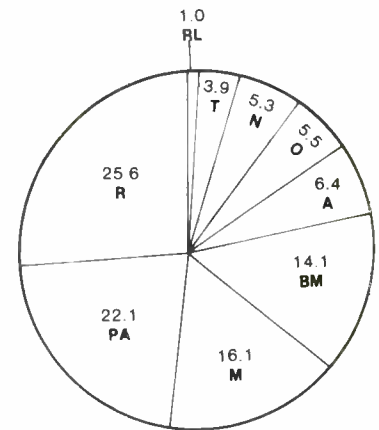
Adults 25-54 M-S, 6am-Midnight POP(00): 2950						
A/M '79	O/N '79	A/M '80	Station	Share	Format	
1	KGMB-AM		KGMB-AM		KSSK-AM	
2	KPOI-AM		KHVB-AM		KPOI-AM	
3	KHVB-AM		KUMU-FM		KUMU-FM	
4	KUMU-FM		KORL-AM		KTI-AM	
5	KGU -AM		KGU -AM		KKUA-AM	

M-F, 6-10am POP(00): 2950						
A/M '79	O/N '79	A/M '80	Station	Share	Format	
1	KGMB-AM		KGMB-AM		KSSK-AM	
2	KPOI-AM		KHVB-AM		KPOI-AM	
3	KHVB-AM		KGU -AM		KKUA-AM	
4	KGU -AM		KKUA-AM		KHVB-AM	
5	KUMU-FM		KUMU-FM		KIKI-AM	

M-F, 3-7pm POP(00): 2950						
A/M '79	O/N '79	A/M '80	Station	Share	Format	
1	KGU -AM		KGMB-AM		KSSK-AM	
2	KPOI-AM		KHVB-AM		KPOI-AM	
3	KHVB-AM		KPOI-AM		KKUA-AM	
4	KUMU-FM		KUMU-FM		KCCN-AM	
5	KGMB-AM		KCCN-AM		KIKI-AM	

Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dance music, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Houston-Galveston

METRO RANK

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A/M '80 Market Overview

The battle between KRLY and KMJQ was won by KRLY in the Spring book, not only for total audience but 18-34's as well. In persons 25-54, KIKK-FM's Country sound remained the favorite.

For the first time since it began airing a modified Contemporary Hit format, KRLY surpassed KMJQ and became the 18-34 leader. In fact, KMJQ's share in this demo was cut in half between the Winter book and the Spring survey. KRLY had a 12 share 18-34, while KMJQ was under 7. Actually, KIKK-FM is number two in the young adult demo. KRLY did nothing out of the ordinary for this survey; advertising in newspapers and on busboards, and giving away a pound of gold on-air.

Other contemporary stations had good books this sweep. KRBE and KAUM (now KSRR) each ended up with about a 6 share 18-34, substantial increases for both. Both stations saw increases in both genders, as opposed to any specific cell concentration. KRBE spent all of its ad dollars on billboards, while KSRR put most of its money into TV. On-air, KSRR had a free-money contest, giving away prizes of \$1000 up to \$10,000 for people who called in when they heard a specific song. The station also changed GM's at the time of the survey, and the new management decided to go commercial-free at night during the latter part of the sweep. KRBE featured a "License To Win" contest, tied in with McDonald's, in which the grand prize was \$10,400. Musically, the stations were in transition — KSRR going harder to attract more males, KRBE looking for a broader appeal, playing the full spectrum of contemporary hits.

KIKK-FM has more than 10% of the 25-54 audience, compared to over 8% for runner-up Beautiful Music KYND. KIKK-FM advertised for this survey using all its dollars for billboards.

KYND's advertising consisted of TV and billboards, and the station sponsored local artists and gave away tickets to Broadway shows. There was a personnel shift, with the morning personality going to afternoons, and vice versa. KYND features the Schulke format.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 23395

	A/M '79	ON '79	J/F '80	A/M '80
1	KMJQ-FM 11.8	KMJQ-FM 8.0	KRLY-FM 9.1	KRLY-FM (B) 9.8
2	KYND-FM 8.4	KYND-FM 7.2	KMJQ-FM 8.0	KIKK-FM (C) 8.6
3	KPRC-AM 7.4	KIKK-FM 6.6	KIKK-FM 7.8	KPRC-AM (D) 7.0
4	KTRH-AM 7.0	KRLY-FM 6.4	KTRH-AM 6.1	KYND-FM (E) 6.7
5	KRBE-FM 6.6	KTRH-AM 5.9	KYND-FM 5.3	KRBE-FM (F) 5.3
6	KIKK-FM 5.3	KPRC-AM 5.7	KPRC-AM 5.3	KMJQ-FM (G) 5.1
7	KILT-AM 4.6	KLOL-FM 5.4	KLOL-FM 4.6	KLOL-FM (A) 4.9
8	KQUE-FM 4.4	KRBE-FM 4.5	KODA-FM 4.2	KAUM-FM (H) 4.7
9	KAUM-FM 4.0	KENR-AM 4.4	KENR-AM 4.0	KILT-FM (I) 4.6
10	KEYH-AM 4.0	KQUE-FM 4.2	KRBE-FM 3.9	KTRH-AM (J) 4.3
11	KILT-FM 3.9	KODA-FM 3.9	KILT-FM 3.8	KODA-FM (K) 4.2
12	KRLY-FM 3.7	KILT-AM 3.8	KILT-AM 3.7	KILT-AM (L) 4.1
13	KENR-AM 3.6	KAUM-FM 3.7	KLAT-AM 3.4	KENR-AM (M) 3.3
14	KLOL-FM 3.5	KFMK-FM 3.0	KQUE-FM 3.2	KLAT-AM (N) 3.1
15	KODA-FM 2.9	KILT-FM 3.0	KULF-AM 3.1	KULF-AM (O) 2.9
16	KULF-AM 2.8	KLAT-AM 2.7	KQUE-FM 3.0	KQUE-FM (P) 2.8
17	KYOK-AM 1.5	KULF-AM 2.5	KEYH-AM 2.6	KFMK-FM (Q) 1.9
18	KNUZ-AM 1.5	KEYH-AM 2.3	KFMK-FM 2.2	KLEF-FM (R) 1.9
19	KCOH-AM 1.4	KLEF-FM 1.6	XXYZ-AM 1.8	KIKK-AM (S) 1.8
20	KLVL-AM 1.3	KNUZ-AM 1.4	KNUZ-AM 1.7	KNUZ-AM (T) 1.5
21	KIKK-AM 1.1	KIKK-AM 1.3	KLEF-FM 1.5	KEYH-AM (U) 1.2
22	KFMK-FM 1.0	KYOK-AM 1.3	KCOH-AM 1.4	KXYZ-AM (V) 1.0
23	KLEF-FM 0.9	KHCB-FM 1.1	KIKK-AM 1.3	KYOK-AM (W) 0.8
24	KHCB-FM 0.9	KXYZ-AM 1.1	KLVL-AM 1.0	KCOH-AM (X) 0.8
25	KODA-AM 0.8	KCOH-AM 1.0	KHCB-FM 1.0	KLVL-AM (Y) 0.7
26	KXYZ-AM 0.6	KFLV-AM 0.8	KYOK-AM 0.8	KHCB-FM (Z) 0.6
27		KFRD-AM 0.6	KFRD-AM 0.6	KFRD-AM (AA) 0.5
28		WTAW-FM 0.5	KIKR-AM 0.5	
29		KMVCV-FM 0.5	KLVI-AM 0.4	

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 23395

	A/M '79	ON '79	J/F '80	A/M '80
1	KMJQ-FM 437	KMJQ-FM 302	KRLY-FM 360	KRLY-FM 375
2	KYND-FM 313	KYND-FM 273	KMJQ-FM 316	KIKK-FM 330
3	KPRC-AM 273	KIKK-FM 252	KIKK-FM 308	KPRC-AM 269
4	KTRH-AM 258	KRLY-FM 244	KTRH-AM 239	KYND-FM 256
5	KRBE-FM 244	KTRH-AM 224	KYND-FM 211	KRBE-FM 203
6	KIKK-FM 195	KPRC-AM 216	KPRC-AM 209	KMJO-FM 197
7	KILT-AM 169	KLOL-FM 204	KLOL-FM 180	KLOL-FM 188
8	KQUE-FM 162	KRBE-FM 171	KODA-FM 167	KAUM-FM 181
9	KAUM-FM 150	KENR-AM 168	KENR-AM 158	KILT-FM 177
10	KEYH-AM 150	KQUE-FM 161	KRBE-FM 153	KTRH-AM 165

M-F, 6-10am

	A/M '79	ON '79	J/F '80	A/M '80
1	KTRH-AM	KTRH-AM	KTRH-AM	KIKK-FM
2	KPRC-AM	KPRC-AM	KIKK-FM	KRLY-FM
3	KMJQ-FM	KIKK-FM	KPRC-AM	KPRC-AM
4	KILT-AM	KYND-FM	KRLY-FM	KYND-FM
5	KYND-FM	KMJQ-FM	KMJQ-FM	KTRH-AM
6	KRBE-FM	KILT-AM	KENR-AM	KILT-FM
7	KIKK-FM	KENR-AM	KILT-AM	KILT-FM
8	KILT-FM	KQUE-FM	KYND-FM	KULF-AM
9	KQUE-FM	KILT-FM	KULF-AM	KMJQ-FM
10	KENR-AM	KRBE-FM	KRBE-FM	KRBE-FM

M-F, 3-7pm

	A/M '79	ON '79	J/F '80	A/M '80
1	KMJQ-FM	KMJQ-FM	KRLY-FM	KRLY-FM
2	KYND-FM	KIKK-FM	KIKK-FM	KIKK-FM
3	KRBE-FM	KRLY-FM	KMJQ-FM	KYND-FM
4	KTRH-AM	KYND-FM	KPRC-AM	KRBE-FM
5	KIKK-FM	KPRC-AM	KYND-FM	KAUM-FM
6	KPRC-AM	KLOL-FM	KTRH-AM	KPRC-AM
7	KLOL-FM	KRBE-FM	KLOL-FM	KMJQ-FM
8	KILT-AM	KTRH-AM	KENR-AM	KILT-AM
9	KAUM-FM	KAUM-FM	KRBE-FM	KLOL-FM
10	KENR-AM	KENR-AM	KODA-FM	KODA-FM

Teens

M-S, 6am-Midnight

POP(00): 3127

	A/M '79	ON '79	J/F '80	A/M '80
1	KMJQ-FM	KRLY-FM	KRLY-FM	KRLY-FM
2	KRBE-FM	KRBE-FM	KRBE-FM	KRBE-FM
3	KAUM-FM	KMJQ-FM	KAUM-FM	KLOL-FM

M-F, 6-10am

	A/M '79	ON '79	J/F '80	A/M '80
1	KRBE-FM	KRBE-FM	KRLY-FM	KRLY-FM
2	KMJQ-FM	KILT-AM	KRBE-FM	KRBE-FM
3	KAUM-FM	KAUM-FM	KAUM-FM	KIKK-FM

M-F, 3-7pm

	A/M '79	ON '79	J/F '80	A/M '80
1	KMJQ-FM	KRLY-FM	KRLY-FM	KRLY-FM
2	KRBE-FM	KMJQ-FM	KRBE-FM	KRBE-FM
3	KAUM-FM	KRBE-FM	KAUM-FM	KAUM-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 9362

	A/M '79	ON '79	J/F '80	A/M '80
1	KMJQ-FM	KMJQ-FM	KMJQ-FM	KRLY-FM
2	KRBE-FM	KLOL-FM	KRLY-FM	KIKK-FM
3	KILT-FM	KIKK-FM	KLOL-FM	KILT-FM
4	KYND-FM	KRLY-FM	KIKK-FM	KLOL-FM
5	KLOL-FM	KRBE-FM	KILT-FM	KMJQ-FM
6	KRLY-FM	KILT-FM	KLAT-AM	KRBE-FM
7	KEYH-AM	KILT-AM	KILT-AM	KAUM-FM
8	KIKK-FM	KAUM-FM	KRBE-FM	KILT-AM
9	KILT-AM	KFMK-FM	KULF-AM	KYND-FM
10	KAUM-FM	KLAT-AM	KEYH-AM	KLAT-AM

M-F, 6-10am

	A/M '79	ON '79	J/F '80	A/M '80
1	KMJQ-FM	KIKK-FM	KMJQ-FM	KIKK-FM
2	KILT-FM	KMJQ-FM	KRLY-FM	KRLY-FM
3	KILT-AM	KILT-FM	KIKK-FM	KILT-FM
4	KRBE-FM	KLOL-FM	KILT-FM	KILT-AM
5	KIKK-FM	KILT-AM	KLOL-FM	KMJQ-FM
6	KYND-FM	KRLY-FM	KULF-AM	KULF-AM
7	KLOL-FM	KAUM-FM	KILT-AM	KRBE-FM
8	KRLY-FM	KRBE-FM	KRBE-FM	KLOL-FM
9	KEYB-AM	KFMK-FM	KLAT-AM	KAUM-FM
10	KAUM-FM	KLAT-AM	KEYH-AM	KYND-FM

M-F, 3-7pm

	A/M '79	ON '79	J/F '80	A/M '80
1	KMJQ-FM	KIKK-FM	KMJQ-FM	KRLY-FM
2	KRBE-FM	KMJQ-FM	KRLY-FM	KIKK-FM
3	KLOL-FM	KLOL-FM	KIKK-FM	KAUM-FM
4	KILT-FM	KRLY-FM	KLOL-FM	KMJQ-FM
5	KYND-FM	KAUM-FM	KILT-FM	KILT-FM
6	KAUM-FM	KRBE-FM	KILT-AM	KRBE-FM
7	KEYB-AM	KFMK-FM	KULF-AM	KLOL-FM
8	KIKK-FM	KILT-AM	KRBE-FM	KILT-AM
9	KILT-AM	KILT-FM	KAUM-FM	KULF-AM
10	KRLY-FM	KULF-AM	KFMK-FM	KLAT-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 12033

	A/M '79	ON '79	J/F '80	A/M '80
1	KYND-FM	KIKK-FM	KIKK-FM	KIKK-FM
2	KMJQ-FM	KMJQ-FM	KMJQ-FM	KYND-FM
3	KIKK-FM	KYND-FM	KYND-FM	KPRC-AM
4	KQUE-FM	KTRH-AM	KRLY-FM	KRLY-FM
5	KTRH-AM	KQUE-FM	KENR-AM	KMJQ-FM
6	KENR-AM	KPRC-AM	KODA-FM	KODA-FM
7	KPRC-AM	KODA-FM	KILT-AM	KILT-AM
8	KEYH-AM	KENR-AM	KPRC-AM	KAUM-FM
9	KODA-FM	KILT-AM	KULF-AM	KQUE-FM
10	KILT-AM	KLOL-FM	KQUE-FM	KILT-FM

M-F, 6-10am

	A/M '79	ON '79	J/F '80	A/M '80
1	KTRH-AM	KIKK-FM	KIKK-FM	KIKK-FM
2	KYND-FM	KTRH-AM	KYND-FM	KYND-FM
3	KILT-AM	KPRC-AM	KTRH-AM	KPRC-AM
4	KMJQ-FM	KYND-FM	KENR-AM	KRLY-FM
5	KIKK-FM	KMJQ-FM	KPRC-AM	KULF-AM
6	KILT-FM	KILT-AM	KILT-AM	KILT-AM
7	KQUE-FM	KQUE-FM	KULF-AM	KILT-FM
8	KENR-AM	KENR-AM	KYND-FM	KTRH-AM
9	KPRC-AM	KODA-FM	KRLY-FM	KMJQ-FM
10	KRBE-FM	KILT-FM	KILT-FM	KENR-AM

M-F, 3-7pm

	A/M '79	ON '79	J/F '80	A/M '80
1	KMJQ-FM	KIKK-FM	KIKK-FM	KIKK-FM
2	KYND-FM	KMJQ-FM	KMJQ-FM	KYND-FM
3	KIKK-FM	KYND-FM	KYND-FM	KRLY-FM
4	KENR-AM	KPRC-AM	KRLY-FM	KPRC-AM
5	KTRH-AM	KODA-FM	KENR-AM	KMJQ-FM
6	KQUE-FM	KQUE-FM	KPRC-AM	KODA-FM
7	KODA-FM	KTRH-AM	KQUE-FM	KODA-FM
8	KILT-AM	KLOL-FM	KILT-AM	KAUM-FM
9	KEYH-AM	KILT-AM	KODA-FM	KULF-AM
10	KRBE-FM	KENR-AM	KULF-AM	KILT-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 23395

	A/M '79	ON '79	J/F '80	A/M '80
1	KRBE-FM 4470	KILT-AM 3775	KRLY-FM 4106	KPRC-AM 3999
2	KILT-AM 3812	KIKK-FM 3735	KIKK-FM 3850	KIKK-FM 3920
3	KMJQ-FM 3571	KTRH-AM 3621	KILT-AM 3399	KRLY-FM 3901
4	KYND-FM 3508	KMJQ-FM 3471	KMJQ-FM 3222	KAUM-FM 3728
5	KPRC-AM 3353	KYND-FM 3409	KRBE-FM 3188	KYND-FM 3616
6	KTRH-AM 3268	KRLY-FM 3348	KPRC-AM 3173	KRBE-FM 3511
7	KIKK-FM 2787	KPRC-AM 3330	KILT-AM 3138	KILT-AM 3024
8	KAUM-FM 2697	KRBE-FM 3255	KTRH-AM 3075	KODA-FM 2782
9	KILT-FM 2527	KAUM-FM 2992	KILT-FM 2600	KTRH-AM 2756
10	KULF-AM 2376	KENR-AM 2655	KAUM-FM 2499	KILT-FM 2736

Houston-Galveston

Continued

M-F, 6-10am			
1	KTRH-AM	KIKK-FM	KRLY-FM
2	KILT-AM	KTRH-AM	KRLY-FM
3	KRBE-FM	KPRC-AM	KPRC-AM
4	KMJQ-FM	KILT-AM	KIKK-FM
5	KPRC-AM	KMJQ-FM	KILT-AM
6	KYND-FM	KYND-FM	KMJQ-FM
7	KILT-FM	KRBE-FM	KYND-FM
8	KIKK-FM	KAUM-FM	KTRH-AM
9	KAUM-FM	KILT-FM	KULF-AM
10	KENR-AM	KODA-FM	KENR-AM

M-F, 3-7pm			
1	KRBE-FM	KMJQ-FM	KRLY-FM
2	KMJQ-FM	KIKK-FM	KIKK-FM
3	KYND-FM	KRBE-FM	KMJQ-FM
4	KILT-AM	KPRC-AM	KRBE-FM
5	KAUM-FM	KYND-FM	KPRC-AM
6	KIKK-FM	KRLY-FM	KYND-FM
7	KPRC-AM	KAUM-FM	KYND-FM
8	KTRH-AM	KAUM-FM	KYND-FM
9	KULF-AM	KLOL-FM	KLOL-FM
10	KILT-FM	KTRH-AM	KILT-FM

Teens
M-S, 6am-Midnight
POP(00): 3127

A/M '79	O/N '79	J/F '80	A/M '80
1	KRBE-FM	KRBE-FM	KRLY-FM
2	KAUM-FM	KRLY-FM	KRBE-FM
3	KILT-AM	KAUM-FM	KRLY-FM

M-F, 6-10am			
1	KRBE-FM	KRBE-FM	KRLY-FM
2	KMJQ-FM	KILT-AM	KRBE-FM
3	KAUM-FM	KAUM-FM	KAUM-FM

M-F, 3-7pm			
1	KRBE-FM	KRBE-FM	KRLY-FM
2	KAUM-FM	KAUM-FM	KRBE-FM
3	KMJQ-FM	KRLY-FM	KAUM-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 9362

A/M '79	O/N '79	J/F '80	A/M '80
1	KRBE-FM	KMJQ-FM	KRLY-FM
2	KILT-AM	KILT-AM	KAUM-FM
3	KMJQ-FM	KRLY-FM	KIKK-FM
4	KILT-FM	KIKK-FM	KILT-AM
5	KLOL-FM	KLOL-FM	KILT-FM
6	KIKK-FM	KAUM-FM	KRBE-FM
7	KAUM-FM	KILT-FM	KILT-AM
8	KRLY-FM	KRBE-FM	KILT-AM
9	KULF-AM	KFMK-FM	KMJQ-FM
10	KYND-FM	KULF-AM	KFMK-FM

M-F, 6-10am			
1	KILT-AM	KIKK-FM	KRLY-FM
2	KILT-FM	KMJQ-FM	KILT-FM
3	KMJQ-FM	KILT-AM	KIKK-FM
4	KRBE-FM	KILT-FM	KILT-AM
5	KLOL-FM	KLOL-FM	KRBE-FM
6	KIKK-FM	KAUM-FM	KLOL-FM
7	KAUM-FM	KRBE-FM	KAUM-FM
8	KULF-AM	KRLY-FM	KRBE-FM
9	KRLY-FM	KULF-AM	KAUM-FM
10	KYND-FM	KFMK-FM	KFMK-FM

M-F, 3-7pm			
1	KMJQ-FM	KMJQ-FM	KRLY-FM
2	KRBE-FM	KIKK-FM	KAUM-FM
3	KILT-FM	KLOL-FM	KIKK-FM
4	KLOL-FM	KAUM-FM	KILT-FM
5	KAUM-FM	KRBE-FM	KRBE-FM
6	KILT-AM	KILT-AM	KILT-AM
7	KIKK-FM	KILT-FM	KILT-AM
8	KULF-AM	KRLY-FM	KMJQ-FM
9	KRLY-FM	KFMK-FM	KULF-AM
10	KYND-FM	KULF-AM	KFMK-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 12033

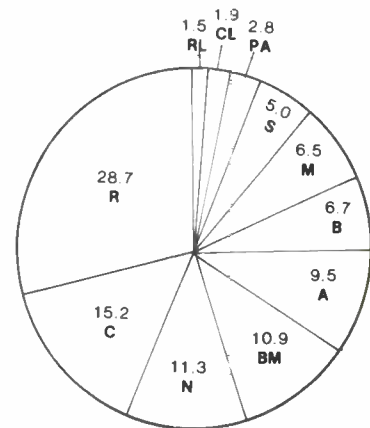
A/M '79	O/N '79	J/F '80	A/M '80
1	KYND-FM	KIKK-FM	KIKK-FM
2	KMJQ-FM	KYND-FM	KYND-FM
3	KILT-AM	KTRH-AM	KILT-AM
4	KIKK-FM	KPRC-AM	KMJQ-FM
5	KTRH-AM	KILT-AM	KPRC-AM
6	KRBE-FM	KMJQ-FM	KRLY-FM
7	KPRC-AM	KENR-AM	KENR-AM
8	KENR-AM	KODA-FM	KULF-AM
9	KILT-FM	KAUM-FM	KTRH-AM
10	KODA-FM	KRBE-FM	KODA-FM

M-F, 6-10am			
1	KTRH-AM	KIKK-FM	KIKK-FM
2	KYND-FM	KPRC-AM	KPRC-AM
3	KILT-AM	KTRH-AM	KILT-AM
4	KMJQ-FM	KMJQ-FM	KTRH-AM
5	KIKK-FM	KILT-AM	KYND-FM
6	KRBE-FM	KYND-FM	KMJQ-FM
7	KENR-AM	KODA-FM	KULF-AM
8	KPRC-AM	KENR-AM	KENR-AM
9	KILT-FM	KULF-AM	KRLY-FM
10	KOUE-FM	KILT-FM	KODA-FM

M-F, 3-7pm			
1	KMJQ-FM	KIKK-FM	KIKK-FM
2	KYND-FM	KMJQ-FM	KPRC-AM
3	KIKK-FM	KPRC-AM	KYND-FM
4	KRBE-FM	KYND-FM	KENR-AM
5	KTRH-AM	KTRH-AM	KPRC-AM
6	KILT-AM	KILT-AM	KILT-AM
7	KENR-AM	KODA-FM	KRLY-FM
8	KPRC-AM	KENR-AM	KULF-AM
9	KULF-AM	KULF-AM	KODA-FM
10	KODA-FM	KAUM-FM	KRBE-FM

Format Penetration Chart

Based On Total Persons 12 +
Average Quarter Hour Listening
Monday-Quarter 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Dallas-Ft. Worth

Continued from Page 80

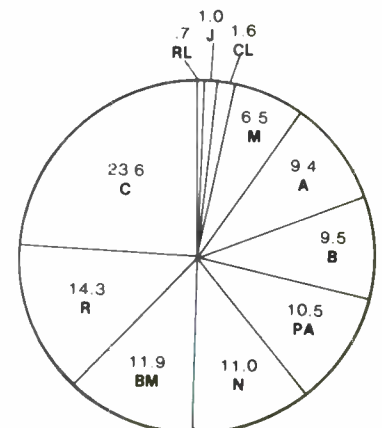
M-F, 3-7pm		
1	KRLD-AM	KVIL-FM
2	KVIL-FM	KSCS-FM
3	WBAP-AM	KRLD-AM
4	KSCS-FM	WBAP-AM
5	KOAX-FM	KMEZ-FM
6	KMEZ-FM	KBOX-AM
7	KBOX-AM	KKDA-FM
8	KLIF-AM	KMCC-FM
9	KKDA-FM	KNUS-FM
10	KTXO-FM	KOAX-FM

Format Penetration Chart

Based On Total Persons 12 +
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight

Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk



Huntington-Ashland

METRO RANK

112

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 2485

A/M '79	O/N '79	A/M '80			
1 WGNT-AM	16.3	WKFE-FM	17.2	WKFE-FM(R)	19.9
2 WTCR-AM	15.4	WGNT-AM	16.9	WTCR-AM(C)	15.3
3 WKEE-FM	15.1	WTCR-AM	15.3	WHEZ-FM(BB)	11.6
4 WAMX-FM	13.1	WHEZ-FM	11.7	WGNT-AM(PA)	11.0
5 WHEZ-FM	11.1	WAMX-FM	8.6	WAMX-FM(R)	9.0
6 WIRO-AM	4.6	WKEE-AM	7.1	WHTN-AM(C)	8.1
7 WKEE-AM	4.0	WEMM-FM	4.3	WIRO-AM(PA)	4.3
8 WNST-AM	3.7	WITO-FM	2.5	WEMM-FM(RL)	3.8
9 WFMM-FM	2.6	WNST-AM	2.5	WCMI-AM(R)	3.2
10 WCMI-AM	1.4	WIRO-AM	2.1	WPAY-FM(RL)	1.7
11 WITO-FM	1.4	WCMI-AM	1.8	WCAR-FM(PA)	1.2
12 WKSD-AM	1.1	WOBE-FM	1.5	WKLC-FM(A)	1.2
13 WOBE-FM	0.9			WNST-AM(C)	0.6
14 WPAY-FM	0.9			WKSD-AM(R)	0.6
15 WPAY-AM	0.9			WPAY-AM(C)	0.6
16 WCAR-FM	0.6				
17 WVAF-FM	0.6				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2485

A/M '79	O/N '79	A/M '80			
1 WGNT-AM	57	WKFE-FM	56	WKFE-FM	69
2 WTCR-AM	54	WGNT-AM	55	WTCR-AM	53
3 WKEE-FM	53	WTCR-AM	50	WHEZ-FM	40
4 WAMX-FM	46	WHEZ-FM	39	WGNT-AM	38
5 WHEZ-FM	39	WAMX-FM	28	WAMX-FM	31

M-F, 6-10am

1 WGNT-AM	WGNT-AM	WKFE-FM
2 WKEE-FM	WTCR-AM	WGNT-AM
3 WAMX-FM	WKFE-FM	WTCR-AM
4 WTCR-AM	WHEZ-FM	WHEZ-FM
5 WHEZ-FM	WAMX-FM	WAMX-FM

M-F, 3-7pm

1 WKEE-FM	WKEE-FM	WKEE-FM
2 WTCR-AM	WGNT-AM	WHEZ-FM
3 WHEZ-FM	WHEZ-FM	WTCR-AM
4 WAMX-FM	WAMX-FM	WAMX-FM
5 WGNT-AM	WTCR-AM	WGNT-AM

Teens
M-S, 6am-Midnight
POP(00): 306

A/M '79	O/N '79	A/M '80
1 WAMY-FM	WKEE-FM	WKEE-FM
2 WKEE-FM	WAMX-FM	WAMY-FM
3 WKEE-AM	WKEE-AM	WTCR-AM

M-F, 6-10am

1 WAMX-FM	WKEE-FM	WKEE-FM
2 WKEE-FM	WAMX-FM	WAMX-FM
3 WGNT-AM	WGNT-AM	WTCR-AM

M-F, 3-7pm

1 WAMX-FM	WKEE-FM	WKEE-FM
2 WKEE-FM	WAMX-FM	WAMX-FM
3 WKEE-AM	WKEE-AM	WHTN-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 848

A/M '79	O/N '79	A/M '80
1 WKEE-FM	WKEE-FM	WKEE-FM
2 WAMX-FM	WTCR-AM	WTCR-AM
3 WTCR-AM	WGNT-AM	WAMX-FM
4 WGNT-AM	WKEE-AM	WHTN-AM
5 WKEE-AM	WAMX-FM	WGNT-AM

M-F, 6-10am

1 WKEE-FM	WGNT-AM	WKEE-FM
2 WAMX-FM	WKEE-FM	WTCR-AM
3 WGNT-AM	WTCR-AM	WGNT-AM
4 WTCR-AM	WKEE-AM	WHTN-AM
5 WIRO-AM	WAMX-FM	WAMX-FM

M-F, 3-7pm

1 WKEE-FM	WKEE-FM	WKEE-FM
2 WAMX-FM	WKEE-AM	WAMX-FM
3 WTCR-AM	WAMX-FM	WHTN-AM
4 WKEE-AM	WGNT-AM	WGNT-AM
5 WGNT-AM	WTCR-AM	WTCR-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1166

A/M '79	O/N '79	A/M '80
1 WTCR-AM	WTCR-AM	WTCR-AM
2 WGNT-AM	WGNT-AM	WHEZ-FM
3 WHEZ-FM	WHEZ-FM	WKEE-FM
4 WKEE-FM	WKEE-FM	WGNT-AM
5 WAMX-FM	WKEE-AM	WAMX-FM

M-F, 6-10am

1 WGNT-AM	WGNT-AM	WGNT-AM
2 WTCR-AM	WTCR-AM	WTCR-AM
3 WKEE-FM	WHEZ-FM	WHEZ-FM
4 WAMX-FM	WIRO-AM	WKEE-FM
5 WHEZ-FM	WKEE-FM	WAMX-FM

M-F, 3-7pm

1 WTCR-AM	WGNT-AM	WTCR-AM
2 WHEZ-FM	WTCR-AM	WHEZ-FM
3 WGNT-AM	WKEE-FM	WGNT-AM
4 WKEE-FM	WHEZ-FM	WKEE-FM
5 WAMX-FM	WKEE-AM	WAMX-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2485

A/M '79	O/N '79	A/M '80			
1 WGNT-AM	770	WGNT-AM	886	WKEE-FM	815
2 WKEE-FM	745	WKEE-FM	878	WGNT-AM	704
3 WAMX-FM	692	WAMX-FM	622	WTCR-AM	589
4 WTCR-AM	520	WTCR-AM	558	WAMX-FM	513
5 WHEZ-FM	469	WHEZ-FM	526	WHTN-AM	486

M-F, 6-10am

1 WGNT-AM	WGNT-AM	WKEE-FM
2 WAMX-FM	WKEE-FM	WGNT-AM
3 WKEE-FM	WTCR-AM	WTCR-AM
4 WTCR-AM	WAMX-FM	WHEZ-FM
5 WHEZ-FM	WHEZ-FM	WAMX-FM

M-F, 3-7pm

1 WKEE-FM	WKEE-FM	WKEE-FM
2 WGNT-AM	WGNT-AM	WAMX-FM
3 WAMX-FM	WAMX-FM	WGNT-AM
4 WTCR-AM	WTCR-AM	WTCR-AM
5 WHEZ-FM	WHEZ-FM	WHTN-AM

Teens
M-S, 6am-Midnight
POP(00): 306

A/M '79	O/N '79	A/M '80
1 WAMX-FM	WKEE-FM	WKEE-FM
2 WKEE-FM	WAMX-FM	WAMX-FM
3 WKEE-AM	WKEE-AM	WGNT-AM

M-F, 6-10am

1 WAMX-FM	WKEE-FM	WKEE-FM
2 WKEE-FM	WAMX-FM	WAMX-FM
3 WGNT-AM	WKEE-AM	WHTN-AM

M-F, 3-7pm

1 WAMX-FM	WKEE-FM	WKEE-FM
2 WKEE-FM	WAMX-FM	WAMX-FM
3 WKEE-AM	WKEE-AM	WTCR-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 848

A/M '79	O/N '79	A/M '80
1 WKEE-FM	WKEE-FM	WKEE-FM
2 WAMX-FM	WAMX-FM	WHTN-AM
3 WKEE-AM	WGNT-AM	WAMX-FM
4 WGNT-AM	WKEE-AM	WTCR-AM
5 WTCR-AM	WTCR-AM	WGNT-AM

M-F, 6-10am

1 WAMX-FM	WKEE-FM	WKEE-FM
2 WKEE-FM	WGNT-AM	WHTN-AM
3 WGNT-AM	WKEE-AM	WGNT-AM
4 WTCR-AM	WAMX-FM	WTCR-AM
5 WKEE-AM	WTCR-AM	WAMX-FM

M-F, 3-7pm

1 WKEE-FM	WKEE-FM	WKEE-FM
2 WAMX-FM	WAMX-FM	WAMX-FM
3 WKEE-AM	WGNT-AM	WHTN-AM
4 WGNT-AM	WKEE-AM	WGNT-AM
5 WTCR-AM	WTCR-AM	WTCR-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1166

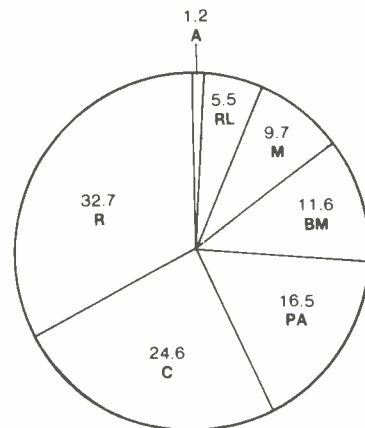
A/M '79	O/N '79	A/M '80
1 WGNT-AM	WGNT-AM	WGNT-AM
2 WTCR-AM	WTCR-AM	WTCR-AM
3 WKEE-FM	WHEZ-FM	WKEE-FM
4 WHEZ-FM	WKEE-FM	WHEZ-FM
5 WAMX-FM	WAMX-FM	WHTN-AM

M-F, 6-10am

1 WGNT-AM	WGNT-AM	WGNT-AM
2 WTCR-AM	WTCR-AM	WTCR-AM
3 WHEZ-FM	WHEZ-FM	WHEZ-FM
4 WKEE-FM	WKEE-FM	WKEE-FM
5 WAMX-FM	WKEE-AM	WHTN-AM

M-F, 3-7pm

1 WTCR-AM	WGNT-AM	WTCR-AM
2 WGNT-AM	WTCR-AM	WKEE-FM
3 WKEE-FM	WHEZ-FM	WTCR-AM
4 WHEZ-FM	WKEE-FM	WHEZ-FM
5 WKEE-AM	WAMX-FM	WHTN-AM



Format Legend

A-AOR. B-Black. BB-Big Band. BM-Beautiful Music. C-Country. CL-Classical. D-Dancemusic. J-Jazz. M-Miscellaneous. N-News. O-Oldies. PA-Pop Adult. R-Rock. RL-Religious. S-Spanish. T-Talk.

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METRO RANK

115

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2432

	A/M '78	A/M '79	A/M '80	
1	WAA Y-AM	15.2	WAA Y-AM	15.8
2	WBHP-AM	12.7	WBHP-AM	11.9
3	WQEN-FM	8.2	WZYP-FM	9.8
4	WVOV-AM	7.3	WQEN-FM	7.7
5	WRS A-FM	7.0	WFIX-AM	6.0
6	WJMW-AM	6.4	WRS A-FM	5.6
7	WTWX-FM	4.8	WAHR-FM	4.6
8	WEUP-AM	3.6	WEUP-AM	4.2
9	WFIX-AM	3.3	WAVU-AM	4.2
10	WAHR-FM	3.0	WJMW-AM	3.5
11	WRAB-AM	3.0	WVOV-AM	3.5
12	WNSA-FM	3.0	WQSB-FM	2.5
13	WGSV-AM	1.5	WTWX-FM	1.8
14	WKAC-AM	1.5	WQLT-FM	1.8
15	WAA X-AM	1.2	WGSV-AM	1.4
16	WSM -AM	0.9	WRAB-AM	1.4
17	WQLT-FM	0.9	WKAC-AM	1.1
18	WSLV-AM	0.9	WSM -AM	0.7
19	WQSB-FM	0.6	WDRM-FM	0.7
20		WSLV-AM	0.7	

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2432

	A/M '78	A/M '79	A/M '80	
1	WAA Y-AM	50	WAA Y-AM	45
2	WBHP-AM	42	WBHP-AM	34
3	WQEN-FM	27	WZYP-FM	28
4	WVOV-AM	24	WQEN-FM	22
5	WRS A-FM	23	WFIX-AM	17

M-F, 6-10am

	A/M '78	A/M '79	A/M '80	
1	WAA Y-AM	WAA Y-AM	WBHP-AM	
2	WBHP-AM	WBHP-AM	WAA Y-AM	
3	WJMW-AM	WZYP-FM	WZYP-FM	
4	WQEN-FM	WFIX-AM	WAHR-FM	
5	WFIX-AM	WRS A-FM	WQEN-FM	

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80	
1	WAA Y-AM	WAA Y-AM	WAA Y-AM	
2	WBHP-AM	WZYP-FM	WBHP-AM	
3	WVOV-AM	WQEN-FM	WZYP-FM	
4	WRS A-FM	WBHP-AM	WAHR-FM	
5	WQEN-FM	WFIX-AM	WQEN-FM	

Teens

M-S, 6am-Midnight

POP(00): 325

	A/M '78	A/M '79	A/M '80	
1	WAA Y-AM	WQEN-FM	WAA Y-AM	
2	WQEN-FM	WAA Y-AM	WAHR-FM	
3	WVOV-AM	WZYP-FM	WQEN-FM	

M-F, 6-10am

	A/M '78	A/M '79	A/M '80	
1	WAA Y-AM	WAA Y-AM	WAA Y-AM	
2	WQEN-FM	WQEN-FM	WAHR-FM	
3	WVOV-AM	WZYP-FM	WQEN-FM	

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80	
1	WAA Y-AM	WQEN-FM	WAA Y-AM	
2	WQEN-FM	WAA Y-AM	WAHR-FM	
3	WVOV-AM	WZYP-FM	WQEN-FM	

Adults 18-34

M-S, 6am-Midnight

POP(00): 969

	A/M '78	A/M '79	A/M '80	
1	WAA Y-AM	WAA Y-AM	WZYP-FM	
2	WVOV-AM	WZYP-FM	WAA Y-AM	
3	WQEN-FM	WBHP-AM	WAHR-FM	
4	WBHP-AM	WAHR-FM	WBHP-AM	
5	WTWX-FM	WVOV-AM	WQEN-FM	

M-F, 6-10am

	A/M '78	A/M '79	A/M '80	
1	WAA Y-AM	WAA Y-AM	WAA Y-AM	
2	WQEN-FM	WZYP-FM	WZYP-FM	
3	WTWX-FM	WBHP-AM	WBHP-AM	
4	WBHP-AM	WVOV-AM	WAHR-FM	
5	WVOV-AM	WAHR-FM	WQEN-FM	

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80	
1	WAA Y-AM	WAA Y-AM	WAA Y-AM	
2	WBHP-AM	WZYP-FM	WZYP-FM	
3	WVOV-AM	WAHR-FM	WAHR-FM	
4	WTWX-FM	WBHP-AM	WQEN-FM	
5	WAHR-FM	WEUP-AM	WBHP-AM	

Adults 25-54

M-S, 6am-Midnight

POP(00): 1268

	A/M '78	A/M '79	A/M '80	
1	WBHP-AM	WAA Y-AM	WBHP-AM	
2	WAA Y-AM	WBHP-AM	WZYP-FM	
3	WRS A-FM	WZYP-FM	WAA Y-AM	
4	WJMW-AM	WRS A-FM	WAHR-FM	
5	WTWX-FM	WFIX-AM	WTWX-FM	

M-F, 6-10am

	A/M '78	A/M '79	A/M '80	
1	WAA Y-AM	WBHP-AM	WBHP-AM	
2	WBHP-AM	WAA Y-AM	WAA Y-AM	
3	WJMW-AM	WZYP-FM	WZYP-FM	
4	WRS A-FM	WFIX-AM	WTWX-FM	
5	WTWX-FM	WRS A-FM	WAHR-FM	

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80	
1	WAA Y-AM	WAA Y-AM	WBHP-AM	
2	WBHP-AM	WBHP-AM	WZYP-FM	
3	WRS A-FM	WFIX-AM	WAA Y-AM	
4	WTWX-FM	WZYP-FM	WAHR-FM	
5	WJMW-AM	WQEN-FM	WFIX-AM	

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2432

	A/M '78	A/M '79	A/M '80	
1	WAA Y-AM	811	WAA Y-AM	797
2	WBHP-AM	568	WBHP-AM	544
3	WVOV-AM	439	WZYP-FM	453
4	WRS A-FM	377	WFIX-AM	305
5	WFIX-AM	290	WEUP-AM	253

M-F, 6-10am

	A/M '78	A/M '79	A/M '80	
1	WAA Y-AM	WAA Y-AM	WAA Y-AM	
2	WBHP-AM	WBHP-AM	WBHP-AM	
3	WVOV-AM	WZYP-FM	WAHR-FM	
4	WFIX-AM	WFIX-AM	WZYP-FM	
5	WRS A-FM	WEUP-AM	WFIX-AM	

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80	
1	WAA Y-AM	WAA Y-AM	WAA Y-AM	
2	WBHP-AM	WBHP-AM	WBHP-AM	
3	WVOV-AM	WZYP-FM	WZYP-FM	
4	WRS A-FM	WQEN-FM	WAHR-FM	
5	WQEN-FM	WAHR-FM	WEUP-AM	

Teens

M-S, 6am-Midnight

POP(00): 325

	A/M '78	A/M '79	A/M '80	
1	WAA Y-AM	WAA Y-AM	WAA Y-AM	
2	WVOV-AM	WZYP-FM	WZYP-FM	
3	WQEN-FM	WQEN-FM	WAHR-FM	

M-F, 6-10am

	A/M '78	A/M '79	A/M '80	
1	WAA Y-AM	WAA Y-AM	WAA Y-AM	
2	WVOV-AM	WQEN-FM	WAHR-FM	
3	WQEN-FM	WZYP-FM	WZYP-FM	

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80	
1	WAA Y-AM	WAA Y-AM	WAA Y-AM	
2	WVOV-AM	WQEN-FM	WAHR-FM	
3	WQEN-FM	WZYP-FM	WZYP-FM	

Adults 18-34

M-S, 6am-Midnight

POP(00): 969

	A/M '78	A/M '79	A/M '80	
1	WAA Y-AM	WAA Y-AM	WAA Y-AM	
2	WVOV-AM	WZYP-FM	WZYP-FM	
3	WBHP-AM	WBHP-AM	WAHR-FM	
4	WQEN-FM	WAHR-FM	WBHP-AM	
5	WAHR-FM	WEUP-AM	WQEN-FM	

M-F, 6-10am

	A/M '78	A/M '79	A/M '80	
1	WAA Y-AM	WAA Y-AM	WAA Y-AM	
2	WBHP-AM	WZYP-FM	WZYP-FM	
3	WVOV-AM	WBHP-AM	WAHR-FM	
4	WQEN-FM	WAHR-FM	WBHP-AM	
5	WAHR-FM	WEUP-AM	WFIX-AM	

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80	
1	WAA Y-AM	WAA Y-AM	WAA Y-AM	
2	WBHP-AM	WZYP-FM	WZYP-FM	
3	WVOV-AM	WBHP-AM	WAHR-FM	
4	WQEN-FM	WAHR-FM	WBHP-AM	
5	WTWX-FM	WQEN-FM	WFIX-AM	

Adults 25-54

M-S, 6am-Midnight

POP(00): 1268

	A/M '78	A/M '79	A/M '80	
1	WAA Y-AM	WAA Y-AM	WBHP-AM	
2	WBHP-AM	WBHP-AM	WAA Y-AM	
3	WRS A-FM	WZYP-FM	WZYP-FM	
4	WFIX-AM	WFIX-AM	WFIX-AM	
5	WNSA-FM	WRS A-FM	WAHR-FM	

M-F, 6-10am

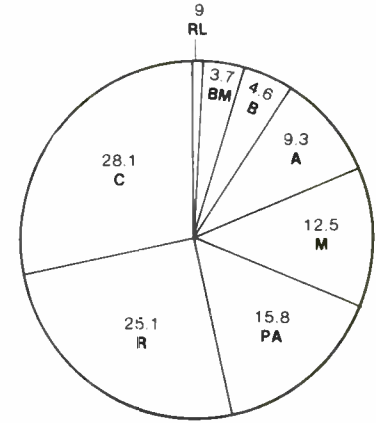
1	WAA Y-AM	WAA Y-AM	WAA Y-AM
2	WBHP-AM	WBHP-AM	WBHP-AM
3	WRS A-FM	WFIX-AM	WZYP-FM
4	WFIX-AM	WZYP-FM	WFIX-AM
5	WJMW-AM	WEUP-AM	WAHR-FM

M-F, 3-7pm

1	WAA Y-AM	WAA Y-AM	WAA Y-AM
2	WBHP-AM	WBHP-AM	WBHP-AM
3	WRS A-FM	WZYP-FM	WZYP-FM
4	WFIX-AM	WFIX-AM	WAHR-FM
5	WTWX-FM	WQEN-FM	WFIX-AM

Formal Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Indianapolis

METRO RANK **33**

A/M '80 Market Overview

The Indianapolis market has been going through Arbitron changes for the past year, and this book was no exception. Last spring the market adopted Quarterly Measurement, and the fall book last year featured ESF for the first time. This spring survey marked the first time ESF had been used at this time of year. Perhaps as a result, ESF's impact on the in-tab was up slightly, from 25% of the metro returns to approximately 34%. Diary return overall was down about 20%, magnifying the ESF impact.

Even with a hint of instability in the diary return, the top two stations in the market remained in place, Pop/Adult **WIBC** and Beautiful Music **WXTZ**. The real mover was **Hefel's WIKS**, which continued to evolve from Dancemusic to a more contemporary sound.

In the race for the 18-34 lead, **WNAP** won, followed closely by **WIKS**, **WFBQ** and **WTLC**. **WNAP's** share of the 18-34 cell slipped but gained the lead

after **WFBQ** dropped by approximately 25%. **WFBQ's** problems may have been related to a complete staff turnover prior to the book. As it is, **WFBQ**, with its **Superstars** format, remained king among men 18-24.

WIKS spent a great deal of money in the fall, picking up significant audience. This sweep the station repositioned itself, became the top teen station (with a 33 share), and added five points to its 18-34 share. There were extensive staff changes on-air, a smaller ad budget was used for promotion, and small giveaways were used on-air. **WIKS** ended up with just under a 13 share of the 18-34 audience.

Virtually tied with **WIKS** were **WFBQ** and **WTLC**. **Black-formatted WTLC** maintained its usual low advertising profile but rose to approximately 12 share 18-34's.

The key to the strength of **WIBC** was extremely well-balanced demo appeal among adults 25+. **WIBC** was the only Indianapolis station to score in double digits in both 18-34 and 25-54 adults. With over 11% of the 18-34 market and just over 19% of the 25-54 cell, **WIBC** was in an enviable position. While **WIBC's** 25-54 share increased, both **WXTZ** and **WIRE** slipped. **WXTZ**, a **Schulke** station, used the **Patrick O'Neal** TV spot to promote itself.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 9461

	A/M '79	O/N '79	A/M '80
1 WIBC-AM	17.5	WIBC-AM	15.9
2 WXTZ-FM	13.6	WXTZ-FM	13.5
3 WIRE-AM	11.9	WFBQ-FM	9.9
4 WNAP-FM	8.9	WTLC-FM	9.8
5 WTLC-FM	8.8	WIRE-AM	9.5
6 WFBQ-FM	8.7	WFMS-FM	8.4
7 WFMS-FM	7.1	WNAP-FM	8.1
8 WNDE-AM	6.0	WNDE-AM	5.4
9 WIFE-AM	4.9	WIKS-FM	4.6
10 WATI-AM	2.7	WIFE-AM	3.4
11 WXLW-AM	1.7	WATI-AM	2.5
12 WBRI-AM	0.9	WXLW-AM	1.3
13 WIKS-FM	0.8	WBRI-AM	0.8
14 WLHN-FM	0.6	WART-FM	0.7
15 WCBK-FM	0.5	WGTC-FM	0.5
16 WGRF-FM	0.4	WSVL-FM	0.5
17 WSVL-FM	0.4	WLHN-FM	0.4
18 WSVL-FM	0.3	WCBK-FM	0.3
19 WCBK-AM	0.1	WSVL-AM	0.1
20		WGRF-FM	0.3
21		WNON-FM	0.3

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 9461

	A/M '79	O/N '79	A/M '80
1 WIBC-AM	247	WIBC-AM	229
2 WXTZ-FM	191	WXTZ-FM	194
3 WIRE-AM	168	WFBQ-FM	142
4 WNAP-FM	126	WTLC-FM	141
5 WTLC-FM	124	WIRE-AM	136

M-F, 6-10am

1 WIBC-AM	WIBC-AM	WIBC-AM
2 WIRE-AM	WIRE-AM	WIRE-AM
3 WXTZ-FM	WXTZ-FM	WXTZ-FM
4 WNAP-FM	WNAP-FM	WTLC-FM
5 WTLC-FM	WFBQ-FM	WFMS-FM

M-F, 3-7pm

1 WIBC-AM	WIBC-AM	WIBC-AM
2 WXTZ-FM	WXTZ-FM	WXTZ-FM
3 WIRE-AM	WFBQ-FM	WIKS-FM
4 WFBQ-FM	WTLC-FM	WTLC-FM
5 WTLC-FM	WIRE-AM	WIRE-AM

Teens
M-S, 6am-Midnight
POP(00): 1296

	A/M '79	O/N '79	A/M '80
1 WNDE-AM	WFBQ-FM	WIKS-FM	WIKS-FM
2 WTLC-FM	WTLC-FM	WTLC-FM	WTLC-FM
3 WIFE-AM	WNDE-AM	WFBQ-FM	WFBQ-FM

M-F, 6-10am

1 WNDE-AM	WNDE-AM	WIKS-FM
2 WNAP-FM	WFBQ-FM	WTLC-FM
3 WTLC-FM	WNAP-FM	WNAP-FM

M-F, 3-7pm

1 WNDE-AM	WFBQ-FM	WIKS-FM
2 WTLC-FM	WTLC-FM	WFBQ-FM
3 WIFE-AM	WNDE-AM	WTLC-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3457

	A/M '79	O/N '79	A/M '80
1 WFBQ-FM	WFBQ-FM	WNAP-FM	WNAP-FM
2 WNAP-FM	WNAP-FM	WIKS-FM	WIKS-FM
3 WIBC-AM	WIBC-AM	WFBQ-FM	WFBQ-FM
4 WTLC-FM	WTLC-FM	WTLC-FM	WTLC-FM
5 WIRE-AM	WFMS-FM	WIBC-AM	WIBC-AM

M-F, 6-10am

1 WIBC-AM	WNAP-FM	WIBC-AM
2 WNAP-FM	WIBC-AM	WNAP-FM
3 WFBQ-FM	WFBQ-FM	WFBQ-FM
4 WIRE-AM	WTLC-FM	WNDE-AM
5 WTLC-FM	WFMS-FM	WTLC-FM

M-F, 3-7pm

1 WFBQ-FM	WFBQ-FM	WIKS-FM
2 WIBC-AM	WNAP-FM	WNAP-FM
3 WNAP-FM	WTLC-FM	WFBQ-FM
4 WTLC-FM	WIBC-AM	WTLC-FM
5 WNDE-AM	WFMS-FM	WNDE-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 4565

	A/M '79	O/N '79	A/M '80
1 WIBC-AM	WIBC-AM	WIBC-AM	WIBC-AM
2 WXTZ-FM	WXTZ-FM	WXTZ-FM	WXTZ-FM
3 WIRE-AM	WIRE-AM	WFMS-FM	WFMS-FM
4 WFMS-FM	WFMS-FM	WIRE-AM	WIRE-AM
5 WTLC-FM	WTLC-FM	WTLC-FM	WTLC-FM

M-F, 6-10am

1 WIBC-AM	WIBC-AM	WIBC-AM
2 WIRE-AM	WIRE-AM	WIRE-AM
3 WXTZ-FM	WXTZ-FM	WFMS-FM
4 WFMS-FM	WFMS-FM	WXTZ-FM
5 WNAP-FM	WTLC-FM	WTLC-FM

M-F, 3-7pm

1 WIBC-AM	WIBC-AM	WIBC-AM
2 WXTZ-FM	WXTZ-FM	WXTZ-FM
3 WIRE-AM	WIRE-AM	WIRE-AM
4 WFMS-FM	WFMS-FM	WFMS-FM
5 WNAP-FM	WTLC-FM	WTLC-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 9461

	A/M '79	O/N '79	A/M '80
1 WIBC-AM	3054	WIBC-AM	2753
2 WIRE-AM	1997	WIRE-AM	1982
3 WXTZ-FM	1975	WXTZ-FM	1949
4 WNAP-FM	1781	WNDE-AM	1783
5 WNDE-AM	1736	WNAP-FM	1706

M-F, 6-10am

1 WIBC-AM	WIBC-AM	WIBC-AM
2 WIRE-AM	WIRE-AM	WIRE-AM
3 WNDE-AM	WXTZ-FM	WNAP-FM
4 WNAP-FM	WNDE-AM	WXTZ-FM
5 WXTZ-FM	WNAP-FM	WNDE-AM

M-F, 3-7pm

1 WIBC-AM	WIBC-AM	WIBC-AM
2 WXTZ-FM	WXTZ-FM	WXTZ-FM
3 WIRE-AM	WNAP-FM	WIKS-FM
4 WNDE-AM	WFBQ-FM	WNAP-FM
5 WNAP-FM	WNDE-AM	WIRE-AM

Teens
M-S, 6am-Midnight
POP(00): 1296

	A/M '79	O/N '79	A/M '80
1 WNDE-AM	WNDE-AM	WIKS-FM	
2 WIFE-AM	WFBQ-FM	WNDE-AM	
3 WNAP-FM	WNAP-FM	WNAP-FM	

M-F, 6-10am

1 WNDE-AM	WNDE-AM	WIKS-FM
2 WIFE-AM	WFBQ-FM	WNAP-FM
3 WNAP-FM	WNAP-FM	WFBQ-FM

M-F, 3-7pm

1 WNDE-AM	WNDE-AM	WIKS-FM
2 WIFE-AM	WFBQ-FM	WFBQ-FM
3 WNAP-FM	WNAP-FM	WNAP-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3457

	A/M '79	O/N '79	A/M '80
1 WNAP-FM	WNAP-FM	WNAP-FM	
2 WIBC-AM	WFBQ-FM	WIKS-FM	
3 WFBQ-FM	WIBC-AM	WIBC-AM	
4 WNDE-AM	WNDE-AM	WNDE-AM	
5 WIFE-AM	WIKS-FM	WFBQ-FM	

M-F, 6-10am

1 WIBC-AM	WNAP-FM	WNAP-FM
2 WNAP-FM	WIBC-AM	WIBC-AM
3 WFBQ-FM	WFBQ-FM	WNDE-AM
4 WNDE-AM	WNDE-AM	WIKS-FM
5 WIRE-AM	WIFE-AM	WFBQ-FM

M-F, 3-7pm

1 WIBC-AM	WNAP-FM	WNAP-FM
2 WNAP-FM	WIBC-AM	WIKS-FM
3 WFBQ-FM	WIBC-AM	WIBC-AM
4 WNDE-AM	WNDE-AM	WNDE-AM
5 WIRE-AM	WIKS-FM	WFBQ-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 4565

	A/M '79	O/N '79	A/M '80
1 WIBC-AM	WIBC-AM	WIBC-AM	
2 WIRE-AM	WIRE-AM	WIRE-AM	
3 WXTZ-FM	WXTZ-FM	WXTZ-FM	
4 WFMS-FM	WNDE-AM	WFMS-FM	
5 WNAP-FM	WFMS-FM	WIKS-FM	

M-F, 6-10am

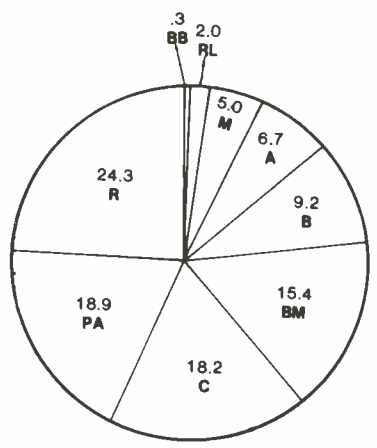
1 WIBC-AM	WIBC-AM	WIBC-AM
2 WIRE-AM	WIRE-AM	WIRE-AM
3 WXTZ-FM	WXTZ-FM	WFMS-FM
4 WFMS-FM	WNDE-AM	WNDE-AM
5 WNAP-FM	WFMS-FM	WXTZ-FM

M-F, 3-7pm

1 WIBC-AM	WIBC-AM	WIBC-AM
2 WIRE-AM	WXTZ-FM	WXTZ-FM
3 WXTZ-FM	WIRE-AM	WIRE-AM
4 WFMS-FM	WFMS-FM	WNDE-AM
5 WNAP-FM	WNDE-AM	WFMS-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Jackson, MS

METRO RANK **113**

Average Persons 12+ Share Trends

Wooday-Sunday, 6am-Midnight
POP(00): 2454

A/M '78	A/M '79	A/M '80			
1 WJDX-AM	18.1	WLSI-AM	16.7	WJMI-FM(8)	20.2
2 WLSI-AM	14.9	WJDX-AM	16.1	WLSI-AM(PA)	15.3
3 WJMI-FM	14.0	WLN-FM	13.0	WLN-FM(8)	14.6
4 WZZQ-FM	12.9	WJMI-FM	11.1	WJDX-AM(8)	10.0
5 WLN-FM	11.4	WZZQ-FM	9.6	WTYX-FM(8)	8.1
6 WOKJ-AM	8.5	WKXI-AM	9.3	WZZQ-FM(A)	8.1
7 WKXI-FM	5.3	WTYX-FM	6.2	WKXI-AM(8)	6.2
8 WYIG-AM	3.2	WOKJ-AM	5.6	WOKJ-AM(8)	4.4
9 WJQS-AM	2.9	WJQS-AM	3.4	WJQS-AM(C)	4.0
10 WRBC-AM	1.8	WJFR-FM	0.9	WCCL-AM(C)	2.8
11 WJXN-AM	1.5	WYIG-AM	0.9	WJXN-AM(8)	2.8
12 WJFR-FM	1.5	WKYV-FM(C)	0.9	WJFR-FM(8)	0.9
13 WRKN-AM	0.6	WJFR-FM(8)	0.6		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2454

A/M '78	A/M '79	A/M '80			
1 WJDX-AM	62	WLSI-AM	54	WJMI-FM	65
2 WLSI-AM	51	WJDX-AM	52	WLSI-AM	49
3 WJMI-FM	48	WLN-FM	42	WLN-FM	47
4 WZZQ-FM	44	WJMI-FM	36	WJDX-AM	32
5 WLN-FM	39	WZZQ-FM	31	WTYX-FM	26

M-F, 6-10am

1 WJDX-AM	WLSI-AM	WLSI-AM
2 WLSI-AM	WJDX-AM	WJMI-FM
3 WJMI-FM	WKXI-AM	WJDX-AM
4 WZZQ-FM	WJMI-FM	WLN-FM
5 WOKJ-AM	WLN-FM	WZZQ-FM

M-F, 3-7pm

1 WJMI-FM	WJDX-AM	WJMI-FM
2 WJDX-AM	WLN-FM	WLN-FM
3 WZZQ-FM	WLSI-AM	WTYX-FM
4 WLSI-AM	WJMI-FM	WLSI-AM
5 WLN-FM	WZZQ-FM	WJDX-AM

Teens
M-S, 6am-Midnight
POP(00): 339

A/M '78	A/M '79	A/M '80
1 WJDX-AM	WJDX-AM	WJMI-FM
2 WJMI-FM	WZZQ-FM	WJDX-AM
3 WYIG-AM	WJMI-FM	WTYX-FM

M-F, 6-10am

1 WJMI-FM	WJMI-FM	WJMI-FM
2 WJDX-AM	WZZQ-FM	WZZQ-FM
3 WZZQ-FM	WJDX-AM	WTYX-FM

M-F, 3-7pm

1 WJMI-FM	WZZQ-FM	WJMI-FM
2 WJDX-AM	WJDX-AM	WTYX-FM
3 WZZQ-FM	WJMI-FM	WJDX-AM
4 WOKJ-AM	WJMI-FM	WZZQ-FM
5 WKXI-AM	WLSI-AM	WKXI-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 952

A/M '78	A/M '79	A/M '80
1 WJDX-AM	WJDX-AM	WJMI-FM
2 WZZQ-FM	WZZQ-FM	WZZQ-FM
3 WJMI-FM	WKXI-AM	WJDX-AM
4 WOKJ-AM	WJMI-FM	WTYX-FM
5 WLN-FM	WLN-FM	WLN-FM

M-F, 6-10am

1 WJDX-AM	WJDX-AM	WJMI-FM
2 WZZQ-FM	WKXI-AM	WJDX-AM
3 WJMI-FM	WZZQ-FM	WZZQ-FM
4 WOKJ-AM	WLSI-AM	WTYX-FM
5 WKXI-AM	WJMI-FM	WLN-FM

M-F, 3-7pm

1 WJDX-AM	WJDX-AM	WJMI-FM
2 WJMI-FM	WZZQ-FM	WZZQ-FM
3 WZZQ-FM	WJMI-FM	WLN-FM
4 WOKJ-AM	WKXI-AM	WTYX-FM
5 WLN-FM	WTYX-FM	WJDX-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1153

A/M '78	A/M '79	A/M '80
1 WJDX-AM	WJDX-AM	WLN-FM
2 WLN-FM	WLSI-AM	WJDX-AM
3 WLSI-AM	WLN-FM	WLSI-AM
4 WOKJ-AM	WKXI-AM	WJMI-FM
5 WZZQ-FM	WJMI-FM	WTYX-FM

M-F, 6-10am

1 WJDX-AM	WJDX-AM	WLSI-AM
2 WLSI-AM	WLSI-AM	WJDX-AM
3 WLN-FM	WKXI-AM	WLN-FM
4 WOKJ-AM	WLN-FM	WJMI-FM
5 WKXI-AM	WJMI-FM	WTYX-FM

M-F, 3-7pm

1 WJDX-AM	WJDX-AM	WLN-FM
2 WLN-FM	WLN-FM	WJDX-AM
3 WLSI-AM	WLSI-AM	WJMI-FM
4 WOKJ-AM	WTYX-FM	WTYX-FM
5 WJQS-AM	WJMI-FM	WLSI-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2454

A/M '78	A/M '79	A/M '80			
1 WJDX-AM	1019	WJDX-AM	886	WLSI-AM	754
2 WLSI-AM	703	WLSI-AM	727	WJMI-FM	645
3 WJMI-FM	494	WKXI-AM	467	WJDX-AM	621
4 WLN-FM	493	WZZQ-FM	450	WLN-FM	489
5 WOKJ-AM	477	WLN-FM	429	WTYX-FM	462

M-F, 6-10am

1 WJDX-AM	WJDX-AM	WLSI-AM
2 WLSI-AM	WLSI-AM	WJMI-FM
3 WOKJ-AM	WJMI-FM	WJDX-AM
4 WJMI-FM	WKXI-AM	WLN-FM
5 WZZQ-FM	WZZQ-FM	WTYX-FM

M-F, 3-7pm

1 WJDX-AM	WJDX-AM	WJMI-FM
2 WLSI-AM	WLSI-AM	WJDX-AM
3 WJMI-FM	WZZQ-FM	WLSI-AM
4 WZZQ-FM	WJMI-FM	WTYX-FM
5 WLN-FM	WKXI-AM	WLN-FM

Teens
M-S, 6am-Midnight
POP(00): 339

A/M '78	A/M '79	A/M '80
1 WJDX-AM	WJDX-AM	WJMI-FM
2 WJMI-FM	WZZQ-FM	WJDX-AM
3 WYIG-AM	WJMI-FM	WTYX-FM

M-F, 6-10am

1 WJMI-FM	WJMI-FM	WJMI-FM
2 WJDX-AM	WZZQ-FM	WZZQ-FM
3 WZZQ-FM	WJDX-AM	WTYX-FM

M-F, 3-7pm

1 WJMI-FM	WZZQ-FM	WJMI-FM
2 WJDX-AM	WJDX-AM	WTYX-FM
3 WZZQ-FM	WJMI-FM	WJDX-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 952

A/M '78	A/M '79	A/M '80
1 WJDX-AM	WJDX-AM	WJMI-FM
2 WZZQ-FM	WZZQ-FM	WJDX-AM
3 WJMI-FM	WKXI-AM	WZZQ-FM
4 WOKJ-AM	WJMI-FM	WTYX-FM
5 WLN-FM	WTYX-FM	WLN-FM

M-F, 6-10am

1 WJDX-AM	WJDX-AM	WJMI-FM
2 WZZQ-FM	WKXI-AM	WJDX-AM
3 WJMI-FM	WZZQ-FM	WTYX-FM
4 WOKJ-AM	WJMI-FM	WZZQ-FM
5 WKXI-AM	WLSI-AM	WKXI-AM

M-F, 3-7pm

1 WJDX-AM	WJDX-AM	WJMI-FM
2 WZZQ-FM	WZZQ-FM	WJDX-AM
3 WJMI-FM	WJMI-FM	WZZQ-FM
4 WOKJ-AM	WKXI-AM	WTYX-FM
5 WLN-FM	WTYX-FM	WLN-FM

Adults 25-54

M-S, 6am-Midnight
POP(00): 1153

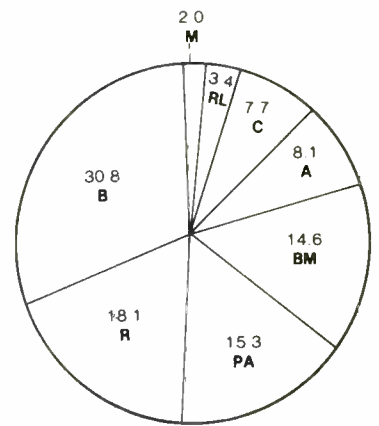
A/M '78	A/M '79	A/M '80
1 WJDX-AM	WJDX-AM	WJDX-AM
2 WLSI-AM	WLSI-AM	WLSI-AM
3 WLN-FM	WLN-FM	WLN-FM
4 WOKJ-AM	WKXI-AM	WJMI-FM
5 WJMI-FM	WOKJ-AM	WTYX-FM

M-F, 6-10am

1 WJDX-AM	WJDX-AM	WJDX-AM
2 WLSI-AM	WLSI-AM	WLSI-AM
3 WOKJ-AM	WLN-FM	WLN-FM
4 WLN-FM	WKXI-AM	WJMI-FM
5 WJMI-FM	WJMI-FM	WTYX-FM

M-F, 3-7pm

1 WJDX-AM	WJDX-AM	WJDX-AM
2 WLSI-AM	WLSI-AM	WLN-FM
3 WLN-FM	WJMI-FM	WLN-FM
4 WOKJ-AM	WLN-FM	WJMI-FM
5 WZZQ-FM	WKXI-AM	WTYX-FM



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beauiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Jacksonville

METRO RANK

53

A/M '80 Market Overview

Contemporary powerhouse **WIVY** rebounded into first place on the strength of an improved showing in the 25-54 demos. Beautiful Music **WKTZ-FM** had a stable book, and Country leader **WQIK-FM** showed significant growth. Black-formatted **WPDQ** improved its 18-34 stance but suffered drastic declines in its teen audience. And a new AOR power, **WFYV**, zoomed to number three among young adults.

The management of **WIVY** wanted to target the station a little more towards the 25-49 demos, using slightly softer music to achieve this goal. While **WIVY** still had a commanding 18-34 lead (16, down from 21 in the last book) the station's 25-54 share rose by almost 25% to just under a 10. Besides the music adjustments, **WIVY** used an ad campaign based primarily on TV, backed up by billboards and some newspaper. On-air promotions centered around the giveaway of 16 ounces of gold.

The comer in the young adult demos was **WFYV**. The station, formerly known as **WJNJ-FM**, surged from nowhere to more than an 11 share 18-34. Approximately one-third of the **WFYV** audience was men 18-24. It will be interesting to see how former AOR leader **WJAX**, which suffered in this book, will cope with **WFYV** in future sweeps.

WPDQ had an interesting book. The station's teen share dropped by more than 50% while its 18-34 share went up 30%. **WPDQ** used a more extensive billboard campaign, and there was an on-air personality change that affected the late evening shift.

In 25-54 adults, **WQIK-FM** remained the leader. The Country fixture has boosted its 25-54 share 70% in the last year to about a 17 share. **WQIK** increased its service orientation this sweep, adding 18 minutes per day more news, especially in the afternoon. External advertising relied more heavily on billboards, with minor newspaper advertising thrown in. Number two in the 25-54 derby, **WKTZ-FM**, remained viable with a stable 12 share.

Expanded Sample Frame was introduced to Jacksonville this sweep, with little apparent shock effect.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 5901

	A/M '79	O/N '79	A/M '80
1	WIVY-FM 15.8	WKTZ-FM 12.2	WIVY-FM (R) 12.2
2	WKTZ-FM 11.0	WPDQ-AM 11.1	WKTZ-FM (BM) 11.8
3	WJAX-FM 8.6	WIVY-FM 11.0	WQIK-FM (C) 11.0
4	WVOJ-AM 8.4	WQIK-FM 9.8	WPDQ-AM (B) 8.6
5	WQIK-FM 8.3	WAVE-AM 8.0	WVOJ-AM (C) 6.6
6	WPDQ-AM 7.6	WVOJ-AM 7.8	WAVE-AM (R) 6.3
7	WAVE-AM 7.1	WJAX-FM 7.2	WFYV-FM (A) 5.9
8	WAIV-FM 5.6	WAIV-FM 4.6	WAIV-FM (R) 4.6
9	WJEE-FM 2.6	WJEE-FM 3.4	WJAX-FM (A) 3.1
10	WSNY-AM 2.2	WJAX-AM 2.5	WJEE-FM (BM) 3.1
11	WOZN-AM 1.8	WERD-AM 2.0	WCGL-AM (B) 2.6
12	WEXI-AM 1.6	WEXI-AM 2.0	WERD-AM (B) 2.3
13	WQIK-AM 1.5	WCGL-AM 1.8	WROS-AM (BM) 2.3
14	WCRJ-AM 1.5	WOZN-AM 1.6	WEXI-AM (N) 1.9
15	WKTZ-AM 1.5	WFOY-AM 1.2	WJAX-AM (PA) 1.7
16	WERD-AM 1.5	WSNY-AM 1.2	WCRJ-AM (RL) 1.0
17	WBIX-AM 1.4	WBIX-AM 1.2	WKTZ-AM (BM) 1.0
18	WAYR-AM 1.3	WQIK-AM 1.2	WOZN-AM (PA) 1.0
19	WKUE-FM 1.0	WCRJ-AM 1.1	WBKF-FM (C) 1.0
20	WFOY-AM 0.9	WKTZ-AM 1.0	WBIX-AM (RL) 0.8
21	WFOY-FM 0.9	WAOC-AM 0.4	WAYR-AM (RL) 0.8
22	WJAX-AM 0.8		WFOY-AM (BM) 0.7
23			WFOY-FM (PA) 0.7
24			WSNY-AM (PA) 0.5
25			WKUE-FM (A) 0.3

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5901

	A/M '79	O/N '79	A/M '80
1	WIVY-FM 138	WKTZ-FM 102	WIVY-FM 108
2	WKTZ-FM 96	WPDQ-AM 93	WKTZ-FM 104
3	WJAX-FM 75	WIVY-FM 92	WQIK-FM 97
4	WVOJ-AM 73	WQIK-FM 82	WPDQ-AM 76
5	WQIK-FM 72	WAVE-AM 67	WVOJ-AM 58

M-F, 6-10am

1	WVOJ-AM	WKTZ-FM	WAVE-AM
2	WIVY-FM	WAVE-AM	WQIK-FM
3	WAVE-AM	WQIK-FM	WKTZ-FM
4	WKTZ-FM	WVOJ-AM	WIVY-FM
5	WQIK-FM	WIVY-FM	WPDQ-AM

M-F, 3-7pm

1	WIVY-FM	WPDQ-AM	WIVY-FM
2	WKTZ-FM	WIVY-FM	WKTZ-FM
3	WQIK-FM	WKTZ-FM	WQIK-FM
4	WPDQ-AM	WQIK-FM	WPDQ-AM
5	WVOJ-AM	WVOJ-AM	WVOJ-AM

Teens
M-S, 6am-Midnight
POP(00): 781

	A/M '79	O/N '79	A/M '80
1	WIVY-FM	WPDQ-AM	WIVY-FM
2	WPDQ-AM	WIVY-FM	WPDQ-AM
3	WAIV-FM	WJAX-FM	WAIV-FM

M-F, 6-10am

1	WIVY-FM	WPDQ-AM	WIVY-FM
2	WPDQ-AM	WIVY-FM	WPDQ-AM
3	WAVE-AM	WQIK-FM	WAIV-FM

M-F, 3-7pm

1	WIVY-FM	WPDQ-AM	WIVY-FM
2	WAIV-FM	WIVY-FM	WPDQ-AM
3	WPDQ-AM	WAIV-FM	WAIV-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2207

	A/M '79	O/N '79	A/M '80
1	WIVY-FM	WIVY-FM	WIVY-FM
2	WJAX-FM	WAVE-AM	WPDQ-AM
3	WAVE-AM	WJAX-FM	WFYV-FM
4	WPDQ-AM	WPDQ-AM	WAVE-AM
5	WAIV-FM	WQIK-FM	WQIK-FM

M-F, 6-10am

1	WIVY-FM	WPDQ-AM	WIVY-FM
2	WPDQ-AM	WIVY-FM	WPDQ-AM
3	WAVE-AM	WQIK-FM	WAIV-FM

M-F, 3-7pm

1	WIVY-FM	WPDQ-AM	WIVY-FM
2	WAIV-FM	WIVY-FM	WPDQ-AM
3	WPDQ-AM	WAIV-FM	WAIV-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 2749

	A/M '79	O/N '79	A/M '80
1	WIVY-FM	WIVY-FM	WIVY-FM
2	WJAX-FM	WAVE-AM	WQIK-FM
3	WAVE-AM	WJAX-FM	WFYV-FM
4	WPDQ-AM	WPDQ-AM	WAVE-AM
5	WAIV-FM	WQIK-FM	WQIK-FM

M-F, 6-10am

1	WAVE-AM	WAVE-AM	WAVE-AM
2	WIVY-FM	WIVY-FM	WIVY-FM
3	WAIV-FM	WVOJ-AM	WQIK-FM
4	WJAX-FM	WJAX-FM	WPDQ-AM
5	WQIK-FM	WPDQ-AM	WFYV-FM

M-F, 3-7pm

1	WIVY-FM	WIVY-FM	WIVY-FM
2	WAVE-AM	WAVE-AM	WPDQ-AM
3	WPDQ-AM	WPDQ-AM	WFYV-FM
4	WJAX-FM	WJAX-FM	WQIK-FM
5	WQIK-FM	WQIK-FM	WJAX-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 2749

	A/M '79	O/N '79	A/M '80
1	WIVY-FM	WQIK-FM	WQIK-FM
2	WVOJ-AM	WKTZ-FM	WKTZ-FM
3	WQIK-FM	WVOJ-AM	WIVY-FM
4	WKTZ-FM	WAVE-AM	WVOJ-AM
5	WAVE-AM	WIVY-FM	WAVE-AM

M-F, 6-10am

1	WAVE-AM	WAVE-AM	WAVE-AM
2	WQIK-FM	WKTZ-FM	WQIK-FM
3	WVOJ-AM	WQIK-FM	WKTZ-FM
4	WIVY-FM	WVOJ-AM	WVOJ-AM
5	WKTZ-FM	WPDQ-AM	WIVY-FM

M-F, 3-7pm

1	WIVY-FM	WQIK-FM	WQIK-FM
2	WQIK-FM	WVOJ-AM	WKTZ-FM
3	WPDQ-AM	WKTZ-FM	WVOJ-AM
4	WKTZ-FM	WAVE-AM	WIVY-FM
5	WAVE-AM	WIVY-FM	WFYV-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5901

	A/M '79	O/N '79	A/M '80
1	WIVY-FM 1869	WIVY-FM 1355	WIVY-FM 1702
2	WKTZ-FM 1342	WAVE-AM 1303	WAVE-AM 1211
3	WAVE-AM 1241	WKTZ-FM 1256	WKTZ-FM 1129
4	WQIK-FM 1172	WQIK-FM 1124	WQIK-FM 1100
5	WAIV-FM 851	WVOJ-AM 906	WPDQ-AM 802

M-F, 6-10am

1	WIVY-FM	WAVE-AM	WAVE-AM
2	WAVE-AM	WKTZ-FM	WIVY-FM
3	WQIK-FM	WQIK-FM	WKTZ-FM
4	WKTZ-FM	WIVY-FM	WQIK-FM
5	WVOJ-AM	WVOJ-AM	WPDQ-AM

M-F, 3-7pm

1	WIVY-FM	WIVY-FM	WIVY-FM
2	WKTZ-FM	WAVE-AM	WQIK-FM
3	WAVE-AM	WKTZ-FM	WKTZ-FM
4	WQIK-FM	WQIK-FM	WPDQ-AM
5	WAIV-FM	WVOJ-AM	WAVE-AM

Teens
M-S, 6am-Midnight
POP(00): 781

	A/M '79	O/N '79	A/M '80
1	WIVY-FM	WIVY-FM	WIVY-FM
2	WAVE-AM	WAIV-FM	WAIV-FM
3	WQIK-FM	WPDQ-AM	WPDQ-AM

M-F, 6-10am

1	WIVY-FM	WPDQ-AM	WIVY-FM
2	WQIK-FM	WIVY-FM	WAIV-FM
3	WAVE-AM	WAIV-FM	WPDQ-AM

M-F, 3-7pm

1	WIVY-FM	WIVY-FM	WIVY-FM
2	WAIV-FM	WPDQ-AM	WAIV-FM
3	WAVE-AM	WAIV-FM	WPDQ-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2207

	A/M '79	O/N '79	A/M '80
1	WIVY-FM	WIVY-FM	WIVY-FM
2	WAVE-AM	WAVE-AM	WAVE-AM
3	WAIV-FM	WAIV-FM	WQIK-FM
4	WJAX-FM	WQIK-FM	WFYV-FM
5	WQIK-FM	WJAX-FM	WPDQ-AM

M-F, 6-10am

1	WIVY-FM	WAVE-AM	WAVE-AM
2	WAVE-AM	WIVY-FM	WIVY-FM
3	WAIV-FM	WJAX-FM	WPDQ-AM
4	WJAX-FM	WVOJ-AM	WQIK-FM
5	WQIK-FM	WQIK-FM	WFYV-FM

M-F, 3-7pm

1	WIVY-FM	WIVY-FM	WIVY-FM
2	WAVE-AM	WAVE-AM	WFYV-FM
3	WJAX-FM	WAIV-FM	WPDQ-AM
4	WAIV-FM	WJAX-FM	WAVE-AM
5	WQIK-FM	WPDQ-AM	WQIK-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 2749

	A/M '79	O/N '79	A/M '80
1	WIVY-FM	WQIK-FM	WAVE-AM
2	WQIK-FM	WAVE-AM	WQIK-FM
3	WKTZ-FM	WKTZ-FM	WIVY-FM
4	WAVE-AM	WIVY-FM	WKTZ-FM
5	WVOJ-AM	WVOJ-AM	WVOJ-AM

M-F, 6-10am

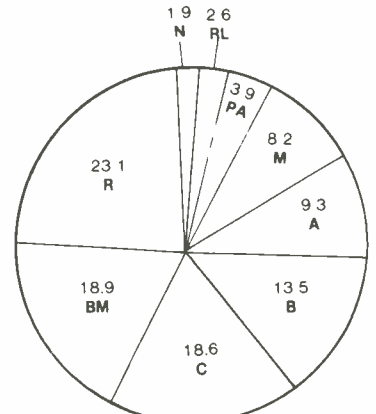
1	WIVY-FM	WAVE-AM	WAVE-AM
2	WQIK-FM	WQIK-FM	WQIK-FM
3	WAVE-AM	WKTZ-FM	WKTZ-FM
4	WVOJ-AM	WVOJ-AM	WIVY-FM
5	WKTZ-FM	WIVY-FM	WVOJ-AM

M-F, 3-7pm

1	WIVY-FM	WQIK-FM	WQIK-FM
2	WKTZ-FM	WAVE-AM	WIVY-FM
3	WQIK-FM	WVOJ-AM	WKTZ-FM
4	WVOJ-AM	WKTZ-FM	WVOJ-AM
5	WAVE-AM	WIVY-FM	WAVE-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Johnson City-Kingsport-Bristol

METRO RANK **83**

A/M '80 Market Overview

The Johnson City-Kingsport-Bristol area is "Country" country, as the top two stations were **WXBQ** and **WJCW**. AOR **WQUT** enjoyed a good book, while former market leader **WKPT-FM** and Top 40 **WJSO** each took a tumble.

It should be noted here that owing to sampling changes implemented by **Arbitron**, the results from this sweep may not be precisely comparable to previous tallies. Sampling units in the metro were revised — in the past, certain counties were lumped together into one sampling unit, whereas in this sweep each metro county stood independently. This means there were more diaries in the metro, and that the Persons-Per-Diary-Values (cume values) were different. Sample balancing and weighting would be affected by the revisions noted, so this survey and last may really be apples and oranges. Those evaluating

the market for advertising purposes will need to review results from the Fall '80 book to see if significant trends appear.

In 25-54's, **WXBQ** enjoyed a tremendous surge. The station rose from about 5% to almost 18%, tops in the market. The audience core for **WXBQ** lay in the 25-44 cell, so the station not only scored well 25-54, but ranked a strong second too among 18-34's.

Country competitor **WJCW**'s 25-54 share rose by almost 60%, up to virtually 16. **WJCW** spent more on newspaper advertising, and brought in a new mid-day personality. **WKPT-FM**, the BM station that was tops last year in both 12+ and 25-54, slipped by 20% in the latter department.

A decline that can't be overlooked was suffered by **WJSO**. Last year the station was tied with **WQUT** for the 18-34 led. This year **WQUT** was dominant among young adults, while **WJSO** lost more than half its 18-34 numbers. **WQUT**, with more than a 17 share of young adults, is a very strong 18-24 station, well-balanced in that demo between males and females. On-air **WQUT** decreased its spot load from 14- to 10 minutes and lightened up the music since last sweep. Advertising on the station's behalf consisted of TV and newspaper media.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

A/M '78	A/M '79	A/M '80
1 WJCW-AM 12.5	WKPT-FM 10.1	WXBQ-FM (C) 12.0
2 WFHG-AM 9.8	WJCW-AM 9.3	WJCO-AM (C) 11.9
3 WJSO-AM 7.7	WKIN-AM 9.3	WQUT-FM (A) 10.1
4 WKIN-AM 7.3	WFHG-AM 8.7	WKPT-FM (BM) 7.6
5 WQUT-FM 6.7	WQUT-FM 7.9	WFHG-AM (R) 7.5
6 WKPT-FM 5.4	WJSO-AM 7.7	WKIN-AM (R) 6.7
7 WFHG-FM 5.0	WETB-AM (R) 6.7	
8 WETB-AM 4.4	WZAP-AM 5.0	WZAP-AM (C) 4.4
9 WKPT-AM 3.9	WEMB-AM 4.4	WGOC-AM (C) 3.1
10 WZAP-AM 3.9	WIDD-FM 3.8	WJSO-AM (R) 2.7
11 WGOC-AM 3.9	WKPT-AM 3.8	WKPT-AM (PA) 2.5
12 WGAT-AM 3.5	WXBQ-FM 3.6	WMCH-AM (C) 2.5
13 WOPI-AM 2.9	WNCH-AM 2.4	WBBI-AM (C) 1.7
14 WBIR-AM 2.7	WBBI-AM 2.0	WBEJ-AM (PA) 1.7
15 WMCH-AM 2.1	WBIR-FM 2.0	WIMZ-FM (A) 1.7
16 WBEJ-AM 1.9	WIVK-FM 1.6	WRGS-AM (PA) 1.5
17 WEMB-AM 1.9	WGAT-AM 1.4	WENB-AM (C) 1.3
18 WRGS-AM 1.3	WBBI-FM 1.2	WIVK-FM (C) 1.1
19 WRJZ-AM 1.3	WGAT-FM 1.2	WIDD-FM (C) 1.0
20 WIDD-AM 1.2	WOPI-AM 0.8	WGAT-AM (C) 1.0
21 WKYE-AM 1.2	WGOC-AM 0.8	WOPI-AM (R) 1.0
22 WIDD-FM 1.0	WIDD-AM 0.8	WOKI-FM (R) 1.0
23 WBBI-AM 0.8	WBEJ-AM 0.6	WABN-FM (M) 0.6
24 WLAC-AM 0.6	WOKI-FM 0.4	WIDD-AM (C) 0.6
25 WOKI-FM 0.6	WLOS-FM 0.4	WKYE-AM (PA) 0.6
26 WBBI-FM 0.4		
27 WGAT-FM 0.4		
28 WIVK-FM 0.4		

Adults 18-34 M-S, 6am-Midnight POP(00): 1245

A/M '78	A/M '79	A/M '80
1 WJSO-AM	WQUT-FM	WQUT-FM
2 WKIN-AM	WJSO-AM	WXBQ-FM
3 WQUT-FM	WKIN-AM	WETB-AM
4 WFHG-AM	WFHG-AM	WFHG-AM
5 WJCW-AM	WJCW-AM	WKIN-AM

M-F, 6-10am		
1 WFHG-AM	WFHG-AM	WQUT-FM
2 WJCW-AM	WJCW-AM	WXBQ-FM
3 WJSO-AM	WJSO-AM	WFHG-AM
4 WQUT-FM	WQUT-FM	WJCW-AM
5 WKIN-AM	WKIN-AM	WKIN-AM

M-F, 3-7pm		
1 WKIN-AM	WQUT-FM	WQUT-FM
2 WJSO-AM	WKIN-AM	WXBQ-FM
3 WFHG-FM	WFHG-AM	WKIN-AM
4 WFHG-AM	WJSO-AM	WETB-AM
5 WJCW-AM	WJCW-AM	WFHG-AM

Adults 25-54 M-S, 6am-Midnight POP(00): 1642

A/M '78	A/M '79	A/M '80
1 WJCW-AM	WKPT-FM	WXBQ-FM
2 WFHG-AM	WJCW-AM	WJCW-AM
3 WFHG-FM	WKIN-AM	WKPT-FM
4 WKPT-FM	WFHG-AM	WKIN-AM
5 WGOC-AM	WZAP-AM	WQUT-FM

M-F, 6-10am		
1 WJCW-AM	WJCW-AM	WJCW-AM
2 WFHG-AM	WFHG-AM	WXBQ-FM
3 WKPT-FM	WKPT-FM	WKPT-FM
4 WJSO-AM	WEMB-AM	WFHG-AM
5 WFHG-FM	WKIN-AM	WQUT-FM

M-F, 3-7pm		
1 WJCW-AM	WKPT-FM	WXBQ-FM
2 WFHG-AM	WKIN-AM	WJCW-AM
3 WFHG-FM	WJCW-AM	WKPT-FM
4 WGOC-AM	WFHG-AM	WZAP-AM
5 WKPT-FM	WZAP-AM	WFHG-AM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 3443					
A/M '78	A/M '79	A/M '80	A/M '78	A/M '79	A/M '80
1 WFHG-AM	791	WKPT-FM	713	WJCW-AM	766
2 WJCW-AM	771	WJCW-AM	711	WQUT-FM	742
3 WKIN-AM	572	WFHG-AM	671	WFHG-AM	682
4 WJSO-AM	521	WJSO-AM	578	WKPT-FM	662
5 WKPT-FM	476	WQUT-FM	540	WXBQ-FM	627

M-F, 6-10am					
A/M '78	A/M '79	A/M '80	A/M '78	A/M '79	A/M '80
1 WJCW-AM	WJCW-AM	WJCW-AM	1 WJCW-AM	WJCW-AM	WJCW-AM
2 WFHG-AM	WFHG-AM	WXBQ-FM	2 WFHG-AM	WFHG-AM	WFHG-AM
3 WKPT-FM	WKPT-FM	WKPT-FM	3 WJSO-AM	WKPT-FM	WXBQ-FM
4 WJSO-AM	WEMB-AM	WFHG-AM	4 WKIN-AM	WKIN-AM	WQUT-FM
5 WFHG-FM	WKIN-AM	WQUT-FM	5 WKPT-FM	WJSO-AM	WKPT-FM

M-F, 3-7pm					
A/M '78	A/M '79	A/M '80	A/M '78	A/M '79	A/M '80
1 WJCW-AM	WKPT-FM	WJCW-AM	1 WJCW-AM	WKPT-FM	WJCW-AM
2 WFHG-AM	WFHG-AM	WQUT-FM	2 WFHG-AM	WFHG-AM	WQUT-FM
3 WJSO-AM	WJSO-AM	WXBQ-FM	3 WJSO-AM	WJSO-AM	WXBQ-FM
4 WKIN-AM	WJCW-AM	WFHG-AM	4 WKIN-AM	WJCW-AM	WFHG-AM
5 WQUT-FM	WKIN-AM	WETB-AM	5 WQUT-FM	WKIN-AM	WETB-AM

Teens M-S, 6am-Midnight POP(00): 405

A/M '78	A/M '79	A/M '80
1 WFHG-AM	WFHG-AM	WQUT-FM
2 WJSO-AM	WETB-AM	WETB-AM
3 WQUT-FM	WQUT-FM	WFHG-AM

M-F, 6-10am

1 WFHG-AM	WFHG-AM	WKIN-AM
2 WJSO-AM	WJSO-AM	WFHG-AM
3 WKIN-AM	WKIN-AM	WETB-AM

M-F, 3-7pm

1 WFHG-AM	WFHG-AM	WETB-AM
2 WJSO-AM	WJSO-AM	WQUT-FM
3 WETB-AM	WKIN-AM	WFHG-AM

Adults 18-34 M-S, 6am-Midnight POP(00): 1245

A/M '78	A/M '79	A/M '80
1 WFHG-AM	WQUT-FM	WQUT-FM
2 WQUT-FM	WFHG-AM	WFHG-AM
3 WJSO-AM	WJSO-AM	WXBQ-FM
4 WKIN-AM	WJCW-AM	WJCW-AM
5 WJCW-AM	WETB-AM	WETB-AM

M-F, 6-10am

1 WFHG-AM	WFHG-AM	WQUT-FM
2 WJSO-AM	WQUT-FM	WFHG-AM
3 WKIN-AM	WJSO-AM	WJCW-AM
4 WQUT-FM	WJCW-AM	WXBQ-FM
5 WJCW-AM	WKIN-AM	WKIN-AM

M-F, 3-7pm

1 WFHG-AM	WFHG-AM	WQUT-FM
2 WJSO-AM	WJSO-AM	WETB-AM
3 WKIN-AM	WQUT-FM	WFHG-AM
4 WQUT-FM	WKIN-AM	WXBQ-FM
5 WFHG-FM	WJCW-AM	WKIN-AM

Adults 25-54 M-S, 6am-Midnight POP(00): 1642

A/M '78	A/M '79	A/M '80
1 WJCW-AM	WJCW-AM	WJCW-AM
2 WFHG-AM	WKPT-FM	WXBQ-FM
3 WFHG-FM	WFHG-AM	WKPT-FM
4 WKIN-AM	WKIN-AM	WFHG-AM
5 WKPT-FM	WKPT-FM	WKIN-AM

M-F, 6-10am

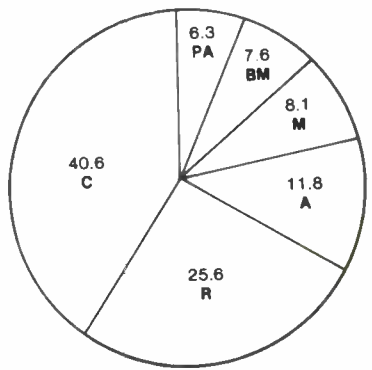
1 WJCW-AM	WJCW-AM	WJCW-AM
2 WFHG-AM	WFHG-AM	WXBQ-FM
3 WJSO-AM	WKPT-FM	WFHG-AM
4 WFHG-FM	WKIN-AM	WKPT-FM
5 WKPT-FM	WJSO-AM	WKPT-FM

M-F, 3-7pm

1 WJCW-AM	WJCW-AM	WJCW-AM
2 WFHG-AM	WKPT-FM	WXBQ-FM
3 WJSO-AM	WFHG-AM	WKPT-FM
4 WFHG-FM	WKIN-AM	WFHG-AM
5 WKPT-FM	WJSO-AM	WKIN-AM

Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Johnstown, PA

METRO RANK

124

Average Persons 12+ Shares

Monday-Sunday, 6am-Midnight

POP(00): 2264

A/M '80		
1	WJAC-AM	(C) 14.8
2	WCRO-AM	(R) 10.3
3	WJAC-FM	(BM) 9.7
4	WDVE-FM	(A) 7.8
5	WIYQ-FM	(C) 6.7
6	WJNL-AM	(PA) 6.1
7	WJNL-AM	(PA) 5.3
8	WPEZ-FM	(R) 4.2
9	WVBR-AM	(C) 4.2
10	WVSC-FM	(PA) 3.9
11	KDKA AM	(PA) 2.5
12	WVSC-AM	(PA) 2.5
13	WVSC-AM	(PA) 2.2
14	WVBC-AM	(R) 1.9
15	WYDD-FM	(A) 1.7
16	WAMO-AM	(PA) 1.4
17	WXXK-FM	(R) 1.4
18	WFRB-FM	(C) 1.1
19	WAMO-FM	(B) 1.1
20	WDSY-FM	(C) 0.8
21	WEND-AM	(PA) 0.8
22	WFRB-AM	(C) 0.6
23	WEEP-AM	(C) 0.6
24	WVAN-AM	(C) 0.6
25	WRNL-AM	(C) 0.6

Average Persons Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2264

A/M '80		
1	WJAC-AM	53
2	WCRO-AM	37
3	WJAC-FM	35
4	WDVE-FM	28
5	WIYQ-FM	24

M-F, 3-7pm

1	WJAC-AM
2	WJAC-FM
3	WCRO-AM
4	WDVE-FM
5	WIYQ-FM

Teens

M-S, 6am-Midnight

POP(00): 311

A/M '80		
1	WPEZ-FM	
2	WDVE-FM	
3	WCRO-AM	

M-F, 6-10am

1	WDVE-FM
2	WCRO-AM
3	WPEZ-FM

M-F, 3-7pm

1	WPEZ-FM
2	WCRO-AM
3	WDVE-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 640

A/M '80		
1	WDVE-FM	
2	WCRO-AM	
3	WJAC-AM	
4	WJNL-FM	
5	WPEZ-FM	

M-F, 6-10am

1	WCRO-AM
2	WDVE-FM
3	WJAC-AM
4	WIYQ-FM
5	WJNL-AM

M-F, 3-7pm

1	WCRO-AM
2	WDVE-FM
3	WJAC-AM
4	WJNL-AM
5	WJAC-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 966

A/M '80		
1	WJAC-AM	
2	WJAC-FM	
3	WCRO-AM	
4	WIYQ-FM	
5	WJNL-AM	

M-F, 6-10am

1	WJAC-AM
2	WCRO-AM
3	WJNL-AM
4	WJAC-FM
5	WIYQ-FM

M-F, 3-7pm

1	WJAC-AM
2	WJAC-FM
3	WCRO-AM
4	WIYQ-FM
5	WDVE-FM

Cume Persons Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2264

A/M '80		
1	WJAC-AM	748
2	WJAC-FM	589
3	WCRO-AM	585
4	WJNL-FM	414
5	WJNL-AM	413

M-F, 6-10am

1	WJAC-AM
2	WCRO-AM
3	WJNL-AM
4	WJAC-FM
5	WJNL-FM

M-F, 3-7pm

1	WJAC-AM
2	WJAC-FM
3	WCRO-AM
4	WDVE-FM
5	WJNL-FM

Teens

M-S, 6am-Midnight

POP(00): 311

A/M '80		
1	WPEZ-FM	
2	WDVE-FM	
3	WCRO-AM	

M-F, 6-10am

1	WDVE-FM
2	WCRO-AM
3	WPEZ-FM

M-F, 3-7pm

1	WPEZ-FM
2	WCRO-AM
3	WDVE-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 640

A/M '80		
1	WCRO-AM	
2	WDVE-FM	
3	WJAC-AM	
4	WJAC-FM	
5	WPEZ-FM	

M-F, 6-10am

1	WCRO-AM
2	WDVE-FM
3	WJAC-AM
4	WIYQ-FM
5	WJNL-FM

M-F, 3-7pm

1	WCRO-AM
2	WDVE-FM
3	WJAC-AM
4	WJAC-FM
5	WJNL-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 966

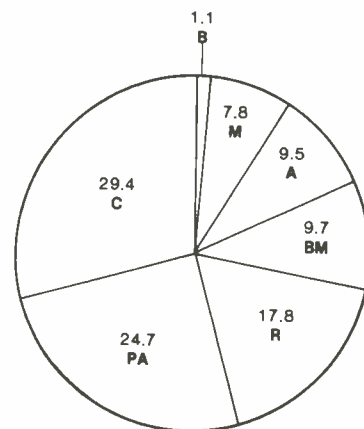
A/M '80		
1	WJAC-AM	
2	WJAC-FM	
3	WJAC-AM	
4	WIYQ-FM	
5	WJNL-FM	

M-F, 6-10am

1	WJAC-AM
2	WCRO-AM
3	WJAC-FM
4	WJNL-AM
5	WIYQ-FM

M-F, 3-7pm

1	WJAC-AM
2	WJAC-FM
3	WCRO-AM
4	WIYQ-FM
5	WJNL-FM



Denver-Boulder

Continued from Page 84

Adults 25-54

M-S, 6am-Midnight

POP(00): 6598

A/M '79	Q/N '79	A/M '80
1	KHOW-AM	KHOW-AM
2	KOA -AM	KOA -AM
3	KOSI-FM	KIMN-AM
4	KLIR-FM	KLZ -AM
5	KIMN-AM	KLZ -AM
6	KOSI-AM	KOSI-FM
7	KBPI-FM	KBPI-FM
8	KLZ -AM	KBPI-FM
9	KTLK-AM	KTLK-AM
10	KVOD-FM	KVOD-FM

M-F, 6-10am		
1	KHOW-AM	KHOW-AM
2	KOA -AM	KOA -AM
3	KLIR-FM	KIMN-AM
4	KIMN-AM	KLZ -AM
5	KOSI-FM	KLZ -AM
6	KOSI-AM	KLZ -AM
7	KLZ -AM	KLZ -AM
8	KVOD-FM	KLZ -AM
9	KDEN-AM	KLZ -AM
10	KTLK-AM	KLZ -AM

M-F, 3-7pm

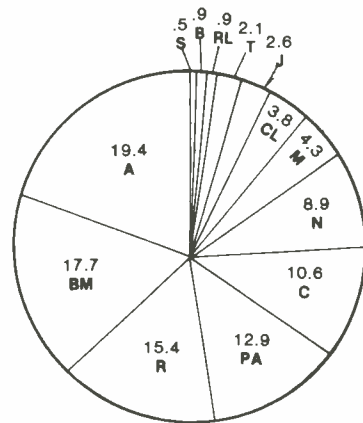
1	KHOW-AM	KHOW-AM
2	KOSI-FM	KIMN-AM
3	KOA -AM	KLZ -AM
4	KLIR-FM	KLZ -AM
5	KIMN-AM	KOSI-FM
6	KOSI-AM	KLIR-FM
7	KLZ -AM	KVOD-FM
8	KOAQ-FM	KTLK-AM
9	KPPL-FM	KPPL-FM
10	KTLK-AM	KOAQ-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight

Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk



Kalamazoo-Portage

METRO RANK

124

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 2264

	A/M '79	O/N '79	A/M '80			
1	WKZO-AM	13.6	WKZO-AM	13.5	WKZO-AM(PA)	16.3
2	WKMI-AM	12.0	WKFR-FM	9.9	WKMI-AM(O)	12.8
3	WQLR-FM	10.5	WKMI-AM	9.6	WKFR-FM(O)	11.1
4	WGRD-FM	8.3	WOOD-FM	9.6	WGRD-FM(O)	8.7
5	WOOD-FM	7.4	WGRD-FM	7.9	WLAV-FM(A)	7.0
6	WKFR-FM	7.1	WQLR-FM	7.9	WQLR-FM(BM)	6.4
7	WMAQ-AM	4.6	WLAV-FM	5.3	WOOD-FM(BM)	5.8
8	WLAV-FM	4.3	WBUK-AM	5.0	WJFM-FM(O)	4.4
9	WBUK-AM	2.8	WKFR-AM	3.6	WMAQ-AM(C)	3.5
10	WKFR-AM	2.2	WJFM-FM	3.3	WNWN-FM(C)	3.2
11	WJOR-AM	1.2	WMAQ-AM	3.3	WBUK-AM(C)	2.9
12	WYYY-AM	0.9	WFFX-FM	2.3	WKPR-AM(M)	2.0
13	WJFM-FM	0.9	WNWN-FM	2.3	WLS-AM(O)	1.2
14	WBCK-AM	0.9	WLS-AM	2.0	WYYY-AM(O)	1.2
15	WGN-AM	0.6	WYYY-AM	1.3	WBBM-AM(O)	0.9
16	WBBM-AM	0.6	WGN-AM	1.3	WHFB-FM(BM)	0.9
17	WLS-AM	0.6	WBCK-AM	0.7	WFFX-FM(A)	0.6
18	WGRD-AM		WJOR-AM	0.7	WGN-AM(PA)	0.6
19			WGRD-AM	0.3	WOOD-AM(O)	0.3

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2264

	A/M '79	O/N '79	A/M '80			
1	WKZO-AM	44	WKZO-AM	41	WKZO-AM	56
2	WKMI-AM	39	WKFR-FM	30	WKMI-AM	44
3	WQLR-FM	34	WKMI-AM	29	WKFR-FM	38
4	WGRD-FM	27	WOOD-FM	29	WGRD-FM	30
5	WOOD-FM	24	WGRD-FM	24	WLAV-FM	24

M-F, 6-10am

1	WKZO-AM		WKZO-AM
2	WKMI-AM		WKMI-AM
3	WQLR-FM		WKFR-FM
4	WOOD-FM		WGRD-FM
5	WGRD-FM		WQLR-FM

M-F, 3-7pm

1	WKMI-AM		WKFR-FM		WKMI-AM
2	WGRD-FM		WKMI-AM		WKZO-AM
3	WQLR-FM		WKZO-AM		WKFR-FM
4	WKZO-AM		WOOD-FM		WGRD-FM
5	WKFR-FM		WGRD-FM		WQLR-FM

Teens
M-S, 6am-Midnight
POP(00): 287

	A/M '79	O/N '79	A/M '80
1	WGRD-FM		WGRD-FM
2	WKMI-AM		WKMI-AM
3	WLAV-FM		WKFR-FM

M-F, 6-10am

1	WGRD-FM		WGRD-FM
2	WKMI-AM		WKMI-AM
3	WLS-AM		WLAV-FM

M-F, 3-7pm

1	WGRD-FM		WGRD-FM
2	WKMI-AM		WKMI-AM
3	WLAV-FM		WLAV-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 928

	A/M '79	O/N '79	A/M '80		
1	WKMI-AM		WKFR-FM		WKMI-AM
2	WKFR-FM		WKMI-AM		WKFR-FM
3	WLAV-FM		WLAV-FM		WLAV-FM
4	WGRD-FM		WGRD-FM		WGRD-FM
5	WMAQ-AM		WJFM-FM		WJFM-FM

M-F, 6-10am

1	WKMI-AM		WKFR-FM		WKMI-AM
2	WKFR-FM		WKMI-AM		WKFR-FM
3	WKZO-AM		WGRD-FM		WLAV-FM
4	WMAQ-AM		WQLR-FM		WGRD-FM
5	WLAV-FM		WLS-AM		WKZO-AM

M-F, 3-7pm

1	WKMI-AM		WKFR-FM		WKMI-AM
2	WKFR-FM		WKMI-AM		WKFR-FM
3	WLAV-FM		WLAV-FM		WLAV-FM
4	WGRD-FM		WGRD-FM		WJFM-FM
5	WMAQ-AM		WJFM-FM		WGRD-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1015

	A/M '79	O/N '79	A/M '80
1	WQLR-FM		WKZO-AM
2	WKZO-AM		WQLR-FM
3	WKMI-AM		WKFR-FM
4	WOOD-FM		WKMI-AM
5	WKFR-FM		WOOD-FM

M-F, 6-10am

1	WKZO-AM		WKZO-AM
2	WQLR-FM		WKMI-AM
3	WKMI-AM		WQLR-FM
4	WOOD-FM		WKFR-FM
5	WMAQ-AM		WOOD-FM

M-F, 3-7pm

1	WQLR-FM		WKMI-AM		WKZO-AM
2	WKMI-AM		WKFR-FM		WKFR-FM
3	WOOD-FM		WKZO-AM		WKMI-AM
4	WMAQ-AM		WOOD-FM		WQLR-FM
5	WKFR-FM		WQLR-FM		WGRD-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2264

	A/M '79	O/N '79	A/M '80			
1	WKMI-AM	819	WKMI-AM	779	WKZO-AM	903
2	WKZO-AM	758	WKZO-AM	722	WKMI-AM	778
3	WGRD-FM	529	WKFR-FM	490	WKFR-FM	533
4	WQLR-FM	497	WGRD-FM	468	WGRD-FM	488
5	WKFR-FM	462	WQLR-FM	389	WQLR-FM	407

M-F, 6-10am

1	WKZO-AM		WKZO-AM
2	WKMI-AM		WKMI-AM
3	WGRD-FM		WKFR-FM
4	WKFR-FM		WGRD-FM
5	WQLR-FM		WQLR-FM

M-F, 3-7pm

1	WKMI-AM		WKMI-AM		WKMI-AM
2	WGRD-FM		WKZO-AM		WKZO-AM
3	WKZO-AM		WKFR-FM		WKFR-FM
4	WKFR-FM		WGRD-FM		WGRD-FM
5	WQLR-FM		WOOD-FM		WQLR-FM

Teens
M-S, 6am-Midnight
POP(00): 287

	A/M '79	O/N '79	A/M '80
1	WGRD-FM		WGRD-FM
2	WKMI-AM		WKMI-AM
3	WKFR-FM		WKFR-FM

M-F, 6-10am

1	WGRD-FM		WGRD-FM
2	WKMI-AM		WKMI-AM
3	WKZO-AM		WLAV-FM

M-F, 3-7pm

1	WGRD-FM		WGRD-FM
2	WKMI-AM		WKMI-AM
3	WKFR-FM		WLAV-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 928

	A/M '79	O/N '79	A/M '80
1	WKMI-AM		WKMI-AM
2	WKFR-FM		WKFR-FM
3	WGRD-FM		WGRD-FM
4	WKZO-AM		WLAV-FM
5	WMAQ-AM		WJFM-FM

M-F, 6-10am

1	WKMI-AM		WKMI-AM
2	WKFR-FM		WKFR-FM
3	WGRD-FM		WGRD-FM
4	WKZO-AM		WYYY-AM
5	WLAV-FM		WLAV-FM

M-F, 3-7pm

1	WKMI-AM		WKMI-AM
2	WKFR-FM		WKFR-FM
3	WGRD-FM		WLAV-FM
4	WYYY-AM		WLAV-FM
5	WKZO-AM		WJFM-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1015

	A/M '79	O/N '79	A/M '80
1	WKZO-AM		WKMI-AM
2	WQLR-FM		WKZO-AM
3	WKMI-AM		WKFR-FM
4	WOOD-FM		WQLR-FM
5	WKFR-FM		WOOD-FM

M-F, 6-10am

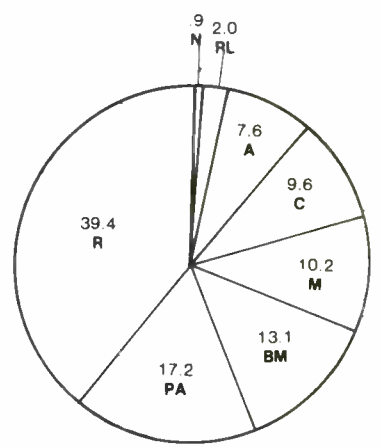
1	WKZO-AM		WKZO-AM
2	WKMI-AM		WKMI-AM
3	WQLR-FM		WKFR-FM
4	WKFR-FM		WQLR-FM
5	WOOD-FM		WOOD-FM

M-F, 3-7pm

1	WKMI-AM		WKMI-AM
2	WQLR-FM		WKMI-AM
3	WKZO-AM		WKFR-FM
4	WOOD-FM		WQLR-FM
5	WKFR-FM		WGRD-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, **B**-Black, **BB**-Big Band, **BM**-Beautiful Music, **C**-Country, **CL**-Classical, **D**-Dancemusic, **J**-Jazz, **M**-Miscellaneous, **N**-News, **O**-Oldies, **PA**-Pop Adult, **R**-Rock, **RL**-Religious, **S**-Spanish, **T**-Talk

Kansas City

METRO RANK **28**

A/M '80 Market Overview

The Taft and Bonneville stations usually fight it out for the top spot, but the big story this sweep was the success of Storz's WHB. With competitor KCMO changed to a news-oriented format, WHB was able to dramatically boost its 18-34 and 25-54 shares. Overall, Taft's WDAF was the new number one, with Bonneville's KMBZ second in an uncharacteristically poor spring showing.

KMBZ usually rules the roost in the spring Arbitron sweeps because of Royals baseball. However, this year the stations baseball numbers suffered, contributing to an overall decline. Even with the relatively poor showing, KMBZ was third among adults 25-54,

with about a 20 share, trailing WDAF's 13+ share. While it topped this demo, WDAF slid approximately a 15 share in O/N '79.

The most improved station in the 25-54 demos was WHB, which rose by 64% to more than a 12 share, good for second place. WHB also improved its 18-34 standing, with over a 14 share, a 40% jump. The station's ability to score well in 35-44's led to its improved 25-54 stance.

Leading in the 18-34 cell was Taft's AOR entry, KYYS. The station spent more than usual on advertising, using TV, busboards, and billboards. A special promotion featured giving away seven used cars. The Arbitron payoff showed a stable teen and female audience, but a decline in young men.

As in many markets this spring, the Beautiful Music stations did not fare well. KMBR and KCEZ both slipped, as the (respectively) Bonneville and Schulze-programmed stations had at least two shares erode from their 25-54 numbers.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 10782

A/M '79	O/N '79	A/M '80
1 KMBZ-AM 16.8	KYYS-FM 12.7	WDAF-AM(1) 12.0
2 KYYS-FM 10.3	WDAF-AM 11.9	KMBZ-AM(1) 10.8
3 KMBR-FM 9.4	KMBR-FM 9.3	KYYS-FM(1) 10.2
4 WDAF-AM 8.8	KMBZ-AM 8.9	WHB -AM(1) 8.6
5 KCEZ-FM 7.9	KCEZ-FM 7.8	KMBR-FM(1) 8.1
6 KBEQ-FM 7.9	KBEQ-FM 6.5	KPRS-FM(1) 6.8
7 WHB -AM 4.8	KCMO-AM 6.2	KCEZ-FM(1) 6.0
8 KCMO-AM 4.6	WHB -AM 6.0	KUDL-FM(1) 5.2
9 KPRS-FM 4.3	KPRS-FM 5.8	KBEQ-FM(1) 4.6
10 KCKN-FM 3.5	KJLA-AM 3.6	KCMO-AM(1) 4.1
11 KJLA-AM 3.4	KCKN-FM 3.6	KCKN-FM(1) 4.0
12 KUDL-FM 3.2	KUDL-FM 3.5	KJLA-AM(1) 3.8
13 KPRT-AM 2.4	KCKN-AM 2.6	KSAS-FM(1) 3.7
14 KCKN-AM 1.6	KBEA-AM 1.9	KCKN-AM(1) 2.2
15 KXTR-FM 1.4	KXTR-FM 1.3	KBEA-AM(1) 1.4
16 KCNW-AM 1.0	KPRT-AM 1.3	KPRT-AM(1) 1.4
17 KCCV-AM 0.9	KCCV-AM 1.0	KXTR-FM(1) 0.9
18 KBEA-AM 0.8	KWKI-FM 0.8	KEXS-AM(1) 0.7
19 KEXS-AM 0.8	KTRQ-FM 0.6	KTRQ-FM(1) 0.5
20 KCLO-AM 0.7	KEXS-AM 0.4	KCNW-AM(1) 0.5
21 KSAS-FM 0.6		
22 WKVI-FM 0.6		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 10782

A/M '79	O/N '79	A/M '80
1 KMBZ-AM 26.8	KYYS-FM 20.3	WDAF-AM 20.2
2 KYYS-FM 16.5	WDAF-AM 19.1	KMBZ-AM 18.3
3 KMBR-FM 15.1	KMBR-FM 14.8	KYYS-FM 17.2
4 WDAF-AM 14.1	KMBZ-AM 14.3	WHB -AM 14.5
5 KCEZ-FM 12.7	KCEZ-FM 12.4	KMBR-FM 13.7
6 KBEQ-FM 12.6	KBEQ-FM 10.4	KPRS-FM 11.5
7 WHB -AM 7.6	KCMO-AM 9.9	KCEZ-FM 10.1
8 KCMO-AM 7.3	WHB -AM 9.6	KUDL-FM 8.8
9 KPRS-FM 6.8	KPRS-FM 9.2	KBEQ-FM 7.8
10 KCKN-FM 5.6	KJLA-AM 5.7	KCMO-AM 6.9

M-F, 6-10am

1 KMBZ-AM	WDAF-AM	WDAF-AM
2 WDAF-AM	KMBZ-AM	KMBZ-AM
3 KMBR-FM	KYYS-FM	WHB -AM
4 KYYS-FM	KMBR-FM	KYYS-FM
5 KBEQ-FM	KCEZ-FM	KMBR-FM
6 KCMO-AM	WHB -AM	KCMO-AM
7 KCEZ-FM	KCMO-AM	KCEZ-FM
8 WHB -AM	KBEQ-FM	KPRS-FM
9 KCKN-FM	KCKN-FM	KBEQ-FM
10 KJLA-AM	KPRS-FM	KCKN-FM

M-F, 3-7pm

1 KMBZ-AM	KYYS-FM	WDAF-AM
2 KYYS-FM	WDAF-AM	KYYS-FM
3 WDAF-AM	KMBR-FM	WHB -AM
4 KCEZ-FM	KCEZ-FM	KMBR-FM
5 KMBR-FM	KMBZ-AM	KMBZ-AM
6 KBEQ-FM	KPRS-FM	KMBZ-AM
7 KPRS-FM	WHB -AM	KCEZ-FM
8 KCMO-AM	KBEQ-FM	KUDL-FM
9 WHB -AM	KCMO-AM	KCKN-FM
10 KJLA-AM	KJLA-AM	KSAS-FM

Teens

M-S, 6am-Midnight
POP(00): 1381

A/M '79	O/N '79	A/M '80
1 KBEQ-FM	KYYS-FM	KYYS-FM
2 KYYS-FM	KBEQ-FM	KPRS-FM
3 KPRS-FM	KJLA-AM	KBEQ-FM

M-F, 6-10am

1 KBEQ-FM	KYYS-FM	KYYS-FM
2 KYYS-FM	KBEQ-FM	KBEQ-FM
3 KJLA-AM	KJLA-AM	KPRS-FM

M-F, 3-7pm

1 KBEQ-FM	KYYS-FM	KYYS-FM
2 KYYS-FM	KBEQ-FM	KPRS-FM
3 KPRS-FM	KJLA-AM	KBEQ-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 3998

A/M '79	O/N '79	A/M '80
1 KYYS-FM	KYYS-FM	WHB -AM
2 KBEQ-FM	WHB -AM	KYYS-FM
3 KMBZ-AM	KBEQ-FM	KUDL-FM
4 WDAF-AM	KPRS-FM	KSAS-FM
5 WHB -AM	WDAF-AM	KPRS-FM
6 KUDL-FM	KUDL-FM	WDAF-AM
7 KCMO-AM	KMBR-FM	KBEQ-FM
8 KJLA-AM	KCMO-AM	KJLA-AM
9 KPRS-FM	KJLA-AM	KMBZ-AM
10 KCEZ-FM	KCEZ-FM	KCMO-AM

M-F, 6-10am

1 KYYS-FM	KYYS-FM	WHB -AM
2 KMBZ-AM	WHB -AM	KYYS-FM
3 WHB -AM	WDAF-AM	WDAF-AM
4 KBEQ-FM	KBEQ-FM	KSAS-FM
5 KCMO-AM	KCMO-AM	KCEZ-FM
6 WDAF-AM	KMBZ-AM	KUDL-FM
7 KMBR-FM	KMBR-FM	KPRS-FM
8 KUDL-FM	KPRS-FM	KJLA-AM
9 KCKN-FM	KUDL-FM	KMBZ-AM
10 KJLA-AM	KCEZ-FM	KCMO-AM

M-F, 3-7pm

1 KYYS-FM	KYYS-FM	KYYS-FM
2 KBEQ-FM	WHB -AM	WHB -AM
3 WDAF-AM	KPRS-FM	KUDL-FM
4 KUDL-FM	WDAF-AM	KSAS-FM
5 KCEZ-FM	KBEQ-FM	WDAF-AM
6 WHB -AM	KMBR-FM	KPRS-FM
7 KJLA-AM	KUDL-FM	KBEQ-FM
8 KMBZ-AM	KCMO-AM	KJLA-AM
9 KCMO-AM	KJLA-AM	KMBR-FM
10 KPRS-FM	KCEZ-FM	KMBZ-AM

Adults 25-54

M-S, 6am-Midnight
POP(00): 5298

A/M '79	O/N '79	A/M '80
1 KMBZ-AM	WDAF-AM	WDAF-AM
2 KMBR-FM	KMBR-FM	WHB -AM
3 WDAF-AM	KMBZ-AM	KMBZ-AM
4 KCEZ-FM	KCEZ-FM	KMBR-FM
5 KCMO-AM	WHB -AM	KCKN-FM
6 WHB -AM	KCMO-AM	KUDL-FM
7 KCKN-FM	KPRS-FM	KPRS-FM
8 KBEQ-FM	KYYS-FM	KCEZ-FM
9 KYYS-FM	KCKN-FM	KYYS-FM
10 KUDL-FM	KUDL-FM	KCMO-AM

M-F, 6-10am

1 KMBZ-AM	WDAF-AM	WDAF-AM
2 KMBR-FM	KMBZ-AM	WHB -AM
3 WDAF-AM	KMBR-FM	KMBZ-AM
4 KCMO-AM	WHB -AM	KMBR-FM
5 WHB -AM	KCEZ-FM	KCKN-FM
6 KCKN-FM	KCMO-AM	KCMO-AM
7 KCEZ-FM	KYYS-FM	KYYS-FM
8 KBEQ-FM	KCKN-FM	KCEZ-FM
9 KYYS-FM	KPRS-FM	KPRS-FM
10 KPRT-AM	KBEQ-FM	KCKN-FM

M-F, 3-7pm

1 KMBZ-AM	WDAF-AM	WDAF-AM
2 WDAF-AM	KMBR-FM	WHB -AM
3 KMBR-FM	KCEZ-FM	KMBZ-AM
4 KCEZ-FM	WHB -AM	KMBR-FM
5 KCMO-AM	KPRS-FM	KCKN-FM
6 WHB -AM	KMBZ-AM	KUDL-FM
7 KCKN-FM	KYYS-FM	KYYS-FM
8 KBEQ-FM	KCKN-FM	KPRS-FM
9 KYYS-FM	KCMO-AM	KCEZ-FM
10 KUDL-FM	KUDL-FM	KCMO-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 10782

A/M '79	O/N '79	A/M '80
1 KMBZ-AM 3115	WDAF-AM 2622	WDAF-AM 2631
2 WDAF-AM 2147	KCMO-AM 2613	KMBZ-AM 2561
3 KCMO-AM 2061	KMBZ-AM 2277	KYYS-FM 2251
4 KYYS-FM 1910	WHB -AM 2197	WHB -AM 219
5 KBEQ-FM 1887	KYYS-FM 2074	KCMO-AM 195
6 WHB -AM 1857	KBEQ-FM 1848	KMBR-FM 1851
7 KMBR-FM 1822	KCEZ-FM 1613	KBEQ-FM 1621
8 KCEZ-FM 1425	KMBR-FM 1605	KCEZ-FM 154
9 KJLA-AM 1128	KJLA-AM 1138	KUDL-FM 1281
10 KPRS-FM 965	KUDL-FM 1115	KJLA-AM 116

M-F, 6-10am

1 KMBZ-AM	WDAF-AM	WDAF-AM
2 WDAF-AM	KMBZ-AM	KYYS-FM
3 KCMO-AM	KYYS-FM	WHB -AM
4 KYYS-FM	KCMO-AM	KMBZ-AM
5 KMBR-FM	WHB -AM	KMBR-FM
6 KBEQ-FM	KBEQ-FM	KCMO-AM
7 WHB -AM	KMBR-FM	KBEQ-FM
8 KCEZ-FM	KCEZ-FM	KCEZ-FM
9 KJLA-AM	KPRS-FM	KPRS-FM
10 KCKN-FM	KJLA-AM	KCKN-FM

M-F, 3-7pm

1 KMBZ-AM	WDAF-AM	WDAF-AM
2 WDAF-AM	KYYS-FM	KYYS-FM
3 KBEQ-FM	WHB -AM	WHB -AM
4 KYYS-FM	KMBZ-AM	KMBZ-AM
5 KMBR-FM	KBEQ-FM	KMBR-FM
6 WHB -AM	KMBR-FM	KBEQ-FM
7 KCMO-AM	KCMO-AM	KCEZ-FM
8 KCEZ-FM	KCEZ-FM	KCMO-AM
9 KJLA-AM	KJLA-AM	KJLA-AM
10 KPRS-FM	KPRS-FM	KPRS-FM

Teens

M-S, 6am-Midnight
POP(00): 1381

A/M '79	O/N '79	A/M '80
1 KBEQ-FM	KYYS-FM	KYYS-FM
2 KYYS-FM	KBEQ-FM	KBEQ-FM
3 WHB -AM	KJLA-AM	KJLA-AM

M-F, 6-10am

1 KBEQ-FM	KYYS-FM	KYYS-FM
2 KYYS-FM	KBEQ-FM	KBEQ-FM
3 WHB -AM	KJLA-AM	WHB -AM

M-F, 3-7pm

1 KBEQ-FM	KYYS-FM	KYYS-FM
2 KYYS-FM	KBEQ-FM	KBEQ-FM
3 WHB -AM	KJLA-AM	KJLA-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 3998

A/M '79	O/N '79	A/M '80
1 KYYS-FM	KYYS-FM	KYYS-FM
2 KMBZ-AM	WHB -AM	WHB -AM
3 KCMO-AM	KCMO-AM	KBEQ-FM
4 KBEQ-FM	KBEQ-FM	KUDL-FM
5 WHB -AM	KUDL-FM	WDAF-AM
6 KJLA-AM	WDAF-AM	KSAS-FM
7 WDAF-AM	KJLA-AM	KCMO-AM
8 KUDL-FM	KMBZ-AM	KMBZ-AM
9 KPRS-FM	KPRS-FM	KJLA-AM
10 KMBR-FM	KMBR-FM	KPRS-FM

M-F, 6am-10am

1 KYYS-FM	KYYS-FM	KYYS-FM
2 KCMO-AM	WHB -AM	WHB -AM
3 WHB -AM	KBEQ-FM	WDAF-AM
4 KBEQ-FM	WDAF-AM	KBEQ-FM
5 KMBZ-AM	KCMO-AM	KSAS-FM
6 WDAF-AM	KUDL-FM	KUDL-FM
7 KJLA-AM	KMBZ-AM	KJLA-AM
8 KUDL-FM	KPRS-FM	KPRS-FM
9 KMBR-FM	KJLA-AM	KCMO-AM
10 KPRS-FM	KMBR-FM	KMBZ-AM

M-F, 3-7pm

1 KYYS-FM	KYYS-FM	KYYS-FM
2 KCMO-AM	WHB -AM	WHB -AM
3 WHB -AM	KBEQ-FM	WDAF-AM
4 KBEQ-FM	WDAF-AM	KSAS-FM
5 KMBZ-AM	KUDL-FM	KBEQ-FM
6 KJLA-AM	KCMO-AM	KUDL-FM
7 WDAF-AM	KJLA-AM	KJLA-AM
8 KUDL-FM	KPRS-FM	KCMO-AM
9 KPRS-FM	KMBR-FM	KPRS-FM
10 KCEZ-FM	KCEZ-FM	KMBZ-AM

Adults 25-54

M-S, 6am-Midnight
POP(00): 5298

A/M '79	O/N '79	A/M '80
1 KMBZ-AM	WDAF-AM	WDAF-AM
2 WDAF-AM	KCMO-AM	KMBZ-AM
3 KCMO-AM	WHB -AM	WHB -AM
4 KMBR-FM	WHB -AM	KMBR-FM
5 WHB -AM	KMBR-FM	KCMO-AM
6 KCEZ-FM	KCEZ-FM	KYYS-FM
7 KCKN-FM	KYYS-FM	KCKN-FM
8 KYYS-FM	KUDL-FM	KCEZ-FM
9 KUDL-FM	KBEQ-FM	KUDL-FM
10 KBEQ-FM	KCKN-FM	KBEQ-FM

Knoxville

METRO RANK

76

AM '80 Market Overview

Arbitron's reshuffling of the sampling units in the Knoxville metro may have made a difference in the spring results. In the past, Anderson and Union Counties have been combined by Arbitron into one sampling unit for ratings projections. In this book, however, Arbitron split the counties, likely meaning a more important role for Union. Arbitron also placed extra sample and got back 31% more diaries than in the previous survey last fall. It remains to be seen how the 1980 results look in light of these changes, and the results of that sweep may begin to give usable trends based on Arbitron's new sampling setup.

Keeping that in mind, the results this survey showed **WEZK** rebounding to the top spot, **WIVK-FM** remaining a strong factor, and **WRJZ** surpassing **WNOX** in the battle for young adults.

WEZK plays the **Bonneville BM** format and supported it with an extensive ad campaign. Heavy TV saturation, backed by newspaper and local magazines, helped to spread the word. An on-air contest involving knowing the "Secret Word" when called was used, and a new PM drive personality was brought on. Not only did **WEZK** increase its already strong 25-54 share at the station recorded gains in the 18-34 demos to rank third in that demo.

Two stations were tied for the 18-34 lead. **WIVK-FM** the Country leader, and Top 40 **WRJZ** each earned 1st under 18%. This represents a slight increase for **WIVK-FM**, but **WRJZ** rose 30%. **WRJZ** used a larger amount of advertising, featuring the Chuck Blore "Magnificent Mouth" TV spot, plus billboards. The on-air sound of **WRJZ** was aimed more adult, using more old earlier oldies. This may have helped the station increase its numbers well among men 25-34.

WIVK-FM, besides being a strong 18-34 factor, was tops in 25-54's too. Although slipping slightly from its fall 25-54 share, **WIVK-FM** still had a share of almost 25.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 3853

A/M '79	O/N '79	A/M '80
1 WEZK-FM 18.4	WIVK-FM 20.9	WEZK-FM(BM) 19.9
2 WIVK-FM 16.6	WEZK-FM 16.4	WIVK-FM(C) 19.7
3 WRJZ-AM 14.8	WNOX-AM 11.9	WRJZ-AM(R) 10.5
4 WNOX-AM 12.0	WRJZ-AM 9.9	WIVK-AM(C) 9.9
5 WIVK-AM 10.6	WIVK-AM 8.5	WOKI-FM(R) 8.3
6 WOKI-FM 5.7	WOKI-FM 7.7	WNOX-AM(R) 7.1
7 WBIR-FM 4.6	WBIR-FM 6.3	WIMZ-FM(A) 6.1
8 WGAP-AM 3.6	WGAP-AM 2.7	WGAP-AM(C) 2.9
9 WBIR-AM 1.5	WYSH-AM 1.6	WBEL-AM(PA) 1.9
10 WJBE-AM 1.2	WJBE-AM 1.6	WBMK-AM(O) 1.4
11 WKXV-AM 1.0	WBIR-AM 1.4	WYSH-FM(C) 1.2
12 WYSH-AM 0.9	WKXV-AM 1.4	WEAC-AM(PA) 1.0
13 WKGN-AM 0.7	WKGN-AM 1.3	WKXV-AM(R) 0.9
14 WEAC-AM 0.7	WEAC-AM 0.7	WKGN-AM(PA) 0.7
15 WATO-AM 0.3	WKVQ-AM 0.5	WITA-AM(R) 0.7
16 WYSH-FM 0.3	WSKT-AM 0.5	WSKT-AM(R) 0.7
17 WATO-AM 0.5	WYSH-AM(C) 0.3	
18 WYSH-FM 0.5	WLIL-AM(R) 0.3	

Average Persons Trends/Rankings

POP(00): 3853

A/M '79	O/N '79	A/M '80
1 WEZK-FM 107	WIVK-FM 116	WEZK-FM 117
2 WIVK-FM 97	WEZK-FM 91	WIVK-FM 116
3 WRJZ-AM 86	WNOX-AM 66	WRJZ-AM 62
4 WNOX-AM 70	WRJZ-AM 55	WIVK-AM 58
5 WIVK-AM 62	WIVK-AM 47	WOKI-FM 49

A/M '79	O/N '79	A/M '80
1 WRJZ-AM	WIVK-FM	WIVK-FM
2 WIVK-FM	WEZK-FM	WEZK-FM
3 WEZK-FM	WNOX-AM	WRJZ-AM
4 WNOX-AM	WRJZ-AM	WIVK-AM
5 WIVK-AM	WIVK-AM	WNOX-AM

A/M '79	O/N '79	A/M '80
1 WEZK-FM	WEZK-FM	WEZK-FM
2 WRJZ-AM	WIVK-FM	WIVK-FM
3 WIVK-FM	WNOX-AM	WRJZ-AM
4 WNOX-AM	WRJZ-AM	WOKI-FM
5 WIVK-AM	WOKI-FM	WNOX-AM

Teens

M-S, 6am-Midnight

POP(00): 463

A/M '79	O/N '79	A/M '80
1 WNOX-AM	WNOX-AM	WOKI-FM
2 WRJZ-AM	WOKI-FM	WNOX-AM
3 WIVK-FM	WRJZ-AM	WIMZ-FM

M-F, 6-10am

1 WNOX-AM	WOKI-FM	WNOX-AM
2 WRJZ-AM	WNOX-AM	WOKI-FM
3 WOKI-FM	WRJZ-AM	WRJZ-AM

M-F, 3-7pm

1 WNOX-AM	WNOX-AM	WOKI-FM
2 WRJZ-AM	WOKI-FM	WNOX-AM
3 WIVK-FM	WRJZ-AM	WRJZ-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1399

A/M '79	O/N '79	A/M '80
1 WRJZ-AM	WNOX-AM	WRJZ-AM
2 WIVK-FM	WIVK-FM	WIVK-FM
3 WNOX-AM	WBIR-FM	WEZK-FM
4 WEZK-FM	WRJZ-AM	WIMZ-FM
5 WOKI-FM	WOKI-FM	WOKI-FM

M-F, 6-10am

1 WRJZ-AM	WIVK-FM	WRJZ-AM
2 WIVK-FM	WNOX-AM	WIVK-FM
3 WEZK-FM	WRJZ-AM	WEZK-FM
4 WNOX-AM	WEZK-FM	WNOX-AM
5 WIVK-AM	WBIR-FM	WOKI-FM

M-F, 3-7pm

1 WRJZ-AM	WIVK-FM	WRJZ-AM
2 WNOX-AM	WRJZ-AM	WIVK-FM
3 WIVK-FM	WNOX-AM	WEZK-FM
4 WOKI-FM	WBIR-FM	WOKI-FM
5 WEZK-FM	WEZK-FM	WIMZ-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1776

A/M '79	O/N '79	A/M '80
1 WEZK-FM	WIVK-FM	WIVK-FM
2 WIVK-FM	WEZK-FM	WEZK-FM
3 WRJZ-AM	WRJZ-AM	WIVK-AM
4 WIVK-AM	WIVK-AM	WRJZ-AM
5 WNOX-AM	WNOX-AM	WNOX-AM

M-F, 6-10am

1 WRJZ-AM	WIVK-FM	WIVK-FM
2 WIVK-FM	WEZK-FM	WEZK-FM
3 WEZK-FM	WRJZ-AM	WRJZ-AM
4 WIVK-AM	WNOX-AM	WNOX-AM
5 WNOX-AM	WIVK-AM	WIVK-AM

M-F, 3-7pm

1 WEZK-FM	WIVK-FM	WEZK-FM
2 WRJZ-AM	WEZK-FM	WIVK-FM
3 WIVK-FM	WRJZ-AM	WRJZ-AM
4 WIVK-AM	WNOX-AM	WIVK-AM
5 WNOX-AM	WIVK-AM	WNOX-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3853

A/M '79	O/N '79	A/M '80
1 WNOX-AM 1483	WIVK-FM 1391	WIVK-FM 1213
2 WRJZ-AM 1295	WRJZ-AM 1314	WRJZ-AM 1054
3 WIVK-FM 1037	WNOX-AM 1166	WEZK-FM 1048
4 WEZK-FM 955	WEZK-FM 1037	WNOX-AM 1001
5 WIVK-AM 718	WOKI-FM 852	WIVK-AM 851

M-F, 6-10am

1 WRJZ-AM	WIVK-FM	WIVK-FM
2 WNOX-AM	WRJZ-AM	WRJZ-AM
3 WIVK-FM	WNOX-AM	WEZK-FM
4 WEZK-FM	WEZK-FM	WNOX-AM
5 WIVK-AM	WIVK-AM	WIVK-AM

M-F, 3-7pm

1 WNOX-AM	WIVK-FM	WIVK-FM
2 WRJZ-AM	WNOX-AM	WEZK-FM
3 WIVK-FM	WEZK-FM	WRJZ-AM
4 WEZK-FM	WRJZ-AM	WNOX-AM
5 WOKI-FM	WOKI-FM	WOKI-FM

Teens

M-S, 6am-Midnight

POP(00): 463

A/M '79	O/N '79	A/M '80
1 WNOX-AM	WNOX-AM	WNOX-AM
2 WRJZ-AM	WOKI-FM	WOKI-FM
3 WOKI-FM	WRJZ-AM	WRJZ-AM

M-F, 6-10am

1 WNOX-AM	WNOX-AM	WNOX-AM
2 WRJZ-AM	WOKI-FM	WOKI-FM
3 WOKI-FM	WRJZ-AM	WRJZ-AM

M-F, 3-7pm

1 WNOX-AM	WNOX-AM	WNOX-AM
2 WRJZ-AM	WOKI-FM	WOKI-FM
3 WOKI-FM	WRJZ-AM	WRJZ-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1399

A/M '79	O/N '79	A/M '80
1 WNOX-AM	WNOX-AM	WRJZ-AM
2 WRJZ-AM	WRJZ-AM	WIVK-FM
3 WOKI-FM	WIVK-FM	WOKI-FM
4 WIVK-FM	WOKI-FM	WNOX-AM
5 WEZK-FM	WBIR-FM	WIMZ-FM

M-F, 6-10am

1 WRJZ-AM	WRJZ-AM	WRJZ-AM
2 WNOX-AM	WNOX-AM	WIVK-FM
3 WOFI-FM	WIVK-FM	WNOX-AM
4 WIVK-FM	WBIR-FM	WEZK-FM
5 WIVK-AM	WOKI-FM	WOKI-FM

M-F, 3-7pm

1 WNOX-AM	WRJZ-AM	WRJZ-AM
2 WRJZ-AM	WNOX-AM	WIVK-FM
3 WOKI-FM	WIVK-FM	WNOX-AM
4 WIVK-FM	WBIR-FM	WOKI-FM
5 WIVK-AM	WOKI-FM	WEZK-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1776

A/M '79	O/N '79	A/M '80
1 WRJZ-AM	WIVK-FM	WIVK-FM
2 WNOX-AM	WRJZ-AM	WEZK-FM
3 WIVK-FM	WEZK-FM	WRJZ-AM
4 WEZK-FM	WNOX-AM	WIVK-AM
5 WIVK-AM	WIVK-AM	WNOX-AM

M-F, 6-10am

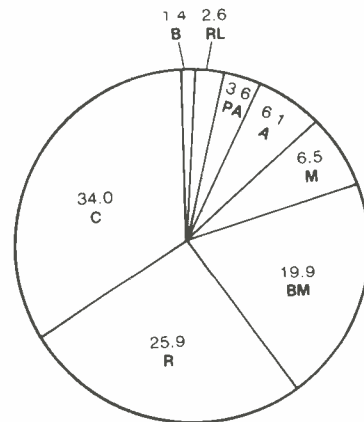
1 WRJZ-AM	WIVK-FM	WIVK-FM
2 WIVK-FM	WEZK-FM	WEZK-FM
3 WNOX-AM	WRJZ-AM	WRJZ-AM
4 WEZK-FM	WNOX-AM	WNOX-AM
5 WIVK-AM	WIVK-AM	WIVK-AM

M-F, 3-7pm

1 WNOX-AM	WIVK-FM	WIVK-FM
2 WRJZ-AM	WEZK-FM	WEZK-FM
3 WIVK-FM	WRJZ-AM	WRJZ-AM
4 WEZK-FM	WNOX-AM	WRJZ-AM
5 WIVK-AM	WIVK-AM	WIVK-AM

Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, MA-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Lafayette

METRO RANK

167

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 1090

A/M '78	A/M '79	A/M '80
1 KTDY-FM 27.7	KVOL-AM 23.0	KVOL-AM (R) 29.0
2 KVOL-AM 16.9	KTDY-FM 19.3	KSMB-FM (A) 12.9
3 KPFL-AM 12.0	KSMB-FM 14.3	KXXK-AM (C) 11.3
4 KXKW-AM 11.4	KXKW-AM 11.8	KTDY-FM (PA) 9.1
5 KSMB-FM 10.8	KPEL-AM 8.7	KPEL-AM (PA) 8.6
6 KROF-AM 6.6	KROF-FM 5.0	KROF-FM (C) 5.9
7 KDEA-FM 6.0	WAFB-FM 3.7	KDEA-FM (BM) 5.4
8 KPEL-AM	WDEA-FM 3.1	KROF-AM (PA) 2.7
9	KROF-AM 1.9	WAFB-FM (PA) 1.6
10	KAJN-FM 0.6	KSIG-AM (C) 0.5
11		WOXY-FM (BM) 0.5
12		KAJN-FM (RL) 0.5

Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 1090

A/M '78	A/M '79	A/M '80
1 KTDY-FM 46	KVOL-AM 37	KVOL-AM 54
2 KVOL-AM 28	KTDY-FM 31	KSMB-FM 24
3 KPFL-AM 20	KSMB-FM 23	KXKW-AM 21
4 KXKW-AM 19	KXKW-AM 19	KTDY-FM 17
5 KSMB-FM 18	KPEL-AM 14	KPEL-AM 16

M-F, 6-10am

1 KTDY-FM	KVOL-AM	KVOL-AM
2 KVOL-AM	KTDY-FM	KXKW-AM
3 KPFL-AM	KPEL-AM	KPEL-AM
4 KXKW-AM	KSMB-FM	KSMB-FM
5 KSMB-FM	KXKW-AM	KTDY-FM

M-F, 3-7pm

1 KTDY-FM	KTDY-FM	KVOL-AM
2 KVOL-AM	KVOL-AM	KXKW-AM
3 KSMB-FM	KSMB-FM	KSMB-FM
4 KPFL-AM	KXKW-AM	KTDY-FM
5 KXKW-AM	KPEL-AM	KPEL-AM

Teens M-S, 6am-Midnight POP(00): 158

A/M '78	A/M '79	A/M '80
1 KTDY-FM	KVOL-AM	KVOL-AM
2 KVOL-AM	KTDY-FM	KSMB-FM
3 KSMB-FM	KSMB-FM	KTDY-FM

M-F, 6-10am

1 KTDY-FM	KTDY-FM	KVOL-AM
2 KVOL-AM	KVOL-AM	KSMB-FM
3 KROF-AM	KSMB-FM	KROF-AM

M-F, 3-7pm

1 KTDY-FM	KVOL-AM	KVOL-AM
2 KVOL-AM	KTDY-FM	KSMB-FM
3 KROF-AM	KSMB-FM	KTDY-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 459

A/M '78	A/M '79	A/M '80
1 KTDY-FM	KTDY-FM	KVOL-AM
2 KSMB-FM	KSMB-FM	KSMB-FM
3 KVOL-AM	KVOL-AM	KTDY-FM
4 KROF-AM	WAFB-FM	KXKW-AM
5 KXKW-AM	KROF-FM	KROF-FM

M-F, 6-10am

1 KTDY-FM	KTDY-FM	KVOL-AM
2 KVOL-AM	KSMB-FM	KSMB-FM
3 KSMB-FM	KVOL-AM	KTDY-FM
4 KROF-AM	KROF-FM	KXKW-AM
5 KPFL-AM	WAFB-FM	KROF-AM

M-F, 3-7pm

1 KTDY-FM	KTDY-FM	KVOL-AM
2 KVOL-AM	KSMB-FM	KSMB-FM
3 KSMB-FM	KVOL-AM	KTDY-FM
4 KROF-AM	WAFB-FM	KXKW-AM
5 KDEA-FM	KROF-FM	KROF-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 513

A/M '78	A/M '79	A/M '80
1 KVOL-AM	KXKW-AM	KVOL-AM
2 KTDY-FM	KVOL-AM	KXKW-AM
3 KXKW-AM	KTDY-FM	KROF-FM
4 KPFL-AM	KPEL-AM	KSMB-FM
5 KSMB-FM	KSMB-FM	KDEA-FM

M-F, 6-10am

1 KVOL-AM	KXKW-AM	KVOL-AM
2 KTDY-FM	KVOL-AM	KXKW-AM
3 KXKW-AM	KTDY-FM	KROF-FM
4 KPFL-AM	KPEL-AM	KSMB-FM
5 KSMB-FM	KDEA-FM	KTDY-FM

M-F, 3-7pm

1 KTDY-FM	KXKW-AM	KXKW-AM
2 KVOL-AM	KTDY-FM	KVOL-AM
3 KXKW-AM	KVOL-AM	KROF-FM
4 KSMB-FM	KSMB-FM	KTDY-FM
5 KPFL-AM	WAFB-FM	KDEA-FM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 1090

A/M '78	A/M '79	A/M '80
1 KTDY-FM 456	KVOL-AM 446	KVOL-AM 542
2 KVOL-AM 395	KTDY-FM 381	KXKW-AM 299
3 KXKW-AM 222	KSMB-FM 238	KROF-FM 240
4 KPFL-AM 207	KXKW-AM 195	KSMB-FM 231
5 KSMB-FM 207	KPEL-AM 194	KTDY-FM 231

M-F, 6-10am

1 KTDY-FM	KVOL-AM	KVOL-AM
2 KVOL-AM	KTDY-FM	KXKW-AM
3 KPFL-AM	KSMB-FM	KPEL-AM
4 KXKW-AM	KPEL-AM	KSMB-FM
5 KSMB-FM	KXKW-AM	KTDY-FM

M-F, 3-7pm

1 KTDY-FM	KVOL-AM	KVOL-AM
2 KVOL-AM	KTDY-FM	KXKW-AM
3 KXKW-AM	KSMB-FM	KSMB-FM
4 KSMB-FM	KXKW-AM	KTDY-FM
5 KPFL-AM	KPEL-AM	KPEL-AM

Teens M-S, 6am-Midnight POP(00): 158

A/M '78	A/M '79	A/M '80
1 KTDY-FM	KVOL-AM	KVOL-AM
2 KVOL-AM	KTDY-FM	KSMB-FM
3 KROF-AM	KSMB-FM	KTDY-FM

M-F, 6-10am

1 KTDY-FM	KVOL-AM	KVOL-AM
2 KVOL-AM	KTDY-FM	KSMB-FM
3 KROF-AM	KSMB-FM	KROF-FM

M-F, 3-7pm

1 KTDY-FM	KVOL-AM	KVOL-AM
2 KVOL-AM	KTDY-FM	KSMB-FM
3 KROF-AM	KSMB-FM	KTDY-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 459

A/M '78	A/M '79	A/M '80
1 KTDY-FM	KTDY-FM	KVOL-AM
2 KVOL-AM	KVOL-AM	KSMB-FM
3 KSMB-FM	KSMB-FM	KTDY-FM
4 KROF-AM	WAFB-FM	KXKW-AM
5 KROF-AM	KROF-AM	KROF-FM

M-F, 6-10am

1 KTDY-FM	KTDY-FM	KVOL-AM
2 KVOL-AM	KSMB-FM	KSMB-FM
3 KSMB-FM	KVOL-AM	KTDY-FM
4 KROF-AM	WAFB-FM	KXKW-AM
5 KXKW-AM	KXKW-AM	KROF-AM

M-F, 3-7pm

1 KTDY-FM	KTDY-FM	KVOL-AM
2 KVOL-AM	KSMB-FM	KTDY-FM
3 KSMB-FM	KVOL-AM	KSMB-FM
4 KROF-AM	WAFB-FM	KXKW-AM
5 KXKW-AM	KXKW-AM	KROF-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 513

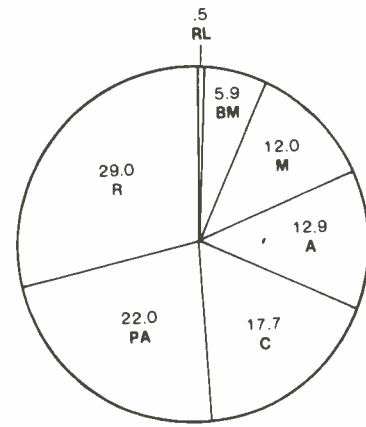
A/M '78	A/M '79	A/M '80
1 KTDY-FM	KVOL-AM	KVOL-AM
2 KVOL-AM	KTDY-FM	KXKW-AM
3 KXKW-AM	KXKW-AM	KROF-FM
4 KPFL-AM	KPEL-AM	KPEL-AM
5 KSMB-FM	KDEA-FM	KTDY-FM

M-F, 6-10am

1 KVOL-AM	KVOL-AM	KVOL-AM
2 KTDY-FM	KXKW-AM	KXKW-AM
3 KXKW-AM	KTDY-FM	KROF-FM
4 KPFL-AM	KPEL-AM	KPEL-AM
5 KSMB-FM	KSMB-FM	KTDY-FM

M-F, 3-7pm

1 KVOL-AM	KVOL-AM	KXKW-AM
2 KTDY-FM	KTDY-FM	KVOL-AM
3 KXKW-AM	KXKW-AM	KROF-FM
4 KPFL-AM	KSMB-FM	KTDY-FM
5 KSMB-FM	KPEL-AM	KPEL-AM



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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METRO RANK

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Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2344

	A/M '78	A/M '79	A/M '80
1 WRBQ-FM	14.8	WVFM-FM	12.4
2 WVFM-FM	11.8	WRBQ-FM	12.1
3 WGTQ-AM	10.4	WGTQ-AM	9.4
4 WPCV-FM	8.5	WPCV-FM	8.6
5 WNNN-AM	6.0	WORJ-FM	8.3
6 WQPD-AM	5.5	WFLA-FM	6.3
7 WWAB-AM	4.9	WONN-AM	5.7
8 WFLA-FM	4.7	WQPD-AM	4.0
9 WBJW-FM	2.7	WWAB-AM	3.2
10 WSUN-AM	2.7	WPUL-AM	2.9
11 WSIR-AM	2.5	WBUL-AM	2.9
12 WORJ-FM	2.2	WSUN-AM	2.0
13 WPUL-AM	2.2	WHLY-FM	2.0
14 WZNC-AM	1.4	WHOO-FM	1.7
15 WJYW-FM	1.1	WJYW-FM	1.4
16 WHOO-FM	1.1	WTMP-AM	1.4
17 WTWB-AM	0.8	WSIR-AM	1.1
18 WQYK-FM	0.8	WTWB-AM	1.1
19 WIPC-AM	0.8	WDBO-FM	1.1
20 WLCY-AM	0.5	WPLA-AM	1.1
21 WDBO-FM	0.5	WQYK-FM	0.6
22 WDBO-AM	0.5	WDBO-AM	0.6
23 WFLA-AM	0.5		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2344

	A/M '78	A/M '79	A/M '80
1 WRBQ-FM	54	WVFM-FM	43
2 WVFM-FM	43	WRBQ-FM	42
3 WGTQ-AM	38	WGTQ-AM	31
4 WPCV-FM	31	WPCV-FM	30
5 WNNN-AM	22	WORJ-FM	29

M-F, 6-10am

1 WVFM-FM	WVFM-FM	WCTO-AM
2 WNNN-AM	WRBQ-FM	WVFM-FM
3 WPCV-FM	WONN-AM	WPCV-FM
4 WRBQ-FM	WGTQ-AM	WRBQ-FM
5 WQPD-AM	WPCV-FM	WONN-AM

M-F, 3-7pm

1 WRBQ-FM	WVFM-FM	WVFM-FM
2 WVFM-FM	WRBQ-FM	WGTQ-AM
3 WPCV-FM	WGTQ-AM	WORJ-FM
4 WGTQ-AM	WORJ-FM	WPCV-FM
5 WWAB-AM	WPCV-FM	WRBQ-FM

Teens

M-S, 6am-Midnight

POP(00): 291

	A/M '78	A/M '79	A/M '80
1 WRBQ-FM	WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WQPD-AM	WBJW-FM	WYNF-FM	WYNF-FM
3 WBJW-FM	WQPD-AM	WQPD-AM	WQPD-AM

M-F, 6-10am

1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WQPD-AM	WBJW-FM	WYNF-FM
3 WBJW-FM	WQPD-AM	WQPD-AM

M-F, 3-7pm

1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WWAB-AM	WBJW-FM	WWAB-AM
3 WQPD-AM	WQPD-AM	WYNF-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 745

	A/M '78	A/M '79	A/M '80
1 WRBQ-FM	WORJ-FM	WORJ-FM	WORJ-FM
2 WGTQ-AM	WRBQ-FM	WGTQ-AM	WGTQ-AM
3 WPCV-FM	WGTQ-AM	WRBQ-FM	WRBQ-FM
4 WWAB-AM	WQPD-AM	WYNF-FM	WYNF-FM
5 WQPD-AM	WVFM-FM	WPCV-FM	WPCV-FM

M-F, 6-10am

1 WRBQ-FM	WORJ-FM	WGTQ-AM
2 WWAB-AM	WGTQ-AM	WRBQ-FM
3 WNNN-AM	WRBQ-FM	WYNF-FM
4 WGTQ-AM	WQPD-AM	WORJ-FM
5 WPCV-FM	WVFM-FM	WPCV-FM

M-F, 3-7pm

1 WRBQ-FM	WORJ-FM	WORJ-FM
2 WPCV-FM	WRBQ-FM	WHLY-FM
3 WGTQ-AM	WGTQ-AM	WGTQ-AM
4 WWAB-AM	WVFM-FM	WRBQ-FM
5 WVFM-FM	WQPD-AM	WPCV-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1008

	A/M '78	A/M '79	A/M '80
1 WRBQ-FM	WGTQ-AM	WPCV-FM	WPCV-FM
2 WPCV-FM	WPCV-FM	WGTQ-AM	WGTQ-AM
3 WVFM-FM	WVFM-FM	WVFM-FM	WVFM-FM
4 WGTQ-AM	WRBQ-FM	WRBQ-FM	WRBQ-FM
5 WNNN-AM	WFLA-FM	WORJ-FM	WORJ-FM

M-F, 6-10am

1 WPCV-FM	WGTQ-AM	WGTQ-AM
2 WVFM-FM	WONN-AM	WPCV-FM
3 WNNN-AM	WVFM-FM	WVFM-FM
4 WRBQ-FM	WRBQ-FM	WRBQ-FM
5 WQPD-AM	WPCV-FM	WORJ-FM

M-F, 3-7pm

1 WRBQ-FM	WGTQ-AM	WPCV-FM
2 WPCV-FM	WVFM-FM	WGTQ-AM
3 WVFM-FM	WRBQ-FM	WVFM-FM
4 WGTQ-AM	WPCV-FM	WORJ-FM
5 WQPD-AM	WFLA-FM	WRBQ-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2344

	A/M '78	A/M '79	A/M '80
1 WRBQ-FM	648	WRBQ-FM	633
2 WVFM-FM	488	WVFM-FM	424
3 WPCV-FM	395	WPCV-FM	409
4 WQPD-AM	388	WONN-AM	379
5 WNNN-AM	344	WGTQ-AM	350

M-F, 6-10am

1 WRBQ-FM	WRBQ-FM	WVFM-FM
2 WVFM-FM	WONN-AM	WGTQ-AM
3 WQPD-AM	WVFM-FM	WRBQ-FM
4 WNNN-AM	WGTQ-AM	WONN-AM
5 WPCV-FM	WPCV-FM	WPCV-FM

M-F, 3-7pm

1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WVFM-FM	WVFM-FM	WVFM-FM
3 WQPD-AM	WORJ-FM	WGTQ-AM
4 WPCV-FM	WPCV-FM	WORJ-FM
5 WGTQ-AM	WQPD-AM	WPCV-FM

Teens

M-S, 6am-Midnight

POP(00): 291

	A/M '78	A/M '79	A/M '80
1 WRBQ-FM	WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WQPD-AM	WBJW-FM	WYNF-FM	WYNF-FM
3 WBJW-FM	WQPD-AM	WQPD-AM	WQPD-AM

M-F, 6-10am

1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WQPD-AM	WBJW-FM	WYNF-FM
3 WBJW-FM	WQPD-AM	WQPD-AM

M-F, 3-7pm

1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WQPD-AM	WBJW-FM	WYNF-FM
3 WBJW-FM	WQPD-AM	WQPD-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 745

	A/M '78	A/M '79	A/M '80
1 WRBQ-FM	WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WQPD-AM	WORJ-FM	WORJ-FM	WORJ-FM
3 WNNN-AM	WQPD-AM	WHLY-FM	WHLY-FM
4 WPCV-FM	WPCV-FM	WYNF-FM	WYNF-FM
5 WGTQ-AM	WGTQ-AM	WGTQ-AM	WGTQ-AM

M-F, 6-10am

1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WQPD-AM	WQPD-AM	WGTQ-AM
3 WNNN-AM	WORJ-FM	WORJ-FM
4 WGTQ-AM	WGTQ-AM	WYNF-FM
5 WPCV-FM	WPCV-FM	WHLY-FM

M-F, 3-7pm

1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WQPD-AM	WORJ-FM	WORJ-FM
3 WPCV-FM	WQPD-AM	WHLY-FM
4 WWAB-AM	WVFM-FM	WGTQ-AM
5 WORJ-FM	WPCV-FM	WPCV-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1008

	A/M '78	A/M '79	A/M '80
1 WRBQ-FM	WRBQ-FM	WPCV-FM	WPCV-FM
2 WVFM-FM	WPCV-FM	WRBQ-FM	WRBQ-FM
3 WPCV-FM	WGTQ-AM	WGTQ-AM	WGTQ-AM
4 WGTQ-AM	WVFM-FM	WVFM-FM	WVFM-FM
5 WQPD-AM	WFLA-FM	WONN-AM	WONN-AM

M-F, 6-10am

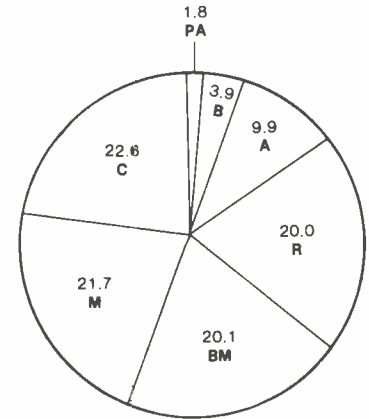
1 WRBQ-FM	WGTQ-AM	WGTQ-AM
2 WPCV-FM	WRBQ-FM	WPCV-FM
3 WVFM-FM	WPCV-FM	WONN-AM
4 WGTQ-AM	WONN-AM	WRBQ-FM
5 WQPD-AM	WVFM-FM	WVFM-FM

M-F, 3-7pm

1 WRBQ-FM	WGTQ-AM	WGTQ-AM
2 WPCV-FM	WVFM-FM	WPCV-FM
3 WVFM-FM	WRBQ-FM	WRBQ-FM
4 WQPD-AM	WPCV-FM	WVFM-FM
5 WGTQ-AM	WFLA-FM	WORJ-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusical, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Lancaster

METRO RANK

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Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2890

A/M '78	A/M '79	A/M '80
1 WIOV-FM 11.4	WIOV-FM 14.9	WNCE-FM(BM) 10.9
2 WQXA-FM 8.3	WQXA-FM 11.0	WQXA-FM(R) 10.5
3 WSBA-FM 8.3	WNCE-FM 8.3	WIOV-FM(C) 6.8
4 WLAN-AM 7.8	WSBA-AM 7.2	WLAN-FM(BM) 6.6
5 WDAC-FM 5.5	WSBA-FM 6.5	WDAC-FM(RL) 6.6
6 WDDL-AM 5.0	WLAN-AM 5.9	WSBA-AM(PA) 5.9
7 WYCR-FM 5.0	WDAC-FM 5.4	WSBA-FM(PA) 5.9
8 WNCE-FM 5.0	WQXA-AM 4.5	WLAN-AM(R) 5.0
9 WQXA-AM 4.0	WLAN-FM 3.6	WRKZ-FM(C) 5.0
10 WSBA-AM 3.8	WRHY-FM 2.5	WRHY-FM(A) 3.0
11 WLAN-FM 3.8	WQXA-FM 2.5	WYCR-FM(R) 2.7
12 KYW-AM 2.6	WYCR-FM 2.0	KYW-AM(M) 2.5
13 WHP-AM 2.4	WHP-AM 1.8	WQXA-AM(PA) 2.3
14 WHP-FM 2.4	WHP-FM 1.4	WHP-FM(BM) 2.0
15 WIFM-FM 2.4	KYW-AM 1.1	WJBR-FM(BM) 1.8
16 WUFM-FM 1.9	WUFM-FM 0.9	WQXA-AM(PA) 1.6
17 WPCD-FM 1.9	WQXA-FM 0.9	WHP-AM(PA) 1.4
18 WQCB-FM 1.7	WEU-AM 0.7	WQCB-FM(RL) 0.9
19 WRHY-FM 1.7	WPCD-FM 0.5	WYSP-FM(A) 0.5
20 WBVO-FM 1.7	WPCD-AM 0.2	WUFM-FM(R) 0.5
21 WFIL-AM 1.4	WEU-AM(PA) 0.5	
22 WVLV-AM 1.4		
23 WJBR-FM 0.7		
24 WRFY-FM 0.5		
25 WZIX-AM 0.5		
26 WPCD-AM 0.2		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2890

A/M '78	A/M '79	A/M '80
1 WIOV-FM 48	WIOV-FM 66	WNCE-FM 48
2 WQXA-FM 35	WQXA-FM 49	WQXA-FM 46
3 WSBA-FM 35	WNCE-FM 37	WIOV-FM 30
4 WLAN-AM 33	WSBA-AM 32	WLAN-FM 29
5 WDAC-FM 23	WSBA-FM 29	WDAC-FM 29

M-F, 6-10am

1 WIOV-FM	WIOV-FM	WQXA-FM
2 WLAN-AM	WQXA-FM	WNCE-FM
3 WDAC-FM	WSBA-AM	WIOV-FM
4 WDDL-AM	WLAN-AM	WSBA-AM
5 WSBA-FM	WNCE-FM	WLAN-FM

M-F, 3-7pm

1 WQXA-FM	WIOV-FM	WNCE-FM
2 WSBA-FM	WQXA-FM	WQXA-FM
3 WLAN-AM	WNCE-FM	WSBA-AM
4 WIOV-FM	WSBA-FM	WDAC-FM
5 WNCE-FM	WSBA-AM	WLAN-AM

Teens

M-S, 6am-Midnight

A/M '78	A/M '79	A/M '80
1 WYCR-FM	WQXA-FM	WQXA-FM
2 WLAN-AM	WLAN-AM	WLAN-FM
3 WQXA-FM	WYCR-FM	WLAN-AM

M-F, 6-10am

1 WLAN-AM	WQXA-FM	WQXA-FM
2 WYCR-FM	WLAN-AM	WLAN-FM
3 WIFM-FM	WRHY-FM	WLAN-AM

M-F, 3-7pm

1 WQXA-FM	WQXA-FM	WQXA-FM
2 WLAN-AM	WLAN-AM	WLAN-FM
3 WYCR-FM	WYCR-FM	WLAN-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1007

A/M '78	A/M '79	A/M '80
1 WQXA-FM	WQXA-FM	WQXA-FM
2 WLAN-AM	WIOV-FM	WLAN-FM
3 WIOV-FM	WSBA-AM	WLAN-AM
4 WSBA-FM	WLAN-AM	WRKZ-FM
5 WYCR-FM	WNCE-FM	WNCE-FM

M-F, 6-10am

1 WQXA-FM	WIOV-FM	WQXA-FM
2 WLAN-AM	WQXA-FM	WLAN-FM
3 WIOV-FM	WLAN-AM	WLAN-AM
4 WSBA-AM	WSBA-AM	WRKZ-FM
5 WDDL-AM	WNCE-FM	WIOV-FM

M-F, 3-7pm

1 WQXA-FM	WQXA-FM	WQXA-FM
2 WLAN-AM	WIOV-FM	WLAN-AM
3 WSBA-FM	WSBA-AM	WRKZ-FM
4 WNCE-FM	WLAN-FM	WLAN-FM
5 WIOV-FM	WNCE-FM	WRHY-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1323

A/M '78	A/M '79	A/M '80
1 WSBA-FM	WIOV-FM	WNCE-FM
2 WIOV-FM	WSBA-AM	WIOV-FM
3 WNCE-FM	WQXA-FM	WLAN-FM
4 WDAC-FM	WNCE-FM	WSBA-FM
5 WQXA-FM	WSBA-FM	WQXA-FM

M-F, 6-10am

1 WIOV-FM	WIOV-FM	WSBA-AM
2 WDAC-FM	WSBA-AM	WIOV-FM
3 WSBA-AM	WQXA-FM	WNCE-FM
4 WSBA-FM	WDAC-FM	WSBA-FM
5 WDDL-AM	WNCE-FM	WLAN-FM

M-F, 3-7pm

1 WSBA-FM	WIOV-FM	WNCE-FM
2 WIOV-FM	WSBA-AM	WSBA-AM
3 WNCE-FM	WSBA-FM	WLAN-AM
4 WDAC-FM	WNCE-FM	WSBA-FM
5 WLAN-FM	WQXA-FM	WIOV-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2890

A/M '78	A/M '79	A/M '80
1 WLAN-AM 723	WQXA-FM 725	WQXA-FM 639
2 WQXA-FM 562	WIOV-FM 583	WNCE-FM 634
3 WDDL-AM 547	WSBA-AM 544	WLAN-AM 619
4 WSBA-FM 524	WLAN-AM 530	WLAN-FM 469
5 WIOV-FM 517	WNCE-FM 425	WIOV-FM 456

M-F, 6-10am

1 WLAN-AM	WQXA-FM	WQXA-FM
2 WIOV-FM	WIOV-FM	WLAN-AM
3 WDDL-AM	WSBA-AM	WNCE-FM
4 WSBA-AM	WLAN-AM	WSBA-AM
5 WSBA-FM	WNCE-FM	WIOV-FM

M-F, 3-7pm

1 WLAN-AM	WQXA-FM	WQXA-FM
2 WQXA-FM	WIOV-FM	WLAN-AM
3 WDDL-AM	WLAN-AM	WNCE-FM
4 WSBA-FM	WSBA-AM	WSBA-FM
5 WNCE-FM	WNCE-FM	WLAN-FM

Teens

M-S, 6am-Midnight

POP(00): 365

A/M '78	A/M '79	A/M '80
1 WLAN-AM	WQXA-FM	WQXA-FM
2 WYCR-FM	WLAN-AM	WLAN-AM
3 WQXA-FM	WYCR-FM	WLAN-FM

M-F, 6-10am

1 WLAN-AM	WQXA-FM	WQXA-FM
2 WYCR-FM	WLAN-AM	WLAN-FM
3 WIFM-FM	WRHY-FM	WLAN-AM

M-F, 3-7pm

1 WYCR-FM	WQXA-FM	WQXA-FM
2 WLAN-AM	WLAN-AM	WLAN-AM
3 WQXA-FM	WLAN-FM	WLAN-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1007

A/M '78	A/M '79	A/M '80
1 WQXA-FM	WQXA-FM	WQXA-FM
2 WLAN-AM	WLAN-AM	WLAN-AM
3 WSBA-AM	WSBA-AM	WLAN-FM
4 WYCR-FM	WIOV-FM	WIOV-FM
5 WDDL-AM	WQXA-FM	WNCE-FM

M-F, 6-10am

1 WLAN-AM	WQXA-FM	WQXA-FM
2 WQXA-FM	WSBA-AM	WLAN-AM
3 WSBA-AM	WIOV-FM	WLAN-FM
4 WIOV-FM	WLAN-AM	WIOV-FM
5 WDDL-AM	WNCE-FM	WRHY-FM

M-F, 3-7pm

1 WQXA-FM	WQXA-FM	WQXA-FM
2 WLAN-AM	WSBA-AM	WLAN-AM
3 WDDL-AM	WLAN-AM	WLAN-FM
4 WSBA-AM	WIOV-FM	WRHY-FM
5 WYCR-FM	WLAN-FM	WSBA-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1323

A/M '78	A/M '79	A/M '80
1 WSBA-FM	WIOV-FM	WLAN-AM
2 WSBA-AM	WSBA-AM	WNCE-FM
3 WSBA-FM	WQXA-FM	WQXA-FM
4 WIOV-FM	WLAN-AM	WIOV-FM
5 WDDL-AM	WSBA-FM	WSBA-FM

M-F, 6-10am

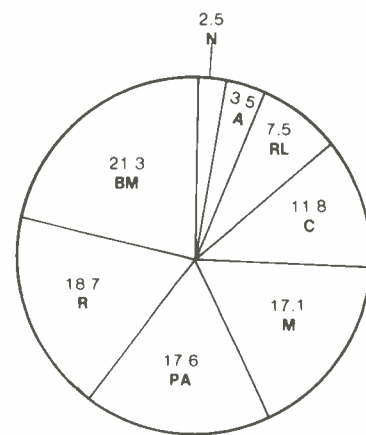
1 WSBA-AM	WIOV-FM	WLAN-AM
2 WIOV-FM	WSBA-AM	WSBA-AM
3 WSBA-FM	WNCE-FM	WIOV-FM
4 WDAC-FM	WLAN-AM	WNCE-FM
5 WDDL-AM	WQXA-FM	WQXA-FM

M-F, 3-7pm

1 WSBA-FM	WIOV-FM	WLAN-AM
2 WNCE-FM	WSBA-AM	WSBA-FM
3 WSBA-AM	WQXA-FM	WNCE-FM
4 WIOV-FM	WLAN-AM	WSBA-AM
5 WQXA-FM	WNCE-FM	WIOV-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Lansing-East Lansing

METRO RANK



A/M '80 Market Overview

The Burkhart/Abrams Superstars AOR format made a superstar out of WILS-FM in Lansing. While the other leading stations in the market remained relatively stable — stations like WFMK, WVIC-FM, and WITL-FM — WILS-FM surged to the top of the market. Given the increased sample returned in this sweep, this result does not appear to be a fluke.

WILS-FM used an ad campaign similar to its O/N '79 effort. TV commercials and bumperstickers made up the core of the campaign. WILS-FM moved past WFMK to become the 18-34 leader with more than a 22 share. More than half of the WILS-FM average audience was men 18-24, while WFMK, with its 21 share of 18-34's, showed a more gender-balanced audience.

The number three station in the market was WVIC-FM which tied for second with WFMK among 25-54's. WVIC-FM is simulcast during the daytime broadcast hours of WVIC, its AM sister. WVIC-FM prospered this book, almost doubling its share of adults 25-54. Like WFMK, it earned just under a 12 share. With WVIC added in, the AM/FM WVIC combo rated second with just under 13. WVIC-FM had hoped for a better showing, since the station made a more extensive effort to advertise itself this sweep. TV spots and billboards were used, while on-air the music went back to solid gold weekends. More oldies were played during the week as well in an effort to boost the 25-54 numbers. Apparently it worked.

The leading Country station, WITL-FM, maintained its 25-54 edge, upping its share to 14. Women 35-44 made up the biggest block of WITL-FM's audience.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 3810

	A/M '79	O/N '79	A/M '80
1 WVIC-FM	11.4	WFMK-FM	14.0
2 WFMK-FM	9.6	WITL-FM	10.2
3 WILS-FM	9.1	WJIM-FM	7.3
4 WJR -AM	7.1	WJIM-FM	7.3
5 WJIM-FM	6.8	WJIM-FM	7.3
6 WJIM-FM	6.8	WJIM-FM	7.3
7 WILS-FM	4.3	WILS-FM	6.0
8 WLA-V-FM	3.9	WOOD-FM	3.4
9 WJIM-FM	3.7	WJIM-FM	4.3
10 WOOD-FM	3.0	WITL-FM	3.5
11 WITL-FM	2.8	WFFX-FM	3.3
12 WVIC-FM	2.3	WVIC-FM	2.2
13 WION-AM	1.8	WCER-AM	1.6
14 WFFX-FM	1.4	WGRD-FM	1.6
15 WPLB-FM	1.4	WGER-FM	0.9
16 WCER-AM	1.1	WRRJ-FM	0.3
17 WGRD-FM	0.9	WOOD-AM	0.2
18 CKLW-AM	0.5	WION-AM	0.5
19 WGRD-AM	0.2	WMMQ-FM	0.2

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3810

	A/M '79	O/N '79	A/M '80
1 WVIC-FM	64	WFMK-FM	81
2 WFMK-FM	54	WVIC-FM	62
3 WILS-FM	54	WITL-FM	59
4 WITL-FM	51	WILS-FM	54
5 WJR -AM	40	WJR -AM	43

M-F, 6-10am

1 WVIC-FM	WFMK-FM	WITL-FM
2 WITL-FM	WITL-FM	WFMK-FM
3 WFMK-FM	WVIC-FM	WVIC-FM
4 WJR -AM	WJR -AM	WILS-FM
5 WILS-FM	WJIM-FM	WJR -AM

M-F, 3-7pm

1 WILS-FM	WFMK-FM	WFMK-FM
2 WVIC-FM	WITL-FM	WILS-FM
3 WFMK-FM	WILS-FM	WVIC-FM
4 WJIM-FM	WVIC-FM	WITL-FM
5 WITL-FM	WJR -AM	WJIM-FM

Teens
M-S, 6am-Midnight
POP(00): 471

	A/M '79	O/N '79	A/M '80
1 WVIC-FM	WVIC-FM	WVIC-FM	WVIC-FM
2 WILS-FM	WILS-FM	WILS-FM	WILS-FM
3 WILS-AM	WVIC-AM	WFMK-FM	WFMK-FM

M-F, 6-10am

1 WVIC-FM	WVIC-FM	WVIC-FM
2 WILS-AM	WVIC-AM	WFMK-FM
3 WILS-FM	WILS-FM	WILS-FM

M-F, 3-7pm

1 WVIC-FM	WVIC-FM	WVIC-FM
2 WILS-FM	WILS-FM	WILS-FM
3 WVIC-AM	WGRD-FM	WVIC-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1750

	A/M '79	O/N '79	A/M '80
1 WFMK-FM	WFMK-FM	WILS-FM	WILS-FM
2 WILS-FM	WILS-FM	WFMK-FM	WFMK-FM
3 WVIC-FM	WVIC-FM	WVIC-FM	WVIC-FM
4 WLA-V-FM	WILS-AM	WITL-FM	WITL-FM
5 WJIM-FM	WITL-FM	WJIM-FM	WJIM-FM

M-F, 6-10am

1 WFMK-FM	WFMK-FM	WFMK-FM
2 WILS-FM	WVIC-FM	WILS-FM
3 WVIC-FM	WILS-FM	WVIC-FM
4 WILS-AM	WJIM-AM	WITL-FM
5 WJIM-AM	WILS-AM	WJR -AM

M-F, 3-7pm

1 WILS-FM	WFMK-FM	WFMK-FM
2 WFMK-FM	WILS-FM	WILS-FM
3 WVIC-FM	WVIC-FM	WVIC-FM
4 WJIM-FM	WILS-AM	WJIM-FM
5 WLA-V-FM	WITL-FM	WITL-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1689

	A/M '79	O/N '79	A/M '80
1 WITL-FM	WITL-FM	WITL-FM	WITL-FM
2 WFMK-FM	WJR -AM	WFMK-FM	WFMK-FM
3 WVIC-FM	WFMK-FM	WVIC-FM	WVIC-FM
4 WJR -AM	WJIM-FM	WJIM-FM	WJIM-FM
5 WJIM-FM	WJIM-AM	WJR -AM	WJR -AM

M-F, 6-10am

1 WITL-FM	WJR -AM	WITL-FM
2 WJR -AM	WITL-FM	WJR -AM
3 WJIM-AM	WFMK-FM	WVIC-FM
4 WILS-AM	WJIM-FM	WFMK-FM
5 WVIC-FM	WJIM-AM	WJIM-AM

M-F, 3-7pm

1 WFMK-FM	WITL-FM	WJIM-FM
2 WITL-FM	WJR -AM	WFMK-FM
3 WJIM-AM	WFMK-FM	WITL-FM
4 WVIC-FM	WJIM-FM	WVIC-FM
5 WJR -AM	WJIM-AM	WJR -AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3810

	A/M '79	O/N '79	A/M '80
1 WVIC-FM	1076	WVIC-FM	1064
2 WFMK-FM	975	WFMK-FM	1044
3 WILS-FM	844	WITL-FM	831
4 WJR -AM	727	WILS-AM	793
5 WITL-FM	692	WILS-FM	700

M-F, 6-10am

1 WVIC-FM	WFMK-FM	WVIC-FM
2 WFMK-FM	WVIC-FM	WFMK-FM
3 WITL-FM	WITL-FM	WITL-FM
4 WJR -AM	WJR -AM	WILS-FM
5 WJIM-AM	WILS-AM	WJR -AM

M-F, 3-7pm

1 WFMK-FM	WVIC-FM	WFMK-FM
2 WVIC-FM	WFMK-FM	WVIC-FM
3 WILS-FM	WILS-AM	WILS-FM
4 WITL-FM	WITL-FM	WITL-FM
5 WILS-AM	WILS-FM	WJIM-FM

Teens
M-S, 6am-Midnight
POP(00): 471

	A/M '79	O/N '79	A/M '80
1 WVIC-FM	WVIC-FM	WVIC-FM	WVIC-FM
2 WILS-FM	WILS-FM	WILS-FM	WFMK-FM
3 WILS-AM	WILS-AM	WILS-AM	WILS-FM

M-F, 6-10am

1 WVIC-FM	WVIC-FM	WVIC-FM
2 WILS-AM	WVIC-AM	WFMK-FM
3 WVIC-AM	WILS-FM	WILS-FM

M-F, 3-7pm

1 WVIC-FM	WVIC-FM	WVIC-FM
2 WILS-FM	WILS-FM	WILS-FM
3 WFMK-FM	WILS-AM	WFMK-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1750

	A/M '79	O/N '79	A/M '80
1 WFMK-FM	WFMK-FM	WFMK-FM	WFMK-FM
2 WVIC-FM	WVIC-FM	WILS-FM	WILS-FM
3 WILS-FM	WILS-FM	WVIC-FM	WVIC-FM
4 WILS-AM	WILS-AM	WILS-AM	WILS-AM
5 WJIM-AM	WJIM-AM	WFFX-FM	WFFX-FM

M-F, 6-10am

1 WFMK-FM	WFMK-FM	WFMK-FM
2 WVIC-FM	WVIC-FM	WILS-FM
3 WILS-FM	WILS-FM	WVIC-FM
4 WJIM-AM	WILS-AM	WITL-FM
5 WILS-AM	WJIM-AM	WJIM-FM

M-F, 3-7pm

1 WFMK-FM	WFMK-FM	WFMK-FM
2 WVIC-FM	WVIC-FM	WILS-FM
3 WILS-FM	WILS-AM	WVIC-FM
4 WILS-AM	WILS-FM	WJIM-AM
5 WJIM-AM	WJIM-AM	WILS-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1689

	A/M '79	O/N '79	A/M '80
1 WFMK-FM	WFMK-FM	WFMK-FM	WFMK-FM
2 WITL-FM	WJR -AM	WITL-FM	WITL-FM
3 WVIC-FM	WJIM-AM	WVIC-FM	WVIC-FM
4 WJR -AM	WITL-FM	WJIM-FM	WJIM-FM
5 WJIM-AM	WJIM-FM	WJR -AM	WJR -AM

M-F, 6-10am

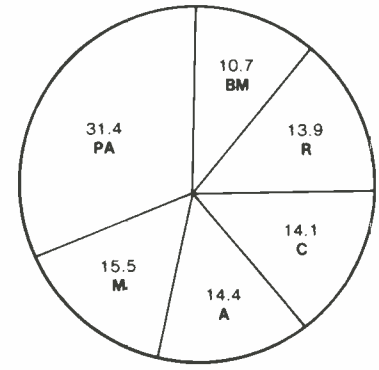
1 WITL-FM	WJR -AM	WITL-FM
2 WFMK-FM	WITL-FM	WVIC-FM
3 WJIM-AM	WJIM-AM	WFMK-FM
4 WVIC-FM	WFMK-FM	WJIM-AM
5 WJR -AM	WJIM-FM	WJR -AM

M-F, 3-7pm

1 WFMK-FM	WFMK-FM	WFMK-FM
2 WITL-FM	WJIM-AM	WITL-FM
3 WVIC-FM	WITL-FM	WVIC-FM
4 WILS-AM	WJIM-FM	WJIM-AM
5 WJIM-AM	WJR -AM	WJR -AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Las Vegas

METRO RANK

92

A/M '80 Market Overview

Beautiful Music **KORK-FM** remained atop the Las Vegas metro, but the highlight here was the showing by Pop/Adult **KMJJ**. **KORK** led 45+, but **KMJJ** strengthened itself to lead in both the 25-54 and 18-34 categories.

The **KMJJ** advance was sparked by an increase among women 18-34. With this gain, the station was able to boost its young adult share from just under a 14 to over 18. In 25-54's, **KMJJ** was able to break a tie with **KORK-FM** and **KXTZ** and become the pacesetter, rising from the mid-11 range to the mid-13 bracket. **KMJJ**'s external advertising consisted primarily of TV, with about one-third of the dollars going into newspaper. Total ad expenditures were \$20,000. On-air, **KMJJ** gave away a trip to Mexico, and offered 10 families trips to Disneyland.

KLUC added two shares to its 18-34 total, taking second with a figure in the mid-13 range. It picked up male listeners this survey, and reasserted itself as the teen leader. The station moved its music a bit more mass appeal in this sweep. Advertising efforts consisted of TV and outdoor boards.

Country **KVEG** enjoyed its best book in recent years. The station advertised primarily using billboards, with 20% of the budget going into TV. On-air there was a special promotion called "Country Bingo," run in conjunction with the local 7-11 stores. Ratings pay-offs showed in the 25-54 standings, where **KVEG** improved about 25% to rank third with a share just over 10, right behind **KXTZ**'s mid-11 figure.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

A/M '79		O/N '79		A/M '80	
1	KORK-FM 11.3	KORK-FM 10.4	KORK-FM (RM) 10.5		
2	KLUC-FM 8.7	KXTZ-FM 9.9	KLUC-FM (R) 10.0		
3	KXTZ-FM 8.5	KLUC-FM 8.8	KMJJ-FM (PA) 9.8		
4	KENO-AM 8.0	KENO-AM 8.8	KVEG-AM (C) 9.0		
5	KENO-FM 8.0	KMJJ-AM 7.4	KXTZ-FM (RM) 9.0		
6	KRAM-AM 7.6	KFMS-FM 7.4	KORK-AM (PA) 6.3		
7	KVEG-AM 7.4	KVEG-AM 6.5	KFMS-FM (A) 6.3		
8	KMJJ-AM 7.2	KORK-AM 6.3	KLAV-AM (D) 5.9		
9	KORK-AM 7.0	KLAV-AM 6.1	KRAM-AM (C) 5.6		
10	KDWN-AM 6.7	KDWN-AM 5.9	KENO-AM (R) 4.4		
11	KFMS-FM 4.8	KENO-FM 5.2	KDWN-AM (PA) 4.4		
12	KNUU-AM 4.6	KRAM-AM 5.0	KNUU-AM (M) 4.2		
13	KLAV-AM 3.9	KNUU-AM 4.7	KENO-FM (A) 2.9		
14	KVOV-AM 0.9	KFI-AM 0.7	KUDO-FM (PA) 1.9		
15			KVOV-AM (R) 0.6		

Average Persons Trends/Rankings

A/M '79		O/N '79		A/M '80	
1	KORK-FM 52	KORK-FM 46	KORK-FM 50		
2	KLUC-FM 40	KXTZ-FM 44	KLUC-FM 4P		
3	KXTZ-FM 39	KLUC-FM 39	KMJJ-AM 47		
4	KENO-AM 37	KENO-AM 39	KVEG-AM 43		
5	KENO-FM 37	KMJJ-AM 33	KXTZ-FM 43		

A/M '79		O/N '79		A/M '80	
1	KORK-FM	KORK-AM	KORK-AM		
2	KMJJ-AM	KORK-FM	KMJJ-AM		
3	KORK-AM	KENO-AM	KVEG-AM		
4	KVEG-AM	KLUC-FM	KLUC-FM		
5	KXTZ-FM	KXTZ-FM	KORK-FM		

A/M '79		O/N '79		A/M '80	
1	KORK-FM	KORK-FM	KORK-FM		
2	KENO-AM	KXTZ-FM	KVEG-AM		
3	KLUC-FM	KLUC-FM	KMJJ-AM		
4	KMJJ-AM	KENO-AM	KXTZ-FM		
5	KXTZ-FM	KLAV-AM	KLUC-FM		

A/M '79		O/N '79		A/M '80	
1	KLUC-FM	KENO-AM	KLUC-FM		
2	KENO-AM	KLAV-AM	KLAV-AM		
3	KLAV-AM	KLUC-FM	KFMS-FM		

A/M '79		O/N '79		A/M '80	
1	KLUC-FM	KFNO-AM	KLUC-FM		
2	KENO-AM	KLUC-FM	KLAV-AM		
3	KLAV-AM	KLAV-AM	KVEG-AM		

A/M '79		O/N '79		A/M '80	
1	KLUC-FM	KLAV-AM	KLUC-FM		
2	KENO-AM	KENO-AM	KLAV-AM		
3	KLAV-AM	KLUC-FM	KFMS-FM		

Adults 18-34 M-S, 6am-Midnight

A/M '79	O/N '79	A/M '80	
1	KMJJ-AM	KFMS-FM	KMJJ-AM
2	KENO-FM	KMJJ-AM	KLUC-FM
3	KLUC-FM	KLUC-FM	KFMS-FM
4	KENO-AM	KENO-AM	KLAV-AM
5	KDWN-AM	KENO-FM	KENO-AM

A/M '79	O/N '79	A/M '80	
1	KMJJ-AM	KMJJ-AM	KMJJ-AM
2	KLUC-FM	KLUC-FM	KLUC-FM
3	KFNO-AM	KENO-AM	KORK-AM
4	KENO-FM	KFMS-FM	KVEG-AM
5	KDWN-AM	KORK-AM	KFMS-FM

A/M '79	O/N '79	A/M '80	
1	KMJJ-AM	KFMS-FM	KMJJ-AM
2	KFNO-AM	KMJJ-AM	KFMS-FM
3	KENO-FM	KENO-AM	KLUC-FM
4	KLUC-FM	KLUC-FM	KENO-AM
5	KDWN-AM	KLAV-AM	KORK-FM

Adults 25-54 M-S, 6am-Midnight

A/M '79	O/N '79	A/M '80	
1	KORK-FM	KMJJ-AM	KMJJ-AM
2	KVEG-AM	KXTZ-FM	KXTZ-FM
3	KDWN-AM	KORK-FM	KVEG-AM
4	KMJJ-AM	KVEG-AM	KORK-FM
5	KRAM-AM	KORK-AM	KORK-AM

A/M '79	O/N '79	A/M '80	
1	KMJJ-AM	KORK-AM	KORK-AM
2	KRAM-AM	KMJJ-AM	KMJJ-AM
3	KVEG-AM	KORK-FM	KVEG-AM
4	KORK-AM	KVEG-FM	KLUC-FM
5	KDWN-AM	KXTZ-FM	KXTZ-FM

A/M '79	O/N '79	A/M '80	
1	KMJJ-AM	KXTZ-FM	KMJJ-AM
2	KDWN-AM	KMJJ-AM	KXTZ-FM
3	KORK-FM	KORK-AM	KORK-FM
4	KXTZ-FM	KRAM-AM	KVEG-AM
5	KVEG-AM	KLUC-FM	KORK-AM

Cume Persons Trends/Rankings

A/M '79	O/N '79	A/M '80	
1	KFNO-AM 754	KLUC-FM 688	KLUC-FM 639
2	KLUC-FM 741	KENO-AM 673	KMJJ-AM 639
3	KORK-FM 578	KMJJ-AM 616	KORK-AM 532
4	KMJJ-AM 544	KXTZ-FM 543	KXTZ-FM 523
5	KFMS-FM 509	KDWN-AM 495	KORK-FM 519

A/M '79	O/N '79	A/M '80	
1	KENO-AM	KENO-AM	KMJJ-AM
2	KLUC-FM	KLUC-FM	KLUC-FM
3	KMJJ-AM	KORK-AM	KMJJ-AM
4	KORK-FM	KMJJ-AM	KORK-FM
5	KRAM-AM	KXTZ-FM	KVFG-AM

A/M '79	O/N '79	A/M '80	
1	KENO-AM	KENO-AM	KMJJ-AM
2	KLUC-FM	KLUC-FM	KLUC-FM
3	KORK-FM	KMJJ-AM	KENO-AM
4	KMJJ-AM	KXTZ-FM	KVEG-AM
5	KVFG-AM	KLAV-AM	KXTZ-FM

Teens M-S, 6am-Midnight

A/M '79	O/N '79	A/M '80	
1	KENO-AM	KENO-AM	KLUC-FM
2	KLUC-FM	KLUC-FM	KENO-AM
3	KFMS-FM	KLAV-AM	KLAV-AM

A/M '79	O/N '79	A/M '80	
1	KENO-AM	KENO-AM	KLUC-FM
2	KLUC-FM	KLAV-AM	KLAV-AM
3	KLAV-AM	KLUC-FM	KENO-AM

A/M '79	O/N '79	A/M '80	
1	KENO-AM	KFNO-AM	KLUC-FM
2	KLUC-FM	KLAV-AM	KENO-AM
3	KLAV-AM	KLUC-FM	KFMS-FM

Adults 18-34 M-S, 6am-Midnight

A/M '79	O/N '79	A/M '80	
1	KLUC-FM	KLUC-FM	KMJJ-AM
2	KENO-AM	KFMS-FM	KLUC-FM
3	KMJJ-AM	KMJJ-AM	KFMS-FM
4	KFMS-FM	KENO-AM	KENO-AM
5	KENO-FM	KLAV-AM	KORK-AM

A/M '79	O/N '79	A/M '80	
1	KENO-AM	KLUC-FM	KMJJ-AM
2	KMJJ-AM	KMJJ-AM	KLUC-FM
3	KLUC-FM	KENO-AM	KORK-AM
4	KENO-FM	KFMS-FM	KENO-AM
5	KFMS-FM	KLAV-AM	KFMS-FM

A/M '79	O/N '79	A/M '80	
1	KMJJ-AM	KFMS-FM	KMJJ-AM
2	KENO-AM	KLUC-FM	KLUC-FM
3	KLUC-FM	KENO-AM	KFMS-FM
4	KFNO-FM	KMJJ-AM	KENO-AM
5	KFMS-FM	KLAV-AM	KORK-AM

Adults 25-54 M-S, 6am-Midnight

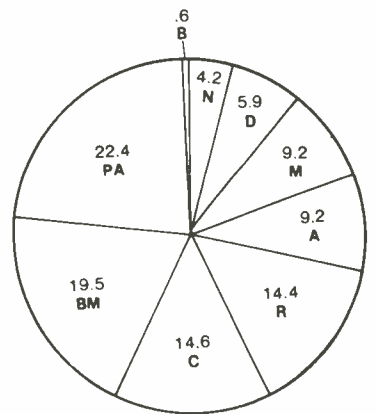
A/M '79	O/N '79	A/M '80	
1	KVEG-AM	KMJJ-AM	KMJJ-AM
2	KFNO-AM	KXTZ-FM	KORK-AM
3	KLUC-FM	KLUC-FM	KXTZ-FM
4	KMJJ-AM	KDWN-AM	KVEG-AM
5	KORK-FM	KOPK-FM	KORK-FM

A/M '79	O/N '79	A/M '80	
1	KMJJ-AM	KMJJ-AM	KORK-AM
2	KVEG-AM	KVEG-AM	KMJJ-AM
3	KENO-AM	KORK-AM	KXTZ-FM
4	KRAM-AM	KXTZ-FM	KVEG-AM
5	KDWN-AM	KENO-AM	KLUC-FM

A/M '79	O/N '79	A/M '80	
1	KMJJ-AM	KMJJ-AM	KMJJ-AM
2	KFNO-AM	KMJJ-AM	KXTZ-FM
3	KORK-FM	KLUC-FM	KVEG-AM
4	KLUC-FM	KENO-AM	KORK-AM
5	KENO-AM	KVEG-AM	KORK-FM

Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

"Album Greats" and the "Evolution Of Rock" from TM Special Projects!



TM Special Projects

1349 Regal Row • Dallas, Texas 75247 • (214) 634-8511
A subsidiary of Shamrock Broadcasting Company, Inc.

Lexington-Fayette

METRO RANK

110

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 2527

A/M '79	O/N '79	A/M '80
1 WKQQ-FM 18.2	WKQQ-FM 16.1	WVVK-AM (R) 20.8
2 WVVK-AM 16.4	WVVK-AM 15.2	WKQQ-FM (A) 16.5
3 WVVK-FM 13.5	WLAP-FM 14.1	WLAP-FM (R) 14.2
4 WLAP-AM 11.1	WVVK-FM 14.1	WVVK-FM (BM) 11.7
5 WLAP-FM 8.7	WLAP-AM 9.6	WLAP-AM (PA) 9.4
6 WBLG-AM 5.8	WAXU-FM 6.5	WTKC-AM (C) 6.6
7 WAXU-FM 5.8	WTKC-AM 6.2	WAXU-FM (C) 5.3
8 WNVL-AM 4.2	WAXU-AM 4.8	WAXU-AM (C) 3.8
9 WAXU-AM 2.6	WNVL-AM 2.3	WBGR-AM (PA) 1.8
10 WHAS-AM 1.8	WHAS-AM 1.7	WHAS-AM (PA) 1.5
11 WBGR-FM 1.6	WJMM-FM 0.6	WNVL-AM (C) 1.5
12 WBGR-AM 1.3	WKY-AM 0.6	WJMM-FM (RL) 0.8
13 WJMM-FM 1.1	WBGR-AM 0.6	WKDJ-FM (C) 0.8
14 WKY-AM 0.5	WBGR-FM 0.6	WKY-AM (PA) 0.5
15 WLW-AM 0.5	WAKY-AM 0.6	WBGR-FM (PA) 0.3
16 WAKY-AM 0.5		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2527

A/M '79	O/N '79	A/M '80
1 WKQQ-FM 69	WKQQ-FM 57	WVVK-AM 82
2 WVVK-AM 62	WVVK-AM 54	WKQQ-FM 65
3 WVVK-FM 51	WLAP-FM 50	WLAP-FM 56
4 WLAP-AM 42	WVVK-FM 50	WVVK-FM 46
5 WLAP-FM 33	WLAP-AM 34	WLAP-AM 37

M-F, 6-10am

1 WVVK-AM	WVVK-AM	WVVK-AM
2 WLAP-AM	WLAP-AM	WLAP-AM
3 WKQQ-FM	WVVK-FM	WKQQ-FM
4 WVVK-FM	WKQQ-FM	WLAP-FM
5 WLAP-FM	WLAP-FM	WVVK-FM

M-F, 3-7pm

1 WKQQ-FM	WKQQ-FM	WKQQ-FM
2 WVVK-AM	WLAP-FM	WVVK-AM
3 WVVK-FM	WVVK-FM	WLAP-FM
4 WLAP-FM	WVVK-AM	WVVK-FM
5 WLAP-AM	WLAP-AM	WLAP-AM

Teens
M-S, 6am-Midnight
POP(00): 288

A/M '79	O/N '79	A/M '80
1 WLAP-FM	WKQQ-FM	WLAP-FM
2 WKQQ-FM	WLAP-FM	WKQQ-FM
3 WLAP-AM	WVVK-AM	WTKC-AM

M-F, 6-10am

1 WLAP-AM	WLAP-FM	WLAP-FM
2 WLAP-FM	WKQQ-FM	WKQQ-FM
3 WVVK-AM	WVVK-AM	WVVK-AM

M-F, 3-7pm

1 WLAP-FM	WKQQ-FM	WLAP-FM
2 WKQQ-FM	WLAP-FM	WKQQ-FM
3 WVVK-AM	WAXU-FM	WVVK-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1090

A/M '79	O/N '79	A/M '80
1 WKQQ-FM	WKQQ-FM	WKQQ-FM
2 WLAP-AM	WLAP-FM	WVVK-AM
3 WVVK-AM	WVVK-AM	WLAP-FM
4 WLAP-FM	WLAP-AM	WLAP-AM
5 WVVK-FM	WVVK-FM	WAXU-FM

M-F, 6-10am

1 WKQQ-FM	WVVK-AM	WVVK-AM
2 WVVK-AM	WKQQ-FM	WKQQ-FM
3 WLAP-AM	WLAP-AM	WLAP-FM
4 WLAP-FM	WLAP-FM	WLAP-AM
5 WBLG-AM	WTKC-AM	WAXU-FM

M-F, 3-7pm

1 WKQQ-FM	WKQQ-FM	WKQQ-FM
2 WLAP-AM	WLAP-FM	WLAP-FM
3 WVVK-AM	WVVK-AM	WVVK-AM
4 WVVK-FM	WVVK-FM	WLAP-AM
5 WLAP-FM	WLAP-AM	WTKC-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1188

A/M '79	O/N '79	A/M '80
1 WVVK-AM	WVVK-AM	WVVK-AM
2 WVVK-FM	WVVK-FM	WLAP-FM
3 WKQQ-FM	WLAP-AM	WVVK-FM
4 WLAP-AM	WLAP-FM	WLAP-AM
5 WAXU-FM	WTKC-AM	WKQQ-FM

M-F, 6-10am

1 WVVK-AM	WVVK-AM	WVVK-AM
2 WLAP-AM	WLAP-AM	WLAP-AM
3 WVVK-FM	WTKC-AM	WLAP-FM
4 WKQQ-FM	WVVK-FM	WVVK-FM
5 WNVL-AM	WLAP-FM	WKQQ-FM

M-F, 3-7pm

1 WVVK-FM	WVVK-AM	WVVK-AM
2 WVVK-AM	WLAP-FM	WKQQ-FM
3 WKQQ-FM	WVVK-FM	WLAP-FM
4 WLAP-AM	WKQQ-FM	WLAP-AM
5 WAXU-FM	WTKC-AM	WVVK-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2527

A/M '79	O/N '79	A/M '80
1 WVVK-AM 1013	WVVK-AM 1019	WVVK-AM 1070
2 WLAP-AM 954	WLAP-AM 800	WLAP-AM 741
3 WLAP-FM 670	WLAP-FM 761	WKQQ-FM 699
4 WKQQ-FM 634	WKQQ-FM 664	WLAP-FM 661
5 WVVK-FM 599	WVVK-FM 565	WVVK-FM 641

M-F, 6-10am

1 WVVK-AM	WVVK-AM	WVVK-AM
2 WLAP-AM	WLAP-AM	WLAP-AM
3 WKQQ-FM	WLAP-FM	WKQQ-FM
4 WLAP-FM	WKQQ-FM	WLAP-FM
5 WVVK-FM	WVVK-FM	WVVK-FM

M-F, 3-7pm

1 WVVK-AM	WKQQ-FM	WVVK-AM
2 WKQQ-FM	WVVK-AM	WKQQ-FM
3 WLAP-AM	WLAP-FM	WLAP-FM
4 WLAP-FM	WVVK-FM	WVVK-FM
5 WVVK-FM	WLAP-AM	WTKC-AM

Teens
M-S, 6am-Midnight
POP(00): 288

A/M '79	O/N '79	A/M '80
1 WLAP-FM	WLAP-FM	WLAP-FM
2 WLAP-AM	WKQQ-FM	WKQQ-FM
3 WKQQ-FM	WVVK-AM	WVVK-AM

M-F, 6-10am

1 WLAP-FM	WLAP-FM	WLAP-FM
2 WLAP-AM	WKQQ-FM	WKQQ-FM
3 WVVK-AM	WVVK-AM	WVVK-AM

M-F, 3-7pm

1 WLAP-FM	WLAP-FM	WLAP-FM
2 WKQQ-FM	WKQQ-FM	WKQQ-FM
3 WLAP-AM	WLAP-AM	WVVK-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1090

A/M '79	O/N '79	A/M '80
1 WKQQ-FM	WVVK-AM	WKQQ-FM
2 WLAP-AM	WKQQ-FM	WVVK-AM
3 WVVK-AM	WLAP-FM	WLAP-FM
4 WLAP-FM	WLAP-AM	WLAP-AM
5 WBLG-AM	WVVK-FM	WVVK-FM

M-F, 6-10am

1 WKQQ-FM	WLAP-FM	WVVK-AM
2 WVVK-AM	WVVK-AM	WKQQ-FM
3 WLAP-AM	WLAP-AM	WLAP-AM
4 WBLG-AM	WKQQ-FM	WLAP-FM
5 WLAP-FM	WTKC-AM	WTKC-AM

M-F, 3-7pm

1 WKQQ-FM	WKQQ-FM	WKQQ-FM
2 WVVK-AM	WLAP-FM	WLAP-FM
3 WLAP-AM	WVVK-AM	WVVK-AM
4 WLAP-FM	WLAP-AM	WTKC-AM
5 WBLG-AM	WVVK-FM	WLAP-AM

Adults 25-54 M-S, 6am-Midnight POP(00): 1188

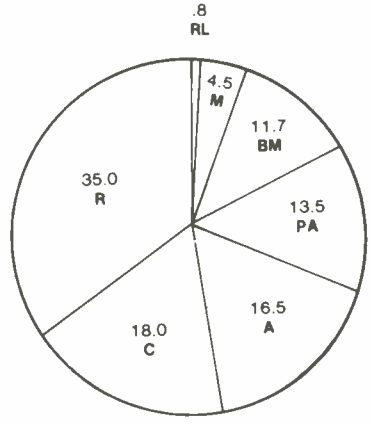
A/M '79	O/N '79	A/M '80
1 WVVK-AM	WVVK-AM	WVVK-AM
2 WLAP-AM	WLAP-AM	WLAP-AM
3 WVVK-FM	WLAP-FM	WVVK-FM
4 WBLG-AM	WTKC-AM	WLAP-FM
5 WLAP-FM	WVVK-FM	WKQQ-FM

M-F, 6-10am

1 WVVK-AM	WVVK-AM	WVVK-AM
2 WLAP-AM	WLAP-AM	WLAP-AM
3 WVVK-FM	WLAP-FM	WVVK-FM
4 WLAP-FM	WTKC-AM	WTKC-AM
5 WBLG-AM	WVVK-FM	WLAP-FM

M-F, 3-7pm

1 WVVK-AM	WVVK-AM	WVVK-AM
2 WLAP-AM	WTKC-AM	WLAP-FM
3 WVVK-FM	WKQQ-FM	WLAP-AM
4 WAXU-FM	WVVK-FM	WVVK-FM
5 WKQQ-FM	WLAP-FM	WTKC-AM



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Lincoln

METRO RANK

147

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 1582

	A/M '78	A/M '79	A/M '80
1 KFOR-AM	18.2	KFMQ-FM	20.0
2 KFMQ-FM	14.6	KFOR-AM	17.6
3 KLMS-AM	13.5	KLIN-FM	12.2
4 KLIN-FM	8.8	KLMS-AM	9.8
5 WOW -AM	6.9	KFAB-AM	6.5
6 KGOR-FM	5.8	KFRX-FM	6.5
7 KFOR-AM	5.8	KLIN-AM	6.1
8 KECK-AM	5.8	KECK-AM	5.7
9 KFAB-AM	4.7	WOW -AM	3.7
10 KLIN-AM	3.6	KGOR-FM	2.4
11 KBHL-FM	2.9	KHAT-FM	1.2
12 KHAT-FM	2.2	KEZO-FM	0.8
13 KOIL-AM	0.7	KSRD-FM	0.4
14 KMA -AM	0.4	KOIL-AM	0.4

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1582

	A/M '78	A/M '79	A/M '80
1 KFOR-AM	50	KFMQ-FM	49
2 KFMQ-FM	40	KFOR-AM	43
3 KLMS-AM	37	KLIN-FM	30
4 KLIN-FM	24	KLMS-AM	24
5 WOW -AM	19	KFAB-AM	16

M-F, 6-10am

1 KFOR-AM	KFOR-AM	KFOR-AM
2 KLMS-AM	KFMQ-FM	KLMS-AM
3 KFMQ-FM	KLMS-AM	KLIN-AM
4 WOW -AM	KLIN-FM	KFMQ-FM
5 KLIN-FM	KLIN-AM	KFAB-AM

M-F, 3-7pm

1 KFMQ-FM	KFMQ-FM	KFMQ-FM
2 KLMS-AM	KLIN-FM	KFOR-AM
3 KFOR-AM	KFOR-AM	KLMS-AM
4 KLIN-FM	KLMS-AM	KECK-AM
5 KFOR-AM	KFRX-FM	KLIN-FM

Teens

M-S, 6am-Midnight

POP(00): 162

	A/M '78	A/M '79	A/M '80
1 KLMS-AM	KFMQ-FM	KFRX-FM	
2 KFMQ-FM	KFRX-FM	KFMQ-FM	
3 KGOR-FM	KLMS-AM	WOW -AM	

M-F, 6-10am

1 KLMS-AM	KFRX-FM	KFRX-FM
2 KFMQ-FM	KFMQ-FM	KFMQ-FM
3 KGOR-FM	KLMS-AM	WOW -AM

M-F, 3-7pm

1 KLMS-AM	KFRX-FM	KFRX-FM
2 KFMQ-FM	KFMQ-FM	WOW -AM
3 KGOR-FM	WOW -AM	KEZO-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 716

	A/M '78	A/M '79	A/M '80
1 KFMQ-FM	KFMQ-FM	KFMQ-FM	
2 KLMS-AM	KLMS-AM	KLMS-AM	
3 WOW -AM	KLIN-FM	KFRX-FM	
4 KGOR-FM	KFOR-AM	KFOR-AM	
5 KFOR-AM	KFRX-FM	KHAT-FM	

M-F, 6-10am

1 KLMS-AM	KFMQ-FM	KLMS-AM
2 KFMQ-FM	KLMS-AM	KFMQ-FM
3 WOW -AM	KFOR-AM	WOW -AM
4 KFOR-AM	KLIN-FM	KFOR-AM
5 KGOR-FM	WOW -AM	KFRX-FM

M-F, 3-7pm

1 KFMQ-FM	KFMQ-FM	KFMQ-FM
2 KLMS-AM	KLIN-FM	KLMS-AM
3 WOW -AM	KLMS-AM	KFRX-FM
4 KGOR-FM	KFRX-FM	WOW -AM
5 KFOR-AM	KFOR-AM	KHAT-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 665

	A/M '78	A/M '79	A/M '80
1 KFOR-AM	KFOR-AM	KLMS-AM	
2 KLIN-FM	KLIN-FM	KFOR-AM	
3 KLMS-AM	KLMS-AM	KLIN-FM	
4 WOW -AM	KECK-AM	KECK-AM	
5 KECK-AM	KFMQ-FM	KFMQ-FM	

M-F, 6-10am

1 KFOR-AM	KFOR-AM	KFOR-AM
2 KLMS-AM	KLMS-AM	KLMS-AM
3 WOW -AM	KFAB-AM	KLIN-AM
4 KLIN-FM	KLIN-FM	KLIN-FM
5 KECK-AM	KFMQ-FM	KFAB-AM

M-F, 3-7pm

1 KFOR-AM	KLIN-FM	KLIN-FM
2 KLIN-FM	KFOR-AM	KLMS-AM
3 KLMS-AM	KFMQ-FM	KECK-AM
4 KFMQ-FM	KLMS-AM	KFOR-AM
5 KECK-AM	KECK-AM	KFMQ-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1582

	A/M '78	A/M '79	A/M '80
1 KLMS-AM	617	KFOR-AM	594
2 KFOR-AM	562	KFMQ-FM	476
3 WOW -AM	459	KLMS-AM	475
4 KFMQ-FM	402	KLIN-AM	314
5 KGOR-FM	306	KFAB-AM	302

M-F, 6-10am

1 KFOR-AM	KFOR-AM	KFOR-AM
2 KLMS-AM	KFMQ-FM	KLIN-AM
3 WOW -AM	KLMS-AM	KLMS-AM
4 KFMQ-FM	KLIN-AM	WOW -AM
5 KLIN-FM	KLIN-FM	KFMQ-FM

M-F, 3-7pm

1 KLMS-AM	KFMQ-FM	WOW -AM
2 KFMQ-FM	KFOR-AM	KFOR-AM
3 WOW -AM	KLMS-AM	KLMS-AM
4 KFOR-AM	KFRX-FM	KFMQ-FM
5 KGOR-FM	KLIN-AM	KFRX-FM

Teens

M-S, 6am-Midnight

POP(00): 162

	A/M '78	A/M '79	A/M '80
1 KLMS-AM	KFMQ-FM	KFRX-FM	
2 WOW -AM	KLMS-AM	WOW -AM	
3 KGOR-FM	WOW -AM	KEZO-FM	

M-F, 6-10am

1 KLMS-AM	KFMQ-FM	KFRX-FM
2 KGOR-FM	KLMS-AM	WOW -AM
3 KFMQ-FM	KFRX-FM	KEZO-FM

M-F, 3-7pm

1 KLMS-AM	KFRX-FM	KFRX-FM
2 WOW -AM	KFMQ-FM	WOW -AM
3 KFMQ-FM	WOW -AM	KEZO-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 716

	A/M '78	A/M '79	A/M '80
1 KLMS-AM	KFMQ-FM	KFMQ-FM	
2 KFMQ-FM	KLMS-AM	KLMS-AM	
3 WOW -AM	WOW -AM	WOW -AM	
4 KGOR-FM	KFOR-AM	KHAT-FM	
5 KFOR-AM	KFRX-FM	KFRX-FM	

M-F, 6-10am

1 KLMS-AM	KFMQ-FM	KLMS-AM
2 WOW -AM	KLMS-AM	KFMQ-FM
3 KFMQ-FM	KFOR-AM	WOW -AM
4 KFOR-AM	WOW -AM	KHAT-FM
5 KGOR-FM	KFRX-FM	KFRX-FM

M-F, 3-7pm

1 KLMS-AM	KFMQ-FM	KFMQ-FM
2 KFMQ-FM	KLMS-AM	WOW -AM
3 WOW -AM	KFOR-AM	KLMS-AM
4 KGOR-FM	KFRX-FM	KHAT-FM
5 KFOR-AM	KFOR-AM	KFRX-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 665

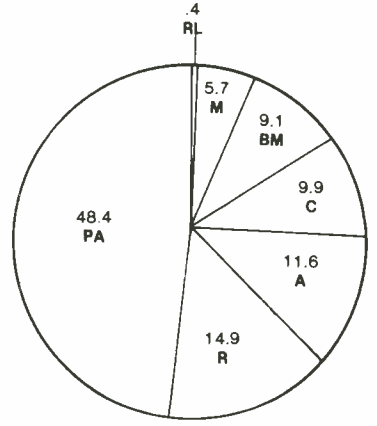
	A/M '78	A/M '79	A/M '80
1 KFOR-AM	KFOR-AM	KLMS-AM	
2 KLMS-AM	KLMS-AM	KFOR-AM	
3 KLIN-FM	KLIN-AM	KLIN-AM	
4 WOW -AM	KFAB-AM	KFMQ-FM	
5 KLIN-AM	KLIN-FM	WOW -AM	

M-F, 6-10am

1 KFOR-AM	KFOR-AM	KFOR-AM
2 KLMS-AM	KLMS-AM	KLMS-AM
3 WOW -AM	KLIN-AM	KLIN-AM
4 KLIN-FM	KFAB-AM	WOW -AM
5 KLIN-AM	KLIN-FM	KLIN-FM

M-F, 3-7pm

1 KFOR-AM	KLMS-AM	KLMS-AM
2 KLMS-AM	KFOR-AM	KFOR-AM
3 KLIN-FM	KLIN-AM	KFMQ-FM
4 WOW -AM	KLIN-FM	KECK-AM
5 KECK-AM	KFAB-AM	WOW -AM



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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Little Rock-North Little Rock

METRO RANK

94

1/18 '80 Market Overview

The battle for supremacy among adults 18-34 was the focal point in this market. Three stations tied for the lead, with two others just behind. However, the 25-54 target, Country KSSN was clearly the winner, and also the new overall leader.

KSSN's 25-54 share rose three shares to just over 22, doubling its nearest rival. Audience growth for KSSN came mostly from men 35-54. Advertising consisted entirely of outdoor boards, with a smaller budget than in fall.

Former 18-34 leaders KLAZ and KOKY slipped, as did KSSN's 18-34 share, while KKYK and KLPQ doubled their former shares. KKYK, KLAZ and KOKY tied with mid-15 shares, while KLPQ and KSSN were within close range.

KKYK used an attractive on-air giveaway to keep listeners tuned. Hourly clues were given for 10 trips to San Francisco or the Bahamas in the "Great Escape" contest, and listeners phoned in their guesses as to the location of the great escape. Besides this promotion, the station used newspaper and billboard advertising.

KLAZ slipped from undisputed 18-34 leadership to the three-way tie. Erosion took some of its young adult male audience, causing the overall decline. KLAZ was tops among teens, however. Several personnel changes in two shifts, no advertising or on-air promotions, and a heavier spot load than in the past have affected KLAZ's standing.

Black-formatted KOKY had a tremendous book last fall but fell back this time. Still, the station is a major factor. Several major personnel realignments took place among the on-air staff, and the sound of the station was aimed more mass appeal. There was no outside advertising on behalf of KOKY, and the station did little in the way of on-air promotion.

KLPQ made a major shift before this ratings period, switching from AOR to Top 40. The new format hit March 10 with new personnel in key dayparts and a layparted format appeal. AOR was still the emphasis at night, but other dayparts were more mass appeal. To let Little Rock listeners know about this change KLPQ used a more extensive ad campaign, featuring primarily TV spots.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

A/M '79		O/N '79		A/M '80	
1	KLAZ-FM 15.5	KOKY-AM 16.1	KSSN-FM (C) 17.3		
2	KSSN-FM 11.2	KSSN-FM 14.4	KLAZ-FM (B) 12.1		
3	KLRA-AM 10.7	KLAZ-FM 13.0	KLRA-AM (C) 11.2		
4	KLAZ-AM 10.0	KLRA-AM 10.8	KOKY-AM (B) 10.0		
5	KARN-AM 9.3	KEZQ-FM 9.0	KLPQ-FM (B) 9.8		
6	KAAY-AM 9.1	KAAY-AM 6.8	KARN-AM (B) 8.6		
7	KKYK-FM 8.6	KLPQ-FM 6.8	KKYK-FM (B) 8.4		
8	KEZQ-FM 7.9	KARN-AM 6.4	KEZQ-FM (B) 7.0		
9	KLPQ-FM 6.9	KKYK-FM 4.6	KAAY-AM (B) 5.8		
10	KXLR-AM 2.1	KXLR-AM 3.4	KXLR-AM (C) 2.3		
11	KITA-AM 1.2	KSOH-AM 1.5	KITA-AM (B) 1.9		
12	KSOH-AM 0.7	KDXE-AM 1.2	KSOH-AM (B) 1.4		
13	KBBA-AM 0.5	KBBA-AM 1.0	KBBA-AM (C) 0.5		
14	KGHR-AM 0.5	KITA-AM 1.0	KGKO-AM (C) 0.5		
15		KAKI-FM 0.7			

Average Persons Trends/Rankings

A/M '79		O/N '79		A/M '80	
1	KLAZ-FM 65	KOKY-AM 66	KSSN-FM 74		
2	KSSN-FM 47	KSSN-FM 59	KLAZ-FM 52		
3	KLRA-AM 45	KLAZ-FM 53	KLRA-AM 48		
4	KLAZ-AM 42	KLRA-AM 44	KOKY-AM 43		
5	KARN-AM 39	KEZQ-FM 37	KLPQ-FM 42		

A/M '79		O/N '79		A/M '80	
1	KLRA-AM	KLRA-AM	KLRA-AM		
2	KARN-AM	KSSN-FM	KARN-AM		
3	KLAZ-FM	KLAZ-FM	KLAZ-FM		
4	KAAY-AM	KOKY-AM	KSSN-FM		
5	KSSN-FM	KARN-AM	KOKY-AM		

M-F, 3-7pm			
1	KLAZ-FM	KOKY-AM	KSSN-FM
2	KAAY-AM	KSSN-FM	KLAZ-FM
3	KLAZ-AM	KLAZ-FM	KOKY-AM
4	KSSN-FM	KEZQ-FM	KKYK-FM
5	KKYK-FM	KLPQ-FM	KLPQ-FM

Teens M-S, 6am-Midnight			
POP(00): 398			
A/M '79	O/N '79	A/M '80	
1	KLAZ-AM	KLPQ-FM	KLAZ-FM
2	KLAZ-FM	KOKY-AM	KLPQ-FM
3	KKYK-FM	KLAZ-FM	KOKY-AM

M-F, 6-10am			
1	KLAZ-FM	KOKY-AM	KLAZ-FM
2	KLAZ-AM	KLPQ-FM	KLPQ-FM
3	KKYK-FM	KLAZ-FM	KOKY-AM

M-F, 3-7pm			
1	KLAZ-AM	KOKY-AM	KLAZ-FM
2	KLAZ-FM	KLPQ-FM	KLPQ-FM
3	KAAY-AM	KLAZ-FM	KOKY-AM

Adults 18-34 M-S, 6am-Midnight			
POP(00): 1186			
A/M '79	O/N '79	A/M '80	
1	KLAZ-FM	KLAZ-FM	KKYK-FM
2	KKYK-FM	KSSN-FM	KLAZ-FM
3	KLPQ-FM	KOKY-AM	KOKY-AM
4	KAAY-AM	KAAY-AM	KLPQ-FM
5	KSSN-FM	KKYK-FM	KSSN-FM

M-F, 6-10am			
1	KLAZ-FM	KSSN-FM	KLAZ-FM
2	KAAY-AM	KLAZ-FM	KKYK-FM
3	KKYK-FM	KAAY-AM	KLPQ-FM
4	KSSN-FM	KOKY-AM	KSSN-FM
5	KLPQ-FM	KKYK-FM	KOKY-AM

M-F, 3-7pm			
1	KAAY-AM	KOKY-AM	KLAZ-FM
2	KLAZ-FM	KLAZ-FM	KOKY-AM
3	KKYK-FM	KSSN-FM	KKYK-FM
4	KLAZ-AM	KAAY-AM	KSSN-FM
5	KLPQ-FM	KLPQ-FM	KLPQ-FM

Adults 25-54 M-S, 6am-Midnight			
POP(00): 1503			
A/M '79	O/N '79	A/M '80	
1	KLAZ-FM	KSSN-FM	KSSN-FM
2	KSSN-FM	KOKY-AM	KLAZ-FM
3	KEZQ-FM	KEZQ-FM	KEZQ-FM
4	KLRA-AM	KLRA-FM	KKYK-FM
5	KARN-AM	KLRA-AM	KLRA-AM

M-F, 6-10am			
1	KLAZ-FM	KSSN-FM	KSSN-FM
2	KLRA-AM	KLRA-AM	KARN-AM
3	KARN-AM	KLAZ-FM	KLRA-AM
4	KSSN-FM	KEZQ-FM	KLAZ-FM
5	KEZQ-FM	KOKY-AM	KAAY-AM

M-F, 3-7pm			
1	KLAZ-FM	KSSN-FM	KSSN-FM
2	KAAY-AM	KEZQ-FM	KLAZ-FM
3	KEZQ-FM	KLAZ-FM	KKYK-FM
4	KSSN-FM	KOKY-AM	KEZQ-FM
5	KARN-AM	KAAY-AM	KOKY-AM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight			
POP(00): 3110			
A/M '79	O/N '79	A/M '80	
1	KLAZ-FM 879	KLAZ-FM 739	KLAZ-FM 837
2	KAAY-AM 801	KLRA-AM 693	KSSN-FM 807
3	KKYK-FM 782	KSSN-FM 677	KAAY-AM 732
4	KLRA-AM 632	KAAY-AM 660	KLRA-AM 696
5	KARN-AM 605	KARN-AM 558	KARN-AM 574

M-F, 6-10am			
1	KLAZ-FM	KLRA-AM	KLAZ-FM
2	KAAY-AM	KLAZ-FM	KLRA-AM
3	KLRA-AM	KSSN-FM	KARN-AM
4	KARN-AM	KAAY-AM	KSSN-FM
5	KKYK-FM	KOKY-AM	KAAY-AM

M-F, 3-7pm			
1	KAAY-AM	KLAZ-FM	KLAZ-FM
2	KLAZ-FM	KSSN-FM	KSSN-FM
3	KKYK-FM	KOKY-AM	KLPQ-FM
4	KLAZ-AM	KAAY-AM	KAAY-AM
5	KLRA-AM	KEZQ-FM	KOKY-AM

Teens M-S, 6am-Midnight			
POP(00): 398			
A/M '79	O/N '79	A/M '80	
1	KLAZ-FM	KLAZ-FM	KLAZ-FM
2	KKYK-FM	KLPQ-FM	KLPQ-FM
3	KAAY-AM	KKYK-FM	KKYK-FM

M-F, 6-10am			
1	KLAZ-FM	KLAZ-FM	KLAZ-FM
2	KKYK-FM	KOKY-AM	KLPQ-FM
3	KLAZ-AM	KLPQ-FM	KOKY-AM

M-F, 3-7pm			
1	KLAZ-FM	KLAZ-FM	KLAZ-FM
2	KAAY-AM	KOKY-AM	KLPQ-FM
3	KKYK-FM	KLPQ-FM	KOKY-AM

Adults 18-34 M-S, 6am-Midnight			
POP(00): 1186			
A/M '79	O/N '79	A/M '80	
1	KLAZ-FM	KLAZ-FM	KLAZ-FM
2	KKYK-FM	KAAY-AM	KSSN-FM
3	KAAY-AM	KSSN-FM	KAAY-AM
4	KLPQ-FM	KKYK-FM	KKYK-FM
5	KLPQ-AM	KOKY-AM	KLPQ-FM

M-F, 6-10am			
1	KLAZ-FM	KLAZ-FM	KLAZ-FM
2	KAAY-AM	KSSN-FM	KKYK-FM
3	KKYK-FM	KAAY-AM	KAAY-AM
4	KLAZ-AM	KKYK-FM	KSSN-FM
5	KLPQ-FM	KOKY-AM	KOKY-AM

M-F, 3-7pm			
1	KKYK-FM	KLAZ-FM	KLAZ-FM
2	KAAY-AM	KAAY-AM	KOKY-AM
3	KLAZ-FM	KSSN-FM	KLPQ-FM
4	KLPQ-FM	KOKY-AM	KSSN-FM
5	KLAZ-AM	KKYK-FM	KAAY-AM

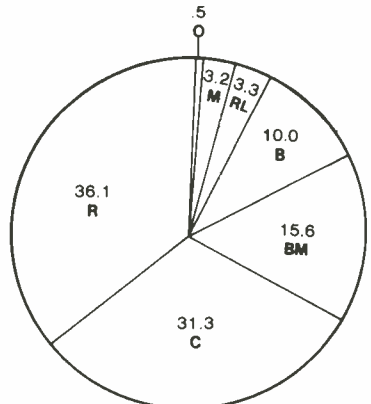
Adults 25-54 M-S, 6am-Midnight			
POP(00): 1503			
A/M '79	O/N '79	A/M '80	
1	KLAZ-FM	KSSN-FM	KSSN-FM
2	KAAY-AM	KLAZ-FM	KAAY-AM
3	KKYK-FM	KAAY-AM	KLAZ-FM
4	KLRA-AM	KLRA-AM	KLRA-AM
5	KARN-AM	KARN-AM	KEZQ-FM

M-F, 6-10am			
1	KLAZ-FM	KSSN-FM	KSSN-FM
2	KLRA-AM	KLRA-AM	KAAY-AM
3	KAAY-AM	KLAZ-FM	KLAZ-FM
4	KARN-AM	KARN-AM	KLRA-AM
5	KKYK-FM	KAAY-AM	KARN-AM

M-F, 3-7pm			
1	KAAY-AM	KSSN-FM	KSSN-FM
2	KLAZ-FM	KLAZ-FM	KLAZ-FM
3	KKYK-FM	KEZQ-FM	KAAY-AM
4	KLRA-AM	KAAY-AM	KEZQ-FM
5	KEZQ-FM	KOKY-AM	KOKY-AM

Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Los Angeles

METRO RANK

2

A/M '80 Market Overview

The initial implementation of Quarterly Measurement in L.A. this sweep was the big news. Guarding against a diary return shortfall in the first 12-week effort, Arbitron oversampled extensively, receiving an additional 2300 diaries compared to the Spring '79 survey. With this 66% in-tab increase, the results of the Spring '80 survey should be more reliable. In comparing the results with previous Arbitron efforts, it is important to keep in mind that this survey began at the end of February and continued through May, so popularity in this sweep may not be comparable with ratings from earlier four-week surveys.

There were some subtle but significant shifts in the standings, possibly as a result of the extended survey period. KABC was still atop the market overall, but declined notably in both its 12+ share and its 25-54 share compared to last spring. The impact of Dodgers baseball would be watered down in the longer sweep, perhaps helping to explain the station's slippage.

KABC was a clear number one 25-54 last spring but has slipped two shares since then. Bonneville's Beautiful Music KBIG, strengthened its hold on the top spot in the 25-54 demo. Just barely ahead of KABC and KJOI in the J/F book, KBIG increased its share and its lead. KBIG advertised extensively in the market, using a multi-media campaign involving TV, newspaper ads, and busboards.

Country KLAC enjoyed a good book, increasing its 25-54 share compared to last A/M '79, but down from its runner-up spot in the J/F '80 book. In comparing spring report to spring report it should be kept in mind that the longer survey this year allowed more Lakers basketball to be measured, and that the Lakers were hot this spring, going into the playoffs during the latter part of the 12-week survey.

In 18-34 demo, five major stations were in contention. Metromedia's AOR KMET continued to lead, albeit by a smaller margin. The station was down one share from last A/M and down two shares from the J/F book.

Two stations with extensive oldies playlists, KRTH and KRLA, ranked 2-3 18-34. KRTH's share remained stable, while KRLA continued to rise, up 20% compared to a year ago. AOR's KNX-FM and KLOS were strong 18-34 factors too, each with at least a 5 share. KNX-FM showed a 35% jump over the last year. KLOS, looking for a turnaround, was in a state of flux during this sweep, having gone through a PD change.

In the battle among the all-News stations, CBS's KNX remained ahead of Westinghouse's KFVB for the second straight book. KNX had a slight lead 25-54, but opened a larger advantage over KFVB among persons 35+.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 75113

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80					
1 KABC-AM	8.9	KABC-AM	8.0	KBIG-FM	6.1	KABC-AM	6.5	KABC-AM (T)	7.0
2 KMET-FM	5.8	KMET-FM	6.4	KABC-AM	6.0	KMET-FM	5.8	KBIG-FM (BM)	5.7
3 KBIG-FM	5.5	KBIG-FM	5.0	KMET-FM	5.8	KJOI-FM	5.2	KMET-FM (A)	4.9
4 KNX -AM	4.2	KJOI-FM	4.9	KBIG-FM	4.9	KJOI-FM	5.0	KJOI-FM (BM)	4.8
5 KJOI-FM	4.0	KFWB-AM	4.1	KLAC-AM	4.3	KNX -AM	4.9	KNX -AM (N)	4.8
6 KFVB-AM	3.7	KMPC-AM	3.8	KFWB-AM	4.1	KFWB-AM	4.4	KFWB-AM (N)	4.2
7 KMPC-AM	3.7	KRTH-FM	3.8	KNX -AM	4.0	KLAC-AM	3.8	KLAC-AM (C)	4.2
8 KRLA-AM	3.5	KNX -AM	3.4	KRTH-FM	3.8	KRTH-FM	3.8	KRTH-FM (R)	3.8
9 KRTH-FM	3.3	KOST-FM	3.2	KRLA-AM	3.7	KIIS-FM	3.6	KRTH-FM (R)	3.5
10 KUTE-FM	3.1	KRLA-AM	3.2	KFI -AM	3.3	KRLA-AM	3.3	KIIS-FM (R)	3.3
11 KALI-AM	2.9	KFI -AM	2.9	KMPC-AM	2.8	KMPC-AM	3.1	KNX -FM (A)	3.2
12 KLAC-AM	2.8	KLAC-AM	2.9	KIIS-FM	2.8	KNX -FM	3.0	KFI -AM (R)	3.1
13 KLOS-FM	2.6	KIIS-FM	2.8	KOST-FM	2.8	KHJ -AM	3.0	KMPC-AM (PA)	2.8
14 KDAY-AM	2.5	KNX -FM	2.8	KNX -FM	2.7	KFI -AM	2.6	KOST-FM (BM)	2.7
15 KTNQ-AM	2.4	KLOS-FM	2.6	KUTE-FM	2.6	KOST-FM	2.3	KLOS-FM (A)	2.4
16 KOST-FM	2.4	KDAY-AM	2.5	KHJ -AM	2.4	KUTE-FM	2.3	KHJ -AM (R)	2.2
17 KNX -FM	2.2	KUTE-FM	2.4	KDAY-AM	2.4	KLOS-FM	2.2	KHTZ-FM (R)	2.2
18 KIIS-FM	2.2	KALI-AM	2.3	KLOS-FM	2.2	KIQQ-FM	2.2	KDAY-AM (R)	2.1
19 KHJ -AM	2.1	KTNQ-AM	2.1	KHTZ-FM	2.2	KZLA-FM	2.0	KUTE-FM (R)	2.0
20 KFI -AM	2.1	KIQQ-FM	1.9	KZLA-FM	1.9	KDAY-AM	1.9	KIQQ-FM (R)	1.8
21 KIQQ-FM	1.8	KHJ -AM	1.8	KTNQ-AM	1.6	KTNQ-AM	1.9	KROO-FM (A)	1.6
22 KKGO-FM	1.7	KHTZ-FM	1.6	KLVE-FM	1.5	KHTZ-FM	1.9	KTNQ-AM (S)	1.6
23 KZLA-FM	1.6	KKGO-FM	1.5	KALI-AM	1.5	KKGO-FM	1.7	KZLA-FM (PA)	1.6
24 KLVE-FM	1.5	KZLA-FM	1.4	KIQQ-FM	1.5	KLVE-FM	1.6	KJLH-FM (B)	1.5
25 KWKW-AM	1.3	KWKW-AM	1.4	KKGO-FM	1.4	KWKW-AM	1.3	KKGO-FM (J)	1.4
26 KWST-FM	1.3	KNOB-FM	1.1	KFAC-FM	1.2	KJLH-FM	1.3	KLVE-FM (S)	1.4
27 XTRA-AM	1.2	KJLH-FM	1.1	KGFJ-AM	1.2	KNOB-FM	1.2	KGFJ-AM (R)	1.1
28 KROQ-FM	1.2	KWST-FM	1.0	KWKW-AM	1.1	KALI-AM	1.2	KALI-AM (S)	1.1
29 KFAC-FM	1.1	KLVE-FM	1.0	KWST-FM	1.1	KROQ-FM	1.2	KNOB-FM (BM)	1.1
30 KJLH-FM	1.1	KFAC-FM	0.9	XTRA-AM	1.0	XTRA-AM	1.0	KWST-FM (A)	1.0
31 KNOB-FM	1.0	KROQ-FM	0.9	KGRB-AM	0.9	KGFJ-AM	1.0	XTRA-AM (BM)	1.0
32 KGRB-AM	0.9	KEZY-AM	0.9	KJLH-FM	0.8	KEZY-AM	1.0	KWKW-AM (S)	0.9
33 KFAC-AM	0.9	KGFJ-AM	0.9	KEZY-AM	0.8	KFAC-FM	0.9	KFAC-FM (C)	0.9
34 KHTZ-FM	0.9	KGRB-AM	0.9	KIIS-AM	0.8	KWST-FM	0.7	KEZY-AM (A)	0.8
35 KIIS-AM	0.8	KZLA-AM	0.8	KZLA-AM	0.7	KIEV-AM	0.5	KIEV-AM (T)	0.5
36 KIEV-AM	0.7	KWIZ-FM	0.6	KNOB-FM	0.7	KGRB-AM	0.4	KEZY-FM (A)	0.5
37 KZLA-AM	0.7	KROQ-AM	0.6	KWIZ-AM	0.6	KEZY-FM	0.4	KCRB-AM (BS)	0.5
38 KKIT-AM	0.6	KIIS-AM	0.6	KROQ-FM	0.6	KACE-FM	0.4	KWIZ-AM (PA)	0.5
39 KEZY-AM	0.6	KFAC-AM	0.6	KIEV-AM	0.6	KFAC-AM	0.4	KCRB-AM (R)	0.4
40 KWIZ-AM	0.5	KACE-FM	0.6	KFAC-AM	0.6	KGIL-AM	0.4	KFAC-AM (C)	0.4
41 KACE-FM	0.5	XTRA-AM	0.5	KEZY-FM	0.4	KZLA-AM	0.3	KBRF-AM (R)	0.4
42 KGER-AM	0.3	KIEV-AM	0.5	KGER-AM	0.4	KWIZ-AM	0.3	KGIL-AM (PA)	0.4
43 KEZY-FM	0.3	KEZY-FM	0.5	KBRF-AM	0.3	KGIL-FM	0.1	KACE-FM (B)	0.4
44 KWIZ-FM	0.3	KWIZ-AM	0.4	KWIZ-FM	0.3	KIIS-AM (R)	0.3	KIIS-AM (S)	0.3
45		KGER-AM	0.3	KACE-FM	0.3	KZLA-AM (PA)	0.3	KIIS-AM (R)	0.3
46				KGIL-AM	0.3			KZLA-AM (R)	0.3
47								KGIL-FM (PA)	0.2

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 75113

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80					
1 KABC-AM	1130	KABC-AM	993	KBIG-FM	749	KABC-AM	801	KABC-AM	851
2 KMET-FM	739	KMET-FM	791	KABC-AM	736	KMET-FM	715	KBIG-FM	694
3 KBIG-FM	700	KBIG-FM	627	KMET-FM	719	KJOI-FM	636	KMET-FM	601
4 KNX -AM	536	KJOI-FM	609	KJOI-FM	604	KBIG-FM	619	KJOI-FM	587
5 KJOI-FM	505	KFWB-AM	515	KLAC-AM	525	KNX -AM	605	KNX -AM	585
6 KFVB-AM	472	KMPC-AM	476	KFWB-AM	505	KFWB-AM	545	KFWB-AM	515
7 KMPC-AM	463	KRTH-FM	474	KNX -AM	493	KLAC-AM	471	KLAC-AM	508
8 KRLA-AM	437	KNX -AM	420	KRTH-FM	472	KRTH-FM	462	KRLA-AM	462
9 KRTH-FM	420	KOST-FM	395	KRLA-AM	459	KIIS-FM	442	KRTH-FM	422
10 KUTE-FM	395	KRLA-AM	394	KFI -AM	409	KRLA-AM	406	KIIS-FM	404

M-F, 6-10am

1 KABC-AM	KABC-AM	KABC-AM	KNX -AM	KABC-AM
2 KNX -AM	KFWB-AM	KFWB-AM	KABC-AM	KNX -AM
3 KFVB-AM	KNX -AM	KNX -AM	KFWB-AM	KFWB-AM
4 KFI -AM	KFI -AM	KLAC-AM	KMPC-AM	KFI -AM
5 KMET-FM	KMET-FM	KFI -AM	KFI -AM	KBIG-FM
6 KBIG-FM	KBIG-FM	KBIG-FM	KMET-FM	KLAC-AM
7 KMPC-AM	KJOI-FM	KMET-FM	KLAC-AM	KMPC-AM
8 KJOI-FM	KMPC-AM	KMPC-AM	KBIG-FM	KMET-FM
9 KLAC-AM	KLAC-AM	KJOI-FM	KJOI-FM	KRTH-FM
10 KALI-AM	KRTH-FM	KRTH-FM	KRTH-FM	KJOI-FM

M-F, 3-7pm

1 KABC-AM	KABC-AM	KMET-FM	KMET-FM	KBIG-FM
2 KMET-FM	KMET-FM	KBIG-FM	KJOI-FM	KJOI-FM
3 KBIG-FM	KBIG-FM	KJOI-FM	KBIG-FM	KABC-AM
4 KJOI-FM	KJOI-FM	KLAC-AM	KNX -AM	KMET-FM
5 KMPC-AM	KRTH-FM	KRTH-FM	KLAC-AM	KNX -AM
6 KRTH-FM	KMPC-AM	KNX -AM	KABC-AM	KLAC-AM
7 KNX -AM	KRLA-AM	KABC-AM	KIIS-FM	KFWB-AM
8 KUTE-FM	KFWB-AM	KRLA-AM	KRTH-FM	KRLA-AM
9 KLAC-AM	KNX -FM	KFWB-AM	KFWB-AM	KRTH-FM
10 KRLA-AM	KLAC-AM	KIIS-FM	KNX -FM	KNX -FM

Teens

M-S, 6am-Midnight
POP(00): 8880

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2 KUTE-FM	KTNQ-AM	KHJ -AM	KIIS-FM	KIIS-FM
3 KTNQ-AM	KDAY-AM	KHTZ-FM	KHJ -AM	KFI -AM

M-F, 6-10am

1 KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2 KTNQ-AM	KDAY-AM	KHJ -AM	KIIS-FM	KIIS-FM
3 KUTE-FM	KTNQ-AM	KHTZ-FM	KHJ -AM	KHJ -AM

M-F, 3-7pm

1 KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2 KTNQ-AM	KTNQ-AM	KIIS-FM	KIIS-FM	KIIS-FM
3 KDAY-AM	KHJ -AM	KDAY-AM	KHJ -AM	KFI -AM

Adults 18-34

M-S, 6am, Midnight
POP(00): 27865

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2 KRTH-FM	KRTH-FM	KRTH-FM	KRTH-FM	KRTH-FM
3 KRLA-AM	KLOS-FM	KRLA-AM	KNX -FM	KRLA-AM
4 KLOS-FM	KNX -FM	KNX -FM	KIIS-FM	KNX -FM
5 KUTE-FM	KRLA-AM	KIIS-FM	KRLA-AM	KLOS-FM
6 KNX -FM	KIIS-FM	KUTE-FM	KLOS-FM	KIIS-FM
7 KALI-AM	KUTE-FM	KLOS-FM	KIQQ-FM	KFI -AM
8 KIIS-FM	KABC-AM	KFI -AM	KUTE-FM	KHTZ-FM
9 KZLA-FM	KIQQ-FM	KDAY-AM	KHJ -AM	KUTE-FM
10 KHJ -AM	KFI -AM	KZLA-FM	KZLA-FM	KJLH-FM

M-F, 6-10am

1 KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2 KRTH-FM	KFI -AM	KFI -AM	KRTH-FM	KRTH-FM
3 KFI -AM	KRTH-FM	KRTH-FM	KNX -FM	KFI -AM
4 KNX -FM	KLOS-FM	KNX -FM	KFI -AM	KNX -FM
5 KALI-AM	KNX -FM	KRLA-AM	KHJ -AM	KLOS-FM
6 KRLA-AM	KRLA-AM	KLOS-FM	KIQQ-FM	KRLA-AM
7 KABC-AM	KIIS-FM	KTNQ-AM	KLOS-FM	KIIS-FM
8 KZLA-FM	KABC-AM	KIQQ-FM	KIIS-FM	KTNQ-AM
9 KLOS-FM	KHJ -AM	KIIS-FM	KRLA-AM	KHTZ-FM
10 KHJ -AM	KZLA-FM	KLAC-AM	KTNQ-AM	KHJ -AM

M-F, 3-7pm

1 KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2 KRTH-FM	KRTH-FM	KRTH-FM	KRTH-FM	KRTH-FM
3 KUTE-FM	KNX -FM	KNX -FM	KNX -FM	KNX -FM
4 KRLA-AM	KRLA-AM	KIIS-FM	KIIS-FM	KRLA-AM
5 KLOS-FM	KIIS-FM	KRLA-AM	KRLA-AM	KLOS-FM
6 KNX -FM	KABC-AM	KUTE-FM	KIQQ-FM	KUTE-FM
7 KHJ -AM	KUTE-FM	KFI -AM	KIIS-FM	KIIS-FM
8 KZLA-FM	KLOS-FM	KZLA-FM	KZLA-FM	KHTZ-FM
9 KABC-AM	KIQQ-FM	KLOS-FM	KUTE-FM	KFI -AM
10 KIIS-FM	KDAY-AM	KHTZ-FM	KHJ -AM	KROO-FM

Adults 25-54

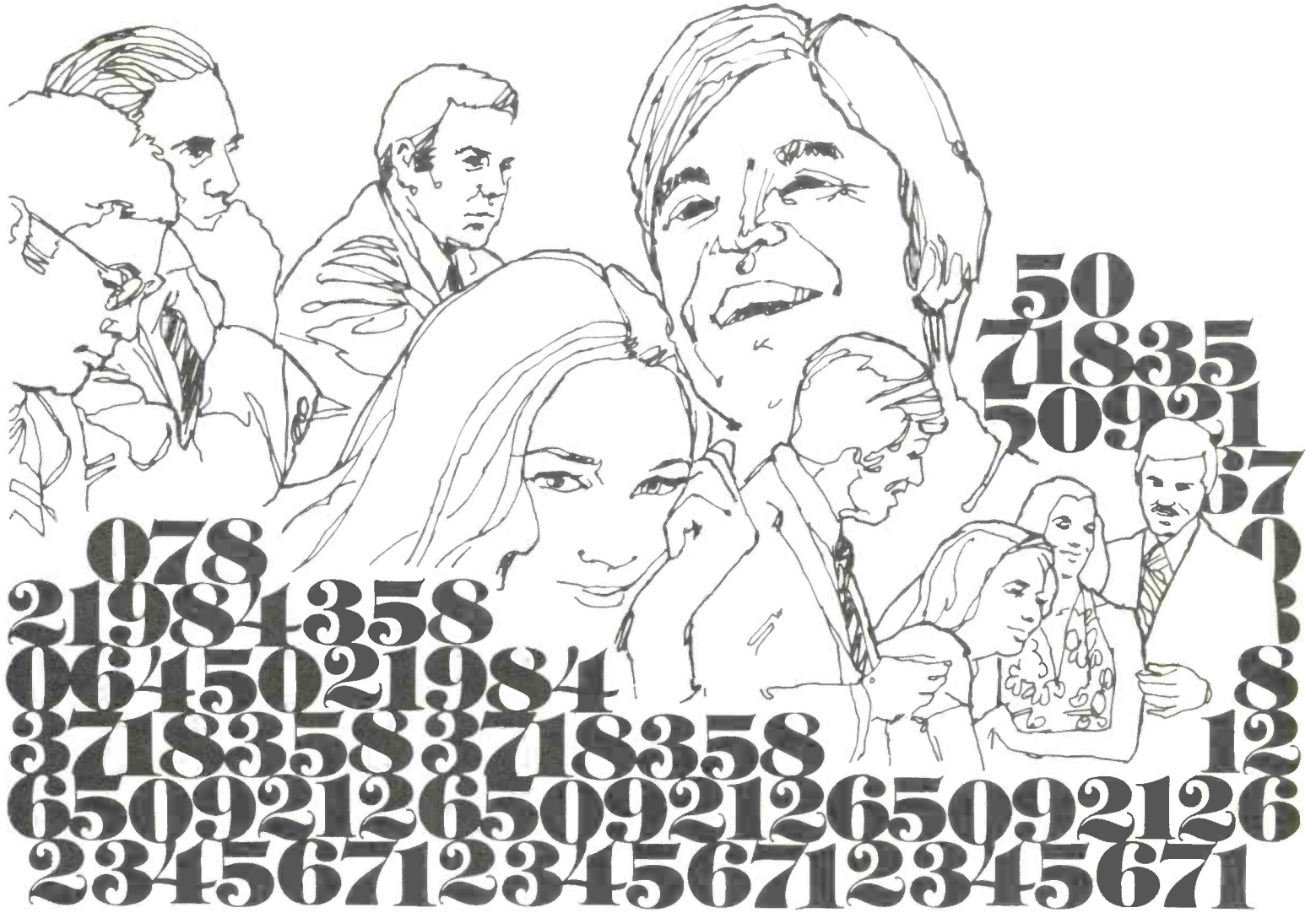
M-S, 6am-Midnight
POP(00): 37136

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 KABC-AM	KABC-AM	KBIG-FM	KBIG-FM	KBIG-FM
2 KBIG-FM	KBIG-FM	KJOI-FM	KLAC-AM	KABC-AM
3 KMPC-AM	KJOI-FM	KLAC-AM	KJOI-FM	KLAC-AM
4 KRLA-AM	KOST-FM	KABC-AM	KABC-AM	KRLA-AM
5 KFVB-AM	KMPC-AM	KRLA-AM	KRTH-FM	KNX -FM
6 KRTH-FM	KRTH-FM	KRTH-FM	KNX -AM	KNX -AM
7 KJOI-FM	KFWB-AM	KFI -AM	KMPC-AM	KJOI-FM
8 KLAC-AM	KRLA-AM	KMPC-AM	KRLA-AM	KFWB-AM
9 KALI-AM	KLAC-AM	KNX -FM	KNX -FM	KRTH-FM
10 KNX -AM	KNX -FM	KFWB-AM	KFWB-AM	KFI -AM

M-F, 6-10am

1 KABC-AM	KABC-AM	KABC-AM	KNX -AM	KABC-AM
2 KFI -AM	KFI -AM	KFI -AM	KLAC-AM	KNX -AM
3 KFVB-AM	KFWB-AM	KLAC-AM	KMPC-AM	KFWB-AM
4 KBIG-FM	KBIG-FM	KFWB-AM	KFI -AM	KFI -AM
5 KNX -AM	KBIG-FM	KMPC-AM	KABC-AM	KBIG-FM
6 KMPC-AM	KLAC-AM	KBIG-FM	KFWB-AM	KLAC-AM
7 KLAC-AM	KNX -AM	KNX -AM	KBIG-FM	KMPC-AM
8 KALI-AM	KOST-FM	KJOI-FM	KRTH-FM	KNX -FM
9 KRLA-AM	KJOI-FM	KRLA-AM	KRLA-AM	KRLA-AM
10 KMET-FM	KRTH-FM	KRTH-FM	KJOI-FM	KRTH-FM

MARKET BUY MARKET turns NUMBERS into PEOPLE



Beyond the station rankings generated for this directory, MARKET BUY MARKET provides a series of specialized Arbitron reports that will position your audience to buyers, planners, media directors and brand managers. MARKET BUY MARKET offers a variety of valuable planning tools oriented toward market delivery and budget goals -plus "on-line" effective reach and frequency for a media mix.

In addition, MARKET BUY MARKET offers exclusive T.G.I. product usage and M.M.I. income profiles "on-line" and cross-tabulated to RADIO, truly taking numbers and turning them into people!

MARKET BUY MARKET

5858 SUNSET BOULEVARD, HOLLYWOOD, CALIFORNIA 90028

Los Angeles

Continued from Page 130

MF, 3-7pm

1	KABC-AM	KABC-AM	KBIG-FM	KLAC-AM	KBIG-FM
2	KBIG-FM	KBIG-FM	KLAC-AM	KBIG-FM	KABC-AM
3	KMPC-AM	KOST-FM	KJOI-FM	KJOI-FM	KABC-AM
4	KLAC-AM	KMPC-AM	KRLA-AM	KRTH-FM	KNX -AM
5	KFWB-AM	KRTH-FM	KRTH-FM	KNX -AM	KRLA-AM
6	KRLA-AM	KJOI-FM	KNX -FM	KABC-AM	KNX -FM
7	KJOI-FM	KLAC-AM	KABC-AM	KNX -FM	KFWB-AM
8	KRTH-FM	KRLA-AM	KFI -AM	KMPC-AM	KJOI-FM
9	KNX -FM	KNX -FM	KNX -AM	KRLA-AM	KRTH-FM
10	KMET-FM	KFWB-AM	KFWB-AM	KFWB-AM	KOST-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 75113

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80					
1	KABC-AM	13708	KABC-AM	13767	KFWB-AM	12055	KNX -AM	11522	KFWB-AM	11441
2	KFWB-AM	11492	KFWB-AM	11365	KNX -AM	11357	KFWB-AM	11340	KNX -AM	11164
3	KNX -AM	10559	KMPC-AM	9395	KMET-FM	9988	KMET-FM	9499	KABC-AM	10677
4	KMPC-AM	8851	KNX -AM	9270	KABC-AM	9104	KBIG-FM	9468	KMET-FM	9335
5	KMET-FM	8622	KMET-FM	8957	KBIG-FM	8599	KABC-AM	9126	KBIG-FM	8348
6	KBIG-FM	8599	KBIG-FM	8600	KFI -AM	8118	KRTH-FM	8240	KIIS-FM	8036
7	KRTH-FM	8163	KRTH-FM	8418	KHJ -AM	8094	KJOI-FM	8205	KRTH-FM	7855
8	KJOI-FM	7646	KFI -AM	8113	KLAC-AM	8050	KHJ -AM	7843	KFI -AM	7842
9	KTNQ-AM	6947	KIIS-FM	7745	KRTH-FM	7744	KLAC-AM	7366	KLAC-AM	7828
10	KHJ -AM	6658	KJOI-FM	7344	KRLA-AM	7593	KFI -AM	7208	KJOI-FM	7467

MF, 6-10am

1	KABC-AM	KFWB-AM	KFWB-AM	KFWB-AM	KFWB-AM
2	KFWB-AM	KABC-AM	KNX -AM	KNX -AM	KNX -AM
3	KNX -AM	KNX -AM	KABC-AM	KABC-AM	KABC-AM
4	KMET-FM	KFI -AM	KFI -AM	KMET-FM	KFI -AM
5	KFI -AM	KRTH-FM	KMET-FM	KFI -AM	KMET-FM
6	KBIG-FM	KMET-FM	KLAC-AM	KRTH-FM	KLAC-AM
7	KRTH-FM	KBIG-FM	KBIG-FM	KBIG-FM	KBIG-FM
8	KMPC-AM	KMPC-AM	KHJ -AM	KHJ -AM	KIIS-FM
9	KTNQ-AM	KJOI-FM	KRLA-AM	KLAC-AM	KRTH-FM
10	KJOI-FM	KRLA-AM	KMPC-AM	KJOI-FM	KHJ -AM

MF, 3-7pm

1	KABC-AM	KABC-AM	KMET-FM	KMET-FM	KNX -AM
2	KMET-FM	KMET-FM	KNX -AM	KMET-FM	KMET-FM
3	KFWB-AM	KFWB-AM	KFWB-AM	KFWB-AM	KFWB-AM
4	KBIG-FM	KMPC-AM	KBIG-FM	KBIG-FM	KABC-AM
5	KNX -AM	KRTH-FM	KRLA-AM	KJOI-FM	KBIG-FM
6	KRTH-FM	KNX -AM	KRTH-FM	KIIS-FM	KIIS-FM
7	KJOI-FM	KBIG-FM	KLAC-AM	KABC-AM	KRTH-FM
8	KMPC-AM	KRLA-AM	KABC-AM	KRLA-AM	KRLA-AM
9	KTNQ-AM	KIIS-FM	KJOI-FM	KRTH-FM	KLAC-AM
10	KHJ -AM	KJOI-FM	KFI -AM	KHJ -AM	KJOI-FM

Teens
M-S, 6am-Midnight
POP(00): 8880

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	KTNO-AM	KTNO-AM	KMET-FM	KMET-FM	KMET-FM
2	KMET-FM	KMET-FM	KHJ -AM	KIIS-FM	KIIS-FM
3	KUTE-FM	KHJ -AM	KIIS-FM	KHJ -AM	KHJ -AM

MF, 6-10am

1	KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2	KTNO-AM	KTNO-AM	KHJ -AM	KHJ -AM	KIIS-FM
3	KHJ -AM	KHJ -AM	KHTZ-FM	KHJ -AM	KHJ -AM

MF, 3-7pm

1	KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2	KTNO-AM	KTNO-AM	KHJ -AM	KIIS-FM	KIIS-FM
3	KHJ -AM	KHJ -AM	KIIS-FM	KHJ -AM	KHJ -AM

Adults 18-34
M-S, 6am-Midnight

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2	KRTH-FM	KRTH-FM	KRTH-FM	KRTH-FM	KRTH-FM
3	KLOS-FM	KLOS-FM	KLOS-FM	KLOS-FM	KRLA-AM
4	KRLA-AM	KRLA-AM	KRLA-AM	KNX -FM	KLOS-FM
5	KHJ -AM	KIIS-FM	KIIS-FM	KIIS-FM	KNX -FM
6	KNX -FM	KNX -FM	KUTE-FM	KHJ -AM	KIIS-FM
7	KIIS-FM	KHJ -AM	KHJ -AM	KRLA-AM	KFI -AM
8	KIQQ-FM	KFI -AM	KNX -FM	KUTE-FM	KHJ -AM
9	KUTE-FM	KABC-AM	KFI -AM	KIQQ-FM	KIQQ-FM
10	KTNO-AM	KUTE-FM	KZLA-FM	KZLA-FM	KUTE-FM

MF, 6-10am

1	KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2	KRTH-FM	KRTH-FM	KRTH-FM	KRTH-FM	KRTH-FM
3	KFI -AM	KFI -AM	KNX -FM	KNX -FM	KNX -FM
4	KHJ -AM	KRLA-AM	KNX -FM	KLOS-FM	KRLA-AM
5	KNX -FM	KLOS-FM	KRLA-AM	KHJ -AM	KFI -AM
6	KRLA-AM	KIIS-FM	KLOS-FM	KRLA-AM	KLOS-FM
7	KLOS-FM	KNX -FM	KUTE-FM	KFI -AM	KHJ -AM
8	KIQQ-FM	KHJ -AM	KIIS-FM	KIIS-FM	KIIS-FM
9	KFWB-AM	KFWB-AM	KHJ -AM	KIQQ-FM	KFWB-AM
10	KZLA-FM	KIQQ-FM	KZLA-FM	KUTE-FM	KHTZ-FM

MF, 3-7pm

1	KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2	KRTH-FM	KRTH-FM	KRTH-FM	KRTH-FM	KRTH-FM
3	KLOS-FM	KRLA-AM	KRLA-AM	KLOS-FM	KRLA-AM
4	KHJ -AM	KIIS-FM	KUTE-FM	KNX -FM	KLOS-FM
5	KRLA-AM	KNX -FM	KNX -FM	KIIS-FM	KNX -FM
6	KUTE-FM	KLOS-FM	KLOS-FM	KIQQ-FM	KIIS-FM
7	KNX -FM	KABC-AM	KIIS-FM	KHJ -AM	KHJ -AM
8	KIIS-FM	KUTE-FM	KFI -AM	KRLA-AM	KFI -AM
9	KZLA-FM	KHJ -AM	KZLA-FM	KUTE-FM	KIQQ-FM
10	KIQQ-FM	KMPC-AM	KHJ -AM	KHJ -AM	KUTE-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 37136

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	KABC-AM	KABC-AM	KFWB-AM	KNX -AM	KFWB-AM
2	KFWB-AM	KMPC-AM	KNX -AM	KFWB-AM	KNX -AM
3	KMPC-AM	KFWB-AM	KLAC-AM	KBIG-FM	KABC-AM
4	KBIG-FM	KBIG-FM	KRLA-AM	KLAC-AM	KLAC-AM
5	KNX -AM	KNX -AM	KBIG-FM	KBIG-FM	KBIG-FM
6	KRTH-FM	KFI -AM	KABC-AM	KRTH-FM	KRLA-AM
7	KRLA-AM	KRTH-FM	KMPC-AM	KRLA-AM	KFI -AM
8	KJOI-FM	KRLA-AM	KFI -AM	KJOI-FM	KRTH-FM
9	KFI -AM	KLAC-AM	KRTH-FM	KMPC-AM	KNX -FM
10	KLAC-AM	KOST-FM	KJOI-FM	KFI -AM	KMPC-AM

MF, 6-10am

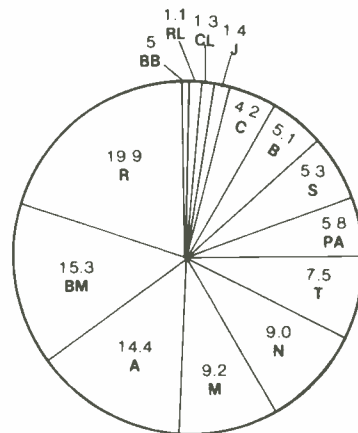
1	KABC-AM	KFWB-AM	KFWB-AM	KFWB-AM	KFWB-AM
2	KFWB-AM	KABC-AM	KNX -AM	KNX -AM	KNX -AM
3	KNX -AM	KFI -AM	KFI -AM	KLAC-AM	KABC-AM
4	KFI -AM	KNX -AM	KLAC-AM	KABC-AM	KFI -AM
5	KMPC-AM	KBIG-FM	KABC-AM	KFI -AM	KLAC-AM
6	KBIG-FM	KRTH-FM	KBIG-FM	KRTH-FM	KBIG-FM
7	KRLA-AM	KMPC-AM	KRLA-AM	KRLA-AM	KNX -FM
8	KRTH-FM	KRLA-AM	KMPC-AM	KBIG-FM	KRLA-AM
9	KLAC-AM	KLAC-AM	KNX -FM	KMPC-AM	KRTH-FM
10	KNX -FM	KJOI-FM	KJOI-FM	KJOI-FM	KMPC-AM

MF, 3-7pm

1	KABC-AM	KABC-AM	KNX -AM	KNX -AM	KNX -AM
2	KFWB-AM	KMPC-AM	KLAC-AM	KLAC-AM	KFWB-AM
3	KBIG-FM	KFWB-AM	KRLA-AM	KBIG-FM	KABC-AM
4	KMPC-AM	KNX -AM	KFWB-AM	KFWB-AM	KBIG-FM
5	KNX -AM	KBIG-FM	KBIG-FM	KABC-AM	KLAC-AM
6	KRTH-FM	KRLA-AM	KABC-AM	KRTH-FM	KRLA-AM
7	KRLA-AM	KLAC-AM	KFI -AM	KRLA-AM	KNX -FM
8	KLAC-AM	KRTH-FM	KJOI-FM	KJOI-FM	KRTH-FM
9	KJOI-FM	KJOI-FM	KRTH-FM	KNX -FM	KFI -AM
10	KNX -FM	KOST-FM	KNX -FM	KMPC-AM	KJOI-FM

Format Penetration Chart

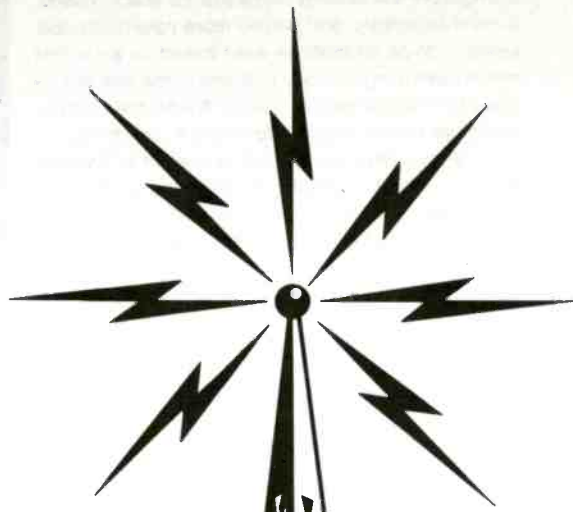
Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

MOTOWN



Signaling The Way

For Over 20 Years.

Louisville

METRO RANK

42

A/M '80 Market Overview

Arbitron implemented the Expanded Sample Frame for the first time in Louisville during this sweep. As a result there were some shifts among the younger-skewing and ethnic stations. Arbitron estimated that about 26% of the Louisville metro households were unavailable in listed directories, and the firm did a good job, getting back 26% of the total in-tab from ESF homes.

WAKY and WLOU scored impressive gains 18-34. WAKY's contemporary format attracted many more 25-34 adults this book, possibly due to changes made on-air. With the exception of the AM drive shift WAKY hired a new air staff early in the year, and the nightly disco show was dropped. Externally, a more costly ad campaign was used, based on newspaper ads and a direct mail effort. The on-air promotion consisted of a sweepstakes that gave away items from cash up to a new Camaro. All of this, plus the possible impact of ESF, helped WAKY to jump to more than a 13 share, almost double the fall book number.

Another station that virtually doubled its 18-34 share was Black-formatted WLOU. With the ESF impact and moves made by the station, WLOU finished

second with almost a 12 share. The musical sound of WLOU was broadened to include more jazz and blues, while externally the station used an ad campaign that revolved around newspaper, TV, and bumper stickers.

AOR WLRS, formerly the top 18-34 station, suffered a poor book. The station's 18-34 share dropped 50% and the male core slipped in size for the third book in a row. WKJJ-FM, which scored well in the O/N '79 report, saw erosion this sweep. Now third among 18-34's, WKJJ-FM still has more than a 10 share in that demo. The station did little advertising this sweep.

There was a new 1-2 tandem atop the 25-54 cell. Country WAMZ added almost four shares to score in the mid-13 range, while WAKY's 25-34 strength put it in second with a mid-12 share. WAMZ is semi-automated and played more new music this sweep. On-air promotions were based on a contest which gave away cowboy hats and made winners eligible for a trip for two to Hawaii. WINN, the Country competition, had its usual downturn in the spring.

ESF may have affected the fortunes of P/A WHAS and BM WVEZ. Schulke-programmed WVEZ lost almost two 25-54 shares, while WHAS lost one. Both stations actually had their average 25-54 audience increase, but overall listening in this cell rose significantly, eroding the WHAS and WVEZ shares slightly.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 7265

	A/M '79	O/N '79	A/M '80
1 WAVE-AM	14.0	WVEZ-FM	12.9
2 WLRS-FM	13.6	WHAS-AM	10.8
3 WHAS-AM	10.7	WKJJ-FM	10.2
4 WQHI-FM	8.4	WLRS-FM	10.1
5 WAKY-AM	8.1	WAVE-AM	8.2
6 WKLO-AM	7.0	WINN-AM	8.0
7 WLOU-AM	6.6	WAMZ-FM	6.9
8 WVEZ-FM	6.2	WAKY-AM	5.7
9 WAMZ-FM	5.6	WKJJ-AM	4.7
10 WINN-AM	5.0	WQHI-FM	4.7
11 WCSN-FM	3.4	WLOU-AM	4.7
12 WZZX-FM	2.1	WTMT-AM	2.0
13 WTMT-AM	1.9	WZZX-FM	1.6
14 WFIA-AM	1.4	WNUU-FM	1.6
15 WNUU-FM	1.2	WFIA-AM	1.5
16 WXLN-FM	0.6	WXVW-AM	1.2
17 WOBX-AM	0.4	WXLN-FM	0.7

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 7265

	A/M '79	O/N '79	A/M '80
1 WAVE-AM	14.3	WVEZ-FM	12.2
2 WLRS-FM	13.9	WHAS-AM	10.2
3 WHAS-AM	10.9	WKJJ-FM	9.7
4 WQHI-FM	8.6	WLRS-FM	9.6
5 WAKY-AM	8.3	WAVE-AM	7.8

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 WAVE-AM		WHAS-AM	WHAS-AM
2 WHAS-AM		WAVE-AM	WAKY-AM
3 WAKY-AM		WVEZ-FM	WAVE-AM
4 WLRS-FM		WAKY-AM	WVEZ-FM
5 WKLO-AM		WINN-AM	WINN-AM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 WLRS-FM		WVEZ-FM	WVEZ-FM
2 WAVE-AM		WKJJ-FM	WAKY-AM
3 WHAS-AM		WLRS-FM	WLOU-AM
4 WQHI-FM		WHAS-AM	WAMZ-FM
5 WAKY-AM		WAVE-AM	WKJJ-FM

Teens

M-S, 6am-Midnight

POP(00): 977

	A/M '79	O/N '79	A/M '80
1 WLRS-FM		WKJJ-FM	WKJJ-FM
2 WQHI-FM		WLRS-FM	WLRS-FM
3 WAKY-AM		WKJJ-AM	WLOU-AM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 WLRS-FM		WKJJ-FM	WKJJ-FM
2 WAKY-AM		WLRS-FM	WKJJ-AM
3 WQHI-FM		WAKY-AM	WAKY-AM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 WLRS-FM		WKJJ-FM	WKJJ-FM
2 WQHI-FM		WLRS-FM	WLRS-FM
3 WLOU-AM		WKJJ-AM	WLRS-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 2648

	A/M '79	O/N '79	A/M '80
1 WLRS-FM		WLRS-FM	WAKY-AM
2 WQHI-FM		WKJJ-FM	WLOU-AM
3 WAKY-AM		WHAS-AM	WKJJ-FM
4 WHAS-AM		WQHI-FM	WLRS-FM
5 WKLO-AM		WAMZ-FM	WAMZ-FM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 WAKY-AM		WLRS-FM	WAKY-AM
2 WLRS-FM		WKJJ-FM	WKJJ-FM
3 WHAS-AM		WHAS-AM	WHAS-AM
4 WKLO-AM		WAKY-AM	WLOU-AM
5 WQHI-FM		WKJJ-AM	WAMZ-FM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 WLRS-FM		WLRS-FM	WAKY-AM
2 WQHI-FM		WKJJ-FM	WLOU-AM
3 WAKY-AM		WHAS-AM	WKJJ-FM
4 WHAS-AM		WKJJ-AM	WAMZ-FM
5 WLOU-AM		WAKY-AM	WKJJ-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 3497

	A/M '79	O/N '79	A/M '80
1 WHAS-AM		WVEZ-FM	WAMZ-FM
2 WAVE-AM		WHAS-AM	WAKY-AM
3 WLRS-FM		WINN-AM	WHAS-AM
4 WAKY-AM		WAMZ-FM	WVEZ-FM
5 WAMZ-FM		WAKY-AM	WLOU-AM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 WHAS-AM		WHAS-AM	WAKY-AM
2 WAVE-AM		WAKY-AM	WHAS-AM
3 WAKY-AM		WAVE-AM	WAMZ-FM
4 WINN-AM		WINN-AM	WAVE-AM
5 WKLO-AM		WVEZ-FM	WINN-AM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 WHAS-AM		WINN-AM	WAMZ-FM
2 WAVE-AM		WHAS-AM	WAKY-AM
3 WLRS-FM		WVEZ-FM	WVEZ-FM
4 WVEZ-FM		WAVE-AM	WHAS-AM
5 WAKY-AM		WAMZ-FM	WAVE-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 7265

	A/M '79	O/N '79	A/M '80
1 WHAS-AM	2102	WHAS-AM	1972
2 WAVE-AM	2062	WAVE-AM	1645
3 WAKY-AM	1946	WKJJ-FM	1527
4 WLRS-FM	1626	WLRS-FM	1468
5 WQHI-FM	1567	WAKY-AM	1424

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 WAVE-AM		WHAS-AM	WHAS-AM
2 WHAS-AM		WAVE-AM	WAKY-AM
3 WAKY-AM		WAKY-AM	WAVE-AM
4 WLRS-FM		WKJJ-FM	WKJJ-FM
5 WKLO-AM		WLRS-FM	WLRS-FM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 WAVE-AM		WLRS-FM	WKJJ-FM
2 WLRS-FM		WKJJ-FM	WAKY-AM
3 WHAS-AM		WHAS-AM	WHAS-AM
4 WQHI-FM		WAVE-AM	WVEZ-FM
5 WAKY-AM		WINN-AM	WAVE-AM

Teens

M-S, 6am-Midnight

POP(00): 977

	A/M '79	O/N '79	A/M '80
1 WLRS-FM		WKJJ-FM	WKJJ-FM
2 WAKY-AM		WLRS-FM	WKJJ-AM
3 WQHI-FM		WKJJ-AM	WLRS-FM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 WLRS-FM		WKJJ-FM	WKJJ-FM
2 WAKY-AM		WLRS-FM	WLRS-FM
3 WQHI-FM		WAKY-AM	WKJJ-AM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 WLRS-FM		WKJJ-FM	WKJJ-FM
2 WQHI-FM		WLRS-FM	WKJJ-AM
3 WAKY-AM		WKJJ-AM	WLRS-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 2648

	A/M '79	O/N '79	A/M '80
1 WAKY-AM		WLRS-FM	WAKY-AM
2 WQHI-FM		WKJJ-FM	WKJJ-FM
3 WLRS-FM		WAKY-AM	WLRS-FM
4 WKLO-AM		WHAS-AM	WKJJ-AM
5 WHAS-AM		WKJJ-AM	WQHI-FM

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 WAKY-AM		WLRS-FM	WAKY-AM
2 WLRS-FM		WKJJ-FM	WKJJ-FM
3 WKLO-AM		WAKY-AM	WKJJ-AM
4 WHAS-AM		WHAS-AM	WLRS-FM
5 WQHI-FM		WKJJ-AM	WHAS-AM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 WLRS-FM		WLRS-FM	WKJJ-FM
2 WQHI-FM		WKJJ-FM	WAKY-AM
3 WAKY-AM		WKJJ-AM	WLRS-FM
4 WHAS-AM		WHAS-AM	WKJJ-AM
5 WKLO-AM		WAKY-AM	WQHI-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 3497

	A/M '79	O/N '79	A/M '80
1 WHAS-AM		WHAS-AM	WHAS-AM
2 WAKY-AM		WINN-AM	WAKY-AM
3 WAVE-AM		WAKY-AM	WAMZ-FM
4 WKLO-AM		WAVE-AM	WVEZ-FM
5 WQHI-FM		WVEZ-FM	WAVE-AM

M-F, 6-10am

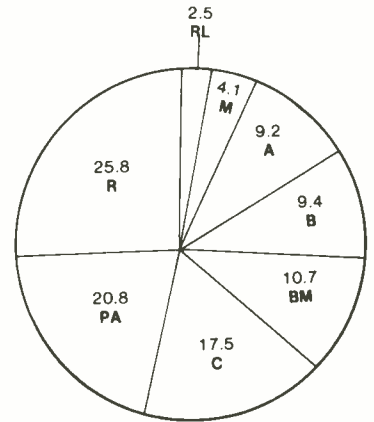
	A/M '79	O/N '79	A/M '80
1 WHAS-AM		WHAS-AM	WAKY-AM
2 WAKY-AM		WAKY-AM	WHAS-AM
3 WAVE-AM		WAVE-AM	WAMZ-FM
4 WKLO-AM		WINN-AM	WAVE-AM
5 WINN-AM		WVEZ-FM	WVEZ-FM

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 WHAS-AM		WHAS-AM	WAKY-AM
2 WAVE-AM		WINN-AM	WHAS-AM
3 WAKY-AM		WAVE-AM	WHAS-FM
4 WQHI-FM		WVEZ-FM	WVEZ-FM
5 WAMZ-FM		WAMZ-FM	WAVE-AM

Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

It's Gospel!

It has come to pass that in Louisville, WAKY shall be known as the Number One AM radio station and WVEZ shall be known as the Number One FM. Needless to say, our combc numbers are heavenly.

	#1	#2
Total Persons 12+	WVEZ	WAKY
Adults 18+	WVEZ	WAKY
Adults 18-34	WAKY	*
Adults 18-49	WAKY	*
Adults 25-49	WAKY	*
Adults 25-54	*	WAKY
Adults 35-64	WVEZ	*

WAKY/WVEZ

Louisville

Represented nationally by

EASTMAN  RADIO, INC.

Source: Arbitron, Apr/May, 1980, AQH, Mon-Sun, 6 a.m.-midnight, MSA

WAKY/WVEZ data based on estimates subject to industry accepted qualifications which WAKY/WVEZ will supply on request.

Lubbock

METRO RANK **145**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1659

A/M '78	A/M '79	A/M '80
1 KSEL-AM 15.7	KTEZ-FM 13.8	KSEL-FM(AM) 15.4
2 KTEZ-FM 11.8	KLLL-FM 13.4	KTEZ-FM(MM) 12.8
3 KEND-AM 10.6	KSEL-AM 12.2	KSEL-AM(AM) 10.6
4 KSEL-FM 10.6	KEND-AM 12.2	KLLL-FM(C) 10.1
5 KFYO-AM 9.4	KSEL-FM 10.6	KL BK-FM(C) 7.0
6 KL BK-AM 8.6	KLLL-AM 7.9	KFYO-AM(C) 7.0
7 KL BK-FM 7.8	KL BK-FM 6.7	KEND-AM(C) 7.0
8 KLLL-FM 5.9	KFYO-AM 6.7	KRLB-AM(PA) 5.7
9 KLLL-AM 3.9	KLFB-AM 5.5	KL BK-AM(P) 4.8
10 KWGO-FM 3.1	KL BK-AM 4.7	KWGO-FM(B) 3.5
11 KLFB-AM 3.1	KRLB-AM 3.5	KLFB-AM(B) 2.6
12 KDAV-AM 3.1	KWGO-FM 2.4	KLLL-AM(C) 2.2
13 KJAK-FM 1.2	KJAK-FM 0.8	KJAK-FM(M) 1.3

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1659

A/M '78	A/M '79	A/M '80
1 KSEL-AM 40	KTEZ-FM 35	KSEL-FM 35
2 KTEZ-FM 30	KLLL-FM 34	KTEZ-FM 29
3 KEND-AM 27	KSEL-AM 31	KSEL-AM 24
4 KSEL-FM 27	KEND-AM 31	KLLL-FM 23
5 KFYO-AM 24	KSEL-FM 27	KL BK-FM 16

M-F, 6-10am

1 KSEL-AM	KEND-AM	KSEL-FM
2 KFYO-AM	KLLL-FM	KSEL-AM
3 KEND-AM	KSEL-AM	KLLL-FM
4 KSEL-FM	KTEZ-FM	KTEZ-FM
5 KL BK-AM	KSEL-FM	KFYO-AM

M-F, 3-7pm

1 KSEL-AM	KTEZ-FM	KSEL-FM
2 KSEL-FM	KEND-AM	KTEZ-FM
3 KTEZ-FM	KSEL-AM	KSEL-AM
4 KEND-AM	KLLL-FM	KLLL-FM
5 KL BK-AM	KSEL-FM	KL BK-FM

Teens
M-S, 6am-Midnight
POP(00): 206

A/M '78	A/M '79	A/M '80
1 KSEL-AM	KSEL-AM	KSEL-FM
2 KSEL-FM	KSEL-FM	KSEL-AM
3 KL BK-AM	KL BK-FM	KLLL-FM

M-F, 6-10am

1 KSEL-AM	KSEL-AM	KSEL-FM
2 KSEL-FM	KSEL-FM	KSEL-AM
3 KL BK-AM	KL BK-FM	KLLL-FM

M-F, 3-7pm

1 KSEL-AM	KSEL-AM	KSEL-FM
2 KSEL-FM	KSEL-FM	KSEL-AM
3 KL BK-AM	KL BK-FM	KLLL-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 760

A/M '78	A/M '79	A/M '80
1 KL BK-FM	KLLL-FM	KSEL-FM
2 KSEL-AM	KSEL-FM	KL BK-FM
3 KSEL-FM	KSEL-AM	KSEL-AM
4 KL BK-AM	KL BK-FM	KLLL-FM
5 KLLL-FM	KTEZ-FM	KTEZ-FM

M-F, 6-10am

1 KSEL-AM	KLLL-FM	KSEL-FM
2 KL BK-AM	KEND-AM	KSEL-AM
3 KSEL-FM	KSEL-FM	KL BK-FM
4 KL BK-FM	KSEL-AM	KL BK-AM
5 KEND-AM	KL BK-FM	KLLL-FM

M-F, 3-7pm

1 KSEL-AM	KLLL-FM	KSEL-FM
2 KSEL-FM	KTEZ-FM	KL BK-FM
3 KL BK-FM	KSEL-AM	KLLL-FM
4 KL BK-AM	KSEL-FM	KSEL-AM
5 KEND-AM	KEND-AM	KTEZ-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 734

A/M '78	A/M '79	A/M '80
1 KTEZ-FM	KTEZ-FM	KTEZ-FM
2 KEND-AM	KLLL-FM	KLLL-FM
3 KSEL-AM	KEND-AM	KEND-AM
4 KSEL-FM	KLFB-AM	KSEL-AM
5 KFYO-AM	KSEL-AM	KSEL-FM

M-F, 6-10am

1 KEND-AM	KEND-AM	KLLL-FM
2 KSEL-AM	KTEZ-FM	KEND-AM
3 KFYO-AM	KLLL-FM	KSEL-AM
4 KTEZ-FM	KSEL-AM	KTEZ-FM
5 KSEL-FM	KFYO-AM	KSEL-FM

M-F, 3-7pm

1 KEND-AM	KTEZ-FM	KTEZ-FM
2 KSEL-AM	KEND-AM	KLLL-FM
3 KTEZ-FM	KLLL-FM	KSEL-AM
4 KSEL-FM	KSEL-AM	KL BK-FM
5 KLLL-FM	KFYO-AM	KSEL-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1659

A/M '78	A/M '79	A/M '80
1 KSEL-AM 534	KSEL-AM 505	KSEL-FM 464
2 KL BK-AM 447	KSEL-FM 449	KSEL-AM 417
3 KSEL-FM 400	KEND-AM 388	KTEZ-FM 356
4 KEND-AM 392	KL BK-AM 347	KL BK-FM 323
5 KFYO-AM 349	KLLL-FM 331	KFYO-AM 300

M-F, 6-10am

1 KSEL-AM	KSEL-AM	KSEL-FM
2 KEND-AM	KEND-AM	KSEL-AM
3 KFYO-AM	KSEL-FM	KFYO-AM
4 KSEL-FM	KLLL-FM	KLLL-FM
5 KL BK-AM	KFYO-AM	KEND-AM

M-F, 3-7pm

1 KSEL-AM	KSEL-AM	KSEL-FM
2 KL BK-AM	KSEL-FM	KSEL-AM
3 KSEL-FM	KEND-AM	KTEZ-FM
4 KEND-AM	KLLL-FM	KLLL-FM
5 KFYO-AM	KL BK-FM	KEND-AM

Teens
M-S, 6am-Midnight
POP(00): 206

A/M '78	A/M '79	A/M '80
1 KSEL-AM	KSEL-AM	KSEL-FM
2 KL BK-AM	KSEL-FM	KSEL-AM
3 KSEL-FM	KL BK-AM	KL BK-FM

M-F, 6-10am

1 KSEL-AM	KSEL-AM	KSEL-FM
2 KSEL-FM	KSEL-FM	KSEL-AM
3 KEND-AM	KL BK-FM	KLLL-FM

M-F, 3-7pm

1 KSEL-AM	KSEL-AM	KSEL-FM
2 KL BK-AM	KSEL-FM	KSEL-AM
3 KSEL-FM	KL BK-AM	KLLL-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 760

A/M '78	A/M '79	A/M '80
1 KL BK-AM	KSEL-FM	KSEL-FM
2 KSEL-AM	KSEL-AM	KL BK-FM
3 KSEL-FM	KL BK-AM	KSEL-AM
4 KL BK-FM	KL BK-FM	KL BK-AM
5 KEND-AM	KLLL-FM	KLLL-FM

M-F, 6-10am

1 KSEL-AM	KSEL-AM	KSEL-FM
2 KL BK-AM	KSEL-FM	KSEL-AM
3 KSEL-FM	KL BK-AM	KL BK-FM
4 KEND-AM	KEND-AM	KL BK-AM
5 KL BK-FM	KLLL-FM	KEND-AM

M-F, 3-7pm

1 KSEL-FM	KSEL-AM	KSEL-FM
2 KL BK-AM	KSEL-FM	KSEL-AM
3 KSEL-AM	KL BK-FM	KL BK-FM
4 KL BK-FM	KLLL-FM	KL BK-AM
5 KEND-AM	KL BK-AM	KLLL-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 734

A/M '78	A/M '79	A/M '80
1 KEND-AM	KEND-AM	KTEZ-FM
2 KSEL-AM	KSEL-AM	KEND-AM
3 KTEZ-FM	KTEZ-FM	KLLL-FM
4 KFYO-AM	KLLL-FM	KSEL-AM
5 KL BK-AM	KL BK-AM	KSEL-FM

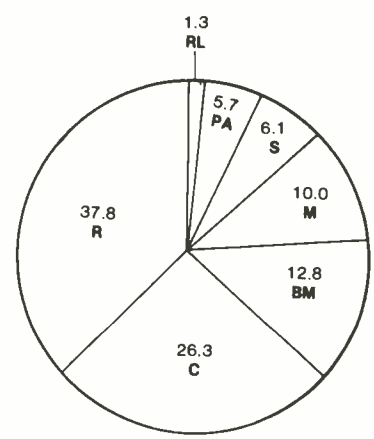
M-F, 6-10am

1 KEND-AM	KEND-AM	KEND-AM
2 KSEL-AM	KTEZ-FM	KLLL-FM
3 KFYO-AM	KLLL-FM	KSEL-AM
4 KTEZ-FM	KSEL-AM	KTEZ-FM
5 KSEL-FM	KFYO-AM	KSEL-FM

M-F, 3-7pm

1 KEND-AM	KSEL-AM	KTEZ-FM
2 KTEZ-FM	KEND-AM	KLLL-FM
3 KSEL-AM	KTEZ-FM	KEND-AM
4 KL BK-AM	KLLL-FM	KSEL-AM
5 KFYO-AM	KL BK-AM	KL BK-AM

Format Penetration Chart
Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Lynchburg

METRO RANK

160

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1269

A/M '78	A/M '79	A/M '80			
1 WLVA-AH	22.4	WJJS-FM	23.6	WJJS-FM(B)	22.2
2 WJJS-FM	21.9	WLVA-AH	18.6	WLVA-AH(PA)	16.4
3 WPVR-FM	8.3	WVOD-AM	13.0	WXLK-FM(M)	11.7
4 WSLQ-FM	7.8	WGOL-FM	11.2	WPVR-FM(PA)	11.1
5 WVOD-AM	7.3	WPVR-FM	6.8	WVOD-AM(C)	9.4
6 WLLL-AM	6.8	WSLQ-FM	5.0	WSLQ-FM(M)	6.4
7 WGOL-FM	5.7	WLLL-AM	4.3	WGOL-FM(M)	5.3
8 WBRG-AM	4.7	WLRG-FM	4.3	WVOD-AM(C)	3.5
9 WVOD-AM	4.2	WBRG-AM	3.7	WVOD-AM(C)	2.9
0 WLRG-FM	1.6	WLGH-AM	1.2	WLLL-AM(M)	2.3
1 WLGH-AM	1.0	WVOD-AM	1.2	WKZZ-FM(PA)	1.8
2 WKDE-AM	1.0	WFLO-AM	0.6	WLGH-AM(M)	1.2
3 WKYY-AM	0.5			WBRG-AM(C)	0.6
4 WTTX-AM	0.5			WTTX-AM(C)	0.6
5 WFLO-FM	0.5				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1269

A/M '78	A/M '79	A/M '80			
1 WLVA-AH	43	WJJS-FM	38	WJJS-FM	38
2 WJJS-FM	42	WLVA-AH	30	WLVA-AH	28
3 WPVR-FM	16	WVOD-AM	21	WXLK-FM	20
4 WSLQ-FM	15	WGOL-FM	18	WPVR-FM	19
5 WVOD-AM	14	WPVR-FM	11	WVOD-AM	16

6-10am
1 WLVA-AH
2 WJJS-FM
3 WLLL-AM
4 WPVR-FM
5 WVOD-AM

3-7pm
1 WLVA-AH
2 WJJS-FM
3 WLLL-AM
4 WVOD-AM
5 WSLQ-FM

8-10am
1 WLVA-AH
2 WJJS-FM
3 WSLQ-FM

3-7pm
1 WJJS-FM
2 WLVA-AH
3 WSLQ-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 449

A/M '78	A/M '79	A/M '80
1 WLVA-AH	WJJS-FM	WJJS-FM
2 WLVA-AH	WGOL-FM	WXLK-FM
3 WSLQ-FM	WLVA-AH	WJJS-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 578

A/M '78	A/M '79	A/M '80
1 WLVA-AH	WJJS-FM	WJJS-FM
2 WJJS-FM	WLVA-AH	WLVA-AH
3 WSLQ-FM	WGOL-FM	WVOD-AM
4 WLLL-AM	WSLQ-FM	WXLK-FM
5 WPVR-FM	WVOD-AM	WGOL-FM

6-10am
1 WLVA-AH
2 WJJS-FM
3 WLLL-AM
4 WSLQ-FM
5 WGOL-FM

3-7pm
1 WLVA-AH
2 WJJS-FM
3 WSLQ-FM
4 WLLL-AM
5 WVOD-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 578

A/M '78	A/M '79	A/M '80
1 WLVA-AH	WLVA-AH	WLVA-AH
2 WJJS-FM	WJJS-FM	WJJS-FM
3 WVOD-AM	WVOD-AM	WVOD-AM
4 WPVR-FM	WPVR-FM	WPVR-FM
5 WGOL-FM	WLRG-FM	WXLK-FM

6-10am
1 WLVA-AH
2 WJJS-FM
3 WPVR-FM
4 WVOD-AM
5 WGOL-FM

3-7pm
1 WLVA-AH
2 WJJS-FM
3 WVOD-AM
4 WPVR-FM
5 WLLL-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1269

A/M '78	A/M '79	A/M '80			
1 WLVA-AH	604	WLVA-AH	518	WLVA-AH	461
2 WJJS-FM	277	WGOL-FM	273	WJJS-FM	291
3 WLLL-AM	266	WJJS-FM	272	WXLK-FM	261
4 WVOD-AM	228	WVOD-AM	204	WPVR-FM	247
5 WSLQ-FM	212	WPVR-FM	179	WGOL-FM	170

MF, 6-10am
1 WLVA-AH
2 WJJS-FM
3 WLLL-AM
4 WVOD-AM
5 WPVR-FM

MF, 3-7pm
1 WLVA-AH
2 WJJS-FM
3 WLLL-AM
4 WVOD-AM
5 WSLQ-FM

Teens
M-S, 6am-Midnight
POP(00): 152

A/M '78	A/M '79	A/M '80
1 WLVA-AH	WGOL-FM	WXLK-FM
2 WJJS-FM	WLVA-AH	WLVA-AH
3 WLLL-AM	WJJS-FM	WSLQ-FM

MF, 6-10am
1 WLVA-AH
2 WJJS-FM
3 WJJS-FM

MF, 3-7pm
1 WLVA-AH
2 WJJS-FM
3 WLLL-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 449

A/M '78	A/M '79	A/M '80
1 WLVA-AH	WLVA-AH	WLVA-AH
2 WLLL-AM	WGOL-FM	WXLK-FM
3 WJJS-FM	WSLQ-FM	WJJS-FM
4 WSLQ-FM	WJJS-FM	WGOL-FM
5 WVOD-AM	WLLL-AM	WSLQ-FM

MF, 6-10am
1 WLVA-AH
2 WLLL-AM
3 WJJS-FM
4 WSLQ-FM
5 WVOD-AM

MF, 3-7pm
1 WLVA-AH
2 WJJS-FM
3 WLLL-AM
4 WSLQ-FM
5 WVOD-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 578

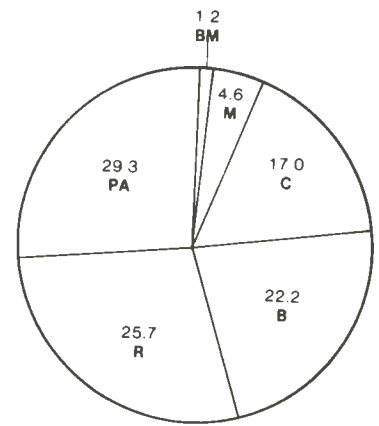
A/M '78	A/M '79	A/M '80
1 WLVA-AH	WLVA-AH	WLVA-AH
2 WJJS-FM	WVOD-AM	WPVR-FM
3 WLLL-AM	WPVR-FM	WXLK-FM
4 WVOD-AM	WJJS-FM	WJJS-FM
5 WPVR-FM	WGOL-FM	WVOD-AM

MF, 6-10am
1 WLVA-AH
2 WJJS-FM
3 WVOD-AM
4 WPVR-FM
5 WLLL-AM

MF, 3-7pm
1 WLVA-AH
2 WJJS-FM
3 WVOD-AM
4 WPVR-FM
5 WLLL-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Macon

METRO RANK

135

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 1904

	A/M '78	A/M '79	A/M '80
1 WMAZ-AM	18.6	WMAZ-FM	17.3
2 WMAZ-FM	17.5	WDDO-AM	14.9
3 WDEN-FM	9.5	WMAZ-AM	13.5
4 WCRY-FM	9.1	WIBB-AM	9.0
5 WIBB-AM	8.4	WDEN-FM	9.0
6 WDDO-AM	6.0	WCRY-FM	8.3
7 WNEX-AM	5.6	WRBN-FM	5.9
8 WFDR-FM	4.2	WBML-AM	5.5
9 WRBN-FM	3.5	WNEX-AM	5.2
10 WQCK-AM	3.5	WFDR-FM	2.1
11 WBML-AM	2.5	WKLS-FM	1.7
12 WDEN-AM	2.1	WDEN-AM	1.4
13 WKLS-FM	1.8	WKLS-FM(A)	1.5
14 WSB-FM	1.1	WFDR-FM(B)	1.5
15 WPGA-FM	0.7	WVOC-FM(PA)	0.4
16		WZGC-FM(R)	0.4

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1994

	A/M '78	A/M '79	A/M '80
1 WMAZ-AM	53	WMAZ-FM	50
2 WMAZ-FM	50	WDDO-AM	43
3 WDEN-FM	27	WMAZ-AM	39
4 WCRY-FM	26	WIBB-AM	26
5 WIBB-AM	24	WDEN-FM	26

M-F, 6-10am

1 WMAZ-AM	WMAZ-AM	WMAZ-AM
2 WMAZ-FM	WMAZ-FM	WMAZ-FM
3 WCRY-FM	WDDO-AM	WDEN-FM
4 WDEN-FM	WDEN-FM	WCRY-FM
5 WNEX-AM	WCRY-FM	WIBB-AM

M-F, 3-7pm

1 WMAZ-FM	WDDO-AM	WMAZ-FM
2 WMAZ-AM	WMAZ-FM	WDEN-FM
3 WDEN-FM	WMAZ-AM	WCRY-FM
4 WCRY-FM	WDEN-FM	WMAZ-AM
5 WDDO-AM	WCRY-FM	WPGA-FM

Teens

M-S, 6am-Midnight

POP(00): 286

	A/M '78	A/M '79	A/M '80
1 WMAZ-FM	WDDO-AM	WMAZ-FM	
2 WDDO-AM	WMAZ-FM	WRBN-FM	
3 WFDR-FM	WRBN-FM	WIBB-AM	

M-F, 6-10am

1 WMAZ-FM	WMAZ-FM	WMAZ-FM
2 WNEX-AM	WDDO-AM	WRBN-FM
3 WIBB-AM	WRBN-FM	WIBB-AM

M-F, 3-7pm

1 WMAZ-FM	WDDO-AM	WMAZ-FM
2 WIBB-AM	WMAZ-FM	WIBB-AM
3 WNEX-AM	WRBN-FM	WDDO-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 743

	A/M '78	A/M '79	A/M '80
1 WMAZ-FM	WMAZ-FM	WMAZ-FM	
2 WMAZ-AM	WDDO-AM	WPGA-FM	
3 WDEN-FM	WRBN-FM	WMAZ-AM	
4 WDDO-AM	WIBB-AM	WDEN-FM	
5 WIBB-AM	WNEX-AM	WDDO-AM	

M-F, 6-10am

1 WMAZ-AM	WMAZ-FM	WMAZ-FM
2 WMAZ-FM	WDDO-AM	WMAZ-AM
3 WNEX-AM	WMAZ-AM	WDEN-FM
4 WDEN-FM	WRBN-FM	WPGA-FM
5 WCRY-FM	WNEX-AM	WCRY-FM

M-F, 3-7pm

1 WMAZ-FM	WMAZ-FM	WMAZ-FM
2 WMAZ-AM	WDDO-AM	WPGA-FM
3 WDDO-AM	WNEX-AM	WDDO-AM
4 WDEN-FM	WIBB-AM	WDEN-FM
5 WNEX-AM	WRBN-FM	WCRY-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 967

	A/M '78	A/M '79	A/M '80
1 WMAZ-AM	WMAZ-FM	WMAZ-FM	
2 WMAZ-FM	WMAZ-AM	WDEN-FM	
3 WCRY-FM	WDEN-FM	WMAZ-AM	
4 WDEN-FM	WDDO-AM	WCRY-FM	
5 WIBB-AM	WCRY-FM	WAVC-AM	

M-F, 6-10am

1 WMAZ-AM	WMAZ-AM	WMAZ-AM
2 WCRY-FM	WMAZ-FM	WDEN-FM
3 WDEN-FM	WDEN-FM	WMAZ-FM
4 WMAZ-FM	WDDO-AM	WCRY-FM
5 WNEX-AM	WCRY-FM	WAVC-AM

M-F, 3-7pm

1 WMAZ-AM	WMAZ-FM	WMAZ-FM
2 WDEN-FM	WDEN-FM	WDEN-FM
3 WCRY-FM	WDDO-AM	WCRY-FM
4 WMAZ-FM	WMAZ-AM	WMAZ-AM
5 WQCK-AM	WCRY-FM	WAVC-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1994

	A/M '78	A/M '79	A/M '80
1 WMAZ-AM	766	WMAZ-FM	720
2 WMAZ-FM	680	WMAZ-AM	618
3 WNEX-AM	361	WDDO-AM	399
4 WCRY-FM	320	WNEX-AM	363
5 WDEN-FM	318	WIBB-AM	340

M-F, 6-10am

1 WMAZ-AM	WMAZ-AM	WMAZ-AM
2 WMAZ-FM	WMAZ-FM	WMAZ-FM
3 WNEX-AM	WDDO-AM	WDEN-FM
4 WCRY-FM	WNEX-AM	WCRY-FM
5 WDEN-FM	WIBB-AM	WRBN-FM

M-F, 3-7pm

1 WMAZ-FM	WMAZ-FM	WMAZ-FM
2 WMAZ-AM	WMAZ-AM	WMAZ-AM
3 WDEN-FM	WDDO-AM	WCRY-FM
4 WDDO-AM	WNEX-AM	WDEN-FM
5 WCRY-FM	WDEN-FM	WDDO-AM

Teens

M-S, 6am-Midnight

POP(00): 286

	A/M '78	A/M '79	A/M '80
1 WMAZ-FM	WMAZ-FM	WMAZ-FM	
2 WDDO-AM	WDDO-AM	WRBN-FM	
3 WNEX-AM	WMAZ-AM	WDDO-AM	

M-F, 6-10am

1 WMAZ-FM	WMAZ-FM	WMAZ-FM
2 WNEX-AM	WDDO-AM	WRBN-FM
3 WDDO-AM	WRBN-FM	WIBB-AM

M-F, 3-7pm

1 WMAZ-FM	WMAZ-FM	WMAZ-FM
2 WIBB-AM	WDDO-AM	WRBN-FM
3 WDDO-AM	WNEX-AM	WDDO-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 743

	A/M '78	A/M '79	A/M '80
1 WMAZ-FM	WMAZ-FM	WMAZ-FM	
2 WMAZ-AM	WNEX-AM	WDDO-AM	
3 WNEX-AM	WMAZ-AM	WMAZ-AM	
4 WDDO-AM	WDDO-AM	WPGA-FM	
5 WIBB-AM	WIBB-AM	WRBN-FM	

M-F, 6-10am

1 WMAZ-FM	WMAZ-FM	WMAZ-FM
2 WMAZ-AM	WMAZ-AM	WMAZ-AM
3 WNEX-AM	WNEX-AM	WDEN-FM
4 WDDO-AM	WDDO-AM	WRBN-FM
5 WCRY-FM	WRBN-FM	WDDO-AM

M-F, 3-7pm

1 WMAZ-FM	WMAZ-FM	WMAZ-FM
2 WMAZ-AM	WDDO-AM	WDDO-AM
3 WNEX-AM	WNEX-AM	WPGA-FM
4 WDDO-AM	WMAZ-AM	WDEN-FM
5 WFDR-FM	WRBN-FM	WRBN-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 967

	A/M '78	A/M '79	A/M '80
1 WMAZ-AM	WMAZ-AM	WMAZ-FM	
2 WMAZ-FM	WMAZ-FM	WMAZ-AM	
3 WDEN-FM	WDEN-FM	WDEN-FM	
4 WCRY-FM	WCRY-FM	WCRY-FM	
5 WNEX-AM	WNEX-AM	WDDO-AM	

M-F, 6-10am

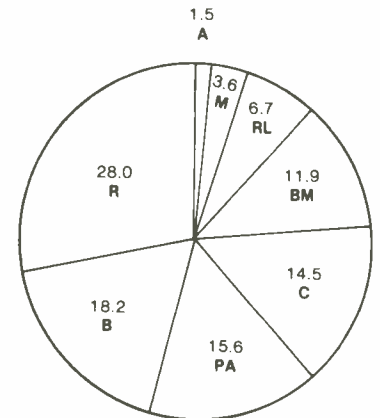
1 WMAZ-AM	WMAZ-AM	WMAZ-AM
2 WMAZ-FM	WMAZ-FM	WMAZ-FM
3 WDEN-FM	WMAZ-FM	WMAZ-AM
4 WCRY-AM	WDDO-AM	WCRY-FM
5 WNEX-AM	WCRY-FM	WDDO-AM

M-F, 3-7pm

1 WMAZ-AM	WMAZ-FM	WMAZ-FM
2 WDEN-FM	WMAZ-FM	WMAZ-AM
3 WMAZ-FM	WDEN-FM	WDEN-FM
4 WCRY-FM	WCRY-FM	WCRY-FM
5 WNEX-AM	WDDO-AM	WDDO-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Madison

METRO RANK

105

Age Persons 12+ Share Trends

Day-Sunday, 6am-Midnight
P(00): 2724

A/M '78	A/M '79	A/M '80
1 WZEE-FM 13.6	WTSO-AM 18.0	WTSO-AM(C) 15.5
2 WTSO-AM 12.6	WIBA-AM 12.7	WISM-FM(PA) 10.3
3 WIBA-AM 11.2	WISM-AM 10.4	WIBA-AM(PA) 10.3
4 WYXE-FM 8.4	WYXE-FM 8.1	WMAD-FM(A) 10.3
5 WISM-AM 8.4	WZEE-FM 7.4	WZEE-FM(R) 9.3
6 WIBA-FM 7.3	WIBA-FM 7.4	WLVE-FM(BM) 9.0
7 WISM-FM 6.3	WLVE-FM 6.7	WISM-AM(R) 9.0
8 WLVE-FM 5.2	WISM-FM 4.6	WQWQ-FM(R) 4.3
9 WQWQ-FM 3.5	WQWQ-AM 3.9	WIBA-FM(A) 3.5
0 WFAW-FM 2.6	WQWQ-FM 3.2	WFAW-FM(BM) 2.5
1 WQWQ-AM 1.9	WGN-AM 1.6	WNWC-FM(RL) 1.8
2 WNWC-FM 1.4	WBBM-AM 0.9	WGN-AM(PA) 1.0
3 WIBU-AM 0.9	WFAW-FM 0.9	WBBM-AM(N) 0.8
4 WGN-AM 0.7	WMAO-AM 0.5	WQWQ-AM(O) 0.8
5 WBBM-AM 0.5	WNWC-FM 0.5	WIBU-AM(PA) 0.5
6 WTMJ-AM 0.5	WLS-AM 0.5	

Average Persons Trends/Rankings

Total 12+
S, 6am-Midnight
P(00): 2724

A/M '78	A/M '79	A/M '80
1 WZEE-FM 58	WTSO-AM 78	WTSO-AM 62
2 WTSO-AM 54	WIBA-AM 55	WISM-FM 41
3 WIBA-AM 48	WISM-AM 45	WIBA-AM 41
4 WYXE-FM 36	WYXE-FM 35	WMAD-FM 41
5 WISM-AM 36	WZEE-FM 32	WZEE-FM 37

6-10am
1 WIBA-AM WTSO-AM WTSO-AM
2 WTSO-AM WIBA-AM WIBA-AM
3 WZEE-FM WISM-AM WISM-FM
4 WISM-AM WIBA-FM WISM-AM
5 WISM-FM WYXE-FM WZEE-FM

3-7pm
1 WZEE-FM WTSO-AM WTSO-AM
2 WTSO-AM WIBA-AM WMAD-FM
3 WIBA-AM WISM-AM WISM-FM
4 WISM-AM WYXE-FM WLVE-FM
5 WYXE-FM WLVE-FM WZEE-FM

Teens
S, 6am-Midnight
P(00): 313

A/M '78	A/M '79	A/M '80
1 WISM-AM WZEE-FM WQWQ-FM		
2 WZEE-FM WISM-AM WZEE-FM		
3 WYXE-FM WYXE-FM WMAD-FM		

6-10am
1 WISM-AM WISM-AM WQWQ-FM
2 WZEE-FM WYXE-FM WZEE-FM
3 WYXE-FM WZEE-FM WMAD-FM

3-7pm
1 WZEE-FM WYXE-FM WQWQ-FM
2 WISM-AM WZEE-FM WISM-AM
3 WISM-FM WISM-AM WZEE-FM

Adults 18-34
S, 6am-Midnight
P(00): 1327

A/M '78	A/M '79	A/M '80
1 WZEE-FM WYXE-FM WISM-FM		
2 WIBA-FM WISM-AM WMAD-FM		
3 WYXE-FM WIBA-FM WZEE-FM		
4 WISM-AM WZEE-FM WISM-AM		
5 WISM-FM WTSO-AM WTSO-AM		

6-10am
1 WZEE-FM WISM-AM WISM-FM
2 WISM-FM WTSO-AM WISM-AM
3 WISM-AM WIBA-FM WZEE-FM
4 WTSO-AM WYXE-FM WMAD-FM
5 WIBA-FM WZEE-FM WTSO-AM

3-7pm
1 WZEE-FM WYXE-FM WMAD-FM
2 WIBA-FM WIBA-FM WISM-FM
3 WYXE-FM WISM-AM WZEE-FM
4 WISM-FM WTSO-AM WISM-AM
5 WISM-AM WZEE-FM WIBA-FM

Adults 25-54
S, 6am-Midnight
P(00): 1212

A/M '78	A/M '79	A/M '80
1 WTSO-AM WTSO-AM WTSO-AM		
2 WIBA-AM WISM-AM WLVE-FM		
3 WISM-FM WIBA-AM WIBA-AM		
4 WZEE-FM WLVE-FM WISM-FM		
5 WISM-AM WIBA-FM WZEE-FM		

6-10am
1 WTSO-AM WTSO-AM WTSO-AM
2 WIBA-AM WIBA-AM WIBA-AM
3 WISM-FM WISM-AM WISM-FM
4 WISM-AM WIBA-FM WISM-AM
5 WZEE-FM WISM-FM WLVE-FM

3-7pm
1 WTSO-AM WTSO-AM WTSO-AM
2 WZEE-FM WISM-AM WLVE-FM
3 WIBA-AM WLVE-FM WIBA-AM
4 WISM-FM WIBA-AM WISM-FM
5 WISM-AM WISM-FM WISM-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2724

A/M '78	A/M '79	A/M '80
1 WISM-AM 918	WISM-AM 833	WZEE-FM 768
2 WIBA-AM 766	WTSO-AM 747	WISM-AM 742
3 WZEE-FM 705	WIBA-AM 724	WISM-FM 692
4 WTSO-AM 576	WZEE-FM 573	WTSO-AM 668
5 WISM-FM 560	WYXE-FM 534	WIBA-AM 580

MF, 6-10am
1 WISM-AM WTSO-AM WTSO-AM
2 WIBA-AM WISM-AM WISM-FM
3 WTSO-AM WIBA-AM WISM-AM
4 WZEE-FM WYXE-FM WIBA-AM
5 WISM-FM WZEE-FM WZEE-FM

MF, 3-7pm
1 WISM-AM WTSO-AM WISM-AM
2 WZEE-FM WISM-AM WTSO-AM
3 WIBA-AM WIBA-AM WZEE-FM
4 WTSO-AM WYXE-FM WISM-FM
5 WYXE-FM WZEE-FM WIBA-AM

Teens
M-S, 6am-Midnight
POP(00): 313

A/M '78	A/M '79	A/M '80
1 WISM-AM WISM-AM WZEE-FM		
2 WZEE-FM WZEE-FM WQWQ-FM		
3 WISM-FM WQWQ-FM WISM-AM		

MF, 6-10am
1 WISM-AM WISM-AM WZEE-FM
2 WZEE-FM WZEE-FM WQWQ-FM
3 WYXE-FM WQWQ-FM WISM-AM

MF, 3-7pm
1 WZEE-FM WZEE-FM WQWQ-FM
2 WISM-AM WYXE-FM WISM-AM
3 WQWQ-FM WISM-AM WZEE-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1327

A/M '78	A/M '79	A/M '80
1 WISM-AM WISM-AM WZEE-FM		
2 WZEE-FM WYXE-FM WISM-FM		
3 WIBA-FM WZEE-FM WISM-AM		
4 WYXE-FM WISM-FM WMAD-FM		
5 WISM-FM WIBA-AM WIBA-FM		

MF, 6-10am
1 WZEE-FM WISM-AM WISM-FM
2 WISM-AM WYXE-FM WISM-AM
3 WISM-FM WTSO-AM WZEE-FM
4 WIBA-FM WZEE-FM WMAD-FM
5 WYXE-FM WIBA-FM WTSO-AM

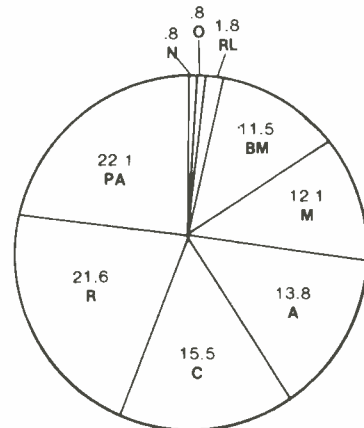
MF, 3-7pm
1 WZEE-FM WISM-AM WISM-AM
2 WISM-AM WYXE-FM WZEE-FM
3 WIBA-FM WZEE-FM WISM-FM
4 WYXE-FM WISM-FM WMAD-FM
5 WISM-FM WTSO-AM WIBA-FM

Adults 25-54 M-S, 6am-Midnight

A/M '78	A/M '79	A/M '80
1 WISM-AM WTSO-AM WTSO-AM		
2 WIBA-AM WISM-AM WISM-AM		
3 WTSO-AM WIBA-AM WLVE-FM		
4 WISM-FM WLVE-FM WISM-FM		
5 WLVE-FM WISM-FM WIBA-AM		

MF, 6-10am
1 WTSO-AM WTSO-AM WTSO-AM
2 WIBA-AM WISM-AM WIBA-AM
3 WISM-FM WIBA-AM WISM-AM
4 WISM-AM WISM-FM WISM-FM
5 WZEE-FM WLVE-FM WLVE-FM

MF, 3-7pm
1 WTSO-AM WTSO-AM WTSO-AM
2 WIBA-AM WISM-AM WLVE-FM
3 WISM-AM WLVE-FM WISM-AM
4 WISM-FM WIBA-AM WIBA-AM
5 WZEE-FM WISM-FM WISM-FM



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusical, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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METRO RANK

159

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 1330

	A/M '78	A/M '79	A/M '80
1	WGIR-AM	15.9	WGIR-AM 16.8
2	WKBR-AM	11.1	WFEA-AM(PA) 10.6
3	WFEA-AM	10.6	WKBR-AM 11.0
4	WZID-FM	9.7	WZID-FM(BM) 10.1
5	WCGY-FM	5.8	WZID-FM(PA) 9.0
6	WCOZ-FM	5.3	WVBF-FM(P) 5.5
7	WBZ -AM	4.3	WGIR-FM(A) 5.0
8	WVBF-FM	4.3	WVBF-FM(BM) 5.0
9	WROR-FM	3.9	WVBF-FM(A) 4.5
10	WJIB-FM	3.9	WROR-FM(PA) 3.5
11	WGIR-FM	3.4	WVBF-FM(A) 3.5
12	WHOM-FM	3.4	WROR-FM(A) 3.0
13	WBCN-FM	2.4	WVBF-FM(C) 3.0
14	WRKO-AM	1.9	WSSH-FM(A) 2.5
15	WSSH-FM	1.9	WVBF-FM(A) 2.0
16	WVBF-FM	1.4	WVBF-FM(BM) 2.0
17	WEEI-FM	1.4	WRKO-AM(P) 1.5
18	WOTW-FM	1.4	WVBF-FM(BM) 1.5
19	WAAF-FM	1.0	WJIB-FM(BM) 1.0
20	WITS-AM	1.0	WFMP-FM(PA) 1.0
21	WBZ -FM	0.5	WOTW-FM(PA) 0.5
22	WOTW-AM		WVBF-FM(P) 0.5
23			WEEI-AM(P) 0.5
24			WCRB-FM(CL) 0.5

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1330

	A/M '78	A/M '79	A/M '80
1	WGIR-AM	33	WGIR-AM 29
2	WKBR-AM	23	WFEA-AM 21
3	WFEA-AM	22	WKBR-AM 20
4	WZID-FM	20	WZID-FM 18
5	WCGY-FM	12	WVBF-FM 11

M-F, 6-10am

1	WGIR-AM	WGIR-AM	WGIR-AM
2	WKBR-AM	WKBR-AM	WFEA-AM
3	WFEA-AM	WFEA-AM	WKBR-AM
4	WZID-FM	WZID-FM	WZID-FM
5	WBZ -AM	WBZ -AM	WBZ -AM

M-F, 3-7pm

1	WGIR-AM	WGIR-AM	WFEA-AM
2	WKBR-AM	WKBR-AM	WKBR-AM
3	WFEA-AM	WFEA-AM	WZID-FM
4	WZID-FM	WCOZ-FM	WGIR-AM
5	WCGY-FM	WZID-FM	WGIR-FM

Teens

M-S, 6am-Midnight

POP(00): 174

	A/M '78	A/M '79	A/M '80
1	WFEA-AM	WFEA-AM	WAAF-FM
2	WCGY-FM	WCGY-FM	WFEA-AM
3	WVBF-FM	WVBF-FM	WVBF-FM

M-F, 6-10am

1	WFEA-AM	WFEA-AM	WFEA-AM
2	WCGY-FM	WCGY-FM	WAAF-FM
3	WRKO-AM	WVBF-FM	WVBF-FM

M-F, 3-7pm

1	WFEA-AM	WFEA-AM	WAAF-FM
2	WVBF-FM	WCGY-FM	WVBF-FM
3	WCGY-FM	WCOZ-FM	WFEA-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 462

	A/M '78	A/M '79	A/M '80
1	WCOZ-FM	WFEA-AM	WFEA-AM
2	WFEA-AM	WCOZ-FM	WGIR-FM
3	WGIR-FM	WCGY-FM	WROR-FM
4	WCGY-FM	WRKO-AM	WVBF-FM
5	WROR-FM	WBCN-FM	WCGY-FM

M-F, 6-10am

1	WFEA-AM	WFEA-AM	WFEA-AM
2	WCOZ-FM	WGIR-AM	WGIR-FM
3	WKBR-AM	WCOZ-FM	WRCN-FM
4	WGIR-AM	WCGY-FM	WGIR-AM
5	WROR-FM	WRKO-AM	WROR-FM

M-F, 3-7pm

1	WCOZ-FM	WCOZ-FM	WFEA-AM
2	WGIR-FM	WCGY-FM	WGIR-FM
3	WCGY-FM	WGIR-AM	WBCN-FM
4	WFEA-AM	WBCN-FM	WVBF-FM
5	WVBF-FM	WFEA-AM	WZID-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 608

	A/M '78	A/M '79	A/M '80
1	WGIR-AM	WGIR-AM	WFEA-AM
2	WKBR-AM	WKBR-AM	WZID-FM
3	WFEA-AM	WFEA-AM	WKBR-AM
4	WZID-FM	WZID-FM	WGIR-AM
5	WBZ -AM	WOKQ-FM	WROR-FM

M-F, 6-10am

1	WGIR-AM	WGIR-AM	WFEA-AM
2	WKBR-AM	WKBR-AM	WGIR-AM
3	WFEA-AM	WFEA-AM	WKBR-AM
4	WBZ -AM	WZID-FM	WBZ -AM
5	WZID-FM	WBZ -AM	WZID-FM

M-F, 3-7pm

1	WGIR-AM	WGIR-AM	WFEA-AM
2	WKBR-AM	WFEA-AM	WZID-FM
3	WFEA-AM	WKBR-AM	WKBR-AM
4	WZID-FM	WZID-FM	WGIR-AM
5	WCGY-FM	WBZ -AM	WROR-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1330

	A/M '78	A/M '79	A/M '80
1	WGIR-AM	477	WGIR-AM 428
2	WFEA-AM	417	WFEA-AM 405
3	WKBR-AM	377	WKBR-AM 316
4	WZID-FM	266	WZID-FM 237
5	WCGY-FM	204	WCGY-FM 211

M-F, 6-10am

1	WGIR-AM	WGIR-AM	WGIR-AM
2	WFEA-AM	WFEA-AM	WFEA-AM
3	WKBR-AM	WKBR-AM	WKBR-AM
4	WZID-FM	WZID-FM	WZID-FM
5	WRKO-AM	WRKO-AM	WGIR-FM

M-F, 3-7pm

1	WGIR-AM	WFEA-AM	WFEA-AM
2	WKBR-AM	WGIR-AM	WGIR-AM
3	WFEA-AM	WKRR-AM	WKBR-AM
4	WZID-FM	WZID-FM	WZID-FM
5	WCGY-FM	WRKO-AM	WGIR-FM

Teens

M-S, 6am-Midnight

POP(00): 174

	A/M '78	A/M '79	A/M '80
1	WFEA-AM	WFEA-AM	WFEA-AM
2	WCGY-FM	WCGY-FM	WAAF-FM
3	WRKO-AM	WVBF-FM	WVBF-FM

M-F, 6-10am

1	WFEA-AM	WFEA-AM	WFEA-AM
2	WCGY-FM	WCGY-FM	WAAF-FM
3	WRKO-AM	WVBF-FM	WVBF-FM

M-F, 3-7pm

1	WFEA-AM	WFEA-AM	WAAF-FM
2	WCGY-FM	WCGY-FM	WFEA-AM
3	WRKO-AM	WVBF-FM	WVBF-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 462

	A/M '78	A/M '79	A/M '80
1	WFEA-AM	WFEA-AM	WFEA-AM
2	WKBR-AM	WCGY-FM	WGIR-FM
3	WGIR-FM	WRKO-AM	WROR-FM
4	WRKO-AM	WGIR-AM	WCOZ-FM
5	WCGY-FM	WCOZ-FM	WCGY-FM

M-F, 6-10am

1	WFEA-AM	WFEA-AM	WFEA-AM
2	WKBR-AM	WRKO-AM	WGIR-FM
3	WRKO-AM	WGIR-AM	WGIR-AM
4	WCOZ-FM	WCOZ-FM	WRKO-AM
5	WGIR-AM	WCGY-FM	WROR-FM

M-F, 3-7pm

1	WFEA-AM	WFEA-AM	WFEA-AM
2	WKBR-AM	WCOZ-FM	WROR-FM
3	WGIR-FM	WRKO-AM	WGIR-FM
4	WCOZ-FM	WCGY-FM	WRKO-AM
5	WCGY-FM	WGIR-AM	WCOZ-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 608

	A/M '78	A/M '79	A/M '80
1	WGIR-AM	WFEA-AM	WFEA-AM
2	WKBR-AM	WGIR-AM	WGIR-AM
3	WFEA-AM	WKBR-AM	WKBR-AM
4	WBZ -AM	WZID-FM	WZID-FM
5	WZID-FM	WRKO-AM	WBZ -AM

M-F, 6-10am

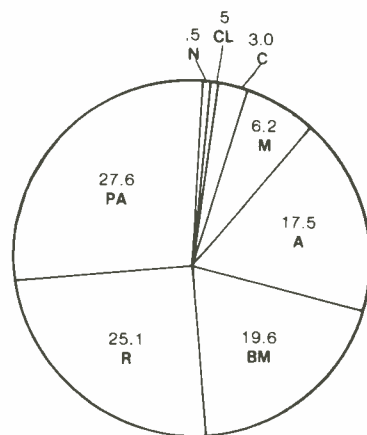
1	WGIR-AM	WGIR-AM	WFEA-AM
2	WKBR-AM	WKBR-AM	WGIR-AM
3	WFEA-AM	WFEA-AM	WKBR-AM
4	WBZ -AM	WZID-FM	WBZ -AM
5	WRKO-AM	WRKO-AM	WZID-FM

M-F, 3-7pm

1	WKBR-AM	WFEA-AM	WFEA-AM
2	WGIR-AM	WGIR-AM	WZID-FM
3	WFEA-AM	WKBR-AM	WGIR-AM
4	WBZ -AM	WRKO-AM	WKBR-AM
5	WZID-FM	WZID-FM	WRKO-AM

Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

McAllen-Brownsville

METRO RANK **91**

'80 Market Overview

One could be forgiven for thinking the McAllen area was a two-station market, as Hispanic KGBT & contemporary KBFM do combine for more than 70% of the audience at any given time.

The McAllen area is approximately 80% Hispanic population, and KGBT has been the perennial lead among that community. The station's share of the 12-34 audience slid this sweep, down from 47 to 36. The top English-language formatted station was KBFM, which more than doubled its 25-54 share, up to 11.

In the 18-34 demo the race was a little closer, with KGBT earning a 26 share, down slightly from last year. Meanwhile, KBFM rose from an 18 to just over 22. Possibly the key to the KBFM story this sweep was an on-air contest, "Live Free For One Year." This station received more than 80,000 entries during this promotion.

The other interesting aspect of the A/M '80 sweep here was the diary announcement run by KRIO and KRIX. The stations ran on-air announcements prior to the beginning of the survey, and both recorded increases in their 18-34 and 25-54 numbers. Hispanic station KIWW also ran on-air survey announcements. Advertisers are asked to keep in mind these factors when evaluating the estimates for these radio stations.

ON-AIR SURVEY SPOTS BROADCAST BY:

KIWW-FM KRIO-AM KRIX-FM

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 3154

A/M '78	A/M '79	A/M '80
1 KGBT-AM 32.2	KGBT-AM 38.7	KGBT-AM (S) 35.1
2 KRIO-AM 16.5	KBFM-FM 11.3	KBFM-FM (M) 16.1
3 KRGV-AM 16.1	KRGV-AM 8.7	KRIO-AM (M) 8.6
4 KRIX-FM 4.6	KRIO-AM 8.7	KRGV-AM (M) 5.4
5 KIRT-AM 4.0	KELT-FM 5.0	KIWW-FM (S) 4.9
6 KELT-FM 3.5	KIWW-FM 3.9	KELT-FM (C) 4.6
7 KBFM-FM 3.3	KDUV-FM 3.1	KRIX-FM (PA) 3.7
8 KSOX-AM 3.1	KRIX-FM 3.0	KDUV-FM (M) 3.1
9 KDUV-FM 2.1	KBOR-AM 2.0	KQXX-FM (S) 2.4
10 KESI-FM 2.1	KIRT-AM 1.7	KIRT-AM (S) 2.3
11 KIWW-FM 1.7	KURV-AM 1.5	KBOR-AM (PA) 1.6
12 KURV-AM 1.5	KSOX-AM 1.3	KVLY-FM (M) 1.6
13 KQXX-FM 0.6	KESI-FM 1.1	KSOX-AM (C) 1.5
14 XRCN-AM 0.6	KQXX-FM 1.1	KURV-AM (M) 1.3
15		KTRH-AM (M) 1.1

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3154

A/M '78	A/M '79	A/M '80
1 KGBT-AM 154	KGBT-AM 209	KGBT-AM 216
2 KRIO-AM 79	KBFM-FM 61	KBFM-FM 99
3 KRGV-AM 77	KRGV-AM 47	KRIO-AM 53
4 KRIX-FM 22	KRIO-AM 47	KRGV-AM 33
5 KIRT-AM 19	KELT-FM 27	KIWW-FM 30

M-F, 6-10am

1 KGBT-AM	KGBT-AM	KGBT-AM
2 KRGV-AM	KBFM-FM	KBFM-FM
3 KRIO-AM	KRIO-AM	KRIO-AM
4 KIRT-AM	KRGV-AM	KIWW-FM
5 KELT-FM	KIWW-FM	KRGV-AM

M-F, 3-7pm

1 KGBT-AM	KGBT-AM	KGBT-AM
2 KRGV-AM	KBFM-FM	KBFM-FM
3 KRIO-AM	KRGV-AM	KRIO-AM
4 KRIX-FM	KRIO-AM	KRGV-AM
5 KBFM-FM	KELT-FM	KELT-FM

Teens
M-S, 6am-Midnight
POP(00): 552

A/M '78	A/M '79	A/M '80
1 KRGV-AM	KBFM-FM	KBFM-FM
2 KRIO-AM	KRGV-AM	KRIO-AM
3 KGBT-AM	KRIO-AM	KRGV-AM

M-F, 6-10am

1 KRIO-AM	KRIO-AM	KBFM-FM
2 KRGV-AM	KBFM-FM	KGBT-AM
3 KGBT-AM	KRGV-AM	KRIO-AM
4 KBFM-FM	KRGV-AM	KRGV-AM
5 KGBT-AM	KRGV-AM	KRGV-AM

M-F, 3-7pm

1 KRGV-AM	KBFM-FM	KBFM-FM
2 KRIO-AM	KRGV-AM	KRIO-AM
3 KGBT-AM	KRIO-AM	KRGV-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1101

A/M '78	A/M '79	A/M '80
1 KGBT-AM	KGBT-AM	KGBT-AM
2 KRGV-AM	KBFM-FM	KBFM-FM
3 KRIO-AM	KRIO-AM	KRIO-AM
4 KRIX-FM	KRGV-AM	KRIX-FM
5 KELT-FM	KELT-FM	KQXX-FM

M-F, 6-10am

1 KGBT-AM 61	KGBT-AM	KGBT-AM
2 KRGV-AM 51	KBFM-FM	KBFM-FM
3 KRIO-AM 35	KRIO-AM	KRIO-AM
4 KELT-FM 16	KRGV-AM	KRIX-FM
5 KIRT-AM 15	KIWW-FM	KRGV-AM

M-F, 3-7pm

1 KRIO-AM	KGBT-AM	KGBT-AM
2 KGBT-AM	KBFM-FM	KBFM-FM
3 KRGV-AM	KRGV-AM	KRIO-AM
4 KRIX-FM	KRIO-AM	KQXX-FM
5 KBFM-FM	KELT-FM	KRIX-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1337

A/M '78	A/M '79	A/M '80
1 KGBT-AM	KGBT-AM	KGBT-AM
2 KRIO-AM	KELT-FM	KBFM-FM
3 KRGV-AM	KIWW-FM	KIWW-FM
4 KSOX-AM	KDUV-FM	KRIO-AM
5 KELT-FM	KRGV-AM	KELT-FM

M-F, 6-10am

1 KGBT-AM	KGBT-AM	KGBT-AM
2 KRGV-AM	KIWW-FM	KIWW-FM
3 KRIO-AM	KDUV-FM	KRIO-AM
4 KELT-FM	KBFM-FM	KBFM-FM
5 KESI-FM	KRIO-AM	KELT-FM

M-F, 3-7pm

1 KGBT-AM	KGBT-AM	KGBT-AM
2 KRGV-AM	KELT-FM	KBFM-FM
3 KRIO-AM	KIWW-FM	KIWW-FM
4 KELT-FM	KRGV-AM	KELT-FM
5 KSOX-AM	KDUV-FM	KQXX-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3154

A/M '78	A/M '79	A/M '80
1 KGBT-AM 1275	KGBT-AM 1475	KGBT-AM 1192
2 KRIO-AM 1102	KRIO-AM 1019	KRIO-AM 827
3 KRGV-AM 945	KRGV-AM 822	KBFM-FM 815
4 KRIX-FM 301	KBFM-FM 731	KRGV-AM 558
5 KBFM-FM 252	KDUV-FM 312	KRIX-FM 350

M-F, 6-10am

1 KGBT-AM	KGBT-AM	KGBT-AM
2 KRIO-AM	KRIO-AM	KBFM-FM
3 KRGV-AM	KBFM-FM	KRIO-AM
4 KELT-FM	KRGV-AM	KRGV-AM
5 KRIX-FM	KELT-FM	KRIX-FM

M-F, 3-7pm

1 KGBT-AM	KGBT-AM	KGBT-AM
2 KRIO-AM	KRIO-AM	KBFM-FM
3 KRGV-AM	KRGV-AM	KRIO-AM
4 KRIX-FM	KBFM-FM	KRGV-AM
5 KELT-FM	KELT-FM	KELT-FM

Teens
M-S, 6am-Midnight
POP(00): 552

A/M '78	A/M '79	A/M '80
1 KRIO-AM	KRIO-AM	KRIO-AM
2 KRGV-AM	KRGV-AM	KBFM-FM
3 KGBT-AM	KBFM-FM	KRGV-AM

M-F, 6-10am

1 KRIO-AM	KRIO-AM	KBFM-FM
2 KRGV-AM	KBFM-FM	KRGV-AM
3 KGBT-AM	KRGV-AM	KRIO-AM

M-F, 3-7pm

1 KRIO-AM	KRIO-AM	KBFM-FM
2 KRGV-AM	KRGV-AM	KRIO-AM
3 KGBT-AM	KBFM-FM	KRGV-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1101

A/M '78	A/M '79	A/M '80
1 KRIO-AM	KGBT-AM	KRIO-AM
2 KGBT-AM	KRIO-AM	KBFM-FM
3 KRGV-AM	KBFM-FM	KGBT-AM
4 KRIX-FM	KRGV-AM	KRGV-AM
5 KBFM-FM	KELT-FM	KRIX-FM

M-F, 6-10am

1 KGBT-AM	KGBT-AM	KGBT-AM
2 KRGV-AM	KRIO-AM	KRIO-AM
3 KRIO-AM	KBFM-FM	KBFM-FM
4 KBFM-FM	KRGV-AM	KRGV-AM
5 KRIX-FM	KELT-FM	KRIX-FM

M-F, 3-7pm

1 KRIO-AM	KRIO-AM	KBFM-FM
2 KRGV-AM	KGBT-AM	KGBT-AM
3 KGBT-AM	KBFM-FM	KRIO-AM
4 KBFM-FM	KRGV-AM	KRGV-AM
5 KRIX-FM	KELT-FM	KELT-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 1337

A/M '78	A/M '79	A/M '80
1 KGBT-AM	KGBT-AM	KGBT-AM
2 KRIO-AM	KRIO-AM	KBFM-FM
3 KRGV-AM	KRGV-AM	KRIO-AM
4 KELT-FM	KELT-FM	KRGV-AM
5 KSOX-AM	KBFM-FM	KELT-FM

M-F, 6-10am

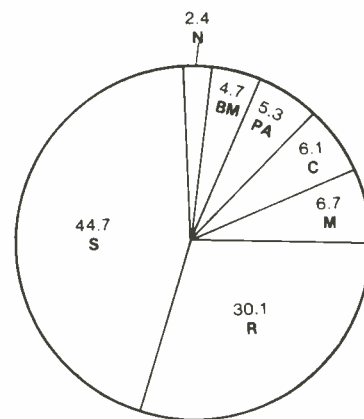
1 KGBT-AM	KGBT-AM	KGBT-AM
2 KRGV-AM	KRIO-AM	KBFM-FM
3 KRIO-AM	KDUV-FM	KRIO-AM
4 KELT-FM	KBFM-FM	KIWW-FM
5 KIWW-FM	KRGV-AM	KELT-FM

M-F, 3-7pm

1 KGBT-AM	KGBT-AM	KGBT-AM
2 KRIO-AM	KRIO-AM	KBFM-FM
3 KRGV-AM	KELT-FM	KRIO-AM
4 KELT-FM	KRGV-AM	KELT-FM
5 KSOX-AM	KSOX-AM	KRGV-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Coming in '81 the
TM-O-R from
TM Programming.



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A subsidiary of Shamrock Broadcasting Company, Inc.

Medford-Ashland

METRO RANK

169

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 1059

A/M '78	A/M '79	A/M '80			
1 KYJC-AM	21.8	KTMT-FM	22.4	KTMT-FM(BM)	22.1
2 KCMX-AM	12.9	KYJC-AM	17.8	KYJC-AM(R)	20.1
3 KBOY-AM	12.2	KCMX-AM	9.9	KCMX-AM(C)	12.3
4 KMED-AM	10.9	KBOY-AM	9.2	KBOY-FM(R)	9.1
5 KTMT-FM	10.9	KMED-AM	6.6	KBOY-AM(R)	7.8
6 KBOY-FM	8.8	KBOY-FM	5.9	KMED-AM(PA)	7.8
7 KSHA-AM	8.2	KKIC-FM	5.9	KKIC-FM(R)	5.8
8 KRVB-AM	3.4	KSHA-AM	5.3	KSHA-AM(C)	5.2
9 KDOV-AM	3.4	KRVA-AM	3.3	KRVA-AM(PA)	3.9
10 KGO-AM	2.0	KAGI-AM	2.6	KDOV-AM(RL)	1.9
11 KAJO-AM	1.4	KDOV-AM	2.0	KGO-AM(NW)	0.6
12		KGO-AM	2.0	KAGI-AM(PA)	0.6
13		KAJO-AM	1.3		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1059

A/M '78	A/M '79	A/M '80			
1 KYJC-AM	32	KTMT-FM	34	KTMT-FM	34
2 KCMX-AM	19	KYJC-AM	27	KYJC-AM	31
3 KBOY-AM	18	KCMX-AM	15	KCMX-AM	19
4 KMED-AM	16	KBOY-AM	14	KBOY-FM	14
5 KTMT-FM	16	KMED-AM	10	KBOY-AM	12

M-F, 6-10am

1 KYJC-AM	KYJC-AM	KYJC-AM
2 KMED-AM	KTMT-FM	KTMT-FM
3 KCMX-AM	KMED-AM	KCMX-AM
4 KBOY-AM	KCMX-AM	KMED-AM
5 KTMT-FM	KBOY-AM	KBOY-FM

M-F, 3-7pm

1 KYJC-AM	KTMT-FM	KTMT-FM
2 KBOY-FM	KYJC-AM	KYJC-AM
3 KBOY-AM	KCMX-AM	KCMX-AM
4 KTMT-FM	KBOY-AM	KBOY-FM
5 KCMX-AM	KBOY-FM	KKIC-FM

Teens
M-S, 6am-Midnight
POP(00): 128

A/M '78	A/M '79	A/M '80
1 KBOY-FM	KBOY-AM	KBOY-FM
2 KBOY-AM	KYJC-AM	KBOY-AM
3 KYJC-AM	KBOY-FM	KYJC-AM

M-F, 6-10am

1 KYJC-AM	KBOY-AM	KBOY-AM
2 KBOY-AM	KYJC-AM	KBOY-FM
3 KBOY-FM	KBOY-FM	KYJC-AM

M-F, 3-7pm

1 KBOY-FM	KBOY-AM	KBOY-AM
2 KBOY-AM	KYJC-AM	KBOY-FM
3 KYJC-AM	KBOY-FM	KYJC-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 349

A/M '78	A/M '79	A/M '80
1 KYJC-AM	KYJC-AM	KYJC-AM
2 KBOY-AM	KBOY-FM	KBOY-FM
3 KBOY-FM	KBOY-AM	KKIC-FM
4 KCMX-AM	KKIC-FM	KBOY-AM
5 KMED-AM	KRVA-AM	KRVA-AM

M-F, 6-10am

1 KYJC-AM	KYJC-AM	KYJC-AM
2 KBOY-AM	KBOY-FM	KBOY-FM
3 KCMX-AM	KTMT-FM	KBOY-AM
4 KMED-AM	KBOY-AM	KRVA-AM
5 KTMT-FM	KAGI-AM	KCMX-AM

M-F, 3-7pm

1 KYJC-AM	KYJC-AM	KYJC-AM
2 KBOY-FM	KKIC-FM	KKIC-FM
3 KBOY-AM	KBOY-FM	KBOY-FM
4 KMED-AM	KCMX-AM	KDOV-AM
5 KCMX-AM	KRVA-AM	KTMT-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 477

A/M '78	A/M '79	A/M '80
1 KYJC-AM	KTMT-FM	KYJC-AM
2 KCMX-AM	KYJC-AM	KTMT-FM
3 KTMT-FM	KCMX-AM	KCMX-AM
4 KMED-AM	KBOY-AM	KMED-AM
5 KBOY-AM	KMED-AM	KBOY-AM

M-F, 6-10am

1 KYJC-AM	KYJC-AM	KYJC-AM
2 KCMX-AM	KTMT-FM	KCMX-AM
3 KMED-AM	KTMT-FM	KTMT-FM
4 KTMT-FM	KMED-AM	KMED-AM
5 KBOY-AM	KBOY-AM	KBOY-AM

M-F, 3-7pm

1 KYJC-AM	KTMT-FM	KTMT-FM
2 KCMX-AM	KYJC-AM	KYJC-AM
3 KMED-AM	KMED-AM	KCMX-AM
4 KTMT-FM	KCMX-AM	KKIC-FM
5 KBOY-FM	KBOY-AM	KMED-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1059

A/M '78	A/M '79	A/M '80			
1 KYJC-AM	483	KYJC-AM	358	KYJC-AM	374
2 KBOY-AM	292	KTMT-FM	300	KTMT-FM	308
3 KMED-AM	272	KCMX-AM	244	KCMX-AM	241
4 KBOY-FM	250	KBOY-AM	238	KBOY-AM	240
5 KCMX-AM	246	KBOY-FM	200	KBOY-FM	214

M-F, 6-10am

1 KYJC-AM	KYJC-AM	KYJC-AM
2 KMED-AM	KTMT-FM	KTMT-FM
3 KBOY-AM	KBOY-AM	KCMX-AM
4 KCMX-AM	KCMX-AM	KMED-AM
5 KTMT-FM	KMED-AM	KBOY-AM

M-F, 3-7pm

1 KYJC-AM	KYJC-AM	KYJC-AM
2 KBOY-FM	KTMT-FM	KTMT-FM
3 KBOY-AM	KBOY-AM	KCMX-AM
4 KMED-AM	KCMX-AM	KBOY-FM
5 KCMX-AM	KBOY-FM	KMED-AM

Teens
M-S, 6am-Midnight
POP(00): 128

A/M '78	A/M '79	A/M '80
1 KYJC-AM	KBOY-AM	KBOY-FM
2 KBOY-FM	KBOY-FM	KBOY-AM
3 KBOY-AM	KYJC-AM	KYJC-AM

M-F, 6-10am

1 KYJC-AM	KBOY-AM	KBOY-AM
2 KBOY-AM	KYJC-AM	KYJC-AM
3 KBOY-FM	KBOY-FM	KBOY-FM

M-F, 3-7pm

1 KBOY-FM	KBOY-AM	KBOY-FM
2 KYJC-AM	KYJC-AM	KBOY-AM
3 KBOY-AM	KBOY-FM	KYJC-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 349

A/M '78	A/M '79	A/M '80
1 KYJC-AM	KYJC-AM	KYJC-AM
2 KBOY-AM	KBOY-FM	KBOY-AM
3 KBOY-FM	KBOY-AM	KKIC-FM
4 KCMX-AM	KKIC-FM	KBOY-FM
5 KMED-AM	KCMX-AM	KCMX-AM

M-F, 6-10am

1 KYJC-AM	KYJC-AM	KYJC-AM
2 KBOY-AM	KBOY-AM	KBOY-AM
3 KCMX-AM	KBOY-FM	KBOY-FM
4 KMED-AM	KKIC-FM	KCMX-AM
5 KBOY-FM	KCMX-AM	KKIC-FM

M-F, 3-7pm

1 KYJC-AM	KYJC-AM	KYJC-AM
2 KBOY-AM	KKIC-FM	KKIC-FM
3 KMED-AM	KBOY-AM	KBOY-FM
4 KBOY-FM	KBOY-FM	KBOY-AM
5 KCMX-AM	KCMX-AM	KRVA-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 477

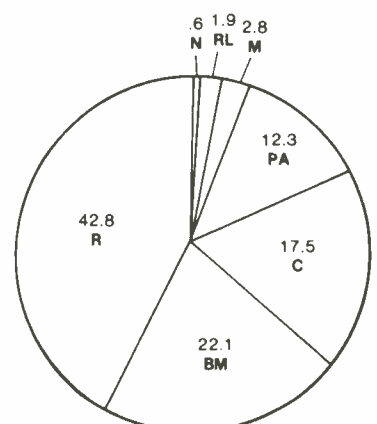
A/M '78	A/M '79	A/M '80
1 KYJC-AM	KYJC-AM	KYJC-AM
2 KCMX-AM	KTMT-FM	KTMT-FM
3 KMED-AM	KCMX-AM	KCMX-AM
4 KTMT-FM	KBOY-AM	KMED-AM
5 KBOY-AM	KMED-AM	KBOY-AM

M-F, 6-10am

1 KYJC-AM	KYJC-AM	KYJC-AM
2 KMED-AM	KTMT-FM	KCMX-AM
3 KCMX-AM	KCMX-AM	KTMT-FM
4 KBOY-AM	KMED-AM	KMED-AM
5 KTMT-FM	KBOY-AM	KBOY-AM

M-F, 3-7pm

1 KYJC-AM	KYJC-AM	KYJC-AM
2 KCMX-AM	KTMT-FM	KTMT-FM
3 KMED-AM	KCMX-AM	KCMX-AM
4 KTMT-FM	KBOY-AM	KMED-AM
5 KBOY-FM	KMED-AM	KKIC-FM



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Melbourne- Titusville-Cocoa

METRO RANK **132**

Average Persons 12+ Share Trends
 Monday-Sunday, 6am-Midnight
 POP(00): 2108

	A/M '78	A/M '79	A/M '80
1 WCKS-FM	18.6	WCKS-FM	25.8
2 WDBO-FM	12.3	WDBO-FM	11.3
3 WDIZ-FM	9.6	WDIZ-FM	11.3
4 WEZY-FM	6.6	WMLL-FM	6.5
5 WYRL-FM	6.0	WEZY-FM	5.8
6 WMLL-FM	5.0	WLLV-FM	5.2
7 WKKO-AM	5.0	WCWR-AM	4.5
8 WRMF-AM	4.7	WORJ-FM	4.1
9 WCWR-AM	4.3	WYRL-FM	2.7
10 WTAI-FM	4.0	WRMF-AM	2.4
11 WRMF-FM	3.3	WRMF-FM	2.4
12 WMOD-AM	2.7	WMHB-AM	1.7
13 WTAI-AM	2.3	WTAI-AM	1.7
14 WRKT-FM	2.0	WKKO-AM	1.4
15 WMHB-AM	1.3	WMBC-AM	1.4
16 WHOO-FM	1.0	WHOO-FM	1.4
17 WBJW-FM	0.7	WHOO-AM	1.4
18		WRKT-FM	1.0
19		WMOD-AM	0.7
20		WDBO-AM	0.7

Average Persons Trends/Rankings

Total 12+
 S, 6am-Midnight
 POP(00): 2108

	A/M '78	A/M '79	A/M '80
1 WCKS-FM	56	WCKS-FM	75
2 WDBO-FM	37	WDBO-FM	33
3 WDIZ-FM	29	WDIZ-FM	33
4 WEZY-FM	20	WMLL-FM	19
5 WYRL-FM	18	WEZY-FM	17

F, 6-10am

1 WCKS-FM	WCKS-FM	WCKS-FM
2 WDBO-FM	WDBO-FM	WDBO-FM
3 WMLL-AM	WMLL-AM	WDIZ-FM
4 WRMF-AM	WDIZ-FM	WMLL-AM
5 WCWR-AM	WEZY-FM	WYRL-FM

F, 3-7pm

1 WCKS-FM	WCKS-FM	WCKS-FM
2 WDBO-FM	WDIZ-FM	WDBO-FM
3 WDIZ-FM	WDBO-FM	WDIZ-FM
4 WYRL-FM	WEZY-FM	WLLV-FM
5 WEZY-FM	WLLV-FM	WYRL-FM

Teens
 M-S, 6am-Midnight
 POP(00): 305

	A/M '78	A/M '79	A/M '80
1 WCKS-FM	WCKS-FM	WCKS-FM	
2 WDIZ-FM	WDIZ-FM	WDIZ-FM	
3 WRKT-FM	WYRL-FM	WAJX-FM	

F, 6-10am

1 WCKS-FM	WCKS-FM	WCKS-FM
2 WDIZ-FM	WDIZ-FM	WDIZ-FM
3 WRKT-FM	WCWR-AM	WORJ-FM

F, 3-7pm

1 WCKS-FM	WCKS-FM	WCKS-FM
2 WDIZ-FM	WDIZ-FM	WDIZ-FM
3 WRKT-FM	WYRL-FM	WAJX-FM

Adults 18-34
 M-S, 6am-Midnight
 POP(00): 793

	A/M '78	A/M '79	A/M '80
1 WCKS-FM	WCKS-FM	WCKS-FM	
2 WDIZ-FM	WDIZ-FM	WDIZ-FM	
3 WYRL-FM	WORJ-FM	WMLL-AM	
4 WRMF-AM	WEZY-FM	WYRL-FM	
5 WKKO-AM	WCWR-AM	WDBO-FM	

F, 6-10am

1 WCKS-FM	WCKS-FM	WCKS-FM
2 WDIZ-FM	WDIZ-FM	WDIZ-FM
3 WRMF-AM	WEZY-FM	WMLL-AM
4 WMLL-AM	WCWR-AM	WYRL-FM
5 WYRL-FM	WMLL-AM	WAMT-AM

F, 3-7pm

1 WCKS-FM	WCKS-FM	WCKS-FM
2 WDIZ-FM	WDIZ-FM	WDIZ-FM
3 WRMF-AM	WEZY-FM	WMLL-AM
4 WYRL-FM	WORJ-FM	WYRL-FM
5 WEZY-FM	WKKO-AM	WAMT-AM

Adults 25-54
 M-S, 6am-Midnight
 POP(00): 1154

	A/M '78	A/M '79	A/M '80
1 WCKS-FM	WCKS-FM	WCKS-FM	
2 WDBO-FM	WDBO-FM	WDBO-FM	
3 WYRL-FM	WMLL-AM	WLLV-FM	
4 WEZY-FM	WEZY-FM	WEZY-FM	
5 WCWR-AM	WLLV-FM	WYRL-FM	

M-F, 6-10am

1 WDBO-FM	WCKS-FM	WCKS-FM
2 WCWR-AM	WMLL-AM	WDBO-FM
3 WMLL-AM	WDBO-FM	WMLL-AM
4 WCKS-FM	WEZY-FM	WAMT-AM
5 WYRL-FM	WCWR-AM	WYRL-FM

1 WDBO-FM	WCKS-FM	WCKS-FM
2 WCKS-FM	WDBO-FM	WDBO-FM
3 WEZY-FM	WEZY-FM	WLLV-FM
4 WYRL-FM	WLLV-FM	WMLL-AM
5 WCWR-AM	WRMF-AM	WYRL-FM

Cume Persons Trends/Rankings

Total 12+
 M-S, 6am-Midnight
 POP(00): 2108

	A/M '78	A/M '79	A/M '80
1 WCKS-FM	755	WCKS-FM	824
2 WRMF-AM	435	WDBO-FM	347
3 WDBO-FM	422	WMLL-AM	307
4 WDIZ-FM	410	WDIZ-FM	300
5 WMLL-AM	371	WRMF-AM	292

M-F, 6-10am

1 WCKS-FM	WCKS-FM	WCKS-FM
2 WRMF-AM	WDBO-FM	WDBO-FM
3 WDIZ-FM	WMLL-AM	WDIZ-FM
4 WMLL-AM	WRMF-AM	WMLL-AM
5 WDBO-FM	WDIZ-FM	WYRL-FM

M-F, 3-7pm

1 WCKS-FM	WCKS-FM	WCKS-FM
2 WDBO-FM	WDBO-FM	WDIZ-FM
3 WDIZ-FM	WDIZ-FM	WDBO-FM
4 WRMF-AM	WRMF-AM	WMLL-AM
5 WMLL-AM	WMLL-AM	WYRL-FM

Teens
 M-S, 6am-Midnight
 POP(00): 305

	A/M '78	A/M '79	A/M '80
1 WCKS-FM	WCKS-FM	WCKS-FM	
2 WDIZ-FM	WDIZ-FM	WDIZ-FM	
3 WRKT-FM	WRMF-AM	WAJX-FM	

M-F, 6-10am

1 WCKS-FM	WCKS-FM	WCKS-FM
2 WDIZ-FM	WDIZ-FM	WDIZ-FM
3 WRKT-FM	WCWR-AM	WAJX-FM

M-F, 3-7pm

1 WCKS-FM	WCKS-FM	WCKS-FM
2 WDIZ-FM	WDIZ-FM	WDIZ-FM
3 WRMF-AM	WYRL-FM	WAJX-FM

Adults 18-34
 M-S, 6am-Midnight
 POP(00): 793

	A/M '78	A/M '79	A/M '80
1 WCKS-FM	WCKS-FM	WCKS-FM	
2 WDIZ-FM	WDIZ-FM	WDIZ-FM	
3 WRMF-AM	WRMF-AM	WMLL-AM	
4 WMLL-AM	WORJ-FM	WAMT-AM	
5 WEZY-FM	WMLL-AM	WDBO-FM	

M-F, 6-10am

1 WCKS-FM	WCKS-FM	WCKS-FM
2 WRMF-AM	WDIZ-FM	WCKS-FM
3 WDIZ-FM	WRMF-AM	WMLL-AM
4 WMLL-AM	WMLL-AM	WYRL-FM
5 WKKO-AM	WORJ-FM	WAMT-AM

M-F, 3-7pm

1 WCKS-FM	WCKS-FM	WCKS-FM
2 WDIZ-FM	WDIZ-FM	WDIZ-FM
3 WRMF-AM	WRMF-AM	WMLL-AM
4 WMLL-AM	WORJ-FM	WAMT-AM
5 WEZY-FM	WKKO-AM	WYRL-FM

Adults 25-54
 M-S, 6am-Midnight
 POP(00): 1154

	A/M '78	A/M '79	A/M '80
1 WCKS-FM	WCKS-FM	WCKS-FM	
2 WDBO-FM	WDBO-FM	WDBO-FM	
3 WRMF-AM	WMLL-AM	WMLL-AM	
4 WMLL-AM	WRMF-AM	WAMT-AM	
5 WEZY-FM	WEZY-FM	WEZY-FM	

M-F, 6-10am

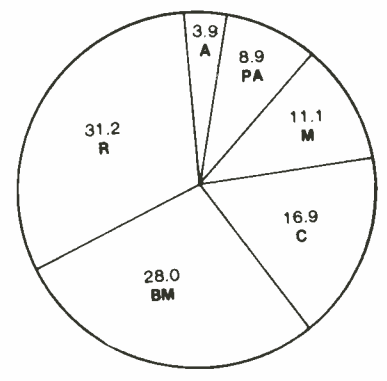
1 WRMF-AM	WCKS-FM	WCKS-FM
2 WMLL-AM	WMLL-AM	WCKS-FM
3 WCKS-FM	WDBO-FM	WDBO-FM
4 WDBO-FM	WRMF-AM	WYRL-FM
5 WEZY-FM	WCWR-AM	WAMT-AM

M-F, 3-7pm

1 WDBO-FM	WCKS-FM	WCKS-FM
2 WCKS-FM	WDBO-FM	WMLL-AM
3 WMLL-AM	WRMF-AM	WDBO-FM
4 WRMF-AM	WMLL-AM	WYRL-FM
5 WEZY-FM	WEZY-FM	WCWR-AM

Format Penetration Chart

Based On Total Persons 12+
 Average Quarter Hour Listening
 Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Memphis

41

A/M '80 Market Overview

The impact of the ESF technique's first-time use may have been felt in Memphis this sweep. Approximately 23% of the total in-tab diaries were from homes not listed in local phone directories, and this may have helped Black-formatted WHRK surge to the top of the market.

WHRK has consistently been one of the top 18-34 stations, and in this report the station's male numbers skyrocketed. WHRK moved up to second in the young adult demos, behind AOR WZXR, with just under a 16 share.

Superstars-formatted WZXR added three 18-34 shares and topped that demo. The station also won among men 18-24. WZXR added a "Beatles A-Z" show during the midday time slot, and used TV spots busboards, and bumper stickers, while on-air promotions involved mini-concert weekends.

The third major 18-34 station, WMC-FM, slipped this book in terms of share, while its audience actually increased. The share drop was caused by higher listening levels among young adults this sweep, a common occurrence when ESF is implemented. WMC-FM still had more than a 14 share of 18-34's and was the last double-digit station in that demo.

The 25-54 target was more fragmented this survey, with WEZI and WMC tied for the lead with mid-12 shares, followed closely by WMC-FM, with almost an 11 share. Beautiful Music WEZI slipped almost three shares this sweep, while WMC added two shares to its tally. With its strong 25-34 core, WMC-FM improved by almost three shares this survey.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 7305

A/M '79	O/N '79	A/M '80			
1 WMC -AM	14.0	WEZI-FM	10.9	WHRK-FM(B)	12.6
2 WEZI-FM	10.4	WMC -FM	10.5	WEZI-FM(BM)	10.5
3 WMC -FM	10.1	WHRK-FM	9.2	WZXR-FM(A)	10.2
4 WLOK-AM	8.6	WMC -AM	8.8	WMC -AM(C)	9.7
5 WHBQ-AM	7.7	WZXR-FM	8.6	WMC -FM(R)	9.4
6 WDIA-AM	7.5	WDIA-AM	7.9	WDIA-AM(B)	8.7
7 WZXR-FM	7.5	WHBQ-AM	6.6	WLOK-AM(B)	6.7
8 WHRK-FM	7.2	WMPS-AM	6.3	WQUD-FM(PA)	5.6
9 WQUD-FM	5.6	WQUD-FM	5.8	WREC-AM(PA)	4.5
10 WMPS-AM	3.8	WLOK-AM	5.8	WHBQ-AM(R)	3.8
11 WREC-AM	3.7	WREC-AM	4.1	WMPS-AM(C)	3.5
12 KWAM-AM	3.7	WEE-AM	3.3	WLVS-FM(R)	3.5
13 WEE-AM	2.7	KWAM-AM	2.5	KWAM-AM(RL)	2.7
14 WLVS-FM	2.1	KWAM-FM	2.5	WEE-AM(N)	2.6
15 KWAM-FM	2.0	WLVS-FM	2.3	KWAM-FM(C)	2.3
16 WBBL-AM	0.5	KSUD-AM	1.4		
17 WMQZ-AM	0.4				
18 KSUD-AM	0.4				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 7305

A/M '79	O/N '79	A/M '80			
1 WMC -AM	151	WEZI-FM	102	WHRK-FM	126
2 WEZI-FM	112	WMC -FM	98	WEZI-FM	105
3 WMC -FM	109	WHRK-FM	86	WZXR-FM	102
4 WLOK-AM	92	WMC -AM	82	WMC -AM	97
5 WHBQ-AM	83	WZXR-FM	80	WMC -FM	94

A/M '79	O/N '79	A/M '80
1 WMC -AM	WMC -FM	WMC -AM
2 WHBQ-AM	WMC -AM	WMC -FM
3 WEZI-FM	WDIA-AM	WDIA-AM
4 WDIA-AM	WHBQ-AM	WZXR-FM
5 WMC -FM	WEZI-FM	WHRK-FM

A/M '79	O/N '79	A/M '80
1 WMC -AM	WHRK-FM	WHRK-FM
2 WMC -FM	WEZI-FM	WHRK-FM
3 WLOK-AM	WMC -FM	WEZI-FM
4 WEZI-FM	WMC -AM	WMC -FM
5 WZXR-FM	WZXR-FM	WMC -AM

Teens
M-S, 6am-Midnight
POP(00): 1044

A/M '79	O/N '79	A/M '80
1 WMC -FM	WMC -FM	WHRK-FM
2 WHBQ-AM	WZXR-FM	WZXR-FM
3 WLOK-AM	WHRK-FM	WLOK-AM

A/M '79	O/N '79	A/M '80
1 WMC -FM	WMC -FM	WZXR-FM
2 WHBQ-AM	WZXR-FM	WMC -FM
3 WLOK-AM	WDIA-AM	WHRK-FM

M-F, 3-7pm	WHRK-FM	WLOK-AM
1 WMC -FM	WHRK-FM	WLOK-AM
2 WLOK-AM	WMC -FM	WHRK-FM
3 WHBQ-AM	WLOK-AM	WZXR-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2764

A/M '79	O/N '79	A/M '80
1 WZXR-FM	WMC -FM	WZXR-FM
2 WMC -FM	WZXR-FM	WHRK-FM
3 WMC -AM	WHRK-FM	WMC -FM
4 WHBQ-AM	WQUD-FM	WQUD-FM
5 WHRK-FM	WHBQ-AM	WDIA-AM

M-F, 6-10am	WMC -FM	WMC -FM
1 WHBQ-AM	WMC -FM	WMC -FM
2 WMC -AM	WHBQ-AM	WZXR-FM
3 WZXR-FM	WQUD-FM	WQUD-FM
4 WMC -FM	WZXR-FM	WHRK-FM
5 WQUD-FM	WHRK-FM	WHBQ-AM

M-F, 3-7pm	WHRK-FM	WHRK-FM
1 WZXR-FM	WHRK-FM	WHRK-FM
2 WMC -FM	WMC -FM	WZXR-FM
3 WLOK-AM	WZXR-FM	WMC -FM
4 WHRK-FM	WQUD-FM	WQUD-FM
5 WHBQ-AM	WHBQ-AM	WEZI-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 3386

A/M '79	O/N '79	A/M '80
1 WMC -AM	WEZI-FM	WMC -AM
2 WEZI-FM	WMC -AM	WEZI-FM
3 WLOK-AM	WHBQ-AM	WMC -FM
4 WQUD-FM	WMPS-AM	WHRK-FM
5 WDIA-AM	WMC -FM	WDIA-AM

M-F, 6-10am	WMC -AM	WMC -AM
1 WMC -AM	WMC -AM	WMC -AM
2 WHBQ-AM	WEZI-FM	WMC -FM
3 WEZI-FM	WHBQ-AM	WDIA-AM
4 WDIA-AM	WMC -FM	WEZI-FM
5 WLOK-AM	WDIA-AM	WREC-AM

M-F, 3-7pm	WEZI-FM	WMC -AM
1 WMC -AM	WEZI-FM	WMC -AM
2 WEZI-FM	WHBQ-AM	WEZI-FM
3 WQUD-FM	WMC -AM	WHRK-FM
4 WLOK-AM	WMPS-AM	WMC -FM
5 WHRK-FM	WHRK-FM	WDIA-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 7305

A/M '79	O/N '79	A/M '80			
1 WHBQ-AM	1888	WMC -FM	1884	WMC -AM	1576
2 WMC -AM	1771	WHBQ-AM	1547	WMC -FM	1528
3 WMC -FM	1684	WDIA-AM	1502	WDIA-AM	1452
4 WDIA-AM	1655	WEZI-FM	1362	WHRK-FM	1430
5 WEZI-FM	1272	WMC -AM	1315	WEZI-FM	1372

M-F, 6-10am	WMC -FM	WMC -AM
1 WMC -AM	WMC -FM	WMC -AM
2 WHBQ-AM	WDIA-AM	WMC -FM
3 WDIA-AM	WHBQ-AM	WDIA-AM
4 WMC -FM	WMC -AM	WHRK-FM
5 WEZI-FM	WEZI-FM	WEZI-FM

M-F, 3-7pm	WMC -FM	WHRK-FM
1 WMC -AM	WMC -FM	WHRK-FM
2 WHBQ-AM	WHRK-FM	WMC -AM
3 WMC -FM	WHBQ-AM	WMC -FM
4 WHRK-FM	WEZI-FM	WEZI-FM
5 WDIA-AM	WMC -AM	WZXR-FM

Teens
M-S, 6am-Midnight
POP(00): 1044

A/M '79	O/N '79	A/M '80
1 WMC -FM	WMC -FM	WMC -FM
2 WHBQ-AM	WDIA-AM	WHRK-FM
3 WHRK-FM	WHRK-FM	WLOK-AM

M-F, 6-10am	WMC -FM	WZXR-FM
1 WMC -FM	WMC -FM	WZXR-FM
2 WHBQ-AM	WDIA-AM	WMC -FM
3 WHRK-FM	WHBQ-AM	WHRK-FM

M-F, 3-7pm	WMC -FM	WHRK-FM
1 WMC -FM	WMC -FM	WHRK-FM
2 WHBQ-AM	WDIA-AM	WZXR-FM
3 WHRK-FM	WZXR-FM	WMC -FM

Adults 18-34	M-S, 6am-Midnight	POP(00): 2764
A/M '79	O/N '79	A/M '80
1 WHBQ-AM	WMC -FM	WMC -FM
2 WMC -FM	WHBQ-AM	WHRK-FM
3 WQUD-FM	WZXR-FM	WZXR-FM
4 WDIA-AM	WQUD-FM	WHBQ-AM
5 WHRK-FM	WHRK-FM	WQUD-FM

M-F, 6-10am	WMC -FM	WMC -FM
1 WHBQ-AM	WMC -FM	WMC -FM
2 WMC -FM	WHBQ-AM	WZXR-FM
3 WQUD-FM	WQUD-FM	WHRK-FM
4 WMC -AM	WZXR-FM	WHBQ-AM
5 WDIA-AM	WHRK-FM	WQUD-FM

M-F, 3-7pm	WMC -FM	WZXR-FM
1 WHBQ-AM	WMC -FM	WZXR-FM
2 WMC -FM	WHRK-FM	WMC -FM
3 WZXR-FM	WZXR-FM	WHRK-FM
4 WHRK-FM	WHBQ-AM	WQUD-FM
5 WQUD-FM	WQUD-FM	WHBQ-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 3386

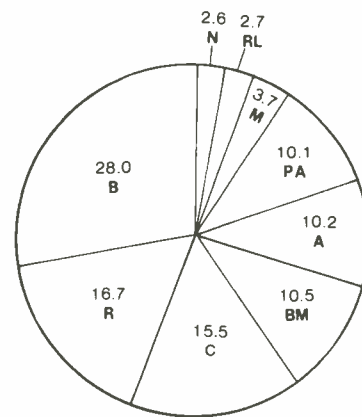
A/M '79	O/N '79	A/M '80
1 WMC -AM	WEZI-FM	WMC -AM
2 WHBQ-AM	WHBQ-AM	WEZI-FM
3 WDIA-AM	WMC -FM	WMC -FM
4 WEZI-FM	WDIA-AM	WHRK-FM
5 WMC -FM	WMC -AM	WHBQ-AM

M-F, 6-10am	WDIA-AM	WMC -AM
1 WMC -AM	WDIA-AM	WMC -AM
2 WHBQ-AM	WEZI-FM	WMC -FM
3 WDIA-AM	WMC -FM	WEZI-FM
4 WEZI-FM	WMC -AM	WHBQ-AM
5 WMC -FM	WHBQ-AM	WDIA-AM

M-F, 3-7pm	WEZI-FM	WMC -AM
1 WMC -AM	WEZI-FM	WMC -AM
2 WHBQ-AM	WMC -AM	WEZI-FM
3 WDIA-AM	WHBQ-AM	WHRK-FM
4 WHRK-FM	WHRK-FM	WMC -FM
5 WEZI-FM	WMC -FM	WHBQ-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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Miami

METRO RANK **23**

A/M '80 Market Overview

The big story in this spring's Miami Arbitron results is that for the first time in recent years, **Susjuhenna's** Hispanic-language **WQBA** did not lead the market. Competitor **WRHC** surpassed **WQBA** in this survey in results that were verified after it was discovered that an Arbitron staffer had acted incorrectly during the survey's operation.

WQBA has traditionally been strong among persons 35+ in the Cuban community (estimated by Arbitron to account for 34% of the metro population). However, **WRHC** also generated strong numbers in these demos this time. **WRHC's** share of the 25-54 audience increased 20% in the A/M '80 survey, while **WQBA's** dipped about the same percentage. **WRHC** had a 12 share 25-54, while **WQBA** was at 9.

The top English-language station 25-54 was **WHYI**, which rebounded from a poor O/N '79 showing. **WHYI** increased by approximately 50% to just below seven. **WHYI** also scored well among the 18-34's, earning almost an 11 share to lead the demo. **WHYI** increased among several cells, with a good female

25-34 showing, enhancing its position in both the 25-54 and 18-34 rankings. Several adjustments were made by the station. The music leaned slightly more Black, a former air personality returned to host the PM drive shift, and the TV advertising budget was upped. On-air promotions included the Y100 bumper sticker sponsor contest, with more than \$100,000 given away.

Black-formatted **WEDR**, which was tops 18-34 in the fall book, was a close second to **WHYI** this time. In both books the station had just over a 10 share of the young adult market. Behind **WEDR** in the 18-34 contest was **AOR WINZ-FM**. Stable at approximately an 8 share of this audience, **WINZ-FM** used an ad campaign combining TV and billboards, gave away an original 1934 Model A, and gave away money every day during the sweep. Spanish **WCMQ-FM** showed an impressive gain to rank third among 18-34's, with a 9 share.

Two other stations deserve mention based on ratings shifts. Beautiful Music leader **WLYF** slipped and was passed by **WYOR** (which boosted its power to 50,000 watts), and Country **WWOK** doubled its overall share and more than doubled its 25-54 numbers.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight		POP(00): 12750	
A/M '79	O/N '79	A/M '80	
1 WQBA-AM	9.0	WQBA-AM	10.8
2 WCMQ-AM	9.0	WRHC-AM	7.5
3 WHYI-FM	7.1	WEDR-FM	5.3
4 WCMQ-FM	6.5	WIOD-AM	5.0
5 WLYF-FM	5.3	WLYF-FM	4.6
6 WYOR-FM	5.0	WINZ-FM	4.6
7 WINZ-AM	4.9	WHYI-FM	4.4
8 WEDR-FM	4.7	WINZ-AM	4.1
9 WRHC-AM	4.0	WQBA-FM	3.9
0 WKAT-AM	3.9	WYOR-FM	3.6
1 WSDO-FM	3.0	WVCC-AM	3.5
2 WMJX-FM	3.0	WCMQ-FM	3.4
3 WWOK-AM	2.8	WNWS-AM	3.2
4 WVCC-AM	2.7	WCMQ-AM	3.2
5 WAXY-FM	2.5	WAIA-FM	3.1
6 WWL-FM	2.5	WWL-FM	2.8
7 WGBS-AM	2.2	WOCN-AM	2.5
8 WQBA-FM	2.1	WSHE-FM	2.4
9 WAIA-FM	2.1	WMJX-FM	2.3
0 WOCN-AM	2.0	WAXY-FM	2.0
1 WIOD-AM	1.9	WQAM-AM	1.9
2 WINZ-FM	1.9	WQOS-FM	1.9
3 WQAM-AM	1.8	WTMI-FM	1.8
4 WTMI-FM	1.7	WWOK-AM	1.7
5 WQOS-FM	1.5	WGBS-AM	1.6
6 WMBM-AM	1.0	WKAT-AM	1.5
7 WNWS-AM	0.9	WMBM-AM	1.2
8 WSHE-FM	0.7	WCKO-FM	1.1
9		WQDI-AM	0.7
10		WSDO-FM	0.6
11		WGLY-FM	0.4

Average Persons Trends/Rankings

Total 12+		M-S, 6am-Midnight	
POP(00): 12750			
A/M '79	O/N '79	A/M '80	
1 WQBA-AM	212	WQBA-AM	231
2 WCMQ-AM	211	WRHC-AM	160
3 WHYI-FM	167	WEDR-FM	113
4 WCMQ-FM	152	WIOD-AM	107
5 WLYF-FM	126	WLYF-FM	99
6 WYOR-FM	118	WINZ-FM	99
7 WINZ-AM	115	WHYI-FM	94
8 WEDR-FM	110	WINZ-AM	87
9 WRHC-AM	94	WQBA-FM	83
10 WKAT-AM	93	WYOR-FM	78

M-F, 6-10am		M-F, 6-10am	
A/M '79	O/N '79	A/M '80	
1 WQBA-AM		WQBA-AM	
2 WCMQ-AM		WRHC-AM	
3 WINZ-AM		WVCC-AM	
4 WHYI-FM		WIOD-AM	
5 WLYF-FM		WINZ-AM	
6 WYOR-FM		WEDR-FM	
7 WVCC-AM		WVCC-AM	
8 WRHC-AM		WLYF-FM	
9 WCMQ-FM		WHYI-FM	
0 WKAT-AM		WINZ-FM	

M-F, 3-7pm		M-F, 3-7pm	
A/M '79	O/N '79	A/M '80	
1 WCMQ-FM		WSHE-FM	
2 WHYI-FM		WINZ-FM	
3 WEDR-FM		WEDR-FM	
4 WAXY-FM		WQBA-FM	
5 WCMQ-AM		WAXY-FM	
6 WMJX-FM		WWL-FM	
7 WWL-FM		WAIA-FM	
8 WSDO-FM		WCMQ-FM	
9 WINZ-FM		WHYI-FM	
10 WQAM-AM		WMJX-FM	

Adults 25-54		Adults 25-54	
M-S, 6am-Midnight		M-S, 6am-Midnight	
POP(00): 5653			
A/M '79	O/N '79	A/M '80	
1 WCMQ-AM		WQBA-AM	
2 WQBA-AM		WRHC-AM	
3 WCMQ-FM		WIOD-AM	
4 WHYI-FM		WCMQ-FM	
5 WLYF-FM		WHYI-FM	
6 WEDR-FM		WEDR-FM	
7 WYOR-FM		WWOK-AM	
8 WWOK-AM		WOCN-AM	
9 WAXY-FM		WQBA-FM	
10 WAIA-FM		WWL-FM	

M-F, 6-10am		M-F, 6-10am	
A/M '79	O/N '79	A/M '80	
1 WQBA-AM		WQBA-AM	
2 WCMQ-AM		WRHC-AM	
3 WHYI-FM		WIOD-AM	
4 WOCN-AM		WOCN-AM	
5 WINZ-AM		WEDR-FM	
6 WVCC-AM		WYOR-FM	
7 WCMQ-FM		WWL-FM	
8 WEDR-FM		WVCC-AM	
9 WLYF-FM		WINZ-AM	
10 WAXY-FM		WAXY-FM	

M-F, 3-7pm		M-F, 3-7pm	
A/M '79	O/N '79	A/M '80	
1 WCMQ-AM		WQBA-AM	
2 WCMQ-FM		WRHC-AM	
3 WQBA-AM		WQBA-FM	
4 WHYI-FM		WCMQ-FM	
5 WLYF-FM		WAIA-FM	
6 WAXY-FM		WHYI-FM	
7 WEDR-FM		WYOR-FM	
8 WVCC-AM		WWL-FM	
9 WYOR-FM		WLYF-FM	
10 WWOK-AM		WEDR-FM	

Cume Persons Trends/Rankings

Total 12+		M-S, 6am-Midnight	
POP(00): 12750			
A/M '79	O/N '79	A/M '80	
1 WHYI-FM	2526	WIOD-AM	1950
2 WINZ-AM	1708	WHYI-FM	1794
3 WQBA-AM	1660	WQBA-AM	1642
4 WLYF-FM	1474	WINZ-AM	1595
5 WYOR-FM	1309	WLYF-FM	1360
6 WSDO-FM	1303	WINZ-FM	1219
7 WMJX-FM	1249	WNWS-AM	1209
8 WCMQ-FM	1224	WEDR-FM	1094
9 WQAM-AM	1198	WQAM-AM	1091
10 WEDR-FM	1053	WQBA-FM	1052

M-F, 6-10am		M-F, 6-10am	
A/M '79	O/N '79	A/M '80	
1 WHYI-FM		WQBA-AM	
2 WQBA-AM		WHYI-FM	
3 WINZ-AM		WINZ-AM	
4 WLYF-FM		WIOD-AM	
5 WCMQ-AM		WVCC-AM	
6 WGBS-AM		WINZ-FM	
7 WQAM-AM		WEDR-FM	
8 WYOR-FM		WLYF-FM	
9 WEDR-FM		WQAM-AM	
10 WVCC-AM		WWL-FM	

M-F, 3-7pm		M-F, 3-7pm	
A/M '79	O/N '79	A/M '80	
1 WHYI-FM		WHYI-FM	
2 WINZ-AM		WQBA-AM	
3 WSDO-FM		WINZ-AM	
4 WLYF-FM		WINZ-FM	
5 WMJX-FM		WLYF-FM	
6 WQBA-AM		WEDR-FM	
7 WEDR-FM		WQBA-AM	
8 WCMQ-FM		WVCC-AM	
9 WYOR-FM		WIOD-AM	
10 WCHQ-AM		WWL-FM	

Teens		Teens	
M-S, 6am-Midnight		M-S, 6am-Midnight	
POP(00): 1318			
A/M '79	O/N '79	A/M '80	
1 WHYI-FM		WHYI-FM	
2 WSDO-FM		WMJX-FM	
3 WMJX-FM		WEDR-FM	

M-F, 6-10am		M-F, 6-10am	
A/M '79	O/N '79	A/M '80	
1 WHYI-FM		WHYI-FM	
2 WQAM-AM		WEDR-FM	
3 WQBA-AM		WINZ-FM	

M-F, 3-7pm		M-F, 3-7pm	
A/M '79	O/N '79	A/M '80	
1 WHYI-FM		WHYI-FM	
2 WSDO-FM		WEDR-FM	
3 WMJX-FM		WMJX-FM	

Adults 18-34		Adults 18-34	
M-S, 6am-Midnight		M-S, 6am-Midnight	
POP(00): 3889			
A/M '79	O/N '79	A/M '80	
1 WHYI-FM		WHYI-FM	
2 WAXY-FM		WINZ-FM	
3 WMJX-FM		WWL-FM	
4 WWL-FM		WEDR-FM	
5 WSDO-FM		WAXY-FM	
6 WEDR-FM		WQBA-FM	
7 WCMQ-FM		WMJX-FM	
8 WQAM-AM		WAIA-FM	
9 WAIA-FM		WIOD-AM	
10 WINZ-FM		WCMQ-FM	

M-F, 6am-10am		M-F, 6am-10am	
A/M '79	O/N '79	A/M '80	
1 WHYI-FM		WHYI-FM	
2 WAXY-FM		WEDR-FM	
3 WWL-FM		WWL-FM	
4 WEDR-FM		WINZ-FM	
5 WQAM-AM		WAXY-FM	
6 WSDO-FM		WMJX-FM	
7 WCMQ-AM		WSHE-FM	
8 WMJX-FM		WAIA-FM	
9 WINZ-FM		WQBA-FM	
10 WAIA-FM		WQAM-AM	

Adults 25-54		Adults 25-54	
M-S, 6am-Midnight		M-S, 6am-Midnight	
POP(00): 5653			
A/M '79	O/N '79	A/M '80	
1 WHYI-FM		WIOD-AM	
2 WQBA-AM		WQBA-AM	
3 WCMQ-FM		WCMQ-FM	
4 WCMQ-AM		WHYI-FM	
5 WAXY-FM		WINZ-AM	
6 WLYF-FM		WQBA-FM	
7 WINZ-AM		WAIA-FM	
8 WOCN-AM		WLYF-FM	
9 WAIA-FM		WEDR-FM	
10 WQAM-AM		WRHC-AM	

Miami-Ft. Lauderdale

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 20667

A/M '79	O/N '79	A/M '80
1 WHYI-FM 8.2	WLYF-FM 9.1	WHYI-FM (R) 7.3
2 WLYF-FM 8.2	WQBA-AM 6.6	WRHC-AM (S) 6.0
3 WINZ-AM 6.6	WHYI-FM 5.7	WLYF-FM (BM) 6.0
4 WQBA-AM 5.7	WINZ-AM 5.1	WQBA-AM (S) 4.9
5 WCMQ-AM 5.6	WIOD-AM 4.9	WINZ-AM (R) 4.9
6 WYOR-FM 4.2	WRHC-AM 4.6	WNWS-AM (R) 4.9
7 WAI A-FM 4.1	WAI A-FM 4.3	WYOR-FM (BM) 4.2
8 WCMQ-FM 4.1	WKQS-FM 3.8	WAXY-FM (R) 4.1
9 WKAT-AM 3.3	WINZ-FM 3.7	WAI A-FM (PA) 3.7
10 WAXY-FM 3.1	WYOR-FM 3.5	WKQS-FM (BM) 3.5
11 WEDR-FM 3.0	WEDR-FM 3.3	WWL-FM (A) 3.4
12 WIOD-AM 2.9	WNWS-AM 3.2	WIOD-AM (PA) 3.4
13 WRHC-AM 2.5	WWL-FM 3.2	WINZ-FM (A) 3.4
14 WWL-FM 2.5	WVCC-AM 2.8	WEDR-FM (R) 3.4
15 WKOS-FM 2.5	WAXY-FM 2.5	WCMO-FM (S) 2.9
16 WVCC-AM 2.4	WQBA-FM 2.3	WSHE-FM (A) 2.9
17 WMJX-FM 2.3	WSHE-FM 2.2	WVCC-AM (C) 2.7
18 WNWS-AM 2.3	WCMO-FM 2.1	WMJX-FM (S) 2.7
19 WSDO-FM 2.2	WCMQ-AM 2.1	WQAM-AM (C) 2.2
20 WGBS-AM 2.1	WMJX-FM 2.0	WRBD-AM (R) 2.1
21 WWOK-AM 1.9	WFTL-AM 1.9	WVCC-AM (BM) 2.1
22 WSHE-FM 1.8	WTMI-FM 1.7	WQBA-FM (S) 2.0
23 WTMI-FM 1.8	WGBS-AM 1.7	WOCN-AM (PA) 1.9
24 WQAM-AM 1.8	WQAM-AM 1.6	WTMI-FM (CL) 1.9
25 WINZ-FM 1.7	WOCN-AM 1.5	WGBS-AM (PA) 1.5
26 WFTL-AM 1.7	WCKO-FM 1.5	WCKO-FM (R) 1.5
27 WRBD-AM 1.5	WKAT-AM 1.4	WFTL-AM (PA) 1.2
28 WQBA-FM 1.4	WWOK-AM 1.4	WKAT-AM (T) 1.1
29 WOCN-AM 1.3	WRBD-AM 1.2	WCMQ-AM (S) 1.0
30 WEAT-FM 0.9	WPIP-AM 0.8	WEWZ-FM (PA) 1.0
31 WCHA-AM 0.7	WSDO-FM 0.8	WPIP-AM (BM) 0.9
32 WMBM-AM 0.6	WMBM-AM 0.8	WMBM-AM (B) 0.8
33 WPIP-AM 0.5	WSRF-AM 0.8	WEXY-AM (RL) 0.6
34 WCKO-FM 0.5	WEXY-AM 0.6	
35 WEXY-AM 0.5	WCHA-AM 0.3	

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 20667

A/M '79	O/N '79	A/M '80
1 WHYI-FM 309	WLYF-FM 323	WHYI-FM 251
2 WLYF-FM 306	WQBA-AM 233	WRHC-AM 208
3 WINZ-AM 246	WHYI-FM 201	WLYF-FM 206
4 WQBA-AM 212	WINZ-AM 180	WQBA-AM 170
5 WCMQ-AM 211	WIOD-AM 175	WINZ-AM 169
6 WYOR-FM 157	WRHC-AM 163	WNWS-AM 168
7 WAI A-FM 155	WAI A-FM 152	WYOR-FM 144
8 WCMQ-FM 152	WKQS-FM 136	WAXY-FM 142
9 WKAT-AM 122	WINZ-FM 130	WAI A-FM 128
10 WAXY-FM 116	WYOR-FM 125	WKQS-FM 122

M-F, 6-10am

1 WINZ-AM	WQBA-AM	WQBA-AM
2 WQBA-AM	WLYF-FM	WINZ-AM
3 WHYI-FM	WINZ-AM	WHYI-FM
4 WLYF-FM	WIOD-AM	WRHC-AM
5 WCMQ-AM	WHYI-FM	WIOD-AM
6 WAI A-FM	WVCC-AM	WNWS-AM
7 WIOD-AM	WRHC-AM	WLYF-FM
8 WVCC-AM	WAI A-FM	WWL-FM
9 WYOR-FM	WKQS-FM	WAXY-FM
10 WGBS-AM	WNWS-AM	WWOK-AM

M-F, 3-7pm

1 WHYI-FM	WLYF-FM	WHYI-FM
2 WLYF-FM	WQBA-AM	WLYF-FM
3 WINZ-AM	WHYI-FM	WQBA-AM
4 WCMQ-AM	WAI A-FM	WAXY-FM
5 WQBA-AM	WKQS-FM	WKQS-FM
6 WAI A-FM	WYOR-FM	WRHC-AM
7 WCMQ-FM	WRHC-AM	WINZ-FM
8 WYOR-FM	WINZ-FM	WAI A-FM
9 WAXY-FM	WINZ-AM	WWL-FM
10 WEDR-FM	WWL-FM	WYOR-FM

Teens
M-S, 6am-Midnight
POP(00): 2084

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WEDR-FM	WEDR-FM	WINZ-FM
3 WSDO-FM	WINZ-FM	WMJX-FM

M-F, 6-10am

1 WHYI-FM	WHYI-FM	WHYI-FM
2 WQAM-AM	WEDR-FM	WINZ-FM
3 WEDR-FM	WINZ-FM	WCKO-FM

M-F, 3-7pm

1 WHYI-FM	WHYI-FM	WHYI-FM
2 WEDR-FM	WEDR-FM	WINZ-FM
3 WMJX-FM	WQBA-FM	WMJX-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 6000

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WAI A-FM	WHYI-FM
2 WAI A-FM	WHYI-FM	WAXY-FM
3 WAXY-FM	WWL-FM	WAI A-FM
4 WCMQ-FM	WINZ-FM	WAI A-FM
5 WEDR-FM	WSHE-FM	WSHE-FM
6 WWL-FM	WAXY-FM	WEDR-FM
7 WMJX-FM	WEDR-FM	WINZ-FM
8 WCMQ-AM	WQBA-FM	WCMQ-FM
9 WSHE-FM	WMJX-FM	WQBA-FM
10 WSDO-FM	WCMQ-FM	WMJX-FM

M-F, 6-10am

1 WHYI-FM	WHYI-FM	WHYI-FM
2 WAI A-FM	WAI A-FM	WWL-FM
3 WAXY-FM	WWL-FM	WAXY-FM
4 WWL-FM	WAXY-FM	WAI A-FM
5 WEDR-FM	WEDR-FM	WSHE-FM
6 WCMQ-AM	WINZ-FM	WINZ-FM
7 WSHE-FM	WSHE-FM	WEDR-FM
8 WMJX-FM	WOCN-AM	WGBS-AM
9 WQAM-AM	WIOD-AM	WQBA-AM
10 WINZ-FM	WQBA-AM	WCMQ-FM

M-F, 3-7pm

1 WHYI-FM	WAI A-FM	WHYI-FM
2 WAXY-FM	WWL-FM	WAXY-FM
3 WAI A-FM	WSHE-FM	WAI A-FM
4 WCMQ-FM	WAXY-FM	WSHE-FM
5 WWL-FM	WINZ-FM	WWL-FM
6 WMJX-FM	WHYI-FM	WINZ-FM
7 WEDR-FM	WEDR-FM	WEDR-FM
8 WCMQ-AM	WQBA-FM	WQBA-FM
9 WSDO-FM	WMJX-FM	WCMQ-FM
10 WINZ-FM	WCMQ-FM	WMJX-FM

Adults 25-54

M-S, 6am-Midnight
POP(00): 8796

A/M '79	O/N '79	A/M '80
1 WCMQ-AM	WQBA-AM	WRHC-AM
2 WHYI-FM	WLYF-FM	WHYI-FM
3 WQBA-AM	WHYI-FM	WAXY-FM
4 WLYF-FM	WRHC-AM	WAI A-FM
5 WCMQ-FM	WIOD-AM	WQBA-AM
6 WAI A-FM	WAI A-FM	WWL-FM
7 WAXY-FM	WWL-FM	WLYF-FM
8 WINZ-AM	WAXY-FM	WWOK-AM
9 WEDR-FM	WCMQ-FM	WCMQ-FM
10 WYOR-FM	WYOR-FM	WEDR-FM

M-F, 6-10am

1 WQBA-AM	WQBA-AM	WRHC-AM
2 WHYI-FM	WIOD-AM	WHYI-FM
3 WCMQ-AM	WHYI-FM	WQBA-AM
4 WINZ-AM	WRHC-AM	WWOK-AM
5 WAI A-FM	WLYF-FM	WWL-FM
6 WLYF-FM	WAI A-FM	WAXY-FM
7 WAXY-FM	WAXY-FM	WIOD-AM
8 WVCC-AM	WOCN-AM	WOCN-AM
9 WOCN-AM	WINZ-AM	WAI A-FM
10 WGBS-AM	WWL-FM	WNWS-AM

M-F, 3-7pm

1 WLYF-FM	WLYF-FM	WHYI-FM
2 WCMQ-AM	WQBA-AM	WAXY-FM
3 WHYI-FM	WHYI-FM	WAI A-FM
4 WCMQ-FM	WAI A-FM	WQBA-AM
5 WAI A-FM	WAXY-FM	WRHC-AM
6 WAXY-FM	WRHC-AM	WLYF-FM
7 WQBA-AM	WWL-FM	WWOK-AM
8 WINZ-AM	WQBA-FM	WWL-FM
9 WVCC-AM	WIOD-AM	WKQS-FM
10 WYOR-FM	WYOR-FM	WQAM-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 20667

A/M '79	O/N '79	A/M '80
1 WHYI-FM 4454	WHYI-FM 3549	WHYI-FM 4010
2 WINZ-AM 3595	WIOD-AM 3245	WINZ-AM 3042
3 WLYF-FM 3236	WLYF-FM 3154	WLYF-FM 2667
4 WAXY-FM 2126	WINZ-AM 3112	WNWS-AM 2453
5 WIOD-AM 2031	WNWS-AM 2119	WIOD-AM 2125
6 WYOR-FM 1946	WAI A-FM 1971	WINZ-FM 2086
7 WAI A-FM 1922	WINZ-FM 1908	WKOS-FM 1959
8 WQAM-AM 1817	WKQS-FM 1870	WAXY-FM 1958
9 WGBS-AM 1775	WQBA-AM 1700	WMJX-FM 1924
10 WMJX-FM 1698	WQAM-AM 1689	WAI A-FM 1663

M-F, 6-10am

1 WHYI-FM	WINZ-AM	WHYI-FM
2 WINZ-AM	WHYI-FM	WINZ-AM
3 WLYF-FM	WLYF-FM	WNWS-AM
4 WQBA-AM	WIOD-AM	WLYF-FM
5 WGBS-AM	WQBA-AM	WQBA-AM
6 WAI A-FM	WNWS-AM	WIOD-AM
7 WQAM-AM	WAI A-FM	WKQS-FM
8 WIOD-AM	WINZ-FM	WWL-FM
9 WNWS-AM	WKQS-FM	WAI A-FM
10 WYOR-FM	WQAM-AM	WAXY-FM

M-F, 3-7pm

1 WHYI-FM	WLYF-FM	WHYI-FM
2 WLYF-FM	WHYI-FM	WLYF-FM
3 WINZ-AM	WINZ-AM	WINZ-AM
4 WAXY-FM	WINZ-FM	WINZ-FM
5 WAI A-FM	WAI A-FM	WKOS-FM
6 WSDO-FM	WKOS-FM	WAXY-FM
7 WMJX-FM	WWL-FM	WMJX-FM
8 WYOR-FM	WAXY-FM	WAI A-FM
9 WWL-FM	WIOD-AM	WWL-FM
10 WKQS-FM	WQBA-AM	WNWS-AM

Teens

M-S, 6am-Midnight
POP(00): 2084

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WSDO-FM	WCKO-FM	WMJX-FM
3 WMJX-FM	WINZ-FM	WINZ-FM

M-F, 6-10am

1 WHYI-FM	WHYI-FM	WHYI-FM
2 WQAM-AM	WINZ-FM	WINZ-FM
3 WGBS-AM	WCKO-FM	WCKO-FM

M-F, 3-7pm

1 WHYI-FM	WHYI-FM	WHYI-FM
2 WMJX-FM	WCKO-FM	WINZ-FM
3 WSDO-FM	WMJX-FM	WMJX-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 6000

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WAXY-FM	WWL-FM	WAXY-FM
3 WWL-FM	WAI A-FM	WWL-FM
4 WAI A-FM	WINZ-FM	WINZ-FM
5 WMJX-FM	WINZ-FM	WAI A-FM
6 WQAM-AM	WMJX-FM	WMJX-FM
7 WSDO-FM	WSHE-FM	WSHE-FM
8 WSHE-FM	WQAM-AM	WEDR-FM
9 WINZ-FM	WIOD-AM	WGBS-AM
10 WEDR-FM	WEDR-FM	WQAM-AM

M-F, 6am-10am

1 WHYI-FM	WHYI-FM	WHYI-FM
2 WAI A-FM	WWL-FM	WWL-FM
3 WAXY-FM	WAI A-FM	WAI A-FM
4 WQAM-AM	WAXY-FM	WAXY-FM
5 WWL-FM	WINZ-FM	WSHE-FM
6 WMJX-FM	WEDR-FM	WGBS-AM
7 WGBS-AM	WMJX-FM	WEDR-FM
8 WSHE-FM	WQAM-AM	WINZ-FM
9 WSDO-FM	WSHE-FM	WMJX-FM
10 WEDR-FM	WIOD-AM	WQAM-AM

M-F, 3-7pm

1 WHYI-FM	WWL-FM	WHYI-FM
2 WAXY-FM	WHYI-FM	WINZ-FM
3 WAI A-FM	WAXY-FM	WAI A-FM
4 WWL-FM	WINZ-FM	WAXY-FM
5 WMJX-FM	WAI A-FM	WSHE-FM
6 WQAM-AM	WSHE-FM	WSHE-FM
7 WSDO-FM	WQAM-AM	WMJX-FM
8 WEDR-FM	WEDR-FM	WEDR-FM
9 WSHE-FM	WMJX-FM	WGBS-AM
10 WINZ-FM	WQBA-FM	WQBA-FM

Adults 25-54

M-S, 6am-Midnight
POP(00): 8796

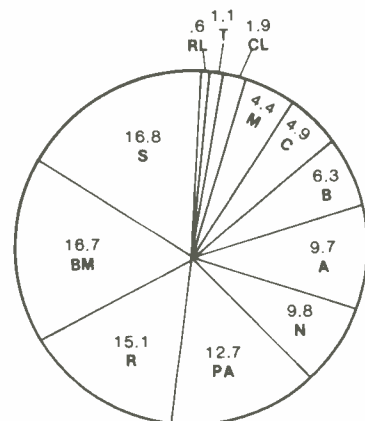
A/M '79	O/N '79	A/M '80
1 WHYI-FM	WIOD-AM	WHYI-FM
2 WAXY-FM	WHYI-FM	WAI A-FM
3 WINZ-AM	WAI A-FM	WAXY-FM
4 WLYF-FM	WIOD-AM	WLYF-FM
5 WAI A-FM	WQBA-AM	WINZ-FM
6 WQBA-AM	WINZ-AM	WWL-FM
7 WCMQ-FM	WAXY-FM	WMJX-FM
8 WGBS-AM	WWL-FM	WNWS-AM
9 WQAM-AM	WCMQ-FM	WQAM-AM
10 WIOD-AM	WQAM-AM	WQAM-AM

M-F, 6-10am

1 WHYI-FM	WHYI-FM	WHYI-FM
2 WINZ-AM	WQBA-AM	WAI A-FM
3 WQBA-AM	WLYF-FM	WINZ-AM
4 WAI A-FM	WAI A-FM	WLYF-FM
5 WLYF-FM	WINZ-AM	WAXY-FM
6 WGBS-AM	WNWS-AM	WQBA-AM
7 WCMQ-AM	WAXY-FM	WNWS-AM
8 WAXY-FM	WWL-FM	WRHC-AM
9 WQAM-AM	WQAM-AM	WWL-FM
10 WIOD-AM	WGBS-AM	WQAM-AM

M-F, 3-7pm

1 WHYI-FM	WHYI-FM	WHYI-FM
2 WAI A-FM	WLYF-FM	WAXY-FM
3 WAXY-FM	WAI A-FM	WAI A-FM
4 WLYF-FM	WAXY-FM	WLYF-FM
5 WINZ-AM	WINZ-AM	WWL-FM
6 WWL-FM	WWL-FM	WINZ-AM
7 WCMQ-FM	WQBA-AM	WKQS-FM
8 WQBA-AM	WIOD-AM	WQAM-AM
9 WCMQ-AM	WQAM-AM	WQBA-AM
10 WIOD-AM	WYOR-FM	WWOK-AM



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

You Can Count On Us!



LIPPS, INC.
Pucker Up (NBLP 7242)
 Produced by Steven Greenberg
 Includes the hit single—
 "How Long"—NB 2303



TERI DeSARIO
Caught (NBLP 7231)
 Produced by Bill Purse
 Executive Producer H. W. Casey
 Includes the hit single—
 "Caught"—NB 2297



PURE PRAIRIE LEAGUE
Firin' Up (NBLP 7212)
 Produced by John Ryan for Chicago Kid Productions
 Includes the hit singles—
 "Let Me Love You Tonight"—NB 2266
 "I'm Almost Ready"—NB 2294



CAMEO
Feel Me (CCLP 2016)
 Produced by Larry Blackmon for
 New York City Players, Inc.
 Includes the hit single—
 "Keep It Hot"—CC 3219



CAPTAIN & TENNILLE
Keeping Our Love Warm (NBLP 7250)
 Produced by Daryl Dragon



BLACK ROSE (NBLP 7234)
 Produced by James Newton Howard
 Includes the hit single—
 "Never Should've Started"—NB 2312



NICK GILDER
Rock America (NBLP 7243)
 Produced by Nick Gilder and Ken Mansfield
 Includes the hit single—
 "Rock America"—NB 2310



MAC DAVIS
Texas In My Rear View Mirror (NBLP 7239)
 Produced by Rick Hall
 Includes the hit single—
 "Texas In My Rear View Mirror"—NB 2305



PETER CRISS
Out Of Control (NBLP 7240)
 Produced by David Wolfert for the
 Entertainment Company, and Peter Criss
 Includes the hit single—
 "By Myself"—NB 2311

CASABLANCA RECORD AND FILMWORKS



Milwaukee

METRO RANK

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A/M '80 Market Overview

Arbitron added a county formerly in the TSA to the metro (Racine County) and got back 194 diaries there this sweep. With the new metro definition, trends from previous surveys are not comparable to the numbers in this report. The A/M '80 sweep will serve as a benchmark for comparison of future surveys.

Given the above disclaimer, here's what the book had to say. In 18-34 demos. **Hearst's WISN** and **WLPX** were tops. WLPX, an AOR, garnered a 13 share this time, while WISN's Pop/Adult sound earned an 18-34 share just under 11. WLPX, the **Superstars**-formatted AOR, spent more than the previous book on busboard advertising, and used TV and bumper stickers in a coordinated campaign.

The big mover was Country **WBCS-FM**, whose 18-34 share rose 50%. The female audience showed

the most improvement for WBCS-FM. Ad expenditures were totally in TV, with a larger budget than previously. On-air there was a new personality in the midday shift and many music changes were made. Much of the pop music was taken out of the playlist, the clocks were redone, and a stress was put on quarter-hour maintenance.

Pop/Adult fixture **WTMJ** continues to lead the 25-54 bracket. The station is the sports leader in town, with Brewers baseball in the spring reinforcing that position. WTMJ maintained its mid-14 share this sweep, while Beautiful Music **WEZW**, **WISN**, and **WBCS-FM** followed closely in double digits. WTMJ and WEZW skewed better 35+ while WISN and WBCS-FM scored well in the 25-44 demos.

One station worth mentioning that did not enjoy a good book worth is **WOKY**. Although the station advertised on TV, newspapers, and billboards and used the "Magic Ticket" contest on-air, its overall share dropped 55%. Part of the problem may have been the addition of Racine county to the metro, since WOKY reportedly does not have a strong signal into that part of the metro.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 13224

A/M '79	O/N '79	A/M '80
1 WTMJ-AM	15.9	15.3
2 WEZW-FM	12.5	10.7
3 WISN-AM	10.7	10.3
4 WZUU-FM	7.2	8.1
5 WLPX-FM	7.1	7.2
6 WOKY-AM	6.6	7.1
7 WBCS-FM	6.1	5.1
8 WQFM-FM	3.6	4.4
9 WPMR-FM	2.8	3.8
10 WEMP-AM	2.1	2.3
11 WKTI-FM	1.9	2.3
12 WZUU-AM	1.6	2.0
13 WLUM-FM	1.6	1.9
14 WBBM-AM	1.5	1.8
15 WBCS-AM	1.5	1.6
16 WBKV-FM	1.4	1.5
17 WNUW-FM	1.4	1.3
18 WNOV-AM	1.2	1.2
19 WYLO-AM	1.1	1.2
20 WGN-AM	1.0	1.0
21 WMAQ-AM	1.0	0.9
22 WBKV-AM	0.9	0.9
23 WAWA-AM	0.9	0.8
24 WRKR-FM	0.8	0.7
25 WTKM-FM	0.8	0.6
26 WIND-AM	0.7	0.4
27 WLS-AM	0.4	0.3
28 WTKM-AM	0.3	0.1
29 WRKR-AM		
30		
31		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 13224

A/M '79	O/N '79	A/M '80
1 WTMJ-AM	304	285
2 WEZW-FM	240	199
3 WISN-AM	204	191
4 WZUU-FM	138	150
5 WLPX-FM	136	133
6 WOKY-AM	127	132
7 WBCS-FM	117	95
8 WQFM-FM	69	81
9 WPMR-FM	53	71
10 WEMP-AM	41	42

A/M '79	O/N '79	A/M '80
1 WTMJ-AM	304	285
2 WISN-AM	199	191
3 WZUU-FM	150	133
4 WOKY-AM	133	132
5 WEZW-FM	136	95
6 WBCS-FM	117	81
7 WLPX-FM	138	71
8 WQFM-FM	69	74
9 WPMR-FM	53	66
10 WEMP-AM	41	42

A/M '79	O/N '79	A/M '80
1 WTMJ-AM	304	285
2 WISN-AM	199	191
3 WZUU-FM	150	133
4 WOKY-AM	133	132
5 WEZW-FM	136	95
6 WBCS-FM	117	81
7 WLPX-FM	138	71
8 WQFM-FM	69	74
9 WPMR-FM	53	66
10 WEMP-AM	41	42

A/M '79	O/N '79	A/M '80
1 WZUU-FM	150	133
2 WLPX-FM	136	133
3 WOKY-AM	127	132

A/M '79	O/N '79	A/M '80
1 WZUU-FM	150	133
2 WOKY-AM	127	132
3 WLPX-FM	136	133

A/M '79	O/N '79	A/M '80
1 WZUU-FM	150	133
2 WLPX-FM	136	133
3 WOKY-AM	127	132

A/M '79	O/N '79	A/M '80
1 WLPX-FM	136	133
2 WISN-AM	199	191
3 WOKY-AM	127	132

A/M '79	O/N '79	A/M '80
1 WLPX-FM	136	133
2 WISN-AM	199	191
3 WOKY-AM	127	132
4 WQFM-FM	69	81
5 WEZW-FM	136	95
6 WOKY-AM	127	132
7 WTMJ-AM	304	285
8 WBCS-FM	117	81
9 WKTI-FM	1.9	2.3
10 WLUM-FM	1.6	1.9

A/M '79	O/N '79	A/M '80
1 WZUU-FM	150	133
2 WISN-AM	199	191
3 WOKY-AM	127	132
4 WLPX-FM	136	133
5 WQFM-FM	69	81
6 WTMJ-AM	304	285
7 WTMJ-AM	304	285
8 WBCS-FM	117	81
9 WKTI-FM	1.9	2.3
10 WZUU-AM	1.6	1.9

A/M '79	O/N '79	A/M '80
1 WLPX-FM	136	133
2 WISN-AM	199	191
3 WZUU-FM	150	133
4 WOKY-AM	127	132
5 WEZW-FM	136	95
6 WQFM-FM	69	81
7 WTMJ-AM	304	285
8 WBCS-FM	117	81
9 WKTI-FM	1.9	2.3
10 WLUM-FM	1.6	1.9

A/M '79	O/N '79	A/M '80
1 WTMJ-AM	304	285
2 WEZW-FM	136	95
3 WISN-AM	199	191
4 WBCS-FM	117	81
5 WZUU-FM	150	133
6 WOKY-AM	127	132
7 WPMR-FM	53	66
8 WTMJ-AM	304	285
9 WKTI-FM	1.9	2.3
10 WLUM-FM	1.6	1.9

A/M '79	O/N '79	A/M '80
1 WTMJ-AM	304	285
2 WEZW-FM	136	95
3 WISN-AM	199	191
4 WBCS-FM	117	81
5 WZUU-FM	150	133
6 WOKY-AM	127	132
7 WPMR-FM	53	66
8 WTMJ-AM	304	285
9 WKTI-FM	1.9	2.3
10 WBCS-AM	117	81

A/M '79	O/N '79	A/M '80
1 WTMJ-AM	304	285
2 WISN-AM	199	191
3 WZUU-FM	150	133
4 WOKY-AM	127	132
5 WEZW-FM	136	95
6 WBCS-FM	117	81
7 WPMR-FM	53	66
8 WZUU-AM	1.6	1.9
9 WQFM-FM	69	81
10 WBCS-AM	117	81

A/M '79	O/N '79	A/M '80
1 WTMJ-AM	304	285
2 WEZW-FM	136	95
3 WISN-AM	199	191
4 WBCS-FM	117	81
5 WOKY-AM	127	132
6 WZUU-FM	150	133
7 WLPX-FM	136	133
8 WPMR-FM	53	66
9 WEMP-AM	41	42
10 WBCS-AM	117	81

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 13224

A/M '79	O/N '79	A/M '80
1 WTMJ-AM	4347	4285
2 WISN-AM	3721	3491
3 WOKY-AM	2888	2863
4 WZUU-FM	2685	2371
5 WEZW-FM	2383	2151
6 WLPX-FM	2176	2016
7 WBCS-FM	1461	1617
8 WQFM-FM	1252	1501
9 WKTI-FM	1150	1368
10 WNUW-FM	1003	918

A/M '79	O/N '79	A/M '80
1 WTMJ-AM	4347	4285
2 WISN-AM	3721	3491
3 WOKY-AM	2888	2863
4 WZUU-FM	2685	2371
5 WEZW-FM	2383	2151
6 WLPX-FM	2176	2016
7 WBCS-FM	1461	1617
8 WQFM-FM	1252	1501
9 WKTI-FM	1150	1368
10 WEMP-AM		

A/M '79	O/N '79	A/M '80
1 WTMJ-AM	4347	4285
2 WISN-AM	3721	3491
3 WOKY-AM	2888	2863
4 WZUU-FM	2685	2371
5 WEZW-FM	2383	2151
6 WLPX-FM	2176	2016
7 WBCS-FM	1461	1617
8 WQFM-FM	1252	1501
9 WKTI-FM	1150	1368
10 WEMP-AM		

A/M '79	O/N '79	A/M '80
1 WZUU-FM	150	133
2 WLPX-FM	136	133
3 WOKY-AM	127	132

A/M '79	O/N '79	A/M '80
1 WZUU-FM	150	133
2 WOKY-AM	127	132
3 WLPX-FM	136	133

A/M '79	O/N '79	A/M '80
1 WZUU-FM	150	133
2 WISN-AM	199	191
3 WLPX-FM	136	133
4 WQFM-FM	69	81
5 WEZW-FM	136	95
6 WOKY-AM	127	132
7 WTMJ-AM	304	285
8 WBCS-FM	117	81
9 WKTI-FM	1.9	2.3
10 WNUW-FM	1003	918

A/M '79	O/N '79	A/M '80
1 WZUU-FM	150	133
2 WISN-AM	199	191
3 WLPX-FM	136	133
4 WQFM-FM	69	81
5 WEZW-FM	136	95
6 WOKY-AM	127	132
7 WTMJ-AM	304	285
8 WBCS-FM	117	81
9 WKTI-FM	1.9	2.3
10 WZUU-AM	1.6	1.9

A/M '79	O/N '79	A/M '80
1 WZUU-FM	150	133
2 WISN-AM	199	191
3 WLPX-FM	136	133
4 WQFM-FM	69	81
5 WEZW-FM	136	95
6 WOKY-AM	127	132
7 WTMJ-AM	304	285
8 WBCS-FM	117	81
9 WKTI-FM	1.9	2.3
10 WZUU-AM	1.6	1.9

A/M '79	O/N '79	A/M '80
1 WZUU-FM	150	133
2 WISN-AM	199	191
3 WLPX-FM	136	133
4 WQFM-FM	69	81
5 WEZW-FM	136	95
6 WOKY-AM	127	132
7 WTMJ-AM	304	285
8 WBCS-FM	117	81
9 WKTI-FM	1.9	2.3
10 WZUU-AM	1.6	1.9

A/M '79	O/N '79	A/M '80
1 WZUU-FM	150	133
2 WLPX-FM	136	133
3 WOKY-AM	127	132

TO REACH YOUR TARGET GROUPS IN MILWAUKEE...

ADULTS 25-plus

ADULTS 18-34

RADIO 11
WISN
WISN
WISN

97 FM
WLPX
WLPX
WLPX

OF COURSE!

 Represented by
Katz Radio

Minneapolis-St. Paul

METRO RANK 15

A/M '80 Market Overview

Legendary **WCCO** had a stable book this spring, level with the "Strike Book" that hit in the O/N '79 survey. However, the station was down significantly from its showing in A/M '79. Stations with the healthy increases this sweep included Country **WDGY** and P/A **WLOL**.

WCCO remained strong with persons 25+, and led the 25-54 demos with a 20 share. However, that figure, dominant as it is, was down from its near-24 share in O/N '79. Stations like **WDGY** may be nibbling into the 25-54 audience enough to cut **WCCO**'s share down to almost believable size.

WDGY was up 37% in the 25-54 cell this book, scoring better than ever before with a 10 share. Much of the credit may go to the station's new PD, who changed some on-air aspects. A new midday personality was hired, more oldies were played, and more crossover music was aired.

The only other station to land in double digits in the 25-54 bracket was **KSTP-FM**, second among 25-54's with just over a 10 share, and second overall in the market. Down about one share in the 25-54 cell, **KSTP-FM** scored well too 18-34 with a mid-14 share. **KSTP-FM**'s 18-34 share slipped too, but the station still led this category. **KSTP-FM** is a very promotion and visibility-minded station, using a multi-media ad campaign mixing TV commercials, plus bus-boards, outdoor boards, and some newspaper ads.

A close second to **KSTP-FM** in the young adult target was **AOR KQRS-AM-FM**. Fully simulcast, the stations combined for a 14 share of the 18-34's, using the **Superstars** format. TV commercials were used to keep the stations visible in the marketplace.

Other successful stations deserving of mention included two Pop/Adults, **WLOL** and **WWTC**. **WLOL** surged, adding more than five shares to score an 8 in the 18-34 battle. **WWTC**, which spent about \$10,000 on TV advertising for the book, continued its rise by adding to its male audience, tying **WLOL** in the 18-34 derby with an 8 share.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 16949

	A/M '79	O/N '79	A/M '80
1 WCCO-AM	30.4	WCCO-AM	22.4
2 KQRS-FM	6.7	KSTP-FM	10.4
3 KSTP-FM	6.1	KQRS-FM	8.7
4 WYLF-FM	5.9	KEEY-FM	7.1
5 KEEY-FM	5.9	WDGY-AM	6.6
6 WCCO-FM	5.8	WCCO-FM	4.9
7 WDGY-AM	5.7	WYLF-FM	4.9
8 KDWB-AM	5.0	KSTP-FM	4.2
9 KSTP-AM	3.3	KDWB-AM	3.5
10 KDWB-FM	3.2	KDWB-FM	2.6
11 WYLF-AM	2.0	WWTC-AM	2.6
12 WLOL-FM	1.9	WLOL-FM	1.9
13 KFHX-FM	1.9	WYLF-AM	1.8
14 KQRS-AM	1.2	KTCR-FM	1.6
15 KRST-AM	1.1	KQRS-AM	1.3
16 KEEY-AM	1.0	WHIN-AM	1.2
17 KTCR-FM	1.0	KFMX-FM	1.1
18 KTCR-AM	0.9	KTWN-FM	0.9
19 WWTC-AM	0.6	KRSI-AM	0.8
20 WHIN-AM	0.5	KEEY-AM	0.6
21 WIXK-AM	0.4	WRRD-AM	0.4
22 WIXK-FM		WIXK-AM	0.3
23		WIXK-FM	0.2

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 16949

	A/M '79	O/N '79	A/M '80
1 WCCO-AM	809	WCCO-AM	587
2 KQRS-FM	177	KSTP-FM	273
3 KSTP-FM	161	KQRS-FM	227
4 WYLF-FM	158	KEEY-FM	186
5 KEEY-FM	158	WDGY-AM	174
6 WCCO-FM	154	WCCO-FM	128
7 WDGY-AM	151	WYLF-FM	128
8 KDWB-AM	134	KSTP-AM	111
9 KSTP-AM	88	KDWB-AM	92
10 KDWB-FM	84	KDWB-FM	69

M-F, 6-10am

1 WCCO-AM	WCCO-AM	WCCO-AM
2 WCCO-FM	KSTP-FM	KSTP-FM
3 KSTP-FM	KQRS-FM	WDGY-AM
4 WDGY-AM	WDGY-AM	KQRS-FM
5 KQRS-FM	KEEY-FM	WCCO-FM
6 KDWB-AM	WCCO-FM	KSTP-AM
7 KEEY-FM	KSTP-AM	WYLF-FM
8 KSTP-AM	WYLF-FM	WLOL-FM
9 WYLF-FM	KDWB-AM	WWTC-AM
10 KDWB-FM	KDWB-AM	KDWB-AM

M-F, 3-7pm

1 WCCO-AM	WCCO-AM	WCCO-AM
2 KQRS-FM	KSTP-FM	KSTP-FM
3 KSTP-FM	KQRS-FM	KQRS-FM
4 WDGY-AM	WDGY-AM	WDGY-AM
5 KEEY-FM	KEEY-FM	WYLF-FM
6 WYLF-FM	WYLF-FM	WLOL-FM
7 KDWB-AM	WCCO-FM	WWTC-AM
8 WCCO-FM	KSTP-AM	KEEY-FM
9 KSTP-AM	KDWB-AM	KDWB-AM
10 KDWB-FM	KDWB-FM	WCCO-FM

Teens
M-S, 6am-Midnight
POP(00): 2191

	A/M '79	O/N '79	A/M '80
1 KDWB-AM		KQRS-FM	KQRS-FM
2 KDWB-FM		KDWB-AM	KDWB-AM
3 KQRS-FM		KDWB-FM	KSTP-FM

M-F, 6-10am

1 KDWB-AM	KQRS-FM	KQRS-FM
2 KDWB-FM	KDWB-AM	KDWB-AM
3 KQRS-FM	KDWB-FM	KSTP-FM

M-F, 3-7pm

1 KDWB-FM	KQRS-FM	KQRS-FM
2 KDWB-AM	KDWB-FM	KDWB-AM
3 KQRS-FM	KDWB-FM	KSTP-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 7024

	A/M '79	O/N '79	A/M '80
1 WCCO-AM		KSTP-FM	KSTP-FM
2 KQRS-FM		KQRS-FM	KQRS-FM
3 KSTP-FM		WCCO-FM	WDGY-AM
4 WCCO-FM		WCCO-AM	WLOL-FM
5 WDGY-AM		WDGY-AM	WWTC-AM
6 KSTP-AM		KSTP-AM	WCCO-FM
7 KEEY-FM		WWTC-AM	WCCO-FM
8 KDWB-AM		KDWB-AM	KSTP-FM
9 WLOL-FM		KEEY-FM	KDWB-FM
10 WYLF-FM		KDWB-FM	KDWB-AM

M-F, 6-10am

1 WCCO-AM	KSTP-FM	WCCO-AM
2 KSTP-FM	KQRS-FM	KSTP-FM
3 KQRS-FM	WCCO-AM	WCCO-AM
4 KSTP-AM	WCCO-FM	WWTC-AM
5 WCCO-FM	KSTP-FM	KQRS-FM
6 WDGY-AM	WDGY-AM	WCCO-FM
7 KEEY-FM	KDWB-AM	KSTP-AM
8 KDWB-AM	WWTC-AM	WLOL-FM
9 WLOL-FM	KEEY-FM	KDWB-AM
10 KFHX-FM	KDWB-FM	KDWB-AM

M-F, 3-7pm

1 KQRS-FM	KSTP-FM	KSTP-FM
2 KSTP-FM	KQRS-FM	KQRS-FM
3 WCCO-AM	KSTP-AM	WDGY-AM
4 WCCO-FM	WCCO-FM	WWTC-AM
5 WDGY-AM	WDGY-AM	WLOL-FM
6 KSTP-AM	WCCO-AM	WCCO-AM
7 KEEY-FM	WWTC-AM	KDWB-AM
8 KDWB-AM	KDWB-AM	WCCO-FM
9 WLOL-FM	KEEY-FM	KSTP-AM
10 KFHX-FM	KDWB-FM	KDWB-FM

M-F, 6-10am

1 WCCO-AM	KSTP-FM	WCCO-AM
2 KSTP-FM	KQRS-FM	KSTP-FM
3 KQRS-FM	WCCO-AM	WCCO-AM
4 KSTP-AM	WCCO-FM	WWTC-AM
5 WCCO-FM	KSTP-FM	KQRS-FM
6 WDGY-AM	WDGY-AM	WCCO-FM
7 KEEY-FM	KDWB-AM	KSTP-AM
8 KDWB-AM	WWTC-AM	WLOL-FM
9 WLOL-FM	KEEY-FM	KDWB-AM
10 KFHX-FM	KDWB-FM	KDWB-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 8205

	A/M '79	O/N '79	A/M '80
1 WCCO-AM		WCCO-AM	WCCO-AM
2 KSTP-FM		KSTP-FM	KSTP-FM
3 WDGY-AM		KEEY-FM	WDGY-AM
4 KEEY-FM		WDGY-AM	WYLF-FM
5 WCCO-FM		WCCO-FM	WCCO-FM
6 WYLF-FM		WYLF-FM	KEEY-FM
7 KSTP-AM		KQRS-FM	KSTP-AM
8 KQRS-FM		KSTP-FM	WWTC-AM
9 KDWB-AM		KSTP-AM	KQRS-FM
10 WYLF-AM		WTCR-FM	WLOL-FM

M-F, 6-10am

1 WCCO-AM	WCCO-AM	WCCO-AM
2 KSTP-FM	KSTP-FM	WDGY-AM
3 WCCO-FM	WDGY-AM	KSTP-FM
4 WDGY-AM	WCCO-FM	WCCO-FM
5 KEEY-FM	KEEY-FM	KSTP-AM
6 KSTP-AM	KSTP-AM	WYLF-FM
7 WYLF-FM	KQRS-FM	WWTC-AM
8 KDWB-AM	WYLF-FM	KEEY-FM
9 KFHX-FM	WWTC-AM	WLOL-FM
10 WYLF-AM	KDWB-AM	KQRS-FM

M-F, 3-7pm

1 WCCO-AM	WCCO-AM	WCCO-AM
2 WDGY-AM	KSTP-FM	WDGY-AM
3 KSTP-FM	WDGY-AM	KSTP-FM
4 WCCO-FM	WCCO-FM	WYLF-FM
5 KEEY-FM	KEEY-FM	KEEY-FM
6 WYLF-FM	KQRS-FM	KQRS-FM
7 KSTP-AM	WYLF-FM	WCCO-FM
8 KQRS-FM	KSTP-FM	WWTC-AM
9 KDWB-AM	WWTC-AM	KSTP-AM
10 WYLF-AM	WYLF-AM	WLOL-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 16949

	A/M '79	O/N '79	A/M '80
1 WCCO-AM	9337	WCCO-AM	7719
2 KDWB-AM	3300	KSTP-FM	3515
3 WCCO-FM	3155	WDGY-AM	3294
4 WYLF-FM	2555	KQRS-FM	3224
5 KSTP-AM	2483	KSTP-AM	3171
6 KSTP-FM	2462	KEEY-FM	2739
7 WDGY-AM	2433	KDWB-AM	2684
8 KQRS-FM	2406	WCCO-FM	2644
9 KEEY-FM	2321	KDWB-FM	2019
10 KDWB-FM	1932	WYLF-FM	2009

M-F, 6-10am

1 WCCO-AM	WCCO-AM	WCCO-AM
2 KDWB-AM	KSTP-FM	KSTP-FM
3 WCCO-FM	KQRS-FM	WDGY-AM
4 KQRS-FM	KSTP-AM	KQRS-FM
5 KSTP-AM	KDWB-AM	KSTP-AM
6 KSTP-FM	WDGY-AM	KDWB-AM
7 WDGY-AM	WCCO-FM	WCCO-FM
8 KEEY-FM	KEEY-FM	WLOL-FM
9 WYLF-FM	WYLF-FM	WWTC-AM
10 KDWB-FM	KDWB-FM	WYLF-FM

M-F, 3-7pm

1 WCCO-AM	WCCO-AM	WCCO-AM
2 KDWB-AM	KQRS-FM	KSTP-FM
3 KQRS-FM	KSTP-FM	KQRS-FM
4 KSTP-FM	WDGY-AM	WDGY-AM
5 WCCO-FM	KSTP-AM	KDWB-AM
6 WDGY-AM	KEEY-FM	KSTP-FM
7 KSTP-AM	KDWB-AM	WLOL-FM
8 KEEY-FM	WCCO-FM	WWTC-AM
9 WYLF-FM	WYLF-FM	WYLF-FM
10 KDWB-FM	KDWB-FM	KEEY-FM

Teens
M-S, 6am-Midnight
POP(00): 2191

	A/M '79	O/N '79	A/M '80
1 KDWB-AM		KQRS-FM	KDWB-AM
2 KDWB-FM		KDWB-AM	KQRS-FM
3 WCCO-AM		KDWB-FM	KDWB-FM

M-F, 6-10am

1 KDWB-AM	KQRS-FM	KQRS-FM
2 KQRS-FM	KDWB-AM	KDWB-AM
3 WCCO-AM	KDWB-FM	KSTP-FM

M-F, 3-7pm

1 KDWB-AM	KQRS-FM	KQRS-FM
2 KDWB-FM	KDWB-AM	KDWB-AM
3 KQRS-FM	KDWB-FM	KDWB-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 7024

	A/M '79	O/N '79	A/M '80
1 WCCO-AM		KSTP-FM	KSTP-FM
2 KSTP-FM		KQRS-FM	KSTP-FM
3 KSTP-AM		WCCO-AM	KQRS-FM
4 WCCO-FM		KSTP-AM	WCCO-AM
5 KDWB-AM		WCCO-FM	WDGY-AM
6 KQRS-FM		WDGY-AM	KDWB-AM
7 WDGY-AM		KDWB-AM	WCCO-FM
8 WLOL-FM		KDWB-FM	WWTC-AM
9 KDWB-FM		WLOL-FM	KDWB-FM
10 KEEY-FM		KEEY-FM	WLOL-FM

M-F, 6am-10am

1 WCCO-AM	KSTP-FM	WCCO-AM
2 KSTP-AM	KSTP-AM	KSTP-FM
3 KSTP-FM	KQRS-FM	KSTP-AM
4 KQRS-FM	WCCO-AM	KQRS-FM
5 WCCO-FM	KSTP-AM	WCCO-AM
6 KDWB-AM	WCCO-FM	WDGY-AM
7 WDGY-AM	WDGY-AM	WCCO-FM
8 WLOL-FM	KDWB-AM	KDWB-AM
9 KDWB-FM	WLOL-FM	WWTC-AM
10 KEEY-FM	KEEY-FM	WLOL-FM

M-F, 3-7pm

1 WCCO-AM	KQRS-FM	KSTP-FM
2 KQRS-FM	KSTP-FM	KSTP-FM
3 KSTP-FM	WDGY-AM	WDGY-AM
4 WCCO-FM	WCCO-AM	WCCO-AM
5 KSTP-AM	WCCO-FM	KSTP-AM
6 KDWB-AM	WCCO-FM	KSTP-AM
7 WDGY-AM	KDWB-AM	KDWB-AM
8 WLOL-FM	KDWB-FM	WLOL-FM
9 KDWB-FM	WLOL-FM	WCCO-FM
10 KEEY-FM	KDWB-FM	KDWB-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 8205

	A/M '79	O/N '79	A/M '80
1 WCCO-AM		WCCO-AM	WCCO-AM
2 WDGY-AM		KSTP-FM	KSTP-FM
3 WCCO-FM		WDGY-AM	WDGY-AM
4 WYLF-FM		KEEY-FM	KSTP-AM
5 KSTP-FM		WCCO-FM	WCCO-FM
6 KEEY-FM		KSTP-AM	KEEY-FM
7 KDWB-AM		WYLF-FM	WYLF-FM
8 KSTP-AM		KDWB-AM	WWTC-AM
9 WYLF-AM		KQRS-FM	WLOL-FM
10 KQRS-FM		WYLF-AM	KQRS-FM

M-F, 6-10am

1 WCCO-AM	WCCO-AM	WCCO-AM
2 WCCO-FM	KSTP-FM	WDGY-AM
3 WCCO-FM	KSTP-AM	KSTP-FM
4 WYLF-FM	WCCO-FM	KSTP-AM
5 KSTP-FM	KEEY-FM	WCCO-FM
6 KEEY-FM	KSTP-AM	KEEY-FM
7 KDWB-AM	WYLF-FM	WYLF-FM
8 KSTP-AM	WYLF-FM	WYLF-FM
9 WYLF-AM	KDWB-AM	WWTC-AM
10 WLOL-FM	WYLF-AM	WYLF-FM

M-F, 3-7pm

1 WCCO-AM	WCCO-AM	WCCO-AM
2 WCCO-FM	KSTP-FM	WDGY-AM
3 WCCO-FM	KSTP-AM	KSTP-FM
4 WDGY-AM	WCCO-FM	KSTP-AM
5 KSTP-AM	KEEY-FM	WCCO-FM
6 KDWB-AM	KEEY-FM	WCCO-FM
7 KSTP-AM	WDGY-AM	WCCO-FM
8 KEEY-FM	WYLF-FM	WYLF-FM
9 WYLF-AM	KDWB-AM	WWTC-AM
10 WLOL-FM	WYLF-AM	WYLF-FM

Minneapolis-St. Paul

Continued

M-F, 3-7pm

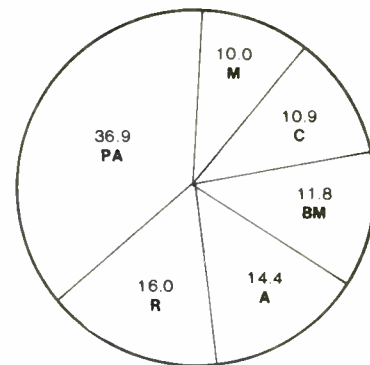
1	WCCO-AM	WCCO-AM	WCCO-AM
2	WDGY-AM	KSTP-FM	WDGY-AM
3	KSTP-FM	WDGY-AM	KSTP-FM
4	WCCO-FM	KSTP-AM	KEEY-FM
5	KEEY-FM	KEEY-FM	WAYL-FM
6	WAYL-FM	WCCO-FM	WWTG-AM
7	KSTP-AM	KQRS-FM	KSTP-AM
8	KDWB-AM	WAYL-FM	WCCO-FM
9	WAYL-AM	KDWB-AM	KQRS-FM
10	KQRS-FM	WAYL-AM	WLOL-FM

Format Penetration Chart

Based On Total Persons 12 +
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight

Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk



Kansas City

Continued from Page 120

M-F, 6-10am

1	KMBZ-AM	WDAF-AM	WDAF-AM
2	WDAF-AM	KMBZ-AM	WHB-AM
3	KCHO-AM	KCHO-AM	KMBZ-AM
4	KMBR-FM	WHB-AM	KMBR-FM
5	WHB-AM	KMBR-FM	KCMO-AM
6	KYYS-FM	KCEZ-FM	KYYS-FM
7	KCKN-FM	KYYS-FM	KCKN-FM
8	KCEZ-FM	KCKN-FM	KCEZ-FM
9	KUDL-FM	KUDL-FM	KUDL-FM
10	KBEQ-FM	KBEQ-FM	KPRS-FM

M-F, 3-7pm

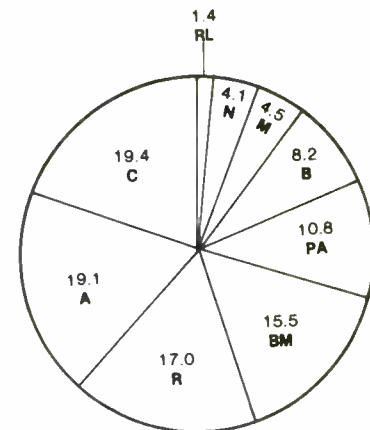
1	KMBZ-AM	WDAF-AM	WDAF-AM
2	WDAF-AM	WHB-AM	WHB-AM
3	KMBR-FM	KMBR-FM	KMBZ-AM
4	KCMO-AM	KMBZ-AM	KMBR-FM
5	WHB-AM	KCEZ-FM	KYYS-FM
6	KCEZ-FM	KCHO-AM	KCMO-AM
7	KCKN-FM	KYYS-FM	KCKN-FM
8	KBEQ-FM	KUDL-FM	KCEZ-FM
9	KPRS-FM	KCKN-FM	KUDL-FM
10	KUDL-FM	KJLA-AM	KJLA-AM

Format Penetration Chart

Based On Total Persons 12 +
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight

Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk



Miami

Continued from Page 145

M-F, 6-10am

1	WQBA-AM	WQBA-AM	WHYI-FM
2	WHYI-FM	WIOD-AM	WQBA-AM
3	WCMQ-AM	WINZ-AM	WRHC-AM
4	WINZ-AM	WHYI-FM	WINZ-AM
5	WOCN-AM	WRHC-AM	WEDR-FM
6	WGBS-AM	WEDR-FM	WOCN-AM
7	WAXY-FM	WWWL-FM	WGBS-AM
8	WAIA-FM	WAXY-FM	WWOK-AM
9	WQAM-AM	WQAM-AM	WAIA-FM
10	WCMQ-FM	WWOK-AM	WWWL-FM

M-F, 3-7pm

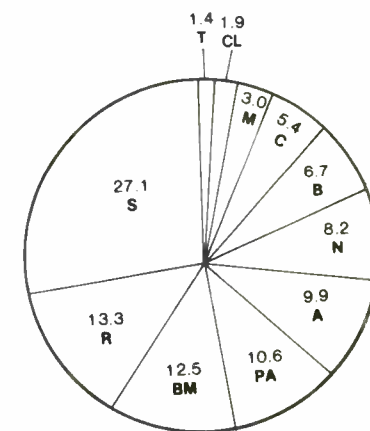
1	WHYI-FM	WQBA-AM	WHYI-FM
2	WCMQ-FM	WHYI-FM	WQBA-AM
3	WQBA-AM	WINZ-AM	WAXY-FM
4	WCMQ-AM	WLYF-FM	WEDR-FM
5	WAXY-FM	WWWL-FM	WAIA-FM
6	WAIA-FM	WEDR-FM	WRHC-AM
7	WINZ-AM	WQBA-FM	WWWL-FM
8	WSDO-FM	WCMQ-FM	WQBA-FM
9	WLYF-FM	WIOD-AM	WWOK-AM
10	WMJX-FM	WWOK-AM	WINZ-AM

Format Penetration Chart

Based On Total Persons 12 +
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight

Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk



Milwaukee

Continued from Page 148

M-F, 3-7pm

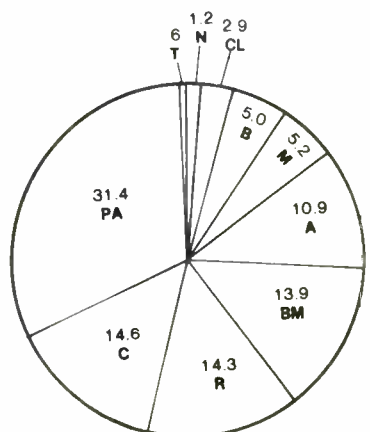
1	WTHJ-AM	WTHJ-AM	WTHJ-AM
2	WISN-AM	WISN-AM	WISN-AM
3	WEZQ-FM	WBSC-FM	WEZW-FM
4	WOKY-AM	WEZW-FM	WBSC-FM
5	WBSC-FM	WOKY-AM	WOKY-AM
6	WZUU-FM	WZUU-FM	WZUU-FM
7	WLPX-FM	WQFM-FM	WLPX-FM
8	WEMP-AM	WFMR-FM	WBSC-AM
9	WBSC-AM	WLPX-FM	WWTI-FM
10	WQFM-FM	WWTI-FM	WFMR-FM

Format Penetration Chart

Based On Total Persons 12 +
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight

Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk



Mobile

METRO RANK

82

A/M '80 Market Overview

A noticeably-increased diary return and the resurgence of **WKRG-FM** were the highlights in this market. Overall in-tab was up 22%, making the results in this report more reliable than the data from the O/N '79 survey.

WKRG-FM rebounded to the top spot in the market. The station attracted a more substantial male audience this sweep while keeping a good core of women 25-34. That 25-34 group not only helped **WKRG-FM** lead the 18-34 demos but also boosted it to number two in the 25-54 breakouts. The ad campaign for **WKRG-FM** was boosted by a slightly higher budget this time, with efforts concentrated on TV and billboards. The "Cash Call" promotion was used on-air.

While **WKRG-FM** was leading the 18-34 demo with a 20 share, **WABB-FM** was a close runner-up, one share behind. However, **WABB-FM** saw its numbers drop from just under 30 in the O/N '79 report. The station's female and teen audiences were stable, but the young male share was cut almost in half.

Two stations ending up in double digits 18-34 were Black-formatted **WBLX** and Country **WKSJ-FM**. **WKSJ-FM** added more than seven shares to edge over 16, while **WBLX** moved up to a mid-11 share. Overall listening in the 18-34 adults cell was down in this sweep, compared to the fall book.

WKSJ-FM led the 25-54 pack by a significant margin. **WKSJ-FM** had more than a 23 share, up from a 14 share in the fall. The other double digit stations in the 25-54 cell were **WKRG-FM**, with a mid-14 share, and **WABB-FM**, with a mid-12 showing.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight				
POP(00): 3554				
	A/M '79	O/N '79	A/M '80	
1	WKRG-FM	14.7	WABB-FM	17.8
2	WBLX-FM	11.8	WKRG-FM	16.6
3	WKSJ-FM	11.2	WKRG-FM	11.2
4	WLPF-FM	11.0	WKSJ-FM	9.3
5	WABB-FM	10.6	WLPF-FM	8.0
6	WUNI-AM	9.8	WBLX-FM	7.9
7	WKRG-FM	7.1	WGOK-AM	7.3
8	WGOK-AM	6.1	WABB-AM	5.4
9	WABB-AM	5.3	WUNI-AM	4.5
10	WMOB-AM	3.9	WMOB-AM	2.2
11	WKSJ-AM	1.6	WHP-AM	2.2
12	WMOB-AM	1.4	WKSJ-AM	1.3
13	WHSF-FM	1.4	WJLO-AM	0.6
14	WJLO-AM	0.8	WJL-AM	0.6
15	WJL-AM	0.4	WMOB-AM	0.6
16			WHSF-FM	0.4

Average Persons Trends/Rankings

Total 12+				
M-S, 6am-Midnight				
POP(00): 3554				
	A/M '79	O/N '79	A/M '80	
1	WKRG-FM	72	WABB-FM	95
2	WBLX-FM	58	WKRG-FM	89
3	WKSJ-FM	55	WKRG-FM	60
4	WLPF-FM	54	WKSJ-FM	50
5	WABB-FM	52	WLPF-FM	43

M-F, 6-10am				
1	WKRG-FM		WKRG-AM	WKSJ-FM
2	WKSJ-FM		WABB-FM	WKRG-FM
3	WUNI-AM		WKRG-FM	WKRG-AM
4	WKRG-AM		WKSJ-FM	WABB-FM
5	WLPF-FM		WLPF-FM	WBLX-FM

M-F, 3-7pm				
1	WKRG-FM		WABB-FM	WKRG-FM
2	WABB-FM		WKRG-FM	WKSJ-FM
3	WBLX-FM		WBLX-FM	WABB-FM
4	WLPF-FM		WKRG-AM	WBLX-FM
5	WUNI-AM		WLPF-FM	WLPF-FM

Teens				
M-S, 6am-Midnight				
POP(00): 515				
	A/M '79	O/N '79	A/M '80	
1	WKRG-FM		WABB-FM	WABB-FM
2	WABB-FM		WKRG-FM	WKRG-FM
3	WBLX-FM		WBLX-FM	WBLX-FM

M-F, 6-10am				
1	WKRG-FM		WABB-FM	WKRG-FM
2	WABB-FM		WKRG-FM	WKSJ-FM
3	WBLX-FM		WBLX-FM	WBLX-FM

M-F, 3-7pm					
1	WABB-FM		WKRG-FM		WABB-FM
2	WBLX-FM		WABB-FM		WKRG-FM
3	WKRG-FM		WBLX-FM		WBLX-FM

Adults 18-34					
M-S, 6am-Midnight					
POP(00): 1252					
	A/M '79	O/N '79	A/M '80		A/M '80
1	WKRG-FM		WABB-FM		WKRG-FM
2	WABB-FM		WKRG-FM		WABB-FM
3	WBLX-FM		WBLX-FM		WKSJ-FM
4	WKSJ-FM		WKSJ-FM		WBLX-FM
5	WUNI-AM		WABB-FM		WGOK-AM

M-F, 6-10am					
1	WKRG-FM		WABB-FM		WKSJ-FM
2	WABB-FM		WKRG-FM		WABB-FM
3	WKSJ-FM		WKSJ-FM		WKRG-FM
4	WBLX-FM		WABB-FM		WBLX-FM
5	WUNI-AM		WBLX-FM		WABB-FM

M-F, 3-7pm					
1	WABB-FM		WABB-FM		WKRG-FM
2	WKRG-FM		WKRG-FM		WABB-FM
3	WBLX-FM		WBLX-FM		WKSJ-FM
4	WKSJ-FM		WABB-FM		WBLX-FM
5	WABB-FM		WKSJ-FM		WABB-FM

Adults 25-54					
M-S, 6am-Midnight					
POP(00): 1640					
	A/M '79	O/N '79	A/M '80		A/M '80
1	WKSJ-FM		WABB-FM		WKSJ-FM
2	WUNI-AM		WKRG-FM		WKRG-FM
3	WKRG-FM		WKSJ-FM		WABB-FM
4	WBLX-FM		WLPF-FM		WLPF-FM
5	WKRG-FM		WKRG-FM		WKRG-FM

M-F, 6-10am					
1	WUNI-AM		WKSJ-FM		WKSJ-FM
2	WKSJ-FM		WABB-FM		WKRG-FM
3	WKRG-FM		WKRG-FM		WKRG-FM
4	WKRG-FM		WKRG-FM		WABB-FM
5	WBLX-FM		WLPF-FM		WABB-FM

M-F, 3-7pm					
1	WUNI-AM		WKRG-FM		WKSJ-FM
2	WKSJ-FM		WABB-FM		WKRG-FM
3	WLPF-FM		WKSJ-FM		WABB-FM
4	WABB-FM		WBLX-FM		WLPF-FM
5	WABB-FM		WLPF-FM		WABB-FM

Cume Persons Trends/Rankings

Total 12+						
M-S, 6am-Midnight						
POP(00): 3554						
	A/M '79	O/N '79	A/M '80		A/M '80	
1	WKRG-FM	1095	WKRG-FM	1291	WKRG-FM	1194
2	WABB-FM	776	WABB-FM	1069	WABB-FM	1062
3	WBLX-FM	715	WKRG-FM	784	WKSJ-FM	792
4	WABB-FM	696	WKSJ-FM	715	WBLX-FM	689
5	WUNI-AM	638	WABB-FM	693	WKRG-FM	641

M-F, 6-10am					
1	WKRG-FM		WKRG-FM		WKRG-FM
2	WKSJ-FM		WABB-FM		WKSJ-FM
3	WBLX-FM		WKRG-FM		WABB-FM
4	WABB-FM		WKSJ-FM		WKRG-FM
5	WKRG-FM		WBLX-FM		WBLX-FM

M-F, 3-7pm					
1	WKRG-FM		WKRG-FM		WKRG-FM
2	WBLX-FM		WABB-FM		WKRG-FM
3	WABB-FM		WBLX-FM		WKSJ-FM
4	WUNI-AM		WKSJ-FM		WBLX-FM
5	WABB-FM		WABB-FM		WKRG-FM

Teens					
M-S, 6am-Midnight					
POP(00): 515					
	A/M '79	O/N '79	A/M '80		A/M '80
1	WKRG-FM		WKRG-FM		WABB-FM
2	WABB-FM		WABB-FM		WKRG-FM
3	WBLX-FM		WBLX-FM		WBLX-FM

M-F, 6-10am					
1	WKRG-FM		WKRG-FM		WKRG-FM
2	WABB-FM		WABB-FM		WABB-FM
3	WABB-FM		WBLX-FM		WBLX-FM

M-F, 3-7pm					
1	WABB-FM		WKRG-FM		WABB-FM
2	WKRG-FM		WABB-FM		WKRG-FM
3	WBLX-FM		WBLX-FM		WBLX-FM

Adults 18-34					
M-S, 6am-Midnight					
POP(00): 1252					
	A/M '79	O/N '79	A/M '80		A/M '80
1	WKRG-FM		WKRG-FM		WKRG-FM
2	WABB-FM		WKSJ-FM		WABB-FM
3	WABB-FM		WABB-FM		WKSJ-FM
4	WBLX-FM		WKSJ-FM		WBLX-FM
5	WKSJ-FM		WBLX-FM		WABB-FM

M-F, 6-10am					
1	WKRG-FM		WABB-FM		WKRG-FM
2	WABB-FM		WKPG-FM		WABB-FM
3	WABB-FM		WABB-FM		WKSJ-FM
4	WBLX-FM		WBLX-FM		WABB-FM
5	WKSJ-FM		WKSJ-FM		WBLX-FM

M-F, 3-7pm					
1	WKRG-FM		WKRG-FM		WKRG-FM
2	WABB-FM		WABB-FM		WABB-FM
3	WBLX-FM		WBLX-FM		WKSJ-FM
4	WABB-FM		WABB-FM		WBLX-FM
5	WUNI-AM		WKSJ-FM		WABB-FM

Adults 25-54

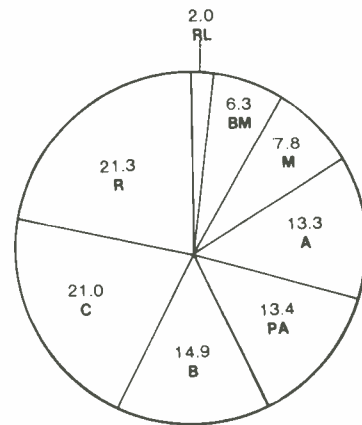
M-S, 6am-Midnight					
POP(00): 1640					
	A/M '79	O/N '79	A/M '80		A/M '80
1	WKRG-FM		WKRG-FM		WKSJ-FM
2	WUNI-AM		WABB-FM		WKRG-FM
3	WKSJ-FM		WKSJ-FM		WABB-FM
4	WABB-FM		WKRG-FM		WKRG-FM
5	WKRG-FM		WABB-FM		WABB-FM

M-F, 6-10am					
1	WKSJ-FM		WKSJ-FM		WKSJ-FM
2	WUNI-AM		WKPG-FM		WKRG-FM
3	WKRG-FM		WABB-FM		WKRG-FM
4	WKRG-FM		WKSJ-FM		WABB-FM
5	WABB-FM		WABB-FM		WKRG-FM

M-F, 3-7pm					
1	WUNI-AM		WKPG-FM		WKRG-FM
2	WKRG-FM		WABB-FM		WKSJ-FM
3	WKSJ-FM		WKSJ-FM		WABB-FM
4	WBLX-FM		WLPF-FM		WLPF-FM
5	WABB-FM		WUNI-AM		WABB-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

TM Productions for:
Total Marketing
Plans!



1349 Regal Row • Dallas, Texas 75247 • (214) 634-8511

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Modesto

METRO RANK

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Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2023

	A/M '78	A/M '79	A/M '80
1 KFIV-AM	13.8	KFIV-AM	10.0
2 KFIV-FM	8.9	KTRB-AM	10.0
3 KTRB-AM	6.7	KNBR-AM	8.2
4 KNBR-AM	6.7	KFIV-FM	7.5
5 KBEE-FM	6.3	KMIX-FM	7.5
6 KRAK-AM	5.9	KBEE-FM	7.1
7 KCBS-AM	5.6	KRAK-AM	5.0
8 KFYE-FM	5.6	KFRC-AM	4.3
9 KOSO-FM	5.2	KFYE-FM	3.9
10 KMYT-FM	4.1	KCBS-AM	3.6
11 KFRC-AM	3.3	KCEY-AM	2.9
12 KCFY-AM	3.0	KBEE-FM	2.5
13 KMIX-FM	3.0	KOSO-FM	2.5
14 KLOC-AM	2.2	KAMB-FM	2.5
15 KAMB-FM	1.9	KMYT-FM	2.5
16 KHOP-FM	1.5	KHOP-FM	2.1
17 KBEE-FM	1.1	KSRT-FM	2.1
18 KMJ-AM	1.1	KLOC-AM	1.4
19 KJOY-AM	0.7	KSFO-AM	1.4
20 KSFO-AM	0.7	KMJ-AM	1.4
21 KJBB-FM	0.4	KOKK-FM	1.4
22		KCBS-FM	0.7
23		KJBB-FM	0.7
24		KGO-AM	0.4
25		KJOY-AM	0.4

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2023

	A/M '78	A/M '79	A/M '80
1 KFIV-AM	37	KFIV-AM	2R
2 KFIV-FM	24	KTRB-AM	2R
3 KTRB-AM	1R	KNBR-AM	2R
4 KNBR-AM	1R	KFIV-FM	21
5 KBEE-FM	17	KMIX-FM	21

M-F, 6-10am

1 KFIV-AM	KTRB-AM	KTRB-AM
2 KTRB-AM	KFIV-AM	KCEY-AM
3 KCBS-AM	KNBR-AM	KCBS-AM
4 KNBR-AM	KCBS-AM	KBEE-FM
5 KRAK-AM	KRAK-AM	KFIV-AM

M-F, 3-7pm

1 KFIV-AM	KFIV-AM	KHOP-FM
2 KFIV-FM	KFIV-FM	KBEE-FM
3 KFYE-FM	KNBR-AM	KFIV-FM
4 KBEE-FM	KMIX-FM	KMYT-FM
5 KRAK-AM	KFRC-AM	KMIX-FM

Teens

M-S, 6am-Midnight

PDP(00): 269

	A/M '78	A/M '79	A/M '80
1 KFIV-AM	KFIV-AM	KHOP-FM	
2 KFIV-FM	KMIX-FM	KFIV-FM	
3 KFRC-AM	KFIV-FM	KFIV-AM	

M-F, 6-10am

1 KFIV-AM	KFIV-AM	KHOP-FM
2 KFIV-FM	KMIX-FM	KFIV-AM
3 KFRC-AM	KFYE-FM	KFIV-FM

M-F, 3-7pm

1 KFIV-AM	KFRC-AM	KHOP-FM
2 KFIV-FM	KFIV-AM	KFIV-FM
3 KFYE-FM	KFIV-FM	KMIX-FM

Adults 18-34

M-S, 6am-Midnight

PDP(00): 691

	A/M '78	A/M '79	A/M '80
1 KFIV-AM	KFIV-AM	KOSO-FM	
2 KFYE-FM	KMIX-FM	KFIV-FM	
3 KFIV-FM	KFIV-FM	KMIX-FM	
4 KBEE-FM	KFRC-AM	KHOP-FM	
5 KFRC-AM	KFYE-FM	KFIV-AM	

M-F, 6-10am

1 KFIV-AM	KFIV-AM	KOSO-FM
2 KNBR-AM	KFRC-AM	KFIV-AM
3 KFIV-FM	KFIV-FM	KHOP-FM
4 KBEE-FM	KMIX-FM	KMIX-FM
5 KRAK-AM	KRAK-AM	KAMB-FM

M-F, 3-7pm

1 KFIV-AM	KFIV-AM	KMIX-FM
2 KFYE-FM	KFIV-FM	KHOP-FM
3 KFIV-FM	KMIX-FM	KOSO-FM
4 KFRC-AM	KFRC-AM	KFIV-FM
5 KBEE-FM	KNBR-AM	KTRB-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 917

	A/M '78	A/M '79	A/M '80
1 KFIV-AM	KTRB-AM	KBEE-FM	
2 KNBR-AM	KNBR-AM	KNBR-AM	
3 KBEE-FM	KFIV-FM	KTRB-AM	
4 KRAK-AM	KRAK-AM	KCEY-AM	
5 KFIV-FM	KFIV-AM	KMYT-FM	

M-F, 6-10am

1 KNBR-AM	KTRB-AM	KCFY-AM
2 KFIV-AM	KNBR-AM	KTRB-AM
3 KTRB-AM	KFIV-AM	KFIV-AM
4 KBEE-FM	KRAK-AM	KBEE-FM
5 KCBS-AM	KFIV-FM	KNBR-AM

M-F, 3-7pm

1 KBEE-FM	KFIV-FM	KBEE-FM
2 KFIV-AM	KNBR-AM	KTRB-AM
3 KFYE-FM	KRAK-AM	KMYT-FM
4 KRAK-AM	KFIV-AM	KNBR-AM
5 KOSO-FM	KTRB-AM	KFIV-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2023

	A/M '78	A/M '79	A/M '80
1 KFIV-AM	602	KFIV-AM	491
2 KFIV-FM	304	KNBR-AM	393
3 KTRB-AM	302	KFIV-FM	375
4 KRAK-AM	258	KTRB-AM	336
5 KFRC-AM	237	KMIX-FM	306

M-F, 6-10am

1 KFIV-AM	KFIV-AM	KFIV-AM
2 KTRB-AM	KTRB-AM	KTRB-AM
3 KNBR-AM	KNBR-AM	KCBS-AM
4 KFIV-FM	KFIV-FM	KHOP-FM
5 KCBS-AM	KMIX-FM	KCFY-AM

M-F, 3-7pm

1 KFIV-AM	KFIV-AM	KHOP-FM
2 KFIV-FM	KFIV-FM	KMIX-FM
3 KPAK-AM	KNBR-AM	KFIV-FM
4 KFRC-AM	KMIX-FM	KFIV-AM
5 KBEE-FM	KRAK-AM	KBEE-FM

Teens

M-S, 6am-Midnight

POP(00): 269

	A/M '78	A/M '79	A/M '80
1 KFIV-AM	KFIV-AM	KHOP-FM	
2 KFIV-FM	KFIV-FM	KFIV-FM	
3 KFRC-AM	KMIX-FM	KFIV-AM	

M-F, 6-10am

1 KFIV-AM	KFIV-AM	KHOP-FM
2 KFRC-AM	KFIV-FM	KFIV-FM
3 KFIV-FM	KMIX-FM	KFIV-FM

M-F, 3-7pm

1 KFIV-AM	KFIV-AM	KHOP-FM
2 KFIV-FM	KFIV-FM	KFIV-FM
3 KFRC-AM	KMIX-FM	KFIV-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 691

	A/M '78	A/M '79	A/M '80
1 KFIV-AM	KFIV-AM	KMIX-FM	
2 KFRC-AM	KFIV-FM	KFIV-AM	
3 KFIV-FM	KMIX-FM	KHOP-FM	
4 KFYE-FM	KFRC-AM	KFIV-FM	
5 KNBR-AM	KFYE-FM	KOSO-FM	

M-F, 6-10am

1 KFIV-AM	KFIV-AM	KFIV-AM
2 KNBR-AM	KFRC-AM	KMIX-FM
3 KFIV-FM	KMIX-FM	KHOP-FM
4 KFRC-AM	KFIV-FM	KFIV-FM
5 KFYE-FM	KFYE-FM	KOSO-FM

M-F, 3-7pm

1 KFIV-AM	KFIV-AM	KMIX-FM
2 KFIV-FM	KFIV-FM	KHOP-FM
3 KFRC-AM	KMIX-FM	KFIV-FM
4 KFYE-FM	KFRC-AM	KOSO-FM
5 KBEE-FM	KNBR-AM	KFIV-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 917

	A/M '78	A/M '79	A/M '80
1 KFIV-AM	KNBR-AM	KNBR-AM	
2 KRAK-AM	KRAK-AM	KBEE-FM	
3 KNBR-AM	KFIV-AM	KCFY-AM	
4 KBEE-FM	KFIV-FM	KFIV-AM	
5 KTRB-AM	KTRB-AM	KTRB-AM	

M-F, 6-10am

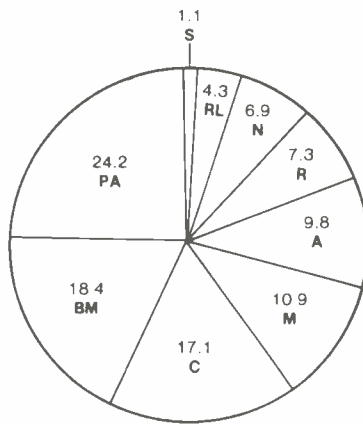
1 KFIV-AM	KFIV-AM	KCFY-AM
2 KNBR-AM	KTRB-AM	KTRB-AM
3 KTRB-AM	KNBR-AM	KCBS-AM
4 KRAK-AM	KRAK-AM	KFIV-AM
5 KBEE-FM	KFIV-FM	KNBR-AM

M-F, 3-7pm

1 KFIV-AM	KPAK-AM	KBEE-FM
2 KRAK-AM	KNBR-AM	KNBR-AM
3 KBEE-FM	KFIV-FM	KMIX-FM
4 KNBR-AM	KFIV-AM	KTRB-AM
5 KFRC-AM	KMIX-FM	KCBS-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusical, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Montgomery

METRO RANK

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Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 2107

	A/M '78	A/M '79	A/M '80
1 WHHY-AM	21.7	WHHY-FM	20.3
2 WHHY-FM	11.1	WHHY-AM	17.9
3 WLWI-FM	10.2	WREZ-FM	10.3
4 WBAM-AM	9.6	WLWI-FM	9.6
5 WREZ-FM	7.1	WBAM-AM	7.9
6 WLSQ-AM	6.5	WQIM-FM	7.6
7 WMCY-AM	6.2	WXVI-AM	5.2
8 WXVI-AM	5.9	WBAM-FM	4.5
9 WCOV-AM	5.0	WCOV-AM	3.8
10 WBIL-AM	4.6	WLSQ-AM	3.4
11 WQIM-FM	1.9	WMCY-AM	2.1
12 WQTY-AM	1.9	WABT-AM	1.6
13 WTLS-AM	1.2	WBIL-AM	0.6
14 WETU-AM	0.6		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2107

	A/M '78	A/M '79	A/M '80
1 WHHY-AM	70	WHHY-FM	59
2 WHHY-FM	36	WHHY-AM	52
3 WLWI-FM	33	WREZ-FM	30
4 WBAM-AM	31	WLWI-FM	28
5 WREZ-FM	23	WBAM-AM	23

M-F, 6-10am

1 WHHY-AM	WHHY-AM	WHHY-AM
2 WHHY-FM	WHHY-FM	WLWI-FM
3 WLWI-FM	WHHY-FM	WHHY-FM
4 WXVI-AM	WREZ-FM	WXVI-AM
5 WBAM-AM	WBAM-AM	WBAM-AM

M-F, 3-7pm

1 WHHY-AM	WHHY-FM	WHHY-AM
2 WLWI-FM	WHHY-AM	WHHY-FM
3 WHHY-FM	WREZ-FM	WHHY-FM
4 WBAM-AM	WQIM-FM	WQIM-FM
5 WLSQ-AM	WLWI-FM	WREZ-FM

Teens

M-S, 6am-Midnight

POP(00): 292

	A/M '78	A/M '79	A/M '80
1 WHHY-AM	WHHY-FM	WHHY-FM	
2 WLSQ-AM	WHHY-AM	WHHY-AM	
3 WHHY-FM	WQIM-FM	WQIM-FM	

M-F, 6-10am

1 WHHY-AM	WHHY-AM	WHHY-AM
2 WLSQ-AM	WHHY-FM	WHHY-FM
3 WHHY-FM	WQIM-FM	WXVI-AM

M-F, 3-7pm

1 WHHY-AM	WHHY-FM	WHHY-FM
2 WLSQ-AM	WQIM-FM	WHHY-AM
3 WXVI-AM	WHHY-AM	WQIM-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 740

	A/M '78	A/M '79	A/M '80
1 WHHY-AM	WHHY-FM	WHHY-FM	
2 WHHY-FM	WHHY-AM	WLWI-FM	
3 WLWI-FM	WLWI-FM	WHHY-AM	
4 WBAM-AM	WQIM-FM	WQIM-FM	
5 WBIL-AM	WXVI-AM	WBAM-FM	

M-F, 6-10am

1 WHHY-AM	WHHY-AM	WHHY-AM
2 WHHY-FM	WHHY-FM	WLWI-FM
3 WLWI-FM	WLWI-FM	WHHY-FM
4 WBAM-AM	WXVI-AM	WXVI-AM
5 WBIL-AM	WQIM-FM	WBAM-FM

M-F, 3-7pm

1 WLWI-FM	WHHY-FM	WLWI-FM
2 WHHY-AM	WHHY-AM	WQIM-FM
3 WHHY-FM	WQIM-FM	WHHY-AM
4 WBAM-AM	WLWI-FM	WHHY-FM
5 WBIL-AM	WREZ-FM	WBAM-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 979

	A/M '78	A/M '79	A/M '80
1 WHHY-AM	WHHY-AM	WLWI-FM	
2 WLWI-FM	WHHY-FM	WHHY-AM	
3 WBAM-AM	WLWI-FM	WREZ-FM	
4 WHHY-FM	WREZ-FM	WHHY-FM	
5 WREZ-FM	WBAM-AM	WQIM-FM	

M-F, 6-10am

1 WHHY-AM	WHHY-AM	WLWI-FM
2 WHHY-FM	WHHY-FM	WHHY-AM
3 WLWI-FM	WLWI-FM	WHHY-FM
4 WBAM-AM	WREZ-FM	WREZ-FM
5 WXVI-AM	WBAM-AM	WXVI-AM

M-F, 3-7pm

1 WHHY-AM	WHHY-AM	WLWI-FM
2 WLWI-FM	WHHY-FM	WHHY-AM
3 WHHY-FM	WLWI-FM	WHHY-FM
4 WBAM-AM	WREZ-FM	WREZ-FM
5 WXVI-AM	WBAM-AM	WXVI-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2107

	A/M '78	A/M '79	A/M '80
1 WHHY-AM	898	WHHY-AM	754
2 WHHY-FM	505	WHHY-FM	668
3 WLWI-FM	447	WREZ-FM	361
4 WBAM-AM	346	WLWI-FM	354
5 WXVI-AM	336	WQIM-FM	320

M-F, 6-10am

1 WHHY-AM	WHHY-AM	WHHY-AM
2 WHHY-FM	WHHY-FM	WHHY-FM
3 WLWI-FM	WHHY-FM	WHHY-FM
4 WLSQ-AM	WREZ-FM	WXVI-AM
5 WXVI-AM	WBAM-AM	WBAM-FM

M-F, 3-7pm

1 WHHY-AM	WHHY-FM	WHHY-AM
2 WLWI-FM	WHHY-AM	WHHY-AM
3 WHHY-FM	WQIM-FM	WHHY-FM
4 WLSQ-AM	WREZ-FM	WQIM-FM
5 WBAM-AM	WLWI-FM	WCOV-AM

Teens

M-S, 6am-Midnight

POP(00): 292

	A/M '78	A/M '79	A/M '80
1 WHHY-AM	WHHY-FM	WHHY-FM	
2 WLSQ-AM	WHHY-AM	WHHY-AM	
3 WHHY-FM	WQIM-FM	WQIM-FM	

M-F, 6-10am

1 WHHY-AM	WHHY-FM	WHHY-FM
2 WLSQ-AM	WHHY-AM	WHHY-AM
3 WHHY-FM	WLSQ-AM	WBAM-FM

M-F, 3-7pm

1 WHHY-AM	WHHY-FM	WHHY-FM
2 WLSQ-AM	WQIM-FM	WHHY-AM
3 WXVI-AM	WHHY-AM	WQIM-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 740

	A/M '78	A/M '79	A/M '80
1 WHHY-AM	WHHY-FM	WHHY-FM	
2 WHHY-FM	WHHY-AM	WHHY-AM	
3 WLWI-FM	WLWI-FM	WLWI-FM	
4 WXVI-AM	WQIM-FM	WBAM-FM	
5 WLSQ-AM	WXVI-AM	WQIM-FM	

M-F, 6-10am

1 WHHY-AM	WHHY-FM	WHHY-AM
2 WHHY-FM	WHHY-AM	WHHY-FM
3 WLWI-FM	WQIM-FM	WLWI-FM
4 WLSQ-AM	WLWI-FM	WBAM-FM
5 WXVI-AM	WBAM-AM	WXVI-AM

M-F, 3-7pm

1 WHHY-AM	WHHY-FM	WHHY-FM
2 WLWI-FM	WHHY-AM	WHHY-AM
3 WHHY-FM	WQIM-FM	WLWI-FM
4 WXVI-AM	WLWI-FM	WQIM-FM
5 WLSQ-AM	WLSQ-AM	WBAM-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 979

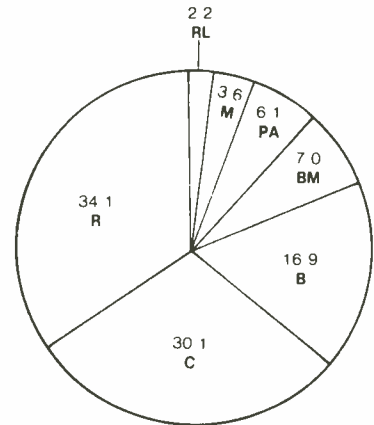
	A/M '78	A/M '79	A/M '80
1 WHHY-AM	WHHY-AM	WHHY-AM	
2 WLWI-FM	WHHY-FM	WLWI-FM	
3 WHHY-FM	WLWI-FM	WHHY-FM	
4 WBAM-AM	WREZ-FM	WREZ-FM	
5 WXVI-AM	WBAM-AM	WXVI-AM	

M-F, 6-10am

1 WHHY-AM	WHHY-AM	WHHY-AM
2 WHHY-FM	WHHY-FM	WLWI-FM
3 WLWI-FM	WHHY-FM	WHHY-FM
4 WBAM-AM	WREZ-FM	WXVI-AM
5 WXVI-AM	WBAM-AM	WREZ-FM

M-F, 3-7pm

1 WHHY-AM	WHHY-AM	WLWI-FM
2 WLWI-FM	WHHY-FM	WHHY-AM
3 WHHY-FM	WLWI-FM	WHHY-FM
4 WBAM-AM	WBAM-AM	WREZ-FM
5 WREZ-FM	WREZ-FM	WCOV-AM



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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METRO RANK

46

4/11 '80 Market Overview

The Expanded Sample Frame hit Nashville hard as it swept in its debut in the market. Although Arbitron estimated that approximately 28% of the metro households were not available through the phone directories, the firm received 40% of its total metro in-addr from ESF homes. As in many cases when ESF is first used in a market where there is an ethnic station, that station increased dramatically. That may have been the case with **WVOL**, which rose 68% in this survey. **WSEZ**, the Beautiful Music station that had led overall in the last two books, slipped to third, while Country **WSIX-FM** improved its 25-54 share a jump into second place.

WVOL scored impressive gains in teens and young males. In 18-34's it leapt from a 7 share to more than 13. It will be interesting to see if the station is able to retain this standing in subsequent surveys, especially if Arbitron is more successful in attaining the 28% figure for ESF in-tab, rather than the 10% obtained this time. AOR station **WKQB** rose about 25% to become the only other station in double digits 18-34. Fellow AOR **WKDF** was fourth 18-34,

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 6655

A/M '79	O/N '79	A/M '80
1 WZEZ-FM 11.3	WZEZ-FM 11.5	WVOL-AM (M) 10.6
2 WLAC-AM 9.5	WSM -AM 10.4	WSIX-FM (C) 9.9
3 WSIX-FM 8.7	WLAC-AM 7.9	WZEZ-FM (M) 9.9
4 WKDF-FM 8.5	WSIX-FM 6.9	WSM -AM (C) 7.8
5 WSM -FM 8.1	WKKX-FM 6.8	WLAC-AM (M) 6.1
6 WSM -AM 7.9	WVOL-AM 6.3	WKKX-FM (M) 6.0
7 WBYO-FM 6.5	WKQB-FM 5.9	WSM -FM (PA) 6.0
8 WKKX-FM 6.1	WSM -FM 5.8	WKOB-FM (A) 5.8
9 WMAK-AM 5.0	WAMB-AM 5.5	WBYO-FM (M) 5.6
10 WVOL-AM 4.6	WSIX-AM 5.1	WKDF-FM (A) 5.2
11 WSIX-AM 3.4	WBYO-FM 4.9	WSIX-AM (PA) 4.2
12 WAMB-AM 3.3	WKDF-FM 4.6	WKDA-AM (C) 3.4
13 WKDA-AM 3.0	WMAK-AM 4.6	WJRB-AM (C) 2.1
14 WKQB-FM 2.8	WKDA-AM 1.9	WAMB-AM (M) 1.7
15 WGNS-AM 1.4	WDKN-AM 1.6	WGNS-AM (M) 1.6
16 WJRB-AM 1.2	WJRB-AM 1.0	WMAK-AM (PA) 1.5
17 WJRB-AM 1.1	WJZO-AM 1.0	WMTS-AM (C) 1.2
18 WDBL-AM 0.4	WMTS-AM 0.9	WDBL-AM (M) 1.0
19 WDBL-FM 0.3	WNAH-AM 0.8	WJRB-AM (M) 0.7
	WGOR-AM 0.7	WJZO-AM (C) 0.6
	WAGG-AM 0.4	WMTS-FM (PA) 0.5
		WDBL-FM (M) 0.3

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6655

A/M '79	O/N '79	A/M '80
1 WZEZ-FM 106	WZEZ-FM 103	WVOL-AM 105
2 WLAC-AM 89	WSM -AM 93	WSIX-FM 99
3 WSIX-FM 82	WLAC-AM 71	WZEF-FM 90
4 WKDF-FM 80	WSIX-FM 62	WSM -AM 78
5 WSM -FM 76	WKKX-FM 61	WLAC-AM 61

M-F, 6-10am

1 WZEZ-FM	WSM -AM	WSM -AM
2 WSM -AM	WZEZ-FM	WSIX-FM
3 WSIX-FM	WSIX-FM	WVOL-AM
4 WLAC-AM	WLAC-AM	WZEZ-FM
5 WSM -FM	WKKX-FM	WBYO-FM

M-F, 3-7pm

1 WKDF-FM	WZEZ-FM	WVOL-AM
2 WLAC-AM	WSM -AM	WZEZ-FM
3 WZEZ-FM	WLAC-AM	WSM -AM
4 WSM -FM	WKKX-FM	WLAC-AM
5 WSIX-FM	WKOB-FM	WSIX-FM

Teens
M-S, 6am-Midnight
POP(00): 828

A/M '79	O/N '79	A/M '80
1 WKKX-FM	WKOB-FM	WKKX-FM
2 WLAC-AM	WKKX-FM	WVOL-AM
3 WBYO-FM	WLAC-AM	WKDF-FM

M-F, 6-10am

1 WKKX-FM	WKKX-FM	WKKX-FM
2 WLAC-AM	WKOB-FM	WVOL-AM
3 WBYO-FM	WLAC-AM	WKDF-FM

M-F, 3-7pm

1 WKKX-FM	WKOB-FM	WVOL-AM
2 WLAC-AM	WKKX-FM	WKKX-FM
3 WBYO-FM	WKKX-FM	WKDF-FM

with a share in the nine range, comparable to its O/N '79 figure.

With the ESF technique retrieving so many more 18-34 diaries in this survey, the above results were to be expected. There may be revisions in the standings as ESF sorts itself out in upcoming surveys, however.

WSIX-FM surpassed **WZEZ** for the 25-54 leadership, its share rising 46%. Biggest jump for **WSIX-FM** came among women listeners, and the station showed an extremely consistent appeal to women in the discrete demos included in the 25-54 cell. The only other double-digit showing in the 25-54 category was **WZEZ**'s. The station's average audience remained stable but the share declined due to increased listening in the demo. **WZEZ** spent more on advertising this survey, with expenditures in TV, various print media, busboards, and billboards. **WZEZ** is **Bonneville**-formatted and used the theme "Blooming With Beautiful Music."

WSM, the Country leader in Nashville, slipped two shares in the 25-54 race, perhaps due to new personalities in several air shifts. Meanwhile, Top 40 leader **WLAC** had a stable book among adults but lost teen audience this survey.

Adults 18-34 M-S, 6am-Midnight POP(00): 2482

A/M '79	O/N '79	A/M '80
1 WKDF-FM	WSM -FM	WVOL-AM
2 WSM -FM	WKKX-FM	WKOB-FM
3 WLAC-AM	WKDF-FM	WSM -FM
4 WBYO-FM	WLAC-AM	WKDF-FM
5 WKKX-FM	WKOB-FM	WLAC-AM

M-F, 6-10am

1 WSM -FM	WSM -FM	WVOL-AM
2 WKDF-FM	WKKX-FM	WBYO-FM
3 WBYO-FM	WSM -AM	WKKX-FM
4 WKKX-FM	WLAC-AM	WSM -FM
5 WLAC-AM	WKDF-FM	WLAC-AM

M-F, 3-7pm

1 WKDF-FM	WSM -FM	WVOL-AM
2 WSM -FM	WKDF-FM	WKOB-FM
3 WLAC-AM	WKKX-FM	WLAC-AM
4 WBYO-FM	WLAC-AM	WSM -FM
5 WKKX-FM	WVOL-AM	WKDF-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 3137

A/M '79	O/N '79	A/M '80
1 WZEZ-FM	WZEZ-FM	WSIX-FM
2 WSIX-FM	WSIX-FM	WZEZ-FM
3 WSM -FM	WSM -AM	WVOL-AM
4 WLAC-AM	WMAK-AM	WSM -AM
5 WSM -AM	WLAC-AM	WSM -FM

M-F, 6-10am

1 WSIX-FM	WSM -AM	WSIX-FM
2 WZEZ-FM	WSIX-FM	WSM -AM
3 WSM -AM	WZEZ-FM	WVOL-AM
4 WSM -FM	WLAC-AM	WZEZ-FM
5 WLAC-AM	WSIX-FM	WBYO-FM

M-F, 3-7pm

1 WSM -FM	WZEZ-FM	WZEZ-FM
2 WZEZ-FM	WSM -AM	WSIX-FM
3 WSIX-FM	WSIX-FM	WVOL-AM
4 WLAC-AM	WSM -FM	WLAC-AM
5 WBYO-FM	WLAC-AM	WSM -FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6655

A/M '79	O/N '79	A/M '80
1 WLAC-AM 1776	WSM -AM 1847	WSM -AM 1571
2 WSM -AM 1326	WLAC-AM 1496	WLAC-AM 1261
3 WSIX-FM 1067	WZEZ-FM 1163	WSIX-FM 1192
4 WZEZ-FM 1036	WSIX-FM 1148	WKKX-FM 1129
5 WBYO-FM 982	WKKX-FM 1088	WZEZ-FM 1032

M-F, 6-10am

1 WLAC-AM	WSM -AM	WSM -AM
2 WSM -AM	WLAC-AM	WSIX-FM
3 WSIX-FM	WZEZ-FM	WKKX-FM
4 WZEZ-FM	WSIX-FM	WVOL-AM
5 WBYO-FM	WSIX-FM	WLAC-AM

M-F, 3-7pm

1 WLAC-AM	WSM -AM	WLAC-AM
2 WSM -AM	WZEZ-FM	WZEZ-FM
3 WBYO-FM	WLAC-AM	WSM -AM
4 WZEZ-FM	WKKX-FM	WVOL-AM
5 WSIX-FM	WSM -FM	WSIX-FM

Teens
M-S, 6am-Midnight
POP(00): 828

A/M '79	O/N '79	A/M '80
1 WLAC-AM	WKKX-FM	WKKX-FM
2 WKKX-FM	WLAC-AM	WLAC-AM
3 WKDF-FM	WKOB-FM	WKOB-FM

M-F, 6-10am

1 WLAC-AM	WKKX-FM	WKKX-FM
2 WKKX-FM	WLAC-AM	WVOL-AM
3 WBYO-FM	WKOB-FM	WLAC-AM

M-F, 3-7pm

1 WLAC-AM	WKKX-FM	WKKX-FM
2 WKKX-FM	WLAC-AM	WVOL-AM
3 WBYO-FM	WKOB-FM	WLAC-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2482

A/M '79	O/N '79	A/M '80
1 WLAC-AM	WLAC-AM	WLAC-AM
2 WBYO-FM	WKKX-FM	WKDF-FM
3 WSM -FM	WSM -FM	WBYO-FM
4 WKKX-FM	WKDF-FM	WKKX-FM
5 WKDF-FM	WSM -AM	WKOB-FM

M-F, 6-10am

1 WSM -FM	WLAC-AM	WBYO-FM
2 WBYO-FM	WSM -FM	WLAC-AM
3 WLAC-AM	WKKX-FM	WKDF-FM
4 WKKX-FM	WSM -AM	WSM -FM
5 WKDF-FM	WKDF-FM	WVOL-AM

M-F, 3-7pm

1 WLAC-AM	WLAC-AM	WLAC-AM
2 WKDF-FM	WSM -FM	WKDF-FM
3 WSM -FM	WKKX-FM	WSM -FM
4 WBYO-FM	WKDF-FM	WKOB-FM
5 WKKX-FM	WSM -AM	WBYO-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 3137

A/M '79	O/N '79	A/M '80
1 WLAC-AM	WSM -AM	WSM -AM
2 WSM -AM	WLAC-AM	WSIX-FM
3 WZEF-FM	WZEZ-FM	WLAC-AM
4 WSIX-FM	WSIX-FM	WZEF-FM
5 WBYO-FM	WSIX-FM	WSM -FM

M-F, 6-10am

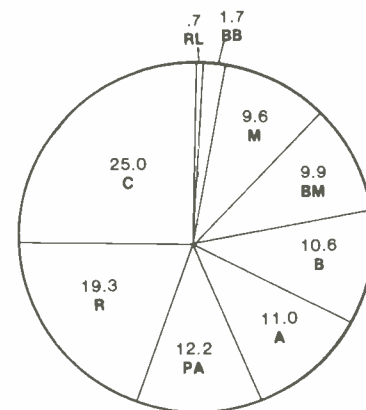
1 WLAC-AM	WSM -AM	WSM -AM
2 WSIX-FM	WZEZ-FM	WSIX-FM
3 WSM -AM	WSIX-FM	WZEZ-FM
4 WZEF-FM	WLAC-AM	WBYO-FM
5 WSIX-FM	WSM -FM	WSM -FM

M-F, 3-7pm

1 WLAC-AM	WSM -AM	WSIX-FM
2 WSIX-FM	WZEZ-FM	WZEZ-FM
3 WSM -AM	WSIX-FM	WSM -AM
4 WSM -FM	WLAC-AM	WLAC-AM
5 WZEZ-FM	WSM -FM	WSM -FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Nassau-Suffolk

METRO RANK

10

A/M '80 Market Overview

Because this metro is contained within New York City, Nassau received additional sample and was surveyed for 12 weeks this spring. This was the first Quarterly Measurement survey for the New York-Long Island area. Previously surveyed only once yearly, the Nassau-Suffolk area will now also be measured in the fall.

The top three overall stations in this metro were New York properties, but **WBLI** ranked fourth 12+ and was the top Long Island station. **WBLI** ranked behind **WNBC** and **WPLJ** in the 18-34 demo, but was the top local station. Likewise, there were several New York stations ahead of **WBLI** in the 25-54 rankings, but **WBLI** was again the top local station. **WTFM** doubled its 18-34 audience since last year, and ranked second among local stations in that category. In the 25-54 breakout, **WCTO** was close behind **WBLI**.

Part of the reason for the improved showing by **WBLI** may have been the station's more aggressive ad campaign. A larger ad budget was used in various media — newspaper was heaviest followed by billboards, TV, and busboards. On-air, the promotions centered around the "Great Gas Giveaway," in which 106 people were given 106 gallons of gas each. Musically, the station shifted from a male 18-24 orientation to a more traditional format. The actual big audience gains were among men 25-34, a most salable demo. This 25-34 strength allowed the station to show lead in both the 18-34 and 25-54 rankings.

AOR leader **WLIR** suffered a poor book. The station lost almost half its 18-34 audience, especially among young males. Virtually every daypart, except the evening hours, had significant male audience declines.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 22476

A/M '79	O/N '79	A/M '80
1 WABC-AM 6.9	WNBC-AM 6.2	WNBC-AM (R) 7.6
2 WCBS-AM 6.2	WOR -AM 5.9	WCBS-AM (R) 6.7
3 WBLI-FM 6.1	WBLS-FM 4.9	WRFM-FM (R) 4.8
4 WOR -AM 5.1	WCBS-AM 4.7	WBLI-FM (R) 4.5
5 WPLJ-FM 4.9	WABC-AM 4.5	WOR -AM (T) 4.1
6 WNBC-AM 4.7	WBLI-FM 4.2	WBLS-FM (R) 4.1
7 WRFM-FM 4.6	WRFM-FM 3.8	WPLJ-FM (A) 4.0
8 WINS-AM 3.9	WPLJ-FM 3.7	WCBS-FM (O) 3.9
9 WHN -AM 3.8	WKTU-FM 3.7	WHLI-AM (PA) 3.6
10 WCTO-FM 3.3	WLIR-FM 3.4	WINS-AM (PA) 3.6
11 WCBS-FM 3.1	WINS-AM 3.3	WCTO-FM (R) 3.2
12 WALK-FM 3.1	WCTO-FM 3.2	WHN -AM (R) 3.0
13 WXLO-FM 3.0	WCBS-FM 3.0	WABC-AM (C) 3.0
14 WGSN-AM 2.6	WALK-FM 2.5	WKTU-FM (R) 2.9
15 WTFM-FM 2.5	WHN -AM 2.4	WTFM-FM (R) 2.5
16 WLIR-FM 2.5	WXLO-FM 2.4	WYNY-FM (PA) 2.5
17 WNEW-AM 2.3	WPAT-FM 2.4	WALK-FM (PA) 2.3
18 WBLS-FM 2.1	WNEW-AM 2.2	WMCA-AM (PA) 2.0
19 WMCA-AM 2.0	WTFM-FM 2.1	WLIR-FM (A) 1.9
20 WPAT-AM 1.7	WGSN-AM 2.0	WKJY-FM (A) 1.8
21 WPLR-FM 1.6	WMCA-AM 1.9	WBAB-FM (R) 1.8
22 WBAB-FM 1.5	WYNY-FM 1.9	WXLO-FM (A) 1.7
23 WPAT-FM 1.4	WRCN-FM 1.8	WPAT-FM (R) 1.7
24 WGBB AM 1.3	WIOK-FM 1.8	WNEW-AM (R) 1.6
25 WHLI-AM 1.2	WHLI-AM 1.5	WGSN-AM (PA) 1.5
26 WIOK-FM 1.2	WBAB-FM 1.5	WNEW-FM (PA) 1.4
27 WRCN-FM 1.2	WGBB-AM 1.4	WRCN-FM (A) 1.2
28 WQXR-FM 1.2	WPLR-FM 1.1	WPCR-FM (A) 1.1
29 WNEW-FM 1.0	WEZN-FM 1.1	WPAT-AM (A) 1.0
30 WNCN-FM 1.0	WNEW-FM 1.0	WEZN-FM (R) 1.0
31 WPX-FM 0.9	WQXR-FM 1.0	WPX-FM (R) 1.0
32 WKTU-FM 0.9	WPX-FM 0.9	WRVR-FM (A) 1.0
33 WRVR-FM 0.9	WRVR-FM 0.8	WQBB-AM (A) 0.9
34 WYNY-FM 0.8	WALK-AM 0.8	WQXR-FM (PA) 0.8
35 WYNY-FM 0.8	WPAT-AM 0.7	WKCI-FM (CL) 0.7
36 WEZN-FM 0.7	WKCI-FM 0.7	WNCN-FM (CL) 0.6
37 WLIX-AM 0.6	WNCN-FM 0.6	WRKI-FM (CL) 0.5
38 WALK-AM 0.5	WLNG-FM 0.5	WSBH-FM (R) 0.5
39 WGLI-AM 0.4	WDJF-FM 0.4	WTHE-AM (PA) 0.3
40 WQXR-AM 0.4	WVJN-AM 0.4	WALK-AM (PA) 0.3
41 WLNG-FM 0.3	WEVD-FM 0.4	WQXR-AM (PA) 0.1
42 WRKI-FM 0.3	WYFA-AM 0.4	WRCN-AM (CL) 0.1
43 WLNG-AM 0.1	WGLI-AM 0.3	
44 WRCN-AM	WQXR-AM 0.3	
45	WLNG-AM 0.2	
46	WRCN-AM 0.1	

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 22476

A/M '79	O/N '79	A/M '80
1 WABC-AM 245	WNBC-AM 241	WNBC-AM 294
2 WCBS-AM 222	WOR -AM 232	WCBS-AM 259
3 WBLI-FM 218	WBLS-FM 191	WRFM-FM 187
4 WOR -AM 182	WCBS-AM 183	WBLI-FM 173
5 WPLJ-FM 176	WABC-AM 176	WOR -AM 157
6 WNBC-AM 168	WBLI-FM 165	WBLS-FM 157
7 WRFM-FM 165	WRFM-FM 150	WPLJ-FM 155
8 WINS-AM 139	WPLJ-FM 145	WCBS-FM 153
9 WHN -AM 134	WKTU-FM 144	WHLI-AM 141
10 WCTO-FM 118	WLIR-FM 134	WINS-AM 139

M-F, 6-10am

1 WCBS-AM	WOR -AM	WCBS-AM
2 WOR -AM	WCBS-AM	WNBC-AM
3 WABC-AM	WNBC-AM	WINS-AM
4 WBLI-FM	WINS-AM	WOR -AM
5 WINS-AM	WABC-AM	WBLI-FM
6 WNBC-AM	WBLI-FM	WRFM-FM
7 WRFM-FM	WBLS-FM	WPLJ-FM
8 WHN -AM	WRFM-FM	WABC-AM
9 WALK-FM	WALK-FM	WALK-FM
10 WPLJ-FM	WPLJ-FM	WBLS-FM

M-F, 3-7pm

1 WABC-AM	WNBC-AM	WNBC-AM
2 WCBS-AM	WABC-AM	WRFM-FM
3 WNBC-AM	WBLS-FM	WCBS-AM
4 WPLJ-FM	WKTU-FM	WCBS-FM
5 WBLI-FM	WOR -AM	WBLS-FM
6 WRFM-FM	WCBS-AM	WBLI-FM
7 WCTO-FM	WPLJ-FM	WPLJ-FM
8 WHN -AM	WRFM-FM	WHLI-AM
9 WLIR-FM	WBLI-FM	WCTO-FM
10 WINS-AM	WLIR-FM	WABC-AM

Teens

M-S, 6am-Midnight
POP(00): 3482

A/M '79	O/N '79	A/M '80
1 WABC-AM	WNBC-AM	WNBC-AM
2 WPLJ-FM	WPLJ-FM	WPLJ-FM
3 WXLO-FM	WBLS-FM	WBLI-FM

M-F, 6-10am

1 WABC-AM	WNBC-AM	WNBC-AM
2 WPLJ-FM	WABC-AM	WPLJ-FM
3 WNBC-AM	WPLJ-FM	WBLI-FM

M-F, 3-7pm

1 WPLJ-FM	WNBC-AM	WNBC-AM
2 WABC-AM	WBLS-FM	WPLJ-FM
3 WXLO-FM	WABC-AM	WBLS-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 7050

A/M '79	O/N '79	A/M '80
1 WBLI-FM	WNBC-AM	WNBC-AM
2 WPLJ-FM	WBLS-FM	WPLJ-FM
3 WABC-AM	WPLJ-FM	WBLI-FM
4 WNBC-AM	WBLI-FM	WBLS-FM
5 WCBS-FM	WLIR-FM	WCBS-FM
6 WLIR-FM	WCBS-FM	WKTU-FM
7 WXLO-FM	WKTU-FM	WTFM-FM
8 WBLS-FM	WABC-AM	WYNY-FM
9 WPLR-FM	WXLO-FM	WLIR-FM
10 WNEW-AM	WYNY-FM	WABC-AM

M-F, 6-10am

1 WBLI-FM	WNBC-AM	WNBC-AM
2 WABC-AM	WBLI-FM	WBLI-FM
3 WNBC-AM	WBLS-FM	WPLJ-FM
4 WPLJ-FM	WPLJ-FM	WCBS-AM
5 WCBS-FM	WLIR-FM	WTFM-FM
6 WCBS-AM	WABC-AM	WCBS-FM
7 WINS-AM	WCBS-FM	WABC-AM
8 WXLO-FM	WKTU-FM	WYNY-FM
9 WGSN-AM	WCBS-AM	WBLS-FM
10 WLIR-FM	WINS-AM	WNEW-FM

M-F, 3-7pm

1 WABC-AM	WNBC-AM	WCBS-FM
2 WBLI-FM	WPLJ-FM	WBLI-FM
3 WNBC-AM	WKTU-FM	WNBC-AM
4 WPLJ-FM	WBLS-FM	WBLS-FM
5 WLIR-FM	WLIR-FM	WPLJ-FM
6 WCBS-FM	WCBS-FM	WKTU-FM
7 WXLO-FM	WBLI-FM	WKTU-FM
8 WBLS-FM	WABC-AM	WYNY-FM
9 WNEW-AM	WXLO-FM	WTFM-FM
10 WBAB-FM	WYNY-FM	WLIR-FM

Adults 25-54

M-S, 6am-Midnight
POP(00): 11172

A/M '79	O/N '79	A/M '80
1 WBLI-FM	WABC-AM	WNBC-AM
2 WABC-AM	WBLS-FM	WCBS-AM
3 WHN -AM	WNBC-AM	WCBS-FM
4 WCBS-AM	WCBS-AM	WRFM-FM
5 WRFM-FM	WOR -AM	WBLI-FM
6 WCTO-FM	WBLI-FM	WHN -AM
7 WNBC-AM	WCTO-FM	WINS-AM
8 WOR -AM	WCBS-FM	WOR -AM
9 WINS-AM	WRFM-FM	WCTO-FM
10 WCBS-FM	WINS-AM	WYNY-FM

M-F, 6-10am

1 WCBS-AM	WOR -AM	WNBC-AM
2 WABC-AM	WCBS-AM	WCBS-AM
3 WBLI-FM	WABC-AM	WINS-AM
4 WHN -AM	WNBC-AM	WOR -AM
5 WINS-AM	WINS-AM	WBLI-FM
6 WOR -AM	WNEW-AM	WRFM-FM
7 WNBC-AM	WBLS-FM	WCBS-FM
8 WGSN-AM	WBLI-FM	WHN -AM
9 WRFM-FM	WHN -AM	WABC-AM
10 WNEW-AM	WCBS-FM	WBLS-FM

M-F, 3-7pm

1 WABC-AM	WABC-AM	WNBC-AM
2 WBLI-FM	WCBS-AM	WCBS-FM
3 WHN -AM	WBLS-FM	WRFM-FM
4 WNBC-AM	WNBC-AM	WCBS-AM
5 WCTO-FM	WCTO-FM	WBLI-FM
6 WCBS-AM	WHN -AM	WHN -AM
7 WRFM-FM	WKTU-FM	WCTO-FM
8 WCBS-FM	WBLI-FM	WBLS-FM
9 WINS-AM	WOR -AM	WABC-AM
10 WNEW-AM	WRFM-FM	WYNY-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 22476

A/M '79	O/N '79	A/M '80
1 WABC-AM 5768	WNBC-AM 5024	WNBC-AM 5911
2 WCBS-AM 4602	WABC-AM 4836	WCBS-AM 4501
3 WNBC-AM 4011	WCBS-AM 3762	WINS-AM 3941
4 WINS-AM 3800	WINS-AM 3575	WABC-AM 3641
5 WPLJ-FM 3365	WPLJ-FM 2905	WPLJ-FM 2951
6 WOR -AM 2854	WOR -AM 2899	WBLI-FM 2571
7 WBLI-FM 2705	WBLI-FM 2590	WCBS-FM 2241
8 WXLO-FM 2408	WKTU-FM 2247	WKTU-FM 2061
9 WCBS-FM 2331	WBLS-FM 2125	WHN -AM 2061
10 WRFM-FM 2259	WXLO-FM 2068	WOR -AM 2061

M-F, 6-10am

1 WCBS-AM	WNBC-AM	WNBC-AM
2 WABC-AM	WCBS-AM	WCBS-AM
3 WINS-AM	WABC-AM	WINS-AM
4 WNBC-AM	WINS-AM	WABC-AM
5 WOR -AM	WOR -AM	WBLI-FM
6 WBLI-FM	WPLJ-FM	WPLJ-FM
7 WPLJ-FM	WBLI-FM	WOR -AM
8 WHN -AM	WBLS-FM	WHN -AM
9 WRFM-FM	WKTU-FM	WRFM-FM
10 WXLO-FM	WLIR-FM	WBLS-FM

M-F, 3-7pm

1 WABC-AM	WNBC-AM	WNBC-AM
2 WNBC-AM	WABC-AM	WCBS-AM
3 WCBS-AM	WCBS-AM	WABC-AM
4 WPLJ-FM	WPLJ-FM	WPLJ-FM
5 WINS-AM	WINS-AM	WINS-AM
6 WBLI-FM	WKTU-FM	WBLI-FM
7 WXLO-FM	WBLI-FM	WRFM-FM
8 WRFM-FM	WLIR-FM	WBLS-FM
9 WCBS-FM	WBLS-FM	WCBS-FM
10 WLIR-FM	WXLO-FM	WKTU-FM

Teens

M-S, 6am-Midnight
POP(00): 3482

A/M '79	O/N '79	A/M '80
1 WABC-AM	WNBC-AM	WNBC-AM
2 WPLJ-FM	WABC-AM	WPLJ-FM
3 WNBC-AM	WPLJ-FM	WABC-AM

M-F, 6-10am

1 WABC-AM	WNBC-AM	WNBC-AM
2 WPLJ-FM	WABC-AM	WPLJ-FM
3 WNBC-AM	WPLJ-FM	WBLI-FM

M-F, 3-7pm

1 WPLJ-FM	WNBC-AM	WNBC-AM
2 WABC-AM	WABC-AM	WPLJ-FM
3 WNBC-AM	WPLJ-FM	WABC-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 7050

A/M '79	O/N '79	A/M '80
1 WABC-AM	WNBC-AM	WNBC-AM
2 WNBC-AM	WABC-AM	WPLJ-FM
3 WPLJ-FM	WPLJ-FM	WABC-AM
4 WCBS-FM	WBLI-FM	WBLI-FM
5 WBLI-FM	WCBS-FM	WCBS-FM
6 WCBS-AM	WLIR-FM	WKTU-FM
7 WLIR-FM	WBLS-FM	WYNY-FM
8 WXLO-FM	WKTU-FM	WBLS-FM
9 WINS-AM	WXLO-FM	WLIR-FM
10 WBAB-FM	WYNY-FM	WCBS-AM

M-F, 6am-10am

1 WNBC-AM	WNBC-AM	WNBC-AM
2 WABC-AM	WABC-AM	WPLJ-FM
3 WBLI-FM	WPLJ-FM	WABC-AM
4 WPLJ-FM	WBLI-FM	WBLI-FM
5 WCBS-AM	WLIR-FM	WCBS-AM
6 WCBS-FM	WKTU-FM	WCBS-FM
7 WLIR-FM	WBLS-FM	WYNY-FM
8 WINS-AM	WCBS-FM	WINS-AM
9 WXLO-FM	WXLO-FM	WBLS-FM
10 WNEW-AM	WCBS-AM	WKTU-FM

M-F, 3-7pm

1 WABC-AM	WNBC-AM	WNBC-AM
2 WNBC-AM	WABC-AM	WPLJ-FM
3 WPLJ-FM	WPLJ-FM	WABC-AM
4 WCBS-FM	WLIR-FM	WCBS-FM
5 WBLI-FM	WKTU-FM	WBLI-FM
6 WLIR-FM	WCBS-FM	WKTU-FM
7 WXLO-FM	WBLI-FM	WBLS-FM
8 WCBS-AM	WBLS-FM	WYNY-FM
9 WBAB-FM	WXLO-FM	WTFM-FM
10 WNEW-AM	WYNY-FM	WXLO-FM

Adults 25-54

M-S, 6am-Midnight
POP(00): 11172

A/M '79	O/N '79	A/M '80
1 WABC-AM	WABC-AM	WNBC-AM
2 WCBS-AM	WNBC-AM	WCBS-AM
3 WINS-AM	WINS-AM	WINS-AM
4 WNBC-AM	WCBS-AM	WABC-AM
5 WCBS-FM	WOR -AM	WCBS-FM
6 WBLI-FM	WCBS-FM	WHN -AM
7 WOR -AM	WCBS-FM	WBLI-FM
8 WHN -AM	WHN -AM	WYNY-FM
9 WRFM-FM	WCTO-FM	WOR -AM
10 WCTO-FM	WKTU-FM	WBLS-FM

New Bedford-Fall River, MA

METRO RANK



A/M '80 Market Overview

The Expanded Sample Frame technique was implemented here for the first time, with no apparent harm to the caliber of the estimates. In fact, Arbitron was able to obtain 39% more usable diaries this survey, so the estimates are more reliable than in previous years.

Since this market is in Providence's TSA, there are a number of strong Providence signals that intrude into the New Bedford metro. There were a couple of focal success stories, however. Perennial leader WBSM continued to rule the roost, while Pop/Adult WMYS made a dramatic rise.

In 18-34's WMYS rose from a mid-6 share last year to mid-14 for the lead. None of the other local stations were close, and only WPJB in Providence was also in double digits (with a mid-12 share). WMYS had well-balanced appeal among 18-24 and 25-34's.

In the 25-54 demo, WMYS' 25-34 strength helped it lead in overall appeal, but the advantage was narrow over WBSM, whose strength was primarily 35+. WBSM's dominance of the 35+ population allowed it to continue to lead the market. WBSM used a varied ad campaign — primarily busboards, backed by billboards and newspaper ads. WMYS earned a mid-8 share 25-54 adults in this sweep, while WBSM was a share behind. Providence station WLKW-FM and WPJB also scored in the 7-8 share range in this target.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

A/M '78		A/M '79		A/M '80	
1	WBSM-AM 6.7	WBSM-AM 8.4	WBSM-AM (PA) 11.0		
2	WPRO-AM 6.6	WPJB-FM 8.1	WPJB-FM (R) 9.6		
3	WPJB-FM 5.7	WPRO-AM 8.1	WMYS-FM (PA) 6.8		
4	WPRO-FM 5.6	WPRO-FM 7.3	WLKW-FM (BM) 6.5		
5	WALE-AM 5.5	WLKW-FM 5.9	WALE-AM (PA) 5.0		
6	WLKW-FM 5.2	WBZ -AM 5.3	WSAR-AM (PA) 4.7		
7	WNBH-AM 4.9	WALE-FM 4.7	WPRO-FM (R) 4.1		
8	WHJY-FM 4.5	WPEP-AM 4.5	WHJY-FM (C) 4.1		
9	WMYS-FM 4.2	WNBH-AM 4.1	WJAR-AM (PA) 3.1		
10	WHIM-AM 3.8	WJAR-AM 3.4	WPRO-AM (PA) 2.8		
11	WJAR-AM 3.4	WHJY-FM 3.2	WCOZ-FM (A) 2.8		
12	WBZ -AM 3.1	WMYS-FM 3.1	WNBH-AM (PA) 2.7		
13	WSAR-AM 2.8	WLKW-AM 2.9	WBZ -AM (PA) 2.5		
14	WLKW-AM 2.8	WJIB-FM 2.6	WAAF-FM (A) 2.4		
15	WJIB-FM 2.8	WEEI-FM 2.6	WROR-FM (PA) 2.4		
16	WEEI-FM 2.4	WARA-AM 2.2	WJFD-FM (BM) 2.3		
17	WPEP-AM 2.4	WRLM-FM 2.1	WHIM-AM (C) 2.1		
18	WCOZ-FM 2.1	WHIM-AM 1.9	WJIB-FM (BM) 2.0		
19	WEAN-AM 1.5	WSAR-AM 1.8	WHDH-AM (PA) 1.8		
20	WRLM-FM 1.5	WEAN-AM 1.3	WEEI-FM (A) 1.7		
21	WRKO-AM 1.4	WXKS-FM 1.2	WARA-AM (PA) 1.7		
22	WROR-FM 1.4	WAAF-FM 1.0	WCIB-FM (PA) 1.7		
23	WVBF-FM 1.3	WCOZ-FM 0.9	WXKS-FM (R) 1.4		
24	WCIB-FM 1.1	WROR-FM 0.9	WLKW-AM (BM) 1.4		
25	WBCN-FM 1.1	WHDH-AM 0.9	WEAN-AM (R) 1.0		
26	WARA-AM 1.1	WRKO-AM 0.6	WVBF-FM (R) 1.0		
27	WAAF-FM 1.1	WBRU-FM 0.4	WRLM-FM (PA) 1.0		
28	WBRU-FM 0.8	WVBF-FM 0.3	WRKO-AM (R) 0.7		
29	WHDH-AM 0.7	WHUE-FM 0.3	WBCN-FM (A) 0.6		
30	WPLM-FM 0.7		WBRU-FM (A) 0.6		
31	WEEI-AM 0.6		WPEP-AM (R) 0.6		
32	WRYT-AM 0.4		WGNC-AM (R) 0.6		
33	WBZ -FM 0.4		WEEI-AM (R) 0.3		
34	WGNC-AM 0.3				

Average Persons Trends/Rankings

A/M '78		A/M '79		A/M '80	
1	WBSM-AM 4.8	WBSM-AM 5.7	WBSM-AM 7.8		
2	WPRO-AM 4.7	WPJB-FM 5.5	WPJB-FM 6.8		
3	WPJB-FM 4.1	WPRO-AM 5.5	WMYS-FM 4.8		
4	WPRO-FM 4.0	WPRO-FM 5.0	WLKW-FM 4.6		
5	WALE-AM 3.9	WLKW-FM 4.0	WALE-AM 3.5		

A/M '78		A/M '79		A/M '80	
1	WALE-AM	WALE-AM	WBSM-AM		
2	WPRO-AM	WBSM-AM	WALE-AM		
3	WBSM-AM	WPRO-AM	WPJB-FM		
4	WNBH-AM	WPJB-FM	WSAR-AM		
5	WPRO-FM	WNBH-AM	WMYS-FM		

A/M '78		A/M '79		A/M '80	
1	WPJB-FM	WPJB-FM	WPJB-FM		
2	WPRO-AM	WPRO-AM	WMYS-FM		
3	WPRO-FM	WPRO-FM	WLKW-FM		
4	WHJY-FM	WLKW-FM	WBSM-AM		
5	WJAR-AM	WBZ -AM	WSAR-AM		

Teens

M-S, 6am-Midnight		POP(00): 489	
A/M '78	A/M '79	A/M '80	
1	WPJB-FM	WPJB-FM	WPJB-FM
2	WPRO-FM	WPRO-FM	WPRO-FM
3	WPRO-AM	WPRO-AM	WCOZ-FM

M-F, 6-10am			
A/M '78	A/M '79	A/M '80	
1	WPJB-FM	WPJB-FM	WPJB-FM
2	WPRO-FM	WPRO-FM	WPRO-FM
3	WPRO-AM	WPRO-AM	WCOZ-FM

M-F, 3-7pm			
A/M '78	A/M '79	A/M '80	
1	WPJB-FM	WPJB-FM	WPJB-FM
2	WPRO-FM	WPRO-FM	WCOZ-FM
3	WPRO-AM	WPRO-AM	WPRO-FM

Adults 18-34

M-S, 6am-Midnight		POP(00): 1262	
A/M '78	A/M '79	A/M '80	
1	WPRO-AM	WPJB-FM	WMYS-FM
2	WMYS-FM	WPRO-FM	WPJB-FM
3	WPRO-FM	WPRO-AM	WPRO-FM
4	WEEI-FM	WEEI-FM	WROR-FM
5	WCOZ-FM	WMYS-FM	WAAF-FM

M-F, 6-10am			
A/M '78	A/M '79	A/M '80	
1	WPRO-AM	WPJB-FM	WMYS-FM
2	WMYS-FM	WPRO-FM	WPJB-FM
3	WPRO-FM	WMYS-FM	WPRO-AM
4	WNBH-AM	WPRO-AM	WPRO-FM
5	WSAR-AM	WBZ -AM	WNBH-AM

M-F, 3-7pm			
A/M '78	A/M '79	A/M '80	
1	WPRO-AM	WPJB-FM	WMYS-FM
2	WPRO-FM	WPRO-AM	WPJB-FM
3	WMYS-FM	WEEI-FM	WROR-FM
4	WPJB-FM	WPRO-FM	WCOZ-FM
5	WBCN-FM	WBZ -AM	WAAF-FM

Adults 25-54

M-S, 6am-Midnight		POP(00): 1758	
A/M '78	A/M '79	A/M '80	
1	WPRO-AM	WPRO-AM	WMYS-FM
2	WHIM-AM	WPRO-FM	WLKW-FM
3	WALE-AM	WNBH-AM	WPJB-FM
4	WHJY-FM	WBZ -AM	WBSM-AM
5	WLKW-FM	WBSM-AM	WSAR-AM

M-F, 6-10am			
A/M '78	A/M '79	A/M '80	
1	WPRO-AM	WPRO-AM	WBSM-AM
2	WALE-AM	WNBH-AM	WPRO-AM
3	WNBH-AM	WALE-AM	WPJB-FM
4	WHIM-AM	WBSM-AM	WNBH-AM
5	WBSM-AM	WBZ -AM	WSAR-AM

M-F, 3-7pm			
A/M '78	A/M '79	A/M '80	
1	WPRO-AM	WPRO-AM	WMYS-FM
2	WPRO-FM	WBZ -AM	WPJB-FM
3	WHIM-AM	WEEI-FM	WLKW-FM
4	WHJY-FM	WNBH-AM	WHJY-FM
5	WBZ -AM	WPRO-FM	WROR-FM

Cume Persons Trends/Rankings

Total 12+		M-S, 6am-Midnight		POP(00): 3911	
A/M '78	A/M '79	A/M '80			
1	WPRO-AM 1038	WPRO-AM 1019	WPJB-FM 1054		
2	WPJB-FM 801	WPJB-FM 970	WLKW-FM 651		
3	WPRO-FM 702	WPRO-FM 817	WBSM-AM 609		
4	WSAR-AM 620	WBZ -AM 666	WPRO-FM 609		
5	WJAR-AM 612	WJAR-AM 633	WPRO-AM 549		

M-F, 6-10am			
A/M '78	A/M '79	A/M '80	
1	WPRO-AM	WPRO-AM	WPJB-FM
2	WALE-AM	WPJB-FM	WBSM-AM
3	WBSM-AM	WPRO-FM	WNBH-AM
4	WPJB-FM	WBSM-AM	WPRO-FM
5	WPRO-FM	WBZ -AM	WPRO-AM

M-F, 3-7pm			
A/M '78	A/M '79	A/M '80	
1	WPRO-AM	WPJB-FM	WPJB-FM
2	WPJB-FM	WPRO-AM	WMYS-FM
3	WPRO-FM	WPRO-FM	WLKW-FM
4	WJAR-AM	WLKW-FM	WPRO-FM
5	WSAR-AM	WBZ -AM	WJAR-AM

Teens		M-S, 6am-Midnight		POP(00): 489	
A/M '78	A/M '79	A/M '80			
1	WPJB-FM	WPRO-AM	WPJB-FM		
2	WPRO-FM	WRLM-FM	WPRO-FM		
3	WPRO-AM	WNBH-AM	WPRO-AM		

M-F, 6-10am			
A/M '78	A/M '79	A/M '80	
1	WPJB-FM	WPJB-FM	WPJB-FM
2	WPRO-FM	WPRO-AM	WPRO-FM
3	WPRO-AM	WPRO-FM	WAAF-FM

M-F, 3-7pm			
A/M '78	A/M '79	A/M '80	
1	WPJB-FM	WPJB-FM	WPJB-FM
2	WPRO-FM	WPRO-FM	WPRO-FM
3	WPRO-AM	WPRO-AM	WAAF-FM

Adults 18-34

M-S, 6am-Midnight		POP(00): 1262	
A/M '78	A/M '79	A/M '80	
1	WPRO-AM	WPRO-AM	WPJB-FM
2	WPJB-FM	WMYS-FM	WMYS-FM
3	WSAR-AM	WNBH-AM	WPRO-FM
4	WPRO-FM	WAAF-FM	WPRO-AM
5	WEEI-FM	WCOZ-FM	WJAR-AM

M-F, 6-10am			
A/M '78	A/M '79	A/M '80	
1	WPRO-AM	WPJB-FM	WPJB-FM
2	WSAR-AM	WPRO-FM	WMYS-FM
3	WPJB-FM	WPRO-AM	WPRO-AM
4	WPRO-FM	WBZ -AM	WPRO-FM
5	WEEI-FM	WMYS-FM	WNBH-AM

M-F, 3-7pm			
A/M '78	A/M '79	A/M '80	
1	WPRO-AM	WPJB-FM	WPJB-FM
2	WPRO-FM	WPRO-AM	WMYS-FM
3	WPJB-FM	WPRO-FM	WPRO-FM
4	WSAR-AM	WBZ -AM	WROR-FM
5	WEEI-FM	WEEI-FM	WCOZ-FM

Adults 25-54

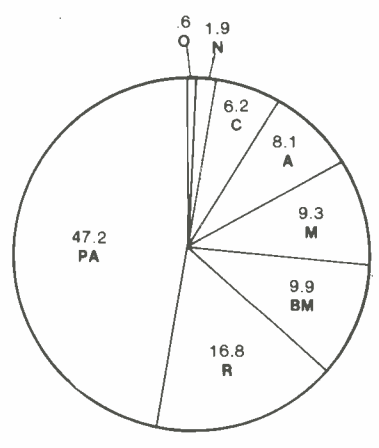
M-S, 6am-Midnight		POP(00): 1758	
A/M '78	A/M '79	A/M '80	
1	WPRO-AM	WPRO-FM	WPJB-FM
2	WJAR-AM	WBSM-AM	WLKW-FM
3	WLKW-FM	WNBH-AM	WPRO-AM
4	WSAR-AM	WPJB-FM	WMYS-FM
5	WPJB-FM	WMYS-FM	WJAR-AM

M-F, 6-10am			
A/M '78	A/M '79	A/M '80	
1	WPRO-AM	WPRO-AM	WPJB-FM
2	WALE-AM	WBZ -AM	WNBH-AM
3	WSAR-AM	WPJB-FM	WPRO-AM
4	WBSM-AM	WNBH-AM	WMYS-FM
5	WNBH-AM	WPRO-FM	WSAR-AM

M-F, 3-7pm			
A/M '78	A/M '79	A/M '80	
1	WPRO-AM	WPRO-AM	WPJB-FM
2	WPRO-FM	WBZ -AM	WMYS-FM
3	WJAR-AM	WLKW-FM	WLKW-FM
4	WSAR-AM	WPJB-FM	WHJY-FM
5	WPJB-FM	WPRO-FM	WSAR-AM

Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemus, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

New Haven- West Haven

METRO RANK

78

A/M '80 Market Overview

In its second book as a contemporary station, **WKCI** made a strong mark. The top station overall remained Pop/Adult giant **WELI**, with its concentration of audience 35+, but there was a real 18-34 battle between **WKCI** and **AOR WPLR**.

In the O/N '79 report **WPLR** was the top 18-34 station with just over a 17 share. In this sweep it was **WKCI** on top, adding several shares up to a low-18 range share, while **WPLR** slipped two shares to a low-15 number. No other stations were even close in young adult appeal. The secret to **WKCI**'s success? Little on-air clutter, an ad campaign using busboards and newspaper ads, and the giveaway of about \$4000 in cash in a bumper sticker promotion. The **WPLR** campaign emphasized busboards and billboards, as well as bumper stickers.

In the key sales demo (25-54), **WELI** was tops, but down several shares. **WELI** recorded almost a 19 share, while the strong 25-34 showing by **WKCI** elevated it several notches to a mid-11 figure. **WELI** spent about \$8000 in an ad campaign which used busboards and billboards, and the on-air product went slightly more contemporary.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 3721

	A/M '79	O/N '79	A/M '80
1 WELI-AM	16.8	WELI-AM	21.6
2 WAVZ-AM	10.5	WKCI-FM	8.4
3 WPLR-FM	8.9	WPLR-FM	7.9
4 WKCI-FM	7.6	WKSS-FM	6.2
5 WDRC-FM	5.5	WNBC-AM	6.0
6 WYVZ-FM	4.8	WYVZ-FM	5.4
7 WNBC-AM	4.5	WEZN-FM	5.2
8 WKSS-FM	4.2	WTIC-AM	3.7
9 WEZN-FM	4.2	WCBS-AM	3.3
10 WTIC-AM	3.4	WDRC-FM	2.9
11 WHN-AM	3.1	WRCH-FM	2.7
12 WCBS-AM	2.9	WHN-AM	2.5
13 WTIC-FM	2.4	WHCN-FM	1.9
14 WHCN-FM	1.8	WOR-AM	1.9
15 WHNC-AM	1.8	WAVZ-AM	1.6
16 WDJZ-AM	1.6	WTIC-FM	1.6
17 WOR-AM	1.3	WDJZ-AM	1.4
18 WRCH-FM	1.1	WYBC-FM	1.1
19 WYBC-FM	1.0	WHNC-AM	0.8
20 WPOP-AM	1.0	WICC-AM	0.6
21 WIOF-FM	0.8	WOHN-AM	0.5
22 WICC-AM	0.6	WHCA-AM	0.5
23 WHCA-AM	0.6	WRDQ-AM	0.5
24 WCCC-FM	0.5	WIOF-FM	0.5
25 WOMN-AM	0.5	WABC-AM	0.3
26 WNEW-AM	0.5		
27 WINS-AM	0.5		
28 WRCQ-AM	0.3		
29 WQXR-AM	0.3		

Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 3721			
	A/M '79	O/N '79	A/M '80
1 WELI-AM	104	WELI-AM	136
2 WAVZ-AM	65	WKCI-FM	53
3 WPLR-FM	55	WPLR-FM	50
4 WKCI-FM	47	WKSS-FM	39
5 WDRC-FM	34	WNBC-AM	38

M-F, 6-10am			
	A/M '79	O/N '79	A/M '80
1 WELI-AM		WELI-AM	WELI-AM
2 WAVZ-AM		WKCI-FM	WKCI-FM
3 WPLR-FM		WNBC-AM	WNBC-AM
4 WKCI-FM		WTIC-AM	WCBS-AM
5 WCBS-AM		WPLR-FM	WPLR-FM

M-F, 3-7pm			
	A/M '79	O/N '79	A/M '80
1 WELI-AM		WELI-AM	WELI-AM
2 WPLR-FM		WKCI-FM	WKCI-FM
3 WAVZ-AM		WPLR-FM	WPLR-FM
4 WKCI-FM		WYVZ-FM	WNBC-AM
5 WDRC-FM		WNBC-AM	WEZN-FM

Teens M-S, 6am-Midnight POP(00): 427			
	A/M '79	O/N '79	A/M '80
1 WNBC-AM		WNBC-AM	WNBC-AM
2 WPLR-FM		WKCI-FM	WPLR-FM
3 WDRC-FM		WPLR-FM	WRCN-FM

M-F, 6-10am					
	A/M '79	O/N '79	A/M '80		
1 WNBC-AM		WNBC-AM	WNBC-AM	WPLR-FM	WPLR-FM
2 WPLR-FM		WKCI-FM	WKCI-FM	WNBC-AM	WNBC-AM
3 WDRC-FM		WTIC-AM	WTIC-AM	WELI-AM	WELI-AM

M-F, 3-7pm					
	A/M '79	O/N '79	A/M '80		
1 WNBC-AM		WKCI-FM	WKCI-FM	WNBC-AM	WNBC-AM
2 WDRC-FM		WNBC-AM	WNBC-AM	WPLR-FM	WPLR-FM
3 WPLR-FM		WYVZ-FM	WYVZ-FM	WNBC-AM	WNBC-AM
4 WYVZ-FM		WELI-AM	WELI-AM	WYVZ-FM	WYVZ-FM
5 WELI-AM		WNBC-AM	WNBC-AM	WELI-AM	WELI-AM

Adults 18-34 M-S, 6am-Midnight POP(00): 1339					
	A/M '79	O/N '79	A/M '80		
1 WPLR-FM		WPLR-FM	WPLR-FM	WKCI-FM	WKCI-FM
2 WAVZ-AM		WKCI-FM	WKCI-FM	WPLR-FM	WPLR-FM
3 WDRC-FM		WYVZ-FM	WYVZ-FM	WNBC-AM	WNBC-AM
4 WYVZ-FM		WELI-AM	WELI-AM	WYVZ-FM	WYVZ-FM
5 WELI-AM		WNBC-AM	WNBC-AM	WELI-AM	WELI-AM

M-F, 6-10am					
	A/M '79	O/N '79	A/M '80		
1 WAVZ-AM		WKCI-FM	WKCI-FM	WKCI-FM	WKCI-FM
2 WPLR-FM		WELI-AM	WELI-AM	WNBC-AM	WNBC-AM
3 WDRC-FM		WPLR-FM	WPLR-FM	WPLR-FM	WPLR-FM
4 WYVZ-FM		WYVZ-FM	WYVZ-FM	WELI-AM	WELI-AM
5 WELI-AM		WNBC-AM	WNBC-AM	WYVZ-FM	WYVZ-FM

M-F, 3-7pm					
	A/M '79	O/N '79	A/M '80		
1 WPLR-FM		WKCI-FM	WKCI-FM	WPLR-FM	WPLR-FM
2 WAVZ-AM		WPLR-FM	WPLR-FM	WKCI-FM	WKCI-FM
3 WDRC-FM		WYVZ-FM	WYVZ-FM	WYVZ-FM	WYVZ-FM
4 WYVZ-FM		WELI-AM	WELI-AM	WNBC-AM	WNBC-AM
5 WELI-AM		WNBC-AM	WNBC-AM	WELI-AM	WELI-AM

Adults 25-54 M-S, 6am-Midnight POP(00): 1692					
	A/M '79	O/N '79	A/M '80		
1 WELI-AM		WELI-AM	WELI-AM	WELI-AM	WELI-AM
2 WAVZ-AM		WYVZ-FM	WYVZ-FM	WKCI-FM	WKCI-FM
3 WKCI-FM		WKCI-FM	WKCI-FM	WNBC-AM	WNBC-AM
4 WYVZ-FM		WEZN-FM	WEZN-FM	WYVZ-FM	WYVZ-FM
5 WKSS-FM		WNBC-AM	WNBC-AM	WCBS-AM	WCBS-AM

M-F, 6-10am					
	A/M '79	O/N '79	A/M '80		
1 WELI-AM		WELI-AM	WELI-AM	WELI-AM	WELI-AM
2 WAVZ-AM		WNBC-AM	WNBC-AM	WKCI-FM	WKCI-FM
3 WKCI-FM		WKCI-FM	WKCI-FM	WNBC-AM	WNBC-AM
4 WYVZ-FM		WKCI-FM	WKCI-FM	WCBS-AM	WCBS-AM
5 WPLR-FM		WCBS-AM	WCBS-AM	WYVZ-FM	WYVZ-FM

M-F, 3-7pm					
	A/M '79	O/N '79	A/M '80		
1 WELI-AM		WELI-AM	WELI-AM	WELI-AM	WELI-AM
2 WAVZ-AM		WYVZ-FM	WYVZ-FM	WKCI-FM	WKCI-FM
3 WKCI-FM		WKCI-FM	WKCI-FM	WYVZ-FM	WYVZ-FM
4 WYVZ-FM		WEZN-FM	WEZN-FM	WNBC-AM	WNBC-AM
5 WKSS-FM		WNBC-AM	WNBC-AM	WEZN-FM	WEZN-FM

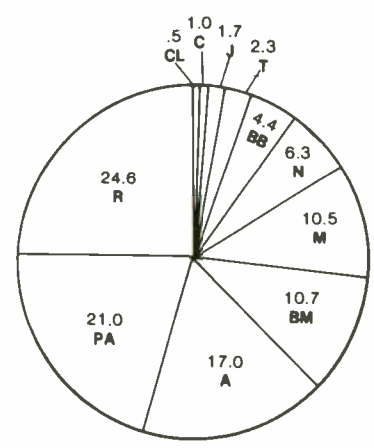
Adults 25-54 M-S, 6am-Midnight POP(00): 1692					
	A/M '79	O/N '79	A/M '80		
1 WFLI-AM		WELI-AM	WELI-AM	WELI-AM	WELI-AM
2 WAVZ-AM		WNBC-AM	WNBC-AM	WNBC-AM	WNBC-AM
3 WKCI-FM		WKCI-FM	WKCI-FM	WKCI-FM	WKCI-FM
4 WYVZ-FM		WYVZ-FM	WYVZ-FM	WCBS-AM	WCBS-AM
5 WNBC-AM		WEZN-FM	WEZN-FM	WYVZ-FM	WYVZ-FM

M-F, 6-10am					
	A/M '79	O/N '79	A/M '80		
1 WELI-AM		WELI-AM	WELI-AM	WELI-AM	WELI-AM
2 WAVZ-AM		WNBC-AM	WNBC-AM	WNBC-AM	WNBC-AM
3 WKCI-FM		WYVZ-FM	WYVZ-FM	WKCI-FM	WKCI-FM
4 WPLR-FM		WCBS-AM	WCBS-AM	WCBS-AM	WCBS-AM
5 WYVZ-FM		WKCI-FM	WKCI-FM	WYVZ-FM	WYVZ-FM

M-F, 3-7pm					
	A/M '79	O/N '79	A/M '80		
1 WFLI-AM		WELI-AM	WELI-AM	WELI-AM	WELI-AM
2 WAVZ-AM		WNBC-AM	WNBC-AM	WNBC-AM	WNBC-AM
3 WKCI-FM		WYVZ-FM	WYVZ-FM	WKCI-FM	WKCI-FM
4 WYVZ-FM		WKCI-FM	WKCI-FM	WCBS-AM	WCBS-AM
5 WPLR-FM		WEZN-FM	WEZN-FM	WYVZ-FM	WYVZ-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

"The Top Ten Hits Of All Time," "Platinum Meltdown," and "The Magic of Christmas" from TM Special Projects.



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New Orleans

METRO RANK

34

A/M '80 Market Overview

The Spring New Orleans Quarterly Measurement sweep showed considerable flux in the standings. Two significant factors implemented by Arbitron may have affected the results. ESF was introduced this sweep, and there was a much heavier diary return due to additional sample having been placed. These factors combined to allow for better representation of previously under-reported demos, like men 18-24. In the Fall '79 survey, there were 96 usable diaries returned from men 18-24, but in this sweep the total rose to 141 (a 47% boost).

Given this perspective, the results may not be too surprising. The older-skewing former market leader, **WBWU**, slipped, while stations such as **WEZB** and **WYLD-FM** had hot books. **WEZB** was the new market leader, more than doubling its overall share since changing from Dancemusic to Top 40. **WEZB** became the teen leader (teens are the single biggest factor in its audience), but more than doubled its share of the 18-34 audience as well, owning more than a 14 s' are. To promote during the 12-week survey, **WEZB** gave away a VTR and TV every weekday for a month, with registration via a newspaper ad. Over 16,000 entries were received in this contest.

Jazz station **WYLD-FM** was the new runner-up 18-34, surging from a mid-7 share to an 11, with hefty increases in its male and teen audience figures. No other stations scored in double digits 18-34, but

WRNO and **WTIX** are still important factors. **WRNO** ran on-air announcements during the Fall book, but had an even better 18-34 share this sweep without them. The AOR station earned a 9 share in young adults, with a male orientation; while Top 40 **WTIX** was just a fraction behind. **WTIX** was looking to go more adult with its appeal, and succeeded. Not only did it improve its 18-34 stance, but it also increased impressively among 25-54's. **WTIX** was able to generate consistent appeal through a campaign of TV spots and busboards, while also giving away approximately \$20,000 in a telephone contest.

The leading station 25-54 category remained **Beautiful Music WBWU**, but it slipped almost three shares to a mid-11 figure. Gains by **WTIX** and **WSHO** nibbled into **WBWU**'s lead. **Beautiful Music** stations often slip with the introduction of ESF; it will be interesting to see if **WBWU** rebounds as ESF implementation becomes more stabilized.

WSHO, the only Country station, increased almost 50% 25-54, compared to the Fall survey. Like **WTIX**, **WSHO** won a share just under 10. **WSHO** was in the process of being sold during the last book, so this effort was its first under new guidance. Among the new features are a completely different air staff, more news, and traffic reports. Advertising consisted of a heavy TV effort with some dollars also going into billboards.

Arbitron was overly successful in obtaining consenting ESF homes this survey — 37% of the diaries were returned from ESF persons, while Arbitron estimated that 31% of the metro homes were not available in listed directories. As Arbitron adjusts to come closer to the 31% figure in future surveys, it will be interesting to measure the impact.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 9319

	A/M '79	O/N '79	A/M '80
1 WBWU-FM	11.5	WBWU-FM	11.6
2 WTIX-AM	8.7	WSMB-AM	7.4
3 WQUE-FM	7.4	WQUE-FM	6.9
4 WRNO-FM	7.4	WTIX-AM	6.8
5 WSMB-AM	7.2	WGSO-AM	6.3
6 WNOE-AM	6.3	WLL -AM	6.2
7 WLL -AM	5.6	WNOE-AM	4.9
8 WNOE-FM	5.0	WNOE-FM	4.6
9 WGSO-AM	4.9	WRNO-FM	4.4
10 WYLD-AM	4.8	WXEL-FM	4.4
11 WSHO-AM	4.8	WSHO-AM	4.4
12 WLL -FM	3.9	WYLD-AM	4.3
13 WYLD-FM	3.6	WEZB-FM	4.2
14 WEZB-FM	3.0	WYLD-FM	3.8
15 WXEL-FM	2.9	WLL -FM	3.4
16 WYLD-AM	2.5	WBOK-AM	2.9
17 WBOK-AM	2.3	WNNR-AM	2.7
18 WNNR-AM	1.4	WYLD-AM	2.6
19 WVOG-AM	1.0	WVOG-AM	1.2
20		WARB-AM	0.4

M-F, 3-7pm

1 WTIX-AM	WNOE-AM	WEZB-FM
2 WNOE-AM	WQUE-FM	WTIX-AM
3 WQUE-FM	WTIX-AM	WYLD-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 3486

	A/M '79	O/N '79	A/M '80
1 WRNO-FM	WQUE-FM	WEZB-FM	
2 WQUE-FM	WBWU-FM	WYLD-FM	
3 WNOE-FM	WRNO-FM	WRNO-FM	
4 WTIX-AM	WNOE-FM	WTIX-AM	
5 WNOE-AM	WYLD-FM	WQUE-FM	

M-F, 6-10am

1 WTIX-AM	WQUE-FM	WEZB-FM
2 WQUE-FM	WBWU-FM	WTIX-AM
3 WNOE-AM	WNOE-FM	WRNO-FM
4 WNOE-FM	WRNO-FM	WNOE-FM
5 WRNO-FM	WTIX-AM	WNOE-FM

M-F, 3-7pm

1 WRNO-FM	WQUE-FM	WEZB-FM
2 WQUE-FM	WYLD-FM	WYLD-FM
3 WNOE-FM	WRNO-FM	WTIX-AM
4 WTIX-AM	WNOE-FM	WRNO-FM
5 WNOE-AM	WBWU-FM	WQUE-FM

Adults 25-54

M-S, 6am-Midnight
POP(00): 4462

	A/M '79	O/N '79	A/M '80
1 WBWU-FM	WBWU-FM	WBWU-FM	
2 WTIX-AM	WGSO-AM	WSHO-AM	
3 WQUE-FM	WLL -AM	WTIX-AM	
4 WSHO-AM	WQUE-FM	WYLD-FM	
5 WGSO-AM	WTIX-AM	WEZB-FM	

M-F, 6-10am

1 WTIX-AM	WBWU-FM	WTIX-AM
2 WBWU-FM	WSMB-AM	WLL -AM
3 WGSO-AM	WGSO-AM	WBWU-FM
4 WLL -AM	WTIX-AM	WSHO-AM
5 WQUE-FM	WNOE-FM	WGSO-AM

M-F, 3-7pm

1 WBWU-FM	WBWU-FM	WBWU-FM
2 WTIX-AM	WGSO-AM	WTIX-AM
3 WQUE-FM	WSHO-AM	WYLD-FM
4 WGSO-AM	WQUE-FM	WSHO-AM
5 WSHO-AM	WTIX-AM	WEZB-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 9319

	A/M '79	O/N '79	A/M '80
1 WTIX-AM	2170	WTIX-AM	2049
2 WQUE-FM	1656	WLL -AM	1734
3 WNOE-AM	1642	WBWU-FM	1618
4 WBWU-FM	1580	WQUE-FM	1604
5 WLL -AM	1337	WGSO-AM	1566

M-F, 6-10am

1 WTIX-AM	WTIX-AM	WTIX-AM
2 WNOE-AM	WBWU-FM	WEZB-FM
3 WQUE-FM	WLL -AM	WLL -AM
4 WLL -AM	WQUE-FM	WGSO-AM
5 WBWU-FM	WNOE-AM	WBWU-FM

M-F, 3-7pm

1 WTIX-AM	WQUE-FM	WTIX-AM
2 WQUE-FM	WTIX-AM	WEZB-FM
3 WNOE-AM	WBWU-FM	WBWU-FM
4 WBWU-FM	WNOE-AM	WQUE-FM
5 WRNO-FM	WLL -AM	WYLD-FM

Teens

M-S, 6am-Midnight
POP(00): 1280

	A/M '79	O/N '79	A/M '80
1 WTIX-AM	WTIX-AM	WTIX-AM	
2 WNOE-AM	WNOE-AM	WTIX-AM	
3 WQUE-FM	WQUE-FM	WNOE-AM	

M-F, 6-10am

1 WTIX-AM	WTIX-AM	WEZB-FM
2 WNOE-AM	WNOE-AM	WTIX-AM
3 WQUE-FM	WQUE-FM	WNOE-AM

M-F, 3-7pm

1 WTIX-AM	WTIX-AM	WFZB-FM
2 WNOE-AM	WNOE-AM	WTIX-AM
3 WQUE-FM	WOL F-FM	WOUF-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 3486

	A/M '79	O/N '79	A/M '80
1 WQUE-FM	917	WOL F-FM	WTIX-AM
2 WTIX-AM	874	WNOE-FM	WEZB-FM
3 WRNO-FM	794	WTIX-AM	WRNO-FM
4 WNOE-FM	723	WRNO-FM	WNOE-FM
5 WNOE-AM	713	WNOE-AM	WQUE-FM

M-F, 6-10am

1 WQUE-FM	WQUE-FM	WTIX-AM
2 WTIX-AM	WTIX-AM	WEZB-FM
3 WNOE-AM	WRNO-FM	WRNO-FM
4 WRNO-FM	WRNO-FM	WQUE-FM
5 WNOE-FM	WNOE-AM	WNOE-AM

M-F, 3-7pm

1 WQUE-FM	WQUE-FM	WTIX-AM
2 WTIX-AM	WNOE-FM	WEZB-FM
3 WRNO-FM	WRNO-FM	WQUE-FM
4 WNOE-AM	WTIX-AM	WRNO-FM
5 WNOE-FM	WEZB-FM	WYLD-FM

Adults 25-54

M-S, 6am-Midnight
POP(00): 4462

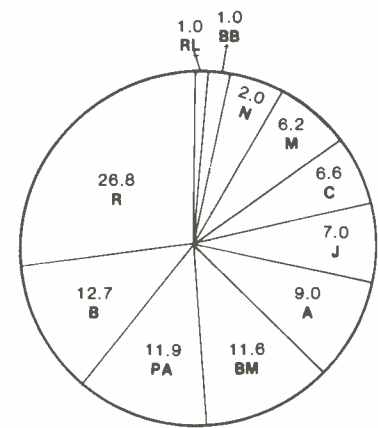
	A/M '79	O/N '79	A/M '80
1 WTIX-AM	WLL -AM	WTIX-AM	
2 WBWU-FM	WTIX-AM	WBWU-FM	
3 WLL -AM	WBWU-FM	WLL -AM	
4 WGSO-AM	WGSO-AM	WQUE-FM	
5 WQUE-FM	WQUE-FM	WEZB-FM	

M-F, 6-10am

1 WTIX-AM	WBWU-FM	WTIX-AM
2 WBWU-FM	WLL -AM	WLL -AM
3 WGSO-AM	WTIX-AM	WBWU-FM
4 WLL -AM	WGSO-AM	WEZB-FM
5 WQUE-FM	WNOE-AM	WGSO-AM

M-F, 3-7pm

1 WTIX-AM	WBWU-FM	WTIX-AM
2 WBWU-FM	WLL -AM	WBWU-FM
3 WQUE-FM	WTIX-AM	WQUE-FM
4 WLL -AM	WQUE-FM	WEZB-FM
5 WGSO-AM	WGSO-AM	WSHO-AM



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

New York

METRO RANK



A/M '80 Market Overview

Quarterly Measurement entered New York City for the first time this spring, and the results of the 12-week survey again showed the strength of **WBLS** and **WKTU** among young adults, while **WCBS** led in appeal to the 35-54 audience.

There was a tremendous oversampling in this report — approximately 2600 extra diaries came back, a 62% increase over last spring's four-week sweep. This additional diary return means a more reliable report, so advertisers can have better confidence in these ratings estimates.

In 18-34's, the **WBLS-WKTU** combination still accounted for about 25%. **WBLS** garnered a mid-13 share, up slightly from last spring, while **WKTU** captured a mid-12 number, down slightly from last year. Clearly the urban contemp-

orary appeal of these stations is on target with a vast segment of the audience.

Next in terms of appeal among young adults was **ABC's WPLJ**, the AOR leader. **WPLJ** was also third in men 18-24. The station attracted a mid-6 share of young adults, up slightly from the A/M '79 figure.

Although the rankings showed **WBLS** and **WKTU** as the 25-54 leaders, it's important to consider that the bulk of their strength in that target was in the 25-34 demo. If an advertiser were interested in 35+ adults, **WCBS**, **WOR**, **WRFM**, and **WINS** had the biggest audiences. Specifically in 25-54's, **WCBS** would be the leader among the older-skewing stations. The station used subway boards and outdoor boards to advertise itself, while news competitor **WINS** used TV, newspaper ads, and subway posters, the latter a new venture. The station also carried **Yankees** baseball, but its impact in this sweep may have been diluted owing to so much preseason time included in the sweep compared to last year.

Those analyzing data from this report and comparing it to last year's figures should remember that the longer survey period included dates not measured before in this market. That's likely to render exact comparisons impossible.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 137992

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80	
1 WKTU-FM	7.6	WBLS-FM	8.7	WBLS-FM	7.1	WBLS-FM (B) 8.1
2 WOR -AM	7.0	WKTU-FM	6.7	WKTU-FM	6.8	WOR -AM (A) 6.7
3 WBLS-FM	6.4	WOR -AM	5.8	WOR -AM	6.6	WKTU-FM (B) 5.5
4 WABC-AM	5.9	WABC-AM	5.8	WCBS-FM	5.4	WRFM-FM (C) 5.2
5 WCBS-AM	5.0	WRFM-FM	5.5	WRFM-FM	4.7	WCBS-AM (B) 4.9
6 WRFM-FM	4.7	WCBS-AM	5.0	WABC-AM	4.6	WABC-AM (B) 4.7
7 WINS-AM	4.6	WINS-AM	4.7	WINS-AM	4.4	WABC-AM (A) 4.5
8 WPAT-FM	4.1	WPLJ-FM	3.8	WNBC-AM	3.2	WNBC-AM (A) 4.1
9 WPLJ-FM	3.5	WABC-AM	3.4	WNBC-AM	3.2	WPAT-FM (B) 3.9
10 WNEW-AM	3.4	WHN -AM	2.9	WPLJ-FM	3.2	WPLJ-FM (B) 3.4
11 WMCA-AM	3.0	WADO-AM	2.8	WCBS-FM	3.1	WHN -AM (A) 3.1
12 WHN -AM	3.0	WNBC-AM	2.8	WPAT-FM	3.0	WPAT-FM (A) 3.1
13 WCBS-FM	2.9	WPAT-FM	2.7	WPAT-FM	2.9	WMCA-AM (C) 2.9
14 WNEW-FM	2.8	WXLO-FM	2.6	WADO-AM	2.8	WNEW-FM (A) 2.6
15 WNBC-AM	2.7	WNEW-FM	2.6	WNEW-FM	2.7	WHN -AM (C) 2.5
16 WXLO-FM	2.5	WCBS-FM	2.4	WHN -AM	2.7	WADO-AM (A) 2.4
17 WJIT-AM	2.1	WPAT-FM	2.4	WYNY-FM	2.1	WCBS-FM (A) 2.3
18 WADO-AM	2.0	WNEW-FM	2.3	WNEW-FM	2.0	WADO-AM (B) 2.0
19 WPAT-FM	2.0	WJIT-AM	2.1	WJIT-AM	1.9	WXLO-FM (A) 1.9
20 WYNY-FM	2.0	WTFM-FM	1.8	WTFM-FM	1.7	WTFM-FM (A) 1.7
21 WTFM-FM	1.8	WRVR-FM	1.3	WXLO-FM	1.7	WJIT-AM (A) 1.6
22 WPIX-FM	1.1	WYNY-FM	1.2	WPIX-FM	1.2	WQXR-FM (B) 1.5
23 WRVR-FM	1.1	WLIR-FM	1.1	WQXR-FM	1.1	WRVR-FM (A) 1.4
24 WQXR-FM	1.0	WPIX-FM	1.1	WNCN-FM	1.1	WQXR-FM (C) 1.3
25 WYNY-FM	0.9	WLIR-FM	1.1	WRVR-FM	1.1	WPIX-FM (B) 1.2
26 WNCN-FM	0.7	WVJN-FM	1.1	WRVR-FM	1.1	WVJN-FM (C) 0.8
27 WLIR-FM	0.7	WQXR-FM	0.9	WVJN-FM	0.8	WNCN-FM (C) 0.8
28 WBLI-FM	0.7	WHLI-AM	0.9	WCTO-FM	0.8	WHLI-AM (B) 0.7
29 WLIR-FM	0.5	WVJN-AM	0.8	WHLI-AM	0.8	WHLI-AM (B) 0.7
30 WVJN-AM	0.5	WHUD-FM	0.7	WRLL-AM	0.6	WNJR-AM (B) 0.6
31 WCTO-FM	0.5	WNCN-FM	0.6	WLIR-FM	0.6	WLIR-FM (B) 0.5
32 WQXR-AM	0.4	WRLL-AM	0.6	WNJR-AM	0.6	WCTO-FM (B) 0.5
33 WALK-FM	0.4	WBLI-FM	0.5	WBLI-FM	0.6	WHUD-FM (B) 0.5
34 WRLL-AM	0.4	WMGO-FM	0.5	WLIR-FM	0.5	WLIR-FM (B) 0.4
35 WGSN-AM	0.4	WNJR-AM	0.5	WEZD-FM	0.5	WLIR-FM (B) 0.4
36 WMGO-FM	0.4	WHUD-FM	0.4	WCTC-AM	0.4	WCTC-AM (A) 0.4
37 WEVD-FM	0.3	WALK-FM	0.4	WALK-FM	0.4	WCTC-AM (A) 0.4
38 WBXX-AM	0.3	WRKI-FM	0.3	WQXR-AM	0.4	WQXR-AM (A) 0.4
39 WNJR-AM	0.3	WQXR-AM	0.3	WMGO-FM	0.4	WQXR-AM (A) 0.4
40 WHUD-AM	0.3	WJLK-FM	0.2	WIOK-FM	0.4	WQXR-AM (A) 0.4
41 WIOK-FM	0.3	WALK-AM	0.1	WHUD-FM	0.3	WQXR-AM (A) 0.3
42 WEVD-AM	0.2	WJLK-AM	0.1	WHUD-FM	0.3	WEVD-FM (B) 0.3
43 WALK-AM	0.1			WBXX-AM	0.3	WJLK-FM (A) 0.3
44				WALK-AM	0.3	WEVD-AM (B) 0.3
45						WALK-AM (A) 0.3
46						WBXX-AM (B) 0.3
47						WQXR-AM (C) 0.2

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 137992

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80				
1 WKTU-FM	1910	WBLS-FM	2159	WBLS-FM	1750	WBLS-FM	1886	WBLS-FM	2017
2 WOR -AM	1758	WKTU-FM	1664	WKTU-FM	1676	WOR -AM	1600	WKTU-FM	1657
3 WBLS-FM	1597	WOR -AM	1450	WOR -AM	1637	WKTU-FM	1517	WCBS-AM	1353
4 WABC-AM	1469	WABC-AM	1443	WCBS-AM	1328	WRFM-FM	1309	WOR -AM	1282
5 WCBS-AM	1266	WRFM-FM	1365	WRFM-FM	1161	WCBS-AM	1166	WINS-AM	1204
6 WRFM-FM	1179	WCBS-AM	1235	WABC-AM	1138	WABC-AM	1141	WRFM-FM	1157
7 WINS-AM	1146	WINS-AM	1172	WINS-AM	1088	WINS-AM	1115	WABC-AM	1108
8 WPAT-FM	1023	WPLJ-FM	943	WMCA-AM	795	WNBC-AM	1016	WNBC-AM	1016
9 WPLJ-FM	870	WMCA-AM	839	WNBC-AM	793	WPAT-FM	954	WPLJ-FM	968
10 WNEW-AM	842	WHN -AM	735	WPLJ-FM	788	WPLJ-FM	934	WPAT-FM	853
M-F, 6-10am									
1 WOR -AM		WOR -AM		WOR -AM		WOR -AM		WCBS-AM	
2 WCBS-AM		WINS-AM		WCBS-AM		WINS-AM		WINS-AM	
3 WINS-AM		WCBS-AM		WINS-AM		WCBS-AM		WOR -AM	
4 WABC-AM		WBLS-FM		WBLS-FM		WBLS-FM		WBLS-FM	
5 WKTU-FM		WABC-AM		WABC-AM		WNBC-AM		WNBC-AM	
6 WBLS-FM		WRFM-FM		WRFM-FM		WRFM-FM		WKTU-FM	
7 WRFM-FM		WMCA-AM		WKTU-FM		WABC-AM		WABC-AM	
8 WNEW-AM		WKTU-FM		WADO-AM		WKTU-FM		WRFM-FM	
9 WHN -AM		WADO-AM		WRFM-FM		WMCA-AM		WNEW-AM	
10 WPAT-FM		WNEW-AM		WNEW-AM		WNEW-AM		WPLJ-FM	
M-F, 3-7pm									
1 WKTU-FM		WBLS-FM		WBLS-FM		WBLS-FM		WBLS-FM	
2 WBLS-FM		WKTU-FM		WKTU-FM		WKTU-FM		WKTU-FM	
3 WABC-AM		WABC-AM		WABC-AM		WABC-AM		WABC-AM	
4 WCBS-AM		WRFM-FM		WRFM-FM		WRFM-FM		WRFM-FM	
5 WRFM-FM		WCBS-AM		WCBS-AM		WCBS-AM		WCBS-AM	
6 WPAT-FM		WPLJ-FM		WMCA-AM		WPLJ-FM		WPLJ-FM	
7 WOR -AM		WINS-AM		WOR -AM		WINS-AM		WINS-AM	
8 WPLJ-FM		WHN -AM		WPAT-FM		WHN -AM		WNBC-AM	
9 WHN -AM		WNBC-AM		WPLJ-FM		WCBS-AM		WMCA-AM	
10 WMCA-AM		WPAT-FM		WHN -AM		WPAT-FM		WPAT-FM	

Teens

M-S, 6am-Midnight
POP(00): 16584

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80				
1 WKTU-FM		WBLS-FM		WBLS-FM		WBLS-FM		WBLS-FM	
2 WPLJ-FM		WKTU-FM		WKTU-FM		WKTU-FM		WKTU-FM	
3 WBLS-FM		WABC-AM		WABC-AM		WABC-AM		WPLJ-FM	
M-F, 6-10am									
1 WKTU-FM		WBLS-FM		WBLS-FM		WBLS-FM		WBLS-FM	
2 WABC-AM		WABC-AM		WABC-AM		WABC-AM		WABC-AM	
3 WBLS-FM		WABC-AM		WABC-AM		WABC-AM		WABC-AM	
M-F, 3-7pm									
1 WKTU-FM		WBLS-FM		WKTU-FM		WBLS-FM		WBLS-FM	
2 WBLS-FM		WKTU-FM		WBLS-FM		WKTU-FM		WKTU-FM	
3 WABC-AM		WPLJ-FM		WNEW-FM		WPLJ-FM		WPLJ-FM	
4 WNEW-FM		WABC-AM		WPLJ-FM		WABC-AM		WABC-AM	
5 WPLJ-FM		WNEW-FM		WCBS-FM		WNEW-FM		WNEW-FM	
6 WCBS-FM		WCBS-FM		WYNY-FM		WCBS-FM		WNBC-AM	
7 WXLO-FM		WXLO-FM		WABC-AM		WABC-AM		WYNY-FM	
8 WNBC-AM		WNBC-AM		WNBC-AM		WCBS-FM		WCBS-FM	
9 WYNY-FM		WTFM-FM		WTFM-FM		WXLO-FM		WXLO-FM	
10 WJIT-AM		WYNY-FM		WXLO-FM		WTFM-FM		WRVR-FM	
M-F, 6-10am									
1 WKTU-FM		WBLS-FM		WBLS-FM		WBLS-FM		WBLS-FM	
2 WABC-AM		WKTU-FM		WKTU-FM		WABC-AM		WKTU-FM	
3 WBLS-FM		WABC-AM		WNBC-AM		WKTU-FM		WABC-AM	
4 WNEW-FM		WPLJ-FM		WNEW-FM		WPLJ-FM		WPLJ-FM	
5 WPLJ-FM		WNEW-FM		WNEW-FM		WABC-AM		WABC-AM	
6 WINS-AM		WNBC-AM		WABC-AM		WNEW-FM		WNEW-FM	
7 WINS-AM		WCBS-FM		WCBS-FM		WYNY-FM		WCBS-AM	
8 WNBC-AM		WXLO-FM		WINS-AM		WCBS-FM		WYNY-FM	
9 WCBS-FM		WINS-AM		WYNY-FM		WCBS-FM		WCBS-FM	
10 WXLO-FM		WCBS-AM		WCBS-AM		WINS-AM		WINS-AM	
M-F, 3-7pm									
1 WKTU-FM		WBLS-FM		WKTU-FM		WBLS-FM		WBLS-FM	
2 WBLS-FM		WKTU-FM		WBLS-FM		WKTU-FM		WKTU-FM	
3 WABC-AM		WPLJ-FM		WABC-AM		WPLJ-FM		WABC-AM	
4 WNEW-FM		WABC-AM		WCBS-FM		WPLJ-FM		WNEW-FM	
5 WPLJ-FM		WNEW-FM		WABC-AM		WNEW-FM		WCBS-FM	
6 WCBS-FM		WCBS-FM		WNEW-FM		WYNY-FM		WABC-AM	
7 WYNY-FM		WNBC-AM		WNBC-AM		WYNY-FM		WYNY-FM	
8 WXLO-FM		WXLO-FM		WNBC-AM		WCBS-FM		WNBC-AM	
9 WNBC-AM		WTFM-FM		WTFM-FM		WTFM-FM		WPIX-FM	
10 WHN -AM		WYNY-FM		WPIX-FM		WXLO-FM		WXLO-FM	

Adults 25-54

M-S, 6am-Midnight
POP(00): 65155

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80				
1 WKTU-FM		WBLS-FM		WBLS-FM		WBLS-FM		WBLS-FM	
2 WBLS-FM		WABC-AM		WKTU-FM		WKTU-FM		WKTU-FM	
3 WABC-AM		WRFM-FM		WCBS-FM		WABC-AM		WABC-AM	
4 WOR -AM		WKTU-FM		WCBS-AM		WCBS-AM		WABC-AM	
5 WRFM-FM		WCBS-AM		WABC-AM		WABC-AM		WABC-AM	
6 WNEW-AM		WHN -AM		WRFM-FM		WRFM-FM		WRFM-FM	
7 WCBS-AM		WADO-AM		WINS-AM		WNBC-AM		WINS-AM	
8 WCBS-FM		WNEW-AM		WADO-AM		WNEW-AM		WABC-AM	
9 WPAT-FM		WINS-AM		WNBC-AM		WINS-AM		WINS-AM	
10 WHN -AM		WOR -AM		WOR -AM		WPAT-FM		WNEW-AM	
M-F, 6-10am									
1 WOR -AM		WCBS-AM		WINS-AM		WCBS-AM		WCBS-AM	
2 WCBS-AM		WBLS-FM		WCBS-AM		WINS-AM		WINS-AM	
3 WABC-AM		WINS-AM		WNBC-AM		WNBC-AM		WINS-AM	
4 WINS-AM		WABC-AM		WABC-AM		WBLS-FM		WBLS-FM	
5 WNEW-AM		WOR -AM		WABC-AM		WOR -AM		WABC-AM	
6 WBLS-FM		WRFM-FM		WABC-AM		WABC-AM		WOR -AM	
7 WKTU-FM		WNEW-AM		WADO-AM		WNEW-AM		WRFM-FM	
8 WRFM-FM		WADO-AM		WNEW-AM		WNEW-AM		WNEW-AM	
9 WHN -AM		WHN -AM		WCBS-FM		WADO-AM		WKTU-FM	
10 WADO-AM		WKTU-FM		WRFM-FM		WRFM-FM		WADO-AM	
M-F, 3-7pm									
1 WKTU-FM		WBLS-FM		WBLS-FM		WABC-AM		WBLS-FM	
2 WBLS-FM		WABC-AM		WBLS-FM		WKTU-FM		WKTU-FM	
3 WABC-AM		WRFM-FM		WCBS-AM		WKTU-FM		WABC-AM	
4 WRFM-FM		WHN -AM		WCBS-FM		WRFM-FM		WRFM-FM	
5 WHN -AM		WKTU-FM		WABC-AM		WNEW-AM		WCBS-AM	
6 WPAT-FM		WCBS-FM		WRFM-FM		WRFM-FM		WRFM-FM	
7 WNEW-AM		WNEW-AM							

The Rating Game And What To Play To Win It!

David Bowie
Scary Monsters



RCA AQL1-3647

Featuring "Ashes To Ashes" and "Fashion"

**DARYL HALL
JOHN OATES**
VOICES



RCA AQL1-3646

Featuring The Hit Single, "You've Lost That Lovin' Feeling"

STEPHANIE MILLS
Sweet Sensation




T-603

Featuring The Hit Single, "Never Knew Love Like This Before"

Featuring "Rumours of Glory" and "Grim Travelers"

BRUCE COCKBURN
HUMANS



BXL1-7152


MUSIC MAN



RCA AHL1-3602

Featuring The Hit Single, "Dukes Of Hazzard"

**BREAKING THROUGH
THE ICE AGE**
Ellen Shipley



AFL1-3626

Featuring "This Little Girl," "Fotogenic" and "Solo"

Featuring "Murder," "Babe" and "This Is Japan"

TACK GREEN



HUMANESQUE

AFL1-3639 RCA

RCA 
and
Associated Labels

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 137992

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80					
1	WABC-AM	29534	WABC-AM	30640	WABC-AM	27105	WABC-AM	25883	WABC-AM	25092
2	WINS-AM	26024	WINS-AM	26043	WCBS-AM	24627	WINS-AM	23961	WINS-AM	25070
3	WCBS-AM	24425	WCBS-AM	23467	WINS-AM	23485	WCBS-AM	22780	WCBS-AM	23042
4	WKU-FM	22727	WKU-FM	20872	WKU-FM	21162	WNBC-AM	21952	WNBC-AM	22582
5	WOR -AM	21841	WOR -AM	20352	WOR -AM	20078	WKU-FM	20097	WBLS-FM	22081
6	WNBC-AM	18190	WBLS-FM	18794	WNBC-AM	19602	WOR -AM	18784	WKU-FM	20285
7	WBLS-FM	16753	WNBC-AM	18467	WBLS-FM	17828	WBLS-FM	18498	WOR -AM	18311
8	WPLJ-FM	15630	WPLJ-FM	15396	WPLJ-FM	13969	WPLJ-FM	14982	WPLJ-FM	14785
9	WXLO-FM	13627	WRFM-FM	14236	WRFM-FM	13331	WPAT-FM	14323	WCBS-FM	13213
10	WCBS-FM	13516	WXLO-FM	13515	WCBS-FM	12748	WHN -AM	13732	WRFM-FM	12678

M-F, 6-10am

1	WINS-AM	WINS-AM	WINS-AM	WINS-AM	WINS-AM
2	WCBS-AM	WCBS-AM	WCBS-AM	WCBS-AM	WCBS-AM
3	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM
4	WOR -AM	WOR -AM	WOR -AM	WNBC-AM	WABC-AM
5	WKU-FM	WBLS-FM	WNBC-AM	WOR -AM	WBLS-FM
6	WBLS-FM	WKU-FM	WKU-FM	WBLS-FM	WOR -AM
7	WNBC-AM	WNBC-AM	WBLS-FM	WKU-FM	WKU-FM
8	WPLJ-FM	WRFM-FM	WPLJ-FM	WPLJ-FM	WPLJ-FM
9	WRFM-FM	WPLJ-FM	WRFM-FM	WRFM-FM	WRFM-FM
10	WHN -AM	WHN -AM	WCBS-FM	WHN -AM	WNEW-AM

M-F, 3-7pm

1	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM
2	WKU-FM	WBLS-FM	WKU-FM	WKU-FM	WBLS-FM
3	WCBS-AM	WKU-FM	WBLS-FM	WBLS-FM	WKU-FM
4	WBLS-FM	WCBS-AM	WCBS-AM	WNBC-AM	WNBC-AM
5	WNBC-AM	WINS-AM	WNBC-AM	WINS-AM	WCBS-AM
6	WPLJ-FM	WPLJ-FM	WINS-AM	WCBS-AM	WINS-AM
7	WINS-AM	WRFM-FM	WPLJ-FM	WPLJ-FM	WPLJ-FM
8	WRFM-FM	WNBC-AM	WRFM-FM	WPAT-FM	WRFM-FM
9	WOR -AM	WCBS-FM	WCBS-FM	WRFM-FM	WCBS-FM
10	WXLO-FM	WXLO-FM	WOR -AM	WHN -AM	WPAT-FM

Teens

M-S, 6am-Midnight
POP(00): 16584

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM
2	WKU-FM	WPLJ-FM	WRBC-AM	WNBC-AM	WPLJ-FM
3	WPLJ-FM	WKU-FM	WKU-FM	WKU-FM	WNBC-AM

M-F, 6-10am

1	WABC-AM	WABC-AM	WABC-AM	WNBC-AM	WPLJ-FM
2	WPLJ-FM	WBLS-FM	WNBC-AM	WABC-AM	WNBC-AM
3	WKU-FM	WPLJ-FM	WBLS-FM	WBLS-FM	WKU-FM

M-F, 3-7pm

1	WABC-AM	WABC-AM	WABC-AM	WBLS-FM	WPLJ-FM
2	WKU-FM	WKU-FM	WKU-FM	WKU-FM	WKU-FM
3	WPLJ-FM	WPLJ-FM	WNBC-AM	WPLJ-FM	WNBC-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 45674

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WKU-FM	WABC-AM	WKU-FM	WKU-FM	WKU-FM
2	WABC-AM	WKU-FM	WABC-AM	WABC-AM	WBLS-FM
3	WBLS-FM	WBLS-FM	WBLS-FM	WBLS-FM	WABC-AM
4	WPLJ-FM	WPLJ-FM	WPLJ-FM	WNBC-AM	WNBC-AM
5	WCBS-FM	WNBC-AM	WNBC-AM	WPLJ-FM	WPLJ-FM
6	WXLO-FM	WCBS-FM	WCBS-FM	WNEW-FM	WCBS-FM
7	WNBC-AM	WXLO-FM	WNEW-FM	WXLO-FM	WNEW-FM
8	WNEW-FM	WNEW-FM	WXLO-FM	WCBS-FM	WYNY-FM
9	WINS-AM	WINS-AM	WYNY-FM	WYNY-FM	WXLO-FM
10	WCBS-AM	WTFM-FM	WINS-AM	WTFM-FM	WPIX-FM

M-F, 6-10am

1	WABC-AM	WBLS-FM	WKU-FM	WBLS-FM	WKU-FM
2	WKU-FM	WABC-AM	WBLS-FM	WABC-AM	WBLS-FM
3	WBLS-FM	WKU-FM	WABC-AM	WNBC-AM	WNBC-AM
4	WPLJ-FM	WPLJ-FM	WNBC-AM	WKU-FM	WABC-AM
5	WNBC-AM	WNEW-FM	WNEW-FM	WPLJ-FM	WPLJ-FM
6	WINS-AM	WNEW-FM	WNEW-FM	WNEW-FM	WNEW-FM
7	WCBS-AM	WXLO-FM	WCBS-FM	WYNY-FM	WYNY-FM
8	WCBS-FM	WINS-AM	WINS-AM	WINS-AM	WINS-AM
9	WNEW-FM	WCBS-AM	WCBS-AM	WCBS-AM	WCBS-FM
10	WXLO-FM	WCBS-FM	WXLO-FM	WXLO-FM	WCBS-AM

M-F, 3-7pm

1	WKU-FM	WBLS-FM	WKU-FM	WKU-FM	WKU-FM
2	WBLS-FM	WKU-FM	WBLS-FM	WBLS-FM	WBLS-FM
3	WABC-AM	WABC-AM	WABC-AM	WPLJ-FM	WABC-AM
4	WPLJ-FM	WPLJ-FM	WPLJ-FM	WABC-AM	WNBC-AM
5	WNEW-FM	WNBC-AM	WNBC-AM	WNBC-AM	WPLJ-FM
6	WCBS-FM	WNEW-FM	WNBC-AM	WNEW-FM	WNEW-FM
7	WXLO-FM	WCBS-FM	WNEW-FM	WYNY-FM	WCBS-FM
8	WNBC-AM	WXLO-FM	WXLO-FM	WCBS-FM	WYNY-FM
9	WYNY-FM	WTFM-FM	WYNY-FM	WXLO-FM	WPIX-FM
10	WCBS-AM	WYNY-FM	WPIX-FM	WTFM-FM	WXLO-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 65155

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WINS-AM
2	WINS-AM	WINS-AM	WCBS-AM	WINS-AM	WABC-AM
3	WCBS-AM	WINS-AM	WCBS-AM	WCBS-AM	WCBS-AM
4	WKU-FM	WKU-FM	WNBC-AM	WNBC-AM	WNBC-AM
5	WOR -AM	WBLS-FM	WKU-FM	WKU-FM	WBLS-FM
6	WCBS-FM	WCBS-FM	WCBS-FM	WCBS-FM	WCBS-FM
7	WBLS-FM	WNBC-AM	WBLS-FM	WHN -AM	WKU-FM
8	WNEW-AM	WOR -AM	WOR -AM	WCBS-FM	WOR -AM
9	WNBC-AM	WRFM-FM	WNEW-AM	WPAT-FM	WPAT-FM
10	WHN -AM	WHN -AM	WRFM-FM	WRFM-FM	WHN -AM

M-F, 6-10am

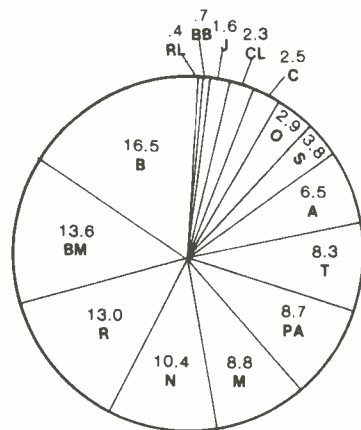
1	WABC-AM	WINS-AM	WINS-AM	WINS-AM	WCBS-AM
2	WCBS-AM	WCBS-AM	WCBS-AM	WCBS-AM	WINS-AM
3	WINS-AM	WABC-AM	WNBC-AM	WABC-AM	WNBC-AM
4	WOR -AM	WBLS-FM	WABC-AM	WNBC-AM	WABC-AM
5	WKU-FM	WOR -AM	WOR -AM	WBLS-FM	WBLS-FM
6	WBLS-FM	WNBC-AM	WBLS-FM	WKU-FM	WKU-FM
7	WNBC-AM	WRFM-FM	WCBS-FM	WHN -AM	WOR -AM
8	WHN -AM	WNEW-AM	WKU-FM	WOR -AM	WCBS-FM
9	WNEW-AM	WHN -AM	WNEW-AM	WNEW-AM	WNEW-AM
10	WCBS-FM	WCBS-FM	WHN -AM	WRFM-FM	WHN -AM

M-F, 3-7pm

1	WABC-AM	WABC-AM	WCBS-AM	WABC-AM	WABC-AM
2	WKU-FM	WBLS-FM	WBLS-FM	WNBC-AM	WBLS-FM
3	WBLS-FM	WCBS-AM	WKU-FM	WBLS-FM	WCBS-AM
4	WCBS-AM	WINS-AM	WNBC-AM	WCBS-AM	WNBC-AM
5	WHN -AM	WRFM-FM	WBLS-FM	WKU-FM	WKU-FM
6	WCBS-FM	WKU-FM	WCBS-FM	WINS-AM	WINS-AM
7	WNBC-AM	WNBC-AM	WINS-AM	WHN -AM	WINS-AM
8	WRFM-FM	WCBS-FM	WHN -AM	WCBS-FM	WRFM-FM
9	WNEW-AM	WHN -AM	WRFM-FM	WPAT-FM	WHN -AM
10	WINS-AM	WNEW-AM	WPAT-FM	WNEW-AM	WPAT-FM

Format Penetration Chart

Based On Total Persons 12 +
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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METRO RANK

31

A/M '80 Market Overview

The AOR's dominated the young adult scene in this report, while the Beautiful Music and Country stations were preferred by the older adults. For the fourth book in a row, there was a new leader, **BM** station **WFOG-FM**. The **Bonneville**-programmed station was a close second 25-54 as well. **WFOG** made major technical improvements, spent more on advertising through the media of TV, newspaper, and billboards, and used on-air contests to give away cash plus a trip for two anywhere in the world. It ended up with just over a 10 share of the 25-54 cell, an improvement of approximately 66% compared to the Fall book.

Tops in 25-54 appeal was Country **WCMS-FM**. With an 11 share, down from last fall's 12 figure, **WCMS-FM** still held the envied position in this demo.

The station was very active during the survey — advertising on TV and billboards, with some direct mail and newspaper, plus on-air contests to give away cars, trips to Nassau, and thousands in cash. **WCMS-FM** switched its news from :10 after the hour to on-the-hour, and joined the **ABC Entertainment** network.

In the young adult battle, AOR **WMYK** rebounded to recoup the lead here. After a poor Fall book, the station virtually doubled its 18-34 share this sweep, and now stands at more than a 15 share. With a smaller ad budget, **WMYK** spent on TV, an ongoing billboard campaign, and bumper stickers. Much energy went into on-air promotions, where listeners could win \$1000, \$2000 or a Harley Davidson, or \$5000 or a four-wheel drive vehicle.

The other double-digit 18-34 station was another AOR, **WNOR-FM**. The station maintained a share in the mid-11 range by keeping a low profile this sweep. No external advertising was used, and there was no major on-air promotion or activity.

Other key young adult stations include **WWDE-FM**, a Pop/Adult property with a 9 share of the 18-34's; Black-formatted **WOWI**, with just over an 8 share; and **WGH**. **WGH**'s share in the low-6 range was up a share from last fall, perhaps because of a more extensive ad effort involving TV and busboards. The station also gave away approximately \$40,000 in cash and prizes during the sweep.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 9771

A/M '79	O/N '79	A/M '80
1 WTAR-AM	9.3	WCMS-FM 10.9
2 WMYK-FM	8.7	WNOR-FM 7.6
3 WFOG-FM	7.8	WOWI-FM 6.8
4 WCMS-FM	7.7	WKEZ-FM 6.6
5 WKEZ-FM	7.5	WRAP-AM 6.2
6 WNOR-FM	7.4	WTAR-AM 6.0
7 WOWI-FM	6.1	WGH -AM 5.5
8 WGH -AM	5.9	WMYK-FM 5.3
9 WRAP-AM	5.7	WQRK-FM 5.2
10 WPCF-AM	4.6	WFOG-FM 5.1
11 WQRK-FM	4.1	WCMS-FM 4.5
12 WGH -FM	2.7	WVAB-AM 4.1
13 WWDE-FM	2.7	WPCF-AM 3.6
14 WCMS-AM	1.9	WGH -FM 3.3
15 WNOR-AM	1.8	WNIS-AM 1.7
16 WZAM-AM	1.7	WVAB-AM 1.7
17 WBCI-FM	1.4	WBCI-FM 1.7
18 WVAB-AM	1.3	WZAM-AM 1.7
19 WYVA-FM	1.2	WCPK-AM 1.5
20 WCPK-AM	0.9	WYVA-FM 1.4
21 WNIS-AM	0.7	WNOR-AM 1.2
22 WXRI-FM	0.7	WTJZ-AM 1.2
23 WWDE-AM	0.6	WXRI-FM 1.1
24 WTJZ-AM	0.4	WWDE-AM 0.7
25		WRVA-AM 0.6
26		WOZO-FM 0.4

Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 9771

A/M '79	O/N '79	A/M '80
1 WTAR-AM	12.9	WCMS-FM 17.7
2 WMYK-FM	12.0	WNOR-FM 12.3
3 WFOG-FM	10.8	WOWI-FM 11.0
4 WCMS-FM	10.7	WKEZ-FM 10.7
5 WKEZ-FM	10.4	WRAP-AM 10.1

M-F, 6-10am

1 WTAR-AM	WCMS-FM	WTAR-AM
2 WFOG-FM	WTAR-AM	WGH -AM
3 WCMS-FM	WRAP-AM	WFOG-FM
4 WGH -AM	WGH -AM	WCMS-FM
5 WKEZ-FM	WNOR-FM	WMYK-FM

M-F, 3-7pm

1 WTAR-AM	WCMS-FM	WMYK-FM
2 WMYK-FM	WNOR-FM	WFOG-FM
3 WFOG-FM	WRAP-AM	WCMS-FM
4 WNOR-FM	WKEZ-FM	WNOR-FM
5 WCMS-FM	WOWI-FM	WGH -AM

Teens M-S, 6am-Midnight POP(00): 1246

A/M '79	O/N '79	A/M '80
1 WGH -AM	WRAP-AM	30 WRAP-AM
2 WRAP-AM	WMYK-FM	26 WGH -AM
3 WMYK-FM	WQRK-FM	22 WMYK-FM

M-F, 6-10am

1 WGH -AM	WRAP-AM	WRAP-AM
2 WRAP-AM	WMYK-FM	WGH -AM
3 WOWI-FM	WGH -AM	WMYK-FM

M-F, 3-7pm

1 WRAP-AM	WRAP-AM	WRAP-AM
2 WMYK-FM	WOWI-FM	WGH -AM
3 WNOR-FM	WQRK-FM	WMYK-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 4228

A/M '79	O/N '79	A/M '80
1 WMYK-FM	WNOR-FM	WMYK-FM
2 WNOR-FM	WCMS-FM	WNOR-FM
3 WOWI-FM	WMYK-FM	WWDE-FM
4 WNOR-AM	WOWI-FM	WOWI-FM
5 WRAP-AM	WORK-FM	WGH -AM

M-F, 6-10am

1 WTAR-AM	WNOR-FM	WMYK-FM
2 WMYK-FM	WCMS-FM	WNOR-FM
3 WGH -AM	WGH -AM	WGH -AM
4 WNOR-FM	WOWI-FM	WWDE-FM
5 WFOG-FM	WVAB-AM	WCMS-FM

M-F, 3-7pm

1 WMYK-FM	WNOR-FM	WMYK-FM
2 WNOR-FM	WCMS-FM	WNOR-FM
3 WOWI-FM	WMYK-FM	WWDE-FM
4 WRAP-AM	WOWI-FM	WOWI-FM
5 WFOG-FM	WORK-FM	WCMS-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 4659

A/M '79	O/N '79	A/M '80
1 WCMS-FM	WCMS-FM	WCMS-FM
2 WTAR-AM	WKEZ-FM	WFOG-FM
3 WFOG-FM	WTAR-AM	WTAR-AM
4 WKEZ-FM	WOWI-FM	WWDE-FM
5 WOWI-FM	WWDE-FM	WGH -AM

M-F, 6-10am

1 WTAR-AM	WCMS-FM	WTAR-AM
2 WCMS-FM	WTAR-AM	WCMS-FM
3 WFOG-FM	WKEZ-FM	WFOG-FM
4 WKEZ-FM	WRAP-AM	WGH -AM
5 WGH -AM	WOWI-FM	WWDE-FM

M-F, 3-7pm

1 WTAR-AM	WCMS-FM	WCMS-FM
2 WCMS-FM	WKEZ-FM	WFOG-FM
3 WFOG-FM	WTAR-AM	WWDE-FM
4 WKEZ-FM	WFOG-FM	WTAR-AM
5 WOWI-FM	WRAP-AM	WPCF-AM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 9771

A/M '79	O/N '79	A/M '80
1 WTAR-AM	2255	WGH -AM 1904
2 WGH -AM	1874	WNOR-FM 1814
3 WNOR-FM	1784	WTAR-AM 1788
4 WMYK-FM	1454	WCMS-FM 1745
5 WKEZ-FM	1382	WRAP-AM 1499

M-F, 6-10am

1 WTAR-AM	WTAR-AM	WTAR-AM
2 WGH -AM	WCMS-FM	WGH -AM
3 WMYK-FM	WGH -AM	WMYK-FM
4 WNOR-FM	WNOR-FM	WNOR-FM
5 WKEZ-FM	WRAP-AM	WCMS-FM

M-F, 3-7pm

1 WTAR-AM	WCMS-FM	WNOR-FM
2 WNOR-FM	WNOR-FM	WMYK-FM
3 WMYK-FM	WGH -AM	WGH -AM
4 WGH -AM	WMYK-FM	WFOG-FM
5 WOWI-FM	WOWI-FM	WTAR-AM

Teens M-S, 6am-Midnight POP(00): 1246

A/M '79	O/N '79	A/M '80
1 WGH -AM	WGH -AM	WRAP-AM
2 WRAP-AM	WRAP-AM	WGH -AM
3 WNOR-FM	WMYK-FM	WMYK-FM

M-F, 6-10am

1 WGH -AM	WRAP-AM	WRAP-AM
2 WRAF-AM	WMYK-FM	WMYK-FM
3 WOWI-FM	WGH -AM	WGH -AM

M-F, 3-7pm

1 WRAP-AM	WRAP-AM	WGH -AM
2 WMYK-FM	WOWI-FM	WRAP-AM
3 WGH -AM	WMYK-FM	WMYK-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 4228

A/M '79	O/N '79	A/M '80
1 WNOR-FM	WNOR-FM	WNOR-FM
2 WMYK-FM	WMYK-FM	WMYK-FM
3 WGH -AM	WGH -AM	WGH -AM
4 WQRK-FM	WQRK-FM	WQRK-FM
5 WTAR-AM	WOWI-FM	WQRK-FM

M-F, 6-10am

1 WMYK-FM	WNOR-FM	WNOR-FM
2 WNOR-FM	WGH -AM	WMYK-FM
3 WGH -AM	WCMS-FM	WGH -AM
4 WTAR-AM	WMYK-FM	WWDE-FM
5 WORK-FM	WTAR-AM	WOWI-FM

M-F, 3-7pm

1 WNOR-FM	WNOR-FM	WNOR-FM
2 WMYK-FM	WMYK-FM	WMYK-FM
3 WOWI-FM	WGH -AM	WWDE-FM
4 WGH -AM	WCMS-FM	WQRK-FM
5 WQRK-FM	WOWI-FM	WOWI-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 4659

A/M '79	O/N '79	A/M '80
1 WTAR-AM	WTAR-AM	WTAR-AM
2 WFOG-FM	WCMS-FM	WGH -AM
3 WCMS-FM	WKEZ-FM	WFOG-FM
4 WKEZ-FM	WGH -AM	WCMS-FM
5 WGH -AM	WFOG-FM	WWDE-FM

M-F, 6-10am

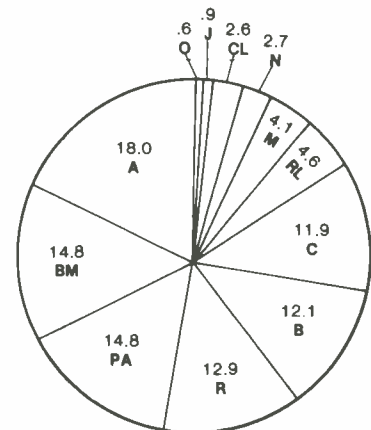
1 WTAR-AM	WCMS-FM	WTAR-AM
2 WCMS-FM	WTAR-AM	WGH -AM
3 WFOG-FM	WKEZ-FM	WCMS-FM
4 WKEZ-FM	WFOG-FM	WFOG-FM
5 WGH -AM	WGH -AM	WWDE-FM

M-F, 3-7pm

1 WTAR-AM	WCMS-FM	WTAR-AM
2 WCMS-FM	WTAR-AM	WFOG-FM
3 WKEZ-FM	WKEZ-FM	WCMS-FM
4 WOWI-FM	WGH -AM	WWDE-FM
5 WFOG-FM	WOWI-FM	WGH -AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

Northeast Pennsylvania (Wilkes Barre-Scranton)

METRO RANK **54**

A/M '80 Market Overview

WARM was the word again in the Scranton/Wilkes-Barre area. The station is once again the overall leader, and this year increased its share. While **WARM** was dominant 25-54, **WEZX** and **WGBI-FM** fought it out for the 18-34 lead.

WARM actually upped its share of the 25-54 audience compared to last year. The station had more than a 16 share, while **WGBI-FM**, its closest competitor, had just over a 9.

The 18-34 demographic race was a closer contest, however. P/A **WGBI-FM** slipped slightly to a 15 share, while AOR **WEZX** advanced 1½ shares to the mid-12 range. **WGBI-FM** had the edge in women 18-34, but **WEZX** topped the field in 18-34 men.

One additional station showed significant upward movement. P/A **WNAK** gained almost 30% among adults 35+ in this sweep, and was a close second to **WARM** in that category.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 5470

A/M '79	A/M '80
1 WARM-AM	11.2
2 WGBI-FM	7.7
3 WNAK-AM	7.7
4 WEJL-AM	6.2
5 WILK-AM	6.1
6 WYZZ-FM	5.2
7 WEZX-FM	4.7
8 WVCD-FM	4.7
9 WAZL-AM	4.2
10 WICK-AM	3.9
11 WBAX-AM	3.8
12 WGBI-AM	3.6
13 WBRE-AM	3.0
14 WDDL-FM	3.0
15 WBRE-FM	2.9
16 WJWV-FM	1.5
17 WZZO-FM	1.5
18 WVPO-AM	1.3
19 WVPO-FM	1.3
20 WARD-AM	1.2
21 WCDL-AM	1.2
22 WCDL-FM	0.8
23 WACM-FM	0.8
24 WQQQ-FM	0.8
25 WSCR-AM	0.7
26 WABC-AM	0.6
27 KYW-AM	0.6
28 WILQ-FM	0.5
29 WKKW-FM	0.5
30 WLSH-AM	0.4
31 WLEV-FM	0.3
32 WHLM-FM	0.2
33 WHLM-AM	0.1

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5470

A/M '79	A/M '80
1 WARM-AM	122
2 WGBI-FM	84
3 WNAK-AM	84
4 WEJL-AM	67
5 WILK-AM	66

M-F, 6-10am

1 WARM-AM	WARM-AM
2 WILK-AM	WGBI-FM
3 WAZL-AM	WILK-AM
4 WGBI-FM	WNAK-AM
5 WNAK-AM	WBAX-AM

M-F, 3-7pm

1 WARM-AM	WARM-AM
2 WGBI-FM	WGBI-FM
3 WEZX-FM	WILK-AM
4 WYZZ-FM	WILK-AM
5 WNAK-AM	WNAK-AM

Teens M-S, 6am-Midnight POP(00): 589

A/M '79	A/M '80
1 WGBI-FM	WEZX-FM
2 WILK-AM	WQEO-FM
3 WEZX-FM	WGBI-FM

M-F, 6-10am

1 WILK-AM	WEZX-FM
2 WARM-AM	WARM-AM
3 WAZL-AM	WILK-AM

M-F, 3-7pm

1 WEZX-FM	WEZX-FM
2 WGBI-FM	WQEO-FM
3 WACM-FM	WGBI-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 1565

A/M '79	A/M '80
1 WGBI-FM	WGBI-FM
2 WARM-AM	WEZX-FM
3 WEZX-FM	WARM-AM
4 WILK-AM	WILK-AM
5 WFJL-AM	WQEO-FM

M-F, 6-10am

1 WARM-AM	WARM-AM
2 WGBI-FM	WGBI-FM
3 WILK-AM	WILK-AM
4 WEZX-FM	WEZX-FM
5 WAZL-AM	WBAX-AM

M-F, 3-7pm

1 WARM-AM	WGBI-FM
2 WGBI-FM	WEZX-FM
3 WEZX-FM	WARM-AM
4 WILK-AM	WILK-AM
5 WJWV-FM	WQEO-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 2348

A/M '79	A/M '80
1 WARM-AM	WARM-AM
2 WFJL-AM	WGBI-FM
3 WEAX-AM	WNAK-AM
4 WNAK-AM	WILK-AM
5 WILK-AM	WYZZ-FM

M-F, 6-10am

1 WARM-AM	WARM-AM
2 WILK-AM	WGBI-FM
3 WAZL-AM	WILK-AM
4 WBAX-AM	WBAX-AM
5 WFJL-AM	WYZZ-FM

M-F, 3-7pm

1 WARM-AM	WARM-AM
2 WEAX-AM	WGBI-FM
3 WGBI-FM	WILK-AM
4 WNAK-AM	WYZZ-FM
5 WYZZ-FM	WQEO-FM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 5470

A/M '79	A/M '80
1 WARM-AM	1757
2 WILK-AM	1129
3 WGBI-FM	1067
4 WNAK-AM	835
5 WEZX-FM	694

M-F, 6-10am

1 WARM-AM	WARM-AM
2 WILK-AM	WGBI-FM
3 WNAK-AM	WILK-AM
4 WGBI-FM	WNAK-AM
5 WAZL-AM	WEZX-FM

M-F, 3-7pm

1 WARM-AM	WARM-AM
2 WGRI-FM	WGBI-FM
3 WILK-AM	WEZX-FM
4 WEZX-FM	WNAK-AM
5 WFJL-AM	WILK-AM

Teens M-S, 6am-Midnight POP(00): 589

A/M '79	A/M '80
1 WILK-AM	WEZX-FM
2 WARM-AM	WARM-AM
3 WARD-AM	WGBI-FM

M-F, 6-10am

1 WILK-AM	WARM-AM
2 WARD-AM	WEZX-FM
3 WARM-AM	WGBI-FM

M-F, 3-7pm

1 WILK-AM	WEZX-FM
2 WGBI-FM	WGRI-FM
3 WEZX-FM	WARM-AM

Adults 18-34 M-S, 6am-Midnight POP(00): 1565

A/M '79	A/M '80
1 WARM-AM	WARM-AM
2 WGRI-FM	WGBI-FM
3 WEZX-FM	WEZX-FM
4 WILK-AM	WILK-AM
5 WJWV-FM	WQEO-FM

M-F, 6-10am

1 WARM-AM	WARM-AM
2 WGBI-FM	WGBI-FM
3 WILK-AM	WEZX-FM
4 WEZX-FM	WILK-AM
5 WEJL-AM	WQEO-FM

M-F, 3-7pm

1 WARM-AM	WGBI-FM
2 WGBI-FM	WARM-AM
3 WEZX-FM	WEZX-FM
4 WILK-AM	WILK-AM
5 WJWV-FM	WQEO-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 2348

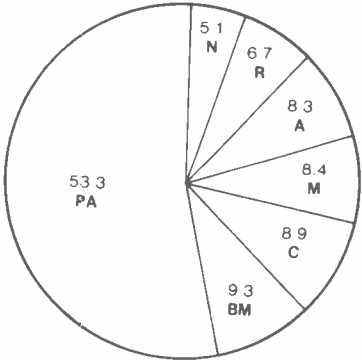
A/M '79	A/M '80
1 WARM-AM	WARM-AM
2 WGBI-FM	WGBI-FM
3 WILK-AM	WILK-AM
4 WBAX-AM	WYZZ-FM
5 WNAK-AM	WEZX-FM

M-F, 6-10am

1 WARM-AM	WARM-AM
2 WILK-AM	WGBI-FM
3 WBAX-AM	WILK-AM
4 WEJL-AM	WEJL-AM
5 WAZL-AM	WNAK-AM

M-F, 3-7pm

1 WARM-AM	WARM-AM
2 WBAX-AM	WGBI-FM
3 WGRI-FM	WILK-AM
4 WILK-AM	WEZX-FM
5 WEZX-FM	WYZZ-FM



Format Penetration Chart
Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight

Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusical, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Oklahoma City

METRO RANK

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A/M '80 Market Overview

Some flux among the 18-34 demos was evident in the A/M '80 Arbitron survey here. The major culprit was ESF, which was instituted for the first time during this sweep. Arbitron did a good job of sampling the homes not listed in phone directories, getting back approximately its estimated goal. However, the ESF technique was effective in ferreting out a better diary return among young adults, and the impact of this additional input shook up portions of the market. In the O/N '79 survey, for example, Arbitron got back 86 diaries from adults 18-24, while in this sweep 126 were returned. The 47% increase in this demo was significant. Evaluators of this book should keep this factor in mind.

In 18-34's, one of the former leaders, **KTOK**, took a real tumble, dropping from more than a 10 share to under three. The top station in this demo last book, **KOFM**, also slipped down four shares to just under a 9. By remaining at an 11 share **KATT-FM** became the new 18-34 pacesetter, but **AOR KXXY** and **P/A KLTE** were right behind.

The battle between AOR's **KATT-FM** and **KXXY** was interesting. **KATT-FM** went through massive staff changes before the book got underway, and this may have negated the impact of an ad campaign featuring

TV, busboards, and outdoor boards. **KXXY**, the local **Superstars** affiliate, had a stable staff situation, and utilized TV commercials to plug the station. As well as these stations did, the biggest move was made by **KLTE**. The station jumped from a mid-3 share to a mid-10 figure in this book. **KLTE** had a strong 25-34 core in this report.

Among the stations with soft books, **KOFM** may have the best explanation. The station had new owners as of April, and there was no budget scheduled for advertising or external promotion. **KTOK**, on the other hand, did use TV extensively, along with billboards and busboards, and gave away \$20,000 in prizes in a Hi-Lo contest on-air. The fickle finger of fate took away almost all of the male 18-34 audience **KTOK** had in the O/N '79 report, causing the steep decline this time.

Not only did the 25-34 loss hurt **KTOK** in the 18-34 standings, but its 25-54 rankings suffered too. **KTOK** lost half of its 25-54 share, falling to a mid-9 figure. Beautiful Music **KKNG** and Country **KEBC** were virtually tied for the 25-54 lead, with mid-16 shares. **Schulke**-formatted **KKNG** used the **Patrick O'Neal** TV spot, while **KEBC** went more mass appeal with its playlist and used TV and billboard advertising to reach the audience.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 6513

	A/M '79	O/N '79	A/M '80	
1	KTOK-AM	14.4	KTOK-AM	17.8
2	KEBC-FM	10.2	KKNG-FM	12.4
3	KOFM-FM	9.2	KEBC-FM	11.9
4	KATT-FM	9.2	KOFM-FM	8.9
5	KKNG-FM	8.7	KOMA-AM	6.2
6	WKY -AM	8.4	KXXY-FM	5.9
7	KOMA-AM	6.2	WKY -AM	5.8
8	KZUE-FM	5.8	KATT-FM	4.8
9	KFNB-FM	4.7	KZUE-FM	4.2
10	KXXY-FM	4.0	KLTE-FM	3.1
11	KAEZ-FM	3.2	KAEZ-FM	2.7
12	KOCY-AM	2.1	WNAD-AM	2.1
13	WNAD-AM	1.5	KKLR-FM	1.7
14	KATT-FM	1.4	KOCY-AM	1.7
15	KTEN-FM	1.1	KTLS-FM	1.4
16	KCFX-FM	0.7	KNOR-AM	0.8
17	KTLS-FM	0.6	KJIL-FM	0.7
18	KJIL-FM	0.6	KQCV-AM	0.6
19	KQCV-AM	0.6	KVOO-AM	0.4
20	KBYE-AM	0.4	KATT-AM	0.5
21	KRMC-AM	0.4	KBYE-AM	0.5

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 6513

	A/M '79	O/N '79	A/M '80	
1	KTOK-AM	14.2	KTOK-AM	16.8
2	KEBC-FM	10.1	KKNG-FM	11.7
3	KOFM-FM	9.6	KEBC-FM	11.2
4	KATT-FM	9.1	KOFM-FM	8.4
5	KKNG-FM	8.6	KOMA-AM	5.8

M-F, 6-10am

1	KTOK-AM	KTOK-AM	KTOK-AM
2	WKY -AM	KEBC-FM	KKNG-FM
3	KEBC-FM	WKY -AM	KEBC-FM
4	KATT-FM	KKNG-FM	WKY -AM
5	KOFM-FM	KOFM-FM	KOFM-FM

M-F, 3-7pm

1	KTOK-AM	KTOK-AM	KKNG-FM
2	KEBC-FM	KKNG-FM	KTOK-AM
3	KATT-FM	KEBC-FM	KEBC-FM
4	KOFM-FM	KOMA-AM	KXXY-FM
5	KKNG-FM	KOFM-FM	KOFM-FM

Teens

M-S, 6am-Midnight

POP(00): 846

	A/M '79	O/N '79	A/M '80
1	KOFM-FM	KOFM-FM	KOFM-FM
2	KZUE-FM	KXXY-FM	KXXY-FM
3	KOMA-AM	KOMA-AM	KEBC-FM

M-F, 6-10am

1	KOFM-FM	KOFM-FM	KOFM-FM
2	KZUE-FM	KXXY-FM	KXXY-FM
3	KOMA-AM	KZUE-FM	KZUE-FM

M-F, 3-7pm

1	KOFM-FM	KOFM-FM	KOFM-FM
2	KOMA-AM	KOMA-AM	KXXY-FM
3	KZUE-FM	KXXY-FM	KAEZ-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 2522

	A/M '79	O/N '79	A/M '80
1	KATT-FM	KOFM-FM	KATT-FM
2	KOFM-FM	KATT-FM	KXXY-FM
3	WKY -AM	KTOK-AM	KLTE-FM
4	KOMA-AM	KOMA-AM	KZUE-FM
5	KTOK-AM	KXXY-FM	KOFM-FM

M-F, 6-10am

1	WKY -AM	KOFM-FM	WKY -AM
2	KATT-FM	KTOK-AM	KATT-FM
3	KOFM-FM	KEBC-FM	KLTE-FM
4	KOMA-AM	KATT-FM	KZUE-FM
5	KTOK-AM	KOMA-AM	KOFM-FM

M-F, 3-7pm

1	KATT-FM	KATT-FM	KATT-FM
2	KOFM-FM	KOMA-AM	KXXY-FM
3	WKY -AM	KXXY-FM	KLTE-FM
4	KOMA-AM	KOFM-FM	KZUE-FM
5	KTOK-AM	KTOK-AM	KOFM-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 3094

	A/M '79	O/N '79	A/M '80
1	KTOK-AM	KTOK-AM	KKNG-FM
2	KEBC-FM	KEBC-FM	KEBC-FM
3	KKNG-FM	KKNG-FM	KTOK-AM
4	KOFM-FM	WKY -AM	KLTE-FM
5	WKY -AM	KOMA-AM	WKY -AM

M-F, 6-10am

1	KTOK-AM	KTOK-AM	KEBC-FM
2	WKY -AM	KEBC-FM	KTOK-AM
3	KEBC-FM	WKY -AM	WKY -AM
4	KKNG-FM	KKNG-FM	KKNG-FM
5	KFNB-FM	KATT-FM	KLTE-FM

M-F, 3-7pm

1	KTOK-AM	KTOK-AM	KEBC-FM
2	KEBC-FM	KEBC-FM	KKNG-FM
3	KKNG-FM	KKNG-FM	KTOK-AM
4	KOFM-FM	KOMA-AM	KLTE-FM
5	WKY -AM	WKY -AM	KZUE-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 6513

	A/M '79	O/N '79	A/M '80	
1	WKY -AM	2068	KTOK-AM	2116
2	KTOK-AM	1740	WKY -AM	1525
3	KOMA-AM	1472	KEBC-FM	1344
4	KOFM-FM	1443	KKNG-FM	1279
5	KKNG-FM	1129	KOMA-AM	1216

M-F, 6-10am

1	WKY -AM	KTOK-AM	KTOK-AM
2	KTOK-AM	WKY -AM	WKY -AM
3	KOMA-AM	KEBC-FM	KKNG-FM
4	KOFM-FM	KKNG-FM	KEBC-FM
5	KEBC-FM	KOFM-FM	KOFM-FM

M-F, 3-7pm

1	KTOK-AM	KTOK-AM	KTOK-AM
2	KOFM-FM	KKNG-FM	KKNG-FM
3	WKY -AM	KOMA-AM	KEBC-FM
4	KOMA-AM	KOFM-FM	KOFM-FM
5	KATT-FM	KEBC-FM	KOMA-AM

Teens

M-S, 6am-Midnight

POP(00): 846

	A/M '79	O/N '79	A/M '80
1	KOFM-FM	KOFM-FM	KOFM-FM
2	KOMA-AM	KOMA-AM	KXXY-FM
3	KZUE-FM	KXXY-FM	KZUE-FM

M-F, 6-10am

1	KOFM-FM	KOFM-FM	KOFM-FM
2	KOMA-AM	KOMA-AM	KXXY-FM
3	KZUE-FM	KZUE-FM	KZUE-FM

M-F, 3-7pm

1	KOFM-FM	KOFM-FM	KOFM-FM
2	KOMA-AM	KOMA-AM	KXXY-FM
3	KZUE-FM	KXXY-FM	KOMA-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 2522

	A/M '79	O/N '79	A/M '80
1	WKY -AM	KOFM-FM	KZUE-FM
2	KATT-FM	WKY -AM	KOFM-FM
3	KOMA-AM	KTOK-AM	KOMA-AM
4	KOFM-FM	KOMA-AM	KLTE-FM
5	KZUE-FM	KATT-FM	WKY -AM

M-F, 6-10am

1	WKY -AM	KOFM-FM	KOFM-FM
2	KATT-FM	WKY -AM	KZUE-FM
3	KOMA-AM	KTOK-AM	KATT-FM
4	KOFM-FM	KATT-FM	KLTE-FM
5	KZUE-FM	KOMA-AM	WKY -AM

M-F, 3-7pm

1	KATT-FM	KATT-FM	KOFM-FM
2	WKY -AM	KOFM-FM	KZUE-FM
3	KOMA-AM	KOMA-AM	KLTE-FM
4	KOFM-FM	KZUE-FM	KATT-FM
5	KZUE-FM	KXXY-FM	KXXY-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 3094

	A/M '79	O/N '79	A/M '80
1	WKY -AM	KTOK-AM	KEBC-FM
2	KTOK-AM	KEBC-FM	KKNG-FM
3	KEBC-FM	WKY -AM	KTOK-AM
4	KKNG-FM	KKNG-FM	WKY -AM
5	KOMA-AM	KOMA-AM	KOMA-AM

M-F, 6-10am

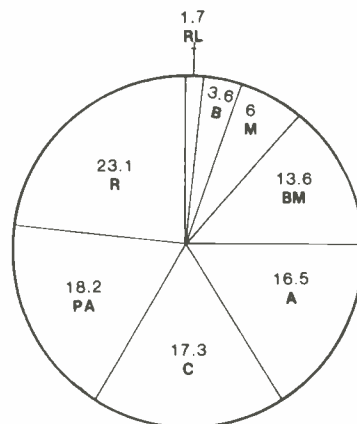
1	WKY -AM	KTOK-AM	KTOK-AM
2	KTOK-AM	KEBC-FM	KEBC-FM
3	KEBC-FM	WKY -AM	WKY -AM
4	KOMA-AM	KKNG-FM	KKNG-FM
5	KKNG-FM	KOMA-AM	KOMA-AM

M-F, 3-7pm

1	KTOK-AM	KTOK-AM	KEBC-FM
2	WKY -AM	KEBC-FM	KKNG-FM
3	KOMA-AM	KKNG-FM	KTOK-AM
4	KEBC-FM	WKY -AM	KLTE-FM
5	KOFM-FM	KOMA-AM	WKY -AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Omaha-Council Bluffs

METRO RANK

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A/M '80 Market Overview

Comparing books in this market is risky, since the O/N reports are usually atypical with KFAB's sports dominance from Nebraska football games. Most of the comments in this analysis will therefore be aimed at comparing A/M '79 to A/M '80 results.

After the O/N '79 report, in which KFAB garnered the lion's share with the Cornhuskers broadcasts, the station still had a huge share (27) in the Spring survey. In 25-54's KFAB had a share last year of just under 25, but this spring jumped to a mid-29 figure.

In the rest of the market, however, the big story was the surge by AOR KEZO. Meredith's FM property doubled its male and female audiences, while also adding teen listeners, and a mid-19 share of the young adult audience, best in the market. A new morning team, an extensive ad campaign featuring TV and billboards, and special musical weekends featuring popular oldies groups helped out. KGOR, an important 18-34 station, was down slightly from last year, losing two shares to the low-15 range.

WOW was guided through the tricky shoals of a format fine-tuning by GM Jim Eddens and his staff. The station wanted to aim more 25-34, and was successful in achieving that skew, away from a heavy reliance on 18-24's. The station still tied with KGOR in 18-34, but increased 25-54 since last year.

Another important 25-54 year-old skewing station was Beautiful Music KESY. Last spring the station had a share in the low 12 bracket, while this year the number was up slightly, in the low-13 neighborhood. KESY ranked behind KFAB and WOW in the 25-54 derby.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 4772

	A/M '79	O/N '79	A/M '80
1 KFAB-AM	24.9	KFAB-AM	34.1
2 WOW -AM	11.8	KGOR-FM	12.6
3 KGOR-FM	10.9	WOW -AM	10.2
4 KESY-FM	8.9	KESY-FM	8.2
5 KOIL-AM	8.7	KOIL-AM	6.4
6 KYNN-AM	7.1	KEZO-FM	5.7
7 KQKQ-FM	6.9	KYNN-AM	3.9
8 KEZO-FM	5.8	KQKQ-FM	2.9
9 KEFM-FM	3.2	KEFM-FM	2.2
10 KESY-AM	2.1	KYNN-FM	1.5
11 KMA -AM	1.4	KLNG-AM	1.5
12 KLNG-AM	0.7	KMA -AM	1.1
13 KYNN-FM	0.4	KLIN-FM	0.8
14		KCRO-AM	0.5
15		KESY-AM	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4772

	A/M '79	O/N '79	A/M '80
1 KFAB-AM	180	KFAB-AM	251
2 WOW -AM	85	KGOR-FM	93
3 KGOR-FM	79	WQW -AM	75
4 KESY-FM	64	KESY-FM	60
5 KOIL-AM	63	KOIL-AM	47

M-F, 6-10am

1 KFAB-AM	KFAB-AM	KFAB-AM
2 WOW -AM	WOW -AM	WOW -AM
3 KOIL-AM	KGOR-FM	KEZO-FM
4 KGOR-FM	KOIL-AM	KGOR-FM
5 KYNN-AM	KESY-FM	KESY-FM

M-F, 3-7pm

1 KFAB-AM	KFAB-AM	KFAB-AM
2 WOW -AM	KGOR-FM	KESY-FM
3 KESY-FM	WOW -AM	KEZO-FM
4 KGOR-FM	KESY-FM	WOW -AM
5 KOIL-AM	KOIL-AM	KGOR-FM

Teens
M-S, 6am-Midnight
POP(00): 649

	A/M '79	O/N '79	A/M '80
1 KOIL-AM		KGOR-FM	KGOR-FM
2 KGOR-FM		KOIL-AM	KEZO-FM
3 WOW -AM		WOW -AM	KOIL-AM

M-F, 6-10am

1 KOIL-AM	KOIL-AM	KOIL-AM
2 KGOR-FM	KGOR-FM	KEZO-FM
3 WOW -AM	WOW -AM	KGOR-FM

M-F, 3-7pm

1 KGOR-FM	KGOR-FM	KGOR-FM
2 KOIL-AM	KOIL-AM	KEZO-FM
3 WOW -AM	WOW -AM	KOIL-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 1850

	A/M '79	O/N '79	A/M '80
1 KGOR-FM	KGOR-FM	KEZO-FM	
2 WOW -AM	KFAB-AM	WOW -AM	
3 KQKQ-FM	WOW -AM	KGOR-FM	
4 KEZO-FM	KEZO-FM	KFAB-AM	
5 KOIL-AM	KOIL-AM	KQKQ-FM	

M-F, 6-10am

1 WOW -AM	KFAB-AM	WOW -AM
2 KGOR-FM	KGOR-FM	KFAB-AM
3 KOIL-AM	WOW -AM	KEZO-FM
4 KFAB-AM	KEZO-FM	KGOR-FM
5 KYNN-AM	KOIL-AM	KQKQ-FM

M-F, 3-7pm

1 WOW -AM	KGOR-FM	KEZO-FM
2 KGOR-FM	WOW -AM	KGOR-FM
3 KQKQ-FM	KFAB-AM	WOW -AM
4 KOIL-AM	KEZO-FM	KFAB-AM
5 KEZO-FM	KOIL-AM	KQKQ-FM

Adults 25-54

M-S, 6am-Midnight
POP(00): 2294

	A/M '79	O/N '79	A/M '80
1 KFAB-AM	KFAB-AM	KFAB-AM	
2 KESY-FM	WOW -AM	WOW -AM	
3 WOW -AM	KESY-FM	KESY-FM	
4 KYNN-AM	KGOR-FM	KYNN-AM	
5 KOIL-AM	KOIL-AM	KGOR-FM	

M-F, 6-10am

1 KFAB-AM	KFAB-AM	KFAB-AM
2 WOW -AM	WOW -AM	WOW -AM
3 KESY-FM	KESY-FM	KESY-FM
4 KYNN-AM	KGOR-FM	KYNN-AM
5 KOIL-AM	KOIL-AM	KYNN-AM

M-F, 3-7pm

1 KFAB-AM	KFAB-AM	KFAB-AM
2 KESY-FM	WOW -AM	KESY-FM
3 WOW -AM	KESY-FM	WOW -AM
4 KYNN-AM	KGOR-FM	KGOR-FM
5 KOIL-AM	KOIL-AM	KYNN-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4772

	A/M '79	O/N '79	A/M '80
1 KFAB-AM	2037	KFAB-AM	2824
2 WOW -AM	1826	WOW -AM	1728
3 KGOR-FM	1291	KGOR-FM	1179
4 KOIL-AM	1262	KOIL-AM	1121
5 KEZO-FM	775	KEZO-FM	773

M-F, 6-10am

1 KFAB-AM	KFAB-AM	KFAB-AM
2 WOW -AM	WOW -AM	WOW -AM
3 KOIL-AM	KGOR-FM	KOIL-AM
4 KGOR-FM	KOIL-AM	KGOR-FM
5 KYNN-AM	KEZO-FM	KEZO-FM

M-F, 3-7pm

1 KFAB-AM	KFAB-AM	KFAB-AM
2 WOW -AM	WOW -AM	WOW -AM
3 KOIL-AM	KGOR-FM	KGOR-FM
4 KGOR-FM	KOIL-AM	KEZO-FM
5 KEZO-FM	KESY-FM	KESY-FM

Teens

M-S, 6am-Midnight
POP(00): 649

	A/M '79	O/N '79	A/M '80
1 KOIL-AM		KGOR-FM	KGOR-FM
2 KGOR-FM		KOIL-AM	KEZO-FM
3 WOW -AM		WOW -AM	KOIL-AM

M-F, 6-10am

1 KOIL-AM	KOIL-AM	KOIL-AM
2 KGOR-FM	KGOR-FM	KEZO-FM
3 WOW -AM	WOW -AM	KGOR-FM

M-F, 3-7pm

1 KOIL-AM	KGOR-FM	KGOR-FM
2 KGOR-FM	KOIL-AM	KEZO-FM
3 WOW -AM	WOW -AM	KOIL-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 1850

	A/M '79	O/N '79	A/M '80
1 WOW -AM		WOW -AM	WOW -AM
2 KGOR-FM		KFAB-AM	KGOR-FM
3 KOIL-AM		KGOR-FM	KEZO-FM
4 KFAB-AM		KOIL-AM	KQKQ-FM
5 KQKQ-FM		KEZO-FM	KFAB-AM

M-F, 6-10am

1 WOW -AM	WOW -AM	WOW -AM
2 KGOR-FM	KFAB-AM	KGOR-FM
3 KOIL-AM	KGOR-FM	KFAB-AM
4 KFAB-AM	KOIL-AM	KEZO-FM
5 KEZO-FM	KEZO-FM	KOIL-AM

M-F, 3-7pm

1 WOW -AM	WOW -AM	WOW -AM
2 KOIL-AM	KGOR-FM	KGOR-FM
3 KGOR-FM	KFAB-AM	KEZO-FM
4 KEZO-FM	KOIL-AM	KQKQ-FM
5 KQKQ-FM	KEZO-FM	KOIL-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 2294

	A/M '79	O/N '79	A/M '80
1 KFAB-AM	KFAB-AM	KFAB-AM	
2 WOW -AM	WOW -AM	WOW -AM	
3 KGOR-FM	KOIL-AM	KESY-FM	
4 KESY-FM	KESY-FM	KOIL-AM	
5 KOIL-AM	KGOR-FM	KGOR-FM	

M-F, 6-10am

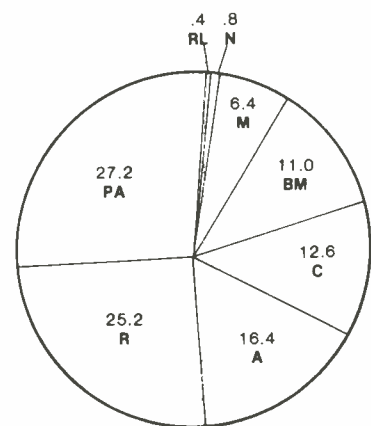
1 KFAB-AM	KFAB-AM	KFAB-AM
2 WOW -AM	WOW -AM	WOW -AM
3 KOIL-AM	KOIL-AM	KESY-FM
4 KYNN-AM	KGOR-FM	KOIL-AM
5 KESY-FM	KESY-FM	KYNN-AM

M-F, 3-7pm

1 KFAB-AM	KFAB-AM	KFAB-AM
2 WOW -AM	WOW -AM	WOW -AM
3 KESY-FM	KGOR-FM	KESY-FM
4 KOIL-AM	KOIL-AM	KOIL-AM
5 KYNN-AM	KESY-FM	KGOR-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

"Clear Creek,"
"The Kenny Rogers
Special," and "Country
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TM Special Projects

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A subsidiary of Shamrock Broadcasting Company, Inc.

Orlando

METRO RANK 60

A/M '80 Market Overview

AOR's continued to lead Orlando's young adults, while Beautiful Music stations were the pacesetters for the 25-54 crowd. Spectacular rebounds were scored by **WFOO-FM** and its Country sister, **WHOO** while **WBJW** reasserted itself in the 18-34 target.

In 25-54's **WHOO-FM** was the new leader. The **FM-100** programmed **BM** station rose by more than a third, compared to a soft O/N '79 report, to almost a 13 share. TV advertising was used during this sweep. Second in the race was another **BM** station, **Outlet's WDBO-FM**. Using the **Schulke** format, the station was tops overall, as it usually is, but its share of the 25-54 bracket slipped somewhat. The other 25-54-targetted station in double digit shares was **WHOO**, the leading Country station in the Orlando metro. **WHOO** suffered a soft book in the fall but rose almost 50% this time in 25-54 persons to a mid-10 share.

Among the younger-skewing stations, AOR's **WHLY** and **WORJ** led. Both slipped slightly from their fall numbers, **WHLY** ending up with an 18 share and **WORJ** scoring a mid-15 number. **WHLY** had a more balanced appeal among the genders while **WORJ** was dominated by male listeners.

Contemporary station **WBJW** rebounded in this report, up approximately 40% among the 18-34's, with a mid-14 share. Another AOR, **WDIZ**, completed the tally of double-digit stations, adding almost two shares to its 18-34 total up to around 11.

A comer to watch may be **WKIS**, **Susquehanna's** P/A station. **WKIS** spent approximately \$12,000 in advertising for this book, using billboards, TV and newspaper. The station was able to attract a 57% better showing 25-54, with well diversified strength among the discrete demos in that spread.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight				
POP(00): 5104				
A/M '79	O/N '79	A/M '80		
1 WDBO-FM	12.7	WDBO-FM	11.9	WDBO-FM(BM) 2.0
2 WBJW-FM	9.6	WHLY-FM	9.6	WHOO-FM(BM) 9.6
3 WHOO-FM	9.6	WDBO-AM	9.5	WBJW-FM(R) 9.2
4 WDBO-AM	8.3	WBJW-FM	8.4	WDBO-AM(PA) 8.5
5 WHOO-AM	7.4	WHOO-FM	8.2	WHLY-FM(A) 8.0
6 WDIZ-FM	7.3	WORJ-FM	8.2	WHOO-AM(C) 7.5
7 WKIS-AM	6.7	WHOO-AM	6.7	WKIS-AM(PA) 7.3
8 WORJ-FM	6.4	WDIZ-FM	6.2	WDIZ-FM(A) 7.1
9 WORL-AM	5.8	WKIS-AM	5.8	WORJ-FM(A) 6.4
10 WLOF-AM	4.7	WLOF-AM	4.7	WLOF-AM(R) 4.9
11 WHLY-FM	3.8	WORL-AM	4.7	WORL-AM(M) 3.6
12 WOKB-AM	2.2	WHHL-AM	2.5	WELE-FM(C) 2.2
13 WPCV-FM	1.7	WTLN-FM	1.8	WLOO-FM(CL) 1.7
14 WAJL-AM	1.5	WPCV-FM	1.2	WOKB-AM(M) 1.7
15 WLOO-FM	1.3	WFIV-AM	1.2	WFIV-AM(C) 1.4
16 WTLN-FM	1.3	WAJL-AM	0.9	WPCV-FM(C) 1.0
17 WHHL-AM	0.8	WLOO-FM	0.9	WHHL-AM(O) 0.8
18 WCTO-AM	0.6	WOKB-AM	0.8	WAJL-AM(R) 0.7
19 WFIV-AM	0.6	WTRR-AM	0.8	WTLN-AM(R) 0.3
20 WFLE-FM	0.5	WTLN-AM	0.5	WTLN-AM(R) 0.3
21 WTRR-AM	0.5	WCTO-AM	0.5	
22 WFLN-AM	0.3	WELF-FM	0.4	

Average Persons Trends/Rankings

Total 12+					
M-S, 6am-Midnight					
POP(00): 5104					
A/M '79	O/N '79	A/M '80			
1 WDBO-FM	9.9	WDBO-FM	9.0	WDBO-FM	8.6
2 WBJW-FM	7.5	WHLY-FM	7.3	WHOO-FM	6.9
3 WHOO-FM	7.5	WDBO-AM	7.2	WBJW-FM	6.6
4 WDBO-AM	6.5	WBJW-FM	6.4	WDBO-AM	6.1
5 WHOO-AM	5.8	WHOO-FM	6.2	WHLY-FM	5.7

M-F, 6-10am				
1 WDBO-AM		WDBO-AM		WDBO-AM
2 WDRO-FM		WDPO-FM		WHOO-FM
3 WHOO-FM		WHLY-FM		WHOO-AM
4 WBJW-FM		WHOO-AM		WDBO-FM
5 WHOO-AM		WKIS-AM		WBJW-FM

M-F, 3-7pm				
1 WDBO-FM		WDBO-FM		WDBO-FM
2 WBJW-FM		WORJ-FM		WHLY-FM
3 WHOO-FM		WHLY-FM		WBJW-FM
4 WHOO-AM		WBJW-FM		WKIS-AM
5 WDIZ-FM		WHOO-FM		WHOO-FM

Teens			
M-S, 6am-Midnight			
POP(00): 669			
A/M '79	O/N '79	A/M '80	
1 WBJW-FM	WDIZ-FM	WBJW-FM	
2 WDIZ-FM	WBJW-FM	WDIZ-FM	
3 WORL-AM	WLOF-AM	WLOF-AM	

M-F, 6-10am			
1 WBJW-FM	WBJW-FM	WBJW-FM	
2 WDIZ-FM	WDIZ-FM	WDIZ-FM	
3 WHLY-FM	WLOF-AM	WLOF-AM	

M-F, 3-7pm			
1 WBJW-FM	WBJW-FM	WBJW-FM	
2 WDIZ-FM	WDIZ-FM	WDIZ-FM	
3 WHLY-FM	WLOF-AM	WORL-AM	

Adults 18-34			
M-S, 6am-Midnight			
POP(00): 1723			
A/M '79	O/N '79	A/M '80	
1 WORJ-FM	WHLY-FM	WHLY-FM	
2 WDIZ-FM	WORJ-FM	WORJ-FM	
3 WBJW-FM	WBJW-FM	WBJW-FM	
4 WORL-AM	WDIZ-FM	WDIZ-FM	
5 WLOF-AM	WLOF-AM	WLOF-AM	

M-F, 6-10am			
1 WBJW-FM	WHLY-FM	WHLY-FM	
2 WDIZ-FM	WBJW-FM	WORJ-FM	
3 WORJ-FM	WORJ-FM	WBJW-FM	
4 WORL-AM	WDIZ-FM	WDIZ-FM	
5 WLOF-AM	WKIS-AM	WDBO-AM	

M-F, 3-7pm			
1 WORJ-FM	WORJ-FM	WHLY-FM	
2 WDIZ-FM	WHLY-FM	WBJW-FM	
3 WBJW-FM	WORL-AM	WDIZ-FM	
4 WLOF-AM	WDIZ-FM	WORJ-FM	
5 WHLY-FM	WBJW-FM	WLOF-AM	

Adults 25-54			
M-S, 6am-Midnight			
POP(00): 2337			
A/M '79	O/N '79	A/M '80	
1 WHOO-FM	WDBO-FM	WHOO-FM	
2 WHOO-AM	WHLY-FM	WDBO-FM	
3 WDBO-FM	WHOO-FM	WHOO-AM	
4 WBJW-FM	WHOO-AM	WHLY-FM	
5 WORL-AM	WBJW-FM	WKIS-AM	

M-F, 6-10am			
1 WHOO-AM	WDBO-AM	WHOO-FM	
2 WHOO-FM	WHLY-FM	WHOO-AM	
3 WDBO-FM	WDBO-FM	WKIS-AM	
4 WDBO-AM	WHOO-AM	WDBO-AM	
5 WBJW-FM	WKIS-AM	WDBO-FM	

M-F, 3-7pm			
1 WHOO-FM	WDBO-FM	WHLY-FM	
2 WHOO-AM	WHLY-FM	WDBO-FM	
3 WDRO-FM	WHOO-FM	WKIS-AM	
4 WBJW-FM	WORL-AM	WHOO-AM	
5 WKIS-AM	WDBO-AM	WHOO-FM	

Cume Persons Trends/Rankings

Total 12+					
M-S, 6am-Midnight					
POP(00): 5104					
A/M '79	O/N '79	A/M '80			
1 WBJW-FM	1337	WDBO-FM	1199	WDBO-AM	1063
2 WDRO-FM	1320	WBJW-FM	1132	WKIS-AM	1048
3 WDBO-AM	1089	WKIS-AM	1007	WBJW-FM	1001
4 WLOF-AM	984	WDBO-AM	994	WDBO-FM	984
5 WHOO-FM	893	WLOF-AM	887	WDIZ-FM	862

M-F, 6-10am			
1 WBJW-FM	WDBO-AM	WDBO-AM	
2 WDBO-FM	WBJW-FM	WBJW-FM	
3 WDBO-AM	WDBO-FM	WKIS-AM	
4 WHOO-AM	WKIS-AM	WDBO-FM	
5 WLOF-AM	WHOO-AM	WHOO-FM	

M-F, 3-7pm			
1 WBJW-FM	WBJW-FM	WBJW-FM	
2 WDRO-FM	WDBO-FM	WKIS-AM	
3 WLOF-AM	WHLY-FM	WHLY-FM	
4 WDIZ-FM	WORJ-FM	WDBO-FM	
5 WHOO-FM	WLOF-AM	WHOO-FM	

Teens			
M-S, 6am-Midnight			
POP(00): 669			
A/M '79	O/N '79	A/M '80	
1 WBJW-FM	WBJW-FM	WDIZ-FM	
2 WDIZ-FM	WDIZ-FM	WBJW-FM	
3 WLOF-AM	WLOF-AM	WLOF-AM	

M-F, 6-10am			
1 WBJW-FM	WBJW-FM	WDIZ-FM	
2 WDIZ-FM	WDIZ-FM	WBJW-FM	
3 WLOF-AM	WLOF-AM	WLOF-AM	

M-F, 3-7pm			
1 WBJW-FM	WBJW-FM	WBJW-FM	
2 WDIZ-FM	WDIZ-FM	WLOF-AM	
3 WHLY-FM	WLOF-AM	WDIZ-FM	

Adults 18-34			
M-S, 6am-Midnight			
POP(00): 1723			
A/M '79	O/N '79	A/M '80	
1 WBJW-FM	WBJW-FM	WHLY-FM	
2 WDIZ-FM	WHLY-FM	WBJW-FM	
3 WLOF-AM	WORJ-FM	WDIZ-FM	
4 WORJ-FM	WDIZ-FM	WORJ-FM	
5 WHLY-FM	WLOF-AM	WLOF-AM	

M-F, 6-10am		
1 WBJW-FM	WHLY-FM	WHLY-FM
2 WLOF-AM	WBJW-FM	WBJW-FM
3 WHLY-FM	WORJ-FM	WORJ-FM
4 WDIZ-FM	WLOF-AM	WDIZ-FM
5 WORJ-FM	WDIZ-FM	WLOF-AM

M-F, 3-7pm		
1 WBJW-FM	WORJ-FM	WHLY-FM
2 WDIZ-FM	WHLY-FM	WBJW-FM
3 WLOF-AM	WBJW-FM	WORJ-FM
4 WORJ-FM	WDIZ-FM	WDIZ-FM
5 WHLY-FM	WLOF-AM	WLOF-AM

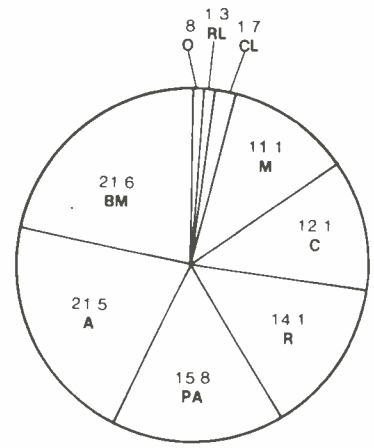
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 2337		
A/M '79	O/N '79	A/M '80
1 WDBO-FM	WDBO-FM	WKIS-AM
2 WBJW-FM	WKIS-AM	WDBO-AM
3 WHOO-AM	WBJW-FM	WHOO-FM
4 WKIS-AM	WHOO-AM	WHOO-FM
5 WDFO-AM	WDBO-AM	WBJW-FM

M-F, 6-10am		
1 WHOO-AM	WDBO-FM	WDBO-AM
2 WDRO-FM	WKIS-AM	WKIS-AM
3 WDBO-AM	WDBO-AM	WHOO-FM
4 WBJW-FM	WHOO-AM	WDBO-FM
5 WKIS-AM	WHLY-FM	WHOO-AM

M-F, 3-7pm		
1 WBJW-FM	WHOO-AM	WKIS-AM
2 WHOO-FM	WHLY-FM	WHOO-FM
3 WDBO-FM	WDBO-FM	WBJW-FM
4 WHOO-AM	WLOF-AM	WHLY-FM
5 WKIS-AM	WBJW-FM	WHOO-AM

Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Pensacola

METRO RANK

123

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 2275

A/M '78	A/M '79	A/M '80
1 WJLQ-FM 15.7	WJLQ-FM 14.1	WBOP-AM(B) 15.2
2 WMEZ-FM 13.7	WBOP-AM 12.3	WTKX-FM(A) 11.5
3 WBOP-FM 13.1	WMEZ-FM 11.2	WMEZ-FM(BM) 11.0
4 WKRC-FM 11.0	WCOA-AM 10.1	WOWW-FM(C) 10.4
5 WBSR-AM 10.2	WKRC-FM 10.1	WJLQ-FM(PA) 9.8
6 WCOA-AM 9.3	WBSR-AM 9.3	WCOA-AM(PA) 9.8
7 WXBM-FM 5.2	WXBM-FM 8.0	WKRC-FM(R) 8.4
8 WVVY-AM 4.9	WAJB-FM 5.1	WXRM-FM(C) 7.0
9 WABB-FM 2.9	WPPA-AM 4.3	WBSR-AM(P) 5.3
0 WBOP-AM 2.6	WTKX-FM 3.7	WVVY-AM(C) 3.4
1 WAJB-FM 2.3	WVVY-AM 3.5	WBLX-FM(B) 2.8
12 WHYM-AM 2.0	WVYM-AM 1.9	WVYM-AM(PL) 0.8
13 WPPA-AM 1.7		
14 WKCC-AM 0.6		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2275

A/M '78	A/M '79	A/M '80
1 WJLQ-FM 54	WJLQ-FM 53	WBOP-AM 54
2 WMEZ-FM 47	WBOP-AM 46	WTKX-FM 41
3 WBOP-FM 45	WMEZ-FM 42	WMEZ-FM 39
4 WKRC-FM 38	WCOA-AM 38	WOWW-FM 37
5 WBSR-AM 35	WKRC-FM 38	WJLQ-FM 35

M-F, 6-10am

1 WJLQ-FM	WCOA-AM	WCOA-AM
2 WCOA-AM	WBOP-AM	WBOP-AM
3 WBSR-AM	WBSR-AM	WOWW-FM
4 WMEZ-FM	WXBM-FM	WMEZ-FM
5 WBOP-FM	WJLQ-FM	WXBM-FM

M-F, 3-7pm

1 WMEZ-FM	WJLQ-FM	WTKX-FM
2 WJLQ-FM	WMEZ-FM	WBOP-AM
3 WKRC-FM	WKRC-FM	WJLQ-FM
4 WBOP-FM	WCOA-AM	WMEZ-FM
5 WBSR-AM	WBSR-AM	WCOA-AM

Teens
M-S, 6am-Midnight
POP(00): 308

A/M '78	A/M '79	A/M '80
1 WKRC-FM	WKRC-FM	WKRC-FM
2 WBOP-FM	WJLQ-FM	WJLQ-FM
3 WJLQ-FM	WBSR-AM	WTKX-FM

M-F, 6-10am

1 WJLQ-FM	WBSR-AM	WKRC-FM
2 WKRC-FM	WKRC-FM	WJLQ-FM
3 WBOP-FM	WJLQ-FM	WBOP-AM

M-F, 3-7pm

1 WBOP-FM	WJLQ-FM	WBOP-AM
2 WKRC-FM	WKRC-FM	WKRC-FM
3 WJLQ-FM	WBSR-AM	WTKX-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 934

A/M '78	A/M '79	A/M '80
1 WJLQ-FM	WJLQ-FM	WTKX-FM
2 WBSR-AM	WKRC-FM	WOWW-FM
3 WMEZ-FM	WBSR-AM	WJLQ-FM
4 WBOP-FM	WBOP-AM	WBOP-AM
5 WKRC-FM	WAJB-FM	WBSR-AM

M-F, 6-10am

1 WJLQ-FM	WBSR-AM	WOWW-FM
2 WBSR-AM	WJLQ-FM	WTKX-FM
3 WBOP-FM	WBOP-AM	WJLQ-FM
4 WKRC-FM	WKRC-FM	WBOP-AM
5 WMEZ-FM	WAJB-FM	WBSR-AM

M-F, 3-7pm

1 WJLQ-FM	WJLQ-FM	WTKX-FM
2 WMEZ-FM	WKRC-FM	WJLQ-FM
3 WKRC-FM	WAJB-FM	WOWW-FM
4 WBSR-AM	WBSR-AM	WBSR-AM
5 WBOP-FM	WBOP-AM	WXBM-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1063

A/M '78	A/M '79	A/M '80
1 WMEZ-FM	WXBM-FM	WBOP-AM
2 WJLQ-FM	WBOP-AM	WMEZ-FM
3 WCOA-AM	WMEZ-FM	WOWW-FM
4 WBSR-AM	WJLQ-FM	WXBM-FM
5 WXBM-FM	WCOA-AM	WCOA-AM

M-F, 6-10am

1 WMEZ-FM	WCOA-AM	WBOP-AM
2 WCOA-AM	WXBM-FM	WCOA-AM
3 WJLQ-FM	WBOP-AM	WXBM-FM
4 WBSR-AM	WBSR-AM	WBSR-AM
5 WXBM-FM	WMEZ-FM	WMEZ-FM

M-F, 3-7pm

1 WMEZ-FM	WXBM-FM	WOWW-FM
2 WJLQ-FM	WMEZ-FM	WMEZ-FM
3 WBSR-AM	WAJB-FM	WXBM-FM
4 WCOA-AM	WJLQ-FM	WJLQ-FM
5 WVVY-AM	WBSR-AM	WCOA-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2275

A/M '78	A/M '79	A/M '80
1 WJLQ-FM 790	WJLQ-FM 747	WJLQ-FM 560
2 WBSR-AM 650	WBSR-AM 511	WKRC-FM 504
3 WMEZ-FM 545	WCOA-AM 530	WTKX-FM 471
4 WCOA-AM 509	WKRC-FM 526	WMEZ-FM 463
5 WKRC-FM 501	WMEZ-FM 399	WCOA-AM 462

M-F, 6-10am

1 WJLQ-FM	WJLQ-FM	WCOA-AM
2 WBSR-AM	WBSR-AM	WJLQ-FM
3 WCOA-AM	WCOA-AM	WMEZ-FM
4 WMEZ-FM	WKRC-FM	WKRC-FM
5 WKRC-FM	WMEZ-FM	WTKX-FM

M-F, 3-7pm

1 WJLQ-FM	WJLQ-FM	WJLQ-FM
2 WBSR-AM	WBSR-AM	WTKX-FM
3 WKRC-FM	WKRC-FM	WKRC-FM
4 WMEZ-FM	WCOA-AM	WCOA-AM
5 WBOP-FM	WMEZ-FM	WMEZ-FM

Teens
M-S, 6am-Midnight
POP(00): 308

A/M '78	A/M '79	A/M '80
1 WJLQ-FM	WKRC-FM	WKRC-FM
2 WKRC-FM	WJLQ-FM	WJLQ-FM
3 WBSR-AM	WBSR-AM	WTKX-FM

M-F, 6-10am

1 WJLQ-FM	WJLQ-FM	WKRC-FM
2 WKRC-FM	WKRC-FM	WJLQ-FM
3 WBSR-AM	WBSR-AM	WBOP-AM

M-F, 3-7pm

1 WKRC-FM	WJLQ-FM	WKRC-FM
2 WJLQ-FM	WKRC-FM	WJLQ-FM
3 WBSR-AM	WBSR-AM	WTKX-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 934

A/M '78	A/M '79	A/M '80
1 WJLQ-FM	WJLQ-FM	WJLQ-FM
2 WBSR-AM	WBSR-AM	WTKX-FM
3 WKRC-FM	WKRC-FM	WKRC-FM
4 WMEZ-FM	WTKX-FM	WBSR-AM
5 WXBM-FM	WXBM-FM	WOWW-FM

M-F, 6-10am

1 WJLQ-FM	WJLQ-FM	WTKX-FM
2 WBSR-AM	WBSR-AM	WJLQ-FM
3 WKRC-FM	WKRC-FM	WKRC-FM
4 WMEZ-FM	WTKX-FM	WBSR-AM
5 WBOP-FM	WBOP-AM	WOWW-FM

M-F, 3-7pm

1 WJLQ-FM	WJLQ-FM	WTKX-FM
2 WBSR-AM	WBSR-AM	WJLQ-FM
3 WKRC-FM	WKRC-FM	WKRC-FM
4 WMEZ-FM	WXBM-FM	WOWW-FM
5 WXBM-FM	WTKX-FM	WBSR-AM

Adults 25-54 M-S, 6am-Midnight POP(00): 1063

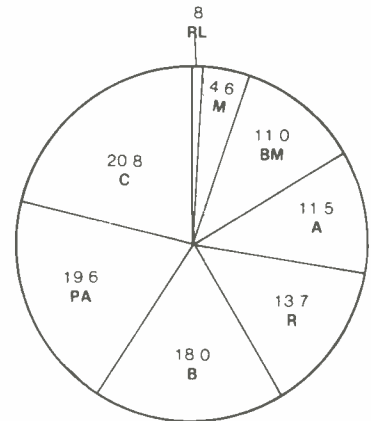
A/M '78	A/M '79	A/M '80
1 WMEZ-FM	WJLQ-FM	WMEZ-FM
2 WJLQ-FM	WCOA-AM	WJLQ-FM
3 WBSR-AM	WXBM-FM	WCOA-AM
4 WCOA-AM	WVYZ-FM	WXBM-FM
5 WXBM-FM	WBSR-AM	WBSR-AM

M-F, 6-10am

1 WMEZ-FM	WCOA-AM	WMEZ-FM
2 WCOA-AM	WXBM-FM	WCOA-AM
3 WJLQ-FM	WJLQ-FM	WXBM-FM
4 WBSR-AM	WVYZ-FM	WBSR-AM
5 WXBM-FM	WBSR-AM	WBOP-AM

M-F, 3-7pm

1 WMEZ-FM	WJLQ-FM	WMEZ-FM
2 WBSR-AM	WXBM-FM	WJLQ-FM
3 WJLQ-FM	WBSR-AM	WCOA-AM
4 WXBM-FM	WCOA-AM	WBSR-AM
5 WCOA-AM	WMEZ-FM	WXBM-FM



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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A/M '80 Market Overview

The status quo reigned supreme in the Peoria Spring report, as the top four stations from the previous surveys remained in the same positions. **WKZW**, **WSWT**, **WMBD**, and **WXCL** dominated the 12+ and the 18-34 and 25-54 demos.

Contemporary **WKZW** and AOR **WWCT** continued to rank 1-2 among the young adults. **WKZW** upped its share to the mid-24 range, while **WWCT** was also more popular this survey, rising to just over 19. Down several shares from the Fall book, but still the only other station to score in double digits this sweep, **WIRL** notched a share in the high-11 bracket.

In 25-54's, Beautiful Music **WSWT** remained ahead, stable at an 18-share. Country **WXCL** was the runner-up, climbing to a high-15 share. A new PM drive personality, more community involvement, and more news in the drive times were the shifts made by **WXCL**.

Two other stations scored in double digits among 25-54. Talk station **WMBD** rose two shares to a mid-13 figure, while **WIRL**'s 25-34 strength allowed the station to land a mid-10 share in the top sales target.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 3034		
A/M '79	O/N '79	A/M '80
1 WKZW-FM 14.3	WKZW-FM 16.6	WKZW-FM(R) 15.3
2 WSWT-FM 13.5	WSWT-FM 15.4	WSWT-FM(BM) 15.1
3 WMBD-AM 13.3	WMBD-AM 13.6	WMBD-AM(T) 13.9
4 WXCL-AM 11.3	WIRL-AM 11.0	WXCL-AM(C) 12.9
5 WWCT-FM 10.8	WXCL-AM 10.5	WIRL-AM(R) 8.2
6 WIRL-AM 10.3	WWCT-FM 6.9	WWCT-FM(A) 8.0
7 WGLO-FM 3.7	WLS -AM 4.0	WZRO-FM(C) 3.3
8 WGN -AM 3.4	WVEL-AM 4.0	WLS -AM(R) 3.1
9 WVEL-AM 2.7	WGN -AM 2.0	WPEO-AM(RL) 2.8
10 WZRO-FM 2.5	WZRO-FM 1.8	WVEL-AM(BM) 2.4
11 WTAZ-FM 2.5	WBNQ-FM 1.3	WTAZ-FM(PA) 1.9
12 WPEO-AM 2.2	WMAQ-AM 1.3	WGLO-FM(BM) 1.9
13 WLS -AM 2.0	WCLL-FM 1.1	WGN -AM(PA) 1.6
14 WBNQ-FM 2.0	WPEO-AM 1.1	WMAQ-AM(C) 1.4
15 WCLL-FM 1.0	WTAZ-FM 1.1	WBNQ-FM(R) 1.2
16 WBBM-AM 0.5	WBBM-AM 1.1	WCLL-FM(PA) 0.7
17	WJBC-AM 0.9	WBBM-AM(N) 0.7
18	WGLO-FM 0.7	

Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 3034		
A/M '79	O/N '79	A/M '80
1 WKZW-FM 5.8	WKZW-FM 7.4	WKZW-FM 6.5
2 WSWT-FM 5.5	WSWT-FM 6.9	WSWT-FM 6.4
3 WMBD-AM 5.4	WMBD-AM 6.1	WMBD-AM 5.9
4 WXCL-AM 4.6	WIRL-AM 4.9	WXCL-AM 5.5
5 WWCT-FM 4.4	WXCL-AM 4.7	WIRL-AM 3.5

M-F, 6-10am		
1 WMBD-AM	WMBD-AM	WMBD-AM
2 WXCL-AM	WSWT-FM	WKZW-FM
3 WIRL-AM	WKZW-FM	WXCL-AM
4 WKZW-FM	WXCL-AM	WIRL-AM
5 WSWT-FM	WIRL-AM	WSWT-FM

M-F, 3-7pm		
1 WKZW-FM	WKZW-FM	WKZW-FM
2 WSWT-FM	WSWT-FM	WSWT-FM
3 WWCT-FM	WIRL-AM	WXCL-AM
4 WIRL-AM	WMBD-AM	WMBD-AM
5 WXCL-AM	WXCL-AM	WWCT-FM

Teens M-S, 6am-Midnight POP(00): 405		
A/M '79	O/N '79	A/M '80
1 WKZW-FM	WKZW-FM	WKZW-FM
2 WWCT-FM	WIRL-AM	WWCT-FM
3 WIRL-AM	WWCT-FM	WIRL-AM

M-F, 6-10am		
1 WKZW-FM	WKZW-FM	WKZW-FM
2 WIRL-AM	WWCT-FM	WIRL-AM
3 WWCT-FM	WIRL-AM	WLS -AM

M-F, 3-7pm		
1 WKZW-FM	WKZW-FM	WKZW-FM
2 WWCT-FM	WIRL-AM	WIRL-AM
3 WIRL-AM	WWCT-FM	WWCT-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 1063		
A/M '79	O/N '79	A/M '80
1 WWCT-FM	WKZW-FM	WKZW-FM
2 WKZW-FM	WSWT-FM	WWCT-FM
3 WIRL-AM	WIRL-AM	WIRL-AM
4 WSWT-FM	WLS -AM	WSWT-FM
5 WXCL-AM	WXCL-AM	WXCL-AM

M-F, 6-10am		
1 WIRL-AM	WKZW-FM	WKZW-FM
2 WKZW-FM	WIRL-AM	WIRL-AM
3 WWCT-FM	WWCT-FM	WWCT-FM
4 WMBD-AM	WXCL-AM	WXCL-AM
5 WTAZ-FM	WLS -AM	WSWT-FM

M-F, 3-7pm		
1 WWCT-FM	WKZW-FM	WKZW-FM
2 WKZW-FM	WIRL-AM	WWCT-FM
3 WIRL-AM	WWCT-FM	WSWT-FM
4 WSWT-FM	WLS -AM	WIRL-AM
5 WTAZ-FM	WXCL-AM	WXCL-AM

Adults 25-54 M-S, 6am-Midnight POP(00): 1397		
A/M '79	O/N '79	A/M '80
1 WSWT-FM	WSWT-FM	WSWT-FM
2 WXCL-AM	WXCL-AM	WXCL-AM
3 WMBD-AM	WKZW-FM	WMBD-AM
4 WIRL-AM	WIRL-AM	WIRL-AM
5 WKZW-FM	WMBD-AM	WKZW-FM

M-F, 6-10am		
1 WXCL-AM	WMBD-AM	WMBD-AM
2 WSWT-FM	WXCL-AM	WXCL-AM
3 WIRL-AM	WSWT-FM	WIRL-AM
4 WMBD-AM	WIRL-AM	WSWT-FM
5 WKZW-FM	WKZW-FM	WKZW-FM

M-F, 3-7pm		
1 WSWT-FM	WSWT-FM	WXCL-AM
2 WXCL-AM	WSWT-FM	WSWT-FM
3 WKZW-FM	WKZW-FM	WMBD-AM
4 WIRL-AM	WIRL-AM	WIRL-AM
5 WGLO-FM	WMBD-AM	WKZW-FM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 3034				
A/M '79	O/N '79	A/M '80		
1 WIRL-AM 8.67	WIRL-AM 10.34	WMBD-AM 10.30		
2 WKZW-FM 8.61	WKZW-FM 9.53	WKZW-FM 9.00		
3 WMBD-AM 8.18	WMBD-AM 9.19	WIRL-AM 8.76		
4 WXCL-AM 7.92	WSWT-FM 8.17	WSWT-FM 7.80		
5 WSWT-FM 7.01	WXCL-AM 7.25	WXCL-AM 6.82		

M-F, 6-10am		
1 WMBD-AM	WMBD-AM	WMBD-AM
2 WIRL-AM	WKZW-FM	WKZW-FM
3 WXCL-AM	WIRL-AM	WIRL-AM
4 WKZW-FM	WXCL-AM	WXCL-AM
5 WSWT-FM	WSWT-FM	WSWT-FM

M-F, 3-7pm		
1 WKZW-FM	WKZW-FM	WKZW-FM
2 WIRL-AM	WIRL-AM	WIRL-AM
3 WSWT-FM	WSWT-FM	WMBD-AM
4 WXCL-AM	WMBD-AM	WIRL-AM
5 WMBD-AM	WXCL-AM	WXCL-AM

Teens M-S, 6am-Midnight POP(00): 405		
A/M '79	O/N '79	A/M '80
1 WKZW-FM	WKZW-FM	WKZW-FM
2 WIRL-AM	WIRL-AM	WIRL-AM
3 WWCT-FM	WLS -AM	WLS -AM

M-F, 6-10am		
1 WKZW-FM	WKZW-FM	WKZW-FM
2 WIRL-AM	WIRL-AM	WIRL-AM
3 WWCT-FM	WWCT-FM	WLS -AM

M-F, 3-7pm		
1 WKZW-FM	WKZW-FM	WKZW-FM
2 WWCT-FM	WIRL-AM	WIRL-AM
3 WIRL-AM	WLS -AM	WLS -AM

Adults 18-34 M-S, 6am-Midnight POP(00): 1063		
A/M '79	O/N '79	A/M '80
1 WKZW-FM	WIRL-AM	WKZW-FM
2 WIRL-AM	WKZW-FM	WIRL-AM
3 WLS -AM	WLS -AM	WWCT-FM
4 WWCT-FM	WSWT-FM	WMBD-AM
5 WXCL-AM	WXCL-AM	WLS -AM

M-F, 6-10am		
1 WIRL-AM	WKZW-FM	WKZW-FM
2 WKZW-FM	WIRL-AM	WIRL-AM
3 WWCT-FM	WLS -AM	WWCT-FM
4 WXCL-AM	WWCT-FM	WMBD-AM
5 WLS -AM	WXCL-AM	WXCL-AM

M-F, 3-7pm		
1 WKZW-FM	WIRL-AM	WKZW-FM
2 WIRL-AM	WKZW-FM	WIRL-AM
3 WWCT-FM	WWCT-FM	WWCT-FM
4 WLS -AM	WLS -AM	WSWT-FM
5 WXCL-AM	WXCL-AM	WLS -AM

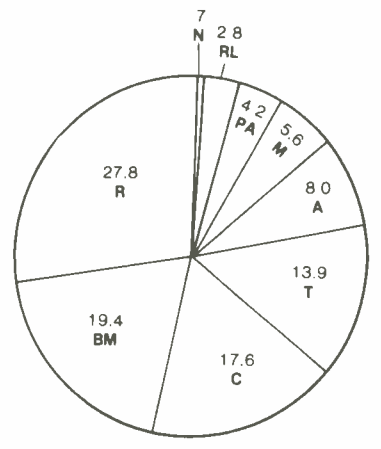
Adults 25-54 M-S, 6am-Midnight POP(00): 1397		
A/M '79	O/N '79	A/M '80
1 WXCL-AM	WIRL-AM	WMBD-AM
2 WSWT-FM	WSWT-FM	WSWT-FM
3 WIRL-AM	WKZW-FM	WXCL-AM
4 WMBD-AM	WMBD-AM	WIRL-AM
5 WKZW-FM	WXCL-AM	WKZW-FM

M-F, 6-10am		
1 WXCL-AM	WIRL-AM	WMBD-AM
2 WIRL-AM	WMBD-AM	WIRL-AM
3 WSWT-FM	WKZW-FM	WXCL-AM
4 WMBD-AM	WXCL-AM	WSWT-FM
5 WKZW-FM	WSWT-FM	WKZW-FM

M-F, 3-7pm		
1 WIRL-AM	WSWT-FM	WSWT-FM
2 WSWT-FM	WIRL-AM	WMBD-AM
3 WXCL-AM	WXCL-AM	WXCL-AM
4 WKZW-FM	WKZW-FM	WIRL-AM
5 WMBD-AM	WMBD-AM	WKZW-FM

Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



Format Legend

A-AOR. B-Black. BB-Big Band. BM-Beautiful Music. C-Country. CL-Classical. D-Dancemusic. J-Jazz. M-Miscellaneous. N-News. O-Oldies. PA-Pop Adult. R-Rock. RL-Religious. S-Spanish. T-Talk

"Beautiful Music"
"Stereo Rock"
"Beautiful Rock"
"TM Country"
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METRO RANK **5**

A/M '80 Market Overview

While **KYW** remains on top perennially, there were some changes in the market. **WMGK** became the new 18-34 leader, while **KYW's** lead over **WMGK** and **WIP** in the 25-54 demos was not as commanding as it once was. Normally **KYW** owns the spring books, with **Phillies** baseball helping to keep the station ahead of the pack. This survey however, featured a softer than usual showing for **KYW**, with the station down about 20% in 25-54's. **KYW's** mid-8 share was just ahead of **WMGK's** 8-range share.

WMGK has been programmed by **Julian Breen** and **Bob Craig** for wide appeal, and the success of that approach was evident in the station's rankings. In the last year, **WMGK** was able to boost its 25-54 appeal by more than 80%, while the station also climbed to the lead in the young adult demos by more than doubling its 18-34 share. Advertising for this successful operation was handled exclusively on TV, with about \$10,000 spent on the effort. Prior to this book a new AM drive host was hired.

Other notable stations in the 18-34 demos include **AOR'S WMMR**, **WIOQ**, and **WYSP**, plus **Black-formatted WDAS-FM**. **WMMR** lost three shares in this demo,

compared to last spring, but still scored well, in the mid-10 range. New PD **Charlie Kendall** will begin to make changes that may put **WMMR** back on top of the 18-34 pile. **WIOQ**, second-ranked AOR in the 18-34 realm, made more of an advertising effort than **WMMR**, using TV primarily with some billboards. Musically the station moved away from heavy metal in favor of lighter AOR material. It may have helped, because **WIOQ** almost doubled its 18-34 share in this book, compared to last spring's survey. **WYSP**, the local **Superstars** station, advertised using billboards and busboards, and gave away a pound of gold on-air in a promotion. However, the station's position among the young adult target softened slightly since the A/M '79 report.

The top contemporary station, **WFIL**, took an aggressive stance. **WFIL** advertised on TV and to a lesser extent with billboards, but the on-air activity was really hectic. **WFIL** gave away 13 trips to **Williamsburg**, and an all-expenses paid jaunt to Europe. Musically, April was declared the "Month Of Remember," with weekdays saluting a different artist, while the weekends featured **Motown**, "Grease," the **Beatles**, and the **Beach Boys**. Finally, other happenings included a new mid-day personality and the airing at night of the **Mutual Radio Theater**.

WDAS-FM slipped noticeably since the A/M '79 sweep. In that book the station had an 18-34 share in the mid-13 range, while the A/M '80 results showed **WDAS-FM** just over a 9 share, still good enough for third on the young adult scorecard.

In 25-54's the choice of a Beautiful Music station was almost a coin-toss. **WWSH** barely led **WDVR**, with both stations in the mid-5 share range, down from April/May '79.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 39898

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 KYW -AM	11.8	KYW -AM	11.7	KYW -AM	10.4
2 WDAS-FM	7.2	WDAS-FM	7.1	WWSH-FM	7.1
3 WIP -AM	7.2	WWSH-FM	6.1	WDAS-FM	7.0
4 WWSH-FM	7.1	WIP -AM	6.1	WMMR-FM	6.9
5 WDVR-FM	6.3	WMMR-FM	5.7	WIP -AM	6.0
6 WMMR-FM	6.1	WDVR-FM	5.6	WDVR-FM	5.0
7 WCAU-FM	4.7	WCAU-FM	5.0	WCAU-FM	4.6
8 WFIL-FM	4.7	WVDB-FM	4.8	WYSP-FM	4.5
9 WCAU-FM	3.9	WFIL-FM	4.1	WFIL-FM	4.2
10 WYSP-FM	3.8	WCAU-FM	3.7	WUSL-FM	4.2
11 WIFL-FM	3.8	WUSL-FM	3.4	WVDB-FM	3.7
12 WVDB-FM	3.3	WYSP-FM	3.4	WMGK-FM	3.4
13 WMGK-FM	2.9	WSNI-FM	3.0	WZZD-FM	2.9
14 WSNI-FM	2.9	WIFI-FM	2.9	WCAU-FM	2.8
15 WUSL-FM	2.9	WMGK-FM	2.8	WIFI-FM	2.6
16 WFLN-FM	2.3	WZZD-FM	2.4	WIOQ-FM	2.6
17 WPEN-FM	2.0	WFLN-FM	2.2	WDAS-FM	2.4
18 WFLN-FM	1.8	WIOQ-FM	2.1	WSNI-FM	2.1
19 WIOQ-FM	1.8	WFLN-FM	2.0	WPEN-FM	1.8
20 WZZD-FM	1.7	WDAS-FM	2.0	WFLN-FM	1.8
21 WDAS-FM	1.6	WPEN-FM	1.7	WJBR-FM	1.5
22 WHAT-FM	1.1	WHAT-FM	1.2	WHAT-FM	1.2
23 WCOJ-FM	0.7	WPST-FM	1.2	WPST-FM	1.0
24 WPST-FM	0.6	WJBR-FM	0.7	WOR -AM	0.6
25 WJBR-FM	0.5	WSTW-FM	0.7	WSTW-FM	0.6
26 WRCP-FM	0.5	WRCP-FM	0.7	WRCP-FM	0.5
27 WSTW-FM	0.5	WCOJ-FM	0.4	WNAR-FM	0.4
28 WFLN-FM	0.5	WLEV-FM	0.4	WCOJ-FM	0.4
29 WTHR-FM	0.4	WTHR-FM	0.3	WFLN-FM	0.1
30 WVCH-FM	0.4	WFLN-FM	0.2	WTHR-FM	0.4
31 WNAR-FM	0.3			WFLN-FM	0.2

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 39898

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 KYW -AM	811	KYW -AM	834	KYW -AM	710
2 WDAS-FM	494	WDAS-FM	509	WWSH-FM	481
3 WIP -AM	492	WWSH-FM	434	WDAS-FM	475
4 WWSH-FM	488	WIP -AM	432	WMMR-FM	471
5 WDVR-FM	432	WMMR-FM	406	WIP -AM	407
6 WMMR-FM	421	WDVR-FM	398	WDVR-FM	342
7 WCAU-FM	326	WCAU-FM	356	WCAU-FM	315
8 WFIL-FM	323	WVDB-FM	339	WYSP-FM	303
9 WCAU-FM	270	WFIL-FM	295	WFIL-FM	285
10 WYSP-FM	259	WCAU-FM	262	WUSL-FM	283

M-F, 6-10am

1 KYW -AM	KYW -AM	KYW -AM	KYW -AM	KYW -AM
2 WIP -AM	WIP -AM	WIP -AM	WIP -AM	WIP -AM
3 WCAU-FM	WCAU-FM	WCAU-FM	WFIL-FM	WFIL-FM
4 WDAS-FM	WDAS-FM	WDAS-FM	WCAU-FM	WWSH-FM
5 WFIL-FM	WWSH-FM	WFIL-FM	WMGK-FM	WCAU-FM
6 WWSH-FM	WFIL-FM	WWSH-FM	WMGK-FM	WWSH-FM
7 WDVR-FM	WDVR-FM	WMMR-FM	WMMR-FM	WDAS-FM
8 WMMR-FM	WVDB-FM	WWSH-FM	WWSH-FM	WUSL-FM
9 WIFL-FM	WUSL-FM	WVDB-FM	WVDB-FM	WMMR-FM
10 WVDB-FM	WMMR-FM	WYSP-FM	WDAS-FM	WVDB-FM

M-F, 3-7pm

1 KYW -AM	KYW -AM	KYW -AM	KYW -AM	KYW -AM
2 WDAS-FM	WIP -AM	WWSH-FM	WIP -AM	WIP -AM
3 WWSH-FM	WDAS-FM	WMMR-FM	WIP -AM	WDAS-FM
4 WDVR-FM	WMMR-FM	WDAS-FM	WDVR-FM	WMMR-FM
5 WIP -AM	WWSH-FM	WDVR-FM	WDAS-FM	WMMR-FM
6 WMMR-FM	WDVR-FM	WWSH-FM	WWSH-FM	WDAS-FM
7 WCAU-FM	WVDB-FM	WIP -AM	WMGK-FM	WIP -AM
8 WFIL-FM	WFIL-FM	WUSL-FM	WFIL-FM	WUSL-FM
9 WYSP-FM	WUSL-FM	WFIL-FM	WYSP-FM	WYSP-FM
10 WCAU-FM	WCAU-FM	WCAU-FM	WCAU-FM	WFIL-FM

Teens
M-S, 6am-Midnight
POP(00): 5039

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WDAS-FM	WMHR-FM	WMHR-FM	WMHR-FM	WMHR-FM	WYSP-FM
2 WIFL-FM	WDAS-FM	WDAS-FM	WDAS-FM	WYSP-FM	WMMR-FM
3 WMMR-FM	WYSP-FM	WIFL-FM	WDAS-FM	WDAS-FM	WDAS-FM

M-F, 6-10am

1 WIFL-FM	WMMR-FM	WDAS-FM	WMMR-FM	WDAS-FM
2 WDAS-FM	WDAS-FM	WMMR-FM	WYSP-FM	WYSP-FM
3 WYSP-FM	WFIL-FM	WIFL-FM	WDAS-FM	WIFL-FM

M-F, 3-7pm

1 WDAS-FM	WMMR-FM	WDAS-FM	WMMR-FM	WDAS-FM
2 WIFL-FM	WDAS-FM	WMMR-FM	WYSP-FM	WYSP-FM
3 WMMR-FM	WZZD-FM	WZZD-FM	WDAS-FM	WMMR-FM

Adults 18-34
M-S, 6am, Midnight
POP(00): 13400

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 WMMR-FM	WDAS-FM	WMMR-FM	WMMR-FM	WMGK-FM	
2 WDAS-FM	WMMR-FM	WDAS-FM	WMGK-FM	WMMR-FM	
3 WFIL-FM	WCAU-FM	WYSP-FM	WDAS-FM	WDAS-FM	
4 WCAU-FM	WYSP-FM	WMGK-FM	WYSP-FM	WIOQ-FM	
5 WYSP-FM	WUSL-FM	WUSL-FM	WIOQ-FM	WYSP-FM	
6 WMGK-FM	WIOQ-FM	WFIL-FM	WFIL-FM	WFIL-FM	
7 WIFL-FM	WFIL-FM	WIOQ-FM	WCAU-FM	WUSL-FM	
8 KYW -AM	KYW -AM	WCAU-FM	KYW -AM	WCAU-FM	
9 WIOQ-FM	WIFL-FM	WZZD-FM	WUSL-FM	WIP -AM	
10 WUSL-FM	WMGK-FM	KYW -AM	WIFL-FM	KYW -AM	

M-F, 6-10am

1 WDAS-FM	WDAS-FM	KYW -AM	WMGK-FM	WMGK-FM
2 WFIL-FM	WFIL-FM	WMMR-FM	KYW -AM	WMMR-FM
3 WMMR-FM	WCAU-FM	WFIL-FM	WFIL-FM	WFIL-FM
4 KYW -AM	KYW -AM	WYSP-FM	WMMR-FM	KYW -AM
5 WYSP-FM	WUSL-FM	WDAS-FM	WIOQ-FM	WDAS-FM
6 WMGK-FM	WYSP-FM	WUSL-FM	WDAS-FM	WIP -AM
7 WCAU-FM	WMMR-FM	WMGK-FM	WYSP-FM	WIOQ-FM
8 WCAU-FM	WPEN-FM	WIOQ-FM	WIP -AM	WUSL-FM
9 WIFL-FM	WIFL-FM	WZZD-FM	WPEN-FM	WYSP-FM
10 WIP -AM	WCAU-FM	WIFL-FM	WIFL-FM	WCAU-FM

M-F, 3-7pm

1 WMMR-FM	WDAS-FM	WMMR-FM	WMMR-FM	WMGK-FM
2 WDAS-FM	WMMR-FM	WMGK-FM	WMMR-FM	WMMR-FM
3 WCAU-FM	WCAU-FM	WYSP-FM	WDAS-FM	WDAS-FM
4 WFIL-FM	WYSP-FM	WUSL-FM	WIOQ-FM	WYSP-FM
5 WYSP-FM	WUSL-FM	WFIL-FM	WCAU-FM	WUSL-FM
6 WIFL-FM	WIOQ-FM	WMGK-FM	WFIL-FM	WYSP-FM
7 WMGK-FM	WFIL-FM	WIOQ-FM	WIOQ-FM	WFIL-FM
8 WUSL-FM	WIFL-FM	WZZD-FM	WUSL-FM	WCAU-FM
9 WDVR-FM	WMGK-FM	WCAU-FM	KYW -AM	WZZD-FM
10 WIOQ-FM	WZZD-FM	WIFL-FM	WIFL-FM	WIP -AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 18679

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 KYW -AM	KYW -AM	KYW -AM	KYW -AM	WIP -AM	KYW -AM
2 WIP -AM	WIP -AM	WWSH-FM	WWSH-FM	WMGK-FM	WMGK-FM
3 WWSH-FM	WWSH-FM	WDAS-FM	WDAS-FM	WIP -AM	WIP -AM
4 WFIL-FM	WDAS-FM	WUSL-FM	WDVR-FM	WFIL-FM	WFIL-FM
5 WDAS-FM	WDVR-FM	WIP -AM	WWSH-FM	WWSH-FM	WWSH-FM
6 WDVR-FM	WUSL-FM	WFIL-FM	WFIL-FM	WUSL-FM	WSNI-FM
7 WMMR-FM	WVDB-FM	WMMR-FM	WMMR-FM	WFIL-FM	WDVR-FM
8 WMGK-FM	WCAU-FM	WMGK-FM	WDAS-FM	WDAS-FM	WUSL-FM
9 WCAU-FM	WFIL-FM	WCAU-FM	WSNI-FM	WDAS-FM	WDAS-FM
10 WUSL-FM	WMGK-FM	WVDB-FM	WCAU-FM	WVDB-FM	WVDB-FM

M-F, 6-10am

1 KYW -AM	KYW -AM	KYW -AM	KYW -AM	KYW -AM
2 WIP -AM	WIP -AM	WIP -AM	WIP -AM	WIP -AM
3 WFIL-FM	WCAU-FM	WCAU-FM	WFIL-FM	WFIL-FM
4 WCAU-FM	WDAS-FM	WFIL-FM	WMGK-FM	WMGK-FM
5 WDAS-FM	WWSH-FM	WUSL-FM	WUSL-FM	WUSL-FM
6 WWSH-FM	WUSL-FM	WDAS-FM	WCAU-FM	WCAU-FM
7 WDVR-FM	WFIL-FM	WWSH-FM	WWSH-FM	WWSH-FM
8 WSNI-FM	WDVR-FM	WMGK-FM	WDVR-FM	WSNI-FM
9 WMGK-FM	WVDB-FM	WVDB-FM	WDAS-FM	WDAS-FM
10 WPEN-FM	WCAU-FM	WDVR-FM	WPEN-FM	WDVR-FM

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Continued

M-F, 3-7pm

1	KYW -AM	WWSH-FM	WWSH-FM	WIP -AM	WMGK-FM
2	WWSH-FM	WIP -AM	KYW -AM	WMGK-FM	WWSH-FM
3	WFIL-AM	KYW -AM	WFIL-AM	WDVR-FM	WIP -AM
4	WIP -AM	WDVR-FM	WDVR-FM	KYW -AM	WDVR-FM
5	WDVR-FM	WUSL-FM	WUSL-FM	WFIL-AM	KYW -AM
6	WDAS-FM	WMGK-FM	WDAS-FM	WWSH-FM	WFIL-AM
7	WCAU-FM	WFIL-AM	WMGK-FM	WUSL-FM	WSNI-FM
8	WUSL-FM	WDAS-FM	WWSH-FM	WDAS-FM	WDAS-FM
9	WMGK-FM	WWSH-FM	WWSH-FM	WWSH-FM	WWSH-FM
10	WSNI-FM	WCAU-FM	WFIL-AM	WCAU-FM	WCAU-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 39898

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80					
1	KYW -AM	13128	KYW -AM	13617	KYW -AM	12117	KYW -AM	12936	KYW -AM	13273
2	WIP -AM	6529	WCAU-AM	6458	WIP -AM	6730	WIP -AM	6675	WIP -AM	6423
3	WWSH-FM	6151	WMMR-FM	5945	WMMR-FM	6658	WMMR-FM	6588	WMMR-FM	5775
4	WCAU-AM	6053	WFIL-AM	5926	WWSH-FM	6420	WDVR-FM	6180	WMGK-FM	5471
5	WDVR-FM	5977	WIP -AM	5365	WFIL-AM	6273	WWSH-FM	5683	WCAU-AM	5427
6	WMMR-FM	5787	WIFI-FM	4989	WCAU-AM	6132	WFIL-AM	5571	WDVR-FM	5170
7	WFIL-AM	5781	WDVR-FM	4808	WDVR-FM	4923	WCAU-AM	5350	WFIL-AM	5044
8	WYSP-FM	4626	WWSH-FM	4731	WYSP-FM	4884	WMGK-FM	5078	WWSH-FM	4880
9	WCAU-FM	4454	WYSP-FM	4669	WDAS-FM	4460	WYSP-FM	4899	WYSP-FM	4738
10	WDAS-FM	4453	WDAS-FM	4533	WIFI-FM	4096	WDAS-FM	4007	WDAS-FM	4267

M-F, 6-10am

1	KYW -AM	KYW -AM	KYW -AM	KYW -AM	KYW -AM
2	WIP -AM	WCAU-AM	WIP -AM	WIP -AM	WIP -AM
3	WCAU-AM	WIP -AM	WFIL-AM	WFIL-AM	WFIL-AM
4	WFIL-AM	WFIL-AM	WCAU-AM	WMMR-FM	WMGK-FM
5	WDAS-FM	WDAS-FM	WMMR-FM	WMGK-FM	WCAU-AM
6	WWSH-FM	WWSH-FM	WDAS-FM	WMMR-FM	WMMR-FM
7	WMMR-FM	WMMR-FM	WYSP-FM	WWSH-FM	WDAS-FM
8	WDVR-FM	WDVR-FM	WDVR-FM	WYSP-FM	WYSP-FM
9	WIFI-FM	WIFI-FM	WWSH-FM	WDAS-FM	WDVR-FM
10	WYSP-FM	WCAU-FM	WIFI-FM	WYSP-FM	WWSH-FM

M-F, 3-7pm

1	KYW -AM	KYW -AM	KYW -AM	KYW -AM	KYW -AM
2	WDVR-FM	WMMR-FM	WMMR-FM	WMMR-FM	WMMR-FM
3	WWSH-FM	WFIL-AM	WWSH-FM	WDVR-FM	WMGK-FM
4	WIP -AM	WWSH-FM	WFIL-AM	WFIL-AM	WYSP-FM
5	WYSP-FM	WYSP-FM	WYSP-FM	WYSP-FM	WWSH-FM
6	WMMR-FM	WIP -AM	WDAS-FM	WMGK-FM	WDAS-FM
7	WFIL-AM	WDVR-FM	WCAU-AM	WIP -AM	WIP -AM
8	WDAS-FM	WIFI-FM	WDVR-FM	WWSH-FM	WFIL-AM
9	WCAU-AM	WDAS-FM	WIFI-FM	WDAS-FM	WDVR-FM
10	WIFI-FM	WCAU-AM	WIP -AM	WCAU-AM	WIOQ-FM

Teens
M-S, 6am-Midnight
POP(00): 5039

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WIFI-FM	WIFI-FM	WMMR-FM	WMMR-FM	WMMR-FM
2	WMMR-FM	WMMR-FM	WIFI-FM	WYSP-FM	WYSP-FM
3	WYSP-FM	WYSP-FM	WYSP-FM	WIFI-FM	WIFI-FM

M-F, 6-10am

1	WIFI-FM	WMMR-FM	WMMR-FM	WMMR-FM	WYSP-FM
2	WYSP-FM	WIFI-FM	WIFI-FM	WYSP-FM	WIFI-FM
3	WMMR-FM	WDAS-FM	WDAS-FM	WIFI-FM	WMMR-FM

M-F, 3-7pm

1	WIFI-FM	WMMR-FM	WMMR-FM	WMMR-FM	WMMR-FM
2	WMMR-FM	WIFI-FM	WYSP-FM	WYSP-FM	WYSP-FM
3	WYSP-FM	WYSP-FM	WIFI-FM	WIFI-FM	WIFI-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 13400

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	WMMR-FM	WMMR-FM	WMMR-FM	WMMR-FM	WMMR-FM
2	WYSP-FM	KYW -AM	WYSP-FM	WMGK-FM	WMGK-FM
3	WFIL-AM	WYSP-FM	WFIL-AM	KYW -AM	KYW -AM
4	WDAS-FM	WFIL-AM	WMGK-FM	WFIL-AM	WIOQ-FM
5	WCAU-FM	WCAU-FM	KYW -AM	WYSP-FM	WYSP-FM
6	KYW -AM	WDAS-FM	WDAS-FM	WIOQ-FM	WFIL-AM
7	WIOQ-FM	WIOQ-FM	WIFI-FM	WDAS-FM	WCAU-FM
8	WMGK-FM	WIFI-FM	WIOQ-FM	WCAU-FM	WDAS-FM
9	WPEN-AM	WMGK-FM	WCAU-FM	WIP -AM	WIP -AM
10	WIFI-FM	WZZD-AM	WIP -AM	WIFI-FM	WIFI-FM

M-F, 6-10am

1	WFIL-AM	WDAS-FM	KYW -AM	KYW -AM	WMGK-FM
2	WMMR-FM	WFIL-AM	WMMR-FM	WMGK-FM	WMMR-FM
3	WDAS-FM	KYW -AM	WFIL-AM	WFIL-AM	KYW -AM
4	KYW -AM	WMMR-FM	WYSP-FM	WMMR-FM	WFIL-AM
5	WCAU-FM	WCAU-FM	WDAS-FM	WDAS-FM	WYSP-FM
6	WYSP-FM	WYSP-FM	WMGK-FM	WIOQ-FM	WCAU-FM
7	WIOQ-FM	WIFI-FM	WUSL-FM	WYSP-FM	WDAS-FM
8	WMGK-FM	WUSL-FM	WIOQ-FM	WIP -AM	WIOQ-FM
9	WIFI-FM	WMGK-FM	WIFI-FM	WUSL-FM	WIP -AM
10	WPEN-AM	WCAU-AM	WCAU-FM	WIFI-FM	WUSL-FM

M-F, 3-7pm

1	WYSP-FM	WMMR-FM	WMMR-FM	WMMR-FM	WMGK-FM
2	WMMR-FM	WYSP-FM	WYSP-FM	WMGK-FM	WMMR-FM
3	WFIL-AM	WCAU-FM	WFIL-AM	WYSP-FM	WIOQ-FM
4	WCAU-FM	WDAS-FM	WDAS-FM	WFIL-AM	WYSP-FM
5	WDAS-FM	WFIL-AM	WMGK-FM	WDAS-FM	WDAS-FM
6	WIFI-FM	WIFI-FM	WUSL-FM	WCAU-FM	WFIL-AM
7	WMGK-FM	KYW -AM	WIOQ-FM	WCAU-FM	WCAU-FM
8	WIOQ-FM	WMGK-FM	WIFI-FM	KYW -AM	KYW -AM
9	WPEN-AM	WUSL-FM	WZZD-AM	WUSL-FM	WUSL-FM
10	KYW -AM	WIOQ-FM	WCAU-FM	WIFI-FM	WZZD-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 18679

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	KYW -AM	KYW -AM	KYW -AM	KYW -AM	KYW -AM
2	WIP -AM	WIP -AM	WIP -AM	WIP -AM	WMGK-FM
3	WFIL-AM	WFIL-AM	WWSH-FM	WMGK-FM	WIP -AM
4	WWSH-FM	WCAU-AM	WCAU-AM	WCAU-AM	WCAU-AM
5	WDVR-FM	WWSH-FM	WFIL-AM	WFIL-AM	WDVR-FM
6	WCAU-AM	WDVR-FM	WMGK-FM	WWSH-FM	WFIL-AM
7	WCAU-FM	WMGK-FM	WDVR-FM	WCAU-AM	WWSH-FM
8	WMGK-FM	WCAU-FM	WDAS-FM	WUSL-FM	WSNI-FM
9	WDAS-FM	WDAS-FM	WUSL-FM	WDAS-FM	WUSL-FM
10	WPEN-AM	WMMR-FM	WMMR-FM	WMMR-FM	WDAS-FM

M-F, 6-10am

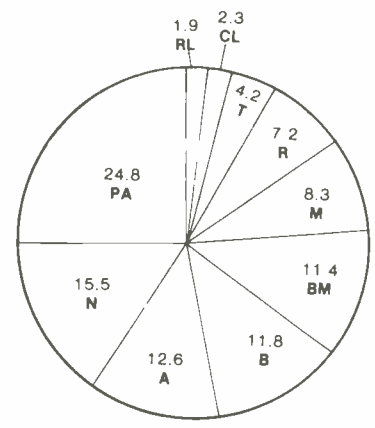
1	KYW -AM	KYW -AM	KYW -AM	KYW -AM	KYW -AM
2	WIP -AM	WIP -AM	WIP -AM	WIP -AM	WIP -AM
3	WFIL-AM	WCAU-AM	WIP -AM	WFIL-AM	WMGK-FM
4	WCAU-AM	WFIL-AM	WCAU-AM	WCAU-AM	WFIL-AM
5	WWSH-FM	WDAS-FM	WUSL-FM	WCAU-AM	WCAU-AM
6	WDVR-FM	WWSH-FM	WWSH-FM	WWSH-FM	WDVR-FM
7	WDAS-FM	WDVR-FM	WDAS-FM	WUSL-FM	WUSL-FM
8	WCAU-FM	WMGK-FM	WDVR-FM	WDVR-FM	WSNI-FM
9	WMGK-FM	WUSL-FM	WMGK-FM	WDAS-FM	WWSH-FM
10	WPEN-AM	WCAU-FM	WMMR-FM	WSNI-FM	WDAS-FM

M-F, 3-7pm

1	KYW -AM	KYW -AM	KYW -AM	KYW -AM	KYW -AM
2	WIP -AM	WFIL-AM	WFIL-AM	WMGK-FM	WMGK-FM
3	WWSH-FM	WWSH-FM	WWSH-FM	WIP -AM	WFIL-AM
4	WFIL-AM	WIP -AM	WMGK-FM	WFIL-AM	WIP -AM
5	WDVR-FM	WMGK-FM	WUSL-FM	WWSH-FM	WWSH-FM
6	WMGK-FM	WDVR-FM	WCAU-AM	WCAU-AM	WDVR-FM
7	WCAU-FM	WUSL-FM	WDVR-FM	WWSH-FM	WWSH-FM
8	WDAS-FM	WCAU-FM	WDAS-FM	WUSL-FM	WUSL-FM
9	WCAU-AM	WDAS-FM	WIP -AM	WDAS-FM	WCAU-AM
10	WUSL-FM	WCAU-AM	WSNI-FM	WCAU-FM	WDAS-FM

Format Penetration Chart

Based On Total Persons 12 +
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight

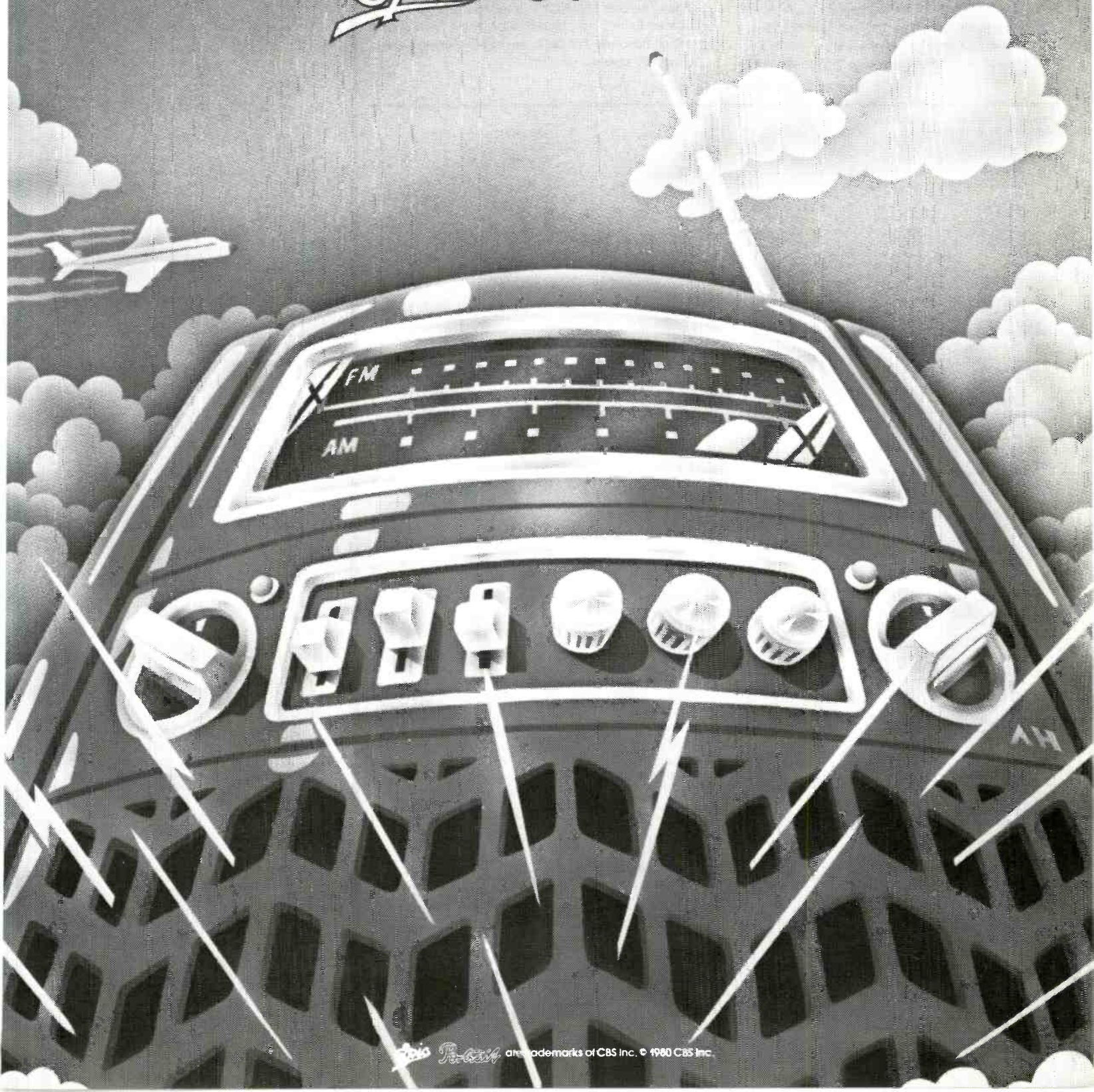


Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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Phoenix

METRO RANK

27

A/M '80 Market Overview

KDKB ran on-air survey announcements just prior to the start of the survey in Phoenix, and was cited by Arbitron. Perhaps as a result of the announcements, KDKB added almost six shares to its 18-34 total to lead that demo. Besides the on-air announcements, KDKB used an ad campaign consisting of TV spots and outdoor boards, plus a hot air balloon and bumper stickers. On-air, the AOR station made some personnel changes, hiring a new PD and releasing the PM drive and evening personalities. KDKB ended up with a mid-14 share of young adults.

Simulcast KNIX-AM-FM was second 18-34, with a high-12 share. Country KNIX also combined for the top spot in the 25-54 demographic. What was the secret to KNIX's success? Traditionally strong in the 25-44 audience, KNIX-AM-FM aimed to keep that strength with an ad campaign that concentrated

on TV, with newspaper and outdoor board backup. The KNIX combo had an even stronger 25-54 share this sweep with a share just over 17.

KOPA-FM, the leading contemporary station, had an excellent book. The station doubled its 18-34 share up to the high-11 range. No outside advertising was done this sweep, but the music was adjusted, aiming for more female numbers. Just before the start of the book the station lost its morning man, but KOPA-FM replaced him with the syndicated **Charlie & Harrigan** show towards the end of the survey.

News station KTAR enjoyed a good book this survey. Up two shares in the 25-54 scale, the station finished with just under 7. Advertising consisted of a multi-media effort using TV, billboards and print media, with the ad outlay total less than in previous surveys.

Another contender for 25-54's was P/A station KOY. Tops last book in this category, KOY had a stable book this time, maintaining an 11 share. The station's sister FM, KQYT, used the **Churchill** syndicated format, advertised on TV, in the newspaper, and on billboards, but slid to the mid-6 range this book, down two shares from O/N '79.

ON-AIR SURVEY SPOTS BROADCAST BY: KDKB-FM

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 11165

A/M '79	O/N '79	A/M '80
1 KQYT-FM 11.2	KQYT-FM 10.6	KNIX-FM (C) 9.2
2 KTAR-AM 9.6	KOY -AM 8.1	KTAR-AM (M) 8.4
3 KME0-FM 7.6	KNIX-FM 7.7	KOY -AM (PA) 8.2
4 KDKB-FM 7.5	KME0-FM 7.6	KOY-T-FM (M) 7.8
5 KOY -AM 6.8	KTAR-AM 6.5	KOPA-FM (R) 7.6
6 KUPD-FM 5.6	KOOL-FM 5.9	KME0-FM (M) 6.7
7 KBBC-FM 5.1	KJJJ-AM 5.4	KDKB-FM (A) 6.4
8 KNIX-FM 4.7	KUPD-FM 4.7	KJJJ-AM (C) 4.3
9 KOPA-FM 4.4	KOPA-FM 4.3	KOOL-FM (O) 4.3
10 KARZ-AM 3.9	KDKB-FM 4.2	KUPD-FM (R) 4.2
11 KXTC-FM 3.9	KARZ-AM 4.1	KNIX-AM (C) 2.9
12 KOOL-FM 3.1	KBBC-FM 3.5	KARZ-AM (PA) 2.8
13 KRUX-AM 3.0	KXTC-FM 3.5	KRUX-AM (R) 2.5
14 KKKQ-AM 2.6	KKKO-AM 3.1	KBBC-FM (A) 2.4
15 KJJJ-AM 2.2	KIFN-AM 2.5	KZZP-FM (PA) 2.3
16 KIOG-FM 2.2	KNIX-AM 2.0	KKKQ-AM (R) 2.3
17 KHEP-FM 2.0	KRUX-AM 1.7	KIFN-AM (S) 2.3
18 KOPA-AM 1.9	KFLR-AM 1.5	KME0-AM (M) 2.1
19 KNIX-AM 1.8	KNEP-FM 1.5	KOPA-AM (R) 2.0
20 KIFN-AM 1.7	KIOG-FM 1.5	KHEP-FM (CL) 1.9
21 KME0-AM 1.1	KME0-AM 1.4	KPHX-AM (S) 1.5
22 KHEP-AM 1.0	KXIV-AM 1.2	KXIV-AM (PA) 1.3
23 KXIV-AM 0.9	KPHX-AM 1.1	KWA0-FM (O) 0.7
24 KWA0-FM 0.8	KWA0-FM 0.9	KZZP-FM (PA) 0.6
25 KPHX-AM 0.8	KDJO-AM 0.7	KXTC-FM (R) 0.5
26 KQXE-AM 0.6	KOPA-AM 0.7	KFLR-AM (M) 0.5
27 KFLR-AM 0.6	KQXE-AM 0.6	
28 KDJO-AM 0.4	KRDS-AM 0.6	
29	KHEP-AM 0.3	

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 11165

A/M '79	O/N '79	A/M '80
1 KQYT-FM 193	KQYT-FM 186	KNIX-FM 171
2 KTAR-AM 165	KOY -AM 143	KTAR-AM 156
3 KME0-FM 130	KNIX-FM 136	KOY -AM 153
4 KDKB-FM 129	KME0-FM 133	KQYT-FM 145
5 KOY -AM 116	KTAR-AM 114	KOPA-FM 141
6 KUPD-FM 97	KOOL-FM 103	KME0-FM 125
7 KBBC-FM 88	KJJJ-AM 95	KDKB-FM 120
8 KNIX-FM 80	KUPD-FM 82	KJJJ-AM 81
9 KOPA-FM 76	KOPA-FM 75	KOOL-FM 80
10 KARZ-AM 67	KDKB-FM 73	KUPD-FM 79

M-F, 6-10am

1 KTAR-AM	KOY -AM	KTAR-AM
2 KOY -AM	KTAR-AM	KOY -AM
3 KQYT-FM	KOY-T-FM	KNIX-FM
4 KME0-FM	KNIX-FM	KOPA-FM
5 KARZ-AM	KME0-FM	KDKB-FM
6 KNIX-FM	KJJJ-AM	KME0-FM
7 KDKB-FM	KOOL-FM	KQYT-FM
8 KUPD-FM	KARZ-AM	KJJJ-AM
9 KBBC-FM	KOPA-FM	KARZ-AM
10 KOPA-FM	KUPD-FM	KOOL-FM

M-F, 3-7pm

1 KQYT-FM	KQYT-FM	KNIX-FM
2 KDKB-FM	KOY -AM	KQYT-FM
3 KME0-FM	KNIX-FM	KOY -AM
4 KTAR-AM	KME0-FM	KOPA-FM
5 KOY -AM	KOOL-FM	KME0-FM
6 KUPD-FM	KUPD-FM	KDKB-FM
7 KOPA-FM	KJJJ-AM	KTAR-AM
8 KBBC-FM	KTAR-AM	KUPD-FM
9 KXTC-FM	KOPA-FM	KOOL-FM
10 KNIX-FM	KDKB-FM	KJJJ-AM

Teens
M-S, 6am-Midnight
POP(00): 1410

A/M '79	O/N '79	A/M '80
1 KUPD-FM	KOPA-FM	KUPD-FM
2 KOPA-FM	KUPD-FM	KOPA-FM
3 KRUX-AM	KRUX-AM	KRUX-AM

M-F, 6-10am

1 KOPA-FM	KOPA-FM	KOPA-FM
2 KUPD-FM	KUPD-FM	KRUX-AM
3 KKKQ-AM	KRUX-AM	KUPD-FM

M-F, 3-7pm

1 KUPD-FM	KOPA-FM	KUPD-FM
2 KOPA-FM	KUPD-FM	KOPA-FM
3 KXTC-FM	KRUX-AM	KRUX-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 3992

A/M '79	O/N '79	A/M '80
1 KDKB-FM	KOOL-FM	KDKB-FM
2 KBBC-FM	KOY -AM	KOPA-FM
3 KUPD-FM	KDKB-FM	KNIX-FM
4 KOY -AM	KBBC-FM	KOY -AM
5 KXTC-FM	KNIX-FM	KOOL-FM
6 KOOL-FM	KUPD-FM	KBBC-FM
7 KQYT-FM	KKKQ-AM	KUPD-FM
8 KOPA-FM	KOPA-FM	KJJJ-AM
9 KNIX-FM	KXTC-FM	KZZP-FM
10 KIOG-FM	KJJJ-AM	KKKQ-AM

M-F, 6-10am

1 KOY -AM	KOY -AM	KDKB-FM
2 KDKB-FM	KOOL-FM	KOY -AM
3 KBBC-FM	KNIX-FM	KOPA-FM
4 KUPD-FM	KDKB-FM	KNIX-FM
5 KNIX-FM	KBBC-FM	KOOL-FM
6 KXTC-FM	KKKQ-AM	KNIX-AM
7 KOOL-FM	KUPD-FM	KKKQ-AM
8 KOYT-FM	KOPA-FM	KJJJ-AM
9 KOPA-FM	KJJJ-AM	KUPD-FM
10 KKKQ-AM	KXTC-FM	KBBC-FM

M-F, 3-7pm

1 KDKB-FM	KOOL-FM	KDKB-FM
2 KBBC-FM	KUPD-FM	KOPA-FM
3 KOY -AM	KBBC-FM	KNIX-FM
4 KUPD-FM	KDKB-FM	KOY -AM
5 KQYT-FM	KOY -AM	KOOL-FM
6 KIOG-FM	KKKQ-AM	KBBC-FM
7 KOPA-FM	KNIX-FM	KUPD-FM
8 KOOL-FM	KXTC-FM	KQYT-FM
9 KXTC-FM	KOPA-FM	KKKQ-AM
10 KRUX-AM	KIOG-FM	KZZP-FM

Adults 25-54

M-S, 6am-Midnight
POP(00): 5094

A/M '79	O/N '79	A/M '80
1 KOYT-FM	KOY -AM	KNIX-FM
2 KOY -AM	KNIX-FM	KOY -AM
3 KME0-FM	KQYT-FM	KOPA-FM
4 KTAR-AM	KJJJ-AM	KTAR-AM
5 KBBC-FM	KME0-FM	KQYT-FM
6 KNIX-FM	KOOL-FM	KME0-FM
7 KUPD-FM	KTAR-AM	KOOL-FM
8 KDKB-FM	KBBC-FM	KDKB-FM
9 KOOL-FM	KKKQ-AM	KJJJ-AM
10 KARZ-AM	KXTC-FM	KNIX-AM

M-F, 6-10am

1 KOY -AM	KOY -AM	KOY -AM
2 KTAR-AM	KNIX-FM	KNIX-FM
3 KOYT-FM	KTAR-AM	KTAR-AM
4 KNIX-FM	KQYT-FM	KOOL-FM
5 KBBC-FM	KJJJ-AM	KOPA-FM
6 KME0-FM	KOOL-FM	KME0-FM
7 KUPD-FM	KME0-FM	KOYT-FM
8 KARZ-AM	KBBC-FM	KNIX-AM
9 KOOL-FM	KKKQ-AM	KJJJ-AM
10 KDKB-FM	KARZ-AM	KDKB-FM

M-F, 3-7pm

1 KQYT-FM	KOY -AM	KNIX-FM
2 KOY -AM	KQYT-FM	KOY -AM
3 KTAR-AM	KNIX-FM	KOYT-FM
4 KME0-FM	KOOL-FM	KOPA-FM
5 KBBC-FM	KJJJ-AM	KME0-FM
6 KDKB-FM	KME0-FM	KDKB-FM
7 KIOG-FM	KBBC-FM	KTAR-AM
8 KJJJ-AM	KKKQ-AM	KOOL-FM
9 KUPD-FM	KTAR-AM	KKKQ-AM
10 KOOL-FM	KXTC-FM	KJJJ-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 11165

A/M '79	O/N '79	A/M '80
1 KTAR-AM 2681	KTAR-AM 2253	KOY -AM 2226
2 KOYT-FM 2104	KOY -AM 2014	KTAR-AM 2182
3 KOY -AM 2019	KOYT-FM 1995	KOPA-FM 1819
4 KUPD-FM 1993	KME0-FM 1747	KNIX-FM 1673
5 KDKB-FM 1698	KUPD-FM 1621	KQYT-FM 1550
6 KME0-FM 1586	KNIX-FM 1565	KME0-FM 1531
7 KOPA-FM 1392	KARZ-AM 1430	KDKB-FM 1325
8 KBBC-FM 1204	KOPA-FM 1359	KUPD-FM 1274
9 KARZ-AM 1176	KOOL-FM 1341	KJJJ-AM 1266
10 KRUX-AM 1110	KJJJ-AM 1330	KOOL-FM 1142

M-F, 6-10am

1 KTAR-AM	KTAR-AM	KTAR-AM
2 KOY -AM	KOY -AM	KOY -AM
3 KUPD-FM	KOYT-FM	KOPA-FM
4 KQYT-FM	KUPD-FM	KNIX-FM
5 KDKB-FM	KNIX-FM	KME0-FM
6 KME0-FM	KME0-FM	KJJJ-AM
7 KOPA-FM	KJJJ-AM	KOYT-FM
8 KARZ-AM	KOPA-FM	KDKB-FM
9 KBBC-FM	KKKQ-AM	KUPD-FM
10 KKKQ-AM	KOOL-FM	KOOL-FM

M-F, 3-7pm

1 KTAR-AM	KQYT-FM	KOY -AM
2 KOYT-FM	KOY -AM	KNIX-FM
3 KOY -AM	KUPD-FM	KTAR-AM
4 KUPD-FM	KTAR-AM	KOPA-FM
5 KME0-FM	KNIX-FM	KME0-FM
6 KOPA-FM	KME0-FM	KOYT-FM
7 KDKB-FM	KOOL-FM	KDKB-FM
8 KRUX-AM	KOPA-FM	KUPD-FM
9 KBBC-FM	KKKQ-AM	KJJJ-AM
10 KKKQ-AM	KJJJ-AM	KOOL-FM

Teens

M-S, 6am-Midnight
POP(00): 1410

A/M '79	O/N '79	A/M '80
1 KUPD-FM	KUPD-FM	KOPA-FM
2 KOPA-FM	KOPA-FM	KUPD-FM
3 KRUX-AM	KRUX-AM	KRUX-AM

M-F, 6-10am

1 KUPD-FM	KUPD-FM	KOPA-FM
2 KOPA-FM	KOPA-FM	KUPD-FM
3 KRUX-AM	KRUX-AM	KRUX-AM

M-F, 3-7pm

1 KUPD-FM	KUPD-FM	KUPD-FM
2 KOPA-FM	KOPA-FM	KOPA-FM
3 KRUX-AM	KRUX-AM	KRUX-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 3992

A/M '79	O/N '79	A/M '80
1 KDKB-FM	KUPD-FM	KOPA-FM
2 KUPD-FM	KKKQ-AM	KDKB-FM
3 KOY -AM	KDKB-FM	KOY -AM
4 KBBC-FM	KOY -AM	KOOL-FM
5 KOPA-FM	KOOL-FM	KUPD-FM
6 KOOL-FM	KBBC-FM	KNIX-FM
7 KKKQ-AM	KOPA-FM	KBBB-FM
8 KTAR-AM	KNIX-FM	KZZP-FM
9 KRUX-AM	KJJJ-AM	KJJJ-AM
10 KOYT-FM	KRUX-AM	KRUX-AM

M-F, 6am-10am

1 KOY -AM	KOY -AM	KOY -AM
2 KDKB-FM	KUPD-FM	KOPA-FM
3 KBBC-FM	KDKB-FM	KDKB-FM
4 KUPD-FM	KKKQ-AM	KOOL-FM
5 KOPA-FM	KOOL-FM	KNIX-FM
6 KKKQ-AM	KOPA-FM	KUPD-FM
7 KOOL-FM	KBBC-FM	KKKQ-AM
8 KTAR-AM	KNIX-FM	KZZP-FM
9 KOPA-AM	KJJJ-AM	KJJJ-AM
10 KOYT-FM	KIOG-FM	KBBC-FM

M-F, 3-7pm

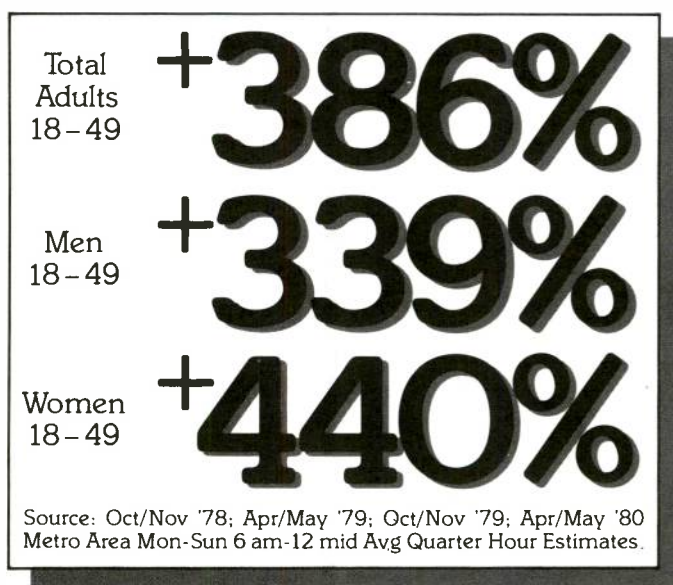
1 KDKB-FM	KUPD-FM	KDKB-FM
2 KUPD-FM	KOOL-FM	KOPA-FM
3 KBBC-FM	KKKQ-AM	KOY -AM
4 KOY -AM	KDKB-FM	KNIX-FM
5 KOPA-FM	KOY -AM	KOOL-FM
6 KKKQ-AM	KNIX-FM	KUPD-FM
7 KOOL-FM	KBBC-FM	KBBC-FM
8 KRUX-AM	KOPA-FM	KZZP-FM
9 KQYT-FM	KRUX-AM	KRUX-AM
10 KXTC-FM	KXTC-FM	KJJJ-AM

Adults 25-54

M-S, 6am-Midnight
POP(00): 5094

A/M '79	O/N '79	A/M '80
1 KOY -AM	KOY -AM	KOY -AM
2 KTAR-AM	KNIX-FM	KNIX-FM
3 KOYT-FM	KTAR-AM	KTAR-AM
4 KME0-FM	KQYT-FM	KJJJ-AM
5 KUPD-FM	KJJJ-AM	KME0-FM
6 KNIX-FM	KME0-FM	KOPA-FM
7 KBBC-FM	KOOL-FM	KOOL-FM
8 KDKB-FM	KKKQ-AM	KQYT-FM
9 KOOL-FM	KARZ-AM	KNIX-AM
10 KARZ-AM	KBBC-FM	KKKQ-AM

Seems like everybody is goin' to the country, with KNIX.



No matter how you figure the numbers, KNIX's increases since Oct/Nov 1978 are incredible!

According to the Arbitron reports, KNIX's country format has literally captured every significant share of the country market. And now the crossover numbers are increasing our share of the total

market to unprecedented heights. We've truly earned the right to call ourselves #1 and the reason seems simple enough.

KNIX AM/FM: P.O. Box 3174, Tempe, AZ 85281, Phone (602) 966-6236.

Contact: Joe Ferguson, National Sales Manager. Represented by The Christal Company, Inc.

Phoenix is goin' to the country, with KNIX.



AM 1580

FM Stereo 102

Pittsburgh

METRO RANK

13

A/M '80 Market Overview

KDKA continued tops overall in Pittsburgh, but it's important to compare spring books to spring books and fall books to fall in order to properly evaluate the ratings here. In the A/M reports, KDKA has a full schedule of Pirates baseball, while in the fall sweeps WTAE has a full schedule of Steelers football. In the City of Champions these are important variables in each relevant survey, so we'll compare the A/M '80 data to the results from the A/M '79 book.

KDKA edged out AOR WDVE to take the 18-34 lead, with each in the mid-12 range. This represented a stable book for Westinghouse's P/A giant, but WDVE declined more than two since last year. WFFM slipped a share 18-34, and WTAE enjoyed its best spring book in recent years to take over third. WTAE's 25-34 strength also enabled the station to score second — albeit a distant second — to KDKA in the 25-54 demographic.

In the older demos, KDKA had a mid-24 share, up slightly from last year, while WTAE was just under 10. KDKA reinforced its presence with an ad campaign focused on TV commercials, while WTAE used a multi-media campaign involving TV and billboards. WTAE ran the "Magic Ticket" contest this sweep.

News station KQV enjoyed a healthy book, thanks in part to a heavy TV ad campaign on more of a midday emphasis on telephone talk. Also, there is an interesting Beautiful Music story developing. WPNT came on the scene and whittled away some WSHH audience. WSHH was down more than three shares from last spring's 25-54 number.

Arbitron got back 36% more diaries this spring than last, so these numbers should be a reliable indication of what's happening in the Steel City.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 19207

A/M '79	O/N '79	A/M '80
1 KDKA-AM	23.4	22.2
2 WSHH-FM	8.7	7.5
3 WDVE-FM	7.6	6.8
4 WXXX-FM	6.6	6.7
5 WTAE-AM	5.1	5.2
6 WAMO-FM	4.8	4.6
7 WPEZ-FM	4.5	4.4
8 KQV -AM	4.4	3.6
9 WFFM-FM	4.2	3.6
10 WJOI-FM	3.7	3.5
11 WEEP-AM	3.4	3.4
12 WKTO-AM	2.9	3.3
13 WWSW-AM	2.8	3.1
14 WDSY-FM	2.3	2.7
15 WYDD-FM	1.9	2.3
16 KDKA-FM	1.6	2.2
17 WIXZ-AM	0.9	1.2
18 WPIT-AM	0.8	0.9
19 WHJB-AM	0.7	0.9
20 WBVP-AM	0.6	0.7
21 WYJZ-AM	0.5	0.5
22 WEDO-AM	0.5	0.5
23 WPIT-FM	0.4	0.5
24 WASP-AM	0.3	0.5
25 WKPA-AM	0.3	0.4
26 WWSW-FM	0.3	0.4
27 WESA-AM	0.3	0.3
28 WSA-AM	0.1	0.3
29 WLOA-AM	0.1	0.1
30 WFFM-FM	0.1	0.1

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 19207

A/M '79	O/N '79	A/M '80
1 KDKA-AM	784	847
2 WSHH-FM	291	243
3 WDVE-FM	254	221
4 WXXX-FM	221	182
5 WTAE-AM	169	175
6 WAMO-FM	161	154
7 WPEZ-FM	149	148
8 KQV -AM	147	121
9 WFFM-FM	139	119
10 WJOI-FM	124	117

M-F, 6-10am

1 KDKA-AM	KDKA-AM	KDKA-AM
2 WTAE-AM	WTAE-AM	WTAE-AM
3 WXXX-FM	WDVE-FM	KOV -AM
4 KQV -AM	KOV -AM	WXXX-FM
5 WSHH-FM	WXXX-FM	WSHH-FM
6 WDVE-FM	WAMO-FM	WFEM-FM
7 WAMO-FM	WSHH-FM	WDVE-FM
8 WPEZ-FM	WWSW-AM	WAMO-FM
9 WWSW-AM	WJOI-FM	WJOI-FM
10 WFFM-FM	WJOI-FM	WEEP-AM

M-F, 3-7pm

1 KDKA-AM	KDKA-AM	KDKA-AM
2 WSHH-FM	WSHH-FM	WSHH-FM
3 WDVE-FM	WDVE-FM	WTAE-AM
4 WXXX-FM	WXXX-FM	WDVE-FM
5 WAMO-FM	WAMO-FM	WXXX-FM
6 WPEZ-FM	WTAE-AM	WAMO-FM
7 KQV -AM	WJOI-FM	KOV -AM
8 WTAE-AM	WPNT-FM	WJOI-FM
9 WFFM-FM	WFFM-FM	WFFM-FM
10 WJOI-FM	KOV -AM	WPNT-FM

Teens
M-S, 6am-Midnight
POP(00): 2404

A/M '79	O/N '79	A/M '80
1 WDVE-FM	WXXX-FM	WXXX-FM
2 WXXX-FM	WDVE-FM	WDVE-FM
3 WPEZ-FM	WAMO-FM	WAMO-FM

M-F, 6-10am

1 WXXX-FM	WXXX-FM	WXXX-FM
2 WDVE-FM	KDKA-AM	KDKA-AM
3 KDKA-AM	WDVE-FM	WAMO-FM

M-F, 3-7pm

1 WXXX-FM	WXXX-FM	WXXX-FM
2 WDVE-FM	WDVE-FM	WDVE-FM
3 WPEZ-FM	WAMO-FM	WAMO-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 5840

A/M '79	O/N '79	A/M '80
1 WDVE-FM	WDVE-FM	KDKA-AM
2 KDKA-AM	KDKA-AM	WDVE-FM
3 WFFM-FM	WAMO-FM	WTAE-AM
4 WXXX-FM	WTAE-AM	WFFM-FM
5 WTAE-AM	WXXX-FM	WXXX-FM
6 WAMO-FM	WFFM-FM	WAMO-FM
7 WPEZ-FM	WKTQ-AM	WYDD-FM
8 WKTO-AM	WYDD-FM	WPEZ-FM
9 WYDD-FM	WPEZ-FM	WKTO-AM
10 WEEP-AM	WPNT-FM	WSHH-FM

M-F, 6-10am

1 KDKA-AM	KDKA-AM	KDKA-AM
2 WTAE-AM	WDVE-FM	WTAE-AM
3 WDVE-FM	WTAE-AM	WFFM-FM
4 WXXX-FM	WXXX-FM	WDVE-FM
5 WFFM-FM	WAMO-FM	WXXX-FM
6 WPEZ-FM	WFFM-FM	WAMO-FM
7 WAMO-FM	WPEZ-FM	WPEZ-FM
8 WKTO-AM	WKTO-AM	WKTO-AM
9 WPEZ-FM	WYDD-FM	WYDD-FM
10 WSHH-FM	WWSW-AM	WDSY-FM

M-F, 3-7pm

1 WDVE-FM	WDVE-FM	WDVE-FM
2 WXXX-FM	KDKA-AM	KDKA-AM
3 WFFM-FM	WAMO-FM	WFFM-FM
4 WAMO-FM	WXXX-FM	WXXX-FM
5 WPEZ-FM	WFFM-FM	WTAE-AM
6 WTAE-AM	WTAE-AM	WAMO-FM
7 KDKA-AM	WPNT-FM	WYDD-FM
8 WYDD-FM	WYDD-FM	WPEZ-FM
9 WKTO-AM	WKTO-AM	WKTO-AM
10 WEEP-AM	WJOI-FM	WSHH-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 8749

A/M '79	O/N '79	A/M '80
1 KDKA-AM	KDKA-AM	KDKA-AM
2 WSHH-FM	WTAE-AM	WTAE-AM
3 WTAE-AM	WSHH-FM	WSHH-FM
4 WFFM-FM	WDVE-FM	WDSY-FM
5 WXXX-FM	WFFM-FM	KOV -AM
6 WEEP-AM	WAMO-FM	WFFM-FM
7 WJOI-FM	WEEP-AM	WPNT-FM
8 KQV -AM	WXXX-FM	WEEP-AM
9 WWSW-AM	WJOI-FM	WXXX-FM
10 WAMO-FM	WPNT-FM	WKTO-AM

M-F, 6-10am

1 KDKA-AM	KDKA-AM	KDKA-AM
2 WTAE-AM	WTAE-AM	WTAE-AM
3 WSHH-FM	WAMO-FM	KOV -AM
4 WXXX-FM	WSHH-FM	WFFM-FM
5 KQV -AM	KQV -AM	WDSY-FM
6 WAMO-FM	WDVE-FM	WSHH-FM
7 WFFM-FM	WEEP-AM	WXXX-FM
8 WWSW-AM	WWSW-AM	WPNT-FM
9 WJOI-FM	WXXX-FM	WAMO-FM
10 WEEP-AM	WFFM-FM	WEEP-AM

M-F, 3-7pm

1 KDKA-AM	KDKA-AM	KDKA-AM
2 WSHH-FM	WSHH-FM	WTAE-AM
3 WTAE-AM	WTAE-AM	WSHH-FM
4 WJOI-FM	WDVE-FM	KOV -AM
5 WEEP-AM	WFFM-FM	WDSY-FM
6 WFFM-FM	WAMO-FM	WKTO-AM
7 WXXX-FM	WJOI-FM	WPNT-FM
8 KQV -AM	WPNT-FM	WXXX-FM
9 WPEZ-FM	WKTO-AM	WFFM-FM
10 WAMO-FM	KQV -AM	WEEP-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 19207

A/M '79	O/N '79	A/M '80
1 KDKA-AM	10126	10154
2 WXXX-FM	3830	3455
3 WSHH-FM	3517	3391
4 WTAE-AM	3491	3304
5 WDVE-FM	3034	2924
6 WPEZ-FM	2991	2647
7 WKTO-AM	2764	2466
8 KQV -AM	2586	2251
9 WWSW-AM	2202	2161
10 WFFM-FM	2000	2158

M-F, 6-10am

1 KDKA-AM	KDKA-AM	KDKA-AM
2 WTAE-AM	WTAE-AM	WTAE-AM
3 WXXX-FM	WDVE-FM	KOV -AM
4 KQV -AM	WXXX-FM	WXXX-FM
5 WDVE-FM	WSHH-FM	WDVE-FM
6 WSHH-FM	KOV -AM	WSHH-FM
7 WPEZ-FM	WAMO-FM	WAMO-FM
8 WWSW-AM	WKTO-AM	WFFM-FM
9 WKTO-AM	WFFM-FM	WPEZ-FM
10 WAMO-FM	WWSW-AM	WEEP-AM

M-F, 3-7pm

1 KDKA-AM	KDKA-AM	KDKA-AM
2 WXXX-FM	WDVE-FM	WXXX-FM
3 WDVE-FM	WXXX-FM	WTAE-AM
4 WSHH-FM	WTAE-AM	WDVE-FM
5 WTAE-AM	WSHH-FM	WAMO-FM
6 WPEZ-FM	WAMO-FM	WSHH-FM
7 WKTO-AM	KOV -AM	KOV -AM
8 KQV -AM	WKTO-AM	WFFM-FM
9 WAMO-FM	WFFM-FM	WPEZ-FM
10 WFFM-FM	WJOI-FM	WKTO-AM

Teens
M-S, 6am-Midnight
POP(00): 2404

A/M '79	O/N '79	A/M '80
1 WXXX-FM	WXXX-FM	WXXX-FM
2 WDVE-FM	WDVE-FM	WDVE-FM
3 WPEZ-FM	WPEZ-FM	WPEZ-FM

M-F, 6-10am

1 WXXX-FM	WXXX-FM	WXXX-FM
2 WDVE-FM	KDKA-AM	KDKA-AM
3 KDKA-AM	WDVE-FM	WDVE-FM

M-F, 3-7pm

1 WXXX-FM	WXXX-FM	WXXX-FM
2 WDVE-FM	WDVE-FM	WDVE-FM
3 WPEZ-FM	WAMO-FM	WAMO-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 5840

A/M '79	O/N '79	A/M '80
1 KDKA-AM	KDKA-AM	KDKA-AM
2 WDVE-FM	WDVE-FM	WDVE-FM
3 WXXX-FM	WTAE-AM	WXXX-FM
4 WTAE-AM	WXXX-FM	WTAE-AM
5 WPEZ-FM	WKTQ-AM	WFEM-FM
6 WKTO-AM	WFFM-FM	WKTO-AM
7 WFFM-FM	WAMO-FM	WPEZ-FM
8 WAMO-FM	WPEZ-FM	WAMO-FM
9 WYDD-FM	WYDD-FM	WYDD-FM
10 WSHH-FM	KOV -AM	WWSW-AM

M-F, 6am-10am

1 KDKA-AM	KDKA-AM	KDKA-AM
2 WTAE-AM	WDVE-FM	WTAE-AM
3 WDVE-FM	WTAE-AM	WDVE-FM
4 WXXX-FM	WXXX-FM	WXXX-FM
5 WFFM-FM	WAMO-FM	WFFM-FM
6 WPEZ-FM	WKTO-AM	WAMO-FM
7 WKTO-AM	WFFM-FM	WKTO-AM
8 WAMO-FM	WPEZ-FM	WPEZ-FM
9 WYDD-FM	WYDD-FM	WYDD-FM
10 WEEP-AM	KOV -AM	WEEP-AM

M-F, 3-7pm

1 WDVE-FM	WDVE-FM	KDKA-AM
2 WXXX-FM	WTAE-AM	WDVE-FM
3 WTAE-AM	WXXX-FM	WXXX-FM
4 KDKA-AM	KDKA-AM	WFFM-FM
5 WFFM-FM	WFFM-FM	WTAE-AM
6 WPEZ-FM	WAMO-FM	WAMO-FM
7 WKTO-AM	WKTO-AM	WKTO-AM
8 WAMO-FM	WYDD-FM	WPEZ-FM
9 WYDD-FM	WYDD-FM	WYDD-FM
10 WEEP-AM	WSHH-FM	WEEP-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 8749

A/M '79	O/N '79	A/M '80
1 KDKA-AM	KDKA-AM	KDKA-AM
2 WTAE-AM	WTAE-AM	WTAE-AM
3 WSHH-FM	WSHH-FM	WSHH-FM
4 WXXX-FM	WKTO-AM	WKTO-AM
5 WWSW-AM	WXXX-FM	KOV -AM
6 WKTO-AM	WDVE-FM	WXXX-FM
7 WJOI-FM	WFFM-FM	WFFM-FM
8 KQV -AM	KQV -AM	WWSW-AM
9 WPEZ-FM	WJOI-FM	WEEP-AM
10 WFFM-FM	WPNT-FM	WPNT-FM

**Pittsburgh's
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FM Radio**

3WS

94.5 FM

Pittsburgh

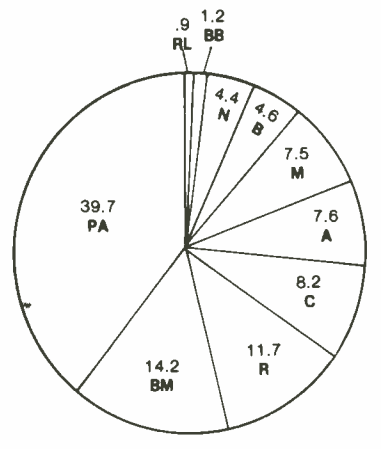
Continued from Page 176

M-F, 6-10am		
1	KDKA-AM	KDKA-AM
2	WTAE-AM	WTAE-AM
3	WSHH-FM	WSHH-FM
4	KQV -AM	WDVE-FM
5	WWSW-AM	WKTQ-AM
6	WXXX-FM	WAMO-FM
7	WJOI-FM	KQV -AM
8	WKTQ-AM	WFFM-FM
9	WFFM-FM	WWSW-AM
10	WPEZ-FM	WXXX-FM
		WJOI-FM

M-F, 3-7pm		
1	KDKA-AM	KDKA-AM
2	WTAE-AM	WTAE-AM
3	WSHH-FM	WSHH-FM
4	WXXX-FM	WKTQ-AM
5	WEEP-AM	WXXX-FM
6	WWSW-AM	WFFM-FM
7	WJOI-FM	WAMO-FM
8	WFFM-FM	KQV -AM
9	KQV -AM	WXXX-FM
10	WPEZ-FM	WJOI-FM
		WAMO-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Nassau-Suffolk

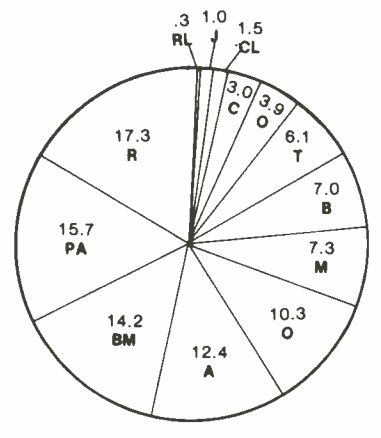
Continued from Page 156

M-F, 6-10am		
1	WCBS-AM	WNBC-AM
2	WABC-AM	WCBS-AM
3	WINS-AM	WINS-AM
4	WNBC-AM	WABC-AM
5	WBLI-FM	WOR -AM
6	WHN -AM	WHN -AM
7	WOR -AM	WBLI-FM
8	WRFM-FM	WCBS-FM
9	WNEW-AM	WBSL-FM
10	WCBS-FM	WKTU-FM

M-F, 3-7pm		
1	WABC-AM	WNBC-AM
2	WCBS-AM	WCBS-AM
3	WINS-AM	WINS-AM
4	WHN -AM	WCBS-AM
5	WINS-AM	WHN -AM
6	WBLI-FM	WCTO-FM
7	WCBS-FM	WKTU-FM
8	WRFM-FM	WCBS-FM
9	WCTO-FM	WBLI-FM
10	WNCA-AM	WBSL-FM
		WBSL-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Phoenix

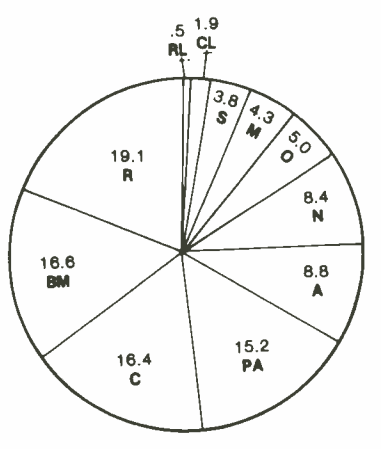
Continued from Page 174

M-F, 6-10am		
1	KOY -AM	KOY -AM
2	KTAR-AM	KTAR-AM
3	KQYT-FM	KNI X-FM
4	KBBC-FM	KJJJ-AM
5	KMEO-FM	KQYT-FM
6	KNIX-FM	KMEO-FM
7	KUPD-FM	KOOL-FM
8	KARZ-AM	KKKQ-AM
9	KOOL-FM	KBBC-FM
10	KJJJ-AM	KARZ-AM

M-F, 3-7pm		
1	KOY -AM	KOY -AM
2	KQYT-FM	KNI X-FM
3	KTAR-AM	KQYT-FM
4	KMEO-FM	KJJJ-AM
5	KBBC-FM	KTAR-AM
6	KUPD-FM	KOOL-FM
7	KNIX-FM	KMEO-FM
8	KKKQ-AM	KKKQ-AM
9	KJJJ-AM	KBBC-FM
10	KOOL-FM	KXTC-FM
		KKKQ-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Portland, ME

METRO RANK **143**

Average Persons 12+ Share Trends

Monday-Thursday, 6am-Midnight
POP(00): 1715

A/M '78	A/M '79	A/M '80			
1 WGAN-AM	19.2	WCAN-AM	17.5	WCAN-FM(PA)	13.4
2 WJBO-FM	11.8	WPOR-FM	10.1	WCAN-AM(PA)	11.9
3 WGAN-FM	11.1	WCAN-FM	8.6	WBLM-FM(A)	10.3
4 WPOR-AM	6.6	WPOR-AM	8.2	WLOB-FM(A)	8.7
5 WHOM-FM	6.3	WJBO-FM	7.8	WJBO-FM(B)	8.3
6 WPOR-FM	5.5	WMCX-FM	7.8	WPOR-AM(C)	8.3
7 WJBO-AM	5.5	WIGY-FM	6.7	WMCX-FM(A)	7.1
8 WBZ -AM	5.5	WLOB-FM	6.3	WPOR-FM(C)	6.7
9 WBLM-FM	5.2	WHOM-FM	4.5	WHOM-FM(B)	4.7
10 WCSH-AM	4.4	WJBO-AM	4.1	WIGY-FM(B)	4.0
11 WIGY-FM	4.1	WBLM-FM	3.7	WCSH-AM(PA)	3.6
12 WMGX-FM	4.1	WKXA-FM	3.0	WBZ -AM(PA)	2.8
13 WKXA-FM	2.2	WCSH-AM	2.6	WJBO-AM(B)	2.0
14 WDSC-FM	1.1	WBZ -AM	2.2	WKXA-FM(C)	1.6
15 WLOB-AM	0.7	WKXA-AM	1.5	WDSC-FM(C)	0.8
16 WLOB-FM	0.7	WITS-AM	1.1	WLOB-AM(B)	0.8
17 WJTO-AM	0.7	WDSC-FM	1.1	WEEI-AM(B)	0.4
18 WKXA-AM	0.7	WLOB-AM	0.4	WKXA-AM(PA)	0.4
19 WRKC-AM	0.4	WJTO-AM	0.4		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1715

A/M '78	A/M '79	A/M '80			
1 WGAN-AM	52	WCAN-AM	47	WCAN-FM	34
2 WJBO-FM	32	WPOR-FM	27	WCAN-AM	30
3 WGAN-FM	30	WCAN-FM	23	WBLM-FM	26
4 WPOR-AM	18	WPOR-AM	22	WLOB-FM	22
5 WHOM-FM	17	WJBO-FM	21	WJBO-FM	21

M-F, 6-10am

1 WGAN-AM	WCAN-AM	WCAN-AM
2 WJBO-FM	WPOR-FM	WPOR-AM
3 WPOR-AM	WPOR-AM	WCAN-FM
4 WGAN-FM	WJBO-FM	WBLM-FM
5 WCSH-AM	WCAN-FM	WJBO-FM

M-F, 3-7pm

1 WGAN-AM	WCAN-AM	WCAN-FM
2 WGAN-FM	WMCX-FM	WCAN-AM
3 WJBO-FM	WCAN-FM	WLOB-FM
4 WBLM-FM	WPOR-AM	WJBO-FM
5 WBZ -AM	WPOR-FM	WBLM-FM

Teens
M-S, 6am-Midnight
POP(00): 219

A/M '78	A/M '79	A/M '80
1 WJBO-FM	WLOB-FM	WJBO-FM
2 WIGY-FM	WJBO-FM	WLOB-FM
3 WGAN-AM	WIGY-FM	WIGY-FM

M-F, 6-10am

1 WJBO-FM	WLOB-FM	WLOB-FM
2 WGAN-AM	WJBO-FM	WJBO-FM
3 WIGY-FM	WCAN-AM	WCAN-AM

M-F, 3-7pm

1 WJBO-FM	WLOB-FM	WJBO-FM
2 WIGY-FM	WJBO-FM	WLOB-FM
3 WGAN-AM	WIGY-FM	WIGY-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 582

A/M '78	A/M '79	A/M '80
1 WGAN-AM	WMCX-FM	WBLM-FM
2 WJBO-FM	WCAN-AM	WMCX-FM
3 WBLM-FM	WJBO-FM	WLOB-FM
4 WGAN-FM	WIGY-FM	WCAN-AM
5 WMCX-FM	WLOB-FM	WJBO-FM

M-F, 6-10am

1 WJBO-FM	WCAN-AM	WBLM-FM
2 WGAN-AM	WJBO-FM	WJBO-FM
3 WBLM-FM	WMCX-FM	WCAN-AM
4 WGAN-FM	WIGY-FM	WMCX-FM
5 WMCX-FM	WJBO-AM	WLOB-FM

M-F, 3-7pm

1 WGAN-AM	WMCX-FM	WBLM-FM
2 WJBO-FM	WCAN-AM	WLOB-FM
3 WBLM-FM	WJBO-FM	WMCX-FM
4 WGAN-FM	WIGY-FM	WCAN-AM
5 WMCX-FM	WLOB-FM	WJBO-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 756

A/M '78	A/M '79	A/M '80
1 WGAN-AM	WCAN-AM	WCAN-FM
2 WGAN-FM	WPOR-FM	WCAN-AM
3 WHOM-FM	WMCX-FM	WBLM-FM
4 WPOR-FM	WCAN-FM	WMCX-FM
5 WBZ -AM	WPOR-AM	WPOR-FM

M-F, 6-10am

1 WGAN-AM	WCAN-AM	WCAN-AM
2 WPOR-FM	WPOR-FM	WCAN-FM
3 WGAN-FM	WPOR-AM	WBLM-FM
4 WKXA-FM	WCAN-FM	WPOR-AM
5 WJBO-FM	WMCX-FM	WPOR-FM

M-F, 3-7pm

1 WGAN-AM	WCAN-AM	WCAN-FM
2 WGAN-FM	WPOR-FM	WCAN-AM
3 WBLM-FM	WMCX-FM	WBLM-FM
4 WBZ -AM	WPOR-AM	WMCX-FM
5 WPOR-FM	WCAN-FM	WPOR-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1715

A/M '78	A/M '79	A/M '80			
1 WGAN-AM	777	WCAN-AM	662	WCAN-AM	647
2 WJBO-FM	402	WCAN-FM	353	WCAN-FM	443
3 WGAN-FM	369	WJBO-FM	353	WJBO-FM	323
4 WPOR-AM	291	WPOR-AM	275	WPOR-AM	315
5 WCSH-AM	258	WPOR-FM	272	WPOR-FM	290

M-F, 6-10am

1 WGAN-AM	WCAN-AM	WCAN-AM
2 WJBO-FM	WPOR-FM	WCAN-FM
3 WGAN-FM	WCAN-FM	WPOR-AM
4 WPOR-AM	WJBO-FM	WJBO-FM
5 WJBO-AM	WPOR-AM	WBLM-FM

M-F, 3-7pm

1 WGAN-AM	WCAN-AM	WCAN-AM
2 WGAN-FM	WJBO-FM	WCAN-FM
3 WJBO-FM	WCAN-FM	WJBO-FM
4 WPOR-AM	WLOB-FM	WBLM-FM
5 WPOR-AM	WPOR-AM	WLOB-FM

Teens
M-S, 6am-Midnight
POP(00): 219

A/M '78	A/M '79	A/M '80
1 WJBO-FM	WJBO-FM	WJBO-FM
2 WIGY-FM	WLOB-FM	WLOB-FM
3 WGAN-AM	WIGY-FM	WIGY-FM

M-F, 6-10am

1 WJBO-FM	WJBO-FM	WLOB-FM
2 WJBO-AM	WLOB-FM	WJBO-FM
3 WIGY-FM	WCAN-AM	WCAN-AM

M-F, 3-7pm

1 WJBO-FM	WJBO-FM	WJBO-FM
2 WIGY-FM	WLOB-FM	WIGY-FM
3 WGAN-AM	WIGY-FM	WLOB-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 582

A/M '78	A/M '79	A/M '80
1 WGAN-AM	WCAN-AM	WBLM-FM
2 WJBO-FM	WJBO-FM	WCAN-AM
3 WBLM-FM	WMCX-FM	WMCX-FM
4 WMCX-FM	WBLM-FM	WJBO-FM
5 WJBO-AM	WJBO-AM	WLOB-FM

M-F, 6-10am

1 WGAN-AM	WCAN-AM	WBLM-FM
2 WJBO-FM	WJBO-AM	WCAN-AM
3 WBLM-FM	WMCX-FM	WJBO-FM
4 WJBO-AM	WJBO-FM	WMCX-FM
5 WMCX-FM	WIGY-FM	WLOB-FM

M-F, 3-7pm

1 WGAN-AM	WCAN-AM	WBLM-FM
2 WJBO-FM	WJBO-FM	WCAN-AM
3 WBLM-FM	WMCX-FM	WMCX-FM
4 WMCX-FM	WIGY-FM	WLOB-FM
5 WJBO-AM	WLOB-FM	WJBO-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 756

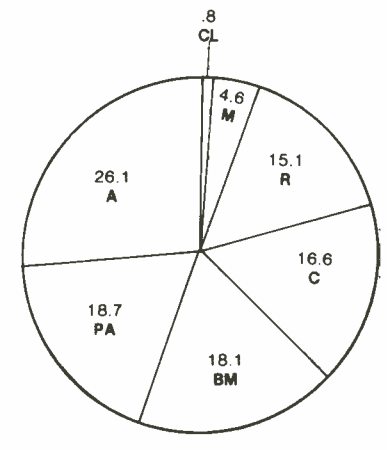
A/M '78	A/M '79	A/M '80
1 WGAN-AM	WCAN-AM	WCAN-AM
2 WGAN-FM	WCAN-FM	WCAN-FM
3 WHOM-FM	WPOR-FM	WPOR-FM
4 WPOR-FM	WPOR-AM	WPOR-AM
5 WPOR-AM	WMCX-FM	WMCX-FM

M-F, 6-10am

1 WGAN-AM	WCAN-AM	WCAN-AM
2 WGAN-FM	WCAN-FM	WCAN-FM
3 WPOR-FM	WPOR-FM	WPOR-FM
4 WPOR-AM	WPOR-AM	WPOR-AM
5 WJBO-AM	WMCX-FM	WBLM-FM

M-F, 3-7pm

1 WGAN-AM	WCAN-AM	WCAN-AM
2 WGAN-FM	WCAN-FM	WCAN-FM
3 WHOM-FM	WPOR-FM	WMCX-FM
4 WPOR-AM	WPOR-AM	WPOR-AM
5 WBZ -AM	WJBO-FM	WPOR-FM



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Portland, OR

METRO RANK **32**

A/M '80 Market Overview

KGW remained the key station in Portland, by virtue of its lead in both the 18-34 and 25-54 demos. KGW had tremendous appeal to the 25-34's in the Portland community, and this strength built a solid sales story in both the key demos. KGW's 18-34 share was stable at a mid-16 figure, while the 25-54 number was in the mid-12 bracket, down slightly from last fall's 13.

In the 25-54 demos, Beautiful Music KXL-FM and Golden West's KEX were the runners-up. KEX was down from its fall share, not unusual since the fall sweep covers more of the Trailblazers basketball games. KXL-FM enjoyed a big surge, adding four shares to land in the upper-9 share stratum, just ahead of KEX.

The young adult race showed AOR's KGON and KINK trailing KGW. KGON remained stable with a 14 share, and used an ad campaign based on TV, with newspaper ads and bumper stickers as backup. KINK slipped 20% this sweep, down to a mid-10 share. Of the two KINK had a stronger appeal among women 18-34, while KGON was the leader among men 18-24.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

A/M '79	O/N '79	A/M '80
1 KGW -AM	13.0	11.9
2 KGON-FM	7.7	9.1
3 KXL -AM	7.6	8.5
4 KWJJ-AM	7.3	7.2
5 KPAM-FM	7.1	5.9
6 KUPL-FM	6.7	5.5
7 KEX -AM	5.5	5.5
8 KXL -FM	4.6	5.5
9 KYTE-AM	4.4	5.3
10 KINK-FM	3.9	4.9
11 KJIB-FM	3.8	3.9
12 KYXI-AM	3.6	3.3
13 KKEY-AM	3.3	3.3
14 KLLB-FM	2.9	3.1
15 KMJK-FM	2.9	2.6
16 KUPL-AM	2.7	2.0
17 KPDP-FM	1.2	1.9
18 KVAN-AM	1.1	1.0
19 KQFM-FM	1.0	0.8
20 KPDP-AM	0.8	0.8
21 KRDR-AM	0.8	0.6
22 KPAM-AM	0.6	0.6
23 KGO -AM	0.6	0.4
24 KGAR-AM	0.4	
25		
26		

Average Persons Trends/Rankings

A/M '79	O/N '79	A/M '80
1 KGW -AM	175	175
2 KGON-FM	104	134
3 KXL -AM	102	125
4 KWJJ-AM	99	105
5 KPAM-FM	96	86

M-F, 6-10am

1 KGW -AM	KGW -AM	KGW -AM
2 KXL -AM	KEX -AM	KEX -AM
3 KWJJ-AM	KWJJ-AM	KWJJ-AM
4 KFX -AM	KGON-FM	KXL -AM
5 KGON-FM	KXL -AM	KXL -FM

M-F, 3-7pm

1 KGW -AM	KGW -AM	KGW -AM
2 KPAM-FM	KGON-FM	KGON-FM
3 KWJJ-AM	KEX -AM	KXL -FM
4 KGON-FM	KUPL-FM	KUPL-FM
5 KUPL-FM	KMJK-FM	KMJK-FM

Teens

M-S, 6am-Midnight

POP(00): 1160

A/M '79	O/N '79	A/M '80
1 KGW -AM	KGON-FM	KMJK-FM
2 KPAM-FM	KGW -AM	KGON-FM
3 KYTE-AM	KMJK-FM	KGW -AM

M-F, 6-10am

1 KGW -AM	KGW -AM	KGW -AM
2 KPAM-FM	KGON-FM	KMJK-FM
3 KYTE-AM	KMJK-FM	KGON-FM

M-F, 3-7pm

1 KGW -AM	KGON-FM	KMJK-FM
2 KPAM-FM	KGW -AM	KGON-FM
3 KYTE-AM	KMJK-FM	KGW -AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 3542

A/M '79	O/N '79	A/M '80
1 KGW -AM	KGW -AM	KGW -AM
2 KGON-FM	KGON-FM	KGON-FM
3 KPAM-FM	KINK-FM	KINK-FM
4 KINK-FM	KMJK-FM	KMJK-FM
5 KMJK-FM	PEX -AM	KYTE-AM

M-F, 6-10am

1 KGW -AM	KGW -AM	KGW -AM
2 KGON-FM	KGON-FM	KGON-FM
3 KPAM-FM	KINK-FM	KINK-FM
4 KWJJ-AM	KMJK-FM	KMJK-FM
5 KMJK-FM	KPAM-FM	KEX -AM

M-F, 3-7pm

1 KGW -AM	KGW -AM	KGW -AM
2 KGON-FM	KINK-FM	KGON-FM
3 KPAM-FM	KGON-FM	KINK-FM
4 KMJK-FM	KMJK-FM	KMJK-FM
5 KINK-FM	KEX -AM	KYTE-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 4565

A/M '79	O/N '79	A/M '80
1 KGW -AM	KGW -AM	KGW -AM
2 KXL -AM	KEX -AM	KXL -FM
3 KWJJ-AM	KINK-FM	KEX -AM
4 KEX -AM	KWJJ-AM	KYTE-AM
5 KUPL-FM	KUPL-FM	KWJJ-AM

M-F, 6-10am

1 KGW -AM	KGW -AM	KGW -AM
2 KWJJ-AM	KEX -AM	KEX -AM
3 KEX -AM	KWJJ-AM	KWJJ-AM
4 KXL -AM	KUPL-FM	KXL -FM
5 KXL -FM	KINK-FM	KYTE-AM

M-F, 3-7pm

1 KGW -AM	KGW -AM	KGW -AM
2 KWJJ-AM	KEX -AM	KXL -FM
3 KEX -AM	KWJJ-AM	KWJJ-AM
4 KUPL-FM	KINK-FM	KEX -AM
5 KPAM-FM	KUPL-FM	KYTE-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3542

A/M '79	O/N '79	A/M '80
1 KGW -AM	3237	3070
2 KEX -AM	1610	2602
3 KPAM-FM	1594	1433
4 KYTE-AM	1555	1426
5 KWJJ-AM	1499	1181

M-F, 6-10am

1 KGW -AM	KGW -AM	KGW -AM
2 KXL -AM	KEX -AM	KEX -AM
3 KEX -AM	KGON-FM	KWJJ-AM
4 KWJJ-AM	KWJJ-AM	KGON-FM
5 KPAM-FM	KYXI-AM	KXL -FM

M-F, 3-7pm

1 KGW -AM	KGW -AM	KGW -AM
2 KPAM-FM	KFX -AM	KGON-FM
3 KEX -AM	KGON-FM	KFX -AM
4 KYTE-AM	KWJJ-AM	KWJJ-AM
5 KWJJ-AM	KUPL-FM	KXL -FM

Teens

M-S, 6am-Midnight

POP(00): 1160

A/M '79	O/N '79	A/M '80
1 KGW -AM	KGW -AM	KGW -AM
2 KYTE-AM	KGON-FM	KMJK-FM
3 KPAM-FM	KMJK-FM	KGON-FM

M-F, 6-10am

1 KGW -AM	KGW -AM	KGW -AM
2 KYTE-AM	KGON-FM	KMJK-FM
3 KPAM-FM	KMJK-FM	KGON-FM

M-F, 3-7pm

1 KGW -AM	KGW -AM	KGW -AM
2 KYTE-AM	KGON-FM	KMJK-FM
3 KPAM-FM	KMJK-FM	KGON-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 3542

A/M '79	O/N '79	A/M '80
1 KGW -AM	KGW -AM	KGW -AM
2 KPAM-FM	KINK-FM	KGON-FM
3 KGON-FM	KGON-FM	KINK-FM
4 KINK-FM	KEX -AM	KMJK-FM
5 KYTE-AM	KPAM-FM	KLLB-FM

M-F, 6-10am

1 KGW -AM	KGW -AM	KGW -AM
2 KGON-FM	KINK-FM	KGON-FM
3 KPAM-FM	KGON-FM	KINK-FM
4 KYTE-AM	KPAM-FM	KMJK-FM
5 KINK-FM	KEX -AM	KLLB-FM

M-F, 3-7pm

1 KGW -AM	KGW -AM	KGW -AM
2 KGON-FM	KINK-FM	KGON-FM
3 KPAM-FM	KGON-FM	KINK-FM
4 KYTE-AM	KEX -AM	KMJK-FM
5 KINK-FM	KMJK-FM	KPAM-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 4565

A/M '79	O/N '79	A/M '80
1 KGW -AM	KGW -AM	KGW -AM
2 KWJJ-AM	KEX -AM	KEX -AM
3 KFX -AM	KWJJ-AM	KWJJ-AM
4 KUPL-FM	KINK-FM	KXL -FM
5 KPAM-FM	KUPL-FM	KYTE-AM

M-F, 6-10am

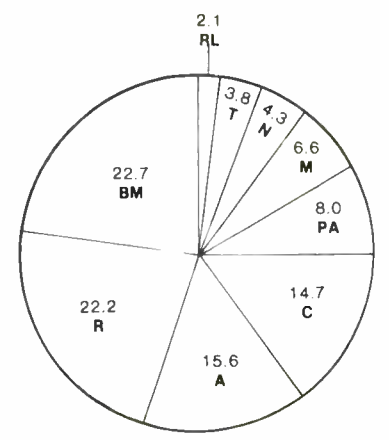
1 KGW -AM	KGW -AM	KGW -AM
2 KWJJ-AM	KFX -AM	KEX -AM
3 KXL -AM	KWJJ-AM	KWJJ-AM
4 KFX -AM	KINK-FM	KYTE-AM
5 KYXI-AM	KUPL-FM	KXL -FM

M-F, 3-7pm

1 KGW -AM	KGW -AM	KGW -AM
2 KEX -AM	KEX -AM	KWJJ-AM
3 KWJJ-AM	KWJJ-AM	KEX -AM
4 KYXI-AM	KINK-FM	KXL -FM
5 KPAM-FM	KUPL-FM	KYTE-AM

Format Penetration Chart

Based On Total Persons 12 + Average Quarter Hour Listening Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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METRO RANK

25

A/M '80 Market Overview

WLKW-FM, a Beautiful Music station, continued to lead the Providence metro, thanks especially to its standing with the 25-54 audience. WLKW-FM led in the key adult target with a share just under 12, down slightly from its O/N '79 showing but still dominant. WLKW-FM is one of those top BM stations that exercises control over what is played on the air. **Carson Radio Services** provides the music but WLKW-FM management has creative control over what is played and when. For this book the station made a series of technical improvements, advertised on TV and in the newspaper, and brought in a new afternoon host.

Second in the 25-54 demographic was **WPRO**, the leading Pop/Adult station. WPRO had over an 8 share in the 25-54 cell, down from 10 in the fall. Except for a direct mail piece (for which the station

was cited by Arbitron), WPRO did no outside advertising.

WPJB and **WPRO-FM** continued to battle for the 18-34 lead. In the O/N '79 results WPRO-FM had a lead of three shares over WPJB, but in this book WPJB was ahead by one. WPJB achieved its mid-12 share in the young adult target through a more extensive ad campaign, featuring TV with newspaper and busboards also tied in. The station also aired money giveaways regularly, with lots of winners. A significant boost in the station's female numbers accounted for most of the WPJB rise this sweep.

WPRO-FM adopted a different approach, using

no outside advertising. The station's numbers may have been hurt by new personalities coming aboard prior to the book, affecting middays, PM drive, and the all-night show; the station's numbers showed softness in those dayparts. WPRO-FM was still a strong factor 18-34 with an 11 share.

One additional station made a significant move this book, Country **WHIM**. The station was able to boost its male audience in midday and PM drive, accounting for a two-share gain in the 25-54 cell this time. There were no personnel shifts or ad efforts to account for the increase, so the station's fine-tuning of its music must be paying off.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 11760

A/M '79	O/N '79	A/M '80
1 WLKW-FM	10.1	12.4
2 WPRO-AM	9.9	8.6
3 WPRO-FM	8.3	7.7
4 WPJB-FM	7.2	7.2
5 WJAR-AM	5.8	6.0
6 WHJY-FM	5.5	4.9
7 WEAN-AM	5.4	3.9
8 WHIM-AM	3.6	3.3
9 WBSM-AM	2.7	3.1
10 WLKW-AM	2.6	3.0
11 WBZ -AM	2.6	2.7
12 WMYS-FM	2.3	2.4
13 WBRU-FM	2.2	2.0
14 WAAF-FM	1.8	2.0
15 WICE-AM	1.7	1.9
16 WCNC-AM	1.6	1.8
17 WFEE-FM	1.6	1.6
18 WALE-AM	1.5	1.6
19 WPEP-AM	1.5	1.4
20 WNBH-AM	1.3	1.4
21 WJIB-FM	1.2	1.2
22 WADK-AM	1.1	1.0
23 WXXS-FM	1.1	1.0
24 WOTB-FM	1.0	1.0
25 WROR-FM	0.9	0.9
26 WBCN-FM	0.9	0.9
27 WWON-AM	0.8	0.8
28 WARA-AM	0.7	0.7
29 WERI-AM	0.7	0.7
30 WRLM-FM	0.7	0.7
31 WSAR-AM	0.6	0.6
32 WCOZ-FM	0.6	0.6
33 WHDH-AM	0.5	0.5
34 WBOS-FM	0.5	0.5
35 WRIB-AM	0.5	0.5
36 WKRI-AM	0.5	0.5
37 WPLM-FM	0.4	0.4
38 WCRB-FM	0.4	0.4
39 WHUE-FM	0.4	0.4
40 WNBC-AM	0.4	0.3
41 WWON-FM	0.3	0.3
42 WERI-FM	0.3	0.3
43 WPLM-AM	0.3	0.3
44 WXXS-AM	0.3	0.3
45 WHUE-FM	0.3	0.3

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 11760

A/M '79	O/N '79	A/M '80
1 WLKW-FM	211	260
2 WPRO-AM	207	181
3 WPRO-FM	174	161
4 WPJB-FM	150	151
5 WJAR-AM	121	126
6 WHJY-FM	115	102
7 WEAN-AM	113	82
8 WHIM-AM	75	69
9 WBSM-AM	57	66
10 WLKW-AM	55	64

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WPRO-AM	WPRO-AM	WPRO-AM
2 WEAN-AM	WLKW-FM	WLKW-FM
3 WLKW-FM	WPRO-FM	WEAN-AM
4 WPRO-FM	WEAN-AM	WPJB-FM
5 WPJB-FM	WPJB-FM	WPRO-FM
6 WJAR-AM	WHJY-FM	WHJY-FM
7 WHJY-FM	WJAR-AM	WJAR-AM
8 WALE-AM	WBSM-AM	WBSM-AM
9 WBSM-AM	WALE-AM	WMYS-FM
10 WHIM-AM	WHIM-AM	WHIM-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WPRO-FM	WLKW-FM	WPJB-FM
2 WLKW-FM	WPJB-FM	WLKW-FM
3 WPRO-AM	WPRO-FM	WPRO-FM
4 WPJB-FM	WPRO-AM	WEAN-AM
5 WJAR-AM	WHJY-FM	WJAR-AM
6 WHJY-FM	WEAN-AM	WHJY-FM
7 WEAN-AM	WJAR-AM	WMYS-FM
8 WFEE-FM	WMYS-FM	WPRO-AM
9 WBRU-FM	WHIM-AM	WHIM-AM
10 WMYS-FM	WHIM-AM	WXXS-FM

Teens
M-S, 6am-Midnight
POP(00): 1456

A/M '79	O/N '79	A/M '80
1 WPJB-FM	WPJB-FM	WPJB-FM
2 WPRO-FM	WPRO-FM	WPRO-FM
3 WPRO-AM	WAAF-FM	WXXS-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WPJB-FM	WPJB-FM	WPJB-FM
2 WPRO-FM	WPRO-FM	WPRO-FM
3 WPRO-AM	WPRO-AM	WAAF-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WPRO-FM	WPJB-FM	WPJB-FM
2 WPJB-FM	WPRO-FM	WPRO-FM
3 WPRO-AM	WXXS-FM	WXXS-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3879

A/M '79	O/N '79	A/M '80
1 WPRO-FM	WPRO-FM	WPJB-FM
2 WPRO-AM	WPJB-FM	WPRO-FM
3 WPJB-FM	WPRO-AM	WMYS-FM
4 WBRU-FM	WBRU-FM	WPRO-AM
5 WJAR-AM	WMYS-FM	WBRU-FM
6 WMYS-FM	WFEE-FM	WJAR-AM
7 WFEE-FM	WAAF-FM	WLKW-FM
8 WCNC-AM	WCOZ-FM	WXXS-FM
9 WAAF-FM	WBCN-FM	WCNC-AM
10 WXXS-FM	WCNC-AM	WAAF-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WPRO-AM	WPRO-AM	WPRO-AM
2 WPRO-FM	WPRO-FM	WPJB-FM
3 WPJB-FM	WPJB-FM	WPRO-FM
4 WJAR-AM	WMYS-FM	WMYS-FM
5 WMYS-FM	WCNC-AM	WJAR-AM
6 WCNC-AM	WBRU-FM	WBRU-FM
7 WBRU-FM	WJAR-AM	WLKW-FM
8 WFEE-FM	WAAF-FM	WCNC-AM
9 WBZ -AM	WBCN-FM	WAAF-FM
10 WBCN-FM	WCOZ-FM	WEAN-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WPRO-FM	WPRO-FM	WPJB-FM
2 WPJB-FM	WPJB-FM	WMYS-FM
3 WPRO-AM	WBRU-FM	WPRO-FM
4 WBRU-FM	WMYS-FM	WBRU-FM
5 WFEE-FM	WPRO-AM	WXXS-FM
6 WCNC-AM	WFEE-FM	WPRO-AM
7 WJAR-AM	WCOZ-FM	WJAR-AM
8 WXXS-FM	WAAF-FM	WLKW-FM
9 WMYS-FM	WXXS-FM	WCNC-AM
10 WAAF-FM	WCNC-AM	WROR-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 5182

A/M '79	O/N '79	A/M '80
1 WPRO-AM	WLKW-FM	WLKW-FM
2 WLKW-FM	WPRO-AM	WPRO-AM
3 WHJY-FM	WPRO-FM	WPJB-FM
4 WJAR-AM	WHJY-FM	WHIM-AM
5 WPRO-FM	WPJB-FM	WHJY-FM
6 WPJB-FM	WJAR-AM	WPRO-FM
7 WHIM-AM	WHIM-AM	WJAR-AM
8 WEAN-AM	WMYS-FM	WMYS-FM
9 WMYS-FM	WEAN-AM	WEAN-AM
10 WBZ -AM	WFEE-FM	WCNC-AM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WPRO-AM	WPRO-AM	WPRO-AM
2 WJAR-AM	WLKW-FM	WLKW-FM
3 WLKW-FM	WPRO-FM	WPJB-FM
4 WEAN-AM	WHJY-FM	WHJY-FM
5 WPRO-FM	WJAR-AM	WJAR-AM
6 WHJY-FM	WEAN-AM	WEAN-AM
7 WPJB-FM	WPJB-FM	WPRO-FM
8 WNBH-AM	WHIM-AM	WHIM-AM
9 WHIM-AM	WMYS-FM	WMYS-FM
10 WBZ -AM	WBSM-AM	WBSM-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WPRO-AM	WLKW-FM	WLKW-FM
2 WHJY-FM	WPRO-AM	WHJY-FM
3 WJAR-AM	WPRO-FM	WPJB-FM
4 WLKW-FM	WHJY-FM	WHIM-AM
5 WPRO-FM	WPJB-FM	WPRO-AM
6 WFEE-FM	WHIM-AM	WMYS-FM
7 WEAN-AM	WMYS-FM	WJAR-AM
8 WEAN-AM	WJAR-AM	WPRO-FM
9 WPJB-FM	WEAN-AM	WEAN-AM
10 WCNC-AM	WBZ -AM	WCNC-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 11760

A/M '79	O/N '79	A/M '80
1 WPRO-AM	3649	3134
2 WPRO-FM	2820	3025
3 WPJB-FM	2709	2810
4 WJAR-AM	2473	2636
5 WLKW-FM	2172	1963
6 WEAN-AM	2020	1952
7 WHJY-FM	1396	1477
8 WBZ -AM	1243	1091
9 WBRU-FM	863	953
10 WMYS-FM	842	833

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WPRO-AM	WPRO-AM	WPRO-AM
2 WPRO-FM	WPRO-FM	WPJB-FM
3 WPJB-FM	WPJB-FM	WPRO-FM
4 WEAN-AM	WLKW-FM	WEAN-AM
5 WLKW-FM	WEAN-AM	WLKW-FM
6 WJAR-AM	WJAR-AM	WJAR-AM
7 WHJY-FM	WHJY-FM	WHJY-FM
8 WHIM-AM	WMYS-FM	WMYS-FM
9 WBZ -AM	WBSM-AM	WHIM-AM
10 WCNC-AM	WHIM-AM	WBSM-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WPRO-AM	WPJB-FM	WPJB-FM
2 WPJB-FM	WPRO-FM	WPRO-FM
3 WPRO-FM	WLKW-FM	WLKW-FM
4 WLKW-FM	WPRO-AM	WJAR-AM
5 WJAR-AM	WFAN-AM	WPRO-AM
6 WFAN-AM	WJAR-AM	WEAN-AM
7 WHJY-FM	WHJY-FM	WHJY-FM
8 WBRU-FM	WMYS-FM	WMYS-FM
9 WBZ -AM	WBRU-FM	WHIM-AM
10 WCNC-AM	WCNC-AM	WCNC-AM

Teens
M-S, 6am-Midnight
POP(00): 1456

A/M '79	O/N '79	A/M '80
1 WPJB-FM	WPJB-FM	WPJB-FM
2 WPRO-FM	WPRO-FM	WPRO-FM
3 WPRO-AM	WPRO-AM	WPRO-AM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WPJB-FM	WPJB-FM	WPJB-FM
2 WPRO-FM	WPRO-FM	WPRO-FM
3 WPRO-AM	WPRO-AM	WPRO-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WPJB-FM	WPJB-FM	WPJB-FM
2 WPRO-FM	WPRO-FM	WPRO-FM
3 WPRO-AM	WPRO-AM	WAAF-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3879

A/M '79	O/N '79	A/M '80
1 WPRO-AM	WPRO-FM	WPRO-FM
2 WPRO-FM	WPJB-FM	WPJB-FM
3 WPJB-FM	WPRO-AM	WPRO-AM
4 WJAR-AM	WJAR-AM	WJAR-AM
5 WBRU-FM	WMYS-FM	WMYS-FM
6 WCNC-AM	WBRU-FM	WBRU-FM
7 WMYS-FM	WCNC-AM	WCNC-AM
8 WBZ -AM	WCOZ-FM	WROR-FM
9 WBRU-FM	WROR-FM	WCOZ-FM
10 WROR-FM	WFEE-FM	WEAN-AM

M-F, 6am-10am

A/M '79	O/N '79	A/M '80
1 WPRO-AM	WPRO-FM	WPJB-FM
2 WPRO-FM	WPRO-AM	WPRO-FM
3 WPJB-FM	WPJB-FM	WPRO-AM
4 WJAR-AM	WMYS-FM	WJAR-AM
5 WCNC-AM	WJAR-AM	WMYS-FM
6 WBRU-FM	WEAN-AM	WCNC-AM
7 WMYS-FM	WCNC-AM	WBRU-FM
8 WBZ -AM	WCOZ-FM	WEAN-AM
9 WBCN-FM	WAAF-FM	WAAF-FM
10 WFEE-FM	WBCN-FM	WROR-FM

Pueblo

METRO RANK

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Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 1020

	A/M '78	A/M '79	A/M '80			
1	KDZA-AM	24.8	KDZA-AM	18.5	KDZA-AM (M)	15.7
2	KIDN-AM	12.4	KIDN-AM	13.7	KIDN-AM (C)	13.7
3	KCSJ-AM	9.7	KCSJ-AM	10.1	KILO-FM (A)	11.8
4	KAPI-AM	8.3	KILO-FM	8.3	KCSJ-AM (PA)	8.5
5	KRDO-FM	6.9	KAPI-AM	7.7	KZLO-FM (PA)	6.5
6	KPUB-AM	6.2	KRDO-FM	7.1	KFEL-AM (RL)	5.9
7	KZLO-FM	5.5	KCCY-FM	4.8	KCCY-FM (C)	5.2
8	KSPZ-FM	4.1	KPLV-FM	4.8	KYNR-FM (BB)	4.6
9	KIQ-FM	3.4	KSPZ-FM	3.6	KSPZ-FM (M)	4.6
10	KKFM-FM	3.4	KFEL-AM	3.6	KPUB-AM (C)	4.6
11	KPIB-FM	2.8	KYNR-FM	3.0	KPLV-FM (A)	4.6
12	KCSJ-FM	2.1	KKFM-FM	2.4	KRDO-FM (BB)	3.9
13	KVMN-FM	2.1	KPUB-AM	2.4	KOA-AM (PA)	3.3
14	KOA-AM	1.4	KZLO-FM	1.8	KAPI-AM (B)	2.6
15	KILO-FM	1.4	KOA-AM	1.8	KIIQ-FM (PA)	0.7
16	KFEL-AM	0.7	KIIQ-FM	0.6	KKFM-FM (M)	0.7

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1020

	A/M '78	A/M '79	A/M '80			
1	KDZA-AM	36	KDZA-AM	31	KDZA-AM	24
2	KIDN-AM	18	KIDN-AM	23	KIDN-AM	21
3	KCSJ-AM	14	KCSJ-AM	17	KILO-FM	18
4	KAPI-AM	12	KILO-FM	14	KCSJ-AM	13
5	KRDO-FM	10	KAPI-AM	13	KZLO-FM	10

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KCSJ-AM	KIDN-AM	KIDN-AM
3	KIDN-AM	KCSJ-AM	KCSJ-AM
4	KRDO-FM	KILO-FM	KILO-FM
5	KPUB-AM	KPLV-FM	KZLO-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KCSJ-AM	KIDN-AM	KILO-FM
3	KIDN-AM	KILO-FM	KIDN-AM
4	KAPI-AM	KAPI-AM	KCCY-FM
5	KRDO-FM	KCCY-FM	KCSJ-AM

Teens

M-S, 6am-Midnight

POP(00): 145

	A/M '78	A/M '79	A/M '80
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KSPZ-FM	KPLV-FM	KILO-FM
3	KIDN-AM	KILO-FM	KPLV-FM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KSPZ-FM	KPLV-FM	KILO-FM
3	KIQ-FM	KSPZ-FM	KPLV-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KSPZ-FM	KPLV-FM	KPLV-FM
3	KCSJ-AM	KILO-FM	KILO-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 348

	A/M '78	A/M '79	A/M '80
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KZLO-FM	KIDN-AM	KILO-FM
3	KIDN-AM	KILO-FM	KZLO-FM
4	KIQ-FM	KPLV-FM	KIDN-AM
5	KKFM-FM	KSPZ-FM	KCCY-FM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KIDN-AM	KIDN-AM	KILO-FM
3	KKFM-FM	KILO-FM	KIDN-AM
4	KZLO-FM	KPLV-FM	KZLO-FM
5	KIQ-FM	KZLO-FM	KSPZ-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KAPI-AM	KILO-FM	KILO-FM
3	KZLO-FM	KIDN-AM	KCCY-FM
4	KIQ-FM	KCCY-FM	KIDN-AM
5	KKFM-FM	KKFM-FM	KZLO-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 461

	A/M '78	A/M '79	A/M '80
1	KDZA-AM	KDZA-AM	KIDN-AM
2	KIDN-AM	KIDN-AM	KDZA-AM
3	KRDO-FM	KCSJ-AM	KZLO-FM
4	KAPI-AM	KRDO-FM	KCSJ-AM
5	KZLO-FM	KAPI-AM	KILO-FM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KIDN-AM	KIDN-AM	KIDN-AM
3	KCSJ-AM	KCSJ-AM	KCSJ-AM
4	KRDO-FM	KCCY-FM	KZLO-FM
5	KZLO-FM	KRDO-FM	KYNR-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1	KDZA-AM	KDZA-AM	KIDN-AM
2	KIDN-AM	KIDN-AM	KDZA-AM
3	KAPI-AM	KAPI-AM	KCSJ-AM
4	KCSJ-AM	KRDO-FM	KZLO-FM
5	KRDO-FM	KCCY-FM	KYNR-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1020

	A/M '78	A/M '79	A/M '80			
1	KDZA-AM	484	KDZA-AM	418	KDZA-AM	358
2	KCSJ-AM	264	KIDN-AM	269	KIDN-AM	245
3	KIDN-AM	224	KCSJ-AM	235	KCSJ-AM	183
4	KZLO-FM	149	KPLV-FM	154	KILO-FM	157
5	KRDO-FM	128	KCCY-FM	137	KZLO-FM	151

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KCSJ-AM	KIDN-AM	KIDN-AM
3	KIDN-AM	KCSJ-AM	KCSJ-AM
4	KAPI-AM	KPLV-FM	KILO-FM
5	KZLO-FM	KILO-FM	KZLO-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KIDN-AM	KIDN-AM	KIDN-AM
3	KCSJ-AM	KCSJ-AM	KILO-FM
4	KAPI-AM	KILO-FM	KCSJ-AM
5	KRDO-FM	KPLV-FM	KCCY-FM

Teens

M-S, 6am-Midnight

POP(00): 145

	A/M '78	A/M '79	A/M '80
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KSPZ-FM	KPLV-FM	KPLV-FM
3	KIDN-AM	KILO-FM	KILO-FM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KSPZ-FM	KPLV-FM	KILO-FM
3	KIQ-FM	KILO-FM	KPLV-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KSPZ-FM	KPLV-FM	KPLV-FM
3	KIDN-AM	KILO-FM	KILO-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 348

	A/M '78	A/M '79	A/M '80
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KZLO-FM	KIDN-AM	KILO-FM
3	KIDN-AM	KILO-FM	KZLO-FM
4	KIQ-FM	KZLO-FM	KIDN-AM
5	KKFM-FM	KPLV-FM	KCCY-FM

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KZLO-FM	KIDN-AM	KILO-FM
3	KIDN-AM	KILO-FM	KIDN-AM
4	KSPZ-FM	KPLV-FM	KZLO-FM
5	KKFM-FM	KZLO-FM	KSPZ-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KIDN-AM	KILO-FM	KILO-FM
3	KIQ-FM	KIDN-AM	KIDN-AM
4	KAPI-AM	KCCY-FM	KZLO-FM
5	KKFM-FM	KPLV-FM	KSPZ-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 461

	A/M '78	A/M '79	A/M '80
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KIDN-AM	KIDN-AM	KIDN-AM
3	KCSJ-AM	KCSJ-AM	KZLO-FM
4	KRDO-FM	KCCY-FM	KCSJ-AM
5	KZLO-FM	KRDO-FM	KYNR-FM

M-F, 6-10am

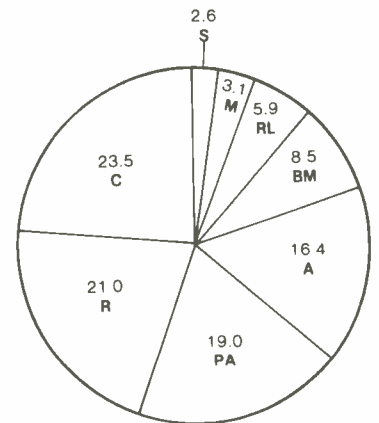
	A/M '78	A/M '79	A/M '80
1	KDZA-AM	KDZA-AM	KDZA-AM
2	KIDN-AM	KIDN-AM	KIDN-AM
3	KCSJ-AM	KCSJ-AM	KCSJ-AM
4	KRDO-FM	KRDO-FM	KZLO-FM
5	KZLO-FM	KCCY-FM	KCCY-FM

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1	KDZA-AM	KDZA-AM	KIDN-AM
2	KIDN-AM	KIDN-AM	KDZA-AM
3	KCSJ-AM	KCSJ-AM	KZLO-FM
4	KAPI-AM	KRDO-FM	KCSJ-AM
5	KRDO-FM	KAPI-AM	KCCY-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Raleigh-Durham

METRO RANK

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A/M '80 Market Overview

WPTF continued as overall leader, but much of the story in this survey revolved around WRAL. WRAL became the leader in both 18-34's and 25-54's this sweep. WPTF remained the 12+ kingpin because of its strength 35+.

In the O/N '79 survey WPTF was barely ahead of WRAL and WYYD in the 25-54 race. Each of the three stations was within a share point, in the 14-15 share neighborhood. This time, however, WRAL forged ahead, scoring a share in the low-16 range, while WPTF slipped to a 13 and WYYD ended up with an 11. One big reason for this turn of events was that after a soft fall book the male audience returned to WRAL, especially in morning drive. The WYYD softness this sweep was in men, possibly indicating a shift in this survey or that something of a fluke occurred in the fall.

Another station experiencing a shift in its standings was Black-formatted WSRC. The station climbed in it men 18-24 and women 18-34 ratings. It will interesting to see if the station can hold onto the huge gain — a five-fold increase in its 18-34 share — received in this report.

Other leading 18-34 stations, besides WRAL with its mid-19 share and WSRC with its mid-10 share, were AOR WQDR and Black WDUR. WQDR was the O/N '79 leader in this demo, but slipped four shares this sweep as a result of a loss in the key young male audience. The station still had a mid-15 share of the local young adults and was tops among men 18-24.

WDUR, like WSRC, surged this sweep, but the station started from a larger audience base than WSRC. The two stations were tied with a mid-10 share 18-34, which represented a 78% increase over the O/N '79 number for WDUR. WDUR's audience was more concentrated in the 18-24 cell than that of WSRC.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 4293

	A/M '79	O/N '79	A/M '80
1 WPTF-AM	14.7	WPTF-AM	15.1
2 WRAL-FM	13.6	WRAL-FM	11.3
3 WKIX-AM	8.6	WQDR-FM	10.8
4 WYYD-FM	8.4	WYYD-FM	10.3
5 WQDR-FM	8.3	WKIX-AM	7.4
6 WDCC-FM	7.9	WLLC-AM	6.4
7 WLLC-AM	7.1	WDCC-FM	6.2
8 WSRC-AM	4.0	WDNC-AM	4.6
9 WDUR-AM	3.3	WDUR-AM	4.3
10 WTIK-AM	3.1	WCHL-AM	3.1
11 WDNC-AM	2.6	WSRC-AM	3.1
12 WYNA-AM	2.5	WTIK-AM	2.8
13 WCHL-AM	1.8	WYNA-AM	1.1
14 WDBS-FM	1.0	WAKS-AM	1.0
15 WPJL-AM	1.0	WDBS-FM	0.8
16 WPJL-AM	0.7	WETC-AM	0.7
17 WETC-AM	0.7	WKBQ-AM	0.7

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4293

	A/M '79	O/N '79	A/M '80
1 WPTF-AM	89	WPTF-AM	92
2 WRAL-FM	82	WRAL-FM	69
3 WKIX-AM	52	WQDR-FM	66
4 WYYD-FM	51	WYYD-FM	63
5 WQDR-FM	50	WKIX-AM	45

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 WPTF-AM		WPTF-AM	
2 WRAL-FM		WQDR-FM	
3 WKIX-AM		WRAL-FM	
4 WQDR-FM		WYYD-FM	
5 WYYD-FM		WKIX-AM	

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 WRAL-FM		WQDR-FM	
2 WDCC-FM		WRAL-FM	
3 WPTF-AM		WPTF-AM	
4 WKIX-AM		WYYD-FM	
5 WYYD-FM		WKIX-AM	

Teens

M-S, 6am-Midnight
POP(00): 466

	A/M '79	O/N '79	A/M '80
1 WDCC-FM		WDCC-FM	
2 WKIX-AM		WKIX-AM	
3 WLLC-AM		WQDR-FM	

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 WKIX-AM		WKIX-AM	
2 WDCC-FM		WDCC-FM	
3 WQDR-FM		WDUR-AM	

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 WDCC-FM		WKIX-AM	
2 WKIX-AM		WDCC-FM	
3 WLLC-AM		WQDR-FM	

Adults 18-34

M-S, 6am-Midnight
POP(00): 1915

	A/M '79	O/N '79	A/M '80
1 WRAL-FM		WQDR-FM	
2 WQDR-FM		WRAL-FM	
3 WDCC-FM		WKIX-AM	
4 WKIX-AM		WDCC-FM	
5 WLLC-AM		WLLC-AM	

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 WRAL-FM		WQDR-FM	
2 WQDR-FM		WRAL-FM	
3 WKIX-AM		WKIX-AM	
4 WDCC-FM		WDUR-AM	
5 WDUR-AM		WDCC-FM	

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 WRAL-FM		WQDR-FM	
2 WDCC-FM		WRAL-FM	
3 WQDR-FM		WKIX-AM	
4 WKIX-AM		WDCC-FM	
5 WYYD-FM		WDNC-AM	

Adults 25-54

M-S, 6am-Midnight
POP(00): 2001

	A/M '79	O/N '79	A/M '80
1 WRAL-FM		WPTF-AM	
2 WPTF-AM		WRAL-FM	
3 WYYD-FM		WYYD-FM	
4 WDCC-FM		WKIX-AM	
5 WQDR-FM		WDNC-AM	

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 WPTF-AM		WPTF-AM	
2 WRAL-FM		WRAL-FM	
3 WYYD-FM		WYYD-FM	
4 WQDR-FM		WKIX-AM	
5 WKIX-AM		WDNC-AM	

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 WRAL-FM		WRAL-FM	
2 WPTF-AM		WYYD-FM	
3 WYYD-FM		WPTF-AM	
4 WDCC-FM		WDNC-AM	
5 WYNA-AM		WKIX-AM	

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4293

	A/M '79	O/N '79	A/M '80
1 WPTF-AM	1275	WPTF-AM	1299
2 WRAL-FM	1119	WRAL-FM	1246
3 WKIX-AM	1063	WKIX-AM	1044
4 WYYD-FM	922	WQDR-FM	927
5 WQDR-FM	806	WYYD-FM	799

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 WPTF-AM		WPTF-AM	
2 WRAL-FM		WRAL-FM	
3 WKIX-AM		WKIX-AM	
4 WQDR-FM		WQDR-FM	
5 WDCC-FM		WYYD-FM	

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 WRAL-FM		WKIX-AM	
2 WPTF-AM		WPTF-AM	
3 WKIX-AM		WRAL-FM	
4 WDCC-FM		WQDR-FM	
5 WYYD-FM		WDCC-FM	

Teens

M-S, 6am-Midnight
POP(00): 466

	A/M '79	O/N '79	A/M '80
1 WDCC-FM		WKIX-AM	
2 WKIX-AM		WDCC-FM	
3 WRAL-FM		WRAL-FM	

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 WKIX-AM		WKIX-AM	
2 WDCC-FM		WDCC-FM	
3 WQDR-FM		WQDR-FM	

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 WDCC-FM		WDCC-FM	
2 WKIX-AM		WKIX-AM	
3 WLLC-AM		WQDR-FM	

Adults 18-34

M-S, 6am-Midnight

	A/M '79	O/N '79	A/M '80
1 WRAL-FM		WRAL-FM	
2 WQDR-FM		WQDR-FM	
3 WKIX-AM		WKIX-AM	
4 WDCC-FM		WDCC-FM	
5 WYYD-FM		WCHL-AM	

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 WRAL-FM		WQDR-FM	
2 WQDR-FM		WRAL-FM	
3 WKIX-AM		WKIX-AM	
4 WDCC-FM		WDCC-FM	
5 WPTF-AM		WDNC-AM	

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 WRAL-FM		WQDR-FM	
2 WQDR-FM		WRAL-FM	
3 WDCC-FM		WKIX-AM	
4 WKIX-AM		WDCC-FM	
5 WYYD-FM		WDNC-AM	

Adults 25-54

M-S, 6am-Midnight

	A/M '79	O/N '79	A/M '80
1 WPTF-AM		WPTF-AM	
2 WRAL-FM		WRAL-FM	
3 WYYD-FM		WKIX-AM	
4 WKIX-AM		WYYD-FM	
5 WQDR-FM		WDNC-AM	

M-F, 6-10am

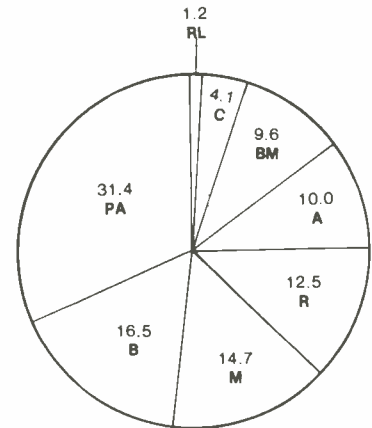
	A/M '79	O/N '79	A/M '80
1 WPTF-AM		WPTF-AM	
2 WRAL-FM		WRAL-FM	
3 WKIX-AM		WKIX-AM	
4 WYYD-FM		WYYD-FM	
5 WQDR-FM		WQDR-FM	

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 WPTF-AM		WPTF-AM	
2 WRAL-FM		WRAL-FM	
3 WYYD-FM		WKIX-AM	
4 WKIX-AM		WYYD-FM	
5 WDCC-FM		WDNC-AM	

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Reading

METRO RANK

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Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2,573

	A/M '78	A/M '79	A/M '80
1 WEEU-AM	16.5	WEEU-AM	15.8
2 WHUM-AM	13.6	WHUM-AM	14.5
3 WRWF-AM	10.9	WRWF-FM	7.3
4 WFIL-AM	7.4	KYW -AM	6.2
5 WRWF-FM	7.1	WRWF-AM	5.3
6 WFIL-AM	6.0	WWSH-FM	5.3
7 WYSP-FM	4.5	WIFI-FM	4.5
8 KYW -AM	3.8	WYSP-FM	4.1
9 WBYO-FM	2.7	WFIL-AM	4.1
10 WKKW-FM	2.5	WDVR-FM	4.1
11 WWSH-FM	2.2	WMHR-FM	3.2
12 WIOV-FM	2.0	WUSL-FM	2.6
13 WIP -AM	2.0	WSNI-FM	1.9
14 WAEB-AM	1.8	WKKW-FM	1.5
15 WLEV-FM	1.8	WIOV-FM	1.5
16 WBSL-FM	1.1	WPAZ-AM	1.3
17 WUPM-FM	1.1	WAEB-AM	1.1
18 WSNI-FM	0.9	WBYO-FM	1.1
19 WPAZ-AM	0.7	WJBR-FM	1.1
20 WDVR-FM	0.7	WHP -FM	1.1
21 WMHR-FM	0.7	WVLV-AM	0.9
22 WFLN-FM	0.7	WUPM-FM	0.6
23 WIOQ-FM	0.7	WPHZ-FM	0.6
24 WCAU-FM	0.4	WVDB-FM	0.4
25		WLEV-FM	0.4
26		WIP -AM	0.4
27		WDAC FM	0.4

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2,573

	A/M '78	A/M '79	A/M '80
1 WEEU-AM	74	WEEU-AM	74
2 WHUM-AM	61	WHUM-AM	68
3 WRWF-AM	49	WRWF-FM	34
4 WFIL-AM	33	KYW -AM	29
5 WRWF-FM	32	WRWF-AM	25

M-F, 6-10am

1 WEEU-AM	WEEU-AM	WEEU-AM
2 WHUM-AM	WHUM-AM	WHUM-AM
3 WRWF-AM	WRWF-FM	WRWF-FM
4 WFIL-AM	WRWF-AM	WRWF-AM
5 WFIL-AM	KYW -AM	KYW -AM

M-F, 3-7pm

1 WHUM-AM	WHUM-AM	WRWF-FM
2 WEEU-AM	WEEU-AM	WEEU-AM
3 WRWF-AM	WRWF-FM	WWSH-FM
4 WRWF-FM	WRWF-AM	WHUM-AM
5 WFIL-AM	WWSH-FM	WYSP-FM

Teens

M-S, 6am-Midnight

POP(00): 279

	A/M '78	A/M '79	A/M '80
1 WFIL-AM	WIFI-FM	WYSP-FM	
2 WRWF-AM	WRWF-AM	WIFI-FM	
3 WYSP-FM	WYSP-FM	WRWF-AM	

M-F, 6-10am

1 WFIL-AM	WIFI-FM	WYSP-FM
2 WRWF-AM	WRWF-AM	WIFI-FM
3 WEEU-AM	WYSP-FM	WIFI-FM

M-F, 3-7pm

1 WFIL-AM	WIFI-FM	WYSP-FM
2 WRWF-AM	WRWF-AM	WRWF-AM
3 WYSP-FM	WYSP-FM	WIFI-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 787

	A/M '78	A/M '79	A/M '80
1 WRWF-AM	WFIL-AM	WRWF-FM	
2 WFIL-AM	WYSP-FM	WRWF-AM	
3 WFIL-AM	WMHR-FM	WIFI-FM	
4 WYSP-FM	WIFI-FM	WYSP-FM	
5 WEEU-AM	WHUM-AM	WEEU-AM	

M-F, 6-10am

1 WRWF-AM	WHUM-AM	WRWF-FM
2 WFIL-AM	WFIL-AM	WRWF-AM
3 WYSP-FM	WIFI-FM	WIFI-FM
4 WFIL-AM	WRWF-FM	WEEU-AM
5 WHUM-AM	WRWF-AM	WHUM-AM

M-F, 3-7pm

1 WRWF-AM	WFIL-AM	WRWF-FM
2 WFIL-AM	WYSP-FM	WYSP-FM
3 WFIL-AM	WRWF-AM	WIFI-FM
4 WEEU-AM	WRWF-FM	WRWF-AM
5 WYSP-FM	WIFI-FM	WFIL-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1162

	A/M '78	A/M '79	A/M '80
1 WEEU-AM	WHUM-AM	WRWF-FM	
2 WHUM-AM	WEEU-AM	WHUM-AM	
3 WRWF-AM	WRWF-FM	WEEU-AM	
4 WFIL-AM	KYW -AM	WRWF-AM	
5 WRWF-FM	WRWF-AM	WKKW-FM	

M-F, 6-10am

1 WEEU-AM	WHUM-AM	WRWF-FM
2 WHUM-AM	WEEU-AM	WHUM-AM
3 WRWF-AM	WRWF-FM	WEEU-AM
4 WFIL-AM	WRWF-AM	WRWF-AM
5 WRWF-FM	KYW -AM	KYW -AM

M-F, 3-7pm

1 WEEU-AM	WHUM-AM	WRWF-FM
2 WRWF-AM	WEEU-AM	WHUM-AM
3 WHUM-AM	WRWF-FM	WEEU-AM
4 WRWF-FM	WRWF-AM	WKKW-FM
5 WFIL-AM	WWSH-FM	WRWF-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2,573

	A/M '78	A/M '79	A/M '80
1 WEEU-AM	956	WEEU-AM	889
2 WRWF-AM	752	WHUM-AM	692
3 WHUM-AM	691	KYW -AM	533
4 WFIL-AM	673	WRWF-AM	521
5 WFIL-AM	516	WIFI-FM	485

M-F, 6-10am

1 WEEU-AM	WEEU-AM	WEEU-AM
2 WHUM-AM	WHUM-AM	WHUM-AM
3 WRWF-AM	KYW -AM	WRWF-FM
4 WFIL-AM	WRWF-AM	WRWF-AM
5 WFIL-AM	WRWF-FM	KYW -AM

M-F, 3-7pm

1 WRWF-AM	WEEU-AM	WEEU-AM
2 WHUM-AM	WHUM-AM	WRWF-FM
3 WEEU-AM	WRWF-AM	WIFI-FM
4 WFIL-AM	WRWF-FM	WRWF-AM
5 WFIL-AM	WIFI-FM	WHUM-AM

Teens

M-S, 6am-Midnight

POP(00): 279

	A/M '78	A/M '79	A/M '80
1 WFIL-AM	WIFI-FM	WIFI-FM	
2 WRWF-AM	WRWF-AM	WYSP-FM	
3 WFIL-AM	WYSP-FM	WRWF-AM	

M-F, 6-10am

1 WFIL-AM	WIFI-FM	WYSP-FM
2 WRWF-AM	WRWF-AM	WIFI-FM
3 WYSP-FM	WYSP-FM	WRWF-AM

M-F, 3-7pm

1 WFIL-AM	WIFI-FM	WIFI-FM
2 WRWF-AM	WRWF-AM	WYSP-FM
3 WYSP-FM	WYSP-FM	WRWF-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 787

	A/M '78	A/M '79	A/M '80
1 WFIL-AM	WIFI-FM	WRWF-FM	
2 WRWF-AM	WFIL-AM	WRWF-AM	
3 WFIL-AM	WRWF-AM	WIFI-FM	
4 WEEU-AM	WYSP-FM	WYSP-FM	
5 WYSP-FM	WMHR-FM	WFIL-AM	

M-F, 6-10am

1 WRWF-AM	WFIL-AM	WRWF-AM
2 WFIL-AM	WIFI-FM	WRWF-FM
3 WFIL-AM	WRWF-AM	WYSP-FM
4 WHUM-AM	WHUM-AM	WIFI-FM
5 WYSP-FM	WRWF-FM	WFIL-AM

M-F, 3-7pm

1 WRWF-AM	WIFI-FM	WIFI-FM
2 WFIL-AM	WFIL-AM	WRWF-AM
3 WFIL-AM	WYSP-FM	WRWF-FM
4 WYSP-FM	WRWF-AM	WYSP-FM
5 WEEU-AM	WMHR-FM	WFIL-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1162

	A/M '78	A/M '79	A/M '80
1 WEEU-AM	WHUM-AM	WRWF-FM	
2 WRWF-AM	WEEU-AM	WHUM-AM	
3 WFIL-AM	KYW -AM	WHUM-AM	
4 WHUM-AM	WRWF-FM	KYW -AM	
5 WRWF-FM	WRWF-AM	WRWF-AM	

M-F, 6-10am

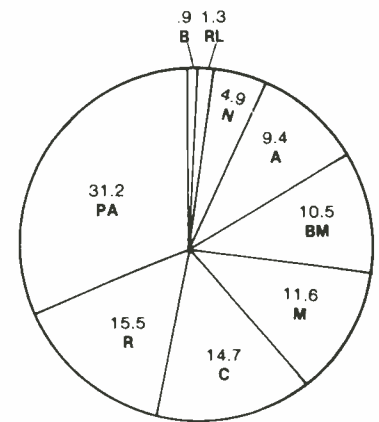
1 WEEU-AM	WHUM-AM	WRWF-FM
2 WHUM-AM	WEEU-AM	WHUM-AM
3 WRWF-AM	KYW -AM	WHUM-AM
4 WFIL-AM	WRWF-FM	WRWF-AM
5 KYW -AM	WRWF-AM	KYW -AM

M-F, 3-7pm

1 WRWF-AM	WHUM-AM	WRWF-FM
2 WHUM-AM	WEEU-AM	WHUM-AM
3 WRWF-AM	KYW -AM	WEEU-AM
4 WFIL-AM	WRWF-FM	WRWF-AM
5 WRWF-FM	WRWF-AM	KYW -AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 1433

	A/M '78	A/M '79	A/M '80
1	KCBN-AM 14.0	KSRN-FM 17.1	KRNO-FM (PA) 14.5
2	KSRN-FM 13.6	KOZZ-FM 10.7	KSRN-FM (PA) 14.1
3	KOLO-AM 13.1	KONE-AM 9.8	KCBN-AM (R) 11.9
4	KRNO-FM 13.1	KOH-AM 9.3	KONF-AM (C) 11.5
5	KOH-AM 9.3	KOLO-AM 8.8	KOLO-AM (PA) 10.6
6	KKBC-FM 8.9	KCBN-AM 8.8	KOH-AM (PA) 9.3
7	KONE-AM 7.5	KKBC-FM 7.8	KOZZ-FM (A) 7.9
8	KGLR-FM 6.1	KRNO-FM 6.3	KBET-AM (C) 5.3
9	KBET-AM 4.2	KBET-AM 5.4	KROI-AM (PA) 3.5
10	KCRL-AM 3.3	KNEV-FM 2.4	KKBC-FM (A) 3.1
11	KWRL-AM 1.4	KCRL-AM 2.4	KCRL-AM (CL) 3.1
12	KNEV-FM 0.9	KWRL-AM 0.5	KNEV-FM (BM) 1.3

Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 1433

	A/M '78	A/M '79	A/M '80
1	KCBN-AM 30	KSRN-FM 35	KRNO-FM 33
2	KSRN-FM 29	KOZZ-FM 22	KSRN-FM 32
3	KOLO-AM 28	KONE-AM 20	KCBN-AM 27
4	KRNO-FM 28	KOH-AM 19	KONE-AM 26
5	KOH-AM 20	KOLO-AM 18	KOLO-AM 24

M-F, 6-10am

1	KOLO-AM	KOH-AM	KOH-AM
2	KCBN-AM	KOLO-AM	KONE-AM
3	KSRN-FM	KSRN-FM	KOLO-AM
4	KOH-AM	KONE-AM	KCBN-AM
5	KRNO-FM	KCBN-AM	KRNO-FM

M-F, 3-7pm

1	KCBN-AM	KSRN-FM	KRNO-FM
2	KRNO-FM	KOZZ-FM	KCBN-AM
3	KSRN-FM	KOLO-AM	KSRN-FM
4	KKBC-FM	KCBN-AM	KONE-AM
5	KOLO-AM	KKBC-FM	KOLO-AM

Teens M-S, 6am-Midnight POP(00): 170

	A/M '78	A/M '79	A/M '80
1	KCBN-AM	KCBN-AM	KCBN-AM
2	KKBC-FM	KKBC-FM	KKBC-FM
3	KRNO-FM	KOZZ-FM	KRNO-FM

M-F, 6-10am

1	KCBN-AM	KCBN-AM	KCBN-AM
2	KKBC-FM	KKBC-FM	KKBC-FM
3	KOLO-AM	KOZZ-FM	KRNO-FM

M-F, 3-7pm

1	KBET-AM	KCBN-AM	KCBN-AM
2	KKBC-FM	KKBC-FM	KKBC-FM
3	KRNO-FM	KOZZ-FM	KOZZ-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 504

	A/M '78	A/M '79	A/M '80
1	KRNO-FM	KOZZ-FM	KRNO-FM
2	KCBN-AM	KOLO-AM	KOZZ-FM
3	KKBC-FM	KKBC-FM	KOLO-AM
4	KGLR-FM	KRNO-FM	KCBN-AM
5	KOLO-AM	KCBN-AM	KROI-AM

M-F, 6-10am

1	KCBN-AM	KOLO-AM	KRNO-FM
2	KOLO-AM	KOZZ-FM	KOLO-AM
3	KRNO-FM	KKBC-FM	KCBN-AM
4	KKBC-FM	KRNO-FM	KOZZ-FM
5	KGLR-FM	KCBN-AM	KONE-AM

M-F, 3-7pm

1	KRNO-FM	KOZZ-FM	KRNO-FM
2	KCBN-AM	KOLO-AM	KOZZ-FM
3	KKBC-FM	KKBC-FM	KOLO-AM
4	KGLR-FM	KCBN-AM	KCBN-AM
5	KOLO-AM	KRNO-FM	KONE-AM

Adults 25-54 M-S, 6am-Midnight POP(00): 671

	A/M '78	A/M '79	A/M '80
1	KRNO-FM	KSRN-FM	KRNO-FM
2	KOLO-AM	KONE-AM	KONE-AM
3	KSRN-FM	KOLO-AM	KOLO-AM
4	KCBN-AM	KOZZ-FM	KOZZ-FM
5	KONE-AM	KBET-AM	KOH-AM

M-F, 6-10am

1	KOLO-AM	KOLO-AM	KRNO-FM
2	KSRN-FM	KONE-AM	KONE-AM
3	KRNO-FM	KOH-AM	KOLO-AM
4	KONE-AM	KSRN-FM	KOH-AM
5	KCBN-AM	KBET-AM	KCBN-AM

M-F, 3-7pm

1	KRNO-FM	KSRN-FM	KRNO-FM
2	KOLO-AM	KOLO-AM	KONE-AM
3	KSRN-FM	KOZZ-FM	KOLO-AM
4	KCBN-AM	KONE-AM	KOZZ-FM
5	KONE-AM	KRNO-FM	KBET-AM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 1433

	A/M '78	A/M '79	A/M '80
1	KCBN-AM 453	KCBN-AM 3P1	KCBN-AM 429
2	KOLO-AM 439	KOLO-AM 339	KOLO-AM 383
3	KRNO-FM 289	KSRN-FM 283	KRNO-FM 336
4	KKBC-FM 250	KKBC-FM 279	KOH-AM 330
5	KSRN-FM 209	KONE-AM 271	KONE-AM 287

M-F, 6-10am

1	KOLO-AM	KOH-AM	KCBN-AM
2	KCBN-AM	KOLO-AM	KOLO-AM
3	KRNO-FM	KCBN-AM	KOH-AM
4	KOH-AM	KONE-AM	KRNO-FM
5	KKBC-FM	KOZZ-FM	KONE-AM

M-F, 3-7pm

1	KCBN-AM	KCBN-AM	KCBN-AM
2	KOLO-AM	KOLO-AM	KOLO-AM
3	KRNO-FM	KOZZ-FM	KRNO-FM
4	KKBC-FM	KSRN-FM	KOH-AM
5	KONE-AM	KKBC-FM	KSRN-FM

Teens M-S, 6am-Midnight POP(00): 170

	A/M '78	A/M '79	A/M '80
1	KCBN-AM	KCBN-AM	KCBN-AM
2	KKBC-FM	KKBC-FM	KKBC-FM
3	KOLO-AM	KOZZ-FM	KRNO-FM

M-F, 6-10am

1	KCBN-AM	KCBN-AM	KCBN-AM
2	KKBC-FM	KKBC-FM	KKBC-FM
3	KOLO-AM	KOZZ-FM	KRNO-FM

M-F, 3-7pm

1	KCBN-AM	KCBN-AM	KCBN-AM
2	KKBC-FM	KKBC-FM	KKBC-FM
3	KRNO-FM	KOZZ-FM	KROI-AM

Adults 18-34 M-S, 6am-Midnight POP(00): 504

	A/M '78	A/M '79	A/M '80
1	KCBN-AM	KCBN-AM	KRNO-FM
2	KOLO-AM	KOZZ-FM	KOLO-AM
3	KRNO-FM	KOLO-AM	KCBN-AM
4	KKBC-FM	KKBC-FM	KOZZ-FM
5	KGLR-FM	KRNO-FM	KKBC-FM

M-F, 6-10am

1	KCBN-AM	KOLO-AM	KOLO-AM
2	KOLO-AM	KOZZ-FM	KCBN-AM
3	KKBC-FM	KCBN-AM	KRNO-FM
4	KRNO-FM	KKBC-FM	KOZZ-FM
5	KGLR-FM	KRNO-FM	KKBC-FM

M-F, 3-7pm

1	KCBN-AM	KOZZ-FM	KRNO-FM
2	KRNO-FM	KOLO-AM	KCBN-AM
3	KKBC-FM	KCBN-AM	KOZZ-FM
4	KOLO-AM	KKBC-FM	KOLO-AM
5	KGLR-FM	KRNO-FM	KKBC-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 671

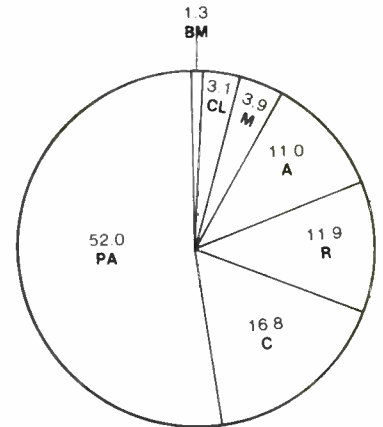
	A/M '78	A/M '79	A/M '80
1	KOLO-AM	KONE-AM	KRNO-FM
2	KRNO-FM	KOLO-AM	KOLO-AM
3	KCBN-AM	KBET-AM	KONE-AM
4	KONE-AM	KSRN-FM	KCBN-AM
5	KSRN-FM	KCBN-AM	KOH-AM

M-F, 6-10am

1	KOLO-AM	KOLO-AM	KOLO-AM
2	KRNO-FM	KONE-AM	KRNO-FM
3	KONE-AM	KBET-AM	KONE-AM
4	KCBN-AM	KOH-AM	KOH-AM
5	KSRN-FM	KCBN-AM	KCBN-AM

M-F, 3-7pm

1	KOLO-AM	KOLO-AM	KRNO-FM
2	KRNO-FM	KONE-AM	KOLO-AM
3	KONE-AM	KBET-AM	KONE-AM
4	KCBN-AM	KSRN-FM	KCBN-AM
5	KSRN-FM	KCBN-AM	KOH-AM



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusical, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Richland-Kennewick-Pasco

METRO RANK

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Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 1020

A/M '79		A/M '80	
1	KONA-AM 23.0	KONA-AM (PA) 20.5	
2	KALE-AM 13.3	KALE-AM (M) 16.7	
3	KONA-FM 12.6	KONA-FM (M) 12.9	
4	KOTY-AM 11.1	KOTY-AM (C) 12.1	
5	KXDD-FM 11.1	KZZK-FM (PA) 12.1	
6	KIOK-FM 6.7	KXDD-FM (M) 6.1	
7	KORD-FM 5.2	KIOK-FM (A) 4.5	
8	KORD-AM 3.0	KSXT-FM (PA) 3.0	
9	KSXT-FM 3.0	KORD-AM (M) 3.0	
10	KGO -AM 0.7	KGO -AM (MT) 0.8	
11	KPQ -FM 0.7		
12	KARY-AM 0.7		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1020

A/M '79		A/M '80	
1	KONA-AM 31	KONA AM 27	
2	KALE-AM 18	KALE-AM 22	
3	KONA-FM 17	KONA-FM 17	
4	KOTY-AM 15	KOTY-AM 16	
5	KXDD-FM 15	KZZK-FM 16	

M-F, 6-10am

1	KONA-AM	KONA-AM
2	KALE-AM	KALE-AM
3	KOTY-AM	KOTY-AM
4	KONA-FM	KONA-FM
5	KXDD-FM	KZZK-FM

M-F, 3-7pm

1	KONA-AM	KALE-AM
2	KALE-AM	KONA-AM
3	KOTY-AM	KZZK-FM
4	KXDD-FM	KONA-FM
5	KONA-FM	KOTY-AM

Teens

M-S, 6am-Midnight

POP(00): 162

A/M '79		A/M '80	
1	KXDD-FM	KALE-AM	
2	KALE-AM	KZZK-FM	
3	KONA-AM	KXDD-FM	

M-F, 6-10am

1	KXDD-FM	KALE-AM
2	KALE-AM	KZZK-FM
3	KONA-AM	KXDD-FM

M-F, 3-7pm

1	KXDD-FM	KALE-AM
2	KALE-AM	KZZK-FM
3	KONA-FM	KXDD-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 346

A/M '79		A/M '80	
1	KALE-AM	KZZK-FM	
2	KIOK-FM	KALE-AM	
3	KORD-FM	KONA-AM	
4	KXDD-FM	KIOK-FM	
5	KONA-AM	KXDD-FM	

M-F, 6-10am

1	KALE-AM	KALE-AM
2	KORD-FM	KONA-AM
3	KIOK-FM	KZZK-FM
4	KXDD-FM	KOTY-AM
5	KONA-AM	KIOK-FM

M-F, 3-7pm

1	KIOK-FM	KZZK-FM
2	KALE-AM	KALE-AM
3	KORD-FM	KONA-AM
4	KOTY-AM	KIOK-FM
5	KXDD-FM	KXDD-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 508

A/M '79		A/M '80	
1	KONA-AM	KONA-AM	
2	KOTY-AM	KOTY-AM	
3	KONA-FM	KONA-FM	
4	KALE-AM	KALE-AM	
5	KORD-FM	KZZK-FM	

M-F, 6-10am

1	KONA-AM	KONA-AM
2	KOTY-AM	KOTY-AM
3	KALE-AM	KALE-AM
4	KONA-FM	KONA-FM
5	KORD-FM	KZZK-FM

M-F, 3-7pm

1	KONA-AM	KONA-AM
2	KOTY-AM	KOTY-AM
3	KONA-FM	KONA-FM
4	KALE-AM	KALE-AM
5	KORD-FM	KZZK-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1020

A/M '79		A/M '80	
1	KONA-AM 380	KONA-AM 367	
2	KALE-AM 297	KALE-AM 331	
3	KXDD-FM 208	KOTY-AM 263	
4	KOTY-AM 177	KONA-FM 240	
5	KONA-FM 176	KZZK-FM 220	

M-F, 6-10am

1	KONA-AM	KONA-AM
2	KALE-AM	KALE-AM
3	KXDD-FM	KOTY-AM
4	KOTY-AM	KZZK-FM
5	KONA-FM	KONA-FM

M-F, 3-7pm

1	KONA-AM	KALE-AM
2	KALE-AM	KONA-AM
3	KXDD-FM	KONA-FM
4	KOTY-AM	KOTY-AM
5	KONA-FM	KZZK-FM

Teens

M-S, 6am-Midnight

POP(00): 162

A/M '79		A/M '80	
1	KXDD-FM	KALE-AM	
2	KALE-AM	KZZK-FM	
3	KONA-AM	KXDD-FM	

M-F, 6-10am

1	KXDD-FM	KALE-AM
2	KALE-AM	KZZK-FM
3	KONA-AM	KXDD-FM

M-F, 3-7pm

1	KXDD-FM	KALE-AM
2	KALE-AM	KZZK-FM
3	KSXT-FM	KXDD-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 346

A/M '79		A/M '80	
1	KALE-AM	KALE-AM	
2	KORD-FM	KZZK-FM	
3	KONA-AM	KONA-AM	
4	KXDD-FM	KOTY-AM	
5	KIOK-FM	KXDD-FM	

M-F, 6-10am

1	KALE-AM	KALE-AM
2	KORD-FM	KZZK-FM
3	KXDD-FM	KONA-AM
4	KONA-AM	KOTY-AM
5	KORD-AM	KXDD-FM

M-F, 3-7pm

1	KALE-AM	KALE-AM
2	KXDD-FM	KZZK-FM
3	KIOK-FM	KONA-AM
4	KORD-FM	KXDD-FM
5	KORD-AM	KIOK-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 508

A/M '79		A/M '80	
1	KONA-AM	KONA-AM	
2	KOTY-AM	KOTY-AM	
3	KALE-AM	KONA-FM	
4	KONA-FM	KALE-AM	
5	KORD-FM	KZZK-FM	

M-F, 6-10am

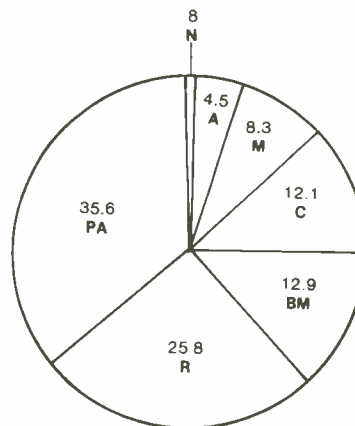
1	KONA-AM	KONA-AM
2	KOTY-AM	KOTY-AM
3	KONA-AM	KALE-AM
4	KONA-FM	KONA-FM
5	KORD-FM	KZZK-FM

M-F, 3-7pm

1	KONA-AM	KONA-AM
2	KOTY-AM	KOTY-AM
3	KALE-AM	KONA-FM
4	KONA-FM	KALE-AM
5	KORD-FM	KZZK-FM

Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Providence-Warwick-Pawtucket

Continued from Page 181

M-F, 3-7pm

1	WPRO-FM	WPRO-FM	WPJB-FM
2	WPRO-AM	WPJB-FM	WPRO-FM
3	WPJB-FM	WPRO-AM	WPRO-AM
4	WBRU-FM	WMYS-FM	WMYS-FM
5	WGNG-AM	WBRU-FM	WJAR-AM
6	WJAR-AM	WJAR-AM	WBRU-FM
7	WMYS-FM	WGNG-AM	WGNG-AM
8	WBZ -AM	WCOZ-FM	WROR-FM
9	WEEI-FM	WAAF-FM	WAAF-FM
10	WLKW-FM	WROR-FM	WCOZ-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 5182

A/M '79		O/N '79		A/M '80	
1	WPRO-AM	WPRO-AM	WPRO-AM	WPRO-AM	
2	WJAR-AM	WPRO-FM	WLKW-FM	WPJB-FM	
3	WLKW-FM	WPJB-FM	WPRO-FM	WPRO-FM	
4	WPRO-FM	WJAR-AM	WJAR-AM	WJAR-AM	
5	WPJB-FM	WEAN-AM	WHJY-FM	WHJY-FM	
6	WHJY-FM	WEAN-AM	WEAN-AM	WMYS-FM	
7	WEAN-AM	WBZ -AM	WMYS-FM	WGNG-AM	
8	WBZ -AM	WMYS-FM	WGNG-AM	WHIM-AM	
9	WGNG-AM	WHIM-AM	WHIM-AM		
10	WHYS-FM				

M-F, 6-10am

1	WPRO-AM	WPRO-AM	WPRO-AM
2	WJAR-AM	WLKW-FM	WLKW-FM
3	WLKW-FM	WPRO-FM	WPJB-FM
4	WEAN-AM	WPJB-FM	WPRO-FM
5	WPRO-FM	WEAN-AM	WEAN-AM
6	WPJB-FM	WJAR-AM	WJAR-AM
7	WHJY-FM	WHJY-FM	WHJY-FM
8	WBZ -AM	WMYS-FM	WMYS-FM
9	WHIM-AM	WGNG-AM	WHIM-AM
10	WGNG-AM	WHIM-AM	WGNG-AM

M-F, 3-7pm

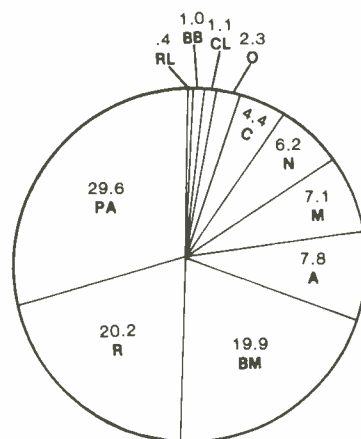
1	WPRO-AM	WPRO-AM	WPJB-FM
2	WJAR-AM	WLKW-FM	WLKW-FM
3	WLKW-FM	WPRO-FM	WPRO-AM
4	WHJY-FM	WPJB-FM	WHJY-FM
5	WPRO-FM	WPJB-FM	WPRO-FM
6	WPJB-FM	WHJY-FM	WJAR-AM
7	WEAN-AM	WEAN-AM	WEAN-AM
8	WGNG-AM	WMYS-FM	WHIM-AM
9	WBZ -AM	WGNG-AM	WMYS-FM
10	WMYS-FM	WBZ -AM	WGNG-AM

Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



Richmond

METRO RANK

58

A/M '80 Market Overview

Southern's combo of Pop/Adult WRVA and contemporary WRVQ continued to dominate this market. As in the O/N '79 report, WRVA was dominant in 25-54's, while WRVQ had almost as dominant a share among young adults. WRVQ remained the leader among teens too, though by a reduced margin compared to previous efforts.

WRVA maintained a stable 22 share of the 25-54 audience, with special strength in persons 35+. WRVQ, however, suffered erosion again in this survey. Its share of the 18-34 audience slipped four points, from 21 to 17. Much of the slippage occurred among female listeners, especially in the morning and midday time slots. WRVQ strove for a better look, with a heavy (\$40,000) TV campaign and a showing of outdoor boards. The ad budget was larger than used in previous surveys.

Part of the reason for the WRVQ erosion may have been AOR WRXL's going Burkhardt/Abrams Superstars format one month before the start of the survey. Through bumper stickers and station newspapers, WRXL spread the word about itself, and this larger-than-usual ad effort plus the new format helped combine for ratings success. WRXL gained a share-and-a-half 18-34, moving to almost a 14 share. It has now passed WRVQ as the top station with men 18-24.

Besides WRVQ and WRXL, the only other station in the Richmond market with a double-digit share in the young adult demos was WRVA. The station's 25-34 numbers were enough to propel it to an 11 share in this vital target.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 5220

A/M '79	O/N '79	A/M '80
1 WRVA-AM 17.6	WRVA-AM 20.6	WRVA-AM(PA) 20.2
2 WRVQ-FM 17.3	WRVQ-FM 16.3	WRVQ-FM(M) 12.2
3 WEZS-FM 10.3	WEZS-FM 7.6	WEZS-FM(BB) 8.0
4 WTVR-FM 7.2	WENZ-AM 6.3	WRXL-FM(A) 7.8
5 WRXL-FM 6.7	WANT-AM 6.3	WKIE-AM(PA) 6.2
6 WENZ-AM 5.7	WRNL-AM 6.1	WLEE-AM(RL) 5.7
7 WXGI-AM 5.6	WRXL-FM 5.8	WANT-AM(A) 5.7
8 WLEE-AM 4.5	WLEE-AM 4.4	WENZ-AM(B) 5.0
9 WRNL-AM 3.7	WTVR-FM 4.2	WGOE-AM(A) 4.9
10 WEET-AM 2.7	WXGI-AM 3.8	WTVR-FM(BM) 4.1
11 WANT-AM 2.6	WEET-AM 2.3	WRNL-AM(PA) 3.8
12 WTVR-AM 2.2	WTVR-AM 2.0	WXGI-AM(C) 3.4
13 WGOE-AM 1.9	WDYL-FM 1.7	WEET-AM(C) 2.5
14 WKIE-AM 1.5	WKIE-AM 1.4	WPVA-FM(C) 1.6
15 WDYL-FM 1.2	WBCE-FM 1.1	WTVR-AM(BM) 1.1
16 WPVA-FM 1.0	WGOE-AM 1.0	WDYL-FM(RL) 1.0
17 WBCE-FM 1.0	WPVA-FM 0.6	WOWI-FM(B) 0.8
18 WIVE-FM 0.7	WPLZ-FM 0.6	WBCE-FM(PA) 0.6
19 WGGN-AM 0.7	WPLZ-FM(R) 0.6	WPVA-AM(C) 0.5
20		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 5220

A/M '79	O/N '79	A/M '80
1 WRVA-AM 142	WRVA-AM 146	WRVA-AM 161
2 WRVQ-FM 139	WRVQ-FM 116	WRVQ-FM 97
3 WEZS-FM 83	WEZS-FM 54	WEZS-FM 64
4 WTVR-FM 58	WENZ-AM 45	WRXL-FM 62
5 WRXL-FM 54	WANT-AM 45	WKIE-AM 49

M-F, 6-10am

1 WRVA-AM	WRVA-AM	WRVA-AM
2 WRVQ-FM	WRVQ-FM	WRVQ-FM
3 WEZS-FM	WRNL-AM	WLEE-AM
4 WTVR-FM	WENZ-AM	WRXL-FM
5 WRXL-FM	WLEE-AM	WEZS-FM

M-F, 3-7pm

1 WRVQ-FM	WRVA-AM	WRVA-AM
2 WRVA-AM	WRVQ-FM	WRVQ-FM
3 WEZS-FM	WENZ-AM	WEZS-FM
4 WENZ-AM	WEZS-FM	WRXL-FM
5 WRXL-FM	WRXL-FM	WLEE-AM

Teens

M-S, 6am-Midnight

PDP(00): 639

A/M '79	O/N '79	A/M '80
1 WRVQ-FM	WRVQ-FM	WRVQ-FM
2 WENZ-AM	WENZ-AM	WRXL-FM
3 WRXL-FM	WANT-AM	WANT-AM

M-F, 6-10am

1 WRVQ-FM	WRVQ-FM	WRVQ-FM
2 WENZ-AM	WRNL-AM	WRXL-FM
3 WRXL-FM	WENZ-AM	WLEE-AM

M-F, 3-7pm

1 WRVQ-FM	WRVQ-FM	WRVQ-FM
2 WENZ-AM	WANT-AM	WRXL-FM
3 WRXL-FM	WENZ-AM	WANT-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1933

A/M '79	O/N '79	A/M '80
1 WRVQ-FM	WRVQ-FM	WRVQ-FM
2 WRXL-FM	WRXL-FM	WRXL-FM
3 WEZS-FM	WRVA-AM	WRVA-AM
4 WRVA-AM	WENZ-AM	WGOE-AM
5 WENZ-AM	WRNL-AM	WKIE-AM

M-F, 6-10am

1 WRVQ-FM	WRVQ-FM	WRVQ-FM
2 WRVA-AM	WRVA-AM	WRVQ-FM
3 WRXL-FM	WRXL-FM	WRXL-FM
4 WEZS-FM	WLEE-AM	WRXL-FM
5 WRNL-AM	WENZ-AM	WGOE-AM

M-F, 3-7pm

1 WRVQ-FM	WRVQ-FM	WRVQ-FM
2 WRXL-FM	WRXL-FM	WRXL-FM
3 WEZS-FM	WENZ-AM	WRVA-AM
4 WRNL-AM	WRVA-AM	WLEE-AM
5 WRVA-AM	WRNL-AM	WGOE-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 2530

A/M '79	O/N '79	A/M '80
1 WRVA-AM	WRVA-AM	WRVA-AM
2 WRVQ-FM	WRVQ-FM	WRVQ-FM
3 WEZS-FM	WEZS-FM	WKIE-AM
4 WXGI-AM	WRNL-AM	WGOE-AM
5 WTVR-FM	WENZ-AM	WLEE-AM

M-F, 6-10am

1 WRVA-AM	WRVA-AM	WRVA-AM
2 WRVQ-FM	WRVQ-FM	WRVQ-FM
3 WEZS-FM	WEZS-FM	WKIE-AM
4 WXGI-AM	WRNL-AM	WGOE-AM
5 WTVR-FM	WENZ-AM	WLEE-AM

M-F, 3-7pm

1 WRVA-AM	WRVA-AM	WRVA-AM
2 WRVQ-FM	WRVQ-FM	WRVQ-FM
3 WEZS-FM	WEZS-FM	WEZS-FM
4 WXGI-AM	WRNL-AM	WGOE-AM
5 WTVR-FM	WENZ-AM	WLEE-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 2530

A/M '79	O/N '79	A/M '80
1 WRVA-AM	WRVA-AM	WRVA-AM
2 WRVQ-FM	WRVQ-FM	WRVQ-FM
3 WEZS-FM	WEZS-FM	WKIE-AM
4 WXGI-AM	WRNL-AM	WGOE-AM
5 WTVR-FM	WENZ-AM	WLEE-AM

M-F, 6-10am

1 WRVA-AM	WRVA-AM	WRVA-AM
2 WRVQ-FM	WRVQ-FM	WRVQ-FM
3 WXGI-AM	WLEE-AM	WLEE-AM
4 WEZS-FM	WRNL-AM	WRNL-AM
5 WTVR-FM	WEZS-FM	WKIE-AM

M-F, 3-7pm

1 WRVA-AM	WRVA-AM	WRVA-AM
2 WRVQ-FM	WRVQ-FM	WRVQ-FM
3 WEZS-FM	WEZS-FM	WEZS-FM
4 WXGI-AM	WRNL-AM	WGOE-AM
5 WTVR-FM	WENZ-AM	WLEE-AM

Total 12+

M-S, 6am-Midnight

POP(00): 5220

A/M '79	O/N '79	A/M '80
1 WRVA-AM 2025	WRVA-AM 2052	WRVA-AM 2143
2 WRVQ-FM 1800	WRVQ-FM 1653	WRVQ-FM 1493
3 WEZS-FM 904	WRNL-AM 929	WLEE-AM 912
4 WLEE-AM 898	WLEE-AM 835	WEZS-FM 835
5 WRXL-FM 860	WEZS-FM 768	WRNL-AM 760

M-F, 6-10am

1 WRVA-AM	WRVA-AM	WRVA-AM
2 WRVQ-FM	WRVQ-FM	WRVQ-FM
3 WRXL-FM	WRNL-AM	WLEE-AM
4 WEZS-FM	WLEE-AM	WRXL-FM
5 WLEE-AM	WEZS-FM	WEZS-FM

M-F, 3-7pm

1 WRVA-AM	WRVA-AM	WRVA-AM
2 WRVQ-FM	WRVQ-FM	WRVQ-FM
3 WEZS-FM	WRNL-AM	WLEE-AM
4 WRXL-FM	WRXL-FM	WEZS-FM
5 WRNL-AM	WENZ-AM	WRXL-FM

Teens

M-S, 6am-Midnight

POP(00): 639

A/M '79	O/N '79	A/M '80
1 WRVQ-FM	WRVQ-FM	WRVQ-FM
2 WRXL-FM	WRNL-AM	WRXL-FM
3 WENZ-AM	WRVA-AM	WANT-AM

M-F, 6-10am

1 WRVQ-FM	WRVQ-FM	WRVQ-FM
2 WENZ-AM	WRNL-AM	WRXL-FM
3 WRXL-FM	WRVA-AM	WRVA-AM

M-F, 3-7pm

1 WRVQ-FM	WRVQ-FM	WRVQ-FM
2 WENZ-AM	WRNL-AM	WRXL-FM
3 WRXL-FM	WENZ-AM	WANT-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1933

A/M '79	O/N '79	A/M '80
1 WRVQ-FM	WRVQ-FM	WRVQ-FM
2 WRXL-FM	WRVA-AM	WRVA-AM
3 WRVA-AM	WRXL-FM	WRXL-FM
4 WLEE-AM	WLEE-AM	WLEE-AM
5 WRNL-AM	WRNL-AM	WRNL-AM

M-F, 6-10am

1 WRVQ-FM	WRVQ-FM	WRVQ-FM
2 WRVA-AM	WRVA-AM	WRVA-AM
3 WRXL-FM	WRXL-FM	WRXL-FM
4 WLEE-AM	WLEE-AM	WLEE-AM
5 WRNL-AM	WRNL-AM	WRNL-AM

M-F, 3-7pm

1 WRVQ-FM	WRVQ-FM	WRVQ-FM
2 WRXL-FM	WRXL-FM	WRVA-AM
3 WRVA-AM	WRVA-AM	WRXL-FM
4 WRNL-AM	WRNL-AM	WLEE-AM
5 WENZ-AM	WLEE-AM	WENZ-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 2530

A/M '79	O/N '79	A/M '80
1 WRVA-AM	WRVA-AM	WRVA-AM
2 WRVQ-FM	WRVQ-FM	WRVQ-FM
3 WEZS-FM	WRNL-AM	WLEE-AM
4 WLEE-AM	WEZS-FM	WRNL-AM
5 WTVR-FM	WLEE-AM	WEZS-FM

M-F, 6-10am

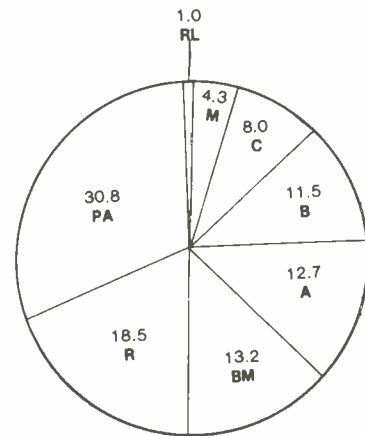
1 WRVA-AM	WRVA-AM	WRVA-AM
2 WRVQ-FM	WRVQ-FM	WRVQ-FM
3 WEZS-FM	WRNL-AM	WLEE-AM
4 WTVR-FM	WLEE-AM	WEZS-FM
5 WLEE-AM	WEZS-FM	WRNL-AM

M-F, 3-7pm

1 WRVA-AM	WRVA-AM	WRVA-AM
2 WRVQ-FM	WRVQ-FM	WRVQ-FM
3 WEZS-FM	WRNL-AM	WLEE-AM
4 WLEE-AM	WEZS-FM	WEZS-FM
5 WTVR-FM	WLEE-AM	WRNL-AM

Format Penetration Chart

Based On Total Persons 12 +
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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METRO RANK

35

A/M '80 Market Overview

This was the first syndicated Arbitron measurement for this market, so there are no trends to worry about. Los Angeles stations led the key sales targets, but some local stations made strong showings too.

In the 18-34 audience, L.A.'s KFI and KMET were tops (as they were among persons 12+). The stations virtually tied, with KMET having a slight edge. Both were in the mid-11 share range.

The highest-rated local stations in this demo were KGGI and KCAL-FM. KGGI garnered a mid-8 share, and used no outside advertising to do it. The station did run an on-air promotion giving away free tanks of gas to listeners. While the station was scoring well in the teen and 18-34 demos, AOR KCAL-FM dominated the men 18-24. The station advertised externally for the sweep, using billboards.

The 25-54 rankings showed KFI and Beautiful Music KBIG as the top stations, with local KDUO next in line. KFI's 25-44 strength and KBIG's 25-54 consistency kept these stations ahead of the pack — KFI with a mid-12 share, KBIG with a mid-8 share. KDUO, a BM station, had a share in the mid-6 bracket.

Average Persons 12+ Shares

Monday-Sunday, 6am-Midnight

POP(00): 9199

A/M '80	
1	KFI -AM (R) 9.4
2	KMET-FM (A) 6.1
3	KGGI-FM (M) 6.1
4	KDUO-FM (BM) 6.0
5	KBIG-FM (BM) 5.9
6	KNX -AM (M) 4.7
7	KOST-FM (BM) 4.1
8	KOLA-FM (A) 3.7
9	KCKC-AM (C) 3.6
10	KCAL-FM (A) 3.5
11	KLAC-AM (C) 3.3
12	KRTH-FM (R) 2.9
13	KABC-AM (T) 2.5
14	KPRO-AM (M) 2.4
15	KJIS-FM (R) 2.1
16	KFXM-AM (R) 2.0
17	KBON-FM (BM) 2.0
18	KNX -FM (A) 1.7
19	KCAL-AM (S) 1.5
20	KLOS-FM (A) 1.4
21	KNTF-FM (C) 1.4
22	KFWB-AM (M) 1.3
23	KDIG-AM (C) 1.3
24	KMPG-AM (PA) 1.1
25	KEZY-AM (A) 1.0
26	KUTE-FM (R) 0.8
27	KRLA-AM (R) 0.8
28	KWST-FM (A) 0.7
29	KWOW-AM (PA) 0.6
30	KHSJ-AM (PA) 0.6
31	XTRA-AM (BM) 0.5
32	KMEN-AM (PA) 0.4
33	KJOI-FM (BM) 0.3

Average Persons Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 9199

A/M '80	
1	KFI -AM 147
2	KMET-FM 96
3	KGGI-FM 95
4	KDUO-FM 94
5	KBIG-FM 93

M-F, 6-10am

1	KFI -AM
2	KNX -AM
3	KGGI-FM
4	KDUO-FM
5	KABC-AM

M-F, 3-7pm

1	KGGI-FM
2	KFI -AM
3	KBIG-FM
4	KDUO-FM
5	KOLA-FM

Teens

M-S, 6am-Midnight

POP(00): 1202

A/M '80	
1	KGGI-FM
2	KOLA-FM
3	KMET-FM

M-F, 6-10am

1	KGGI-FM
2	KOLA-FM
3	KMET-FM

M-F, 3-7pm

1	KGGI-FM
2	KOLA-FM
3	KMET-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 3233

A/M '80	
1	KMET-FM
2	KFI -AM
3	KGGI-FM
4	KCAL-FM
5	KRTH-FM

M-F, 6-10am

1	KFI -AM
2	KGGI-FM
3	KMET-FM
4	KCAL-FM
5	KCKC-AM

M-F, 3-7pm

1	KMET-FM
2	KCAL-FM
3	KFI -AM
4	KGGI-FM
5	KBIG-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 4176

A/M '80	
1	KFI -AM
2	KBIG-FM
3	KDUO-FM
4	KCKC-AM
5	KOST-FM

M-F, 6-10am

1	KFI -AM
2	KBIG-FM
3	KLAC-AM
4	KDUO-FM
5	KABC-AM

M-F, 3-7pm

1	KFI -AM
2	KBIG-FM
3	KDUO-FM
4	KCKC-AM
5	KOST-FM

Cume Persons Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 9199

A/M '80	
1	KFI -AM 2202
2	KGGI-FM 1235
3	KNX -AM 1124
4	KDUO-FM 1102
5	KMET-FM 1083

M-F, 6-10am

1	KFI -AM
2	KNX -AM
3	KGGI-FM
4	KDUO-FM
5	KFXM-AM

M-F, 3-7pm

1	KFI -AM
2	KGGI-FM
3	KDUO-FM
4	KMET-FM
5	KOLA-FM

Teens

M-S, 6am-Midnight

POP(00): 1202

A/M '80	
1	KGGI-FM
2	KMET-FM
3	KFI -AM

M-F, 6-10am

1	KGGI-FM
2	KOLA-FM
3	KFI -AM

M-F, 3-7pm

1	KGGI-FM
2	KOLA-FM
3	KMET-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 3233

A/M '80	
1	KFI -AM
2	KMET-FM
3	KGGI-FM
4	KRTH-FM
5	KFXM-AM

M-F, 6-10am

1	KFI -AM
2	KMET-FM
3	KGGI-FM
4	KFXM-AM
5	KCAL-FM

M-F, 3-7pm

1	KGGI-FM
2	KFI -AM
3	KMET-FM
4	KRTH-FM
5	KCAL-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 4176

A/M '80	
1	KFI -AM
2	KDUO-FM
3	KBIG-FM
4	KFXM-AM
5	KCKC-AM

M-F, 6-10am

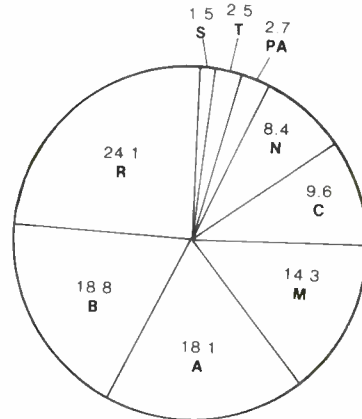
1	KFI -AM
2	KDUO-FM
3	KCKC-AM
4	KBIG-FM
5	KNX -AM

M-F, 3-7pm

1	KFI -AM
2	KDUO-FM
3	KBIG-FM
4	KFXM-AM
5	KCKC-AM

Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Roanoke

METRO RANK **136**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1920

	A/M '78	A/M '79	A/M '80
1 WSLC-AM	19.7	WROV-AM	20.1
2 WROV-AM	18.6	WSLC-AM	13.2
3 WFIR-AM	13.9	WFIR-AM	12.2
4 WLRG-FM	12.2	WTOY-AM	11.1
5 WSLQ-FM	1.5	WLRG-FM	10.4
6 WPVR-FM	9.2	WSLQ-FM	10.1
7 WTOY-AM	8.5	WPVR-FM	10.1
8 WRIS-AM	1.4	WUEZ-AM	3.8
9 WKBA-AM	0.7	WRIS-AM	3.5
10 WUEZ-AM	0.7	WKBA-AM	1.0
11 WJLM-FM	0.3	WJLM-FM	0.7

Average Persons Trends/Rankings

Total 12+
A-S, 6am-Midnight
POP(00): 1920

	A/M '78	A/M '79	A/M '80
1 WSLC-AM	58	WROV-AM	58
2 WROV-AM	55	WSLC-AM	38
3 WFIR-AM	41	WFIR-AM	35
4 WLRG-FM	36	WTOY-AM	32
5 WSLQ-FM	34	WLRG-FM	30

M-F, 6-10am

1 WSLC-AM	WROV-AM	WSLC-AM
2 WFIR-AM	WFIR-AM	WFIR-AM
3 WROV-AM	WSLC-AM	WROV-AM
4 WLRG-FM	WLRG-FM	WPVR-FM
5 WTOY-AM	WPVR-FM	WXLK-FM

M-F, 3-7pm

1 WSLC-AM	WROV-AM	WSLC-AM
2 WROV-AM	WTOY-AM	WXLK-FM
3 WLRG-FM	WSLQ-FM	WPVR-FM
4 WSLQ-FM	WPVR-FM	WROV-AM
5 WFIR-AM	WSLC-AM	WFIR-AM

Teens
M-S, 6am-Midnight
POP(00): 229

	A/M '78	A/M '79	A/M '80
1 WROV-AM	WROV-AM	WXLK-FM	
2 WSLQ-FM	WTOY-AM	WROV-AM	
3 WFIR-AM	WSLQ-FM	WSLQ-FM	

M-F, 6-10am

1 WROV-AM	WROV-AM	WXLK-FM
2 WSLQ-FM	WSLQ-FM	WROV-AM
3 WFIR-AM	WFIR-AM	WSLQ-FM

M-F, 3-7pm

1 WROV-AM	WROV-AM	WXLK-FM
2 WSLQ-FM	WTOY-AM	WROV-AM
3 WTOY-AM	WSLQ-FM	WTOY-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 645

	A/M '78	A/M '79	A/M '80
1 WROV-AM	WROV-AM	WXLK-FM	
2 WSLQ-FM	WSLQ-FM	WROV-AM	
3 WFIR-AM	WTOY-AM	WSLQ-FM	
4 WSLC-AM	WSLC-AM	WTOY-AM	
5 WTOY-AM	WFIR-AM	WUEZ-AM	

M-F, 6-10am

1 WROV-AM	WROV-AM	WROV-AM
2 WSLQ-FM	WSLQ-FM	WXLK-FM
3 WFIR-AM	WSLC-AM	WSLC-AM
4 WSLC-AM	WFIR-AM	WTOY-AM
5 WLRG-FM	WTOY-AM	WFIR-AM

M-F, 3-7pm

1 WROV-AM	WROV-AM	WXLK-FM
2 WSLQ-FM	WSLQ-FM	WSLQ-FM
3 WFIR-AM	WTOY-AM	WROV-AM
4 WSLC-AM	WSLC-AM	WTOY-AM
5 WPVR-FM	WFIR-AM	WUEZ-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 894

	A/M '78	A/M '79	A/M '80
1 WSLC-AM	WROV-AM	WSLC-AM	
2 WFIR-AM	WSLC-AM	WPVR-FM	
3 WROV-AM	WPVR-FM	WFIR-AM	
4 WLRG-FM	WFIR-AM	WXLK-FM	
5 WSLQ-FM	WTOY-AM	WROV-AM	

M-F, 6-10am

1 WSLC-AM	WROV-AM	WSLC-AM
2 WFIR-AM	WSLC-AM	WFIR-AM
3 WROV-AM	WFIR-AM	WPVR-FM
4 WLRG-FM	WLRG-FM	WROV-AM
5 WTOY-AM	WPVR-FM	WXLK-FM

M-F, 3-7pm

1 WSLC-AM	WROV-AM	WSLC-AM
2 WLRG-FM	WSLC-AM	WPVR-FM
3 WROV-AM	WFIR-AM	WFIR-AM
4 WPVR-FM	WTOY-AM	WROV-AM
5 WFIR-AM	WPVR-FM	WSLQ-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1920

	A/M '78	A/M '79	A/M '80
1 WROV-AM	818	WROV-AM	759
2 WFIR-AM	688	WFIR-AM	622
3 WSLC-AM	610	WSLC-AM	608
4 WSLQ-FM	498	WSLQ-FM	451
5 WLRG-FM	385	WLRG-FM	371

M-F, 6-10am

1 WROV-AM	WROV-AM	WROV-AM
2 WSLC-AM	WFIR-AM	WFIR-AM
3 WFIR-AM	WSLC-AM	WSLC-AM
4 WSLQ-FM	WSLQ-FM	WXLK-FM
5 WLRG-FM	WLRG-FM	WPVR-FM

M-F, 3-7pm

1 WROV-AM	WROV-AM	WXLK-FM
2 WSLC-AM	WSLC-AM	WROV-AM
3 WFIR-AM	WFIR-AM	WSLC-AM
4 WSLQ-FM	WSLQ-FM	WPVR-FM
5 WLRG-FM	WPVR-FM	WFIR-AM

Teens
M-S, 6am-Midnight
POP(00): 229

	A/M '78	A/M '79	A/M '80
1 WROV-AM	WROV-AM	WXLK-FM	
2 WSLQ-FM	WSLQ-FM	WROV-AM	
3 WFIR-AM	WFIR-AM	WFIR-AM	

M-F, 6-10am

1 WROV-AM	WROV-AM	WXLK-FM
2 WSLQ-FM	WSLQ-FM	WROV-AM
3 WFIR-AM	WFIR-AM	WFIR-AM

M-F, 3-7pm

1 WROV-AM	WROV-AM	WXLK-FM
2 WSLQ-FM	WSLQ-FM	WROV-AM
3 WFIR-AM	WTOY-AM	WTOY-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 645

	A/M '78	A/M '79	A/M '80
1 WROV-AM	WROV-AM	WXLK-FM	
2 WSLQ-FM	WSLQ-FM	WROV-AM	
3 WFIR-AM	WFIR-AM	WSLQ-FM	
4 WPVR-FM	WSLC-AM	WFIR-AM	
5 WSLC-AM	WTOY-AM	WSLC-AM	

M-F, 6-10am

1 WROV-AM	WROV-AM	WROV-AM
2 WSLQ-FM	WSLQ-FM	WXLK-FM
3 WFIR-AM	WSLC-AM	WSLQ-FM
4 WSLC-AM	WFIR-AM	WFIR-AM
5 WPVR-FM	WTOY-AM	WTOY-AM

M-F, 3-7pm

1 WROV-AM	WROV-AM	WXLK-FM
2 WSLQ-FM	WSLQ-FM	WROV-AM
3 WFIR-AM	WFIR-AM	WSLQ-FM
4 WPVR-FM	WSLC-AM	WTOY-AM
5 WSLC-AM	WTOY-AM	WSLC-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 894

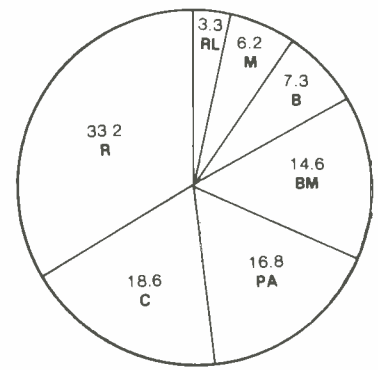
	A/M '78	A/M '79	A/M '80
1 WSLC-AM	WSLC-AM	WSLC-AM	
2 WFIR-AM	WROV-AM	WFIR-AM	
3 WROV-AM	WFIR-AM	WROV-AM	
4 WLRG-FM	WSLQ-FM	WPVR-FM	
5 WPVR-FM	WLRG-FM	WXLK-FM	

M-F, 6-10am

1 WSLC-AM	WSLC-AM	WSLC-AM
2 WFIR-AM	WROV-AM	WFIR-AM
3 WROV-AM	WFIR-AM	WROV-AM
4 WLRG-FM	WSLQ-FM	WPVR-FM
5 WSLQ-FM	WLRG-FM	WXLK-FM

M-F, 3-7pm

1 WSLC-AM	WROV-AM	WSLC-AM
2 WFIR-AM	WSLC-AM	WPVR-FM
3 WROV-AM	WFIR-AM	WFIR-AM
4 WLRG-FM	WPVR-FM	WROV-AM
5 WPVR-FM	WSLQ-FM	WXLK-FM



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Rochester

METRO RANK

39

A/M '80 Market Overview

The Expanded Sample Frame hit this market with a vengeance when first introduced in this survey. Buyers and advertisers should be wary comparing this data to previous books. Here are some key items to keep in mind when evaluating the ratings in this report. First, there was an oversample and Arbitron got back 38% more diaries than in the fall. Much of this additional sample came back from ESF homes, not listed in the local phone directories. Arbitron had estimated that approximately 27% of the sample would come from ESF persons, but the actual in-tab showed 34% of the 12+ returns came from ESF individuals.

A look at some key demos demonstrates the difference ESF made. Adults 18-24 were represented by 58 diaries in the O/N '79 survey, without the ESF sampling. In the A/M '80 sweep, with ESF, the same demo was represented by 119. With so many more cuming opportunities, stations appealing to young adults or ethnics might be expected to do better this survey. One might expect the status quo would be shaken up, and it was.

Malrite's WEZO, the Beautiful Music station that had been the market 25-54 leader, took a real tumble. The station lost 10 shares both in the total

standings and in the 25-54 bracket, dropping to a high-12 share in that key sales target.

The new 25-54 leader was P/A WHAM. Even though the station was the new total market and 25-54 leader, its share slipped. WHAM now has a 15 share of 25-54's. The only other Rochester station to score a double-digit share was P/A WVOR, which increased to a low-13 share.

Besides the impact on WEZO, the real crunch came among stations that appeal to teens and young adults. WMJQ and WVOR, while still 1-2 18-34, had their shares reduced by the boost obtained by several other contemporary or ethnic stations. WMJQ fell from a mid-21 to a 16 share, while WVOR dropped eight shares to a mid-11 figure. Increased shares were earned by WBBF, WCMF, and WDKX.

An example of the possible ESF impact was the rise of Black-formatted WDKX. The station went from Dancemusic to more traditional Black sound, advertised on busboards and billboards, and made impressive gains in the 18-24 adult category. In 18-34's WDKX rose from under a two share to more than 7.

AOR entity WCMF scored a good book this sweep. The station's 18-34 share rose 23% to the 10 range. New station ownership, plus a consultancy by Jeff Pollack, may have enabled WCMF to be better-promoted and better-sounding. TV, busboards, and billboards were used this sweep (TV and outdoor boards had not been used before), and new air personalities were hired in key shifts. Mu-

sically, the station's rotation was improved. WCMF was second to Superstars competitor WMJQ in men 18-24.

Rock station WBBF increased its 18-34 share up to the mid-11 realm. Most of the station's gains took place in drivetimes, while the midday figures were flat.

Considering all the flux in the market — ESF extra sample, format changes, ownership changes consultancy deals — it may be a while before the Rochester marketplace settles down. Perhaps the O/N '80 survey results will tell if anything resembling the status quo will ever be seen again in Rochester

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 8012

A/M '79	O/N '79	A/M '80
1 WEZO-FM 16.8	WEZO-FM 22.6	WHAM-AM(PA) 4.1
2 WHAM-AM 14.4	WHAM-AM 15.0	WEZO-FM 2.8
3 WMJQ-FM 11.5	WMJQ-FM 11.8	WMJQ-FM(A) 8.4
4 WVOR-FM 8.3	WVOR-FM 9.0	WBBF-AM 7.6
5 WBBF-AM 7.5	WHAM-AM 6.8	WVOR-FM(A) 7.4
6 WHAM-AM 5.6	WBBF-AM 6.2	WHAM-AM 6.0
7 WROR-AM 4.3	WPXY-AM 4.2	WNYR-AM 5.0
8 WNYR-AM 3.2	WCMF-FM 3.7	WCMF-FM(A) 4.9
9 WDKX-FM 2.8	WNYR-AM 3.7	WPXY-FM 4.3
10 WPXY-FM 2.6	WDKX-FM 1.6	WDKX-FM(A) 4.3
11 WCMF-FM 2.5	WSAY-AM 1.3	WPXY-AM 4.0
12 WWG-AM 2.5	WDKX-FM 1.1	WRLX-FM 1.5
13 WFLC-FM 1.8	WKWB-AM 1.1	WGRQ-FM(A) 1.1
14 WCGR-AM 1.3	WFLC-FM 0.9	WBEN-FM(A) 1.0
15 WKWB-AM 1.1	WACK-AM 0.7	WCGR-AM(A) 1.0
16 WQVA-AM 0.9	WCGR-AM 0.6	WFLC-FM(A) 1.0
17 WSAY-AM 0.9	WBEN-FM 0.6	WKFM-FM(A) 0.6
18 WBEN-FM 0.8	WWG-AM 0.6	WWG-AM(A) 0.6
19 WACK-AM 0.6		WHIV-FM(A) 0.6
20 WSPH-AM 0.5		WHAM-AM(A) 0.5
21 WHIV-FM 0.4		WSAY-AM(A) 0.5
22 WSPH-FM 0.1		WSYR-FM(A) 0.5

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 8012

A/M '79	O/N '79	A/M '80
1 WEZO-FM 205	WEZO-FM 272	WHAM-AM 17.5
2 WHAM-AM 175	WHAM-AM 181	WEZO-FM 15.9
3 WMJQ-FM 140	WMJQ-FM 142	WMJQ-FM 10.4
4 WVOR-FM 101	WVOR-FM 108	WBBF-AM 9.5
5 WBBF-AM 92	WHAM-AM 82	WVOR-FM 9.2

A/M '79	O/N '79	A/M '80
1 WHAM-AM	WHAM-AM	WHAM-AM
2 WEZO-FM	WEZO-FM	WEZO-FM
3 WBBF-AM	WVOR-FM	WBBF-AM
4 WVOR-FM	WMJQ-FM	WVOR-FM
5 WMJQ-FM	WBBF-AM	WMJQ-FM

A/M '79	O/N '79	A/M '80
1 WEZO-FM	WEZO-FM	WEZO-FM
2 WMJQ-FM	WMJQ-FM	WMJQ-FM
3 WHAM-AM	WHAM-AM	WHAM-AM
4 WVOR-FM	WVOR-FM	WBBF-AM
5 WBBF-AM	WHAM-AM	WVOR-FM

A/M '79	O/N '79	A/M '80
1 WMJQ-FM	WHAM-AM	WHAM-AM
2 WBBF-AM	WMJQ-FM	WBBF-AM
3 WHAM-AM	WBBF-AM	WPXY-FM

A/M '79	O/N '79	A/M '80
1 WBBF-AM	WHAM-AM	WHAM-AM
2 WMJQ-FM	WHAM-AM	WHAM-AM
3 WHAM-AM	WHAM-AM	WHAM-AM

A/M '79	O/N '79	A/M '80
1 WMJQ-FM	WMJQ-FM	WMJQ-FM
2 WHAM-AM	WHAM-AM	WHAM-AM
3 WBBF-AM	WBBF-AM	WPXY-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 2870

A/M '79	O/N '79	A/M '80
1 WMJQ-FM	WMJQ-FM	WMJQ-FM
2 WVOR-FM	WVOR-FM	WVOR-FM
3 WBBF-AM	WEZO-FM	WBBF-AM
4 WHAM-AM	WBBF-AM	WCMF-FM
5 WHAM-AM	WHAM-AM	WHAM-AM

A/M '79	O/N '79	A/M '80
1 WMJQ-FM	WVOR-FM	WBBF-AM
2 WVOR-FM	WMJQ-FM	WVOR-FM
3 WBBF-AM	WBBF-AM	WMJQ-FM
4 WHAM-AM	WCMF-FM	WHAM-AM
5 WCMF-FM	WHAM-AM	WHAM-AM

A/M '79	O/N '79	A/M '80
1 WMJQ-FM	WMJQ-FM	WMJQ-FM
2 WVOR-FM	WVOR-FM	WBBF-AM
3 WBBF-AM	WCMF-FM	WVOR-FM
4 WDKX-FM	WEZO-FM	WCMF-FM
5 WHAM-AM	WBBF-AM	WHAM-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 3670

A/M '79	O/N '79	A/M '80
1 WEZO-FM	WEZO-FM	WHAM-AM
2 WHAM-AM	WHAM-AM	WVOR-FM
3 WVOR-FM	WVOR-FM	WEZO-FM
4 WMJQ-FM	WMJQ-FM	WBBF-AM
5 WBBF-AM	WBBF-AM	WNYR-AM

A/M '79	O/N '79	A/M '80
1 WHAM-AM	WHAM-AM	WHAM-AM
2 WEZO-FM	WEZO-FM	WEZO-FM
3 WBBF-AM	WVOR-FM	WVOR-FM
4 WVOR-FM	WBBF-AM	WBBF-AM
5 WMJQ-FM	WMJQ-FM	WNYR-AM

A/M '79	O/N '79	A/M '80
1 WEZO-FM	WEZO-FM	WVOR-FM
2 WHAM-AM	WHAM-AM	WBBF-AM
3 WMJQ-FM	WVOR-FM	WHAM-AM
4 WVOR-FM	WMJQ-FM	WEZO-FM
5 WNYR-AM	WNYR-AM	WNYR-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 8012

A/M '79	O/N '79	A/M '80
1 WHAM-AM 2972	WHAM-AM 3049	WHAM-AM 2746
2 WEZO-FM 2400	WEZO-FM 2901	WEZO-FM 2153
3 WBBF-AM 2112	WBBF-AM 1895	WBBF-AM 1970
4 WMJQ-FM 1676	WVOR-FM 1620	WHAM-AM 1343
5 WHAM-AM 1479	WMJQ-FM 1575	WMJQ-FM 1266

A/M '79	O/N '79	A/M '80
1 WHAM-AM	WHAM-AM	WHAM-AM
2 WEZO-FM	WEZO-FM	WBBF-AM
3 WBBF-AM	WBBF-AM	WEZO-FM
4 WMJQ-FM	WMJQ-FM	WHAM-AM
5 WVOR-FM	WVOR-FM	WVOR-FM

A/M '79	O/N '79	A/M '80
1 WHAM-AM	WEZO-FM	WHAM-AM
2 WEZO-FM	WHAM-AM	WEZO-FM
3 WMJQ-FM	WMJQ-FM	WBBF-AM
4 WBBF-AM	WBBF-AM	WHAM-AM
5 WHAM-AM	WVOR-FM	WMJQ-FM

Teens

M-S, 6am-Midnight

POP(00): 1047

A/M '79	O/N '79	A/M '80
1 WBBF-AM	WMJQ-FM	WBBF-AM
2 WMJQ-FM	WHAM-AM	WHAM-AM
3 WHAM-AM	WBBF-AM	WMJQ-FM

A/M '79	O/N '79	A/M '80
1 WBBF-AM	WMJQ-FM	WHAM-AM
2 WMJQ-FM	WHAM-AM	WPXY-FM
3 WHAM-AM	WBBF-AM	WBBF-AM

A/M '79	O/N '79	A/M '80
1 WMJQ-FM	WHAM-AM	WHAM-AM
2 WHAM-AM	WMJQ-FM	WHAM-AM
3 WBBF-AM	WBBF-AM	WBBF-AM

A/M '79	O/N '79	A/M '80
1 WBBF-AM	WBBF-AM	WBBF-AM
2 WMJQ-FM	WVOR-FM	WMJQ-FM
3 WVOR-FM	WMJQ-FM	WHAM-AM
4 WHAM-AM	WHAM-AM	WVOR-FM
5 WHAM-AM	WCMF-FM	WHAM-AM

A/M '79	O/N '79	A/M '80
1 WBBF-AM	WBBF-AM	WBBF-AM
2 WMJQ-FM	WVOR-FM	WMJQ-FM
3 WVOR-FM	WMJQ-FM	WHAM-AM
4 WHAM-AM	WHAM-AM	WVOR-FM
5 WHAM-AM	WCMF-FM	WHAM-AM

A/M '79	O/N '79	A/M '80
1 WBBF-AM	WBBF-AM	WBBF-AM
2 WMJQ-FM	WMJQ-FM	WMJQ-FM
3 WVOR-FM	WVOR-FM	WHAM-AM
4 WHAM-AM	WHAM-AM	WHAM-AM
5 WCMF-FM	WCMF-FM	WHAM-AM

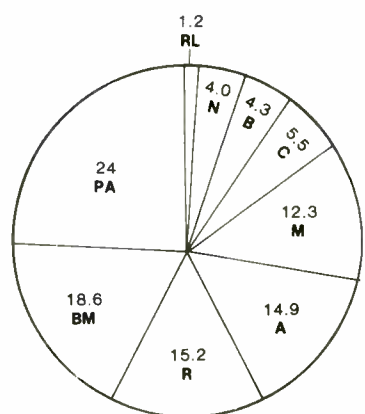
A/M '79	O/N '79	A/M '80
1 WMJQ-FM	WMJQ-FM	WBBF-AM
2 WBBF-AM	WVOR-FM	WMJQ-FM
3 WVOR-FM	WBBF-AM	WHAM-AM
4 WHAM-AM	WHAM-AM	WVOR-FM
5 WHAM-AM	WCMF-FM	WCMF-FM

A/M '79	O/N '79	A/M '80
1 WHAM-AM	WHAM-AM	WHAM-AM
2 WEZO-FM	WEZO-FM	WBBF-AM
3 WBBF-AM	WBBF-AM	WBBF-AM
4 WVOR-FM	WVOR-FM	WVOR-FM
5 WHAM-AM	WCMF-FM	WCMF-FM

A/M '79	O/N '79	A/M '80
1 WHAM-AM	WHAM-AM	WHAM-AM
2 WEZO-FM	WEZO-FM	WEZO-FM
3 WBBF-AM	WBBF-AM	WBBF-AM
4 WVOR-FM	WBBF-AM	WVOR-FM
5 WMJQ-FM	WMJQ-FM	WNYR-AM

A/M '79	O/N '79	A/M '80
1 WHAM-AM	WHAM-AM	WHAM-AM
2 WEZO-FM	WEZO-FM	WBBF-AM
3 WBBF-AM	WBBF-AM	WBBF-AM
4 WVOR-FM	WVOR-FM	WVOR-FM
5 WROR-AM	WMJQ-FM	WNYR-AM

A/M '79	O/N '79	A/M '80
1 WEZO-FM	WEZO-FM	WHAM-AM
2 WHAM-AM	WHAM-AM	WBBF-AM
3 WVOR-FM	WBBF-AM	WEZO-FM
4 WBBF-AM	WVOR-FM	WVOR-FM
5 WMJQ-FM	WMJQ-FM	WNYR-AM



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Rockford

METRO RANK

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Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

A/M '78		A/M '79		A/M '80		
1	WROK-AM	25.1	WROK-AM	24.3	WROK-AM(P)	17.6
2	WRWC-FM	8.7	WZOK-FM	13.2	WRWC-FM(BB)	1.0
3	WGN-AM	7.7	WGN-AM	9.2	WHAQ-AM(C)	10.7
4	WLS-AM	7.4	WRWC-FM	8.0	WGN-AM(PA)	9.4
5	WRRR-AM	7.4	WMAQ-AM	7.4	WYFE-FM(A)	7.8
6	WMAQ-AM	6.4	WYFE-FM	7.1	WZOK-FM(A)	7.5
7	WKKN-AM	6.4	WRRR-AM	6.8	WYBR-FM(PA)	6.0
8	WZOK-FM	5.8	WLS-AM	5.2	WKKN-AM(C)	5.6
9	WYFE-FM	4.8	WYBR-FM	4.0	WRRR-AM(O)	4.4
10	WYBR-FM	4.5	WBBM-AM	3.4	WBBM-AM(O)	4.1
11	WBBM-AM	2.9	WKKN-AM	2.8	WLS-AM(O)	3.4
12	WQFL-FM	2.6	WBEL-AM	0.9	WQFL-FM(ML)	3.1
13	WLUV-FM	1.3	WQFL-FM	0.9	WAIT-AM(MM)	1.6
14	WJVL-FM	1.0			WBEL-AM(O)	0.6
15	WLUV-AM	0.3			WBEL-AM(PA)	0.6
16					WJVL-FM(MM)	0.6

Average Persons Trends/Rankings

Total 12+		M-S, 6am-Midnight			
POP(00): 2192		POP(00): 2192			
A/M '78		A/M '79		A/M '80	
1	WROK-AM	78	WROK-AM	79	WROK-AM
2	WRWC-FM	27	WZOK-FM	43	WRWC-FM
3	WGN-AM	24	WGN-AM	30	WMAQ-AM
4	WLS-AM	23	WRWC-FM	26	WGN-AM
5	WRRR-AM	23	WMAQ-AM	24	WYFE-FM

M-F, 6-10am		M-F, 3-7pm	
1	WROK-AM	1	WROK-AM
2	WGN-AM	2	WRWC-FM
3	WMAQ-AM	3	WLS-AM
4	WLS-AM	4	WRWC-FM
5	WRRR-AM	5	WMAQ-AM

Teens		M-S, 6am-Midnight			
POP(00): 300		POP(00): 300			
A/M '78		A/M '79		A/M '80	
1	WROK-AM	78	WROK-AM	79	WROK-AM
2	WLS-AM	27	WZOK-FM	43	WRWC-FM
3	WYFE-FM	24	WGN-AM	30	WMAQ-AM
4	WLS-AM	23	WRWC-FM	26	WGN-AM
5	WRRR-AM	23	WMAQ-AM	24	WYFE-FM

Adults 18-34		M-S, 6am-Midnight			
POP(00): 814		POP(00): 814			
A/M '78		A/M '79		A/M '80	
1	WROK-AM	78	WROK-AM	79	WROK-AM
2	WLS-AM	27	WZOK-FM	43	WRWC-FM
3	WYFE-FM	24	WGN-AM	30	WMAQ-AM
4	WZOK-FM	23	WRWC-FM	26	WGN-AM
5	WMAQ-AM	23	WMAQ-AM	24	WYFE-FM

M-F, 6-10am		M-F, 3-7pm	
1	WROK-AM	1	WROK-AM
2	WLS-AM	2	WRWC-FM
3	WYFE-FM	3	WLS-AM

Adults 18-34		M-S, 6am-Midnight			
POP(00): 814		POP(00): 814			
A/M '78		A/M '79		A/M '80	
1	WROK-AM	78	WROK-AM	79	WROK-AM
2	WLS-AM	27	WZOK-FM	43	WRWC-FM
3	WYBR-FM	24	WYFE-FM	30	WZOK-FM
4	WYFE-FM	23	WMAQ-AM	26	WYBR-FM
5	WZOK-FM	23	WLS-AM	24	WMAQ-AM

M-F, 6-10am		M-F, 3-7pm	
1	WROK-AM	1	WROK-AM
2	WLS-AM	2	WRWC-FM
3	WYBR-FM	3	WLS-AM
4	WMAQ-AM	4	WRWC-FM
5	WZOK-FM	5	WMAQ-AM

Adults 25-54		M-S, 6am-Midnight			
POP(00): 1049		POP(00): 1049			
A/M '78		A/M '79		A/M '80	
1	WROK-AM	78	WROK-AM	79	WROK-AM
2	WKKN-AM	27	WMAQ-AM	43	WMAQ-AM
3	WMAQ-AM	24	WZOK-FM	30	WRWC-FM
4	WRWC-FM	23	WRWC-FM	26	WGN-AM
5	WGN-AM	23	WGN-AM	24	WKKN-AM

M-F, 6-10am		M-F, 3-7pm	
1	WROK-AM	1	WROK-AM
2	WMAQ-AM	2	WRWC-FM
3	WGN-AM	3	WMAQ-AM
4	WKKN-AM	4	WRWC-FM
5	WLS-AM	5	WKKN-AM

Adults 25-54		M-S, 6am-Midnight			
POP(00): 1049		POP(00): 1049			
A/M '78		A/M '79		A/M '80	
1	WROK-AM	78	WROK-AM	79	WROK-AM
2	WKKN-AM	27	WMAQ-AM	43	WMAQ-AM
3	WMAQ-AM	24	WZOK-FM	30	WRWC-FM
4	WRWC-FM	23	WRWC-FM	26	WGN-AM
5	WGN-AM	23	WGN-AM	24	WKKN-AM

M-F, 6-10am		M-F, 3-7pm	
1	WROK-AM	1	WROK-AM
2	WMAQ-AM	2	WRWC-FM
3	WGN-AM	3	WMAQ-AM
4	WKKN-AM	4	WRWC-FM
5	WLS-AM	5	WKKN-AM

Adults 25-54		M-S, 6am-Midnight			
POP(00): 1049		POP(00): 1049			
A/M '78		A/M '79		A/M '80	
1	WROK-AM	78	WROK-AM	79	WROK-AM
2	WKKN-AM	27	WMAQ-AM	43	WMAQ-AM
3	WMAQ-AM	24	WZOK-FM	30	WRWC-FM
4	WRWC-FM	23	WRWC-FM	26	WGN-AM
5	WGN-AM	23	WGN-AM	24	WKKN-AM

Cume Persons Trends/Rankings

Total 12+		M-S, 6am-Midnight				
POP(00): 2192		POP(00): 2192				
A/M '78		A/M '79		A/M '80		
1	WROK-AM	132.9	WROK-AM	122.6	WROK-AM	107.0
2	WLS-AM	60.7	WZOK-FM	51.5	WMAQ-AM	47.1
3	WGN-AM	40.1	WLS-AM	44.5	WLS-AM	44.6
4	WMAQ-AM	38.7	WGN-AM	44.4	WGN-AM	42.4
5	WRWC-FM	36.9	WMAQ-AM	38.8	WZOK-FM	41.5

M-F, 6-10am		M-F, 3-7pm	
1	WROK-AM	1	WROK-AM
2	WLS-AM	2	WRWC-FM
3	WGN-AM	3	WMAQ-AM
4	WMAQ-AM	4	WRWC-FM
5	WRWC-FM	5	WYFE-FM

Teens		M-S, 6am-Midnight			
POP(00): 300		POP(00): 300			
A/M '78		A/M '79		A/M '80	
1	WROK-AM	78	WROK-AM	79	WROK-AM
2	WLS-AM	27	WZOK-FM	43	WRWC-FM
3	WYFE-FM	24	WGN-AM	30	WMAQ-AM
4	WLS-AM	23	WRWC-FM	26	WGN-AM
5	WRRR-AM	23	WMAQ-AM	24	WYFE-FM

M-F, 6-10am		M-F, 3-7pm	
1	WROK-AM	1	WROK-AM
2	WLS-AM	2	WRWC-FM
3	WYFE-FM	3	WLS-AM

Adults 18-34		M-S, 6am-Midnight			
POP(00): 814		POP(00): 814			
A/M '78		A/M '79		A/M '80	
1	WROK-AM	78	WROK-AM	79	WROK-AM
2	WLS-AM	27	WZOK-FM	43	WRWC-FM
3	WYFE-FM	24	WGN-AM	30	WMAQ-AM
4	WZOK-FM	23	WRWC-FM	26	WGN-AM
5	WMAQ-AM	23	WMAQ-AM	24	WYFE-FM

M-F, 6-10am		M-F, 3-7pm	
1	WROK-AM	1	WROK-AM
2	WLS-AM	2	WRWC-FM
3	WYFE-FM	3	WLS-AM

Adults 18-34		M-S, 6am-Midnight			
POP(00): 814		POP(00): 814			
A/M '78		A/M '79		A/M '80	
1	WROK-AM	78	WROK-AM	79	WROK-AM
2	WLS-AM	27	WZOK-FM	43	WRWC-FM
3	WYFE-FM	24	WGN-AM	30	WMAQ-AM
4	WZOK-FM	23	WRWC-FM	26	WGN-AM
5	WMAQ-AM	23	WMAQ-AM	24	WYFE-FM

M-F, 6-10am		M-F, 3-7pm	
1	WROK-AM	1	WROK-AM
2	WLS-AM	2	WRWC-FM
3	WYFE-FM	3	WLS-AM
4	WZOK-FM	4	WRWC-FM
5	WMAQ-AM	5	WYBR-FM

M-F, 6-10am		M-F, 3-7pm	
1	WROK-AM	1	WROK-AM
2	WLS-AM	2	WRWC-FM
3	WYFE-FM	3	WMAQ-AM
4	WZOK-FM	4	WYFE-FM
5	WMAQ-AM	5	WZOK-FM

M-F, 6-10am		M-F, 3-7pm	
1	WROK-AM	1	WROK-AM
2	WLS-AM	2	WRWC-FM
3	WYFE-FM	3	WMAQ-AM

Adults 18-34		M-S, 6am-Midnight			
POP(00): 814		POP(00): 814			
A/M '78		A/M '79		A/M '80	
1	WROK-AM	78	WROK-AM	79	WROK-AM
2	WLS-AM	27	WZOK-FM	43	WRWC-FM
3	WYBR-FM	24	WYFE-FM	30	WZOK-FM
4	WYFE-FM	23	WMAQ-AM	26	WYBR-FM
5	WZOK-FM	23	WLS-AM	24	WMAQ-AM

M-F, 6-10am		M-F, 3-7pm	
1	WROK-AM	1	WROK-AM
2	WLS-AM	2	WRWC-FM
3	WYBR-FM	3	WLS-AM
4	WMAQ-AM	4	WRWC-FM
5	WZOK-FM	5	WMAQ-AM

Adults 25-54		M-S, 6am-Midnight			
POP(00): 1049		POP(00): 1049			
A/M '78		A/M '79		A/M '80	
1	WROK-AM	78	WROK-AM	79	WROK-AM
2	WKKN-AM	27	WMAQ-AM	43	WMAQ-AM
3	WMAQ-AM	24	WZOK-FM	30	WRWC-FM
4	WRWC-FM	23	WRWC-FM	26	WGN-AM
5	WGN-AM	23	WGN-AM	24	WKKN-AM

M-F, 6-10am		M-F, 3-7pm	
1	WROK-AM	1	WROK-AM
2	WMAQ-AM	2	WRWC-FM
3	WGN-AM	3	WMAQ-AM
4	WKKN-AM	4	WRWC-FM
5	WLS-AM	5	WKKN-AM

Adults 25-54		M-S, 6am-Midnight			
POP(00): 1049		POP(00): 1049			
A/M '78		A/M '79		A/M '80	
1	WROK-AM	78	WROK-AM	79	WROK-AM
2	WKKN-AM	27	WMAQ-AM	43	WMAQ-AM
3	WMAQ-AM	24	WZOK-FM	30	WRWC-FM
4	WRWC-FM	23	WRWC-FM	26	WGN-AM
5	WGN-AM	23	WGN-AM	24	WKKN-AM

M-F, 6-10am		M-F, 3-7pm	
1	WROK-AM	1	WROK-AM
2	WMAQ-AM	2	WRWC-FM
3	WGN-AM	3	WMAQ-AM
4	WKKN-AM	4	WRWC-FM
5	WLS-AM	5	WKKN-AM

Adults 25-54		M-S, 6am-Midnight			
POP(00): 1049		POP(00): 1049			
A/M '78		A/M '79		A/M '80	
1	WROK-AM	78	WROK-AM	79	WROK-AM
2	WKKN-AM	27	WMAQ-AM	43	WMAQ-AM
3	WMAQ-AM	24	WZOK-FM	30	WRWC-FM
4	WRWC-FM	23	WRWC-FM	26	WGN-AM
5	WGN-AM	23	WGN-AM	24	WKKN-AM

Adults 25-54 M-S, 6am-Midnight POP(00): 1049

A/M '78		A/M '79		A/M '80	
1	WROK-AM	78	WROK-AM	79	WROK-AM
2	WMAQ-AM	27	WMAQ-AM	43	WMAQ-AM
3	WLS-AM	24	WGN-AM	30	WGN-AM
4	WGN-AM	23	WZOK-FM	26	WRWC-FM
5	WRWC-FM	23	WRWC-FM	24	

Sacramento

METRO RANK **38**

A/M '80 Market Overview

One important factor in this survey was ESF's introduction to Sacramento. **Arbitron** got back 37% more diaries this sweep than in O/N '79, and 46% of all the returned diaries were from ESF persons. With this impact it would not be wise to expect exact comparisons between these results and previous data.

However, comparisons will be made. What often happens when ESF is first introduced — and the younger demos become better represented in the diary return as a result — is that AOR's share increases, while stations with, for example, Beautiful Music formats are hurt. This market saw some examples of that behavior. **KZAP**, the leading AOR station, took a big jump from a mid-16 share to a 25 share 18-34 adults. In doing so **KZAP** became the new top station overall. The former leader, **BM KEWT**, remained stable but lost ground in the rankings because of the improved **KZAP** showing.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 8107

A/M '79	O/N '79	A/M '80
1 KEWT-FM 9.5	KEWT-FM 10.8	KZAP-FM(A) 14.6
2 KZAP-FM 8.5	KZAP-FM 9.7	KEWT-FM(BM) 10.7
3 KRAK-AM 6.8	KGNR-AM 7.6	KRAK-AM(C) 6.4
4 KGNR-AM 6.7	KXOA-FM 7.1	KGNR-AM(PA) 6.1
5 KCTC-FM 6.6	KRAK-AM 6.4	KXOA-FM(A) 5.5
6 KXOA-FM 6.2	KFBK-AM 5.4	KCTC-FM(BM) 5.3
7 KROY-AM 6.1	KGMS-AM 4.8	KHYL-FM(PA) 5.1
8 KROY-FM 5.1	KROY-FM 4.7	KHYL-FM(R) 4.8
9 KFBK-AM 5.1	KROY-AM 4.3	KROY-AM(R) 4.4
10 KGMS-AM 4.5	KHYL-FM 4.0	KFBK-AM(R) 4.0
11 KHYL-FM 4.5	KSFH-FM 3.8	KWOD-FM(PA) 3.6
12 KWOD-FM 3.8	KCTC-FM 3.6	KPOP-AM(C) 2.8
13 KSFH-FM 3.1	KGO-AM 3.3	KGMS-AM(PA) 2.7
14 KFRC-AM 2.9	KFRC-AM 2.4	KROY-FM(PA) 2.5
15 KNBR-AM 2.9	KWOD-FM 2.2	KAER-FM(BM) 2.4
16 KGO-AM 2.9	KYLO-FM 2.2	KFRC-AM(R) 2.2
17 KAER-FM 1.7	KPOP-AM 1.5	KGO-AM(N/T) 2.1
18 KPOP-AM 1.7	KAER-FM 1.5	KNBR-AM(PA) 1.8
19 KXOA-AM 1.6	KNBR-AM 1.2	KXOA-AM(R) 1.5
20 KAH1-AM 1.3	KFIA-AM 1.2	KPIP-FM(S) 1.2
21 KPIP-FM 0.9	KPIP-FM 0.9	KFIA-AM(R/L) 1.1
22 KFIA-AM 0.8	KEBR-FM 0.8	KCBS-AM(N) 0.8
23 KEBR-AM 0.7	KAH1-AM 0.7	KYLO-FM(C) 0.8
24 KKIS-AM 0.3	KXOA-AM 0.5	
25 KCBS-AM 0.3		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 8107

A/M '79	O/N '79	A/M '80
1 KEWT-FM 113	KFWT-FM 141	KZAP-FM 191
2 KZAP-FM 101	KZAP-FM 127	KEWT-FM 139
3 KRAK-AM 81	KGNR-AM 99	KRAK-AM 84
4 KGNR-AM 80	KXOA-FM 93	KGNR-AM 80
5 KCTC-FM 79	KRAK-AM 84	KXOA-FM 72

M-F, 6-10am

1 KGNR-AM	KGNR-AM	KZAP-FM
2 KFBK-AM	KFBK-AM	KGNR-AM
3 KRAK-AM	KEWT-FM	KEWT-FM
4 KFWT-FM	KRAK-AM	KRAK-AM
5 KROY-AM	KZAP-FM	KFBK-AM

M-F, 3-7pm

1 KFWT-FM	KEWT-FM	KZAP-FM
2 KCTC-FM	KZAP-FM	KEWT-FM
3 KZAP-FM	KXOA-FM	KRAK-AM
4 KGNR-AM	KGNR-AM	KGNR-AM
5 KXOA-FM	KRAK-AM	KCTC-FM

Teens
M-S, 6am-Midnight
POP(00): 1097

A/M '79	O/N '79	A/M '80
1 KROY-AM	KZAP-FM	KZAP-FM
2 KROY-FM	KROY-AM	KROY-AM
3 KZAP-FM	KWOD-FM	KSFH-FM

M-F, 6-10am

1 KROY-AM	KROY-AM	KZAP-FM
2 KZAP-FM	KZAP-FM	KROY-AM
3 KROY-FM	KROY-FM	KSFH-FM

M-F, 3-7pm

1 KROY-AM	KZAP-FM	KZAP-FM
2 KZAP-FM	KSFH-FM	KROY-AM
3 KROY-FM	KWOD-FM	KPOP-AM

KZAP is the **Superstars** affiliate in the Sacramento area. The station used substantial amounts of TV advertising, plus some billboard and busboard showings. Lots of bumper stickers were given out as well. Musically, the station added a few older cuts but basically stuck with the **Burkhardt/Abrams** format. **KZAP** was dominant among men 18-34 this sweep, especially in the 18-24 cell, and the numbers were up vastly over the last survey.

More female-oriented **KXOA-FM** was the only station in double-digit shares 18-34. About one-third of the station's female audience eroded, leading range. **KXOA-FM** did advertise to the marketplace, using TV and busboards.

KHYL is a rocker that enjoyed a good book this sweep. The station's increased popularity may have been due to its increased signal strength, when it went from 8200 watts to 50,000. As a format, **KHYL** plays mostly oldies, and there is really no competitor in the Sacramento metro. **KHYL** rose almost two full shares this survey, up to a mid-8 figure in the 18-34 cell.

Among the 25-54 audience, **KEWT** continues to reign supreme. **KEWT** maintained its 12 share of this older demo, while Country **KRAK** came in second, stable at a mid-8 share.

Adults 18-34

M-S, 6am-Midnight
POP(00): 3005

A/M '79	O/N '79	A/M '80
1 KZAP-FM	KZAP-FM	KZAP-FM
2 KXOA-FM	KXOA-FM	KXOA-FM
3 KHYL-FM	KROY-FM	KHYL-FM
4 KWOD-FM	KHYL-FM	KSFH-FM
5 KSFH-FM	YSEF-FM	KWOD-FM

M-F, 6-10am

1 KXOA-FM	KZAP-FM	KZAP-FM
2 KZAP-FM	KXOA-FM	KXOA-FM
3 KHYL-FM	KROY-FM	KHYL-FM
4 KWOD-FM	KFRC-AM	KSFH-FM
5 KGNR-AM	KROY-AM	KFRC-AM

M-F, 3-7pm

1 KZAP-FM	KZAP-FM	KZAP-FM
2 KHYL-FM	KXOA-FM	KXOA-FM
3 KSFH-FM	KROY-FM	KSFH-FM
4 KXOA-FM	KSFH-FM	KHYL-FM
5 KROY-FM	KHYL-FM	KWOD-FM

Adults 25-54

M-S, 6am-Midnight
POP(00): 3934

A/M '79	O/N '79	A/M '80
1 KCTC-FM	KEWT-FM	KEWT-FM
2 KEWT-FM	KRAK-AM	KRAK-AM
3 KGNR-AM	KXOA-FM	KZAP-FM
4 KRAK-AM	KGNR-AM	KXOA-FM
5 KXOA-FM	KCMS-AM	KCTC-FM

M-F, 6-10am

1 KGNR-AM	KGNR-AM	KGNR-AM
2 KRAK-AM	KRAK-AM	KRAK-AM
3 KFBK-AM	KEWT-FM	KEWT-FM
4 KEWT-FM	KFBK-AM	KXOA-FM
5 KXOA-FM	KGMS-AM	KZAP-FM

M-F, 3-7pm

1 KCTC-FM	KEWT-FM	KEWT-FM
2 KGNR-AM	KGNR-AM	KZAP-FM
3 KEWT-FM	KRAK-AM	KCTC-FM
4 KRAK-AM	KXOA-FM	KRAK-AM
5 KXOA-FM	KGMS-AM	KXOA-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 8107

A/M '79	O/N '79	A/M '80
1 KROY-AM 1694	KIWT-FM 1653	KEWT-FM 1656
2 KEWT-FM 1487	KGNR-AM 1583	KZAP-FM 1639
3 KGNR-AM 1432	KZAP-FM 1459	KROY-AM 1425
4 KROY-FM 1295	KROY-AM 1402	KGNR-AM 1399
5 KXOA-FM 1277	KFBK-AM 1322	KSFH-FM 1386

M-F, 6-10am

1 KROY-AM	KGNR-AM	KGNR-AM
2 KGNR-AM	KFWT-FM	KZAP-FM
3 KFBK-AM	KFBK-AM	KFWT-FM
4 KZAP-FM	KZAP-FM	KRAK-AM
5 KEWT-FM	KROY-AM	KFBK-AM

M-F, 3-7pm

1 KROY-AM	KFWT-FM	KZAP-FM
2 KFWT-FM	KZAP-FM	KEWT-FM
3 KGNR-AM	KGNR-AM	KROY-AM
4 KZAP-FM	KXOA-FM	KSFH-FM
5 KROY-FM	KROY-AM	KRAK-AM

Teens

M-S, 6am-Midnight
POP(00): 1097

A/M '79	O/N '79	A/M '80
1 KROY-AM	KROY-AM	KZAP-FM
2 KROY-FM	KZAP-FM	KROY-AM
3 KZAP-FM	KSFH-FM	KSFH-FM

M-F, 6-10am

1 KPOY-AM	KROY-AM	KZAP-FM
2 KROY-FM	KZAP-FM	KROY-AM
3 KZAP-FM	KROY-FM	KSFH-FM

M-F, 3-7pm

1 KROY-FM	KZAP-FM	KZAP-FM
2 KROY-AM	KROY-AM	KROY-AM
3 KZAP-FM	KSFH-FM	KSFH-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3005

A/M '79	O/N '79	A/M '80
1 KZAP-FM	KXOA-FM	KZAP-FM
2 KROY-AM	KZAP-FM	KXOA-FM
3 KXOA-FM	KROY-AM	KSFH-FM
4 KFRC-AM	KROY-FM	KROY-AM
5 KROY-FM	KFRC-AM	KHYL-FM

M-F, 6-10am

1 KZAP-FM	KZAP-FM	KZAP-FM
2 KXOA-FM	KXOA-FM	KXOA-FM
3 KFRC-AM	KROY-AM	KSFH-FM
4 KROY-AM	KROY-FM	KHYL-FM
5 KROY-FM	KFRC-AM	KROY-FM

M-F, 3-7pm

1 KZAP-FM	KZAP-FM	KZAP-FM
2 KROY-AM	KXOA-FM	KSFH-FM
3 KXOA-FM	KSFH-FM	KXOA-FM
4 KFRC-AM	KROY-FM	KROY-AM
5 KROY-FM	KHYL-FM	KHYL-FM

Adults 25-54

M-S, 6am-Midnight
POP(00): 3934

A/M '79	O/N '79	A/M '80
1 KGNR-AM	KGNR-AM	KFWT-FM
2 KEWT-FM	KFWT-FM	KGNR-AM
3 KRAK-AM	KRAK-AM	KXOA-FM
4 KCTC-FM	KFBK-AM	KRAK-AM
5 KXOA-FM	KXOA-FM	KSFH-FM

M-F, 6-10am

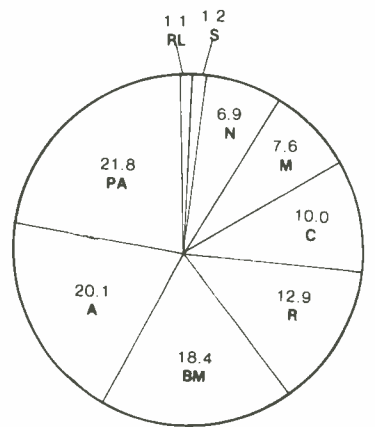
1 KGNR-AM	KGNR-AM	KGNR-AM
2 KRAK-AM	KFWT-FM	KRAK-AM
3 KEWT-FM	KRAK-AM	KEWT-FM
4 KXOA-FM	KFBK-AM	KXOA-FM
5 KFBK-AM	KGMS-AM	KFBK-AM

M-F, 3-7pm

1 KGNR-AM	KEWT-FM	KEWT-FM
2 KEWT-FM	KGNR-AM	KRAK-AM
3 KRAK-AM	KRAK-AM	KXOA-FM
4 KCTC-FM	KXOA-FM	KGNR-AM
5 KXOA-FM	KGMS-AM	KHYL-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Saginaw

METRO RANK

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Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1816

A/M '78	A/M '79	A/M '80
1 WSGW-AM	668	527
2 WSAM-AM	602	498
3 WGER-FM	488	493
4 WHNN-FM	479	425
5 WKNX-AM	347	375

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WSGW-AM	WSGW-AM	WSGW-AM
2 WSAM-AM	WSAM-AM	WIOG-FM
3 WGER-FM	WGER-FM	WKCO-FM
4 WHNN-FM	WHNN-FM	WHNN-FM
5 WKNX-AM	WKCO-FM	WGER-FM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 WSGW-AM	WGER-FM	WIOG-FM
2 WSAM-AM	WSAM-AM	WHNN-FM
3 WGER-FM	WHNN-FM	WGER-FM
4 WHNN-FM	WSGW-AM	WSGW-AM
5 WKCO-FM	WKNX-AM	WKCO-FM

Teens
M-S, 6am-Midnight
POP(00): 268

A/M '78	A/M '79	A/M '80
1 WHNN-FM	WSAM-AM	WIOG-FM
2 WSAM-AM	WHNN-FM	WHNN-FM
3 WKNX-AM	WKNX-AM	WSAM-AM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WHNN-FM	WSAM-AM	WIOG-FM
2 WSAM-AM	WHNN-FM	WHNN-FM
3 WKNX-AM	WWS-FM	WKCO-FM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 WHNN-FM	WHNN-FM	WIOG-FM
2 WSAM-AM	WSAM-AM	WHNN-FM
3 WKNX-AM	WWS-FM	WSAM-AM

Adults 25-54

M-S, 6am-Midnight
POP(00): 868

A/M '78	A/M '79	A/M '80
1 WSGW-AM	WSGW-AM	WKCO-FM
2 WGER-FM	WGER-FM	WSGW-AM
3 WSAM-AM	WSAM-AM	WGER-FM
4 WKCO-FM	WKCO-FM	WIOG-FM
5 WJR -AM	WHNN-FM	WSAM-AM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WSGW-AM	WSGW-AM	WSGW-AM
2 WGER-FM	WGER-FM	WKCO-FM
3 WSAM-AM	WSAM-AM	WGER-FM
4 WJR -AM	WKCO-FM	WWS-FM
5 WKCO-FM	WHNN-FM	WIOG-FM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 WSGW-AM	WGER-FM	WKCO-FM
2 WGER-FM	WSGW-AM	WIOG-FM
3 WSAM-AM	WKCO-FM	WSGW-AM
4 WKCO-FM	WHNN-FM	WGER-FM
5 WJR -AM	WSAM-AM	WHNN-FM

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1816

A/M '78	A/M '79	A/M '80
1 WSGW-AM	56	49
2 WGER-FM	50	42
3 WHNN-FM	25	34
4 WSAM-AM	23	31
5 WKCO-FM	21	30

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WSGW-AM	WSGW-AM	WSGW-AM
2 WGER-FM	WGER-FM	WKCO-FM
3 WSAM-AM	WSAM-AM	WIOG-FM
4 WHNN-FM	WKCO-FM	WGER-FM
5 WKCO-FM	WHNN-FM	WHNN-FM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 WGER-FM	WGER-FM	WIOG-FM
2 WSGW-AM	WWS-FM	WHNN-FM
3 WSAM-AM	WHNN-FM	WKCO-FM
4 WKCO-FM	WSGW-AM	WGER-FM
5 WHNN-FM	WKCO-FM	WWS-FM

Teens
M-S, 6am-Midnight
POP(00): 268

A/M '78	A/M '79	A/M '80
1 WHNN-FM	WWS-FM	WIOG-FM
2 WSAM-AM	WHNN-FM	WHNN-FM
3 WIOG-FM	WSAM-AM	WWS-FM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WHNN-FM	WWS-FM	WIOG-FM
2 WSAM-AM	WSAM-AM	WHNN-FM
3 WIOG-FM	WHNN-FM	WKCO-FM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 WHNN-FM	WWS-FM	WIOG-FM
2 WSAM-AM	WHNN-FM	WHNN-FM
3 WKNX-AM	WSAM-AM	WWS-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 670

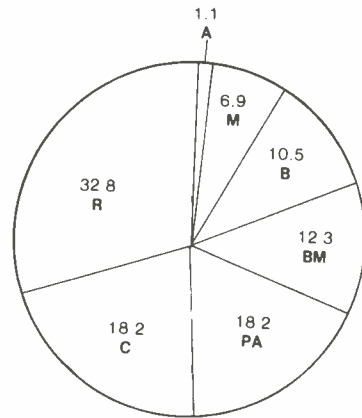
A/M '78	A/M '79	A/M '80
1 WSAM-AM	WSAM-AM	WIOG-FM
2 WHNN-FM	WHNN-FM	WHNN-FM
3 WIOG-FM	WKNX-AM	WSAM-AM
4 WSGW-AM	WKCO-FM	WKCO-FM
5 WKNX-AM	WIOG-FM	WWS-FM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WSAM-AM	WSAM-AM	WHNN-FM
2 WHNN-FM	WHNN-FM	WIOG-FM
3 WSGW-AM	WKNX-AM	WSAM-AM
4 WIOG-FM	WKCO-FM	WKCO-FM
5 WGER-FM	WGER-FM	WWS-FM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 WSAM-AM	WSAM-AM	WIOG-FM
2 WHNN-FM	WHNN-FM	WHNN-FM
3 WIOG-FM	WKNX-AM	WSAM-AM
4 WSGW-AM	WKCO-FM	WKCO-FM
5 WGER-FM	WGER-FM	WWS-FM



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish T-Talk

Adults 18-34
M-S, 6am-Midnight
POP(00): 670

A/M '78	A/M '79	A/M '80
1 WSAM-AM	WHNN-FM	WHNN-FM
2 WHNN-FM	WWS-FM	WIOG-FM
3 WGER-FM	WSAM-AM	WKCO-FM
4 WSGW-AM	WKNX-AM	WWS-FM
5 WIOG-FM	WGER-FM	WSAM-AM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WSAM-AM	WSAM-AM	WHNN-FM
2 WHNN-FM	WHNN-FM	WIOG-FM
3 WSGW-AM	WGER-FM	WKCO-FM
4 WGER-FM	WWS-FM	WSAM-AM
5 WKNX-AM	WKNX-AM	WWS-FM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 WSAM-AM	WHNN-FM	WHNN-FM
2 WSGW-AM	WWS-FM	WIOG-FM
3 WIOG-FM	WGER-FM	WWS-FM
4 WGER-FM	WSAM-AM	WKCO-FM
5 WKCO-FM	WKNX-AM	WGER-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 868

A/M '78	A/M '79	A/M '80
1 WGER-FM	WGER-FM	WKCO-FM
2 WSGW-AM	WSGW-AM	WSGW-AM
3 WKCO-FM	WKCO-FM	WGER-FM
4 WSAM-AM	WHNN-FM	WWS-FM
5 WJR -AM	WWS-FM	WIOG-FM

M-F, 6-10am

A/M '78	A/M '79	A/M '80
1 WSGW-AM	WSGW-AM	WKCO-FM
2 WGER-FM	WGER-FM	WSGW-AM
3 WSAM-AM	WKCO-FM	WGER-FM
4 WKCO-FM	WHNN-FM	WWS-FM
5 WJR -AM	WSAM-AM	WSAM-AM

M-F, 3-7pm

A/M '78	A/M '79	A/M '80
1 WGER-FM	WGER-FM	WKCO-FM
2 WSGW-AM	WKCO-FM	WIOG-FM
3 WKCO-FM	WSGW-AM	WGER-FM
4 WSAM-AM	WWS-FM	WWS-FM
5 WJR -AM	WHNN-FM	WSGW-AM

St. Louis

METRO RANK **12**

A/M '80 Market Overview

CBS's KMOX continues to be the "talk" of St. Louis, but while the station was its usual dominant self, there was slippage this sweep among females. As for the rest of the market, **AOR KSHE** continued to lead the 18-34 adult standings, while **WWWK** tied **KMOX** for second in that audience group.

In the O/N '79 survey **KSHE** had almost a 19 share of the young adult audience, but that lead diminished to the mid-14 range. **KSHE** advertised using TV, billboards, and bumper stickers this survey, and the on-air sizzle consisted of a giant cash-call giveaway. **KSHE** may have suffered during the sweep since **PD Ted Habeck** left before the survey to take a job in the L.A. market.

Doubleday's WWWK also slipped this sweep, moving from a 12 share in the fall to a mid-9 share 18-34. While **KSHE** saw some erosion in its

numbers, **WWWK's** female figures were most hurt in this book.

Two stations that may have caused declines in the fortunes of others were **KMJM** and **KSLQ**. **KSLQ** went more mass appeal and garnered a 7 share, while **KMJM** obtained almost a 6 share in its first **Arbitron** outing. **KSLQ** went through some revisions, hiring a new staff, except for the morning drive personality, several months before the book started; taking the music more mass appeal; and giving away a pound of gold on-air. Advertising was utilized, consisting of TV commercials, busboards, and **VW Beetleboards**. As a result of all this, **KSLQ's** male numbers more than doubled, especially in mid-day and afternoon drive.

In **elder demos**, while **KMOX** was dropping three shares (to 22), **Country WIL-FM** became the new runner-up. **WIL-FM** landed a mid-8 share, while **KEZK** slipped to a mid-7 figure and **KXOK** dropped more than two shares also, to a mid-7 share.

One station that made a positive move in the older demos was **WRTH**. Formerly a Beautiful Music station, **WRTH** changed to an adult personality-oriented sound and saw some benefit in the result. **WRTH** advertised with a multi-media effort, using TV, busboards, and billboards in a coordinated push.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 19739

A/M '79	O/N '79	A/M '80
1 KMOX-AM 26.5	KMOX-AM 24.4	KMOX-AM (7) 21.6
2 KEZK-FM 6.9	KSHE-FM 8.9	WWWK-FM (9) 7.8
3 KSLQ-FM 6.5	WWWK-FM 8.1	KSHE-FM (A) 7.6
4 KSHE-FM 5.5	KEZK-FM 7.4	KEZK-FM (9M) 6.4
5 KXOK-AM 5.5	KXOK-AM 6.2	WIL -FM (C) 5.7
6 KWK -AM 4.9	WIL -FM 5.6	WRTH-AM (PA) 5.5
7 WIL -FM 4.4	WRTH-AM 3.9	KSLQ-FM (9) 5.1
8 WWWK-FM 4.3	KMOX-FM 3.5	KXOK-AM (9) 5.0
9 WIL -AM 4.2	WIL -AM 3.4	KMJM-FM (9) 3.6
10 WRTH-AM 3.9	KSLQ-FM 3.2	KMOX-FM (PA) 3.5
11 KSD -AM 3.6	KKSS-FM 3.2	WIL -AM (C) 3.3
12 KKSS-FM 3.4	KWK -AM 2.9	KATZ-AM (9M) 2.6
13 KMOX-FM 3.2	KATZ-AM 2.7	WESL-AM (9) 2.6
14 KATZ-AM 2.7	KSD -AM 2.6	KADI-FM (PA) 2.4
15 KADI-FM 1.8	WESL-AM 1.7	KSD -AM (9) 2.3
16 WESL-AM 1.8	KADI-FM 1.6	KWK -AM (9) 2.2
17 KCFM-FM 1.4	KCFM-FM 1.0	KCFM-FM (9M) 1.6
18 KIRL-AM 0.7	WEW -AM 0.9	XADI-AM (9) 1.4
19 WIBV-AM 0.6	XXEN-AM 0.6	WZEN-FM (9M) 1.0
20 WOKZ-AM 0.6	WIBV-AM 0.5	WIBV-AM (PA) 0.9
21 KKOJ-AM 0.5	WZEN-FM 0.5	KIRL-AM (C) 0.8
22 WEW -AM 0.4	KLPW-AM 0.5	WEW -AM (9M) 0.7
23 KSCF-FM 0.4	WGND-AM 0.4	KLPW-AM (9M) 0.6
24 WZEN-FM 0.3	KIRL-AM 0.4	WGND-AM (9M) 0.3
25 WHRV-FM 0.3	KSTL-AM 0.4	KXEN-AM (9M) 0.3
26 KXEN-AM 0.3	KLPW-FM 0.2	

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 19739

A/M '79	O/N '79	A/M '80
1 KMOX-AM 841	KMOX-AM 770	KMOX-AM 702
2 KEZK-FM 219	KSHE-FM 279	WWWK-FM 252
3 KSLQ-FM 205	WWWK-FM 256	KSHE-FM 246
4 KSHE-FM 176	KEZK-FM 232	KEZK-FM 209
5 KXOK-AM 173	KXOK-AM 194	WIL -FM 186
6 KWK -AM 156	WIL -FM 176	WRTH-AM 179
7 WIL -FM 140	WRTH-AM 124	KSLQ-FM 165
8 WWWK-FM 135	KMOX-FM 111	KXOK-AM 162
9 WIL -AM 133	WIL -AM 108	KMJM-FM 118
10 WRTH-AM 125	KSLQ-FM 102	KMOX-FM 114

M-F, 6-10am

1 KMOX-AM	KMOX-AM	KMOX-AM
2 KSLQ-FM	KXOK-AM	WWWK-FM
3 WIL -AM	WWWK-FM	WRTH-AM
4 KSD -AM	KSRE-FM	KXOK-AM
5 KXOK-AM	WIL -FM	KSHE-FM
6 KEZK-FM	KEZK-FM	WIL -FM
7 KSHE-FM	WRTH-AM	KEZK-FM
8 KWK -AM	WIL -AM	KSLQ-FM
9 WIL -FM	KSLQ-FM	WIL -AM
10 WRTH-AM	KSD -AM	KSD -AM

M-F, 3-7pm

1 KMOX-AM	KMOX-AM	KMOX-AM
2 KSLQ-FM	WWWK-FM	WWWK-FM
3 KEZK-FM	KSHE-FM	KSHE-FM
4 KSHE-FM	KEZK-FM	KEZK-FM
5 KXOK-AM	KXOK-AM	WRTH-AM
6 WWWK-FM	WIL -FM	WIL -FM
7 KWK -AM	KWK -AM	KSLQ-FM
8 WIL -FM	WRTH-AM	KXOK-AM
9 WIL -AM	KMOX-FM	WIL -AM
10 WRTH-AM	KKSS-FM	KMOX-FM

Teens
M-S, 6am-Midnight
POP(00): 2701

A/M '79	O/N '79	A/M '80
1 WWWK-FM	WWWK-FM	WWWK-FM
2 KSLQ-FM	KSHE-FM	KSHE-FM
3 KWK -AM	KWK -AM	KSLQ-FM

M-F, 6-10am

1 KSLQ-FM	WWWK-FM	WWWK-FM
2 WWWK-FM	KSLQ-FM	KSLQ-FM
3 KWK -AM	KSHE-FM	KSHE-FM

M-F, 3-7pm

1 KSLQ-FM	WWWK-FM	WWWK-FM
2 WWWK-FM	KSHE-FM	KSLQ-FM
3 KWK -AM	KATZ-AM	KSHE-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 6926

A/M '79	O/N '79	A/M '80
1 KSHE-FM	KSHE-FM	KSHE-FM
2 KSLQ-FM	WWWK-FM	WWWK-FM
3 KMOX-AM	KXOK-AM	KMOX-AM
4 KXOK-AM	KMOX-AM	KXOK-AM
5 KKSS-FM	KKSS-FM	KSLQ-FM
6 KWK -AM	KSLQ-FM	KMOX-FM
7 WWWK-FM	KMOX-FM	WIL -FM
8 KMOX-FM	WIL -FM	KADI-FM
9 WIL -FM	KWK -AM	KMJM-FM
10 KSD -AM	KEZK-FM	KADI-FM

M-F, 6-10am

1 KMOX-AM	KMOX-AM	KMOX-AM
2 KSHE-FM	KSHE-FM	KSHE-FM
3 KSLQ-FM	KXOK-AM	KXOK-AM
4 KXOK-AM	WWWK-FM	WWWK-FM
5 KSD -AM	KSLQ-FM	KSLQ-FM
6 KWK -AM	WIL -FM	WIL -FM
7 KMOX-FM	KWK -AM	KMOX-FM
8 WIL -FM	KMOX-FM	KADI-FM
9 KKSS-FM	KKSS-FM	KMJM-FM
10 WWWK-FM	KADI-FM	WIL -AM

M-F, 3-7pm

1 KSHE-FM	KSHE-FM	KSHE-FM
2 KSLQ-FM	WWWK-FM	WWWK-FM
3 KXOK-AM	KXOK-AM	KXOK-AM
4 KMOX-AM	KMOX-AM	KMOX-AM
5 KKSS-FM	KWK -AM	KSLQ-FM
6 KWK -AM	KKSS-FM	KMOX-FM
7 WWWK-FM	KSLQ-FM	WIL -FM
8 KADI-FM	KMOX-FM	KADI-FM
9 KSD -AM	WIL -FM	KMJM-FM
10 KATZ-AM	KADI-FM	KWK -AM

Adults 25-54

M-S, 6am-Midnight
POP(00): 9291

A/M '79	O/N '79	A/M '80
1 KMOX-AM	KMOX-AM	KMOX-AM
2 KXOK-AM	KXOK-AM	WIL -FM
3 KEZK-FM	KEZK-FM	KXOK-AM
4 KSD -AM	WIL -FM	KEZK-FM
5 WIL -AM	WIL -AM	WRTH-AM
6 WIL -FM	KMOX-FM	WIL -AM
7 KSLQ-FM	WWWK-FM	KSLQ-FM
8 WRTH-AM	KKSS-FM	KMOX-FM
9 KMOX-FM	WRTH-AM	KSHE-FM
10 KWK -AM	KSHE-FM	KMJM-FM

M-F, 6-10am

1 KMOX-AM	KMOX-AM	KMOX-AM
2 KSD -AM	KXOK-AM	WIL -FM
3 KXOK-AM	WIL -FM	KXOK-AM
4 WIL -AM	WIL -AM	WIL -AM
5 KEZK-FM	KEZK-FM	KEZK-FM
6 KSLQ-FM	KSD -AM	WRTH-AM
7 WIL -FM	WRTH-AM	KMOX-FM
8 KMOX-FM	KSHE-FM	KSD -AM
9 WRTH-AM	KMOX-FM	KSHE-FM
10 KWK -AM	KSLQ-FM	KSLQ-FM

M-F, 3-7pm

1 KMOX-AM	KMOX-AM	KMOX-AM
2 KXOK-AM	KXOK-AM	WIL -FM
3 KEZK-FM	KEZK-FM	KXOK-AM
4 WIL -AM	WWWK-FM	KEZK-FM
5 WIL -FM	WIL -FM	WRTH-AM
6 KSD -AM	KMOX-FM	WIL -AM
7 KSLQ-FM	WIL -AM	KSLQ-FM
8 WRTH-AM	KKSS-FM	KATZ-AM
9 KKSS-FM	KSHE-FM	KSHE-FM
10 KWK -AM	WRTH-AM	KMOX-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 19739

A/M '79	O/N '79	A/M '80
1 KMOX-AM 8933	KMOX-AM 8462	KMOX-AM 853
2 KSLQ-FM 3516	KXOK-AM 3626	WWWK-FM 368
3 KXOK-AM 3328	WWWK-FM 3504	KSLQ-FM 339
4 KSD -AM 3038	KEZK-FM 3151	KXOK-AM 315
5 KWK -AM 2987	KSHE-FM 2822	KSHE-FM 296
6 KSHE-FM 2858	KSLQ-FM 2817	KEZK-FM 293
7 KEZK-FM 2551	KMOX-FM 2385	WIL -FM 268
8 WRTH-AM 2377	WIL -FM 2350	WRTH-AM 258
9 WIL -AM 2237	KSD -AM 2289	KMOX-FM 232
10 WIL -FM 2214	KWK -AM 2222	WIL -AM 205

M-F, 6-10am

1 KMOX-AM	KMOX-AM	KMOX-AM
2 KSLQ-FM	WWWK-FM	WWWK-FM
3 KSD -AM	KXOK-AM	KXOK-AM
4 KXOK-AM	KSHE-FM	KSLQ-FM
5 KWK -AM	WIL -FM	WIL -FM
6 KSHE-FM	KSLQ-FM	KSHE-FM
7 WIL -AM	KEZK-FM	WRTH-AM
8 WRTH-AM	KWK -AM	KEZK-FM
9 WWWK-FM	WIL -AM	WIL -AM
10 WIL -FM	KMOX-FM	KSD -AM

M-F, 3-7pm

1 KMOX-AM	KMOX-AM	KMOX-AM
2 KSLQ-FM	WWWK-FM	WWWK-FM
3 KWK -AM	KXOK-AM	KXOK-AM
4 KXOK-AM	KSHE-FM	KSHE-FM
5 KSHE-FM	KEZK-FM	KSLQ-FM
6 WWWK-FM	WIL -FM	KEZK-FM
7 KEZK-FM	KSLQ-FM	WIL -FM
8 WIL -FM	KWK -AM	WRTH-AM
9 KSD -AM	WRTH-AM	WIL -AM
10 WRTH-AM	KMOX-FM	KWK -AM

Teens

M-S, 6am-Midnight
POP(00): 2701

A/M '79	O/N '79	A/M '80
1 KSLQ-FM	WWWK-FM	WWWK-FM
2 KWK -AM	KWK -AM	KSLQ-FM
3 WWWK-FM	KSLQ-FM	KSRE-FM

M-F, 6-10am

1 KSLQ-FM	WWWK-FM	WWWK-FM
2 WWWK-FM	KWK -AM	KSLQ-FM
3 KWK -AM	KSLQ-FM	KSHE-FM

M-F, 3-7pm

1 WWWK-FM	WWWK-FM	WWWK-FM
2 KSLQ-FM	KSHE-FM	KSLQ-FM
3 KWK -AM	KWK -AM	KSRE-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 6926

A/M '79	O/N '79	A/M '80
1 KMOX-AM	KXOK-AM	KMOX-AM
2 KSLQ-FM	KMOX-AM	KSHE-FM
3 KXOK-AM	KSHE-FM	KSLQ-FM
4 KSHE-FM	WWWK-FM	WWWK-FM
5 KWK -AM	KSLQ-FM	KXOK-AM
6 KSD -AM	KSLQ-FM	KADI-FM
7 KADI-FM	KWK -AM	WIL -FM
8 WWWK-FM	KKSS-FM	KMOX-FM
9 KKSS-FM	KADI-FM	KWK -AM
10 KMOX-FM	WIL -FM	KMJM-FM

M-F, 6am-10am

1 KMOX-AM	KMOX-AM	KXOK-AM
2 KSHE-FM	KXOK-AM	KSHE-FM
3 KSLQ-FM	KSHE-FM	KMOX-AM
4 KXOK-AM	WWWK-FM	WWWK-FM
5 KWK -AM	KSLQ-FM	KSLQ-FM
6 KSD -AM	KWK -AM	WIL -FM
7 WWWK-FM	WIL -FM	KMJM-FM
8 KKSS-FM	KMOX-FM	KMOX-FM
9 KADI-FM	KKSS-FM	KADI-FM
10 KMOX-FM	KADI-FM	KWK -AM

M-F, 3-7pm

1 KSLQ-FM	KSHE-FM	KSHE-FM
2 KSHE-FM	KXOK-AM	WWWK-FM
3 KXOK-AM	WWWK-FM	KMOX-AM
4 KMOX-AM	KSHE-FM	KXOK-AM
5 KWK -AM	KSLQ-FM	KSLQ-FM
6 KADI-FM	KWK -AM	KADI-FM
7 KKSS-FM	KMOX-FM	WIL -FM
8 KSD -AM	WIL -FM	KWK -AM
9 WWWK-FM	KKSS-FM	KMOX-FM
10 KATZ-AM	KADI-FM	KMJM-FM

Adults 25-54

M-S, 6am-Midnight
POP(00): 9291

A/M '79	O/N '79	A/M '80
1 KMOX-AM	KMOX-AM	KMOX-AM
2 KXOK-AM	KXOK-AM	KXOK-AM
3 KSD -AM	KEZK-FM	WIL -FM
4 WIL -AM	WIL -FM	KEZK-FM
5 KEZK-FM	KMOX-FM	KMOX-FM
6 WIL -FM	KSLQ-FM	WIL -AM
7 KMOX-FM	WIL -AM	KSLQ-FM
8 KSLQ-FM	KSD -AM	WRTH-AM
9 WRTH-AM	WWWK-FM	WWWK-FM
10 KWK -AM	KKSS-FM	KSD -AM

Salinas-Seaside-Monterey

METRO RANK

120

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2341

A/M '79	O/N '79	A/M '80
1 KDON-FM 15.9	KDON-FM 17.8	KDON-FM (R) 11.4
2 KTOM-AM 11.6	KGO AM 9.1	KIDD-AM (R) 10.9
3 KGO -AM 10.6	KCTY-AM 8.9	KGO -AM (M/T) 9.3
4 KWTY-FM 9.9	KIDD-AM 7.9	KWTY-FM (BB) 8.2
5 KWAV-FM 5.3	KTOM-AM 5.7	KWAV-FM (PA) 7.2
6 KLRB-FM 4.8	KWTY-FM 5.4	KCTY-AM (B) 5.9
7 KIDD-AM 4.3	KWAV-FM 4.0	KTOM-AM (C) 5.1
8 KDON-AM 3.5	KCBS-AM 3.7	KBAY-FM (A) 4.0
9 KNBR-AM 3.5	KDON-AM 3.0	KNBR-AM (PA) 3.5
10 KSJO-FM 3.5	KBAY-FM 3.0	KRAY-FM (C) 3.5
11 KCTY-AM 2.8	KRAY-FM 3.0	KFAT-FM (C) 3.5
12 KOKQ-FM 2.3	KOKQ-FM 2.7	KCBS-AM (R) 3.2
13 KBAY-FM 2.3	KLRB-FM 2.2	KOKQ-FM (R) 1.9
14 KCBS-AM 2.3	KSJO-FM 2.0	KOCN-FM (A) 1.9
15 KFAT-FM 2.3	KSCO-AM 1.7	KARA-FM (PA) 1.9
16 KFRM-AM 0.8	KFAT-FM 1.2	KLOK-AM (PA) 1.3
17 KESE-AM 0.8	KFRM-AM 0.7	KSJO-FM (A) 1.3
18 KOCN-FM 0.8	KLOK-AM 0.7	KSCO-AM (BB) 1.1
19 KDFC-FM 0.8	KESE AM 0.7	KESE-AM (PA) 0.8
20 KRKC-AM 0.5	KOCN-FM 0.5	KDON-AM (PA) 0.8
21 KIBE-AM	KARA-FM 0.5	KSCO-FM (BB) 0.3
22	KRML-AM 0.5	
23	KRAK-AM 0.5	

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2341

A/M '79	O/N '79	A/M '80
1 KDON-FM 63	KDON-FM 72	KDON-FM 43
2 KTOM-AM 46	KGO -AM 37	KIDD-AM 41
3 KGO -AM 42	KCTY-AM 36	KGO -AM 35
4 KWTY-FM 39	KIDD-AM 32	KWTY-FM 31
5 KWAV-FM 21	KTOM-AM 23	KWAV-FM 27

M-F, 6-10am

1 KTOM-AM	KDON-FM	KIDD-AM
2 KGO -AM	KGO -AM	KGO -AM
3 KDON-FM	KIDD-AM	KDON-FM
4 KWTY-FM	KCTY-AM	KWAV-FM
5 KIDD-AM	KTOM-AM	KCBS-AM

M-F, 3-7pm

1 KDON-FM	KDON-FM	KIDD-AM
2 KWTY-FM	KIDD-AM	KDON-FM
3 KTOM-AM	KCTY-AM	KWTY-FM
4 KGO -AM	KGO -AM	KGO -AM
5 KWAV-FM	KWTY-FM	KWAV-FM

Teens

M-S, 6am-Midnight

POP(00): 294

A/M '79	O/N '79	A/M '80
1 KDON-FM	KDON-FM	KDON-FM
2 KIDD-AM	KIDD-AM	KIDD-AM
3 KCTY-AM	KCTY-AM	KOKQ-FM

M-F, 6-10am

1 KDON-FM	KIDD-AM	KDON-FM
2 KIDD-AM	KDON-FM	KIDD-AM
3 KNBR-AM	KRAY-FM	KCTY-AM

M-F, 3-7pm

1 KDON-FM	KIDD-AM	KIDD-AM
2 KIDD-AM	KDON-FM	KDON-FM
3 KCTY-AM	KRAY-FM	KOKQ-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 974

A/M '79	O/N '79	A/M '80
1 KDON-FM	KDON-FM	KDON-FM
2 KTOM-AM	KCTY-AM	KWAV-FM
3 KLRB-FM	KIDD-AM	KIDD-AM
4 KWAV-FM	KWAV-FM	KLRB-FM
5 KDON-AM	KLRB-FM	KFAT FM

M-F, 6-10am

1 KTOM-AM	KDON-FM	KIDD-AM
2 KDON-FM	KCTY-AM	KWAV-FM
3 KLRB-FM	KIDD-AM	KDON-FM
4 KWAV-FM	KDON-AM	KCBS-AM
5 KSJO-FM	KRAY-FM	KGO -AM

M-F, 3-7pm

1 KDON-FM	KDON-FM	KDON-FM
2 KTOM-AM	KIDD-AM	KWAV-FM
3 KLRB-FM	KWAV-FM	KIDD-AM
4 KWAV-FM	KOKQ-FM	KFAT-FM
5 KSJO-FM	KWTY-FM	KLRB-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1049

A/M '79	O/N '79	A/M '80
1 KTOM-AM	KCTY-AM	KCTY-AM
2 KWTY-FM	KGO -AM	KWAV-FM
3 KDON-FM	KDON-FM	KIDD-AM
4 KGO -AM	KTOM-AM	KGO -AM
5 KWAV-FM	KWTY-FM	KWTY-FM

M-F, 6-10am

1 KTOM-AM	KGO -AM	KGO -AM
2 KGO -AM	KTOM-AM	KIDD-AM
3 KWTY-FM	KCTY-AM	KCTY-AM
4 KDON-FM	KDON-FM	KWAV-FM
5 KWAV-FM	KCBS-AM	KTOM-AM

M-F, 3-7pm

1 KDON-FM	KDON-FM	KWAV-FM
2 KWTY-FM	KWTY-FM	KWTY-FM
3 KTOM-AM	KGO -AM	KIDD-AM
4 KWAV-FM	KTOM-AM	KBAY-FM
5 KGO -AM	KIDD-AM	KGO -AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2341

A/M '79	O/N '79	A/M '80
1 KDON-FM 758	KDON-FM 768	KIDD-AM 664
2 KGO -AM 450	KIDD-AM 582	KDON-FM 491
3 KDON-AM 423	KGO -AM 470	KGO -AM 446
4 KTOM-AM 400	KWTY-FM 321	KWAV-FM 326
5 KIDD-AM 380	KWAV-FM 317	KWTY-FM 310

M-F, 6-10am

1 KDON-FM	KDON-FM	KIDD-AM
2 KGO -AM	KIDD-AM	KDON-FM
3 KTOM-AM	KGO -AM	KGO -AM
4 KDON-AM	KTOM-AM	KWAV-FM
5 KIDD-AM	KCTY-AM	KWTY-FM

M-F, 3-7pm

1 KDON-FM	KDON-FM	KIDD-AM
2 KWTY-FM	KIDD-AM	KDON-FM
3 KGO -AM	KGO AM	KGO -AM
4 KDON-AM	KWTY-FM	KWTY-FM
5 KLRB-FM	KCBS-AM	KWAV-FM

Teens

M-S, 6am-Midnight

POP(00): 294

A/M '79	O/N '79	A/M '80
1 KDON-FM	KDON-FM	KDON-FM
2 KIDD-AM	KIDD-AM	KIDD-AM
3 KDON-AM	KSJO-FM	KOKQ-FM

M-F, 6-10am

1 KDON-FM	KDON-FM	KDON-FM
2 KIDD-AM	KIDD-AM	KIDD-AM
3 KOKQ-FM	KCTY-AM	KOKQ-FM

M-F, 3-7pm

1 KDON-FM	KDON-FM	KDON-FM
2 KIDD-AM	KIDD-AM	KIDD-AM
3 KCTY-AM	KCTY-AM	KOKQ-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 974

A/M '79	O/N '79	A/M '80
1 KDON-FM	KDON-FM	KIDD-AM
2 KDON-AM	KIDD-AM	KDON-FM
3 KLRB-FM	KWAV-FM	KWAV-FM
4 KTOM-AM	KDON-AM	KSJO-FM
5 KIDD-AM	KLRB-FM	KGO -AM

M-F, 6-10am

1 KDON-FM	KDON-FM	KIDD-AM
2 KDON-AM	KIDD-AM	KDON-FM
3 KLRB-FM	KCTY-AM	KWAV-FM
4 KTOM-AM	KDON-AM	KL RB-FM
5 KWAV-FM	KWAV-FM	KCBS-AM

M-F, 3-7pm

1 KDON-FM	KDON-FM	KIDD-AM
2 KDON-AM	KIDD-AM	KDON-FM
3 KLRB-FM	KWAV-FM	KWAV-FM
4 KSJO-FM	KDON-AM	KSJO-FM
5 KWAV-FM	KOKQ-FM	KL RB-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1049

A/M '79	O/N '79	A/M '80
1 KDON-FM	KGO AM	KIDD-AM
2 KTOM-AM	KDON-FM	KGO -AM
3 KWTY-FM	KWAV-FM	KTOM-AM
4 KWAV-FM	KIDD-AM	KWAV-FM
5 KGO -AM	KTOM-AM	KWAV-FM

M-F, 6-10am

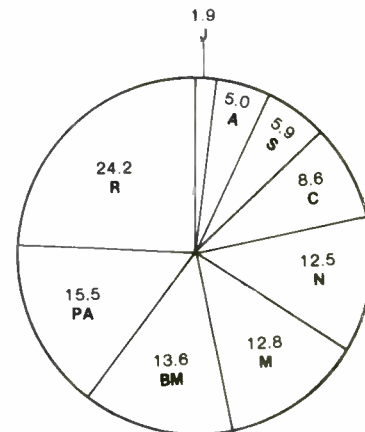
1 KGO -AM	KGO -AM	KIDD-AM
2 KTOM-AM	KTOM-AM	KGO -AM
3 KDON-FM	KDON-FM	KTOM-AM
4 KWTY-FM	KCTY-AM	KWAV-FM
5 KWAV-FM	KIDD-AM	KWTY-FM

M-F, 3-7pm

1 KDON-FM	KDON-FM	KIDD-AM
2 KWTY-FM	KDON-FM	KGO -AM
3 KWAV-FM	KWTY-FM	KWAV-FM
4 KTOM-AM	KIDD-AM	KWTY-FM
5 KGO -AM	KTOM-AM	KTOM-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Salt Lake City-Ogden

METRO RANK **49**

A/M '80 Market Overview

ESF was implemented here for the first time during this survey, but the standings did not appear to be radically rearranged. **Arbltron** estimated that approximately 24% of the metro households were not in the phone directories, and the percentage of total in-tab that was received from ESF persons closely matched that figure.

Bonneville's KSL again led the market, tied this sweep with **AOR KCPX-FM**. KSL was strong in the 25+ demos, while **KCPX-FM** led the 18-24 cell.

Among young adults, **KCPX-FM** was the pacesetter with a share in the mid-13 range. For this sweep the station went from an automated format to live personalities, and more than usual was spent on media to plug the change. TV dominated the advertising effort, and some outdoor boards were used. Following **KCPX-FM** were **KALL-AM** and **KALL-FM**. **KALL-FM** increased its share of young adults

by 50% this survey, with most of the increase coming from female listeners. The station earned an 18-34 share in the mid-9 bracket. **KALL-AM**, on the other hand, fell from a mid-10 share in the fall to a mid-8 figure. **KALL's** listening audience didn't dip much, but the station's share dropped due to an increase in the amount of reported listening in the 18-34 demographic (an outgrowth of ESF).

However, **KALL** increased its lead in 25-54 listeners. **KALL** rose two shares up to a mid-13 notch with a well-spread appeal among the discrete demos with the 25-54 group. **KSL** remained stable with a mid-10 share in the 25-54 category. The station spent money on TV and used billboards for a change of pace. Contrary to its usual practice, **KSL** did little in the way of on-air contests or promotions.

One effect of the initial implementation of ESF in a market is that stations with a Country format often go up, while Beautiful Music stations suffer. Such may have been the case in Salt Lake, as **KSOP** enjoyed a good book, while **KSFI** slid somewhat. **KSOP-FM** added almost four shares to its 25-54 total, ending with a 9 share. The station advertised itself using TV and busboards and employed a budget bigger than last fall's. **KSFI's** audience slipped in the midday and afternoon drive segments, especially among female listeners.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 6562

A/M '79	O/N '79	A/M '80
1 KLUB-AM 9.3	KSL -AM 10.5	KSL -AM (PA) 8.5
2 KSL -AM 9.2	KCPX-FM 9.9	KCPX-FM (A) 8.5
3 KSFI FM 8.8	KALL-AM 7.7	KALL-AM (PA) 7.7
4 KCPX-AM 8.3	KLUB-AM 7.3	KLUB-AM (BM) 6.6
5 KALL-AM 7.0	KCPX-FM 7.0	KSO P-FM (C) 6.6
6 KCPX-FM 6.1	KSFI-FM 6.5	KALL-FM (PA) 6.1
7 KSOP-FM 5.3	KRSP-FM 5.7	KSFI-FM (BM) 6.0
8 KRSP-FM 4.9	KALL-FM 4.0	KCPX-AM (R) 5.8
9 KSXX-AM 3.7	KISN-FM 4.0	KRSP-FM (R) 4.9
10 KISN-FM 3.5	KSOP-FM 3.9	KRGO-AM (C) 4.4
11 KALL-FM 3.5	KRGO-AM 3.5	KDAB-FM (PA) 4.3
12 KRGO-AM 3.4	KRSP-AM 3.0	KSXX-AM (N) 3.8
13 KRSP-AM 2.9	KZAN-FM 2.8	KISN-FM (BM) 2.9
14 KDAB-FM 2.5	KSOP-AM 2.7	KZAN-FM (C) 2.8
15 KSOP-AM 2.2	KDAB-FM 2.4	KRSP-AM (PA) 2.7
16 KAYK-FM 1.9	KAYK-FM 2.3	KPRQ-AM (PA) 2.5
17 KWMS-AM 1.5	KSXX-AM 2.2	KWMS-AM (N) 1.6
18 KLO -AM 1.4	KJQN-AM 1.9	KAYK-FM (PA) 1.5
19 KWHO-FM 1.4	KWHO-FM 1.8	KJQN-AM (R) 1.4
20 KPRQ-AM 1.0	KPRQ-AM 1.7	KWHO-FM (BB) 1.3
21 KZAN-FM 1.0	KLO -AM 0.9	KSOP-AM (C) 1.3
22 KSVN-AM 0.9	KSVN-AM 0.9	KLO -AM (R) 1.1
23 KJQN-AM 0.9	KWMS-AM 0.9	KSVN-AM (C) 1.0
24 KQPD-FM 0.5	KWHO-AM 0.8	
25 KWHO-AM 0.4		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6562

A/M '79	O/N '79	A/M '80
1 KLUB-AM 85	KSL -AM 92	KSL -AM 84
2 KSL -AM 84	KCPX-FM 87	KCPX-FM 84
3 KSFI-FM 81	KALL-AM 68	KALL-AM 76
4 KCPX-AM 76	KLUB-AM 64	KLUB-AM 65
5 KALL-AM 64	KCPX-AM 62	KSOP-FM 65

M-F, 6-10am

1 KSL -AM	KSL -AM	KALL-AM
2 KALL-AM	KALL-AM	KSL -AM
3 KCPX-AM	KLUB-AM	KLUB-AM
4 KLUB-AM	KCPX-AM	KCPX-AM
5 KSFI-FM	KCPX-FM	KCPX-FM

M-F, 3-7pm

1 KSFI-FM	KCPX-FM	KCPX-FM
2 KLUB-AM	KALL-AM	KALL-AM
3 KSL -AM	KCPX-AM	KALL-FM
4 KCPX-AM	KSL -AM	KRGO-AM
5 KCPX-FM	KLUB-AM	KRSP-FM

Teens
M-S, 6am-Midnight
POP(00): 962

A/M '79	O/N '79	A/M '80
1 KCPX-AM	KRSP-FM	KCPX-AM
2 KRSP-FM	KCPX-AM	KRSP-FM
3 KCPX-FM	KCPX-FM	KCPX-FM

M-F, 6-10am

1 KCPX-AM	KCPX-AM	KCPX-AM
2 KRSP-FM	KRSP-FM	KRSP-FM
3 KCPX-FM	KCPX-FM	KCPX-FM

M-F, 3-7pm

1 KRSP-FM	KRSP-FM	KCPX-FM
2 KCPX-AM	KCPX-AM	KCPX-AM
3 KCPX-FM	KCPX-FM	KRSP-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 2649

A/M '79	O/N '79	A/M '80
1 KCPX-AM	KCPX-FM	KCPX-FM
2 KCPX-FM	KALL-AM	KALL-FM
3 KALL-AM	KCPX-AM	KALL-AM
4 KALL-FM	KSL -AM	KDAB-FM
5 KSL -AM	KALL-FM	KSL -AM

M-F, 6-10am

1 KALL-AM	KALL-AM	KALL-AM
2 KCPX-AM	KCPX-AM	KCPX-AM
3 KCPX-FM	KCPX-FM	KSL -AM
4 KSL -AM	KSL -AM	KALL-FM
5 KALL-FM	KALL-FM	KALL-FM

M-F, 3-7pm

1 KCPX-AM	KCPX-FM	KCPX-FM
2 KCPX-FM	KALL-AM	KALL-FM
3 KALL-AM	KCPX-AM	KALL-AM
4 KALL-FM	KALL-FM	KRSP-FM
5 KSL -AM	KRSP-AM	KRGO-AM

Adults 25-54

M-S, 6am-Midnight
POP(00): 3117

A/M '79	O/N '79	A/M '80
1 KSL -AM	KALL-AM	KALL-AM
2 KALL-AM	KSL -AM	KSL -AM
3 KSFI FM	KSFI-FM	KSO P-FM
4 KSOP-FM	KLUB-AM	KALL-FM
5 KLUB-AM	KALL-FM	KLUB-AM

M-F, 6-10am

1 KALL-AM	KALL-AM	KALL-AM
2 KSL -AM	KSL -AM	KSL -AM
3 KLUB-AM	KLUB-AM	KSO P-FM
4 KSFI FM	KCPX-AM	KLUB-AM
5 KSOP-FM	KRGO-AM	KALL-FM

M-F, 3-7pm

1 KSFI-FM	KALL-AM	KALL-AM
2 KSL -AM	KSL -AM	KSO P-FM
3 KALL-AM	KLUB-AM	KSL -AM
4 KSOP-FM	KALL-FM	KRGO-AM
5 KLUB-AM	KSFI-FM	KALL-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6562

A/M '79	O/N '79	A/M '80
1 KSL -AM 1664	KSL -AM 1730	KSL -AM 1537
2 KCPX-AM 1638	KCPX-AM 1618	KCPX-AM 1354
3 KLUB-AM 1319	KLUB-AM 1181	KALL-AM 1183
4 KALL-AM 1198	KCPX-FM 1129	KCPX-FM 1098
5 KCPX-FM 999	KALL-AM 1056	KLUB-AM 1051

M-F, 6-10am

1 KSL -AM	KCPX-AM	KSL -AM
2 KCPX-AM	KSL -AM	KCPX-AM
3 KALL-AM	KLUB-AM	KALL-AM
4 KLUB-AM	KALL-AM	KLUB-AM
5 KSFI-FM	KSFI-FM	KRSP-FM

M-F, 3-7pm

1 KCPX-AM	KCPX-AM	KCPX-AM
2 KSL -AM	KSL -AM	KALL-AM
3 KLUB-AM	KCPX-FM	KCPX-FM
4 KALL-AM	KLUB-AM	KRSP-FM
5 KCPX-FM	KRSP-FM	KLUB-AM

Teens

M-S, 6am-Midnight
POP(00): 962

A/M '79	O/N '79	A/M '80
1 KCPX-AM	KCPX-AM	KCPX-AM
2 KRSP-FM	KRSP-FM	KRSP-FM
3 KCPX-FM	KCPX-FM	KCPX-FM

M-F, 6-10am

1 KCPX-AM	KRSP-FM	KCPX-AM
2 KRSP-FM	KCPX-AM	KRSP-FM
3 KCPX-FM	KRSP-AM	KCPX-FM

M-F, 3-7pm

1 KCPX-AM	KCPX-AM	KCPX-AM
2 F ALL-AM	KCPX-FM	KCPX-FM
3 KCPX-FM	KALL-AM	KALL-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 2649

A/M '79	O/N '79	A/M '80
1 KALL-AM	KCPX-AM	KCPX-AM
2 KCPX-AM	KALL-AM	KALL-AM
3 KSL -AM	KCPX-FM	KCPX-FM
4 KCPX-FM	KRSP-AM	KSL -AM
5 KRSP-AM	KALL-FM	KRSP-FM

M-F, 6-10am

1 KCPX-AM	KCPX-FM	KCPX-FM
2 KCPX-FM	KCPX-FM	KALL-AM
3 KALL-AM	KALL-AM	KRSP-FM
4 KSL -AM	KALL-FM	KCPX-AM
5 KALL-FM	KRSP-FM	KDAB-FM

M-F, 3-7pm

1 KCPX-AM	KRSP-FM	KCPX-AM
2 KRSP-FM	KCPX-AM	KRSP-FM
3 KCPX-FM	KCPX-FM	KCPX-FM
4 KRSP-AM	KRSP-AM	KRSP-AM
5 KSL -AM	KSL -AM	KDAB-FM

Adults 25-54

M-S, 6am-Midnight
POP(00): 3117

A/M '79	O/N '79	A/M '80
1 KSL -AM	KSL -AM	KALL-AM
2 KALL-AM	KALL-AM	KSL -AM
3 KLUB-AM	KLUB-AM	KCPX-AM
4 KSFI-FM	KSFI-FM	KLUB-AM
5 KCPX-AM	KCPX-AM	KRGO-AM

M-F, 6-10am

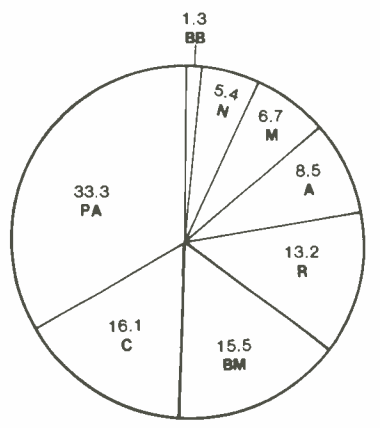
1 KALL-AM	KALL-AM	KALL-AM
2 KSL -AM	KSL -AM	KSL -AM
3 KLUB-AM	KLUB-AM	KLUB-AM
4 KCPX-AM	KCPX-AM	KCPX-AM
5 KSFI-FM	KSFI-FM	KRGO-AM

M-F, 3-7pm

1 KALL-AM	KSL -AM	KALL-AM
2 KSL -AM	KALL-AM	KSL -AM
3 KLUB-AM	KLUB-AM	KLUB-AM
4 KSOP-FM	KCPX-AM	KRGO-AM
5 KCPX-AM	KSFI-FM	KCPX-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

San Antonio

METRO RANK

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A/M '80 Market Overview

The **KTSA-KCOR** tandem again led the San Antonio market, apparently unaffected by the initial employment of the Expanded Sample Frame technique. One reason that ESF probably did not cause too much flux in the estimates is that it's not used in High Density Hispanic Areas, and San Antonio is heavily (46%) Hispanic.

In young adults, **KTSA** and **KTFM** were the clear favorites, combining for more than a 23 share. **KTSA** was able to reverse a multi-book trend of declining 12+ shares, mainly by adding to its teen and young males audiences. **KTFM** added to shares to its 18-34 figure to end up at an 11, just behind **KTSA**. **KTFM** added to its female numbers while **KTSA** enhanced its male ratings, especially in PM drive and the evening.

While the **KTSA/KTFM** combo had the 18-34 demos wrapped up, the 25-54 cell was more evenly split. Beautiful Music **KQXT** was the leader, with a share that rose by 30% to a 10. Hispanic **KCOR** and Country **KBUC-FM** were tied for second in this target, each with an 8 share. This represented a stable figure for **KBUC-FM**, but slight slippage for **KCOR**. Right behind these stations was another Country property, **KKYX**.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 8135

A/M '79	O/N '79	A/M '80
1 KTSA-AM	10.8	KTSA-AM (R) 9.1
2 KCOR-AM	9.1	KCOR-AM (S) 8.3
3 KTFM-FM	8.9	KITY-FM (M) 8.2
4 KQXT-FM	8.3	KKYX-AM (C) 7.0
5 WOAI-AM	5.6	WOAI-AM (S) 6.8
6 KITY-FM	5.5	KQXT-FM (PA) 6.7
7 KKYX-AM	5.5	KONO-AM (S) 6.2
8 KBUC-FM	4.9	KTFM-FM (C) 5.9
9 KISS-FM	4.8	KBUC-FM (C) 5.9
10 KONO-AM	4.6	KFDA-AM (A) 4.2
11 KZZY-FM	4.5	KISS-FM (M) 3.9
12 KAFE-AM	4.1	KZZY-FM (R) 3.4
13 KFDA-AM	3.7	KBUC-AM (C) 3.3
14 WOAI-FM	3.1	KCCW-AM (C) 2.7
15 KBUC-AM	3.0	KUKA-AM (S) 2.7
16 KCCW-AM	2.9	WOAI-FM (S) 2.7
17 KVAR-FM	2.4	KVAR-FM (B) 2.7
18 KMAC-AM	1.3	KAPE-AM (A) 1.8
19 KGNB-AM	1.2	KTUF-FM (S) 1.7
20 KUKA-AM	1.1	KMAC-AM (PA) 1.7
21 KWED-AM	0.7	KWED-AM (C) 1.1
22 KFFN-AM	0.5	KDRY-AM (PA) 0.7
23 KFFY-AM	0.4	KGNB-AM (M) 0.5
24 KHFH-AM	0.3	KHFH-AM (RL) 0.4
25 KWED-FM	0.3	KWED-FM (BM) 0.3

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 8135

A/M '79	O/N '79	A/M '80
1 KTSA-AM	151	KTSA-AM 123
2 KCOR-AM	128	KCOR-AM 112
3 KTFM-FM	125	KITY-FM 110
4 KQXT-FM	116	KKYX-AM 95
5 WOAI-AM	78	WOAI-AM 91

M-F, 6-10am

1 KTSA-AM	KKYX-AM	KTSA-AM
2 KCOR-AM	KTSA-AM	KCOR-AM
3 KTFM-FM	KCOR-AM	KBUC-FM
4 KBUC-FM	WOAI-AM	KKYX-AM
5 KKYX-AM	KBUC-FM	WOAI-AM

M-F, 3-7pm

1 KTSA-AM	KITY-FM	KTSA-AM
2 KTFM-FM	KTSA-AM	KQXT-FM
3 KQXT-FM	WOAI-AM	KTFM-FM
4 KITY-FM	KKYX-AM	KITY-FM
5 KCOR-AM	KTFM-FM	WOAI-AM

Teens

M-S, 6am-Midnight

POP(00): 1157

A/M '79	O/N '79	A/M '80
1 KTSA-AM	KITY-FM	KITY-FM
2 KZZY-FM	KTSA-AM	KTSA-AM
3 KTFM-FM	KZZY-FM	KTFM-FM

M-F, 6-10am

1 KTSA-AM	KITY-FM	KTSA-AM
2 KZZY-FM	KTSA-AM	KITY-FM
3 KTFM-FM	KZZY-FM	KBUC-FM

M-F, 3-7pm

1 KTSA-AM	KITY-FM	KTSA-AM
2 KZZY-FM	KTFM-FM	KITY-FM
3 KTFM-FM	KZZY-FM	KTFM-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 3095

A/M '79	O/N '79	A/M '80
1 KTFM-FM	KTSA-AM	KTSA-AM
2 KTSA-AM	KONO-AM	KTFM-FM
3 KISS-FM	KITY-FM	KTFM-FM
4 KITY-FM	KTFM-FM	KISS-FM
5 KONO-AM	KISS-FM	KONO-AM

M-F, 6-10am

1 KTSA-AM	KTSA-AM	KTSA-AM
2 KTFM-FM	KKYX-AM	KTFM-FM
3 KBUC-FM	KITY-FM	KITY-FM
4 KITY-FM	KONO-AM	KISS-FM
5 KISS-FM	KBUC-FM	KBUC-FM

M-F, 3-7pm

1 KTFM-FM	KTSA-AM	KTSA-AM
2 KTSA-AM	KONO-AM	KTFM-FM
3 KISS-FM	KITY-FM	KITY-FM
4 KITY-FM	KTFM-FM	KISS-FM
5 KONO-AM	KISS-FM	WOAI-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 3726

A/M '79	O/N '79	A/M '80
1 KCOR-AM	KTSA-AM	KQXT-FM
2 KTSA-AM	KKYX-AM	KTSA-AM
3 KQXT-FM	KCOR-AM	KBUC-FM
4 KBUC-FM	KFDA-AM	KCOR-AM
5 KKYX-AM	KBUC-FM	KKYX-AM

M-F, 6-10am

1 KCOR-AM	KTSA-AM	KBUC-FM
2 KTSA-AM	KKYX-AM	KTSA-AM
3 KBUC-FM	KBUC-FM	KKYX-AM
4 KKYX-AM	KCOR-AM	KQXT-FM
5 KQXT-FM	WOAI-AM	KCOR-AM

M-F, 3-7pm

1 KTSA-AM	KKYX-AM	KTSA-AM
2 KQXT-FM	KQXT-FM	KQXT-FM
3 KCOR-AM	KTSA-AM	KKYX-AM
4 WOAI-AM	KCOR-AM	WOAI-AM
5 KKYX-AM	KBUC-FM	WOAI-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 8135

A/M '79	O/N '79	A/M '80
1 KTSA-AM	2559	KTSA-AM 2294
2 KTFM-FM	1625	KITY-FM 1500
3 WOAI-AM	1219	KKYX-AM 1449
4 KONO-AM	1174	KTFM-FM 1424
5 KQXT-FM	1164	KONO-AM 1399

M-F, 6-10am

1 KTSA-AM	KTSA-AM	KTSA-AM
2 KTFM-FM	KKYX-AM	KITY-FM
3 WOAI-AM	WOAI-AM	WOAI-AM
4 KKYX-AM	KITY-FM	KTFM-FM
5 KCOR-AM	KONO-AM	KKYX-AM

M-F, 3-7pm

1 KTSA-AM	KTSA-AM	KTSA-AM
2 KTFM-FM	KITY-FM	KTFM-FM
3 KITY-FM	KTFM-FM	KITY-FM
4 KQXT-FM	WOAI-AM	KQXT-FM
5 KZZY-FM	KONO-AM	KKYX-AM

Teens

M-S, 6am-Midnight

POP(00): 1157

A/M '79	O/N '79	A/M '80
1 KTSA-AM	KITY-FM	KTSA-AM
2 KZZY-FM	KTSA-AM	KITY-FM
3 KTFM-FM	KTFM-FM	KTFM-FM

M-F, 6-10am

1 KTSA-AM	KITY-FM	KTSA-AM
2 KTFM-FM	KTSA-AM	KITY-FM
3 KZZY-FM	KZZY-FM	KZZY-FM

M-F, 3-7pm

1 KTSA-AM	KITY-FM	KTSA-AM
2 KZZY-FM	KTFM-FM	KITY-FM
3 KTFM-FM	KTSA-AM	KTFM-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 3095

A/M '79	O/N '79	A/M '80
1 KTSA-AM	KTSA-AM	KTSA-AM
2 KTFM-FM	KONO-AM	KTFM-FM
3 KITY-FM	KTFM-FM	KITY-FM
4 KONO-AM	KITY-FM	KONO-AM
5 KZZY-FM	KKYX-AM	KZZY-FM

M-F, 6-10am

1 KTSA-AM	KTSA-AM	KTSA-AM
2 KTFM-FM	KONO-AM	KTFM-FM
3 KITY-FM	KITY-FM	KITY-FM
4 KONO-AM	KTFM-FM	KONO-AM
5 KBUC-FM	KKYX-AM	KISS-FM

M-F, 3-7pm

1 KTSA-AM	KTSA-AM	KTSA-AM
2 KTFM-FM	KTFM-FM	KTFM-FM
3 KITY-FM	KONO-AM	KITY-FM
4 KONO-AM	KITY-FM	KONO-AM
5 KISS-FM	KISS-FM	KISS-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 3726

A/M '79	O/N '79	A/M '80
1 KTSA-AM	KTSA-AM	KTSA-AM
2 KQXT-FM	KKYX-AM	KQXT-FM
3 KKYX-AM	WOAI-AM	KKYX-AM
4 WOAI-AM	KBUC-FM	KBUC-FM
5 KTFM-FM	KCOR-AM	KTFM-FM

M-F, 6-10am

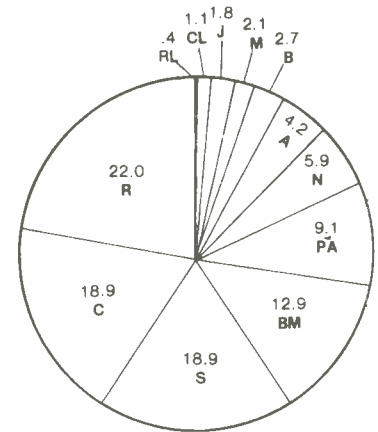
1 KTSA-AM	KTSA-AM	KTSA-AM
2 KCOR-AM	KKYX-AM	KBUC-FM
3 KKYX-AM	KBUC-FM	WOAI-AM
4 KBUC-FM	WOAI-AM	KQXT-FM
5 WOAI-AM	KCOR-AM	KKYX-AM

M-F, 3-7pm

1 KTSA-AM	KTSA-AM	KTSA-AM
2 KKYX-AM	KBUC-FM	KTSA-AM
3 KQXT-FM	KBUC-FM	KKYX-AM
4 KTFM-FM	KQXT-FM	KTFM-FM
5 WOAI-AM	KCOR-AM	KBUC-FM

Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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San Diego

METRO RANK

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A/M '80 Market Overview

The first Quarterly Measurement survey in San Diego was implemented this sweep, and the 12-week long survey generated not too surprising results. Compared to last spring, **KFMB** still did well with Padres baseball, **KPRI** maintained a strong AOR stance, but the big story was that again Beautiful Music **KJQY** (known last spring as **KOZN**) topped the overall market.

KJQY was second in 25-54's (behind **KFMB** with the Padres) and showed its best strength 35+. **KJQY** uses the **FM-100** music syndication service, aired the **Patrick O'Neal** TV commercial, and used busboards and billboards. The station also employed frequent on-air contests and promotions. All of this helped **KJQY** win a share just under 9% of the 25-54 audience this book.

KFMB was second overall in the market and led the 25-54 demos with a 10 share. Last spring the station had an 11 share with the Padres, so some erosion was evident. A multimedia campaign that focused on TV, with busboard and billboards back-up, was used, amounting to approximately \$40,000. With longer summer and fall surveys in San Diego, **KFMB** may show up well in other sweeps besides spring books.

As for the younger audience, AOR **KPRI** continued to lead. The station's 18-34 share went up 42% compared to last spring, thanks to a number of factors. Advertising featured the "Magnificent Mouth" TV spot, while Beetleboards (VW's), billboards, and programming schedules in newspapers were also utilized. **KPRI** is the **Superstars** affiliate in the San Diego metro.

AOR competitor **KGB-FM** was just a fraction behind **KPRI** in the 18-34 standings, and the two stations were tied in men 18-24. **KGB-FM** maintained a lower profile in the community, using TV but without other major media tie-ins. The effort for this sweep was less than made for previous surveys. One aspect of promotion that **KGB-FM** used was a "KGB Card," which entitled bearers to discounts on purchases at cooperating retailers.

Given the makeup of the demos in San Diego — the largest bloc is men 18-24 — it may not be surprising that the other most popular 18-34 stations are also AOR's. **XTRA-FM** and **KIFM** each scored in the mid-7 range 18-34. This represented a two-share drop for **XTRA-FM** but was a slight rise for **KIFM**, compared to last spring.

Largely because of the first use of Quarterly Measurement, **Arbitron** oversampled this survey, and 57% more diaries were returned this spring than last. This should make these Spring '80 estimates more reliable than past ratings.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 15109

A/M '79	O/N '79	J/F '80	A/M '80
1 KFMB-AM	8.0	KJQY-FM	7.7
2 KOZN-FM	6.0	KGB -FM	5.7
3 KEZL-FM	5.3	KPRI-FM	5.6
4 XTRA-AM	5.2	KSDO-AM	5.0
5 KFMB-FM	5.1	KIFM-FM	5.0
6 XTRA-FM	4.8	KEZL-FM	4.5
7 KMJC-AM	4.7	XTRA-FM	4.4
8 KSDO-AM	4.6	KFMB-FM	4.2
9 KYXY-FM	4.5	XTRA-AM	3.9
10 KGB -FM	4.4	KFMB-AM	3.8
11 KITT-FM	4.2	KBZT-FM	3.7
12 KPRI-FM	4.1	KFSD-FM	3.6
13 KSON-AM	3.6	KSON-AM	3.2
14 KIFM-FM	3.5	KMJC-AM	3.1
15 KBZT-FM	2.9	KOGO-AM	3.1
16 KNX -AM	2.8	KFI -AM	2.8
17 KCBO-AM	2.8	KGB -AM	2.6
18 KFSD-FM	2.5	KCBQ-AM	2.5
19 KFI -AM	2.4	KYXY-FM	2.5
20 KOGO-AM	2.2	KNX -AM	2.4
21 KSON-FM	2.1	KSON-FM	2.4
22 KJFM-FM	1.8	KITT-FM	2.2
23 KGB -AM	1.7	KJFM-FM	1.5
24 KABC-AM	1.1	KABC-AM	1.0
25 KLAC-AM	1.0	XHRM-FM	1.0
26 XHRM-FM	0.6	KUDE-AM	0.7
27 KKOS-FM	0.5	KKOS-FM	0.7
28 KOWN-FM	0.4	XPRS-AM	0.6
29 KMLO-AM	0.3	KLAC-AM	0.5
30		KMLO-AM	0.4
31		KBR-T-AM	0.4
32		XEMO-AM	0.4
33		KOWN-FM	0.4
34		KOWN-FM	0.4
		KMET-FM	0.3

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 15109

A/M '79	O/N '79	J/F '80	A/M '80
1 KFMB-AM	19.8	KJQY-FM	18.1
2 KOZN-FM	14.8	KGB -FM	13.4
3 KEZL-FM	13.0	KPRI-FM	13.1
4 XTRA-AM	12.9	KSDO-AM	11.7
5 KFMB-FM	12.7	KIFM-FM	11.7
6 XTRA-FM	11.9	KEZL-FM	10.5
7 KMJC-AM	11.5	XTRA-FM	10.3
8 KSDO-AM	11.4	KFMB-FM	9.9
9 KYXY-FM	11.0	XTRA-AM	9.2
10 KGB -FM	10.8	KFMB-AM	8.9
		XTRA-FM	9.7
		KEZL-FM	9.2

M-F, 6-10am

1 KSDO-AM	KSDO-AM	KFMB-AM	KSDO-AM
2 XTRA-AM	KJQY-FM	KSDO-AM	KFMB-AM
3 KFMB-AM	KFMB-AM	KJQY-FM	KJQY-FM
4 KMJC-AM	KOGO-AM	KGB -AM	KOGO-AM
5 KOZN-FM	KPRI-FM	KPRI-FM	KPRI-FM
6 KFMB-FM	XTRA-FM	KBZT-FM	XTRA-AM
7 KNX -AM	KEZL-FM	KNX -AM	KCBQ-AM
8 KSON-AM	KIFM-FM	KGB -FM	KNX -AM
9 KEZL-FM	KGB -FM	KFZL-FM	KGB -AM
10 KFI -AM	KFI -AM	KCBO-AM	KGB -FM

M-F, 3-7pm

1 KFMB-AM	KJQY-FM	KGB -AM	KJQY-FM
2 KEZL-FM	KPRI-FM	KJQY-FM	KFMB-AM
3 KMJC-AM	KGB -FM	KPRI-FM	KGB -FM
4 KITT-FM	KFMB-FM	KGB -FM	KPRI-FM
5 KFMB-FM	KIFM-FM	KEZL-FM	XTRA-FM
6 KOZN-FM	XTRA-FM	KFMR-FM	KGB -AM
7 KGB -FM	KSDO-AM	KBZT-FM	KFMB-FM
8 XTRA-FM	KEZL-FM	KSDO-AM	KSDO-AM
9 KYXY-FM	KBZT-FM	KCBO-AM	KIFM-FM
10 XTRA-AM	KMJC-AM	XTRA-FM	KOGO-AM

Teens

M-S, 6am-Midnight

A/M '79	O/N '79	J/F '80	A/M '80
1 KMJC-AM	KFMB-FM	KGB -AM	KGB -AM
2 KFMB-FM	KMJC-AM	KPRI-FM	KFMB-FM
3 KITT-FM	KPRI-FM	KFMB-FM	KPRI-FM

M-F, 6-10am

1 KMJC-AM	KFMB-FM	KGB -AM	KGB -AM
2 KFMB-FM	KMJC-AM	KPRI-FM	KFMB-FM
3 KITT-FM	KGB -FM	KFMB-FM	KPRI-FM

M-F, 3-7pm

1 KITT-FM	KFMB-FM	KGB -AM	KGB -AM
2 KMJC-AM	KMJC-AM	KPRI-FM	KFMB-FM
3 KFMB-FM	KGB -FM	KFMB-FM	KGB -FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 6159

A/M '79	O/N '79	J/F '80	A/M '80
1 XTRA-FM	KGB -FM	KPRI-FM	KPRI-FM
2 KPRI-FM	KPRI-FM	KGB -FM	KGB -FM
3 KFMB-AM	KIFM-FM	KBZT-FM	XTRA-FM
4 KIFM-FM	XTRA-FM	XTRA-FM	KIFM-FM
5 KYXY-FM	KBZT-FM	KGB -AM	KITT-FM
6 KGB -FM	KFMB-FM	KIFM-FM	KFMB-FM
7 KFMB-FM	KGB -AM	KFMB-FM	KBZT-FM
8 KITT-FM	KJQY-FM	KCBQ-AM	KGB -AM
9 KMJC-AM	KSON-FM	KFMB-AM	KFMB-AM
10 KBZT-FM	KFMB-AM	KITT-FM	KMJC-AM

M-F, 6-10am

1 KPRI-FM	KPRI-FM	KPRI-FM	KPRI-FM
2 KFMB-AM	KIFM-FM	KFMB-AM	KGB -FM
3 XTRA-FM	XTRA-FM	KGB -FM	XTRA-FM
4 KIFM-FM	KGB -FM	KBZT-FM	KIFM-FM
5 KYXY-FM	KBZT-FM	KCBO-AM	KFMB-AM
6 KCBO-AM	KGB -AM	KGB -AM	KITT-FM
7 KMJC-AM	KFMB-AM	XTRA-FM	KFMB-FM
8 KITT-FM	KCBO-AM	KIFM-FM	KGB -AM
9 KFMB-FM	KFI -AM	KFMB-FM	KBZT-FM
10 KFI -AM	KFMB-FM	KITT-FM	KCBO-AM

M-F, 3-7pm

1 XTRA-FM	KPRI-FM	KPRI-FM	KPRI-FM
2 KIFM-FM	KGB -FM	KGB -FM	KGB -FM
3 KYXY-FM	KIFM-FM	KBZT-FM	XTRA-FM
4 KFMB-AM	XTRA-FM	KGB -AM	KIFM-FM
5 KGB -FM	KFMB-FM	KIFM-FM	KFMB-FM
6 KFMB-FM	KBZT-FM	KFMB-FM	KBZT-FM
7 KITT-FM	KGB -AM	XTRA-FM	KITT-FM
8 KMJC-AM	KFMB-AM	KCBQ-AM	KGB -AM
9 KPRI-FM	KJQY-FM	KITT-FM	KMJC-AM
10 KBZT-FM	KMJC-AM	KFMB-AM	KOGO-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 6805

A/M '79	O/N '79	J/F '80	A/M '80
1 KFMB-AM	KJQY-FM	KJQY-FM	KFMB-AM
2 XTRA-AM	KBZT-FM	KBZT-FM	KJQY-FM
3 KYXY-FM	KIFM-FM	KFMB-AM	KOGO-AM
4 KOZN-FM	KFMB-AM	KEZL-FM	KSDO-AM
5 KBZT-FM	KSDO-AM	KSON-FM	KYXY-FM
6 KEZL-FM	KEZL-FM	KFSD-FM	XTRA-AM
7 KSON-AM	KFSD-FM	KSON-AM	KBZT-FM
8 KCBO-AM	XTRA-AM	KYXY-FM	KEZL-FM
9 KMJC-AM	KSON-AM	KSDO-AM	KSON-AM
10 XTRA-FM	KYXY-FM	KIFM-FM	KFSD-FM

M-F, 6-10am

1 KFMB-AM	KJQY-FM	KFMB-AM	KFMB-AM
2 KSDO-AM	KFMB-AM	KSDO-AM	KSDO-AM
3 XTRA-AM	KSDO-AM	KBZT-FM	KJQY-FM
4 KCBO-AM	KOGO-AM	KJQY-FM	KOGO-AM
5 KEZL-FM	KSON-AM	KCBQ-AM	KCBO-AM
6 KOGO-AM	KBZT-FM	KSON-AM	XTRA-AM
7 KYXY-FM	KCBO-AM	KEZL-FM	KYXY-FM
8 KFI -AM	XTRA-AM	KYXY-FM	KSON-AM
9 KOZN-FM	XTRA-FM	KSON-FM	KEZL-FM
10 KSON-AM	KIFM-FM	KOGO-AM	KBZT-FM

M-F, 3-7pm

1 KFMB-AM	KJQY-FM	KBZT-FM	KJQY-FM
2 XTRA-AM	KBZT-FM	KFMB-AM	KFMB-AM
3 KYXY-FM	KIFM-FM	KEZL-FM	KOGO-AM
4 KOZN-FM	KFMB-AM	KSON-AM	KSDO-AM
5 KBZT-FM	KSDO-AM	KSON-FM	KBZT-FM
6 KEZL-FM	KFSD-FM	KCBO-AM	KFSD-FM
7 KSON-AM	KEZL-FM	KFSD-FM	KEZL-FM
8 KIFM-FM	XTRA-AM	KFMB-AM	XTRA-AM
9 KITT-FM	KSON-FM	KIFM-FM	KSON-AM
10 KMJC-AM	XTRA-FM	KYXY-FM	KFI -AM

San Diego

Continued

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 15109

A/M '79	O/N '79	J/F '80	A/M '80
1 KFMB-AM 3354	KSDO-AM 2467	KGB -AM 2622	KFMB-AM 2844
2 KFWB-FM 2682	KFMB-FM 2287	KJOY-FM 2280	KFMB-FM 2327
3 KMJC-AM 2021	KJOY-FM 2073	KPRI-FM 2199	KGB -AM 2163
4 KSDO-AM 1894	KFMB-FM 2073	KFMB-FM 2118	KSDO-AM 2104
5 KCBO-AM 1856	KGB -FM 1918	KSDO-AM 2086	KGB -FM 2056
6 XTRA-AM 1786	KCBQ-AM 1904	KGB -FM 2060	KJOY-FM 1983
7 KOZN-FM 1715	KPRI-FM 1771	KFMB-AM 2005	KGB -FM 1862
8 KGB -FM 1706	KMJC-AM 1735	KCBQ-AM 1765	KOGO-AM 1680
9 KPRI-FM 1650	XTRA-AM 1639	KBZT-FM 1726	XTRA-AM 1659
10 KGB -AM 1568	KGB -AM 1606	XTRA-FM 1703	KCBQ-AM 1645

M-F, 6-10am

1 KSDO-AM	KSDO-AM	KGB -AM	KSDO-AM
2 KMJC-AM	KFMB-AM	KSDO-AM	KFMB-AM
3 KFMB-FM	KJOY-FM	KGB -AM	KGB -AM
4 KFMB-AM	KFMB-FM	KJOY-FM	KFMB-FM
5 XTRA-AM	KCBQ-AM	KPRI-FM	KPRI-FM
6 KCBO-AM	KPRI-FM	KGB -FM	KJOY-FM
7 KOZN-FM	KGB -FM	KFMB-FM	KOGO-AM
8 KGB -FM	KMJC-AM	KCBQ-AM	KCBQ-AM
9 KOGO-AM	KOGO-AM	XTRA-FM	KGB -FM
10 KEZL-FM	KGE -AM	KBZT-FM	XTRA-AM

M-F, 3-7pm

1 KFMB-AM	KFMB-FM	KGB -AM	KFMB-AM
2 KMJC-AM	KJOY-FM	KPRI-FM	KGB -AM
3 KFMB-FM	KSDO-AM	KJOY-FM	KPRI-FM
4 KCBO-AM	KGB -FM	KGB -FM	KJOY-FM
5 KPRI-FM	KPRI-FM	KFMB-FM	KFMB-FM
6 KSDO-AM	KMJC-AM	KSDO-AM	KSDO-AM
7 XTRA-AM	XTRA-FM	KBZT-FM	KGB -FM
8 KGB -FM	XTRA-FM	XTRA-AM	KOGO-AM
9 KOZN-FM	XTRA-AM	KFMB-AM	XTRA-FM
10 KEZL-FM	KCBQ-AM	XTRA-FM	XTRA-AM

Teens
M-S, 6am-Midnight
POP(00): 1759

A/M '79	O/N '79	J/F '80	A/M '80
1 KFMB-FM	KFMB-FM	KGB -AM	KGB -AM
2 KMJC-AM	KMJC-AM	KFMB-FM	KFMB-FM
3 KGB -FM	KGB -FM	KPRI-FM	KGB -FM

M-F, 6-10am

1 KMJC-AM	KFMB-FM	KGB -AM	KGB -AM
2 KFMB-FM	KMJC-AM	KFMB-FM	KFMB-FM
3 KGB -FM	KFI -AM	KPRI-FM	KPRI-FM

M-F, 3-7pm

1 KMJC-AM	KFMB-FM	KGB -AM	KGB -AM
2 KFMB-FM	KMJC-AM	KFMB-FM	KFMB-FM
3 KITT-FM	KGB -FM	KPRI-FM	KPRI-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 6159

A/M '79	O/N '79	J/F '80	A/M '80
1 KFMB-FM	KGB -FM	KGB -FM	KPRI-FM
2 KFMB-AM	KPRI-FM	KPRI-FM	KFMB-FM
3 KGB -AM	KFMB-FM	KGB -AM	KGB -FM
4 KPRI-FM	KIFM-FM	XTRA-FM	KGB -AM
5 KGB -FM	KCBQ-AM	KFMB-FM	KIFM-FM
6 KIFM-FM	KGB -AM	KCBQ-AM	XTRA-FM
7 KMJC-AM	XTRA-FM	KBZT-FM	KFMB-AM
8 KCBO-AM	KBZT-FM	KIFM-FM	KCBQ-AM
9 XTRA-FM	KFMB-AM	KFMB-AM	KBZT-FM
10 KITT-FM	KMJC-AM	KMJC-AM	KITT-FM

M-F, 6-10am

1 KMJC-AM	KPRI-FM	KGB -FM	KPRI-FM
2 KFMB-AM	KGB -FM	KPRI-FM	KFMB-FM
3 KFMB-FM	KIFM-FM	KGB -AM	KGB -FM
4 KGB -AM	XTRA-FM	XTRA-FM	KGB -AM
5 KIFM-FM	KCBQ-AM	KCBQ-AM	KIFM-FM
6 KCBO-AM	KGB -AM	KFMB-AM	XTRA-FM
7 XTRA-FM	KFMB-FM	KBZT-FM	KFMB-AM
8 KGB -FM	KMJC-AM	KIFM-FM	KITT-FM
9 KPRI-FM	KBZT-FM	KFMB-FM	KCBQ-AM
10 KYXY-FM	KFMB-AM	KMJC-AM	KMJC-AM

M-F, 3-7pm

1 KFMB-AM	KPRI-FM	KGB -FM	KPRI-FM
2 KPRI-FM	KGB -FM	KPRI-FM	KGB -FM
3 KFMB-FM	KFMB-FM	KBZT-FM	KFMB-FM
4 KGB -FM	KIFM-FM	XTRA-FM	XTRA-FM
5 KIFM-FM	XTRA-FM	KGB -AM	KGB -AM
6 XTRA-FM	KBZT-FM	KFMB-FM	KIFM-FM
7 KMJC-AM	KGB -AM	KIFM-FM	KBZT-FM
8 KCBO-AM	KCBQ-AM	KCBQ-AM	KFMB-AM
9 KGB -AM	KMJC-AM	KFMB-AM	KITT-FM
10 KYXY-FM	KFMB-AM	KITT-FM	KMJC-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 6805

A/M '79	O/N '79	J/F '80	A/M '80
1 KFMB-AM	KSDO-AM	KSDO-AM	KFMB-AM
2 XTRA-AM	KFMB-AM	KFMB-AM	KSDO-AM
3 KSDO-AM	KCBQ-AM	KJOY-FM	KOGO-AM
4 KFMB-FM	KJOY-FM	KBZT-FM	KJOY-FM
5 KCBO-AM	XTRA-AM	KCBQ-AM	XTRA-AM
6 KMJC-AM	KBZT-FM	KSON-AM	KCBQ-AM
7 KOGO-AM	KSON-AM	KGB -AM	KFMB-FM
8 KYXY-FM	KOGO-AM	XTRA-AM	KSON-AM
9 KOZN-FM	KFMB-FM	KEZL-FM	KYXY-FM
10 KSON-AM	KEZL-FM	KIFM-FM	KBZT-FM

M-F, 6-10am

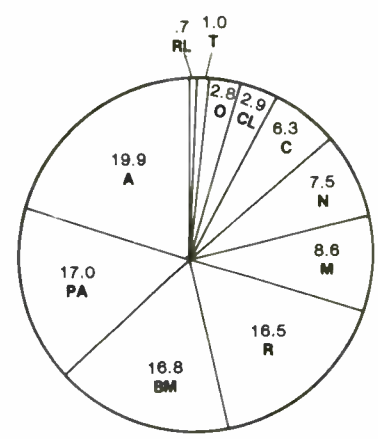
1 KFMB-AM	KSDO-AM	KFMB-AM	KFMB-AM
2 KSDO-AM	KFMB-AM	KSDO-AM	KSDO-AM
3 XTRA-AM	KCBQ-AM	KBZT-FM	KOGO-AM
4 KCBO-AM	KJOY-FM	KCBQ-AM	KCBQ-AM
5 KOGO-AM	KOGO-AM	KSON-AM	XTRA-AM
6 KMJC-AM	XTRA-AM	KIFM-FM	KJOY-FM
7 KFMB-FM	KSON-AM	KJOY-FM	KYXY-FM
8 KYXY-FM	KBZT-FM	KOGO-AM	KSON-AM
9 KEZL-FM	KFSD-FM	KYXY-FM	KBZT-FM
10 KBZT-FM	KIFM-FM	KFSD-FM	KFMB-FM

M-F, 3-7pm

1 KFMB-AM	KSDO-AM	KSDO-AM	KFMB-AM
2 XTRA-AM	KFMB-AM	KFMB-AM	KSDO-AM
3 KCBO-AM	KJOY-FM	KFMB-AM	KOGO-AM
4 KSDO-AM	KBZT-FM	KJOY-FM	KJOY-FM
5 KYXY-FM	KCBQ-AM	KSON-AM	KCBQ-AM
6 KSON-AM	XTRA-AM	KIFM-FM	XTRA-AM
7 KMJC-AM	KOGO-AM	XTRA-AM	KBZT-FM
8 KOZN-FM	KSON-AM	KFSD-FM	KMJC-AM
9 KBZT-FM	KYXY-FM	KCBQ-AM	KSON-AM
10 KIFM-FM	KFSD-FM	KGB -AM	KYXY-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

San Francisco

METRO RANK



A/M '80 Market Overview

In an interesting book, longtime market leaders like **KGO** and **KFRC** were still strong but other comers appeared. In the 25-54 audience, **KCBS** and **KYUU** improved significantly since the A/M '79 survey. In the young adult target, **KYUU** and **ABC's KSFJ** enjoyed positive books.

KGO maintained a stable 25-54 share in the low-7 range to lead. However, News competitor **KCBS** breached the 5-share threshold and became the new runner-up. **NBC's** stations come in 3rd and 4th. **KNBR** slipped almost two shares from last spring's figure in this demo, proving perhaps that Giants baseball was not as popular this year. The FM station, **KYUU**, had the best increase of any of the leading 25-54 entities. **KYUU** added two shares and was virtually tied with **KNBR** in the high 4-share range.

With the younger audience, **KYUU** was again a major factor, scoring just behind perennial leader **KFRC**. Both stations stood in the mid-6 bracket. **KFRC** dropped from last year's 8-share but its overall share did not slip again this survey. After a succession of declining 12+ shares, the A/M '80 survey was a turnaround for **KFRC**.

After the **KFRC-KYUU** tandem, several stations scored in the mid-4 to mid-5 share range. **KSFJ**, **KMEL**, and **KIOI** virtually tied, each hovering around 5. This represented slight increases for **KSFJ** and **KMEL**, but a slip for **KIOI**.

San Francisco begins a Quarterly Measurement survey this fall and it will be interesting to see how the established stations — and the comers — do in the 12-week survey.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 43104

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80	
1 KGO -AM	8.9	KGO -AM	9.1	KGO -AM	10.6
2 KFRC -AM	5.8	KNBR -AM	5.3	KCBS -AM	6.0
3 KNBR -AM	5.8	KFRC -AM	5.3	KFRC -AM	5.0
4 KCBS -AM	5.1	KCBS -AM	4.5	KYUU -FM	4.4
5 KFOG -FM	4.1	KABL -AM	3.6	KSOL -FM	4.3
6 KSOL -FM	3.7	KFOG -FM	3.4	KSFO -AM	3.9
7 KIOI -FM	3.7	KSOL -FM	3.4	KFOG -FM	3.4
8 KOIT -FM	3.7	KIOI -FM	3.3	KDIA -AM	3.4
9 KABL -AM	3.5	KABL -AM	3.1	KSPX -FM	3.3
10 KSFO -AM	3.4	KSFO -AM	3.1	KIOI -FM	3.3
11 KDIA -AM	3.1	KYUU -FM	3.0	KABL -FM	3.0
12 KYUU -FM	2.8	KOIT -FM	2.9	KOIT -FM	3.0
13 KSPX -FM	2.7	KNEW -AM	2.9	KABL -FM	2.9
14 KNEW -AM	2.5	KSPX -FM	2.8	KNEW -AM	2.6
15 KYA -FM	2.5	KDIA -AM	2.7	KNBR -AM	2.5
16 KABL -FM	2.5	KSAN -FM	2.5	KMEL -FM	2.0
17 KMEL -FM	2.3	KMPX -FM	2.4	KOME -FM	2.0
18 KOME -FM	1.9	KLOK -AM	2.3	KBAY -FM	1.9
19 KLOK -AM	1.9	KMEL -FM	2.2	KYA -FM	1.8
20 KSAN -FM	1.8	KYA -FM	2.0	KYA -FM	1.7
21 KBAY -FM	1.7	KOME -FM	1.9	KSAN -FM	1.7
22 KYA -FM	1.6	KBAY -FM	1.7	KLOK -AM	1.6
23 KMPX -FM	1.4	KEZR -FM	1.5	KDFC -FM	1.4
24 KSJO -FM	1.2	KYA -FM	1.4	KSJO -FM	1.4
25 KEZR -FM	1.2	KBLX -FM	1.4	KMPX -FM	1.3
26 KDFC -FM	1.0	KDFC -FM	1.3	KBLX -FM	1.3
27 KCBS -FM	1.0	KARA -FM	1.3	KARA -FM	1.2
28 KARA -FM	1.0	KKHI -FM	1.1	KIOI -FM	1.0
29 KOFY -AM	1.0	KSJO -FM	0.9	KEZR -FM	1.0
30 KEEN -AM	0.9	KJAZ -FM	0.9	KKHI -AM	1.0
31 KLIV -AM	0.9	KLIV -AM	0.8	KKHI -AM	0.9
32 KBRG -FM	0.8	KEEN -AM	0.8	KEEN -AM	0.9
33 KFAT -FM	0.8	KIOI -FM	0.7	KFAT -FM	0.9
34 KRRX -AM	0.7	KRAK -AM	0.7	KJAZ -FM	0.9
35 KKHI -FM	0.7	KCBS -FM	0.7	KEAR -FM	0.8
36 KJAZ -FM	0.6	KKHI -AM	0.6	KLIV -AM	0.8
37 KQI -FM	0.6	KRRX -AM	0.6	KCBS -FM	0.7
38 KEAR -FM	0.6	KFAT -FM	0.6	KBRG -FM	0.6
39 KKHI -AM	0.6	KFAX -AM	0.5	KFAX -AM	0.5
40 KBLX -FM	0.6	KIBE -AM	0.4	KPEN -FM	0.5
41 KRAK -AM	0.5	KTIM -AM	0.3	KIBE -AM	0.4
42 KFAX -AM	0.5	KRE -AM	0.3	KRRX -AM	0.4
43 KTIM -FM	0.4	KEAR -FM	0.3	KOBY -AM	0.4
44 KRVE -FM	0.3	KTIM -FM	0.2	KRAK -AM	0.4
45 KKIS -AM	0.3			KKIS -AM	0.4
46 KRE -AM	0.3			KVON -AM	0.4
47 KIBE -AM	0.3			KRE -AM	0.3

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 43104

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80	
1 KGO -AM	619	KGO -AM	632	KGO -AM	660
2 KFRC -AM	403	KNBR -AM	369	KCBS -AM	430
3 KNBR -AM	399	KFRC -AM	367	KFRC -AM	358
4 KCBS -AM	352	KCBS -AM	314	KYUU -FM	316
5 KFOG -FM	281	KABL -AM	249	KSOL -FM	313
6 KSOL -FM	255	KFOG -FM	238	KSFO -AM	279
7 KIOI -FM	253	KSOL -FM	237	KFOG -FM	246
8 KOIT -FM	253	KIOI -FM	227	KDIA -AM	242
9 KABL -AM	240	KABL -FM	218	KSFJ -FM	238
10 KSFO -AM	233	KSFO -AM	214	KIOI -FM	237

M-F, 6-10am

1 KGO -AM	KGO -AM	KGO -AM	KGO -AM	KGO -AM
2 KCBS -AM	KCBS -AM	KCBS -AM	KCBS -AM	KCBS -AM
3 KFRC -AM	KFRC -AM	KFRC -AM	KFRC -AM	KFRC -AM
4 KSFO -AM	KNBR -AM	KSFO -AM	KSFO -AM	KSFO -AM
5 KNBR -AM	KSFO -AM	KYUU -FM	KNBR -AM	KNBR -AM
6 KNEW -AM	KABL -AM	KNEW -AM	KNEW -AM	KNEW -AM
7 KABL -AM	KLOK -AM	KSOL -FM	KYUU -FM	KYUU -FM
8 KOIT -FM	KNEW -AM	KDI -AM	KOIT -FM	KNEW -AM
9 KSOL -FM	KYUU -FM	KNEW -AM	KIOI -FM	KFOG -FM
10 KIOI -FM	KIOI -FM	KABL -FM	KFOG -FM	KABL -AM

M-F, 3-7pm

1 KNBR -AM	KGO -AM	KGO -AM	KGO -AM	KGO -AM
2 KGO -AM	KFRC -AM	KFRC -AM	KCBS -AM	KCBS -AM
3 KFRC -AM	KNBR -AM	KCBS -AM	KFRC -AM	KSOL -FM
4 KFOG -FM	KFOG -FM	KSOL -FM	KYUU -FM	KFOG -FM
5 KIOI -FM	KCBS -AM	KYUU -FM	KSOL -FM	KYUU -FM
6 KABL -AM	KOIT -FM	KDI -AM	KOIT -FM	KYUU -FM
7 KSOL -FM	KSPX -FM	KSPX -FM	KFOG -FM	KNBR -AM
8 KCBS -AM	KABL -AM	KABL -AM	KIOI -FM	KABL -FM
9 KOIT -FM	KIOI -FM	KFOG -FM	KABL -FM	KSFJ -FM
10 KSFJ -FM	KNEW -AM	KABL -FM	KABL -AM	KMEL -FM

Teens
M-S, 6am-Midnight
POP(00): 5013

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 KFRC -AM	KFRC -AM	KFRC -AM	KSOL -FM	KSOL -FM
2 KSOL -FM	KSOL -FM	KSOL -FM	KFRC -AM	KFRC -AM
3 KDIA -AM	KOME -FM	KDIA -AM	KDIA -AM	KDIA -AM

M-F, 6-10am

1 KFRC -AM	KFRC -AM	KFRC -AM	KFRC -AM	KSOL -FM
2 KSOL -FM	KSOL -FM	KSOL -FM	KSOL -FM	KFRC -AM
3 KYA -AM	KDIA -AM	KDIA -AM	KDIA -AM	KDIA -AM

M-F, 3-7pm

1 KSOL -FM	KFRC -AM	KFRC -AM	KSOL -FM	KSOL -FM
2 KFRC -AM	KSOL -FM	KSOL -FM	KFRC -AM	KFRC -AM
3 KSFJ -FM	KDIA -AM	KDIA -AM	KDIA -AM	KDIA -AM

Adults 18-34
M-S, 6am, Midnight
POP(00): 16509

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 KFRC -AM	KFRC -AM	KYUU -FM	KYUU -FM	KFRC -AM
2 KIOI -FM	KIOI -FM	KIOI -FM	KIOI -FM	KYUU -FM
3 KYUU -FM	KYUU -FM	KSOL -FM	KMEL -FM	KSOL -FM
4 KNBR -AM	KSPX -FM	KFRC -AM	KFRC -AM	KSFJ -FM
5 KYA -FM	KSAN -FM	KSFJ -FM	KSOL -FM	KIOI -FM
6 KMEL -FM	KNBR -AM	KDIA -AM	KGO -AM	KMEL -FM
7 KSOL -FM	KMEL -FM	KMEL -FM	KOME -FM	KNBR -AM
8 KSFJ -FM	KSOL -FM	KOME -FM	KSAN -FM	KDIA -AM
9 KSAN -FM	KYA -AM	KSAN -FM	KSFJ -FM	KBLX -FM
10 KOME -FM	KEZR -FM	KYA -FM	KSFO -AM	KCBS -FM

M-F, 6-10am

1 KFRC -AM	KFRC -AM	KYUU -FM	KFRC -AM	KFRC -AM
2 KNBR -AM	KYUU -FM	KFRC -AM	KYUU -FM	KYUU -FM
3 KIOI -FM	KNBR -AM	KIOI -FM	KGO -AM	KNBR -AM
4 KSOL -FM	KIOI -FM	KSFJ -FM	KIOI -FM	KSOL -FM
5 KDIA -AM	KGO -AM	KNBR -AM	KSFO -AM	KIOI -FM
6 KYA -FM	KSAN -FM	KSOL -FM	KMEL -FM	KIOI -FM
7 KGO -AM	KLOK -AM	KCBS -AM	KNBR -AM	KSFJ -FM
8 KYUU -FM	KYA -AM	KDIA -AM	KCBS -AM	KGO -AM
9 KMEL -FM	KMEL -FM	KLOK -AM	KSOL -FM	KDIA -AM
10 KSFJ -FM	KSFJ -FM	KGO -AM	KLOK -AM	KEZR -FM

M-F, 3-7pm

1 KFRC -AM	KSFJ -FM	KYUU -FM	KYUU -FM	KYUU -FM
2 KIOI -FM	KFRC -AM	KIOI -FM	KMEL -FM	KFRC -AM
3 KSAN -FM	KIOI -FM	KFRC -AM	KFRC -AM	KMEL -FM
4 KYUU -FM	KSAN -FM	KSFJ -FM	KIOI -FM	KSOL -FM
5 KNBR -AM	KNBR -AM	KSOL -FM	KSOL -FM	KIOI -FM
6 KSFJ -FM	KYUU -FM	KDIA -AM	KOME -FM	KSFJ -FM
7 KYA -FM	KMEL -FM	KMEL -FM	KSAN -FM	KBLX -FM
8 KSOL -FM	KEZR -FM	KOME -FM	KSFJ -FM	KDIA -AM
9 KOME -FM	KSOL -FM	KSAN -FM	KBLX -FM	KSAN -FM
10 KMEL -FM	KYA -FM	KYA -FM	KEZR -FM	KIOI -AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 21248

A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1 KGO -AM	KGO -AM	KGO -AM	KGO -AM	KGO -AM
2 KNBR -AM	KNBR -AM	KCBS -AM	KCBS -AM	KCBS -AM
3 KSFO -AM	KSFO -AM	KYUU -FM	KYUU -FM	KNBR -AM
4 KFRC -AM	KFRC -AM	KSFO -AM	KYUU -FM	KYUU -FM
5 KOIT -FM	KIOI -FM	KOIT -FM	KNBR -AM	KSFO -AM
6 KCBS -AM	KNEW -AM	KFOG -FM	KFRC -AM	KFRC -AM
7 KIOI -FM	KCBS -AM	KFRC -AM	KNEW -AM	KNEW -AM
8 KFOG -FM	KFOG -FM	KNBR -AM	KFOG -FM	KIOI -FM
9 KNEW -AM	KOIT -FM	KIOI -FM	KIOI -FM	KFOG -FM
10 KLOK -AM	KABL -FM	KNEW -AM	KFRC -AM	KABL -FM

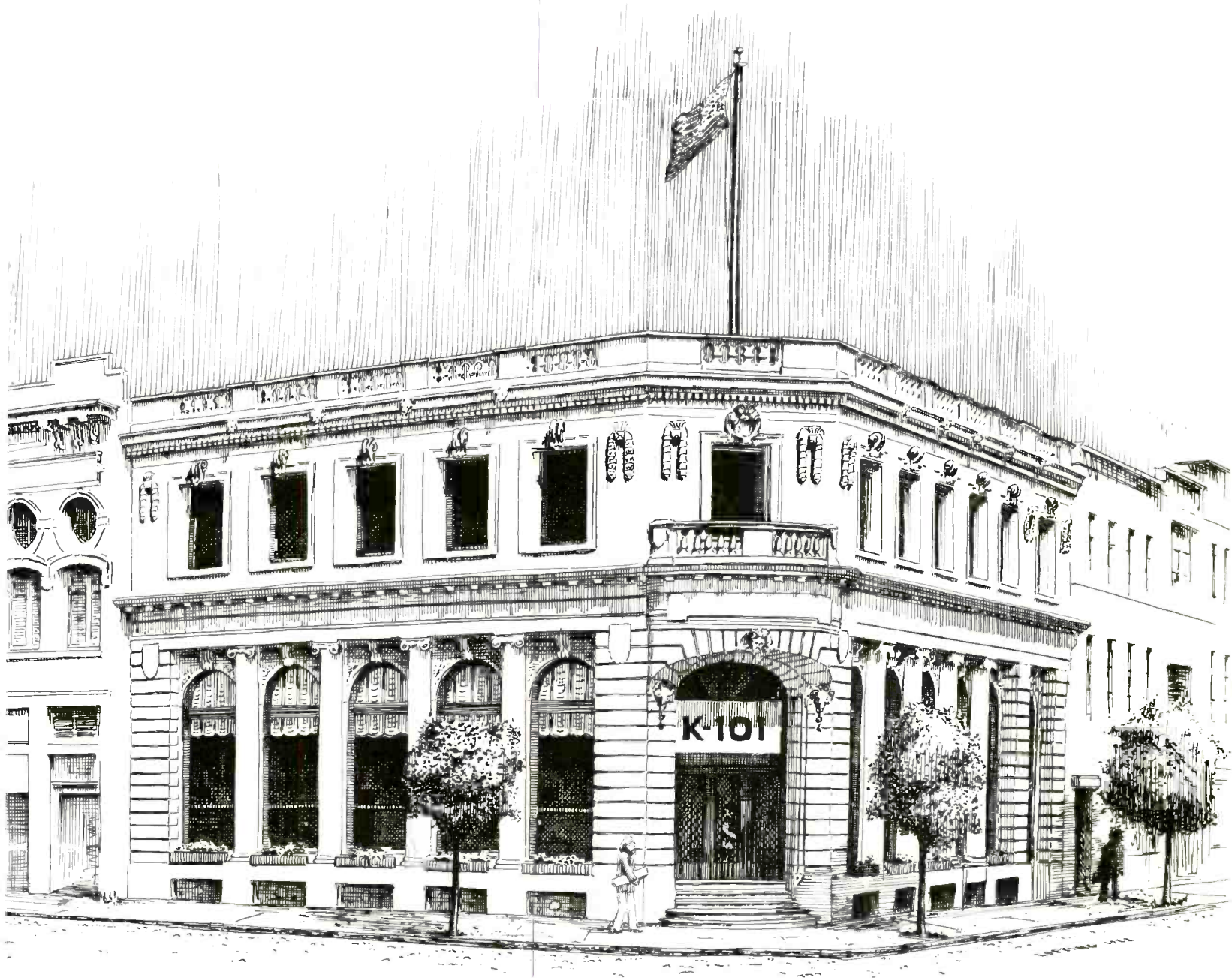
M-F, 6-10am

1 KGO -AM	XGO -AM	KGO -AM	KGO -AM	KGO -AM
2 KCBS -AM	KSFO -AM	KCBS -AM	KCBS -AM	KCBS -AM
3 KSFO -AM	KNBR -AM	KSFO -AM	KSFO -AM	KSFO -AM
4 KNBR -AM	KCBS -AM	KNBR -AM	KNBR -AM	KNBR -AM
5 KFRC -AM	KFRC -AM	KYUU -FM	KFRC -AM	KFRC -AM
6 KNEW -AM	KLOK -AM	KNEW -AM	KNEW -AM	KNEW -AM
7 KOIT -FM	KNEW -AM	KNEW -AM	KYUU -FM	KYUU -FM
8 KLOK -AM	KIOI -FM	KABL -FM	KOIT -FM	KIOI -FM
9 KIOI -FM	KABL -AM	KOIT -FM	KLOK -AM	KSFJ -FM
10 KDIA -AM	KOIT -FM	KIOI -FM	KFOG -FM	KDIA -AM

M-F, 3-7pm

1 KNBR -AM	XGO -AM	KGO -AM	XGO -AM	KGO -AM
2 KGO -AM	KNBR -AM	KCBS -AM	KYUU -FM	KCBS -AM
3 KFRC -AM	KFRC -AM	KYUU -FM	KCBS -AM	KYUU -FM
4 KOIT -FM	KNEW -AM	KOIT -FM	KNBR -AM	KNBR -AM
5 KIOI -FM	KFOG -FM	KNEW -AM	KNEW -AM	KNEW -AM
6 KSFO -AM	KIOI -FM	KFRC -AM	KOIT -FM	KFRC -AM
7 KFOG -FM	KSFJ -FM	KNBR -AM	KFOG -FM	KABL -FM
8 KABL -AM	KABL -AM	KABL -FM	KABL -FM	KIOI -FM
9 KCBS -AM	KOIT -FM	KFOG -FM	KIOI -FM	KFOG -FM
10 KNEW -AM	KCBS -AM	KSFO -AM	KBAY -FM	KSFJ -FM

K-101 FM



**The Stereo Establishment in the Bay Area Since 1957
A Charter Media, Inc. Station**

K-101 FM • 700 Montgomery Street • San Francisco, CA 94111 • (415) 956-5101

San Francisco

Continued from Page 200

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 43104

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80					
1	KFRC-AM	8185	KGO -AM	8090	KGO -AM	8846	KGO -AM	8799	KGO -AM	7631
2	KGO -AM	7690	KFRC-AM	7773	KFRC-AM	7863	KCBS-AM	7417	KCBS-AM	7195
3	KNBR-AM	7085	KNBR-AM	7041	KCBS-AM	7843	KFRC-AM	6467	KFRC-AM	6982
4	KCBS-AM	6717	KCBS-AM	6415	KSFO-AM	5458	KYUU-FM	4803	KNBR-AM	5859
5	KIOI-FM	4753	KIOI-FM	4593	KYUU-FM	5234	KIOI-FM	4606	KFOG-FM	4524
6	KABL-AM	4533	KABL-AM	4537	KIOI-FM	4917	KABL-AM	4221	KYUU-FM	4286
7	KSFX-FM	4080	KSFO-AM	4300	KSFX-FM	4402	KSFO-AM	4113	KSFX-FM	4163
8	KSFO-AM	4047	KYA -AM	4083	KNBR-AM	4325	KFOG-FM	4021	KIOI-FM	4023
9	KFOG-FM	4032	KSFX-FM	3872	KFOG-FM	3918	KNBR-AM	3740	KSFO-AM	3880
10	KYA -AM	3955	KYUU-FM	3705	KABL-AM	3812	KSOL-FM	3712	KSOL-FM	3869

M-F, 6-10am

1	KGO -AM	KGO -AM	KCBS-AM	KGO -AM	KGO -AM
2	KCBS-AM	KCBS-AM	KGO -AM	KCBS-AM	KCBS-AM
3	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
4	KABL-AM	KNBR-AM	KYUU-FM	KYUU-FM	KNBR-AM
5	KNBR-AM	KABL-AM	KSFO-AM	KSFO-AM	KSFO-AM
6	KSFO-AM	KSFO-AM	KNBR-AM	KNBR-AM	KSOL-FM
7	KIOI-FM	KIOI-FM	KDI A-AM	KIOI-FM	KFOG-FM
8	KSOL-FM	KLOK-AM	KIOI-FM	KABL-AM	KYUU-FM
9	KYA -AM	KYA -AM	KSOL-FM	KNEW-AM	KSFX-FM
10	KFOG-FM	KNEW-AM	KSFX-FM	KSOL-FM	KABL-AM

M-F, 3-7pm

1	KFRC-AM	KFRC-AM	KFRC-AM	KGO -AM	KGO -AM
2	KNBR-AM	KGO -AM	KGO -AM	KCBS-AM	KCBS-AM
3	KGO -AM	KNBR-AM	KCBS-AM	KFRC-AM	KFRC-AM
4	KCBS-AM	KCBS-AM	KYUU-FM	KYUU-FM	KNBR-AM
5	KIOI-FM	KABL-AM	KSOL-FM	KSOL-FM	KFOG-FM
6	KABL-AM	KSFX-FM	KDI A-AM	KABL-AM	KSOL-FM
7	KSFX-FM	KYA -AM	KIOI-FM	KIOI-FM	KSFX-FM
8	KFOG-FM	KSOL-FM	KSFX-FM	KFOG-FM	KYUU-FM
9	KSOL-FM	KIOI-FM	KNBR-AM	KNEW-AM	KIOI-FM
10	KYUU-FM	KNEW-AM	KABL-AM	KNBR-AM	KDI A-AM

Teens

M-S, 6am-Midnight

POP(00): 5013

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
2	KYA -AM	KYA -AM	KSOL-FM	KSOL-FM	KSOL-FM
3	KSOL-FM	KSOL-FM	KSFX-FM	KOME-FM	KSFX-FM

M-F, 6-10am

1	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
2	KSOL-FM	KSOL-FM	KSOL-FM	KSOL-FM	KSOL-FM
3	KYA -AM	KLIV-AM	KDI A-AM	KDI A-AM	KSFX-FM

M-F, 3-7pm

1	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
2	KSOL-FM	KSOL-FM	KSOL-FM	KSOL-FM	KSOL-FM
3	KYA -AM	KYA -AM	KDI A-AM	KOME-FM	KDI A-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 16509

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
2	KIOI-FM	KIOI-FM	KYUU-FM	KYUU-FM	KYUU-FM
3	KNBR-AM	KNBR-AM	KIOI-FM	KIOI-FM	KIOI-FM
4	KYA -FM	KSFX-FM	KSFX-FM	KMEL-FM	KSFX-FM
5	KSFX-FM	KYA -AM	KYA -AM	KSFX-FM	KYA -AM
6	KYUU-FM	KYUU-FM	KYA -FM	KYA -AM	KMEL-FM
7	KYA -AM	KSOL-FM	KSOL-FM	KSOL-FM	KYA -FM
8	KMEL-FM	KSAN-FM	KMEL-FM	KSAN-FM	KSOL-FM
9	KSAN-FM	KMEL-FM	KGO -AM	KYA -FM	KNBR-AM
10	KSOL-FM	KMEL-FM	KDI A-AM	KGO -AM	KSAN-FM

M-F, 6-10am

1	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
2	KIOI-FM	KIOI-FM	KYUU-FM	KYUU-FM	KYUU-FM
3	KYA -FM	KNBR-AM	KIOI-FM	KIOI-FM	KIOI-FM
4	KYUU-FM	KYA -AM	KSFX-FM	KGO -AM	KYA -AM
5	KGO -AM	KYUU-FM	KDI A-AM	KMEL-FM	KSOL-FM
6	KNBR-AM	KGO -AM	KSOL-FM	KSOL-FM	KSFX-FM
7	KYA -AM	KLOK-AM	KYA -AM	KCBS-AM	KMEL-FM
8	KSFX-FM	KSFX-FM	KCBS-AM	KDI A-AM	KNBR-AM
9	KMEL-FM	KSAN-FM	KLOK-AM	KSFO-AM	KDI A-AM
10	KSOL-FM	KMEL-FM	KNBR-AM	KYA -FM	KGO -AM

M-F, 3-7pm

1	KFRC-AM	KFRC-AM	KFRC-AM	KYUU-FM	KFRC-AM
2	KIOI-FM	KSFX-FM	KYUU-FM	KFRC-AM	KYUU-FM
3	KNBR-AM	KYA -AM	KIOI-FM	KMEL-FM	KIOI-FM
4	KYUU-FM	KNBR-AM	KSFX-FM	KIOI-FM	KSFX-FM
5	KSFX-FM	KIOI-FM	KYA -AM	KSOL-FM	KMEL-FM
6	KYA -FM	KSAN-FM	KDI A-AM	KOME-FM	KSOL-FM
7	KMEL-FM	KSOL-FM	KSOL-FM	KSAN-FM	KYA -AM
8	KYA -AM	KYUU-FM	KMEL-FM	KSFX-FM	KYA -FM
9	KSAN-FM	KMEL-FM	KNBR-AM	KYA -AM	KSAN-FM
10	KLOK-AM	KYA -FM	KYA -FM	KYA -FM	KDI A-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 21248

	A/M '79	J/A '79	O/N '79	J/F '80	A/M '80
1	KNBR-AM	KGO -AM	KGO -AM	KGO -AM	KCBS-AM
2	KGO -AM	KNBR-AM	KCBS-AM	KCBS-AM	KGO -AM
3	KCBS-AM	KFRC-AM	KSFO-AM	KYUU-FM	KNBR-AM
4	KFRC-AM	KCBS-AM	KFRC-AM	KFRC-AM	KFRC-AM
5	KSFO-AM	KSFO-AM	KYUU-FM	KYUU-FM	KYUU-FM
6	KIOI-FM	KABL-AM	KNBR-AM	KNBR-AM	KIOI-FM
7	KABL-AM	KIOI-FM	KIOI-FM	KSFO-AM	KSFO-AM
8	KOIT-FM	KNEW-AM	KFOG-FM	KFOG-FM	KFOG-FM
9	KFOG-FM	KYUU-FM	KNEW-AM	KNEW-AM	KNEW-AM
10	KNEW-AM	KLOK-AM	KOIT-FM	KABL-AM	KABL-AM

M-F, 6-10am

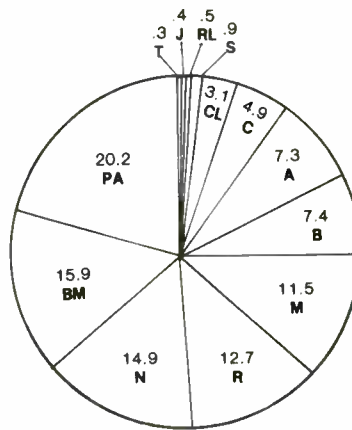
1	KGO -AM	KGO -AM	KCBS-AM	KGO -AM	KCBS-AM
2	KCBS-AM	KCBS-AM	KGO -AM	KCBS-AM	KGO -AM
3	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
4	KNBR-AM	KNBR-AM	KSFO-AM	KNBR-AM	KNBR-AM
5	KSFO-AM	KSFO-AM	KNBR-AM	KSFO-AM	KSFO-AM
6	KABL-AM	KNEW-AM	KYUU-FM	KYUU-FM	KYUU-FM
7	KNEW-AM	KLOK-AM	KNEW-AM	KNEW-AM	KNEW-AM
8	KLOK-AM	KIOI-FM	KIOI-FM	KIOI-FM	KIOI-FM
9	KIOI-FM	KABL-AM	KLOK-AM	KABL-AM	KLOK-AM
10	KOIT-FM	KYA -AM	KABL-AM	KLOK-AM	KABL-AM

M-F, 3-7pm

1	KNBR-AM	KGO -AM	KCBS-AM	KGO -AM	KCBS-AM
2	KGO -AM	KNBR-AM	KGO -AM	KCBS-AM	KGO -AM
3	KFRC-AM	KFRC-AM	KNBR-AM	KYUU-FM	KFRC-AM
4	KCBS-AM	KCBS-AM	KFRC-AM	KNEW-AM	KNBR-AM
5	KIOI-FM	KSFO-AM	KYUU-FM	KFRC-AM	KYUU-FM
6	KABL-AM	KNEW-AM	KNEW-AM	KNBR-AM	KNEW-AM
7	KSFO-AM	KABL-AM	KSFO-AM	KIOI-FM	KIOI-FM
8	KNEW-AM	KIOI-FM	KOIT-FM	KABL-AM	KSFX-FM
9	KLOK-AM	KLOK-AM	KIOI-FM	KSFO-AM	KSFO-AM
10	KOIT-FM	KABL-FM	KABL-FM	KFOG-FM	KFOG-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

San Jose

METRO RANK

30

A/M '80 Market Overview

Within the metro of San Francisco lies another thriving market, San Jose. Although KGO was the most popular station in this market, the second, third and fourth stations were San Jose-based. Among these, the new leader was KLOK, which passed KOME and KBAY.

KGO has increased its 25-54 share from a 7 last spring to more than an 8 share. This increase helped KGO to score its best total share in recent books. KLOK's 25-54 share this book was down more than two shares compared to last spring, but the station still had a mid-5 share. Virtually tied with KLOK was Beautiful Music station KBAY, which also declined compared to its A/M '79 25-54 share.

One local station increasing its 25-54 share versus last year's spring results was KARA, which jumped 35%, with the biggest increases coming in middays.

The battle for the 18-34 lead was led by KEZR and KOME. Both stations lost more than a share in the last year. KOME's AOR sound put it ahead among men 18-24, while KEZR's contemporary rock sound had a more balanced mass appeal.

Two San Francisco stations showed 18-34 improvement. KYUU more than doubled its share to more than a 6, while KSOL also added to its audience and achieved more than a 5 share.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 10463

A/M '79	O/N '79	J/F '80	A/M '80
1 KGO -AM	7.5	KGO -AM	7.8
2 KLOK -AM	5.4	KOME -FM	5.9
3 KOME -FM	5.2	KCBS -AM	5.4
4 KBAY -FM	5.2	KBAY -FM	4.9
5 KNBR -AM	4.8	KIOI -FM	4.8
6 KEZR -FM	4.5	KLOK -AM	4.6
7 KSJO -FM	4.0	KEZR -FM	4.4
8 KOIT -FM	3.9	KARA -FM	4.0
9 KFRC -AM	3.7	KSJO -FM	3.7
10 KSOL -FM	3.6	KSOL -FM	3.7
11 KLIV -AM	3.5	KYUU -FM	3.3
12 KCBS -AM	3.5	KSFX -FM	3.3
13 KIOI -FM	3.5	KFRC -AM	3.2
14 KARA -FM	3.3	KOIT -FM	2.9
15 KEEN -AM	2.6	KSFO -AM	2.9
16 KFOG -FM	2.6	KEEN -AM	2.9
17 KSFO -AM	2.4	KLIV -AM	2.7
18 KRRX -AM	2.0	KFOG -FM	2.7
19 KYUU -FM	2.0	KFAT -FM	2.4
20 KSFX -FM	2.0	KNBR -AM	2.0
21 KFAT -FM	2.0	KRRX -AM	1.6
22 KABL -AM	1.8	KAZA -AM	1.5
23 KYA -AM	1.3	KNEW -AM	1.5
24 KYA -FM	1.3	KNTA -AM	1.4
25 KABL -FM	1.3	KDFC -FM	1.3
26 KRVE -FM	1.2	KPEN -FM	1.2
27 KDFC -FM	1.1	KYA -AM	1.1
28 KMPX -FM	1.0	KABL -FM	0.9
29 KNTA -AM	1.0	KDIA -AM	0.9
30 KDIA -AM	0.9	KMPX -FM	0.8
31 KIBE -AM	0.8	KYA -FM	0.7
32 KPEN -FM	0.8	KRVE -FM	0.7
33 KHHI -FM	0.8	KMEL -FM	0.7
34 KSAN -FM	0.7	KAZA -AM	0.7
35 KAZA -AM	0.7	KSAN -FM	0.6
36 KNEW -AM	0.6	KBLX -FM	0.6
37 KIQI -AM	0.6	KIBE -AM	0.6
38 KFAX -AM	0.6	KEAR -FM	0.6
39 KMEL -FM	0.6	KIQI -AM	0.5
40 KEAR -FM	0.4	KFAX -AM	0.4
41 KCBS -FM	0.4	KKHI -FM	0.3
42 KKHI -AM	0.1	KKHI -AM	0.2
43			
44			

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 10463

A/M '79	O/N '79	J/F '80	A/M '80
1 KGO -AM	117	KGO -AM	128
2 KLOK -AM	84	KOME -FM	97
3 KOME -FM	82	KCBS -AM	88
4 KBAY -FM	82	KBAY -FM	80
5 KNBR -AM	75	KIOI -FM	78
6 KEZR -FM	71	KLOK -AM	76
7 KSJO -FM	63	KEZR -FM	72
8 KOIT -FM	61	KARA -FM	66
9 KFRC -AM	58	KSJO -FM	60
10 KSOL -FM	56	KSOL -FM	60

A/M '79	O/N '79	J/F '80	A/M '80
1 KGO -AM		KGO -AM	
2 KCBS -AM		KCBS -AM	
3 KLOK -AM		KLOK -AM	
4 KBAY -FM		KBAY -FM	
5 KNBR -AM		KOME -FM	
6 KEZR -FM		KFRC -AM	
7 KFRC -AM		KIOI -FM	
8 KLIV -AM		KEEN -AM	
9 KRRX -AM		KARA -FM	
10 KOME -FM		KEZR -FM	

A/M '79	O/N '79	J/F '80	A/M '80
1 KLOK -AM		KOME -FM	
2 KOME -FM		KEZR -FM	
3 KGO -AM		KLOK -AM	
4 KNBR -AM		KBAY -FM	
5 KEZR -FM		KGO -AM	
6 KSJO -FM		KCBS -AM	
7 KBAY -FM		KIOI -FM	
8 KLIV -AM		KSOL -FM	
9 KSOL -FM		KSJO -FM	
10 KIOI -FM		KARA -FM	

A/M '79	O/N '79	J/F '80	A/M '80
1 KLIV -AM		KOME -FM	
2 KSOL -FM		KSOL -FM	
3 KFRC -AM		KLIV -AM	

A/M '79	O/N '79	J/F '80	A/M '80
1 KLIV -AM		KFRC -AM	
2 KFRC -AM		KOME -FM	
3 KSOL -FM		KSOL -FM	

A/M '79	O/N '79	J/F '80	A/M '80
1 KLIV -AM		KSOL -FM	
2 KSOL -FM		KOME -FM	
3 KSFX -FM		KSJO -FM	

A/M '79	O/N '79	J/F '80	A/M '80
1 KEZR -FM		KOME -FM	
2 KOME -FM		KIOI -FM	
3 KSJO -FM		KEZR -FM	
4 KLOK -AM		KLOK -AM	
5 KARA -FM		KARA -FM	
6 KIOI -FM		KSJO -FM	
7 KFRC -AM		KSFX -FM	
8 KSOL -FM		KYUU -FM	
9 KNBR -AM		KFAT -FM	
10 KYUU -FM		KFRC -AM	

A/M '79	O/N '79	J/F '80	A/M '80
1 KEZR -FM		KLOK -AM	
2 KLOK -AM		KOME -FM	
3 KOME -FM		KIOI -FM	
4 KARA -FM		KEZR -FM	
5 KSJO -FM		KARA -FM	
6 KFRC -AM		KSFX -FM	
7 KGO -AM		KYUU -FM	
8 KIOI -FM		KFRC -AM	
9 KSOL -FM		KSJO -FM	
10 KNBR -AM		KBAY -FM	

A/M '79	O/N '79	J/F '80	A/M '80
1 KEZR -FM		KOME -FM	
2 KOME -FM		KEZR -FM	
3 KSJO -FM		KIOI -FM	
4 KLOK -AM		KLOK -AM	
5 KIOI -FM		KARA -FM	
6 KARA -FM		KSJO -FM	
7 KFRC -AM		KYUU -FM	
8 KNBR -AM		KSFX -FM	
9 KYUU -FM		KFAT -FM	
10 KFAT -FM		KSOL -FM	

A/M '79	O/N '79	J/F '80	A/M '80
1 KLOK -AM		KGO -AM	
2 KBAY -FM		KARA -FM	
3 KGO -AM		KBAY -FM	
4 KNBR -AM		KLOK -AM	
5 KOIT -FM		KEZR -FM	
6 KCBS -AM		KCBS -AM	
7 KARA -FM		KOIT -FM	
8 KIOI -FM		KOME -FM	
9 KEZR -FM		KFAT -FM	
10 KEEN -AM		KSFO -AM	

A/M '79	O/N '79	J/F '80	A/M '80
1 KGO -AM		KGO -AM	
2 KLOK -AM		KCBS -AM	
3 KCBS -AM		KLOK -AM	
4 KNBR -AM		KBAY -FM	
5 KBAY -FM		KSFO -AM	
6 KRRX -AM		KNBR -AM	
7 KOIT -FM		KOIT -FM	
8 KEEN -AM		KARA -FM	
9 KSFO -AM		KEZR -FM	
10 KARA -FM		KEEN -AM	

A/M '79	O/N '79	J/F '80	A/M '80
1 KLOK -AM		KGO -AM	
2 KNBR -AM		KBAY -FM	
3 KOIT -FM		KARA -FM	
4 KGO -AM		KOIT -FM	
5 KBAY -FM		KCBS -AM	
6 KARA -FM		KEZR -FM	
7 KSJO -FM		KLOK -AM	
8 KCBS -AM		KOME -FM	
9 KEEN -AM		KFAT -FM	
10 KIOI -FM		KEEN -AM	

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 10463

A/M '79	O/N '79	J/F '80	A/M '80
1 KGO -AM	1699	KGO -AM	1783
2 KLOK -AM	1592	KLOK -AM	1556
3 KNBR -AM	1464	ROME -FM	1542
4 KFRC -AM	1397	KCBS -AM	1516
5 KLIV -AM	1363	KLIV -AM	1424
6 KOME -FM	1352	KFRC -AM	1328
7 KCBS -AM	1306	KBAY -FM	1183
8 KBAY -FM	1217	KIOI -FM	1180
9 KIOI -FM	1137	KSJO -FM	1167
10 KOIT -FM	999	KARA -FM	1137

San Jose

Continued from Page 203

M-F, 6-10am

	KGO -AM	KGO -AM	KGO -AM
1	KGO -AM	KGO -AM	KGO -AM
2	KCBS-AM	KCBS-AM	KCBS-AM
3	KLOK-AM	KLOK-AM	KLOK-AM
4	KFRC-AM	KOME-FM	KOME-FM
5	KLIV-AM	KFRC-AM	KFRC-AM
6	KBAY-FM	KLIV-AM	KLIV-AM
7	KOME-FM	KEZR-FM	KEZR-FM
8	KEZR-FM	KARA-FM	KARA-FM
9	KNBR-AM	KIOI-FM	KIOI-FM
10	KXRX-AM	KBAY-FM	KBAY-FM

M-F, 3-7pm

	KGO -AM	KOME-FM	KGO -AM
1	KLOK-AM	KOME-FM	KGO -AM
2	KOME-FM	KLOK-AM	KLOK-AM
3	KGO -AM	KOME-FM	KOME-FM
4	KNBR-AM	KCBS-AM	KCBS-AM
5	KLIV-AM	KLIV-AM	KNBR-AM
6	KCBS-AM	KSJO-FM	KEZR-FM
7	KFRC-AM	KEZR-FM	KYUU-FM
8	KEZR-FM	KFRC-AM	KARA-FM
9	KIOI-FM	KARA-FM	KSOL-FM
10	KBAY-FM	KYUU-FM	KBAY-FM

Teens
M-S, 6am-Midnight
POP(00): 1368

	A/M '79	O/N '79	J/F '80	A/M '80
1	KLIV-AM	KLIV-AM	KOME-FM	KOME-FM
2	KFRC-AM	KOME-FM	KLIV-AM	KLIV-AM
3	KYA -AM	KFRC-AM	KSJO-FM	KFRC-AM

M-F, 6-10am

	KLIV-AM	KLIV-AM	KOME-FM	KSOL-FM
1	KLIV-AM	KLIV-AM	KOME-FM	KSOL-FM
2	KFRC-AM	KOME-FM	KFRC-AM	KOME-FM
3	KSOL-FM	KFRC-AM	KLIV-AM	KLIV-AM

M-F, 3-7pm

	KLIV-AM	KLIV-AM	KOME-FM	KOME-FM
1	KLIV-AM	KLIV-AM	KOME-FM	KOME-FM
2	KFRC-AM	KOME-FM	KLIV-AM	KSOL-FM
3	KOME-FM	KSJO-FM	KSJO-FM	KFRC-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 4391

	A/M '79	O/N '79	J/F '80	A/M '80
1	KOME-FM	KOME-FM	KOME-FM	KEZR-FM
2	KLOK-AM	KLOK-AM	KEZR-FM	KOME-FM
3	KEZR-FM	KEZR-FM	KLOK-AM	KARA-FM
4	KFRC-AM	KARA-FM	KYUU-FM	KFRC-AM
5	KIOI-FM	KIOI-FM	KIOI-FM	KYUU-FM
6	KSJO-FM	KFRC-AM	KLIV-AM	KLOK-AM
7	KARA-FM	KSJO-FM	KSJO-FM	KLIV-AM
8	KLIV-AM	KLIV-AM	KARA-FM	KIOI-FM
9	KNBR-AM	KYUU-FM	KFRC-AM	KSPX-FM
10	KYA -AM	KSPX-FM	KSOL-FM	KSJO-FM

M-F, 6-10am

	KLOK-AM	KOME-FM	KOME-FM	KEZR-FM
1	KLOK-AM	KOME-FM	KOME-FM	KEZR-FM
2	KEZR-FM	KOME-FM	KEZR-FM	KLOK-AM
3	KFRC-AM	KEZR-FM	KYUU-FM	KOME-FM
4	KOME-FM	KIOI-FM	KLOK-AM	KARA-FM
5	KSJO-FM	KFRC-AM	KIOI-FM	KFRC-AM
6	KGO -AM	KARA-FM	KFRC-AM	KLIV-AM
7	KARA-FM	KYUU-FM	KLIV-AM	KYUU-FM
8	KIOI-FM	KSJO-FM	KARA-FM	KIOI-FM
9	KLIV-AM	KLIV-AM	KFRC-AM	KSPX-FM
10	KCBS-AM	KGO -AM	KGO -AM	KGO -AM

M-F, 3-7pm

	KOME-FM	KOME-FM	KOME-FM	KOME-FM
1	KOME-FM	KOME-FM	KOME-FM	KOME-FM
2	KLOK-AM	KEZR-FM	KEZR-FM	KEZR-FM
3	KEZR-FM	KLOK-AM	KLOK-AM	KARA-FM
4	KSJO-FM	KARA-FM	KYUU-FM	KYUU-FM
5	KFRC-AM	KSJO-FM	KSOL-FM	KLOK-AM
6	KIOI-FM	KYUU-FM	KLIV-AM	KSOL-FM
7	KNBR-AM	KIOI-FM	KSJO-FM	KSPX-FM
8	KARA-FM	KFRC-AM	KSJO-FM	KSJO-FM
9	KYUU-FM	KLIV-AM	KIOI-FM	KLIV-AM
10	KYA -AM	KSPX-FM	KFRC-AM	KFRC-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 5501

	A/M '79	O/N '79	J/F '80	A/M '80
1	KLOK-AM	KGO -AM	KBAY-FM	KGO -AM
2	KGO -AM	KLOK-AM	KGO -AM	KLOK-AM
3	KNBR-AM	KCBS-AM	KLOK-AM	KBAY-FM
4	KCBS-AM	KARA-FM	KIOI-FM	KCBS-AM
5	KBAY-FM	KBAY-FM	KCBS-AM	KNBR-AM
6	KOIT-FM	KSFO-AM	KYUU-FM	KARA-FM
7	KFRC-AM	KIOI-FM	KOIT-FM	KYUU-FM
8	KIOI-FM	KFOG-FM	KEEN-AM	KEZR-FM
9	KARA-FM	KEZR-FM	KARA-FM	KIOI-FM
10	KOME-FM	KYUU-FM	KFRC-AM	KFRC-AM

M-F, 6-10am

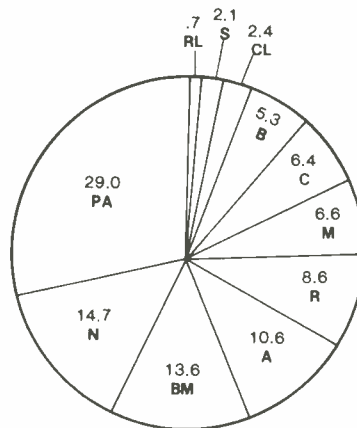
	KGO -AM	KGO -AM	KGO -AM
1	KGO -AM	KGO -AM	KGO -AM
2	KCBS-AM	KLOK-AM	KLOK-AM
3	KLOK-AM	KCBS-AM	KBAY-FM
4	KNBR-AM	KARA-FM	KCBS-AM
5	KBAY-FM	KSFO-AM	KNBR-AM
6	KFRC-AM	KBAY-FM	KIOI-FM
7	KXRX-AM	KEZR-FM	KEEN-AM
8	KOIT-FM	KNBR-AM	KFRC-AM
9	KEZR-FM	KIOI-FM	KXRX-AM
10	KEEN-AM	KFRC-AM	KYUU-FM

M-F, 3-7pm

	KLOK-AM	KBAY-FM	KLOK-AM
1	KLOK-AM	KBAY-FM	KLOK-AM
2	KGO -AM	KLOK-AM	KGO -AM
3	KCBS-AM	KCBS-AM	KCBS-AM
4	KNBR-AM	KARA-FM	KEEN-AM
5	KBAY-FM	KBAY-FM	KCBS-AM
6	KOME-FM	KBAY-FM	KYUU-FM
7	KOIT-FM	KOIT-FM	KIOI-FM
8	KEZR-FM	KNBR-AM	KARA-FM
9	KARA-FM	KYUU-FM	KNBR-AM
10	KFRC-AM	KOME-FM	KFAT-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Thursday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

St. Louis

Continued from Page 194

M-F, 6-10am

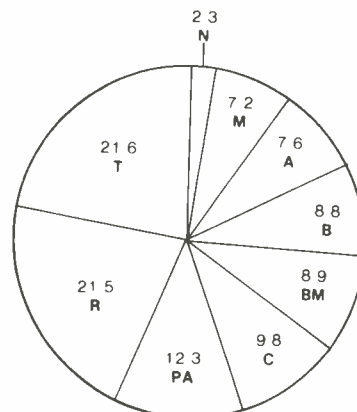
	KMOX-AM	KMOX-AM	KMOX-AM
1	KMOX-AM	KMOX-AM	KMOX-AM
2	KXOK-AM	KXOK-AM	KXOK-AM
3	KSD -AM	WIL -FM	WIL -FM
4	WIL -AM	KEZK-FM	WIL -AM
5	WIL -FM	WIL -AM	WRTH-AM
6	KSLO-FM	KMOX-FM	KEZK-FM
7	KMOX-FM	KSD -AM	KMOX-FM
8	KEZK-FM	KSLO-FM	KSLO-FM
9	WRTH-AM	WWWK-FM	KSD -AM
10	KWK -AM	KSHE-FM	WWWK-FM

M-F, 3-7pm

	KMOX-AM	KMOX-AM	KMOX-AM
1	KMOX-AM	KMOX-AM	KMOX-AM
2	KXOK-AM	KXOK-AM	KXOK-AM
3	KSD -AM	WIL -FM	WIL -FM
4	WIL -FM	KEZK-FM	KEZK-FM
5	KSLO-FM	WWWK-FM	WIL -AM
6	WIL -AM	KMOX-FM	WRTH-AM
7	KEZK-FM	KSLO-FM	KSLO-FM
8	KWK -AM	WIL -AM	KSD -AM
9	WRTH-AM	KKSS-FM	WWWK-FM
10	KMOX-FM	KSD -AM	KSHE-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Sarasota-Bradenton

METRO RANK **104**

Average Persons 12+ Share Trends
 Monday-Sunday, 6am-Midnight
 POP(00): 2736

A/M '79	A/M '80
1 WDUV-FM 13.3	WDUV-FM (BM) 13.9
2 WQSR-FM 10.9	WBA-FM (BM) 8.2
3 WQSA-AM 6.3	WSUN-AM (C) 7.1
4 WJYW-FM 6.3	WYNF-FM (PA) 5.5
5 WSUN-AM 4.8	WQXM-FM (A) 5.3
6 WAMR-AM 4.6	WAMR-FM (PA) 4.6
7 WQXM-FM 4.3	WJYW-FM (BM) 4.2
8 WSPB-AM 3.6	WSPB-FM (PA) 3.8
9 WFLA-FM 3.6	WAMR-AM (PA) 3.8
10 WLCY-AM 3.1	WSRZ-FM (A) 3.5
11 WTRF-AM 3.1	WLCY-AM (R) 3.1
12 WFLA-AM 2.9	WBA-FM (BM) 3.1
13 WBRD-AM 2.9	WFLA-AM (PA) 2.9
14 WAMR-FM 2.9	WBRD-AM (C) 2.9
15 WQYK-FM 2.9	WSPB-AM (PA) 2.6
16 WKXY-AM 2.4	WFLA-FM (BM) 2.4
17 WBA-AM 2.2	WQSA-AM (R) 2.4
18 WSPB-FM 1.9	WQYK-FM (C) 2.2
19 WRBQ-FM 1.9	WTRF-AM (PA) 1.8
20 WENG-AM 1.7	WKXY-AM (R) 1.5
21 WBA-FM 1.7	WYND-AM (R) 1.1
22 WYNF-FM 1.4	WPLP-AM (R) 0.9
23 WTMP-AM 1.4	WOKF-FM (R) 0.9
24 WYND-AM 1.0	
25 WSS-T-AM 0.7	

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
 POP(00): 2736

A/M '79	A/M '80
1 WDUV-FM 55	WDUV-FM 63
2 WQSR-FM 45	WBA-FM 37
3 WQSA-AM 26	WSUN-AM 32
4 WJYW-FM 26	WYNF-FM 25
5 WSUN-AM 20	WQXM-FM 24

M-F, 6-10am

1 WQSR-FM	WDUV-FM
2 WDUV-FM	WSUN-AM
3 WSPB-AM	WBA-FM
4 WSLN-AM	WYNF-FM
5 WQSA-AM	WAMR-FM

M-F, 3-7pm

1 WDUV-FM	WDUV-FM
2 WQSR-FM	WBA-FM
3 WJYW-FM	WSUN-AM
4 WQXM-FM	WYNF-FM
5 WSUN-AM	WQXM-FM

Teens
M-S, 6am-Midnight
 POP(00): 216

A/M '79	A/M '80
1 WQXM-FM	WQXM-FM
2 WLCY-AM	WYNF-FM
3 WKXY-AM	WKXY-AM

M-F, 6-10am

1 WQXM-FM	WQXM-FM
2 WLCY-AM	WYNF-FM
3 WRBQ-FM	WKXY-AM

M-F, 3-7pm

1 WQXM-FM	WQXM-FM
2 WKXY-AM	WYNF-FM
3 WQSR-FM	WOKF-FM

Adults 18-34
M-S, 6am-Midnight
 POP(00): 521

A/M '79	A/M '80
1 WQSR-FM	WYNF-FM
2 WQXM-FM	WSRZ-FM
3 WLCY-AM	WSPB-FM
4 WSUN-AM	WQXM-FM
5 WTMP-AM	WFLA-AM

M-F, 6-10am

1 WQSR-FM	WYNF-FM
2 WLCY-AM	WSPB-FM
3 WQXM-FM	WSRZ-FM
4 WFLA-AM	WSUN-AM
5 WSUN-AM	WSRZ-FM

M-F, 3-7pm

1 WQSR-FM	WSRZ-FM
2 WQXM-FM	WYNF-FM
3 WLCY-AM	WSPB-FM
4 WQYK-FM	WQXM-FM
5 WSUN-AM	WFLA-AM

Adults 25-54
M-S, 6am-Midnight
 POP(00): 802

A/M '79	A/M '80
1 WQSR-FM	WDUV-FM
2 WDUV-FM	WSUN-AM
3 WSUN-AM	WSPB-FM
4 WQYK-FM	WLCY-AM
5 WJYW-FM	WQXM-FM

M-F, 6-10am

1 WQSR-FM	WSUN-AM
2 WSUN-AM	WDUV-FM
3 WQYK-FM	WLCY-AM
4 WDUV-FM	WSPB-FM
5 WLCY-AM	WFLA-AM

M-F, 3-7pm

1 WQSR-FM	WDUV-FM
2 WDUV-FM	WSUN-AM
3 WSUN-AM	WSPB-FM
4 WQYK-FM	WSRZ-FM
5 WLCY-AM	WYNF-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
 POP(00): 2736

A/M '79	A/M '80
1 WDUV-FM 772	WDUV-FM 757
2 WSUN-AM 503	WSUN-AM 494
3 WQSR-FM 433	WBA-FM 387
4 WFLA-AM 360	WYNF-FM 372
5 WQSA-AM 345	WAMR-FM 303

M-F, 6-10am

1 WDUV-FM	WDUV-FM
2 WQSR-FM	WSUN-AM
3 WSUN-AM	WBA-FM
4 WSPB-AM	WYNF-FM
5 WFLA-AM	WSPB-FM

M-F, 3-7pm

1 WDUV-FM	WDUV-FM
2 WQSR-FM	WYNF-FM
3 WSUN-AM	WBA-FM
4 WLCY-AM	WSUN-AM
5 WFLA-AM	WQXM-FM

Teens
M-S, 6am-Midnight
 POP(00): 216

A/M '79	A/M '80
1 WLCY-AM	WQXM-FM
2 WKXY-AM	WYNF-FM
3 WYNF-FM	WLCY-AM

M-F, 6-10am

1 WLCY-AM	WQXM-FM
2 WQXM-FM	WYNF-FM
3 WKXY-AM	WLCY-AM

M-F, 3-7pm

1 WQXM-FM	WQXM-FM
2 WQSR-FM	WYNF-FM
3 WKXY-AM	WSPB-FM

Adults 18-34
M-S, 6am-Midnight
 POP(00): 521

A/M '79	A/M '80
1 WQSR-FM	WSPB-FM
2 WQSR-FM	WYNF-FM
3 WQXM-FM	WSUN-AM
4 WQXM-FM	WSRZ-FM
5 WFLA-AM	WQXM-FM

M-F, 6-10am

1 WQSR-FM	WSPB-FM
2 WLCY-AM	WSRZ-FM
3 WQXM-FM	WSUN-AM
4 WFLA-AM	WQXM-FM
5 WSUN-AM	WYNF-FM

M-F, 3-7pm

1 WQSR-FM	WYNF-FM
2 WQXM-FM	WSRZ-FM
3 WFLA-AM	WSPB-FM
4 WQYK-FM	WQXM-FM
5 WLCY-AM	WOKF-FM

Adults 25-54
M-S, 6am-Midnight
 POP(00): 802

A/M '79	A/M '80
1 WDUV-FM	WSUN-AM
2 WQSR-FM	WDUV-FM
3 WSUN-AM	WSPB-FM
4 WLCY-AM	WFLA-AM
5 WFLA-AM	WKXY-AM

M-F, 6-10am

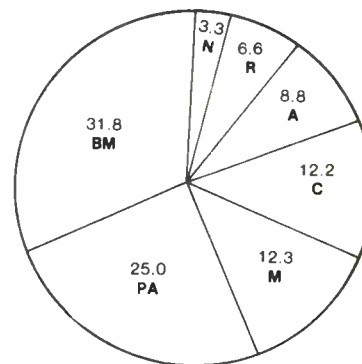
1 WDUV-FM	WSUN-AM
2 WQSR-FM	WDUV-FM
3 WSUN-AM	WSPB-FM
4 WLCY-AM	WFLA-AM
5 WLCY-AM	WLCY-AM

M-F, 3-7pm

1 WQSR-FM	WDUV-FM
2 WQSR-FM	WDUV-FM
3 WSUN-AM	WSPB-FM
4 WFLA-AM	WSRZ-FM
5 WFLA-AM	WFLA-AM

Format Penetration Chart

Based On Total Persons 12+
 Average Quarter Hour Listening
 Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Savannah

METRO RANK

142

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 1774

A/M '78	A/M '79	A/M '80
1 WFAS-FM 15.5	WEAS-AM 13.9	WSOK-AM(9) 11.9
2 WSGA-AM 11.1	WSGA-AM 12.5	WEAS-FM(9) 11.9
3 WJCL-FM 10.7	WJCL-FM 12.5	WZAT-FM(9) 10.1
4 WZAT-FM 9.6	WSGF-FM 12.5	WJCL-FM(9) 10.1
5 WSOK-AM 9.2	WZAT-FM 9.5	WEAS-AM(9) 9.8
6 WSGF-FM 8.5	WSOK-AM 9.1	WCHY-FM(9) 9.8
7 WTOC-FM 6.3	WEAS-FM 7.1	WSGF-FM(9) 9.1
8 WJCL-FM 6.3	WTOC-AM 5.7	WSGA-AM(9) 7.3
9 WKBX-AM 5.9	WKBX-AM 4.7	WWSA-AM(PA) 5.2
10 WEAS-AM 5.9	WJCL-FM 3.7	WHHR-FM(9) 3.1
11 WQQT-AM 4.4	WQQT-AM 3.7	WJCL-FM(9) 2.8
12 WTOC-FM 3.3	WTOC-FM 2.7	WQQT-AM(9) 2.8
13 WJCL-FM 0.7	WNMT-AM 0.3	WNMT-AM(9) 2.4
14		WGEC-FM(9) 1.7
15		WKBX-AM(PA) 1.4

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

OP(00): 1774

A/M '78	A/M '79	A/M '80
1 WFAS-FM 42	WEAS-AM 41	WSOK-AM 34
2 WSGA-AM 30	WSGA-AM 37	WEAS-FM 34
3 WJCL-FM 29	WJCL-FM 37	WZAT-FM 29
4 WZAT-FM 26	WSGF-FM 37	WJCL-FM 29
5 WSOK-AM 25	WZAT-FM 28	WEAS-AM 28

M-F, 6-10am

1 WZAT-FM	WZAT-FM	WZAT-FM
2 WEAS-FM	WJCL-FM	WCHY-FM
3 WSOK-AM	WSGF-FM	WSOK-AM
4 WSGA-AM	WSGA-AM	WSGF-FM
5 WSGF-FM	WSOK-AM	WJCL-FM

M-F, 3-7pm

1 WEAS-FM	WEAS-AM	WEAS-FM
2 WSGA-AM	WSGA-AM	WJCL-FM
3 WJCL-FM	WJCL-FM	WEAS-AM
4 WZAT-FM	WSGF-FM	WSGA-AM
5 WJCL-FM	WZAT-FM	WCHY-FM

Teens

M-S, 6am-Midnight

POP(00): 240

A/M '78	A/M '79	A/M '80
1 WEAS-FM	WSGF-FM	WSGF-FM
2 WSGA-AM	WSGA-AM	WEAS-FM
3 WSGF-FM	WZAT-FM	WSGA-AM

M-F, 6-10am

1 WEAS-FM	WSGF-FM	WSGF-FM
2 WSGA-AM	WSGA-AM	WEAS-FM
3 WSGF-FM	WZAT-FM	WSGA-AM

M-F, 3-7pm

1 WEAS-FM	WSGF-FM	WEAS-FM
2 WSGA-AM	WSGA-AM	WSGF-FM
3 WSOK-AM	WEAS-AM	WSOK-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 655

A/M '78	A/M '79	A/M '80
1 WEAS-FM	WSGF-FM	WEAS-FM
2 WSGA-AM	WSGA-AM	WSOK-AM
3 WSGF-FM	WEAS-AM	WCHY-FM
4 WJCL-FM	WZAT-FM	WZAT-FM
5 WZAT-FM	WSOK-AM	WSGF-FM

M-F, 6-10am

1 WSGA-AM	WSGF-FM	WCHY-FM
2 WEAS-FM	WSGA-AM	WZAT-FM
3 WSGF-FM	WSOK-AM	WEAS-FM
4 WJCL-FM	WEAS-AM	WSOK-AM
5 WZAT-FM	WZAT-FM	WSGF-FM

M-F, 3-7pm

1 WEAS-FM	WSGA-AM	WEAS-FM
2 WSGA-AM	WSGF-FM	WEAS-AM
3 WJCL-FM	WZAT-FM	WSGA-AM
4 WSGF-FM	WEAS-AM	WSOK-AM
5 WZAT-FM	WJCL-FM	WCHY-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 797

A/M '78	A/M '79	A/M '80
1 WEAS-FM	WSGA-AM	WCHY-FM
2 WJCL-FM	WJCL-FM	WZAT-FM
3 WTOC-FM	WEAS-AM	WJCL-FM
4 WSGA-AM	WSOK-AM	WSOK-AM
5 WZAT-FM	WZAT-FM	WEAS-FM

M-F, 6-10am

1 WZAT-FM	WSGA-AM	WZAT-FM
2 WSOK-AM	WZAT-FM	WCHY-FM
3 WEAS-FM	WSOK-AM	WJCL-FM
4 WQQT-AM	WKBX-AM	WSOK-AM
5 WTOC-FM	WJCL-FM	WSGF-FM

M-F, 3-7pm

1 WEAS-FM	WSGA-AM	WCHY-FM
2 WJCL-FM	WJCL-FM	WJCL-FM
3 WSGA-AM	WEAS-AM	WEAS-AM
4 WTOC-FM	WSOK-AM	WZAT-FM
5 WQQT-AM	WSGF-FM	WSGA-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1774

A/M '78	A/M '79	A/M '80
1 WSGA-AM 545	WSGA-AM 479	WZAT-FM 451
2 WZAT-FM 388	WSGF-FM 443	WSGF-FM 403
3 WEAS-FM 373	WZAT-FM 424	WJCL-FM 362
4 WSOK-AM 365	WSOK-AM 340	WSOK-AM 358
5 WKBX-AM 347	WJCL-FM 307	WSGA-AM 348

M-F, 6-10am

1 WSGA-AM	WSGA-AM	WZAT-FM
2 WFAS-FM	WSGF-FM	WSGF-FM
3 WSOK-AM	WSOK-AM	WSOK-AM
4 WZAT-FM	WZAT-FM	WEAS-FM
5 WSGF-FM	WEAS-AM	WSGA-AM

M-F, 3-7pm

1 WSGA-AM	WSGF-FM	WZAT-FM
2 WEAS-FM	WZAT-FM	WSGF-FM
3 WSOK-AM	WSGA-AM	WEAS-FM
4 WKBX-AM	WEAS-AM	WJCL-FM
5 WSGF-FM	WJCL-FM	WSGA-AM

Teens

M-S, 6am-Midnight

POP(00): 240

A/M '78	A/M '79	A/M '80
1 WSGA-AM	WSGF-FM	WSGF-FM
2 WSGF-FM	WSGA-AM	WSGA-AM
3 WZAT-FM	WZAT-FM	WZAT-FM

M-F, 6-10am

1 WSGA-AM	WSGF-FM	WSGF-FM
2 WSGF-FM	WSGA-AM	WSGA-AM
3 WZAT-FM	WZAT-FM	WEAS-FM

M-F, 3-7pm

1 WSGA-AM	WSGF-FM	WSGF-FM
2 WEAS-FM	WSGA-AM	WEAS-FM
3 WSOK-AM	WZAT-FM	WZAT-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 655

A/M '78	A/M '79	A/M '80
1 WSGA-AM	WSGF-FM	WSGF-FM
2 WSGF-FM	WSGA-AM	WZAT-FM
3 WEAS-FM	WZAT-FM	WEAS-FM
4 WZAT-FM	WSOK-AM	WSGA-AM
5 WSOK-AM	WEAS-AM	WSOK-AM

M-F, 6-10am

1 WSGA-AM	WSGF-FM	WSGF-FM
2 WEAS-FM	WSGA-AM	WZAT-FM
3 WSGF-FM	WSOK-AM	WEAS-FM
4 WZAT-FM	WEAS-AM	WSGA-AM
5 WSOK-AM	WZAT-FM	WSOK-AM

M-F, 3-7pm

1 WSGA-AM	WSGF-FM	WZAT-FM
2 WEAS-FM	WZAT-FM	WSGF-FM
3 WSGF-FM	WEAS-AM	WEAS-FM
4 WZAT-FM	WSGA-AM	WJCL-FM
5 WJCL-FM	WEAS-FM	WSGA-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 797

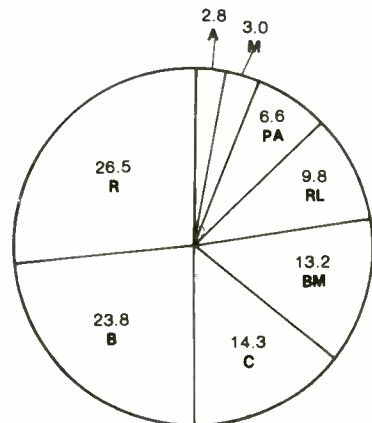
A/M '78	A/M '79	A/M '80
1 WSGA-AM	WSGA-AM	WZAT-FM
2 WTOC-FM	WZAT-FM	WJCL-FM
3 WEAS-FM	WJCL-FM	WCHY-FM
4 WKBX-AM	WSOK-AM	WSOK-AM
5 WSOK-AM	WKBX-AM	WSGF-FM

M-F, 6-10am

1 WTOC-FM	WSOK-AM	WZAT-FM
2 WSOK-AM	WSGA-AM	WJCL-FM
3 WSGA-AM	WZAT-FM	WCHY-FM
4 WKBX-AM	WJCL-FM	WSOK-AM
5 WEAS-FM	WKBX-AM	WSGF-FM

M-F, 3-7pm

1 WEAS-FM	WSGA-AM	WJCL-FM
2 WSGA-AM	WJCL-FM	WCHY-FM
3 WTOC-FM	WSOK-AM	WZAT-FM
4 WKBX-AM	WSGF-FM	WEAS-AM
5 WJCL-FM	WEAS-AM	WSGF-FM



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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METRO RANK **17**

A/M '80 Market Overview

There are several factors for persons reviewing his market to keep in mind. Seattle was one of the first areas to have the 12-week Arbitron surveys. Given that the Spring QM sweep began in late February and went through mid-May, sports could have been a factor influencing the ratings. KIRO carries Sonics basketball which was in progress throughout virtually the entire sweep. KVI carries Mariners baseball, which was also prevalent during the survey. With the sports impact, we suggest that comparisons be done on a spring-sweep versus spring-sweep basis.

KIRO, while still tops in the market, continued to slip in overall appeal. The same malady hit KOMO and KSEA in their 25-54 shares too. KZAM was the new 18-34 leader, while KPLZ continued a healthy rise.

The 25-54 audience has been a virtual preserve of Bonneville's KIRO, but the audience is becoming more fragmented, eroding some of the station's share.

Last spring, when the Sonics won the NBA title, KIRO had a mid-12 figure. This spring, with the Sonics in the thick of it again, the station garnered a mid-10 share. A heavy campaign of TV and bus-boards was used by the station during the extended survey. KOMO and KSEA each had a number in the high 6 range, down from last spring's estimates.

Mariners baseball helped KVI last year to an 8 share in the 25-54 group, but this spring the magic must have worn off as the station slid to a mid-5 figure. A possible explanation for the slippage was the station's change of format from Pop/Adult to News/Talk.

Stations that succeeded in boosting their 25-54 shares included a new competitor for KSEA, KBRD, and AOR KZAM. Both stations earned better than a 5 share this sweep. KING, which is now in the mid-4 bracket, was up 50% from last spring.

There was stiff competition among stations gunning for the 18-34 audience. KZAM and KISW made big moves up to the mid-8 range, while former leader KZOK slipped 40% since last spring. KJR was down one-third from last year, but FM competitor KPLZ was on the upswing, just below an 8 share while KJR is at the 6 share plateau. Musically, KZAM went to softer AOR, KISW used the Superstars format, and KPLZ added more oldies to its rock sound.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 16037

	A/M '79	O/N '79	A/M '80
1 KIRO-AM	11.1	KIRO-AM	10.2
2 KSEA-FM	7.4	KOMO-AM	9.8
3 KJR -AM	7.0	KSEA-FM	6.2
4 KOMO-AM	6.3	KJR -AM	6.0
5 KVI -AM	5.6	KISW-FM	5.7
6 KZOK-FM	5.5	KYYX-FM	4.9
7 KVI -FM	4.1	KZOK-FM	4.7
8 KMPS-FM	3.7	KVI -AM	4.4
9 KYYX-FM	3.5	KEZZ-FM	4.3
10 KEZZ-FM	3.3	KIXI-FM	3.9
11 KING-AM	3.3	KING-FM	3.2
12 KISW-FM	3.1	KING-AM	3.0
13 KTAC-AM	3.1	KPLZ-FM	3.0
14 KMPS-AM	2.8	KZAM-FM	3.0
15 KZAM-FM	2.8	KTAC-AM	2.9
16 KIXI-FM	2.6	KMPS-FM	2.5
17 KIXI-AM	2.0	KYAC-AM	2.4
18 KNBQ-FM	2.0	KBRD-FM	2.1
19 KBRD-FM	2.0	KMPS-AM	2.0
20 KGDN-AM	2.0	KIXI-AM	2.2
21 KING-FM	1.9	KWYZ-AM	1.2
22 KYAC-AM	1.9	KNBQ-FM	1.2
23 KBIQ-FM	1.7	KAYO-AM	1.1
24 KAYO-AM	1.6	KGDN-AM	1.1
25 KMO -AM	0.8	KZOK-AM	1.1
26 KXA -AM	0.7	KBIQ-FM	1.0
27 KWYZ-AM	0.7	KLAY-FM	0.6
28 KZOK-AM	0.6	KXA -AM	0.6
29 KLAY-FM	0.6	KRKO-AM	0.4
30 KZAM-AM	0.5		
31 KTNT-AM	0.5		
32 KGO -AM	0.3		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 16037

	A/M '79	O/N '79	A/M '80
1 KIRO-AM	267	KIRO-AM	240
2 KSEA-FM	178	KOMO-AM	231
3 KJR -AM	168	KSEA-FM	147
4 KOMO-AM	152	KJR -AM	141
5 KVI -AM	135	KISW-FM	135
6 KZOK-FM	133	KYYX-FM	115
7 KVI -FM	99	KZOK-FM	110
8 KMPS-FM	89	KVI -AM	103
9 KYYX-FM	83	KEZZ-FM	101
10 KEZZ-FM	80	KIXI-FM	92

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 KIRO-AM		KIRO-AM	
2 KOMO-AM		KOMO-AM	
3 KVI -AM		KJR -AM	
4 KJR -AM		KVI -AM	
5 KSEA-FM		KISW-FM	
6 KZOK-FM		KSEA-FM	
7 KING-AM		KIXI-FM	
8 KVI -FM		KYYX-FM	
9 KMPS-FM		KZOK-FM	
10 KZAM-FM		KTAC-AM	

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 KIRO-AM		KIRO-AM	
2 KSEA-FM		KOMO-AM	
3 KJR -AM		KJR -AM	
4 KOMO-AM		KISW-FM	
5 KVI -AM		KSEA-FM	
6 KZOK-FM		KYYX-FM	
7 KVI -FM		KZOK-FM	
8 KMPS-FM		KSEA-FM	
9 KING-AM		KVI -AM	
10 KEZZ-FM		KPLZ-FM	

Teens M-S, 6am-Midnight POP(00): 1958

	A/M '79	O/N '79	A/M '80
1 KJR -AM		KJR -AM	
2 KVI -FM		KISW-FM	
3 KYYX-FM		KYYX-FM	

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 KJR -AM		KJR -AM	
2 KZOK-FM		KISW-FM	
3 KVI -FM		KYYX-FM	

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 KJR -AM		KISW-FM	
2 KZOK-FM		KYYX-FM	
3 KVI -FM		KJR -AM	

Adults 18-34 M-S, 6am-Midnight POP(00): 6433

	A/M '79	O/N '79	A/M '80
1 KZOK-FM		KZOK-FM	
2 KJR -AM		KISW-FM	
3 KIRO-AM		KJR -AM	
4 KZAM-FM		KYYX-FM	
5 KING-AM		KIRO-AM	
6 KISW-FM		KZAM-FM	
7 KSEA-FM		KIXI-FM	
8 KVI -FM		KPLZ-FM	
9 KYYX-FM		KSEA-FM	
10 KTAC-AM		KTAC-AM	

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 KJR -AM		KIRO-AM	
2 KIRO-AM		KJR -AM	
3 KZOK-FM		KZOK-FM	
4 KING-AM		KISW-FM	
5 KVI -AM		KVI -AM	
6 KZAM-FM		KTAC-AM	
7 KISW-FM		KYYX-FM	
8 XTAC-AM		KIXI-FM	
9 KVI -FM		KPLZ-FM	
10 KSEA-FM		KZAM-FM	

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 KZOK-FM		KZOK-FM	
2 KJR -AM		KISW-FM	
3 KZAM-FM		KJR -AM	
4 KSEA-FM		KYYX-FM	
5 KING-AM		KZAM-FM	
6 KISW-FM		KIRO-AM	
7 KIRO-AM		KPLZ-FM	
8 KTAC-AM		KIXI-FM	
9 KVI -FM		KTAC-AM	
10 KVI -AM		KSEA-FM	

Adults 25-54 M-S, 6am-Midnight POP(00): 7735

	A/M '79	O/N '79	A/M '80
1 KIRO-AM		KIRO-AM	
2 KSEA-FM		KOMO-AM	
3 KVI -AM		KSEA-FM	
4 KOMO-AM		KVI -AM	
5 KJR -AM		KIXI-FM	
6 KMPS-FM		KJR -AM	
7 KEZZ-FM		KEZZ-FM	
8 KMPS-AM		KMPS-FM	
9 KZAM-FM		KING-FM	
10 KZOK-FM		KZAM-FM	

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 KIRO-AM		KIRO-AM	
2 KVI -AM		KOMO-AM	
3 KOMO-AM		KVI -AM	
4 KJR -AM		KJR -AM	
5 KSEA-FM		KIXI-FM	
6 KMPS-FM		KSEA-FM	
7 KING-AM		KING-AM	
8 KZAM-FM		KZAM-FM	
9 KMPS-AM		KING-FM	
10 KVI -FM		KMPS-FM	

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 KIRO-AM		KIRO-AM	
2 KSEA-FM		KVI -AM	
3 KVI -AM		KOMO-AM	
4 KOMO-AM		KSEA-FM	
5 KJR -AM		KJR -AM	
6 KMPS-AM		KMPS-FM	
7 KMPS-FM		KEZZ-FM	
8 KVI -FM		KMPS-AM	
9 KEZZ-FM		KIXI-FM	
10 KING-AM		KING-FM	

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 16037

	A/M '79	O/N '79	A/M '80
1 KIRO-AM	4556	KIRO-AM	4567
2 KJR -AM	3244	KOMO-AM	3819
3 KING-AM	2644	KJR -AM	3302
4 KOMO-AM	2622	KING-AM	2484
5 KVI -AM	2526	KZOK-FM	2184
6 KZOK-FM	1932	KVI -AM	2118
7 KVI -FM	1902	KSEA-FM	2057
8 KSEA-FM	1758	KISW-FM	1923
9 KYYX-FM	1556	KYYX-FM	1843
10 KISW-FM	1507	KTAC-AM	1419

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 KIRO-AM		KIRO-AM	
2 KJR -AM		KJR -AM	
3 KOMO-AM		KJR -AM	
4 KVI -AM		KVI -AM	
5 KING-AM		KING-AM	
6 KZOK-FM		KISW-FM	
7 KVI -FM		KSEA-FM	
8 KSEA-FM		KYYX-FM	
9 KYYX-FM		KZOK-FM	
10 KTAC-AM		KTAC-AM	

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 KIRO-AM		KIRO-AM	
2 KJR -AM		KJR -AM	
3 KOMO-AM		KOMO-AM	
4 KING-AM		KING-AM	
5 KVI -AM		KZOK-FM	
6 KZOK-FM		KISW-FM	
7 KSEA-FM		KYYX-FM	
8 KVI -FM		KSEA-FM	
9 KISW-FM		KVI -AM	
10 KYYX-FM		KTAC-AM	

Teens M-S, 6am-Midnight POP(00): 1958

	A/M '79	O/N '79	A/M '80
1 KJR -AM		KJR -AM	
2 KVI -FM		KISW-FM	
3 KING-AM		KYYX-FM	

M-F, 6-10am

	A/M '79	O/N '79	A/M '80
1 KJR -AM		KJR -AM	
2 KZOK-FM		KISW-FM	
3 KVI -FM		KYYX-FM	

M-F, 3-7pm

	A/M '79	O/N '79	A/M '80
1 KJR -AM		KJR -AM	
2 KVI -FM		KISW-FM	
3 KYYX-FM		KYYX-FM	

Adults 18-34 M-S, 6am-Midnight POP(00): 6433

	A/M '79	O/N '79	A/M '80
1 KJR -AM		KJR -AM	
2 KING-AM		KIRO-AM	
3 KIRO-AM		KZOK-FM	
4 KZOK-FM		KING-AM	
5 KISW-FM		KISW-FM	
6 KVI -FM		KYYX-FM	
7 KVI -AM		KOMO-AM	
8 KYYX-FM		KTAC-AM	
9 KTAC-AM		KPLZ-FM	
10 KZAM-FM		KZAM-FM	

M-F, 6am-10am

	A/M '79	O/N '79	A/M '80
1 KJR -AM		KJR -AM	
2 KING-AM		KIRO-AM	
3 KIRO-AM		KING-AM	
4 KZOK-FM		KZOK-FM	
5 KISW-FM		KISW-FM	
6 KZAM-FM		KYYX-FM	
7 KTAC-AM		KTAC-AM	
8 KVI -AM		KVI -AM	
9 KYYX-FM		KZAM-FM	
10 KVI -FM		KPLZ-FM	

Shreveport

METRO RANK

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Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 2909

A/M '78	A/M '79	A/M '80			
1 KOKA-AM	19.0	KWKH-AM	15.3	KWKH-AM(C)	17.3
2 KEEL-AM	16.1	KOKA-AM	14.8	KOKA-AM(B)	15.9
3 KWKH-AM	11.5	KEEL-AM	13.0	KEEL-AM(B)	14.5
4 KCOZ-FM	9.4	KCOZ-FM	12.7	KRMD-FM(C)	12.0
5 KRMD-FM	8.5	KRMD-AM	8.9	KCOZ-FM(B)	10.0
6 KCIJ-AM	8.3	KROK-FM	8.9	KMBQ-FM(A)	7.0
7 KROK-FM	7.3	KCIJ-AM	8.7	KCIJ-AM(B)	6.4
8 KRMD-AM	6.7	KRMD-FM	5.1	KROK-FM(B)	6.1
9 KMBQ-FM	4.8	KMBQ-FM	3.8	KRMD-AM(C)	4.5
10 KEPT-FM	1.8	KBCL-AM	2.5	KBCL-AM(PA)	1.4
11 KBCL-AM	1.4	KEPT-FM	2.5	KASO-AM(PA)	1.1
12 KASO-AM	1.1	KASO-AM	1.8	KEPT-FM(B)	1.1

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2909

A/M '78	A/M '79	A/M '80			
1 KOKA-AM	83	KWKH-AM	60	KWKH-AM	76
2 KEEL-AM	70	KOKA-AM	58	KOKA-AM	70
3 KWKH-AM	50	KEEL-AM	51	KEEL-AM	64
4 KCOZ-FM	41	KCOZ-FM	50	KRMD-FM	53
5 KRMD-FM	37	KRMD-AM	35	KCOZ-FM	44

MF, 6-10am

1 KOKA-AM	KWKH-AM	KWKH-AM
2 KEEL-AM	KEEL-AM	KEEL-AM
3 KWKH-AM	KOKA-AM	KOKA-AM
4 KRMD-FM	KCOZ-FM	KRMD-FM
5 KCIJ-AM	KRMD-AM	KCOZ-FM

MF, 3-7pm

1 KOKA-AM	KEEL-AM	KOKA-AM
2 KEEL-AM	KWKH-AM	KWKH-AM
3 KWKH-AM	KOKA-AM	KEEL-AM
4 KCIJ-AM	KCIJ-AM	KRMD-FM
5 KROK-FM	KROK-FM	KROK-FM

Teens
M-S, 6am-Midnight
POP(00): 408

A/M '78	A/M '79	A/M '80
1 KEEL-AM	KEEL-AM	KOKA-AM
2 KOKA-AM	KOKA-AM	KROK-FM
3 KROK-FM	KROK-FM	KEEL-AM

MF, 6-10am

1 KEEL-AM	KEEL-AM	KOKA-AM
2 KOKA-AM	KROK-FM	KEEL-AM
3 KROK-FM	KOKA-AM	KROK-FM

MF, 3-7pm

1 KOKA-AM	KOKA-AM	KOKA-AM
2 KEEL-AM	KROK-FM	KROK-FM
3 KROK-FM	KEEL-AM	KEEL-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1017

A/M '78	A/M '79	A/M '80
1 KOKA-AM	KOKA-AM	KOKA-AM
2 KEEL-AM	KEEL-AM	KEEL-AM
3 KROK-FM	KROK-FM	KRMD-FM
4 KMBQ-FM	KMBQ-FM	KMBQ-FM
5 KWKH-AM	KRMD-FM	KWKH-AM

MF, 6-10am

1 KOKA-AM	KEEL-AM	KEEL-AM
2 KEEL-AM	KOKA-AM	KOKA-AM
3 KMBQ-FM	KRMD-FM	KRMD-FM
4 KRMD-FM	KROK-FM	KWKH-AM
5 KROK-FM	KMBQ-FM	KMBQ-FM

MF, 3-7pm

1 KEEL-AM	KEEL-AM	KOKA-AM
2 KOKA-AM	KROK-FM	KEEL-AM
3 KROK-FM	KOKA-AM	KRMD-FM
4 KWKH-AM	KRMD-AM	KWKH-AM
5 KCIJ-AM	KMBQ-FM	KMBQ-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1336

A/M '78	A/M '79	A/M '80
1 KOKA-AM	KCOZ-FM	KEEL-AM
2 KWKH-AM	KEEL-AM	KRMD-FM
3 KEEL-AM	KOKA-AM	KWKH-AM
4 KRMD-FM	KWKH-AM	KOKA-AM
5 KCOZ-FM	KRMD-AM	KCOZ-FM

MF, 6-10am

1 KOKA-AM	KEEL-AM	KEEL-AM
2 KEEL-AM	KCOZ-FM	KWKH-AM
3 KWKH-AM	KWKH-AM	KRMD-FM
4 KRMD-FM	KOKA-AM	KOKA-AM
5 KCOZ-FM	KRMD-AM	KCOZ-FM

MF, 3-7pm

1 KWKH-AM	KEEL-AM	KWKH-AM
2 KOKA-AM	KWKH-AM	KEEL-AM
3 KEEL-AM	KCOZ-FM	KOKA-AM
4 KRMD-AM	KRMD-AM	KRMD-FM
5 KCOZ-FM	KOKA-AM	KCOZ-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2909

A/M '78	A/M '79	A/M '80			
1 KEEL-AM	995	KEEL-AM	908	KEEL-AM	970
2 KOKA-AM	783	KWKH-AM	814	KWKH-AM	882
3 KWKH-AM	705	KOKA-AM	663	KOKA-AM	686
4 KROK-FM	518	KRMD-AM	589	KRMD-FM	557
5 KCOZ-FM	472	KROK-FM	535	KROK-FM	513

MF, 6-10am

1 KEEL-AM	KEEL-AM	KEEL-AM
2 KOKA-AM	KWKH-AM	KWKH-AM
3 KWKH-AM	KOKA-AM	KOKA-AM
4 KCOZ-FM	KRMD-AM	KRMD-FM
5 KCIJ-AM	KROK-FM	KCOZ-FM

MF, 3-7pm

1 KEEL-AM	KEEL-AM	KEEL-AM
2 KOKA-AM	KWKH-AM	KOKA-AM
3 KWKH-AM	KOKA-AM	KWKH-AM
4 KROK-FM	KROK-FM	KROK-FM
5 KCIJ-AM	KRMD-AM	KRMD-FM

Teens
M-S, 6am-Midnight
POP(00): 408

A/M '78	A/M '79	A/M '80
1 KEEL-AM	KEEL-AM	KROK-FM
2 KOKA-AM	KOKA-AM	KEEL-AM
3 KROK-FM	KROK-FM	KOKA-AM

MF, 6-10am

1 KEEL-AM	KEEL-AM	KOKA-AM
2 KOKA-AM	KOKA-AM	KEEL-AM
3 KROK-FM	KROK-FM	KROK-FM

MF, 3-7pm

1 KOKA-AM	KEEL-AM	KROK-FM
2 KEEL-AM	KOKA-AM	KOKA-AM
3 KROK-FM	KROK-FM	KEEL-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1017

A/M '78	A/M '79	A/M '80
1 KEEL-AM	KEEL-AM	KEEL-AM
2 KOKA-AM	KROK-FM	KOKA-AM
3 KROK-FM	KOKA-AM	KROK-FM
4 KMBQ-FM	KRMD-AM	KRMD-FM
5 KCOZ-FM	KRMD-FM	KMBQ-FM

MF, 6-10am

1 KEEL-AM	KEEL-AM	KEEL-AM
2 KOKA-AM	KOKA-AM	KOKA-AM
3 KROK-FM	KROK-FM	KROK-FM
4 KCOZ-FM	KMBQ-FM	KRMD-FM
5 KMBQ-FM	KRMD-AM	KMBQ-FM

MF, 3-7pm

1 KEEL-AM	KEEL-AM	KOKA-AM
2 KOKA-AM	KROK-FM	KEEL-AM
3 KROK-FM	KOKA-AM	KMBQ-FM
4 KMBQ-FM	KRMD-AM	KROK-FM
5 KWKH-AM	KMBQ-FM	KWKH-AM

Adults 25-54 M-S, 6am-Midnight POP(00): 1336

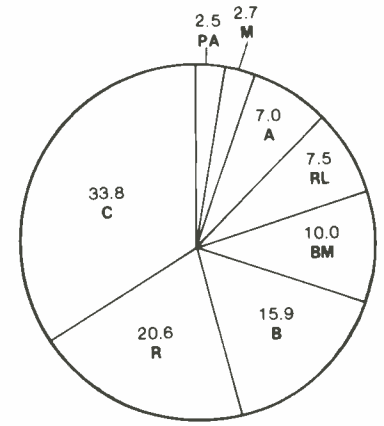
A/M '78	A/M '79	A/M '80
1 KEEL-AM	KEEL-AM	KEEL-AM
2 KWKH-AM	KWKH-AM	KRMD-FM
3 KOKA-AM	KRMD-AM	KWKH-AM
4 KCOZ-FM	KCOZ-FM	KOKA-AM
5 KRMD-FM	KOKA-AM	KCOZ-FM

MF, 6-10am

1 KEEL-AM	KEEL-AM	KEEL-AM
2 KWKH-AM	KWKH-AM	KRMD-FM
3 KOKA-AM	KRMD-AM	KWKH-AM
4 KRMD-FM	KOKA-AM	KCOZ-FM
5 KCOZ-FM	KCOZ-FM	KOKA-AM

MF, 3-7pm

1 KEEL-AM	KEEL-AM	KEEL-AM
2 KOKA-AM	KWKH-AM	KWKH-AM
3 KWKH-AM	KRMD-AM	KOKA-AM
4 KCOZ-FM	KOKA-AM	KRMD-FM
5 KRMD-AM	KCOZ-FM	KCOZ-FM



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Sioux Falls

METRO RANK

173

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 868

	A/M '78	A/M '79	A/M '80
1	KELO-AM 405	KSOO-AM 325	KSOO-AM 333
2	KSOO-AM 353	KKRC-AM 294	KELO-AM 301
3	KISD-AM 280	KELO-AM 272	KKRC-AM 300
4	KPAT-FM 192	KXRB-AM 202	KPAT-FM 198
5	KXRB-AM 182	KPAT-FM 183	KELO-FM 163

M-F, 6-10am

1	KELO-AM	KSOO-AM	KSOO-AM
2	KSOO-AM	KELO-AM	KELO-AM
3	KISD-AM	KKRC-AM	KKRC-AM
4	KELO-FM	KXRB-AM	KPAT-FM
5	KXRB-AM	KPAT-FM	KELO-FM

M-F, 3-7pm

1	KELO-AM	KKRC-AM	KKRC-AM
2	KISD-AM	KELO-AM	KELO-AM
3	KSOO-AM	KSOO-AM	KPAT-FM
4	KPAT-FM	KXRB-AM	KSOO-AM
5	KELO-FM	KPAT-FM	KLYX-FM

Teens
M-S, 6am-Midnight
POP(00): 119

	A/M '78	A/M '79	A/M '80
1	KISD-AM	KKRC-AM	KKRC-AM
2	KELO-AM	KELO-AM	KELO-AM
3	KPAT-FM	KPAT-FM	KPAT-FM

M-F, 6-10am

1	KISD-AM	KKRC-AM	KKRC-AM
2	KELO-AM	KELO-AM	KELO-AM
3	KPAT-FM	KSOO-AM	KPAT-FM

M-F, 3-7pm

1	KISD-AM	KKRC-AM	KKRC-AM
2	KELO-AM	KELO-AM	KPAT-FM
3	KPAT-FM	KPAT-FM	KFLO-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 310

	A/M '78	A/M '79	A/M '80
1	KELO-AM	KKRC-AM	KKRC-AM
2	KISD-AM	KELO-AM	KELO-AM
3	KPAT-FM	KPAT-FM	KPAT-FM
4	KSOO-AM	KLYX-FM	KLYX-FM
5	KXRB-AM	KXRB-AM	KSOO-AM

M-F, 6-10am

1	KELO-AM	KELO-AM	KELO-AM
2	KISD-AM	KKRC-AM	KKRC-AM
3	KPAT-FM	KPAT-FM	KPAT-FM
4	KSOO-AM	KSOO-AM	KLYX-FM
5	KXRB-AM	KLYX-FM	KIOV-FM

M-F, 3-7pm

1	KELO-AM	KKRC-AM	KKRC-AM
2	KISD-AM	KPAT-FM	KELO-AM
3	KPAT-FM	KELO-AM	KLYX-FM
4	KXRB-AM	KXRB-AM	KPAT-FM
5	KSOO-AM	KLYX-FM	KSOO-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 396

	A/M '78	A/M '79	A/M '80
1	KELO-AM	KSOO-AM	KSOO-AM
2	KSOO-AM	KXRB-AM	KELO-AM
3	KELO-FM	KELO-AM	KKRC-AM
4	KXRB-AM	KKRC-AM	KELO-FM
5	KISD-AM	KELO-FM	KPAT-FM

M-F, 6-10am

1	KELO-AM	KSOO-AM	KELO-AM
2	KSOO-AM	KELO-AM	KSOO-AM
3	KXRB-AM	KXRB-AM	KKRC-AM
4	KELO-FM	KKRC-AM	KELO-FM
5	KISD-AM	KELO-FM	KIOV-FM

M-F, 3-7pm

1	KELO-AM	KXRB-AM	KELO-AM
2	KSOO-AM	KELO-FM	KSOO-AM
3	KXRB-AM	KSOO-AM	KKRC-AM
4	KELO-FM	KKRC-AM	KELO-FM
5	KISD-AM	KIOV-FM	KPAT-FM

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 868

	A/M '78	A/M '79	A/M '80
1	KSOO-AM 24.8	KSOO-AM 22.7	KSOO-AM (PA) 17.2
2	KELO-AM 17.9	KKRC-AM 13.6	KELO-AM (M) 13.8
3	KISD-AM 14.5	KELO-AM 12.1	KKRC-AM (R) 12.9
4	KELO-FM 13.7	KXRB-AM 12.1	KELO-FM (BM) 12.1
5	KXRB-AM 11.1	KELO-FM 10.6	KPAT-FM (R) 9.5
6	KPAT-FM 6.0	KPAT-FM 8.3	KLYX-FM (A) 8.6
7	KIOV-FM 5.1	KIOV-FM 6.1	KIOV-FM (C) 6.9
8	KLYX-FM 0.9	KLYX-FM 4.5	KXRB-AM (C) 4.3
9	KLYX-AM	WNAX-AM 1.5	WNAX-AM (C) 2.6
10		KLYX-AM 0.8	

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 868

	A/M '78	A/M '79	A/M '80
1	KSOO-AM 29	KSOO-AM 30	KSOO-AM 20
2	KELO-AM 21	KKRC-AM 18	KELO-AM 16
3	KISD-AM 17	KELO-AM 16	KKRC-AM 15
4	KELO-FM 16	KXRB-AM 16	KELO-FM 14
5	KXRB-AM 13	KELO-FM 14	KPAT-FM 11

M-F, 6-10am

1	KSOO-AM	KSOO-AM	KSOO-AM
2	KELO-AM	KELO-AM	KELO-AM
3	KISD-AM	KKRC-AM	KKRC-AM
4	KELO-FM	KXRB-AM	KELO-AM
5	KXRB-AM	KPAT-FM	KPAT-FM

M-F, 3-7pm

1	KELO-AM	KKRC-AM	KKRC-AM
2	KSOO-AM	KELO-AM	KELO-AM
3	KISD-AM	KXRB-AM	KELO-FM
4	KELO-FM	KELO-FM	KPAT-FM
5	KXRB-AM	KSOO-AM	KSOO-AM

Teens
M-S, 6am-Midnight
POP(00): 119

	A/M '78	A/M '79	A/M '80
1	KISD-AM	KKRC-AM	KKRC-AM
2	KELO-AM	KELO-AM	KELO-AM
3	KPAT-FM	KPAT-FM	KPAT-FM

M-F, 6-10am

1	KISD-AM	KKRC-AM	KKRC-AM
2	KELO-AM	KELO-AM	KPAT-FM
3	KSOO-AM	KPAT-FM	KELO-AM

M-F, 3-7pm

1	KISD-AM	KKRC-AM	KKRC-AM
2	KELO-AM	KELO-AM	KPAT-FM
3	KPAT-FM	KPAT-FM	KELO-AM

Adults 18-34
M-S, 6am-Midnight

	A/M '78	A/M '79	A/M '80
1	KELO-AM	KKRC-AM	KKRC-AM
2	KISD-AM	KELO-AM	KELO-AM
3	KPAT-FM	KPAT-FM	KPAT-FM
4	KXRB-AM	KLYX-FM	KLYX-FM
5	KSOO-AM	KXRB-AM	KELO-FM

M-F, 6-10am

1	KELO-AM	KELO-AM	KELO-AM
2	KISD-AM	KKRC-AM	KKRC-AM
3	KSOO-AM	KPAT-FM	KPAT-FM
4	KPAT-FM	KSOO-AM	KLYX-FM
5	KXRB-AM	KLYX-FM	KELO-FM

M-F, 3-7pm

1	KELO-AM	KKRC-AM	KKRC-AM
2	KISD-AM	KPAT-FM	KELO-AM
3	KPAT-FM	KELO-AM	KPAT-FM
4	KXRB-AM	KXRB-AM	KLYX-FM
5	KELO-FM	KLYX-FM	KELO-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 396

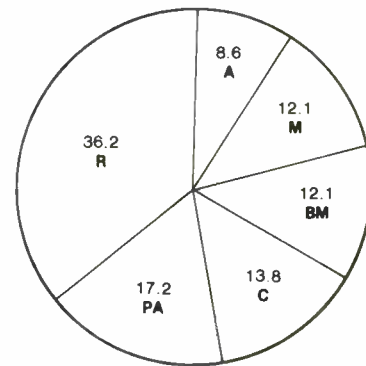
	A/M '78	A/M '79	A/M '80
1	KELO-AM	KSOO-AM	KELO-FM
2	KSOO-AM	KXRB-AM	KSOO-AM
3	KELO-FM	KELO-FM	KELO-AM
4	KXRB-AM	KELO-AM	KIOV-FM
5	KISD-AM	KIOV-FM	KKRC-AM

M-F, 6-10am

1	KSOO-AM	KSOO-AM	KELO-AM
2	KELO-AM	KELO-AM	KSOO-AM
3	KELO-FM	KXRB-AM	KELO-FM
4	KISD-AM	KKRC-AM	KIOV-FM
5	KXRB-AM	KELO-FM	KXRB-AM

M-F, 3-7pm

1	KELO-AM	KXRB-AM	KELO-FM
2	KSOO-AM	KELO-FM	KELO-AM
3	KELO-FM	KELO-AM	KSOO-AM
4	KXRB-AM	KPAT-FM	KIOV-FM
5	KISD-AM	KSOO-AM	KKRC-AM



Format Legend

A-AOR, **B**-Black, **BB**-Big Band, **BM**-Beautiful Music, **C**-Country, **CL**-Classical, **D**-Dancemusic, **J**-Jazz, **M**-Miscellaneous, **N**-News, **O**-Oldies, **PA**-Pop/Adult, **R**-Rock, **RL**-Religious, **S**-Spanish, **T**-Talk

South Bend

METRO RANK

122

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2288

	A/M '78	A/M '79	A/M '80
1 WRBR-FM	19.1	WRBR-FM	26.1 WNDU-FM(PA) 17.8
2 WSBT-AM	18.6	WSBT-AM	19.0 WSBT-AM(PA) 15.4
3 WWJY-FM	10.3	WWJY-FM	8.8 WRBR-FM(PA) 14.8
4 WNDU-FM	8.0	WNDU-FM	8.0 WWJY-FM(PA) 8.4
5 WYEZ-FM	7.0	WYEZ-FM	5.8 WYEZ-FM(PA) 7.5
6 WLS-AM	5.8	WLS-AM	5.5 WMAQ-AM(C) 4.0
7 WNDU-AM	5.5	WNDU-AM	4.0 WGN-AM(PA) 3.8
8 WJVA-AM	5.0	WMAQ-AM	2.8 WJVA-AM(C) 3.2
9 WMAQ-AM	3.8	WTCA-FM	2.8 WNDU-AM(PA) 3.0
10 WTCA-AM	2.5	WJVA-AM	2.5 WLS-AM(PA) 3.0
11 WGN-AM	2.0	WTCA-AM	2.0 WAOR-FM(A) 3.0
12 WTCA-FM	2.0	WBBM-AM	1.3 WTCA-AM(PA) 2.4
13 WAOR-FM	1.3	WAOR-FM	1.0 WBBM-AM(PA) 2.2
14 WBBM-AM	1.0	WHME-FM	1.0 WFRN-FM(PA) 1.6
15 WHME-FM	0.8	WGN-AM	0.8 WLUP-FM(A) 1.6
16 WBMX-FM	0.8	WFRN-FM	0.8 WTCA-FM(C) 1.1
17		WCHR-AM	0.3 WHME-FM(PA) 0.5
18			WOWO-AM(PA) 0.5

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2288

	A/M '78	A/M '79	A/M '80
1 WRBR-FM	76	WRBR-FM	104 WNDU-FM 66
2 WSBT-AM	74	WSBT-AM	76 WSBT-AM 57
3 WWJY-FM	41	WWJY-FM	35 WRBR-FM 55
4 WNDU-FM	32	WNDU-FM	32 WWJY-FM 31
5 WYEZ-FM	28	WYEZ-FM	23 WYEZ-FM 28

M-F, 6-10am

1 WSBT-AM	WSBT-AM	WSBT-AM
2 WRBR-FM	WRBR-FM	WNDU-FM
3 WWJY-FM	WWJY-FM	WRBR-FM
4 WNDU-AM	WNDU-FM	WWJY-FM
5 WLS-AM	WLS-AM	WYEZ-FM

M-F, 3-7pm

1 WRBR-FM	WRBR-FM	WNDU-FM
2 WSBT-AM	WSBT-AM	WRBR-FM
3 WWJY-FM	WNDU-FM	WSBT-AM
4 WNDU-FM	WWJY-FM	WWJY-FM
5 WLS-AM	WYEZ-FM	WYEZ-FM

Teens

M-S, 6am-Midnight

POP(00): 304

	A/M '78	A/M '79	A/M '80
1 WRBR-FM	WRBR-FM	WNDU-FM	
2 WLS-AM	WLS-AM	WRBR-FM	
3 WNDU-AM	WSBT-AM	WLS-AM	

M-F, 6-10am

1 WRBR-FM	WRBR-FM	WNDU-FM
2 WLS-AM	WSBT-AM	WRBR-FM
3 WSBT-AM	WLS-AM	WTCA-AM

M-F, 3-7pm

1 WRBR-FM	WRBR-FM	WNDU-FM
2 WLS-AM	WLS-AM	WRBR-FM
3 WNDU-AM	WSBT-AM	WMAQ-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 784

	A/M '78	A/M '79	A/M '80
1 WRBR-FM	WRBR-FM	WNDU-FM	
2 WNDU-FM	WNDU-FM	WRBR-FM	
3 WSBT-AM	WSBT-AM	WSBT-AM	
4 WLS-AM	WLS-AM	WAOR-FM	
5 WWJY-FM	WJVA-AM	WLS-AM	

M-F, 6-10am

1 WRBR-FM	WRBR-FM	WRBR-FM
2 WSBT-AM	WSBT-AM	WNDU-FM
3 WLS-AM	WNDU-FM	WSBT-AM
4 WNDU-FM	WLS-AM	WNDU-FM
5 WWJY-FM	WTCA-FM	WAOR-FM

M-F, 3-7pm

1 WRBR-FM	WRBR-FM	WRBR-FM
2 WNDU-FM	WNDU-FM	WNDU-FM
3 WSBT-AM	WLS-AM	WSBT-AM
4 WWJY-FM	WSBT-AM	WAOR-FM
5 WLS-AM	WTCA-FM	WLS-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1005

	A/M '78	A/M '79	A/M '80
1 WSBT-AM	WSBT-AM	WSBT-AM	
2 WRBR-FM	WRBR-FM	WNDU-FM	
3 WWJY-FM	WNDU-FM	WRBR-FM	
4 WYEZ-FM	WWJY-FM	WYEZ-FM	
5 WNDU-FM	WYEZ-FM	WWJY-FM	

M-F, 6-10am

1 WSBT-AM	WSBT-AM	WSBT-AM
2 WRBR-FM	WRBR-FM	WNDU-FM
3 WNDU-AM	WNDU-FM	WRBR-FM
4 WYEZ-FM	WNDU-AM	WYEZ-FM
5 WWJY-FM	WWJY-FM	WGN-AM

M-F, 3-7pm

1 WSBT-AM	WRBR-FM	WNDU-FM
2 WWJY-FM	WSBT-AM	WSBT-AM
3 WRBR-FM	WNDU-FM	WRBR-FM
4 WYEZ-FM	WYEZ-FM	WWJY-FM
5 WLS-AM	WWJY-FM	WGN-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2288

	A/M '78	A/M '79	A/M '80
1 WSBT-AM	917	WRBR-FM	946 WNDU-FM 800
2 WRBR-FM	853	WSBT-AM	891 WSBT-AM 796
3 WLS-AM	572	WLS-AM	588 WRBR-FM 747
4 WNDU-FM	534	WNDU-FM	576 WLS-AM 371
5 WNDU-AM	494	WWJY-FM	468 WWJY-FM 369

M-F, 6-10am

1 WSBT-AM	WSBT-AM	WSBT-AM
2 WRBR-FM	WRBR-FM	WNDU-FM
3 WLS-AM	WLS-AM	WRBR-FM
4 WNDU-AM	WWJY-FM	WWJY-FM
5 WNDU-FM	WNDU-FM	WYEZ-FM

M-F, 3-7pm

1 WRBR-FM	WRBR-FM	WNDU-FM
2 WSBT-AM	WSBT-AM	WRBR-FM
3 WLS-AM	WLS-AM	WSBT-AM
4 WWJY-FM	WNDU-FM	WWJY-FM
5 WNDU-FM	WWJY-FM	WYEZ-FM

Teens

M-S, 6am-Midnight

POP(00): 304

	A/M '78	A/M '79	A/M '80
1 WRBR-FM	WRBR-FM	WNDU-FM	
2 WLS-AM	WLS-AM	WRBR-FM	
3 WSBT-AM	WSBT-AM	WLS-AM	

M-F, 6-10am

1 WRBR-FM	WRBR-FM	WNDU-FM
2 WLS-AM	WSBT-AM	WRBR-FM
3 WSBT-AM	WLS-AM	WLS-AM

M-F, 3-7pm

1 WRBR-FM	WRBR-FM	WNDU-FM
2 WLS-AM	WLS-AM	WRBR-FM
3 WNDU-AM	WSBT-AM	WSBT-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 784

	A/M '78	A/M '79	A/M '80
1 WRBR-FM	WRBR-FM	WRBR-FM	
2 WNDU-FM	WNDU-FM	WNDU-FM	
3 WLS-AM	WLS-AM	WLS-AM	
4 WSBT-AM	WSBT-AM	WSBT-AM	
5 WWJY-FM	WNDU-AM	WAOR-FM	

M-F, 6-10am

1 WRBR-FM	WRBR-FM	WRBR-FM
2 WNDU-FM	WSBT-AM	WNDU-FM
3 WLS-AM	WLS-AM	WSBT-AM
4 WSBT-AM	WNDU-FM	WLS-AM
5 WNDU-AM	WNDU-AM	WNDU-AM

M-F, 3-7pm

1 WRBR-FM	WRBR-FM	WRBR-FM
2 WNDU-FM	WNDU-FM	WNDU-FM
3 WLS-AM	WLS-AM	WLS-AM
4 WSBT-AM	WSBT-AM	WSBT-AM
5 WWJY-FM	WNDU-AM	WAOR-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 1005

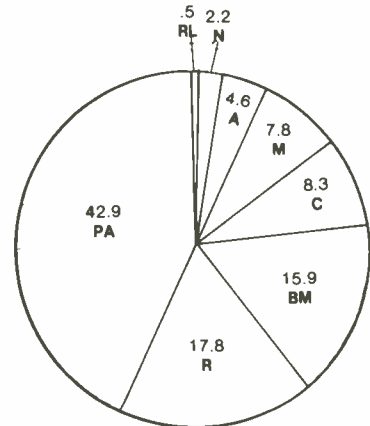
	A/M '78	A/M '79	A/M '80
1 WSBT-AM	WSBT-AM	WSBT-AM	
2 WRBR-FM	WRBR-FM	WNDU-FM	
3 WYEZ-FM	WNDU-FM	WRBR-FM	
4 WNDU-FM	WWJY-FM	WWJY-FM	
5 WNDU-AM	WLS-AM	WLS-AM	

M-F, 6-10am

1 WSBT-AM	WSBT-AM	WSBT-AM
2 WRBR-FM	WRBR-FM	WNDU-FM
3 WNDU-AM	WNDU-FM	WRBR-FM
4 WLS-AM	WLS-AM	WGN-AM
5 WNDU-FM	WNDU-AM	WLS-AM

M-F, 3-7pm

1 WSBT-AM	WSBT-AM	WNDU-FM
2 WRBR-FM	WRBR-FM	WSBT-AM
3 WWJY-FM	WNDU-FM	WRBR-FM
4 WLS-AM	WWJY-FM	WWJY-FM
5 WNDU-FM	WLS-AM	WYEZ-FM



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Spokane

METRO RANK **106**

Average Persons 12+ Share Trends

Day-Sunday, 6am-Midnight
POP(00): 2671

A/M '79	O/N '79	A/M '80
1 KJRB-AM 16.4	KJRB-AM 15.5	KJRB-AM (R) 12.3
2 KHQ -FM 11.2	KEZE-FM 14.2	KHO -FM (R) 10.9
3 KREM-FM 10.4	KREM-FM 10.9	KEZE-FM (BM) 9.6
4 KHQ -AM 9.2	KHO -AM 8.3	KXLY-FM (BM) 9.6
5 KGA -AM 9.0	KHO -FM 7.5	KREM-FM (A) 9.1
6 KZUN-FM 8.0	KGA -AM 7.0	KHO -AM (PA) 8.4
7 KXLY-FM 7.5	KXLY-FM 6.7	KGA -AM (C) 7.7
8 KREM-FM 5.0	KREM-FM 4.7	KSPO-AM (R) 6.2
9 KEZE-FM 5.0	KDRK-FM 4.7	KDRK-FM (C) 5.4
0 KXLY-AM 3.5	KSPO-AM 4.1	KXLR-AM (BM) 4.0
1 KSPO-AM 3.5	KZUN-FM 3.4	KREM-AM (R) 3.2
2 KXLR-FM 2.5	KXLY-AM 3.1	KXLY-AM (PA) 3.2
3 KZUN-AM 2.2	KZUN-AM 1.8	KZUN-FM (C) 3.2
4 KEZE-AM 2.0	KXLR-AM 0.8	KZUN-AM (C) 1.5
5 KXLR-AM 0.7	KICN-FM 0.8	KICN-FM (RL) 0.7

Average Persons Trends/Rankings

Total 12+
Day-Sunday, 6am-Midnight
POP(00): 2671

A/M '79	O/N '79	A/M '80
1 KJRB-AM 66	KJRB-AM 60	KJRB-AM 50
2 KHQ -FM 45	KEZE-FM 55	KHQ -FM 44
3 KREM-FM 42	KREM-FM 42	KEZE-FM 39
4 KHQ -AM 37	KHQ -AM 32	KXLY-FM 39
5 KGA -AM 36	KHQ -FM 29	KREM-FM 37

6-10am

1 KJRB-AM	KJRB-AM	KHO -AM
2 KHQ -AM	KHQ -AM	KJRB-AM
3 KGA -AM	KEZE-FM	KEZE-FM
4 KHQ -FM	KGA -AM	KGA -AM
5 KREM-FM	KREM-AM	KSPO-AM

3-7pm

1 KJRB-AM	KJRB-AM	KHO -FM
2 KHQ -FM	KEZE-FM	KJRB-AM
3 KREM-FM	KREM-FM	KREM-FM
4 KGA -AM	KHQ -FM	KXLY-FM
5 KHQ -AM	KHQ -AM	KGA -AM

Teens
M-S, 6am-Midnight
POP(00): 342

A/M '79	O/N '79	A/M '80
1 KJRB-AM	KJRB-AM	KJRB-AM
2 KHQ -FM	KHQ -FM	KHO -FM
3 KREM-FM	KREM-AM	KREM-FM

6-10am

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KHQ -FM	KHQ -FM	KHO -FM
3 KREM-FM	KZUN-FM	KHO -FM

3-7pm

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KHQ -FM	KHQ -FM	KHO -FM
3 KREM-AM	KREM-AM	KREM-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 959

A/M '79	O/N '79	A/M '80
1 KREM-FM	KREM-FM	KHQ -FM
2 KHQ -FM	KJRB-AM	KREM-FM
3 KJRB-AM	KHQ -FM	KJRB-AM
4 KREM-AM	KDRK-FM	KDRK-FM
5 KGA -AM	KEZE-FM	KXLY-FM

6-10am

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KREM-FM	KREM-FM	KREM-FM
3 KHQ -FM	KHQ -FM	KHO -AM
4 KREM-AM	KREM-AM	KHO -FM
5 KGA -AM	KEZE-FM	KDRK-FM

3-7pm

1 KREM-FM	KREM-FM	KHQ -FM
2 KHQ -FM	KJRB-AM	KREM-FM
3 KJRB-AM	KHQ -FM	KJRB-AM
4 KREM-AM	KDRK-FM	KDRK-FM
5 KGA -AM	KEZE-FM	KREM-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1159

A/M '79	O/N '79	A/M '80
1 KJRB-AM	KGA -AM	KGA -AM
2 KZUN-FM	KEZE-FM	KEZE-FM
3 KHQ -FM	KHQ -AM	KXLY-FM
4 KHQ -AM	KJRB-AM	KHO -AM
5 KGA -AM	KREM-FM	KHQ -FM

6-10am

1 KJRB-AM	KHQ -AM	KHQ -AM
2 KHQ -AM	KGA -AM	KGA -AM
3 KZUN-FM	KJRB-AM	KEZE-FM
4 KGA -AM	KEZE-FM	KJRB-AM
5 KHQ -FM	KREM-FM	KXLY-FM

3-7pm

1 KHQ -AM	KEZE-FM	KGA -AM
2 KZUN-FM	KGA -AM	KEZE-FM
3 KHQ -FM	KREM-FM	KXLY-FM
4 KJRB-AM	KHQ -AM	KHQ -FM
5 KGA -AM	KDRK-FM	KHO -AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2671

A/M '79	O/N '79	A/M '80
1 KJRB-AM 1004	KJRB-AM 855	KJRB-AM 822
2 KHQ -FM 625	KHQ -AM 542	KHQ -FM 658
3 KHQ -AM 602	KHQ -FM 538	KHQ -AM 555
4 KGA -AM 516	KREM-FM 505	KGA -AM 502
5 KREM-FM 491	KREM-AM 480	KREM-FM 476

M-F, 6-10am

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KHQ -AM	KHQ -AM	KHO -AM
3 KGA -AM	KREM-FM	KHO -FM
4 KREM-AM	KGA -AM	KGA -AM
5 KHQ -FM	KEZE-FM	KEZE-FM

M-F, 3-7pm

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KHQ -AM	KREM-FM	KHQ -FM
3 KHQ -FM	KHQ -FM	KHO -AM
4 KREM-AM	KEZE-FM	KGA -AM
5 KREM-FM	KREM-AM	KREM-FM

Teens
M-S, 6am-Midnight
POP(00): 342

A/M '79	O/N '79	A/M '80
1 KJRB-AM	KJRB-AM	KJRB-AM
2 KHQ -FM	KHQ -FM	KHO -FM
3 KREM-FM	KREM-AM	KREM-FM

M-F, 6-10am

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KHQ -FM	KHQ -FM	KHO -FM
3 KREM-FM	KREM-AM	KREM-FM

M-F, 3-7pm

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KHQ -FM	KHQ -FM	KHO -FM
3 KREM-FM	KREM-AM	KREM-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 959

A/M '79	O/N '79	A/M '80
1 KJRB-AM	KJRB-AM	KJRB-AM
2 KHQ -FM	KREM-FM	KHQ -FM
3 KREM-FM	KREM-AM	KREM-FM
4 KREM-AM	KHQ -FM	KREM-AM
5 KHQ -AM	KXLY-AM	KHQ -AM

M-F, 6-10am

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KREM-FM	KREM-FM	KHQ -FM
3 KHQ -FM	KREM-AM	KREM-AM
4 KREM-AM	KHQ -FM	KREM-FM
5 KHQ -AM	KXLY-AM	KHQ -AM

M-F, 3-7pm

1 KJRB-AM	KREM-FM	KHQ -FM
2 KREM-FM	KJRB-AM	KJRB-AM
3 KHQ -FM	KREM-AM	KREM-FM
4 KREM-AM	KHQ -FM	KREM-AM
5 KHQ -AM	KXLY-AM	KHQ -AM

Adults 25-54 M-S, 6am-Midnight POP(00): 1159

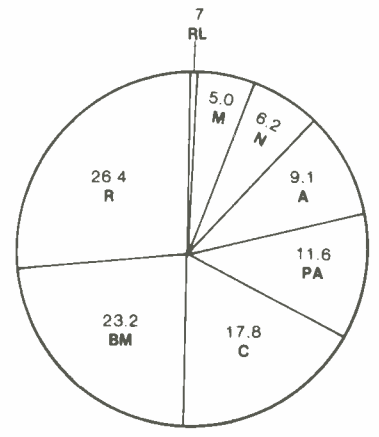
A/M '79	O/N '79	A/M '80
1 KJRB-AM	KJRB-AM	KHO -AM
2 KHQ -AM	KGA -AM	KGA -AM
3 KGA -AM	KHQ -AM	KJRB-AM
4 KHQ -FM	KXLY-AM	KEZE-FM
5 KZUN-FM	KEZE-FM	KHQ -FM

M-F, 6-10am

1 KJRB-AM	KJRB-AM	KHO -AM
2 KHQ -AM	KGA -AM	KGA -AM
3 KGA -AM	KHQ -AM	KJRB-AM
4 KZUN-FM	KEZE-FM	KEZE-FM
5 KHQ -FM	KXLY-AM	KHO -FM

M-F, 3-7pm

1 KHQ -AM	KJRB-AM	KGA -AM
2 KJRB-AM	KGA -AM	KGA -AM
3 KHQ -FM	KHQ -AM	KXLY-FM
4 KXLY-FM	KREM-FM	KXLY-FM
5 KGA -AM	KREM-AM	KHQ -FM



Format Legend
A-AOR, **B**-Black, **BB**-Big Band, **BM**-Beautiful Music, **C**-Country, **CL**-Classical, **D**-Dancemusic, **J**-Jazz, **M**-Miscellaneous, **N**-News, **O**-Oldies, **PA**-Pop/Adult, **R**-Rock, **RL**-Religious, **S**-Spanish, **T**-Talk

Springfield-Chicopee-Holyoke

METRO RANK

62

A/M '80 Market Overview

There's a move to the FM band in the Springfield area, and that means that especially among young adults the standings were subject to change this year. While **WHYN-FM** remained number one overall, and was tops 25-54, Hartford AOR **WCCC-FM** was the new 18-34 leader.

Compared to the A/M '79 standings, **WCCC-FM** was up 70% 18-34, owning a 17 share. **WHYN** and **WHYN-FM**, which combined used to account for a 30 share of the 18-34 bracket, were down to a combined 23. **WHYN** was just under a 13, with **WHYN-FM** at 10. **WHYN** tried to maintain its position, advertising on TV and in the newspaper, plus giving away \$35,000 through an on-air promotion. However, the station's numbers — especially male numbers — eroded this sweep.

Another major FM factor in the young adult market was **WAQY**, which edged up to an 11 share of the young listeners. **WMAS-FM**, another AOR, was significant also; from a four share last spring, it registered more than a 12 share this book. With the strength of the AOR's and the FM rockers, it will be interesting to see what **WHYN** will do in the fall survey that will be taken for the first time this year.

While there may be some turmoil in the 18-34 demos, **WHYN-AM-FM** still ruled in the 25-54 adults. The stations combined last year for a 33 share in this target, and that was up this spring to more than a 35 share. **WMAS** was the only other double-digit station in this audience group, doubling its share up to a mid-12 figure.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 4981

	A/M '78	A/M '79	A/M '80			
1	WHYN-AM	21.7	WHYN-FM	16.5	WHYN-FM (PA)	13.8
2	WHYN-FM	14.5	WHYN-AM	12.6	WHYN-AM (R)	10.9
3	WTIC-AM	6.0	WAQY-FM	7.3	WMAS-AM (PA)	9.9
4	WAQY-FM	5.3	WMAS-AM	6.6	WCCC-FM (A)	8.1
5	WCCC-FM	5.3	WTIC-AM	6.0	WAQY-FM (R)	8.0
6	WSPR-AM	4.3	WCCC-FM	5.9	WMAS-FM (A)	7.5
7	WKSS-FM	3.9	WSPR-AM	5.8	WSPR-AM (PA)	4.7
8	WREB-AM	3.9	WREB-AM	4.0	WRCH-FM (BM)	4.4
9	WHMP-FM	3.7	WHMP-AM	3.4	WTIC-AM (PA)	3.4
10	WRCH-FM	3.3	WTXY-AM	3.1	WHMP-AM (PA)	3.3
11	WHMP-AM	3.0	WMAS-FM	2.6	WREB-AM (T)	2.5
12	WARE-AM	2.9	WRCH-FM	2.6	WAAF-FM (A)	1.9
13	WTIC-FM	2.3	WHCN-FM	2.1	WHMP-FM (PA)	1.9
14	WTXY-AM	2.3	WHMP-FM	1.7	WTXY-AM (C)	1.5
15	WMAS-FM	2.0	WKSS-FM	1.6	WACE-AM (WT)	1.3
16	WNUS-AM	1.6	WAAF-FM	1.3	WHCN-FM (A)	1.2
17	WHCN-FM	1.2	WTTT-AM	1.2	WKSS-FM (BM)	1.2
18	WACE-AM	1.0	WACE-AM	1.1	WTTT-AM (PA)	1.2
19	WMAS-AM	1.0	WNUS-AM	0.8	WLDN-AM (PA)	1.2
20	WBZ-AM	0.5	WBZ-AM	0.8	WIOF-FM (PA)	1.0
21	WVYZ-FM	0.5	WDRG-FM	0.7	WDRG-FM (A)	0.7
22	WAAF-FM	0.5	WARE-AM	0.7	WARE-AM (PA)	0.7
23	WTTT-AM	0.5	WTIC-FM	0.6	WNUS-AM (R)	0.6
24	WDRG-FM	0.4	WVYZ-FM	0.6	WVYZ-FM (PA)	0.6
25			WIOF-FM	0.6	WSRS-FM (BM)	0.5
26					WTIC-FM (R)	0.4

Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 4981						
	A/M '78	A/M '79	A/M '80			
1	WHYN-AM	18.1	WHYN-FM	14.8	WHYN-FM	11.4
2	WHYN-FM	12.1	WHYN-AM	11.3	WHYN-AM	9.0
3	WTIC-AM	5.0	WAQY-FM	6.5	WMAS-AM	8.2
4	WAQY-FM	4.4	WMAS-AM	5.9	WCCC-FM	6.7
5	WCCC-FM	4.4	WTIC-AM	5.4	WAQY-FM	6.6

M-F, 6-10am						
	A/M '78	A/M '79	A/M '80			
1	WHYN-AM		WHYN-FM		WHYN-FM	
2	WHYN-FM		WHYN-AM		WHYN-AM	
3	WTIC-AM		WTIC-AM		WMAS-AM	
4	WSPR-AM		WSPR-AM		WMAS-FM	
5	WAQY-FM		WAQY-FM		WTIC-AM	

M-F, 3-7pm			
	A/M '78	A/M '79	A/M '80
1	WHYN-AM	WHYN-FM	WHYN-FM
2	WHYN-FM	WHYN-AM	WHYN-AM
3	WCCC-FM	WAQY-FM	WMAS-AM
4	WAQY-FM	WMAS-AM	WAQY-FM
5	WTIC-AM	WCCC-FM	WCCC-FM

Teens M-S, 6am-Midnight POP(00): 625			
	A/M '78	A/M '79	A/M '80
1	WHYN-AM	WAQY-FM	WAQY-FM
2	WAQY-FM	WCCC-FM	WCCC-FM
3	WTIC-FM	WHYN-AM	WHYN-AM

M-F, 6-10am			
	A/M '78	A/M '79	A/M '80
1	WHYN-AM	WHYN-AM	WAQY-FM
2	WAQY-FM	WAQY-FM	WCCC-FM
3	WTIC-FM	WCCC-FM	WHYN-AM

M-F, 3-7pm			
	A/M '78	A/M '79	A/M '80
1	WHYN-AM	WAQY-FM	WAQY-FM
2	WAQY-FM	WCCC-FM	WHYN-AM
3	WTIC-FM	WHYN-AM	WCCC-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 1809			
	A/M '78	A/M '79	A/M '80
1	WHYN-AM	WHYN-AM	WCCC-FM
2	WCCC-FM	WHYN-FM	WHYN-AM
3	WAQY-FM	WAQY-FM	WMAS-FM
4	WHYN-FM	WCCC-FM	WAQY-FM
5	WMAS-FM	WSPR-AM	WHYN-FM

M-F, 6-10am			
	A/M '78	A/M '79	A/M '80
1	WHYN-AM	WHYN-AM	WHYN-AM
2	WAQY-FM	WHYN-FM	WCCC-FM
3	WCCC-FM	WAQY-FM	WMAS-FM
4	WHYN-FM	WCCC-FM	WHYN-FM
5	WTIC-AM	WSPR-AM	WAQY-FM

M-F, 3-7pm			
	A/M '78	A/M '79	A/M '80
1	WHYN-AM	WHYN-FM	WCCC-FM
2	WCCC-FM	WHYN-AM	WAQY-FM
3	WHYN-FM	WCCC-FM	WHYN-AM
4	WAQY-FM	WAQY-FM	WMAS-FM
5	WMAS-FM	WSPR-AM	WHYN-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 2162			
	A/M '78	A/M '79	A/M '80
1	WHYN-AM	WHYN-FM	WHYN-FM
2	WHYN-FM	WHYN-AM	WHYN-AM
3	WHMP-FM	WSPR-AM	WMAS-AM
4	WTIC-AM	WMAS-AM	WMAS-FM
5	WREB-AM	WAQY-FM	WSPR-AM

M-F, 6-10am			
	A/M '78	A/M '79	A/M '80
1	WHYN-AM	WHYN-AM	WHYN-FM
2	WHYN-FM	WHYN-FM	WHYN-AM
3	WTIC-AM	WTIC-AM	WMAS-AM
4	WHMP-FM	WHMP-AM	WMAS-FM
5	WHMP-AM	WSPR-AM	WSPR-AM

M-F, 3-7pm			
	A/M '78	A/M '79	A/M '80
1	WHYN-AM	WHYN-FM	WHYN-FM
2	WHYN-FM	WHYN-AM	WHYN-AM
3	WTXY-AM	WMAS-AM	WMAS-AM
4	WHMP-FM	WSPR-AM	WMAS-FM
5	WTIC-AM	WAQY-FM	WSPR-AM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 4981						
	A/M '78	A/M '79	A/M '80			
1	WHYN-AM	2545	WHYN-AM	2113	WHYN-AM	1762
2	WHYN-FM	1258	WHYN-FM	1537	WHYN-FM	1511
3	WAQY-FM	988	WAQY-FM	1150	WAQY-FM	1268
4	WTIC-AM	960	WSPR-AM	951	WMAS-AM	939
5	WSPR-AM	837	WTIC-AM	929	WCCC-FM	828

M-F, 6-10am			
	A/M '78	A/M '79	A/M '80
1	WHYN-AM	WHYN-AM	WHYN-AM
2	WHYN-FM	WHYN-FM	WHYN-FM
3	WTIC-AM	WTIC-AM	WAQY-FM
4	WAQY-FM	WAQY-FM	WMAS-AM
5	WSPR-AM	WCCC-FM	WMAS-FM

M-F, 3-7pm			
	A/M '78	A/M '79	A/M '80
1	WHYN-AM	WHYN-AM	WHYN-AM
2	WHYN-FM	WHYN-FM	WHYN-FM
3	WAQY-FM	WAQY-FM	WAQY-FM
4	WTIC-AM	WCCC-FM	WMAS-AM
5	WCCC-FM	WMAS-AM	WCCC-FM

Teens M-S, 6am-Midnight POP(00): 625			
	A/M '78	A/M '79	A/M '80
1	WHYN-AM	WAQY-FM	WAQY-FM
2	WAQY-FM	WHYN-AM	WHYN-AM
3	WTIC-FM	WCCC-FM	WCCC-FM

M-F, 6-10am			
	A/M '78	A/M '79	A/M '80
1	WHYN-AM	WCCC-FM	WAQY-FM
2	WAQY-FM	WAQY-FM	WCCC-FM
3	WTIC-FM	WHYN-AM	WHYN-AM

M-F, 3-7pm			
	A/M '78	A/M '79	A/M '80
1	WHYN-AM	WAQY-FM	WAQY-FM
2	WAQY-FM	WCCC-FM	WCCC-FM
3	WTIC-FM	WHYN-AM	WHYN-AM

Adults 18-34 M-S, 6am-Midnight POP(00): 1809			
	A/M '78	A/M '79	A/M '80
1	WHYN-AM	WHYN-AM	WHYN-AM
2	WAQY-FM	WAQY-FM	WAQY-FM
3	WCCC-FM	WCCC-FM	WCCC-FM
4	WHYN-FM	WHYN-FM	WHYN-FM
5	WHMP-FM	WSPR-AM	WMAS-FM

M-F, 6-10am			
	A/M '78	A/M '79	A/M '80
1	WHYN-AM	WHYN-AM	WHYN-AM
2	WAQY-FM	WAQY-FM	WHYN-FM
3	WCCC-FM	WCCC-FM	WCCC-FM
4	WHYN-FM	WHYN-FM	WMAS-FM
5	WTIC-AM	WSPR-AM	WHYN-FM

M-F, 3-7pm			
	A/M '78	A/M '79	A/M '80
1	WHYN-AM	WHYN-AM	WHYN-AM
2	WCCC-FM	WCCC-FM	WAQY-FM
3	WAQY-FM	WAQY-FM	WCCC-FM
4	WHYN-FM	WHYN-FM	WMAS-FM
5	WMAS-FM	WSPR-AM	WHYN-FM

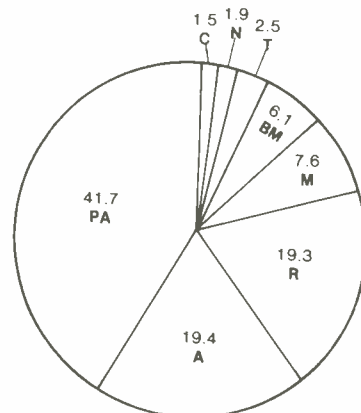
Adults 25-54 M-S, 6am-Midnight POP(00): 2162			
	A/M '78	A/M '79	A/M '80
1	WHYN-AM	WHYN-AM	WHYN-AM
2	WHYN-FM	WHYN-FM	WHYN-FM
3	WTIC-AM	WTIC-AM	WMAS-AM
4	WSPR-AM	WSPR-AM	WMAS-FM
5	WHMP-AM	WMAS-AM	WAQY-FM

M-F, 6-10am			
	A/M '78	A/M '79	A/M '80
1	WHYN-AM	WHYN-AM	WHYN-AM
2	WHYN-FM	WHYN-FM	WHYN-FM
3	WTIC-AM	WTIC-AM	WMAS-AM
4	WHMP-AM	WSPR-AM	WMAS-FM
5	WAQY-FM	WMAS-AM	WTIC-AM

M-F, 3-7pm			
	A/M '78	A/M '79	A/M '80
1	WHYN-AM	WHYN-AM	WHYN-AM
2	WHYN-FM	WHYN-FM	WHYN-FM
3	WTIC-AM	WMAS-AM	WMAS-AM
4	WHMP-AM	WHMP-AM	WMAS-FM
5	WRCH-FM	WAQY-FM	WSPR-AM

Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Springfield, MO

METRO RANK **144**

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 1691

A/M '79		A/M '80	
1	KTTS-FM 22.6	KWTO-FM(P) 22.4	
2	KWTO-FM 21.0	KWTO-AM(C) 16.3	
3	KWTO-AM 13.7	KTTS-FM(C) 13.8	
4	KTXR-FM 11.3	KTXR-FM(BB) 11.8	
5	KTTS-AM 10.9	KTTS-AM(C) 9.3	
6	KICK-AM 6.5	KGBX-AM(PA) 6.9	
7	KGBX-AM 5.2	KRFG-FM(PA) 6.1	
8	KBUG-AM 2.8	KICK-AM(O) 4.1	
9	KRFG-FM 2.8	KBUG-AM(PA) 2.4	
10	KWPC-FM 1.6	KLFJ-AM(M) 2.0	
11	KLFJ-AM 0.4	KWPC-FM(M) 1.2	

Average Persons Trends/Rankings Total 12+ S, 6am-Midnight

POP(00): 1691

A/M '79		A/M '80	
1	KTTS-FM 56	KWTO-FM 55	
2	KWTO-FM 52	KWTO-AM 40	
3	KWTO-AM 34	KTTS-FM 34	
4	KTXR-FM 28	KTXR-FM 2.9	
5	KTTS-AM 27	KTTS-AM 2.3	

M-F, 6-10am

1	KTTS-FM	KWTO-AM
2	KWTO-FM	KWTO-FM
3	KWTO-AM	KTTS-FM
4	KTTS-AM	KTTS-AM
5	KTXR-FM	KTXR-FM

F, 3-7pm

1	KWTO-FM	KWTO-FM
2	KTTS-FM	KWTO-AM
3	KWTO-AM	KTXR-FM
4	KTXR-FM	KTTS-FM
5	KTTS-AM	KTTS-AM

Teens M-S, 6am-Midnight

POP(00): 183

A/M '79		A/M '80	
1	KWTO-FM	KWTO-FM	
2	KICK-AM	KICK-AM	
3	KWTO-AM	KWTO-AM	

M-F, 6-10am

1	KWTO-FM	KWTO-FM
2	KICK-AM	KWTO-AM
3	KWTO-AM	KICK-AM

M-F, 3-7pm

1	KWTO-FM	KWTO-FM
2	KICK-AM	KWTO-AM
3	KBUG-AM	KTTS-FM

Adults 18-34 M-S, 6am-Midnight

POP(00): 665

A/M '79		A/M '80	
1	KWTO-FM	KWTO-FM	
2	KTTS-FM	KWTO-AM	
3	KWTO-AM	KRFG-FM	
4	KRFG-FM	KTTS-FM	
5	KICK-AM	KGBX-AM	

M-F, 6-10am

1	KWTO-FM	KWTO-FM
2	KTTS-FM	KWTO-AM
3	KWTO-AM	KTTS-FM
4	KTTS-AM	KGBX-AM
5	KICK-AM	KRFG-FM

M-F, 3-7pm

1	KWTO-FM	KWTO-FM
2	KTTS-FM	KWTO-AM
3	KWTO-AM	KRFG-FM
4	KICK-AM	KICK-AM
5	KGBX-AM	KTTS-FM

Adults 25-54 M-S, 6am-Midnight

POP(00): 734

A/M '79		A/M '80	
1	KTTS-FM	KWTO-AM	
2	KWTO-AM	KWTO-FM	
3	KTTS-AM	KTTS-FM	
4	KTXR-FM	KTTS-AM	
5	KWTO-FM	KTXR-FM	

M-F, 6-10am

1	KTTS-FM	KTTS-FM
2	KTTS-AM	KWTO-AM
3	KWTO-AM	KWTO-FM
4	KTXR-FM	KTTS-AM
5	KWTO-FM	KTXR-FM

M-F, 3-7pm

1	KTTS-FM	KWTO-AM
2	KWTO-AM	KTTS-FM
3	KTTS-AM	KWTO-FM
4	KTXR-FM	KTXR-FM
5	KWTO-FM	KTTS-AM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight

POP(00): 1691

A/M '79		A/M '80	
1	KWTO-FM 606	KWTO-FM 662	
2	KWTO-AM 491	KWTO-AM 516	
3	KTTS-FM 462	KTTS-FM 439	
4	KTTS-AM 386	KTXR-FM 395	
5	KICK-AM 344	KTTS-AM 394	

M-F, 6-10am

1	KWTO-FM	KWTO-FM
2	KTTS-FM	KWTO-AM
3	KWTO-AM	KTTS-FM
4	KTTS-AM	KTTS-AM
5	KICK-AM	KICK-AM

M-F, 3-7pm

1	KWTO-FM	KWTO-FM
2	KTTS-FM	KTXR-FM
3	KWTO-AM	KWTO-AM
4	KICK-AM	KTTS-FM
5	KTXR-FM	KTTS-AM

Teens M-S, 6am-Midnight

POP(00): 183

A/M '79		A/M '80	
1	KWTO-FM	KWTO-FM	
2	KICK-AM	KICK-AM	
3	KWTO-AM	KWTO-AM	

M-F, 6-10am

1	KWTO-FM	KWTO-FM
2	KICK-AM	KICK-AM
3	KWTO-AM	KWTO-AM

M-F, 3-7pm

1	KWTO-FM	KWTO-FM
2	KICK-AM	KICK-AM
3	KBUG-AM	KGBX-AM

Adults 18-34 M-S, 6am-Midnight

POP(00): 665

A/M '79		A/M '80	
1	KWTO-FM	KWTO-FM	
2	KICK-AM	KWTO-FM	
3	KICK-AM	KWTO-AM	
4	KWTO-AM	KTTS-FM	
5	KTTS-AM	KGBX-AM	

M-F, 6-10am

1	KWTO-FM	KWTO-FM
2	KTTS-FM	KICK-AM
3	KWTO-AM	KWTO-AM
4	KICK-AM	KTTS-FM
5	KTTS-AM	KGBX-AM

M-F, 3-7pm

1	KWTO-FM	KWTO-FM
2	KTTS-FM	KICK-AM
3	KICK-AM	KWTO-AM
4	KWTO-AM	KRFG-FM
5	KRFG-FM	KGBX-AM

Adults 25-54 M-S, 6am-Midnight

POP(00): 734

A/M '79		A/M '80	
1	KTTS-FM	KWTO-FM	
2	KWTO-AM	KWTO-AM	
3	KTTS-AM	KTTS-FM	
4	KWTO-FM	KTXR-FM	
5	KTXR-FM	KTTS-AM	

M-F, 6-10am

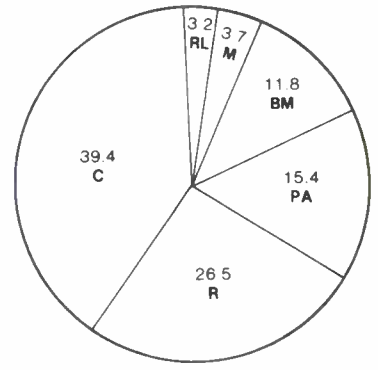
1	KTTS-FM	KWTO-FM
2	KWTO-AM	KWTO-AM
3	KTTS-AM	KTTS-FM
4	KWTO-FM	KTTS-AM
5	KGBX-AM	KICK-AM

M-F, 3-7pm

1	KTTS-FM	KWTO-FM
2	KWTO-AM	KTXR-FM
3	KTTS-AM	KWTO-AM
4	KWTO-FM	KTTS-FM
5	KTXR-FM	KICK-AM

Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Seattle-Everett-Tacoma

Continued from Page 207

M-F, 3-7pm

1	KJR -AM	KJR -AM	KJR -AM
2	KZOK-FM	KZOK-FM	KISW-FM
3	KING-AM	KIRO-AM	KING-AM
4	KISW-FM	KING-AM	KZAM-FM
5	KIRO-AM	KISW-FM	KZOK-FM
6	KYYX-FM	KYYX-FM	KIRO-AM
7	KTAC-AM	KTAC-AM	KPLZ-FM
8	KVI -FM	KZAM-FM	KYYX-FM
9	KZAM-FM	KIXI-FM	KNBQ-FM
10	KVI -AM	KPLZ-FM	KTAC-AM

Adults 25-54 M-S, 6am-Midnight

POP(00): 7735

A/M '79		O/M '79		A/M '80	
1	KIRO-AM	KIRO-AM	KIRO-AM	KIRO-AM	
2	KVI -AM	KOMO-AM	KOMO-AM	KOMO-AM	
3	KOMO-AM	KVI -AM	KING-AM	KING-AM	
4	KJR -AM	KJR -AM	KJR -AM	KJR -AM	
5	KING-AM	KSEA-FM	KVI -AM	KVI -AM	
6	KSEA-FM	KING-AM	KSEA-FM	KSEA-FM	
7	KMPS-AM	KIXI-FM	KBRD-FM	KBRD-FM	
8	KVI -FM	KING-FM	KEZX-FM	KEZX-FM	
9	KING-FM	KEZX-FM	KZAM-FM	KZAM-FM	
10	KZAM-FM	KMPS-AM	KMPS-AM	KMPS-AM	

M-F, 6-10am

1	KIRO-AM	KIRO-AM	KIRO-AM
2	KVI -AM	KOMO-AM	KOMO-AM
3	KOMO-AM	KVI -AM	KVI -AM
4	KJR -AM	KJR -AM	KJR -AM
5	KING-AM	KSEA-FM	KING-AM
6	KSEA-FM	KING-AM	KSEA-FM
7	KZAM-FM	KIXI-FM	KZAM-FM
8	KMPS-AM	KMPS-AM	KMPS-AM
9	KMPS-FM	KING-FM	KING-FM
10	KTAC-AM	KEZX-FM	KMPS-FM

M-F, 3-7pm

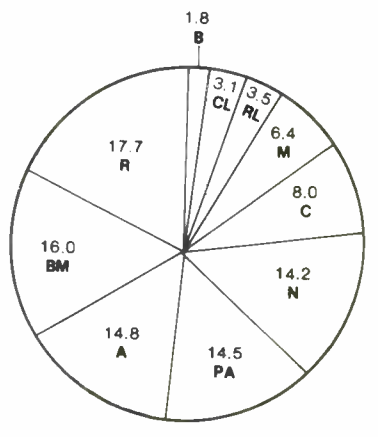
1	KIRO-AM	KIRO-AM	KIRO-AM
2	KVI -AM	KVI -AM	KOMO-AM
3	KOMO-AM	KOMO-AM	KJR -AM
4	KJR -AM	KJR -AM	KING-AM
5	KSEA-FM	KSEA-FM	KSEA-FM
6	KING-AM	KING-AM	KVI -AM
7	KMPS-AM	KIXI-FM	KMPS-AM
8	KMPS-FM	KYYX-FM	KZAM-FM
9	KVI -FM	KING-FM	KBRD-FM
10	KZAM-FM	KMPS-FM	KMPS-FM

Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



Steubenville-Weirton

METRO RANK

156

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 1363

A/M '79	A/M '80
1 WWVA-AM 17.2	WRKY-FM (M) 13.0
2 WSTV-AM 13.3	WWVA-AM (C) 13.0
3 WRKY-FM 8.9	WSTV-AM (PA) 11.4
4 WEIR-AM 8.4	WEIR-AM (PA) 8.8
5 KDKA-AM 6.9	KDKA-AM (PA) 7.3
6 WPEZ-FM 5.9	WPEZ-FM (M) 6.2
7 WDVE-FM 5.4	WSHH-FM (BB) 4.7
8 WLIT-AM 3.0	WELA-FM (BB) 4.1
9 WOMP-FM 3.0	WDVE-FM (A) 3.1
10 WTRF-FM 3.0	WKWK-FM (M) 2.6
11 WSHH-FM 2.5	WJOI-FM (BB) 2.6
12 WAMO-FM 2.5	WOMP-FM (A) 2.1
13 WOMP-AM 2.0	WTRF-FM (BB) 2.1
14 WNEU-AM 2.0	WAMO-FM (M) 2.1
15 WOHI-AM 2.0	WPNT-FM (BB) 1.6
16 WELA-FM 1.5	WOHI-AM (PA) 1.6
17 WKWK-FM 1.5	WXKX-FM (M) 1.0
18 WJOI-FM 0.5	WKWK-AM (M) 1.0
19 KDKA-FM 0.5	WLIT-AM (PA) 1.0
20 WKWK-AM 0.5	WOMP-AM (M) 1.0
21	WKBN-FM (BB) 0.5

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1363

A/M '79	A/M '80
1 WWVA-AM 35	WRKY-FM 25
2 WSTV-AM 27	WWVA-AM 25
3 WRKY-FM 18	WSTV-AM 22
4 WEIR-AM 17	WEIR-AM 17
5 KDKA-AM 14	KDKA-AM 14

M-F, 6-10am

1 WWVA-AM	WWVA-AM
2 WSTV-AM	WSTV-AM
3 WFIR-AM	WEIR-AM
4 KDKA-AM	WRKY-FM
5 WPEZ-FM	KDKA-AM

M-F, 3-7pm

1 WWVA-AM	WRKY-FM
2 WRKY-FM	WWVA-AM
3 WFIR-AM	KDKA-AM
4 WSTV-AM	WPEZ-FM
5 WPEZ-FM	WSHH-FM

Teens
M-S, 6am-Midnight
POP(00): 174

A/M '79	A/M '80
1 WPEZ-FM	WRKY-FM
2 WRKY-FM	WPEZ-FM
3 WFIR-AM	WFIR-AM

M-F, 6-10am

1 WEIR-AM	WEIR-AM
2 WPEZ-FM	WRKY-FM
3 WRKY-FM	WPEZ-FM

M-F, 3-7pm

1 WPEZ-FM	WRKY-FM
2 WEIR-AM	WAMO-FM
3 WRKY-FM	WOMP-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 427

A/M '79	A/M '80
1 WRKY-FM	WRKY-FM
2 WEIR-AM	WPEZ-FM
3 WDVE-FM	WEIR-AM
4 WPEZ-FM	WWVA-AM
5 KDKA-AM	WDVE-FM

M-F, 6-10am

1 WEIR-AM	WRKY-FM
2 WWVA-AM	WEIR-AM
3 WPEZ-FM	WWVA-AM
4 WDVE-FM	WPEZ-FM
5 WRKY-FM	WDVE-FM

M-F, 3-7pm

1 WRKY-FM	WRKY-FM
2 WEIR-AM	WPEZ-FM
3 WDVE-FM	WDVE-FM
4 WPEZ-FM	WEIR-AM
5 WOMP-FM	WWVA-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 642

A/M '79	A/M '80
1 WWVA-AM	WWVA-AM
2 WSTV-AM	WRKY-FM
3 WRKY-FM	WFIR-AM
4 WEIR-AM	WSTV-AM
5 KDKA-AM	WELA-FM

M-F, 6-10am

1 WWVA-AM	WEIR-AM
2 WSTV-AM	WWVA-AM
3 WEIR-AM	WSTV-AM
4 KDKA-AM	WRKY-FM
5 WRKY-FM	KDKA-AM

M-F, 3-7pm

1 WWVA-AM	WWVA-AM
2 WRKY-FM	WRKY-FM
3 WEIR-AM	WEIR-AM
4 WSTV-AM	WELA-FM
5 WTRF-FM	WPEZ-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1363

A/M '79	A/M '80
1 WEIR-AM 445	WRKY-FM 452
2 WSTV-AM 419	WWVA-AM 360
3 WWVA-AM 413	WSTV-AM 356
4 WRKY-FM 314	WFIR-AM 354
5 KDKA-AM 311	KDKA-AM 247

M-F, 6-10am

1 WSTV-AM	WWVA-AM
2 WWVA-AM	WSTV-AM
3 WFIR-AM	WEIR-AM
4 KDKA-AM	WRKY-FM
5 WRKY-FM	WPEZ-FM

M-F, 3-7pm

1 WEIR-AM	WRKY-FM
2 WWVA-AM	WWVA-AM
3 WRKY-FM	WEIR-AM
4 WSTV-AM	WSTV-AM
5 WPEZ-FM	KDKA-AM

Teens
M-S, 6am-Midnight
POP(00): 174

A/M '79	A/M '80
1 WPEZ-FM	WRKY-FM
2 WEIR-AM	WPEZ-FM
3 WRKY-FM	WEIR-AM

M-F, 6-10am

1 WFIR-AM	WEIR-AM
2 WPEZ-FM	WRKY-FM
3 WRKY-FM	WPEZ-FM

M-F, 3-7pm

1 WPEZ-FM	WRKY-FM
2 WEIR-AM	WPEZ-FM
3 WRKY-FM	WOMP-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 427

A/M '79	A/M '80
1 WRKY-FM	WRKY-FM
2 WEIR-AM	WEIR-AM
3 WPEZ-FM	WPEZ-FM
4 WDVE-FM	WWVA-AM
5 KDKA-AM	WDVE-FM

M-F, 6-10am

1 WRKY-FM	WRKY-FM
2 WEIR-AM	WEIR-AM
3 WPEZ-FM	WPEZ-FM
4 WDVE-FM	WWVA-AM
5 KDKA-AM	WDVE-FM

M-F, 3-7pm

1 WWVA-AM	WRKY-FM
2 WPEZ-FM	WRKY-FM
3 WRKY-FM	WEIR-AM
4 WDVE-FM	WWVA-AM
5 KDKA-AM	WDVE-FM

M-F, 3-7pm

1 WRKY-FM	WRKY-FM
2 WEIR-AM	WPEZ-FM
3 WDVE-FM	WFIR-AM
4 WPEZ-FM	WDVE-FM
5 WWVA-AM	WWVA-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 642

A/M '79	A/M '80
1 WWVA-AM	WRKY-FM
2 WEIR-AM	WWVA-AM
3 WSTV-AM	WEIR-AM
4 WRKY-FM	WSTV-AM
5 KDKA-AM	KDKA-AM

M-F, 6-10am

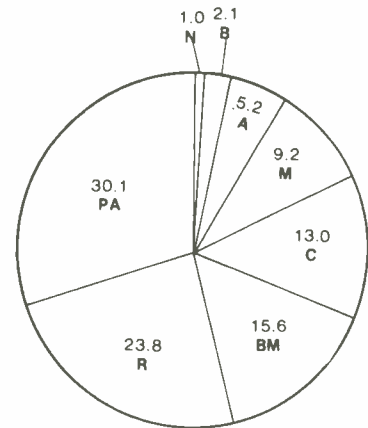
1 WRKY-FM	WWVA-AM
2 WEIR-AM	WEIR-AM
3 WSTV-AM	WRKY-FM
4 KDKA-AM	WSTV-AM
5 WRKY-FM	KDKA-AM

M-F, 3-7pm

1 WWVA-AM	WRKY-FM
2 WEIR-AM	WRKY-FM
3 WRKY-FM	WEIR-AM
4 WSTV-AM	KDKA-AM
5 KDKA-AM	WPEZ-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Stockton

METRO RANK **107**

verage Persons 12+ Share Trends
nday-Sunday, 6am-Midnight
 OP(00): 2658

A/M '78	A/M '79	A/M '80
1 KJOY-AM	12.5	13.6
2 KJAX-FM	11.0	9.6
3 KFRC-AM	10.4	8.2
4 KRAK-AM	8.9	7.2
5 KCBS-AM	6.3	6.6
6 KNBR-AM	5.4	5.9
7 KSTN-AM	4.8	5.3
8 KWIN-FM	4.5	3.7
9 KHOP-FM	3.6	3.2
10 KWG-AM	3.3	2.7
11 KSRT-FM	3.0	2.4
12 KCVR-AM	2.1	2.4
13 KTRB-AM	1.5	1.9
14 KEWT-FM	1.5	2.4
15 KKIS-AM	1.5	1.6
16 KOSO-FM	1.5	1.3
17 KEBR-FM	1.5	1.3
18 KFBK-AM	1.5	1.1
19 KGO-AM	1.2	0.8
20 KSFO-AM	1.2	0.8
21 KWOD-FM	1.2	0.8
22 KCTC-FM	0.9	0.5
23 KSFX-FM	0.6	0.5
24		0.5
25		0.5

Average Persons Trends/Rankings

otal 12+
-S, 6am-Midnight
 OP(00): 2658

A/M '78	A/M '79	A/M '80
1 KJOY-AM	42	51
2 KJAX-FM	37	36
3 KFRC-AM	35	31
4 KRAK-AM	30	27
5 KCBS-AM	21	25

F, 6-10am

A/M '78	A/M '79	A/M '80
1 KFRC-AM	KRAK-AM	KRAK-AM
2 KJOY-AM	KCBS-AM	KCBS-AM
3 KRAK-AM	KJAX-FM	KNBR-AM
4 KCBS-AM	KJOY-AM	KJAX-FM
5 KJAX-FM	KSTN-AM	KHOP-FM

F, 3-7pm

A/M '78	A/M '79	A/M '80
1 KJOY-AM	KJAX-FM	KRAK-AM
2 KFRC-AM	KJOY-AM	KHOP-FM
3 KJAX-FM	KRAK-AM	KJAX-FM
4 KRAK-AM	KFRC-AM	KSTN-AM
5 KSTN-AM	KNBR-AM	KNBR-AM

eens
-S, 6am-Midnight
 OP(00): 346

A/M '78	A/M '79	A/M '80
1 KFRC-AM	KJOY-AM	KJOY-AM
2 KJOY-AM	KFRC-AM	KHOP-FM
3 KHOP-FM	KHOP-FM	KSTN-AM

F, 6-10am

A/M '78	A/M '79	A/M '80
1 KFRC-AM	KJOY-AM	KHOP-FM
2 KJOY-AM	KSTN-AM	KJOY-AM
3 KHOP-FM	KFRC-AM	KSTN-FM

F, 3-7pm

A/M '78	A/M '79	A/M '80
1 KFRC-AM	KJOY-AM	KHOP-FM
2 KJOY-AM	KFRC-AM	KJOY-AM
3 KSTN-AM	KHOP-FM	KSTN-AM

Adults 18-34
-S, 6am-Midnight
 OP(00): 898

A/M '78	A/M '79	A/M '80
1 KJOY-AM	KWIN-FM	KHOP-FM
2 KFRC-AM	KFRC-AM	KSTN-AM
3 KRAK-AM	KJOY-AM	KJOY-AM
4 KWIN-FM	KHOP-FM	KJAX-FM
5 KSTN-AM	KSTN-AM	KRAK-AM

F, 6-10am

A/M '78	A/M '79	A/M '80
1 KFRC-AM	KFRC-AM	KHOP-FM
2 KJOY-AM	KWIN-FM	KRAK-AM
3 KRAK-AM	KJOY-AM	KFRC-AM
4 KSTN-AM	KSTN-AM	KSTN-AM
5 KNBR-AM	KRAK-AM	KNBR-AM

F, 3-7pm

A/M '78	A/M '79	A/M '80
1 KJOY-AM	KFRC-AM	KHOP-FM
2 KFRC-AM	KHOP-FM	KJAX-FM
3 KSTN-AM	KWIN-FM	KSTN-AM
4 KWIN-FM	KJOY-AM	KSRT-FM
5 KRAK-AM	KQKK-FM	KJOY-AM

Adults 25-54
-S, 6am-Midnight
 OP(00): 1194

A/M '78	A/M '79	A/M '80
1 KJAX-FM	KRAK-AM	KRAK-AM
2 KRAK-AM	KJAX-FM	KJAX-FM
3 KJOY-AM	KNBR-AM	KNBR-AM
4 KFRC-AM	KSTN-AM	KCBS-AM
5 KNBR-AM	KWIN-FM	KHOP-FM

F, 6-10am

A/M '78	A/M '79	A/M '80
1 KFRC-AM	KRAK-AM	KRAK-AM
2 KJAX-FM	KJAX-FM	KNBR-AM
3 KNBR-AM	KNBR-AM	KJAX-FM
4 KJOY-AM	KSTN-AM	KCBS-AM
5 KRAK-AM	KCBS-AM	KJOY-AM

MF, 3-7pm

A/M '78	A/M '79	A/M '80
1 KJAX-FM	KJAX-FM	KRAK-AM
2 KRAK-AM	KRAK-AM	KJAX-FM
3 KJOY-AM	KNBR-AM	KNBR-AM
4 KFRC-AM	KCBS-AM	KEWT-FM
5 KNBR-AM	KJOY-AM	KCBS-AM

Cume Persons Trends/Rankings

Total 12+
-S, 6am-Midnight
 POP(00): 2658

A/M '78	A/M '79	A/M '80
1 KJOY-AM	749	609
2 KFRC-AM	708	538
3 KJAX-FM	459	473
4 KRAK-AM	449	464
5 KSTN-AM	446	453

MF, 6-10am

A/M '78	A/M '79	A/M '80
1 KFRC-AM	KJOY-AM	KRAK-AM
2 KJOY-AM	KRAK-AM	KCBS-AM
3 KRAK-AM	KFRC-AM	KJOY-AM
4 KSTN-AM	KSTN-AM	KHOP-FM
5 KCBS-AM	KCBS-AM	KNBR-AM

MF, 3-7pm

A/M '78	A/M '79	A/M '80
1 KFRC-AM	KJOY-AM	KRAK-AM
2 KJOY-AM	KNBR-AM	KHOP-FM
3 KSTN-AM	KRAK-AM	KHOP-FM
4 KRAK-AM	KFRC-AM	KSTN-AM
5 KJAX-FM	KSTN-AM	KNBR-AM

Teens
-S, 6am-Midnight
 POP(00): 346

A/M '78	A/M '79	A/M '80
1 KFRC-AM	KJOY-AM	KJOY-AM
2 KJOY-AM	KFRC-AM	KHOP-FM
3 KSTN-AM	KSTN-AM	KSTN-AM

MF, 6-10am

A/M '78	A/M '79	A/M '80
1 KFRC-AM	KJOY-AM	KHOP-FM
2 KJOY-AM	KSTN-AM	KJOY-AM
3 KSTN-AM	KFRC-AM	KFRC-AM

MF, 3-7pm

A/M '78	A/M '79	A/M '80
1 KJOY-AM	KJOY-AM	KHOP-FM
2 KFRC-AM	KFRC-AM	KJOY-AM
3 KSTN-AM	KSTN-AM	KSTN-AM

Adults 18-34
-S, 6am-Midnight
 POP(00): 898

A/M '78	A/M '79	A/M '80
1 KJOY-AM	KFRC-AM	KHOP-FM
2 KFRC-AM	KJOY-AM	KJOY-AM
3 KSTN-AM	KSTN-AM	KSTN-AM
4 KSRT-FM	KHOP-FM	KFRC-AM
5 KNBR-AM	KWIN-FM	KSRT-FM

MF, 6-10am

A/M '78	A/M '79	A/M '80
1 KFRC-AM	KFRC-AM	KHOP-FM
2 KJOY-AM	KJOY-AM	KJOY-AM
3 KSTN-AM	KSTN-AM	KFRC-AM
4 KNBR-AM	KWIN-FM	KSTN-AM
5 KRAK-AM	KHOP-FM	KNBR-AM

MF, 3-7pm

A/M '78	A/M '79	A/M '80
1 KFRC-AM	KFRC-AM	KHOP-FM
2 KJOY-AM	KSTN-AM	KSTN-AM
3 KSTN-AM	KJOY-AM	KFRC-AM
4 KRAK-AM	KWIN-FM	KSRT-FM
5 KNBR-AM	KNBR-AM	KJOY-AM

Adults 25-54
-S, 6am-Midnight
 POP(00): 1194

A/M '78	A/M '79	A/M '80
1 KRAK-AM	KNBR-AM	KRAK-AM
2 KJOY-AM	KRAK-AM	KNBR-AM
3 KFRC-AM	KJOY-AM	KJAX-FM
4 KJAX-FM	KFRC-AM	KJOY-AM
5 KNBR-AM	KSTN-AM	KCBS-AM

MF, 6-10am

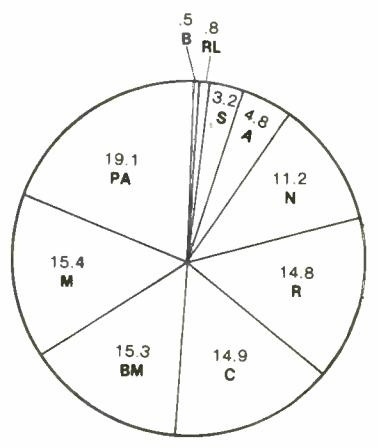
A/M '78	A/M '79	A/M '80
1 KFRC-AM	KRAK-AM	KRAK-AM
2 KRAK-AM	KNBR-AM	KNBR-AM
3 KJOY-AM	KSTN-AM	KJAX-FM
4 KJAX-FM	KJAX-FM	KCBS-AM
5 KNBR-AM	KFRC-AM	KJOY-AM

MF, 3-7pm

A/M '78	A/M '79	A/M '80
1 KFRC-AM	KRAK-AM	KRAK-AM
2 KRAK-AM	KNBR-AM	KNBR-AM
3 KJAX-FM	KJAX-FM	KJAX-FM
4 KJOY-AM	KFRC-AM	KCBS-AM
5 KNBR-AM	KSTN-AM	KSTN-AM

Format Penetration Chart

Based On Total Persons 12+
 Average Quarter Hour Listening
 Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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A/M '80 Market Overview

In the overall market and the 25-54 demos, there was a stable story — **WSYR** and **WHEN** were 1-2, as they were when **Arbitron** last measured Syracuse. However, within the 18-34 target there was a shakeup. **WSYR-FM** surged to become the new kingpin, passing former leaders **WAQX** and **WNDR**.

In its first real AOR book, **WSYR-FM** skyrocketed into the young adult lead. The station used TV, bus-boards, billboards, weekly newspapers, and bumper stickers to spread the word. It also formed the "Rock 'n' Roll Air Force," and 15,000 people sent in for the ID cards. The former AOR pacesetter, **WAQX**, lost a third of its 18-34 share in the face of this blitz, ending up with a 8 share. **WNDR** was affected too, and slipped similarly, ending up tied with **WAQX** at the 8 share level.

The new number two 18-34 was P/A station **WHEN**. Strong in the 25-34 cell, **WHEN** added more than four shares to its previous 18-34 total to score in the upper-13 range. The **WHEN** 25-34 and 35-44 strength helped the station do well in the 25-54 standings also. The station remained stable at a 13 share, second to the upper 14 figure of **WSYR**. **WSYR** was down two shares from its previous numbers in this demo, but the station was still the strongest 35+ force.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 5287

A/M '79	O/N '79	A/M '80
1 WSYR-AM 14.1	WSYR-AM 18.0	WSYR-AM (PA) 5.5
2 WHEN-AM 13.8	WHEN-AM 7.7	WHEN-AM (PA) 0.3
3 WNTQ-FM 7.4	WNDR-AM 7.1	WSYR-FM (A) 8.7
4 WEZG-FM 6.5	WAQX-FM 6.8	WNTQ-FM (BM) 6.7
5 WKFM-FM 5.4	WNTQ-FM 6.8	WEZG-FM (BM) 5.5
6 WNDR-AM 5.2	WOLF-AM 6.2	WAQX-FM (A) 5.4
7 WAQX-FM 5.2	WFBL-AM 6.1	WNDR-AM (O) 5.0
8 WOLF-AM 4.8	WEZG-FM 6.1	WKFM-FM (R) 4.8
9 WSYR-FM 4.0	WKFM-FM 4.8	WOLF-AM (R) 4.1
10 WFBL-AM 3.9	WSYR-FM 3.3	WSEN-FM (C) 4.1
11 WSEN-AM 3.4	WSOO-AM 3.1	WFBL-AM (R) 3.8
12 WSOO-AM 3.1	WSEN-AM 2.9	WONO-FM (BM) 2.5
13 WSEN-FM 2.7	WSEN-FM 2.7	WOUR-FM (A) 2.5
14 WSCP-AM 2.5	WONO-FM 2.2	WSEN-AM (C) 2.3
15 WMHR-FM 2.2	WKGW-FM 1.5	WSGO-AM (R) 1.8
16 WSGO-AM 2.2	WOUR-FM 1.5	WMHR-FM (RL) 1.6
17 WOUR-FM 1.6	WSGO-AM 1.5	WKGW-FM (R) 1.2
18 WSGO-FM 1.3	WOSC-AM 1.2	WSOO-AM (BM) 1.1
19 WKGW-FM 1.1	WMHR-FM 0.9	WSCP-AM (C) 0.9
20 WONO-FM 0.9	WNOZ-FM 0.7	WYRD-AM (RL) 0.7
21 WTRQ-FM 0.8	WSCP-AM 0.6	WOSC-AM (PA) 0.6
22 WOSC-AM 0.6	WMCR-FM 0.5	WSGO-FM (R) 0.2
23 WMCR-FM 0.5	WSGO-FM 0.4	
24 WMCR-AM 0.5	WMCR-AM 0.2	

Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 5287			
A/M '79	O/N '79	A/M '80	
1 WSYR-AM 120	WSYR-AM 147	WSYR-AM 126	
2 WHEN-AM 119	WHEN-AM 63	WHEN-AM 84	
3 WNTQ-FM 63	WNDR-AM 58	WSYR-FM 71	
4 WEZG-FM 55	WAQX-FM 56	WNTQ-FM 54	
5 WKFM-FM 46	WNTQ-FM 56	WEZG-FM 45	

M-F, 6-10am			
A/M '79	O/N '79	A/M '80	
1 WSYR-AM	WSYR-AM	WSYR-AM	
2 WHEN-AM	WHEN-AM	WHEN-AM	
3 WNDR-AM	WFBL-AM	WNDR-AM	
4 WOLF-AM	WOLF-AM	WNTQ-FM	
5 WNTQ-FM	WNDR-AM	WSYR-FM	

M-F, 3-7pm			
A/M '79	O/N '79	A/M '80	
1 WSYR-AM	WSYR-AM	WSYR-AM	
2 WHEN-AM	WHEN-AM	WHEN-AM	
3 WNTQ-FM	WAQX-FM	WSYR-FM	
4 WEZG-FM	WNTQ-FM	WNTQ-FM	
5 WAQX-FM	WNDR-AM	WAQX-FM	

Teens M-S, 6am-Midnight POP(00): 715

A/M '79	O/N '79	A/M '80
1 WOLF-AM	WOLF-AM	WAQX-FM
2 WFFN-AM	WAQX-FM	WSYR-FM
3 WKFM-FM	WFBL-AM	WKFM-FM

M-F, 6-10am			
A/M '79	O/N '79	A/M '80	
1 WOLF-AM	WOLF-AM	WAQX-FM	
2 WHEN-AM	WFBL-AM	WSYR-FM	
3 WFBL-AM	WAQX-FM	WOLF-AM	

M-F, 3-7pm		
A/M '79	O/N '79	A/M '80
1 WOLF-AM	WOLF-AM	WAQX-FM
2 WAQX-FM	WAQX-FM	WSYR-FM
3 WHEN-AM	WFBL-AM	WKFM-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 1918

A/M '79	O/N '79	A/M '80
1 WHEN-AM	WAQX-FM	WSYR-FM
2 WKFM-FM	WNDR-AM	WHEN-AM
3 WAQX-FM	WHEN-AM	WNDR-AM
4 WNDR-AM	WFBL-AM	WAQX-FM
5 WSYR-FM	WKFM-FM	WKFM-FM

M-F, 6-10am		
A/M '79	O/N '79	A/M '80
1 WHEN-AM	WHEN-AM	WHEN-AM
2 WNDR-AM	WAQX-FM	WNDR-AM
3 WOLF-AM	WFBL-AM	WSYR-FM
4 WKFM-FM	WNDR-AM	WKFM-FM
5 WAQX-FM	WOLF-AM	WOLF-AM

M-F, 3-7pm		
A/M '79	O/N '79	A/M '80
1 WHEN-AM	WAQX-FM	WSYR-FM
2 WAQX-FM	WHEN-AM	WHEN-AM
3 WSYR-FM	WNDR-AM	WAQX-FM
4 WKFM-FM	WFBL-AM	WKFM-FM
5 WNDR-AM	WSYR-FM	WNDR-AM

Adults 25-54 M-S, 6am-Midnight POP(00): 2350

A/M '79	O/N '79	A/M '80
1 WHEN-AM	WSYR-AM	WSYR-AM
2 WSYR-AM	WHEN-AM	WHEN-AM
3 WNTQ-FM	WNDR-AM	WNTQ-FM
4 WNDR-AM	WNTQ-FM	WEZG-FM
5 WEZG-FM	WEZG-FM	WNDR-AM

M-F, 6-10am		
A/M '79	O/N '79	A/M '80
1 WHEN-AM	WSYR-AM	WSYR-AM
2 WSYR-AM	WHEN-AM	WHEN-AM
3 WNTQ-FM	WNDR-AM	WNDR-AM
4 WNDR-AM	WOLF-AM	WNTQ-FM
5 WFBL-AM	WFBL-AM	WKFM-FM

M-F, 3-7pm		
A/M '79	O/N '79	A/M '80
1 WHEN-AM	WSYR-AM	WSYR-AM
2 WNTQ-FM	WHEN-AM	WHEN-AM
3 WSYR-AM	WNDR-AM	WNTQ-FM
4 WNDR-AM	WNTQ-FM	WEZG-FM
5 WEZG-FM	WEZG-FM	WKFM-FM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 5287			
A/M '79	O/N '79	A/M '80	
1 WHEN-AM 2075	WSYR-AM 1729	WSYR-AM 1774	
2 WSYR-AM 1689	WHEN-AM 1408	WHEN-AM 1628	
3 WOLF-AM 1115	WFBL-AM 1121	WSYR-FM 1069	
4 WKFM-FM 961	WOLF-AM 1014	WFBL-AM 804	
5 WNDR-AM 931	WNDR-AM 978	WAQX-FM 802	

M-F, 6-10am			
A/M '79	O/N '79	A/M '80	
1 WHEN-AM	WSYR-AM	WSYR-AM	
2 WSYR-AM	WHEN-AM	WHEN-AM	
3 WOLF-AM	WFBL-AM	WSYR-FM	
4 WFBL-AM	WOLF-AM	WNDR-AM	
5 WNDR-AM	WNDR-AM	WOLF-AM	

M-F, 3-7pm			
A/M '79	O/N '79	A/M '80	
1 WHEN-AM	WSYR-AM	WHEN-AM	
2 WSYR-AM	WHEN-AM	WSYR-AM	
3 WOLF-AM	WFBL-AM	WSYR-FM	
4 WNDR-AM	WOLF-AM	WKFM-FM	
5 WFZG-FM	WNDR-AM	WFBL-AM	

Teens M-S, 6am-Midnight POP(00): 715

A/M '79	O/N '79	A/M '80
1 WHEN-AM	WOLF-AM	WAQX-FM
2 WOLF-AM	WFBL-AM	WSYR-FM
3 WKFM-FM	WAQX-FM	WFBL-AM

M-F, 6-10am			
A/M '79	O/N '79	A/M '80	
1 WFFN-AM	WOLF-AM	WAQX-FM	
2 WOLF-AM	WFBL-AM	WSYR-FM	
3 WFBL-AM	WFFN-AM	WHEN-AM	

M-F, 3-7pm			
A/M '79	O/N '79	A/M '80	
1 WOLF-AM	WOLF-AM	WSYR-FM	
2 WHEN-AM	WFBL-AM	WAQX-FM	
3 WAQX-FM	WAQX-FM	WKFM-FM	

Adults 18-34 M-S, 6am-Midnight POP(00): 1918

A/M '79	O/N '79	A/M '80
1 WHEN-AM	WHEN-AM	WHEN-AM
2 WOLF-AM	WFBL-AM	WSYR-FM
3 WKFM-FM	WNDR-AM	WNDR-AM
4 WNDR-AM	WKFM-FM	WAQX-FM
5 WAQX-FM	WOLF-AM	WKFM-FM

M-F, 6-10am			
A/M '79	O/N '79	A/M '80	
1 WHEN-AM	WHEN-AM	WHEN-AM	
2 WOLF-AM	WFBL-AM	WSYR-FM	
3 WNDR-AM	WNDR-AM	WNDR-AM	
4 WKFM-FM	WOLF-AM	WKFM-FM	
5 WAQX-FM	WAQX-FM	WOLF-AM	

M-F, 3-7pm			
A/M '79	O/N '79	A/M '80	
1 WHEN-AM	WFBL-AM	WHEN-AM	
2 WOLF-AM	WNDR-AM	WSYR-FM	
3 WAQX-FM	WHEN-AM	WKFM-FM	
4 WNDR-AM	WAQX-FM	WAQX-FM	
5 WKFM-FM	WOLF-AM	WNDR-AM	

Adults 25-54 M-S, 6am-Midnight POP(00): 2350

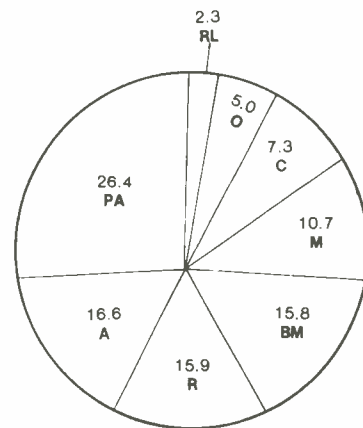
A/M '79	O/N '79	A/M '80
1 WHEN-AM	WSYR-AM	WHEN-AM
2 WSYR-AM	WHEN-AM	WSYR-AM
3 WNDR-AM	WNDR-AM	WNDR-AM
4 WNTQ-FM	WFBL-AM	WNTQ-FM
5 WEZG-FM	WOLF-AM	WKFM-FM

M-F, 6-10am		
A/M '79	O/N '79	A/M '80
1 WHEN-AM	WSYR-AM	WHEN-AM
2 WSYR-AM	WHEN-AM	WSYR-AM
3 WNDR-AM	WNDR-AM	WNDR-AM
4 WNTQ-FM	WFBL-AM	WNTQ-FM
5 WFBL-AM	WOLF-AM	WKFM-FM

M-F, 3-7pm		
A/M '79	O/N '79	A/M '80
1 WHEN-AM	WHEN-AM	WHEN-AM
2 WSYR-AM	WSYR-AM	WSYR-AM
3 WNDR-AM	WNDR-AM	WKFM-FM
4 WNTQ-FM	WFBL-AM	WNDR-AM
5 WEZG-FM	WEZG-FM	WFBL-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 1209

	A/M '78	A/M '79	A/M '80
1 WGLF-FM	22.8	WBGM-FM	25.1
2 WTNT-AM	14.2	WANN-AM	14.6
3 WANN-AM	14.2	WLVW-FM	13.5
4 WBGM-FM	8.6	WGLF-FM	10.5
5 WOWN-FM	7.4	WTNT-AM	8.2
6 WONS-AM	6.2	WOWN-FM	8.2
7 WLWV-FM	5.6	WTAL-AM	4.1
8 WTAL-AM	3.7	WPAP-FM	2.9
9 WCVC-AM	3.1	WCVC-AM	1.8
10 WPAP-FM	2.5	WONS-AM	0.6
11 WTUF-FM	1.2	WTUF-FM	0.6

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1209

	A/M '78	A/M '79	A/M '80
1 WGLF-FM	37	WBGM-FM	43
2 WTNT-AM	23	WANN-AM	25
3 WANN-AM	23	WLVW-FM	23
4 WBGM-FM	14	WGLF-FM	18
5 WOWN-FM	12	WTNT-AM	14

M-F, 6-10am

1 WGLF-FM	WBGM-FM	WBGM-FM
2 WTNT-AM	WTNT-AM	WGLF-FM
3 WANN-AM	WLVW-FM	WTNT-AM
4 WBGM-FM	WGLF-FM	WLVW-FM
5 WONS-AM	WANN-AM	WANN-AM

M-F, 3-7pm

1 WGLF-FM	WBGM-FM	WANN-AM
2 WANN-AM	WANN-AM	WBGM-FM
3 WTNT-AM	WLVW-FM	WGLF-FM
4 WOWN-FM	WGLF-FM	WLVW-FM
5 WBGM-FM	WOWN-FM	WTNT-AM

Teens

M-S, 6am-Midnight

POP(00): 133

	A/M '78	A/M '79	A/M '80
1 WGLF-FM	WBGM-FM	WANN-AM	
2 WANN-AM	WANN-AM	WGLF-FM	
3 WONS-AM	WTAL-AM	WBGM-FM	

M-F, 6-10am

1 WGLF-FM	WBGM-FM	WBGM-FM
2 WANN-AM	WANN-AM	WGLF-FM
3 WONS-AM	WGLF-FM	WANN-AM

M-F, 3-7pm

1 WGLF-FM	WBGM-FM	WANN-AM
2 WANN-AM	WANN-AM	WGLF-FM
3 WONS-AM	WTAL-AM	WBGM-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 609

	A/M '78	A/M '79	A/M '80
1 WGLF-FM	WBGM-FM	WBGM-FM	
2 WOWN-FM	WGLF-FM	WANN-AM	
3 WANN-AM	WOWN-FM	WGLF-FM	
4 WONS-AM	WANN-AM	WOWN-FM	
5 WTNT-AM	WLVW-FM	WLVW-FM	

M-F, 6-10am

1 WGLF-FM	WBGM-FM	WBGM-FM
2 WTNT-AM	WGLF-FM	WGLF-FM
3 WANN-AM	WANN-AM	WANN-AM
4 WOWN-FM	WOWN-FM	WTNT-AM
5 WONS-AM	WTNT-AM	WOWN-FM

M-F, 3-7pm

1 WGLF-FM	WBGM-FM	WBGM-FM
2 WOWN-FM	WGLF-FM	WANN-AM
3 WANN-AM	WOWN-FM	WGLF-FM
4 WTNT-AM	WANN-AM	WOWN-FM
5 WONS-AM	WLVW-FM	WTNT-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 526

	A/M '78	A/M '79	A/M '80
1 WTNT-AM	WBGM-FM	WBGM-FM	
2 WANN-AM	WANN-AM	WLVW-FM	
3 WBGM-FM	WLVW-FM	WTNT-AM	
4 WGLF-FM	WTNT-AM	WANN-AM	
5 WOWN-FM	WGLF-FM	WPAP-FM	

M-F, 6-10am

1 WTNT-AM	WBGM-FM	WTNT-AM
2 WBGM-FM	WTNT-AM	WBGM-FM
3 WGLF-FM	WLVW-FM	WLVW-FM
4 WANN-AM	WANN-AM	WPAP-FM
5 WLVW-FM	WGLF-FM	WGLF-FM

M-F, 3-7pm

1 WTNT-AM	WBGM-FM	WBGM-FM
2 WBGM-FM	WANN-AM	WANN-AM
3 WANN-AM	WLVW-FM	WTNT-AM
4 WGLF-FM	WTNT-AM	WLVW-FM
5 WLVW-FM	WGLF-FM	WGLF-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1209

	A/M '78	A/M '79	A/M '80
1 WGLF-FM	490	WBGM-FM	527
2 WTNT-AM	306	WGLF-FM	372
3 WOWN-FM	263	WTNT-AM	262
4 WTAL-AM	256	WANN-AM	223
5 WANN-AM	231	WLVW-FM	211

M-F, 6-10am

1 WGLF-FM	WBGM-FM	WBGM-FM
2 WTNT-AM	WGLF-FM	WGLF-FM
3 WANN-AM	WTNT-AM	WTNT-AM
4 WONS-AM	WLVW-FM	WANN-AM
5 WTAL-AM	WANN-AM	WLVW-FM

M-F, 3-7pm

1 WGLF-FM	WBGM-FM	WBGM-FM
2 WOWN-FM	WGLF-FM	WGLF-FM
3 WTNT-AM	WANN-AM	WANN-AM
4 WANN-AM	WLVW-FM	WTNT-AM
5 WBGM-FM	WTAL-AM	WLVW-FM

Teens

M-S, 6am-Midnight

POP(00): 133

	A/M '78	A/M '79	A/M '80
1 WGLF-FM	WBGM-FM	WGLF-FM	
2 WANN-AM	WGLF-FM	WBGM-FM	
3 WONS-AM	WANN-AM	WANN-AM	

M-F, 6-10am

1 WGLF-FM	WBGM-FM	WGLF-FM
2 WONS-AM	WANN-AM	WBGM-FM
3 WANN-AM	WGLF-FM	WANN-AM

M-F, 3-7pm

1 WGLF-FM	WBGM-FM	WGLF-FM
2 WANN-AM	WANN-AM	WBGM-FM
3 WONS-AM	WGLF-FM	WANN-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 609

	A/M '78	A/M '79	A/M '80
1 WGLF-FM	WBGM-FM	WBGM-FM	
2 WOWN-FM	WGLF-FM	WGLF-FM	
3 WTAL-AM	WOWN-FM	WOWN-FM	
4 WONS-AM	WANN-AM	WANN-AM	
5 WTNT-AM	WTAL-AM	WTAL-AM	

M-F, 6-10am

1 WGLF-FM	WBGM-FM	WBGM-FM
2 WONS-AM	WGLF-FM	WGLF-FM
3 WOWN-FM	WOWN-FM	WANN-AM
4 WANN-AM	WTAL-AM	WTNT-AM
5 WTAL-AM	WANN-AM	WOWN-FM

M-F, 3-7pm

1 WGLF-FM	WBGM-FM	WBGM-FM
2 WOWN-FM	WGLF-FM	WGLF-FM
3 WONS-AM	WOWN-FM	WANN-AM
4 WANN-AM	WANN-AM	WOWN-FM
5 WTAL-AM	WTNT-AM	WTNT-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 526

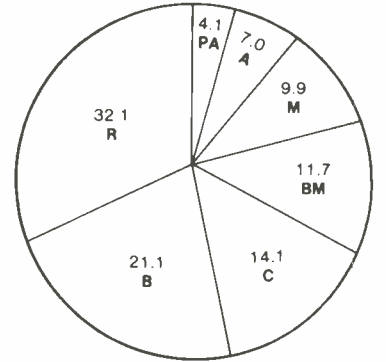
	A/M '78	A/M '79	A/M '80
1 WTNT-AM	WBGM-FM	WBGM-FM	
2 WGLF-FM	WGLF-FM	WTNT-AM	
3 WBGM-FM	WTNT-AM	WGLF-FM	
4 WTAL-AM	WLVW-FM	WLVW-FM	
5 WANN-AM	WANN-AM	WPAP-FM	

M-F, 6-10am

1 WTNT-AM	WBGM-FM	WTNT-AM
2 WBGM-FM	WTNT-AM	WBGM-FM
3 WGLF-FM	WLVW-FM	WPAP-FM
4 WANN-AM	WANN-AM	WLVW-FM
5 WONS-AM	WTAL-AM	WGLF-FM

M-F, 3-7pm

1 WTNT-AM	WBGM-FM	WBGM-FM
2 WBGM-FM	WLVW-FM	WTNT-AM
3 WGLF-FM	WTNT-AM	WGLF-FM
4 WANN-AM	WANN-AM	WANN-AM
5 WLVW-FM	WGLF-FM	WLVW-FM



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Tampa-St. Petersburg

METRO RANK

24

A/M '80 Market Overview

Of the seven top stations here, five fell into either the Beautiful Music or Country categories. AOR **WQXM** and contemporary **WRBQ** continued to lead in young adults.

It appears that **Ed Winton's WWBA-FM** may continue to be the top station here infinitely. Although down from the Fall and Winter sweeps, **WWBA-FM** was ahead of last spring's pace. The station uses no syndicator for music service or production. Advertising was concentrated on TV and billboards, with a larger budget than usual. **WWBA-FM's** strength was concentrated in the 45+ demos, the major portion of the Tampa market. **WWBA-FM** slipped in 25-54's from last spring's survey, from an 8 share down to a high-6 figure.

Beautiful Music competitor **WJYW** scored better 25-54 than **WWBA-FM**. **WJYW** was stable, comparing this spring to last, maintaining a mid-7 share. The station was in a state of flux, changing syndicators from **Schulke** to **Bonneville**, and gearing up for the O/N'80 survey. As a result, little effort was made for the

A/M '80 survey. With music changes likely, the fall results may be eventful for **WWBA-FM** and **WJYW**.

Like **WWBA-FM**, **WFLA-FM**, the other major BM factor in the market, uses no outside syndicator. The station suffered a soft book, perhaps due to scant external advertising on its behalf. **WFLA-FM's** share of the 25-54 audience slipped from just over a 6 share last spring to just under a 5.

The top two 25-54 stations were Country **WQYK** and **Plough's WSUN**. **WQYK** maintained its 11 share from spring to spring, while **WSUN** upped its 25-54 numbers from mid-7 to a 9 share. **WSUN's** improved fortunes may have been due to the station switching its drivetime personalities around, as well as a larger ad budget spent totally on TV.

The 18-34 picture still showed the same 1-2 stations as last spring. **WQXM**, the AOR leader, was still on top, moving to over a 16 share. **WRBQ** made the bigger gains, however, adding more than four shares to register a mid-14 share. Most of the **WRBQ** gains were among young adult women, especially in midday and PM drive.

WOKF almost doubled its audience and scored a mid-10 share 18-34. Like **WRBQ**, the improvement for **WOKF** came from increases among women listeners, in midday and PM drive. **WOKF** evolved its format away from Dancemusic and into more traditional contemporary hit sound. Advertising for the station was less than in previous books, with billboards and some limited TV exposure.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 12657

A/M '79	O/N '79	J/F '80	A/M '80
1 WWBA-FM 9.3	WWBA-FM 12.6	WWBA-FM 13.9	WWBA-FM(BM) 10.8
2 WQYK-FM 7.9	WQXM-FM 8.4	WQYK-FM 7.8	WJYW-FM (BM) 7.4
3 WJYW-FM 7.7	WRBQ-FM 7.6	WFLA-FM 7.1	WSUN-AM (C) 6.8
4 WFLA-FM 6.9	WJYW-FM 7.3	WQXM-FM 6.9	WQXM-FM (A) 6.8
5 WFLA-AM 6.6	WFLA-FM 7.3	WJYW-FM 6.8	WRBQ-FM (R) 6.5
6 WQXM-FM 6.3	WSUN-AM 6.0	WRBQ-FM 6.4	WFLA-FM (BM) 6.2
7 WRBQ-FM 5.8	WQYK-FM 6.0	WWBA-AM 5.9	WQYK-FM (C) 6.2
8 WWBA-AM 5.7	WDAE-AM 5.1	WSUN-AM 5.9	WOKF-FM (R) 5.8
9 WSUN-AM 5.7	WFLA-AM 4.2	WOKF-FM 4.7	WFLA-AM (PA) 5.4
10 WDAE-AM 4.5	WWBA-AM 3.7	WFLA-AM 4.6	WWBA-AM (BM) 4.3
11 WLCY-AM 4.0	WOKF-FM 3.7	WDAE-AM 3.7	WDAE-AM (PA) 3.7
12 WTMP-AM 3.9	WTMP-AM 3.7	WLCY-AM 3.1	WPLP-AM (R) 3.5
13 WYNF-FM 3.8	WLCY-AM 3.6	WYNF-FM 3.0	WLCY-AM (R) 3.1
14 WOKF-FM 3.4	WYNF-FM 3.5	WPLP-AM 2.1	WSRZ-FM (A) 2.5
15 WQSR-FM 2.3	WSRZ-FM 2.6	WTMP-AM 2.1	WYNF-FM (R) 2.4
16 WPLP-AM 1.7	WPLP-AM 2.4	WTMP-AM 2.0	WTMP-AM (R) 2.3
17 WGUL-AM 1.6	WRXB-AM 1.1	WGUL-AM 1.7	WGUL-AM (BB) 1.8
18 WTAN-AM 1.6	WDUV-AM 1.1	WDUV-AM 1.2	WDUV-FM (BM) 1.1
19 WPLA-AM 0.9	WSOL-AM 0.8	WTAN-AM 1.0	WAZE-AM (PA) 0.8
20 WDUV-AM 0.8	WGUL-AM 0.8	WPLA-AM 0.9	WTAN-AM (PA) 0.7
21 WQOT-AM 0.5	WTAN-AM 0.7	WST-AM 0.7	WRXB-AM (B) 0.7
22 WAZE-AM 0.5	WPLA-AM 0.7	WGTO-AM 0.4	WSOL-AM (S) 0.6
23 WSS-AM 0.4	WTIS-AM 0.4	WSS-AM 0.4	WST-AM (RL) 0.6
24 WGTO-AM 0.4	WAZE-AM 0.4	WPLA-AM (C) 0.5	WPLA-AM (C) 0.5
25 WINQ-AM 0.4		WINQ-AM (RL) 0.4	WINQ-AM (RL) 0.4
26		WTIS-AM (RL) 0.3	WTIS-AM (RL) 0.3

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 12657

A/M '79	O/N '79	J/F '80	A/M '80
1 WWBA-FM 202	WWBA-FM 248	WWBA-FM 291	WWBA-FM 222
2 WQYK-FM 171	WQXM-FM 165	WQYK-FM 164	WJYW-FM 153
3 WJYW-FM 168	WRBQ-FM 150	WFLA-FM 148	WSUN-AM 141
4 WFLA-FM 149	WJYW-FM 144	WQXM-FM 145	WQXM-FM 141
5 WFLA-AM 144	WFLA-FM 143	WJYW-FM 142	WRBQ-FM 135
6 WQXM-FM 137	WSUN-AM 117	WRBQ-FM 134	WFLA-FM 129
7 WRBQ-FM 127	WQYK-FM 117	WWBA-AM 124	WQYK-FM 128
8 WWBA-AM 125	WDAE-AM 101	WSUN-AM 123	WOKF-FM 120
9 WSUN-AM 124	WFLA-AM 82	WOKF-FM 99	WFLA-AM 111
10 WDAE-AM 98	WWBA-AM 73	WFLA-AM 97	WWBA-AM 88

M-F, 6-10am

1 WFLA-AM	WWBA-FM	WWBA-FM	WSUN-AM
2 WSUN-AM	WRBQ-FM	WFLA-AM	WWBA-FM
3 WWBA-FM	WSUN-AM	WQYK-FM	WFLA-AM
4 WQYK-FM	WFLA-AM	WSUN-AM	WFLA-FM
5 WFLA-FM	WFLA-FM	WFLA-FM	WRBQ-FM
6 WDAE-AM	WJYW-FM	WJYW-FM	WJYW-FM
7 WWBA-AM	WQXM-FM	WQYK-FM	WQYK-FM
8 WJYW-FM	WQYK-FM	WQXM-FM	WQXM-FM
9 WRBQ-FM	WDAE-AM	WOKF-FM	WOKF-FM
10 WQXM-FM	WLCY-AM	WJYW-FM	WDAE-AM

M-F, 3-7pm

1 WWBA-FM	WWBA-FM	WWBA-FM	WWBA-FM
2 WJYW-FM	WQXM-FM	WQYK-FM	WRBQ-FM
3 WFLA-FM	WRBQ-FM	WRBQ-FM	WJYW-FM
4 WQYK-FM	WQYK-FM	WJYW-FM	WQXM-FM
5 WRBQ-FM	WJYW-FM	WQXM-FM	WQYK-FM
6 WQXM-FM	WSUN-AM	WFLA-FM	WSUN-AM
7 WFLA-AM	WDAE-AM	WSUN-AM	WFLA-FM
8 WSUN-AM	WFLA-FM	WWBA-AM	WOKF-FM
9 WLCY-AM	WOKF-FM	WOKF-FM	WFLA-AM
10 WDAE-AM	WLCY-AM	WFLA-AM	WLCY-AM

Teens

M-S, 6am-Midnight

POP(00): 1190

A/M '79	O/N '79	J/F '80	A/M '80
1 WQXM-FM	WQXM-FM	WRBQ-FM	WQXM-FM
2 WRBQ-FM	WRBQ-FM	WQXM-FM	WOKF-FM
3 WLCY-AM	WYNF-FM	WOKF-FM	WRBQ-FM

M-F, 6-10am

1 WRBQ-FM	WQXM-FM	WRBQ-FM	WRBQ-FM
2 WLCY-AM	WRBQ-FM	WQXM-FM	WQXM-FM
3 WQXM-FM	WYNF-FM	WOKF-FM	WOKF-FM

M-F, 3-7pm

1 WLCY-AM	WQXM-FM	WRBQ-FM	WQXM-FM
2 WRBQ-FM	WRBQ-FM	WQXM-FM	WRBQ-FM
3 WQXM-FM	WOKF-FM	WOKF-FM	WOKF-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 3244

A/M '79	O/N '79	J/F '80	A/M '80
1 WQXM-FM	WQXM-FM	WQXM-FM	WQXM-FM
2 WRBQ-FM	WRBQ-FM	WRBQ-FM	WRBQ-FM
3 WTMP-AM	WSRZ-FM	WOKF-FM	WOKF-FM
4 WQYK-FM	WQYK-FM	WQYK-FM	WSRZ-FM
5 WYNF-FM	WQYK-FM	WLCY-AM	WQYK-FM
6 WQSR-FM	WQYK-FM	WSRZ-FM	WLCY-AM
7 WOKF-FM	WFLA-AM	WYNF-FM	WYNF-FM
8 WDAE-AM	WDAE-AM	WDAE-AM	WJYW-FM
9 WLCY-AM	WLCY-AM	WTMP-AM	WSUN-AM
10 WFLA-AM	WTMP-AM	WFLA-AM	WFLA-AM

M-F, 6-10am

1 WRBQ-FM	WRBQ-FM	WQXM-FM	WQXM-FM
2 WQXM-FM	WQXM-FM	WRBQ-FM	WRBQ-FM
3 WDAE-AM	WFLA-AM	WOKF-FM	WOKF-FM
4 WFLA-AM	WFLA-AM	WLCY-AM	WLCY-AM
5 WTMP-AM	WOKF-FM	WQYK-FM	WFLA-AM
6 WQSR-FM	WFLA-AM	WSRZ-FM	WSRZ-FM
7 WLCY-AM	WYNF-FM	WSRZ-FM	WQYK-FM
8 WYNF-FM	WDAE-AM	WYNF-FM	WYNF-FM
9 WQYK-FM	WQYK-FM	WDAE-AM	WSUN-AM
10 WOKF-FM	WJYW-FM	WSUN-AM	WDAE-AM

M-F, 3-7pm

1 WQXM-FM	WQXM-FM	WQXM-FM	WRBQ-FM
2 WRBQ-FM	WRBQ-FM	WRBQ-FM	WRBQ-FM
3 WTMP-AM	WSRZ-FM	WOKF-FM	WOKF-FM
4 WDAE-AM	WOKF-FM	WYNF-FM	WQYK-FM
5 WYNF-FM	WDAE-AM	WLCY-AM	WSRZ-FM
6 WQYK-FM	WFLA-AM	WSRZ-FM	WLCY-AM
7 WQSR-FM	WQYK-FM	WQYK-FM	WJYW-FM
8 WLCY-AM	WYNF-FM	WDAE-AM	WYNF-FM
9 WOKF-FM	WFLA-AM	WFLA-AM	WSUN-AM
10 WFLA-AM	WTMP-AM	WSUN-AM	WWBA-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 4528

A/M '79	O/N '79	J/F '80	A/M '80
1 WQYK-FM	WQYK-FM	WQYK-FM	WQYK-FM
2 WFLA-AM	WQYK-FM	WWBA-FM	WSUN-AM
3 WWBA-FM	WWBA-FM	WSUN-AM	WRBQ-FM
4 WJYW-FM	WJYW-FM	WJYW-FM	WJYW-FM
5 WSUN-AM	WSUN-AM	WRBQ-FM	WRBQ-FM
6 WFLA-FM	WDAE-AM	WQXM-FM	WDAE-AM
7 WRBQ-FM	WQXM-FM	WDAE-AM	WOKF-FM
8 WDAE-AM	WFLA-AM	WFLA-AM	WFLA-AM
9 WTMP-AM	WFLA-AM	WOKF-FM	WQXM-FM
10 WLCY-AM	WTMP-AM	WFLA-FM	WFLA-FM

M-F, 6-10am

1 WFLA-AM	WRBQ-FM	WQYK-FM	WSUN-AM
2 WSUN-AM	WFLA-AM	WSUN-AM	WQYK-FM
3 WQYK-FM	WSUN-AM	WFLA-AM	WFLA-AM
4 WDAE-AM	WQYK-FM	WWBA-FM	WRBQ-FM
5 WFLA-FM	WWBA-FM	WRBQ-FM	WWBA-FM
6 WJYW-FM	WJYW-FM	WJYW-FM	WDAE-AM
7 WJYW-FM	WDAE-AM	WDAE-AM	WFLA-AM
8 WLCY-AM	WLCY-AM	WLCY-AM	WOKF-FM
9 WRBQ-FM	WFLA-FM	WFLA-FM	WJYW-FM
10 WTMP-AM	WQXM-FM	WQXM-FM	WLCY-AM

M-F, 3-7pm

1 WQYK-FM	WQYK-FM	WQYK-FM	WQYK-FM
2 WFLA-AM	WSUN-AM	WSUN-AM	WRBQ-FM
3 WSUN-AM	WRBQ-FM	WWBA-FM	WSUN-AM
4 WJYW-FM	WRBQ-FM	WRBQ-FM	WJYW-FM
5 WWBA-FM	WWBA-FM	WJYW-FM	WOKF-FM
6 WDAE-AM	WQXM-FM	WDAE-AM	WWBA-FM
7 WFLA-FM	WJYW-FM	WFLA-AM	WDAE-AM
8 WRBQ-FM	WFLA-AM	WFLA-AM	WFLA-AM
9 WLCY-AM	WFLA-FM	WYNF-FM	WSRZ-FM
10 WTMP-AM	WSRZ-FM	WOKF-FM	WQXM-FM

Tampa-St. Petersburg

Continued

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 12657

A/M '79	O/N '79	J/F '80	A/M '80
1 WWBA-FM 2470	WWBA-FM 2561	WWBA-FM 2760	WWBA-FM 2233
2 WFLA-AM 2286	WRBQ-FM 2309	WRBQ-FM 2118	WSUN-AM 2117
3 WSUN-AM 2166	WJYW-FM 1996	WSUN-AM 2023	WRBQ-FM 2089
4 WFBO-FM 2084	WSUN-AM 1930	WFLA-AM 1914	WFLA-AM 2033
5 WQYK-FM 1932	WFLA-AM 1901	WFLA-FM 1741	WLCY-AM 1835
6 WLCY-AM 1795	WOXM-FM 1795	WOXM-FM 1710	WOXM-FM 1628
7 WFLA-FM 1730	WLCY-AM 1691	WQYK-FM 1662	WJYW-FM 1549
8 WDAE-AM 1709	WDAE-AM 1654	WJYW-FM 1627	WFLA-FM 1470
9 WJYW-FM 1658	WQYK-FM 1613	WLCY-AM 1419	WYNF-FM 1377
10 WQXM-FM 1611	WFLA-FM 1611	WOKF-FM 1413	WDAE-AM 1352

M-F, 6-10am

1 WFLA-AM	WWBA-FM	WWBA-FM	WSUN-AM
2 WSUN-AM	WRBQ-FM	WRBQ-FM	WWBA-FM
3 WWBA-FM	WSUN-AM	WFLA-AM	WRBQ-FM
4 WRBQ-FM	WFLA-AM	WSUN-AM	WFLA-AM
5 WDAE-AM	WOXM-FM	WOXM-FM	WOXM-FM
6 WLCY-AM	WJYW-FM	WQYK-FM	WLCY-AM
7 WWBA-AM	WQYK-FM	WFLA-FM	WFLA-FM
8 WFLA-FM	WFLA-FM	WOKF-FM	WQYK-FM
9 WQXM-FM	WLCY-AM	WWBA-FM	WJYW-FM
10 WQYK-FM	WWBA-AM	WJYW-FM	WOKF-FM

M-F, 3-7pm

1 WWBA-FM	WWBA-FM	WWBA-FM	WRBQ-FM
2 WRBQ-FM	WRBQ-FM	WRBQ-FM	WWBA-FM
3 WFLA-AM	WQXM-FM	WSUN-AM	WSUN-AM
4 WSUN-AM	WJYW-FM	WFLA-AM	WFLA-AM
5 WLCY-AM	WSUN-AM	WJYW-FM	WOXM-FM
6 WQXM-FM	WLCY-AM	WFLA-FM	WJYW-FM
7 WJYW-FM	WFLA-FM	WQYK-FM	WLCY-AM
8 WFLA-FM	WQYK-FM	WSUN-AM	WOKF-FM
9 WQYK-FM	WDAE-AM	WOKF-FM	WQYK-FM
10 WDAE-AM	WOKF-FM	WYNF-FM	WFLA-FM

Teens
M-S, 6am-Midnight
POP(00): 1190

A/M '79	O/N '79	J/F '80	A/M '80
1 WRBQ-FM	WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WLCY-AM	WQXM-FM	WQXM-FM	WQXM-FM
3 WYNF-FM	WLCY-AM	WYNF-FM	WYNF-FM

M-F, 6-10am

1 WRBQ-FM	WQXM-FM	WRBQ-FM	WQXM-FM
2 WYNF-FM	WRBQ-FM	WQXM-FM	WRBQ-FM
3 WQXM-FM	WYNF-FM	WOKF-FM	WYNF-FM

M-F, 3-7pm

1 WLCY-AM	WQXM-FM	WRBQ-FM	WQXM-FM
2 WRBQ-FM	WRBQ-FM	WQXM-FM	WRBQ-FM
3 WQXM-FM	WLCY-AM	WYNF-FM	WYNF-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3244

A/M '79	O/N '79	J/F '80	A/M '80
1 WRBQ-FM	WQXM-FM	WQXM-FM	WRBQ-FM
2 WQXM-FM	WRBQ-FM	WRBQ-FM	WQXM-FM
3 WLCY-AM	WYNF-FM	WLCY-AM	WLCY-AM
4 WYNF-FM	WLCY-AM	WOKF-FM	WYNF-FM
5 WQSR-FM	WOKF-FM	WYNF-FM	WOKF-FM
6 WQYK-FM	WDAE-AM	WQYK-FM	WQYK-FM
7 WDAE-AM	WFLA-AM	WSRZ-FM	WFLA-AM
8 WFLA-AM	WSRZ-FM	WFLA-AM	WSRZ-FM
9 WOKF-FM	WQYK-FM	WDAE-AM	WDAE-AM
10 WTMP-AM	WJYW-FM	WSUN-AM	WSUN-AM

M-F, 6-10am

1 WRBQ-FM	WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WQXM-FM	WQXM-FM	WQXM-FM	WQXM-FM
3 WLCY-AM	WYNF-FM	WLCY-AM	WLCY-AM
4 WDAE-AM	WLCY-AM	WOKF-FM	WOKF-FM
5 WFLA-AM	WFLA-AM	WYNF-FM	WYNF-FM
6 WQSR-FM	WOKF-FM	WFLA-AM	WFLA-AM
7 WYNF-FM	WQYK-FM	WQYK-FM	WQYK-FM
8 WTMP-AM	WSRZ-FM	WSRZ-FM	WDAE-AM
9 WQYK-FM	WDAE-AM	WDAE-AM	WSRZ-FM
10 WOKF-FM	WSUN-AM	WSUN-AM	WSUN-AM

M-F, 3-7pm

1 WRBQ-FM	WQXM-FM	WQXM-FM	WRBQ-FM
2 WQXM-FM	WRBQ-FM	WRBQ-FM	WQXM-FM
3 WLCY-AM	WLCY-AM	WOKF-FM	WOKF-FM
4 WQSR-FM	WOKF-FM	WLCY-AM	WLCY-AM
5 WDAE-AM	WYNF-FM	WQYK-FM	WQYK-FM
6 WYNF-FM	WSRZ-FM	WSRZ-FM	WYNF-FM
7 WQYK-FM	WFLA-AM	WFLA-AM	WSRZ-FM
8 WOKF-FM	WQYK-FM	WFLA-AM	WFLA-AM
9 WFLA-AM	WDAE-AM	WDAE-AM	WDAE-AM
10 WTMP-AM	WSUN-AM	WSUN-AM	WSUN-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 4528

A/M '79	O/N '79	J/F '80	A/M '80
1 WFLA-AM	WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WSUN-AM	WDAE-AM	WSUN-AM	WSUN-AM
3 WQYK-FM	WSUN-AM	WFLA-AM	WLCY-AM
4 WDAE-AM	WJYW-FM	WQYK-FM	WQYK-FM
5 WRBQ-FM	WFLA-AM	WDAE-AM	WFLA-AM
6 WWBA-FM	WQYK-FM	WWBA-FM	WDAE-AM
7 WLCY-AM	WYNF-FM	WOKF-FM	WJYW-FM
8 WFLA-FM	WWBA-FM	WOXM-FM	WWBA-FM
9 WJYW-FM	WLCY-AM	WLCY-AM	WQYK-FM
10 WQXM-FM	WQXM-FM	WJYW-FM	WYNF-FM

M-F, 6-10am

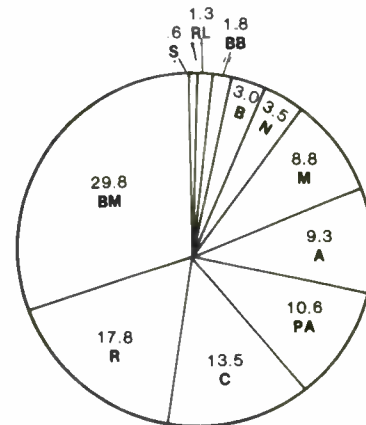
1 WFLA-AM	WRBQ-FM	WFLA-AM	WSUN-AM
2 WSUN-AM	WFLA-AM	WRBQ-FM	WSUN-AM
3 WDAE-AM	WSUN-AM	WSUN-AM	WQYK-FM
4 WLCY-AM	WQYK-FM	WYNF-FM	WLCY-AM
5 WRBQ-FM	WYNF-FM	WWBA-FM	WFLA-AM
6 WWBA-FM	WLCY-AM	WDAE-AM	WDAE-AM
7 WQYK-FM	WWBA-FM	WOKF-FM	WQXM-FM
8 WFLA-FM	WDAE-AM	WLCY-AM	WWBA-FM
9 WJYW-FM	WJYW-FM	WYNF-FM	WOKF-FM
10 WQXM-FM	WOKF-FM	WQXM-FM	WFLA-FM

M-F, 3-7pm

1 WSUN-AM	WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WFLA-AM	WSUN-AM	WQYK-FM	WSUN-AM
3 WQYK-FM	WFLA-FM	WFLA-AM	WQYK-FM
4 WDAE-AM	WWBA-FM	WSUN-AM	WLCY-AM
5 WRBQ-FM	WJYW-FM	WOXM-FM	WFLA-AM
6 WLCY-AM	WOKF-FM	WDAE-AM	WDAE-AM
7 WWBA-FM	WFLA-AM	WOKF-FM	WWBA-FM
8 WFLA-FM	WDAE-AM	WDAE-AM	WJYW-FM
9 WJYW-FM	WLCY-AM	WJYW-FM	WQYK-FM
10 WQXM-FM	WQXM-FM	WLCY-AM	WOKF-FM

Format Penetration Chart

Based On Total Persons 12 +
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Terre Haute

METRO RANK

150

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1457

	A/M '78	A/M '79	A/M '80			
1	WBOW-AM	21.4	WTHI-AM	16.7	WTHI-AM(C)	18.7
2	WTHI-AM	18.9	WPFR-FM	16.2	WPFR-FM(A)	18.2
3	WTHI-FM	13.1	WTHI-FM	15.3	WTHI-FM(BB)	15.3
4	WVTS-FM	8.7	WBOW-AM	14.4	WBOW-AM(PA)	12.9
5	WWCM-FM	7.3	WVTS-FM	6.5	WVTS-FM(PA)	10.0
6	WPFR-FM	4.9	WACF-FM	3.7	WBOO-FM(A)	4.3
7	WAAC-AM	4.9	WWCM-FM	2.8	WWCM-FM(C)	3.3
8	WBOQ-FM	4.4	WLS -AM	2.3	WAAC-AM(PA)	2.9
9	WLS -AM	3.9	WBOO-FM	2.3	WWCM-AM(C)	1.9
10	WACF-FM	1.5	WVVR-FM	2.3	WLS -AM(B)	1.4
11	WAXI-FM	1.5	WAAC-AM	2.3	WVVR-FM(M)	1.0
12	WWCM-AM	1.0	WNDI-AM	1.9	WACF-FM(C)	1.0
13	WIBC-AM	0.5	WWCM-AM	1.9	WNDI-AM(C)	1.0
14	WVVR-FM	0.5	WIAI-FM	0.9		
15			WGN -AM	0.5		
16			WIBC-AM	0.5		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1457

	A/M '78	A/M '79	A/M '80			
1	WBOW-AM	44	WTHI-AM	36	WTHI-AM	39
2	WTHI-AM	39	WPFR-FM	35	WPFR-FM	38
3	WTHI-FM	27	WTHI-FM	33	WTHI-FM	32
4	WVTS-FM	18	WBOW-AM	31	WBOW-AM	27
5	WWCM-FM	15	WVTS-FM	14	WVTS-FM	21

MF, 6-10am

1	WBOW-AM	WTHI-AM	WTHI-AM
2	WTHI-AM	WBOW-AM	WBOW-AM
3	WTHI-FM	WTHI-FM	WPFR-FM
4	WWCM-FM	WPFR-FM	WTHI-FM
5	WAAC-AM	WVTS-FM	WVTS-FM

MF, 3-7pm

1	WBOW-AM	WPFR-FM	WPFR-FM
2	WTHI-FM	WTHI-AM	WTHI-FM
3	WTHI-AM	WTHI-FM	WTHI-AM
4	WVTS-FM	WBOW-AM	WBOW-AM
5	WPFR-FM	WACF-FM	WVTS-FM

Teens
M-S, 6am-Midnight
POP(00): 163

	A/M '78	A/M '79	A/M '80
1	WBOW-AM	WPFR-FM	WPFR-FM
2	WPFR-FM	WBOW-AM	WBOW-AM
3	WTHI-AM	WLS -AM	WVTS-FM

MF, 6-10am

1	WBOW-AM	WPFR-FM	WPFR-FM
2	WTHI-AM	WBOW-AM	WBOW-AM
3	WPFR-FM	WTHI-AM	WVTS-FM

MF, 3-7pm

1	WBOW-AM	WPFR-FM	WPFR-FM
2	WPFR-FM	WBOW-AM	WBOW-AM
3	WLS -AM	WLS -AM	WVTS-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 503

	A/M '78	A/M '79	A/M '80
1	WBOW-AM	WPFR-FM	WPFR-FM
2	WVTS-FM	WBOW-AM	WBOW-AM
3	WTHI-AM	WTHI-AM	WVTS-FM
4	WBOQ-FM	WVTS-FM	WTHI-AM
5	WPFR-FM	WACF-FM	WTHI-FM

MF, 6-10am

1	WBOW-AM	WBOW-AM	WPFR-FM
2	WVTS-FM	WTHI-AM	WBOW-AM
3	WTHI-AM	WPFR-FM	WTHI-AM
4	WLS -AM	WVTS-FM	WVTS-FM
5	WBOO-FM	WACF-FM	WTHI-FM

MF, 3-7pm

1	WBOW-AM	WPFR-FM	WPFR-FM
2	WVTS-FM	WBOW-AM	WBOW-AM
3	WTHI-AM	WTHI-AM	WVTS-FM
4	WBOQ-FM	WACF-FM	WTHI-AM
5	WPFR-FM	WVTS-FM	WTHI-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 581

	A/M '78	A/M '79	A/M '80
1	WTHI-AM	WTHI-AM	WTHI-AM
2	WBOW-AM	WBOW-AM	WBOW-AM
3	WTHI-FM	WTHI-FM	WTHI-FM
4	WVTS-FM	WVTS-FM	WVTS-FM
5	WWCM-FM	WPFR-FM	WPFR-FM

MF, 6-10am

1	WTHI-AM	WTHI-AM	WTHI-AM
2	WBOW-AM	WBOW-AM	WBOW-AM
3	WTHI-FM	WTHI-FM	WTHI-FM
4	WWCM-FM	WVTS-FM	WBOO-FM
5	WVTS-FM	WWCM-FM	WPFR-FM

MF, 3-7pm

1	WTHI-FM	WTHI-AM	WTHI-AM
2	WTHI-AM	WTHI-FM	WTHI-FM
3	WBOW-AM	WBOW-AM	WBOW-AM
4	WWCM-FM	WVTS-FM	WPFR-FM
5	WVTS-FM	WPFR-FM	WBOO-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1457

	A/M '78	A/M '79	A/M '80			
1	WBOW-AM	59.5	WBOW-AM	49.9	WTHI-AM	46.2
2	WTHI-AM	52.8	WTHI-AM	40.9	WPFR-FM	44.0
3	WTHI-FM	33.0	WTHI-FM	31.1	WBOW-AM	42.7
4	WVTS-FM	32.2	WPFR-FM	35.9	WTHI-FM	36.4
5	WPFR-FM	22.9	WVTS-FM	24.5	WVTS-FM	30.3

MF, 6-10am

1	WBOW-AM	WBOW-AM	WTHI-AM
2	WTHI-AM	WTHI-AM	WBOW-AM
3	WTHI-FM	WTHI-FM	WPFR-FM
4	WVTS-FM	WPFR-FM	WTHI-FM
5	WWCM-FM	WVTS-FM	WVTS-FM

MF, 3-7pm

1	WBOW-AM	WPFR-FM	WPFR-FM
2	WTHI-AM	WTHI-AM	WTHI-AM
3	WTHI-FM	WBOW-AM	WTHI-FM
4	WVTS-FM	WTHI-FM	WBOW-AM
5	WPFR-FM	WVTS-FM	WVTS-FM

Teens
M-S, 6am-Midnight
POP(00): 163

	A/M '78	A/M '79	A/M '80
1	WBOW-AM	WPFR-FM	WPFR-FM
2	WPFR-FM	WBOW-AM	WBOW-AM
3	WTHI-AM	WLS -AM	WVTS-FM

MF, 6-10am

1	WBOW-AM	WPFR-FM	WPFR-FM
2	WVTS-FM	WBOW-AM	WBOW-AM
3	WTHI-AM	WTHI-AM	WVTS-FM

MF, 3-7pm

1	WBOW-AM	WPFR-FM	WPFR-FM
2	WLS -AM	WBOW-AM	WBOW-AM
3	WVTS-FM	WLS -AM	WVTS-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 503

	A/M '78	A/M '79	A/M '80
1	WBOW-AM	WBOW-AM	WPFR-FM
2	WVTS-FM	WPFR-FM	WBOW-AM
3	WPFR-FM	WVTS-FM	WVTS-FM
4	WTHI-AM	WTHI-AM	WTHI-AM
5	WBOQ-FM	WTHI-FM	WBOO-FM

MF, 6-10am

1	WBOW-AM	WBOW-AM	WPFR-FM
2	WVTS-FM	WPFR-FM	WBOW-AM
3	WTHI-AM	WTHI-AM	WVTS-FM
4	WLS -AM	WVTS-FM	WTHI-AM
5	WBOQ-FM	WLS -AM	WLS -AM

MF, 3-7pm

1	WBOW-AM	WPFR-FM	WPFR-FM
2	WVTS-FM	WBOW-AM	WBOW-AM
3	WTHI-AM	WVTS-FM	WVTS-FM
4	WBOQ-FM	WTHI-AM	WTHI-AM
5	WPFR-FM	WLS -AM	WLS -AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 581

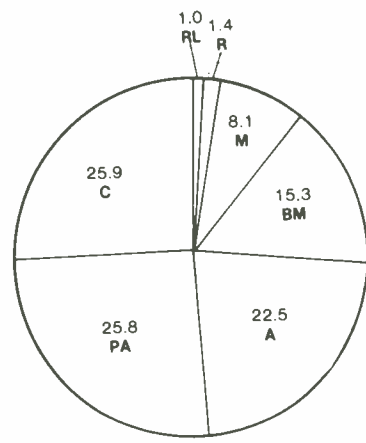
	A/M '78	A/M '79	A/M '80
1	WTHI-AM	WBOW-AM	WTHI-AM
2	WBOW-AM	WTHI-AM	WBOW-AM
3	WTHI-FM	WTHI-FM	WTHI-FM
4	WVTS-FM	WVTS-FM	WPFR-FM
5	WWCM-FM	WPFR-FM	WVTS-FM

MF, 6-10am

1	WTHI-AM	WTHI-AM	WTHI-AM
2	WBOW-AM	WBOW-AM	WBOW-AM
3	WTHI-FM	WTHI-FM	WTHI-FM
4	WVTS-FM	WVTS-FM	WPFR-FM
5	WWCM-FM	WWCM-FM	WBOO-FM

MF, 3-7pm

1	WTHI-AM	WTHI-AM	WTHI-AM
2	WBOW-AM	WTHI-FM	WTHI-FM
3	WTHI-FM	WBOW-AM	WBOW-AM
4	WVTS-FM	WVTS-FM	WPFR-FM
5	WWCM-FM	WPFR-FM	WBOO-FM



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Toledo

METRO RANK **51**

A/M '80 Market Overview

WIOT, the AOR fixture in Toledo, maintained its grasp on the lead in this market, even though there was erosion in the station's teen and adult shares. Former 25-54 leader BM WLQR slipped as well, falling to second among the adults in that demographic. WMHE and WTOD were significant in the 25-54 adults. Note: ESF was introduced to the market in this survey.

Superstars WIOT made more of an advertising effort this sweep, spending on TV and four large outdoor boards. On-air, the station added more news coverage, especially in the afternoons. Within the 18-34 audience WIOT got, for all its efforts, a slightly reduced share, down from an incredible 30 in the fall to a still commanding 27.

As in the O/N '79 survey, WMHE was the only other station besides WIOT to score a double digit share in the young adult target. WMHE remained stable at 15, and was the clear leader among persons 25-34. While not scoring in double digits, WOHO did have a positive book. The station spent all of its ad dollars on TV, and enhanced the personality aspect of its on-air approach. A healthy core of women 25-44 made WOHO a viable factor.

There were some changes in the 25-54 standings this sweep. Country WTOD shot up to become the new leader, with a mid-13 share this sweep, up from a number in the upper-9 range. Meanwhile, Beautiful Music fixture WLQR lost seven shares as it tumbled to a 12 this book. The WTOD rise and the WLQR drop are part of a pattern often seen when ESF is first implemented in a market.

WMHE's 25-44 strength kept the station in contention for the 25-54 lead, with an 11 share this sweep. WXEZ is also likely to be a factor in this demo, if this book is any indication. WXEZ changed format just before the sweep, going from automated TM Stereo rock to a Top 40/AOR fusion with a live staff. With E. Alvin Davis consulting, the station pulled healthy female numbers 25-54, enabling WXEZ to rise from a mid-4 share of this demo in the fall to a low-7 share this book. The WXEZ story will bear further watching as the format becomes more established in the Toledo market.

ON-AIR SURVEY SPOTS BROADCAST BY: WKLR-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 2303

A/M '79	O/N '79	A/M '80
1 WIOT-FM	WIOT-FM	WIOT-FM
2 WLQR-FM	WMHE-FM	WMHE-FM
3 WOHO-AM	WTOD-AM	WOHO-AM
4 CKLW-AM	WLQR-FM	WXEZ-FM
5 WXEZ-FM	WXEZ-FM	WKLR-FM

M-F, 6-10am

1 WIOT-FM	WIOT-FM	WIOT-FM
2 WOHO-AM	WMHE-FM	WMHE-FM
3 WCWA-AM	WCWA-AM	WOHO-AM
4 WLQR-FM	WSPD-AM	WKLR-FM
5 WSPD-AM	WOHO-AM	WXEZ-FM

M-F, 3-7pm

1 WIOT-FM	WIOT-FM	WIOT-FM
2 WLQR-FM	WMHE-FM	WMHE-FM
3 WOHO-AM	WLQR-FM	WOHO-AM
4 CKLW-AM	WXEZ-FM	WXEZ-FM
5 WXEZ-FM	WTOD-AM	WKLR-FM

Adults 25-54

M-S, 6am-Midnight
POP(00): 2902

A/M '79	O/N '79	A/M '80
1 WLQR-FM	WLQR-FM	WTOD-AM
2 WSPD-AM	WIOT-FM	WLQR-FM
3 WOHO-AM	WTOD-AM	WMHE-FM
4 WIOT-FM	WSPD-AM	WOHO-AM
5 WTOD-AM	WMHE-FM	WXEZ-FM

M-F, 6-10am

1 WSPD-AM	WLQR-FM	WOHO-AM
2 WLQR-FM	WSPD-AM	WSPD-AM
3 WOHO-AM	WCWA-AM	WTOD-AM
4 WCWA-AM	WIOT-FM	WLQR-FM
5 WIOT-FM	WOHO-AM	WMHE-FM

M-F, 3-7pm

1 WLQR-FM	WLQR-FM	WMHE-FM
2 WOHO-AM	WIOT-FM	WTOD-AM
3 WSPD-AM	WTOD-AM	WLQR-FM
4 WIOT-FM	WMHE-FM	WXEZ-FM
5 WTOD-AM	WSPD-AM	WSPD-AM

M-F, 3-7pm

1 WIOT-FM	WIOT-FM	WIOT-FM
2 CKLW-AM	WXEZ-FM	WXEZ-FM
3 WOHO-AM	WOHO-AM	WOHO-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 2303

A/M '79	O/N '79	A/M '80
1 WIOT-FM	WIOT-FM	WIOT-FM
2 CKLW-AM	WMHE-FM	WMHE-FM
3 WOHO-AM	WXEZ-FM	WOHO-AM
4 WXEZ-FM	WOHO-AM	WXEZ-FM
5 WLQR-FM	CKLW-AM	CKLW-AM

M-F, 6-10am

1 WIOT-FM	WIOT-FM	WIOT-FM
2 WOHO-AM	WMHE-FM	WMHE-FM
3 CKLW-AM	WOHO-AM	WOHO-AM
4 WXEZ-FM	WCWA-AM	WXEZ-FM
5 WCWA-AM	WXEZ-FM	WTOD-AM

M-F, 3-7pm

1 WIOT-FM	WIOT-FM	WIOT-FM
2 CKLW-AM	WMHE-FM	WMHE-FM
3 WLQR-FM	WXEZ-FM	WXEZ-FM
4 WMHE-FM	CKLW-AM	WOHO-AM
5 WOHO-AM	WOHO-AM	CKLW-AM

Adults 25-54

M-S, 6am-Midnight
POP(00): 2902

A/M '79	O/N '79	A/M '80
1 WLQR-FM	WLQR-FM	WLQR-FM
2 WSPD-AM	WSPD-AM	WSPD-AM
3 WOHO-AM	WOHO-AM	WOHO-AM
4 CKLW-AM	WIOT-FM	WMHE-FM
5 WTOD-AM	WTOD-AM	WTOD-AM

M-F, 6-10am

1 WSPD-AM	WLQR-FM	WSPD-AM
2 WLQR-FM	WSPD-AM	WSPD-AM
3 WOHO-AM	WOHO-AM	WLQR-FM
4 WCWA-AM	WCWA-AM	WMHE-FM
5 WTOD-AM	WIOT-FM	WTOD-AM

M-F, 3-7pm

1 WLQR-FM	WLQR-FM	WLQR-FM
2 WSPD-AM	WIOT-FM	WMHE-FM
3 WOHO-AM	WSPD-AM	WSPD-AM
4 WTOD-AM	WMHE-FM	WJR-AM
5 WIOT-FM	WTOD-AM	WOHO-AM

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 6453

A/M '79	O/N '79	A/M '80			
1 WIOT-FM	16.6	WIOT-FM	19.7	WIOT-FM(A)	15.1
2 WLQR-FM	15.0	WLQR-FM	15.4	WLQR-FM(B)	0.8
3 WSPD-AM	11.2	WSPD-AM	10.3	WSPD-AM(PA)	9.8
4 WOHO-AM	7.8	WTOD-AM	9.0	WTOD-AM(C)	9.2
5 WJR-AM	6.7	WMHE-FM	7.4	WMHE-FM(PA)	8.6
6 WTOD-AM	5.9	WJR-AM	5.6	WOHO-AM(R)	7.6
7 CKLW-AM	4.6	WOHO-AM	4.4	WXEZ-FM(R)	7.1
8 WXEZ-FM	4.2	WXEZ-FM	4.3	WJR-AM(PA)	5.9
9 WCWA-AM	3.7	WCWA-AM	4.3	WKLR-FM(B)	4.6
10 WMHE-FM	3.4	CKLW-AM	2.4	CKLW-AM(R)	2.3
11 WCXI-AM	1.5	WKLR-FM	1.9	WCWA-AM(PA)	1.3
12 WKLR-FM	1.2	WCXI-AM	0.8	WCXI-AM(C)	1.1
13 WVMØ-FM	1.1	WVMO-FM	0.7	WWW-FM(A)	0.7
14 WWW-FM	1.0	WOHO-AM	0.7	WRWR-FM(PA)	0.7
15 WJYM-AM	1.0	WWW-FM	0.6	WWW-FM(PA)	0.6
16 WDEE-AM	0.6	WRWR-FM	0.6	WRF-FM(A)	0.5
17 WFRO-FM	0.6	WRF-FM	0.6	WJ-AM(N)	0.4
18 WHND-AM	0.5	WJ-AM	0.5	WABY-FM(A)	0.4
19 WRWR-FM	0.5	WXYZ-AM	0.5	WHPD-FM(PA)	0.4
20 WRF-FM	0.4	WJ-AM	0.5		
21 WJR-FM	0.4	WHND-AM	0.5		
22 WGOR-AM	0.4	WFOB-AM	0.4		
23		WFOB-FM	0.2		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 6453

A/M '79	O/N '79	A/M '80			
1 WIOT-FM	174	WIOT-FM	217	WIOT-FM	170
2 WLQR-FM	157	WLQR-FM	170	WLQR-FM	122
3 WSPD-AM	117	WSPD-AM	113	WSPD-AM	110
4 WOHO-AM	82	WTOD-AM	90	WTOD-AM	103
5 WJR-AM	70	WMHE-FM	82	WMHE-FM	97

M-F 6-10am

1 WSPD-AM	WSPD-AM	WSPD-AM
2 WIOT-FM	WIOT-FM	WIOT-FM
3 WOHO-AM	WLQR-FM	WOHO-AM
4 WLQR-FM	WCWA-AM	WLQR-FM
5 WCWA-AM	WTOD-AM	WMHE-FM

M-F, 3-7pm

1 WIOT-FM	WIOT-FM	WIOT-FM
2 WLQR-FM	WLQR-FM	WLQR-FM
3 WSPD-AM	WTOD-AM	WMHE-FM
4 WOHO-AM	WSPD-AM	WSPD-AM
5 WTOD-AM	WMHE-FM	WXEZ-FM

Teens

M-S, 6am-Midnight

POP(00): 848

A/M '79	O/N '79	A/M '80
1 WIOT-FM	WIOT-FM	WIOT-FM
2 WOHO-AM	WXEZ-FM	WXEZ-FM
3 CKLW-AM	WOHO-AM	WOHO-AM

M-F, 6-10am

1 WIOT-FM	WIOT-FM	WIOT-FM
2 WOHO-AM	WOHO-AM	WKLR-FM
3 CKLW-AM	WXEZ-FM	WOHO-AM

M-F, 3-7pm

1 WIOT-FM	WIOT-FM	WIOT-FM
2 WOHO-AM	WXEZ-FM	WXEZ-FM
3 CKLW-AM	WLQR-FM	WOHO-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 6453

A/M '79	O/N '79	A/M '80			
1 WSPD-AM	1804	WIOT-FM	1842	WIOT-FM	1676
2 WIOT-FM	1741	WSPD-AM	1803	WSPD-AM	1635
3 WLQR-FM	1606	WLQR-FM	1616	WLQR-FM	1469
4 WOHO-AM	1464	WOHO-AM	1195	WOHO-AM	1395
5 WJR-AM	1288	WMHE-FM	1016	WMHE-FM	1255

M-F, 6-10am

1 WSPD-AM	WSPD-AM	WSPD-AM
2 WIOT-FM	WIOT-FM	WIOT-FM
3 WOHO-AM	WLQR-FM	WOHO-AM
4 WLQR-FM	WOHO-AM	WMHE-FM
5 CKLW-AM	WJR-AM	WLQR-FM

M-F, 3-7pm

1 WIOT-FM	WIOT-FM	WIOT-FM
2 WLQR-FM	WLQR-FM	WSPD-AM
3 WSPD-AM	WSPD-AM	WMHE-FM
4 WOHO-AM	WMHE-FM	WOHO-AM
5 CKLW-AM	WOHO-AM	WLQR-FM

Teens

M-S, 6am-Midnight

POP(00): 848

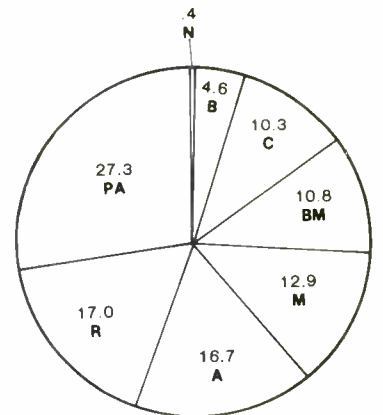
A/M '79	O/N '79	A/M '80
1 WIOT-FM	WIOT-FM	WIOT-FM
2 CKLW-AM	WXEZ-FM	WXEZ-FM
3 WOHO-AM	WOHO-AM	WOHO-AM

M-F, 6-10am

1 WIOT-FM	WIOT-FM	WIOT-FM
2 WOHO-AM	WXEZ-FM	WOHO-AM
3 CKLW-AM	WOHO-AM	WXEZ-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Topeka

METRO RANK

146

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1583

	A/M '78	A/M '79	A/M '80
1 KEWI-AM	15.7	WIBW-AM	16.6
2 WIBW-AM	13.6	KDVV-FM	13.1
3 KTPK-FM	12.0	KSWT-FM	12.2
4 KSWT-FM	11.6	KTPK-FM	10.5
5 WIBW-FM	9.9	KEWI-AM	9.6
6 WREN-AM	9.9	WREN-AM	7.4
7 KYYS-FM	5.4	KYYS-FM	7.0
8 WDAF-AM	5.0	WIBW-FM	6.1
9 KTOP-AM	4.5	WDAF-AM	4.8
10 KCHO-AM	1.2	KTOP-AM	3.9
11 KDVV-FM	1.2	KCHO-AM	1.3
12		WHB-AM	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1583

	A/M '78	A/M '79	A/M '80
1 KEWI-AM	38	WIBW-AM	38
2 WIBW-AM	33	KDVV-FM	30
3 KTPK-FM	29	KSWT-FM	28
4 KSWT-FM	28	KTPK-FM	24
5 WIBW-FM	24	KEWI-AM	22

M-F, 6-10am

1 KEWI-AM	WIBW-AM	KDVV-FM
2 WIBW-AM	KDVV-FM	WREN-AM
3 WREN-AM	KTPK-FM	KTPK-FM
4 KTPK-FM	WREN-AM	WIBW-AM
5 KSWT-FM	KSWT-FM	KSWT-FM

M-F, 3-7pm

1 KEWI-AM	KDVV-FM	KSWT-FM
2 KTPK-FM	KSWT-FM	KTPK-FM
3 KSWT-FM	KEWI-AM	KDVV-FM
4 WIBW-FM	WREN-AM	KTOP-AM
5 WREN-AM	KTPK-FM	KEWI-AM

Teens
M-S, 6am-Midnight
POP(00): 200

	A/M '78	A/M '79	A/M '80
1 KEWI-AM	KDVV-FM	KDVV-FM	
2 WIBW-FM	KYYS-FM	KYYS-FM	
3 KYYS-FM	KEWI-AM	KLZR-FM	

M-F, 6-10am

1 KEWI-AM	KDVV-FM	KDVV-FM
2 WIBW-FM	KEWI-AM	KYYS-FM
3 KYYS-FM	WIBW-FM	WIBW-FM

M-F, 3-7pm

1 KEWI-AM	KDVV-FM	KDVV-FM
2 WIBW-FM	KYYS-FM	KYYS-FM
3 KYYS-FM	KEWI-AM	WIBW-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 570

	A/M '78	A/M '79	A/M '80
1 KEWI-AM	KDVV-FM	KDVV-FM	
2 WIBW-FM	KYYS-FM	KEWI-AM	
3 KYYS-FM	KEWI-AM	KYYS-FM	
4 KTPK-FM	WIBW-FM	KTOP-AM	
5 KSWT-FM	KTPK-FM	KTPK-FM	

M-F, 6-10am

1 KEWI-AM	KDVV-FM	KDVV-FM
2 WIBW-FM	KEWI-AM	KEWI-AM
3 KTPK-FM	KYYS-FM	KYYS-FM
4 KSWT-FM	KTPK-FM	KTOP-AM
5 WREN-AM	KTOP-AM	WREN-AM

M-F, 3-7pm

1 KEWI-AM	WIBW-FM	KDVV-FM
2 WIBW-FM	KEWI-AM	KEWI-AM
3 KSWT-FM	KDVV-FM	KYYS-FM
4 KYYS-FM	KYYS-FM	KTOP-AM
5 KTPK-FM	KTPK-FM	KSWT-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 716

	A/M '78	A/M '79	A/M '80
1 KTPK-FM	KTPK-FM	KTPK-FM	
2 KSWT-FM	WIBW-AM	KSWT-FM	
3 WREN-AM	KSWT-FM	KTOP-AM	
4 WIBW-AM	WREN-AM	KDVV-FM	
5 WIBW-FM	KEWI-AM	WREN-AM	

M-F, 6-10am

1 KTPK-FM	WIBW-AM	WREN-AM
2 KSWT-FM	KTPK-FM	KTPK-FM
3 WREN-AM	WREN-AM	KDVV-FM
4 WIBW-AM	KSWT-FM	KTOP-AM
5 KEWI-AM	KEWI-AM	KSWT-FM

M-F, 3-7pm

1 KTPK-FM	WREN-AM	KTPK-FM
2 KSWT-FM	KTPK-FM	KSWT-FM
3 KEWI-AM	KSWT-FM	KTOP-AM
4 WIBW-FM	WDAF-AM	KDVV-FM
5 WDAF-AM	KEWI-AM	WDAF-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1583

	A/M '78	A/M '79	A/M '80
1 KEWI-AM	551	WIBW-AM	538
2 WIBW-AM	487	KEWI-AM	445
3 WREN-AM	443	KDVV-FM	398
4 WIBW-FM	423	WREN-AM	395
5 KTPK-FM	318	KSWT-FM	360

M-F, 6-10am

1 KEWI-AM	WIBW-AM	KDVV-FM
2 WREN-AM	KDVV-FM	KEWI-AM
3 WIBW-AM	KEWI-AM	WREN-AM
4 WIBW-FM	WREN-AM	KTPK-FM
5 KTPK-FM	KSWT-FM	KSWT-FM

M-F, 3-7pm

1 KEWI-AM	KEWI-AM	KDVV-FM
2 WREN-AM	KDVV-FM	KEWI-AM
3 WIBW-AM	KSWT-FM	KSWT-FM
4 KTPK-FM	WREN-AM	KTPK-FM
5 KSWT-FM	WIBW-FM	KTOP-AM

Teens
M-S, 6am-Midnight
POP(00): 200

	A/M '78	A/M '79	A/M '80
1 KEWI-AM	KDVV-FM	KDVV-FM	
2 WIBW-FM	KEWI-AM	WIBW-FM	
3 KYYS-FM	WIBW-FM	KEWI-AM	

M-F, 6-10am

1 KEWI-AM	KDVV-FM	KDVV-FM
2 WIBW-FM	KEWI-AM	KYYS-FM
3 KYYS-FM	WIBW-FM	WIBW-FM

M-F, 3-7pm

1 KEWI-AM	KDVV-FM	KDVV-FM
2 WIBW-FM	KEWI-AM	KEWI-AM
3 KYYS-FM	KYYS-FM	KYYS-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 570

	A/M '78	A/M '79	A/M '80
1 KEWI-AM	KEWI-AM	KDVV-FM	
2 WIBW-FM	KDVV-FM	KEWI-AM	
3 WREN-AM	WIBW-FM	WIBW-FM	
4 KTPK-FM	KYYS-FM	KTOP-AM	
5 KYYS-FM	WIBW-AM	KTPK-FM	

M-F, 6-10am

1 KEWI-AM	KEWI-AM	KDVV-FM
2 WIBW-FM	KDVV-FM	KFWI-AM
3 WREN-AM	KYYS-FM	KYYS-FM
4 KTPK-FM	WIBW-FM	KTOP-AM
5 KYYS-FM	WREN-AM	KTPK-FM

M-F, 3-7pm

1 KEWI-AM	KEWI-AM	KDVV-FM
2 WIBW-FM	WIBW-FM	KEWI-AM
3 WREN-AM	KDVV-FM	WIBW-FM
4 KYYS-FM	KYYS-FM	KYYS-FM
5 WDAF-AM	KTPK-FM	KTOP-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 716

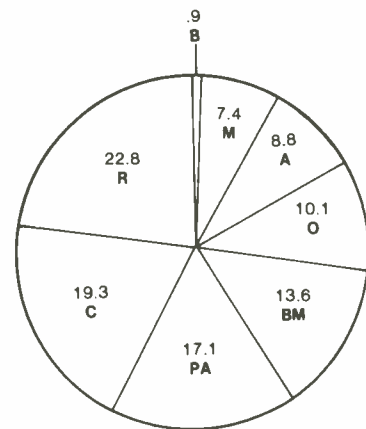
	A/M '78	A/M '79	A/M '80
1 KTPK-FM	WIBW-AM	WIBW-AM	KTPK-FM
2 KFWI-AM	WREN-AM	WREN-AM	KEWI-AM
3 WREN-AM	KTPK-FM	KTPK-FM	KDVV-FM
4 WIBW-AM	KSWT-FM	KSWT-FM	KTOP-AM
5 WIBW-FM	KEWI-AM	KEWI-AM	KSWT-FM

M-F, 6-10am

1 KTPK-FM	WREN-AM	WREN-AM
2 WREN-AM	WIBW-AM	KDVV-FM
3 KEWI-AM	KEWI-AM	KEWI-AM
4 WDAF-AM	KTPK-FM	KTOP-AM
5 KSWT-FM	KSWT-FM	KTPK-FM

M-F, 3-7pm

1 KEWI-AM	WREN-AM	KTOP-AM
2 KTPK-FM	WIBW-AM	KTPK-FM
3 KSWT-FM	KTPK-FM	KSWT-FM
4 WREN-AM	KSWT-FM	KDVV-FM
5 WIBW-FM	WIBW-FM	KEWI-AM



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

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METRO RANK

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A/M '80 Market Overview

There was a new market leader this survey, as Country **KCUB** increased its share of the 25-54 audience significantly. **KWFM** added to its already strong portion of the 18-34 target, and became the new number two station. **AOR KWFM** had more than a 21 share 18-34, up slightly from the fall book. However, below **KWFM** there was some flux.

Both **KTKT-AM** and **KTKT-FM** increased their shares noticeably, each gaining more than four shares this sweep. **KTKT** picked up male listeners, while **KTKT-FM** added to its female audience.

The other new double-digit 18-34 station was **KRQQ**, which increased its young adult share slightly, to score in the low 10 range. While **KRQQ** was revising its music mix to appeal more to young adults, its teen numbers surged at the same time, and the station tied for first in that category with **KHYT**. It should be noted that **KHYT**, which had been a Dancemusic station, went to a more traditional Contemporary Hit Radio sound. The station got a technical boost too, when it began broadcasting 24 hours daily on February 28.

KCUB moved up to an 18 share 25-54, compared to a mid-11 share for **KJYK**, the runner-up. Advertising for **KCUB** consisted of a series of 10 TV spots tied into on-air giveaways (a car was given away). Also, the station promoted the idea of tying a yellow ribbon on car antennas until the Iranian hostage situation is resolved.

Among the Beautiful Music stations in town, **KJYK** got the upper hand over **KAIR**, last fall's market leader. **KAIR** slipped drastically in 25-54 and 35+ numbers.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 3938

	A/M '79	O/N '79	A/M '80			
1	KWFM-FM	12.1	KAIR-AM	9.8	KCUB-AM (C)	13.6
2	KTKT-AM	10.6	KCUB-AM	9.5	KWFM-FM (A)	9.4
3	KRQQ-FM	8.1	KJYK-FM	9.1	KJYK-FM (BM)	8.3
4	KHYT-AM	8.1	KWFM-FM	9.0	KRQQ-FM (R)	8.2
5	KCUB-AM	7.2	KTKT-AM	8.8	KTKT-AM (R)	7.6
6	KAIR-AM	6.2	KTKT-FM	6.3	KAIR-AM (BM)	6.5
7	KJYK-FM	6.2	KRQQ-FM	5.7	KHYT-AM (R)	6.0
8	KCEE-FM	5.7	KCEE-AM	5.4	KTKT-FM (A)	5.5
9	KTUC-AM	5.6	KHYT-AM	5.1	KXEW-AM (S)	5.1
10	KMGX-AM	4.9	KIKX-AM	4.9	KTUC-AM (R)	4.5
11	KCEE-AM	4.5	KMGX-AM	4.6	KFLT-AM (RL)	3.9
12	KIKX-AM	4.0	KTUC-AM	4.1	KMGX-AM (PA)	3.5
13	KEVT-AM	3.7	KXEW-AM	3.4	KEVT-AM (S)	2.6
14	KFLT-AM	3.0	KEVT-AM	2.5	KCEE-AM (PA)	2.3
15	KNDE-FM	0.8	KFLT-AM	2.2	KIKX-AM (C)	1.4
16	KNIX-FM	0.5	KUPD-FM	0.5	KNIX-AM (C)	0.2
17			KJJJ-AM	0.3	KNIX-FM (C)	0.2
18			KFI-AM	0.3		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3938

	A/M '79	O/N '79	A/M '80			
1	KWFM-FM	72	KAIR-AM	58	KCUB-AM	88
2	KTKT-AM	63	KCUB-AM	56	KWFM-FM	61
3	KRQQ-FM	48	KJYK-FM	54	KJYK-FM	54
4	KHYT-AM	48	KWFM-FM	53	KRQQ-FM	53
5	KCUB-AM	43	KTKT-AM	52	KTKT-AM	49

M-F, 8-10am

1	KTKT-AM	KTKT-AM	KCUB-AM
2	KCUB-AM	KCUB-AM	KJYK-FM
3	KRQQ-FM	KAIR-AM	KTKT-AM
4	KWFM-FM	KJYK-FM	KAIR-AM
5	KJYK-FM	KMGX-AM	KTUC-AM

M-F, 3-7pm

1	KWFM-FM	KCUB-AM	KCUB-AM
2	KHYT-AM	KWFM-FM	KWFM-FM
3	KTKT-AM	KTKT-AM	KRQQ-FM
4	KRQQ-FM	KJYK-FM	KJYK-FM
5	KCUB-AM	KHYT-AM	KAIR-AM

Teens
M-S, 6am-Midnight
POP(00): 478

	A/M '79	O/N '79	A/M '80
1	KHYT-AM	KTKT-AM	KRQQ-FM
2	KTKT-AM	KTKT-FM	KHYT-AM
3	KRQQ-FM	KHYT-AM	KTKT-AM

M-F, 6-10am

1	KTKT-AM	KTKT-AM	KRQQ-FM
2	KHYT-AM	KRQQ-FM	KHYT-AM
3	KRQQ-FM	KTKT-FM	KTKT-AM

M-F, 3-7pm

1	KHYT-AM	KTKT-AM	KRQQ-FM
2	KRQQ-FM	KHYT-AM	KHYT-AM
3	KTKT-AM	KTKT-FM	KTKT-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1410

	A/M '79	O/N '79	A/M '80
1	KWFM-FM	KWFM-FM	KWFM-FM
2	KTKT-AM	KRQQ-FM	KTKT-AM
3	KRQQ-FM	KHYT-AM	KTKT-FM
4	KHYT-AM	KTKT-AM	KRQQ-FM
5	KMGX-AM	KMGX-AM	KCUB-AM

M-F, 6-10am

1	KWFM-FM	KTKT-AM	KTKT-AM
2	KRQQ-FM	KWFM-FM	KWFM-FM
3	KMGX-AM	KMGX-AM	KCUB-AM
4	KTKT-AM	KRQQ-FM	KRQQ-FM
5	KIKX-AM	KCUB-AM	KTKT-FM

M-F, 3-7pm

1	KWFM-FM	KWFM-FM	KWFM-FM
2	KTKT-AM	KHYT-AM	KRQQ-FM
3	KRQQ-FM	KRQQ-FM	KTKT-AM
4	KHYT-AM	KIKX-AM	KTKT-FM
5	KMGX-AM	KTKT-AM	KCUB-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1699

	A/M '79	O/N '79	A/M '80
1	KCUB-AM	KCUB-AM	KCUB-AM
2	KTKT-AM	KAIR-AM	KJYK-FM
3	KWFM-FM	KJYK-FM	KTKT-AM
4	KRQQ-FM	KTKT-AM	KXEW-AM
5	KEVT-AM	KWFM-FM	KAIR-AM

M-F, 6-10am

1	KCUB-AM	KCUB-AM	KCUB-AM
2	KTUC-AM	KTKT-AM	KJYK-FM
3	KRQQ-FM	KAIR-AM	KTKT-AM
4	KCEE-AM	KIKX-AM	KXEW-AM
5	KTKT-AM	KMGX-AM	KAIR-AM

M-F, 3-7pm

1	KCUB-AM	KCUB-AM	KCUB-AM
2	KWFM-FM	KJYK-FM	KJYK-FM
3	KTKT-AM	KWFM-FM	KEVT-AM
4	KAIR-AM	KTKT-AM	KWFM-FM
5	KMGX-AM	KIKX-AM	KAIR-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3938

	A/M '79	O/N '79	A/M '80			
1	KTKT-AM	1251	KTKT-AM	853	KCUB-AM	941
2	KRQQ-FM	930	KAIR-AM	802	KTKT-AM	860
3	KMGX-AM	682	KRQQ-FM	761	KRQQ-FM	711
4	KWFM-FM	662	KCUB-AM	708	KTKT-FM	674
5	KCUB-AM	604	KTKT-FM	601	KAIR-AM	639

M-F, 6-10am

1	KTKT-AM	KTKT-AM	KCUB-AM
2	KCUB-AM	KCUB-AM	KTKT-AM
3	KRQQ-FM	KAIR-AM	KRQQ-FM
4	KWFM-FM	KJYK-FM	KAIR-AM
5	KMGX-AM	KMGX-AM	KTUC-AM

M-F, 3-7pm

1	KTKT-AM	KTKT-AM	KCUB-AM
2	KRQQ-FM	KAIR-AM	KTKT-AM
3	KWFM-FM	KCUB-AM	KRQQ-FM
4	KCUB-AM	KRQQ-FM	KWFM-FM
5	KAIR-AM	KTKT-FM	KTKT-FM

Teens
M-S, 6am-Midnight
POP(00): 478

	A/M '79	O/N '79	A/M '80
1	KTKT-AM	KTKT-AM	KTKT-AM
2	KRQQ-FM	KRQQ-FM	KRQQ-FM
3	KHYT-AM	KTKT-FM	KHYT-AM

M-F, 6-10am

1	KTKT-AM	KTKT-AM	KTKT-AM
2	KRQQ-FM	KRQQ-FM	KRQQ-FM
3	KHYT-AM	KTKT-FM	KHYT-AM

M-F, 3-7pm

1	KTKT-AM	KTKT-AM	KRQQ-FM
2	KRQQ-FM	KRQQ-FM	KTKT-AM
3	KHYT-AM	KTKT-FM	KHYT-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1410

	A/M '79	O/N '79	A/M '80
1	KTKT-AM	KWFM-FM	KTKT-AM
2	KRQQ-FM	KRQQ-FM	KTKT-FM
3	KWFM-FM	KTKT-AM	KWFM-FM
4	KMGX-AM	KMGX-AM	KRQQ-FM
5	KHYT-AM	KTKT-FM	KMGX-AM

M-F, 6-10am

1	KTKT-AM	KTKT-AM	KTKT-AM
2	KWFM-FM	KWFM-FM	KWFM-FM
3	KMGX-AM	KMGX-AM	KRQQ-FM
4	KRQQ-FM	KRQQ-FM	KTKT-FM
5	KCUB-AM	KTKT-AM	KCUB-AM

M-F, 3-7pm

1	KRQQ-FM	KWFM-FM	KWFM-FM
2	KWFM-FM	KTKT-AM	KTKT-FM
3	KTKT-AM	KTKT-FM	KTKT-AM
4	KMGX-AM	KRQQ-FM	KRQQ-FM
5	KHYT-AM	KMGX-AM	KCUB-AM

Adults 25-54 M-S, 6am-Midnight POP(00): 1699

	A/M '79	O/N '79	A/M '80
1	KTKT-AM	KCUB-AM	KCUB-AM
2	KRQQ-FM	KAIR-AM	KJYK-FM
3	KCUB-AM	KTKT-AM	KTKT-AM
4	KMGX-AM	KRQQ-FM	KRQQ-FM
5	KAIR-AM	KMGX-AM	KAIR-AM

M-F, 6-10am

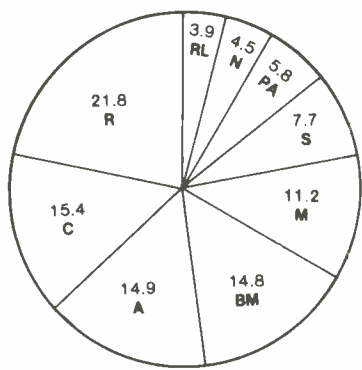
1	KCUB-AM	KTKT-AM	KCUB-AM
2	KTKT-AM	KCUB-AM	KTKT-AM
3	KMGX-AM	KAIR-AM	KJYK-FM
4	KTUC-AM	KMGX-AM	KAIR-AM
5	KAIR-AM	KJYK-FM	KRQQ-FM

M-F, 3-7pm

1	KCUB-AM	KCUB-AM	KCUB-AM
2	KTKT-AM	KAIR-AM	KJYK-FM
3	KRQQ-FM	KJYK-FM	KTKT-AM
4	KMGX-AM	KTKT-AM	KAIR-AM
5	KAIR-AM	KMGX-AM	KRQQ-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

Tulsa

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59

A/M '80 Market Overview

The top two stations in this market, Country **KVOO** and P/A **KRMG**, flipped this sweep, with **KVOO** coming out on top in total persons and adults 25-54. Among young adults, **AOR KM0D** retained its title.

KVOO added about four shares to its 25-54 total to register a 24 share. The station scored impressive gains among the female audience, particularly in PM drive. **KRMG**, the leader last book, fell five shares 25-54, down to the 19 level. **KRMG** suffered defections among the male portion of its audience.

The other double-digit 25-54 station was Beautiful Music **KBEZ**. The station picked up two shares 25-54, climbing to the 13 share level, a rebound from a soft Fall book.

The 18-34 story still featured **KMOD** in the leading role. Almost 25% of the young adult audience was tuned to the station, up almost five shares from the Fall book. The additional audience came from young adult men.

Runner-up to **KMOD** was again **KRAV**, the rocker that leads in teens. **KRAV** was stable with a 17 share 18-34 again, and was the leading 25-34 station. The other double-digit stations 18-34 were 25-54 leaders **KVOO** and **KRMG**. Their 25-34 numbers helped them score mid-12 and mid-10 shares respectively.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 5210

A/M '79	O/N '79	A/M '80
1 KRMG-AM	18.3	KRMG-AM 20.0
2 KVOO-AM	16.0	KVOO-AM 16.9
3 KBEZ-FM	12.8	KBEZ-FM 10.1
4 KRAV-FM	10.1	KMOD-FM 10.1
5 KWEN-FM	9.1	KRAV-FM 9.8
6 KELI-AM	6.8	KWEN-FM 7.1
7 KMOD-FM	4.7	KELI-AM 4.9
8 KTFX-FM	3.7	KTFX-FM 4.5
9 KAKC-AM	2.2	KGOW-FM 2.2
10 KREK-FM	2.0	KXJO-AM 1.8
11 KFMJ-AM	1.4	KCFO-FM 1.7
12 KTOW-AM	1.4	KAKC-AM 1.5
13 KCFO-FM	1.4	KFMJ-AM 1.0
14 KMA-AM	1.2	KXOJ-FM 0.9
15 KXJO-AM	1.0	KOFM-FM 0.8
16 KXOJ-FM	1.0	KWPR-AM 0.5
17 KGOW-FM	0.3	KTOW-AM 0.3
18 KOLS-AM	0.3	KXOJ-AM
19 KXOJ-AM	0.1	

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5210

A/M '79	O/N '79	A/M '80
1 KRMG-AM	127	KRMG-AM 155
2 KVOO-AM	111	KVOO-AM 131
3 KBEZ-FM	89	KBEZ-FM 78
4 KRAV-FM	70	KMOD-FM 78
5 KWEN-FM	63	KRAV-FM 76

M-F, 6-10am

1 KRMG-AM	KRMG-AM	KRMG-AM
2 KVOO-AM	KVOO-AM	KVOO-AM
3 KRAV-FM	KRAV-FM	KRAV-FM
4 KWEN-FM	KMOD-FM	KMOD-FM
5 KBEZ-FM	KWEN-FM	KBEZ-FM

M-F, 3-7pm

1 KRMG-AM	KRMG-AM	KVOO-AM
2 KVOO-AM	KVOO-AM	KRMG-AM
3 KBEZ-FM	KMOD-FM	KRAV-FM
4 KRAV-FM	KBEZ-FM	KBEZ-FM
5 KWEN-FM	KRAV-FM	KMOD-FM

Teens
M-S, 6am-Midnight
POP(00): 657

A/M '79	O/N '79	A/M '80
1 KWEN-FM	KTFX-FM	KRAV-FM
2 KELI-AM	KRAV-FM	KMOD-FM
3 KRAV-FM	KMOD-FM	KWEN-FM

M-F, 6-10am

1 KRAV-FM	KTFX-FM	KRAV-FM
2 KWEN-FM	KRAV-FM	KWEN-FM
3 KELI-AM	KWEN-FM	KMOD-FM

M-F, 3-7pm

1 KWEN-FM	KTFX-FM	KRAV-FM
2 KRAV-FM	KRAV-FM	KMOD-FM
3 KELI-AM	KELI-AM	KWEN-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1859

A/M '79	O/N '79	A/M '80
1 KRMG-AM	KMOD-FM	KMOD-FM
2 KRAV-FM	KRAV-FM	KRAV-FM
3 KVOO-AM	KRMG-AM	KVOO-AM
4 KELI-AM	KWEN-FM	KRMG-AM
5 KMOD-FM	KVOO-AM	KELI-AM

M-F, 6-10am

1 KRMG-AM	KRAV-FM	KMOD-FM
2 KRAV-FM	KMOD-FM	KRMG-AM
3 KVOO-AM	KRMG-AM	KRAV-FM
4 KMOD-FM	KVOO-AM	KVOO-AM
5 KELI-AM	KWEN-FM	KELI-AM

M-F, 3-7pm

1 KRMG-AM	KMOD-FM	KRAV-FM
2 KPAV-FM	KRAV-FM	KMOD-FM
3 KELI-AM	KRMG-AM	KVOO-AM
4 KTFX-FM	KWEN-FM	KRMG-AM
5 KVOO-AM	KVOO-AM	KELI-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 2539

A/M '79	O/N '79	A/M '80
1 KRMG-AM	KRMG-AM	KVOO-AM
2 KVOO-AM	KVOO-AM	KRMG-AM
3 KBEZ-FM	KBEZ-FM	KBEZ-FM
4 KRAV-FM	KRAV-FM	KRAV-FM
5 KWEN-FM	KMOD-FM	KELI-AM

M-F, 6-10am

1 KRMG-AM	KRMG-AM	KRMG-AM
2 KVOO-AM	KVOO-AM	KVOO-AM
3 KRAV-FM	KRAV-FM	KRAV-FM
4 KBEZ-FM	KWEN-FM	KBEZ-FM
5 KWEN-FM	KBEZ-FM	KELI-AM

M-F, 3-7pm

1 KRMG-AM	KRMG-AM	KVOO-AM
2 KVOO-AM	KVOO-AM	KRMG-AM
3 KBEZ-FM	KBEZ-FM	KBEZ-FM
4 KRAV-FM	KRAV-FM	KRAV-FM
5 KWEN-FM	KMOD-FM	KELI-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5210

A/M '79	O/N '79	A/M '80
1 KRMG-AM	1727	KRMG-AM 1869
2 KVOO-AM	1456	KVOO-AM 1530
3 KRAV-FM	1092	KRAV-FM 1172
4 KELI-AM	1066	KELI-AM 949
5 KWEN-FM	877	KBEZ-FM 889

M-F, 6-10am

1 KRMG-AM	KRMG-AM	KRMG-AM
2 KVOO-AM	KVOO-AM	KVOO-AM
3 KRAV-FM	KRAV-FM	KRAV-FM
4 KELI-AM	KMOD-FM	KELI-AM
5 KWEN-FM	KBEZ-FM	KBEZ-FM

M-F, 3-7pm

1 KRMG-AM	KRMG-AM	KVOO-AM
2 KVOO-AM	KVOO-AM	KRMG-AM
3 KELI-AM	KRAV-FM	KRAV-FM
4 KPAV-FM	KMOD-FM	KELI-AM
5 KWEN-FM	KELI-AM	KBEZ-FM

Teens
M-S, 6am-Midnight
POP(00): 657

A/M '79	O/N '79	A/M '80
1 KELI-AM	KRAV-FM	KRAV-FM
2 KRAV-FM	KTFX-FM	KWEN-FM
3 KWEN-FM	KELI-AM	KELI-AM

M-F, 6-10am

1 KWEN-FM	KTFX-FM	KRAV-FM
2 KRAV-FM	KRAV-FM	KWEN-FM
3 KELI-AM	KMOD-FM	KMOD-FM

M-F, 3-7pm

1 KELI-AM	KRAV-FM	KWEN-FM
2 KRAV-FM	KTFX-FM	KRAV-FM
3 KWEN-FM	KWEN-FM	KMOD-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1859

A/M '79	O/N '79	A/M '80
1 KRMG-AM	KRAV-FM	KRAV-FM
2 KRAV-FM	KMOD-FM	KELI-AM
3 KELI-AM	KELI-AM	KRMG-AM
4 KVOO-AM	KRMG-AM	KMOD-FM
5 KMOD-FM	KWEN-FM	KVOO-AM

M-F, 6-10am

1 KRMG-AM	KRAV-FM	KRMG-AM
2 KPAV-FM	KMOD-FM	KRAV-FM
3 KELI-AM	KRMG-AM	KVOO-AM
4 KVOO-AM	KELI-AM	KELI-AM
5 KWEN-FM	KVOO-AM	KMOD-FM

M-F, 3-7pm

1 KRMG-AM	KMOD-FM	KRAV-FM
2 KELI-AM	KRAV-FM	KMOD-FM
3 KRAV-FM	KELI-AM	KELI-AM
4 KVOO-AM	KRMG-AM	KVOO-AM
5 KMOD-FM	KVOO-AM	KRMG-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 2539

A/M '79	O/N '79	A/M '80
1 KRMG-AM	KRMG-AM	KRMG-AM
2 KVOO-AM	KVOO-AM	KVOO-AM
3 KRAV-FM	KRAV-FM	KRAV-FM
4 KBEZ-FM	KBEZ-FM	KBEZ-FM
5 KWEN-FM	KELI-AM	KELI-AM

M-F, 6-10am

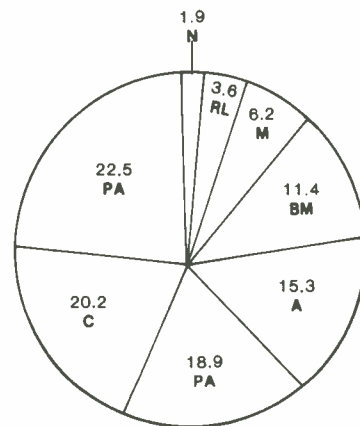
1 KRMG-AM	KRMG-AM	KRMG-AM
2 KVOO-AM	KVOO-AM	KVOO-AM
3 KRAV-FM	KRAV-FM	KRAV-FM
4 KBEZ-FM	KBEZ-FM	KBEZ-FM
5 KWEN-FM	KMOD-FM	KELI-AM

M-F, 3-7pm

1 KRMG-AM	KRMG-AM	KRMG-AM
2 KVOO-AM	KVOO-AM	KVOO-AM
3 KBEZ-FM	KRAV-FM	KRAV-FM
4 KRAV-FM	KBEZ-FM	KBEZ-FM
5 KELI-AM	KELI-AM	KELI-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Utica-Rome

METRO RANK

108

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 2639

A/M '78	A/M '79	A/M '80
1 WIBX-AM	16.5	16.1
2 WRUN-AM	12.3	14.8
3 WIBQ-FM	10.0	9.7
4 WKGW-FM	9.3	8.6
5 WTLB-AM	8.7	8.2
6 WOUR-FM	8.2	7.3
7 WADR-AM	4.5	6.7
8 WNTQ-FM	4.1	6.7
9 WLFH-AM	4.1	2.6
10 WKAL-FM	2.8	2.2
11 WTLB-FM	2.4	1.5
12 WKAL-AM	1.5	1.3
13 W4LY-AM	1.5	1.3
14 WFLB-AM	1.3	1.1
15 WBRV-AM	1.3	1.1
16 WBVM-AM	1.1	1.1
17 WMCR-AM	1.1	0.9
18 WMCR-FM	0.9	0.6
19 WSYR-AM	0.6	0.4
20 WNDR-AM	0.6	0.4
21 WGY-AM	0.4	0.4
22 WHEN-AM	0.4	0.2

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2639

A/M '78	A/M '79	A/M '80
1 WIBX-AM	76	75
2 WRUN-AM	57	69
3 WIBQ-FM	46	45
4 WKGW-FM	43	40
5 WTLB-AM	40	38

M-F, 6-10am

1 WIBX-AM	WIBX-AM	WIBX-AM
2 WRUN-AM	WTLB-AM	WIBQ-FM
3 WKGW-FM	WIBQ-FM	WTLB-FM
4 WTLB-AM	WRUN-AM	WRUN-AM
5 WOUR-FM	WADR-AM	WTLB-AM

M-F, 3-7pm

1 WIBX-AM	WIBX-AM	WIBQ-FM
2 WKGW-FM	WIBQ-FM	WIBX-AM
3 WRUN-AM	WRUN-AM	WKGW-FM
4 WIBQ-FM	WTLB-FM	WOUR-FM
5 WOUR-FM	WKGW-FM	WTLB-FM

Teens
M-S, 6am-Midnight
POP(00): 352

A/M '78	A/M '79	A/M '80
1 WRUN-AM	WTLB-FM	WOUR-FM
2 WTLB-AM	WOUR-FM	WTLB-FM
3 WOUR-FM	WRUN-AM	WSYR-FM

M-F, 6-10am

1 WTLB-AM	WRUN-AM	WTLB-FM
2 WRUN-AM	WOUR-FM	WOUR-FM
3 WOUR-FM	WTLB-FM	WRUN-AM

M-F, 3-7pm

1 WRUN-AM	WTLB-FM	WTLB-FM
2 WTLB-AM	WRUN-AM	WOUR-FM
3 WKGW-FM	WOUR-FM	WSYR-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 846

A/M '78	A/M '79	A/M '80
1 WOUR-FM	WTLB-AM	WOUR-FM
2 WKGW-FM	WOUR-FM	WKGW-FM
3 WRUN-AM	WKGW-FM	WRUN-AM
4 WTLB-AM	WRUN-AM	WTLB-AM
5 WIBX-AM	WIBQ-FM	WIBQ-FM

M-F, 6-10am

1 WOUR-FM	WTLB-AM	WOUR-FM
2 WRUN-AM	WRUN-AM	WKGW-FM
3 WKGW-FM	WKGW-FM	WTLB-AM
4 WIBX-AM	WOUR-FM	WRUN-AM
5 WTLB-AM	WIBX-AM	WTLB-FM

M-F, 3-7pm

1 WKGW-FM	WKGW-FM	WKGW-FM
2 WOUR-FM	WOUR-FM	WOUR-FM
3 WTLB-AM	WRUN-AM	WRUN-AM
4 WRUN-AM	WTLB-AM	WSYR-FM
5 WFLB-AM	WIBQ-FM	WTLB-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1158

A/M '78	A/M '79	A/M '80
1 WIBX-AM	WIBX-AM	WKGW-FM
2 WRUN-AM	WTLB-AM	WIBQ-FM
3 WKGW-FM	WIBQ-FM	WIBX-AM
4 WIBQ-FM	WKGW-FM	WRUN-AM
5 WTLB-AM	WRUN-AM	WADR-AM

M-F, 6-10am

1 WIBX-AM	WIBX-AM	WIBX-AM
2 WRUN-AM	WTLB-AM	WIBQ-FM
3 WKGW-FM	WRUN-AM	WTLB-AM
4 WTLB-AM	WIBQ-FM	WRUN-AM
5 WIBQ-FM	WADR-AM	WKGW-FM

M-F, 3-7pm

1 WKGW-FM	WIBX-AM	WKGW-FM
2 WIBX-AM	WKGW-FM	WIBQ-FM
3 WRUN-AM	WIBQ-FM	WIBX-AM
4 WIBQ-FM	WRUN-AM	WADR-AM
5 WTLB-AM	WTLB-AM	WTLB-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2639

A/M '78	A/M '79	A/M '80
1 WIBX-AM	1012	852
2 WTLB-AM	996	818
3 WRUN-AM	985	778
4 WKGW-FM	590	637
5 WIBQ-FM	478	464

M-F, 6-10am

1 WIBX-AM	WIBX-AM	WIBX-AM
2 WRUN-AM	WRUN-AM	WRUN-AM
3 WTLB-AM	WTLB-AM	WTLB-AM
4 WKGW-FM	WIBQ-FM	WIBQ-FM
5 WOUR-FM	WOUR-FM	WTLB-FM

M-F, 3-7pm

1 WRUN-AM	WRUN-AM	WIBQ-FM
2 WIBX-AM	WIBX-AM	WIBX-AM
3 WTLB-AM	WIBQ-FM	WRUN-AM
4 WKGW-FM	WTLB-AM	WTLB-FM
5 WOUR-FM	WTLB-FM	WKGW-FM

Teens
M-S, 6am-Midnight
POP(00): 352

A/M '78	A/M '79	A/M '80
1 WRUN-AM	WRUN-AM	WTLB-FM
2 WTLB-AM	WTLB-FM	WOUR-FM
3 WOUR-FM	WOUR-FM	WRUN-AM

M-F, 6-10am

1 WRUN-AM	WRUN-AM	WTLB-FM
2 WTLB-AM	WTLB-FM	WOUR-FM
3 WOUR-FM	WOUR-FM	WRUN-AM

M-F, 3-7pm

1 WRUN-AM	WTLB-FM	WTLB-FM
2 WTLB-AM	WRUN-AM	WOUR-FM
3 WKGW-FM	WOUR-FM	WSYR-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 846

A/M '78	A/M '79	A/M '80
1 WRUN-AM	WTLB-AM	WRUN-AM
2 WTLB-AM	WRUN-AM	WTLB-AM
3 WKGW-FM	WOUR-FM	WKGW-FM
4 WOUR-FM	WKGW-FM	WOUR-FM
5 WIBX-AM	WIBQ-FM	WTLB-FM

M-F, 6-10am

1 WRUN-AM	WTLB-AM	WRUN-AM
2 WOUR-FM	WRUN-AM	WTLB-AM
3 WTLB-AM	WOUR-FM	WOUR-FM
4 WKGW-FM	WKGW-FM	WKGW-FM
5 WJFX-AM	WIBX-AM	WTLB-FM

M-F, 3-7pm

1 WRUN-AM	WRUN-AM	WKGW-FM
2 WOUR-FM	WTLB-AM	WRUN-AM
3 WTLB-AM	WOUR-FM	WOUR-FM
4 WKGW-FM	WKGW-FM	WTLB-AM
5 WIBX-AM	WIBQ-FM	WIBQ-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 1158

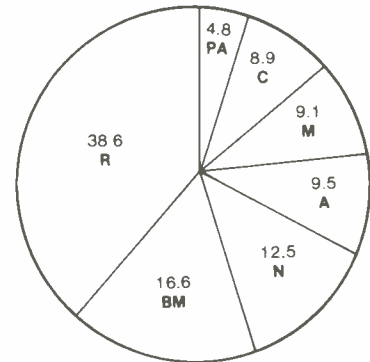
A/M '78	A/M '79	A/M '80
1 WIBX-AM	WTLB-AM	WTLB-AM
2 WRUN-AM	WRUN-AM	WIBQ-FM
3 WTLB-AM	WIBX-AM	WIBX-AM
4 WKGW-FM	WIBQ-FM	WRUN-AM
5 WIBQ-FM	WKGW-FM	WKGW-FM

M-F, 6-10am

1 WIBX-AM	WTLB-AM	WIBX-AM
2 WRUN-AM	WIBX-AM	WTLB-AM
3 WTLB-AM	WRUN-AM	WIBQ-FM
4 WKGW-FM	WIBQ-FM	WRUN-AM
5 WIBQ-FM	WADR-AM	WKGW-FM

M-F, 3-7pm

1 WRUN-AM	WRUN-AM	WIBQ-FM
2 WIBX-AM	WIBQ-FM	WIBX-AM
3 WKGW-FM	WTLB-AM	WTLB-AM
4 WTLB-AM	WIBX-AM	WRUN-AM
5 WIBQ-FM	WKGW-FM	WKGW-FM



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Waco

METRO RANK

157

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 1362

	A/M '78	A/M '79	A/M '80
1	KWTX-FM 16.5	KWTX-FM 15.3	WACO-AM (R) 18.3
2	WACO-AM 13.3	KNFO-FM 14.3	KNFO-FM (PA) 11.2
3	KHOO-FM 12.8	WBAP-AM 12.7	KWTX-FM (M) 11.2
4	KRZI-AM 12.2	KWTX-AM 12.2	WBAP-AM (C) 10.1
5	KWTX-AM 11.7	KHOO-FM 10.6	KWTX-AM (PA) 9.5
6	WBAP-AM 10.1	WACO-AM 9.5	KRZI-AM (M) 7.7
7	KKIK-AM 4.3	KRZI-AM 7.4	KHOO-FM (C) 6.5
8	WF4A-AM 2.7	KKIK-AM 4.8	KKIK-AM (C) 4.7
9	KNFO-FM 1.6	KRLD-AM 2.1	KKDA-AM (M) 2.4
10	KRLD-AM 1.6	WF4A-AM 1.1	KSCS-FM (C) 1.8
11	KKDA-AM 1.1	KZEW-FM 1.1	KZEW-FM (A) 1.2
12	KTON-AM 1.1	KVIL-FM 1.1	K4FM-FM (PA) 1.2
13	KZEW-FM 0.5	KIXS-FM 0.5	KRLD-AM (M) 1.2
14	K4FM-FM 0.5	KOAX-FM 0.5	KIXS-FM (M) 1.2
15	KTON-FM	KIXS-AM	KNOK-FM (M) 0.6
16			KMEZ-FM (M) 0.6
17			

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1362

	A/M '78	A/M '79	A/M '80
1	KWTX-FM 31	KWTX-FM 29	WACO-AM 31
2	WACO-AM 25	KNFO-FM 27	KNFO-FM 19
3	KHOO-FM 24	WBAP-AM 24	KWTX-FM 19
4	KRZI-AM 23	KWTX-AM 23	WBAP-AM 17
5	KWTX-AM 22	KHOO-FM 20	KWTX-AM 16

M-F, 6-10am

1	KWTX-FM	KWTX-AM	WACO-AM
2	KWTX-AM	KWTX-FM	KWTX-AM
3	WACO-AM	WBAP-AM	KWTX-FM
4	KHOO-FM	KHOO-FM	WBAP-AM
5	KRZI-AM	WACO-AM	KNFO-FM

M-F, 3-7pm

1	KWTX-FM	KWTX-FM	WACO-AM
2	KHOO-FM	KNFO-FM	KNFO-FM
3	KRZI-AM	WBAP-AM	KWTX-FM
4	WACO-AM	KHOO-FM	KHOO-FM
5	KWTX-AM	KWTX-AM	KWTX-AM

Teens

M-S, 6am-Midnight

POP(00): 161

	A/M '78	A/M '79	A/M '80
1	KRZI-AM	KNFO-FM	KNFO-FM
2	WACO-AM	KRZI-AM	KHOO-FM
3	KHOO-FM	WACO-AM	WACO-AM

M-F, 6-10am

1	WACO-AM	KNFO-FM	KHOO-FM
2	KRZI-AM	WACO-AM	KNFO-FM
3	KHOO-FM	KRZI-AM	WACO-AM

M-F, 3-7pm

1	KRZI-AM	KNFO-FM	KHOO-FM
2	WACO-AM	KRZI-AM	KNFO-FM
3	KHOO-FM	WACO-AM	WACO-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 456

	A/M '78	A/M '79	A/M '80
1	KRZI-AM	KNFO-FM	KNFO-FM
2	WACO-AM	WBAP-AM	KRZI-AM
3	KHOO-FM	KRZI-AM	WACO-AM
4	WBAP-AM	WACO-AM	KHOO-FM
5	KWTX-FM	KHOO-FM	WBAP-AM

M-F, 6-10am

1	KRZI-AM	KNFO-FM	KRZI-AM
2	WACO-AM	KRZI-AM	WACO-AM
3	KHOO-FM	WBAP-AM	KNFO-FM
4	KWTX-FM	WACO-AM	KHOO-FM
5	WBAP-AM	KHOO-FM	WBAP-AM

M-F, 3-7pm

1	KRZI-AM	KNFO-FM	KNFO-FM
2	WACO-AM	WBAP-AM	WACO-AM
3	KHOO-FM	KRZI-AM	KHOO-FM
4	WBAP-AM	KHOO-FM	KRZI-AM
5	KKIK-AM	WACO-AM	KWTX-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 561

	A/M '78	A/M '79	A/M '80
1	KWTX-FM	KWTX-FM	WACO-AM
2	KHOO-FM	WBAP-AM	KWTX-FM
3	WBAP-AM	KHOO-FM	WBAP-AM
4	WACO-AM	KNFO-FM	KRZI-AM
5	KWTX-AM	KWTX-AM	KNFO-FM

M-F, 6-10am

1	KWTX-FM	WBAP-AM	WACO-AM
2	KHOO-FM	KHOO-FM	WBAP-AM
3	WACO-AM	KWTX-FM	KWTX-FM
4	KWTX-AM	KWTX-AM	KRZI-AM
5	WBAP-AM	KKIK-AM	KNFO-FM

M-F, 3-7pm

1	KWTX-FM	KWTX-FM	WACO-AM
2	KHOO-FM	WBAP-AM	KWTX-FM
3	WBAP-AM	KNFO-FM	WBAP-AM
4	WACO-AM	KHOO-FM	KNFO-FM
5	KRZI-AM	KWTX-AM	KRZI-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1362

	A/M '78	A/M '79	A/M '80
1	WACO-AM 480	KWTX-AM 404	WACO-AM 505
2	KWTX-AM 400	WACO-AM 392	KNFO-FM 350
3	KRZI-AM 376	KWTX-FM 338	KWTX-AM 319
4	KWTX-FM 362	KRZI-AM 336	KRZI-AM 294
5	KHOO-FM 333	KNFO-FM 335	WBAP-AM 260

M-F, 6-10am

1	WACO-AM	KWTX-AM	WACO-AM
2	KWTX-AM	WACO-AM	KWTX-AM
3	KRZI-AM	WBAP-AM	KNFO-FM
4	KWTX-FM	KNFO-FM	KRZI-AM
5	KHOO-FM	KWTX-FM	KWTX-FM

M-F, 3-7pm

1	WACO-AM	KNFO-FM	WACO-AM
2	KRZI-AM	KWTX-FM	KNFO-FM
3	KWTX-FM	KRZI-AM	KRZI-AM
4	KHOO-FM	KWTX-AM	KWTX-FM
5	KWTX-AM	WACO-AM	KHOO-FM

Teens

M-S, 6am-Midnight

POP(00): 161

	A/M '78	A/M '79	A/M '80
1	WACO-AM	KRZI-AM	KNFO-FM
2	KRZI-AM	WACO-AM	KHOO-FM
3	KHOO-FM	KNFO-FM	WACO-AM

M-F, 6-10am

1	WACO-AM	KNFO-FM	KNFO-FM
2	KRZI-AM	WACO-AM	KHOO-FM
3	WBAP-AM	KRZI-AM	WACO-AM

M-F, 3-7pm

1	KRZI-AM	KNFO-FM	KNFO-FM
2	WACO-AM	KRZI-AM	KHOO-FM
3	KHOO-FM	WACO-AM	WACO-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 456

	A/M '78	A/M '79	A/M '80
1	KRZI-AM	KNFO-FM	KNFO-FM
2	WACO-AM	KRZI-AM	WACO-AM
3	KHOO-FM	WBAP-AM	KRZI-AM
4	KWTX-FM	WACO-AM	KHOO-FM
5	WBAP-AM	KHOO-FM	WBAP-AM

M-F, 6-10am

1	WACO-AM	KNFO-FM	KNFO-FM
2	KRZI-AM	WBAP-AM	KRZI-AM
3	KHOO-FM	KRZI-AM	WACO-AM
4	KWTX-FM	WACO-AM	KHOO-FM
5	WBAP-AM	KHOO-FM	WBAP-AM

M-F, 3-7pm

1	WACO-AM	KNFO-FM	KNFO-FM
2	KRZI-AM	WBAP-AM	WACO-AM
3	KHOO-FM	KRZI-AM	KRZI-AM
4	WBAP-AM	WACO-AM	KHOO-FM
5	KKIK-AM	KHOO-FM	KWTX-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 561

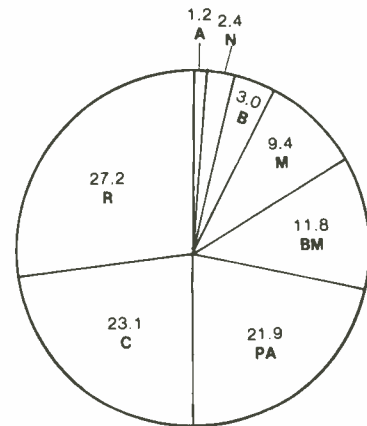
	A/M '78	A/M '79	A/M '80
1	KHOO-FM	WBAP-AM	WACO-AM
2	KWTX-FM	KWTX-FM	KRZI-AM
3	WACO-AM	KHOO-FM	WBAP-AM
4	WBAP-AM	KWTX-AM	KWTX-FM
5	KWTX-AM	KRZI-AM	KNFO-FM

M-F, 6-10am

1	KWTX-FM	WBAP-AM	WACO-AM
2	WACO-AM	KHOO-FM	KRZI-AM
3	KHOO-FM	KWTX-AM	WBAP-AM
4	WBAP-AM	KRZI-AM	KWTX-FM
5	WBAP-AM	KWTX-FM	KNFO-FM

M-F, 3-7pm

1	KHOO-FM	WBAP-AM	WACO-AM
2	KWTX-FM	KWTX-FM	KRZI-AM
3	WBAP-AM	KHOO-FM	WBAP-AM
4	WACO-AM	KWTX-AM	KWTX-FM
5	KRZI-AM	KRZI-AM	KNFO-FM



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemus, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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METRO RANK 8

A/M '80 Market Overview

What a difference a year makes! Last spring **First Media's WPGC** was the virtually unchallenged leader for the 12-34 audience. Since then, however, **ABC's WRQX** spent huge amounts of advertising dollars to promote itself, resulting in a tight race. As the the 25-54 audience, **WMAL** was still the preference, especially among persons 35+.

Last spring, prior to the massive **WRQX** media blitz, **WPGC-AM-FM** (fully simulcast during the AM's daytime operating hours) owned a mid-14 share of the 18-34 audience. This spring, after **WRQX** spent more than \$500,000 since the O/N '79 survey, **WPGC-AM-FM** was at the 12 share level. **WRQX**, in the same time period went from a mid-2 share of the young adults to almost a 10 share. Looking specifically at this survey, **WRQX** spent about \$150,000 on TV, relatively low after its fall and winter campaigns. The station also gave away a trip for two anywhere, all expenses paid. The only air change was a new midday personality hired prior to the start of the book. **WPGC**, on the other hand, maintained a low profile externally, using no outside advertising. On the air, however, the station gave away a total of \$50,000 in cash during a call-in contest. Musically, the station began to more selectively daypart its records.

There was a shift in popularity of the ethnic-oriented stations. **WHUR**, formerly the leader, lost more than one-third of its 18-34 audience since last spring, while **NBC's WKYS** more than doubled its figures to a 10 share.

On the AOR scene, the comer was **WAVA**. The station boosted its 18-34 share by 50% compared to last spring, while former leader **WWDC-FM** slipped 38% in the same time frame. **WAVA** mounted a significant direct mail campaign to apartment dwellers in the 18-34 demographic, offering program guides and an entry blank for a contest that would pay off in cash for a year. **WAVA** was also commercial-free on Sundays during the survey.

Longtime leader **WMAL** maintained its 10 share of the 25-54 demos and a 17 share of the 35-64 cell. Besides **WPGC-AM-FM**, the other stations that scored well behind **WMAL 25-54** were **WASH** and **WGAY-FM**. Both stations slipped since the A/M '79 survey, but each still had a mid-6 share of the 25-54 audience.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 25371

	AM '79	ON '79	JF '80	AM '80			
1 WPGC-AF	11.0	WMAL-AM	11.8	WMAL-AM	10.9	WMAL-AM	10.3
2 WMAL-AM	9.3	WPGC-AF	7.7	WRQX-FM	6.7	WPGC-AF	8.4
3 WGAY-FM	7.9	WEEK-FM	6.9	WPGC-AF	6.6	WRQX-FM	7.9
4 WOOK-FM	6.0	WASH-FM	6.5	WKYS-FM	5.9	WKYS-FM	6.2
5 WHUR-FM	5.9	WGAY-FM	6.4	WHUR-FM	5.7	WGAY-FM	5.6
6 WASH-FM	5.6	WHUR-FM	4.9	WASH-FM	5.6	WASH-FM	4.9
7 WWDC-FM	5.3	WRQX-FM	4.9	WASH-FM	5.6	WASH-FM	4.9
8 WJMD-FM	4.5	WJMD-FM	4.2	WASH-FM	5.6	WASH-FM	4.9
9 WTOP-AH	4.2	WTOP-AH	3.9	WASH-FM	5.6	WASH-FM	4.9
10 WOL -AM	3.3	WRC -AM	3.7	WASH-FM	5.6	WASH-FM	4.9
11 WMZQ-FM	3.0	WWDC-FM	3.2	WASH-FM	5.6	WASH-FM	4.9
12 WPIK-AM	3.0	WMZQ-FM	3.2	WASH-FM	5.6	WASH-FM	4.9
13 WAVA-FM	2.8	WKYS-FM	3.1	WASH-FM	5.6	WASH-FM	4.9
14 WGHM-FM	2.5	WAVA-FM	2.8	WASH-FM	5.6	WASH-FM	4.9
15 WRC -AM	2.5	WEZR-FM	2.3	WASH-FM	5.6	WASH-FM	4.9
16 WKYS-FM	2.4	WOL -AM	2.2	WASH-FM	5.6	WASH-FM	4.9
17 WRQX-FM	2.1	WYCB-AM	1.9	WASH-FM	5.6	WASH-FM	4.9
18 WHFS-FM	1.5	WGHM-FM	1.8	WASH-FM	5.6	WASH-FM	4.9
19 WWDC-FM	1.5	WYCB-AM	1.7	WASH-FM	5.6	WASH-FM	4.9
20 WUST-AM	1.5	WPIK-AM	1.6	WASH-FM	5.6	WASH-FM	4.9
21 WEZR-FM	1.3	WHFS-FM	1.2	WASH-FM	5.6	WASH-FM	4.9
22 WYCB-AM	1.3	WWDC-AM	1.1	WASH-FM	5.6	WASH-FM	4.9
23 WGAY-AM	0.8	WUST-AM	1.0	WASH-FM	5.6	WASH-FM	4.9
24 WEAM-AM	0.8	WGHM-AM	1.0	WASH-FM	5.6	WASH-FM	4.9
25 WXRA-FM	0.8	WGAY-AM	0.8	WASH-FM	5.6	WASH-FM	4.9
26 WGHM-AM	0.6	WFAX-AM	0.6	WASH-FM	5.6	WASH-FM	4.9
27 WXTR-FM	0.6	WEAM-AM	0.6	WASH-FM	5.6	WASH-FM	4.9
28 WLIF-FM	0.4	WFSI-FM	0.5	WASH-FM	5.6	WASH-FM	4.9
29 WEEL-AM	0.4	WXVY-FM	0.5	WASH-FM	5.6	WASH-FM	4.9
30 WLNK-AM	0.4	WLHD-AM	0.4	WASH-FM	5.6	WASH-FM	4.9
31 WYVY-FM	0.3	WXTR-FM	0.3	WASH-FM	5.6	WASH-FM	4.9
32 WSMD-AM	0.1	WPOC-FM	0.3	WASH-FM	5.6	WASH-FM	4.9

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 25371

	AM '79	ON '79	JF '80	AM '80			
1 WPGC-AF	466	WMAL-AM	508	WMAL-AM	473	WMAL-AM	419
2 WMAL-AM	396	WPGC-AF	332	WRQX-FM	290	WPGC-AF	341
3 WGAY-FM	334	WEEK-FM	297	WPGC-AF	288	WRQX-FM	322
4 WOOK-FM	253	WASH-FM	281	WKYS-FM	255	WKYS-FM	254
5 WHUR-FM	248	WGAY-FM	277	WHUR-FM	247	WGAY-FM	229
6 WASH-FM	237	WHUR-FM	211	WASH-FM	245	WASH-FM	200
7 WWDC-FM	224	WRQX-FM	209	WASH-FM	245	WASH-FM	200
8 WJMD-FM	191	WJMD-FM	179	WASH-FM	245	WASH-FM	200
9 WTOP-AH	177	WTOP-AH	170	WASH-FM	245	WASH-FM	200
10 WOL -AM	142	WRC -AM	160	WASH-FM	245	WASH-FM	200

M-F, 6-10am

1 WMAL-AM	WMAL-AM	WMAL-AM	WMAL-AM
2 WPGC-AF	WPGC-AF	WPGC-AF	WPGC-AF
3 WGAY-FM	WTOP-AM	WASH-FM	WRQX-FM
4 WASH-FM	WEEK-FM	WTOP-AM	WTOP-AM
5 WTOP-AM	WASH-FM	WRQX-FM	WASH-FM
6 WHUR-FM	WGAY-FM	WRC -AM	WKYS-FM
7 WWDC-FM	WRQX-FM	WKYS-FM	WRC -AM
8 WOOK-FM	WRQX-FM	WGAY-FM	WGAY-FM
9 WJMD-FM	WHUR-FM	WAVA-FM	WMZQ-FM
10 WOL -AM	WMZQ-FM	WJMD-FM	WAVA-FM

M-F, 3-7pm

1 WPGC-AF	WMAL-AM	WMAL-AM	WMAL-AM
2 WMAL-AM	WPGC-AF	WRQX-FM	WPGC-AF
3 WGAY-FM	WEEK-FM	WPGC-AF	WRQX-FM
4 WOOK-FM	WGAY-FM	WASH-FM	WKYS-FM
5 WASH-FM	WASH-FM	WKYS-FM	WGAY-FM
6 WJMD-FM	WRQX-FM	WGAY-FM	WEEK-FM
7 WWDC-FM	WRC -AM	WEEK-FM	WASH-FM
8 WHUR-FM	WJMD-FM	WAVA-FM	WAVA-FM
9 WTOP-AH	WKYS-FM	WJMD-FM	WJMD-FM
10 WMZQ-FM	WTOP-AH	WTOP-AH	WTOP-AH

Teens
M-S, 6am-Midnight
POP(00): 3285

	AM '79	ON '79	JF '80	AM '80
1 WPGC-AF	WRQX-FM	WRQX-FM	WRQX-FM	WRQX-FM
2 WOOK-FM	WPGC-AF	WEEK-FM	WEEK-FM	WPGC-AF
3 WWDC-FM	WEEK-FM	WPGC-AF	WPGC-AF	WEEK-FM

M-F, 6-10am

1 WPGC-AF	WPGC-AF	WRQX-FM	WRQX-FM
2 WOOK-FM	WRQX-FM	WPGC-AF	WPGC-AF
3 WWDC-FM	WEEK-FM	WEEK-FM	WEEK-FM

M-F, 3-7pm

1 WPGC-AF	WRQX-FM	WRQX-FM	WRQX-FM
2 WOOK-FM	WEEK-FM	WEEK-FM	WEEK-FM
3 WWDC-FM	WPGC-AF	WPGC-AF	WPGC-AF

Adults 18-34
M-S, 6am-Midnight
POP(00): 10424

	AM '79	ON '79	JF '80	AM '80
1 WPGC-AF	WASH-FM	WKYS-FM	WKYS-FM	WPGC-AF
2 WHUR-FM	WEEK-FM	WHUR-FM	WHUR-FM	WKYS-FM
3 WASH-FM	WPGC-AF	WPGC-AF	WPGC-AF	WRQX-FM
4 WWDC-FM	WHUR-FM	WAVA-FM	WAVA-FM	WAVA-FM
5 WOOK-FM	WRQX-FM	WASH-FM	WASH-FM	WHUR-FM
6 WAVA-FM	WWDC-FM	WRQX-FM	WRQX-FM	WASH-FM
7 WOL -AM	WKYS-FM	WEEK-FM	WEEK-FM	WEEK-FM
8 WKYS-FM	WAVA-FM	WWDC-FM	WWDC-FM	WWDC-FM
9 WMAL-AM	WGAY-FM	WMAL-AM	WMAL-AM	WMZQ-FM
10 WHFS-FM	WMAL-AM	WMZQ-FM	WMZQ-FM	WMAL-AM

M-F, 6-10am

1 WPGC-AF	WPGC-AF	WPGC-AF	WPGC-AF
2 WASH-FM	WEEK-FM	WASH-FM	WRQX-FM
3 WHUR-FM	WASH-FM	WAVA-FM	WKYS-FM
4 WWDC-FM	WMAL-AM	WKYS-FM	WASH-FM
5 WMAL-AM	WHUR-FM	WRQX-FM	WMAL-AM
6 WOOK-FM	WRQX-FM	WMAL-AM	WAVA-FM
7 WTOP-AH	WTOP-AM	WHUR-FM	WHUR-FM
8 WOL -AM	WKYS-FM	WEEK-FM	WMZQ-FM
9 WKYS-FM	WWDC-FM	WMZQ-FM	WWDC-FM
10 WAVA-FM	WAVA-FM	WTOP-AM	WEEK-FM

M-F, 3-7pm

1 WPGC-AF	WEEK-FM	WPGC-AF	WPGC-AF
2 WASH-FM	WPGC-AF	WKYS-FM	WKYS-FM
3 WWDC-FM	WASH-FM	WAVA-FM	WRQX-FM
4 WOOK-FM	WRQX-FM	WASH-FM	WASH-FM
5 WHUR-FM	WWDC-FM	WRQX-FM	WEEK-FM
6 WAVA-FM	WHUR-FM	WEEK-FM	WASH-FM
7 WOL -AM	WKYS-FM	WEEK-FM	WASH-FM
8 WMAL-AM	WAVA-FM	WMAL-AM	WMZQ-FM
9 WJMD-FM	WGAY-FM	WMZQ-FM	WHUR-FM
10 WHFS-FM	WMAL-AM	WWDC-FM	WMAL-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 13250

	AM '79	ON '79	JF '80	AM '80
1 WMAL-AM	WMAL-AM	WMAL-AM	WMAL-AM	WMAL-AM
2 WGAY-FM	WASH-FM	WASH-FM	WASH-FM	WPGC-AF
3 WPGC-AF	WPGC-AF	WGAY-FM	WGAY-FM	WASH-FM
4 WASH-FM	WGAY-FM	WHUR-FM	WHUR-FM	WGAY-FM
5 WHUR-FM	WHUR-FM	WKYS-FM	WKYS-FM	WKYS-FM
6 WJMD-FM	WEEK-FM	WPGC-AF	WPGC-AF	WMZQ-FM
7 WMZQ-FM	WTOP-AM	WJMD-FM	WJMD-FM	WHUR-FM
8 WTOP-AH	WMZQ-FM	WMZQ-FM	WMZQ-FM	WJMD-FM
9 WPIK-AM	WJMD-FM	WRQX-FM	WRQX-FM	WRQX-FM
10 WOOK-FM	WKYS-FM	WTOP-AM	WTOP-AM	WAVA-FM

M-F, 6-10am

1 WMAL-AM	WMAL-AM	WMAL-AM	WMAL-AM
2 WPGC-AF	WASH-FM	WASH-FM	WPGC-AF
3 WGAY-FM	WPGC-AF	WPGC-AF	WASH-FM
4 WASH-FM	WTOP-AM	WTOP-AM	WTOP-AM
5 WTOP-AM	WHUR-FM	WGAY-FM	WHUR-FM
6 WHUR-FM	WEEK-FM	WKYS-FM	WKYS-FM
7 WMZQ-FM	WGAY-FM	WHUR-FM	WGAY-FM
8 WJMD-FM	WRC -AM	WRC -AM	WRQX-FM
9 WWDC-FM	WMZQ-FM	WJMD-FM	WRQX-FM
10 WPIK-AM	WJMD-FM	WMZQ-FM	WJMD-FM

M-F, 3-7pm

1 WMAL-AM	WMAL-AM	WMAL-AM	WMAL-AM
2 WGAY-FM	WASH-FM	WASH-FM	WPGC-AF
3 WPGC-AF	WGAY-FM	WGAY-FM	WASH-FM
4 WASH-FM	WPGC-AF	WPGC-AF	WKYS-FM
5 WJMD-FM	WEEK-FM	WHUR-FM	WGAY-FM
6 WHUR-FM	WTOP-AM	WKYS-FM	WMZQ-FM
7 WMZQ-FM	WHUR-FM	WJMD-FM	WJMD-FM
8 WPIK-AM	WJMD-FM	WMZQ-FM	WTOP-AM
9 WTOP-AH	WKYS-FM	WRQX-FM	WAVA-FM
10 WOOK-FM	WXRA-FM	WTOP-AM	WRQX-FM

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Continued from Page 227

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 25371

AM '79	ON '79	JF '80	AM '80
1 WPGC-AF 6330	WMAL-AM 7137	WMAL-AM 6244	WMAL-AM 5340
2 WMAL-AM 5766	WPGC-AF 5125	WRQX-FM 4667	WRQX-FM 5196
3 WTOP-AM 3746	WASH-FM 4199	WPGC-AF 4289	WPGC-AF 4952
4 WGAY-FM 3731	WRQX-FM 4110	WTOP-AM 3654	WTOP-AM 3733
5 WWDC-FM 3554	WTOX-AM 3677	WKYS-FM 3615	WKYS-FM 3515
6 WASH-FM 3472	WGAY-FM 3587	WEEK-FM 3425	WASH-FM 3317
7 WOOK-FM 3190	WEEK-FM 3550	WGAY-FM 3227	WEEK-FM 3182
8 WHUR-FM 2952	WWDC-FM 3039	WASH-FM 3213	WGAY-FM 3157
9 WKYS-FM 2654	WHUR-FM 2958	WHUR-FM 3181	WHUR-FM 2830
10 WJMD-FM 2444	WRC-AM 2632	WRC-AM 2784	WWDC-FM 2799

M-F, 6-10am

AM '79	ON '79	JF '80	AM '80
1 WMAL-AM	WMAL-AM	WMAL-AM	WMAL-AM
2 WPGC-AF	WPGC-AF	WPGC-AF	WRQX-FM
3 WTOP-AM	WASH-FM	WRQX-FM	WPGC-AF
4 WASH-FM	WTOX-AM	WTOX-AM	WTOX-AM
5 WWDC-FM	WEEK-FM	WKYS-FM	WASH-FM
6 WOOK-FM	WRQX-FM	WRC-AM	WASH-FM
7 WGAY-FM	WGAY-FM	WASH-FM	WEEK-FM
8 WHUR-FM	WRC-AM	WEEK-FM	WRC-AM
9 WKYS-FM	WWDC-FM	WAVA-FM	WEEK-FM
10 WJMD-FM	WHUR-FM	WGAY-FM	WAVA-FM

M-F, 3-7pm

AM '79	ON '79	JF '80	AM '80
1 WPGC-AF	WMAL-AM	WMAL-AM	WRQX-FM
2 WMAL-AM	WPGC-AF	WRQX-FM	WMAL-AM
3 WGAY-FM	WRQX-FM	WPGC-AF	WPGC-AF
4 WASH-FM	WASH-FM	WKYS-FM	WKYS-FM
5 WWDC-FM	WEEK-FM	WEEK-FM	WEEK-FM
6 WOOK-FM	WGAY-FM	WTOX-AM	WTOX-AM
7 WTOP-AM	WTOX-AM	WTOX-AM	WASH-FM
8 WHUR-FM	WWDC-FM	WASH-FM	WGAY-FM
9 WJMD-FM	WAVA-FM	WGAY-FM	WAVA-FM
10 WAVA-FM	WRC-AM	WHUR-FM	WWDC-FM

Teens
M-S, 6am-Midnight
POP(00): 3285

AM '79	ON '79	JF '80	AM '80
1 WPGC-AF	WRQX-FM	WRQX-FM	WRQX-FM
2 WWDC-FM	WPGC-AF	WPGC-AF	WPGC-AF
3 WRQX-FM	WEEK-FM	WEEK-FM	WEEK-FM

M-F, 6-10am

AM '79	ON '79	JF '80	AM '80
1 WPGC-AF	WRQX-FM	WRQX-FM	WRQX-FM
2 WWDC-FM	WPGC-AF	WPGC-AF	WPGC-AF
3 WOOK-FM	WEEK-FM	WEEK-FM	WEEK-FM

M-F, 3-7pm

AM '79	ON '79	JF '80	AM '80
1 WPGC-AF	WRQX-FM	WRQX-FM	WRQX-FM
2 WOOK-FM	WPGC-AF	WEEK-FM	WPGC-AF
3 WWDC-FM	WEEK-FM	WPGC-AF	WEEK-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 10424

AM '79	ON '79	JF '80	AM '80
1 WPGC-AF	WASH-FM	WRQX-FM	WPGC-AF
2 WWDC-FM	WPGC-AF	WPGC-AF	WRQX-FM
3 WASH-FM	WRQX-FM	WKYS-FM	WKYS-FM
4 WHUR-FM	WEEK-FM	WHUR-FM	WEEK-FM
5 WOOK-FM	WWDC-FM	WASH-FM	WAVA-FM
6 WKYS-FM	WHUR-FM	WEEK-FM	WEEK-FM
7 WAVA-FM	WMAL-AM	WAVA-FM	WMAL-AM
8 WMAL-AM	WAVA-FM	WWDC-FM	WHUR-FM
9 WRQX-FM	WKYS-FM	WMAL-AM	WASH-FM
10 WTOP-AM	WTOX-AM	WHZQ-FM	WTOX-AM

M-F, 6-10am

AM '79	ON '79	JF '80	AM '80
1 WPGC-AF	WASH-FM	WPGC-AF	WPGC-AF
2 WASH-FM	WPGC-AF	WKYS-FM	WRQX-FM
3 WWDC-FM	WEEK-FM	WRQX-FM	WKYS-FM
4 WHUR-FM	WRQX-FM	WAVA-FM	WASH-FM
5 WOOK-FM	WWDC-FM	WASH-FM	WWDC-FM
6 WMAL-AM	WMAL-AM	WMAL-AM	WMAL-AM
7 WKYS-FM	WHUR-FM	WHUR-FM	WAVA-FM
8 WAVA-FM	WKYS-FM	WEEK-FM	WHUR-FM
9 WTOP-AM	WTOX-AM	WWDC-FM	WEEK-FM
10 WWDC-FM	WAVA-FM	WTOX-AM	WTOX-AM

M-F, 3-7pm

AM '79	ON '79	JF '80	AM '80
1 WPGC-AF	WASH-FM	WPGC-AF	WPGC-AF
2 WASH-FM	WPGC-AF	WKYS-FM	WRQX-FM
3 WWDC-FM	WEEK-FM	WRQX-FM	WKYS-FM
4 WHUR-FM	WWDC-FM	WAVA-FM	WWDC-FM
5 WAVA-FM	WRQX-FM	WASH-FM	WAVA-FM
6 WOOK-FM	WHUR-FM	WHUR-FM	WEEK-FM
7 WKYS-FM	WAVA-FM	WEEK-FM	WASH-FM
8 WWDC-FM	WKYS-FM	WWDC-FM	WHUR-FM
9 WMAL-AM	WWDC-FM	WMAL-AM	WMAL-AM
10 WRFS-FM	WMAL-AM	WHZQ-FM	WRFS-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 13250

AM '79	ON '79	JF '80	AM '80
1 WMAL-AM	WMAL-AM	WMAL-AM	WMAL-AM
2 WPGC-AF	WASH-FM	WASH-FM	WPGC-AF
3 WGAY-FM	WPGC-AF	WGAY-FM	WASH-FM
4 WASH-FM	WGAY-FM	WPGC-AF	WTOX-AM
5 WTOP-AM	WTOX-AM	WTOX-AM	WRQX-FM
6 WHUR-FM	WHUR-FM	WKYS-FM	WGAY-FM
7 WKYS-FM	WEEK-FM	WHUR-FM	WKYS-FM
8 WOOK-FM	WRQX-FM	WRQX-FM	WHUR-FM
9 WWDC-FM	WMZQ-FM	WJMD-FM	WGHS-FM
10 WMZQ-FM	WJMD-FM	WEEK-FM	WRC-AM

M-F, 6-10am

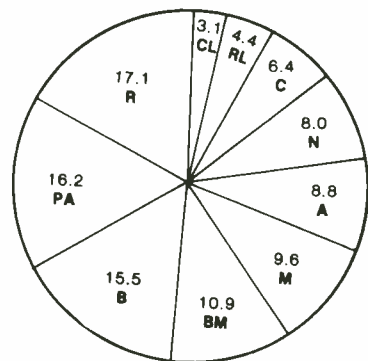
AM '79	ON '79	JF '80	AM '80
1 WMAL-AM	WMAL-AM	WMAL-AM	WMAL-AM
2 WPGC-AF	WASH-FM	WTOX-AM	WASH-FM
3 WASH-FM	WTOX-AM	WASH-FM	WPGC-AF
4 WTOP-AM	WPGC-AF	WPGC-AF	WTOX-AM
5 WGAY-FM	WGAY-FM	WGAY-FM	WKYS-FM
6 WHUR-FM	WHUR-FM	WKYS-FM	WRQX-FM
7 WKYS-FM	WEEK-FM	WRC-AM	WHUR-FM
8 WOOK-FM	WMZQ-FM	WHUR-FM	WHZQ-FM
9 WMZQ-FM	WRC-AM	WRQX-FM	WGAY-FM
10 WWDC-FM	WRQX-FM	WRQX-FM	WRC-AM

M-F, 3-7pm

AM '79	ON '79	JF '80	AM '80
1 WMAL-AM	WMAL-AM	WMAL-AM	WMAL-AM
2 WPGC-AF	WASH-FM	WASH-FM	WPGC-AF
3 WASH-FM	WGAY-FM	WGAY-FM	WASH-FM
4 WGAY-FM	WPGC-AF	WPGC-AF	WRQX-FM
5 WTOP-AM	WTOX-AM	WKYS-FM	WTOX-AM
6 WHUR-FM	WEEK-FM	WTOX-AM	WKYS-FM
7 WKYS-FM	WMZQ-FM	WRQX-FM	WGAY-FM
8 WJMD-FM	WHUR-FM	WHUR-FM	WHUR-FM
9 WHZQ-FM	WKYS-FM	WJMD-FM	WGHS-FM
10 WOOK-FM	WRQX-FM	WMZQ-FM	WJMD-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusical, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Waterloo-Cedar Falls

METRO RANK **164**

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 1135

	A/M '78	A/M '79	A/M '80
1	KWWL-AM 32.5	KWWL-AM 33.3	KWWL-AM(PA) 27.6
2	KXEL-AM 15.3	KXEL-AM 15.4	KCNB-FM(R) 14.5
3	KFMW-FM 3.4	KFMW-FM 13.6	KXEL-AM(C) 13.1
4	KXFL-FM 9.6	KXEL-FM 11.1	KFMW-FM(BM) 11.0
5	KCFI-AM 6.4	KCFI-AM 6.2	WMT -AM(PA) 4.8
6	WMT -AM 4.5	KLFU-AM 3.7	KLEU-AM(PA) 4.8
7	KLEU-AM 3.8	WMT -AM 2.5	KCFI-AM(PA) 4.1
8	WHO -AM 2.5	WHO -AM 2.5	WHO -AM(N) 4.1
9	KOEL-FM 1.9	KQCR-FM 1.2	KOEL-FM(C) 2.8
10	KQCR-FM 1.3	KOEL-FM 1.2	KRNA-FM(R) 2.1
11			KQCR-FM(R) 2.1

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1135

	A/M '78	A/M '79	A/M '80
1	KWWL-AM 51	KWWL-AM 54	KWWL-AM 40
2	KXFL-AM 24	KXEL-AM 25	KCNB-FM 21
3	KFMW-FM 21	KFMW-FM 22	KXEL-AM 19
4	KXFL-FM 15	KXEL-FM 18	KFMW-FM 16
5	KCFI-AM 10	KCFI-AM 10	WMT -AM 7

M-F, 6-10am

1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXFL-AM	KXEL-AM	KXEL-AM
3	KFMW-FM	KFMW-FM	KCNB-FM
4	KXEL-FM	KXEL-FM	KFMW-FM
5	WMT -AM	KCFI-AM	WMT -AM

M-F, 3-7pm

1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXFL-AM	KXEL-AM	KCNB-FM
3	KFMW-FM	KFMW-FM	KXEL-AM
4	KXFL-FM	KXEL-FM	KFMW-FM
5	KCFI-AM	KCFI-AM	WMT -AM

Teens
M-S, 6am-Midnight
POP(00): 151

	A/M '78	A/M '79	A/M '80
1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXFL-FM	KXEL-FM	KCNB-FM
3	KCFI-AM	KLEU-AM	KRNA-FM

M-F, 6-10am

1	KWWL-AM	KWWL-AM	KCNB-FM
2	KXEL-FM	KXEL-FM	KWWL-AM
3	KLEU-AM	KLEU-AM	KXEL-AM

M-F, 3-7pm

1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-FM	KXEL-FM	KCNB-FM
3	KXEL-AM	KLEU-AM	KFMW-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 448

	A/M '78	A/M '79	A/M '80
1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-AM	KXEL-FM	KCNB-FM
3	KXFL-FM	KXEL-AM	KXEL-AM
4	KCFI-AM	KCFI-AM	KFMW-FM
5	KFMW-FM	KFMW-FM	KCFI-AM

M-F, 6-10am

1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-AM	KXEL-FM	KCNB-FM
3	KXEL-FM	KXEL-AM	KXEL-AM
4	KCFI-AM	KCFI-AM	KCFI-AM
5	KFMW-FM	KFMW-FM	KFMW-FM

M-F, 3-7pm

1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-AM	KXEL-FM	KCNB-FM
3	KXFL-FM	KXEL-AM	KFMW-FM
4	KCFI-AM	KCFI-AM	KXEL-AM
5	KFMW-FM	KFMW-FM	KCFI-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 498

	A/M '78	A/M '79	A/M '80
1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-AM	KXEL-AM	KXEL-AM
3	KFMW-FM	KFMW-FM	KFMW-FM
4	KCFI-AM	KCFI-AM	KCNB-FM
5	KXEL-FM	KXEL-FM	KCFI-AM

M-F, 6-10am

1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-AM	KXEL-AM	KXEL-AM
3	KFMW-FM	KFMW-FM	KFMW-FM
4	KXEL-FM	KXEL-FM	KCNB-FM
5	WMT -AM	KCFI-AM	KCFI-AM

M-F, 3-7pm

1	KXEL-AM	KWWL-AM	KWWL-AM
2	KWWL-AM	KXEL-AM	KXEL-AM
3	KFMW-FM	KFMW-FM	KFMW-FM
4	KOEL-FM	KXEL-FM	KCNB-FM
5	KXEL-FM	KCFI-AM	WMT -AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1135

	A/M '78	A/M '79	A/M '80
1	KWWL-AM 758	KWWL-AM 774	KWWL-AM 663
2	KXEL-AM 341	KXEL-FM 343	KXEL-AM 313
3	KXFL-FM 288	KXEL-AM 341	KCNB-FM 301
4	KCFI-AM 240	KFMW-FM 258	KCFI-AM 179
5	KFMW-FM 223	KLEU-AM 222	KFMW-FM 166

M-F, 6-10am

1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-AM	KXEL-AM	KXEL-AM
3	KXEL-FM	KXEL-FM	KCNB-FM
4	KCFI-AM	KFMW-FM	KFMW-FM
5	KFMW-FM	KCFI-AM	WMT -AM

M-F, 3-7pm

1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-FM	KXEL-AM	KCNB-FM
3	KXEL-AM	KXEL-FM	KXEL-AM
4	KFMW-FM	KFMW-FM	KFMW-FM
5	KCFI-AM	KLEU-AM	KCFI-AM

Teens
M-S, 6am-Midnight
POP(00): 151

	A/M '78	A/M '79	A/M '80
1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-FM	KXFL-FM	KCNB-FM
3	KCFI-AM	KLEU-AM	KCFI-AM

M-F, 6-10am

1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-FM	KXEL-FM	KCNB-FM
3	KCFI-AM	KCFI-AM	KXEL-AM

M-F, 3-7pm

1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-FM	KXFL-FM	KCNB-FM
3	KCFI-AM	KLEU-AM	KFMW-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 448

	A/M '78	A/M '79	A/M '80
1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-FM	KXFL-FM	KCNB-FM
3	KCFI-AM	KLEU-AM	KCFI-AM
4	KXEL-AM	KXFL-AM	KXEL-AM
5	KLEU-AM	KCFI-AM	KQCR-FM

M-F, 6-10am

1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-AM	KXEL-FM	KCNB-FM
3	KXEL-FM	KXEL-AM	KXFL-AM
4	KCFI-AM	KCFI-AM	KCFI-AM
5	KLEU-AM	KLEU-AM	KFMW-FM

M-F, 3-7pm

1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-FM	KXEL-FM	KCNB-FM
3	KXFL-AM	KXEL-AM	KXFL-AM
4	KCFI-AM	KLEU-AM	KCFI-AM
5	KLEU-AM	KCFI-AM	KQCR-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 498

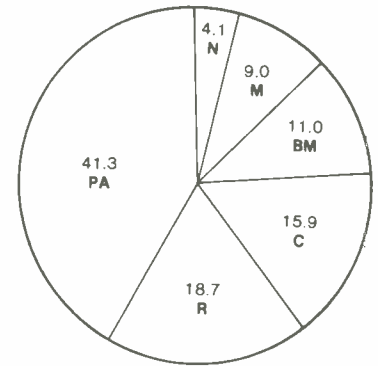
	A/M '78	A/M '79	A/M '80
1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-AM	KXEL-AM	KXEL-AM
3	KFMW-FM	KFMW-FM	KCFI-AM
4	KCFI-AM	KXEL-FM	KCNB-FM
5	KXEL-FM	KCFI-AM	KFMW-FM

M-F, 6-10am

1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-AM	KXEL-AM	KXEL-AM
3	KFMW-FM	KFMW-FM	KFMW-FM
4	KCFI-AM	KXEL-FM	KCFI-AM
5	KXEL-FM	KCFI-AM	KCNB-FM

M-F, 3-7pm

1	KWWL-AM	KWWL-AM	KWWL-AM
2	KXEL-AM	KXEL-AM	KXEL-AM
3	KFMW-FM	KFMW-FM	KCNB-FM
4	KCFI-AM	KXEL-FM	KFMW-FM
5	KXEL-FM	KCFI-AM	KCFI-AM



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusical, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

West Palm Beach-Boca Raton

METRO RANK **68**

A/M '80 Market Overview

WEAT-FM and WIRK-FM, the leading stations among the bulk of the older-skewing (30% of the population is 65+) listeners, were again 1-2 in the market, but Black-formatted WPOM came out of nowhere to rank third.

Country WIRK-FM had a stable book, maintaining a 20 share of the 25-54 category, while runner-up WEAT-FM slipped three shares, down to a mid-12 figure. WEAT-FM was tops with the 35+ audience, however. WEAT-FM used an ad campaign scaled back from previous efforts and concentrated on TV spots. The Schulke-formatted station also used billboards and some newspaper ads.

As for the young adult population, WIRK-FM ranked as the most popular station, but two others worth noting were AOR WRMF and WPOM. WRMF was formerly WJNO-FM, and the station used its new identity to garner a 10 share of the young adult audience. At the same time, WPOM was surging into a vital position. The station rose from a one share 18-34 to more than 5, picking up teens as well in its drive.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 4352

A/M '79	O/N '79	A/M '80
1 WEAT-FM 17.6	WEAT-FM 16.9	WEAT FM (BM) 14.6
2 WIRK-FM 9.0	WIRK-FM 13.2	WIRK-FM (C) 11.4
3 WPOM-AM 7.7	WNJY-FM 5.2	WPOM-AM (B) 6.8
4 WPBR-AM 6.6	WJNO-FM 4.6	WPBR-AM (N) 5.7
5 WHYI-FM 6.4	WPBR-AM 4.1	WRMF FM (A) 5.3
6 WLYF-FM 4.8	WHYI-FM 4.0	WKQS-FM (BM) 4.5
7 WJNO-FM 4.1	WEAT-AM 3.9	WHYI-FM (B) 3.9
8 WNGS-FM 3.5	WNGS-FM 3.0	WJNO-AM (PA) 3.3
9 WAXY-FM 3.5	WJNO-AM 3.0	WNJY-FM (BM) 3.0
10 WEAT-AM 3.2	WSHE-FM 3.0	WIOD-AM (PA) 2.9
11 WJNO-AM 2.9	WLYF-FM 2.8	WNGS-FM (R) 2.7
12 WGMW-FM 2.6	WPOM-AM 2.5	WSHE-FM (A) 2.7
13 WKQS-FM 2.1	WIRK-AM 2.2	WIRK-AM (B) 2.6
14 WBSR-AM 2.1	WINZ-FM 2.2	WLYF-FM (BM) 2.3
15 WIOD-AM 2.0	WKQS-FM 2.2	WCKO-FM (R) 2.1
16 WIRK-AM 1.8	WCKO-FM 1.9	WAI A-FM (PA) 2.1
17 WCKO-FM 1.8	WAI A-FM 1.9	WAXY-FM (R) 1.8
18 WNWS-AM 1.7	WBSR-AM 1.9	WEAT-AM (C) 1.7
19 WAI A-FM 1.5	WWWL-FM 1.6	WQAM-AM (C) 1.5
20 WINZ-AM 1.5	WQAM-AM 1.5	WNWS-AM (R) 1.4
21 WDBF-AM 1.5	WDBF-AM 1.5	WRBD-AM (R) 1.4
22 WSWN-AM 1.2	WIOD-AM 1.3	WSBR-AM (BB) 1.4
23 WSHE-FM 0.9	WAXY-FM 1.3	WDBF-AM (PA) 1.1
24 WRBD-AM 0.9	WRBD-AM 1.2	WMJX-FM (R) 0.9
25 WQAM-AM 0.6	WSWN-AM 1.2	WWWL-FM (A) 0.9
26 WPIP-AM 0.5	WYOR-FM 1.2	WEWZ-FM (PA) 0.6
27	WNWS-AM 0.9	WGBS-AM (PA) 0.6
28	WINZ-AM 0.7	WSWN-AM (PA) 0.5
29	WLIZ-AM 0.7	
30	WCEZ-FM 0.7	
31	WPIP-AM 0.6	

Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 4352

A/M '79	O/N '79	A/M '80
1 WEAT-FM 11.5	WEAT-FM 11.4	WEAT-FM 9.7
2 WIRK-FM 5.9	WIRK-FM 8.9	WIRK-FM 7.6
3 WPOM-AM 5.0	WNJY-FM 3.5	WPOM-AM 4.5
4 WPBR-AM 4.3	WJNO-FM 3.1	WPBR-AM 3.8
5 WHYI-FM 4.2	WPBR-AM 2.8	WRMF-FM 3.5

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WEAT-FM	WEAT-FM	WIRK-FM
2 WIRK-FM	WIRK-FM	WEAT-FM
3 WPOM-AM	WPBR-AM	WPBR-AM
4 WPBR-AM	WHYI-FM	WPOM-AM
5 WHYI-FM	WNJY-FM	WRMF-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WEAT-FM	WEAT-FM	WEAT-FM
2 WPOM-AM	WIRK-FM	WIRK-FM
3 WIRK-FM	WHYI-FM	WPOM-AM
4 WPBR-AM	WNJY-FM	WKQS-FM
5 WHYI-FM	WPBR-AM	WHYI-FM

Teens M-S, 6am-Midnight POP(00): 447

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WHYI-FM	WPOM-AM
2 WPOM-AM	WCKO-FM	WRMF-FM
3 WJNO-FM	WPOM-AM	WCKO-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WCKO-FM	WPOM-AM
2 WPOM-AM	WHYI-FM	WRMF-FM
3 WIRK-AM	WNGS-FM	WIRK-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WPOM-AM	WHYI-FM	WPOM-AM
2 WHYI-FM	WCKO-FM	WRMF-FM
3 WJNO-FM	WPOM-AM	WCKO-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 1211

A/M '79	O/N '79	A/M '80
1 WIRK-FM	WIRK-FM	WIRK-FM
2 WHYI-FM	WSHE-FM	WRMF-FM
3 WJNO-FM	WJNO-FM	WHYI-FM
4 WAXY-FM	WINZ-FM	WSHE-FM
5 WPOM-AM	WHYI-FM	WEAT-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WIRK-FM	WIRK-FM	WIRK-FM
2 WPOM-AM	WSHE-FM	WRMF-FM
3 WHYI-FM	WHYI-FM	WRMF-FM
4 WAXY-FM	WJNO-FM	WIRK-AM
5 WEAT-FM	WNGS-FM	WEAT-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WJNO-FM	WSHE-FM	WIRK-FM
2 WHYI-FM	WIRK-FM	WHYI-FM
3 WIRK-FM	WJNO-FM	WSHE-FM
4 WAXY-FM	WINZ-FM	WEAT-FM
5 WPOM-AM	WEAT-AM	WPOM-AM

Adults 25-54 M-S, 6am-Midnight POP(00): 1719

A/M '79	O/N '79	A/M '80
1 WIRK-FM	WIRK-FM	WIRK-FM
2 WEAT-FM	WEAT-FM	WEAT-FM
3 WPOM-AM	WJNO-FM	WPOM-AM
4 WAXY-FM	WNJY-FM	WKQS-FM
5 WEAT-AM	WPBR-AM	WIRK-AM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WIRK-FM	WEAT-FM	WIRK-FM
2 WEAT-FM	WIRK-FM	WEAT-FM
3 WPOM-AM	WIRK-AM	WPOM-AM
4 WJNO-AM	WPBR-AM	WIRK-AM
5 WEAT-AM	WNJY-FM	WRMF-FM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WIRK-FM	WIRK-FM	WIRK-FM
2 WEAT-FM	WEAT-FM	WEAT-FM
3 WJNO-FM	WPBR-AM	WPOM-AM
4 WEAT-AM	WNJY-FM	WKQS-FM
5 WPBR-AM	WNGS-FM	WEAT-AM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 4352

A/M '79	O/N '79	A/M '80
1 WEAT-FM 1237	WEAT-FM 1290	WEAT-FM 1266
2 WIRK-FM 738	WIRK-FM 764	WIRK-FM 789
3 WHYI-FM 551	WJNO-FM 537	WRMF-FM 661
4 WJNO-FM 512	WNGS-FM 498	WHYI-FM 530
5 WEAT-AM 507	WHYI-FM 485	WJNO-AM 526

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WEAT-FM	WEAT-FM	WIRK-FM
2 WIRK-FM	WIRK-FM	WEAT-FM
3 WHYI-FM	WHYI-FM	WRMF-FM
4 WEAT-AM	WJNO-AM	WJNO-AM
5 WPBR-AM	WIRK-AM	WPBR-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WEAT-FM	WEAT-FM	WEAT-FM
2 WIRK-FM	WIRK-FM	WIRK-FM
3 WHYI-FM	WCKO-FM	WHYI-FM
4 WPOM-AM	WNGS-FM	WKQS-FM
5 WNGS-FM	WHYI-FM	WRMF-FM

Teens M-S, 6am-Midnight POP(00): 447

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WHYI-FM	WCKO-FM
2 WJNO-FM	WCKO-FM	WHYI-FM
3 WNGS-FM	WJNO-FM	WIRK-AM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WHYI-FM	WNGS-FM
2 WNGS-FM	WCKO-FM	WHYI-FM
3 WIRK-AM	WJNO-FM	WPOM-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WCKO-FM	WRMF-FM
2 WPOM-AM	WHYI-FM	WPOM-AM
3 WNGS-FM	WNGS-FM	WCKO-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 1211

A/M '79	O/N '79	A/M '80
1 WJNO-FM	WNGS-FM	WRMF-FM
2 WHYI-FM	WIRK-FM	WIRK-FM
3 WAXY-FM	WSHE-FM	WHYI-FM
4 WIRK-FM	WJNO-FM	WSHE-FM
5 WNGS-FM	WQAM-AM	WNGS-FM

M-F, 6-10am

A/M '79	O/N '79	A/M '80
1 WIRK-FM	WIRK-FM	WRMF-FM
2 WAXY-FM	WSHE-FM	WIRK-FM
3 WJNO-FM	WNGS-FM	WSHE-FM
4 WHYI-FM	WHYI-FM	WHYI-FM
5 WIRK-AM	WINZ-FM	WIRK-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WHYI-FM	WIRK-FM	WHYI-FM
2 WJNO-FM	WNGS-FM	WSHE-FM
3 WIRK-FM	WQAM-AM	WIRK-FM
4 WNGS-FM	WJNO-FM	WRMF-FM
5 WAXY-FM	WCKO-FM	WAXY-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 1719

A/M '79	O/N '79	A/M '80
1 WIRK-FM	WEAT-FM	WEAT-FM
2 WEAT-FM	WIRK-FM	WIRK-FM
3 WEAT-AM	WNGS-FM	WRMF-FM
4 WHYI-FM	WIRK-AM	WHYI-FM
5 WAXY-FM	WJNO-FM	WIRK-AM

M-F, 6-10am

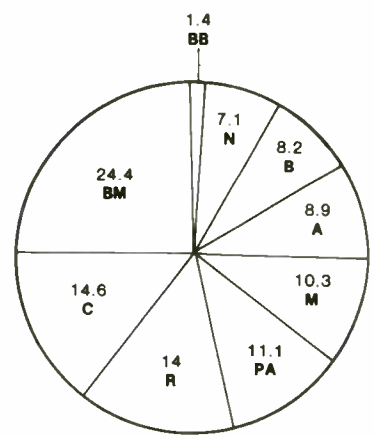
A/M '79	O/N '79	A/M '80
1 WIRK-FM	WIRK-FM	WIRK-FM
2 WEAT-FM	WEAT-FM	WEAT-FM
3 WEAT-AM	WIRK-AM	WRMF-FM
4 WHYI-FM	WNGS-FM	WEAT-AM
5 WJNO-AM	WNJY-FM	WPOM-AM

M-F, 3-7pm

A/M '79	O/N '79	A/M '80
1 WIRK-FM	WIRK-FM	WIRK-FM
2 WEAT-FM	WEAT-FM	WEAT-FM
3 WEAT-AM	WIRK-AM	WPOM-AM
4 WHYI-FM	WIRK-AM	WEAT-AM
5 WJNO-FM	WPBR-AM	WHYI-FM

Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusical, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Wheeling

METRO RANK

149

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 1537

	A/M '78	A/M '79	A/M '80
1 WWVA-AM	24.7	WWVA-AM	25.0
2 WOMP-AM	14.3	WTRF-FM	13.6
3 WKWK-AM	10.8	WKWK-AM	12.3
4 WTRF-FM	10.0	WOMP-AM	11.8
5 WOMP-FM	8.7	WOMP-FM	10.5
6 WNEU-AM	7.4	WKWK-FM	4.8
7 WCI-FM	4.8	WNEU-AM	3.5
8 KDKA-AM	3.0	KDKA-AM	3.1
9 WKWK-FM	2.6	WCI-FM	2.6
10 WPEZ-FM	1.3	WSSH-FM	1.8
11 WEIF-AM	1.3	WEIF-AM	1.8
12 WRKY-FM	1.3	WRKY-FM	0.9
13 WDV-FM	1.3	WJOI-FM	0.9
14 WJOI-FM	0.4	WDVE-FM	0.4
15		WPEZ-FM	0.4
16		WEIF-AM	0.4
17		WSSH-FM	0.4
		WGAR-AM	0.4

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1537

	A/M '78	A/M '79	A/M '80
1 WWVA-AM	57	WWVA-AM	57
2 WOMP-AM	33	WTRF-FM	31
3 WKWK-AM	25	WKWK-AM	28
4 WTRF-FM	23	WOMP-AM	27
5 WOMP-FM	20	WOMP-FM	24

	A/M '78	A/M '79	A/M '80
1 WWVA-AM	57	WWVA-AM	57
2 WOMP-AM	33	WTRF-FM	31
3 WKWK-AM	25	WKWK-AM	28
4 WTRF-FM	23	WOMP-AM	27
5 WOMP-FM	20	WOMP-FM	24

	A/M '78	A/M '79	A/M '80
1 WWVA-AM	57	WWVA-AM	57
2 WOMP-AM	33	WTRF-FM	31
3 WKWK-AM	25	WKWK-AM	28
4 WTRF-FM	23	WOMP-AM	27
5 WOMP-FM	20	WOMP-FM	24

	A/M '78	A/M '79	A/M '80
1 WKWK-AM	25	WKWK-AM	28
2 WOMP-FM	20	WOMP-FM	24
3 WCI-FM	4.8	WCI-FM	2.6

	A/M '78	A/M '79	A/M '80
1 WKWK-AM	25	WKWK-AM	28
2 WOMP-FM	20	WOMP-FM	24
3 WWVA-AM	57	WWVA-AM	57

	A/M '78	A/M '79	A/M '80
1 WKWK-AM	25	WKWK-AM	28
2 WOMP-FM	20	WOMP-FM	24
3 WPEZ-FM	1.3	WPEZ-FM	0.4

	A/M '78	A/M '79	A/M '80
1 WOMP-FM	20	WOMP-FM	24
2 WNEU-AM	7.4	WNEU-AM	3.5
3 WKWK-AM	25	WKWK-AM	28
4 WWVA-AM	57	WWVA-AM	57
5 WCI-FM	4.8	WCI-FM	2.6

	A/M '78	A/M '79	A/M '80
1 WKWK-AM	25	WKWK-AM	28
2 WOMP-FM	20	WOMP-FM	24
3 WWVA-AM	57	WWVA-AM	57
4 WNEU-AM	7.4	WNEU-AM	3.5
5 WCI-FM	4.8	WCI-FM	2.6

	A/M '78	A/M '79	A/M '80
1 WOMP-FM	20	WOMP-FM	24
2 WNEU-AM	7.4	WNEU-AM	3.5
3 WKWK-AM	25	WKWK-AM	28
4 WWVA-AM	57	WWVA-AM	57
5 WKWK-AM	25	WKWK-AM	28

	A/M '78	A/M '79	A/M '80
1 WWVA-AM	57	WWVA-AM	57
2 WOMP-AM	33	WTRF-FM	31
3 WTRF-FM	10.0	WTRF-FM	11.8
4 WKWK-AM	10.8	WOMP-AM	12.3
5 WNEU-AM	7.4	WKWK-FM	4.8

	A/M '78	A/M '79	A/M '80
1 WWVA-AM	57	WWVA-AM	57
2 WOMP-AM	33	WTRF-FM	31
3 WKWK-AM	10.8	WTRF-FM	12.3
4 WTRF-FM	10.0	WOMP-AM	11.8
5 WOMP-FM	8.7	WOMP-FM	10.5

	A/M '78	A/M '79	A/M '80
1 WWVA-AM	57	WWVA-AM	57
2 WTRF-FM	10.0	WTRF-FM	11.8
3 WCI-FM	4.8	WKWK-AM	2.6
4 WNEU-AM	7.4	WOMP-FM	3.5
5 WKWK-AM	10.8	WKWK-FM	12.3

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1537

	A/M '78	A/M '79	A/M '80
1 WWVA-AM	684	WWVA-AM	694
2 WKWK-AM	504	WKWK-AM	482
3 WOMP-FM	378	WOMP-FM	372
4 WOMP-AM	339	WTRF-FM	328
5 WTRF-FM	314	WOMP-AM	288

	A/M '78	A/M '79	A/M '80
1 WWVA-AM	684	WWVA-AM	694
2 WKWK-AM	504	WKWK-AM	482
3 WOMP-FM	378	WOMP-FM	372
4 WOMP-AM	339	WTRF-FM	328
5 WTRF-FM	314	WOMP-AM	288

	A/M '78	A/M '79	A/M '80
1 WWVA-AM	684	WWVA-AM	694
2 WKWK-AM	504	WKWK-AM	482
3 WOMP-FM	378	WOMP-FM	372
4 WOMP-AM	339	WTRF-FM	328
5 WTRF-FM	314	WOMP-AM	288

Teens
M-S, 6am-Midnight
POP(00): 178

	A/M '78	A/M '79	A/M '80
1 WOMP-FM	20	WOMP-FM	24
2 WKWK-AM	25	WKWK-AM	28
3 WWVA-AM	57	WWVA-AM	57

	A/M '78	A/M '79	A/M '80
1 WKWK-AM	25	WOMP-FM	24
2 WOMP-FM	20	WKWK-AM	28
3 WWVA-AM	57	WWVA-AM	57

	A/M '78	A/M '79	A/M '80
1 WKWK-AM	25	WOMP-FM	24
2 WOMP-FM	20	WKWK-AM	28
3 WPEZ-FM	1.3	WPEZ-FM	0.4

	A/M '78	A/M '79	A/M '80
1 WKWK-AM	25	WKWK-AM	28
2 WOMP-FM	20	WOMP-FM	24
3 WNEU-AM	7.4	WOMP-FM	3.5
4 WCI-FM	4.8	WCI-FM	2.6
5 WWVA-AM	57	WKWK-FM	28

	A/M '78	A/M '79	A/M '80
1 WOMP-FM	20	WKWK-AM	28
2 WKWK-AM	25	WWVA-AM	57
3 WNEU-AM	7.4	WOMP-FM	3.5
4 WWVA-AM	57	WNEU-AM	3.5
5 WCI-FM	4.8	WKWK-FM	28

	A/M '78	A/M '79	A/M '80
1 WKWK-AM	25	WKWK-AM	28
2 WOMP-FM	20	WWVA-AM	57
3 WNEU-AM	7.4	WOMP-FM	3.5
4 WCI-FM	4.8	WNEU-AM	3.5
5 WWVA-AM	57	WKWK-FM	28

Adults 25-54

M-S, 6am-Midnight

POP(00): 667

	A/M '78	A/M '79	A/M '80
1 WWVA-AM	684	WWVA-AM	694
2 WKWK-AM	504	WKWK-AM	482
3 WTRF-FM	10.0	WTRF-FM	11.8
4 WOMP-FM	8.7	WKWK-FM	4.8
5 WOMP-AM	339	WOMP-FM	372

	A/M '78	A/M '79	A/M '80
1 WWVA-AM	684	WWVA-AM	694
2 WKWK-AM	504	WKWK-AM	482
3 WOMP-AM	339	WTRF-FM	328
4 WOMP-FM	378	WOMP-AM	372
5 WTRF-FM	314	WKWK-FM	12.3

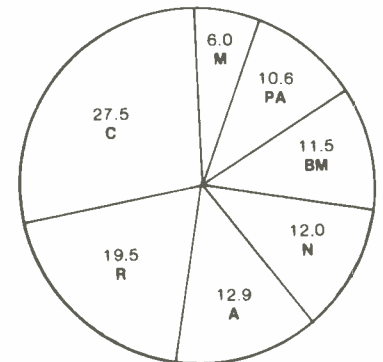
	A/M '78	A/M '79	A/M '80
1 WWVA-AM	684	WWVA-AM	694
2 WTRF-FM	10.0	WKWK-AM	11.8
3 WOMP-AM	339	WTRF-FM	328
4 WNEU-AM	7.4	WOMP-FM	3.5
5 WOMP-FM	378	WKWK-FM	4.8

Format Penetration Chart

Based On Total Persons 12+

Average Quarter Hour Listening

Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Wichita

METRO RANK **88**

A/M '80 Market Overview

The top three stations remained in the lead in this survey, but there was some shuffling within the ranks. **KFDI**, runner-up in the last sweep, became the new leader. Country competitor **KFH** slipped from first to third, while Beautiful Music station **KRBA** moved third to second.

There were more stations scoring in double digits this sweep than last in 25-54 persons. **KBRA** was the new leader, increasing its share by 50% to a mid-15 figure. In middays and afternoon drive, **KBRA** boosted its female numbers considerably. Pop/Adult **KARD** was the new number two 25-54, up five shares to the mid-14 level. **KARD's** 25-34 strength also helped it score in double digits in the 18-34 demos.

KFDI and **KFH**, formerly the 25-54 leaders, were down several shares from their respective figures in the O/N '79 report. **KFDI** was in the mid-12 bracket, while **KFH** was esconced in the mid-11 range. **KFH** reverted to its A/M '79 levels, while **KFDI** continued to suffer slight erosion among its male listeners. Pop/Adult station **KAKZ**, formerly **KAKE**, slipped somewhat 25-54 this survey, dipping from a 12 share to a mid-10 figure.

There were four significant stations appealing to the 18-34 audience. **KEYN-FM**, second last book, became the leader with a high-17 share. **KARD** climbed to a 15 share this sweep, just ahead of former leader **KICT's** mid-14 share. **KICT** has the AOR market locked up. Finally, **KFDI-FM's** share rose 200% up to a mid-12 share this survey.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 3270

	A/M '79	O/N '79	A/M '80			
1	KAKE AM	12.4	KFH -AM	17.3	KFDI-AM (C)	13.3
2	KFDI-AM	12.2	KFDI-AM	12.7	KBRA-FM (BB)	13.3
3	KFH -AM	11.4	KBRA-FM	11.3	KFH -AM (C)	11.2
4	KICT-FM	11.2	KAKE-AM	9.8	KEYN-FM (M)	10.0
5	KLEO-AM	10.0	KEYN-FM	9.6	KARD-FM (PA)	9.4
6	KBRA-FM	9.6	KICT-FM	9.4	KICT-FM (A)	8.8
7	KEYN-FM	9.0	KARD-FM	7.3	KAKZ-AM (PA)	7.8
8	KARD-FM	6.8	KLEO-AM	5.4	KFDI-FM (C)	7.6
9	KEYN-AM	3.8	KEYN-AM	3.1	KGCS-FM (C)	3.9
10	KFDI-FM	3.8	KFDI-FM	2.9	KLEO-AM (M)	3.7
11	KDRB-FM	2.2	KSGL-AM	1.5	KEYN-AM (PA)	2.9
12	KSGL-AM	1.6	KSKU-FM	1.3	KSGL-AM (PA)	1.2
13	KOEZ-FM	0.8	KDRB-FM	0.8	KSKU-FM (A)	0.8
14	KSKU-FM	0.4	KOYY-FM	0.6	KOEZ-FM (BB)	0.6
15			KOEZ-FM	0.6	KJRG-AM (RL)	0.4
16			KOYY-AM	0.4	KOYY-AM (PA)	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3270

	A/M '79	O/N '79	A/M '80			
1	KAKE-AM	62	KFH -AM	83	KFDI-AM	68
2	KFDI-AM	61	KFDI-AM	61	KBRA-FM	68
3	KFH -AM	57	KBRA-FM	54	KFH -AM	57
4	KICT-FM	56	KAKE-AM	47	KEYN-FM	51
5	KLEO-AM	50	KEYN-FM	46	KARD-FM	48

M-F, 6-10am

1	KAKE-AM	KFH -AM	KFH -AM
2	KFH -AM	KFDI-AM	KFDI-AM
3	KFDI-AM	KAKE-AM	KAKZ-AM
4	KLEO-AM	KEYN-FM	KEYN-FM
5	KEYN-FM	KICT-FM	KARD-FM

M-F, 3-7pm

1	KICT-FM	KFH -AM	KBRA-FM
2	KFH -AM	KICT-FM	KFDI-AM
3	KLEO-AM	KFDI-AM	KICT-FM
4	KFDI-AM	KBRA-FM	KARD-FM
5	KAKE-AM	KEYN-FM	KFH -AM

Teens
M-S, 6am-Midnight
POP(00): 425

	A/M '79	O/N '79	A/M '80
1	KLEO-AM	KEYN-FM	KICT-FM
2	KEYN-FM	KICT-FM	KEYN-FM
3	KICT-FM	KLEO-AM	KLEO-AM

M-F, 6-10am

1	KLEO-AM	KEYN-FM	KICT-FM
2	KEYN-FM	KICT-FM	KEYN-FM
3	KICT-FM	KLEO-AM	KLEO-AM

M-F, 3-7pm

1	KLEO-AM	KICT-FM	KICT-FM
2	KICT-FM	KEYN-FM	KEYN-FM
3	KEYN-FM	KLEO-AM	KLEO-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1231

	A/M '79	O/N '79	A/M '80
1	KICT-FM	KICT-FM	KEYN-FM
2	KAKE-AM	KEYN-FM	KARD-FM
3	KEYN-FM	KARD-FM	KICT-FM
4	KLEO-AM	KAKE-AM	KFDI-FM
5	KFDI-FM	KLEO-AM	KAKZ-AM

M-F, 6-10am

1	KAKE-AM	KEYN-FM	KEYN-FM
2	KICT-FM	KAKE-AM	KAKZ-AM
3	KEYN-FM	KICT-FM	KICT-FM
4	KLEO-AM	KARD-FM	KARD-FM
5	KFDI-AM	KLEO-AM	KFDI-FM

M-F, 3-7pm

1	KICT-FM	KICT-FM	KICT-FM
2	KLEO-AM	KEYN-FM	KARD-FM
3	KAKE-AM	KARD-FM	KFDI-FM
4	KEYN-FM	KAKE-AM	KEYN-FM
5	KFDI-FM	KLEO-AM	KAKZ-AM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1567

	A/M '79	O/N '79	A/M '80
1	KAKE-AM	KFH -AM	KBRA-FM
2	KFDI-AM	KFDI-AM	KARD-FM
3	KFH -AM	KAKE-AM	KFDI-AM
4	KARD-FM	KBRA-FM	KFH -AM
5	KBRA-FM	KARD-FM	KAKZ-AM

M-F, 6-10am

1	KAKE-AM	KFH -AM	KFH -AM
2	KFDI-AM	KFDI-AM	KAKZ-AM
3	KFH -AM	KAKE-AM	KFDI-AM
4	KARD-FM	KEYN-FM	KARD-FM
5	KBRA-FM	KARD-FM	KBRA-FM

M-F, 3-7pm

1	KAKE-AM	KFH -AM	KBRA-FM
2	KFDI-AM	KFDI-AM	KARD-FM
3	KFH -AM	KBRA-FM	KFH -AM
4	KARD-FM	KAKE-AM	KFDI-AM
5	KICT-FM	KEYN-FM	KAKZ-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3270

	A/M '79	O/N '79	A/M '80			
1	KLEO-AM	1026	KFH -AM	1063	KFH -AM	888
2	KAKE-AM	916	KAKE-AM	878	KFDI-AM	757
3	KFH -AM	881	KEYN-FM	782	KEYN-FM	754
4	KFDI-AM	785	KFDI-AM	729	KAKZ-AM	702
5	KEYN-FM	730	KBRA-FM	685	KLEO-AM	623

M-F, 6-10am

1	KAKE-AM	KFH -AM	KFH -AM
2	KLEO-AM	KAKE-AM	KFDI-AM
3	KFH -AM	KFDI-AM	KEYN-FM
4	KFDI-AM	KEYN-FM	KAKZ-AM
5	KEYN-FM	KLEO-AM	KLEO-AM

M-F, 3-7pm

1	KLEO-AM	KFH -AM	KFDI-AM
2	KAKE-AM	KEYN-FM	KEYN-FM
3	KFH -AM	KAKE-AM	KFH -AM
4	KFDI-AM	KBRA-FM	KICT-FM
5	KEYN-FM	KLEO-AM	KLEO-AM

Teens
M-S, 6am-Midnight
POP(00): 425

	A/M '79	O/N '79	A/M '80
1	KLEO-AM	KEYN-FM	KEYN-FM
2	KEYN-FM	KLEO-AM	KLEO-AM
3	KICT-FM	KEYN-AM	KEYN-AM

M-F, 6-10am

1	KLEO-AM	KEYN-FM	KEYN-FM
2	KEYN-FM	KEYN-AM	KLEO-AM
3	KICT-FM	KLEO-AM	KICT-FM

M-F, 3-7pm

1	KLEO-AM	KEYN-FM	KEYN-FM
2	KEYN-FM	KLEO-AM	KLEO-AM
3	KICT-FM	KICT-FM	KICT-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1231

	A/M '79	O/N '79	A/M '80
1	KLEO-AM	KEYN-FM	KEYN-FM
2	KEYN-FM	KAKE-AM	KARD-FM
3	KAKE-AM	KLEO-AM	KICT-FM
4	KICT-FM	KARD-FM	KLEO-AM
5	KEYN-AM	KICT-FM	KAKZ-AM

M-F, 6-10am

1	KEYN-FM	KEYN-FM	KEYN-FM
2	KLEO-AM	KAKE-AM	KICT-FM
3	KAKE-AM	KLEO-AM	KLEO-AM
4	KICT-FM	KARD-FM	KAKZ-AM
5	KEYN-AM	KICT-FM	KARD-FM

M-F, 3-7pm

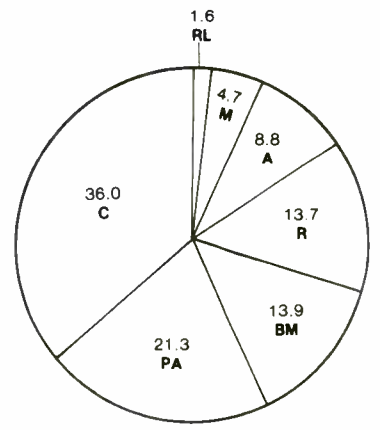
1	KLEO-AM	KEYN-FM	KICT-FM
2	KICT-FM	KICT-FM	KEYN-FM
3	KAKE-AM	KAKE-AM	KLEO-AM
4	KEYN-FM	KLEO-AM	KARD-FM
5	KEYN-AM	KEYN-AM	KFDI-FM

Adults 25-54
M-S, 6am-Midnight
POP(00): 1567

	A/M '79	O/N '79	A/M '80
1	KAKE-AM	KFH -AM	KFDI-AM
2	KFDI-AM	KAKE-AM	KFH -AM
3	KFH -AM	KFDI-AM	KARD-FM
4	KLEO-AM	KARD-FM	KAKZ-AM
5	KEYN-FM	KBRA-FM	KBRA-FM

Format Penetration Chart

Based On Total Persons 12+ +
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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METRO RANK

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Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1076

	A/M '78	A/M '79	A/M '80
1	KLUR-FM 23.3	KLUR-FM 20.6	KLUR-FM(C) 32.1
2	KTRN-AM 14.5	KTRN-AM 16.9	KWFT-AM(PA) 11.7
3	KNIN-AM 14.0	KBID-FM 13.8	KBID-FM(PA) 10.2
4	KBID-FM 12.2	WBAP-AM 13.1	KNTO-FM(A) 10.2
5	KWFT-AM 11.6	KNIN-AM 10.6	KTRN-AM(R) 9.5
6	WBAP-AM 10.5	KWFT-AM 10.0	KNIN-AM(PA) 9.5
7	KNTO-FM 9.3	KNTO-FM 8.8	WBAP-AM(C) 8.8
R	WF4A-AM	0.6	WF4A-AM(N) 2.9

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 1076

	A/M '78	A/M '79	A/M '80
1	KLUR-FM 40	KLUR-FM 33	KLUR-FM 44
2	KTRN-AM 25	KTRN-AM 27	KWFT-AM 16
3	KNIN-AM 24	KBID-FM 22	KBID-FM 14
4	KBID-FM 21	WBAP-AM 21	KNTO-FM 14
5	KWFT-AM 20	KNIN-AM 17	KTRN-AM 13

M-F, 6-10am

1	KLUR-FM	KLUR-FM	KLUR-FM
2	KWFT-AM	KTRN-AM	KWFT-AM
3	KNIN-AM	KWFT-AM	KNIN-AM
4	KTRN-AM	KBID-FM	KBID-FM
5	KBID-FM	KNIN-AM	KTRN-AM

M-F, 3-7pm

1	KLUR-FM	KLUR-FM	KLUR-FM
2	KTRN-AM	KTRN-AM	KTRN-AM
3	KNIN-AM	KNTO-FM	KNIN-AM
4	KBID-FM	KBID-FM	KNTO-FM
5	WBAP-AM	WBAP-AM	WBAP-AM

Teens

M-S, 6am-Midnight
POP(00): 129

	A/M '78	A/M '79	A/M '80
1	KTRN-AM	KTRN-AM	KNTO-FM
2	KNIN-AM	KNIN-AM	KTRN-AM
3	KNTO-FM	KNTO-FM	KLUR-FM

M-F, 6-10am

1	KTRN-AM	KTRN-AM	KNTO-FM
2	KNIN-AM	KNIN-AM	KTRN-AM
3	KNTO-FM	KNTO-FM	KLUR-FM

M-F, 3-7pm

1	KTRN-AM	KTRN-AM	KTRN-AM
2	KNIN-AM	KNIN-AM	KNTO-FM
3	KNTO-FM	KNTO-FM	KLUR-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 402

	A/M '78	A/M '79	A/M '80
1	KLUR-FM	KLUR-FM	KLUR-FM
2	KNIN-AM	KNTO-FM	KNTO-FM
3	KTRN-AM	KBID-FM	KNIN-AM
4	KNTO-FM	KTRN-AM	KTRN-AM
5	KBID-FM	KNIN-AM	WBAP-AM

M-F, 6-10am

1	KNIN-AM	KLUR-FM	KLUR-FM
2	KTRN-AM	KTRN-AM	KNIN-AM
3	KLUR-FM	KBID-FM	KNTO-FM
4	KBID-FM	KNIN-AM	KTRN-AM
5	KNTO-FM	WBAP-AM	KBID-FM

M-F, 3-7pm

1	KLUR-FM	KNTO-FM	KLUR-FM
2	KNIN-AM	KLUR-FM	KNTO-FM
3	KNTO-FM	KBID-FM	KNIN-AM
4	KTRN-AM	WBAP-AM	KTRN-AM
5	KBID-FM	KTRN-AM	WBAP-AM

Adults 25-54

M-S, 6am-Midnight
POP(00): 478

	A/M '78	A/M '79	A/M '80
1	KLUR-FM	KLUR-FM	KLUR-FM
2	KBID-FM	KBID-FM	WBAP-AM
3	KNIN-AM	WBAP-AM	KNIN-AM
4	WBAP-AM	KTRN-AM	KBID-FM
5	KTRN-AM	KNIN-AM	KTRN-AM

M-F, 6-10am

1	KLUR-FM	KLUR-FM	KLUR-FM
2	KBID-FM	KBID-FM	KWFT-AM
3	KNIN-AM	WBAP-AM	KNIN-AM
4	KWFT-AM	KNIN-AM	KBID-FM
5	KTRN-AM	KTRN-AM	WBAP-AM

M-F, 3-7pm

1	KLUR-FM	KLUR-FM	KLUR-FM
2	KBID-FM	WBAP-AM	KNIN-AM
3	KNIN-AM	KBID-FM	WBAP-AM
4	WBAP-AM	KTRN-AM	KWFT-AM
5	KTRN-AM	KNIN-AM	KTRN-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 1076

	A/M '78	A/M '79	A/M '80
1	KNIN-AM 471	KTRN-AM 430	KLUR-FM 432
2	KTRN-AM 393	KNIN-AM 356	KTRN-AM 330
3	KLUR-FM 341	KLUR-FM 349	KNIN-AM 309
4	KBID-FM 293	KBID-FM 282	KWFT-AM 262
5	KWFT-AM 240	WBAP-AM 245	KBID-FM 238

M-F, 6-10am

1	KNIN-AM	KTRN-AM	KLUR-FM
2	KTRN-AM	KLUR-FM	KWFT-AM
3	KBID-FM	KNIN-AM	KNIN-AM
4	KWFT-AM	KWFT-AM	KTRN-AM
5	KLUR-FM	KBID-FM	WBAP-AM

M-F, 3-7pm

1	KNIN-AM	KTRN-AM	KLUR-FM
2	KTRN-AM	KLUR-FM	KNIN-AM
3	KLUR-FM	KNIN-AM	KTRN-AM
4	KBID-FM	KNTO-FM	KNTO-FM
5	WBAP-AM	KBID-FM	WBAP-AM

Teens

M-S, 6am-Midnight
POP(00): 129

	A/M '78	A/M '79	A/M '80
1	KTRN-AM	KTRN-AM	KTRN-AM
2	KNIN-AM	KNIN-AM	KNTO-FM
3	KNTO-FM	KNTO-FM	KLUR-FM

M-F, 6-10am

1	KTRN-AM	KTRN-AM	KNTO-FM
2	KNIN-AM	KNIN-AM	KTRN-AM
3	KNTO-FM	KNTO-FM	KLUR-FM

M-F, 3-7pm

1	KTRN-AM	KTRN-AM	KNTO-FM
2	KNIN-AM	KNIN-AM	KTRN-AM
3	KNTO-FM	KNTO-FM	KNIN-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 402

	A/M '78	A/M '79	A/M '80
1	KNIN-AM	KTRN-AM	KLUR-FM
2	KTRN-AM	KNIN-AM	KNIN-AM
3	KNTO-FM	KNTO-FM	KTRN-AM
4	KLUR-FM	KBID-FM	KNTO-FM
5	KBID-FM	KLUR-FM	WBAP-AM

M-F, 6-10am

1	KNIN-AM	KTRN-AM	KLUR-FM
2	KTRN-AM	KNIN-AM	KNIN-AM
3	KBID-FM	KLUR-FM	KTRN-AM
4	KNTO-FM	KNTO-FM	KNTO-FM
5	KLUR-FM	KBID-FM	WBAP-AM

M-F, 3-7pm

1	KNIN-AM	KNTO-FM	KNIN-AM
2	KTRN-AM	KTRN-AM	KLUR-FM
3	KNTO-FM	KBID-FM	KNTO-FM
4	KLUR-FM	KLUR-FM	KTRN-AM
5	KBID-FM	KNIN-AM	WBAP-AM

Adults 25-54

M-S, 6am-Midnight
POP(00): 478

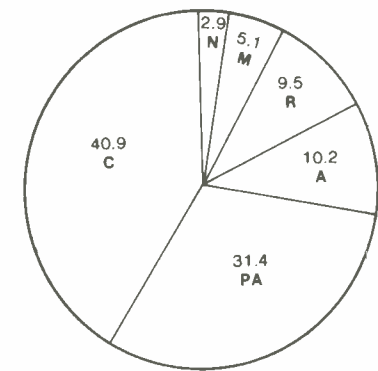
	A/M '78	A/M '79	A/M '80
1	KNIN-AM	KLUR-FM	KLUR-FM
2	KBID-FM	KTRN-AM	KNIN-AM
3	KLUR-FM	KNIN-AM	KTRN-AM
4	KTRN-AM	KBID-FM	WBAP-AM
5	WBAP-AM	WBAP-AM	KBID-FM

M-F, 6-10am

1	KBID-FM	KLUR-FM	KLUR-FM
2	KNIN-AM	KNIN-AM	KWFT-AM
3	KTRN-AM	KBID-FM	KNIN-AM
4	KTRN-AM	KTRN-AM	WBAP-AM
5	WBAP-AM	WBAP-AM	KBID-FM

M-F, 3-7pm

1	KNIN-AM	KTRN-AM	KLUR-FM
2	KBID-FM	KLUR-FM	KNIN-AM
3	KLUR-FM	KNIN-AM	WBAP-AM
4	KTRN-AM	KBID-FM	KTRN-AM
5	WBAP-AM	WBAP-AM	KBID-FM



Wilmington, DE

METRO RANK **69**

A/M '80 Market Overview

The proximity of this market to Philadelphia means several of the top-ranked stations are based in Philly. However, the top three stations were Wilmington properties. **WSTW** remained atop the market, albeit with a reduced overall share. **WJBR** had a stable book overall, while **WSTW's** AM facility, **WDEL**, slipped in its 25-54 share.

WSTW runs the **TM Stereo Rock** automated format, and this time the station garnered a younger-skewing audience. **WSTW** increased its teen share — which was already dominant — but its adult figures slipped. The station's male numbers dropped 40%, while the female erosion was substantial but not quite as significant. **WSTW** advertised using newspaper, billboards, and busboards this survey, with the emphasis on billboards. The ad budget was larger than last year, but still did not stop the station from losing some of its adult audience. **WSTW** still had the lion's share of the young adults, however, with a mid-17 share, several shares ahead of Philadelphia's AOR **WIOQ**.

Beautiful Music **WJBR** increased its share of the 25-54 audience up to almost a 14. Meanwhile, **WDEL**, second among local stations in the 25-54 demos, lost one share and settled at the 8 share level. **WSTW**, which had a 14 share of the 25-54 group last year had that figure cut in half this sweep.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

	A/M '78	A/M '79	A/M '80
1 WDEL-AM	15.7	WSTW-FM	13.9
2 WJBR-FM	8.0	WJBR-FM	10.9
3 WAMS-AM	6.3	WDEL-AM	10.0
4 WIFL-FM	5.4	WIOQ-FM	5.6
5 WDAS-FM	4.8	WMGR-FM	5.3
6 WIP-AM	4.4	WMHR-FM	5.2
7 WMGR-FM	4.3	WAMS-AM	4.8
8 WYSP-FM	4.1	WILM-AM	4.4
9 WCAU-FM	4.1	WIFI-FM	2.6
10 WILM-AM	3.0	KYW-AM	2.3
11 WIOQ-FM	2.9	WDSO-FM	2.3
12 WFLN-FM	2.8	WIP-AM	2.0
13 WDBF-FM	2.5	WCAU-FM	2.0
14 WUSL-FM	2.3	WUSL-FM	1.8
15 KYW-AM	1.8	WCAU-FM	1.8
16 WDSO-FM	1.7	WJBR-FM	1.5
17 WWSH-FM	1.7	WFLN-FM	1.5
18 WMHR-FM	1.5	WYSP-FM	1.4
19 WNRK-AM	1.5	WNRK-AM	1.4
20 WSTW-FM	1.5	WSNI-FM	1.4
21 WLIF-FM	1.5	WVDR-FM	1.4
22 WPEN-AM	1.4	WDBF-FM	1.2
23 WBAL-AM	1.2	WWSH-FM	1.1
24 WDVDR-FM	1.1	WASA-AM	1.1
25 WPOC-FM	1.0	WPEN-AM	1.0
26 WSNI-FM	1.0	WFIL-AM	0.7
27 WDAS-AM	1.0	WPOC-FM	0.4
28 WKTK-FM	0.8	WFLN-AM	
29 WCAU-AM	0.7		
30 WSER-AM	0.7		
31 WJIC-AM	0.7		
32 WZZD-AM	0.6		
33 WFIL-AM	0.4		

Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 4332				
	A/M '78	A/M '79	A/M '80	
1 WDEL-AM	114	WSTW-FM	102	WSTW-FM 79
2 WJBR-FM	58	WJBR-FM	80	WJBR-FM 77
3 WAMS-AM	46	WDEL-AM	73	WDEL-AM 58
4 WIFL-FM	39	WIOQ-FM	41	WIOQ-FM 42
5 WDAS-FM	35	WMGR-FM	39	WMGR-FM 27

M-F, 6-10am				
	A/M '78	A/M '79	A/M '80	
1 WDEL-AM		WDEL-AM		WDEL-AM
2 WAMS-AM		WSTW-FM		WSTW-FM
3 WJBR-FM		WILM-AM		WJBR-FM
4 WDAS-FM		WJBR-FM		WAMS-AM
5 WIP-AM		WMGR-FM		WIOQ-FM

M-F, 3-7pm				
	A/M '78	A/M '79	A/M '80	
1 WDEL-AM		WSTW-FM		WSTW-FM
2 WIFL-FM		WJBR-FM		WJBR-FM
3 WAMS-AM		WDEL-AM		WIOQ-FM
4 WJBR-FM		WAMS-AM		WDEL-AM
5 WYSP-FM		WIOQ-FM		WMHR-FM

Teens M-S, 6am-Midnight POP(00): 573

	A/M '78	A/M '79	A/M '80
1 WIFL-FM		WSTW-FM	
2 WAMS-AM		WIFI-FM	
3 WDAS-FM		WAMS-AM	

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WAMS-AM		WSTW-FM	
2 WIFL-FM		WAMS-AM	
3 WDAS-FM		WIFI-FM	

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WIFL-FM		WSTW-FM	
2 WAMS-AM		WIFI-FM	
3 WDAS-FM		WAMS-AM	

Adults 18-34 M-S, 6am-Midnight POP(00): 1577

	A/M '78	A/M '79	A/M '80
1 WDEL-AM		WSTW-FM	
2 WYSP-FM		WIOQ-FM	
3 WAMS-AM		WMHR-FM	
4 WMGR-FM		WAMS-AM	
5 WIP-AM		WMGR-FM	

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WDEL-AM		WSTW-FM	
2 WAMS-AM		WMGR-FM	
3 WYSP-FM		WMHR-FM	
4 WIP-AM		WIOQ-FM	
5 WDAS-FM		WCAU-FM	

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WYSP-FM		WSTW-FM	
2 WDEL-AM		WIOQ-FM	
3 WAMS-AM		WMHR-FM	
4 WIFL-FM		WAMS-AM	
5 WMGR-FM		WCAU-FM	

Adults 25-54 M-S, 6am-Midnight POP(00): 2099

	A/M '78	A/M '79	A/M '80
1 WDEL-AM		WSTW-FM	
2 WJBR-FM		WJBR-FM	
3 WIP-AM		WDEL-AM	
4 WCAU-FM		WMGR-FM	
5 WFLN-FM		WILM-AM	

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WDEL-AM		WDEL-AM	
2 WIP-AM		WSTW-FM	
3 WJBR-FM		WILM-AM	
4 WFLN-FM		WMGR-FM	
5 WNRK-AM		WJBR-FM	

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WDEL-AM		WSTW-FM	
2 WJBR-FM		WMGR-FM	
3 WIP-AM		WDEL-AM	
4 WAMS-AM		WJBR-FM	
5 WFLN-FM		WAMS-AM	

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 4332

	A/M '78	A/M '79	A/M '80
1 WDEL-AM	1339	WSTW-FM	1235
2 WAMS-AM	985	WDEL-AM	1123
3 WIFL-FM	713	WJBR-FM	783
4 WJBR-FM	712	WAMS-AM	771
5 WMGR-FM	586	WILM-AM	658

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WDEL-AM		WSTW-FM	
2 WAMS-AM		WDEL-AM	
3 WJBR-FM		WILM-AM	
4 WIP-AM		WJBR-FM	
5 WIFL-FM		WAMS-AM	

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WDEL-AM		WSTW-FM	
2 WAMS-AM		WDEL-AM	
3 WIFL-FM		WAMS-AM	
4 WJBR-FM		WJBR-FM	
5 WIP-AM		WIOQ-FM	

Teens M-S, 6am-Midnight POP(00): 573

	A/M '78	A/M '79	A/M '80
1 WIFL-FM		WSTW-FM	
2 WAMS-AM		WIFI-FM	
3 WDAS-FM		WAMS-AM	

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WAMS-AM		WSTW-FM	
2 WIFL-FM		WIFI-FM	
3 WDAS-FM		WAMS-AM	

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WIFL-FM		WSTW-FM	
2 WAMS-AM		WAMS-AM	
3 WDAS-FM		WIFI-FM	

Adults 18-34 M-S, 6am-Midnight POP(00): 1577

	A/M '78	A/M '79	A/M '80
1 WAMS-AM		WSTW-FM	
2 WDEL-AM		WIOQ-FM	
3 WMGR-FM		WAMS-AM	
4 WYSP-FM		WMHR-FM	
5 WIFL-FM		WDEL-AM	

M-F, 6-10am

	A/M '78	A/M '79	A/M '80
1 WAMS-AM		WSTW-FM	
2 WDEL-AM		WIOQ-FM	
3 WIP-AM		WAMS-AM	
4 WIOQ-FM		WDEL-AM	
5 WMGR-FM		WIFI-FM	

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WAMS-AM		WSTW-FM	
2 WYSP-FM		WIOQ-FM	
3 WIP-AM		WMHR-FM	
4 WIFL-FM		WAMS-AM	
5 WMGR-FM		WCAU-FM	

Adults 25-54 M-S, 6am-Midnight POP(00): 2099

	A/M '78	A/M '79	A/M '80
1 WDEL-AM		WDEL-AM	
2 WJBR-FM		WSTW-FM	
3 WAMS-AM		WILM-AM	
4 WIP-AM		WJBR-FM	
5 WMGR-FM		WAMS-AM	

M-F, 6-10am

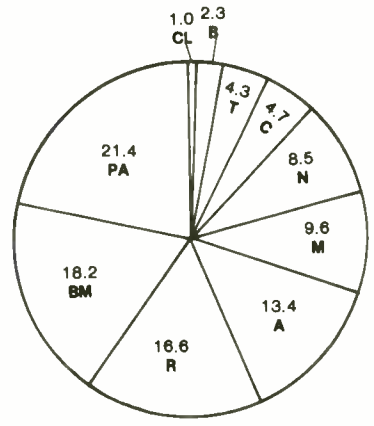
	A/M '78	A/M '79	A/M '80
1 WDEL-AM		WDEL-AM	
2 WIP-AM		WILM-AM	
3 WJBR-FM		WSTW-FM	
4 WMGR-FM		WAMS-AM	
5 WAMS-AM		WIP-AM	

M-F, 3-7pm

	A/M '78	A/M '79	A/M '80
1 WDEL-AM		WSTW-FM	
2 WJBR-FM		WDEL-AM	
3 WIP-AM		WILM-AM	
4 WAMS-AM		WJBR-FM	
5 WILM-AM		WAMS-AM	

Format Penetration Chart

Based On Total Persons 12 + Average Quarter Hour Listening Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Wilmington, NC

METRO RANK

166

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 1103

A/M '79	A/M '80
1 WA4V-FM 18.4	WHSL-FM(16) 16.2
2 WWIL-AM 17.1	WWIL-AM(14) 14.7
3 WHSL-FM 14.6	WMFD-AM(PA) 13.2
4 WQQQ-FM 10.8	WA4V-FM(10) 10.3
5 WKLM-AM 9.5	WLCF-FM(PA) 8.8
6 WMFD-AM 7.6	WQQQ-FM(C) 8.8
7 WGNL-AM 6.3	WKLM-AM(C) 8.1
8 WLCF-FM 5.1	WPJC-FM(14) 5.1
9 WPJC-FM 3.8	WGNL-AM(10) 2.9
10 WDZD-FM 2.5	WDZD-FM(C) 2.2

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1103

A/M '79	A/M '80
1 WA4V-FM 29	WHSL-FM 22
2 WWIL-AM 27	WWIL-AM 20
3 WHSL-FM 23	WMFD-AM 18
4 WQQQ-FM 17	WA4V-FM 14
5 WKLM-AM 15	WLCF-FM 12

M-F, 6-10am

1 WWIL-AM	WWIL-AM
2 WA4V-FM	WMFD-AM
3 WHSL-FM	WHSL-FM
4 WMFD-AM	WA4V-FM
5 WQQQ-FM	WQQQ-FM

M-F, 3-7pm

1 WA4V-FM	WHSL-FM
2 WHSL-FM	WMFD-AM
3 WWIL-AM	WWIL-AM
4 WQQQ-FM	WLCF-FM
5 WKLM-AM	WQQQ-FM

Teens

M-S, 6am-Midnight

POP(00): 141

A/M '79	A/M '80
1 WHSL-FM	WHSL-FM
2 WWIL-AM	WLCF-FM
3 WGNL-AM	WWIL-AM

M-F, 6-10am

1 WHSL-FM	WHSL-FM
2 WWIL-AM	WLCF-FM
3 WGNL-AM	WMFD-AM

M-F, 3-7pm

1 WHSL-FM	WWIL-AM
2 WGNL-AM	WLCF-FM
3 WWIL-AM	WHSL-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 385

A/M '79	A/M '80
1 WHSL-FM	WHSL-FM
2 WWIL-AM	WMFD-AM
3 WA4V-FM	WWIL-AM
4 WMFD-AM	WLCF-FM
5 WGNL-AM	WQQQ-FM

M-F, 6-10am

1 WWIL-AM	WHSL-FM
2 WHSL-FM	WMFD-AM
3 WA4V-FM	WWIL-AM
4 WQQQ-FM	WLCF-FM
5 WGNL-AM	WA4V-FM

M-F, 3-7pm

1 WHSL-FM	WHSL-FM
2 WWIL-AM	WMFD-AM
3 WA4V-FM	WWIL-AM
4 WGNL-AM	WLCF-FM
5 WMFD-AM	WQQQ-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 524

A/M '79	A/M '80
1 WA4V-FM	WWIL-AM
2 WWIL-AM	WQQQ-FM
3 WKLM-AM	WHSL-FM
4 WQQQ-FM	WMFD-AM
5 WMFD-AM	WA4V-FM

M-F, 6-10am

1 WA4V-FM	WWIL-AM
2 WWIL-AM	WMFD-AM
3 WKLM-AM	WQQQ-FM
4 WQQQ-FM	WHSL-FM
5 WMFD-AM	WKLM-AM

M-F, 3-7pm

1 WA4V-FM	WHSL-FM
2 WWIL-AM	WMFD-AM
3 WKLM-AM	WQQQ-FM
4 WQQQ-FM	WWIL-AM
5 WMFD-AM	WKLM-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1103

A/M '79	A/M '80
1 WHSL-FM 328	WHSL-FM 321
2 WMFD-AM 246	WMFD-AM 279
3 WGNL-AM 229	WA4V-FM 216
4 WA4V-FM 226	WKLM-AM 202
5 WKLM-AM 212	WWIL-AM 191

M-F, 6-10am

1 WA4V-FM	WMFD-AM
2 WWIL-AM	WHSL-FM
3 WHSL-FM	WWIL-AM
4 WMFD-AM	WA4V-FM
5 WGNL-AM	WKLM-AM

M-F, 3-7pm

1 WHSL-FM	WHSL-FM
2 WA4V-FM	WMFD-AM
3 WMFD-AM	WWIL-AM
4 WGNL-AM	WA4V-FM
5 WWIL-AM	WLCF-FM

Teens

M-S, 6am-Midnight

POP(00): 141

A/M '79	A/M '80
1 WHSL-FM	WHSL-FM
2 WGNL-AM	WLCF-FM
3 WWIL-AM	WMFD-AM

M-F, 6-10am

1 WHSL-FM	WHSL-FM
2 WGNL-AM	WLCF-FM
3 WWIL-AM	WMFD-AM

M-F, 3-7pm

1 WHSL-FM	WLCF-FM
2 WGNL-AM	WHSL-FM
3 WWIL-AM	WMFD-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 385

A/M '79	A/M '80
1 WHSL-FM	WHSL-FM
2 WWIL-AM	WMFD-AM
3 WGNL-AM	WGNL-AM
4 WMFD-AM	WLCF-FM
5 WA4V-FM	WWIL-AM

M-F, 6-10am

1 WHSL-FM	WHSL-FM
2 WWIL-AM	WMFD-AM
3 WMFD-AM	WWIL-AM
4 WGNL-AM	WLCF-FM
5 WA4V-FM	WGNL-AM

M-F, 3-7pm

1 WHSL-FM	WHSL-FM
2 WGNL-AM	WMFD-AM
3 WWIL-AM	WWIL-AM
4 WMFD-AM	WGNL-AM
5 WA4V-FM	WLCF-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 524

A/M '79	A/M '80
1 WA4V-FM	WHSL-FM
2 WKLM-AM	WMFD-AM
3 WMFD-AM	WLCF-FM
4 WHSL-FM	WQQQ-FM
5 WWIL-AM	WKLM-AM

M-F, 6-10am

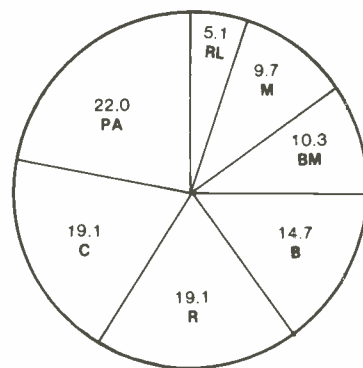
1 WA4V-FM	WMFD-AM
2 WWIL-AM	WWIL-AM
3 WMFD-AM	WHSL-FM
4 WKLM-AM	WQQQ-FM
5 WQQQ-FM	WKLM-AM

M-F, 3-7pm

1 WA4V-FM	WHSL-FM
2 WQQQ-FM	WMFD-AM
3 WKLM-AM	WA4V-FM
4 WMFD-AM	WQQQ-FM
5 WWIL-AM	WWIL-AM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

Worcester

METRO RANK

89

A/M '80 Market Overview

The top four ranked stations remained in the order they've been in for the last few years. **WTAG** was tops overall and second in the 25-54 demo, scoring a 13 share, down slightly from last year's figure. The second ranked station 12+ was Beautiful Music **WSRS**, which increased its share of the 25-54 listenership to the mid-19 range. No other stations, either from Worcester or Boston, scored in double digits in the key 25-54 category.

The 18-34 bracket again featured AOR **WAAF** on top, but with a reduced share this spring. The station slipped four shares 18-34 to a still powerful 21 share. A new morning man was hired for **WAAF**, and the station promoted by using some TV, newspaper ads, billboards, and bumper stickers. The ad budget was slightly larger this survey than before. **WFTQ**, the top local contemporary station, lost a chunk of its young adults in this book.

Arbitron got back 30% more diaries in this survey more than last year, so these estimates may be slightly more reliable than the A/M '79 data.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 3224			
A/M '78	A/M '79	A/M '80	
1 WTAG-AM	18.4	15.9	16.4
2 WSRS-FM	12.7	15.4	16.0
3 WAAF-FM	10.3	13.7	12.5
4 WFTQ-AM	7.7	7.8	5.3
5 WBZ -AM	5.6	4.4	2.6
6 WPJB-FM	4.7	2.2	2.6
7 WROR-FM	4.5	2.2	2.4
8 WNEB-AM	4.3	2.2	1.6
9 WEEI-FM	4.1	2.0	1.6
10 WORC-AM	3.2	1.9	0.8
11 WSSH-FM	2.8	0.9	0.6
12 WJIB-FM	2.6	0.7	0.4
13 WESO-AM	2.6		
14 WBCN-FM	2.2		
15 WCOZ-FM	1.3		
16 WPRO-FM	0.9		
17 WESO-FM	0.9		
18 WHJY-FM	0.9		
19 WCRB-FM	0.6		
20 WVBF-FM	0.6		
21 WRKO-AM	0.4		
22 WARE-AM	0.4		

Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 3224			
A/M '78	A/M '79	A/M '80	
1 WTAG-AM	98	86	83
2 WSRS-FM	68	83	81
3 WAAF-FM	55	74	63
4 WFTQ-AM	41	42	27
5 WBZ -AM	30	24	13

M-F, 6-10am		
A/M '78	A/M '79	A/M '80
1 WTAG-AM	WTAG-AM	WTAG-AM
2 WSRS-FM	WSRS-FM	WSRS-FM
3 WFTQ-AM	WAAF-FM	WAAF-FM
4 WBZ -AM	WFTQ-AM	WFTQ-AM
5 WAAF-FM	WNEB-AM	WNEB-AM

M-F, 3-7pm		
A/M '78	A/M '79	A/M '80
1 WTAG-AM	WSRS-FM	WTAG-AM
2 WSRS-FM	WAAF-FM	WSRS-FM
3 WAAF-FM	WTAG-AM	WAAF-FM
4 WFTQ-AM	WFTQ-AM	WFTQ-AM
5 WBZ -AM	WNEB-AM	WORC-AM

Teens M-S, 6am-Midnight POP(00): 418		
A/M '78	A/M '79	A/M '80
1 WPJB-FM	WAAF-FM	WAAF-FM
2 WAAF-FM	WFTQ-AM	WFTQ-AM
3 WFTQ-AM	WVBF-FM	WVBF-FM

M-F, 6-10am		
A/M '78	A/M '79	A/M '80
1 WPJB-FM	WAAF-FM	WAAF-FM
2 WFTQ-AM	WFTQ-AM	WFTQ-AM
3 WAAF-FM	WAQY-FM	WTAG-AM

M-F, 3-7pm		
A/M '78	A/M '79	A/M '80
1 WPJB-FM	WAAF-FM	WAAF-FM
2 WFTQ-AM	WFTQ-AM	WFTQ-AM
3 WAAF-FM	WAQY-FM	WVBF-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 1035		
A/M '78	A/M '79	A/M '80
1 WAAF-FM	WAAF-FM	WAAF-FM
2 WFTQ-AM	WFTQ-AM	WSRS-FM
3 WROR-FM	WSRS-FM	WFTQ-AM
4 WEEI-FM	WTAG-AM	WTAG-AM
5 WSRS-FM	WVBF-FM	WORC-AM

M-F, 6-10am		
A/M '78	A/M '79	A/M '80
1 WAAF-FM	WAAF-FM	WAAF-FM
2 WFTQ-AM	WFTQ-AM	WFTQ-AM
3 WTAG-AM	WTAG-AM	WSRS-FM
4 WBZ -AM	WSRS-FM	WTAG-AM
5 WORC-AM	WNEB-AM	WORC-AM

M-F, 3-7pm		
A/M '78	A/M '79	A/M '80
1 WAAF-FM	WAAF-FM	WAAF-FM
2 WFTQ-AM	WFTQ-AM	WSRS-FM
3 WROR-FM	WSRS-FM	WFTQ-AM
4 WTAG-AM	WVBF-FM	WTAG-AM
5 WSRS-FM	WTAG-AM	WORC-AM

Adults 25-54 M-S, 6am-Midnight POP(00): 1413		
A/M '78	A/M '79	A/M '80
1 WSRS-FM	WSRS-FM	WSRS-FM
2 WTAG-AM	WTAG-AM	WTAG-AM
3 WBZ -AM	WFTQ-AM	WAAF-FM
4 WFTQ-AM	WAAF-FM	WFTQ-AM
5 WEEI-FM	WNEB-AM	WORC-AM

M-F, 6-10am		
A/M '78	A/M '79	A/M '80
1 WTAG-AM	WTAG-AM	WSRS-FM
2 WSRS-FM	WSRS-FM	WTAG-AM
3 WBZ -AM	WFTQ-AM	WFTQ-AM
4 WFTQ-AM	WAAF-FM	WAAF-FM
5 WEEI-FM	WNEB-AM	WNEB-AM

M-F, 3-7pm		
A/M '78	A/M '79	A/M '80
1 WTAG-AM	WSRS-FM	WSRS-FM
2 WSRS-FM	WTAG-AM	WTAG-AM
3 WBZ -AM	WFTQ-AM	WAAF-FM
4 WFTQ-AM	WAAF-FM	WFTQ-AM
5 WEEI-FM	WNEB-AM	WORC-AM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 3224			
A/M '78	A/M '79	A/M '80	
1 WTAG-AM	1244	1301	1115
2 WSRS-FM	877	1026	957
3 WAAF-FM	625	843	803
4 WFTQ-AM	593	679	649
5 WBZ -AM	545	506	396

M-F, 6-10am		
A/M '78	A/M '79	A/M '80
1 WTAG-AM	WTAG-AM	WTAG-AM
2 WSRS-FM	WAAF-FM	WSRS-FM
3 WFTQ-AM	WSRS-FM	WAAF-FM
4 WBZ -AM	WFTQ-AM	WFTQ-AM
5 WAAF-FM	WNEB-AM	WNEB-AM

M-F, 3-7pm		
A/M '78	A/M '79	A/M '80
1 WTAG-AM	WTAG-AM	WTAG-AM
2 WSRS-FM	WSRS-FM	WSRS-FM
3 WAAF-FM	WAAF-FM	WAAF-FM
4 WFTQ-AM	WFTQ-AM	WFTQ-AM
5 WBZ -AM	WNEB-AM	WORC-AM

Teens M-S, 6am-Midnight POP(00): 418		
A/M '78	A/M '79	A/M '80
1 WAAF-FM	WAAF-FM	WAAF-FM
2 WPJB-FM	WFTQ-AM	WFTQ-AM
3 WFTQ-AM	WVBF-FM	WVBF-FM

M-F, 6-10am		
A/M '78	A/M '79	A/M '80
1 WFTQ-AM	WAAF-FM	WAAF-FM
2 WAAF-FM	WFTQ-AM	WFTQ-AM
3 WPJB-FM	WVBF-FM	WTAG-AM

M-F, 3-7pm		
A/M '78	A/M '79	A/M '80
1 WPJB-FM	WAAF-FM	WAAF-FM
2 WFTQ-AM	WFTQ-AM	WFTQ-AM
3 WAAF-FM	WVBF-FM	WVBF-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 1035		
A/M '78	A/M '79	A/M '80
1 WAAF-FM	WAAF-FM	WAAF-FM
2 WFTQ-AM	WFTQ-AM	WFTQ-AM
3 WORC-AM	WTAG-AM	WSRS-FM
4 WTAG-AM	WSRS-FM	WTAG-AM
5 WROR-FM	WVBF-FM	WORC-AM

M-F, 6-10am		
A/M '78	A/M '79	A/M '80
1 WFTQ-AM	WAAF-FM	WAAF-FM
2 WAAF-FM	WFTQ-AM	WFTQ-AM
3 WORC-AM	WTAG-AM	WTAG-AM
4 WTAG-AM	WSRS-FM	WSRS-FM
5 WBZ -AM	WVBF-FM	WORC-AM

M-F, 3-7pm		
A/M '78	A/M '79	A/M '80
1 WAAF-FM	WAAF-FM	WAAF-FM
2 WFTQ-AM	WFTQ-AM	WFTQ-AM
3 WTAG-AM	WTAG-AM	WSRS-FM
4 WROR-FM	WSRS-FM	WTAG-AM
5 WSRS-FM	WVBF-FM	WORC-AM

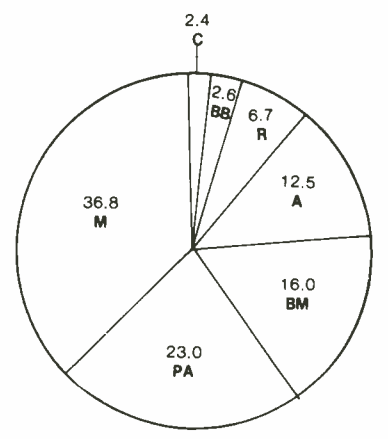
Adults 25-54 M-S, 6am-Midnight POP(00): 1413		
A/M '78	A/M '79	A/M '80
1 WTAG-AM	WTAG-AM	WSRS-FM
2 WSRS-FM	WSRS-FM	WTAG-AM
3 WBZ -AM	WFTQ-AM	WFTQ-AM
4 WFTQ-AM	WNEB-AM	WAAF-FM
5 WORC-AM	WAAF-FM	WORC-AM

M-F, 6-10am		
A/M '78	A/M '79	A/M '80
1 WTAG-AM	WTAG-AM	WTAG-AM
2 WSRS-FM	WSRS-FM	WSRS-FM
3 WBZ -AM	WFTQ-AM	WFTQ-AM
4 WFTQ-AM	WAAF-FM	WAAF-FM
5 WORC-AM	WNEB-AM	WNEB-AM

M-F, 3-7pm		
A/M '78	A/M '79	A/M '80
1 WTAG-AM	WSRS-FM	WTAG-AM
2 WSRS-FM	WTAG-AM	WSRS-FM
3 WBZ -AM	WFTQ-AM	WFTQ-AM
4 WFTQ-AM	WAAF-FM	WAAF-FM
5 WAAF-FM	WNEB-AM	WORC-AM

Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

POP(00): 1267

A/M '78	A/M '79	A/M '80			
1 KUTI-AM	17.7	KUTI-AM	17.9	KUTI-AM(C)	19.5
2 KFFM-FM	16.7	KUEZ-FM	17.4	KIT -AM(PA)	17.1
3 KIT -AM	14.4	KFFM-FM	15.1	KFFM-FM(R)	13.7
4 KIT -FM	10.7	KIT -AM	13.8	KUEZ-FM(BM)	1.7
5 KUEZ-FM	9.8	KMWX-AM	11.5	KMWX-AM(PA)	9.3
6 KMWX-AM	9.3	KIT -FM	5.5	KATS-FM(A)	6.8
7 KQOT-AM	6.0	KBBO-AM	5.0	KENE-FM(C)	3.4
8 KREW-AM	2.3	KREW-AM	1.8	KBBO-AM(RL)	2.9
9 KBBO-AM	2.3	KENE-AM	1.4	KVGM-AM(PA)	2.0
10 KENE-AM	2.3	KYBO-FM	0.9	KREW-AM(C)	1.0
11 KYBO-FM	2.3	KONA-AM	0.9	KENE-AM(C)	1.0
12 KGO -AM	0.5	KVGM-AM	0.5	KREW-FM(C)	1.0
13 KALE-AM	0.5	KYBO-FM(RL)	0.5		
14 KREW-FM	0.5	KONA-AM(PA)	0.5		

Average Persons Trends/Rankings

Total 12+
A-S, 6am-Midnight
POP(00): 1267

A/M '78	A/M '79	A/M '80			
1 KUTI-AM	38	KUTI-AM	39	KUTI-AM	4.0
2 KFFM-FM	36	KUEZ-FM	38	KIT -AM	3.5
3 KIT -AM	31	KFFM-FM	33	KFFM-FM	2.8
4 KIT -FM	23	KIT -AM	30	KUEZ-FM	2.4
5 KUEZ-FM	21	KMWX-AM	25	KMWX-AM	1.9

A-F, 6-10am

1 KIT -AM		KIT -AM		KIT -AM	
2 KUTI-AM		KUTI-AM		KUTI-AM	
3 KFFM-FM		KFFM-FM		KFFM-FM	
4 KMWX-AM		KUEZ-FM		KMWX-AM	
5 KIT -FM		KMWX-AM		KUEZ-FM	

A-F, 3-7pm

1 KFFM-FM		KUEZ-FM		KFFM-FM	
2 KMWX-AM		KFFM-FM		KMWX-AM	
3 KUEZ-FM		KUTI-AM		KUTI-AM	
4 KIT -FM		KMWX-AM		KUEZ-FM	
5 KIT -AM		KIT -AM		KIT -AM	

Teens
A-S, 6am-Midnight
POP(00): 178

A/M '78	A/M '79	A/M '80			
1 KFFM-FM		KFFM-FM		KFFM-FM	
2 KIT -FM		KMWX-AM		KMWX-AM	
3 KMWX-AM		KIT -FM		KATS-FM	

A-F, 6-10am

1 KFFM-FM		KFFM-FM		KFFM-FM	
2 KIT -FM		KMWX-AM		KMWX-AM	
3 KMWX-AM		KIT -FM		KATS-FM	

A-F, 3-7pm

1 KFFM-FM		KFFM-FM		KFFM-FM	
2 KIT -FM		KIT -FM		KATS-FM	
3 KMWX-AM		KMWX-AM		KMWX-AM	

Adults 18-34
A-S, 6am-Midnight
POP(00): 411

A/M '78	A/M '79	A/M '80			
1 KFFM-FM		KFFM-FM		KFFM-FM	
2 KMWX-AM		KUEZ-FM		KUTI-AM	
3 KIT -FM		KMWX-AM		KMWX-AM	
4 KQOT-AM		KIT -AM		KATS-FM	
5 KUEZ-FM		KIT -FM		KIT -AM	

A-F, 6-10am

1 KFFM-FM		KFFM-FM		KFFM-FM	
2 KMWX-AM		KUEZ-FM		KATS-FM	
3 KIT -FM		KMWX-AM		KIT -AM	
4 KUTI-AM		KIT -FM		KMWX-AM	
5 KQOT-AM		KIT -AM		KUTI-AM	

A-F, 3-7pm

1 KFFM-FM		KFFM-FM		KFFM-FM	
2 KMWX-AM		KUEZ-FM		KMWX-AM	
3 KUEZ-FM		KMWX-AM		KATS-FM	
4 KQOT-AM		KIT -FM		KUTI-AM	
5 KIT -FM		KIT -AM		KIT -AM	

Adults 25-54
M-S, 6am-Midnight
POP(00): 553

A/M '78	A/M '79	A/M '80			
1 KUTI-AM		KUEZ-FM		KUTI-AM	
2 KUEZ-FM		KUTI-AM		KIT -AM	
3 KMWX-AM		KIT -AM		KMWX-AM	
4 KFFM-FM		KMWX-AM		KUEZ-FM	
5 KIT -AM		KFFM-FM		KFFM-FM	

M-F, 6-10am

1 KUTI-AM		KIT -AM		KIT -AM	
2 KIT -AM		KUTI-AM		KUTI-AM	
3 KMWX-AM		KUEZ-FM		KMWX-AM	
4 KUEZ-FM		KMWX-AM		KFFM-FM	
5 KFFM-FM		KFFM-FM		KUEZ-FM	

M-F, 3-7pm

1 KUEZ-FM		KUEZ-FM		KUTI-AM	
2 KMWX-AM		KUTI-AM		KMWX-AM	
3 KUTI-AM		KFFM-FM		KUEZ-FM	
4 KFFM-FM		KMWX-AM		KIT -AM	
5 KIT -AM		KIT -AM		KFFM-FM	

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1267

A/M '78	A/M '79	A/M '80			
1 KMWX-AM	434	KIT -AM	495	KIT -AM	497
2 KIT -AM	395	KMWX-AM	414	KMWX-AM	363
3 KFFM-FM	385	KUEZ-FM	392	KFFM-FM	321
4 KUTI-AM	324	KFFM-FM	382	KUTI-AM	311
5 KIT -FM	297	KUTI-AM	333	KUEZ-FM	285

M-F, 6-10am

1 KIT -AM		KIT -AM		KIT -AM	
2 KMWX-AM		KFFM-FM		KMWX-AM	
3 KFFM-FM		KMWX-AM		KFFM-FM	
4 KUTI-AM		KUTI-AM		KUTI-AM	
5 KIT -FM		KUEZ-FM		KUEZ-FM	

M-F, 3-7pm

1 KFFM-FM		KFFM-FM		KFFM-FM	
2 KIT -FM		KMWX-AM		KIT -AM	
3 KMWX-AM		KUEZ-FM		KMWX-AM	
4 KIT -AM		KUTI-AM		KUEZ-FM	
5 KUEZ-FM		KIT -AM		KATS-FM	

Teens
M-S, 6am-Midnight
POP(00): 178

A/M '78	A/M '79	A/M '80			
1 KFFM-FM		KFFM-FM		KFFM-FM	
2 KIT -FM		KMWX-AM		KMWX-AM	
3 KMWX-AM		KIT -FM		KATS-FM	

M-F, 6-10am

1 KFFM-FM		KFFM-FM		KFFM-FM	
2 KIT -FM		KMWX-AM		KMWX-AM	
3 KMWX-AM		KUTI-AM		KATS-FM	

M-F, 3-7pm

1 KFFM-FM		KFFM-FM		KFFM-FM	
2 KIT -FM		KMWX-AM		KATS-FM	
3 KMWX-AM		KIT -FM		KMWX-AM	

Adults 18-34
M-S, 6am-Midnight
POP(00): 411

A/M '78	A/M '79	A/M '80			
1 KMWX-AM		KFFM-FM		KMWX-AM	
2 KFFM-FM		KMWX-AM		KFFM-FM	
3 KIT -FM		KUEZ-FM		KATS-FM	
4 KQOT-AM		KIT -AM		KIT -AM	
5 KIT -AM		KIT -FM		KUTI-AM	

M-F, 6-10am

1 KFFM-FM		KFFM-FM		KFFM-FM	
2 KMWX-AM		KMWX-AM		KMWX-AM	
3 KIT -FM		KUEZ-FM		KATS-FM	
4 KQOT-AM		KIT -AM		KIT -AM	
5 KUTI-AM		KIT -FM		KUTI-AM	

M-F, 3-7pm

1 KFFM-FM		KMWX-AM		KMWX-AM	
2 KMWX-AM		KFFM-FM		KFFM-FM	
3 KIT -FM		KUPZ-FM		KATS-FM	
4 KQOT-AM		KIT -FM		KIT -AM	
5 KIT -AM		KUTI-AM		KUTI-AM	

Adults 25-54 M-S, 6am-Midnight POP(00): 553

A/M '78	A/M '79	A/M '80			
1 KMWX-AM		KIT -AM		KIT -AM	
2 KUEZ-FM		KUEZ-FM		KUTI-AM	
3 KUTI-AM		KUTI-AM		KMWX-AM	
4 KIT -AM		KMWX-AM		KUEZ-FM	
5 KFFM-FM		KFFM-FM		KFFM-FM	

M-F, 6-10am

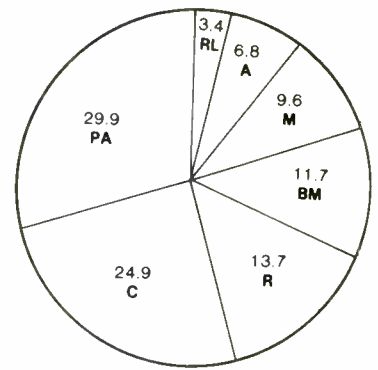
1 KMWX-AM		KIT -AM		KIT -AM	
2 KUTI-AM		KUEZ-FM		KUTI-AM	
3 KUEZ-FM		KMWX-AM		KMWX-AM	
4 KIT -AM		KUTI-AM		KUEZ-FM	
5 KFFM-FM		KFFM-FM		KFFM-FM	

M-F, 3-7pm

1 KUEZ-FM		KUEZ-FM		KIT -AM	
2 KMWX-AM		KMWX-AM		KMWX-AM	
3 KUTI-AM		KUTI-AM		KUEZ-FM	
4 KIT -AM		KFFM-FM		KUTI-AM	
5 KFFM-FM		KIT -AM		KFFM-FM	

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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A/M '80 Market Overview

The team of **WSBA-AM & FM** continued to dominate the market and the 25-54 demos, but there was a vigorous new contender in the young adult marketplace. **WYCR**, which suffered a soft book last year, rebounded to reclaim the teen lead and show well in the 18-34 standings.

WQXA remained the top 18-34 station, but its share slipped from a mid-20 figure to a mid-18 number. **WQXA's** average audience actually increased in this book, but not as much as the overall listening in the market. The **WQXA** survey effort was helped by an ad campaign that focused entirely on TV, as well as a \$10,000 cash giveaway on-air. However, the station lost its midday man to **WYCR** (where he became the new morning personality) and this may have turned off some listeners (the male numbers in midday were soft).

WYCR became the runner-up to **WQXA** by rebounding to numbers resembling the station's 1978 shares. The male audience especially came back to **WYCR** in droves. The station spent more on advertising this survey, delving into TV exclusively. Other than the new morning man who came aboard before the book, the on-air excitement on **WYCR** centered around a call-in contest which awarded mopeds, gift certificates, etc. All of this led to **WYCR** jumping from a mid-8 share to one in the mid-13 range.

The only other York station to score in double digits 18-34 was **WSBA**, which is also the top 25-54 station. **WSBA** slipped from 17 to a 15 share of this target, but still led the pack. The station spent most of its ad dollars on busboards and billboards, with about 25% of the budget going into TV. **WSBA-FM**, the leading Beautiful Music station, maintained the exact share earned last year, in the upper 12 range among the 25-54's.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight POP(00): 2985

	A/M '78	A/M '79	A/M '80
1 WSBA-FM	13.1	WSBA-AM	14.3
2 WYCR-FM	12.5	WQXA-FM	12.5
3 WSBA-AM	11.0	WNOW-AM	11.6
4 WQXA-FM	7.4	WSBA-FM	10.7
5 WZIX-AM	6.1	WYCR-FM	5.2
6 WNOW-AM	5.7	WNCE-FM	5.2
7 WPOC-FM	5.3	WRHY-FM	4.5
8 WHVR-AM	4.2	WZIX-AM	3.9
9 WHP -FM	4.0	WPOC-FM	2.5
10 WIOV-FM	3.8	WHVR-AM	2.0
11 WRHY-FM	3.0	WHP -AM	3.0
12 WHP -AM	2.5	WSFM-FM	2.0
13 WNCE-FM	2.3	WIOV-FM	1.8
14 WGET-AM	1.9	WHP -FM	1.6
15 WFRE-FM	1.7	WGET-AM	1.4
16 WFEC-AM	1.7	WGCB-FM	1.1
17 WSFM-FM	1.1	WTPA-FM	1.1
18 WDAC-FM	1.1	WKBO-AM	1.1
19 WBAL-AM	0.8	WLIF-FM	1.1
20 WCCB-FM	0.8	WHYL-FM	0.7
21 WTR-FM	0.8	WDAC-FM	0.7
22 WKBO-AM	0.6	WFRE-FM	0.5
23 WLIF-FM	0.6	WFRE-FM	1.0
24 WCCB-AM	0.6	WTPA-FM	0.8
25		WQVE-FM	0.8
26		WBAL-AM	0.4
27		KYW -AM	0.4

Average Persons Trends/Rankings

Total 12+			
M-S, 6am-Midnight			
POP(00): 2985			
	A/M '78	A/M '79	A/M '80
1 WSBA-FM	62	WSBA-AM	63
2 WYCR-FM	59	WQXA-FM	55
3 WSBA-AM	52	WNOW-AM	51
4 WQXA-FM	35	WSBA-FM	47
5 WZIX-AM	29	WYCR-FM	23

M-F, 8-10am			
1 WSBA-AM		WSBA-AM	WSBA-AM
2 WSBA-FM		WSBA-FM	WSBA-FM
3 WYCR-FM		WQXA-FM	WYCR-FM
4 WHVR-AM		WNOW-AM	WQXA-FM
5 WQXA-FM		WNCE-FM	WNCE-FM

M-F, 3-7pm		
1 WYCR-FM	WQXA-FM	WSBA-AM
2 WSBA-FM	WSBA-AM	WQXA-FM
3 WSBA-AM	WNOW-AM	WSBA-FM
4 WQXA-FM	WSBA-AM	WYCR-FM
5 WZIX-AM	WZIX-AM	WNCE-FM

Teens		
M-S, 6am-Midnight		
POP(00): 373		
A/M '78	A/M '79	A/M '80
1 WYCR-FM	WQXA-FM	WYCR-FM
2 WQXA-FM	WYCR-FM	WQXA-FM
3 WZIX-AM	WRHY-FM	WQVE-FM

M-F, 6-10am		
1 WYCR-FM	WQXA-FM	WYCR-FM
2 WQXA-FM	WYCR-FM	WQXA-FM
3 WRHY-FM	WRHY-FM	WRHY-FM

M-F, 3-7pm		
1 WYCR-FM	WQXA-FM	WYCR-FM
2 WZIX-AM	WYCR-FM	WQXA-FM
3 WQXA-FM	WRHY-FM	WRKZ-FM

Adults 18-34		
M-S, 6am-Midnight		
POP(00): 995		
A/M '78	A/M '79	A/M '80
1 WYCR-FM	WQXA-FM	WQXA-FM
2 WSBA-AM	WSBA-AM	WYCR-FM
3 WQXA-FM	WYCR-FM	WSBA-AM
4 WPOC-FM	WZIX-AM	WRHY-FM
5 WZIX-AM	WRHY-FM	WNOW-AM

M-F, 6-10am		
1 WSBA-AM	WSBA-AM	WQXA-FM
2 WYCR-FM	WQXA-FM	WYCR-FM
3 WZIX-AM	WYCR-FM	WSBA-AM
4 WSBA-FM	WRHY-FM	WRHY-FM
5 WPOC-FM	WZIX-AM	WZIX-AM

M-F, 3-7pm		
1 WYCR-FM	WQXA-FM	WQXA-FM
2 WQXA-FM	WSBA-AM	WYCR-FM
3 WSBA-AM	WZIX-AM	WRHY-FM
4 WPOC-FM	WRHY-FM	WSBA-AM
5 WZIX-AM	WYCR-FM	WZIX-AM

Adults 25-54		
M-S, 6am-Midnight		
POP(00): 1388		
A/M '78	A/M '79	A/M '80
1 WSBA-FM	WSBA-AM	WSBA-AM
2 WSBA-AM	WNOW-AM	WSBA-FM
3 WYCR-FM	WSBA-FM	WYCR-FM
4 WPOC-FM	WQXA-FM	WNOW-AM
5 WHP -FM	WNCE-FM	WNCE-FM

M-F, 6-10am		
1 WSBA-AM	WSBA-AM	WSBA-AM
2 WSBA-FM	WSBA-FM	WSBA-FM
3 WHVR-AM	WNOW-AM	WYCR-FM
4 WNOW-AM	WQXA-FM	WNOW-AM
5 WYCR-FM	WNCE-FM	WQXA-FM

M-F, 3-7pm		
1 WSBA-FM	WSBA-AM	WSBA-AM
2 WSBA-AM	WNOW-AM	WSBA-FM
3 WYCR-FM	WSBA-FM	WYCR-FM
4 WPOC-FM	WQXA-FM	WNCE-FM
5 WQXA-FM	WZIX-AM	WQXA-FM

Cume Persons Trends/Rankings

Total 12+			
M-S, 6am-Midnight			
POP(00): 2985			
	A/M '78	A/M '79	A/M '80
1 WSBA-AM	1034	WSBA-AM	1045
2 WYCR-FM	770	WQXA-FM	791
3 WSBA-FM	684	WSBA-FM	646
4 WZIX-AM	677	WNOW-AM	519
5 WQXA-FM	587	WYCR-FM	487

M-F, 6-10am		
1 WSBA-AM	WSBA-AM	WSBA-AM
2 WYCR-FM	WQXA-FM	WYCR-FM
3 WSBA-FM	WSBA-FM	WQXA-FM
4 WZIX-AM	WNOW-AM	WSBA-FM
5 WQXA-FM	WYCR-FM	WNOW-AM

M-F, 3-7pm		
1 WYCR-FM	WQXA-FM	WSBA-AM
2 WSBA-AM	WSBA-AM	WQXA-FM
3 WSBA-FM	WSBA-FM	WYCR-FM
4 WZIX-AM	WNOW-AM	WSBA-FM
5 WQXA-FM	WYCR-FM	WNCE-FM

Teens		
M-S, 6am-Midnight		
POP(00): 373		
A/M '78	A/M '79	A/M '80
1 WYCR-FM	WQXA-FM	WYCR-FM
2 WQXA-FM	WYCR-FM	WQXA-FM
3 WZIX-AM	WZIX-AM	WRHY-FM

M-F, 6-10am		
1 WYCR-FM	WQXA-FM	WYCR-FM
2 WQXA-FM	WYCR-FM	WQXA-FM
3 WZIX-AM	WZIX-AM	WRHY-FM

M-F, 3-7pm		
1 WYCR-FM	WQXA-FM	WQXA-FM
2 WQXA-FM	WYCR-FM	WYCR-FM
3 WZIX-AM	WZIX-AM	WRKZ-FM

Adults 18-34

M-S, 6am-Midnight		
POP(00): 995		
A/M '78	A/M '79	A/M '80
1 WSBA-AM	WQXA-FM	WQXA-FM
2 WYCR-FM	WSBA-AM	WYCR-FM
3 WZIX-AM	WYCR-FM	WSBA-AM
4 WQXA-FM	WZIX-AM	WRHY-FM
5 WSBA-FM	WRHY-FM	WZIX-AM

M-F, 6-10am		
1 WSBA-AM	WSBA-AM	WQXA-FM
2 WYCR-FM	WQXA-FM	WYCR-FM
3 WZIX-AM	WYCR-FM	WSBA-AM
4 WSBA-FM	WZIX-AM	WZIX-AM
5 WPOC-FM	WRHY-FM	WRHY-FM

M-F, 3-7pm		
1 WSBA-AM	WQXA-FM	WQXA-FM
2 WYCR-FM	WQXA-FM	WYCR-FM
3 WZIX-AM	WYCR-FM	WSBA-AM
4 WQXA-FM	WZIX-AM	WRHY-FM
5 WSBA-FM	WRHY-FM	WZIX-AM

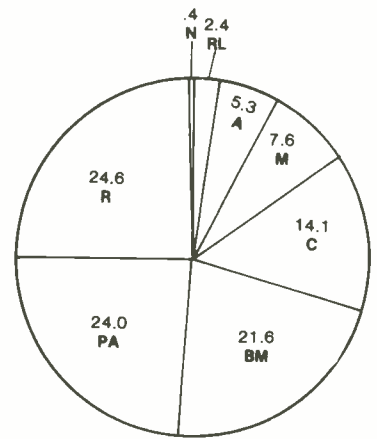
Adults 25-54		
M-S, 6am-Midnight		
POP(00): 1388		
A/M '78	A/M '79	A/M '80
1 WSBA-AM	WSBA-AM	WSBA-AM
2 WSBA-FM	WSBA-FM	WYCR-FM
3 WYCR-FM	WNOW-AM	WQXA-FM
4 WZIX-AM	WQXA-FM	WSBA-FM
5 WQXA-FM	WNCE-FM	WNOW-AM

M-F, 6-10am		
1 WSBA-AM	WSBA-AM	WSBA-AM
2 WSBA-FM	WSBA-FM	WYCR-FM
3 WHVR-AM	WNOW-AM	WYCR-FM
4 WYCR-FM	WQXA-FM	WQXA-FM
5 WZIX-AM	WYCR-FM	WNOW-AM

M-F, 3-7pm		
1 WSBA-AM	WSBA-AM	WSBA-AM
2 WSBA-FM	WSBA-FM	WYCR-FM
3 WYCR-FM	WNOW-AM	WSBA-FM
4 WZIX-AM	WQXA-FM	WQXA-FM
5 WQXA-FM	WYCR-FM	WNCE-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

Youngstown-Warren

METRO RANK **67**

A/M'80 Market Overview

There was considerable consistency in the results of this sweep and the A/M'79 report. The top seven stations 12+ were in the same order as at that time. There have been some shifts since the O/N'79 sweep, however.

WKBN-FM reclaimed first place, standing atop the 25-54 rankings as well as the 12+ scorecard. In the 18-34 demos, WHOT captured the top slot while surpassing WYFM and WSRD. There were four stations with double-digit shares of the 25-54 audience. Stable at a mid-16 share of the key sales target, WKBN-FM led WKBN and Talk radio WBBW, both of which had 12 shares. This represented an upswing for WBBW but more than a five-share drop for WKBN. The loss was more apparent among men and was evident in the midday time slot.

Contemporary WYFM, besides being a major 18-34 factor, had a 10 share of the 25-54 audience. The station's 25-34 numbers were best in the market (just ahead of WHOT) and enabled WYFM to record viable numbers in both major sales targets.

In the young adult universe, WHOT was the leader this sweep. Up one-third from the O/N'79 survey, WHOT received better female numbers in particular, with the midday time period being a key. The station used a more extensive ad campaign than before, merging TV, newspaper ads, busboards, and outdoor boards into a coordinated effort. The key contest was the "Hot Wheels Giveaway," a drawing for two new cars.

The AOR leader in Youngstown, WSRD, earned increased shares but maintained a low profile in so doing. Up more than four shares to a mid-17 figure, WSRD used no outside advertising or major on-air promotion this sweep.

WYFM, as mentioned earlier, had a good 25-34 share that enabled it to remain in double digits in young adults. WYFM slipped to a 16 share (down from 18) in this report, so it will be interesting to see how the station compares in its close battle with WHOT in the O/N'80 survey.

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight

	A/M '79	O/N '79	A/M '80
1 WKBN-FM	16.2	WBBW-AM	14.4
2 WBBW-AM	15.1	WKBN-FM	13.7
3 WHOT-AM	11.6	WKBN-FM	11.2
4 WYFM-FM	10.6	WYFM-FM	10.5
5 WKBN-FM	8.6	WHOT-AM	9.6
6 WSRD-FM	5.1	WFMJ-AM	7.5
7 WFMJ-AM	3.5	WSRD-FM	4.2
8 WNIO-AM	2.6	WNIO-AM	4.4
9 WFAR-FM	2.3	WHOT-AM	3.8
10 WHHH-AM	2.1	WMM S-FM	3.1
11 WMM S-FM	2.1	WQXK-FM	1.9
12 WWWE-AM	2.0	WQXK-FM	1.7
13 WQXK-FM	2.0	WQXK-FM	1.7
14 WQFT-AM	1.2	WQXK-FM	1.4
15 WQXK-FM	1.1	WQXK-FM	1.1
16 WSOB-FM	0.9	WQXK-FM	0.9
17 WTCL-AM	0.9	WQXK-FM	0.9
18 WTOP-FM	0.8	WQXK-FM	0.9
19 WDMT-FM	0.6	WQXK-FM	0.9
20 WPIC-AM	0.5	WQXK-FM	0.7
21 WQOD-FM	0.5	WQXK-FM	0.6
22 WFAR-AM	0.3	WQXK-FM	0.4

Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 4504			
	A/M '79	O/N '79	A/M '80
1 WKBN-FM	107	WBBW-AM	99
2 WBBW-AM	100	WKBN-FM	94
3 WHOT-AM	77	WKBN-FM	77
4 WYFM-FM	70	WYFM-FM	72
5 WKBN-FM	57	WHOT-AM	61

M-F, 6-10am		
1 WBBW-AM	WBBW-AM	WBBW-AM
2 WHOT-AM	WKBN-AM	WHOT-AM
3 WKBN-FM	WHOT-AM	WKBN-AM
4 WKBN-FM	WKBN-FM	WKBN-FM
5 WYFM-FM	WYFM-FM	WYFM-FM

M-F, 3-7pm		
1 WKBN-FM	WKBN-FM	WKBN-FM
2 WYFM-FM	WYFM-FM	WHOT-AM
3 WBBW-AM	WBBW-AM	WYFM-FM
4 WHOT-AM	WKBN-AM	WSRD-FM
5 WKBN-AM	WHOT-AM	WBBW-AM

Teens M-S, 6am-Midnight POP(00): 602		
A/M '79	O/N '79	A/M '80
1 WYFM-FM	WYFM-FM	WYFM-FM
2 WHOT-AM	WHOT-AM	WHOT-AM
3 WSRD-FM	WSRD-FM	WSRD-FM

M-F, 6-10am		
1 WHOT-AM	WHOT-AM	WHOT-AM
2 WYFM-FM	WYFM-FM	WYFM-FM
3 WQFT-AM	WKBN-AM	WBBW-AM

M-F, 3-7pm		
1 WYFM-FM	WYFM-FM	WSRD-FM
2 WHOT-AM	WHOT-AM	WHOT-AM
3 WSRD-FM	WSRD-FM	WYFM-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 1474		
A/M '79	O/N '79	A/M '80
1 WHOT-AM	WYFM-FM	WHOT-AM
2 WYFM-FM	WHOT-AM	WSRD-FM
3 WSRD-FM	WSRD-FM	WYFM-FM
4 WKBN-FM	WKBN-AM	WMM S-FM
5 WKBN-AM	WMM S-FM	WDJQ-FM

M-F, 6-10am		
1 WHOT-AM	WHOT-AM	WHOT-AM
2 WYFM-FM	WYFM-FM	WYFM-FM
3 WKBN-AM	WKBN-AM	WSRD-FM
4 WKBN-FM	WBBW-AM	WMM S-FM
5 WSRD-FM	WSRD-FM	WKBN-AM

M-F, 3-7pm		
1 WHOT-AM	WYFM-FM	WSRD-FM
2 WYFM-FM	WSRD-FM	WHOT-AM
3 WSRD-FM	WHOT-AM	WYFM-FM
4 WKBN-FM	WKBN-AM	WMM S-FM
5 WMM S-FM	WMM S-FM	WDJQ-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 2112		
A/M '79	O/N '79	A/M '80
1 WKBN-FM	WKBN-FM	WKBN-FM
2 WHOT-AM	WKBN-AM	WKBN-AM
3 WKBN-AM	WBBW-AM	WBBW-AM
4 WYFM-FM	WYFM-FM	WYFM-FM
5 WBBW-AM	WNIO-AM	WHOT-AM

M-F, 6-10am		
1 WHOT-AM	WKBN-AM	WBBW-AM
2 WBBW-AM	WBBW-AM	WKBN-AM
3 WKBN-FM	WKBN-FM	WKBN-FM
4 WKBN-AM	WHOT-AM	WHOT-AM
5 WYFM-FM	WYFM-FM	WYFM-FM

M-F, 3-7pm		
1 WKBN-FM	WKBN-FM	WKBN-FM
2 WHOT-AM	WKBN-AM	WYFM-FM
3 WYFM-FM	WYFM-FM	WKBN-AM
4 WBBW-AM	WQIZ-FM	WHOT-AM
5 WKBN-AM	WBBW-AM	WBBW-AM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 4504					
	A/M '79	O/N '79	A/M '80		A/M '80
1 WHOT-AM	1429	WYFM-FM	1258	WHOT-AM	1287
2 WYFM-FM	1259	WKBN-AM	1247	WKBN-FM	1249
3 WKBN-FM	1193	WKBN-FM	1200	WYFM-FM	1181
4 WBBW-AM	1062	WBBW-AM	1158	WKBN-AM	1167
5 WKBN-AM	1005	WHOT-AM	1144	WBBW-AM	1133

M-F, 6-10am					
	A/M '79	O/N '79	A/M '80		A/M '80
1 WHOT-AM		WBBW-AM		WBBW-AM	
2 WBBW-AM		WKBN-AM		WHOT-AM	
3 WKBN-FM		WHOT-AM		WKBN-AM	
4 WKBN-AM		WYFM-FM		WKBN-FM	
5 WYFM-FM		WKBN-FM		WYFM-FM	

M-F, 3-7pm					
	A/M '79	O/N '79	A/M '80		A/M '80
1 WHOT-AM		WYFM-FM		WKBN-FM	
2 WYFM-FM		WKBN-FM		WHOT-AM	
3 WKBN-FM		WHOT-AM		WYFM-FM	
4 WBBW-AM		WKBN-AM		WSRD-FM	
5 WSRD-FM		WBBW-AM		WKBN-AM	

Teens M-S, 6am-Midnight POP(00): 602					
	A/M '79	O/N '79	A/M '80		A/M '80
1 WYFM-FM		WYFM-FM		WYFM-FM	
2 WHOT-AM		WHOT-AM		WHOT-AM	
3 WSRD-FM		WSRD-FM		WSRD-FM	

M-F, 6-10am					
	A/M '79	O/N '79	A/M '80		A/M '80
1 WHOT-AM		WYFM-FM		WHOT-AM	
2 WYFM-FM		WHOT-AM		WYFM-FM	
3 WMM S-FM		WKBN-AM		WSRD-FM	

M-F, 3-7pm					
	A/M '79	O/N '79	A/M '80		A/M '80
1 WYFM-FM		WYFM-FM		WYFM-FM	
2 WHOT-AM		WHOT-AM		WHOT-AM	
3 WSRD-FM		WSRD-FM		WSRD-FM	

Adults 18-34 M-S, 6am-Midnight POP(00): 1474		
A/M '79	O/N '79	A/M '80
1 WHOT-AM	WHOT-AM	WHOT-AM
2 WYFM-FM	WYFM-FM	WYFM-FM
3 WSRD-FM	WSRD-FM	WSRD-FM
4 WKBN-FM	WKBN-AM	WMM S-FM
5 WKBN-AM	WBBW-AM	WKBN-FM

M-F, 6-10am		
1 WHOT-AM	WHOT-AM	WHOT-AM
2 WYFM-FM	WYFM-FM	WYFM-FM
3 WSRD-FM	WKBN-AM	WSRD-FM
4 WKBN-AM	WSRD-FM	WMM S-FM
5 WKBN-FM	WBBW-AM	WKBN-AM

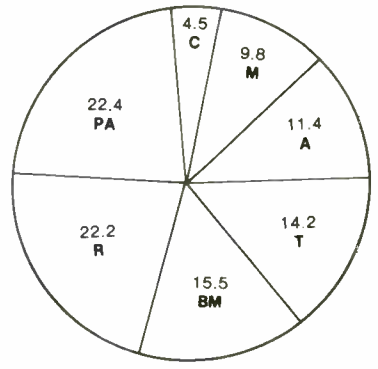
Adults 25-54 M-S, 6am-Midnight POP(00): 2112		
A/M '79	O/N '79	A/M '80
1 WKBN-FM	WKBN-AM	WKBN-FM
2 WHOT-AM	WKBN-FM	WKBN-AM
3 WKBN-AM	WYFM-FM	WHOT-AM
4 WYFM-FM	WHOT-AM	WYFM-FM
5 WBBW-AM	WBBW-AM	WBBW-AM

M-F, 6-10am		
1 WHOT-AM	WKBN-AM	WKBN-AM
2 WKBN-FM	WBBW-AM	WKBN-AM
3 WKBN-AM	WHOT-AM	WKBN-FM
4 WBBW-AM	WKBN-FM	WBBW-AM
5 WFMJ-AM	WYFM-FM	WYFM-FM

M-F, 3-7pm		
1 WKBN-FM	WKBN-AM	WKBN-FM
2 WYFM-FM	WKBN-FM	WHOT-AM
3 WHOT-AM	WYFM-FM	WKBN-AM
4 WKBN-AM	WHOT-AM	WYFM-FM
5 WBBW-AM	WSRD-FM	WBBW-AM

Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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