

Radio & Records

RATINGS REPORT

- COMPLETE RATINGS ANALYSIS OF 174 MARKETS • 1977-1979 RATINGS TRENDS
- SUMMER BOOKS INCLUDED • FORMAT PENETRATION CHARTS FOR ALL MARKETS
- INTERVIEWS, EXPLANATIONS, AND FORMULAS

A dramatic sky with a rainbow in the upper left, scattered white clouds, and a large, bright lightning bolt striking down over a dense cityscape of skyscrapers. The scene is captured from an elevated perspective, showing the intricate details of the urban environment.

MCA PROMOTION. CHARGING!

MCA RECORDS

Radio & Records



Radio & Records Ratings Report, 1979 Edition

Editor: *Jhan Hiber*

Associate Editor: *Linda Moshontz*

Art Director: *Richard Zumwalt*

Contributing Editors: *Ken Barnes, Pam Bellamy, Jim Duncan, Jeff Gelb, Mike Kasabo, John Leader, Gail Mitchell, Bill Speed*

Production: *Richard Agata, Marilyn Frandsen, Sandra Gutierrez, Leslie Halpern, Beth Talbert, Kent Thomas, Roger Zumwalt*

Radio & Records Ratings Report is published by Radio & Records, Inc., 1930 Century Park West, L.A., CA 90067. All reasonable care taken but no responsibility assumed for incorrect listings. Nothing may be reproduced in whole or in part without written permission from the Publisher. Printed in U.S.A. Mailed first class to the United States, Canada, England, Australia, New Zealand, and Japan. © 1979 Radio & Records, Inc. A division of Harte-Hanks Communications.

Welcome to the first comprehensive Ratings Report from **Radio & Records**. As you can tell from the heft of this document, we at **R&R** want to provide you with the last word on what took place during the **Arbitron** ratings sweeps. We have solicited your ideas on what information you'd like to see in a piece like this, and we thank you for your suggestions. After you have read through our first really substantial ratings review publication, please let us have your thoughts on how we can make the next edition even more useful and valuable to you.

R&R has pioneered a number of innovations in the industry, and this publication continues in that tradition. It premieres a review and computer analysis of all 174 syndicated **Arbitron** markets, a market-by-market format penetration analysis, coverage of the two latest surveys (April/May 1979 and July/August 1979), and a detailing of the information needed to compute the accuracy of your station's estimates.

At this time I think it appropriate to thank some key members of the **R&R** staff. Without the help of Associate Editor **Linda Moshontz**, you might be receiving this just in time for Christmas. Our format editors were a big help in calling stations around the country to delve into what went on during the ratings sweeps. Thanks to Art Director **Richard Zumwalt** and the entire production staff who labored untold hours to produce this document, and to News Editor **Ken Barnes** for editorial polishing. And finally, thanks are not enough to send to **Gil Bond**, General Manager of **Market-Buy-Market**. The **Market-Buy-Market** computer service which we at **R&R** have in-house was a big asset in producing these analyses. Without the assistance of Gil and the other good people at **Golden West**, this project might not have come to fruition.

Now, go ahead and dig in . . .

PLEASE NOTE!!

You'll note that all simulcast stations are listed separately in the most recent April/May '79 ratings. This has been done to give you a better look at AM versus FM listening for the markets involved.

R&R and the staff of **Market-Buy-Market** have discovered a potential problem with the way **Arbitron** computes its total week 12+ shares. Manual and computerized double-checking has been done to verify that the numbers you will see on the **Market-Buy-Market** printouts are more precise than what may appear in your ratings book for a 12+ share for the total week. **Arbitron** is working to correct the problem, but in the meantime we at **R&R** wanted you to know more exactly what your 12+ share really is. In most cases, the difference between **Arbitron** and the more precise figures is small, only one-tenth of a share point. Usually the figure in your rating book will be low when compared to the printouts in our Ratings Report. At any rate, we wanted you to know why the figures on the enclosed printouts, the more exact figures, are different from what may show in your **Arbitron** book.

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.

3D SERIES



Broadcasters' No. 1 Choice

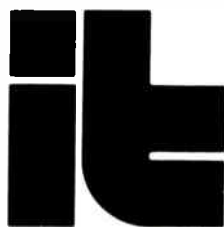
Proven.
Over 5,000 ITC 3D's in
use—15,000 decks—
Stereo and Mono.

Economical.
Three premium line repro-
ducers cost little more
than two SP Series
single decks.

Compact.
Three deck convenience in
the space of two SP single
decks.

Recorder.
Add a WRA Recording
Amplifier and the bottom
deck becomes a Master
Recorder/Reproducer.

© 1979 ITC



To place a no-risk order (30 day guarantee of satisfaction)
Call Toll-Free: 800-447-0414.
In Alaska, Hawaii or Illinois Call Collect: 309-828-1381

INTERNATIONAL TAPETRONICS CORPORATION
2425 South Main Street, Bloomington, Illinois 61701
Marketed exclusively in Canada by McCurdy Radio Industries, Ltd. Toronto

THE MUSIC OF NOW & THEN

FM 99.4 WXLO

RKO RADIO FOR NEW YORK

THE
R&R

**'TRAVELING
CONVENTIONS'**
ARE
COMING TO YOU

IN 1980

**WASHINGTON D.C.
CHICAGO
ATLANTA
SEATTLE
DALLAS
KANSAS CITY
LOS ANGELES**

**MORE CITIES AND MEETINGS DATES WILL BE ANNOUNCED
WITH THE PROGRAM SCHEDULES IN JANUARY**

Contents

Glossary Page 6

A handy collection of terms that will help you translate Arbitrons into English and understandable results with much greater ease.

Arbitron Ratings: A Look At The "Bible" 's Accuracy Page 12

How much wobble is there in Arbitron ratings? Much more than most people think, Jhan Hiber concludes. Included are some formulas to figure out the extent of the statistical fluctuation in your market, and how it can affect you.

Formulas Page 14

A series of simple mathematical calculations to help you get a lot more out of your basic Arbitron figures. Pinpoint the precise results you want to see with the aid of these useful formulas.

Interview With Rick Aurichio Page 196

Arbitron Radio's VP/GM discusses the ratings giant today, and how it's measuring up for the '80's. An advance look into the ratings future.

Interview With Gary Stevens Page 200

Starting a radio station from scratch and approaching double figures in your first ratings book is no easy task, but Doubleday did it with KWK-WWWK in St. Louis. Doubleday President Gary Stevens describes the process.

Markets

Akron	18	Ft. Wayne	95	Orlando	170
Albany-Schenectady-Troy	19	Fresno	96	Philadelphia	173
Albuquerque	20	Grand Rapids	97	Phoenix	176
Allentown-Bethlehem-Easton	21	Great Falls	98	Pittsburgh	177
Altoona	22	Green Bay	99	Portland, ME	180
Amarillo	23	Greensboro-Winston Salem-High Point	100	Portland, OR	181
Anaheim-Santa Ana-Garden Grove	24	Greenville-New Bern, WA	101	Providence-Warwick-Pawtucket	182
Anchorage	25	Greenville-Spartanburg, SC	102	Pueblo	183
Appleton-Oshkosh	26	Harrisburg	103	Raleigh-Durham	184
Asheville	27	Hartford-New Britain	104	Reading, PA	185
Atlanta	28	Honolulu	105	Reno	186
Atlantic City	30	Houston-Galveston	106	Richland-Kennebec-Pasco	187
Augusta	31	Huntington-Ashland	110	Richmond	188
Austin, TX	32	Huntsville, AL	111	Roanoke	189
Bakersfield	33	Indianapolis	112	Rochester, NY	190
Baltimore	34	Jackson, MS	113	Rockford	191
Baton Rouge	37	Jacksonville	114	Sacramento	192
Beaumont-Port Arthur-Orange	38	Johnson City-Kingsport-Bristol	115	Saginaw	193
Billings	39	Kalamazoo-Portage	116	St. Louis	194
Binghamton	40	Kansas City	117	Salinas-Seaside-Monterey	202
Birmingham	41	Knoxville	118	Salt Lake City-Ogden	203
Bloomington, IL	42	Lafayette, LA	119	San Antonio	204
Boise	43	Lakeland-Winter Haven, FL	120	San Diego	205
Boston	44	Lancaster	121	San Francisco	207
Bridgeport	48	Lansing-East Lansing	122	San Jose	210
Buffalo	49	Las Vegas	123	Sarasota-Bradenton	212
Burlington-Plattsburgh	51	Lexington-Fayette	124	Savannah	213
Canton	54	Lincoln	125	Seattle-Everett-Tacoma	214
Casper, WY	55	Little Rock-No. Little Rock	126	Shreveport	217
Cedar Rapids	56	Los Angeles	127	Sioux Falls, SD	218
Charleston-No. Charleston, SC	57	Louisville	132	South Bend	219
Charleston, W. VA	58	Lubbock	133	Spokane	220
Charlotte-Gastonia	59	Lynchburg, VA	134	Springfield-Chicopee-Holyoke	221
Chattanooga	60	Macon	135	Springfield, MO	222
Chicago	62	Madison	136	Stockton	223
Cincinnati	66	Manchester	137	Syracuse	224
Cleveland	67	McAllen-Brownsville	138	Tallahassee	225
Colorado Springs	70	Medford-Ashland	139	Tampa-St. Petersburg	226
Columbia, SC	71	Melbourne-Titusville-Cocoa, FL	140	Terre Haute	228
Columbus, GA	72	Memphis	141	Toledo	229
Columbus, OH	73	Miami	142	Topeka	230
Corpus Christi	74	Miami-FL Lauderdale	144	Tucson	231
Dallas	75	Milwaukee	146	Tulsa	232
Davenport-Rock Island-Moline	78	Minneapolis-St. Paul	148	Utica	233
Dayton	79	Mobile	152	Waco	234
Daytona Beach	80	Modesto	154	Washington, DC	235
Denver	81	Montgomery	156	Waterloo-Cedar Falls	238
Des Moines	82	Nashville-Davidson	157	West Palm Beach-Boca Raton	239
Detroit	83	Nassau-Suffolk	158	Wheeling	240
Duluth-Superior	86	New Bedford-Fall River, MA	159	Wichita, KS	241
El Paso	87	New Haven-West Haven	160	Wichita Falls, TX	242
Erle	88	New Orleans	161	Wilmington, DE	244
Eugene-Springfield	89	New York	164	Wilmington, NC-Worcester	245
Evansville	90	Norfolk-Portsmouth-Newport News-Hampton	166	Yakima	246
Fargo	91	Northeast Pennsylvania	167	York	247
Fayetteville	92	(Wilkes Barre-Scranton)		Youngstown-Warren	248
Flint	93	Oklahoma City	168		
Ft. Lauderdale-Hollywood	94	Omaha-Council Bluffs	169		

**Thanks to radio,
we don't have to broadcast
our successes.**

Epic-Portrait[™]



"Epic"  "Portrait"  are trademarks of CBS Inc. © 1970 CBS Inc.

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's 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, 45-54 and 55-64; Women 18-24, 25-34, 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. Currently requires approval of 50% of subscriber stations in a market for Arbitron to institute it, as it is more costly. Designed to improve survey coverage of listeners from both ends of the economic spectrum, particularly minorities, it is now being used in eight markets as of October 1978.

Extended Measurement

A new Arbitron survey period covering 12 weeks instead of the customary four per survey period. Extended Measurement figures are given for Seattle and New Orleans' April/May '78 survey, the first pilot test of EM by Arbitron, and for subsequent books in those markets and Indianapolis, the next market to receive EM surveys.

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 HDSA's (High Density Spanish Area).

Hour-By-Hour Estimates

Stations' Average Persons TSA and MSA and Metro Shares shown on an hour-by-hour basis in the Monday-Friday 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.

In-Tab Sample

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

(Please turn to page 10)

**When over 400 talented people
work with you,
good things happen.
Radio listeners in Chicago,
Cleveland, Detroit, Los Angeles,
San Diego and St. Louis
have found that out.
Let's hear it for all 400.**

(And now, let's get back to work.)



*Combined Communications Radio Division is
a wholly owned subsidiary of Gannett Company, Inc.
3180 University Avenue • San Diego, California 92104 •
(714) 283-7121*

WVON-AM, WGCI-FM, WWWF-AM, WDOK-FM, WCZY-AM/FM, KIIS-AM/FM, KEZL-FM, KSDO-AM, KSD-AM, KCFM-FM





CORNERSTONE

REUNION
SP

MUSIC FOR THE 80'S



ON ASM RECORDS & TAPES

© 1992 ASM Records, Inc. All Rights Reserved

Glossary Of Terms

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.

Population Estimates/ Sample Distribution Page

This page of an Arbitron market report presents the reader with an estimate of the total population for 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.

Sampling Unit

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

Total 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. If a county in the Metro of another market shares a border with the Metro of the market being measured, then that county becomes part of the measured TSA if 5% of the Cume listenership is to stations in that Metro.

Universe

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

Elementary Procedures For Market Overview

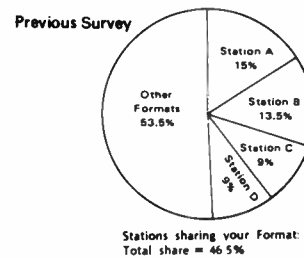
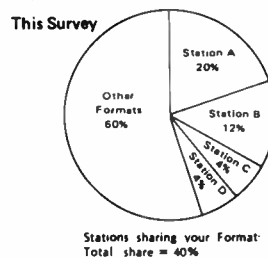
Faced with the vast array of tables and statistics in an Arbitron market report, many readers are intimidated or become unsure about where to begin their analysis. The following suggestions serve as a simple guide for extracting useful information about a radio station or a market as a whole from a report.

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.

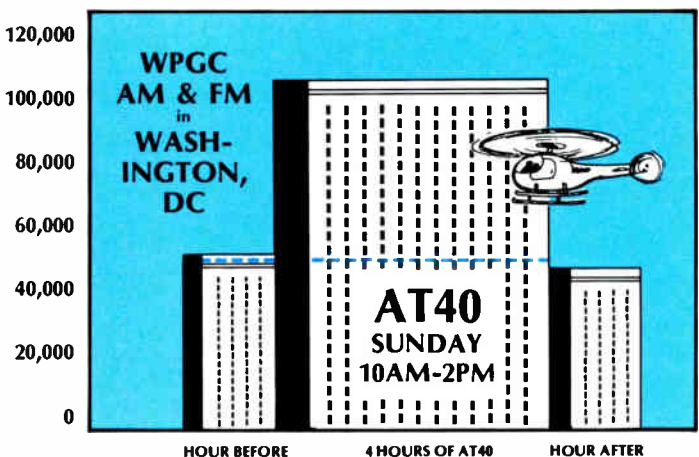
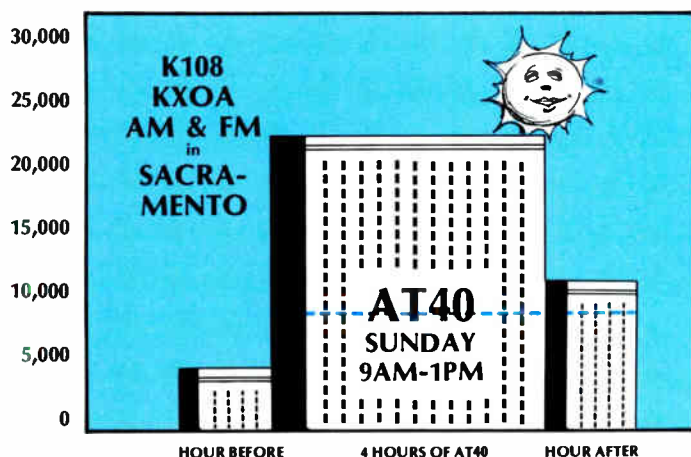
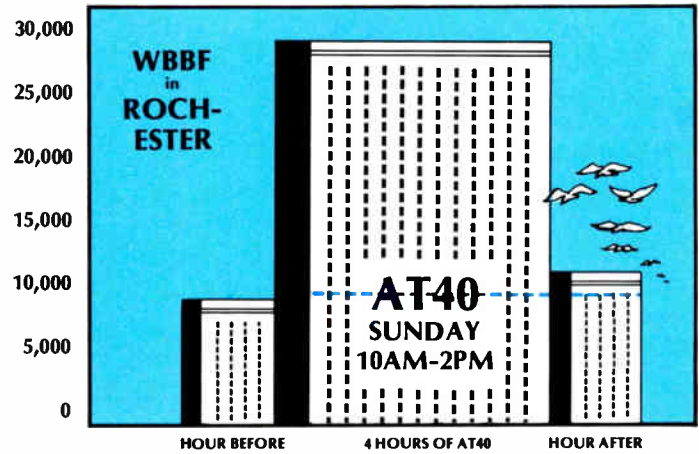
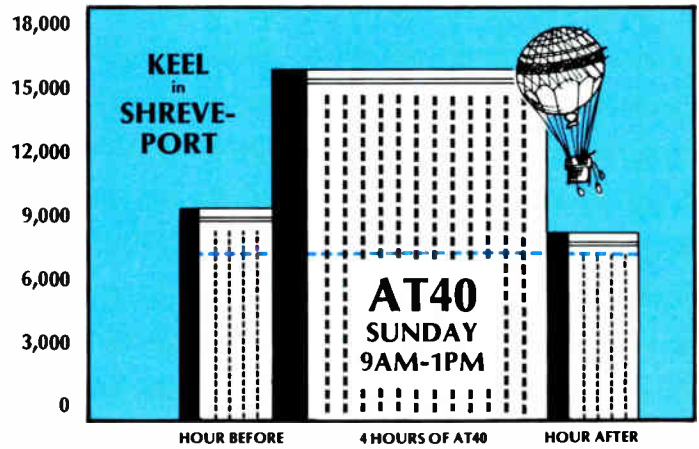
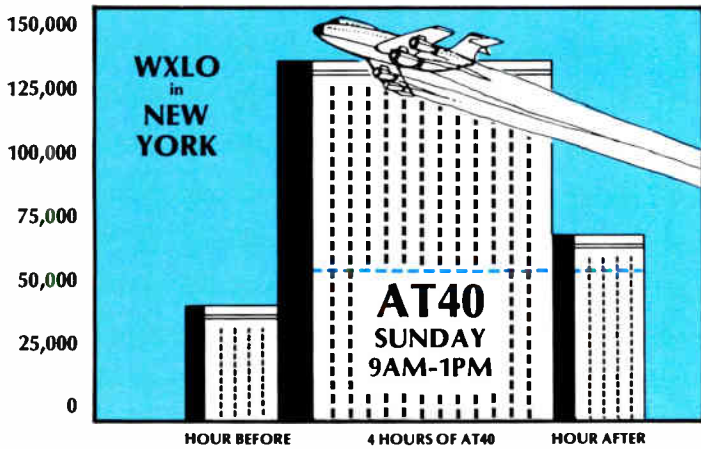


4) Compare changes in Exclusive Cumes for a station.

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.

AMERICAN TOP 40 TAKES YOU HIGHER



STATION AVERAGE
MON.-SUN. 6AM-12M

Through special computer access (data available on request) we've been able to chart hour-by-hour American Top 40 listening patterns at six subscribing stations according to April-May 1979 Arbitron surveys. Vertical figures represent AQH, Adults 18-34 plus teens, TSA. While Casey Kasem counts 'em down, audiences build up.



© 1979 Watermark, Inc.

Get American Top 40 on and then let it take you higher . . . and higher.

AMERICAN TOP 40 is based on Billboard's weekly Hot 100 and produced in compatible stereo by WATERMARK, INC., makers of ALIEN WORLDS, AMERICAN COUNTRY COUNTDOWN, PROFILES IN ROCK and THE ROBERT W. MORGAN SPECIAL OF THE WEEK.

10700 Ventura Blvd. No. Hollywood, CA 91604 213/980-9490

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, with the release of the April/May Arbitron reports, 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.) Later in the article, we'll discuss the significance of this flux.

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 I 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
(Adults 24-49 Average Rating, M-F, 6-10am)

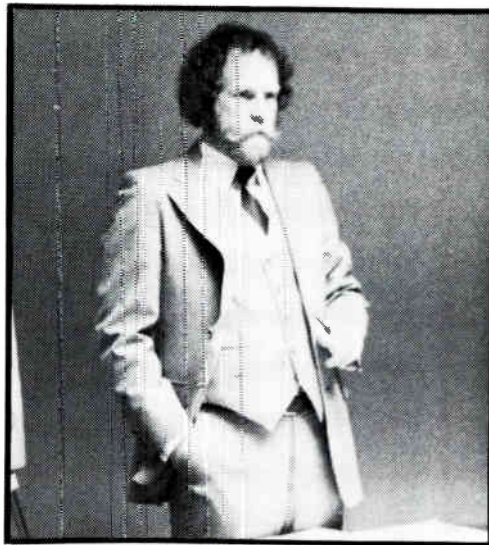
$$p = 4.3$$

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

Population Group	Efficiency of Average Ratings Based on Number of Quarter-Hours in Day-Part					
	20	80	100	180	504	
Total Persons	12-4	1.2	1.9	2.0	2.1	2.4
Total Adults	18+	1.3	2.0	2.1	2.3	2.6
Total Men	18+	1.4	2.5	2.7	3.0	3.4
Total Women	18+	1.5	2.5	2.7	3.0	3.4
Adults	18-49	1.5	2.6	2.7	3.1	3.6
Men	18-49	1.5	3.0	3.4	4.1	5.5
Women	18-49	1.6	2.9	3.2	3.6	4.3
Adults	35-64	1.4	2.4	2.6	2.9	3.4
Men	35-64	1.4	2.8	3.1	3.7	4.9
Women	35-64	1.6	2.8	3.0	3.4	4.1
Adults	25-49	1.5	2.7	2.9	3.3	3.9
Men	25-49	1.5	3.0	3.4	4.2	5.7
Women	25-49	1.6	3.0	3.2	3.7	4.5
Adults	50+	1.5	2.8	2.7	3.1	3.8
Men	50+	1.4	2.8	3.1	3.6	5.3
Women	50+	1.6	2.8	3.0	3.5	4.2
Adults	55-64	1.5	2.8	3.1	3.6	4.5
Men	55-64	1.5	3.1	3.5	4.3	6.2
Women	55-64	1.6	3.1	3.3	3.9	4.8
Adults	18-34	1.6	3.2	3.5	4.1	5.2
Men	18-34	1.6	3.7	4.2	5.3	7.8
Women	18-34	1.7	3.4	3.7	4.4	5.5
Adults	50-64	1.5	2.7	3.0	3.4	4.3
Men	50-64	1.5	2.9	3.2	3.7	4.8
Women	50-64	1.6	2.9	3.2	3.7	4.8
Teens	12-17	2.0	4.4	4.9	5.9	7.9
Adults	25-34	1.6	3.3	3.7	4.4	5.7
Men	25-34	1.6	3.6	4.2	5.3	8.2
Women	25-34	1.7	3.4	3.8	4.4	4.6
Adults	18-34	1.8	3.9	4.3	5.2	7.0
Men	18-34	1.7	4.3	4.9	6.3	9.9
Women	18-34	1.9	3.9	4.3	5.1	6.6
Adults	20	1.55	3.09	3.40	4.05	5.29
Men	20	1.49	3.27	3.70	4.69	7.09
Women	20	1.64	3.22	3.53	4.14	5.28
Adults	45-54	1.53	2.98	3.28	3.86	5.03
Men	45-54	1.46	3.10	3.50	4.42	6.68
Women	45-54	1.62	3.11	3.39	3.97	5.03
Adults	55-64	1.53	2.91	3.19	3.79	4.93
Men	55-64	1.46	3.01	3.39	4.27	6.43
Women	55-64	1.62	3.05	3.32	3.88	4.91

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 Efficiency" S.E. = 2.7. 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:

$$\frac{(p \times q)}{630 \times 2.7} = \frac{4.3 \times 95.7}{1701} = .24$$

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

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

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.

Industry Impact . . . Enormous

The implications of the above calculations are vast. Station managers and program directors would be pleased perhaps with a 5.3 (and the share generated by such an average rating), while a 3.3 rating might get everyone's ulcers working overtime. Yet, both of these average ratings are within the same statistical realm represented by the 4.3 in the book.

Given this flux, agency buyers, who make buying decisions based on one number being just slightly better than another, are kidding themselves and their clients. Likewise, station managers or program directors who panic at a lower number or rejoice at a higher rating are not necessarily making wise decisions. The gain or loss may be a statistical illusion. The massive firings and job shifts that take place in the wake of Arbitron results don't make sense unless the GM or PD has a three-book or four-book trend to increase statistical reliability for better management decisions.

Bottom line on this is that you now know how to determine the "wobble" inherent in the estimates generated by Arbitron. This procedure outlined here is much more exact than Nomograph. Before the next Arbitron report is released to your market, do some practice calculations from a previous book. Then, when your market report is received, you can analyze the ups and downs carefully, using the information here. If you'd like more on this whole area, or have questions, call your Arbitron rep, or call or write to me. May the formula be with you.

--Jhan Hiber

ON THE AIR



© 1979 CAPITOL RECORDS, INC.

Arbitron Survey Formulas: Short-Cuts To Understanding Data

The following section presents a number of simple mathematical formulas which utilize Arbitron survey figures to arrive at answers to some questions interesting to programmers and advertisers. Use of the formulas enables readers to make specific problem-solving use of the Arbitron market reports.

Each formula is presented in a format which includes the question to be answered, its answer in words, the mathematical formula to calculate the answer, and a few practical applications of the results.

Question: How much time does the average person spend listening to a station?

Answer: Calculate Average TIME SPENT LISTENING (TSL). This can be figured for specific dayparts. You'll need to know the number of quarter-hours in Arbitron's basic dayparts. The total for Mon-Sun 6am-midnight is 504. Divided up, the totals are:

Mon-Fri	6-10am	80	quarter-hours
Mon-Fri	10am-3pm	100	
Mon-Fri	3-7pm	80	
Mon-Fri	7pm-mid	100	
Saturday	6-10am	16	
Saturday	10am-3pm	20	
Saturday	3-7pm	16	
Saturday	7pm-mid	20	
Sunday	6-10am	16	
Sunday	10am-3pm	20	
Sunday	3-7pm	16	
Sunday	7pm-mid	20	

Question: How well is a station reaching its target audience?

Answer: Compare TSL figures for your target audience and your total audience to compute an ETA (Efficiency of Target Audience) figure.

Formula:

$$ETA = \frac{\text{Target Audience TSL}}{\text{Total Audience TSL}}$$

The higher the ETA, the better the station is reaching its target audience.

Applications:

- A) Calculate which demographic is most efficiently reached on a station.
- B) Compare different dayparts to determine the time of the greatest ETA.
- C) Compare ETA's of different stations with similar target audiences.

Formula:

TSL =

$$\frac{\text{Average } \frac{1}{4} \text{ hour Audience X Quarter-Hours in Daypart}}{\text{Cume Audience}}$$

Applications:

- A) Compare a station's TSL figure with other similarly-formatted station's TSL's.
- B) Compute a market TSL average by calculating the TSL for each station and taking an average.

Question: How many different groups of people contribute to a station's average audience?

Answer: Calculate the station's TURNOVER RATIO (T/O).

Formula:

$$T/O = \frac{\text{Cume Audience}}{\text{Average } \frac{1}{4} \text{ hr Audience}}$$

Applications:

- A) Compare Turnover Ratios of stations in the market.
- B) Compute T/O for specific demographic groups, and determine which group turns over least on a station (the lower the T/O, the longer the group is listening).
- C) Compare T/O's in different dayparts.

(Please turn to page 17)

PROMOTING & SERVICING ALBUM ORIENTED RADIO STATIONS IN THE NORTHEAST



STEVEN LEEDS PROMOTIONS

130 WEST 57th ST.
SUITE 12B
NEW YORK, N.Y.
10019
TEL. 212-765-8553

The Country Doctor

**A Country Specialist With A Proven
Major Market Track Record.**

If you have dizzy spells, from dropping cumes, shortness of breath because of low quarter-hours, sagging promotions, and constant headaches caused by reduced profit margins, we can help.

If you are country today or will be soon, call (817) 731-0218 for a professional prescription for good rating health.

The Country Doctor/Don Thomson
Radio Programming Consultant
Suite 1002, Ridglea Bank Building
Fort Worth, Texas 76116



Everyone Looks Up to the News Blimp

Ask any of our affiliate P.D.'s at 150 top rock stations across the country. They'll tell you the NEWS BLIMP makes news entertaining by mixing rock music, comedy and sound effects to create a dynamic, informative news feature.

NEWS BLIMPS, the winner of Billboard's award for "Best Syndicated Program of the Year" and the 1979 Ohio State Award for Journalism, is available to your station on a market exclusive basis. If you'd like to experience the NEWS BLIMP — call Progressive Radio Network in New York at (212) 585-2717 (collect) and we'll send you the best news in the air today!

Progressive Radio Network
321 RIDER AVENUE BRONX NEW YORK 10451

"Our audience enjoys getting solid information and having a good time while listening to it."
Mike Bushy, P.D. WBLM/Portland

"... BLIMPS hold the listeners attention a lot longer than 'hard news'."
Rick Leibert, P.D. KGB/San Diego

"BLIMPS work well for us. It's more than just news. It's also entertainment!"
Paul Kelly, P.D. WQFM/Milwaukee

"Every news staff in town tries to copy the BLIMP but they can never do the job as well as the real thing."
Alex Demers, P.D. WIOQ/Philadelphia

"The BLIMP is one of the few cases where rock music is used effectively in news."
David Sousa, P.D. WORJ/Oriando

presenting...



SD 29999

includes the hit single
"dirty white boy"¹⁶¹⁸
on atlantic records and tapes



Produced by Roy Thomas Baker with Mick Jones & Ian McDougal
Management: Bill Prager / ESP Management, Inc.

Question: What percentage of listeners in one time period also listens to a station in another time period?

Answer: Calculate the PERCENT RECYCLING of the audience.

Formula:

Percent Recycling =

$$\frac{\text{Cume Audience listening to both of two time periods}}{\text{Cume Audience listening to one of the two time periods}}$$

The top half of the equation is calculated by adding the cume figures for the two separate dayparts and subtracting the cume figure for the combined daypart (found in the Daypart Combination section of the report). Answer will be a percentage which represents the proportion of the audience in one daypart which recycles into the other daypart.

Applications:

- Determine percentage of audience that recycles from one part of the week (weekdays 6am-midnight, for example) to another part (weekends).
- Calculate audience listening only to one of two time periods (total cume of one daypart minus those listening to both dayparts).
- Compare recycling of target audience for a station vs. total audience.
- Compare recycling between stations.

Question: During which hours does a station best reach its listeners?

Answer: Chart the station's HOUR-BY-HOUR AVERAGE and SHARE OF AUDIENCE INDEX.

This formula can be used with both average audience figures and shares.

Formula:

$$\text{Hour-By-Hour Index} = \frac{\text{Mon-Fri Hour-By-Hour figure}}{\text{Mon-Fri 6am-Mid figure}}$$

Applications:

- Track a station's average and share index results throughout the day — highest index figure indicates hour in which station is best reaching audience.
- Compare with other stations in as much detail as desired.
- Compare index figures Men vs. Women.

Question: How much of a station's audience listens only to that station?

Answer: Calculate percentage of Cume Audience that's exclusive.

Formula:

$$\text{Percent Exclusive} = \frac{\text{Station's Exclusive Cume}}{\text{Station's Total Cume}}$$

Applications:

- Compare Percent Exclusive Cumes of various stations in market.
- Chart station's Percent Exclusive Cume over major dayparts.
- Compare Percent Exclusive Cumes demographically (Men 18+, for example).

Question: How does a specific station stack up against the market average of Away-From-Home listening?

Answer: Compute AWAY-FROM-HOME (AFH) Listening Index for station.

Formula:

$$\text{AFH Listening Index} = \frac{\text{Station's Percentage of AFH Listening}}{\text{Market's percentage of AFH Listening}}$$

Applications:

- Calculate AFH Listening Indexes for similarly-formatted stations.
- Determine difference (if any) between AM and FM stations' AFH Listening Indexes.
- Compute AFH Listening Indexes for different dayparts and demographics.

Question: Which are the most available audiences during certain times of the day?

Answer: Chart the demographic share of the audience hour by hour.

Formula:

$$\text{Hour-By-Hour Demographic Share} = \frac{\text{Target Audience Avg. Listening for market}}{\text{Total Audience 12 + Avg. Listening}}$$

Result is a percentage; the higher the percentage, the more available that segment of the audience is for listening.

Applications:

- Chart hour-by-hour Demographic Share for each hour of the broadcast day. Identify time periods when certain target demographics dominate listening.
- Determine which of several similarly-formatted stations gets best share of audience of a target demographic during various time periods.
- Identify hour-by-hour shifts in listening of various demographic groups. This enables programmers to shift emphasis toward the target groups which are strongest at given times.

Finally, a simple formula to determine the sample size in an Arbitron market survey for any demographic group. **Sample Size for age/sex demographic = Percent of Unweighted In-Tab Sample for that demographic multiplied by the total number of tabulated diaries for the market.** All the necessary figures are published on the Population Estimates/ Sample Distribution page of the report.

Akron

METRO RANK



A/M '79 Market Overview

Akron is a market struggling for identity in the shadow of a larger nearby market, Cleveland. Indeed, almost half of the overall listening in this book in Akron was to Cleveland stations, with Cleveland AOR leader **WMMS** scoring over a 10 share in Akron. Among the metro leaders, P/A stalwart **WAKR** stayed atop the market, although slipping slightly. **WSLR**, the Country station in Akron, enjoyed the biggest gains in this book, perhaps due to a bigger ad campaign than in the past (gave away a car, used plenty of newspaper) and to the two-year evolution into a successful sound.

Beautiful Music **WAEZ** dropped to just above a five share, owing its decline to large amounts of female defection from the station in every major day-part. On the other hand, Talk station **WHLO** rose to a 3.4 share, its best number in years. **WHLO's** main gains came from a large amount of increased listening by men, especially in midday and the evenings.

Overall, although showing significant Cleveland influence, Akron A/M '79 Arbitron was a stable report, with in-tab down slightly compared to the Fall '78 sweep.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 5,450

A/M '78	O/N '78	A/M '79			
1 WAKR-AM	13.8	WAKR-AM	16.1	WAKR-AM (PA)	14.3
2 WSLR-AM	2.2	WAEZ-FM	6.2	WSLR-AM (C)	8.2
3 WAEZ-FM	6.2	WSLR-AM	6.1	WCUF-AF (R)	5.2
4 WDRN-FM	3.8	WDRN-FM	4.6	WAEZ-FM (BM)	5.2
5 WKNT-AF	3.5	WKDD-FM	4.3	WDRN-FM (BM)	4.3
6 WKDD-FM	3.3	WCUF-AM	2.9	WKNT-AF (PA)	4.3
7 WHLO-AM	2.6	WHLO-AM	2.3	WHLO-AM (O)	3.4
8 WCUF-AM	2.3	WKNT-AF	2.1	WGCL-FM (R)	2.9
9 WDMT-FM	1.4	WDMT-FM	1.0	WNYH-AM (C)	1.8
10 WDRN-FM	0.6	WHRC-FM	0.9	WDMT-FM (O)	1.5
11 WTDI-FM	0.4	WYSW-FM	0.5	WHRC-FM (BM)	0.7
12 WHRC-AM	0.4	WQSW-FM	0.5	WQSW-FM (R)	0.5
13 WLYV-FM	0.4	WDRN-FM	0.4	WTDI-FM (RL)	0.5
14		WQSW-FM	0.5	WQSW-FM (BM)	0.5

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 5,450

A/M '78	O/N '78	A/M '79			
1 WAKR-AM	11.1	WAKR-AM	13.0	WAKR-AM	11.2
2 WSLR-AM	5.0	WAEZ-FM	6.4	WSLR-AM	7.9
3 WAEZ-FM	5.9	WSLR-AM	6.1	WCUF-AF	4.4
4 WDRN-FM	3.7	WDRN-FM	4.7	WAEZ-FM	4.4
5 WKNT-AF	3.5	WKDD-FM	3.5	WDRN-FM	3.7

M-F, 6-10am	M-F, 3-7pm
1 WAKR-AM	1 WAKR-AM
2 WSLR-AM	2 WSLR-AM
3 WAEZ-FM	3 WAEZ-FM
4 WDRN-FM	4 WDRN-FM
5 WHLO-AM	5 WKDD-FM

Teens

M-S, 6am-Midnight

POP(00): 740

A/M '78	O/N '78	A/M '79
1 WCUF-AM	WCUF-AM	WGCL-FM
2 WAKR-AM	WAKR-AM	WCUF-AF
3 WKNT-AF	WKDD-FM	WAKR-AM
4 WDMT-FM	WAEZ-FM	WQSW-FM
5 WKDD-FM	WSLR-AM	WAEZ-FM

M-F, 6-10am	M-F, 3-7pm
1 WCUF-AM	1 WCUF-AM
2 WAKR-AM	2 WAKR-AM
3 WKDD-FM	3 WAKR-AM
4 WKNT-AF	4 WKNT-AF
5 WDMT-FM	5 WAEZ-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 2,011

A/M '78	O/N '78	A/M '79
1 WKDD-FM	WKDD-FM	WCUF-AF
2 WAEZ-FM	WAKR-AM	WAKR-AM
3 WAKR-AM	WAEZ-FM	WSLR-AM
4 WCUF-AM	WCUF-AM	WDMT-FM
5 WSLR-AM	WKNT-AF	WKNT-AF

M-F, 6-10am	M-F, 3-7pm
1 WAKR-AM	1 WAKR-AM
2 WAEZ-FM	2 WAEZ-FM
3 WKDD-FM	3 WAKR-AM
4 WSLR-AM	4 WCUF-AM
5 WHLO-AM	5 WSLR-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 2,117

A/M '78	O/N '78	A/M '79
1 WAEZ-FM	WAKR-AM	WSLR-AM
2 WSLR-AM	WAEZ-FM	WAKR-AM
3 WAEZ-FM	WSLR-AM	WAEZ-FM
4 WDRN-FM	WHLO-AM	WDRN-FM
5 WTDI-FM	WKNT-AF	WHLO-AM

M-F, 6-10am	M-F, 3-7pm
1 WAKR-AM	1 WAKR-AM
2 WSLR-AM	2 WSLR-AM
3 WAEZ-FM	3 WHLO-AM
4 WDRN-FM	4 WAEZ-FM
5 WKNT-AF	5 WCUF-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 5,450

A/M '78	O/N '78	A/M '79			
1 WAKR-AM	10.7	WAKR-AM	12.2	WAKR-AM	11.9
2 WSLR-AM	8.7	WAEZ-FM	10.7	WSLR-AM	9.4
3 WAEZ-FM	8.5	WAEZ-FM	8.9	WCUF-AF	8.3
4 WDRN-FM	6.5	WDRN-FM	6.5	WAEZ-FM	7.0
5 WKDD-FM	3.4	WKDD-FM	3.9	WKDD-FM	3.9

M-F, 6-10am	M-F, 3-7pm
1 WAKR-AM	1 WAKR-AM
2 WSLR-AM	2 WSLR-AM
3 WAEZ-FM	3 WHLO-AM
4 WDRN-FM	4 WAEZ-FM
5 WKDD-FM	5 WKDD-FM

Teens

M-S, 6am-Midnight

POP(00): 740

A/M '78	O/N '78	A/M '79
1 WCUF-AM	WCUF-AM	WTDI-FM
2 WAKR-AM	WAKR-AM	WCUF-AF
3 WKDD-FM	WKDD-FM	WAKR-AM
4 WKNT-AF	WSLR-AM	WQSW-FM
5 WDMT-FM	WYFM-FM	WSLR-AM

M-F, 6-10am	M-F, 3-7pm
1 WCUF-AM	1 WCUF-AM
2 WAKR-AM	2 WAKR-AM
3 WKDD-FM	3 WKDD-FM
4 WKNT-AF	4 WSLR-AM
5 WDMT-FM	5 WYFM-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 2,011

A/M '78	O/N '78	A/M '79
1 WAKR-AM	WAKR-AM	WCUF-AF
2 WKDD-FM	WKDD-FM	WAKR-AM
3 WCUF-AM	WCUF-AM	WGCL-FM
4 WAEZ-FM	WSLR-AM	WSLR-AM
5 WSLR-AM	WKNT-AF	WDMT-FM

M-F, 6-10am	M-F, 3-7pm
1 WAKR-AM	1 WAKR-AM
2 WKDD-FM	2 WKDD-FM
3 WCUF-AM	3 WCUF-AM
4 WAEZ-FM	4 WSLR-AM
5 WSLR-AM	5 WKNT-AF

Adults 25-49

M-S, 6am-Midnight

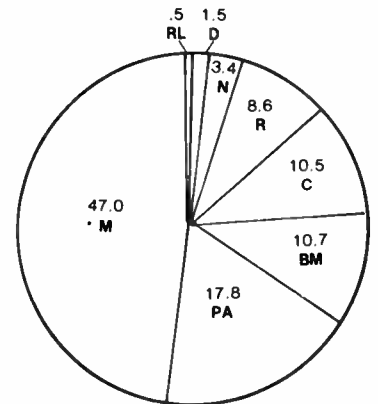
POP(00): 2,112

A/M '78	O/N '78	A/M '79
1 WAKR-AM	WAKR-AM	WAKR-AM
2 WSLR-AM	WSLR-AM	WSLR-AM
3 WAEZ-FM	WAEZ-FM	WAEZ-FM
4 WKDD-FM	WKNT-AF	WCUF-AF
5 WCUF-AM	WHLO-AM	WHLO-AM

M-F, 6-10am	M-F, 3-7pm
1 WAKR-AM	1 WAKR-AM
2 WSLR-AM	2 WSLR-AM
3 WAEZ-FM	3 WAEZ-FM
4 WKDD-FM	4 WHLO-AM
5 WCUF-AM	5 WKNT-AF

Format Penetration Chart

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



*Stations outside Akron metro.

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-Schenectady-Troy

METRO RANK **45**

A/M '79 Market Overview

This market is usually led by pioneer station WGY, the P/A giant for the area, and this book was no exception. Station sources told R&R that by tightening up its weekends — running special features, and crossplugging their regular weekday programming — the station was able to earn its best book in years. On the competitive Top 40 scene, WTRY and WFLY gained. WTRY ran limited outdoor boards and some TV but attributed its success to their consistent sound, while WFLY went "live" just before the book began and gave away many \$100 cash awards to highlight that fact. On the other hand, WPTR ran a contest which gave away a few large prizes, a "guess the numbers" type of promotion.

Not a fluke book here, as usual market preferences seemed to have been reflected by Arbitron. In-tab for the metro was down slightly from the last sweep, but the biggest decline in diary return was in the younger demos, especially males 12-34.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 6606

A/M '78	O/N '78	A/M '79
1 WGY -AM	16.2	16.5
2 WRDOW -AM	12.6	13.3
3 WTRY -AM	10.7	8.6
4 WRDOW -FM	7.6	7.3
5 WGF M -FM	6.9	7.2
6 WPTR -AM	6.1	6.7
7 WSHH -FM	5.4	6.3
8 WQBK -AM	5.4	5.1
9 WFLY -FM	4.3	4.4
10 WRDOW -AM	3.2	3.3
11 WGN A -FM	2.9	2.5
12 WHAZ -AM	2.5	2.3
13 WQOM -FM	2.1	2.1
14 WQBK -FM	1.9	2.0
15 WHRL -FM	1.5	1.1
16 WKAJ -FM	1.0	0.8
17 WCSS -AM	1.0	0.4
18 WABY -AM	1.0	0.4
19 WKAJ -AM	0.7	0.4
20 WWDI -AM	0.6	0.2
21		0.2
22		0.2

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6606

A/M '78	O/N '78	A/M '79
1 WGY -AM	171	178
2 WRDOW -AM	133	125
3 WTRY -AM	113	101
4 WRDOW -FM	80	69
5 WGF M -FM	73	66

M-F, 8-10am

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

M-F, 3-7pm

1 WGY -AM	WGY -AM	WGY -AM
2 WRDOW -AM	WRDOW -AM	WRDOW -AM
3 WTRY -AM	WPTR -AM	WTRY -AM
4 WGF M -FM	WTRY -AM	WFLY -FM
5 WRDOW -FM	WFLY -FM	WQBK -AM

Teens

M-S, 6am-Midnight
POP(00): 864

A/M '78	O/N '78	A/M '79
1 WTRY -AM	WTRY -AM	WTRY -AM
2 WGF M -FM	WPTR -AM	WFLY -FM
3 WPTR -AM	WFLY -FM	WGY -AM
4 WFLY -FM	WGF M -FM	WPTR -AM
5 WGY -AM	WGY -AM	WQBK -FM

M-F, 8-10am

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

M-F, 3-7pm

1 WTRY -AM	WTRY -AM	WTRY -AM
2 WGF M -FM	WPTR -AM	WFLY -FM
3 WPTR -AM	WFLY -FM	WGY -AM
4 WFLY -FM	WGF M -FM	WPTR -AM
5 WGY -AM	WWDI -AM	WGF M -FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 2149

A/M '78	O/N '78	A/M '79
1 WTRY -AM	WTRY -AM	WTRY -AM
2 WGY -AM	WGF M -FM	WFLY -FM
3 WGF M -FM	WFLY -FM	WQBK -FM
4 WPTR -AM	WGY -AM	WGF M -FM
5 WFLY -FM	WPTR -AM	WPTR -AM

M-F, 8-10am

1 WGY -AM	WGY -AM	WTRY -AM
2 WTRY -AM	WTRY -AM	WTRY -AM
3 WPTR -AM	WFLY -FM	WFLY -FM
4 WFLY -FM	WRDOW -AM	WGF M -FM
5 WGF M -FM	WGF M -FM	WPTR -AM

M-F, 3-7pm

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

Adults 25-49

M-S, 6am-Midnight
POP(00): 2386

A/M '78	O/N '78	A/M '79
1 WGY -AM	WGY -AM	WGY -AM
2 WTRY -AM	WRDOW -AM	WRDOW -AM
3 WRDOW -AM	WGF M -FM	WTRY -AM
4 WRDOW -FM	WPTR -AM	WPTR -AM
5 WSHH -FM	WRDOW -FM	WGF M -FM

M-F, 8-10am

1 WGY -AM	WGY -AM	WGY -AM
2 WRDOW -AM	WRDOW -AM	WTRY -AM
3 WTRY -AM	WRDOW -AM	WRDOW -AM
4 WRDOW -FM	WPTR -AM	WPTR -AM
5 WQND -AM	WRDOW -FM	WGF M -FM

M-F, 3-7pm

1 WGY -AM	WGY -AM	WGY -AM
2 WTRY -AM	WRDOW -AM	WRDOW -AM
3 WRDOW -AM	WPTR -AM	WTRY -AM
4 WSHH -FM	WGF M -FM	WPTR -AM
5 WRDOW -FM	WRDOW -FM	WFLY -FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6606

A/M '78	O/N '78	A/M '79
1 WGY -AM	2579	2603
2 WTRY -AM	2264	1936
3 WPTR -AM	1981	1841
4 WRDOW -AM	1854	1645
5 WGF M -FM	1562	1433

M-F, 8-10am

1 WGY -AM	WGY -AM	WGY -AM
2 WTRY -AM	WRDOW -AM	WTRY -AM
3 WRDOW -AM	WTRY -AM	WRDOW -AM
4 WPTR -AM	WPTR -AM	WPTR -AM
5 WGF M -FM	WGF M -FM	WFLY -FM

M-F, 3-7pm

1 WGY -AM	WGY -AM	WGY -AM
2 WTRY -AM	WRDOW -AM	WRDOW -AM
3 WPTR -AM	WTRY -AM	WTRY -AM
4 WRDOW -AM	WPTR -AM	WFLY -FM
5 WGF M -FM	WGF M -FM	WPTR -AM

Teens

M-S, 6am-Midnight
POP(00): 864

A/M '78	O/N '78	A/M '79
1 WTRY -AM	WTRY -AM	WTRY -AM
2 WPTR -AM	WPTR -AM	WFLY -FM
3 WGF M -FM	WGF M -FM	WPTR -AM
4 WFLY -FM	WFLY -FM	WGY -AM
5 WGY -AM	WGY -AM	WGF M -FM

M-F, 8-10am

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

M-F, 3-7pm

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

Adults 18-34

M-S, 6am-Midnight
POP(00): 2149

A/M '78	O/N '78	A/M '79
1 WTRY -AM	WTRY -AM	WTRY -AM
2 WPTR -AM	WGF M -FM	WPTR -AM
3 WGF M -FM	WPTR -AM	WGF M -FM
4 WGY -AM	WFLY -FM	WFLY -FM
5 WFLY -FM	WGY -AM	WGY -AM

M-F, 8-10am

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

M-F, 3-7pm

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

Adults 25-49

M-S, 6am-Midnight
POP(00): 2386

A/M '78	O/N '78	A/M '79
1 WGY -AM	WGY -AM	WGY -AM
2 WTRY -AM	WRDOW -AM	WTRY -AM
3 WPTR -AM	WTRY -AM	WRDOW -AM
4 WRDOW -AM	WPTR -AM	WPTR -AM
5 WGF M -FM	WGF M -FM	WGF M -FM

M-F, 8-10am

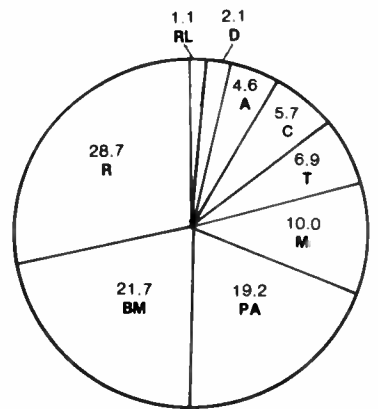
1 WGY -AM	WGY -AM	WGY -AM
2 WRDOW -AM	WRDOW -AM	WTRY -AM
3 WTRY -AM	WTRY -AM	WRDOW -AM
4 WPTR -AM	WPTR -AM	WPTR -AM
5 WRDOW -FM	WGF M -FM	WGF M -FM

M-F, 3-7pm

1 WGY -AM	WGY -AM	WGY -AM
2 WTRY -AM	WRDOW -AM	WTRY -AM
3 WPTR -AM	WGF M -FM	WRDOW -AM
4 WRDOW -AM	WPTR -AM	WPTR -AM
5 WGF M -FM	WTRY -AM	WFLY -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 '79 Market Overview

Albuquerque appears to be a market in flux, at least according to the Spring Arbitron measurement there. Although perennial 12+ leader KOB (P/A) stayed atop the market, it declined by several points and attributed this to listeners tuning in to new stations in the market. Indeed, the presence of (AOR) KFMM (which went on-air in the middle of the sweep and still garnered a 4.5 share) and a new format on KAMX (R, effective in mid-March) may mean a new ballgame in this town. Many of the other contemporary sounds in the market suffered declines (KQEO, KRKE, KZZX). Country KRZY did well, perhaps as a result of a quarter-hour-maintenance type contest, and Talk station KZIA showed second straight increase.

Given the flux in the contemporary sounds situation, it's interesting to note that younger diary return was better in this sweep than in the O/N'78 survey, and overall metro in-tab was up slightly. The Fall '79 book will probably give a better reading on the market since the impact of new stations and formats may have settled by then.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 320.7

	A/M '78	O/N '78	A/M '79
1 KOB -AM	15.0	KOB -AM	13.3
2 KRKE -AF	14.0	KZZX-FM	10.1
3 KQEO-AM	9.7	KRKE-AM	9.9
4 KRZY-AM	9.7	KRST-FM	9.5
5 KOB -FM	9.1	KABQ-AM	9.0
6 KRST-FM	8.3	KOB -FM	8.4
7 KZZX-FM	6.6	KRZY-AM	6.3
8 KABQ-AM	5.7	KRKE-FM	6.3
9 KPAR-AF	5.1	KQEO-AM	5.2
10 KAMX-AM	4.9	KZIA-AM	4.0
11 KUFF-AM	3.6	KPAR-FM	3.2
12 KAMX-AM	2.1	KAMX-AM	3.2
13 KZIA-AM	1.7	KHFH-FM	2.7
14 KQAZ-AM	1.3	KKIM-AM	2.7
15 KHFH-FM	0.4	KPAR-AM	1.3
16		KUFF-AM	1.1
17		KHFH-FM(C)	1.6

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 328.7

	A/M '78	O/N '78	A/M '79
1 KOB -AM	71	KOB -AM	73
2 KRKE -AF	66	KZZX-FM	40
3 KQEO-AM	46	KRKE-AM	47
4 KRZY-AM	46	KRST-FM	45
5 KOB -FM	43	KABQ-AM	43

M-F, 8-10am

	A/M '78	O/N '78	A/M '79
1 KOB -AM	KOB -AM	KOB -AM	KOB -AM
2 KRZY-AM	KRKE-AM	KRZY-AM	KRZY-AM
3 KRKE-AF	KABQ-AM	KABQ-AM	KABQ-AM
4 KQEO-AM	KRZY-AM	KZIA-AM	KZIA-AM
5 KABQ-AM	KOB -FM	KRKL-AM	KRKL-AM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 KRKE-AF	KOB -AM	KOB -AM	KOB -AM
2 KOB -AM	KRKE-AM	KRST-FM	KRST-FM
3 KQEO-AM	KZZX-FM	KKJY-FM	KKJY-FM
4 KRST-FM	KRST-FM	KZIA-AM	KZIA-AM
5 KRZY-AM	KOB -FM	KRKE-AM	KRKE-AM

Teens
M-S, 6am-Midnight
POP(00): 485

	A/M '78	O/N '78	A/M '79
1 KQEO-AM	KRKE-AM	KRKE-AM	KRKE-AM
2 KRKE-AF	KQEO-AM	KAMX-AM	KRKE-AM
3 KZZX-FM	KZZX-FM	KZZX-FM	KZZX-FM
4 KRST-FM	KRST-FM	KQEO-AM	KRST-FM
5 KOB -AM	KRKE-FM	KFMM-FM	KFMM-FM

M-F, 8-10am

	A/M '78	O/N '78	A/M '79
1 KRKE-AF	KRKE-AM	KRKE-AM	KRKE-AM
2 KQEO-AM	KQEO-AM	KAMX-AM	KAMX-AM
3 KRST-FM	KOB -AM	KZZX-FM	KZZX-FM
4 KZZX-FM	KZZX-FM	KOB -AM	KOB -AM
5 KRZY-AM	KRKE-FM	KQEO-AM	KQEO-AM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 KQEO-AM	KRKE-AM	KAMX-AM	KAMX-AM
2 KRKE-AF	KZZX-FM	KRKE-AM	KRKE-AM
3 KRST-FM	KQEO-AM	KZZX-FM	KZZX-FM
4 KZZX-FM	KRST-FM	KQEO-AM	KZZX-FM
5 KOB -AM	KRKE-FM	KOB -AM	KOB -AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1333

	A/M '78	O/N '78	A/M '79
1 KOB -AM	KOB -AM	KOB -AM	KOB -AM
2 KRKE-AF	KZZX-FM	KRZY-AM	KRZY-AM
3 KRZY-AM	KABQ-AM	KABQ-AM	KABQ-AM
4 KQEO-AM	KRZY-AM	KOB -FM	KOB -FM
5 KOB -FM	KOB -FM	KKJY-FM	KKJY-FM

M-F, 8-10am

	A/M '78	O/N '78	A/M '79
1 KOB -AM	KOB -AM	KOB -AM	KOB -AM
2 KRZY-AM	KRZY-AM	KRZY-AM	KRZY-AM
3 KABQ-AM	KABQ-AM	KABQ-AM	KABQ-AM
4 KRKE-AF	KRKE-AM	KRZY-FM	KRZY-FM
5 KOB -FM	KZZX-FM	KRKE-FM	KRKE-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 KOB -AM	KOB -AM	KOB -AM	KOB -AM
2 KRKE-AF	KZZX-FM	KRZY-AM	KRZY-AM
3 KZZX-FM	KRKE-AM	KOB -FM	KOB -FM
4 KRZY-AM	KRST-FM	KABQ-AM	KABQ-AM
5 KOB -FM	KRZY-AM	KRST-FM	KRST-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1279

	A/M '78	O/N '78	A/M '79
1 KRKE-AF	KZZX-FM	KRST-FM	KRST-FM
2 KRST-FM	KRST-FM	KZZX-FM	KZZX-FM
3 KOB -AM	KRKL-AM	KFMM-FM	KFMM-FM
4 KZZX-FM	KOB -AM	KOB -AM	KOB -AM
5 KRZY-AM	KABQ-AM	KRKE-AM	KRKE-AM

M-F, 8-10am

	A/M '78	O/N '78	A/M '79
1 KOB -AM	KRKE-AM	KOB -AM	KOB -AM
2 KRKE-AF	KOB -AM	KZZX-FM	KZZX-FM
3 KZZX-FM	KZZX-FM	KRZY-AM	KRZY-AM
4 KABQ-AM	KRST-FM	KRKE-AM	KRKE-AM
5 KRZY-AM	KABQ-AM	KRST-FM	KRST-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 KRKE-AF	KOB -AM	KRST-FM	KRST-FM
2 KRST-FM	KZZX-FM	KFMM-FM	KFMM-FM
3 KZZX-FM	KRKE-AM	KRKE-AM	KRKE-AM
4 KOB -AM	KRST-FM	KZZX-FM	KZZX-FM
5 KQEO-AM	KABQ-AM	KRKE-FM	KRKE-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 328.7

	A/M '78	O/N '78	A/M '79
1 KOB -AM	1144	KOB -AM	1143
2 KQEO-AM	962	KRKE-AM	1063
3 KRKE-AF	947	KQEO-AM	656
4 KOB -FM	670	KZZX-FM	616
5 KRZY-AM	582	KRZY-AM	587

M-F, 8-10am

	A/M '78	O/N '78	A/M '79
1 KOB -AM	KOB -AM	KOB -AM	KOB -AM
2 KRKE-AF	KRKE-AM	KRZY-AM	KRZY-AM
3 KQEO-AM	KQEO-AM	KRKE-AM	KRKE-AM
4 KRZY-AM	KOB -AM	KZZX-FM	KZZX-FM
5 KRST-FM	KRZY-AM	KQEO-AM	KQEO-AM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 KRKE-AF	KRKE-AM	KOB -AM	KOB -AM
2 KOB -AM	KOB -AM	KRKE-AM	KRKE-AM
3 KQEO-AM	KQEO-AM	KRZY-AM	KRZY-AM
4 KRZY-AM	KZZX-FM	KKJY-FM	KKJY-FM
5 KOB -FM	KRZY-AM	KRST-FM	KRST-FM

Teens
M-S, 6am-Midnight
POP(00): 485

	A/M '78	O/N '78	A/M '79
1 KQEO-AM	KRKE-AM	KRKE-AM	KRKE-AM
2 KRKE-AF	KQEO-AM	KQEO-AM	KQEO-AM
3 KOB -AM	KZZX-FM	KZZX-FM	KZZX-FM
4 KZZX-FM	KRKE-FM	KAMX-AM	KAMX-AM
5 KRST-FM	KRST-FM	KOB -AM	KOB -AM

M-F, 8-10am

	A/M '78	O/N '78	A/M '79
1 KQEO-AM	KRKE-AM	KRKE-AM	KRKE-AM
2 KRKE-AF	KQEO-AM	KQEO-AM	KQEO-AM
3 KRST-FM	KRKE-FM	KAMX-AM	KAMX-AM
4 KZZX-FM	KZZX-FM	KZZX-FM	KZZX-FM
5 KRZY-AM	KOB -AM	KOB -AM	KOB -AM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 KQEO-AM	KRKE-AM	KRKE-AM	KRKE-AM
2 KRKE-AF	KZZX-FM	KAMX-AM	KAMX-AM
3 KZZX-FM	KQEO-AM	KQEO-AM	KQEO-AM
4 KRST-FM	KRKE-FM	KZZX-FM	KZZX-FM
5 KOB -AM	KRST-FM	KOB -AM	KOB -AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1279

	A/M '78	O/N '78	A/M '79
1 KRKE-AF	KRKE-AM	KOB -AM	KOB -AM
2 KQEO-AM	KOB -AM	KRKE-AM	KRKE-AM
3 KOB -AM	KZZX-FM	KRKE-FM	KRKE-FM
4 KRST-FM	KQEO-AM	KRST-FM	KRST-FM
5 KZZX-FM	KRST-FM	KZZX-FM	KZZX-FM

M-F, 8-10am

	A/M '78	O/N '78	A/M '79
1 KOB -AM	KRKE-AM	KOB -AM	KOB -AM
2 KRKE-AF	KOB -AM	KZZX-FM	KZZX-FM
3 KRST-FM	KRST-FM	KRKE-AM	KRKE-AM
4 KZZX-FM	KQEO-AM	KRST-FM	KRST-FM
5 KQEO-AM	KZZX-FM	KRZY-AM	KRZY-AM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 KRKE-AF	KRKE-AM	KRST-FM	KRST-FM
2 KQEO-AM	KOB -AM	KRKE-AM	KRKE-AM
3 KRST-FM	KZZX-FM	KZZX-FM	KZZX-FM
4 KZZX-FM	KRST-FM	KRKE-FM	KRKE-FM
5 KOB -AM	KQEO-AM	KOB -AM	KOB -AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1333

	A/M '78	O/N '78	A/M '79
1 KOB -AM	KOB -AM	KOB -AM	KOB -AM
2 KRKE-AF	KRKE-AM	KRZY-AM	KRZY-AM
3 KRZY-AM	KQEO-AM	KOB -FM	KOB -FM
4 KQEO-AM	KRZY-AM	KRKE-AM	KRKE-AM
5 KRZY-AM	KOB -FM	KZZX-FM	KZZX-FM

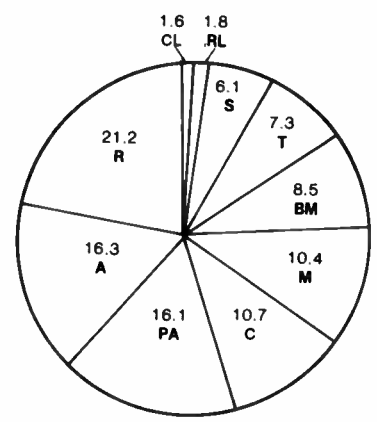
M-F, 8-10am

	A/M '78	O/N '78	A/M '79
1 KOB -AM	KOB -AM	KOB -AM	KOB -AM
2 KRKE-AF	KRKE-AM	KRZY-AM	KRZY-AM
3 KRZY-AM	KRZY-AM	KRKE-AM	KRKE-AM
4 KOB -FM	KQEO-AM	KZZX-FM	KZZX-FM
5 KABQ-AM	KABQ-AM	KABQ-AM	KABQ-AM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 KOB -AM	KOB -AM	KOB -AM	KOB -AM
2 KRKE-AF	KRKE-AM	KRKE-AM	KRKE-AM
3 KOB -FM	KRZY-AM	KRKE-AM	KRKE-AM
4 KQEO-AM	KQEO-AM	KOB -FM	KOB -FM
5 KRZY-AM	KZZX-FM	KZZX-FM	KZZX-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.

Allentown-Bethlehem-Easton

METRO RANK

56

AM '79 Market Overview

New kid on the block shook up this market. AOR WZZO debuts with an overall share of 8.5, while former market leaders Country WXKW and WAEB (R) each declined significantly. No significant outside promotion for WZZO, but it was very active on-air with bumper sticker campaign tied in to prizes such as video recorder equipment. WXKW is still #1 overall in market, but slipped almost five share points, still strong in key 25-54 demos. WAEB slipped to near eight share, almost same number as two years ago (market measured only once per year). Have to wait till next year to see if WZZO remains strong or if former leaders recoup.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 5314

AM '78	AM '79
1 WXKW-FM 13.1	WLEU-FM(MPA) 9.9
2 WAEB-AM 12.8	WXKW-FM(MC) 9.0
3 WLEU-FM 9.7	WZZO-FM(A) 8.5
4 WQQQ-FM 8.3	WEST-AM(PA) 8.4
5 WKAF-AM 7.5	WAEB-AM(R) 8.2
6 WFMZ-FM 5.3	WQQQ-FM(M) 8.1
7 WEST-AM 4.7	WKAF-AM(M) 6.1
8 WEX-AM 4.3	WFMZ-FM(M) 3.9
9 NYW-AM 4.0	WEEX-AM(M) 3.8
10 WIFJ-FM 2.4	WSAN-AM(A) 3.7
11 WHOL-AM 2.3	KYW-AM(O) 3.3
12 WYNS-AM 2.2	WWSH-FM(M) 3.1
13 WEZU-FM 2.1	WHOL-AM(C) 1.4
14 WWSH-FM 1.9	WGPA-AM(PA) 1.4
15 WSAN-AM 1.7	WOR-AM(M) 1.2
16 WRYO-FM 1.6	WCRV-AM(C) 1.1
17 WCRV-AM 1.3	WIFI-FM(M) 0.7
18 WAHC-AM 1.2	WAHC-AM(M) 0.6
19 WGPA-AM 1.0	
20 WFIL-AM 0.7	
21 WARM-AM 0.6	
22 WYSF-FM 0.4	

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5314

AM '78	AM '79
1 WXKW-FM 118	WAEB-AM 162
2 WAEB-AM 115	WEX-AM 112
3 WLEU-FM 87	WLEU-FM 93
4 WQQQ-FM 75	WZZO-FM 80
5 WKAF-AM 67	WEST-AM 79

M-F, 6-10am

1 WAEB-AM	WAEB-AM
2 WXKW-FM	WEST-AM
3 WLEU-FM	WEX-AM
4 WKAF-AM	WLEU-FM
5 WEST-AM	WZZO-FM

M-F, 3-7pm

1 WAEB-AM	WAEB-AM
2 WXKW-FM	WEX-AM
3 WQQQ-FM	WLEU-FM
4 WLEU-FM	WZZO-FM
5 WKAF-AM	WKAF-AM

Teens
M-S, 6am-Midnight
POP(00): 640

AM '78	AM '79
1 WAEB-AM	WAEB-AM
2 WKAF-AM	WZZO-FM
3 WEEX-AM	WKAF-AM
4 WLEU-FM	WEX-AM
5 WIFJ-FM	WLEU-FM

M-F, 6-10am

1 WAEB-AM	WAEB-AM
2 WKAF-AM	WZZO-FM
3 WEEX-AM	WKAF-AM
4 WLEU-FM	WEX-AM
5 WEZU-FM	WLEU-FM

M-F, 3-7pm

1 WAEB-AM	WAEB-AM
2 WKAF-AM	WZZO-FM
3 WEEX-AM	WKAF-AM
4 WLEU-FM	WEX-AM
5 WEZU-FM	WLEU-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 1645

AM '78	AM '79
1 WAEB-AM 58	WLEU-FM 64
2 WLEU-FM 51	WZZO-FM 50
3 WKAF-AM 31	WAEB-AM 47
4 WXKW-FM 19	WKAF-AM 24
5 WEEX-AM 18	WEEX-AM 19

M-F, 6-10am

1 WAEB-AM	WLEU-FM
2 WLEU-FM	WAEB-AM
3 WEEX-AM	WZZO-FM
4 WKAF-AM	WEX-AM
5 WSAN-AM	WSAN-AM

M-F, 3-7pm

1 WAEB-AM	WLEU-FM
2 WLEU-FM	WAEB-AM
3 WKAF-AM	WAEB-AM
4 WXKW-FM	WAEB-AM
5 WFMZ-FM	WSAN-AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 2003

AM '78	AM '79
1 WXKW-FM	WAEB-AM
2 WAEB-AM	WLEU-FM
3 WLEU-FM	WEX-AM
4 WEEX-AM	WKAF-AM
5 WQQQ-FM	WZZO-FM

M-F, 6-10am

1 WAEB-AM	WAEB-AM
2 WXKW-FM	WLEU-FM
3 WLEU-FM	WEX-AM
4 WEX-AM	WKAF-AM
5 WEST-AM	WEST-AM

M-F, 3-7pm

1 WAEB-AM	WAEB-AM
2 WXKW-FM	WLEU-FM
3 WLEU-FM	WKAF-AM
4 WQQQ-FM	WEX-AM
5 WEEX-AM	WEST-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5314

AM '78	AM '79
1 WAEB-AM 1659	WAEB-AM 1864
2 WKAF-AM 1273	WEX-AM 1412
3 WLEU-FM 1205	WLEU-FM 1009
4 WQQQ-FM 993	WZZO-FM 875
5 WXKW-FM 926	WKAF-AM 833

M-F, 6-10am

1 WAEB-AM	WAEB-AM
2 WLEU-FM	WEX-AM
3 WKAF-AM	WLEU-FM
4 WQQQ-FM	WKAF-AM
5 WXKW-FM	WEST-AM

M-F, 3-7pm

1 WAEB-AM	WAEB-AM
2 WKAF-AM	WEX-AM
3 WLEU-FM	WLEU-FM
4 WQQQ-FM	WZZO-FM
5 WXKW-FM	WKAF-AM

Teens

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

AM '78	AM '79
1 WAEB-AM	WAEB-AM
2 WKAF-AM	WZZO-FM
3 WEEX-AM	WKAF-AM
4 WLEU-FM	WLEU-FM
5 WIFJ-FM	WEX-AM

M-F, 6-10am

1 WAEB-AM	WAEB-AM
2 WKAF-AM	WKAF-AM
3 WEEX-AM	WZZO-FM
4 WLEU-FM	WEX-AM
5 WIFJ-FM	WLEU-FM

M-F, 3-7pm

1 WAEB-AM	WAEB-AM
2 WKAF-AM	WZZO-FM
3 WEEX-AM	WKAF-AM
4 WLEU-FM	WEX-AM
5 WIFJ-FM	WLEU-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 1645

AM '78	AM '79
1 WAEB-AM	WAEB-AM
2 WLEU-FM	WLEU-FM
3 WKAF-AM	WZZO-FM
4 WEEX-AM	WEX-AM
5 WEZU-FM	WSAN-AM

M-F, 6-10am

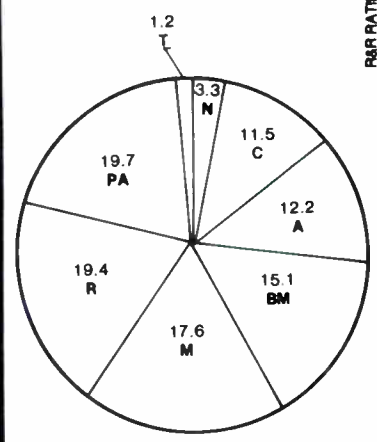
1 WAEB-AM	WAEB-AM
2 WLEU-FM	WLEU-FM
3 WKAF-AM	WZZO-FM
4 WEEX-AM	WEX-AM
5 WSAN-AM	WSAN-AM

M-F, 3-7pm

1 WLEU-FM	WLEU-FM
2 WAEB-AM	WAEB-AM
3 WKAF-AM	WZZO-FM
4 WXKW-FM	WEX-AM
5 WEZU-FM	WSAN-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.

YOU CAN ORDER MORE COPIES OF



only \$12.50 each

SEE ORDER FORM IN BACK OF BOOK

Altoona

METRO RANK

163

P&R RATINGS REPORT/1979

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1112

	A/M '77	A/M '78	A/M '79			
1	WVAM-AM	20.1	WFEG-AM	18.6	WFEG-AM(B)	21.5
2	WRTA-AM	17.7	WRTA-AM	18.0	WVAM-AM(C)	19.4
3	WFEG-AM	15.9	WFEG-FM	15.0	WFEG-FM(M)	18.0
4	WVAM-FM	13.4	WVAM-FM	14.4	WRTA-AM(PA)	10.5
5	WFEG-FM	9.8	WVAM-AM	12.0	WVAM-FM(O)	9.3
6	WKMC-AM	7.3	WKMC-AM	8.4	WKML-AM(C)	5.4
7	WTRN-AM	3.0	WJAC-FM	3.6	WJAC-FM(PA)	2.9
8	WJSM-AM	3.0	WYU-FM	1.0	WHPA-FM(PA)	2.3
9	WJSM-AM	3.0	WGMR-FM	1.2	WTRN-AM(R)	2.3
10	WJAC-FM	1.8	WTRN-AM	1.2	WJDI-FM(M)	1.2
11	WJDI-FM	1.2	WJSM-AM	1.2	WYDI-FM(A)	0.6
12	WGMR-FM	1.2			WJVF-FM(A)	0.6
13	WJSM-FM					

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1112

	A/M '77	A/M '78	A/M '79			
1	WVAM-AM	33	WFEG-AM	31	WFEG-AM	3
2	WRTA-AM	29	WRTA-AM	30	WVAM-AM	34
3	WFEG-AM	26	WFEG-FM	25	WFEG-FM	31
4	WVAM-FM	22	WVAM-FM	24	WRTA-AM	10
5	WFEG-FM	16	WVAM-AM	20	WVAM-FM	16

M-F, 6-10am

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

M-F, 3-7pm

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

Teens
M-S, 6am-Midnight
POP(00): 140

	A/M '77	A/M '78	A/M '79
1	WVAM-AM	WFEG-AM	WFEG-AM
2	WFEG-AM	WVAM-AM	WVAM-FM
3	WRTA-AM	WFEG-FM	WVAM-AM
4	WTRN-AM	WVAM-FM	WTRN-AM
5	WGMR-FM	WTRN-AM	WJDI-FM

M-F, 6-10am

1	WVAM-AM	WFEG-AM	WFEG-AM
2	WFEG-AM	WVAM-AM	WVAM-AM
3	WRTA-AM	WRTA-AM	WVAM-FM
4	WTRN-AM	WVAM-FM	WTRN-AM
5	WVAM-FM	WJSM-AM	WRTA-AM

M-F, 3-7pm

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

Adults 18-34
M-S, 6am-Midnight
POP(00): 323

	A/M '77	A/M '78	A/M '79
1	WFEG-AM	WFEG-AM	WFEG-AM
2	WVAM-AM	WVAM-AM	WVAM-AM
3	WVAM-FM	WFEG-FM	WVAM-FM
4	WRTA-AM	WRTA-AM	WFEG-FM
5	WFEG-FM	WVAM-FM	WRTA-AM

M-F, 6-10am

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

M-F, 3-7pm

1	WFEG-AM	WFEG-AM	WFEG-AM
2	WVAM-AM	WVAM-AM	WVAM-AM
3	WVAM-FM	WFEG-FM	WVAM-FM
4	WKMC-AM	WRTA-AM	WFEG-FM
5	WFEG-FM	WJAC-FM	WRTA-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 394

	A/M '77	A/M '78	A/M '79
1	WVAM-FM	WFEG-AM	WVAM-AM
2	WVAM-AM	WRTA-AM	WFEG-AM
3	WFEG-AM	WVAM-AM	WFEG-FM
4	WRTA-AM	WVAM-FM	WRTA-AM
5	WFEG-FM	WKMC-AM	WVAM-FM

M-F, 6-10am

1	WRTA-AM	WFEG-AM	WVAM-AM
2	WVAM-AM	WRTA-AM	WFEG-AM
3	WFEG-AM	WVAM-AM	WRTA-AM
4	WVAM-FM	WKMC-AM	WFEG-FM
5	WKML-AM	WVAM-FM	WVAM-FM

M-F, 3-7pm

1	WVAM-AM	WFEG-AM	WVAM-AM
2	WVAM-FM	WVAM-AM	WFEG-AM
3	WFEG-AM	WRTA-AM	WFEG-FM
4	WKMC-AM	WVAM-FM	WRTA-AM
5	WRTA-AM	WJAC-FM	WVAM-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1112

	A/M '77	A/M '78	A/M '79			
1	WVAM-AM	559	WFEG-AM	522	WFEG-AM	551
2	WFEG-AM	506	WVAM-AM	434	WVAM-AM	421
3	WRTA-AM	482	WRTA-AM	414	WRTA-AM	359
4	WFEG-FM	256	WVAM-FM	306	WFEG-FM	340
5	WVAM-FM	203	WFEG-FM	262	WVAM-FM	272

M-F, 6-10am

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

M-F, 3-7pm

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

Teens
M-S, 6am-Midnight
POP(00): 140

	A/M '77	A/M '78	A/M '79
1	WVAM-AM	WFEG-AM	WFEG-AM
2	WFEG-AM	WVAM-AM	WVAM-FM
3	WRTA-AM	WRTA-AM	WVAM-AM
4	WVAM-FM	WVAM-FM	WRTA-AM
5	WTRN-AM	WFEG-FM	WTRN-AM

M-F, 6-10am

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

M-F, 3-7pm

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

Adults 18-34
M-S, 6am-Midnight
POP(00): 323

	A/M '77	A/M '78	A/M '79
1	WFEG-AM	WFEG-AM	WFEG-AM
2	WVAM-AM	WVAM-AM	WVAM-FM
3	WRTA-AM	WRTA-AM	WVAM-AM
4	WFEG-FM	WVAM-FM	WRTA-AM
5	WVAM-FM	WFEG-FM	WFEG-FM

M-F, 6-10am

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

M-F, 3-7pm

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

Adults 25-49
M-S, 6am-Midnight
POP(00): 394

	A/M '77	A/M '78	A/M '79
1	WVAM-AM	WFEG-AM	WFEG-AM
2	WFEG-AM	WVAM-AM	WVAM-AM
3	WRTA-AM	WRTA-AM	WRTA-AM
4	WVAM-FM	WVAM-FM	WFEG-FM
5	WFEG-FM	WFEG-FM	WVAM-FM

M-F, 6-10am

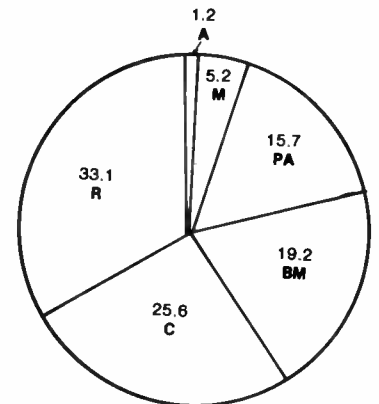
1	WRTA-AM	WFEG-AM	WFEG-AM
2	WVAM-AM	WVAM-AM	WVAM-AM
3	WFEG-AM	WRTA-AM	WRTA-AM
4	WVAM-FM	WVAM-FM	WVAM-FM
5	WKMC-AM	WKMC-AM	WFEG-FM

M-F, 3-7pm

1	WVAM-AM	WFEG-AM	WFEG-AM
2	WFEG-AM	WVAM-AM	WVAM-AM
3	WVAM-FM	WRTA-AM	WFEG-FM
4	WRTA-AM	WVAM-FM	WRTA-AM
5	WFEG-FM	WKML-AM	WVAM-FM

Format Penetration Chart

Based On 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 **155**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1334

A/M '77	A/M '78	A/M '79			
1 KDJW-AM	18.1	KQIZ-AM	20.9	KPUR-AM	18.7
2 KPUR-AM	15.2	KDJW-AM	16.7	KIXZ-AM	15.0
3 KQIZ-AM	14.6	KGNC-AM	16.2	KGNC-AM	15.0
4 KGNC-AM	12.9	KPUR-AM	12.1	KQIZ-AM	14.0
5 KGNC-AM	12.3	KGNC-AM	12.1	KGNC-AM	13.0
6 KIXZ-AM	10.5	KZIF-AM	6.6	KDJW-AM	10.7
7 KZIF-AM	4.1	KIXZ-AM	5.5	KYTX-AM	4.1
8 KQIZ-AM	2.9	KWAS-AM	1.1	KBYU-AM	2.9
9 KWAS-AM	2.9			KZIF-AM	1.0
10 KBYU-AM	1.2				
11					

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1334

A/M '77	A/M '78	A/M '79			
1 KDJW-AM	31	KQIZ-AM	38	KPUR-AM	36
2 KPUR-AM	26	KDJW-AM	36	KIXZ-AM	27
3 KQIZ-AM	25	KGNC-AM	30	KGNC-AM	26
4 KGNC-AM	22	KPUR-AM	27	KQIZ-AM	25
5 KGNC-AM	21	KGNC-AM	22	KGNC-AM	20

M-F, 6-10am

1 KDJW-AM	KQIZ-AM	KPUR-AM
2 KPUR-AM	KQIZ-AM	KIXZ-AM
3 KGNC-AM	KGNC-AM	KGNC-AM
4 KQIZ-AM	KPUR-AM	KQIZ-AM
5 KQIZ-AM	KGNC-AM	KGNC-AM

M-F, 3-7pm

1 KDJW-AM	KQIZ-AM	KPUR-AM
2 KPUR-AM	KDJW-AM	KIXZ-AM
3 KQIZ-AM	KGNC-AM	KQIZ-AM
4 KGNC-AM	KPUR-AM	KGNC-AM
5 KGNC-AM	KGNC-AM	KDJW-AM

Teens
M-S, 6am-Midnight
POP(00): 182

A/M '77	A/M '78	A/M '79
1 KPUR-AM	KPUR-AM	KPUR-AM
2 KQIZ-AM	KQIZ-AM	KQIZ-AM
3 KIXZ-AM	KIXZ-AM	KIXZ-AM
4 KDJW-AM	KGNC-AM	KYTX-AM
5 KQIZ-AM	KGNC-AM	KYTX-AM

M-F, 6-10am

1 KQIZ-AM	KPUR-AM	KPUR-AM
2 KQIZ-AM	KQIZ-AM	KQIZ-AM
3 KPUR-AM	KIXZ-AM	KIXZ-AM
4 KIXZ-AM	KDJW-AM	KWAS-AM
5 KQIZ-AM	KGNC-AM	KBYU-AM

M-F, 3-7pm

1 KQIZ-AM	KPUR-AM	KPUR-AM
2 KPUR-AM	KQIZ-AM	KQIZ-AM
3 KDJW-AM	KIXZ-AM	KIXZ-AM
4 KIXZ-AM	KDJW-AM	KBYU-AM
5 KGNC-AM	KGNC-AM	KYTX-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 503

A/M '77	A/M '78	A/M '79
1 KQIZ-AM	KQIZ-AM	KQIZ-AM
2 KPUR-AM	KDJW-AM	KPUR-AM
3 KDJW-AM	KPUR-AM	KIXZ-AM
4 KIXZ-AM	KGNC-AM	KYTX-AM
5 KGNC-AM	KIXZ-AM	KDJW-AM

M-F, 6-10am

1 KQIZ-AM	KQIZ-AM	KQIZ-AM
2 KPUR-AM	KDJW-AM	KPUR-AM
3 KQIZ-AM	KPUR-AM	KIXZ-AM
4 KIXZ-AM	KIXZ-AM	KYTX-AM
5 KDJW-AM	KGNC-AM	KDJW-AM

M-F, 3-7pm

1 KPUR-AM	KQIZ-AM	KPUR-AM
2 KIXZ-AM	KDJW-AM	KQIZ-AM
3 KDJW-AM	KPUR-AM	KIXZ-AM
4 KQIZ-AM	KGNC-AM	KYTX-AM
5 KGNC-AM	KZIF-AM	KDJW-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 554

A/M '77	A/M '78	A/M '79
1 KDJW-AM	KGNC-AM	KIXZ-AM
2 KGNC-AM	KQIZ-AM	KPUR-AM
3 KIXZ-AM	KDJW-AM	KDJW-AM
4 KGNC-AM	KPUR-AM	KGNC-AM
5 KPUR-AM	KZIF-AM	KQIZ-AM

M-F, 6-10am

1 KDJW-AM	KDJW-AM	KPUR-AM
2 KPUR-AM	KQIZ-AM	KIXZ-AM
3 KIXZ-AM	KPUR-AM	KDJW-AM
4 KGNC-AM	KGNC-AM	KQIZ-AM
5 KGNC-AM	KGNC-AM	KGNC-AM

M-F, 3-7pm

1 KDJW-AM	KDJW-AM	KDJW-AM
2 KIXZ-AM	KQIZ-AM	KIXZ-AM
3 KPUR-AM	KGNC-AM	KPUR-AM
4 KGNC-AM	KPUR-AM	KQIZ-AM
5 KGNC-AM	KZIF-AM	KGNC-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1334

A/M '77	A/M '78	A/M '79			
1 KPUR-AM	406	KPUR-AM	426	KPUR-AM	529
2 KDJW-AM	387	KQIZ-AM	40	KIXZ-AM	388
3 KGNC-AM	371	KDJW-AM	353	KDJW-AM	325
4 KIXZ-AM	334	KGNC-AM	341	KGNC-AM	321
5 KQIZ-AM	327	KGNC-AM	331	KQIZ-AM	310

M-F, 6-10am

1 KQIZ-AM	KPUR-AM	KPUR-AM
2 KDJW-AM	KQIZ-AM	KIXZ-AM
3 KPUR-AM	KQIZ-AM	KGNC-AM
4 KGNC-AM	KDJW-AM	KGNC-AM
5 KQIZ-AM	KGNC-AM	KQIZ-AM

M-F, 3-7pm

1 KDJW-AM	KPUR-AM	KPUR-AM
2 KPUR-AM	KQIZ-AM	KIXZ-AM
3 KQIZ-AM	KDJW-AM	KGNC-AM
4 KIXZ-AM	KGNC-AM	KQIZ-AM
5 KGNC-AM	KGNC-AM	KDJW-AM

Teens
M-S, 6am-Midnight
POP(00): 182

A/M '77	A/M '78	A/M '79
1 KPUR-AM	KPUR-AM	KPUR-AM
2 KQIZ-AM	KQIZ-AM	KQIZ-AM
3 KIXZ-AM	KIXZ-AM	KIXZ-AM
4 KQIZ-AM	KQIZ-AM	KYTX-AM
5 KGNC-AM	KBYU-AM	KQIZ-AM

M-F, 6-10am

1 KQIZ-AM	KPUR-AM	KPUR-AM
2 KQIZ-AM	KQIZ-AM	KQIZ-AM
3 KPUR-AM	KIXZ-AM	KIXZ-AM
4 KIXZ-AM	KQIZ-AM	KQIZ-AM
5 KQIZ-AM	KDJW-AM	KWAS-AM

M-F, 3-7pm

1 KQIZ-AM	KPUR-AM	KPUR-AM
2 KPUR-AM	KQIZ-AM	KQIZ-AM
3 KIXZ-AM	KQIZ-AM	KIXZ-AM
4 KQIZ-AM	KIXZ-AM	KQIZ-AM
5 KDJW-AM	KDJW-AM	KBYU-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 503

A/M '77	A/M '78	A/M '79
1 KPUR-AM	KQIZ-AM	KPUR-AM
2 KQIZ-AM	KPUR-AM	KIXZ-AM
3 KIXZ-AM	KIXZ-AM	KQIZ-AM
4 KDJW-AM	KDJW-AM	KYTX-AM
5 KGNC-AM	KGNC-AM	KDJW-AM

M-F, 6-10am

1 KQIZ-AM	KQIZ-AM	KPUR-AM
2 KQIZ-AM	KPUR-AM	KQIZ-AM
3 KIXZ-AM	KIXZ-AM	KIXZ-AM
4 KPUR-AM	KDJW-AM	KQIZ-AM
5 KDJW-AM	KQIZ-AM	KYTX-AM

M-F, 3-7pm

1 KPUR-AM	KQIZ-AM	KPUR-AM
2 KQIZ-AM	KPUR-AM	KIXZ-AM
3 KIXZ-AM	KIXZ-AM	KQIZ-AM
4 KDJW-AM	KDJW-AM	KQIZ-AM
5 KGNC-AM	KQIZ-AM	KYTX-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 554

A/M '77	A/M '78	A/M '79
1 KDJW-AM	KGNC-AM	KIXZ-AM
2 KGNC-AM	KPUR-AM	KPUR-AM
3 KGNC-AM	KDJW-AM	KDJW-AM
4 KPUR-AM	KQIZ-AM	KGNC-AM
5 KIXZ-AM	KGNC-AM	KQIZ-AM

M-F, 6-10am

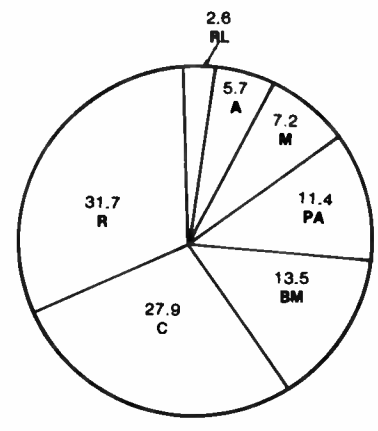
1 KDJW-AM	KPUR-AM	KPUR-AM
2 KGNC-AM	KDJW-AM	KIXZ-AM
3 KPUR-AM	KQIZ-AM	KDJW-AM
4 KIXZ-AM	KGNC-AM	KGNC-AM
5 KGNC-AM	KGNC-AM	KGNC-AM

M-F, 3-7pm

1 KDJW-AM	KDJW-AM	KIXZ-AM
2 KPUR-AM	KPUR-AM	KDJW-AM
3 KIXZ-AM	KQIZ-AM	KPUR-AM
4 KGNC-AM	KGNC-AM	KGNC-AM
5 KGNC-AM	KIXZ-AM	KQIZ-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.

Anaheim-Garden Grove-Santa Ana

METRO RANK

19

A/M '79 Market Overview

This one-county market (Orange County) is in an unusual situation in that Orange County is also in the metro area of the L.A. market. Thus, listening in Anaheim is often reflective of what happens in the L.A. area generally. However, in the A/M '79 results one can see some differences between the two markets, especially in the youth-oriented stations. In-tab in Orange County rose dramatically in this book (up more than 300 compared to the O/N '78 sweep), and return was most improved in the younger demos. In light of this, KMET, the leading AOR station in the area, tallied a mid-eight share to lead Anaheim, compared to its 5.8 share in the L.A. book. Top 40 KFI scored a 3.9 in Anaheim, compared to a 2.1 in the L.A. book. Finally, and not too surprising perhaps, P/A KMPC, which carries Angels baseball (the Angels are based in Anaheim), earned a 5.2 in the Angels' home county compared to a 3.7 in the overall L.A. book.

As you might imagine, given the dominance of the L.A. stations, Anaheim-based stations have a tough time scoring in their own metro. P/A station KWIZ tops the Orange County properties with a 1.9 share of the overall county listening, while AOR KEZY pulls a 1.7.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 14758

A/M '78	O/N '78	A/M '79
1 KRIG-FM	8.6	8.6
2 KABC-AM	7.3	8.6
3 KMET-FM	5.9	5.7
4 KMPC-AM	5.0	5.5
5 KNX-AM	4.7	4.5
6 KLOS-FM	4.5	4.1
7 KJDI-FM	4.2	3.9
8 KNX-FM	4.1	3.6
9 KRTH-FM	3.8	3.5
10 KFI-AM	3.4	3.3
11 KOST-FM	3.1	3.0
12 KEZY-AM	2.9	3.0
13 KFWR-AM	2.9	2.9
14 NHJ-AM	2.6	2.9
15 XTRA-AM	2.6	2.5
16 KLA-AM	2.1	2.1
17 KZLA-FM	2.1	2.0
18 KWST-FM	1.9	1.9
19 KTNQ-AM	1.8	1.8
20 KIQQ-FM	1.8	1.5
21 KGBS-FM	1.5	1.5
22 KNQB-FM	1.4	1.5
23 KRLA-AM	1.1	1.3
24 KEZY-FM	1.1	1.3
25 KYMS-FM	1.1	1.3
26 KOCH-FM	0.9	1.3
27 KRRT-AM	0.8	1.1
28 KORJ-FM	0.6	1.1
29 KUTE-FM	0.5	1.1
30 KGER-AM	0.4	0.9
31 KFRN-AM	0.4	0.9
32 KIEV-AM	0.4	0.8
33 KBCA-FM	0.4	0.8
34 KGRB-AM	0.3	0.6
35		0.5

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 14758

A/M '78	O/N '78	A/M '79
1 KBIG-FM	209	254
2 KABC-AM	180	242
3 KMET-FM	156	180
4 KJDI-FM	126	175
5 KLOS-FM	108	167
6 KNX-FM	104	118
7 KMPC-AM	104	110
8 KNX-AM	102	98
9 KRTH-FM	99	94
10 KFI-AM	84	92

M-F, 8-10am

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

M-F, 3-7pm

1 KABC-AM	KBIG-FM	KFI-AM
2 KNX-AM	KFI-AM	KABC-AM
3 KRIG-FM	KABC-AM	KMET-FM
4 KFI-AM	KMPC-AM	KNX-AM
5 KMPC-AM	KMET-FM	KBIG-FM
6 KMET-FM	KNX-AM	KFWR-AM
7 KFWR-AM	KMPC-AM	KRTH-FM
8 KRTH-FM	KOST-FM	KRTH-FM
9 KNX-FM	KNX-FM	KLAC-AM
10 KEZY-AM	KJDI-FM	KNX-FM

Teens

M-S, 6am-Midnight
POP(00): 2164

A/M '78	O/N '78	A/M '79
1 KEZY-AM	KMET-FM	KMET-FM
2 KMET-FM	KEZY-AM	KTNQ-AM
3 KHJ-AM	KHJ-AM	KLOS-FM
4 KTNQ-AM	KTNQ-AM	KEZY-AM
5 KLOS-FM	KIIS-FM	KRTH-FM
6 KWST-FM	KFI-AM	KUTE-FM
7 KIQQ-FM	KWST-FM	KIIS-FM
8 KRLA-AM	KLOS-FM	KHJ-AM
9 KFI-AM	KRTH-FM	KFI-AM
10 KUTE-FM	KUTE-FM	KIQQ-FM

M-F, 6-10am

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

M-F, 3-7pm

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

Adults 18-34

M-S, 6am-Midnight
POP(00): 5627

A/M '78	O/N '78	A/M '79
1 KMET-FM	KMET-FM	KMET-FM
2 KLOS-FM	KNX-FM	KRTH-FM
3 KRTH-FM	KRTH-FM	KNX-FM
4 KNX-FM	KLOS-FM	KLOS-FM
5 KFI-AM	KBIG-FM	KFI-AM
6 KZLA-FM	KZLA-FM	KIIS-FM
7 NHJ-AM	KOST-FM	KMET-FM
8 KABC-AM	KFI-AM	KIQQ-FM
9 KWST-FM	KIQQ-FM	KZLA-FM
10 KMPC-AM	KMPC-AM	KRLA-AM

M-F, 8-10am

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

M-F, 3-7pm

1 KMET-FM	KMET-FM	KMET-FM
2 KLOS-FM	KNX-FM	KRTH-FM
3 KNX-FM	KBIG-FM	KNX-FM
4 KRTH-FM	KLOS-FM	KLOS-FM
5 KZLA-FM	KRTH-FM	KMPC-AM
6 KABC-AM	KZLA-FM	KZLA-FM
7 KWST-FM	KROQ-FM	KIIS-FM
8 KFI-AM	KOST-FM	KBIG-FM
9 KHJ-AM	KUTE-FM	KRLA-AM
10 KMPC-AM	KWIZ-FM	KFI-AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 6666

A/M '78	O/N '78	A/M '79
1 KBIG-FM	KBIG-FM	KBIG-FM
2 KABC-AM	KNX-FM	KMPC-AM
3 KMPC-AM	KMPC-AM	KABC-AM
4 KNX-FM	KJDI-FM	KMET-FM
5 KRTH-FM	KOST-FM	KLAC-AM
6 KJDI-FM	KMET-FM	KNX-FM
7 KNX-AM	KLAC-AM	KFI-AM
8 KFI-AM	KRTH-FM	KRTH-FM
9 KLOS-FM	KABC-AM	KWIZ-FM
10 KZLA-FM	KNX-AM	KRLA-AM

M-F, 8-10am

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

M-F, 3-7pm

1 KABC-AM	KBIG-FM	KBIG-FM
2 KBIG-FM	KNX-FM	KMPC-AM
3 KMPC-AM	KOST-FM	KNX-FM
4 KNX-FM	KMET-FM	KLAC-AM
5 KRTH-FM	KJDI-FM	KMET-FM
6 KJDI-FM	KMPC-AM	KABC-AM
7 KNX-AM	KRTH-FM	KRTH-FM
8 KGBS-FM	KNX-AM	KWIZ-AM
9 KLAC-AM	KLAC-AM	KFI-AM
10 KMET-FM	KFWR-AM	KRLA-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 14758

A/M '78	O/N '78	A/M '79
1 KRIG-FM	2626	2757
2 KABC-AM	2424	2601
3 KFI-AM	2153	2271
4 KNX-AM	2095	2060
5 KEZY-AM	2045	2030
6 KFWR-AM	2042	1931
7 KMPC-AM	2024	1899
8 NHJ-AM	1926	1796
9 KMET-FM	1889	1755
10 KLOS-FM	1788	1703

M-F, 6-10am

1 KNX-AM	KMET-FM	KFWR-AM
2 KBIG-FM	KFI-AM	KMET-FM
3 KFWR-AM	KBIG-FM	KFI-AM
4 KFI-AM	KNX-AM	KHJ-AM
5 KABC-AM	KFWR-AM	KBIG-FM
6 KMET-FM	KNX-FM	KRTH-FM
7 KEZY-AM	KMPC-AM	KABC-AM
8 NHJ-AM	NHJ-AM	KMPC-AM
9 KMPC-AM	KEZY-AM	KLOS-FM
10 KNX-FM	KABC-AM	KNX-FM

M-F, 3-7pm

1 KRIG-FM	KMET-FM	KMET-FM
2 KABC-AM	KBIG-FM	KBIG-FM
3 KMET-FM	KLOS-FM	KMPC-AM
4 KNX-AM	KEZY-AM	KLOS-FM
5 KABC-AM	KFWR-AM	KRTH-FM
6 KMET-FM	KNX-FM	KRTH-FM
7 KEZY-AM	KMPC-AM	KABC-AM
8 NHJ-AM	NHJ-AM	KMPC-AM
9 KMPC-AM	KEZY-AM	KLOS-FM
10 KNX-FM	KABC-AM	KNX-FM

Teens

M-S, 6am-Midnight
POP(00): 2164

A/M '78	O/N '78	A/M '79
1 KEZY-AM	KEZY-AM	KMET-FM
2 KHJ-AM	KMET-FM	KTNQ-AM
3 KMET-FM	KHJ-AM	KLOS-FM
4 KTNQ-AM	KTNQ-AM	KEZY-AM
5 KLOS-FM	KIIS-FM	NHJ-AM
6 KFI-AM	KFI-AM	KRTH-FM
7 KIQQ-FM	KLOS-FM	KFI-AM
8 KEZY-AM	KEZY-FM	KIIS-FM
9 KRLA-AM	KRTH-FM	KIQQ-FM
10 KRTH-FM	KIIS-FM	KUTE-FM

M-F, 8-10am

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

M-F, 3-7pm

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

Adults 18-34

M-S, 6am-Midnight
POP(00): 5627

A/M '78	O/N '78	A/M '79
1 KNX-FM	KMET-FM	KMET-FM
2 KMET-FM	KLOS-FM	KRTH-FM
3 KLOS-FM	KNX-FM	KLOS-FM
4 KRTH-FM	KRTH-FM	KNX-FM
5 KFI-AM	KFI-AM	KFI-AM
6 KHJ-AM	KHJ-AM	KIIS-FM
7 KEZY-AM	KEZY-FM	KMPC-AM
8 KABC-AM	KRLA-AM	KIQQ-FM
9 KBIG-FM	KEZY-AM	KEZY-AM
10 KIQQ-FM	KFWR-AM	KHJ-AM

(Please turn to page 50)

Anchorage

METRO RANK **148**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1440

ON '77	AM '78	ON '78	AM '78
1 KFQD-AM 23.6	KFQD-AM 19.0	KENI-AM 21.4	KENI-AM 12.0
2 KENI-AM 17.1	KENI-AM 17.7	KFQD-AM 16.0	KFQD-AM 14.6
3 KYAK-AM 14.3	KHAR-AM 15.6	KGOT-FM 11.5	KHAR-AM 11.8
4 KHAR-AM 10.9	KANC-AM 10.0	KHAR-AM 9.9	KGOT-FM(A) 10.0
5 KKL V-FM 8.5	KYAK-AM 9.5	KKL V-FM 9.1	KKL V-FM(A) 9.1
6 KGOT-FM 6.2	KKL V-FM 8.7	KYAK-AM 7.4	KYAK-AM(C) 6.4
7 KANC-AM 5.0	KGOT-FM 6.5	KANC-AM 6.2	KANC-AM(C) 5.0
8 KBYR-AM 5.0	KBYR-AM 6.1	KNIK-FM 5.3	KBYR-AM(D) 4.1
9 KNIK-FM 3.5	KNIK-FM 3.9	KJZZ-FM 3.7	KJZZ-FM 3.7
10 KJZZ-FM 1.4	KJZZ-FM 0.9	KNTN-FM 3.2	KNTN-FM 3.2
11		KHVN-FM 0.4	KHVN-FM 0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1440

ON '77	AM '78	ON '78	AM '78
1 KFQD-AM 61	KFQD-AM 44	KENI-AM 52	KENI-AM 39
2 KENI-AM 44	KENI-AM 41	KFQD-AM 39	KFQD-AM 32
3 KYAK-AM 37	KHAR-AM 36	KGOT-FM 28	KHAR-AM 28
4 KHAR-AM 28	KANC-AM 23	KHAR-AM 24	KGOT-FM 22
5 KKL V-FM 22	KYAK-AM 22	KKL V-FM 22	KKL V-FM 20

M-F, 6-10am

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

M-F, 3-7pm

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

Teens
M-S, 6am-Midnight
POP(00): 226

ON '77	AM '78	ON '78	AM '78
1 KENI-AM	KENI-AM	KENI-AM	KENI-AM
2 KANC-AM	KANC-AM	KFQD-AM	KFQD-AM
3 KFQD-AM	KFQD-AM	KGOT-FM	KGOT-FM
4 KYAK-AM	KGOT-FM	KBYR-AM	KBYR-AM
5 KGOT-FM	KHAR-AM	KANC-AM	KJZZ-FM

M-F, 6-10am

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

M-F, 3-7pm

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

Adults 18-34
M-S, 6am-Midnight
POP(00): 714

ON '77	AM '78	ON '78	AM '78
1 KFQD-AM	KFQD-AM	KFQD-AM	KFQD-AM
2 KENI-AM	KENI-AM	KENI-AM	KENI-AM
3 KKL V-FM	KANC-AM	KENI-AM	KGOT-FM
4 KGOT-FM	KKL V-FM	KKL V-FM	KKL V-FM
5 KANC-AM	KGOT-FM	KANC-AM	KANC-AM

M-F, 6-10am

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

M-F, 3-7pm

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

Adults 25-49
M-S, 6am-Midnight
POP(00): 683

ON '77	AM '78	ON '78	AM '78
1 KFQD-AM	KFQD-AM	KFQD-AM	KFQD-AM
2 KYAK-AM	KHAR-AM	KHAR-AM	KHAR-AM
3 KHAR-AM	KYAK-AM	KENI-AM	KENI-AM
4 KKL V-FM	KENI-AM	KENI-AM	KKL V-FM
5 KBYR-AM	KKL V-FM	KANC-AM	KANC-AM

M-F, 6-10am

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

M-F, 3-7pm

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

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1440

ON '77	AM '78	ON '78	AM '78
1 KENI-AM 583	KENI-AM 144	KENI-AM 626	KENI-AM 522
2 KFQD-AM 509	KFQD-AM 457	KFQD-AM 452	KFQD-AM 447
3 KANC-AM 458	KANC-AM 412	KHAR-AM 325	KHAR-AM 349
4 KYAK-AM 344	KHAR-AM 370	KGOT-FM 267	KGOT-FM 298
5 KHAR-AM 328	KYAK-AM 289	KKL V-FM 267	KBYR-AM 243

M-F, 6-10am

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

M-F, 3-7pm

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

Teens
M-S, 6am-Midnight
POP(00): 226

ON '77	AM '78	ON '78	AM '78
1 KENI-AM	KENI-AM	KENI-AM	KENI-AM
2 KANC-AM	KANC-AM	KFQD-AM	KFQD-AM
3 KFQD-AM	KFQD-AM	KGOT-FM	KGOT-FM
4 KGOT-FM	KGOT-FM	KKL V-FM	KBYR-AM
5 KYAK-AM	KYAK-AM	KHAR-AM	KKL V-FM

M-F, 6-10am

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

M-F, 3-7pm

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

Adults 18-34
M-S, 6am-Midnight
POP(00): 714

ON '77	AM '78	ON '78	AM '78
1 KFQD-AM	KFQD-AM	KENI-AM	KENI-AM
2 KENI-AM	KENI-AM	KFQD-AM	KFQD-AM
3 KANC-AM	KANC-AM	KGOT-FM	KGOT-FM
4 KKL V-FM	KBYR-AM	KKL V-FM	KKL V-FM
5 KGOT-FM	KKL V-FM	KBYR-AM	KHAR-AM

M-F, 6-10am

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

M-F, 3-7pm

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

Adults 25-49
M-S, 6am-Midnight
POP(00): 683

ON '77	AM '78	ON '78	AM '78
1 KFQD-AM	KFQD-AM	KFQD-AM	KFQD-AM
2 KHAR-AM	KENI-AM	KHAR-AM	KHAR-AM
3 KYAK-AM	KHAR-AM	KENI-AM	KENI-AM
4 KENI-AM	KYAK-AM	KKL V-FM	KKL V-FM
5 KKL V-FM	KANC-AM	KYAK-AM	KBYR-AM

M-F, 6-10am

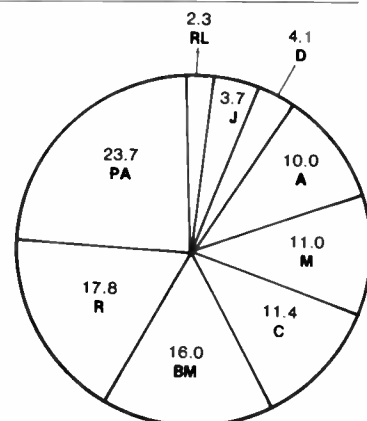
1 KFQD-AM	KFQD-AM	KFQD-AM	KFQD-AM
2 KYAK-AM	KHAR-AM	KHAR-AM	KHAR-AM
3 KHAR-AM	KYAK-AM	KENI-AM	KENI-AM
4 KENI-AM	KENI-AM	KYAK-AM	KYAK-AM
5 KKL V-FM	KANC-AM	KBYR-AM	KKL V-FM

M-F, 3-7pm

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

114

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 2381

	A/M '77	A/M '78	A/M '79			
1	WNAM-AM	14.0	WNAM-AM	13.7	WNAM-AM	12.7
2	WHBY-AM	13.1	WRDF-FM	12.0	WHBY-AM	11.9
3	WRDE-FM	11.9	WKAU-AF	10.7	WKAU-AF	8.8
4	WKAU-AF	10.9	WHBY-AM	10.7	WRDE-FM	8.8
5	WYTL-AM	10.0	WIXX-FM	9.6	WIXX-FM	8.0
6	WIXX-FM	7.3	WYTL-AM	8.5	WYTL-AM	7.7
7	WKAU-AM	5.5	WOSH-FM	6.6	WOSH-FM	7.2
8	WKAU-FM	5.5	WYNE-AM	4.9	WAPL-FM	6.6
9	WYNE-AM	4.6	WMKC-FM	4.1	WBEF-AM	4.7
10	WOSH-FM	4.0	WAPL-AF	2.2	WMKC-FM	3.8
11	WBEF-AM	4.0	WGF-FM	1.9	WYNE-AM	2.5
12	WJMJ-AM	3.3	WGN-AM	1.6	WDUZ-FM	2.5
13	WMKC-FM	2.4	WISN-AM	1.4	WDUZ-AM	1.1
14	WCKR-FM	2.1	WCHB-AM	1.4	WISS-AM	1.1
15	WAPL-AM	1.2	WMAU-AM	1.1	WFMF-FM	1.1
16	WBKV-FM	1.2	WAGO-AM	0.8	WISN-AM	0.8
17	WDUZ-FM	0.9	WFMF-FM	0.8	WTHI-AM	0.8
18	WAGO-AM	0.9	WDUZ-FM	0.8	WBKV-FM	0.8
19	WGN-AM	0.9			WLTH-FM	0.6
20					WBRM-AM	0.6
21						

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2381

	A/M '77	A/M '78	A/M '79			
1	WNAM-AM	46	WNAM-AM	50	WNAM-AM	46
2	WHBY-AM	43	WRDE-FM	44	WHBY-AM	43
3	WRDE-FM	39	WKAU-AF	39	WKAU-AF	32
4	WKAU-AF	36	WHBY-AM	39	WRDE-FM	32
5	WYTL-AM	33	WIXX-FM	35	WIXX-FM	29

M-F, 6-10am

1	WHBY-AM	WHBY-AM	WNAM-AM
2	WYTL-AM	WNAM-AM	WHBY-AM
3	WNAM-AM	WRDE-FM	WYTL-AM
4	WKAU-AF	WYTL-AM	WRDE-FM
5	WRDE-FM	WKAU-AF	WIXX-FM

M-F, 3-7pm

1	WNAM-AM	WNAM-AM	WNAM-AM
2	WRDE-FM	WRDE-FM	WKAU-AF
3	WKAU-AF	WIXX-FM	WIXX-FM
4	WHBY-AM	WYTL-AM	WHBY-AM
5	WIXX-FM	WKAU-AF	WHBY-AM

Teens
M-S, 6am-Midnight
POP(00): 353

	A/M '77	A/M '78	A/M '79
1	WKAU-AF	WNAM-AM	WNAM-AM
2	WNAM-AM	WIXX-FM	WKAU-AF
3	WIXX-FM	WKAU-AF	WIXX-FM
4	WKAU-FM	WOSH-FM	WOSH-FM
5	WOSH-FM	WHBY-AM	WHBY-AM

M-F, 6-10am

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

M-F, 3-7pm

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

Adults 18-34
M-S, 6am-Midnight
POP(00): 898

	A/M '77	A/M '78	A/M '79
1	WNAM-AM	WNAM-AM	WNAM-AM
2	WKAU-AF	WKAU-AF	WAPL-FM
3	WIXX-FM	WIXX-FM	WKAU-AF
4	WKAU-AM	WOSH-FM	WIXX-FM
5	WRDE-FM	WRDE-FM	WOSH-FM

M-F, 6-10am

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

M-F, 3-7pm

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

Adults 25-49
M-S, 6am-Midnight
POP(00): 900

	A/M '77	A/M '78	A/M '79
1	WYTL-AM	WYTL-AM	WNAM-AM
2	WHBY-AM	WNAM-AM	WYTL-AM
3	WRDE-FM	WRDE-FM	WHBY-AM
4	WNAM-AM	WKAU-AF	WRDE-FM
5	WKAU-AF	WIXX-FM	WBEF-AM

M-F, 6-10am

1	WYTL-AM	WNAM-AM	WNAM-AM
2	WHBY-AM	WYTL-AM	WYTL-AM
3	WNAM-AM	WHBY-AM	WHBY-AM
4	WKAU-AF	WRDE-FM	WRDE-FM
5	WRDE-FM	WKAU-AF	WRDE-FM

M-F, 3-7pm

1	WRDE-FM	WYTL-AM	WNAM-AM
2	WNAM-AM	WNAM-AM	WYTL-AM
3	WHBY-AM	WIXX-FM	WKAU-AF
4	WYTL-AM	WRDE-FM	WBEF-AM
5	WKAU-AF	WKAU-AF	WRDE-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2381

	A/M '77	A/M '78	A/M '79			
1	WNAM-AM	807	WNAM-AM	949	WNAM-AM	940
2	WKAU-AF	710	WIXX-FM	696	WKAU-AF	603
3	WHBY-AM	528	WKAU-AF	676	WIXX-FM	598
4	WYTL-AM	513	WRDE-FM	529	WHBY-AM	576
5	WRDE-FM	508	WHBY-AM	464	WRDE-FM	478

M-F, 6-10am

1	WNAM-AM	WNAM-AM	WNAM-AM
2	WHBY-AM	WKAU-AF	WHBY-AM
3	WKAU-AF	WHBY-AM	WIXX-FM
4	WYTL-AM	WIXX-FM	WKAU-AF
5	WRDE-FM	WYTL-AM	WYTL-AM

M-F, 3-7pm

1	WNAM-AM	WNAM-AM	WNAM-AM
2	WKAU-AF	WIXX-FM	WIXX-FM
3	WHBY-AM	WRDE-FM	WKAU-AF
4	WIXX-FM	WKAU-AF	WHBY-AM
5	WRDE-FM	WYTL-AM	WRDE-FM

Teens
M-S, 6am-Midnight
POP(00): 353

	A/M '77	A/M '78	A/M '79
1	WKAU-AF	WNAM-AM	WNAM-AM
2	WNAM-AM	WIXX-FM	WIXX-FM
3	WIXX-FM	WKAU-AF	WKAU-AF
4	WKAU-FM	WOSH-FM	WOSH-FM
5	WKAU-AM	WHBY-AM	WHBY-AM

M-F, 6-10am

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

M-F, 3-7pm

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

Adults 18-34
M-S, 6am-Midnight
POP(00): 898

	A/M '77	A/M '78	A/M '79
1	WNAM-AM	WNAM-AM	WNAM-AM
2	WKAU-AF	WIXX-FM	WIXX-FM
3	WIXX-FM	WKAU-AF	WKAU-AF
4	WKAU-AM	WOSH-FM	WAPL-FM
5	WKAU-FM	WRDE-FM	WOSH-FM

M-F, 6-10am

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

M-F, 3-7pm

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

Adults 25-49
M-S, 6am-Midnight
POP(00): 900

	A/M '77	A/M '78	A/M '79
1	WNAM-AM	WNAM-AM	WNAM-AM
2	WYTL-AM	WRDE-FM	WHBY-AM
3	WKAU-AF	WIXX-FM	WYTL-AM
4	WRDE-FM	WYTL-AM	WKAU-AF
5	WHBY-AM	WKAU-AF	WIXX-FM

M-F, 6-10am

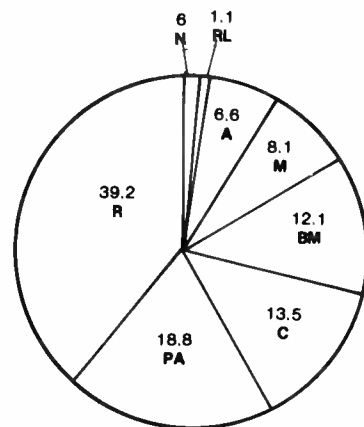
1	WYTL-AM	WNAM-AM	WNAM-AM
2	WHBY-AM	WYTL-AM	WYTL-AM
3	WNAM-AM	WHBY-AM	WHBY-AM
4	WKAU-AF	WRDE-FM	WIXX-FM
5	WKAU-AM	WKAU-AF	WKAU-AF

M-F, 3-7pm

1	WNAM-AM	WNAM-AM	WNAM-AM
2	WYTL-AM	WYTL-AM	WKAU-AF
3	WHBY-AM	WIXX-FM	WYTL-AM
4	WRDE-FM	WRDE-FM	WHBY-AM
5	WKAU-AF	WKAU-AF	WIXX-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.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1437

	A/M '77	A/M '78	A/M '79			
1	WWNC-AM	41.7	WWNC-AM	37.4	WWNC-AM(C)	42.1
2	WISE-AM	21.1	WISE-AM	14.8	WISE-AM(B)	13.4
3	WLOS-FM	10.3	WLOS-FM	14.3	WLOS-FM(M)	2.0
4	WFBC-FM	5.8	WFBC-FM	6.9	WRAQ-AM	6.2
5	WSKY-AM	2.7	WRAQ-AM	4.9	WKIT-FM(C)	3.8
6	WFGW-AM	2.7	WSKY-AM	3.0	WFBC-FM(O)	3.8
7	WKKE-AM	2.2	WKIT-FM	2.5	WFGW-AM(B)	1.9
8	WKIT-FM	1.8	WFGW-AM	1.5	WSKY-AM(B)	1.0
9	WMMH-AM	0.9	WMMH-AM	1.0	WMIT-FM(B)	1.0
10	WMIT-FM	0.9	WBIR-FM	1.0	WMMH-AM(C)	1.0
11	WLAC-AM	0.4			WSPA-FM(M)	0.5

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1437

	A/M '77	A/M '78	A/M '79			
1	WWNC-AM	9.3	WWNC-AM	7.6	WWNC-AM	8.8
2	WISE-AM	4.7	WISE-AM	3.0	WISE-AM	2.8
3	WLOS-FM	3.3	WLOS-FM	2.9	WLOS-FM	2.5
4	WFBC-FM	1.3	WFBC-FM	1.4	WRAQ-AM	1.3
5	WSKY-AM	6	WRAQ-AM	10	WKIT-FM	8

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	WKKE-AM	WSKY-AM	WRAQ-AM
5	WFBC-FM	WRAQ-AM	WKIT-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	WFBC-FM	WRAQ-AM
5	WKKE-AM	WRAQ-AM	WFBC-FM

Teens
M-S, 6am-Midnight
POP(00): 165

	A/M '77	A/M '78	A/M '79
1	WISE-AM	WISE-AM	WISE-AM
2	WWNC-AM	WRAQ-AM	WRAQ-AM
3	WLAC-AM	WFBC-FM	WFBC-FM
4	WFBC-FM	WWNC-AM	WWNC-AM
5	WKKE-AM	WLOS-FM	WLOS-FM

M-F, 6-10am

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

M-F, 3-7pm

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

Adults 18-34
M-S, 6am-Midnight
POP(00): 448

	A/M '77	A/M '78	A/M '79
1	WISE-AM	WISE-AM	WISE-AM
2	WWNC-AM	WFBC-FM	WWNC-AM
3	WFBC-FM	WWNC-AM	WRAQ-AM
4	WSKY-AM	WLOS-FM	WKIT-FM
5	WKKE-AM	WRAQ-AM	WFBC-FM

M-F, 6-10am

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

M-F, 3-7pm

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

Adults 25-49
M-S, 6am-Midnight
POP(00): 560

	A/M '77	A/M '78	A/M '79
1	WWNC-AM	WWNC-AM	WWNC-AM
2	WISE-AM	WISE-AM	WISE-AM
3	WLOS-FM	WLOS-FM	WLOS-FM
4	WFBC-FM	WFBC-FM	WKIT-FM
5	WSKY-AM	WRAQ-AM	WRAQ-AM

M-F, 6-10am

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

M-F, 3-7pm

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

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1437

	A/M '77	A/M '78	A/M '79			
1	WWNC-AM	862	WWNC-AM	792	WWNC-AM	838
2	WISE-AM	538	WISE-AM	517	WISE-AM	497
3	WLOS-FM	300	WLOS-FM	317	WLOS-FM	313
4	WSKY-AM	286	WRAQ-AM	310	WRAQ-AM	260
5	WFBC-FM	186	WSKY-AM	241	WSKY-AM	233

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	WFBC-FM	WRAQ-AM	WRAQ-AM
5	WKKE-AM	WSKY-AM	WKIT-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	WSKY-AM	WRAQ-AM	WRAQ-AM
5	WFBC-FM	WSKY-AM	WFBC-FM

Teens
M-S, 6am-Midnight
POP(00): 165

	A/M '77	A/M '78	A/M '79
1	WISE-AM	WISE-AM	WISE-AM
2	WWNC-AM	WRAQ-AM	WRAQ-AM
3	WSKY-AM	WWNC-AM	WFBC-FM
4	WLAC-AM	WFBC-FM	WSKY-AM
5	WFBC-FM	WSKY-AM	WWNC-AM

M-F, 6-10am

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

M-F, 3-7pm

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

Adults 18-34
M-S, 6am-Midnight
POP(00): 448

	A/M '77	A/M '78	A/M '79
1	WISE-AM	WISE-AM	WISE-AM
2	WWNC-AM	WRAQ-AM	WWNC-AM
3	WSKY-AM	WWNC-AM	WRAQ-AM
4	WFBC-FM	WSKY-AM	WFBC-FM
5	WKKE-AM	WFBC-FM	WSKY-AM

M-F, 6-10am

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

M-F, 3-7pm

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

Adults 25-49
M-S, 6am-Midnight
POP(00): 560

	A/M '77	A/M '78	A/M '79
1	WWNC-AM	WWNC-AM	WWNC-AM
2	WISE-AM	WISE-AM	WISE-AM
3	WSKY-AM	WRAQ-AM	WLOS-FM
4	WLOS-FM	WSKY-AM	WKIT-FM
5	WKKE-AM	WLOS-FM	WSKY-AM

M-F, 6-10am

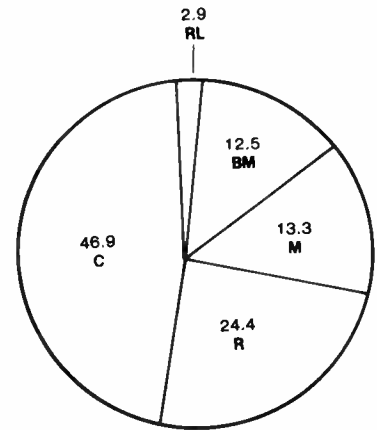
1	WWNC-AM	WWNC-AM	WWNC-AM
2	WISE-AM	WISE-AM	WISE-AM
3	WLOS-FM	WLOS-FM	WLOS-FM
4	WKKE-AM	WSKY-AM	WRAQ-AM
5	WFBC-FM	WRAQ-AM	WKIT-FM

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	WKKE-AM	WRAQ-AM	WRAQ-AM
5	WSKY-AM	WFBC-FM	WKIT-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.

Atlanta

METRO RANK

18

A/M '79 Market Overview

Although metro in-tab dropped by 90 diaries in this book, compared to the O/N '78 sweep, no drastic overall audience shifts were noted by Arbitron. Perennial P/A leader **WSB** is again on top of the market with its usual good Spring numbers, due partially to Braves baseball being a novelty at that time of year. However, **WSB's** Spring numbers have been declining for the past two years now, perhaps keeping pace with the lack of success of the Braves. On an up note, **WKLS** did well for itself by continuing to utilize the **Burkhart-Abrams** Superstars format to achieve AOR success. Country **WPLO** rebounded to a 5 share, based largely on a great deal of outside activity; the station tied in to all sports teams, plus used billboards and some TV. In the rocker battle, **WQXI-FM** closed the gap on **WZGC**. **WZGC's** new PD **John Young** was getting to know the market during the A/M sweep, and there was some fallout owing to the shift of the Ramblin' Raft Race from **WQXI** to **WZGC** with **WQXI** mounting an attention-getting counter-campaign. **WQXI** very aggressive, trying to scoop **WZGC** on music and promotions.

Certain formats did not fare well in Atlanta during the Spring survey. Among those were Black, Beautiful Music, and Talk radio. Black-formatted **WVEE** went down a share point, most significantly among adults in the morning and in teens virtually across the board.

Beautiful Music **WPCH** slid more than two share points, signified by its losing almost half of its female audience. Worst female losses struck in midday and the evening.

Finally, Talk Radio **WRNG** dropped to its lowest numbers in two years with defections of female listeners most prevalent in the afternoon, while men dropped significantly in midday.

Average Persons 12+ Share Trends

M-S, 6am-Midnight
PDF(00): 14860

AM '78	O/N '78	AM '79
1 WSB -AM	16.5	13.8
2 WZGC-FM	12.5	11.4
3 WQXI-FM	7.1	6.3
4 WKLS-FM	6.8	6.4
5 WPCH-FM	6.4	6.1
6 WSR -FM	6.3	5.1
7 WPLO-AM	5.5	5.0
8 WQXI-AM	5.2	4.0
9 WVEE-FM	4.6	4.0
10 WRNG-AM	4.5	4.0
11 WQOK-AM	3.7	3.6
12 WGST-AM	2.5	3.6
13 WLTA-FM	2.4	3.2
14 WBIE-FM	2.0	2.9
15 WIGO-AM	1.8	1.2
16 WTJH-AM	1.6	0.9
17 WCOB-AM	1.4	0.8
18 WGUN-AM	0.8	0.5
19 WXAF-AM	0.7	0.5
20 WFOM-AM	0.5	0.5
21 WYZE-FM	0.4	0.4
22 WYNX-AM	0.4	0.4
23 WCHK-FM	0.4	0.4
24 WCHK-AM	0.4	0.4
25 WKLS-AM	0.2	0.4
26		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
PDF(00): 14860

AM '78	O/N '78	AM '79
1 WSB -AM	372	333
2 WZGC-FM	281	245
3 WQXI-FM	160	179
4 WKLS-FM	152	169
5 WPCH-FM	143	139
6 WSR -FM	141	132
7 WPLO-AM	124	110
8 WQXI-AM	116	108
9 WVEE-FM	104	86
10 WRNG-AM	101	86

M-F, 6-10am

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

M-F, 3-7pm

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

Teens

M-S, 6am-Midnight
PDF(00): 1999

AM '78	O/N '78	AM '79
1 WZGC-FM	WZGC-FM	WZGC-FM
2 WQXI-FM	WVEE-FM	WKLS-FM
3 WQXI-AM	WRKS-FM	WQOK-FM
4 WQXI-FM	WQOK-AM	WQOK-AM
5 WQOK-AM	WQOK-AM	WQOK-AM
6 WSR -AM	WKLS-AM	WSB -FM
7 WVEE-FM	WSB -AM	WBIE-FM
8 WLTA-FM	WLTA-FM	WPCH-FM
9 WIGO-AM	WIGO-AM	WSB -AM
10 WPLO-AM	WPLO-AM	WPCH-FM

M-F, 6-10am

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

M-F, 3-7pm

1 WZGC-FM	WZGC-FM	WZGC-FM
2 WQXI-FM	WVEE-FM	WKLS-FM
3 WVEE-FM	WKLS-FM	WQXI-FM
4 WQOK-AM	WQXI-FM	WVEE-FM
5 WKLS-FM	WQXI-AM	WQOK-AM
6 WQXI-AM	WIGO-AM	WBIE-FM
7 WSR -AM	WQOK-AM	WQOK-AM
8 WIGO-AM	WKLS-AM	WSB -FM
9 WCHK-FM	WSB -AM	WKLS-AM
10 WKLS-AM	WSB -FM	WRNG-AM

Adults 18-34

M-S, 6am-Midnight
PDF(00): 6076

AM '78	O/N '78	AM '79
1 WZGC-FM	WZGC-FM	WQXI-FM
2 WKLS-FM	WQXI-FM	WZGC-FM
3 WKLS-FM	WKLS-FM	WKLS-FM
4 WSR -AM	WVEE-FM	WVEE-FM
5 WQXI-AM	WLTA-FM	WSB -AM
6 WVEE-FM	WSB -AM	WQXI-AM
7 WQOK-AM	WQOK-AM	WSB -FM
8 WPLO-AM	WSB -FM	WLTA-FM
9 WPCH-FM	WPLO-AM	WPLO-AM
10 WLTA-FM	WQOK-AM	WQOK-AM

M-F, 6-10am

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

M-F, 3-7pm

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

Adults 25-49

M-S, 6am-Midnight
PDF(00): 6705

AM '78	O/N '78	AM '79
1 WSB -AM	WSB -AM	WSB -AM
2 WZGC-FM	WZGC-FM	WQXI-FM
3 WPCH-FM	WLTA-FM	WPLO-AM
4 WPLO-AM	WQXI-FM	WZGC-FM
5 WQXI-FM	WPCH-FM	WVEE-FM
6 WSR -FM	WSB -FM	WLTA-FM
7 WQXI-AM	WVEE-FM	WSB -FM
8 WKLS-FM	WKLS-FM	WQXI-AM
9 WRNG-AM	WPLO-AM	WPCH-FM
10 WLTA-FM	WRNG-AM	WGST-AM

M-F, 6-10am

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

M-F, 3-7pm

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

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
PDF(00): 14860

AM '78	O/N '78	AM '79
1 WSB -AM	5399	4710
2 WZGC-FM	3963	3748
3 WQXI-AM	2774	2543
4 WQXI-FM	2593	2434
5 WSR -FM	2204	2163
6 WPCH-FM	2146	2109
7 WKLS-FM	2097	1981
8 WPLO-AM	2020	1777
9 WQOK-AM	1677	1716
10 WRNG-AM	1584	1692

M-F, 6-10am

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

M-F, 3-7pm

1 WSB -AM	WZGC-FM	WZGC-FM
2 WZGC-FM	WSB -AM	WSB -AM
3 WQXI-AM	WQXI-FM	WQXI-FM
4 WQXI-FM	WKLS-FM	WKLS-FM
5 WPCH-FM	WVEE-FM	WSB -FM
6 WKLS-FM	WSB -FM	WQXI-AM
7 WSR -FM	WPLO-AM	WPLO-AM
8 WQOK-AM	WQOK-AM	WVEE-FM
9 WPCH-FM	WPCH-FM	WQOK-AM
10 WRNG-AM	WPLO-AM	WPCH-FM

Teens

M-S, 6am-Midnight
PDF(00): 1999

AM '78	O/N '78	AM '79
1 WZGC-FM	WZGC-FM	WZGC-FM
2 WQXI-FM	WKLS-FM	WKLS-FM
3 WKLS-FM	WQXI-FM	WQXI-FM
4 WQXI-AM	WVEE-FM	WQXI-AM
5 WQOK-AM	WQXI-AM	WVEE-FM
6 WSR -AM	WQOK-AM	WVEE-FM
7 WVEE-FM	WSB -AM	WSB -AM
8 WIGO-AM	WLTA-FM	WSB -FM
9 WPLO-AM	WKLS-AM	WKLS-AM
10 WGST-AM	WIGO-AM	WPLO-AM

M-F, 6-10am

1 WZGC-FM	WZGC-FM	WZGC-FM
2 WQXI-AM	WQXI-FM	WKLS-FM
3 WQXI-FM	WKLS-FM	WQXI-FM
4 WKLS-FM	WVEE-FM	WQOK-AM
5 WQOK-AM	WQXI-AM	WVEE-FM
6 WSR -AM	WQOK-AM	WQXI-AM
7 WVEE-FM	WSB -AM	WKLS-AM
8 WIGO-AM	WKLS-AM	WSB -AM
9 WSR -FM	WPLO-AM	WSB -FM
10 WLTA-FM	WBIE-FM	WPLO-AM

M-F, 3-7pm

1 WZGC-FM	WZGC-FM	WZGC-FM
2 WQXI-FM	WQXI-FM	WKLS-FM
3 WKLS-FM	WVEE-FM	WQXI-FM
4 WQOK-AM	WSB -FM	WVEE-FM
5 WVEE-FM	WQXI-AM	WQXI-AM
6 WQOK-AM	WQOK-AM	WQOK-AM
7 WSR -AM	WIGO-AM	WKLS-AM
8 WIGO-AM	WLTA-FM	WSB -FM
9 WPCH-FM	WSB -FM	WBIE-FM
10 WPLO-AM	WKLS-AM	WSB -AM

Adults 18-34

M-S, 6am-Midnight
PDF(00): 6076

AM '78	O/N '78	AM '79
1 WZGC-FM	WZGC-FM	WZGC-FM
2 WQXI-FM	WQXI-FM	WQXI-FM
3 WSR -AM	WKLS-FM	WSB -AM
4 WQXI-AM	WSB -AM	WQXI-AM
5 WKLS-FM	WQXI-AM	WKLS-FM
6 WVEE-FM	WVEE-FM	WVEE-FM
7 WPLO-AM	WSB -FM	WSB -FM
8 WQOK-AM	WGST-AM	WLTA-FM
9 WPCH-FM	WQOK-AM	WPLO-AM
10 WPLO-AM	WPLO-AM	WQOK-AM

The time has come...

. . . for the most important radio event of our times . . . A monumental journey through the music that has shaped the culture of the late 20th century. The sounds, the words, the emotions that have moved us all.

Now it can be heard, the product of fifteen years of musical growth, the stories of the people who helped it happen. For the first time it comes across the radio in the style and feel of today.

The time has come. It's here. Album Greats: A History of Album Rock. Produced by TM and Goodphone. Created by Bert Kleinman, Mike Harrison and Tom Yates.

89 stations ran this unprecedented blockbuster during the A/M sweep. Don't miss out, call Jack Alix or Ron Nickell collect at (214) 634-8511 NOW!

Listen to what the stations have to say:

"From a sales standpoint it worked!" (in excess of \$30,000) "From a programming standpoint it worked! It's a belluva show."
— E.C. BUD STIKER, President/General Manager, KTXQ/Dallas

"Sold it out with no problems . . . and to national sponsors. How many times do you see a 60.0 share, men 18-24?"
— JIM JENSEN, Sales Manager, WFFX/Grand Rapids

"We took it seriously . . . went out and promoted it . . . sold it out and knocked 'em dead. We made over \$10,000 on the first run and still have run left to sell again." — JIM JOHNSON, Vice President/General Manager, WQXM/Tampa-St. Petersburg

"We not only made money, we turned Louisville upside-down . . . look at our Saturday night and Sunday night shares . . . 12+, a 20.0 and 21.6 . . . I'd call that a killer." — LOUISA HENSON, General Manager, WLRS/Louisville

"We showed Los Angeles how to sell and promote a special. The show was superb and it made us a clear-cut happening that weekend." — BILL SOMMERS, Vice President/General Manager, KLOS/Los Angeles

"The Best Of Both Worlds"

. . . An unprecedented artistic and ratings success.



1349 Regal Row • Dallas, Texas 75247 • Ron Nickell V.P. • (214) 634-8511

Produced by TM Special Projects and Goodphone Communications. Created by Mike Harrison, Bert Kleinman and Tom Yates.

© 1979 TM Special Projects. All rights reserved.

Represented Internationally by O'Conner Creative Services — Los Angeles, 213-769-3500 — Sydney, Australia, 02-436-1766

Atlanta

Continued

M-F, 6-10am

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

M-F, 3-7pm

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

Adults 25-49
M-S, 6am-Midnight
POP(00): 6705

AM '78	ON '78	AM '79
1	WSB -AM	WSB -AM
2	WZGC-FM	WZGC-FM
3	WQXI-FM	WQXI-FM
4	WPCF-FM	WQXI-FM
5	WFLD-AM	WSB -FM
6	WQXI-FM	WQXI-FM
7	WSB -FM	WGST-AM
8	WKLS-FM	WQXI-FM
9	WLTA-FM	WLTA-FM
10	WRNG-AM	WVEE-FM

M-F, 6-10am

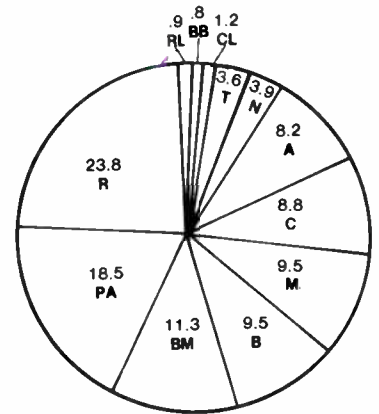
1	WSP -AM	WSB -AM	WSB -AM
2	WZGC-FM	WQXI-FM	WQXI-FM
3	WFLD-AM	WFLD-AM	WFLD-AM
4	WQXI-FM	WZGC-FM	WZGC-FM
5	WQXI-FM	WSB -FM	WQXI-FM
6	WSB -FM	WQXI-FM	WGST-AM
7	WPCF-FM	WLTA-FM	WSB -FM
8	WADK-AM	WPCF-FM	WLTA-FM
9	WKLS-FM	WVEE-FM	WVEE-FM
10	WGST-AM	WGST-AM	WADK-AM

M-F, 3-7pm

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

Atlantic City

METRO RANK

144

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 1586

AM '79

1	WFFG-FM (AM)	19.0
2	WOND-AM (PA)	18.6
3	WIIN-AM (PA)	9.7
4	WMID-AM (PA)	7.2
5	WUSS-AM (B)	5.1
6	WGRF-FM (PA)	4.6
7	WVLT-FM (AM)	3.8
8	WAYV-FM (A)	3.0
9	WRDI-AM (PA)	1.7

M-F, 6-10am

1	WOND-AM
2	WMID-AM
3	WGRF-FM
4	WUSS-AM
5	WAYV-FM

M-F, 3-7pm

1	WOND-AM
2	WGRF-FM
3	WAYV-FM
4	WIIN-AM
5	WFFG-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 418

AM '79

1	WOND-AM	45
2	WMID-AM	44
3	WFFG-FM	23
4	WAYV-FM	17
5	WUSS-AM	12

M-F, 6-10am

1	WOND-AM
2	WMID-AM
3	WFFG-FM
4	WGRF-FM
5	WIIN-AM

M-F, 3-7pm

1	WOND-AM
2	WGRF-FM
3	WMID-AM
4	WAYV-FM
5	WFFG-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 526

AM '79

1	WOND-AM	45
2	WFFG-FM	44
3	WMID-AM	23
4	WIIN-AM	17
5	WUSS-AM	12

M-F, 6-10am

1	WOND-AM
2	WFFG-FM
3	WMID-AM
4	WIIN-AM
5	WUSS-AM

M-F, 3-7pm

1	WFFG-FM
2	WOND-AM
3	WIIN-AM
4	WMID-AM
5	WGRF-FM

Cume Persons Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1586

AM '79

1	WOND-AM	562
2	WFFG-FM	490
3	WIIN-AM	316
4	WMID-AM	301
5	WGRF-FM	207

M-F, 6-10am

1	WOND-AM
2	WFFG-FM
3	WIIN-AM
4	WMID-AM
5	WUSS-AM

M-F, 3-7pm

1	WOND-AM
2	WFFG-FM
3	WGRF-FM
4	WIIN-AM
5	WMID-AM

Teens
M-S, 6am-Midnight
POP(00): 193

AM '79

1	WOND-AM	45
2	WMID-AM	44
3	WGRF-FM	23
4	WAYV-FM	17
5	WIIN-AM	12

M-F, 6-10am

1	WOND-AM
2	WMID-AM
3	WGRF-FM
4	WAYV-FM
5	WUSS-AM

M-F, 3-7pm

1	WOND-AM
2	WGRF-FM
3	WMID-AM
4	WAYV-FM
5	WUSS-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 418

AM '79

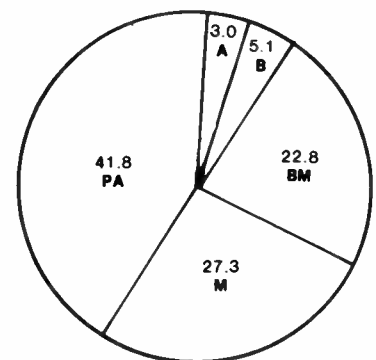
1	WOND-AM	45
2	WMID-AM	44
3	WGRF-FM	23
4	WFFG-FM	17
5	WAYV-FM	12

M-F, 6-10am

1	WOND-AM
2	WMID-AM
3	WFFG-FM
4	WGRF-FM
5	WIIN-AM

Format Penetration Chart

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



Augusta, GA

METRO RANK

119

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2328

	A/M '77	A/M '78	A/M '79
1 WBRQ-AF	28.9	WBRQ-AF	28.5
2 WBRQ-FM	15.9	WZZW-FM	11.5
3 WBRQ-AM	13.0	WGAC-AM	8.4
4 WRDW-AM	10.0	WBTA-AM	7.5
5 WGAC-AM	9.1	WGUS-AM	7.5
6 WTHR-AM	8.3	WRDW-AM	6.7
7 WAUG-FM	8.0	WTHR-AM	6.4
8 WBTA-AM	7.7	WAUG-FM	5.0
9 WZZW-FM	7.4	WAUG-FM	4.5
10 WNEZ-FM	5.9	WNEZ-FM	3.9
11 WAUG-AM	5.0	WAKN-AM	2.0
12 WGUS-FM	4.1	WWRM-FM	1.7
13 WGUS-AM	3.5	WLDW-AF	1.7
14 WGA-FM	1.2	WGA-FM	1.4
15 WFNL-AM	0.9	WGUS-FM	1.4
16 WLDW-AF	0.6	WFNL-AM	0.8
17 WAKN-AM	0.6		
18 WLDW-AM	0.3		
19 WLOW-FM	0.3		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2328

	A/M '77	A/M '78	A/M '79
1 WBRQ-AF	1149	WBRQ-AF	1157
2 WBRQ-AM	718	WGAC-AM	489
3 WBRQ-FM	645	WZZW-FM	478
4 WGAC-AM	503	WRDW-AM	374
5 WRDW-AM	432	WBTA-AM	369

M-F, 6-10am

1 WBRQ-AF	WBRQ-AF	WBRQ-AF
2 WBRQ-FM	WGAC-AM	WBRQ-FM
3 WBRQ-AM	WZZW-FM	WBRQ-AM
4 WGAC-AM	WBTA-AM	WZZW-FM
5 WRDW-AM	WRDW-AM	WGAL-AM

M-F, 3-7pm

1 WBRQ-AF	WBRQ-AF	WBRQ-AF
2 WBRQ-FM	WGAC-AM	WRDW-FM
3 WBRQ-AM	WZZW-FM	WZZW-FM
4 WGAC-AM	WRDW-AM	WBRQ-AM
5 WRDW-AM	WTHR-AM	WAUG-FM

Teens

M-S, 6am-Midnight

POP(00): 339

	A/M '77	A/M '78	A/M '79
1 WBRQ-AF	WBRQ-AF	WBRQ-FM	
2 WBRQ-FM	WAUG-FM	WAUG-FM	
3 WBRQ-AM	WZZW-FM	WBRQ-AM	
4 WAUG-FM	WRDW-AM	WRDW-AM	
5 WRDW-AM	WTHR-AM	WZZW-FM	

M-F, 6-10am

1 WBRQ-AF	WBRQ-AF	WBRQ-AF
2 WBRQ-FM	WRDW-AM	WBRQ-FM
3 WAUG-FM	WZZW-FM	WBRQ-AM
4 WRDW-AM	WTHR-AM	WRDW-AM
5 WBRQ-AM	WGAC-AM	WAUG-FM

M-F, 3-7pm

1 WBRQ-AF	WBRQ-AF	WBRQ-AF
2 WBRQ-FM	WRDW-AM	WBRQ-FM
3 WBRQ-AM	WTHR-AM	WAUG-FM
4 WAUG-FM	WGAL-AM	WRDW-AM
5 WRDW-AM	WAUG-FM	WZZW-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 938

	A/M '77	A/M '78	A/M '79
1 WBRQ-AF	WBRQ-AF	WBRQ-FM	
2 WBRQ-AM	WZZW-FM	WZZW-FM	
3 WBRQ-FM	WRDW-AM	WBRQ-AM	
4 WZZW-FM	WGAL-AM	WADR-FM	
5 WRDW-AM	WAUG-FM	WGAC-AM	

M-F, 6-10am

1 WBRQ-AF	WBRQ-AF	WBRQ-AF
2 WBRQ-FM	WZZW-FM	WBRQ-FM
3 WBRQ-AM	WGAC-AM	WBRQ-AM
4 WRDW-AM	WAUG-FM	WZZW-FM
5 WZZW-FM	WRDW-AM	WGUS-FM

M-F, 3-7pm

1 WBRQ-AF	WBRQ-AF	WBRQ-AF
2 WBRQ-FM	WZZW-FM	WBRQ-FM
3 WBRQ-AM	WRDW-AM	WZZW-FM
4 WRDW-AM	WTHR-AM	WBTA-AM
5 WZZW-FM	WGAL-AM	WAUG-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 926

	A/M '77	A/M '78	A/M '79
1 WBRQ-AF	WBRQ-AF	WBRQ-FM	
2 WBRQ-AM	WGAL-AM	WBRQ-AM	
3 WGAL-AM	WZZW-FM	WZZW-FM	
4 WBRQ-FM	WRDW-AM	WBRQ-FM	
5 WBTA-AM	WRDW-AM	WBRQ-AM	

M-F, 6-10am

1 WBRQ-AF	WBRQ-AF	WBRQ-AF
2 WGAL-AM	WRDW-AM	WBRQ-FM
3 WBRQ-FM	WBRQ-AM	WBRQ-FM
4 WBRQ-AM	WZZW-FM	WZZW-FM
5 WBRQ-AM	WRDW-AM	WBRQ-AM

M-F, 3-7pm

1 WBRQ-AF	WBRQ-AF	WBRQ-AF
2 WBRQ-FM	WGAC-AM	WBRQ-FM
3 WBRQ-AM	WGUS-AM	WBRQ-AM
4 WGAL-AM	WZZW-FM	WBRQ-FM
5 WBTA-AM	WRDW-AM	WZZW-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2420

	A/M '77	A/M '78	A/M '79
1 WBRQ-AF	98	WBRQ-AF	102
2 WBRQ-FM	54	WZZW-FM	41
3 WBRQ-AM	44	WGAC-AM	30
4 WRDW-AM	34	WBTA-AM	27
5 WGAC-AM	31	WGUS-AM	27

M-F, 6-10am

1 WBRQ-AF	WBRQ-AF	WBRQ-AF
2 WBRQ-FM	WGAL-AM	WBRQ-FM
3 WBRQ-AM	WBTA-AM	WBRQ-AM
4 WGAC-AM	WZZW-FM	WBRQ-AM
5 WBTA-AM	WRDW-AM	WGAL-AM

M-F, 3-7pm

1 WBRQ-AF	WBRQ-AF	WBRQ-AF
2 WBRQ-AM	WZZW-FM	WBRQ-FM
3 WBRQ-FM	WGUS-AM	WGUS-FM
4 WRDW-AM	WGAL-AM	WBTA-AM
5 WAUG-FM	WTHR-AM	WTHR-AM

Teens

M-S, 6am-Midnight

POP(00): 339

	A/M '77	A/M '78	A/M '79
1 WBRQ-AF	WBRQ-AF	WBRQ-FM	
2 WBRQ-FM	WTHR-AM	WRDW-AM	
3 WAUG-FM	WWRM-FM	WAUG-FM	
4 WRDW-AM	WAUG-FM	WBRQ-AM	
5 WBRQ-AM	WRDW-AM	WTHR-AM	

M-F, 6-10am

1 WBRQ-AF	WBRQ-AF	WBRQ-AF
2 WBRQ-FM	WWRM-FM	WBRQ-FM
3 WRDW-AM	WZZW-FM	WBRQ-AM
4 WAUG-FM	WTHR-AM	WRDW-AM
5 WBRQ-AM	WBTA-AM	WAUG-FM

M-F, 3-7pm

1 WBRQ-AF	WBRQ-AF	WBRQ-AF
2 WBRQ-FM	WTHR-AM	WBRQ-FM
3 WAUG-FM	WWRM-FM	WRDW-AM
4 WRDW-AM	WGAC-AM	WAUG-FM
5 WBRQ-AM	WAUG-FM	WTHR-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 938

	A/M '77	A/M '78	A/M '79
1 WBRQ-AF	WBRQ-AF	WBRQ-FM	
2 WBRQ-AM	WZZW-FM	WZZW-FM	
3 WBRQ-FM	WRDW-AM	WTHR-AM	
4 WRDW-AM	WAUG-FM	WBRQ-AM	
5 WAUG-FM	WGUS-AM	WAUG-FM	

M-F, 6-10am

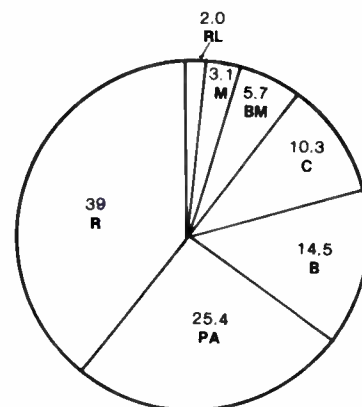
1 WBRQ-AF	WBRQ-AF	WBRQ-AF
2 WBRQ-FM	WRDW-AM	WBRQ-FM
3 WBRQ-AM	WZZW-FM	WBRQ-AM
4 WRDW-AM	WGAL-AM	WZZW-FM
5 WZZW-FM	WGUS-AM	WAUG-FM

M-F, 3-7pm

1 WBRQ-AF	WBRQ-AF	WBRQ-AF
2 WBRQ-AM	WZZW-FM	WBRQ-FM
3 WBRQ-FM	WRDW-AM	WTHR-AM
4 WRDW-AM	WGUS-AM	WZZW-FM
5 WAUG-FM	WTHR-AM	WBRQ-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.

Austin, TX

METRO RANK

71

AM '79 Market Overview

Lots of activity in this market that had an impact on the A/M '79 Arbitron results. First, Arbitron added a new metro county (Williamson), which means that previous trend info based on the former two-county metro definition is not as reliable a guide to the current situation as could be. As a result of the metro addition, sample was taken from the largest metro county, Travis, so that the in-tab here went from 489 in the Fall '78 book to 390 in this report. Williamson had 47 in-tab diaries. Overall, the metro suffered a 10% decline in usable diaries, with most of the decline coming in the young male demos 18-34.

There's a new #1 station in the market, KVET, the Country station which was #2 in the Fall report. Although KVET didn't change its outside advertising from the O/N '78 sweep (it used some TV), station sources attribute the station's success in this book to a reduction in the spot load (from 18-14 minutes), talking less, and playing more traditional country music. Significantly, KVET has a large following in the new county added to the metro.

On the downbeat side, KNOW, the lone Top 40 station in the market in the Spring survey, went down overall, but was not too dismayed, as the station was trying to appeal to the 18-49 demos more and as a result lost some teen listeners.

Beautiful Music KASE declined slightly in overall share and is now #2 in the market to KVET. KASE's audience actually increased to the Spring '79 book, but listening overall in the market was up significantly, and KASE's increase didn't keep up with the growth of the market as a whole. Thus, the quarter-hour share decline shown in this report, still showing the station to be a healthy #2 in adults 25-54.

Average Persons 12+ Share Trends 25-49
Monday-Sunday, 6am-Midnight
POP(00): 4080

A/M '78	O/N '78	A/M '79			
1 KVET-AM	15.4	KASE-FM	14.7	KVET-AM	15.2
2 KASE-FM	15.0	KVET-AM	12.8	KASE-FM	13.5
3 KLBJ-FM	14.0	KNOW-AM	11.6	KLBJ-FM	8.9
4 KCSW-FM	9.3	KCSW-FM	11.4	KNOW-AM	8.5
5 KHFI-FM	8.6	KLBJ-FM	9.5	KOKE-FM	7.7
6 KNOW-AM	8.6	KLBJ-FM	7.4	KHFI-FM	7.6
7 KOKE-AF	6.4	KOKE-FM	6.8	KCSW-FM	7.4
8 KLBJ-AM	4.7	KHFI-FM	6.2	KLBJ-AM	5.5
9 KTSB-AM	1.8	KIXL-AM	2.7	KTSB-AM	4.8
10 WDAI-AM	1.6	KTSB-AM	1.9	KIXL-AM	2.4
11 KIXL-AM	0.6	WDAI-AM	1.7	KMXX-FM	2.1
12		KOKE-AM	1.4	KOKE-AM	1.5
13		WDAI-AM		WDAI-AM	1.3
14		KKYX-AM		KKYX-AM	0.7
15		KTFM-FM		KTFM-FM	0.6
16		KTAE-AM		KTAE-AM	0.4

Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight
POP(00): 4080

A/M '78	O/N '78	A/M '79			
1 KVET-AM	79	KASE-FM	76	KVET-AM	102
2 KASE-FM	77	KVET-AM	66	KASE-FM	91
3 KLBJ-FM	72	KNOW-AM	60	KLBJ-FM	60
4 KCSW-FM	48	KCSW-FM	59	KNOW-AM	57
5 KHFI-FM	44	KLBJ-FM	49	KOKE-FM	52

M-F, 6-10am

A/M '78	O/N '78	A/M '79			
1 KVET-AM		KVET-AM		KVET-AM	
2 KNOW-AM		KNOW-AM		KNOW-AM	
3 KASE-FM		KASE-FM		KASE-FM	
4 KCSW-FM		KCSW-FM		KLBJ-AM	
5 KLBJ-FM		KLBJ-AM		KCSW-FM	

M-F, 3-7pm

A/M '78	O/N '78	A/M '79			
1 KASE-FM		NASE-FM		KVET-AM	
2 KVET-AM		KVET-AM		NASE-FM	
3 KLBJ-FM		KCSW-FM		KNOW-AM	
4 KCSW-FM		KNOW-AM		KLBJ-FM	
5 KNOW-AM		KLBJ-FM		KOKE-FM	

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

A/M '78	O/N '78	A/M '79			
1 KHFI-FM		KNOW-AM		KHFI-FM	
2 KNOW-AM		KHFI-FM		KTSA-AM	
3 KVET-AM		KTSA-AM		KNOW-AM	
4 KLBJ-AM		KCSW-FM		KVET-AM	
5 KOKE-AF		KVET-AM		KOKE-FM	

M-F, 6-10am

A/M '78	O/N '78	A/M '79			
1 KNOW-AM		KNOW-AM		KNOW-AM	
2 KHFI-FM		KCSW-FM		KHFI-FM	
3 KCSW-FM		KHFI-FM		KOKE-FM	
4 KVET-AM		KTSA-AM		KTSA-AM	
5 KLBJ-AM		KOKE-AM		KVET-AM	

M-F, 3-7pm

A/M '78	O/N '78	A/M '79			
1 KHFI-FM		KNOW-AM		KHFI-FM	
2 KNOW-AM		KTSA-AM		KTSA-AM	
3 KVET-AM		KHFI-FM		KNOW-AM	
4 KLBJ-FM		KOKE-FM		KVET-AM	
5 KOKE-AF		KCSW-FM		KOKE-FM	

Adults 18-34 M-S, 6am-Midnight
POP(00): 1927

A/M '78	O/N '78	A/M '79			
1 KLBJ-FM		KCSW-FM		KLBJ-FM	
2 KCSW-FM		KLBJ-FM		KCSW-FM	
3 KNOW-AM		KNOW-AM		KVET-AM	
4 KHFI-FM		KHFI-FM		KNOW-AM	
5 KVET-AM		KOKE-FM		KOKE-FM	

M-F, 6-10am

A/M '78	O/N '78	A/M '79			
1 KLBJ-FM		KCSW-FM		KVET-AM	
2 KCSW-FM		KLBJ-FM		KNOW-AM	
3 KNOW-AM		KNOW-AM		KLBJ-FM	
4 KVET-AM		KVET-AM		KCSW-FM	
5 KHFI-FM		KHFI-FM		KOKE-FM	

M-F, 3-7pm

A/M '78	O/N '78	A/M '79			
1 KLBJ-FM		KCSW-FM		KLBJ-FM	
2 KCSW-FM		KLBJ-FM		KNOW-AM	
3 KNOW-AM		KNOW-AM		KOKE-FM	
4 KASE-FM		KVET-AM		KCSW-FM	
5 KVET-AM		KHFI-FM		KVET-AM	

Adults 25-49 M-S, 6am-Midnight
POP(00): 1572

A/M '78	O/N '78	A/M '79			
1 KVET-AM		KVET-AM	36	KVET-AM	
2 KASE-FM		KASE-FM	33	KASE-FM	
3 KOKE-AF		KCSW-FM	26	KLBJ-FM	
4 KLBJ-FM		KNOW-AM	23	KOKE-FM	
5 KCSW-FM		KLBJ-AM	15	KNOW-AM	

M-F, 6-10am

A/M '78	O/N '78	A/M '79			
1 KVET-AM		KVET-AM	78	KVET-AM	
2 KASE-FM		KNOW-AM	50	KNOW-AM	
3 KNOW-AM		KASE-FM	50	KOKE-FM	
4 KOKE-AF		KCSW-FM	45	KLBJ-AM	
5 KCSW-FM		KLBJ-AM	37	KASE-FM	

M-F, 3-7pm

A/M '78	O/N '78	A/M '79			
1 KVET-AM		KVET-AM		KVET-AM	
2 KASE-FM		KASE-FM		KASE-FM	
3 KLBJ-FM		KCSW-FM		KOKE-FM	
4 KOKE-AF		KNOW-AM		KLBJ-FM	
5 KCSW-FM		KLBJ-FM		KNOW-AM	

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight
POP(00): 4080

A/M '78	O/N '78	A/M '79			
1 KVET-AM	903	KNOW-AM	973	KVET-AM	1181
2 KNOW-AM	821	KVET-AM	886	KASE-FM	886
3 KASE-FM	796	KHFI-FM	837	KNOW-AM	879
4 KHFI-FM	721	KLBJ-FM	797	KLBJ-FM	791
5 KLBJ-FM	651	KLBJ-AM	780	KLBJ-AM	763

M-F, 6-10am

A/M '78	O/N '78	A/M '79			
1 KNOW-AM		KNOW-AM		KVET-AM	
2 KVET-AM		KVET-AM		KNOW-AM	
3 KASE-FM		KLBJ-FM		KLBJ-AM	
4 KHFI-FM		KCSW-FM		KASE-FM	
5 KLBJ-FM		KASE-FM		KCSW-FM	

M-F, 3-7pm

A/M '78	O/N '78	A/M '79			
1 KVET-AM		KNOW-AM		KVET-AM	
2 KASE-FM		KVET-AM		KNOW-AM	
3 KNOW-AM		KCSW-FM		KASE-FM	
4 KLBJ-FM		KLBJ-FM		KOKE-FM	
5 KHFI-FM		KASE-FM		KLBJ-FM	

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

A/M '78	O/N '78	A/M '79			
1 KHFI-FM		KNOW-AM		KHFI-FM	
2 KNOW-AM		KHFI-FM		KNOW-AM	
3 KLBJ-AM		KTSA-AM		KTSA-AM	
4 KTSA-AM		KVET-AM		KVET-AM	
5 KOKE-AF		KCSW-FM		KOKE-FM	

M-F, 6-10am

A/M '78	O/N '78	A/M '79			
1 KNOW-AM		KNOW-AM		KHFI-FM	
2 KHFI-FM		KHFI-FM		KNOW-AM	
3 KCSW-FM		KTSA-AM		KTSA-AM	
4 KLBJ-AM		KCSW-FM		KOKE-FM	
5 KOKE-AF		KVET-AM		KVET-AM	

M-F, 3-7pm

A/M '78	O/N '78	A/M '79			
1 KHFI-FM		KNOW-AM		KHFI-FM	
2 KNOW-AM		KTSA-AM		KTSA-AM	
3 KOKE-AF		KHFI-FM		KNOW-AM	
4 KLBJ-AM		KVET-AM		KVET-AM	
5 KVET-AM		KOKE-FM		KOKE-FM	

Adults 18-34 M-S, 6am-Midnight
POP(00): 1927

A/M '78	O/N '78	A/M '79			
1 KLBJ-FM		KLBJ-FM		KLBJ-FM	
2 KNOW-AM		KHFI-FM		KNOW-AM	
3 KCSW-FM		KCSW-FM		KCSW-FM	
4 KHFI-FM		KNOW-AM		KVET-AM	
5 KVET-AM		KVET-AM		KHFI-FM	

M-F, 6-10am

A/M '78	O/N '78	A/M '79			
1 KNOW-AM		KLBJ-FM		KLBJ-FM	
2 KLBJ-FM		KNOW-AM		KNOW-AM	
3 KCSW-FM		KCSW-FM		KCSW-FM	
4 KHFI-FM		KHFI-FM		KVET-AM	
5 KVET-AM		KVET-AM		KHFI-FM	

M-F, 3-7pm

A/M '78	O/N '78	A/M '79			
1 KLBJ-FM		KCSW-FM		KLBJ-FM	
2 KNOW-AM		KLBJ-FM		KNOW-AM	
3 KCSW-FM		KNOW-AM		KCSW-FM	
4 KHFI-FM		KHFI-FM		KOKE-FM	
5 KOKE-AF		KVET-AM		KVET-AM	

Adults 25-49 M-S, 6am-Midnight
POP(00): 1572

A/M '78	O/N '78	A/M '79			
1 KVET-AM		KVET-AM		KVET-AM	
2 KASE-FM		KASE-FM		KNOW-AM	
3 KNOW-AM		KNOW-AM		KASE-FM	
4 KCSW-FM		KCSW-FM		KNOW-AM	
5 KOKE-AF		KLBJ-AM		KOKE-FM	

M-F, 6-10am

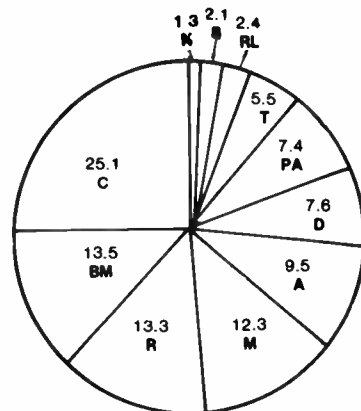
A/M '78	O/N '78	A/M '79			
1 KVET-AM		KVET-AM		KVET-AM	
2 KNOW-AM		KNOW-AM		KNOW-AM	
3 KASE-FM		KASE-FM		KLBJ-AM	
4 KOKE-AF		KCSW-FM		KLBJ-FM	
5 KCSW-FM		KLBJ-AM		KOKE-FM	

M-F, 3-7pm

A/M '78	O/N '78	A/M '79			
1 KVET-AM		KVET-AM		KVET-AM	
2 KASE-FM		KCSW-FM		KNOW-AM	
3 KOKE-AF		KNOW-AM		KOKE-FM	
4 KNOW-AM		KASE-FM		KLBJ-FM	
5 KCSW-FM		KLBJ-FM		KASE-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.

Bakersfield

METRO RANK



AM '79 Market Overview

Bakersfield features one of those contemporary music scene battles between an FM AOR and an AM Top 40. In this book the AOR won, and there is now a new number one station in the market, KKXX, the AOR station. The station ran no contests or promotions during the sweep but concentrated instead on their playlist. Tailored to the Bakersfield audience, the list contains some disco and Top 40 sounds as well as the hit album tracks. The station has no format competition. KERN, which last year was the contemporary music leader in the market, dipped several shares in this survey, and the station attributes the loss to audience going to the FM sound of KKXX. Unlike KKXX, KERN was very heavily promotion-minded, giving away prizes such as a car, \$1000, stereos, 10-speed bikes, etc. KERN did run some TV and outdoor board advertising, but not as much of either as KKXX.

KUZZ, the Country station which had been the market leader, dipped more than four shares, but is still a strong #2 in the market. This market is measured only once per year, and this year the amount of usable diaries (416) was below the in-tab goal Arbitron set for the market, 450. It's possible that fewer diaries came back from zips where country listeners are in large numbers.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
 POP(00): 2983

A/M '77	A/M '78	A/M '79			
1 KERN-AM	14.4	KUZZ-AM	17.1	KKXX-FM(A)	13.4
2 KUZZ-AM	13.7	KERN-AM	13.4	KUZZ-AM(C)	13.0
3 KAFY-AM	11.8	KGEE-AF	9.8	KERN-AM(B)	10.1
4 KKXX-FM	11.3	KLYD-AF	9.0	KLYD-AF(PA)	8.9
5 KLYD-AF	10.1	KAFY-AM	8.8	KGFM-FM(BM)	7.2
6 KLYD-FM	7.2	KKXX-FM	4.9	NWAC-AM	6.0
7 KGEE-AM	4.6	KPMC-AM	2.6	KAFY-AM(PA)	4.5
8 KGFM-FM	3.1	KLUS-FM	2.6	KGAM-AM(BM)	4.3
9 KZIQ-AM	3.1	KFI-AM	2.2	KPMC-AM(B)	3.4
10 KLYD-AM	2.9	KWAC-AM	2.0	KMET-FM(A)	2.7
11 KLOA-AM	2.6	KLOA-AM	1.8	KZIQ-AM(C)	2.7
12 KPMC-AM	2.2	KHIS-AF	1.6	KBIG-FM(BM)	2.2
13 KCHJ-AM	1.9	KOST-FM	1.6	NFI-AM(B)	1.8
14 KHIS-AF	1.9	KFRE-AM	1.4	NHIS-AF(ML)	1.8
15 KLUS-FM	1.9	KMPC-AM	1.0	KMPC-AM(PA)	1.6
16 KOST-FM	1.9	KBIG-FM	1.0	KOST-FM(BM)	1.6
17 KNX-AM	1.9	NWSO-AM	0.8	KLUS-FM(A)	1.1
18 KHIS-AM	1.4	KZIQ-FM	0.6	NWSO-AM(ML)	1.1
19 KGO-AM	0.7	KCHJ-AM	0.4	NLOA-AM(PA)	1.1
20 KFRE-AM	0.5	KDOL-AM(C)	1.1	KNX-FM(A)	0.9
21 KHJ-AM	0.5	KNX-AM(B)	0.7	KNX-AM(B)	0.7
22 KBIG-FM	0.5	KCHJ-AM(C)	0.4	KZIQ-FM(BM)	0.4
23 KHIS-FM	0.5				
24 KFI-AM	0.5				

Average Persons Trends/Rankings

Total 12+
 M-S, 6am-Midnight
 POP(00): 2983

A/M '77	A/M '78	A/M '79			
1 KERN-AM	60	KUZZ-AM	84	KKXX-FM	60
2 KUZZ-AM	57	KERN-AM	66	KUZZ-AM	58
3 KAFY-AM	49	KGEE-AF	48	KERN-AM	45
4 KKXX-FM	47	KLYD-AF	44	KLYD-AF	40
5 KLYD-AF	42	KAFY-AM	43	KGFM-FM	32

M-F, 6-10am

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

M-F, 3-7pm

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

Teens
 M-S, 6am-Midnight
 POP(00): 447

A/M '77	A/M '78	A/M '79
1 KERN-AM	KERN-AM	KKXX-FM
2 KAFY-AM	KAFY-AM	KERN-AM
3 KKXX-FM	KUZZ-AM	KMET-FM
4 KUZZ-AM	KLUS-FM	KWAC-AM
5 KLOA-AM	KFI-AM	KAFY-AM

M-F, 6-10am

1 KERN-AM	KERN-AM	KERN-AM
2 KAFY-AM	KAFY-AM	KKXX-FM
3 KKXX-FM	KUZZ-AM	KWAC-AM
4 KUZZ-AM	KWAC-AM	KMET-FM
5 KFI-AM	KGEE-AF	KAFY-AM

M-F, 3-7pm

1 KERN-AM	KERN-AM	KKXX-FM
2 KAFY-AM	KAFY-AM	KERN-AM
3 KKXX-FM	KUZZ-AM	KMET-FM
4 KLOA-AM	KLUS-FM	KWAC-AM
5 KUZZ-AM	KWAC-AM	KUZZ-AM

Adults 18-34
 M-S, 6am-Midnight
 POP(00): 1023

A/M '77	A/M '78	A/M '79
1 KKXX-FM	KERN-AM	KKXX-FM
2 KERN-AM	KUZZ-AM	KERN-AM
3 KAFY-AM	KKXX-FM	KUZZ-AM
4 KUZZ-AM	KAFY-AM	KAFY-AM
5 KLYD-AF	KLYD-AF	KWAC-AM

M-F, 6-10am

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

M-F, 3-7pm

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

Adults 25-49
 M-S, 6am-Midnight
 POP(00): 1187

A/M '77	A/M '78	A/M '79
1 KKXX-FM	KUZZ-AM	KUZZ-AM
2 KAFY-AM	KLYD-AF	KGFM-FM
3 KERN-AM	KERN-AM	KKXX-FM
4 KUZZ-AM	KGEE-AF	KAFY-AM
5 KLYD-AF	KAFY-AM	KLYD-AF

M-F, 6-10am

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

M-F, 3-7pm

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

Cume Persons Trends/Rankings

Total 12+
 M-S, 6am-Midnight
 POP(00): 2983

A/M '77	A/M '78	A/M '79			
1 KERN-AM	93.4	KERN-AM	83.6	KLUS-AM	72.4
2 KAFY-AM	83.3	KUZZ-AM	81.2	KKXX-FM	70.7
3 KUZZ-AM	63.6	KAFY-AM	79.7	KUZZ-AM	65.4
4 KKXX-FM	60.9	KKXX-FM	41.7	KAFY-AM	46.1
5 KLYD-AF	38.6	KGEE-AM	47.2	KGFM-FM	39.6

M-F, 6-10am

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

M-F, 3-7pm

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

Teens
 M-S, 6am-Midnight
 POP(00): 447

A/M '77	A/M '78	A/M '79
1 KERN-AM	KERN-AM	KERN-AM
2 KAFY-AM	KAFY-AM	KKXX-FM
3 KKXX-FM	KUZZ-AM	KAFY-AM
4 KFI-AM	KLUS-FM	KMET-FM
5 KUZZ-AM	KKXX-FM	KFI-AM

M-F, 6-10am

1 KERN-AM	KERN-AM	KKXX-FM
2 KAFY-AM	KAFY-AM	KERN-AM
3 KKXX-FM	KUZZ-AM	NWAC-AM
4 KLOA-AM	KLUS-FM	KMET-FM
5 KUZZ-AM	NWAC-AM	KAFY-AM

M-F, 3-7pm

1 KERN-AM	KERN-AM	KKXX-FM
2 KAFY-AM	KAFY-AM	KERN-AM
3 KKXX-FM	KUZZ-AM	KMET-FM
4 KLOA-AM	KFI-AM	NWAC-AM
5 KFI-AM	KLUS-FM	KAFY-AM

Adults 18-34
 M-S, 6am-Midnight
 POP(00): 1023

A/M '77	A/M '78	A/M '79
1 KERN-AM	KAFY-AM	KERN-AM
2 KAFY-AM	KERN-AM	KKXX-FM
3 KKXX-FM	KKXX-FM	KAFY-AM
4 KUZZ-AM	KUZZ-AM	KUZZ-AM
5 KLYD-AF	KLUS-FM	KGFM-FM

M-F, 6-10am

1 KKXX-FM	KERN-AM	KERN-AM
2 KERN-AM	KAFY-AM	KKXX-FM
3 KAFY-AM	KUZZ-AM	KAFY-AM
4 KUZZ-AM	KKXX-FM	KUZZ-AM
5 KLYD-AF	KLUS-FM	KWAC-AM

M-F, 3-7pm

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

Adults 25-49
 M-S, 6am-Midnight
 POP(00): 1187

A/M '77	A/M '78	A/M '79
1 KERN-AM	KUZZ-AM	KUZZ-AM
2 KAFY-AM	KAFY-AM	KKXX-FM
3 KUZZ-AM	KERN-AM	KGFM-FM
4 KKXX-FM	KLYD-FM	KERN-AM
5 KLYD-AF	KKXX-FM	KAFY-AM

M-F, 6-10am

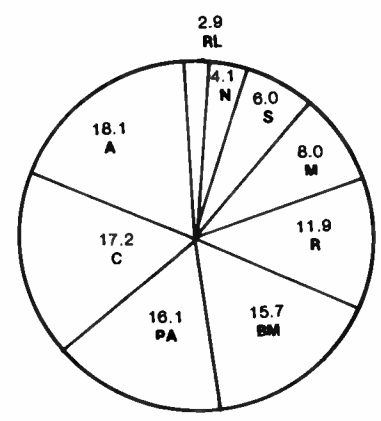
1 KAFY-AM	KUZZ-AM	KUZZ-AM
2 KUZZ-AM	KERN-AM	KERN-AM
3 KERN-AM	KAFY-AM	KAFY-AM
4 KKXX-FM	KLYD-FM	KGFM-FM
5 KLYD-AF	KGEE-AM	KKXX-FM

M-F, 3-7pm

1 KERN-AM	KAFY-AM	KUZZ-AM
2 KKXX-FM	KUZZ-AM	KKXX-FM
3 KUZZ-AM	KERN-AM	KERN-AM
4 KAFY-AM	KLYD-FM	KGFM-FM
5 KLYD-AF	KGEE-AM	KAFY-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 '79 Market Overview

Baseball has been good to **WFBR** in this market. After more than 20 years on **WBAL**, the Orioles are now on **WFBR**, and the station has made the most of this huge baseball following, showing a nice increase in overall audience. Interesting note is that **WFBR** tapes highlights of the evening games (when station has almost a 21 share) and replays them during daytime dayparts, thus exposing more audience to the excitement of the games they may have missed. **WBAL**, although still #1 in the market, slipped to its lowest showing in years. The #2 overall in the market is AOR station **WIYY**, which features the successful Superstars format guided by PD **Denise Oliver**. Country leader **WPOC** suffered usual Spring decline but share was well ahead of last A/M'78 sweep.

Two stations with ethnic appeal did well in the Spring sweep. **Dancemusic WTKT** continued to advance after its January format debut, moving up from 2.8-4.4 overall, showing especially good gains in PM Drive and the evening. **WWIN** (Black-formatted) had its best book in years with a 5 share, doubling its numbers in pm Drive. Neither station did an extensive TV campaign for the A/M'79 survey. Instead, **WTKT** relied on local club and record store research to keep pace with the market, while **WWIN** did some bus poster and bumper sticker campaigns to keep its calls in the people's minds. **Dancemusic WXYV** showed a slight increase also, especially in the evening.

In the Top 40 vein, **Plough's WCAO** rebounded for its best showing since last Spring, with significant gains with adults in the morning and among teens across the week.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 18023

AM '78	ON '78	JF '78	AM '79
1 WBAL-AM 15.3	WBAL-AM 12.3	WBAL-AM 14.5	WBAL-AM (PA) 10.8
2 WCBM-AM 9.1	WLIF-FM 7.5	WLIF-FM 8.8	WIYY-FM (A) 9.0
3 WLIF-FM 8.3	WIYY-FM 7.0	WIYY-FM 6.9	WCBM-AM (PA) 7.7
4 WCAO-AM 6.3	WXYV-FM 6.5	WFOC-FM 6.8	WLIF-FM (BB) 7.4
5 WXYV-FM 5.4	WCBM-AM 6.2	WCBM-AM 6.5	WFBR-AM (PA) 5.9
6 WWIN-AM 4.7	WFOC-FM 5.1	WXYV-FM 5.1	WXYV-FM (D) 5.9
7 WMAR-FM 4.7	WCAO-AM 5.0	WFBR-AM 4.9	WCAO-AM (R) 5.4
8 WFBR-AM 4.2	WWIN-AM 4.4	WCAO-AM 4.8	WFOC-FM (C) 5.3
9 WIYY-FM 4.2	WMAR-FM 4.3	WLPL-FM 3.5	WWIN-AM (B) 5.1
10 WBKZ-FM 3.9	WFBR-AM 4.1	WWIN-AM 3.4	WTKT-FM (B) 4.4
11 WFOC-FM 3.7	WLPL-FM 3.8	WMAR-FM 3.2	WTKT-FM (BB) 3.9
12 WLPL-FM 3.6	WTKT-FM 3.2	WTKT-FM 2.8	WAYE-AM (BB) 2.6
13 WSID-AM 3.1	WBKZ-FM 2.5	WBKZ-FM 2.7	WITH-AM (PA) 2.1
14 WTKT-FM 2.6	WRBS-FM 2.1	WITH-AM 2.1	WLPL-FM (A) 2.0
15 WTOP-AM 1.5	WTOP-AM 1.9	WTOP-AM 1.7	WLIF-FM (R) 1.9
16 WRBS-FM 1.3	WITH-AM 1.8	WWDG-FM 1.6	WTKZ-FM (PA) 1.3
17 WITH-AM 1.2	WTR-FM 1.7	WFOC-FM 1.5	WTOP-AM (R) 1.2
18 WFGC-AF 1.2	WFGC-AF 1.5	WFGC-FM 1.4	WASH-FM (PA) 1.1
19 WITH-FM 1.0	WASH-FM 1.5	WRBS-FM 1.2	WMDI-AM (ML) 1.2
20 WFGC-FM 1.0	WSID-AM 1.4	WTOP-AM 1.1	WSID-AM (R) 1.1
21 WAYE-AM 1.0	WAYE-AM 1.3	WITH-FM 1.0	WFGC-FM (R) 1.1
22 WMAL-AM 0.8	WFOC-FM 1.3	WTR-FM 0.9	WTR-FM (PA) 0.9
23 WASH-FM 0.7	WMAL-AM 1.2	WMAL-AM 0.7	WRBS-FM (ML) 0.9
24 WWDG-FM 0.7	WYCK-FM 1.2	WYCK-FM 0.7	WNAV-FM (BB) 0.9
25 WMDI-AM 0.7	WHUR-FM 1.0	WRDX-FM 0.5	WWDG-FM (A) 0.7
26 WNAV-FM 0.6	WNAV-FM 0.7	WODK-FM 0.5	WRDX-FM (R) 0.7
27 WTR-FM 0.6	WITH-FM 0.6	WHUR-FM 0.5	WHUR-FM (R) 0.7
28 WRXZ-FM 0.5	WMDI-AM 0.6	WTDW-AM 0.5	WMAL-AM (R) 0.4
29 WGAY-FM 0.5	WNAV-AM 0.6	WAYE-AM 0.4	
30 WTR-AM 0.5	WGMS-AF 0.5	WEBB-AM 0.4	

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 18023

AM '78	ON '78	JF '78	AM '79
1 WBAL-AM 438	WBAL-AM 350	WBAL-AM 407	WBAL-AM 318
2 WCBM-AM 261	WLIF-FM 215	WLIF-FM 248	WIYY-FM 265
3 WLIF-FM 237	WIYY-FM 199	WIYY-FM 193	WCBM-AM 226
4 WCAO-AM 180	WXYV-FM 184	WFOC-FM 191	WLIF-FM 217
5 WXYV-FM 153	WCBM-AM 178	WCBM-AM 183	WFBR-AM 204
6 WWIN-AM 135	WFOC-FM 146	WXYV-FM 144	WXYV-FM 174
7 WMAR-FM 133	WCAO-AM 142	WFBR-AM 137	WCAO-AM 158
8 WFBR-AM 120	WWIN-AM 126	WCAO-AM 136	WFOC-FM 157
9 WIYY-FM 120	WMAR-FM 123	WLPL-FM 97	WWIN-AM 149
10 WBKZ-FM 111	WFBR-AM 118	WWIN-AM 95	WTKT-FM 130

M-F, 6-10am	M-F, 3-7pm
1 WBAL-AM	1 WBAL-AM
2 WCBM-AM	2 WCBM-AM
3 WLIF-FM	3 WLIF-FM
4 WCAO-AM	4 WCBM-AM
5 WXYV-FM	5 WCBM-AM
6 WWIN-AM	6 WCBM-AM
7 WMAR-FM	7 WCBM-AM
8 WIYY-FM	8 WCBM-AM
9 WBKZ-FM	9 WCBM-AM
10 WFOC-FM	10 WCBM-AM

Teens
M-S, 6am-Midnight
POP(00): 2459

AM '78	ON '78	JF '78	AM '79
1 WLPL-FM	WLPL-FM	WIYY-FM	WIYY-FM
2 WCAO-AM	WXYV-FM	WLPL-FM	WWIN-AM
3 WWIN-AM	WIYY-FM	WTKT-FM	WTKT-FM
4 WIYY-FM	WTKT-FM	WXYV-FM	WXYV-FM
5 WTKT-FM	WWIN-AM	WWIN-AM	WCAO-AM
6 WBAL-AM	WCAO-AM	WCAO-AM	WLPL-FM
7 WCBM-AM	WFOC-FM	WWDG-FM	WITH-FM
8 WBKZ-FM	WFGC-AF	WFBR-AM	WFBR-AM
9 WXYV-FM	WFOC-FM	WFGC-AF	WFGC-FM
10 WFGC-AF	WCBM-AM	WFGC-FM	WCBM-AM

M-F, 6-10am	M-F, 3-7pm
1 WWIN-AM	1 WLPL-FM
2 WLPL-FM	2 WLPL-FM
3 WCAO-AM	3 WIYY-FM
4 WTKT-FM	4 WTKT-FM
5 WIYY-FM	5 WWIN-AM
6 WCBM-AM	6 WCBM-AM
7 WBKZ-FM	7 WFOC-FM
8 WBAL-AM	8 WBKZ-FM
9 WXYV-FM	9 WCBM-AM
10 WSID-AM	10 WFGC-AF

Adults 18-34
M-S, 6am-Midnight
POP(00): 6461

AM '78	ON '78	JF '78	AM '79
1 WCBM-AM	WIYY-FM	WIYY-FM	WIYY-FM
2 WXYV-FM	WXYV-FM	WXYV-FM	WXYV-FM
3 WCAO-AM	WWIN-AM	WCBM-AM	WCBM-AM
4 WIYY-FM	WCAO-AM	WCAO-AM	WCAO-AM
5 WBKZ-FM	WCBM-AM	WBKZ-FM	WTKT-FM
6 WWIN-AM	WTKT-FM	WFBR-AM	WFOC-FM
7 WLPL-FM	WFBR-AM	WWIN-AM	WFBR-AM
8 WTKT-FM	WLIF-FM	WFOC-FM	WWIN-AM
9 WLIF-FM	WBKZ-FM	WTKT-FM	WLPL-FM
10 WFBR-AM	WLPL-FM	WLIF-FM	WBKZ-FM

M-F, 6-10am	M-F, 3-7pm
1 WCBM-AM	1 WCBM-AM
2 WXYV-FM	2 WCBM-AM
3 WCAO-AM	3 WCBM-AM
4 WIYY-FM	4 WCBM-AM
5 WWIN-AM	5 WCBM-AM
6 WBKZ-FM	6 WCBM-AM
7 WTKT-FM	7 WCBM-AM
8 WLIF-FM	8 WCBM-AM
9 WLPL-FM	9 WCBM-AM
10 WFBR-AM	10 WCBM-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 7257

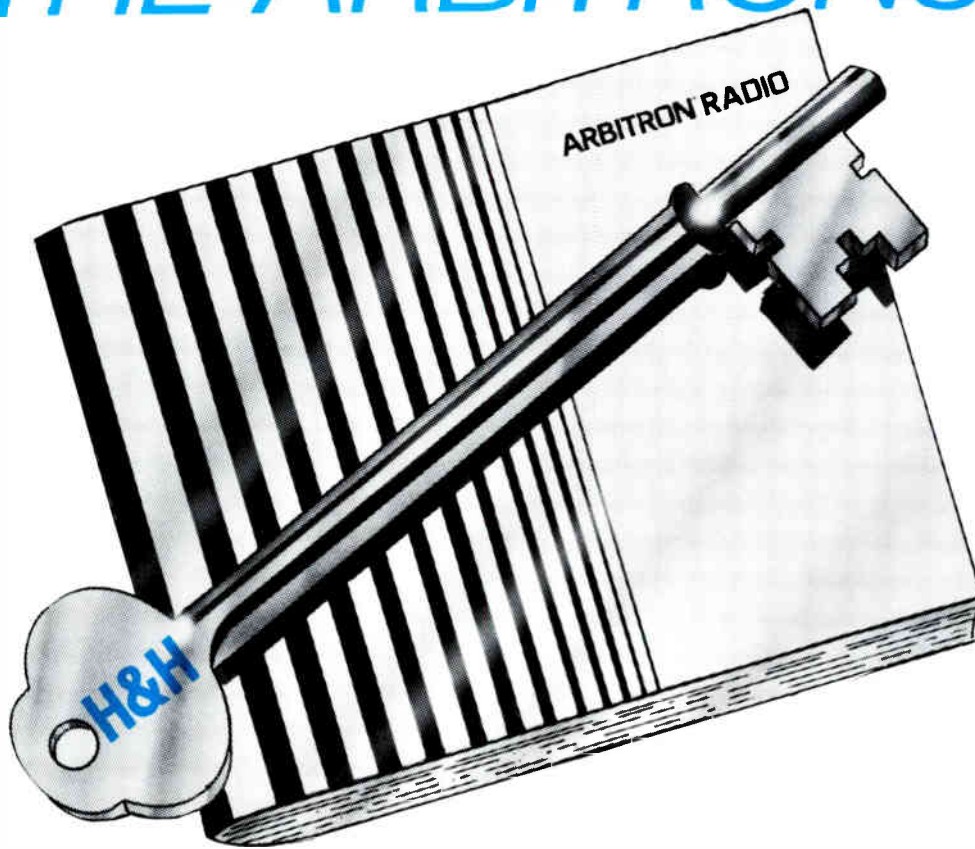
AM '78	ON '78	JF '78	AM '79
1 WCBM-AM	WCBM-AM	WLIF-FM	WCBM-AM
2 WBAL-AM	WLIF-FM	WCBM-AM	WBAL-AM
3 WFBR-AM	WBAL-AM	WFOC-FM	WFBR-AM
4 WLIF-FM	WFOC-FM	WFOC-FM	WFOC-FM
5 WCAO-AM	WXYV-FM	WCBM-AM	WXYV-FM
6 WXYV-FM	WFBR-AM	WXYV-FM	WLIF-FM
7 WWIN-AM	WCAO-AM	WCAO-AM	WCAO-AM
8 WFOC-FM	WBKZ-FM	WXYV-FM	WXYV-FM
9 WMAR-FM	WIYY-FM	WIYY-FM	WWIN-AM
10 WBKZ-FM	WWIN-AM	WSII-AM	WTKT-FM

M-F, 6-10am	M-F, 3-7pm
1 WCBM-AM	1 WCBM-AM
2 WBAL-AM	2 WBAL-AM
3 WLIF-FM	3 WFBR-AM
4 WXYV-FM	4 WCBM-AM
5 WCAO-AM	5 WCBM-AM
6 WFBR-AM	6 WCBM-AM
7 WFOC-FM	7 WCBM-AM
8 WMAR-FM	8 WCBM-AM
9 WWIN-AM	9 WCBM-AM
10 WSID-AM	10 WCBM-AM

HIBER & HART, LTD.

JHAN HIBER
President

THE KEY TO THE ARBITRONS



Put the former Manager of Arbitron Radio Reports — and his associates — on your strategy team for future surveys. Hiber & Hart offer a unique package of services and insights, including:

Pre-survey planning

Post-survey computerized analysis

Post-survey diary reviews at Laurel, Arbitron's headquarters

Strategy seminars

H&H will customize our work with your management, sales, and programming teams to fit your special needs and marketplace. Call or write for more information. Let Hiber & Hart serve as the key to your better understanding of Arbitron — and to better numbers in the book!

*RADIO RATINGS, RESEARCH AND SALES DEVELOPMENT CONSULTANTS
4200 Via Dolce, Suite 332/Marina Del Rey, California 90291/213-821-1111*

Baltimore

Continued

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 7257

	AM '78	ON '78	JF '79	AM '79
1	WBAL-AM 5874	WBAL-AM 4566	WBAL-AM 5084	WBAL-AM 4440
2	WCAO-AM 3826	WCBM-AM 3533	WCAO-AM 3283	WFBR-AM 4064
3	WCBM-AM 3511	WCAO-AM 3159	WCBM-AM 3241	WCBM-AM 3695
4	WLIF-FM 3038	WLIF-FM 3126	WLIF-FM 3036	WCAO-AM 3413
5	WFBR-AM 2620	WIYY-FM 2638	WFBR-AM 2701	WIYY-FM 3253
6	WXYU-FM 1956	WXYU-FM 2385	WIYY-FM 2480	WLIF-FM 3078
7	WLPL-FM 1929	WFBR-AM 2380	WXYU-FM 2166	WTKT-FM 2257
8	WWIN-AM 1825	WLPL-FM 2177	WPOC-FM 1994	WXYU-FM 2233
9	WIYY-FM 1742	WTKT-FM 2077	WWIN-AM 1918	WWIN-AM 1938
10	WPOC-FM 1595	WWIN-AM 1761	WLPL-FM 1818	WPOC-FM 1095

M-F, 6-10am

1	WBAL-AM	WBAL-AM	WBAL-AM	WIYY-FM
2	WCBM-AM	WIYY-FM	WLIF-FM	WBAL-AM
3	WCAO-AM	WLIF-FM	WCBM-AM	WCAO-AM
4	WLIF-FM	WCAO-AM	WCAO-AM	WCBM-AM
5	WXYU-FM	WCBM-AM	WIYY-FM	WLIF-FM
6	WFBR-AM	WXYU-FM	WFBR-AM	WXYU-FM
7	WWIN-AM	WLPL-FM	WFBR-AM	WXYU-FM
8	WLPL-FM	WTKT-FM	WPOC-FM	WTKT-FM
9	WIYY-FM	WFBR-AM	WLPL-FM	WPOC-FM
10	WPOC-FM	WWIN-AM	WTKT-FM	WWIN-AM

M-F, 3-7pm

1	WBAL-AM	WBAL-AM	WBAL-AM	WBAL-AM
2	WCAO-AM	WCBM-AM	WCBM-AM	WCBM-AM
3	WCBM-AM	WCAO-AM	WCAO-AM	WCAO-AM
4	WFBR-AM	WFBR-AM	WFBR-AM	WFBR-AM
5	WLIF-FM	WLIF-FM	WLIF-FM	WIYY-FM
6	WWIN-AM	WIYY-FM	WPOC-FM	WLIF-FM
7	WIYY-FM	WXYU-FM	WIYY-FM	WPOC-FM
8	WLPL-FM	WLPL-FM	WWIN-AM	WWIN-AM
9	WXYU-FM	WWIN-AM	WLPL-FM	WXYU-FM
10	WPOC-FM	WPOC-FM	WXYU-FM	WTKT-FM

Teens

M-S, 6am-Midnight
POP(00): 2459

	AM '78	ON '78	JF '79	AM '79
1	WCAO-AM	WLPL-FM	WLPL-FM	WIYY-FM
2	WLPL-FM	WTKT-FM	WIYY-FM	WCAO-AM
3	WIYY-FM	WIYY-FM	WTKT-FM	WTKT-FM
4	WBAL-AM	WXYU-FM	WCAO-AM	WWIN-AM
5	WXYU-FM	WCAO-AM	WXYU-FM	WLPL-FM
6	WWIN-AM	WWIN-AM	WWIN-AM	WXYU-FM
7	WTKT-FM	WCBM-AM	WBAL-AM	WFBR-AM
8	WCBM-AM	WBAL-AM	WCBM-AM	WTKT-FM
9	WFBR-AM	WPOC-FM	WFBR-AM	WCBM-AM
10	WSDI-AM	WBKZ-FM	WPOC-FM	WPGC-FM

M-F, 6-10am

1	WLPL-FM	WLPL-FM	WLPL-FM	WIYY-FM
2	WCAO-AM	WXYU-FM	WIYY-FM	WWIN-AM
3	WWIN-AM	WTKT-FM	WXYU-FM	WCAO-AM
4	WIYY-FM	WIYY-FM	WTKT-FM	WXYU-FM
5	WTKT-FM	WCAO-AM	WCAO-AM	WTKT-FM
6	WCBM-AM	WWIN-AM	WWIN-AM	WLPL-FM
7	WXYU-FM	WCBM-AM	WTKT-FM	WTKT-FM
8	WBAL-AM	WPOC-FM	WFBR-AM	WCBM-AM
9	WBKZ-FM	WBKZ-FM	WBAL-AM	WFBR-AM
10	WSDI-AM	WPGC-FM	WCBM-AM	WPGC-FM

M-F, 3-7pm

1	WCAO-AM	WLPL-FM	WLPL-FM	WIYY-FM
2	WLPL-FM	WXYU-FM	WIYY-FM	WCAO-AM
3	WBAL-AM	WCAO-AM	WCAO-AM	WWIN-AM
4	WIYY-FM	WWIN-AM	WBAL-AM	WTKT-FM
5	WWIN-AM	WIYY-FM	WTKT-FM	WLPL-FM
6	WCBM-AM	WTKT-FM	WWIN-AM	WFBR-AM
7	WTKT-FM	WBAL-AM	WFBR-AM	WXYU-FM
8	WFBR-AM	WCBM-AM	WXYU-FM	WTKT-FM
9	WXYU-FM	WPGC-FM	WCBM-AM	WPGC-FM
10	WPGC-FM	WPGC-FM	WTKT-FM	WBAL-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 6461

	AM '78	ON '78	JF '79	AM '79
1	WCAO-AM	WIYY-FM	WCAO-AM	WIYY-FM
2	WCBM-AM	WCAO-AM	WIYY-FM	WCAO-AM
3	WXYU-FM	WXYU-FM	WCBM-AM	WCBM-AM
4	WIYY-FM	WTKT-FM	WXYU-FM	WTKT-FM
5	WBAL-AM	WCBM-AM	WFBR-AM	WTKT-FM
6	WLPL-FM	WFBR-AM	WWIN-AM	WXYU-FM
7	WTKT-FM	WLPL-FM	WWIN-AM	WXYU-FM
8	WFBR-AM	WWIN-AM	WBKZ-FM	WLPL-FM
9	WWIN-AM	WBKZ-FM	WTKT-FM	WPOC-FM
10	WBKZ-FM	WLIF-FM	WPOC-FM	WBAL-AM

M-F, 6-10am

1	WCBM-AM	WIYY-FM	WCAO-AM	WIYY-FM
2	WCAO-AM	WXYU-FM	WIYY-FM	WCAO-AM
3	WXYU-FM	WCAO-AM	WCBM-AM	WTKT-FM
4	WIYY-FM	WTKT-FM	WXYU-FM	WCBM-AM
5	WWIN-AM	WCBM-AM	WBKZ-FM	WXYU-FM
6	WFBR-AM	WBKZ-FM	WTKT-FM	WPOC-FM
7	WBKZ-FM	WLPL-FM	WFBR-AM	WFBR-AM
8	WTKT-FM	WWIN-AM	WWIN-AM	WLPL-FM
9	WLIF-FM	WFBR-AM	WLIF-FM	WWIN-AM
10	WBAL-AM	WLIF-FM	WPOC-FM	WBKZ-FM

M-F, 3-7pm

1	WCAO-AM	WCAO-AM	WCAO-AM	WIYY-FM
2	WCBM-AM	WIYY-FM	WCBM-AM	WCAO-AM
3	WFBR-AM	WXYU-FM	WFBR-AM	WCBM-AM
4	WIYY-FM	WCBM-AM	WBKZ-FM	WFBR-AM
5	WXYU-FM	WFBR-AM	WIYY-FM	WXYU-FM
6	WWIN-AM	WWIN-AM	WXYU-FM	WTKT-FM
7	WBAL-AM	WTKT-FM	WBAL-AM	WPOC-FM
8	WBKZ-FM	WBKZ-FM	WWIN-AM	WBAL-AM
9	WTKT-FM	WTKT-FM	WPOC-FM	WWIN-AM
10	WLPL-FM	WLPL-FM	WLIF-FM	WLIF-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 7257

	AM '78	ON '78	JF '79	AM '79
1	WBAL-AM	WCBM-AM	WCBM-AM	WBAL-AM
2	WCBM-AM	WBAL-AM	WBAL-AM	WCBM-AM
3	WCAO-AM	WLIF-FM	WFBR-AM	WFBR-AM
4	WFBR-AM	WCAO-AM	WLIF-FM	WLIF-FM
5	WLIF-FM	WCBM-AM	WCAO-AM	WCAO-AM
6	WPOC-FM	WXYU-FM	WFBR-AM	WPOC-FM
7	WWIN-AM	WIYY-FM	WWIN-AM	WIYY-FM
8	WXYU-FM	WIYY-FM	WXYU-FM	WXYU-FM
9	WBKZ-FM	WWIN-AM	WTKT-FM	WTKT-FM
10	WTKT-FM	WLPL-FM	WIYY-FM	WWIN-AM

M-F, 6-10am

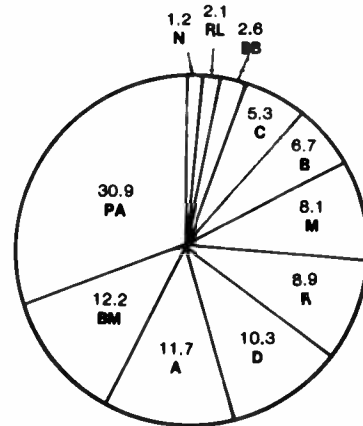
1	WCBM-AM	WCBM-AM	WCBM-AM	WCBM-AM
2	WBAL-AM	WLIF-FM	WLIF-FM	WBAL-AM
3	WCAO-AM	WCAO-AM	WCAO-AM	WCAO-AM
4	WLIF-FM	WBAL-AM	WBAL-AM	WFBR-AM
5	WFBR-AM	WFBR-AM	WFBR-AM	WPOC-FM
6	WPOC-FM	WXYU-FM	WPOC-FM	WLIF-FM
7	WXYU-FM	WPOC-FM	WXYU-FM	WXYU-FM
8	WWIN-AM	WIYY-FM	WWIN-AM	WIYY-FM
9	WBKZ-FM	WWIN-AM	WIYY-FM	WTKT-FM
10	WTKT-FM	WBKZ-FM	WBKZ-FM	WTKT-FM

M-F, 3-7pm

1	WCBM-AM	WCBM-AM	WCBM-AM	WBAL-AM
2	WBAL-AM	WBAL-AM	WBAL-AM	WCBM-AM
3	WCAO-AM	WCAO-AM	WCBM-AM	WFBR-AM
4	WFBR-AM	WFBR-AM	WCAO-AM	WCAO-AM
5	WLIF-FM	WLIF-FM	WLIF-FM	WPOC-FM
6	WWIN-AM	WPOC-FM	WPOC-FM	WLIF-FM
7	WPOC-FM	WXYU-FM	WPOC-FM	WIYY-FM
8	WBKZ-FM	WWIN-AM	WWIN-AM	WXYU-FM
9	WTKT-FM	WTKT-FM	WIYY-FM	WWIN-AM
10	WXYU-FM	WIYY-FM	WBKZ-FM	WTKT-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



A/M '79 Market Overview

The leading station in Baton Rouge, Top 40 rocker **WFMF**, has strengthened its position as numero uno with the results of this survey. **WFMF** leads the closest other station by almost three shares, and leads its closest rock competitor, **WLCS**, by more than six share points. **WFMF** does not utilize outside advertising, but does have a "WFMF Money Man" on the street every day giving away money to people he spots listening to the station. Station also raises thousands for charities through its Cheap Shots basketball team.

WLCS's problems had to do with its male listeners, especially in the drive times when the male audience declined by more than 50%. The Country leader in the market, **WYNK-FM**, is now second overall in the market with a solid high 12 range share. This is the second straight book in which the station has garnered numbers over 12.5 overall, and the station is becoming increasingly popular among female audiences.

P/A station **WJBO** jumped almost four shares in this most recent report, showed adult gains of special magnitude in AM drive and midday, when the 18+ figures almost doubled. Astros baseball was a big help here.

Finally, a leading station which slipped to its worst numbers in years was Black-formatted **WXOK**. However, part of its decline may be due to the fact that 100 fewer diaries came back in the High Density Black Area in this sweep when compared to the Fall '78 report. Fewer diaries in the HDAA may have meant more fluctuations in those diaries, which could help account for the **WXOK** decline. Biggest losses were among women adults in the morning and midday segments of the broadcast day.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 571.1

A/M '78	O/N '78	A/M '79			
1 WXOK-AM	14.5	WFMF-FM	15.0	WFMF-FM	15.8
2 WQXY-FM	13.4	WXOK-AM	13.3	WYNK-FM	13.0
3 WIRB-AM	10.1	WYNK-FM	13.1	WXOK-AM	11.3
4 WLCS-AM	9.7	WLCS-AM	10.4	WJBO-AM	10.9
5 WJBO-AM	8.8	WQXY-FM	10.4	WQXY-FM	9.9
6 WYNK-FM	8.1	WIRB-AM	8.7	WLCS-AM	9.2
7 WYNK-FM	7.7	WJBO-AM	7.1	WIRB-AM	7.8
8 WAFB-FM	6.4	WYNK-FM	5.4	WYNK-AM	6.3
9 WFMF-FM	6.2	WLUX-AM	4.6	WAFB-FM	4.8
10 WLUX-AM	5.7	WAFB-FM	3.5	WLSG-AM	1.9
11 WWL-AM	2.2	WAIL-AM	1.9	KSMI-FM	1.7
12 WLI-AM	2.0	WWL-AM	1.7	WWL-AM	1.3
13 WLSG-AM	1.1	WQEE-FM	0.8	WLUX-AM	1.6
14 WTIK-AM	1.1	KSMI-FM	0.6		
15 WNDE-AM	0.7				
16 WAIL-AM	0.4				
17 KSMI-FM	0.4				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 571.1

A/M '78	O/N '78	A/M '79			
1 WXOK-AM	66	WFMF-FM	72	WFMF-FM	83
2 WQXY-FM	61	WXOK-AM	64	WYNK-FM	68
3 WIRB-AM	46	WYNK-FM	63	WXOK-AM	59
4 WLCS-AM	44	WLCS-AM	50	WJBO-AM	57
5 WJBO-AM	40	WQXY-FM	50	WQXY-FM	52

M-F, 6-10am

A/M '78	O/N '78	A/M '79
1 WJBO-AM	WYNK-FM	WJBO-AM
2 WYNK-FM	WFMF-FM	WYNK-FM
3 WIRB-AM	WLCS-AM	WFMF-FM
4 WLCS-AM	WXOK-AM	WIRB-AM
5 WQXY-FM	WIRB-AM	WQXY-FM

M-F, 3-7pm

A/M '78	O/N '78	A/M '79
1 WXOK-AM	WFMF-FM	WFMF-FM
2 WQXY-FM	WXOK-AM	WXOK-AM
3 WIRB-AM	WYNK-FM	WYNK-FM
4 WLCS-AM	WQXY-FM	WLCS-AM
5 WJBO-AM	WLCS-AM	WJBO-AM

Teens
M-S, 6am-Midnight
POP(00): 109

A/M '78	O/N '78	A/M '79
1 WLCS-AM	WFMF-FM	WFMF-FM
2 WXOK-AM	WXOK-AM	WXOK-AM
3 WIRB-AM	WLCS-AM	WLCS-AM
4 WAFB-FM	WIRB-AM	WIRB-AM
5 WFMF-FM	WAFB-FM	WAFB-FM

M-F, 8-10am

A/M '78	O/N '78	A/M '79
1 WLCS-AM	WFMF-FM	WFMF-FM
2 WXOK-AM	WLCS-AM	WXOK-AM
3 WIRB-AM	WIRB-AM	WLCS-AM
4 WYNK-FM	WXOK-AM	WIRB-AM
5 WJBO-AM	KSMI-FM	WYNK-FM

M-F, 3-7pm

A/M '78	O/N '78	A/M '79
1 WLCS-AM	WFMF-FM	WXOK-AM
2 WXOK-AM	WXOK-AM	WFMF-FM
3 WIRB-AM	WIRB-AM	WLCS-AM
4 WTIK-AM	WLCS-AM	WIRB-AM
5 WJBO-AM	WAFB-FM	WYNK-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 147.6

A/M '78	O/N '78	A/M '79
1 WXOK-AM	WFMF-FM	WFMF-FM
2 WIRB-AM	WLCS-AM	WYNK-FM
3 WAFB-FM	WXOK-AM	WLCS-AM
4 WFMF-FM	WIRB-AM	WAFB-FM
5 WLCS-AM	WYNK-FM	WXOK-AM

M-F, 6-10am

A/M '78	O/N '78	A/M '79
1 WIRB-AM	WFMF-FM	WFMF-FM
2 WJBO-AM	WLCS-AM	WYNK-FM
3 WYNK-FM	WYNK-FM	WJBO-AM
4 WXOK-AM	WIRB-AM	WIRB-AM
5 WLCS-AM	WXOK-AM	WXOK-AM

M-F, 3-7pm

A/M '78	O/N '78	A/M '79
1 WXOK-AM	WFMF-FM	WFMF-FM
2 WIRB-AM	WLCS-AM	WYNK-FM
3 WFMF-FM	WXOK-AM	WLCS-AM
4 WAFB-FM	WIRB-AM	WXOK-AM
5 WLCS-AM	WYNK-FM	WJBO-AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 143.2

A/M '78	O/N '78	A/M '79
1 WQXY-FM	WYNK-FM	WYNK-FM
2 WYNK-AM	WQXY-FM	WQXY-FM
3 WYNK-FM	WFMF-FM	WFMF-FM
4 WJBO-AM	WXOK-AM	WJBO-AM
5 WXOK-AM	WJBO-AM	WIRB-AM

M-F, 6-10am

A/M '78	O/N '78	A/M '79
1 WYNK-FM	WYNK-FM	WYNK-FM
2 WJBO-AM	WLCS-AM	WJBO-AM
3 WYNK-AM	WQXY-FM	WQXY-FM
4 WQXY-FM	WJBO-AM	WIRB-AM
5 WLCS-AM	WFMF-FM	WLCS-AM

M-F, 3-7pm

A/M '78	O/N '78	A/M '79
1 WQXY-FM	WQXY-FM	WYNK-FM
2 WYNK-FM	WYNK-FM	WQXY-FM
3 WXOK-AM	WFMF-FM	WFMF-FM
4 WYNK-AM	WLCS-AM	WJBO-AM
5 WIRB-AM	WXOK-AM	WLCS-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 571.1

A/M '78	O/N '78	A/M '79			
1 WIRB-AM	10.4	WIRB-AM	11.1	WFMF-FM	10.9
2 WLCS-AM	9.8	WIRB-AM	10.1	WQXY-FM	9.9
3 WJBO-AM	8.7	WFMF-FM	7.5	WJBO-AM	8.0
4 WQXY-FM	7.8	WQXY-FM	7.9	WLI-AM	5.1
5 WAFB-FM	7.4	WJBO-AM	7.2	WJBO-AM	6.9

M-F, 6-10am

A/M '78	O/N '78	A/M '79
1 WJBO-AM	WLCS-AM	WFMF-FM
2 WLCS-AM	WFMF-FM	WJBO-AM
3 WIRB-AM	WIRB-AM	WQXY-FM
4 WQXY-FM	WYNK-FM	WIRB-AM
5 WXOK-AM	WXOK-AM	WXOK-AM

M-F, 3-7pm

A/M '78	O/N '78	A/M '79
1 WIRB-AM	WFMF-FM	WFMF-FM
2 WLCS-AM	WLCS-AM	WYNK-FM
3 WXOK-AM	WIRB-AM	WXOK-AM
4 WJBO-AM	WXOK-AM	WIRB-AM
5 WQXY-FM	WYNK-FM	WLCS-AM

Teens

M-S, 6am-Midnight
POP(00): 529

A/M '78	O/N '78	A/M '79
1 WIRB-AM	WLCS-AM	WFMF-FM
2 WLCS-AM	WFMF-FM	WLCS-AM
3 WAFB-FM	WIRB-AM	WXOK-AM
4 WXOK-AM	WXOK-AM	WIRB-AM
5 WJBO-AM	WAFB-FM	WAFB-FM

M-F, 8-10am

A/M '78	O/N '78	A/M '79
1 WLCS-AM	WFMF-FM	WFMF-FM
2 WIRB-AM	WIRB-AM	WXOK-AM
3 WAFB-FM	WLCS-AM	WLCS-AM
4 WXOK-AM	WXOK-AM	WIRB-AM
5 WYNK-FM	KSMI-FM	WAFB-FM

M-F, 3-7pm

A/M '78	O/N '78	A/M '79
1 WLCS-AM	WFMF-FM	WFMF-FM
2 WIRB-AM	WIRB-AM	WXOK-AM
3 WXOK-AM	WLCS-AM	WLCS-AM
4 WAFB-FM	WXOK-AM	WIRB-AM
5 WJBO-AM	WAFB-FM	WAFB-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 147.6

A/M '78	O/N '78	A/M '79
1 WIRB-AM	WFMF-FM	WFMF-FM
2 WAFB-FM	WLCS-AM	WIRB-AM
3 WQXY-FM	WQXY-FM	WLCS-AM
4 WJBO-AM	WIRB-AM	WLCS-AM
5 WFMF-FM	WXOK-AM	WIRB-AM

M-F, 6-10am

A/M '78	O/N '78	A/M '79
1 WIRB-AM	WFMF-FM	WFMF-FM
2 WQXY-FM	WLCS-AM	WIRB-AM
3 WQXY-FM	WQXY-FM	WIRB-AM
4 WJBO-AM	WQXY-FM	WYNK-FM
5 WQXY-FM	WQXY-FM	WQXY-FM

M-F, 3-7pm

A/M '78	O/N '78	A/M '79
1 WLCS-AM	WFMF-FM	WLCS-AM
2 WQXY-FM	WQXY-FM	WIRB-AM
3 WQXY-FM	WQXY-FM	WQXY-FM
4 WAFB-FM	WQXY-FM	WLCS-AM
5 WFMF-FM	WAFB-FM	WIRB-AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 143.2

A/M '78	O/N '78	A/M '79
1 WQXY-FM	WLCS-AM	WYNK-FM
2 WJBO-AM	WIRB-AM	WFMF-FM
3 WLCS-AM	WJBO-AM	WQXY-FM
4 WIRB-AM	WYNK-FM	WQXY-FM
5 WAFB-FM	WFMF-FM	WIRB-AM

M-F, 6-10am

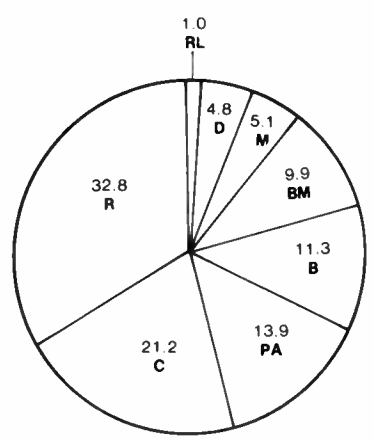
A/M '78	O/N '78	A/M '79
1 WJBO-AM	WYNK-FM	WYNK-FM
2 WLCS-AM	WLCS-AM	WJBO-AM
3 WQXY-FM	WIRB-AM	WFMF-FM
4 WIRB-AM	WJBO-AM	WQXY-FM
5 WYNK-FM	WFMF-FM	WIRB-AM

M-F, 3-7pm

A/M '78	O/N '78	A/M '79
1 WJBO-AM	WLCS-AM	WYNK-FM
2 WQXY-FM	WYNK-FM	WFMF-FM
3 WIRB-AM	WFMF-FM	WQXY-FM
4 WLCS-AM	WIRB-AM	WJBO-AM
5 WXOK-AM	WJBO-AM	WLCS-AM

Format Penetration Chart

Based On 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.

Beaumont-Port Arthur-Orange

METRO RANK

94

A/M '79 Market Overview

Strange things happened in this Arbitron report. Most of the unusual results are due in part to poor diary return. In the O/N'78 report for Beaumont, there were 635 usable metro diaries — however, in the most recent sweep, only 488 usable diaries came back. As luck would have it, the worst return occurred in the young male demos. In the Fall '78 report, there were 91 usable men 18-34 diaries, but in the Spring '79 survey, only 47 came back. Of the 47, only 15 usable men 18-24 diaries were returned. Given this horrible rate of return for the younger male diaries, it stands to reason there may be some fluctuations in the survey results. There are.

The #1 station, KALO, is Black-formatted. However, in this book the station dropped from a 13 share to almost a 10 share. Part of the reason is that diary return in the High Density Black Area was poor, down almost 20% from the Fall sweep. Fewer diaries means more weighting, which means more instability in the numbers.

A success story in the Spring book is Dancemusic Radio KHYS, which leaped from an overall share of .7 to a 3.4 tally. Interesting to note that the KHYS strength was concentrated in teens and young males, demos which may have been subject to instability as a result of the poor diary return. Moves made by the station to achieve more success in the A/M '79 book included boosting its power six days before the sweep began, from 3800 watts to 65,000 backed up with a significant TV campaign. Additionally, bumper stickers were used to build visibility in the community. No big giveaways were used, but there was much local involvement at schools and discos.

Declining in the ratings race in the Spring included KWIC, the Top 40 leader which declined over two shares, and the Country powerhouse KLVI, which slid almost a share point. KWIC adjusted its programming to skew older, and as a result blew off teens, thus hurting its overall cume. Its cume loss, combined with a slight decline in time spent listening, caused its share loss. Instability in the diaries may have had an impact on its decline also.

KLVI suffered most of its decline in men, especially in morning drive where its adult men share went from 17.8 to 12.6. Some of this decline can probably be explained as due to the increase in numbers for a competitor, KTRM, which went up two shares overall and which looked very good among male audiences.

Given the poor diary return in this book, broadcasters in Beaumont will probably have to wait for the results of the Fall '79 sweep to see if they can get a more reliable reading of the market's radio preferences.

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2996

	A/M '78	O/N '78	A/M '79	
1	KJET-AM	65	KALO-FM	51
2	KWIC-FM	45	KWIC-FM	48
3	KYKR-AM	37	KLVI-AM	46
4	KLVI-AM	34	KTRM-AM	42
5	KQXY-FM	34	KYKR-FM	38

M-F, 6-10am

1	KYKR-AM	KLVI-AM	KLVI-AM
2	KJET-AM	KWIC-FM	KTRM-AM
3	KLVI-AM	KALO-FM	KWIC-FM
4	KWIC-FM	KTRM-AM	KALO-FM
5	KTRM-AM	KQXY-FM	KYKR-FM

M-F, 3-7pm

1	KJET-AM	KALO-FM	KALO-FM
2	KWIC-FM	KWIC-FM	KWIC-FM
3	KTRM-AM	KLVI-AM	KLVI-AM
4	KLVI-AM	KQXY-FM	KTRM-AM
5	KAYC-AM	KYKR-FM	KJET-AM

Teens

M-S, 6am-Midnight
POP(00): 445

	A/M '78	O/N '78	A/M '79
1	KWIC-FM	KWIC-FM	KALO-FM
2	KAYC-AM	KALO-FM	KWIC-FM
3	KJET-AM	KAYD-FM	KAYD-FM
4	KOLE-AM	KZOM-FM	KJET-AM
5	KTRM-AM	KOLE-AM	KHYS-FM

M-F, 6-10am

1	KWIC-FM	KWIC-FM	KWIC-FM
2	KAYC-AM	KALO-FM	KAYD-FM
3	KJET-AM	KAYD-FM	KALO-FM
4	KLVI-AM	KZOM-FM	KJET-AM
5	KOLE-AM	KIQC-FM	KLVI-AM

M-F, 3-7pm

1	KAYC-AM	KWIC-FM	KALO-FM
2	KWIC-FM	KALO-FM	KWIC-FM
3	KJET-AM	KAYD-FM	KJET-AM
4	KOLE-AM	KZOM-FM	KAYD-FM
5	KYKR-AM	KOLE-AM	KHYS-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 1002

	A/M '78	O/N '78	A/M '79
1	KWIC-FM	KALO-FM	KWIC-FM
2	KJET-AM	KWIC-FM	KALO-FM
3	KIQC-FM	KZOM-FM	KTRM-AM
4	KLVI-AM	KLVI-AM	KYKR-FM
5	KAYC-AM	KIQC-FM	KJET-AM

M-F, 6-10am

1	KWIC-FM	KALO-FM	KWIC-FM
2	KLVI-AM	KWIC-FM	KALO-FM
3	KJET-AM	KLVI-AM	KLVI-AM
4	KIQC-FM	KIQC-FM	KTRM-AM
5	KTRM-AM	KZOM-FM	KYKR-FM

M-F, 3-7pm

1	KWIC-FM	KALO-FM	KWIC-FM
2	KIQC-FM	KWIC-FM	KALO-FM
3	KJET-AM	KIQC-FM	KTRM-AM
4	KLVI-AM	KLVI-AM	KYKR-FM
5	KAYC-AM	KZOM-FM	KZOM-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 1207

	A/M '78	O/N '78	A/M '79
1	KYKR-AM	KLVI-AM	KTRM-AM
2	KQXY-FM	KALO-FM	KLVI-AM
3	KJET-AM	KWIC-FM	KALO-FM
4	KLVI-AM	KIQC-FM	KIQC-FM
5	KTRM-AM	KYKR-FM	KYKR-FM

M-F, 6-10am

1	KYKR-AM	KLVI-AM	KLVI-AM
2	KTRM-AM	KWIC-FM	KTRM-AM
3	KLVI-AM	KALO-FM	KOBT-AM
4	KQXY-FM	KIQC-FM	KALO-FM
5	KJET-AM	KYKR-FM	KTRM-AM

M-F, 3-7pm

1	KLVI-AM	KLVI-AM	KTRM-AM
2	KQXY-FM	KALO-FM	KLVI-AM
3	KTRM-AM	KWIC-FM	KALO-FM
4	KYKR-AM	KIQC-FM	KIQC-FM
5	KIQC-FM	KYKR-FM	KJET-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2996

	A/M '78	O/N '78	A/M '79
1	KWIC-FM	21	KWIC-FM
2	KLVI-AM	20.5	KLVI-AM
3	KAYC-AM	19.5	KALO-FM
4	KIQC-FM	19.5	KQXY-FM
5	KYKR-AM	19.5	KIQC-FM

M-F, 6-10am

1	KLVI-AM	KLVI-AM	KLVI-AM
2	KWIC-FM	KWIC-FM	KIQC-FM
3	KYKR-AM	KALO-FM	KLVI-AM
4	KJET-AM	KIQC-FM	KIQC-FM
5	KALO-FM	KYKR-FM	KALO-FM

M-F, 3-7pm

1	KWIC-FM	KWIC-FM	KWIC-FM
2	KLVI-AM	KLVI-AM	KLVI-AM
3	KALO-FM	KALO-FM	KALO-FM
4	KJET-AM	KIQC-FM	KIQC-FM
5	KIQC-FM	KQXY-FM	KQXY-FM

Teens

M-S, 6am-Midnight
POP(00): 445

	A/M '78	O/N '78	A/M '79
1	KWIC-FM	KWIC-FM	KWIC-FM
2	KAYC-AM	KALO-FM	KALO-FM
3	KJET-AM	KAYD-FM	KAYD-FM
4	KOLE-AM	KOLE-AM	KHYS-FM
5	KIQC-FM	KIQC-FM	KAYC-AM

M-F, 6-10am

1	KWIC-FM	KWIC-FM	KWIC-FM
2	KAYC-AM	KALO-FM	KAYD-FM
3	KJET-AM	KAYD-FM	KALO-FM
4	KOLE-AM	KIQC-FM	KJET-AM
5	KIQC-FM	KZOM-FM	KAYC-AM

M-F, 3-7pm

1	KWIC-FM	KWIC-FM	KWIC-FM
2	KAYC-AM	KALO-FM	KALO-FM
3	KJET-AM	KOLE-AM	KAYD-FM
4	KOLE-AM	KAYD-FM	KHYS-FM
5	KIQC-FM	KIQC-FM	KJET-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 1002

	A/M '78	O/N '78	A/M '79
1	KWIC-FM	KWIC-FM	KIQC-FM
2	KIQC-FM	KALO-FM	KLVI-AM
3	KLVI-AM	KOLE-AM	KWIC-FM
4	KAYC-AM	KLVI-AM	KAYD-FM
5	KOLE-AM	KIQC-FM	KYKR-FM

M-F, 6-10am

1	KLVI-AM	KALO-FM	KWIC-FM
2	KWIC-FM	KWIC-FM	KYKR-FM
3	KAYC-AM	KLVI-AM	KLVI-AM
4	KIQC-FM	KOLE-AM	KIQC-FM
5	KYKR-AM	KIQC-FM	KALO-FM

M-F, 3-7pm

1	KWIC-FM	KWIC-FM	KIQC-FM
2	KIQC-FM	KLVI-AM	KLVI-AM
3	KLVI-AM	KALO-FM	KALO-FM
4	KAYC-AM	KIQC-FM	KLVI-AM
5	KJET-AM	KOLE-AM	KYKR-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 1207

	A/M '78	O/N '78	A/M '79
2	KYKR-AM	KLVI-AM	KLVI-AM
3	KTRM-AM	KWIC-FM	KTRM-AM
4	KIQC-FM	KYKR-FM	KYKR-FM
5	KQXY-FM	KIQC-FM	KQXY-FM
		KALO-FM	KTRM-AM

M-F, 6-10am

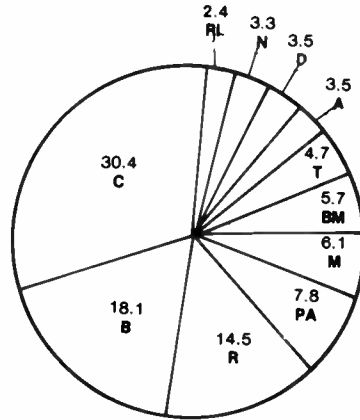
1	KLVI-AM	KLVI-AM	KLVI-AM
2	KTRM-AM	KWIC-FM	KTRM-AM
3	KYKR-AM	KALO-FM	KYKR-FM
4	KAYC-AM	KIQC-FM	KTRM-AM
5	KTRM-AM	KYKR-FM	KWIC-FM

M-F, 3-7pm

1	KLVI-AM	KLVI-AM	KLVI-AM
2	KTRM-AM	KWIC-FM	KTRM-AM
3	KIQC-FM	KIQC-FM	KALO-FM
4	KYKR-AM	KALO-FM	KYKR-FM
5	KQXY-FM	KQXY-FM	KQXY-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

171

Average Persons 12+ Share Trends

Monday-Thursday 6am-Midnight
POP(00): 849

A/M '77	A/M '78	A/M '79			
1 KOOK-AM	29.7	KOOK-AM	23.4	KOOK-AM	26.2
2 KBMY-AM	19.5	KYYA-FM	19.8	KYYA-FM	20.0
3 KOYN-FM	16.1	KBMY-AM	15.3	KURL-FM	15.3
4 KOYN-AM	13.6	KGHL-AM	12.6	KGHL-AM	10.0
5 KGHL-AM	9.3	KURL-FM	11.7	KBMY-AM	10.0
6 KURL-FM	9.3	KOYN-AM	7.2	KOYN-AM	10.0
7 KURL-AM	3.4	KURL-AM	4.5	KIDX-FM	8.5
8		KBMS-FM	4.5	KURL-AM	1.5

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 849

A/M '77	A/M '78	A/M '79			
1 KOOK-AM	35	KOOK-AM	26	KOOK-AM	34
2 KBMY-AM	23	KYYA-FM	22	KYYA-FM	26
3 KOYN-FM	19	KBMY-AM	17	KURL-FM	16
4 KOYN-AM	16	KGHL-AM	14	KGHL-AM	13
5 KGHL-AM	11	KURL-FM	13	KBMY-AM	13

M-F, 8-10am

1 KOOK-AM	KOOK-AM	KOOK-AM
2 KBMY-AM	KGHL-AM	KYYA-FM
3 KOYN-FM	KYYA-FM	KGHL-AM
4 KGHL-AM	KBMY-AM	KOYN-AM
5 KOYN-AM	KOYN-AM	KBMY-AM

M-F, 3-7pm

1 KOOK-AM	KOOK-AM	KOOK-AM
2 KBMY-AM	KYYA-FM	KYYA-FM
3 KOYN-FM	KURL-FM	KURL-FM
4 KOYN-AM	KBMY-AM	KBMY-AM
5 KURL-FM	KBMS-FM	KIDX-FM

Teens

M-S, 6am-Midnight
POP(00): 125

A/M '77	A/M '78	A/M '79
1 KOOK-AM	KOOK-AM	KYYA-FM
2 KOYN-FM	KYYA-FM	KOOK-AM
3 KBMY-AM	KGHL-AM	KIDX-FM
4 KOYN-AM	KBMS-FM	KGHL-AM
5 KGHL-AM	KOYN-AM	KBMY-AM

M-F, 8-10am

1 KOOK-AM	KOOK-AM	KOOK-AM
2 KOYN-FM	KYYA-FM	KYYA-FM
3 KGHL-AM	KOYN-AM	KURL-AM
4 KOYN-AM	KBMS-FM	KBMY-AM
5 KBMY-AM	KGHL-AM	KURL-FM

M-F, 3-7pm

1 KOOK-AM	KOOK-AM	KYYA-FM
2 KOYN-FM	KYYA-FM	KOOK-AM
3 KBMY-AM	KURL-AM	KIDX-FM
4 KOYN-AM	KBMS-FM	KBMY-AM
5 KGHL-AM	KOYN-AM	KGHL-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 308

A/M '77	A/M '78	A/M '79
1 KOOK-AM	KYYA-FM	KOOK-AM
2 KOYN-FM	KOOK-AM	KYYA-FM
3 KBMY-AM	KBMY-AM	KIDX-FM
4 KOYN-AM	KURL-FM	KURL-FM
5 KGHL-AM	KBMS-FM	KBMY-AM

M-F, 8-10am

1 KOOK-AM	KOOK-AM	KOOK-AM
2 KOYN-FM	KYYA-FM	KYYA-FM
3 KBMY-AM	KBMY-AM	KIDX-FM
4 KOYN-AM	KBMS-FM	KBMY-AM
5 KGHL-AM	KOYN-AM	KURL-FM

M-F, 3-7pm

1 KOOK-AM	KYYA-FM	KOOK-AM
2 KOYN-FM	KOOK-AM	KYYA-FM
3 KBMY-AM	KBMY-AM	KIDX-FM
4 KURL-FM	KBMS-FM	KBMY-AM
5 KOYN-AM	KURL-FM	KURL-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 338

A/M '77	A/M '78	A/M '79
1 KOOK-AM	KOOK-AM	KOOK-AM
2 KOYN-AM	KBMY-AM	KYYA-FM
3 KBMY-AM	KYYA-FM	KURL-FM
4 KOYN-FM	KURL-FM	KBMY-AM
5 KGHL-AM	KGHL-AM	KIDX-FM

M-F, 8-10am

1 KOOK-AM	KOOK-AM	KOOK-AM
2 KBMY-AM	KBMY-AM	KYYA-FM
3 KOYN-AM	KGHL-AM	KBMY-AM
4 KOYN-FM	KOYN-AM	KIDX-FM
5 KGHL-AM	KYYA-FM	KURL-FM

M-F, 3-7pm

1 KOOK-AM	KYYA-FM	KOOK-AM
2 KBMY-AM	KURL-FM	KBMY-AM
3 KOYN-AM	KOOK-AM	KYYA-FM
4 KURL-FM	KBMY-AM	KURL-FM
5 KOYN-FM	KBMS-FM	KIDX-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 849

A/M '77	A/M '78	A/M '79			
1 KOOK-AM	413	KOOK-AM	418	KOOK-AM	416
2 KOYN-FM	257	KYYA-FM	291	KYYA-FM	304
3 KBMY-AM	247	KGHL-AM	253	KGHL-AM	238
4 KGHL-AM	224	KBMY-AM	228	KBMY-AM	185
5 KOYN-AM	188	KURL-FM	154	KURL-FM	150

M-F, 8-10am

1 KOOK-AM	KOOK-AM	KOOK-AM
2 KBMY-AM	KYYA-FM	KYYA-FM
3 KGHL-AM	KGHL-AM	KGHL-AM
4 KOYN-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 KOYN-FM	KBMY-AM	KURL-FM
4 KOYN-AM	KURL-FM	KBMY-AM
5 KURL-FM	KGHL-AM	KGHL-AM

Teens

M-S, 6am-Midnight
POP(00): 125

A/M '77	A/M '78	A/M '79
1 KOOK-AM	KOOK-AM	KOOK-AM
2 KOYN-FM	KYYA-FM	KYYA-FM
3 KGHL-AM	KGHL-AM	KIDX-FM
4 KOYN-AM	KBMY-AM	KURL-FM
5 KBMY-AM	KURL-FM	KBMY-AM

M-F, 8-10am

1 KOOK-AM	KOOK-AM	KOOK-AM
2 KOYN-FM	KYYA-FM	KYYA-FM
3 KGHL-AM	KGHL-AM	KIDX-FM
4 KBMY-AM	KOYN-AM	KBMY-AM
5 KURL-FM	KBMY-AM	KURL-FM

M-F, 3-7pm

1 KOOK-AM	KOOK-AM	KOOK-AM
2 KOYN-FM	KYYA-FM	KYYA-FM
3 KBMY-AM	KBMY-AM	KURL-FM
4 KGHL-AM	KOYN-AM	KURL-FM
5 KOYN-AM	KOYN-AM	KBMY-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 308

A/M '77	A/M '78	A/M '79
1 KOOK-AM	KOOK-AM	KOOK-AM
2 KOYN-FM	KYYA-FM	KYYA-FM
3 KBMY-AM	KBMY-AM	KGHL-AM
4 KGHL-AM	KGHL-AM	KIDX-FM
5 KOYN-AM	KURL-FM	KBMY-AM

M-F, 8-10am

1 KOOK-AM	KOOK-AM	KOOK-AM
2 KOYN-FM	KYYA-FM	KYYA-FM
3 KBMY-AM	KBMY-AM	KGHL-AM
4 KGHL-AM	KGHL-AM	KBMY-AM
5 KOYN-AM	KBMS-FM	KIDX-FM

M-F, 3-7pm

1 KOOK-AM	KOOK-AM	KOOK-AM
2 KOYN-FM	KYYA-FM	KYYA-FM
3 KBMY-AM	KBMY-AM	KIDX-FM
4 KOYN-AM	KURL-FM	KGHL-AM
5 KURL-FM	KURL-AM	KBMY-AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 338

A/M '77	A/M '78	A/M '79
1 KOOK-AM	KOOK-AM	KOOK-AM
2 KBMY-AM	KBMY-AM	KYYA-FM
3 KOYN-AM	KGHL-AM	KGHL-AM
4 KGHL-AM	KYYA-FM	KBMY-AM
5 KOYN-FM	KOYN-AM	KURL-FM

M-F, 8-10am

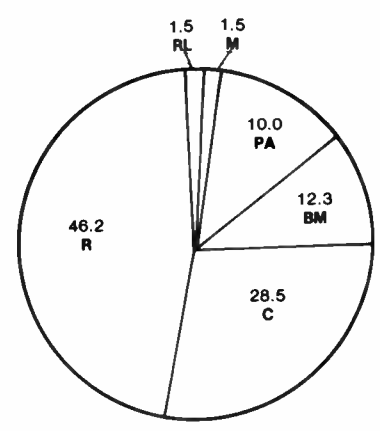
1 KOOK-AM	KOOK-AM	KOOK-AM
2 KBMY-AM	KBMY-AM	KYYA-FM
3 KGHL-AM	KGHL-AM	KGHL-AM
4 KOYN-AM	KYYA-FM	KBMY-AM
5 KOYN-FM	KOYN-AM	KIDX-FM

M-F, 3-7pm

1 KOOK-AM	KOOK-AM	KOOK-AM
2 KBMY-AM	KYYA-FM	KYYA-FM
3 KOYN-AM	KBMY-AM	KBMY-AM
4 KURL-FM	KURL-FM	KURL-FM
5 KOYN-FM	KGHL-AM	KGHL-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.

Binghampton

METRO RANK

108

Average Persons 12+ Share Trends

M-S, 6am-Midnight

PDF(00): 2532

	A/M '77	A/M '78	A/M '79
1 WNEF-AM	19.3	WNEF-AM 18.8	WQYT-FM (MM) 19.0
2 WQYT-FM	19.3	WQYT-FM 16.0	WNEF-AM (PA) 17.5
3 WAAL-FM	12.6	WAAL-FM 13.7	WAAL-FM (A) 14.5
4 WMRV-FM	8.8	WKOP-AM 11.2	WKOP-AM (C) 8.9
5 WENE-AM	7.7	WHRV-FM 7.6	WHRV-FM (PA) 8.1
6 WKOP-AM	6.7	WINK-AM 7.3	WERO-AF (PA) 7.4
7 WINK-AM	6.4	WENE-AM 4.2	WINK-AM (PA) 4.3
8 WERO-AF	4.6	WERO-AF 3.9	WENE-AM (PA) 3.3
9 WERO-AF	3.1	WGBI-FM 1.7	WGBI-FM (C) 1.3
10 WERO-AM	1.5	WARM-AM 1.4	
11 WARM-AM	1.5	WATS-AM 0.8	
12 WGBI-FM	1.0	WHCU-AM 0.8	
13 WATS-AF	0.8		
14 WATS-AM	0.5		
15 WAUR-FM	0.3		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

PDF(00): 2532

	A/M '77	A/M '78	A/M '79
1 WNEF-AM	75	WNEF-AM 67	WQYT-FM 77
2 WQYT-FM	75	WQYT-FM 57	WNEF-AM 69
3 WAAL-FM	49	WAAL-FM 49	WAAL-FM 57
4 WMRV-FM	34	WKOP-AM 40	WKOP-AM 35
5 WENE-AM	30	WHRV-FM 27	WHRV-FM 32

M-F, 6-10am			
1 WNEF-AM	WNEF-AM	WNEF-AM	
2 WQYT-FM	WKOP-AM	WQYT-FM	
3 WAAL-FM	WAAL-FM	WAAL-FM	
4 WMRV-FM	WQYT-FM	WKOP-AM	
5 WENE-AM	WINK-AM	WHRV-FM	

M-F, 3-7pm			
1 WQYT-FM	WNEF-AM	WQYT-FM	
2 WAAL-FM	WAAL-FM	WNEF-AM	
3 WNEF-AM	WQYT-FM	WAAL-FM	
4 WMRV-FM	WKOP-AM	WHRV-FM	
5 WINK-AM	WHRV-FM	WKOP-AM	

Teens

M-S, 6am-Midnight

PDF(00): 354

	A/M '77	A/M '78	A/M '79
1 WAAL-FM	WAAL-FM	WAAL-FM	
2 WINK-AM	WHRV-FM	WHRV-FM	
3 WMRV-FM	WINK-AM	WINK-AM	
4 WENE-AM	WNEF-AM	WERO-AF	
5 WNEF-AM	WENE-AM	WNEF-AM	

M-F, 6-10am			
1 WINK-AM	WAAL-FM	WAAL-FM	
2 WAAL-FM	WHRV-FM	WINK-AM	
3 WNEF-AM	WINK-AM	WHRV-FM	
4 WMRV-FM	WNEF-AM	WNEF-AM	
5 WENE-AM	WATS-AM	WERO-AF	

M-F, 3-7pm			
1 WAAL-FM	WAAL-FM	WAAL-FM	
2 WINK-AM	WINK-AM	WHRV-FM	
3 WMRV-FM	WHRV-FM	WINK-AM	
4 WENE-AM	WENE-AM	WERO-AF	
5 WNEF-AM	WNEF-AM	WNEF-AM	

Adults 18-34

M-S, 6am-Midnight

PDF(00): 825

	A/M '77	A/M '78	A/M '79
1 WAAL-FM	WAAL-FM	WAAL-FM	
2 WNEF-AM	WHRV-FM	WHRV-FM	
3 WQYT-FM	WNEF-AM	WERO-AF	
4 WENE-AM	WINK-AM	WNEF-AM	
5 WMRV-FM	WENE-AM	WINK-AM	

M-F, 6-10am			
1 WNEF-AM	WNEF-AM	WAAL-FM	
2 WAAL-FM	WAAL-FM	WNEF-AM	
3 WQYT-FM	WHRV-FM	WKOP-AM	
4 WENE-AM	WINK-AM	WINK-AM	
5 WMRV-FM	WENE-AM	WHRV-FM	

M-F, 3-7pm			
1 WAAL-FM	WAAL-FM	WAAL-FM	
2 WQYT-FM	WHRV-FM	WHRV-FM	
3 WNEF-AM	WENE-AM	WERO-AF	
4 WINK-AM	WQYT-FM	WINK-AM	
5 WMRV-FM	WINK-AM	WNEF-AM	

Adults 25-49

M-S, 6am-midnight

PDF(00): 468

	A/M '77	A/M '78	A/M '79
1 WNEF-AM	WNEF-AM	WAAL-FM	
2 WAAL-FM	WHRV-FM	WNEF-AM	
3 WMRV-FM	WINK-AM	WQYT-FM	
4 WENE-AM	WAAL-FM	WINK-AM	
5 WQYT-FM	WQYT-FM	WKOP-AM	

M-F, 6-10am			
1 WNEF-AM	WNEF-AM	WNEF-AM	
2 WAAL-FM	WINK-AM	WAAL-FM	
3 WENE-AM	WHRV-FM	WINK-AM	
4 WMRV-FM	WAAL-FM	WKOP-AM	
5 WINK-AM	WKOP-AM	WHRV-FM	

M-F, 3-7pm

1 WNEF-AM	WHRV-FM	WAAL-FM
2 WAAL-FM	WINK-AM	WQYT-FM
3 WMRV-FM	WNEF-AM	WNEF-AM
4 WENE-AM	WAAL-FM	WKOP-AM
5 WKOP-AM	WKOP-AM	WHRV-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

PDF(00): 2532

	A/M '77	A/M '78	A/M '79
1 WNEF-AM	1184	WNEF-AM 1005	WHRV-AM 1001
2 WINK-AM	587	WHRV-FM 413	WAAL-FM 310
3 WENE-AM	641	WAAL-FM 511	WQYT-FM 296
4 WAAL-FM	633	WQYT-FM 605	WHRV-FM 598
5 WQYT-FM	605	WINK-AM 504	WINK-AM 486

M-F, 6-10am			
1 WNEF-AM	WNEF-AM	WNEF-AM	
2 WENE-AM	WAAL-FM	WQYT-FM	
3 WINK-AM	WINK-AM	WQYT-FM	
4 WAAL-FM	WKOP-AM	WHRV-FM	
5 WHRV-FM	WQYT-FM	WINK-AM	

M-F, 3-7pm			
1 WNEF-AM	WNEF-AM	WNEF-AM	
2 WINK-AM	WAAL-FM	WAAL-FM	
3 WQYT-FM	WQYT-FM	WQYT-FM	
4 WAAL-FM	WINK-AM	WHRV-FM	
5 WENE-AM	WHRV-FM	WINK-AM	

Teens

M-S, 6am-Midnight

PDF(00): 354

	A/M '77	A/M '78	A/M '79
1 WINK-AM	WAAL-FM	WAAL-FM	
2 WAAL-FM	WHRV-FM	WHRV-FM	
3 WMRV-FM	WINK-AM	WINK-AM	
4 WENE-AM	WNEF-AM	WNEF-AM	
5 WNEF-AM	WENE-AM	WERO-AF	

M-F, 6-10am			
1 WINK-AM	WAAL-FM	WAAL-FM	
2 WAAL-FM	WHRV-FM	WHRV-FM	
3 WMRV-FM	WINK-AM	WINK-AM	
4 WENE-AM	WNEF-AM	WNEF-AM	
5 WNEF-AM	WENE-AM	WERO-AF	

M-F, 3-7pm			
1 WINK-AM	WAAL-FM	WAAL-FM	
2 WAAL-FM	WINK-AM	WHRV-FM	
3 WMRV-FM	WHRV-FM	WINK-AM	
4 WENE-AM	WNEF-AM	WERO-AF	
5 WNEF-AM	WENE-AM	WNEF-AM	

Adults 18-34

M-S, 6am-Midnight

PDF(00): 825

	A/M '77	A/M '78	A/M '79
1 WNEF-AM	WNEF-AM	WAAL-FM	
2 WENE-AM	WINK-AM	WHRV-FM	
3 WAAL-FM	WINK-AM	WNEF-AM	
4 WINK-AM	WAAL-FM	WINK-AM	
5 WMRV-FM	WENE-AM	WENE-AM	

M-F, 6-10am			
1 WNEF-AM	WNEF-AM	WAAL-FM	
2 WENE-AM	WAAL-FM	WNEF-AM	
3 WAAL-FM	WHRV-FM	WHRV-FM	
4 WINK-AM	WINK-AM	WINK-AM	
5 WMRV-FM	WENE-AM	WENE-AM	

M-F, 3-7pm			
1 WAAL-FM	WENE-AM	WAAL-FM	
2 WENE-AM	WAAL-FM	WINK-AM	
3 WINK-AM	WHRV-FM	WNEF-AM	
4 WNEF-AM	WINK-AM	WHRV-FM	
5 WMRV-FM	WNEF-AM	WERO-AF	

Adults 25-49

M-S, 6am-Midnight

PDF(00): 978

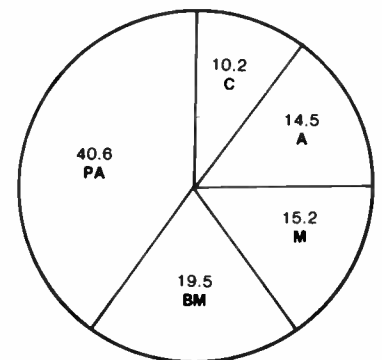
	A/M '77	A/M '78	A/M '79
1 WNEF-AM	WNEF-AM	WNEF-AM	WNEF-AM
2 WQYT-FM	WINK-AM	WAAL-FM	WQYT-FM
3 WENE-AM	WHRV-FM	WQYT-FM	WQYT-FM
4 WINK-AM	WQYT-FM	WHRV-FM	WHRV-FM
5 WQYT-FM	WKOP-AM	WINK-AM	WINK-AM

M-F, 6-10am			
1 WNEF-AM	WNEF-AM	WNEF-AM	
2 WENE-AM	WINK-AM	WQYT-FM	
3 WMRV-FM	WKOP-AM	WAAL-FM	
4 WINK-AM	WAAL-FM	WHRV-FM	
5 WQYT-FM	WHRV-FM	WINK-AM	

M-F, 3-7pm			
1 WNEF-AM	WNEF-AM	WNEF-AM	
2 WINK-AM	WHRV-FM	WQYT-FM	
3 WQYT-FM	WINK-AM	WAAL-FM	
4 WMRV-FM	WKOP-AM	WHRV-FM	
5 WENE-AM	WQYT-FM	WINK-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.

Birmingham

METRO RANK

44

A/M '79 Market Overview

Intense competition among the Top 40 stations in this market highlighted the A/M '79 survey here. Number 1 WSGN heavily promoted its morning team with various humorous TV spots and a large outdoor board showing, tied into a Hot Air Balloon race. The thematic tie-in was "Get up with WSGN." Also ran "Money In The Music" quarter-hour maintenance contest, giving away money to callers who could correctly name the last three records. WSGN's major competitor, and the #2 station in the market by just a hair's breadth, is WKXX. WKXX uses its giant FM signal to reach the entire market, and has a policy of constant contests, giving away something every hour. Largest prizes were trips to Vail. The third station airing Top 40 sounds was WERC, which suffered a steep drop in this book. Outside promotion consisted of billboards but little TV; the campaign built around "I love you Birmingham" theme. Station also ran several contests at same time during sweep.

Looking at other formats, we see that there was significant movement concerning stations with Dance-music, Country, and Beautiful Music presentations. WENN-FM, a station with the Dancemusic radio sound, slid from a 9.6 to a 7.5 overall share, with the biggest drop in male numbers.

Country-formatted WVOK dropped almost two full shares, with the biggest losses coming among its female audience.

On an upbeat, however, Beautiful Music WQEZ more than doubled its overall share, with the most outstanding improvements coming among adults in dayparts other than AM drive.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 6706

A/M '78	O/N '78	A/M '79
1 WKXX-FM	10.9	WKXX-FM 11.1
2 WSGN-AM	10.0	WENN-FM 10.2
3 WERC-AM	9.0	WERC-AM 9.7
4 WENN-AM	7.9	WSGN-AM 8.5
5 WYDE-AM	7.7	WYDE-AM 7.5
6 WJLD-AM	7.7	WVOK-AM 7.2
7 WATV-AM	7.3	WENN-AM 6.6
8 WVOK-FM	5.1	WATV-AM 5.6
9 WZZK-FM	4.4	WJLD-AM 4.9
10 WQEZ-FM	4.1	WZZK-FM 4.3
11 WAPI-AM	3.9	WAPI-FM 3.9
12 WAPI-FM	3.2	WVOK-FM 3.7
13 WDJC-FM	3.1	WQEZ-FM 3.2
14 WENN-FM	2.8	WJLD-AM 2.9
15 WVOK-AM	2.3	WDJC-FM 2.9
16 WCRF-AM	2.2	WAPI-AM 2.8
17 WYAM-AM	1.9	WVOK-AM 1.7
18 WLFH-AM	1.2	WCRF-AM 1.5
19 WBUL-AM	1.2	WQEN-FM 1.3
20 WQEN-FM	1.0	WLFH-AM 1.1
21 WYDE-FM	0.7	WYAM-AM 0.9
22 WBYE-AM	0.6	WVOK-AM 0.5

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6706

A/M '78	O/N '78	A/M '79
1 WKXX-FM	105	WKXX-FM 105
2 WSGN-AM	97	WENN-FM 97
3 WERC-AM	87	WERC-AM 69
4 WENN-AM	76	WSGN-AM 81
5 WYDE-AM	74	WYDE-AM 71

A/M '78	O/N '78	A/M '79
1 WSGN-AM	WERC-AM	WSGN-AM
2 WERC-AM	WSGN-AM	WKXX-FM
3 WJLD-AM	WENN-FM	WYDE-AM
4 WYDE-AM	WKXX-FM	WERC-AM
5 WKXX-FM	WYDE-AM	WENN-FM

A/M '78	O/N '78	A/M '79
1 WKXX-FM	WKXX-FM	WKXX-FM
2 WSGN-AM	WENN-FM	WSGN-AM
3 WERC-AM	WYDE-AM	WYDE-AM
4 WJLD-AM	WSGN-AM	WENN-FM
5 WYDE-AM	WERC-AM	WYDE-AM

Teens
M-S, 6am-Midnight
POP(00): 934

A/M '78	O/N '78	A/M '79
1 WKXX-FM	WENN-FM	WKXX-FM
2 WERC-AM	WKXX-FM	WSGN-AM
3 WSGN-AM	WSGN-AM	WENN-FM
4 WENN-AM	WERC-AM	WERC-AM
5 WJLD-AM	WBUL-AM	WQEN-FM

A/M '78	O/N '78	A/M '79
1 WKXX-FM	WENN-FM	WSGN-AM
2 WJLD-AM	WKXX-FM	WKXX-FM
3 WSGN-AM	WERC-AM	WENN-FM
4 WERC-AM	WSGN-AM	WERC-AM
5 WENN-AM	WENN-AM	WJLD-AM

A/M '78	O/N '78	A/M '79
1 WKXX-FM	WENN-FM	WKXX-FM
2 WSGN-AM	WKXX-FM	WENN-FM
3 WERC-AM	WENN-AM	WSGN-AM
4 WENN-AM	WBUL-AM	WERC-AM
5 WENN-FM	WSGN-AM	WQEN-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2214

A/M '78	O/N '78	A/M '79
1 WERC-AM	WKXX-FM	WKXX-FM
2 WSGN-AM	WERC-AM	WRKK-FM
3 WVOK-FM	WSGN-AM	WSGN-AM
4 WKXX-FM	WENN-FM	WENN-FM
5 WENN-AM	WVOK-AM	WERC-AM

A/M '78	O/N '78	A/M '79
1 WERC-AM	WERC-AM	WSGN-AM
2 WSGN-AM	WSGN-AM	WKXX-FM
3 WJLD-AM	WKXX-FM	WERC-AM
4 WVOK-FM	WENN-FM	WRKK-FM
5 WENN-AM	WVOK-AM	WENN-FM

A/M '78	O/N '78	A/M '79
1 WVOK-FM	WKXX-FM	WKXX-FM
2 WERC-AM	WERC-AM	WRKK-FM
3 WSGN-AM	WSGN-AM	WSGN-AM
4 WKXX-FM	WZZK-FM	WERC-AM
5 WENN-AM	WENN-FM	WENN-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2567

A/M '78	O/N '78	A/M '79
1 WSGN-AM	WERC-AM	WSGN-AM
2 WERC-AM	WKXX-FM	WQEZ-FM
3 WATV-AM	WVOK-AM	WYDE-AM
4 WYDE-AM	WENN-FM	WAPI-FM
5 WJLD-AM	WYDE-AM	WVOK-AM

A/M '78	O/N '78	A/M '79
1 WSGN-AM	WERC-AM	WSGN-AM
2 WERC-AM	WSGN-AM	WERC-AM
3 WJLD-AM	WYDE-AM	WYDE-AM
4 WATV-AM	WKXX-FM	WQEZ-FM
5 WYDE-AM	WENN-FM	WRKK-FM

A/M '78	O/N '78	A/M '79
1 WSGN-AM	WKXX-FM	WQEZ-FM
2 WERC-AM	WYDE-AM	WSGN-AM
3 WYDE-AM	WSGN-AM	WYDE-AM
4 WJLD-AM	WERC-AM	WERC-AM
5 WKXX-FM	WZZK-FM	WAPI-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6706

A/M '78	O/N '78	A/M '79
1 WYDE-AM	0	WERC-AM 1862
2 WAPI-AM	0	WSGN-AM 1805
3 WAPI-FM	0	WKXX-FM 1511
4 WATV-AM	0	WYDE-AM 1139
5 WENN-FM	0	WAPI-AM 901

A/M '78	O/N '78	A/M '79
1 WKXX-FM	WSGN-AM	WSGN-AM
2 WAPI-AM	WERC-AM	WYDE-AM
3 WVOK-AM	WKXX-FM	WKXX-FM
4 WATV-AM	WYDE-AM	WENN-FM
5 WDJC-FM	WENN-FM	WYDE-AM

A/M '78	O/N '78	A/M '79
1 WYDE-AM	WSGN-AM	WSGN-AM
2 WENN-FM	WERC-AM	WKXX-FM
3 WAPI-AM	WKXX-FM	WERC-AM
4 WATV-AM	WYDE-AM	WQEZ-FM
5 WAPI-FM	WENN-FM	WENN-FM

Teens
M-S, 6am-Midnight
POP(00): 934

A/M '78	O/N '78	A/M '79
1 WENN-FM	WKXX-FM	WKXX-FM
2 WBUL-AM	WSGN-AM	WSGN-AM
3 WQEN-FM	WERC-AM	WERC-AM
4 WATV-AM	WENN-FM	WENN-FM
5 WAPI-FM	WENN-AM	WJLD-AM

A/M '78	O/N '78	A/M '79
1 WVOK-AM	WKXX-FM	WKXX-FM
2 WAPI-FM	WENN-FM	WSGN-AM
3 WQEN-FM	WSGN-AM	WERC-AM
4 WATV-AM	WERC-AM	WENN-FM
5 WLFH-AM	WENN-AM	WENN-AM

A/M '78	O/N '78	A/M '79
1 WENN-FM	WKXX-FM	WKXX-FM
2 WATV-AM	WENN-FM	WSGN-AM
3 WQEN-FM	WSGN-AM	WENN-FM
4 WYDE-AM	WERC-AM	WERC-AM
5 WBUL-AM	WENN-AM	WRKK-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2214

A/M '78	O/N '78	A/M '79
1 WKXX-FM	WERC-AM	WSGN-AM
2 WENN-FM	WSGN-AM	WERC-AM
3 WBUL-AM	WKXX-FM	WKXX-FM
4 WATV-AM	WVOK-FM	WRKK-FM
5 WAPI-FM	WENN-FM	WENN-FM

A/M '78	O/N '78	A/M '79
1 WKXX-FM	WSGN-AM	WERC-AM
2 WENN-FM	WERC-AM	WSGN-AM
3 WQEN-FM	WKXX-FM	WKXX-FM
4 WATV-AM	WENN-FM	WRKK-FM
5 WBUL-AM	WJLD-AM	WENN-FM

A/M '78	O/N '78	A/M '79
1 WKXX-FM	WERC-AM	WSGN-AM
2 WENN-FM	WSGN-AM	WKXX-FM
3 WBUL-AM	WKXX-FM	WERC-AM
4 WATV-AM	WENN-FM	WRKK-FM
5 WAPI-FM	WVOK-FM	WENN-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2567

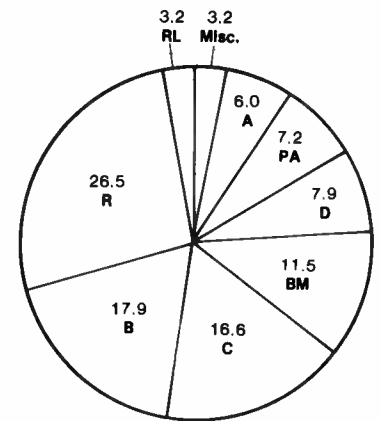
A/M '78	O/N '78	A/M '79
1 WJLD-AM	WSGN-AM	WSGN-AM
2 WKXX-FM	WERC-AM	WERC-AM
3 WAPI-FM	WYDE-AM	WYDE-AM
4 WATV-AM	WKXX-FM	WQEZ-FM
5 WENN-FM	WZZK-FM	WVOK-AM

A/M '78	O/N '78	A/M '79
1 WKXX-FM	WSGN-AM	WSGN-AM
2 WVOK-AM	WERC-AM	WERC-AM
3 WENN-FM	WYDE-AM	WYDE-AM
4 WATV-AM	WKXX-FM	WAPI-FM
5 WAPI-AM	WZZK-FM	WQEZ-FM

A/M '78	O/N '78	A/M '79
1 WJLD-AM	WSGN-AM	WSGN-AM
2 WKXX-FM	WERC-AM	WQEZ-FM
3 WAPI-AM	WYDE-AM	WYDE-AM
4 WATV-AM	WKXX-FM	WYDE-AM
5 WAPI-FM	WZZK-FM	WAPI-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

166

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1056

A/M '77	A/M '78	A/M '79			
1 WJBC-AM	42.4	WJBC-AM	44.0	WJBC-AM	39.2
2 WBNQ-FM	16.6	WBNQ-FM	15.5	WBNQ-FM	22.7
3 WIHN-FM	8.6	WIHN-FM	6.0	WCT-FM	3.9
4 WLS -AM	7.3	WCT-FM	4.8	WIHN-FM	3.3
5 WMAQ-AM	3.3	WSWT-FM	2.4	WKZW-FM	2.2
6 WAKC-AM	2.0	WIRL-AM	1.8	WSWT-FM	1.1
7 WGN -AM	2.0	WKZW-FM	1.8	WRBA-AM	0.6
8 WUCT-FM	1.3	WSIV-AF	0.6	WPED-AM	0.6
9 WPED-AM	1.3	WRBA-AM	0.6		
10 WBBM-AM	0.7				
11 WMBD-FM	0.7				
12 WSIV-AF	0.7				
13 WSIV-AF	0.7				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1056

A/M '77	A/M '78	A/M '79			
1 WJBC-AM	64	WJBC-AM	74	WJBC-AM	71
2 WBNQ-FM	25	WBNQ-FM	26	WBNQ-FM	41
3 WIHN-FM	13	WIHN-FM	10	WCT-FM	7
4 WLS -AM	11	WCT-FM	8	WIHN-FM	6
5 WMAQ-AM	5	WSWT-FM	4	WKZW-FM	4

M-F, 6-10am

1 WJBC-AM	WJBC-AM	WJBC-AM
2 WBNQ-FM	WBNQ-FM	WBNQ-FM
3 WLS -AM	WCT-FM	WKZW-FM
4 WIHN-FM	WIHN-FM	WCT-FM
5 WAKC-AM	WKZW-FM	WPED-AM

M-F, 3-7pm

1 WJBC-AM	WJBC-AM	WJBC-AM
2 WBNQ-FM	WBNQ-FM	WBNQ-FM
3 WLS -AM	WIHN-FM	WIHN-FM
4 WIHN-FM	WCT-FM	WCT-FM
5 WMAQ-AM	WSWT-FM	WSWT-FM

Teens
M-S, 6am-Midnight
POP(00): 122

A/M '77	A/M '78	A/M '79
1 WBNQ-FM	WBNQ-FM	WBNQ-FM
2 WLS -AM	WJBC-AM	WJBC-AM
3 WJBC-AM	WKZW-FM	WKZW-FM
4 WAKC-AM	WRBA-AM	WCT-FM
5 WMAQ-AM	WIHN-FM	WSWT-FM

M-F, 6-10am

1 WBNQ-FM	WJBC-AM	WJBC-AM
2 WLS -AM	WBNQ-FM	WBNQ-FM
3 WJBC-AM	WKZW-FM	WKZW-FM
4 WAKC-AM	WIRL-AM	WCT-FM
5 WMAQ-AM	WRBA-AM	WPED-AM

M-F, 3-7pm

1 WLS -AM	WBNQ-FM	WBNQ-FM
2 WBNQ-FM	WJBC-AM	WKZW-FM
3 WJBC-AM	WKZW-FM	WJBC-AM
4 WGN -AM	WIRL-AM	WCT-FM
5 WCT-FM	WSIV-AF	WRBA-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 468

A/M '77	A/M '78	A/M '79
1 WJBC-AM	WJBC-AM	WBNQ-FM
2 WBNQ-FM	WBNQ-FM	WJBC-AM
3 WLS -AM	WCT-FM	WCT-FM
4 WMAQ-AM	WIRL-AM	WKZW-FM
5 WIHN-FM	WIHN-FM	WKZW-FM

M-F, 6-10am

1 WJBC-AM	WJBC-AM	WJBC-AM
2 WBNQ-FM	WBNQ-FM	WBNQ-FM
3 WLS -AM	WCT-FM	WCT-FM
4 WAKC-AM	WIRL-AM	WKZW-FM
5 WIHN-FM	WIHN-FM	WPED-AM

M-F, 3-7pm

1 WBNQ-FM	WJBC-AM	WBNQ-FM
2 WJBC-AM	WBNQ-FM	WJBC-AM
3 WLS -AM	WCT-FM	WCT-FM
4 WMAQ-AM	WIHN-FM	WIHN-FM
5 WAKC-AM	WIRL-AM	WKZW-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 350

A/M '77	A/M '78	A/M '79
1 WJBC-AM	WJBC-AM	WJBC-AM
2 WBNQ-FM	WIHN-FM	WBNQ-FM
3 WMAQ-AM	WBNQ-FM	WIHN-FM
4 WIHN-FM	WSWT-FM	WCT-FM
5 WLS -AM	WRBA-AM	WSWT-FM

M-F, 6-10am

1 WJBC-AM	WJBC-AM	WJBC-AM
2 WBNQ-FM	WIHN-FM	WBNQ-FM
3 WIHN-FM	WBNQ-FM	WIHN-FM
4 WMAQ-AM	WSWT-FM	WCT-FM
5 WAKC-AM	WCT-FM	WPED-AM

M-F, 3-7pm

1 WJBC-AM	WJBC-AM	WJBC-AM
2 WMAQ-AM	WIHN-FM	WBNQ-FM
3 WLS -AM	WBNQ-FM	WIHN-FM
4 WBNQ-FM	WRBA-AM	WCT-FM
5 WIHN-FM	WCT-FM	WSWT-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1056

A/M '77	A/M '78	A/M '79			
1 WJBC-AM	712	WJBC-AM	721	WJBC-AM	702
2 WBNQ-FM	377	WBNQ-FM	394	WBNQ-FM	469
3 WLS -AM	327	WIHN-FM	153	WIHN-FM	148
4 WMAQ-AM	156	WCT-FM	96	WKZW-FM	93
5 WIHN-FM	134	WKZW-FM	87	WSWT-FM	81

M-F, 6-10am

1 WJBC-AM	WJBC-AM	WJBC-AM
2 WBNQ-FM	WBNQ-FM	WBNQ-FM
3 WLS -AM	WIHN-FM	WRBA-AM
4 WIHN-FM	WCT-FM	WKZW-FM
5 WAKC-AM	WIRL-AM	WCT-FM

M-F, 3-7pm

1 WJBC-AM	WJBC-AM	WJBC-AM
2 WBNQ-FM	WBNQ-FM	WBNQ-FM
3 WLS -AM	WIHN-FM	WIHN-FM
4 WMAQ-AM	WCT-FM	WCT-FM
5 WIHN-FM	WKZW-FM	WKZW-FM

Teens
M-S, 6am-Midnight
POP(00): 122

A/M '77	A/M '78	A/M '79
1 WBNQ-FM	WBNQ-FM	WBNQ-FM
2 WLS -AM	WJBC-AM	WJBC-AM
3 WJBC-AM	WKZW-FM	WKZW-FM
4 WAKC-AM	WRBA-AM	WCT-FM
5 WMAQ-AM	WIHN-FM	WSWT-FM

M-F, 6-10am

1 WBNQ-FM	WJBC-AM	WJBC-AM
2 WLS -AM	WBNQ-FM	WBNQ-FM
3 WJBC-AM	WKZW-FM	WKZW-FM
4 WAKC-AM	WIRL-AM	WCT-FM
5 WMAQ-AM	WRBA-AM	WPED-AM

M-F, 3-7pm

1 WLS -AM	WBNQ-FM	WBNQ-FM
2 WBNQ-FM	WJBC-AM	WKZW-FM
3 WJBC-AM	WKZW-FM	WJBC-AM
4 WGN -AM	WIRL-AM	WCT-FM
5 WCT-FM	WSIV-AF	WRBA-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 468

A/M '77	A/M '78	A/M '79
1 WJBC-AM	WJBC-AM	WBNQ-FM
2 WBNQ-FM	WBNQ-FM	WJBC-AM
3 WLS -AM	WCT-FM	WCT-FM
4 WMAQ-AM	WIRL-AM	WIHN-FM
5 WIHN-FM	WIHN-FM	WKZW-FM

M-F, 6-10am

1 WJBC-AM	WJBC-AM	WJBC-AM
2 WBNQ-FM	WBNQ-FM	WBNQ-FM
3 WLS -AM	WCT-FM	WCT-FM
4 WMAQ-AM	WIRL-AM	WKZW-FM
5 WAKC-AM	WIHN-FM	WPED-AM

M-F, 3-7pm

1 WBNQ-FM	WBNQ-FM	WBNQ-FM
2 WJBC-AM	WJBC-AM	WJBC-AM
3 WLS -AM	WCT-FM	WCT-FM
4 WMAQ-AM	WIHN-FM	WIHN-FM
5 WAKC-AM	WIRL-AM	WKZW-FM

Adults 25-49 M-S, 6am-Midnight POP(00): 350

A/M '77	A/M '78	A/M '79
1 WJBC-AM	WJBC-AM	WJBC-AM
2 WBNQ-FM	WBNQ-FM	WBNQ-FM
3 WLS -AM	WIHN-FM	WIHN-FM
4 WMAQ-AM	WSWT-FM	WCT-FM
5 WAKC-AM	WRBA-AM	WRBA-AM

M-F, 6-10am

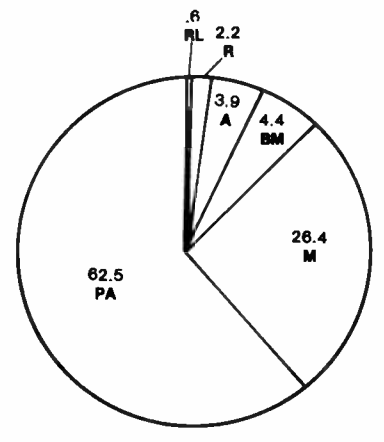
1 WJBC-AM	WJBC-AM	WJBC-AM
2 WBNQ-FM	WBNQ-FM	WBNQ-FM
3 WLS -AM	WIHN-FM	WIHN-FM
4 WIHN-FM	WSWT-FM	WCT-FM
5 WAKC-AM	WRBA-AM	WRBA-AM

M-F, 3-7pm

1 WJBC-AM	WJBC-AM	WJBC-AM
2 WLS -AM	WBNQ-FM	WBNQ-FM
3 WBNQ-FM	WIHN-FM	WIHN-FM
4 WMAQ-AM	WCT-FM	WCT-FM
5 WAKC-AM	WRBA-AM	WRBA-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.

YOU CAN ORDER MORE COPIES OF

RATINGS REPORT

only \$12.50 each

SEE ORDER FORM IN BACK OF BOOK

Boise

METRO RANK **136**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1865

A/M '77	A/M '78	A/M '79			
1 KF XI-AM	18.3	KF XI-AM	19.0	KR XL-FM(BB)	11.7
2 KROI-AM	13.2	KGEM-AM	16.9	KROI-AM(PA)	10.9
3 KGEM-AM	12.8	KROI-AM	9.7	KROI-FM(BB)	10.9
4 KR XL-FM	11.7	KR XL-FM	9.3	KFXD-AM(O)	10.5
5 KUUZ-FM	10.1	KROI-FM	6.5	KGEM-AM(O)	10.5
6 KR BK-FM	5.8	KR BK-FM	5.2	KUUZ-FM(O)	8.6
7 KSPD-AM	5.1	KUUZ-FM	4.8	KR BK-FM(O)	7.8
8 KAIN-AM	5.1	KR BJ-AM	4.8	KFXD-FM(PA)	6.6
9 KF XI-FM	4.3	KFXD-FM	4.4	KIIDU-AM(O)	3.5
10 KR GN-AM	3.5	KR GN-AM	3.6	KJUI-FM(O)	3.5
11 KR BJ-AM	1.9	KIIDU-AM	1.6	KR GN-AM(O)	2.3
12 KYME-AM	1.9	KCIDU-AM	1.6	KCIDU-AM(PA)	1.2
13 KROI-FM	1.9	KSPD-AM	1.6	KAIN-AM(PA)	0.8
14 KIIDU-AM	0.8	KYME-AM	1.2	KR BJ-AM(O)	0.8
15		KAIN-AM	1.2	KYME-AM(O)	0.6
16		KSPD-AM	0.6	KSPD-AM(O)	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1865

A/M '77	A/M '78	A/M '79			
1 KF XI-AM	47	KF XI-AM	47	KR XL-FM	30
2 KROI-AM	34	KGEM-AM	42	KROI-AM	28
3 KGEM-AM	33	KROI-AM	24	KROI-FM	28
4 KR XL-FM	30	KR XL-FM	23	KFXD-AM	27
5 KUUZ-FM	26	KROI-FM	16	KGEM-AM	27

M-F, 6-10am

1 KROI-AM	KGEM-AM	KROI-AM
2 KF XI-AM	KFXD-AM	KGEM-AM
3 KGEM-AM	KROI-AM	KFXD-AM
4 KR XL-FM	KR XL-FM	KROI-FM
5 KUUZ-FM	KROI-FM	KROI-FM

M-F, 3-7pm

1 KF XI-AM	KF XI-AM	KROI-FM
2 KROI-AM	KGEM-AM	KF XI-AM
3 KGEM-AM	KR XL-FM	KR XL-FM
4 KUUZ-FM	KROI-FM	KGEM-AM
5 KR XL-FM	KROI-AM	KROI-AM

Teens

M-S, 6am-Midnight
POP(00): 258

A/M '77	A/M '78	A/M '79
1 KFXD-AM	KFXD-AM	KFXD-AM
2 KUUZ-FM	KUUZ-FM	KUUZ-FM
3 KR BK-FM	KR BK-FM	KR BK-FM
4 KR XL-FM	KIIDU-AM	KIIDU-AM
5 KGEM-AM	KFXD-FM	KFXD-FM

M-F, 6-10am

1 KF XI-AM	KF XI-AM	KFXD-AM
2 KUUZ-FM	KR BK-FM	KR BK-FM
3 KR BK-FM	KUUZ-FM	KUUZ-FM
4 KGEM-AM	KROI-AM	KIIDU-AM
5 KR XL-FM	KIIDU-AM	KF XI-FM

M-F, 3-7pm

1 KF XI-AM	KFXD-AM	KF XI-AM
2 KUUZ-FM	KUUZ-FM	KUUZ-FM
3 KR BK-FM	KR BK-FM	KIIDU-AM
4 KF XI-FM	KIIDU-AM	KR BK-FM
5 KROI-AM	KF XI-FM	KR BJ-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 675

A/M '77	A/M '78	A/M '79
1 KF XI-AM	KF XI-AM	KR BK-FM
2 KUUZ-FM	KGEM-AM	KF XI-FM
3 KGEM-AM	KF XI-FM	KROI-AM
4 KR BK-FM	KR BK-FM	KUUZ-FM
5 KROI-AM	KUUZ-FM	KF XI-AM

M-F, 6-10am

1 KF XI-AM	KF XI-AM	KROI-AM
2 KGEM-AM	KGEM-AM	KF XI-AM
3 KUUZ-FM	KROI-AM	KR BK-FM
4 KROI-AM	KF XI-FM	KUUZ-FM
5 KR BK-FM	KR BK-FM	KF XI-FM

M-F, 3-7pm

1 KF XI-AM	KF XI-AM	KR BK-FM
2 KUUZ-FM	KGEM-AM	KF XI-AM
3 KROI-AM	KUUZ-FM	KF XI-FM
4 KGEM-AM	KF XI-FM	KUUZ-FM
5 KR BK-FM	KROI-FM	KROI-AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 720

A/M '77	A/M '78	A/M '79
1 KGEM-AM	KGEM-AM	KROI-AM
2 KROI-AM	KROI-AM	KR XL-FM
3 KR XL-FM	KF XI-AM	KROI-FM
4 KF XI-AM	KR XL-FM	KR BK-FM
5 KF XI-FM	KROI-FM	KGEM-AM

M-F, 6-10am

1 KROI-AM	KROI-AM	KROI-AM
2 KGEM-AM	KGEM-AM	KGEM-AM
3 KR XL-FM	KF XI-AM	KR XL-FM
4 KF XI-AM	KR XL-FM	KROI-FM
5 KF XI-FM	KF XI-FM	KF XI-AM

M-F, 3-7pm

1 KGEM-AM	KGEM-AM	KROI-AM
2 KROI-AM	KF XI-AM	KROI-FM
3 KR XL-FM	KROI-AM	KR XL-FM
4 KF XI-AM	KROI-FM	KGEM-AM
5 KF XI-FM	KR XL-FM	KR BK-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1865

A/M '77	A/M '78	A/M '79			
1 KFXD-AM	67.7	KF XI-AM	71.8	KJUI-AM	57.0
2 KROI-AM	45.5	KGEM-AM	51.7	KROI-AM	46.4
3 KGEM-AM	42.4	KROI-AM	37.5	KGEM-AM	44.3
4 KR BK-FM	36.5	KUUZ-FM	37.6	KUUZ-FM	34.9
5 KR XL-FM	33.1	KF XI-FM	28.9	KF XI-FM	34.2

M-F, 6-10am

1 KFXD-AM	KFXD-AM	KF XI-AM
2 KROI-AM	KF XI-AM	KF XI-AM
3 KGEM-AM	KROI-AM	KGEM-AM
4 KUUZ-FM	KUUZ-FM	KUUZ-FM
5 KR XL-FM	KF XI-FM	KROI-FM

M-F, 3-7pm

1 KF XI-AM	KF XI-AM	KF XI-AM
2 KROI-AM	KGEM-AM	KROI-AM
3 KROI-AM	KROI-AM	KROI-FM
4 KUUZ-FM	KUUZ-FM	KR XL-FM
5 KR BK-FM	KROI-FM	KGEM-AM

Teens

M-S, 6am-Midnight
POP(00): 258

A/M '77	A/M '78	A/M '79
1 KFXD-AM	KF XI-AM	KF XI-AM
2 KUUZ-FM	KUUZ-FM	KUUZ-FM
3 KR BK-FM	KR BK-FM	KIIDU-AM
4 KF XI-FM	KF XI-FM	KR BK-FM
5 KR XL-FM	KROI-AM	KF XI-FM

M-F, 6-10am

1 KFXD-AM	KF XI-AM	KF XI-AM
2 KUUZ-FM	KUUZ-FM	KUUZ-FM
3 KR BK-FM	KR BK-FM	KR BK-FM
4 KF XI-FM	KF XI-FM	KIIDU-AM
5 KGEM-AM	KROI-AM	KF XI-FM

M-F, 3-7pm

1 KF XI-AM	KF XI-AM	KF XI-AM
2 KUUZ-FM	KUUZ-FM	KUUZ-FM
3 KR BK-FM	KR BK-FM	KIIDU-AM
4 KF XI-FM	KROI-AM	KR BK-FM
5 KROI-AM	KIIDU-AM	KF XI-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 675

A/M '77	A/M '78	A/M '79
1 KF XI-AM	KF XI-AM	KF XI-AM
2 KR BK-FM	KGEM-AM	KF XI-FM
3 KROI-AM	KF XI-FM	KR BK-FM
4 KUUZ-FM	KR BK-FM	KR BJ-AM
5 KF XI-FM	KROI-AM	KUUZ-FM

M-F, 6-10am

1 KF XI-AM	KF XI-AM	KF XI-AM
2 KUUZ-FM	KF XI-FM	KROI-AM
3 KROI-AM	KGEM-AM	KR BK-FM
4 KR BK-FM	KROI-AM	KUUZ-FM
5 KGEM-AM	KR BK-FM	KIIDU-AM

M-F, 3-7pm

1 KF XI-AM	KF XI-AM	KF XI-AM
2 KR BK-FM	KF XI-FM	KF XI-FM
3 KUUZ-FM	KUUZ-FM	KUUZ-FM
4 KROI-AM	KGEM-AM	KR BK-FM
5 KGEM-AM	KR BK-FM	KROI-AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 720

A/M '77	A/M '78	A/M '79
1 KGEM-AM	KGEM-AM	KROI-AM
2 KROI-AM	KF XI-AM	KGEM-AM
3 KF XI-AM	KROI-AM	KF XI-AM
4 KR XL-FM	KROI-FM	KROI-FM
5 KR BK-FM	KR XL-FM	KR XL-FM

M-F, 6-10am

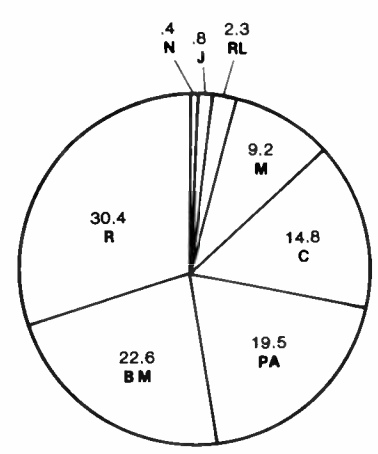
1 KGEM-AM	KGEM-AM	KROI-AM
2 KROI-AM	KROI-AM	KGEM-AM
3 KF XI-AM	KF XI-AM	KF XI-AM
4 KR XL-FM	KR XL-FM	KIIDU-AM
5 KSPD-AM	KROI-FM	KROI-FM

M-F, 3-7pm

1 KGEM-AM	KGEM-AM	KROI-AM
2 KROI-AM	KF XI-AM	KF XI-AM
3 KF XI-AM	KROI-AM	KGEM-AM
4 KR XL-FM	KROI-FM	KROI-FM
5 KR BK-FM	KF XI-FM	KR XL-FM

Format Penetration Chart

Based On 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



A/M '79 Market Overview

Big news in Beantown is the emergence of a genuine new Dancemusic success story, **WXKS-FM**. Busting loose in the A/M'79 report and continuing its success in the Summer book, **HefTel's** station did a lot of research into common denominators of the "disco people," and found *fashion* to be the key. As a result, billboard campaign was created with very scenic design and a massive showing (150-200) throughout the city during A/M sweep. Buses, subways, TV, and posters at discos were also used to create image for the station. In contests, two \$100,000 prizes were given away during the Spring book, along with two Datsuns; overall promotion budget was around \$500,000. Besides the **WXKS** explosion, the other big story in Boston was **WBCN**, the AOR station whose air staff had been on strike just before the A/M ratings. After the settlement and the resultant publicity, **WBCN** could probably have played polka music and done well in the book. Its Summer numbers show the station to be a consistent force in the contemporary music scene. Station is so successful it's able to play disco alongside album cuts and still remain popular. However, another force in contemporary music continues to have its problems, namely **WRKO (R)**. After eliminating many album cuts from its playlist, the station scored well in the A/M'79 sweep. However, the J/A'79 report showed a drop to just above a four share, less than half of the audience reported for the station in the A/M'78 book, while competition **WVBF** declined slightly to 6.0.

Among the older-skewing stations, **WHDH** continues to remain strong and atop the market, **WBZ** slips but is still healthy, and **WITS** shows the positive effects of carrying Red Sox baseball.

Interestingly, the Summer book shows that 200+ more usable diaries came back in the metro than during the A/M'79 survey. Diary returns were better among the demographic poles, among men 18-24 and among adults 55+.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 29209

AM '78	ON '78	JF '79	AM '79	JA '79
1 WHDH-AM 11.7	WHDH-AM 11.4	WHDH-AM 12.2	WHDH-AM (PA) 11.3	WHDH-AM 10.7
2 WBZ -AM 8.9	WEEI-AM 8.4	WJIB-FM 11.0	WBZ -AM (PA) 8.6	WJIB-FM 9.6
3 WJIB-FM 8.9	WBZ -AM 8.2	WBZ -AM 9.6	WJIB-FM (PA) 8.5	WBZ -AM 8.1
4 WRKO-AM 8.7	WJIB-FM 7.0	WEEI-AM 7.7	WEEI-AM (PA) 6.5	WEEI-AM 6.8
5 WVBF-FM 6.7	WRKO-AM 7.0	WVBF-FM 6.2	WVBF-FM (PA) 6.4	WVBF-FM 6.1
6 WEEI-AM 6.2	WVBF-FM 6.1	WRKO-AM 4.8	WXKS-FM (PA) 5.5	WXKS-FM 6.0
7 WCOZ-FM 5.6	WCOZ-FM 4.9	WBCN-FM 4.8	WRKO-AM (PA) 5.3	WBCN-FM 5.2
8 WITS-AM 5.6	WBCN-FM 4.2	WCOZ-FM 4.4	WBCN-FM (A) 5.1	WITS-AM 5.1
9 WEEI-FM 4.0	WVBF-FM 3.7	WBOS-FM 4.2	WCOZ-FM (A) 4.5	WCOZ-FM 4.5
10 WROR-FM 3.4	WITS-AM 3.5	WROR-FM 3.6	WITS-AM (A) 4.5	WRKO-AM 4.2
11 WVEL-FM 2.3	WBOS-FM 3.5	WEEI-FM 3.5	WROR-FM (PA) 3.4	WEEI-FM 3.6
12 WBCN-FM 2.3	WEEI-FM 3.5	WITS-AM 2.9	WHUE-FM (PA) 3.3	WSSH-FM 2.8
13 WSSH-FM 2.0	WROR-FM 3.0	WJDA-AM 2.2	WEEI-FM (A) 3.0	WROR-FM 2.6
14 WCGY-FM 1.8	WSSH-FM 2.5	WSSH-FM 1.9	WSSH-FM (PA) 2.2	WHUE-FM 2.4
15 WCRB-FM 1.6	WILD-AM 1.8	WCRB-FM 1.3	WCRB-FM (C) 1.6	WCGY-FM 1.5
16 WILD-AM 1.5	WCGY-FM 1.4	WAAF-FM 1.1	WBOS-FM (A) 1.3	WHUE-FM 1.3
17 WRYT-AM 1.1	WRDL-AM 1.3	WCAF-AM 1.0	WHUE-FM (A) 1.3	WAAF-FM 1.2
18 WJDA-AM 1.1	WJDA-AM 1.2	WHUE-FM 1.0	WAAF-FM (A) 1.1	WJDA-AM 1.1
19 WBZ -FM 1.0	WCRB-FM 1.2	WILD-AM 1.0	WRDL-AM (A) 1.0	WRDL-AM 1.0
20 WLLH-AM 1.0	WPLM-FM 1.1	WRDL-AM 1.0	WCAS-AM (A) 1.0	WRDL-AM 1.0
21 WHEI-AM 1.0	WEZE-AM 1.0	WCGY-FM 1.0	WCGY-FM (A) 1.0	WROR-FM 0.9
22 WVEL-AM 1.0	WPLM-FM 1.0	WHEI-AM 0.9	WJDA-AM (PA) 1.0	WCRB-FM 0.9
23 WCAF-AM 0.9	WCCM-AM 0.9	WXKS-FM 0.8	WBZ -FM (A) 0.8	WCCM-AM 0.8
24 WCAS-AM 0.8	WBZ -FM 0.8	WCCM-AM 0.8	WILD-AM (A) 0.7	WAAF-FM 0.8
25 WAAF-FM 0.8	WCAF-AM 0.8	WHUE-AM 0.8	WEZE-AM (A) 0.6	WBZ -FM 0.7
26 WSRB-FM 0.7	WAAF-FM 0.7	WCAS-AM 0.7	WSRS-FM (A) 0.5	WESX-AM 0.6
27 WITK-FM 0.7	WCAS-AM 0.7	WHAU-FM 0.7	WUNR-AM (A) 0.5	WUNR-AM 0.6
28 WRKO-AM 0.6	WVEL-AM 0.6	WBZ -FM 0.5	WESX-AM (PA) 0.5	WLLH-AM 0.5
29 WBOS-FM 0.4	WESX-AM 0.5	WEZE-AM 0.5	WPJB-FM (A) 0.4	WCAS-AM 0.5
30 WESX-AM 0.3	WRKO-AM 0.5	WXNS-AM 0.5	WLLH-AM (A) 0.4	WCAF-AM 0.4

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 29209

AM '78	ON '78	JF '79	AM '79	JA '79
1 WHDH-AM 566	WHDH-AM 572	WHDH-AM 616	WHDH-AM 566	WHDH-AM 551
2 WBZ -AM 430	WEEI-AM 422	WJIB-FM 558	WBZ -AM 428	WJIB-FM 493
3 WJIB-FM 429	WBZ -AM 410	WBZ -AM 486	WJIB-FM 425	WBZ -AM 419
4 WRKO-AM 421	WJIB-FM 350	WEEI-AM 388	WEEI-AM 325	WEEI-AM 348
5 WVBF-FM 322	WRKO-AM 349	WVBF-FM 314	WVBF-FM 318	WVBF-FM 312
6 WEEI-AM 302	WVBF-FM 306	WRKO-AM 243	WXKS-FM 277	WXKS-FM 309
7 WCOZ-FM 273	WCOZ-FM 247	WBCN-FM 241	WRKO-AM 266	WBCN-FM 270
8 WITS-AM 270	WBCN-FM 211	WCOZ-FM 223	WBCN-FM 256	WITS-AM 261
9 WEEI-FM 192	WVEL-FM 187	WBOS-FM 213	WCOZ-FM 227	WCOZ-FM 230
10 WROR-FM 165	WITS-AM 178	WROR-FM 183	WITS-AM 226	WRKO-AM 216

M-F, 6-10am

1 WBZ -AM	WHDH-AM	WBZ -AM	WBZ -AM	WHDH-AM
2 WHDH-AM	WBZ -AM	WHDH-AM	WHDH-AM	WBZ -AM
3 WEEI-AM	WEEI-AM	WEEI-AM	WEEI-AM	WEEI-AM
4 WRKO-AM	WRKO-AM	WJIB-FM	WJIB-FM	WJIB-FM
5 WJIB-FM	WVBF-FM	WRKO-AM	WRKO-AM	WVBF-FM
6 WVBF-FM	WJIB-FM	WVBF-FM	WVBF-FM	WBCN-FM
7 WCOZ-FM	WVEL-AM	WBCN-FM	WVBF-FM	WBCN-FM
8 WEEI-FM	WCOZ-FM	WITS-AM	WBCN-FM	WXKS-FM
9 WVEL-AM	WEEI-FM	WEEI-FM	WRKO-AM	WVBF-FM
10 WROR-FM	WBCN-FM	WCOZ-FM	WCOZ-FM	WCOZ-FM

M-F, 3-7pm

1 WHDH-AM	WHDH-AM	WJIB-FM	WHDH-AM	WJIB-FM
2 WRKO-AM	WRKO-AM	WRKO-AM	WHDH-AM	WHDH-AM
3 WJIB-FM	WEEI-AM	WBZ -AM	WJIB-FM	WBZ -AM
4 WITS-AM	WJIB-FM	WVBF-FM	WBZ -AM	WXKS-FM
5 WBZ -AM	WBZ -AM	WEEI-AM	WEEI-AM	WEEI-AM
6 WVBF-FM	WVBF-FM	WRKO-AM	WRKO-AM	WVBF-FM
7 WCOZ-FM	WCOZ-FM	WCOZ-FM	WCOZ-FM	WBCN-FM
8 WEEI-AM	WBCN-FM	WBOS-FM	WBCN-FM	WRKO-AM
9 WEEI-FM	WITS-AM	WBCN-FM	WCOZ-FM	WITS-AM
10 WROR-FM	WBOS-FM	WEEI-FM	WITS-AM	WCOZ-FM

Teens

M-S, 6am-Midnight

POP(00): 3831

AM '78	ON '78	JF '79	AM '79	JA '79
1 WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM
2 WRKO-AM	WRKO-AM	WRKO-AM	WXKS-FM	WCOZ-FM
3 WCOZ-FM	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM
4 WCGY-FM	WHDH-AM	WAAF-FM	WCOZ-FM	WXKS-FM
5 WBCN-FM	WCOZ-FM	WBCN-FM	WBCN-FM	WBCN-FM
6 WBZ -FM	WCGY-FM	WCOZ-FM	WAAF-FM	WAAF-FM
7 WAAF-FM	WBCN-FM	WHDH-AM	WCGY-FM	WHDH-AM
8 WHDH-AM	WPJB-FM	WCGY-FM	WBOS-FM	WHDH-AM
9 WBZ -AM	WILD-AM	WBZ -AM	WPJB-FM	WRKO-FM
10 WILD-AM	WAAF-FM	WPJB-FM	WHDH-AM	WEEI-FM

M-F, 6-10am

1 WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM
2 WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM	WCOZ-FM
3 WCOZ-FM	WHDH-AM	WHDH-AM	WXKS-FM	WRKO-AM
4 WBZ -AM	WBOS-FM	WHDH-AM	WHDH-AM	WXKS-FM
5 WHDH-AM	WCGY-FM	WBZ -AM	WBZ -AM	WBCN-FM
6 WBCN-FM	WCOZ-FM	WCOZ-FM	WCOZ-FM	WHDH-AM
7 WCGY-FM	WILD-AM	WHAU-AM	WPJB-FM	WBZ -AM
8 WEEI-AM	WBCN-FM	WAAF-FM	WBOS-FM	WEEI-FM
9 WBZ -FM	WPJB-FM	WBOS-FM	WCGY-FM	WRKO-FM
10 WAAF-FM	WBZ -AM	WROR-FM	WBCN-FM	WILD-AM

M-F, 3-7pm

1 WRKO-AM	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM
2 WVBF-FM	WRKO-AM	WRKO-AM	WXKS-FM	WRKO-AM
3 WCOZ-FM	WBOS-FM	WBOS-FM	WRKO-AM	WXKS-FM
4 WCGY-FM	WHDH-AM	WAAF-FM	WCOZ-FM	WCOZ-FM
5 WILD-AM	WCOZ-FM	WBCN-FM	WBCN-FM	WAAF-FM
6 WITS-AM	WILD-AM	WCOZ-FM	WBOS-FM	WBCN-FM
7 WBCN-FM	WBCN-FM	WHDH-AM	WAAF-FM	WHDH-AM
8 WBZ -FM	WCGY-FM	WROR-FM	WBZ -AM	WBOS-FM
9 WROR-FM	WEEI-FM	WPJB-FM	WCGY-FM	WILD-AM
10 WAAF-FM	WPJB-FM	WCGY-FM	WROR-FM	WJIB-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 10323

AM '78	ON '78	JF '79	AM '79	JA '79
1 WCOZ-FM	WCOZ-FM	WBCN-FM	WBCN-FM	WRON-FM
2 WRKO-AM	WRKO-AM	WCOZ-FM	WCOZ-FM	WXKS-FM
3 WHDH-AM	WRKO-AM	WHDH-AM	WHDH-AM	WCOZ-FM
4 WVBF-FM	WHDH-AM	WVBF-FM	WHDH-AM	WEEI-FM
5 WEEI-FM	WEEI-FM	WEEI-FM	WEEI-FM	WHDH-AM
6 WROR-FM	WVBF-FM	WBOS-FM	WVBF-FM	WVBF-FM
7 WBZ -AM	WBOS-FM	WROR-FM	WROR-FM	WRKO-AM
8 WBCN-FM	WROR-FM	WBZ -AM	WHDH-AM	WROR-FM
9 WJIB-FM	WBZ -AM	WRKO-AM	WBZ -AM	WBZ -AM
10 WITS-AM	WILD-AM	WJIB-FM	WCAS-AM	WCGY-FM

M-F, 6-10am

1 WHDH-AM	WRKO-AM	WHDH-AM	WBCN-FM	WBCN-FM
2 WCOZ-FM	WHDH-AM	WBZ -AM	WRKO-AM	WHDH-AM
3 WRKO-AM	WCOZ-FM	WBCN-FM	WXKS-FM	WHDH-AM
4 WBZ -AM	WBCN-FM	WRKO-AM	WBZ -AM	WCOZ-FM
5 WEEI-FM	WBZ -AM	WVBF-FM	WHDH-AM	WCOZ-FM
6 WVBF-FM	WEEI-FM	WEEI-FM	WEEI-FM	WEEI-FM
7 WROR-FM	WVBF-FM	WROR-FM	WROR-FM	WROR-FM
8 WBCN-FM	WROR-FM	WCOZ-FM	WROR-FM	WRKO-AM
9 WJIB-FM	WBOS-FM	WJIB-FM	WVBF-FM	WVBF-FM
10 WEEI-AM	WEEI-AM	WBOS-FM	WJIB-FM	WEEI-AM

M-F, 3-7pm

1 WRKO-AM	WRKO-AM	WCOZ-FM	WBCN-FM	WBCN-FM
2 WCOZ-FM	WCOZ-FM	WBCN-FM	WCOZ-FM	WXKS-FM
3 WVBF-FM	WBCN-FM	WHDH-AM	WXKS-FM	WEEI-FM
4 WHDH-AM	WHDH-AM	WEEI-FM	WRKO-AM	WHDH-AM
5 WEEI-FM	WVBF-FM	WVBF-FM	WEEI-FM	WCOZ-FM
6 WROR-FM	WBOS-FM	WROR-FM	WROR-FM	WVBF-FM
7 WBCN-FM	WEEI-FM	WROR-FM	WROR-FM	WRKO-AM
8 WITS-AM	WROR-FM	WRKO-AM	WHDH-AM	WROR-FM
9 WBZ -AM	WBZ -AM	WBZ -AM	WBZ -AM	WBZ -AM
10 WJIB-FM	WILD-AM	WJIB-FM	WCAS-AM	WCGY-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 11194

AM '78	ON '78	JF '79	AM '79	JA '79
1 WHDH-AM	WHDH-AM	WHDH-AM	WHDH-AM	WHDH-AM
2 WBZ -AM	WBZ -AM	WBZ -AM	WBZ -AM	WBZ -AM
3 WJIB-FM	WRKO-AM	WJIB-FM	WJIB-FM	WJIB-FM
4 WRKO-AM	WJIB-FM	WEEI-FM	WRKO-AM	WXKS-FM
5 WEEI-FM	WEEI-FM	WROR-FM	WEEI-FM	WEEI-FM
6 WROR-FM	WVEL-AM	WBCN-FM	WROR-FM	WROR-FM
7 WCOZ-FM	WROR-FM	WBOS-FM	WRKO-AM	WRKO-AM
8 WVBF-FM	WEEI-AM	WEEI-AM	WBCN-FM	WITS-AM
9 WITS-AM	WCOZ-FM	WRKO-AM	WVBF-FM	WVBF-FM
10 WEEI-AM	WVBF-FM	WCOZ-FM	WHUE-FM	WEEI-AM

M-F, 6-10am

1 WHDH-AM	WHDH-AM	WHDH-AM	WHDH-AM	WHDH-AM
2 WBZ -AM	WBZ -AM	WBZ -AM	WBZ -AM	WBZ -AM
3 WRKO-AM	WRKO-AM	WEEI-AM	WRKO-AM	WEEI-AM
4 WJIB-FM	WEEI-AM	WJIB-FM	WEEI-AM	WJIB-FM
5 WEEI-FM	WVEL-AM	WRKO-AM	WITS-AM	WRKO-AM
6 WEEI-AM	WVEL-AM	WBCN-FM	WITS-AM	WRKO-AM
7 WVBF-FM	WEEI-FM	WBOS-FM	WBCN-FM	WXKS-FM
8 WROR-FM	WJIB-FM	WVBF-FM	WROR-FM	WITS-AM
9 WCOZ-FM	WROR-FM	WROR-FM	WEEI-FM	WEEI-FM
10 WVEL-AM	WCOZ-FM	WBOS-FM	WEEI-FM	WVBF-FM



We've grown up in Boston.

There were times when 68 RKO was perceived as strictly a teen station. Times have changed.

Now more adults 18-44 listen to Van Dyke & Company in the mornings than any other station. That's after only four months on the air.

And 68 RKO is ranked* one, two or three in these adult categories.

Adults 25-49

Adults 25-54

Adults 25-34

Men and Women 18-49.

With all that, 68 RKO is still the number two station with teens.

68 RKO. Boston. We're growing. And growing up.

Represented by **RKO**  **RADIO SALES**

*Metro Cume Rankings, Monday-Sunday, 6 AM-12 MID., April/May ARB 1979

Boston

Continued

M-F, 3-7pm

1	WHDH-AM	WHDH-AM	WHDH-AM	WHDH-AM	WHDH-AM
2	WJIB-FM	WBZ -AM	WBZ -AM	WBZ -AM	WJIB-FM
3	WBZ -AM	WRKO-AM	WJIB-FM	WRKO-AM	WBZ -AM
4	WRKO-AM	WJIB-FM	WEEI-FM	WJIB-FM	WRKO-AM
5	WEEI-FM	WITS-AM	WROR-FM	WVBF-FM	WEEI-FM
6	WITS-AM	WEEI-FM	WBOS-FM	WROR-FM	WXXS-FM
7	WCOZ-FM	WROR-FM	WRKO-AM	WEEI-FM	WBCN-FM
8	WVBF-FM	WCOZ-FM	WBCN-FM	WBCN-FM	WVBF-FM
9	WROR-FM	WVBF-FM	WITS-AM	WXXS-FM	WITS-AM
10	WEEI-FM	WSSH-FM	WVBF-FM	WHUE-FM	WEEI-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 29209

	AM '78	ON '78	JF '79	AM '79	JA '79
1	WHDH-AM 78:00	WHDH-AM 8782	WBZ -AM 8277	WBZ -AM 7802	WHDH-AM 7544
2	WBZ -AM 7849	WBZ -AM 8109	WHDH-AM 8090	WHDH-AM 7189	WHDH-AM 7320
3	WRKO-AM 7424	WRKO-AM 7131	WRKO-AM 6641	WRKO-AM 6300	WRKO-AM 5390
4	WJIB-FM 5618	WEEI-FM 5749	WEEI-FM 5975	WJIB-FM 4867	WJIB-FM 5267
5	WEEI-FM 5144	WJIB-FM 5275	WJIB-FM 5731	WEEI-FM 4839	WEEI-FM 5042
6	WVBF-FM 5040	WVBF-FM 5268	WVBF-FM 5410	WVBF-FM 4811	WVBF-FM 4430
7	WITS-AM 5000	WCOZ-FM 4031	WCOZ-FM 3973	WITS-AM 4114	WITS-AM 4295
8	WCOZ-FM 3387	WITS-AM 3134	WBCN-FM 3364	WXXS-FM 3517	WXXS-FM 4043
9	WEEI-FM 3339	WROR-FM 2842	WBOS-FM 2961	WCOZ-FM 3148	WBCN-FM 3420
10	WROR-FM 3096	WEEI-FM 2794	WROR-FM 2881	WROR-FM 3144	WCOZ-FM 3354

M-F, 6-10am

1	WBZ -AM	WHDH-AM	WBZ -AM	WBZ -AM	WHDH-AM
2	WHDH-AM	WBZ -AM	WHDH-AM	WHDH-AM	WBZ -AM
3	WRKO-AM	WEEI-FM	WEEI-FM	WEEI-FM	WEEI-FM
4	WEEI-FM	WRKO-AM	WRKO-AM	WRKO-AM	WEEI-FM
5	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM
6	WJIB-FM	WJIB-FM	WJIB-FM	WJIB-FM	WVBF-FM
7	WCOZ-FM	WCOZ-FM	WBCN-FM	WXXS-FM	WXXS-FM
8	WEEI-FM	WEEI-FM	WBCN-FM	WBCN-FM	WBCN-FM
9	WITS-AM	WITS-AM	WEEI-FM	WCOZ-FM	WCOZ-FM
10	WROR-FM	WBCN-FM	WROR-FM	WITS-AM	WEEI-FM

M-F, 3-7pm

1	WRKO-AM	WRKO-AM	WHDH-AM	WBZ -AM	WHDH-AM
2	WHDH-AM	WHDH-AM	WBZ -AM	WRKO-AM	WBZ -AM
3	WBZ -AM	WBZ -AM	WVBF-FM	WVBF-FM	WJIB-FM
4	WITS-AM	WVBF-FM	WJIB-FM	WHDH-AM	WRKO-AM
5	WVBF-FM	WJIB-FM	WRKO-AM	WJIB-FM	WRKO-AM
6	WJIB-FM	WEEI-FM	WEEI-FM	WXXS-FM	WXXS-FM
7	WCOZ-FM	WCOZ-FM	WCOZ-FM	WEEI-FM	WEEI-FM
8	WEEI-FM	WBCN-FM	WBCN-FM	WCOZ-FM	WCOZ-FM
9	WEEI-FM	WBCN-FM	WBOS-FM	WROR-FM	WROR-FM
10	WBCN-FM	WEEI-FM	WEEI-FM	WITS-AM	WITS-AM

Teens

M-S, 6am-Midnight
POP(00): 3831

	AM '78	ON '78	JF '79	AM '79	JA '79
1	WRKO-AM	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM
2	WVBF-FM	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM
3	WCGY-FM	WHDH-AM	WCOZ-FM	WXXS-FM	WCOZ-FM
4	WBZ -FM	WCOZ-FM	WHDH-AM	WXXS-FM	WXXS-FM
5	WHDH-AM	WCGY-FM	WBZ -AM	WHDH-AM	WHDH-AM
6	WCOZ-FM	WBOS-FM	WBZ -AM	WBZ -AM	WBCN-FM
7	WBZ -AM	WBZ -FM	WVBF-FM	WBCN-FM	WBZ -AM
8	WBCN-FM	WBCN-FM	WBCN-FM	WBOS-FM	WROR-FM
9	WROR-FM	WBZ -AM	WCGY-FM	WROR-FM	WAAF-FM
10	WITS-AM	WVBF-FM	WBZ -FM	WCGY-FM	WITS-AM

M-F, 6-10am

1	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM
2	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM
3	WCOZ-FM	WHDH-AM	WHDH-AM	WXXS-FM	WXXS-FM
4	WCGY-FM	WBOS-FM	WBCN-FM	WBZ -AM	WCOZ-FM
5	WBZ -AM	WCGY-FM	WCOZ-FM	WHDH-AM	WHDH-AM
6	WHDH-AM	WILD-AM	WBZ -AM	WBCN-FM	WBCN-FM
7	WBCN-FM	WCOZ-FM	WBOS-FM	WBZ -FM	WBZ -AM
8	WBZ -FM	WVBF-FM	WVBF-FM	WCOZ-FM	WROR-FM
9	WAAF-FM	WBZ -FM	WROR-FM	WVBF-FM	WAAF-FM
10	WEEI-FM	WBZ -AM	WBZ -FM	WAAF-FM	WEEI-FM

M-F, 3-7pm

1	WRKO-AM	WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM
2	WVBF-FM	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM
3	WCGY-FM	WHDH-AM	WXXS-FM	WXXS-FM	WCOZ-FM
4	WCOZ-FM	WCOZ-FM	WCOZ-FM	WXXS-FM	WXXS-FM
5	WBCN-FM	WCGY-FM	WBOS-FM	WBOS-FM	WBCN-FM
6	WBZ -FM	WBOS-FM	WAAF-FM	WBCN-FM	WHDH-AM
7	WHDH-AM	WBZ -FM	WHDH-AM	WAAF-FM	WBZ -AM
8	WROR-FM	WBCN-FM	WVBF-FM	WBZ -AM	WAAF-FM
9	WAAF-FM	WVBF-FM	WVBF-FM	WCGY-FM	WROR-FM
10	WBZ -AM	WEEI-FM	WCGY-FM	WROR-FM	WBOS-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 10323

	AM '78	ON '78	JF '79	AM '79	JA '79
1	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM
2	WHDH-AM	WCOZ-FM	WCOZ-FM	WCOZ-FM	WBCN-FM
3	WCOZ-FM	WHDH-AM	WBCN-FM	WBCN-FM	WXXS-FM
4	WVBF-FM	WBZ -AM	WBZ -AM	WBZ -AM	WCOZ-FM
5	WEEI-FM	WVBF-FM	WHDH-AM	WVBF-FM	WHDH-AM
6	WROR-FM	WBCN-FM	WVBF-FM	WROR-FM	WEEI-FM
7	WBZ -AM	WROR-FM	WROR-FM	WEEI-FM	WVBF-FM
8	WBCN-FM	WEEI-FM	WBOS-FM	WHDH-AM	WBZ -AM
9	WITS-AM	WBOS-FM	WEEI-FM	WXXS-FM	WROR-FM
10	WJIB-FM	WEEI-FM	WJIB-FM	WITS-AM	WITS-AM

M-F, 6-10am

1	WRKO-AM	WRKO-AM	WBZ -AM	WRKO-AM	WHDH-AM
2	WHDH-AM	WHDH-AM	WRKO-AM	WBCN-FM	WRKO-AM
3	WBZ -AM	WCOZ-FM	WHDH-AM	WBZ -AM	WBCN-FM
4	WCOZ-FM	WBZ -AM	WBCN-FM	WCOZ-FM	WCOZ-FM
5	WEEI-FM	WVBF-FM	WCOZ-FM	WEEI-FM	WVBF-FM
6	WVBF-FM	WBCN-FM	WVBF-FM	WVBF-FM	WEEI-FM
7	WROR-FM	WEEI-FM	WEEI-FM	WHDH-AM	WXXS-FM
8	WBCN-FM	WROR-FM	WROR-FM	WBZ -AM	WBZ -AM
9	WCGY-FM	WEEI-FM	WBOS-FM	WROR-FM	WROR-FM
10	WEEI-FM	WBOS-FM	WEEI-FM	WEEI-FM	WEEI-FM

M-F, 3-7pm

1	WRKO-AM	WRKO-AM	WCOZ-FM	WRKO-AM	WBCN-FM
2	WCOZ-FM	WCOZ-FM	WRKO-AM	WCOZ-FM	WXXS-FM
3	WHDH-AM	WBCN-FM	WBCN-FM	WBCN-FM	WRKO-AM
4	WVBF-FM	WHDH-AM	WVBF-FM	WXXS-FM	WCOZ-FM
5	WEEI-FM	WVBF-FM	WHDH-AM	WROR-FM	WEEI-FM
6	WBCN-FM	WROR-FM	WEEI-FM	WEEI-FM	WVBF-FM
7	WROR-FM	WBZ -AM	WBZ -AM	WVBF-FM	WHDH-AM
8	WVBF-FM	WEEI-FM	WBZ -AM	WBZ -AM	WROR-FM
9	WITS-AM	WBOS-FM	WROR-FM	WHDH-AM	WBZ -AM
10	WJIB-FM	WCGY-FM	WJIB-FM	WBOS-FM	WCGY-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 11194

	AM '78	ON '78	JF '79	AM '79	JA '79
1	WHDH-AM	WHDH-AM	WHDH-AM	WBZ -AM	WBZ -AM
2	WBZ -AM	WBZ -AM	WBZ -AM	WHDH-AM	WHDH-AM
3	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM
4	WJIB-FM	WJIB-FM	WJIB-FM	WJIB-FM	WJIB-FM
5	WROR-FM	WEEI-FM	WEEI-FM	WITS-AM	WITS-AM
6	WEEI-FM	WROR-FM	WEEI-FM	WEEI-FM	WEEI-FM
7	WITS-AM	WVBF-FM	WCOZ-FM	WEEI-FM	WXXS-FM
8	WEEI-FM	WCOZ-FM	WVBF-FM	WROR-FM	WEEI-FM
9	WVBF-FM	WEEI-FM	WROR-FM	WVBF-FM	WVBF-FM
10	WCOZ-FM	WITS-AM	WBCN-FM	WXXS-FM	WBCN-FM

M-F, 6-10am

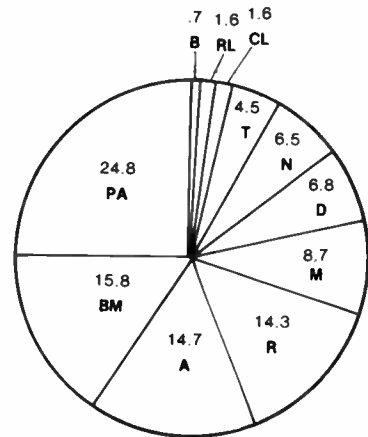
1	WBZ -AM	WHDH-AM	WHDH-AM	WBZ -AM	WHDH-AM
2	WHDH-AM	WHDH-AM	WBZ -AM	WHDH-AM	WBZ -AM
3	WRKO-AM	WRKO-AM	WEEI-FM	WRKO-AM	WRKO-AM
4	WJIB-FM	WEEI-FM	WRKO-AM	WEEI-FM	WEEI-FM
5	WEEI-FM	WROR-FM	WJIB-FM	WVBF-FM	WRKO-AM
6	WEEI-FM	WJIB-FM	WEEI-FM	WJIB-FM	WVBF-FM
7	WROR-FM	WVBF-FM	WBCN-FM	WEEI-FM	WBCN-FM
8	WVBF-FM	WEEI-FM	WROR-FM	WROR-FM	WEEI-FM
9	WCOZ-FM	WCOZ-FM	WVBF-FM	WBCN-FM	WXXS-FM
10	WBCN-FM	WITS-AM	WCOZ-FM	WXXS-FM	WROR-FM

M-F, 3-7pm

1	WHDH-AM	WBZ -AM	WHDH-AM	WBZ -AM	WHDH-AM
2	WBZ -AM	WHDH-AM	WBZ -AM	WHDH-AM	WBZ -AM
3	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM
4	WJIB-FM	WJIB-FM	WJIB-FM	WJIB-FM	WJIB-FM
5	WEEI-FM	WROR-FM	WEEI-FM	WVBF-FM	WXXS-FM
6	WITS-AM	WVBF-FM	WVBF-FM	WCOZ-FM	WROR-FM
7	WROR-FM	WEEI-FM	WCOZ-FM	WEEI-FM	WEEI-FM
8	WVBF-FM	WVBF-FM	WEEI-FM	WEEI-FM	WROR-FM
9	WEEI-FM	WEEI-FM	WROR-FM	WXXS-FM	WVBF-FM
10	WCOZ-FM	WITS-AM	WBOS-FM	WBCN-FM	WBCN-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-Dance, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

WHDH RADIO
IS DOWN' IT
IN BOSTON!

Bridgeport

METRO RANK

79

A/M '79 Market Overview

Only four "metro" stations in this market, with rocker WICC still #1 in the market. Station suffered marginal decline due to experiment with Dancemusic at night (when numbers went down badly). Outside advertising consisted of major outdoor boards showing, plus TV, newspaper, and a bumper sticker campaign which is still running. Ran listen-to-win type of on-air promotions for cash and a chance for a new car. Beautiful Music WEZN slipped some but is still #2 overall, thanks to adult strength in upper demos. WDJZ, a daytimer with the Big Band sound, slipped after a good book last Spring. Station was semi-automated during rating period, and ran no promotions or contests WDJZ has now gone "live" with its format.

Poor diary return in this market. Metro in-tab of 373 is below 450 goal, and owing to TSA computation error A/M'79 book had to be reissued.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 3559

	A/M '77	A/M '78	A/M '79
1 WEZN-FM	15.0	WICC-AM	17.3
2 WICC-AM	12.5	WEZN-FM	16.1
3 WFLR-FM	11.1	WDJZ-AM	8.1
4 WNAB-AM	7.3	WNAB-AM	7.5
5 WCBS-AM	5.7	WPLR-FM	6.9
6 WKCI-FM	5.1	WRKI-FM	2.1
7 WNBC-AM	4.9	WADS-AM	2.1
8 WABC-AM	3.0	WBLI-FM	1.5
9 WDJZ-AM	3.0	WKCI-FM	1.1
10 WDR-AM	2.9	WAUZ-AM	0.9
11 WMMM-AF	2.9	WELI-AM	0.8
12 WHN-AM	2.7	WTIC-AM	0.8
13 WMMM-AM	1.7		
14 WIOF-FM	1.5		
15 WBLI-FM	1.3		
16 WDJF-FM	1.2		
17 WDR-AM	1.0		
18 WELI-AM	1.0		
19 WAUZ-AM	1.0		
20 WHCN-FM	1.0		
21 WMDA-AM	1.0		
22 WBSL-FM	1.0		
23 WYFZ-FM	1.0		
24 WKTU-FM	1.0		
25 WTIC-AM	0.8		
26 WRKI-FM	0.8		
27 WFIF-AM	0.7		
28 WFLJ-FM	0.5		
29 WADS-AM	0.5		
30 WINS-AM	0.5		
31 WXLO-FM	0.3		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3559

	A/M '77	A/M '78	A/M '79
1 WEZN-FM	89	WICC-AM	115
2 WICC-AM	74	WEZN-FM	107
3 WFLR-FM	66	WDJZ-AM	54
4 WNAB-AM	43	WNAB-AM	50
5 WCBS-AM	34	WPLR-FM	46

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1 WICC-AM	WICC-AM	WICC-AM	WICC-AM
2 WEZN-FM	WEZN-FM	WNAB-AM	WNAB-AM
3 WNAB-AM	WNAB-AM	WEZN-FM	WEZN-FM
4 WFLR-FM	WDJZ-AM	WPLR-FM	WPLR-FM
5 WCBS-AM	WPLR-FM	WDJZ-AM	WDJZ-AM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1 WEZN-FM	WEZN-FM	WICC-AM	WICC-AM
2 WFLR-FM	WICC-AM	WEZN-FM	WEZN-FM
3 WICC-AM	WDJZ-AM	WPLR-FM	WPLR-FM
4 WNAB-AM	WPLR-FM	WDJZ-AM	WDJZ-AM
5 WNBC-AM	WNAB-AM	WNAB-AM	WNAB-AM

Teens
M-S, 6am-Midnight
POP(00): 457

	A/M '77	A/M '78	A/M '79
1 WFLR-FM	WFLR-FM	WPLR-FM	WPLR-FM
2 WICC-AM	WRKI-FM	WICC-AM	WICC-AM
3 WABC-AM	WICC-AM	WLYQ-FM	WLYQ-FM
4 WNBC-AM	WEZN-FM	WDR-AM	WDR-AM
5 WBLI-FM	WNAB-AM	WYFZ-FM	WYFZ-FM

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1 WICC-AM	WICC-AM	WICC-AM	WICC-AM
2 WFLR-FM	WNAB-AM	WPLR-FM	WPLR-FM
3 WCBS-AM	WPLR-FM	WDR-AM	WDR-AM
4 WABC-AM	WRKI-FM	WYFZ-FM	WYFZ-FM
5 WNBC-AM	WBLI-FM	WNAB-AM	WNAB-AM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1 WFLR-FM	WFLR-FM	WFLR-FM	WFLR-FM
2 WABC-AM	WRKI-FM	WICC-AM	WICC-AM
3 WICC-AM	WICC-AM	WYFZ-FM	WYFZ-FM
4 WBLI-FM	WEZN-FM	WBLI-FM	WBLI-FM
5 WNBC-AM	WNAB-AM	WLYQ-FM	WLYQ-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1160

	A/M '77	A/M '78	A/M '79
1 WFLR-FM	WFLR-FM	WICC-AM	WICC-AM
2 WICC-AM	WFLR-FM	WFLR-FM	WFLR-FM
3 WNBC-AM	WEZN-FM	WEZN-FM	WEZN-FM
4 WEZN-FM	WNAB-AM	WYFZ-FM	WYFZ-FM
5 WABC-AM	WBLI-FM	WNAB-AM	WNAB-AM

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1 WFLR-FM	WICC-AM	WICC-AM	WICC-AM
2 WICC-AM	WFLR-FM	WFLR-FM	WFLR-FM
3 WNBC-AM	WEZN-FM	WEZN-FM	WEZN-FM
4 WNAB-AM	WNAB-AM	WNAB-AM	WNAB-AM
5 WEZN-FM	WRKI-FM	WADS-AM	WADS-AM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1 WFLR-FM	WICC-AM	WICC-AM	WICC-AM
2 WICC-AM	WEZN-FM	WFLR-FM	WFLR-FM
3 WEZN-FM	WFLR-FM	WEZN-FM	WEZN-FM
4 WNBC-AM	WNAB-AM	WYFZ-FM	WYFZ-FM
5 WNAB-AM	WBLI-FM	WBLI-FM	WBLI-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1373

	A/M '77	A/M '78	A/M '79
1 WEZN-FM	WICC-AM	WICC-AM	WICC-AM
2 WICC-AM	WEZN-FM	WEZN-FM	WEZN-FM
3 WNBC-AM	WNAB-AM	WNAB-AM	WNAB-AM
4 WNAB-AM	WDJZ-AM	WDJZ-AM	WDJZ-AM
5 WKCI-FM	WDJZ-AM	WPLR-FM	WPLR-FM

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1 WICC-AM	WICC-AM	WICC-AM	WICC-AM
2 WNAB-AM	WEZN-FM	WEZN-FM	WEZN-FM
3 WEZN-FM	WNAB-AM	WNAB-AM	WNAB-AM
4 WNBC-AM	WFLR-FM	WFLR-FM	WFLR-FM
5 WCBS-AM	WDJZ-AM	WADS-AM	WADS-AM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1 WEZN-FM	WEZN-FM	WEZN-FM	WEZN-FM
2 WICC-AM	WICC-AM	WICC-AM	WICC-AM
3 WNBC-AM	WNAB-AM	WDJZ-AM	WDJZ-AM
4 WNAB-AM	WPLR-FM	WPLR-FM	WPLR-FM
5 WFLR-FM	WDJZ-AM	WKCI-FM	WKCI-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3559

	A/M '77	A/M '78	A/M '79
1 WICC-AM	1594	WICC-AM	1807
2 WEZN-FM	962	WEZN-FM	996
3 WNBC-AM	800	WNAB-AM	747
4 WNAB-AM	784	WFLR-FM	507
5 WFLR-FM	720	WDJZ-AM	479

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1 WICC-AM	WICC-AM	WICC-AM	WICC-AM
2 WEZN-FM	WEZN-FM	WNAB-AM	WNAB-AM
3 WNAB-AM	WNAB-AM	WEZN-FM	WEZN-FM
4 WCBS-AM	WDJZ-AM	WFLR-FM	WFLR-FM
5 WNBC-AM	WPLR-FM	WDJZ-AM	WDJZ-AM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1 WICC-AM	WICC-AM	WICC-AM	WICC-AM
2 WFLR-FM	WEZN-FM	WEZN-FM	WEZN-FM
3 WEZN-FM	WDJZ-AM	WPLR-FM	WPLR-FM
4 WNBC-AM	WNAB-AM	WNAB-AM	WNAB-AM
5 WNAB-AM	WFLR-FM	WDJZ-AM	WDJZ-AM

Teens
M-S, 6am-Midnight
POP(00): 457

	A/M '77	A/M '78	A/M '79
1 WICC-AM	WICC-AM	WICC-AM	WFLR-FM
2 WFLR-FM	WFLR-FM	WICC-AM	WICC-AM
3 WABC-AM	WRKI-FM	WLYQ-FM	WLYQ-FM
4 WNBC-AM	WNAB-AM	WDR-AM	WDR-AM
5 WBLI-FM	WBLI-FM	WBLI-FM	WBLI-FM

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1 WICC-AM	WICC-AM	WICC-AM	WICC-AM
2 WNBC-AM	WFLR-FM	WFLR-FM	WFLR-FM
3 WABC-AM	WRKI-FM	WYFZ-FM	WYFZ-FM
4 WFLR-FM	WNAB-AM	WDR-AM	WDR-AM
5 WCBS-AM	WBLI-FM	WLYQ-FM	WLYQ-FM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1 WFLR-FM	WICC-AM	WFLR-FM	WFLR-FM
2 WICC-AM	WRKI-FM	WICC-AM	WICC-AM
3 WABC-AM	WFLR-FM	WBLI-FM	WBLI-FM
4 WNBC-AM	WNAB-AM	WYFZ-FM	WYFZ-FM
5 WAUZ-AM	WEZN-FM	WNAB-AM	WNAB-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1160

	A/M '77	A/M '78	A/M '79
1 WICC-AM	WICC-AM	WICC-AM	WICC-AM
2 WFLR-FM	WFLR-FM	WFLR-FM	WFLR-FM
3 WNBC-AM	WNAB-AM	WYFZ-FM	WYFZ-FM
4 WABC-AM	WEZN-FM	WBLI-FM	WBLI-FM
5 WEZN-FM	WBLI-FM	WNAB-AM	WNAB-AM

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1 WICC-AM	WICC-AM	WICC-AM	WICC-AM
2 WFLR-FM	WFLR-FM	WFLR-FM	WFLR-FM
3 WNBC-AM	WNAB-AM	WNAB-AM	WNAB-AM
4 WABC-AM	WEZN-FM	WEZN-FM	WEZN-FM
5 WNAB-AM	WRKI-FM	WLYQ-FM	WLYQ-FM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1 WFLR-FM	WFLR-FM	WICC-AM	WICC-AM
2 WNBC-AM	WFLR-FM	WFLR-FM	WFLR-FM
3 WICC-AM	WNAB-AM	WYFZ-FM	WYFZ-FM
4 WABC-AM	WEZN-FM	WBLI-FM	WBLI-FM
5 WNAB-AM	WBLI-FM	WDR-AM	WDR-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1373

	A/M '77	A/M '78	A/M '79
1 WICC-AM	WICC-AM	WICC-AM	WICC-AM
2 WEZN-FM	WEZN-FM	WEZN-FM	WEZN-FM
3 WNBC-AM	WNAB-AM	WNAB-AM	WNAB-AM
4 WNAB-AM	WDJZ-AM	WFLR-FM	WFLR-FM
5 WABC-AM	WFLR-FM	WDJZ-AM	WDJZ-AM

M-F, 6-10am

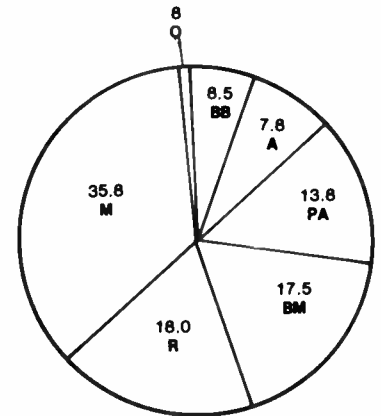
	A/M '77	A/M '78	A/M '79
1 WICC-AM	WICC-AM	WICC-AM	WICC-AM
2 WFLR-FM	WEZN-FM	WFLR-FM	WFLR-FM
3 WEZN-FM	WNAB-AM	WNAB-AM	WNAB-AM
4 WNAB-AM	WFLR-FM	WFLR-FM	WFLR-FM
5 WCBS-AM	WDJZ-AM	WDJZ-AM	WDJZ-AM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1 WICC-AM	WICC-AM	WICC-AM	WICC-AM
2 WNBC-AM	WEZN-FM	WEZN-FM	WEZN-FM
3 WEZN-FM	WDJZ-AM	WFLR-FM	WFLR-FM
4 WNAB-AM	WNAB-AM	WNAB-AM	WNAB-AM
5 WABC-AM	WFLR-FM	WDJZ-AM	WDJZ-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.

Buffalo

METRO RANK

27

AM '79 Market Overview

Four leading stations in this market remain strong with varied formats. Beautiful Music **WJYE**, formerly **WBNY-FM**, debuted new calls with heavy amounts of TV, newspaper, and direct mail advertising, and is #1 with an almost 15 share. Younger-skewing **WKBW** remains a hit with its Top 40 sound, using heavy TV to remain in forefront of audience's consciousness. P/A leaders **WBEN** and **WGR** show steady strength in 25-49 demos. **WBEN** pushed on-air the "Instant Deal" with hundreds of various prizes, while external advertising consisted of newspaper and TV campaigns. **WGR** tied to energy concern with its "Beat the Sheik" gasoline giveaways. Outside promotions relied heavily on extensive TV campaign.

Arbitron delivered fewer usable diaries in this book, down by 130 compared to the O/N'78 sweep. Biggest drop appears to be in teens.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 10782

AM '78	ON '78	AM '79
1 WKBW-AM	16.7	15.1
2 WBNY-FM	13.1	14.2
3 WBEN-AM	12.7	13.5
4 WGR-AM	11.3	10.6
5 WBEN-FM	5.8	8.4
6 WGRQ-FM	4.5	5.4
7 WADU-FM	4.4	4.4
8 WBLK-FM	4.2	3.9
9 WFHD-FM	3.4	3.5
10 WYSL-AM	2.4	2.8
11 WWOL-AM	2.4	2.0
12 WBUF-FM	1.7	1.9
13 WWOL-FM	1.6	1.5
14 WJUL-AM	1.3	1.3
15 WHLI-FM	1.2	0.9
16 WHLD-AM	1.0	0.9
17 WXRI-AM	1.0	0.8
18 WDCX-FM	1.0	0.8
19 WUFO-AM	0.9	0.7
20 WBIV-FM	0.8	0.7
21 WHAM-AM	0.5	0.5
22 CHFI-FM	0.4	0.4

M-F, 6-10am

AM '78	ON '78	AM '79
1 WKBW-AM	16.7	15.1
2 WBEN-AM	12.7	13.5
3 WBLK-FM	4.2	3.9
4 WGR-AM	11.3	10.6
5 WGRQ-FM	4.5	5.4
6 WFHD-FM	3.4	3.5
7 WBEN-AM	5.8	8.4
8 WYSL-AM	2.4	2.8
9 WUFO-AM	0.9	0.7
10 WBNY-FM	13.1	14.2

M-F, 3-7pm

AM '78	ON '78	AM '79
1 WKBW-AM	16.7	15.1
2 WBEN-AM	12.7	13.5
3 WGRQ-FM	4.5	5.4
4 WBLK-FM	4.2	3.9
5 WFHD-FM	3.4	3.5
6 WGR-AM	11.3	10.6
7 WYSL-AM	2.4	2.8
8 WBEN-AM	5.8	8.4
9 WBUF-FM	1.7	1.9
10 WUFO-AM	0.9	0.7

Adults 18-34

M-S, 6am-Midnight
POP(00): 3399

AM '78	ON '78	AM '79
1 WKBW-AM	16.7	15.1
2 WGR-AM	11.3	10.6
3 WGRQ-FM	4.5	5.4
4 WBEN-FM	5.8	8.4
5 WBLK-FM	4.2	3.9
6 WFHD-FM	3.4	3.5
7 WBNY-FM	13.1	14.2
8 WYSL-AM	2.4	2.8
9 WBUF-FM	1.7	1.9
10 WBEN-AM	12.7	13.5

M-F, 6-10am

AM '78	ON '78	AM '79
1 WKBW-AM	16.7	15.1
2 WGR-AM	11.3	10.6
3 WGRQ-FM	4.5	5.4
4 WBLK-FM	4.2	3.9
5 WFHD-FM	3.4	3.5
6 WBEN-AM	5.8	8.4
7 WYSL-AM	2.4	2.8
8 WBEN-FM	5.8	8.4
9 WBNY-FM	13.1	14.2
10 WADU-FM	4.4	4.4

M-F, 3-7pm

AM '78	ON '78	AM '79
1 WKBW-AM	16.7	15.1
2 WGR-AM	11.3	10.6
3 WGRQ-FM	4.5	5.4
4 WBEN-FM	5.8	8.4
5 WBEN-FM	5.8	8.4
6 WFHD-FM	3.4	3.5
7 WYSL-AM	2.4	2.8
8 WBEN-FM	5.8	8.4
9 WBNY-FM	13.1	14.2
10 WADU-FM	4.4	4.4

Adults 25-49

M-S, 6am-Midnight
POP(00): 4031

AM '78	ON '78	AM '79
1 WGR-AM	11.3	10.6
2 WKBW-AM	16.7	15.1
3 WBNY-FM	13.1	14.2
4 WBEN-AM	12.7	13.5
5 WBEN-FM	5.8	8.4
6 WADU-FM	4.4	4.4
7 WBLK-FM	4.2	3.9
8 WWOL-AM	2.4	2.0
9 WWOL-FM	2.4	2.0
10 WFHD-FM	3.4	3.5

M-F, 6-10am

AM '78	ON '78	AM '79
1 WKBW-AM	16.7	15.1
2 WGR-AM	11.3	10.6
3 WBEN-AM	12.7	13.5
4 WBNY-FM	13.1	14.2
5 WBLK-FM	4.2	3.9
6 WADU-FM	4.4	4.4
7 WBEN-FM	5.8	8.4
8 WWOL-AM	2.4	2.0
9 WWOL-FM	2.4	2.0
10 WYSL-AM	2.4	2.8

M-F, 3-7pm

AM '78	ON '78	AM '79
1 WGR-AM	11.3	10.6
2 WBNY-FM	13.1	14.2
3 WKBW-AM	16.7	15.1
4 WBEN-AM	12.7	13.5
5 WBEN-FM	5.8	8.4
6 WADU-FM	4.4	4.4
7 WWOL-AM	2.4	2.0
8 WYSL-AM	2.4	2.8
9 WBLK-FM	4.2	3.9
10 WBLK-FM	4.2	3.9

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 10782

AM '78	ON '78	AM '79
1 WKBW-AM	4197	4047
2 WGR-AM	3574	3236
3 WBEN-AM	3106	3130
4 WBNY-FM	2620	2653
5 WBEN-FM	2205	2415
6 WFHD-FM	1274	1477
7 WYSL-AM	1256	1168
8 WGRQ-FM	1168	938
9 WADU-FM	897	807
10 WBLK-FM	803	689

M-F, 6-10am

AM '78	ON '78	AM '79
1 WKBW-AM	16.7	15.1
2 WBEN-AM	12.7	13.5
3 WGR-AM	11.3	10.6
4 WBNY-FM	13.1	14.2
5 WBEN-FM	5.8	8.4
6 WBLK-FM	4.2	3.9
7 WGRQ-FM	4.5	5.4
8 WFHD-FM	3.4	3.5
9 WYSL-AM	2.4	2.8
10 WADU-FM	4.4	4.4

M-F, 3-7pm

AM '78	ON '78	AM '79
1 WKBW-AM	16.7	15.1
2 WBNY-FM	13.1	14.2
3 WGR-AM	11.3	10.6
4 WBEN-AM	12.7	13.5
5 WBEN-FM	5.8	8.4
6 WFHD-FM	3.4	3.5
7 WYSL-AM	2.4	2.8
8 WGRQ-FM	4.5	5.4
9 WBLK-FM	4.2	3.9
10 WADU-FM	4.4	4.4

Teens

M-S, 6am-Midnight
POP(00): 1564

AM '78	ON '78	AM '79
1 WKBW-AM	16.7	15.1
2 WBEN-FM	5.8	8.4
3 WGR-AM	11.3	10.6
4 WFHD-FM	3.4	3.5
5 WYSL-AM	2.4	2.8
6 WGRQ-FM	4.5	5.4
7 WBEN-AM	12.7	13.5
8 WGRQ-FM	4.5	5.4
9 WBLK-FM	4.2	3.9
10 WBNY-FM	13.1	14.2

M-F, 6-10am

AM '78	ON '78	AM '79
1 WKBW-AM	16.7	15.1
2 WBEN-FM	5.8	8.4
3 WGR-AM	11.3	10.6
4 WGRQ-FM	4.5	5.4
5 WBLK-FM	4.2	3.9
6 WFHD-FM	3.4	3.5
7 WBEN-AM	12.7	13.5
8 WYSL-AM	2.4	2.8
9 WUFO-AM	0.9	0.7
10 WBNY-FM	13.1	14.2

M-F, 3-7pm

AM '78	ON '78	AM '79
1 WKBW-AM	16.7	15.1
2 WBEN-FM	5.8	8.4
3 WGRQ-FM	4.5	5.4
4 WFHD-FM	3.4	3.5
5 WYSL-AM	2.4	2.8
6 WBLK-FM	4.2	3.9
7 WBEN-AM	12.7	13.5
8 WYSL-AM	2.4	2.8
9 WUFO-AM	0.9	0.7
10 WBNY-FM	13.1	14.2

Adults 18-34

M-S, 6am-Midnight
POP(00): 3399

AM '78	ON '78	AM '79
1 WKBW-AM	16.7	15.1
2 WGR-AM	11.3	10.6
3 WBEN-FM	5.8	8.4
4 WYSL-AM	2.4	2.8
5 WGRQ-FM	4.5	5.4
6 WFHD-FM	3.4	3.5
7 WBEN-AM	12.7	13.5
8 WBNY-FM	13.1	14.2
9 WBLK-FM	4.2	3.9
10 WBUF-FM	1.7	1.9

M-F, 6-10am

AM '78	ON '78	AM '79
1 WKBW-AM	16.7	15.1
2 WGR-AM	11.3	10.6
3 WYSL-AM	2.4	2.8
4 WGRQ-FM	4.5	5.4
5 WBEN-FM	5.8	8.4
6 WFHD-FM	3.4	3.5
7 WBLK-FM	4.2	3.9
8 WBEN-AM	12.7	13.5
9 WBNY-FM	13.1	14.2
10 WBUF-FM	1.7	1.9

M-F, 3-7pm

AM '78	ON '78	AM '79
1 WKBW-AM	16.7	15.1
2 WGR-AM	11.3	10.6
3 WBEN-FM	5.8	8.4
4 WFHD-FM	3.4	3.5
5 WYSL-AM	2.4	2.8
6 WGRQ-FM	4.5	5.4
7 WBNY-FM	13.1	14.2
8 WBUF-FM	1.7	1.9
9 WBLK-FM	4.2	3.9
10 WBEN-AM	12.7	13.5

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.

Buffalo

Continued

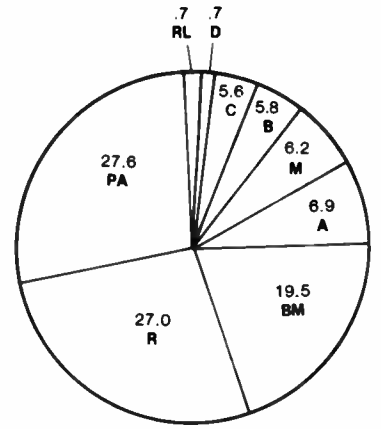
Adults 25-49
M-S, 6am-Midnight
POP (00): 4031

AM '78	ON '78	AM '79
1 WGR -AM	WKBW-AM	WGR -AM
2 WKBW-AM	WGR -AM	WKBW-AM
3 WBEN-AM	WBNY-FM	WJYE-FM
4 WBNY-FM	WBEN-AM	WBEN-AM
5 WBEN-AM	WBEN-AM	WBEN-AM
6 WADV-FM	WADV-FM	WADV-FM
7 WBLK-FM	WPHD-FM	WPHD-FM
8 WPHD-FM	WYSL-AM	WGRQ-FM
9 WYSL-AM	WGRQ-FM	WWOL-AM
10 WWOL-FM	WBLK-FM	WYSL-AM

AM '78	ON '78	AM '79
1 WKBW-AM	WGR -AM	WKBW-AM
2 WGR -AM	WKBW-AM	WGR -AM
3 WBEN-AM	WBEN-AM	WBEN-AM
4 WBNY-FM	WBNY-FM	WJYE-FM
5 WBEN-AM	WBEN-AM	WBEN-AM
6 WBLK-FM	WPHD-FM	WADV-FM
7 WADV-FM	WYSL-AM	WPHD-FM
8 WWOL-FM	WADV-FM	WWOL-AM
9 WYSL-AM	WGRQ-FM	WGRQ-FM
10 WWOL-AM	WWOL-FM	WGRQ-FM

M-F, 3-7pm		
1 WKBW-AM	WGR -AM	WGR -AM
2 WGR -AM	WKBW-AM	WKBW-AM
3 WBNY-FM	WBNY-FM	WJYE-FM
4 WBEN-AM	WBEN-AM	WBEN-AM
5 WBEN-AM	WBEN-AM	WBEN-AM
6 WPHD-FM	WADV-FM	WADV-FM
7 WWOL-FM	WPHD-FM	WPHD-FM
8 WYSL-AM	WGRQ-FM	WWOL-AM
9 WADV-FM	WYSL-AM	WGRQ-FM
10 WBLK-FM	WBLK-FM	WBLK-FM

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



Anaheim- Garden Grove- Santa Ana

Continued from page 24

M-F, 6-10am		
1 KMET-FM	KMET-FM	KRTH-FM
2 KFI -AM	KFI -AM	KMET-FM
3 KNX -FM	KNX -FM	KNX -FM
4 KLOS-FM	KLOS-FM	KFI -AM
5 KRTH-FM	KRTH-FM	KLOS-FM
6 KHJ -AM	KNX -AM	KIQQ-FM
7 KEZY-AM	KHJ -AM	KFWB-AM
8 KZLA-FM	KFWB-AM	KHJ -AM
9 KFWB-AM	KMPC-AM	KIIS-FM
10 KBIG-FM	KWIZ-FM	KEZY-AM

M-F, 3-7pm		
1 KNX -FM	KMET-FM	KMET-FM
2 KMET-FM	KLOS-FM	KRTH-FM
3 KRTH-FM	KNX -FM	KLOS-FM
4 KLOS-FM	KRTH-FM	KNX -FM
5 KHJ -AM	KFI -AM	KMPC-AM
6 KFI -AM	KBIG-FM	KFI -AM
7 KABC-AM	KEZY-FM	KTNQ-AM
8 KRLA-AM	KEZY-AM	KIQQ-FM
9 KEZY-AM	KHJ -AM	KIIS-FM
10 KFWB-AM	KRLA-AM	KHJ -AM

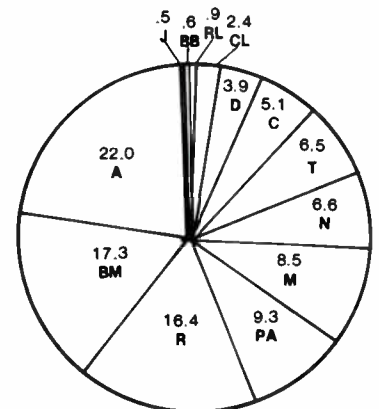
Adults 25-49
M-S, 6am-Midnight
POP (00): 6666

AM '78	ON '78	AM '79
1 KBIG-FM	KBIG-FM	KMPC-AM
2 KABC-AM	KMPC-AM	KBIG-FM
3 KMPC-AM	KFWB-AM	KFI -AM
4 KNX -FM	KFI -AM	KRTH-FM
5 KNX -AM	KNX -FM	KABC-AM
6 KFI -AM	KJDI-FM	KNX -AM
7 KRTH-FM	KNX -AM	KFWB-AM
8 KFWB-AM	KOST-FM	KNX -FM
9 KJDI-FM	KRTH-FM	KMET-FM
10 KEZY-AM	KLAC-AM	KLAC-AM

M-F, 6-10am		
1 KRIG-FM	KMPC-AM	KFI -AM
2 KFI -AM	KBIG-FM	KFWB-AM
3 KFWB-AM	KNX -FM	KBIG-FM
4 KNX -AM	KFI -AM	KRTH-FM
5 KMPC-AM	KFWB-AM	KNX -AM
6 KABC-AM	KNX -AM	KMPC-AM
7 KNX -FM	KRTH-FM	KABC-AM
8 KRTH-FM	KLAC-AM	KNX -FM
9 KLAC-AM	KOST-FM	KLAC-AM
10 KHJ -AM	KABC-AM	KMET-FM

M-F, 3-7pm		
1 KABC-AM	KRIG-FM	KMPC-AM
2 KBIG-FM	KNX -FM	KBIG-FM
3 KNX -FM	KMPC-AM	KNX -FM
4 KMPC-AM	KOST-FM	KABC-AM
5 KRTH-FM	KJDI-FM	KRTH-FM
6 KNX -AM	KABC-AM	KLAC-AM
7 KLAC-AM	KNX -AM	KFWB-AM
8 KFWB-AM	KLAC-AM	KFI -AM
9 KFI -AM	KFWB-AM	KMET-FM
10 KHJ -AM	KRTH-FM	KNX -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.

Burlington-Plattsburgh

METRO RANK

57

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 5259

AM '77	AM '78	AM '79
1 WEFZ-FM 9.5	WKDR-AM 9.6	WKDR-AM(C) 10.2
2 WKDR-AM 8.7	WVMT-AM 7.4	WQCR-FM(R) 6.5
3 WQCR-FM 6.7	WQCR-FM 7.0	WEZF-FM(BM) 6.3
4 WVMT-AM 5.5	WEZF-FM 5.7	WVMT-AM(PA) 6.0
5 CKGM-AM 4.8	CKBY-FM 5.3	WHOM-FM(BM) 3.6
6 WDOT-AM 4.1	WDEV-AM 4.6	WDEV-AM(PA) 3.3
7 WNHV-AM 3.5	WNHV-AM 4.1	WIRY-AM(PA) 3.7
8 WDEV-AM 3.3	WWSR-AM 4.0	WPNH-AM(PA) 2.9
9 CHOM-FM 2.7	CKGM-AM 3.9	WSYB-AM(PA) 2.7
10 WIRY-AM 2.3	WIRY-AM 3.9	WPNH-FM(PA) 2.7
11 WIPS-AM 2.3	WICY-AM 3.3	WEAV-AM(PA) 2.2
12 WWSR-FM 2.2	CHOM-FM 2.4	WHWB-FM(C) 2.2
13 WTNH-AM 2.0	WHWB-AM 2.1	WRUT-FM(BM) 2.1
14 WNBZ-AM 2.0	WSKI-AM 2.1	CKGM-AM(PA) 2.1
15 WHOM-FM 1.9	WSYB-AM 2.1	WQCR-FM(R) 1.9
16 WGR-FM 1.9	WWSR-FM 2.0	WTNH-AM(PA) 1.9
17 WNHV-AM 1.9	WDOT-AM 1.7	WWSR-FM(R) 1.8
18 WEAV-AM 1.6	WTSV-AM 1.7	WCFR-AM(PA) 1.8
19 WTSL-AM 1.6	WQCR-FM 1.6	WTSL-AM(PA) 1.6
20 WNHV-AM 1.6	WTNH-AM 1.6	WFAD-AM(PA) 1.6
21 WFAD-AM 1.5	WRUT-FM 1.4	WSKI-AM(PA) 1.5
22 WICY-AM 1.5	WCVH-FM 1.3	WCFR-FM(PA) 1.5
23 WQCR-FM 1.4	WFAD-AM 1.1	WIPS-AM(PA) 1.4
24 WTSV-AM 1.2	WCFR-AM 1.1	WQCR-AM(PA) 1.4
25 WLNH-AM 1.1	WJOY-AM 1.0	WGR-FM(A) 1.3
26 WJOY-AM 1.0	WGR-FM 0.9	WSNO-AM(C) 1.3
27 WPNH-AM 1.0	WEAV-AM 0.7	WJOY-AM(PA) 1.3
28 WIKE-AM 1.0	WHOM-FM 0.7	WECM-FM(PA) 0.9
29 WIRY-AM 1.0	WSNO-AM 0.6	WTSV-AM(PA) 0.9
30 WSKI-AM 1.0	WIKE-AM 0.6	WLNH-AM(PA) 0.9
31 WBZ-AM 0.8	CJAD-AM 0.4	WIKE-AM(C) 0.8
32 WCVH-FM 0.8		WQCR-FM(C) 0.8
33 WRKO-AM 0.8		WCVH-FM(C) 0.8
34 WPT-AM 0.7		WLNH-FM(A) 0.8
35 WECM-FM 0.7		CHOM-FM(A) 0.7
36 WCVR-AM 0.7		WFLY-FM(C) 0.7
37 WQCR-AM 0.5		WDOT-AM(C) 0.6
38 WABC-AM 0.5		WHWB-AM(PA) 0.6
39 WPNH-FM 0.5		WBZ-AM(C) 0.5
40 WLNH-AM 0.5		WCFR-AM(C) 0.2
41 ULTN-AM 0.5		WPNH-AM(C) 0.2
42 WWSR-AM 0.5		WLNH-AM(C) 0.1
43 WLNH-FM 0.5		
44 WTSV-AM 0.5		
45 WFRD-FM 0.4		
46 WSNO-AM 0.4		
47 WKRW-AM 0.4		
48 WPNH-AM 0.4		
49 WCFR-AM 0.4		
50 WCFR-AM 0.3		
51 WCFR-FM 0.1		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5259

AM '77	AM '78	AM '79
1 WEFZ-FM 70	WKDR-AM 67	WKDR-AM 87
2 WKDR-AM 64	WVMT-AM 52	WQCR-FM 55
3 WQCR-FM 49	WQCR-FM 49	WEZF-FM 54
4 WVMT-AM 40	WEZF-FM 40	WVMT-AM 51
5 CKGM-AM 35	CKBY-FM 37	WHOM-FM 31

M-F, 6-10am

AM '77	AM '78	AM '79
1 WVMT-AM	WVMT-AM	WVMT-AM
2 WEZF-FM	WDEV-AM	WKDR-AM
3 WDEV-AM	WIRY-AM	WDEV-AM
4 WQCR-FM	WWSR-AM	WEZF-FM
5 WKDR-AM	WKDR-AM	WEAV-AM

M-F, 3-7pm

AM '77	AM '78	AM '79
1 WQCR-FM	WKDR-AM	WKDR-AM
2 WEZF-FM	WQCR-FM	WQCR-FM
3 WKDR-AM	WVMT-AM	WVMT-AM
4 WDOT-AM	CKGM-AM	WEZF-FM
5 CKGM-AM	WEZF-FM	WHOM-FM

Teens
M-S, 6am-Midnight
POP(00): 737

AM '77	AM '78	AM '79
1 WQCR-FM	WQCR-FM	WQCR-FM
2 CKGM-AM	CKGM-AM	WWSR-FM
3 CHOM-FM	WVMT-AM	CKGM-AM
4 WDOT-AM	WKDR-AM	WDOT-AM
5 WFAD-AM	WWSR-FM	WJOY-AM

M-F, 6-10am

AM '77	AM '78	AM '79
1 WQCR-FM	WQCR-FM	WQCR-FM
2 WFAD-AM	WVMT-AM	WVMT-AM
3 WVMT-AM	CKGM-AM	WVMT-AM
4 CKGM-AM	WIRY-AM	WWSR-FM
5 CHOM-FM	WTSV-AM	CKGM-AM

M-F, 3-7pm

AM '77	AM '78	AM '79
1 WQCR-FM	WQCR-FM	WQCR-FM
2 CKGM-AM	CKGM-AM	WWSR-FM
3 WDOT-AM	WKDR-AM	CKGM-AM
4 CHOM-FM	WVMT-AM	WRUT-FM
5 WVMT-AM	WTSV-AM	WDEV-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1940

AM '77	AM '78	AM '79
1 WQCR-FM	WQCR-FM	WQCR-FM
2 WKDR-AM	WKDR-AM	WHOM-FM
3 CKGM-AM	WVMT-AM	WKDR-AM
4 WDOT-AM	CKGM-AM	WVMT-AM
5 WVMT-AM	CHOM-FM	CKGM-AM

M-F, 6-10am

AM '77	AM '78	AM '79
1 CKGM-AM	WQCR-FM	WVMT-AM
2 WVMT-AM	WVMT-AM	WQCR-FM
3 WQCR-FM	WKDR-AM	WEZF-FM
4 WDOT-AM	WIRY-AM	WKDR-AM
5 WKDR-AM	WDEV-AM	WSYB-AM

M-F, 3-7pm

AM '77	AM '78	AM '79
1 WQCR-FM	WQCR-FM	WHOM-FM
2 WDOT-AM	CKGM-AM	WQCR-FM
3 CKGM-AM	WVMT-AM	WEZF-FM
4 WNBZ-AM	WKDR-AM	WCFR-AM
5 WVMT-AM	CHOM-FM	WFAD-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1024

AM '77	AM '78	AM '79
1 WQCR-FM	WKDR-AM	WVMT-AM
2 WEZF-FM	WQCR-FM	WQCR-FM
3 WKDR-AM	WVMT-AM	WKDR-AM
4 WNBZ-AM	WDEV-AM	WIRY-AM
5 WWSR-FM	CHOM-FM	CKGM-AM

M-F, 6-10am

AM '77	AM '78	AM '79
1 WVMT-AM	WKDR-AM	WVMT-AM
2 WNBZ-AM	WQCR-FM	WEAV-AM
3 WQCR-FM	WVMT-AM	WIRY-AM
4 WTSL-AM	WDEV-AM	WIPS-AM
5 WTNH-AM	WWSR-AM	WKDR-AM

M-F, 3-7pm

AM '77	AM '78	AM '79
1 WQCR-FM	WKDR-AM	WQCR-FM
2 WNBZ-AM	WVMT-AM	WTSL-AM
3 WVMT-AM	WQCR-FM	WVMT-AM
4 WWSR-FM	WHWB-AM	CKGM-AM
5 WKDR-AM	CHOM-FM	WEAV-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5259

AM '77	AM '78	AM '79
1 WQCR-FM 755	WVMT-AM 795	WQCR-FM 950
2 WVMT-AM 753	WQCR-FM 742	WVMT-AM 710
3 WEZF-FM 678	WEZF-FM 565	WEZF-FM 666
4 WDEV-AM 534	WDEV-AM 492	WKDR-AM 664
5 WKDR-AM 528	CKGM-AM 480	WIRY-AM 459

M-F, 6-10am

AM '77	AM '78	AM '79
1 WVMT-AM	WVMT-AM	WVMT-AM
2 WQCR-FM	WDEV-AM	WKDR-AM
3 WKDR-AM	WQCR-FM	WQCR-FM
4 WEZF-FM	WIRY-AM	WEZF-FM
5 WDEV-AM	WKDR-AM	WDEV-AM

M-F, 3-7pm

AM '77	AM '78	AM '79
1 WQCR-FM	WQCR-FM	WQCR-FM
2 WEZF-FM	WVMT-AM	WKDR-AM
3 CKGM-AM	WEZF-FM	WVMT-AM
4 WVMT-AM	WKDR-AM	WEZF-FM
5 WDOT-AM	CKGM-AM	WRUT-FM

Teens
M-S, 6am-Midnight
POP(00): 737

AM '77	AM '78	AM '79
1 WQCR-FM	WQCR-FM	WQCR-FM
2 WVMT-AM	CKGM-AM	WDOT-AM
3 CKGM-AM	WVMT-AM	WDEV-AM
4 WDOT-AM	WWSR-FM	WJOY-AM
5 WABC-AM	WIRY-AM	CHOM-FM

M-F, 6-10am

AM '77	AM '78	AM '79
1 WQCR-FM	WQCR-FM	WQCR-FM
2 WVMT-AM	WVMT-AM	WVMT-AM
3 CKGM-AM	CKGM-AM	WSYB-AM
4 WDOT-AM	WIRY-AM	WDOT-AM
5 WEAV-AM	WWSR-FM	WWSR-FM

M-F, 3-7pm

AM '77	AM '78	AM '79
1 WQCR-FM	WQCR-FM	WQCR-FM
2 CKGM-AM	CKGM-AM	WWSR-FM
3 WDOT-AM	WKDR-AM	CKGM-AM
4 WVMT-AM	WECM-FM	WVMT-AM
5 WPT-AM	WVMT-AM	WRUT-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1940

AM '77	AM '78	AM '79
1 WQCR-FM	WQCR-FM	WQCR-FM
2 WVMT-AM	WVMT-AM	WVMT-AM
3 WDOT-AM	CKGM-AM	CKGM-AM
4 CKGM-AM	WDOT-AM	WIRY-AM
5 WKDR-AM	CHOM-FM	WKDR-AM

M-F, 6-10am

AM '77	AM '78	AM '79
1 WDOT-AM	WQCR-FM	WVMT-AM
2 WQCR-FM	WVMT-AM	WQCR-FM
3 WVMT-AM	WIRY-AM	CKGM-AM
4 CKGM-AM	WKDR-AM	WKDR-AM
5 WKDR-AM	WDEV-AM	WSYB-AM

M-F, 3-7pm

AM '77	AM '78	AM '79
1 WQCR-FM	WQCR-FM	WQCR-FM
2 CKGM-AM	WVMT-AM	WVMT-AM
3 WDOT-AM	CKGM-AM	CKGM-AM
4 WVMT-AM	WKDR-AM	WRUT-FM
5 CHOM-FM	CHOM-FM	WGR-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2019

AM '77	AM '78	AM '79
1 WEZF-FM	WVMT-AM	WVMT-AM
2 WVMT-AM	WKDR-AM	WKDR-AM
3 WDEV-AM	WDEV-AM	WEZF-FM
4 WQCR-FM	WEZF-FM	WQCR-FM
5 WKDR-AM	WQCR-FM	WIRY-AM

M-F, 6-10am

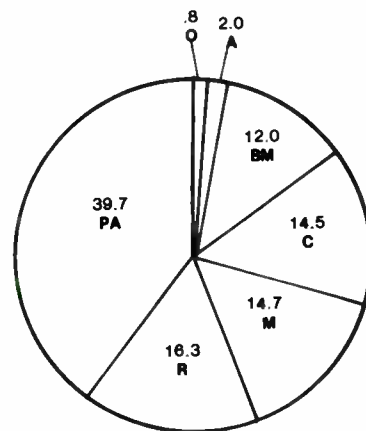
AM '77	AM '78	AM '79
1 WVMT-AM	WVMT-AM	WVMT-AM
2 WEZF-FM	WDEV-AM	WKDR-AM
3 WKDR-AM	WKDR-AM	WEZF-FM
4 WDEV-AM	WQCR-FM	WIRY-AM
5 WQCR-FM	CKBY-FM	WDEV-AM

M-F, 3-7pm

AM '77	AM '78	AM '79
1 WEZF-FM	WKDR-AM	WVMT-AM
2 WQCR-FM	WVMT-AM	WKDR-AM
3 WKDR-AM	WQCR-FM	WIRY-AM
4 WVMT-AM	WEZF-FM	WEZF-FM
5 WDEV-AM	WDEV-AM	WQCR-FM

Format Penetration Chart

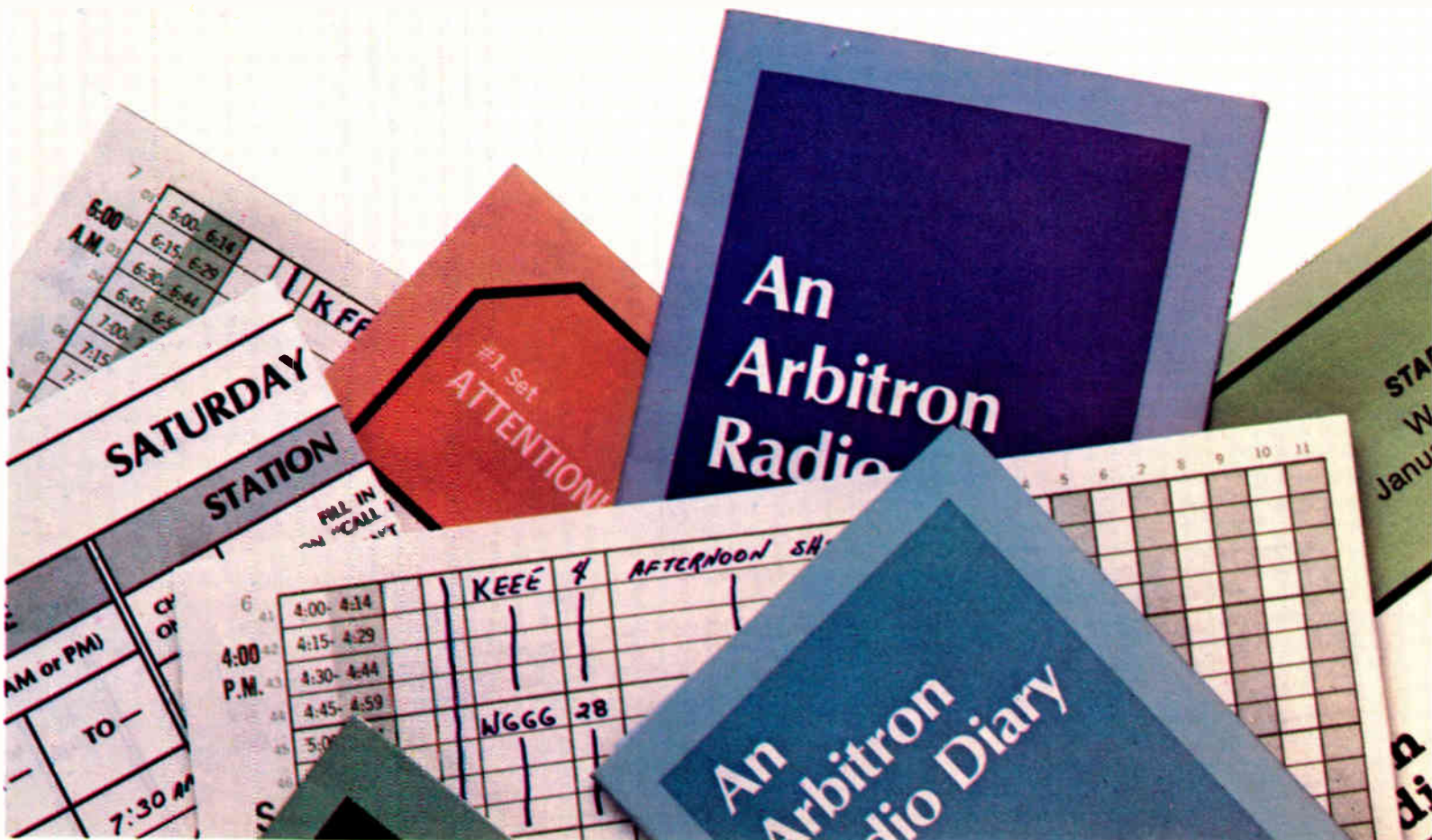
Based On Total Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



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.

**We put
ourselves out
to let
our customers
in.**



Arbitron has a strictly open-door policy. At our new facility at Laurel, Maryland, our subscribers have complete access to all the diaries used for their local reports.

Last year 628 of our Radio and TV clients took the time to visit us. But that's only the beginning. There are several channels of communication through which you can make your feelings and opinions known to us.

Besides the people you deal with directly at Arbitron, there are your newly-formed Radio and TV Advisory Councils; regional and national broadcaster's associations with which we maintain close contact; and Arbitron-sponsored seminars.

We've served the broadcasting industry for 30 years, providing information that is trusted by broadcasters, advertisers, and agency people.


As a result of our openness to our customers, we can be extremely responsive to their changing requirements. When a need becomes evident, we're usually first to fill it.

You know who we are. But we hope you'll get to know us better.

Arbitron. Credibility when it counts.

ARBITRON

THE ARBITRON COMPANY

 a research service of
CONTROL DATA CORPORATION

©1979 The Arbitron Company



Canton

METRO RANK

84

A/M '79 Market Overview

Longtime P/A leader **WHBC** is stronger than ever atop the market, with a 23 share 12+ in the metro. No on-air promotions for this book, but the station did run a billboard campaign in the area during the sweep. Sports is a big factor also in the success of **WHBC**, which carries every major event in a sports-crazy (the Pro Football Hall of Fame is there) town.

Among the Top 40 stations, the contest between the FM facility, **WOOS**, and the AM station, **WQIO**, was won handily by **WOOS**. **WOOS** changed format and call letters in August '78, and relied almost exclusively on word-of-mouth to gain its numbers. There was a small campaign on bus boards, and during the sweep the station gave away 2 ounces of gold in a promotion, but there were no other contests. The station plays 16-18 records per hour. On the other hand, **WQIO** is a daytimer on the AM band, disadvantages which station personnel told **R&R** may account for the poor showing in light of the competition from **WOOS**. **WQIO** does some outside promotion and began running newspaper and outdoor boards in December '78. On-air promotions are run constantly, and during the sweep the station gave away TV's, stereos, LP's, and cash.

The leading Beautiful Music station in town, **WHBC-FM**, suffered a down book, dropping five share points. **WHBC-FM** lost adults consistently across the major dayparts, with a 50% decline in AM drive especially noticeable.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 3324

	A/M '77	A/M '78	A/M '79
1 WHBC-AM	24.2	WHBC-AM	18.9
2 WGAR-AM	11.4	WHBC-FM	13.1
3 WHBC-FM	9.3	WQIO-AM	7.2
4 WQIO-AM	5.3	WNYN-AM	6.4
5 WNYN-AM	5.1	WHLQ-FM	3.9
6 WKDD-FM	4.7	WSLR-AM	2.7
7 WSLR-AM	4.4	WINW-AM	2.7
8 WHLQ-FM	4.2	WFAH-FM	2.7
9 WHLO-AM	3.4	WFAH-AM	2.5
10 WFAH-FM	3.4	WHLQ-AM	1.8
11 WMMS-FM	3.2	WDRN-FM	1.8
12 WINW-AM	2.8	WYFH-FM	1.6
13 WDRN-FM	2.5	WKDD-FM	1.2
14 WAKR-AM	1.7	WTIG-AM	0.8
15 WTOP-FM	1.5	WAEZ-FM	0.6
16 WSDM-FM	1.5	WTOF-FM	0.6
17 WSDM-AM	1.5	WKRN-FM	0.4
18 WUVA-AF	1.3		
19 WUVA-AM	1.3		
20 WKBN-FM	1.3		
21 WUWM-FM	0.6		
22 WTIG-AM	0.6		
23 WUWE-AM	0.4		
24 WSDM-AM	0.0		
25 WHBC-AF	0.0		
26 WUVA-FM	0.0		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3324

	A/M '77	A/M '78	A/M '79
1 WHBC-AM	114	WHBC-AM	92
2 WGAR-AM	54	WHBC-FM	64
3 WHBC-FM	44	WQIO-AM	35
4 WQIO-AM	25	WNYN-AM	31
5 WNYN-AM	24	WHLQ-FM	19

M-F, 6-10am			
1 WHBC-AM	WHBC-AM	WHBC-AM	
2 WGAR-AM	WHBC-FM	WOOS-FM	
3 WHBC-FM	WFAH-AM	WHBC-FM	
4 WSLR-AM	WFAH-FM	WSLR-AM	
5 WFAH-FM	WQIO-AM	WHLQ-AM	

M-F, 3-7pm			
1 WHBC-AM	WHBC-AM	WHBC-AM	
2 WGAR-AM	WHBC-FM	WOOS-FM	
3 WHBC-FM	WQIO-AM	WHBC-FM	
4 WQIO-AM	WNYN-AM	WQIO-AM	
5 WKDD-FM	WHLQ-FM	WSLR-AM	

Teens

M-S, 6am-Midnight

POP(00): 464

	A/M '77	A/M '78	A/M '79
1 WGAR-AM	WQIO-AM	WOOS-FM	
2 WQIO-AM	WINW-AM	WQIO-AM	
3 WKDD-FM	WYFH-FM	WHBC-AM	
4 WHBC-AM	WHBC-AM	WINW-AM	
5 WNLW-AM	WNYN-AM	WSLR-AM	

M-F, 6-10am			
1 WHBC-AM	WHBC-AM	WOOS-FM	
2 WGAR-AM	WQIO-AM	WHBC-AM	
3 WKDD-FM	WFAH-AM	WQIO-AM	
4 WINW-AM	WINW-AM	WINW-AM	
5 WMMS-FM	WYFH-FM	WHLQ-AM	

M-F, 3-7pm			
1 WQIO-AM	WQIO-AM	WOOS-FM	
2 WGAR-AM	WYFH-FM	WQIO-AM	
3 WKDD-FM	WINW-AM	WINW-AM	
4 WINW-AM	WHLQ-FM	WHBC-AM	
5 WMMS-FM	WNYN-AM	WSLR-AM	

Adults 18-34

M-S, 6am-Midnight

POP(00): 1107

	A/M '77	A/M '78	A/M '79
1 WGAR-AM	WQIO-AM	WOOS-FM	
2 WHBC-AM	WHBC-AM	WHBC-AM	
3 WQIO-AM	WHLQ-FM	WKDD-FM	
4 WKDD-FM	WNYN-AM	WQIO-AM	
5 WMMS-FM	WHBC-FM	WINW-AM	

M-F, 6-10am			
1 WHBC-AM	WHBC-AM	WHBC-AM	
2 WGAR-AM	WQIO-AM	WOOS-FM	
3 WKDD-FM	WHBC-FM	WKDD-FM	
4 WQIO-AM	WHLQ-FM	WSLR-AM	
5 WHLO-AM	WNYN-AM	WQIO-AM	

M-F, 3-7pm			
1 WGAR-AM	WQIO-AM	WOOS-FM	
2 WHBC-AM	WHLQ-FM	WHBC-AM	
3 WMMS-FM	WHBC-AM	WKDD-FM	
4 WKDD-FM	WINW-AM	WINW-AM	
5 WQIO-AM	WNYN-AM	WSLR-AM	

Adults 25-49

M-S, 6am-Midnight

POP(00): 1294

	A/M '77	A/M '78	A/M '79
1 WHBC-AM	WHBC-AM	WHBC-AM	
2 WGAR-AM	WHBC-FM	WOOS-FM	
3 WNYN-AM	WHLQ-FM	WHBC-FM	
4 WHBC-FM	WNYN-AM	WHLQ-AM	
5 WHLQ-FM	WQIO-AM	WKDD-FM	

M-F, 6-10am			
1 WHBC-AM	WHBC-AM	WHBC-AM	
2 WGAR-AM	WHBC-FM	WOOS-FM	
3 WHBC-FM	WFAH-AM	WHBC-FM	
4 WHLQ-FM	WSLR-AM	WSLR-AM	
5 WNYN-AM	WFAH-FM	WKDD-FM	

M-F, 3-7pm			
1 WGAR-AM	WHBC-FM	WHBC-AM	
2 WHBC-AM	WHBC-AM	WOOS-FM	
3 WHBC-FM	WHLQ-FM	WKDD-FM	
4 WHLQ-FM	WNYN-AM	WHBC-FM	
5 WHLO-AM	WQIO-AM	WHLQ-AM	

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3324

	A/M '77	A/M '78	A/M '79
1 WHBC-AM	1523	WHBC-AM	1364
2 WGAR-AM	1019	WHBC-FM	270
3 WHBC-FM	624	WQIO-AM	456
4 WQIO-AM	413	WINW-AM	355
5 WHLO-AM	410	WHLQ-FM	353

M-F, 6-10am			
1 WHBC-AM	WHBC-AM	WHBC-AM	
2 WGAR-AM	WHBC-FM	WHBC-FM	
3 WHBC-FM	WQIO-AM	WHBC-FM	
4 WSLR-AM	WSLR-AM	WHLQ-AM	
5 WHLO-AM	WFAH-FM	WSLR-AM	

M-F, 3-7pm			
1 WHBC-AM	WHBC-AM	WHBC-AM	
2 WGAR-AM	WHBC-FM	WOOS-FM	
3 WQIO-AM	WQIO-AM	WHBC-FM	
4 WHBC-FM	WHLQ-FM	WINW-AM	
5 WHLO-AM	WINW-AM	WQIO-AM	

Teens

M-S, 6am-Midnight

POP(00): 464

	A/M '77	A/M '78	A/M '79
1 WGAR-AM	WQIO-AM	WOOS-FM	
2 WHBC-AM	WHBC-AM	WQIO-AM	
3 WQIO-AM	WINW-AM	WHBC-AM	
4 WINW-AM	WYFH-FM	WINW-AM	
5 WKDD-FM	WHLQ-FM	WHLQ-AM	

M-F, 6-10am			
1 WHBC-AM	WQIO-AM	WOOS-FM	
2 WGAR-AM	WHBC-AM	WHBC-AM	
3 WKDD-FM	WFAH-AM	WQIO-AM	
4 WINW-AM	WINW-AM	WINW-AM	
5 WQIO-AM	WYFH-FM	WHLQ-AM	

M-F, 3-7pm

1 WQIO-AM	WQIO-AM	WOOS-FM
2 WINW-AM	WINW-AM	WQIO-AM
3 WGAR-AM	WYFH-FM	WHBC-AM
4 WKDD-FM	WHLQ-FM	WINW-AM
5 WMMS-FM	WHBC-AM	WNYN-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1107

	A/M '77	A/M '78	A/M '79
1 WGAR-AM	WHBC-AM	WOOS-FM	
2 WHBC-AM	WHLQ-FM	WHBC-AM	
3 WMMS-FM	WQIO-AM	WQIO-AM	
4 WHLO-AM	WINW-AM	WINW-AM	
5 WQIO-AM	WHBC-FM	WKDD-FM	

M-F, 6-10am

1 WGAR-AM	WHBC-AM	WHBC-AM
2 WHBC-AM	WQIO-AM	WOOS-FM
3 WKDD-FM	WHLQ-FM	WSLR-AM
4 WQIO-AM	WHBC-FM	WKDD-FM
5 WHLO-AM	WKDD-FM	WQIO-AM

M-F, 3-7pm

1 WGAR-AM	WQIO-AM	WOOS-FM
2 WHBC-AM	WHLQ-FM	WHBC-AM
3 WHLO-AM	WHBC-AM	WINW-AM
4 WMMS-FM	WINW-AM	WQIO-AM
5 WKDD-FM	WHLQ-AM	WKDD-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 1294

	A/M '77	A/M '78	A/M '79
1 WHBC-AM	WHBC-AM	WHBC-AM	
2 WGAR-AM	WHBC-FM	WOOS-FM	
3 WHBC-FM	WHLQ-FM	WHBC-FM	
4 WHLQ-FM	WSLR-AM	WHLQ-AM	
5 WHLO-AM	WNYN-AM	WINW-AM	

M-F, 6-10am

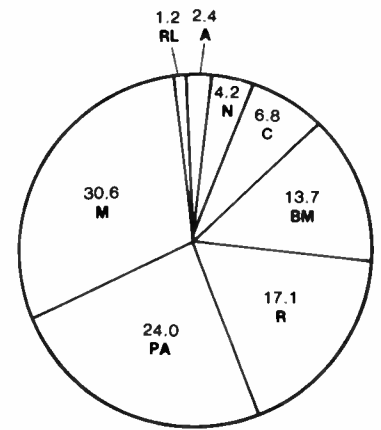
1 WHBC-AM	WHBC-AM	WHBC-AM
2 WGAR-AM	WHBC-FM	WOOS-FM
3 WHBC-FM	WHLQ-FM	WHBC-FM
4 WHLQ-FM	WSLR-AM	WHLQ-AM
5 WHLO-AM	WFAH-FM	WSLR-AM

M-F, 3-7pm

1 WGAR-AM	WHBC-AM	WHBC-AM
2 WHBC-AM	WHBC-FM	WOOS-FM
3 WHBC-FM	WHLQ-FM	WHLQ-AM
4 WHBC-FM	WSLR-AM	WHBC-FM
5 WNYN-AM	WQIO-AM	WINW-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.

Casper, WY

174

METRO RANK

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 505

A/M '79	
1	KVOC-AM (C) 12.4
2	KATI-AM (M) 27.9
3	KTWO-AM (PA) 22.1
4	KAWY-FM (A) 8.8

Average Persons Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 505

A/M '79	
1	KVOC-AM 22
2	KATI-AM 19
3	KTWO-AM 15
4	KAWY-FM 6

M-F, 6-10am

1	KVOC-AM
2	KTWO-AM
3	KATI-AM
4	KAWY-FM

M-F, 3-7pm

1	KATI-AM
2	KVOC-AM
3	KTWO-AM
4	KAWY-FM

Teens
M-S, 6am-Midnight
POP(00): 77

A/M '79	
1	KATI-AM
2	KAWY-FM
3	KVOC-AM
4	KTWO-AM

M-F, 6-10am

1	KATI-AM
2	KAWY-FM
3	KTWO-AM
4	KVOC-AM

M-F, 3-7pm

1	KATI-AM
2	KAWY-FM
3	KTWO-AM
4	KVOC-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 182

A/M '79	
1	KATI-AM
2	KTWO-AM
3	KAWY-FM
4	KVOC-AM

M-F, 6-10am

1	KATI-AM
2	KTWO-AM
3	KVOC-AM
4	KAWY-FM

M-F, 3-7pm

1	KATI-AM
2	KVOC-AM
3	KTWO-AM
4	KAWY-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 210

A/M '79	
1	KVOC-AM
2	KATI-AM
3	KTWO-AM
4	KAWY-FM

M-F, 6-10am

1	KVOC-AM
2	KTWO-AM
3	KATI-AM
4	KAWY-FM

M-F, 3-7pm

1	KVOC-AM
2	KATI-AM
3	KTWO-AM
4	KAWY-FM

Cume Persons Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 505

A/M '79	
1	KATI-AM 23.1
2	KVOC-AM 21.1
3	KTWO-AM 18.4
4	KAWY-FM 8.8

M-F, 6-10am

1	KATI-AM
2	KVOC-AM
3	KTWO-AM
4	KAWY-FM

M-F, 3-7pm

1	KATI-AM
2	KVOC-AM
3	KTWO-AM
4	KAWY-FM

Teens
M-S, 6am-Midnight
POP(00): 77

A/M '79	
1	KATI-AM
2	KAWY-FM
3	KTWO-AM
4	KVOC-AM

M-F, 6-10am

1	KATI-AM
2	KAWY-FM
3	KTWO-AM
4	KVOC-AM

M-F, 3-7pm

1	KATI-AM
2	KAWY-FM
3	KTWO-AM
4	KVOC-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 182

A/M '79	
1	KATI-AM
2	KTWO-AM
3	KVOC-AM
4	KAWY-FM

M-F, 6-10am

1	KATI-AM
2	KTWO-AM
3	KVOC-AM
4	KAWY-FM

M-F, 3-7pm

1	KATI-AM
2	KTWO-AM
3	KVOC-AM
4	KAWY-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 210

A/M '79	
1	KVOC-AM
2	KTWO-AM
3	KATI-AM
4	KAWY-FM

M-F, 6-10am

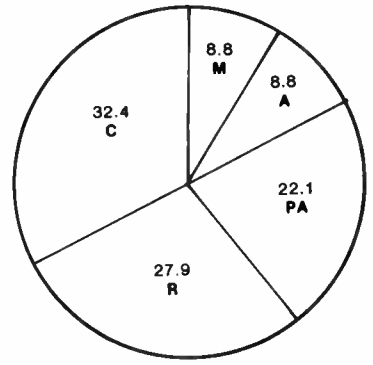
1	KVOC-AM
2	KTWO-AM
3	KATI-AM
4	KAWY-FM

M-F, 3-7pm

1	KVOC-AM
2	KATI-AM
3	KTWO-AM
4	KAWY-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.



One More Reason Why

Radio & Records

Is The Industry's Leading Weekly Trade Publication

WASHINGTON REPORT

Radio & Records maintains the only exclusive radio coverage from the nation's capital. Our Washington Bureau provides you with everything you need to know from the FCC and other governmental agencies, and the top broadcast trade organizations.

For Subscription Details . . . See Page 189

Cedar Rapids

METRO RANK **152**

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 1388

	A/M '77	A/M '78	A/M '79
1 WMT -AM	30.0	WMT -AM	26.3
2 KCRG-AM	16.0	KCRG-AM	14.6
3 KHAK-AF	14.6	KHAK-AF	13.1
4 KLWW-AM	12.2	KLWW-AM	13.1
5 KQCR-FM	11.3	KQCR-FM	9.1
6 WMT -FM	9.4	WMT -FM	8.1
7 KHAK-AM	8.0	KFMM-FM	1.5
8 KHAK-FM	6.6	WHD -AM	1.0
9 KFMM-FM	0.9	KXEL-AM	1.0
10 KXEL-AM	0.5	WGN -AM	0.5
11		KWMT-AM	0.5

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1388

	A/M '77	A/M '78	A/M '79
1 WMT -AM	64	WMT -AM	52
2 KCRG-AM	34	KCRG-AM	29
3 KHAK-AF	31	KHAK-AF	26
4 KLWW-AM	26	KLWW-AM	26
5 KQCR-FM	24	KQCR-FM	18

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1 WMT -AM		WMT -AM	WMT -AM
2 KCRG-AM		KCRG-AM	KCRG-AM
3 KLWW-AM		KLWW-AM	KQCR-FM
4 KHAK-AF		KHAK-AF	KLWW-AM
5 WMT -FM		KQCR-FM	KHAK-AF

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1 WMT -AM		WMT -AM	WMT -AM
2 KCRG-AM		KLWW-AM	KQCR-FM
3 KLWW-AM		KCRG-AM	KHAK-AF
4 KQCR-FM		KHAK-AF	WMT -FM
5 KHAK-AF		KQCR-FM	KCRG-AM

Teens
M-S, 6am-Midnight
POP(00): 183

	A/M '77	A/M '78	A/M '79
1 KLWW-AM		KLWW-AM	KLWW-AM
2 KCRG-AM		KCRG-AM	KCRG-AM
3 KQCR-FM		KQCR-FM	KQCR-FM
4 KHAK-AF		KHAK-AF	WMT -AM
5 KHAK-AM		WMT -AM	WMT -FM

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1 KCRG-AM		KCRG-AM	KLWW-AM
2 KLWW-AM		KLWW-AM	KCRG-AM
3 KQCR-FM		KQCR-FM	KQCR-FM
4 WMT -AM		WMT -AM	WMT -AM
5 KHAK-AF		KHAK-AF	KXEL-AM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1 KLWW-AM		KLWW-AM	KLWW-AM
2 KCRG-AM		KCRG-AM	KCRG-AM
3 KQCR-FM		KQCR-FM	KQCR-FM
4 WMT -FM		KHAK-AF	WMT -AM
5 KHAK-AM		WMT -AM	WMT -FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 543

	A/M '77	A/M '78	A/M '79
1 KQCR-FM		KQCR-FM	KQCR-FM
2 KCRG-AM		KCRG-AM	KLWW-AM
3 KLWW-AM		KHAK-AF	KCRG-AM
4 WMT -AM		KLWW-AM	KHAK-AF
5 KHAK-AF		WMT -AM	WMT -AM

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1 KCRG-AM		KCRG-AM	KQCR-FM
2 KLWW-AM		KQCR-FM	KCRG-AM
3 KQCR-FM		KHAK-AF	WMT -AM
4 WMT -AM		KLWW-AM	KLWW-AM
5 KHAK-AF		WMT -AM	KHAK-AF

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1 KQCR-FM		KLWW-AM	KQCR-FM
2 KCRG-AM		KQCR-FM	KLWW-AM
3 KLWW-AM		KHAK-AF	KHAK-AF
4 WMT -AM		KCRG-AM	KCRG-AM
5 WMT -FM		WMT -AM	WMT -FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 591

	A/M '77	A/M '78	A/M '79
1 KHAK-AF		KHAK-AF	KHAK-AF
2 WMT -AM		WMT -AM	WMT -AM
3 KCRG-AM		KCRG-AM	KQCR-FM
4 KHAK-AM		WMT -FM	KCRG-AM
5 KHAK-FM		KLWW-AM	KLWW-AM

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1 WMT -AM		WMT -AM	WMT -AM
2 KHAK-AF		KHAK-AF	KHAK-AF
3 KCRG-AM		KCRG-AM	KCRG-AM
4 KHAK-AM		KLWW-AM	KQCR-FM
5 KLWW-AM		WMT -FM	KLWW-AM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1 KHAK-AF		KHAK-AF	KHAK-AF
2 WMT -AM		WMT -AM	KQCR-FM
3 KHAK-FM		KCRG-AM	WMT -AM
4 KCRG-AM		KLWW-AM	KCRG-AM
5 KLWW-AM		WMT -FM	WMT -FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1388

	A/M '77	A/M '78	A/M '79
1 KCRG-AM	643	WMT -AM	643
2 WMT -AM	625	KCRG-AM	597
3 KLWW-AM	437	KLWW-AM	441
4 KQCR-FM	362	KQCR-FM	318
5 WMT -FM	303	KHAK-AF	289

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1 WMT -AM		WMT -AM	WMT -AM
2 KCRG-AM		KCRG-AM	KCRG-AM
3 KLWW-AM		KLWW-AM	KLWW-AM
4 KQCR-FM		KHAK-AF	KQCR-FM
5 KHAK-AF		KQCR-FM	KHAK-AF

Teens
M-S, 6am-Midnight
POP(00): 183

	A/M '77	A/M '78	A/M '79
1 WMT -AM		WMT -AM	WMT -AM
2 KCRG-AM		KCRG-AM	KLWW-AM
3 KLWW-AM		KLWW-AM	KQCR-FM
4 KQCR-FM		KHAK-AF	KCRG-AM
5 KHAK-AF		KQCR-FM	KHAK-AF

Adults 18-34
M-S, 6am-Midnight
POP(00): 543

	A/M '77	A/M '78	A/M '79
1 KLWW-AM		KLWW-AM	KLWW-AM
2 KCRG-AM		KCRG-AM	KCRG-AM
3 KQCR-FM		KQCR-FM	KQCR-FM
4 WMT -AM		KHAK-AF	WMT -AM
5 KHAK-AF		WMT -AM	KHAK-AF

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1 KLWW-AM		KCRG-AM	KLWW-AM
2 KCRG-AM		KLWW-AM	KCRG-AM
3 KQCR-FM		KQCR-FM	KQCR-FM
4 WMT -AM		WMT -AM	WMT -AM
5 KHAK-AF		KHAK-AF	KHAK-AF

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1 KLWW-AM		KLWW-AM	KLWW-AM
2 KCRG-AM		KCRG-AM	KCRG-AM
3 KQCR-FM		KQCR-FM	KQCR-FM
4 WMT -AM		KHAK-AF	WMT -AM
5 WMT -FM		WMT -AM	KHAK-AF

Adults 18-34
M-S, 6am-Midnight
POP(00): 543

	A/M '77	A/M '78	A/M '79
1 KCRG-AM		KCRG-AM	KQCR-FM
2 KQCR-FM		KLWW-AM	KCRG-AM
3 KLWW-AM		KQCR-FM	KLWW-AM
4 WMT -AM		WMT -AM	WMT -AM
5 WMT -FM		KHAK-AF	KHAK-AF

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1 KCRG-AM		KCRG-AM	KQCR-FM
2 KLWW-AM		KLWW-AM	KCRG-AM
3 KQCR-FM		KQCR-FM	KLWW-AM
4 WMT -AM		WMT -AM	WMT -AM
5 KHAK-AF		KHAK-AF	KHAK-AF

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1 KCRG-AM		KCRG-AM	KQCR-FM
2 KQCR-FM		KLWW-AM	KLWW-AM
3 KLWW-AM		KQCR-FM	KCRG-AM
4 WMT -AM		KHAK-AF	WMT -AM
5 WMT -FM		WMT -AM	KHAK-AF

Adults 25-49
M-S, 6am-Midnight
POP(00): 591

	A/M '77	A/M '78	A/M '79
1 KCRG-AM		WMT -AM	WMT -AM
2 WMT -AM		KCRG-AM	KCRG-AM
3 KHAK-AF		KHAK-AF	KHAK-AF
4 WMT -FM		KLWW-AM	KQCR-FM
5 KLWW-AM		WMT -FM	KLWW-AM

M-F, 6-10am

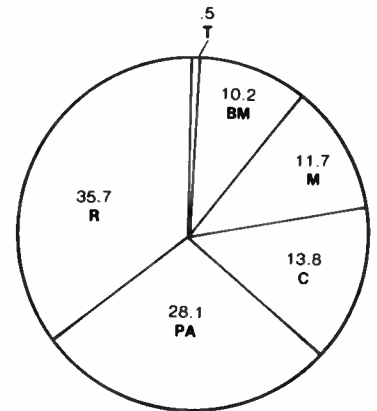
	A/M '77	A/M '78	A/M '79
1 WMT -AM		WMT -AM	WMT -AM
2 KCRG-AM		KCRG-AM	KHAK-AF
3 KHAK-AF		KHAK-AF	KCRG-AM
4 KLWW-AM		KLWW-AM	KQCR-FM
5 KHAK-AM		WMT -FM	KLWW-AM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1 WMT -AM		WMT -AM	KHAK-AF
2 KCRG-AM		KHAK-AF	WMT -AM
3 KHAK-AF		KCRG-AM	KQCR-FM
4 WMT -FM		KLWW-AM	KCRG-AM
5 KLWW-AM		KQCR-FM	KLWW-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.

Charleston- No. Charleston, SC

METRO RANK

92

A/M '79 Market Overview

Big uprising in the Charleston area this sweep, with **WCSC** jumping from an overall share of 4.4 to a 13.8 in this survey. Station just barely misses becoming number one, 12+, in one book. Since the first of this year **WCSC** has been changing to a modified P/A format, even throwing in Dancemusic from 7pm until 2am. **WCSC** is heavy on news and information, traffic, and community service during the drive times. Station conducted a very heavy multi-media ad campaign (cost about \$120,000), and a coupon contest which netted over 170,000 entries. Other stations in the market are unhappy with **WCSC's** success and have protested to Arbitron on the grounds that **WCSC** "hyped" the survey. **WCSC** says it began promoting two months before the sweep and is still promoting in the marketplace.

Number one station in the Charleston area is now **WXTC**, a Beautiful Music station which scored in the 13 range last year. **WXTC's** female audience showed some softness but the male increases more than made up for any weakness in adult women in this book.

Former number one station in Charleston is **WPXI**, Black-formatted and still a strong factor with a 10.4 share in the recent survey. Losses among adults were most serious for men (down in every major daypart), and women slipped too in every major daypart except midday. Teens stumbled in the afternoon and evening. All of these losses may have been due to a poor return in the High Density Black Area, but at any rate this book is the worst for **WPXI** in three years.

A station with an overall share in the same range as **WPXI's** is **WTMA**, a Top 40 rocker which declined noticeably in this report. **WTMA's** morning drive numbers remained strong, but there were drops in the other dayparts. **WTMA** kept its ad budget at its usual level, about \$10,000-\$20,000, giving away two Trans-Ams and promoting with a bumper sticker campaign.

On the whole, it appears that the **WCSC** media blitz shows that in this survey money didn't talk, it screamed!

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 3065

	A/M '77	A/M '78	A/M '79			
1	WPAL-AM	14.7	WPXI-FM	17.4	WXTC-FM(BB)	4.2
2	WPXI-FM	14.7	WXTC-FM	14.3	WCSC-AM(PA)	13.8
3	WTMA-AM	13.0	WTMA-AM	13.1	WKTM-FM(O)	13.2
4	WXTC-FM	10.9	WPAL-AM	12.1	WPAL-AM(O)	12.1
5	WKTM-FM	9.0	WKTM-FM	11.9	WPXI-FM(O)	10.6
6	WEZL-FM	8.3	WEZL-FM	8.5	WTMA-AM(O)	10.2
7	WCSC-AM	7.1	WWJZ-FM	5.9	WEZL-FM(O)	5.6
8	WQIZ-AM	6.0	WCSC-AM	4.4	WQIZ-FM(O)	5.4
9	WWJZ-FM	5.8	WNCG-AM	4.4	WQSN-AM(O)	3.1
10	WNCG-AM	4.9	WQSN-AM	3.4	WWJZ-FM(A)	2.3
11	WQNE-AM	3.2	WQNE-AM	2.6	WNCG-AM(PA)	1.5
12	WQSN-AM	2.8	WQIZ-AM	1.4	WQNE-AM(PA)	0.8
13			WPWR-FM	0.8	WTWF-FM(PA)	0.8
14					WAZS-AM(O)	0.6
15					WQIZ-AM(O)	0.4
16					WBER-AM(O)	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3065

	A/M '77	A/M '78	A/M '79			
1	WPAL-AM	69	WPXI-FM	85	WXTC-FM	68
2	WPXI-FM	69	WXTC-FM	71	WCSC-AM	66
3	WTMA-AM	61	WTMA-AM	65	WKTM-FM	63
4	WXTC-FM	51	WTMA-AM	60	WPAL-AM	58
5	WKTM-FM	42	WKTM-FM	59	WPXI-FM	51

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1	WTMA-AM	WKTM-FM	WTMA-AM
2	WPAL-AM	WXTC-FM	WCSC-AM
3	WEZL-FM	WTMA-AM	WKTM-FM
4	WCSC-AM	WPXI-FM	WXTC-FM
5	WKTM-FM	WEZL-FM	WPAL-AM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1	WPXI-FM	WPXI-FM	WCSC-AM
2	WTMA-AM	WXTC-FM	WKTM-FM
3	WPAL-AM	WTMA-AM	WXTC-FM
4	WXTC-FM	WKTM-FM	WPXI-FM
5	WKTM-FM	WPAL-AM	WPAL-AM

Teens
M-S, 6am-Midnight
POP(00): 451

	A/M '77	A/M '78	A/M '79
1	WTMA-AM	WPXI-FM	WKTM-FM
2	WPXI-FM	WTMA-AM	WPAL-AM
3	WKTM-FM	WPAL-AM	WTMA-AM
4	WPAL-AM	WKTM-FM	WPXI-FM
5	WCSC-AM	WCSC-AM	WCSC-AM

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1	WTMA-AM	WTMA-AM	WTMA-AM
2	WKTM-FM	WPAL-AM	WKTM-FM
3	WCSC-AM	WPXI-FM	WPXI-FM
4	WPAL-AM	WKTM-FM	WPAL-AM
5	WPXI-FM	WCSC-AM	WCSC-AM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1	WPXI-FM	WPXI-FM	WPAL-AM
2	WKTM-FM	WTMA-AM	WTMA-AM
3	WTMA-AM	WPAL-AM	WKTM-FM
4	WPAL-AM	WKTM-FM	WPXI-FM
5	WCSC-AM	WCSC-AM	WCSC-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1365

	A/M '77	A/M '78	A/M '79
1	WPAL-AM	WKTM-FM	WKTM-FM
2	WPXI-FM	WPXI-FM	WCSC-AM
3	WKTM-FM	WTMA-AM	WPAL-AM
4	WWJZ-FM	WPAL-AM	WPXI-FM
5	WTMA-AM	WWJZ-FM	WTMA-AM

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1	WPAL-AM	WKTM-FM	WKTM-FM
2	WKTM-FM	WPXI-FM	WTMA-AM
3	WPXI-FM	WTMA-AM	WCSC-AM
4	WCSC-AM	WPAL-AM	WPAL-AM
5	WTMA-AM	WEZL-FM	WPXI-FM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1	WPAL-AM	WKTM-FM	WKTM-FM
2	WPXI-FM	WPXI-FM	WCSC-AM
3	WKTM-FM	WWJZ-FM	WPXI-FM
4	WWJZ-FM	WTMA-AM	WPAL-AM
5	WTMA-AM	WPAL-AM	WXTC-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1290

	A/M '77	A/M '78	A/M '79
1	WXTC-FM	WXTC-FM	WCSC-AM
2	WTMA-AM	WEZL-FM	WXTC-FM
3	WPAL-AM	WTMA-AM	WPXI-FM
4	WEZL-FM	WPXI-FM	WTMA-AM
5	WPXI-FM	WKTM-FM	WEZL-FM

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1	WEZL-FM	WEZL-FM	WTMA-AM
2	WTMA-AM	WXTC-FM	WCSC-AM
3	WPAL-AM	WKTM-FM	WXTC-FM
4	WXTC-FM	WTMA-AM	WEZL-FM
5	WCSC-AM	WPXI-FM	WPXI-FM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1	WXTC-FM	WXTC-FM	WCSC-AM
2	WTMA-AM	WEZL-FM	WXTC-FM
3	WEZL-FM	WKTM-FM	WPXI-FM
4	WNCG-AM	WQSN-AM	WQSN-AM
5	WPXI-FM	WTMA-AM	WKTM-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3065

	A/M '77	A/M '78	A/M '79			
1	WTMA-AM	1049	WTMA-AM	1093	WCSC-AM	959
2	WCSC-AM	890	WPXI-FM	802	WTMA-AM	927
3	WPXI-FM	672	WKTM-FM	738	WXTC-FM	770
4	WPAL-AM	617	WXTC-FM	688	WKTM-FM	736
5	WKTM-FM	570	WPAL-AM	628	WPXI-FM	662

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1	WTMA-AM	WTMA-AM	WCSC-AM
2	WCSC-AM	WKTM-FM	WTMA-AM
3	WKTM-FM	WPXI-FM	WKTM-FM
4	WPAL-AM	WPXI-FM	WXTC-FM
5	WPXI-FM	WPAL-AM	WPXI-FM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1	WTMA-AM	WTMA-AM	WCSC-AM
2	WPXI-FM	WPXI-FM	WKTM-FM
3	WCSC-AM	WPXI-FM	WXTC-FM
4	WKTM-FM	WXTC-FM	WTMA-AM
5	WPAL-AM	WCSC-AM	WPXI-FM

Teens
M-S, 6am-Midnight
POP(00): 451

	A/M '77	A/M '78	A/M '79
1	WTMA-AM	WTMA-AM	WTMA-AM
2	WPXI-FM	WPXI-FM	WCSC-AM
3	WCSC-AM	WKTM-FM	WKTM-FM
4	WKTM-FM	WPAL-AM	WPXI-FM
5	WPAL-AM	WCSC-AM	WPAL-AM

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1	WTMA-AM	WTMA-AM	WTMA-AM
2	WKTM-FM	WPXI-FM	WKTM-FM
3	WCSC-AM	WKTM-FM	WPXI-FM
4	WPAL-AM	WPAL-AM	WPAL-AM
5	WPXI-FM	WCSC-AM	WCSC-AM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1	WTMA-AM	WPXI-FM	WTMA-AM
2	WPXI-FM	WTMA-AM	WKTM-FM
3	WKTM-FM	WKTM-FM	WPXI-FM
4	WPAL-AM	WPAL-AM	WCSC-AM
5	WCSC-AM	WCSC-AM	WPAL-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1365

	A/M '77	A/M '78	A/M '79
1	WTMA-AM	WTMA-AM	WCSC-AM
2	WCSC-AM	WKTM-FM	WKTM-FM
3	WPXI-FM	WPXI-FM	WTMA-AM
4	WKTM-FM	WCSC-AM	WPXI-FM
5	WPAL-AM	WPAL-AM	WPAL-AM

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1	WCSC-AM	WKTM-FM	WCSC-AM
2	WTMA-AM	WTMA-AM	WKTM-FM
3	WKTM-FM	WPXI-FM	WTMA-AM
4	WPAL-AM	WCSC-AM	WPAL-AM
5	WPXI-FM	WPAL-AM	WPXI-FM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1	WTMA-AM	WKTM-FM	WKTM-FM
2	WCSC-AM	WTMA-AM	WCSC-AM
3	WPXI-FM	WPXI-FM	WPXI-FM
4	WPXI-FM	WWJZ-FM	WPAL-AM
5	WKTM-FM	WCSC-AM	WTMA-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1290

	A/M '77	A/M '78	A/M '79
1	WTMA-AM	WTMA-AM	WTMA-AM
2	WCSC-AM	WXTC-FM	WCSC-AM
3	WXTC-FM	WPXI-FM	WXTC-FM
4	WKTM-FM	WKTM-FM	WEZL-FM
5	WEZL-FM	WCSC-AM	WPXI-FM

M-F, 6-10am

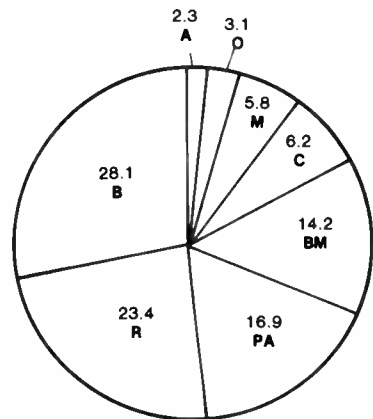
	A/M '77	A/M '78	A/M '79
1	WTMA-AM	WTMA-AM	WCSC-AM
2	WCSC-AM	WXTC-FM	WTMA-AM
3	WKTM-FM	WPXI-FM	WXTC-FM
4	WPAL-AM	WCSC-AM	WEZL-FM
5	WXTC-FM	WEZL-FM	WPXI-FM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1	WTMA-AM	WXTC-FM	WCSC-AM
2	WXTC-FM	WTMA-AM	WXTC-FM
3	WCSC-AM	WKTM-FM	WTMA-AM
4	WEZL-FM	WEZL-FM	WEZL-FM
5	WNCG-AM	WPXI-FM	WPXI-FM

Format Penetration Chart

Based On 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, WV

METRO RANK

129

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 2110

	A/M '77	A/M '78	A/M '79
1 WKAZ-AM	20.7	WCAW-AM	18.0
2 WCAW-AM	17.3	WKAZ-AM	16.4
3 WCHS-AM	16.7	WCHS-AM	12.4
4 WTIP-AM	13.6	WTIP-AM	9.6
5 WTIP-AM	10.2	WVAF-FM	8.7
6 WVAF-FM	5.8	WBES-FM	6.8
7 WKLC-FM	4.1	WKLC-AM	6.2
8 WXIT-AM	4.1	WXIT-AM	5.9
9 WQBE-FM	3.7	WTIO-FM	5.0
10 WTIO-FM	3.4	WQBE-FM	3.4
11 WBES-FM	3.1	WZTQ-AM	1.5
12 WZTQ-AM	1.7	WSCW-AM	1.2
13 WSCW-AM	1.4	WKEE-AM	1.2
14 WKLC-AM	1.4	WMON-AM	0.9
15 WHEZ-FM	1.4	WEMH-FM	0.6
16 WKLC-AM			

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2110

	A/M '77	A/M '78	A/M '79
1 WKAZ-AM	61	WCAW-AM	58
2 WCAW-AM	51	WKAZ-AM	53
3 WCHS-AM	49	WCHS-AM	40
4 WTIP-AM	40	WTIP-AM	31
5 WTIP-AM	30	WVAF-FM	28

M-F, 6-10am

1 WCHS-AM	WCAW-AM	WCAW-AM
2 WTIP-AM	WKAZ-AM	WCHS-AM
3 WKAZ-AM	WCHS-AM	WTIP-AM
4 WCAW-AM	WTIP-AM	WKAZ-AM
5 WTIP-AM	WVAF-FM	WVAF-FM

M-F, 3-7pm

1 WKAZ-AM	WKAZ-AM	WCAW-AM
2 WCAW-AM	WCAW-AM	WVAF-FM
3 WCHS-AM	WCHS-AM	WKAZ-AM
4 WTIP-AM	WVAF-FM	WCHS-AM
5 WTIP-AM	WBES-FM	WTIP-AM

Teens
M-S, 6am-Midnight
POP(00): 280

	A/M '77	A/M '78	A/M '79
1 WKAZ-AM	WKAZ-AM	WVAF-FM	
2 WXIT-AM	WXIT-AM	WKAZ-AM	
3 WCHS-AM	WVAF-FM	WCAW-AM	
4 WCAW-AM	WCAW-AM	WCHS-AM	
5 WQBE-FM	WCHS-AM	WKLC-AM	

M-F, 6-10am

1 WKAZ-AM	WKAZ-AM	WVAF-FM
2 WCAW-AM	WXIT-AM	WKAZ-AM
3 WCHS-AM	WCAW-AM	WCAW-AM
4 WQBE-FM	WCHS-AM	WKLC-AM
5 WVAF-FM	WVAF-FM	WQBE-FM

M-F, 3-7pm

1 WKAZ-AM	WKAZ-AM	WVAF-FM
2 WXIT-AM	WVAF-FM	WKAZ-AM
3 WCAW-AM	WXIT-AM	WCAW-AM
4 WQBE-FM	WCAW-AM	WXIT-AM
5 WZTQ-AM	WKLC-AM	WKLC-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 684

	A/M '77	A/M '78	A/M '79
1 WKAZ-AM	WKAZ-AM	WVAF-FM	
2 WCAW-AM	WVAF-FM	WKAZ-AM	
3 WVAF-FM	WCAW-AM	WCAW-AM	
4 WCHS-AM	WXIT-AM	WCHS-AM	
5 WQBE-FM	WCHS-AM	WQBE-FM	

M-F, 6-10am

1 WKAZ-AM	WKAZ-AM	WVAF-FM
2 WCAW-AM	WVAF-FM	WKAZ-AM
3 WCHS-AM	WCHS-AM	WCAW-AM
4 WVAF-FM	WCAW-AM	WCHS-AM
5 WQBE-FM	WXIT-AM	WXIT-AM

M-F, 3-7pm

1 WKAZ-AM	WKAZ-AM	WVAF-FM
2 WCAW-AM	WVAF-FM	WKAZ-AM
3 WVAF-FM	WCAW-AM	WCAW-AM
4 WCHS-AM	WXIT-AM	WCHS-AM
5 WQBE-FM	WCHS-AM	WQBE-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 876

	A/M '77	A/M '78	A/M '79
1 WCAW-AM	WCAW-AM	WCAW-AM	
2 WCHS-AM	WKAZ-AM	WCHS-AM	
3 WKAZ-AM	WCHS-AM	WKAZ-AM	
4 WTIP-AM	WBES-FM	WTIP-AM	
5 WKLC-FM	WQBE-FM	WVAF-FM	

M-F, 6-10am

1 WCAW-AM	WCAW-AM	WCAW-AM
2 WCHS-AM	WCHS-AM	WCHS-AM
3 WTIP-AM	WKAZ-AM	WKAZ-AM
4 WKAZ-AM	WTIO-FM	WTIP-AM
5 WTIP-AM	WVAF-FM	WVAF-FM

M-F, 3-7pm

1 WCAW-AM	WCAW-AM	WCAW-AM
2 WKAZ-AM	WKAZ-AM	WKAZ-AM
3 WCHS-AM	WBES-FM	WCHS-AM
4 WKLC-AM	WCHS-AM	WVAF-FM
5 WKLC-FM	WVAF-FM	WTIP-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2110

	A/M '77	A/M '78	A/M '79
1 WKAZ-AM	888	WKAZ-AM	785
2 WCHS-AM	787	WCHS-AM	701
3 WCAW-AM	697	WCAW-AM	624
4 WTIP-AM	465	WXIT-AM	357
5 WTIP-AM	410	WTIP-AM	350

M-F, 6-10am

1 WKAZ-AM	WKAZ-AM	WCAW-AM
2 WCHS-AM	WCHS-AM	WCHS-AM
3 WCAW-AM	WCAW-AM	WKAZ-AM
4 WTIP-AM	WTIP-AM	WTIP-AM
5 WTIP-AM	WVAF-FM	WVAF-FM

M-F, 3-7pm

1 WKAZ-AM	WKAZ-AM	WCAW-AM
2 WCAW-AM	WCAW-AM	WCHS-AM
3 WCHS-AM	WCHS-AM	WVAF-FM
4 WTIP-AM	WVAF-FM	WKAZ-AM
5 WTIP-AM	WXIT-AM	WTIP-AM

Teens
M-S, 6am-Midnight
POP(00): 280

	A/M '77	A/M '78	A/M '79
1 WKAZ-AM	WKAZ-AM	WVAF-FM	
2 WCHS-AM	WXIT-AM	WKAZ-AM	
3 WXIT-AM	WVAF-FM	WCHS-AM	
4 WCAW-AM	WCHS-AM	WCAW-AM	
5 WQBE-FM	WCAW-AM	WKLC-AM	

M-F, 6-10am

1 WKAZ-AM	WKAZ-AM	WVAF-FM
2 WCAW-AM	WXIT-AM	WKAZ-AM
3 WCHS-AM	WCAW-AM	WCAW-AM
4 WXIT-AM	WVAF-FM	WXIT-AM
5 WQBE-FM	WCHS-AM	WKLC-AM

M-F, 3-7pm

1 WKAZ-AM	WKAZ-AM	WVAF-FM
2 WXIT-AM	WVAF-FM	WKAZ-AM
3 WCAW-AM	WXIT-AM	WCAW-AM
4 WCHS-AM	WCAW-AM	WXIT-AM
5 WQBE-FM	WCHS-AM	WCHS-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 684

	A/M '77	A/M '78	A/M '79
1 WKAZ-AM	WKAZ-AM	WKAZ-AM	
2 WCHS-AM	WCHS-AM	WCAW-AM	
3 WCAW-AM	WXIT-AM	WVAF-FM	
4 WXIT-AM	WCAW-AM	WCHS-AM	
5 WVAF-FM	WVAF-FM	WXIT-AM	

M-F, 6-10am

1 WKAZ-AM	WKAZ-AM	WKAZ-AM
2 WCAW-AM	WCHS-AM	WCAW-AM
3 WCHS-AM	WVAF-FM	WVAF-FM
4 WVAF-FM	WCAW-AM	WCHS-AM
5 WKLC-AM	WXIT-AM	WXIT-AM

M-F, 3-7pm

1 WKAZ-AM	WKAZ-AM	WKAZ-AM
2 WCAW-AM	WCHS-AM	WCAW-AM
3 WCHS-AM	WVAF-FM	WVAF-FM
4 WVAF-FM	WCAW-AM	WCHS-AM
5 WKLC-AM	WXIT-AM	WXIT-AM

M-F, 3-7pm

1 WKAZ-AM	WKAZ-AM	WKAZ-AM
2 WCAW-AM	WVAF-FM	WVAF-FM
3 WCHS-AM	WCAW-AM	WCAW-AM
4 WVAF-FM	WCHS-AM	WCHS-AM
5 WQBE-FM	WXIT-AM	WQBE-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 876

	A/M '77	A/M '78	A/M '79
1 WCAW-AM	WCHS-AM	WCAW-AM	
2 WCHS-AM	WKAZ-AM	WCHS-AM	
3 WKAZ-AM	WCAW-AM	WKAZ-AM	
4 WTIP-AM	WQBE-FM	WQBE-FM	
5 WKLC-FM	WTIO-FM	WVAF-FM	

M-F, 6-10am

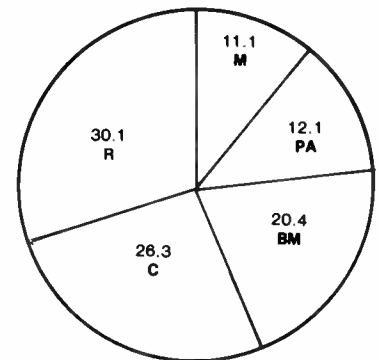
1 WCAW-AM	WCAW-AM	WCAW-AM
2 WCHS-AM	WCHS-AM	WCHS-AM
3 WKAZ-AM	WKAZ-AM	WKAZ-AM
4 WTIP-AM	WQBE-FM	WQBE-FM
5 WTIP-AM	WTIO-FM	WTIP-AM

M-F, 3-7pm

1 WCAW-AM	WCAW-AM	WCAW-AM
2 WKAZ-AM	WKAZ-AM	WCHS-AM
3 WCHS-AM	WCHS-AM	WKAZ-AM
4 WKLC-AM	WBES-FM	WVAF-FM
5 WKLC-FM	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

62

AM '79 Market Overview

Two big success stories in this market for the A/M '79 survey, with two stations jumping up almost five shares each. The successful stations featured the Country sound of **WSOC-FM**, and the Dance-music station **WPEG**.

WSOC-FM claims to be the most listened to (AQH 12+, TSA) Country FM station in the US, and made an effort to achieve that with significant advertising for this survey. "Tons" of billboards and some TV were used to promote the station, while a new jingle package and a new afternoon personality highlighted the on-air changes. With FM set penetration heading towards parity with AM in the Charlotte area, **WSOC-FM** looks to do well in future surveys also.

Coming out of nowhere, **WPEG** went 24-hour Dancemusic radio three weeks before the survey began, and ended up with over a five share. **WPEG** is automated except in AM drive and part of the evenings, and plans to remain automated for the most part. During the survey the station gave away a prize every hour (concert tickets, albums, etc.) and sponsored a ten-week dance contest from April through June. In terms of outside advertising, **WPEG** used TV saturation plus billboards, plus a mobile disco for visibility.

The Beautiful Music station in the Charlotte area, **WEZC**, dipped from its great numbers in the O/N '78 book, but still holds a respectable 10+ share of the metro market. The Fall '78 book represented a dramatic surge for **WEZC**, so this book, which featured across-the-board declines for adults, may just be a settling of its audience in the market.

P/A leader and still #1 in the market is **WBT**. Its share is virtually unchanged from last Fall. The same stability is shown for rocker **WAYS**, which remains in the 11 share range. **WAYS** may want to keep an eye on rival Top 40 station **WBCY**, which narrowed the gap in this report.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 4943

	A/M '78	O/N '78	A/M '79
1 WAYS-AF	28.7	WBT -AM	17.7
2 WBT -AM	21.3	WEZC-FM	14.2
3 WBT -FM	7.8	WAYS-AM	11.9
4 WSOC-FM	7.2	WSOC-FM	9.8
5 WSOC-AM	6.4	WBCY-FM	8.2
6 WGIV-AM	6.1	WRDQ-FM	6.9
7 WEZC-FM	5.1	WGIV-AM	6.8
8 WAME-AM	2.8	WSOC-AM	5.2
9 WPEG-FM	1.9	WAME-AM	3.5
10 WIXE-AM	1.6	WIXE-AM	2.9
11 WRFL-AM	1.0	WZXI-FM	1.7
12 WZXI-FM	0.9	WLTC-AM	1.4
13 WHVN-AM	0.7	WHVN-AM	1.4
14 WLTC-AM	0.7	WPEG-FM	0.8
15 WGNC-AM	0.7	WIST-AM	0.7
16		WMAF-AM	0.6
17		WGNC-AM	0.4
18		WCSL-AM	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4943

	A/M '78	O/N '78	A/M '79
1 WAYS-AF	198	WBT -AM	127
2 WBT -AM	147	WEZC-FM	102
3 WBT -FM	54	WAYS-AM	85
4 WSOC-FM	50	WSOC-FM	74
5 WSOC-AM	44	WBCY-FM	53

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1 WAYS-AF		WBT -AM	WBT -AM
2 WBT -AM		WAYS-AM	WAYS-AM
3 WSOC-AM		WEZC-FM	WSOC-FM
4 WGIV-AM		WSOC-FM	WEZC-FM
5 WSOC-FM		WRDQ-FM	WRDQ-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 WAYS-AF		WBT -AM	WBT -AM
2 WBT -AM		WEZC-FM	WSOC-FM
3 WBT -FM		WAYS-AM	WAYS-AM
4 WSOC-FM		WRDQ-FM	WEZC-FM
5 WSOC-AM		WSOC-FM	WBCY-FM

Teens
M-S, 6am-Midnight
POP(00): 658

	A/M '78	O/N '78	A/M '79
1 WAYS-AF		WAYS-AM	WAYS-AM
2 WBT -AM		WBT -AM	WBT -AM
3 WGIV-AM		WRDQ-FM	WBCY-FM
4 WBT -FM		WGIV-AM	WRDQ-FM
5 WPEG-FM		WBCY-FM	WGIV-AM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1 WAYS-AF		WAYS-AH	WAYS-AM
2 WBT -AM		WRDQ-FM	WBT -AM
3 WGIV-AM		WBT -AM	WRDQ-FM
4 WPEG-FM		WGIV-AM	WGIV-AM
5 WEZC-FM		WBCY-FM	WBCY-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 WAYS-AF		WAYS-AM	WAYS-AM
2 WBT -AM		WBT -AM	WBT -AM
3 WGIV-AM		WRDQ-FM	WRDQ-FM
4 WBT -FM		WGIV-AM	WBCY-FM
5 WPEG-FM		WBCY-FM	WGIV-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1843

	A/M '78	O/N '78	A/M '79
1 WAYS-AF		WBT -AM	WBT -AM
2 WBT -AM		WRDQ-FM	WSOC-FM
3 WSOC-FM		WBCY-FM	WBCY-FM
4 WGIV-AM		WAYS-AM	WAYS-AM
5 WPEG-FM		WGIV-AM	WRDQ-FM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1 WAYS-AF		WBT -AM	WBT -AM
2 WBT -AM		WAYS-AM	WAYS-AM
3 WGIV-AM		WRDQ-FM	WSOC-FM
4 WSOC-FM		WBCY-FM	WRDQ-FM
5 WPEG-FM		WSOC-FM	WBCY-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 WAYS-AF		WBT -AM	WBT -AM
2 WBT -AM		WRDQ-FM	WSOC-FM
3 WGIV-AM		WBCY-FM	WBCY-FM
4 WSOC-FM		WAYS-AM	WPEG-FM
5 WBT -FM		WGIV-AM	WRDQ-FM

Adults 25-49
M-S, 6am-Midnight

	A/M '78	O/N '78	A/M '79
1 WBT -AM		WBT -AM	WBT -AM
2 WAYS-AF		WSOC-FM	WSOC-FM
3 WSOC-FM		WEZC-FM	WEZC-FM
4 WBT -FM		WAYS-AM	WAYS-AM
5 WSOC-AM		WRDQ-FM	WBCY-FM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1 WBT -AM		WBT -AM	WBT -AM
2 WAYS-AF		WSOC-FM	WSOC-FM
3 WSOC-FM		WAYS-AM	WAYS-AM
4 WSOC-AM		WEZC-FM	WEZC-FM
5 WBT -FM		WRDQ-FM	WRDQ-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 WBT -AM		WBT -AM	WSOC-FM
2 WAYS-AF		WEZC-FM	WBT -AM
3 WSOC-FM		WSOC-FM	WEZC-FM
4 WBT -FM		WAYS-AM	WBCY-FM
5 WSOC-AM		WRDQ-FM	WAYS-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4943

	A/M '78	O/N '78	A/M '79
1 WBT -AM	2137	WBT -AM	2109
2 WAYS-AF	2072	WAYS-AM	1598
3 WSOC-AM	1007	WEZC-FM	961
4 WBT -FM	840	WSOC-FM	856
5 WGIV-AM	735	WBCY-FM	824

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1 WAYS-AF		WBT -AM	WBT -AM
2 WBT -AM		WAYS-AM	WAYS-AM
3 WSOC-AM		WEZC-FM	WSOC-FM
4 WBT -FM		WSOC-AM	WRDQ-FM
5 WGIV-AM		WSOC-FM	WGIV-AM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 WAYS-AF		WBT -AM	WBT -AM
2 WBT -AM		WAYS-AM	WAYS-AM
3 WBT -FM		WEZC-FM	WSOC-FM
4 WSOC-AM		WSOC-AM	WBCY-FM
5 WSOC-FM		WBCY-FM	WEZC-FM

Teens
M-S, 6am-Midnight
POP(00): 658

	A/M '78	O/N '78	A/M '79
1 WAYS-AF		WAYS-AM	WAYS-AM
2 WBT -AM		WBT -AM	WBT -AM
3 WGIV-AM		WGIV-AM	WBCY-FM
4 WPEG-FM		WBCY-FM	WRDQ-FM
5 WAME-AM		WRDQ-FM	WPEG-FM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1 WAYS-AF		WAYS-AM	WAYS-AM
2 WBT -AM		WBT -AM	WBT -AM
3 WGIV-AM		WRDQ-FM	WRDQ-FM
4 WPEG-FM		WGIV-AM	WGIV-AM
5 WSOC-AM		WBCY-FM	WPEG-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 WAYS-AF		WAYS-AM	WAYS-AM
2 WBT -AM		WBT -AM	WBT -AM
3 WGIV-AM		WGIV-AM	WBCY-FM
4 WPEG-FM		WBCY-FM	WRDQ-FM
5 WAME-AM		WRDQ-FM	WGIV-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1843

	A/M '78	O/N '78	A/M '79
1 WAYS-AF		WBT -AM	WBT -AM
2 WBT -AM		WAYS-AM	WAYS-AM
3 WGIV-AM		WRDQ-FM	WRDQ-FM
4 WPEG-FM		WBCY-FM	WBCY-FM
5 WSOC-AM		WGIV-AM	WSOC-FM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1 WAYS-AF		WBT -AM	WBT -AM
2 WBT -AM		WAYS-AM	WAYS-AM
3 WGIV-AM		WRDQ-FM	WRDQ-FM
4 WSOC-AM		WBCY-FM	WBCY-FM
5 WSOC-FM		WGIV-AM	WSOC-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 WAYS-AF		WBT -AM	WBT -AM
2 WBT -AM		WAYS-AM	WBCY-FM
3 WGIV-AM		WRDQ-FM	WAYS-AM
4 WSOC-FM		WBCY-FM	WSOC-FM
5 WBT -FM		WGIV-AM	WRDQ-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2191

	A/M '78	O/N '78	A/M '79
1 WBT -AM		WBT -AM	WBT -AM
2 WAYS-AF		WAYS-AM	WAYS-AM
3 WBT -FM		WSOC-FM	WSOC-FM
4 WSOC-FM		WEZC-FM	WEZC-FM
5 WSOC-AM		WSOC-AM	WBCY-FM

M-F, 6-10am

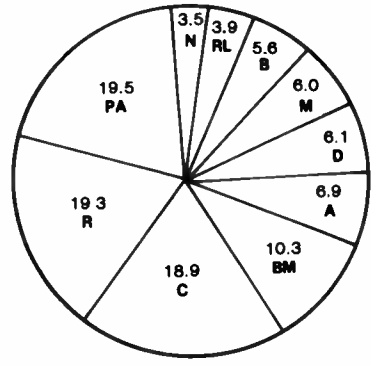
	A/M '78	O/N '78	A/M '79
1 WBT -AM		WBT -AM	WBT -AM
2 WAYS-AF		WAYS-AM	WAYS-AM
3 WSOC-FM		WSOC-FM	WSOC-FM
4 WSOC-AM		WSOC-AM	WEZC-FM
5 WBT -FM		WEZC-FM,	WRDQ-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 WBT -AM		WBT -AM	WBT -AM
2 WAYS-AF		WAYS-AM	WSOC-FM
3 WSOC-AM		WEZC-FM	WAYS-AM
4 WSOC-FM		WSOC-FM	WEZC-FM
5 WBT -FM		WSOC-AM	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

86

Pop/Adult fixture WDEF continues to lead this market, increasing its 12+ share to the best numbers in years for the station. WDEF was able to increase its 12+ share to a 19 by pulling better ratings among female listeners across every major daypart.

The new number two station in Chattanooga is Top 40 rocker WSKZ. WSKZ has been growing over the last two sweeps, at the expense of competitor WFLI. WSKZ was able to rise in this book owing to improved numbers among the young adult men and among teens, both tops in each respective demo. During the A/M '79 sweep, WSKZ advertised the station with a moderate amount of billboards and fringe TV, while the on-air promotions were aimed at recycling the cume from one daypart to another. Country station WDDO ranks third 12+ in the metro even though its share is declining slightly. WDDO's male audience picked up in this sweep in every major daypart except the evenings, but the female numbers dropped. Still, WDDO is number one in terms of share among adults 25-49.

Seasonality shouldn't have an affect on the estimates for a Beautiful Music station, but it appears as though WDEF-FM suffers from this problem. WDEF-FM seems to suffer down books in the Spring sweeps and then rebound in the Fall. However, there were extenuating circumstances during this A/M '79 survey. A lightning bolt smashed the antenna for WDEF-FM, knocking the station off the air for several days in the middle of the sweep. When WDEF-FM did resume broadcasting, the station still was not able to broadcast at full power. Unless lightning strikes twice, WDEF-FM should again rebound in the O/N survey in Chattanooga.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP (00): 134

	A/M '78	O/N '78	A/M '79			
1	WDEF-AF	22.4	WDEF-AM	13.9	WDEF-AM(PA)	9.0
2	WFLI-AF	17.9	WDEF-FM	13.0	WSKZ-FM(M)	12.6
3	WDDO-AM	11.8	WFLI-AM	10.5	WDDO-AM(M)	9.9
4	WYNO-FM	8.6	WDDO-AM	10.5	WFLI-AM(M)	8.5
5	WZDQ-FM	7.7	WSKZ-FM	10.3	WDEF-FM(MM)	8.1
6	WDDO-AM	7.1	WDDO-AM	7.6	WDDO-AM(M)	7.0
7	WGOW-AM	4.5	WGOW-AM	7.4	WGOW-AM(M)	6.2
8	WDDO-AM	3.3	WDDO-AM	4.5	WFA-AM(PA)	5.8
9	WFA-AM	3.1	WEPG-AM	4.3	WDDO-FM(MM)	5.2
10	WMOC-AM	2.0	WFA-AM	3.4	WMOC-AM(PA)	3.3
11	WDXB-AM	1.8	WQWE-FM	2.0	WEPG-AM(PA)	2.7
12	WEPG-AM	1.4	WZDQ-FM	1.8	WZDQ-FM(A)	1.4
13	WEDG-AM	0.4	WDXR-AM	1.6	WSIM-FM(M)	0.6
14	WRIF-AM	0.4	WMOC-AM	0.9	WDXB-AM(M)	0.4
15			WSIM-FM	0.4		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP (00): 134

	A/M '78	O/N '78	A/M '79			
1	WDEF-AF	110	WDEF-AM	62	WDEF-AM	92
2	WFLI-AF	88	WDEF-FM	58	WSKZ-FM	61
3	WDDO-AM	58	WFLI-AM	47	WDDO-AM	48
4	WYNO-FM	42	WDDO-AM	47	WFLI-AM	41
5	WZDQ-FM	38	WSKZ-FM	46	WDEF-FM	39
M-F, 6-10am						
1	WDEF-AF		WDEF-AM		WDEF-AM	
2	WFLI-AF		WDEF-FM		WDEF-FM	
3	WDDO-AM		WFLI-AM		WSKZ-FM	
4	WDDO-AM		WDDO-AM		WDDO-AM	
5	WYNO-FM		WGOW-AM		WFLI-AM	
M-F, 3-7pm						
1	WFLI-AF		WSKZ-FM		WDEF-AM	
2	WDEF-AF		WDDO-AM		WSKZ-FM	
3	WDDO-AM		WFLI-AM		WDDO-AM	
4	WYNO-FM		WDEF-AM		WFLI-AM	
5	WZDQ-FM		WDEF-FM		WDEF-FM	

Teens
M-S, 6am-Midnight
POP (00): 134

	A/M '78	O/N '78	A/M '79
1	WFLI-AF	WFLI-AM	WSKZ-FM
2	WZDQ-FM	WSKZ-FM	WFLI-AM
3	WDDO-AM	WGOW-AM	WDDO-AM
4	WGOW-AM	WDDO-AM	WDDO-AM
5	WDEF-AF	WZDQ-FM	WDEF-AM
M-F, 6-10am			
1	WFLI-AF	WFLI-AM	WSKZ-FM
2	WDDO-AM	WSKZ-FM	WFLI-AM
3	WZDQ-FM	WGOW-AM	WDDO-AM
4	WGOW-AM	WDDO-AM	WDEF-AM
5	WDEF-AF	WZDQ-FM	WGOW-AM
M-F, 3-7pm			
1	WFLI-AF	WFLI-AM	WSKZ-FM
2	WZDQ-FM	WSKZ-FM	WFLI-AM
3	WGOW-AM	WGOW-AM	WGOW-AM
4	WDDO-AM	WDDO-AM	WDDO-AM
5	WDDO-AM	WZDQ-FM	WSIM-FM

Adults 18-34
M-S, 6am-Midnight
POP (00): 119

	A/M '78	O/N '78	A/M '79
1	WFLI-AF	WSKZ-FM	WSKZ-FM
2	WZDQ-FM	WFLI-AM	WDDO-AM
3	WDDO-AM	WDDO-AM	WFLI-AM
4	WYNO-FM	WGOW-AM	WDEF-AM
5	WDEF-AF	WDDO-AM	WDDO-AM
M-F, 6-10am			
1	WFLI-AF	WDEF-FM	WSKZ-FM
2	WDEF-AF	WGOW-AM	WDEF-AM
3	WDDO-AM	WFLI-AM	WDDO-AM
4	WYNO-FM	WDDO-FM	WFLI-AM
5	WZDQ-FM	WSKZ-FM	WGOW-AM
M-F, 3-7pm			
1	WFLI-AF	WSKZ-FM	WSKZ-FM
2	WZDQ-FM	WFLI-AM	WDDO-AM
3	WDDO-AM	WDDO-AM	WDDO-AM
4	WYNO-FM	WDDO-AM	WFLI-AM
5	WGOW-AM	WGOW-AM	WDEF-FM

Adults 25-49
M-S, 6am-Midnight
POP (00): 131

	A/M '78	O/N '78	A/M '79
1	WDEF-AF	WDEF-FM	WDDO-AM
2	WDDO-AM	WDDO-AM	WDEF-AM
3	WFLI-AF	WSKZ-FM	WDEF-FM
4	WYNO-FM	WDEF-AM	WSKZ-FM
5	WZDQ-FM	WGOW-AM	WDDO-AM
M-F, 6-10am			
1	WDEF-AF	WDEF-FM	WDEF-AM
2	WDDO-AM	WDEF-AM	WDEF-FM
3	WFLI-AF	WDDO-AM	WDDO-AM
4	WYNO-FM	WDDO-FM	WSKZ-FM
5	WDDO-FM	WGOW-AM	WGOW-AM
M-F, 3-7pm			
1	WFLI-AF	WDDO-AM	WDDO-AM
2	WDDO-AM	WSKZ-FM	WSKZ-FM
3	WDEF-AF	WDEF-FM	WFLI-AM
4	WYNO-FM	WEPG-AM	WDDO-AM
5	WZDQ-FM	WFLI-AM	WDEF-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP (00): 134

	A/M '78	O/N '78	A/M '79			
1	WFLI-AF	1291	WFLI-AM	985	WDEF-AM	984
2	WDEF-AF	1151	WDEF-AM	881	WFLI-AM	914
3	WDDO-AM	850	WGOW-AM	854	WDEF-FM	703
4	WGOW-AM	741	WDDO-AM	710	WGOW-AM	678
5	WYNO-FM	537	WDEF-FM	680	WSKZ-FM	676
M-F, 6-10am						
1	WDEF-AF		WDEF-AM		WDEF-AM	
2	WFLI-AF		WFLI-AM		WFLI-AM	
3	WDDO-AM		WDEF-FM		WDEF-FM	
4	WGOW-AM		WGOW-AM		WSKZ-FM	
5	WZDQ-FM		WDDO-AM		WDDO-AM	
M-F, 3-7pm						
1	WFLI-AF		WFLI-AM		WFLI-AM	
2	WDEF-AF		WDEF-AM		WSKZ-FM	
3	WDDO-AM		WSKZ-FM		WDEF-AM	
4	WGOW-AM		WGOW-AM		WGOW-AM	
5	WZDQ-FM		WDDO-AM		WDDO-AM	

Teens
M-S, 6am-Midnight
POP (00): 134

	A/M '78	O/N '78	A/M '79
1	WFLI-AF	WFLI-AM	WSKZ-FM
2	WGOW-AM	WGOW-AM	WFLI-AM
3	WZDQ-FM	WSKZ-FM	WGOW-AM
4	WDDO-AM	WZDQ-FM	WDEF-AM
5	WDEF-AF	WDDO-AM	WDEF-FM
M-F, 6-10am			
1	WFLI-AF	WFLI-AM	WSKZ-FM
2	WGOW-AM	WGOW-AM	WFLI-AM
3	WZDQ-FM	WSKZ-FM	WGOW-AM
4	WDEF-AF	WDDO-AM	WDEF-AM
5	WDDO-AM	WZDQ-FM	WSIM-FM
M-F, 3-7pm			
1	WFLI-AF	WFLI-AM	WSKZ-FM
2	WZDQ-FM	WGOW-AM	WFLI-AM
3	WGOW-AM	WSKZ-FM	WGOW-AM
4	WDDO-AM	WDDO-AM	WDDO-AM
5	WDDO-AM	WZDQ-FM	WSIM-FM

Adults 18-34
M-S, 6am-Midnight
POP (00): 119

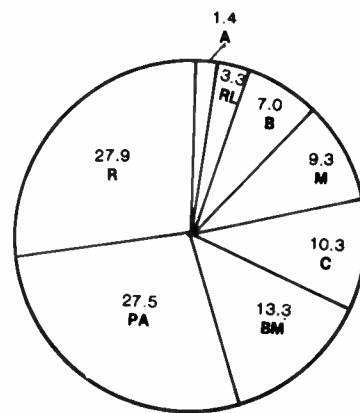
	A/M '78	O/N '78	A/M '79
1	WFLI-AF	WGOW-AM	WFLI-AM
2	WGOW-AM	WFLI-AM	WGOW-AM
3	WDDO-AM	WSKZ-FM	WSKZ-FM
4	WZDQ-FM	WDDO-AM	WDDO-AM
5	WDEF-AF	WZDQ-FM	WDEF-AM
M-F, 6-10am			
1	WFLI-AF	WGOW-AM	WFLI-AM
2	WDDO-AM	WFLI-AM	WSKZ-FM
3	WZDQ-FM	WSKZ-FM	WGOW-AM
4	WDEF-AF	WDEF-FM	WDEF-AM
5	WGOW-AM	WDDO-AM	WDDO-AM
M-F, 3-7pm			
1	WFLI-AF	WSKZ-FM	WSKZ-FM
2	WGOW-AM	WFLI-AM	WFLI-AM
3	WZDQ-FM	WGOW-AM	WGOW-AM
4	WDDO-AM	WDDO-AM	WDDO-AM
5	WYNO-FM	WDDO-AM	WDDO-AM

Adults 25-49
M-S, 6am-Midnight
POP (00): 131

	A/M '78	O/N '78	A/M '79
1	WDEF-AF	WFLI-AM	WDEF-AM
2	WFLI-AF	WDDO-AM	WFLI-AM
3	WDDO-AM	WGOW-AM	WDDO-AM
4	WYNO-FM	WDEF-FM	WDEF-FM
5	WGOW-AM	WDEF-AM	WGOW-AM
M-F, 6-10am			
1	WDEF-AF	WDEF-FM	WDEF-AM
2	WDDO-AM	WGOW-AM	WDEF-FM
3	WFLI-AF	WDDO-AM	WDDO-AM
4	WGOW-AM	WDEF-AM	WFLI-AM
5	WZDQ-FM	WFLI-AM	WSKZ-FM
M-F, 3-7pm			
1	WFLI-AF	WDDO-AM	WFLI-AM
2	WDDO-AM	WFLI-AM	WDDO-AM
3	WDEF-AF	WDEF-AM	WGOW-AM
4	WGOW-AM	WSKZ-FM	WDEF-AM
5	WYNO-FM	WGOW-AM	WSKZ-FM

Format Penetration Chart

Based On 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.

*Our Industry has
no shortage of
tipsheets, magazines
& newsletters...*

*But it has only one
Newspaper.*

*...and you've made us
the number one trade.*

Radio & Records

Chicago

METRO RANK

3

A/M '79-J/A '79 Market Overview

Fascinating things are afoot in the Windy City radio market. The traditional News/Talk legend in the area, WGN, remains #1 and is successfully trying to reach the younger demos. Meanwhile, perhaps the most successful AOR station in the country, Heffel's, WLUP, operates as the flagship for the Burkhardt-Abrams "modal programming" concept. WGN station personnel were aware that to remain #1 in the overall ratings the station had to begin to reach into the under-35 demos to attract a new pool of listeners. Through an effort to keep the station's personalities relating to the happenings in the young adult world, it appears the station is succeeding in this effort. Both the Spring and Summer books show improvement in the 18-34 and 25-49 demos for the station, both in terms of average quarter hour and cume audiences. During the Spring sweep, the station did spend extensively for TV spots. Cubs baseball also helps during these surveys.

When Heffel bought WLUP prior to the A/M '79 survey, the company cleaned house, bouncing almost all of the former air staff, and brought in a new PD from KPRI, Jesse Bullet. The station adopted the B-A "Superstars" format and became successful using the "modal programming" concept of all rock music. Steve Dahl was hired to do the mornings, and while his anti-Disco movement hadn't gotten going really in time for the Spring book there may have been some impact on the Summer results. Dahl's average and cume metro numbers went up more than 40% versus the A/M report, although the station showed similar gains in other dayparts as well. These overall gains translated into a 12+ increase of two share points, with WLUP now in a virtual tie for second in the market. Lots of TV and billboard exposure have helped promote WLUP. The station with which "the Loop" is almost tied is Beautiful Music leader WLOO. WLOO has shown a two-book upswing, with the Summer numbers the best story in the last five books. The FM-100 formatted station uses moderate amounts of TV, outdoor boards, and bus signs to remain in the community's eye.

Traditionally the leader on the contemporary music scene in Chicago, WLS has some reason to be pleased with the last two books, especially the Spring results which saw the station shoot up two share points. However, the results of the J/A '79 sweep may have dampened the joy somewhat since average quarter hour audience slipped back to J/F '79 survey levels while the overall metro cume slid to a number lower than shown in the Winter book. Still, the station looks to continue to be a vital factor in the Chicago radio scene, especially since some former format competitors (WMET, for instance) have switched to other sounds. WLS did not conduct any major promotion during the big A/M '79 sweep, but just prior to the survey gave away a completely furnished house worth \$70,000. In terms of outside advertising, the station is always presenting itself, but WLS kept the TV, billboards, bus sides and newspapers at their usual level, rather than beef up just for the sweeps.

Other formats and stations worth noting include WDAI and its Dancemusical radio sound, which continues to show improvement in the last two reports. CBS's news station, WBBM, has slid for the last two surveys, with eroding female adult numbers across all major dayparts the main contributing factor. On the Black music scene, WBMX continues to show increased appeal while its AM competitor, WVON, has been sliding numbers for the last two sweeps. WBMX's gains are especially impressive among men in morning drive, where its share is now several times larger than WVON's.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 62282

AM '78	J/A '78	OM '78	JF '78	AM '79	J/A '79
1 WGN -AM 13.6	WGN -AM 12.0	WGN -AM 10.2	WGN -AM 12.2	WGN -AM 11.1	WGN -AM 11.8
2 WLOO -FM 7.6	WLS -AM 8.4	WBBM -AM 7.5	WBBM -AM 7.4	WLS -AM 8.0	WLOO -FM 7.4
3 WLS -AM 7.3	WLOO -FM 7.1	WBBM -AM 7.2	WLOO -FM 6.4	WLOO -FM 7.0	WLUP -FM 7.4
4 WBBM -AM 6.3	WBBM -AM 6.7	WMAQ -AM 6.6	WMAQ -AM 6.3	WBBM -AM 7.0	WLS -AM 6.5
5 WAAK -FM 5.1	WBMX -FM 5.6	WLS -AM 6.4	WLS -AM 6.0	WLUP -FM 5.3	WBBM -FM 5.5
6 WVON -AM 4.9	WMAQ -AM 5.6	WBBM -FM 5.0	WIND -AM 4.7	WMAQ -AM 4.8	WBBM -AM 5.5
7 WMAQ -AM 4.7	WMAQ -AM 4.6	WMAQ -AM 4.6	WMAQ -AM 4.7	WMAQ -AM 4.4	WMAQ -AM 4.4
8 WBBM -FM 4.2	WMAQ -AM 4.2	WMAQ -AM 4.2	WMAQ -AM 4.2	WMAQ -AM 4.3	WMAQ -AM 4.3
9 WCLR -FM 3.9	WMAQ -AM 3.4	WMAQ -AM 3.4	WMAQ -AM 3.4	WMAQ -AM 3.5	WMAQ -AM 4.0
10 WIND -AM 3.8	WMAQ -AM 3.0	WMAQ -AM 3.0	WMAQ -AM 3.2	WMAQ -AM 3.1	WMAQ -AM 3.1
11 WYFR -FM 3.4	WMAQ -AM 3.0	WMAQ -AM 3.1	WMAQ -AM 3.2	WMAQ -AM 2.9	WMAQ -AM 2.9
12 WMET -FM 3.3	WMAQ -AM 2.9	WMAQ -AM 2.9	WMAQ -AM 2.9	WMAQ -AM 2.5	WMAQ -AM 2.5
13 WLUP -FM 2.8	WMAQ -AM 2.8	WMAQ -AM 2.8	WMAQ -AM 2.8	WMAQ -AM 2.4	WMAQ -AM 2.4
14 WDAI -FM 2.5	WMAQ -AM 2.7	WMAQ -AM 2.7	WMAQ -AM 2.7	WMAQ -AM 2.4	WMAQ -AM 2.4
15 WDX -FM 2.2	WMAQ -AM 2.2	WMAQ -AM 2.2	WMAQ -AM 2.2	WMAQ -AM 2.4	WMAQ -AM 2.4
16 WJZ -FM 1.9	WMAQ -AM 2.0	WMAQ -AM 2.0	WMAQ -AM 2.0	WMAQ -AM 2.4	WMAQ -AM 2.4
17 WJJD -AM 1.9	WMAQ -AM 1.8	WMAQ -AM 1.8	WMAQ -AM 1.8	WMAQ -AM 2.4	WMAQ -AM 2.4
18 WBBM -FM 1.8	WMAQ -AM 1.8	WMAQ -AM 1.8	WMAQ -AM 1.8	WMAQ -AM 2.4	WMAQ -AM 2.4
19 WCFM -AM 1.8	WMAQ -AM 1.7	WMAQ -AM 1.7	WMAQ -AM 1.7	WMAQ -AM 2.4	WMAQ -AM 2.4
20 WYFR -FM 1.5	WMAQ -AM 1.7	WMAQ -AM 1.7	WMAQ -AM 1.7	WMAQ -AM 2.4	WMAQ -AM 2.4
21 WCFM -FM 1.5	WMAQ -AM 1.7	WMAQ -AM 1.7	WMAQ -AM 1.7	WMAQ -AM 2.4	WMAQ -AM 2.4
22 WCFM -FM 1.5	WMAQ -AM 1.5	WMAQ -AM 1.5	WMAQ -AM 1.5	WMAQ -AM 2.4	WMAQ -AM 2.4
23 WYFR -FM 1.5	WMAQ -AM 1.5	WMAQ -AM 1.5	WMAQ -AM 1.5	WMAQ -AM 2.4	WMAQ -AM 2.4
24 WYFR -FM 1.1	WMAQ -AM 1.5	WMAQ -AM 1.5	WMAQ -AM 1.5	WMAQ -AM 2.4	WMAQ -AM 2.4
25 WJPC -AM 0.7	WMAQ -AM 1.0	WMAQ -AM 1.0	WMAQ -AM 1.0	WMAQ -AM 2.4	WMAQ -AM 2.4
26 WYEN -FM 0.6	WMAQ -AM 0.6	WMAQ -AM 0.6	WMAQ -AM 0.6	WMAQ -AM 2.4	WMAQ -AM 2.4
27 WYEN -FM 0.3	WMAQ -AM 0.6	WMAQ -AM 0.6	WMAQ -AM 0.6	WMAQ -AM 2.4	WMAQ -AM 2.4
28 WYFR -FM 0.3	WMAQ -AM 0.5	WMAQ -AM 0.5	WMAQ -AM 0.5	WMAQ -AM 2.4	WMAQ -AM 2.4
29 WYFR -FM 0.1	WMAQ -AM 0.5	WMAQ -AM 0.5	WMAQ -AM 0.5	WMAQ -AM 2.4	WMAQ -AM 2.4
30					
31					
32					
33					
34					
35					

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 62282

AM '78	J/A '78	OM '78	JF '78	AM '79	J/A '79
1 WGN -AM 1369	WGN -AM 1211	WGN -AM 1002	WGN -AM 1283	WGN -AM 1152	WGN -AM 1117
2 WLOO -FM 767	WLS -AM 840	WLOO -FM 729	WBBM -AM 781	WLS -AM 830	WLOO -FM 728
3 WLS -AM 732	WLOO -FM 712	WBBM -AM 707	WLOO -FM 673	WLOO -FM 728	WLUP -FM 728
4 WBBM -AM 636	WBBM -AM 674	WMAQ -AM 649	WMAQ -AM 667	WBBM -AM 724	WLS -AM 667
5 WAAK -FM 515	WMAQ -AM 562	WLS -AM 625	WLS -AM 631	WLUP -FM 555	WBBM -AM 555
6 WVON -AM 489	WMAQ -AM 464	WMAQ -AM 489	WIND -AM 497	WMAQ -AM 498	WBBM -AM 498
7 WMAQ -AM 474	WIND -AM 464	WMAQ -AM 464	WMAQ -AM 464	WMAQ -AM 464	WMAQ -AM 464
8 WBBM -FM 422	WMAQ -AM 422	WMAQ -AM 422	WMAQ -AM 422	WMAQ -AM 422	WMAQ -AM 422
9 WCLR -FM 393	WMAQ -AM 339	WMAQ -AM 339	WMAQ -AM 339	WMAQ -AM 339	WMAQ -AM 339
10 WIND -AM 380	WMAQ -AM 306	WMAQ -AM 306	WMAQ -AM 306	WMAQ -AM 306	WMAQ -AM 306
M-F, 6-10am					
1 WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM
2 WBBM -AM	WBBM -AM	WBBM -AM	WBBM -AM	WBBM -AM	WBBM -AM
3 WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
4 WLOO -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
5 WVON -AM	WLOO -FM	WLOO -FM	WLOO -FM	WLOO -FM	WLOO -FM
6 WIND -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
7 WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
8 WYFR -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
9 WMAQ -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
10 WBBM -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
M-F, 3-7pm					
1 WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM
2 WLOO -FM	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
3 WLS -AM	WLOO -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
4 WMAQ -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
5 WBBM -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
6 WMAQ -AM	WBBM -AM	WBBM -AM	WBBM -AM	WBBM -AM	WBBM -AM
7 WCLR -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
8 WVON -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
9 WBBM -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
10 WMET -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
Teens					
M-S, 6am-Midnight					
POP(00): 8690					
AM '78	J/A '78	OM '78	JF '78	AM '79	J/A '79
1 WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
2 WMET -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
3 WVON -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
4 WLUP -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
5 WBBM -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
6 WDAI -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
7 WYFR -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
8 WMAQ -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
9 WDAI -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
10 WGN -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
M-F, 6-10am					
1 WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
2 WVON -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
3 WMET -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
4 WLUP -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
5 WDAI -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
6 WBBM -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
7 WYFR -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
8 WMAQ -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
9 WDAI -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
10 WGN -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
M-F, 3-7pm					
1 WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
2 WMET -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
3 WVON -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
4 WLUP -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
5 WDAI -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
6 WBBM -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
7 WYFR -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
8 WMAQ -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
9 WDAI -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
10 WGN -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
Adults 18-34					
M-S, 6am-Midnight					
POP(00): 22019					
AM '78	J/A '78	OM '78	JF '78	AM '79	J/A '79
1 WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
2 WBBM -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
3 WYFR -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
4 WMAQ -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
5 WLUP -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
6 WDAI -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
7 WMAQ -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
8 WYFR -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
9 WDAI -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
10 WGN -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
M-F, 6-10am					
1 WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
2 WVON -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
3 WMET -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
4 WLUP -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
5 WDAI -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
6 WBBM -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
7 WYFR -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
8 WMAQ -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
9 WDAI -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
10 WGN -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
Adults 25-49					
M-S, 6am-Midnight					
POP(00): 25289					
AM '78	J/A '78	OM '78	JF '78	AM '79	J/A '79
1 WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM
2 WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
3 WLOO -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
4 WCLR -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
5 WMAQ -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
6 WBBM -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
7 WVON -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
8 WIND -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
9 WMAQ -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
10 WMAQ -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
M-F, 6-10am					
1 WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM	WGN -AM
2 WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM	WLS -AM
3 WBBM -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
4 WIND -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
5 WLOO -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
6 WVON -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
7 WMAQ -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
8 WCLR -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
9 WYFR -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM
10 WBBM -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM	WMAQ -AM



Dolby FM
restores the detail.

Dolby FM
means signal
integrity.

Each process
applied
to the signal by
Dolby FM
broadcasters is
precisely
matched by Dolby
equipped
FM receivers.

The listener
at home can hear
the signal in
exactly the form it
left the studio.

With Dolby FM
nothing is added—
or taken away.

 Dolby FM

Dolby Laboratories, Inc.
731 Sansome Street
San Francisco, CA 94111
Telephone (415) 392-0300
Telex 34409

Country Fresh



Country Sounds of Plough Radio
WPLO • Atlanta WMPS • Memphis
WJJD & WJEZ • Chicago
WSUN • St. Petersburg/Tampa

Plough Broadcasting Company, Inc.

WPLO WVEE Atlanta WCAO WXVV Baltimore WJJD WJEZ Chicago WMPS WHRK Memphis WSUN WQXM St. Petersburg Clearwater Tampa

1 WGN -AM	WGN -AM	WMAQ -AM	WGN -AM	WUOO -FM	WGN -AM	WLS -AM
2 WLS -AM	WLS -AM	WGN -AM	WMAQ -AM	WGN -AM	WLS -AM	WLS -AM
3 WUOO -FM	WUOO -FM	WUOO -FM	WLS -AM	WLS -AM	WUOO -FM	WUOO -FM
4 WMAQ -AM	WMAQ -AM	WMAQ -AM	WUOO -FM	WMAQ -AM	WMAQ -AM	WMAQ -AM
5 WYR -FM	WYR -FM	WYR -FM	WYR -FM	WYR -FM	WYR -FM	WYR -FM
6 WYR -FM	WYR -FM	WYR -FM	WYR -FM	WYR -FM	WYR -FM	WYR -FM
7 WYR -FM	WYR -FM	WYR -FM	WYR -FM	WYR -FM	WYR -FM	WYR -FM
8 WYR -FM	WYR -FM	WYR -FM	WYR -FM	WYR -FM	WYR -FM	WYR -FM
9 WYR -FM	WYR -FM	WYR -FM	WYR -FM	WYR -FM	WYR -FM	WYR -FM
10 WYR -FM	WYR -FM	WYR -FM	WYR -FM	WYR -FM	WYR -FM	WYR -FM

Cume Persons Trends/Rankings

Stat 12+
S, 6am-Midnight
JP (00): 42282

AM '78	JJA '78	O/N '78	JF '78	AM '79	JJA '79
1 WGN -AM	18228	WLS -AM	17060	WLS -AM	14327
2 WLS -AM	16597	WGN -AM	16127	WGN -AM	14185
3 WMAQ -AM	16048	WMAQ -AM	12516	WMAQ -AM	13370
4 WUOO -FM	8470	WUOO -FM	7790	WYR -FM	6620
5 WYR -FM	7809	WYR -FM	6274	WMAQ -AM	9421
6 WYR -FM	6726	WYR -FM	6228	WYR -FM	6138
7 WYR -FM	6475	WYR -FM	5484	WYR -FM	5806
8 WYR -FM	5789	WYR -FM	5447	WYR -FM	5256

S, 6-10am

AM '78	JJA '78	O/N '78	JF '78	AM '79	JJA '79
1 WGN -AM	18228	WLS -AM	17060	WLS -AM	14327
2 WLS -AM	16597	WGN -AM	16127	WGN -AM	14185
3 WMAQ -AM	16048	WMAQ -AM	12516	WMAQ -AM	13370
4 WUOO -FM	8470	WUOO -FM	7790	WYR -FM	6620
5 WYR -FM	7809	WYR -FM	6274	WMAQ -AM	9421
6 WYR -FM	6726	WYR -FM	6228	WYR -FM	6138
7 WYR -FM	6475	WYR -FM	5484	WYR -FM	5806
8 WYR -FM	5789	WYR -FM	5447	WYR -FM	5256

3-7pm

AM '78	JJA '78	O/N '78	JF '78	AM '79	JJA '79
1 WGN -AM	18228	WLS -AM	17060	WLS -AM	14327
2 WLS -AM	16597	WGN -AM	16127	WGN -AM	14185
3 WMAQ -AM	16048	WMAQ -AM	12516	WMAQ -AM	13370
4 WUOO -FM	8470	WUOO -FM	7790	WYR -FM	6620
5 WYR -FM	7809	WYR -FM	6274	WMAQ -AM	9421
6 WYR -FM	6726	WYR -FM	6228	WYR -FM	6138
7 WYR -FM	6475	WYR -FM	5484	WYR -FM	5806
8 WYR -FM	5789	WYR -FM	5447	WYR -FM	5256

ons
S, 6am-Midnight
P(00): 8690

AM '78	JJA '78	O/N '78	JF '78	AM '79	JJA '79
1 WLS -AM	18228	WLS -AM	17060	WLS -AM	14327
2 WMAQ -AM	16048	WMAQ -AM	12516	WMAQ -AM	13370
3 WYR -FM	7809	WYR -FM	6274	WMAQ -AM	9421
4 WYR -FM	6726	WYR -FM	6228	WYR -FM	6138
5 WYR -FM	6475	WYR -FM	5484	WYR -FM	5806
6 WYR -FM	5789	WYR -FM	5447	WYR -FM	5256

6-10am

AM '78	JJA '78	O/N '78	JF '78	AM '79	JJA '79
1 WLS -AM	18228	WLS -AM	17060	WLS -AM	14327
2 WMAQ -AM	16048	WMAQ -AM	12516	WMAQ -AM	13370
3 WYR -FM	7809	WYR -FM	6274	WMAQ -AM	9421
4 WYR -FM	6726	WYR -FM	6228	WYR -FM	6138
5 WYR -FM	6475	WYR -FM	5484	WYR -FM	5806
6 WYR -FM	5789	WYR -FM	5447	WYR -FM	5256

3-7pm

AM '78	JJA '78	O/N '78	JF '78	AM '79	JJA '79
1 WLS -AM	18228	WLS -AM	17060	WLS -AM	14327
2 WMAQ -AM	16048	WMAQ -AM	12516	WMAQ -AM	13370
3 WYR -FM	7809	WYR -FM	6274	WMAQ -AM	9421
4 WYR -FM	6726	WYR -FM	6228	WYR -FM	6138
5 WYR -FM	6475	WYR -FM	5484	WYR -FM	5806
6 WYR -FM	5789	WYR -FM	5447	WYR -FM	5256

ults 18-34
S, 6am-Midnight
P(00): 22019

AM '78	JJA '78	O/N '78	JF '78	AM '79	JJA '79
1 WLS -AM	18228	WLS -AM	17060	WLS -AM	14327
2 WMAQ -AM	16048	WMAQ -AM	12516	WMAQ -AM	13370
3 WYR -FM	7809	WYR -FM	6274	WMAQ -AM	9421
4 WYR -FM	6726	WYR -FM	6228	WYR -FM	6138
5 WYR -FM	6475	WYR -FM	5484	WYR -FM	5806
6 WYR -FM	5789	WYR -FM	5447	WYR -FM	5256

6-10am

AM '78	JJA '78	O/N '78	JF '78	AM '79	JJA '79
1 WLS -AM	18228	WLS -AM	17060	WLS -AM	14327
2 WMAQ -AM	16048	WMAQ -AM	12516	WMAQ -AM	13370
3 WYR -FM	7809	WYR -FM	6274	WMAQ -AM	9421
4 WYR -FM	6726	WYR -FM	6228	WYR -FM	6138
5 WYR -FM	6475	WYR -FM	5484	WYR -FM	5806
6 WYR -FM	5789	WYR -FM	5447	WYR -FM	5256

Adults 25-49
M-S, 6am-Midnight
POP(00): 25289

AM '78	JJA '78	O/N '78	JF '78	AM '79	JJA '79
1 WLS -AM	18228	WLS -AM	17060	WLS -AM	14327
2 WMAQ -AM	16048	WMAQ -AM	12516	WMAQ -AM	13370
3 WYR -FM	7809	WYR -FM	6274	WMAQ -AM	9421
4 WYR -FM	6726	WYR -FM	6228	WYR -FM	6138
5 WYR -FM	6475	WYR -FM	5484	WYR -FM	5806
6 WYR -FM	5789	WYR -FM	5447	WYR -FM	5256

M-F, 8-10am

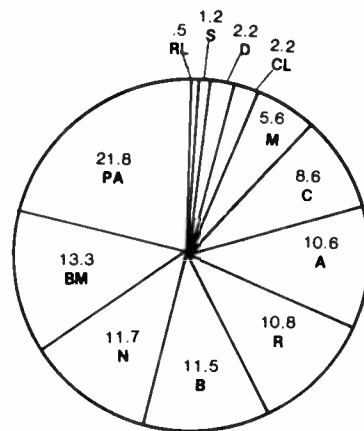
AM '78	JJA '78	O/N '78	JF '78	AM '79	JJA '79
1 WGN -AM	18228	WLS -AM	17060	WLS -AM	14327
2 WLS -AM	16597	WGN -AM	16127	WGN -AM	14185
3 WMAQ -AM	16048	WMAQ -AM	12516	WMAQ -AM	13370
4 WUOO -FM	8470	WUOO -FM	7790	WYR -FM	6620
5 WYR -FM	7809	WYR -FM	6274	WMAQ -AM	9421
6 WYR -FM	6726	WYR -FM	6228	WYR -FM	6138
7 WYR -FM	6475	WYR -FM	5484	WYR -FM	5806
8 WYR -FM	5789	WYR -FM	5447	WYR -FM	5256

M-F, 3-7pm

AM '78	JJA '78	O/N '78	JF '78	AM '79	JJA '79
1 WLS -AM	18228	WLS -AM	17060	WLS -AM	14327
2 WMAQ -AM	16048	WMAQ -AM	12516	WMAQ -AM	13370
3 WYR -FM	7809	WYR -FM	6274	WMAQ -AM	9421
4 WYR -FM	6726	WYR -FM	6228	WYR -FM	6138
5 WYR -FM	6475	WYR -FM	5484	WYR -FM	5806
6 WYR -FM	5789	WYR -FM	5447	WYR -FM	5256

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

26

A/M '79 Market Overview

WLW continued to rank #1 in this market for the umpteenth sweep, thanks in part to the listening to Reds baseball (station always has better Spring books). P/A WLW skews 25+ and shows in this book that the traditional pattern of a much larger male audience in the Spring still holds true (due to baseball). Outside promos relied mainly on heavy TV exposure and many tie-ins to the Reds.

Among the younger skewing stations, WKRC, Taft's rocker, remained atop the pack. The exit of PD Jim Fox (to Houston, now returned to the station) did not hurt the station, which relied on its consistency to keep the audience loyal. Also, WSAI, long a format competitor, switched to Country, thus leaving some Top 40 listeners without another station to turn to. WKRC's outside exposure relied on TV, while the station conducted no special contests or promotions during the sweep.

On the AOR side, it appears as though WSAI-FM wooed away some WEBN audience. WSAI-FM's PD, the now departed (for Dallas) Tom Owens, programmed the station aggressively and perhaps with more of an all-rock focus than the effort at WEBN, which relied on more of an eclectic musical blend. WSAI-FM also is actively involved in "street" promotions to keep visibility high among the target audience. To counter the WEBN decline, the station has now become a **Burkhart-Abrams Superstars** client, so the Fall book may tell the tale here.

Good news for the leading Country station in Cincinnati, as WUBE-FM rebounded from a poor Fall book back to its usual 5 share of the market. WUBE-FM's biggest gains came among women, especially in the midday and afternoon drive dayparts.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 11126

A/M '78	O/N '78	A/M '79			
1 WLW -AM	16.7	WKRC-FM	12.0	WLW -AM (PA)	6.6
2 WKRC -AM	11.5	WKRC-FM	11.5	WKRC-FM (M)	12.1
3 WKRC-FM	10.7	WLW -AM	11.3	WCKY-AM (PA)	10.0
4 WKRC-AM	9.0	WKRC-AM	9.4	WKRC-AM (PA)	8.4
5 WSAI-AF	8.8	WWEZ-FM	9.1	WWEZ-FM (M)	7.1
6 WEBN-FM	8.2	WEBN-FM	7.3	WSAI-FM (A)	6.0
7 WUBE-AF	6.6	WSAI-FM	5.0	WUBE-FM (C)	5.1
8 WCIN-AM	5.4	WCIN-AM	4.2	WLQA-FM (M)	5.0
9 WWEZ-FM	5.3	WLQA-FM	4.2	WEBN-FM (A)	4.3
10 WLQA-FM	4.1	WUBE-FM	3.1	WSAI-AM (C)	3.1
11 WLWS-FM	1.6	WSAI-AM	3.0	WLWS-FM (PA)	3.1
12 WLUV-FM	0.9	WUBE-AM	2.5	WCIN-AM (C)	2.7
13 WLKY-FM	0.7	WLUV-FM	1.6	WOKV-FM (C)	2.6
14 WNOF-AM	0.6	WLWS-FM	1.6	WUBE-AM (C)	1.9
15 WSCB-FM	0.6	WNOF-AM	1.4	WLUV-FM (PA)	1.3
16 WONE-AM	0.6	WOKV-FM	1.3	WNOF-AM (C)	1.0
17 WDAO-FM	0.6	WONE-AM	1.0	WHTO-FM (PA)	0.5
18 WFFB-AM	0.4	WSCB-FM	0.9	WZLF-AM (M)	0.5
19		WZLF-AM	0.7	WUBE-AM (C)	0.5
20		WING-AM	0.7	WLKY-FM (M)	0.4
21		WLKY-FM	0.7	WKRC-FM (M)	0.4
22		WVUU-FM	0.5	WFFB-FM (M)	0.3
23		WMOH-AM	0.4		
24		WFFB-AM	0.4		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 11126

A/M '78	O/N '78	A/M '79			
1 WLW -AM	301	WKRC-FM	194	WLW -AM	271
2 WCKY-AM	207	WCKY-AM	185	WKRC-AM	210
3 WKRC-FM	193	WLW -AM	182	WCKY-AM	187
4 WKRC-AM	162	WKRC-AM	152	WKRC-AM	145
5 WSAI-AF	159	WWEZ-FM	146	WWEZ-FM	123
6 WEBN-FM	148	WEBN-FM	118	WSAI-FM	105
7 WUBE-AF	119	WSAI-FM	80	WUBE-FM	88
8 WCIN-AM	97	WCIN-AM	67	WLQA-FM	87
9 WWEZ-FM	95	WLQA-FM	67	WEBN-FM	74
10 WLQA-FM	74	WUBE-FM	52	WSAI-AM	54

M-F, 6-10am	WLW -AM	WCKY-AM	WKRC-AM	WKRC-FM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM
1	WLW -AM	WCKY-AM	WKRC-AM	WKRC-FM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM
2	WCKY-AM	WKRC-AM	WKRC-FM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
3	WKRC-AM	WKRC-FM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM	
4	WKRC-FM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM		
5	WSAI-AF	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM		
6	WUBE-AF	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM			
7	WEBN-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM			
8	WCIN-AM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM			
9	WLQA-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM			
10	WWEZ-FM	WSAI-AM	WSAI-AM						

M-F, 3-7pm	WLW -AM	WKRC-FM	WKRC-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
1	WLW -AM	WKRC-FM	WKRC-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
2	WKRC-FM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM		
3	WCKY-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM		
4	WSAI-AF	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM		
5	WEBN-FM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM		
6	WKRC-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM		
7	WUBE-AF	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM		
8	WCIN-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM		
9	WWEZ-FM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM		
10	WLQA-FM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM		

Teens

M-S, 6am-Midnight
POP(00): 1538

A/M '78	O/N '78	A/M '79
1 WKRC-FM	WKRC-FM	WKRC-FM
2 WSAI-AF	WEBN-FM	WSAI-FM
3 WCIN-AM	WSAI-FM	WOKV-FM
4 WEBN-FM	WCIN-AM	WCIN-AM
5 WLW -AM	WOKV-FM	WLW -AM
6 WDAO-FM	WLW -AM	WEBN-FM
7 WLWS-FM	WKRC-AM	WSAI-AM
8 WUBE-AF	WSAI-AM	WKRC-AM
9 WCKY-AM	WMOH-AM	WFFB-FM
10 WWEZ-FM	WUBE-FM	WLQA-FM

M-F, 6-10am	WKRC-FM	WKRC-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
1	WKRC-FM	WKRC-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
2	WCIN-AM	WKRC-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
3	WSAI-AF	WKRC-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
4	WEBN-FM	WCIN-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
5	WLW -AM	WOKV-FM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
6	WCKY-AM	WLW -AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
7	WKRC-AM	WOKV-FM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
8	WLWS-FM	WSAI-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
9	WDAO-FM	WCKY-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
10	WUBE-AF	WMOH-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM

M-F, 3-7pm	WKRC-FM	WKRC-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
1	WKRC-FM	WKRC-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
2	WSAI-AF	WEBN-FM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
3	WCIN-AM	WCIN-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
4	WEBN-FM	WSAI-FM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
5	WDAO-FM	WOKV-FM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
6	WLWS-FM	WLW -AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
7	WLW -AM	WSAI-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
8	WCKY-AM	WMOH-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
9	WUBE-AF	WKRC-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
10	WWEZ-FM	WUBE-FM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 3882

A/M '78	O/N '78	A/M '79
1 WEBN-FM	WKRC-FM	WKRC-FM
2 WKRC-FM	WKRC-FM	WSAI-FM
3 WSAI-AF	WSAI-FM	WEBN-FM
4 WLW -AM	WKRC-AM	WLW -AM
5 WKRC-AM	WLW -AM	WKRC-AM
6 WCIN-AM	WWEZ-FM	WWEZ-FM
7 WUBE-AF	WSAI-AM	WLQA-FM
8 WLQA-FM	WCIN-AM	WUBE-FM
9 WLWS-FM	WLQA-FM	WOKV-FM
10 WWEZ-FM	WLWS-FM	WCIN-AM

M-F, 6-10am	WEBN-FM	WKRC-FM	WKRC-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
1	WEBN-FM	WKRC-FM	WKRC-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
2	WLW -AM	WKRC-FM	WKRC-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
3	WSAI-AF	WKRC-AM	WKRC-FM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
4	WKRC-FM	WSAI-FM	WKRC-FM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
5	WKRC-AM	WLW -AM	WKRC-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
6	WUBE-AF	WLW -AM	WKRC-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
7	WCIN-AM	WLW -AM	WKRC-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
8	WLQA-FM	WLW -AM	WKRC-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
9	WCKY-AM	WSAI-AM	WKRC-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
10	WLWS-FM	WSAI-AM	WKRC-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM

M-F, 3-7pm	WKRC-FM	WKRC-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
1	WKRC-FM	WKRC-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
2	WEBN-FM	WKRC-FM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
3	WSAI-AF	WKRC-FM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
4	WLW -AM	WKRC-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
5	WKRC-AM	WLW -AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
6	WUBE-AF	WWEZ-FM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
7	WCIN-AM	WUBE-FM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
8	WLQA-FM	WUBE-FM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
9	WLWS-FM	WCIN-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
10	WWEZ-FM	WSAI-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 4404

A/M '78	O/N '78	A/M '79
1 WLW -AM	WLW -AM	WLW -AM
2 WUBE-AF	WKRC-AM	WKRC-AM
3 WKRC-FM	WWEZ-FM	WKRC-FM
4 WKRC-AM	WKRC-FM	WUBE-FM
5 WSAI-AF	WKRC-FM	WLQA-FM
6 WLQA-FM	WEBN-FM	WWEZ-FM
7 WUBE-AF	WUBE-FM	WWEZ-FM
8 WCKY-AM	WCKY-AM	WLWS-FM
9 WLW -AM	WSAI-AM	WCKY-AM
10 WEBN-FM	WSAI-FM	WSAI-AM

M-F, 6-10am	WLW -AM	WKRC-AM	WKRC-FM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
1	WLW -AM	WKRC-AM	WKRC-FM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
2	WUBE-AF	WKRC-AM	WKRC-FM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
3	WKRC-AM	WKRC-FM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM	
4	WKRC-FM	WKRC-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM	
5	WSAI-AF	WLQA-FM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM	
6	WCKY-AM	WUBE-FM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM	
7	WLQA-FM	WUBE-FM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM	
8	WWEZ-FM	WEBN-FM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM	
9	WCIN-AM	WSAI-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM	
10	WEBN-FM	WCIN-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM	

M-F, 3-7pm	WLW -AM	WKRC-FM	WKRC-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
1	WLW -AM	WKRC-FM	WKRC-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
2	WUBE-AF	WKRC-FM	WKRC-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
3	WKRC-FM	WUBE-FM	WKRC-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
4	WKRC-AM	WKRC-AM	WKRC-AM	WUBE-FM	WWEZ-FM	WLQA-FM	WSAI-FM	WEBN-FM	WSAI-AM
5	WCKY-AM	WEB							

Cleveland

METRO RANK



A/M '79 Market Overview

Cleveland has a split personality, radio-wise, and it's exemplified again this book. Older skewing stations such as the Beautiful Music leaders, **WQAL** & **WDOK**, and the P/A heavies **WWWE** and **WGAR** (Cleveland is one of the strongest P/A markets in the nation) score well, but so do such stations as AOR fixture **WMMS** and Top 40 rocker **WGCL**.

WQAL continues to lead the market in overall 12+ share, built on solid 25-49 base. The **Bonneville** format does not really allow for on-air contests, but WQAL does promote outside with a moderate amount of TV advertising. Male numbers up slightly in this book while women declined to generate an overall slip in share. BM competitor **WDOK** closed the gap somewhat with a rebound from a poor Fall '78 report. The **Combined Communications** station is now #2 overall in the metro, with good gains posted in this sweep among adults 25+ across the major dayparts. **WDOK's** **Churchill Beautiful Music** format is supplemented by outside advertising on TV. No on-air contests or promotions.

In the P/A realm, both **WGAR** and **WWWE** showed increases in the A/M '79 results. **3WE** carries Indians baseball, and as a result increased its adult men numbers well, especially in the afternoon drive and evening dayparts. **WGAR** earned some healthy gains among adults in AM drive, accounting for a significant part of the station's improved showing.

Among the younger-skewing entities, "The Buzzard," **WMMS**, is still alive and well atop the AOR circuit, but the station dropped to its lowest share since J/F '78. **WMMS** has been the consistent AOR leader in Cleveland and does not gear promotions or ads especially for the sweeps. **WMMS** relies instead on high visibility jocks, street promotions, and concerts to keep itself in the forefront of the local music scene. Heavy merchandising of the station's "Buzzard" logo through T-shirts, etc. AOR competitor **WWWM** improves by posting sizeable gains among young adults in midday.

The Top 40 segment of the market saw an increase for **WGCL** and a decline for its aggressive competitor, **WZZP**. **WGCL** used its consistent sound to score impressive gains in AM drive (where the station doubled its male audience) and improve well in other dayparts also. The problems for **WZZP** can be traced to a drastic decline in teens (in every daypart), and a young adult decline in the evenings.

An ethnic success story resides in Cleveland. **WJMO**, the leading Black station there, gained more than a share point and now lays claim to being the highest rated Black station in the top 30 markets. **WJMO** scored consistent gains throughout the broadcast week, mainly in the younger (12-34) demos. The station maintains high visibility in the ethnic community and used the "cash call" variety of on-air contest during the A/M '79 sweep.

Average Persons 12+ Share/Rankings

Monday-Sunday, 6am-Midnight
POP(00): 1,604,000

	A/M '78	O/N '78	J/F '79	A/M '79		
1 WQAL-FM	11.4	WHK-AM	9.2	WQAL-FM (RM) 11.4		
2 WDOK-FM	9.3	WQAL-FM	8.6	WDOK-FM (RM) 9.3		
3 WMMS-FM	8.8	WDOK-FM	8.6	WERE-AM	7.1	WMA-FM (A) 7.7
4 WWWE-AM	7.6	WMMS-FM	7.9	WHK-AM (C) 7.7		
5 WJMO-AM	7.0	WJMO-AM	6.2	WGAR-AM	5.7	WUJ-FM (B) 7.1
6 WHK-AM	6.6	WWWM-FM	5.8	WDOK-FM (PA) 6.2		
7 WGAR-AM	6.5	WWWE-AM	5.7	WGCL-FM	5.5	WGAR-AM (PA) 6.2
8 WERE-AM	5.1	WERE-AM	5.4	WJW-AM	5.2	WJMO-AM (B) 5.8
9 WWWM-FM	4.4	WGAR-AM	5.4	WWWE-AM	5.1	WERE-AM (B) 5.5
10 WKSJ-FM	4.4	WKSJ-FM	4.7	WKSJ-FM	5.0	WWWM-FM (A) 5.1
11 WZZP-FM	3.7	WJW-AM	4.4	WJMO-AM	4.6	WJW-AM (BM) 3.1
12 WGCL-FM	3.4	WGCL-FM	3.8	WWWM-FM	4.1	WJW-AM (PA) 5.8
13 WJMT-FM	2.9	WZZP-FM	2.9	WZZP-FM	3.7	WGLV-FM (C) 2.5
14 WCLV-FM	2.3	WRRG-AM	2.6	WCLV-FM	3.4	WZZP-FM (B) 2.3
15 WJW-AM	2.2	WJMT-FM	2.1	WRRG-AM	3.2	WRRG-AM (T) 2.3
16 WLYT-FM	1.4	WCLV-FM	1.8	WJMT-FM	2.4	WJMT-FM (A) 1.1
17 WRRG-AM	1.3	CNLW-AM	1.3	WZAN-FM	1.2	WJMT-FM (D) 1.1
18 WABQ-AM	1.1	WZAN-FM	1.3	WSEK-AM	1.1	WSEK-AM (C) 1.3
19 WJRN-FM	1.1	WLYT-FM	1.1	WABQ-AM	1.0	WABQ-AM (B) 1.3
20 CNLW-AM	1.1	WKDD-FM	1.0	WFUL-AM	1.0	WZAN-FM (M) 1.3
21 WZAN-FM	0.8	WSEK-AM	0.9	WJRN-FM	0.9	WLYT-FM (A) 1.0
22 WKDD-FM	0.6	WABQ-AM	0.8	WKDD-FM	0.6	WJRN-FM (BM) 0.8
23 WFUL-AM	0.5	WJRN-FM	0.7	WLYT-FM	0.6	WSEK-AM (PA) 0.7
24		WJEA-FM	0.6	WJEA-FM	0.6	WJW-AM (PA) 0.7
25		WELW-AM	0.5	CNLW-AM	0.4	CNLW-AM (B) 0.5

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1,604,000

	A/M '78	O/N '78	J/F '79	A/M '79			
1 WQAL-FM	281	WHK-AM	225	WQAL-FM	265	WQAL-FM	250
2 WDOK-FM	229	WQAL-FM	211	WMMS-FM	230	WDOK-FM	188
3 WMMS-FM	217	WDOK-FM	207	WERE-AM	178	WMMS-FM	184
4 WWWE-AM	187	WMMS-FM	194	WHK-AM	170	WHK-AM	172
5 WJMO-AM	173	WJMO-AM	151	WGAR-AM	143	WGCL-FM	170
6 WHK-AM	163	WWWM-FM	142	WDOK-FM	138	WWWE-AM	149
7 WGAR-AM	160	WWWE-AM	140	WGCL-FM	136	WGAR-AM	148
8 WERE-AM	127	WERE-AM	136	WJW-AM	129	WJMO-AM	139
9 WWWM-FM	109	WGAR-AM	132	WWWE-AM	127	WERE-AM	132
10 WKSJ-FM	108	WKSJ-FM	114	WKSJ-FM	124	WWWM-FM	123

M-F, 6-10am

1 WHK-AM	WHK-AM	WERE-AM	WHK-AM
2 WQAL-FM	WWWE-AM	WHK-AM	WGAR-AM
3 WDOK-FM	WDOK-FM	WQAL-FM	WQAL-FM
4 WGAR-AM	WGAR-AM	WGAR-AM	WERE-AM
5 WERE-AM	WERE-AM	WMMS-FM	WGCL-FM
6 WMMS-FM	WWWE-AM	WWWE-AM	WMMS-FM
7 WWWE-AM	WGAR-AM	WJW-AM	WDOK-FM
8 WJMO-AM	WJMO-AM	WGCL-FM	WJW-AM
9 WGCL-FM	WWWM-FM	WJMO-AM	WJMO-AM
10 WJW-AM	WJW-AM	WDOK-FM	WWWE-AM

M-F, 3-7pm

1 WQAL-FM	WQAL-FM	WQAL-FM	WQAL-FM
2 WMMS-FM	WDOK-FM	WMMS-FM	WDOK-FM
3 WDOK-FM	WJMO-AM	WERE-AM	WMMS-FM
4 WJMO-AM	WMMS-FM	WGCL-FM	WGCL-FM
5 WGAR-AM	WHK-AM	WHK-AM	WJMO-AM
6 WWWE-AM	WERE-AM	WJMO-AM	WGAR-AM
7 WKSJ-FM	WKSJ-FM	WGAR-AM	WERE-AM
8 WWWM-FM	WWWM-FM	WDOK-FM	WHK-AM
9 WZZP-FM	WWWE-AM	WJW-AM	WWWM-FM
10 WHK-AM	WJW-AM	WKSJ-FM	WWWE-AM

Teens

M-S, 6am-Midnight
POP(00): 213,900

	A/M '78	O/N '78	J/F '79	A/M '79
1 WMMS-FM	WMMS-FM	WMMS-FM	WMMS-FM	WGCL-FM
2 WZZP-FM	WJMO-AM	WZZP-FM	WZZP-FM	WWWM-FM
3 WJMO-AM	WMMS-FM	WGCL-FM	WJMO-AM	WMMS-FM
4 WWWM-FM	WZZP-FM	WWWM-FM	WMMS-FM	WMMS-FM
5 WGCL-FM	WGCL-FM	WJMO-AM	WZZP-FM	WZZP-FM
6 WGAR-AM	WGAR-AM	WGAR-AM	WGAR-AM	WLYT-FM
7 WWWE-AM	WLYT-FM	WWWE-AM	WWWE-AM	WWWE-AM
8 WLYT-FM	CNLW-AM	WLYT-FM	WGAR-AM	WGAR-AM
9 WQAL-FM	WDOK-FM	CNLW-AM	WJMT-FM	WJMT-FM
10 WABQ-AM	WHK-AM	WQAL-FM	WHK-AM	WHK-AM

M-F, 8-10am

1 WMMS-FM	WWWM-FM	WGCL-FM	WGCL-FM
2 WJMO-AM	WJMO-AM	WWWM-FM	WJMO-AM
3 WZZP-FM	WMMS-FM	WMMS-FM	WMMS-FM
4 WWWM-FM	WGCL-FM	WZZP-FM	WWWM-FM
5 WGCL-FM	WZZP-FM	WZZP-FM	WZZP-FM
6 WGAR-AM	CNLW-AM	WJMO-AM	WZZP-FM
7 WWWE-AM	WGAR-AM	WGAR-AM	WWWE-AM
8 WQAL-FM	WHK-AM	WLYT-FM	WGAR-AM
9 WJMT-FM	WWWE-AM	WLYT-FM	WLYT-FM
10 WERE-AM	WLYT-FM	CNLW-AM	WHK-AM

M-F, 3-7pm

1 WZZP-FM	WJMO-AM	WMMS-FM	WWWM-FM
2 WJMO-AM	WWWM-FM	WJMO-AM	WGCL-FM
3 WMMS-FM	WZZP-FM	WZZP-FM	WJMO-AM
4 WWWM-FM	WMMS-FM	WGCL-FM	WZZP-FM
5 WGCL-FM	WGCL-FM	WWWM-FM	WLYT-FM
6 WGAR-AM	WDOK-FM	WGAR-AM	WMMS-FM
7 WWWE-AM	WGAR-AM	WLYT-FM	WGAR-AM
8 WABQ-AM	CNLW-AM	CNLW-AM	WJMT-FM
9 WQAL-FM	WKDD-FM	WABQ-AM	WABQ-AM
10 CNLW-AM	WLYT-FM	WHK-AM	WWWE-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 549,000

	A/M '78	O/N '78	J/F '79	A/M '79
1 WMMS-FM	WMMS-FM	WMMS-FM	WMMS-FM	WMMS-FM
2 WGAR-AM	WGAR-AM	WGCL-FM	WGCL-FM	WGAR-AM
3 WQAL-FM	WWWE-AM	WGCL-FM	WGCL-FM	WGCL-FM
4 WWWM-FM	WHK-AM	WWWM-FM	WWWM-FM	WWWM-FM
5 WJMO-AM	WJMO-AM	WJMO-AM	WJMO-AM	WJMO-AM
6 WWWE-AM	WGCL-FM	WGAR-AM	WGAR-AM	WGAR-AM
7 WJMT-FM	WWWE-AM	WGCL-FM	WGCL-FM	WZZP-FM
8 WGCL-FM	WGAR-AM	WDOK-FM	WDOK-FM	WJMT-FM
9 WDOK-FM	WQAL-FM	WJMO-AM	WJMO-AM	WKDD-FM
10 WZZP-FM	WJW-AM	WZZP-FM	WZZP-FM	WQAL-FM

M-F, 6-10am

1 WGAR-AM	WMMS-FM	WMMS-FM	WMMS-FM
2 WMMS-FM	WGAR-AM	WGAR-AM	WMMS-FM
3 WQAL-FM	WHK-AM	WHK-AM	WHK-AM
4 WWWE-AM	WWWM-FM	WHK-AM	WJMO-AM
5 WHK-AM	WWWE-AM	WWWE-AM	WWWM-FM
6 WJMO-AM	WJMO-AM	WJMO-AM	WHK-AM
7 WGCL-FM	WGCL-FM	WGCL-FM	WWWE-AM
8 WWWM-FM	WQAL-FM	WWWM-FM	WQAL-FM
9 WDOK-FM	WZZP-FM	WZZP-FM	WZZP-FM
10 WCLV-FM	WJMT-FM	WDOK-FM	WKSJ-FM

M-F, 3-7pm

1 WMMS-FM	WMMS-FM	WMMS-FM	WMMS-FM
2 WGAR-AM	WGAR-AM	WGAR-AM	WGAR-AM
3 WQAL-FM	WJMO-AM	WGCL-FM	WGCL-FM
4 WWWM-FM	WWWM-FM	WWWM-FM	WWWM-FM
5 WJMO-AM	WHK-AM	WJMT-FM	WJMO-AM
6 WJMT-FM	WWWE-AM	WWWE-AM	WJMT-FM
7 WGCL-FM	WGCL-FM	WQAL-FM	WQAL-FM
8 WWWE-AM	WHK-AM	WWWE-AM	WWWE-AM
9 WZZP-FM	WKSJ-FM	WDOK-FM	WZZP-FM
10 WDOK-FM	WQAL-FM	WRRG-AM	WHK-AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 438,000

	A/M '78	O/N '78	J/F '79	A/M '79
1 WQAL-FM	WHK-AM	WQAL-FM	WQAL-FM	WQAL-FM
2 WWWE-AM	WQAL-FM	WHK-AM	WGAR-AM	WHK-AM
3 WGAR-AM	WWWE-AM	WGAR-AM	WHK-AM	WGAR-AM
4 WDOK-FM	WGAR-AM	WMMS-FM	WWWE-AM	WMMS-FM
5 WMMS-FM	WDOK-FM	WWWE-AM	WGCL-FM	WWWE-AM
6 WHK-AM	WMMS-FM	WGL-FM	WJMO-AM	WGCL-FM
7 WJMO-AM	WKSJ-FM	WJW-AM	WDOK-FM	WDOK-FM
8 WJMT-FM	WJW-AM	WJW-AM	WKSJ-FM	WKSJ-FM
9 WERE-AM	WJMO-AM	WKSJ-FM	WCLV-FM	WCLV-FM
10 WKSJ-FM	WERE-AM	WJMO-AM	WKSJ-FM	WKSJ-FM

M-F, 6-10am			
1	WGAR-AM	WHK -AM	WGAR-AM
2	WQAL-FM	WWWE-AM	WHK -AM
3	WWWE-AM	WQAL-FM	WHK -AM
4	WJMO-FM	WGAR-AM	WQAL-FM
5	WHK -AM	WERE-AM	WGCL-FM
6	WMMS-FM	WJMO-AM	WWWE-AM
7	WERE-AM	WJMO-AM	WMMS-FM
8	WJMO-AM	WJW -AM	WWWE-AM
9	WCLV-FM	WJW -AM	WJMO-AM
10	WDMT-FM	WWWM-FM	WERE-AM

M-F, 3-7pm			
1	WQAL-FM	WQAL-FM	WQAL-FM
2	WGAR-AM	WHK -AM	WGAR-AM
3	WJMO-FM	WWWE-AM	WHK -AM
4	WWWE-AM	WGAR-AM	WWWE-AM
5	WMMS-FM	WMMS-FM	WJMO-AM
6	WJMO-AM	WJW -AM	WGCL-FM
7	WHK -AM	WJW -AM	WJMO-AM
8	WDMT-FM	WJW -AM	WMMS-FM
9	WKSJ-FM	WJMO-AM	WKSJ-FM
10	WGCL-FM	WERE-AM	WCLV-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POF(00): 16040

A/M '78	O/N '78	J/F '79	A/M '79					
1	WWWE-AM	3412	WHK -AM	3602	WGCL-FM	2879	WGAR-AM	3236
2	WGAR-AM	3296	WGAR-AM	2734	WGCL-FM	2867	WGCL-FM	3167
3	WQAL-FM	2932	WQAL-FM	2725	WERE-AM	2841	WQAL-FM	3018
4	WJMO-FM	2884	WWWE-AM	2680	WGAR-AM	2826	WWWE-AM	2644
5	WMMS-FM	2831	WMMS-FM	2646	WMMS-FM	2757	WMMS-FM	2580
6	WERE-AM	2432	WJMO-FM	2625	WHK -AM	2551	WERE-AM	2545
7	WGCL-FM	2222	WWWM-FM	2572	WWWE-AM	2525	WJMO-FM	2530
8	WHK -AM	2215	WERE-AM	2467	WWWM-FM	2160	WHK -AM	2453
9	WWWM-FM	2081	WGCL-FM	2185	WJMO-FM	1999	WWWM-FM	2192
10	WZZP-FM	2030	WJW -AM	1923	WZZP-FM	1974	WJW -AM	1739

M-F, 6-10am				
1	WGAR-AM	WHK -AM	WERE-AM	WGAR-AM
2	WWWE-AM	WERE-AM	WHK -AM	WERE-AM
3	WQAL-FM	WWWE-AM	WGAR-AM	WQAL-FM
4	WERE-AM	WQAL-FM	WQAL-FM	WGCL-FM
5	WJMO-FM	WGAR-AM	WHK -AM	WHK -AM
6	WHK -AM	WMMS-FM	WWWE-AM	WMMS-FM
7	WMMS-FM	WWWM-FM	WMMS-FM	WJMO-FM
8	WJMO-AM	WJMO-FM	WJW -AM	WWWE-AM
9	WWWM-FM	WJW -AM	WJMO-AM	WJMO-AM
10	WGCL-FM	WJMO-AM	WJMO-FM	WJW -AM

M-F, 3-7pm				
1	WGAR-AM	WMMS-FM	WMMS-FM	WGCL-FM
2	WQAL-FM	WQAL-FM	WQAL-FM	WJMO-FM
3	WMMS-FM	WWWM-FM	WGCL-FM	WGAR-AM
4	WWWE-AM	WERE-AM	WGAR-AM	WQAL-FM
5	WJMO-FM	WJMO-FM	WERE-AM	WMMS-FM
6	WGCL-FM	WHK -AM	WWWM-FM	WHK -AM
7	WERE-AM	WWWE-AM	WZZP-FM	WERE-AM
8	WWWM-FM	WGAR-AM	WWWE-AM	WHK -AM
9	WZZP-FM	WJMO-AM	WWWM-FM	WJMO-AM
10	WJMO-AM	WGCL-FM	WJMO-FM	WHK -AM

Teens
M-S, 6am-Midnight
POF(00): 2139

A/M '78	O/N '78	J/F '79	A/M '79	
1	WZZP-FM	WWWM-FM	WGCL-FM	WGCL-FM
2	WWWM-FM	WZZP-FM	WZZP-FM	WWWM-FM
3	WMMS-FM	WMMS-FM	WWWM-FM	WMMS-FM
4	WGCL-FM	WGCL-FM	WMMS-FM	WMMS-FM
5	WGAR-AM	WJMO-AM	WGAR-AM	WGAR-AM
6	WJMO-AM	WGAR-AM	WJMO-AM	WJMO-AM
7	WWWE-AM	WHK -AM	WWWE-AM	WLYT-FM
8	WLYT-FM	WLYT-FM	WLYT-FM	WWWE-AM
9	WQAL-FM	CKLW-AM	WLYT-FM	WDMT-FM
10	CKLW-AM	WJMO-FM	WQAL-FM	WHK -AM

M-F, 6-10am				
1	WWWM-FM	WWWM-FM	WGCL-FM	WGCL-FM
2	WZZP-FM	WMMS-FM	WZZP-FM	WMMS-FM
3	WMMS-FM	WZZP-FM	WWWM-FM	WWWM-FM
4	WGCL-FM	WJMO-AM	WMMS-FM	WJMO-AM
5	WJMO-AM	WGCL-FM	WJMO-AM	WZZP-FM
6	WGAR-AM	CKLW-AM	WGAR-AM	WGAR-AM
7	WWWE-AM	WGAR-AM	WLYT-FM	WLYT-FM
8	WLYT-FM	WHK -AM	WWWE-AM	WWWE-AM
9	WJMO-FM	WWWE-AM	WJMO-AM	WHK -AM
10	WERE-AM	WLYT-FM	WERE-AM	WJMO-AM

M-F, 3-7pm				
1	WZZP-FM	WWWM-FM	WZZP-FM	WGCL-FM
2	WWWM-FM	WZZP-FM	WZZP-FM	WWWM-FM
3	WMMS-FM	WMMS-FM	WMMS-FM	WZZP-FM
4	WGCL-FM	WMMS-FM	WMMS-FM	WMMS-FM
5	WJMO-AM	WJMO-AM	WJMO-AM	WJMO-AM
6	WGAR-AM	WGAR-AM	WJMO-AM	WLYT-FM
7	WWWE-AM	WLYT-FM	WGAR-AM	WGAR-AM
8	CKLW-AM	WDMT-FM	WLYT-FM	WDMT-FM
9	WLYT-FM	WHK -AM	WWWE-AM	WWWE-AM
10	WABQ-AM	WJMO-FM	WJW -AM	WHK -AM

Adults 18-34
M-S, 6am-Midnight
POF(00): 5406

A/M '78	O/N '78	J/F '79	A/M '79	
1	WMMS-FM	WMMS-FM	WMMS-FM	WGCL-FM
2	WGAR-AM	WGAR-AM	WGAR-AM	WGAR-AM
3	WWWE-AM	WWWM-FM	WGCL-FM	WMMS-FM
4	WGCL-FM	WGCL-FM	WWWM-FM	WWWM-FM
5	WWWM-FM	WHK -AM	WWWE-AM	WWWE-AM
6	WZZP-FM	WWWE-AM	WZZP-FM	WZZP-FM
7	WQAL-FM	WZZP-FM	WHK -AM	WJMO-AM
8	WJMO-AM	WJMO-AM	WJMO-AM	WQAL-FM
9	WHK -AM	WDMT-FM	WQAL-FM	WDMT-FM
10	WJMO-FM	WJMO-FM	WJMO-FM	WHK -AM

M-F, 6-10am				
1	WGAR-AM	WMMS-FM	WMMS-FM	WGAR-AM
2	WMMS-FM	WGAR-AM	WGAR-AM	WMMS-FM
3	WWWE-AM	WWWM-FM	WGCL-FM	WGCL-FM
4	WGCL-FM	WHK -AM	WGCL-FM	WWWM-FM
5	WWWM-FM	WWWE-AM	WWWE-AM	WJMO-AM
6	WHK -AM	WGCL-FM	WZZP-FM	WWWE-AM
7	WQAL-FM	WJMO-AM	WHK -AM	WZZP-FM
8	WJMO-AM	WZZP-FM	WJMO-AM	WDMT-FM
9	WJMO-FM	WDMT-FM	WQAL-FM	WHK -AM
10	WZZP-FM	WQAL-FM	WJMO-FM	WQAL-FM

M-F, 3-7pm				
1	WMMS-FM	WMMS-FM	WMMS-FM	WMMS-FM
2	WGAR-AM	WGCL-FM	WGCL-FM	WGCL-FM
3	WWWM-FM	WWWM-FM	WGAR-AM	WGAR-AM
4	WGCL-FM	WGCL-FM	WWWM-FM	WWWM-FM
5	WWWE-AM	WJMO-AM	WWWE-AM	WJMO-AM
6	WQAL-FM	WWWE-AM	WZZP-FM	WDMT-FM
7	WBBG-AM	WZZP-FM	WHK -AM	WZZP-FM
8	WZZP-FM	WHK -AM	WQAL-FM	WQAL-FM
9	WDMT-FM	WQAL-FM	WDMT-FM	WWWE-AM
10	WJMO-AM	WDMT-FM	WDOK-FM	WHK -AM

Adults 25-49
M-S, 6am-Midnight
POF(00): 6382

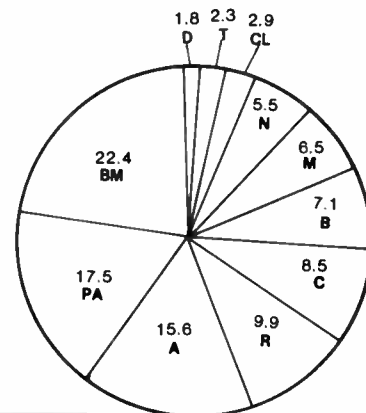
A/M '78	O/N '78	J/F '79	A/M '79	
1	WWWE-AM	WHK -AM	WQAL-FM	WGAR-AM
2	WGAR-AM	WGAR-AM	WGAR-AM	WGCL-FM
3	WQAL-FM	WWWE-AM	WWWE-AM	WGCL-FM
4	WJMO-FM	WQAL-FM	WHK -AM	WWWE-AM
5	WHK -AM	WJMO-FM	WGCL-FM	WHK -AM
6	WERE-AM	WERE-AM	WERE-AM	WDOK-FM
7	WMMS-FM	WMMS-FM	WJMO-AM	WMMS-FM
8	WGCL-FM	WJW -AM	WMMS-FM	WERE-AM
9	WKSJ-FM	WGCL-FM	WKSJ-FM	WJW -AM
10	WJMO-AM	WWWM-FM	WJMO-AM	WJMO-AM

M-F, 6-10am				
1	WWWE-AM	WHK -AM	WGAR-AM	WGAR-AM
2	WGAR-AM	WGAR-AM	WHK -AM	WQAL-FM
3	WHK -AM	WWWE-AM	WWWE-AM	WGCL-FM
4	WQAL-FM	WQAL-FM	WQAL-FM	WHK -AM
5	WJMO-FM	WERE-AM	WGCL-FM	WWWE-AM
6	WERE-AM	WJMO-FM	WERE-AM	WERE-AM
7	WMMS-FM	WMMS-FM	WMMS-FM	WDOK-FM
8	WJMO-AM	WJW -AM	WJMO-AM	WJMO-AM
9	WKSJ-FM	WJMO-AM	WDOK-FM	WMMS-FM
10	WCLV-FM	WWWM-FM	WKSJ-FM	WJW -AM

M-F, 3-7pm				
1	WGAR-AM	WGAR-AM	WQAL-FM	WGAR-AM
2	WQAL-FM	WHK -AM	WHK -AM	WQAL-FM
3	WWWE-AM	WWWE-AM	WWWE-AM	WGCL-FM
4	WJMO-FM	WQAL-FM	WGAR-AM	WWWE-AM
5	WERE-AM	WERE-AM	WGCL-FM	WDOK-FM
6	WHK -AM	WJMO-FM	WMMS-FM	WHK -AM
7	WMMS-FM	WMMS-FM	WJMO-AM	WMMS-FM
8	WGCL-FM	WJW -AM	WERE-AM	WJW -AM
9	WBBG-AM	WJMO-AM	WJMO-AM	WKSJ-FM
10	WKSJ-FM	WKSJ-FM	WCLV-FM	WJMO-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.

**Some
People
Laugh
at
Cleveland
but...**



**We make
Cleveland
Laugh...
Cry...
Sing...
Listen...
and REACT!**

We are MALRITE BROADCASTING



**#1 AM
ADULT
STATION***



**#1 FM
CONTEMPORARY
STATION***

and WE'RE PROUD OF OUR CITY !

 Represented by
Katz Radio

SOURCE: ARBITRON—APRIL / MAY 1979 MON. SUN. 6AM-12MID.
*WHK AVG. QTR. HR. SHARES METRO PERSONS 12+
*WMMS AVG. QTR. HR. SHARES METRO ADULTS 18-49

 **MALRITE**
The Broadcasting Company

WHK Cleveland
WMMS Cleveland
WZUU Milwaukee
WZUU-FM Milwaukee
WCTI-TV New Bern. N.C.

KEYE Minneapolis-St. Paul
KEYE-FM Minneapolis-St. Paul
WNYR Rochester. N.Y.
WEZO Rochester. N.Y.
WUHF-TV Rochester. N.Y.

Colorado Springs

METRO RANK

122

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 2267

A/M '77	A/M '78	A/M '79
1 KYSN-AM 13.8	KIIQ-AF 13.7	KYSN-AM 16.0
2 KRDO-FM 13.0	KYSN-AM 11.8	KIIQ-AF 12.3
3 KVOR-AM 10.7	KRDO-FM 11.0	KSPZ-FM 11.8
4 KSSS-AM 7.8	KSSS-AM 11.0	KRDO-FM 9.0
5 KSPZ-FM 7.0	KSPZ-FM 8.3	KVOR-AM 8.5
6 KIIQ-AF 6.5	KVOR-AM 8.0	KILO-FM 8.5
7 KP1K-AM 6.5	KKFM-FM 5.6	KSSS-AM 5.5
8 KRDO-AM 5.7	KRDO-AM 5.4	KRDO-AM 4.8
9 KKFM-FM 4.9	KOA -AM 4.6	KKFM-FM 4.3
10 KP1K-FM 4.7	KXXV-AF 3.8	KOA -AM 3.0
11 KIIQ-FM 4.4	KILO-FM 3.2	KP1K-AM 2.8
12 KRYT-AM 3.6	KP1K-AM 2.7	KXXV-AM 1.8
13 KOA -AM 3.4	KZLO-FM 1.9	KYNR-FM 1.8
14 KIIQ-AM 2.1	KPUB-AF 1.6	KVOD-FM 1.3
15 KINX-FM 1.6	KERE-AM 0.5	KHOW-AM 1.0
16 KHOW-AM 0.8	KHOW-AM 0.5	KWYD-FM 1.0
17 KWYD-FM 0.8	KIMN-AM 0.5	KLZ -AM 0.8
18 KLZ -AM 0.5	KLZ -AM 0.5	
19 KPUB-FM 0.5	KWYD-FM 0.5	
20 KIMN-AM 0.5		
21 KPUB-AF 0.5		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2267

A/M '77	A/M '78	A/M '79
1 KYSN-AM 53	KIIQ-AF 51	KYSN-AM 64
2 KRDO-FM 50	KYSN-AM 44	KIIQ-AF 49
3 KVOR-AM 41	KRDO-FM 41	KSPZ-FM 47
4 KSSS-AM 30	KSSS-AM 41	KRDO-FM 36
5 KSPZ-FM 27	KSPZ-FM 31	KVOR-AM 34

M-F, 6-10am

1 KVOR-AM	KYSN-AM	KYSN-AM
2 KYSN-AM	KVOR-AM	KVOR-AM
3 KRDO-FM	KIIQ-AF	KIIQ-AF
4 KSSS-AM	KSSS-AM	KSPZ-FM
5 KRDO-AM	KRDO-FM	KSSS-AM

M-F, 3-7pm

1 KRDO-FM	KIIQ-AF	KYSN-AM
2 KYSN-AM	KSSS-AM	KSPZ-FM
3 KSPZ-FM	KYSN-AM	KIIQ-AF
4 KIIQ-AF	KRDO-FM	KILO-FM
5 KSSS-AM	KSPZ-FM	KRDO-FM

Teens
M-S, 6am-Midnight
POP(00): 402

A/M '77	A/M '78	A/M '79
1 KYSN-AM	KYSN-AM	KYSN-AM
2 KSPZ-FM	KSPZ-FM	KSPZ-FM
3 KRYT-AM	KXXV-AF	KXXV-AM
4 KINX-FM	KIIQ-AF	KKFM-FM
5 KKFM-FM	KILO-FM	KIIQ-AF

M-F, 6-10am

1 KYSN-AM	KYSN-AM	KYSN-AM
2 KSPZ-FM	KSPZ-FM	KSPZ-FM
3 KIMN-AM	KIIQ-AF	KKFM-FM
4 KRYT-AM	KXXV-AF	KIIQ-AF
5 KINX-FM	KVOR-AM	KSSS-AM

M-F, 3-7pm

1 KYSN-AM	KYSN-AM	KYSN-AM
2 KSPZ-FM	KSPZ-FM	KSPZ-FM
3 KRYT-AM	KXXV-AF	KXXV-AM
4 KIIQ-AF	KIIQ-AF	KIIQ-AF
5 KRDO-FM	KRDO-AM	KKFM-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1055

A/M '77	A/M '78	A/M '79
1 KIIQ-AF	KIIQ-AF	KYSN-AM
2 KYSN-AM	KYSN-AM	KSPZ-FM
3 KRDO-FM	KSSS-AM	KIIQ-AF
4 KKFM-FM	KSPZ-FM	KILO-FM
5 KIIQ-FM	KKFM-FM	KSSS-AM

M-F, 6-10am

1 KYSN-AM	KIIQ-AF	KYSN-AM
2 KIIQ-AF	KYSN-AM	KIIQ-AF
3 KSSS-AM	KSSS-AM	KSPZ-FM
4 KIIQ-FM	KRDO-FM	KILO-FM
5 KRDO-FM	KKFM-FM	KSSS-AM

M-F, 3-7pm

1 KIIQ-AF	KIIQ-AF	KILO-FM
2 KRDO-FM	KKFM-FM	KYSN-AM
3 KIIQ-FM	KSPZ-FM	KSPZ-FM
4 KSPZ-FM	KSSS-AM	KIIQ-AF
5 KSSS-AM	KRDO-FM	KKFM-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 907

A/M '77	A/M '78	A/M '79
1 KRDO-FM	KRDO-FM	KIIQ-AF
2 KSSS-AM	KSSS-AM	KRDO-FM
3 KYSN-AM	KIIQ-AF	KVOR-AM
4 KVOR-AM	KYSN-AM	KSSS-AM
5 KSPZ-FM	KVOR-AM	KILO-FM

M-F, 6-10am

1 KSSS-AM	KIIQ-AF	KIIQ-AF
2 KVOR-AM	KSSS-AM	KVOR-AM
3 KRDO-FM	KRDO-FM	KSSS-AM
4 KYSN-AM	KVOR-AM	KRDO-FM
5 KIIQ-AF	KYSN-AM	KRDO-AM

M-F, 3-7pm

1 KRDO-FM	KSSS-AM	KRDO-FM
2 KSSS-AM	KRDO-FM	KIIQ-AF
3 KYSN-AM	KIIQ-AF	KILO-FM
4 KSPZ-FM	KYSN-AM	KVOR-AM
5 KVOR-AM	KVOR-AM	KSPZ-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2267

A/M '77	A/M '78	A/M '79
1 KYSN-AM 863	KYSN-AM 833	KYSN-AM 912
2 KRDO-AM 539	KIIQ-AF 478	KIIQ-AF 722
3 KVOR-AM 524	KSPZ-FM 561	KSPZ-FM 589
4 KRDO-FM 501	KRDO-FM 552	KVOR-AM 500
5 KSPZ-FM 488	KVOR-AM 501	KRDO-FM 386

M-F, 6-10am

1 KYSN-AM	KYSN-AM	KYSN-AM
2 KVOR-AM	KIIQ-AF	KIIQ-AF
3 KSSS-AM	KVOR-AM	KVOR-AM
4 KIIQ-AF	KSSS-AM	KSPZ-FM
5 KSPZ-FM	KRDO-FM	KSSS-AM

M-F, 3-7pm

1 KYSN-AM	KYSN-AM	KYSN-AM
2 KIIQ-AF	KSPZ-FM	KSPZ-FM
3 KRDO-FM	KIIQ-AF	KIIQ-AF
4 KSPZ-FM	KSSS-AM	KILO-FM
5 KSSS-AM	KRDO-FM	KVOR-AM

Teens
M-S, 6am-Midnight
POP(00): 402

A/M '77	A/M '78	A/M '79
1 KYSN-AM	KYSN-AM	KYSN-AM
2 KSPZ-FM	KSPZ-FM	KSPZ-FM
3 KINX-FM	KXXV-AF	KIIQ-AF
4 KRYT-AM	KIIQ-AF	KXXV-AM
5 KIIQ-AF	KVOR-AM	KKFM-FM

M-F, 6-10am

1 KYSN-AM	KYSN-AM	KYSN-AM
2 KSPZ-FM	KSPZ-FM	KSPZ-FM
3 KIIQ-AF	KIIQ-AF	KXXV-AM
4 KRYT-AM	KXXV-AF	KKFM-FM
5 KIIQ-FM	KVOR-AM	KIIQ-AF

M-F, 3-7pm

1 KYSN-AM	KYSN-AM	KYSN-AM
2 KSPZ-FM	KSPZ-FM	KSPZ-FM
3 KRYT-AM	KXXV-AF	KXXV-AM
4 KINX-FM	KIIQ-AF	KIIQ-AF
5 KIIQ-AF	KIMN-AM	KKFM-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1055

A/M '77	A/M '78	A/M '79
1 KYSN-AM	KIIQ-AF	KYSN-AM
2 KIIQ-AF	KYSN-AM	KIIQ-AF
3 KKFM-FM	KSPZ-FM	KSPZ-FM
4 KSPZ-FM	KKFM-FM	KILO-FM
5 KIIQ-FM	KRDO-FM	KKFM-FM

M-F, 6-10am

1 KYSN-AM	KYSN-AM	KYSN-AM
2 KIIQ-AF	KIIQ-AF	KIIQ-AF
3 KSSS-AM	KSPZ-FM	KSPZ-FM
4 KKFM-FM	KKFM-FM	KILO-FM
5 KSPZ-FM	KSSS-AM	KSSS-AM

M-F, 3-7pm

1 KIIQ-AF	KSPZ-FM	KSPZ-FM
2 KYSN-AM	KIIQ-AF	KIIQ-AF
3 KKFM-FM	KYSN-AM	KYSN-AM
4 KIIQ-FM	KKFM-FM	KILO-FM
5 KSSS-AM	KSSS-AM	KKFM-FM

Adults 25-49 M-S, 6am-Midnight POP(00): 907

A/M '77	A/M '78	A/M '79
1 KYSN-AM	KIIQ-AF	KIIQ-AF
2 KRDO-FM	KRDO-FM	KVOR-AM
3 KRDO-AM	KYSN-AM	KYSN-AM
4 KSSS-AM	KSSS-AM	KRDO-FM
5 KIIQ-AF	KVOR-AM	KSSS-AM

M-F, 6-10am

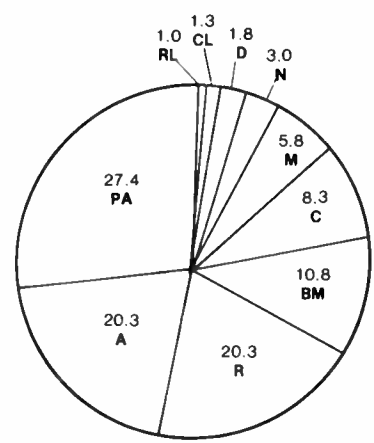
1 KSSS-AM	KIIQ-AF	KVOR-AM
2 KYSN-AM	KSSS-AM	KIIQ-AF
3 KIIQ-AF	KYSN-AM	KSSS-AM
4 KVOR-AM	KRDO-FM	KYSN-AM
5 KRDO-AM	KVOR-AM	KRDO-FM

M-F, 3-7pm

1 KYSN-AM	KSSS-AM	KIIQ-AF
2 KSSS-AM	KYSN-AM	KYSN-AM
3 KIIQ-AF	KIIQ-AF	KRDO-FM
4 KRDO-AM	KRDO-FM	KVOR-AM
5 KRDO-FM	KVOR-AM	KSPZ-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.

Columbia, SC

METRO RANK

90

A/M '79 Market Overview

Cosmos Broadcasting's Pop/Adult WIS leads this market for the second book in a row, topping the 12+ and 25-49 shares. WIS also is #1 25-49 in AM drive, but comes in second to P/A competitor WSCQ in PM drive. WSCQ's audience is building well, advancing from a 12+ share of 3.6 in the O/N '78 report to an even 8.0 share this time.

Country WCOS-FM was the beneficiary of good numbers in the A/M '79 sweep. WCOS-FM just trails WIS in terms of 12+ share in the Columbia metro. The station owes its good book to respectable showings in both the 18-34 and 25-49 demos.

The leading 18-34 station in the Columbia area, and third overall in the market, is WNOK-FM. WNOK tops every major 18-34 category, and its improved standing in this report can be credited to a revised music mix — lighter on albums than before — and extensive outside advertising WNOK has presented during the A/M sweep in heavy TV and billboard campaigns. On-air promotion was secondary, with the station giving away items such as LPs, T-shirts, and tickets.

Beautiful Music enjoyed more acceptance in this report, as WXRY gained five shares 12+. Worthwhile gains 25+ sparked the advance of this property.

Ethnic diary return always seems to affect the way Black-formatted WOIC is shown in the Arbitron. Must have been a fairly good distribution of ethnic diaries in this book, because Elliot Franks' station gained almost three shares, showing well in the 18-34 demos.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 3121

AM '78	O/N '78	AM '79
1 WNOK-FM 14.6	WIS -AM 11.3	WIS -AM(A) 13.3
2 WOIC-AM 13.8	WNOK-FM 10.8	WCOS-FM(B) 12.4
3 WIS -AM 10.5	WCOS-FM 8.7	WNOK-FM(C) 12.0
4 WCOS-FM 9.9	WCOS-AM 6.8	WXRY-FM(D) 10.9
5 WDDM-FM 8.2	WOIC-AM 6.6	WOIC-AM(E) 9.3
6 WXRY-FM 8.2	WXRY-FM 5.9	WSCR-FM(F) 8.0
7 WZLD-FM 6.2	WDDM-FM 5.4	WZLD-FM(G) 7.2
8 WCOS-AM 5.6	WSCR-FM 3.6	WZLD-FM(H) 6.3
9 WSCR-FM 5.6	WZLD-FM 3.2	WCOS-AM(I) 4.6
10 WCAY-AM 3.2	WCAY-AM 2.6	WCAY-AM(J) 3.3
11 WQXL-AM 2.6	WBRL-AM 1.1	WXAF-AM(K) 2.6
12 WNOK-AM 2.4	WQXL-AM 0.9	WFJS-FM(L) 1.1
13 WFJS-FM 2.4	WNOK-AM 0.8	WQXL-AM(M) 1.1
14 WBRL-AM 1.5	WBBQ-FM 0.6	WBRL-AM(N) 0.7
15 WBBQ-FM 0.6	WFJS-FM 0.3	

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3121

AM '78	O/N '78	AM '79
1 WNOK-FM 68	WIS -AM 75	WIS -AM 61
2 WOIC-AM 64	WNOK-FM 72	WCOS-FM 57
3 WIS -AM 49	WCOS-FM 58	WNOK-FM 55
4 WCOS-FM 46	WCOS-AM 45	WXRY-FM 50
5 WDDM-FM 38	WOIC-AM 44	WOIC-AM 43

M-F, 6-10am

1 WIS -AM	WIS -AM	WIS -AM
2 WOIC-AM	WNOK-FM	WCOS-FM
3 WCOS-FM	WCOS-FM	WNOK-FM
4 WNOK-FM	WOIC-AM	WSCR-FM
5 WSCR-FM	WCOS-AM	WOIC-AM

M-F, 3-7pm

1 WNOK-FM	WNOK-FM	WNOK-FM
2 WIS -AM	WIS -AM	WCOS-FM
3 WOIC-AM	WCOS-AM	WIS -AM
4 WXRY-FM	WCOS-FM	WDDM-FM
5 WDDM-FM	WXRY-FM	WXRY-FM

Teens

M-S, 6am-Midnight
POP(00): 415

AM '78	O/N '78	AM '79
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WOIC-AM	WCOS-AM	WOIC-AM
3 WDDM-FM	WOIC-AM	WDDM-FM
4 WCOS-AM	WDDM-FM	WCOS-AM
5 WCOS-FM	WCOS-FM	WXAF-AM

M-F, 6-10am

1 WNOK-FM	WNOK-FM	WNOK-FM
2 WDDM-FM	WCOS-AM	WOIC-AM
3 WOIC-AM	WOIC-AM	WCOS-AM
4 WCOS-AM	WBBQ-FM	WDDM-FM
5 WCOS-FM	WDDM-FM	WIS -AM

M-F, 3-7pm

1 WOIC-AM	20	WNOK-FM	WNOK-FM
2 WNOK-FM	19	WCOS-AM	WOIC-AM
3 WDDM-FM	19	WDDM-FM	WDDM-FM
4 WCOS-AM	5	WOIC-AM	WXAF-AM
5 WCOS-FM	4	WBBQ-FM	WCOS-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 1377

AM '78	O/N '78	AM '79
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WOIC-AM	WCOS-AM	WCOS-FM
3 WZLD-FM	WCOS-FM	WZLD-FM
4 WDDM-FM	WIS -AM	WDDM-FM
5 WCOS-AM	WDDM-FM	WIS -AM

M-F, 6-10am

1 WNOK-FM	WNOK-FM	WNOK-FM
2 WOIC-AM	WIS -AM	WIS -AM
3 WZLD-FM	WCOS-FM	WCOS-FM
4 WDDM-FM	WCOS-AM	WSCR-FM
5 WCOS-FM	WSCR-FM	WCOS-AM

M-F, 3-7pm

1 WNOK-FM	WNOK-FM	WNOK-FM
2 WOIC-AM	WCOS-AM	WDDM-FM
3 WZLD-FM	WDDM-FM	WZLD-FM
4 WDDM-FM	WIS -AM	WCOS-FM
5 WXRY-FM	WZLD-FM	WXAF-AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 1228

AM '78	O/N '78	AM '79
1 WOIC-AM	WCOS-FM	WIS -AM
2 WCOS-FM	WIS -AM	WSCR-FM
3 WZLD-FM	WNOK-FM	WXRY-FM
4 WIS -AM	WSCR-FM	WCOS-FM
5 WNOK-FM	WOIC-AM	WNOK-FM

M-F, 6-10am

1 WCOS-FM	WIS -AM	WIS -AM
2 WOIC-AM	WCOS-FM	WSCR-FM
3 WIS -AM	WSCR-FM	WCOS-FM
4 WSCR-FM	WNOK-FM	WXRY-FM
5 WDDM-FM	WOIC-AM	WNOK-FM

M-F, 3-7pm

1 WOIC-AM	WCOS-FM	WSCR-FM
2 WIS -AM	WIS -AM	WIS -AM
3 WNOK-FM	WNOK-FM	WXRY-FM
4 WZLD-FM	WDDM-FM	WCOS-FM
5 WCOS-FM	WSCR-FM	WNOK-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3121

AM '78	O/N '78	AM '79
1 WNOK-FM 7.45	WIS -AM 11.48	WIS -AM 9.40
2 WCOS-AM 6.50	WNOK-FM 5.34	WNOK-FM 7.20
3 WZLD-FM 4.00	WCOS-AM 1.24	WZLD-FM 6.44
4 WDDM-FM 2.50	WCOS-FM 6.53	WOIC-AM 6.00
5 WCOS-FM 5.60	WOIC-AM 5.93	WCOS-AM 5.64

M-F, 6-10am

1 WIS -AM	WIS -AM	WIS -AM
2 WNOK-FM	WNOK-FM	WNOK-FM
3 WOIC-AM	WCOS-AM	WCOS-FM
4 WDDM-FM	WOIC-AM	WCOS-AM
5 WCOS-FM	WCOS-FM	WXRY-FM

M-F, 3-7pm

1 WNOK-FM	WNOK-FM	WNOK-FM
2 WIS -AM	WIS -AM	WIS -AM
3 WOIC-AM	WCOS-AM	WOIC-AM
4 WCOS-AM	WOIC-AM	WOIC-AM
5 WDDM-FM	WCOS-FM	WDDM-FM

Teens

M-S, 6am-Midnight
POP(00): 415

AM '78	O/N '78	AM '79
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WOIC-AM	WCOS-AM	WOIC-AM
3 WCOS-AM	WOIC-AM	WDDM-FM
4 WDDM-FM	WDDM-FM	WCOS-AM
5 WZLD-FM	WCOS-FM	WXAF-AM

M-F, 6-10am

1 WNOK-FM	WNOK-FM	WNOK-FM
2 WDDM-FM	WCOS-AM	WCOS-AM
3 WOIC-AM	WOIC-AM	WOIC-AM
4 WCOS-AM	WDDM-FM	WDDM-FM
5 WIS -AM	WCOS-FM	WXAF-AM

M-F, 3-7pm

1 WNOK-FM	WNOK-FM	WNOK-FM
2 WOIC-AM	WCOS-AM	WOIC-AM
3 WDDM-FM	WOIC-AM	WDDM-FM
4 WCOS-AM	WDDM-FM	WXAF-AM
5 WCOS-FM	WZLD-FM	WCOS-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 1377

AM '78	O/N '78	AM '79
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WCOS-AM	WCOS-AM	WZLD-FM
3 WOIC-AM	WIS -AM	WIS -AM
4 WZLD-FM	WZLD-FM	WCOS-AM
5 WDDM-FM	WCOS-FM	WCOS-FM

M-F, 6-10am

1 WNOK-FM	WNOK-FM	WNOK-FM
2 WOIC-AM	WCOS-AM	WIS -AM
3 WCOS-AM	WIS -AM	WCOS-AM
4 WZLD-FM	WCOS-FM	WCOS-FM
5 WIS -AM	WOIC-AM	WZLD-FM

M-F, 3-7pm

1 WNOK-FM	WNOK-FM	WNOK-FM
2 WCOS-AM	WCOS-AM	WZLD-FM
3 WOIC-AM	WIS -AM	WXAF-AM
4 WNOK-FM	WOIC-AM	WIS -AM
5 WZLD-FM	WZLD-FM	WDDM-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 1228

AM '78	O/N '78	AM '79
1 WIS -AM	WIS -AM	WIS -AM
2 WOIC-AM	WCOS-FM	WCOS-FM
3 WCOS-FM	WNOK-FM	WXRY-FM
4 WNOK-FM	WXRY-FM	WSCR-FM
5 WZLD-FM	WCOS-AM	WNOK-FM

M-F, 6-10am

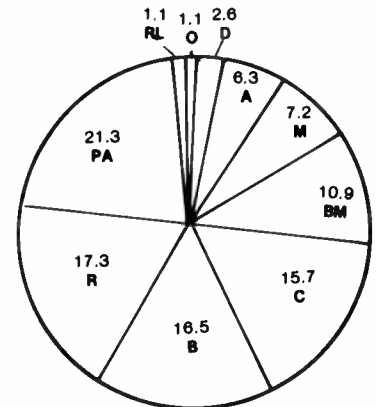
1 WIS -AM	WIS -AM	WIS -AM
2 WOIC-AM	WCOS-FM	WCOS-FM
3 WCOS-FM	WNOK-FM	WSCR-FM
4 WSCR-FM	WSCR-FM	WCOS-FM
5 WNOK-FM	WOIC-AM	WNOK-FM

M-F, 3-7pm

1 WIS -AM	WIS -AM	WIS -AM
2 WCOS-FM	WCOS-FM	WCOS-FM
3 WOIC-AM	WNOK-FM	WSCR-FM
4 WNOK-FM	WOIC-AM	WXRY-FM
5 WZLD-FM	WCOS-AM	WNOK-FM

Format Penetration Chart

Based On 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 **138**

Average Persons 12+ Share Trends

M-S, 6am-Midnight
POP (00): 1832

A/M '77	A/M '78	A/M '79
1 WOKS-AM 19.1	WCGQ-FM 21.1	WCGQ-FM(1) 14.2
2 WCGQ-FM 17.0	WDAK-AM 14.6	WVOC-FM(PA) 12.8
3 WDAK-AM 15.9	WEIZ-FM 12.2	WFXE-FM(1) 12.5
4 WFNX-AM 9.2	WOKS-AM 10.2	WDAK-AM(1) 12.1
5 WEIZ-FM 8.8	WFXE-FM 8.1	WPNX-AM(1) 12.1
6 WWRH-AM 5.7	WRBL-FM 7.7	WOKS-AM(1) 11.4
7 WCLS-AM 4.9	WPNX-AM 7.7	WEIZ-FM(1) 9.6
8 WHYD-AM 4.9	WHYD-AM 7.7	WRCG-AM(PA) 4.6
9 WRCG-AM 4.6	WRCG-AM 2.4	WHYD-AM(1) 3.2
10 WRBL-FM 4.2	WCLS-AM 2.0	WFDR-FM(1) 2.1
11 WFDR-FM 3.5	WFDR-AM 2.0	
12	WFDR-FM 0.4	

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP (00): 1832

A/M '77	A/M '78	A/M '79
1 WOKS-AM 54	WCGQ-FM 52	WCGQ-FM 40
2 WCGQ-FM 48	WDAK-AM 36	WVOC-FM 36
3 WDAK-AM 45	WEIZ-FM 30	WFXE-FM 35
4 WFNX-AM 26	WOKS-AM 25	WDAK-AM 34
5 WEIZ-FM 25	WFXE-FM 20	WPNX-AM 34

M-F, 6-10am

1 WDAK-AM	WDAK-AM	WDAK-AM
2 WCGQ-FM	WCGQ-FM	WPNX-AM
3 WOKS-AM	WPNX-AM	WVOC-FM
4 WFNX-AM	WRBL-FM	WCGQ-FM
5 WEIZ-FM	WEIZ-FM	WFXE-FM

M-F, 3-7pm

1 WOKS-AM	WCGQ-FM	WCGQ-FM
2 WCGQ-FM	WDAK-AM	WVOC-FM
3 WDAK-AM	WEIZ-FM	WFXE-FM
4 WFNX-AM	WFXE-FM	WDAK-AM
5 WEIZ-FM	WPNX-AM	WOKS-AM

Teens
M-S, 6am-Midnight
POP (00): 262

A/M '77	A/M '78	A/M '79
1 WCGQ-FM	WCGQ-FM 15	WCGQ-FM 15
2 WOKS-AM	WDAK-AM 7	WOKS-AM 7
3 WDAK-AM	WFXE-FM 5	WDAK-AM 5
4 WFDR-FM	WOKS-AM 5	WFXE-FM 4
5 WCLS-AM	WFDR-AM 2	WVOC-FM 2

M-F, 6-10am

1 WCGQ-FM	WCGQ-FM	WCGQ-FM
2 WDAK-AM	WDAK-AM	WOKS-AM
3 WOKS-AM	WFXE-FM	WDAK-AM
4 WCLS-AM	WOKS-AM	WFXE-FM
5 WFDR-FM	WCLS-AM	WRCG-AM

M-F, 3-7pm

1 WOKS-AM	WCGQ-FM	WCGQ-FM
2 WCGQ-FM	WFXE-FM	WOKS-AM
3 WDAK-AM	WDAK-AM	WFXE-FM
4 WWRH-FM	WOKS-AM	WDAK-AM
5 WFDR-FM	WCLS-AM	WVOC-FM

Adults 18-34
M-S, 6am-Midnight
POP (00): 781

A/M '77	A/M '78	A/M '79
1 WCGQ-FM	WCGQ-FM	WVOC-FM
2 WOKS-AM	WDAK-AM	WFXE-FM
3 WDAK-AM	WFXE-FM	WCGQ-FM
4 WWRH-FM	WOKS-AM	WDAK-AM
5 WFNX-AM	WRBL-FM	WPNX-AM

M-F, 6-10am

1 WCGQ-FM	WCGQ-FM	WVOC-FM
2 WDAK-AM	WDAK-AM	WCGQ-FM
3 WOKS-AM	WFXE-FM	WFXE-FM
4 WFNX-AM	WPNX-AM	WDAK-AM
5 WWRH-FM	WRBL-FM	WPNX-AM

M-F, 3-7pm

1 WOKS-AM	WCGQ-FM	WVOC-FM
2 WCGQ-FM	WDAK-AM	WFXE-FM
3 WDAK-AM	WFXE-FM	WCGQ-FM
4 WWRH-FM	WOKS-AM	WDAK-AM
5 WFNX-AM	WEIZ-FM	WPNX-AM

Adults 25-49
M-S, 6am-Midnight
POP (00): 727

A/M '77	A/M '78	A/M '79
1 WOKS-AM	WEIZ-FM	WPNX-AM
2 WCGQ-FM	WCGQ-FM	WFXE-FM
3 WDAK-AM	WDAK-AM	WOKS-AM
4 WEIZ-FM	WPNX-AM	WVOC-FM
5 WFNX-AM	WRBL-FM	WDAK-AM

M-F, 6-10am

1 WDAK-AM	WPNX-AM	WPNX-AM
2 WCGQ-FM	WDAK-AM	WDAK-AM
3 WFNX-AM	WEIZ-FM	WVOC-FM
4 WOKS-AM	WCGQ-FM	WOKS-AM
5 WEIZ-FM	WRBL-FM	WFXE-FM

M-F, 3-7pm

1 WOKS-AM	WCGQ-FM	WPNX-AM
2 WCGQ-FM	WEIZ-FM	WFXE-FM
3 WDAK-AM	WDAK-AM	WOKS-AM
4 WEIZ-FM	WPNX-AM	WVOC-FM
5 WFNX-AM	WFXE-FM	WCGQ-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP (00): 1832

A/M '77	A/M '78	A/M '79
1 WDAK-AM 827	WDAK-AM 773	WDAK-AM 619
2 WCGQ-FM 633	WCGQ-FM 589	WCGQ-FM 545
3 WOKS-AM 462	WOKS-AM 362	WVOC-FM 466
4 WFNX-AM 325	WPNX-AM 342	WOKS-AM 412
5 WEIZ-FM 313	WFXE-FM 323	WPNX-AM 399

M-F, 6-10am

1 WDAK-AM	WDAK-AM	WDAK-AM
2 WCGQ-FM	WCGQ-FM	WCGQ-FM
3 WOKS-AM	WPNX-AM	WPNX-AM
4 WFNX-AM	WFXE-FM	WVOC-FM
5 WRCG-AM	WRBL-FM	WOKS-AM

M-F, 3-7pm

1 WCGQ-FM	WCGQ-FM	WCGQ-FM
2 WDAK-AM	WDAK-AM	WDAK-AM
3 WOKS-AM	WPNX-AM	WVOC-FM
4 WFNX-AM	WOKS-AM	WOKS-AM
5 WWRH-FM	WFXE-FM	WFXE-FM

Teens
M-S, 6am-Midnight
POP (00): 262

A/M '77	A/M '78	A/M '79
1 WCGQ-FM	WCGQ-FM	WCGQ-FM
2 WDAK-AM	WDAK-AM	WDAK-AM
3 WOKS-AM	WFXE-FM	WFXE-FM
4 WCLS-AM	WOKS-AM	WOKS-AM
5 WWRH-FM	WCLS-AM	WVOC-FM

M-F, 6-10am

1 WCGQ-FM	WCGQ-FM	WCGQ-FM
2 WDAK-AM	WDAK-AM	WOKS-AM
3 WOKS-AM	WFXE-FM	WDAK-AM
4 WCLS-AM	WOKS-AM	WFXE-FM
5 WWRH-FM	WCLS-AM	WRCG-AM

M-F, 3-7pm

1 WCGQ-FM	WCGQ-FM	WCGQ-FM
2 WOKS-AM	WDAK-AM	WDAK-AM
3 WDAK-AM	WFXE-FM	WOKS-AM
4 WWRH-FM	WOKS-AM	WFXE-FM
5 WFDR-FM	WCLS-AM	WVOC-FM

Adults 18-34
M-S, 6am-Midnight
POP (00): 781

A/M '77	A/M '78	A/M '79
1 WCGQ-FM	WCGQ-FM	WVOC-FM
2 WDAK-AM	WDAK-AM	WCGQ-FM
3 WOKS-AM	WFXE-FM	WDAK-AM
4 WWRH-FM	WOKS-AM	WFXE-FM
5 WCLS-AM	WEIZ-FM	WPNX-AM

M-F, 6-10am

1 WCGQ-FM	WCGQ-FM	WCGQ-FM
2 WDAK-AM	WDAK-AM	WDAK-AM
3 WOKS-AM	WFXE-FM	WVOC-FM
4 WWRH-FM	WPNX-AM	WFXE-FM
5 WFNX-AM	WRBL-FM	WPNX-AM

M-F, 3-7pm

1 WCGQ-FM	WCGQ-FM	WVOC-FM
2 WDAK-AM	WDAK-AM	WCGQ-FM
3 WOKS-AM	WFXE-FM	WDAK-AM
4 WWRH-FM	WOKS-AM	WFXE-FM
5 WCLS-AM	WOKS-AM	WPNX-AM

Adults 25-49

M-S, 6am-Midnight
POP (00): 727

A/M '77	A/M '78	A/M '79
1 WDAK-AM	WDAK-AM	WDAK-AM
2 WCGQ-FM	WCGQ-FM	WPNX-AM
3 WEIZ-FM	WPNX-AM	WVOC-FM
4 WOKS-AM	WEIZ-FM	WFXE-FM
5 WPNX-AM	WOKS-AM	WOKS-AM

M-F, 6-10am

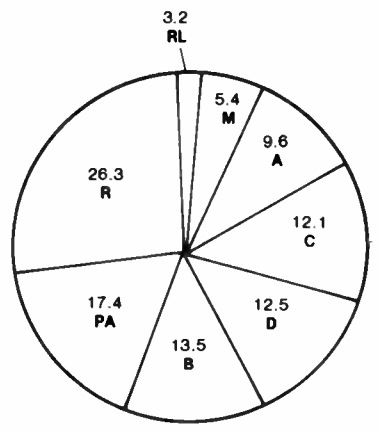
1 WDAK-AM	WDAK-AM	WDAK-AM
2 WCGQ-FM	WPNX-AM	WPNX-AM
3 WFNX-AM	WCGQ-FM	WOKS-AM
4 WOKS-AM	WEIZ-FM	WVOC-FM
5 WEIZ-FM	WRBL-FM	WFXE-FM

M-F, 3-7pm

1 WDAK-AM	WDAK-AM	WPNX-AM
2 WCGQ-FM	WCGQ-FM	WOKS-AM
3 WOKS-AM	WPNX-AM	WFXE-FM
4 WFNX-AM	WEIZ-FM	WCGQ-FM
5 WEIZ-FM	WFXE-FM	WVOC-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 '79 Market Overview

A new number one station heads the Columbus field as a result of the A/M '79 sweep. **WNCI**, the Top 10 station owned by **Nationwide**, jumped more than 10 shares to its best book, with heavy emphasis on promotions and a strong personality lineup. A ton of outside advertising was involved, including heavy TV, with billboards and newspaper backup. Biggest demographic jump was among young adult women across all major dayparts. Station is dominant among teens also.

WNCI's FM competition, **WXGT**, held firm its position in the market as the #4 station in terms of 12+ metro share. **WXGT** shows great gains in young men, but young female numbers drop significantly. Not much outside advertising for this Top 40 station.

Among the older-skewing properties, **WBNS-FM** prospered by rebounding to a mid-12 share, especially strong 25-49 and 25-54. It followed a typical pattern for **Schulke**-consulted stations, with no on-air contests but heavy outside ad campaign based on TV.

Formerly #1 in the metro, **WTVN**, the P/A leader in the area, slipped two share points. Slight erosion in every major daypart except men in midday which increased well. **Taft's** station used some TV to reach target 25+ audience.

Other formats and stations which we'll single out or comment include Country **WMNI** and Dancemusic **WRMZ**. **WMNI** had its best book in recent years, due largely to substantially increased popularity among women listeners. **WRMZ** went to a total Dancemusic format on March 1st, using an automated **Century 21** format. They play all uptempo music, no ballads. Being automated there was very light emphasis on contests at the station, and no outside advertising for the A/M '79 survey.

Diary return in the Columbus metro suffered in this sweep, down 180 from the O/N '78 report. Hit especially hard was the 18-24 demo, which went from having 50 diaries come back in the Fall to only 35 for the Spring book.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 8795

	A/M '78	O/N '78	A/M '79
1 WBNS-FM	15.5	WTVN-AM	14.4
2 WNCI-FM	13.5	WNCI-FM	11.6
3 WTVN-AM	10.3	WBNS-FM	11.2
4 WBNS-AM	9.2	WLWQ-FM	8.9
5 WCOL-AM	7.7	WXGT-FM	8.0
6 WXGT-FM	7.2	WCOL-AM	7.3
7 WVKO-AF	6.1	WBNS-AM	6.5
8 WMNI-AM	6.0	WMNI-AM	5.1
9 WLWQ-FM	4.6	WVKO-FM	3.7
10 WHOK-FM	2.8	WRFD-AM	2.7
11 WRFD-AM	2.4	WVKO-AM	2.7
12 WRMZ-FM	2.0	WBBY-FM	2.2
13 WLW -AM	1.9	WHOK-FM	2.0
14 WBBY-FM	1.0	WDLR-AM	1.6
15 WJR -AM	0.6	WHOK-AM	1.3
16 WNRE-FM	0.5	WRMZ-FM	1.2
17 WHOK-AM	0.4	WLW -AM	0.6

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 8795

	A/M '78	O/N '78	A/M '79
1 WBNS-FM	208	WTVN-AM	185
2 WNCI-FM	181	WNCI-FM	149
3 WTVN-AM	138	WBNS-FM	144
4 WBNS-AM	124	WLWQ-FM	114
5 WCOL-AM	104	WXGT-FM	102

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1 WTVN-AM	WTVN-AM	WTVN-AM	WTVN-AM
2 WBNS-FM	WNCI-FM	WNCI-FM	WNCI-FM
3 WNCI-FM	WBNS-FM	WBNS-FM	WBNS-FM
4 WBNS-AM	WBNS-AM	WBNS-AM	WBNS-AM
5 WCOL-AM	WCOL-AM	WMNI-AM	WMNI-AM

M-F, 3-7pm

1 WBNS-FM	WTVN-AM	WNCI-FM
2 WNCI-FM	WBNS-FM	WBNS-FM
3 WTVN-AM	WLWQ-FM	WTVN-AM
4 WXGT-FM	WNCI-FM	WLWQ-FM
5 WCOL-AM	WXGT-FM	WXGT-FM

Teens

M-S, 6am-Midnight
POP(00): 1134

	A/M '78	O/N '78	A/M '79
1 WNCI-FM	WNCI-FM	WNCI-FM	WNCI-FM
2 WXGT-FM	WXGT-FM	WXGT-FM	WXGT-FM
3 WCOL-AM	WLWQ-FM	WLWQ-FM	WLWQ-FM
4 WVKO-AF	WCOL-AM	WCOL-AM	WCOL-AM
5 WLWQ-FM	WVKO-FM	WVKO-FM	WVKO-FM

M-F, 6-10am

1 WNCI-FM	WNCI-FM	WNCI-FM
2 WXGT-FM	WXGT-FM	WXGT-FM
3 WCOL-AM	WLWQ-FM	WLWQ-FM
4 WVKO-AF	WCOL-AM	WCOL-AM
5 WLWQ-FM	WVKO-FM	WTVN-AM

M-F, 3-7pm

1 WNCI-FM	WNCI-FM	WNCI-FM
2 WXGT-FM	WXGT-FM	WXGT-FM
3 WLWQ-FM	WLWQ-FM	WLWQ-FM
4 WCOL-AM	WVKO-FM	WCOL-AM
5 WVKO-AF	WCOL-AM	WVKO-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 3567

	A/M '78	O/N '78	A/M '79
1 WNCI-FM	WLWQ-FM	WNCI-FM	WNCI-FM
2 WCOL-AM	WNCI-FM	WXGT-FM	WXGT-FM
3 WXGT-FM	WXGT-FM	WLWQ-FM	WLWQ-FM
4 WBNS-AM	WCOL-AM	WTVN-AM	WTVN-AM
5 WLWQ-FM	WTVN-AM	WBNS-AM	WBNS-AM

M-F, 6-10am

1 WNCI-FM	WNCI-FM	WNCI-FM
2 WCOL-AM	WTVN-AM	WXGT-FM
3 WTVN-AM	WXGT-FM	WLWQ-FM
4 WBNS-AM	WCOL-AM	WTVN-AM
5 WXGT-FM	WLWQ-FM	WBNS-AM

M-F, 3-7pm

1 WNCI-FM	WLWQ-FM	WNCI-FM
2 WCOL-AM	WXGT-FM	WLWQ-FM
3 WXGT-FM	WNCI-FM	WXGT-FM
4 WBNS-FM	WCOL-AM	WBNS-FM
5 WLWQ-FM	WTVN-AM	WBNS-AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 3589

	A/M '78	O/N '78	A/M '79
1 WBNS-FM	WTVN-AM	WTVN-AM	WTVN-AM
2 WTVN-AM	WBNS-FM	WBNS-FM	WBNS-FM
3 WNCI-FM	WNCI-FM	WNCI-FM	WNCI-FM
4 WBNS-AM	WCOL-AM	WBNS-AM	WBNS-AM
5 WMNI-AM	WMNI-AM	WLWQ-FM	WLWQ-FM

M-F, 6-10am

1 WTVN-AM	WTVN-AM	WTVN-AM
2 WBNS-AM	WNCI-FM	WBNS-FM
3 WBNS-FM	WMNI-AM	WNCI-FM
4 WNCI-FM	WBNS-AM	WBNS-AM
5 WMNI-AM	WCOL-AM	WCOL-AM

M-F, 3-7pm

1 WBNS-FM	WTVN-AM	WBNS-FM
2 WTVN-AM	WBNS-FM	WTVN-AM
3 WNCI-FM	WNCI-FM	WNCI-FM
4 WBNS-AM	WCOL-AM	WBNS-AM
5 WMNI-AM	WBNS-AM	WLWQ-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 8795

	A/M '78	O/N '78	A/M '79
1 WNCI-FM	2790	WTVN-AM	3155
2 WCOL-AM	2592	WNCI-FM	2549
3 WBNS-FM	2366	WCOL-AM	2237
4 WTVN-AM	2173	WBNS-AM	1972
5 WBNS-AM	2145	WBNS-FM	1931

M-F, 6-10am

1 WTVN-AM	WTVN-AM	WTVN-AM
2 WNCI-FM	WNCI-FM	WNCI-FM
3 WCOL-AM	WCOL-AM	WBNS-AM
4 WBNS-AM	WBNS-AM	WBNS-FM
5 WBNS-FM	WBNS-FM	WCOL-AM

M-F, 3-7pm

1 WNCI-FM	WTVN-AM	WNCI-FM
2 WBNS-FM	WCOL-AM	WTVN-AM
3 WCOL-AM	WNCI-FM	WBNS-FM
4 WTVN-AM	WBNS-FM	WXGT-FM
5 WBNS-AM	WXGT-FM	WBNS-AM

Teens

M-S, 6am-Midnight
POP(00): 1134

	A/M '78	O/N '78	A/M '79
1 WNCI-FM	WNCI-FM	WNCI-FM	WNCI-FM
2 WCOL-AM	WXGT-FM	WXGT-FM	WXGT-FM
3 WXGT-FM	WCOL-AM	WLWQ-FM	WLWQ-FM
4 WLWQ-FM	WLWQ-FM	WCOL-AM	WCOL-AM
5 WVKO-AF	WTVN-AM	WTVN-AM	WTVN-AM

M-F, 6-10am

1 WNCI-FM	WNCI-FM	WNCI-FM
2 WCOL-AM	WXGT-FM	WXGT-FM
3 WXGT-FM	WCOL-AM	WLWQ-FM
4 WVKO-AF	WLWQ-FM	WCOL-AM
5 WLWQ-FM	WBNS-AM	WTVN-AM

M-F, 3-7pm

1 WNCI-FM	WNCI-FM	WNCI-FM
2 WCOL-AM	WXGT-FM	WXGT-FM
3 WXGT-FM	WCOL-AM	WLWQ-FM
4 WVKO-AF	WLWQ-FM	WCOL-AM
5 WLWQ-FM	WVKO-FM	WVKO-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 3567

	A/M '78	O/N '78	A/M '79
1 WCOL-AM	WNCI-FM	WNCI-FM	WNCI-FM
2 WNCI-FM	WCOL-AM	WXGT-FM	WXGT-FM
3 WXGT-FM	WTVN-AM	WCOL-AM	WCOL-AM
4 WBNS-AM	WXGT-FM	WLWQ-FM	WLWQ-FM
5 WTVN-AM	WLWQ-FM	WBNS-AM	WBNS-AM

M-F, 6-10am

1 WCOL-AM	WNCI-FM	WNCI-FM
2 WNCI-FM	WCOL-AM	WXGT-FM
3 WXGT-FM	WTVN-AM	WCOL-AM
4 WBNS-AM	WXGT-FM	WCOL-AM
5 WTVN-AM	WBNS-AM	WBNS-AM

M-F, 3-7pm

1 WCOL-AM	WCOL-AM	WNCI-FM
2 WNCI-FM	WXGT-FM	WXGT-FM
3 WXGT-FM	WLWQ-FM	WLWQ-FM
4 WBNS-AM	WCOL-AM	WCOL-AM
5 WBNS-FM	WTVN-AM	WBNS-AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 3589

	A/M '78	O/N '78	A/M '79
1 WTVN-AM	WTVN-AM	WTVN-AM	WTVN-AM
2 WNCI-FM	WNCI-FM	WBNS-FM	WBNS-FM
3 WBNS-FM	WBNS-AM	WNCI-FM	WNCI-FM
4 WBNS-AM	WCOL-AM	WBNS-AM	WBNS-AM
5 WCOL-AM	WBNS-FM	WCOL-AM	WCOL-AM

M-F, 6-10am

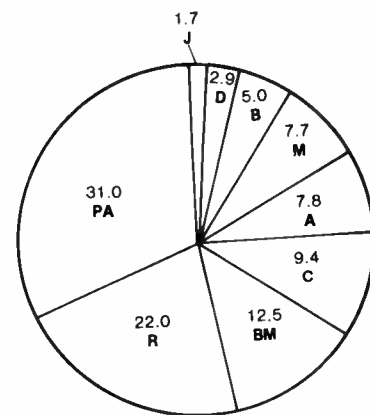
1 WTVN-AM	WTVN-AM	WTVN-AM
2 WBNS-AM	WNCI-FM	WBNS-AM
3 WNCI-FM	WBNS-AM	WBNS-FM
4 WCOL-AM	WCOL-AM	WNCI-FM
5 WBNS-FM	WBNS-FM	WCOL-AM

M-F, 3-7pm

1 WBNS-FM	WTVN-AM	WTVN-AM
2 WTVN-AM	WBNS-FM	WBNS-FM
3 WBNS-AM	WCOL-AM	WBNS-AM
4 WNCI-FM	WNCI-FM	WNCI-FM
5 WCOL-AM	WBNS-AM	WCOL-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.

Corpus Christi

METRO RANK

113

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2383

A/M '77	A/M '78	A/M '79			
1 KRYS-AM	19.6	KEYS-AM	17.0	KEYS-AM	14.5
2 KCCT-AM	14.9	KUNO-AM	14.4	KZFM-FM	13.3
3 KUNO-AM	14.3	KIOU-FM	12.8	KIOU-FM	12.4
4 KIOU-FM	10.7	KRYS-AM	8.8	KUNO-AM	10.7
5 KEYS-AM	8.5	KNCN-FM	8.5	KNCN-FM	9.0
6 KIKN-AM	6.6	KZFM-FM	7.7	KRYS-AM	8.4
7 KZFM-FM	5.8	KCCT-AM	7.7	KOUL-FM	8.4
8 KISA-AM	5.2	KIKN-AM	4.8	WDAI-AM	6.4
9 KOUL-FM	3.6	KOUL-FM	4.3	KIKN-AM	4.0
10 KSIX-AM	3.3	KROB-AF	2.9	KROB-AF	3.5
11 KROB-AF	2.2	KSIX-AM	2.4	KSIX-AM	1.4
12 KNCN-FM	1.4	KISA-AM	2.4	WDAI-AM	1.2
13 KTRH-AM	1.1	NEXX-FM	2.1	KTRH-AM	0.9
14 NOPY-AM	1.1	KTRH-AM	1.9	KISA-AM	0.6
15 KLINE-AM	0.8				
16 WDAI-AM	0.6				

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2383

A/M '77	A/M '78	A/M '79			
1 KRYS-AM	71	KEYS-AM	64	KEYS-AM	50
2 KCCT-AM	54	KUNO-AM	54	KZFM-FM	46
3 KUNO-AM	52	KIOU-FM	48	KIOU-FM	43
4 KIOU-FM	39	KRYS-AM	33	KUNO-AM	37
5 KEYS-AM	31	KNCN-FM	32	KNCN-FM	31

M-F, 6-10am

1 KRYS-AM	KUNO-AM	KEYS-AM
2 KUNO-AM	KEYS-AM	KUNO-AM
3 KIOU-FM	KIOU-FM	KIOU-FM
4 KCCT-AM	KRYS-AM	KRYS-AM
5 KEYS-AM	KZFM-FM	KZFM-FM

M-F, 3-7pm

1 KRYS-AM	KEYS-AM	KEYS-AM
2 KCCT-AM	KIOU-FM	KZFM-FM
3 KUNO-AM	KUNO-AM	KIOU-FM
4 KIOU-FM	KRYS-AM	KNCN-FM
5 KEYS-AM	KNCN-FM	KRYS-AM

Teens

M-S, 6am-Midnight

POP(00): 387

A/M '77	A/M '78	A/M '79
1 KRYS-AM	KEYS-AM	KEYS-AM
2 KEYS-AM	KZFM-FM	KZFM-FM
3 KISA-AM	KRYS-AM	KRYS-AM
4 KZFM-FM	KCCT-AM	KNCN-FM
5 KCCT-AM	KISA-AM	KOUL-FM

M-F, 6-10am

1 KRYS-AM	KEYS-AM	KEYS-AM
2 KZFM-FM	KZFM-FM	KZFM-FM
3 KEYS-AM	KRYS-AM	KRYS-AM
4 KISA-AM	KNCN-FM	KNCN-FM
5 KCCT-AM	KUNO-AM	KIKN-AM

M-F, 3-7pm

1 KRYS-AM	KEYS-AM	KEYS-AM
2 KEYS-AM	KZFM-FM	KZFM-FM
3 KISA-AM	KRYS-AM	KRYS-AM
4 KZFM-FM	KISA-AM	KNCN-FM
5 KCCT-AM	KCCT-AM	KOUL-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 878

A/M '77	A/M '78	A/M '79
1 KRYS-AM	KEYS-AM	KNCN-FM
2 KCCT-AM	KNCN-FM	KZFM-FM
3 KIKN-AM	KZFM-FM	KEYS-AM
4 KEYS-AM	KRYS-AM	KCCT-AM
5 KZFM-FM	KCCT-AM	KRYS-AM

M-F, 6-10am

1 KRYS-AM	KEYS-AM	KEYS-AM
2 KIKN-AM	KNCN-FM	KRYS-AM
3 KEYS-AM	KZFM-FM	KNCN-FM
4 KCCT-AM	KRYS-AM	KZFM-FM
5 KUNO-AM	KUNO-AM	KCCT-AM

M-F, 3-7pm

1 KRYS-AM	KEYS-AM	KNCN-FM
2 KCCT-AM	KNCN-FM	KEYS-AM
3 KIKN-AM	KRYS-AM	KZFM-FM
4 KZFM-FM	KZFM-FM	KOUL-FM
5 KISA-AM	KCCT-AM	KCCT-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 972

A/M '77	A/M '78	A/M '79
1 KCCT-AM	KIOU-FM	KOUL-FM
2 KRYS-AM	KUNO-AM	KUNO-AM
3 KUNO-AM	KEYS-AM	KIOU-FM
4 KIOU-FM	KRYS-AM	KEYS-AM
5 KIKN-AM	KCCT-AM	KNCN-FM

M-F, 6-10am

1 KUNO-AM	KUNO-AM	KUNO-AM
2 KRYS-AM	KRYS-AM	KEYS-AM
3 KIOU-FM	KEYS-AM	KIOU-FM
4 KIKN-AM	KIOU-FM	KRYS-AM
5 KCCT-AM	KCCT-AM	KOUL-FM

M-F, 3-7pm

1 KCCT-AM	KIOU-FM	KIOU-FM
2 KRYS-AM	KUNO-AM	KOUL-FM
3 KIOU-FM	KEYS-AM	KEYS-AM
4 KIKN-AM	KCCT-AM	KNCN-FM
5 KUNO-AM	KRYS-AM	KUNO-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2383

A/M '77	A/M '78	A/M '79			
1 KRYS-AM	88.1	KEYS-AM	89.6	KEYS-AM	85.6
2 KEYS-AM	68.4	KRYS-AM	69.7	KZFM-FM	65.0
3 KIOU-FM	43.6	KZFM-FM	44.1	KRYS-AM	60.0
4 KUNO-AM	32.9	KIOU-FM	39.6	KIOU-FM	51.6
5 KISA-AM	39.7	KUNO-AM	50.5	KOUL-FM	58.4

M-F, 6-10am

1 KRYS-AM	KEYS-AM	KEYS-AM
2 KEYS-AM	KRYS-AM	KZFM-FM
3 KIOU-FM	KZFM-FM	KRYS-AM
4 KUNO-AM	KUNO-AM	KIOU-FM
5 KCCT-AM	KIOU-FM	KOUL-FM

M-F, 3-7pm

1 KRYS-AM	KEYS-AM	KEYS-AM
2 KEYS-AM	KRYS-AM	KZFM-FM
3 KCCT-AM	KUNO-AM	KRYS-AM
4 KIOU-FM	KZFM-FM	KIOU-FM
5 KUNO-AM	KIOU-FM	KOUL-FM

Teens

M-S, 6am-Midnight

POP(00): 387

A/M '77	A/M '78	A/M '79
1 KRYS-AM	KEYS-AM	KEYS-AM
2 KEYS-AM	KRYS-AM	KZFM-FM
3 KISA-AM	KZFM-FM	KRYS-AM
4 KZFM-FM	KISA-AM	KNCN-FM
5 KCCT-AM	KNCN-FM	KOUL-FM

M-F, 6-10am

1 KRYS-AM	KEYS-AM	KEYS-AM
2 KEYS-AM	KRYS-AM	KZFM-FM
3 KZFM-FM	KZFM-FM	KNCN-FM
4 KISA-AM	KISA-AM	KRYS-AM
5 KCCT-AM	KNCN-FM	KIKN-AM

M-F, 3-7pm

1 KRYS-AM	KEYS-AM	KEYS-AM
2 KEYS-AM	KRYS-AM	KZFM-FM
3 KISA-AM	KZFM-FM	KRYS-AM
4 KZFM-FM	KISA-AM	KNCN-FM
5 KCCT-AM	KCCT-AM	KOUL-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 878

A/M '77	A/M '78	A/M '79
1 KRYS-AM	KEYS-AM	KEYS-AM
2 KEYS-AM	KRYS-AM	KZFM-FM
3 KISA-AM	KZFM-FM	KRYS-AM
4 KCCT-AM	KNCN-FM	KNCN-FM
5 KZFM-FM	KCCT-AM	KCCT-AM

M-F, 6-10am

1 KRYS-AM	KEYS-AM	KEYS-AM
2 KEYS-AM	KZFM-FM	KZFM-FM
3 KIKN-AM	KRYS-AM	KNCN-FM
4 KCCT-AM	KUNO-AM	KRYS-AM
5 KUNO-AM	KNCN-FM	KCCT-AM

M-F, 3-7pm

1 KRYS-AM	KEYS-AM	KEYS-AM
2 KCCT-AM	KRYS-AM	KZFM-FM
3 KEYS-AM	KNCN-FM	KNCN-FM
4 KZFM-FM	KZFM-FM	KRYS-AM
5 KISA-AM	KCCT-AM	KCCT-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 972

A/M '77	A/M '78	A/M '79
1 KRYS-AM	KEYS-AM	KEYS-AM
2 KEYS-AM	KRYS-AM	KRYS-AM
3 KIOU-FM	KIOU-FM	KOUL-FM
4 KUNO-AM	KUNO-AM	KUNO-AM
5 KCCT-AM	KIKN-AM	KIOU-FM

M-F, 6-10am

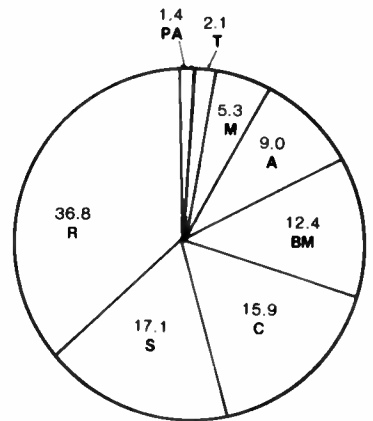
1 KRYS-AM	KEYS-AM	KEYS-AM
2 KUNO-AM	KRYS-AM	KRYS-AM
3 KIOU-FM	KUNO-AM	KUNO-AM
4 KEYS-AM	KIOU-FM	KIKN-AM
5 KIKN-AM	KZFM-FM	KOUL-FM

M-F, 3-7pm

1 KRYS-AM	KEYS-AM	KEYS-AM
2 KCCT-AM	KEYS-AM	KIOU-FM
3 KIOU-FM	KIOU-FM	KUNO-AM
4 KEYS-AM	KUNO-AM	KRYS-AM
5 KIKN-AM	KIKN-AM	KOUL-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.

YOU CAN ORDER MORE COPIES OF

RATINGS REPORT

only \$12.50 each

SEE ORDER FORM IN BACK OF BOOK

Dallas-Ft. Worth

METRO RANK

11

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 21625

A/M '78	O/N '78	A/M '79
1 WBAP-AM 392	KVIL-FM 295	WBAP-AM 408
2 KVIL-FM 311	WBAP-AM 262	KVIL-FM 341
3 KSCS-FM 221	KRLD-AM 243	KSCS-FM 251
4 KFJZ-FM 211	KSCS-FM 214	KRLD-AM 247
5 KOAX-FM 207	KMEZ-FM 195	KTXQ-FM 247
6 KKDA-FM 193	KOAX-FM 187	KOAX-FM 227
7 KRLD-AM 164	KKDA-FM 186	KFJZ-FM 207
8 KMEZ-FM 162	KFJZ-FM 165	KMEZ-FM 197
9 KZEW-FM 135	KTXQ-FM 153	KKDA-FM 172
10 KBOX-AM 126	KNUS-FM 136	WFAA-AM 168

M-F, 6-10am

1 WBAP-AM	KRLD-AM	KVIL-FM
2 KVIL-FM	KVIL-FM	WBAP-AM
3 KRLD-AM	WBAP-AM	KRLD-AM
4 KSCS-FM	KSCS-FM	KSCS-FM
5 KBOX-AM	KFJZ-FM	KFJZ-FM
6 KFJZ-FM	KBOX-AM	KOAX-FM
7 KOAX-FM	KOAX-FM	WFAA-AM
8 KLIF-AM	WFAA-AM	KBOX-AM
9 WFAA-AM	KMEZ-FM	KTXQ-FM
10 KKDA-FM	KTXQ-FM	KMEZ-FM

M-F, 3-7pm

1 WBAP-AM	KVIL-FM	KVIL-FM
2 KVIL-FM	WBAP-AM	WBAP-AM
3 KFJZ-FM	KKDA-FM	KRLD-AM
4 KSCS-FM	KRLD-AM	KTXQ-FM
5 KKDA-FM	KSCS-FM	KSCS-FM
6 KOAX-FM	KMEZ-FM	NFJZ-FM
7 KMEZ-FM	KOAX-FM	KOAX-FM
8 KRLD-AM	KFJZ-FM	KOAX-FM
9 KZEW-FM	KNUS-FM	KMEZ-FM
10 KLIF-AM	KTXQ-FM	KNOK-FM

Teens
M-S, 6am-Midnight
POP(00): 2808

A/M '78	O/N '78	A/M '79
1 KFJZ-FM	KFJZ-FM	KFJZ-FM
2 KKDA-FM	KNUS-FM	KNUS-FM
3 KVIL-FM	KKDA-FM	KKDA-FM
4 KLIF-AM	KNOK-FM	KTXQ-FM
5 KSCS-FM	KTXQ-FM	KVIL-FM
6 KNUS-FM	KVIL-FM	KNOK-FM
7 KZEW-FM	KSCS-FM	WBAP-AM
8 KFWD-FM	NZEW-FM	KZEW-FM
9 KNOK-FM	WBAP-AM	KSCS-FM
10 WBAP-AM	KLIF-AM	KBOX-AM

M-F, 6-10am

1 KFJZ-FM	KFJZ-FM	NFJZ-FM
2 KKDA-FM	KNUS-FM	KNUS-FM
3 KVIL-FM	KKDA-FM	KVIL-FM
4 KLIF-AM	KVIL-FM	KTXQ-FM
5 KSCS-FM	WBAP-AM	KKDA-FM
6 KNUS-FM	KSCS-FM	KNOK-FM
7 KZEW-FM	KTXQ-FM	WBAP-AM
8 KFWD-FM	KNOK-FM	KLIF-AM
9 WBAP-AM	KZEW-FM	KZEW-FM
10 KNOK-AM	KLIF-AM	KSCS-FM

M-F, 3-7pm

1 KFJZ-FM	KFJZ-FM	KFJZ-FM
2 KKDA-FM	KKDA-FM	KKDA-FM
3 KVIL-FM	KNUS-FM	KNUS-FM
4 KFWD-FM	KNOK-FM	KTXQ-FM
5 KNOK-FM	KTXQ-FM	KVIL-FM
6 KLIF-AM	KVIL-FM	KNOK-FM
7 KNUS-FM	KSCS-FM	KZEW-FM
8 KNOK-AM	WBAP-AM	WBAP-AM
9 KSCS-FM	KZEW-FM	KBOX-AM
10 KFJZ-AM	KLIF-AM	KLIF-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 8412

A/M '78	O/N '78	A/M '79
1 KVIL-FM	KVIL-FM	KVIL-FM
2 KZEW-FM	KKDA-FM	KTXQ-FM
3 KKDA-FM	KTXQ-FM	KSCS-FM
4 WBAP-AM	KMGCFM	KKDA-FM
5 KSCS-FM	NZEW-FM	KNOK-FM
6 KFWD-FM	KNUS-FM	KZEW-FM
7 KFJZ-FM	KSCS-FM	NFJZ-FM
8 KNOK-FM	KLIF-AM	KMGCFM
9 KLIF-AM	KNOK-FM	WBAP-AM
10 KAFM-FM	KRLD-AM	KNUS-FM

M-F, 6-10am

1 KVIL-FM	KVIL-FM	KVIL-FM
2 WBAP-AM	KRLD-AM	KTXQ-FM
3 KSCS-FM	KRLD-AM	KSCS-FM
4 KKDA-FM	KLIF-AM	KFJZ-FM
5 KZEW-FM	WBAP-AM	KKDA-FM
6 KRLD-AM	KMGCFM	KRLD-AM
7 KLIF-AM	KKDA-FM	KZEW-FM
8 KBOX-AM	KFJZ-FM	KNOK-FM
9 KFJZ-FM	KZEW-FM	WBAP-AM
10 KFWD-FM	KNUS-FM	KLIF-AM

M-F, 3-7pm

1 KVIL-FM	KVIL-FM	KVIL-FM
2 KZEW-FM	KKDA-FM	KTXQ-FM
3 KKDA-FM	KTXQ-FM	KSCS-FM
4 KSCS-FM	KZEW-FM	KKDA-FM
5 WBAP-AM	KNUS-FM	KNOK-FM
6 KFWD-FM	KMGCFM	KZEW-FM
7 KLIF-AM	KNOK-FM	KMGCFM
8 KFJZ-FM	KSCS-FM	KFJZ-FM
9 KNOK-FM	KLIF-AM	KLIF-AM
10 KAFM-FM	KRLD-AM	KOAX-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 9461

A/M '78	O/N '78	A/M '79
1 KVIL-FM	KVIL-FM	KVIL-FM
2 WBAP-AM	KSCS-FM	KSCS-FM
3 KSCS-FM	WBAP-AM	WBAP-AM
4 KOAX-FM	KRLD-AM	KRLD-AM
5 KRLD-AM	KMEZ-FM	KMEZ-FM
6 KMEZ-FM	KOAX-FM	KOAX-FM
7 KBOX-AM	KBOX-AM	KTXQ-FM
8 KKDA-FM	KMGCFM	KBOX-AM
9 KFLX-FM	KKDA-FM	KKDA-FM
10 KLIF-AM	KLIF-AM	WFAA-AM

M-F, 6-10am

1 KVIL-FM	KVIL-FM	KVIL-FM
2 WBAP-AM	WBAP-AM	KRLD-AM
3 KRLD-AM	KRLD-AM	WBAP-AM
4 KBOX-AM	KSCS-FM	KSCS-FM
5 KSCS-FM	KBOX-AM	KOAX-FM
6 KOAX-FM	KLIF-AM	KBOX-AM
7 KLIF-AM	KMEZ-FM	KMEZ-FM
8 KMEZ-FM	KOAX-FM	WFAA-AM
9 WFAA-AM	WFAA-AM	KKDA-FM
10 KNUS-FM	KNUS-FM	KTXQ-FM

M-F, 3-7pm

1 KVIL-FM	KVIL-FM	KVIL-FM
2 KSCS-FM	KSCS-FM	KSCS-FM
3 WBAP-AM	WBAP-AM	KRLD-AM
4 KRLD-AM	KRLD-AM	WBAP-AM
5 KKDA-FM	KMEZ-FM	KOAX-FM
6 KBOX-AM	KOAX-FM	KMEZ-FM
7 KMEZ-FM	KBOX-AM	KKDA-FM
8 KFLX-FM	KNOK-FM	KTXQ-FM
9 KOAX-FM	KKDA-FM	KBOX-AM
10 KLIF-AM	KFLX-FM	KNOK-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 21625

A/M '78	O/N '78	A/M '79
1 WBAP-AM 5715	KRLD-AM 4944	WBAP-AM 5299
2 KRLD-AM 3829	WBAP-AM 3886	KRLD-AM 4591
3 KVIL-FM 3604	KVIL-FM 3512	KVIL-FM 4061
4 KFJZ-FM 3165	KFJZ-FM 2986	KFJZ-FM 3094
5 KLIF-AM 3105	KSCS-FM 2698	KSCS-FM 2866
6 KSCS-FM 2953	KNUS-FM 2408	KKDA-FM 2654
7 KOAX-FM 2418	KOAX-FM 2349	KOAX-FM 2634
8 KKDA-FM 2347	KMEZ-FM 2336	KTXQ-FM 2578
9 KZEW-FM 2265	KKDA-FM 2336	KLIF-AM 2534
10 WFAA-AM 2194	WFAA-AM 2229	KMEZ-FM 2516

M-F, 6-10am

1 WBAP-AM	KRLD-AM	KRLD-AM
2 KRLD-AM	WBAP-AM	WBAP-AM
3 KVIL-FM	KVIL-FM	KVIL-FM
4 KFJZ-FM	KSCS-FM	KFJZ-FM
5 KLIF-AM	NFJZ-FM	KSCS-FM
6 KSCS-FM	KKDA-FM	KOAX-FM
7 KKDA-FM	KOAX-FM	WFAA-AM
8 WFAA-AM	KLIF-AM	KTXQ-FM
9 KBOX-AM	KNUS-FM	KMEZ-FM
10 KOAX-FM	WFAA-AM	KKDA-FM

M-F, 3-7pm

1 WBAP-AM	KRLD-AM	KRLD-AM
2 KVIL-FM	KVIL-FM	KVIL-FM
3 KFJZ-FM	WBAP-AM	WBAP-AM
4 KRLD-AM	KFJZ-FM	KFJZ-FM
5 KSCS-FM	KSCS-FM	KSCS-FM
6 KKDA-FM	KKDA-FM	KOAX-FM
7 KLIF-AM	KNUS-FM	KTXQ-FM
8 KZEW-FM	WBAP-AM	KKDA-FM
9 KMEZ-FM	KTXQ-FM	KMEZ-FM
10 KOAX-FM	KLIF-AM	KLIF-AM

Teens
M-S, 6am-Midnight
POP(00): 2808

A/M '78	O/N '78	A/M '79
1 KFJZ-FM	KFJZ-FM	KFJZ-FM
2 KVIL-FM	KNUS-FM	KNUS-FM
3 KLIF-AM	KKDA-FM	KVIL-FM
4 KKDA-FM	KVIL-FM	KKDA-FM
5 KNUS-FM	KNOK-FM	KTXQ-FM
6 KZEW-FM	KZEW-FM	KLIF-AM
7 WBAP-AM	KTXQ-FM	KZEW-FM
8 KFJZ-AM	KLIF-AM	KNOK-FM
9 KSCS-FM	KFJZ-AM	WBAP-AM
10 KFWD-FM	KSCS-FM	KSCS-FM

M-F, 6-10am

1 KFJZ-FM	KFJZ-FM	KFJZ-FM
2 KKDA-FM	KKDA-FM	KNUS-FM
3 KVIL-FM	KNUS-FM	KVIL-FM
4 KLIF-AM	KVIL-FM	KKDA-FM
5 KNUS-FM	KLIF-AM	KLIF-AM
6 KSCS-FM	WBAP-AM	KTXQ-FM
7 KZEW-FM	KZEW-FM	KZEW-FM
8 KFWD-FM	KSCS-FM	KNOK-FM
9 KNOK-FM	KNOK-FM	WBAP-AM
10 KRLD-AM	KTXQ-FM	KSCS-FM

M-F, 3-7pm

1 KFJZ-FM	KFJZ-FM	KFJZ-FM
2 KKDA-FM	KKDA-FM	KNUS-FM
3 KVIL-FM	KNOK-FM	KKDA-FM
4 KLIF-AM	KNOK-FM	KTXQ-FM
5 KNUS-FM	KVIL-FM	KVIL-FM
6 KZEW-FM	KTXQ-FM	KNOK-FM
7 KNOK-FM	KSCS-FM	KZEW-FM
8 KFWD-FM	WBAP-AM	KLIF-AM
9 KSCS-FM	KLIF-AM	WBAP-AM
10 KFJZ-AM	KZEW-FM	KSCS-FM

A/M '79 Market Overview

Big success story in this market is the resurgence of Country-formatted **WBAP** to the top spot in the market. Large part of the story is due to station's tie-in to Texas Rangers baseball. **WBAP** added one of the players, **Jim Sunberg**, to the PM drive air staff. PM drive numbers increased well. Numbers in midday increased due to reworking of the music and commercial loads in those hours. Outside advertising of the station consisted of TV spots for **WBAP**. No increase in ad budget compared to the last book.

The #2 12+ in the Dallas-Ft. Worth metro is **KVIL-FM**, an adult-oriented Top 40. Female adult numbers showed a good increase in AM drive to pace the rise for the **Fairbanks** station. Ad campaign featured TV commercials. One of the biggest share increases was registered by AOR entity **KTXQ**, which rose from 4.6 to 6.8 in overall share. **KTXQ** features a consistent all-rock sound, although not a "modal programming" client of **Burkhart-Abrams**. The station staged lots of street promotions, such as benefit concerts, and co-sponsored the **Texas Jam** and broadcast parts of it. Advertising consisted of TV, newspaper and magazine ads. Competitor **KZEW** dropped again in this book, but will be now under direction of new PD from Cincinnati (**Tom Owens** from **WSAI-FM**), so Fall sweep should be an interesting one for these stations.

Other interesting situations to look at are those of **KSCS** (**WBAP's** FM sister) and **News/Talk KRLD**. **KSCS** takes a different approach to Country sound than does **WBAP**, with more of a background sound — few commercial breaks, no personalities, very little service. FM effort appears to be paying off for **Cap Cities**, though, as **KSCS** keeps gaining. **Metromedia's** **KRLD** off slightly in this report, but still scored well in broad demos 18+. Morning drive share declined but afternoons and midday improved.

Overall metro in-tab drops in this sweep by over 200 diaries. No drastic demo flukes, though, as loss occurs among many age/sex cells.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 21625

A/M '78	O/N '78	A/M '79
1 WBAP-AM 11.8	KVIL-FM 8.9	WBAP-AM(C) 11.3
2 KVIL-FM 9.3	WBAP-AM 7.9	KVIL-FM(B) 9.4
3 KSCS-FM 6.6	KRLD-AM 7.4	KSCS-FM(C) 6.9
4 KFJZ-FM 6.3	KSCS-FM 6.5	KRLD-AM(B) 6.8
5 KOAX-FM 6.2	KMEZ-FM 5.9	KTXQ-FM(A) 6.8
6 KKDA-FM 5.8	KOAX-FM 5.7	KOAX-FM(B) 6.3
7 KRLD-AM 4.9	KKDA-FM 5.6	KFJZ-FM(B) 5.7
8 KMEZ-FM 4.9	KFJZ-FM 5.0	KMEZ-FM(B) 5.4
9 KZEW-FM 4.1	KTXQ-FM 4.6	KKDA-FM(B) 4.8
10 KBOX-AM 3.8	KNUS-FM 4.1	WFAA-AM(B) 4.6
11 KLIF-AM 3.3	WFAA-AM 4.1	KBOX-AM(C) 4.0
12 WFAA-AM 3.3	KNOK-FM 3.4	KNOK-FM(B) 3.7
13 KNOK-FM 2.9	KBOX-AM 3.4	KNUS-FM(A) 2.9
14 KFWD-FM 2.9	KZEW-FM 3.1	KZEW-FM(A) 2.8
15 KFLX-FM 2.9	KLIF-AM 3.0	KFLX-FM(A) 2.2
16 KNUS-FM 2.3	KMGCFM 2.7	KLIF-AM(B) 2.1
17 KFJZ-AM 2.1	KFLX-FM 2.4	KMGCFM(A) 2.1
18 KAFM-FM 2.1	KFJZ-AM 1.7	KVIL-AM(B) 1.5
19 KNOK-AM 1.7	KAFM-FM 1.7	KFJZ-AM(A) 1.3
20 KMGCFM 1.5	KESS-FM 1.6	KAFM-FM(A) 1.2
21 KPBC-AM 1.4	KPBC-AM 1.5	NFBC-AM(A) 0.8
22 KVIL-AM 1.3	WRR-FM 1.4	WRR-FM(C) 0.7
23 KKDA-AM 1.0	KVIL-AM 1.0	KNOK-AM(B) 0.7
24 KJIM-AM 0.9	KSKY-AM 0.9	KKDA-AM(B) 0.5
25 KXDL-AM 0.9	KNOK-AM 0.8	KSKY-AM(B) 0.5
26 WRR-FM 0.9	KAAM-AM 0.8	KJIM-AM(C) 0.4
27 KAAM-AM 0.7	KXDL-AM 0.7	KAAM-AM(A) 0.3
28 KSKY-AM 0.7	KKDA-AM 0.6	
29 KRXV-AM 0.3	KWJS-FM 0.4	
30	KRXV-AM 0.4	

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*

Adults 18-34
M-S, 6am-Midnight
POP (00): 8612

A/M '78	O/N '78	A/M '79
1 KVIL-FM	KVIL-FM	KVIL-FM
2 WBAF-AM	KTXQ-FM	KTXQ-FM
3 KZEW-FM	KRLD-AM	KKDA-FM
4 KLIF-AM	KZEW-FM	KZEW-FM
5 KKDA-FM	KKDA-FM	KLIF-AM
6 KSCS-FM	KNUS-FM	KSCS-FM
7 KFJZ-FM	KLIF-AM	WBAF-AM
8 KNUS-FM	KFJZ-FM	KFJZ-FM
9 KFWD-FM	KMGC-FM	KRLD-AM
10 KRLD-AM	KSCS-FM	KNUS-FM

M-F, 6-10am

1 KVIL-FM	KVIL-FM	KVIL-FM
2 KLIF-AM	KTXQ-FM	KTXQ-FM
3 WBAF-AM	KRLD-AM	KSCS-FM
4 KZEW-FM	KKDA-FM	KKDA-FM
5 KFJZ-FM	KLIF-AM	KZEW-FM
6 KSCS-FM	KNUS-FM	KLIF-AM
7 KFWD-FM	KFJZ-FM	KNUS-FM
8 KKDA-FM	KZEW-FM	KFJZ-FM
9 KRLD-AM	KMGC-FM	WBAF-AM
10 KNUS-FM	WBAF-AM	KRLD-AM

M-F, 3-7pm

1 KVIL-FM	KVIL-FM	KVIL-FM
2 KZEW-FM	KTXQ-FM	KTXQ-FM
3 KKDA-FM	KKDA-FM	KKDA-FM
4 KSCS-FM	KZEW-FM	KSCS-FM
5 KLIF-AM	KNUS-FM	KLIF-AM
6 WBAF-AM	KLIF-AM	KZEW-FM
7 KFJZ-FM	KFJZ-FM	KNUS-FM
8 KNUS-FM	KRLD-AM	KRLD-AM
9 KFWD-FM	KNUS-FM	KFJZ-FM
10 KFJZ-AM	KSCS-FM	KNUS-FM

Adults 25-49
M-S, 6am-Midnight
POP (00): 9461

A/M '78	O/N '78	A/M '79
1 WBAF-AM	KRLD-AM	WBAF-AM
2 KRLD-AM	KVIL-FM	KVIL-FM
3 KVIL-FM	WBAF-AM	KRLD-AM
4 KSCS-FM	KSCS-FM	KSCS-FM
5 KLIF-AM	KLIF-AM	KMEZ-FM
6 KDAX-FM	KMEZ-FM	KLIF-AM
7 WFAA-AM	KDAX-FM	KDAX-FM
8 KMEZ-FM	KNUS-FM	KDAX-FM
9 KBOX-AM	WFAA-AM	KKDA-FM
10 KKDA-FM	KBOX-AM	KTXQ-FM

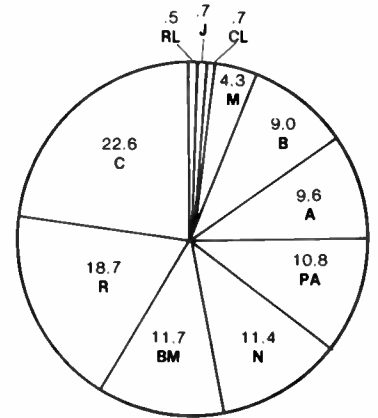
M-F, 6-10am

1 KVIL-FM	KVIL-FM	KVIL-FM
2 KRLD-AM	WBAF-AM	KRLD-AM
3 WBAF-AM	KRLD-AM	WBAF-AM
4 KLIF-AM	KSCS-FM	KSCS-FM
5 KSCS-FM	KBOX-AM	KDAX-FM
6 KBOX-AM	KLIF-AM	KMEZ-FM
7 KDAX-FM	KDAX-FM	KBOX-AM
8 WFAA-AM	KNUS-FM	KLIF-AM
9 KMEZ-FM	WFAA-AM	KKDA-FM
10 KNUS-FM	KKDA-FM	WFAA-AM

M-F, 3-7pm

1 WBAF-AM	KVIL-FM	KVIL-FM
2 KVIL-FM	KRLD-AM	KRLD-AM
3 KRLD-AM	WBAF-AM	KSCS-FM
4 KSCS-FM	KSCS-FM	WBAF-AM
5 KLIF-AM	KLIF-AM	KDAX-FM
6 KMEZ-FM	KNUS-FM	KMEZ-FM
7 KBOX-AM	KMEZ-FM	KBOX-AM
8 KKDA-FM	KBOX-AM	KLIF-AM
9 KFJZ-FM	KNUS-FM	KKDA-FM
10 KDAX-FM	KDAX-FM	KTXQ-FM

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



Cincinnati *(Continued from page 66)*

M-F, 3-7pm

1 WSAI-AM	WERN-FM	WKRC-FM
2 WEHN-FM	WKRC-FM	WLW-AM
3 WKRC-FM	WLW-AM	WSAI-FM
4 WLW-AM	WSAI-FM	WERN-FM
5 WKRC-AM	WKRC-AM	WKRC-AM
6 WCIN-AM	WSAI-AM	WLWS-FM
7 WUBE-AM	WWEZ-FM	WQOV-FM
8 WFEZ-FM	WLWS-FM	WLQA-FM
9 WLQA-FM	WUBE-FM	WCIN-AM
10 WCKY-AM	WCKY-AM	WUBE-FM

Adults 25-49
M-S, 6am-Midnight
POP (00): 4404

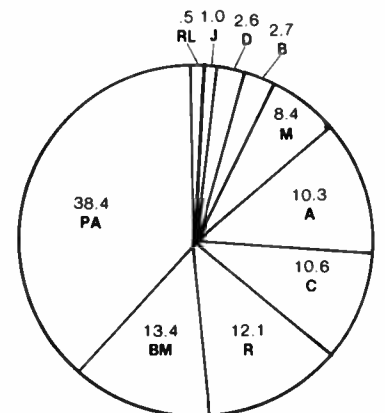
A/M '78	O/N '78	A/M '79
1 WLW-AM	WLW-AM	WLW-AM
2 WSAI-AM	WKRC-AM	WKRC-AM
3 WKRC-AM	WKRC-AM	WKRC-AM
4 WKRC-FM	WERN-FM	WKRC-FM
5 WUBE-AM	WFEZ-FM	WCKY-AM
6 WCKY-AM	WSAI-AM	WWEZ-FM
7 WLQA-FM	WCKY-AM	WSAI-AM
8 WFEZ-FM	WUBE-FM	WUBE-FM
9 WERN-FM	WLQA-FM	WSAI-FM
10 WCIN-AM	WSAI-FM	WLQA-FM

M-F, 6-10am

1 WLW-AM	WLW-AM	WLW-AM
2 WKRC-AM	WKRC-AM	WKRC-AM
3 WSAI-AM	WKRC-FM	WKRC-FM
4 WUBE-AM	WCKY-AM	WCKY-AM
5 WKRC-FM	WERN-FM	WUBE-FM
6 WCKY-AM	WUBE-FM	WERN-FM
7 WLQA-FM	WSAI-AM	WWEZ-FM
8 WFEZ-FM	WCIN-AM	WCIN-AM
9 WERN-FM	WWEZ-FM	WSAI-AM
10 WCIN-AM	WLQA-FM	WLQA-FM

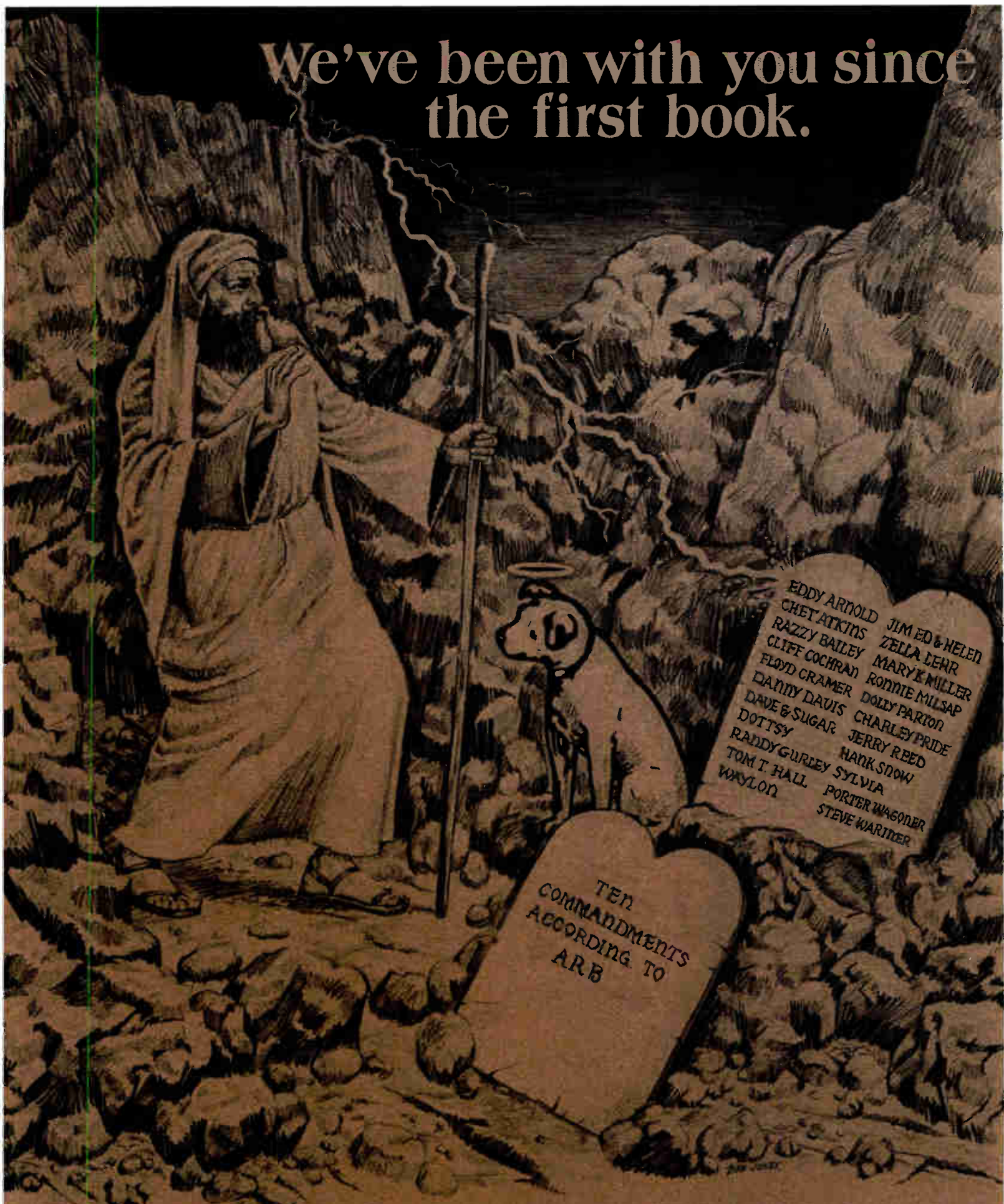
M-F, 3-7pm

1 WLW-AM	WLW-AM	WLW-AM
2 WSAI-AM	WKRC-AM	WKRC-AM
3 WKRC-FM	WKRC-FM	WKRC-FM
4 WKRC-AM	WCKY-AM	WCKY-AM
5 WUBE-AM	WWEZ-FM	WERN-FM
6 WCKY-AM	WERN-FM	WFEZ-FM
7 WEHN-FM	WSAI-AM	WUBE-FM
8 WFEZ-FM	WUBE-FM	WSAI-AM
9 WLQA-FM	WSAI-FM	WLQA-FM
10 WCIN-AM	WLQA-FM	WCIN-AM



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

We've been with you since
the first book.



EDDY ARNOLD JIM ED & HELEN
CHET ATKINS ZELLA LEHR
RAZZY BAILEY MARYE MULLER
CLIFF COCHRAN RONNIE MILSAP
FLOYD CRAMER DOLLY PARTON
DANNY DAVIS CHARLEY PRIDE
DAVE & SUGAR JERRY REED
DOTSY HANK SNOW
RANDY GURLEY SYLVIA
TOM T. HALL PORTER WAGONER
WAYLON STEVE WARNER

TEN
COMMANDMENTS
ACCORDING TO
ARB

And will be till the last.

NCA
RECORUS



Davenport- Rock Island- Moline

METRO RANK



A/M '79 Market Overview

The Davenport metro is quite a competitive area, with close battles among Top 40 stations and among Beautiful Music properties. However, there is no real race among Country stations, as WHBF continues to lead all stations in the market with a 12+ share of 17.3, up more than two points from last Spring. This second big up book in a row for WHBF is attributable to the station's increasing popularity among adult women in the Davenport area. The female numbers showed special growth in AM drive, midday, and the evenings.

In the formats where there is a close race for the number one position, both Top 40 and Beautiful Music need to be examined. The number two station in the market is Top 40 leader KSTT, which increased slightly over its share last year. Young women ratings improved the most on this AM rocker. Meanwhile, FM station KIIK dropped below KSTT in this survey, but still maintained a healthy share. Midday appears to have been the downfall of KIIK, since all its target demos dropped in the ratings in that daypart.

The Beautiful Music scene is no more tranquil. KRVR is swimming along with a nice share jump in this report, while its AM competitor, WOC, may be struggling against the tide, since it suffered a second straight down book. In most cases, whenever WOC numbers decline in a daypart, those same demos see an increase for KRVR.

Two other situations bear examination in this metro. P/A leader WQUA dropped several shares, to its lowest number in three years. WQUA dropped by 33-50% in some dayparts, with afternoon drive perhaps hardest hit.

A new set of calls is recorded in this book, WXLN, an FM AOR station. WXLN debuted with a healthy 6.3 overall share and an impressive men 18-34 share of almost 25.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 3066

	A/M '77	A/M '78	A/M '79
1 KSTT-AM	15.6	WHBF-AM	14.6
2 KIIK-FM	13.1	KIIK-FM	14.4
3 WOC -AM	12.6	KSTT-AM	11.8
4 KRVR-FM	12.4	WQUA-AM	10.6
5 WHBF-AM	11.7	WOC -AM	10.4
6 WQUA-AM	7.6	KRVR-FM	8.7
7 WLS -AM	3.2	WHBF-FM	3.3
8 KWNT-AM	3.0	KWNT-AM	2.8
9 WGN -AM	2.5	WHTT-FM	2.6
10 MEMO-FM	2.1	WKEI-AM	2.1
11 WHBF-FM	1.6	WEMO-FM	1.4
12 WHAD-AM	1.6	WRSQ-FM	0.9
13 WHTT-FM	1.4	WGN -AM	0.4
14 WKEI-AM	1.1	WHT -AM	0.4
15 WBBH-AM	0.9		
16 WRSQ-FM	0.9		
17 WHT -AM	0.7		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3066

	A/M '77	A/M '78	A/M '79
1 KSTT-AM	68	WHBF-AM	62
2 KIIK-FM	57	KIIK-FM	61
3 WOC -AM	55	KSTT-AM	50
4 KRVR-FM	54	WQUA-AM	45
5 WHBF-AM	51	WOC -AM	44

M-F, 6-10am			
1 WHBF-AM	WHBF-AM	WHBF-AM	
2 WOC -AM	WQUA-AM	KSTT-AM	
3 KSTT-AM	WOC -AM	WOC -AM	
4 WQUA-AM	KSTT-AM	WQUA-AM	
5 KIIK-FM	KIIK-FM	KIIK-FM	

M-F, 3-7pm			
1 KSTT-AM	KIIK-FM	KIIK-FM	
2 KIIK-FM	WHBF-AM	KSTT-AM	
3 KRVR-FM	WQUA-AM	WHBF-AM	
4 WHBF-AM	KRVR-FM	KRVR-FM	
5 WQUA-AM	KSTT-AM	WOC -AM	

Teens M-S, 6am-Midnight POP(00): 421

	A/M '77	A/M '78	A/M '79
1 KSTT-AM		KIIK-FM	KIIK-FM
2 KIIK-FM		KSTT-AM	KSTT-AM
3 WHBF-FM		WQUA-AM	WQUA-AM
4 WLS -AM		WHBF-FM	WXLN-FM
5 WQUA-AM		WEMO-FM	WZZC-FM

M-F, 6-10am			
1 KSTT-AM	KIIK-FM	KSTT-AM	18
2 KIIK-FM	KSTT-AM	KIIK-FM	17
3 WQUA-AM	WQUA-AM	WXLN-FM	6
4 WHBF-FM	WHBF-FM	WQUA-AM	4
5 WLS -AM	WHBF-AM	WHBF-AM	4

M-F, 3-7pm			
1 KIIK-FM	KIIK-FM	KIIK-FM	
2 KSTT-AM	KSTT-AM	KSTT-AM	
3 WHBF-FM	WHBF-FM	WQUA-AM	
4 WLS -AM	WQUA-AM	WXLN-FM	
5 KRVR-FM	KRVR-FM	WZZC-FM	

Adults 18-34 M-S, 6am-Midnight POP(00): 1071

	A/M '77	A/M '78	A/M '79
1 KSTT-AM		KIIK-FM	KSTT-AM
2 KIIK-FM		KSTT-AM	KIIK-FM
3 WQUA-AM		WQUA-AM	WXLN-FM
4 WHBF-AM		WHBF-FM	WHBF-AM
5 WLS -AM		WHBF-AM	KRVR-FM

M-F, 6-10am			
1 KSTT-AM	KSTT-AM	KSTT-AM	50
2 KIIK-FM	KIIK-FM	KIIK-FM	34
3 WQUA-AM	WQUA-AM	WXLN-FM	34
4 WHBF-AM	WHBF-FM	WQUA-AM	30
5 WLS -AM	WHBF-AM	WHBF-AM	27

M-F, 3-7pm			
1 KSTT-AM	KIIK-FM	KIIK-FM	
2 KIIK-FM	WQUA-AM	KSTT-AM	
3 WQUA-AM	KSTT-AM	WXLN-FM	
4 WHBF-AM	WHBF-AM	KRVR-FM	
5 KRVR-FM	WHTT-FM	WHBF-AM	

Adults 25-49 M-S, 6am-Midnight POP(00): 1210

	A/M '77	A/M '78	A/M '79
1 KRVR-FM		WQUA-AM	KSTT-AM
2 KIIK-FM		WHBF-AM	WHBF-AM
3 WHBF-AM		KIIK-FM	KRVR-FM
4 WOC -AM		KRVR-FM	KIIK-FM
5 KSTT-AM		KSTT-AM	WOC -AM

M-F, 6-10am			
1 WHBF-AM	WQUA-AM	KSTT-AM	
2 WQUA-AM	WHBF-AM	WHBF-AM	
3 WOC -AM	KSTT-AM	WQUA-AM	
4 KSTT-AM	KIIK-FM	KRVR-FM	
5 KRVR-FM	WHBF-FM	WOC -AM	

M-F, 3-7pm			
1 KRVR-FM	WQUA-AM	KSTT-AM	
2 KIIK-FM	WHBF-AM	WHBF-AM	
3 WHBF-AM	KIIK-FM	KRVR-FM	
4 KSTT-AM	KRVR-FM	KIIK-FM	
5 WQUA-AM	WHTT-FM	WOC -AM	

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3066

	A/M '77	A/M '78	A/M '79
1 KSTT-AM	1121	KSTT-AM	1058
2 KIIK-FM	913	WHBF-AM	945
3 WHBF-AM	906	KIIK-FM	822
4 WOC -AM	811	WQUA-AM	786
5 WQUA-AM	746	WOC -AM	693

M-F, 6-10am			
1 KSTT-AM	WHBF-AM	WHBF-AM	
2 WHBF-AM	KSTT-AM	KSTT-AM	
3 WOC -AM	WQUA-AM	KIIK-FM	
4 WQUA-AM	KIIK-FM	WQUA-AM	
5 KIIK-FM	WOC -AM	WOC -AM	

M-F, 3-7pm			
1 KSTT-AM	KSTT-AM	KSTT-AM	
2 KIIK-FM	KIIK-FM	KIIK-FM	
3 WHBF-AM	WHBF-AM	WHBF-AM	
4 WOC -AM	WQUA-AM	WQUA-AM	
5 KRVR-FM	KRVR-FM	WOC -AM	

Teens M-S, 6am-Midnight POP(00): 421

	A/M '77	A/M '78	A/M '79
1 KSTT-AM		KIIK-FM	KSTT-AM
2 KIIK-FM		KSTT-AM	KIIK-FM
3 WLS -AM		WQUA-AM	WQUA-AM
4 WHBF-FM		WHBF-AM	WXLN-FM
5 WQUA-AM		WHBF-FM	WHBF-AM

M-F, 6-10am			
1 KSTT-AM	KIIK-FM	KIIK-FM	
2 KIIK-FM	KSTT-AM	KSTT-AM	
3 WHBF-FM	WQUA-AM	WQUA-AM	
4 WLS -AM	WHBF-AM	WXLN-FM	
5 WQUA-AM	WHBF-FM	WHBF-AM	

M-F, 3-7pm			
1 KSTT-AM	KIIK-FM	KSTT-AM	
2 KIIK-FM	KSTT-AM	KIIK-FM	
3 WHBF-FM	WQUA-AM	WQUA-AM	
4 WLS -AM	WHBF-FM	WXLN-FM	
5 WQUA-AM	KRVR-FM	WOC -AM	

Adults 18-34 M-S, 6am-Midnight POP(00): 1071

	A/M '77	A/M '78	A/M '79
1 KSTT-AM		KSTT-AM	KSTT-AM
2 KIIK-FM		KIIK-FM	KIIK-FM
3 WQUA-AM		WQUA-AM	WQUA-AM
4 WHBF-AM		WHBF-AM	WXLN-FM
5 WLS -AM		WHBF-FM	WHBF-AM

M-F, 6-10am			
1 KSTT-AM	KSTT-AM	KSTT-AM	
2 KIIK-FM	KIIK-FM	KIIK-FM	
3 WQUA-AM	WQUA-AM	WXLN-FM	
4 WHBF-AM	WHBF-FM	WQUA-AM	
5 KRVR-FM	WHBF-AM	WHBF-AM	

M-F, 3-7pm			
1 KSTT-AM	KSTT-AM	KSTT-AM	
2 KIIK-FM	KIIK-FM	KIIK-FM	
3 WQUA-AM	WQUA-AM	WXLN-FM	
4 WHBF-AM	WHBF-AM	WQUA-AM	
5 KRVR-FM	WHBF-AM	WHBF-AM	

Adults 25-49 M-S, 6am-Midnight POP(00): 1210

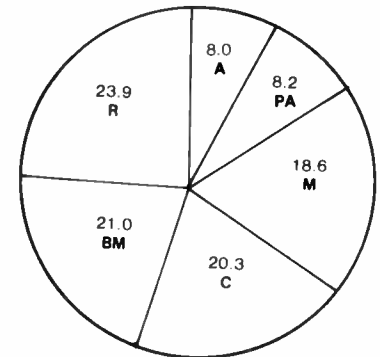
	A/M '77	A/M '78	A/M '79
1 KSTT-AM		WHBF-AM	KSTT-AM
2 WQUA-AM		WQUA-AM	WQUA-AM
3 KIIK-FM		KSTT-AM	WHBF-AM
4 WHBF-AM		KIIK-FM	WOC -AM
5 KRVR-FM		KRVR-FM	KIIK-FM

M-F, 6-10am			
1 WQUA-AM	WHBF-AM	KSTT-AM	
2 WHBF-AM	WQUA-AM	WHBF-AM	
3 KSTT-AM	KSTT-AM	WQUA-AM	
4 KIIK-FM	KIIK-FM	KRVR-FM	
5 WOC -AM	WOC -AM	WOC -AM	

M-F, 3-7pm			
1 KSTT-AM	WQUA-AM	KSTT-AM	
2 WHBF-AM	WHBF-AM	WHBF-AM	
3 WQUA-AM	KSTT-AM	KIIK-FM	
4 KIIK-FM	KIIK-FM	WQUA-AM	
5 WOC -AM	KRVR-FM	KRVR-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.

Dayton

METRO RANK

43

A/M '79 Market Overview

In this market, leadership is very much a family affair. In the Spring books, **WHIO** leads the market, helped by its carrying Cincinnati Reds baseball. In the Fall surveys, **WHIO-FM**, the leading Beautiful Music station, tops the market. This being an A/M survey, it was **WHIO's** turn to go to the head of the class.

Cox's P/A leader, **WHIO**, jumped several shares over its O/N '78 effort, owing largely no doubt to the broadcasts of Reds games. **WHIO** also tied in promotions to the Reds. Ad campaign featured "Nobody Does It Better" theme backed with TV, newspaper and billboards.

WHIO-FM was a close second to its AM relative in this book, airing the **Bonneville** easy listening mode of programming. No on-air contests to intrude on mellow sound.

Outside the Cox family of stations in Dayton, there were other situations which bear examining. AOR entity **WTUE** slipped from its fantastic showing in the O/N '78 report to a still vigorous 12 share overall (with a 28 share of men 18-34). **WTUE's** problem came about in the evening, when it dropped significantly from the Fall report.

Country-formatted **WONE** made a good effort and ended up with an increase in this report. Second straight boost is due largely to increase in male numbers (**WONE** is #2 in men 25-54). Station gave away over \$5000 through "Country Cash" contest.

A new factor has entered the Dayton market, a Top 40 rock station with the new calls of **WDJX**. Actually located in Xenia, **WDJX** scored an impressive debut with over a 6 share in its first book, sending the numbers for Top 40 leader **WING** into a decline from 11.3 to 8.7. The Fall '79 survey should be interesting to see how this Top 40 situation comes out.

Black station **WDAO** saw its numbers decline for the second book in a row. Sources at the station attribute this decline to a possible novelty factor, wherein listeners were sampling the new sounds in town (**WDJX** or stations that play some dancemusic). **WDAO** plans to add more gold to its playlist.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 6795

	A/M '78	O/N '78	A/M '79
1	WHIO-AM	19.4	WHIO-AM(PA) 16.0
2	WHIO-FM	16.2	WTUE-FM 13.6
3	WING-AM	11.8	WHIO-AM 10.5
4	WONE-AM	7.9	WING-AM 7.7
5	WDAO-FM	7.6	WONE-AM 8.9
6	WTUE-FM	6.5	WAVI-AM 7.0
7	WAVI-AM	6.5	WDAO-FM 6.6
8	WLW-AM	4.7	WUUD-FM 3.3
9	WUUD-FM	2.4	WLW-AM 3.1
10	WFTW-FM	1.7	WKRQ-FM 1.6
11	WKRQ-FM	1.6	WUUD-FM(A) 2.7
12	WWEZ-FM	1.5	WLSW-FM 0.9
13	WSAI-AM	1.0	WFCJ-FM 0.9
14	WLVV-FM	0.8	WLVV-FM 0.9
15	WLSW-FM	0.8	WFFB-AM 0.9
16	WHLY-FM	0.6	WFFB-AM 0.8
17	WFTW-AM	0.6	WFFB-AM 0.6
18	WIZL-AM	0.5	WFTW-AM 0.5
19	WOLK-FM	0.5	WFTW-AM 0.4
20	WFFB-AM	0.4	WFCJ-FM 0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6795

	A/M '78	O/N '78	A/M '79
1	WHIO-AM	183	WHIO-AM 198
2	WHIO-FM	153	WTUE-FM 160
3	WING-AM	111	WHIO-AM 130
4	WONE-AM	74	WING-AM 119
5	WDAO-FM	72	WONE-AM 93

M-F, 8-10am

	A/M '78	O/N '78	A/M '79
1	WHIO-AM	WHIO-AM	WHIO-AM
2	WING-AM	WING-AM	WHIO-FM
3	WHIO-FM	WHIO-FM	WING-AM
4	WONE-AM	WTUE-FM	WONE-AM
5	WDAO-FM	WONE-AM	WTUE-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	WHIO-FM	WHIO-FM	WHIO-FM
2	WHIO-AM	WTUE-FM	WHIO-AM
3	WING-AM	WING-AM	WTUE-FM
4	WTUE-FM	WONE-AM	WING-AM
5	WONE-AM	WHIO-AM	WONE-AM

Teens
M-S, 6am-Midnight
POP(00): 927

	A/M '78	O/N '78	A/M '79
1	WING-AM	WING-AM	WDJX-FM
2	WDAO-FM	WTUE-FM	WTUE-FM
3	WTUE-FM	WKRQ-FM	WKRQ-FM
4	WKRQ-FM	WDAO-FM	WING-AM
5	WHIO-AM	WBZI-FM	WOKV-FM

M-F, 8-10am

	A/M '78	O/N '78	A/M '79
1	WING-AM	WING-AM	WDJX-FM
2	WDAO-FM	WTUE-FM	WING-AM
3	WKRQ-FM	WKRQ-FM	WTUE-FM
4	WTUE-FM	WDAO-FM	WKRQ-FM
5	WHIO-AM	WHIO-AM	WOKV-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	WING-AM	WTUE-FM	WDJX-FM
2	WTUE-FM	WING-AM	WTUE-FM
3	WDAO-FM	WKRQ-FM	WING-AM
4	WKRQ-FM	WDAO-FM	WKRQ-FM
5	WSAI-AM	WBZI-FM	WOKV-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2561

	A/M '78	O/N '78	A/M '79
1	WTUE-FM	WTUE-FM	WTUE-FM
2	WING-AM	WING-AM	WING-AM
3	WHIO-AM	WDAO-FM	WDJX-FM
4	WDAO-FM	WHIO-FM	WONE-AM
5	WHIO-FM	WUUD-FM	WHIO-FM

M-F, 8-10am

	A/M '78	O/N '78	A/M '79
1	WING-AM	WING-AM	WING-AM
2	WHIO-AM	WTUE-FM	WTUE-FM
3	WTUE-FM	WHIO-AM	WONE-AM
4	WDAO-FM	WHIO-FM	WHIO-AM
5	WONE-AM	WDAO-FM	WDJX-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	WING-AM	WTUE-FM	WTUE-FM
2	WTUE-FM	WING-AM	WING-AM
3	WHIO-FM	WHIO-FM	WDJX-FM
4	WDAO-FM	WDAO-FM	WONE-AM
5	WHIO-AM	WUUD-FM	WDAO-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2844

	A/M '78	O/N '78	A/M '79
1	WHIO-FM	WHIO-FM	WONE-AM
2	WHIO-AM	WHIO-AM	WHIO-FM
3	WING-AM	WING-AM	WHIO-AM
4	WONE-AM	WONE-AM	WING-AM
5	WDAO-FM	WTUE-FM	WTUE-FM

M-F, 8-10am

	A/M '78	O/N '78	A/M '79
1	WHIO-AM	WHIO-AM	WING-AM
2	WING-AM	WHIO-FM	WONE-AM
3	WHIO-FM	WING-AM	WHIO-AM
4	WONE-AM	WONE-AM	WHIO-FM
5	WDAO-FM	WTUE-FM	WTUE-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	WHIO-FM	WHIO-FM	WING-AM
2	WING-AM	WING-AM	WONE-AM
3	WHIO-AM	WONE-AM	WHIO-FM
4	WONE-AM	WTUE-FM	WHIO-AM
5	WTUE-FM	WHIO-AM	WTUE-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6795

	A/M '78	O/N '78	A/M '79
1	WHIO-AM	2858	WHIO-AM 2925
2	WING-AM	2531	WHIO-AM 2252
3	WHIO-FM	2060	WHIO-FM 2660
4	WONE-AM	1522	WTUE-FM 1821
5	WTUE-FM	1037	WONE-AM 1449

M-F, 8-10am

	A/M '78	O/N '78	A/M '79
1	WHIO-AM	WHIO-AM	WHIO-AM
2	WING-AM	WING-AM	WING-AM
3	WHIO-FM	WHIO-FM	WHIO-FM
4	WONE-AM	WTUE-FM	WONE-AM
5	WTUE-FM	WONE-AM	WTUE-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	WING-AM	WING-AM	WHIO-AM
2	WHIO-AM	WHIO-FM	WING-AM
3	WHIO-FM	WTUE-FM	WHIO-FM
4	WONE-AM	WHIO-AM	WHIO-FM
5	WTUE-FM	WONE-AM	WONE-AM

Teens
M-S, 6am-Midnight
POP(00): 927

	A/M '78	O/N '78	A/M '79
1	WING-AM	WING-AM	WDJX-FM
2	WHIO-AM	WTUE-FM	WING-AM
3	WTUE-FM	WKRQ-FM	WTUE-FM
4	WKRQ-FM	WUUD-FM	WKRQ-FM
5	WDAO-FM	WHIO-AM	WHIO-AM

M-F, 8-10am

	A/M '78	O/N '78	A/M '79
1	WING-AM	WING-AM	WDJX-FM
2	WDAO-FM	WTUE-FM	WING-AM
3	WHIO-AM	WKRQ-FM	WTUE-FM
4	WKRQ-FM	WDAO-FM	WKRQ-FM
5	WTUE-FM	WHIO-AM	WOKV-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	WING-AM	WING-AM	WDJX-FM
2	WDAO-FM	WTUE-FM	WING-AM
3	WHIO-AM	WKRQ-FM	WTUE-FM
4	WTUE-FM	WDAO-FM	WKRQ-FM
5	WKRQ-FM	WUUD-FM	WOKV-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2561

	A/M '78	O/N '78	A/M '79
1	WING-AM	WING-AM	WING-AM
2	WHIO-AM	WTUE-FM	WTUE-FM
3	WTUE-FM	WHIO-AM	WHIO-AM
4	WHIO-FM	WUUD-FM	WUUD-FM
5	WUUD-FM	WONE-AM	WDAO-FM

M-F, 8-10am

	A/M '78	O/N '78	A/M '79
1	WING-AM	WING-AM	WING-AM
2	WTUE-FM	WTUE-FM	WTUE-FM
3	WHIO-AM	WHIO-AM	WHIO-AM
4	WDAO-FM	WUUD-FM	WONE-AM
5	WONE-AM	WDAO-FM	WDJX-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	WING-AM	WING-AM	WING-AM
2	WTUE-FM	WTUE-FM	WTUE-FM
3	WHIO-AM	WTUE-FM	WTUE-FM
4	WUUD-FM	WUUD-FM	WONE-AM
5	WDAO-FM	WHIO-FM	WDAO-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2844

	A/M '78	O/N '78	A/M '79
1	WHIO-AM	WING-AM	WHIO-AM
2	WING-AM	WHIO-AM	WING-AM
3	WHIO-FM	WHIO-FM	WONE-AM
4	WONE-AM	WONE-AM	WHIO-FM
5	WDAO-FM	WTUE-FM	WTUE-FM

M-F, 8-10am

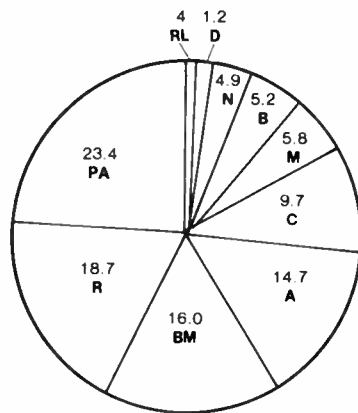
	A/M '78	O/N '78	A/M '79
1	WHIO-AM	WING-AM	WHIO-AM
2	WING-AM	WHIO-AM	WING-AM
3	WHIO-FM	WHIO-FM	WONE-AM
4	WONE-AM	WONE-AM	WHIO-FM
5	WDAO-FM	WTUE-FM	WTUE-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1	WING-AM	WING-AM	WING-AM
2	WHIO-AM	WHIO-FM	WHIO-AM
3	WHIO-FM	WHIO-AM	WONE-AM
4	WONE-AM	WONE-AM	WHIO-FM
5	WTUE-FM	WTUE-FM	WTUE-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

134

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 1193

	A/M '77	A/M '78	A/M '79			
1	WBRO-FM	13.0	WMLV-FM	16.8	WMLV-FM (M)	15.5
2	WMLV-FM	10.0	WBRO-FM	14.6	WSBB-AM (PA)	11.1
3	WDIZ-FM	9.6	WNDR-AM	10.8	WBRO-FM (M)	10.4
4	WELE-FM	8.5	WMFJ-AM	7.5	WDIZ-FM (A)	8.9
5	WNDR-AM	7.8	WDIZ-FM	7.5	WNDR-AM (PA)	7.3
6	WDAT-AM	6.3	WELE-FM	6.7	WMFJ-AM (M)	5.1
7	WMFJ-AM	5.9	WRDD-AM	5.2	WRDD-AM (PA)	5.1
8	WSBB-AM	5.9	WSBB-AM	4.9	WELE-FM (C)	5.1
9	WELE-AM	5.9	WQXQ-FM	4.9	WQXQ-FM (A)	4.7
10	WRDD-AM	5.6	WELE-AM	4.5	WELE-AM (C)	3.5
11	WQXQ-FM	4.1	WDAT-AM	3.4	WDAT-AM (PA)	3.2
12	WKXX-AM	3.3	WKXX-AM	1.9	WBWJ-FM (M)	2.8
13	WHOO-FM	3.3	WBRO-AM	1.1	WHOO-FM (M)	2.2
14	WORJ-FM	2.6	WBWJ-FM	1.1	WHLY-FM (A)	1.6
15	WBRO-AM	1.5	WHOO-FM	1.1	WETO-AM (M)	1.3
16	WETO-AM	1.1	WHLY-FM	0.7	WBRO-AM (PA)	0.9
17	WBWJ-FM	1.1	WAFE-AM	0.4	WORJ-FM (M)	0.9
18	WHOO-AM	0.7	WCCZ-AM	0.4	WKXX-AM (M)	0.3
19	WTLN-FM	0.4	WETO-AM	0.4	WHOO-AM (M)	0.3
20	WTLN-AM	0.4	WHOO-AM	0.4	WCCZ-AM (M)	0.3

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1,193

	A/M '77	A/M '78	A/M '79			
1	WDIZ-FM	19	WDIZ-FM	13	WDIZ-FM	15
2	WRDD-AM	10	WQXQ-FM	12	WQXQ-FM	10
3	WDAT-AM	8	WRDD-AM	8	WMFJ-AM	9
4	WELE-FM	8	WMFJ-AM	6	WRDD-AM	9
5	WRDD-AM	7	WELE-FM	6	WDAT-AM	6

M-F, 6-10am

1	WNDR-AM	WNDR-AM	WSBB-AM
2	WELE-FM	WMLV-FM	WMLV-FM
3	WDAT-AM	WBRO-FM	WNDR-AM
4	WBRO-FM	WDIZ-FM	WRDD-AM
5	WMLV-FM	WMFJ-AM	WBRO-FM

M-F, 3-7pm

1	WBRO-FM	WMLV-FM	WMLV-FM
2	WDIZ-FM	WBRO-FM	WDIZ-FM
3	WMLV-FM	WBRO-AM	WBRO-FM
4	WELE-FM	WDIZ-FM	WSBB-AM
5	WNDR-AM	WMFJ-AM	WNDR-AM

Teens

M-S, 6am-Midnight
POP(00): 193

	A/M '77	A/M '78	A/M '79
1	WBRO-FM	WMLV-FM	WMLV-FM
2	WMLV-FM	WBRO-FM	WSBB-AM
3	WDIZ-FM	WNDR-AM	WBRO-FM
4	WELE-FM	WMFJ-AM	WDIZ-FM
5	WNDR-AM	WDIZ-FM	WNDR-AM

M-F, 6-10am

1	WMFJ-AM	WMFJ-AM	WDIZ-FM
2	WQXQ-FM	WDIZ-FM	WMFJ-AM
3	WDAT-AM	WBWJ-FM	WNDR-AM
4	WRDD-AM	WCCZ-AM	WBWJ-FM
5	WBWJ-FM	WDAT-AM	WRDD-AM

M-F, 3-7pm

1	WQXQ-FM	WMFJ-AM	WDIZ-FM
2	WMFJ-AM	WDIZ-FM	WHLY-FM
3	WDAT-AM	WDAT-AM	WMFJ-AM
4	WDIZ-FM	WBWJ-FM	WBWJ-FM
5	WRDD-AM	WRDD-AM	WQXQ-FM

Adults 18-34

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

	A/M '77	A/M '78	A/M '79
1	WMFJ-AM	WMFJ-AM	WDIZ-FM
2	WQXQ-FM	WDIZ-FM	WMFJ-AM
3	WDAT-AM	WDAT-AM	WQXQ-FM
4	WDIZ-FM	WBWJ-FM	WBWJ-FM
5	WRDD-AM	WQXQ-FM	WHLY-FM

M-F, 6-10am

1	WDIZ-FM	WQXQ-FM	WRDD-AM
2	WRDD-AM	WDIZ-FM	WDIZ-FM
3	WELE-FM	WNDR-AM	WQXQ-FM
4	WDAT-AM	WRDD-AM	WMFJ-AM
5	WMFJ-AM	WELE-FM	WDAT-AM

M-F, 3-7pm

1	WDIZ-FM	WDIZ-FM	WDIZ-FM
2	WRDD-AM	WQXQ-FM	WBWJ-FM
3	WELE-FM	WRDD-AM	WQXQ-FM
4	WQXQ-FM	WNDR-AM	WRDD-AM
5	WBRO-FM	WELE-FM	WDAT-AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 529

	A/M '77	A/M '78	A/M '79
1	WELE-FM	WNDR-AM	WELE-FM
2	WDIZ-FM	WMLV-FM	WRDD-AM
3	WELE-AM	WELE-AM	WDIZ-FM
4	WMLV-FM	WELE-FM	WNDR-AM
5	WRDD-AM	WBRO-FM	WDIZ-FM

M-F, 6-10am

1	WELE-FM	WNDR-AM	WELE-FM
2	WRDD-AM	WELE-AM	WRDD-AM
3	WDIZ-FM	WELE-FM	WNDR-AM
4	WELE-AM	WMLV-FM	WDIZ-FM
5	WNDR-AM	WDIZ-FM	WMFJ-AM

M-F, 3-7pm

1	WELE-FM	WNDR-AM	WELE-FM
2	WDIZ-FM	WMLV-FM	WRDD-AM
3	WRDD-AM	WDIZ-FM	WRDD-AM
4	WMLV-FM	WRDD-AM	WDIZ-FM
5	WBRO-FM	WQXQ-FM	WMLV-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1894

	A/M '77	A/M '78	A/M '79			
1	WNDR-AM	346	WMLV-FM	181	WMLV-FM	449
2	WMLV-FM	338	WNDR-AM	151	WNDR-AM	423
3	WDAT-AM	337	WMFJ-AM	334	WDIZ-FM	360
4	WRDD-AM	335	WRDD-AM	332	WMFJ-AM	313
5	WMFJ-AM	328	WBRO-FM	334	WBRO-FM	311

M-F, 6-10am

1	WNDR-AM	WNDR-AM	WMLV-FM
2	WRDD-AM	WMLV-FM	WNDR-AM
3	WMFJ-AM	WMFJ-AM	WDIZ-FM
4	WDAT-AM	WRDD-AM	WMFJ-AM
5	WELE-FM	WDIZ-FM	WBRO-FM

M-F, 3-7pm

1	WDAT-AM	WMLV-FM	WMLV-FM
2	WDIZ-FM	WMFJ-AM	WDIZ-FM
3	WRDD-AM	WBRO-FM	WBRO-FM
4	WBRO-FM	WRDD-AM	WNDR-AM
5	WQXQ-FM	WDIZ-FM	WRDD-AM

Teens

M-S, 6am-Midnight
POP(00): 194

	A/M '77	A/M '78	A/M '79
1	WMFJ-AM	WMFJ-AM	WDIZ-FM
2	WQXQ-FM	WDIZ-FM	WMFJ-AM
3	WDAT-AM	WDAT-AM	WQXQ-FM
4	WRDD-AM	WQXQ-FM	WBWJ-FM
5	WDIZ-FM	WRDD-AM	WRDD-AM

M-F, 6-10am

1	WQXQ-FM	WMFJ-AM	WDIZ-FM
2	WMFJ-AM	WDAT-AM	WMFJ-AM
3	WDAT-AM	WDIZ-FM	WQXQ-FM
4	WRDD-AM	WBWJ-FM	WBWJ-FM
5	WDIZ-FM	WELE-FM	WRDD-AM

M-F, 3-7pm

1	WQXQ-FM	WMFJ-AM	WDIZ-FM
2	WMFJ-AM	WDAT-AM	WMFJ-AM
3	WDAT-AM	WDIZ-FM	WHLY-FM
4	WRDD-AM	WBWJ-FM	WBWJ-FM
5	WBWJ-FM	WRDD-AM	WQXQ-FM

Adults 18-34

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

	A/M '77	A/M '78	A/M '79
1	WDIZ-FM	WDIZ-FM	WDIZ-FM
2	WMFJ-AM	WDAT-AM	WQXQ-FM
3	WDAT-AM	WMFJ-AM	WDAT-AM
4	WRDD-AM	WQXQ-FM	WBWJ-FM
5	WQXQ-FM	WRDD-AM	WMFJ-AM

M-F, 6-10am

1	WDIZ-FM	WDIZ-FM	WDIZ-FM
2	WRDD-AM	WMFJ-AM	WQXQ-FM
3	WMFJ-AM	WRDD-AM	WMFJ-AM
4	WQXQ-FM	WDAT-AM	WDAT-AM
5	WDAT-AM	WQXQ-FM	WRDD-AM

M-F, 3-7pm

1	WDIZ-FM	WDAT-AM	WDIZ-FM
2	WQXQ-FM	WDAT-AM	WQXQ-FM
3	WRDD-AM	WMFJ-AM	WRDD-AM
4	WDAT-AM	WRDD-AM	WDAT-AM
5	WMFJ-AM	WQXQ-FM	WBWJ-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 529

	A/M '77	A/M '78	A/M '79
1	WELE-FM	WMLV-FM	WELE-FM
2	WDIZ-FM	WDIZ-FM	WNDR-AM
3	WRDD-AM	WNDR-AM	WDIZ-FM
4	WMLV-FM	WELE-AM	WRDD-AM
5	WDAT-AM	WDAT-AM	WMFJ-AM

M-F, 6-10am

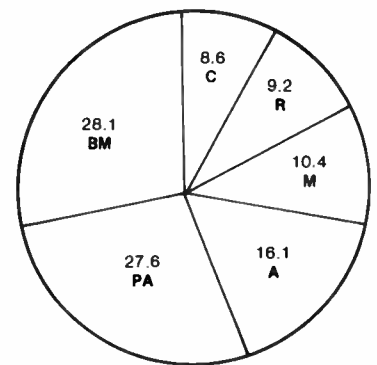
1	WRDD-AM	WRDD-AM	WRDD-AM
2	WELE-FM	WNDR-AM	WNDR-AM
3	WDIZ-FM	WELE-AM	WELE-FM
4	WMFJ-AM	WELE-FM	WDIZ-FM
5	WELE-AM	WDIZ-FM	WMFJ-AM

M-F, 3-7pm

1	WELE-FM	WDIZ-FM	WELE-FM
2	WRDD-AM	WMLV-FM	WRDD-AM
3	WDIZ-FM	WRDD-AM	WMLV-FM
4	WMLV-FM	WNDR-AM	WDIZ-FM
5	WNDR-AM	WELE-AM	WDAT-AM

Format Penetration Chart

Based On 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.

Denver-Boulder

METRO RANK

23

AM '79 Market Overview

Doubleday's P/A station **KHOW** ranks #1 overall with 10 share, best numbers in years for the station. Former P/A leader **KOA** drops almost five shares in the wake of **KHOW**'s effort. A boost to **KHOW**'s leap was increase in men in AM drive and midday. **KHOW** was dominant in adults 25-49, with an almost 14 share. On-air contests included "Say It And Win," while the outside campaign relied on billboards.

Number two overall in the market is now **KLIR**, the **Schulke**-formatted Beautiful Music station. Stable book for the station, with increase in AM drive day-part numbers.

On the rock music scene the big story is **KAZY**. This "Superstars" formatted AOR is atop the 18-34 heap with a 13 share, compared to a 10 share for **KHOW**. **KAZY** is very much into heavy on-air promotions such as tickets to concerts and LP's, while a heavy TV campaign carried the message to the outside world. It may have helped that **KBPI** had just brought in a new PD, while **KFML** was undergoing a drastic programming revision.

Top 40 station **KIMN** slid a share point and a half, even though it ran a moderate TV schedule and some billboards. Male numbers dropped most significantly in the target 18-34 demos. The station did run a "Homecoming" promotion, in which it had many former **KIMN** air personalities, such as **Gary Owens**, **Lohman & Barkley**, etc., return for a day of fun on the air.

One possible explanation for **KIMN**'s decline is that **KTLK** siphoned some of its audience away. **KTLK** is primarily a Dancemusic station, which did no advertising during the sweep, with only a little TV prior to the survey. The station scored well in this report, increasing its share of women 18-49 by 50%. Overall share for **KTLK** doubled in the evening.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1,239,6

A/M '78	O/N '78	A/M '79
1 KHOW-AM	9.6 KOA-AM	11.4 KHOW-AM (A) 10.0
2 KBPI-FM	8.8 KHOW-AM	8.2 KLIR-FM (B) 7.9
3 KOA-AM	7.8 KIMN-AM	8.2 KAZY-FM (A) 7.4
4 KLIR-FM	7.7 KLIR-FM	8.1 KOSTI-FM (B) 6.7
5 KOSI-FM	5.8 KBPI-FM	4.8 KIMN-AM (B) 6.6
6 KIMN-AM	5.7 KOSI-FM	4.7 KOA-AM (A) 6.4
7 KAZY-FM	5.2 KTLK-AM	4.1 KTLK-AM (A) 5.4
8 KTLK-AM	4.4 KPFL-FM	4.1 KBPI-FM (A) 4.7
9 KUOD-FM	3.9 KAZY-FM	3.9 KLZ-AM (C) 4.0
10 KOSI-AM	3.6 KLZ-AM	3.7 KOAQ-FM (B) 3.4
11 KIMN-FM	3.3 KUOD-FM	3.6 KOSI-AM (B) 3.4
12 KIRO-AM	3.3 KOSI-AM	3.3 KUOD-FM (C) 3.2
13 NDEN-AM	3.0 KLAQ-AM	3.3 KIMN-FM (A) 3.0
14 KERE-AM	2.8 KOAQ-FM	3.1 KPFL-FM (A) 2.8
15 KXXK-FM	2.8 KXXK-FM	2.9 KWBZ-FM (A) 2.6
16 KLAQ-AM	2.7 KERE-AM	2.7 KADZ-FM (A) 2.3
17 KOAQ-FM	2.7 KIMN-FM	2.1 KERE-AM (C) 1.9
18 KLZ-AM	2.7 KFML-AM	1.8 KLAQ-AM (C) 1.9
19 KWBZ-AM	2.1 NDEN-AM	1.7 KIMN-AM (B) 1.8
20 KADZ-FM	1.5 KBCC-FM	1.7 KHOW-FM (B) 1.5
21 KFML-AM	1.5 KTLK-FM	1.5 KBCC-FM (A) 1.5
22 KBCC-FM	1.3 KRKS-AM	1.4 KIRO-AM (B) 1.4
23 KBRN-AM	1.0 KALX-FM	1.1 KLIR-AM (A) 1.2
24 KRKS-AM	0.6 KIRO-AM	1.0 KFML-AM (A) 1.0
25 KPFL-FM	0.5 KWBZ-AM	0.7 KALX-FM (A) 1.0
26 KBVL-FM	0.5 KBRN-AM	0.5 KRKS-AM (B) 0.6
27 KBOL-AM	0.5 KLMO-AM	0.4 KBOL-AM (A) 0.5
28 KLMO-AM	0.4	KBRN-AM (B) 0.4

M-F, 6-10am		
1 KHOW-AM	KOA-AM	KHOW-AM
2 KOA-AM	KHOW-AM	KOA-AM
3 KIMN-AM	KIMN-AM	KIMN-AM
4 KLIR-FM	KLIR-FM	KLIR-FM
5 KBPI-FM	KLZ-AM	KAZY-FM
6 KOSI-AM	KOSI-AM	KTLK-AM
7 NDEN-AM	KTLK-AM	KLZ-AM
8 KTLK-AM	KLAQ-AM	KOSI-FM
9 KOSI-FM	KBPI-FM	KOSI-AM
10 KUOD-FM	KOSI-FM	KUOD-FM

M-F, 3-7pm		
1 KHOW-AM	KIMN-AM	KHOW-AM
2 KBPI-FM	KOA-AM	KAZY-FM
3 KLIR-FM	KLIR-FM	KLIR-FM
4 KIMN-AM	KHOW-AM	KIMN-AM
5 KOSI-FM	KTLK-AM	KTLK-AM
6 KOA-AM	KOSI-FM	KOSI-FM
7 KAZY-FM	KAZY-FM	KOA-AM
8 KTLK-AM	KBPI-FM	KBPI-FM
9 KDKO-AM	KPFL-FM	KDAQ-FM
10 KUOD-FM	KDAQ-FM	KOSI-AM

Teens M-S, 6am-Midnight POP(00): 168,3

A/M '78	O/N '78	A/M '79
1 KBPI-FM	KIMN-AM	KTLK-AM
2 KTLK-AM	KTLK-AM	KIMN-AM
3 KIMN-AM	KBPI-FM	KAZY-FM
4 KXXK-FM	KAZY-FM	KDAQ-FM
5 KDKO-AM	KXXK-FM	KBPI-FM
6 KOAQ-FM	KLZ-AM	KIMN-FM
7 KAZY-FM	KDAQ-FM	KLZ-AM
8 KHOW-AM	KDKO-AM	KHOW-AM
9 KIMN-FM	KHOW-AM	KOA-AM
10 KOA-AM	KIMN-FM	KPFL-FM

M-F, 6-10am		
1 KTLK-AM	KIMN-AM	KTLK-AM
2 KBPI-FM	KTLK-AM	KIMN-AM
3 KIMN-AM	KBPI-FM	KAZY-FM
4 KXXK-FM	KAZY-FM	KBPI-FM
5 KDKO-AM	KXXK-FM	KDAQ-FM
6 KHOW-AM	KHOW-AM	KHOW-AM
7 KAZY-FM	KLZ-AM	KIMN-FM
8 KOAQ-FM	KDAQ-FM	KLZ-AM
9 KIMN-FM	KLAQ-AM	KOA-AM
10 KOA-AM	KDKO-AM	KPFL-FM

M-F, 3-7pm		
1 KBPI-FM	KIMN-AM	KTLK-AM
2 KTLK-AM	KTLK-AM	KIMN-AM
3 KDKO-AM	KXXK-FM	KDAQ-FM
4 KXXK-FM	KAZY-FM	KAZY-FM
5 KIMN-AM	KBPI-FM	KBPI-FM
6 KOAQ-FM	KDAQ-FM	KIMN-FM
7 KAZY-FM	KIMN-AM	KHOW-AM
8 KHOW-AM	KBPI-FM	KLZ-AM
9 KIMN-FM	KLZ-AM	KDKO-AM
10 KOA-AM	KDKO-AM	KBRN-AM

Adults 18-34 M-S, 6am-Midnight POP(00): 354,2

A/M '78	O/N '78	A/M '79
1 KBPI-FM	KIMN-AM	KAZY-FM
2 KAZY-FM	KBPI-FM	KHOW-AM
3 KHOW-AM	KHOW-AM	KLIR-FM
4 KIMN-AM	KBPI-FM	KIMN-AM
5 KIMN-FM	KAZY-FM	KIMN-AM
6 KLIR-FM	KHOW-AM	KDAQ-FM
7 KUOD-FM	KTLK-AM	KIMN-FM
8 KDKO-AM	KOSI-AM	KIMN-FM
9 KUOD-FM	KLIR-FM	KTLK-AM
10 KTLK-AM	KTLK-AM	KDAQ-FM

M-F, 6-10am		
1 KHOW-AM	KHOW-AM	KHOW-AM
2 KIMN-AM	KIMN-AM	KAZY-FM
3 KBPI-FM	KBPI-FM	KIMN-AM
4 KUOD-FM	KOA-AM	KBPI-FM
5 KAZY-FM	KBPI-FM	KOG-AM
6 KLIR-FM	KTLK-AM	KIMN-FM
7 KIMN-FM	KAZY-FM	KBPI-FM
8 KXXK-FM	KDAQ-FM	KHOW-AM
9 KTLK-AM	KIMN-FM	KUOD-FM
10 KOA-AM	KIML-AM	KBPI-FM

M-F, 3-7pm		
1 KBPI-FM	KIMN-AM	KLAQ-FM
2 KAZY-FM	KHOW-AM	KHOW-AM
3 KIMN-AM	KAZY-FM	KBPI-FM
4 KHOW-AM	KBPI-FM	KIMN-AM
5 KIMN-FM	KBPI-FM	KIMN-FM
6 KLIR-FM	KTLK-AM	KPFL-FM
7 KDKO-AM	KDAQ-FM	KOSI-FM
8 KTLK-AM	KLIR-FM	KADZ-FM
9 KUOD-FM	KTLK-AM	KOSI-FM
10 KXXK-FM	KFML-AM	KTLK-AM

Adults 25-49 M-S, 6am-Midnight POP(00): 551,8

A/M '78	O/N '78	A/M '79
1 KHOW-AM	KHOW-AM	KHOW-AM
2 KLIR-FM	KOA-AM	KLIR-FM
3 KOSI-FM	KLIR-FM	KOSI-FM
4 KOA-AM	KBPI-FM	KOA-AM
5 KUOD-FM	KIMN-AM	KIMN-AM
6 KBPI-FM	KOSI-FM	KLZ-AM
7 KAZY-FM	KUOD-FM	KUOD-FM
8 KIMN-AM	KLZ-AM	KBPI-FM
9 KOSI-AM	KLAQ-AM	KBPI-FM
10 KLZ-AM	KERE-AM	KTLK-AM

M-F, 6-10am		
1 KHOW-AM	KHOW-AM	KHOW-AM
2 KOA-AM	KOA-AM	KLIR-FM
3 KLIR-FM	KIMN-AM	KLIR-FM
4 KIMN-AM	KLZ-AM	KIMN-AM
5 KUOD-FM	KLIR-FM	KUOD-FM
6 KOSI-FM	KPFL-FM	KLZ-AM
7 KOSI-AM	KERE-AM	KOSI-FM
8 KLZ-AM	KOSI-AM	KLAQ-AM
9 KBPI-FM	KUOD-FM	KOSI-AM
10 NDEN-AM	KDAQ-FM	KBPI-FM

M-F, 3-7pm		
1 KHOW-AM	KHOW-AM	KHOW-AM
2 KOSI-FM	KOA-AM	KLIR-FM
3 KLIR-FM	KLIR-FM	KOSI-FM
4 KOA-AM	KUOD-FM	KOA-AM
5 KUOD-FM	KIMN-AM	KIMN-AM
6 KIMN-AM	KPFL-FM	KPFL-FM
7 KBPI-FM	KOA-AM	KIMN-AM
8 KAZY-FM	KLAQ-AM	KLZ-AM
9 KERE-AM	KLZ-AM	KDAQ-FM
10 KOSI-AM	KDAQ-FM	KBPI-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1,239,6

A/M '78	O/N '78	A/M '79
1 KOA-AM	2903	KOA-AM 3862
2 KHOW-AM	2668	KIMN-AM 2987
3 KIMN-AM	2554	KHOW-AM 2336
4 KBPI-FM	2134	KLIR-FM 2331
5 KTLK-AM	2071	KTLK-AM 1940
6 KLIR-FM	1953	KBPI-FM 1785
7 KOSI-FM	1673	KOSI-FM 1494
8 KOSI-AM	1345	KDAQ-FM 1430
9 KXXK-FM	1343	KAZY-FM 1358
10 KAZY-FM	1322	KLZ-AM 1328

M-F, 6-10am		
1 KHOW-AM	KOA-AM	KHOW-AM
2 KOA-AM	KIMN-AM	KOA-AM
3 KIMN-AM	KHOW-AM	KIMN-AM
4 KBPI-FM	KTLK-AM	KTLK-AM
5 KTLK-AM	KLIR-FM	KAZY-FM
6 KLIR-FM	KBPI-FM	KLIR-FM
7 KOSI-AM	KOSI-AM	KOSI-AM
8 NDEN-AM	KLZ-AM	KLZ-AM
9 KOSI-FM	KAZY-FM	KOSI-FM
10 KAZY-FM	KDAQ-FM	KBPI-FM

M-F, 3-7pm		
1 KHOW-AM	KIMN-AM	KHOW-AM
2 KIMN-AM	KOA-AM	KIMN-AM
3 KOA-AM	KHOW-AM	KAZY-FM
4 KTLK-AM	KLIR-FM	KOSI-FM
5 KBPI-FM	KTLK-AM	KOA-AM
6 KOSI-FM	KBPI-FM	KLIR-FM
7 KLIR-FM	KAZY-FM	KUOD-FM
8 KAZY-FM	KOSI-FM	KTLK-AM
9 KXXK-FM	KDAQ-FM	KBPI-FM
10 KOSI-AM	KXXK-FM	KOSI-AM

Teens M-S, 6am-Midnight POP(00): 168,3

A/M '78	O/N '78	A/M '79
1 KTLK-AM	KIMN-AM	KIMN-AM
2 KIMN-AM	KTLK-AM	KTLK-AM
3 KXXK-FM	KBPI-FM	KDAQ-FM
4 KBPI-FM	KXXK-FM	KAZY-FM
5 KUOD-FM	KDAQ-FM	KIMN-FM
6 KHOW-AM	KOA-AM	KBPI-FM
7 KAZY-FM	KAZY-FM	KHOW-AM
8 KDKO-AM	KHOW-AM	KOA-AM
9 KOG-AM	KIMN-FM	KLZ-AM
10 KIMN-FM	KBPI-FM	KBPI-FM

M-F, 6-10am		
1 KTLK-AM	KIMN-AM	KIMN-AM
2 KIMN-AM	KTLK-AM	KTLK-AM
3 KBPI-FM	KBPI-FM	KAZY-FM
4 KXXK-FM	KXXK-FM	KDAQ-FM
5 KHOW-AM	KAZY-FM	KIMN-FM
6 KDKO-AM	KDAQ-FM	KBPI-FM
7 KOAQ-FM	KHOW-AM	KHOW-AM
8 KAZY-FM	KIMN-FM	KOA-AM
9 KIMN-FM	KDKO-AM	KLZ-AM
10 KOA-AM	KOA-AM	KBPI-FM

M-F, 3-7pm		
1 KTLK-AM	KIMN-AM	KIMN-AM
2 KBPI-FM	KTLK-AM	KTLK-AM
3 KXXK-FM	KXXK-FM	KAZY-FM
4 KIMN-AM	KBPI-FM	KDAQ-FM
5 KDKO-AM	KAZY-FM	KIMN-FM
6 KOAQ-FM	KDAQ-FM	KBPI-FM
7 KHOW-AM	KIMN-FM	KHOW-AM
8 KAZY-FM	KBPI-FM	KLZ-AM
9 KIMN-FM	KDKO-AM	KBPI-FM
10 KLZ-AM	KLAQ-AM	KOA-AM

Adults 18-34 M-S, 6am-Midnight POP(00): 494,6

A/M '78	O/N '78	A/M '79
1 KBPI-FM	KIMN-AM	KIMN-AM
2 KIMN-AM	KBPI-FM	KBPI-FM
3 KHOW-AM	KHOW-AM	KHOW-AM
4 KAZY-FM	KOA-AM	KDAQ-FM
5 KTLK-AM	KAZY-FM	KAZY-FM
6 KIMN-FM	KTLK-AM	KIMN-FM
7 KOA-AM	KDAQ-FM	KTLK-AM
8 KOAQ-FM	KPFL-FM	KOA-AM
9 KXXK-FM	KXXK-FM	KOSI-FM
10 KUOD-FM	KIMN-FM	KBPI-FM

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1,239,6

A/M '78	O/N '78	A/M '79
1 KHOW-AM	181	KOA-AM 220
2 KBPI-FM	166	KHOW-AM 159
3 KOA-AM	146	KIMN-AM 159
4 KLIR-FM	145	KLIR-FM 157
5 KOSI-FM	108	KBPI-FM 92
6 KIMN-AM	107	KOSI-FM 90
7 KAZY-FM	98	KTLK-AM 80
8 KTLK-AM	82	KPFL-FM 79
9 KUOD-FM	74	KAZY-FM 76
10 KOSI-AM	67	KLZ-AM 72

Denver-Boulder

Continued

M-F, 8-10am		
1 KIMN-AM	KIMN-AM	KHOW-AM
2 KBPI-FM	KHOW-AM	KIMN-AM
3 KHOW-AM	KBPI-FM	KAZY-FM
4 KAZY-FM	KTLK-AM	KBPI-FM
5 KTLK-AM	KAZY-FM	KIMN-FM
6 KIMN-FM	KOAG-FM	KTLK-AM
7 KXXK-FM	KOA -AM	KOAG-FM
8 KOAG-FM	KPPL-FM	KOA -AM
9 KVOD-FM	KXXK-FM	KLZ -AM
10 KOA -AM	KIMN-FM	KBCO-FM

M-F, 3-7pm		
1 KBPI-FM	KIMN-AM	KIMN-AM
2 KIMN-AM	KHOW-AM	KAZY-FM
3 KAZY-FM	KBPI-FM	KHOW-AM
4 KTLK-AM	KTLK-AM	KBPI-FM
5 KHOW-AM	KAZY-FM	KOAG-FM
6 KXXK-FM	KPPL-FM	KIMN-FM
7 KOAG-FM	KXXK-FM	KTLK-AM
8 KIMN-FM	KOAG-FM	KPPL-FM
9 KBCO-FM	KOA -AM	KOA -AM
10 KLIR-FM	KIMN-FM	KLZ -AM

Adults 25-49 M-S, 6am-Midnight POP(00): 55,111

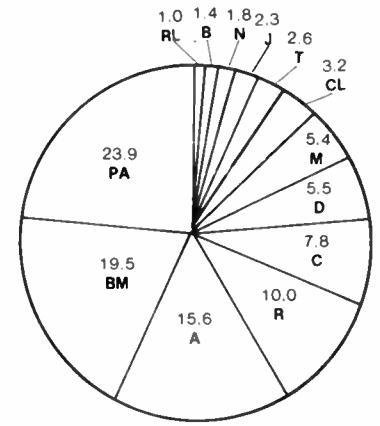
A/M '78	O/N '78	A/M '79
1 KHOW-AM	KOA -AM	KHOW-AM
2 KOA -AM	KHOW-AM	KOA -AM
3 KLIR-FM	KIMN-AM	KIMN-AM
4 KOSI-FM	KLIR-FM	KOSI-FM
5 KIMN-AM	KLZ -AM	KLIR-FM
6 KBPI-FM	KOSI-FM	KBPI-FM
7 KOSI-AM	KPPL-FM	KOSI-AM
8 KVOD-FM	KOAG-FM	KLZ -AM
9 KTLK-AM	KTLK-AM	KTLK-AM
10 KAZY-FM	KBPI-FM	KOAG-FM

M-F, 6-10am		
1 KHOW-AM	KOA -AM	KHOW-AM
2 KOA -AM	KHOW-AM	KOA -AM
3 KIMN-AM	KIMN-AM	KIMN-AM
4 KLIR-FM	KLIR-FM	KLIR-FM
5 KOSI-FM	KLZ -AM	KOSI-FM
6 KOSI-FM	KOAG-FM	KOSI-AM
7 KVOD-FM	KPPL-FM	KLZ -AM
8 KBPI-FM	KTLK-AM	KVOD-FM
9 KLZ -AM	KOSI-FM	KTLK-AM
10 KERE-AM	KLAK-AM	KIEN-AM

M-F, 3-7pm		
1 KHOW-AM	KOA -AM	KHOW-AM
2 KOA -AM	KHOW-AM	KOA -AM
3 KOSI-FM	KIMN-AM	KOSI-FM
4 KIMN-AM	KLIR-FM	KIMN-AM
5 KLIR-FM	KLZ -AM	KLIR-FM
6 KTLK-AM	KLAK-AM	KLZ -AM
7 KVOD-FM	KPPL-FM	KOAG-FM
8 KOSI-AM	KOAG-FM	KPPL-FM
9 KBPI-FM	KOSI-AM	KTLK-AM
10 KERE-AM	KOSI-FM	KOSI-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.

Des Moines

METRO RANK

102

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

A/M '78	O/N '78	A/M '79
1 KRNT-AM	WHO -AM	NSO -AM
2 WHO -AM	PSO -AM	WHO -AM
3 KLYF-FM	KRNT-AM	KLYF-FM
4 KSO -AM	KLYF-FM	KSO -AM
5 KIOA-AM	KIOA-AM	KRNT-AM
6 KMGK-FM	KMGK-FM	KMGK-FM
7 KCBC-AM	KGGG-FM	KRNT-AM
8 KRNO-FM	KRNO-FM	KGGG-FM
9 KGGG-FM	KRNO-FM	KRNO-FM
10 KLFM-FM	KANY-FM	KLFM-FM
11 KANY-FM	KLFM-FM	KANY-FM
12 KDMI-FM	KDMI-FM	KLFM-FM
13		

Average Persons Trends/Rankings

Total 12+					
1 KRNT-AM	5.3	WHO -AM	5.7	NSO -AM	7.0
2 WHO -AM	5.2	NSO -AM	5.4	WHO -AM	6.0
3 KLYF-FM	4.9	KRNT-AM	4.7	KLYF-FM	5.2
4 KSO -AM	3.8	KLYF-FM	3.9	KIOA-AM	4.8
5 KIOA-AM	3.7	KIOA-AM	3.7	KRNT-AM	4.7

M-F, 6-10am		
1 WHO -AM	WHO -AM	WHO -AM
2 KRNT-AM	KSO -AM	KSO -AM
3 KSO -AM	KRNT-AM	KRNT-AM
4 KIOA-AM	KIOA-AM	KIOA-AM
5 KLYF-FM	KMGK-FM	KLYF-FM

M-F, 3-7pm		
1 KLYF-FM	KSO -AM	KSO -AM
2 KRNT-AM	WHO -AM	KIOA-AM
3 WHO -AM	KIOA-AM	WHO -AM
4 KSO -AM	KLYF-FM	KLYF-FM
5 KIOA-AM	KMGK-FM	KRNT-AM

Teens M-S, 6am-Midnight		
1 KMGK-FM	KMGK-FM	KMGK-FM
2 KGGG-FM	KIOA-AM	KIOA-AM
3 KIOA-AM	KRNO-FM	KRNO-FM
4 KRNO-FM	KGGG-FM	KGGG-FM
5 KCBC-AM	KRNT-AM	KSO -AM

M-F, 6-10am		
1 KMGK-FM	KMGK-FM	KMGK-FM
2 KGGG-FM	KIOA-AM	KIOA-AM
3 KIOA-AM	KGGG-FM	KRNO-FM
4 KRNO-FM	KPNT-AM	KGGG-FM
5 KRNT-AM	KRNO-FM	KSO -AM

M-F, 3-7pm		
1 KMGK-FM	KMGK-FM	KIOA-AM
2 KGGG-FM	KIOA-AM	KMGK-FM
3 KIOA-AM	KRNO-FM	KRNO-FM
4 KRNO-FM	KGGG-FM	KGGG-FM
5 KBCO-AM	KSO -AM	KSO -AM

Adults 18-34 M-S, 6am-Midnight		
1 KIOA-AM	KIOA-AM	KIOA-AM
2 KRNO-FM	KGGG-FM	KRNO-FM
3 KCBC-AM	KRNO-FM	KGGG-FM
4 KMGK-FM	KRNT-AM	KSO -AM
5 KLYF-FM	KSO -AM	KMGK-FM

M-F, 6-10am		
1 KIOA-AM	KIOA-AM	KIOA-AM
2 KCBC-AM	KSO -AM	KSO -AM
3 KRNO-FM	KMGK-FM	KRNO-FM
4 KSO -AM	KRNT-AM	KMGK-FM
5 KRNT-AM	KGGG-FM	KGGG-FM

M-F, 3-7pm		
1 KIOA-AM	KIOA-AM	KIOA-AM
2 KRNO-FM	KGGG-FM	KGGG-FM
3 KCBC-AM	KRNO-FM	KRNO-FM
4 KLFM-FM	KSO -AM	WHO -AM
5 KSO -AM	KRNT-AM	KSO -AM

Adults 25-49 M-S, 6am-Midnight		
1 KLFM-FM	PSO -AM	KSO -AM
2 KRNT-AM	KRNT-AM	KRNT-AM
3 KSO -AM	KLYF-FM	KLYF-FM
4 KIOA-AM	KIOA-AM	WHO -AM
5 WHO -AM	WHO -AM	KIOA-AM

M-F, 6-10am		
1 KRNT-AM	PSO -AM	PSO -AM
2 WHO -AM	KRNT-AM	WHO -AM
3 KSO -AM	WHO -AM	KRNT-AM
4 KIOA-AM	KIOA-AM	KLYF-FM
5 KLYF-FM	KLYF-FM	KIOA-AM

M-F, 3-7pm		
1 KLYF-FM	KSO -AM	KSO -AM
2 KSO -AM	KLYF-FM	KRNT-AM
3 KRNT-AM	KRNT-AM	WHO -AM
4 KIOA-AM	WHO -AM	KLYF-FM
5 KRNO-FM	KIOA-AM	KIOA-AM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight					
1 KRNT-AM	36.4	KIOA-AM	20.1	WHO -AM	20.3
2 KIOA-AM	36.1	WHO -AM	13.3	KIOA-AM	13.2
3 WHO -AM	30.1	KRNT-AM	30.1	KRNT-AM	24.1
4 KLYF-FM	15.3	KSO -AM	15.5	KLYF-FM	20.1
5 KSO -AM	15.0	KLYF-FM	15.1	KSO -AM	15.0

M-F, 6-10am		
1 KRNT-AM	WHO -AM	PSO -AM
2 WHO -AM	KRNT-AM	KIOA-AM
3 KIOA-AM	KRNT-AM	KRNT-AM
4 KSO -AM	PSO -AM	PSO -AM
5 KLYF-FM	KMGK-FM	KMGK-FM

M-F, 3-7pm		
1 KIOA-AM	KIOA-AM	KIOA-AM
2 WHO -AM	KSO -AM	WHO -AM
3 KRNT-AM	WHO -AM	KLYF-FM
4 KLYF-FM	KLYF-FM	KLYF-FM
5 KSO -AM	KRNT-AM	KRNO-FM

Teens M-S, 6am-Midnight		
1 KMGK-FM	KMGK-FM	KIOA-AM
2 KGGG-FM	KIOA-AM	KMGK-FM
3 KIOA-AM	KRNO-FM	KRNO-FM
4 KRNO-FM	KGGG-FM	KGGG-FM
5 KRNT-AM	KRNT-AM	KSO -AM

M-F, 6-10am		
1 KMGK-FM	KMGK-FM	KMGK-FM
2 KIOA-AM	KIOA-AM	KIOA-AM
3 KGGG-FM	KGGG-FM	KRNO-FM
4 KRNO-FM	KRNO-FM	KGGG-FM
5 KRNT-AM	KRNT-AM	KSO -AM

M-F, 3-7pm		
1 KMGK-FM	KMGK-FM	KIOA-AM
2 KGGG-FM	KIOA-AM	KMGK-FM
3 KIOA-AM	KRNO-FM	KRNO-FM
4 KRNO-FM	KGGG-FM	KGGG-FM
5 KSO -AM	KSO -AM	KSO -AM

Adults 18-34 M-S, 6am-Midnight		
1 KIOA-AM	KIOA-AM	KIOA-AM
2 KRNO-FM	KMGK-FM	KRNO-FM
3 KCBC-AM	KRNT-AM	KGGG-FM
4 KGGG-FM	KRNO-FM	KMGK-FM
5 KMGK-FM	KGGG-FM	WHO -AM

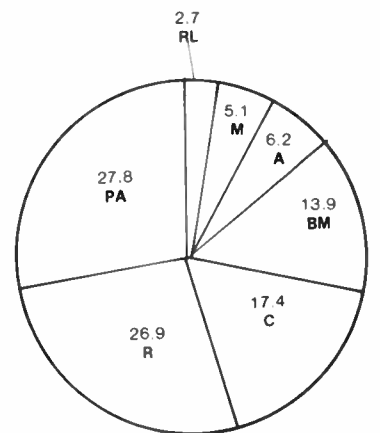
M-F, 6-10am		
1 KIOA-AM	KIOA-AM	KIOA-AM
2 KCBC-AM	KMGK-FM	KRNO-FM
3 KRNO-FM	KRNT-AM	WHO -AM
4 KRNT-AM	KRNO-FM	KMGK-FM
5 KGGG-FM	PSO -AM	KGGG-FM

M-F, 3-7pm		
1 KIOA-AM	KIOA-AM	KIOA-AM
2 KRNO-FM	KMGK-FM	KRNO-FM
3 KCBC-AM	KRNO-FM	KGGG-FM
4 KGGG-FM	KRNT-AM	KMGK-FM
5 KMGK-FM	PSO -AM	KGGG-FM

Adults 25-49 M-S, 6am-Midnight		
1 KIOA-AM	KRNT-AM	KSO -AM
2 KLYF-FM	KSO -AM	WHO -AM
3 KRNT-AM	KIOA-AM	KLYF-FM
4 WHO -AM	WHO -AM	KIOA-AM
5 KSO -AM	KLYF-FM	KRNT-AM

M-F, 6-10am		
1 KRNT-AM	KSO -AM	WHO -AM
2 KIOA-AM	KRNT-AM	KSO -AM
3 WHO -AM	KIOA-AM	KRNT-AM
4 KSO -AM	WHO -AM	KIOA-AM
5 KLYF-FM	KLYF-FM	KLYF-FM

M-F, 3-7pm		
1 KIOA-AM	KSO -AM	KSO -AM
2 KLYF-FM	KIOA-AM	KIOA-AM
3 KSO -AM	KRNT-AM	WHO -AM
4 KRNT-AM	KLYF-FM	KLYF-FM
5 WHO -AM	WHO -AM	KRNT-AM



M '79-J/A '79 Market Overview

Detroit has been one of the hotbeds of the on-air diary announcement controversy, and this issue came to a head with the results of the A/M '79 survey. WMJC was the only major station in the metro to run the announcements during the Spring sweep, and when the book showed a significant increase for WMJC, many others jumped on the bandwagon for the Summer book.

Looking at the estimates themselves, the Spring and Summer books show that the leading stations in the market continue to be WJR, CKLW, and WWWW with WMJC reinforcing its showing in the two books.

WJR continues to lead the market overall, carries sports such as Tigers baseball, and features an eclectic music playlist. Morning man J.P. McCarthy has been around forever and continues to be a comfortable fixture for many in the Detroit area. WJR's audience skews 45+. No on-air contests.

Unlike WJR, the Top 40 leader, CKLW aims at younger demos with its contemporary sound, and the station is successful, showing #1 in adults 18-34 and 18-49 the morning with humorous air personality Dick Purtan and his sidekick, Tom Ryan. CKLW ran various promotions during the A/M sweep, such as concert ticket giveaways, albums, etc. Ad campaign consisted of billboards showing Pur- a Superman type of outfit.

The big surprise in the recent Detroit surveys was Greater Media's WMJC. Programmer Paul Christy turned the station away from its mellow rock sound to one of a contemporary sound, uptempo, but without a lot of harsher negatives that might create tuneout. The effort was backed by the biggest ad campaign in WMJC's history, using TV and billboards — and, of course, the on-air diary announcements.

On the AOR scene, Detroit is one of the more competitive AOR battlegrounds but the "Superstars" sound of WWWW has come out on top in the last 12 reports. Burkhardt-Abrams sound earns W4 almost a 14 share of men 18-34 in the metro, the leading story for that demo. ABC's WRIF suffers through four down weeks but finally sees bottoming out. AOR scene in much flux after changes in the prior to and in the middle of the Summer sweep. Fall '79 report will have to tell the tale about how the AOR scene sorts itself out.

One format category that has sorted itself out in Detroit is Country. On March 11, Golden West's WCAR-FM became WCXI (Country 11) and went after Combined's WDEE, long the Country leader in the area. After the results of the Spring book, which saw WCXI tie WDEE, Combined announced that WDEE will be changing its name and format, leaving the Fall book to WCXI on the AM band, facing FM competition from CKLW-FM. Top air personality Deano Day, formerly with WDEE and CKLW-FM, is now doing mornings at WCXI, which helped its showing. In terms of music policy, the station plays the more traditional style of country. WCXI is a very promotion-minded, and used an ad campaign involving TV and outdoor advertising to highlight the call letters and format switch just prior to the start of the A/M '79 sweep.

News station WWJ won its best Summer numbers in recent years, posting gains in adults 35+ to increase overall 12+ share from 4.8 to 6.3.

Persons 12+ Share Trends

Sunday, 6am-Midnight
POP (00): 35479

M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
R -AM 16.9	WJR -AM 14.8	WJR -AM 13.6	WJR -AM 13.5	WJR -AM 13.5	WJR -AM 14.2
IF-FM 7.2	WRIF-FM 6.0	CKLW-AM 5.5	WWJ -AM 8.1	WWWW-FM 5.1	WWJ -AM 6.3
PR-FM 5.8	WNIC-FM 5.7	WABX-FM 5.4	CKLW-AM 6.3	CKLW-AM 5.6	WMJC-FM 6.1
MC-FM 4.7	WWJ -AM 5.0	WRIF-FM 5.2	WXYZ-AM 5.3	WMJC-FM 5.1	WWWW-FM 6.0
J -AM 4.7	WJR -FM 5.0	WJLB-AM 5.1	WWWW-FM 5.0	WXYZ-AM 5.1	CKLW-AM 5.5
J -FM 4.5	CKLW-AM 4.8	WNIC-FM 5.0	WRIF-FM 4.8	WWJ -AM 4.8	WRIF-FM 4.8
IC-FM 4.5	WDEE-AM 4.7	WMJC-FM 5.0	WJR -FM 4.5	WRIF-FM 4.6	WJR -FM 4.4
EE-AM 4.2	WABX-FM 4.5	WWJ -AM 4.7	WABX-FM 4.2	WMJC-FM 4.5	WCZY-FM 4.0
YZ-AM 3.9	WWWW-FM 4.3	WWJ -FM 4.3	WMJC-FM 4.1	WJR -FM 4.3	WXYZ-AM 3.9
LB-AM 3.8	WJLB-AM 4.2	WXYZ-AM 4.2	WNIC-FM 4.0	WABX-FM 4.1	WWJ -FM 3.8
LM-AM 3.8	WXYZ-AM 4.1	WJR -FM 4.2	WJLB-AM 3.8	WXYZ-FM 3.1	WNIC-FM 3.5
RO-FM 3.7	WIKQ-FM 4.0	WDRO-FM 4.2	WWJ -FM 3.6	WXYZ-FM 3.8	WTWR-FM 3.3
WW-FM 3.4	WMJC-FM 3.9	WMJC-FM 4.2	WDRO-FM 3.4	WNIC-FM 3.5	WTWR-FM 3.3
BX-FM 3.3	WWJ -FM 3.6	WCZY-FM 3.6	WJZZ-FM 3.1	WJZZ-FM 3.2	WDRO-FM 3.1
JC-FM 3.3	WJZZ-FM 3.6	WJZZ-FM 3.3	WDEE-AM 2.7	WWJ -FM 3.1	WDRO-FM 3.0
SR-AM 2.9	WMJC-FM 2.6	WCZY-FM 2.6	WDRO-FM 2.7	WDRO-FM 2.7	WJZZ-FM 3.0
HB-AM 2.8	WCHB-AM 2.5	WMJC-FM 2.1	WDEE-AM 2.0	WJZZ-FM 2.4	WJZZ-FM 2.9
ZZ-FM 2.3	WCZY-FM 2.3	WGPR-FM 2.1	WCHB-AM 1.9	WCXI-AM 2.6	WCXI-AM 2.0
ND-AM 1.3	WGPR-FM 1.8	WCHB-AM 2.0	CKLW-FM 1.8	WTWR-FM 2.0	WCHB-AM 2.0
DM-FM 1.2	WCXI-AM 1.1	WNHI-AM 1.1	WNHI-AM 1.8	WCHB-AM 1.5	WDEE-AM 1.9
KR-AM 1.1	WMZK-FM 1.1	WTWR-FM 1.0	WGPR-FM 1.2	WGPR-FM 1.3	WNHI-AM 1.6
LM-FM 1.0	CKLW-FM 1.0	WMZK-FM 0.9	WCXI-AM 1.2	WLBS-FM 1.2	WGPR-FM 1.2
XI-AM 1.0	WNHI-AM 0.9	WCXI-AM 0.9	WTWR-FM 1.1	WNHI-AM 1.2	WNHI-AM 1.2
WR-FM 1.0	WNHI-AM 0.7	CKLW-FM 0.8	WQRS-FM 0.9	CKLW-FM 1.2	CKLW-FM 1.1
ZK-FM 0.8	WTWR-FM 0.6	WKKR-AM 0.8	WKKR-AM 0.7	WKKR-AM 0.7	WLBS-FM 0.7
RS-FM 0.7	WMJC-FM 0.5	WEXL-AM 0.5	WQRS-FM 0.5	WQRS-FM 0.6	WMZK-FM 0.4
FG-FM 0.4	WRRB-FM 0.4	WBFG-FM 0.4	WIID-AM 0.5	WMZK-FM 0.6	WEXL-AM 0.4
RB-FM 0.4	WBFG-FM 0.3	WIID-AM 0.5	WMZK-FM 0.5	WCAR-AM 0.5	WCAR-AM 0.4
UZ-FM 0.3	WHLS-AM 0.4	WHLS-AM 0.4	WTAC-AM 0.4	WMUZ-FM 0.3	WMUZ-FM 0.3
	WMUZ-FM 0.3	WLBS-FM 0.3	WMUZ-FM 0.4	WQRS-FM 0.3	WQRS-FM 0.3

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP (00): 35479

AM '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1 WJR -AM 1041	WJR -AM 872	WJR -AM 769	WJR -AM 803	WJR -AM 810	WJR -AM 856
2 WRIF-FM 441	WRIF-FM 353	CKLW-AM 311	WWJ -AM 483	WWWW-FM 373	WWJ -AM 380
3 WJR -FM 359	WNIC-FM 334	WABX-FM 304	CKLW-AM 374	CKLW-AM 340	WMJC-FM 366
4 WMJC-FM 292	WWJ -AM 295	WRIF-FM 294	WXYZ-AM 313	WMJC-FM 335	WWWW-FM 340
5 WWJ -AM 291	WJR -FM 295	WJLB-AM 285	WWWW-FM 296	WXYZ-AM 289	WRIF-FM 289
6 WWJ -FM 277	CKLW-AM 283	WNIC-FM 284	WRIF-FM 286	WWJ -AM 289	WJR -FM 288
7 WNIC-FM 274	WDEE-AM 275	WMJC-FM 282	WJR -FM 268	WRIF-FM 278	WRIF-FM 269
8 WDEE-AM 261	WABX-FM 266	WWJ -AM 265	WABX-FM 250	WMJC-FM 274	WCZY-FM 241
9 WXYZ-AM 238	WWWW-FM 250	WWJ -FM 241	WMJC-FM 247	WJR -FM 260	WXYZ-AM 237
10 WJLB-AM 236	WJLB-AM 244	WXYZ-AM 237	WNIC-FM 239	WABX-FM 234	WWJ -FM 229

M-F, 6-10am

AM '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1 WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2 WRIF-FM	WWJ -AM	CKLW-AM	WWJ -AM	CKLW-AM	WWJ -AM
3 WWJ -AM	WXYZ-AM	WWJ -AM	CKLW-AM	CKLW-AM	CKLW-AM
4 WXYZ-AM	WDEE-AM	WJLB-AM	WWWW-FM	WWWW-FM	WMJC-FM
5 WJR -FM	WRIF-FM	WXYZ-AM	WJLB-AM	WMJC-FM	WJR -FM
6 WDEE-AM	CKLW-AM	WRIF-FM	WXYZ-AM	WXYZ-AM	WXYZ-AM
7 CKLW-AM	WNIC-FM	WWWW-FM	WJR -FM	WMJC-FM	WRIF-FM
8 WMJC-FM	WWWW-FM	WMJC-FM	WJR -FM	WXYZ-AM	WXYZ-AM
9 WWJ -FM	WJLB-AM	WNIC-FM	WMJC-FM	WRIF-FM	WWJ -FM
10 WNIC-FM	WJR -FM	WABX-FM	WRIF-FM	WCXI-AM	WMJC-FM

M-F, 3-7pm

AM '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1 WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2 WRIF-FM	WNIC-FM	WNIC-FM	WWJ -AM	WWWW-FM	WMJC-FM
3 WJR -FM	WRIF-FM	WABX-FM	CKLW-AM	WMJC-FM	WWWW-FM
4 WNIC-FM	CKLW-AM	WMJC-FM	WJR -FM	WMJC-FM	CKLW-AM
5 WWJ -AM	WABX-FM	WRIF-FM	WRIF-FM	WRIF-FM	WJR -FM
6 WMJC-FM	WJR -FM	WWJ -AM	WABX-FM	WRIF-FM	WRIF-FM
7 WDEE-AM	WWJ -AM	WDRO-FM	WXYZ-AM	WXYZ-AM	WXYZ-AM
8 WWJ -FM	WDEE-AM	WWJ -FM	WWWW-FM	WWJ -AM	WWJ -FM
9 WDRO-FM	WWWW-FM	CKLW-AM	WMJC-FM	WMJC-FM	WCZY-FM
10 WABX-FM	WWJ -FM	WJR -FM	WNIC-FM	CKLW-AM	WNIC-FM

Teens
M-S, 6am-Midnight
POP (00): 5147

AM '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1 WRIF-FM	WRIF-FM	WDRO-FM	WDRO-FM	WWWW-FM	WWWW-FM
2 WDRO-FM	CKLW-AM	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM
3 WABX-FM	WDRO-FM	WWWW-FM	WWWW-FM	WABX-FM	WABX-FM
4 WJLB-AM	WABX-FM	WABX-FM	WABX-FM	WJLB-AM	WMJC-FM
5 WCHB-AM	WCHB-AM	WJLB-AM	WJLB-AM	WDRO-FM	WDRO-FM
6 WWWW-FM	WWWW-FM	CKLW-AM	CKLW-AM	WMJC-FM	WCHB-AM
7 CKLW-AM	WJLB-AM	WCHB-AM	WNKR-AM	CKLW-AM	CKLW-AM
8 WKKR-AM	WNIC-FM	WGPR-FM	WNIC-FM	WNIC-FM	WNKR-AM
9 WNIC-FM	WJZZ-FM	WNIC-FM	WJR -AM	WJR -AM	WJR -AM
10 WXYZ-AM	WGFR-FM	WNKR-AM	WCHB-AM	WTAC-AM	WNIC-FM

M-F, 6-10am

AM '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1 WRIF-FM	WCHB-AM	WDRO-FM	WDRO-FM	WWWW-FM	WMJC-FM
2 WDRO-FM	WRIF-FM	WWWW-FM	WWWW-FM	WRIF-FM	WWWW-FM
3 WCHB-AM	WJLB-AM	WRIF-FM	WRIF-FM	WABX-FM	WRIF-FM
4 WWWW-FM	WDRO-FM	WJLB-AM	WJLB-AM	CKLW-AM	WDRO-FM
5 CKLW-AM	CKLW-AM	CKLW-AM	WJR -AM	WMJC-FM	WCHB-AM
6 WJLB-AM	WWWW-FM	WCHB-AM	WABX-FM	WJLB-AM	WABX-FM
7 WKKR-AM	WABX-FM	WABX-FM	CKLW-AM	WTAC-AM	WJR -AM
8 WABX-FM	WJZZ-FM	WGPR-FM	WNKR-AM	WNIC-FM	WNKR-AM
9 WNIC-FM	WNIC-FM	WNKR-AM	WWJ -AM	WNKR-AM	WCZY-FM
10 WXYZ-AM	WGFR-FM	WJR -AM	WCHB-AM	WMJC-FM	CKLW-AM

M-F, 3-7pm

AM '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1 WRIF-FM	WRIF-FM	WDRO-FM	WDRO-FM	WWWW-FM	WWWW-FM
2 WDRO-FM	CKLW-AM	WABX-FM	WRIF-FM	WRIF-FM	WMJC-FM
3 WNIC-FM	WDRO-FM	WRIF-FM	WWWW-FM	WJLB-AM	WABX-FM
4 WCHB-AM	WABX-FM	WABX-FM	WABX-FM	WABX-FM	WRIF-FM
5 WABX-FM	WWWW-FM	WJLB-AM	WJLB-AM	WDRO-FM	WCHB-AM
6 WJLB-AM	WNIC-FM	CKLW-AM	CKLW-AM	WMJC-FM	WDRO-FM
7 CKLW-AM	WJLB-AM	WCHB-AM	WNIC-FM	CKLW-AM	WNIC-FM
8 WWWW-FM	WCHB-AM	WGPR-FM	WNKR-AM	WNIC-FM	CKLW-AM
9 WKKR-AM	WJZZ-FM	WNIC-FM	WMJC-FM	WCHB-AM	WNKR-AM
10 WXYZ-AM	WGFR-FM	WNKR-AM	WTKR-FM	WNKR-AM	WCZY-FM

Adults 18-34
M-S, 6am-Midnight
POP (00): 12477

AM '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1 WRIF-FM	WNIC-FM	WABX-FM	CKLW-AM	WWWW-FM	WWWW-FM
2 WNIC-FM	WRIF-FM	WNIC-FM	WNIC-FM	WWWW-FM	CKLW-AM
3 WWWW-FM	WABX-FM	WRIF-FM	WABX-FM	CKLW-AM	WMJC-FM
4 WABX-FM	WWWW-FM	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM
5 WMJC-FM	WMJC-FM	CKLW-AM	WNIC-FM	WABX-FM	WNIC-FM
6 CKLW-AM	WMJC-FM	WMJC-FM	WMJC-FM	WMJC-FM	WTWR-FM
7 WJR -AM	CKLW-AM	WXYZ-AM	WJZZ-FM	WNIC-FM	WJR -AM
8 WMJC-FM	WXYZ-AM	WJLB-AM	WJZZ-FM	WABX-FM	WABX-FM
9 WXYZ-AM	WJZZ-FM	WJZZ-FM	WJR -AM	WJR -AM	WJZZ-FM
10 WGPR-FM	WDRO-FM	WMJC-FM	WMJC-FM	WTWR-FM	WMJC-FM

M-F, 6-10am

AM '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1 WRIF-FM	WRIF-FM	CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM
2 WXYZ-AM	WNIC-FM	WRIF-FM	WWWW-FM	WWWW-FM	WRIF-FM
3 WWWW-FM	WNIC-FM	WNIC-FM	WJR -AM	WMJC-FM	WWWW-FM
4 WNIC-FM	WXYZ-AM	WWWW-FM	WNIC-FM	WJR -AM	WJR -AM
5 CKLW-AM	WABX-FM	WXYZ-AM	WJLB-AM	WMJC-FM	WMJC-FM
6 WJR -AM	CKLW-AM	WABX-FM	WRIF-FM	WRIF-FM	WTWR-FM
7 WMJC-FM	WDRO-FM	WJR -AM	WJR -AM	WJZZ-FM	WNIC-FM
8 WMJC-FM	WDEE-AM	WJLB-AM	WABX-FM	WNIC-FM	WMJC-FM
9 WABX-FM	WMJC-FM	WMJC-FM	WWJ -AM	WJLB-AM	WABX-FM
10 WDRO-FM	WJLB-AM	WMJC-FM	WCHB-AM	WABX-FM	WJZZ-FM

M-F, 3-7pm

AM '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1 WRIF-FM	WNIC-FM	WNIC-FM	WABX-FM	WMJC-FM	CKLW-AM
2 WNIC-FM	WRIF-FM	WABX-FM	WNIC-FM	WWWW-FM	WRIF-FM
3 WABX-FM	WABX-FM	WRIF-FM	WWWW-FM	WABX-FM	WMJC-FM
4 WWWW-FM	WWWW-FM	WRIF-FM	WRIF-FM	WRIF-FM	WWWW-FM
5 WMJC-FM	CKLW-AM	CKLW-AM	CKLW-AM	WMJC-FM	WNIC-FM
6 WMJC-FM	WMJC-FM	WMJC-FM	WMJC-FM	WMJC-FM	WTWR-FM
7 CKLW-AM	WJLB-AM	WXYZ-AM	WJZZ-FM	WNIC-FM	WMJC-FM
8 WXYZ-AM	WXYZ-AM	WMJC-FM	WJLB-AM	WRIF-FM	WABX-FM
9 WJR -AM	WJZZ-FM	WJLB-AM	WJR -AM	WJR -AM	WJZZ-FM
10 WGPR-FM	WMJC-FM	WDRO-FM	WMJC-FM	WMJC-FM	WJR -AM

Adults 25-49
M-S, 6am-Midnight
POP (00): 14576

AM '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1 WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2 WMJC-FM	WMJC-FM	CKLW-AM	CKLW-AM	WMJC-FM	WMJC-FM
3 WXYZ-AM	WXYZ-AM	WMJC-FM	WMJC-FM	CKLW-AM	CKLW-AM
4 WMJC-FM	CKLW-AM	WXYZ-AM	WWJ -AM	WMJC-FM	WMJC-FM
5 WDEE-AM	WNIC-FM	WNIC-FM	WXYZ-AM	WCZY-FM	WMJC-FM
6 WJR -FM	WJZZ-FM	WJR -FM	WJZZ-FM	WJR -FM	WJR -FM
7 WNIC-FM	WRIF-FM	WJR -FM	WJLB-AM	WJR -FM	WJZZ-FM
8 CKLW-AM	WJZZ-FM	WJZZ-FM	WNHI-AM	WTWR-FM	WJR -FM
9 WRIF-FM	WDEE-AM	WRIF-FM	WNHI-AM	WTWR-FM	WJR -FM
10 WWJ -FM	WCZY-FM	WJZZ-FM	WMJC-FM	WNIC-FM	WWWW-FM

Detroit

Continued

M-F, 6-10am						
1	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2	WXYZ-AM	WXYZ-AM	CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM
3	WOMC-FM	CKLW-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
4	WDEE-AM	WOMC-FM	WJLB-AM	WJLB-AM	WJLB-AM	WJLB-AM
5	CKLW-AM	WJLB-AM	WJLB-AM	WJLB-AM	WJLB-AM	WJLB-AM
6	WJR -FM	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM
7	WRIF-FM	WJLB-AM	WJLB-AM	WJLB-AM	WJLB-AM	WJLB-AM
8	WNIC-FM	WDEE-AM	WJLB-AM	WJLB-AM	WJLB-AM	WJLB-AM
9	WNJC-FM	WDEE-AM	WJLB-AM	WJLB-AM	WJLB-AM	WJLB-AM
10	WNJ -AM	WNIC-FM	WJR -FM	WJR -FM	WJR -FM	WJR -FM

M-F, 3-7pm						
1	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2	WOMC-FM	WNIC-FM	WOMC-FM	WOMC-FM	WOMC-FM	WOMC-FM
3	WDEE-AM	CKLW-AM	WOMC-FM	WOMC-FM	WOMC-FM	WOMC-FM
4	WNIC-FM	WOMC-FM	WNIC-FM	WNIC-FM	WNIC-FM	WNIC-FM
5	WNJC-FM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
6	WXYZ-AM	WDEE-AM	WJLB-AM	WJLB-AM	WJLB-AM	WJLB-AM
7	WRIF-FM	WJLB-AM	WJLB-AM	WJLB-AM	WJLB-AM	WJLB-AM
8	WJR -FM	WJR -FM	WDEE-AM	WDEE-AM	WDEE-AM	WDEE-AM
9	CKLW-AM	WXYZ-AM	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM
10	WJZZ-FM	WCZY-FM	WCZY-FM	WCZY-FM	WCZY-FM	WCZY-FM

Cume Persons Trends/Rankings

Total 12+												
M-S, 6am-Midnight												
POP(00): 35479												
	AM '78	JJA '78	ON '78	JF '79	AM '79	JJA '79						
1	WJR -AM	13264	WJR -AM	11296	WJR -AM	11104	WJR -AM	9655	WJR -AM	12162	WJR -AM	12080
2	CKLW-AM	7130	CKLW-AM	7967	CKLW-AM	7670	CKLW-AM	8453	CKLW-AM	8067	CKLW-AM	7091
3	WRIF-FM	7040	WRIF-FM	7651	WRIF-FM	6963	WJLB-AM	7611	WJLB-AM	6243	WRIF-FM	6675
4	WXYZ-AM	6476	WXYZ-AM	6147	WXYZ-AM	6252	WRIF-FM	5941	WRIF-FM	6187	WXYZ-AM	6149
5	WJLB-AM	5692	WJLB-AM	6034	WXYZ-AM	5123	WDRQ-FM	5276	WXYZ-AM	5810	WJLB-AM	6078
6	WJR -FM	5500	WDRQ-FM	5388	WXYZ-AM	4997	WXYZ-AM	5114	WNJC-FM	5214	WJLB-AM	5625
7	WDRQ-FM	4983	WNIC-FM	5325	WXYZ-AM	4994	WJR -FM	4573	WXYZ-AM	4690	WXYZ-AM	5036
8	WNIC-FM	4950	WXYZ-AM	5072	WNIC-FM	4866	WXYZ-AM	4356	WXYZ-AM	4533	WNIC-FM	4374
9	WJLB-AM	4472	WJR -FM	4933	WJR -FM	4682	WNIC-FM	4308	WNIC-FM	4240	WJR -FM	4207
10	WXYZ-AM	4206	WXYZ-AM	4788	WDRQ-FM	4611	WXYZ-AM	4195	WJR -FM	4139	WDRQ-FM	3919

M-F, 6-10am						
1	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2	WRIF-FM	WJLB-AM	CKLW-AM	WJLB-AM	CKLW-AM	CKLW-AM
3	CKLW-AM	CKLW-AM	WJLB-AM	WJLB-AM	WJLB-AM	WJLB-AM
4	WXYZ-AM	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM
5	WJLB-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
6	WNIC-FM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
7	WJR -FM	WDRQ-FM	WJLB-AM	WJLB-AM	WJLB-AM	WJLB-AM
8	WDRQ-FM	WDEE-AM	WNIC-FM	WJLB-AM	WJLB-AM	WJLB-AM
9	WXYZ-AM	WJLB-AM	WJLB-AM	WJLB-AM	WJLB-AM	WJLB-AM
10	WJLB-AM	WNIC-FM	WXYZ-AM	WNIC-FM	WJR -FM	WJLB-AM

M-F, 3-7pm						
1	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM
3	CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM
4	WJLB-AM	WNIC-FM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
5	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
6	WNIC-FM	WJLB-AM	WNIC-FM	WDRQ-FM	WDRQ-FM	WDRQ-FM
7	WDRQ-FM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
8	WJR -FM	WXYZ-AM	WDRQ-FM	WNIC-FM	WNIC-FM	WNIC-FM
9	WXYZ-AM	WDRQ-FM	WXYZ-AM	WNIC-FM	WNIC-FM	WNIC-FM
10	WXYZ-AM	WDEE-AM	WJLB-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM

Teens						
M-S, 6am-Midnight						
POP(00): 5147						
	AM '78	JJA '78	ON '78	JF '79	AM '79	JJA '79
1	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM
2	WDRQ-FM	WDRQ-FM	WDRQ-FM	WDRQ-FM	WDRQ-FM	WDRQ-FM
3	CKLW-AM	CKLW-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
4	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
5	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
6	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
7	WNIC-FM	WNIC-FM	WNIC-FM	WNIC-FM	WNIC-FM	WNIC-FM
8	WNRK-AM	WNRK-AM	WNRK-AM	WNRK-AM	WNRK-AM	WNRK-AM
9	WJR -AM	WJLB-AM	WJR -AM	WNRK-AM	WNRK-AM	WNRK-AM
10	WJLB-AM	WJR -AM	WNRK-AM	WNRK-AM	WNRK-AM	WNRK-AM

M-F, 6-10am						
1	WRIF-FM	WRIF-FM	WDRQ-FM	WDRQ-FM	WXYZ-AM	WRIF-FM
2	WDRQ-FM	CKLW-AM	WRIF-FM	WRIF-FM	WRIF-FM	WXYZ-AM
3	CKLW-AM	WDRQ-FM	WXYZ-AM	WXYZ-AM	CKLW-AM	WXYZ-AM
4	WXYZ-AM	WNRK-AM	CKLW-AM	CKLW-AM	WXYZ-AM	WXYZ-AM
5	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
6	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
7	WNRK-AM	WNRK-AM	WNRK-AM	WNRK-AM	WNRK-AM	WNRK-AM
8	WNIC-FM	WXYZ-AM	WNIC-FM	WJLB-AM	WNRK-AM	WNRK-AM
9	WJLB-AM	WXYZ-AM	WNIC-FM	WNRK-AM	WNRK-AM	WNRK-AM
10	WNRK-AM	WDRQ-FM	WJR -AM	WNRK-AM	WNRK-AM	WNRK-AM

M-F, 3-7pm						
1	WRIF-FM	WRIF-FM	WDRQ-FM	WDRQ-FM	WXYZ-AM	WXYZ-AM
2	WDRQ-FM	WDRQ-FM	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM
3	CKLW-AM	CKLW-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
4	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
5	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
6	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
7	WNRK-AM	WNRK-AM	WNRK-AM	WNRK-AM	WNRK-AM	WNRK-AM
8	WNRK-AM	WNRK-AM	WNRK-AM	WNRK-AM	WNRK-AM	WNRK-AM
9	WNRK-AM	WNRK-AM	WNRK-AM	WNRK-AM	WNRK-AM	WNRK-AM
10	WJLB-AM	WNRK-AM	WXYZ-AM	WDRQ-FM	WNRK-AM	WNRK-AM

Adults 18-34						
M-S, 6am-Midnight						
POP(00): 12477						
	AM '78	JJA '78	ON '78	JF '79	AM '79	JJA '79
1	CKLW-AM	WRIF-FM	WRIF-FM	CKLW-AM	CKLW-AM	WRIF-FM
2	WRIF-FM	CKLW-AM	CKLW-AM	WRIF-FM	WRIF-FM	CKLW-AM
3	WNIC-FM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
4	WJR -AM	WXYZ-AM	WNIC-FM	WNIC-FM	WNIC-FM	WXYZ-AM
5	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
6	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
7	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
8	WDRQ-FM	WJR -AM	WNJC-FM	WJR -AM	WJLB-AM	WNRK-AM
9	WNJC-FM	WDRQ-FM	WNJC-FM	WJR -AM	WDRQ-FM	WDRQ-FM
10	WDRQ-FM	WJLB-AM	WJZZ-FM	WJZZ-FM	WDRQ-FM	WJZZ-FM

M-F, 6-10am						
1	WRIF-FM	WRIF-FM	CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM
2	CKLW-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
3	WXYZ-AM	CKLW-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
4	WNIC-FM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
5	WXYZ-AM	WNIC-FM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
6	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
7	WDRQ-FM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
8	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
9	WNJC-FM	WNJC-FM	WNJC-FM	WNJC-FM	WNJC-FM	WNJC-FM
10	WJLB-AM	WJR -AM	WDRQ-FM	WDRQ-FM	WDRQ-FM	WDRQ-FM

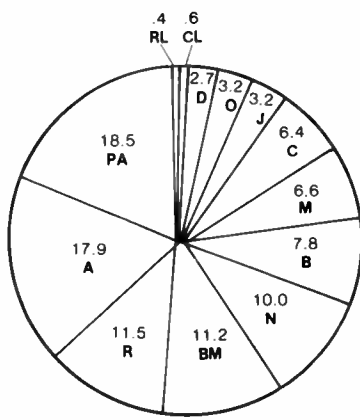
M-F, 3-7pm						
1	WRIF-FM	WRIF-FM	WRIF-FM	CKLW-AM	WXYZ-AM	WXYZ-AM
2	CKLW-AM	WNIC-FM	WXYZ-AM	WRIF-FM	WRIF-FM	WRIF-FM
3	WNIC-FM	WXYZ-AM	WNIC-FM	WXYZ-AM	WXYZ-AM	WXYZ-AM
4	WXYZ-AM	WXYZ-AM	CKLW-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
5	WXYZ-AM	CKLW-AM	WXYZ-AM	WNIC-FM	WXYZ-AM	WXYZ-AM
6	WXYZ-AM	WXYZ-AM	WNJC-FM	WDRQ-FM	WDRQ-FM	WDRQ-FM
7	WJR -AM	WDRQ-FM	WXYZ-AM	WDRQ-FM	WDRQ-FM	WDRQ-FM
8	WDRQ-FM	WNJC-FM	WDRQ-FM	WDRQ-FM	WDRQ-FM	WDRQ-FM
9	WNJC-FM	WJLB-AM	WJLB-AM	WNJC-FM	WNJC-FM	WNJC-FM
10	WDRQ-FM	WJR -AM	WDRQ-FM	WDRQ-FM	WDRQ-FM	WDRQ-FM

Adults 25-49						
M-S, 6am-Midnight						
POP(00): 14576						
	AM '78	JJA '78	ON '78	JF '79	AM '79	JJA '79
1	WJR -AM	WJR -AM	WJR -AM	CKLW-AM	WJR -AM	WJR -AM
2	WXYZ-AM	CKLW-AM	CKLW-AM	WJR -AM	CKLW-AM	CKLW-AM
3	CKLW-AM	WXYZ-AM	WXYZ-AM	WNJC-FM	WNJC-FM	WNJC-FM
4	WJR -FM	WXYZ-AM	WXYZ-AM	WDRQ-FM	WDRQ-FM	WDRQ-FM
5	WNJC-FM	WRIF-FM	WRIF-FM	WXYZ-AM	WXYZ-AM	WXYZ-AM
6	WDRQ-FM	WJR -FM	WDRQ-FM	WDRQ-FM	WXYZ-AM	WXYZ-AM
7	WNIC-FM	WJR -FM	WNIC-FM	WNIC-FM	WXYZ-AM	WXYZ-AM
8	WJLB-AM	WDRQ-FM	WNJC-FM	WJR -FM	WDRQ-FM	WDRQ-FM
9	WJLB-AM	WDRQ-FM	WJR -FM	WRIF-FM	WJR -FM	WJR -FM
10	WDRQ-FM	WNJC-FM	WJR -FM	WNJC-FM	WRIF-FM	WRIF-FM

M-F, 6-10am						
1	WJR -AM	WJR -AM	CKLW-AM	CKLW-AM	WJR -AM	WJR -AM
2	WXYZ-AM	WXYZ-AM	WJR -AM	WXYZ-AM	CKLW-AM	CKLW-AM
3	CKLW-AM	CKLW-AM	WXYZ-AM	WXYZ-AM	WDRQ-FM	WDRQ-FM
4	WNIC-FM	WJLB-AM	WJLB-AM	WDRQ-FM	WDRQ-FM	WDRQ-FM
5	WDRQ-FM	WDRQ-FM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
6	WDRQ-FM	WDRQ-FM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
7	WJR -FM	WDRQ-FM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
8	WJLB-AM	WNIC-FM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
9	WJLB-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
10	WRIF-FM	WRIF-FM	WJZZ-FM	WJZZ-FM	WNJC-FM	WNJC-FM

M-F, 3-7pm						
1	WJR -AM	WJR -AM	WJR -AM	CKLW-AM	WJR -AM	WJR -AM
2	CKLW-AM	CKLW-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
3	WXYZ-AM	WXYZ-AM	WNIC-FM	WNIC-FM	WNIC-FM	WNIC-FM
4	WNJC-FM	WNIC-FM	WDRQ-FM	WDRQ-FM	WDRQ-FM	WDRQ-FM
5	WNIC-FM	WDRQ-FM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
6	WDRQ-FM	WRIF-FM	WNJC-FM	WJR -FM	WXYZ-AM	WXYZ-AM
7	WJR -FM	WDRQ-FM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
8	WRIF-FM	WDRQ-FM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
9	WDEE-AM	WNJC-FM	WRIF-FM	WNJC-FM	WXYZ-AM	WXYZ-AM
10	WJLB-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-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.

Atco Records presents the spectrum of rock'n'roll.



Roxy Music



Pete Townshend



Blackfoot



Gary Numan & Tubeway Army



© 1979 Atlantic Recording Corp. A Warner Communications Co.

Duluth-Superior

METRO RANK

126

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 2214

	A/M '77	A/M '78	A/M '79			
1	KDAL-AM	21.4	WKKQ-AM	15.8	KDAL-AM(PA)	19.0
2	WAKX-AF	17.7	KDAL-AM	15.0	WAKX-AF(O)	14.3
3	WKKQ-AM	13.1	WAKX-AF	14.5	WKKQ-AM(C)	13.2
4	WAKX-FM	12.9	WGGR-FM	14.2	WEBC-AM(O)	11.6
5	WEBC-AM	11.5	WEBC-AM	12.9	WGGR-FM(O)	8.3
6	WGGR-FM	7.5	WDSM-AM	7.4	WMFG-AF(PA)	6.6
7	WMFG-AF	5.6	KAOH-AF	6.1	WDSM-AM(C)	6.3
8	WEVE-AM	5.4	WMFG-AF	4.2	WEVE-AM(PA)	4.7
9	WMFG-AF	5.4	WEVE-AM	3.7	KAOH-AF(C)	3.0
10	WAKX-AM	4.8	WHLB-AM	3.2	WEVE-AM(PA)	2.2
11	WHLB-AF	4.8	WELY-AM	1.8	WHLB-AM(PA)	1.7
12	WDSM-AM	4.3	WJJC-AM	1.6	WHLB-FM(PA)	1.1
13	KAOH-AF	4.3			WJJC-AM(RL)	1.1
14	WHLB-AM	4.0				
15	WJJC-AM	2.7				
16	KAOH-FM	2.1				
17	KAOH-AM	2.1				
18	WKLK-AF	1.1				
19	WELY-AM	1.1				
20	WKLK-AM	1.1				
21	WIRN-FM	0.8				
22	WLS-AM	0.5				
23	WMFG-FM	0.3				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2214

	A/M '77	A/M '78	A/M '79			
1	KDAL-AM	80	WKKQ-AM	60	KDAL-AM	69
2	WAKX-AF	66	KDAL-AM	57	WAKX-AF	52
3	WKKQ-AM	49	WAKX-AF	55	WKKQ-AM	48
4	WAKX-FM	48	WGGR-FM	54	WEBC-AM	42
5	WEBC-AM	43	WEBC-AM	49	WGGR-FM	30

	A/M '77	A/M '78	A/M '79
1	KDAL-AM	KDAL-AM	KDAL-AM
2	WAKX-AF	WAKX-AF	WAKX-AF
3	WAKX-FM	WKKQ-AM	WKKQ-AM
4	WEBC-AM	WEBC-AM	WEBC-AM
5	WKKQ-AM	WGGR-FM	WGGR-FM

	A/M '77	A/M '78	A/M '79
1	KDAL-AM	WEBC-AM	WAKX-AF
2	WAKX-AF	WGGR-FM	KDAL-AM
3	WAKX-FM	WAKX-AF	WEBC-AM
4	WEBC-AM	WKKQ-AM	WKKQ-AM
5	WKKQ-AM	KDAL-AM	WGGR-FM

Teens
M-S, 6am-Midnight
POP(00): 314

	A/M '77	A/M '78	A/M '79
1	WAKX-AF	WAKX-AF	WAKX-AF
2	WEBC-AM	WEBC-AM	WEBC-AM
3	WAKX-FM	KDAL-AM	WKKQ-AM
4	WAKX-AM	WKKQ-AM	WEVE-FM
5	KDAL-AM	WGGR-FM	KDAL-AM

	A/M '77	A/M '78	A/M '79
1	WAKX-AF	WAKX-AF	WAKX-AF
2	WEBC-AM	WEBC-AM	WEBC-AM
3	WAKX-FM	KDAL-AM	WKKQ-AM
4	KDAL-AM	WHLB-AM	WEVE-FM
5	WAKX-AM	WKKQ-AM	WEVE-AM

	A/M '77	A/M '78	A/M '79
1	WAKX-AF	WEBC-AM	WAKX-AF
2	WAKX-FM	WAKX-AF	WEBC-AM
3	WEBC-AM	WGGR-FM	WKKQ-AM
4	WAKX-AM	WDSM-AM	WEVE-FM
5	KAOH-FM	WKKQ-AM	KAOH-AF

Adults 18-34
M-S, 6am-Midnight
POP(00): 696

	A/M '77	A/M '78	A/M '79
1	WAKX-AF	WAKX-AF	WAKX-AF
2	WAKX-FM	WEBC-AM	WEBC-AM
3	WEBC-AM	WKKQ-AM	WKKQ-AM
4	WKKQ-AM	KAOH-AF	WDSM-AM
5	KDAL-AM	WGGR-FM	WEVE-FM

	A/M '77	A/M '78	A/M '79
1	WAKX-AF	WAKX-AF	WAKX-AF
2	WAKX-FM	WEBC-AM	WEBC-AM
3	WEBC-AM	KAOH-AF	WDSM-AM
4	KDAL-AM	WKKQ-AM	WKKQ-AM
5	WKKQ-AM	KDAL-AM	KDAL-AM

	A/M '77	A/M '78	A/M '79
1	WAKX-AF	WEBC-AM	WAKX-AF
2	WEBC-AM	WAKX-AF	WEBC-AM
3	WAKX-FM	WKKQ-AM	WKKQ-AM
4	KDAL-AM	WGGR-FM	WDSM-AM
5	WHLB-AM	KAOH-AF	WEVE-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 737

	A/M '77	A/M '78	A/M '79
1	WKKQ-AM	WKKQ-AM	WKKQ-AM
2	KDAL-AM	WGGR-FM	WAKX-AF
3	WAKX-AF	WAKX-AF	KDAL-AM
4	WGGR-FM	WEBC-AM	WEBC-AM
5	WAKX-FM	KDAL-AM	WDSM-AM

	A/M '77	A/M '78	A/M '79
1	KDAL-AM	KDAL-AM	WKKQ-AM
2	WKKQ-AM	WKKQ-AM	KDAL-AM
3	WAKX-AF	WEBC-AM	WDSM-AM
4	WAKX-FM	WDSM-AM	WAKX-AF
5	WGGR-FM	WAKX-AF	WEBC-AM

	A/M '77	A/M '78	A/M '79
1	WKKQ-AM	WGGR-FM	WKKQ-AM
2	KDAL-AM	WKKQ-AM	WDSM-AM
3	WGGR-FM	WEBC-AM	WEBC-AM
4	WEBC-AM	WAKX-AF	KDAL-AM
5	WAKX-AF	WDSM-AM	WAKX-AF

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2214

	A/M '77	A/M '78	A/M '79			
1	KDAL-AM	812	WEBC-AM	906	WEBC-AM	844
2	WEBC-AM	798	WAKX-AF	776	WAKX-AF	798
3	WAKX-AF	779	KDAL-AM	723	KDAL-AM	689
4	WAKX-FM	570	WDSM-AM	496	WDSM-AM	432
5	WAKX-AM	423	WGGR-FM	395	WKKQ-AM	403

	A/M '77	A/M '78	A/M '79			
1	KDAL-AM	661	KDAL-AM	556	KDAL-AM	587
2	WAKX-AF	499	WEBC-AM	512	WEBC-AM	492
3	WEBC-AM	465	WAKX-AF	423	WAKX-AF	483
4	WAKX-FM	340	WDSM-AM	275	WKKQ-AM	253
5	WAKX-AM	239	WKKQ-AM	252	WDSM-AM	236

	A/M '77	A/M '78	A/M '79			
1	WEBC-AM	449	WEBC-AM	557	WAKX-AF	444
2	KDAL-AM	412	WAKX-AF	477	WEBC-AM	414
3	WAKX-AF	387	KDAL-AM	361	KDAL-AM	315
4	WAKX-FM	307	WGGR-FM	254	WKKQ-AM	238
5	WKKQ-AM	202	WDSM-AM	250	WDSM-AM	210

Teens
M-S, 6am-Midnight
POP(00): 314

	A/M '77	A/M '78	A/M '79
1	WEBC-AM	WEBC-AM	WEBC-AM
2	WAKX-AF	WAKX-AF	WAKX-AF
3	WAKX-FM	KDAL-AM	WKKQ-AM
4	WAKX-AM	WHLB-AM	WEVE-FM
5	KDAL-AM	WDSM-AM	WDSM-AM

	A/M '77	A/M '78	A/M '79
1	WAKX-AF	WEBC-AM	WAKX-AF
2	WEBC-AM	WAKX-AF	WEBC-AM
3	WAKX-FM	WDSM-AM	WKKQ-AM
4	WAKX-AM	WHLB-AM	WEVE-FM
5	WELY-AM	WGGR-FM	WDSM-AM

	A/M '77	A/M '78	A/M '79
1	WEBC-AM	WEBC-AM	WEBC-AM
2	WAKX-AF	WAKX-AF	WAKX-AF
3	WAKX-FM	WDSM-AM	WKKQ-AM
4	WAKX-AM	WHLB-AM	WEVE-FM
5	KDAL-AM	WDSM-AM	WEVE-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 696

	A/M '77	A/M '78	A/M '79
1	WEBC-AM	WEBC-AM	WEBC-AM
2	WAKX-AF	WAKX-AF	WAKX-AF
3	WAKX-FM	WDSM-AM	WKKQ-AM
4	KDAL-AM	KDAL-AM	WDSM-AM
5	WAKX-AM	KAOH-AF	KDAL-AM

	A/M '77	A/M '78	A/M '79
1	WEBC-AM	WEBC-AM	WEBC-AM
2	WAKX-AF	WAKX-AF	WAKX-AF
3	WAKX-FM	KDAL-AM	WKKQ-AM
4	KDAL-AM	KAOH-AF	KDAL-AM
5	WAKX-AM	WKKQ-AM	WDSM-AM

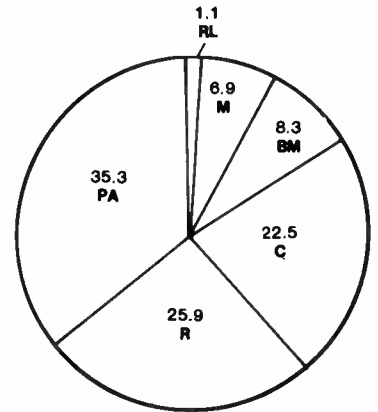
	A/M '77	A/M '78	A/M '79
1	WEBC-AM	WEBC-AM	WAKX-AF
2	WAKX-AF	WAKX-AF	WEBC-AM
3	WAKX-FM	KAOH-AF	WKKQ-AM
4	KDAL-AM	WKKQ-AM	WDSM-AM
5	WAKX-AM	WDSM-AM	WEVE-FM

	A/M '77	A/M '78	A/M '79
1	KDAL-AM	WEBC-AM	WEBC-AM
2	WEBC-AM	WAKX-AF	WAKX-AF
3	WAKX-AF	KDAL-AM	WDSM-AM
4	WKKQ-AM	WDSM-AM	WKKQ-AM
5	WAKX-FM	WKKQ-AM	KDAL-AM

	A/M '77	A/M '78	A/M '79
1	KDAL-AM	WEBC-AM	KDAL-AM
2	WAKX-AF	KDAL-AM	WKKQ-AM
3	WAKX-FM	WAKX-AF	WEBC-AM
4	WKKQ-AM	WDSM-AM	WDSM-AM
5	WAKX-FM	WKKQ-AM	WAKX-AF

	A/M '77	A/M '78	A/M '79
1	KDAL-AM	WEBC-AM	WKKQ-AM
2	WEBC-AM	WAKX-AF	WEBC-AM
3	WKKQ-AM	WDSM-AM	WDSM-AM
4	WAKX-AF	WKKQ-AM	WAKX-AF
5	KAOH-AF	WGGR-FM	KDAL-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.

El Paso

METRO RANK

Whole lot of shakin' going on in El Paso during the A/M '79 sweep, and as a result the estimates are indicating some major movement in terms of audience preference. First, a disclaimer. Diary return for the younger male demos was very poor in this most recent survey. In O/N '78, there were 83 in-tab diaries back from males 18-34. In the A/M '79 book, there are only 48, a significant decline. As a result of this poorer diary return and the possible instability in the estimates, coupled with the happenings in the market during the sweep, this report may not be the gospel with regard to radio listening in the El Paso area.

At any rate, given that the Hispanic population in the metro is estimated to be about 60%, it is not surprising that Spanish-language KAMA is again atop the overall share figures.

Among the Anglo stations, Top 40 presence KELP may have gained as a result of some instability in the marketplace. XROK, formerly a Top 40 competitor, shifted to Country. Meanwhile, KINT went through an upheaval that should only happen on "WKRP" — the PD, the morning man, and the nighttime jock all left the station in the middle of the survey, for various reasons. As a result of all this confusion, is it a wonder that KELP was able to benefit and take a big jump to the top of the Top 40 pile? It will be interesting to see if KINT is able to get back together in time for the O/N '79 survey.

The AOR segment of the metro saw some amazing shifts also. Former top gun KPAS was knocked off by KLAQ, using the "Superstars" format of modal rock programming. KLAQ has now firmly established itself as an entity in the market, and a KPAS reaction in future surveys will be worth keeping track of.

Finally, another younger-skewing station with a Dancemusic format generated some excellent numbers. KSET-AM & FM, partially simulcast, garnered a combined share over nine, with the FM getting most of the audience. KSET's biggest gains were among the young male demos and teens.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 3365

	A/M '78	O/N '78	A/M '79
1 KAMA-AF	21.9	KAMA-AM	13.5
2 KINT-AF	12.6	KINT-FM	12.1
3 KPAS-FM	10.9	KPAS-FM	11.1
4 KEZB-FM	10.8	KEZB-FM	9.7
5 XROK-AM	9.1	KHEY-AM	8.9
6 KHEY-AM	7.2	KELP-AM	6.3
7 KTSM-AF	5.5	XROK-AM	4.6
8 KELP-AM	4.7	KFIM-FM	4.2
9 KRDD-AM	4.4	KSET-FM	3.4
10 KSET-AM	2.2	KLOZ-FM	3.2
11 KLOZ-FM	2.2	KTSM-AM	2.6
12 XEJ -AM	2.0	KROD-AM	2.6
13 XEFV-AM	1.5	KTSM-FM	2.2
14 XEWG-AM	0.7	KSET-AM	2.0
15 XCJC-AM	0.5	KAMA-FM	2.0
16 XEF -AM	0.4	XEJ -AM	1.8
17 XEFV-AM		KTSM-FM	1.8
18		KLAQ-FM	1.6
19		KINT-AM	1.4
20		XEF -AM	1.4
21		NISO-AM	1.4
22		XCJC-AM	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3365

	A/M '78	O/N '78	A/M '79
1 KAMA-AF	120	KAMA-AM	67
2 KINT-AF	69	KINT-FM	60
3 KPAS-FM	60	KPAS-FM	55
4 KEZB-FM	59	KEZB-FM	48
5 XROK-AM	50	KHEY-AM	44

M-F, 6-10am			
1 KAMA-AF	KHEY-AM	KHEY-AM	
2 KHEY-AM	KINT-FM	KAMA-AM	
3 KEZB-FM	KAMA-AM	KEZB-FM	
4 KINT-AF	KEZB-FM	KINT-FM	
5 XROK-AM	KPAS-FM	KELP-AM	

M-F, 3-7pm			
1 KINT-AF	KINT-FM	KELP-AM	
2 KAMA-AF	KEZB-FM	KLAQ-FM	
3 KPAS-FM	KAMA-AM	KINT-FM	
4 XROK-AM	KHEY-AM	KEZB-FM	
5 KEZB-FM	KPAS-FM	KHEY-AM	

Teens

M-S, 6am-Midnight
POP(00): 549

	A/M '78	O/N '78	A/M '79
1 KINT-AF	KINT-FM	KELP-AM	
2 XROK-AM	KPAS-FM	KINT-FM	
3 KELP-AM	KELP-AM	KSET-FM	
4 KRDD-AM	XROK-AM	KLAQ-FM	
5 KTSM-AF	KSET-FM	KFIM-FM	

M-F, 6-10am

1 XROK-AM	KINT-FM	KSET-FM	
2 KINT-AF	KELP-AM	KELP-AM	
3 KELP-AM	XROK-AM	KINT-FM	
4 KHEY-AM	KPAS-FM	KSET-AM	
5 KPAS-FM	KAMA-AM	KLAQ-FM	

M-F, 3-7pm

1 XROK-AM	KINT-FM	KINT-FM	
2 KINT-AF	KPAS-FM	KELP-AM	
3 KELP-AM	XROK-AM	KLAQ-FM	
4 KRDD-AM	KELP-AM	KSET-FM	
5 KTSM-AF	KSET-FM	KPAS-FM	

Adults 18-34

M-S, 6am-Midnight
POP(00): 1398

	A/M '78	O/N '78	A/M '79
1 KPAS-FM	KPAS-FM	KLAQ-FM	
2 KAMA-AF	KINT-FM	KINT-FM	
3 KINT-AF	KFIM-FM	KELP-AM	
4 XROK-AM	KAMA-AM	KPAS-FM	
5 KEZB-FM	KHEY-AM	KFIM-FM	

M-F, 6-10am

1 KPAS-FM	KPAS-FM	KINT-FM	
2 KAMA-AF	KHEY-AM	KLAQ-FM	
3 KINT-AF	KINT-FM	KELP-AM	
4 XROK-AM	KEZB-FM	KHEY-AM	
5 KEZB-FM	KAMA-AM	KSET-AM	

M-F, 3-7pm

1 KPAS-FM	KINT-FM	KLAQ-FM	
2 KINT-AF	KPAS-FM	KELP-AM	
3 KAMA-AF	KFIM-FM	KINT-FM	
4 XROK-AM	XROK-AM	KROD-AM	
5 KTSM-AF	KHEY-AM	KHEY-AM	

Adults 25-49

M-S, 6am-Midnight
POP(00): 1389

	A/M '78	O/N '78	A/M '79
1 KAMA-AF	KHEY-AM	KEZB-FM	
2 KHEY-AM	KEZB-FM	KHEY-AM	
3 KEZB-FM	KAMA-AM	KELP-AM	
4 KPAS-FM	KINT-FM	KINT-FM	
5 KINT-AF	KLOZ-FM	KAMA-AM	

M-F, 6-10am

1 KAMA-AF	KHEY-AM	KHEY-AM	
2 KHEY-AM	KEZB-FM	KEZB-FM	
3 KEZB-FM	KAMA-AM	KINT-FM	
4 KTSM-AF	KINT-FM	KELP-AM	
5 KINT-AF	KLOZ-FM	XEJ -AM	

M-F, 3-7pm

1 KAMA-AF	KEZB-FM	KELP-AM	
2 KHEY-AM	KHEY-AM	KHEY-AM	
3 KTSM-AF	KAMA-AM	KEZB-FM	
4 KEZB-FM	KLOZ-FM	KINT-FM	
5 KPAS-FM	KELP-AM	KTSM-AM	

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3365

	A/M '78	O/N '78	A/M '79
1 XROK-AM	1025	KINT-FM	936
2 KINT-AF	965	KELP-AM	714
3 KAMA-AF	853	KHEY-AM	697
4 KTSM-AF	710	XROK-AM	672
5 KELP-AM	704	KELP-AM	648

M-F, 6-10am

1 KINT-AF	KINT-FM	KELP-AM	
2 XROK-AM	KHEY-AM	KHEY-AM	
3 KAMA-AF	KELP-AM	KAMA-AM	
4 KHEY-AM	KEZB-FM	KINT-FM	
5 KEZB-FM	KAMA-AM	KEZB-FM	

M-F, 3-7pm

1 XROK-AM	KINT-FM	KELP-AM	
2 KINT-AF	KEZB-FM	KINT-FM	
3 KAMA-AF	KHEY-AM	KLAQ-FM	
4 KTSM-AF	KPAS-FM	KHEY-AM	
5 KPAS-FM	XROK-AM	KEZB-FM	

Teens

M-S, 6am-Midnight
POP(00): 549

	O/N '78	O/N '78	A/M '79
1 XROK-AM	KINT-FM	KINT-FM	
2 KINT-AF	XROK-AM	KELP-AM	
3 KELP-AM	KELP-AM	KLAQ-FM	
4 KTSM-AF	KPAS-FM	NSET-FM	
5 KPAS-FM	NSET-FM	KFIM-FM	

M-F, 6-10am

1 XROK-AM	KINT-FM	KELP-AM	
2 KINT-AF	XROK-AM	KINT-FM	
3 KELP-AM	NELP-AM	KLAQ-FM	
4 KRDD-AM	KPAS-FM	KSET-FM	
5 KPAS-FM	KSET-FM	KSET-AM	

M-F, 3-7pm

1 XROK-AM	KINT-FM	KELP-AM	
2 KINT-AF	XROK-AM	KINT-FM	
3 KELP-AM	KELP-AM	KLAQ-FM	
4 KTSM-AF	KPAS-FM	NSET-FM	
5 KRDD-AM	KSET-FM	KFIM-FM	

Adults 18-34

M-S, 6am-Midnight
POP(00): 1398

	A/M '78	O/N '78	A/M '79
1 KINT-AF	KINT-FM	KELP-AM	
2 XROK-AM	KPAS-FM	KINT-FM	
3 KELP-AM	XROK-AM	KPAS-FM	
4 KPAS-FM	KELP-AM	KHEY-AM	
5 KAMA-AF	KHEY-AM	KLAQ-FM	

M-F, 6-10am

1 KINT-AF	KPAS-FM	KELP-AM	
2 XROK-AM	KINT-FM	KINT-FM	
3 KPAS-FM	KELP-AM	KLAQ-FM	
4 KAMA-AF	KHEY-AM	KPAS-FM	
5 KELP-AM	XROK-AM	KHEY-AM	

M-F, 3-7pm

1 XROK-AM	KINT-FM	KELP-AM	
2 KINT-AF	KPAS-FM	KINT-FM	
3 KPAS-FM	XROK-AM	KPAS-FM	
4 KTSM-AF	KHEY-AM	KLAQ-FM	
5 KAMA-AF	KELP-AM	KROD-AM	

Adults 25-49

M-S, 6am-Midnight
POP(00): 1389

	A/M '78	O/N '78	A/M '79
1 KAMA-AF	KHEY-AM	KELP-AM	
2 XROK-AM	KEZB-FM	KHEY-AM	
3 KINT-AF	KELP-AM	KINT-FM	
4 KHEY-AM	KINT-FM	KEZB-FM	
5 KTSM-AF	KAMA-AM	KAMA-AM	

M-F, 6-10am

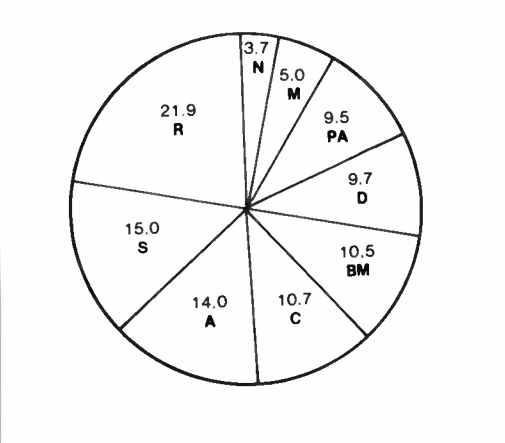
1 KAMA-AF	KHEY-AM	KHEY-AM	
2 KHEY-AM	KEZB-FM	KELP-AM	
3 XROK-AM	KELP-AM	KEZB-FM	
4 KINT-AF	KAMA-AM	KTSM-AM	
5 KTSM-AF	KINT-FM	KAMA-AM	

M-F, 3-7pm

1 KAMA-AF	KHEY-AM	KELP-AM	
2 XROK-AM	KEZB-FM	KHEY-AM	
3 KHEY-AM	KELP-AM	KEZB-FM	
4 KTSM-AF	KINT-FM	KINT-FM	
5 KINT-AF	KROD-AM	KLOZ-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.

Erie

METRO RANK

124

Average Persons 12+ Share Trends M-S, 6am-Midnight POP(00): 2241

A/M '77	A/M '78	A/M '79
1 WLWU-FM 22.1	WLWU-FM 23.8	WWGO-AF(PA)23.9
2 WCCK-FM 20.6	WWGO-AF 23.2	WLWU-FM(MM)18.9
3 WJET-AM 16.6	WJET-AM 15.0	WRIE-AM(PA)14.9
4 WRIE-AM 15.3	WRIE-AM 12.9	WJET-AM(O) 13.0
5 WWYN-AM 8.0	WLKK-AM 7.9	WLKK-AM(O) 10.6
6 WHYP-AF 2.8	WMDI-FM 5.0	WMDI-FM(A) 5.6
7 WMDI-FM 2.8	WWCB-AM 2.1	WHYP-AF(O) 1.2
8 WHYP-FM 2.1	WCTL-FM 1.5	WCTL-FM(O) 0.9
9 WWGO-AM 1.5	WHYP-AF 0.9	WWCB-AM(PA) 0.9
10 WRIO-FM 0.9	CKLW-AM 0.9	WWOW-AF(O) 0.6
11 WWOW-AF 0.9	WWOW-AF 0.6	
12 WHYP-AM 0.6		
13 WWOW-AM 0.6		
14 WWCB-AM 0.6		
15 WFIZ-FM 0.3		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2241

A/M '77	A/M '78	A/M '79
1 WLWU-FM 72	WLWU-FM 81	WWGO-AF 77
2 WCCK-FM 67	WWGO-AF 79	WLWU-FM 61
3 WJET-AM 54	WJET-AM 51	WRIE-AM 48
4 WRIE-AM 50	WRIE-AM 44	WJET-AM 42
5 WWYN-AM 26	WLKK-AM 27	WLKK-AM 34

M-F, 6-10am

1 WJET-AM	WJET-AM	WRIE-AM
2 WRIE-AM	WWGO-AF	WWGO-AF
3 WCCK-FM	WRIE-AM	WJET-AM
4 WLWU-FM	WLWU-FM	WLWU-FM
5 WWYN-AM	WLKK-AM	WLKK-AM

M-F, 3-7pm

1 WLWU-FM	WLWU-FM	WWGO-AF
2 WCCK-FM	WWGO-AF	WWGO-FM
3 WJET-AM	WJET-AM	WRIE-AM
4 WRIE-AM	WRIE-AM	WJET-AM
5 WWYN-AM	WLKK-AM	WLKK-AM

Teens
M-S, 6am-Midnight
POP(00): 314

A/M '77	A/M '78	A/M '79
1 WCCK-FM	WWGO-AF	WWGO-AF
2 WJET-AM	WJET-AM	WJET-AM
3 WMDI-FM	WMDI-FM	WMDI-FM
4 WRIE-AM	WRIE-AM	WRIE-AM
5 WLWU-FM	WLKK-AM	WLWU-FM

M-F, 6-10am

1 WCCK-FM	WWGO-AF	WWGO-AF
2 WJET-AM	WJET-AM	WJET-AM
3 WRIE-AM	WRIE-AM	WMDI-FM
4 WWCB-AM	WWCB-AM	WRIE-AM
5 WMDI-FM	WLKK-AM	WLWU-FM

M-F, 3-7pm

1 WCCK-FM	WWGO-AF	WWGO-AF
2 WJET-AM	WJET-AM	WJET-AM
3 WRIE-AM	WMDI-FM	WMDI-FM
4 WMDI-FM	WRIE-AM	WRIE-AM
5 WLWU-FM	WLWU-FM	WLWU-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 743

A/M '77	A/M '78	A/M '79
1 WCCK-FM	WWGO-AF	WWGO-AF
2 WRIE-AM	WRIE-AM	WRIE-AM
3 WJET-AM	WJET-AM	WJET-AM
4 WLWU-FM	WLWU-FM	WMDI-FM
5 WMDI-FM	WMDI-FM	WLWU-FM

M-F, 6-10am

1 WCCK-FM	WWGO-AF	WWGO-AF
2 WRIE-AM	WRIE-AM	WRIE-AM
3 WJET-AM	WJET-AM	WJET-AM
4 WLWU-FM	WLWU-FM	WMDI-FM
5 WWYN-AM	WMDI-FM	WLWU-FM

M-F, 3-7pm

1 WCCK-FM	WWGO-AF	WWGO-AF
2 WRIE-AM	WRIE-AM	WRIE-AM
3 WJET-AM	WLWU-FM	WJET-AM
4 WLWU-FM	WMDI-FM	WMDI-FM
5 WMDI-FM	WJET-AM	WLWU-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 840

A/M '77	A/M '78	A/M '79
1 WLWU-FM	WWGO-AF	WWGO-AF
2 WRIE-AM	WLWU-FM	WRIE-AM
3 WCCK-FM	WRIE-AM	WLWU-FM
4 WJET-AM	WJET-AM	WJET-AM
5 WWYN-AM	WLKK-AM	WLKK-AM

M-F, 6-10am

1 WRIE-AM	WRIE-AM	WRIE-AM
2 WJET-AM	WJET-AM	WJET-AM
3 WLWU-FM	WWGO-AF	WWGO-AF
4 WCCK-FM	WLWU-FM	WLWU-FM
5 WWYN-AM	WLKK-AM	WLKK-AM

M-F, 3-7pm

1 WLWU-FM	WLWU-FM	WWGO-AF
2 WRIE-AM	WWGO-AF	WRIE-AM
3 WJET-AM	WRIE-AM	WLWU-FM
4 WWYN-AM	WJET-AM	WJET-AM
5 WCCK-FM	WLKK-AM	WLKK-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2241

A/M '77	A/M '78	A/M '79
1 WJET-AM 913	WWGO-AF 890	WWGO-AF 928
2 WRIE-AM 788	WJET-AM 833	WJET-AM 913
3 WLWU-FM 743	WLWU-FM 786	WRIE-AM 740
4 WCCK-FM 709	WRIE-AM 766	WLWU-FM 732
5 WWYN-AM 375	WLKK-AM 446	WLKK-AM 562

M-F, 6-10am

1 WJET-AM	WWGO-AF	WJET-AM
2 WRIE-AM	WJET-AM	WWGO-AF
3 WCCK-FM	WRIE-AM	WRIE-AM
4 WLWU-FM	WLWU-FM	WLWU-FM
5 WWYN-AM	WLKK-AM	WLKK-AM

M-F, 3-7pm

1 WJET-AM	WWGO-AF	WWGO-AF
2 WCCK-FM	WLWU-FM	WJET-AM
3 WLWU-FM	WJET-AM	WRIE-AM
4 WRIE-AM	WRIE-AM	WLWU-FM
5 WWYN-AM	WLKK-AM	WLKK-AM

Teens
M-S, 6am-Midnight
POP(00): 314

A/M '77	A/M '78	A/M '79
1 WCCK-FM	WWGO-AF	WWGO-AF
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

M-F, 6-10am

1 WCCK-FM	WWGO-AF	WWGO-AF
2 WJET-AM	WJET-AM	WJET-AM
3 WRIE-AM	WRIE-AM	WRIE-AM
4 WWCB-AM	WLKK-AM	WMDI-FM
5 WMDI-FM	WWCB-AM	WLWU-FM

M-F, 3-7pm

1 WCCK-FM	WWGO-AF	WWGO-AF
2 WJET-AM	WJET-AM	WJET-AM
3 WRIE-AM	WRIE-AM	WMDI-FM
4 WLWU-FM	WMDI-FM	WRIE-AM
5 WMDI-FM	WLWU-FM	WLKK-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 743

A/M '77	A/M '78	A/M '79
1 WCCK-FM	WWGO-AF	WWGO-AF
2 WRIE-AM	WJET-AM	WJET-AM
3 WJET-AM	WRIE-AM	WRIE-AM
4 WLWU-FM	WLWU-FM	WLWU-FM
5 WWGO-AM	WMDI-FM	WMDI-FM

M-F, 6-10am

1 WCCK-FM	WWGO-AF	WWGO-AF
2 WRIE-AM	WJET-AM	WJET-AM
3 WJET-AM	WRIE-AM	WRIE-AM
4 WLWU-FM	WLWU-FM	WLKK-AM
5 WWGO-AM	WMDI-FM	WLWU-FM

M-F, 3-7pm

1 WCCK-FM	WWGO-AF	WWGO-AF
2 WRIE-AM	WJET-AM	WJET-AM
3 WJET-AM	WRIE-AM	WRIE-AM
4 WLWU-FM	WLWU-FM	WMDI-FM
5 WMDI-FM	WMDI-FM	WLWU-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 840

A/M '77	A/M '78	A/M '79
1 WRIE-AM	WRIE-AM	WJET-AM
2 WJET-AM	WJET-AM	WRIE-AM
3 WLWU-FM	WWGO-AF	WWGO-AF
4 WCCK-FM	WLWU-FM	WLWU-FM
5 WWYN-AM	WLKK-AM	WLKK-AM

M-F, 6-10am

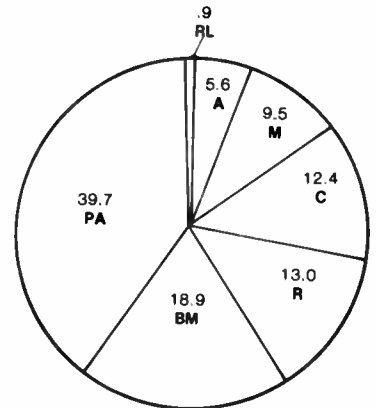
1 WRIE-AM	WRIE-AM	WRIE-AM
2 WJET-AM	WJET-AM	WJET-AM
3 WLWU-FM	WWGO-AF	WWGO-AF
4 WCCK-FM	WLKK-AM	WLWU-FM
5 WWYN-AM	WLWU-FM	WLKK-AM

M-F, 3-7pm

1 WRIE-AM	WLWU-FM	WRIE-AM
2 WJET-AM	WWGO-AF	WJET-AM
3 WLWU-FM	WRIE-AM	WWGO-AF
4 WCCK-FM	WJET-AM	WLWU-FM
5 WWYN-AM	WLKK-AM	WLKK-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.

YOU CAN ORDER MORE COPIES OF

RATINGS REPORT

only \$12.50 each

SEE ORDER FORM IN BACK OF BOOK

Eugene-Springfield

METRO RANK

128

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 2118

A/M '78	O/N '78	A/M '79			
1 KUGN-AM	16.9	KUGN-AM	10.2	KFNW-FM(BM)	2.9
2 KFNW-FM	13.2	KFNW-FM	11.9	KBDF-AM(O)	11.5
3 KBDF-AM	10.0	KBDF-AM	10.8	KFNW-AM(PA)	10.3
4 KFNW-AM	10.0	KEED-AM	10.2	KUGN-AM(PA)	9.5
5 KEED-AM	9.6	KFNW-AM	10.2	KZEL-FM(A)	9.1
6 KSND-FM	9.3	KATR-AM	10.2	KATR-AM(PA)	8.8
7 KORE-AM	4.6	KSND-FM	7.8	KSND-FM(O)	8.1
8 KATR-AM	3.6	KASH-AM	6.8	KEED-AM(O)	5.3
9 KZEL-FM	3.2	KZEL-FM	4.2	KASH-AM(O)	5.2
10 KASH-AM	3.2	KUGN-FM	4.4	KORE-AM(O)	3.0
11 KNNB-AM	1.8	KORE-AM	1.4	KUGN-FM(A)	2.7
12 KFMF-FM	1.1	KBMC-FM	1.0	KNNB-AM(PA)	1.0
13 KRMU-FM	1.1	KNNB-AM	1.0	KWLL-AM(O)	0.7
14		KGO-AM	0.7		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2118

A/M '78	O/N '78	A/M '79			
1 KUGN-AM	47	KUGN-AM	36	KFNW-FM	38
2 KFNW-FM	37	KFNW-FM	35	KBDF-AM	34
3 KBDF-AM	28	KBDF-AM	32	KFNW-AM	32
4 KFNW-AM	28	KEED-AM	30	KUGN-AM	28
5 KEED-AM	27	KFNW-AM	30	KZEL-FM	27

M-F, 8-10am

1 KUGN-AM	KUGN-AM	KATR-AM
2 KFNW-AM	KATR-AM	KUGN-AM
3 KBDF-AM	KEED-AM	KBDF-AM
4 KEED-AM	KFNW-AM	KFNW-AM
5 KFNW-FM	KBDF-AM	KFNW-FM

M-F, 3-7pm

1 KFNW-FM	KBDF-AM	KFNW-FM
2 KUGN-AM	KFNW-AM	KFNW-AM
3 KSND-FM	KFNW-FM	KBDF-AM
4 KEED-AM	KUGN-AM	KZEL-FM
5 KBDF-AM	KEED-AM	KUGN-AM

Teens
M-S, 6am-Midnight
POP(00): 281

A/M '78	O/N '78	A/M '79
1 KBDF-AM	KBDF-AM	KBDF-AM
2 KSND-FM	KSND-FM	KSND-FM
3 KASH-AM	KASH-AM	KZEL-FM
4 KZEL-FM	KFNW-AM	KASH-AM
5 KEED-AM	KFNW-FM	KATR-AM

M-F, 8-10am

1 KBDF-AM	KBDF-AM	KBDF-AM
2 KSND-FM	KSND-FM	KSND-FM
3 KASH-AM	KASH-AM	KATR-AM
4 KUGN-AM	KUGN-AM	KASH-AM
5 KEED-AM	KEED-AM	KZEL-FM

M-F, 3-7pm

1 KBDF-AM	KBDF-AM	KBDF-AM
2 KSND-FM	KSND-FM	KSND-FM
3 KASH-AM	KASH-AM	KZEL-FM
4 KEED-AM	KUGN-AM	KASH-AM
5 KZEL-FM	KFNW-AM	KATR-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 867

A/M '78	O/N '78	A/M '79
1 KSND-FM	KSND-FM	KZEL-FM
2 KBDF-AM	KBDF-AM	KBDF-AM
3 KUGN-AM	KASH-AM	KSND-FM
4 KFNW-AM	KUGN-FM	KFNW-AM
5 KFNW-FM	KUGN-AM	KUGN-AM

M-F, 8-10am

1 KUGN-AM	KUGN-AM	KZEL-FM
2 KFNW-AM	KATR-AM	KBDF-AM
3 KBDF-AM	KBDF-AM	KSND-FM
4 KSND-FM	KSND-FM	KFNW-AM
5 KASH-AM	KEED-AM	KATR-AM

M-F, 3-7pm

1 KSND-FM	KBDF-AM	KZEL-FM
2 KBDF-AM	KZEL-FM	KBDF-AM
3 KFNW-AM	KASH-AM	KFNW-AM
4 KUGN-AM	KUGN-FM	KASH-AM
5 KEED-AM	KSND-FM	KSND-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 854

A/M '78	O/N '78	A/M '79
1 KUGN-AM	KFNW-FM	KFNW-AM
2 KFNW-FM	KFNW-AM	KATR-AM
3 KFNW-AM	KUGN-AM	KFNW-FM
4 KEED-AM	KEED-AM	KUGN-AM
5 KBDF-AM	KATR-AM	KZEL-FM

M-F, 8-10am

1 KUGN-AM	KEED-AM	KATR-AM
2 KFNW-AM	KUGN-AM	KFNW-AM
3 KEED-AM	KATR-AM	KUGN-AM
4 KFNW-FM	KFNW-AM	KFNW-FM
5 KBDF-AM	KFNW-FM	KBDF-AM

M-F, 3-7pm

1 KFNW-FM	KFNW-FM	KFNW-AM
2 KUGN-AM	KFNW-AM	KUGN-AM
3 KSND-FM	KEED-AM	KFNW-FM
4 KFNW-AM	KBDF-AM	KATR-AM
5 KEED-AM	KUGN-AM	KZEL-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2118

A/M '78	O/N '78	A/M '79			
1 KUGN-AM	27.7	KUGN-AM	25.1	KBDF-AM	22.3
2 KBDF-AM	15.1	KBDF-AM	15.9	KSND-FM	15.1
3 KFNW-AM	13.2	KEED-AM	12.0	KSND-FM	10.5
4 KSND-FM	10.3	KFNW-AM	11.9	KFNW-AM	10.3
5 KEED-AM	9.6	KSND-FM	11.0	KFNW-FM	10.3

M-F, 8-10am

1 KUGN-AM	KUGN-AM	KUGN-AM
2 KBDF-AM	KBDF-AM	KBDF-AM
3 KFNW-AM	KATR-AM	KFNW-AM
4 KSND-FM	KEED-AM	KATR-AM
5 KEED-AM	KFNW-AM	KSND-FM

M-F, 3-7pm

1 KBDF-AM	KBDF-AM	KBDF-AM
2 KEED-AM	KUGN-AM	KUGN-AM
3 KFNW-AM	KFNW-AM	KFNW-AM
4 KSND-FM	KSND-FM	KSND-FM
5 KFNW-FM	KFNW-FM	KFNW-FM

Teens
M-S, 6am-Midnight
POP(00): 281

A/M '78	O/N '78	A/M '79
1 KBDF-AM	KBDF-AM	KBDF-AM
2 KSND-FM	KSND-FM	KSND-FM
3 KASH-AM	KASH-AM	KASH-AM
4 KUGN-AM	KUGN-AM	KFNW-AM
5 KEED-AM	KFNW-AM	KZEL-FM

M-F, 8-10am

1 KBDF-AM	KBDF-AM	KBDF-AM
2 KSND-FM	KSND-FM	KSND-FM
3 KASH-AM	KASH-AM	KASH-AM
4 KUGN-AM	KUGN-AM	KATR-AM
5 KEED-AM	KFNW-AM	KATR-AM

M-F, 3-7pm

1 KBDF-AM	KBDF-AM	KBDF-AM
2 KSND-FM	KSND-FM	KSND-FM
3 KASH-AM	KASH-AM	KASH-AM
4 KUGN-AM	KFNW-AM	KZEL-FM
5 KZEL-FM	KUGN-AM	KFNW-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 867

A/M '78	O/N '78	A/M '79
1 KBDF-AM	KBDF-AM	KBDF-AM
2 KSND-FM	KUGN-AM	KSND-FM
3 KUGN-AM	KSND-FM	KZEL-FM
4 KZEL-FM	KASH-AM	KASH-AM
5 KFNW-AM	KUGN-FM	KUGN-AM

M-F, 8-10am

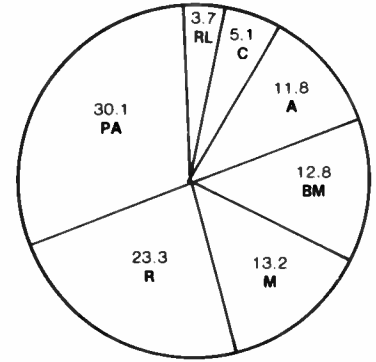
1 KUGN-AM	KBDF-AM	KBDF-AM
2 KBDF-AM	KSND-FM	KSND-FM
3 KSND-FM	KASH-AM	KZEL-FM
4 KFNW-AM	KUGN-AM	KUGN-AM
5 KASH-AM	KATR-AM	KASH-AM

M-F, 3-7pm

1 KSND-FM	KBDF-AM	KZEL-FM
2 KBDF-AM	KSND-FM	KSND-FM
3 KUGN-AM	KUGN-FM	KBDF-AM
4 KZEL-FM	KASH-AM	KUGN-AM
5 KFNW-AM	KZEL-FM	KFNW-AM

Format Penetration Chart

Based On 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

115

Average Persons 12+ Share Trends
M-S, 6am-Midnight
POP(00): 2365

A/M '77	A/M '78	A/M '79			
1 WIKY-AF	37.5	WIKY-FM	26.3	WGBF-AM	23.5
2 WIKY-FM	28.4	WGBF-AM	24.7	WIKY-FM	20.5
3 WGBF-AM	26.9	WROZ-AM	11.3	WKDQ-FM	15.8
4 WIKY-AM	9.2	WKDQ-FM	10.2	WROZ-AM	10.7
5 WROZ-AM	8.6	WIKY-AM	5.1	WSON-AM	6.0
6 WKDQ-FM	7.4	WJPS-AM	4.3	WIKY-AM	4.5
7 WRAY-AF	4.3	WSON-AM	3.5	WBKR-FM	4.2
8 WSON-AM	3.2	WBKR-FM	2.4	WSTO-FM	4.2
9 WRAY-FM	3.2	WVHI-FM	2.1	WRAY-AF	2.7
10 WVHI-FM	1.7	WRAY-AF	1.9	WJPS-AM	2.1
11 WSTO-FM	1.7	WBNL-AF	1.9	WVHI-FM	1.2
12 WBKR-FM	1.7	WSTO-FM	1.6	WHKC-FM	0.6
13 WRAY-AM	1.1	WHKC-FM	0.5		
14 WBNL-AF	1.1				
15 WJPS-AM	0.9				
16 WBNL-FM	0.6				
17 WRNI-AM	0.4				

Average Persons Trends/Rankings
Total 12+
M-S, 6am-Midnight
POP(00): 2365

A/M '77	A/M '78	A/M '79			
1 WIKY-AM	131	WIKY-FM	98	WGBF-AM	79
2 WIKY-FM	99	WGBF-AM	92	WIKY-FM	69
3 WGBF-AM	94	WROZ-AM	42	WKDQ-FM	53
4 WIKY-AM	32	WKDQ-FM	38	WROZ-AM	36
5 WROZ-AM	30	WIKY-AM	19	WSON-AM	20

1 WIKY-AF	WIKY-FM	WIKY-FM
2 WIKY-FM	WGBF-AM	WGBF-AM
3 WGBF-AM	WROZ-AM	WROZ-AM
4 WROZ-AM	WKDQ-FM	WKDQ-FM
5 WIKY-AM	WJPS-AM	WSON-AM

1 WIKY-AF	WGBF-AM	WGBF-AM
2 WGBF-AM	WIKY-FM	WIKY-FM
3 WIKY-FM	WKDQ-FM	WKDQ-FM
4 WROZ-AM	WROZ-AM	WROZ-AM
5 WKDQ-FM	WIKY-AM	WBKR-FM

Teens
M-S, 6am-Midnight
POP(00): 320

A/M '77	A/M '78	A/M '79
1 WGBF-AM	WGBF-AM	WGBF-AM
2 WKDQ-FM	WKDQ-FM	WKDQ-FM
3 WIKY-AF	WROZ-AM	WHKC-FM
4 WIKY-AM	WBKR-FM	WBKR-FM
5 WIKY-FM	WHKC-FM	WSON-AM

1 WGBF-AM	WGBF-AM	WGBF-AM
2 WIKY-FM	WKDQ-FM	WKDQ-FM
3 WIKY-AF	WIKY-AM	WSON-AM
4 WKDQ-FM	WJPS-AM	WIKY-FM
5 WBNL-AF	WHKC-FM	WHKC-FM

1 WGBF-AM	WGBF-AM	WGBF-AM
2 WKDQ-FM	WKDQ-FM	WKDQ-FM
3 WIKY-AF	WIKY-AM	WHKC-FM
4 WIKY-AM	WBKR-FM	WBKR-FM
5 WBKR-FM	WHKC-FM	WVHI-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 761

A/M '77	A/M '78	A/M '79
1 WGBF-AM	WGBF-AM	WGBF-AM
2 WIKY-AF	WKDQ-FM	WKDQ-FM
3 WKDQ-FM	WIKY-FM	WIKY-FM
4 WIKY-FM	WROZ-AM	WIKY-AM
5 WIKY-AM	WJPS-AM	WROZ-AM

1 WIKY-AF	WGBF-AM	WGBF-AM
2 WGBF-AM	WIKY-FM	WKDQ-FM
3 WIKY-FM	WKDQ-FM	WIKY-FM
4 WKDQ-FM	WROZ-AM	WIKY-AM
5 WIKY-AM	WJPS-AM	WROZ-AM

1 WGBF-AM	WGBF-AM	WGBF-AM
2 WIKY-AF	WKDQ-FM	WKDQ-FM
3 WIKY-FM	WIKY-FM	WIKY-FM
4 WKDQ-FM	WROZ-AM	WROZ-AM
5 WIKY-AM	WIKY-AM	WBKR-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 896

A/M '77	A/M '78	A/M '79
1 WIKY-AF	WIKY-FM	WIKY-FM
2 WIKY-FM	WGBF-AM	WGBF-AM
3 WGBF-AM	WROZ-AM	WKDQ-FM
4 WROZ-AM	WKDQ-FM	WROZ-AM
5 WIKY-AM	WIKY-AM	WBKR-FM

M-F, 6-10am

1 WIKY-AF	WIKY-FM	WIKY-FM
2 WIKY-FM	WGBF-AM	WGBF-AM
3 WGBF-AM	WROZ-AM	WKDQ-FM
4 WROZ-AM	WKDQ-FM	WROZ-AM
5 WKDQ-FM	WBKR-FM	WBKR-FM

M-F, 3-7pm

1 WIKY-AF	WIKY-FM	WIKY-FM
2 WIKY-FM	WKDQ-FM	WGBF-AM
3 WGBF-AM	WGBF-AM	WKDQ-FM
4 WROZ-AM	WROZ-AM	WROZ-AM
5 WKDQ-FM	WIKY-AM	WBKR-FM

Cume Persons Trends/Rankings
Total 12+
M-S, 6am-Midnight
POP(00): 2365

A/M '77	A/M '78	A/M '79			
1 WGBF-AM	1118	WGBF-AM	1051	WGBF-AM	1014
2 WIKY-AF	830	WIKY-FM	762	WIKY-FM	677
3 WIKY-FM	700	WKDQ-FM	523	WKDQ-FM	674
4 WROZ-AM	567	WROZ-AM	522	WROZ-AM	542
5 WKDQ-FM	426	WIKY-AM	306	WIKY-AM	264

M-F, 6-10am

1 WGBF-AM	778	WGBF-AM	783	WGBF-AM	723
2 WIKY-AF	591	WIKY-FM	576	WIKY-FM	517
3 WIKY-FM	478	WROZ-AM	327	WKDQ-FM	373
4 WROZ-AM	338	WKDQ-FM	294	WROZ-AM	365
5 WKDQ-FM	224	WIKY-AM	158	WIKY-AM	173

M-F, 3-7pm

1 WGBF-AM	727	WGBF-AM	709	WGBF-AM	608
2 WIKY-AF	540	WIKY-FM	446	WIKY-FM	410
3 WIKY-FM	409	WROZ-AM	283	WKDQ-FM	374
4 WROZ-AM	269	WKDQ-FM	278	WROZ-AM	304
5 WKDQ-FM	213	WIKY-AM	136	WBKR-FM	112

Teens
M-S, 6am-Midnight
POP(00): 320

A/M '77	A/M '78	A/M '79
1 WGBF-AM	WGBF-AM	WGBF-AM
2 WKDQ-FM	WKDQ-FM	WKDQ-FM
3 WIKY-AF	WIKY-FM	WHKC-FM
4 WIKY-FM	WRAY-AF	WSON-AM
5 WJPS-AM	WIKY-AM	WIKY-AM

M-F, 6-10am

1 WGBF-AM	WGBF-AM	WGBF-AM
2 WIKY-AF	WKDQ-FM	WKDQ-FM
3 WIKY-FM	WRAY-AF	WSON-AM
4 WKDQ-FM	WHKC-FM	WIKY-AM
5 WJPS-AM	WIKY-FM	WIKY-FM

M-F, 3-7pm

1 WGBF-AM	WGBF-AM	WGBF-AM
2 WKDQ-FM	WKDQ-FM	WKDQ-FM
3 WIKY-FM	WIKY-FM	WHKC-FM
4 WIKY-AF	WRAY-AF	WSON-AM
5 WRAY-AF	WHKC-FM	WBKR-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 761

A/M '77	A/M '78	A/M '79
1 WGBF-AM	WGBF-AM	WGBF-AM
2 WKDQ-FM	WKDQ-FM	WKDQ-FM
3 WIKY-AF	WIKY-FM	WIKY-FM
4 WIKY-FM	WROZ-AM	WROZ-AM
5 WROZ-AM	WJPS-AM	WIKY-AM

M-F, 6-10am

1 WGBF-AM	WGBF-AM	WGBF-AM
2 WKDQ-FM	WKDQ-FM	WKDQ-FM
3 WIKY-AF	WIKY-FM	WIKY-FM
4 WIKY-FM	WROZ-AM	WROZ-AM
5 WROZ-AM	WJPS-AM	WIKY-AM

M-F, 3-7pm

1 WGBF-AM	WGBF-AM	WGBF-AM
2 WIKY-AF	WKDQ-FM	WKDQ-FM
3 WKDQ-FM	WIKY-FM	WIKY-FM
4 WIKY-FM	WROZ-AM	WROZ-AM
5 WROZ-AM	WJPS-AM	WIKY-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 896

A/M '77	A/M '78	A/M '79
1 WGBF-AM	WGBF-AM	WGBF-AM
2 WROZ-AM	WIKY-FM	WIKY-FM
3 WIKY-AF	WROZ-AM	WKDQ-FM
4 WIKY-FM	WKDQ-FM	WROZ-AM
5 WKDQ-FM	WJPS-AM	WBKR-FM

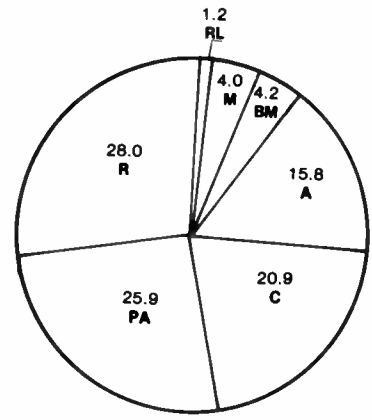
M-F, 6-10am

1 WGBF-AM	WGBF-AM	WGBF-AM
2 WIKY-AF	WIKY-FM	WIKY-FM
3 WROZ-AM	WKDQ-FM	WROZ-AM
4 WIKY-FM	WROZ-AM	WKDQ-FM
5 WKDQ-FM	WJPS-AM	WIKY-AM

M-F, 3-7pm

1 WGBF-AM	WGBF-AM	WIKY-FM
2 WIKY-AF	WIKY-FM	WGBF-AM
3 WIKY-FM	WROZ-AM	WKDQ-FM
4 WROZ-AM	WKDQ-FM	WROZ-AM
5 WKDQ-FM	WIKY-AM	WBKR-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.

Fargo-Moorhead

METRO RANK

162

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP (00): 1123

A/M '77	A/M '78	A/M '79
1 KFGO-AM 25.0	KFGO-AM 28.0	KFGO-AM 22.6
2 WDAY-AM 21.3	WDAY-AM 17.3	WDAY-AM 15.9
3 KVOX-AM 14.4	KVOX-AM 13.1	KQWB-AM 15.4
4 KQWB-FM 11.3	KQWB-FM 11.9	KQWB-FM 11.8
5 WDAY-FM 8.1	KQWB-AM 8.9	KVOX-AM 10.3
6 KQWB-AM 7.5	WDAY-FM 8.3	WDAY-FM 10.3
7 KIDA-FM 3.8	KVOX-FM 3.6	KVOX-FM 3.1
8 KSJB-AM 1.8	KSJB-AM 1.5	

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP (00): 1123

A/M '77	A/M '78	A/M '79
1 KFGO-AM 40	KFGO-AM 47	KFGO-AM 44
2 WDAY-AM 34	WDAY-AM 29	WDAY-AM 31
3 KVOX-AM 23	KVOX-AM 22	KQWB-AM 30
4 KQWB-FM 18	KQWB-FM 20	KQWB-FM 23
5 WDAY-FM 13	KQWB-AM 15	KVOX-AM 20

M-F, 6-10am

1 WDAY-AM	KFGO-AM	KFGO-AM
2 KFGO-AM	WDAY-AM	WDAY-AM
3 KVOX-AM	KQWB-AM	KQWB-AM
4 WDAY-FM	KQWB-FM	KQWB-FM
5 KQWB-FM	WDAY-FM	KVOX-AM

M-F, 3-7pm

1 KFGO-AM	KFGO-AM	KFGO-AM
2 WDAY-AM	KVOX-AM	KQWB-AM
3 KVOX-AM	KQWB-FM	KQWB-FM
4 KQWB-FM	WDAY-AM	WDAY-FM
5 KQWB-AM	KQWB-AM	WDAY-AM

Teens

M-S, 6am-Midnight

POP (00): 143

A/M '77	A/M '78	A/M '79
1 KVOX-AM	KVOX-AM	KQWB-AM
2 KQWB-AM	KQWB-AM	KVOX-AM
3 KQWB-FM	KQWB-FM	KQWB-FM
4 KIDA-FM	WDAY-AM	KFGO-AM
5 KFGO-AM	KFGO-AM	KVOX-FM

M-F, 6-10am

1 KVOX-AM	KVOX-AM	KQWB-AM
2 KQWB-AM	KQWB-FM	KVOX-AM
3 WDAY-AM	KQWB-AM	KQWB-FM
4 KQWB-FM	KFGO-AM	WDAY-AM
5 KFGO-AM	WDAY-AM	WDAY-FM

M-F, 3-7pm

1 KVOX-AM	KVOX-AM	KQWB-AM
2 KQWB-AM	KQWB-AM	KVOX-AM
3 KQWB-FM	KQWB-FM	KQWB-FM
4 WDAY-AM	KFGO-AM	WDAY-FM
5 KFGO-AM	WDAY-AM	KFGO-AM

Adults 18-34

M-S, 6am-Midnight

POP (00): 484

A/M '77	A/M '78	A/M '79
1 KQWB-FM	KQWB-FM	KQWB-AM
2 KVOX-AM	WDAY-AM	KQWB-FM
3 KFGO-AM	KVOX-AM	KFGO-AM
4 KQWB-AM	KQWB-AM	KVOX-AM
5 WDAY-AM	KFGO-AM	KVOX-FM

M-F, 6-10am

1 WDAY-AM	WDAY-AM	KQWB-AM
2 KFGO-AM	KQWB-FM	KFGO-AM
3 KVOX-AM	KFGO-AM	KQWB-FM
4 KQWB-FM	KVOX-AM	KVOX-AM
5 KQWB-AM	KVOX-FM	WDAY-AM

M-F, 3-7pm

1 KVOX-AM	KQWB-FM	KQWB-AM
2 KFGO-AM	KVOX-AM	KQWB-FM
3 KQWB-FM	WDAY-AM	KVOX-AM
4 KQWB-AM	KQWB-AM	KFGO-AM
5 KIDA-FM	KFGO-AM	WDAY-AM

Adults 25-49

M-S, 6am-Midnight

POP (00): 392

A/M '77	A/M '78	A/M '79
1 KFGO-AM	KFGO-AM	KFGO-AM
2 WDAY-AM	WDAY-AM	WDAY-AM
3 WDAY-FM	WDAY-FM	KQWB-AM
4 KQWB-FM	KQWB-FM	WDAY-FM
5 KVOX-AM	KQWB-AM	KVOX-AM

M-F, 6-10am

1 WDAY-AM	KFGO-AM	WDAY-AM
2 KFGO-AM	WDAY-AM	KFGO-AM
3 KVOX-AM	KVOX-AM	KQWB-AM
4 WDAY-FM	KQWB-FM	WDAY-FM
5 KQWB-FM	WDAY-FM	KVOX-AM

M-F, 3-7pm

1 KFGO-AM	KFGO-AM	KFGO-AM
2 WDAY-AM	WDAY-FM	WDAY-AM
3 WDAY-FM	KVOX-AM	WDAY-FM
4 KQWB-FM	WDAY-AM	KQWB-AM
5 KVOX-AM	KQWB-FM	KVOX-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP (00): 1123

A/M '77	A/M '78	A/M '79
1 WDAY-AM 478	KVOX-AM 472	KFGO-AM 427
2 KVOX-AM 432	WDAY-AM 452	WDAY-AM 395
3 KFGO-AM 410	KFGO-AM 423	KQWB-AM 387
4 KQWB-AM 284	KQWB-AM 310	KVOX-AM 385
5 KQWB-FM 275	KQWB-FM 305	KQWB-FM 289

M-F, 6-10am

1 WDAY-AM	WDAY-AM	WDAY-AM
2 KFGO-AM	KFGO-AM	KFGO-AM
3 KVOX-AM	KVOX-AM	KQWB-AM
4 KQWB-AM	KQWB-FM	KVOX-AM
5 KQWB-FM	KQWB-AM	KQWB-FM

M-F, 3-7pm

1 KVOX-AM	KVOX-AM	KQWB-AM
2 KFGO-AM	KFGO-AM	KFGO-AM
3 WDAY-AM	KQWB-FM	KVOX-AM
4 KQWB-AM	WDAY-AM	KQWB-FM
5 KQWB-FM	KQWB-AM	WDAY-AM

Teens

M-S, 6am-Midnight

POP (00): 143

A/M '77	A/M '78	A/M '79
1 KVOX-AM	KVOX-AM	KQWB-AM
2 KQWB-AM	KQWB-AM	KVOX-AM
3 KQWB-FM	KQWB-FM	KQWB-FM
4 WDAY-AM	WDAY-AM	WDAY-AM
5 KFGO-AM	KFGO-AM	KFGO-AM

M-F, 6-10am

1 KVOX-AM	KVOX-AM	KQWB-AM
2 KQWB-AM	KQWB-AM	KVOX-AM
3 WDAY-AM	KQWB-FM	KQWB-FM
4 KQWB-FM	KFGO-AM	WDAY-AM
5 KFGO-AM	WDAY-AM	KFGO-AM

M-F, 3-7pm

1 KVOX-AM	KVOX-AM	KQWB-AM
2 KQWB-AM	KQWB-AM	KVOX-AM
3 KQWB-FM	KQWB-FM	KQWB-FM
4 KFGO-AM	KFGO-AM	WDAY-AM
5 WDAY-AM	WDAY-AM	WDAY-FM

Adults 18-34

M-S, 6am-Midnight

POP (00): 484

A/M '77	A/M '78	A/M '79
1 KVOX-AM	KVOX-AM	KQWB-AM
2 KQWB-FM	KQWB-FM	KVOX-AM
3 KQWB-AM	WDAY-AM	KQWB-FM
4 WDAY-AM	KQWB-AM	KFGO-AM
5 KFGO-AM	KVOX-FM	WDAY-AM

M-F, 6-10am

1 KVOX-AM	KVOX-AM	KQWB-AM
2 WDAY-AM	WDAY-AM	KQWB-FM
3 KQWB-FM	KQWB-FM	KVOX-AM
4 KFGO-AM	KFGO-AM	KFGO-AM
5 KQWB-AM	KQWB-AM	WDAY-AM

M-F, 3-7pm

1 KVOX-AM	KVOX-AM	KQWB-AM
2 KQWB-FM	KQWB-FM	KQWB-FM
3 KQWB-AM	WDAY-AM	KVOX-AM
4 KFGO-AM	KQWB-AM	KFGO-AM
5 WDAY-AM	KVOX-FM	KVOX-FM

Adults 25-49

M-S, 6am-Midnight

POP (00): 392

A/M '77	A/M '78	A/M '79
1 KFGO-AM	KFGO-AM	KFGO-AM
2 WDAY-AM	WDAY-AM	WDAY-AM
3 KVOX-AM	KVOX-AM	KQWB-AM
4 WDAY-FM	KQWB-AM	KVOX-AM
5 KQWB-AM	WDAY-FM	WDAY-FM

M-F, 6-10am

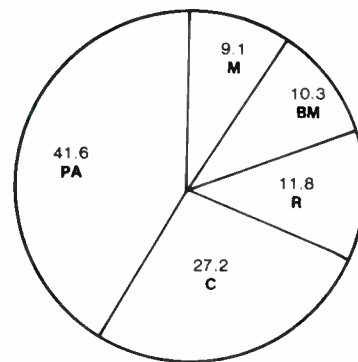
1 WDAY-AM	KFGO-AM	KFGO-AM
2 KFGO-AM	WDAY-AM	WDAY-AM
3 KVOX-AM	KVOX-AM	KQWB-AM
4 WDAY-FM	WDAY-FM	KVOX-AM
5 KQWB-AM	KQWB-AM	WDAY-FM

M-F, 3-7pm

1 KFGO-AM	KFGO-AM	KFGO-AM
2 WDAY-AM	KVOX-AM	WDAY-AM
3 KVOX-AM	WDAY-AM	WDAY-FM
4 WDAY-FM	KQWB-AM	KQWB-AM
5 KQWB-FM	WDAY-FM	KVOX-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

Fayetteville, NC

METRO RANK **137**

Average Persons 12+ Share Trends

M-S, 6am-Midnight
POP(00): 1849

A/M '78		A/M '79	
1	WQSM-FM 27.7	1	WQSM-FM 20.5
2	WFLB-AM 13.5	2	WQDR-FM 16.3
3	WRAL-FM 12.0	3	WIDU-AM 13.6
4	WFNC-AM 9.5	4	WFLB-AM 12.4
5	WIDU-AM 9.5	5	WFAI-AM 8.9
6	WFAI-AM 9.1	6	WFNC-AM 8.5
7	WYYD-FM 8.4	7	WYFD-FM 4.3
8	WSTS-FM 2.2	8	WYYD-FM 3.5
9	WFBS-AM 1.8	9	WQII-FM 3.1
10	WQDR-FM 1.8	10	WSTS-FM 2.3
11	WPTF-AM 1.1	11	WFBS-AM 1.6
12		12	WPTF-AM 1.2

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1849

A/M '78		A/M '79	
1	WQSM-FM 76	1	WQSM-FM 53
2	WFLB-AM 37	2	WQDR-FM 42
3	WRAL-FM 33	3	WIDU-AM 35
4	WFNC-AM 26	4	WFLB-AM 31
5	WIDU-AM 26	5	WFAI-AM 23

M-F, 6-10am

1	WQSM-FM	WFAI-AM
2	WFAI-AM	WQSM-FM
3	WFNC-AM	WFNC-AM
4	WFLB-AM	WFLB-AM
5	WRAL-FM	WQDR-FM

M-F, 3-7pm

1	WQSM-FM	WQSM-FM
2	WFLB-AM	WQDR-FM
3	WIDU-AM	WFLB-AM
4	WRAL-FM	WIDU-AM
5	WFNC-AM	WFNC-AM

Teens
M-S, 6am-Midnight
POP(00): 239

A/M '78		A/M '79	
1	WQSM-FM	WFLB-AM	
2	WFLB-AM	WIDU-AM	
3	WIDU-AM	WQSM-FM	
4	WRAL-FM	WQDR-FM	
5	WQIR-FM	WFBS-AM	

M-F, 6-10am

1	WQSM-FM	WQSM-FM
2	WFLB-AM	WFLB-AM
3	WIDU-AM	WIDU-AM
4	WRAL-FM	WFBS-AM
5	WFNC-AM	WSTS-FM

M-F, 3-7pm

1	WQSM-FM	WIDU-AM
2	WIDU-AM	WQSM-FM
3	WFLB-AM	WFLB-AM
4	WQIR-FM	WFBS-AM
5	WFNC-AM	WQDR-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 1036

A/M '78		A/M '79	
1	WQSM-FM	WQDR-FM	
2	WRAL-FM	WQSM-FM	
3	WFLB-AM	WFLB-AM	
4	WIDU-AM	WIDU-AM	
5	WFNC-AM	WFNC-AM	

M-F, 6-10am

1	WQSM-FM	WQSM-FM
2	WRAL-FM	WQDR-FM
3	WFNC-AM	WFAI-AM
4	WFLB-AM	WFNC-AM
5	WFAI-AM	WFLB-AM

M-F, 3-7pm

1	WQSM-FM	WQDR-FM
2	WFLB-AM	WQSM-FM
3	WIDU-AM	WFLB-AM
4	WRAL-FM	WIDU-AM
5	WFNC-AM	WRAL-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 721

A/M '78		A/M '79	
1	WQSM-FM	WQSM-FM	
2	WRAL-FM	WFLB-AM	
3	WFNC-AM	WIDU-AM	
4	WFAI-AM	WFNC-AM	
5	WFLB-AM	WFAI-AM	

M-F, 6-10am

1	WQSM-FM	WFAI-AM
2	WFNC-AM	WFLB-AM
3	WFAI-AM	WQSM-FM
4	WRAL-FM	WFNC-AM
5	WFLB-AM	WIDU-AM

M-F, 3-7pm

1	WQSM-FM	WQSM-FM
2	WRAL-FM	WFLB-AM
3	WFNC-AM	WQII-FM
4	WFLB-AM	WFNC-AM
5	WYYD-FM	WRAL-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1849

A/M '78		A/M '79	
1	WQSM-FM 845	1	WQSM-FM 796
2	WFLB-AM 681	2	WFLB-AM 544
3	WFAI-AM 484	3	WFAI-AM 442
4	WRAL-FM 471	4	WIDU-AM 399
5	WFNC-AM 447	5	WQDR-FM 391

M-F, 6-10am

1	WQSM-FM	WQSM-FM
2	WFAI-AM	WFLB-AM
3	WFNC-AM	WFAI-AM
4	WFLB-AM	WFNC-AM
5	WRAL-FM	WQIR-FM

M-F, 3-7pm

1	WQSM-FM	WQSM-FM
2	WFLB-AM	WFLB-AM
3	WRAL-FM	WQDR-FM
4	WFNC-AM	WIDU-AM
5	WIDU-AM	WFNC-AM

Teens

M-S, 6am-Midnight
POP(00): 239

A/M '78		A/M '79	
1	WQSM-FM	WQSM-FM	
2	WFLB-AM	WFLB-AM	
3	WIDU-AM	WIDU-AM	
4	WRAL-FM	WQDR-FM	
5	WFAI-AM	WFAI-AM	

M-F, 6-10am

1	WQSM-FM	WQSM-FM
2	WFLB-AM	WFLB-AM
3	WIDU-AM	WIDU-AM
4	WRAL-FM	WFBS-AM
5	WFAI-AM	WFAI-AM

M-F, 3-7pm

1	WQSM-FM	WQSM-FM
2	WFLB-AM	WFLB-AM
3	WIDU-AM	WIDU-AM
4	WRAL-FM	WFBS-AM
5	WQDR-FM	WQDR-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 1036

A/M '78		A/M '79	
1	WQSM-FM	WQSM-FM	
2	WFLB-AM	WQDR-FM	
3	WRAL-FM	WFLB-AM	
4	WFNC-AM	WIDU-AM	
5	WFAI-AM	WFAI-AM	

M-F, 6-10am

1	WQSM-FM	WQSM-FM
2	WFLB-AM	WQDR-FM
3	WRAL-FM	WFLB-AM
4	WFNC-AM	WFAI-AM
5	WFAI-AM	WFNC-AM

M-F, 3-7pm

1	WQSM-FM	WQDR-FM
2	WFLB-AM	WQSM-FM
3	WRAL-FM	WFLB-AM
4	WIDU-AM	WIDU-AM
5	WFNC-AM	WRAL-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 721

A/M '78		A/M '79	
1	WQSM-FM	WQSM-FM	
2	WFNC-AM	WFLB-AM	
3	WRAL-FM	WFNC-AM	
4	WFLB-AM	WFAI-AM	
5	WFAI-AM	WIDU-AM	

M-F, 6-10am

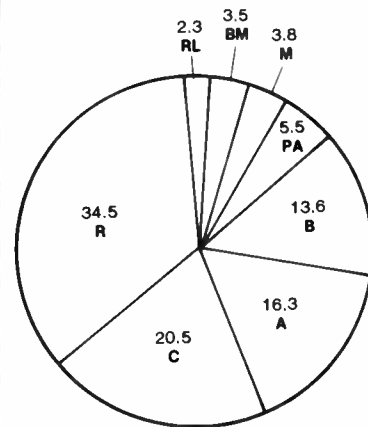
1	WQSM-FM	WFLB-AM
2	WFNC-AM	WQSM-FM
3	WFAI-AM	WFAI-AM
4	WFLB-AM	WFNC-AM
5	WRAL-FM	WIDU-AM

M-F, 3-7pm

1	WQSM-FM	WFLB-AM
2	WRAL-FM	WQSM-FM
3	WFNC-AM	WFNC-AM
4	WFLB-AM	WRAL-FM
5	WFAI-AM	WIDU-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.

One More Reason Why

Radio & Records

Is The Industry's Leading Weekly Trade Publication

MEDIA MARKETING

Research and marketing guidance and practical aid each week from Dr. Richard Lutz, Associate Professor of Marketing, UCLA. Topics are chosen from reader suggestions as to the most vital areas of interest.

For Subscription Details . . . See Page 189

Flint

METRO RANK



A/M '79 Market Overview

The battle for allegiance of the 12-34 demos in the Flint area appears to be the key to the results of the A/M '79 survey there. AOR station **WWCK**, with its "Superstars" format from **Burkhart/Abrams**, is still #1 18-34 and overall 12+, but its share declines two points. There may have been some vertical diffusion here, in which young listeners switched from the AOR sound to a toned-down **WTAC**, the Top 40 station in the metro. **WTAC**, which even penetrates well into Detroit at night, ran no on-air contests or promos during the sweep, but there was some outside advertising. The campaign theme was carried on TV and billboards. The biggest shift among the two stations seems to be that teens who sampled **WWCK** are to some extent returning to **WTAC**.

Several leading stations in the metro declined. The #2 overall 12+ station, **WGMZ**, features a Beautiful Music format. The station declined just slightly and basically has a healthy, stable position in the market especially among adults 35+.

The Country pacesetter in Flint, **WKMF**, dropped over two share points in this survey. Although still #1 with average adults 25-54, the station did suffer some significant losses in midday.

P/A leader **WFDF** saw its numbers erode for the second book in a row. The station has now seen a third of its audience disappear over the last two books, with the female listeners defecting at the most alarming rate.

A note of good news for the local Black-formatted station in the Flint area. **WAMM** rebounded almost two shares, to the numbers the station achieved two years ago. **WAMM**'s estimates jumped particularly in the morning drive segment, with men picking up tremendously compared to last year's report.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
PDF(00): 4116

	A/M '77	A/M '78	A/M '79
1 WFDF-AM	12.8	WWCK-FM	12.6
2 WJR -AM	10.3	WKMF-AM	10.6
3 WGMZ-FM	9.8	WJR -AM	10.1
4 WKMF-AM	7.6	WFDF-AM	9.7
5 WWCK-FM	7.5	WGMZ-FM	9.7
6 WTRX-AM	6.8	WTRX-AM	7.4
7 WAMM-AM	6.8	WTAC-AM	5.4
8 WTAC-AM	6.1	WAMM-AM	4.9
9 WGER-FM	5.3	WFMK-FM	4.3
10 WHNN-FM	4.3	WGER-FM	3.6
11 WDAF-AM	3.8	WWWS-FM	3.1
12 WWWS-FM	3.2	WKCC-FM	2.6
13 WKNX-AM	1.7	WHNN-FM	1.6
14 WDAF-FM	1.5	WDAF-AM	1.4
15 WFMK-FM	1.3	WDAF-FM	1.3
16 WVIC-AF	0.8	WLQB-AM	0.8
17 CKLW-AM	0.7	WWJ -AM	0.7
18 WKCC-FM	0.7	WRIF-FM	0.5
19 WVIC-FM	0.5	WVIC-AF	0.5
20 WLQB-AM	0.5		
21 WRIF-FM	0.5		
22 WVIC-AM	0.3		

Average Persons Trends/Rankings

Total 12+
S, 6am-Midnight
JP(00): 4116

	A/M '77	A/M '78	A/M '79
1 WFDF-AM	77	WWCK-FM	77
2 WJR -AM	62	WKMF-AM	65
3 WGMZ-FM	59	WJR -AM	62
4 WKMF-AM	46	WFDF-AM	59
5 WWCK-FM	45	WGMZ-FM	59

	A/M '77	A/M '78	A/M '79
1 WFDF-AM		WFDF-AM	WFDF-AM
2 WJR -AM		WKMF-AM	WJR -AM
3 WGMZ-FM		WWCK-FM	WKMF-AM
4 WTRX-AM		WJR -AM	WGMZ-FM
5 WKMF-AM		WTRX-AM	WTRX-AM

	A/M '77	A/M '78	A/M '79
1 WFDF-AM		WWCK-FM	WWCK-FM
2 WGMZ-FM		WGMZ-FM	WGMZ-FM
3 WJR -AM		WJR -AM	WFDF-AM
4 WTAC-AM		WKMF-AM	WTAC-AM
5 WKMF-AM		WFDF-AM	WJR -AM

Teens

M-S, 6am-Midnight
PDF(00): 633

	A/M '77	A/M '78	A/M '79
1 WTAC-AM		WWCK-FM	WTAC-AM
2 WAMM-AM		WTAC-AM	WAMM-AM
3 WWCK-FM		WFDF-AM	WAMM-AM
4 WJR -AM		WTRX-AM	WHNN-FM
5 WTRX-AM		WAMM-AM	WFMK-FM

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1 WTAC-AM		WWCK-FM	WTAC-AM
2 WAMM-AM		WTAC-AM	WAMM-AM
3 WWCK-FM		WFDF-AM	WKMF-AM
4 WTRX-AM		WTRX-AM	WWCK-FM
5 WHNN-FM		WAMM-AM	WVIC-AF

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1 WAMM-AM		WWCK-FM	WTAC-AM
2 WTAC-AM		WTAC-AM	WWCK-FM
3 WWCK-FM		WFDF-AM	WHNN-FM
4 WJR -AM		WAMM-AM	WFMK-FM
5 WHNN-FM		WTRX-AM	WAMM-AM

Adults 18-34

M-S, 6am-Midnight
PDF(00): 1563

	A/M '77	A/M '78	A/M '79
1 WWCK-FM		WWCK-FM	WWCK-FM
2 WFDF-AM		WTRX-AM	WTRX-AM
3 WHNN-FM		WFMK-FM	WTAC-AM
4 WTAC-AM		WGMZ-FM	WFMK-FM
5 WTRX-AM		WTAC-AM	WAMM-AM

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1 WFDF-AM		WWCK-FM	WTRX-AM
2 WHNN-FM		WTRX-AM	WWCK-FM
3 WWCK-FM		WFMK-FM	WFDF-AM
4 WGMZ-FM		WJR -AM	WGMZ-FM
5 WTRX-AM		WGMZ-FM	WTAC-AM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1 WWCK-FM		WWCK-FM	WWCK-FM
2 WFDF-AM		WTRX-AM	WTAC-AM
3 WTAC-AM		WGMZ-FM	WTRX-AM
4 WHNN-FM		WTAC-AM	WFMK-FM
5 WGMZ-FM		WFMK-FM	WAMM-AM

Adults 25-49

M-S, 6am-Midnight
PDF(00): 1771

	A/M '77	A/M '78	A/M '79
1 WGMZ-FM		WKMF-AM	WGMZ-FM
2 WTRX-AM		WJR -AM	WWCK-FM
3 WJR -AM		WTRX-AM	WFDF-AM
4 WFDF-AM		WGMZ-FM	WKMF-AM
5 WKMF-AM		WFDF-AM	WJR -AM

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1 WFDF-AM		WKMF-AM	WFDF-AM
2 WJR -AM		WJR -AM	WJR -AM
3 WTRX-AM		WTRX-AM	WTRX-AM
4 WGMZ-FM		WFDF-AM	WKMF-AM
5 WKMF-AM		WGMZ-FM	WGMZ-FM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1 WGMZ-FM		WKMF-AM	WGMZ-FM
2 WJR -AM		WTRX-AM	WWCK-FM
3 WFDF-AM		WJR -AM	WFDF-AM
4 WTRX-AM		WGMZ-FM	WKMF-AM
5 WKMF-AM		WFDF-AM	WJR -AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
PDF(00): 4116

	A/M '77	A/M '78	A/M '79
1 WFDF-AM	1109	WFDF-AM	1054
2 WTAC-AM	1025	WWCK-FM	981
3 WTRX-AM	873	WJR -AM	909
4 WJR -AM	861	WTAC-AM	817
5 WWCK-FM	725	WTRX-AM	670

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1 WFDF-AM		WFDF-AM	WFDF-AM
2 WTAC-AM		WFDF-AM	WJR -AM
3 WJR -AM		WJR -AM	WTAC-AM
4 WTRX-AM		WFDF-AM	WFDF-AM
5 WGMZ-FM		WTAC-AM	WTRX-AM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1 WFDF-AM		WWCK-FM	WFDF-AM
2 WTAC-AM		WJR -AM	WJR -AM
3 WWCK-FM		WKMF-AM	WTAC-AM
4 WJR -AM		WGMZ-FM	WWCK-FM
5 WTRX-AM		WFDF-AM	WGMZ-FM

Teens

M-S, 6am-Midnight
PDF(00): 633

	A/M '77	A/M '78	A/M '79
1 WTAC-AM		WWCK-FM	WTAC-AM
2 WWCK-FM		WTAC-AM	WWCK-FM
3 WTRX-AM		WTRX-AM	WTRX-AM
4 WHNN-FM		WHNN-FM	WFDF-AM
5 WAMM-AM		WFDF-AM	WAMM-AM

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1 WTAC-AM		WWCK-FM	WTAC-AM
2 WWCK-FM		WTAC-AM	WWCK-FM
3 WAMM-AM		WFDF-AM	WAMM-AM
4 WTRX-AM		WAMM-AM	WHNN-FM
5 WHNN-FM		WKMF-AM	WVIC-AF

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1 WTAC-AM		WWCK-FM	WTAC-AM
2 WWCK-FM		WTAC-AM	WWCK-FM
3 WAMM-AM		WTRX-AM	WFMK-FM
4 WTRX-AM		WHNN-FM	WFDF-AM
5 WFDF-AM		WFDF-AM	WAMM-AM

Adults 18-34

M-S, 6am-Midnight
PDF(00): 1563

	A/M '77	A/M '78	A/M '79
1 WTAC-AM		WWCK-FM	WTAC-AM
2 WWCK-FM		WTAC-AM	WWCK-FM
3 WFDF-AM		WTRX-AM	WTRX-AM
4 WTRX-AM		WFDF-AM	WFDF-AM
5 WHNN-FM		WJR -AM	WFMK-FM

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1 WFDF-AM		WWCK-FM	WTAC-AM
2 WTAC-AM		WTAC-AM	WTRX-AM
3 WWCK-FM		WTRX-AM	WWCK-FM
4 WTRX-AM		WFDF-AM	WFDF-AM
5 WHNN-FM		WJR -AM	WFMK-FM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1 WWCK-FM		WWCK-FM	WWCK-FM
2 WTAC-AM		WTAC-AM	WTAC-AM
3 WFDF-AM		WTRX-AM	WTAC-AM
4 WTRX-AM		WFDF-AM	WFDF-AM
5 WHNN-FM		WGMZ-FM	WFMK-FM

Adults 25-49

M-S, 6am-Midnight
PDF(00): 1771

	A/M '77	A/M '78	A/M '79
1 WFDF-AM		WJR -AM	WFDF-AM
2 WTRX-AM		WKMF-AM	WJR -AM
3 WGMZ-FM		WTRX-AM	WTRX-AM
4 WTAC-AM		WFDF-AM	WGMZ-FM
5 WJR -AM		WGMZ-FM	WTAC-AM

M-F, 6-10am

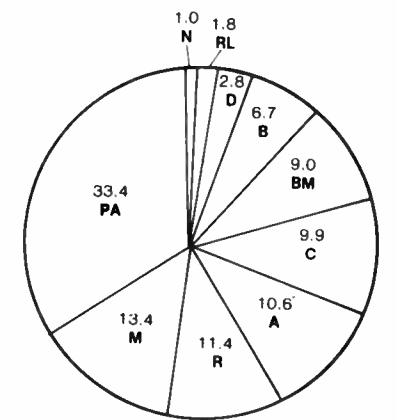
	A/M '77	A/M '78	A/M '79
1 WFDF-AM		WJR -AM	WFDF-AM
2 WTRX-AM		WKMF-AM	WTRX-AM
3 WGMZ-FM		WFDF-AM	WTRX-AM
4 WJR -AM		WGMZ-FM	WGMZ-FM
5 WKMF-AM		WTRX-AM	WKMF-AM

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1 WFDF-AM		WJR -AM	WFDF-AM
2 WTRX-AM		WKMF-AM	WJR -AM
3 WGMZ-FM		WTRX-AM	WGMZ-FM
4 WKMF-AM		WGMZ-FM	WTRX-AM
5 WTAC-AM		WWCK-FM	WKMF-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.

Ft. Lauderdale-Hollywood

METRO RANK

37

A/M '79 Market Overview

With the proximity of the Ft. Lauderdale and Miami markets, it's natural that station signals will overlap. Indeed, the leading share registered by a station in the 12+ category here is Miami's Beautiful Music giant, **WLYF**. However, we'll deal with the Miami stations in that market's section, so let's examine the major stories among the Broward County (Ft. Lauderdale) stations.

Y100 (WHYI), is the Top 40 leader in South Florida, holding on to a consistent 10 share. Always aggressively promotion-minded, WHYI in this book ran a massive promotion with Burger King, giving away a custom van, several motorcycles, and \$30,000 in cash. Outside advertising consisted of billboards everywhere with some TV spots as well.

WAXY, the Top 40 competitor to WHYI, suffered a down book in this sweep, but it may have been that its upswing in the Fall '78 sweep was subject to a fluke diary return. In the O/N '78 survey there was a poor diary return among Men 18-24. Only 15 usable diaries came back from this key demo. It's possible that with such a small return, and with each diary thus being worth more, WAXY may have caught a time when several of the 15 diarykeepers really liked WAXY, stayed tuned, and helped the station appear more popular. Indeed, an analysis shows that WAXY's average men 18-24 figure declined by 58% comparing the Fall book and the Spring '79 results.

P/A station **WFTL** suffered its third down book in a row, with the most serious decline occurring among men in AM drive. Again, perhaps owing to an unusual diary return, the station saw its substantial 55-64 male audience disappear in this sweep. In the O/N '78 survey WFTL had 2700 average men 55-64 in AM drive, but shows none in the A/M '79 report — while the cume story is similar with a O/N '78 number of 7000 totally disappearing in the Spring results. Over the entire week, WFTL's men 35-64 share declined from 6.3 to .4!! Either the audience all left for a cruise or there were some unpredictable diary returns afoot here.

Wrapping up the Ft. Lauderdale analysis, we should mention a station that benefitted from some good numbers this book, **Black-formatted WRBD**. It appears that traditionally this station has better A/M reports than Fall books, with this year being no exception. The biggest gains for WRBD came in Men 35-64 across the major dayparts.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 7839

	A/M '78	O/N '78	A/M '79
1 WLYF-FM	15.3	WLYF-FM	13.3
2 WHYI-FM	10.0	WHYI-FM	10.3
3 WFTL-AM	7.7	WAXY-FM	7.1
4 WINZ-AM	6.2	WFTL-AM	6.2
5 WSDO-FM	5.9	WINZ-AM	6.0
6 WAIA-FM	5.5	WKQS-FM	5.5
7 WSHE-FM	4.6	WIOD-AM	5.4
8 WIOD-AM	4.4	WSHE-FM	3.8
9 WAXY-FM	4.2	WYOR-FM	3.7
10 WRBD-AM	4.2	WWNL-FM	3.5
11 WYOR-FM	3.2	WAIA-FM	3.3
12 WINZ-FM	2.9	WGMA-FM	3.3
13 WGMA-FM	2.9	WRBD-AM	2.9
14 WGBS-AM	2.7	WTMI-FM	2.6
15 WQAM-AM	2.2	WNWS-AM	2.4
16 WUCG-AM	1.9	WMJX-FM	2.3
17 WMJX-FM	1.8	WINZ-FM	2.3
18 WIOD-AM	1.8	WGBS-AM	2.1
19 WWNL-FM	1.4	WUCG-AM	1.9
20 WCKO-FM	1.3	WSDO-FM	1.7
21 WTMI-FM	1.2	WQAM-AM	1.6
22 WSRF-AM	1.0	WYOR-FM	1.6
23 WKAT-AM	1.0	WSRF-AM	1.3
24 WUCG-AM	0.8	WKAT-AM	0.9
25 WNWS-AM	0.7	WIOD-AM	0.7
26 WEAT-FM	0.5	WSRF-AM	0.5
27 WAUS-AM	0.5	WEXY-AM	0.4
28 WWOK-AF	0.5	WCKO-FM	0.4
29		WJOK-FM	

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 7839

	A/M '78	O/N '78	A/M '79
1 WLYF-FM	225	WLYF-FM	172
2 WHYI-FM	147	WHYI-FM	133
3 WFTL-AM	113	WAXY-FM	92
4 WINZ-AM	91	WFTL-AM	80
5 WSDO-FM	87	WINZ-AM	77

M-F, 6-10am

1 WHYI-FM	WLYF-FM	WINZ-AM
2 WFTL-AM	WFTL-AM	WHYI-FM
3 WLYF-FM	WINZ-AM	WLYF-FM
4 WINZ-AM	WHYI-FM	WAIA-FM
5 WIOD-AM	WIOD-AM	WFTL-AM

M-F, 3-7pm

1 WLYF-FM	WHYI-FM	WLYF-FM
2 WHYI-FM	WLYF-FM	WHYI-FM
3 WFTL-AM	WAXY-FM	WAIA-FM
4 WAIA-FM	WKQS-FM	WINZ-AM
5 WSHE-FM	WFTL-AM	WAXY-FM

Teens

M-S, 6am-Midnight

POP(00): 808

	A/M '78	O/N '78	A/M '79
1 WHYI-FM	WHYI-FM	WHYI-FM	
2 WSHE-FM	WRBD-AM	WSHE-FM	
3 WINZ-FM	WMJX-FM	WRBD-AM	
4 WMJX-FM	WSHE-FM	WAXY-FM	
5 WRBD-AM	WAXY-FM	WGBS-AM	

M-F, 6-10am

1 WHYI-FM	WHYI-FM	WHYI-FM
2 WSHE-FM	WRBD-AM	WAXY-FM
3 WINZ-FM	WMJX-FM	WWNL-FM
4 WQAM-AM	WINZ-AM	WGBS-AM
5 WGMA-FM	WSHE-FM	WSHE-FM

M-F, 3-7pm

1 WHYI-FM	WHYI-FM	WHYI-FM
2 WSHE-FM	WRBD-AM	WRBD-AM
3 WRBD-AM	WAXY-FM	WSHE-FM
4 WQAM-AM	WSHE-FM	WCKO-FM
5 WINZ-FM	WINZ-FM	WGBS-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 2053

	A/M '78	O/N '78	A/M '79
1 WHYI-FM	WAXY-FM	WAIA-FM	
2 WSHE-FM	WHYI-FM	WHYI-FM	
3 WAXY-FM	WSHE-FM	WAXY-FM	
4 WAIA-FM	WWNL-FM	WSHE-FM	
5 WRBD-AM	WINZ-FM	WWNL-FM	

M-F, 8-10am

1 WHYI-FM	WAXY-FM	WAIA-FM
2 WSHE-FM	WHYI-FM	WHYI-FM
3 WAIA-FM	WSHE-FM	WSHE-FM
4 WGBS-AM	WWNL-FM	WAXY-FM
5 WQAM-AM	WQAM-AM	WIOD-AM

M-F, 3-7pm

1 WSHE-FM	WAXY-FM	WAIA-FM
2 WAXY-FM	WHYI-FM	WAXY-FM
3 WAIA-FM	WWNL-FM	WHYI-FM
4 WHYI-FM	WSHE-FM	WSHE-FM
5 WLYF-FM	WINZ-FM	WWNL-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 2583

	A/M '78	O/N '78	A/M '79
1 WLYF-FM	WAXY-FM	WHYI-FM	
2 WHYI-FM	WHYI-FM	WAIA-FM	
3 WAXY-FM	WAIA-FM	WAXY-FM	
4 WAIA-FM	WKQS-FM	WLYF-FM	
5 WFTL-AM	WIOD-AM	WKQS-FM	

M-F, 6-10am

1 WHYI-FM	WAXY-FM	WHYI-FM
2 WLYF-FM	WIOD-AM	WAIA-FM
3 WIOD-AM	WHYI-FM	WIOD-AM
4 WAIA-FM	WAIA-FM	WINZ-AM
5 WAXY-FM	WFTL-AM	WLYF-FM

M-F, 3-7pm

1 WLYF-FM	WAXY-FM	WAIA-FM
2 WHYI-FM	WHYI-FM	WHYI-FM
3 WAIA-FM	WKQS-FM	WAXY-FM
4 WAXY-FM	WLYF-FM	WLYF-FM
5 WFTL-AM	WGBS-AM	WGMA-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 7839

	A/M '78	O/N '78	A/M '79
1 WLYF-FM	2101	WHYI-FM	1944
2 WHYI-FM	1770	WLYF-FM	1790
3 WINZ-AM	1409	WIOD-AM	1551
4 WSDO-FM	1188	WINZ-AM	1481
5 WFTL-AM	1147	WAXY-FM	925

M-F, 6-10am

1 WHYI-FM	WHYI-FM	WINZ-AM
2 WLYF-FM	WINZ-AM	WHYI-FM
3 WINZ-AM	WLYF-FM	WLYF-FM
4 WFTL-AM	WIOD-AM	WIOD-AM
5 WGBS-AM	WFTL-AM	WAIA-FM

M-F, 3-7pm

1 WLYF-FM	WHYI-FM	WHYI-FM
2 WHYI-FM	WLYF-FM	WLYF-FM
3 WINZ-AM	WINZ-AM	WINZ-AM
4 WSDO-FM	WKQS-FM	WAXY-FM
5 WFTL-AM	WAXY-FM	WKQS-FM

Teens

M-S, 6am-Midnight

POP(00): 808

	A/M '78	O/N '78	A/M '79
1 WHYI-FM	WHYI-FM	WHYI-FM	
2 WMJX-FM	WMJX-FM	WSHE-FM	
3 WSHE-FM	WRBD-AM	WAXY-FM	
4 WQAM-AM	WQAM-AM	WGBS-AM	
5 WINZ-FM	WSHE-FM	WQAM-AM	

M-F, 6-10am

1 WHYI-FM	WHYI-FM	WHYI-FM
2 WSHE-FM	WMJX-FM	WGBS-AM
3 WINZ-FM	WRBD-AM	WINZ-FM
4 WQAM-AM	WSHE-FM	WSHE-FM
5 WSRF-AM	WGBS-AM	WWNL-FM

M-F, 3-7pm

1 WHYI-FM	WHYI-FM	WHYI-FM
2 WSHE-FM	WMJX-FM	WRBD-AM
3 WQAM-AM	WSHE-FM	WGBS-AM
4 WMJX-FM	WINZ-FM	WSHE-FM
5 WRBD-AM	WQAM-AM	WAXY-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 2053

	A/M '78	O/N '78	A/M '79
1 WHYI-FM	WHYI-FM	WHYI-FM	
2 WSHE-FM	WAXY-FM	WAXY-FM	
3 WAXY-FM	WQAM-AM	WAIA-FM	
4 WINZ-FM	WSHE-FM	WSHE-FM	
5 WQAM-AM	WWNL-FM	WWNL-FM	

M-F, 8-10am

1 WHYI-FM	WHYI-FM	WHYI-FM
2 WSHE-FM	WHYI-FM	WHYI-FM
3 WGBS-AM	WQAM-AM	WQAM-AM
4 WQAM-AM	WSHE-FM	WSHE-FM
5 WINZ-FM	WWNL-FM	WAXY-FM

M-F, 3-7pm

1 WSHE-FM	WHYI-FM	WHYI-FM
2 WHYI-FM	WAXY-FM	WAXY-FM
3 WAXY-FM	WWNL-FM	WAIA-FM
4 WAIA-FM	WINZ-FM	WSHE-FM
5 WINZ-FM	WSHE-FM	WWNL-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 2583

	A/M '78	O/N '78	A/M '79
1 WHYI-FM	WHYI-FM	WHYI-FM	
2 WAXY-FM	WAXY-FM	WAIA-FM	
3 WLYF-FM	WIOD-AM	WAXY-FM	
4 WAIA-FM	WLYF-FM	WINZ-AM	
5 WQAM-AM	WAIA-FM	WLYF-FM	

M-F, 6-10am

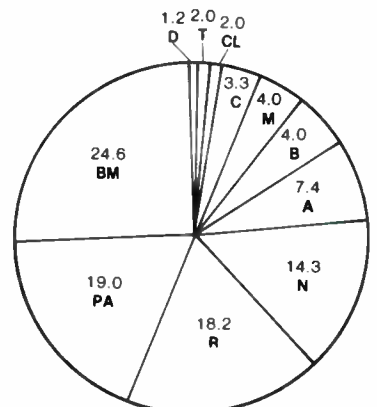
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WLYF-FM	WAXY-FM	WAIA-FM
3 WAXY-FM	WGMA-AM	WINZ-AM
4 WAIA-FM	WIOD-AM	WIOD-AM
5 WFTL-AM	WQAM-AM	WGBS-AM

M-F, 3-7pm

1 WLYF-FM	WHYI-FM	WHYI-FM
2 WAXY-FM	WAXY-FM	WAIA-FM
3 WHYI-FM	WLYF-FM	WAXY-FM
4 WAIA-FM	WKQS-FM	WLYF-FM
5 WIOD-AM	WMJX-FM	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.

Ft. Wayne

METRO RANK



A/M '79 Market Overview

In this market there usually isn't any question about who's number one, and this survey is no different. **WOWO**, Westinghouse's P/A powerhouse in the market, remains dominant with almost 25% of the market 12+. **WOWO's** full service image allows it to pull from broad demos, which thus allows the station to be #3 in adults 18-34 and #1 with adults 25-49. Beautiful Music **WMEF** was the beneficiary of a good book, with increases in men in AM drive and midday pacing the gains. **WMEF's** overall share of more than 17 is second only to **WOWO**.

The two Top 40 rock stations in town, **WMEE** and **WPTH**, both dropped in the A/M '79 results. However, it may be that owing to poor diary returns in the O/N '78 book, increases for either or both of these stations were due to statistical flux. At any rate, there were more than twice as many men 18-24 diaries returned usable in this Spring's report than in last Fall's book. As a result, the number in this report may be a more reliable guide to the listening preferences of the young adult men.

In the case of **WMEE**, its decline is a result of drops in the young men numbers during midday and the afternoon, while the **WPTH** slide seems attributable to a decline in female numbers in AM drive and midday.

The other leading station in the Ft. Wayne market, AOR-formatted **WXKE**, declined somewhat also in this book after scoring very well in the Fall report. The diary return problem in the Fall book may have affected, positively so, the numbers for **WXKE**, since its male 18-24 numbers in this report have taken steep drops in virtually every major daypart.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 2982

A/M '78	O/N '78	A/M '79
1 WOWO-AM 25.3	WOWO-AM 25.8	WOWO-AM(PA) 24.2
2 WMEF-FM 20.9	WMEF-FM 15.2	WMEF-FM(Misc) 17.2
3 WMEE-AM 15.4	WMEE-AM 15.2	WPTH-FM 13.7
4 WPTH-FM 11.0	WPTH-FM 14.1	WMEF-AM 13.5
5 WLYV-AM 6.2	WXKE-FM 11.2	WXKE-FM(A) 9.7
6 WXKE-FM 3.2	WLYV-AM 5.4	WLYV-AM(C) 4.4
7 WGL-AM 3.4	WGL-AM 1.6	WGL-AM(PA) 3.2
8 WCMX-FM 1.8	WPTH-FM 1.3	WJR-AM(PA) 1.7
9 WAIM-AM 1.4	WCMX-FM 0.9	WAIM-AM(PA) 1.7
10 WFRS-AM 1.1	WAIM-AM 0.2	WPTH-FM(C) 1.3
11 CKLW-AM 0.9	WJR-AM 0.4	WWR-AM(BL) 1.1
12 WLW-AM 0.9	WWR-AM 0.0	WLW-AM(PA) 0.8
13 WAWK-AM 0.9		WAWK-AM(C) 0.6
14 WLKI-FM 0.2		WCMX-FM(A) 0.4
15 WIFF-FM 0.2		WAWK-FM(PA) 0.4
16 WJK-AM 0.2		WAWK-AM(PA) 0.2
17 WIFF-AM 0.0		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2982

A/M '78	O/N '78	A/M '79
1 WOWO-AM	WOWO-AM	11.6
2 WMEF-FM	WMEF-FM	8.1
3 WMEE-AM	WMEE-AM	6.0
4 WPTH-FM	WPTH-FM	5.9
5 WLYV-AM	WXKE-FM	4.6

M-F, 6-10am

1 WOWO-AM	WOWO-AM	WOWO-AM
2 WMEF-FM	WMEF-FM	WMEF-FM
3 WMEE-AM	WMEF-FM	WMEF-FM
4 WPTH-FM	WPTH-FM	WPTH-FM
5 WLYV-AM	WXKE-FM	WXKE-FM

M-F, 3-7pm

1 WMEF-FM	WMEF-FM	WOWO-AM
2 WOWO-AM	WOWO-AM	WMEF-FM
3 WMEE-AM	WMEF-FM	WMEF-FM
4 WPTH-FM	WPTH-FM	WPTH-FM
5 WLYV-AM	WXKE-FM	WXKE-FM

Teens
M-S, 6am-Midnight
POP(00): 433

A/M '78	O/N '78	A/M '79
1 WMEF-AM	WMEF-AM	WMEF-AM
2 WPTH-FM	WPTH-FM	WPTH-FM
3 WOWO-AM	WOWO-AM	WOWO-AM
4 WXKE-FM	WXKE-FM	WXKE-FM
5 WCMX-FM	WMEF-FM	WMEF-FM

M-F, 6-10am

1 WMEF-AM	WMEF-AM	WMEF-AM
2 WOWO-AM	WPTH-FM	WOWO-AM
3 WPTH-FM	WOWO-AM	WPTH-FM
4 WCMX-FM	WXKE-FM	WXKE-FM
5 WMEF-FM	WMEF-FM	WMEF-FM

M-F, 3-7pm

1 WMEF-AM	WPTH-FM	WMEF-AM
2 WPTH-FM	WMEF-AM	WPTH-FM
3 WOWO-AM	WOWO-AM	WOWO-AM
4 WCMX-FM	WXKE-FM	WXKE-FM
5 WMEF-FM	WMEF-FM	WMEF-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1077

A/M '78	O/N '78	A/M '79
1 WOWO-AM	WXKE-FM	WXKE-FM
2 WMEF-AM	WMEF-AM	WPTH-FM
3 WPTH-FM	WPTH-FM	WOWO-AM
4 WXKE-FM	WOWO-AM	WMEF-AM
5 WMEF-FM	WMEF-FM	WMEF-FM

M-F, 6-10am

1 WOWO-AM	WOWO-AM	WOWO-AM
2 WMEF-AM	WXKE-FM	WPTH-FM
3 WPTH-FM	WPTH-FM	WMEF-AM
4 WLYV-AM	WMEF-AM	WXKE-FM
5 WXKE-FM	WMEF-FM	WMEF-FM

M-F, 3-7pm

1 WMEF-AM	WXKE-FM	WXKE-FM
2 WOWO-AM	WMEF-FM	WMEF-AM
3 WPTH-FM	WPTH-FM	WOWO-AM
4 WMEF-FM	WOWO-AM	WPTH-FM
5 WXKE-FM	WMEF-FM	WMEF-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1190

A/M '78	O/N '78	A/M '79
1 WOWO-AM	WOWO-AM	WOWO-AM
2 WMEF-FM	WMEF-FM	WMEF-FM
3 WMEF-AM	WPTH-FM	WPTH-FM
4 WPTH-FM	WMEF-AM	WMEF-AM
5 WLYV-AM	WLYV-AM	WLYV-AM

M-F, 6-10am

1 WOWO-AM	WOWO-AM	WOWO-AM
2 WMEF-FM	WMEF-FM	WMEF-AM
3 WMEF-AM	WPTH-FM	WMEF-FM
4 WLYV-AM	WMEF-AM	WPTH-FM
5 WPTH-FM	WLYV-AM	WLYV-AM

M-F, 3-7pm

1 WOWO-AM	WOWO-AM	WOWO-AM
2 WMEF-FM	WPTH-FM	WMEF-AM
3 WMEF-AM	WMEF-FM	WMEF-FM
4 WPTH-FM	WMEF-AM	WPTH-FM
5 WLYV-AM	WXKE-FM	WLYV-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2982

A/M '78	O/N '78	A/M '79
1 WOWO-AM	WOWO-AM	17.2
2 WMEF-FM	WMEF-FM	10.1
3 WMEE-AM	WPTH-FM	7.5
4 WPTH-FM	WMEF-AM	6.3
5 WLYV-AM	WXKE-FM	4.6

M-F, 6-10am

1 WOWO-AM	WOWO-AM	WOWO-AM
2 WMEF-AM	WMEF-AM	WMEF-AM
3 WMEF-FM	WPTH-FM	WPTH-FM
4 WPTH-FM	WMEF-FM	WMEF-FM
5 WLYV-AM	WXKE-FM	WXKE-FM

M-F, 3-7pm

1 WOWO-AM	WOWO-AM	WOWO-AM
2 WMEF-AM	WOWO-AM	WMEF-AM
3 WMEF-FM	WPTH-FM	WPTH-FM
4 WPTH-FM	WMEF-FM	WMEF-FM
5 WLYV-AM	WXKE-FM	WXKE-FM

Teens
M-S, 6am-Midnight
POP(00): 433

A/M '78	O/N '78	A/M '79
1 WMEF-AM	WMEF-AM	WPTH-FM
2 WPTH-FM	WPTH-FM	WPTH-FM
3 WOWO-AM	WOWO-AM	WOWO-AM
4 WMEF-FM	WXKE-FM	WXKE-FM
5 WLYV-AM	WMEF-FM	WMEF-FM

M-F, 6-10am

1 WMEF-AM	WMEF-AM	WMEF-AM
2 WOWO-AM	WPTH-FM	WOWO-AM
3 WPTH-FM	WOWO-AM	WPTH-FM
4 WMEF-FM	WXKE-FM	WXKE-FM
5 WCMX-FM	WJR-AM	WLYV-AM

M-F, 3-7pm

1 WMEF-AM	WMEF-AM	WMEF-AM
2 WPTH-FM	WPTH-FM	WOWO-AM
3 WOWO-AM	WPTH-FM	WPTH-FM
4 WMEF-FM	WXKE-FM	WXKE-FM
5 WCMX-FM	WJR-AM	WLYV-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1077

A/M '78	O/N '78	A/M '79
1 WMEF-AM	WMEF-AM	WOWO-AM
2 WOWO-AM	WOWO-AM	WPTH-FM
3 WPTH-FM	WPTH-FM	WMEF-AM
4 WMEF-FM	WXKE-FM	WXKE-FM
5 WLYV-AM	WMEF-FM	WMEF-FM

M-F, 6-10am

1 WOWO-AM	450	WOWO-AM	WOWO-AM
2 WMEF-AM	399	WMEF-AM	WPTH-FM
3 WPTH-FM	269	WPTH-FM	WMEF-AM
4 WLYV-AM	124	WXKE-FM	WXKE-FM
5 WXKE-FM	85	WMEF-FM	WMEF-FM

M-F, 3-7pm

1 WMEF-AM	420	WMEF-AM	WMEF-AM
2 WPTH-FM	321	WPTH-FM	WOWO-AM
3 WOWO-AM	306	WXKE-FM	WPTH-FM
4 WXKE-FM	133	WOWO-AM	WXKE-FM
5 WMEF-FM	130	WMEF-FM	WMEF-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1190

A/M '78	O/N '78	A/M '79	
1 WOWO-AM	822	WOWO-AM	WOWO-AM
2 WMEF-AM	465	WMEF-AM	WOWO-AM
3 WMEF-FM	384	WPTH-FM	WPTH-FM
4 WPTH-FM	309	WMEF-FM	WPTH-FM
5 WLYV-AM	251	WLYV-AM	WLYV-AM

M-F, 6-10am

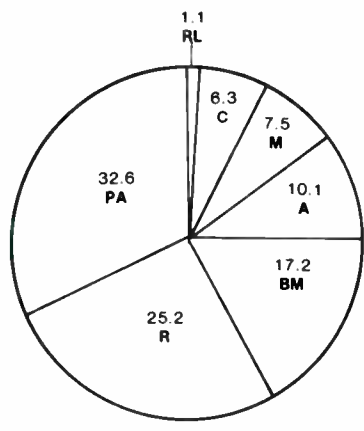
1 WOWO-AM	678	WOWO-AM	WOWO-AM
2 WMEF-AM	262	WPTH-FM	WMEF-AM
3 WMEF-FM	208	WMEF-AM	WPTH-FM
4 WLYV-AM	167	WMEF-FM	WMEF-FM
5 WPTH-FM	160	WLYV-AM	WLYV-AM

M-F, 3-7pm

1 WOWO-AM	454	WOWO-AM	WOWO-AM
2 WMEF-AM	283	WMEF-AM	WMEF-AM
3 WMEF-FM	285	WPTH-FM	WMEF-FM
4 WPTH-FM	184	WPTH-FM	WPTH-FM
5 WLYV-AM	140	WLYV-AM	WLYV-AM

Format Penetration Chart

Based On 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.

Fresno

METRO RANK

74

A/M '79 Market Overview

A new #1 station has emerged from the A/M '79 sweep in Fresno. Beautiful Music-formatted KKNU comes close to a 12 share in the metro, shooting past KIOY and KYNO, both of which were dealt down books. KKNU is always a leading factor in the Fresno area, and owes its stance as number one to increases across the board among its older demo target. KKNU is tied for first in adults 25-54.

Second to KKNU in terms of 12+ appeal is P/A KMJ. The station had a stable book this sweep, and is tied with KKNU for first among adults 25-54. Additionally, KMJ is #1 with adults 35-64.

The highest rated youth appeal station is KIOY, formerly the top entity in the market but the unhappy recipient of a four-share loss in this survey. KIOY'S share declined largely due to the bottom falling out of its estimates in the young men categories. During the A/M '79 sweep KIOY did some moderate TV advertising, as well as sponsor a dance contest citywide. The station is a mix of Top 40, Dancemusic, and Pop/Rhythms.

The number two station in the Fall '78 book, KYNO, suffered the slings and arrows of an audience loss of almost 50%. The station had been through a number of PD and format changes in the recent past, finally settling on a Top 40/Dancemusic mix which didn't seem to go over in the A/M '79 survey. The station did a big outside ad campaign based on TV, newspaper and billboards, but the market may have been confused about the KYNO image. The trend to FM in the market may have hurt KYNO also. Meanwhile, Top 40 KBOS was advancing well in this book, shooting up from .8 to a 6 share. The KBOS advance was led by an appeal to young adults, men specifically, since the station has a leading 18-34 share of almost 20%. Another FM Top 40 rock property, KFYE, remained strong and was especially visible with TV advertising dominating the airwaves.

The A/M '79 survey was a good one for the local Country stations, with KARM and KMAK both showing good increases. KARM almost doubled its numbers 12+. The station attributed its success to several factors — hiring a new morning man (a Fresno veteran), lots of on-air giveaways, and carrying the San Francisco Giants exclusively in the area.

KMAK did very little to promote itself except put up election type posters which said "Vote for KMAK," since there was an election going on during the sweep. The station fine-tuned its music to include more oldies and is running a balance of contemporary and traditional country sound. Spot load was reduced

and stop sets are arranged to allow 15 minutes of music in between. Female numbers were the main cause of the overall share rise, and the women may have preferred the new more balanced mix of modern and traditional country music.

Not only was this a good book for Country, but AOR station KFIG did well also. More than doubling its share, the station is a close second to KBOS in appealing to men 18-34.

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3882

A/M '78	O/N '78	A/M '79
1 KFYE-FM 75	KIOY-FM 79	KKNU-FM 72
2 KMJ -AM 58	KYNO-AM 65	KMJ -AM 55
3 KKNU-FM 57	KKNU-FM 63	KIOY-FM 50
4 KYNO-AM 55	KMJ -AM 56	KMAK-AM 48
5 KXFX-AM 39	KFYE-FM 51	KFIG-FM 46

M-F, 8-10am

1 KMJ -AM	KMJ -AM	KMJ -AM
2 KYNO-AM	KYNO-AM	KKNU-FM
3 KFYE-FM	KIOY-FM	KMAK-AM
4 KKNU-FM	KKNU-FM	KFYE-FM
5 KMAK-AM	KFYE-FM	KYNO-AM

M-F, 3-7pm

1 KFYE-FM	KIOY-FM	KKNU-FM
2 KYNO-AM	KYNO-AM	KIOY-FM
3 KKNU-FM	KKNU-FM	KFIG-FM
4 KYNO-FM	KFYE-FM	KFYE-FM
5 KMAK-AM	KMAK-AM	KYNO-AM

Teens

M-S, 6am-Midnight

POP(00): 568

A/M '78	O/N '78	A/M '79
1 KFYE-FM	KIOY-FM	KIOY-FM
2 KYNO-AM	KYNO-AM	KFYE-FM
3 KXEX-AM	KFYE-FM	KYNO-AM
4 KYNO-FM	KYNO-FM	KYNO-FM
5 KIOY-FM	KGST-AM	KROS-FM

M-F, 8-10am

1 KXEX-AM	KYNO-AM	KIOY-FM
2 KYNO-AM	KIOY-FM	KFYE-FM
3 KFYE-FM	KFYE-FM	KYNO-AM
4 KYNO-FM	KYNO-FM	KYNO-FM
5 KMAK-AM	KARM-AM	KROS-FM

M-F, 3-7pm

1 KFYE-FM	KIOY-FM	KIOY-FM
2 KYNO-AM	KYNO-AM	KFYE-FM
3 KYNO-FM	KFYE-FM	KYNO-FM
4 KIOY-FM	KYNO-FM	KROS-FM
5 KMAK-AM	KGST-AM	KYNO-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1362

A/M '78	O/N '78	A/M '79
1 KFYE-FM	KIOY-FM	KFIG-FM
2 KYNO-AM	KFYE-FM	KROS-FM
3 KYNO-FM	KYNO-AM	KFYE-FM
4 KFIG-FM	KYNO-FM	KIOY-FM
5 KXEX-AM	KMAK-AM	KMAK-AM

M-F, 8-10am

1 KFYE-FM	KYNO-AM	KROS-FM
2 KYNO-AM	KFYE-FM	KFIG-FM
3 KMJ -AM	KIOY-FM	KMAK-AM
4 KYNO-FM	KFRE-AM	KFRE-AM
5 KMAK-AM	KFIG-FM	KYNO-AM

M-F, 3-7pm

1 KFYE-FM	KIOY-FM	KFIG-FM
2 KYNO-AM	KYNO-AM	KIOY-FM
3 KYNO-FM	KFYE-FM	KROS-FM
4 KFIG-FM	KYNO-FM	KYNO-AM
5 KKNU-FM	KMAK-AM	KFYE-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 1478

A/M '78	O/N '78	A/M '79
1 KKNU-FM	KMAK-AM	KMAK-AM
2 KYNO-AM	KIOY-FM	KMJ -AM
3 KFYE-FM	KKNU-FM	KFRE-AM
4 KMAK-AM	KYNO-AM	KFIG-FM
5 KMJ -AM	KMJ -AM	KFIG-FM

M-F, 8-10am

1 KMJ -AM	KIOY-FM	KMJ -AM
2 KKNU-FM	KIOY-FM	KFIG-FM
3 KMAK-AM	KYNO-AM	KMAK-AM
4 KYNO-AM	KKNU-FM	KFIG-FM
5 KXEX-AM	KMAK-AM	KYNO-AM

M-F, 3-7pm

1 KKNU-FM	KIOY-FM	KFIG-FM
2 KFYE-FM	KMAK-AM	KFRE-AM
3 KYNO-AM	KYNO-AM	KKNU-FM
4 KMAK-AM	KYNO-FM	KMAK-AM
5 KMJ -AM	KFYE-FM	KYNO-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3882

A/M '78	O/N '78	A/M '79
1 KYNO-AM 1128	KYNO-AM 1093	KYNO-AM 952
2 KFYE-FM 949	KIOY-FM 925	KMJ -AM 817
3 KMJ -AM 864	KMJ -AM 896	KFYE-FM 810
4 KKNU-FM 697	KFYE-FM 746	KKNU-FM 784
5 KMAK-AM 510	KKNU-FM 734	KIOY-FM 664

M-F, 8-10am

1 KMJ -AM	KMJ -AM	KMJ -AM
2 KYNO-AM	KYNO-AM	KYNO-AM
3 KFYE-FM	KIOY-FM	KFYE-FM
4 KKNU-FM	KFYE-FM	KKNU-FM
5 KMAK-AM	KFRE-AM	KFRE-AM

M-F, 3-7pm

1 KYNO-AM	KYNO-AM	KYNO-AM
2 KFYE-FM	KIOY-FM	KKNU-FM
3 KKNU-FM	KKNU-FM	KIOY-FM
4 KMJ -AM	KFYE-FM	KFYE-FM
5 KYNO-FM	KFRE-AM	KFIG-FM

Teens

M-S, 6am-Midnight

POP(00): 568

A/M '78	O/N '78	A/M '79
1 KYNO-AM	KYNO-AM	KIOY-FM
2 KFYE-FM	KIOY-FM	KYNO-AM
3 KYNO-FM	KFYE-FM	KFYE-FM
4 KIOY-FM	KYNO-FM	KYNO-FM
5 KMAK-AM	KROS-FM	KROS-FM

M-F, 8-10am

1 KYNO-AM	KYNO-AM	KIOY-FM
2 KFYE-FM	KIOY-FM	KYNO-AM
3 KXEX-AM	KFYE-FM	KFYE-FM
4 KYNO-FM	KYNO-FM	KROS-FM
5 KMAK-AM	KROS-FM	KYNO-FM

M-F, 3-7pm

1 KYNO-AM	KIOY-FM	KIOY-FM
2 KFYE-FM	KYNO-AM	KFYE-FM
3 KYNO-FM	KFYE-FM	KYNO-FM
4 KIOY-FM	KYNO-FM	KYNO-AM
5 KMAK-AM	KROS-FM	KROS-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1362

A/M '78	O/N '78	A/M '79
1 KYNO-AM	KYNO-AM	KFIG-FM
2 KFYE-FM	KIOY-FM	KFYE-FM
3 KYNO-FM	KFYE-FM	KYNO-AM
4 KFIG-FM	KYNO-FM	KFRE-AM
5 KMAK-AM	KFIG-FM	KIOY-FM

M-F, 8-10am

1 KYNO-AM	KYNO-AM	KFIG-FM
2 KFYE-FM	KIOY-FM	KYNO-AM
3 KYNO-FM	KFYE-FM	KFRE-AM
4 KMJ -AM	KFYE-FM	KFYE-FM
5 KMAK-AM	KFIG-FM	KIOY-FM

M-F, 3-7pm

1 KFYE-FM	KYNO-AM	KFIG-FM
2 KYNO-AM	KIOY-FM	KYNO-AM
3 KYNO-FM	KFYE-FM	KFYE-FM
4 KFIG-FM	KYNO-FM	KFRE-AM
5 KMAK-AM	KFRE-AM	KIOY-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 1458

A/M '78	O/N '78	A/M '79
1 KYNO-AM	KYNO-AM	KYNO-AM
2 KFYE-FM	KFRE-AM	KMJ -AM
3 KKNU-FM	KMJ -AM	KFRE-AM
4 KMJ -AM	KIOY-FM	KMAK-AM
5 KMAK-AM	KMAK-AM	KFIG-FM

M-F, 8-10am

1 KKNU-FM	KMJ -AM	KYNO-AM
2 KMJ -AM	KYNO-AM	KMJ -AM
3 KMAK-AM	KFRE-AM	KFRE-AM
4 KYNO-AM	KIOY-FM	KMAK-AM
5 KFYE-FM	KMAK-AM	KKNU-FM

M-F, 3-7pm

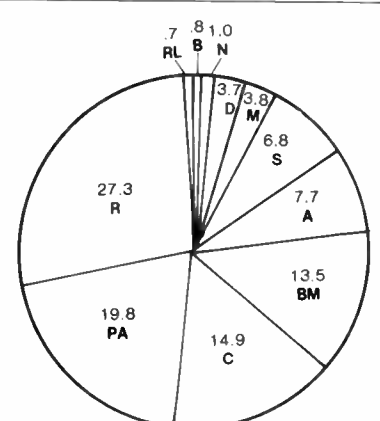
1 KYNO-AM	KYNO-AM	KYNO-AM
2 KKNU-FM	KIOY-FM	KFRE-AM
3 KMAK-AM	KKNU-FM	KFIG-FM
4 KMJ -AM	KFRE-AM	KMAK-AM
5 KARM-AM	KMAK-AM	KARM-AM

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 3882

A/M '78	O/N '78	A/M '79
1 KFYE-FM 13.4	KIOY-FM 12.9	KKNU-FM(BM) 12.0
2 KMJ -AM 10.4	KYNO-AM 10.6	KMJ -AM(PA) 9.2
3 KKNU-FM 10.2	KKNU-FM 10.3	KIOY-FM(R) 8.3
4 KYNO-AM 9.8	KMJ -AM 9.1	KMAK-AM(C) 8.0
5 KXEX-AM 7.0	KFYE-FM 8.3	KFIG-FM(A) 7.7
6 KMAK-AM 6.4	KMAK-AM 6.7	KFYE-FM(R) 7.5
7 KYNO-FM 5.5	KYNO-FM 5.5	KROS-FM(R) 6.0
8 KARM-AM 3.0	KGST-AM 4.4	KFRE-AM(PA) 5.0
9 KFIG-FM 3.0	KFRE-AM 4.1	KARM-AM(C) 5.7
10 KKNU-AM 2.9	KFIG-FM 3.3	KYNO-AM(R) 5.5
11 KROS-AM 2.9	KKNU-AM 3.1	KGST-AM(B) 4.0
12 KIOY-FM 2.7	KARM-AM 2.9	KYNO-FM(R) 3.7
13 KLTA-FM 2.0	KXEX-AM 2.6	KXEX-AM(S) 2.8
14 NGS-AM 1.6	KXQR-AM 2.0	KMJ -FM(PA) 2.2
15 KXQR-AM 1.6	KMJ -FM 1.6	NFRY-FM(BM) 1.5
16 KGST-AM 1.4	KLIP-AM 1.6	KKNU-AM(PA) 1.3
17 NFRY-FM 1.1	KRIF-AM 1.5	KXQR-AM(PA) 1.3
18 KMJ -FM 1.1	NEAP-AM 1.5	KROS-AM(B) 1.0
19 KRIF-AM 0.9	NFRY-FM 1.3	KLIP-AM(B) 0.8
20 KBOS-FM 0.9	KTRU-AM 1.1	NGS-AM(C) 0.7
21 KLIP-AM 0.7	KLTA-FM 1.0	KRIF-AM(R) 0.7
22 NGO -AM 0.5	KBOS-FM 0.8	KRIF-FM(C) 0.5
23	NGS-AM 0.5	NEAP-AM(M) 0.3
24	KROS-AM 0.5	



Grand Rapids

METRO RANK

64

A/M '79 Market Overview

In this market, not too many folks had books worth writing to the home office about. True, **WOOD-FM's** Beautiful Music sound is still most preferred, overall, in the metro, and **WOOD-AM** is close behind with its P/A format. However, in the Fall '78 sweep these stations had a combined share of almost 37% of the 12+ market. In the A/M '79 results their share 12+ is down to a combined 25%. Still, if you want to hear the tops in radio in the Grand Rapids area, you have to listen to **WOOD**.

The big success story in Grand Rapids this sweep is AOR station **WLAV-FM**. After adopting the all-rock format from **Burkhardt/Abrams**, this "Superstars" station gained almost four shares, 12+, and moved from a 15 share in men 18-34 to a 24 share in this book. Another B/A success story.

While we are examining the contemporary music scene, lets look at **WGRD-FM** the Top 40 station which increased its share slightly. **WGRD-FM's** rise of a share point is mostly due to its success at attracting young women listeners for longer periods of time, especially in midday, afternoon drive, and the evenings. However, since **WGRD-FM** simulcasts with its AM station of the same calls — and the AM declined — the total share for the two stations declined slightly.

Country **WCUZ** rose in terms of overall share owing to more cume listeners sampling the station. Afternoon drive was the daypart during which **WCUZ** picked up most of its listening gains among adults.

A note of caution regarding the diary return in this survey — in-tab was down about 20% compared to the Fall '78 sweep, with much of that drop hitting the men 18-24 demo cell. As a result, diaries in this survey may have had more fluctuations inherent in them than in the Fall survey last year.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 4636

AM '78	ON '78	A/M '79
1 WOOD-AF 28.5	WOOD-FM 20.1	WOOD-FM (M) 15.1
2 WGRD-AF 15.9	WOOD-AM 16.7	WOOD-AM (PA) 11.9
3 WLAV-FM 8.6	WGRD-FM 8.3	WGRD-FM (M) 9.4
4 WZZR-FM 7.7	WZZR-FM 6.8	WLAV-FM (A) 9.0
5 WCUZ-AM 7.5	WLAV-FM 5.4	WCUZ-AM (C) 5.9
6 WFUR-AF 4.9	WCUZ-AM 5.2	WFUR-FM (RL) 5.5
7 WMLW-FM 3.6	WFFX-FM 4.1	WZZR-FM (M) 5.4
8 WLAV-AM 3.2	WGRD-AM 4.0	WFFX-FM (A) 4.7
9 WFLB-FM 2.1	WFUR-FM 3.8	WJFM-FM (PA) 4.2
10 WHTC-AM 1.5	WJBL-FM 2.1	WGRD-AM (M) 2.4
11 WJBL-FM 1.5	WFLB-FM 1.7	WFLB-FM (C) 2.2
12 WGHM-AM 1.5	WLAV-AM 1.4	WMUS-FM (C) 2.2
13 WQLR-FM 1.4	WHTC-AM 1.4	WLAV-AM (PA) 2.0
14 WMAX-AM 1.3	WMAX-AM 1.3	WJBL-FM (RL) 1.5
15 WHTC-FM 1.0	WJFM-FM 1.1	WHTC-AM (PA) 1.3
16 WJFM-FM 1.0	WQWQ-FM 1.1	WQLR-FM (M) 1.2
17 WLS-AM 0.7	WGHM-AM 1.1	WZND-FM (C) 1.2
18 WMAQ-AM 0.6	WLS-AM 0.8	WMAX-AM (M) 1.1
19 WZND-FM 0.6	WQLR-FM 0.8	WBBM-AM (M) 0.8
20 WQWQ-FM 0.4	WMUS-FM 0.7	WLS-AM (PA) 0.7
21 WJFM-AM 0.4	WBBM-AM 0.7	WMAQ-AM (C) 0.7
22 WJBL-AM 0.4	WFUR-AM 0.7	WFUR-AM (M) 0.5
23	WZND-FM 0.6	WJFM-AM (M) 0.4
24	WMAQ-AM 0.6	WKZO-AM (M) 0.4
25	WYGR-AM 0.6	WQWQ-FM (M) 0.4
26	WFLB-AM 0.4	WHTC-FM (PA) 0.4
27	WJBL-AM 0.3	

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4636

AM '78	ON '78	A/M '79
1 WOOD-AF 204	WOOD-FM 142	WOOD-FM 97
2 WGRD-AF 114	WOOD-AM 118	WOOD-AM 88
3 WLAV-FM 62	WGRD-FM 59	WGRD-FM 70
4 WZZR-FM 55	WZZR-FM 48	WLAV-FM 67
5 WCUZ-AM 54	WLAV-FM 38	WCUZ-AM 44

M-F, 8-10am

1 WOOD-AF	WOOD-AM	WOOD-AM
2 WGRD-AF	WGRD-FM	WGRD-FM
3 WCUZ-AM	WGRD-FM	WGRD-FM
4 WLAV-FM	WZZR-FM	WLAV-FM
5 WZZR-FM	WLAV-FM	WZZR-FM

M-F, 3-7pm

1 WOOD-AF	WOOD-FM	WOOD-FM
2 WGRD-AF	WOOD-AM	WOOD-AM
3 WLAV-FM	WGRD-FM	WLAV-FM
4 WZZR-FM	WZZR-FM	WGRD-FM
5 WCUZ-AM	WLAV-FM	WCUZ-AM

Teens

M-S, 6am-Midnight
POP(00): 685

AM '78	ON '78	A/M '79
1 WGRD-AF	WZZR-FM	WGRD-FM
2 WZZR-FM	WGRD-FM	WZZR-FM
3 WLAV-FM	WLAV-FM	WLAV-FM
4 WOOD-AF	WOOD-AM	WJFM-FM
5 WLS-AM	WOOD-FM	WGRD-AM

M-F, 8-10am

1 WGRD-AF	WZZR-FM	WZZR-FM
2 WZZR-FM	WGRD-FM	WGRD-FM
3 WLAV-FM	WOOD-AM	WGRD-AM
4 WOOD-AF	WLAV-FM	WJFM-FM
5 WLS-AM	WGRD-AM	WLAV-FM

M-F, 3-7pm

1 WGRD-AF	WZZR-FM	WGRD-FM
2 WZZR-FM	WGRD-FM	WZZR-FM
3 WLAV-FM	WOOD-FM	WLAV-FM
4 WJBL-FM	WGRD-AM	WJFM-FM
5 WLS-AM	WJFM-FM	WFFX-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 1707

AM '78	ON '78	A/M '79
1 WGRD-AF	WOOD-FM	WLAV-FM
2 WOOD-AF	WGRD-FM	WGRD-FM
3 WLAV-FM	WLAV-FM	WFFX-FM
4 WZZR-FM	WFFX-FM	WZZR-FM
5 WCUZ-AM	WZZR-FM	WJFM-FM

M-F, 8-10am

1 WGRD-AF	WOOD-FM	WLAV-FM
2 WOOD-AF	WGRD-FM	WOOD-AM
3 WLAV-FM	WLAV-FM	WZZR-FM
4 WLAV-AM	WZZR-FM	WGRD-FM
5 WCUZ-AM	WCUZ-AM	WOOD-FM

M-F, 3-7pm

1 WLAV-FM	WGRD-FM	WLAV-FM
2 WOOD-AF	WGRD-FM	WGRD-FM
3 WGRD-AF	WLAV-FM	WFFX-FM
4 WZZR-FM	WFFX-FM	WOOD-FM
5 WCUZ-AM	WZZR-FM	WZZR-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 1812

AM '78	ON '78	A/M '79
1 WOOD-AF	WOOD-AM	WOOD-FM
2 WGRD-AF	WOOD-FM	WOOD-AM
3 WCUZ-AM	WCUZ-AM	WGRD-FM
4 WLAV-FM	WGRD-FM	WCUZ-AM
5 WFUR-AF	WFUR-FM	WJFM-FM

M-F, 8-10am

1 WOOD-AF	WOOD-AM	WOOD-AM
2 WGRD-AF	WOOD-FM	WOOD-FM
3 WCUZ-AM	WCUZ-AM	WJFM-FM
4 WLAV-AM	WGRD-FM	WFLB-FM
5 WHTC-AM	WLAV-FM	WCUZ-AM

M-F, 3-7pm

1 WOOD-AF	WOOD-FM	WOOD-FM
2 WCUZ-AM	WOOD-AM	WCUZ-AM
3 WGRD-AF	WCUZ-AM	WOOD-AM
4 WLAV-FM	WGRD-FM	WGRD-FM
5 WFUR-AF	WZZR-FM	WJFM-FM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 4636

AM '78	ON '78	A/M '79
1 WOOD-AF 1931	WOOD-FM 1651	WOOD-FM 1450
2 WGRD-AF 1567	WOOD-AM 1391	WOOD-FM 1309
3 WZZR-FM 1028	WGRD-FM 1111	WGRD-FM 1249
4 WCUZ-AM 998	WZZR-FM 972	WZZR-FM 971
5 WLAV-FM 839	WLAV-FM 842	WCUZ-AM 681

M-F, 8-10am

1 WOOD-AF	WOOD-FM	WOOD-AM
2 WGRD-AF	WOOD-AM	WOOD-FM
3 WZZR-FM	WZZR-FM	WGRD-FM
4 WLAV-FM	WGRD-FM	WZZR-FM
5 WCUZ-AM	WLAV-FM	WLAV-FM

M-F, 3-7pm

1 WGRD-AF	WOOD-FM	WGRD-FM
2 WOOD-AF	WOOD-AM	WOOD-AM
3 WZZR-FM	WGRD-FM	WOOD-FM
4 WLAV-FM	WZZR-FM	WZZR-FM
5 WCUZ-AM	WLAV-FM	WLAV-FM

Teens

M-S, 6am-Midnight
POP(00): 685

AM '78	ON '78	A/M '79
1 WGRD-AF	WGRD-FM	WGRD-FM
2 WZZR-FM	WZZR-FM	WZZR-FM
3 WLAV-FM	WLAV-FM	WLAV-FM
4 WOOD-AF	WOOD-AM	WFFX-FM
5 WLAV-AM	WOOD-FM	WGRD-AM

M-F, 6-10am

1 WGRD-AF	WZZR-FM	WZZR-FM
2 WZZR-FM	WGRD-FM	WGRD-FM
3 WLAV-FM	WOOD-AM	WFFX-FM
4 WOOD-AF	WLAV-FM	WGRD-AM
5 WLS-AM	WGRD-AM	WLAV-FM

M-F, 3-7pm

1 WGRD-AF	WZZR-FM	WZZR-FM
2 WZZR-FM	WGRD-FM	WGRD-FM
3 WLAV-FM	WLAV-FM	WLAV-FM
4 WJBL-FM	WOOD-AM	WFFX-FM
5 WCUZ-AM	WGRD-AM	WJFM-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 1707

AM '78	ON '78	A/M '79
1 WGRD-AF	WGRD-FM	WGRD-FM
2 WOOD-AF	WLAV-FM	WLAV-FM
3 WLAV-FM	WOOD-FM	WZZR-FM
4 WZZR-FM	WFFX-FM	WFFX-FM
5 WLAV-AM	WLAV-AM	WOOD-AM

M-F, 8-10am

1 WGRD-AF	WOOD-FM	WLAV-FM
2 WOOD-AF	WLAV-FM	WZZR-FM
3 WLAV-AM	WGRD-FM	WGRD-FM
4 WLAV-FM	WZZR-FM	WOOD-AM
5 WMLW-FM	WOOD-AM	WFFX-FM

M-F, 3-7pm

1 WGRD-AF	WGRD-FM	WGRD-FM
2 WLAV-FM	WLAV-FM	WLAV-FM
3 WZZR-FM	WZZR-FM	WZZR-FM
4 WOOD-AF	WFFX-FM	WFFX-FM
5 WCUZ-AM	WOOD-FM	WGRD-AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 1812

AM '78	ON '78	A/M '79
1 WOOD-AF	WOOD-FM	WOOD-AM
2 WGRD-AF	WOOD-AM	WOOD-FM
3 WCUZ-AM	WGRD-AM	WGRD-FM
4 WZZR-FM	WGRD-FM	WCUZ-AM
5 WLAV-AM	WLAV-AM	WLAV-AM

M-F, 8-10am

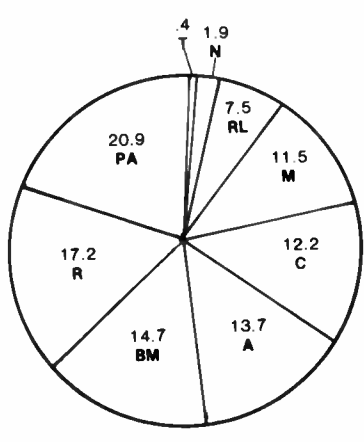
1 WOOD-AF	WOOD-FM	WOOD-AM
2 WGRD-AF	WOOD-AM	WOOD-FM
3 WCUZ-AM	WCUZ-AM	WCUZ-AM
4 WLAV-AM	WGRD-FM	WGRD-FM
5 WZZR-FM	WLAV-FM	WLAV-FM

M-F, 3-7pm

1 WOOD-AF	WOOD-AM	WOOD-AM
2 WCUZ-AM	WOOD-FM	WOOD-FM
3 WGRD-AF	WCUZ-AM	WCUZ-AM
4 WZZR-FM	WGRD-FM	WGRD-FM
5 WLAV-FM	WZZR-FM	WLAV-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.

Great Falls 173

METRO RANK

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
PDF(00): 679

AM '77	AM '78	AM '79
1 KMOM-AM	27.4	24.2
2 KQDI-AM	22.1	19.8
3 KEIN-AM	16.8	14.3
4 KNUW-FM	8.4	12.1
5 KARR-AM	7.4	9.9
6 KARR-FM	4.2	5.5
7 KOPR-FM	3.2	5.5
8		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
PDF(00): 679

AM '77	AM '78	AM '79
1 KMOM-AM	26	22
2 KQDI-AM	21	18
3 KEIN-AM	16	13
4 KNUW-FM	8	11
5 KARR-AM	7	9

AM '77	AM '78	AM '79
1 KMOM-AM	KMOM-AM	KQDI-AM
2 KQDI-AM	KQDI-AM	KMOM-AM
3 KEIN-AM	KEIN-AM	KEIN-AM
4 KARR-AM	KNUW-FM	KOOZ-FM
5 KNUW-FM	KARR-AM	KAAC-FM

AM '77	AM '78	AM '79
1 KQDI-AM	KQDI-AM	KQDI-AM
2 KMOM-AM	KMOM-AM	KQDI-FM
3 KEIN-AM	KEIN-AM	KMOM-AM
4 KNUW-FM	KOOZ-FM	KEIN-AM
5 KARR-AM	KNUW-FM	KAAC-FM

Teens
M-S, 6am-Midnight
PDF(00): 94

AM '77	AM '78	AM '79
1 KQDI-AM	KQDI-AM	KQDI-AM
2 KEIN-AM	KEIN-AM	KEIN-AM
3 KNUW-FM	KMOM-AM	KMOM-AM
4 KMOM-AM	KAAC-FM	KARR-AM
5 KARR-AM	KNUW-FM	KNUW-FM

AM '77	AM '78	AM '79
1 KQDI-AM	KQDI-AM	KQDI-AM
2 KEIN-AM	KMOM-AM	KEIN-AM
3 KMOM-AM	KEIN-AM	KMOM-AM
4 KARR-AM	KNUW-FM	KARR-AM
5 KNUW-FM	KARR-AM	KNUW-FM

AM '77	AM '78	AM '79
1 KQDI-AM	KQDI-AM	KQDI-AM
2 KEIN-AM	KEIN-AM	KEIN-AM
3 KNUW-FM	KAAC-FM	KARR-AM
4 KARR-AM	KMOM-AM	KMOM-AM
5 KARR-AM	KNUW-FM	KNUW-FM

Adults 18-34
M-S, 6am-Midnight
PDF(00): 270

AM '77	AM '78	AM '79
1 KEIN-AM	KEIN-AM	KQDI-AM
2 KQDI-AM	KQDI-AM	KEIN-AM
3 KNUW-FM	KNUW-FM	KAAC-FM
4 KMOM-AM	KMOM-AM	KOOZ-FM
5 KARR-AM	KAAC-FM	KNUW-FM

AM '77	AM '78	AM '79
1 KEIN-AM	KEIN-AM	KQDI-AM
2 KQDI-AM	KQDI-AM	KEIN-AM
3 KMOM-AM	KMOM-AM	KMOM-AM
4 KNUW-FM	KNUW-FM	KOOZ-FM
5 KARR-AM	KAAC-FM	KAAC-FM

AM '77	AM '78	AM '79
1 KEIN-AM	KEIN-AM	KQDI-AM
2 KQDI-AM	KQDI-AM	KEIN-AM
3 KNUW-FM	KNUW-FM	KAAC-FM
4 KMOM-AM	KAAC-FM	KOOZ-FM
5 KARR-AM	KMOM-AM	KMOM-AM

Adults 25-49
M-S, 6am-Midnight
PDF(00): 284

AM '77	AM '78	AM '79
1 KMOM-AM	KMOM-AM	KOOZ-FM
2 KEIN-AM	KEIN-AM	KQDI-AM
3 KQDI-AM	KNUW-FM	KMOM-AM
4 KNUW-FM	KOOZ-FM	KEIN-AM
5 KARR-AM	KQDI-AM	KAAC-FM

AM '77	AM '78	AM '79
1 KMOM-AM	KMOM-AM	KQDI-AM
2 KEIN-AM	KEIN-AM	KMOM-AM
3 KQDI-AM	KQDI-AM	KOOZ-FM
4 KOPR-FM	KNUW-FM	KEIN-AM
5 KNUW-FM	KARR-AM	KARR-AM

AM '77	AM '78	AM '79
1 KMOM-AM	KEIN-AM	KQDI-AM
2 KEIN-AM	KMOM-AM	KOOZ-FM
3 KNUW-FM	KNUW-FM	KMOM-AM
4 KQDI-AM	KOOZ-FM	KEIN-AM
5 KARR-AM	KQDI-AM	KARR-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
PDF(00): 679

AM '77	AM '78	AM '79
1 KMOM-AM	292	268
2 KEIN-AM	264	259
3 KQDI-AM	248	221
4 KNUW-FM	136	169
5 KARR-AM	130	145

AM '77	AM '78	AM '79
1 KMOM-AM	KQDI-AM	KQDI-AM
2 KQDI-AM	KMOM-AM	KMOM-AM
3 KEIN-AM	KEIN-AM	KEIN-AM
4 KARR-AM	KOOZ-FM	KOOZ-FM
5 KNUW-FM	KNUW-FM	KAAC-FM

AM '77	AM '78	AM '79
1 KQDI-AM	KQDI-AM	KQDI-AM
2 KMOM-AM	KMOM-AM	KMOM-AM
3 KEIN-AM	KEIN-AM	KEIN-AM
4 KNUW-FM	KNUW-FM	KOOZ-FM
5 KARR-AM	KOOZ-FM	KAAC-FM

Teens
M-S, 6am-Midnight
PDF(00): 94

AM '77	AM '78	AM '79
1 KQDI-AM	KQDI-AM	KQDI-AM
2 KEIN-AM	KEIN-AM	KEIN-AM
3 KMOM-AM	KMOM-AM	KMOM-AM
4 KNUW-FM	KAAC-FM	KAAC-FM
5 KARR-AM	KNUW-FM	KARR-AM

AM '77	AM '78	AM '79
1 KQDI-AM	KQDI-AM	KQDI-AM
2 KEIN-AM	KEIN-AM	KEIN-AM
3 KMOM-AM	KMOM-AM	KMOM-AM
4 KARR-AM	KNUW-FM	KAAC-FM
5 KNUW-FM	KAAC-FM	KARR-AM

AM '77	AM '78	AM '79
1 KQDI-AM	KQDI-AM	KQDI-AM
2 KEIN-AM	KEIN-AM	KEIN-AM
3 KNUW-FM	KAAC-FM	KAAC-FM
4 KARR-AM	KOOZ-FM	KMOM-AM
5 KMOM-AM	KNUW-FM	KARR-AM

Adults 18-34
M-S, 6am-Midnight
PDF(00): 270

AM '77	AM '78	AM '79
1 KEIN-AM	KEIN-AM	KQDI-AM
2 KQDI-AM	KQDI-AM	KEIN-AM
3 KNUW-FM	KNUW-FM	KMOM-AM
4 KMOM-AM	KMOM-AM	KAAC-FM
5 KARR-AM	KAAC-FM	KOOZ-FM

AM '77	AM '78	AM '79
1 KEIN-AM	KEIN-AM	KQDI-AM
2 KQDI-AM	KQDI-AM	KEIN-AM
3 KMOM-AM	KNUW-FM	KMOM-AM
4 KNUW-FM	KMOM-AM	KAAC-FM
5 KARR-AM	KAAC-FM	KNUW-FM

AM '77	AM '78	AM '79
1 KEIN-AM	KEIN-AM	KQDI-AM
2 KQDI-AM	KQDI-AM	KEIN-AM
3 KNUW-FM	KNUW-FM	KAAC-FM
4 KMOM-AM	KAAC-FM	KMOM-AM
5 KARR-AM	KMOM-AM	KOOZ-FM

Adults 25-49
M-S, 6am-Midnight
PDF(00): 284

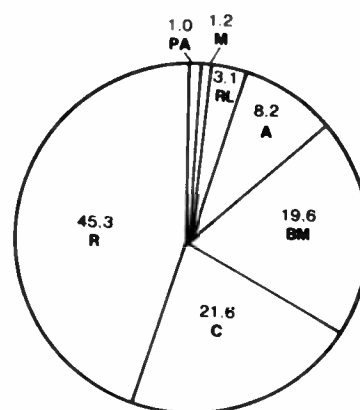
AM '77	AM '78	AM '79
1 KMOM-AM	KQDI-AM	KQDI-AM
2 KEIN-AM	KEIN-AM	KMOM-AM
3 KQDI-AM	KMOM-AM	KEIN-AM
4 KNUW-FM	KNUW-FM	KOOZ-FM
5 KARR-AM	KOOZ-FM	KAAC-FM

AM '77	AM '78	AM '79
1 KMOM-AM	KMOM-AM	KQDI-AM
2 KEIN-AM	KEIN-AM	KMOM-AM
3 KQDI-AM	KQDI-AM	KEIN-AM
4 KARR-AM	KNUW-FM	KOOZ-FM
5 KNUW-FM	KOOZ-FM	KARR-AM

AM '77	AM '78	AM '79
1 KMOM-AM	KMOM-AM	KQDI-AM
2 KEIN-AM	KEIN-AM	KMOM-AM
3 KQDI-AM	KQDI-AM	KEIN-AM
4 KARR-AM	KNUW-FM	KOOZ-FM
5 KARR-AM	KOOZ-FM	KAAC-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.

Green Bay

METRO RANK **151**

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 1429

	A/M '77	A/M '78	A/M '79			
1	WDUZ-AM	19.0	WIXX-FM	23.1	WGEE-AM	21.5
2	WGEE-AM	18.5	WDUZ-AM	19.0	WIXX-FM	17.8
3	WDUZ-FM	16.1	WGEE-AM	15.9	WDUZ-FM	14.4
4	WIXX-FM	16.1	WDUZ-FM	13.8	WNAM-AM	13.2
5	WNFL-AM	9.5	WNFL-AM	9.2	WNFL-AM	9.5
6	WKAU-AF	9.5	WKAU-AF	5.1	WAPL-FM	3.7
7	WKAU-AM	7.6	WUIN-FM	2.6	WKAU-AF	3.3
8	WUIN-FM	2.8	WAPL-FM	2.1	WKAU-AM	2.5
9	WKAU-FM	1.9	WNAM-AM	1.0	WNAM-AM	1.7
10	WLST-FM	1.4	WLST-FM	0.5	WUIN-FM	1.7
11	WNAM-AM	1.4	WISN-AM	0.5	WKAU-FM	0.8
12	WYNE-AM	0.9	WTMJ-AM	0.5	WISN-AM	0.8
13	WCXR-FM	0.5			WTMJ-AM	0.4

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1429

	A/M '77	A/M '78	A/M '79			
1	WDUZ-AM	40	WIXX-FM	45	WGEE-AM	52
2	WGEE-AM	39	WDUZ-AM	37	WIXX-FM	43
3	WDUZ-FM	34	WGEE-AM	31	WDUZ-FM	42
4	WIXX-FM	34	WDUZ-FM	27	WDUZ-AM	32
5	WNFL-AM	20	WNFL-AM	18	WNFL-AM	23

M-F, 6-10am

1	WGEE-AM	WGEE-AM	WGEE-AM
2	WDUZ-AM	WDUZ-AM	WDUZ-FM
3	WNFL-AM	WIXX-FM	WDUZ-AM
4	WDUZ-FM	WNFL-AM	WIXX-FM
5	WIXX-FM	WDUZ-FM	WNFL-AM

M-F, 3-7pm

1	WDUZ-FM	WIXX-FM	WIXX-FM
2	WIXX-FM	WGEE-AM	WGEE-AM
3	WDUZ-AM	WDUZ-AM	WDUZ-FM
4	WGEE-AM	WDUZ-FM	WDUZ-AM
5	WKAU-AF	WKAU-AF	WNFL-AM

Teens

M-S, 6am-Midnight

POP(00): 224

	A/M '77	A/M '78	A/M '79
1	WDUZ-AM	WIXX-FM	WIXX-FM
2	WKAU-AF	WDUZ-AM	WNAM-AM
3	WIXX-FM	WNAM-AM	WGEE-AM
4	WKAU-AM	WKAU-AF	WDUZ-AM
5	WKAU-FM	WNFL-AM	WDUZ-FM

M-F, 6-10am

1	WDUZ-AM	WIXX-FM	WIXX-FM
2	WIXX-FM	WDUZ-AM	WDUZ-AM
3	WKAU-AF	WKAU-AF	WGEE-AM
4	WKAU-AM	WGEE-AM	WNAM-AM
5	WGEE-AM	WNAM-AM	WDUZ-FM

M-F, 3-7pm

1	WKAU-AF	WIXX-FM	WIXX-FM
2	WDUZ-AM	WDUZ-AM	WDUZ-AM
3	WIXX-FM	WKAU-AF	WNAM-AM
4	WKAU-AM	WNAM-AM	WGEE-AM
5	WKAU-FM	WLST-FM	WKAU-AF

Adults 18-34

M-S, 6am-Midnight

POP(00): 550

	A/M '77	A/M '78	A/M '79
1	WIXX-FM	WIXX-FM	WIXX-FM
2	WDUZ-AM	WDUZ-AM	WDUZ-AM
3	WKAU-AF	WKAU-AF	WDUZ-FM
4	WKAU-AM	WDUZ-FM	WAPL-FM
5	WGEE-AM	WNFL-AM	WNFL-AM

M-F, 6-10am

1	WDUZ-AM	WDUZ-AM	WIXX-FM
2	WIXX-FM	WIXX-FM	WDUZ-AM
3	WKAU-AF	WNFL-AM	WDUZ-FM
4	WKAU-AM	WDUZ-FM	WNFL-AM
5	WNFL-AM	WGEE-AM	WKAU-AF

M-F, 3-7pm

1	WIXX-FM	WIXX-FM	WIXX-FM
2	WDUZ-AM	WDUZ-AM	WDUZ-AM
3	WKAU-AF	WKAU-AF	WDUZ-FM
4	WKAU-AM	WNFL-AM	WAPL-FM
5	WDUZ-FM	WDUZ-FM	WNFL-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 564

	A/M '77	A/M '78	A/M '79
1	WDUZ-AM	WIXX-FM	WDUZ-FM
2	WDUZ-FM	WDUZ-AM	WGEE-AM
3	WGEE-AM	WDUZ-FM	WIXX-FM
4	WIXX-FM	WGEE-AM	WDUZ-AM
5	WNFL-AM	WNFL-AM	WNFL-AM

M-F, 6-10am

1	WGEE-AM	WDUZ-AM	WDUZ-AM
2	WDUZ-AM	WNFL-AM	WDUZ-FM
3	WNFL-AM	WGEE-AM	WGEE-AM
4	WDUZ-FM	WIXX-FM	WIXX-FM
5	WIXX-FM	WDUZ-FM	WNFL-AM

M-F, 3-7pm

1	WDUZ-FM	WIXX-FM	WDUZ-FM
2	WDUZ-AM	WDUZ-FM	WGEE-AM
3	WGEE-AM	WGEE-AM	WIXX-FM
4	WIXX-FM	WDUZ-AM	WDUZ-AM
5	WNFL-AM	WNFL-AM	WNFL-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1429

	A/M '77	A/M '78	A/M '79			
1	WDUZ-AM	691	WDUZ-AM	745	WDUZ-AM	645
2	WGEE-AM	577	WIXX-FM	556	WIXX-FM	525
3	WIXX-FM	506	WGEE-AM	445	WGEE-AM	510
4	WNFL-AM	416	WNFL-AM	391	WDUZ-FM	168
5	WKAU-AF	382	WDUZ-FM	359	WNFL-AM	409

M-F, 6-10am

1	WDUZ-AM	WDUZ-AM	WIXX-FM
2	WGEE-AM	WIXX-FM	WDUZ-AM
3	WIXX-FM	WGEE-AM	WGEE-AM
4	WNFL-AM	WNFL-AM	WDUZ-FM
5	WDUZ-FM	WDUZ-FM	WNFL-AM

M-F, 3-7pm

1	WDUZ-AM	WIXX-FM	WIXX-FM
2	WIXX-FM	WDUZ-AM	WDUZ-AM
3	WGEE-AM	WGEE-AM	WGEE-AM
4	WKAU-AF	WDUZ-FM	WDUZ-FM
5	WDUZ-FM	WNFL-AM	WNFL-AM

Teens

M-S, 6am-Midnight

POP(00): 224

	A/M '77	A/M '78	A/M '79
1	WDUZ-AM	WIXX-FM	WIXX-FM
2	WKAU-AF	WDUZ-AM	WDUZ-AM
3	WIXX-FM	WNFL-AM	WNAM-AM
4	WKAU-AM	WKAU-AM	WGEE-AM
5	WKAU-FM	WNAM-AM	WDUZ-FM

M-F, 6-10am

1	WDUZ-AM	WIXX-FM	WIXX-FM
2	WIXX-FM	WDUZ-AM	WDUZ-AM
3	WKAU-AF	WKAU-AM	WGEE-AM
4	WKAU-AM	WGEE-AM	WNAM-AM
5	WGEE-AM	WNFL-AM	WDUZ-FM

M-F, 3-7pm

1	WDUZ-AM	WIXX-FM	WIXX-FM
2	WKAU-AF	WDUZ-AM	WDUZ-AM
3	WIXX-FM	WKAU-AM	WNAM-AM
4	WKAU-AM	WNAM-AM	WNFL-AM
5	WKAU-FM	WNFL-AM	WGEE-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 550

	A/M '77	A/M '78	A/M '79
1	WIXX-FM	WDUZ-AM	WIXX-FM
2	WDUZ-AM	WIXX-FM	WDUZ-AM
3	WKAU-AF	WNFL-AM	WNFL-AM
4	WKAU-AM	WKAU-AM	WDUZ-FM
5	WNFL-AM	WDUZ-FM	WKAU-AM

M-F, 6-10am

1	WIXX-FM	WDUZ-AM	WIXX-FM
2	WDUZ-AM	WIXX-FM	WDUZ-AM
3	WKAU-AF	WNFL-AM	WNFL-AM
4	WKAU-AM	WKAU-AM	WKAU-AM
5	WNFL-AM	WGEE-AM	WDUZ-FM

M-F, 3-7pm

1	WIXX-FM	WIXX-FM	WIXX-FM
2	WDUZ-AM	WDUZ-AM	WDUZ-AM
3	WKAU-AF	WKAU-AM	WNFL-AM
4	WKAU-AM	WNFL-AM	WAPL-FM
5	WGEE-AM	WDUZ-FM	WKAU-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 564

	A/M '77	A/M '78	A/M '79
1	WDUZ-AM	WDUZ-AM	WDUZ-AM
2	WGEE-AM	WIXX-FM	WIXX-FM
3	WDUZ-FM	WGEE-AM	WDUZ-FM
4	WNFL-AM	WNFL-AM	WGEE-AM
5	WIXX-FM	WDUZ-FM	WNFL-AM

M-F, 6-10am

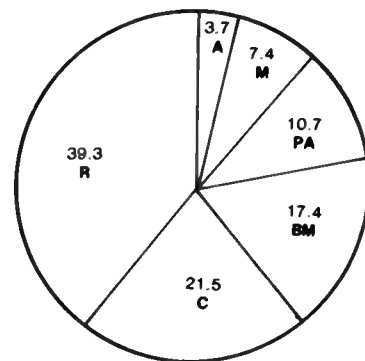
1	WGEE-AM	WDUZ-AM	WDUZ-AM
2	WDUZ-AM	WIXX-FM	WDUZ-FM
3	WDUZ-FM	WNFL-AM	WGEE-AM
4	WNFL-AM	WGEE-AM	WIXX-FM
5	WIXX-FM	WDUZ-FM	WNFL-AM

M-F, 3-7pm

1	WDUZ-AM	WIXX-FM	WIXX-FM
2	WDUZ-FM	WDUZ-AM	WDUZ-AM
3	WIXX-FM	WDUZ-FM	WDUZ-FM
4	WGEE-AM	WGEE-AM	WGEE-AM
5	WNFL-AM	WNFL-AM	WNFL-AM

Format Penetration Chart

Based On 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

46

A/M '79 Market Overview

The April/May 1979 survey in the Piedmont area was the first time that Arbitron has combined into one market what was previously two separate metros and markets. No longer are there separate syndicated reports for Greensboro-High Point and for Winston Salem. Since Arbitron has now merged the two, this is the first time ratings have been done for the metro as one body. Therefore, there can be no trends for this A/M '79 report since the previous geography (two markets) on which the trends would be based is no longer in existence.

In analyzing the shares in this survey for the stations in the new, larger metro one can see that Country station **WTQR** is the top station, 12+ in the metro. **WTQR** is number one with adults 25-49 and second in adults 18-34.

Another Winston Salem station, P/A entry **WSJS**, is second 12+ in the metro. **WSJS** is an older skewing Pop Adult station, which has significant audience in the 35+ demos.

WGLD, a High Point Beautiful Music station, scores third in the total metro among 12+ persons. **WGLD** ranks second in adults 25-49, and is tops 35+ in the metro.

Fourth in 12+ audience in the Piedmont is another Winston-Salem P/A station, **WKZL**. This P/A station skews a little younger than some and as a result is the top 18-34 station in the metro. **WKZL** also scores well in 25-49, where the station is third.

Other leading stations in the metro are Winston Salem's Black-formatted **WAAA**, and FM rocker **WSEZ**, plus Greensboro rocker **WRQK**.

If you noticed that all but one of the leading stations are from Winston Salem, it will be interesting to see if diary return by county has an impact on this type of situation. In this survey more diaries did come back from the home county for Winston Salem than from the Greensboro-High Point home county. Future surveys will tell us if this will be a trend.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

A/M '79	
1	WTQR-FM (C) 11.6
2	WSJS-AM (PA) 8.7
3	WGLD-FM (BM) 8.5
4	WKZL-FM (PA) 7.9
5	WSEZ-FM (BM) 5.7
6	WRQK-FM (R) 5.5
7	WAAA-AM (B) 5.3
8	WQMG-FM (B) 4.6
9	WEAL-AM (B) 4.1
10	WPET-AM (RL) 3.3
11	WBG-AM (PA) 3.1
12	WAIR-AM (R) 2.9
13	WCOG-AM (R) 2.5
14	WMFR-AM (PA) 2.5
15	WHPE-FM (RL) 2.1
16	WTOB-AM (D) 1.7
17	WGBG-AM (PA) 1.3
18	WBUY-AM (O) 1.2
19	WRAL-FM (R) 1.2
20	WBT-AM (PA) 1.1
21	WMFR-FM (BM) 1.0
22	WZOO-AM (R) .9
23	WPCM-FM (C) .9
24	WMO-FM (RL) .6
25	WGOS-AM (RL) .5
26	WTNC-FM (PA) .5
27	WEZC-FM (BM) .5
28	WSOC-FM (C) .5
29	WTNC-AM (PA) .2

Average Persons Rankings

Total 12+ M-S, 6am-Midnight	
A/M '79	
1	WTQR-FM 11.3
2	WSJS-AM 8.5
3	WGLD-FM 8.3
4	WKZL-FM 7.7
5	WSEZ-FM 5.5
M-F, 6-10am	
1	WSJS-AM
2	WTQR-FM
3	WKZL-FM
4	WGLD-FM
5	WBG-AM
M-F, 3-7pm	
1	WTQR-FM
2	WGLD-FM
3	WSJS-AM
4	WKZL-FM
5	WSEZ-FM
Teens M-S, 6am-Midnight	
A/M '79	
1	WRQK-FM
2	WAIR-AM
3	WKZL-FM
4	WAAA-AM
5	WCOG-AM
6	WQMG-FM

M-F, 6-10am

1	WSEZ-FM
2	WAIR-AM
3	WRQK-FM
4	WCOG-AM
5	WKZL-FM

M-F, 3-7pm

1	WSEZ-FM
2	WRQK-FM
3	WAIR-AM
4	WCOG-AM
5	WAAA-AM

Adults 18-34 M-S, 6am-Midnight

A/M '79	
1	WKZL-FM
2	WTQR-FM
3	WSEZ-FM
4	WQMG-FM
5	WRQK-FM

M-F, 6-10am

1	WKZL-FM
2	WTQR-FM
3	WSJS-AM
4	WRQK-FM
5	WSEZ-FM

M-F, 3-7pm

1	WKZL-FM
2	WTQR-FM
3	WSEZ-FM
4	WRQK-FM
5	WQMG-FM

Adults 25-49 M-S, 6am-Midnight

A/M '79	
1	WTQR-FM
2	WGLD-FM
3	WKZL-FM
4	WSJS-AM
5	WAAA-AM

M-F, 6-10am

1	WTQR-FM
2	WSJS-AM
3	WGLD-FM
4	WKZL-FM
5	WMFR-AM

M-F, 3-7pm

1	WTQR-FM
2	WGLD-FM
3	WKZL-FM
4	WSJS-AM
5	WSEZ-FM

Cume Persons Rankings

Total 12+ M-S, 6am-Midnight

A/M '79		
1	WSJS-AM	1340
2	WGLD-FM	1250
3	WTQR-FM	1149
4	WRQK-FM	994
5	WSEZ-FM	755
6	WCOG-AM	755

M-F, 6-10am

1	WSJS-AM
2	WKZL-FM
3	WGLD-FM
4	WTQR-FM
5	WRQK-FM

M-F, 3-7pm

1	WKZL-FM
2	WGLD-FM
3	WSJS-AM
4	WTQR-FM
5	WSEZ-FM

Teens

M-S, 6am-Midnight

A/M '79	
1	WRQK-FM
2	WKZL-FM
3	WAIR-AM
4	WCOG-AM
5	WTOB-AM

M-F, 6-10am

1	WRQK-FM
2	WAIR-AM
3	WSEZ-FM
4	WKZL-FM
5	WCOG-AM

M-F, 3-7pm

1	WRQK-FM
2	WSEZ-FM
3	WAIR-AM
4	WKZL-FM
5	WCOG-AM

Adults 18-34 M-S, 6am-Midnight

A/M '79	
1	WKZL-FM
2	WSEZ-FM
3	WRQK-FM
4	WTQR-FM
5	WCOG-AM

M-F, 6-10am

1	WKZL-FM
2	WSEZ-FM
3	WRQK-FM
4	WSJS-AM
5	WTQR-FM

M-F, 3-7pm

1	WKZL-FM
2	WSEZ-FM
3	WTQR-FM
4	WRQK-FM
5	WCOG-AM

Adults 25-49 M-S, 6am-Midnight

A/M '79	
1	WTQR-FM
2	WSJS-AM
3	WGLD-FM
4	WKZL-FM
5	WRQK-FM

M-F, 6-10am

1	WSJS-AM
2	WTQR-FM
3	WGLD-FM
4	WKZL-FM
5	WMFR-AM

M-F, 3-7pm

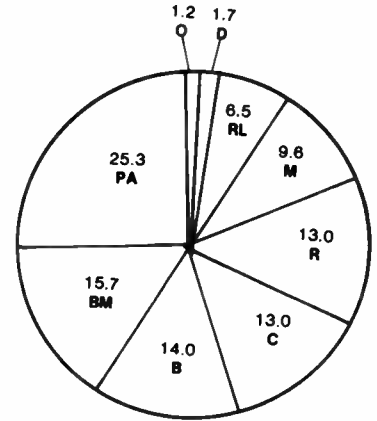
1	WTQR-FM
2	WSJS-AM
3	WGLD-FM
4	WKZL-FM
5	WSEZ-FM

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



Greenville-New Bern-Washington

METRO RANK **123**

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 2242

AM '78		AM '79	
1	WITN-FM 13.2	WQDW-FM (M) 14.4	
2	WQDW-FM 10.9	WSFL-FM (M) 13.0	
3	WSFL-FM 8.3	WITN-FM (M) 10.5	
4	WRNS-FM 7.3	WNCT-FM (PA) 7.7	
5	WHIT-AM 6.9	WRNS-FM (C) 6.3	
6	WNCT-FM 6.3	WRBK-FM (A) 4.2	
7	WRNB-AF 5.3	WKTC-FM (C) 3.9	
8	WQDW-AM 4.6	WRAL-FM (PA) 3.5	
9	WFTC-AM 3.3	WELS-AM (C) 3.2	
10	WBIC-AM 3.3	WFTC-AM (PA) 2.8	
11	WITN-AM 3.0	WFAG-AM (C) 2.5	
12	WRQR-FM 3.0	WRQR-FM (M) 2.1	
13	WELS-AM 2.6	WBIC-AM (M) 2.1	
14	WKTC-FM 2.6	WQDW-AM (M) 1.8	
15	WOKN-FM 2.3	WITN-AM (PA) 1.8	
16	WNCT-AM 1.7	WGTH-AM (PA) 1.4	
17	WISP-AM 1.0	WOKN-FM (M) 1.4	
18	WLAS-AM 1.0	WLAS-AM (C) 1.4	
19	WFAG-AM 1.0	WHIT-AM (M) 1.1	
20	WRAL-FM 0.7	WHSQ-FM (PA) 1.1	
21		WIAH-AF (PA) 0.7	
22		WEEW-AM (PA) 0.7	
23		WSEC-FM (PA) 0.4	
24		WIAH-AM (PA) 0.4	
25		WNCT-AM (PA) 0.4	

Teens
M-S, 6am-Midnight
POP(00): 332

AM '78		AM '79	
1	WSFL-FM	WQDW-FM	
2	WRNB-AF	WSFL-FM	
3	WQDW-FM	WITN-FM	
4	WITN-FM	WRBK-FM	
5	WHIT-AM	WQDW-AM	

M-F, 6-10am

1	WSFL-FM	WQDW-FM
2	WRNB-AF	WSFL-FM
3	WHIT-AM	WITN-FM
4	WQDW-AM	WRBK-FM
5	WQDW-FM	WRQR-FM

M-F, 3-7pm

1	WRNB-AF	WQDW-FM
2	WSFL-FM	WSFL-FM
3	WHIT-AM	WITN-FM
4	WITN-FM	WRBK-FM
5	WQDW-FM	WQDW-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 841

AM '78		AM '79	
1	WITN-FM	WSFL-FM	
2	WQDW-FM	WITN-FM	
3	WSFL-FM	WQDW-FM	
4	WQDW-AM	WRBK-FM	
5	WHIT-AM	WRAL-FM	

M-F, 6-10am

1	WITN-FM	WSFL-FM
2	WQDW-FM	WITN-FM
3	WSFL-FM	WQDW-FM
4	WQDW-AM	WRAL-FM
5	WHIT-AM	WRBK-FM

M-F, 3-7pm

1	WITN-FM	WITN-FM
2	WQDW-FM	WSFL-FM
3	WSFL-FM	WQDW-FM
4	WQDW-AM	WRBK-FM
5	WRQR-FM	WHIT-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 846

AM '78		AM '79	
1	WQDW-FM	WSFL-FM	
2	WITN-FM	WITN-FM	
3	WNCT-FM	WRNS-FM	
4	WRNS-FM	WQDW-FM	
5	WHIT-AM	WNCT-FM	

M-F, 6-10am

1	WRNS-FM	WSFL-FM
2	WITN-FM	WRNS-FM
3	WQDW-FM	WITN-FM
4	WQDW-AM	WRAL-FM
5	WHIT-AM	WNCT-FM

M-F, 3-7pm

1	WQDW-FM	WSFL-FM
2	WITN-FM	WITN-FM
3	WRNS-FM	WRNS-FM
4	WNCT-FM	WQDW-FM
5	WKTC-FM	WNCT-FM

Cume Persons Trends/Rankings
Total 12+
M-S, 6am-Midnight
POP(00): 2242

AM '78		AM '79	
1	WITN-FM 585	WSFL-FM 607	
2	WSFL-FM 553	WITN-FM 585	
3	WRNB-AF 358	WQDW-FM 437	
4	WQDW-FM 344	WNCT-AF 362	
5	WNCT-FM 343	WRNS-FM 301	

M-F, 6-10am

1	WITN-FM	WSFL-FM
2	WSFL-FM	WITN-FM
3	WRNS-FM	WQDW-FM
4	WQDW-FM	WRNS-FM
5	WQDW-AM	WNCT-AF

M-F, 3-7pm

1	WITN-FM	WSFL-FM
2	WSFL-FM	WQDW-FM
3	WQDW-FM	WITN-FM
4	WRNB-AF	WRBK-FM
5	WNCT-FM	WRBK-FM

Teens
M-S, 6am-Midnight
POP(00): 332

AM '78		AM '79	
1	WSFL-FM	WSFL-FM	
2	WQDW-FM	WQDW-FM	
3	WITN-FM	WITN-FM	
4	WRNB-AF	WRBK-FM	
5	WHIT-AM	WQDW-FM	

M-F, 6-10am

1	WSFL-FM	WSFL-FM
2	WQDW-FM	WQDW-FM
3	WRNB-AF	WITN-FM
4	WHIT-AM	WRBK-FM
5	WITN-FM	WRAL-FM

M-F, 3-7pm

1	WSFL-FM	WQDW-FM
2	WRNB-AF	WSFL-FM
3	WITN-FM	WITN-FM
4	WQDW-FM	WRBK-FM
5	WHIT-AM	WQDW-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 841

AM '78		AM '79	
1	WITN-FM	WSFL-FM	
2	WSFL-FM	WITN-FM	
3	WRQR-FM	WRBK-FM	
4	WQDW-FM	WQDW-FM	
5	WQDW-AM	WRQR-FM	

M-F, 6-10am

1	WITN-FM	WSFL-FM
2	WSFL-FM	WITN-FM
3	WQDW-AM	WQDW-FM
4	WQDW-FM	WRBK-FM
5	WRNB-AF	WRQR-FM

M-F, 3-7pm

1	WITN-FM	WSFL-FM
2	WSFL-FM	WITN-FM
3	WQDW-FM	WQDW-FM
4	WQDW-AM	WRBK-FM
5	WRNB-AF	WRAL-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 846

AM '78		AM '79	
1	WSFL-FM	WSFL-FM	
2	WITN-FM	WITN-FM	
3	WQDW-FM	WRNS-FM	
4	WRNS-FM	WNCT-AF	
5	WRNB-AF	WQDW-FM	

M-F, 6-10am

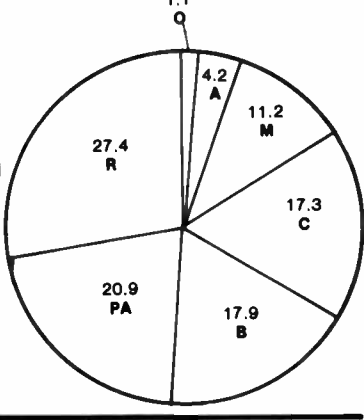
1	WITN-FM	WSFL-FM
2	WRNS-FM	WRNS-FM
3	WITN-FM	WITN-FM
4	WQDW-FM	WQDW-FM
5	WSFL-FM	WNCT-AF

M-F, 3-7pm

1	WSFL-FM	WSFL-FM
2	WITN-FM	WITN-FM
3	WNCT-FM	WRNS-FM
4	WQDW-FM	WQDW-FM
5	WQDW-FM	WNCT-AF

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



One More Reason Why

Radio & Records

Is The Industry's Leading Weekly Trade Publication

TOTAL FORMAT COVERAGE

Radio & Records features separate editorial sections for each of radio's music formats: Top 40, AOR, Beautiful Music, Black Radio, Country, Dancemusic, and Pop/Adult. Staffed by editors with longtime radio experience in their formats, the sections combine complete music information with analysis of programming trends, useful information, and pictorial coverage.

For Subscription Details . . . See Page 189

Greenville-Spartanburg, SC

METRO RANK **65**

A/M '79 Market Overview

The story in the Greenville metro for many years has been the leadership of P/A stations **WFBC-AM & FM**. Partially simulcast, the stations usually have a 12+ share between them of about 20, and this last book in Greenville is no exception. Although down slightly from the A/M '78 report, **WFBC-AM-FM** is still #1 among adults 25-49, with more than a 26 share. The comers in this survey were Country-formatted stations **WESC-AM & FM**. **WESC** advanced from a combined share in the high 9 range to a 12+ share in the mid-13 range for the A/M '79 sweep. The stations spent double last year's amount on outside advertising, with emphasis on TV and heavy billboard concentration. There was no on-air promotion on the partially simulcast properties, but there was a shift in the music mix aimed at airing more female artists. The new ratio of male to female artists may have had something to do with the **WESC**'s rise among women, especially in the midday and afternoon dayparts. The Beautiful Music leader in the Greenville metro, **WSPA-FM**, saw its numbers slide for the second consecutive report. Losses were most noticeable among men in the midday and afternoon drive dayparts. **WSPA-FM** has now slipped behind several other stations in appeal to the target older demos, but **WSPA-FM** still is maintaining the loyalty of its female listeners.

WORD, the Top 40 pacesetter in the Greenville metro, saw its numbers erode slightly in the A/M '79 survey. There appears to be a new audience mix listening to **WORD**, because in the last two surveys its male numbers have increased, while **WORD** young female numbers have decreased. Specifically, in the dayparts where the men ratings have gone up (midday and PM drive), the women's ratings have been dropping.

The Black stations in the market saw an improvement in their shares. **WHYZ** rose from a low 4 share to a mid-6 number overall, while **WASC** went from a 3 share to a mid-4. Much of the advance made by the stations can be attributed to a much better showing among teens.

A new AOR entry in the market, **WAIM**, debuted with a 2.8 share, perhaps influenced somewhat by the fact that it ran on-air diary announcements during the sweep. **Arbitron** "stickered" **WAIM** for this practice.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 444,1

	A/M '77	A/M '78	A/M '79
1 WFBC-FM	18.8	WFBC-AF	23.2
2 WSPA-FM	14.4	WSPA-FM	12.2
3 WFBC-AM	12.2	WORD-AM	10.3
4 WORD-AM	10.3	WQOK-AM	10.2
5 WESC-AM	8.6	WESC-AF	9.7
6 WHYZ-AM	7.9	WSPA-AM	8.5
7 WQOK-AM	7.4	WGXL-FM	5.5
8 WSPA-AM	5.5	WHYZ-AM	4.3
9 WASC-AM	4.5	WASC-AM	3.0
10 WESC-FM	3.6	WKDY-AM	2.3
11 WKDY-AM	1.5	WELP-AM	1.9
12 WCKI-AM	1.3	WMUU-AF	1.6
13 WLDS-FM	0.9	WANS-FM	1.4
14 WANS-FM	0.9	WLDS-FM	1.0
15 WELP-AM	0.9	WRRB-AM	0.7
16 WRRB-AM	0.6	WFOJ-FM	0.5
17 WAGI-FM	0.4	WEAR-AM	1.0
18 WBBR-AM	0.4	WROQ-FM	0.9
19 WFBC-AF	0.0	WMBR-AM	0.9
20 WESC-AF	0.0	WAGI-FM	0.7
21		WCKI-AM	0.6

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 444,1

	A/M '77	A/M '78	A/M '79
1 WFBC-FM	129	WFBC-AF	169
2 WSPA-FM	99	WSPA-FM	89
3 WFBC-AM	84	WORD-AM	75
4 WORD-AM	71	WQOK-AM	74
5 WESC-AM	59	WESC-AF	71

M-F, 6-10am

1 WFBC-AF	WFBC-AF	WFBC-AF
2 WFBC-FM	WSPA-AM	WESC-AF
3 WFBC-AM	WGXL-FM	WGXL-FM
4 WORD-AM	WORD-AM	WORD-AM
5 WSPA-FM	WSPA-FM	WSPA-FM

M-F, 3-7pm

1 WFBC-FM	WFBC-AF	WFBC-AF
2 WSPA-FM	WSPA-FM	WESC-AF
3 WFBC-AM	WQOK-AM	WORD-AM
4 WORD-AM	WORD-AM	WSPA-FM
5 WESC-AF	WESC-AF	WQOK-AM

Teens
M-S, 6am-Midnight
POP(00): 572

	A/M '77	A/M '78	A/M '79
1 WQOK-AM	WQOK-AM	WQOK-AM	
2 WORD-AM	WORD-AM	WFBC-AF	
3 WFBC-AM	WFBC-AF	WHYZ-AM	
4 WHYZ-AM	WHYZ-AM	WORD-AM	
5 WFBC-FM	WASC-AM	WANS-FM	

M-F, 6-10am

1 WFBC-AF	WQOK-AM	WFBC-AF
2 WFBC-AM	WORD-AM	WQOK-AM
3 WFBC-FM	WFBC-AF	WHYZ-AM
4 WORD-AM	WSPA-AM	WORD-AM
5 WQOK-AM	WHYZ-AM	WANS-FM

M-F, 3-7pm

1 WQOK-AM	WQOK-AM	WQOK-AM
2 WORD-AM	WORD-AM	WHYZ-AM
3 WFBC-AM	WFBC-AF	WORD-AM
4 WHYZ-AM	WASC-AM	WFBC-AF
5 WESC-AF	WHYZ-AM	WANS-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 165,7

	A/M '77	A/M '78	A/M '79
1 WFBC-FM	WFBC-AF	WFBC-AF	
2 WORD-AM	WORD-AM	WORD-AM	
3 WHYZ-AM	WQOK-AM	WESC-AF	
4 WASC-AM	WESC-AF	WQOK-AM	
5 WFBC-AM	WHYZ-AM	WSPA-AM	

M-F, 6-10am

1 WFBC-AF	WFBC-AF	WFBC-AF
2 WFBC-FM	WORD-AM	WORD-AM
3 WORD-AM	WQOK-AM	WESC-AF
4 WFBC-AM	WESC-AF	WSPA-AM
5 WESC-AF	WSPA-FM	WQOK-AM

M-F, 3-7pm

1 WFBC-FM	WFBC-AF	WFBC-AF
2 WORD-AM	WORD-AM	WORD-AM
3 WHYZ-AM	WQOK-AM	WESC-AF
4 WESC-AF	WSPA-FM	WQOK-AM
5 WASC-AM	WESC-AF	WHYZ-AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 185,9

	A/M '77	A/M '78	A/M '79
1 WFBC-FM	WFBC-AF	WFBC-AF	
2 WSPA-FM	WESC-AF	WESC-AF	
3 WORD-AM	WSPA-FM	WSPA-FM	
4 WESC-AM	WORD-AM	WGXL-FM	
5 WFBC-AM	WQOK-AM	WORD-AM	

M-F, 6-10am

1 WFBC-AF	WFBC-AF	WFBC-AF
2 WFBC-FM	WESC-AF	WESC-AF
3 WORD-AM	WGXL-FM	WORD-AM
4 WFBC-AM	WORD-AM	WORD-AM
5 WESC-AF	WSPA-AM	WSPA-AM

M-F, 3-7pm

1 WFBC-FM	WFBC-AF	WFBC-AF
2 WSPA-FM	WESC-AF	WESC-AF
3 WESC-AF	WSPA-FM	WSPA-FM
4 WESC-AM	WQOK-AM	WORD-AM
5 WORD-AM	WORD-AM	WGXL-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 444,1

	A/M '77	A/M '78	A/M '79
1 WFBC-FM	149,7	WFBC-FM	121,5
2 WFBC-AM	133,6	WFBC-AM	109,7
3 WSPA-FM	91,0	WQOK-AM	98,8
4 WQOK-AM	88,2	WORD-AM	90,5
5 WORD-AM	81,9	WSPA-FM	88,2

M-F, 6-10am

1 WFBC-AF	WFBC-FM	WFBC-FM
2 WFBC-AM	WFBC-AM	WORD-AM
3 WFBC-AM	WQOK-AM	WFBC-AM
4 WORD-AM	WSPA-AM	WGXL-FM
5 WESC-AF	WORD-AM	WSPA-FM

M-F, 3-7pm

1 WFBC-FM	WQOK-AM	WFBC-FM
2 WFBC-AM	WFBC-FM	WORD-AM
3 WORD-AM	WSPA-FM	WQOK-AM
4 WQOK-AM	WORD-AM	WSPA-FM
5 WSPA-FM	WFBC-AM	WESC-FM

Teens
M-S, 6am-Midnight
POP(00): 572

	A/M '77	A/M '78	A/M '79
1 WQOK-AM	WQOK-AM	WQOK-AM	
2 WFBC-AM	WORD-AM	WFBC-FM	
3 WFBC-FM	WFBC-FM	WFBC-AM	
4 WORD-AM	WFBC-AM	WORD-AM	
5 WHYZ-AM	WGXL-FM	WANS-FM	

M-F, 6-10am

1 WFBC-AF	WQOK-AM	WQOK-AM
2 WFBC-AM	WORD-AM	WFBC-FM
3 WFBC-FM	WFBC-AM	WORD-AM
4 WORD-AM	WFBC-FM	WFBC-AM
5 WQOK-AM	WGXL-FM	WHYZ-AM

M-F, 3-7pm

1 WQOK-AM	WQOK-AM	WQOK-AM
2 WORD-AM	WORD-AM	WORD-AM
3 WFBC-AM	WFBC-AM	WHYZ-AM
4 WHYZ-AM	WFBC-FM	WFBC-FM
5 WFBC-FM	WSPA-AM	WASC-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 165,7

	A/M '77	A/M '78	A/M '79
1 WFBC-FM	WFBC-FM	WFBC-FM	
2 WORD-AM	WQOK-AM	WORD-AM	
3 WFBC-AM	WFBC-AM	WQOK-AM	
4 WQOK-AM	WORD-AM	WSPA-AM	
5 WESC-AM	WSPA-AM	WFBC-AM	

M-F, 6-10am

1 WFBC-AF	WFBC-FM	WFBC-FM
2 WFBC-FM	WQOK-AM	WORD-AM
3 WORD-AM	WFBC-AM	WQOK-AM
4 WFBC-AM	WORD-AM	WESC-FM
5 WQOK-AM	WSPA-AM	WSPA-AM

M-F, 3-7pm

1 WFBC-FM	WFBC-FM	WFBC-FM
2 WORD-AM	WQOK-AM	WORD-AM
3 WFBC-AM	WORD-AM	WQOK-AM
4 WQOK-AM	WFBC-AM	WESC-FM
5 WESC-AF	WASC-AM	WSPA-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 185,9

	A/M '77	A/M '78	A/M '79
1 WFBC-FM	565	WFBC-FM	634
2 WFBC-AM	442	WFBC-AM	495
3 WSPA-FM	436	WQOK-AM	372
4 WESC-AM	338	WORD-AM	329
5 WORD-AM	321	WSPA-FM	305

M-F, 6-10am

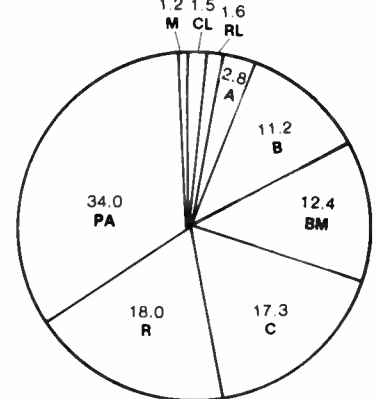
1 WFBC-AF	WFBC-FM	WFBC-FM
2 WFBC-FM	WFBC-AM	WORD-AM
3 WFBC-AM	WQOK-AM	WESC-FM
4 WESC-AF	WORD-AM	WGXL-FM
5 WSPA-FM	WSPA-AM	WFBC-AM

M-F, 3-7pm

1 WFBC-FM	WFBC-FM	WFBC-FM
2 WSPA-FM	WQOK-AM	WESC-FM
3 WESC-AF	WORD-AM	WORD-AM
4 WORD-AM	WFBC-AM	WSPA-FM
5 WFBC-AM	WSPA-FM	WGXL-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.

Harrisburg

METRO RANK **77**

A/M '79 Market Overview

It seems that the A/M '79 survey in the Harrisburg area may not have been your typical ratings sweep, but more in the "act of God" category. As you'll remember, the nation's attention was focused on adjacent Three Mile Island and the nuclear mishap there which struck just before the survey began. Although some Harrisburg stations wanted Arbitron to postpone or cancel the Spring sweep, the survey was done even though listening habits may have been atypical owing to people still fearing for their lives.

The possible beneficiary of the need for news and information on the Three Mile Island incident may have been the P/A leader in Harrisburg, **WHP**. The station saw its 12+ share go up by more than three points to almost a 19 share, with dominance in the morning drive segment with a fantastic 33% share of the metro audience. **WHP's** full-service format was evidently relied upon heavily by the populace during the crisis. It also is interesting to note that reportedly the Dauphin County (Harrisburg) Civil Defense units were passing out pamphlets which stated "Please tune your radio to **WHP**, Dauphin County's only Emergency Broadcast station."

Another traditional leader in the market is **WHP-FM**, which has been programming Beautiful Music since 1976. **WHP-FM** rose to more than a 14 share overall in the metro, and is number two in adults 25-49 with a 16 share, second only to its AM counterpart. Although **WHP-FM** did no significant outside promotion, its programming did shift from **TM** to **Schulke** prior to the sweep. The new Schulke sound may have boosted listener loyalty to account for the share increase.

Top 40 leaders **WKBO** and **WSFM** saw their numbers decline in this report. Besides their obvious preoccupation with staying alive (not the **Bee Gees** variety), these stations' audiences may have trickled away to competitors. **WKBO** is on the AM dial and has seen its audience erode over the last two books. At first **WSFM** caused **WKBO** some problems, and now it may be that other FM rockers such as **WQXA** and **WQVE** are also beginning to have an effect. **WSFM** may find that the diffusion of the FM youth audience is hurting its cause also. At the moment, the adults 18-34 picture is evenly split between **WKBO** and **WSFM**, each with approximately a 16 share of this target demo, but the next sweep in Harrisburg will give a more reliable picture of what's happening on the Top 40 scene.

Another station to figure into the youthful audience equation is **WRHY** an underpowered AOR located in Starview. **WRHY** earns a four share overall, but is becoming a major factor, already number two in appeal to men 18-34.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 3661

	A/M '77	A/M '78	A/M '79
1 WHP -AM	17.6	15.5	18.9
2 WKBO-AM	17.1	13.8	14.2
3 WHP -FM	11.5	12.8	9.9
4 WCMB-AM	7.0	11.3	8.8
5 WSFM-FM	6.5	4.4	5.7
6 WFEC-AM	5.1	4.0	4.8
7 WQIN-AM	3.8	3.7	4.2
8 WHYL-AM	3.8	3.7	4.1
9 WQXA-FM	3.7	3.2	3.5
10 WSBA-FM	3.7	3.0	2.1
11 WHYL-FM	3.5	2.7	2.1
12 WTPA-FM	1.4	2.7	1.9
13 WDAC-FM	1.4	2.5	1.8
14 WYCR-FM	1.4	2.4	1.4
15 WIDQ-AM	1.0	1.9	1.2
16 WGCB-FM	0.9	1.0	1.2
17 WRHY-FM	0.9	1.0	1.1
18 KYW -AM	0.5	0.8	0.9
19 WLBR-AM	0.5	0.5	0.9
20 WIDV-FM	0.3	0.3	0.9

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3661

	A/M '77	A/M '78	A/M '79
1 WHP -AM	101	98	98
2 WKBO-AM	98	66	66
3 WHP -FM	66	40	40
4 WCMB-AM	40	37	37
5 WSFM-FM	37		

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1 WHP -AM	101	98	98
2 WKBO-AM	98	66	66
3 WCMB-AM	66	40	40
4 WHP -FM	40	37	37
5 WSFM-FM	37		

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1 WKBO-AM	101	98	98
2 WHP -AM	98	66	66
3 WHP -FM	66	40	40
4 WCMB-AM	40	37	37
5 WSFM-FM	37		

Teens
M-S, 6am-Midnight
POP(00): 466

	A/M '77	A/M '78	A/M '79
1 WKBO-AM	101	98	98
2 WSFM-FM	98	66	66
3 WQXA-FM	66	40	40
4 WYCR-FM	40	37	37
5 WHYL-AM	37		

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1 WKBO-AM	101	98	98
2 WQXA-FM	98	66	66
3 WSFM-FM	66	40	40
4 WCMB-AM	40	37	37
5 WHP -AM	37		

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1 WKBO-AM	101	98	98
2 WQXA-FM	98	66	66
3 WSFM-FM	66	40	40
4 WYCR-FM	40	37	37
5 WFEC-AM	37		

Adults 18-34
M-S, 6am-Midnight
POP(00): 1218

	A/M '77	A/M '78	A/M '79
1 WKBO-AM	101	98	98
2 WSFM-FM	98	66	66
3 WFEC-AM	66	40	40
4 WHP -AM	40	37	37
5 WCMB-AM	37		

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1 WKBO-AM	101	98	98
2 WHP -AM	98	66	66
3 WSFM-FM	66	40	40
4 WFEC-AM	40	37	37
5 WQXA-FM	37		

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1 WKBO-AM	101	98	98
2 WSFM-FM	98	66	66
3 WFEC-AM	66	40	40
4 WCMB-AM	40	37	37
5 WQXA-FM	37		

Adults 25-49
M-S, 6am-Midnight
POP(00): 1411

	A/M '77	A/M '78	A/M '79
1 WHP -AM	101	98	98
2 WKBO-AM	98	66	66
3 WHP -FM	66	40	40
4 WCMB-AM	40	37	37
5 WFEC-AM	37		

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1 WHP -AM	101	98	98
2 WKBO-AM	98	66	66
3 WCMB-AM	66	40	40
4 WHP -FM	40	37	37
5 WFEC-AM	37		

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1 WHP -AM	101	98	98
2 WKBO-AM	98	66	66
3 WHP -FM	66	40	40
4 WFEC-AM	40	37	37
5 WCMB-AM	37		

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3661

	A/M '77	A/M '78	A/M '79
1 WKBO-AM	1346	1353	1444
2 WHP -AM	1138	1185	957
3 WHP -FM	756	973	905
4 WSFM-FM	616	892	768
5 WCMB-AM	582	512	559

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1 WHP -AM	1346	1353	1444
2 WKBO-AM	1138	1185	957
3 WHP -FM	756	973	905
4 WCMB-AM	616	892	768
5 WSFM-FM	582	512	559

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1 WKBO-AM	1346	1353	1444
2 WHP -AM	1138	1185	957
3 WHP -FM	756	973	905
4 WSFM-FM	616	892	768
5 WCMB-AM	582	512	559

Teens

M-S, 6am-Midnight

	A/M '77	A/M '78	A/M '79
1 WKBO-AM	101	98	98
2 WSFM-FM	98	66	66
3 WQXA-FM	66	40	40
4 WYCR-FM	40	37	37
5 WFEC-AM	37		

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1 WKBO-AM	101	98	98
2 WQXA-FM	98	66	66
3 WSFM-FM	66	40	40
4 WCMB-AM	40	37	37
5 WHP -AM	37		

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1 WKBO-AM	101	98	98
2 WSFM-FM	98	66	66
3 WQXA-FM	66	40	40
4 WYCR-FM	40	37	37
5 WFEC-AM	37		

Adults 18-34

M-S, 6am-Midnight
POP(00): 1218

	A/M '77	A/M '78	A/M '79
1 WKBO-AM	101	98	98
2 WSFM-FM	98	66	66
3 WCMB-AM	66	40	40
4 WQXA-FM	40	37	37
5 WFEC-AM	37		

M-F, 6-10am

	A/M '77	A/M '78	A/M '79
1 WKBO-AM	101	98	98
2 WSFM-FM	98	66	66
3 WHP -AM	66	40	40
4 WFEC-AM	40	37	37
5 WQXA-FM	37		

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1 WKBO-AM	101	98	98
2 WSFM-FM	98	66	66
3 WQXA-FM	66	40	40
4 WFEC-AM	40	37	37
5 WCMB-AM	37		

Adults 25-49

M-S, 6am-Midnight

	A/M '77	A/M '78	A/M '79
1 WKBO-AM	101	98	98
2 WHP -AM	98	66	66
3 WHP -FM	66	40	40
4 WCMB-AM	40	37	37
5 WSFM-FM	37		

M-F, 6-10am

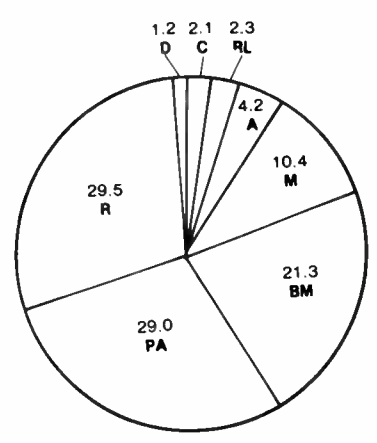
	A/M '77	A/M '78	A/M '79
1 WHP -AM	101	98	98
2 WKBO-AM	98	66	66
3 WHP -FM	66	40	40
4 WCMB-AM	40	37	37
5 WFEC-AM	37		

M-F, 3-7pm

	A/M '77	A/M '78	A/M '79
1 WHP -AM	101	98	98
2 WKBO-AM	98	66	66
3 WHP -FM	66	40	40
4 WFEC-AM	40	37	37
5 WCMB-AM	37		

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.

Hartford-New Britain

METRO RANK **42**

AM '79 Market Overview

From our "the rich get richer" department, **WTIC** records possibly its best book ever, with an overall 12+ share over 28. This P/A giant has a fantastic 46 share in morning drive! Its full-service image is tied to outside advertising featuring TV and newspaper.

After looking at **WTIC's** shares, every other station in the market comes back to earth with reasonable estimates. Second in the metro, for example, is Beautiful Music **WRCH**, which holds a nice healthy eight share of the total metro audience. **WRCH** saw some eroding of its adult audience in most major dayparts, although women did pick up in the evening (so to speak). Among the Top 40 stations, **WDRG** lost some numbers while **WTIC-FM** gained. **WDRG's** losses were heaviest among women and teens. **WDRG** did some outside promotion consisting mainly of billboards, no TV. Its commercial load was 12 minutes per hour. That commercial load may have been one of the reasons some of the younger listeners switched to **WTIC-FM**, since that station ran only seven minutes per hour. No outside advertising, but the station was constantly giving away LPs, T-shirts and cash to phone-in winners.

Another station that picked up some teen audience was AOR entry **WHCN**. Although its numbers among the target men 18-34 demo declined, this "Superstars"-formatted property advanced well in teens, in some dayparts doubling its former O/N '78 numbers in this category.

One of the stronger Black stations around, **WKND**, suffered a downslide in this report. The most likely explanation for the decrease in **WKND's** numbers in the Spring book is that until recently the station was without a PD. **James Jack**, the former PD, was hired as a consultant, but he was spending his time in diverse areas of the station's operation. As a result, **WKND's** sound may have suffered due to lack of attention. Diary return was not the best in this sweep. 18-34 return was down more than any other key demo and this may have affected the above stores.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 6893

AM '78	O/N '78	AM '79
1 WTIC-AM	25.7	WTIC-AM 23.1
2 WDRG-AM	9.5	WRCH-FM 8.6
3 WRCH-FM	7.9	WKSS-FM 8.0
4 WTIC-FM	7.3	WDRG-AM 7.9
5 WKSS-FM	6.6	WTIC-FM 5.8
6 WNYZ-FM	6.0	WNYZ-FM 4.6
7 WRCH-AM	4.6	WPOP-AM 3.9
8 WCCC-FM	4.2	WDRG-FM 4.2
9 WPOP-AM	4.0	WRCH-AM 3.6
10 WKND-AM	3.4	WKND-AM 3.5
11 WDRG-FM	3.1	WHCN-FM 3.3
12 WHCN-FM	3.0	WCCC-FM 2.9
13 WAQY-FM	1.9	WAQY-FM 2.0
14 WINF-AM	1.2	WIOF-FM 1.8
15 WIOF-FM	1.2	WMLB-AM 1.6
16 WFLR-FM	0.8	WPLR-FM 1.4
17 WHYN-FM	0.6	WCCC-AM 1.2
18 WCCC-AM	0.6	WINF-AM 1.0
19 WHYN-AM	0.4	WHYN-AM 0.8
20 WNHC-AM	0.4	WHYN-FM 0.7
21		WRYM-AM 0.7
22		WACE-AM 0.7
23		WNTY-AM 0.7
24		WCBS-AM 0.3

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6893

AM '78	O/N '78	AM '79
1 WTIC-AM	305	WTIC-AM 283
2 WDRG-AM	113	WRCH-FM 105
3 WRCH-FM	94	WKSS-FM 98
4 WTIC-FM	87	WDRG-AM 96
5 WKSS-FM	78	WTIC-FM 71

M-F, 8-10am

1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRG-AM	WDRG-AM	WDRG-AM
3 WTIC-FM	WRCH-FM	WTIC-FM
4 WRCH-AM	WKSS-FM	WRCH-FM
5 WNYZ-FM	WNYZ-FM	WPOP-AM

M-F, 3-7pm

1 WTIC-AM	WTIC-AM	WTIC-AM
2 WTIC-FM	WRCH-FM	WKSS-FM
3 WKSS-FM	WRCH-FM	WRCH-FM
4 WDRG-AM	WTIC-FM	WTIC-FM
5 WNYZ-FM	WDRG-AM	WDRG-AM

Teens
M-S, 6am-Midnight
POP(00): 899

AM '78	O/N '78	AM '79
1 WTIC-FM	WTIC-FM	WTIC-FM
2 WDRG-AM	WDRG-AM	WTIC-FM
3 WHCN-FM	WHCN-FM	WCCC-FM
4 WAQY-FM	WAQY-FM	WAQY-FM
5 WTIC-AM	WTIC-AM	WTIC-AM

M-F, 8-10am

1 WTIC-FM	WTIC-AM	WTIC-FM
2 WDRG-AM	WDRG-AM	WHCN-FM
3 WTIC-AM	WTIC-FM	WTIC-AM
4 WHCN-FM	WHCN-FM	WDRG-AM
5 WKND-AM	WAQY-FM	WCCC-FM

M-F, 3-7pm

1 WTIC-FM	WTIC-FM	WTIC-FM
2 WDRG-AM	WDRG-AM	WTIC-FM
3 WNYZ-FM	WHCN-FM	WCCC-FM
4 WHCN-FM	WAQY-FM	WAQY-FM
5 WAQY-FM	WRCH-AM	WDRG-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2362

AM '78	O/N '78	AM '79
1 WDRG-AM	WTIC-AM	WTIC-AM
2 WTIC-AM	WDRG-AM	WTIC-FM
3 WNYZ-FM	WNYZ-FM	WTIC-FM
4 WCCC-FM	WDRG-FM	WRCH-AM
5 WRCH-AM	WTIC-FM	WDRG-FM

M-F, 8-10am

1 WDRG-AM	WTIC-AM	WTIC-AM
2 WTIC-AM	WDRG-AM	WDRG-AM
3 WRCH-AM	WNYZ-FM	WNYZ-FM
4 WNYZ-FM	WCCC-FM	WRCH-AM
5 WCCC-FM	WKND-AM	WDRG-FM

M-F, 3-7pm

1 WNYZ-FM	WNYZ-FM	WTIC-AM
2 WTIC-AM	WDRG-FM	WNYZ-FM
3 WDRG-AM	WTIC-FM	WTIC-FM
4 WCCC-FM	WTIC-AM	WDRG-FM
5 WTIC-FM	WDRG-AM	WHCN-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2732

AM '78	O/N '78	AM '79
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRG-AM	WDRG-AM	WDRG-AM
3 WKSS-FM	WTIC-FM	WRCH-FM
4 WNYZ-FM	WRCH-FM	WNYZ-FM
5 WRCH-FM	WKND-AM	WTIC-FM

M-F, 8-10am

1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRG-AM	WDRG-AM	WDRG-AM
3 WNYZ-FM	WNYZ-FM	WTIC-FM
4 WTIC-FM	WRCH-FM	WPOP-AM
5 WRCH-AM	WPOP-AM	WNYZ-FM

M-F, 3-7pm

1 WTIC-AM	WTIC-AM	WTIC-AM
2 WKSS-FM	WDRG-AM	WTIC-FM
3 WNYZ-FM	WNYZ-FM	WKSS-FM
4 WDRG-AM	WRCH-FM	WRCH-FM
5 WRCH-FM	WTIC-FM	WDRG-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 6893

AM '78	O/N '78	AM '79
1 WTIC-AM	3447	WTIC-AM 3547
2 WDRG-AM	1988	WDRG-AM 1891
3 WTIC-FM	1631	WTIC-FM 1366
4 WRCH-FM	1249	WTIC-FM 1332
5 WKSS-FM	1201	WKSS-FM 1319

M-F, 8-10am

1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRG-AM	WDRG-AM	WDRG-AM
3 WTIC-FM	WTIC-FM	WTIC-FM
4 WRCH-AM	WRCH-FM	WRCH-FM
5 WPOP-AM	WPOP-AM	WHCN-FM

M-F, 3-7pm

1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRG-AM	WDRG-AM	WTIC-FM
3 WTIC-FM	WRCH-FM	WRCH-FM
4 WRCH-FM	WTIC-FM	WDRG-AM
5 WKSS-FM	WKSS-FM	WKSS-FM

Teens
M-S, 6am-Midnight
POP(00): 899

AM '78	O/N '78	AM '79
1 WTIC-FM	WTIC-FM	WTIC-FM
2 WDRG-AM	WDRG-AM	WHCN-FM
3 WTIC-AM	WTIC-AM	WDRG-AM
4 WHCN-FM	WDRG-FM	WCCC-FM
5 WAQY-FM	WHCN-FM	WAQY-FM

M-F, 8-10am

1 WTIC-FM	WTIC-AM	WTIC-FM
2 WDRG-AM	WTIC-FM	WHCN-FM
3 WTIC-AM	WDRG-AM	WTIC-AM
4 WHCN-FM	WHCN-FM	WDRG-AM
5 WAQY-FM	WAQY-FM	WCCC-FM

M-F, 3-7pm

1 WTIC-FM	WTIC-FM	WTIC-FM
2 WDRG-AM	WDRG-AM	WHCN-FM
3 WHCN-FM	WHCN-FM	WCCC-FM
4 WAQY-FM	WAQY-FM	WDRG-AM
5 WCCC-FM	WCCC-FM	WAQY-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2362

AM '78	O/N '78	AM '79
1 WDRG-AM	WDRG-AM	WTIC-AM
2 WTIC-AM	WDRG-AM	WDRG-AM
3 WRCH-AM	WTIC-FM	WTIC-FM
4 WTIC-FM	WCCC-FM	WNYZ-FM
5 WNYZ-FM	WNYZ-FM	WRCH-AM

M-F, 8-10am

1 WDRG-AM	WTIC-AM	WTIC-AM
2 WRCH-AM	WDRG-AM	WDRG-AM
3 WTIC-AM	WTIC-FM	WNYZ-FM
4 WDRG-FM	WNYZ-FM	WTIC-FM
5 WNYZ-FM	WDRG-FM	WRCH-AM

M-F, 3-7pm

1 WDRG-AM	WDRG-AM	WTIC-AM
2 WDRG-AM	WTIC-AM	WNYZ-FM
3 WNYZ-FM	WTIC-FM	WDRG-AM
4 WTIC-AM	WNYZ-FM	WTIC-FM
5 WTIC-FM	WRCH-AM	WCCC-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2732

AM '78	O/N '78	AM '79
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRG-AM	WDRG-AM	WDRG-AM
3 WKSS-FM	WTIC-FM	WDRG-AM
4 WRCH-FM	WPOP-AM	WRCH-FM
5 WTIC-FM	WRCH-FM	WRCH-FM

M-F, 8-10am

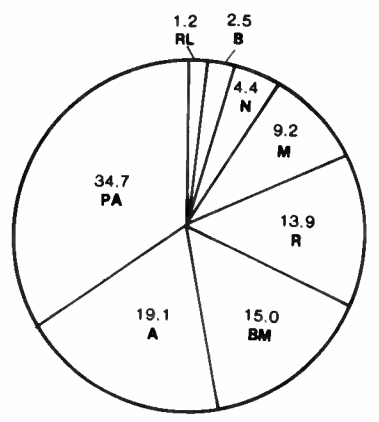
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRG-AM	WDRG-AM	WDRG-AM
3 WRCH-AM	WPOP-AM	WTIC-FM
4 WPOP-AM	WRCH-AM	WNYZ-FM
5 WNYZ-FM	WTIC-FM	WRCH-AM

M-F, 3-7pm

1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRG-AM	WDRG-AM	WDRG-AM
3 WKSS-FM	WTIC-FM	WNYZ-FM
4 WRCH-AM	WPOP-AM	WTIC-FM
5 WPOP-AM	WRCH-FM	WRCH-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.

Honolulu

METRO RANK



AM '79 Market Overview

Strange happenings in Honolulu this survey, with the top three stations all seeing their numbers drop significantly. P/A fixture **KGMB** is still atop the market in terms of overall 12+ share, but the station saw its adults 18-34 numbers slide substantially, with **KGMB**'s 18-34 come down 35% from the O/N '78 sweep.

Top 40 leader **KORL** saw its ratings go down for the second consecutive survey. Most of **KORL**'s loss was due to defection of teen and women listeners, although the overall share decrease would have been worse had not young men contributed more listening to the station.

One reason for the flux in the market may have been due to diary return problems. The overall metro in-tab went down 15%, to just over 500 usable diaries. Although the 18-34 demos didn't suffer out of proportion in the reduced diary return, fewer diaries always means more possible fluctuation in estimates.

One station that really caught the wave in the last sweep is **KPOI**. Its Oldies format jumped from an overall share of 1.4 to 8.8! **KPOI** made tremendous gains in women 18-34 and other key demos, and it's possible that **KPOI**'s format is a factor other young adult-oriented stations will have to reckon with.

Other stations with significant movement as reflected in the latest rating book are Top 40 entries **KKUA** and **KULA**, as well as AOR station **KQMQ**. **KKUA** appears to be suffering from another case of FM diffusion. **KKUA**'s hardest hit daypart was AM drive, when its male numbers declined by two-thirds. **KULA**'s rise is largely attributable to a substantial increase (200%) in its midday come and an even larger average persons rise among the key males 18-34 demo.

KQMQ's best book in years came about largely due to jumps in the afternoon drive and evening dayparts, key for the AOR format. For example, in afternoon drive **KQMQ**'s men 18-34 numbers went up almost 300%. Is all this flux in the market "real" or due to poor diary return? We will have to wait for the O/N '79 survey results before that question can be truly answered.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 5949

AM '78	O/N '78	A/M '79
1 KORL-AM	13.7	13.9
2 KGMB-AM	12.3	12.1
3 KKUA-AM	12.2	9.7
4 KUMU-AF	8.8	8.6
5 KGU -AM	7.5	7.1
6 KHUH-AM	6.1	6.7
7 KIKI-AM	5.2	6.3
8 KULA-FM	4.8	6.0
9 KHSS-FM	4.7	5.1
10 KAIM-AF	3.9	4.0
11 KQMQ-FM	3.6	3.6
12 KCCN-AM	3.4	3.5
13 KIOE-AM	3.2	3.4
14 KPOI-AM	3.0	2.1
15 KOHO-AM	2.4	1.4
16 KAHU-AM	1.6	1.2
17 KZOO-AM	1.4	0.9
18		0.6
19		0.5
20		0.8
21		0.8

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5949

AM '78	O/N '78	A/M '78	A/M '79
1 KORL-AM	123	123	97
2 KGMB-AM	111	107	87
3 KKUA-AM	110	86	80
4 KUMU-AF	79	76	64
5 KGU -AM	68	63	60

M-F, 3-7pm		
1 KORL-AM	KORL-AM	KORL-AM
2 KKUA-AM	KGMB-AM	KKUA-AM
3 KUMU-AF	KKUA-AM	KPOI-AM
4 KGMB-AM	KIKI-AM	KGU -AM
5 KGU -AM	KCCN-AM	KGMB-AM

Teens		
M-S, 6am-Midnight		
POP(00): 783	AM '78	O/N '78
1 KORL-AM	KORL-AM	KORL-AM
2 KKUA-AM	KKUA-AM	KKUA-AM
3 KIKI-AM	KIKI-AM	KIKI-AM
4 KULA-FM	KULA-FM	KGMB-AM
5 KQMQ-FM	KGU -AM	KULA-FM

M-F, 6-10am		
1 KORL-AM	KORL-AM	KORL-AM
2 KKUA-AM	KKUA-AM	KGMB-AM
3 KIKI-AM	KIKI-AM	KIKI-AM
4 KULA-FM	KULA-FM	KKUA-AM
5 KGMB-AM	KHUV-AM	KULA-FM

M-F, 3-7pm		
1 KORL-AM	KORL-AM	KORL-AM
2 KKUA-AM	KIKI-AM	KIKI-AM
3 KULA-FM	KKUA-AM	KKUA-AM
4 KIKI-AM	KULA-FM	KULA-FM
5 KPOI-AM	KGMB-AM	KGMB-AM

Adults 18-34		
M-S, 6am-Midnight		
POP(00): 2538	AM '78	O/N '78
1 KKUA-AM	KKUA-AM	KPOI-AM
2 KORL-AM	KORL-AM	KORL-AM
3 KGU -AM	KGU -AM	KKUA-AM
4 KULA-FM	KGMB-AM	KULA-FM
5 KIKI-AM	KIKI-AM	KQMQ-FM

M-F, 6-10am		
1 KORL-AM	KKUA-AM	KPOI-AM
2 KGU -AM	KGMB-AM	KORL-AM
3 KKUA-AM	KGU -AM	KGMB-AM
4 KGMB-AM	KORL-AM	KKUA-AM
5 KIOE-AM	KIKI-AM	KGU -AM

M-F, 3-7pm		
1 KKUA-AM	KKUA-AM	KPOI-AM
2 KPOI-AM	KORL-AM	KKUA-AM
3 KULA-FM	KGU -AM	KORL-AM
4 KGU -AM	KIKI-AM	KULA-FM
5 KIKI-AM	KULA-FM	KQMQ-FM

Adults 25-49		
M-S, 6am-Midnight		
POP(00): 2496	AM '78	O/N '78
1 KGMB-AM	KGMB-AM	KPOI-AM
2 KGU -AM	KKUA-AM	KGMB-AM
3 KUMU-AF	KHUV-AM	KUMU-FM
4 KKUA-AM	KGU -AM	KGU -AM
5 KORL-AM	KUMU-FM	KHUV-AM

M-F, 6-10am		
1 KGMB-AM	KGMB-AM	KGMB-AM
2 KGU -AM	KKUA-AM	KPOI-AM
3 KKUA-AM	KHUV-AM	KHUV-AM
4 KUMU-AF	KGU -AM	KGU -AM
5 KHUV-AM	KORL-AM	KIOE-AM

M-F, 3-7pm		
1 KUMU-AF	KGMB-AM	KPOI-AM
2 KGU -AM	KCCN-AM	KGU -AM
3 KGMB-AM	KHUV-AM	KUMU-FM
4 KAIM-AF	KUMU-FM	KULA-FM
5 KKUA-AM	KKUA-AM	KGMB-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5949

AM '78	O/N '78	A/M '78	A/M '79
1 KKUA-AM	2153	2102	1797
2 KORL-AM	1885	2097	1642
3 KGMB-AM	1822	1848	1550
4 KUMU-AF	1043	1189	1120
5 KIKI-AM	1025	1145	1027

M-F, 6-10am		
1 KGMB-AM	KGMB-AM	KGMB-AM
2 KORL-AM	KKUA-AM	KORL-AM
3 KKUA-AM	KORL-AM	KHUV-AM
4 KGU -AM	KHUV-AM	KKUA-AM
5 KIKI-AM	KIKI-AM	KPOI-AM

M-F, 3-7pm		
1 KKUA-AM	KORL-AM	KORL-AM
2 KORL-AM	KKUA-AM	KKUA-AM
3 KGMB-AM	KGMB-AM	KULA-FM
4 KIKI-AM	KIKI-AM	KGMB-AM
5 KUMU-AF	KCCN-AM	KCCN-AM

Teens		
M-S, 6am-Midnight		
POP(00): 783	AM '78	O/N '78
1 KORL-AM	KORL-AM	KORL-AM
2 KKUA-AM	KKUA-AM	KKUA-AM
3 KIKI-AM	KIKI-AM	KGMB-AM
4 KULA-FM	KULA-FM	KIKI-AM
5 KQMQ-FM	KGU -AM	KULA-FM

M-F, 6-10am		
1 KORL-AM	KORL-AM	KORL-AM
2 KKUA-AM	KKUA-AM	KGMB-AM
3 KIKI-AM	KIKI-AM	KIKI-AM
4 KGMB-AM	KULA-FM	KKUA-AM
5 KULA-FM	KGU -AM	KULA-FM

M-F, 3-7pm		
1 KORL-AM	KORL-AM	KORL-AM
2 KKUA-AM	KKUA-AM	KKUA-AM
3 KIKI-AM	KIKI-AM	KULA-FM
4 KULA-FM	KULA-FM	KIKI-AM
5 KQMQ-FM	KGMB-AM	KPIG-FM

Adults 18-34		
M-S, 6am-Midnight		
POP(00): 2538	AM '78	O/N '78
1 KKUA-AM	KKUA-AM	KKUA-AM
2 KORL-AM	KORL-AM	KORL-AM
3 KIKI-AM	KGMB-AM	KPOI-AM
4 KGU -AM	KGU -AM	KULA-FM
5 KGMB-AM	KIKI-AM	KGU -AM

M-F, 6-10am		
1 KKUA-AM	KKUA-AM	KORL-AM
2 KORL-AM	KORL-AM	KPOI-AM
3 KIKI-AM	KGMB-AM	KKUA-AM
4 KGU -AM	KGU -AM	KGU -AM
5 KGMB-AM	KIKI-AM	KGMB-AM

M-F, 3-7pm		
1 KKUA-AM	KKUA-AM	KORL-AM
2 KORL-AM	KORL-AM	KKUA-AM
3 KULA-FM	KIKI-AM	KPOI-AM
4 KIKI-AM	KGU -AM	KULA-FM
5 KQMQ-FM	KULA-FM	KGU -AM

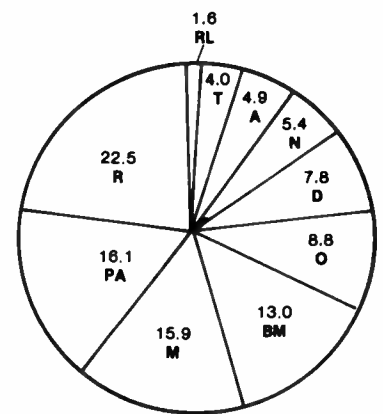
Adults 25-49		
M-S, 6am-Midnight		
POP(00): 2496	AM '78	O/N '78
1 KGMB-AM	KGMB-AM	KGMB-AM
2 KKUA-AM	KKUA-AM	KPOI-AM
3 KORL-AM	KORL-AM	KGU -AM
4 KUMU-AF	KGU -AM	KKUA-AM
5 KGU -AM	KHUV-AM	KHUV-AM

M-F, 6-10am		
1 KGMB-AM	KGMB-AM	KGMB-AM
2 KKUA-AM	KORL-AM	KORL-AM
3 KGU -AM	KHUV-AM	KGU -AM
4 KUMU-AF	KGU -AM	KHUV-AM
5 KHUV-AM	KORL-AM	KKUA-AM

M-F, 3-7pm		
1 KGMB-AM	KGMB-AM	KGU -AM
2 KKUA-AM	KKUA-AM	KPOI-AM
3 KGU -AM	KCCN-AM	KGMB-AM
4 KUMU-AF	KIKI-AM	KHUV-AM
5 KORL-AM	KHUV-AM	KKUA-AM

Format Penetration Chart

Based On 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.

Houston-Galveston

METRO RANK



AM '79 Market Overview

Jim Maddox's Black-formatted KMJQ continues to rule the roost in Houston. When this station's sound debuted in A/M '77 there were those in Houston who said the numbers were a fluke, but KMJQ has gotten stronger and solidified itself atop the marketplace. The station promoted aggressively by giving away \$102,000 during the sweep. Outside advertising was led by an extensive TV campaign. KMJQ dominates the 18-34 demo with approximately 16% of the market.

Number two overall in the Houston metro is Beautiful Music KYND. As you might expect with a successful operation programming Schulke's sound, South-ern's station does very well in the 25+ demos. No on-air contests used, but some outside advertising in the form of billboards. Stable book for a stable station.

Astros Baseball may have helped KPRC to its best numbers in recent times. The Astros were hot this year and KPRC was fortunate to broadcast their games. KPRC has, by the way, the first female sports director in a major radio market. The News/personality-oriented Talk station moves to third spot overall in market. 90% of KPRC's audience is 35+ as reported in this survey.

KTRH, the other leading News station in Houston, saw its 12+ share slip somewhat, but is still #1 in AM drive and was able to strengthen its position in that key daypart.

KRBE is the premier Top 40 station in the Houston metro, but the station saw its 12+ share decline for the second book in a row. KRBE's biggest loss appears to be among young adult women 18-34, but in reality the audience for KRBE was fairly stable. The share decreased because listening in the demo was up overall, so a stable audience was, by comparison, worth a smaller share.

Part of the reason for increased tune-in among women 18-34 may be the Dancemusic station, KRLY. KRLY's numbers in the women 18-34 demo jumped tremendously compared to the Fall '78 sweep, and helped account for the station's 12+ share rise, doubling the O/N '78 figure.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 21984

A/M '78	O/N '78	J/F '79	A/M '79
1 KMJQ-FM 12.2	KMJQ-FM 12.0	KMJQ-FM 10.8	KMJQ-FM (M) 12.1
2 KRBE-FM 9.1	KRBE-FM 9.7	KYND-FM 8.3	KYND-FM (M) 8.6
3 KYND-FM 8.5	KYND-FM 9.6	KTRH-FM 8.0	KPRC-AM (M) 7.5
4 KTRH-AM 8.4	KTRH-AM 6.6	KRBE-FM 8.0	KTRH-AM (M) 7.1
5 KILT-AM 6.4	KILT-AM 5.9	KILT-FM 6.8	KRBE-FM (M) 6.7
6 KPRC-AM 6.1	KENR-AM 5.3	KILT-AM 5.8	KIKK-FM (M) 5.4
7 KIKK-FM 5.6	KILT-FM 4.1	KIKK-FM 5.0	KILT-AM (M) 4.7
8 KILT-FM 4.1	KODA-FM 4.1	KQUE-FM 4.6	KQUE-FM (M) 4.5
9 KAUM-FM 4.1	KQUE-FM 4.1	KPRC-AM 4.2	KAUM-FM (M) 4.1
10 KQUE-FM 3.8	KPRC-AM 4.1	KAUM-FM 4.1	KEYH-AM (M) 4.1
11 KENR-AM 3.7	KIKK-FM 3.0	KODA-FM 3.8	KILT-FM (M) 4.0
12 KRLY-FM 3.5	KAUM-FM 2.9	KLOL-FM 3.5	KRLY-FM (M) 3.8
13 KULF-AM 3.4	KULF-AM 2.8	KENR-AM 3.3	KENR-AM (M) 3.7
14 KODA-FM 2.6	KRLY-FM 2.6	KLEF-FM 2.2	KLOL-FM (M) 3.6
15 KLOL-FM 2.3	KLOL-FM 2.1	KULF-AM 2.2	KODA-FM (M) 3.0
16 KNUZ-AM 2.2	KXYZ-AM 1.8	KNUZ-AM 2.1	KULF-AM (M) 2.9
17 KYOK-AM 1.5	KODA-FM 1.8	KRLY-FM 1.8	KYOK-AM (M) 1.5
18 KIKK-AM 1.4	KFMK-FM 1.8	KYOK-AM 1.7	KNUZ-AM (M) 1.5
19 KODA-AM 1.3	KLEF-FM 1.7	KHCB-FM 1.4	KCOH-AM (M) 1.4
20 KXYZ-AM 1.2	KNUZ-AM 1.3	KCOH-AM 1.4	KLUL-AM (M) 1.3
21 KFMK-FM 0.9	KCOH-AM 1.3	KIKK-AM 1.3	KIKK-AM (M) 1.1
22 KCOH-AM 0.9	KYOK-AM 1.3	KEYH-AM 1.3	KFMK-FM (M) 1.0
23 KEYH-AM 0.9	KEYH-AM 1.2	KLUL-AM 1.3	KLEF-FM (M) 0.9
24 KLEF-FM 0.7	KIKK-AM 1.2	KODA-AM 1.2	KHCB-FM (M) 0.9
25 KHCB-FM 0.5	KLUL-AM 1.1	KXYZ-AM 0.8	KODA-AM (M) 0.8
26 KFRD-AM 0.4	KHCB-FM 0.9	KFRD-AM 0.6	KXYZ-AM (M) 0.7
27 KGOL-FM 0.4	KGBC-AM 0.5	KFMK-FM 0.6	
28	KILE-AM 0.4	KGBC-AM 0.5	
29	KFRD-AM 0.4		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 21984

A/M '78	O/N '78	J/F '79	A/M '79
1 KMJQ-FM 401	KMJQ-FM 360	KMJQ-FM 354	KMJQ-FM 437
2 KRBE-FM 299	KRBE-FM 289	KYND-FM 273	KYND-FM 313
3 KYND-FM 280	KYND-FM 288	KTRH-AM 263	KPRC-AM 273
4 KTRH-AM 274	KTRH-AM 197	KRBE-FM 262	KTRH-AM 258
5 KILT-AM 209	KILT-AM 176	KILT-FM 221	KRBE-FM 244
6 KPRC-AM 201	KENR-AM 160	KILT-AM 190	KIKK-FM 195
7 KIKK-FM 185	KILT-FM 124	KIKK-FM 164	KILT-AM 169
8 KILT-FM 134	KODA-FM 124	KQUE-FM 149	KODE-FM 162
9 KAUM-FM 133	KQUE-FM 124	KPRC-AM 136	KAUM-FM 150
10 KQUE-FM 124	KPRC-AM 123	KAUM-FM 135	KEYH-AM 150

M-F, 6-10am

A/M '78	O/N '78	J/F '79	A/M '79
1 KTRH-AM	KTRH-AM	KTRH-AM	KTRH-AM
2 KILT-AM	KMJQ-FM	KRBE-FM	KRBE-FM
3 KRBE-FM	KRBE-FM	KILT-FM	KMJQ-FM
4 KYND-FM	KILT-AM	KILT-AM	KILT-AM
5 KMJQ-FM	KYND-FM	KYND-FM	KYND-FM
6 KPRC-AM	KENR-AM	KMJQ-FM	KRBE-FM
7 KIKK-FM	KPRC-AM	KPRC-AM	KIKK-FM
8 KILT-FM	KILT-FM	KIKK-FM	KILT-FM
9 KENR-AM	KQUE-FM	KQUE-FM	KQUE-FM
10 KAUM-FM	KODA-FM	KENR-AM	KENR-AM

M-F, 3-7pm

1 KMJQ-FM	KMJQ-FM	KMJQ-FM	KMJQ-FM
2 KRBE-FM	KRBE-FM	KYND-FM	KYND-FM
3 KYND-FM	KYND-FM	KRBE-FM	KRBE-FM
4 KIKK-FM	KENR-AM	KILT-AM	KTRH-AM
5 KTRH-AM	KILT-AM	KILT-FM	KIKK-FM
6 KILT-AM	KPRC-AM	KTRH-AM	KPRC-AM
7 KPRC-AM	KILT-FM	KIKK-FM	KLLOL-FM
8 KULF-AM	KODA-FM	KPRC-AM	KILT-AM
9 KENR-AM	KQUE-FM	KAUM-FM	KAUM-FM
10 KRLY-FM	KTRH-AM	KENR-AM	KENR-AM

Teens
M-S, 6am-Midnight
POP(00): 3091

A/M '78	O/N '78	J/F '79	A/M '79
1 KMJQ-FM	KRBE-FM	KRBE-FM	KMJQ-FM
2 KRBE-FM	KMJQ-FM	KMJQ-FM	KRBE-FM
3 KILT-AM	KILT-AM	KILT-AM	KAUM-FM
4 KAUM-FM	KILT-FM	KAUM-FM	KILT-AM
5 KILT-FM	KRLY-FM	KILT-FM	KRLY-FM
6 KIKK-FM	KAUM-FM	KRLY-FM	KLLOL-FM
7 KRLY-FM	KIKK-FM	KNUZ-AM	KILT-FM
8 KENR-AM	KFMK-FM	KIKK-FM	KULF-AM
9 KLLOL-FM	KULF-AM	KLLOL-FM	KYOK-AM
10 KFMK-FM	KENR-AM	KYOK-AM	KIKK-FM

M-F, 6-10am

1 KRBE-FM	KRBE-FM	KRBE-FM	KRBE-FM
2 KMJQ-FM	KMJQ-FM	KMJQ-FM	KMJQ-FM
3 KILT-AM	KILT-AM	KILT-AM	KAUM-FM
4 KAUM-FM	KILT-FM	KAUM-FM	KILT-AM
5 KILT-FM	KAUM-FM	KILT-FM	KRLY-FM
6 KFMK-FM	KRLY-FM	KIKK-FM	KYOK-AM
7 KRLY-FM	KIKK-FM	KFMK-FM	KILT-FM
8 KLLOL-FM	KULF-AM	KNUZ-AM	KILT-FM
9 KIKK-FM	KFMK-FM	KULF-AM	KTRH-AM
10 KULF-AM	KLLOL-FM	KLLOL-FM	KULF-AM

M-F, 3-7pm

1 KMJQ-FM	KRBE-FM	KRBE-FM	KMJQ-FM
2 KRBE-FM	KMJQ-FM	KMJQ-FM	KRBE-FM
3 KILT-AM	KILT-AM	KILT-AM	KAUM-FM
4 KIKK-FM	KIKK-FM	KAUM-FM	KLLOL-FM
5 KAUM-FM	KILT-FM	KILT-FM	KILT-AM
6 KILT-FM	KAUM-FM	KULF-AM	KRLY-FM
7 KENR-AM	KFMK-FM	KRLY-FM	KULF-AM
8 KRLY-FM	KENR-AM	KPRC-AM	KILT-FM
9 KULF-AM	KRLY-FM	KYOK-AM	KIKK-FM
10 KYOK-AM	KYOK-AM	KENR-AM	KYOK-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 8657

A/M '78	O/N '78	J/F '79	A/M '79
1 KMJQ-FM	KMJQ-FM	KMJQ-FM	KMJQ-FM
2 KRBE-FM	KRBE-FM	KILT-FM	KRBE-FM
3 KILT-AM	KILT-AM	KRBE-FM	KILT-AM
4 KILT-AM	KILT-AM	KILT-AM	KYND-FM
5 KRLY-FM	KYND-FM	KIKK-FM	KLLOL-FM
6 KIKK-FM	KAUM-FM	KLLOL-FM	KRLY-FM
7 KAUM-FM	KRLY-FM	KAUM-FM	KEYH-AM
8 KULF-AM	KULF-AM	KYND-FM	KIKK-FM
9 KLLOL-FM	KLLOL-FM	KRLY-FM	KILT-AM
10 KYND-FM	KXYZ-AM	KRLY-FM	KAUM-FM

M-F, 6-10am

1 KILT-AM	KMJQ-FM	KILT-FM	KMJQ-FM
2 KRBE-FM	KILT-AM	KILT-AM	KRBE-FM
3 KILT-FM	KRBE-FM	KRBE-FM	KILT-AM
4 KMJQ-FM	KILT-FM	KMJQ-FM	KRBE-FM
5 KIKK-FM	KULF-AM	KIKK-FM	KIKK-FM
6 KENR-AM	KTRH-AM	KAUM-FM	KYND-FM
7 KAUM-FM	KPRC-AM	KLLOL-FM	KLLOL-FM
8 KULF-AM	KAUM-FM	KPRC-AM	KEYH-AM
9 KRLY-FM	KULF-AM	KYND-FM	KRLY-FM
10 KTRH-AM	KENR-AM	KULF-AM	KAUM-FM

M-F, 3-7pm

1 KMJQ-FM	KMJQ-FM	KMJQ-FM	KMJQ-FM
2 KRBE-FM	KILT-FM	KILT-FM	KRBE-FM
3 KRBE-FM	KILT-AM	KILT-AM	KLLOL-FM
4 KILT-FM	KRBE-FM	KRBE-FM	KILT-FM
5 KIKK-FM	KULF-AM	KIKK-FM	KYND-FM
6 KILT-AM	KAUM-FM	KLLOL-FM	KAUM-FM
7 KULF-AM	KRLY-FM	KAUM-FM	KEYH-AM
8 KAUM-FM	KYND-FM	KULF-AM	KIKK-FM
9 KLLOL-FM	KXYZ-AM	KYND-FM	KILT-AM
10 KYND-FM	KENR-AM	KODA-FM	KRLY-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 9903

A/M '78	O/N '78	J/F '79	A/M '79
1 KMJQ-FM	KMJQ-FM	KYND-FM	KMJQ-FM
2 KYND-FM	KYND-FM	KYND-FM	KYND-FM
3 KIKK-FM	KENR-AM	KIKK-FM	KIKK-FM
4 KULF-AM	KRBE-FM	KQUE-FM	KENR-AM
5 KILT-AM	KTRH-AM	KILT-AM	KEYH-AM
6 KRBE-FM	KILT-AM	KODA-FM	KQUE-FM
7 KPRC-AM	KPRC-AM	KILT-FM	KODA-FM
8 KTRH-AM	KODA-FM	KRBE-FM	KRBE-FM
9 KENR-AM	KULF-AM	KLLOL-FM	KILT-AM
10 KAUM-FM	KILT-FM	KTRH-AM	KTRH-AM

M-F, 6-10am

1 KILT-AM	KILT-AM	KIKK-FM	KILT-AM
2 KYND-FM	KMJQ-FM	KYND-FM	KMJQ-FM
3 KIKK-FM	KENR-AM	KILT-AM	KYND-FM
4 KENR-AM	KPRC-AM	KILT-AM	KTRH-AM
5 KMJQ-FM	KYND-FM	KTRH-AM	KIKK-FM
6 KULF-AM	KTRH-AM	KQUE-FM	KILT-FM
7 KPRC-AM	KRBE-FM	KPRC-AM	KRBE-FM
8 KTRH-AM	KILT-FM	KMJQ-FM	KENR-AM
9 KRBE-FM	KIKK-FM	KRBE-FM	KQUE-FM
10 KQUE-FM	KODA-FM	KAUM-FM	KPRC-AM

"THE WHO PRESENT QUADROPHENIA" THE 1979 RECORDING



It was a time of excitement and violence. Mods and rockers. And music. On this new 2 record set, The Who create the sounds of the times in all their intensity.

Included are all The Who songs, plus three entirely new songs for the film, "Get Out, Stay Out," "Four Faces" and "Joker James," and classics by the Ronettes, the Chiffons and James Brown.

**"Quadrophenia" by
The Who. The Original Sound-
track featuring the single "5:15."
Only on Polydor Records
and Tapes.**

MUSIC FROM THE SOUNDTRACK OF THE WHO FILM

QUADROPHENIA



Polydor POLYDOR INCORPORATED
A POLYGRAM COMPANY

Write or call your local Polygram Distribution office for displays or other promotion items.

World Radio History

Houston-Galveston

Continued

M-F, 3-7pm

1	KIKK-FM	KHJQ-FM	KYND-FM	KHJQ-FM
2	KULF-AM	KENR-AM	KIKK-FM	KYND-FM
3	KHJQ-FM	KYND-FM	KHJQ-FM	KIKK-FM
4	KYND-FM	KPRC-AM	KQUE-FM	KENR-AM
5	KPRC-AM	KRBE-FM	KODA-FM	KODA-FM
6	KTRH-AM	KULF-AM	KODA-FM	KILT-AM
7	KRBE-FM	KILT-AM	KENR-AM	KTRH-AM
8	KILT-AM	KIKK-FM	KILT-FM	KRBE-FM
9	KENR-AM	KODA-FM	KPRC-AM	KEYH-AM
10	KILT-FM	KILT-FM	KRBE-FM	KQUE-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 21984

AM '78	ON '78	JF '78	AM '78
1	KILT-AM 4448	KRBE-FM 5057	KRBE-FM 4344
2	KRBE-FM 4123	KILT-AM 4327	KILT-AM 4169
3	KYND-FM 3459	KTRH-AM 3560	KTRH-AM 3556
4	KTRH-AM 3272	KHJQ-FM 3542	KYND-FM 3385
5	KHJQ-FM 3168	KYND-FM 3339	KHJQ-FM 3271
6	KPRC-AM 2965	KPRC-AM 2869	KILT-FM 3009
7	KILT-FM 2660	KILT-FM 2334	KPRC-AM 2772
8	KIKK-FM 2315	KAUM-FM 2041	KAUM-FM 2697
9	KAUM-FM 2169	KENR-AM 1839	KIKK-FM 2229
10	KULF-AM 2151	KODA-FM 1830	KULF-AM 2027

M-F, 9-10am

1	KILT-AM	KRBE-FM	KILT-AM	KTRH-AM
2	KRBE-FM	KILT-AM	KRBE-FM	KILT-AM
3	KTRH-AM	KTRH-AM	KTRH-AM	KRBE-FM
4	KHJQ-FM	KHJQ-FM	KHJQ-FM	KHJQ-FM
5	KYND-FM	KYND-FM	KPRC-AM	KPRC-AM
6	KPRC-AM	KPRC-AM	KILT-FM	KYND-FM
7	KILT-FM	KILT-FM	KYND-FM	KILT-FM
8	KENR-AM	KENR-AM	KAUM-FM	KIKK-FM
9	KULF-AM	KULF-AM	KIKK-FM	KAUM-FM
10	KIKK-FM	KAUM-FM	KULF-AM	KENR-AM

M-F, 3-7pm

1	KRBE-FM	KRBE-FM	KRBE-FM	KRBE-FM
2	KHJQ-FM	KHJQ-FM	KHJQ-FM	KHJQ-FM
3	KILT-AM	KILT-AM	KILT-AM	KYND-FM
4	KYND-FM	KYND-FM	KILT-AM	KILT-AM
5	KIKK-FM	KPRC-AM	KPRC-AM	KAUM-FM
6	KTRH-AM	KILT-FM	KIKK-FM	KIKK-FM
7	KPRC-AM	KTRH-AM	KAUM-FM	KPRC-AM
8	KULF-AM	KENR-AM	KIKK-FM	KTRH-AM
9	KILT-FM	KULF-AM	KTRH-AM	KULF-AM
10	KAUM-FM	KAUM-FM	KILT-FM	KILT-FM

Teens
M-S, 6am-Midnight
POP(00): 3091

AM '78	ON '78	JF '78	AM '78
1	KRBE-FM	KRBE-FM	KRBE-FM
2	KILT-AM	KILT-AM	KAUM-FM
3	KHJQ-FM	KRLY-FM	KAUM-FM
4	KILT-FM	KHJQ-FM	KHJQ-FM
5	KAUM-FM	KAUM-FM	KILT-FM
6	KRLY-FM	KILT-FM	KULF-AM
7	KIKK-FM	KIKK-FM	KRLY-FM
8	KYOK-AM	KULF-AM	KIKK-FM
9	KULF-AM	KENR-AM	KLLOL-FM
10	KENR-AM	KYOK-AM	KYND-FM

M-F, 9-10am

1	KRBE-FM	KRBE-FM	KRBE-FM	KRBE-FM
2	KHJQ-FM	KILT-AM	KHJQ-FM	KHJQ-FM
3	KILT-AM	KHJQ-FM	KHJQ-FM	KAUM-FM
4	KAUM-FM	KAUM-FM	KAUM-FM	KILT-AM
5	KILT-FM	KILT-FM	KILT-FM	KRLY-FM
6	KRLY-FM	KULF-AM	KIKK-FM	KULF-AM
7	KULF-AM	KRLY-FM	KULF-AM	KILT-FM
8	KXYZ-AM	KYOK-AM	KLLOL-FM	KLLOL-FM
9	KLLOL-FM	KIKK-FM	KRLY-FM	KYOK-AM
10	KCOH-AM	KCOH-AM	KFKH-FM	KIKK-FM

M-F, 3-7pm

1	KRBE-FM	KRBE-FM	KRBE-FM	KRBE-FM
2	KHJQ-FM	KILT-AM	KILT-AM	KAUM-FM
3	KILT-AM	KHJQ-FM	KHJQ-FM	KHJQ-FM
4	KAUM-FM	KILT-FM	KAUM-FM	KILT-AM
5	KILT-FM	KIKK-FM	KILT-FM	KLLOL-FM
6	KENR-AM	KAUM-FM	KULF-AM	KULF-AM
7	KRLY-FM	KRLY-FM	KIKK-FM	KRLY-FM
8	KULF-AM	KULF-AM	KRLY-FM	KIKK-FM
9	KIKK-FM	KENR-AM	KYOK-AM	KILT-FM
10	KYOK-AM	KYOK-AM	KLLOL-FM	KYOK-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 8657

AM '78	ON '78	JF '78	AM '78
1	KILT-AM	KILT-AM	KRBE-FM
2	KRBE-FM	KRBE-FM	KILT-AM
3	KILT-FM	KHJQ-FM	KHJQ-FM
4	KHJQ-FM	KILT-FM	KHJQ-FM
5	KAUM-FM	KAUM-FM	KILT-FM
6	KRLY-FM	KLLOL-FM	KIKK-FM
7	KIKK-FM	KULF-AM	KAUM-FM
8	KULF-AM	KTRH-AM	KIKK-FM
9	KYND-FM	KYND-FM	KRLY-FM
10	KLLOL-FM	KRLY-FM	KYND-FM

M-F, 9-10am

1	KILT-AM	KILT-AM	KILT-AM
2	KHJQ-FM	KHJQ-FM	KILT-FM
3	KRBE-FM	KRBE-FM	KHJQ-FM
4	KILT-FM	KILT-FM	KRBE-FM
5	KULF-AM	KULF-AM	KAUM-FM
6	KIKK-FM	KAUM-FM	KLLOL-FM
7	KAUM-FM	KYND-FM	KULF-AM
8	KENR-AM	KLLOL-FM	KIKK-FM
9	KRLY-FM	KTRH-AM	KENR-AM
10	KXYZ-AM	KIKK-FM	KPRC-AM

M-F, 3-7pm

1	KRBE-FM	KHJQ-FM	KHJQ-FM	KHJQ-FM
2	KILT-AM	KILT-AM	KILT-AM	KRBE-FM
3	KHJQ-FM	KILT-FM	KILT-FM	KILT-FM
4	KILT-FM	KRBE-FM	KRBE-FM	KLLOL-FM
5	KIKK-FM	KULF-AM	KLLOL-FM	KAUM-FM
6	KRLY-FM	KAUM-FM	KAUM-FM	KILT-AM
7	KAUM-FM	KLLOL-FM	KIKK-FM	KIKK-FM
8	KULF-AM	KXYZ-AM	KULF-AM	KULF-AM
9	KLLOL-FM	KRLY-FM	KENR-AM	KRLY-FM
10	KENR-AM	KYND-FM	KRLY-FM	KYND-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 9903

AM '78	ON '78	JF '78	AM '78
1	KILT-AM	KILT-AM	KILT-AM
2	KYND-FM	KTRH-AM	KYND-FM
3	KULF-AM	KHJQ-FM	KIKK-FM
4	KIKK-FM	KYND-FM	KHJQ-FM
5	KRBE-FM	KRBE-FM	KRBE-FM
6	KHJQ-FM	KPRC-AM	KTRH-AM
7	KPRC-AM	KULF-AM	KILT-FM
8	KTRH-AM	KODA-FM	KAUM-FM
9	KAUM-FM	KILT-FM	KPRC-AM
10	KENR-AM	KENR-AM	KULF-AM

M-F, 9-10am

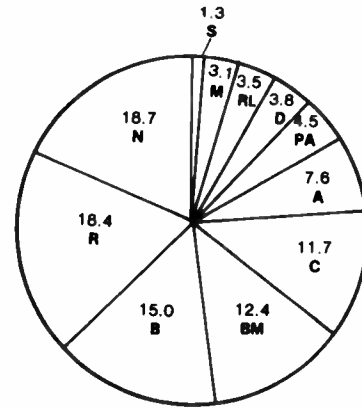
1	KILT-AM	KILT-AM	KILT-AM
2	KULF-AM	KTRH-AM	KYND-FM
3	KYND-FM	KHJQ-FM	KYND-FM
4	KIKK-FM	KPRC-AM	KHJQ-FM
5	KHJQ-FM	KYND-FM	KHJQ-FM
6	KPRC-AM	KRBE-FM	KPRC-AM
7	KTRH-AM	KULF-AM	KILT-FM
8	KENR-AM	KENR-AM	KULF-AM
9	KRBE-FM	KILT-FM	KRBE-FM
10	KQUE-FM	KIKK-FM	KENR-AM

M-F, 3-7pm

1	KULF-AM	KHJQ-FM	KIKK-FM	KHJQ-FM
2	KIKK-FM	KILT-AM	KYND-FM	KYND-FM
3	KHJQ-FM	KYND-FM	KHJQ-FM	KIKK-FM
4	KILT-AM	KPRC-AM	KILT-AM	KRBE-FM
5	KYND-FM	KRBE-FM	KPRC-AM	KILT-AM
6	KRBE-FM	KULF-AM	KENR-AM	KTRH-AM
7	KPRC-AM	KENR-AM	KTRH-AM	KENR-AM
8	KTRH-AM	KTRH-AM	KTRH-AM	KULF-AM
9	KENR-AM	KIKK-FM	KILT-FM	KILT-FM
10	KAUM-FM	KILT-FM	KAUM-FM	KPRC-AM

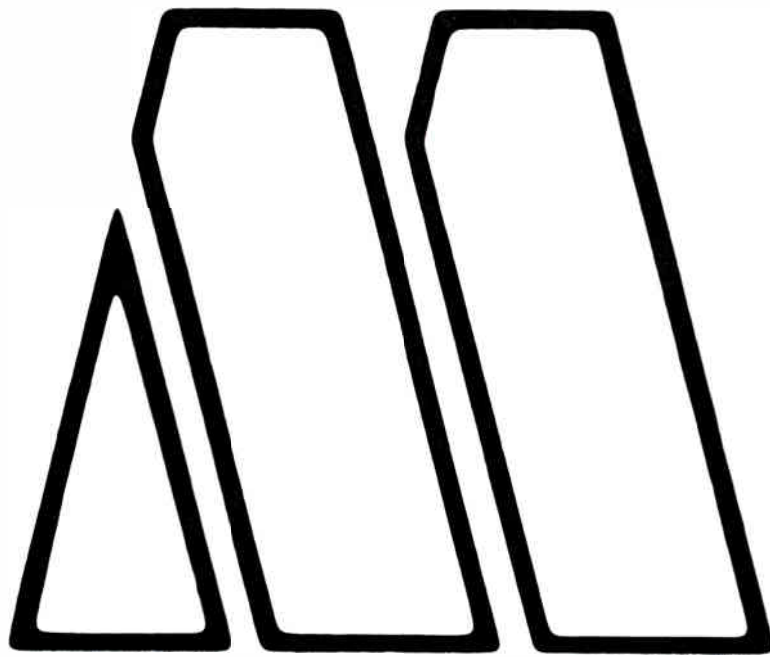
Format Penetration Chart

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.



Motown

A welcome addition to any format.

Huntington-Ashland

METRO RANK



Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 2437

A/M '78	O/N '78	A/M '79			
1 WKEE-AF	25.3	WKEE-AF	25.2	WKEE-AF	19.7
2 WGNT-AM	14.4	WGNT-AM	16.9	WGNT-AM	16.8
3 WHEZ-FM	12.7	WTCR-AM	14.4	WTCR-AM	15.9
4 WTCR-AM	11.9	WAMX-FM	13.6	WAMX-FM	13.5
5 WAMX-FM	11.9	WHEZ-FM	10.5	WHEZ-FM	11.5
6 WWHY-AM	5.6	WIFQ-AM	3.9	WIKO-AM	4.7
7 WWHY-AM	3.4	WEMM-FM	3.6	WNST-AM	3.8
8 WNST-AM	3.2	WCMI-AM	2.5	WEMM-FM	2.6
9 WIKO-AM	2.9	WNST-AM	2.2	WPAY-AF	1.8
10 WPAY-AF	2.7	WCAK-FM	1.4	WCMI-AM	1.5
11 WCMI-AM	1.2	WITO-FM	1.1	WITO-FM	1.5
12 WCAK-FM	0.7	WQRE-FM	0.8	WQRE-FM	1.2
13		WFAY-AF	0.6	WQRE-FM	0.9
14				WCAK-FM	0.6
15				WVAF-FM	0.6

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2437

A/M '78	O/N '78	A/M '79			
1 WKEE-AF	104	WKEE-AF	91	WKEE-AF	67
2 WGNT-AM	59	WGNT-AM	61	WGNT-AM	57
3 WHEZ-FM	52	WTCR-AM	52	WTCR-AM	54
4 WTCR-AM	49	WAMX-FM	49	WAMX-FM	46
5 WAMX-FM	49	WHEZ-FM	38	WHEZ-FM	39

M-F, 6-10am

1 WGNT-AM	WGNT-AM	WGNT-AM
2 WKEE-AF	WKEE-AF	WKEE-AF
3 WAMX-FM	WHEZ-FM	WAMX-FM
4 WHEZ-FM	WAMX-FM	WTCR-AM
5 WTCR-AM	WTCR-AM	WHEZ-FM

M-F, 3-7pm

1 WKEE-AF	WKEE-AF	WKEE-AF
2 WAMX-FM	WAMX-FM	WTCR-AM
3 WHEZ-FM	WGNT-AM	WAMX-FM
4 WGNT-AM	WTCR-AM	WHEZ-FM
5 WTCR-AM	WHEZ-FM	WGNT-AM

Teens
M-S, 6am-Midnight
POP(00): 315

A/M '78	O/N '78	A/M '79
1 WAMX-FM	WKEE-AF	WKEE-AF
2 WKEE-AF	WAMX-FM	WAMX-FM
3 WGNT-AM	WGNT-AM	WGNT-AM
4 WTCR-AM	WIKO-AM	WTCR-AM
5 WHEZ-FM	WCMI-AM	WVAF-FM

M-F, 6-10am

1 WAMX-FM	WKEE-AF	WKEE-AF
2 WKEE-AF	WAMX-FM	WAMX-FM
3 WGNT-AM	WGNT-AM	WGNT-AM
4 WTCR-AM	WIKO-AM	WTCR-AM
5 WCAK-FM	WCMI-AM	WVAF-FM

M-F, 3-7pm

1 WAMX-FM	WKEE-AF	WKEE-AF
2 WKEE-AF	WAMX-FM	WAMX-FM
3 WTCR-AM	WCMI-AM	WGNT-AM
4 WHEZ-FM	WIKO-AM	WVAF-FM
5 WGNT-AM	WCAK-FM	WCMI-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 816

A/M '78	O/N '78	A/M '79
1 WKEE-AF	WKEE-AF	WKEE-AF
2 WTCR-AM	WAMX-FM	WAMX-FM
3 WAMX-FM	WTCR-AM	WTCR-AM
4 WNST-AM	WGNT-AM	WGNT-AM
5 WGNT-AM	WHEZ-FM	WHEZ-FM

M-F, 6-10am

1 WKEE-AF	WKEE-AF	WKEE-AF
2 WGNT-AM	WGNT-AM	WAMX-FM
3 WAMX-FM	WAMX-FM	WGNT-AM
4 WTCR-AM	WTCR-AM	WTCR-AM
5 WNST-AM	WHEZ-FM	WIKO-AM

M-F, 3-7pm

1 WKEE-AF	WKEE-AF	WKEE-AF
2 WTCR-AM	WAMX-FM	WAMX-FM
3 WAMX-FM	WTCR-AM	WTCR-AM
4 WHEZ-FM	WGNT-AM	WGNT-AM
5 WNST-AM	WHEZ-FM	WHEZ-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 981

A/M '78	O/N '78	A/M '79
1 WKEE-AF	WTCR-AM	WTCR-AM
2 WTCR-AM	WKEE-AF	WGNT-AM
3 WHEZ-FM	WGNT-AM	WKEE-AF
4 WGNT-AM	WHEZ-FM	WAMX-FM
5 WAMX-FM	WAMX-FM	WHEZ-FM

M-F, 6-10am

1 WGNT-AM	WGNT-AM	WGNT-AM
2 WKEE-AF	WKEE-AF	WTCR-AM
3 WTCR-AM	WTCR-AM	WKEE-AF
4 WHEZ-FM	WHEZ-FM	WAMX-FM
5 WAMX-FM	WAMX-FM	WIKO-AM

M-F, 3-7pm

1 WKEE-AF	WTCR-AM	WTCR-AM
2 WHEZ-FM	WKEE-AF	WKEE-AF
3 WTCR-AM	WGNT-AM	WGNT-AM
4 WGNT-AM	WHEZ-FM	WAMX-FM
5 WAMX-FM	WAMX-FM	WHEZ-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2437

A/M '78	O/N '78	A/M '79			
1 WKEE-AF	773	WKEE-AF	1133	WKEE-AF	748
2 WGNT-AM	874	WGNT-AM	897	WGNT-AM	720
3 WAMX-FM	646	WAMX-FM	483	WAMX-FM	692
4 WTCR-AM	552	WTCR-AM	553	WTCR-AM	520
5 WHEZ-FM	444	WHEZ-FM	436	WHEZ-FM	469

M-F, 6-10am

1 WKEE-AF	WKEE-AF	WGNT-AM
2 WGNT-AM	WGNT-AM	WKEE-AF
3 WAMX-FM	WAMX-FM	WAMX-FM
4 WTCR-AM	WTCR-AM	WTCR-AM
5 WHEZ-FM	WHEZ-FM	WHEZ-FM

M-F, 3-7pm

1 WKEE-AF	WKEE-AF	WKEE-AF
2 WAMX-FM	WAMX-FM	WKEE-AF
3 WGNT-AM	WGNT-AM	WGNT-AM
4 WTCR-AM	WTCR-AM	WAMX-FM
5 WHEZ-FM	WHEZ-FM	WTCR-AM

Teens
M-S, 6am-Midnight
POP(00): 315

A/M '78	O/N '78	A/M '79
1 WAMX-FM	WKEE-AF	WKEE-AF
2 WKEE-AF	WAMX-FM	WAMX-FM
3 WGNT-AM	WGNT-AM	WGNT-AM
4 WCMI-AM	WCMI-AM	WCMI-AM
5 WTCR-AM	WHEZ-FM	WTCR-AM

M-F, 6-10am

1 WAMX-FM	WKEE-AF	WKEE-AF
2 WKEE-AF	WAMX-FM	WAMX-FM
3 WGNT-AM	WGNT-AM	WGNT-AM
4 WTCR-AM	WIKO-AM	WTCR-AM
5 WCAK-FM	WCMI-AM	WVAF-FM

M-F, 3-7pm

1 WAMX-FM	WKEE-AF	WKEE-AF
2 WKEE-AF	WAMX-FM	WAMX-FM
3 WTCR-AM	WGNT-AM	WAMX-FM
4 WGNT-AM	WCMI-AM	WVAF-FM
5 WHEZ-FM	WIKO-AM	WTCR-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 816

A/M '78	O/N '78	A/M '79
1 WKEE-AF	WKEE-AF	WKEE-AF
2 WAMX-FM	WAMX-FM	WAMX-FM
3 WGNT-AM	WGNT-AM	WGNT-AM
4 WTCR-AM	WTCR-AM	WTCR-AM
5 WIKO-AM	WHEZ-FM	WCMT-AM

M-F, 6-10am

1 WKEE-AF	WKEE-AF	WKEE-AF
2 WGNT-AM	WAMX-FM	WAMX-FM
3 WAMX-FM	WGNT-AM	WGNT-AM
4 WTCR-AM	WTCR-AM	WTCR-AM
5 WNST-AM	WHEZ-FM	WHEZ-FM

M-F, 3-7pm

1 WKEE-AF	WKEE-AF	WKEE-AF
2 WTCR-AM	WAMX-FM	WAMX-FM
3 WAMX-FM	WGNT-AM	WGNT-AM
4 WGNT-AM	WTCR-AM	WTCR-AM
5 WWHY-AM	WCMI-AM	WHEZ-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 981

A/M '78	O/N '78	A/M '79
1 WKEE-AF	WKEE-AF	WKEE-AF
2 WGNT-AM	WGNT-AM	WGNT-AM
3 WTCR-AM	WTCR-AM	WTCR-AM
4 WHEZ-FM	WHEZ-FM	WAMX-FM
5 WAMX-FM	WAMX-FM	WHEZ-FM

M-F, 6-10am

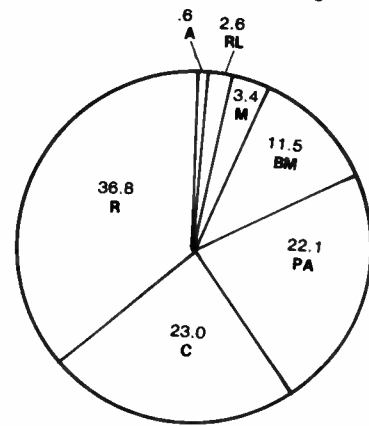
1 WGNT-AM	WGNT-AM	WGNT-AM
2 WKEE-AF	WTCR-AM	WTCR-AM
3 WTCR-AM	WKEE-AF	WKEE-AF
4 WHEZ-FM	WAMX-FM	WHEZ-FM
5 WAMX-FM	WHEZ-FM	WAMX-FM

M-F, 3-7pm

1 WKEE-AF	WKEE-AF	WTCR-AM
2 WTCR-AM	WGNT-AM	WKEE-AF
3 WHEZ-FM	WTCR-AM	WGNT-AM
4 WGNT-AM	WAMX-FM	WHEZ-FM
5 WAMX-FM	WHEZ-FM	WAMX-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.

YOU CAN ORDER MORE COPIES OF

RATINGS REPORT

only \$12.50 each

SEE ORDER FORM IN BACK OF BOOK

Huntsville, AL

METRO RANK

116

Average Persons 12+ Share Trends

M-S, 6am-Midnight
POP(00): 2359

	A/M '77	A/M '78	A/M '79			
1	WAAY-AM	15.9	WAAY-AM	15.6	WAAY-AM	16.0
2	WBHP-AM	14.3	WBHP-AM	13.1	WBHP-AM	12.1
3	WUOV-AM	9.5	WQEN-FM	8.4	WZYP-FM	10.0
4	WRSB-FM	7.6	WUOV-AM	7.5	WQEN-FM	7.8
5	WJMW-AM	7.3	WRSB-FM	7.2	WFIX-AM	6.0
6	WEUP-AM	7.0	WJMW-AM	6.5	WRSB-FM	5.7
7	WQEN-FM	5.8	WTWX-FM	5.0	WAHR-FM	4.6
8	WAHR-FM	4.3	WEUP-AM	3.7	WEUP-AM	4.3
9	WFIX-AM	3.7	WFIX-AM	3.4	WUOV-AM	4.3
10	WGSU-FM	3.7	WNSA-FM	3.1	WJMW-AM	3.6
11	WNSA-FM	3.0	WAHR-FM	3.1	WUOV-AM	3.6
12	WTWX-FM	2.7	WRAR-AM	3.1	WQSB-FM	2.5
13	WUOV-AM	2.7	WGSU-FM	1.6	WTWX-FM	1.8
14	WJDF-FM	2.4	WKAC-AM	1.6	WQLT-FM	1.8
15	WRAB-AM	1.2	WAAX-AM	1.2	WRAR-AM	1.4
16	WAAX-AM	1.2	WLSU-FM	0.9	WGSU-AM	1.4
17	WQSB-FM	1.2	WQLT-FM	0.9	WKAC-AM	1.1
18	WBSA-AM	0.9	WSM-AM	0.9	WSM-AM	0.7
19			WQSB-FM	0.6	WLSU-AM	0.7
20					WDRM-FM	0.7

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2359

	A/M '77	A/M '78	A/M '79			
1	WAAY-AM	52	WAAY-AM	50	WAAY-AM	45
2	WBHP-AM	47	WBHP-AM	42	WBHP-AM	34
3	WUOV-AM	31	WQEN-FM	27	WZYP-FM	28
4	WRSB-FM	25	WUOV-AM	24	WQEN-FM	22
5	WJMW-AM	24	WRSB-FM	23	WFIX-AM	17

M-F, 6-10am

1	WAAY-AM	WAAY-AM	WAAY-AM
2	WBHP-AM	WBHP-AM	WBHP-AM
3	WJMW-AM	WJMW-AM	WZYP-FM
4	WUOV-AM	WQEN-FM	WFIX-AM
5	WRSB-FM	WFIX-AM	WRSB-FM

M-F, 3-7pm

1	WAAY-AM	WAAY-AM	WAAY-AM
2	WBHP-AM	WBHP-AM	WZYP-FM
3	WUOV-AM	WUOV-AM	WQEN-FM
4	WRSB-FM	WRSB-FM	WQEN-FM
5	WQEN-FM	WQEN-FM	WFIX-AM

Teens
M-S, 6am-Midnight
POP(00): 340

	A/M '77	A/M '78	A/M '79
1	WAAY-AM	WAAY-AM	WQEN-FM
2	WUOV-AM	WQEN-FM	WAAY-AM
3	WQEN-FM	WUOV-AM	WZYP-FM
4	WEUP-AM	WRSB-FM	WAHR-FM
5	WAHR-FM	WNSA-FM	WQLT-FM

M-F, 6-10am

1	WAAY-AM	WAAY-AM	WAAY-AM
2	WUOV-AM	WQEN-FM	WQEN-FM
3	WQEN-FM	WUOV-AM	WZYP-FM
4	WBHP-AM	WAHR-FM	WAHR-FM
5	WEUP-AM	WRSB-FM	WBHP-AM

M-F, 3-7pm

1	WAAY-AM	WAAY-AM	WQEN-FM
2	WUOV-AM	WQEN-FM	WAAY-AM
3	WQEN-FM	WUOV-AM	WZYP-FM
4	WEUP-AM	WNSA-FM	WQSB-FM
5	WAHR-FM	WRSB-FM	WDRM-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 920

	A/M '77	A/M '78	A/M '79
1	WAAY-AM	WAAY-AM	WAAY-AM
2	WUOV-AM	WUOV-AM	WZYP-FM
3	WBHP-AM	WQEN-FM	WBHP-AM
4	WQEN-FM	WBHP-AM	WAHR-FM
5	WAHR-FM	WTWX-FM	WUOV-AM

M-F, 6-10am

1	WAAY-AM	WAAY-AM	WAAY-AM
2	WBHP-AM	WQEN-FM	WZYP-FM
3	WUOV-AM	WTWX-FM	WBHP-AM
4	WQEN-FM	WBHP-AM	WUOV-AM
5	WEUP-AM	WUOV-AM	WAHR-FM

M-F, 3-7pm

1	WUOV-AM	WAAY-AM	WAAY-AM
2	WAAY-AM	WBHP-AM	WZYP-FM
3	WBHP-AM	WUOV-AM	WAHR-FM
4	WQEN-FM	WTWX-FM	WBHP-AM
5	WAHR-FM	WAHR-FM	WEUP-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1073

	A/M '77	A/M '78	A/M '79
1	WBHP-AM	WAAY-AM	WAAY-AM
2	WAAY-AM	WBHP-AM	WBHP-AM
3	WRSB-FM	WRSB-FM	WZYP-FM
4	WUOV-AM	WJMW-AM	WFIX-AM
5	WEUP-AM	WTWX-FM	WUOV-AM

M-F, 6-10am

1	WBHP-AM	WAAY-AM	WAAY-AM
2	WAAY-AM	WBHP-AM	WBHP-AM
3	WRSB-FM	WJMW-AM	WZYP-FM
4	WEUP-AM	WTWX-FM	WFIX-AM
5	WFIX-AM	WFIX-AM	WUOV-AM

M-F, 3-7pm

1	WBHP-AM	WAAY-AM	WAAY-AM
2	WRSB-FM	WBHP-AM	WBHP-AM
3	WAAY-AM	WTWX-FM	WFIX-AM
4	WFIX-AM	WRSB-FM	WZYP-FM
5	WUOV-AM	WJMW-AM	WUOV-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2359

	A/M '77	A/M '78	A/M '79			
1	WAAY-AM	758	WAAY-AM	811	WAAY-AM	797
2	WBHP-AM	567	WBHP-AM	568	WBHP-AM	544
3	WUOV-AM	492	WUOV-AM	439	WZYP-FM	453
4	WRSB-FM	317	WRSB-FM	377	WFIX-AM	301
5	WFIX-AM	302	WFIX-AM	290	WEUP-AM	153

M-F, 6-10am

1	WAAY-AM	WAAY-AM	WAAY-AM
2	WBHP-AM	WBHP-AM	WBHP-AM
3	WUOV-AM	WUOV-AM	WZYP-FM
4	WJMW-AM	WFIX-AM	WFIX-AM
5	WFIX-AM	WRSB-FM	WEUP-AM

M-F, 3-7pm

1	WAAY-AM	WAAY-AM	WAAY-AM
2	WUOV-AM	WBHP-AM	WBHP-AM
3	WBHP-AM	WUOV-AM	WZYP-FM
4	WFIX-AM	WRSB-FM	WQEN-FM
5	WEUP-AM	WQEN-FM	WAHR-FM

Teens
M-S, 6am-Midnight
POP(00): 340

	A/M '77	A/M '78	A/M '79
1	WAAY-AM	WAAY-AM	WAAY-AM
2	WUOV-AM	WUOV-AM	WZYP-FM
3	WQEN-FM	WQEN-FM	WQEN-FM
4	WEUP-AM	WAHR-FM	WQLT-FM
5	WAHR-FM	WRSB-FM	WAHR-FM

M-F, 6-10am

1	WAAY-AM	WAAY-AM	WAAY-AM
2	WUOV-AM	WUOV-AM	WQEN-FM
3	WQEN-FM	WQEN-FM	WZYP-FM
4	WEUP-AM	WAHR-FM	WAHR-FM
5	WBHP-AM	WRSB-FM	WQSB-FM

M-F, 3-7pm

1	WAAY-AM	WAAY-AM	WAAY-AM
2	WUOV-AM	WUOV-AM	WQEN-FM
3	WEUP-AM	WQEN-FM	WZYP-FM
4	WQEN-FM	WNSA-FM	WQLT-FM
5	WAHR-FM	WQLT-FM	WQSB-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 920

	A/M '77	A/M '78	A/M '79
1	WAAY-AM	WAAY-AM	WAAY-AM
2	WUOV-AM	WUOV-AM	WZYP-FM
3	WBHP-AM	WBHP-AM	WBHP-AM
4	WQEN-FM	WQEN-FM	WAHR-FM
5	WAHR-FM	WAHR-FM	WEUP-AM

M-F, 6-10am

1	WAAY-AM	WAAY-AM	WAAY-AM
2	WUOV-AM	WBHP-AM	WZYP-FM
3	WBHP-AM	WUOV-AM	WBHP-AM
4	WQEN-FM	WQEN-FM	WAHR-FM
5	WEUP-AM	WAHR-FM	WEUP-AM

M-F, 3-7pm

1	WAAY-AM	WAAY-AM	WAAY-AM
2	WUOV-AM	WBHP-AM	WZYP-FM
3	WBHP-AM	WUOV-AM	WBHP-AM
4	WQEN-FM	WQEN-FM	WAHR-FM
5	WAHR-FM	WTWX-FM	WQEN-FM

Adults 25-49 M-S, 6am-Midnight POP(00): 1073

	A/M '77	A/M '78	A/M '79
1	WBHP-AM	WAAY-AM	WAAY-AM
2	WAAY-AM	WBHP-AM	WBHP-AM
3	WRSB-FM	WRSB-FM	WZYP-FM
4	WFIX-AM	WFIX-AM	WFIX-AM
5	WUOV-AM	WNSA-FM	WEUP-AM

M-F, 6-10am

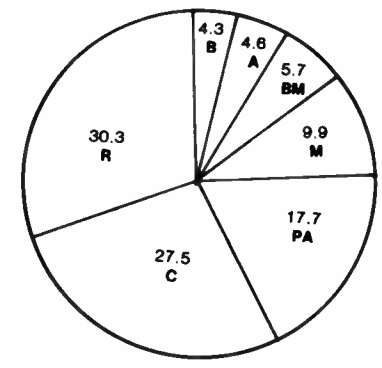
1	WAAY-AM	WAAY-AM	WAAY-AM
2	WBHP-AM	WBHP-AM	WBHP-AM
3	WUOV-AM	WFIX-AM	WZYP-FM
4	WFIX-AM	WRSB-FM	WFIX-AM
5	WRSB-FM	WUOV-AM	WEUP-AM

M-F, 3-7pm

1	WBHP-AM	WAAY-AM	WAAY-AM
2	WAAY-AM	WBHP-AM	WBHP-AM
3	WRSB-FM	WRSB-FM	WZYP-FM
4	WFIX-AM	WFIX-AM	WFIX-AM
5	WUOV-AM	WTWX-FM	WQEN-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.

Indianapolis

METRO RANK

33

A/M '79 Market Overview

The new wave of Arbitron surveys, Extended Measurement, was begun in Indianapolis this past Spring. Thus, rather than a four-week survey as in the past, Indianapolis radio was measured for 12 weeks, from March through May. Interestingly, although the survey lasted for three months the weekly sample was actually *smaller* during the Extended Measurement survey than during the regular four-week sweeps. Last Fall, for example, the average in-tab for the four-week survey in Indy was 294, while there was an average weekly in-tab during Extended Measurement of only 177 diaries. No great ratings shakeup as a result of the longer sweep. P/A station WIBC is still atop the overall market, although declining gradually in every major daypart. WIBC carried the History of Rock & Roll special, plus advertised on TV and in the paper.

Mid-America's Beautiful Music property WXTZ had a stable book and continues to be #2 12+ in the metro. No on-air promotions which would clash with Schulke format, but there was an outside ad campaign which used TV. The biggest corner in this report for Indianapolis is WIRE, the other Mid-America entity in the market. WIRE is Country-formatted and rebounded to its best book since O/N '76. WIRE concentrated on programming changes rather than outside promotion to generate improved ratings. Station played more of the modern country sound, eliminated a lot of oldies, concentrated on music from the last four years. WIRE also went more into information for its listeners, with frequent mobile traffic reports and a substantial weather information commitment. On-air, it used a massive \$1,000,000 Cash Grab promotion to get listeners to tune in at specific times during the day. Outside ad campaign budget was lower for this survey, but WIRE did use TV and billboards. WIRE scores well in key 25-49 demos.

Black-formatted WTLC gained its best numbers in two years. WTLC improved especially among its male listeners, with the PM drive daypart showing the most sizeable boost.

Finally, we can't conclude the Indianapolis story without touching on the AOR success story there, WFBQ. Using the Burkhardt/Abrams "Superstars" format (and having no format competitor) WFBQ scored an advance of more than two shares. WFBQ owns men 18-34 in the Indy area, with a 24 share in this vital demo. Outside advertising relied mainly on extensive billboard campaign.

Food for thought. Heffel's new Dancemusic station WIKS may be the corner for the Fall '79 Extended Measurement sweep in Indy. Station plans to use campaign similar to effort for WXKS in Boston, which worked beautifully.

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 9325

AM '78	ON '78	AM '79
1 WIBC-AM 257	WIBC-AM 258	WIBC-AM 247
2 WXTZ-FM 195	WXTZ-FM 182	WXTZ-FM 191
3 WNAP-FM 132	WNAP-FM 123	WIRE-AM 168
4 WIRE-AM 128	WIRE-AM 100	WNAP-FM 124
5 WFMS-FM 125	WTLC-FM 96	WTLC-FM 124

M-F, 6-10am

1 WIBC-AM	WIBC-AM	WIBC-AM
2 WIRE-AM	WXTZ-FM	WIRE-AM
3 WXTZ-FM	WNAP-FM	WXTZ-FM
4 WFMS-FM	WIRE-AM	WNAP-FM
5 WNAP-FM	WIRE-AM	WTLC-FM

M-F, 3-7pm

1 WIBC-AM	WIBC-AM	WIBC-AM
2 WXTZ-FM	WXTZ-FM	WXTZ-FM
3 WNAP-FM	WNAP-FM	WIRE-AM
4 WFMS-FM	WTLC-FM	WFBQ-FM
5 WTLC-FM	WIRE-AM	WTLC-FM

Teens
M-S, 6am-Midnight
POP(00): 1350

AM '78	ON '78	AM '79
1 WNDE-AM	WNDE-AM	WNDE-AM
2 WNAP-FM	WIFE-AM	WTLC-FM
3 WTLC-FM	WTLC-FM	WIFE-AM
4 WIFE-AM	WNAP-FM	WNAP-FM
5 WFBQ-FM	WFBQ-FM	WFBQ-FM

M-F, 6-10am

1 WNDE-AM	WNDE-AM	WNDE-AM
2 WNAP-FM	WIFE-AM	WNAP-FM
3 WTLC-FM	WNAP-FM	WTLC-FM
4 WIFE-AM	WTLC-FM	WIFE-AM
5 WIBC-AM	WIBC-AM	WFBQ-FM

M-F, 3-7pm

1 WNDE-AM	WIFE-AM	WNDE-AM
2 WTLC-FM	WNDE-AM	WTLC-FM
3 WIFE-AM	WTLC-FM	WIFE-AM
4 WNAP-FM	WNAP-FM	WNAP-FM
5 WFBQ-FM	WFBQ-FM	WFBQ-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3348

AM '78	ON '78	AM '79
1 WNAP-FM	WNAP-FM	WFBQ-FM
2 WIBC-AM	WIBC-AM	WNAP-FM
3 WFBQ-FM	WFBQ-FM	WIBC-AM
4 WFMS-FM	WTLC-FM	WTLC-FM
5 WTLC-FM	WNDE-AM	WIRE-AM

M-F, 6-10am

1 WIBC-AM	WIBC-AM	WIBC-AM
2 WNAP-FM	WNAP-FM	WNAP-FM
3 WFMS-FM	WFBQ-FM	WFBQ-FM
4 WNDE-AM	WNDE-AM	WIRE-AM
5 WTLC-FM	WTLC-FM	WTLC-FM

M-F, 3-7pm

1 WNAP-FM	WNAP-FM	WFBQ-FM
2 WIBC-AM	WIBC-AM	WIBC-AM
3 WFBQ-FM	WFBQ-FM	WNAP-FM
4 WFMS-FM	WNDE-AM	WTLC-FM
5 WTLC-FM	WTLC-FM	WNDE-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 3856

AM '78	ON '78	AM '79
1 WIBC-AM	WIBC-AM	WIBC-AM
2 WXTZ-FM	WXTZ-FM	WXTZ-FM
3 WFMS-FM	WIRE-AM	WIRE-AM
4 WIRE-AM	WNAP-FM	WFMS-FM
5 WNAP-FM	WTLC-FM	WNAP-FM

M-F, 6-10am

1 WIBC-AM	WIBC-AM	WIBC-AM
2 WIRE-AM	WIRE-AM	WIRE-AM
3 WFMS-FM	WXTZ-FM	WFMS-FM
4 WXTZ-FM	WFMS-FM	WXTZ-FM
5 WNAP-FM	WNAP-FM	WNAP-FM

M-F, 3-7pm

1 WIBC-AM	WIBC-AM	WIBC-AM
2 WXTZ-FM	WXTZ-FM	WIRE-AM
3 WFMS-FM	WIRE-AM	WXTZ-FM
4 WIRE-AM	WNAP-FM	WFMS-FM
5 WNAP-FM	WFMS-FM	WNAP-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 9325

AM '78	ON '78	AM '79
1 WIBC-AM	WIBC-AM	WIBC-AM
2 WNDE-AM	WNDE-AM	WIRE-AM
3 WNAP-FM	WXTZ-FM	WXTZ-FM
4 WXTZ-FM	WNAP-FM	WNAP-FM
5 WIRE-AM	WIRE-AM	WNDE-AM

M-F, 6-10am

1 WIBC-AM	WIBC-AM	WIBC-AM
2 WNDE-AM	WNDE-AM	WIRE-AM
3 WIRE-AM	WXTZ-FM	WNDE-AM
4 WNAP-FM	WIRE-AM	WNAP-FM
5 WXTZ-FM	WNAP-FM	WXTZ-FM

M-F, 3-7pm

1 WIBC-AM	WIBC-AM	WIBC-AM
2 WNAP-FM	WXTZ-FM	WXTZ-FM
3 WNDE-AM	WNDE-AM	WIRE-AM
4 WXTZ-FM	WNAP-FM	WNDE-AM
5 WIRE-AM	WIRE-AM	WNAP-FM

Teens
M-S, 6am-Midnight
POP(00): 1350

AM '78	ON '78	AM '79
1 WNDE-AM	WNDE-AM	WNDE-AM
2 WNAP-FM	WIFE-AM	WIFE-AM
3 WIFE-AM	WNAP-FM	WNAP-FM
4 WIBC-AM	WFBQ-FM	WFBQ-FM
5 WFBQ-FM	WTLC-FM	WIBC-AM

M-F, 6-10am

1 WNDE-AM	WNDE-AM	WNDE-AM
2 WNAP-FM	WIFE-AM	WIFE-AM
3 WIFE-AM	WNAP-FM	WNAP-FM
4 WIBC-AM	WTLC-FM	WFBQ-FM
5 WTLC-FM	WFBQ-FM	WTLC-FM

M-F, 3-7pm

1 WNDE-AM	WIFE-AM	WNDE-AM
2 WNAP-FM	WNDE-AM	WIFE-AM
3 WIFE-AM	WNAP-FM	WNAP-FM
4 WTLC-FM	WTLC-FM	WFBQ-FM
5 WFBQ-FM	WFBQ-FM	WTLC-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3348

AM '78	ON '78	AM '79
1 WNAP-FM	WNAP-FM	WNAP-FM
2 WIBC-AM	WIBC-AM	WIBC-AM
3 WNDE-AM	WNDE-AM	WFBQ-FM
4 WIFE-AM	WFBQ-FM	WNDE-AM
5 WFBQ-FM	WIFE-AM	WIFE-AM

M-F, 6-10am

1 WIBC-AM	WIBC-AM	WIBC-AM
2 WNAP-FM	WNAP-FM	WNAP-FM
3 WNDE-AM	WNDE-AM	WFBQ-FM
4 WFBQ-FM	WFBQ-FM	WNDE-AM
5 WFMS-FM	WIFE-AM	WIRE-AM

M-F, 3-7pm

1 WNAP-FM	WNAP-FM	WIBC-AM
2 WIBC-AM	WIBC-AM	WNAP-FM
3 WNDE-AM	WNDE-AM	WFBQ-FM
4 WFBQ-FM	WFBQ-FM	WNDE-AM
5 WIFE-AM	WIFE-AM	WIRE-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 3856

AM '78	ON '78	AM '79
1 WIBC-AM	WIBC-AM	WIBC-AM
2 WIRE-AM	WIRE-AM	WIRE-AM
3 WXTZ-FM	WXTZ-FM	WXTZ-FM
4 WNDE-AM	WNDE-AM	WNAP-FM
5 WFMS-FM	WFMS-FM	WFMS-FM

M-F, 6-10am

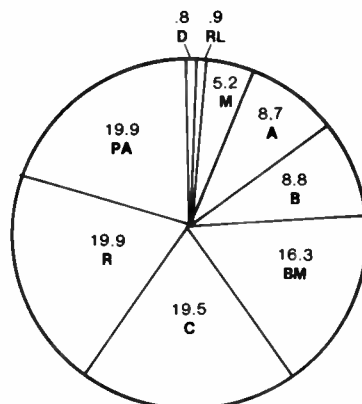
1 WIBC-AM	WIBC-AM	WIBC-AM
2 WIRE-AM	WIRE-AM	WIRE-AM
3 WFMS-FM	WXTZ-FM	WNDE-AM
4 WNDE-AM	WNDE-AM	WNAP-FM
5 WXTZ-FM	WFMS-FM	WXTZ-FM

M-F, 3-7pm

1 WIBC-AM	WIBC-AM	WIBC-AM
2 WIRE-AM	WXTZ-FM	WIRE-AM
3 WXTZ-FM	WIRE-AM	WXTZ-FM
4 WNAP-FM	WNDE-AM	WNAP-FM
5 WNDE-AM	WNAP-FM	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.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 9325

AM '78	ON '78	AM '79
1 WIBC-AM 18.1	WIBC-AM 19.9	WIBC-AM 17.6
2 WXTZ-FM 13.7	WXTZ-FM 14.0	WXTZ-FM 13.6
3 WNAP-FM 9.3	WNAP-FM 9.5	WIRE-AM 1.9
4 WIRE-AM 9.0	WIRE-AM 7.7	WNAP-FM 9.0
5 WFMS-FM 8.8	WTLC-FM 7.4	WFBQ-FM 8.8
6 WTLC-FM 8.2	WNDE-AM 6.9	WFBQ-FM 8.7
7 WNDE-AM 7.0	WFBQ-FM 6.6	WFMS-FM 7.1
8 WFBQ-FM 6.0	WFMS-FM 5.7	WNDE-AM 6.0
9 WIFE-AM 4.8	WIFE-AM 5.4	WIRE-AM 4.9
10 WATI-AM 3.6	WATI-AM 3.8	WATI-AM 2.7
11 WXLW-AM 2.5	WXLW-AM 2.9	WXLW-AM 1.7
12 WBR1-AM 1.7	WBR1-AM 2.2	WBR1-AM 0.9
13 WCBK-AF 1.1	WNTS-AM 1.4	WIKS-FM 0.8
14 WSUL-AF 1.0	WCBK-AM 1.4	WLHN-FM 0.6
15 WNTS-AM 0.8	WNTS-FM 0.5	WCBK-FM 0.5
16 WLW-AM 0.7	WSMJ-FM 0.5	WGRT-FM 0.4
17 WLHN-FM 0.6	WGTC-FM 0.4	WSUL-AM 0.4
18	WCBK-FM 0.2	WSUL-FM 0.3
19		WCBK-AM 0.1

Jackson, MS

METRO RANK



Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 2386

A/M '77	A/M '78	A/M '79			
1 WJDX-AM	18.3	WJDX-AM	17.9	WJDX-AM	16.6
2 WJMI-FM	15.5	WJMI-FM	14.7	WJMI-FM	14.0
3 WLIN-FM	12.2	WLIN-FM	11.3	WLIN-FM	10.9
4 WSLI-AM	11.3	WZZQ-FM	11.2	WJMI-FM	11.0
5 WOKJ-AM	9.5	WJDX-AM	9.2	WZZQ-FM	9.1
6 WZZQ-FM	8.5	WOKJ-AM	8.4	WXXI-AM	7.2
7 WJQS-AM	5.5	WXXI-FM	5.2	WYIX-FM	6.1
8 WXXI-FM	4.6	WYIG-AM	3.2	WOKJ-AM	3.5
9 WRBC-AM	3.4	WJQS-AM	2.9	WJQS-AM	3.4
10 WWUN-AM	2.1	WRBC-AM	1.7	WYIG-AM	0.9
11 WJXN-AM	1.8	WJFR-FM	1.4	WRBC-AM	0.9
12 WKJH-FM	1.5	WJXN-AM	1.4		
13 WRKN-AM	1.2	WRKN-AM	0.6		
14 WJFR-FM	0.9				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2386

A/M '77	A/M '78	A/M '79			
1 WJDX-AM	60	WJDX-AM	51	WJDX-AM	54
2 WJMI-FM	51	WJMI-FM	51	WJMI-FM	52
3 WLIN-FM	40	WLIN-FM	46	WLIN-FM	42
4 WSLI-AM	37	WZZQ-FM	44	WJMI-FM	36
5 WOKJ-AM	31	WLIN-FM	39	WZZQ-FM	31

M-F, 6-10am

1 WJDX-AM	WJDX-AM	WJDX-AM
2 WSLI-AM	WJMI-FM	WJMI-FM
3 WJMI-FM	WJMI-FM	WXXI-AM
4 WOKJ-AM	WZZQ-FM	WJMI-FM
5 WLIN-FM	WOKJ-AM	WLIN-FM

M-F, 3-7pm

1 WJDX-AM	WJMI-FM	WJDX-AM
2 WJMI-FM	WJDX-AM	WLIN-FM
3 WLIN-FM	WZZQ-FM	WJMI-FM
4 WZZQ-FM	WJMI-FM	WJMI-FM
5 WSLI-AM	WLIN-FM	WJMI-FM

Teens
M-S, 6am-Midnight
POP(00): 345

A/M '77	A/M '78	A/M '79
1 WJMI-FM	WJMI-FM	WJMI-FM
2 WJDX-AM	WZZQ-FM	WZZQ-FM
3 WZZQ-FM	WJDX-AM	WJDX-AM
4 WWUN-AM	WYIG-AM	WYIX-FM
5 WOKJ-AM	WXXI-FM	WXXI-AM

M-F, 6-10am

1 WJMI-FM	WJMI-FM	WJMI-FM
2 WJDX-AM	WZZQ-FM	WJDX-AM
3 WZZQ-FM	WJDX-AM	WZZQ-FM
4 WWUN-AM	WYIG-AM	WYIG-AM
5 WXXI-FM	WXXI-FM	WXXI-AM

M-F, 3-7pm

1 WJMI-FM	WJMI-FM	WJMI-FM
2 WJDX-AM	WZZQ-FM	WZZQ-FM
3 WZZQ-FM	WJDX-AM	WJDX-AM
4 WWUN-AM	WYIG-AM	WYIX-FM
5 WOKJ-AM	WOKJ-AM	WXXI-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 901

A/M '77	A/M '78	A/M '79
1 WJDX-AM	WJDX-AM	WJDX-AM
2 WJMI-FM	WZZQ-FM	WZZQ-FM
3 WZZQ-FM	WJMI-FM	WXXI-AM
4 WOKJ-AM	WOKJ-AM	WJMI-FM
5 WLIN-FM	WLIN-FM	WLIN-FM

M-F, 6-10am

1 WJDX-AM	WJDX-AM	WJDX-AM
2 WOKJ-AM	WZZQ-FM	WXXI-AM
3 WJMI-FM	WJMI-FM	WZZQ-FM
4 WZZQ-FM	WOKJ-AM	WJMI-FM
5 WLIN-FM	WXXI-FM	WJMI-FM

M-F, 3-7pm

1 WJDX-AM	WJDX-AM	WJDX-AM
2 WJMI-FM	WJMI-FM	WZZQ-FM
3 WZZQ-FM	WZZQ-FM	WJMI-FM
4 WLIN-FM	WOKJ-AM	WXXI-AM
5 WXXI-FM	WLIN-FM	WYIX-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 980

A/M '77	A/M '78	A/M '79			
1 WJDX-AM	31	WJDX-AM	32	WJDX-AM	
2 WLIN-FM	24	WLIN-FM	23	WJMI-FM	
3 WOKJ-AM	16	WJMI-FM	17	WLIN-FM	
4 WJMI-FM	15	WOKJ-AM	11	WJMI-FM	
5 WSLI-AM	14	WZZQ-FM	11	WXXI-AM	

M-F, 6-10am

1 WJDX-AM	WJDX-AM	WJDX-AM
2 WLIN-FM	WJMI-FM	WJMI-FM
3 WOKJ-AM	WLIN-FM	WXXI-AM
4 WSLI-AM	WOKJ-AM	WLIN-FM
5 WJMI-FM	WXXI-FM	WJMI-FM

M-F, 3-7pm

1 WJDX-AM	WJDX-AM	WJDX-AM
2 WLIN-FM	WLIN-FM	WLIN-FM
3 WJMI-FM	WJMI-FM	WJMI-FM
4 WSLI-AM	WOKJ-AM	WYIX-FM
5 WOKJ-AM	WJQS-AM	WJMI-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2386

A/M '77	A/M '78	A/M '79			
1 WJDX-AM	866	WJDX-AM	819	WJDX-AM	886
2 WSLI-AM	763	WJMI-FM	703	WJMI-FM	707
3 WOKJ-AM	551	WJMI-FM	494	WXXI-AM	567
4 WJMI-FM	452	WLIN-FM	493	WZZQ-FM	500
5 WLIN-FM	427	WOKJ-AM	427	WLIN-FM	427

M-F, 6-10am

1 WJDX-AM	WJDX-AM	WJDX-AM
2 WSLI-AM	WJMI-FM	WJMI-FM
3 WOKJ-AM	WOKJ-AM	WJMI-FM
4 WJMI-FM	WJMI-FM	WXXI-AM
5 WLIN-FM	WZZQ-FM	WZZQ-FM

M-F, 3-7pm

1 WJDX-AM	WJDX-AM	WJDX-AM
2 WJMI-FM	WJMI-FM	WJMI-FM
3 WSLI-AM	WJMI-FM	WZZQ-FM
4 WZZQ-FM	WZZQ-FM	WJMI-FM
5 WLIN-FM	WLIN-FM	WXXI-AM

Teens
M-S, 6am-Midnight
POP(00): 345

A/M '77	A/M '78	A/M '79
1 WJDX-AM	WJDX-AM	WJDX-AM
2 WJMI-FM	WJMI-FM	WZZQ-FM
3 WWUN-AM	WYIX-AM	WJMI-FM
4 WOKJ-AM	WZZQ-FM	WYIX-FM
5 WZZQ-FM	WXXI-FM	WXXI-AM

M-F, 6-10am

1 WJMI-FM	WJMI-FM	WJMI-FM
2 WJDX-AM	WJDX-AM	WZZQ-FM
3 WWUN-AM	WZZQ-FM	WJDX-AM
4 WZZQ-FM	WYIG-AM	WYIX-FM
5 WXXI-FM	WOKJ-AM	WYIG-AM

M-F, 3-7pm

1 WJMI-FM	WJMI-FM	WZZQ-FM
2 WJDX-AM	WJDX-AM	WJDX-AM
3 WZZQ-FM	WZZQ-FM	WJMI-FM
4 WWUN-AM	WYIG-AM	WYIX-FM
5 WOKJ-AM	WOKJ-AM	WYIG-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 901

A/M '77	A/M '78	A/M '79
1 WJDX-AM	WJDX-AM	WJDX-AM
2 WOKJ-AM	WZZQ-FM	WZZQ-FM
3 WZZQ-FM	WJMI-FM	WXXI-AM
4 WJMI-FM	WOKJ-AM	WJMI-FM
5 WXXI-FM	WLIN-FM	WYIX-FM

M-F, 6-10am

1 WJDX-AM	WJDX-AM	WJDX-AM
2 WOKJ-AM	WZZQ-FM	WXXI-AM
3 WJMI-FM	WJMI-FM	WZZQ-FM
4 WZZQ-FM	WOKJ-AM	WJMI-FM
5 WXXI-FM	WXXI-FM	WJMI-FM

M-F, 3-7pm

1 WJDX-AM	WJDX-AM	WJDX-AM
2 WJMI-FM	WZZQ-FM	WZZQ-FM
3 WZZQ-FM	WJMI-FM	WJMI-FM
4 WOKJ-AM	WOKJ-AM	WXXI-AM
5 WLIN-FM	WLIN-FM	WYIX-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 980

A/M '77	A/M '78	A/M '79
1 WJDX-AM	WJDX-AM	WJDX-AM
2 WLIN-FM	WJMI-FM	WJMI-FM
3 WSLI-AM	WLIN-FM	WLIN-FM
4 WOKJ-AM	WOKJ-AM	WXXI-AM
5 WJMI-FM	WJMI-FM	WJMI-FM

M-F, 6-10am

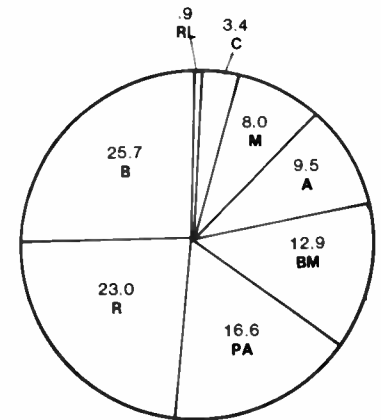
1 WJDX-AM	WJDX-AM	WJDX-AM
2 WSLI-AM	WJMI-FM	WJMI-FM
3 WOKJ-AM	WOKJ-AM	WJMI-FM
4 WLIN-FM	WJMI-FM	WLIN-FM
5 WJMI-FM	WLIN-FM	WXXI-AM

M-F, 3-7pm

1 WJDX-AM	WJDX-AM	WJDX-AM
2 WLIN-FM	WJMI-FM	WJMI-FM
3 WSLI-AM	WLIN-FM	WJMI-FM
4 WLIN-FM	WOKJ-AM	WXXI-AM
5 WOKJ-AM	WZZQ-FM	WLIN-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.

Jacksonville

METRO RANK

52

A/M '79 Market Overview

This book in Jacksonville confirms that the true power in North Florida is WIVY, the FM Top 40 rock giant. Longtime AM rocker WAPE now has less than half the 12+ audience of WIVY.

WVY is skewing a little older in its appeal, with teens declining and young adult men providing the biggest gains. The station is 18-34 leader, with more than a 23 share of these young adults. Extensive outside ad campaign for the station consisted of substantial amounts of TV and billboards, backed with some print ads. On-air promos were built around "Summer Sounds" giveaways of \$1,000 prizes.

Formerly the top station in the metro, Beautiful Music WKTZ-AM & FM still has a combined share more than 12. WKTZ's 25-49 audience dropped by 20%, and the station's average persons figure for the 25-49 demo was halved in the A/M '79 report.

The new number three station in Jacksonville is an AOR property, WJAX-FM. With its all-rock format, the AOR station was able to move up more than two shares 12+. Interestingly for this type of format, the biggest part of the WJAX-FM gains came from women 18-34. In midday, when the station went up by almost four shares, the average persons figure for women 18-34 was almost 200% higher for WJAX-FM than in the O/N '78 report. WJAX-FM is fortunate to not have a close AOR competitor.

Country and Black radio did well in Jacksonville in the latest sweep. On the Country scene, WVOJ and WQIK-FM are within a hair's breadth of each other, with WVOJ scoring the bigger advance in this report. WVOJ is more popular with the male listeners, while WQIK-FM (and its partially simulcast AM station with the same calls) is more of a hit with the ladies. WVOJ was the more advertising-minded of the two stations, conducting some TV spots during the survey.

Black-formatted WPDQ rebounded from its poor showing in the O/N '78 book to more than double its 12+ share. Higher numbers among male listeners was the key to the rebound, as WPDQ scored well in dayparts such as midday and afternoon drive.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight POP(00): 5869						
	AM '78		O/N '78		AM '79	
1	WKTZ-AF	15.7	WKTZ-FM	16.5	WIVY-FM(AM)	16.4
2	WIVY-FM	15.1	WIVY-FM	15.2	WKTZ-FM(AM)	1.3
3	WPDQ-AM	11.2	WAPE-AM	10.9	WJAX-FM(A)	8.9
4	WVOJ-AM	8.5	WAIU-FM	7.4	WVOJ-AM(O)	6.2
5	WQIK-FM	7.6	WQIK-FM	6.4	WQIK-FM(O)	8.5
6	WAIU-FM	5.8	WJAX-FM	6.6	WPDQ-AM(O)	7.8
7	WEXI-AM	3.1	WVOJ-AM	4.7	WAPE-AM(O)	7.3
8	WSNY-AM	2.9	WPDQ-AM	3.1	WAIU-FM(O)	5.8
9	WJAX-AM	2.9	WSNY-AM	3.0	WJEE-FM(AM)	2.7
10	WERD-AM	2.2	WJEE-FM	2.9	WSNY-AM(PA)	2.2
11	WJEE-FM	2.0	WKUE-FM	2.6	WQZN-AM(PA)	1.9
12	WCGL-AM	1.9	WCRJ-AM	2.6	WEXI-AM(O)	1.7
13	WCMG-AM	1.6	WJAX-AM	2.3	WCRJ-AM(AM)	1.5
14	WQZN-AM	1.5	WBKF-FM	2.3	WCMG-AM	1.5
15	WJAX-FM	1.2	WCMG-AM	1.8	WKTZ-AM(AM)	1.5
16	WFOY-AM	1.2	WERD-AM	1.7	WERD-AM(O)	1.5
17	WBIX-AM	1.0	WQZN-AM	1.4	WBIX-AM(O)	1.4
18	WAYR-AM	0.6	WAYR-AM	1.2	WAYR-AM(AM)	1.3
19	WCRJ-AM	0.3	WKTZ-AM	1.2	WKUE-FM(A)	1.1
20			WEXI-AM	1.2	WFOY-AM(PA)	0.9
21			WFOY-AM	1.0	WFOY-FM(O)	0.9
22			WBIX-AM	1.0	WJAX-AM(PA)	0.8
23			WJNJ-FM	0.5		
24			WJNJ-AM	0.1		

Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 5869					
	AM '78		O/N '78		AM '79
1	WKTZ-AF		WKTZ-FM		WIVY-FM
2	WIVY-FM		WIVY-FM		WKTZ-FM
3	WPDQ-AM		WAPE-AM		WJAX-FM
4	WVOJ-AM		WAIU-FM		WVOJ-AM
5	WQIK-FM		WQIK-FM		WQIK-FM

M-F, 6-10am					
1	WIVY-FM		WKTZ-FM		WVOJ-AM
2	WKTZ-AF		WAPE-AM		WIVY-FM
3	WVOJ-AM		WIVY-FM		WAPE-AM
4	WQIK-FM		WQIK-FM		WKTZ-FM
5	WPDQ-AM		WAIU-FM		WQIK-FM

M-F, 3-7pm					
1	WIVY-FM		WKTZ-FM		WIVY-FM
2	WKTZ-AF		WIVY-FM		WKTZ-FM
3	WPDQ-AM		WAPE-AM		WQIK-FM
4	WVOJ-AM		WAIU-FM		WPDQ-AM
5	WQIK-FM		WQIK-FM		WVOJ-AM

Teens M-S, 6am-Midnight POP(00): 819					
	AM '78		O/N '78		AM '79
1	WIVY-FM		WIVY-FM		WIVY-FM
2	WPDQ-AM		WAIU-FM		WPDQ-AM
3	WAIU-FM		WPDQ-AM		WAIU-FM
4	WKTZ-AF		WAPE-AM		WAPE-AM
5	WQIK-FM		WQIK-FM		WJAX-FM

M-F, 6-10am					
1	WIVY-FM		WIVY-FM		WIVY-FM
2	WPDQ-AM		WAIU-FM		WPDQ-AM
3	WAIU-FM		WAPE-AM		WAPE-AM
4	WQIK-FM		WQIK-FM		WAIU-FM
5	WCGL-AM		WPDQ-AM		WQIK-FM

M-F, 3-7pm					
1	WIVY-FM		WIVY-FM		WIVY-FM
2	WPDQ-AM		WAIU-FM		WAIU-FM
3	WKTZ-AF		WPDQ-AM		WPDQ-AM
4	WAIU-FM		WAPE-AM		WQIK-FM
5	WQIK-FM		WERD-AM		WJAX-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 2222					
	AM '78		O/N '78		AM '79
1	WIVY-FM		WIVY-FM		WIVY-FM
2	WAIU-FM		WAPE-AM		WJAX-FM
3	WPDQ-AM		WJAX-FM		WAPE-AM
4	WQIK-FM		WAIU-FM		WQIK-FM
5	WKTZ-AF		WQIK-FM		WAIU-FM

M-F, 6-10am					
1	WIVY-FM		WAPE-AM		WAPE-AM
2	WAIU-FM		WIVY-FM		WIVY-FM
3	WQIK-FM		WJAX-FM		WAIU-FM
4	WPDQ-AM		WAIU-FM		WJAX-FM
5	WVOJ-AM		WQIK-FM		WQIK-FM

M-F, 3-7pm					
1	WIVY-FM		WIVY-FM		WIVY-FM
2	WPDQ-AM		WAPE-AM		WAPE-AM
3	WKTZ-AF		WJAX-FM		WPDQ-AM
4	WQIK-FM		WAIU-FM		WJAX-FM
5	WAIU-FM		WKTZ-FM		WQIK-FM

Adults 25-49 M-S, 6am-Midnight POP(00): 2321					
	AM '78		O/N '78		AM '79
1	WKTZ-AF		WKTZ-FM		WIVY-FM
2	WVOJ-AM		WAPE-AM		WAPE-AM
3	WQIK-FM		WIVY-FM		WQIK-FM
4	WIVY-FM		WQIK-FM		WVOJ-AM
5	WPDQ-AM		WAIU-FM		WKTZ-FM

M-F, 6-10am					
1	WKTZ-AF		WKTZ-FM		WAPE-AM
2	WQIK-FM		WAPE-AM		WIVY-FM
3	WVOJ-AM		WIVY-FM		WQIK-FM
4	WIVY-FM		WQIK-FM		WVOJ-AM
5	WSNY-AM		WSNY-AM		WKTZ-FM

M-F, 3-7pm					
1	WVOJ-AM		WKTZ-FM		WIVY-FM
2	WKTZ-AF		WAPE-AM		WQIK-FM
3	WQIK-FM		WIVY-FM		WPDQ-AM
4	WIVY-FM		WQIK-FM		WAPE-AM
5	WPDQ-AM		WSNY-AM		WVOJ-AM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 5869						
	AM '78		O/N '78		AM '79	
1	WIVY-FM	1,731	WIVY-FM	1,892	WIVY-FM	1,869
2	WKTZ-AF	1,529	WAPE-AM	1,612	WKTZ-FM	1,542
3	WVOJ-AM	995	WKTZ-FM	1,214	WAPE-AM	1,241
4	WPDQ-AM	909	WAIU-FM	830	WQIK-FM	1,172
5	WQIK-FM	884	WQIK-FM	852	WAIU-FM	851

M-F, 6-10am					
1	WIVY-FM		WAPE-AM		WIVY-FM
2	WKTZ-AF		WIVY-FM		WAPE-AM
3	WPDQ-AM		WKTZ-FM		WQIK-FM
4	WVOJ-AM		WAIU-FM		WKTZ-FM
5	WQIK-FM		WQIK-FM		WVOJ-AM

M-F, 3-7pm					
1	WIVY-FM		WIVY-FM		WIVY-FM
2	WKTZ-AF		WKTZ-FM		WKTZ-FM
3	WPDQ-AM		WAPE-AM		WAPE-AM
4	WVOJ-AM		WAIU-FM		WQIK-FM
5	WQIK-FM		WQIK-FM		WAIU-FM

Teens M-F, 6-10am POP(00): 819					
	AM '78		O/N '78		AM '79
1	WIVY-FM		WIVY-FM		WIVY-FM
2	WPDQ-AM		WAPE-AM		WAPE-AM
3	WAIU-FM		WAIU-FM		WQIK-FM
4	WQIK-FM		WPDQ-AM		WAIU-FM
5	WKTZ-AF		WSNY-AM		WPDQ-AM

M-F, 6-10am					
1	WIVY-FM		WIVY-FM		WIVY-FM
2	WPDQ-AM		WAIU-FM		WQIK-FM
3	WAIU-FM		WAPE-AM		WAPE-AM
4	WQIK-FM		WPDQ-AM		WAIU-FM
5	WCGL-AM		WQIK-FM		WPDQ-AM

M-F, 3-7pm					
1	WIVY-FM		WIVY-FM		WIVY-FM
2	WPDQ-AM		WAIU-FM		WAIU-FM
3	WAIU-FM		WAPE-AM		WAPE-AM
4	WQIK-FM		WPDQ-AM		WQIK-FM
5	WKTZ-AF		WERD-AM		WPDQ-AM

Adults 18-34 M-S, 6am-Midnight POP(00): 2222					
	AM '78		O/N '78		AM '79
1	WIVY-FM		WIVY-FM		WIVY-FM
2	WAIU-FM		WAPE-AM		WAPE-AM
3	WSNY-AM		WAIU-FM		WAIU-FM
4	WPDQ-AM		WJAX-FM		WJAX-FM
5	WKTZ-AF		WKTZ-FM		WQIK-FM

M-F, 6-10am					
1	WIVY-FM		WAPE-AM		WIVY-FM
2	WAIU-FM		WIVY-FM		WAPE-AM
3	WPDQ-AM		WAIU-FM		WAIU-FM
4	WSNY-AM		WJAX-FM		WJAX-FM
5	WQIK-FM		WSNY-AM		WQIK-FM

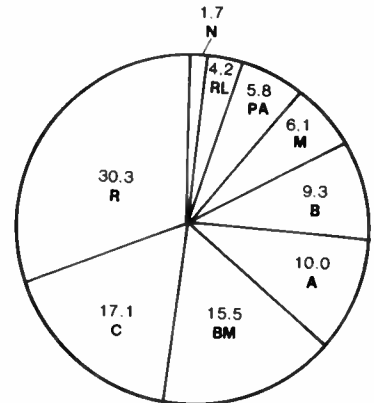
M-F, 3-7pm					
1	WIVY-FM		WIVY-FM		WIVY-FM
2	WPDQ-AM		WAPE-AM		WAPE-AM
3	WSNY-AM		WJAX-FM		WJAX-FM
4	WAIU-FM		WAIU-FM		WAIU-FM
5	WQIK-FM		WKTZ-FM		WQIK-FM

Adults 25-49 M-S, 6am-Midnight POP(00): 2321					
	AM '78		O/N '78		AM '79
1	WKTZ-AF		WIVY-FM		WIVY-FM
2	WIVY-FM		WAPE-AM		WAPE-AM
3	WVOJ-AM		WKTZ-FM		WAPE-AM
4	WQIK-FM		WQIK-FM		WKTZ-FM
5	WPDQ-AM		WAIU-FM		WVOJ-AM

M-F, 6-10am					
1	WVOJ-AM		WAPE-AM		WIVY-FM
2	WKTZ-AF		WIVY-FM		WAPE-AM
3	WQIK-FM		WKTZ-FM		WQIK-FM
4	WIVY-FM		WQIK-FM		WVOJ-AM
5	WPDQ-AM		WSNY-AM		WKTZ-FM

M-F, 3-7pm					
1	WVOJ-AM		WKTZ-FM		WIVY-FM
2	WIVY-FM		WAPE-AM		WKTZ-FM
3	WKTZ-AF		WIVY-FM		WQIK-FM
4	WQIK-FM		WQIK-FM		WAPE-AM
5	WSNY-AM		WSNY-AM		WVOJ-AM

Format Penetration Chart
Based On 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

81

A/M '79 Market Overview

There's a new #1 station in the Johnson City-Kingsport-Bristol area, namely Beautiful Music **WKPT-FM**. Steady with a mid-5 share in the previous two books in this market, **WKPT-FM** erupted to almost double its 12+ share in this report. Being the only Beautiful Music station in the area helped, as did, perhaps, changing the music. Formerly, **WKPT-FM** was serviced for its automation by **Peters Productions**. However, the station switched to **TM**, and promoted outside on TV and in the paper to keep in the forefront of the market. **WKPT-FM** runs no more than 12 commercial units per hour, totalling no more than eight minutes.

The former #1 station, Country formatted **WJCW**, slipped three shares but is still second in the metro. The biggest problem for **WJCW** was that a chunk of its male listeners abandoned the station, perhaps going to competitor **WZAP**, which in turn showed significant gains in its male ratings.

Tied with **WJCW** for second place overall in the market is the Top 40 station, **WKIN**. **WKIN**'s audience increased in a balanced fashion among both men and women young adults, with an increase in teens also. The numbers for **WKIN** among men doubled in AM drive, while the midday segment saw the biggest rise in women listeners to the station. **WKIN** ran two major promotions — a "Swiss Bank Account" contest in which they gave away \$1320 in cash; and, a bumper sticker campaign which used a van to award prizes valued at \$50 or more. **WKIN** placed some newspaper ads, but no other outside advertising.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 3430

A/M '77	A/M '78	A/M '79			
1 WZAP-AM	12.5	WJCW-AM	13.7	WKPT-FM(BM)	10.8
2 WFHG-AF	10.7	WFHG-AM	10.7	WJCW-AM(C)	10.0
3 WJCW-AM	8.9	WJSO-AM	8.4	WKIN-AM(R)	10.0
4 WQUT-FM	8.9	WKIN-AM	8.0	WFHG-AM(R)	9.3
5 WKIN-AM	7.9	WQUT-FM	7.4	WQUT-FM(A)	8.5
6 WFHG-AM	7.7	WKPT-FM	5.9	WJSO-AM(R)	8.3
7 WJSO-AM	7.7	WFHG-FM	5.5	WETR-AM(R)	7.3
8 WKPT-FM	5.9	WETR-AM	4.8	WZAP-AM(C)	5.3
9 WETR-AM	4.8	WKPT-AM	4.2	WEMB-AM(C)	4.7
10 WMCB-AM	4.3	WZAP-AM	4.2	WKPT-AM(R)	4.0
11 WKPT-AM	3.8	WGOC-AM	4.2	WLDJ-FM(C)	4.0
12 WGOC-AM	3.8	WGAT-AM	3.8	WKRQ-FM(C)	3.8
13 WREJ-AM	3.3	WOPJ-AM	3.2	WKPT-FM(C)	3.4
14 WBIR-FM	3.3	WBIR-FM	2.9	WMCB-AM(C)	2.5
15 WOPJ-AM	3.1	WMCB-AM	2.3	WBBI-AM(C)	2.1
16 WFHG-FM	3.1	WBIR-AM	2.1	WBIR-FM(C)	2.1
17 WRGS-AM	2.6	WEMB-AM	2.1	WJVK-FM(C)	1.7
18 WBBI-AM	2.0	WRGS-AM	1.5	WGAT-AM(C)	1.5
19 WGAT-AM	1.8	WKJZ-AM	1.5	WBBI-FM(BM)	1.3
20 WIDI-AM	1.5	WBBI-AF	1.3	WGAT-FM(C)	1.3
21 WBBI-FM	1.0	WIDI-AM	1.3	WGOC-AM(C)	0.8
22 WEMB-AM	1.0	WYAC-AM	1.3	WOPJ-AM(R)	0.8
23 WLDJ-FM	1.0	WIDI-FM	1.1	WIDJ-AM(C)	0.8
24 WKPT-AF	0.0	WLDJ-AM	0.6	WREJ-AM(PA)	0.6
25 WBBI-AF	0.0	WOKI-FM	0.6	WLSO-FM(BM)	0.4
26		WGAT-FM	0.4	WOKI-FM(R)	0.4
27		WJVK-FM	0.4		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3430

A/M '77	A/M '78	A/M '79			
1 WZAP-AM	49	WJCW-AM	65	WKPT-FM	51
2 WFHG-AF	42	WFHG-AM	51	WJCW-AM	47
3 WJCW-AM	35	WJSO-AM	40	WKIN-AM	47
4 WQUT-FM	35	WKIN-AM	38	WFHG-AM	44
5 WKIN-AM	31	WQUT-FM	35	WQUT-FM	40

M-F, 6-10am		
1 WFHG-AF	WJCW-AM	WJCW-AM
2 WJCW-AM	WFHG-AM	WFHG-AM
3 WFHG-AM	WJSO-AM	WKPT-FM
4 WZAP-AM	WKPT-FM	WJSO-AM
5 WKIN-AM	WKPT-AM	WKIN-AM

M-F, 3-7pm		
1 WFHG-AF	WJCW-AM	WKPT-FM
2 WZAP-AM	WFHG-AM	WFHG-AM
3 WFHG-AM	WJSO-AM	WKIN-AM
4 WJCW-AM	WKIN-AM	WJCW-AM
5 WKIN-AM	WFHG-FM	WJSO-AM

Teens

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

A/M '77	A/M '78	A/M '79
1 WFHG-AF	WFHG-AM	WFHG-AM
2 WJSO-AM	WJSO-AM	WKIN-AM
3 WFHG-AM	WETR-AM	WJSO-AM
4 WQUT-FM	WQUT-FM	WETR-AM
5 WETR-AM	WKIN-AM	WQUT-FM

M-F, 6-10am		
1 WFHG-AF	WFHG-AM	WFHG-AM
2 WFHG-AM	WJSO-AM	WJSO-AM
3 WJSO-AM	WKIN-AM	WKIN-AM
4 WFHG-FM	WQUT-FM	WETR-AM
5 WETR-AM	WKJZ-AM	WQUT-FM

M-F, 3-7pm		
1 WFHG-AF	WJSO-AM	WFHG-AM
2 WFHG-AM	WFHG-AM	WKIN-AM
3 WJSO-AM	WETR-AM	WJSO-AM
4 WKIN-AM	WKIN-AM	WETR-AM
5 WETR-AM	WQUT-FM	WQUT-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 1227

A/M '77	A/M '78	A/M '79
1 WQUT-FM	WJSO-AM	WQUT-FM
2 WZAP-AM	WKIN-AM	WJSO-AM
3 WKIN-AM	WQUT-FM	WKIN-AM
4 WFHG-AF	WFHG-AM	WFHG-AM
5 WJSO-AM	WJCW-AM	WJCW-AM

M-F, 6-10am		
1 WQUT-FM	WFHG-AM	WFHG-AM
2 WFHG-AF	WJCW-AM	WJCW-AM
3 WKIN-AM	WJSO-AM	WJSO-AM
4 WJCW-AM	WQUT-FM	WQUT-FM
5 WFHG-AM	WKIN-AM	WKIN-AM

M-F, 3-7pm		
1 WQUT-FM	WKIN-AM	WQUT-FM
2 WZAP-AM	WKIN-AM	WKIN-AM
3 WKIN-AM	WFHG-AM	WFHG-AM
4 WFHG-AF	WFHG-FM	WFHG-AM
5 WJSO-AM	WJCW-AM	WJCW-AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 1411

A/M '77	A/M '78	A/M '79
1 WJCW-AM	WJCW-AM	WJCW-AM
2 WZAP-AM	WFHG-AM	WKPT-FM
3 WFHG-AF	WFHG-FM	WKIN-AM
4 WKPT-FM	WGOC-AM	WFHG-AM
5 WFHG-AM	WJSO-AM	WZAP-AM

M-F, 6-10am		
1 WJCW-AM	WJCW-AM	WJCW-AM
2 WFHG-AF	WFHG-AM	WFHG-AM
3 WFHG-AM	WKPT-FM	WKPT-FM
4 WKPT-AM	WJSO-AM	WKIN-AM
5 WKIN-AM	WFHG-FM	WETR-AM

M-F, 3-7pm		
1 WFHG-AF	WJCW-AM	WKPT-FM
2 WJCW-AM	WFHG-AM	WKIN-AM
3 WZAP-AM	WFHG-FM	WFHG-AM
4 WFHG-AM	WGOC-AM	WJCW-AM
5 WKPT-FM	WJSO-AM	WZAP-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3430

A/M '77	A/M '78	A/M '79			
1 WFHG-AF	20.1	WFHG-AM	22.1	WKPT-FM	21.3
2 WFHG-AM	20.8	WJCW-AM	22.1	WJCW-AM	21.1
3 WJCW-AM	20.5	WKIN-AM	20.1	WFHG-AM	21.1
4 WKIN-AM	20.0	WJSO-AM	20.1	WFHG-FM	20.0
5 WJSO-AM	19.2	WKPT-FM	19.6	WQUT-FM	20.0

M-F, 6-10am		
1 WFHG-AF	WJCW-AM	WJCW-AM
2 WJCW-AM	WFHG-AM	WFHG-AM
3 WFHG-AM	WJSO-AM	WKPT-FM
4 WKIN-AM	WKIN-AM	WKIN-AM
5 WJSO-AM	WKPT-AM	WJSO-AM

M-F, 3-7pm		
1 WFHG-AF	WJCW-AM	WKPT-FM
2 WFHG-AM	WFHG-AM	WFHG-AM
3 WJSO-AM	WJSO-AM	WJSO-AM
4 WJCW-AM	WKIN-AM	WFHG-AM
5 WKIN-AM	WQUT-FM	WFHG-AM

Teens

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

A/M '77	A/M '78	A/M '79
1 WFHG-AF	WFHG-AM	WFHG-AM
2 WFHG-AM	WJSO-AM	WFHG-AM
3 WQUT-FM	WQUT-FM	WQUT-FM
4 WJSO-AM	WKIN-AM	WJSO-AM
5 WETR-AM	WETR-AM	WKIN-AM

M-F, 6-10am		
1 WFHG-AF	WFHG-AM	WFHG-AM
2 WJSO-AM	WJSO-AM	WJSO-AM
3 WFHG-AM	WKIN-AM	WKIN-AM
4 WETR-AM	WQUT-FM	WETR-AM
5 WKIN-AM	WETR-AM	WJCW-AM

M-F, 3-7pm		
1 WFHG-AF	WFHG-AM	WFHG-AM
2 WFHG-AM	WJSO-AM	WJSO-AM
3 WJSO-AM	WETR-AM	WKIN-AM
4 WETR-AM	WQUT-FM	WETR-AM
5 WQUT-FM	WKIN-AM	WQUT-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 1227

A/M '77	A/M '78	A/M '79
1 WFHG-AF	WFHG-AM	WQUT-FM
2 WQUT-FM	WQUT-FM	WFHG-AM
3 WJSO-AM	WJSO-AM	WJSO-AM
4 WFHG-AM	WKIN-AM	WJCW-AM
5 WKIN-AM	WJCW-AM	WETR-AM

M-F, 6-10am		
1 WQUT-FM	WFHG-AM	WFHG-AM
2 WFHG-AF	WJSO-AM	WQUT-FM
3 WKIN-AM	WKIN-AM	WJSO-AM
4 WJCW-AM	WQUT-FM	WJCW-AM
5 WJSO-AM	WJCW-AM	WKIN-AM

M-F, 3-7pm		
1 WQUT-FM	WFHG-AM	WFHG-AM
2 WFHG-AF	WJSO-AM	WFHG-AM
3 WJSO-AM	WKIN-AM	WQUT-FM
4 WKIN-AM	WKIN-AM	WFHG-AM
5 WFHG-AM	WFHG-FM	WJCW-AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 1411

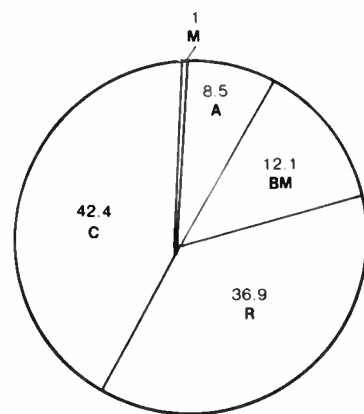
A/M '77	A/M '78	A/M '79
1 WJCW-AM	WJCW-AM	WJCW-AM
2 WFHG-AF	WFHG-AM	WKPT-FM
3 WFHG-AM	WFHG-FM	WFHG-AM
4 WJSO-AM	WKIN-AM	WKIN-AM
5 WKIN-AM	WJSO-AM	WJSO-AM

M-F, 6-10am		
1 WJCW-AM	WJCW-AM	WJCW-AM
2 WFHG-AF	WFHG-AM	WJSO-AM
3 WFHG-AM	WJSO-AM	WKPT-FM
4 WKIN-AM	WFHG-FM	WKIN-AM
5 WJSO-AM	WKIN-AM	WJSO-AM

M-F, 3-7pm		
1 WFHG-AF	WJCW-AM	WJCW-AM
2 WJCW-AM	WFHG-AM	WKPT-FM
3 WFHG-AM	WJSO-AM	WKIN-AM
4 WJSO-AM	WFHG-FM	WFHG-AM
5 WZAP-AM	WKPT-FM	WJSO-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.

Kalamazoo-Portage

METRO RANK

125

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2222

	AM '78	ON '78	AM '79
1 WKMI-AM	16.9	WKZO-AM	14.5
2 WKZO-AM	16.0	WKMI-AM	13.3
3 WGRD-FM	12.2	WQLR-FM	10.1
4 WQLR-FM	9.9	WKFR-FM	9.2
5 WOOD-FM	5.5	WGRD-FM	6.1
6 WKFR-FM	5.2	WGRD-FM	6.1
7 WBUK-AM	2.9	WLAU-FM	5.8
8 WYYY-AM	2.6	WBUK-AM	4.3
9 WLS-AM	1.7	WJFM-FM	3.5
10 WGN-AM	1.7	WMAQ-AM	2.9
11 WKFR-AM	1.5	WLS-AM	2.6
12 WBRM-AM	1.5	WYYY-AM	1.7
13 WDOU-AF	1.2	WADF-FM	1.4
14 WGRD-AM	0.9	WFFX-FM	1.2
15 WLAU-FM	0.9	WGN-AM	0.9
16 WJFM-FM	0.9	WKFR-AM	0.9
17 WBCK-AM	0.6	WDOU-FM	0.6
18 WADF-AM	0.6	WGRD-AM	0.3
19 WMAQ-AM	0.6	WDOU-AM	0.3
20 WJDR-AM	0.6		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2222

	AM '78	ON '78	AM '79
1 WKMI-AM	48	WKZO-AM	50
2 WKZO-AM	35	WKMI-AM	36
3 WGRD-FM	40	WQLR-FM	35
4 WQLR-FM	34	WKFR-FM	32
5 WOOD-FM	19	WGRD-FM	25

M-F, 6-10am

	AM '78	ON '78	AM '79
1 WKMI-AM	982	WKMI-AM	843
2 WKZO-AM	791	WKZO-AM	724
3 WGRD-FM	776	WKFR-FM	626
4 WQLR-FM	513	WGRD-FM	528
5 WOOD-FM	303	WQLR-FM	324

M-F, 3-7pm

	AM '78	ON '78	AM '79
1 WKMI-AM	982	WKMI-AM	843
2 WKZO-AM	791	WKZO-AM	724
3 WGRD-FM	776	WKFR-FM	626
4 WQLR-FM	513	WGRD-FM	528
5 WOOD-FM	303	WQLR-FM	324

Teens

M-S, 6am-Midnight

POP(00): 291

	AM '78	ON '78	AM '79
1 WGRD-FM	15	WKMI-AM	16
2 WKMI-AM	14	WGRD-FM	15
3 WKZO-AM	13	WJFM-FM	12
4 WLS-AM	12	WKFR-FM	11
5 WYYY-AM	11	WKZO-AM	10

M-F, 8-10am

	AM '78	ON '78	AM '79
1 WGRD-FM	15	WKMI-AM	16
2 WKMI-AM	14	WGRD-FM	15
3 WKZO-AM	13	WJFM-FM	12
4 WLS-AM	12	WKFR-FM	11
5 WGRD-AM	11	WLS-AM	10

M-F, 3-7pm

	AM '78	ON '78	AM '79
1 WGRD-FM	15	WKMI-AM	16
2 WKMI-AM	14	WGRD-FM	15
3 WLS-AM	13	WKFR-FM	12
4 WKZO-AM	12	WJFM-FM	11
5 WYYY-AM	11	WQLR-FM	10

Adults 18-34

M-S, 6am-Midnight

POP(00): 915

	AM '78	ON '78	AM '79
1 WKMI-AM	15	WKMI-AM	14
2 WGRD-FM	14	WKFR-FM	13
3 WKFR-FM	13	WLAU-FM	12
4 WQLR-FM	12	WGRD-FM	11
5 WYYY-AM	11	WJFM-FM	10

M-F, 8-10am

	AM '78	ON '78	AM '79
1 WKMI-AM	15	WKMI-AM	14
2 WGRD-FM	14	WKFR-FM	13
3 WQLR-FM	13	WLAU-FM	12
4 WKZO-AM	12	WLS-AM	11
5 WKFR-FM	11	WGRD-FM	10

M-F, 3-7pm

	AM '78	ON '78	AM '79
1 WKMI-AM	15	WKMI-AM	14
2 WKFR-FM	14	WLAU-FM	13
3 WGRD-FM	13	WKFR-FM	12
4 WQLR-FM	12	WJFM-FM	11
5 WLAU-FM	11	WLS-AM	10

Adults 25-49

M-S, 6am-Midnight

POP(00): 841

	AM '78	ON '78	AM '79
1 WKMI-AM	15	WKMI-AM	14
2 WKZO-AM	14	WKFR-FM	13
3 WQLR-FM	13	WKZO-AM	12
4 WGRD-FM	12	WBUK-AM	11
5 WKFR-FM	11	WOOD-FM	10

M-F, 6-10am

	AM '78	ON '78	AM '79
1 WKMI-AM	982	WKMI-AM	843
2 WKZO-AM	791	WKZO-AM	724
3 WGRD-FM	776	WKFR-FM	626
4 WQLR-FM	513	WGRD-FM	528
5 WOOD-FM	303	WQLR-FM	324

M-F, 3-7pm

	AM '78	ON '78	AM '79
1 WKMI-AM	982	WKMI-AM	843
2 WKZO-AM	791	WKZO-AM	724
3 WGRD-FM	776	WKFR-FM	626
4 WQLR-FM	513	WGRD-FM	528
5 WKFR-FM	303	WQLR-FM	324

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2222

	AM '78	ON '78	AM '79
1 WKMI-AM	982	WKMI-AM	843
2 WKZO-AM	791	WKZO-AM	724
3 WGRD-FM	776	WKFR-FM	626
4 WQLR-FM	513	WGRD-FM	528
5 WOOD-FM	303	WQLR-FM	324

M-F, 6-10am

	AM '78	ON '78	AM '79
1 WKMI-AM	982	WKMI-AM	843
2 WKZO-AM	791	WKMI-AM	724
3 WGRD-FM	776	WKFR-FM	626
4 WQLR-FM	513	WGRD-FM	528
5 WOOD-FM	303	WQLR-FM	324

M-F, 3-7pm

	AM '78	ON '78	AM '79
1 WKMI-AM	982	WKMI-AM	843
2 WGRD-FM	776	WKFR-FM	626
3 WKZO-AM	791	WKZO-AM	724
4 WQLR-FM	513	WQLR-FM	324
5 WKFR-FM	303	WOOD-FM	324

Teens

M-S, 6am-Midnight

POP(00): 291

	AM '78	ON '78	AM '79
1 WGRD-FM	15	WKMI-AM	16
2 WKMI-AM	14	WGRD-FM	15
3 WKZO-AM	13	WJFM-FM	12
4 WLS-AM	12	WKFR-FM	11
5 WYYY-AM	11	WKZO-AM	10

M-F, 6-10am

	AM '78	ON '78	AM '79
1 WGRD-FM	15	WKMI-AM	16
2 WKMI-AM	14	WGRD-FM	15
3 WKZO-AM	13	WJFM-FM	12
4 WLS-AM	12	WKFR-FM	11
5 WYYY-AM	11	WKZO-AM	10

M-F, 3-7pm

	AM '78	ON '78	AM '79
1 WGRD-FM	15	WKMI-AM	16
2 WKMI-AM	14	WGRD-FM	15
3 WKZO-AM	13	WJFM-FM	12
4 WLS-AM	12	WKFR-FM	11
5 WYYY-AM	11	WLAU-FM	10

Adults 18-34

M-S, 6am-Midnight

POP(00): 915

	AM '78	ON '78	AM '79
1 WKMI-AM	15	WKMI-AM	14
2 WGRD-FM	14	WKFR-FM	13
3 WYYY-AM	13	WGRD-FM	12
4 WKFR-FM	12	WJFM-FM	11
5 WKZO-AM	11	WLAU-FM	10

M-F, 6-10am

	AM '78	ON '78	AM '79
1 WKMI-AM	15	WKMI-AM	14
2 WGRD-FM	14	WKMI-AM	13
3 WKZO-AM	13	WGRD-FM	12
4 WYYY-AM	12	WLAU-FM	11
5 WKFR-FM	11	WLS-AM	10

M-F, 3-7pm

	AM '78	ON '78	AM '79
1 WKMI-AM	982	WKMI-AM	843
2 WGRD-FM	776	WKMI-AM	724
3 WKFR-FM	791	WKFR-FM	626
4 WYYY-AM	513	WLAU-FM	528
5 WQLR-FM	303	WGRD-FM	324

Adults 25-49

M-S, 6am-Midnight

POP(00): 841

	AM '78	ON '78	AM '79
1 WKMI-AM	15	WKMI-AM	14
2 WKZO-AM	14	WKZO-AM	13
3 WGRD-FM	13	WQLR-FM	12
4 WQLR-FM	12	WKFR-FM	11
5 WOOD-FM	11	WGRD-FM	10

M-F, 8-10am

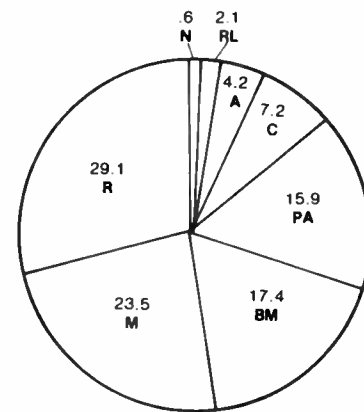
	AM '78	ON '78	AM '79
1 WKMI-AM	15	WKMI-AM	14
2 WKZO-AM	14	WKZO-AM	13
3 WQLR-FM	13	WKFR-FM	12
4 WGRD-FM	12	WQLR-FM	11
5 WOOD-FM	11	WGRD-FM	10

M-F, 3-7pm

	AM '78	ON '78	AM '79
1 WKMI-AM	15	WKMI-AM	14
2 WGRD-FM	14	WKFR-FM	13
3 WKZO-AM	13	WOOD-FM	12
4 WQLR-FM	12	WQLR-FM	11
5 WKFR-FM	11	WGRD-FM	10

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 '79 Market Overview

P/A station KMBZ had a Royal book this Spring,umping almost five shares to its usual excellent A/M numbers. The popular Kansas City Royals baseball team is aired on KMBZ, which causes this top station to strengthen its position in the Spring surveys. KMBZ uses outside media such as TV and billboards to keep in the mind's eye of the public. KMBZ is dominant among adults 25-49, with an 18 share.

Tops among young adults is AOR station KYYS, another in the stable of "Superstars" success stories from Burkhardt/Abrams. KYYS is number two 12+ in the metro and is #1 among adults 18-34, with almost a 19 share. KYYS used some TV to highlight itself during the A/M '79 sweep.

Fourth in overall share in the market is Country fixture WDAF. WDAF traditionally has poorer books in the Spring than in the Fall, perhaps due to a segment of its audience going to KMBZ for the baseball broadcasts. WDAF is still #2 in terms of adults 25-49, second only to KMBZ. The station ran a "Cash Grab" promotion, wherein WDAF had arranged for \$1,000,000 to be stashed in a bank vault — and a listener had an opportunity to grab as much as possible in an allotted period of time. Outside ad campaign budgeted for some monies as last sweep, with the use of TV, billboards, and bus sides.

A significant new factor in the Kansas City market is a Dancemusic station, KJLA. In its first book the station siphoned off some audience from teens and young adults who had been listening to other youth-oriented stations such as KCMO and KBEQ. KJLA earned almost a 6 share of adults 18-34 and almost an 8 share of teens.

Contemporary standby KCMO saw its audience cut in half as listeners searched and tried other stations, cutting time spent listening to KCMO drastically. Chiefs football should help KCMO rebound in Fall sweep.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 10510

A/M '78	O/N '78	A/M '79
1 KMBZ-AM	18.6	11.4
2 KMBZ-AM	18.6	11.4
3 WDAF-AM	10.3	10.4
4 WDAF-AM	10.0	9.5
5 KBEQ-FM	8.6	8.9
6 KCMO-AM	8.4	8.0
7 WBB-AM	7.2	4.8
8 KCEZ-FM	7.6	4.6
9 KFRS-FM	5.6	4.3
10 KCKN-FM	3.5	3.5
11 KUDL-FM	2.5	3.5
12 KWKI-FM	1.6	3.2
13 KCKN-FM	1.5	2.5
14 KXTR-FM	1.0	1.6
15 KFRT-AM	1.0	1.4
16 KCMO-AM	0.9	1.0
17 KCCV-AM	0.9	0.9
18 KAYQ-AM	0.6	0.8
19 KBEA-AM	0.5	0.8
20 KIEE-FM	0.4	0.7
21		0.6
22		0.6

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 10510

A/M '78	O/N '78	A/M '79
1 KMBZ-AM	304	268
2 KMBZ-AM	148	165
3 WDAF-AM	147	151
4 KBEQ-FM	141	141
5 KYYS-FM	137	127
6 KCMO-AM	129	126
7 WBB-AM	124	76
8 KCEZ-FM	118	73
9 KFRS-FM	91	68
10 KCKN-FM	57	56

M-F, 6-10am

1 KMBZ-AM	NMBZ-AM	KMBZ-AM
2 WDAF-AM	WDAF-AM	WDAF-AM
3 KCMO-AM	KCMO-AM	KMBR-FM
4 KMBR-FM	KMBR-FM	KYYS-FM
5 WBB-AM	KYYS-FM	KBEQ-FM
6 KBEQ-FM	KBEQ-FM	KCMO-AM
7 KYYS-FM	KCEZ-FM	KCEZ-FM
8 KCEZ-FM	WBB-AM	WBB-AM
9 KFRS-FM	KFRS-FM	KCKN-FM
10 KCKN-FM	KCKN-FM	KJLA-AM

M-F, 3-7pm

1 KMBZ-AM	KYYS-FM	KMBZ-AM
2 WDAF-AM	KMBZ-AM	KYYS-FM
3 KBEQ-FM	KBEQ-FM	WDAF-AM
4 KMBR-FM	KMBR-FM	KCEZ-FM
5 KYYS-FM	WDAF-AM	KMBR-FM
6 WBB-AM	KCEZ-FM	KBEQ-FM
7 KCEZ-FM	KCMO-AM	KFRS-FM
8 KCMO-AM	WBB-AM	KCMO-AM
9 KFRS-FM	KFRS-FM	WBB-AM
10 KUDL-FM	KUDL-FM	KJLA-AM

Teens M-S, 6am-Midnight POP(00): 1409

A/M '78	O/N '78	A/M '79
1 KBEQ-FM	KBEQ-FM	KBEQ-FM
2 KYYS-FM	KYYS-FM	KYYS-FM
3 KFRS-FM	KCMO-AM	KFRS-FM
4 WBB-AM	KFRS-FM	KJLA-AM
5 KCMO-AM	WBB-AM	WBB-AM
6 KMBZ-AM	KMBZ-AM	KCMO-AM
7 KWKI-FM	KWKI-FM	KMBZ-AM
8 WDAF-AM	WDAF-AM	WDAF-AM
9 KMBR-FM	KUDL-FM	KCKN-FM
10 KCKN-AM	KMBR-FM	KMBR-FM

M-F, 6-10am

1 KBEQ-FM	KBEQ-FM	KBEQ-FM
2 KYYS-FM	KYYS-FM	KYYS-FM
3 KCMO-AM	KCMO-AM	KJLA-AM
4 WBB-AM	KFRS-FM	KFRS-FM
5 KFRS-FM	WBB-AM	KFRS-FM
6 KMBZ-AM	KMBZ-AM	KCKN-FM
7 WDAF-AM	WDAF-AM	WBB-AM
8 KWKI-FM	KUDL-FM	KMBR-FM
9 KCMO-AM	KMBR-FM	KMBR-FM
10 KAYQ-AM	KWKI-FM	WDAF-AM

M-F, 3-7pm

1 KBEQ-FM	KBEQ-FM	KBEQ-FM
2 KYYS-FM	KYYS-FM	KYYS-FM
3 KFRS-FM	KFRS-FM	KFRS-FM
4 WBB-AM	KCMO-AM	KJLA-AM
5 KCMO-AM	WBB-AM	WBB-AM
6 KWKI-FM	KMBZ-AM	KCMO-AM
7 WDAF-AM	KWKI-FM	WDAF-AM
8 KCMO-AM	KMBR-FM	KMBZ-AM
9 KMBZ-AM	WDAF-AM	KMBR-FM
10 KUDL-FM	KUDL-FM	KWKI-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 3838

A/M '78	O/N '78	A/M '79
1 KYYS-FM	KYYS-FM	KYYS-FM
2 KCMO-AM	KCMO-AM	KBEQ-FM
3 WBB-AM	WDAF-AM	KMBZ-AM
4 KMBZ-AM	KBEQ-FM	WBB-AM
5 KBEQ-FM	KFRS-FM	WDAF-AM
6 WDAF-AM	WBB-AM	KUDL-FM
7 KFRS-FM	KMBR-FM	KCMO-AM
8 KUDL-FM	KUDL-FM	KJLA-AM
9 KMBZ-AM	KMBZ-AM	KFRS-FM
10 KCEZ-FM	KWKI-FM	KCEZ-FM

M-F, 6-10am

1 KCMO-AM	KCMO-AM	KYYS-FM
2 KYYS-FM	WDAF-AM	KMBZ-AM
3 WBB-AM	KYYS-FM	WBB-AM
4 WDAF-AM	KMBZ-AM	KBEQ-FM
5 KMBZ-AM	KMBR-FM	KCMO-AM
6 KBEQ-FM	KBEQ-FM	WDAF-AM
7 KFRS-FM	WBB-AM	KFRS-FM
8 KMBR-FM	KFRS-FM	KUDL-FM
9 KUDL-FM	KUDL-FM	KCKN-FM
10 KCKN-FM	KCKN-FM	KJLA-AM

M-F, 3-7pm

1 KYYS-FM	KYYS-FM	KYYS-FM
2 WBB-AM	KCMO-AM	KBEQ-FM
3 KCMO-AM	KBEQ-FM	WDAF-AM
4 WDAF-AM	WDAF-AM	KUDL-FM
5 KBEQ-FM	WBB-AM	KCEZ-FM
6 KMBZ-AM	KMBR-FM	WBB-AM
7 KUDL-FM	KMBZ-AM	KJLA-AM
8 KFRS-FM	KUDL-FM	KYYS-FM
9 KMBR-FM	KFRS-FM	KCMO-AM
10 KCEZ-FM	KWKI-FM	KFRS-FM

Adults 25-49 M-S, 6am-Midnight POP(00): 4441

A/M '78	O/N '78	A/M '79
1 KMBZ-AM	WDAF-AM	KMBZ-AM
2 WDAF-AM	KMBR-FM	WDAF-AM
3 KCMO-AM	KCMO-AM	KMBR-FM
4 KMBR-FM	KMBZ-AM	WBB-AM
5 WBB-AM	KCEZ-FM	KCEZ-FM
6 KCEZ-FM	KBEQ-FM	KCMO-AM
7 KFRS-FM	KYYS-FM	KBEQ-FM
8 KYYS-FM	WBB-AM	KYYS-FM
9 KBEQ-FM	KCKN-FM	KCKN-FM
10 KCKN-FM	KUDL-FM	KUDL-FM

M-F, 6-10am

1 KMBZ-AM	WDAF-AM	KMBZ-AM
2 WDAF-AM	KMBZ-AM	WDAF-AM
3 KCMO-AM	KMBR-FM	KMBR-FM
4 WBB-AM	KCMO-AM	KCMO-AM
5 KMBR-FM	WBB-AM	WBB-AM
6 KCKN-FM	KCEZ-FM	KBEQ-FM
7 KBEQ-FM	KYYS-FM	KYYS-FM
8 KFRS-FM	KBEQ-FM	KCKN-FM
9 KYYS-FM	KFRS-FM	KCEZ-FM
10 KCEZ-FM	KCKN-FM	KPRF-AM

M-F, 3-7pm

1 KMBZ-AM	WDAF-AM	KMBZ-AM
2 WDAF-AM	KMBR-FM	WDAF-AM
3 KMBR-FM	KCMO-AM	KCEZ-FM
4 KCMO-AM	KMBZ-AM	KMBR-FM
5 WBB-AM	KMBR-FM	KMBR-FM
6 KCEZ-FM	KYYS-FM	WBB-AM
7 KFRS-FM	KCEZ-FM	KCKN-FM
8 KYYS-FM	WBB-AM	KYYS-FM
9 KBEQ-FM	KCKN-FM	KBEQ-FM
10 KUDL-FM	KUDL-FM	KUDL-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 10510

A/M '78	O/N '78	A/M '79
1 KMBZ-AM	3420	3115
2 KCMO-AM	2407	2147
3 WBB-AM	2322	2061
4 KBEQ-FM	2219	1910
5 WDAF-AM	2139	1887
6 KYYS-FM	1829	1857
7 KMBR-FM	1746	1822
8 KCEZ-FM	1219	1425
9 KFRS-FM	917	1128
10 KUDL-FM	757	965

M-F, 6-10am

1 KMBZ-AM	KMBZ-AM	KMBZ-AM
2 WDAF-AM	KCMO-AM	WDAF-AM
3 KCMO-AM	WDAF-AM	KCMO-AM
4 KBEQ-FM	KYYS-FM	KYYS-FM
5 WBB-AM	WBB-AM	KMBR-FM
6 KYYS-FM	KMBR-FM	KBEQ-FM
7 KMBR-FM	KBEQ-FM	WBB-AM
8 KCEZ-FM	KCEZ-FM	KCEZ-FM
9 KFRS-FM	KFRS-FM	KJLA-AM
10 KCKN-FM	KCKN-FM	KCKN-FM

M-F, 3-7pm

1 KMBZ-AM	KMBZ-AM	KMBZ-AM
2 KBEQ-FM	KCMO-AM	WDAF-AM
3 WDAF-AM	WDAF-AM	KBEQ-FM
4 KCMO-AM	KBEQ-FM	KYYS-FM
5 KYYS-FM	KYYS-FM	KMBR-FM
6 WBB-AM	WBB-AM	WBB-AM
7 KMBR-FM	KMBR-FM	KCMO-AM
8 KCEZ-FM	KCEZ-FM	KCEZ-FM
9 KFRS-FM	KFRS-FM	KJLA-AM
10 KUDL-FM	KUDL-FM	KFRS-FM

Teens M-S, 6am-Midnight POP(00): 1409

A/M '78	O/N '78	A/M '79
1 KBEQ-FM	KBEQ-FM	KBEQ-FM
2 KYYS-FM	KYYS-FM	KYYS-FM
3 WBB-AM	WBB-AM	WBB-AM
4 KCMO-AM	KCMO-AM	KJLA-AM
5 KFRS-FM	KFRS-FM	KFRS-FM
6 KMBZ-AM	KMBZ-AM	KCMO-AM
7 KWKI-FM	WDAF-AM	KMBZ-AM
8 WDAF-AM	KWKI-FM	KUDL-FM
9 KMBR-FM	KCEZ-FM	KMBR-FM
10 KCKN-AM	KUDL-FM	WDAF-AM

M-F, 6-10am

1 KBEQ-FM	KBEQ-FM	KBEQ-FM
2 KYYS-FM	KYYS-FM	KYYS-FM
3 WBB-AM	KCMO-AM	WBB-AM
4 KCMO-AM	WBB-AM	KCMO-AM
5 KFRS-FM	KFRS-FM	KJLA-AM
6 WDAF-AM	KMBZ-AM	KFRS-FM
7 KWKI-FM	WDAF-AM	KMBZ-AM
8 KMBZ-AM	KUDL-FM	KCKN-FM
9 KCMO-AM	KMBR-FM	KMBR-FM
10 KCKN-AM	KWKI-FM	WDAF-AM

M-F, 3-7pm

1 KBEQ-FM	KBEQ-FM	KBEQ-FM
2 KYYS-FM	KYYS-FM	KYYS-FM
3 WBB-AM	WBB-AM	WBB-AM
4 KCMO-AM	KCMO-AM	KJLA-AM
5 KFRS-FM	KFRS-FM	KFRS-FM
6 KWKI-FM	KMBZ-AM	KCMO-AM
7 WDAF-AM	WDAF-AM	KMBZ-AM
8 KCMO-AM	KWKI-FM	KCKN-FM
9 KUDL-FM	KMBR-FM	KMBR-FM
10 KMBR-FM	KUDL-FM	KCKN-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 3838

A/M '78	O/N '78	A/M '79
1 WBB-AM	KCMO-AM	KYYS-FM
2 KCMO-AM	WBB-AM	KMBZ-AM
3 KYYS-FM	KYYS-FM	KCMO-AM
4 KBEQ-FM	WDAF-AM	KBEQ-FM
5 KMBZ-AM	KBEQ-FM	WBB-AM
6 WDAF-AM	KUDL-FM	KJLA-AM
7 KUDL-FM	KMBZ-AM	WDAF-AM
8 KFRS-FM	KFRS-FM	KUDL-FM
9 KWKI-FM	KMBR-FM	KFRS-FM
10 KMBR-FM	KWKI-FM	KMBR-FM

(Please turn to page 137)

Knoxville

METRO RANK

75

A/M '79 Market Overview

In the East Tennessee hills, the Country sound of **WVVK-AM & FM** is still number one. The stations, which are simulcast in the drive times, earned an overall 12+ combined share of 27.8, their best numbers in years. They were able to increase their female numbers to account for most of the share gains, and the stations are number one in the key 25-49 demo target.

Among non-simulcast stations, **WEZK** is strongest. Its Beautiful Music sound earned the station an overall 12+ share of more than 18, up for the second consecutive report. Among its target 25+ demos, **WEZK** was able to post gains with the female audience, especially in midday and the evening. The battle for top spot among the local Top 40 stations is heating up again, as **WRJZ** and **Scrapps-Howard's WNOX** draw closer together in this sweep. For the second consecutive survey, **WRJZ's** overall share has declined, but the station still posts almost a 15 share in the metro. Among adults 18-34 **WRJZ** is best with almost 22% of the audience, compared to 13% for **WNOX**. The cause of **WRJZ's** decline in this report is the loss of teens, which were picked up by **WNOX**. For the second book in a row, **WNOX** drew closer in terms of 12+ share to **WRJZ** so that the two are now separated by less than three shares. Besides picking up teens, **WNOX** also profited by gaining some young males, especially in the PM drive daypart.

WRJZ ran less than its normal amount of outside promotion, but did air some :10 TV spots and bought some billboards. **WNOX** showed a large amount of billboards and bought a heavy amount of :30 TV spots plugging its morning air personality. **WNOX** also ran a bumper sticker campaign supported by a direct mail piece explaining the contest.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 3778

	A/M '77	A/M '78	A/M '79
1 WRJZ-AM	18.2	18.2	26.3
2 WEZK-FM	14.4	14.4	18.7
3 WIVK-AM	11.9	11.9	15.1
4 WIVK-FM	11.9	11.9	12.3
5 WNOX-AM	9.8	9.8	5.8
6 WBIR-FM	7.5	7.5	4.7
7 WOKI-AM	4.9	4.9	3.7
8 WOKI-FM	4.7	4.7	1.6
9 WBIR-AM	3.9	3.9	1.2
10 WGN-AM	2.6	2.6	1.2
11 WGAP-AM	2.6	2.6	1.1
12 WKXV-AM	1.8	1.8	0.7
13 WJBE-AM	1.6	1.6	0.7
14 WYSH-FM	1.4	1.4	0.4
15 WKVQ-AM	0.9	0.9	
16 WATQ-AM	0.9	0.9	
17 WSKT-AM	0.7	0.7	
18 WYSH-AM	0.7	0.7	
19 WEAG-AM	0.5	0.5	
20 WOKI-AM	0.2	0.2	

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3778

	A/M '77	A/M '78	A/M '79
1 WRJZ-AM	104	104	159
2 WEZK-FM	82	82	107
3 WIVK-AM	68	68	86
4 WIVK-FM	68	68	70
5 WNOX-AM	56	56	33

M-F, 6-10am	A/M '77	A/M '78	A/M '79
1 WIVK-AM	104	104	159
2 WRJZ-AM	82	82	107
3 WIVK-FM	68	68	86
4 WEZK-FM	68	68	70
5 WNOX-AM	56	56	33

M-F, 3-7pm	A/M '77	A/M '78	A/M '79
1 WIVK-AM	104	104	159
2 WRJZ-AM	82	82	107
3 WEZK-FM	68	68	86
4 WIVK-AM	68	68	70
5 WIVK-FM	56	56	33

Teens
M-S, 6am-Midnight
POP(00): 473

	A/M '77	A/M '78	A/M '79
1 WRJZ-AM	104	104	159
2 WNOX-AM	82	82	107
3 WOKI-FM	68	68	86
4 WOKI-AM	68	68	70
5 WGN-AM	56	56	33

M-F, 6-10am	A/M '77	A/M '78	A/M '79
1 WRJZ-AM	104	104	159
2 WNOX-AM	82	82	107
3 WOKI-FM	68	68	86
4 WOKI-AM	68	68	70
5 WGAP-AM	56	56	33

M-F, 3-7pm	A/M '77	A/M '78	A/M '79
1 WRJZ-AM	104	104	159
2 WNOX-AM	82	82	107
3 WOKI-FM	68	68	86
4 WOKI-AM	68	68	70
5 WBIR-FM	56	56	33

Adults 18-34
M-S, 6am-Midnight
POP(00): 1353

	A/M '77	A/M '78	A/M '79
1 WRJZ-AM	104	104	159
2 WIVK-FM	82	82	107
3 WNOX-AM	68	68	86
4 WEZK-FM	68	68	70
5 WIVK-AM	56	56	33

M-F, 6-10am	A/M '77	A/M '78	A/M '79
1 WIVK-AM	104	104	159
2 WRJZ-AM	82	82	107
3 WIVK-FM	68	68	86
4 WNOX-AM	68	68	70
5 WBIR-FM	56	56	33

M-F, 3-7pm	A/M '77	A/M '78	A/M '79
1 WRJZ-AM	104	104	159
2 WIVK-AM	82	82	107
3 WIVK-FM	68	68	86
4 WNOX-AM	68	68	70
5 WIVK-AM	56	56	33

Adults 25-49
M-S, 6am-Midnight
POP(00): 1501

	A/M '77	A/M '78	A/M '79
1 WEZK-FM	104	104	159
2 WRJZ-AM	82	82	107
3 WIVK-FM	68	68	86
4 WIVK-AM	68	68	70
5 WNOX-AM	56	56	33

M-F, 6-10am	A/M '77	A/M '78	A/M '79
1 WIVK-AM	104	104	159
2 WIVK-FM	82	82	107
3 WEZK-FM	68	68	86
4 WRJZ-AM	68	68	70
5 WNOX-AM	56	56	33

M-F, 3-7pm	A/M '77	A/M '78	A/M '79
1 WIVK-AM	104	104	159
2 WEZK-FM	82	82	107
3 WIVK-AM	68	68	86
4 WRJZ-AM	68	68	70
5 WIVK-FM	56	56	33

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3778

	A/M '77	A/M '78	A/M '79
1 WRJZ-AM	1332	1410	1483
2 WNOX-AM	1159	1272	1291
3 WEZK-FM	927	958	1037
4 WIVK-FM	808	868	955
5 WIVK-AM	783	859	718

M-F, 6-10am	A/M '77	A/M '78	A/M '79
1 WRJZ-AM	1332	1410	1483
2 WIVK-AM	1159	1272	1291
3 WNOX-AM	927	958	1037
4 WIVK-FM	808	868	955
5 WEZK-FM	783	859	718

M-F, 3-7pm	A/M '77	A/M '78	A/M '79
1 WRJZ-AM	1332	1410	1483
2 WIVK-AM	1159	1272	1291
3 WNOX-AM	927	958	1037
4 WEZK-FM	808	868	955
5 WIVK-AM	783	859	718

Teens
M-S, 6am-Midnight
POP(00): 473

	A/M '77	A/M '78	A/M '79
1 WRJZ-AM	104	104	159
2 WNOX-AM	82	82	107
3 WOKI-AM	68	68	86
4 WOKI-FM	68	68	70
5 WGN-AM	56	56	33

M-F, 6-10am	A/M '77	A/M '78	A/M '79
1 WRJZ-AM	104	104	159
2 WNOX-AM	82	82	107
3 WOKI-FM	68	68	86
4 WOKI-AM	68	68	70
5 WIVK-AM	56	56	33

M-F, 3-7pm	A/M '77	A/M '78	A/M '79
1 WRJZ-AM	104	104	159
2 WNOX-AM	82	82	107
3 WOKI-FM	68	68	86
4 WOKI-AM	68	68	70
5 WIVK-AM	56	56	33

Adults 18-34
M-S, 6am-Midnight
POP(00): 1353

	A/M '77	A/M '78	A/M '79
1 WRJZ-AM	104	104	159
2 WNOX-AM	82	82	107
3 WOKI-AM	68	68	86
4 WIVK-FM	68	68	70
5 WOKI-FM	56	56	33

M-F, 6-10am	A/M '77	A/M '78	A/M '79
1 WRJZ-AM	104	104	159
2 WIVK-AM	82	82	107
3 WNOX-AM	68	68	86
4 WIVK-FM	68	68	70
5 WIVK-AM	56	56	33

M-F, 3-7pm	A/M '77	A/M '78	A/M '79
1 WRJZ-AM	104	104	159
2 WIVK-AM	82	82	107
3 WNOX-AM	68	68	86
4 WIVK-AM	68	68	70
5 WEZK-FM	56	56	33

Adults 25-49
M-S, 6am-Midnight
POP(00): 1501

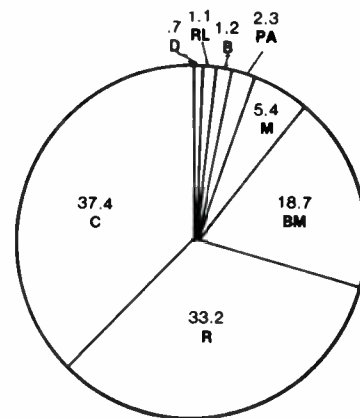
	A/M '77	A/M '78	A/M '79
1 WRJZ-AM	104	104	159
2 WEZK-FM	82	82	107
3 WIVK-AM	68	68	86
4 WNOX-AM	68	68	70
5 WIVK-FM	56	56	33

M-F, 6-10am	A/M '77	A/M '78	A/M '79
1 WIVK-AM	104	104	159
2 WRJZ-AM	82	82	107
3 WEZK-FM	68	68	86
4 WIVK-FM	68	68	70
5 WIVK-AM	56	56	33

M-F, 3-7pm	A/M '77	A/M '78	A/M '79
1 WIVK-AM	104	104	159
2 WRJZ-AM	82	82	107
3 WEZK-FM	68	68	86
4 WIVK-AM	68	68	70
5 WNOX-AM	56	56	33

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.

Lafayette, LA

METRO RANK **166**

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 1056

A/M '77	A/M '78	A/M '79
1 KTDY-FM 26.0	KTDY-FM 27.7	KVOL-AM(9) 23.0
2 KVOL-AM 22.7	KVOL-AM 16.9	KTDY-FM(PA) 19.3
3 KPFL-AM 9.1	KPFL-AM 12.0	KSMR-FM(9) 14.3
4 KXKW-AM 9.1	KXKW-AM 11.4	KXKW-AM(C) 11.8
5 KDEA-FM 7.8	KSMR-FM 10.8	KFEL-AM(PA) 8.7
6 KSMR-FM 6.5	KROF-AF 6.6	KROF-AF(C) 6.8
7 KROF-AF 5.8	KDEA-FM 6.0	KROF-FM(C) 5.0
8 KROF-AM 3.9	WAFB-FM(PA) 3.7	
9 KROF-FM 1.9	KDFA-FM(9) 3.1	
10 WAFB-FM 0.6	KROF-AM(PA) 1.9	
11 KSIG-AM 0.6	KAJN-AF(9) 0.6	
12	KAJN-FM(9) 0.6	

Average Persons Trends/Rankings
Total 12+
M-S, 6am-Midnight
POP(00): 1056

A/M '77	A/M '78	A/M '79
1 KTDY-FM 40	KTDY-FM 46	KVOL-AM 37
2 KVOL-AM 35	KVOL-AM 28	KTDY-FM 31
3 KPFL-AM 14	KPFL-AM 20	KSMR-FM 23
4 KXKW-AM 14	KXKW-AM 19	KXKW-AM 19
5 KDEA-FM 12	KSMR-FM 18	KPFL-AM 14

M-F, 6-10am

1 KVOL-AM	KTDY-FM	KVOL-AM
2 KTDY-FM	KVOL-AM	KTDY-FM
3 KPFL-AM	KPFL-AM	KPFL-AM
4 KXKW-AM	KXKW-AM	KSMR-FM
5 KDEA-FM	KSMR-FM	KXKW-AM

M-F, 3-7pm

1 KTDY-FM	KTDY-FM	KTDY-FM
2 KVOL-AM	KVOL-AM	KVOL-AM
3 KXKW-AM	KSMR-FM	KSMR-FM
4 KROF-AF	KPFL-AM	KXKW-AM
5 KPFL-AM	KXKW-AM	KPFL-AM

Teens
M-S, 6am-Midnight
POP(00): 161

A/M '77	A/M '78	A/M '79
1 KTDY-FM	KTDY-FM	KVOL-AM
2 KVOL-AM	KVOL-AM	KTDY-FM
3 KROF-AF	KSMR-FM	KSMR-FM
4 KSMR-FM	KROF-AF	KXKW-AM
5 KROF-FM	KXKW-AM	KDEA-FM

M-F, 6-10am

1 KVOL-AM	KTDY-FM	KTDY-FM
2 KTDY-FM	KVOL-AM	KVOL-AM
3 KROF-AF	KROF-AF	KSMR-FM
4 KROF-AM	KSMR-FM	KPFL-AM
5 KDEA-FM	KXKW-AM	KAJN-AF

M-F, 3-7pm

1 KTDY-FM	KTDY-FM	KVOL-AM
2 KVOL-AM	KVOL-AM	KTDY-FM
3 KROF-AF	KROF-AF	KSMR-FM
4 KSMR-FM	KSMR-FM	KXKW-AM
5 KROF-FM	KXKW-AM	WAFB-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 441

A/M '77	A/M '78	A/M '79
1 KTDY-FM	KTDY-FM	KTDY-FM
2 KVOL-AM	KVOL-AM	KSMR-FM
3 KSMR-FM	KSMR-FM	KVOL-AM
4 KXKW-AM	KROF-AF	KROF-AF
5 KROF-AF	KXKW-AM	WAFB-FM

M-F, 6-10am

1 KTDY-FM	KTDY-FM	KTDY-FM
2 KVOL-AM	KVOL-AM	KSMR-FM
3 KSMR-FM	KSMR-FM	KVOL-AM
4 KXKW-AM	KROF-AF	KROF-AF
5 KROF-AF	KPFL-AM	KROF-FM

M-F, 3-7pm

1 KTDY-FM	KTDY-FM	KTDY-FM
2 KVOL-AM	KVOL-AM	KSMR-FM
3 KSMR-FM	KSMR-FM	KVOL-AM
4 KROF-AF	KROF-AF	KROF-AF
5 KXKW-AM	KDEA-FM	WAFB-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 433

A/M '77	A/M '78	A/M '79
1 KTDY-FM	KTDY-FM	KVOL-AM
2 KVOL-AM	KVOL-AM	KTDY-FM
3 KXKW-AM	KXKW-AM	KXKW-AM
4 KPFL-AM	KSMR-FM	KROF-AF
5 KROF-AF	KPFL-AM	KSMR-FM

M-F, 6-10am

1 KVOL-AM	KTDY-FM	KVOL-AM
2 KTDY-FM	KVOL-AM	KXKW-AM
3 KPFL-AM	KXKW-AM	KTDY-FM
4 KXKW-AM	KPFL-AM	KPFL-AM
5 KDEA-FM	KSMR-FM	KSMR-FM

M-F, 3-7pm

1 KTDY-FM	KTDY-FM	KTDY-FM
2 KVOL-AM	KVOL-AM	KVOL-AM
3 KXKW-AM	KXKW-AM	KXKW-AM
4 KROF-AF	KSMR-FM	KSMR-FM
5 KPFL-AM	KPFL-AM	WAFB-FM

Cume Persons Trends/Rankings
Total 12+
M-S, 6am-Midnight
POP(00): 1056

A/M '77	A/M '78	A/M '79
1 KVOL-AM 540	KTDY-FM 456	KVOL-AM 446
2 KTDY-FM 458	KVOL-AM 391	KTDY-FM 341
3 KROF-AF 211	KXKW-AM 202	KSMR-FM 191
4 KPFL-AM 204	KSMR-FM 202	KXKW-AM 191
5 KXKW-AM 123	KPFL-AM 202	KPFL-AM 194

M-F, 6-10am

1 KVOL-AM	KTDY-FM	KVOL-AM
2 KTDY-FM	KVOL-AM	KTDY-FM
3 KPFL-AM	KPFL-AM	KSMR-FM
4 KROF-AF	KXKW-AM	KPFL-AM
5 KXKW-AM	KSMR-FM	KXKW-AM

M-F, 3-7pm

1 KVOL-AM	KTDY-FM	KVOL-AM
2 KTDY-FM	KVOL-AM	KTDY-FM
3 KXKW-AM	KXKW-AM	KSMR-FM
4 KROF-AF	KSMR-FM	KXKW-AM
5 KPFL-AM	KPFL-AM	KPFL-AM

Teens
M-S, 6am-Midnight
POP(00): 161

A/M '77	A/M '78	A/M '79
1 KTDY-FM	KTDY-FM	KVOL-AM
2 KVOL-AM	KVOL-AM	KTDY-FM
3 KROF-AF	KROF-FM	KSMR-FM
4 KROF-AM	KSMR-FM	WAFB-FM
5 KSMR-FM	KROF-AM	KXKW-AM

M-F, 6-10am

1 KVOL-AM	KTDY-FM	KVOL-AM
2 KTDY-FM	KVOL-AM	KTDY-FM
3 KROF-AF	KROF-AM	KSMR-FM
4 KROF-AM	KROF-FM	KROF-AM
5 KPFL-AM	KSMR-FM	KPFL-AM

M-F, 3-7pm

1 KTDY-FM	KTDY-FM	KVOL-AM
2 KVOL-AM	KVOL-AM	KTDY-FM
3 KROF-AF	KROF-AM	KSMR-FM
4 KROF-AM	KSMR-FM	KXKW-AM
5 KSMR-FM	KXKW-AM	WAFB-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 441

A/M '77	A/M '78	A/M '79
1 KVOL-AM	KTDY-FM	KTDY-FM
2 KTDY-FM	KVOL-AM	KVOL-AM
3 KSMR-FM	KSMR-FM	KSMR-FM
4 KROF-AF	KROF-AM	WAFB-FM
5 KROF-AM	KROF-FM	KROF-AM

M-F, 6-10am

1 KVOL-AM	KTDY-FM	KTDY-FM
2 KTDY-FM	KVOL-AM	KVOL-AM
3 KSMR-FM	KSMR-FM	KVOL-AM
4 KROF-AF	KROF-AM	WAFB-FM
5 KROF-AM	KXKW-AM	KXKW-AM

M-F, 3-7pm

1 KTDY-FM	KTDY-FM	KTDY-FM
2 KVOL-AM	KVOL-AM	KSMR-FM
3 KSMR-FM	KSMR-FM	KVOL-AM
4 KROF-AF	KROF-AM	WAFB-FM
5 KROF-AM	KXKW-AM	KXKW-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 433

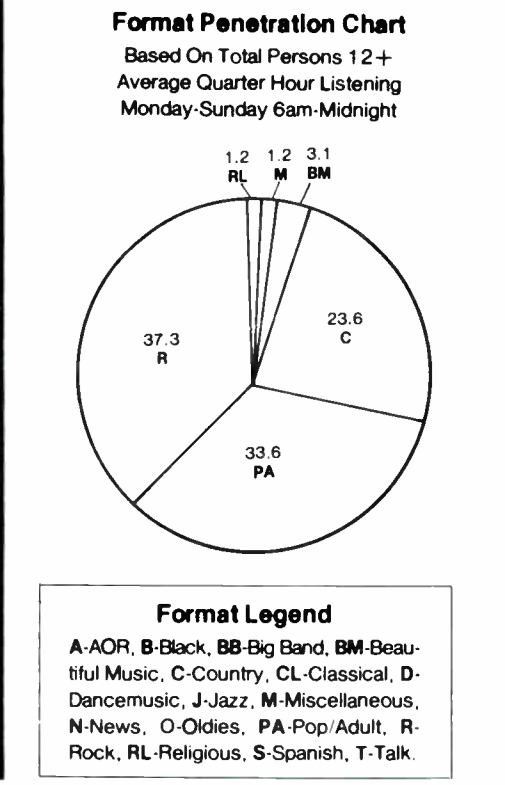
A/M '77	A/M '78	A/M '79
1 KVOL-AM	KTDY-FM	KVOL-AM
2 KTDY-FM	KVOL-AM	KTDY-FM
3 KXKW-AM	KXKW-AM	KXKW-AM
4 KPFL-AM	KPFL-AM	KPFL-AM
5 KROF-AF	KSMR-FM	KSMR-FM

M-F, 6-10am

1 KVOL-AM	KVOL-AM	KVOL-AM
2 KTDY-FM	KTDY-FM	KXKW-AM
3 KXKW-AM	KXKW-AM	KTDY-FM
4 KPFL-AM	KPFL-AM	KPFL-AM
5 KROF-AF	KSMR-FM	KSMR-FM

M-F, 3-7pm

1 KVOL-AM	KTDY-FM	KVOL-AM
2 KTDY-FM	KVOL-AM	KTDY-FM
3 KXKW-AM	KXKW-AM	KXKW-AM
4 KROF-AF	KPFL-AM	KSMR-FM
5 KPFL-AM	KSMR-FM	KPFL-AM



YOU CAN ORDER MORE COPIES OF

RATINGS REPORT

only \$12.50 each

SEE ORDER FORM IN BACK OF BOOK

Lakeland-Winter Haven, FL

METRO RANK

118

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 2335

A/M '77	A/M '78	A/M '79			
1 WUFM-FM	16.0	WRBQ-FM	15.0	WVFM-FM(BB)	2.6
2 WRBQ-FM	12.0	WVFM-FM	12.4	WRBQ-FM(B)	12.3
3 WPCV-FM	8.3	WGTO-AM	10.9	WGTO-AM(C)	9.1
4 WFLA-FM	7.4	WPCV-FM	8.9	WPCV-FM(C)	8.0
5 WQFD-AM	6.0	WONN-AM	6.3	WORJ-FM(A)	8.5
6 WSUN-AM	6.0	WQFD-AM	5.7	WFLA-FM(BB)	6.4
7 WNN-AM	5.4	WWAB-AM	5.2	WNN-AM(B)	5.8
8 WGTO-AM	3.4	WFLA-FM	4.9	WQFD-AM(B)	4.1
9 WORJ-FM	3.2	WSUN-AM	2.9	WWAB-AM(B)	3.2
10 WWAB-AM	3.2	WRJW-FM	2.9	WRJW-FM(B)	2.9
11 WSIR-AM	2.6	WSIR-AM	2.6	WFUL-AM(C)	2.9
12 WRJW-FM	2.6	WORJ-FM	2.3	WSUN-AM(C)	2.0
13 WDBQ-AM	2.3	WFUL-AM	2.3	WHLY-FM(A)	2.0
14 WFUL-AM	2.0	WZNG-AM	1.4	WHUG-FM(BB)	1.8
15 WFLA-AM	1.7	WHUG-FM	1.1	WJYW-FM(BB)	1.5
16 WIFC-AM	1.7	WJYW-FM	1.1	WTWP-AM(B)	1.5
17 WDBQ-AM	1.4	WQYK-FM	0.9	WSIR-AM(PA)	1.2
18 WWAB-AM	1.1	WTWP-AM	0.9	WDBQ-FM(BB)	1.2
19 WZNG-AM	0.9	WIFC-AM	0.9	WFLA-AM(C)	1.2
20 WHUG-FM	0.9	WDBQ-FM	0.6	WTWP-AM(B)	1.2
21 WJYW-FM	0.9	WFLA-AM	0.6	WQYK-FM(C)	0.6
22 WFLA-AM	0.6	WLCY-AM	0.6	WDBQ-AM(PA)	0.6
23 WWAB-AM	0.6	WDBQ-AM	0.6		
24 WTWP-AM	0.6				

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2335

A/M '77	A/M '78	A/M '79			
1 WUFM-FM	56	WRBQ-FM	54	WVFM-FM	43
2 WRBQ-FM	42	WVFM-FM	43	WRBQ-FM	42
3 WPCV-FM	29	WGTO-AM	38	WGTO-AM	31
4 WFLA-FM	26	WPCV-FM	31	WPCV-FM	30
5 WQFD-AM	21	WONN-AM	22	WORJ-FM	29

A/M '77	A/M '78	A/M '79
1 WUFM-FM	WVFM-FM	WVFM-FM
2 WNN-AM	WONN-AM	WRBQ-FM
3 WRBQ-FM	WPCV-FM	WONN-AM
4 WPCV-FM	WRBQ-FM	WGTO-AM
5 WFLA-FM	WQFD-AM	WPCV-FM

A/M '77	A/M '78	A/M '79
1 WUFM-FM	WRBQ-FM	WVFM-FM
2 WRBQ-FM	WVFM-FM	WRBQ-FM
3 WPCV-FM	WPCV-FM	WGTO-AM
4 WQFD-AM	WGTO-AM	WORJ-FM
5 WFLA-FM	WWAB-AM	WPCV-FM

A/M '77	A/M '78	A/M '79
1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WQFD-AM	WQFD-AM	WRJW-FM
3 WRJW-FM	WRJW-FM	WQFD-AM
4 WWAB-AM	WWAB-AM	WORJ-FM
5 WORJ-FM	WORJ-FM	WWAB-AM

A/M '77	A/M '78	A/M '79
1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WQFD-AM	WQFD-AM	WRJW-FM
3 WUFM-FM	WONN-AM	WORJ-FM
4 WNN-AM	WGTO-AM	WGTO-AM
5 WORJ-FM	WPCV-FM	WPCV-FM

A/M '77	A/M '78	A/M '79
1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WQFD-AM	WWAB-AM	WRJW-FM
3 WRJW-FM	WQFD-AM	WQFD-AM
4 WWAB-AM	WRJW-FM	WHLY-FM
5 WORJ-FM	WZNG-AM	WWAB-AM

A/M '77	A/M '78	A/M '79
1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WQFD-AM	WGTO-AM	WRBQ-FM
3 WUFM-FM	WPCV-FM	WGTO-AM
4 WORJ-FM	WWAB-AM	WQFD-AM
5 WFLA-FM	WQFD-AM	WVFM-FM

A/M '77	A/M '78	A/M '79
1 WRBQ-FM	WRBQ-FM	WORJ-FM
2 WQFD-AM	WWAB-AM	WGTO-AM
3 WUFM-FM	WONN-AM	WRBQ-FM
4 WFLA-FM	WGTO-AM	WQFD-AM
5 WPCV-FM	WPCV-FM	WVFM-FM

A/M '77	A/M '78	A/M '79
1 WRBQ-FM	WRBQ-FM	WORJ-FM
2 WQFD-AM	WWAB-AM	WGTO-AM
3 WUFM-FM	WONN-AM	WRBQ-FM
4 WFLA-FM	WGTO-AM	WQFD-AM
5 WPCV-FM	WPCV-FM	WVFM-FM

A/M '77	A/M '78	A/M '79
1 WRBQ-FM	WRBQ-FM	WORJ-FM
2 WQFD-AM	WPCV-FM	WRBQ-FM
3 WUFM-FM	WGTO-AM	WGTO-AM
4 WORJ-FM	WWAB-AM	WVFM-FM
5 WPCV-FM	WVFM-FM	WQFD-AM

A/M '77	A/M '78	A/M '79
1 WUFM-FM	WRBQ-FM	WGTO-AM
2 WPCV-FM	WPCV-FM	WPCV-FM
3 WFLA-FM	WVFM-FM	WVFM-FM
4 WSUN-AM	WGTO-AM	WRBQ-FM
5 WRBQ-FM	WQFD-AM	WFLA-FM

A/M '77	A/M '78	A/M '79
1 WPCV-FM	WPCV-FM	WGTO-AM
2 WUFM-FM	WONN-AM	WVFM-FM
3 WNN-AM	WRBQ-FM	WPCV-FM
4 WFLA-FM	WVFM-FM	WONN-AM
5 WRBQ-FM	WQFD-AM	WRBQ-FM

A/M '77	A/M '78	A/M '79
1 WUFM-FM	WRBQ-FM	WGTO-AM
2 WPCV-FM	WPCV-FM	WVFM-FM
3 WFLA-FM	WVFM-FM	WRBQ-FM
4 WSUN-AM	WQFD-AM	WPCV-FM
5 WNN-AM	WGTO-AM	WFLA-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2435

A/M '77	A/M '78	A/M '79			
1 WRBQ-FM	WRBQ-FM	WRBQ-FM			
2 WUFM-FM	WQFD-AM	WQFD-AM			
3 WQFD-AM	447	WQFD-AM	457	WQFD-AM	409
4 WSUN-AM	381	WQFD-AM	388	WQFD-AM	379
5 WPCV-FM	360	WONN-AM	344	WGTO-AM	340

A/M '77	A/M '78	A/M '79
1 WUFM-FM	WRBQ-FM	WRBQ-FM
2 WRBQ-FM	WVFM-FM	WONN-AM
3 WNN-AM	WQFD-AM	WQFD-AM
4 WPCV-FM	WONN-AM	WGTO-AM
5 WQFD-AM	WPCV-FM	WPCV-FM

A/M '77	A/M '78	A/M '79
1 WUFM-FM	WRBQ-FM	WRBQ-FM
2 WRBQ-FM	WVFM-FM	WVFM-FM
3 WQFD-AM	WQFD-AM	WRBQ-FM
4 WPCV-FM	WQFD-AM	WVFM-FM
5 WSUN-AM	WGTO-AM	WQFD-AM

A/M '77	A/M '78	A/M '79
1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WQFD-AM	WQFD-AM	WRJW-FM
3 WRJW-FM	WRJW-FM	WQFD-AM
4 WORJ-FM	WWAB-AM	WORJ-FM
5 WSIR-AM	WZNG-AM	WHLY-FM

A/M '77	A/M '78	A/M '79
1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WQFD-AM	WQFD-AM	WRJW-FM
3 WRJW-FM	WRJW-FM	WQFD-AM
4 WORJ-FM	WWAB-AM	WORJ-FM
5 WSIR-AM	WZNG-AM	WHLY-FM

A/M '77	A/M '78	A/M '79
1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WRJW-FM	WRJW-FM	WRJW-FM
3 WQFD-AM	WRJW-FM	WQFD-AM
4 WSIR-AM	WSIR-AM	WORJ-FM
5 WWAB-AM	WWAB-AM	WHLY-FM

A/M '77	A/M '78	A/M '79
1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WQFD-AM	WQFD-AM	WRJW-FM
3 WRJW-FM	WRJW-FM	WQFD-AM
4 WORJ-FM	WWAB-AM	WORJ-FM
5 WWAB-AM	WZNG-AM	WHLY-FM

A/M '77	A/M '78	A/M '79
1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WQFD-AM	WQFD-AM	WORJ-FM
3 WUFM-FM	WONN-AM	WQFD-AM
4 WNN-AM	WPCV-FM	WPCV-FM
5 WORJ-FM	WGTO-AM	WGTO-AM

A/M '77	A/M '78	A/M '79
1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WQFD-AM	WQFD-AM	WRBQ-FM
3 WUFM-FM	WONN-AM	WORJ-FM
4 WNN-AM	WGTO-AM	WGTO-AM
5 WORJ-FM	WPCV-FM	WPCV-FM

A/M '77	A/M '78	A/M '79
1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WQFD-AM	WQFD-AM	WRBQ-FM
3 WUFM-FM	WONN-AM	WORJ-FM
4 WNN-AM	WGTO-AM	WGTO-AM
5 WORJ-FM	WPCV-FM	WPCV-FM

A/M '77	A/M '78	A/M '79
1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WQFD-AM	WWAB-AM	WRJW-FM
3 WRJW-FM	WQFD-AM	WQFD-AM
4 WWAB-AM	WRJW-FM	WHLY-FM
5 WORJ-FM	WZNG-AM	WWAB-AM

A/M '77	A/M '78	A/M '79
1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WQFD-AM	WGTO-AM	WRBQ-FM
3 WUFM-FM	WPCV-FM	WGTO-AM
4 WORJ-FM	WWAB-AM	WQFD-AM
5 WFLA-FM	WQFD-AM	WVFM-FM

A/M '77	A/M '78	A/M '79
1 WRBQ-FM	WRBQ-FM	WORJ-FM
2 WQFD-AM	WWAB-AM	WGTO-AM
3 WUFM-FM	WONN-AM	WRBQ-FM
4 WFLA-FM	WGTO-AM	WQFD-AM
5 WPCV-FM	WPCV-FM	WVFM-FM

A/M '77	A/M '78	A/M '79
1 WRBQ-FM	WRBQ-FM	WORJ-FM
2 WQFD-AM	WPCV-FM	WRBQ-FM
3 WUFM-FM	WGTO-AM	WGTO-AM
4 WORJ-FM	WWAB-AM	WVFM-FM
5 WPCV-FM	WVFM-FM	WQFD-AM

A/M '77	A/M '78	A/M '79
1 WUFM-FM	WRBQ-FM	WGTO-AM
2 WPCV-FM	WPCV-FM	WPCV-FM
3 WFLA-FM	WVFM-FM	WVFM-FM
4 WSUN-AM	WGTO-AM	WRBQ-FM
5 WRBQ-FM	WQFD-AM	WFLA-FM

A/M '77	A/M '78	A/M '79
1 WPCV-FM	WPCV-FM	WGTO-AM
2 WUFM-FM	WONN-AM	WVFM-FM
3 WNN-AM	WRBQ-FM	WPCV-FM
4 WFLA-FM	WVFM-FM	WONN-AM
5 WRBQ-FM	WQFD-AM	WRBQ-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 842

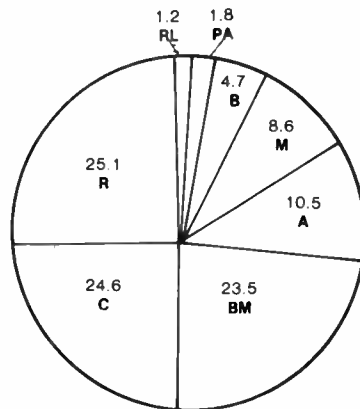
A/M '77	A/M '78	A/M '79
1 WUFM-FM	WRBQ-FM	WRBQ-FM
2 WPCV-FM	WPCV-FM	WPCV-FM
3 WRBQ-FM	WVFM-FM	WGTO-AM
4 WSUN-AM	WGTO-AM	WVFM-FM
5 WQFD-AM	WQFD-AM	WFLA-FM

A/M '77	A/M '78	A/M '79
1 WUFM-FM	WRBQ-FM	WRBQ-FM
2 WPCV-FM	WPCV-FM	WRBQ-FM
3 WNN-AM	WVFM-FM	WGTO-AM
4 WRBQ-FM	WGTO-AM	WVFM-FM
5 WQFD-AM	WQFD-AM	WONN-AM

A/M '77	A/M '78	A/M '79
1 WUFM-FM	WRBQ-FM	WRBQ-FM
2 WPCV-FM	WPCV-FM	WRBQ-FM
3 WQFD-AM	WVFM-FM	WPCV-FM
4 WSUN-AM	WQFD-AM	WVFM-FM
5 WSIR-AM	WGTO-AM	WFLA-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.

Lancaster

METRO RANK



Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 2849

	A/M '77	A/M '78	A/M '79
1 WIOU-FM	14.8	WIOU-FM	11.4
2 WQXA-FM	10.5	WQXA-FM	8.3
3 WSBA-FM	8.9	WSBA-FM	8.3
4 WL AN-AM	7.9	WL AN-AM	7.8
5 WSBA-FM	6.2	WDAC-FM	5.5
6 WNCE-FM	6.2	WYCR-FM	5.0
7 WSA-AM	6.0	WNCE-FM	5.0
8 WDDL-AM	5.7	WDDL-AM	5.0
9 WDAC-FM	5.0	WSSA-AM	4.0
10 WYCR-FM	4.8	WSBA-FM	3.8
11 WL AN-AM	2.9	WL AN-AM	3.8
12 WRHY-FM	1.9	KYW -AM	2.6
13 KYW -AM	1.4	WHP -AM	2.4
14 WIF I-FM	1.4	WIF I-FM	2.4
15 WGBR-FM	1.2	WHP -FM	2.4
16 WFIL-AM	1.0	WFDC-AM	2.1
17 WHP -AM	1.0	WUFM-FM	1.9
18 WEEU-AM	0.7	WRHY-FM	1.7
19 WUFM-FM	0.5	WRYD-FM	1.7
20 WSFM-FM	0.5	WGBR-FM	1.7
21 WHP -FM	0.5	WVLU-AM	1.4
22 WCTX-FM	0.5	WFIL-AM	1.4
23 WRFY-FM	0.5	WJBR-FM	0.7
24		WRFY-FM	0.5
25		WZIX-AM	0.5

M-F, 6-10am

1 WIOU-FM	WIOU-FM	WIOU-FM
2 WSBA-FM	WDAC-FM	WSBA-FM
3 WSBA-AM	WSBA-AM	WQXA-FM
4 WQXA-FM	WSBA-FM	WNCE-FM
5 WL AN-AM	WDDL-AM	WDAC-FM

M-F, 3-7pm

1 WQXA-FM	WSBA-FM	WIOU-FM
2 WIOU-FM	WNCE-FM	WQXA-FM
3 WSBA-FM	WIOU-FM	WSBA-FM
4 WNCE-FM	WDAC-FM	WDAC-FM
5 WSBA-AM	WL AN-FM	WSBA-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2849

	A/M '77	A/M '78	A/M '79
1 WL AN-AM	732	WL AN-AM	703
2 WQXA-FM	663	WQXA-FM	562
3 WIOU-FM	536	WDDL-AM	547
4 WSBA-FM	470	WSBA-FM	504
5 WSBA-AM	449	WIOU-FM	417

M-F, 6-10am

1 WL AN-AM	WL AN-AM	WQXA-FM
2 WQXA-FM	WIOU-FM	WIOU-FM
3 WIOU-FM	WDDL-AM	WSBA-AM
4 WDDL-AM	WSBA-AM	WL AN-AM
5 WSHA-AM	WSBA-FM	WNCE-FM

M-F, 3-7pm

1 WL AN-AM	WL AN-AM	WQXA-FM
2 WQXA-FM	WQXA-FM	WIOU-FM
3 WIOU-FM	WDDL-AM	WL AN-AM
4 WSBA-AM	WSBA-FM	WSBA-AM
5 WSBA-FM	WNCE-FM	WNCE-FM

Teens
M-S, 6am-Midnight
POP(00): 387

	A/M '77	A/M '78	A/M '79
1 WQXA-FM	WL AN-AM	WQXA-FM	
2 WL AN-AM	WYCR-FM	WL AN-AM	
3 WYCR-FM	WQXA-FM	WYCR-FM	
4 WDDL-AM	WDDL-AM	WL AN-AM	
5 WIOU-FM	WIFI-FM	WRHY-FM	

M-F, 6-10am

1 WQXA-FM	WL AN-AM	WQXA-FM
2 WL AN-AM	WYCR-FM	WL AN-AM
3 WYCR-FM	WIFI-FM	WRHY-FM
4 WDDL-AM	WQXA-FM	WL AN-FM
5 WIOU-FM	WUFM-FM	WYCR-FM

M-F, 3-7pm

1 WQXA-FM	WYCR-FM	WQXA-FM
2 WL AN-AM	WL AN-AM	WL AN-AM
3 WYCR-FM	WQXA-FM	WL AN-FM
4 WFIL-AM	WDDL-AM	WYCR-FM
5 WDDL-AM	WIFI-FM	WRHY-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 981

	A/M '77	A/M '78	A/M '79
1 WL AN-AM	WQXA-FM	WQXA-FM	
2 WQXA-FM	WL AN-AM	WL AN-AM	
3 WSBA-AM	WSBA-AM	WSHA-AM	
4 WSBA-FM	WYCR-FM	WIOU-FM	
5 WYCR-FM	WDDL-AM	WLFA-AM	

M-F, 6-10am

1 WL AN-AM	WL AN-AM	WQXA-FM
2 WQXA-FM	WQXA-FM	WSBA-AM
3 WSBA-AM	WSBA-AM	WIOU-FM
4 WYCR-FM	WIOU-FM	WL AN-AM
5 WSBA-FM	WDDL-AM	WNCE-FM

M-F, 3-7pm

1 WL AN-AM	WQXA-FM	WQXA-FM
2 WQXA-FM	WL AN-AM	WSBA-AM
3 WSBA-AM	WDDL-AM	WL AN-AM
4 WYCR-FM	WSBA-AM	WIOU-FM
5 WIOU-FM	WYCR-FM	WL AN-FM

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2849

	A/M '77	A/M '78	A/M '79
1 WIOU-FM	62	WIOU-FM	48
2 WQXA-FM	44	WQXA-FM	35
3 WSBA-FM	37	WSBA-FM	35
4 WL AN-AM	33	WL AN-AM	33
5 WSBA-AM	26	WDAC-FM	23

M-F, 6-10am

1 WIOU-FM	WIOU-FM	WIOU-FM
2 WL AN-AM	WDAC-FM	WQXA-FM
3 WQXA-FM	WL AN-AM	WSBA-AM
4 WSBA-FM	WDDL-AM	WL AN-AM
5 WDDL-AM	WSBA-FM	WNCE-FM

M-F, 3-7pm

1 WIOU-FM	WQXA-FM	WIOU-FM
2 WQXA-FM	WSBA-FM	WQXA-FM
3 WL AN-AM	WL AN-AM	WNCE-FM
4 WNCE-FM	WIOU-FM	WSBA-FM
5 WSBA-FM	WNCE-FM	WSBA-AM

Teens
M-S, 6am-Midnight
POP(00): 387

	A/M '77	A/M '78	A/M '79
1 WQXA-FM	WYCR-FM	WQXA-FM	
2 WL AN-AM	WL AN-AM	WL AN-AM	
3 WYCR-FM	WQXA-FM	WYCR-FM	
4 WIOU-FM	WIFI-FM	WRHY-FM	
5 WIF I-FM	WRHY-FM	WL AN-FM	

M-F, 6-10am

1 WL AN-AM	WL AN-AM	WQXA-FM
2 WQXA-FM	WYCR-FM	WL AN-AM
3 WYCR-FM	WIFI-FM	WRHY-FM
4 WIOU-FM	WQXA-FM	WL AN-FM
5 WSBA-AM	WIOU-FM	WYCR-FM

M-F, 3-7pm

1 WQXA-FM	WQXA-FM	WQXA-FM
2 WL AN-AM	WL AN-AM	WL AN-AM
3 WYCR-FM	WYCR-FM	WYCR-FM
4 WUFM-FM	WIFI-FM	WL AN-FM
5 WIOU-FM	WUFM-FM	WRHY-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 981

	A/M '77	A/M '78	A/M '79
1 WQXA-FM	WQXA-FM	WQXA-FM	
2 WL AN-AM	WL AN-AM	WIOU-FM	
3 WSBA-AM	WIOU-FM	WSBA-AM	
4 WIOU-FM	WSBA-FM	WL AN-AM	
5 WSBA-FM	WYCR-FM	WNCE-FM	

M-F, 6-10am

1 WL AN-AM	WQXA-FM	WIOU-FM
2 WQXA-FM	WIOU-FM	WQXA-FM
3 WSBA-AM	WL AN-AM	WL AN-AM
4 WSBA-FM	WSBA-AM	WSBA-AM
5 WIOU-FM	WDDL-AM	WNCE-FM

M-F, 3-7pm

1 WQXA-FM	WQXA-FM	WQXA-FM
2 WL AN-AM	WL AN-AM	WIOU-FM
3 WIOU-FM	WSBA-FM	WSBA-AM
4 WNCE-FM	WNCE-FM	WL AN-FM
5 WSBA-AM	WIOU-FM	WNCE-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1093

	A/M '77	A/M '78	A/M '79
1 WIOU-FM	WSBA-FM	WIOU-FM	
2 WSBA-FM	WIOU-FM	WQXA-FM	
3 WQXA-FM	WNCE-FM	WSBA-AM	
4 WSBA-AM	WDAC-FM	WNCE-FM	
5 WNCE-FM	WQXA-FM	WDAC-FM	

Adults 25-49
M-S, 6am-Midnight
POP(00): 1093

	A/M '77	A/M '78	A/M '79
1 WSBA-FM	WSBA-AM	WIOU-FM	
2 WIOU-FM	WSBA-FM	WQXA-FM	
3 WL AN-AM	WNCE-FM	WSBA-AM	
4 WSBA-AM	WDDL-AM	WSBA-FM	
5 WQXA-FM	WIOU-FM	WL AN-AM	

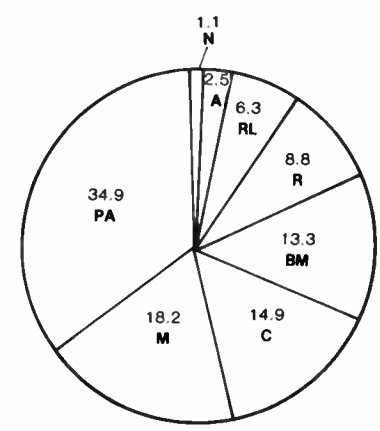
M-F, 6-10am

1 WIOU-FM	WSBA-AM	WIOU-FM
2 WSBA-FM	WIOU-FM	WSBA-AM
3 WSBA-AM	WSBA-FM	WNCE-FM
4 WQXA-FM	WDDL-AM	WQXA-FM
5 WL AN-AM	WL AN-AM	WL AN-AM

M-F, 3-7pm

1 WL AN-AM	WSBA-FM	WQXA-FM
2 WSBA-FM	WNCE-FM	WIOU-FM
3 WSBA-AM	WSBA-AM	WSBA-AM
4 WQXA-FM	WIOU-FM	WL AN-AM
5 WIOU-FM	WQXA-FM	WNCE-FM

Format Penetration Chart
Based On 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

76

A/M '79 Market Overview

Top 40 rock station **WVIC-FM** (and its simulcast AM sister) was able to parlay a well-timed promotion into a successful book and the premier spot among the local stations. It seems that the state legislature had originally planned a big celebration of the 100th anniversary of the Capitol building, but then decided at the last minute not to fund the shebang. **WVIC** jumped in and spent its own money (\$25,000) to stage the event. The two stations became the champions of a celebrated cause, and the entire town was behind them — it was good for **WVIC** that the folks in the Capitol didn't come up with the capital. Demographically speaking, the biggest boost for **WVIC-FM** came from the teens, where the station now has more than 50% of the audience.

Tied for the second spot in the Lansing metro are P/A station **WFMK** and AOR entry **WILS-FM**. **WFMK** underwent an amazing reported audience composition switch — the male demos dropped drastically from the previous report, but the female numbers grew to pick up most of the slack. A sampling problem may have dealt **WILS-FM** a bad hand in this sweep, one of the few down books seen by a "Superstars" station. Overall 12+ diary return in the market was down by 80 diaries from the Fall '78 survey, and the most significant drop was in the men 18-24 category. In that cell, the in-tab diaries decreased by almost 50%, from 34 (in O/N '78) to 20 in this survey. Likewise, the females 18-24 were represented by fewer diaries in the A/M '79 sweep, and it is in the female demos where **WILS-FM** saw its numbers drop the most severely.

WITL owes its improved stance in large part to better numbers among its women listeners, particularly in PM drive and in the evening. **WJIM-FM** saw its gains come from both men and women, with men improving most noticeably in morning drive, while the ladies improved best in PM drive. Both **WITL** and **WJIM-FM** score well among adults 25-49.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
PDF(00): 3703

	A/M '78	O/N '78	A/M '79
1 WVIC-AF	14.2	WILS-FM	10.8
2 WFMK-FM	14.0	WVIC-FM	10.6
3 WITL-FM	10.4	WFMK-FM	10.5
4 WJIM-AF	9.9	WITL-FM	8.9
5 WJR -AM	7.9	WJR -AM	7.4
6 WOOD-AF	7.6	WILS-AM	5.3
7 WILS-FM	6.9	WJIM-AM	5.3
8 WILS-AM	5.8	WOOD-FM	5.1
9 WITL-AM	3.0	WJIM-FM	4.4
10 WGRD-AF	1.8	WVIC-AM	3.2
11 WCER-AF	1.3	WITL-AM	3.2
12 WHFI-FM	1.0	WFLB-FM	1.8
13 WFLB-FM	0.8	WGER-FM	1.6
14 WMLW-FM	0.7	WION-AM	1.6
15 WJR -FM	0.5	WFFX-FM	1.2
16 WKHM-AM	0.5	WCER-AM	1.2
17		WGRD-AM	1.1
18		WGRD-FM	0.9
19		WCER-FM	0.7
20		WJFM-FM	0.4
21		WZZR-FM	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
PDF(00): 3703

	A/M '78	O/N '78	A/M '79
1 WVIC-AF	86	WILS-FM	61
2 WFMK-FM	85	WVIC-FM	60
3 WITL-FM	63	WFMK-FM	59
4 WJIM-AF	60	WITL-FM	50
5 WJR -AM	48	WJR -AM	42

	A/M '78	O/N '78	A/M '79
1 WITL-FM		WITL-FM	WVIC-FM
2 WVIC-AF		WJR -AM	WITL-FM
3 WJIM-AF		WFMK-FM	WFMK-FM
4 WFMK-FM		WVIC-FM	WJR -AM
5 WJR -AM		WJIM-AM	WILS-FM

	A/M '78	O/N '78	A/M '79
1 WVIC-AF		WVIC-FM	WILS-FM
2 WVIC-AF		WILS-FM	WVIC-FM
3 WJIM-AF		WFMK-FM	WFMK-FM
4 WOOD-AF		WITL-FM	WJIM-FM
5 WILS-FM		WILS-AM	WITL-FM

Teens

M-S, 6am-Midnight
PDF(00): 476

	A/M '78	O/N '78	A/M '79
1 WVIC-AF		WVIC-FM	WVIC-FM
2 WFMK-FM		WILS-FM	WILS-FM
3 WILS-AM		WILS-AM	WILS-AM
4 WILS-FM		WFFX-FM	WFMK-FM
5 WJR -AM		WFMK-FM	WVIC-AM

M-F, 8-10am

	A/M '78	O/N '78	A/M '79
1 WVIC-AF		WVIC-FM	WVIC-FM
2 WFMK-FM		WILS-FM	WILS-AM
3 WILS-AM		WFFX-FM	WILS-FM
4 WILS-FM		WFMK-FM	WVIC-AM
5 WOOD-AF		WILS-AM	WFMK-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 WVIC-AF		WVIC-FM	WVIC-FM
2 WILS-AM		WILS-FM	WILS-FM
3 WFMK-FM		WILS-AM	WVIC-AM
4 WILS-FM		WFFX-FM	WFMK-FM
5 WJIM-AF		WFMK-FM	WGRD-FM

Adults 18-34

M-S, 6am-Midnight
PDF(00): 1692

	A/M '78	O/N '78	A/M '79
1 WFMK-FM		WFMK-FM	WFMK-FM
2 WVIC-AF		WILS-FM	WILS-FM
3 WILS-FM		WVIC-FM	WVIC-FM
4 WJIM-AF		WILS-AM	WILV-FM
5 WILS-AM		WJIM-AM	WJIM-FM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1 WFMK-FM		WFMK-FM	WFMK-FM
2 WVIC-AF		WJIM-AM	WILS-FM
3 WJIM-AF		WILS-FM	WVIC-FM
4 WILS-AM		WVIC-FM	WILS-AM
5 WILS-FM		WILS-AM	WJIM-AM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 WFMK-FM		WFMK-FM	WILS-FM
2 WVIC-AF		WILS-FM	WFMK-FM
3 WILS-FM		WVIC-FM	WVIC-FM
4 WJIM-AF		WILS-AM	WJIM-FM
5 WILS-AM		WJIM-AM	WILV-FM

Adults 25-49

M-S, 6am-Midnight
PDF(00): 1416

	A/M '78	O/N '78	A/M '79
1 WJIM-AF		WFMK-FM	WFMK-FM
2 WITL-FM		WITL-FM	WITL-FM
3 WVIC-AF		WJR -AM	WVIC-FM
4 WFMK-FM		WILS-FM	WILS-FM
5 WOOD-AF		WJIM-AM	WJIM-FM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1 WITL-FM		WITL-FM	WITL-FM
2 WJIM-AF		WFMK-FM	WILS-AM
3 WVIC-AF		WJR -AM	WVIC-FM
4 WFMK-FM		WJIM-AM	WJIM-AM
5 WJR -AM		WILS-FM	WJR -AM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 WJIM-AF		WFMK-FM	WFMK-FM
2 WVIC-AF		WJR -AM	WJIM-AM
3 WFMK-FM		WITL-FM	WITL-FM
4 WOOD-AF		WILS-FM	WVIC-FM
5 WJR -AM		WILS-AM	WILS-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
PDF(00): 3703

	A/M '78	O/N '78	A/M '79
1 WVIC-AF	1329	WFMK-FM	1074
2 WFMK-FM	1049	WVIC-FM	922
3 WJIM-AF	985	WILS-AM	847
4 WILS-AM	882	WILS-FM	799
5 WJR -AM	753	WJIM-AM	722

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1 WVIC-AF		WFMK-FM	WVIC-FM
2 WFMK-FM		WVIC-FM	WFMK-FM
3 WJIM-AF		WILS-AM	WITL-FM
4 WITL-FM		WILS-FM	WJR -AM
5 WJR -AM		WITL-FM	WJIM-AM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 WVIC-AF		WVIC-FM	WFMK-FM
2 WFMK-FM		WFMK-FM	WVIC-FM
3 WJIM-AF		WILS-FM	WILS-FM
4 WILS-AM		WILS-AM	WITL-FM
5 WITL-FM		WJIM-AM	WILS-AM

Teens

M-S, 6am-Midnight
PDF(00): 476

	A/M '78	O/N '78	A/M '79
1 WVIC-AF		WVIC-FM	WVIC-FM
2 WILS-AM		WILS-FM	WILS-FM
3 WILS-FM		WILS-AM	WILS-AM
4 WFMK-FM		WFMK-FM	WFMK-FM
5 WJIM-AF		WVIC-AM	WVIC-AM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1 WVIC-AF		WVIC-FM	WVIC-FM
2 WILS-FM		WILS-FM	WILS-AM
3 WFMK-FM		WILS-AM	WVIC-AM
4 WILS-AM		WFMK-FM	WFMK-FM
5 WKHM-AM		WVIC-AM	WILS-FM

	A/M '78	O/N '78	A/M '79
1 WVIC-AF		WVIC-FM	WVIC-FM
2 WILS-AM		WILS-AM	WILS-FM
3 WILS-FM		WILS-FM	WFMK-FM
4 WFMK-FM		WFMK-FM	WVIC-AM
5 WGRD-AF		WFFX-FM	WILS-AM

Adults 18-34

M-S, 6am-Midnight
PDF(00): 1692

	A/M '78	O/N '78	A/M '79
1 WFMK-FM		WFMK-FM	WFMK-FM
2 WVIC-AF		WILS-FM	WVIC-FM
3 WILS-FM		WILS-AM	WILS-FM
4 WILS-AM		WVIC-FM	WILS-AM
5 WJIM-AF		WJIM-AM	WJIM-AM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1 WFMK-FM		WFMK-FM	WFMK-FM
2 WVIC-AF		WILS-AM	WVIC-FM
3 WILS-FM		WILS-FM	WILS-FM
4 WILS-AM		WJIM-AM	WJIM-AM
5 WJIM-AF		WVIC-FM	WILS-AM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 WFMK-FM		WFMK-FM	WFMK-FM
2 WVIC-AF		WILS-FM	WVIC-FM
3 WILS-FM		WVIC-FM	WILS-FM
4 WILS-AM		WILS-AM	WILS-AM
5 WJIM-AF		WJIM-AM	WJIM-AM

Adults 25-49

M-S, 6am-Midnight
PDF(00): 1416

	A/M '78	O/N '78	A/M '79
1 WVIC-AF		WFMK-FM	WFMK-FM
2 WJIM-AF		WJIM-AM	WVIC-FM
3 WFMK-FM		WILS-FM	WITL-FM
4 WITL-FM		WILS-AM	WJIM-AM
5 WJR -AM		WJR -AM	WJR -AM

M-F, 6-10am

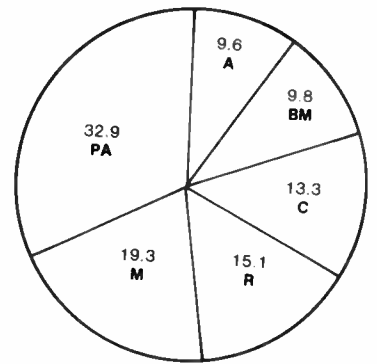
	A/M '78	O/N '78	A/M '79
1 WVIC-AF		WFMK-FM	WITL-FM
2 WFMK-FM		WITL-FM	WFMK-FM
3 WITL-FM		WJR -AM	WVIC-FM
4 WJIM-AF		WJIM-AM	WJIM-AM
5 WJR -AM		WILS-AM	WJR -AM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 WVIC-AF		WFMK-FM	WFMK-FM
2 WJIM-AF		WILS-FM	WITL-FM
3 WJR -AM		WILS-AM	WITL-FM
4 WFMK-FM		WJR -AM	WILS-AM
5 WITL-FM		WILS-FM	WJIM-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

98

A/M '79 Market Overview

Good ratings are beautiful music to the ear of any general manager, and the GM of KORK-FM must be pleased with what he hears. KORK-FM is the leading station in the Las Vegas market, with its Beautiful Music sound (Schulke) playing over a totally-automated system. A very low profile station, KORK-FM runs no contests and spends no money in outside advertising. KORK-FM does air the "Current" Schulke format, meaning it airs the BM version of current hits.

The Beautiful Music arena is getting crowded in Las Vegas, as KXTZ gains on KORK-FM. In the A/M '79 sweep, KXTZ almost doubled its share 12+ (to the mid-eight range), perhaps due to a change in music aired by the station. Prior to the A/M '79 survey, KXTZ changed from using TM's service to one offered by Master Broadcast Services. The MBS sound is slightly "brighter and more contemporary," the station feels, featuring artists like Streisand, Diamond, and Mangione. KXTZ, like KORK-FM, is totally automated. Unlike KORK-FM, KXTZ does get involved in outside advertising, using billboards, TV, and some newspaper.

Jointly owned KMJJ and KLUC are the combo leaders in the Las Vegas market. Shown by Market-Buy-Market as KMJJ-AM & FM, the combined share of the stations is almost 16. KMJJ is a P/A station, while KLUC aims at younger demos with its Top 40 sound. Both stations slid somewhat in the A/M '79 report. KLUC held its teen audience but declined among its young adult target, while KMJJ's female audience was firm but the men numbers decreased noticeably. Midday was the hardest hit segment where men declined.

Country KVEG scored impressive gains in the A/M '79 report. Most notable was the KVEG improvement among female listeners 25+, where the station virtually doubled its numbers. KVEG's midday improvement was spectacular, as the women ratings increased 300%. Staff changes in some of the key dayparts and an campaign featuring TV spots probably helped KVEG's effort.

Average Persons 12+ Share Trends

M-S, 6am-Midnight POP(00): 2950			
A/M '78	O/N '78	A/M '79	
1 KMJJ-AF	14.8	KENO-AM	14.0
2 KENO-AM	13.2	KORK-FM	13.1
3 KRAM-AM	12.7	KLUC-FM	9.8
4 KORK-FM	10.7	KMJJ-AM	10.6
5 KENO-FM	9.5	KENO-FM	7.6
6 KXTZ-FM	6.8	KFMS-FM	6.4
7 KORK-AM	6.4	KRAM-AM	6.1
8 KFMS-FM	6.4	KNUJ-AM	5.7
9 KUDN-AM	5.5	KORK-AM	5.5
10 KNUJ-AM	2.5	KUDN-AM	5.0
11 KUDV-AM	2.0	KVEG-AM	4.8
12 KLAV-AM	1.1	KXTZ-FM	4.8
13 KRMT-AM	0.9	KUDV-AM	3.1
14		KLAV-AM	1.1
15		KNX-AM	0.5

Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 2952			
A/M '78	O/N '78	A/M '79	
1 KMJJ-AF	65	KENO-AM	59
2 KENO-AM	58	KORK-FM	51
3 KRAM-AM	56	KLUC-FM	41
4 KORK-FM	47	KMJJ-AM	36
5 KENO-FM	42	KENO-FM	32

M-F, 6-10am			
A/M '78	O/N '78	A/M '79	
1 KRAM-AM		KENO-AM	
2 KMJJ-AF		KORK-AM	
3 KORK-AM		KLUC-FM	
4 KENO-AM		KORK-FM	
5 KORK-FM		KMJJ-AM	

M-F, 3-7pm			
A/M '78	O/N '78	A/M '79	
1 KMJJ-AF		KENO-AM	
2 KENO-AM		KORK-FM	
3 KRAM-AM		KLUC-FM	
4 KORK-FM		KENO-FM	
5 KENO-FM		KMJJ-AM	

Teens

M-S, 6am-Midnight POP(00): 416		
A/M '78	O/N '78	A/M '79
1 KENO-AM	KENO-AM	KMJJ-AF
2 KMJJ-AF	KLUC-FM	KENO-AM
3 KENO-FM	KENO-FM	KLAV-AM
4 KFMS-FM	KMJJ-AM	KENO-FM
5 KUDN-AM	KUDV-AM	KFMS-FM

M-F, 6-10am		
A/M '78	O/N '78	A/M '79
1 KENO-AM	KENO-AM	KMJJ-AF
2 KMJJ-AF	KLUC-FM	KENO-AM
3 KENO-FM	KENO-FM	KLAV-AM
4 KFMS-FM	KUDV-AM	KENO-FM
5 KORK-AM	KMJJ-AM	KORK-AM

M-F, 3-7pm		
A/M '78	O/N '78	A/M '79
1 KENO-AM	KENO-AM	KMJJ-AF
2 KMJJ-AF	KLUC-FM	KENO-AM
3 KENO-FM	KUDV-AM	KLAV-AM
4 KFMS-FM	KENO-FM	KENO-FM
5 KORK-FM	KMJJ-AM	KFMS-FM

Adults 18-34

M-S, 6am-Midnight POP(00): 1142		
A/M '78	O/N '78	A/M '79
1 KMJJ-AF	KENO-AM	KMJJ-AF
2 KENO-FM	KMJJ-AM	KENO-FM
3 KENO-AM	KLUC-FM	KENO-AM
4 KFMS-FM	KENO-FM	KUDN-AM
5 KRAM-AM	KFMS-FM	KFMS-FM

M-F, 6-10am		
A/M '78	O/N '78	A/M '79
1 KMJJ-AF	KLUC-FM	KMJJ-AF
2 KENO-FM	KENO-AM	KENO-AM
3 KENO-AM	KMJJ-AM	KENO-FM
4 KRAM-AM	KENO-FM	KUDN-AM
5 KFMS-FM	KFMS-FM	KFMS-FM

M-F, 3-7pm		
A/M '78	O/N '78	A/M '79
1 KMJJ-AF	KENO-AM	KMJJ-AF
2 KENO-AM	KENO-FM	KENO-AM
3 KENO-AM	KORK-FM	KENO-FM
4 KFMS-FM	KMJJ-AM	KUDN-AM
5 KRAM-AM	KLUC-FM	KORK-AM

Adults 25-49

M-S, 6am-Midnight POP(00): 1279		
A/M '78	O/N '78	A/M '79
1 KRAM-AM	KORK-FM	KMJJ-AF
2 KMJJ-AF	KENO-AM	KVEG-AM
3 KENO-AM	KMJJ-AM	KUDN-AM
4 KXTZ-FM	KVEG-AM	KORK-FM
5 KFMS-FM	KORK-AM	KENO-FM

M-F, 6-10am		
A/M '78	O/N '78	A/M '79
1 KRAM-AM	KENO-AM	KMJJ-AF
2 KMJJ-AF	KORK-AM	KVEG-AM
3 KENO-AM	KORK-FM	KRAM-AM
4 KORK-AM	KRAM-AM	KUDN-AM
5 KUDN-AM	KVEG-AM	KENO-AM

M-F, 3-7pm		
A/M '78	O/N '78	A/M '79
1 KRAM-AM	KORK-FM	KMJJ-AF
2 KMJJ-AF	KENO-AM	KUDN-AM
3 KENO-AM	KUDN-AM	KORK-FM
4 KXTZ-FM	KRAM-AM	KENO-FM
5 KUDN-AM	KVEG-AM	KVEG-AM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 2952			
A/M '78	O/N '78	A/M '79	
1 KENO-AM	241	KENO-AM	212
2 FM	213	KLUC-FM	174
3 KRAM-AM	204	KORK-FM	153
4 KFMS-FM	144	KORK-FM	141
5 KORK-AM	103	KUDN-AM	101

M-F, 6-10am			
A/M '78	O/N '78	A/M '79	
1 KENO-AM	KENO-AM	KMJJ-AF	
2 KMJJ-AF	KLUC-FM	KENO-AM	
3 KRAM-AM	KORK-AM	KVEG-AM	
4 KORK-AM	KORK-FM	KRAM-AM	
5 KORK-FM	KENO-FM	KVEG-AM	

M-F, 3-7pm			
A/M '78	O/N '78	A/M '79	
1 KENO-AM	KENO-AM	KMJJ-AF	
2 KMJJ-AF	KLUC-FM	KENO-AM	
3 KRAM-AM	KORK-FM	KORK-FM	
4 KENO-FM	KMJJ-AM	KVEG-AM	
5 KENO-FM	KFMS-FM	KENO-FM	

Teens

M-S, 6am-Midnight POP(00): 416		
A/M '78	O/N '78	A/M '79
1 KENO-AM	KENO-AM	KENO-AM
2 KMJJ-AF	KLUC-FM	KMJJ-AF
3 KENO-FM	KMJJ-AM	KFMS-FM
4 KFMS-FM	KFMS-FM	KENO-FM
5 KUDN-AM	KENO-FM	KLAV-AM

M-F, 6-10am		
A/M '78	O/N '78	A/M '79
1 KENO-AM	KENO-AM	KENO-AM
2 KMJJ-AF	KLUC-FM	KMJJ-AF
3 KENO-FM	KENO-FM	KLAV-AM
4 KFMS-FM	KMJJ-AM	KENO-FM
5 KRAM-AM	KUDV-AM	KORK-AM

M-F, 3-7pm		
A/M '78	O/N '78	A/M '79
1 KENO-AM	KENO-AM	KENO-AM
2 KMJJ-AF	KLUC-FM	KMJJ-AF
3 KENO-FM	KMJJ-AM	KLAV-AM
4 KFMS-FM	KFMS-FM	KENO-FM
5 KRAM-AM	KENO-FM	KFMS-FM

Adults 18-34

M-S, 6am-Midnight POP(00): 1142		
A/M '78	O/N '78	A/M '79
1 KMJJ-AF	KENO-AM	KMJJ-AF
2 KENO-AM	KENO-FM	KENO-AM
3 KFMS-FM	KLUC-FM	KFMS-FM
4 KENO-FM	KMJJ-AM	KENO-FM
5 KRAM-AM	KFMS-FM	KVEG-AM

M-F, 6-10am		
A/M '78	O/N '78	A/M '79
1 KMJJ-AF	KENO-AM	KMJJ-AF
2 KENO-AM	KENO-FM	KENO-AM
3 KENO-FM	KLUC-FM	KENO-FM
4 KFMS-FM	KFMS-FM	KFMS-FM
5 KUDN-AM	KMJJ-AM	KRAM-AM

M-F, 3-7pm		
A/M '78	O/N '78	A/M '79
1 KMJJ-AF	KENO-AM	KMJJ-AF
2 KENO-AM	KLUC-FM	KENO-AM
3 KFMS-FM	KENO-FM	KENO-FM
4 KENO-FM	KFMS-FM	KFMS-FM
5 KRAM-AM	KMJJ-AM	KVEG-AM

Adults 25-49

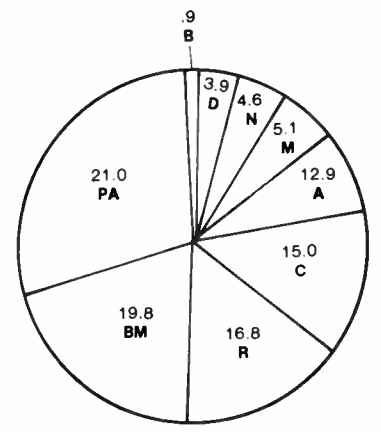
M-S, 6am-Midnight POP(00): 1279			
A/M '78	O/N '78	A/M '79	
1 KENO-AM	KENO-AM	KMJJ-AF	454
2 KRAM-AM	KMJJ-AM	KENO-AM	313
3 KMJJ-AF	KORK-FM	KVEG-AM	293
4 KFMS-FM	KVEG-AM	KUDN-AM	237
5 KUDN-AM	KUDN-AM	KORK-FM	232

M-F, 6-10am		
A/M '78	O/N '78	A/M '79
1 KRAM-AM	KENO-AM	KMJJ-AF
2 KENO-AM	KORK-AM	KENO-AM
3 KMJJ-AF	KVEG-AM	KVEG-AM
4 KUDN-AM	KORK-FM	KUDN-AM
5 KORK-AM	KRAM-AM	KRAM-AM

M-F, 3-7pm		
A/M '78	O/N '78	A/M '79
1 KENO-AM	KENO-AM	KMJJ-AF
2 KMJJ-AF	KVEG-AM	KENO-AM
3 KRAM-AM	KMJJ-AM	KENO-AM
4 KUDN-AM	KORK-FM	KORK-FM
5 KFMS-FM	KUDN-AM	KENO-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.

Lexington-Fayette

METRO RANK

110

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
PDF(CO): 2510

A/M '78	O/N '78	A/M '79
1 WLAF-AM 13.1	WVLEK-AM 12.7	WLDF-AM(A) 12.7
2 WLAF-FM 15.0	WLAF-AM 12.0	WVLEK-AM(B) 12.7
3 WVLEK-AM 15.7	WKQQ-FM 11.7	WVLEK-AM(C) 12.5
4 WVLEK-FM 11.7	WLAF-FM 11.5	WVLEK-AM(D) 11.4
5 WLDF-AM 11.5	WVLEK-FM 11.4	WVLEK-AM(E) 11.4
6 WVLEK-AM 11.5	WVLEK-AM 11.4	WVLEK-AM(F) 11.4
7 WVLEK-AM 11.5	WVLEK-AM 11.4	WVLEK-AM(G) 11.4
8 WVLEK-AM 11.5	WVLEK-AM 11.4	WVLEK-AM(H) 11.4
9 WVLEK-AM 11.5	WVLEK-AM 11.4	WVLEK-AM(I) 11.4
10 WVLEK-AM 11.5	WVLEK-AM 11.4	WVLEK-AM(J) 11.4
11 WVLEK-AM 11.5	WVLEK-AM 11.4	WVLEK-AM(K) 11.4
12 WVLEK-AM 11.5	WVLEK-AM 11.4	WVLEK-AM(L) 11.4
13 WVLEK-AM 11.5	WVLEK-AM 11.4	WVLEK-AM(M) 11.4
14 WVLEK-AM 11.5	WVLEK-AM 11.4	WVLEK-AM(N) 11.4
15 WVLEK-AM 11.5	WVLEK-AM 11.4	WVLEK-AM(O) 11.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
PDF(CO): 2510

A/M '78	O/N '78	A/M '79
1 WLAF-AM 63	WVLEK-AM 71	WLDF-AM 69
2 WLAF-FM 60	WLAF-AM 51	WVLEK-AM 57
3 WVLEK-AM 59	WKQQ-FM 50	WVLEK-AM 51
4 WVLEK-FM 44	WLAF-FM 18	WLAF-AM 42
5 WKQQ-FM 31	WVLEK-FM 43	WLAF-FM 33

M-F, 6-10am

1 WLAF-AM	WVLEK-AM	WVLEK-AM
2 WVLEK-AM	WLAF-AM	WLAF-AM
3 WLAF-FM	WKQQ-FM	WVLEK-FM
4 WVLEK-FM	WLAF-FM	WVLEK-FM
5 WKQQ-FM	WVLEK-FM	WLAF-FM

M-F, 3-7pm

1 WVLEK-AM	WKQQ-FM	WKQQ-FM
2 WLAF-AM	WLAF-FM	WVLEK-AM
3 WLAF-FM	WVLEK-AM	WVLEK-FM
4 WVLEK-FM	WVLEK-FM	WLAF-FM
5 WKQQ-FM	WAXII-AM	WLAF-AM

Teens
M-S, 6am-Midnight
PDF(CO): 300

A/M '78	O/N '78	A/M '79
1 WLAF-FM	WLAF-FM	WLAF-FM
2 WLAF-AM	WKQQ-FM	WKQQ-FM
3 WVLEK-AM	WLAF-AM	WLAF-AM
4 WKQQ-FM	WVLEK-AM	WVLEK-AM
5 WAXII-AM	WAXII-AM	WVLEK-AM

M-F, 6-10am

1 WLAF-AM	WLAF-FM	WLAF-AM
2 WVLEK-AM	WKQQ-FM	WLAF-FM
3 WLAF-FM	WLAF-AM	WVLEK-AM
4 WKQQ-FM	WVLEK-AM	WKQQ-FM
5 WAXII-AM	WVLEK-AM	WVLEK-AM

M-F, 3-7pm

1 WLAF-FM	WLAF-FM	WLAF-FM
2 WLAF-AM	WKQQ-FM	WVLEK-AM
3 WVLEK-AM	WVLEK-AM	WVLEK-AM
4 WKQQ-FM	WLAF-AM	WLAF-AM
5 WVLEK-AM	WVLEK-AM	WVLEK-AM

Adults 18-34
M-S, 6am-Midnight
PDF(CO): 1017

A/M '78	O/N '78	A/M '79
1 WLAF-AM	WKQQ-FM	WKQQ-FM
2 WLAF-FM	WVLEK-AM	WLAF-AM
3 WKQQ-FM	WLAF-AM	WVLEK-AM
4 WVLEK-AM	WLAF-FM	WLAF-FM
5 WVLEK-FM	WAXII-AM	WVLEK-FM

M-F, 6-10am

1 WLAF-AM	WVLEK-AM	WKQQ-FM
2 WVLEK-AM	WLAF-AM	WVLEK-AM
3 WLAF-FM	WKQQ-FM	WLAF-AM
4 WKQQ-FM	WLAF-FM	WAXII-AM
5 WAXII-AM	WAXII-AM	WLAF-FM

M-F, 3-7pm

1 WLAF-AM	WKQQ-FM	WKQQ-FM
2 WLAF-FM	WLAF-FM	WLAF-AM
3 WVLEK-AM	WVLEK-AM	WVLEK-AM
4 WKQQ-FM	WLAF-AM	WVLEK-FM
5 WVLEK-FM	WAXII-AM	WLAF-FM

Adults 25-49
M-S, 6am-Midnight
PDF(CO): 1033

A/M '78	O/N '78	A/M '79
1 WVLEK-AM	WVLEK-AM	WVLEK-AM
2 WLAF-AM	WAXII-AM	WVLEK-FM
3 WVLEK-FM	WLAF-AM	WLDF-FM
4 WLAF-FM	WVLEK-FM	WAXII-AM
5 WAXII-AM	WKQQ-FM	WLAF-AM

M-F, 6-10am

1 WVLEK-AM	WVLEK-AM	WVLEK-AM
2 WLAF-AM	WLAF-AM	WLAF-AM
3 WLAF-FM	WAXII-AM	WVLEK-FM
4 WAXII-AM	WVLEK-FM	WAXII-AM
5 WVLEK-FM	WLAF-FM	WLDF-FM

M-F, 3-7pm

1 WVLEK-AM	WVLEK-AM	WVLEK-FM
2 WLAF-AM	WAXII-AM	WVLEK-AM
3 WVLEK-FM	WLAF-FM	WKQQ-FM
4 WLAF-FM	WKQQ-FM	WLAF-AM
5 WAXII-AM	WLAF-AM	WAXII-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
PDF(CO): 2510

A/M '78	O/N '78	A/M '79
1 WLAF-AM 1076	WVLEK-AM 1085	WVLEK-AM 1013
2 WVLEK-AM 1024	WLAF-AM 981	WLAF-AM 954
3 WLAF-FM 799	WLAF-FM 862	WLAF-FM 670
4 WVLEK-FM 605	WVLEK-FM 738	WKQQ-FM 634
5 WVLEK-AM 481	WKQQ-FM 601	WVLEK-FM 599

M-F, 6-10am

1 WLAF-AM	WVLEK-AM	WVLEK-AM
2 WVLEK-AM	WLAF-AM	WLAF-AM
3 WLAF-FM	WLAF-FM	WKQQ-FM
4 WVLEK-FM	WKQQ-FM	WLAF-FM
5 WKQQ-FM	WVLEK-FM	WVLEK-FM

M-F, 3-7pm

1 WVLEK-AM	WVLEK-AM	WVLEK-AM
2 WLAF-AM	WLAF-AM	WKQQ-FM
3 WLAF-FM	WLAF-FM	WLAF-AM
4 WVLEK-FM	WKQQ-FM	WLAF-FM
5 WKQQ-FM	WVLEK-FM	WVLEK-FM

Teens
M-S, 6am-Midnight
PDF(CO): 300

A/M '78	O/N '78	A/M '79
1 WLAF-FM	WLAF-FM	WLAF-FM
2 WLAF-AM	WLAF-AM	WLAF-AM
3 WVLEK-AM	WLAF-FM	WLAF-FM
4 WVLEK-FM	WVLEK-AM	WVLEK-AM
5 WAXII-AM	WVLEK-AM	WVLEK-AM

M-F, 6-10am

1 WLAF-FM	WLAF-FM	WLAF-FM
2 WLAF-AM	WLAF-AM	WLAF-AM
3 WVLEK-AM	WKQQ-FM	WVLEK-AM
4 WKQQ-FM	WVLEK-AM	WVLEK-FM
5 WVLEK-AM	WVLEK-AM	WVLEK-AM

M-F, 3-7pm

1 WLAF-FM	WLAF-FM	WLAF-FM
2 WLAF-AM	WKQQ-FM	WKQQ-FM
3 WKQQ-FM	WLAF-AM	WLAF-AM
4 WVLEK-AM	WVLEK-AM	WVLEK-AM
5 WVLEK-FM	WVLEK-AM	WVLEK-AM

Adults 18-34
M-S, 6am-Midnight
PDF(CO): 1057

A/M '78	O/N '78	A/M '79
1 WLAF-AM	WVLEK-AM	WKQQ-FM
2 WLAF-FM	WLAF-FM	WLAF-AM
3 WVLEK-AM	WLAF-AM	WVLEK-AM
4 WKQQ-FM	WKQQ-FM	WLAF-FM
5 WAXII-AM	WVLEK-FM	WVLEK-AM

M-F, 6-10am

1 WLAF-AM	WVLEK-AM	WKQQ-FM
2 WVLEK-AM	WLAF-AM	WVLEK-AM
3 WLAF-FM	WKQQ-FM	WLAF-AM
4 WKQQ-FM	WLAF-FM	WVLEK-AM
5 WAXII-AM	WVLEK-AM	WLAF-FM

M-F, 3-7pm

1 WLAF-AM	WKQQ-FM	WKQQ-FM
2 WVLEK-AM	WVLEK-AM	WVLEK-AM
3 WLAF-FM	WLAF-AM	WLAF-AM
4 WKQQ-FM	WLAF-FM	WLAF-FM
5 WVLEK-AM	WVLEK-AM	WVLEK-AM

Adults 25-49
M-S, 6am-Midnight
PDF(CO): 1033

A/M '78	O/N '78	A/M '79
1 WVLEK-AM	WVLEK-AM	WVLEK-AM
2 WLAF-AM	WLAF-AM	WLAF-AM
3 WVLEK-FM	WLAF-FM	WVLEK-FM
4 WLAF-FM	WVLEK-FM	WAXII-AM
5 WAXII-AM	WKQQ-FM	WLAF-FM

M-F, 6-10am

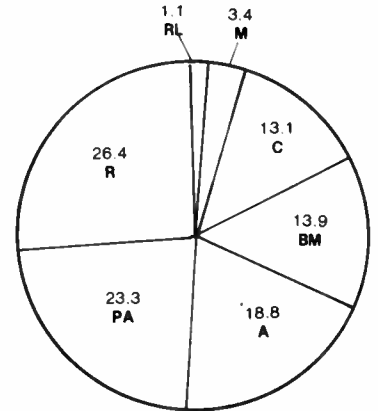
1 WVLEK-AM	WVLEK-AM	WVLEK-AM
2 WLAF-AM	WLAF-AM	WLAF-AM
3 WVLEK-FM	WLAF-FM	WVLEK-FM
4 WLAF-FM	WVLEK-FM	WLAF-FM
5 WHAS-AM	WVLEK-AM	WKQQ-FM

M-F, 3-7pm

1 WVLEK-AM	WVLEK-AM	WVLEK-AM
2 WLAF-AM	WLAF-AM	WLAF-AM
3 WLAF-FM	WLAF-FM	WVLEK-FM
4 WVLEK-FM	WAXII-AM	WAXII-AM
5 WVLEK-AM	WVLEK-FM	WVLEK-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-Newies, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1583

A/M '77	A/M '78	A/M '79			
1 KFOR-AM	17.0	KFOR-AM	18.2	NFMQ-FM(A)	20.4
2 KFMQ-FM	15.5	KFMQ-FM	14.5	KFOR-AM(PA)	17.9
3 KLMS-AM	14.1	KLMS-AM	13.5	KLIN-FM(BM)	2.5
4 KFAB-AM	9.7	KLIN-FM	8.7	NLS-AM(M)	10.0
5 KLIN-FM	8.3	WOW-AM	6.9	NFAB-AM(PA)	6.7
6 KECK-AM	6.3	KGOR-FM	5.8	NFRX-FM(D)	6.7
7 KLIN-AM	5.3	KFOR-FM	5.8	KLIN-AM(PA)	6.3
8 KFOR-FM	5.3	KECK-AM	5.8	KECK-AM(C)	5.8
9 WOW-AM	4.9	NFAB-AM	4.7	WOW-AM(PA)	3.8
10 KGOR-FM	4.4	KLIN-AM	3.6	KGOR-FM(M)	2.5
11 KHAT-FM	1.9	KHHL-FM	2.9	KHAT-FM(M)	1.3
12 KEZO-FM	1.0	KHAT-FM	2.2	KEZO-FM(PA)	0.8
13 KMA-AM	0.5	KOIL-AM	0.7	KOIL-AM(M)	0.4
14 KLIN-AM	0.0	KMA-AM	0.4	KSRD-FM(PA)	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1583

A/M '77	A/M '78	A/M '79			
1 KFOR-AM	35	KFOR-AM	50	KFMQ-FM	49
2 KFMQ-FM	32	KFMQ-FM	40	NFOR-AM	43
3 KLMS-AM	29	KLMS-AM	37	KLIN-FM	30
4 KFAB-AM	20	KLIN-FM	24	KLMS-AM	24
5 KLIN-FM	17	WOW-AM	19	KFAB-AM	16

M-F, 6-10am

1 KFOR-AM	NFOR-AM	NFOR-AM
2 KLMS-AM	KLMS-AM	KFMQ-FM
3 KFAB-AM	KFMQ-FM	KLMS-AM
4 KFMQ-FM	WOW-AM	KLIN-FM
5 KLIN-AM	KLIN-FM	KLIN-AM

M-F, 3-7pm

1 KLMS-AM	KFMQ-FM	NFMQ-FM
2 KFMQ-FM	KLMS-AM	KLIN-FM
3 KFOR-AM	KFOR-AM	KFOR-AM
4 KLIN-FM	KLIN-FM	KLMS-AM
5 KGOR-FM	KFOR-FM	KFRX-FM

Teens
M-S, 6am-Midnight
POP(00): 172

A/M '77	A/M '78	A/M '79
1 KLMS-AM	KLMS-AM	NFRX-FM
2 KFMQ-FM	KFMQ-FM	KFMQ-FM
3 KGOR-FM	KGOR-FM	KLMS-AM
4 WOW-AM	WOW-AM	KFOR-AM
5 KFOR-AM	KFOR-AM	WOW-AM

M-F, 6-10am

1 KLMS-AM	KLMS-AM	KFMQ-FM
2 KFMQ-FM	KFMQ-FM	KFRX-FM
3 WOW-AM	KGOR-FM	KLMS-AM
4 KGOR-FM	WOW-AM	KFOR-AM
5 KMA-AM	KFOR-AM	WOW-AM

M-F, 3-7pm

1 KLMS-AM	KLMS-AM	KFRX-FM
2 KFMQ-FM	KFMQ-FM	KFMQ-FM
3 KGOR-FM	KGOR-FM	KLMS-AM
4 WOW-AM	WOW-AM	WOW-AM
5 KFOR-AM	KFOR-AM	KGOR-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 714

A/M '77	A/M '78	A/M '79
1 KFMQ-FM	KFMQ-FM	KFMQ-FM
2 KLMS-AM	KLMS-AM	KLMS-AM
3 WOW-AM	WOW-AM	KLIN-FM
4 KGOR-FM	KGOR-FM	KFOR-AM
5 KFOR-AM	KFOR-AM	NFRX-FM

M-F, 6-10am

1 KLMS-AM	KLMS-AM	KFMQ-FM
2 KFMQ-FM	KFMQ-FM	KLMS-AM
3 KFOR-AM	WOW-AM	KFOR-AM
4 WOW-AM	KFOR-AM	KLIN-FM
5 KLIN-AM	KGOR-FM	WOW-AM

M-F, 3-7pm

1 KFMQ-FM	KFMQ-FM	KFMQ-FM
2 KLMS-AM	KLMS-AM	KLIN-FM
3 KGOR-FM	WOW-AM	KLMS-AM
4 KLIN-FM	KGOR-FM	KFRX-FM
5 WOW-AM	KFOR-AM	KFOR-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 572

A/M '77	A/M '78	A/M '79
1 KFOR-AM	KFOR-AM	KFOR-AM
2 KLMS-AM	KLMS-AM	KECK-AM
3 KFAB-AM	KLIN-FM	KLIN-FM
4 KLIN-AM	WOW-AM	KLMS-AM
5 KLIN-FM	KFMQ-FM	KFMQ-FM

M-F, 6-10am

1 KFOR-AM	NFOR-AM	NFOR-AM
2 KFAB-AM	KLMS-AM	KLMS-AM
3 KLIN-AM	WOW-AM	KFMQ-FM
4 KLMS-AM	KLIN-FM	KFAB-AM
5 KECK-AM	KLIN-AM	KLIN-FM

M-F, 3-7pm

1 KLMS-AM	KLMS-AM	KLIN-FM
2 KLIN-FM	KFOR-AM	KFMQ-FM
3 KFOR-AM	KLIN-FM	KFOR-AM
4 KECK-AM	KFMQ-FM	KECK-AM
5 KLIN-AM	KFAB-AM	KLMS-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1583

A/M '77	A/M '78	A/M '79			
1 KLMS-AM	578	KLMS-AM	617	NFOR-AM	594
2 KFOR-AM	549	NFOR-AM	562	NFMQ-FM	476
3 KFAB-AM	391	WOW-AM	459	KLMS-AM	475
4 NFMQ-FM	328	NFMQ-FM	402	KLIN-AM	314
5 WOW-AM	319	KGOR-FM	366	KFAB-AM	301

M-F, 6-10am

1 NFOR-AM	KFOR-AM	KFOR-AM
2 KLMS-AM	KLMS-AM	KFMQ-FM
3 KFAB-AM	WOW-AM	KLMS-AM
4 NFMQ-FM	NFMQ-FM	KLIN-AM
5 WOW-AM	KLIN-FM	KLIN-FM

M-F, 3-7pm

1 KLMS-AM	KLMS-AM	NFMQ-FM
2 NFOR-AM	KFMQ-FM	KFOR-AM
3 KFMQ-FM	WOW-AM	KLMS-AM
4 WOW-AM	NFOR-AM	NFRX-FM
5 NFAB-AM	KGOR-FM	KLIN-AM

Teens
M-S, 6am-Midnight
POP(00): 172

A/M '77	A/M '78	A/M '79
1 KLMS-AM	KLMS-AM	NFMQ-FM
2 KFMQ-FM	WOW-AM	KLMS-AM
3 WOW-AM	KGOR-FM	WOW-AM
4 NFOR-AM	KFMQ-FM	KFRX-FM
5 KGOR-FM	KFOR-AM	KFOR-AM

M-F, 6-10am

1 KLMS-AM	KLMS-AM	NFMQ-FM
2 NFOR-AM	KGOR-FM	KLMS-AM
3 KFMQ-FM	KFMQ-FM	KFRX-FM
4 KGOR-FM	WOW-AM	NFOR-AM
5 WOW-AM	KFOR-AM	WOW-AM

M-F, 3-7pm

1 KLMS-AM	KLMS-AM	NFRX-FM
2 KFMQ-FM	WOW-AM	KFMQ-FM
3 KGOR-FM	NFMQ-FM	WOW-AM
4 WOW-AM	KGOR-FM	KLMS-AM
5 NFOR-AM	KOIL-AM	KFOR-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 714

A/M '77	A/M '78	A/M '79
1 KLMS-AM	KLMS-AM	KFMQ-FM
2 KFMQ-FM	NFMQ-FM	KLMS-AM
3 WOW-AM	WOW-AM	WOW-AM
4 KGOR-FM	KGOR-FM	KFOR-AM
5 NFOR-AM	NFOR-AM	KFRX-FM

M-F, 6-10am

1 KLMS-AM	KLMS-AM	NFMQ-FM
2 KFMQ-FM	WOW-AM	KLMS-AM
3 WOW-AM	KFMQ-FM	NFOR-AM
4 NFOR-AM	NFOR-AM	WOW-AM
5 KGOR-FM	KGOR-FM	KFRX-FM

M-F, 3-7pm

1 KLMS-AM	KLMS-AM	KFMQ-FM
2 KFMQ-FM	NFMQ-FM	KLMS-AM
3 WOW-AM	WOW-AM	WOW-AM
4 KGOR-FM	KGOR-FM	KFRX-FM
5 KFOR-AM	NFOR-AM	KFOR-AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 572

A/M '77	A/M '78	A/M '79
1 NFOR-AM	KFOR-AM	KLMS-AM
2 KLMS-AM	KLMS-AM	KFOR-AM
3 NFAB-AM	WOW-AM	KLIN-AM
4 KLIN-AM	KLIN-FM	NFMQ-FM
5 KLIN-FM	KLIN-AM	KFAB-AM

M-F, 6-10am

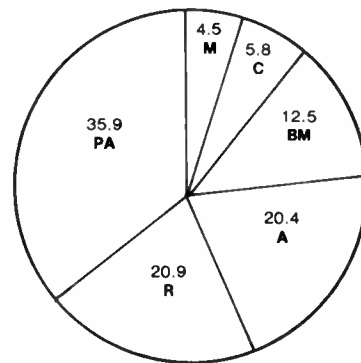
1 NFOR-AM	KFOR-AM	KFOR-AM
2 KLMS-AM	KLMS-AM	KLMS-AM
3 KFAB-AM	WOW-AM	KLIN-AM
4 KLIN-AM	KLIN-FM	NFAB-AM
5 WOW-AM	KLIN-AM	WOW-AM

M-F, 3-7pm

1 KLMS-AM	KLMS-AM	KLMS-AM
2 NFOR-AM	KFOR-AM	NFMQ-FM
3 WOW-AM	WOW-AM	NFOR-AM
4 KLIN-AM	KLIN-FM	NFAB-AM
5 NFAB-AM	NFAB-AM	NFAB-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.

YOU CAN ORDER MORE COPIES OF

RATINGS REPORT

only \$12.50 each

SEE ORDER FORM IN BACK OF BOOK

Little Rock- North Little Rock

METRO RANK

93

A/M '79 Market Overview

Between last year's A/M '78 survey and the A/M '79 sweep, Little Rock was infected with a bad case of musical call letters. This is the game whereby one station changes its calls and then another changes its calls so it can pick up the abandoned calls formerly belonging to station A, etc. Suffice it to say that four stations in the Little Rock metro changed their calls between surveys, so trending this market will be useless unless you have a scorecard. Here are the players, and along the way, some insights on what happened in the latest rating book for this market.

Leading the area in terms of overall share is Top 40 FM rocker **KLAZ-FM**. Although the station is number one 12+ with a mid-15 share, its share of the total metro audience has been declining over the last two books. **KLAZ-FM** is #1 among adults 18-34, with a share in the 22 range, but its male numbers took quite a dive in this report. Why, you might ask. In a word, **KLPQ**. This is one of those stations which changed calls (it used to be known as **KEZQ-FM**). During the A/M '78 sweep this station was Beautiful Music, but with the call change **KLPQ** adopted the "Superstars" format of **AOR** and carved out quite a chunk of the young male listeners. By the way, **KLAZ-AM** does quite well on its own, although the properties simulcast in AM drive.

OK, so far? Now, let's look at the great job done by Country-formatted **KSSN**. As luck would have it, **KSSN** used to have different calls — **KXXA-FM** to be exact — so you can see the station jumped quite well from a 2.2 share last year to a 11.2 share this year with the calls. **KSSN** is very strong among adults 25-49, #2 after **KLAZ-FM**. The **KSSN** audience has a very well balanced male-female ratio. The station was "stickered" by **Arbitron** for mailing to the marketplace — one week prior to the survey — an "opinion card."

As mentioned above, the **KEZQ** calls were abandoned in favor of the new **KLPQ**. However, another

station in the Little Rock area picked up the discarded **KEZQ-FM** calls. **KGMR-FM**, which had a 3.1 share last year, is now the reincarnation of **KEZQ-FM** with an improved share to show for it. The format is Beautiful Music.

One station on the AM band which retained its calls, if not all its audience, is **KAAY**. This Top 40 entry has been highly rated in the past but suffered a four-share decline in the A/M '79 report. Most serious of **KAAY**'s problems as reported in this survey is the defection of half of its male audience. Since the station skews young, **KAAY**'s losses in the young adult demos may have been affected by diary return problems. In the Little Rock market there were only 17 usable Men 18-24 diaries returned. **KAAY** did no outside advertising during the sweep. Bottom line on the A/M '79 Little Rock ratings book is that with the poor diary return in some demos and the call letter confusion that was bound to have affected responses by diarykeepers, it's a shame that the market will have to live with this book for so long.

Teens M-S, 6am-Midnight POP(00): 409

A/M '78	O/N '78	A/M '79
1 KLAZ-FM	KLAZ-AM	KLAZ-AM
2 KAAY-AM	KKYK-FM	KKYK-FM
3 KALO-AM	KOKY-AM	KAAY-AM
4 KKYK-FM	KAAY-AM	KSSN-FM
5 KOKY-AM	KARN-AM	KEZQ-AM

M-F, 6-10am

1 KLAZ-FM	KLAZ-AM	KLAZ-AM
2 KAAY-AM	KAAY-AM	KKYK-FM
3 KALO-AM	KKYK-FM	KAAY-AM
4 KOKY-AM	KOKY-AM	KSSN-FM
5 KKYK-FM	KGMR-AM	KEZQ-AM

M-F, 3-7pm

1 KLAZ-FM	KLAZ-AM	KLAZ-AM
2 KAAY-AM	KKYK-FM	KAAY-AM
3 KALO-AM	KOKY-AM	KKYK-FM
4 KOKY-AM	KAAY-AM	KSSN-FM
5 KKYK-FM	KBBA-AM	KEZQ-AM

Adults 18-34 M-S, 6am-Midnight POP(00): 1123

A/M '78	O/N '78	A/M '79
1 KLAZ-FM	KLAZ-AM	KLAZ-AM
2 KALO-AM	KAAY-AM	KEZQ-AM
3 KAAY-AM	KKYK-FM	KKYK-FM
4 KKYK-FM	KOKY-AM	KAAY-AM
5 KXLR-AM	KLRA-AM	KSSN-FM

M-F, 6-10am

1 KLAZ-FM	KAAY-AM	KLAZ-AM
2 KAAY-AM	KLAZ-AM	KAAY-AM
3 KALO-AM	KKYK-FM	KKYK-FM
4 KKYK-FM	KOKY-AM	KEZQ-AM
5 KXLR-AM	KARN-AM	KSSN-FM

M-F, 3-7pm

1 KLAZ-FM	KLAZ-AM	KLAZ-AM
2 KAAY-AM	KAAY-AM	KAAY-AM
3 KALO-AM	KKYK-FM	KEZQ-AM
4 KKYK-FM	KOKY-AM	KKYK-FM
5 KXLR-AM	KEZQ-FM	KSSN-FM

Adults 25-49 M-S, 6am-Midnight POP(00): 1287

A/M '78	O/N '78	A/M '79
1 KLAZ-FM	KLAZ-AM	KLAZ-AM
2 KEZQ-FM	KAAY-AM	KSSN-FM
3 KLRA-AM	KKYK-FM	KEZQ-AM
4 KALO-AM	KEZQ-FM	KARN-AM
5 KARN-AM	KOKY-AM	KAAY-AM

M-F, 6-10am

1 KLRA-AM	KAAY-AM	KLAZ-AM
2 KLAZ-FM	KLAZ-AM	KSSN-FM
3 KARN-AM	KLRA-AM	KLRA-AM
4 KEZQ-FM	KARN-AM	KARN-AM
5 KAAY-AM	KKYK-FM	KEZQ-AM

M-F, 3-7pm

1 KLAZ-FM	KLAZ-AM	KLAZ-AM
2 KEZQ-FM	KEZQ-FM	KEZQ-AM
3 KAAY-AM	KAAY-AM	KSSN-FM
4 KALO-AM	KKYK-FM	KAAY-AM
5 KARN-AM	KLRA-AM	KARN-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3036

A/M '78	O/N '78	A/M '79			
1 KLAZ-FM	980	KAAY-AM	998	KLAZ-FM	879
2 KAAY-AM	847	KLAZ-FM	909	KAAY-AM	801
3 KLRA-AM	788	KKYK-FM	795	KKYK-FM	782
4 KALO-AM	733	KLRA-AM	736	KLRA-AM	632
5 KARN-AM	525	KARN-AM	605	KARN-AM	605

M-F, 6-10am

1 KLAZ-FM	KAAY-AM	KLAZ-FM
2 KLRA-AM	KLAZ-FM	KAAY-AM
3 KAAY-AM	KLRA-AM	KLRA-AM
4 KARN-AM	KKYK-FM	KARN-AM
5 KALO-AM	KARN-AM	KKYK-FM

M-F, 3-7pm

1 KLAZ-FM	KLAZ-FM	KAAY-AM
2 KAAY-AM	KAAY-AM	KLAZ-FM
3 KLRA-AM	KKYK-FM	KKYK-FM
4 KALO-AM	KLRA-AM	KLAZ-FM
5 KEZQ-FM	KARN-AM	KLRA-AM

Teens

M-S, 6am-Midnight
POP(00): 409

A/M '78	O/N '78	A/M '79
1 KLAZ-FM	KLAZ-FM	KLAZ-FM
2 KAAY-AM	KKYK-FM	KKYK-FM
3 KKYK-FM	KAAY-AM	KAAY-AM
4 KALO-AM	KLAZ-AM	KLAZ-AM
5 KOKY-AM	KOKY-AM	KLPQ-FM

M-F, 6-10am

1 KLAZ-FM	KLAZ-FM	KLAZ-FM
2 KAAY-AM	KAAY-AM	KKYK-FM
3 KALO-AM	KKYK-FM	KLAZ-FM
4 KKYK-FM	KOKY-AM	KAAY-AM
5 KOKY-AM	KLAZ-AM	KLPQ-FM

M-F, 3-7pm

1 KLAZ-FM	KLAZ-FM	KLAZ-FM
2 KAAY-AM	KAAY-AM	KLAZ-FM
3 KALO-AM	KKYK-FM	KKYK-FM
4 KOKY-AM	KLAZ-AM	KLAZ-AM
5 KKYK-FM	KOKY-AM	KLPQ-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 1123

A/M '78	O/N '78	A/M '79
1 KLAZ-FM	KAAY-AM	KLAZ-FM
2 KAAY-AM	KKYK-FM	KKYK-FM
3 KALO-AM	KLAZ-FM	KAAY-AM
4 KKYK-FM	KLAZ-AM	KLPQ-FM
5 KXLR-AM	KOKY-AM	KLAZ-AM

M-F, 6-10am

1 KLAZ-FM	KAAY-AM	KLAZ-FM
2 KAAY-AM	KLAZ-FM	KAAY-AM
3 KALO-AM	KKYK-FM	KKYK-FM
4 KKYK-FM	KOKY-AM	KLAZ-AM
5 KXLR-AM	KLAZ-AM	KLPQ-FM

M-F, 3-7pm

1 KLAZ-FM	KAAY-AM	KKYK-FM
2 KAAY-AM	KLAZ-FM	KAAY-AM
3 KALO-AM	KKYK-FM	KLAZ-FM
4 KKYK-FM	KOKY-AM	KLPQ-FM
5 KXLR-AM	KLAZ-AM	KLAZ-AM

Adults 25-49 M-S, 6am-Midnight POP(00): 1287

A/M '78	O/N '78	A/M '79
1 KLRA-AM	KAAY-AM	KLAZ-FM
2 KLAZ-FM	KLRA-AM	KAAY-AM
3 KAAY-AM	KKYK-FM	KKYK-FM
4 KEZQ-FM	KLAZ-FM	KSSN-FM
5 KARN-AM	KARN-AM	KARN-AM

M-F, 6-10am

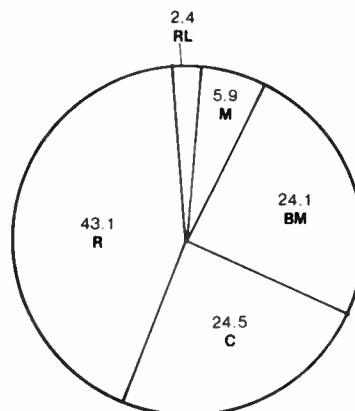
1 KLRA-AM	KLRA-AM	KLAZ-FM
2 KARN-AM	KAAY-AM	KAAY-AM
3 KAAY-AM	KARN-AM	KKYK-FM
4 KLAZ-FM	KKYK-FM	KSSN-FM
5 KXLR-AM	KLAZ-FM	KLRA-AM

M-F, 3-7pm

1 KLAZ-FM	KAAY-AM	KAAY-AM
2 KAAY-AM	KKYK-FM	KLAZ-FM
3 KEZQ-FM	KLRA-AM	KKYK-FM
4 KALO-AM	KLAZ-FM	KSSN-FM
5 KLRA-AM	KEZQ-FM	KARN-AM

Format Penetration Chart

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



Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 3036

A/M '78	O/N '78	A/M '79			
1 KLAZ-FM	22.4	KLAZ-AM	21.7	KLAZ-AM	25.5
2 KLRA-AM	14.0	KAAY-AM	13.5	KEZQ-AM	14.0
3 KALO-AM	11.7	KKYK-FM	11.9	KSSN-FM	11.2
4 KEZQ-FM	11.2	KLRA-AM	10.8	KLRA-AM	10.7
5 KAAY-AM	10.5	KOKY-AM	10.0	KARN-AM	9.3
6 KARN-AM	7.7	KARN-AM	8.8	KAAY-AM	9.0
7 KKYK-FM	5.9	KEZQ-FM	8.6	KKYK-FM	8.6
8 KXLR-AM	5.9	KGMR-AM	4.0	KXLR-AM	2.1
9 KOKY-AM	2.6	KXLR-AM	3.8	KITA-AM	1.2
10 KGMR-AM	2.3	KXXA-FM	2.2	KSOH-AM	0.7
11 KALO-AM	1.3	KDXE-AM	1.5	KBBA-AM	0.5
12 KXXA-FM	1.0	KSOH-AM	1.3	KGMR-AM	0.5
13 KSOH-AM	1.0	KGNO-AM	0.9		
14 KDXE-AM	1.0	KBBA-AM	0.4		
15 KBBA-AM	0.5				
16 KGMR-AM	0.5				
17 KGMR-AM	0.0				

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3036

A/M '78	O/N '78	A/M '79			
1 KLAZ-FM	88	KLAZ-AM	98	KLAZ-AM	107
2 KLRA-AM	55	KAAY-AM	61	KEZQ-AM	62
3 KALO-AM	46	KKYK-FM	54	KSSN-FM	47
4 KEZQ-FM	44	KLRA-AM	49	KLRA-AM	45
5 KAAY-AM	41	KOKY-AM	45	KARN-AM	39

A/M '78	O/N '78	A/M '79
1 KLRA-AM	KLRA-AM	KLAZ-AM
2 KLAZ-FM	KAAY-AM	KLRA-AM
3 KARN-AM	KLAZ-AM	KARN-AM
4 KAAY-AM	KARN-AM	KEZQ-AM
5 KALO-AM	KKYK-FM	KAAY-AM

A/M '78	O/N '78	A/M '79
1 KLAZ-FM	KLAZ-AM	KLAZ-AM
2 KAAY-AM	KAAY-AM	KEZQ-AM
3 KEZQ-FM	KKYK-FM	KAAY-AM
4 KLRA-AM	KOKY-AM	KSSN-FM
5 KALO-AM	KEZQ-FM	KKYK-FM

Los Angeles

METRO RANK

2

JM '79-J/A '79 Market Overview

The Spring and Summer books in L.A. have shown that ABC's O&O, Talkie KABC, can remain atop the market even when the Dodgers are having a poor season. Throughout the two most recent sweeps, KABC's share among adults 25-49 has remained at the 7 level. Outside advertising for KABC consists of heavy use of TV.

The real comer in the L.A. market is AOR station KMET. The station's 12+ share has increased well in the last two reports, so that KMET is now #2 overall, and number one with adults 18-34 with a share approaching 11% of this key demo. KMET keeps its image alive in the market by advertising extensively in the media such as billboards, TV, and newspaper.

The Beautiful Music audience is a battleground in southern California, with KMET and KJOL virtually tied for third place in the 12+ share derby. KBIG is viewed younger in the A/M report, but KJOL closed 25-49 gap in Summer book. Both stations advertise aggressively in virtually every medium — TV, newspapers, radio, billboards.

P/A station KMPC did well in both recent sweeps, fortunate to broadcast Angels baseball during the team's first drive to the playoffs (Gene Autry owns both the Angels and KMPC). The Golden West property becomes a major factor among adults 25-49.

One of the brighter lights for the RKO group these days is its FM rocker KMET. KRTH (known as K-EARTH) is number two in adults 18-34, with an automated on-air sound. Music mixes current hits with oldies to score well with young adults. On-air promotions tie in to concert ticket giveaways, while outside advertising utilizes TV.

L.A. is served by two All-News stations — Westinghouse's KFWB and CBS's KABC & KNX. KFWB leads KNX by more than two share points in key morning drive segment in most recent sweep, and also leads KNX in vital 25-49 demo.

AM rockers KFI and KHJ both had poor A/M '79 reports, although KFI rebounded in Summer book. KHJ morning man Rick Dees is boosting 18-34 numbers slightly as listeners stay tuned longer to station. Other dayparts continue to do poorly for KHJ. The KFI rebound is attributable to significant improvement in every daypart except AM drive.

On the Dancemusic scene, KIIS-FM improved, and passed Inner City's KUTE. Rankie Crocker is attempting to rub some WBLA magic into the L.A. operation with KUTE, but it's probably too early to tell if he'll be successful in L.A. Meanwhile, KIIS-FM improves consistently in major dayparts as young adults and teens audiences grow.

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 73616

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	KABC-AM 1010	KABC-AM 1239	KABC-AM 780	KABC-AM 834	KABC-AM 1130	KABC-AM 993
2	KBIG-FM 772	KBIG-FM 666	KBIG-FM 710	KBIG-FM 762	KBIG-FM 739	KBIG-FM 791
3	KJOL-FM 578	KJOL-FM 576	KJOL-FM 627	KJOL-FM 706	KBIG-FM 700	KBIG-FM 627
4	KNX-AM 527	KMET-FM 568	KMET-FM 587	KMET-FM 585	KNX-AM 536	KJOL-FM 609
5	KFWB-AM 523	KNX-AM 492	KNX-AM 514	KFWB-AM 579	KJOL-FM 505	KFWB-AM 511
6	KHJ-AM 416	KFWB-AM 478	KFWB-AM 495	KNX-AM 560	KFWB-AM 472	KFWB-AM 476
7	KMET-FM 416	KMPC-AM 476	KLAC-AM 470	KUTE-FM 440	KMPC-AM 463	KRTH-FM 474
8	KMPC-AM 392	KUTE-FM 445	KOST-FM 399	KRTH-FM 432	KRLA-AM 437	KNX-AM 420
9	KLOS-FM 330	KRTH-FM 383	KNIX-FM 374	KLOS-FM 348	KRTH-FM 420	KOST-FM 195
10	KFI-AM 315	KFI-AM 367	KMPC-AM 366	KOST-FM 342	KUTE-FM 395	KRLA-AM 194

M-F, 6-10am

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	KABC-AM	KABC-AM	KABC-AM	KABC-AM	KABC-AM	KABC-AM
2	KFWB-AM	KNX-AM	KFWB-AM	KNX-AM	KNX-AM	KFWB-AM
3	KNX-AM	KFWB-AM	KNX-AM	KFWB-AM	KFWB-AM	KNX-AM
4	KBIG-FM	KFI-AM	KBIG-FM	KBIG-FM	KFI-AM	KFI-AM
5	KFI-AM	KBIG-FM	KFI-AM	KJOL-FM	KMET-FM	KMET-FM
6	KMPC-AM	KMPC-AM	KLAC-AM	KFI-AM	KBIG-FM	KBIG-FM
7	KHJ-AM	KJOL-FM	KMET-FM	KMPC-AM	KMPC-AM	KJOL-FM
8	KJOL-FM	KMET-FM	KMPC-AM	KLAC-AM	KJOL-FM	KMPC-AM
9	KMET-FM	KUTE-FM	KJOL-FM	KRTH-FM	KLAC-AM	KLAC-AM
10	KLAC-AM	KLAC-AM	KNX-FM	KMET-FM	KALI-AM	KRTH-FM

M-F, 3-7pm

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	KABC-AM	KABC-AM	KBIG-FM	KBIG-FM	KABC-AM	KABC-AM
2	KBIG-FM	KBIG-FM	KJOL-FM	KJOL-FM	KMET-FM	KMET-FM
3	KJOL-FM	KJOL-FM	KABC-AM	KMET-FM	KBIG-FM	KJOL-FM
4	KHJ-AM	KMPC-AM	KMET-FM	KABC-AM	KJOL-FM	KJOL-FM
5	KNX-AM	KMET-FM	KNX-AM	KUTE-FM	KMPC-AM	KRTH-FM
6	KMET-FM	KUTE-FM	KNX-FM	KNX-AM	KRTH-FM	KMPC-AM
7	KLAC-AM	KNX-AM	KRTH-FM	KRTH-FM	KNX-AM	KRLA-AM
8	KFWB-AM	KNX-FM	KFWB-AM	KFWB-AM	KUTE-FM	KFWB-AM
9	KTNQ-AM	KRTH-FM	KLAC-AM	KDAY-AM	KLAC-AM	KNX-FM
10	KLOS-FM	KFWB-AM	KLOS-FM	KLOS-FM	KRLA-AM	KLAC-AM

Teens
M-S, 6am-Midnight
POP(00): 9403

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	KTNQ-AM	KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2	KHJ-AM	KHJ-AM	KTNQ-AM	KTNQ-AM	KUTE-FM	KTNQ-AM
3	KMET-FM	KTNQ-AM	KHJ-AM	KDAY-AM	KTNQ-AM	KDAY-AM
4	KDAY-AM	KUTE-FM	KDAY-AM	KHJ-AM	KDAY-AM	KHJ-AM
5	KLOS-FM	KDAY-AM	KIIS-FM	KLOS-FM	KRLA-AM	KRTH-FM
6	KIIS-FM	KLOS-FM	KLOS-FM	KLOS-FM	KLOS-FM	KIIS-FM
7	KIQQ-FM	KRLA-AM	KLOS-FM	KRTH-FM	KHJ-AM	KFI-AM
8	KWST-FM	KIIS-FM	KRLA-AM	KIIS-FM	KALI-AM	KLOS-FM
9	KEZY-AM	KWST-FM	KFI-AM	KEZY-AM	KRTH-FM	KRLA-AM
10	KUTE-FM	KIQQ-FM	KEZY-AM	KWST-FM	KIIS-FM	KEZY-AM

M-F, 6-10am

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	KTNQ-AM	KMET-FM	KMET-FM	KTNQ-AM	KMET-FM	KMET-FM
2	KHJ-AM	KHJ-AM	KTNQ-AM	KTNQ-AM	KTNQ-AM	KTNQ-AM
3	KDAY-AM	KUTE-FM	KIIS-FM	KLOS-FM	KUTE-FM	KTNQ-AM
4	KMET-FM	KTNQ-AM	KHJ-AM	KHJ-AM	KDAY-AM	KHJ-AM
5	KEZY-AM	KDAY-AM	KRLA-AM	KDAY-AM	KHJ-AM	KRLA-AM
6	KLOS-FM	KLOS-FM	KIIS-FM	KUTE-FM	KLOS-FM	KLOS-FM
7	KFI-AM	KRLA-AM	KLOS-FM	KRTH-FM	KRLA-AM	KRTH-FM
8	KIIS-FM	KIQQ-FM	KIIS-FM	KIIS-FM	KALI-AM	KFI-AM
9	KWST-FM	KIIS-FM	KEZY-AM	KEZY-AM	KRTH-FM	KIIS-FM
10	KIQQ-FM	KWST-FM	KFI-AM	KRLA-AM	KIQQ-FM	KWST-FM

M-F, 3-7pm

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	KTNQ-AM	KTNQ-AM	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2	KHJ-AM	KUTE-FM	KTNQ-AM	KTNQ-AM	KTNQ-AM	KTNQ-AM
3	KDAY-AM	KMET-FM	KHJ-AM	KDAY-AM	KDAY-AM	KHJ-AM
4	KMET-FM	KHJ-AM	KDAY-AM	KUTE-FM	KUTE-FM	KRTH-FM
5	KWST-FM	KDAY-AM	KIIS-FM	KHJ-AM	KALI-AM	KDAY-AM
6	KLOS-FM	KLOS-FM	KUTE-FM	KLOS-FM	KRTH-FM	KUTE-FM
7	KUTE-FM	KFI-AM	KRLA-AM	KRTH-FM	KHJ-AM	KIIS-FM
8	KFI-AM	KRLA-AM	KIQQ-FM	KIIS-FM	KRLA-AM	KRLA-AM
9	KIQQ-FM	KIQQ-FM	KFI-AM	KEZY-AM	KLOS-FM	KLOS-FM
10	KIIS-FM	KMET-FM	KLOS-FM	KWST-FM	KEZY-AM	KFI-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 27018

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2	KNX-FM	KRTH-FM	KNX-FM	KRTH-FM	KRTH-FM	KRTH-FM
3	KRTH-FM	KNX-FM	KRTH-FM	KUTE-FM	KRLA-AM	KLOS-FM
4	KHJ-AM	KUTE-FM	KLOS-FM	KLOS-FM	KLOS-FM	KNX-FM
5	KLOS-FM	KRLA-AM	KUTE-FM	KIIS-FM	KUTE-FM	KRLA-AM
6	KUTE-FM	KABC-AM	KZLA-FM	KNX-FM	KNX-FM	KIIS-FM
7	KZLA-FM	KZLA-FM	KRLA-AM	KZLA-FM	KALI-AM	KUTE-FM
8	KRLA-AM	KLOS-FM	KBIG-FM	KRLA-AM	KIIS-FM	KABC-AM
9	KABC-AM	KHJ-AM	KHJ-AM	KIQQ-FM	KZLA-FM	KIQQ-FM
10	KIIS-FM	KBIG-FM	KIQQ-FM	KDAY-AM	KHJ-AM	KFI-AM

M-F, 6-10am

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	KHJ-AM	KFI-AM	KMET-FM	KRTH-FM	KMET-FM	KMET-FM
2	KMET-FM	KMET-FM	KNX-FM	KMET-FM	KRTH-FM	KRTH-FM
3	KFI-AM	KRTH-FM	KFI-AM	KFI-AM	KFI-AM	KFI-AM
4	KLOS-FM	KNX-FM	KRTH-FM	KNX-FM	KNX-FM	KLOS-FM
5	KRTH-FM	KRLA-AM	KABC-AM	KUTE-FM	KALI-AM	KRLA-AM
6	KRTH-FM	KUTE-FM	KHJ-AM	KIIS-FM	KRLA-AM	KRLA-AM
7	KRLA-AM	KFWB-AM	KZLA-FM	KLOS-FM	KABC-AM	KABC-AM
8	KZLA-FM	KJLH-FM	KLOS-FM	KZLA-FM	KABC-AM	KABC-AM
9	KFWB-AM	KZLA-FM	KRLA-AM	KRLA-AM	KLOS-FM	KHJ-AM
10	KUTE-FM	KLOS-FM	KFWB-AM	KRWB-AM	KHJ-AM	KZLA-FM

M-F, 3-7pm

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2	KHJ-AM	KRTH-FM	KNX-FM	KRTH-FM	KRTH-FM	KRTH-FM
3	KLOS-FM	KNX-FM	KRTH-FM	KUTE-FM	KUTE-FM	KRLA-AM
4	KRTH-FM	KUTE-FM	KUTE-FM	KIIS-FM	KRLA-AM	KIIS-FM
5	KNX-FM	KRLA-AM	KLOS-FM	KLOS-FM	KLOS-FM	KIIS-FM
6	KZLA-FM	KABC-AM	KZLA-FM	KZLA-FM	KNX-FM	KABC-AM
7	KUTE-FM	KZLA-FM	KRLA-AM	KDAY-AM	KHJ-AM	KUTE-FM
8	KHJ-AM	KHJ-AM	KZLA-FM	KIQQ-FM	KZLA-FM	KLOS-FM
9	KRLA-AM	KBIG-FM	KHJ-AM	KRLA-AM	KABC-AM	KIQQ-FM
10	KABC-AM	KMPC-AM	KIQQ-FM	KZLA-FM	KIIS-FM	KDAY-AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 31029

	A/M '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79
1	KABC-AM	KABC-AM	KBIG-FM	KBIG-FM	KABC-AM	KABC-AM
2	KBIG-FM	KBIG-FM	KNX-FM	KBIG-FM	KBIG-FM	KBIG-FM
3	KJOL-FM	KJOL-FM	KJOL-FM	KJOL-FM	KRLA-AM	KRTH-FM
4	KMPC-AM	KMPC-AM	KABC-AM	KRTH-FM	KMPC-AM	KJOL-FM
5	KNX-FM	KNX-FM	KLAC-AM	KNX-AM	KNX-AM	KRLA-AM
6	KFWB-AM	KFI-AM	KRTH-FM	KLAC-AM	KFWB-AM	KOST-FM
7	KNX-AM	KRTH-FM	KNX-AM	KMPC-AM	KNX-FM	KNX-FM
8	KRTH-FM	KFWB-AM	KOST-FM	KNX-FM	KNX-FM	KFI-AM
9	KFI-AM	KRLA-AM	KMPC-AM	KUTE-FM	KMET-FM	KMPC-AM
10	KLAC-AM	KNX-AM	KRLA-AM	KRLA-AM	KLAC-AM	KFWB-AM

Share Trends

7-Day, 6am-Midnight
POP(00): 73616

UM '78	J/A '78	O/N '78	J/F '79	A/M '79	J/A '79						
ABC-AM	8.7	KABC-AM	10.4	NABC-AM	6.6	NABC-AM	9.0	KABC-AM	8.0		
KBIG-FM	6.6	KBIG-FM	5.6	NBIG-FM	6.0	NBIG-FM	6.3	KMET-FM	5.9	KMET-FM	6.4
KJOL-FM	5.0	KJOL-FM	4.8	KJOL-FM	5.3	KJOL-FM	5.8	KBIG-FM	5.6	KBIG-FM	5.1
KNX-AM	4.5	KMET-FM	4.8	KMET-FM	5.0	KMET-FM	4.8	KNX-AM	4.3	KJOL-FM	4.9
KFWB-AM	4.5	KNX-AM	4.1	KNX-AM	4.3	KFWB-AM	4.8	KJOL-FM	4.0	NFWB-AM	4.2
KHJ-AM	3.6	KFWB-AM	4.0	KFWB-AM	4.2	KNX-AM	4.6	KFWB-AM	3.8	KMPC-AM	3.8
KMPC-AM	3.6	KMPC-AM	4.0	KLAC-AM	4.0	KUTE-FM	3.6	KMPC-AM	3.7	KRTH-FM	3.8
KMPC-AM	3.4	KUTE-FM	3.7	KOST-FM	3.4	KRTH-FM	3.5	KRLA-AM	3.5	KNX-AM	3.4
KRTH-FM	2.8	KRTH-FM	3.2	KNX-FM	3.2	KLOS-FM	2.9	KRTH-FM	3.3	KOST-FM	3.2
KFI-AM	2.7	KFI-AM	3.1	KMPC-AM	3.1	KOST-FM	2.8	KUTE-FM	3.1	KRLA-AM	3.2
KRTH-FM	2.7	KNX-FM	3.1	KRTH-FM	3.0	KLAC-AM	2.8	KALI-AM	2.9	KFI-AM	2.9
KRTH-FM	2.6	KRLA-AM	3.1	KHJ-AM	2.7	KDAY-AM	2.7	KLAC-AM	2.8	KLAC-AM	2.9
KRTH-FM	2.6	KHJ-AM	3.1	KFI-AM	2.6	KMPC-AM	2.6	KLOS-FM	2.6	KIIS-FM	2.8
KRTH-FM	2.5	KLAC-AM	2.6	KUTE-FM	2.6	KIIS-FM	2.6	KDAY-AM	2.5	KNX-FM	2.8
KRTH-FM	2.5	KOST-FM	2.4	KRLA-AM	2.6	KFI-AM	2.5	KTNQ-AM	2.4	KLOS-FM	2.6
KRTH-FM	2.4	KLOS-FM	2.3	KDAY-AM	2.6	KHJ-AM	2.3	KOST-FM	2.4	KDAY-AM	2.5
KRTH-FM	2.4	KDAY-AM	2.2	KTNQ-AM	2.4	KTNQ-AM	2.3	KIIS-FM	2.2	KUTE-FM	2.4
KRTH-FM	2.1	KTNQ-AM	2.0	KIIS-FM	2.1	KNX-FM	2.2	KNX-FM	2.2	KALI-AM	2.3
KRTH-FM	2.1	KZLA-FM	2.0	KIIS-FM	2.1	KRLA-AM	2.2	KHJ-AM	2.2	KALI-AM	2.1
KRTH-FM	2.1	KWKW-AM	1.9	KZLA-FM	2.0	KLVE-FM	2.0	KFI-AM	2.1	KIQQ-FM	1.9
KRTH-FM	2.0	KALI-AM	1.8	KALI-AM	1.9	KIQQ-FM	1.8	KIQQ-FM	1.8	KHJ-AM	1.8
KRTH-FM	1.9	KIIS-FM	1.7	KIQQ-FM	1.8	KWKW-AM	1.8	KGO-FM	1.7	KNTZ-FM	1.6
KRTH-FM	1.8	KWST-FM	1.6	KLVE-FM	1.7	KZLA-FM	1.8	KZLA-FM	1.6	KGO-FM	1.5
KRTH-FM	1.4	KLVE-FM	1.3	KFAC-FM	1.6	KFAC-FM	1.5	KLVE-FM	1.5	KZLA-FM	1.5
KRTH-FM	1.4	KIQQ-FM	1.3	KWKW-AM	1.4	KGO-FM	1.5	KWKW-AM	1.3	KWKW-AM	1.4
KRTH-FM	1.3	KJLH-FM	1.1	KWST-FM	1.3	KWST-FM	1.4	KWST-FM	1.3	KNOB-FM	1.1
KRTH-FM	1.3	KACE-FM	1.1	KHTZ-FM	1.3	KALI-AM	1.4	XTRA-AM	1.2	KJLH-FM	1.1
KRTH-FM	1.1	KTT-AM	1.1	XTRA-AM	1.1	KNOB-FM	1.3	KROD-FM	1.2	KWST-FM	1.0
KRTH-FM	1.1</										

EVERYONE YOU'VE EVER WANTED TO KNOW WITH HITS

Aerosmith

Airborne

Lynn Anderson

Moe Bandy

R.C. Bannon

Bobby Bare

The Beat

The Bliss Band

Blue Oyster Cult

Arthur Blythe

Willie Lobo

Karla Bonoff

Boomtown Rats

Bonnie Boyer

B.T. Express

Joanne Brackeen

Bullseye

Valerie Carter

Johnny Cash

Rosanne Cash

Chicago

Billy Cobham

David Allan Coe

Mark Colby

Jeff Conaway

Ray Conniff

Elvis Costello

The Cowsills

Dakota

Lacy J. Dalton

Eddie Daniels

*John Davis &
The Monster Orchestra*

Miles Davis

Tyrone Davis

Neil Diamond

Al Di Meola

Disco Circus

*Dudek, Finnigan
& Krueger*

Johnny Duncan

Bob Dylan

Earth, Wind & Fire

Walter Egan

Emotions

Maynard Ferguson

Ronnie Foster

Rodney Franklin

Janie Fricke

Eric Gale

Gary's Gang

Art Garfunkel

Larry Gatlin

Crystal Gayle

Gentle Giant

Stan Getz

Dexter Gordon

Diva Gray & Oyster

John Hall

Herbie Hancock

Heath Brothers

Patrick Hernandez

Hilary

Z.Z. Hill

Hounds

Cissy Houston

Freddie Hubbard

Bobby Hutcherson

Janis Ian

Bob James

Billy Joel

Al Johnson

Journey

Jules & The Polar Bears

Judas Priest

Gladys Knight

Andre Kostelanetz
Kris Kristofferson
Lake
Leah Kunkel
Laughing Dogs
Hubert Laws
John Lee
& Gerry Brown
Ramsey Lewis
Kenny Loggins
Wilbert Longmire
Nick Lowe
Cheryl Lynn
Paul McCartney
& Wings
Marilyn McCoo
& Billy Davis Jr.
John McLaughlin
Mahogany Rush
Manhattans
Dave Mason
Johnny Mathis
Jim Messina
Metropolis (M. Isham)
Franklin Micare
Eddie Money
Jackie Moore
Mutiny
Willie Nelson
Laura Nyro
Jane Olivor

Ozark Mtn. Daredevils
Jan Park Band
Pink Floyd
Pockets
Return To Forever
Marty Robbins
D.J. Rogers
Santana
Boz Scaggs
Tom Scott
Earl Scruggs
Marlena Shaw
Woody Shaw
Wayne Shorter
The Sinceros
Lonnie Liston Smith
Rex Smith
Phoebe Snow
J.D. Souther
Splendor
Bruce Springsteen
Stephen Stills

Barbra Streisand
Gregg Sutton
Rachel Sweet
James Taylor
Johnny Taylor
Kate Taylor
Richard Tee
Toto
Tower Of Power
Tommy Tutone
Greg Walker
Cedar Walton
Weather Report
Freddy Weller
Andy Williams
Deniece Williams
Bill Withers
Ron Wood
Ren Woods
The Writers
Michael Zager
Joe Zawinul

THE FAMILY OF MUSIC



ON COLUMBIA RECORDS

Los Angeles

Continued

M-F, 6-10am	M-F, 3-7pm
1 KABC-AM KFI -AM KABC-AM KNX -AM KABC-AM KABC-AM	1 KABC-AM KABC-AM KNX -AM KBIG-FM KABC-AM KABC-AM
2 KFI -AM KFWB-AM KABC-AM KNX -AM KABC-AM KABC-AM	2 KBIG-FM KBIG-FM KRTH-FM KABC-AM KBIG-FM KABC-AM
3 KPFC-AM KABC-AM KABC-AM KFI -AM KABC-AM KABC-AM	3 KJCI-FM KPFC-AM KABC-AM KNX -AM KABC-AM KABC-AM
4 KFWB-AM KABC-AM KABC-AM KNX -AM KABC-AM KABC-AM	4 KABC-AM KABC-AM KABC-AM KABC-AM KABC-AM
5 KBIG-FM KBIG-FM KBIG-FM KBIG-FM KBIG-FM	5 KNX -AM KABC-AM KABC-AM KABC-AM KABC-AM
6 KNX -AM KNX -AM KBIG-FM KBIG-FM KBIG-FM	6 KJCI-FM KABC-AM KABC-AM KABC-AM KABC-AM
7 KNX -AM KNX -AM KABC-AM KABC-AM KABC-AM	7 KZLA-FM KABC-AM KABC-AM KABC-AM KABC-AM
8 KLAC-AM KRTH-FM KABC-AM KABC-AM KABC-AM	8 KRTH-FM KLAC-AM KABC-AM KABC-AM KABC-AM
9 KJCI-FM KALI-AM KABC-AM KABC-AM KABC-AM	9 KFWB-AM KNX -AM KABC-AM KABC-AM KABC-AM
10 KRTH-FM KALI-AM KABC-AM KABC-AM KABC-AM	10 KPFC-AM KABC-AM KABC-AM KABC-AM KABC-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
PDP(00): 73616

	AM '78	JA '78	ON '78	JF '78	AM '79	JA '79
1	KABC-AM 13293	KABC-AM 15273	KFWB-AM 11470	KNX -AM 12358	KABC-AM 13708	KABC-AM 13767
2	KFWB-AM 12192	KNX -AM 11599	KNX -AM 11430	KFWB-AM 11831	KFWB-AM 11492	KFWB-AM 11365
3	KNX -AM 11487	KFWB-AM 11064	KABC-AM 9900	KBIG-FM 9519	KNX -AM 10359	KPFC-AM 9395
4	KBIG-FM 10519	KHJ -AM 9701	KHJ -AM 9496	KABC-AM 9361	KPFC-AM 8851	KPFC-AM 8927
5	KHJ -AM 10252	KBIG-FM 9500	KBIG-FM 9081	KJCI-FM 8788	KMET-FM 8622	KMET-FM 8957
6	KJCI-FM 8016	KJCI-FM 8533	KMET-FM 8275	KRTH-FM 8563	KBIG-FM 8599	KMET-FM 8600
7	KFI -AM 7862	KPFC-AM 8345	KFI -AM 8217	KHJ -AM 8120	KRTH-FM 8163	KRTH-FM 8418
8	KPFC-AM 7145	KMET-FM 8160	KJCI-FM 7879	KMET-FM 7998	KJCI-FM 7646	KFI -AM 8113
9	KTND-AM 7058	KFI -AM 7633	KPFC-AM 7346	KLOS-FM 7267	KTND-AM 6947	KIIS-FM 7745
10	KLOS-FM 6865	KRLA-AM 7108	KLOS-FM 7276	KFI -AM 7155	KHJ -AM 6658	KJCI-FM 7344

M-F, 6-10am	M-F, 3-7pm
1 KFWB-AM KFWB-AM KFWB-AM KFWB-AM KABC-AM KFWB-AM	1 KABC-AM KABC-AM KNX -AM KNX -AM KABC-AM KABC-AM
2 KNX -AM KABC-AM KNX -AM KNX -AM KABC-AM KABC-AM	2 KHJ -AM KNX -AM KFWB-AM KFWB-AM KMET-FM KMET-FM
3 KABC-AM KNX -AM KABC-AM KABC-AM KNX -AM KNX -AM	3 KBIG-FM KFWB-AM KABC-AM KBIG-FM KFWB-AM
4 KHJ -AM KBIG-FM KFI -AM KMET-FM KRTH-FM KFI -AM KRTH-FM	4 KNX -AM KBIG-FM KABC-AM KBIG-FM KABC-AM
5 KBIG-FM KFI -AM KMET-FM KRTH-FM KFI -AM KRTH-FM	5 KFWB-AM KHJ -AM KHJ -AM KABC-AM KNX -AM
6 KFI -AM KHJ -AM KHJ -AM KBIG-FM KJCI-FM KRTH-FM KBIG-FM	6 KJCI-FM KJCI-FM KMET-FM KRTH-FM KRTH-FM KNX -AM
7 KPFC-AM KJCI-FM KJCI-FM KBIG-FM KJCI-FM KRTH-FM KBIG-FM	7 KTND-AM KPFC-AM KPFC-AM KJCI-FM KHJ -AM KJCI-FM
8 KTND-AM KMET-FM KMET-FM KLAC-AM KHJ -AM KMET-FM KMET-FM	8 KMET-FM KMET-FM KRTH-FM KUTE-FM KPFC-AM KRLA-AM
9 KJCI-FM KMET-FM KRTH-FM KTND-AM KJCI-FM KMET-FM KMET-FM	9 KLOS-FM KRTH-FM KTND-AM KJCI-FM KTND-AM KTND-AM
10 KMET-FM KRLA-AM KMET-FM KRLA-AM KMET-FM KRLA-AM	10 KNX -AM KRLA-AM KMET-FM KRLA-AM KHJ -AM KJCI-FM

Teens
M-S, 6am-Midnight
PDP(00): 9403

	AM '78	JA '78	ON '78	JF '78	AM '79	JA '79													
1	KHJ -AM KHJ -AM KTND-AM KTND-AM KTND-AM KTND-AM	2	KTND-AM KTND-AM KHJ -AM KHJ -AM KMET-FM KMET-FM	3	KLOS-FM KMET-FM KMET-FM KMET-FM KUTE-FM KUTE-FM	4	KMET-FM KIIS-FM KIIS-FM KIIS-FM KHJ -AM KHJ -AM	5	KIIS-FM KLOS-FM KLOS-FM KLOS-FM KUTE-FM KUTE-FM	6	KDAY-AM KUTE-FM KRTH-FM KRTH-FM KRTH-FM KRTH-FM	7	KFI -AM KIQQ-FM KFI -AM KRTH-FM KRTH-FM KRTH-FM	8	KIQQ-FM KRLA-AM KDAY-AM KDAY-AM KDAY-AM KDAY-AM	9	KEZY-AM KRTH-FM KUTE-FM KFI -AM KFI -AM KIIS-FM KIIS-FM	10	KMST-FM KFI -AM KRLA-AM KMET-FM KMET-FM KRLA-AM KRLA-AM

Adults 18-34
M-S, 6am-Midnight
PDP(00): 27018

	AM '78	JA '78	ON '78	JF '78	AM '79	JA '79													
1	KHJ -AM KMET-FM KMET-FM KRTH-FM KMET-FM KMET-FM	2	KNX -AM KRLA-AM KLOS-FM KLOS-FM KRTH-FM KRTH-FM	3	KLOS-FM KHJ -AM KHJ -AM KMET-FM KLOS-FM KLOS-FM	4	KMET-FM KNX -AM KRTH-FM KUTE-FM KRLA-AM KRLA-AM	5	KRTH-FM KRTH-FM KRLA-AM KHJ -AM KHJ -AM KRLA-AM	6	KRLA-AM KLOS-FM KNX -AM KIIS-FM KNX -AM KNX -AM	7	KABC-AM KABC-AM KFI -AM KRLA-AM KRLA-AM KIIS-FM	8	KZLA-FM KUTE-FM KTND-AM KNX -AM KIQQ-FM KHJ -AM	9	KFI -AM KFI -AM KIIS-FM KFI -AM KUTE-FM KABC-AM	10	KIIS-FM KBIG-FM KUTE-FM KZLA-FM KTND-AM KUTE-FM

M-F, 6-10am	M-F, 3-7pm
1 KHJ -AM KMET-FM KMET-FM KRTH-FM KMET-FM	1 KHJ -AM KMET-FM KNX -AM KRTH-FM KMET-FM
2 KNX -AM KNX -AM KLOS-FM KRTH-FM KRTH-FM	2 KNX -AM KRTH-FM KMET-FM KMET-FM KRTH-FM
3 KLOS-FM KRLA-AM KHJ -AM KFI -AM KFI -AM	3 KLOS-FM KRLA-AM KLOS-FM KUTE-FM KLOS-FM
4 KMET-FM KFI -AM KFI -AM KUTE-FM KUTE-FM	4 KMET-FM KNX -AM KRTH-FM KLOS-FM KHJ -AM
5 KRLA-AM KRTH-FM KFI -AM KLOS-FM KNX -AM	5 KRTH-FM KLOS-FM KHJ -AM KHJ -AM KIIS-FM
6 KFI -AM KLOS-FM KRTH-FM KNX -AM KRLA-AM	6 KRLA-AM KUTE-FM KRLA-AM KNX -AM KUTE-FM
7 KRTH-FM KHJ -AM KRLA-AM KRLA-AM KHJ -AM	7 KABC-AM KLOS-FM KUTE-FM KHJ -AM KNX -AM
8 KZLA-FM KUTE-FM KFWB-AM KFWB-AM KHI -AM	8 KZLA-FM KABC-AM KFI -AM KRLA-AM KIIS-FM
9 KFWB-AM KFWB-AM KTND-AM KTND-AM	9 KFI -AM KBIG-FM KTND-AM KZLA-FM KZLA-FM
10 KUTE-FM KDAY-AM KNX -AM KFWB-AM	10 KIIS-FM KZLA-FM KIQQ-FM KWST-FM KIQQ-FM

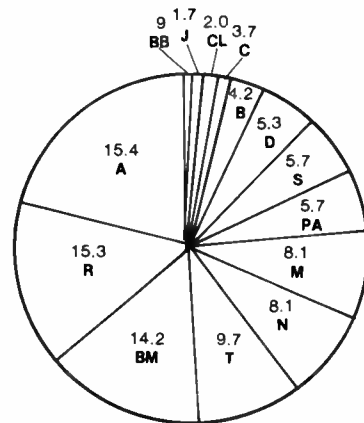
Adults 25-49
M-S, 6am-Midnight
POP(00): 31029

	AM '78	JA '78	ON '78	JF '78	AM '79	JA '79													
1	KABC-AM KABC-AM KFWB-AM KNX -AM KABC-AM	2	KBIG-FM KFWB-AM KNX -AM KFWB-AM KABC-AM	3	KFWB-AM KNX -AM KABC-AM KBIG-FM	4	KNX -AM KBIG-FM KRTH-FM KRTH-FM	5	KPFC-AM KPFC-AM KPFC-AM KABC-AM	6	KNX -AM KFI -AM KFI -AM KJCI-FM	7	KJCI-FM KNX -AM KRLA-AM KFI -AM	8	KHJ -AM KRLA-AM KHJ -AM KRLA-AM	9	KRLA-AM KJCI-FM KRTH-FM KUTE-FM	10	KFI -AM KHJ -AM KHJ -AM KJCI-FM KLAC-AM

M-F, 6-10am	M-F, 3-7pm
1 KFWB-AM KFWB-AM KNX -AM KNX -AM KFWB-AM	1 KABC-AM KABC-AM KNX -AM KNX -AM KABC-AM
2 KNX -AM KFI -AM KFWB-AM KFWB-AM KABC-AM	2 KBIG-FM KNX -AM KABC-AM KABC-AM KFI -AM
3 KABC-AM KNX -AM KABC-AM KABC-AM KFI -AM	3 KABC-AM KNX -AM KFI -AM KABC-AM
4 KBIG-FM KNX -AM KFI -AM KABC-AM KNX -AM	4 KBIG-FM KNX -AM KFI -AM KABC-AM
5 KFI -AM KABC-AM KNX -AM KABC-AM	5 KFI -AM KABC-AM KNX -AM KABC-AM
6 KPFC-AM KBIG-FM KRLA-AM KBIG-FM	6 KPFC-AM KBIG-FM KRLA-AM KBIG-FM
7 KNX -AM KPFC-AM KRTH-FM KPFC-AM	7 KNX -AM KPFC-AM KRTH-FM KPFC-AM
8 KHJ -AM KRLA-AM KRLA-AM KLAC-AM	8 KHJ -AM KRLA-AM KRLA-AM KLAC-AM
9 KRLA-AM KJCI-FM KRTH-FM KPFC-AM	9 KRLA-AM KJCI-FM KRTH-FM KPFC-AM
10 KRTH-FM KJCI-FM KJCI-FM KJCI-FM	10 KRTH-FM KJCI-FM KJCI-FM KJCI-FM

M-F, 6-10am	M-F, 3-7pm
1 KABC-AM KABC-AM KNX -AM KNX -AM KABC-AM	1 KABC-AM KABC-AM KNX -AM KNX -AM KABC-AM
2 KBIG-FM KABC-AM KNX -AM KABC-AM	2 KBIG-FM KABC-AM KNX -AM KABC-AM
3 KNX -AM KPFC-AM KBIG-FM KRTH-FM	3 KNX -AM KPFC-AM KBIG-FM KRTH-FM
4 KFWB-AM KFWB-AM KABC-AM KABC-AM	4 KFWB-AM KFWB-AM KABC-AM KABC-AM
5 KNX -AM KBIG-FM KFWB-AM KABC-AM	5 KNX -AM KBIG-FM KFWB-AM KABC-AM
6 KJCI-FM KRTH-FM KRLA-AM KUTE-FM	6 KJCI-FM KRTH-FM KRLA-AM KUTE-FM
7 KLAC-AM KRLA-AM KRLA-AM KLAC-AM	7 KLAC-AM KRLA-AM KRLA-AM KLAC-AM
8 KRLA-AM KNX -AM KRLA-AM KRLA-AM	8 KRLA-AM KNX -AM KRLA-AM KRLA-AM
9 KHJ -AM KJCI-FM KMET-FM KJCI-FM	9 KHJ -AM KJCI-FM KMET-FM KJCI-FM
10 KPFC-AM KLAC-AM KHJ -AM KHPC-AM	10 KPFC-AM KLAC-AM KHJ -AM KHPC-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.

Great Radio Programs for Great Radio Stations.



From WESTWOOD ONE the nation's Number One Producer of Special Programming. In the past four years WESTWOOD ONE has produced and distributed "The Great American Radio Show" with Mike Harrison, "Dr. Demento", "Star Trak" with Candy Tusken, "Spaces & Places", "National Album Countdown", "In Hollywood", "The Sound of Motown", "Shootin' The Breeze", "American Disco Network", "The Twelve Hours of Christmas", and our latest winner "Off The Record" with Mary Turner. WE'VE NEVER HAD A LOSER!

For information on how your station can receive exclusive broadcast rights in your market—contact your Westwood One representative now..... (213) 204-5000.



9540 Washington Boulevard, Culver City, California 90230

Louisville

METRO RANK

40

A/M '79 Market Overview

The surf was up for WAVE, as the P/A station bounded back to the top of the Louisville 12+ standings. Station doubles audience in midday and evenings (baseball) with consistent gains with adults 25-49. A close second in the 12+ chase was AOR "Superstars" station WLRS. A stable book for this 18-34 leader, which used outside advertising consisting of TV and newspapers. WAVE also ran its usual street promotions — on-air giveaways of tickets and cash.

WHAS, another P/A station with a successful story, is third in terms of overall share in the Louisville metro. Station is #1 in adults 25-49 generates a stable high 10 share of the 12+ market. Advertising utilized TV, billboards, and newspaper.

The Top 40 race saw both WAKY and WQHI slide. WAKY did show well in AM drive in target 18-34 demos, but female numbers eroded, along with teens decreasing, to cause station to suffer second consecutive down book. WQHI had a problem with its young men, losing almost a third of them, with the most drastic declines in AM drive and midday. Like WAKY, WQHI lost teen audience, most noticeably in the drive times.

Speaking of lost audience, Country station WINN must wonder what it did to deserve the numbers it received in the A/M '79 book. In that report the station's 12+ share dropped more than three points. Key to the WINN drop was its female numbers declining by almost two-thirds. Most substantial were the declines in midday and the evening, both average and cume drops in women 25-49 being enough to hurt the station significantly.

Other stations which bear analysis in this sweep are WKLO and WLOU. WKLO, with its P/A format, caught an upswing in its numbers among young adult males and teens. Black-formatted WLOU was not so fortunate, and saw its 12+ share decline. WLOU suffered a deflection of some of its reported male audience, almost a 50% decline in overall numbers among men.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 7206

A/M '78	O/N '78	A/M '79
1 WAVE-AM	13.2	14.0
2 WAKY-AM	10.4	11.2
3 WHAS-AM	9.6	11.0
4 WLRS-FM	9.4	9.6
5 WQHI-FM	9.2	8.8
6 WVEZ-FM	8.7	8.5
7 WKLO-AM	8.3	8.5
8 WLOU-AM	6.4	6.0
9 WCSN-FM	6.0	5.8
10 WINN-AM	5.8	5.5
11 WAMZ-FM	5.0	4.2
12 WTMT-AM	2.1	1.7
13 WSTM-FM	1.6	1.4
14 WFIA-FM	1.4	1.3
15 WFIA-AM	1.3	0.9

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 7206

A/M '78	O/N '78	A/M '79
1 WAVE-AM	137	143
2 WAKY-AM	108	139
3 WHAS-AM	100	109
4 WLRS-FM	97	86
5 WQHI-FM	95	83

A/M '78	O/N '78	A/M '79
1 WAVE-AM	137	143
2 WAKY-AM	108	139
3 WHAS-AM	100	109
4 WLRS-FM	97	86
5 WQHI-FM	95	83

A/M '78	O/N '78	A/M '79
1 WAVE-AM	137	143
2 WAKY-AM	108	139
3 WHAS-AM	100	109
4 WLRS-FM	97	86
5 WQHI-FM	95	83

Teens

M-S, 6am-Midnight
POP(00): 1028

A/M '78	O/N '78	A/M '79
1 WLRS-FM	WLRS-FM	WLRS-FM
2 WKLO-AM	WQHI-FM	WQHI-FM
3 WQHI-FM	WAKY-AM	WAKY-AM
4 WAKY-AM	WLOU-AM	WLOU-AM
5 WLOU-AM	WKLO-AM	WKLO-AM

A/M '78	O/N '78	A/M '79
1 WKLO-AM	WLRS-FM	WLRS-FM
2 WLRS-FM	WAKY-AM	WAKY-AM
3 WAKY-AM	WQHI-FM	WQHI-FM
4 WLOU-AM	WKLO-AM	WKLO-AM
5 WQHI-FM	WLOU-AM	WLOU-AM

A/M '78	O/N '78	A/M '79
1 WLRS-FM	WQHI-FM	WLRS-FM
2 WQHI-FM	WLRS-FM	WLRS-FM
3 WAKY-AM	WLOU-AM	WLOU-AM
4 WKLO-AM	WAKY-AM	WAKY-AM
5 WLOU-AM	WKLO-AM	WKLO-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 2566

A/M '78	O/N '78	A/M '79
1 WAKY-AM	WLRS-FM	WLRS-FM
2 WLRS-FM	WQHI-FM	WQHI-FM
3 WQHI-FM	WAKY-AM	WAKY-AM
4 WKLO-AM	WLOU-AM	WHAS-AM
5 WHAS-AM	WHAS-AM	WKLO-AM

A/M '78	O/N '78	A/M '79
1 WAKY-AM	WLRS-FM	WAKY-AM
2 WHAS-AM	WAKY-AM	WLRS-FM
3 WKLO-AM	WQHI-FM	WHAS-AM
4 WLRS-FM	WHAS-AM	WKLO-AM
5 WQHI-FM	WINN-AM	WQHI-FM

A/M '78	O/N '78	A/M '79
1 WQHI-FM	WLRS-FM	WLRS-FM
2 WAKY-AM	WQHI-FM	WQHI-FM
3 WLRS-FM	WLOU-AM	WAKY-AM
4 WKLO-AM	WHAS-AM	WHAS-AM
5 WHAS-AM	WAKY-AM	WLOU-AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 2984

A/M '78	O/N '78	A/M '79
1 WAKY-AM	WHAS-AM	WHAS-AM
2 WVEZ-FM	WINN-AM	WAVE-AM
3 WHAS-AM	WQHI-FM	WLRS-FM
4 WAVE-AM	WAKY-AM	WAKY-AM
5 WINN-AM	WAMZ-FM	WAMZ-FM

A/M '78	O/N '78	A/M '79
1 WHAS-AM	WHAS-AM	WHAS-AM
2 WAKY-AM	WAKY-AM	WAVE-AM
3 WAVE-AM	WINN-AM	WAKY-AM
4 WINN-AM	WAMZ-FM	WINN-AM
5 WKLO-AM	WAVE-AM	WKLO-AM

A/M '78	O/N '78	A/M '79
1 WHAS-AM	WHAS-AM	WHAS-AM
2 WAKY-AM	WQHI-FM	WLRS-FM
3 WINN-AM	WINN-AM	WAVE-AM
4 WVEZ-FM	WAMZ-FM	WQHI-FM
5 WAVE-AM	WLRS-FM	WAKY-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 7206

A/M '78	O/N '78	A/M '79
1 WAKY-AM	2245	2199
2 WHAS-AM	2165	2057
3 WAVE-AM	2071	1715
4 WKLO-AM	1952	1661
5 WQHI-FM	1657	1442

A/M '78	O/N '78	A/M '79
1 WHAS-AM	WAKY-AM	WAVE-AM
2 WAKY-AM	WHAS-AM	WHAS-AM
3 WAVE-AM	WAVE-AM	WAKY-AM
4 WKLO-AM	WLRS-FM	WLRS-FM
5 WQHI-FM	WQHI-FM	WKLO-AM

A/M '78	O/N '78	A/M '79
1 WHAS-AM	WQHI-FM	WAVE-AM
2 WAKY-AM	WAKY-AM	WLRS-FM
3 WQHI-FM	WLRS-FM	WHAS-AM
4 WKLO-AM	WHAS-AM	WQHI-FM
5 WAVE-AM	WAVE-AM	WAKY-AM

Teens

M-S, 6am-Midnight
POP(00): 1028

A/M '78	O/N '78	A/M '79
1 WKLO-AM	WAKY-AM	WLRS-FM
2 WAKY-AM	WQHI-FM	WAKY-AM
3 WQHI-FM	WLRS-FM	WQHI-FM
4 WLRS-FM	WKLO-AM	WKLO-AM
5 WHAS-AM	WLOU-AM	WZZX-FM

A/M '78	O/N '78	A/M '79
1 WKLO-AM	WLRS-FM	WLRS-FM
2 WAKY-AM	WAKY-AM	WAKY-AM
3 WQHI-FM	WQHI-FM	WQHI-FM
4 WLRS-FM	WKLO-AM	WKLO-AM
5 WLOU-AM	WLOU-AM	WLOU-AM

A/M '78	O/N '78	A/M '79
1 WKLO-AM	WQHI-FM	WLRS-FM
2 WQHI-FM	WAKY-AM	WQHI-FM
3 WAKY-AM	WLRS-FM	WAKY-AM
4 WHAS-FM	WKLO-AM	WKLO-AM
5 WLOU-AM	WLOU-AM	WLOU-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 2566

A/M '78	O/N '78	A/M '79
1 WAKY-AM	WAKY-AM	WAKY-AM
2 WQHI-FM	WQHI-FM	WQHI-FM
3 WKLO-AM	WLRS-FM	WLRS-FM
4 WLRS-FM	WKLO-AM	WKLO-AM
5 WHAS-AM	WHAS-AM	WHAS-AM

A/M '78	O/N '78	A/M '79
1 WAKY-AM	WAKY-AM	WAKY-AM
2 WHAS-AM	WLRS-FM	WLRS-FM
3 WKLO-AM	WQHI-FM	WKLO-AM
4 WQHI-FM	WHAS-AM	WHAS-AM
5 WLRS-FM	WKLO-AM	WQHI-FM

Adults 25-49

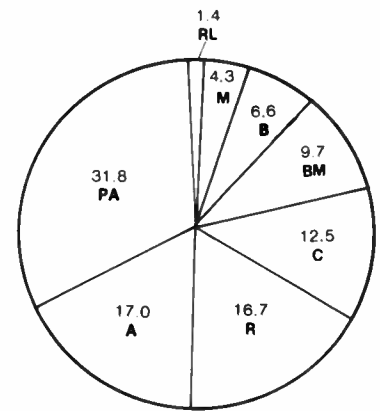
M-S, 6am-Midnight
POP(00): 2984

A/M '78	O/N '78	A/M '79
1 WHAS-AM	WHAS-AM	WHAS-AM
2 WAKY-AM	WAKY-AM	WAKY-AM
3 WAVE-AM	WQHI-FM	WAVE-AM
4 WKLO-AM	WAVE-AM	WKLO-AM
5 WQHI-FM	WINN-AM	WQHI-FM

A/M '78	O/N '78	A/M '79
1 WHAS-AM	WHAS-AM	WHAS-AM
2 WAKY-AM	WLRS-FM	WQHI-FM
3 WAVE-AM	WAVE-AM	WAVE-AM
4 WKLO-AM	WINN-AM	WKLO-AM
5 WINN-AM	WKLO-AM	WLRS-FM

A/M '78	O/N '78	A/M '79
1 WHAS-AM	WHAS-AM	WHAS-AM
2 WAKY-AM	WAKY-AM	WAKY-AM
3 WINN-AM	WQHI-FM	WAVE-AM
4 WAVE-AM	WINN-AM	WQHI-FM
5 WQHI-FM	WKLO-AM	WAMZ-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.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
OP(00): 1689

	A/M '77	A/M '78	A/M '79
1 KEND-AM	14.0	KSEL-AM	15.7
2 KL BK-AM	11.8	KTEZ-FM	11.8
3 KFYO-AM	11.4	KEND-AM	10.6
4 KTEZ-FM	10.1	KSEL-FM	10.6
5 KLL-L-FM	10.1	KLL-L-AF	9.8
6 KSEL-AM	9.6	KFYO-AM	9.4
7 KL BK-AM	7.5	KL BK-AM	8.6
8 KWGO-FM	7.0	KL BK-AM	7.8
9 KLL-L-FM	6.1	KWGO-FM	3.1
10 KL FB-AM	4.8	KL FB-AM	3.1
11 KSEL-FM	2.6	KDAV-AM	3.1
12 KDAV-AM	2.2	KJAK-FM	1.2
13 KSEL-AF			
14 KL BK-AF			
15 KLL-L-AF			

Average Persons Trends/Rankings
Total 12+
M-S, 6am-Midnight
OP(00): 1689

	A/M '77	A/M '78	A/M '79
1 KEND-AM	32	KSEL-AM	40
2 KL BK-AM	27	KTEZ-FM	30
3 KFYO-AM	26	KEND-AM	27
4 KTEZ-FM	23	KSEL-FM	27
5 KLL-L-FM	23	KLL-L-AF	25

M-F, 6-10am

1 KL BK-AF	KSEL-AM	KLL-L-AF
2 KEND-AM	KFYO-AM	KEND-AM
3 KLL-L-AF	KEND-AM	KSEL-AM
4 KL BK-AM	KSEL-FM	KTEZ-FM
5 KFYO-AM	KL BK-AM	KSEL-FM

M-F, 3-7pm

1 KLL-L-AF	KSEL-AM	KLL-L-AF
2 KL BK-AM	KSEL-FM	KTEZ-FM
3 KEND-AM	KTEZ-FM	KEND-AM
4 KFYO-AM	KLL-L-AF	KSEL-AM
5 KSEL-AM	KEND-AM	KSEL-FM

Teens
M-S, 6am-Midnight
OP(00): 221

	A/M '77	A/M '78	A/M '79
1 KSEL-AM		KSEL-AM	KSEL-AM
2 KL BK-AM		KL BK-AM	KSEL-FM
3 KL BK-FM		KSEL-FM	KL BK-AM
4 KEND-AM		KL BK-FM	KL BK-FM
5 KTEZ-FM		KEND-AM	KEND-AM

Adults 18-34
M-S, 6am-Midnight
OP(00): 768

	A/M '77	A/M '78	A/M '79
1 KL BK-AM		KSEL-AM	KSEL-AM
2 KSEL-AM		KSEL-FM	KSEL-FM
3 KEND-AM		KL BK-AM	KL BK-FM
4 KL BK-FM		KEND-AM	KL BK-AM
5 KTEZ-FM		KFYO-AM	KEND-AM

Adults 18-34
M-S, 6am-Midnight
OP(00): 768

	A/M '77	A/M '78	A/M '79
1 KL BK-FM		KL BK-FM	KLL-L-AF
2 KL BK-AM		KSEL-AM	KSEL-FM
3 KSEL-AM		KSEL-FM	KSEL-AM
4 KEND-AM		KL BK-AM	KL BK-FM
5 KLL-L-FM		KLL-L-AF	KTEZ-FM

M-F, 6-10am

1 KL BK-AF	KSEL-AM	KSEL-AM
2 KL BK-AM	KSEL-FM	KSEL-FM
3 KEND-AM	KL BK-AM	KL BK-FM
4 KSEL-AM	KEND-AM	KL BK-AM
5 KL BK-FM	KFYO-AM	KEND-AM

M-F, 3-7pm

1 KSEL-AM	KSEL-AM	KSEL-AM
2 KL BK-AM	KL BK-AM	KSEL-FM
3 KEND-AM	KSEL-FM	KL BK-AM
4 KL BK-FM	KEND-AM	KL BK-FM
5 KLL-L-FM	KTEZ-FM	KEND-AM

Adults 25-49
M-S, 6am-Midnight
OP(00): 648

	A/M '77	A/M '78	A/M '79
1 KLL-L-FM		KTEZ-FM	KLL-L-AF
2 KEND-AM		KEND-AM	KTEZ-FM
3 KL BK-AM		KSEL-AM	KEND-AM
4 KTEZ-FM		KLL-L-AF	KSEL-AM
5 KSEL-AM		KSEL-FM	KSEL-FM

M-F, 6-10am

1 KLL-L-AF	KEND-AM	KEND-AM
2 KL BK-AF	KSEL-AM	KLL-L-AF
3 KEND-AM	KLL-L-AF	KTEZ-FM
4 KLL-L-FM	KSEL-FM	KSEL-AM
5 KSEL-AM	KTEZ-FM	KL BK-AM

M-F, 3-7pm

1 KLL-L-AF	KLL-L-AF	KTEZ-FM
2 KLL-L-FM	KSEL-AM	KLL-L-AF
3 KL BK-AM	KEND-AM	KEND-AM
4 KEND-AM	KTEZ-FM	KSEL-AM
5 KLL-L-AM	KSEL-FM	KL BK-AM

Cume Persons Trends/Rankings
Total 12+
M-S, 6am-Midnight
OP(00): 1689

	A/M '77	A/M '78	A/M '79
1 KL BK-AM	512	KSEL-AM	534
2 KSEL-AM	488	KL BK-AM	447
3 KEND-AM	375	KSEL-FM	400
4 KFYO-AM	351	KEND-AM	391
5 KTEZ-FM	330	KFYO-AM	349

M-F, 6-10am

1 KL BK-AF	KSEL-AM	KSEL-AM
2 KL BK-AM	KEND-AM	KEND-AM
3 KSEL-AM	KFYO-AM	KSEL-FM
4 KFYO-AM	KSEL-FM	KLL-L-FM
5 KEND-AM	KL BK-AM	KFYO-AM

M-F, 3-7pm

1 KL BK-AM	KSEL-AM	KSEL-AM
2 KSEL-AM	KL BK-AM	KSEL-FM
3 KLL-L-AF	KSEL-FM	KEND-AM
4 KEND-AM	KEND-AM	KLL-L-FM
5 KFYO-AM	KFYO-AM	KL BK-FM

Teens
M-S, 6am-Midnight
OP(00): 221

	A/M '77	A/M '78	A/M '79
1 KSEL-AM		KSEL-AM	KSEL-AM
2 KL BK-AM		KL BK-AM	KSEL-FM
3 KL BK-FM		KSEL-FM	KL BK-AM
4 KEND-AM		KL BK-FM	KL BK-FM
5 KTEZ-FM		KEND-AM	KEND-AM

M-F, 6-10am

1 KL BK-AF	KSEL-AM	KSEL-AM
2 KL BK-AM	KSEL-FM	KSEL-FM
3 KSEL-AM	KL BK-AM	KL BK-FM
4 KEND-AM	KEND-AM	KL BK-AM
5 KL BK-AM	KFYO-AM	KEND-AM

M-F, 3-7pm

1 KSEL-AM	KSEL-AM	KSEL-AM
2 KL BK-AM	KL BK-AM	KSEL-FM
3 KEND-AM	KSEL-FM	KL BK-AM
4 KL BK-FM	KEND-AM	KL BK-FM
5 KLL-L-FM	KTEZ-FM	KEND-AM

Adults 18-34
M-S, 6am-Midnight
OP(00): 768

	A/M '77	A/M '78	A/M '79
1 KL BK-AM		KL BK-AM	KSEL-FM
2 KSEL-AM		KSEL-AM	KSEL-AM
3 KL BK-FM		KSEL-FM	KL BK-AM
4 KEND-AM		KL BK-FM	KL BK-FM
5 KLL-L-FM		KEND-AM	KLL-L-FM

M-F, 6-10am

1 KL BK-AF	KSEL-AM	KSEL-AM
2 KL BK-AM	KL BK-AM	KSEL-FM
3 KSEL-AM	KSEL-FM	KL BK-AM
4 KL BK-FM	KEND-AM	KEND-AM
5 KEND-AM	KL BK-FM	KLL-L-FM

M-F, 3-7pm

1 KL BK-AM	KSEL-FM	KSEL-AM
2 KSEL-AM	KL BK-AM	KSEL-FM
3 KL BK-FM	KSEL-AM	KL BK-FM
4 KEND-AM	KL BK-FM	KLL-L-FM
5 KLL-L-AF	KEND-AM	KL BK-AM

Adults 25-49
M-S, 6am-Midnight
OP(00): 648

	A/M '77	A/M '78	A/M '79
1 KL BK-AM		KEND-AM	KEND-AM
2 KEND-AM		KSEL-AM	KSEL-AM
3 KSEL-AM		KTEZ-FM	KLL-L-FM
4 KTEZ-FM		KL BK-AM	KTEZ-FM
5 KLL-L-FM		KLL-L-FM	KL BK-AM

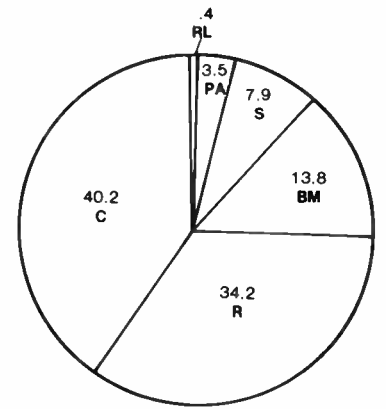
M-F, 6-10am

1 KL BK-AF	KEND-AM	KEND-AM
2 KL BK-AM	KSEL-AM	KLL-L-FM
3 KLL-L-AF	KTEZ-FM	KSEL-AM
4 KEND-AM	KSEL-FM	KTEZ-FM
5 KSEL-AM	KFYO-AM	KL BK-AM

M-F, 3-7pm

1 KL BK-AM	KEND-AM	KSEL-AM
2 KLL-L-AF	KTEZ-FM	KEND-AM
3 KEND-AM	KSEL-AM	KLL-L-FM
4 KSEL-AM	KL BK-AM	KTEZ-FM
5 KLL-L-FM	KSEL-FM	KL BK-AM

Format Penetration Chart
Based On 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, VA

METRO RANK

158

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 1258

AM '78		AM '79	
1 WLVA-AM	23.1	WJJS-FM(B)	23.5
2 WJJS-FM	22.6	WLVA-AM(PA)	8.5
3 WPVR-FM	8.6	WWOD-AM(C)	13.0
4 WSLQ-FM	8.1	WGOL-FM(B)	11.1
5 WWOD-AM	7.5	WPVR-FM(PA)	6.8
6 WLLL-AM	7.0	WSLQ-FM(B)	4.9
7 WGOL-FM	5.9	WLLL-AM(B)	4.3
8 WBRG-AM	4.8	WLRG-FM(BM)	4.3
9 WWOD-FM	4.3	WBRG-AM(C)	3.7
10 WLRG-FM	1.6	WWOD-FM(C)	1.2
11 WLGH-AM	1.1	WLGH-AM(BM)	1.2
12 WKDE-AF	1.1	WFLO-AM(B)	0.6
13 WTTX-AF	0.5		
14 WKYY-AM	0.5		
15 WFLO-AF	0.5		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1258

AM '78		AM '79	
1 WLVA-AM	43	WJJS-FM	38
2 WJJS-FM	42	WLVA-AM	30
3 WPVR-FM	16	WWOD-AM	21
4 WSLQ-FM	15	WGOL-FM	18
5 WWOD-AM	14	WPVR-FM	11

M-F, 6-10am		M-F, 3-7pm	
1 WLVA-AM	WLVA-AM	1 WLVA-AM	WJJS-FM
2 WJJS-FM	WJJS-FM	2 WJJS-FM	WLVA-AM
3 WLLL-AM	WWOD-AM	3 WLLL-AM	WGOL-FM
4 WPVR-FM	WGOL-FM	4 WPVR-FM	WWOD-AM
5 WWOD-AM	WPVR-FM	5 WWOD-AM	WPVR-FM

Teens

M-S, 6am-Midnight

POP(00): 154

AM '78		AM '79	
1 WJJS-FM	WJJS-FM	1 WJJS-FM	WJJS-FM
2 WLVA-AM	WGOL-FM	2 WLVA-AM	WGOL-FM
3 WSLQ-FM	WLVA-AM	3 WSLQ-FM	WLVA-AM
4 WLLL-AM	WSLQ-FM	4 WLLL-AM	WSLQ-FM
5 WWOD-FM	WWOD-FM	5 WWOD-FM	WWOD-FM

M-F, 6-10am		M-F, 3-7pm	
1 WLVA-AM	WJJS-FM	1 WLVA-AM	WJJS-FM
2 WJJS-FM	WGOL-FM	2 WJJS-FM	WGOL-FM
3 WLLL-AM	WLVA-AM	3 WLLL-AM	WLVA-AM
4 WSLQ-FM	WLLL-AM	4 WSLQ-FM	WLLL-AM
5 WWOD-AM	WSLQ-FM	5 WWOD-AM	WSLQ-FM

M-F, 3-7pm

1 WJJS-FM	WJJS-FM
2 WLVA-AM	WGOL-FM
3 WSLQ-FM	WLVA-AM
4 WLLL-AM	WSLQ-FM
5 WTTX-AF	WWOD-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 449

AM '78		AM '79	
1 WLVA-AM	WJJS-FM	1 WLVA-AM	WJJS-FM
2 WJJS-FM	WLVA-AM	2 WJJS-FM	WLVA-AM
3 WSLQ-FM	WGOL-FM	3 WSLQ-FM	WGOL-FM
4 WLLL-AM	WSLQ-FM	4 WLLL-AM	WSLQ-FM
5 WPVR-FM	WWOD-AM	5 WPVR-FM	WWOD-AM

M-F, 6-10am		M-F, 3-7pm	
1 WLVA-AM	WLVA-AM	1 WLVA-AM	WJJS-FM
2 WJJS-FM	WGOL-FM	2 WJJS-FM	WLVA-AM
3 WLLL-AM	WJJS-FM	3 WSLQ-FM	WGOL-FM
4 WSLQ-FM	WSLQ-FM	4 WLLL-AM	WSLQ-FM
5 WGOL-FM	WLLL-AM	5 WWOD-AM	WWOD-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 485

AM '78		AM '79	
1 WLVA-AM	WLVA-AM	1 WLVA-AM	WLVA-AM
2 WJJS-FM	WJJS-FM	2 WJJS-FM	WJJS-FM
3 WWOD-AM	WWOD-AM	3 WWOD-AM	WWOD-AM
4 WPVR-FM	WPVR-FM	4 WPVR-FM	WPVR-FM
5 WGOL-FM	WGOL-FM	5 WSLQ-FM	WGOL-FM

M-F, 6-10am		M-F, 3-7pm	
1 WLVA-AM	WLVA-AM	1 WLVA-AM	WLVA-AM
2 WJJS-FM	WJJS-FM	2 WJJS-FM	WJJS-FM
3 WWOD-AM	WWOD-AM	3 WWOD-AM	WWOD-AM
4 WPVR-FM	WPVR-FM	4 WPVR-FM	WPVR-FM
5 WSLQ-FM	WLRG-FM	5 WLLL-AM	WGOL-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1258

AM '78		AM '79	
1 WLVA-AM	604	WLVA-AM	510
2 WJJS-FM	277	WGOL-FM	273
3 WLLL-AM	266	WJJS-FM	272
4 WWOD-AM	228	WWOD-AM	204
5 WSLQ-FM	212	WPVR-FM	179

M-F, 6-10am		M-F, 3-7pm	
1 WLVA-AM	WLVA-AM	1 WLVA-AM	WLVA-AM
2 WJJS-FM	WJJS-FM	2 WJJS-FM	WJJS-FM
3 WLLL-AM	WGOL-FM	3 WLLL-AM	WGOL-FM
4 WWOD-AM	WWOD-AM	4 WWOD-AM	WWOD-AM
5 WPVR-FM	WLLL-AM	5 WPVR-FM	WLLL-AM

M-F, 3-7pm

1 WLVA-AM	WLVA-AM
2 WJJS-FM	WGOL-FM
3 WLLL-AM	WJJS-FM
4 WWOD-AM	WWOD-AM
5 WSLQ-FM	WPVR-FM

Teens

M-S, 6am-Midnight

POP(00): 154

AM '78		AM '79	
1 WLVA-AM	WGOL-FM	1 WLVA-AM	WGOL-FM
2 WJJS-FM	WLVA-AM	2 WJJS-FM	WLVA-AM
3 WLLL-AM	WJJS-FM	3 WJJS-FM	WLVA-AM
4 WSLQ-FM	WSLQ-FM	4 WSLQ-FM	WLLL-AM
5 WWOD-AM	WLLL-AM	5 WWOD-AM	WLLL-AM

M-F, 6-10am		M-F, 3-7pm	
1 WLVA-AM	WJJS-FM	1 WLVA-AM	WGOL-FM
2 WLLL-AM	WGOL-FM	2 WJJS-FM	WJJS-FM
3 WJJS-FM	WLVA-AM	3 WLLL-AM	WLVA-AM
4 WSLQ-FM	WLLL-AM	4 WSLQ-FM	WSLQ-FM
5 WWOD-AM	WSLQ-FM	5 WWOD-AM	WLLL-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 449

AM '78		AM '79	
1 WLVA-AM	WLVA-AM	1 WLVA-AM	WLVA-AM
2 WLLL-AM	WGOL-FM	2 WLLL-AM	WGOL-FM
3 WJJS-FM	WSLQ-FM	3 WJJS-FM	WSLQ-FM
4 WSLQ-FM	WJJS-FM	4 WSLQ-FM	WJJS-FM
5 WWOD-AM	WLLL-AM	5 WWOD-AM	WLLL-AM

M-F, 6-10am		M-F, 3-7pm	
1 WLVA-AM	WLVA-AM	1 WLVA-AM	WLVA-AM
2 WLLL-AM	WGOL-FM	2 WJJS-FM	WGOL-FM
3 WJJS-FM	WSLQ-FM	3 WLLL-AM	WJJS-FM
4 WSLQ-FM	WJJS-FM	4 WSLQ-FM	WSLQ-FM
5 WWOD-AM	WLLL-AM	5 WWOD-AM	WWOD-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.

Adults 25-49

M-S, 6am-Midnight

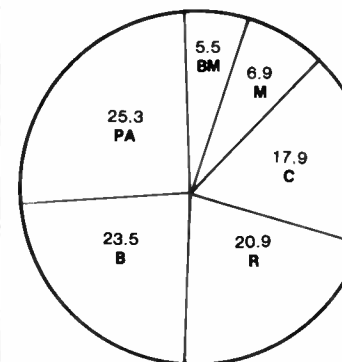
POP(00): 485

AM '78		AM '79	
1 WLVA-AM	WLVA-AM	1 WLVA-AM	WLVA-AM
2 WJJS-FM	WWOD-AM	2 WJJS-FM	WWOD-AM
3 WLLL-AM	WPVR-FM	3 WWOD-AM	WJJS-FM
4 WPVR-FM	WJJS-FM	4 WPVR-FM	WPVR-FM
5 WWOD-AM	WGOL-FM	5 WLLL-AM	WGOL-FM

M-F, 6-10am		M-F, 3-7pm	
1 WLVA-AM	WLVA-AM	1 WLVA-AM	WLVA-AM
2 WJJS-FM	WWOD-AM	2 WJJS-FM	WWOD-AM
3 WWOD-AM	WJJS-FM	3 WWOD-AM	WJJS-FM
4 WPVR-FM	WPVR-FM	4 WSLQ-FM	WPVR-FM
5 WLLL-AM	WLLL-AM	5 WLLL-AM	WGOL-FM

Format Penetration Chart

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



Macon

METRO RANK

133

Average Persons 12+ Share Trends

M-S, 6am-Midnight
POP(00): 1927

	AM '77	AM '78	AM '79			
1	WDDO-AM	18.5	WMAZ-AM	19.1	WMAZ-FM (M)	17.3
2	WMAZ-AM	16.1	WMAZ-FM	18.1	WDDO-AM (M)	14.9
3	WMAZ-FM	16.1	WDEN-AF	11.9	WMAZ-AM (PAH)	3.5
4	WIBB-AM	13.3	WCRY-FM	9.4	WIBB-AM (M)	9.0
5	WDEN-AF	8.7	WIBB-AM	8.7	WDEN-FM (M)	9.0
6	WCRY-FM	7.3	WDDO-AM	6.1	WCRY-FM (M)	8.3
7	WNE X-AM	7.0	WNE X-AM	5.8	WRBN-FM (M)	5.9
8	WBML-AM	4.9	WFDR-FM	4.3	WBML-AM (M)	5.5
9	WRBN-FM	2.8	WRBN-FM	3.6	WNE X-AM (M)	5.2
10	WKLS-FM	2.8	WQCK-AM	3.6	WFDR-FM (M)	2.1
11	WQCK-AM	1.4	WBML-AM	2.5	WKLS-FM (M)	1.7
12	WFGA-FM	1.4	WKLS-FM	1.8	WDEN-AM (M)	1.4
13	WFDR-FM	1.4	WSB-FM	1.1		
14		WFGA-FM	0.7			

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1927

	AM '77	AM '78	AM '79			
1	WDDO-AM	53	WMAZ-AM	53	WMAZ-FM	50
2	WMAZ-AM	46	WMAZ-FM	50	WDDO-AM	43
3	WMAZ-FM	46	WDEN-AF	33	WMAZ-AM	39
4	WIBB-AM	38	WCRY-FM	26	WIBB-AM	26
5	WDEN-AF	25	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	WDDO-AM	WDEN-AF	WDDO-AM
4	WDEN-AF	WCRY-FM	WDEN-FM
5	WIBB-AM	WNE X-AM	WCRY-FM

M-F, 3-7pm

1	WDDO-AM	WMAZ-FM	WDDO-AM
2	WMAZ-FM	WMAZ-AM	WMAZ-FM
3	WDEN-AF	WDEN-AF	WMAZ-AM
4	WNE X-AM	WCRY-FM	WDEN-FM
5	WIBB-AM	WDDO-AM	WCRY-FM

Teens
M-S, 6am-Midnight
POP(00): 288

	AM '77	AM '78	AM '79
1	WMAZ-FM	WMAZ-FM	WDDO-AM
2	WDDO-AM	WMAZ-AM	WMAZ-FM
3	WNE X-AM	WFDR-FM	WRBN-FM
4	WIBB-AM	WIBB-AM	WIBB-AM
5	WFDR-FM	WNE X-AM	WNE X-AM

M-F, 6-10am

1	WMAZ-FM	WMAZ-FM	WMAZ-FM
2	WDDO-AM	WNE X-AM	WDDO-AM
3	WNE X-AM	WIBB-AM	WRBN-FM
4	WMAZ-AM	WDDO-AM	WMAZ-AM
5	WKLS-FM	WFDR-FM	WNE X-AM

M-F, 3-7pm

1	WDDO-AM	WMAZ-FM	WDDO-AM
2	WMAZ-FM	WIBB-AM	WMAZ-FM
3	WNE X-AM	WRBN-FM	WRBN-FM
4	WIBB-AM	WIBB-AM	WNE X-AM
5	WFDR-FM	WDDO-AM	WIBB-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 710

	AM '77	AM '78	AM '79
1	WDDO-AM	WMAZ-FM	WMAZ-FM
2	WMAZ-FM	WMAZ-AM	WDDO-AM
3	WIBB-AM	WDEN-AF	WRBN-FM
4	WNE X-AM	WDDO-AM	WIBB-AM
5	WMAZ-AM	WNE X-AM	WNE X-AM

M-F, 6-10am

1	WMAZ-FM	WMAZ-AM	WMAZ-FM
2	WMAZ-AM	WMAZ-FM	WDDO-AM
3	WDDO-AM	WNE X-AM	WMAZ-AM
4	WNE X-AM	WDEN-AF	WRBN-FM
5	WIBB-AM	WCRY-FM	WNE X-AM

M-F, 3-7pm

1	WDDO-AM	WMAZ-FM	WMAZ-FM
2	WMAZ-FM	WMAZ-AM	WDDO-AM
3	WNE X-AM	WDEN-AF	WNE X-AM
4	WIBB-AM	WDDO-AM	WIBB-AM
5	WCRY-FM	WNE X-AM	WRBN-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 806

	AM '77	AM '78	AM '79
1	WDDO-AM	WMAZ-AM	WMAZ-FM
2	WIBB-AM	WMAZ-FM	WDEN-FM
3	WMAZ-AM	WDEN-AF	WDDO-AM
4	WDEN-AF	WCRY-FM	WMAZ-AM
5	WMAZ-FM	WIBB-AM	WCRY-FM

M-F, 6-10am

1	WMAZ-AM	WMAZ-AM	WMAZ-AM
2	WMAZ-FM	WDEN-AF	WMAZ-FM
3	WDEN-AF	WCRY-FM	WDEN-FM
4	WDDO-AM	WMAZ-FM	WDDO-AM
5	WIBB-AM	WNE X-AM	WCRY-FM

M-F, 3-7pm

1	WDDO-AM	WDEN-AF	WMAZ-FM
2	WDEN-AF	WMAZ-AM	WDEN-FM
3	WMAZ-FM	WMAZ-FM	WDDO-AM
4	WIBB-AM	WCRY-FM	WCRY-FM
5	WMAZ-AM	WQCK-AM	WMAZ-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1927

	AM '77	AM '78	AM '79			
1	WMAZ-AM	753	WMAZ-AM	766	WMAZ-FM	720
2	WMAZ-FM	634	WMAZ-FM	680	WMAZ-AM	618
3	WNE X-AM	461	WDEN-AF	390	WDDO-AM	399
4	WIBB-AM	403	WNE X-AM	361	WNE X-AM	363
5	WDDO-AM	398	WCRY-FM	320	WIBB-AM	340

M-F, 6-10am

1	WMAZ-AM	WMAZ-AM	WMAZ-AM
2	WMAZ-FM	WMAZ-FM	WMAZ-FM
3	WDDO-AM	WNE X-AM	WDDO-AM
4	WIBB-AM	WDEN-AF	WNE X-AM
5	WNE X-AM	WCRY-FM	WIBB-AM

M-F, 3-7pm

1	WMAZ-FM	WMAZ-FM	WMAZ-FM
2	WDDO-AM	WMAZ-AM	WMAZ-AM
3	WMAZ-AM	WDEN-AF	WDDO-AM
4	WNE X-AM	WDDO-AM	WNE X-AM
5	WIBB-AM	WCRY-FM	WDEN-FM

Teens
M-S, 6am-Midnight
POP(00): 288

	AM '77	AM '78	AM '79
1	WMAZ-FM	WMAZ-FM	WMAZ-FM
2	WDDO-AM	WDDO-AM	WDDO-AM
3	WNE X-AM	WNE X-AM	WMAZ-AM
4	WMAZ-AM	WMAZ-AM	WRBN-FM
5	WIBB-AM	WFDR-FM	WIBB-AM

M-F, 6-10am

1	WMAZ-FM	WMAZ-FM	WMAZ-FM
2	WDDO-AM	WNE X-AM	WDDO-AM
3	WNE X-AM	WDDO-AM	WRBN-FM
4	WMAZ-AM	WIBB-AM	WMAZ-AM
5	WIBB-AM	WRBN-FM	WIBB-AM

M-F, 3-7pm

1	WMAZ-FM	WMAZ-FM	WMAZ-FM
2	WDDO-AM	WIBB-AM	WDDO-AM
3	WNE X-AM	WDDO-AM	WNE X-AM
4	WIBB-AM	WRBN-FM	WRBN-FM
5	WFDR-FM	WNE X-AM	WMAZ-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 710

	AM '77	AM '78	AM '79
1	WMAZ-FM	WMAZ-FM	WMAZ-FM
2	WNE X-AM	WMAZ-AM	WNE X-AM
3	WMAZ-AM	WNE X-AM	WMAZ-AM
4	WDDO-AM	WDDO-AM	WDDO-AM
5	WIBB-AM	WIBB-AM	WIBB-AM

M-F, 6-10am

1	WMAZ-FM	WMAZ-FM	WMAZ-FM
2	WMAZ-AM	WMAZ-AM	WMAZ-AM
3	WDDO-AM	WNE X-AM	WNE X-AM
4	WNE X-AM	WDEN-AF	WDDO-AM
5	WIBB-AM	WDDO-AM	WRBN-FM

M-F, 3-7pm

1	WDDO-AM	WMAZ-FM	WMAZ-FM
2	WMAZ-FM	WMAZ-AM	WDDO-AM
3	WNE X-AM	WNE X-AM	WNE X-AM
4	WIBB-AM	WDDO-AM	WMAZ-AM
5	WMAZ-AM	WFDR-FM	WRBN-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 806

	AM '77	AM '78	AM '79
1	WMAZ-AM	WMAZ-AM	WMAZ-FM
2	WMAZ-FM	WMAZ-FM	WMAZ-AM
3	WNE X-AM	WDEN-AF	WDEN-FM
4	WCRY-FM	WCRY-FM	WNE X-AM
5	WDDO-AM	WNE X-AM	WCRY-FM

M-F, 6-10am

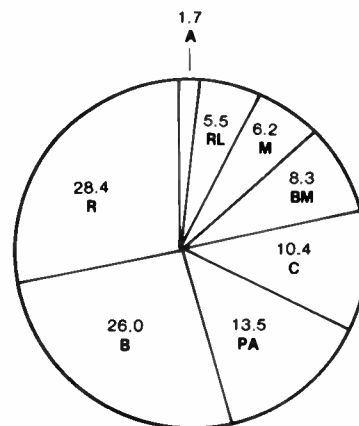
1	WMAZ-AM	WMAZ-AM	WMAZ-AM
2	WMAZ-FM	WMAZ-FM	WMAZ-FM
3	WDDO-AM	WDEN-AF	WDEN-FM
4	WNE X-AM	WNE X-AM	WDDO-AM
5	WDEN-AF	WCRY-FM	WNE X-AM

M-F, 3-7pm

1	WMAZ-FM	WMAZ-AM	WMAZ-FM
2	WDDO-AM	WDEN-AF	WMAZ-AM
3	WMAZ-AM	WMAZ-FM	WDEN-FM
4	WNE X-AM	WCRY-FM	WDDO-AM
5	WDEN-AF	WIBB-AM	WCRY-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.

Madison

METRO RANK

105

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2641

	A/M '77	A/M '78	A/M '79
1 WTSO-AM	17.7	WZEE-FM	13.5
2 WIBA-AM	16.5	WTSO-AM	12.6
3 WISM-AM	11.7	WIBA-AM	11.2
4 WZEE-FM	11.5	WISM-AM	8.4
5 WISM-FM	6.2	WYXE-FM	8.4
6 WQOM-AM	5.7	WIBA-FM	7.2
7 WIBA-FM	5.2	WISM-FM	6.3
8 WMAF-FM	4.0	WLVE-FM	5.1
9 WLVE-FM	3.5	WQOM-FM	3.5
10 WFAW-FM	1.7	WFAW-FM	2.6
11 WYXE-FM	1.5	WQOM-AM	1.9
12 WNBC-FM	1.5	WNWC-FM	1.4
13 WMAF-AM	1.0	WIBU-AM	0.9
14 WGN -AM	0.7	WGN -AM	0.7
15 WTMJ-AM	0.5	WTMJ-AM	0.5
16 WLS -AM	0.5	WBBM-AM	0.5
17 WBBM-AM	0.5	WNWC-FM(AM)	0.5

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2641

	A/M '77	A/M '78	A/M '79
1 WTSO-AM	71	WZEE-FM	58
2 WIBA-AM	66	WTSO-AM	54
3 WISM-AM	47	WIBA-AM	48
4 WZEE-FM	46	WISM-AM	36
5 WISM-FM	25	WYXE-FM	36

	A/M '77	A/M '78	A/M '79
1 WIBA-AM		WIBA-AM	WTSO-AM
2 WTSO-AM		WTSO-AM	WIBA-AM
3 WISM-AM		WZEE-FM	WISM-AM
4 WZEE-FM		WISM-AM	WIBA-FM
5 WISM-FM		WISM-FM	WYXE-FM

	A/M '77	A/M '78	A/M '79
1 WTSO-AM		WZEE-FM	WTSO-AM
2 WIBA-AM		WTSO-AM	WIBA-AM
3 WZEE-FM		WIBA-AM	WISM-AM
4 WISM-AM		WISM-AM	WYXE-FM
5 WIBA-FM		WYXE-FM	WLVE-FM

	A/M '77	A/M '78	A/M '79
1 WISM-AM		WISM-AM	WZEE-FM
2 WZEE-FM		WZEE-FM	WISM-AM
3 WYXE-FM		WYXE-FM	WYXE-FM
4 WTSO-AM		WISM-FM	WQOM-FM
5 WIBA-AM		WQOM-FM	WISM-FM

	A/M '77	A/M '78	A/M '79
1 WISM-AM		WISM-AM	WISM-AM
2 WZEE-FM		WZEE-FM	WYXE-FM
3 WTSO-AM		WYXE-FM	WZEE-FM
4 WIBA-AM		WISM-FM	WQOM-FM
5 WYXE-FM		WQOM-FM	WISM-FM

	A/M '77	A/M '78	A/M '79
1 WZEE-FM		WZEE-FM	WYXE-FM
2 WISM-AM		WISM-AM	WZEE-FM
3 WTSO-AM		WISM-FM	WISM-AM
4 WYXE-FM		WYXE-FM	WTSO-AM
5 WIBA-AM		WQOM-FM	WQOM-FM

	A/M '77	A/M '78	A/M '79
1 WZEE-FM		WZEE-FM	WYXE-FM
2 WTSO-AM		WIBA-FM	WISM-AM
3 WISM-AM		WYXE-FM	WIBA-FM
4 WIBA-FM		WISM-AM	WZEE-FM
5 WIBA-AM		WISM-FM	WTSO-AM

	A/M '77	A/M '78	A/M '79
1 WISM-AM		WZEE-FM	WISM-AM
2 WTSO-AM		WISM-FM	WTSO-AM
3 WIBA-AM		WISM-AM	WIBA-FM
4 WZEE-FM		WTSO-AM	WYXE-FM
5 WISM-FM		WIBA-FM	WZEE-FM

	A/M '77	A/M '78	A/M '79
1 WTSO-AM		WZEE-FM	WYXE-FM
2 WISM-AM		WIBA-FM	WIBA-FM
3 WZEE-FM		WYXE-FM	WISM-AM
4 WIBA-AM		WISM-FM	WTSO-AM
5 WIBA-FM		WISM-AM	WZEE-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1031

	A/M '77	A/M '78	A/M '79
1 WTSO-AM		WTSO-AM	WTSO-AM
2 WIBA-AM		WZEE-FM	WISM-AM
3 WISM-AM		WIBA-AM	WIBA-FM
4 WZEE-FM		WISM-FM	WLVE-FM
5 WMAF-FM		WISM-AM	WISM-FM

	A/M '77	A/M '78	A/M '79
1 WTSO-AM		WIBA-AM	WTSO-AM
2 WIBA-AM		WTSO-AM	WISM-AM
3 WISM-AM		WISM-FM	WIBA-FM
4 WZEE-FM		WISM-AM	WISM-FM
5 WISM-FM		WZEE-FM	WIBA-AM

	A/M '77	A/M '78	A/M '79
1 WTSO-AM		WTSO-AM	WTSO-AM
2 WIBA-AM		WZEE-FM	WISM-AM
3 WZEE-FM		WISM-FM	WLVE-FM
4 WISM-AM		WIBA-AM	WQOM-AM
5 WMAF-FM		WISM-AM	WISM-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2641

	A/M '77	A/M '78	A/M '79
1 WISM-AM	988	WISM-AM	918
2 WIBA-AM	894	WIBA-AM	766
3 WTSO-AM	816	WZEE-FM	705
4 WZEE-FM	658	WTSO-AM	576
5 WISM-FM	355	WISM-FM	560

	A/M '77	A/M '78	A/M '79
1 WIBA-AM		WISM-AM	WTSO-AM
2 WISM-AM		WIBA-AM	WISM-AM
3 WTSO-AM		WTSO-AM	WIBA-AM
4 WZEE-FM		WZEE-FM	WYXE-FM
5 WISM-FM		WISM-FM	WZEE-FM

	A/M '77	A/M '78	A/M '79
1 WISM-AM		WISM-AM	WTSO-AM
2 WTSO-AM		WZEE-FM	WISM-AM
3 WIBA-AM		WIBA-AM	WIBA-AM
4 WZEE-FM		WTSO-AM	WYXE-FM
5 WIBA-FM		WYXE-FM	WZEE-FM

Teens
M-S, 6am-Midnight
POP(00): 319

	A/M '77	A/M '78	A/M '79
1 WISM-AM		WISM-AM	WISM-AM
2 WZEE-FM		WZEE-FM	WZEE-FM
3 WTSO-AM		WISM-FM	WQOM-FM
4 WYXE-FM		WQOM-FM	WYXE-FM
5 WIBA-AM		WYXE-FM	WISM-FM

	A/M '77	A/M '78	A/M '79
1 WZEE-FM		WISM-AM	WISM-AM
2 WISM-AM		WZEE-FM	WZEE-FM
3 WTSO-AM		WYXE-FM	WQOM-FM
4 WIBA-AM		WISM-FM	WYXE-FM
5 WYXE-FM		WQOM-FM	WISM-FM

	A/M '77	A/M '78	A/M '79
1 WISM-AM		WZEE-FM	WZEE-FM
2 WZEE-FM		WISM-AM	WYXE-FM
3 WTSO-AM		WQOM-FM	WISM-AM
4 WYXE-FM		WISM-FM	WQOM-FM
5 WIBA-AM		WYXE-FM	WISM-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1277

	A/M '77	A/M '78	A/M '79
1 WISM-AM		WISM-AM	WISM-AM
2 WZEE-FM		WZEE-FM	WYXE-FM
3 WTSO-AM		WIBA-AM	WZEE-FM
4 WIBA-AM		WYXE-FM	WISM-FM
5 WIBA-FM		WISM-FM	WIBA-AM

	A/M '77	A/M '78	A/M '79
1 WISM-AM		WZEE-FM	WISM-AM
2 WZEE-FM		WISM-AM	WYXE-FM
3 WTSO-AM		WISM-FM	WTSO-AM
4 WIBA-AM		WIBA-FM	WZEE-FM
5 WISM-FM		WYXE-FM	WIBA-FM

	A/M '77	A/M '78	A/M '79
1 WISM-AM		WZEE-FM	WISM-AM
2 WZEE-FM		WISM-AM	WYXE-FM
3 WTSO-AM		WIBA-FM	WZEE-FM
4 WIBA-FM		WYXE-FM	WISM-FM
5 WIBA-AM		WISM-FM	WTSO-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1031

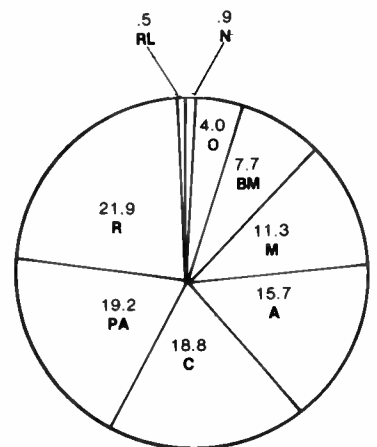
	A/M '77	A/M '78	A/M '79
1 WISM-AM		WISM-AM	WTSO-AM
2 WTSO-AM		WIBA-AM	WISM-AM
3 WIBA-AM		WISM-FM	WISM-FM
4 WZEE-FM		WTSO-AM	WZEE-FM
5 WISM-FM		WZEE-FM	WIBA-AM

	A/M '77	A/M '78	A/M '79
1 WIBA-AM		WISM-FM	WTSO-AM
2 WISM-AM		WISM-AM	WISM-AM
3 WTSO-AM		WIBA-AM	WISM-FM
4 WZEE-FM		WTSO-AM	WIBA-AM
5 WISM-FM		WZEE-FM	WLVE-FM

	A/M '77	A/M '78	A/M '79
1 WTSO-AM		WTSO-AM	WTSO-AM
2 WIBA-AM		WIBA-AM	WISM-AM
3 WISM-AM		WISM-AM	WISM-FM
4 WZEE-FM		WISM-FM	WISM-FM
5 WIBA-FM		WZEE-FM	WIBA-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.

Manchester

METRO RANK

159

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 1237

A/M '78	A/M '79
1 WGIR-AM 15.1	WGIR-AM(PA) 15.3
2 WKBR-AM 10.5	WFEA-AM(R) 10.0
3 WFEA-AM 10.0	WKBR-AM(PA) 10.0
4 WZID-FM 9.1	WZID-FM(M) 7.9
5 WCGY-FM 5.5	WCGY-FM(M) 6.3
6 WVBF-FM 4.1	WGIR-FM(M) 3.7
7 WGIR-FM 3.2	WOKQ-FM(C) 3.7
8 WOKQ-FM 1.4	WVBF-FM(R) 2.6
9 WOTW-AF 1.4	WHAU-FM(M) 1.1
10 WITS-AM 0.9	WAAF-FM(M) 0.5
11 WAAF-FM 0.9	WHOM-FM(M) 0.5

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1237

A/M '78	A/M '79
1 WGIR-AM 33	WGIR-AM 29
2 WKBR-AM 23	WFEA-AM 19
3 WFEA-AM 22	WKBR-AM 19
4 WZID-FM 20	WZID-FM 15
5 WCGY-FM 12	WCGY-FM 12

M-F, 6-10am

1 WGIR-AM	WGIR-AM
2 WKBR-AM	WKBR-AM
3 WFEA-AM	WFEA-AM
4 WZID-FM	WZID-FM
5 WCGY-FM	WGIR-FM

M-F, 3-7pm

1 WGIR-AM	WGIR-AM
2 WKBR-AM	WKBR-AM
3 WFEA-AM	WFEA-AM
4 WZID-FM	WZID-FM
5 WCGY-FM	WCGY-FM

Teens
M-S, 6am-Midnight
POP(00): 171

A/M '78	A/M '79
1 WFEA-AM	WFEA-AM
2 WCGY-FM	WCGY-FM
3 WVBF-FM	WVBF-FM
4 WZID-FM	WGIR-AM
5 WKBR-AM	WKBR-AM

M-F, 6-10am

1 WFEA-AM	WFEA-AM
2 WCGY-FM	WVBF-FM
3 WVBF-FM	WCGY-FM
4 WOTW-AF	WKBR-AM
5 WKBR-AM	WGIR-FM

M-F, 3-7pm

1 WFEA-AM	WFEA-AM
2 WVBF-FM	WCGY-FM
3 WCGY-FM	WGIR-FM
4 WGIR-AM	WGIR-FM
5 WVBF-FM	WGIR-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 417

A/M '78	A/M '79
1 WFEA-AM	WFEA-AM
2 WGIR-FM	WCGY-FM
3 WCGY-FM	WOKQ-FM
4 WVBF-FM	WVBF-FM
5 WKBR-AM	WGIR-AM

M-F, 6-10am

1 WFEA-AM	WFEA-AM
2 WKBR-AM	WGIR-AM
3 WGIR-AM	WCGY-FM
4 WCGY-FM	WKBR-AM
5 WGIR-FM	WVBF-FM

M-F, 3-7pm

1 WGIR-FM	WCGY-FM
2 WFEA-AM	WGIR-AM
3 WCGY-FM	WFEA-AM
4 WVBF-FM	WVBF-FM
5 WKBR-AM	WOKQ-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 479

A/M '78	A/M '79
1 WGIR-AM	WGIR-AM
2 WKBR-AM	WFEA-AM
3 WFEA-AM	WKBR-AM
4 WZID-FM	WZID-FM
5 WCGY-FM	WOKQ-FM

M-F, 6-10am

1 WKBR-AM	WGIR-AM
2 WGIR-AM	WKBR-AM
3 WFEA-AM	WFEA-AM
4 WZID-FM	WZID-FM
5 WCGY-FM	WGIR-FM

M-F, 3-7pm

1 WGIR-AM	WGIR-AM
2 WKBR-AM	WFEA-AM
3 WFEA-AM	WKBR-AM
4 WCGY-FM	WZID-FM
5 WGIR-FM	WOKQ-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1237

A/M '78	A/M '79
1 WGIR-AM 4.77	WGIR-AM 4.28
2 WFEA-AM 4.17	WFEA-AM 4.05
3 WKBR-AM 3.77	WKBR-AM 3.16
4 WZID-FM 2.66	WZID-FM 2.37
5 WCGY-FM 2.04	WCGY-FM 2.11

M-F, 6-10am

1 WGIR-AM	WGIR-AM
2 WFEA-AM	WFEA-AM
3 WKBR-AM	WKBR-AM
4 WZID-FM	WZID-FM
5 WCGY-FM	WGIR-FM

M-F, 3-7pm

1 WGIR-AM	WFEA-AM
2 WKBR-AM	WGIR-AM
3 WFEA-AM	WKBR-AM
4 WZID-FM	WZID-FM
5 WCGY-FM	WCGY-FM

Teens
M-S, 6am-Midnight
POP(00): 171

A/M '78	A/M '79
1 WFEA-AM	WFEA-AM
2 WCGY-FM	WCGY-FM
3 WGIR-AM	WVBF-FM
4 WVBF-FM	WGIR-AM
5 WKBR-AM	WKBR-AM

M-F, 6-10am

1 WFEA-AM	WFEA-AM
2 WCGY-FM	WCGY-FM
3 WGIR-AM	WVBF-FM
4 WVBF-FM	WKBR-AM
5 WZID-FM	WGIR-FM

M-F, 3-7pm

1 WFEA-AM	WFEA-AM
2 WCGY-FM	WCGY-FM
3 WVBF-FM	WVBF-FM
4 WGIR-AM	WGIR-AM
5 WKBR-AM	WAAF-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 417

A/M '78	A/M '79
1 WFEA-AM	WFEA-AM
2 WKBR-AM	WCGY-FM
3 WGIR-FM	WGIR-AM
4 WCGY-FM	WKBR-AM
5 WGIR-AM	WGIR-FM

M-F, 6-10am

1 WFEA-AM	WFEA-AM
2 WKBR-AM	WGIR-AM
3 WGIR-AM	WCGY-FM
4 WCGY-FM	WKBR-AM
5 WKBR-AM	WVBF-FM

M-F, 3-7pm

1 WFEA-AM	WFEA-AM
2 WKBR-AM	WCGY-FM
3 WGIR-FM	WGIR-AM
4 WCGY-FM	WVBF-FM
5 WGIR-AM	WKBR-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 479

A/M '78	A/M '79
1 WKBR-AM	WFEA-AM
2 WGIR-AM	WGIR-AM
3 WFEA-AM	WKBR-AM
4 WCGY-FM	WZID-FM
5 WZID-FM	WCGY-FM

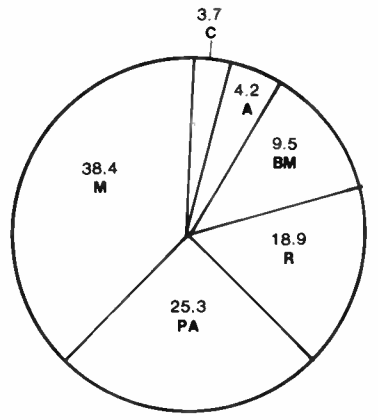
M-F, 6-10am

1 WKBR-AM	WGIR-AM
2 WKBR-AM	WKBR-AM
3 WFEA-AM	WFEA-AM
4 WCGY-FM	WZID-FM
5 WZID-FM	WGIR-FM

M-F, 3-7pm

1 WGIR-AM	WFEA-AM
2 WKBR-AM	WGIR-AM
3 WFEA-AM	WKBR-AM
4 WCGY-FM	WZID-FM
5 WZID-FM	WCGY-FM

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



Kansas City

Continued from page 117

M-F, 6-10am

1 WHB-AM	KCMO-AM	KYYS-FM
2 KCMO-AM	KYYS-FM	KCMO-AM
3 KYYS-FM	WHB-AM	WHB-AM
4 KBEQ-FM	WDAF-AM	KBEQ-FM
5 WDAF-AM	KBEQ-FM	KMBZ-AM
6 KMBZ-AM	KMBZ-AM	WDAF-AM
7 KPRS-FM	KUDL-FM	KJLA-AM
8 KUDL-FM	KMBR-FM	KUDL-FM
9 KMBR-FM	KPRS-FM	KMBR-FM
10 KCEZ-FM	KWKI-FM	KPRS-FM

M-F, 3-7pm

1 KYYS-FM	KYYS-FM	KYYS-FM
2 KCMO-AM	KCMO-AM	KCMO-AM
3 WHB-AM	WHB-AM	WHB-AM
4 KBEQ-FM	WDAF-AM	KBEQ-FM
5 WDAF-AM	KBEQ-FM	KMBZ-AM
6 KMBZ-AM	KMBZ-AM	KJLA-AM
7 KPRS-FM	KUDL-FM	WDAF-AM
8 KUDL-FM	KMBR-FM	KUDL-FM
9 KCEZ-FM	KPRS-FM	KPRS-FM
10 KMBR-FM	KWKI-FM	KCEZ-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 4441

A/M '78	A/M '79	
1 KMBZ-AM	KCMO-AM	KMBZ-AM
2 WDAF-AM	WDAF-AM	WDAF-AM
3 KCMO-AM	KMBZ-AM	KCMO-AM
4 WHB-AM	WHB-AM	KMBR-FM
5 KMBR-FM	KMBR-FM	WHB-AM
6 KBEQ-FM	KBEQ-FM	KCEZ-FM
7 KCEZ-FM	KCEZ-FM	KYYS-FM
8 KYYS-FM	KUDL-FM	KCKN-FM
9 KUDL-FM	KYYS-FM	KUDL-FM
10 KCKN-FM	KCKN-FM	KBEQ-FM

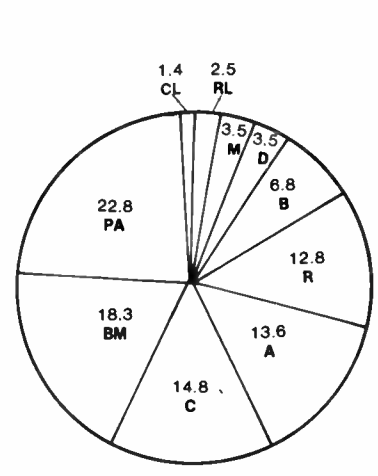
M-F, 6-10am

1 KMBZ-AM	KMBZ-AM	KMBZ-AM
2 WDAF-AM	WDAF-AM	WDAF-AM
3 KCMO-AM	KCMO-AM	KCMO-AM
4 WHB-AM	KMBR-FM	WHB-AM
5 KMBR-FM	WHB-AM	KMBR-FM
6 KBEQ-FM	KYYS-FM	KYYS-FM
7 KCEZ-FM	KCEZ-FM	KCKN-FM
8 KCKN-FM	KBEQ-FM	KCEZ-FM
9 KPRS-FM	KCKN-FM	KBEQ-FM
10 KYYS-FM	KUDL-FM	KUDL-FM

M-F, 3-7pm

1 KMBZ-AM	WDAF-AM	KMBZ-AM
2 WDAF-AM	KCMO-AM	WDAF-AM
3 KCMO-AM	KMBZ-AM	KCMO-AM
4 WHB-AM	KMBR-FM	KMBR-FM
5 KBEQ-FM	WHB-AM	WHB-AM
6 KCEZ-FM	KYYS-FM	KYYS-FM
7 KMBR-FM	KBEQ-FM	KBEQ-FM
8 KYYS-FM	KUDL-FM	KCKN-FM
9 KPRS-FM	KCEZ-FM	KUDL-FM
10 KUDL-FM	KCKN-FM	KPRS-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.

McAllen-Brownsville

METRO RANK

88

A/M '79 Market Overview

Given that the McAllen area is estimated to be more than 80% Hispanic, it's not surprising that the Spanish language station there, KGBT, is again tops in the metro. KGBT scores a 12+ share in the latest book of more than 38% of the total audience. KGBT keeps ahead of its Spanish-language competition by doing such things as airing the Dallas Cowboys games in Spanish and sending a correspondent to Rome and Mexico City to follow the Pope's travels. KGBT is #1 in adults 18-34, with a 29 share, and #1 in adults 26-49, with a 45 share.

Other than KGBT, the big success story in this survey of the McAllen-Brownsville area is Top 40 FM rocker KBFM. Aiming at the competition, KBFM promoted and advertised itself very heavily and jumped eight share points to an 11.3, good enough for the #2 spot in the market. The KBFM ad theme was "The Good Times Station," which appeared in billboards and TV ads. Promotional efforts included "Live Free for One Year" in which the station would pay up to \$10,000 worth of living expenses for a year. Every weekend the station gave away FM radios, FM converters, and LP's.

The other story in the McAllen market is that three stations ran on-air diary announcements. Unfortunately, the stations all went down significantly in their numbers. Part of the reason for the decline for Top 40 rockers KRGV and KRIO is the big push put on by KBFM. KBFM's share among adults 18-34 is equal to that of KRIO and KRGV combined.

The other station involved in the diary announcement hassle, for which Arbitron stickered the book, was P/A entry KRIX. KRIX saw its 12+ numbers decline by a third, losing audience among its male young adults and teens.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
PUF(00): 3220

	A/M '77	A/M '78	A/M '79
1 KGBT-AM	32.1	KGBT-AM 32.2	KGBT-AM(S) 38.4
2 KRGV-AM	21.6	KRIO-AM 16.5	KBFM-FM(S) 11.3
3 KRIO-AM	9.8	KRGV-AM 16.1	KRGV-AM(S) 8.7
4 KBFM-FM	5.6	KRIX-FM 4.6	KRIO-AM(S) 8.7
5 KIRT-AM	4.0	KIRT-AM 4.0	KELI-FM(C) 5.0
6 KELT-FM	3.8	KELT-FM 3.5	KIWW-FM(S) 3.9
7 KHBS-FM	3.1	KBFM-FM 3.3	KDUV-FM(S) 3.1
8 KSOX-AM	2.4	KSOX-AM 3.1	KRIX-FM(PA) 3.0
9 KDUV-FM	2.0	KDUV-FM 2.1	KBOR-AM(PA) 2.0
10 KESI-FM	1.8	KESI-FM 2.1	KIRT-AM(S) 1.7
11 KQXX-FM	1.6	KIWW-FM 1.7	KURV-AM(S) 1.5
12 XEW-AM	1.3	KURV-AM 1.5	KSOX-AM(C) 1.3
13 KBOR-AM	1.1	XRCN-AM 0.6	KESI-FM(S) 1.1
14 KURV-AM	1.1	KQXX-FM 0.6	KQXX-FM(S) 1.1
15 XEMS-AM	0.4		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3220

	A/M '77	A/M '78	A/M '79
1 KGBT-AM	144	KGBT-AM 154	KGBT-AM 209
2 KRGV-AM	97	KRIO-AM 79	KBFM-FM 61
3 KRIO-AM	44	KRGV-AM 77	KRGV-AM 47
4 KBFM-FM	25	KRIX-FM 22	KRIO-AM 47
5 KIRT-AM	18	KIRT-AM 19	KELT-FM 27

M-F, 9-10am

1 KGBT-AM	KGBT-AM	KGBT-AM
2 KRGV-AM	KRGV-AM	KBFM-FM
3 KRIO-AM	KRIO-AM	KRIO-AM
4 KBFM-FM	KIRT-AM	KRGV-AM
5 KELT-FM	KELT-FM	KIWW-FM

M-F, 3-7pm

1 KGBT-AM	KGBT-AM	KGBT-AM
2 KRGV-AM	KRGV-AM	KBFM-FM
3 KRIO-AM	KRIO-AM	KRGV-AM
4 KIRT-AM	KRIX-FM	KRIO-AM
5 KBFM-FM	KBFM-FM	KELT-FM

Teens
M-S, 6am-Midnight
POP(00): 594

	A/M '77	A/M '78	A/M '79
1 KRGV-AM		KRGV-AM	KBFM-FM
2 KRIO-AM		KRIO-AM	KRGV-AM
3 KGBT-AM		KGBT-AM	KRIO-AM
4 KBFM-FM		KRIX-FM	KGBT-AM
5 KELT-FM		KBFM-FM	KRIX-FM

M-F, 9-10am

1 KRGV-AM	KRIO-AM	KRIO-AM
2 KRIO-AM	KRGV-AM	KBFM-FM
3 KGBT-AM	KGBT-AM	KRGV-AM
4 KBFM-FM	KRIX-FM	KGBT-AM
5 KIRT-AM	KELT-FM	KRIX-FM

M-F, 3-7pm

1 KRGV-AM	KRGV-AM	KBFM-FM
2 KRIO-AM	KRIO-AM	KRGV-AM
3 KGBT-AM	KGBT-AM	KRIO-AM
4 KBFM-FM	KRIX-FM	KGBT-AM
5 XEMS-AM	KBFM-FM	KRIX-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1101

	A/M '77	A/M '78	A/M '79
1 KRGV-AM		KGBT-AM	KGBT-AM
2 KGBT-AM		KRGV-AM	KBFM-FM
3 KRIO-AM		KRIO-AM	KRIO-AM
4 KBFM-FM		KRIX-FM	KRGV-AM
5 KHBS-FM		KELT-FM	KELT-FM

M-F, 9-10am

1 KRGV-AM	KGBT-AM	KGBT-AM
2 KGBT-AM	KRGV-AM	KBFM-FM
3 KRIO-AM	KRIO-AM	KRIO-AM
4 KBFM-FM	KELT-FM	KRGV-AM
5 KELT-FM	KIRT-AM	KIWW-FM

M-F, 3-7pm

1 KRGV-AM	KRIO-AM	KGBT-AM
2 KGBT-AM	KGBT-AM	KBFM-FM
3 KRIO-AM	KRGV-AM	KRGV-AM
4 KBFM-FM	KRIX-FM	KRIO-AM
5 KIRT-AM	KBFM-FM	KELT-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1183

	A/M '77	A/M '78	A/M '79
1 KGBT-AM		KGBT-AM	KGBT-AM
2 KRGV-AM		KRIO-AM	KELT-FM
3 KELT-FM		KRGV-AM	KIWW-FM
4 KHBS-FM		KSOX-AM	KRGV-AM
5 KRIO-AM		KELT-FM	KDUV-FM

M-F, 9-10am

1 KGBT-AM	KGBT-AM	KGBT-AM
2 KRGV-AM	KRGV-AM	KIWW-FM
3 KELT-FM	KRIO-AM	KDUV-FM
4 KRIO-AM	KELT-FM	KBFM-FM
5 KHBS-FM	KESI-FM	KRIO-AM

M-F, 3-7pm

1 KGBT-AM	KGBT-AM	KGBT-AM
2 KRGV-AM	KRGV-AM	KELT-FM
3 KIRT-AM	KRIO-AM	KIWW-FM
4 KRIO-AM	KELT-FM	KRGV-AM
5 KELT-FM	KSOX-AM	KBFM-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3220

	A/M '77	A/M '78	A/M '79
1 KGBT-AM	1336	KGBT-AM 1,275	KGBT-AM 1475
2 KRGV-AM	1081	KRIO-AM 1102	KRIO-AM 1019
3 KRIO-AM	875	KRGV-AM 945	KRGV-AM 822
4 KBFM-FM	351	KRIX-FM 301	KBFM-FM 731
5 KIRT-AM	211	KBFM-FM 252	KDUV-FM 312

M-F, 9-10am

1 KGBT-AM	KGBT-AM	KGBT-AM
2 KRGV-AM	KRIO-AM	KRIO-AM
3 KRIO-AM	KRGV-AM	KBFM-FM
4 KBFM-FM	KELI-FM	KRGV-AM
5 KIRT-AM	KRIX-FM	KELT-FM

M-F, 3-7pm

1 KRGV-AM	KGBT-AM	KGBT-AM
2 KGBT-AM	KRIO-AM	KRIO-AM
3 KRIO-AM	KRGV-AM	KRGV-AM
4 KBFM-FM	KELI-FM	KBFM-FM
5 KIRT-AM	KRIX-FM	KELT-FM

Teens
M-S, 6am-Midnight
POP(00): 594

	A/M '77	A/M '78	A/M '79
1 KRGV-AM		KRIO-AM	KRIO-AM
2 KRIO-AM		KRGV-AM	KRGV-AM
3 KGBT-AM		KGBT-AM	KBFM-FM
4 KBFM-FM		KRIX-FM	KGBT-AM
5 KIRT-AM		KBFM-FM	KRIX-FM

M-F, 9-10am

1 KRGV-AM	KRIO-AM	KRIO-AM
2 KRIO-AM	KRGV-AM	KBFM-FM
3 KGBT-AM	KGBT-AM	KRGV-AM
4 KBFM-FM	KRIX-FM	KGBT-AM
5 KIRT-AM	KELT-FM	KELT-FM

M-F, 3-7pm

1 KRGV-AM	KRIO-AM	KRIO-AM
2 KRIO-AM	KRGV-AM	KRGV-AM
3 KBFM-FM	KGBT-AM	KBFM-FM
4 KIRT-AM	KRIX-FM	KGBT-AM
5 KIRT-AM	KBFM-FM	KRIX-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1101

	A/M '77	A/M '78	A/M '79
1 KGBT-AM		KRIO-AM	KGBT-AM
2 KRGV-AM		KGBT-AM	KRIO-AM
3 KRIO-AM		KRGV-AM	KBFM-FM
4 KBFM-FM		KRIX-FM	KRGV-AM
5 KIRT-AM		KBFM-FM	KELT-FM

M-F, 9-10am

1 KGBT-AM	KGBT-AM	KGBT-AM
2 KRGV-AM	KRGV-AM	KRIO-AM
3 KRIO-AM	KRIO-AM	KBFM-FM
4 KBFM-FM	KBFM-FM	KRGV-AM
5 KELT-FM	KRIX-FM	KELT-FM

M-F, 3-7pm

1 KRGV-AM	KRIO-AM	KRIO-AM
2 KGBT-AM	KRGV-AM	KGBT-AM
3 KRIO-AM	KGBT-AM	KBFM-FM
4 KBFM-FM	KBFM-FM	KRGV-AM
5 KIRT-AM	KELT-FM	KELT-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1183

	A/M '77	A/M '78	A/M '79
1 KGBT-AM		KGBT-AM	KGBT-AM
2 KRIO-AM		KRIO-AM	KRIO-AM
3 KRGV-AM		KRGV-AM	KRGV-AM
4 KELT-FM		KELT-FM	KELT-FM
5 KHBS-FM		KSOX-AM	KBFM-FM

M-F, 9-10am

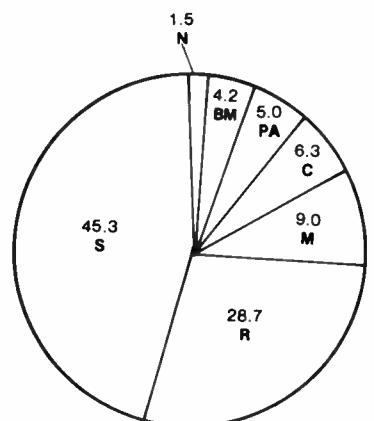
1 KGBT-AM	KGBT-AM	KGBT-AM
2 KRGV-AM	KRIO-AM	KRIO-AM
3 KRIO-AM	KRGV-AM	KDUV-FM
4 KELT-FM	KELT-FM	KBFM-FM
5 KHBS-FM	KIWW-FM	KRGV-AM

M-F, 3-7pm

1 KGBT-AM	KGBT-AM	KGBT-AM
2 KRIO-AM	KRIO-AM	KRIO-AM
3 KRGV-AM	KRGV-AM	KELT-FM
4 KELT-FM	KELT-FM	KSOX-AM
5 KIRT-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.

Medford

METRO RANK

169

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 986

A/M '77	A/M '78	A/M '79
1 KYJC-AM 29.6	KYJC-AM 23.7	KTMT-FM 23.0
2 KBOY-AF 16.0	KBOY-AF 23.0	KYJC-AM 18.2
3 KCMX-AM 13.6	KCMX-AM 14.1	KCMX-AM 10.1
4 KTMT-FM 12.8	KMED-AM 11.9	KBOY-AM 9.5
5 KMED-AM 9.6	KTMT-FM 11.9	KMED-AM 6.8
6 KBOY-AM 9.6	KSHA-AM 8.9	KBOY-FM 6.1
7 KSHA-AM 8.0	KRUB-AM 3.7	KKIC-FM 6.1
8 KBOY-FM 6.4	KDOV-AM 3.7	KSHA-AM 5.4
9 KRUB-AM 5.6	KGO -AM 2.2	KRUB-AM 3.4
10 KGO -AM 0.8	KAJD-AM 1.5	KAGI-AM 2.7
11 KAGI-AM 0.8	KDOV-AM 2.0	KDOV-AM 2.0
12 KAJD-AM 0.8	KGO -AM 2.0	KGO -AM 2.0
13	KAJD-AM 1.4	KAJD-AM 1.4

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 986

A/M '77	A/M '78	A/M '79
1 KYJC-AM 37	KYJC-AM 32	KTMT-FM 34
2 KBOY-AF 20	KBOY-AF 31	KYJC-AM 27
3 KCMX-AM 17	KCMX-AM 19	KCMX-AM 15
4 KTMT-FM 16	KMED-AM 16	KBOY-AM 14
5 KMED-AM 12	KTMT-FM 16	KMED-AM 10

M-F, 6-10am

1 KYJC-AM	KYJC-AM	KYJC-AM
2 KMED-AM	KMED-AM	KTMT-FM
3 KCMX-AM	KBOY-AF	KBOY-AF
4 KBOY-AF	KCMX-AM	KMED-AM
5 KTMT-FM	KTMT-FM	KCMX-AM

M-F, 3-7pm

1 KYJC-AM	KBOY-AF	KTMT-FM
2 KBOY-AF	KYJC-AM	KYJC-AM
3 KTMT-FM	KTMT-FM	KCMX-AM
4 KCMX-AM	KCMX-AM	KBOY-AM
5 KBOY-AM	KMED-AM	KBOY-FM

Teens

M-S, 6am-Midnight

POP(00): 126

A/M '77	A/M '78	A/M '79
1 KBOY-AF	KBOY-AF	KBOY-AM
2 KYJC-AM	KYJC-AM	KYJC-AM
3 KBOY-FM	KAJD-AM	KBOY-FM
4 KBOY-AM	KCMX-AM	KKIC-FM
5 KGO -AM	KDOV-AM	KDOV-AM

M-F, 6-10am

1 KBOY-AF	KBOY-AF	KBOY-AF
2 KYJC-AM	KYJC-AM	KBOY-AM
3 KBOY-AM	KCMX-AM	KYJC-AM
4 KBOY-FM	KAJD-AM	KBOY-FM
5 KMED-AM	KTMT-FM	KKIC-FM

M-F, 3-7pm

1 KBOY-AF	KBOY-AF	KBOY-AM
2 KYJC-AM	KYJC-AM	KYJC-AM
3 KBOY-FM	KTMT-FM	KBOY-FM
4 KBOY-AM	KMED-AM	KKIC-FM
5 KGO -AM	KDOV-AM	KTMT-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 323

A/M '77	A/M '78	A/M '79
1 KYJC-AM	KYJC-AM	KYJC-AM
2 KBOY-AF	KBOY-AF	KBOY-FM
3 KBOY-AM	KCMX-AM	KBOY-AM
4 KCMX-AM	KMED-AM	KKIC-FM
5 KBOY-FM	KSHA-AM	KRUB-AM

M-F, 6-10am

1 KYJC-AM	KYJC-AM	KYJC-AM
2 KBOY-AF	KBOY-AF	KBOY-AF
3 KBOY-AM	KCMX-AM	KBOY-FM
4 KCMX-AM	KMED-AM	KTMT-FM
5 KBOY-FM	KTMT-FM	KBOY-AM

M-F, 3-7pm

1 KYJC-AM	KYJC-AM	KYJC-AM
2 KBOY-AF	KBOY-AF	KKIC-FM
3 KBOY-AM	KMED-AM	KBOY-FM
4 KCMX-AM	KCMX-AM	KCMX-AM
5 KBOY-FM	KTMT-FM	KRUB-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 377

A/M '77	A/M '78	A/M '79
1 KYJC-AM	KYJC-AM	KTMT-FM
2 KTMT-FM	KBOY-AF	KYJC-AM
3 KCMX-AM	KCMX-AM	KBOY-AF
4 KBOY-AM	KTMT-FM	KCMX-AM
5 KSHA-AM	KMED-AM	KMED-AM

M-F, 6-10am

1 KYJC-AM	KYJC-AM	KTMT-FM
2 KTMT-FM	KBOY-AF	KYJC-AM
3 KBOY-AF	KTMT-FM	KMED-AM
4 KCMX-AM	KCMX-AM	KCMX-AM
5 KBOY-AM	KMED-AM	KBOY-AM

M-F, 3-7pm

1 KYJC-AM	KYJC-AM	KYJC-AM
2 KCMX-AM	KCMX-AM	KTMT-FM
3 KMED-AM	KBOY-AF	KMED-AM
4 KTMT-FM	KMED-AM	KCMX-AM
5 KBOY-AF	KTMT-FM	KBOY-AF

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 986

A/M '77	A/M '78	A/M '79
1 KYJC-AM 435	KYJC-AM 483	KYJC-AM 358
2 KBOY-AF 298	KBOY-AF 386	KTMT-FM 300
3 KMED-AM 287	KMED-AM 272	KCMX-AM 244
4 KCMX-AM 274	KCMX-AM 246	KBOY-AM 238
5 KBOY-AM 241	KTMT-FM 193	KBOY-FM 200

M-F, 6-10am

1 KYJC-AM	KYJC-AM	KYJC-AM
2 KMED-AM	KBOY-AF	KBOY-AF
3 KBOY-AF	KMED-AM	KTMT-FM
4 KCMX-AM	KCMX-AM	KBOY-AM
5 KBOY-AM	KTMT-FM	KCMX-AM

M-F, 3-7pm

1 KYJC-AM	KBOY-AF	KYJC-AM
2 KBOY-AF	KYJC-AM	KTMT-FM
3 KCMX-AM	KMED-AM	KBOY-AM
4 KMED-AM	KCMX-AM	KCMX-AM
5 KBOY-AM	KTMT-FM	KBOY-FM

Teens

M-S, 6am-Midnight

POP(00): 126

A/M '77	A/M '78	A/M '79
1 KBOY-AF	KBOY-AF	KBOY-AM
2 KYJC-AM	KYJC-AM	KBOY-FM
3 KBOY-FM	KCMX-AM	KYJC-AM
4 KBOY-AM	KTMT-FM	KKIC-FM
5 KMED-AM	KMED-AM	KCMX-AM

M-F, 6-10am

1 KBOY-AF	KBOY-AF	KBOY-AF
2 KYJC-AM	KYJC-AM	KBOY-AM
3 KBOY-AM	KCMX-AM	KYJC-AM
4 KBOY-FM	KMED-AM	KBOY-FM
5 KMED-AM	KAJD-AM	KKIC-FM

M-F, 3-7pm

1 KBOY-AF	KBOY-AF	KBOY-AM
2 KYJC-AM	KYJC-AM	KYJC-AM
3 KBOY-AM	KTMT-FM	KBOY-FM
4 KBOY-FM	KMED-AM	KKIC-FM
5 KMED-AM	KCMX-AM	KTMT-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 323

A/M '77	A/M '78	A/M '79
1 KYJC-AM	KYJC-AM	KYJC-AM
2 KBOY-AF	KBOY-AF	KBOY-FM
3 KBOY-AM	KCMX-AM	KBOY-AM
4 KCMX-AM	KMED-AM	KKIC-FM
5 KBOY-FM	KTMT-FM	KCMX-AM

M-F, 6-10am

1 KYJC-AM	KYJC-AM	KYJC-AM
2 KBOY-AF	KBOY-AF	KBOY-AF
3 KBOY-AM	KCMX-AM	KBOY-AM
4 KCMX-AM	KMED-AM	KBOY-FM
5 KBOY-FM	KTMT-FM	KKIC-FM

M-F, 3-7pm

1 KYJC-AM	KYJC-AM	KYJC-AM
2 KBOY-AF	KBOY-AF	KKIC-FM
3 KBOY-AM	KMED-AM	KBOY-FM
4 KCMX-AM	KCMX-AM	KBOY-FM
5 KBOY-FM	KTMT-FM	KCMX-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 377

A/M '77	A/M '78	A/M '79
1 KYJC-AM	KYJC-AM	KYJC-AM
2 KCMX-AM	KBOY-AF	KTMT-FM
3 KMED-AM	KCMX-AM	KCMX-AM
4 KBOY-AF	KTMT-FM	KBOY-AM
5 KTMT-FM	KMED-AM	KBOY-FM

M-F, 6-10am

1 KYJC-AM	KYJC-AM	KYJC-AM
2 KCMX-AM	KBOY-AF	KBOY-AF
3 KMED-AM	KCMX-AM	KTMT-FM
4 KTMT-FM	KMED-AM	KCMX-AM
5 KBOY-AF	KTMT-FM	KMED-AM

M-F, 3-7pm

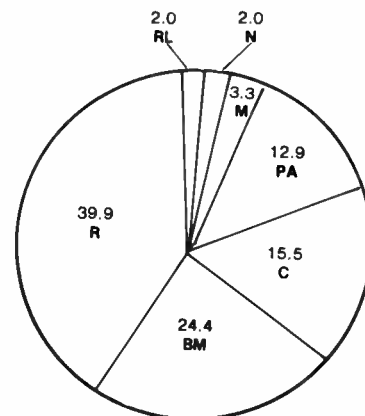
1 KYJC-AM	KYJC-AM	KYJC-AM
2 KCMX-AM	KBOY-AF	KTMT-FM
3 KTMT-FM	KCMX-AM	KCMX-AM
4 KBOY-AF	KTMT-FM	KBOY-AM
5 KMED-AM	KMED-AM	KBOY-FM

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.

Melbourne-Titusville-Cocoa, FL

METRO RANK

131

Average Persons 12+ Share Trends

M-S, 6am-Midnight
POP(00): 2024

	AM '77	AM '78	AM '79
1 WCKS-FM	21.2	WCKS-FM	19.0
2 WDBO-FM	12.7	WDBO-FM	12.6
3 WEZY-FM	9.2	WDIZ-FM	9.9
4 WRMF-AF	7.9	WEZY-FM	6.0
5 WDIZ-FM	5.1	WYRL-FM	6.1
6 WMMB-AM	5.1	WKKO-AM	5.1
7 WHEL-AM	4.8	WHEL-AM	5.1
8 WRMF-AF	4.5	WRMF-AM	4.8
9 WYRL-FM	4.1	WCWR-AM	4.4
10 WRKT-AM	3.8	WTAI-FM	4.1
11 WTAI-FM	3.8	WRMF-FM	3.4
12 WRMF-FM	3.4	WMOB-AM	2.7
13 WTAI-AM	2.4	WTAI-AM	2.4
14 WRKT-FM	2.4	WRKT-FM	2.0
15 WKKO-AM	2.1	WMMB-AM	1.4
16 WDBO-AM	1.4	WHOO-FM	1.0
17 WEZY-AM	1.4	WBUJ-FM	0.7
18 WABC-AM	0.7		
19			
20			

Total 12+
M-S, 6am-Midnight
POP(00): 2024

	AM '77	AM '78	AM '79
1 WCKS-FM	62	WCKS-FM	56
2 WDBO-FM	37	WDBO-FM	37
3 WEZY-FM	27	WDIZ-FM	29
4 WRMF-AF	23	WEZY-FM	20
5 WDIZ-FM	15	WYRL-FM	18

M-F, 6-10am

1 WCKS-FM	WCKS-FM	WCKS-FM
2 WDBO-FM	WDBO-FM	WDBO-FM
3 WRMF-AF	WHEL-AM	WHEL-AM
4 WEZY-FM	WRMF-AM	WDIZ-FM
5 WHEL-AM	WCWR-AM	WEZY-FM

M-F, 3-7pm

1 WCKS-FM	WCKS-FM	WCKS-FM
2 WEZY-FM	WDBO-FM	WDBO-FM
3 WDBO-FM	WDIZ-FM	WDBO-FM
4 WDIZ-FM	WYRL-FM	WEZY-FM
5 WRMF-AF	WEZY-FM	WLLV-FM

Teens
M-S, 6am-Midnight
POP(00): 310

	AM '77	AM '78	AM '79
1 WCKS-FM	WCKS-FM	WCKS-FM	WCKS-FM
2 WTAI-FM	WDIZ-FM	WDIZ-FM	WDIZ-FM
3 WKKO-AM	WRKT-FM	WYRL-FM	WYRL-FM
4 WHEL-AM	WKKO-AM	WCWR-AM	WCWR-AM
5 WRKT-AM	WRMF-AM	WRMF-AM	WRMF-AM

M-F, 6-10am

1 WCKS-FM	WCKS-FM	WCKS-FM
2 WRKT-AM	WDIZ-FM	WDIZ-FM
3 WRMF-AF	WRKT-FM	WCWR-AM
4 WTAI-FM	WKKO-AM	WYRL-FM
5 WRMF-FM	WTAI-FM	WMMB-AM

M-F, 3-7pm

1 WCKS-FM	WCKS-FM	WCKS-FM
2 WTAI-FM	WDIZ-FM	WDIZ-FM
3 WKKO-AM	WRKT-FM	WYRL-FM
4 WRKT-AM	WYRL-FM	WRMF-FM
5 WHEL-AM	WRMF-AM	WRMF-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 749

	AM '77	AM '78	AM '79
1 WCKS-FM	WCKS-FM	WCKS-FM	WCKS-FM
2 WDIZ-FM	WDIZ-FM	WDIZ-FM	WDIZ-FM
3 WRMF-AF	WYRL-FM	WORJ-FM	WORJ-FM
4 WRKT-AM	WRMF-AM	WEZY-FM	WEZY-FM
5 WEZY-FM	WKKO-AM	WCWR-AM	WCWR-AM

M-F, 6-10am

1 WCKS-FM	WCKS-FM	WCKS-FM
2 WRKT-AM	WDIZ-FM	WDIZ-FM
3 WDIZ-FM	WRMF-AM	WEZY-FM
4 WRMF-AF	WHEL-AM	WCWR-AM
5 WEZY-FM	WYRL-FM	WRMF-AM

M-F, 3-7pm

1 WCKS-FM	WCKS-FM	WCKS-FM
2 WDIZ-FM	WDIZ-FM	WDIZ-FM
3 WRMF-AF	WRMF-AM	WEZY-FM
4 WEZY-FM	WYRL-FM	WORJ-FM
5 WRKT-AM	WEZY-FM	WKKO-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 963

	AM '77	AM '78	AM '79
1 WCKS-FM	WCKS-FM	WCKS-FM	WCKS-FM
2 WDBO-FM	WDBO-FM	WDBO-FM	WDBO-FM
3 WEZY-FM	WCWR-AM	WHEL-AM	WHEL-AM
4 WRMF-AF	WYRL-FM	WEZY-FM	WEZY-FM
5 WMMB-AM	WDIZ-FM	WLLV-FM	WLLV-FM

M-F, 6-10am

1 WRMF-AF	WCKS-FM	WCKS-FM
2 WCKS-FM	WHEL-AM	WHEL-AM
3 WDBO-FM	WCWR-AM	WDBO-FM
4 WMMB-AM	WDBO-FM	WEZY-FM
5 WEZY-FM	WYRL-FM	WCWR-AM

M-F, 3-7pm

1 WCKS-FM	WDBO-FM	WCKS-FM
2 WRMF-AF	WCKS-FM	WDBO-FM
3 WEZY-FM	WYRL-FM	WEZY-FM
4 WDBO-FM	WCWR-AM	WLLV-FM
5 WMMB-AM	WHEL-AM	WRMF-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 2024

	AM '77	AM '78	AM '79
1 WCKS-FM	812	WCKS-FM	755
2 WDBO-FM	419	WRMF-AM	435
3 WHEL-AM	412	WDBO-FM	422
4 WEZY-FM	322	WDIZ-FM	410
5 WRKT-AM	314	WHEL-AM	371

M-F, 6-10am

1 WCKS-FM	WCKS-FM	WCKS-FM
2 WDBO-FM	WRMF-AM	WDBO-FM
3 WHEL-AM	WDIZ-FM	WHEL-AM
4 WRMF-AF	WHEL-AM	WRMF-AM
5 WRKT-AM	WDBO-FM	WDIZ-FM

M-F, 3-7pm

1 WCKS-FM	WCKS-FM	WCKS-FM
2 WDBO-FM	WDBO-FM	WDBO-FM
3 WHEL-AM	WDIZ-FM	WDIZ-FM
4 WRKT-AM	WRMF-AM	WRMF-AM
5 WDIZ-FM	WHEL-AM	WHEL-AM

Teens

M-S, 6am-Midnight
POP(00): 310

	AM '77	AM '78	AM '79
1 WCKS-FM	WCKS-FM	WCKS-FM	WCKS-FM
2 WTAI-FM	WDIZ-FM	WDIZ-FM	WDIZ-FM
3 WKKO-AM	WRKT-FM	WRMF-AM	WRMF-AM
4 WHEL-AM	WRMF-AM	WKKO-AM	WKKO-AM
5 WRKT-AM	WKKO-AM	WHEL-AM	WHEL-AM

M-F, 6-10am

1 WCKS-FM	WCKS-FM	WCKS-FM
2 WRKT-AM	WDIZ-FM	WDIZ-FM
3 WTAI-FM	WRKT-FM	WCWR-AM
4 WKKO-AM	WKKO-AM	WYRL-FM
5 WHEL-AM	WTAI-FM	WRMF-AM

M-F, 3-7pm

1 WCKS-FM	WCKS-FM	WCKS-FM
2 WTAI-FM	WDIZ-FM	WDIZ-FM
3 WKKO-AM	WRMF-AM	WYRL-FM
4 WRKT-AM	WRKT-FM	WRMF-AM
5 WHEL-AM	WKKO-AM	WHEL-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 749

	AM '77	AM '78	AM '79
1 WCKS-FM	WCKS-FM	WCKS-FM	WCKS-FM
2 WDIZ-FM	WDIZ-FM	WDIZ-FM	WDIZ-FM
3 WHEL-AM	WRMF-AM	WRMF-AM	WRMF-AM
4 WRKT-AM	WHEL-AM	WORJ-FM	WORJ-FM
5 WTAI-FM	WEZY-FM	WHEL-AM	WHEL-AM

M-F, 6-10am

1 WCKS-FM	WCKS-FM	WCKS-FM
2 WHEL-AM	WRMF-AM	WDIZ-FM
3 WDIZ-FM	WDIZ-FM	WRMF-AM
4 WRKT-AM	WHEL-AM	WHEL-AM
5 WRMF-AF	WKKO-AM	WORJ-FM

M-F, 3-7pm

1 WCKS-FM	WCKS-FM	WCKS-FM
2 WDIZ-FM	WDIZ-FM	WDIZ-FM
3 WRKT-AM	WRMF-AM	WRMF-AM
4 WHEL-AM	WHEL-AM	WORJ-FM
5 WKKO-AM	WEZY-FM	WKKO-AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 963

	AM '77	AM '78	AM '79
1 WCKS-FM	WCKS-FM	WCKS-FM	WCKS-FM
2 WDBO-FM	WDBO-FM	WDBO-FM	WDBO-FM
3 WEZY-FM	WRMF-AM	WHEL-AM	WHEL-AM
4 WHEL-AM	WCKS-FM	WRMF-AM	WRMF-AM
5 WRMF-AF	WEZY-FM	WEZY-FM	WEZY-FM

M-F, 6-10am

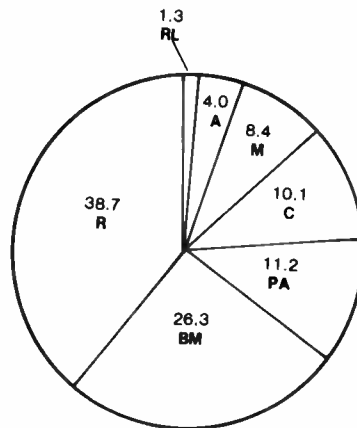
1 WCKS-FM	WRMF-AM	WCKS-FM
2 WRMF-AF	WHEL-AM	WHEL-AM
3 WDBO-FM	WCKS-FM	WDBO-FM
4 WHEL-AM	WDBO-FM	WDBO-FM
5 WMMB-AM	WCWR-AM	WCWR-AM

M-F, 3-7pm

1 WCKS-FM	WDBO-FM	WCKS-FM
2 WDBO-FM	WCKS-FM	WDBO-FM
3 WRMF-AF	WHEL-AM	WRMF-AM
4 WHEL-AM	WRMF-AM	WHEL-AM
5 WTAI-AM	WCWR-AM	WEZY-FM

Format Penetration Chart

Based On 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

METRO RANK



A/M '79 Market Overview

Country giant **WMC** continues as the number one station in Memphis, earning its best 12+ share in years in the A/M '79 report. 12+ share of 14 and 25-49 share of 18 kept station in premier position. Always promoting, WMC gave away three Pontiacs during the sweep, and outside advertising was extensive using TV and billboards.

Second in the market in 12+ share was Beautiful Music station **WEZI**. **Southern Broadcasting** runs this Schulke-programmed entry, which scored well in the 12+ demos. No on-air contests for WEZI, but the station did run an ad campaign based on TV and billboards.

Just behind WEZI in the 12+ share race is Top 40 rocker **WMC-FM**. Station moved up more than three shares, and made advances in young adult demos and teens. Outside ads consisted of small amount of TV and bus sides.

Memphis is a competitive market for Black-formatted stations and in this report **WLOK** finally surpassed longtime Black leader **WDIA**. **WLOK** is fourth overall in the market, a full share point ahead of **WDIA** in the A/M '79 results. **WLOK** ranks second in adults 25-49. Station played cuts from the top 15 albums, and engaged in plenty of local promotions, such as having its DJs announced at local discos. **WLOK** used TV this sweep, tying into a co-op campaign with Dr. Pepper. **WDIA**, on the other hand, saw its numbers decline for the third consecutive week. **WDIA's** female and teen audiences showed the most serious decline.

Longtime Top 40 power **WHBQ** took a real tumble in the A/M '79 survey. The drop was largely due to **RKO** transfer of **WHBQ** morning man **Rick Dees** to L.A.'s **KHJ**. AM drive female numbers declined by almost 40% for **WHBQ**. **WHBQ** is always big on promotions, and this sweep was no exception with the station giving away a new Jeep, Corvette, and Mazda. Outside campaign consisted of lots of TV, billboards, and newspaper.

Dancemusic **WHRK** picked up nicely among young adults. Station plays mix of Dancemusic and Pop/Rhythm sounds. Little outside advertising, but on-air giveaways such as LPs and concert tickets were used.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 7105

A/M '78	O/N '78	A/M '79
1 WMC -AM	13.4	11.8
2 WHBQ-AM	12.5	11.8
3 WDIA-AM	10.7	10.3
4 WEZI-FM	9.2	8.0
5 WLOK-AM	6.7	7.7
6 WMC -FM	6.6	6.9
7 WHRK-FM	6.6	6.9
8 WZXR-FM	6.6	6.8
9 WREC-AM	6.1	6.1
10 WMP5-AM	5.7	5.3
11 WQUD-FM	4.8	3.7
12 KWAM-AM	2.5	2.8
13 WVEE-AM	2.1	2.8
14 WVEE-FM	1.6	2.3
15 KWAM-FM	1.2	1.6
16 KSUD-AM	0.9	1.5
17 WQMQ-AM	0.9	0.5
18 KSUD-AM		0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 7105

A/M '78	O/N '78	A/M '79
1 WMC -AM	130	109
2 WHBQ-AM	121	109
3 WDIA-AM	104	99
4 WEZI-FM	89	74
5 WLOK-AM	65	71

M-F, 6-10am

1 WHBQ-AM	WHBQ-AM	WMC -AM
2 WMC -AM	WMC -AM	WHBQ-AM
3 WDIA-AM	WEZI-FM	WEZI-FM
4 WREC-AM	WDIA-AM	WDIA-AM
5 WLOK-AM	WDIA-AM	WMC -FM

M-F, 3-7pm

1 WMC -AM	WEZI-FM	WMC -AM
2 WHBQ-AM	WHBQ-AM	WMC -FM
3 WDIA-AM	WMC -AM	WLOK-AM
4 WEZI-FM	WLOK-AM	WEZI-FM
5 WZXR-FM	WZXR-FM	WZXR-FM

Teens
M-S, 6am-Midnight
POP(00): 1084

A/M '78	O/N '78	A/M '79
1 WHBQ-AM	WHBQ-AM	WMC -FM
2 WDIA-AM	WLOK-AM	WHBQ-AM
3 WHRK-FM	WMC -FM	WLOK-AM
4 WLOK-AM	WHRK-FM	WZXR-FM
5 WZXR-FM	WZXR-FM	WHRK-FM

M-F, 6-10am

1 WHBQ-AM	WHBQ-AM	WMC -FM
2 WDIA-AM	WMC -FM	WHBQ-AM
3 WLOK-AM	WLOK-AM	WLOK-AM
4 WHRK-FM	WZXR-FM	WZXR-FM
5 WQUD-FM	WDIA-AM	WDIA-AM

M-F, 3-7pm

1 WHBQ-AM	WLOK-AM	WMC -FM
2 WDIA-AM	WHBQ-AM	WLOK-AM
3 WHRK-FM	WMC -FM	WHBQ-AM
4 WLOK-AM	WZXR-FM	WHRK-FM
5 WMC -FM	WDIA-AM	WDIA-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2647

A/M '78	O/N '78	A/M '79
1 WHBQ-AM	WZXR-FM	WZXR-FM
2 WMC -FM	WHBQ-AM	WMC -FM
3 WZXR-FM	WMC -FM	WMC -AM
4 WDIA-AM	WHRK-FM	WHBQ-AM
5 WMC -AM	WQUD-FM	WHRK-FM

M-F, 6-10am

1 WHBQ-AM	WHBQ-AM	WHBQ-AM
2 WMC -FM	WZXR-FM	WMC -AM
3 WLOK-AM	WDIA-AM	WZXR-FM
4 WMC -AM	WMC -FM	WMC -FM
5 WDIA-AM	WQUD-FM	WQUD-FM

M-F, 3-7pm

1 WHBQ-AM	WHBQ-AM	WZXR-FM
2 WZXR-FM	WZXR-FM	WMC -FM
3 WMC -FM	WMC -FM	WLOK-AM
4 WDIA-AM	WQUD-FM	WHRK-FM
5 WMC -AM	WEZI-FM	WHBQ-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2832

A/M '78	O/N '78	A/M '79
1 WMC -AM	WEZI-FM	WMC -AM
2 WHBQ-AM	WMC -AM	WLOK-AM
3 WEZI-FM	WHBQ-AM	WQUD-FM
4 WDIA-AM	WQUD-FM	WEZI-FM
5 WREC-AM	WDIA-AM	WHBQ-AM

M-F, 6-10am

1 WMC -AM	WHBQ-AM	WMC -AM
2 WHBQ-AM	WMC -AM	WHBQ-AM
3 WREC-AM	WEZI-FM	WDIA-AM
4 WDIA-AM	WREC-AM	WEZI-FM
5 WLOK-AM	WDIA-AM	WQUD-FM

M-F, 3-7pm

1 WMC -AM	WEZI-FM	WMC -AM
2 WEZI-FM	WHBQ-AM	WLOK-AM
3 WHBQ-AM	WMC -AM	WQUD-FM
4 WHRK-FM	WQUD-FM	WHBQ-AM
5 WQUD-FM	WLOK-AM	WHRK-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 7105

A/M '78	O/N '78	A/M '79
1 WHBQ-AM	2252	2125
2 WMC -AM	1553	1626
3 WDIA-AM	1524	1524
4 WMC -FM	1238	1427
5 WMP5-AM	1155	1338

M-F, 6-10am

1 WHBQ-AM	WHBQ-AM	WMC -AM
2 WMC -AM	WMC -AM	WHBQ-AM
3 WDIA-AM	WEZI-FM	WDIA-AM
4 WREC-AM	WDIA-AM	WMC -FM
5 WMC -FM	WREC-AM	WEZI-FM

M-F, 3-7pm

1 WHBQ-AM	WHBQ-AM	WMC -AM
2 WMC -AM	WMC -AM	WHBQ-AM
3 WMC -FM	WEZI-FM	WMC -FM
4 WEZI-FM	WZXR-FM	WHRK-FM
5 WDIA-AM	WMC -FM	WDIA-AM

Teens
M-S, 6am-Midnight
POP(00): 1080

A/M '78	O/N '78	A/M '79
1 WHBQ-AM	WHBQ-AM	WMC -FM
2 WDIA-AM	WMC -FM	WHBQ-AM
3 WLOK-AM	WZXR-FM	WHRK-FM
4 WMC -FM	WHRK-FM	WDIA-AM
5 WHRK-FM	WLOK-AM	WLOK-AM

M-F, 6-10am

1 WHBQ-AM	WHBQ-AM	WMC -FM
2 WDIA-AM	WMC -FM	WHBQ-AM
3 WLOK-AM	WLOK-AM	WDIA-AM
4 WHRK-FM	WZXR-FM	WLOK-AM
5 WMC -FM	WHRK-FM	WZXR-FM

M-F, 3-7pm

1 WHBQ-AM	WHBQ-AM	WMC -FM
2 WDIA-AM	WZXR-FM	WHBQ-AM
3 WLOK-AM	WLOK-AM	WHRK-FM
4 WHRK-FM	WHRK-FM	WLOK-AM
5 WMC -FM	WMC -FM	WZXR-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2647

A/M '78	O/N '78	A/M '79
1 WHBQ-AM	WHBQ-AM	WHBQ-AM
2 WMC -FM	WMC -FM	WMC -FM
3 WQUD-FM	WZXR-FM	WQUD-FM
4 WZXR-FM	WQUD-FM	WDIA-AM
5 WHRK-FM	WDIA-AM	WHRK-FM

M-F, 6-10am

1 WHBQ-AM	WHBQ-AM	WHBQ-AM
2 WMC -FM	WZXR-FM	WMC -FM
3 WQUD-FM	WDIA-AM	WQUD-FM
4 WMC -AM	WMC -AM	WMC -AM
5 WLOK-AM	WMC -FM	WDIA-AM

M-F, 3-7pm

1 WHBQ-AM	WHBQ-AM	WHBQ-AM
2 WMC -FM	WZXR-FM	WMC -FM
3 WZXR-FM	WMC -FM	WZXR-FM
4 WLOK-AM	WQUD-FM	WHRK-FM
5 WHRK-FM	WHRK-FM	WQUD-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2832

A/M '78	O/N '78	A/M '79
1 WHBQ-AM	WHBQ-AM	WMC -AM
2 WMC -AM	WMC -AM	WHBQ-AM
3 WDIA-AM	WEZI-FM	WDIA-AM
4 WMP5-AM	WQUD-FM	WMC -FM
5 WEZI-FM	WDIA-AM	WLOK-AM

M-F, 6-10am

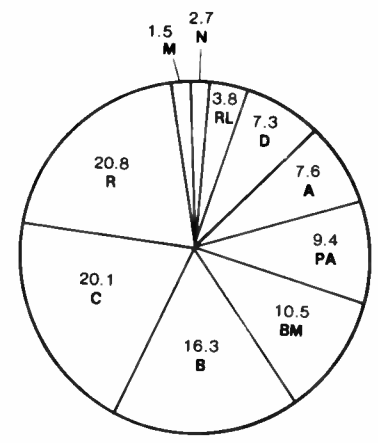
1 WHBQ-AM	WHBQ-AM	WMC -AM
2 WMC -AM	WMC -AM	WHBQ-AM
3 WREC-AM	WEZI-FM	WDIA-AM
4 WDIA-AM	WREC-AM	WLOK-AM
5 WQUD-FM	WMP5-AM	WMC -FM

M-F, 3-7pm

1 WMC -AM	WHBQ-AM	WMC -AM
2 WHBQ-AM	WMC -AM	WHBQ-AM
3 WEZI-FM	WEZI-FM	WDIA-AM
4 WREC-AM	WQUD-FM	WHRK-FM
5 WMP5-AM	WDIA-AM	WLOK-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

METRO RANK

21

A/M '79 Market Overview

Because of the heavy Cuban population in Miami, the leading stations in the market are both Spanish language stations. Longtime leader in the metro is **WQBA**, now tied with up and coming **WCMQ**. **WQBA**'s dominant shares have been eroding under the pressure of new competition in the presence of **WCMQ** and its sister station, **WCMQ-FM**. Both **WQBA** and **WCMQ (AM)** tend to skew older, doing better in the 25-49 demos. **WCMQ-FM**, on the other hand, is number one in adults 18-34. All three of the Cuban-oriented stations engaged in some on-air promotion, with **WQBA** trying to stay atop the marketplace by advertising with billboards and TV to highlight the sweep.

Of the four top stations in Miami, only **WHYI** is non-Spanish. **Y100** is the Ft. Lauderdale rocker which penetrates well into Dade County also. **Y100** is second in adults 18-34 to **WCMQ-FM**. See Ft. Lauderdale overview for more details on **WHYI**.

Beautiful Music **WLYF** gained in the A/M'79 survey, improving its share 12+ by almost 25%. Advances were made virtually across the board among the adults 25+ who comprise the audience for **WLYF**. Station skewed older in this report than in the O/N'78 sweep.

The other major Beautiful Music station in Miami, **WYOR**, suffered a decline in the Spring book. Most costly was the defection of a significant amount of **WYOR**'s male numbers for the second book in a row. **WYOR** saw its male numbers decline by almost 50% in AM drive, for example. Black-formatted **WEDR** should be pleased with its gain this sweep. With good 18-34 numbers **WEDR** advances almost a full share, 12+. Biggest gains come among young men in afternoon drive and the evening.

WINZ, the leading News station in town, had an unspectacular book this time. Although 12+ share dipped slightly, average quarter hour audience among adults 25-49 improved, especially in the key AM drive daypart.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP (00): 126,30

AM '78	ON '78	AM '79
1 WQBA-AM	11.3	12.9
2 WCMQ-AM	7.8	7.6
3 WHYI-FM	7.7	6.3
4 WYOR-FM	7.2	5.9
5 WMJX-FM	5.9	5.3
6 WCMQ-FM	4.6	4.5
7 WINZ-FM	4.5	4.3
8 WQAM-AM	4.2	4.2
9 WUCG-AM	4.1	4.0
10 WLYF-FM	4.1	4.0
11 WEDR-FM	3.9	3.7
12 WINZ-AM	3.7	3.5
13 WRHC-AM	3.1	3.4
14 WQOK-AF	3.0	3.3
15 WGBS-AM	2.9	3.3
16 WYOR-AM	2.9	2.7
17 WOCN-AM	2.9	2.3
18 WNLW-FM	2.4	2.2
19 WAIA-FM	2.3	2.1
20 WKAT-AM	2.3	2.0
21 WAXY-FM	2.2	1.9
22 WMBM-AM	2.1	1.9
23 WTHI-FM	1.8	1.7
24 WSHE-FM	1.1	1.4
25 WGLD-FM	0.9	1.3
26 WWS-AM	0.5	1.2
27 WCKO-FM	0.4	0.9
28		0.7
29		0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP (00): 126,30

AM '78	ON '78	AM '79
1 WQBA-AM	257	281
2 WCMQ-AM	177	165
3 WHYI-FM	175	139
4 WYOR-FM	163	129
5 WMJX-FM	133	116
6 WCMQ-FM	105	99
7 WINZ-FM	103	93
8 WQAM-AM	95	91
9 WUCG-AM	92	91
10 WLYF-FM	92	88

M-F, 6-10am

AM '78	ON '78	AM '79
1 WQBA-AM	WQBA-AM	WQBA-AM
2 WINZ-AM	WINZ-AM	WCMQ-AM
3 WYOR-FM	WHYI-FM	WINZ-AM
4 WHYI-FM	WYOR-FM	WHYI-FM
5 WCMQ-AM	WOCN-AM	WLYF-FM
6 WUCG-AM	WCMQ-AM	WYOR-FM
7 WMJX-FM	WUCG-AM	WUCG-AM
8 WQAM-AM	WIOD-AM	WRHC-AM
9 WGBS-AM	WLYF-FM	WCMQ-FM
10 WOCN-AM	WKAT-AM	WKAT-AM

M-F, 3-7pm

AM '78	ON '78	AM '79
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WQBA-AM	WQBA-AM	WCMQ-AM
3 WYOR-FM	WYOR-FM	WQBA-AM
4 WQAM-AM	WCMQ-AM	WCMQ-FM
5 WCMQ-AM	WMJX-FM	WEDR-FM
6 WMJX-FM	WINZ-AM	WLYF-FM
7 WCMQ-FM	WLYF-FM	WYOR-FM
8 WEDR-FM	WRHC-AM	WMJX-FM
9 WINZ-FM	WEDR-FM	WKAT-AM
10 WLYF-FM	WUCG-AM	WINZ-AM

Teens

M-S, 6am-Midnight
POP (00): 1389

AM '78	ON '78	AM '79
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WMJX-FM	WEDR-FM	WEDR-FM
3 WEDR-FM	WMJX-FM	WSDO-FM
4 WQAM-AM	WQAM-AM	WMJX-FM
5 WINZ-FM	WSDO-FM	WQBA-AM
6 WCMQ-AM	WCMQ-AM	WQAM-AM
7 WNLW-FM	WSHE-FM	WCMQ-FM
8 WCMQ-FM	WNLW-FM	WNLW-FM
9 WAXY-FM	WCMQ-FM	WAXY-FM
10 WQOK-AF	WINZ-FM	WINZ-FM

M-F, 6-10am

AM '78	ON '78	AM '79
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WMJX-FM	WQAM-AM	WQAM-AM
3 WEDR-FM	WEDR-FM	WEDR-FM
4 WQAM-AM	WMJX-FM	WQBA-AM
5 WINZ-FM	WNLW-FM	WKQS-FM
6 WCMQ-AM	WCMQ-AM	WCMQ-FM
7 WSHE-FM	WSHE-FM	WQBA-AM
8 WQOK-AF	WGBS-AM	WMJX-FM
9 WNLW-FM	WMBM-AM	WSDO-FM
10 WGBS-AM	WQOK-AM	WNLW-FM

M-F, 3-7pm

AM '78	ON '78	AM '79
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WMJX-FM	WMJX-FM	WEDR-FM
3 WEDR-FM	WEDR-FM	WMJX-FM
4 WQAM-AM	WQAM-AM	WQBA-AM
5 WINZ-FM	WSDO-FM	WSDO-FM
6 WNLW-FM	WSHE-FM	WNLW-FM
7 WCMQ-AM	WINZ-FM	WCMQ-FM
8 WCMQ-FM	WCKO-FM	WQAM-AM
9 WQOK-AF	WNLW-FM	WINZ-FM
10 WMBM-AM	WCMQ-AM	WAXY-FM

Adults 18-34

M-S, 6am-Midnight
POP (00): 3785

AM '78	ON '78	AM '79
1 WINZ-FM	WHYI-FM	WCMQ-FM
2 WMJX-FM	WEDR-FM	WHYI-FM
3 WCMQ-AM	WMJX-FM	WEDR-FM
4 WHYI-FM	WQBA-AM	WCMQ-AM
5 WQAM-AM	WQAM-AM	WMJX-FM
6 WEDR-FM	WCMQ-FM	WAXY-FM
7 WNLW-FM	WINZ-FM	WNLW-FM
8 WAIA-FM	WCMQ-AM	WSDO-FM
9 WAXY-FM	WNLW-FM	WINZ-FM
10 WCMQ-FM	WLYF-FM	WQBA-AM

M-F, 6-10am

AM '78	ON '78	AM '79
1 WMJX-FM	WQBA-AM	WHYI-FM
2 WINZ-FM	WHYI-FM	WCMQ-AM
3 WHYI-FM	WQAM-AM	WEDR-FM
4 WQAM-AM	WMJX-FM	WAXY-FM
5 WGBS-AM	WNLW-FM	WAXY-FM
6 WNLW-FM	WYOR-FM	WCMQ-FM
7 WQBA-AM	WEDR-FM	WQBA-AM
8 WEDR-FM	WCMQ-AM	WQBA-AM
9 WCMQ-AM	WINZ-FM	WQAM-AM
10 WAIA-FM	WGBS-AM	WINZ-FM

M-F, 3-7pm

AM '78	ON '78	AM '79
1 WQAM-AM	WHYI-FM	WCMQ-FM
2 WINZ-FM	WMJX-FM	WHYI-FM
3 WHYI-FM	WEDR-FM	WHYI-FM
4 WCMQ-AM	WQAM-AM	WAXY-FM
5 WMJX-FM	WYOR-FM	WCMQ-FM
6 WNLW-FM	WCMQ-AM	WMJX-FM
7 WEDR-FM	WSDO-FM	WQBA-FM
8 WAXY-FM	WNLW-FM	WSDO-FM
9 WCMQ-FM	WINZ-FM	WINZ-FM
10 WAIA-FM	WCMQ-FM	WQAM-AM

Adults 25-49

M-S, 6am-Midnight
POP (00): 4674

AM '78	ON '78	AM '79
1 WCMQ-AM	WQBA-AM	WCMQ-AM
2 WQBA-AM	WCMQ-AM	WCMQ-FM
3 WHYI-FM	WCMQ-FM	WQBA-AM
4 WCMQ-FM	WHYI-FM	WHYI-FM
5 WMJX-FM	WLYF-FM	WEDR-FM
6 WNLW-FM	WYOR-FM	WAXY-FM
7 WEDR-FM	WMJX-FM	WQOK-AF
8 WAIA-FM	WOCN-AM	WLYF-FM
9 WGBS-AM	WRHC-AM	WYOR-FM
10 WOCN-AM	WAIA-FM	WINZ-AM

M-F, 6-10am

AM '78	ON '78	AM '79
1 WQBA-AM	WQBA-AM	WQBA-AM
2 WCMQ-AM	WCMQ-AM	WCMQ-AM
3 WHYI-FM	WHYI-FM	WHYI-FM
4 WOCN-AM	WOCN-AM	WINZ-AM
5 WGBS-AM	WLYF-FM	WCMQ-FM
6 WMJX-FM	WUCG-AM	WOCN-AM
7 WINZ-AM	WYOR-FM	WAXY-FM
8 WCMQ-FM	WINZ-AM	WEDR-FM
9 WQAM-AM	WIOD-AM	WAIA-FM
10 WYOR-FM	WQAM-AM	WNLW-FM

M-F, 3-7pm

AM '78	ON '78	AM '79
1 WCMQ-AM	WCMQ-AM	WCMQ-FM
2 WHYI-FM	WQBA-AM	WCMQ-AM
3 WCMQ-FM	WCMQ-FM	WHYI-FM
4 WQBA-AM	WHYI-FM	WQBA-AM
5 WYOR-FM	WLYF-FM	WAXY-FM
6 WEDR-FM	WYOR-FM	WEDR-FM
7 WQAM-AM	WUCG-AM	WLYF-FM
8 WMJX-FM	WMJX-FM	WQOK-AF
9 WAXY-FM	WAIA-FM	WMJX-FM
10 WGBS-AM	WQAM-AM	WSDO-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP (00): 126,30

AM '78	ON '78	AM '79
1 WHYI-FM	2697	2458
2 WMJX-FM	1918	1982
3 WQBA-AM	1784	1954
4 WQAM-AM	1699	1932
5 WINZ-AM	1694	1817
6 WGBS-AM	1448	1739
7 WYOR-FM	1180	1327
8 WUCG-AM	1153	1278
9 WIOD-AM	1113	1212
10 WLYF-FM	1088	1143

M-F, 6-10am

AM '78	ON '78	AM '79
1 WHYI-FM	WQBA-AM	WHYI-FM
2 WQBA-AM	WHYI-FM	WQBA-AM
3 WQAM-AM	WINZ-AM	WINZ-AM
4 WINZ-AM	WQAM-AM	WLYF-FM
5 WMJX-FM	WYOR-FM	WCMQ-AM
6 WGBS-AM	WIOD-AM	WGBS-AM
7 WUCG-AM	WUCG-AM	WQAM-AM
8 WYOR-FM	WGBS-AM	WYOR-FM
9 WINZ-FM	WMJX-FM	WEDR-FM
10 WQOK-AF	WLYF-FM	WUCG-AM

M-F, 3-7pm

AM '78	ON '78	AM '79
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WMJX-FM	WMJX-FM	WINZ-AM
3 WQAM-AM	WYOR-FM	WSDO-FM
4 WQBA-AM	WQBA-AM	WLYF-FM
5 WINZ-AM	WQAM-AM	WMJX-FM
6 WGBS-AM	WINZ-AM	WQBA-AM
7 WYOR-FM	WUCG-AM	WEDR-FM
8 WQOK-AF	WLYF-FM	WCMQ-FM
9 WYOR-FM	WEDR-FM	WYOR-FM
10 WLYF-FM	WQOK-AM	WCMQ-AM

Teens

M-S, 6am-Midnight
POP (00): 1389

AM '78	ON '78	AM '79
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WMJX-FM	WMJX-FM	WSDO-FM
3 WQAM-AM	WQAM-AM	WMJX-FM
4 WEDR-FM	WEDR-FM	WQAM-AM
5 WINZ-FM	WINZ-FM	WEDR-FM
6 WAXY-FM	WSDO-FM	WQBA-FM
7 WGBS-AM	WGBS-AM	WGBS-AM
8 WQOK-AF	WNLW-FM	WAXY-FM
9 WQSH-FM	WSHE-FM	WMBM-AM
10 WCMQ-FM	WMBM-AM	WINZ-FM

M-F, 6-10am

AM '78	ON '78	AM '79
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WMJX-FM	WQAM-AM	WQAM-AM
3 WEDR-FM	WMJX-FM	WQBA-AM
4 WQAM-AM	WEDR-FM	WEDR-FM
5 WINZ-FM	WNLW-FM	WQBA-FM
6 WQOK-AF	WNLW-FM	WSDO-FM
7 WSHE-FM	WSHE-FM	WMJX-FM
8 WCMQ-AM	WINZ-FM	WNLW-FM
9 WGBS-AM	WSDO-FM	WMBM-AM
10 WNLW-FM	WQBA-AM	WKQS-FM

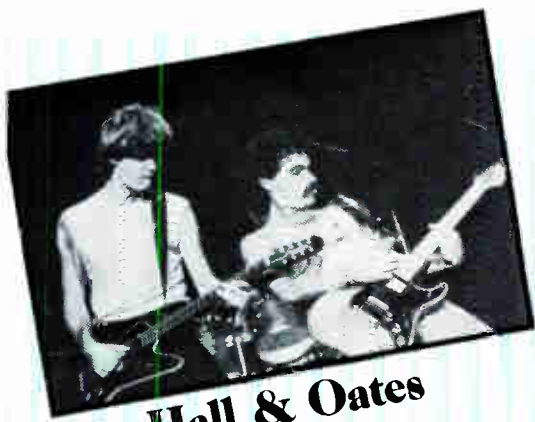
M-F, 3-7pm

AM '78	ON '78	AM '79
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WMJX-FM	WMJX-FM	WSDO-FM
3 WQAM-AM	WQAM-AM	WMJX-FM
4 WEDR-FM	WEDR-FM	WEDR-FM
5 WINZ-FM	WSDO-FM	WQBA-FM
6 WSHE-FM	WNLW-FM	WQAM-AM
7 WNLW-FM	WINZ-FM	WNLW-FM
8 WAXY-FM	WSHE-FM	WAXY-FM
9 WQOK-AF	WGBS-AM	WCMQ-FM
10 WGBS-AM	WCMQ-FM	WGBS-AM

Adults 18-34

M-S, 6am-Midnight
POP (00): 3785

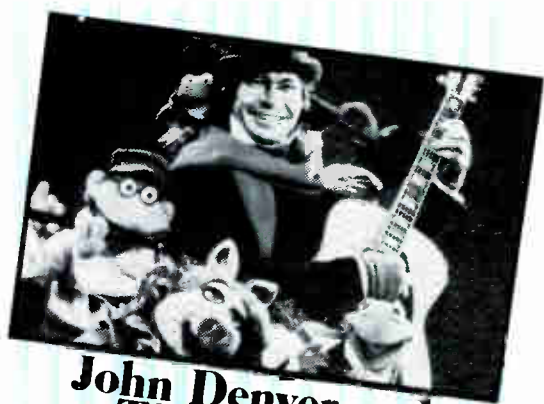
AM '78	ON '78	AM '79
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WMJX-FM	WMJX-FM	WAXY-FM
3 WQAM-AM	WQAM-AM	WMJX-FM
4 WGBS-AM	WINZ-AM	WNLW-FM
5 WINZ-FM	WGBS-AM	WSDO-FM
6 WAXY-FM	WEDR-FM	WEDR-FM
7 WEDR-FM	WNLW-FM	WCMQ-FM
8 WNLW-FM	WAXY-FM	WQAM-AM
9 WQOK-AF	WIOD-AM	WAIA-FM
10 WINZ-AM	WQBA-AM	WINZ-FM



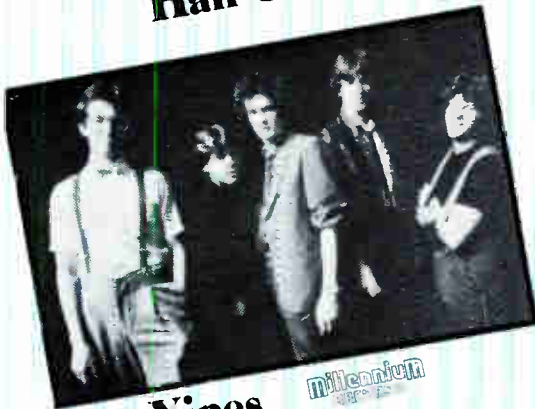
Hall & Oates



Stephanie Mills 



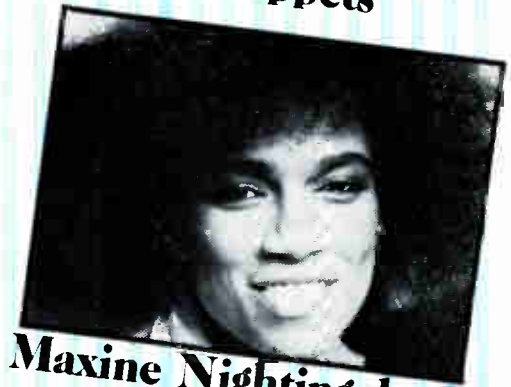
**John Denver and
The Muppets**



Yipes



F.C.C. 



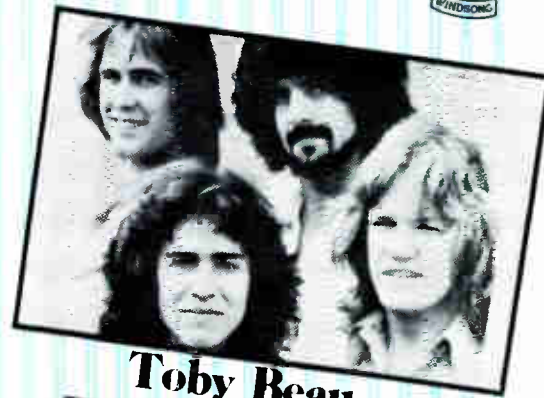
Maxine Nightingale 



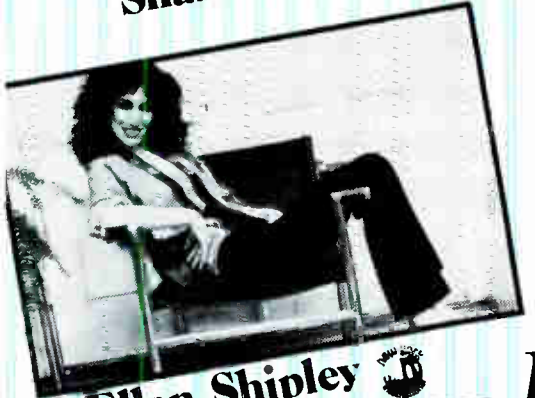
Shalamar



Inga



Toby Beau



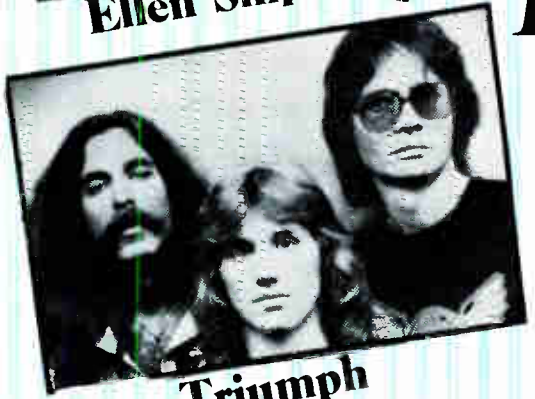
Ellen Shipley 



Bama 



Genya Ravan 



Triumph

Let Us Take You Into The '80's



Jefferson Starship



Miami

Continued

M-F, 6-10am

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WQAM-AM	WQAM-AM	WAXY-FM
3	WMJX-FM	WMJX-FM	WVWL-FM
4	WGBS-AM	WGBS-AM	WEDR-FM
5	WINZ-FM	WINZ-FM	WQAM-AM
6	WVWL-FM	WQBA-AM	WSDO-FM
7	WAXY-FM	WEDR-FM	WCHQ-AM
8	WEDR-FM	WSHE-FM	WMJX-FM
9	WSHE-FM	WVWL-FM	WINZ-FM
10	WINZ-AM	WAXY-FM	WAIA-FM

M-F, 3-7pm

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WQAM-AM	WMJX-FM	WAXY-FM
3	WINZ-FM	WQAM-AM	WMJX-FM
4	WMJX-FM	WVWL-FM	WVWL-FM
5	WGBS-AM	WINZ-FM	WEDR-FM
6	WAXY-FM	WEDR-FM	WAIA-FM
7	WEDR-FM	WSHE-FM	WCHQ-FM
8	WCHQ-AM	WAXY-FM	WSDO-FM
9	WSHE-FM	WAIA-FM	WQAM-AM
10	WVWL-FM	WGBS-AM	WINZ-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 4674

	A/M '78	O/N '78	A/M '79
1	WHYI-FM	WQBA-AM	WHYI-FM
2	WQBA-AM	WHYI-FM	WQBA-AM

3	WGBS-AM	WIOD-AM	WCHQ-FM
4	WQAM-AM	WMJX-FM	WCHQ-AM
5	WMJX-FM	WQAM-AM	WAXY-FM
6	WCHQ-FM	WGBS-AM	WINZ-AM
7	WCHQ-AM	WLYF-FM	WSDO-FM
8	WINZ-AM	WCHQ-FM	WAIA-FM
9	WVOK-AM	WINZ-AM	WQAM-AM
10	WAXY-FM	WVOK-AM	WEDR-FM

M-F, 6-10am

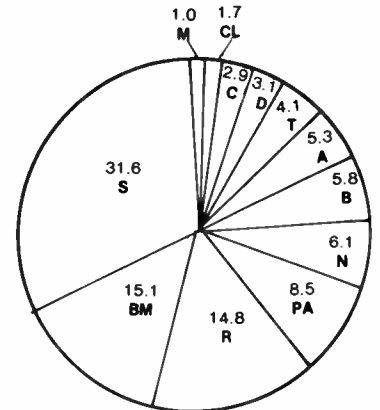
1	WQBA-AM	WQBA-AM	WQBA-AM
2	WHYI-FM	WGBS-AM	WHYI-FM
3	WGBS-AM	WQAM-AM	WCHQ-AM
4	WQAM-AM	WHYI-FM	WINZ-AM
5	WMJX-FM	WINZ-AM	WAXY-FM
6	WINZ-AM	WCHQ-AM	WGBS-AM
7	WCHQ-AM	WIOD-AM	WOCN-AM
8	WVOK-AM	WMJX-FM	WAIA-FM
9	WOCN-AM	WVOK-AM	WCHQ-FM
10	WVCG-AM	WLYF-FM	WVWL-FM

M-F, 3-7pm

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WQAM-AM	WQBA-AM	WCHQ-FM
3	WQBA-AM	WQAM-AM	WCHQ-AM
4	WCHQ-AM	WMJX-FM	WAXY-FM
5	WGBS-AM	WVOK-AM	WQBA-AM
6	WCHQ-FM	WLYF-FM	WSDO-FM
7	WMJX-FM	WGBS-AM	WAIA-FM
8	WVOK-AM	WCHQ-FM	WINZ-AM
9	WLYF-FM	WINZ-AM	WVWL-FM
10	WVWL-FM	WCHQ-AM	WMJX-FM

Format Penetration Chart

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



Miami-Ft. Lauderdale

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 20469

	A/M '78	O/N '78	A/M '79
1	WHYI-FM	8.6	WHYI-FM (M) 8.4
2	WLYF-FM	8.4	WQBA-AM (M) 8.4
3	WQBA-AM	6.9	WLYF-FM (M) 6.7
4	WYOR-FM	5.5	WINZ-AM (M) 5.8
5	WINZ-AM	4.8	WYOR-FM (M) 5.8
6	WCHQ-AM	4.7	WIOD-AM (M) 4.3
7	WMJX-FM	4.4	WCHQ-FM (M) 4.2
8	WINZ-FM	3.9	WAXY-FM (M) 4.2
9	WAIA-FM	3.6	WMJX-FM (M) 3.3
10	WIOD-AM	3.4	WKAT-AM (M) 3.2
11	WQAM-AM	3.4	WVCG-AM (M) 3.1
12	WVCG-AM	3.2	WQAM-AM (M) 3.0
13	WFTL-AM	3.0	WKQS-FM (M) 2.6
14	WAXY-FM	3.0	WTMI-FM (M) 2.5
15	WGBS-AM	2.9	WCHQ-FM (M) 2.5
16	WSDO-FM	2.9	WEDR-FM (M) 2.5
17	WCHQ-FM	2.8	WAIA-FM (M) 2.4
18	WSHE-FM	2.5	WVWL-FM (M) 2.4
19	WEDR-FM	2.5	WOCN-AM (M) 2.3
20	WVWL-FM	1.9	WSHE-FM (M) 2.2
21	WRHC-AM	1.9	WFTL-AM (M) 1.9
22	WVOK-AM	1.8	WINZ-FM (M) 1.9
23	WKAT-AM	1.8	WRHC-AM (M) 1.8
24	WOCN-AM	1.7	WVOK-AM (M) 1.8
25	WRBD-AM	1.7	WSDO-FM (M) 1.8
26	WTMI-FM	1.6	WGBS-AM (M) 1.7
27	WMBM-AM	1.5	WVWL-FM (M) 1.5
28	WGMA-AM	1.1	WGMA-AM (M) 1.4
29	WCKO-FM	0.7	WRBD-AM (M) 1.3
30	WLOD-AM	0.7	WMBM-AM (M) 0.9
31	WVWL-FM	0.6	WCKO-FM (M) 0.8
32	WSRF-AM	0.4	WJOK-FM (M) 0.6
33	WVCG-FM	0.4	WVWL-FM (M) 0.5
34	WJOK-FM	0.2	WEXY-AM (M) 0.5
35			

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 20469

	A/M '78	O/N '78	A/M '79
1	WHYI-FM	321	WHYI-FM 309
2	WLYF-FM	316	WQBA-AM 306
3	WQBA-AM	259	WLYF-FM 246
4	WYOR-FM	207	WINZ-AM 212
5	WINZ-AM	178	WYOR-FM 211

M-F, 6-10am

1	WQBA-AM	WQBA-AM	WINZ-AM
2	WHYI-FM	WINZ-AM	WQBA-AM
3	WINZ-AM	WHYI-FM	WHYI-FM
4	WLYF-FM	WLYF-FM	WLYF-FM
5	WYOR-FM	WIOD-AM	WCHQ-AM

M-F, 3-7pm

1	WLYF-FM	WHYI-FM	WHYI-FM
2	WHYI-FM	WLYF-FM	WLYF-FM
3	WQBA-AM	WYOR-FM	WINZ-AM
4	WYOR-FM	WQBA-AM	WCHQ-AM
5	WQAM-AM	WINZ-AM	WQBA-AM

Teens
M-S, 6am-Midnight
POP(00): 2197

	A/M '78	O/N '78	A/M '79
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WMJX-FM	WMJX-FM	WEDR-FM
3	WEDR-FM	WEDR-FM	WSDO-FM
4	WQAM-AM	WQAM-AM	WMJX-FM
5	WINZ-FM	WSHE-FM	WSHE-FM

M-F, 6-10am

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WMJX-FM	WQAM-AM	WHYI-FM
3	WEDR-FM	WMJX-FM	WEDR-FM
4	WQAM-AM	WEDR-FM	WEDR-FM
5	WSHE-FM	WVWL-FM	WVWL-FM

M-F, 3-7pm

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WMJX-FM	WMJX-FM	WEDR-FM
3	WEDR-FM	WQAM-AM	WEDR-FM
4	WQAM-AM	WEDR-FM	WQBA-FM
5	WINZ-FM	WSHE-FM	WQAM-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 5838

	A/M '78	O/N '78	A/M '79
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WINZ-FM	WAXY-FM	WAIA-FM
3	WMJX-FM	WVWL-FM	WAXY-FM
4	WAIA-FM	WSHE-FM	WCHQ-FM
5	WCHQ-AM	WMJX-FM	WEDR-FM

M-F, 6-10am

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WMJX-FM	WAXY-FM	WAIA-FM
3	WINZ-FM	WQBA-AM	WAXY-FM
4	WQAM-AM	WQAM-AM	WVWL-FM
5	WGBS-AM	WVWL-FM	WEDR-FM

M-F, 3-7pm

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WQAM-AM	WAXY-FM	WAXY-FM
3	WINZ-FM	WVWL-FM	WAIA-FM
4	WAXY-FM	WMJX-FM	WCHQ-FM
5	WSHE-FM	WSHE-FM	WVWL-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 7257

	A/M '78	O/N '78	A/M '79
1	WHYI-FM	WQBA-AM	WHYI-FM
2	WCHQ-AM	WHYI-FM	WCHQ-AM
3	WLYF-FM	WCHQ-AM	WCHQ-FM
4	WQBA-AM	WAXY-FM	WQBA-AM
5	WAIA-FM	WLYF-FM	WAIA-FM

M-F, 6-10am

1	WHYI-FM	WQBA-AM	WHYI-FM
2	WQBA-AM	WHYI-FM	WHYI-FM
3	WLYF-FM	WCHQ-AM	WCHQ-AM
4	WGBS-AM	WIOD-AM	WAIA-FM
5	WAIA-FM	WAXY-FM	WINZ-AM

M-F, 3-7pm

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WLYF-FM	WAXY-FM	WCHQ-FM
3	WAXY-FM	WCHQ-AM	WCHQ-AM
4	WAIA-FM	WLYF-FM	WAIA-FM
5	WCHQ-AM	WYOR-FM	WAXY-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 20469

	A/M '78	O/N '78	A/M '79
1	WHYI-FM	4468	WHYI-FM 4454
2	WLYF-FM	3190	WIOD-AM 3595
3	WINZ-AM	3100	WINZ-AM 3236
4	WMJX-FM	2649	WLYF-FM 2126
5	WQAM-AM	2496	WMJX-FM 2000

M-F, 6-10am

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WINZ-AM	WINZ-AM	WINZ-AM
3	WLYF-FM	WLYF-FM	WLYF-FM
4	WGBS-AM	WQBA-AM	WQBA-AM
5	WQAM-AM	WIOD-AM	WGBS-AM

M-F, 3-7pm

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WLYF-FM	WLYF-FM	WLYF-FM
3	WINZ-AM	WMJX-FM	WINZ-AM
4	WQAM-AM	WINZ-AM	WAXY-FM
5	WMJX-FM	WQAM-AM	WAIA-FM

Teens
M-S, 6am-Midnight
POP(00): 2197

	A/M '78	O/N '78	A/M '79
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WMJX-FM	WMJX-FM	WSDO-FM
3	WQAM-AM	WQAM-AM	WMJX-FM
4	WEDR-FM	WINZ-AM	WQAM-AM
5	WSHE-FM	WEDR-FM	WAXY-FM

M-F, 6-10am

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WMJX-FM	WMJX-FM	WQAM-AM
3	WQAM-AM	WQAM-AM	WGBS-AM
4	WEDR-FM	WGBS-AM	WVWL-FM
5	WSHE-FM	WEDR-FM	WINZ-FM

M-F, 3-7pm

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WMJX-FM	WHYI-FM	WHYI-FM
3	WQAM-AM	WQAM-AM	WSDO-FM
4	WEDR-FM	WEDR-FM	WEDR-FM
5	WSHE-FM	WINZ-FM	WQAM-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 5838

	A/M '78	O/N '78	A/M '79
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WQAM-AM	WMJX-FM	WAXY-FM
3	WMJX-FM	WQAM-AM	WVWL-FM
4	WGBS-AM	WAXY-FM	WAIA-FM
5	WINZ-FM	WINZ-FM	WMJX-FM

M-F, 6-10am

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WQAM-AM	WQAM-AM	WAIA-FM
3	WINZ-AM	WMJX-FM	WAXY-FM
4	WGBS-AM	WGBS-AM	WQAM-AM
5	WMJX-FM	WAXY-FM	WVWL-FM

M-F, 3-7pm

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WQAM-AM	WMJX-FM	1046
3	WINZ-AM	WQAM-AM	633
4	WSHE-FM	WVWL-FM	631
5	WAXY-FM	WAXY-FM	607

Adults 25-49
M-S, 6am-Midnight
POP(00): 7257

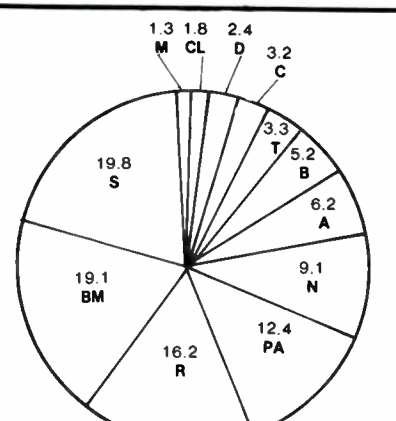
	A/M '78	O/N '78	A/M '79
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WQAM-AM	WMJX-FM	633
3	WINZ-AM	WQAM-AM	631
4	WSHE-FM	WVWL-FM	607
5	WAXY-FM	WAXY-FM	600

M-F, 6-10am

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WQAM-AM	WHYI-FM	WHYI-FM
3	WAXY-FM	WAXY-FM	WAXY-FM
4	WGBS-AM	WMJX-FM	WAIA-FM
5	WLYF-FM	WQAM-AM	WQBA-AM

M-F, 3-7pm

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WLYF-FM	WAXY-FM	WAXY-FM
3	WAXY-FM	WLYF-FM	WAIA-FM
4	WQAM-AM	WMJX-FM	WINZ-AM
5	WLYF-FM	WQAM-AM	WQBA-AM



1980: The Year Of The Egg



**Golden Egg Builds
Strong Ratings
Five Ways...**

Milwaukee

METRO RANK

25

A/M '79 Market Overview

Brewers baseball helped P/A standby **WTMJ** continue to lead market with a 16 share of the 12+ audience. Outside ad campaign consisted of billboards. **WTMJ** was very strong 25+.

Jim Schulke's Beautiful Music sound scored again, this time for **WEZW**, which picked up almost three shares to rank second in the Milwaukee metro. Like **WTMJ**, **WEZW** attracts 25+ listeners in large numbers. Outside ad campaign based on billboards, some print promoted station during sweep.

P/A station **WISN** rebounded from down book in O/N '78, advancing well in young adults. **WISN** stands third among all stations, 12+. "Say It And Win" on-air contest is used, as well as outside advertising using extensive amounts of TV, print, and billboards.

The leading Country station in the market, **WBCS-FM**, had its best book ever in A/M '79. **WBCS** jumped almost two shares, 12+. One of the keys to success for this station was that **WBCS-FM** used a direct mail campaign to zero in on target listeners. No other outside advertising was used, in contrast to the previous book during which much was spent on TV and other media. **WBCS-FM** scores well with young adults. After this book, former competitor **WEMP** announced it was shifting from Country to P/A.

The top station in Milwaukee, in terms of reaching adults 18-34, is **AOR WLPX**. This **Burkhardt/Abrams** station had a stable book, with a share in the 7 range among adults 12+. Usual type of "street" giveaway — LP's, concert tickets, etc. were employed. Outside ad campaign used TV and billboards.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 11623

A/M '78	O/N '78	A/M '79
1 WTMJ-AM	18.3	17.7
2 WISN-AM	10.5	9.9
3 WZUU-AF	8.7	8.1
4 WEZW-FM	7.7	7.5
5 WOKY-AM	7.4	7.2
6 WBCS-AF	7.1	6.7
7 WLPX-FM	5.7	4.4
8 WEMP-AM	3.8	4.3
9 WFRM-FM	3.6	4.3
10 WTKI-FM	3.2	3.3
11 WNUW-FM	2.4	3.3
12 WQFM-FM	2.0	2.7
13 WAWA-AM	1.9	2.3
14 WBRK-FM	1.9	2.1
15 WZMF-FM	1.7	1.9
16 WBRM-AM	1.5	1.7
17 WRKR-FM	1.4	1.4
18 WTKM-AF	1.3	1.4
19 WGN-AM	1.2	1.4
20 WMAQ-AM	0.9	1.0
21 WNOU-AM	0.8	0.9
22 WYLO-AM	0.8	0.9
23 WAWA-FM	0.7	0.8
24 WBRV-AM	0.6	0.8
25 WBLR-AF	0.5	0.7
26 WAIK-AM	0.4	0.6
27		0.6
28		0.1
29		0.0

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 11623

A/M '78	O/N '78	A/M '79
1 WTMJ-AM	339	330
2 WISN-AM	195	184
3 WZUU-AF	161	152
4 WEZW-FM	143	144
5 WOKY-AM	137	139
6 WBCS-AF	131	124
7 WLPX-FM	105	82
8 WEMP-AM	70	81
9 WFRM-FM	67	80
10 WTKI-FM	60	62

M-F, 3-7pm

1 WTMJ-AM	WTMJ-AM	WTMJ-AM
2 WISN-AM	WEZW-FM	WEZW-FM
3 WEZW-FM	WOKY-AM	WISN-AM
4 WZUU-AF	WLPX-FM	WLPX-FM
5 WOKY-AM	WISN-AM	WZUU-FM
6 WBCS-AF	WZUU-FM	WOKY-AM
7 WLPX-FM	WEMP-AM	WBCS-FM
8 WEMP-AM	WNUW-FM	WQFM-FM
9 WFRM-FM	WBCS-FM	WFRM-FM
10 WTKI-FM	WTKI-FM	WEMP-AM

Teens

M-S, 6am-Midnight
POP(00): 1608

A/M '78	O/N '78	A/M '79
1 WZUU-AF	WLPX-FM	WZUU-FM
2 WOKY-AM	WZUU-FM	WLPX-FM
3 WLPX-FM	WOKY-AM	WOKY-AM
4 WZMF-FM	WTKI-FM	WTMJ-AM
5 WTMJ-AM	WRKR-FM	WRKR-FM
6 WTKI-FM	WAWA-AM	WTKI-FM
7 WRKR-FM	WTMJ-AM	WNUW-FM
8 WAWA-AM	WQFM-FM	WQFM-FM
9 WQFM-FM	WZMF-FM	WLUW-FM
10 WISN-AM	WBCS-FM	WISN-AM

M-F, 6-10am

1 WZUU-AF	WZUU-FM	WZUU-FM
2 WOKY-AM	WOKY-AM	WOKY-AM
3 WLPX-FM	WLPX-FM	WLPX-FM
4 WAWA-AM	WTMJ-AM	WTMJ-AM
5 WTMJ-AM	WTKI-FM	WRKR-FM
6 WZMF-FM	WISN-AM	WISN-AM
7 WRKR-FM	WRKR-FM	WTKI-FM
8 WAWA-AM	WQFM-FM	WBCS-FM
9 WNOU-AM	WZMF-FM	WQFM-FM
10 WTKI-FM	WZUU-AM	WNUW-FM

M-F, 3-7pm

1 WZUU-AF	WLPX-FM	WZUU-FM
2 WOKY-AM	WOKY-AM	WOKY-AM
3 WLPX-FM	WZUU-FM	WLPX-FM
4 WZMF-FM	WTKI-FM	WLPX-FM
5 WTMJ-AM	WRKR-FM	WTKI-FM
6 WTKI-FM	WAWA-AM	WNUW-FM
7 WRKR-FM	WQFM-FM	WLUW-FM
8 WQFM-FM	WZUU-AM	WZUU-FM
9 WISN-AM	WAWA-AM	WRKR-FM
10 WBCS-AF	WTMJ-AM	WBCS-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 4090

A/M '78	O/N '78	A/M '79
1 WISN-AM	WLPX-FM	WLPX-FM
2 WZUU-AF	WZUU-FM	WISN-AM
3 WLPX-FM	WISN-AM	WZUU-FM
4 WTMJ-AM	WOKY-AM	WOKY-AM
5 WOKY-AM	WTMJ-AM	WEZW-FM
6 WTKI-FM	WQFM-FM	WTKI-FM
7 WBCS-AF	WEZW-FM	WTMJ-AM
8 WEZW-FM	WTKI-FM	WBCS-FM
9 WQFM-FM	WBCS-FM	WTKI-FM
10 WFRM-FM	WZMF-FM	WLUW-FM

M-F, 6-10am

1 WZUU-AF	WOKY-AM	WZUU-FM
2 WISN-AM	WISN-AM	WISN-AM
3 WOKY-AM	WZUU-FM	WOKY-AM
4 WTMJ-AM	WLPX-FM	WLPX-FM
5 WLPX-FM	WLPX-FM	WQFM-FM
6 WBCS-AF	WQFM-FM	WTMJ-AM
7 WEZW-FM	WBCS-FM	WEZW-FM
8 WTKI-FM	WEZW-FM	WBCS-FM
9 WQFM-FM	WTKI-FM	WTKI-FM
10 WEMP-AM	WEMP-AM	WZUU-AM

M-F, 3-7pm

1 WISN-AM	WLPX-FM	WLPX-FM
2 WLPX-FM	WOKY-AM	WISN-AM
3 WZUU-AF	WZUU-FM	WZUU-FM
4 WTMJ-AM	WISN-AM	WOKY-AM
5 WOKY-AM	WEZW-FM	WQFM-FM
6 WBCS-AF	WTMJ-AM	WEZW-FM
7 WEZW-FM	WQFM-FM	WTMJ-AM
8 WQFM-FM	WTKI-FM	WRKR-FM
9 WTKI-FM	WZMF-FM	WISN-AM
10 WFRM-FM	WAWA-AM	WLUW-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 4694

A/M '78	O/N '78	A/M '79
1 WTMJ-AM	WTMJ-AM	WTMJ-AM
2 WISN-AM	WISN-AM	WISN-AM
3 WBCS-AF	WEZW-FM	WISN-AM
4 WOKY-AM	WOKY-AM	WEZW-FM
5 WEZW-FM	WBCS-FM	WBCS-FM
6 WZUU-AF	WNUW-FM	WOKY-AM
7 WEMP-AM	WEMP-AM	WLPX-FM
8 WFRM-FM	WZUU-FM	WQFM-FM
9 WTKI-FM	WEMP-AM	WFRM-FM
10 WLPX-FM	WLPX-FM	WBCS-AM

M-F, 6-10am

1 WTMJ-AM	WTMJ-AM	WISN-AM
2 WISN-AM	WISN-AM	WTMJ-AM
3 WOKY-AM	WOKY-AM	WZUU-FM
4 WZUU-AF	WBCS-FM	WOKY-AM
5 WBCS-AF	WEZW-FM	WBCS-FM
6 WEMP-AM	WZUU-FM	WEZW-FM
7 WEZW-FM	WEMP-AM	WQFM-FM
8 WFRM-FM	WNUW-FM	WZUU-AM
9 WLPX-FM	WZUU-AM	WLPX-FM
10 WGN-AM	WQFM-FM	WFRM-FM

M-F, 3-7pm

1 WTMJ-AM	WTMJ-AM	WTMJ-AM
2 WISN-AM	WISN-AM	WEZW-FM
3 WBCS-AF	WEZW-FM	WISN-AM
4 WEZW-FM	WOKY-AM	WBCS-FM
5 WOKY-AM	WBCS-FM	WZUU-FM
6 WEMP-AM	WEMP-AM	WOKY-AM
7 WFRM-FM	WNUW-FM	WLPX-FM
8 WZUU-AF	WZUU-FM	WEMP-AM
9 WNUW-FM	WTKI-FM	WFRM-FM
10 WTKI-FM	WFRM-FM	WQFM-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 11623

A/M '78	O/N '78	A/M '79
1 WTMJ-AM	4295	4487
2 WISN-AM	3377	3127
3 WOKY-AM	3193	3096
4 WZUU-AF	2916	2375
5 WLPX-FM	1945	2298
6 WEZW-FM	1841	2294
7 WBCS-AF	1800	1457
8 WTKI-FM	1465	1316
9 WEMP-AM	1062	1160
10 WFRM-FM	1015	1089

M-F, 6-10am

1 WTMJ-AM	WTMJ-AM	WTMJ-AM
2 WISN-AM	WISN-AM	WISN-AM
3 WOKY-AM	WOKY-AM	WOKY-AM
4 WZUU-AF	WZUU-FM	WZUU-FM
5 WBCS-AF	WEZW-FM	WEZW-FM
6 WLPX-FM	WLPX-FM	WLPX-FM
7 WEZW-FM	WBCS-FM	WBCS-FM
8 WTKI-FM	WQFM-FM	WQFM-FM
9 WEMP-AM	WEMP-AM	WTKI-FM
10 WQFM-FM	WTKI-FM	WEMP-AM

M-F, 3-7pm

1 WTMJ-AM	WTMJ-AM	WTMJ-AM
2 WZUU-AF	WOKY-AM	WISN-AM
3 WISN-AM	WISN-AM	WOKY-AM
4 WOKY-AM	WLPX-FM	WZUU-FM
5 WLPX-FM	WZUU-FM	WEZW-FM
6 WBCS-AF	WEZW-FM	WLPX-FM
7 WEZW-FM	WTKI-FM	WBCS-FM
8 WTKI-FM	WBCS-FM	WQFM-FM
9 WFRM-FM	WEMP-AM	WTKI-FM
10 WEMP-AM	WNUW-FM	WNUW-FM

Teens

M-S, 6am-Midnight
POP(00): 1608

A/M '78	O/N '78	A/M '79
1 WZUU-AF	WLPX-FM	WZUU-FM
2 WOKY-AM	WZUU-FM	WLPX-FM
3 WLPX-FM	WOKY-AM	WOKY-AM
4 WTMJ-AM	WTKI-FM	WTMJ-AM
5 WTKI-FM	WTMJ-AM	WTKI-FM
6 WRKR-FM	WRKR-FM	WNUW-FM
7 WZMF-FM	WQFM-FM	WRKR-FM
8 WQFM-FM	WZMF-FM	WISN-AM
9 WAWA-AM	WISN-AM	WQFM-FM
10 WISN-AM	WZUU-AM	WBCS-FM

M-F, 6-10am

1 WZUU-AF	WOKY-AM	WZUU-FM
2 WOKY-AM	WZUU-FM	WOKY-AM
3 WLPX-FM	WLPX-FM	WLPX-FM
4 WAWA-AM	WTKI-FM	WRKR-FM
5 WTMJ-AM	WTMJ-AM	WTMJ-AM
6 WTKI-FM	WRKR-FM	WISN-AM
7 WZMF-FM	WISN-AM	WNUW-FM
8 WRKR-FM	WQFM-FM	WBCS-FM
9 WNOU-AM	WZMF-FM	WTKI-FM
10 WISN-AM	WZUU-AM	WQFM-FM

M-F, 3-7pm

1 WZUU-AF	WLPX-FM	WZUU-FM
2 WOKY-AM	WZUU-FM	WOKY-AM
3 WLPX-FM	WOKY-AM	WLPX-FM
4 WTMJ-AM	WTKI-FM	WTMJ-AM
5 WTKI-FM	WQFM-FM	WTKI-FM
6 WRKR-FM	WRKR-FM	WRKR-FM
7 WQFM-FM	WISN-AM	WNUW-FM
8 WZMF-FM	WTMJ-AM	WLUW-FM
9 WISN-AM	WZMF-FM	WBCS-FM
10 WBCS-AF	WAWA-FM	WZUU-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 4090

A/M '78	O/N '78	A/M '79
1 WZUU-AF	WOKY-AM	WZUU-FM
2 WOKY-AM	WLPX-FM	WISN-AM
3 WISN-AM	WZUU-FM	WLPX-FM
4 WLPX-FM	WISN-AM	WOKY-AM
5 WTMJ-AM	WTMJ-AM	WTMJ-AM
6 WTKI-FM	WTKI-FM	WQFM-FM
7 WQFM-FM	WQFM-FM	WTKI-FM
8 WBCS-AF	WZMF-FM	WBCS-FM
9 WEZW-FM	WEZW-FM	WNUW-FM
10 WRKR-FM	WBCS-FM	WEZW-FM

M-F, 6-10am

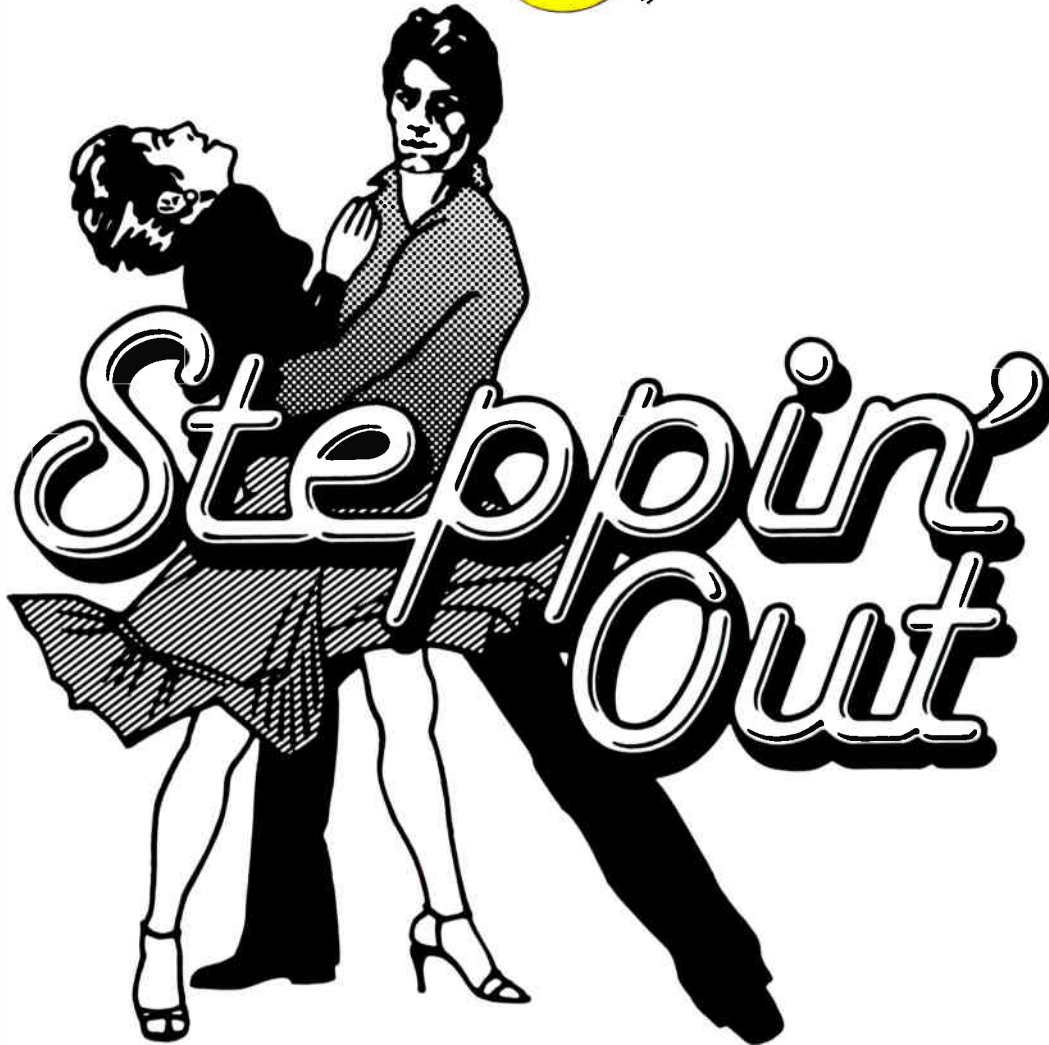
1 WZUU-AF	WOKY-AM	WISN-AM
2 WOKY-AM	WISN-AM	WZUU-FM
3 WISN-AM	WZUU-FM	WOKY-AM
4 WLPX-FM	WTMJ-AM	WLPX-FM
5 WTMJ-AM	WLPX-FM	WQFM-FM
6 WTKI-FM	WQFM-FM	WTMJ-AM
7 WQFM-FM	WTKI-FM	WBCS-FM
8 WBCS-AF	WEZW-FM	WTKI-FM
9 WEZW-FM	WBCS-FM	WZUU-AM
10 WRKR-FM	WZMF-FM	WEZW-FM

(Please turn to page 150)

The Egg



Dances



STEPPIN' OUT is a weekly 3-hour whirlwind sweep of America's dance scene. Each week, disco DJ's from 20 top clubs across the nation introduce their hottest records — and artists like Gloria Gaynor, Peaches & Herb and the Village People introduce their own hits — on this fast-paced, theatrical show now heard on 115 stations from coast-to-coast — including 42 of the top 50 markets.

Available to one station per market on a barter basis in Arbitron measured markets, and on a cash basis in unmeasured and foreign markets.

Golden Egg:

1373 Westwood Boulevard
Los Angeles, California 90024
(213) 475-0817

The Force In Radio Syndication

Please send information and
Demo on : **Steppin' Out**



Your Name _____

Title _____

Station _____

Address _____

Phone No. _____

Minneapolis-St. Paul

METRO RANK



A/M '79 Market Overview

At the risk of being redundant, the A/M '79 Arbitron again shows WCCO, the P/A giant, atop the Twin Cities market. WCCO is number one among adults 25-49 with a 26 share. Twins baseball and a full-service image help keep this leviathan rolling along.

Among the other stations, **Doubleday's KDWB-AM-FM** (simulcast during the sweep) earned a combined share of 8.3 among persons 12+. KDWB was #1 among teens and popular with young adults 18-34. Stations ran massive bumper sticker contest giving away over \$60,000 in cash and prizes. Over 400,000 bumper stickers were used during the promotion, and several \$10,000 cash awards were made. Lots of visibility and excitement for KDWB-AM-FM.

AOR stations **KQRS-AM-FM** (another simulcast situation) improved their stance, with a combined 12+ share of 7.9. KQRS is number one among young adults 18-34. Outside ads were placed in TV and print. Key to on-air success is "Superstars" format from **Burkhart/Abrams**. What's left of the P/A market after WCCO carves out its chunk was shared primarily among **KSTP** and **WCCO-FM**. KSTP's share of adults 25-49 was almost two points ahead of WCCO-FM in the A/M '79 survey.

Country station **WDGY** showed some worthwhile gains in this book. Factors that improved WDGY's numbers included promotions aimed at increasing time spent listening (which did occur), giving away 1000 prizes in 30 days. WDGY also had the NBC network affiliation for the first time this sweep. Outside advertising was limited to billboards only. Mid-days, PM drive showed most improvement for WDGY.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 16684

A/M '78	O/N '78	A/M '79
1 WCCO-AM 26.1	WCCO-AM 28.6	WCCO-AM(PA) 30.6
2 WCCO-FM 7.9	KEYE-FM 6.4	KQRS-FM(A) 6.7
3 KEYE-FM 7.4	WCCO-FM 6.0	KSTP-FM(PA) 6.1
4 KQRS-FM 7.1	KDWB-AM 5.4	WAYL-FM(PA) 6.0
5 KDWB-AM 6.0	KQRS-FM 5.3	KEYE-FM(PA) 6.0
6 WAYL-FM 4.4	WAYL-FM 5.1	WCCO-FM(PA) 5.8
7 KDWB-FM 4.2	KSTP-FM 5.0	WDGY-AM(C) 5.7
8 KSTP-FM 4.1	KSTP-AM 4.9	KDWB-AM(A) 5.1
9 KSTP-AM 4.1	WDGY-AM 4.6	KSTP-AM(A) 3.3
10 WDGY-AM 4.1	KDWB-FM 3.2	KDWB-FM(A) 3.2
11 KRSI-AM 2.6	KFMX-FM 2.6	WAYL-AM(PA) 2.0
12 WAYL-AM 2.0	KRSI-AM 2.1	WLLOL-FM(A) 1.9
13 KFMX-FM 2.0	WAYL-AM 1.7	KFMX-FM(A) 1.9
14 WNTC-AM 1.9	WNTC-AM 1.7	KQRS-AM(A) 1.2
15 KQRS-AM 1.8	WLLOL-FM 1.5	KRSI-AM(C) 1.1
16 KTCR-FM 1.5	KTCR-FM 1.5	KEYE-AM(PA) 1.0
17 WLLOL-AM 1.5	KEYE-AM 1.5	KTCR-FM(C) 1.0
18 KEYE-AM 1.5	KQRS-AM 1.4	KTCR-AM(C) 0.9
19 WLLOL-FM 1.2	WRKD-AM 0.7	WNTC-AM(PA) 0.6
20 KTCR-AM 0.4	KTCR-AM 0.3	WMIN-AM(PA) 0.5
21	KNDF-FM 0.3	WIXX-AM(PA) 0.4
22		WIXX-FM(A) 0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 16684

A/M '78	O/N '78	A/M '79
1 WCCO-AM 692	WCCO-AM 738	WCCO-AM 809
2 WCCO-FM 210	KEYE-FM 165	KQRS-FM 177
3 KEYE-FM 196	WCCO-FM 156	KSTP-FM 161
4 KQRS-FM 189	KDWB-AM 139	WAYL-FM 158
5 KDWB-AM 158	KQRS-FM 137	KEYE-FM 158
6 WAYL-FM 116	WAYL-FM 132	WCCO-FM 154
7 KDWB-FM 110	KSTP-FM 129	WDGY-AM 151
8 KSTP-FM 109	KSTP-AM 127	KDWB-AM 134
9 KSTP-AM 108	WDGY-AM 118	KSTP-AM 88
10 WDGY-AM 108	KDWB-FM 83	KDWB-FM 84

M-F, 6-10am

1 WCCO-AM	WCCO-AM	WCCO-AM
2 WCCO-FM	WCCO-FM	WCCO-FM
3 KQRS-FM	KSTP-AM	KSTP-FM
4 KDWB-AM	KEYE-FM	WDGY-AM
5 KSTP-AM	KDWB-AM	KQRS-FM
6 KEYE-FM	WDGY-AM	KDWB-FM
7 WAYL-FM	KQRS-FM	KEYE-FM
8 WDGY-AM	KSTP-FM	KSTP-AM
9 KSTP-FM	WAYL-FM	WAYL-FM
10 KDWB-FM	KDWB-FM	KDWB-FM

M-F, 3-7pm

1 WCCO-AM	WCCO-AM	WCCO-AM
2 WCCO-FM	KEYE-FM	KQRS-FM
3 KEYE-FM	WCCO-FM	KSTP-FM
4 KQRS-FM	KSTP-FM	WDGY-AM
5 KDWB-AM	KQRS-FM	KEYE-FM
6 WDGY-AM	WAYL-FM	WAYL-FM
7 KSTP-AM	KDWB-AM	KDWB-AM
8 KDWB-FM	KSTP-AM	WCCO-FM
9 KSTP-FM	WDGY-AM	KSTP-AM
10 WAYL-FM	KDWB-FM	KDWB-FM

Teens

M-S, 6am-Midnight
POP(00): 2303

A/M '78	O/N '78	A/M '79
1 KDWB-AM	KDWB-AM	KDWB-AM
2 KDWB-FM	KDWB-FM	KDWB-FM
3 KQRS-FM	KQRS-FM	KQRS-FM
4 KSTP-AM	KSTP-AM	WCCO-AM
5 WCCO-AM	KQRS-AM	KSTP-AM
6 KQRS-AM	WCCO-FM	WCCO-FM
7 WCCO-FM	WCCO-AM	KFMX-FM
8 WDGY-AM	WDGY-AM	KSTP-FM
9 KRSI-AM	KFMX-FM	WDGY-AM
10 KEYE-AM	KSTP-FM	KQRS-AM

M-F, 6-10am

1 KDWB-AM	KDWB-AM	KDWB-AM
2 KDWB-FM	KDWB-FM	KDWB-FM
3 WCCO-AM	WCCO-FM	KQRS-FM
4 KSTP-AM	KSTP-AM	WCCO-AM
5 KQRS-FM	KQRS-AM	KSTP-AM
6 WCCO-FM	KQRS-FM	WCCO-FM
7 KQRS-AM	WDGY-AM	KQRS-AM
8 WDGY-AM	KQRS-AM	KFMX-FM
9 KRSI-AM	KFMX-FM	KSTP-FM
10 KEYE-AM	WLLOL-FM	WDGY-AM

M-F, 3-7pm

1 KDWB-AM	KDWB-FM	KDWB-FM
2 KDWB-FM	KDWB-AM	KDWB-AM
3 KSTP-AM	KQRS-FM	KQRS-FM
4 KQRS-FM	KSTP-FM	KSTP-AM
5 KQRS-AM	KQRS-AM	WDGY-AM
6 WDGY-AM	WCCO-FM	WCCO-AM
7 WCCO-AM	KSTP-AM	KFMX-FM
8 WCCO-FM	WCCO-AM	KSTP-FM
9 KRSI-AM	WDGY-AM	KQRS-AM
10 KEYE-AM	WLLOL-FM	WCCO-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 6780

A/M '78	O/N '78	A/M '79
1 WCCO-FM	WCCO-AM	WCCO-AM
2 KQRS-FM	KQRS-FM	KQRS-FM
3 WCCO-AM	KSTP-AM	KSTP-FM
4 KSTP-AM	WCCO-FM	WCCO-FM
5 KSTP-FM	KSTP-FM	WDGY-AM
6 KDWB-AM	KDWB-AM	KSTP-AM
7 KEYE-FM	WDGY-AM	KEYE-FM
8 WDGY-AM	KEYE-FM	KDWB-AM
9 KFMX-FM	KFMX-FM	WLLOL-FM
10 KDWB-FM	WLLOL-FM	WAYL-FM

M-F, 6-10am

1 WCCO-AM	WCCO-AM	WCCO-AM
2 WCCO-FM	KSTP-AM	KSTP-FM
3 KQRS-FM	WCCO-FM	KQRS-FM
4 KSTP-AM	KQRS-FM	KSTP-AM
5 KDWB-AM	KSTP-FM	WCCO-FM
6 KSTP-FM	KDWB-AM	WDGY-AM
7 WDGY-AM	WDGY-AM	KEYE-FM
8 KEYE-FM	KEYE-FM	KDWB-AM
9 KQRS-AM	KFMX-FM	WLLOL-FM
10 KDWB-FM	WLLOL-FM	KFMX-FM

M-F, 3-7pm

1 WCCO-FM	KSTP-AM	KQRS-FM
2 KQRS-FM	WCCO-AM	KSTP-FM
3 WCCO-AM	KQRS-FM	WCCO-FM
4 KEYE-FM	WCCO-FM	WCCO-FM
5 KDWB-AM	KSTP-FM	WDGY-AM
6 WDGY-AM	KDWB-AM	KSTP-AM
7 KSTP-AM	KEYE-FM	KEYE-FM
8 KSTP-FM	WDGY-AM	KDWB-AM
9 KQRS-AM	KRSI-AM	WLLOL-FM
10 KFMX-FM	KFMX-FM	KFMX-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 7005

A/M '78	O/N '78	A/M '79
1 WCCO-AM	WCCO-AM	WCCO-AM
2 KEYE-FM	KEYE-FM	KSTP-FM
3 WCCO-FM	KSTP-FM	WDGY-AM
4 WDGY-AM	WCCO-FM	WCCO-FM
5 KSTP-FM	WDGY-AM	KEYE-FM
6 WAYL-FM	KSTP-AM	WAYL-FM
7 KQRS-FM	WAYL-FM	KSTP-AM
8 KSTP-AM	KQRS-FM	KQRS-AM
9 KRSI-AM	KDWB-AM	KDWB-AM
10 KDWB-AM	KRSI-AM	WAYL-AM

M-F, 6-10am

1 WCCO-AM	WCCO-AM	WCCO-AM
2 WCCO-FM	WCCO-FM	WCCO-FM
3 KEYE-FM	KSTP-AM	WDGY-AM
4 KSTP-AM	KEYE-FM	WCCO-FM
5 WDGY-AM	WDGY-AM	WCCO-FM
6 KSTP-FM	KSTP-FM	KEYE-FM
7 WAYL-FM	KQRS-FM	KDWB-AM
8 KRSI-AM	KDWB-AM	WAYL-FM
9 KDWB-AM	WNTC-AM	KFMX-FM
10 KQRS-FM	KRSI-AM	WLLOL-FM

M-F, 3-7pm

1 WCCO-AM	WCCO-AM	WCCO-AM
2 KEYE-FM	KEYE-FM	KSTP-FM
3 WCCO-FM	KSTP-AM	KDWB-AM
4 WDGY-AM	WDGY-AM	WCCO-FM
5 KSTP-FM	WCCO-FM	KEYE-FM
6 WAYL-FM	KSTP-AM	WAYL-FM
7 KQRS-FM	WAYL-FM	KSTP-AM
8 KSTP-AM	KQRS-FM	KQRS-FM
9 KDWB-AM	KDWB-AM	KDWB-AM
10 WLLOL-AM	KRSI-AM	WAYL-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 16684

A/M '78	O/N '78	A/M '79
1 WCCO-AM 8106	WCCO-AM 8782	WCCO-AM 9303
2 KDWB-AM 4101	KSTP-AM 3747	KDWB-AM 3300
3 KSTP-AM 3639	KDWB-AM 3659	WCCO-FM 3150
4 WCCO-FM 3228	WCCO-FM 2867	WAYL-FM 2550
5 WDGY-AM 2507	WDGY-AM 2498	KSTP-FM 2460
6 KEYE-FM 2467	KEYE-FM 2288	KSTP-FM 2460
7 KQRS-FM 2233	KQRS-FM 2274	WDGY-AM 2430
8 KDWB-FM 2080	KDWB-FM 2167	KQRS-FM 2400
9 WAYL-FM 1762	KSTP-FM 2143	KEYE-FM 2320
10 KSTP-FM 1753	WAYL-FM 1810	KDWB-FM 1930

M-F, 6-10am

1 WCCO-AM	WCCO-AM	WCCO-AM
2 KDWB-AM	KSTP-AM	KDWB-AM
3 KSTP-AM	KDWB-AM	KDWB-AM
4 WCCO-FM	WCCO-FM	KQRS-FM
5 KQRS-FM	KQRS-FM	KSTP-AM
6 WDGY-AM	WDGY-AM	KSTP-FM
7 KEYE-FM	KEYE-FM	WDGY-AM
8 KDWB-FM	KSTP-FM	KEYE-FM
9 KSTP-FM	KDWB-FM	WAYL-FM
10 WAYL-FM	WAYL-FM	KDWB-FM

M-F, 3-7pm

1 WCCO-AM	WCCO-AM	WCCO-AM
2 KDWB-AM	KDWB-AM	KDWB-AM
3 KSTP-AM	KSTP-AM	KQRS-FM
4 WCCO-FM	WCCO-FM	KSTP-FM
5 KEYE-FM	KQRS-FM	WCCO-FM
6 KQRS-FM	KEYE-FM	WDGY-AM
7 WDGY-AM	WDGY-AM	KSTP-AM
8 KDWB-FM	KSTP-FM	KEYE-FM
9 KRSI-AM	KDWB-FM	WAYL-FM
10 KSTP-FM	WAYL-FM	KDWB-FM

Teens

M-S, 6am-Midnight
POP(00): 2303

A/M '78	O/N '78	A/M '79
1 KDWB-AM	KDWB-AM	KDWB-AM
2 KDWB-FM	KDWB-FM	KDWB-FM
3 KSTP-AM	KSTP-AM	WCCO-AM
4 WCCO-AM	KQRS-FM	KQRS-FM
5 KQRS-FM	WCCO-AM	KSTP-AM
6 WCCO-FM	KQRS-AM	WCCO-FM
7 WDGY-AM	WCCO-FM	KSTP-FM
8 KQRS-AM	WDGY-AM	KFMX-FM
9 KRSI-AM	KSTP-FM	KQRS-AM
10 KSTP-FM	KFMX-FM	WDGY-AM

M-F, 6-10am

1 KDWB-AM	KDWB-AM	KDWB-AM
2 KDWB-FM	KDWB-FM	KQRS-FM
3 WCCO-AM	KSTP-AM	WCCO-AM
4 KSTP-AM	WCCO-AM	KDWB-FM
5 KQRS-FM	KQRS-FM	KSTP-AM
6 KQRS-AM	WCCO-FM	WCCO-FM
7 WCCO-FM	KQRS-AM	KQRS-AM
8 WDGY-AM	WDGY-AM	KSTP-FM
9 KSTP-FM	KFMX-FM	WDGY-AM
10 KEYE-AM	KRSI-AM	KFMX-FM

M-F, 3-7pm

1 KDWB-AM	KDWB-AM	KDWB-AM
2 KDWB-FM	KDWB-FM	KDWB-FM
3 KSTP-AM	KSTP-AM	KQRS-FM
4 KQRS-FM	KQRS-FM	KSTP-AM
5 WDGY-AM	KQRS-AM	WCCO-AM
6 KQRS-AM	KSTP-FM	WCCO-FM
7 WCCO-AM	WCCO-FM	KSTP-FM
8 WDGY-AM	WDGY-AM	KFMX-FM
9 KSTP-FM	KFMX-FM	WDGY-AM
10 KEYE-AM	KRSI-AM	KFMX-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 6780

A/M '78	O/N '78	A/M '79
1 KSTP-AM	WCCO-AM	WCCO-AM
2 KDWB-AM	KSTP-AM	KSTP-FM
3 WCCO-AM	KDWB-AM	KSTP-AM
4 WCCO-FM	WCCO-FM	WCCO-FM
5 KQRS-FM	KQRS-FM	KDWB-AM
6 WDGY-AM	KSTP-FM	KQRS-FM
7 KSTP-FM	WDGY-AM	WDGY-AM
8 KQRS-AM	KQRS-AM	WLLOL-FM
9 KFMX-FM	KDWB-FM	KDWB-FM
10 KDWB-FM	KFMX-FM	KEYE-FM

M-F, 6-10am

1 KSTP-AM	WCCO-AM	WCCO-AM
2 WCCO-AM	KSTP-AM	KSTP-AM
3 WCCO-FM	WCCO-FM	KSTP-FM
4 KDWB-AM	KQRS-FM	KQRS-FM
5 KQRS-FM	KDWB-AM	KDWB-AM
6 WDGY-AM	KSTP-FM	WCCO-FM
7 KSTP-FM	WDGY-AM	WDGY-AM
8 KQRS-AM	KQRS-AM	WLLOL-FM
9 KDWB-FM	KEYE-FM	KDWB-FM
10 KEYE-FM	KDWB-FM	KEYE-FM

The Egg Rocks



ROCKIN' OUT

The legends and the latest in rock-and-roll are spotlighted in **ROCKIN' OUT** — a 2-hour weekly show featuring the week's hottest rock-and-roll as reported live by disc jockeys from leading rock stations coast-to-coast — plus cameo appearances by four top rock stars introducing cuts from their current albums. Hosted by fabled programmer Buzz Bennett and consulted by Lee Abrams, **ROCKIN' OUT** premieres Winter 1980.

Available to one station per market on a barter basis in Arbitron measured markets, and on a cash basis in unmeasured and foreign markets.

Golden Egg:

1373 Westwood Boulevard
Los Angeles, California 90024
(213) 475-0817

The Force In Radio Syndication

Please send information and
Demo on: **Rockin' Out**



Your Name _____

Title _____

Station _____

Address _____

Phone No. _____

Minneapolis-St. Paul
Continued

M-F, 3-7pm

1 KSTP-AM	KSTP-AM	WCCO-AM
2 WCCO-FM	WCCO-AM	KQRS-FM
3 KDWB-AM	KDWB-AM	KSTP-FM
4 KQRS-FM	KQRS-FM	WCCO-FM
5 WCCO-AM	WCCO-FM	KSTP-AM
6 WDGY-AM	KSTP-FM	KDWB-AM
7 KQRS-AM	WDGY-AM	WDGY-AM
8 KSTP-FM	KQRS-AM	WLOL-FM
9 KEEY-FM	KDWB-FM	KDWB-FM
10 KFMY-FM	KFMY-FM	KEEY-FM

Adults 25-49
M-S, 8am-Midnight
POP(00): 7005

A/M '78	O/N '78	A/M '79
1 WCCO-AM	WCCO-AM	WCCO-AM
2 WDGY-AM	KSTP-AM	WDGY-AM
3 WCCO-FM	WCCO-FM	WCCO-FM
4 KSTP-AM	WDGY-AM	KSTP-FM
5 KEEY-FM	KDWB-AM	WAYL-FM
6 KDWB-AM	KSTP-FM	KEEY-FM
7 WAYL-FM	KEEY-FM	KDWB-AM
8 KSTP-FM	WAYL-FM	KSTP-AM
9 KRSI-AM	KQRS-FM	WAYL-AM
10 KQRS-FM	KRSI-AM	KQRS-FM

M-F, 6-10am

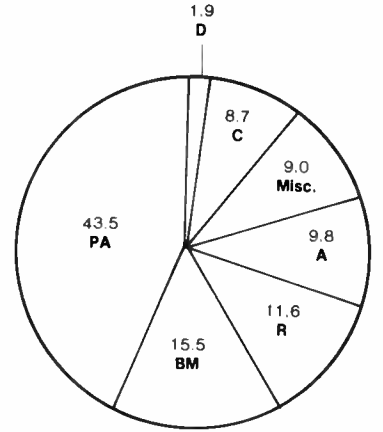
1 WCCO-AM	WCCO-AM	WCCO-AM
2 WCCO-FM	KSTP-AM	WDGY-AM
3 KSTP-AM	WCCO-FM	WCCO-FM
4 WDGY-AM	WDGY-AM	KSTP-FM
5 KEEY-FM	KEEY-FM	KDWB-AM

6 KSTP-FM	KSTP-FM	KSTP-AM
7 KDWB-AM	KDWB-AM	WAYL-FM
8 KRSI-AM	KQRS-FM	KEEY-FM
9 WAYL-FM	WAYL-FM	WAYL-AM
10 KQRS-FM	WAYL-AM	WLLOL-FM

M-F, 3-7pm

1 WCCO-AM	WCCO-AM	WCCO-AM
2 WDGY-AM	WCCO-FM	WDGY-AM
3 KEEY-FM	KSTP-AM	KSTP-FM
4 KSTP-AM	WDGY-AM	WCCO-FM
5 WCCO-FM	KSTP-FM	KSTP-AM
6 KDWB-AM	KEEY-FM	WAYL-FM
7 KSTP-FM	KDWB-AM	KDWB-AM
8 WAYL-FM	KQRS-FM	KEEY-FM
9 KRSI-AM	WAYL-FM	WAYL-AM
10 KEEY-AM	KDWB-FM	KQRS-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.

Milwaukee

Continued from page 146

M-F, 3-7pm

1 WZUU-AF	WOKY-AM	WLPX-FM
2 WISN-AM	WLPX-FM	WZUU-FM
3 WOKY-AM	WISN-AM	WISN-AM
4 WLPX-FM	WZUU-FM	WOKY-AM
5 WKTJ-FM	WKTJ-FM	WQFM-FM
6 WTMJ-AM	WTMJ-AM	WTMJ-AM
7 WBCS-AF	WQFM-FM	WBCS-FM
8 WQFM-FM	WZMF-FM	WKTJ-FM
9 WRKR-FM	WEZW-FM	WNUW-FM
10 WFMR-FM	WBCS-FM	WEZW-FM

Adults 25-49
M-S, 8am-Midnight
POP(00): 4694

A/M '78	O/N '78	A/M '79
1 WTMJ-AM	WTMJ-AM	WTMJ-AM
2 WISN-AM	WISN-AM	WISN-AM
3 WOKY-AM	WOKY-AM	WOKY-AM
4 WZUU-AF	WEZW-FM	WEZW-FM
5 WBCS-AF	WEMP-AM	WZUU-FM
6 WEZW-FM	WZUU-FM	WBCS-FM
7 WEMP-AM	WBCS-FM	WLPX-FM
8 WFMR-FM	WLPX-FM	WEMP-AM
9 WKTJ-FM	WKTJ-FM	WQFM-FM
10 WLPX-FM	WNUW-FM	WBCS-AM

M-F, 8-10am

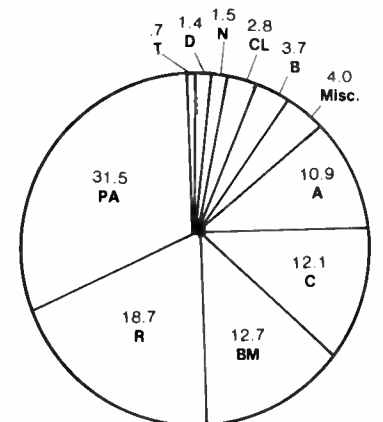
1 WTMJ-AM	WTMJ-AM	WISN-AM
2 WISN-AM	WISN-AM	WTMJ-AM
3 WOKY-AM	WOKY-AM	WOKY-AM
4 WZUU-AF	WEZW-FM	WZUU-FM
5 WBCS-AF	WBCS-FM	WEZW-FM

6 WEMP-AM	WZUU-FM	WBCS-FM
7 WEZW-FM	WEMP-AM	WLPX-FM
8 WKTJ-FM	WNUW-FM	WEMP-AM
9 WFMR-FM	WKTJ-FM	WQFM-FM
10 WLPX-FM	WFMR-FM	WBCS-AM

M-F, 3-7pm

1 WTMJ-AM	WTMJ-AM	WISN-AM
2 WISN-AM	WISN-AM	WTMJ-AM
3 WBCS-AF	WOKY-AM	WOKY-AM
4 WOKY-AM	WEZW-FM	WEZW-FM
5 WZUU-AF	WEMP-AM	WZUU-FM
6 WEMP-AM	WBCS-FM	WBCS-FM
7 WEZW-FM	WZUU-FM	WLPX-FM
8 WFMR-FM	WNUW-FM	WEMP-AM
9 WKTJ-FM	WLPX-FM	WQFM-FM
10 WLPX-FM	WKTJ-FM	WBCS-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.

The Egg Goes Broadway



The Great American Musical

From the Great White Way to the silver screen, America's greatest musicals — and exclusive interviews with the superstars who brought them to us — come to you on **THE GREAT AMERICAN MUSICAL**. From the days of Show Boat to the latest Broadway hits — with in-person appearances by legends like Astaire, Merman and Channing — with tributes to greats like Garland and Busby Berkeley — **THE GREAT AMERICAN MUSICAL** is a weekly 2-hour spectacular hosted by Gavin Award-winning Chuck Southcott. Premieres Winter 1980.

Available to one station per market on a barter basis in Arbitron measured markets, and on a cash basis in unmeasured and foreign markets.

Golden Egg:

1373 Westwood Boulevard
Los Angeles, California 90024
(213) 475-0817

The Force In Radio Syndication

Please send information and
Demo on: **The Great American
Musical**



Your Name

Title

Station

Address

Phone No.

Mobile

METRO RANK

82

A/M '79 Market Overview

Top 40 Rock station **WKRQ** slides for second consecutive report but still ranks #1 12+, with almost 15% of the market. **WKRQ** is tops with adults 18-34 and with teens. Station promotes extensively, using "Cash Call" contest, bumper sticker campaign, and many personal appearances throughout the market. Outside ad campaign consisted of a heavy showing of billboards and some animated :10 TV spots.

One of the most resurgent stations in this survey was Black-formatted **WBLX**. **WBLX** ranks second 12+ in the metro and scored well across a broad range of demos. Station ran no outside ads but concentrated instead on promotions on-air. Big event was fifth birthday party which fell on May 14. Station air sound consists of mix of Dancemusical, Jazz, Top 40 and Pop/Rhythm tracks.

Another station that almost doubled its 12+ share is Country entry **WKSJ-FM**. **WKSJ** advanced five shares and is now #1 among adults 25-49. Station used "I love you Mobile" campaign. Outside advertising was placed in TV and billboards. **WKSJ-FM** scored advances across all major dayparts, pulled especially well among male audiences.

Beautiful Music **WLPR** had a stable book, remaining with about an 11 share of the total 12+ audience in the metro. Now ranked fourth overall, **WLPR** skews to 35+ demos, programs **Schulke** format. No on-air contests.

AOR leader for the Mobile market is **WABB-FM**. **WABB-FM**'s numbers were down in this book due to drastic decline in young adult numbers, especially men in AM drive and women in the evening. **WABB-FM** is, though, still number two among adults 18-34. Station dominated area with very heavy billboard showing, gave away a Trans Am during station promotion.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 3413

	A/M '78	O/N '78	A/M '79
1 WKRQ-FM	21.7	WKRQ-FM	19.3
2 WABB-AF	17.5	WABB-FM	14.9
3 WKSJ-AF	11.4	WLPR-FM	11.2
4 WUNI-AM	10.7	WKRQ-AM	9.0
5 WBLX-FM	7.8	WUNI-AM	8.6
6 WLPR-FM	7.4	WBLX-FM	7.1
7 WKRQ-AM	5.3	WABB-FM	6.3
8 WGOK-AM	5.3	WKSJ-FM	5.9
9 WMDB-AM	3.8	WMDB-AM	5.3
10 WMOD-AM	2.9	WGOK-AM	5.1
11 WLIQ-AM	2.1	WMOD-AM	2.4
12 WMGF-FM	1.1	WKSJ-AM	1.0
13 WBCA-AM	0.8	WLIQ-AM	1.0
14		WJLQ-FM	0.8
15		WHSF-FM	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3413

	A/M '78	O/N '78	A/M '79
1 WKRQ-FM	103	WKRQ-FM	98
2 WABB-AF	83	WABB-FM	76
3 WKSJ-AF	54	WLPR-FM	57
4 WUNI-AM	51	WKRQ-AM	46
5 WBLX-FM	37	WUNI-AM	44

M-F, 6-10am

1 WABB-AF	WKRQ-FM	WKRQ-FM
2 WKRQ-FM	WKRQ-AM	WKSJ-FM
3 WUNI-AM	WABB-FM	WUNI-AM
4 WKSJ-AF	WLPR-FM	WKRQ-AM
5 WKRQ-AM	WUNI-AM	WLPR-FM

M-F, 3-7pm

1 WKRQ-FM	WKRQ-FM	WKRQ-FM
2 WABB-AF	WABB-FM	WKSJ-FM
3 WKSJ-AF	WLPR-FM	WBLX-FM
4 WBLX-FM	WUNI-AM	WLPR-FM
5 WUNI-AM	WBLX-FM	WUNI-AM

Teens
M-S, 6am-Midnight
POP(00): 519

	A/M '78	O/N '78	A/M '79
1 WABB-AF	WKRQ-FM	WKRQ-FM	
2 WKRQ-FM	WABB-FM	WABB-FM	
3 WBLX-FM	WABB-AM	WBLX-FM	
4 WGOK-AM	WBLX-FM	WABB-AM	
5 WMGF-FM	WGOK-AM	WGOK-AM	

M-F, 6-10am

1 WABB-AF	WKRQ-FM	WKRQ-FM
2 WKRQ-FM	WABB-FM	WABB-FM
3 WBLX-FM	WABB-AM	WABB-AM
4 WGOK-AM	WBLX-FM	WBLX-FM
5 WKSJ-AF	WGOK-AM	WUNI-AM

M-F, 3-7pm

1 WKRQ-FM	WKRQ-FM	WABB-FM
2 WABB-AF	WABB-FM	WBLX-FM
3 WKRQ-FM	WBLX-FM	WKRQ-FM
4 WGOK-AM	WABB-AM	WABB-AM
5 WMOD-AM	WKRQ-AM	WGOK-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1183

	A/M '78	O/N '78	A/M '79
1 WKRQ-FM	WKRQ-FM	WKRQ-FM	
2 WABB-AF	WABB-FM	WABB-FM	
3 WKSJ-AF	WBLX-FM	WBLX-FM	
4 WUNI-AM	WKSJ-FM	WKSJ-FM	
5 WBLX-FM	WLPR-FM	WABB-AM	

M-F, 6-10am

1 WABB-AF	WKRQ-FM	WKRQ-FM
2 WKRQ-FM	WABB-FM	WABB-FM
3 WKSJ-AF	WKSJ-FM	WKSJ-FM
4 WUNI-AM	WLPR-FM	WBLX-FM
5 WBLX-FM	WBLX-FM	WUNI-AM

M-F, 3-7pm

1 WKRQ-FM	WKRQ-FM	WABB-FM
2 WABB-AF	WABB-FM	WKRQ-FM
3 WKSJ-AF	WKSJ-FM	WBLX-FM
4 WUNI-AM	WLPR-FM	WKSJ-FM
5 WBLX-FM	WBLX-FM	WABB-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1343

	A/M '78	O/N '78	A/M '79
1 WKRQ-FM	WKRQ-FM	WKSJ-FM	
2 WUNI-AM	WUNI-AM	WUNI-AM	
3 WKSJ-AF	WKSJ-FM	WKRQ-FM	
4 WABB-AF	WLPR-FM	WBLX-FM	
5 WLPR-FM	WABB-FM	WLPR-FM	

M-F, 6-10am

1 WKRQ-FM	WKRQ-FM	WUNI-AM
2 WUNI-AM	WKSJ-FM	WKSJ-FM
3 WABB-AF	WUNI-AM	WKRQ-AM
4 WKSJ-AF	WLPR-FM	WKRQ-FM
5 WKRQ-AM	WABB-FM	WBLX-FM

M-F, 3-7pm

1 WKRQ-FM	WKRQ-FM	WUNI-AM
2 WUNI-AM	WUNI-AM	WKSJ-FM
3 WKSJ-AF	WKSJ-FM	WLPR-FM
4 WLPR-FM	WLPR-FM	WABB-FM
5 WBLX-FM	WABB-FM	WABB-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1343

	A/M '78	O/N '78	A/M '79
1 WKRQ-FM	WKRQ-FM	WKSJ-FM	
2 WUNI-AM	WUNI-AM	WUNI-AM	
3 WKSJ-AF	WKSJ-FM	WKRQ-FM	
4 WABB-AF	WLPR-FM	WBLX-FM	
5 WLPR-FM	WABB-FM	WLPR-FM	

M-F, 6-10am

1 WKRQ-FM	WKRQ-FM	WUNI-AM
2 WUNI-AM	WKSJ-FM	WKSJ-FM
3 WABB-AF	WUNI-AM	WKRQ-AM
4 WKSJ-AF	WLPR-FM	WKRQ-FM
5 WKRQ-AM	WABB-FM	WBLX-FM

M-F, 3-7pm

1 WKRQ-FM	WKRQ-FM	WUNI-AM
2 WUNI-AM	WUNI-AM	WKSJ-FM
3 WKSJ-AF	WKSJ-FM	WLPR-FM
4 WLPR-FM	WLPR-FM	WABB-FM
5 WBLX-FM	WABB-FM	WABB-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3413

	A/M '78	O/N '78	A/M '79
1 WKRQ-FM	1159	WKRQ-FM	1280
2 WABB-AF	1147	WABB-FM	1030
3 WKRQ-AM	649	WABB-AM	827
4 WUNI-AM	624	WKRQ-AM	736
5 WBLX-FM	585	WBLX-FM	600

M-F, 6-10am

1 WABB-AF	WKRQ-FM	WKRQ-FM
2 WKRQ-FM	WABB-FM	WKSJ-FM
3 WKRQ-AM	WABB-AM	WBLX-FM
4 WUNI-AM	WKRQ-AM	WABB-AM
5 WBLX-FM	WUNI-AM	WKRQ-AM

M-F, 3-7pm

1 WKRQ-FM	WKRQ-FM	WKRQ-FM
2 WABB-AF	WABB-FM	WBLX-FM
3 WUNI-AM	WABB-AM	WABB-FM
4 WBLX-FM	WKRQ-AM	WUNI-AM
5 WKRQ-AM	WUNI-AM	WABB-AM

Teens
M-S, 6am-Midnight
POP(00): 519

	A/M '78	O/N '78	A/M '79
1 WKRQ-FM	WKRQ-FM	WKRQ-FM	
2 WABB-AF	WABB-FM	WABB-FM	
3 WBLX-FM	WABB-AM	WBLX-FM	
4 WKRQ-AM	WBLX-FM	WABB-AM	
5 WGOK-AM	WGOK-AM	WGOK-AM	

M-F, 6-10am

1 WKRQ-FM	WKRQ-FM	WKRQ-FM
2 WABB-AF	WABB-AM	WABB-FM
3 WBLX-FM	WABB-FM	WABB-AM
4 WGOK-AM	WBLX-FM	WBLX-FM
5 WKRQ-AM	WGOK-AM	WHSF-FM

M-F, 3-7pm

1 WKRQ-FM	WKRQ-FM	WABB-FM
2 WABB-AF	WABB-FM	WKRQ-FM
3 WBLX-FM	WABB-AM	WBLX-FM
4 WGOK-AM	WBLX-FM	WABB-AM
5 WMGF-FM	WHSF-FM	WGOK-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1183

	A/M '78	O/N '78	A/M '79
1 WKRQ-FM	WKRQ-FM	WKRQ-FM	
2 WABB-AF	WABB-FM	WABB-FM	
3 WKSJ-AF	WABB-AM	WABB-AM	
4 WBLX-FM	WBLX-FM	WBLX-FM	
5 WUNI-AM	WKSJ-FM	WKSJ-FM	

M-F, 6-10am

1 WABB-AF	WKRQ-FM	WKRQ-FM
2 WKRQ-FM	WABB-FM	WABB-FM
3 WKSJ-AF	WABB-AM	WABB-AM
4 WUNI-AM	WBLX-FM	WBLX-FM
5 WBLX-FM	WKSJ-FM	WKSJ-FM

M-F, 3-7pm

1 WKRQ-FM	WKRQ-FM	WKRQ-FM
2 WABB-AF	WABB-FM	WABB-FM
3 WUNI-AM	WBLX-FM	WBLX-FM
4 WBLX-FM	WABB-AM	WUNI-AM
5 WKSJ-AF	WKSJ-FM	WUNI-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1343

	A/M '78	O/N '78	A/M '79
1 WKRQ-FM	WKRQ-FM	WKRQ-FM	
2 WABB-AF	WABB-FM	WUNI-AM	
3 WUNI-AM	WKSJ-FM	WKSJ-FM	
4 WLPR-FM	WUNI-AM	WABB-AM	
5 WKRQ-AM	WABB-AM	WKRQ-AM	

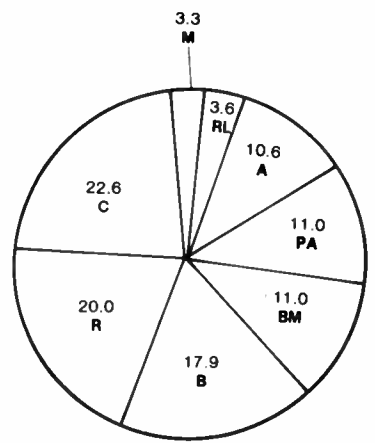
M-F, 6-10am

1 WABB-AF	WKRQ-FM	WKSJ-FM
2 WKRQ-FM	WKRQ-FM	WUNI-AM
3 WUNI-AM	WUNI-AM	WKRQ-FM
4 WKRQ-AM	WABB-FM	WABB-AM
5 WKSJ-AF	WABB-AM	WKRQ-AM

M-F, 3-7pm

1 WKRQ-FM	WKRQ-FM	WUNI-AM
2 WUNI-AM	WKSJ-FM	WKRQ-FM
3 WLPR-FM	WABB-FM	WKSJ-FM
4 WABB-AF	WUNI-AM	WBLX-FM
5 WBLX-FM	WBLX-FM	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-Dancemusical, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

The Egg



Predicts



Future File

From UFOs to monorails, from fashions to films, tomorrow is here now — on **FUTURE FILE** — ten 3-minute segments each week featuring the thinkers and the dreamers who will steer Spaceship Earth into the future. Hosted by San Francisco news*personality David McQueen, **FUTURE FILE** premieres Winter 1980.

Available to one station per market on a barter basis in Arbitron measured markets, and on a cash basis in unmeasured and foreign markets.

Golden Egg:

1373 Westwood Boulevard
Los Angeles, California 90024
(213) 475-0817

The Force In Radio Syndication

**Please send information and
Demo on : Future File**



Your Name _____

Title _____

Station _____

Address _____

Phone No _____

Modesto

METRO RANK

132

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP (00): 1984

A/M '77	A/M '78	A/M '79			
1 KFIV-AM	20.2	KFIV-AM	13.8	KFIV-AM(R)	9.7
2 KRAK-AM	7.7	KFIV-FM	8.9	KTRB-AM(C)	9.7
3 KITA-FM	6.5	KTRB-AM	6.7	NFIV-FM(PA)	7.3
4 KTRB-AM	6.0	KNBR-AM	6.7	KMIX-FM(PA)	7.3
5 KBEE-FM	5.6	KBEE-FM	6.3	KBEE-FM(MM)	6.9
6 KFRC-AM	5.2	KRAK-AM	5.9	NFYE-FM(A)	3.8
7 KNBR-AM	4.8	KCBS-AM	5.6	KCEY-AM(C)	2.8
8 KOSO-FM	4.8	KFYE-FM	5.6	NBEE-AM(MM)	2.4
9 KCEY-AM	4.4	KOSO-FM	5.2	KOSO-FM(PA)	2.4
10 KBEE-AM	4.0	KMYT-FM	4.1	KAMB-FM(M)	2.4
11 KCBS-AM	4.0	KFRC-AM	3.3	KMYT-FM(MM)	2.4
12 KFYE-FM	4.0	KMIX-FM	3.0	KHOP-FM(A)	2.1
13 KSFO-AM	2.8	KCEY-AM	3.0	KSRT-FM(A)	2.1
14 KMYT-FM	2.4	KLOC-AM	2.2	KLOC-AM(M)	1.4
15 KLOC-AM	1.6	KAMB-FM	1.9	KMJ-AM(PA)	1.4
16 KAMB-FM	1.2	KHOP-FM	1.5	NQKK-FM(MM)	1.4
17 KMJ-AM	1.2	NBEE-AM	1.1	KURB-FM(C)	0.7
18 KCRA-AM	0.4	KMJ-AM	1.1	KJOY-AM(M)	0.3
19		KJOY-AM	0.7		
20		KSFO-AM	0.7		
21		KURB-FM	0.4		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP (00): 1984

A/M '77	A/M '78	A/M '79			
1 KFIV-AM	598	KFIV-AM	602	KFIV-AM	481
2 KRAK-AM	320	KFIV-FM	304	KFIV-FM	375
3 KTRB-AM	309	KTRB-AM	302	KTRB-AM	336
4 KFRC-AM	297	KRAK-AM	258	KMIX-FM	306
5 KBEE-AM	272	KFRC-AM	237	KBEE-FM	262

M-F, 6-10am

1 KFIV-AM	NFIV-AM	NFIV-AM
2 KTRB-AM	KTRB-AM	KTRB-AM
3 KRAK-AM	KNBR-AM	KFIV-FM
4 KFRC-AM	KFIV-FM	KMIX-FM
5 KCBS-AM	KCBS-AM	NBEE-FM

M-F, 3-7pm

1 KFIV-AM	NFIV-AM	NFIV-AM
2 KFRC-AM	KFIV-FM	KFIV-FM
3 NBEE-AM	KRAK-AM	KMIX-FM
4 KRAK-AM	KFRC-AM	NBEE-FM
5 KNBR-AM	KBEE-AM	KTRB-AM

Teens

M-S, 6am-Midnight

POP (00): 275

A/M '77	A/M '78	A/M '79
1 KFIV-AM	KFIV-AM	KFIV-AM
2 KFRC-AM	KFIV-FM	KFIV-FM
3 NBEE-AM	KFRC-AM	KMIX-FM
4 KRAK-AM	KBEE-AM	KFYE-FM
5 NFYE-FM	NFYE-FM	KOSO-FM

M-F, 6-10am

1 KFIV-AM	NFIV-AM	KFIV-AM
2 KFRC-AM	KFRC-AM	KMIX-FM
3 KNBR-AM	KFIV-FM	KMIX-FM
4 KBEE-AM	NBEE-AM	NFYE-FM
5 KFYE-FM	KMIX-FM	KHOP-FM

M-F, 3-7pm

1 KFIV-AM	NFIV-AM	KFIV-AM
2 KFRC-AM	KFIV-FM	KFIV-FM
3 KBEE-AM	KFRC-AM	KMIX-FM
4 KNBR-AM	KBEE-AM	KHOP-FM
5 KFYE-FM	KFYE-FM	KFYE-FM

Adults 18-34

M-S, 6am-Midnight

POP (00): 660

A/M '77	A/M '78	A/M '79
1 KFIV-AM	NFIV-AM	NFIV-AM
2 KFRC-AM	KFRC-AM	NFIV-FM
3 KFYE-FM	KFIV-FM	KMIX-FM
4 NBEE-AM	KFYE-FM	KFYE-FM
5 KRAK-AM	KNBR-AM	KHOP-FM

M-F, 6-10am

1 KFIV-AM	NFIV-AM	NFIV-AM
2 KFRC-AM	KNBR-AM	KMIX-FM
3 KFYE-FM	KFIV-FM	KFIV-FM
4 KRAK-AM	KFRC-AM	NFYE-FM
5 KBEE-AM	NFYE-FM	KOSO-FM

M-F, 3-7pm

1 KFIV-AM	NFIV-AM	NFIV-AM
2 KFRC-AM	KFIV-FM	NFIV-FM
3 KFYE-FM	KFRC-AM	KMIX-FM
4 NBEE-AM	KFYE-FM	NFYE-FM
5 KRAK-AM	KBEE-AM	KOSO-FM

Adults 25-49

M-S, 6am-Midnight

POP (00): 756

A/M '77	A/M '78	A/M '79
1 KFIV-AM	KFIV-AM	NFIV-AM
2 KRAK-AM	KRAK-AM	NFIV-FM
3 KFRC-AM	KNBR-AM	KMIX-FM
4 NBEE-AM	NBEE-FM	KTRB-AM
5 KTRB-AM	KTRB-AM	KCEY-AM

M-F, 6-10am

1 KFIV-AM	KNBR-AM	NFIV-AM
2 KRAK-AM	KFIV-AM	KTRB-AM
3 NBEE-AM	KTRB-AM	NFIV-FM
4 KFRC-AM	NBEE-FM	KMIX-FM
5 KNBR-AM	KRAK-AM	NBEE-FM

M-F, 3-7pm

1 KFIV-AM	NFIV-AM	NFIV-AM
2 KRAK-AM	NBEE-FM	NFIV-FM
3 NBEE-AM	KNBR-AM	KMIX-FM
4 KFRC-AM	KRAK-AM	KTRB-AM
5 NBEE-FM	KFRC-AM	NCEY-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP (00): 1984

A/M '77	A/M '78	A/M '79			
1 KFIV-AM	50	KFIV-AM	37	KFIV-AM	28
2 KRAK-AM	19	KFIV-FM	24	KTRB-AM	18
3 KITA-FM	16	KTRB-AM	18	KFIV-FM	21
4 KTRB-AM	15	KNBR-AM	18	KMIX-FM	21
5 KBEE-FM	14	KBEE-FM	17	KBEE-FM	20

M-F, 6-10am

1 KFIV-AM	KFIV-AM	KTRB-AM
2 KTRB-AM	KTRB-AM	KFIV-AM
3 KRAK-AM	KCBS-AM	KFIV-FM
4 KITA-FM	KNBR-AM	NBEE-FM
5 KCBS-AM	KRAK-AM	KMIX-FM

M-F, 3-7pm

1 KFIV-AM	NFIV-AM	KFIV-AM
2 KRAK-AM	KFIV-FM	KFIV-FM
3 KFRC-AM	KFYE-FM	KMIX-FM
4 KNBR-AM	NBEE-FM	KTRB-AM
5 KOSO-FM	KRAK-AM	NBEE-FM

Teens

M-S, 6am-Midnight

POP (00): 275

A/M '77	A/M '78	A/M '79
1 KFIV-AM	KFIV-AM	KFIV-AM
2 KFRC-AM	KFIV-FM	KMIX-FM
3 NBEE-AM	KFRC-AM	KFIV-FM
4 KFYE-FM	KFYE-FM	KFYE-FM
5 KNBR-AM	KMIX-FM	KHOP-FM

M-F, 6-10am

1 KFIV-AM	KFIV-AM	NFIV-AM
2 KFRC-AM	KFIV-FM	KMIX-FM
3 KNBR-AM	KFRC-AM	KFYE-FM
4 NBEE-AM	KFRC-AM	KFIV-FM
5 KFYE-FM	NBEE-AM	KHOP-FM

M-F, 3-7pm

1 KFIV-AM	NFIV-AM	KFIV-AM
2 KFRC-AM	KFIV-FM	KFIV-FM
3 NBEE-AM	NFYE-FM	KMIX-FM
4 KNBR-AM	KFRC-AM	KHOP-FM
5 NFYE-FM	NBEE-AM	KFYE-FM

Adults 18-34

M-S, 6am-Midnight

POP (00): 660

A/M '77	A/M '78	A/M '79
1 KFIV-AM	KFIV-AM	NFIV-AM
2 KITA-FM	KFYE-FM	KMIX-FM
3 KFRC-AM	KFIV-FM	KFIV-FM
4 KFYE-FM	KBEE-FM	KFYE-FM
5 NBEE-FM	KFRC-AM	KOSO-FM

M-F, 6-10am

1 KFIV-AM	NFIV-AM	NFIV-AM
2 KITA-FM	KNBR-AM	KFIV-FM
3 KFRC-AM	KFIV-FM	KMIX-FM
4 KFYE-FM	KBEE-FM	KFYE-FM
5 KNBR-AM	KRAK-AM	KSRT-FM

M-F, 3-7pm

1 KFIV-AM	NFIV-AM	NFIV-AM
2 KFRC-AM	KFIV-FM	KFIV-FM
3 KITA-FM	KFIV-FM	KMIX-FM
4 KFYE-FM	KFRC-AM	KOSO-FM
5 KRAK-AM	NBEE-FM	NFYE-FM

Adults 25-49
M-S, 6am-Midnight
POP (00): 756

A/M '77	A/M '78	A/M '79
1 KRAK-AM	KFIV-AM	KTRB-AM
2 KBEE-FM	KNBR-AM	KFIV-FM
3 KFIV-AM	KBEE-FM	KFIV-AM
4 KITA-FM	NFYE-FM	KMIX-FM
5 KOSO-FM	KRAK-AM	KBEE-FM

M-F, 6-10am

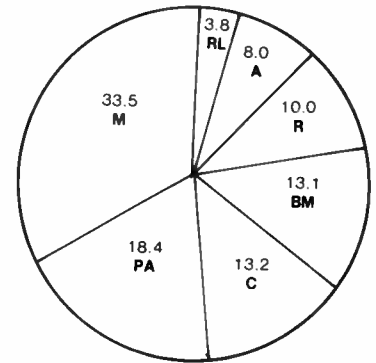
1 KFIV-AM	KNBR-AM	KTRB-AM
2 KRAK-AM	KFIV-AM	NFIV-AM
3 KNBR-AM	KTRB-AM	KFIV-FM
4 KITA-FM	NBEE-FM	NBEE-FM
5 KBEE-AM	KRAK-AM	KMIX-FM

M-F, 3-7pm

1 KRAK-AM	KFIV-AM	KFIV-FM
2 KFIV-AM	KBEE-FM	KFIV-FM
3 KOSO-FM	KFYE-FM	NFIV-AM
4 KBEE-FM	KOSO-FM	KLOC-AM
5 KFRC-AM	KNBR-AM	KMIX-FM

Format Penetration Chart

Based On 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 Egg Goes Hollywood



Film Clips


The superstars of Hollywood talk about their lives, their films, their pasts and futures in **FILM CLIPS** — ten 3-minute segments each week featuring boxoffice champions like Marlon Brando, Woody Allen, Barbra Streisand, Burt Reynolds. Hosted by noted film critic David Sheehan, **FILM CLIPS** premieres Winter 1980.

Available to one station per market on a barter basis in Arbitron measured markets, and on a cash basis in unmeasured and foreign markets.

Golden Egg:

1373 Westwood Boulevard
Los Angeles, California 90024
(213) 475-0817

The Force In Radio Syndication

Please send information and Demo on: Film Clips			
Your Name _____	Title _____	Station _____	
Address _____	Phone No. _____		

Montgomery

METRO RANK

130

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2094

	A/M '77	A/M '78	A/M '79
1 WHHY-AM	30.8	WHHY-AM	23.4
2 WXVI-AM	14.8	WHHY-FM	12.0
3 WBAM-AM	10.6	WLWI-FM	11.0
4 WREZ-FM	8.4	WBAM-AM	10.4
5 WHHY-FM	7.6	WREZ-FM	7.7
6 WCOV-AM	6.8	WLSQ-AM	7.0
7 WFMI-FM	5.7	WMGY-AM	6.7
8 WMGY-AM	4.6	WXVI-AM	6.4
9 WQTY-AM	3.8	WCOV-AM	5.4
10 WKLH-FM	3.8	WBIL-AM	5.0
11 WETU-AM	1.9	WQTY-AM	2.0
12 WRIL-AM	1.1	WQIM-FM	2.0
13 WLSQ-AM	0.8	WTLS-AM	1.3
14		WETU-AM	0.7

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2094

	A/M '77	A/M '78	A/M '79
1 WHHY-AM	81	WHHY-AM	70
2 WXVI-AM	39	WHHY-FM	36
3 WBAM-AM	28	WLWI-FM	33
4 WREZ-FM	22	WBAM-AM	31
5 WHHY-FM	20	WREZ-FM	23

	A/M '77	A/M '78	A/M '79
1 WHHY-AM		WHHY-AM	WHHY-AM
2 WHHY-FM		WHHY-FM	WHHY-FM
3 WXVI-AM		WLWI-FM	WLWI-FM
4 WCOV-AM		WXVI-AM	WREZ-FM
5 WREZ-FM		WBAM-AM	WBAM-AM

	A/M '77	A/M '78	A/M '79
1 WHHY-AM		WHHY-AM	WHHY-FM
2 WXVI-AM		WLWI-FM	WHHY-AM
3 WBAM-AM		WBAM-AM	WREZ-FM
4 WHHY-FM		WHHY-FM	WQIM-FM
5 WREZ-FM		WLSQ-AM	WLWI-FM

	A/M '77	A/M '78	A/M '79
1 WHHY-AM		WHHY-AM	WHHY-FM
2 WXVI-AM		WLSQ-AM	WHHY-AM
3 WKLH-FM		WHHY-FM	WQIM-FM
4 WLSQ-AM		WXVI-AM	WLSQ-AM
5 WHHY-FM		WBIL-AM	WXVI-AM

	A/M '77	A/M '78	A/M '79
1 WHHY-AM		WHHY-AM	WHHY-AM
2 WXVI-AM		WLSQ-AM	WHHY-FM
3 WKLH-FM		WHHY-FM	WQIM-FM
4 WHHY-FM		WXVI-AM	WXVI-AM
5 WLSQ-AM		WBIL-AM	WLWI-FM

	A/M '77	A/M '78	A/M '79
1 WHHY-AM		WHHY-AM	WHHY-FM
2 WXVI-AM		WLSQ-AM	WQIM-FM
3 WLSQ-AM		WXVI-AM	WHHY-AM
4 WKLH-FM		WBIL-AM	WLSQ-AM
5 WHHY-FM		WHHY-FM	WXVI-AM

	A/M '77	A/M '78	A/M '79
1 WHHY-AM		WHHY-AM	WHHY-FM
2 WXVI-AM		WHHY-FM	WHHY-AM
3 WHHY-FM		WLWI-FM	WLWI-FM
4 WREZ-FM		WBAM-AM	WQIM-FM
5 WBAM-AM		WBIL-AM	WXVI-AM

	A/M '77	A/M '78	A/M '79
1 WHHY-AM		WHHY-AM	WHHY-AM
2 WHHY-FM		WHHY-FM	WHHY-FM
3 WXVI-AM		WLWI-FM	WLWI-FM
4 WREZ-FM		WBAM-AM	WXVI-AM
5 WKLH-FM		WBIL-AM	WQIM-FM

	A/M '77	A/M '78	A/M '79
1 WHHY-AM		WLWI-FM	WHHY-FM
2 WXVI-AM		WHHY-AM	WHHY-AM
3 WHHY-FM		WHHY-FM	WQIM-FM
4 WMGY-AM		WBAM-AM	WLWI-FM
5 WBAM-AM		WBIL-AM	WXVI-AM

	A/M '77	A/M '78	A/M '79
1 WHHY-AM		WHHY-AM	WHHY-FM
2 WBAM-AM		WLWI-FM	WHHY-AM
3 WHHY-FM		WHHY-FM	WLWI-FM
4 WXVI-AM		WBAM-AM	WREZ-FM
5 WREZ-FM		WXVI-AM	WBAM-AM

	A/M '77	A/M '78	A/M '79
1 WHHY-AM		WHHY-AM	WHHY-AM
2 WHHY-FM		WHHY-FM	WHHY-FM
3 WREZ-FM		WLWI-FM	WLWI-FM
4 WBAM-AM		WBAM-AM	WBAM-AM
5 WXVI-AM		WXVI-AM	WREZ-FM

	A/M '77	A/M '78	A/M '79
1 WHHY-AM		WLWI-FM	WHHY-AM
2 WBAM-AM		WHHY-AM	WHHY-FM
3 WHHY-FM		WBAM-AM	WLWI-FM
4 WREZ-FM		WHHY-FM	WBAM-AM
5 WMGY-AM		WREZ-FM	WREZ-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2094

	A/M '77	A/M '78	A/M '79
1 WHHY-AM	1037	WHHY-AM	898
2 WXVI-AM	481	WHHY-FM	505
3 WHHY-FM	340	WLWI-FM	447
4 WBAM-AM	309	WBAM-AM	346
5 WLSQ-AM	287	WXVI-AM	336

	A/M '77	A/M '78	A/M '79
1 WHHY-AM		WHHY-AM	WHHY-AM
2 WXVI-AM		WHHY-FM	WHHY-FM
3 WHHY-FM		WLWI-FM	WLWI-FM
4 WCOV-AM		WLSQ-AM	WREZ-FM
5 WBAM-AM		WXVI-AM	WBAM-AM

	A/M '77	A/M '78	A/M '79
1 WHHY-AM		WHHY-AM	WHHY-FM
2 WXVI-AM		WLWI-FM	WHHY-AM
3 WBAM-AM		WHHY-FM	WQIM-FM
4 WHHY-FM		WLSQ-AM	WREZ-FM
5 WREZ-FM		WBAM-AM	WLWI-FM

	A/M '77	A/M '78	A/M '79
1 WHHY-AM		WHHY-AM	WHHY-FM
2 WXVI-AM		WLSQ-AM	WHHY-AM
3 WHHY-FM		WHHY-FM	WQIM-FM
4 WKLH-FM		WXVI-AM	WLSQ-AM
5 WLSQ-AM		WLWI-FM	WXVI-AM

	A/M '77	A/M '78	A/M '79
1 WHHY-AM		WHHY-AM	WHHY-FM
2 WXVI-AM		WLSQ-AM	WHHY-AM
3 WHHY-FM		WHHY-FM	WLSQ-AM
4 WKLH-FM		WXVI-AM	WQIM-FM
5 WLSQ-AM		WRIL-AM	WXVI-AM

	A/M '77	A/M '78	A/M '79
1 WHHY-AM		WHHY-AM	WHHY-FM
2 WXVI-AM		WLSQ-AM	WRIL-FM
3 WHHY-FM		WXVI-AM	WHHY-AM
4 WKLH-FM		WHHY-FM	WLSQ-AM
5 WLSQ-AM		WLWI-FM	WXVI-AM

	A/M '77	A/M '78	A/M '79
1 WHHY-AM		WHHY-AM	WHHY-FM
2 WXVI-AM		WHHY-FM	WHHY-AM
3 WHHY-FM		WLWI-FM	WLWI-FM
4 WKLH-FM		WXVI-AM	WQIM-FM
5 WBAM-AM		WBAM-AM	WXVI-AM

	A/M '77	A/M '78	A/M '79
1 WHHY-AM		WHHY-AM	WHHY-FM
2 WHHY-FM		WHHY-FM	WHHY-AM
3 WXVI-AM		WLWI-FM	WQIM-FM
4 WKLH-FM		WLSQ-AM	WLWI-FM
5 WBAM-AM		WXVI-AM	WBAM-AM

	A/M '77	A/M '78	A/M '79
1 WHHY-AM		WHHY-AM	WHHY-FM
2 WXVI-AM		WLWI-FM	WHHY-AM
3 WHHY-FM		WHHY-FM	WQIM-FM
4 WKLH-FM		WXVI-AM	WLWI-FM
5 WMGY-AM		WLSQ-AM	WLSQ-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 828

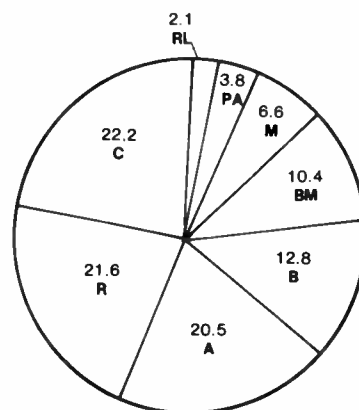
	A/M '77	A/M '78	A/M '79
1 WHHY-AM		WHHY-AM	WHHY-AM
2 WBAM-AM		WLWI-FM	WHHY-FM
3 WHHY-FM		WHHY-FM	WLWI-FM
4 WXVI-AM		WBAM-AM	WREZ-FM
5 WREZ-FM		WREZ-FM	WBAM-AM

	A/M '77	A/M '78	A/M '79
1 WHHY-AM		WHHY-AM	WHHY-AM
2 WHHY-FM		WHHY-FM	WHHY-FM
3 WBAM-AM		WLWI-FM	WLWI-FM
4 WREZ-FM		WBAM-AM	WREZ-FM
5 WXVI-AM		WREZ-FM	WBAM-AM

	A/M '77	A/M '78	A/M '79
1 WHHY-AM		WHHY-AM	WHHY-AM
2 WBAM-AM		WLWI-FM	WHHY-FM
3 WXVI-AM		WLWI-FM	WLWI-FM
4 WHHY-FM		WBAM-AM	WBAM-AM
5 WREZ-FM		WREZ-FM	WBAM-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.

Nashville-Davidson

METRO RANK

47

A/M '79 Market Overview

Beautiful Music generated some beautiful ratings for **WZEE-FM**, the new #1 station in the Nashville metro. **WZEE** rose almost three shares in the 12+ standings, and is number two in adults 25-49. Biggest gains for **WZEE** came among female listeners 25+, which saw an increase of almost one-third over the previous O/N'78 report.

The former leader in the market, now #2 in terms of 12+ share, is **WLAC**. The Top 40 station suffered its second consecutive down book even after promoting the station extensively as **WLAC - Wild, Live And Crazy**. **WLAC**'s male numbers rebounded, but its female and teen ratings slid. Part of the reason for the **WLAC** decline (and the slight drop of the other Top 40 entry, **WBYQ**) is that new guy on the block **WWKX (KX104)** came on like gangbusters. **WWKX** almost doubled its numbers 12+ and *did* double its 18-34 adult average quarter-hour audience. **WWKX** spent a fortune on TV and billboards to increase market awareness, but conducted no major on-air contests. There were constant giveaways of LPs and T-shirts. **KX104** has a good signal in the Nashville metro and runs a low spot lead.

The top station among the key 18-34 adults is AOR entity **WKDF**. **WKDF** maintained a mid-8 share 12+, but owns a 17 share of adults 18-34. Country music, as you might expect, is rather popular in Nashville with **WSIX** and **WSM** playing Country music. **WSM** dropped in the A/M '79 report due to erosion in every major daypart. The station has now moved to a full Country sound, away from its previous Country and P/A combination. **WSIX** slipped also, just slightly from its numbers in the O/N'78 sweep. **WSIX-FM**'s main problem in this past book was a defection of its male listeners, especially in midday and PM drive. Female ratings for the station did improve, but not enough to offset the decline in men for **WSIX-FM**. Congratulations are in order for **WSM-FM**, by the way. For the first time, the station passed its sister AM property in terms of 12+ share. **WSM-FM**'s P/A approach puts the station #2 in appeal to adults 18-34, leading to **WSM-FM**'s substantial 12+ improvement.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 6455

	A/M '78	O/N '78	A/M '79
1 WLAC-AM	13.2	WLAC-AM	10.8
2 WUOL-AM	12.0	WSM -AM	9.4
3 WSIX-FM	10.2	WSIX-FM	9.1
4 WKDF-FM	9.9	WKDF-FM	8.9
5 WSM -AM	9.3	WZEE-FM	8.6
6 WZEE-FM	7.3	WBYQ-FM	7.3
7 WBYQ-FM	5.5	WUOL-AM	5.6
8 WMAK-AM	4.4	WSM -FM	5.5
9 WKQB-FM	4.4	WMAK-AM	5.1
10 WSM -FM	3.6	WKDA-AM	3.7
11 WKDA-AM	2.7	WWKX-FM	3.6
12 WSIX-AM	2.5	WSIX-AM	3.4
13 WAMB-AM	2.1	WAMB-AM	3.2
14 WHIN-FM	2.0	WKQB-FM	2.9
15 WDKN-AM	1.6	WGNS-AM	1.3
16 WJRB-AM	0.9	WJRB-AM	1.2
17 WWGM-AM	0.7	WHTS-FM	1.1
18 WGNS-AM	0.7	WIZO-FM	0.8
19 WDBL-FM	0.7	WWGM-AM	0.7
20 WAGB-AM	0.6	WNAH-AM	0.6
21 WNAH-AM	0.6	WDBL-AM	0.3
22 WHTS-FM	0.4	WDBL-FM	0.2
23 WIZO-AM	0.4		
24 WDBL-AM	0.2		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 6455

	A/M '78	O/N '78	A/M '79
1 WLAC-AM	117	WLAC-AM	97
2 WUOL-AM	107	WSM -AM	84
3 WSIX-FM	91	WSIX-FM	81
4 WKDF-FM	88	WKDF-FM	80
5 WSM -AM	83	WZEE-FM	77

M-F, 6-10am

1 WSM -AM	WSM -AM	WZEE-FM
2 WLAC-AM	WLAC-AM	WSM -AM
3 WUOL-AM	WSIX-FM	WSIX-FM
4 WSIX-FM	WZEE-FM	WLAC-AM
5 WKDF-FM	WKDF-FM	WSM -FM

M-F, 3-7pm

1 WLAC-AM	WLAC-AM	WKDF-FM
2 WUOL-AM	WSM -AM	WLAC-AM
3 WKDF-FM	WKDF-FM	WZEE-FM
4 WSIX-FM	WZEE-FM	WSM -FM
5 WSM -AM	WSIX-FM	WSIX-FM

Teens

M-S, 6am-Midnight

POP(00): 846

	A/M '78	O/N '78	A/M '79
1 WLAC-AM	WLAC-AM	WWKX-FM	
2 WKDF-FM	WKDF-FM	WLAC-AM	
3 WUOL-AM	WUOL-AM	WBYQ-FM	
4 WBYQ-FM	WBYQ-FM	WKDF-FM	
5 WMAK-AM	WWKX-FM	WMAK-AM	

M-F, 6-10am

1 WLAC-AM	WLAC-AM	WWKX-FM
2 WUOL-AM	WKDF-FM	WLAC-AM
3 WMAK-AM	WGNS-AM	WBYQ-FM
4 WKDF-FM	WBYQ-FM	WKDF-FM
5 WBYQ-FM	WWKX-FM	WMAK-AM

M-F, 3-7pm

1 WLAC-AM	WLAC-AM	WWKX-FM
2 WKDF-FM	WKDF-FM	WLAC-AM
3 WUOL-AM	WWKX-FM	WBYQ-FM
4 WBYQ-FM	WUOL-AM	WMAK-AM
5 WMAK-AM	WBYQ-FM	WKQB-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 2380

	A/M '78	O/N '78	A/M '79
1 WKDF-FM	WKDF-FM	WKDF-FM	
2 WLAC-AM	WLAC-AM	WSM -FM	
3 WUOL-AM	WBYQ-FM	WLAC-AM	
4 WBYQ-FM	WSM -FM	WBYQ-FM	
5 WSM -AM	WMAK-AM	WWKX-FM	

M-F, 6-10am

1 WLAC-AM	WLAC-AM	WSM -FM
2 WUOL-AM	WKDF-FM	WKDF-FM
3 WKDF-FM	WSM -FM	WBYQ-FM
4 WSM -AM	WBYQ-FM	WWKX-FM
5 WMAK-AM	WSM -AM	WLAC-AM

M-F, 3-7pm

1 WKDF-FM	WLAC-AM	WKDF-FM
2 WLAC-AM	WKDF-FM	WSM -FM
3 WUOL-AM	WSM -FM	WLAC-AM
4 WSM -AM	WBYQ-FM	WBYQ-FM
5 WBYQ-FM	WMAK-AM	WWKX-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 2648

	A/M '78	O/N '78	A/M '79
1 WUOL-AM	WSIX-FM	WSM -FM	
2 WSM -AM	WZEE-FM	WZEE-FM	
3 WLAC-AM	WSM -FM	WSIX-FM	
4 WSIX-FM	WSM -AM	WLAC-AM	
5 WKQB-FM	WLAC-AM	WBYQ-FM	

M-F, 6-10am

1 WSM -AM	WSM -AM	WZEE-FM
2 WLAC-AM	WSM -FM	WSIX-FM
3 WUOL-AM	WSIX-FM	WSM -FM
4 WSIX-FM	WLAC-AM	WLAC-AM
5 WKQB-FM	WZEE-FM	WSM -AM

M-F, 3-7pm

1 WUOL-AM	WSM -AM	WSM -FM
2 WSM -AM	WLAC-AM	WLAC-AM
3 WSIX-FM	WSM -FM	WSIX-FM
4 WLAC-AM	WSIX-FM	WBYQ-FM
5 WZEE-FM	WZEE-FM	WZEE-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 6455

	A/M '78	O/N '78	A/M '79
1 WLAC-AM	1993	WLAC-AM	1823
2 WSM -AM	1706	WSM -AM	1560
3 WSIX-FM	891	WBYQ-FM	1141
4 WBYQ-FM	876	WSIX-FM	1069
5 WKDF-FM	867	WZEE-FM	1017

M-F, 6-10am

1 WSM -AM	WSM -AM	WLAC-AM
2 WLAC-AM	WLAC-AM	WSM -AM
3 WUOL-AM	WSIX-FM	WSIX-FM
4 WMAK-AM	WBYQ-FM	WZEE-FM
5 WZEE-FM	WZEE-FM	WBYQ-FM

M-F, 3-7pm

1 WLAC-AM	WLAC-AM	WLAC-AM
2 WSM -AM	WSM -AM	WSM -AM
3 WUOL-AM	WBYQ-FM	WBYQ-FM
4 WKDF-FM	WKDF-FM	WZEE-FM
5 WBYQ-FM	WZEE-FM	WSIX-FM

Teens

M-S, 6am-Midnight

POP(00): 846

	A/M '78	O/N '78	A/M '79
1 WLAC-AM	WLAC-AM	WLAC-AM	
2 WKDF-FM	WBYQ-FM	WWKX-FM	
3 WBYQ-FM	WKDF-FM	WKDF-FM	
4 WMAK-AM	WWKX-FM	WBYQ-FM	
5 WUOL-AM	WMAK-AM	WMAK-AM	

M-F, 6-10am

1 WLAC-AM	WLAC-AM	WLAC-AM
2 WMAK-AM	WKDF-FM	WWKX-FM
3 WUOL-AM	WBYQ-FM	WBYQ-FM
4 WBYQ-FM	WWKX-FM	WKDF-FM
5 WKDF-FM	WUOL-AM	WMAK-AM

M-F, 3-7pm

1 WLAC-AM	WLAC-AM	WLAC-AM
2 WKDF-FM	WBYQ-FM	WWKX-FM
3 WMAK-AM	WKDF-FM	WBYQ-FM
4 WBYQ-FM	WWKX-FM	WMAK-AM
5 WUOL-AM	WUOL-AM	WKDF-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 2380

	A/M '78	O/N '78	A/M '79
1 WLAC-AM	WLAC-AM	WLAC-AM	
2 WKDF-FM	WKDF-FM	WBYQ-FM	
3 WBYQ-FM	WBYQ-FM	WSM -FM	
4 WSM -AM	WSM -FM	WWKX-FM	
5 WMAK-AM	WMAK-AM	WKDF-FM	

M-F, 6-10am

1 WLAC-AM	WLAC-AM	WSM -FM
2 WKDF-FM	WBYQ-FM	WBYQ-FM
3 WSM -AM	WBYQ-FM	WLAC-AM
4 WUOL-AM	WKDF-FM	WWKX-FM
5 WBYQ-FM	WSM -AM	WKDF-FM

M-F, 3-7pm

1 WLAC-AM	WLAC-AM	WLAC-AM
2 WKDF-FM	WKDF-FM	WKDF-FM
3 WUOL-AM	WBYQ-FM	WSM -FM
4 WSM -AM	WSM -FM	WBYQ-FM
5 WBYQ-FM	WKQB-FM	WWKX-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 2648

	A/M '78	O/N '78	A/M '79
1 WSM -AM	WLAC-AM	WLAC-AM	
2 WLAC-AM	WSM -AM	WSM -AM	
3 WUOL-AM	WSIX-FM	WZEE-FM	
4 WMAK-AM	WSM -FM	WSIX-FM	
5 WSIX-FM	WZEE-FM	WBYQ-FM	

M-F, 6-10am

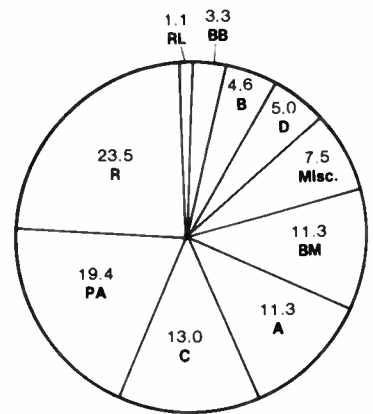
1 WSM -AM	WLAC-AM	WLAC-AM
2 WLAC-AM	WSM -AM	WSIX-FM
3 WUOL-AM	WSIX-FM	WZEE-FM
4 WZEE-FM	WSM -FM	WSM -AM
5 WSIX-FM	WZEE-FM	WBYQ-FM

M-F, 3-7pm

1 WSM -AM	WLAC-AM	WLAC-AM
2 WLAC-AM	WSM -AM	WSM -FM
3 WUOL-AM	WSM -FM	WBYQ-FM
4 WZEE-FM	WSIX-FM	WSIX-FM
5 WSIX-FM	WBYQ-FM	WZEE-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-Dance-music, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

Nassau-Suffolk

METRO RANK

9

A/M '79 Market Overview

Like Anaheim and its relationship to the L.A. metro, Nassau (Long Island) is a major market within a major market. The entire Nassau-Suffolk market is included in the New York City metro, but once a year a separate report is published for Long Island. The top five stations in the market, in terms of 12+ share, are actually New York City stations (WNBC is tops), but the leading Long Island station is WBLI. This Top 40 FM station dropped almost two shares but still leads the local stations with over a 4 share of the 12+ market. WBLI's young adult audience declined in most major dayparts but the station is still best in 18-34 share for local stations and is second in 18-34 adults only to WABC.

A positive story for one of the Long Island stations can be told for WLIR, an AOR entity. WLIR increased by almost a full share, 12+, and just barely trails WBLI in terms of 18-34 share. Young adult men and teens contributed most to the WLIR advance.

Among the older-skewing stations, WCTO, the Beautiful Music station on the Island, is the leading property. WCTO had a stable book, and remained the most popular local Beautiful Music station among adults 25-49.

Simulcast P/A stations WALK-AM-FM comprise a noticeable factor in the Long Island metro, scoring a combined share (12+) over 3. WALK-AM-FM is second among local stations in terms of appealing to adults 25-49.

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 22200

	A/M '77	A/M '78	A/M '79
1 WABC-AM	291	WABC-AM	245
2 WOR-AM	240	WCBS-AM	222
3 WPLJ-FM	197	WBLI-FM	218
4 WRFM-FM	197	WOR-AM	182
5 WBLI-FM	195	WPLJ-FM	176

M-F, 6-10am

1 WOR-AM	WCBS-AM	WOR-AM
2 WCBS-AM	WOR-AM	WCBS-AM
3 WABC-AM	WABC-AM	WNBC-AM
4 WINS-AM	WBLI-FM	WINS-AM
5 WNBC-AM	WINS-AM	WABC-AM

M-F, 3-7pm

1 WABC-AM	WABC-AM	WNBC-AM
2 WRFM-FM	WCBS-AM	WABC-AM
3 WPLJ-FM	WNBC-AM	WRLS-FM
4 WCTO-FM	WPLJ-FM	WKTU-FM
5 WMCA-AM	WBLI-FM	WOR-AM

Teens

M-S, 6am-Midnight
POP(00): 3591

	A/M '77	A/M '78	A/M '79
1 WPLJ-FM	WABC-AM	WNBC-AM	
2 WABC-AM	WPLJ-FM	WABC-AM	
3 WXLO-FM	WXLO-FM	WBLS-FM	
4 WBLI-FM	WNBC-AM	WABC-AM	
5 WNBC-AM	WBLI-FM	WXLO-FM	

M-F, 6-10am

1 WABC-AM	WABC-AM	WNBC-AM
2 WPLJ-FM	WPLJ-FM	WABC-AM
3 WXLO-FM	WNBC-AM	WPLJ-FM
4 WBLI-FM	WXLO-FM	WXLO-FM
5 WNBC-AM	WBLI-FM	WRLS-FM

M-F, 3-7pm

1 WPLJ-FM	WPLJ-FM	WNBC-AM
2 WABC-AM	WABC-AM	WBLS-FM
3 WXLO-FM	WXLO-FM	WABC-AM
4 WBLI-FM	WNBC-AM	WPLJ-FM
5 WBLS-FM	WBLI-FM	WKTU-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 6828

	A/M '77	A/M '78	A/M '79
1 WABC-AM	WBLI-FM	WNBC-AM	
2 WBLI-FM	WPLJ-FM	WBLS-FM	
3 WCBS-FM	WABC-AM	WPLJ-FM	
4 WPLJ-FM	WNBC-AM	WBLI-FM	
5 WNBC-AM	WCBS-FM	WLIR-FM	

M-F, 6-10am

1 WABC-AM	WBLI-FM	WNBC-AM
2 WNBC-AM	WABC-AM	WBLI-FM
3 WBLI-FM	WNBC-AM	WBLS-FM
4 WPLJ-FM	WPLJ-FM	WPLJ-FM
5 WCBS-FM	WCBS-FM	WLIR-FM

M-F, 3-7pm

1 WCBS-FM	WABC-AM	WNBC-AM
2 WABC-AM	WBLI-FM	WPLJ-FM
3 WPLJ-FM	WNBC-AM	WKTU-FM
4 WBLI-FM	WPLJ-FM	WBLS-FM
5 WBLS-FM	WLIR-FM	WLIR-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 9279

	A/M '77	A/M '78	A/M '79
1 WABC-AM	WBLI-FM	WABC-AM	
2 WNBC-AM	WABC-AM	WBLS-FM	
3 WBLI-FM	WHLI-FM	WNBC-AM	
4 WRFM-FM	WNBC-AM	WBLI-FM	
5 WCBS-FM	WCBS-FM	WCBS-AM	

M-F, 6-10am

1 WNBC-AM	WABC-AM	WCBS-AM
2 WABC-AM	WBLI-FM	WABC-AM
3 WINS-AM	WCBS-AM	WNBC-AM
4 WCBS-AM	WINS-AM	WOR-AM
5 WOR-AM	WHN-AM	WTNS-AM

M-F, 3-7pm

1 WABC-AM	WABC-AM	WABC-AM
2 WRFM-FM	WBLI-FM	WABC-AM
3 WCTO-FM	WNBC-AM	WNBC-AM
4 WNBC-AM	WHN-AM	WCBS-AM
5 WCBS-FM	WCBS-FM	WKTU-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 22200

	A/M '77	A/M '78	A/M '79
1 WABC-AM	6151	WABC-AM	5768
2 WCBS-AM	4203	WCBS-AM	4602
3 WNBC-AM	4155	WNBC-AM	4011
4 WINS-AM	3989	WINS-AM	3800
5 WPLJ-FM	3423	WPLJ-FM	3365

M-F, 6-10am

1 WABC-AM	WCBS-AM	WNBC-AM
2 WCBS-AM	WABC-AM	WCBS-AM
3 WINS-AM	WINS-AM	WABC-AM
4 WNBC-AM	WNBC-AM	WINS-AM
5 WOR-AM	WOR-AM	WOR-AM

M-F, 3-7pm

1 WABC-AM	WABC-AM	WNBC-AM
2 WPLJ-FM	WNBC-AM	WABC-AM
3 WINS-AM	WCBS-AM	WCBS-AM
4 WCBS-AM	WPLJ-FM	WPLJ-FM
5 WNBC-AM	WINS-AM	WINS-AM

Teens

M-S, 6am-Midnight
POP(00): 3591

	A/M '77	A/M '78	A/M '79
1 WABC-AM	WABC-AM	WNBC-AM	
2 WPLJ-FM	WPLJ-FM	WABC-AM	
3 WXLO-FM	WNBC-AM	WPLJ-FM	
4 WNBC-AM	WXLO-FM	WXLO-FM	
5 WPIX-FM	WBLI-FM	WBLI-FM	

M-F, 6-10am

1 WABC-AM	WABC-AM	WNBC-AM
2 WPLJ-FM	WPLJ-FM	WABC-AM
3 WXLO-FM	WNBC-AM	WPLJ-FM
4 WXLO-FM	WBLI-FM	WBLI-FM
5 WNBC-AM	WXLO-FM	WBLI-FM

M-F, 3-7pm

1 WABC-AM	WPLJ-FM	WNBC-AM
2 WPLJ-FM	WABC-AM	WABC-AM
3 WXLO-FM	WNBC-AM	WPLJ-FM
4 WBLI-FM	WXLO-FM	WXLO-FM
5 WNBC-AM	WLIR-FM	WRLS-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 6828

	A/M '77	A/M '78	A/M '79
1 WABC-AM	WABC-AM	WNBC-AM	
2 WNBC-AM	WABC-AM	WABC-AM	
3 WPLJ-FM	WPLJ-FM	WPLJ-FM	
4 WCBS-FM	WCBS-FM	WBLI-FM	
5 WBLI-FM	WBLI-FM	WBLI-FM	

M-F, 6-10am

1 WABC-AM	WNBC-AM	WNBC-AM
2 WNBC-AM	WABC-AM	WABC-AM
3 WBLI-FM	WBLI-FM	WPLJ-FM
4 WPLJ-FM	WPLJ-FM	WBLI-FM
5 WCBS-FM	WCBS-AM	WLIR-FM

M-F, 3-7pm

1 WABC-AM	WABC-AM	WNBC-AM
2 WPLJ-FM	WABC-AM	WNBC-AM
3 WNBC-AM	WPLJ-FM	WPLJ-FM
4 WBLI-FM	WCBS-FM	WBLI-FM
5 WCBS-FM	WBLI-FM	WKTU-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 9279

	A/M '77	A/M '78	A/M '79
1 WABC-AM	WABC-AM	WABC-AM	
2 WNBC-AM	WCBS-AM	WNBC-AM	
3 WCBS-AM	WINS-AM	WINS-AM	
4 WINS-AM	WNBC-AM	WCBS-AM	
5 WCBS-FM	WCBS-FM	WCBS-FM	

M-F, 6-10am

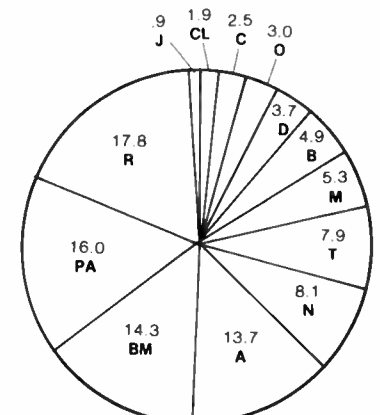
1 WABC-AM	WCBS-AM	WABC-AM
2 WNBC-AM	WABC-AM	WBLS-AM
3 WINS-AM	WINS-AM	WINS-AM
4 WCBS-AM	WNBC-AM	WNBC-AM
5 WBLI-FM	WBLI-FM	WBLI-FM

M-F, 3-7pm

1 WABC-AM	WABC-AM	WABC-AM
2 WNBC-AM	WNBC-AM	WNBC-AM
3 WINS-AM	WCBS-AM	WRLS-AM
4 WCBS-AM	WBLI-FM	WCBS-AM
5 WBLI-FM	WINS-AM	WINS-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.

New Bedford-Fall River, MA

METRO RANK **72**

A/M '79 Market Overview

New Bedford is a closely-knit local market dominated by outside stations from Boston, Providence and Worcester. Almost two-thirds of the total listening in the New Bedford metro is to "outside" stations.

Top local station in the New Bedford market is **WBSM**, a P/A station which increased its 12+ share to the mid-8 range. **WBSM** increased its numbers most among its men listeners 25+, especially in the midday daypart. Virtually tied for the runnerup spot among local stations are **WALE**, another P/A entry, and **WPEP**, the local Talk station. **WALE**'s numbers dipped in this book, most noticeably among male listeners 25+. Perhaps there was a flow of audience which had been listening to **WALE** in the past which sampled **WBSM** in this report.

WPEP is tied into the **New England Radio Network** which helps the station cover events in the Northeast. **WPEP** concentrates otherwise on local news, community involvement, and uses the two-way talk radio format at times. **WPEP**'s 12+ share almost doubled in the A/M'79 report, due largely to substantial gains among men listeners in the market.

The New Bedford-Fall River market was first measured as a separate entity in A/M'78, so two-book trends are all that are available.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 3919

A/M '78	A/M '79
1 WLKW-AF 8.1	WBSM-AM (PA) 8.4
2 WBSM-AM 6.8	WALE-AM (PA) 4.7
3 WPRO-AM 6.6	WPEP-AM (T) 4.6
4 WPEP-AM 5.8	WNBH-AM (PA) 4.1
5 WPRO-FM 5.7	WHJY-FM (C) 3.3
6 WALE-AM 5.5	WMYS-FM (PA) 3.1
7 WNBH-AM 5.0	WARA-AM (PA) 2.2
8 WHJY-FM 4.5	WRLM-FM (PA) 2.1
9 WMYS-FM 4.2	WSAR-AM (PA) 1.8
10 WHIM-AM 3.8	WAAF-FM (A) 1.0
11 WJAR-AM 3.4	WBRU-FM (A) 0.4
12 WSAR-AM 2.8	WVBF-FM (R) 0.3
13 WPEP-AM 2.4	
14 WEAN-AM 1.6	
15 WRLM-FM 1.6	
16 WVBF-FM 1.3	
17 WCIB-FM 1.1	
18 WARA-AM 1.1	
19 WAAF-FM 1.1	
20 WBRU-FM 0.8	
21 WRYT-AM 0.4	
22 WGNB-AM 0.3	

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3919

A/M '78	A/M '79
1 WLKW-AF 57	WBSM-AM 57
2 WBSM-AM 48	WALE-AM 32
3 WPRO-AM 47	WPEP-AM 31
4 WPEP-FM 41	WNBH-AM 28
5 WPRO-FM 40	WHJY-FM 22

M-F, 6-10am

1 WALE-AM	WALE-AM
2 WPRO-AM	WBSM-AM
3 WBSM-AM	WNBH-AM
4 WNBH-AM	WPEP-AM
5 WLKW-AF	WARA-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3919

A/M '78	A/M '79
1 WPRO-AM 1038	WBSM-AM 537
2 WPEP-FM 801	WSAR-AM 460
3 WPRO-FM 702	WNBH-AM 431
4 WLKW-AF 670	WALE-AM 334
5 WSAR-AM 619	WHJY-FM 321

M-F, 6-10am

1 WPRO-AM	WBSM-AM
2 WALE-AM	WALE-AM
3 WBSM-AM	WNBH-AM
4 WPEP-FM	WSAR-AM
5 WPRO-FM	WPEP-AM

M-F, 3-7pm

1 WPRO-AM	WNBH-AM
2 WPEP-FM	WBSM-AM
3 WPRO-FM	WALE-AM
4 WJAR-AM	WMYS-FM
5 WLKW-AF	WSAR-AM

Teens
M-S, 6am-Midnight
POP(00): 516

A/M '78	A/M '79
1 WPEP-FM	WVBF-FM
2 WPRO-FM	WAAF-FM
3 WPRO-AM	WNBH-AM
4 WVBF-FM	WSAR-AM
5 WNBH-AM	WRLM-FM

M-F, 6-10am

1 WPEP-FM	WVBF-FM
2 WPRO-FM	WNBH-AM
3 WPRO-AM	WRLM-FM
4 WVBF-FM	WSAR-AM
5 WNBH-AM	WAAF-FM

M-F, 3-7pm

1 WPEP-FM	WAAF-FM
2 WPRO-FM	WRLM-FM
3 WPRO-AM	WNBH-AM
4 WVBF-FM	WNBH-AM
5 WSAR-AM	WMYS-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1240

A/M '78	A/M '79
1 WPRO-AM	WSAR-AM
2 WPEP-FM	WMYS-FM
3 WSAR-AM	WBRU-FM
4 WPRO-FM	WNBH-AM
5 WJAR-AM	WBSM-AM

M-F, 6-10am

1 WPRO-AM	WMYS-FM
2 WSAR-AM	WSAR-AM
3 WPEP-FM	WALE-AM
4 WPRO-FM	WBSM-AM
5 WNBH-AM	WBRU-FM

M-F, 3-7pm

1 WPRO-AM	WMYS-FM
2 WPRO-FM	WNBH-AM
3 WPEP-FM	WSAR-AM
4 WSAR-AM	WAAF-FM
5 WMYS-FM	WRLM-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1458

A/M '78	A/M '79
1 WPRO-AM	WNBH-AM
2 WALE-AM	WALE-AM
3 WHIM-AM	WBSM-AM
4 WPRO-FM	WMYS-FM
5 WNBH-AM	WSAR-AM

M-F, 3-7pm

1 WPRO-AM	WMYS-FM
2 WPRO-FM	WNBH-AM
3 WSAR-AM	WNBH-AM
4 WPRO-AM	WAAF-FM
5 WMYS-FM	WRLM-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1458

A/M '78	A/M '79
1 WPRO-AM	WNBH-AM
2 WPEP-FM	WSAR-AM
3 WSAR-AM	WMYS-FM
4 WPRO-FM	WHJY-FM
5 WALE-AM	WBSM-AM

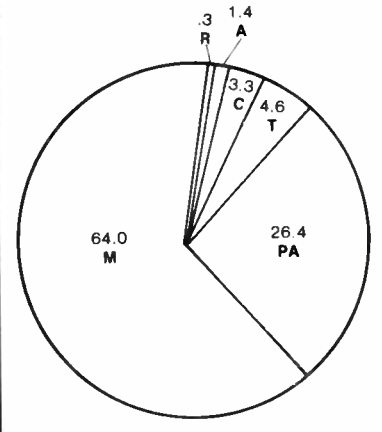
M-F, 8-10am

1 WPRO-AM	WNBH-AM
2 WALE-AM	WBSM-AM
3 WSAR-AM	WAAF-FM
4 WBSM-AM	WHJY-FM
5 WPRO-FM	WSAR-AM

M-F, 3-7pm

1 WPRO-AM	WNBH-AM
2 WPRO-FM	WHJY-FM
3 WJAR-AM	WSAR-AM
4 WPEP-FM	WMYS-FM
5 WSAR-AM	WBSM-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

New Haven-West Haven

METRO RANK



A/M '79 Market Overview

For the second straight week, **WELI**, the market leader, declined in overall 12+ share. Still dominant among the local stations, **WELI** does well among adults 25-49 and 25-54. Losses in overall share were due to decline in female ratings, especially in the evening. **WELI** used outside ad campaign involving TV, billboards, and print.

The real mover in the A/M '79 sweep was **WAVZ**, which jumped three share points in terms of overall 12+ audience. Biggest gain was among young adult women as total female audience doubled. During the survey, **WAVZ** was a Top 40 property (now P/A), promoting with a heavy billboard campaign.

Third in the New Haven area in 12+ share is **WPLR**. This AOR station gained two share points, with young men 18-34 forming the base of the advance. **WPLR** now has a 28 share of men 18-34, dominant in this demo, and is number one among 18-34 adults as well. Outside ad campaign was based on newspaper and billboards.

During the A/M '79 sweep **WKCI** was airing Beautiful Music, and the station declined by almost two shares. A decline among males 25+ in AM drive and the evening led to the drop in this report. **WKCI's Masters Broadcast Service** sound rated fourth overall in New Haven metro.

A poorer diary return occurred in this sweep than for the O/N '78 survey. In-tab drops by 100 (644 vs. 544) and young adult men are most affected (18-34).

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 3646

	A/M '78	O/N '78	A/M '79
1 WELI-AM	19.6	18.0	18.0
2 WAVZ-AM	10.1	9.3	10.4
3 WKCI-FM	8.0	7.4	8.3
4 WPLR-FM	8.0	6.9	7.5
5 WYZZ-FM	5.7	5.0	5.4
6 WNHC-AM	4.7	4.8	4.5
7 WKSS-FM	3.7	3.5	4.1
8 WTIC-AM	3.2	3.4	3.1
9 WTIC-FM	2.7	2.8	3.3
10 WEZN-FM	2.3	2.3	2.4
11 WYHC-FM	2.1	2.1	1.8
12 WDRG-AM	1.9	1.6	1.8
13 WDRG-FM	1.8	1.6	1.6
14 WDRG-AM	1.6	1.5	1.1
15 WDRG-FM	1.4	1.0	1.0
16 WDRG-AM	1.2	0.8	1.0
17 WDRG-FM	1.1	0.7	0.8
18 WDRG-AM	0.5	0.7	0.6
19 WDRG-AM	0.3	0.3	0.3
20 WDRG-AM	0.3	0.3	0.3
21 WDRG-AM	0.3	0.3	0.3

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3646

	A/M '78	O/N '78	A/M '79
1 WELI-AM	111	111	104
2 WAVZ-AM	57	57	65
3 WKCI-FM	48	45	55
4 WPLR-FM	45	42	47
5 WYZZ-FM	32	32	34

M-F, 6-10am	A/M '78	O/N '78	A/M '79
1 WELI-AM	111	111	104
2 WAVZ-AM	57	57	65
3 WKCI-FM	48	45	55
4 WPLR-FM	45	42	47
5 WYZZ-FM	32	32	34

M-F, 3-7pm	A/M '78	O/N '78	A/M '79
1 WELI-AM	111	111	104
2 WAVZ-AM	57	57	65
3 WKCI-FM	48	45	55
4 WPLR-FM	45	42	47
5 WYZZ-FM	32	32	34

Teens

M-S, 6am-Midnight
POP(00): 444

	A/M '78	O/N '78	A/M '79
1 WAVZ-AM	111	111	104
2 WPLR-FM	57	57	65
3 WTIC-FM	48	45	55
4 WDRG-FM	45	42	47
5 WHCN-FM	32	32	34

Adults 18-34

M-S, 6am-Midnight
POP(00): 1297

	A/M '78	O/N '78	A/M '79
1 WPLR-FM	111	111	104
2 WYZZ-FM	57	57	65
3 WAVZ-AM	48	45	55
4 WELI-AM	45	42	47
5 WYHC-FM	32	32	34

Adults 25-49

M-S, 6am-Midnight
POP(00): 1386

	A/M '78	O/N '78	A/M '79
1 WELI-AM	111	111	104
2 WAVZ-AM	57	57	65
3 WKCI-FM	48	45	55
4 WPLR-FM	45	42	47
5 WNHC-AM	32	32	34

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3646

	A/M '78	O/N '78	A/M '79
1 WELI-AM	1390	1354	1147
2 WAVZ-AM	1043	674	823
3 WKCI-FM	655	595	726
4 WPLR-FM	622	594	534
5 WNHC-AM	537	434	514

Teens

M-S, 6am-Midnight
POP(00): 444

	A/M '78	O/N '78	A/M '79
1 WAVZ-AM	111	111	104
2 WPLR-FM	57	57	65
3 WTIC-FM	48	45	55
4 WDRG-FM	45	42	47
5 WELI-AM	32	32	34

Adults 18-34

M-S, 6am-Midnight
POP(00): 1297

	A/M '78	O/N '78	A/M '79
1 WAVZ-AM	111	111	104
2 WYZZ-FM	57	57	65
3 WPLR-FM	48	45	55
4 WELI-AM	45	42	47
5 WDRG-FM	32	32	34

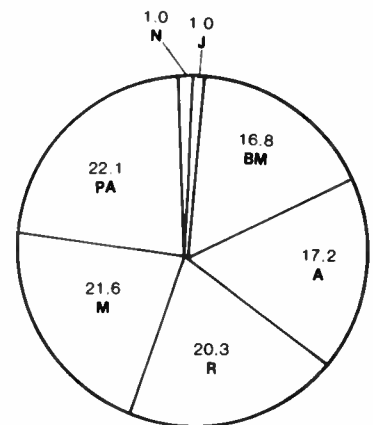
Adults 25-49

M-S, 6am-Midnight
POP(00): 1386

	A/M '78	O/N '78	A/M '79
1 WELI-AM	111	111	104
2 WAVZ-AM	57	57	65
3 WKCI-FM	48	45	55
4 WPLR-FM	45	42	47
5 WNHC-AM	32	32	34

Format Penetration Chart

Based On 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 '79 Market Overview

WBYY, a Beautiful Music-formatted station, gained four shares (12+) to become the new #1 station in the Crescent City. WBYY received a boost when format competitor WEZB switched to Dancemusic. WBYY is #1 in adults 25-49, with an almost 15 share. Ad campaign consisted of TV spots.

WTIX (Top 40) eased its share upwards, and now is #2 in overall 12+ share, #2 in appeal to adults 25-49. AM drive showed most improvement owing to increasing female numbers in that daypart.

P/A station WQUE and AOR entry WRNO tied for third in 12+ share. WQUE saw its ratings slip as numbers among men declined by almost a third. Station remained strong among 18-34 adults and teens share held steady. WRNO gained almost two shares (12+) as all-rock format picked up young adults, especially women listeners. WRNO is number one with adults 18-34 after this book.

Top 40 entity WNOE rebounded, earned same 12+ share as A/M'78. WNOE more than doubled its numbers among men to lead advance in overall share. WNOE, WTIX tied for lead among teens. WNOE used TV in outside ad campaign.

WSMB, formerly the number one station in the metro, had a stable book as station earned 7+ share of total audience. Station skews 35+ in its demographic appeal.

This is the second Spring survey for New Orleans under the Extended Measurement 12-week sweep.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 9147

AM '78	ON '78	A/M '79			
1 WSMB-AM	10.1	WTIX-AM	8.5	WBYY-FM	11.7
2 WTIX-AM	10.1	WQUE-FM	8.3	WTIX-AM	8.8
3 WQUE-FM	8.0	WBYY-FM	7.5	WQUE-FM	7.4
4 WBYY-FM	7.1	WSMB-AM	7.5	WRNO-FM	7.4
5 WRNO-FM	7.1	WNOE-FM	6.9	WSMB-AM	7.3
6 WWL-AM	6.5	WGSO-AM	6.4	WNOE-AM	6.4
7 WNOE-AM	6.4	WRNO-FM	5.8	WWL-AM	5.7
8 WNOE-FM	5.3	WSHO-AM	5.6	WNOE-FM	5.1
9 WSHO-AM	5.0	WWL-AM	5.1	WGSO-AM	5.0
10 WGSO-AM	4.9	WNOE-AM	4.9	WYLD-AM	4.8
11 WXEL-FM	4.9	WYLD-AM	4.4	WSHO-AM	4.8
12 WYLD-AM	4.9	WYLD-FM	4.2	WWL-AM	3.9
13 WBOK-AM	3.6	WBOK-AM	3.9	WYLD-FM	3.7
14 WWL-AM	2.7	WXEL-FM	3.5	WEZB-FM	3.1
15 WEZB-FM	2.6	WWL-AM	3.3	WXEL-FM	3.0
16 WYLD-FM	2.4	WWL-AM	3.3	WWL-AM	2.5
17 WNNR-AM	2.3	WEZB-FM	3.2	WBOK-AM	2.4
18 WWL-AM	2.3	WVOG-AM	1.8	WNNR-AM	1.4
19 WARB-AM	1.0	WNNR-AM	1.3	WVOG-AM	1.0
20 WVOG-AM	0.6	WARB-AM	0.7		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 9147

AM '78	ON '78	A/M '79			
1 WSMB-AM	125	WTIX-AM	101	WBYY-FM	133
2 WTIX-AM	124	WQUE-FM	99	WTIX-AM	101
3 WQUE-FM	99	WBYY-FM	90	WQUE-FM	85
4 WBYY-FM	88	WSMB-AM	90	WRNO-FM	85
5 WRNO-FM	87	WNOE-FM	83	WSMB-AM	83

AM '78	ON '78	A/M '79
1 WTIX-AM	WTIX-AM	WTIX-AM
2 WSMB-AM	WGSO-AM	WBYY-FM
3 WWL-AM	WWL-AM	WWL-AM
4 WGSO-AM	WSMB-AM	WGSO-AM
5 WRNO-FM	WQUE-FM	WSMB-AM

AM '78	ON '78	A/M '79
1 WTIX-AM	WQUE-FM	WBYY-FM
2 WQUE-FM	WTIX-AM	WTIX-AM
3 WBYY-FM	WNOE-FM	WQUE-FM
4 WNOE-AM	WSMB-AM	WRNO-FM
5 WRNO-FM	WBYY-FM	WNOE-AM

Teens
M-S, 6am-Midnight
POP(00): 1334

AM '78	ON '78	A/M '79
1 WTIX-AM	WTIX-AM	WTIX-AM
2 WNOE-AM	WNOE-AM	WNOE-AM
3 WQUE-FM	WQUE-FM	WQUE-FM
4 WXEL-FM	WRNO-FM	WRNO-FM
5 WYLD-AM	WBOK-AM	WYLD-AM

AM '78	ON '78	A/M '79
1 WTIX-AM	WTIX-AM	WTIX-AM
2 WNOE-AM	WNOE-AM	WNOE-AM
3 WQUE-FM	WQUE-FM	WQUE-FM
4 WRNO-FM	WRNO-FM	WRNO-FM
5 WYLD-AM	WYLD-AM	WYLD-AM

AM '78	ON '78	A/M '79
1 WRNO-FM	WQUE-FM	WRNO-FM
2 WTIX-AM	WNOE-FM	WQUE-FM
3 WNOE-FM	WRNO-FM	WNOE-FM
4 WQUE-FM	WTIX-AM	WTIX-AM
5 WNOE-AM	WYLD-FM	WNOE-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3343

AM '78	ON '78	A/M '79
1 WRNO-FM	WQUE-FM	WRNO-FM
2 WTIX-AM	WNOE-FM	WQUE-FM
3 WNOE-FM	WRNO-FM	WNOE-FM
4 WQUE-FM	WTIX-AM	WTIX-AM
5 WNOE-AM	WYLD-FM	WNOE-AM

AM '78	ON '78	A/M '79
1 WRNO-FM	WQUE-FM	WTIX-AM
2 WTIX-AM	WTIX-AM	WQUE-FM
3 WWL-AM	WRNO-FM	WNOE-FM
4 WNOE-FM	WNOE-FM	WNOE-FM
5 WQUE-FM	WGSO-AM	WRNO-FM

AM '78	ON '78	A/M '79
1 WRNO-FM	WQUE-FM	WRNO-FM
2 WTIX-AM	WNOE-FM	WQUE-FM
3 WQUE-FM	WRNO-FM	WNOE-FM
4 WNOE-FM	WTIX-AM	WTIX-AM
5 WBYY-FM	WYLD-FM	WNOE-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 3754

AM '78	ON '78	A/M '79
1 WTIX-AM	WTIX-AM	WBYY-FM
2 WQUE-FM	WBYY-FM	WTIX-AM
3 WSHO-AM	WQUE-FM	WQUE-FM
4 WRNO-FM	WGSO-AM	WSHO-AM
5 WBYY-FM	WNOE-FM	WGSO-AM

AM '78	ON '78	A/M '79
1 WTIX-AM	WTIX-AM	WTIX-AM
2 WWL-AM	WGSO-AM	WBYY-FM
3 WSHO-AM	WWL-AM	WWL-AM
4 WGSO-AM	WQUE-FM	WGSO-AM
5 WRNO-FM	WNOE-FM	WQUE-FM

AM '78	ON '78	A/M '79
1 WTIX-AM	WQUE-FM	WBYY-FM
2 WQUE-FM	WBYY-FM	WTIX-AM
3 WBYY-FM	WTIX-AM	WQUE-FM
4 WWL-AM	WNOE-FM	WGSO-AM
5 WRNO-FM	WGSO-AM	WSHO-AM

AM '78	ON '78	A/M '79
1 WTIX-AM	WTIX-AM	WTIX-AM
2 WNOE-AM	WNOE-AM	WNOE-AM
3 WQUE-FM	WQUE-FM	WQUE-FM
4 WYLD-AM	WRNO-FM	WRNO-FM
5 WNOE-FM	WYLD-AM	WYLD-AM

Total 12+
M-S, 6am-Midnight
POP(00): 9147

AM '78	ON '78	A/M '79			
1 WTIX-AM	2212	WTIX-AM	2173	WTIX-AM	2170
2 WNOE-AM	1655	WQUE-FM	1861	WQUE-FM	1656
3 WQUE-FM	1572	WGSO-AM	1748	WNOE-AM	1642
4 WNOE-FM	1326	WNOE-AM	1627	WBYY-FM	1580
5 WBYY-FM	1270	WNOE-FM	1484	WWL-AM	1337

AM '78	ON '78	A/M '79
1 WTIX-AM	WTIX-AM	WTIX-AM
2 WWL-AM	WQUE-FM	WNOE-AM
3 WNOE-AM	WGSO-AM	WQUE-FM
4 WGSO-AM	WWL-AM	WWL-AM
5 WQUE-FM	WNOE-AM	WBYY-FM

AM '78	ON '78	A/M '79
1 WTIX-AM	WTIX-AM	WTIX-AM
2 WQUE-FM	WQUE-FM	WQUE-FM
3 WNOE-AM	WNOE-AM	WNOE-AM
4 WRNO-FM	WNOE-FM	WBYY-FM
5 WBYY-FM	WRNO-FM	WRNO-FM

Teens
M-S, 6am-Midnight
POP(00): 1334

AM '78	ON '78	A/M '79
1 WTIX-AM	WTIX-AM	WTIX-AM
2 WNOE-AM	WNOE-AM	WNOE-AM
3 WQUE-FM	WQUE-FM	WQUE-FM
4 WYLD-AM	WNOE-FM	WRNO-FM
5 WNOE-FM	WRNO-FM	WNOE-FM

AM '78	ON '78	A/M '79
1 WTIX-AM	WTIX-AM	WTIX-AM
2 WNOE-AM	WNOE-AM	WNOE-AM
3 WQUE-FM	WQUE-FM	WQUE-FM
4 WYLD-AM	WRNO-FM	WRNO-FM
5 WRNO-FM	WYLD-AM	WYLD-AM

AM '78	ON '78	A/M '79
1 WTIX-AM	WTIX-AM	WTIX-AM
2 WNOE-AM	WNOE-AM	WNOE-AM
3 WQUE-FM	WQUE-FM	WQUE-FM
4 WYLD-AM	WRNO-FM	WRNO-FM
5 WRNO-FM	WYLD-AM	WYLD-AM

AM '78	ON '78	A/M '79
1 WTIX-AM	WTIX-AM	WTIX-AM
2 WNOE-AM	WNOE-AM	WNOE-AM
3 WQUE-FM	WQUE-FM	WQUE-FM
4 WYLD-AM	WRNO-FM	WRNO-FM
5 WRNO-FM	WBOK-AM	WYLD-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3343

AM '78	ON '78	A/M '79
1 WTIX-AM	WQUE-FM	WQUE-FM
2 WQUE-FM	WTIX-AM	WTIX-AM
3 WNOE-FM	WNOE-FM	WRNO-FM
4 WRNO-FM	WRNO-FM	WNOE-FM
5 WNOE-AM	WNOE-AM	WNOE-AM

AM '78	ON '78	A/M '79
1 WTIX-AM	WTIX-AM	WQUE-FM
2 WRNO-FM	WQUE-FM	WTIX-AM
3 WNOE-AM	WRNO-FM	WNOE-AM
4 WNOE-FM	WNOE-FM	WRNO-FM
5 WQUE-FM	WNOE-AM	WNOE-FM

AM '78	ON '78	A/M '79
1 WTIX-AM	WQUE-FM	WQUE-FM
2 WRNO-FM	WTIX-AM	WTIX-AM
3 WNOE-FM	WNOE-FM	WRNO-FM
4 WQUE-FM	WRNO-FM	WNOE-AM
5 WNOE-AM	WNOE-AM	WNOE-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 3754

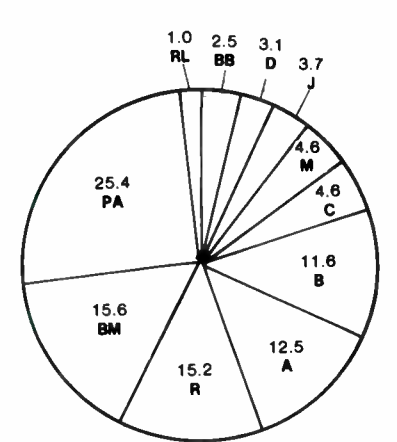
AM '78	ON '78	A/M '79
1 WTIX-AM	WTIX-AM	WTIX-AM
2 WQUE-FM	WGSO-AM	WBYY-FM
3 WNOE-AM	WQUE-FM	WQUE-FM
4 WBYY-FM	WWL-AM	WGSO-AM
5 WWL-AM	WBYY-FM	WWL-AM

AM '78	ON '78	A/M '79
1 WTIX-AM	WTIX-AM	WTIX-AM
2 WWL-AM	WQUE-FM	WBYY-FM
3 WNOE-AM	WGSO-AM	WWL-AM
4 WBYY-FM	WWL-AM	WGSO-AM
5 WGSO-AM	WNOE-FM	WQUE-FM

AM '78	ON '78	A/M '79
1 WTIX-AM	WTIX-AM	WTIX-AM
2 WQUE-FM	WQUE-FM	WBYY-FM
3 WBYY-FM	WNOE-FM	WQUE-FM
4 WWL-AM	WGSO-AM	WNOE-AM
5 WNOE-AM	WBYY-FM	WGSO-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.

New York

METRO RANK



A/M '79-J/A '79 Market Overview

The last two books in New York City have seen a battle between the Dance-music pioneer, **WKTU**, and the Black/Dancemusic sound of **WBSL**. **WKTU** has been declining, as its 18-34 audience is spending less time with the station. **Cume** is also dropping for **WKTU**, while **cume**, average audience, and time spent listening are picking up well on **WBSL**. **Frankie Crocker** returned to **WBSL** to lead station to top position in market. **WBSL** used TV, bus sides, and newspaper ads to boost station's visibility in the metro. **WKTU** used transit advertising plus TV and billboards. **WBSL** and **WKTU** rank 1-2 in appeal to adults 18-34, and **WBSL** is far and away the top teens station in New York.

Third place in the 12+ sweepstakes in the latest J/A '79 report for New York is shared by **WABC** (Top 40) and **WOR** (P/A & T). **WABC** can be encouraged by the increase in female and teen audiences, but the male audience for **WABC** is its lowest in years in AM and PD drive times. **WABC** used heavy ad campaign for A/M '79 book, primarily TV and transit ads. **WOR** skews older than the other leading stations in the metro, tied for second among adults 35-64. Station declined to less than 6 share in J/A after an apparent rebound in the A/M report. Summer book declines were brought about by drop in men, especially in AM drive when males 12+ slid by more than 40% from the A/M report.

Bonneville's Beautiful Music FM, WRFM, bounces between mid-4 and mid-5 share recently. Summer caught the station on an upswing from the A/M '79 slip. **WRFM** is popular among adults 25+.

WCBS and **WINS** battle it out for the News supremacy in Gotham. **WCBS** has remained at the 5 share level for the last two sweeps, while **WINS** has fallen below this plateau. However, in the crucial AM drive daypart **WINS** has edged past **WCBS** in the latest book. In AM drive **WCBS** and **WINS** rank 2-3 respectively among adults 25-49, following **WBSL**. **AOR's** and **Country WHN** remained static in J/A book.

Average Persons 12+ Share Trends

Monday-Sat. day, 6am-Midnight
PDF(00): 138470

AM '78	J/A '78	OM '78	JF '78	AM '79	J/A '79
1 WABC-AM 8.1	WABC-AM 9.0	WKTU-FM 11.3	WKTU-FM 10.3	WKTU-FM 7.6	WBSL-FM 8.7
2 WBSL-FM 7.9	WBSL-FM 7.8	WABC-AM 7.1	WABC-AM 6.2	WKTU-FM 6.7	WKTU-FM 6.7
3 WOR-AM 7.1	WOR-AM 7.5	WOR-AM 6.4	WOR-AM 5.8	WBSL-FM 6.4	WOR-AM 5.8
4 WCBS-AM 5.5	WINS-AM 5.4	WCBS-AM 5.6	WRFM-FM 5.6	WABC-AM 5.9	WABC-AM 5.8
5 WINS-AM 5.5	WRFM-FM 5.2	WINS-AM 5.1	WINS-AM 5.3	WCBS-AM 5.1	WRFM-FM 5.5
6 WRFM-FM 5.2	WCBS-AM 5.1	WRFM-FM 4.7	WRFM-FM 4.7	WRFM-FM 4.7	WRFM-FM 5.0
7 WPLJ-FM 4.1	WPLJ-FM 3.9	WCBS-FM 3.4	WBSL-FM 3.9	WINS-AM 4.6	WINS-AM 4.7
8 WXL0-FM 3.4	WNBC-AM 3.5	WHN-AM 3.4	WPLJ-FM 3.6	WPAT-FM 4.1	WFLJ-FM 3.8
9 WMCA-AM 3.2	WXL0-FM 3.0	WPLJ-FM 3.3	WHN-AM 3.6	WFLJ-FM (A) 3.5	WMCA-AM 3.4
10 WNEW-AM 3.1	WCBS-FM 3.0	WBSL-FM 3.1	WPAT-FM 3.3	WINS-AM 3.4	WHN-AM 3.0
11 WNBC-AM 3.0	WPAT-FM 2.7	WJIT-AM 2.9	WPAT-FM 2.9	WMCA-AM 3.0	WADO-AM 2.8
12 WCBS-FM 2.9	WPAT-FM 2.7	WPAT-FM 2.7	WHN-AM 2.9	WHN-AM 3.0	WADO-AM 2.8
13 WHN-AM 2.7	WHN-AM 2.7	WPAT-FM 2.6	WMCA-AM 2.8	WCBS-FM 2.9	WPAT-FM 2.7
14 WPAT-FM 2.6	WNEW-AM 2.6	WNBC-AM 2.6	WCBS-FM 2.7	WNEW-AM 2.7	WXL0-FM 2.6
15 WPAT-FM 2.6	WNEW-AM 2.3	WMCA-AM 2.6	WNBC-AM 2.6	WNBC-AM 2.6	WNEW-AM 2.6
16 WJIT-AM 2.1	WMCA-AM 2.3	WXL0-FM 2.6	WJIT-AM 2.4	WXL0-FM 2.5	WCBS-FM 2.5
17 WNEW-FM 2.1	WJIT-AM 1.9	WTFM-FM 2.2	WADO-AM 2.3	WJIT-AM 2.0	WPAT-FM 2.4
18 WTFM-FM 1.8	WADO-AM 1.6	WNEW-AM 2.1	WXL0-FM 2.2	WADO-AM 2.0	WNEW-FM 2.3
19 WUNJ-FM 1.7	WNCN-FM 1.5	WADO-AM 1.9	WYNY-FM 1.8	WPAT-FM 2.0	WJIT-AM 2.1
20 WRUR-FM 1.6	WKTU-FM 1.4	WNEW-FM 1.7	WNEW-FM 1.8	WYNY-FM 2.0	WTFM-FM 1.9
21 WPX-FM 1.5	WRUR-FM 1.4	WQXR-FM 1.3	WQXR-FM 1.4	WRUR-FM 1.3	WRUR-FM 1.3
22 WURL-AM 1.4	WUNJ-FM 1.3	WRUR-FM 1.3	WNCN-FM 1.2	WPX-FM 1.2	WYNY-FM 1.2
23 WADO-AM 1.4	WPX-FM 1.3	WUNJ-FM 1.2	WRUR-FM 1.1	WRUR-FM 1.1	WLR-AM 1.1
24 WQXR-FM 1.3	WURL-AM 1.3	WPX-FM 1.1	WTFM-FM 1.0	WQXR-FM (A) 1.1	WPX-FM 1.1
25 WKTU-FM 1.2	WQXR-FM 1.2	WYNY-FM 1.1	WUNJ-FM 1.0	WUNJ-FM 1.0	WLR-FM 1.1
26 WNCN-FM 1.2	WTFM-FM 1.1	WBLI-FM 1.1	WPX-FM 0.9	WNCN-FM 0.7	WUNJ-FM 1.1
27 WYNY-FM 1.1	WUNJ-FM 1.0	WNCN-FM 0.8	WUNJ-FM 0.7	WLR-FM 0.7	WQXR-FM 0.9
28 WBLI-FM 0.9	WCTO-FM 0.9	WUNJ-FM 0.8	WURL-AM 0.6	WBLI-FM 0.7	WHLI-AM 0.9
29 WUNJ-AM 0.8	WYNY-FM 0.9	WLR-FM 0.6	WALK-FM 0.6	WUNJ-AM 0.6	WUNJ-AM 0.8
30 WLI-AM 0.8	WBLI-FM 0.8	WURL-AM 0.6	WCTC-AM 0.5	WUNJ-AM 0.5	WHUD-FM 0.7
31 WHUD-FM 0.7	WPLR-FM 0.7	WUNJ-AM 0.4	WLR-AM 0.5	WCTO-FM 0.5	WNCN-FM 0.6
32 WCTO-FM 0.5	WLR-FM 0.6	WQXR-AM 0.4	WUNJ-AM 0.5	WQXR-AM (A) 0.4	WURL-AM 0.6
33 WALK-FM 0.5	WVUD-FM 0.4	WCTO-FM 0.4	WBLI-FM 0.5	WALK-FM (A) 0.4	WBLI-FM 0.5
34 WCTC-AM 0.5	WCTC-AM 0.4	WVUD-FM 0.4	WVUD-FM 0.4	WMSL-AM 0.4	WMGO-FM 0.5
35 WLR-FM 0.4	WBAR-FM 0.4	WMGO-FM 0.4	WLR-FM 0.4	WMSL-AM 0.4	WUNJ-AM 0.5
36 WLR-FM 0.4	WLR-AM 0.4	WLI-AM 0.4	WMDJ-AM 0.4	WMGO-FM 0.4	WUNJ-AM 0.4
37 WBSM-AM 0.4	WUNJ-AM 0.3	WUNJ-AM 0.3	WVUD-FM 0.4	WMDJ-AM 0.3	WALK-FM 0.4
38 WQXR-AM 0.4	WUNJ-AM 0.3	WVUD-FM 0.3	WUNJ-AM 0.3	WUNJ-AM 0.3	WLR-FM 0.3
39 WUNJ-AM 0.3	WHUD-FM 0.3	WHUD-FM 0.3	WZLN-FM 0.3	WUNJ-AM 0.3	WQXR-AM 0.3
40 WALK-AM 0.1	WVUD-FM 0.3	0.0	WCTO-FM 0.3	WUNJ-AM (A) 0.3	WALK-AM 0.1
					WJLJ-AM 0.1

Average Persons Trends/Rankings

AM '78	J/A '78	OM '78	JF '78	AM '79	J/A '79
1 WABC-AM 1915	WABC-AM 2191	WKTU-FM 2784	WKTU-FM 2593	WKTU-FM 1910	WBSL-FM 2159
2 WBSL-FM 1875	WBSL-FM 1895	WABC-AM 1743	WABC-AM 1560	WOR-AM 1758	WKTU-FM 1664
3 WOR-AM 1678	WOR-AM 1842	WOR-AM 1583	WOR-AM 1459	WBSL-FM 1597	WOR-AM 1450
4 WCBS-AM 1311	WINS-AM 1326	WCBS-AM 1368	WRFM-FM 1419	WABC-AM 1469	WABC-AM 1443
5 WINS-AM 1296	WRFM-FM 1267	WINS-AM 1254	WINS-AM 1329	WCBS-AM 1266	WRFM-FM 1365
6 WRFM-FM 1221	WRFM-FM 942	WCBS-FM 1149	WINS-AM 1301	WRFM-FM 1179	WFSH-AM 1235
7 WPLJ-FM 962	WPLJ-FM 942	WCBS-FM 843	WINS-AM 971	WINS-AM 1146	WINS-AM 1127
8 WXL0-FM 806	WNBC-AM 852	WHN-AM 833	WPLJ-FM 914	WPAT-FM 1023	WPLJ-FM 943
9 WMCA-AM 760	WXL0-FM 735	WPLJ-FM 804	WHN-AM 899	WPLJ-FM 870	WMCA-AM 839
10 WNEW-AM 727	WCBS-FM 722	WBSL-FM 758	WPAT-FM 830	WNEW-AM 842	WHN-AM 735

M-F, 6-10am

PDF(00): 138470

1 WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM
2 WBSL-FM	WBSL-FM	WBSL-FM	WBSL-FM	WBSL-FM	WBSL-FM
3 WINS-AM	WINS-AM	WINS-AM	WINS-AM	WINS-AM	WINS-AM
4 WCBS-AM	WCBS-AM	WCBS-AM	WCBS-AM	WCBS-AM	WCBS-AM
5 WBSL-FM	WBSL-FM	WBSL-FM	WBSL-FM	WBSL-FM	WBSL-FM
6 WRFM-FM	WRFM-FM	WRFM-FM	WRFM-FM	WRFM-FM	WRFM-FM
7 WMCA-AM	WNEW-AM	WHN-AM	WHN-AM	WRFM-FM	WMCA-AM
8 WRFM-FM	WRFM-FM	WHN-AM	WHN-AM	WRFM-FM	WRFM-FM
9 WNBC-AM	WPLJ-FM	WMCA-AM	WADO-AM	WHN-AM	WADO-AM
10 WPLJ-FM	WHN-AM	WPLJ-FM	WBSL-FM	WPAT-FM	WNEW-AM

M-F, 3-7pm

1 WABC-AM	WABC-AM	WKTU-FM	WKTU-FM	WKTU-FM	WBSL-FM
2 WBSL-FM	WBSL-FM	WABC-AM	WABC-AM	WABC-AM	WBSL-FM
3 WPLJ-FM	WPLJ-FM	WPLJ-FM	WPLJ-FM	WABC-AM	WABC-AM
4 WXL0-FM	WNBC-AM	WXL0-FM	WXL0-FM	WNBC-AM	WABC-AM
5 WNBC-AM	WXL0-FM	WNBC-AM	WXL0-FM	WXL0-FM	WNL0-FM
6 WURL-AM	WURL-AM	WBSL-FM	WBSL-FM	WNL0-FM	WNL0-FM
7 WPX-FM	WNEW-FM	WBLI-FM	WPX-FM	WPX-FM	WLR-FM
8 WNEW-FM	WBLI-FM	WPX-FM	WPX-FM	WNEW-FM	WPX-FM
9 WBLI-FM	WPX-FM	WCBS-FM	WCBS-FM	WCBS-FM	WJIT-AM
10 WMCA-AM	WPAT-FM	WPLR-FM	WNEW-FM	WHN-AM	WLR-FM

Teens

M-S, 6am-Midnight
PDF(00): 17275

AM '78	J/A '78	OM '78	JF '78	AM '79	J/A '79
1 WABC-AM	WABC-AM	WKTU-FM	WKTU-FM	WKTU-FM	WBSL-FM
2 WBSL-FM	WBSL-FM	WABC-AM	WABC-AM	WABC-AM	WABC-AM
3 WPLJ-FM	WPLJ-FM	WPLJ-FM	WPLJ-FM	WBSL-FM	WABC-AM
4 WXL0-FM	WNBC-AM	WXL0-FM	WNL0-FM	WNL0-FM	WNL0-FM
5 WNBC-AM	WXL0-FM	WNBC-AM	WXL0-FM	WXL0-FM	WNL0-FM
6 WURL-AM	WURL-AM	WBSL-FM	WBSL-FM	WNL0-FM	WNL0-FM
7 WPX-FM	WNEW-FM	WBLI-FM	WPX-FM	WPX-FM	WLR-FM
8 WNEW-FM	WBLI-FM	WPX-FM	WPX-FM	WNEW-FM	WPX-FM
9 WBLI-FM	WPX-FM	WCBS-FM	WCBS-FM	WCBS-FM	WJIT-AM
10 WMCA-AM	WPAT-FM	WPLR-FM	WNEW-FM	WHN-AM	WLR-FM

M-F, 8-10am

1 WABC-AM	WABC-AM	WKTU-FM	WKTU-FM	WKTU-FM	WBSL-FM
2 WBSL-FM	WBSL-FM	WABC-AM	WABC-AM	WABC-AM	WABC-AM
3 WPLJ-FM	WPLJ-FM	WPLJ-FM	WPLJ-FM	WABC-AM	WABC-AM
4 WXL0-FM	WNBC-AM	WXL0-FM	WNL0-FM	WNL0-FM	WNL0-FM
5 WNBC-AM	WXL0-FM	WNBC-AM	WXL0-FM	WXL0-FM	WNL0-FM
6 WURL-AM	WURL-AM	WBSL-FM	WBSL-FM	WNL0-FM	WNL0-FM
7 WPX-FM	WNEW-FM	WBLI-FM	WPX-FM	WPX-FM	WLR-FM
8 WNEW-FM	WBLI-FM	WPX-FM	WPX-FM	WNEW-FM	WPX-FM
9 WBLI-FM	WPX-FM	WCBS-FM	WCBS-FM	WCBS-FM	WJIT-AM
10 WMCA-AM	WPAT-FM	WPLR-FM	WNEW-FM	WHN-AM	WLR-FM

M-F, 3-7pm

1 WABC-AM	WABC-AM	WKTU-FM	WKTU-FM	WKTU-FM	WBSL-FM
2 WBSL-FM	WBSL-FM	WABC-AM	WABC-AM	WABC-AM	WABC-AM
3 WPLJ-FM	WPLJ-FM	WPLJ-FM	WPLJ-FM	WABC-AM	WABC-AM
4 WXL0-FM	WNBC-AM	WXL0-FM	WNL0-FM	WNL0-FM	WNL0-FM
5 WNBC-AM	WXL0-FM	WNBC-AM	WXL0-FM	WXL0-FM	WNL0-FM
6 WURL-AM	WURL-AM	WBSL-FM	WBSL-FM	WNL0-FM	WNL0-FM
7 WPX-FM	WNEW-FM	WBLI-FM	WPX-FM	WPX-FM	WLR-FM
8 WNEW-FM	WBLI-FM	WPX-FM	WPX-FM	WNEW-FM	WPX-FM
9 WYNY-FM	WNEW-FM	WCBS-FM	WCBS-FM	WHN-AM	WLR-FM
10 WBLI-FM	WPX-FM	WNEW-FM	WNEW-FM	WYNY-FM	WLR-FM

Adults 18-34

M-S, 6am-Midnight
PDF(00): 45361

AM '78	J/A '78	OM '78	JF '78	AM '79	J/A '79
1 WBSL-FM	WBSL-FM	WKTU-FM	WKTU-FM	WKTU-FM	WBSL-FM
2 WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WKTU-FM
3 WPLJ-FM	WPLJ-FM	WCBS-FM	WBSL-FM	WABC-AM	WPLJ-FM
4 WXL0-FM	WNBC-AM	WPLJ-FM	WPLJ-FM	WABC-AM	WABC-AM
5 WNBC-AM	WNL0-FM	WNL0-FM	WNL0-FM	WNL0-FM	WNL0-FM
6 WURL-AM	WURL-AM	WBSL-FM	WBSL-FM	WNL0-FM	WNL0-FM
7 WPX-FM	WNEW-FM	WBLI-FM	WPX-FM	WPX-FM	WLR-FM
8 WNEW-FM	WBLI-FM	WPX-FM	WPX-FM	WNEW-FM	WPX-FM
9 WYNY-FM	WNEW-FM	WCBS-FM	WCBS-FM	WHN-AM	WLR-FM
10 WBLI-FM	WPX-FM	WNEW-FM	WNEW-FM	WYNY-FM	WLR-FM

M-F, 8-10am

1 WBSL-FM	WBSL-FM	WKTU-FM	WKTU-FM	WKTU-FM	WBSL-FM
2 WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WKTU-FM
3 WPLJ-FM	WPLJ-FM	WCBS-FM	WBSL-FM	WABC-AM	WPLJ-FM
4 WNL0-FM	WNL0-FM	WNL0-FM	WNL0-FM	WNL0-FM	WNL0-FM
5 WNBC-AM	WNL0-FM	WNL0-FM	WNL0-FM	WNL0-FM	WNL0-FM
6 WURL-AM	WURL-AM	WBSL-FM	WBSL-FM	WNL0-FM	WNL0-FM
7 WPX-FM	WNEW-FM	WBLI-FM	WPX-FM	WPX-FM	WLR-FM
8 WNEW-FM	WBLI-FM	WPX-FM	WPX-FM	WNEW-FM	WPX-FM
9 WYNY-FM	WNEW-FM	WCBS-FM	WCBS-FM	WHN-AM	WLR-FM
10 WBLI-FM	WPX-FM	WNEW-FM	WNEW-FM	WYNY-FM	WLR-FM

M-F, 3-7pm

1 WBSL-FM	WBSL-FM	WKTU-FM	WKTU-FM	WKTU-FM	WBSL-FM
2 WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WKTU-FM
3 WPLJ-FM	WPLJ-FM	WCBS-FM	WBSL-FM	WABC-AM	WPLJ-FM
4 WXL0-FM	WNBC-AM	WPLJ-FM	WPLJ-FM	WABC-AM	WABC-AM
5 WNBC-AM	WNL0-FM	WNL0-FM	WNL0-FM	WNL0-FM	WNL0-FM
6 WURL-AM	WURL-AM	WBSL-FM	WBSL-FM	WNL0-FM	WNL0-FM
7 WPX-FM	WNEW-FM	WBLI-FM	WPX-FM	WPX-FM	WLR-FM
8 WNEW-FM	WBLI-FM	WPX-FM	WPX-FM	WNEW-FM	WPX-FM
9 WYNY-FM	WNEW-FM	WCBS-FM	WCBS-FM	WHN-AM	WLR-FM
10 WRUR-FM	WRUR-FM	WYNY-FM	WADO-AM	WHN-AM	WYNY-FM

Adults 25-49

M-S, 6am-Midnight
PDF(00): 54960

AM '78	J/A '78	OM '78	JF '78	AM '79	J/A '79
1 WABC-AM	WABC-AM	WKTU-FM	WKTU-FM	WKTU-FM	WBSL-FM
2 WBSL-FM	WBSL-FM	WABC-AM	WABC-AM	WABC-AM	WBSL-FM
3 WCBS-AM	WINS-AM	WCBS-FM	WABC-AM	WABC-AM	WNL0-FM
4 WCBS-FM	WCBS-FM	WHN-AM	WRFM-FM	WCBS-FM	WRFM-FM
5 WINS-AM	WRFM-FM	WCBS-AM	WBSL-FM	WRFM-FM	WRFM-FM
6 W					

**In 1959 they said
it was "the day the music died"...**



**The Top 10 Hits
OF ALL TIME**

**... in 1979
we present the show that proves
the music is "stayin' alive"...**

TM Special Projects presents "THE TOP TEN HITS OF ALL TIME" . . . a blockbuster 25-hour special hosted by KRIS ERIK STEVENS just in time for fall ARB's and year-end programming, or it can be scheduled for demographic targeting on an hour-by-hour basis. Each hour is a year, complete, featuring the top ten songs, interviews, montages of other music that made the year, plus "NEWSMAKERS" — a look at

the events that will take your listener back to the actual moment the song was happening — and "THE WAY IT WAS" — fads, fashions and trends from the years that shaped the destiny of today's music.

Act now . . . call TM Special Projects' Jack Alix or Ron Nickell at (214) 634-8511 collect . . . already sold in many major markets . . . perfect for adult contemp or a demographic enhancer for mainstream rock . . . (214) 634-8511 collect.

TM

TM Special Projects

1349 Regal Row • Dallas, Texas 75247 • Ron Nickell V.P. • (214) 634-8511

Produced by Kris Stevens Enterprises, Inc. In Association with TM Special Projects

Represented Internationally by O'Conner Creative Services — Los Angeles, 213-769-3500 — Sydney, Australia, 02-436-1766

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP (00): 138470

AM '78	JA '78	ON '78	JF '78	AM '79	JA '79
1 WABC-AM 37378	WABC-AM 41311	WABC-AM 32187	WABC-AM 31360	WABC-AM 29534	WABC-AM 30640
2 WINS-AM 26356	WINS-AM 27493	WKU-FM 28277	WINS-AM 27276	WINS-AM 26024	WINS-AM 26043
3 WCBS-AM 24814	WCBS-AM 25610	WCBS-AM 25190	WKU-FM 25760	WCBS-AM 24425	WCBS-AM 23467
4 WOR -AM 22936	WOR -AM 21888	WINS-AM 24994	WCBS-AM 24316	WKU-FM 22727	WKU-FM 20872
5 WNBC-AM 18112	WNBC-AM 21348	WOR -AM 23330	WOR -AM 19817	WOR -AM 21841	WOR -AM 20352
6 WBSL-FM 17464	WBSL-FM 19771	WNBC-AM 16568	WNBC-AM 17537	WNBC-AM 18190	WBSL-FM 18794
7 WXLO-FM 16986	WPLJ-FM 18482	WPLJ-FM 15669	WPLJ-FM 15887	WBSL-FM 16753	WNBC-AM 18467
8 WPLJ-FM 16821	WXLO-FM 14826	WXLO-FM 13912	WRFM-FM 12993	WPLJ-FM 15630	WPLJ-FM 15396
9 WBSL-FM 14496	WRFM-FM 14477	WCBS-FM 13582	WNN -AM 12959	WXLO-FM 13627	WRFM-FM 14236
10 WRFM-FM 12507	WCBS-FM 14446	WBSL-FM 12845	WCBS-FM 12449	WCBS-FM 13516	WXLO-FM 13515

M-F, 6-10am

AM '78	JA '78	ON '78	JF '78	AM '79	JA '79
1 WABC-AM	WABC-AM	WABC-AM	WINS-AM	WINS-AM	WINS-AM
2 WINS-AM	WINS-AM	WCBS-AM	WCBS-AM	WCBS-AM	WCBS-AM
3 WBSL-FM	WBSL-FM	WINS-AM	WABC-AM	WABC-AM	WABC-AM
4 WOR -AM	WOR -AM	WKU-FM	WKU-FM	WOR -AM	WOR -AM
5 WBSL-FM	WBSL-FM	WOR -AM	WOR -AM	WKU-FM	WBSL-FM
6 WNBC-AM	WNBC-AM	WNBC-AM	WNBC-AM	WBSL-FM	WBSL-FM
7 WPLJ-FM	WPLJ-FM	WPLJ-FM	WPLJ-FM	WNBC-AM	WNBC-AM
8 WXLO-FM	WRFM-FM	WNN -AM	WRFM-FM	WPLJ-FM	WRFM-FM
9 WRFM-FM	WNEW-AM	WBSL-FM	WNN -AM	WRFM-FM	WPLJ-FM
10 WNEW-AM	WNN -AM	WXLO-FM	WBSL-FM	WNN -AM	WNN -AM

M-F, 3-7pm

AM '78	JA '78	ON '78	JF '78	AM '79	JA '79
1 WABC-AM	WABC-AM	WKU-FM	WKU-FM	WABC-AM	WABC-AM
2 WBSL-FM	WBSL-FM	WABC-AM	WABC-AM	WKU-FM	WBSL-FM
3 WBSL-FM	WCBS-AM	WCBS-AM	WINS-AM	WCBS-AM	WKU-FM
4 WPLJ-FM	WBSL-FM	WINS-AM	WCBS-AM	WBSL-FM	WCBS-AM
5 WINS-AM	WINS-AM	WPLJ-FM	WPLJ-FM	WNNC-AM	WINS-AM
6 WNBC-AM	WINS-AM	WNBC-AM	WNBC-AM	WPLJ-FM	WPLJ-FM
7 WURL-AM	WRFM-FM	WXLO-FM	WRFM-FM	WINS-AM	WRFM-FM
8 WOR -AM	WXLO-FM	WRFM-FM	WNN -AM	WRFM-FM	WABC-AM
9 WBSL-FM	WOR -AM	WCBS-FM	WBSL-FM	WOR -AM	WCBS-FM
10 WRFM-FM	WCBS-FM	WOR -AM	WOR -AM	WXLO-FM	WXLO-FM

Teens
M-S, 6am-Midnight
POP (00): 17275

AM '78	JA '78	ON '78	JF '78	AM '79	JA '79
1 WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM
2 WPLJ-FM	WPLJ-FM	WKU-FM	WKU-FM	WKU-FM	WPLJ-FM
3 WXLO-FM	WNBC-AM	WPLJ-FM	WNBC-AM	WPLJ-FM	WKU-FM
4 WNBC-AM	WXLO-FM	WNBC-AM	WPLJ-FM	WNBC-AM	WNBC-AM
5 WBSL-FM	WBSL-FM	WXLO-FM	WXLO-FM	WXLO-FM	WXLO-FM
6 WPIX-FM	WPIX-FM	WBSL-FM	WBSL-FM	WBSL-FM	WBSL-FM
7 WURL-AM	WURL-AM	WPIX-FM	WPIX-FM	WPIX-FM	WPIX-FM
8 WINS-AM	WINS-AM	WCBS-FM	WCBS-FM	WNEW-FM	WCBS-FM
9 WYNY-FM	WKU-FM	WNEW-FM	WNEW-FM	WINS-AM	WNEW-FM
10 WNEW-FM	WLIR-FM	WINS-AM	WINS-AM	WCBS-FM	WINS-AM

M-F, 6-10am

AM '78	JA '78	ON '78	JF '78	AM '79	JA '79
1 WABC-AM	WABC-AM	WABC-AM	WKU-FM	WABC-AM	WABC-AM
2 WPLJ-FM	WPLJ-FM	WKU-FM	WABC-AM	WABC-AM	WBSL-FM
3 WXLO-FM	WNBC-AM	WPLJ-FM	WPLJ-FM	WKU-FM	WPLJ-FM
4 WBSL-FM	WBSL-FM	WNBC-AM	WNBC-AM	WNBC-AM	WKU-FM
5 WNBC-AM	WXLO-FM	WBSL-FM	WXLO-FM	WBSL-FM	WXLO-FM
6 WPIX-FM	WURL-AM	WINS-AM	WINS-AM	WINS-AM	WINS-AM
7 WURL-AM	WNEW-FM	WINS-AM	WINS-AM	WINS-AM	WINS-AM
8 WINS-AM	WCBS-AM	WCBS-AM	WPIX-FM	WNEW-FM	WLIR-FM
9 WOR -AM	WKU-FM	WNEW-FM	WCBS-AM	WINS-AM	WNN -AM
10 WBSL-FM	WYNY-FM	WPIX-FM	WNEW-FM	WCBS-AM	WPIX-FM

M-F, 3-7pm

AM '78	JA '78	ON '78	JF '78	AM '79	JA '79
1 WABC-AM	WABC-AM	WKU-FM	WKU-FM	WABC-AM	WABC-AM
2 WPLJ-FM	WABC-AM	WABC-AM	WABC-AM	WKU-FM	WABC-AM
3 WXLO-FM	WNBC-AM	WPLJ-FM	WPLJ-FM	WPLJ-FM	WPLJ-FM
4 WNBC-AM	WBSL-FM	WNBC-AM	WBSL-FM	WBSL-FM	WBSL-FM
5 WBSL-FM	WXLO-FM	WNBC-AM	WXLO-FM	WBSL-FM	WNBC-AM
6 WPIX-FM	WURL-AM	WBSL-FM	WXLO-FM	WXLO-FM	WXLO-FM
7 WURL-AM	WPIX-FM	WPIX-FM	WPIX-FM	WPIX-FM	WPIX-FM
8 WBSL-FM	WNEW-FM	WNEW-FM	WNEW-FM	WNEW-FM	WNEW-FM
9 WNEW-FM	WBSL-FM	WCBS-FM	WCBS-FM	WJIT-AM	WCBS-FM
10 WLIR-FM	WCBS-FM	WBSL-FM	WNN -AM	WLIR-FM	WLIR-FM

Adults 18-34
M-S, 6am-Midnight
POP (00): 45361

AM '78	JA '78	ON '78	JF '78	AM '79	JA '79
1 WABC-AM	WABC-AM	WKU-FM	WKU-FM	WABC-AM	WABC-AM
2 WBSL-FM	WBSL-FM	WABC-AM	WABC-AM	WABC-AM	WKU-FM
3 WBSL-FM	WPLJ-FM	WPLJ-FM	WPLJ-FM	WBSL-FM	WBSL-FM
4 WPLJ-FM	WCBS-FM	WCBS-FM	WBSL-FM	WPLJ-FM	WPLJ-FM
5 WNBC-AM	WBSL-FM	WBSL-FM	WCBS-FM	WPLJ-FM	WPLJ-FM
6 WXLO-FM	WXLO-FM	WNBC-AM	WNBC-AM	WCBS-FM	WNBC-AM
7 WINS-AM	WNEW-FM	WINS-AM	WINS-AM	WXLO-FM	WBSL-FM
8 WPIX-FM	WINS-AM	WNBC-AM	WXLO-FM	WNBC-AM	WXLO-FM
9 WBSL-FM	WCBS-AM	WNEW-FM	WNEW-FM	WNEW-FM	WNEW-FM
10 WNEW-FM	WKU-FM	WPIX-FM	WINS-AM	WINS-AM	WINS-AM

M-F, 6-10am

AM '78	JA '78	ON '78	JF '78	AM '79	JA '79
1 WABC-AM	WABC-AM	WKU-FM	WKU-FM	WABC-AM	WBSL-FM
2 WBSL-FM	WBSL-FM	WABC-AM	WABC-AM	WKU-FM	WABC-AM
3 WNBC-AM	WNBC-AM	WPLJ-FM	WPLJ-FM	WBSL-FM	WKU-FM
4 WPLJ-FM	WINS-AM	WBSL-FM	WINS-AM	WPLJ-FM	WABC-AM
5 WXLO-FM	WPLJ-FM	WCBS-FM	WBSL-FM	WNBC-AM	WPLJ-FM
6 WBSL-FM	WCBS-FM	WNBC-AM	WNBC-AM	WINS-AM	WNEW-FM
7 WINS-AM	WCBS-FM	WINS-AM	WCBS-FM	WCBS-AM	WXLO-FM
8 WBSL-FM	WNEW-FM	WXLO-FM	WCBS-AM	WCBS-FM	WINS-AM
9 WNEW-FM	WXLO-FM	WCBS-AM	WXLO-FM	WNEW-FM	WCBS-AM
10 WPIX-FM	WPIX-FM	WNEW-FM	WNEW-FM	WXLO-FM	WCBS-FM

M-F, 3-7pm

AM '78	JA '78	ON '78	JF '78	AM '79	JA '79
1 WABC-AM	WABC-AM	WKU-FM	WKU-FM	WKU-FM	WBSL-FM
2 WBSL-FM	WBSL-FM	WABC-AM	WABC-AM	WBSL-FM	WKU-FM
3 WPLJ-FM	WBSL-FM	WABC-AM	WABC-AM	WABC-AM	WABC-AM
4 WNBC-AM	WNBC-AM	WCBS-FM	WBSL-FM	WPLJ-FM	WPLJ-FM
5 WXLO-FM	WCBS-FM	WCBS-FM	WBSL-FM	WNEW-FM	WCBS-AM
6 WBSL-FM	WXLO-FM	WNBC-AM	WNBC-AM	WCBS-FM	WNEW-FM
7 WNEW-FM	WNEW-FM	WXLO-FM	WNEW-FM	WXLO-FM	WCBS-FM
8 WPIX-FM	WKU-FM	WNEW-FM	WXLO-FM	WNBC-AM	WXLO-FM
9 WKU-FM	WPIX-FM	WYNY-FM	WYNY-FM	WYNY-FM	WYNY-FM
10 WINS-AM	WYNY-FM	WINS-AM	WINS-AM	WCBS-AM	WYNY-FM

Adults 25-49
M-S, 6am-Midnight
POP (00): 54960

AM '78	JA '78	ON '78	JF '78	AM '79	JA '79
1 WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM
2 WINS-AM	WINS-AM	WKU-FM	WINS-AM	WINS-AM	WINS-AM
3 WBSL-FM	WBSL-FM	WINS-AM	WINS-AM	WINS-AM	WINS-AM
4 WBSL-FM	WBSL-FM	WINS-AM	WINS-AM	WINS-AM	WINS-AM
5 WBSL-FM	WBSL-FM	WINS-AM	WINS-AM	WINS-AM	WINS-AM
6 WNBC-AM	WBSL-FM	WINS-AM	WINS-AM	WINS-AM	WINS-AM
7 WOR -AM	WOR -AM	WNBC-AM	WNBC-AM	WNBC-AM	WNBC-AM
8 WXLO-FM	WNN -AM	WNN -AM	WNN -AM	WNN -AM	WNN -AM
9 WNEW-FM	WXLO-FM	WBSL-FM	WBSL-FM	WBSL-FM	WBSL-FM
10 WRFM-FM	WNEW-AM	WNEW-AM	WNEW-AM	WNEW-AM	WRFM-FM

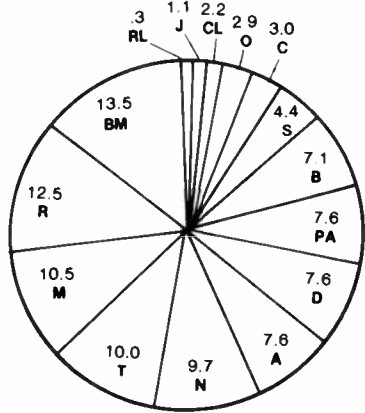
M-F, 6-10am

AM '78	JA '78	ON '78	JF '78	AM '79	JA '79
1 WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM
2 WINS-AM	WINS-AM	WCBS-AM	WCBS-AM	WCBS-AM	WCBS-AM
3 WBSL-FM	WBSL-FM	WINS-AM	WINS-AM	WINS-AM	WINS-AM
4 WBSL-FM	WBSL-FM	WKU-FM	WKU-FM	WKU-FM	WBSL-FM
5 WNBC-AM	WNBC-AM	WCBS-FM	WCBS-FM	WNBC-AM	WKU-FM
6 WBSL-FM	WNN -AM	WNN -AM	WNN -AM	WNN -AM	WNN -AM
7 WOR -AM	WCBS-FM	WOR -AM	WOR -AM	WNN -AM	WNBC-AM
8 WNEW-AM	WNN -AM	WNBC-AM	WCBS-FM	WNN -AM	WCBS-FM
9 WNN -AM	WNEW-AM	WBSL-FM	WRFM-FM	WNN -AM	WBSL-FM
10 WRFM-FM	WRFM-FM	WNEW-AM	WNEW-AM	WNEW-AM	WNEW-AM

M-F, 3-7pm

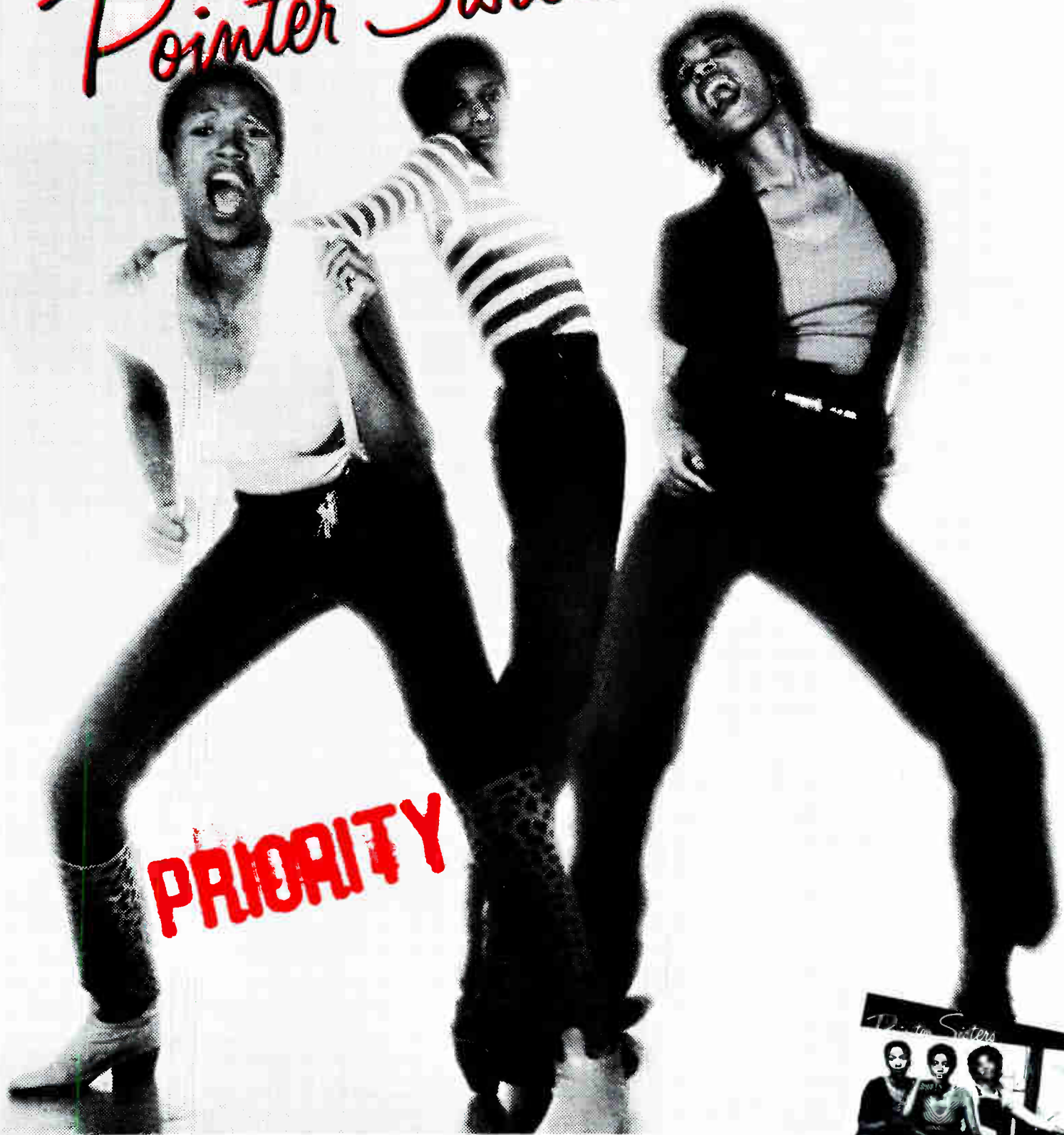
AM '78	JA '78	ON '78	JF '78	AM '79	JA '79
1 WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM
2 WBSL-FM	WBSL-FM	WKU-FM	WKU-FM	WKU-FM	WBSL-FM
3 WBSL-FM	WCBS-AM	WCBS-AM	WCBS-AM	WCBS-AM	WBSL-FM
4 WINS-AM	WINS-AM	WCBS-AM	WCBS-AM	WCBS-AM	WBSL-FM
5 WBSL-FM	WINS-AM	WNN -AM	WNN -AM	WNN -AM	WBSL-FM
6 WNBC-AM	WINS-AM	WNN -AM	WNN -AM	WNN -AM	WBSL-FM
7 WXLO-FM	WCBS-FM	WINS-AM	WINS-AM	WINS-AM	WBSL-FM
8 WNN -AM	WRFM-FM	WNBC-AM	WRFM-FM	WRFM-FM	WINS-AM
9 WRFM-FM	WNN -AM	WPLJ-FM	WBSL-FM	WRFM-FM	WRFM-FM
10 WPLJ-FM	WNEW-AM	WPAT-FM	WPLJ-FM	WRFM-FM	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.

THE *Pointer Sisters* **DELIVER GREAT ROCK AND ROLL.**



PRIORITY

THE NEW ALBUM FROM THE POINTER SISTERS,

"RIGHT ON THE CREST OF THE WAVE OF MUSIC FOR THE EIGHTIES: take *Priority* and put it on the air on hot and let it simmer while your audience rises. It's guaranteed not to cool for months. In case you haven't got the message yet, Perry, Planet and the Pointer Sisters have put out one hell of a Rock and Roll record, and regardless of any past conceptions of the Sisters Pointer, set them aside and put a needle on the multitudinous tracks of interest. This is, indeed, purist Rock and Roll." "In a time of changing musical tastes and forms, *Priority* is like a drink of cool, fresh water on a hot summer day. Pick up on it: your audience will love you for it."

Goodphone

"UNDENIABLY ROCK AND ROLL. Titled *Priority*, maybe it should have been stamped 'first class' or 'special delivery.'"

The Gavin Report

PRODUCED BY RICHARD PERRY ON PLANET RECORDS AND TAPES.

©1979 Planet Records. Distributed by Elektra/Asylum Records. A Warner Communications Co



(P-9003)



Norfolk-Portsmouth- Newport News- Hampton

METRO RANK

32

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 9341

AM '78	ON '78	AM '79
1 WOI-FM 133	WFOG-FM 164	WTAR-AM 129
2 WTAR-AM 128	WNOR-FM 140	WYK-FM 120
3 WCHS-AF 124	WTAR-AM 115	WFOG-FM 108
4 WGH -AM 120	WOI-FM 101	WCMS-FM 107
5 WNOR-FM 112	WYK-FM 97	WKEZ-FM 104

M-F, 6-10am

1 WTAR-AM	WTAR-AM	WTAR-AM
2 WCHS-AF	WFOG-FM	WFOG-FM
3 WGH -AM	WNOR-FM	WCMS-FM
4 WRAP-AM	WCMS-FM	WGH -AM
5 WOI-FM	WQRK-FM	WKEZ-FM

M-F, 3-7pm

1 WOI-FM	WOI-FM	WTAR-AM
2 WNOR-FM	WNOR-FM	WYK-FM
3 WTAR-AM	WFOG-FM	WFOG-FM
4 WRAP-AM	WTAR-AM	WNOR-FM
5 WGH -AM	WYK-FM	WCMS-FM

Teens
M-S, 6am-Midnight
POP(00): 1274

AM '78	ON '78	AM '79
1 WGH -AM	WRAP-AM	WGH -AM
2 WOI-FM	WOI-FM	WRAP-AM
3 WQRK-FM	WYK-FM	WYK-FM
4 WRAP-AM	WQRK-FM	WNOR-FM
5 WNOR-FM	WGH -AM	WOI-FM

M-F, 6-10am

1 WRAP-AM	WRAP-AM	WGH -AM
2 WGH -AM	WYK-FM	WRAP-AM
3 WQRK-FM	WQRK-FM	WOI-FM
4 WOI-FM	WGH -AM	WYK-FM
5 WNOR-FM	WNOR-FM	WNOR-FM

M-F, 3-7pm

1 WOI-FM	WOI-FM	WRAP-AM
2 WGH -AM	WNOR-FM	WYK-FM
3 WRAP-AM	WQRK-FM	WNOR-FM
4 WQRK-FM	WRAP-AM	WGH -AM
5 WBCI-FM	WYK-FM	WQRK-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3934

AM '78	ON '78	AM '79
1 WNOR-FM	WNOR-FM	WYK-FM
2 WZAM-AF	WYK-FM	WNOR-FM
3 WRAP-AM	WFOG-FM	WOI-FM
4 WOI-FM	WQRK-FM	WTAR-AM
5 WGH -AM	WOI-FM	WRAP-AM

M-F, 6-10am

1 WGH -AM	WNOR-FM	WTAR-AM
2 WNOR-FM	WFOG-FM	WYK-FM
3 WRAP-AM	WQRK-FM	WGH -AM
4 WZAM-AF	WTAR-AM	WNOR-FM
5 WQRK-FM	WYK-FM	WFOG-FM

M-F, 3-7pm

1 WNOR-FM	WNOR-FM	WYK-FM
2 WRAP-AM	WOI-FM	WNOR-FM
3 WQRK-FM	WYK-FM	WOI-FM
4 WZAM-AF	WQRK-FM	WRAP-AM
5 WOI-FM	WFOG-FM	WFOG-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 3837

AM '78	ON '78	AM '79
1 WCHS-AF	WFOG-FM	WCMS-FM
2 WTAR-AM	WTAR-AM	WTAR-AM
3 WFOG-AF	WOI-FM	WFOG-FM
4 WOI-FM	WCMS-FM	WKEZ-FM
5 WGH -AM	WKEZ-FM	WOI-FM

M-F, 6-10am

1 WTAR-AM	WFOG-FM	WTAR-AM
2 WCHS-AF	WTAR-AM	WCMS-FM
3 WOI-FM	WCMS-FM	WFOG-FM
4 WGH -AM	WGH -AM	WKEZ-FM
5 WFOG-AF	WDE-FM	WGH -AM

M-F, 3-7pm

1 WTAR-AM	WFOG-FM	WCMS-FM
2 WFOG-AF	WOI-FM	WTAR-AM
3 WCHS-AF	WTAR-AM	WFOG-FM
4 WOI-FM	WDE-FM	WKEZ-FM
5 WGH -AM	WNOR-FM	WOI-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 9341

AM '78	ON '78	AM '79
1 WGH -AM 2275	WGH -AM 1892	WTAR-AM 2255
2 WTAR-AM 2078	WTAR-AM 1864	WGH -AM 1874
3 WQRK-FM 1760	WNOR-FM 1742	WNOR-FM 1784
4 WNOR-FM 1716	WFOG-FM 1694	WYK-FM 1454
5 WOI-FM 1541	WQRK-FM 1480	WKEZ-FM 1382

M-F, 6-10am

1 WTAR-AM	WTAR-AM	WTAR-AM
2 WGH -AM	WFOG-FM	WGH -AM
3 WNOR-FM	WNOR-FM	WYK-FM
4 WRAP-AM	WGH -AM	WNOR-FM
5 WCHS-AF	WYK-FM	WKEZ-FM

A/M '79 Market Overview

There's a new number one station in the Norfolk area, P/A leader **WTAR**. Besides being the 12+ leader in the metro, **WTAR** also scored well in the key 25-49 demo, ranking second there. **WTAR** is #1 in AM drive with more than 17% of the market. Station gained in other major dayparts also, except evening. Outside ad campaign for **WTAR** featured TV and newspaper.

Next in share of the 12+ audience, and showing the biggest gain among the contemporary sound stations, is **WYK**. **WYK** rates first among appeal to young adults (18-34) and does well too among teens. Biggest advances for **WYK** came in midday and PM drive.

Beautiful Music **WFOG-FM** stands third among the total audience and third among adults 25-49. Formerly the top station in the Norfolk metro, **WFOG-FM** saw its numbers slide significantly in the major dayparts.

Right behind **WFOG-FM** in the 12+ standings is Country **WCMS-FM**. **WCMS-FM** gained more than two shares 12+, now rates #1 among adults 25-49 in metro. The on-air sound was fine-tuned to include more crossover music, while at the same time **WCMS-FM** gave away \$40,000 in cash and prizes for this sweep, a larger budget than the previous book. Outside advertising consisted of TV, newspapers, and bus boards.

WKEZ, after some poorer books, rebounded to best numbers in two years. The Beautiful Music station saw its male audience slip but caught a real boost from women, as female 12+ share rose by five points. **WKEZ** now rates fourth among adults 25-49.

Black-formatted **WRAP** worked some more Dance-music into its playlist and the numbers show an increase for the station. **WRAP** picks up more than a share point among 12+ persons, and station now rates fifth among adults 18-34. **WRAP** went Dance-music from 7pm on in the evening, and used TV spots to alert the marketplace to this fact. As book progressed, **WRAP** increased its Dancemusic penetration until the playlist is now about 90% Dance-music.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 9341

AM '78	ON '78	AM '79
1 WOI-FM 9.0	WFOG-FM 11.1	WTAR-AM (PA) 9.3
2 WTAR-AM 8.7	WNOR-FM 9.5	WYK-FM (A) 8.7
3 WCHS-AF 8.4	WTAR-AM 7.8	WFOG-FM (M) 7.8
4 WGH -AM 8.1	WOI-FM 6.9	WCMS-FM (C) 7.7
5 WNOR-FM 7.6	WYK-FM 6.6	WKEZ-FM (M) 7.5
6 WRAP-AM 7.4	WQRK-FM 5.7	WNOR-FM (A) 7.4
7 WFOG-AF 7.0	WKEZ-FM 5.7	WOI-FM (M) 6.1
8 WQRK-FM 6.0	WGH -AM 5.4	WGH -AM (M) 5.9
9 WKEZ-FM 5.9	WCHS-FM 5.3	WRAP-AM (M) 5.7
10 WZAM-AF 5.8	WRAP-AM 4.7	WPCE-AM (M) 4.6
11 WPCE-AM 3.7	WDE-FM 3.4	WQRK-FM (M) 4.1
12 WBCI-FM 3.5	WPCE-AM 3.1	WGH -FM (CL) 2.7
13 WGH -FM 2.4	WVAB-AM 2.6	WDE-FM (PA) 2.7
14 WHNE-AM 2.2	WZAM-AM 2.3	WCMS-AM (C) 2.0
15 WXRI-FM 1.6	WHNE-AM 2.2	WNOR-AM (M) 1.8
16 WVEC-AM 1.6	WGH -FM 2.0	WZAM-AM (A) 1.7
17 WVAB-AM 1.4	WXRI-FM 2.0	WBCI-FM (PA) 1.4
18 WNOR-AM 1.2	WBCI-FM 1.8	WVAB-AM (C) 1.3
19 WRVA-AM 1.2	WYVA-FM 1.5	WYVA-FM (C) 1.2
20 WYVA-FM 1.2	WNOR-AM 1.4	WCPK-AM (M) 0.9
21 WCPK-AM 0.9	WCHS-AM 1.2	WNIS-AM (M) 0.7
22 WVHR-FM 0.7	WCPK-AM 1.0	WXRI-FM (M) 0.7
23 WPHH-AM 0.5	WDE-AM 0.7	WDE-AM (PA) 0.6
24	WPHH-AM 0.5	WTJZ-AM (M) 0.4
25	WFOG-AM 0.5	
26	WRVA-AM 0.3	

M-F, 3-7pm

1 WTAR-AM	WTAR-AM	WTAR-AM
2 WNOR-FM	WNOR-FM	WNOR-FM
3 WGH -AM	WGH -AM	WYK-FM
4 WQRK-FM	WFOG-FM	WGH -AM
5 WFOG-AF	WYK-FM	WOI-FM

Teens
M-S, 6am-Midnight
POP(00): 1274

AM '78	ON '78	AM '79
1 WGH -AM	WGH -AM	WGH -AM
2 WQRK-FM	WQRK-FM	WRAP-AM
3 WOI-FM	WRAP-AM	WNOR-FM
4 WNOR-FM	WNOR-FM	WYK-FM
5 WRAP-AM	WOI-FM	WOI-FM

M-F, 6-10am

1 WGH -AM	WGH -AM	WGH -AM
2 WRAP-AM	WRAP-AM	WRAP-AM
3 WQRK-FM	WYK-FM	WOI-FM
4 WOI-FM	WQRK-FM	WYK-FM
5 WNOR-FM	WNOR-FM	WQRK-FM

M-F, 3-7pm

1 WGH -AM	WQRK-FM	WRAP-AM
2 WQRK-FM	WNOR-FM	WYK-FM
3 WOI-FM	WOI-FM	WGH -AM
4 WNOR-FM	WGH -AM	WNOR-FM
5 WRAP-AM	WRAP-AM	WQRK-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 3934

AM '78	ON '78	AM '79
1 WNOR-FM	WNOR-FM	WNOR-FM
2 WQRK-FM	WYK-FM	WYK-FM
3 WGH -AM	WQRK-FM	WGH -AM
4 WZAM-AF	WOI-FM	WQRK-FM
5 WOI-FM	WGH -AM	WTAR-AM

M-F, 6-10am

1 WNOR-FM	WNOR-FM	WYK-FM
2 WGH -AM	WYK-FM	WNOR-FM
3 WQRK-FM	WTAR-AM	WGH -AM
4 WRAP-AM	WOI-FM	WTAR-AM
5 WTAR-AM	WFOG-FM	WQRK-FM

M-F, 3-7pm

1 WNOR-FM	WNOR-FM	WNOR-FM
2 WQRK-FM	WYK-FM	WYK-FM
3 WZAM-AF	WOI-FM	WOI-FM
4 WGH -AM	WQRK-FM	WGH -AM
5 WRAP-AM	WGH -AM	WQRK-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 3837

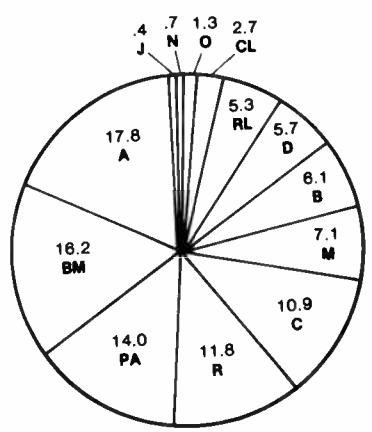
AM '78	ON '78	AM '79
1 WTAR-AM	WFOG-FM	WTAR-AM
2 WGH -AM	WTAR-AM	WCMS-FM
3 WFOG-AF	WCMS-FM	WKEZ-FM
4 WCHS-AF	WGH -AM	WGH -AM
5 WOI-FM	WOI-FM	WFOG-FM

M-F, 6-10am

1 WTAR-AM	WTAR-AM	WTAR-AM
2 WGH -AM	WFOG-FM	WFOG-FM
3 WCHS-AF	WCMS-FM	WCMS-FM
4 WFOG-AF	WGH -AM	WKEZ-FM
5 WOI-FM	WOI-FM	WGH -AM

M-F, 3-7pm

1 WTAR-AM	WTAR-AM	WTAR-AM
2 WFOG-AF	WFOG-FM	WCMS-FM
3 WCHS-AF	WCMS-FM	WOI-FM
4 WNOR-FM	WDE-FM	WKEZ-FM
5 WGH -AM	WOI-FM	WFOG-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.

Northeast Pennsylvania

METRO RANK

53

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5450

A/M '77	A/M '78	A/M '79
1 WARM-AM 134	WAKM-AM 163	WARM-AM 122
2 WILK-AM 117	WNAK-AM 133	WGRI-FM 84
3 WGBI-FM 72	WGRI-FM 86	WNAK-AM 84
4 WBRE-AF 67	WBAX-AM 62	WEJL-AM 67
5 WILK-AM 61	WFJL-AM 58	WTLK-AM 66

M-F, 6-10am

1 WARM-AM	WARM-AM	WARM-AM
2 WBRE-AF	WNAK-AM	WILK-AM
3 WNAK-AM	WEJL-AM	WAZL-AM
4 WGBI-FM	WBAX-AM	WGRI-FM
5 WILK-AM	WBRE-AF	WNAK-AM

M-F, 3-7pm

1 WARM-AM	WARM-AM	WARM-AM
2 WNAK-AM	WGRI-FM	WGRI-FM
3 WILK-AM	WNAK-AM	WEZX-FM
4 WGBI-FM	WEZX-FM	WYZZ-FM
5 WBRE-AF	WBRE-AF	WNAK-AM

Teens
M-S, 6am-Midnight
POP(00): 609

A/M '77	A/M '78	A/M '79
1 WARM-AM	WEZX-FM	WILK-AM
2 WILK-AM	WARM-AM	WGRI-FM
3 WEZX-FM	WILK-AM	WEZX-FM
4 WGRI-FM	WGRI-FM	WARD-AM
5 WBAX-AM	WARD-AM	WACH-FM

M-F, 6-10am

1 WARM-AM	WARM-AM	WILK-AM
2 WILK-AM	WILK-AM	WARM-AM
3 WEZX-FM	WEZX-FM	WAZL-AM
4 WBAX-AM	WGRI-FM	WGRI-FM
5 WGRI-FM	WHLM-AF	WEZX-FM

M-F, 3-7pm

1 WARM-AM	WEZX-FM	WEZX-FM
2 WILK-AM	WARM-AM	WGRI-FM
3 WEZX-FM	WILK-AM	WACH-FM
4 WBAX-AM	WGRI-FM	WILK-AM
5 WABC-AM	WARD-AM	WARD-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1543

A/M '77	A/M '78	A/M '79
1 WARM-AM	WGRI-FM	WGRI-FM
2 WGRI-FM	WARM-AM	WARM-AM
3 WEZX-FM	WEZX-FM	WEZX-FM
4 WILK-AM	WILK-AM	WILK-AM
5 WBAX-AM	WBAX-AM	WEJL-AM

M-F, 6-10am

1 WARM-AM	WARM-AM	WARM-AM
2 WGRI-FM	WGRI-FM	WGRI-FM
3 WBAX-AM	WBAX-AM	WILK-AM
4 WEZX-FM	WEZX-FM	WEZX-FM
5 WAZL-AM	WILK-AM	WAZL-AM

M-F, 3-7pm

1 WARM-AM	WGRI-FM	WARM-AM
2 WGRI-FM	WARM-AM	WGRI-FM
3 WEZX-FM	WEZX-FM	WEZX-FM
4 WBAX-AM	WILK-AM	WILK-AM
5 WILK-AM	WBAX-AM	WMJW-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1388

A/M '77	A/M '78	A/M '79
1 WARM-AM	WARM-AM	WARM-AM
2 WGRI-FM	WBAX-AM	WEJL-AM
3 WNAK-AM	WNAK-AM	WBAX-AM
4 WILK-AM	WGRI-FM	WGRI-FM
5 WEJL-AM	WUCD-FM	WILK-AM

M-F, 6-10am

1 WARM-AM	WARM-AM	WARM-AM
2 WGRI-FM	WBAX-AM	WILK-AM
3 WILK-AM	WILK-AM	WAZL-AM
4 WBRE-AF	WNAK-AM	WBAX-AM
5 WAZL-AM	WEJL-AM	WEJL-AM

M-F, 3-7pm

1 WARM-AM	WARM-AM	WARM-AM
2 WGRI-FM	WNAK-AM	WGRI-FM
3 WILK-AM	WGRI-FM	WBAX-AM
4 WUCD-FM	WBAX-AM	WEJL-AM
5 WBAX-AM	WUCD-FM	WAZL-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5450

A/M '77	A/M '78	A/M '79
1 WARM-AM 2149	WARM-AM 2499	WARM-AM 1705
2 WILK-AM 1086	WGRI-FM 1253	WILK-AM 1109
3 WGRI-FM 1085	WILK-AM 1112	WGRI-FM 1067
4 WBRE-AF 986	WNAK-AM 908	WBRE-AF 843
5 WNAK-AM 832	WGRI-AM 704	WNAK-AM 835

M-F, 6-10am

1 WARM-AM	WARM-AM	WARM-AM
2 WBRE-AF	WGRI-FM	WILK-AM
3 WILK-AM	WNAK-AM	WNAK-AM
4 WGRI-FM	WNAK-AM	WGRI-FM
5 WNAK-AM	WEJL-AM	WAZL-AM

M-F, 3-7pm

1 WARM-AM	WARM-AM	WARM-AM
2 WGRI-FM	WGRI-FM	WGRI-FM
3 WILK-AM	WILK-AM	WILK-AM
4 WNAK-AM	WNAK-AM	WEZX-FM
5 WBRE-AF	WEZX-FM	WBRE-AF

Teens

M-S, 6am-Midnight
POP(00): 609

A/M '77	A/M '78	A/M '79
1 WARM-AM	WAKM-AM	WILK-AM
2 WILK-AM	WILK-AM	WARM-AM
3 WGRI-FM	WEZX-FM	WARD-AM
4 WEZX-FM	WGRI-FM	WEZX-FM
5 WBAX-AM	WARD-AM	WGRI-FM

M-F, 6-10am

1 WARM-AM	WARM-AM	WILK-AM
2 WILK-AM	WILK-AM	WARD-AM
3 WEZX-FM	WEZX-FM	WARM-AM
4 WGRI-FM	WGRI-FM	WAZL-AM
5 WABC-AM	WARD-AM	WEZX-FM

M-F, 3-7pm

1 WARM-AM	WARM-AM	WILK-AM
2 WILK-AM	WEZX-FM	WGRI-FM
3 WEZX-FM	WGRI-FM	WEZX-FM
4 WGRI-FM	WARD-AM	WMJW-FM
5 WBAX-AM	WILK-AM	WARM-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1543

A/M '77	A/M '78	A/M '79
1 WARM-AM	WARM-AM	WARM-AM
2 WGRI-FM	WGRI-FM	WGRI-FM
3 WILK-AM	WILK-AM	WEZX-FM
4 WEZX-FM	WEZX-FM	WILK-AM
5 WBAX-AM	WBAX-AM	WMJW-FM

M-F, 6-10am

1 WARM-AM	WARM-AM	WARM-AM
2 WILK-AM	WGRI-FM	WGRI-FM
3 WILK-AM	WILK-AM	WILK-AM
4 WBAX-AM	WEZX-FM	WEZX-FM
5 WEZX-FM	WBAX-AM	WEJL-AM

M-F, 3-7pm

1 WARM-AM	WARM-AM	WARM-AM
2 WILK-AM	WGRI-FM	WGRI-FM
3 WILK-AM	WILK-AM	WEZX-FM
4 WEZX-FM	WEZX-FM	WILK-AM
5 WSCR-AM	WBAX-AM	WMJW-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1388

A/M '77	A/M '78	A/M '79
1 WARM-AM	WARM-AM	WARM-AM
2 WGRI-FM	WGRI-FM	WGRI-FM
3 WILK-AM	WBAX-AM	WILK-AM
4 WEJL-AM	WILK-AM	WBAX-AM
5 WNAK-AM	WNAK-AM	WEZX-FM

M-F, 6-10am

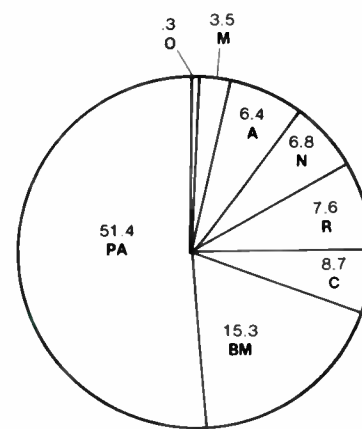
1 WARM-AM	WARM-AM	WARM-AM
2 WGRI-FM	WBAX-AM	WILK-AM
3 WILK-AM	WGRI-FM	WBAX-AM
4 WEJL-AM	WGRI-FM	WEJL-AM
5 WAZL-AM	WEJL-AM	WGRI-FM

M-F, 3-7pm

1 WARM-AM	WARM-AM	WARM-AM
2 WGRI-FM	WBAX-AM	WGRI-FM
3 WILK-AM	WGRI-FM	WBAX-AM
4 WUCD-FM	WILK-AM	WILK-AM
5 WEJL-AM	WNAK-AM	WEZX-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 '79 Market Overview

When you want that WARM feeling, just go to the Scranton-Wilkes-Barre area and listen to the leading radio station there. **Susquehanna's P/A** station has been number one forever, it seems, and this book is no exception. WARM did drop several points from last year's survey figures, but then so did its closest competitor. WARM is number one among adults 25-49 and second among adults 18-34.

Most of the leading stations in this market are variations of the Pop/Adult format. Indeed, the next four stations in rank of 12+ share are all some version of this ever more popular sound. Most of these P/A stations had stable books or showed an increase, but WARM's closest competitor last year, **WNAK**, took quite a tumble in this sweep, losing more than five shares. WNAK lost much of its female shares in the 25+ demos, especially in AM drive and midday.

WILK made worthwhile gains in this report, increasing its shares best among men in its audience. AM and PM drive showed the best advances in shares for WILK. WILK now is tied for the lead in teens also.

Another important factor among men in the market is AOR station **WEZX**. The station had a stable book, and is 2nd in the men 18-34 segment of the audience, just ahead of WILK. WEZX saw its shares improve the most in midday and PM drive, while noting a decline in the evening.

Country station **WBAX** must wonder what happened after its 12+ share figure was reduced severely in this survey. WBAX's male shares declined by almost half, while its female numbers dropped almost a third. Fortunately, WBAX is still third among adults 25-49.

Other audience shifts worthy of mention include Top 40 **WAZL** going from a 12+ share of 2.3 up to 4.4, and BM station **WYZZ**'s advance from 4.1 to a 5.5.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 5450

A/M '77	A/M '78	A/M '79
1 WARM-AM 14.2	WARM-AM 16.6	WARM-AM 11.7
2 WNAK-AM 12.4	WNAK-AM 13.5	WGRI-FM 8.1
3 WGRI-FM 7.6	WGRI-FM 8.7	WNAK-AM 8.1
4 WBRE-AF 7.1	WBAX-AM 6.3	WEJL-AM 6.4
5 WILK-AM 6.5	WEJL-AM 5.9	WILK-AM 6.4
6 WEJL-AM 5.6	WBRE-AF 5.3	WBRE-AF 6.2
7 WYZZ-FM 4.8	WEZX-FM 4.8	WYZZ-FM 5.5
8 WUCD-FM 4.0	WILK-AM 4.6	WEZX-FM 4.9
9 WBRE-AM 3.9	WYZZ-FM 4.1	WUCD-FM 4.9
10 WEZX-FM 3.6	WUCD-FM 4.1	WAZL-AM 4.4
11 WAZL-AM 3.5	WICK-AM 4.0	WUCD-FM 4.0
12 WICK-AM 3.5	WVPO-AF 2.9	WBAX-AM 3.9
13 WGRI-AM 3.4	WIDL-FM 2.6	WGRI-AM 3.8
14 WBRE-FM 3.2	WGRI-AM 2.5	WIDL-FM 3.2
15 WBAX-AM 3.1	WAZL-AM 2.3	WVPO-AF 2.7
16 WCDL-AF 2.5	WICK-AM 1.7	WCDL-AF 2.1
17 WCDL-FM 2.0	WMJW-FM 1.4	WMJW-FM 1.5
18 WIDL-FM 1.9	WARD-AM 1.3	WZZO-FM 1.5
19 WACH-FM 1.6	WABC-AM 0.9	WARD-AM 1.3
20 WUPO-FM 1.5	KYW-AM 0.8	WACH-FM 0.9
21 WSCR-AM 1.2	WHLM-AF 0.7	WQQQ-FM 0.9
22 WABC-AM 1.2	WACH-FM 0.7	WSCR-AM 0.8
23 WMJW-FM 1.2	WQQQ-FM 0.6	WABC-AM 0.7
24 WQQQ-FM 1.1	WEZV-FM 0.5	KYW-AM 0.6
25 WARD-AM 0.7	WSCR-AM 0.5	WILQ-FM 0.5
26 WIFJ-FM 0.5	WILQ-FM 0.5	WIFJ-FM 0.5
27 WCDL-AM 0.5		WLSH-AM 0.4
28 WLEV-FM 0.4		WLEV-FM 0.3
29		WHLM-AF 0.3

Oklahoma City

METRO RANK **50**

A/M '79 Market Overview

KTOK is still solidly entrenched atop this market, with more than 14% of the total 12+ audience. The P/A station leads in adults 25-49 for entire week, and scored a 20 share in this demo in AM drive. Although still number one overall in the market, KTOK needs to be concerned about losing four shares in the A/M '79 sweep. Fall books have been better than A/M efforts for KTOK, so look for O/N '79 turnaround. TV, billboards used to advertise station during the A/M '79 survey.

Moving into the number two slot in the Spring results is Country station KEBC. This FM property, besides ranking number two among the 12+ audience, barely trails KTOK in terms of appeal to adults 25-49. KEBC participated in a multi-station contest in which the grand prize winner received a trip to Hollywood to have lunch with **Burt Reynolds**. Outside advertising uses billboards and the KEBC bumpersticker — Keep EveryBody Country. KEBC is the only station in Oklahoma City with a 24-hour news staff.

Third in the 12+ standings is Top 40 rocker KOFM. KOFM ranks second in target 18-34 adults and is #1 with teens in the Oklahoma City metro. Station conducted on-air promotion with "Cash Stash."

Among the 18-34 adult demo, KOFM is topped only by AOR station KATT-FM. KATT-FM had a good book, gaining three shares 12+ to move into fourth place overall. KATT-FM scored its biggest advances in midday and afternoon drive. On the horizon as a viable competitor to KATT-FM, by the way, is new AOR entry KXXY. KXXY is a new "Superstars" affiliate and station is pleased with gains overall — and in midday and PM drive especially.

KKNG ranks fifth in the market in 12+ share with a secure 8%+ share of the metro. KKNG's Beautiful Music sound enabled the station to rank fourth among adults 25-49. No on-air contests for KKNG during the A/M '79 sweep.

Black-formatted KAEZ rose in the Spring survey on the strength of increased numbers among the men in the market. KAEZ skews 18-34, but the station did not follow the Dancemusical craze, staying instead with traditional Pop/Rhythm sounds. KAEZ ran no promotions or outside advertising.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP (00): 6342

	A/M '78	O/N '78	A/M '79
1 KATT-AF	12.0	KTOK-AM	18.5
2 KTOK-AM	11.9	KOFM-FM	10.3
3 KKNG-FM	10.8	KEBC-FM	9.6
4 WKY-AM	10.7	WKY-AM	9.5
5 KOFM-FM	8.9	KKNG-FM	8.8
6 KEBC-FM	8.6	KOMA-AM	6.2
7 KOMA-AM	7.2	KATT-FM	6.2
8 KZUE-FM	6.2	KFNB-FM	4.0
9 KFNB-FM	4.3	KZUE-FM	3.6
10 KOCY-AM	3.5	WNAJ-AM	3.4
11 WNAJ-AM	2.6	KOCY-AM	3.2
12 KOCV-AM	2.2	KAEZ-FM	2.6
13 KXXY-FM	1.9	KXXY-FM	1.9
14 KFJL-FM	1.6	KATT-AM	1.8
15 KWHP-FM	1.5	KTLS-FM	1.7
16 KJIL-FM	1.5	KCFX-FM	1.5
17 KNOR-AM	1.0	KNOR-AM	1.1
18 KGFF-AM	1.0	KGFF-AM	0.7
19 KAEZ-FM	0.9	KJIL-FM	0.6
20 KBYE-AM	0.5	KOCV-AM	0.5
21	0.0	KVOD-AM	0.5

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP (00): 6342

	A/M '78	O/N '78	A/M '79
1 KATT-AF	110	KTOK-AM	179
2 KTOK-AM	109	KOFM-FM	99
3 KKNG-FM	99	KEBC-FM	93
4 WKY-AM	98	WKY-AM	92
5 KOFM-FM	81	KKNG-FM	85

M-F, 6-10am

1 KTOK-AM	KTOK-AM	KTOK-AM
2 WKY-AM	WKY-AM	WKY-AM
3 KEBC-FM	KEBC-FM	KEBC-FM
4 KATT-AF	KOFM-FM	KATT-FM
5 KKNG-FM	KOMA-AM	KOFM-FM

M-F, 3-7pm

1 KATT-AF	KTOK-AM	KTOK-AM
2 KTOK-AM	KOFM-FM	KEBC-FM
3 KOFM-FM	KKNG-FM	KATT-FM
4 WKY-AM	KEBC-FM	KOFM-FM
5 KKNG-FM	WKY-AM	KKNG-FM

Teens

M-S, 6am-Midnight
POP (00): 829

	A/M '78	O/N '78	A/M '79
1 KOFM-FM	KOFM-FM	KOFM-FM	KOFM-FM
2 KZUE-FM	KZUE-FM	KZUE-FM	KZUE-FM
3 WKY-AM	WKY-AM	KOMA-AM	KOMA-AM
4 KOMA-AM	KOMA-AM	KXXY-FM	KXXY-FM
5 KATT-AF	KATT-FM	KATT-FM	KATT-FM

M-F, 6-10am

1 KZUE-FM	KOFM-FM	KOFM-FM
2 KOFM-FM	WKY-AM	KZUE-FM
3 KOMA-AM	KOMA-AM	KOMA-AM
4 WKY-AM	KZUE-FM	WKY-AM
5 KATT-AF	KATT-FM	KXXY-FM

M-F, 3-7pm

1 KOFM-FM	KOFM-FM	KOFM-FM
2 KZUE-FM	KZUE-FM	KOMA-AM
3 WKY-AM	KATT-FM	KZUE-FM
4 KOMA-AM	WKY-AM	KXXY-FM
5 KATT-AF	KOMA-AM	KATT-FM

Adults 18-34

M-S, 6am-Midnight
POP (00): 2440

	A/M '78	O/N '78	A/M '79
1 KATT-AF	KATT-FM	KOFM-FM	KATT-FM
2 WKY-AM	WKY-AM	KATT-FM	KOFM-FM
3 KOFM-FM	WKY-AM	WKY-AM	WKY-AM
4 KOMA-AM	KEBC-FM	KOMA-AM	KOMA-AM
5 KZUE-FM	KOMA-AM	KTOK-AM	KTOK-AM

M-F, 6-10am

1 WKY-AM	WKY-AM	WKY-AM
2 KATT-AF	KOFM-FM	KATT-FM
3 KOFM-FM	KEBC-FM	KOFM-FM
4 KOMA-AM	KATT-FM	KOMA-AM
5 KZUE-FM	KOMA-AM	KTOK-AM

M-F, 3-7pm

1 KATT-AF	KOFM-FM	KATT-FM
2 KOFM-FM	KATT-FM	KOFM-FM
3 WKY-AM	KEBC-FM	WKY-AM
4 KOMA-AM	KOMA-AM	KOMA-AM
5 KZUE-FM	WKY-AM	KTOK-AM

Adults 25-49

M-S, 6am-Midnight
POP (00): 2613

	A/M '78	O/N '78	A/M '79
1 KTOK-AM	KTOK-AM	KTOK-AM	KTOK-AM
2 KKNG-FM	KEBC-FM	KEBC-FM	KEBC-FM
3 KEBC-FM	WKY-AM	KOFM-FM	KOFM-FM
4 WKY-AM	KKNG-FM	KKNG-FM	KKNG-FM
5 KATT-AF	KOMA-AM	WKY-AM	WKY-AM

M-F, 6-10am

1 WKY-AM	KTOK-AM	KTOK-AM
2 KTOK-AM	KEBC-FM	WKY-AM
3 KEBC-FM	WKY-AM	KEBC-FM
4 KKNG-FM	KOMA-AM	KKNG-FM
5 KATT-AF	KATT-FM	KOMA-AM

M-F, 3-7pm

1 KTOK-AM	KEBC-FM	KTOK-AM
2 KKNG-FM	KTOK-AM	KEBC-FM
3 KEBC-FM	KOMA-AM	KOFM-FM
4 KATT-AF	KKNG-FM	KKNG-FM
5 KOMA-AM	WKY-AM	WKY-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP (00): 829

	A/M '78	O/N '78	A/M '79
1 WKY-AM	459	KOFM-FM	427
2 KOFM-FM	423	KOMA-AM	344
3 KOMA-AM	410	WKY-AM	296
4 KZUE-FM	360	KZUE-FM	278
5 KATT-AF	186	KATT-FM	149

M-F, 6-10am

1 WKY-AM	KOFM-FM	KOFM-FM
2 KOMA-AM	KOMA-AM	KOMA-AM
3 KZUE-FM	WKY-AM	KZUE-FM
4 KOFM-FM	KZUE-FM	WKY-AM
5 KATT-AF	KATT-FM	KATT-FM

M-F, 3-7pm

1 WKY-AM	KOFM-FM	KOFM-FM
2 KOFM-FM	KZUE-FM	KOMA-AM
3 KZUE-FM	KOMA-AM	KZUE-FM
4 KOMA-AM	WKY-AM	WKY-AM
5 KATT-AF	KATT-FM	KATT-FM

Teens

M-S, 6am-Midnight
POP (00): 6342

	A/M '78	O/N '78	A/M '79
1 WKY-AM	KTOK-AM	WKY-AM	
2 KOMA-AM	WKY-AM	KTOK-AM	
3 KTOK-AM	KOMA-AM	KOMA-AM	
4 KOFM-FM	KOFM-FM	KOFM-FM	
5 KKNG-FM	KEBC-FM	KKNG-FM	

M-F, 6-10am

1 WKY-AM	WKY-AM	WKY-AM
2 KTOK-AM	KTOK-AM	KTOK-AM
3 KOMA-AM	KOMA-AM	KOMA-AM
4 KATT-AF	KOFM-FM	KOFM-FM
5 KKNG-FM	KEBC-FM	KEBC-FM

M-F, 3-7pm

1 WKY-AM	KTOK-AM	KTOK-AM
2 KOMA-AM	WKY-AM	KOFM-FM
3 KTOK-AM	KOFM-FM	WKY-AM
4 KOFM-FM	KEBC-FM	KOMA-AM
5 KATT-AF	KOMA-AM	KATT-FM

Adults 18-34

M-S, 6am-Midnight
POP (00): 2440

	A/M '78	O/N '78	A/M '79
1 WKY-AM	WKY-AM	WKY-AM	WKY-AM
2 KATT-AF	KOMA-AM	KATT-FM	KATT-FM
3 KOMA-AM	KATT-FM	KOMA-AM	KOMA-AM
4 KOFM-FM	KOFM-FM	KOFM-FM	KOFM-FM
5 KZUE-FM	KTOK-AM	KZUE-FM	KZUE-FM

M-F, 6-10am

1 WKY-AM	WKY-AM	WKY-AM
2 KATT-AF	KOMA-AM	KATT-FM
3 KOMA-AM	KOFM-FM	KOMA-AM
4 KOFM-FM	KATT-FM	KOFM-FM
5 KZUE-FM	KEBC-FM	KZUE-FM

M-F, 3-7pm

1 WKY-AM	WKY-AM	KATT-FM
2 KATT-AF	KOMA-AM	WKY-AM
3 KOMA-AM	KOFM-FM	KOMA-AM
4 KOFM-FM	KATT-FM	KOMA-AM
5 KZUE-FM	KEBC-FM	KZUE-FM

Adults 25-49

M-S, 6am-Midnight
POP (00): 2613

	A/M '78	O/N '78	A/M '79
1 WKY-AM	KTOK-AM	WKY-AM	
2 KTOK-AM	WKY-AM	KTOK-AM	
3 KKNG-FM	KEBC-FM	KOMA-AM	
4 KOMA-AM	KOMA-AM	KEBC-FM	
5 KEBC-FM	KKNG-FM	KKNG-FM	

M-F, 6-10am

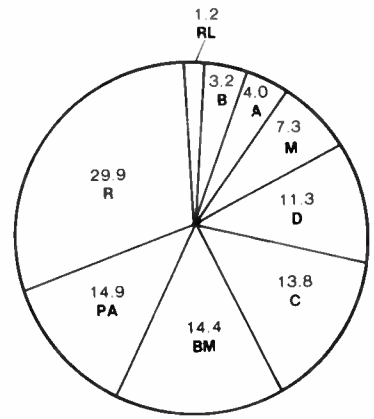
1 WKY-AM	WKY-AM	WKY-AM
2 KTOK-AM	KTOK-AM	KTOK-AM
3 KEBC-FM	KEBC-FM	KEBC-FM
4 KKNG-FM	KOMA-AM	KOMA-AM
5 KOMA-AM	KKNG-FM	KKNG-FM

M-F, 3-7pm

1 KTOK-AM	KTOK-AM	KTOK-AM
2 KEBC-FM	KEBC-FM	WKY-AM
3 WKY-AM	WKY-AM	KOMA-AM
4 KOMA-AM	KOMA-AM	KOFM-FM
5 KKNG-FM	KKNG-FM	KEBC-FM

Format Penetration Chart

Based On Total Persons 12+
Average Quarter Hours 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.

Omaha-Council Bluffs

METRO RANK

63

'79 Market Overview

No surprise here as to which station is number 12+ — it's KFAB again. This P/A stalwart is in an enviable position — how many stations can slip night shares and still have almost 25% of the market? In AM drive KFAB has a 12+ share of 35% of the market, and the station is number one among adults 25-49. Numbers drop (12+) due largely to defections among KFAB's female listeners especially major dayparts except AM drive.

The contest for top spot among the rockers is close between KGOR-FM and long-established WOW. In terms of 12+ audience, WOW led KGOR by a share point in the results of the A/M '79 sweep, but in the adults 18-34 demo KGOR eked out a narrow margin over WOW. The Spring survey was a setup book for KGOR, increasing three shares 12+, while WOW slipped slightly owing to a drop in its 12+ audience.

Fourth ranked KESY-FM, the leading Beautiful Music station in Omaha, changed from a previous format of calls and a Country format to prosper in its latest outing with the easy listening sound. KESY-FM generated almost a nine share of the total 12+ market, including some surprising strength among adults 18-34. Analysis reveals that many offices play KESY-FM and young adults in these offices are thus listening to the station during working hours.

Country KYNN had a good book in the A/M '79 sweep increasing two share points in the 12+ market. KYNN is fourth in popularity among adults 18-49. Biggest jump in the station's audience was among men. KYNN used TV and billboards in this sweep to advertise the station.

AOR entry KQKQ (Q98) had good numbers in the total metro with a two-share increase 12+. KQKQ's biggest increase came from young women, who boosted the station's numbers significantly in midday and PM drive.

Metro diary return in Omaha was poorer than last fall, with 120 fewer diaries coming back to Arbitron stable.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 4754

	AM '78	O/N '78	AM '79
1 KFAB-AM	24.1	KFAB-AM	32.8
2 WOW -AM	13.5	WOW -AM	12.7
3 KGOR-FM	10.2	KOIL-AM	9.7
4 KEZO-FM	10.0	KGOR-FM	7.9
5 KQKQ-FM	7.6	KEZO-FM	7.3
6 KOIL-AM	6.9	KYNN-AM	5.2
7 KYNN-AM	5.8	KQKQ-FM	4.9
8 KEFM-FM	3.4	KEFM-FM	2.7
9 KQWH-FM	2.9	KQWH-FM	2.6
0 KRCE-AM	2.2	KQOO-FM	1.8
1 KQOO-AM	2.1	KLIN-FM	1.3
2 KMA -AM	0.6	KQXV-AM	0.9
3 KQWH-AM	0.4	KQWH-AM	0.9
4 KJAN-AM	0.4	KMA -AM	0.6
5		KJAN-AM	0.5
6		KFX-FM	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4754

	AM '78	O/N '78	AM '79
1 KFAB-AM	24.1	KFAB-AM	32.8
2 WOW -AM	13.5	WOW -AM	12.7
3 KGOR-FM	10.2	KOIL-AM	9.7
4 KEZO-FM	10.0	KGOR-FM	7.9
5 KQKQ-FM	7.6	KEZO-FM	7.3
6 KOIL-AM	6.9	KYNN-AM	5.2
7 KYNN-AM	5.8	KQKQ-FM	4.9
8 KEFM-FM	3.4	KEFM-FM	2.7
9 KQWH-FM	2.9	KQWH-FM	2.6
0 KRCE-AM	2.2	KQOO-FM	1.8
1 KQOO-AM	2.1	KLIN-FM	1.3
2 KMA -AM	0.6	KQXV-AM	0.9
3 KQWH-AM	0.4	KQWH-AM	0.9
4 KJAN-AM	0.4	KMA -AM	0.6
5		KJAN-AM	0.5
6		KFX-FM	0.4

M-F, 6-10am

	AM '78	O/N '78	AM '79
1 KFAB-AM	24.1	KFAB-AM	32.8
2 WOW -AM	13.5	WOW -AM	12.7
3 KOIL-AM	10.2	KOIL-AM	9.7
4 KGOR-FM	10.0	KGOR-FM	7.9
5 KEZO-FM	7.6	KEZO-FM	7.3
6 KOIL-AM	6.9	KYNN-AM	5.2
7 KYNN-AM	5.8	KQKQ-FM	4.9
8 KEFM-FM	3.4	KEFM-FM	2.7
9 KQWH-FM	2.9	KQWH-FM	2.6
0 KRCE-AM	2.2	KQOO-FM	1.8
1 KQOO-AM	2.1	KLIN-FM	1.3
2 KMA -AM	0.6	KQXV-AM	0.9
3 KQWH-AM	0.4	KQWH-AM	0.9
4 KJAN-AM	0.4	KMA -AM	0.6
5		KJAN-AM	0.5
6		KFX-FM	0.4

M-F, 3-7pm

	AM '78	O/N '78	AM '79
1 KFAB-AM	24.1	KFAB-AM	32.8
2 KEZO-FM	10.0	KEZO-FM	7.3
3 WOV -AM	13.5	WOV -AM	12.7
4 KGOR-FM	10.2	KGOR-FM	7.9
5 KQKQ-FM	7.6	KQKQ-FM	4.9
6 KOIL-AM	6.9	KOIL-AM	9.7
7 KYNN-AM	5.8	KYNN-AM	5.2
8 KEFM-FM	3.4	KEFM-FM	2.7
9 KQWH-FM	2.9	KQWH-FM	2.6
0 KRCE-AM	2.2	KQOO-FM	1.8
1 KQOO-AM	2.1	KLIN-FM	1.3
2 KMA -AM	0.6	KQXV-AM	0.9
3 KQWH-AM	0.4	KQWH-AM	0.9
4 KJAN-AM	0.4	KMA -AM	0.6
5		KJAN-AM	0.5
6		KFX-FM	0.4

Teens

M-S, 6am-Midnight
POP(00): 687

	AM '78	O/N '78	AM '79
1 KGOR-FM		KOIL-AM	KOIL-AM
2 WOW -AM		KGOR-FM	KGOR-FM
3 KOIL-AM		WOW -AM	WOW -AM
4 KQKQ-FM		KQWH-FM	KQKQ-FM
5 KQWH-FM		KEZO-FM	KEZO-FM

M-F, 6-10am

	AM '78	O/N '78	AM '79
1 KOIL-AM		KOIL-AM	KOIL-AM
2 WOW -AM		WOW -AM	KGOR-FM
3 KGOR-FM		KGOR-FM	WOW -AM
4 KFAB-AM		KFAB-AM	KFAB-AM
5 KQWH-FM		KQWH-FM	KEZO-FM

M-F, 3-7pm

	AM '78	O/N '78	AM '79
1 KGOR-FM		KGOR-FM	KGOR-FM
2 KOIL-AM		KOIL-AM	KOIL-AM
3 WOW -AM		KEZO-FM	WOW -AM
4 KQKQ-FM		WOW -AM	KQKQ-FM
5 KQWH-FM		KQWH-FM	KEZO-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 1823

	AM '78	O/N '78	AM '79
1 WOW -AM		WOW -AM	KGOR-FM
2 KGOR-FM		KEZO-FM	WOW -AM
3 KQKQ-FM		KFAB-AM	KQKQ-FM
4 KEZO-FM		KOIL-AM	NEZO-FM
5 KFAB-AM		KGOR-FM	KOIL-AM

M-F, 6-10am

	AM '78	O/N '78	AM '79
1 WOW -AM		WOW -AM	WOW -AM
2 KFAB-AM		KFAB-AM	KGOR-FM
3 KGOR-FM		KOIL-AM	KOIL-AM
4 KQKQ-FM		KEZO-FM	KFAB-AM
5 KOIL-AM		KQKQ-FM	KYNN-AM

M-F, 3-7pm

	AM '78	O/N '78	AM '79
1 WOW -AM		NEZO-FM	WOW -AM
2 KGOR-FM		WOW -AM	KGOR-FM
3 KQKQ-FM		KOIL-AM	KQKQ-FM
4 KEZO-FM		KFAB-AM	KOIL-AM
5 KOIL-AM		KGOR-FM	NEZO-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 1976

	AM '78	O/N '78	AM '79
1 KFAB-AM		KFAB-AM	KFAB-AM
2 WOW -AM		WOW -AM	WOW -AM
3 KEZO-FM		KOIL-AM	KESY-FM
4 KYNN-AM		KYNN-AM	KYNN-AM
5 KGOR-FM		KGOR-FM	KGOR-FM

M-F, 6-10am

	AM '78	O/N '78	AM '79
1 KFAB-AM		KFAB-AM	KFAB-AM
2 WOW -AM		WOW -AM	WOW -AM
3 KEZO-FM		KOIL-AM	KESY-FM
4 KYNN-AM		KYNN-AM	KOIL-AM
5 KOIL-AM		KGOR-FM	KYNN-AM

M-F, 3-7pm

	AM '78	O/N '78	AM '79
1 KEZO-FM		KFAB-AM	KFAB-AM
2 WOW -AM		WOW -AM	WOW -AM
3 KFAB-AM		KOIL-AM	KESY-FM
4 KGOR-FM		KEZO-FM	KOIL-AM
5 KYNN-AM		KGOR-FM	KYNN-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 4754

	AM '78	O/N '78	AM '79
1 KFAB-AM	1985	KFAB-AM	2519
2 WOW -AM	1834	WOW -AM	1952
3 KGOR-FM	1217	KOIL-AM	1274
4 KOIL-AM	1095	KGOR-FM	1149
5 KEZO-FM	1004	KEZO-FM	839

M-F, 6-10am

	AM '78	O/N '78	AM '79
1 KFAB-AM		KFAB-AM	KFAB-AM
2 WOW -AM		WOW -AM	WOW -AM
3 KOIL-AM		KOIL-AM	KOIL-AM
4 KGOR-FM		KGOR-FM	KGOR-FM
5 KEZO-FM		KEZO-FM	KYNN-AM

M-F, 3-7pm

	AM '78	O/N '78	AM '79
1 KFAB-AM		KFAB-AM	KFAB-AM
2 WOW -AM		WOW -AM	WOW -AM
3 KGOR-FM		KGOR-FM	KOIL-AM
4 KOIL-AM		KOIL-AM	KGOR-FM
5 KEZO-FM		KEZO-FM	KEZO-FM

Teens

M-S, 6am-Midnight
POP(00): 687

	AM '78	O/N '78	AM '79
1 KGOR-FM		KOIL-AM	KOIL-AM
2 WOW -AM		KGOR-FM	KGOR-FM
3 KOIL-AM		WOW -AM	WOW -AM
4 KFAB-AM		KFAB-AM	KFZO-FM
5 KQKQ-FM		KEZO-FM	KQKQ-FM

M-F, 6-10am

	AM '78	O/N '78	AM '79
1 KOIL-AM		KOIL-AM	KOIL-AM
2 WOW -AM		KGOR-FM	KGOR-FM
3 KGOR-FM		WOW -AM	WOW -AM
4 KFAB-AM		KFAB-AM	NEZO-FM
5 KRCE-AM		KEZO-FM	KQKQ-FM

M-F, 3-7pm

	AM '78	O/N '78	AM '79
1 KGOR-FM		KGOR-FM	KOIL-AM
2 KOIL-AM		KOIL-AM	KGOR-FM
3 WOW -AM		WOW -AM	WOW -AM
4 KQKQ-FM		KEZO-FM	KEZO-FM
5 KRCE-AM		KQKQ-FM	KQKQ-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 1823

	AM '78	O/N '78	AM '79
1 WOW -AM		WOW -AM	WOW -AM
2 KGOR-FM		KFAB-AM	KGOR-FM
3 KOIL-AM		KGOR-FM	KOIL-AM
4 KQKQ-FM		KEZO-FM	KFAB-AM
5 KFAB-AM		KOIL-AM	KQKQ-FM

M-F, 6-10am

	AM '78	O/N '78	AM '79
1 WOW -AM		WOW -AM	WOW -AM
2 KFAB-AM		KGOR-FM	KGOR-FM
3 KGOR-FM		KOIL-AM	KOIL-AM
4 KOIL-AM		KFAB-AM	KFAB-AM
5 KQKQ-FM		KEZO-FM	KEZO-FM

M-F, 3-7pm

	AM '78	O/N '78	AM '79
1 WOW -AM		WOW -AM	WOW -AM
2 KGOR-FM		KGOR-FM	KOIL-AM
3 KQKQ-FM		KEZO-FM	KGOR-FM
4 KOIL-AM		KOIL-AM	KEZO-FM
5 KFAB-AM		KQKQ-FM	KQKQ-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 1976

	AM '78	O/N '78	AM '79
1 KFAB-AM		KFAB-AM	KFAB-AM
2 WOW -AM		WOW -AM	WOW -AM
3 KEZO-FM		KOIL-AM	KGOR-FM
4 KGOR-FM		KGOR-FM	KOIL-AM
5 KOIL-AM		KYNN-AM	KESY-FM

M-F, 6-10am

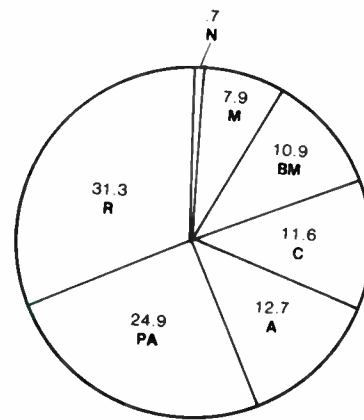
	AM '78	O/N '78	AM '79
1 KFAB-AM		KFAB-AM	KFAB-AM
2 WOW -AM		WOW -AM	WOW -AM
3 KEZO-FM		KOIL-AM	KOIL-AM
4 KOIL-AM		KGOR-FM	KYNN-AM
5 KYNN-AM		KYNN-AM	KGOR-FM

M-F, 3-7pm

	AM '78	O/N '78	AM '79
1 KFAB-AM		KFAB-AM	KFAB-AM
2 WOW -AM		WOW -AM	WOW -AM
3 KEZO-FM		KOIL-AM	KOIL-AM
4 KOIL-AM		KYNN-AM	KESY-FM
5 KYNN-AM		KGOR-FM	KYNN-AM

Format Penetration Chart

Based On 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.

Orlando

METRO RANK

59

A/M '79 Market Overview

Outlet Broadcasting's perennially strong **WDBO-FM** leads the market as a result of the A/M '79 sweep. The Beautiful Music station increases to almost 13% share of the market. **WDBO-FM** is number two among adults 25-49, with especially strong numbers in midday and PM drive. Women numbers increased well for **WDBO-FM**, help offset drop in men ratings. Two stations are tied for the number two spot in the market, **WHOO (BM)** and FM rocker **WBJW**. **Bluegrass's WHOO-FM** is number one with adults 25-49, and the station looks especially strong in midday.

Rounsaville's WBJW dropped three shares in this survey for its first showing below a 10 share in years. Desertion of teens and female listeners led to the slide, but **WBJW** is still number three among adults 18-34.

P/A station **WDBO-AM** is the next highest rated station, 12+. **WDBO** had a stable book and continues to be the leading station in the market in AM drive. **WDBO** is tops in the Orlando metro among adults 35-64.

Bluegrass's Country station, WHOO-AM, had a stable book to remain with a 12+ share in the mid-7 range. **WHOO** is number three among adults 25-49, number two in that key demo in AM drive.

WDIZ is the AOR "Superstars" station for Orlando. With 100,000 watts and this winning format **WDIZ** moved up more than two shares. Biggest gains came among young adult women — **WDIZ** is tied for #1 in women 18-34 with almost 15 share of this demo.

WORL (Black-formatted) earned an up book in the A/M '79 sweep. Although the daytime station is on the air longer in the Spring survey, improvement in numbers also came from a great jump in teens audience for the station. **WORL** did some TV advertising during the sweep.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 5051

AM '78	ON '78	AM '79
1 WBJW-FM 15.1	WBJW-FM 12.7	WDBO-FM (M) 12.8
2 WDBO-FM 15.1	WDBO-FM 12.1	WBJW-FM (M) 9.7
3 WDBO-AM 9.4	WHOO-FM 10.4	WHOO-FM (M) 9.7
4 WDIZ-FM 9.0	WDBO-AM 8.6	WDBO-AM (PA) 8.4
5 WHOO-FM 8.2	WHOO-AM 7.9	WHOO-AM (C) 7.5
6 WKIS-AM 7.4	WKIS-AM 7.1	WDIZ-FM (A) 7.4
7 WHOO-AM 7.0	WLOF-AM 5.6	WKIS-AM (PA) 6.7
8 WORL-AM 6.6	WDIZ-FM 4.8	WORL-FM (A) 6.5
9 WLOF-AM 6.1	WORJ-FM 4.8	WORL-AM (D) 5.8
10 WORJ-FM 2.9	WHLY-FM 4.7	WLOF-AM (M) 4.8
11 WHLY-FM 2.5	WORL-AM 4.3	WHLY-FM (A) 3.9
12 WOKB-AM 1.9	WOKB-AM 4.2	WOKB-AM (D) 2.2
13 WGT0-AM 1.3	WFIV-AM 3.8	WPCV-FM (C) 1.7
14 WFIV-AM 1.1	WPCV-FM 1.7	WAJL-AM (M) 1.6
15 WHHL-AM 0.9	WTLN-AM 1.2	WTLN-AM (M) 1.6
16 WLOQ-FM 0.8	WGT0-AM 1.1	WLOQ-FM (C) 1.3
17 WELE-FM 0.8	WAJL-AM 0.7	WHHL-AM (C) 0.8
18 WAJL-AM 0.7	WHHL-AM 0.7	WGT0-AM (C) 0.6
19 WPCV-FM 0.4	WLOQ-FM 0.6	WFIV-AM (C) 0.6
20 WELE-FM 0.5	WTRR-AM (M) 0.5	WELE-FM (C) 0.5
21		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5051

AM '78	ON '78	AM '79
1 WBJW-FM 114	WBJW-FM 106	WDBO-FM 99
2 WDBO-FM 114	WDBO-FM 101	WBJW-FM 75
3 WDBO-AM 71	WHOO-FM 87	WHOO-FM 75
4 WDIZ-FM 68	WDBO-AM 72	WDBO-AM 65
5 WHOO-FM 62	WHOO-AM 66	WHOO-AM 58

M-F, 6-10am

AM '78	ON '78	AM '79
1 WDBO-AM	WDBO-AM	WDBO-AM
2 WBJW-FM	WBJW-FM	WDBO-FM
3 WDBO-FM	WDBO-FM	WHOO-FM
4 WKIS-AM	WHOO-AM	WBJW-FM
5 WHOO-AM	WHOO-FM	WHOO-AM

M-F, 3-7pm

AM '78	ON '78	AM '79
1 WBJW-FM	WBJW-FM	WDBO-FM
2 WDBO-FM	WHOO-FM	WBJW-FM
3 WDIZ-FM	WDBO-FM	WHOO-FM
4 WORL-AM	WHOO-AM	WHOO-AM
5 WHOO-AM	WLOF-AM	WDIZ-FM

Teens
M-S, 6am-Midnight
POP(00): 703

AM '78	ON '78	AM '79
1 WBJW-FM	WBJW-FM	WBJW-FM
2 WORL-AM	WOKB-AM	WDIZ-FM
3 WLOF-AM	WLOF-AM	WORL-AM
4 WDIZ-FM	WDIZ-FM	WHLY-FM
5 WORJ-FM	WORL-AM	WLOF-AM

M-F, 6-10am

AM '78	ON '78	AM '79
1 WBJW-FM	WBJW-FM	WBJW-FM
2 WLOF-AM	WOKB-AM	WDIZ-FM
3 WDIZ-FM	WLOF-AM	WHLY-FM
4 WORJ-FM	WDIZ-FM	WLOF-AM
5 WORL-AM	WHOO-AM	WORL-AM

M-F, 3-7pm

AM '78	ON '78	AM '79
1 WBJW-FM	WBJW-FM	WBJW-FM
2 WORL-AM	WOKB-AM	WDIZ-FM
3 WDIZ-FM	WORL-AM	WHLY-FM
4 WLOF-AM	WLOF-AM	WORL-AM
5 WORJ-FM	WDIZ-FM	WOKB-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1674

AM '78	ON '78	AM '79
1 WBJW-FM	WBJW-FM	WORJ-FM
2 WDIZ-FM	WORJ-FM	WDIZ-FM
3 WLOF-AM	WDIZ-FM	WBJW-FM
4 WORL-AM	WLOF-AM	WORL-AM
5 WKIS-AM	WORL-AM	WLOF-AM

M-F, 6-10am

AM '78	ON '78	AM '79
1 WBJW-FM	WBJW-FM	WBJW-FM
2 WDIZ-FM	WORJ-FM	WDIZ-FM
3 WKIS-AM	WDIZ-FM	WORJ-FM
4 WLOF-AM	WKIS-AM	WORL-AM
5 WORL-AM	WORJ-FM	WLOF-AM

M-F, 3-7pm

AM '78	ON '78	AM '79
1 WBJW-FM	WORJ-FM	WORJ-FM
2 WDIZ-FM	WBJW-FM	WDIZ-FM
3 WLOF-AM	WDIZ-FM	WBJW-FM
4 WORL-AM	WLOF-AM	WLOF-AM
5 WDBO-FM	WORL-AM	WHLY-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1961

AM '78	ON '78	AM '79
1 WBJW-FM	WHOO-FM	WHOO-FM
2 WDBO-FM	WDBO-FM	WDBO-FM
3 WKIS-AM	WBJW-FM	WHOO-AM
4 WDBO-AM	WDBO-AM	WBJW-FM
5 WHOO-AM	WKIS-AM	WORL-AM

M-F, 6-10am

AM '78	ON '78	AM '79
1 WDBO-AM	WHOO-FM	WHOO-FM
2 WKIS-AM	WDBO-AM	WHOO-AM
3 WBJW-FM	WBJW-FM	WDBO-FM
4 WHOO-AM	WDBO-FM	WBJW-FM
5 WDBO-FM	WKIS-AM	WKIS-AM

M-F, 3-7pm

AM '78	ON '78	AM '79
1 WBJW-FM	WHOO-FM	WHOO-FM
2 WKIS-AM	WDBO-FM	WHOO-AM
3 WDBO-FM	WBJW-FM	WDBO-FM
4 WHOO-FM	WHOO-AM	WDBO-FM
5 WHOO-AM	WDBO-AM	WORL-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5051

AM '78	ON '78	AM '79
1 WBJW-FM 1663	WBJW-FM 1436	WBJW-FM 1337
2 WLOF-AM 1222	WDBO-AM 1217	WDBO-FM 1120
3 WDBO-AM 1181	WDBO-FM 1131	WDBO-AM 1089
4 WDBO-FM 1134	WLOF-AM 1090	WLOF-AM 984
5 WKIS-AM 1100	WKIS-AM 1040	WHOO-FM 893

M-F, 6-10am

AM '78	ON '78	AM '79
1 WBJW-FM	WBJW-FM	WBJW-FM
2 WDBO-AM	WDBO-AM	WDBO-FM
3 WDBO-FM	WKIS-AM	WDBO-AM
4 WLOF-AM	WLOF-AM	WHOO-AM
5 WKIS-AM	WDBO-FM	WLOF-AM

M-F, 3-7pm

AM '78	ON '78	AM '79
1 WBJW-FM	WBJW-FM	WBJW-FM
2 WDBO-FM	WHOO-FM	WDBO-FM
3 WLOF-AM	WLOF-AM	WDBO-FM
4 WDIZ-FM	WDBO-AM	WDIZ-FM
5 WDBO-AM	WDBO-FM	WHOO-FM

Teens
M-S, 6am-Midnight
POP(00): 703

AM '78	ON '78	AM '79
1 WBJW-FM	WBJW-FM	WBJW-FM
2 WLOF-AM	WLOF-AM	WDIZ-FM
3 WDIZ-FM	WDIZ-FM	WLOF-AM
4 WORJ-FM	WORL-AM	WHLY-FM
5 WORL-AM	WOKB-AM	WORJ-FM

M-F, 6-10am

AM '78	ON '78	AM '79
1 WBJW-FM	WBJW-FM	WBJW-FM
2 WLOF-AM	WLOF-AM	WDIZ-FM
3 WDIZ-FM	WDIZ-FM	WLOF-AM
4 WORJ-FM	WOKB-AM	WHLY-FM
5 WORL-AM	WORL-AM	WORL-AM

M-F, 3-7pm

AM '78	ON '78	AM '79
1 WBJW-FM	WBJW-FM	WBJW-FM
2 WDIZ-FM	WLOF-AM	WDIZ-FM
3 WLOF-AM	WORL-AM	WHLY-FM
4 WORL-AM	WDIZ-FM	WLOF-AM
5 WORJ-FM	WOKB-AM	WORJ-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1674

AM '78	ON '78	AM '79
1 WBJW-FM	WBJW-FM	WBJW-FM
2 WLOF-AM	WLOF-AM	WDIZ-FM
3 WDIZ-FM	WDIZ-FM	WLOF-AM
4 WKIS-AM	WKIS-AM	WORJ-FM
5 WDBO-AM	WDBO-AM	WHLY-FM

M-F, 6-10am

AM '78	ON '78	AM '79
1 WBJW-FM	WBJW-FM	WBJW-FM
2 WLOF-AM	WLOF-AM	WLOF-AM
3 WDIZ-FM	WKIS-AM	WHLY-FM
4 WORL-AM	WDIZ-FM	WDIZ-FM
5 WKIS-AM	WORJ-FM	WORJ-FM

M-F, 3-7pm

AM '78	ON '78	AM '79
1 WBJW-FM	WLOF-AM	WBJW-FM
2 WLOF-AM	WBJW-FM	WDIZ-FM
3 WDIZ-FM	WDIZ-FM	WLOF-AM
4 WORL-AM	WORJ-FM	WORJ-FM
5 WORJ-FM	WHLY-FM	WHLY-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1961

AM '78	ON '78	AM '79
1 WKIS-AM	WDBO-AM	WDBO-FM
2 WBJW-FM	WBJW-FM	WBJW-FM
3 WDBO-AM	WHOO-FM	WHOO-AM
4 WLOF-AM	WDBO-FM	WHOO-FM
5 WHOO-AM	WKIS-AM	WLOF-AM

M-F, 6-10am

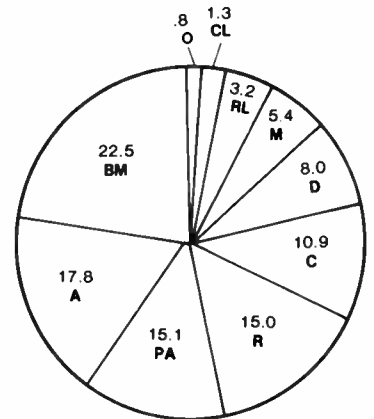
AM '78	ON '78	AM '79
1 WDBO-AM	WHOO-AM	WHOO-AM
2 WKIS-AM	WDBO-AM	WBJW-FM
3 WBJW-FM	WBJW-FM	WDBO-FM
4 WLOF-AM	WHOO-FM	WDBO-AM
5 WHOO-AM	WKIS-AM	WHOO-FM

M-F, 3-7pm

AM '78	ON '78	AM '79
1 WBJW-FM	WHOO-FM	WBJW-FM
2 WKIS-AM	WBJW-FM	WHOO-FM
3 WDBO-AM	WHOO-AM	WDBO-FM
4 WHOO-AM	WLOF-AM	WHOO-AM
5 WLOF-AM	WDBO-AM	WLOF-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



Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 2269

	AM '77	AM '78	AM '79
1 WJLQ-FM	16.0	WJLQ-FM	15.6
2 WBSR-AM	15.7	WBSR-AM	15.6
3 WBSR-AM	15.1	WMEZ-FM	13.6
4 WCOA-AM	12.7	WKRK-FM	11.0
5 WMEZ-FM	11.8	WBSR-AM	10.1
6 WNUY-AM	7.3	WCOA-AM	9.2
7 WABB-AM	5.1	WXBM-FM	5.2
8 WXBM-FM	4.8	WNUY-AM	4.9
9 WFFA-AM	3.6	WABB-AM	2.9
0 WAJB-FM	3.3	WAJB-FM	2.3
1 WKRK-FM	2.1	WHYM-AM	2.0
2 WHYM-AM	1.5	WFFA-AM	1.7
3 WKSJ-FM	1.2	WCKC-AM	0.6
4 WCKC-AM	0.9		
5 KAAY-AM	0.6		

Average Persons Trends/Rankings

Male 12+
M-S, 6am-Midnight
POP(00): 2269

	AM '77	AM '78	AM '79
1 WJLQ-FM	53	WJLQ-FM	54
2 WBSR-AM	52	WBSR-AM	54
3 WBSR-AM	50	WMEZ-FM	47
4 WCOA-AM	42	WKRK-FM	38
5 WMEZ-FM	39	WBSR-AM	35

M-F, 6-10am

	AM '77	AM '78	AM '79
1 WCOA-AM		WJLQ-FM	WBSR-AM
2 WJLQ-FM		WCOA-AM	WCOA-AM
3 WBSR-AM		WBSR-AM	WBSR-AM
4 WBSR-AM		WMEZ-FM	WXBM-FM
5 WMEZ-FM		WBSR-AM	WJLQ-FM

M-F, 3-7pm

	AM '77	AM '78	AM '79
1 WJLQ-FM		WMEZ-FM	WJLQ-FM
2 WBSR-AM		WBSR-AM	WBSR-AM
3 WMEZ-FM		WJLQ-FM	WMEZ-FM
4 WBSR-AM		WKRK-FM	WKRK-FM
5 WCOA-AM		WBSR-AM	WCOA-AM

Teens
M-S, 6am-Midnight
POP(00): 327

	AM '77	AM '78	AM '79
1 WJLQ-FM		WKRK-FM	WKRK-FM
2 WBSR-AM		WBSR-AM	WJLQ-FM
3 WBSR-AM		WJLQ-FM	WBSR-AM
4 WXBM-FM		WBSR-AM	WBSR-AM
5 WNUY-AM		WHYM-AM	WXBM-FM

M-F, 6-10am

	AM '77	AM '78	AM '79
1 WJLQ-FM		WJLQ-FM	WBSR-AM
2 WBSR-AM		WKRK-FM	WKRK-FM
3 WBSR-AM		WBSR-AM	WBSR-AM
4 WCOA-AM		WBSR-AM	WBSR-AM
5 WXBM-FM		WXBM-FM	WCOA-AM

M-F, 3-7pm

	AM '77	AM '78	AM '79
1 WJLQ-FM		WBSR-AM	WJLQ-FM
2 WBSR-AM		WKRK-FM	WKRK-FM
3 WBSR-AM		WJLQ-FM	WBSR-AM
4 WXBM-FM		WBSR-AM	WBSR-AM
5 WABB-AM		WABB-AM	WNUY-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 933

	AM '77	AM '78	AM '79
1 WJLQ-FM		WJLQ-FM	WJLQ-FM
2 WBSR-AM		WBSR-AM	WBSR-AM
3 WBSR-AM		WBSR-AM	WKRK-FM
4 WABB-AM		WMEZ-FM	WBSR-AM
5 WMEZ-FM		WKRK-FM	WJLQ-FM

M-F, 6-10am

	AM '77	AM '78	AM '79
1 WJLQ-FM		WJLQ-FM	WBSR-AM
2 WBSR-AM		WBSR-AM	WBSR-AM
3 WBSR-AM		WBSR-AM	WKRK-FM
4 WCOA-AM		WKRK-FM	WKRK-FM
5 WMEZ-FM		WMEZ-FM	WJLQ-FM

M-F, 3-7pm

	AM '77	AM '78	AM '79
1 WJLQ-FM		WJLQ-FM	WJLQ-FM
2 WBSR-AM		WMEZ-FM	WKRK-FM
3 WBSR-AM		WKRK-FM	WBSR-AM
4 WMEZ-FM		WBSR-AM	WKRK-FM
5 WABB-AM		WBSR-AM	WBSR-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 890

	AM '77	AM '78	AM '79
1 WJLQ-FM		WMEZ-FM	WBSR-AM
2 WMEZ-FM		WJLQ-FM	WMEZ-FM
3 WNUY-AM		WBSR-AM	WJLQ-FM
4 WBSR-AM		WBSR-AM	WXBM-FM
5 WBSR-AM		WXBM-FM	WCOA-AM

M-F, 6-10am

	AM '77	AM '78	AM '79
1 WCOA-AM		WMEZ-FM	WBSR-AM
2 WJLQ-FM		WCOA-AM	WCOA-AM
3 WNUY-AM		WJLQ-FM	WXBM-FM
4 WBSR-AM		WBSR-AM	WBSR-AM
5 WMEZ-FM		WBSR-AM	WMEZ-FM

M-F, 3-7pm

	AM '77	AM '78	AM '79
1 WMEZ-FM		WMEZ-FM	WXBM-FM
2 WJLQ-FM		WJLQ-FM	WJLQ-FM
3 WBSR-AM		WBSR-AM	WMEZ-FM
4 WNUY-AM		WNUY-AM	WJLQ-FM
5 WBSR-AM		WXBM-FM	WBSR-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2269

	AM '77	AM '78	AM '79
1 WJLQ-FM	266	WJLQ-FM	290
2 WBSR-AM	692	WBSR-AM	690
3 WCOA-AM	527	WMEZ-FM	547
4 WMEZ-FM	454	WCOA-AM	509
5 WBSR-AM	433	WKRK-FM	501

M-F, 6-10am

	AM '77	AM '78	AM '79
1 WJLQ-FM		WJLQ-FM	WJLQ-FM
2 WCOA-AM		WBSR-AM	WBSR-AM
3 WBSR-AM		WCOA-AM	WCOA-AM
4 WBSR-AM		WMEZ-FM	WBSR-AM
5 WMLZ-FM		WKRK-FM	WKRK-FM

M-F, 3-7pm

	AM '77	AM '78	AM '79
1 WJLQ-FM		WJLQ-FM	WJLQ-FM
2 WBSR-AM		WBSR-AM	WBSR-AM
3 WMEZ-FM		WKRK-FM	WKRK-FM
4 WCOA-AM		WMEZ-FM	WBSR-AM
5 WBSR-AM		WBSR-AM	WCOA-AM

Teens
M-S, 6am-Midnight
POP(00): 327

	AM '77	AM '78	AM '79
1 WJLQ-FM		WKRK-FM	WKRK-FM
2 WBSR-AM		WBSR-AM	WJLQ-FM
3 WBSR-AM		WJLQ-FM	WBSR-AM
4 WXBM-FM		WBSR-AM	WBSR-AM
5 WNUY-AM		WHYM-AM	WXBM-FM

M-F, 6-10am

	AM '77	AM '78	AM '79
1 WJLQ-FM		WJLQ-FM	WJLQ-FM
2 WBSR-AM		WKRK-FM	WKRK-FM
3 WBSR-AM		WBSR-AM	WBSR-AM
4 WABB-AM		WBSR-AM	WBSR-AM
5 WCOA-AM		WXBM-FM	WXBM-FM

M-F, 3-7pm

	AM '77	AM '78	AM '79
1 WJLQ-FM		WKRK-FM	WJLQ-FM
2 WBSR-AM		WJLQ-FM	WKRK-FM
3 WBSR-AM		WBSR-AM	WBSR-AM
4 WABB-AM		WBSR-AM	WBSR-AM
5 WXBM-FM		WABB-AM	WXBM-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 933

	AM '77	AM '78	AM '79
1 WJLQ-FM		WJLQ-FM	WJLQ-FM
2 WBSR-AM		WBSR-AM	WBSR-AM
3 WBSR-AM		WKRK-FM	WKRK-FM
4 WABB-AM		WMEZ-FM	WBSR-AM
5 WMEZ-FM		WBSR-AM	WXBM-FM

M-F, 6-10am

	AM '77	AM '78	AM '79
1 WJLQ-FM		WJLQ-FM	WJLQ-FM
2 WBSR-AM		WBSR-AM	WBSR-AM
3 WBSR-AM		WBSR-AM	WKRK-FM
4 WCOA-AM		WKRK-FM	WKRK-FM
5 WMEZ-FM		WMEZ-FM	WJLQ-FM

M-F, 6-10am

	AM '77	AM '78	AM '79
1 WJLQ-FM		WJLQ-FM	WJLQ-FM
2 WBSR-AM		WBSR-AM	WBSR-AM
3 WBSR-AM		WKRK-FM	WKRK-FM
4 WCOA-AM		WBSR-AM	WBSR-AM
5 WABB-AM		WMEZ-FM	WXBM-FM

M-F, 3-7pm

	AM '77	AM '78	AM '79
1 WBSR-AM		WJLQ-FM	WJLQ-FM
2 WJLQ-FM		WBSR-AM	WBSR-AM
3 WBSR-AM		WKRK-FM	WKRK-FM
4 WABB-AM		WMEZ-FM	WBSR-AM
5 WMEZ-FM		WBSR-AM	WXBM-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 890

	AM '77	AM '78	AM '79
1 WJLQ-FM		WMEZ-FM	WJLQ-FM
2 WBSR-AM		WJLQ-FM	WMEZ-FM
3 WCOA-AM		WBSR-AM	WXBM-FM
4 WMEZ-FM		WCOA-AM	WBSR-AM
5 WNUY-AM		WXBM-FM	WCOA-AM

M-F, 6-10am

	AM '77	AM '78	AM '79
1 WJLQ-FM		WMEZ-FM	WJLQ-FM
2 WCOA-AM		WJLQ-FM	WXBM-FM
3 WBSR-AM		WBSR-AM	WCOA-AM
4 WMEZ-FM		WCOA-AM	WBSR-AM
5 WNUY-AM		WXBM-FM	WCOA-AM

M-F, 3-7pm

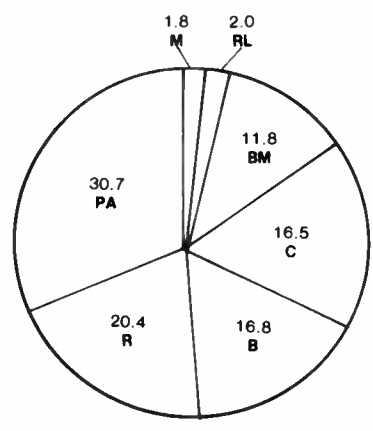
	AM '77	AM '78	AM '79
1 WJLQ-FM		WMEZ-FM	WJLQ-FM
2 WCOA-AM		WJLQ-FM	WXBM-FM
3 WBSR-AM		WBSR-AM	WCOA-AM
4 WMEZ-FM		WCOA-AM	WBSR-AM
5 WNUY-AM		WXBM-FM	WBSR-AM

M-F, 6-10am

	AM '77	AM '78	AM '79
1 WJLQ-FM		WJLQ-FM	WJLQ-FM
2 WBSR-AM		WBSR-AM	WBSR-AM
3 WMEZ-FM		WMEZ-FM	WXBM-FM
4 WCOA-AM		WXBM-FM	WCOA-AM
5 WNUY-AM		WCOA-AM	WMEZ-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.

Peoria

METRO RANK

97

AM '79 Market Overview

There's a new number one station in this market, as FM Top 40 WKZW claims the honors. WKZW has a stable book with a mid-14 share of the total metro audience, is second with adults 18-34, and third among adults 25-49. WKZW dominates teens also. Broad demographic appeal, based on women 18-24, keyed success for WKZW.

Ranked second in the metro is the former #1 station, Beautiful Music entry WSWT. WSWT still retains mid-13 share of the total metro audience. Station has broad demographic appeal with women forming the majority of the listeners to WSWT. Strongest daypart for this BM station is midday.

Just behind WSWT in the 12+ rankings is Talk station WMBD. WMBD is number one in the metro in the key AM drive daypart, with a share of almost 18%. Station skews older as females make up majority of audience to this station.

Country WXCL ranks fourth 12+ in the Peoria area, with a good book that saw the station rise more than two shares. Male audience improved most in this book but women 25-49 are the key bloc for WXCL. Station ranks #1 with women 25-49, holds down the fourth spot among men 25-49. Midday saw biggest share improvement for WXCL. WXCL advertised using TV, billboards, and bus sides.

The teen audience in Peoria may have been in transit if the results of the recent book are any indication. Rocker WIRL suffered a second consecutive slide and saw a big chunk of its teen numbers disappear. AOR station WWCT, on the other hand, picked up almost two shares overall, and saw its teen numbers pick up in every major daypart except the evening.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
PDF(00): 2979

	AM '77	AM '78	AM '79
1 WMBD-AM	18.3	WSWT-FM	14.8
2 WXCL-AM	17.2	WKZW-FM	14.4
3 WIRL-AM	14.7	WIRL-AM	12.7
4 WSWT-FM	12.4	WMBD-AM	10.9
5 WSIV-AF	8.7	WWCT-FM	9.0
6 WWCT-FM	5.5	WXCL-AM	9.0
7 WLS-AM	5.0	WSIV-AF	5.6
8 WMBD-FM	5.0	WZRO-FM	3.4
9 WSIV-AF	4.8	WFEO-AM	2.2
10 WSIV-FM	3.9	WJRC-AM	1.7
11 WGN-AM	1.8	WCLL-FM	1.0
12 WFEO-AM	1.6	WRNQ-FM	0.5
13 WJRC-AM	1.4		
14 WRNQ-FM	1.4		
15 WMAQ-AM	1.1		
16 WZRO-FM	0.9		
17 WBRM-AM	0.9		
18 WMBD-AF	0.0		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
PDF(00): 2979

	AM '77	AM '78	AM '79
1 WMBD-AM	80	WSWT-FM	61
2 WXCL-AM	75	WKZW-FM	59
3 WIRL-AM	64	WIRL-AM	52
4 WSWT-FM	54	WMBD-AM	45
5 WSIV-AF	38	WWCT-FM	37

M-F, 6-10am

1 WMBD-AM	WMBD-AM	WMBD-AM
2 WXCL-AM	WIRL-AM	WXCL-AM
3 WIRL-AM	WXCL-AM	WIRL-AM
4 WSWT-FM	WSWT-FM	WKZW-FM
5 WSIV-AF	WKZW-FM	WSWT-FM

M-F, 3-7pm

1 WXCL-AM	WKZW-FM	WKZW-FM
2 WIRL-AM	WSWT-FM	WSWT-FM
3 WMBD-AM	WIRL-AM	WWCT-FM
4 WSWT-FM	WWCT-FM	WIRL-AM
5 WSIV-AF	WXCL-AM	WXCL-AM

Teens
M-S, 6am-Midnight
PDF(00): 415

	AM '77	AM '78	AM '79
1 WIRL-AM	WKZW-FM	WKZW-FM	
2 WWCT-FM	WIRL-AM	WWCT-FM	
3 WLS-AM	WWCT-FM	WIRL-AM	
4 WMBD-AM	WMBD-AM	WRNQ-FM	
5 WMBD-FM	WSWT-FM	WXCL-AM	

M-F, 6-10am

1 WIRL-AM	WKZW-FM	WKZW-FM
2 WMBD-AM	WIRL-AM	WIRL-AM
3 WLS-AM	WWCT-FM	WWCT-FM
4 WWCT-FM	WJRC-AM	WXCL-AM
5 WRNQ-FM	WRNQ-FM	WRNQ-FM

M-F, 3-7pm

1 WIRL-AM	WKZW-FM	WKZW-FM
2 WWCT-FM	WIRL-AM	WWCT-FM
3 WLS-AM	WWCT-FM	WIRL-AM
4 WMBD-AM	WMBD-AM	WRNQ-FM
5 WMBD-FM	WFEO-AM	WMBD-AM

Adults 18-34
M-S, 6am-Midnight
PDF(00): 1032

	AM '77	AM '78	AM '79
1 WIRL-AM	WWCT-FM	WWCT-FM	
2 WXCL-AM	WKZW-FM	WKZW-FM	
3 WWCT-FM	WIRL-AM	WIRL-AM	
4 WLS-AM	WSWT-FM	WSWT-FM	
5 WMBD-FM	WXCL-AM	WXCL-AM	

M-F, 6-10am

1 WIRL-AM	WIRL-AM	WIRL-AM
2 WXCL-AM	WKZW-FM	WKZW-FM
3 WMBD-AM	WWCT-FM	WWCT-FM
4 WWCT-FM	WXCL-AM	WMBD-AM
5 WMBD-FM	WSWT-FM	WTAZ-FM

M-F, 3-7pm

1 WXCL-AM	WKZW-FM	WWCT-FM
2 WIRL-AM	WWCT-FM	WKZW-FM
3 WLS-AM	WIRL-AM	WIRL-AM
4 WWCT-FM	WSWT-FM	WSWT-FM
5 WSWT-FM	WSIV-AF	WTAZ-FM

Adults 25-49
M-S, 6am-Midnight
PDF(00): 1154

	AM '77	AM '78	AM '79
1 WXCL-AM	WSWT-FM	WSWT-FM	
2 WSWT-FM	WIRL-AM	WXCL-AM	
3 WMBD-AM	WXCL-AM	WKZW-FM	
4 WIRL-AM	WKZW-FM	WIRL-AM	
5 WSIV-AF	WZRO-FM	WMBD-AM	

M-F, 6-10am

1 WXCL-AM	WXCL-AM	WXCL-AM
2 WIRL-AM	WIRL-AM	WIRL-AM
3 WMBD-AM	WMBD-AM	WSWT-FM
4 WSWT-FM	WSWT-FM	WMBD-AM
5 WSIV-AF	WKZW-FM	WVEL-AF

M-F, 3-7pm

1 WXCL-AM	WSWT-FM	WSWT-FM
2 WSWT-FM	WKZW-FM	WKZW-FM
3 WMBD-AM	WIRL-AM	WIRL-AM
4 WIRL-AM	WXCL-AM	WXCL-AM
5 WSIV-AF	WZRO-FM	WVEL-AF

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
PDF(00): 2979

	AM '77	AM '78	AM '79
1 WIRL-AM	1212	WIRL-AM	1141
2 WMBD-AM	1024	WKZW-FM	885
3 WXCL-AM	802	WIRL-AM	803
4 WSWT-FM	749	WSWT-FM	758
5 WLS-AM	574	WXCL-AM	608

M-F, 6-10am

1 WMBD-AM	WIRL-AM	WMBD-AM
2 WIRL-AM	WMBD-AM	WIRL-AM
3 WXCL-AM	WKZW-FM	WXCL-AM
4 WSWT-FM	WXCL-AM	WKZW-FM
5 WMBD-FM	WSWT-FM	WSWT-FM

M-F, 3-7pm

1 WIRL-AM	WKZW-FM	WKZW-FM
2 WXCL-AM	WIRL-AM	WIRL-AM
3 WMBD-AM	WSWT-FM	WSWT-FM
4 WSWT-FM	WXCL-AM	WXCL-AM
5 WLS-AM	WMBD-AM	WMBD-AM

Teens
M-S, 6am-Midnight
PDF(00): 415

	AM '77	AM '78	AM '79
1 WIRL-AM	WKZW-FM	WKZW-FM	
2 WLS-AM	WIRL-AM	WIRL-AM	
3 WMBD-FM	WWCT-FM	WWCT-FM	
4 WMBD-AM	WMBD-AM	WXCL-AM	
5 WWCT-FM	WSWT-FM	WSWT-FM	

M-F, 6-10am

1 WIRL-AM	WKZW-FM	WKZW-FM
2 WMBD-AM	WIRL-AM	WIRL-AM
3 WMBD-FM	WWCT-FM	WWCT-FM
4 WLS-AM	WMBD-AM	WXCL-AM
5 WWCT-FM	WRNQ-FM	WVEL-AF

M-F, 3-7pm

1 WIRL-AM	WKZW-FM	WKZW-FM
2 WLS-AM	WIRL-AM	WWCT-FM
3 WMBD-FM	WWCT-FM	WIRL-AM
4 WMBD-AM	WXCL-AM	WSWT-FM
5 WWCT-FM	WSWT-FM	WRNQ-FM

Adults 18-34
M-S, 6am-Midnight
PDF(00): 1032

	AM '77	AM '78	AM '79
1 WIRL-AM	WIRL-AM	WKZW-FM	
2 WLS-AM	WKZW-FM	WIRL-AM	
3 WMBD-AM	WSWT-FM	WWCT-FM	
4 WMBD-FM	WWCT-FM	WXCL-AM	
5 WXCL-AM	WMBD-AM	WMBD-AM	

M-F, 6-10am

1 WIRL-AM	WIRL-AM	WIRL-AM
2 WXCL-AM	WKZW-FM	WKZW-FM
3 WLS-AM	WWCT-FM	WWCT-FM
4 WMBD-AM	WMBD-AM	WXCL-AM
5 WMBD-FM	WSWT-FM	WSWT-FM

M-F, 3-7pm

1 WIRL-AM	WKZW-FM	WKZW-FM
2 WLS-AM	WIRL-AM	WIRL-AM
3 WXCL-AM	WWCT-FM	WWCT-FM
4 WMBD-FM	WSWT-FM	WXCL-AM
5 WWCT-FM	WXCL-AM	WSWT-FM

Adults 25-49
M-S, 6am-Midnight
PDF(00): 1154

	AM '77	AM '78	AM '79
1 WIRL-AM	WIRL-AM	WIRL-AM	
2 WXCL-AM	WSWT-FM	WXCL-AM	
3 WSWT-FM	WXCL-AM	WSWT-FM	
4 WMBD-AM	WKZW-FM	WMBD-AM	
5 WMBD-FM	WMBD-AM	WKZW-FM	

M-F, 6-10am

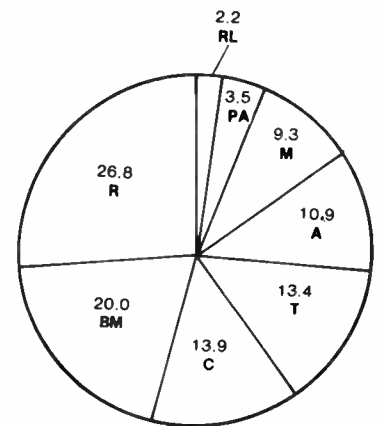
1 WXCL-AM	WIRL-AM	WXCL-AM
2 WIRL-AM	WXCL-AM	WIRL-AM
3 WMBD-AM	WSWT-FM	WSWT-FM
4 WSWT-FM	WMBD-AM	WMBD-AM
5 WSIV-AF	WKZW-FM	WKZW-FM

M-F, 3-7pm

1 WXCL-AM	WKZW-FM	WIRL-AM
2 WIRL-AM	WSWT-FM	WSWT-FM
3 WMBD-AM	WIRL-AM	WKZW-FM
4 WSWT-FM	WXCL-AM	WXCL-AM
5 WSIV-AF	WZRO-FM	WMBD-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.

Philadelphia

METRO RANK

5

A/M '79-J/A '79 Market Overview

Philadelphia's leading News station, **KYW**, remains atop market over the last two sweeps. Phillies baseball helps, as station ties in promotionally to major league team. **KYW** ranks #1 among adults 25-49. Promotionally, **KYW** used theme "Philadelphia Turns Us On." The **Westinghouse** property advertised on TV and billboards, with some newspaper ads also. If only the Phillies could play year 'round . . .

Black-formatted **WDAS-FM** is the number two station in Philly. It scored well in 18-34 demos, and generated a steady 7 share in the total market. The station had its best improvement in midday; softest segment is PM drive.

P/A station **WIP** slips in the last two books; the station now has its softest numbers in years. **WIP** now ranks third among adults 25-49, with male demos decreasing more than the female shares.

Schulke-programmed **WWSH** leads the Beautiful Music contingent for Philly. The station ranks fourth in the overall market, fifth in adults 25-49. Women 45-54 comprise the biggest bloc of **WWSH**'s audience. The **Cox** station did run some TV commercials to promote to the marketplace.

After a very successful J/F'79 report, **WDVR** (BM) has seen the last two sweeps go downhill. Station's 12+ share now in mid-5 range. Men 45-54 make up most significant demo for **WDVR**. **WDVR** advertises heavily on TV with actor **Patrick O'Neal** as spokesman.

Philadelphia's oldest AOR station, **WMMR**, appears to be back on the upswing. Last two books show improvement over three previous ratings. **WMMR** now tops in adults 18-34 with an almost 10 share in this demo. New PD **Jeff Pollack** tightened up the playlist for **WMMR**, replaced air staff, and re-stored the station's image. **WMMR** used much TV advertising and sponsored outdoor events like the free concert which drew 50,000 to see **Southside Johnny**.

99 Persons 12+ Share Trends

AM '78	J/A '78	OM '78	JF '78	AM '79	J/A '79
AM 10.5	KYW -AM 11.3	WIP -AM 8.2	KYW -AM 8.3	KYW -AM 11.8	KYW -AM 11.7
P -AM 9.0	WIP -AM 8.3	KYW -AM 7.8	WIP -AM 7.9	WDAS-FM 7.2	WDAS-FM 7.1
ISH-FM 8.1	WWSH-FM 7.5	WDAS-FM 6.6	WDVR-FM 7.8	WIP -AM 7.2	WWSH-FM 6.1
IAS-FM 6.2	WDAS-FM 6.3	WWSH-FM 6.4	WDAS-FM 6.5	WWSH-FM 6.1	WIP -AM 6.1
IL-AM 5.8	WCAU-FM 5.1	WDVR-FM 4.9	WWSH-FM 6.0	WDVR-FM 6.3	WMMR-FM 5.7
AU-AM 5.4	WYSP-FM 4.8	WCAU-FM 4.6	WMMR-FM 4.7	WMMR-FM 4.8	WCAU-FM 5.0
UR-FM 5.1	WDVR-FM 4.5	WDAS-FM 4.2	WFLI-AM 4.5	WCAU-FM 4.7	WMMR-FM 4.8
SP-FM 4.3	WIFI-AM 4.4	WYSP-FM 4.1	WCAU-FM 4.3	WFLI-AM 4.1	WCAU-FM 4.1
ZD-AM 3.7	WFLI-AM 4.2	WMMR-FM 4.0	WDAS-FM 4.3	WCAU-FM 3.9	WFLI-AM 4.1
ISL-FM 3.6	WCAU-FM 3.8	WIFI-AM 3.9	WCAU-FM 4.2	WYSP-FM 3.8	WCAU-FM 3.7
FI-FM 3.3	WUSL-FM 3.6	WUSL-FM 3.7	WMMR-FM 3.7	WIFI-FM 3.8	WUSL-FM 3.5
IG-FM 3.2	WMGK-FM 3.5	WFLI-AM 3.6	WIFI-FM 3.6	WMMR-FM 3.3	WYSP-FM 3.4
AU-FM 3.1	WIOQ-FM 3.4	WSNI-FM 3.3	WMGK-FM 3.5	WMMR-FM 3.2	WSNI-FM 3.0
EN-AM 3.1	WMMR-FM 3.2	WCAU-FM 3.2	WYSP-FM 3.2	WUSL-FM 2.9	WIFI-FM 2.9
QO-FM 3.0	WZZD-AM 2.9	WMMR-FM 3.1	WIOQ-FM 3.1	WSNI-FM 2.9	WMMR-FM 2.8
NI-FM 2.6	WYSP-FM 2.7	WMGK-FM 3.1	WSNI-FM 2.9	WFLN-AM 2.3	WZZD-AM 2.4
IDB-FM 2.5	WSNI-FM 2.7	WZZD-AM 2.4	WYSP-FM 2.4	WMMR-FM 2.0	WIOQ-FM 2.1
IAS-AM 2.1	WMMR-FM 2.2	WDAS-AM 2.1	WFLN-FM 2.4	WFLN-FM 2.0	WFLN-FM 2.0
LN-FM 2.1	WFLM-FM 1.6	WYSP-FM 2.0	WDAS-AM 2.3	WIOQ-FM 1.8	WDAS-AM 2.0
MR-FM 1.2	WST-FM 1.3	WFLN-FM 1.9	WHAT-AM 1.6	WZZD-AM 1.7	WYSP-FM 1.7
AT-AM 1.2	WDAS-AM 1.1	WHAT-AM 1.9	WZZD-AM 1.2	WDAS-AM 1.6	WHAT-AM 1.2
BR-FM 0.9	WHAT-AM 1.0	WJBR-FM 1.5	WST-FM 1.1	WHAT-AM 1.2	WST-FM 1.2
R-AM 0.7	WJBR-FM 0.9	WPST-FM 1.3	WJBR-FM 0.8	WST-FM 0.7	WJBR-FM 0.7
ST-AM 0.7	WNR-AM 0.9	WDR-AM 0.7	WDR-AM 0.6	WST-FM 0.6	WST-FM 0.7
AR-AM 0.6	WCOJ-AM 0.7	WFLN-AM 0.5	WFLN-AM 0.5	WJBR-FM 0.5	WRCF-AM 0.7
LN-AM 0.4	WDR-AM 0.4	WTHR-AM 0.5	WNR-AM 0.4	WRCF-AM 0.5	WCOJ-AM 0.4
MR-AM 0.4	WABC-AM 0.4	WCAU-AM 0.5	WTHR-AM 0.4	WST-FM 0.5	WLEV-FM 0.4
	WTHR-AM 0.4	WNR-AM 0.4	WTHR-AM 0.4	WFLN-AM 0.5	WTHR-AM 0.3
	WFLN-AM 0.3	WKKM-FM 0.4	WTHR-AM 0.4	WFLN-AM 0.2	WFLN-AM 0.2
		WRCF-AM 0.3	WUOH-AM 0.4		
		WCOJ-AM 0.3	WNR-AM 0.3		

Average Persons Trends/Rankings

M '78	J/A '78	OM '78	JF '78	AM '79	J/A '79
P -AM	679 KYW -AM	713 WIP -AM	572 KYW -AM	606 KYW -AM	811 KYW -AM 834
P -AM	583 WIP -AM	526 KYW -AM	546 WIP -AM	576 WDAS-FM	494 WDAS-FM 509
SH-FM	524 WWSH-FM	472 WDAS-FM	462 WDVR-FM	565 WIP -AM	492 WWSH-FM 434
AS-FM	398 WDAS-FM	395 WWSH-FM	444 WDAS-FM	477 WWSH-FM	488 WIP -AM 437
IL-AM	374 WCAU-FM	320 WDVR-FM	343 WWSH-FM	438 WDVR-FM	432 WMMR-FM 406
AU-AM	347 WYSP-FM	301 WCAU-FM	321 WMMR-FM	343 WMMR-FM	421 WJBR-FM 398
UR-FM	331 WDVR-FM	281 WIOQ-FM	290 WFLI-AM	329 WCAU-FM	326 WCAU-AM 356
SP-FM	278 WFI-FM	277 WYSP-FM	285 WCAU-FM	316 WFLI-AM	323 WWSH-FM 339
ZD-AM	242 WFLI-AM	263 WMMR-FM	277 WMMR-FM	311 WCAU-FM	270 WFLI-AM 295
FI-FM	230 WCAU-FM	242 WFI-FM	274 WCAU-FM	304 WYSP-FM	259 WCAU-FM 262

AM '78	J/A '78	OM '78	JF '78	AM '79	J/A '79
1 WIP -AM	WIP -AM	WIP -AM	WIP -AM	KYW -AM	KYW -AM
2 WWSH-FM	KYW -AM	KYW -AM	KYW -AM	WIP -AM	WIP -AM
3 KYW -AM	WWSH-FM	WWSH-FM	WWSH-FM	WDAS-FM	WDAS-FM
4 WFLI-AM	WMMR-FM	WMMR-FM	WMMR-FM	WIP -AM	WIP -AM
5 WUSL-FM	WFLI-AM	WFLI-AM	WFLI-AM	WWSH-FM	WWSH-FM
6 WDAS-FM	WUSL-FM	WUSL-FM	WUSL-FM	WMMR-FM	WMMR-FM
7 WMGK-FM	WDAS-FM	WDAS-FM	WDAS-FM	WDVR-FM	WDVR-FM
8 WYSP-FM	WYSP-FM	WYSP-FM	WYSP-FM	WCAU-FM	WCAU-FM
9 WDVR-FM	WDVR-FM	WDVR-FM	WDVR-FM	WFLI-AM	WFLI-AM
10 WCAU-FM	WCAU-FM	WCAU-FM	WCAU-FM	WMMR-FM	WMMR-FM

M-F, 3-7pm	WWSH-FM	WWSH-FM	WWSH-FM	WWSH-FM	KYW -AM	KYW -AM
1 WWSH-FM	WIP -AM	WIP -AM	WIP -AM	WIP -AM	WWSH-FM	WWSH-FM
2 WIP -AM	KYW -AM	KYW -AM	KYW -AM	KYW -AM	WMMR-FM	WMMR-FM
3 KYW -AM	WDAS-FM	WDAS-FM	WDAS-FM	WDAS-FM	WIP -AM	WIP -AM
4 WDAS-FM	WFI-FM	WFI-FM	WFI-FM	WFI-FM	WWSH-FM	WWSH-FM
5 WFLI-AM	WYSP-FM	WYSP-FM	WYSP-FM	WYSP-FM	WMMR-FM	WMMR-FM
6 WDVR-FM	WMMR-FM	WMMR-FM	WMMR-FM	WMMR-FM	WCAU-FM	WCAU-FM
7 WCAU-FM	WMMR-FM	WMMR-FM	WMMR-FM	WMMR-FM	WFLI-AM	WFLI-AM
8 WMMR-FM	WCAU-FM	WCAU-FM	WCAU-FM	WCAU-FM	WIP -AM	WIP -AM
9 WFI-FM	WCAU-FM	WCAU-FM	WCAU-FM	WCAU-FM	WYSP-FM	WYSP-FM
10 WYSP-FM	WUSL-FM	WUSL-FM	WUSL-FM	WUSL-FM	WCAU-FM	WCAU-FM

M-S, 6am-Midnight	AM '78	J/A '78	OM '78	JF '78	AM '79	J/A '79
1 WFI-FM	WFI-FM	WFI-FM	WFI-FM	WFI-FM	WMMR-FM	WMMR-FM
2 WDAS-FM	WDAS-FM	WDAS-FM	WDAS-FM	WDAS-FM	WDAS-FM	WDAS-FM
3 WZZD-AM	WZZD-AM	WZZD-AM	WZZD-AM	WMMR-FM	WMMR-FM	WMMR-FM
4 WFLI-AM	WIOQ-FM	WIOQ-FM	WIOQ-FM	WYSP-FM	WYSP-FM	WYSP-FM
5 WYSP-FM	WYSP-FM	WYSP-FM	WYSP-FM	WCAU-FM	WCAU-FM	WCAU-FM
6 WCAU-FM	WFLI-AM	WFLI-AM	WFLI-AM	WIOQ-FM	WIOQ-FM	WIOQ-FM
7 WDAS-FM	WCAU-FM	WCAU-FM	WCAU-FM	WDAS-FM	WDAS-FM	WDAS-FM
8 WIP -AM	WIP -AM	WIP -AM	WIP -AM	WFLI-AM	WFLI-AM	WFLI-AM
9 WIOQ-FM	WDAS-FM	WDAS-FM	WDAS-FM	WIOQ-FM	WIOQ-FM	WIOQ-FM
10 WPST-FM	WPST-FM	WPST-FM	WPST-FM	WZZD-AM	WZZD-AM	WZZD-AM

M-F, 8-10am	WFI-FM	WFI-FM	WFI-FM	WFI-FM	WMMR-FM	WMMR-FM
1 WDAS-FM	WFI-FM	WFI-FM	WFI-FM	WFI-FM	WMMR-FM	WMMR-FM
2 WFI-FM	WDAS-FM	WDAS-FM	WDAS-FM	WDAS-FM	WDAS-FM	WDAS-FM
3 WFLI-AM	WYSP-FM	WYSP-FM	WYSP-FM	WYSP-FM	WYSP-FM	WYSP-FM
4 WZZD-AM	WIP -AM	WIP -AM	WIP -AM	WMMR-FM	WMMR-FM	WMMR-FM
5 WYSP-FM	WDAS-FM	WDAS-FM	WDAS-FM	WFLI-AM	WFLI-AM	WFLI-AM
6 KYW -AM	WIOQ-FM	WIOQ-FM	WIOQ-FM	WIP -AM	WIP -AM	WIP -AM
7 WCAU-FM	WFLI-AM	WFLI-AM	WFLI-AM	KYW -AM	KYW -AM	KYW -AM
8 WIP -AM	WZZD-AM	WZZD-AM	WZZD-AM	WMMR-FM	WMMR-FM	WMMR-FM
9 WDAS-FM	WCAU-FM	WCAU-FM	WCAU-FM	KYW -AM	KYW -AM	KYW -AM
10 WIOQ-FM	KYW -AM	KYW -AM	KYW -AM	WIOQ-FM	WIOQ-FM	WIOQ-FM

M-F, 3-7pm	WFI-FM	WFI-FM	WFI-FM	WFI-FM	WDAS-FM	WDAS-FM
1 WFI-FM	WFI-FM	WFI-FM	WFI-FM	WFI-FM	WMMR-FM	WMMR-FM
2 WDAS-FM	WDAS-FM	WDAS-FM	WDAS-FM	WDAS-FM	WDAS-FM	WDAS-FM
3 WZZD-AM	WZZD-AM	WZZD-AM	WZZD-AM	WMMR-FM	WMMR-FM	WMMR-FM
4 WYSP-FM	WIOQ-FM	WIOQ-FM	WIOQ-FM	WCAU-FM	WCAU-FM	WCAU-FM
5 WFLI-AM	WYSP-FM	WYSP-FM	WYSP-FM	WYSP-FM	WYSP-FM	WYSP-FM
6 WCAU-FM	WCAU-FM	WCAU-FM	WCAU-FM	WCAU-FM	WCAU-FM	WCAU-FM
7 WDAS-FM	WIP -AM	WIP -AM	WIP -AM	WMMR-FM	WMMR-FM	WMMR-FM
8 WPST-FM	WMMR-FM	WMMR-FM	WMMR-FM	WIOQ-FM	WIOQ-FM	WIOQ-FM
9 WIOQ-FM	WMMR-FM	WMMR-FM	WMMR-FM	WFLI-AM	WFLI-AM	WFLI-AM
10 WTKR-AM	WFLI-AM	WFLI-AM	WFLI-AM	WDAS-FM	WDAS-FM	WDAS-FM

Adults 18-34	AM '78	J/A '78	OM '78	JF '78	AM '79	J/A '79
1 WDAS-FM	WYSP-FM	WYSP-FM	WYSP-FM	WYSP-FM	WMMR-FM	WMMR-FM
2 WYSP-FM	WDAS-FM	WDAS-FM	WDAS-FM	WDAS-FM	WDAS-FM	WDAS-FM
3 WIOQ-FM	WCAU-FM	WCAU-FM	WCAU-FM	WMMR-FM	WMMR-FM	WMMR-FM
4 WFLI-AM	WMMR-FM	WMMR-FM	WMMR-FM	WYSP-FM	WYSP-FM	WYSP-FM
5 WMGK-FM	WIOQ-FM	WIOQ-FM	WIOQ-FM	WCAU-FM	WCAU-FM	WCAU-FM
6 WCAU-FM	WCAU-FM	WCAU-FM	WCAU-FM	WYSP-FM	WYSP-FM	WYSP-FM
7 WFI-FM	WMMR-FM	WMMR-FM	WMMR-FM	WMMR-FM	WMMR-FM	WMMR-FM
8 WYSP-FM	WFLI-AM	WFLI-AM	WFLI-AM	WIOQ-FM	WIOQ-FM	WIOQ-FM
9 WWSH-FM	WIP -AM	WIP -AM	WIP -AM	KYW -AM	KYW -AM	KYW -AM
10 WZZD-AM	KYW -AM	KYW -AM	KYW -AM	WIOQ-FM	WIOQ-FM	WIOQ-FM

M-F, 8-10am	WYSP-FM	WDAS-FM	WDAS-FM	WDAS-FM	WDAS-FM	WDAS-FM
1 WYSP-FM	WYSP-FM	WDAS-FM	WDAS-FM	WDAS-FM	WDAS-FM	WDAS-FM
2 WFLI-AM	KYW -AM	WFLI-AM	WFLI-AM	WFLI-AM	WFLI-AM	WFLI-AM
3 KYW -AM	WIP -AM	WYSP-FM	WIP -AM	WMMR-FM	WMMR-FM	WMMR-FM
4 WDAS-FM	WFLI-AM	KYW -AM	WMMR-FM	KYW -AM	KYW -AM	KYW -AM
5 WIP -AM	WYSP-FM	WIOQ-FM	KYW -AM	WUSL-FM	WUSL-FM	WUSL-FM
6 WCAU-FM	WDAS-FM	WIP -AM	WMGK-FM	WMGK-FM	WMGK-FM	WMGK-FM
7 WCAU-FM	WIOQ-FM	WMGK-FM	WYSP-FM	WCAU-FM	WCAU-FM	WCAU-FM
8 WYSP-FM	WMMR-FM	WFLI-AM	WMMR-FM	WCAU-FM	WCAU-FM	WCAU-FM
9 WMGK-FM	WCAU-FM	WYSP-FM	WYSP-FM	WYSP-FM	WYSP-FM	WYSP-FM
10 WZZD-AM	WFI-FM	WCAU-FM	WIOQ-FM	WIP -AM	WIP -AM	WIP -AM

M-F, 3-7pm	WDAS-FM	WYSP-FM	WDAS-FM	WDAS-FM	WMMR-FM	WDAS-FM
1 WDAS-FM	WYSP-FM	WDAS-FM	WDAS-FM	WMMR-FM	WMMR-FM	WDAS-FM
2 WMMR-FM	WDAS-FM	WYSP-FM	WMMR-FM	WMMR-FM	WMMR-FM	WDAS-FM
3 WFI-FM	WCAU-FM	WIOQ-FM	WMMR-FM	WMMR-FM	WMMR-FM	WDAS-FM
4 WYSP-FM	WCAU-FM	WMMR-FM	WMMR-FM	WIOQ-FM	WIOQ-FM	WIOQ-FM
5 WMMR-FM	WIOQ-FM	WMGK-FM	WCAU-FM	WYSP-FM	WYSP-FM	WYSP-FM
6 WIOQ-FM	WFI-FM	WCAU-FM	WCAU-FM	WYSP-FM	WYSP-FM	WYSP-FM
7 WYSP-FM	WMMR-FM	WFLI-AM	WMMR-FM	WFI-FM	WFI-FM	WFI-FM
8 WFI-FM	WYSP-FM	WFLI-AM	WFLI-AM	WMGK-FM	WMGK-FM	WMGK-FM

Philadelphia

Continued

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 15571

AM '78	JJA '78	ON '78	JF '79	AM '79	JJA '79						
1 KYW -AM	12041	KYW -AM	12246	KYW -AM	10066	KYW -AM	11479	KYW -AM	13128	KYW -AM	13617
2 WIP -AM	8169	WCAU-AM	6478	WIP -AM	8882	WIP -AM	7714	WIP -AM	6529	WCAU-AM	6458
3 WFIL-AM	7953	WFIL-AM	6442	WCAU-AM	6589	WCAU-AM	7068	WWSH-FM	6151	WMMR-FM	5945
4 WWSH-FM	6764	WIP -AM	5965	WFIL-AM	6099	WDUR-FM	6724	WCAU-AM	6053	WFIL-AM	5926
5 WCAU-AM	6398	WWSH-FM	5389	WWSH-FM	5880	WFIL-AM	6647	WDUR-FM	5977	WIP -AM	5365
6 WZZD-AM	5376	WYSP-FM	5226	WYSP-FM	4721	WWSH-FM	5792	WMMR-FM	5787	WIFI-FM	4989
7 WDUR-FM	4577	WIFI-FM	5034	WIFI-FM	4629	WCAU-AM	4811	WFIL-AM	5781	WDUR-FM	4808
8 WFI-FM	4546	WCAU-AM	4455	WDAS-FM	4433	WMMR-FM	4759	WYSP-FM	4626	WWSH-FM	4731
9 WYSP-FM	4538	WZZD-AM	4319	WCAU-AM	4369	WYSP-FM	4740	WCAU-AM	4454	WYSP-FM	4669
10 WDAS-FM	4211	WDUR-FM	4197	WMMR-FM	4222	WIFI-FM	4503	WDAS-FM	4453	WDAS-FM	4533

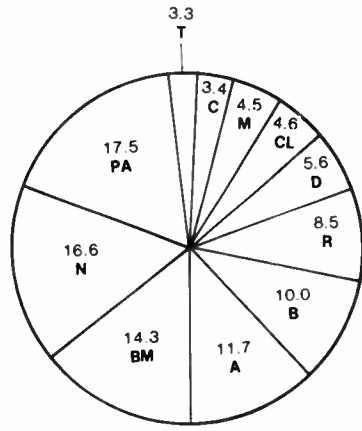
AM '78	JJA '78	ON '78	JF '79	AM '79	JJA '79
1 WFI-FM	WFI-FM	WFI-FM	WFI-FM	WFI-FM	WMMR-FM
2 WFIL-AM	WZZD-AM	WYSP-FM	WYSP-FM	WMMR-FM	WMMR-FM
3 WZZD-AM	WFIL-AM	WZZD-AM	WFIL-AM	WYSP-FM	WYSP-FM
4 WYSP-FM	WYSP-FM	WFIL-AM	WMMR-FM	WDAS-FM	WFIL-AM
5 WIP -AM	WDAS-FM	WMMR-FM	WFI-FM	WDAS-FM	WZZD-AM
6 KYW -AM	WDAS-FM	WIOQ-FM	WDAS-FM	WZZD-AM	WIOQ-FM
7 WDAS-FM	WCAU-AM	WMMR-FM	WZZD-AM	WCAU-AM	WIOQ-FM
8 WCAU-AM	WIP -AM	WFIL-AM	WCAU-AM	WFEN-AM	WIP -AM
9 WIOQ-FM	KYW -AM	WIOQ-FM	KYW -AM	WCAU-AM	KYW -AM
10 WDAS-AM	WFEN-AM	WDAS-AM	WZZD-AM	WFST-FM	WSTW-FM

AM '78	JJA '78	ON '78	JF '79	AM '79	JJA '79
1 WFIL-AM	WYSP-FM	WMMR-FM	WMMR-FM	WMMR-FM	WMMR-FM
2 WYSP-FM	WFIL-AM	WYSP-FM	WFIL-AM	WYSP-FM	KYW -AM
3 KYW -AM	KYW -AM	WIOQ-FM	WYSP-FM	WFIL-AM	WYSP-FM
4 WZZD-AM	WCAU-AM	WFIL-AM	WIOQ-FM	WDAS-FM	WFIL-AM
5 WCAU-AM	WIFI-FM	WIP -AM	WMMR-FM	WCAU-AM	WCAU-AM
6 WIOQ-FM	WMMR-FM	WDAS-FM	WCAU-AM	KYW -AM	WDAS-FM
7 WDAS-FM	WIOQ-FM	WCAU-AM	WIP -AM	WIOQ-FM	WIOQ-FM
8 WMMR-FM	WIOQ-FM	KYW -AM	WMMR-FM	WMMR-FM	WIFI-FM
9 WIP -AM	WMMR-FM	WMMR-FM	KYW -AM	WFEN-AM	WMMR-FM
10 WFI-FM	WFEN-AM	WUSL-FM	WIFI-FM	WIFI-FM	WZZD-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 15571

AM '78	JJA '78	ON '78	JF '79	AM '79	JJA '79
1 KYW -AM	KYW -AM	WIP -AM	KYW -AM	KYW -AM	KYW -AM
2 WIP -AM	WFIL-AM	KYW -AM	WIP -AM	WIP -AM	WIP -AM
3 WFIL-AM	WIP -AM	WFIL-AM	WFIL-AM	WFIL-AM	WFIL-AM
4 WWSH-FM	WCAU-AM	WWSH-FM	WDUR-FM	WWSH-FM	WWSH-FM
5 WCAU-AM	WWSH-FM	WCAU-AM	WCAU-AM	WCAU-AM	WCAU-AM
6 WYSP-FM	WMMR-FM	WMMR-FM	WMMR-FM	WCAU-AM	WCAU-AM
7 WZZD-AM	WCAU-AM	WMMR-FM	WMMR-FM	WMMR-FM	WMMR-FM
8 WMMR-FM	WUSL-FM	WUSL-FM	WCAU-AM	WCAU-AM	WCAU-AM
9 WDAS-FM	WDUR-FM	WCAU-AM	WUSL-FM	WUSL-FM	WDAS-FM
10 WDUR-FM	WFEN-AM	WIFI-FM	WDAS-FM	WDAS-FM	WFEN-AM

Format Penetration Chart
Based On Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



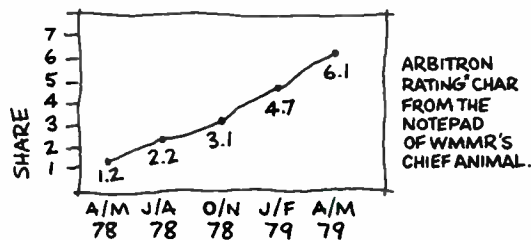
Format Legend
A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

SURVIVAL OF THE FITTEST IS WHAT IT WAS. WE FITTEST THE BEST ROCK PROGRAMMING WE COULD GET ON 93.3. FRESH TRACKS, INTERVIEWS, CONCERTS, SPECIAL EVENTS, PERSONALITIES, AND ESPECIALLY INVOLVEMENT WITH OUR AUDIENCE. WE DON'T JUST PLAY FOR THEM, WE PLAY WITH THEM. AND THAT'S WHAT BEING A ROCK AND ROLL ANIMAL IS ALL ABOUT. NOW, IF YOU'LL EXCUSE ME, I HAVE LOTS OF PLAY TO DO. IT'S A REAL ZOO AROUND HERE.



How we beat the coconuts off the other rock stations in Philadelphia.

A message from the vice-president and general manager of WMMR.



WMMR 93.3

Metromedia stereo in Philadelphia.

*Total persons 12+ Mon.-Sun. 6 A.M.-MID.

Phoenix

METRO RANK

29

A/M '79 Market Overview

Southern Broadcasting can look at the latest Phoenix book with some mixed feelings — its Beautiful Music FM, KQYT added to its 12+ share and is still number one in the market. However, Southern's P/A KOY saw its numbers slip for the second consecutive report. KOY now ranks fifth in the market, 12+. KOY and KQYT are number one and number two, respectively, in popularity among adults 25-49. However, KQYT's average and cume numbers improved in the A/M'79 book versus the O/N'78 report, while KOY's numbers in the 25-49 demo eroded somewhat between the two books. Both stations use TV and billboards to advertise to marketplace.

News station KTAR enjoyed its best book in recent times with the number two showing 12+ in the metro, a three share jump over the O/N'78 rating. KTAR is now #1 in morning drive, surpassing KOY for the first time. KTAR skews 35+ in demo appeal.

AOR entry KDKB utilized the *Burkhart/Abrams* "Superstars" format to lead in adults 18-34. KDKB had a 16% share of adults 18-34, with a 24 share in men 18-34. Both figures are tops in their respective categories. Advertising to the community consisted of TV and newspaper.

Other stations with success stories in the A/M'79 sweep are Beautiful Music KMEQ-FM and KNIX-AM-FM, the Country stations. KNIX-AM-FM found that their male shares virtually doubled, which led the simulcast stations to an upswing in the estimates. KMEQ, on the other hand, made slight gains in its adult demos, concentrating most of its appeal to the 35+ audience.

This was a good book for the other major BM station in town, KBBC, which saw its 12+ share rise to its best figure in recent years. Increased appeal to female listeners was the basis for the KBBC success.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP (00): 10427

AM '78	ON '78	AM '79
1 KQYT-FM	11.6	10.4
2 KOY -AM	8.6	8.7
3 KDKB-FM	8.0	7.6
4 KMEQ-AF	7.7	7.1
5 KTAR-AM	7.4	6.9
6 KNIX-AF	5.6	6.3
7 KIFN-AM	5.5	5.7
8 KOOL-AM	4.4	4.6
9 KBBC-FM	4.2	4.3
10 KJJJ-AM	3.9	3.9
11 KRIZ-AM	3.0	3.9
12 KOPA-AF	3.0	3.8
13 KKKQ-AM	2.8	3.7
14 KOOL-FM	2.6	3.5
15 KRUX-AM	2.0	2.9
16 KPHX-AM	1.9	2.7
17 KMEP-AM	1.9	1.8
18 KIOG-FM	1.5	1.6
19 KXTC-FM	1.0	1.6
20 KXIV-AM	0.9	1.5
21 KHEP-FM	0.7	1.4
22 KRDS-AM	0.7	1.2
23 KDKB-AM	0.4	1.2
24 KXIV-AM	0.9	0.9
25 KRDS-AM	0.6	0.8
26 KHEP-AM	0.6	0.7
27 KRJQ-AM	0.5	0.6
28 KWAQ-FM	0.4	0.4
29 KQXE-AM	0.2	

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP (00): 10427

AM '78	ON '78	AM '79
1 KQYT-FM	188	169
2 KOY -AM	140	141
3 KDKB-FM	130	123
4 KMEQ-AF	125	116
5 KTAR-AM	120	112
6 KNIX-AF	91	102
7 KIFN-AM	89	92
8 KOOL-AM	71	74
9 KBBC-FM	68	70
10 KJJJ-AM	64	64

M-F, 8-10am

1 KOY -AM	KOY -AM	KTAR-AM
2 KTAR-AM	KTAR-AM	KOY -AM
3 KQYT-FM	KQYT-FM	KQYT-FM
4 KDKB-FM	KOOL-AM	KMEQ-FM
5 KOOL-AM	KMEQ-FM	NARZ-AM
6 KMEQ-AF	KDKB-FM	KNIX-FM
7 KNIX-AF	KJJJ-AM	KDKB-FM
8 KJJJ-AM	KUPD-FM	KUPD-FM
9 KIFN-AM	KOOL-FM	KBBC-FM
10 KBBC-FM	KNIX-FM	KOPA-FM

M-F, 3-7pm

1 KQYT-FM	KQYT-FM	KQYT-FM
2 KOY -AM	KDKB-FM	KDKB-FM
3 KDKB-FM	KOY -AM	KMEQ-FM
4 KMEQ-AF	KMEQ-FM	KTAR-AM
5 KTAR-AM	KUPD-FM	KOY -AM
6 KBBC-FM	KXTC-FM	KUPD-FM
7 KNIX-AF	KTAR-AM	KOPA-FM
8 KIFN-AM	KIFN-AM	KBBC-FM
9 KOOL-AM	KBBC-FM	KXTC-FM
10 KJJJ-AM	KJJJ-AM	KNIX-FM

Teens

M-S, 6am-Midnight
POP (00): 1462

AM '78	ON '78	AM '79
1 KKKQ-AM	KUPD-FM	KUPD-FM
2 KDKB-FM	KDKB-FM	KOPA-FM
3 KRIZ-AM	KXTC-FM	KRUX-AM
4 KRUX-AM	KKKQ-AM	KXTC-FM
5 KOPA-AF	KOPA-FM	KDKB-FM
6 KIFN-AM	KRUX-AM	KKKQ-AM
7 KOY -AM	KIFN-AM	KOPA-FM
8 KBBC-FM	KBBC-FM	KIOG-FM
9 KOPA-AF	KOY -AM	KBBC-FM
10 KJJJ-AM	KNIX-FM	KOOL-FM

M-F, 8-10am

1 KDKB-FM	KUPD-FM	KOPA-FM
2 KKKQ-AM	KKKQ-AM	KUPD-FM
3 KRUX-AM	KDKB-FM	KKKQ-AM
4 KRIZ-AM	KOPA-FM	KRUX-AM
5 KOY -AM	KRUX-AM	KOPA-FM
6 KNIX-AF	KXTC-FM	KXTC-FM
7 KXIV-AM	KOY -AM	KDKB-FM
8 KIFN-AM	KOPA-FM	KIOG-FM
9 KBBC-FM	KIFN-AM	KOY -AM
10 KOPA-AF	KNIX-FM	KOOL-FM

M-F, 3-7pm

1 KKKQ-AM	KDKB-FM	KUPD-FM
2 KRIZ-AM	KUPD-FM	KOPA-FM
3 KDKB-FM	KXTC-FM	KXTC-FM
4 KRUX-AM	KKKQ-AM	KRUX-AM
5 KNIX-AF	KOPA-FM	KDKB-FM
6 KIFN-AM	KRUX-AM	KKKQ-AM
7 KDKB-AM	KIFN-AM	KOPA-FM
8 KBBC-FM	KBBC-FM	KIOG-FM
9 KIOG-FM	KNIX-FM	KOOL-FM
10 KOY -AM	KFLR-AM	KQXE-AM

Adults 18-34

M-S, 6am-Midnight
POP (00): 3662

AM '78	ON '78	AM '79
1 KDKB-FM	KDKB-FM	KDKB-FM
2 KOY -AM	KBBC-FM	KBBC-FM
3 KBBC-FM	KOY -AM	KUPD-FM
4 KIFN-AM	KUPD-FM	KOY -AM
5 KOOL-FM	KOOL-FM	KXTC-FM
6 KQYT-FM	KOPA-FM	KOOL-FM
7 KOPA-AF	KXTC-FM	KQYT-FM
8 KNIX-AF	NMEU-FM	KOPA-FM
9 KRIZ-AM	KOPA-AM	KNIX-FM
10 KIOG-FM	KKKQ-AM	KIOG-FM

M-F, 8-10am

1 KOY -AM	KOY -AM	KOY -AM
2 KDKB-FM	KDKB-FM	KDKB-FM
3 KBBC-FM	KBBC-FM	KBBC-FM
4 KOOL-FM	KOOL-FM	KUPD-FM
5 KIFN-AM	KUPD-FM	KNIX-FM
6 KQYT-FM	KJJJ-AM	KXTC-FM
7 KOPA-AF	KTAR-AM	KOOL-FM
8 KNIX-AF	KOPA-FM	KQYT-FM
9 KTAR-AM	KQYT-FM	KOPA-FM
10 KMEQ-AF	KRUX-AM	KKKQ-AM

M-F, 3-7pm

1 KDKB-FM	KDKB-FM	KDKB-FM
2 KOY -AM	KOY -AM	KBBC-FM
3 KBBC-FM	KBBC-FM	KOY -AM
4 KIFN-AM	KUPD-FM	KUPD-FM
5 KOPA-AF	KXTC-FM	KQYT-FM
6 KOOL-FM	KOPA-FM	KIOG-FM
7 KQYT-FM	KOOL-FM	KOPA-FM
8 KRIZ-AM	KMEQ-FM	KOOL-FM
9 KJJJ-AM	KIFN-AM	KXTC-FM
10 KPHX-AM	KIOG-FM	KRUX-AM

Adults 25-49

M-S, 6am-Midnight
POP (00): 4058

AM '78	ON '78	AM '79
1 KOY -AM	KOY -AM	KOY -AM
2 KQYT-FM	KQYT-FM	KQYT-FM
3 KNIX-AF	KJJJ-AM	KBBC-FM
4 KMEQ-AF	KUPD-FM	KTAR-AM
5 KJJJ-AM	KMEQ-FM	KUPD-FM
6 KIFN-AM	KBBC-FM	KMEQ-FM
7 KBBC-FM	KOOL-FM	KDKB-FM
8 KTAR-AM	KTAR-AM	KNIX-FM
9 KOOL-AM	KDKB-FM	KOOL-FM
10 KOPA-AF	KNIX-FM	KNIX-FM

M-F, 8-10am

1 KOY -AM	KOY -AM	KOY -AM
2 KQYT-FM	KJJJ-AM	KTAR-AM
3 KTAR-AM	KTAR-AM	KQYT-FM
4 KNIX-AF	KQYT-FM	KBBC-FM
5 KJJJ-AM	KNIX-FM	KNIX-FM
6 KMEQ-AF	KOOL-FM	KUPD-FM
7 KOOL-AM	KMEQ-FM	KOOL-FM
8 KBBC-FM	KBBC-FM	KDKB-FM
9 KIFN-AM	KUPD-FM	KMEQ-FM
10 KOOL-FM	KDKB-FM	NARZ-AM

M-F, 3-7pm

1 KOY -AM	KOY -AM	KOY -AM
2 KQYT-FM	KQYT-FM	KQYT-FM
3 KBBC-FM	KMEQ-FM	KTAR-AM
4 KMEQ-AF	KXTC-FM	KBBC-FM
5 KJJJ-AM	KJJJ-AM	KDKB-FM
6 KNIX-AF	KUPD-FM	KIOG-FM
7 KTAR-AM	KBBC-FM	KMEQ-FM
8 KOOL-AM	KDKB-FM	KUPD-FM
9 KIFN-AM	KOOL-FM	KOOL-FM
10 KOPA-AF	KTAR-AM	KNIX-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP (00): 10427

AM '78	ON '78	AM '79
1 KOY -AM	2378	2282
2 KTAR-AM	2224	1973
3 KQYT-FM	1976	1660
4 KMEQ-AF	1540	1639
5 KDKB-FM	1433	1624
6 KBBC-FM	1323	1454
7 KOOL-AM	1292	1268
8 KNIX-AF	1209	1251
9 KJJJ-AM	1122	1189
10 KRIZ-AM	1066	1148

M-F, 8-10am

1 KOY -AM	KOY -AM	KTAR-AM
2 KTAR-AM	KTAR-AM	KOY -AM
3 KQYT-FM	KDKB-FM	KUPD-FM
4 KMEQ-AF	KQYT-FM	KQYT-FM
5 KOOL-AM	KUPD-FM	KDKB-FM
6 KDKB-FM	KOOL-AM	KMEQ-FM
7 KJJJ-AM	KJJJ-AM	KOPA-FM
8 KNIX-AF	KMEQ-FM	KARZ-AM
9 KBBC-FM	KKKQ-AM	KBBC-FM
10 KKKQ-AM	KOOL-FM	KKKQ-AM

M-F, 3-7pm

1 KOY -AM	KOY -AM	KTAR-AM
2 KTAR-AM	KDKB-FM	KQYT-FM
3 KQYT-FM	KUPD-FM	KOY -AM
4 KMEQ-AF	KQYT-FM	KUPD-FM
5 KDKB-FM	KTAR-AM	KMEQ-FM
6 KBBC-FM	KOOL-AM	KOPA-FM
7 KOOL-AM	KMEQ-FM	KDKB-FM
8 KRIZ-AM	KOPA-FM	KRUX-AM
9 KJJJ-AM	KKKQ-AM	KBBC-FM
10 KNIX-AF	KJJJ-AM	KKKQ-AM

Teens

M-S, 6am-Midnight
POP (00): 1462

AM '78	ON '78	AM '79
1 KRIZ-AM	KUPD-FM	KUPD-FM
2 KKKQ-AM	KKKQ-AM	KOPA-FM
3 KRUX-AM	KDKB-FM	KRUX-AM
4 KDKB-FM	KRUX-AM	KDKB-FM
5 KOY -AM	KOPA-FM	KKKQ-AM
6 KBBC-FM	KXTC-FM	KXTC-FM
7 KNIX-AF	KOY -AM	KOPA-FM
8 KOOL-AM	KBBC-FM	KTAR-AM
9 KTAR-AM	KOPA-AM	KBBC-FM
10 KJJJ-AM	KIFN-AM	KARZ-AM

M-F, 8-10am

1 KKKQ-AM	KUPD-FM	KUPD-FM
2 KRUX-AM	KKKQ-AM	KOPA-FM
3 KDKB-FM	KDKB-FM	KRUX-AM
4 KRIZ-AM	KRUX-AM	KDKB-FM
5 KOY -AM	KOPA-FM	KKKQ-AM
6 KBBC-FM	KXTC-FM	KOPA-FM
7 KNIX-AF	KJJJ-AM	KXTC-FM
8 KOPA-AF	KBBC-FM	KOY -AM
9 KTAR-AM	KIFN-AM	KBBC-FM
10 KJJJ-AM	KOY -AM	NARZ-AM

M-F, 3-7pm

1 KRIZ-AM	KUPD-FM	KUPD-FM
2 KKKQ-AM	KDKB-FM	KOPA-FM
3 KRUX-AM	KKKQ-AM	KRUX-AM
4 KDKB-FM	KRUX-AM	KXTC-FM
5 KOY -AM	KOPA-FM	KKKQ-AM
6 KBBC-FM	KXTC-FM	KOPA-FM
7 KNIX-AF	KJJJ-AM	KXTC-FM
8 KOPA-AF	KBBC-FM	KOY -AM
9 KTAR-AM	KIFN-AM	KBBC-FM
10 KJJJ-AM	KOY -AM	NARZ-AM

Adults 18-34

M-S, 6am-Midnight
POP (00): 3662

AM '78	ON '78	AM '79
1 KOY -AM	KOY -AM	KDKB-FM
2 KDKB-FM	KDKB-FM	KUPD-FM
3 KBBC-FM	KBBC-FM	KOY -AM
4 KOOL-FM	KUPD-FM	KBBC-FM
5 KKKQ-AM	KOPA-FM	KOPA-FM
6 KRIZ-AM	KKKQ-AM	KOOL-FM
7 KOPA-AF	KRUX-AM	KKKQ-AM
8 KNIX-AF	KOOL-FM	KTAR-AM
9 KRUX-AM	KTAR-AM	KRUX-AM
10 KIOG-FM	KIOG-FM	KQYT-FM

Pittsburgh



METRO RANK

A/M '79 Market Overview

America's initial commercial radio station is still number one in Pittsburgh. **KDKA** dominates with a fantastic share of almost 24% of the 12+ market. Morning drive presence is even stronger. Pirates baseball helped, as station always has better shares in the Spring books. **KDKA** was #1 in adults 25-49, #2 in adults 18-34. The **Westinghouse** station is likely to stay atop this market until the cows come home.

Schulke strikes again, as the number two-rated station in Pittsburgh is Beautiful Music **WSHH**. Good numbers 25+ for this station. Advertising campaign used TV spots. No on-air contests, in usual Schulke fashion.

Among the younger-skewing stations, AOR property **WDVE** is tops. **WDVE** is number one with adults 18-34 and teens. "Superstars" format helped **WDVE** gain overall to rate third in terms of 12+ appeal.

Top 40 station **WXXK** improved almost two shares, 12+. Station used extensive passive research to test music preferences of public. **WXXK** is second in teens, fourth in appeal to adults 18-34.

Black-formatted **WAMO** hit the jackpot in the A/M'79 sweep. **WAMO** almost doubled its 12+ share, scoring substantial gains in the 18-34 demos and teens. **WAMO** had no on-air promotions, but did play more Dancemusic than it had in the past.

Entercom's WEEP had a rise in the A/M'79 book. This Country station is now the top Country property in the market because **WWSW** changed formats recently, after the results of the Spring sweep were made known. **WEEP** more than doubled its share of men in the market, and skews towards 18-34 target demos.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 19141

A/M '78	O/N '78	A/M '79
1 KDKA-AM 24.9	KDKA-AM 22.3	KDKA-AM 23.8
2 WSHH-FM 8.7	WSHH-FM 7.0	WSHH-FM 8.8
3 KQV -AM 8.6	WTAE-AM 6.9	WTAE-AM 7.7
4 WXXK-FM 6.4	WDVE-FM 6.9	WXXK-FM 6.7
5 WTAE-AM 6.2	WJDI-FM 5.8	WTAE-AM 5.1
6 WJDI-FM 5.8	WPEZ-FM 5.3	WAMO-FM 4.9
7 WKTO-AM 4.8	WXXK-FM 4.9	WPEZ-FM 4.5
8 WPEZ-FM 4.6	WWSW-AM 4.4	KQV -AM 4.5
9 WWSW-AM 4.3	KQV -AM 4.0	WFFM-FM 4.2
10 WEEP-FM 3.6	WKTO-AM 4.0	WJDI-FM 3.8
11 WAMO-FM 3.5	WFFM-FM 3.4	WEEP-FM 3.5
12 WYDD-FM 1.7	WYDD-FM 2.7	WKTO-AM 2.9
13 WFFM-FM 1.7	WAMO-FM 2.6	WWSW-AM 2.8
14 WSP-AM 1.3	WDSY-FM 2.3	WDSY-FM 2.3
15 KDKA-FM 1.1	WEEP-AM 2.2	WYDD-FM 1.9
16 WIXZ-AM 0.9	WPIT-AM 1.3	KDKA-FM 1.7
17 WNUF-FM 0.9	WASP-AM 1.2	WIXZ-AM 0.9
18 WHJB-AM 0.9	WNUF-FM 1.0	WPIT-AM 0.8
19 WPIT-AM 0.9	WIXZ-AM 0.9	WHJB-AM 0.8
20 WBVP-AM 0.8	WKFA-AM 0.9	WBVP-AM 0.6
21 WJPA-AM 0.7	WYJZ-AM 0.8	WYJZ-AM 0.5
22 WUVA-AM 0.7	WUVA-AM 0.8	WUVA-AM 0.5
23 WESA-AM 0.5	WHJB-AM 0.7	WPIT-AM 0.4
24 WYJZ-AM 0.5	WBVP-AM 0.7	WASP-AM 0.3
25 WMBA-AM 0.5	KDKA-FM 0.7	WKFA-AM 0.3
26 WKFA-AM 0.4	WPIT-AM 0.6	WUVA-AM 0.3
27 WPIT-FM 0.4	WMBA-AM 0.6	WESA-AM 0.3
28	WUVA-AM 0.4	WESA-FM 0.2
29	WESA-AM 0.2	
30	WESA-FM 0.1	
31	WLOA-AM 0.0	

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 19141

A/M '78	O/N '78	A/M '79
1 KDKA-AM 800	KDKA-AM 692	KDKA-AM 784
2 WSHH-FM 280	WSHH-FM 217	WSHH-FM 291
3 WXXK-FM 206	WTAE-AM 214	WXXK-FM 254
4 WTAE-AM 199	WDVE-FM 213	WXXK-FM 221
5 WJDI-FM 187	WTAE-AM 181	WTAE-AM 169
6 WDVE-FM 182	WPEZ-FM 166	WAMO-FM 161
7 WKTO-AM 154	WXXK-FM 152	WPEZ-FM 149
8 WPEZ-FM 147	WWSW-AM 136	KQV -AM 147
9 WWSW-AM 139	KQV -AM 125	WFFM-FM 139
10 WAMO-FM 112	WKTO-AM 123	WJDI-FM 124

M-F, 6-10am

1 KDKA-AM	KDKA-AM	KDKA-AM
2 WTAE-AM	WTAE-AM	WTAE-AM
3 WSHH-FM	WSHH-FM	WXXK-FM
4 WWSW-AM	WPEZ-FM	KQV -AM
5 WXXK-FM	KQV -AM	WSHH-FM
6 WPEZ-FM	WXXK-FM	WDVE-FM
7 WKTO-AM	WDVE-FM	WAMO-FM
8 WJDI-FM	WWSW-AM	WPEZ-FM
9 WDVE-FM	WKTO-AM	WWSW-AM
10 KQV -AM	WJDI-FM	WFFM-FM

M-F, 3-7pm

1 KDKA-AM	KDKA-AM	KDKA-AM
2 WSHH-FM	WDVE-FM	WSHH-FM
3 WDVE-FM	WSHH-FM	WDVE-FM
4 WJDI-FM	WPEZ-FM	WXXK-FM
5 WXXK-FM	WJDI-FM	WAMO-FM
6 WTAE-AM	WXXK-FM	WPEZ-FM
7 WKTO-AM	WTAE-AM	KQV -AM
8 WPEZ-FM	WKTO-AM	WTAE-AM
9 WAMO-FM	WWSW-AM	WFFM-FM
10 WWSW-AM	KQV -AM	WJDI-FM

Teens

M-S, 6am-Midnight
POP(00): 2511

A/M '78	O/N '78	A/M '79
1 WXXK-FM	WDVE-FM	WDVE-FM
2 WDVE-FM	WXXK-FM	WXXK-FM
3 WPEZ-FM	WPEZ-FM	WPEZ-FM
4 WKTO-AM	WKTO-AM	WAMO-FM
5 WAMO-FM	WAMO-FM	WKTO-AM
6 KDKA-AM	WYDD-FM	KDKA-AM
7 WYDD-FM	KDKA-AM	WYDD-FM
8 WFFM-FM	WTAE-AM	WFFM-FM
9 WTAE-AM	WDSY-FM	WTAE-AM
10 WWSW-AM	WFFM-FM	WHJB-AM

M-F, 6-10am

1 WXXK-FM	WPEZ-FM	WXXK-FM
2 WKTO-AM	WXXK-FM	WDVE-FM
3 KDKA-AM	WDVE-FM	KDKA-AM
4 WPEZ-FM	KDKA-AM	WAMO-FM
5 WDVE-FM	WKTO-AM	WPEZ-FM
6 WAMO-FM	WAMO-FM	WKTO-AM
7 WTAE-AM	WYDD-FM	WYDD-FM
8 WYDD-FM	WDSY-FM	WTAE-AM
9 WWSW-AM	WTAE-AM	WBVP-AM
10 WJPA-AM	KQV -AM	WFFM-FM

M-F, 3-7pm

1 WAMO-FM	WDVE-FM	WXXK-FM
2 WXXK-FM	WXXK-FM	WDVE-FM
3 WDVE-FM	WPEZ-FM	WPEZ-FM
4 WPEZ-FM	WKTO-AM	WAMO-FM
5 WKTO-AM	WAMO-FM	WKTO-AM
6 WFFM-FM	WYDD-FM	WYDD-FM
7 KDKA-AM	WFFM-FM	WEEP-AM
8 WYDD-FM	KDKA-AM	WFFM-FM
9 WTAE-AM	WWSW-AM	KDKA-AM
10 WJDI-FM	WTAE-AM	WTAE-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 5744

A/M '78	O/N '78	A/M '79
1 WTAE-AM	WDVE-FM	WDVE-FM
2 WDVE-FM	WTAE-AM	KDKA-AM
3 KDKA-AM	KDKA-AM	WFFM-FM
4 WXXK-FM	WFFM-FM	WFFM-FM
5 WKTO-AM	WPEZ-FM	WTAE-AM
6 WPEZ-FM	WKTO-AM	WAMO-FM
7 WAMO-FM	WYDD-FM	WPEZ-FM
8 WDVE-FM	WXXK-FM	WKTO-AM
9 WJDI-FM	WAMO-FM	WYDD-FM
10 WFFM-FM	WWSW-AM	WEEP-AM

M-F, 6-10am

1 KDKA-AM	KDKA-AM	KDKA-AM
2 WTAE-AM	WTAE-AM	WTAE-AM
3 WKTO-AM	WDVE-FM	WDVE-FM
4 WDVE-FM	WXXK-FM	WXXK-FM
5 WPEZ-FM	WXXK-FM	WFFM-FM
6 WXXK-FM	WKTO-AM	WPEZ-FM
7 WAMO-FM	WFFM-FM	WAMO-FM
8 KQV -AM	WYDD-FM	WKTO-AM
9 WWSW-AM	WAMO-FM	WEEP-AM
10 WJDI-FM	WWSW-AM	WSHH-FM

M-F, 3-7pm

1 WDVE-FM	WDVE-FM	WDVE-FM
2 WTAE-AM	WPEZ-FM	WXXK-FM
3 WKTO-AM	WTAE-AM	WFFM-FM
4 WPEZ-FM	WYDD-FM	WPEZ-FM
5 WXXK-FM	KDKA-AM	WPEZ-FM
6 KDKA-AM	WXXK-FM	WTAE-AM
7 WAMO-FM	WFFM-FM	KDKA-AM
8 WJDI-FM	WKTO-AM	WYDD-FM
9 WYDD-FM	WAMO-FM	WKTO-AM
10 WFFM-FM	WJDI-FM	WEEP-AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 7101

A/M '78	O/N '78	A/M '79
1 KDKA-AM	KDKA-AM	KDKA-AM
2 WTAE-AM	WTAE-AM	WTAE-AM
3 WSHH-FM	WSHH-FM	WSHH-FM
4 WJDI-FM	WPEZ-FM	WFFM-FM
5 WWSW-AM	WJDI-FM	WXXK-FM
6 WXXK-FM	WWSW-AM	WEEP-AM
7 WKTO-AM	WXXK-FM	WPEZ-FM
8 WPEZ-FM	WKTO-AM	WAMO-FM
9 WAMO-FM	WDVE-FM	WDVE-FM
10 WDVE-FM	WFFM-FM	WJDI-FM

M-F, 6-10am

1 KDKA-AM	KDKA-AM	KDKA-AM
2 WTAE-AM	WTAE-AM	WTAE-AM
3 WWSW-AM	WWSW-AM	WXXK-FM
4 WSHH-FM	WPEZ-FM	WSHH-FM
5 WPEZ-FM	WSHH-FM	WAMO-FM
6 WJDI-FM	WXXK-FM	WFFM-FM
7 WKTO-AM	KQV -AM	KQV -AM
8 WAMO-FM	WKTO-AM	WWSW-AM
9 WXXK-FM	WFFM-FM	WPEZ-FM
10 KQV -AM	WDVE-FM	WJDI-FM

M-F, 3-7pm

1 KDKA-AM	KDKA-AM	KDKA-AM
2 WTAE-AM	WTAE-AM	WTAE-AM
3 WJDI-FM	WPEZ-FM	WSHH-FM
4 WSHH-FM	WXXK-FM	WFFM-FM
5 WWSW-AM	WJDI-FM	WXXK-FM
6 WXXK-FM	WSHH-FM	WEEP-AM
7 WKTO-AM	WPEZ-FM	WPEZ-FM
8 WPEZ-FM	WDVE-FM	WAMO-FM
9 WAMO-FM	WWSW-AM	WJDI-FM
10 WDVE-FM	WFFM-FM	KQV -AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 19141

A/M '78	O/N '78	A/M '79
1 KDKA-AM 10462	KDKA-AM 9024	KDKA-AM 10126
2 WKTO-AM 3748	WTAE-AM 4651	WXXK-FM 3830
3 WXXK-FM 3741	WKTO-AM 3275	WSHH-FM 3517
4 WTAE-AM 3628	WDVE-FM 3226	WTAE-AM 3491
5 WSHH-FM 3504	WXXK-FM 3183	WDVE-FM 3034
6 WWSW-AM 3240	WSHH-FM 3161	WPEZ-FM 2991
7 WPEZ-FM 3074	WPEZ-FM 3147	WKTO-AM 2764
8 WDVE-FM 2875	WWSW-AM 2584	KQV -AM 2586
9 WJDI-FM 2134	KQV -AM 2321	WWSW-AM 2202
10 KQV -AM 2083	WJDI-FM 2207	WFFM-FM 2000

M-F, 6-10am

1 KDKA-AM	KDKA-AM	KDKA-AM
2 WTAE-AM	WTAE-AM	WTAE-AM
3 WXXK-FM	WXXK-FM	WXXK-FM
4 WWSW-AM	WSHH-FM	KQV -AM
5 WKTO-AM	WPEZ-FM	WDVE-FM
6 WSHH-FM	WDVE-FM	WSHH-FM
7 WPEZ-FM	WKTO-AM	WPEZ-FM
8 WDVE-FM	KQV -AM	WWSW-AM
9 KQV -AM	WWSW-AM	WKTO-AM
10 WJDI-FM	WJDI-FM	WAMO-FM

M-F, 3-7pm

1 KDKA-AM	KDKA-AM	KDKA-AM
2 WXXK-FM	WPEZ-FM	WXXK-FM
3 WKTO-AM	WPEZ-FM	WDVE-FM
4 WPEZ-FM	WXXK-FM	WSHH-FM
5 WDVE-FM	WSHH-FM	WTAE-AM
6 WTAE-AM	WKTO-AM	WPEZ-FM
7 WSHH-FM	WTAE-AM	WKTO-AM
8 WJDI-FM	WJDI-FM	KQV -AM
9 WWSW-AM	WWSW-AM	WAMO-FM
10 KQV -AM	KQV -AM	WFFM-FM

Teens

M-S, 6am-Midnight
POP(00): 2511

A/M '78	O/N '78	A/M '79
1 WXXK-FM	WXXK-FM	WXXK-FM
2 WKTO-AM	WPEZ-FM	WDVE-FM
3 WPEZ-FM	WPEZ-FM	WPEZ-FM
4 KDKA-AM	WKTO-AM	WKTO-AM
5 WDVE-FM	KDKA-AM	KDKA-AM
6 WTAE-AM	WTAE-AM	WAMO-FM
7 WYDD-FM	WYDD-FM	WFFM-FM
8 WAMO-FM	WAMO-FM	WTAE-AM
9 WFFM-FM	WFFM-FM	WYDD-FM
10 WWSW-AM	KQV -AM	WJDI-FM

M-F, 6-10am

1 WXXK-FM	WXXK-FM	WXXK-FM
2 WKTO-AM	WPEZ-FM	WDVE-FM
3 KDKA-AM	WDVE-FM	KDKA-AM
4 WPEZ-FM	WKTO-AM	WPEZ-FM
5 WDVE-FM	KDKA-AM	WKTO-AM
6 WTAE-AM	KDKA-AM	WAMO-FM
7 WAMO-FM	WTAE-AM	WYDD-FM
8 WYDD-FM	WYDD-FM	WYDD-FM
9 WWSW-AM	WFFM-FM	WFFM-FM
10 WFFM-FM	WUVA-AM	WBVP-AM

M-F, 3-7pm

1 WXXK-FM	WXXK-FM	WXXK-FM
2 WKTO-AM	WXXK-FM	WDVE-FM
3 WPEZ-FM	WDVE-FM	WPEZ-FM
4 WDVE-FM	WKTO-AM	WKTO-AM
5 WAMO-FM	WYDD-FM	WAMO-FM
6 KDKA-AM	WAMO-FM	WYDD-FM
7 WYDD-FM	KDKA-AM	KDKA-AM
8 WFFM-FM	WTAE-AM	WFFM-FM
9 WTAE-AM	WFFM-FM	WTAE-AM
10 WJDI-FM	WWSW-AM	WJDI-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 5744

A/M '78	O/N '78	A/M '79
1 KDKA-AM	KDKA-AM	KDKA-AM
2 WTAE-AM	WDVE-FM	WDVE-FM
3 WKTO-AM	WTAE-AM	WSHH-FM
4 WDVE-FM	WKTO-AM	WXXK-FM
5 WXXK-FM	WPEZ-FM	WTAE-AM
6 WPEZ-FM	WXXK-FM	WPEZ-FM
7 WAMO-FM	WFFM-FM	WFFM-FM
8 WYDD-FM	WYDD-FM	WAMO-FM
9 WWSW-AM	WAMO-FM	WYDD-FM
10 WFFM-FM	WWSW-AM	WSHH-FM

Pittsburgh

Continued

M-F, 6-10am

1	KDKA-AM	KDKA-AM	KDKA-AM
2	WTAE-AM	WTAE-AM	WTAE-AM
3	WDVE-FM	WDVE-FM	WDVE-FM
4	WKQT-AM	WKQT-AM	WXKX-FM
5	WXKX-FM	WXKX-FM	WFFH-FM
6	WPEZ-FM	WPEZ-FM	WPEZ-FM
7	WAMO-FM	WFFH-FM	WKQT-AM
8	WWSW-AM	WYDD-FM	WAMO-FM
9	WYDD-FM	WAMO-FM	WYDD-FM
10	KQV -AM	WWSW-AM	WEEP-AM

M-F, 3-7pm

1	WKQT-AM	WDVE-FM	WDVE-FM
2	WTAE-AM	WPEZ-FM	WXKX-FM
3	WDVE-FM	WTAE-AM	WTAE-AM
4	KDKA-AM	WKQT-AM	KDKA-AM
5	WXKX-FM	KDKA-AM	WFFH-FM
6	WPEZ-FM	WXKX-FM	WPEZ-FM
7	WAMO-FM	WFFH-FM	WKQT-AM
8	WYDD-FM	WYDD-FM	WAMO-FM
9	KQV -AM	WAMO-FM	WYDD-FM
10	WFFH-FM	WSSH-FM	WEEP-AM

Adults 25-49

M-S, 6am-Midnight
POP (00): 7101

	AM '78	ON '78	AM '79
1	KDKA-AM	KDKA-AM	KDKA-AM
2	WTAE-AM	WTAE-AM	WTAE-AM
3	WSSH-FM	WKQT-AM	WXKX-FM
4	WWSW-AM	WPEZ-FM	WSSH-FM
5	WKQT-AM	WSSH-FM	WKQT-AM
6	WXKX-FM	WWSW-AM	WFFH-FM
7	WPEZ-FM	WXKX-FM	WWSW-AM
8	WJDI-FM	WJDI-FM	WPEZ-FM
9	WDVE-FM	WDVE-FM	WEEP-AM
10	KQV -AM	KQV -AM	KQV -AM

M-F, 6-10am

1	KDKA-AM	KDKA-AM	KDKA-AM
2	WTAE-AM	WTAE-AM	WTAE-AM
3	WWSW-AM	WSSH-FM	WXKX-FM
4	WSSH-FM	WKQT-AM	WSSH-FM
5	WKQT-AM	WWSW-AM	KQV -AM
6	WXKX-FM	WPEZ-FM	WWSW-AM
7	WPEZ-FM	WXKX-FM	WFFH-FM
8	KQV -AM	KQV -AM	WKQT-AM
9	WJDI-FM	WDVE-FM	WPEZ-FM
10	WEEP-AM	WJDI-FM	WEEP-AM

M-F, 3-7pm

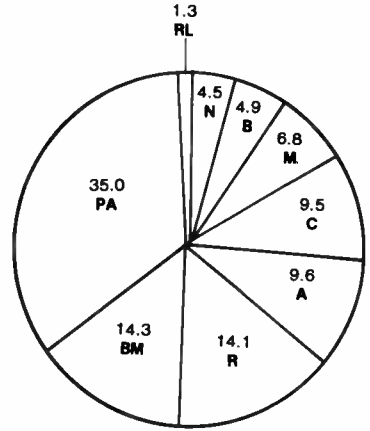
1	KDKA-AM	KDKA-AM	KDKA-AM
2	WTAE-AM	WTAE-AM	WTAE-AM
3	WKQT-AM	WPEZ-FM	WXKX-FM
4	WXKX-FM	WKQT-AM	WSSH-FM
5	WWSW-AM	WSSH-FM	WEEP-AM
6	WSSH-FM	WXKX-FM	WFFH-FM
7	WPEZ-FM	WWSW-AM	WPEZ-FM
8	WJDI-FM	WDVE-FM	WKQT-AM
9	KQV -AM	WJDI-FM	WDVE-FM
10	WDVE-FM	KQV -AM	WWSW-AM

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



Phoenix

Continued from page 176

M-F, 6-10am

1	KQY -AM	KQY -AM	KQY -AM
2	KDKB-FM	KDKB-FM	KDKB-FM
3	KBBC-FM	KBBC-FM	KBBC-FM
4	KOOL-FM	KUPD-FM	KUPD-FM
5	KRIZ-AM	KOOL-FM	KOPA-FM
6	KKKQ-AM	KRUX-AM	KKKQ-AM
7	KRUX-AM	KOPA-FM	KOOL-FM
8	KOPA-AM	KTAR-AM	KTAR-AM
9	KNIX-AM	KKKQ-AM	KOPA-AM
10	KJJJ-AM	KJJJ-AM	KQYT-FM

M-F, 3-7pm

1	KQY -AM	KQY -AM	KDKB-FM
2	KDKB-FM	KDKB-FM	KUPD-FM
3	KBBC-FM	KBBC-FM	KBBC-FM
4	KRIZ-AM	KUPD-FM	KQY -AM
5	KOPA-AM	KOPA-FM	KOPA-FM
6	KKKQ-AM	KKKQ-AM	KKKQ-AM
7	KOOL-FM	KRUX-AM	KOOL-FM
8	KRUX-AM	KOOL-FM	KRUX-AM
9	KJJJ-AM	KXTC-FM	KQYT-FM
10	KIOG-FM	KIOG-FM	KXTC-FM

Adults 25-49

M-S, 6am-Midnight
POP (00): 4058

	AM '78	ON '78	AM '79
1	KQY -AM	KQY -AM	KQY -AM
2	KQYT-FM	KTAR-AM	KTAR-AM
3	KTAR-AM	KJJJ-AM	KQYT-FM
4	KNIX-AM	KUPD-FM	KUPD-FM
5	KJJJ-AM	KBBC-FM	KMEO-FM
6	KMEO-AM	KQYT-FM	KDKB-FM
7	KBBC-FM	KOOL-FM	KBBC-FM
8	KOOL-AM	KDKB-FM	KNIX-FM
9	KOOL-FM	KOOL-AM	KOOL-FM
10	KOPA-AM	KNIX-FM	KKKQ-AM

M-F, 6-10am

1	KQY -AM	KQY -AM	KQY -AM
2	KTAR-AM	KTAR-AM	KTAR-AM
3	KQYT-FM	KJJJ-AM	KBBC-FM
4	KNIX-AM	KQYT-FM	KQYT-FM
5	KJJJ-AM	KUPD-FM	KUPD-FM
6	KBBC-FM	KOOL-FM	KNIX-FM
7	KMEO-AM	KDKB-FM	KMEO-FM
8	KOOL-AM	KBBC-FM	KOOL-FM
9	KOOL-FM	KNIX-FM	KDKB-FM
10	KOPA-AM	KRUX-AM	KARZ-AM

M-F, 3-7pm

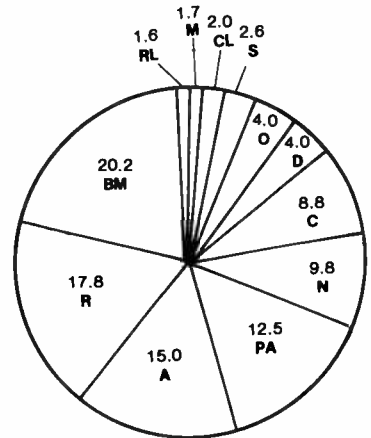
1	KQY -AM	KQY -AM	KQY -AM
2	KTAR-AM	KUPD-FM	KQYT-FM
3	KQYT-FM	KJJJ-AM	KTAR-AM
4	KJJJ-AM	KBBC-FM	KUPD-FM
5	KNIX-AM	KTAR-AM	KBBC-FM
6	KBBC-FM	KQYT-FM	KKKQ-AM
7	KMEO-AM	KMEO-FM	KMEO-FM
8	KOOL-AM	KKKQ-AM	KNIX-FM
9	KOPA-AM	KDKB-FM	KOOL-FM
10	KIFN-AM	KRUX-AM	KJJJ-AM

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



WEEDECK'S BIG 7

WEEDECK consistently provides top quality production and high calibre news and entertainment programming for today's radio.

For the Best in "Quality Radio Syndication"

1. WEEKENDER

Host
Ferdinand Jay

"Weekender" is a weekly, four-hour top 40 countdown as determined by Record World Magazine. "Weekender" is a radio magazine show of music, news, and interviews with contemporary, pop, funk, country, and AOR artists, plus much more.

2. 'Lifestyle'

"Lifestyle," hosted by Janet Rose, is an informative and intelligent look at the issues facing today's women. "Lifestyle" will provide you with ten features of 90 - 120 seconds in length each week. Focusing on top women celebrities in all fields, "Lifestyle" offers news, direction and alternatives.



Host
Janet Rose

3. 'Backstage'

Host
Norm Nielson



"Backstage", with host Norm Nielson, comes to the airwaves direct from the famous nightspots of Las Vegas, Reno, Tahoe and Broadway. Featuring backstage interviews with the hottest show biz celebrities, "Backstage" is a weekly ten-part 3½ minute show (2½ minutes of news and interviews, with 1 minute national commercial). On-the-air since 1976, Nielson's guests have included Shirley MacLaine, Raquel Welch, Don Rickles, Lynda Carter, Robin Williams, and many more.

4.-5. IN STUDIO / POP RHYTHM REVIEW

"In Studio" is a weekly one-hour entertainment package featuring music + in-depth interviews targeted to the young black listener. Award-winning air personality J.J. Johnson hosts this behind-the-scenes look at today's hottest black entertainers.

"Pop Rhythm Review" is the only weekly show of ten 3½ minute features especially produced for black radio. Featuring up-to-the-minute news items and celebrity interviews, host/producer J.J. Johnson will bring your station the best quality programming.



Host
J.J. Johnson

6. 'Country Report'

Host
Ron Martin



"Country Report", with host Ron Martin, features news of country music, interviews with the top country stars and an in-depth look at the country music field. Each program consists of ten original 3½ minute shows weekly (2½ minutes of news, interviews and music with one-minute national commercial).

Developed by J.J. Johnson, Bill Speed, Al Ramirez & Jim Maddox, IN STUDIO is produced by Radio Specials, Ltd. and distributed by WEEDECK Corporation.

7. 'INSIDE ROCK'

"Inside Rock" features the latest news + celebrity interviews with top contemporary music personalities. Charlie Tuna's classic sense of humor and on-air personality appeals to all listeners. Each program contains ten original 3½ minute shows (2½ minutes of music, news and interviews with one minute national commercial).

"Country Report" and "Inside Rock" are on the air now — over 200 stations nationwide!



Host
Charlie Tuna



Call us collect (213) 462-5922 for program demo tapes and more information on WEEDECK'S BIG 7.
1512 Crossroads of the World, Hollywood, California 90028

Portland, ME

METRO RANK

141

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1704

	AM '77	AM '78	AM '79			
1	WFOR-AF	17.0	WGAN-AM	19.1	WFOR-AF (C)	17.4
2	WGAN-AM	15.8	WJBRQ-AF	17.5	WGAN-AM (PA)	16.7
3	WJBRQ-AF	15.1	WFOR-AF	17.1	WJBRQ-AF (B)	11.3
4	WGAN-FM	10.8	WGAN-FM	11.0	WGAN-FM (B)	8.7
5	WCSH-AM	8.9	WHQM-FM	6.3	WMGX-FM (A)	7.4
6	WLOB-AM	6.2	WJBRQ-AF	5.5	WLOB-AF (PA)	6.4
7	WIGY-FM	4.6	WBLM-FM	5.1	WIGY-FM (B)	6.4
8	WHQM-FM	4.6	WCSH-AM	4.4	WHQM-FM (B)	4.7
9	WBLM-FM	4.7	WIGY-FM	4.0	WBLM-FM (C)	4.7
10	WJBRQ-AF	2.7	WCSH-AM	2.9	WJBRQ-AF (A)	3.7
11	WQON-FM	2.7	WJBRQ-AF	1.5	WQON-FM (PA)	2.1
12	WQON-FM	1.2	WJBRQ-AF	1.1	WQON-FM (C)	1.1
13	WQON-FM	0.8	WJBRQ-AF	0.7	WQON-FM (A)	1.1
14						
15						

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1704

	AM '77	AM '78	AM '79			
1	WFOR-AF	44	WGAN-AM	52	WFOR-AF	49
2	WGAN-AM	41	WJBRQ-AF	47	WGAN-AM	42
3	WJBRQ-AF	39	WFOR-AF	53	WJBRQ-AF	32
4	WGAN-FM	28	WGAN-FM	30	WGAN-FM	23
5	WCSH-AM	23	WHQM-FM	17	WMGX-FM	21

M-F, 6-10am

1	WGAN-AM	WGAN-AM	WGAN-AM
2	WFOR-AF	WJBRQ-AF	WFOR-AF
3	WCSH-AM	WFOR-AF	WJBRQ-AF
4	WJBRQ-AF	WGAN-FM	WQON-FM
5	WGAN-FM	WCSH-AM	WGAN-FM

M-F, 3-7pm

1	WJBRQ-AF	WGAN-AM	WFOR-AF
2	WGAN-AM	WJBRQ-AF	WGAN-AM
3	WFOR-AF	WGAN-FM	WJBRQ-AF
4	WGAN-FM	WFOR-AF	WMGX-FM
5	WIGY-FM	WBLM-FM	WGAN-FM

Teens

M-S, 6am-Midnight

POP(00): 231

	AM '77	AM '78	AM '79
1	WJBRQ-AF	WJBRQ-AF	WJBRQ-AF
2	WIGY-FM	WIGY-FM	WJBRQ-AF
3	WGAN-AM	WGAN-AM	WIGY-FM
4	WLOB-AM	WBLM-FM	WGAN-AM
5	WBLM-FM	WMGX-FM	WBLM-FM

M-F, 6-10am

1	WJBRQ-AF	WJBRQ-AF	WJBRQ-AF
2	WIGY-FM	WGAN-AM	WLOB-AF
3	WBLM-FM	WIGY-FM	WGAN-AM
4	WLOB-AM	WBLM-FM	WIGY-FM
5	WGAN-AM	WMGX-FM	WCSH-AM

M-F, 3-7pm

1	WJBRQ-AF	WJBRQ-AF	WLOB-AF
2	WIGY-FM	WIGY-FM	WJBRQ-AF
3	WGAN-AM	WGAN-AM	WIGY-FM
4	WBLM-FM	WBLM-FM	WGAN-AM
5	WQON-FM	WMGX-FM	WBLM-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 569

	AM '77	AM '78	AM '79
1	WGAN-AM	WJBRQ-AF	WJBRQ-AF
2	WJBRQ-AF	WGAN-AM	WMGX-FM
3	WFOR-AF	WBLM-FM	WGAN-AM
4	WLOB-AM	WFOR-AF	WIGY-FM
5	WBLM-FM	WGAN-FM	WFOR-AF

M-F, 6-10am

1	WGAN-AM	WJBRQ-AF	WJBRQ-AF
2	WJBRQ-AF	WGAN-AM	WGAN-AM
3	WFOR-AF	WBLM-FM	WMGX-FM
4	WGAN-FM	WFOR-AF	WIGY-FM
5	WLOB-AM	WGAN-FM	WFOR-AF

M-F, 3-7pm

1	WGAN-AM	WJBRQ-AF	WMGX-FM
2	WJBRQ-AF	WGAN-AM	WJBRQ-AF
3	WBLM-FM	WGAN-FM	WGAN-AM
4	WLOB-AM	WGAN-FM	WIGY-FM
5	WIGY-FM	WMGX-FM	WFOR-AF

Adults 25-49

M-S, 6am-Midnight

POP(00): 635

	AM '77	AM '78	AM '79
1	WGAN-AM	WGAN-AM	WGAN-AM
2	WFOR-AF	WFOR-AF	WFOR-AF
3	WJBRQ-AF	WJBRQ-AF	WMGX-FM
4	WLOB-AM	WGAN-FM	WJBRQ-AF
5	WGAN-FM	WHQM-FM	WGAN-FM

M-F, 6-10am

1	WGAN-AM	WGAN-AM	WGAN-AM
2	WFOR-AF	WFOR-AF	WFOR-AF
3	WJBRQ-AF	WJBRQ-AF	WJBRQ-AF
4	WCSH-AM	WGAN-FM	WMGX-FM
5	WLOB-AM	WBLM-FM	WGAN-FM

M-F, 3-7pm

1	WGAN-AM	WGAN-AM	WFOR-AF
2	WFOR-AF	WGAN-FM	WGAN-AM
3	WJBRQ-AF	WFOR-AF	WMGX-FM
4	WLOB-AM	WJBRQ-AF	WJBRQ-AF
5	WCSH-AM	WBLM-FM	WGAN-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1704

	AM '77	AM '78	AM '79			
1	WGAN-AM	0.7	WGAN-AM	1.1	WGAN-AM	0.7
2	WJBRQ-AF	5.08	WJBRQ-AF	5.74	WFOR-AF	3.17
3	WFOR-AF	4.14	WFOR-AF	4.36	WJBRQ-AF	3.14
4	WCSH-AM	15.1	WGAN-FM	56.9	WFOR-FM	3.3
5	WGAN-FM	7.36	WCSH-AM	2.03	WFOR-AF	2.02

M-F, 6-10am

1	WGAN-AM	WGAN-AM	WGAN-AM
2	WFOR-AF	WJBRQ-AF	WFOR-AF
3	WFOR-AF	WFOR-AF	WFOR-AF
4	WCSH-AM	WGAN-FM	WGAN-FM
5	WGAN-FM	WCSH-AM	WFOR-AF

M-F, 3-7pm

1	WGAN-AM	WGAN-AM	WGAN-AM
2	WJBRQ-AF	WJBRQ-AF	WFOR-AF
3	WFOR-AF	WGAN-FM	WFOR-AF
4	WCSH-AM	WFOR-AF	WGAN-FM
5	WGAN-FM	WJBRQ-AF	WFOR-AF

Teens

M-S, 6am-Midnight

POP(00): 231

	AM '77	AM '78	AM '79
1	WJBRQ-AF	WJBRQ-AF	WJBRQ-AF
2	WGAN-AM	WIGY-FM	WLOB-AF
3	WIGY-FM	WGAN-AM	WIGY-FM
4	WBLM-FM	WBLM-FM	WGAN-AM
5	WLOB-AM	WFOR-AF	WBLM-FM

M-F, 6-10am

1	WJBRQ-AF	WJBRQ-AF	WJBRQ-AF
2	WBLM-FM	WIGY-FM	WLOB-AF
3	WIGY-FM	WGAN-AM	WGAN-AM
4	WGAN-AM	WBLM-FM	WIGY-FM
5	WLOB-AM	WMGX-FM	WCSH-AM

M-F, 3-7pm

1	WJBRQ-AF	WJBRQ-AF	WJBRQ-AF
2	WIGY-FM	WIGY-FM	WLOB-AF
3	WGAN-AM	WGAN-AM	WIGY-FM
4	WFOR-AF	WBLM-FM	WBLM-FM
5	WBLM-FM	WFOR-AF	WGAN-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 569

	AM '77	AM '78	AM '79
1	WGAN-AM	WGAN-AM	WJBRQ-AF
2	WJBRQ-AF	WJBRQ-AF	WGAN-AM
3	WLOB-AM	WBLM-FM	WMGX-FM
4	WBLM-FM	WMGX-FM	WBLM-FM
5	WFOR-AF	WLOB-AF	WIGY-FM

M-F, 6-10am

1	WGAN-AM	WJBRQ-AF	WJBRQ-AF
2	WJBRQ-AF	WGAN-AM	WGAN-AM
3	WBLM-FM	WBLM-FM	WMGX-FM
4	WFOR-AF	WMGX-FM	WFOR-AF
5	WLOB-AM	WFOR-AF	WIGY-FM

M-F, 3-7pm

1	WGAN-AM	WGAN-AM	WJBRQ-AF
2	WJBRQ-AF	WJBRQ-AF	WGAN-AM
3	WBLM-FM	WBLM-FM	WMGX-FM
4	WLOB-AM	WMGX-FM	WIGY-FM
5	WFOR-AF	WLOB-AF	WLOB-AF

Adults 25-49

M-S, 6am-Midnight

POP(00): 635

	AM '77	AM '78	AM '79
1	WGAN-AM	WGAN-AM	WGAN-AM
2	WFOR-AF	WFOR-AF	WFOR-AF
3	WJBRQ-AF	WJBRQ-AF	WGAN-FM
4	WGAN-FM	WJBRQ-AF	WJBRQ-AF
5	WLOB-AM	WLOB-AF	WMGX-FM

M-F, 6-10am

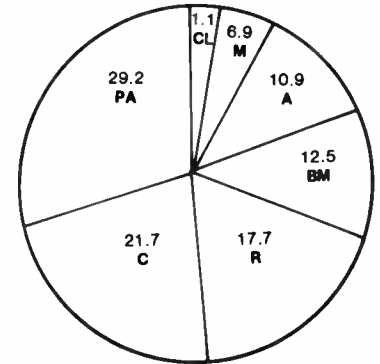
1	WGAN-AM	WGAN-AM	WGAN-AM
2	WFOR-AF	WFOR-AF	WFOR-AF
3	WJBRQ-AF	WJBRQ-AF	WGAN-FM
4	WCSH-AM	WGAN-FM	WJBRQ-AF
5	WLOB-AM	WQON-FM	WMGX-FM

M-F, 3-7pm

1	WGAN-AM	WGAN-AM	WGAN-AM
2	WFOR-AF	WFOR-AF	WFOR-AF
3	WJBRQ-AF	WGAN-FM	WJBRQ-AF
4	WCSH-AM	WJBRQ-AF	WMGX-FM
5	WGAN-FM	WLOB-AF	WGAN-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.

YOU CAN ORDER MORE COPIES OF

RATINGS REPORT

only \$12.50 each

SEE ORDER FORM IN BACK OF BOOK

Portland, OR

METRO RANK

31

A/M '79 Market Overview

Youth-oriented stations top this market, with Top 40 station KGW and AOR KGON ranking 1-2 in terms of 12+ share. KGW ranks first in terms of appealing to adults 18-34, as well as being the 12+ leader. Station used bumper sticker campaign, TV, and newspaper to keep visibility high in market.

KGON is another of the success stories chalked up this sweep by the Burkhardt/Abrams "Superstars" format. This modal-programming AOR sound helped KGON jump almost three shares, 12+, and end up #2 in adults 18-34 in this survey. LP's and concert tickets used as giveaways, while outside advertising relied on TV.

KXL came in third in 12+ share and rates as the top Beautiful Music station in Portland. KXL rose two share points to its best numbers in recent years. Station skews 25+ in its appeal. Advertising was done on TV and on billboards.

KWJJ suffered a slight downward slip but still rates as tops in its format category, Country. Ranked fourth overall in 12+ appeal, KWJJ does well in older adult demos, 25+. The station used outdoor boards to advertise externally. Other stations worthy of note are KPAM-FM, the Top 40 station which doubled its share and rates high among adults 18-34; and KUPL-FM, which featured Beautiful Music for an advance of almost three shares in this sweep.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

PDP (00): 9477

A/M '78	O/N '78	A/M '79
1 KGW -AM	12.0	13.3
2 KYTE-AM	9.2	7.9
3 KWJJ-AM	8.1	7.7
4 KXL -AM	7.0	7.5
5 KEX -AM	6.8	7.3
6 KUPL-FM	5.6	6.9
7 KGON-FM	5.6	5.6
8 KXL -FM	5.4	4.7
9 KUPL-AM	4.6	4.5
10 KPAM-FM	4.5	3.9
11 KINK-FM	3.7	3.9
12 KJIB-FM	3.5	3.6
13 KYXI-AM	3.4	3.4
14 KKEY-AM	3.0	3.0
15 KLLB-FM	2.9	3.0
16 KMJK-FM	2.4	2.8
17 KPQD-AM	1.6	1.2
18 KVAN-AM	1.4	1.1
19 KQFM-FM	1.3	1.0
20 KRDR-AM	0.9	0.8
21 KPQD-FM	0.8	0.8
22 KGO -AM	0.5	0.6
23 KPAM-AM	0.5	0.6
24 KGAR-AM	0.5	0.4
25 KLIQ-AM	0.4	0.4

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

PDP (00): 9477

A/M '78	O/N '78	A/M '79
1 KGW -AM	157	175
2 KYTE-AM	120	104
3 KWJJ-AM	106	102
4 KXL -AM	92	99
5 KEX -AM	89	96

A/M '78	O/N '78	A/M '79
1 KGW -AM	204	175
2 KYTE-AM	116	104
3 KWJJ-AM	94	102
4 KXL -FM	75	99
5 KYXI-AM	72	96

A/M '78	O/N '78	A/M '79
1 KGW -AM	157	175
2 KEX -AM	120	104
3 KXL -AM	106	102
4 KWJJ-AM	92	99
5 KYTE-AM	89	96

A/M '78	O/N '78	A/M '79
1 KGW -AM	204	175
2 KEX -AM	116	104
3 KXL -AM	94	102
4 KWJJ-AM	75	99
5 KYTE-AM	72	96

Teens

M-S, 6am-Midnight

PDP (00): 1231

A/M '78	O/N '78	A/M '79
1 KGW -AM	KGW -AM	KGW -AM
2 KYTE-AM	KYTE-AM	KPAM-FM
3 KPAM-FM	KLLB-FM	KYTE-AM
4 KGON-FM	KGON-FM	KGON-FM
5 KLLB-FM	KPAM-FM	NEX -AM

A/M '78	O/N '78	A/M '79
1 KGW -AM	KGW -AM	KGW -AM
2 KYTE-AM	KYTE-AM	KPAM-FM
3 KPAM-FM	KLLB-FM	KYTE-AM
4 NEX -AM	KPAM-FM	KGON-FM
5 KGON-FM	KGON-FM	KEX -AM

A/M '78	O/N '78	A/M '79
1 KGW -AM	KGW -AM	KGW -AM
2 KYTE-AM	KYTE-AM	KPAM-FM
3 KPAM-FM	KGON-FM	KYTE-AM
4 KGON-FM	KLLB-FM	KGON-FM
5 KLLB-FM	KPAM-FM	KPAM-AM

Adults 18-34

M-S, 6am-Midnight

PDP (00): 3364

A/M '78	O/N '78	A/M '79
1 KGW -AM	KGW -AM	KGW -AM
2 KGON-FM	KGON-FM	KGON-FM
3 KYTE-AM	KINK-FM	KPAM-FM
4 KINK-FM	KWJJ-AM	KINK-FM
5 KPAM-FM	KMJK-FM	KMJK-FM

A/M '78	O/N '78	A/M '79
1 KGW -AM	KGW -AM	KGW -AM
2 KGON-FM	KWJJ-AM	KGON-FM
3 KPAM-FM	KINK-FM	KPAM-FM
4 KWJJ-AM	KGON-FM	KWJJ-AM
5 KINK-FM	KMJK-FM	KMJK-FM

A/M '78	O/N '78	A/M '79
1 KGW -AM	KGW -AM	KGW -AM
2 KGON-FM	KGON-FM	KGW -AM
3 KINK-FM	KINK-FM	KPAM-FM
4 KYTE-AM	KMJK-FM	KMJK-FM
5 KMJK-FM	KWJJ-AM	NINK-FM

Adults 25-49

M-S, 6am-Midnight

PDP (00): 3782

A/M '78	O/N '78	A/M '79
1 KGW -AM	KGW -AM	KGW -AM
2 KWJJ-AM	KWJJ-AM	KWJJ-AM
3 KYTE-AM	NEX -AM	KXL -AM
4 KINK-FM	KINK-FM	KEX -AM
5 KEX -AM	KXL -FM	KGON-FM

A/M '78	O/N '78	A/M '79
1 KGW -AM	KGW -AM	KGW -AM
2 KWJJ-AM	KWJJ-AM	KWJJ-AM
3 KEX -AM	KEX -AM	KEX -AM
4 KXL -AM	KXL -AM	KXL -AM
5 KXL -FM	KYXI-AM	KGON-FM

A/M '78	O/N '78	A/M '79
1 KGW -AM	KGW -AM	KGW -AM
2 KWJJ-AM	KWJJ-AM	KWJJ-AM
3 KEX -AM	KEX -AM	KEX -AM
4 KUPL-FM	KEX -AM	KPAM-FM
5 KUPL-AM	KINK-FM	KXL -AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

PDP (00): 9477

A/M '78	O/N '78	A/M '79
1 KYTE-AM	3023	3237
2 KGW -AM	3017	1610
3 KEX -AM	1615	1594
4 KWJJ-AM	1585	1555
5 KXL -AM	1185	1499

A/M '78	O/N '78	A/M '79
1 KGW -AM	3609	3237
2 KYTE-AM	1769	1610
3 KEX -AM	1761	1594
4 KWJJ-AM	1663	1555
5 KUPL-AM	1599	1499

A/M '78	O/N '78	A/M '79
1 KGW -AM	3609	3237
2 KYTE-AM	1769	1610
3 KEX -AM	1761	1594
4 KWJJ-AM	1663	1555
5 KXL -AM	1599	1499

Teens

M-S, 6am-Midnight

PDP (00): 1231

A/M '78	O/N '78	A/M '79
1 KGW -AM	KGW -AM	KGW -AM
2 KYTE-AM	KYTE-AM	KYTE-AM
3 KPAM-FM	KPAM-FM	KPAM-FM
4 KLLB-FM	KLLB-FM	KGON-FM
5 KGON-FM	KGON-FM	KEX -AM

A/M '78	O/N '78	A/M '79
1 KGW -AM	KGW -AM	KGW -AM
2 KYTE-AM	KYTE-AM	KPAM-FM
3 KPAM-FM	KLLB-FM	KPAM-FM
4 KGON-FM	KPAM-FM	KGON-FM
5 KLLB-FM	KGON-FM	KEX -AM

A/M '78	O/N '78	A/M '79
1 KGW -AM	KGW -AM	KGW -AM
2 KYTE-AM	KYTE-AM	KYTE-AM
3 KPAM-FM	KLLB-FM	KPAM-FM
4 KGON-FM	KPAM-FM	KGON-FM
5 KLLB-FM	KGON-FM	KEX -AM

Adults 18-34

M-S, 6am-Midnight

PDP (00): 3364

A/M '78	O/N '78	A/M '79
1 KGW -AM	KGW -AM	KGW -AM
2 KYTE-AM	KINK-FM	KPAM-FM
3 KINK-FM	KYTE-AM	KGON-FM
4 KGON-FM	KGON-FM	KINK-FM
5 KPAM-FM	KPAM-FM	KYTE-AM

A/M '78	O/N '78	A/M '79
1 KGW -AM	KGW -AM	KGW -AM
2 KYTE-AM	KGON-FM	KGW -AM
3 KGON-FM	KWJJ-AM	KPAM-FM
4 KINK-FM	KINK-FM	KYTE-AM
5 KPAM-FM	KYTE-AM	KINK-FM

A/M '78	O/N '78	A/M '79
1 KGW -AM	KGW -AM	KGW -AM
2 KGON-FM	KINK-FM	KGON-FM
3 KYTE-AM	KGON-FM	KPAM-FM
4 KINK-FM	KWJJ-AM	KYTE-AM
5 KPAM-FM	KYTE-AM	KINK-FM

Adults 25-49

M-S, 6am-Midnight

PDP (00): 3782

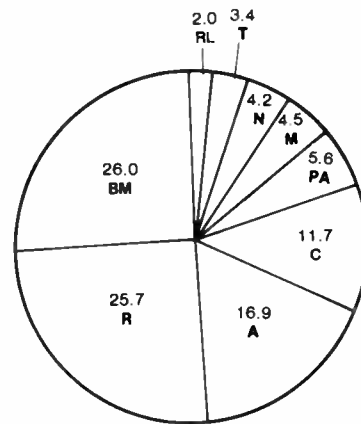
A/M '78	O/N '78	A/M '79
1 KYTE-AM	KGW -AM	KGW -AM
2 KGW -AM	KWJJ-AM	KWJJ-AM
3 KWJJ-AM	KEX -AM	KEX -AM
4 KEX -AM	KUPL-AM	KPAM-FM
5 KINK-FM	KINK-FM	KINK-FM

A/M '78	O/N '78	A/M '79
1 KYTE-AM	KGW -AM	KGW -AM
2 KEX -AM	KWJJ-AM	KWJJ-AM
3 KWJJ-AM	KEX -AM	KEX -AM
4 KYTE-AM	KINK-FM	KXL -AM
5 KXL -AM	KYXI-AM	KPAM-FM

A/M '78	O/N '78	A/M '79
1 KGW -AM	KGW -AM	KGW -AM
2 KWJJ-AM	KWJJ-AM	KEX -AM
3 KYTE-AM	KINK-FM	KWJJ-AM
4 KINK-FM	KUPL-AM	KPAM-FM
5 KUPL-AM	KEX -AM	KINK-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

METRO RANK



A/M '79 Market Overview

Beautiful Music reigns supreme in the Providence metro as **WLKW-FM** remains number one in the market. Station returns to its normal 10 share for a Spring book, with appeal as number two among adults 25-49, as well as tops in 12+ total. Advertising was using TV to plug station's sound.

WPRO (P/A) ranks second 12+ and has almost a 25% share of adults 25-49, tops in that key demo target. Its 12+ share decline was due in part to drop in teen numbers.

WPRO-FM, a Top 40 standby, had an up book this past Spring. **WPRO-FM** wanted to recycle listeners by winning the weekends (and hopefully keeping the listener during the week), so the station ran three new syndicated weekend features: "Wolfman Jack," "American Top 40," and a Sunday night Dancemusic show. These new features were backed by a newspaper campaign, but they used no TV or billboards for the station during the survey. **WPRO-FM** now ranks #1 among adults 18-34 and third among adults 25-49. **WPRO-FM** also scores second among teens.

WPJB is the top station in the market for reaching teens, and the Top 40 station also scores a third place finish among adults 18-34. Teens and young women boost station share slightly with female share improvements most noticeable in the drive times.

Outlet's flagship P/A, **WJAR**, added almost two 12+ shares to its total. Red Sox baseball helped, as **WJAR** ranked third among adults 25-49. Ad campaign made use of TV in **Outlet's** home market.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 11702

A/M '78	O/N '78	A/M '79
1 WLKW-AF	13.9	14.8
2 WPRO-AM	11.4	11.2
3 WHIM-AF	10.2	8.9
4 WPRO-FM	7.8	7.3
5 WEAN-AM	6.5	6.9
6 WPJB-FM	6.4	5.1
7 WJAR-AM	5.7	4.2
8 WBRU-FM	2.5	2.9
9 WICE-AM	2.4	2.6
10 WBSM-AM	2.3	2.3
11 WHYS-FM	2.1	2.0
12 WALE-AM	2.1	1.9
13 WROR-FM	1.9	1.6
14 WNGN-AM	1.7	1.6
15 WNBH-AM	1.7	1.4
16 WSAR-AM	1.1	1.3
17 WADK-AM	0.8	1.2
18 WPEP-AM	0.8	1.1
19 WNON-AM	0.8	0.8
20 WUBF-FM	0.7	0.8
21 WRML-FM	0.6	0.7
22 WERI-AF	0.6	0.7
23 WNON-FM	0.6	0.5
24 WCIB-FM	0.4	0.4
25 WARA-AM	0.4	0.3
26 WRIB-AM	0.3	0.5
27		0.3

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 11702

A/M '78	O/N '78	A/M '79
1 WLKW-AF	289	301
2 WPRO-AM	237	229
3 WHIM-AF	212	182
4 WPRO-FM	161	148
5 WEAN-AM	135	140
6 WPJB-FM	133	104
7 WJAR-AM	118	85
8 WBRU-FM	52	59
9 WICE-AM	49	52
10 WBSM-AM	48	47

M-F, 6-10am

1 WPRO-AM	WPRO-AM	WPRO-AM
2 WEAN-AM	WLKW-AF	WLKW-AF
3 WLKW-AF	WEAN-AM	WEAN-AM
4 WHIM-AF	WPRO-FM	WPRO-FM
5 WPRO-FM	WHIM-AF	WPJB-FM
6 WPJB-FM	WJAR-AM	WJAR-AM
7 WJAR-AM	WPJB-FM	WHJY-FM
8 WALE-AM	WBSM-AM	WALE-AM
9 WICE-AM	WICE-AM	WHIM-AM
10 WBSM-AM	WNBH-AM	WHIM-AM

M-F, 3-7pm

1 WLKW-AF	WLKW-AF	WLKW-AF
2 WHIM-AF	WPRO-AM	WPRO-FM
3 WPRO-AM	WHIM-AF	WPRO-AM
4 WPRO-FM	WPJB-FM	WPJB-FM
5 WPJB-FM	WPRO-FM	WJAR-AM
6 WJAR-AM	WJAR-AM	WHJY-FM
7 WEAN-AM	WEAN-AM	WEAN-AM
8 WROR-FM	WROR-FM	WBRU-FM
9 WHYS-FM	WHYS-FM	WHYS-FM
10 WICE-AM	WBRU-FM	WHIM-AM

Teens

M-S, 6am-Midnight
POP(00): 1517

A/M '78	O/N '78	A/M '79
1 WPJB-FM	WPRO-FM	WPJB-FM
2 WPRO-FM	WPJB-FM	WPRO-FM
3 WPRO-AM	WPRO-AM	WPRO-AM
4 WJAR-AM	WBOS-FM	WAAF-FM
5 WUBF-FM	WJAR-AM	WHJY-FM
6 WHYS-FM	WUBF-FM	WNGN-AM
7 WBRU-FM	WROR-FM	WBRU-FM
8 WHIM-AF	WNGN-AM	WHYS-FM
9 WNBH-AM	WBRU-FM	WJAR-AM
10 WLKW-AF	WHYS-FM	WNBH-AM

M-F, 6-10am

1 WPJB-FM	WPRO-FM	WPJB-FM
2 WPRO-FM	WPJB-FM	WPRO-AM
3 WPRO-AM	WPRO-AM	WPRO-AM
4 WJAR-AM	WBOS-FM	WNGN-AM
5 WNBH-AM	WROR-FM	WAAF-FM
6 WRML-FM	WJAR-AM	WHJY-FM
7 WHYS-FM	WNBH-AM	WHYS-FM
8 WALE-AM	WBSM-AM	WHYS-FM
9 WICE-AM	WBRU-FM	WRML-FM
10 WBRU-FM	WUBF-FM	WLKW-AF

M-F, 3-7pm

1 WPJB-FM	WPJB-FM	WPRO-FM
2 WPRO-FM	WPRO-FM	WPJB-FM
3 WPRO-AM	WPRO-AM	WPRO-AM
4 WJAR-AM	WBOS-FM	WAAF-FM
5 WUBF-FM	WJAR-AM	WHJY-FM
6 WHIM-AF	WUBF-FM	WHYS-FM
7 WHYS-FM	WNGN-AM	WBRU-FM
8 WICE-AM	WBRU-FM	WRML-FM
9 WBRU-FM	WHYS-FM	WJAR-AM
10 WSAR-AM	WEAN-AM	WNGN-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 3773

A/M '78	O/N '78	A/M '79
1 WPRO-AM	WPRO-AM	WPRO-FM
2 WPRO-FM	WPRO-FM	WPRO-AM
3 WPJB-FM	WPJB-FM	WPJB-FM
4 WBRU-FM	WROR-FM	WBRU-FM
5 WJAR-AM	WLKW-AF	WJAR-AM
6 WLKW-AF	WHYS-FM	WHYS-FM
7 WHIM-AF	WBRU-FM	WLKW-AF
8 WROR-FM	WHIM-AF	WNGN-AM
9 WHYS-FM	WNGN-AM	WAAF-FM
10 WNGN-AM	WBOS-FM	WHIM-AM

M-F, 6-10am

1 WPRO-AM	WPRO-AM	WPRO-AM
2 WPRO-FM	WPRO-FM	WPRO-FM
3 WPJB-FM	WPJB-FM	WPJB-FM
4 WJAR-AM	WLKW-AF	WJAR-AM
5 WLKW-AF	WROR-FM	WHYS-FM
6 WNGN-AM	WJAR-AM	WNGN-AM
7 WHYS-FM	WBRU-FM	WBRU-FM
8 WBRU-FM	WHYS-FM	WLKW-AF
9 WHIM-AF	WNBH-AM	WEAN-AM
10 WROR-FM	WEAN-AM	WAAF-FM

M-F, 3-7pm

1 WPRO-AM	WPRO-AM	WPRO-FM
2 WPRO-FM	WPRO-FM	WPJB-FM
3 WPJB-FM	WPJB-FM	WPRO-AM
4 WBRU-FM	WROR-FM	WBRU-FM
5 WHIM-AF	WLKW-AF	WNGN-AM
6 WLKW-AF	WBRU-FM	WLKW-AF
7 WJAR-AM	WJAR-AM	WHIM-AM
8 WHYS-FM	WNGN-AM	WHYS-FM
9 WROR-FM	WHIM-AF	WAAF-FM
10 WNGN-AM	WBOS-FM	WOTB-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 4319

A/M '78	O/N '78	A/M '79
1 WPRO-AM	WPRO-AM	WPRO-AM
2 WHIM-AF	WLKW-AF	WLKW-AF
3 WLKW-AF	WHIM-AF	WJAR-AM
4 WJAR-AM	WPJB-FM	WHJY-FM
5 WPRO-FM	WPRO-FM	WPRO-FM
6 WPJB-FM	WJAR-AM	WPJB-FM
7 WEAN-AM	WHYS-FM	WHIM-AM
8 WHYS-FM	WEAN-AM	WHYS-FM
9 WNGN-AM	WROR-FM	WNGN-AM
10 WROR-FM	WNBH-AM	WEAN-AM

M-F, 6-10am

1 WPRO-AM	WPRO-AM	WPRO-AM
2 WHIM-AF	WLKW-AF	WJAR-AM
3 WLKW-AF	WHIM-AF	WLKW-AF
4 WJAR-AM	WPRO-FM	WPRO-FM
5 WPRO-FM	WJAR-AM	WPJB-FM
6 WEAN-AM	WEAN-AM	WEAN-AM
7 WPJB-FM	WPJB-FM	WHJY-FM
8 WALE-AM	WNBH-AM	WHIM-AM
9 WICE-AM	WROR-FM	WNBH-AM
10 WNBH-AM	WTON-AM	WHYS-FM

M-F, 3-7pm

1 WHIM-AF	WLKW-AF	WPRO-AM
2 WPRO-AM	WPRO-AM	WLKW-AF
3 WLKW-AF	WHIM-AF	WHJY-FM
4 WPRO-FM	WPJB-FM	WJAR-AM
5 WPJB-FM	WPRO-FM	WPRO-FM
6 WJAR-AM	WJAR-AM	WNGN-AM
7 WEAN-AM	WHYS-FM	WPJB-FM
8 WNGN-AM	WROR-FM	WHYS-FM
9 WHYS-FM	WEAN-AM	WOTB-FM
10 WROR-FM	WBOS-FM	WEAN-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 11702

A/M '78	O/N '78	A/M '79
1 WPRO-AM	4298	4041
2 WLKW-AF	3028	2952
3 WPRO-FM	2845	2891
4 WJAR-AM	2674	2467
5 WPJB-FM	2334	2207
6 WEAN-AM	2238	1764
7 WHIM-AF	1753	1707
8 WBRU-FM	954	853
9 WSAR-AM	789	721
10 WNGN-AM	741	692

M-F, 6-10am

1 WPRO-AM	WPRO-AM	WPRO-AM
2 WEAN-AM	WPRO-FM	WPRO-FM
3 WLKW-AF	WEAN-AM	WPJB-FM
4 WPRO-FM	WLKW-AF	WEAN-AM
5 WPJB-FM	WPJB-FM	WLKW-AF
6 WJAR-AM	WJAR-AM	WJAR-AM
7 WHIM-AF	WHIM-AF	WHJY-FM
8 WALE-AM	WICE-AM	WHIM-AM
9 WBSM-AM	WNBH-AM	WNGN-AM
10 WSAR-AM	WHYS-FM	WHYS-FM

M-F, 3-7pm

1 WPRO-AM	WPRO-AM	WPRO-AM
2 WLKW-AF	WPRO-FM	WPJB-FM
3 WPRO-FM	WLKW-AF	WPRO-FM
4 WPJB-FM	WPJB-FM	WLKW-AF
5 WJAR-AM	WHIM-AF	WJAR-AM
6 WEAN-AM	WEAN-AM	WEAN-AM
7 WHIM-AF	WJAR-AM	WHJY-FM
8 WBRU-FM	WROR-FM	WBRU-FM
9 WNGN-AM	WNGN-AM	WNGN-AM
10 WSAR-AM	WBRU-FM	WHYS-FM

Teens

M-S, 6am-Midnight
POP(00): 1517

A/M '78	O/N '78	A/M '79
1 WPJB-FM	WPRO-FM	WPJB-FM
2 WPRO-FM	WPJB-FM	WPRO-FM
3 WPRO-AM	WPRO-AM	WPRO-AM
4 WJAR-AM	WJAR-AM	WAAF-FM
5 WUBF-FM	WUBF-FM	WHYS-FM
6 WHIM-AF	WNGN-AM	WPRO-FM
7 WLKW-AF	WBRU-FM	WHYS-FM
8 WEAN-AM	WROR-FM	WNGN-AM
9 WNGN-AM	WLKW-AF	WLKW-AF
10 WSAR-AM	WBOS-FM	WHJY-FM

M-F, 6-10am

1 WPJB-FM	WPRO-FM	WPJB-FM
2 WPRO-FM	WPRO-AM	WPRO-FM
3 WPRO-AM	WPJB-FM	WPRO-AM
4 WJAR-AM	WPRO-FM	WAAF-FM
5 WUBF-FM	WROR-FM	WHYS-FM
6 WBRU-FM	WJAR-AM	WLKW-AF
7 WHYS-FM	WNON-AM	WNBH-AM
8 WNBH-AM	WERI-AF	WRML-FM
9 WEAN-AM	WARA-AM	WNGN-AM
10 WLKW-AF	WALE-AM	WEAN-AM

M-F, 3-7pm

1 WPJB-FM	WPJB-FM	WPJB-FM
2 WPRO-FM	WPRO-FM	WPRO-FM
3 WPRO-AM	WPRO-AM	WPRO-AM
4 WJAR-AM	WJAR-AM	WAAF-FM
5 WUBF-FM	WNGN-AM	WHYS-FM
6 WNGN-AM	WBRU-FM	WBRU-FM
7 WSAR-AM	WBOS-FM	WJAR-AM
8 WBRU-FM	WUBF-FM	WRML-FM
9 WHIM-AF	WHYS-FM	WNGN-AM
10 WLKW-AF	WROR-FM	WLKW-AF

Adults 18-34

M-S, 6am-Midnight
POP(00): 3773

A/M '78	O/N '78	A/M '79
1 WPRO-AM	WPRO-AM	WPRO-AM
2 WPRO-FM	WPRO-FM	WPRO-FM
3 WJAR-AM	WPJB-FM	WPJB-FM
4 WPJB-FM	WJAR-AM	WJAR-AM
5 WBRU-FM	WNGN-AM	WBRU-FM
6 WNGN-AM	WJAR-AM	WNGN-AM
7 WLKW-AF	WROR-FM	WHYS-FM
8 WBRU-FM	WLKW-AF	WLKW-AF
9 WHYS-FM	WHYS-FM	WAAF-FM
10 WSAR-AM	WHIM-AF	WHJY-FM

(Please turn to page 187)

Pueblo

METRO RANK

168

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1036

	AM '77	AM '78	AM '79
1 KDZA-AM	22.7	KDZA-AM	24.2
2 KPUB-AM	11.7	KIDN-AM	12.1
3 KIDN-AM	11.0	KCSJ-AM	9.4
4 KCSJ-AM	11.0	KPUB-AM	8.7
5 KAPI-AM	7.8	KAPI-AM	8.1
6 KDJQ-FM	7.1	KRDO-FM	6.7
7 KRDO-FM	6.5	KZLO-FM	5.4
8 KZLO-FM	4.5	KSPZ-FM	4.0
9 KIIQ-AM	3.2	KIIQ-AM	3.4
10 KVHN-FM	2.6	KKFM-FM	3.4
11 KFEL-AM	2.6	KCSJ-AM	2.0
12 KKFM-FM	1.9	KPLV-FM	2.0
13 KOA -AM	0.6	KOA -AM	1.3
14 KRDO-AM	0.6	KILO-FM	1.3
15 KPIK-FM	0.6	KFEL-AM	0.7
16 KSPZ-FM	0.6	KIIQ-AM	0.6

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 1036

	AM '77	AM '78	AM '79
1 KDZA-AM	35	KDZA-AM	36
2 KPUB-AM	18	KIDN-AM	18
3 KIDN-AM	17	KCSJ-AM	14
4 KCSJ-AM	17	KPUB-AM	13
5 KAPI-AM	12	KAPI-AM	12

M-F, 6-10am

1 KDZA-AM	KDZA-AM	KDZA-AM
2 KCSJ-AM	KCSJ-AM	KIDN-AM
3 KIDN-AM	KIDN-AM	KCSJ-AM
4 KPUB-AM	KPUB-AM	KILO-FM
5 KDJQ-FM	KRDO-FM	KPLV-FM

M-F, 3-7pm

1 KDZA-AM	KDZA-AM	KDZA-AM
2 KIDN-AM	KCSJ-AM	KIDN-AM
3 KCSJ-AM	KIDN-AM	KILO-FM
4 KPUB-AM	KPUB-AM	KAPI-AM
5 KAPI-AM	KAPI-AM	KCCY-FM

Teens

M-S, 6am-Midnight
POP(00): 156

	AM '77	AM '78	AM '79
1 KDZA-AM	KDZA-AM	KDZA-AM	
2 KDJQ-FM	KSPZ-FM	KPLV-FM	
3 KIDN-AM	KIDN-AM	KILO-FM	
4 KKFM-FM	KAPI-AM	KSPZ-FM	
5 KAPI-AM	KRDO-FM	KIDN-AM	

M-F, 6-10am

1 KDZA-AM	KDZA-AM	KDZA-AM
2 KDJQ-FM	KSPZ-FM	KPLV-FM
3 KIIQ-AM	KIDN-AM	KSPZ-FM
4 KAPI-AM	KIIQ-AM	KILO-FM
5 KIDN-AM	KCSJ-AM	KIDN-AM

M-F, 3-7pm

1 KDZA-AM	KDZA-AM	KDZA-AM
2 KDJQ-FM	KSPZ-FM	KPLV-FM
3 KIDN-AM	KCSJ-AM	KILO-FM
4 KZLO-FM	KIDN-AM	KSPZ-FM
5 KAPI-AM	KCSJ-AM	KIDN-AM

Adults 18-34

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

	AM '77	AM '78	AM '79
1 KDZA-AM	KDZA-AM	KDZA-AM	
2 KDJQ-FM	KZLO-FM	KIDN-AM	
3 KIDN-AM	KIDN-AM	KILO-FM	
4 KPUB-AM	KIIQ-AM	KPLV-FM	
5 KZLO-FM	KKFM-FM	KSPZ-FM	

M-F, 6-10am

1 KDZA-AM	KDZA-AM	KDZA-AM
2 KIDN-AM	KIDN-AM	KIDN-AM
3 KDJQ-FM	KKFM-FM	KILO-FM
4 KZLO-FM	KZLO-FM	KPLV-FM
5 KIIQ-AM	KIIQ-AM	KZLO-FM

M-F, 3-7pm

1 KDZA-AM	KDZA-AM	KDZA-AM
2 KIDN-AM	KAPI-AM	KILO-FM
3 KIIQ-AM	KZLO-FM	KIDN-AM
4 KKFM-FM	KIDN-AM	KCCY-FM
5 KDJQ-FM	KIIQ-AM	KKFM-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 394

	AM '77	AM '78	AM '79
1 KDZA-AM	KDZA-AM	KDZA-AM	
2 KIDN-AM	KIDN-AM	KIDN-AM	
3 KPUB-AM	KAPI-AM	KCCY-FM	
4 KRDO-FM	KRDO-FM	KCSJ-AM	
5 KZLO-FM	KPUB-AM	KRDO-FM	

M-F, 6-10am

1 KDZA-AM	KDZA-AM	KDZA-AM
2 KIDN-AM	KIDN-AM	KIDN-AM
3 KPUB-AM	KCSJ-AM	KCSJ-AM
4 KCSJ-AM	KRDO-FM	KCCY-FM
5 KZLO-FM	KPUB-AM	KRDO-FM

M-F, 3-7pm

1 KIDN-AM	KDZA-AM	KDZA-AM
2 KDZA-AM	KIDN-AM	KIDN-AM
3 KRDO-FM	KAPI-AM	KCCY-FM
4 KAPI-AM	KRDO-FM	KAPI-AM
5 KPUB-AM	KPUB-AM	KKDO-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 1036

	AM '77	AM '78	AM '79
1 KDZA-AM	477	KDZA-AM	484
2 KIDN-AM	218	KCSJ-AM	224
3 KCSJ-AM	236	KIDN-AM	224
4 KPUB-AM	206	KILO-FM	149
5 KDJQ-FM	194	KPUB-AM	131

M-F, 6-10am

1 KDZA-AM	KDZA-AM	KDZA-AM
2 KCSJ-AM	KCSJ-AM	KIDN-AM
3 KIDN-AM	KIDN-AM	KCSJ-AM
4 KRDO-FM	KAPI-AM	KPLV-FM
5 KPUB-AM	KPUB-AM	KILO-FM

M-F, 3-7pm

1 KDZA-AM	KDZA-AM	KDZA-AM
2 KIDN-AM	KIDN-AM	KIDN-AM
3 KCSJ-AM	KCSJ-AM	KCSJ-AM
4 KIIQ-AM	KAPI-AM	KILO-FM
5 KPUB-AM	KRDO-FM	KPLV-FM

Teens

M-S, 6am-Midnight
POP(00): 156

	AM '77	AM '78	AM '79
1 KDZA-AM	KDZA-AM	KDZA-AM	
2 KDJQ-FM	KSPZ-FM	KPLV-FM	
3 KIDN-AM	KIDN-AM	KILO-FM	
4 KZLO-FM	KIIQ-AM	KSPZ-FM	
5 KIIQ-AM	KZLO-FM	KIDN-AM	

M-F, 6-10am

1 KDZA-AM	KDZA-AM	KDZA-AM
2 KDJQ-FM	KSPZ-FM	KPLV-FM
3 KIIQ-AM	KIDN-AM	KILO-FM
4 KSPZ-FM	KIDN-AM	KSPZ-FM
5 KZLO-FM	KAPI-AM	KIDN-AM

M-F, 3-7pm

1 KDZA-AM	KDZA-AM	KDZA-AM
2 KDJQ-FM	KSPZ-FM	KPLV-FM
3 KIDN-AM	KIDN-AM	KILO-FM
4 KIIQ-AM	KIIQ-AM	KSPZ-FM
5 KZLO-FM	KCSJ-AM	KKFM-FM

Adults 18-34

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

	AM '77	AM '78	AM '79
1 KDZA-AM	KDZA-AM	KDZA-AM	
2 KDJQ-FM	KZLO-FM	KIDN-AM	
3 KIDN-AM	KIDN-AM	KILO-FM	
4 KZLO-FM	KIIQ-AM	KZLO-FM	
5 KIIQ-AM	KKFM-FM	KPLV-FM	

M-F, 6-10am

1 KDZA-AM	KDZA-AM	KDZA-AM
2 KDJQ-FM	KZLO-FM	KIDN-AM
3 KIDN-AM	KIDN-AM	KILO-FM
4 KIIQ-AM	KIIQ-AM	KPLV-FM
5 KZLO-FM	KSPZ-FM	KZLO-FM

M-F, 3-7pm

1 KDZA-AM	KDZA-AM	KDZA-AM
2 KIDN-AM	KIDN-AM	KILO-FM
3 KDJQ-FM	KIIQ-AM	KIDN-AM
4 KIIQ-AM	KAPI-AM	KCCY-FM
5 KZLO-FM	KKFM-FM	KPLV-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 394

	AM '77	AM '78	AM '79
1 KDZA-AM	KDZA-AM	KDZA-AM	
2 KIDN-AM	KIDN-AM	KIDN-AM	
3 KPUB-AM	KCSJ-AM	KCSJ-AM	
4 KRDO-FM	KPUB-AM	KCSJ-AM	
5 KCSJ-AM	KZLO-FM	KZLO-FM	

M-F, 6-10am

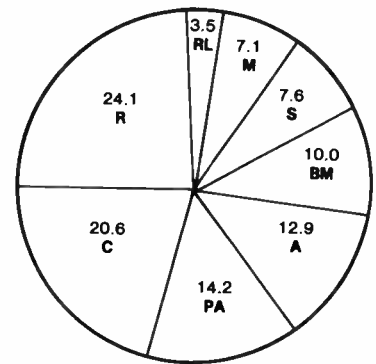
1 KDZA-AM	KDZA-AM	KDZA-AM
2 KIDN-AM	KIDN-AM	KIDN-AM
3 KPUB-AM	KCSJ-AM	KCSJ-AM
4 KCSJ-AM	KRDO-FM	KCCY-FM
5 KZLO-FM	KZLO-FM	KRDO-FM

M-F, 3-7pm

1 KDZA-AM	KDZA-AM	KDZA-AM
2 KIDN-AM	KIDN-AM	KIDN-AM
3 KPUB-AM	KAPI-AM	KCSJ-AM
4 KCSJ-AM	KIIQ-AM	KCCY-FM
5 KRDO-FM	KCSJ-AM	KRDO-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 '79 Market Overview

In this metro, Raleigh is in one county, Durham is in another. As luck would have it, more usable diaries came back this sweep (vs. O/N'78) from the Durham area, so some stations there may have had their estimates affected by this return.

The two P/A leaders in the metro, Raleigh stations **WPTF** and **WRAL**, are 1-2 in the 12+ standings. **WPTF** was down almost three shares, while **WRAL** was up almost four share points. **WRAL** skews younger, topping the 18-34 and 25-49 demos for adults, while **WPTF** is number one among adults 35-64. **WRAL** is number one in midday and PM drive, while **WPTF** is the top station in the market in the morning. Both stations used outside media to promote during the A/M'79 sweep.

In the Top 40 battle in the metro, **WDCG** is closing the gap on leader **WKIX**. **WDCG** is based in Durham (where more diaries came back this time than last sweep) and is an automated, virtually all-music station with a very light commercial load. **WDCG**'s outside advertising — billboards, cab tops, and cash call contest — was aimed at Durham. **WKIX**, on the other hand, used boards, some TV, and its long-running bumper sticker campaign. The **WKIX** signal, which at night doesn't reach the Durham area well, may have caused some problems for the station. **WDCG** just nosed out **WKIX** in terms of popularity among adults 18-34, but **WDCG** was much preferred among men 18-34. In this survey, **WDCG** became the top teens station.

WYYD, the Beautiful Music pacesetter in the Raleigh area, suffered a decline in this report. **WYYD** was hurt most by smaller men shares, especially in midday and PM drive. **WYYD** was still third among adults 25-49, strongest in PM drive and the evenings.

AOR station **WQDR** wound up with its lowest share in two years, but with some worthwhile strength still among the young adult demos. **WQDR** is number two in adults, men, and women 18-34, even though men shares declined for the station (most noticeably in PM drive and the evening). "Superstars" station used TV and billboards to conduct ad campaign.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 4152

A/M '78	O/N '78	A/M '79
1 WPTF-AM 16.4	WPTF-AM 18.4	WPTF-AM(PA)15.1
2 WRAL-FM 14.8	WYYD-FM 10.7	WRAL-FM(PA)13.9
3 WDNC-AF 10.0	WRAL-FM 9.9	WKIX-AM(9) 8.8
4 WKIX-AM 9.1	WKIX-AM 9.8	WYYD-FM(9) 8.6
5 WQDR-FM 9.1	WQDR-FM 9.8	WQDR-FM(A) 8.5
6 WYYD-FM 8.3	WLLC-AM 6.9	WDCG-FM(9) 8.1
7 WSRC-AM 7.6	WSRC-AM 6.9	WLLC-AM(9) 7.3
8 WLLC-AM 5.5	WTIK-AM 5.4	WSRC-AM(9) 4.1
9 WEIC-AM 3.3	WDCG-FM 4.9	WQDR-AM(9) 3.4
10 WTIK-AM 2.9	WDNC-AM 3.1	WTIK-AM(9) 3.2
11 WCHL-AM 2.8	WYNA-AM 3.0	WDNC-AM(PA) 2.7
12 WYNA-AM 1.7	WCHL-AM 1.7	WYNA-AM(9) 2.5
13 WDBS-FM 1.4	WAKS-AM 1.6	WCHL-AM(PA) 1.9
14 WQDR-AM 0.5	WDBS-FM 0.8	WDBS-FM(A) 1.0
15 WPCN-FM 0.5	WPJL-AM 0.6	WPJL-AM(9) 1.0

Average Persons Trends/Rankings
Total 12+
M-S, 6am-Midnight
POP(00): 4152

A/M '78	O/N '78	A/M '79
1 WPTF-AM 95	WPTF-AM 117	WPTF-AM 89
2 WRAL-FM 86	WYYD-FM 68	WRAL-FM 82
3 WDNC-AF 58	WRAL-FM 63	WKIX-AM 52
4 WKIX-AM 53	WKIX-AM 62	WYYD-FM 51
5 WQDR-FM 53	WQDR-FM 62	WQDR-FM 50

M-F, 6-10am

A/M '78	O/N '78	A/M '79
1 WPTF-AM	WPTF-AM	WPTF-AM
2 WRAL-FM	WRAL-FM	WRAL-FM
3 WQDR-FM	WKIX-AM	WKIX-AM
4 WKIX-AM	WYYD-FM	WQDR-FM
5 WDNC-AF	WQDR-FM	WYYD-FM

M-F, 3-7pm

A/M '78	O/N '78	A/M '79
1 WRAL-FM	WPTF-AM	WRAL-FM
2 WKIX-AM	WKIX-AM	WDCG-FM
3 WDNC-AF	WQDR-FM	WPTF-AM
4 WQDR-FM	WRAL-FM	WKIX-AM
5 WPTF-AM	WYYD-FM	WYYD-FM

Teens
M-S, 6am-Midnight
POP(00): 4152

A/M '78	O/N '78	A/M '79
1 WKIX-AM	WKIX-AM	WDCG-FM
2 WDNC-AF	WDCG-FM	WKIX-AM
3 WSRC-AM	WSRC-AM	WLLC-AM
4 WQDR-FM	WQDR-FM	WQDR-FM
5 WLLC-AM	WLLC-AM	WRAL-FM

M-F, 6-10am

A/M '78	O/N '78	A/M '79
1 WKIX-AM	WKIX-AM	WKIX-AM
2 WDNC-AF	WSRC-AM	WDCG-FM
3 WSRC-AM	WDCG-FM	WQDR-FM
4 WLLC-AM	WQDR-FM	WLLC-AM
5 WQDR-FM	WLLC-AM	WPTF-AM

M-F, 3-7pm

A/M '78	O/N '78	A/M '79
1 WKIX-AM	WKIX-AM	WDCG-FM
2 WDNC-AF	WDCG-FM	WKIX-AM
3 WSRC-AM	WQDR-FM	WLLC-AM
4 WLLC-AM	WRAL-FM	WSRC-AM
5 WQDR-FM	WDNC-AM	WQDR-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1808

A/M '78	O/N '78	A/M '79
1 WRAL-FM	WQDR-FM	WRAL-FM
2 WQDR-FM	WRAL-FM	WQDR-FM
3 WKIX-AM	WLLC-AM	WDCG-FM
4 WDNC-AF	WKIX-AM	WKIX-AM
5 WSRC-AM	WDCG-FM	WLLC-AM

M-F, 6-10am

A/M '78	O/N '78	A/M '79
1 WRAL-FM	WRAL-FM	WRAL-FM
2 WQDR-FM	WQDR-FM	WQDR-FM
3 WKIX-AM	WKIX-AM	WKIX-AM
4 WPTF-AM	WPTF-AM	WDCG-FM
5 WDNC-AF	WLLC-AM	WQDR-FM

M-F, 3-7pm

A/M '78	O/N '78	A/M '79
1 WRAL-FM	WQDR-FM	WRAL-FM
2 WQDR-FM	WRAL-FM	WDCG-FM
3 WKIX-AM	WKIX-AM	WKIX-AM
4 WDNC-AF	WLLC-AM	WKIX-AM
5 WYYD-FM	WDCG-FM	WYYD-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1713

A/M '78	O/N '78	A/M '79
1 WRAL-FM	WPTF-AM	WRAL-FM
2 WPTF-AM	WRAL-FM	WPTF-AM
3 WYYD-FM	WQDR-FM	WYYD-FM
4 WKIX-AM	WKIX-AM	WDCG-FM
5 WDNC-AF	WTIK-AM	WQDR-FM

M-F, 6-10am

A/M '78	O/N '78	A/M '79
1 WPTF-AM	WPTF-AM	WRAL-FM
2 WRAL-FM	WRAL-FM	WPTF-AM
3 WKIX-AM	WYYD-FM	WQDR-FM
4 WYYD-FM	WKIX-AM	WKIX-AM
5 WQDR-FM	WTIK-AM	WYYD-FM

M-F, 3-7pm

A/M '78	O/N '78	A/M '79
1 WRAL-FM	WRAL-FM	WRAL-FM
2 WYYD-FM	WPTF-AM	WYYD-FM
3 WKIX-AM	WYYD-FM	WPTF-AM
4 WDNC-AF	WKIX-AM	WDCG-FM
5 WPTF-AM	WYNA-AM	WYNA-AM

Cume Persons Trends/Rankings
Total 12+
M-S, 6am-Midnight
POP(00): 4152

A/M '78	O/N '78	A/M '79
1 WPTF-AM 1256	WPTF-AM 1466	WPTF-AM 1275
2 WRAL-FM 1123	WKIX-AM 1325	WRAL-FM 1119
3 WKIX-AM 1098	WRAL-FM 990	WKIX-AM 1063
4 WDNC-AF 1058	WYYD-FM 829	WYYD-FM 922
5 WQDR-FM 719	WQDR-FM 875	WQDR-FM 906

M-F, 6-10am

A/M '78	O/N '78	A/M '79
1 WPTF-AM	WPTF-AM	WPTF-AM
2 WKIX-AM	WKIX-AM	WRAL-FM
3 WDNC-AF	WRAL-FM	WKIX-AM
4 WRAL-FM	WQDR-FM	WQDR-FM
5 WQDR-FM	WYYD-FM	WDCG-FM

M-F, 3-7pm

A/M '78	O/N '78	A/M '79
1 WKIX-AM	WPTF-AM	WRAL-FM
2 WPTF-AM	WKIX-AM	WPTF-AM
3 WRAL-FM	WQDR-FM	WKIX-AM
4 WDNC-AF	WRAL-FM	WDCG-FM
5 WQDR-FM	WYYD-FM	WYYD-FM

Teens
M-S, 6am-Midnight
POP(00): 475

A/M '78	O/N '78	A/M '79
1 WKIX-AM	WKIX-AM	WDCG-FM
2 WDNC-AF	WDCG-FM	WKIX-AM
3 WRAL-FM	WQDR-FM	WRAL-FM
4 WQDR-FM	WRAL-FM	WLLC-AM
5 WSRC-AM	WPTF-AM	WQDR-FM

M-F, 6-10am

A/M '78	O/N '78	A/M '79
1 WKIX-AM	WKIX-AM	WKIX-AM
2 WDNC-AF	WDCG-FM	WDCG-FM
3 WSRC-AM	WSRC-AM	WQDR-FM
4 WLLC-AM	WQDR-FM	WLLC-AM
5 WRAL-FM	WPTF-AM	WDNC-AM

M-F, 3-7pm

A/M '78	O/N '78	A/M '79
1 WKIX-AM	WKIX-AM	WDCG-FM
2 WDNC-AF	WDCG-FM	WKIX-AM
3 WQDR-FM	WQDR-FM	WLLC-AM
4 WSRC-AM	WRAL-FM	WRAL-FM
5 WLLC-AM	WDNC-AM	WQDR-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1808

A/M '78	O/N '78	A/M '79
1 WRAL-FM	WKIX-AM	WRAL-FM
2 WKIX-AM	WRAL-FM	WQDR-FM
3 WQDR-FM	WQDR-FM	WKIX-AM
4 WDNC-AF	WPTF-AM	WDCG-FM
5 WPTF-AM	WDNC-AM	WYYD-FM

M-F, 6-10am

A/M '78	O/N '78	A/M '79
1 WQDR-FM	WRAL-FM	WRAL-FM
2 WRAL-FM	WQDR-FM	WQDR-FM
3 WKIX-AM	WKIX-AM	WKIX-AM
4 WDNC-AF	WPTF-AM	WDCG-FM
5 WPTF-AM	WLLC-AM	WPTF-AM

M-F, 3-7pm

A/M '78	O/N '78	A/M '79
1 WKIX-AM	WKIX-AM	WRAL-FM
2 WQDR-FM	WQDR-FM	WQDR-FM
3 WKIX-AM	WRAL-FM	WDCG-FM
4 WDNC-AF	WDCG-FM	WKIX-AM
5 WCHL-AM	WDNC-AM	WYYD-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1713

A/M '78	O/N '78	A/M '79
1 WRAL-FM	WPTF-AM	WRAL-FM
2 WKIX-AM	WYYD-FM	WPTF-AM
3 WPTF-AM	WKIX-AM	WYYD-FM
4 WYYD-FM	WRAL-FM	WKIX-AM
5 WDNC-AF	WQDR-FM	WQDR-FM

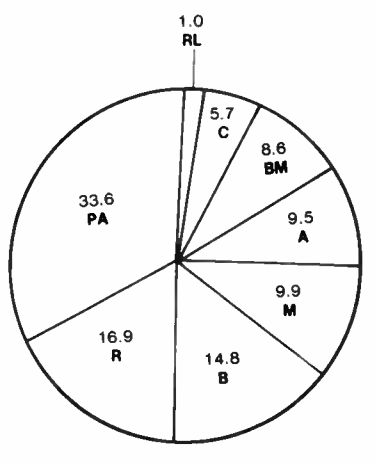
M-F, 6-10am

A/M '78	O/N '78	A/M '79
1 WPTF-AM	WPTF-AM	WPTF-AM
2 WKIX-AM	WRAL-FM	WRAL-FM
3 WRAL-FM	WYYD-FM	WKIX-AM
4 WDNC-AF	WKIX-AM	WKIX-AM
5 WYYD-FM	WQDR-FM	WYYD-FM

M-F, 3-7pm

A/M '78	O/N '78	A/M '79
1 WRAL-FM	WPTF-AM	WRAL-FM
2 WKIX-AM	WRAL-FM	WPTF-AM
3 WPTF-AM	WYYD-FM	WYYD-FM
4 WDNC-AF	WKIX-AM	WKIX-AM
5 WYYD-FM	WDNC-AM	WDCG-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.

Reading



METRO RANK

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 2619

AM '77	AM '78	AM '79
1 WEEU-AM	16.7	16.3
2 WRWA-AM	11.5	13.4
3 WHUM-AM	10.1	10.8
4 WRFY-FM	7.7	7.3
5 WFI-FM	5.6	7.0
6 WFIL-AM	5.4	5.9
7 KYW-AM	5.2	4.4
8 WIOV-FM	5.2	3.7
9 WYSP-FM	4.9	2.6
10 WWSH-FM	3.3	2.4
11 WUSL-FM	2.3	2.2
12 WBYO-FM	2.1	2.0
13 WAEB-AM	1.9	2.0
14 WDUV-FM	1.9	1.8
15 WJBR-FM	1.2	1.8
16 WMMR-FM	0.7	1.1
17 WDAC-FM	0.7	1.1
18 WIP-AM	0.7	0.9
19 WIOQ-FM	0.7	0.7
20 WQQQ-FM	0.7	0.7
21 WPAZ-AM	0.5	0.7
22 WSAN-AM	0.5	0.7
23 WDUV-FM	0.7	0.7
24 WCAU-FM	0.4	0.4

Total 12+ M-S, 6am-Midnight

POP(00): 2619

AM '77	AM '78	AM '79
1 WEEU-AM	71	74
2 WRWA-AM	49	61
3 WHUM-AM	43	49
4 WRFY-FM	33	33
5 WFI-FM	24	32

AM '77	AM '78	AM '79
1 WEEU-AM	WEU-AM	WEU-AM
2 WHUM-AM	WHUM-AM	WHUM-AM
3 WRWA-AM	WRWA-AM	WRFY-FM
4 WRFY-FM	WFIL-AM	WRWA-AM
5 WFI-FM	WFI-FM	WXKW-FM

Teens M-S, 6am-Midnight

POP(00): 309

AM '77	AM '78	AM '79
1 WRWA-AM	WFI-FM	WRWA-AM
2 WFI-FM	WRWA-AM	WAEB-AM
3 WFIL-AM	WYSP-FM	WHUM-AM
4 WYSP-FM	WEEU-AM	WFMZ-FM
5 WEEU-AM	WFIL-AM	WLEV-FM

AM '77	AM '78	AM '79
1 WRWA-AM	WFI-FM	WRWA-AM
2 WFI-FM	WRWA-AM	WFIL-AM
3 WFIL-AM	WYSP-FM	WHUM-AM
4 WYSP-FM	WEEU-AM	WAEB-AM
5 WEEU-AM	WFIL-AM	WRFY-FM

Adults 18-34 M-S, 6am-Midnight

POP(00): 787

AM '77	AM '78	AM '79
1 WRWA-AM	WRWA-AM	WRWA-AM
2 WFI-FM	WFI-FM	WRFY-FM
3 WFIL-AM	WRWA-AM	WRWA-AM
4 WYSP-FM	WYSP-FM	WEEU-AM
5 WEEU-AM	WEEU-AM	WAEB-AM

AM '77	AM '78	AM '79
1 WEEU-AM	WRWA-AM	WHUM-AM
2 WRWA-AM	WFIL-AM	WRFY-FM
3 WFI-FM	WYSP-FM	WRWA-AM
4 WFI-FM	WFI-FM	WAEB-AM
5 WYSP-FM	WHUM-AM	WEEU-AM

M-F, 3-7pm

1 WRWA-AM	WRWA-AM	WRWA-AM
2 WFI-FM	WFIL-AM	WRFY-FM
3 WFIL-AM	WFI-FM	WHUM-AM
4 WYSP-FM	WEEU-AM	WEEU-AM
5 WEEU-AM	WYSP-FM	WDUV-FM

Adults 25-49 M-S, 6am-Midnight

POP(00): 974

AM '77	AM '78	AM '79
1 WEEU-AM	WHUM-AM	WHUM-AM
2 WRWA-AM	WRWA-AM	WEEU-AM
3 WRFY-FM	WEEU-AM	WRFY-FM
4 WIOV-FM	WFIL-AM	WRWA-AM
5 WHUM-AM	WRFY-FM	WDUV-FM

M-F, 8-10am

1 WEEU-AM	WHUM-AM	WHUM-AM
2 WRWA-AM	WEEU-AM	WHUM-AM
3 WRFY-FM	WRWA-AM	WRWA-AM
4 WHUM-AM	WFIL-AM	WRFY-FM
5 WIOV-FM	WRFY-FM	WDUV-FM

M-F, 3-7pm

1 WRWA-AM	WRWA-AM	WHUM-AM
2 WEEU-AM	WHUM-AM	WEEU-AM
3 WIOV-FM	WEEU-AM	WRWA-AM
4 WFIL-AM	WFIL-AM	WRFY-FM
5 WFI-FM	WRFY-FM	WDUV-FM

M-F, 3-7pm

1 WRWA-AM	WRWA-AM	WRWA-AM
2 WFIL-AM	WFIL-AM	WRFY-FM
3 WFI-FM	WFI-FM	WHUM-AM
4 WEEU-AM	WYSP-FM	WEEU-AM
5 WYSP-FM	WEEU-AM	WDUV-FM

Adults 25-49 M-S, 6am-Midnight

POP(00): 974

AM '77	AM '78	AM '79
1 WEEU-AM	WRWA-AM	WHUM-AM
2 WRWA-AM	WEEU-AM	WEEU-AM
3 WFIL-AM	WFIL-AM	WRWA-AM
4 WRFY-FM	WHUM-AM	WRFY-FM
5 KYW-AM	WFI-FM	WDUV-FM

M-F, 8-10am

1 WEEU-AM	WHUM-AM	WHUM-AM
2 WRWA-AM	WEEU-AM	WHUM-AM
3 WFIL-AM	WRWA-AM	WRFY-FM
4 WHUM-AM	WFIL-AM	WRWA-AM
5 KYW-AM	WFI-FM	WXKW-FM

M-F, 3-7pm

1 WRWA-AM	WRWA-AM	WHUM-AM
2 WEEU-AM	WHUM-AM	WEEU-AM
3 WFIL-AM	WFIL-AM	WRFY-FM
4 WHUM-AM	WEEU-AM	WRWA-AM
5 WRFY-FM	WRFY-FM	WDUV-FM

Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight

POP(00): 2619

AM '77	AM '78	AM '79
1 WEEU-AM	991	956
2 WRWA-AM	764	752
3 WFIL-AM	616	691
4 WHUM-AM	487	673
5 KYW-AM	472	516

M-F, 8-10am

1 WEEU-AM	WEU-AM	WEU-AM
2 WRWA-AM	WHUM-AM	WHUM-AM
3 WHUM-AM	WRWA-AM	WRWA-AM
4 WFIL-AM	WFIL-AM	WRFY-FM
5 KYW-AM	WFI-FM	WXKW-FM

M-F, 3-7pm

1 WRWA-AM	WRWA-AM	WEEU-AM
2 WEEU-AM	WHUM-AM	WHUM-AM
3 WFIL-AM	WEEU-AM	WRWA-AM
4 WFI-FM	WFIL-AM	WRFY-FM
5 WHUM-AM	WFI-FM	WDUV-FM

Teens M-S, 6am-Midnight

POP(00): 309

AM '77	AM '78	AM '79
1 WRWA-AM	WFI-FM	WRWA-AM
2 WFI-FM	WRWA-AM	WHUM-AM
3 WFIL-AM	WFIL-AM	WXKW-FM
4 WEEU-AM	WYSP-FM	WAEB-AM
5 WYSP-FM	WHUM-AM	WEEU-AM

M-F, 8-10am

1 WRWA-AM	WFI-FM	WRWA-AM
2 WFI-FM	WRWA-AM	WAEB-AM
3 WFIL-AM	WEEU-AM	WHUM-AM
4 WEEU-AM	WYSP-FM	WXKW-FM
5 WYSP-FM	WFIL-AM	WLEV-FM

M-F, 3-7pm

1 WFI-FM	WFI-FM	WRWA-AM
2 WRWA-AM	WRWA-AM	WHUM-AM
3 WFIL-AM	WYSP-FM	WEEU-AM
4 WYSP-FM	WFIL-AM	WAEB-AM
5 WEEU-AM	WHUM-AM	WXKW-FM

Adults 18-34 M-S, 6am-Midnight

POP(00): 787

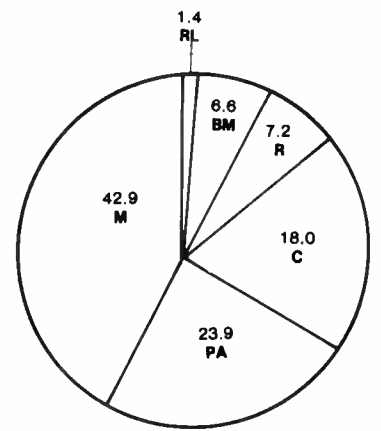
AM '77	AM '78	AM '79
1 WFIL-AM	WFIL-AM	WRWA-AM
2 WRWA-AM	WRWA-AM	WEEU-AM
3 WEEU-AM	WFI-FM	WHUM-AM
4 WFI-FM	WEEU-AM	WRFY-FM
5 WYSP-FM	WYSP-FM	WAEB-AM

M-F, 8-10am

1 WRWA-AM	WRWA-AM	WRWA-AM
2 WFIL-AM	WRWA-AM	WHUM-AM
3 WEEU-AM	WFI-FM	WRFY-FM
4 WFI-FM	WHUM-AM	WEEU-AM
5 WYSP-FM	WYSP-FM	WUFM-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.

Reno

METRO RANK

153

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP (00): 1351

A/M '77	A/M '78	A/M '79
1 KCBN-AM 17.1	KCBN-AM 14.2	KSRN-FM(PA) 16.7
2 KOLO-AM 14.5	KSRN-FM 13.7	KOZZ-FM(A) 10.5
3 KOH -AM 10.4	KOLO-AM 13.2	KONE-AM(C) 9.5
4 KKBC-FM 9.3	KRNO-FM 13.2	KOH -AM(PA) 9.0
5 KCRL-AM 7.8	KOH -AM 9.4	KCBN-AM(PA) 8.6
6 KRNO-FM 7.8	KKBC-FM 9.0	KOLO-AM(PA) 8.6
7 KGLR-FM 7.3	KONE-AM 7.5	KKBC-FM(PA) 7.6
8 KSRN-FM 5.2	KGLR-FM 6.1	KRNO-FM(PA) 6.2
9 KONE-AM 3.6	KBET-AM 4.2	KBET-AM(P) 5.2
10 KBET-AM 3.6	KCRL-AM 3.3	KNEV-FM(P) 2.4
11 KNEV-FM 1.0	KWRL-AM 1.4	KCRL-AM(C) 2.4
12 KSAN-FM 0.5	KNEV-FM 0.9	KWRL-AM(P) 0.5

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1351

A/M '77	A/M '78	A/M '79
1 KCBN-AM 33	KCBN-AM 30	KSRN-FM 35
2 KOLO-AM 28	KSRN-FM 29	KOZZ-FM 22
3 KOH -AM 20	KOLO-AM 28	KONE-AM 20
4 KKBC-FM 18	KRNO-FM 28	KOH -AM 19
5 KCRL-AM 15	KOH -AM 20	KCBN-AM 18

M-F, 6-10am

1 KOLO-AM	KOLO-AM	KOH -AM
2 KOH -AM	KCBN-AM	KOLO-AM
3 KCBN-AM	KSRN-FM	KSRN-FM
4 KGLR-FM	KOH -AM	KONE-AM
5 KKBC-FM	KRNO-FM	KCBN-AM

M-F, 3-7pm

1 KCBN-AM	KCBN-AM	KSRN-FM
2 KOLO-AM	KRNO-FM	KOZZ-FM
3 KKBC-FM	KSRN-FM	KOLO-AM
4 KCRL-AM	KKBC-FM	KCBN-AM
5 KOH -AM	KOLO-AM	KKBC-FM

Teens

M-S, 6am-Midnight
POP(00): 171

A/M '77	A/M '78	A/M '79
1 KCBN-AM	KCBN-AM	KCBN-AM
2 KKBC-FM	KKBC-FM	KKBC-FM
3 KOLO-AM	KRNO-FM	KOZZ-FM
4 KGLR-FM	KGLR-FM	KRNO-FM
5 KCRL-AM	KOLO-AM	KONE-AM

M-F, 6-10am

1 KCBN-AM	KCBN-AM	KCBN-AM
2 KKBC-FM	KKBC-FM	KKBC-FM
3 KBET-AM	KOLO-AM	KOZZ-FM
4 KOLO-AM	KRNO-FM	KRNO-FM
5 KGLR-FM	KGLR-FM	KOLO-AM

M-F, 3-7pm

1 KCBN-AM	KCBN-AM	KCBN-AM
2 KKBC-FM	KKBC-FM	KKBC-FM
3 KNEV-FM	KRNO-FM	KOZZ-FM
4 KGLR-FM	KOLO-AM	KRNO-FM
5 KCRL-AM	KGLR-FM	KOLO-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 474

A/M '77	A/M '78	A/M '79
1 KKBC-FM	KRNO-FM	KOZZ-FM
2 KCBN-AM	KCBN-AM	KOLO-AM
3 KOLO-AM	KKBC-FM	KKBC-FM
4 KGLR-FM	KGLR-FM	KRNO-FM
5 KONE-AM	KOLO-AM	KCBN-AM

M-F, 6-10am

1 KOLO-AM	KCBN-AM	KOLO-AM
2 KCBN-AM	KOLO-AM	KOZZ-FM
3 KGLR-FM	KRNO-FM	KKBC-FM
4 KKBC-FM	KKBC-FM	KRNO-FM
5 KONE-AM	KGLR-FM	KCBN-AM

M-F, 3-7pm

1 KCBN-AM	KRNO-FM	KOZZ-FM
2 KKBC-FM	KCBN-AM	KOLO-AM
3 KGLR-FM	KKBC-FM	KKBC-FM
4 KOLO-AM	KGLR-FM	KCBN-AM
5 KBET-AM	KOLO-AM	KRNO-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 516

A/M '77	A/M '78	A/M '79
1 KOLO-AM	KOLO-AM	KOLO-AM
2 KCRN-AM	KRNO-FM	KONE-AM
3 KGLR-FM	KSRN-FM	KSRN-FM
4 KRNO-FM	KONE-AM	KOZZ-FM
5 KKBC-FM	KCBN-AM	KBET-AM

M-F, 6-10am

1 KULU-AM	KOLO-AM	KOLO-AM
2 KCBN-AM	KRNO-FM	KONE-AM
3 KBET-AM	KSRN-FM	KOH -AM
4 KONE-AM	KONE-AM	KBET-AM
5 KRNO-FM	KOH -AM	KOZZ-FM

M-F, 3-7pm

1 KCBN-AM	KRNO-FM	KOZZ-FM
2 KOLO-AM	KOLO-AM	KOLO-AM
3 KBET-AM	KSRN-FM	KSRN-FM
4 KONE-AM	KCBN-AM	KONE-AM
5 KRNO-FM	KONE-AM	KRNO-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1351

A/M '77	A/M '78	A/M '79
1 KCBN-AM 417	KCBN-AM 453	KCBN-AM 381
2 KOLO-AM 365	KOLO-AM 439	KOLO-AM 339
3 KOH -AM 289	KRNO-FM 289	KSRN-FM 283
4 KKBC-FM 243	KKBC-FM 250	KKBC-FM 229
5 KCRL-AM 182	KSRN-FM 209	KONE-AM 271

M-F, 6-10am

1 KCBN-AM	KOLO-AM	KOH -AM
2 KOLO-AM	KCBN-AM	KOLO-AM
3 KOH -AM	KRNO-FM	KCBN-AM
4 KKBC-FM	KOH -AM	KONE-AM
5 KCRL-AM	KKBC-FM	KOZZ-FM

M-F, 3-7pm

1 KCBN-AM	KCBN-AM	KCBN-AM
2 KOLO-AM	KOLO-AM	KOLO-AM
3 KOH -AM	KRNO-FM	KOZZ-FM
4 KKBC-FM	KKBC-FM	KSRN-FM
5 KGLR-FM	KONE-AM	KKBC-FM

Teens

M-S, 6am-Midnight
POP(00): 171

A/M '77	A/M '78	A/M '79
1 KCBN-AM	KCBN-AM	KCBN-AM
2 KKBC-FM	KKBC-FM	KKBC-FM
3 KOLO-AM	KOLO-AM	KOZZ-FM
4 KGLR-FM	KRNO-FM	KOLO-AM
5 KBET-AM	KGLR-FM	KRNO-FM

M-F, 6-10am

1 KCBN-AM	KCBN-AM	KCBN-AM
2 KKBC-FM	KKBC-FM	KKBC-FM
3 KBET-AM	KOLO-AM	KOZZ-FM
4 KOLO-AM	KRNO-FM	KRNO-FM
5 KGLR-FM	KGLR-FM	KOLO-AM

M-F, 3-7pm

1 KCBN-AM	KCBN-AM	KCBN-AM
2 KKBC-FM	KKBC-FM	KKBC-FM
3 KBET-AM	KRNO-FM	KOZZ-FM
4 KOLO-AM	KOLO-AM	KRNO-FM
5 KGLR-FM	KGLR-FM	KOLO-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 474

A/M '77	A/M '78	A/M '79
1 KCBN-AM	KCBN-AM	KCBN-AM
2 KOLO-AM	KOLO-AM	KOLO-AM
3 KKBC-FM	KRNO-FM	KOLO-AM
4 KGLR-FM	KKBC-FM	KKBC-FM
5 KBET-AM	KGLR-FM	KRNO-FM

M-F, 6-10am

1 KCBN-AM	KCBN-AM	KOLO-AM
2 KOLO-AM	KOLO-AM	KOZZ-FM
3 KKBC-FM	KKBC-FM	KCBN-AM
4 KGLR-FM	KRNO-FM	KKBC-FM
5 KBET-AM	KGLR-FM	KRNO-FM

M-F, 3-7pm

1 KCBN-AM	KCBN-AM	KOZZ-FM
2 KOLO-AM	KRNO-FM	KOLO-AM
3 KKBC-FM	KKBC-FM	KCBN-AM
4 KGLR-FM	KOLO-AM	KKBC-FM
5 KBET-AM	KGLR-FM	KRNO-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 516

A/M '77	A/M '78	A/M '79
1 KOLO-AM	KOLO-AM	KOLO-AM
2 KCBN-AM	KRNO-FM	KONE-AM
3 KBET-AM	KCBN-AM	KCBN-AM
4 KKBC-FM	KONE-AM	KBET-AM
5 KONE-AM	KKBC-FM	KSRN-FM

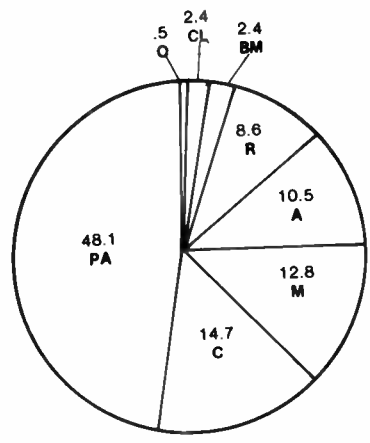
M-F, 6-10am

1 KOLO-AM	KOLO-AM	KOLO-AM
2 KCBN-AM	KRNO-FM	KONE-AM
3 KOH -AM	KONE-AM	KBET-AM
4 KKBC-FM	KCBN-AM	KCBN-AM
5 KBET-AM	KOH -AM	KRNO-FM

M-F, 3-7pm

1 KCBN-AM	KOLO-AM	KOLO-AM
2 KOLO-AM	KRNO-FM	KONE-AM
3 KBET-AM	KONE-AM	KCBN-AM
4 KKBC-FM	KCBN-AM	KRNO-FM
5 KONE-AM	KKBC-FM	KOZZ-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.

Richland- Newick- asco

170

METRO RANK

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 971

A/M '79		
1	KONA-AM	(PA) 23.1
2	KALE-AM	(M) 13.4
3	KONA-FM	(BM) 12.7
4	KOTY-AM	(C) 11.2
5	KXDD-FM	(R) 11.2
6	KORD-AM	(PA) 8.2
7	KIDK-FM	(A) 6.7
8	KSXT-FM	(PA) 3.0
9	NBD-AM	(R) 0.7
0	KFR-FM	(BM) 0.7
1	KARY-AM	(C) 0.7

Average Persons Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 971

A/M '79		
1	KONA-AM	31
2	KALE-AM	18
3	KONA-FM	17
4	KOTY-AM	11
5	KXDD-FM	15

M-F, 6-10am

1	KONA-AM
2	KALE-AM
3	KORD-AM
4	KOTY-AM
5	KONA-FM

M-F, 3-7pm

1	KONA-AM
2	KALE-AM
3	KOTY-AM
4	KXDD-FM
5	KONA-FM

Teens
M-S, 6am-Midnight
POP(00): 161

A/M '79		
1	KXDD-FM	
2	KALE-AM	
3	KONA-AM	
4	KSXT-FM	
5	KONA-FM	

M-F, 6-10am

1	KXDD-FM
2	KALE-AM
3	KONA-AM
4	KSXT-FM
5	KONA-FM

M-F, 3-7pm

1	KXDD-FM
2	KALE-AM
3	KONA-FM
4	KOTY-AM
5	KFR-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 321

A/M '79		
1	KALE-AM	
2	KORD-AM	
3	KIDK-FM	
4	KXDD-FM	
5	KOTY-AM	

M-F, 6-10am

1	KORD-AM
2	KALE-AM
3	KIDK-FM
4	KXDD-FM
5	KONA-AM

M-F, 3-7pm

1	KORD-AM
2	KIDK-FM
3	KALE-AM
4	KOTY-AM
5	KXDD-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 413

A/M '79		
1	KONA-AM	
2	KONA-FM	
3	KOTY-AM	
4	KORD-AM	
5	KALE-AM	

M-F, 6-10am

1	KONA-AM
2	KORD-AM
3	KOTY-AM
4	KALE-AM
5	KONA-FM

M-F, 3-7pm

1	KONA-AM
2	KORD-AM
3	KOTY-AM
4	KONA-FM
5	KALE-AM

Cume Persons Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 971

A/M '79		
1	KONA-AM	380
2	KALE-AM	297
3	KORD-AM	210
4	KXDD-FM	208
5	KOTY-AM	177

M-F, 6-10am

1	KONA-AM
2	KALE-AM
3	KORD-AM
4	KXDD-FM
5	KOTY-AM

M-F, 3-7pm

1	KONA-AM
2	KALE-AM
3	KXDD-FM
4	KOTY-AM
5	KORD-AM

Teens
M-S, 6am-Midnight
POP(00): 161

A/M '79		
1	KXDD-FM	
2	KALE-AM	
3	KONA-AM	
4	KORD-AM	
5	KSXT-FM	

M-F, 6-10am

1	KXDD-FM
2	KALE-AM
3	KONA-AM
4	KORD-AM
5	KSXT-FM

M-F, 3-7pm

1	KXDD-FM
2	KALE-AM
3	KSXT-FM
4	KONA-AM
5	KONA-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 321

A/M '79		
1	KALE-AM	
2	KORD-AM	
3	KONA-AM	
4	KXDD-FM	
5	KIDK-FM	

M-F, 6-10am

1	KORD-AM
2	KALE-AM
3	KXDD-FM
4	KONA-AM
5	KIDK-FM

M-F, 3-7pm

1	KONA-AM
2	KALE-AM
3	KORD-AM
4	KALE-AM
5	KONA-FM

M-F, 6-10am

1	KORD-AM
2	KALE-AM
3	KXDD-FM
4	KONA-AM
5	KIDK-FM

M-F, 3-7pm

1	KONA-AM
2	KALE-AM
3	KXDD-FM
4	KOTY-AM
5	KORD-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 413

A/M '79		
1	KONA-AM	
2	KALE-AM	
3	KOTY-AM	
4	KORD-AM	
5	KSXT-FM	

M-F, 3-7pm

1	KALE-AM
2	KORD-AM
3	KXDD-FM
4	KIDK-FM
5	KOTY-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 413

A/M '79		
1	KONA-AM	
2	KORD-AM	
3	KOTY-AM	
4	KALE-AM	
5	KONA-FM	

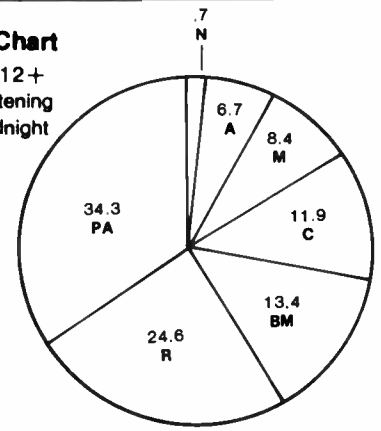
M-F, 6-10am

1	KONA-AM
2	KORD-AM
3	KOTY-AM
4	KALE-AM
5	KONA-FM

M-F, 3-7pm

1	KONA-AM
2	KALE-AM
3	KORD-AM
4	KALE-AM
5	KONA-FM

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



Providence-Warwick- Wattucket

Continued from page 182

6-10am

WPRO-AM	WPKO-AM	WPKO-AM
WPRO-FM	WPRO-FM	WPRO-FM
WPJB-FM	WPJB-FM	WPJB-FM
WJAR-AM	WLKW-AF	WJAR-AM
WBRU-FM	WHYS-FM	WGNG-AM
JGNG-AM	WJAR-AM	WBRU-FM
JLKW-AF	WBRU-FM	WHYS-FM
JHYS-FM	WGNG-AM	WEAN-AM
JROR-FM	WEAN-AM	WLKW-AF
JSAR-AM	WROR-FM	WAAF-FM

11-7pm

WPRO-AM	WPRO-AM	WPRO-FM
WPRO-FM	WPRO-FM	WPRO-AM
WPJB-FM	WPJB-FM	WPJB-FM
WJAR-AM	WROR-FM	WBRU-FM
WBRU-FM	WBRU-FM	WGNG-AM
JGNG-AM	WJAR-AM	WJAR-AM
JLKW-AF	WHYS-FM	WHYS-FM
JROR-FM	WJAR-AM	WLKW-AF
JHYS-FM	WLKW-AF	WAAF-FM
JSAR-AM	WHIM-AF	WEAN-AM

Adults 25-49
11am-Midnight
POP(00): 4319

A/M '78	O/N '78	A/M '79
WPRO-AM	WPRO-AM	WPRO-AM
WLKW-AF	WLKW-AF	WJAR-AM
WJAR-AM	WPRO-FM	WPRO-FM
WPRO-FM	WJAR-AM	WLKW-AF
WHIM-AF	WHIM-AF	WPJB-FM
WPJB-FM	WPJB-FM	WHJY-FM
WEAN-AM	WEAN-AM	WEAN-AM
WSAR-AM	WGNG-AM	WGNG-AM
WROR-FM	WROR-FM	WHYS-FM
WGNG-AM	WHYS-FM	WHIM-AF

M-F, 6-10am

1	WPRO-AM	WPRO-AM	WPRO-AM
2	WLKW-AF	WLKW-AF	WJAR-AM
3	WHIM-AF	WPRO-FM	WPRO-FM
4	WJAR-AM	WEAN-AM	WLKW-AF
5	WEAN-AM	WPJB-FM	WPJB-FM
6	WPRO-FM	WJAR-AM	WEAN-AM
7	WPJB-FM	WHIM-AF	WHJY-FM
8	WALE-AM	WNBH-AM	WHIM-AM
9	WSAR-AM	WHYS-FM	WGNG-AM
10	WROR-FM	WGNG-AM	WHYS-FM

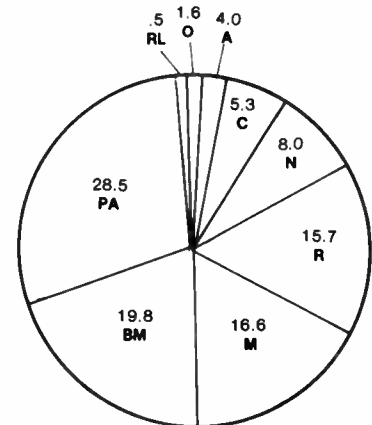
M-F, 3-7pm

1	WPRO-AM	WPRO-AM	WPKO-AM
2	WLKW-AF	WLKW-AF	WJAR-AM
3	WPRO-FM	WPRO-FM	WPRO-FM
4	WHIM-AF	WJAR-AM	WLKW-AF
5	WJAR-AM	WHIM-AF	WPJB-FM
6	WPJB-FM	WPJB-FM	WHJY-FM
7	WEAN-AM	WEAN-AM	WEAN-AM
8	WGNG-AM	WHYS-FM	WGNG-AM
9	WROR-FM	WROR-FM	WHYS-FM
10	WHYS-FM	WGNG-AM	WBRU-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 Persons 12+
Average Quarter Hour Listening
Monday-Sunday 6am-Midnight



Richmond

METRO RANK

58

A/M '79 Market Overview

Jointly-owned WRVA and WRVQ dominate the market with their respective formats of P/A and Top 40. WRVA is number one with adults 25-49, while WRVQ is number one with adults 18-34. WRVQ is also number two among the 25-49 group, while WRVA is number three among 18-34 young adults.

Once you get by these dominant properties, there are two Beautiful Music stations ranked three and four in terms of 12+ appeal. WEZS increased its share by almost three points, and now ranks third in adults 25-49. This was a flat book for WTVR-FM, though, as the station is now fourth in popularity among the 25-49 adults.

AOR station WRXL did not have an especially good book overall, but still is in a healthy position with regard to men 18-34. WRXL is number one in this typical AOR demo, beating out WRVQ.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 5160

	AM '78	ON '78	AM '79
1 WRVA-AF	40.0	WRVA-AM	20.3
2 WLEE-AM	8.0	WRVQ-FM	16.9
3 WEZS-FM	8.0	WENZ-AM	8.5
4 WRXL-FM	6.4	WEZS-FM	7.8
5 WXGI-AM	6.4	WRXL-FM	7.6
6 WANT-AM	6.3	WLEE-AM	7.4
7 WTVR-AF	5.4	WTVR-FM	7.4
8 WENZ-AM	4.7	WRNL-AM	4.7
9 WRNL-AM	4.4	WXGI-AM	4.4
10 WEET-AM	3.2	WEET-AM	4.2
11 WGOE-AM	2.5	WANT-AM	3.7
12 WPVA-AF	1.3	WTVR-AM	1.7
13 WKIE-AM	1.2	WBGI-FM	0.7
14 WIVE-FM	0.6	WPVA-FM	0.7
15 WBGI-FM	0.4	WKIE-AM	0.5
16		WGOE-AM	0.4
17		WPVA-FM	1.0
18		WBGI-FM	1.0
19		WIVE-FM	0.8
		WGGH-AM	0.8

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5160

	AM '78	ON '78	AM '79
1 WRVA-AF	275	WRVA-AM	156
2 WLEE-AM	55	WRVQ-FM	130
3 WEZS-FM	55	WENZ-AM	65
4 WRXL-FM	44	WEZS-FM	60
5 WXGI-AM	44	WRXL-FM	58

	AM '78	ON '78	AM '79
1 WRVA-AF		WRVA-AM	
2 WLEE-AM		WRVQ-FM	
3 WEZS-FM		WLEE-AM	
4 WXGI-AM		WENZ-AM	
5 WRXL-FM		WRNL-AM	

	AM '78	ON '78	AM '79
1 WRVA-AF		WRVA-AM	
2 WEZS-FM		WRVQ-FM	
3 WLEE-AM		WRXL-FM	
4 WRXL-FM		WLEE-AM	
5 WENZ-AM		WENZ-AM	

Teens
M-S, 6am-Midnight
POP(00): 654

	AM '78	ON '78	AM '79
1 WRVA-AF		WRVQ-FM	
2 WENZ-AM		WENZ-AM	
3 WANT-AM		WRXL-FM	
4 WRXL-FM		WLEE-AM	
5 WLEE-AM		WRNL-AM	

	AM '78	ON '78	AM '79
1 WRVA-AF		WRVQ-FM	
2 WANT-AM		WENZ-AM	
3 WENZ-AM		WLEE-AM	
4 WLEE-AM		WRNL-AM	
5 WRNL-AM		WRXL-FM	

	AM '78	ON '78	AM '79
1 WRVA-AF		WRVQ-FM	
2 WENZ-AM		WENZ-AM	
3 WRXL-FM		WRXL-FM	
4 WANT-AM		WLEE-AM	
5 WLEE-AM		WRNL-AM	

Adults 18-34
M-S, 6am-Midnight
POP(00): 1915

	AM '78	ON '78	AM '79
1 WRVA-AF		WRVQ-FM	
2 WRXL-FM		WRXL-FM	
3 WLEE-AM		WLEE-AM	
4 WGOE-AM		WENZ-AM	
5 WANT-AM		WRVA-AM	

	AM '78	ON '78	AM '79
1 WRVA-AF		WRVQ-FM	
2 WLEE-AM		WRVA-AM	
3 WRXL-FM		WLEE-AM	
4 WEZS-FM		WRXL-FM	
5 WRNL-AM		WENZ-AM	

	AM '78	ON '78	AM '79
1 WRVA-AF		WRVQ-FM	
2 WRXL-FM		WRXL-FM	
3 WLEE-AM		WLEE-AM	
4 WENZ-AM		WENZ-AM	
5 WANT-AM		WRVA-AM	

Adults 25-49
M-S, 6am-Midnight
POP(00): 2137

	AM '78	ON '78	AM '79
1 WRVA-AF		WRVA-AM	
2 WEZS-FM		WRVQ-FM	
3 WLEE-AM		WRXL-FM	
4 WXGI-AM		WLEE-AM	
5 WRXL-FM		WTVR-FM	

	AM '78	ON '78	AM '79
1 WRVA-AF		WRVA-AM	
2 WLEE-AM		WRVQ-FM	
3 WEZS-FM		WLEE-AM	
4 WXGI-AM		WRXL-FM	
5 WRXL-FM		WRNL-AM	

	AM '78	ON '78	AM '79
1 WRVA-AF		WRVA-AM	
2 WEZS-FM		WRVQ-FM	
3 WLEE-AM		WRXL-FM	
4 WRXL-FM		WLEE-AM	
5 WTVR-AF		WEZS-FM	

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 5160

	AM '78	ON '78	AM '79
1 WRVA-AF	2874	WRVA-AM	2118
2 WLEE-AM	1011	WRVQ-FM	1754
3 WEZS-FM	733	WLEE-AM	1324
4 WRXL-FM	724	WRNL-AM	827
5 WRNL-AM	682	WEZS-FM	809

	AM '78	ON '78	AM '79
1 WRVA-AF		WRVA-AM	
2 WLEE-AM		WRVQ-FM	
3 WRXL-FM		WLEE-AM	
4 WEZS-FM		WENZ-AM	
5 WRNL-AM		WRNL-AM	

	AM '78	ON '78	AM '79
1 WRVA-AF		WRVQ-FM	
2 WLEE-AM		WRVA-AM	
3 WRXL-FM		WLEE-AM	
4 WTVR-AF		WEZS-FM	
5 WEZS-FM		WRXL-FM	

Teens
M-S, 6am-Midnight
POP(00): 654

	AM '78	ON '78	AM '79
1 WRVA-AF		WRVQ-FM	
2 WLEE-AM		WLEE-AM	
3 WRNL-AM		WENZ-AM	
4 WANT-AM		WRNL-AM	
5 WRXL-FM		WRXL-FM	

	AM '78	ON '78	AM '79
1 WRVA-AF		WRVQ-FM	
2 WLEE-AM		WENZ-AM	
3 WANT-AM		WLEE-AM	
4 WRNL-AM		WRNL-AM	
5 WENZ-AM		WRXL-FM	

	AM '78	ON '78	AM '79
1 WRVA-AF		WRVQ-FM	
2 WRNL-AM		WENZ-AM	
3 WANT-AM		WLEE-AM	
4 WLEE-AM		WRXL-FM	
5 WENZ-AM		WRNL-AM	

Adults 18-34
M-S, 6am-Midnight
POP(00): 1915

	AM '78	ON '78	AM '79
1 WRVA-AF		WRVQ-FM	
2 WRXL-FM		WLEE-AM	
3 WLEE-AM		WRXL-FM	
4 WANT-AM		WRVA-AM	
5 WGOE-AM		WRNL-AM	

	AM '78	ON '78	AM '79
1 WRVA-AF		WRVQ-FM	
2 WLEE-AM		WLEE-AM	
3 WRXL-FM		WRVA-AM	
4 WGOE-AM		WRXL-FM	
5 WENZ-AM		WENZ-AM	

	AM '78	ON '78	AM '79
1 WRVA-AF		WRVQ-FM	
2 WRXL-FM		WLEE-AM	
3 WLEE-AM		WRXL-FM	
4 WENZ-AM		WENZ-AM	
5 WGOE-AM		WRVA-AM	

Adults 25-49
M-S, 6am-Midnight
POP(00): 2137

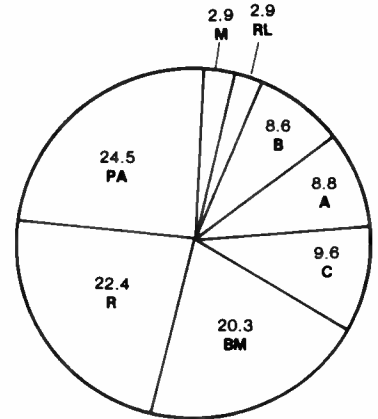
	AM '78	ON '78	AM '79
1 WRVA-AF		WRVA-AM	
2 WLEE-AM		WRVQ-FM	
3 WEZS-FM		WLEE-AM	
4 WRNL-AM		WEZS-FM	
5 WTVR-AF		WRXL-FM	

	AM '78	ON '78	AM '79
1 WRVA-AF		WRVA-AM	
2 WLEE-AM		WLEE-AM	
3 WEZS-FM		WRVQ-FM	
4 WRXL-FM		WRXL-FM	
5 WRNL-AM		WRNL-AM	

	AM '78	ON '78	AM '79
1 WRVA-AF		WRVQ-FM	
2 WLEE-AM		WRVA-AM	
3 WEZS-FM		WLEE-AM	
4 WRNL-AM		WEZS-FM	
5 WRXL-FM		WTVR-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.

Roanoke

METRO RANK **135**

Average Persons 12+ Share Trends Monday-Sunday, 6am-Midnight
POP(00): 1874

A/M '78		A/M '79	
1 WSLC-AM	20.1	WRUV-AM	21.5
2 WROV-AM	19.1	WSLQ-AM	14.1
3 WFIR-AM	14.2	WFIR-AM	13.0
4 WLRG-FM	12.5	WTOY-AM	11.9
5 WSLQ-FM	11.8	WLRG-FM	11.1
6 WVRV-FM	9.4	WSLQ-FM	10.7
7 WTOY-AM	8.7	WVRV-FM	10.7
8 WRIS-AM	1.4	WUEZ-AM	4.1
9 WKHA-AM	0.7	WRIS-AM	3.7
10 WUEZ-AM	0.7	WKHA-AM	1.1
11 WJLM-FM	0.3	WJLM-FM	0.7

Average Persons Trends/Rankings Total 12+ -S, 6am-Midnight
POP(00): 1874

A/M '78		A/M '79	
1 WSLC-AM	58	WRUV-AM	58
2 WROV-AM	55	WSLQ-AM	48
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	WRUV-AM
2 WFIR-AM	WFIR-AM
3 WROV-AM	WSLQ-AM
4 WLRG-FM	WLRG-FM
5 WTOY-AM	WVRV-FM

F, 3-7pm

1 WSLC-AM	WRUV-AM
2 WROV-AM	WTOY-AM
3 WLRG-FM	WSLQ-FM
4 WSLQ-FM	WVRV-FM
5 WFIR-AM	WFIR-AM

Persons -S, 6am-Midnight
POP(00): 224

A/M '78		A/M '79	
1 WROV-AM	WRUV-AM		
2 WSLQ-FM	WRUV-AM		
3 WFIR-AM	WTOY-AM		
4 WTOY-AM	WSLQ-FM		
5 WSLC-AM	WUEZ-AM		

M-F, 6-10am

1 WROV-AM	WRUV-AM
2 WSLQ-FM	WSLQ-FM
3 WFIR-AM	WFIR-AM
4 WTOY-AM	WTOY-AM
5 WSLC-AM	WLRG-FM

M-F, 3-7pm

1 WROV-AM	WRUV-AM
2 WSLQ-FM	WTOY-AM
3 WTOY-AM	WSLQ-FM
4 WFIR-AM	WFIR-AM
5 WSLC-AM	WUEZ-AM

Adults 18-34 -S, 6am-Midnight
POP(00): 631

A/M '78		A/M '79	
1 WROV-AM	WRUV-AM		
2 WSLQ-FM	WSLQ-FM		
3 WFIR-AM	WTOY-AM		
4 WSLC-AM	WSLQ-FM		
5 WLRG-FM	WFIR-AM		

M-F, 6-10am

1 WROV-AM	WRUV-AM
2 WSLQ-FM	WSLQ-FM
3 WFIR-AM	WSLQ-FM
4 WSLC-AM	WFIR-AM
5 WLRG-FM	WTOY-AM

M-F, 3-7pm

1 WROV-AM	WRUV-AM
2 WSLQ-FM	WRUV-AM
3 WFIR-AM	WTOY-AM
4 WSLC-AM	WSLQ-FM
5 WVRV-FM	WFIR-AM

Adults 25-49 -S, 6am-Midnight
POP(00): 736

A/M '78		A/M '79	
1 WSLC-AM	WRUV-AM		
2 WFIR-AM	WSLQ-AM		
3 WROV-AM	WVRV-FM		
4 WSLQ-FM	WFIR-AM		
5 WLRG-FM	WTOY-AM		

M-F, 6-10am

1 WFIR-AM	WRUV-AM
2 WSLC-AM	WSLQ-AM
3 WROV-AM	WFIR-AM
4 WLRG-FM	WSLQ-FM
5 WTOY-AM	WLRG-FM

M-F, 3-7pm

1 WSLC-AM	WRUV-AM
2 WROV-AM	WSLQ-AM
3 WLRG-FM	WFIR-AM
4 WSLQ-FM	WTOY-AM
5 WFIR-AM	WVRV-FM

Cume Persons Trends/Rankings Total 12+ -S, 6am-Midnight
POP(00): 1874

A/M '78		A/M '79	
1 WROV-AM	818	WRUV-AM	759
2 WFIR-AM	688	WFIR-AM	622
3 WSLC-AM	610	WSLQ-AM	608
4 WSLQ-FM	498	WSLQ-FM	451
5 WLRG-FM	385	WLRG-FM	371

M-F, 6-10am

1 WROV-AM	WRUV-AM
2 WSLC-AM	WFIR-AM
3 WFIR-AM	WSLQ-AM
4 WSLQ-FM	WSLQ-FM
5 WLRG-FM	WLRG-FM

M-F, 3-7pm

1 WROV-AM	WRUV-AM
2 WSLC-AM	WSLQ-AM
3 WFIR-AM	WFIR-AM
4 WSLQ-FM	WFIR-AM
5 WLRG-FM	WVRV-FM

Teens -S, 6am-Midnight
POP(00): 224

A/M '78		A/M '79	
1 WROV-AM	WRUV-AM		
2 WSLQ-FM	WRUV-AM		
3 WFIR-AM	WFIR-AM		
4 WSLC-AM	WSLQ-AM		
5 WTOY-AM	WTOY-AM		

M-F, 6-10am

1 WROV-AM	WRUV-AM
2 WSLQ-FM	WSLQ-FM
3 WFIR-AM	WFIR-AM
4 WTOY-AM	WTOY-AM
5 WSLC-AM	WLRG-FM

M-F, 3-7pm

1 WROV-AM	WRUV-AM
2 WSLQ-FM	WSLQ-FM
3 WFIR-AM	WTOY-AM
4 WSLC-AM	WFIR-AM
5 WTOY-AM	WUEZ-AM

Adults 18-34 -S, 6am-Midnight
POP(00): 631

A/M '78		A/M '79	
1 WROV-AM	WRUV-AM		
2 WSLQ-FM	WRUV-AM		
3 WFIR-AM	WFIR-AM		
4 WVRV-FM	WSLQ-AM		
5 WSLC-AM	WTOY-AM		

M-F, 6-10am

1 WROV-AM	WRUV-AM
2 WSLQ-FM	WSLQ-FM
3 WFIR-AM	WSLQ-AM
4 WSLC-AM	WFIR-AM
5 WVRV-FM	WTOY-AM

M-F, 3-7pm

1 WROV-AM	WRUV-AM
2 WSLQ-FM	WRUV-AM
3 WFIR-AM	WFIR-AM
4 WVRV-FM	WSLQ-FM
5 WSLC-AM	WTOY-AM

Adults 25-49 -S, 6am-Midnight
POP(00): 736

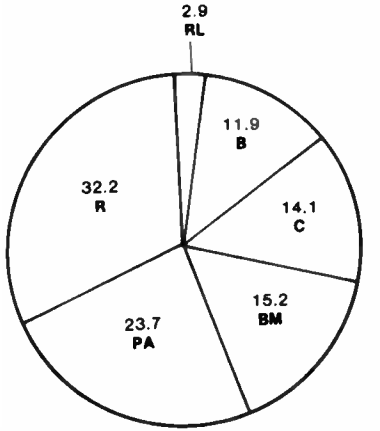
A/M '78		A/M '79	
1 WROV-AM	WRUV-AM		
2 WFIR-AM	WSLQ-AM		
3 WSLC-AM	WFIR-AM		
4 WLRG-FM	WSLQ-FM		
5 WVRV-FM	WLRG-FM		

M-F, 6-10am

1 WFIR-AM	WRUV-AM
2 WSLC-AM	WSLQ-AM
3 WROV-AM	WFIR-AM
4 WSLQ-FM	WSLQ-FM
5 WLRG-FM	WLRG-FM

M-F, 3-7pm

1 WSLC-AM	WRUV-AM
2 WFIR-AM	WFIR-AM
3 WROV-AM	WFIR-AM
4 WVRV-FM	WSLQ-FM
5 WSLQ-FM	WVRV-FM



Here's How To Subscribe To

Radio & Records

1930 Century Park West, Los Angeles, CA 90067
Tel: (213) 553-4330

Name _____

Street _____

City _____ State _____ ZIP _____

ONE YEAR — \$140

Overseas subscribers add \$100 per year.

Enclose payment with order.

International: U.S. funds please.

Rochester, NY

METRO RANK

36

A/M '79 Market Overview

"Superstars" AOR client **WMJQ** made the biggest move among leading stations. AOR property climbs over three shares, 12+, to now total in the mid-11 range. 12+ share good enough for third in the metro, but real story is that **WMJQ** is number one among 18-34 adults in virtually every daypart. **WMJQ** is also tops with men 18-34, close second in women 18-34. Its outside campaign used TV to promote the station.

Top two stations (12+) in market continue to be older-skewing **WEZO** (BM) and **WHAM** (P/A). **WEZO** ranks number one among adults 25-49 while **WHAM** takes the second spot in that demo. **WEZO** offered four luxury cars during a promotion for the sweep. Both stations made significant use of outdoor boards to advertise themselves.

Two significant shakeups during this book occurred at **WBBF** and **WVOR**. Top 40 station **WBBF** slipped by four share points, and P/A station **WVOR** gained slightly more than two shares. **WBBF** saw declines across the board — men, women, and teens. Most damaging was the loss of average and cume audience in the key 18-34 demo.

WVOR's gain came in the 18-34 adults demo, with cume and average audiences going up about 20% in this target group. **WVOR** advertised on TV and with billboards.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 8015

	A/M '78	O/N '78	A/M '79
1 WEZO-FM	18.7	WEZO-FM	15.5
2 WHAM-AM	15.6	WHAM-AM	12.5
3 WBBF-AM	10.3	WBBF-AM	11.8
4 WMJQ-FM	6.5	WMJQ-FM	8.4
5 WHFM-FM	5.6	WHFM-FM	6.3
6 WNYR-AM	5.4	WNYR-AM	5.8
7 WVOR-FM	4.8	WVOR-FM	5.6
8 WPKX-AM	4.5	WPKX-AM	5.1
9 WPKX-AM	3.4	WPKX-AM	3.9
10 WAXC-AM	2.7	WAXC-AM	3.4
11 WKFM-FM	1.8	WKFM-FM	2.8
12 WCMF-FM	1.8	WCMF-FM	2.3
13 WFCL-FM	1.8	WFCL-FM	1.8
14 WACK-AM	1.5	WACK-AM	1.3
15 WBEN-FM	1.4	WBEN-FM	0.9
16 WDKX-FM	1.3	WDKX-FM	0.8
17 WSAY-AM	1.2	WSAY-AM	0.8
18 WGVA-AM	1.0	WGVA-AM	0.8
19 WBEN-AM	0.8	WBEN-AM	0.7
20 WHTV-FM	0.7	WHTV-FM	0.6
21 WKBW-AM	0.6	WKBW-AM	0.4
22 WHEN-AM	0.6	WHAM-AM	0.4

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 8015

	A/M '78	O/N '78	A/M '79
1 WEZO-FM	233	WEZO-FM	192
2 WHAM-AM	194	WHAM-AM	155
3 WBBF-AM	128	WBBF-AM	146
4 WMJQ-FM	81	WMJQ-FM	104
5 WHFM-FM	70	WHFM-FM	78

M-F, 6-10am	WHAM-AM	WHAM-AM	WHAM-AM
1	WHAM-AM	WHAM-AM	WHAM-AM
2	WEZO-FM	WBBF-AM	WEZO-FM
3	WBBF-AM	WEZO-FM	WBBF-AM
4	WNYR-AM	WMJQ-FM	WVOR-FM
5	WMJQ-FM	WHFM-FM	WMJQ-FM

M-F, 3-7pm	WEZO-FM	WEZO-FM	WEZO-FM
1	WEZO-FM	WEZO-FM	WEZO-FM
2	WHAM-AM	WBBF-AM	WMJQ-FM
3	WBBF-AM	WHAM-AM	WHAM-AM
4	WMJQ-FM	WMJQ-FM	WVOR-FM
5	WHFM-FM	WVOR-FM	WBBF-AM

Teens	M-S, 6am-Midnight	POP(00): 1096
1	WBBF-AM	WBBF-AM
2	WHFM-FM	WHFM-FM
3	WAXC-AM	WDKX-FM
4	WBEN-FM	WMJQ-FM
5	WMJQ-FM	WVOR-FM

M-F, 6-10am	WBBF-AM	WBBF-AM	WBBF-AM
1	WBBF-AM	WBBF-AM	WBBF-AM
2	WHFM-FM	WHFM-FM	WMJQ-FM
3	WBBF-AM	WHAM-AM	WHFM-FM
4	WAXC-AM	WMJQ-FM	WHAM-AM
5	WMJQ-FM	WDKX-FM	WCMF-FM

M-F, 3-7pm	WBBF-AM	WBBF-AM	WMJQ-FM
1	WBBF-AM	WBBF-AM	WMJQ-FM
2	WHFM-FM	WHFM-FM	WHFM-FM
3	WAXC-AM	WDKX-FM	WBBF-AM
4	WBEN-FM	WMJQ-FM	WCMF-FM
5	WMJQ-FM	WHFM-FM	WBEN-FM

Adults 18-34	M-S, 6am-Midnight	POP(00): 2832
1	WMJQ-FM	WMJQ-FM
2	WVOR-FM	WBBF-AM
3	WBBF-AM	WVOR-FM
4	WHFM-FM	WDKX-FM
5	WEZO-FM	WEZO-FM

M-F, 6-10am	WBBF-AM	WBBF-AM	WMJQ-FM
1	WBBF-AM	WBBF-AM	WMJQ-FM
2	WMJQ-FM	WMJQ-FM	WVOR-FM
3	WVOR-FM	WVOR-FM	WBBF-AM
4	WHAM-AM	WHFM-FM	WHAM-AM
5	WEZO-FM	WEZO-FM	WCMF-FM

M-F, 3-7pm	WMJQ-FM	WMJQ-FM	WMJQ-FM
1	WMJQ-FM	WMJQ-FM	WMJQ-FM
2	WHFM-FM	WBBF-AM	WVOR-FM
3	WVOR-FM	WBBF-AM	WBBF-AM
4	WBBF-AM	WDKX-FM	WDKX-FM
5	WHAM-AM	WCMF-FM	WHAM-AM

Adults 25-49	M-S, 6am-Midnight	POP(00): 3119
1	WEZO-FM	WEZO-FM
2	WHAM-AM	WBBF-AM
3	WNYR-AM	WVOR-FM
4	WBBF-AM	WHAM-AM
5	WVOR-FM	WMJQ-FM

M-F, 6-10am	WHAM-AM	WBBF-AM	WHAM-AM
1	WHAM-AM	WBBF-AM	WHAM-AM
2	WEZO-FM	WHAM-AM	WEZO-FM
3	WBBF-AM	WEZO-FM	WBBF-AM
4	WNYR-AM	WVOR-FM	WVOR-FM
5	WVOR-FM	WMJQ-FM	WMJQ-FM

M-F, 3-7pm	WEZO-FM	WEZO-FM	WEZO-FM
1	WEZO-FM	WEZO-FM	WEZO-FM
2	WHAM-AM	WBBF-AM	WHAM-AM
3	WBBF-AM	WVOR-FM	WMJQ-FM
4	WVOR-FM	WHAM-AM	WVOR-FM
5	WHFM-FM	WMJQ-FM	WNYR-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 8015

	A/M '78	O/N '78	A/M '79
1 WHAM-AM	3041	WBBF-AM	2778
2 WBBF-AM	2642	WHAM-AM	2650
3 WEZO-FM	2526	WEZO-FM	2295
4 WHFM-FM	1298	WHFM-FM	1423
5 WAXC-AM	1127	WMJQ-FM	1343

M-F, 6-10am	WHAM-AM	WHAM-AM	WHAM-AM
1	WHAM-AM	WHAM-AM	WHAM-AM
2	WBBF-AM	WBBF-AM	WEZO-FM
3	WEZO-FM	WEZO-FM	WBBF-AM
4	WNYR-AM	WHFM-FM	WMJQ-FM
5	WAXC-AM	WMJQ-FM	WVOR-FM

M-F, 3-7pm	WHAM-AM	WBBF-AM	WHAM-AM
1	WHAM-AM	WBBF-AM	WHAM-AM
2	WEZO-FM	WHAM-AM	WEZO-FM
3	WBBF-AM	WEZO-FM	WMJQ-FM
4	WHFM-FM	WMJQ-FM	WBBF-AM
5	WAXC-AM	WHFM-FM	WHFM-FM

Teens	M-S, 6am-Midnight	POP(00): 1096
1	WBBF-AM	WBBF-AM
2	WHFM-FM	WHFM-FM
3	WAXC-AM	WMJQ-FM
4	WHAM-AM	WDKX-FM
5	WMJQ-FM	WHAM-AM

M-F, 6-10am	WBBF-AM	WBBF-AM	WBBF-AM
1	WBBF-AM	WBBF-AM	WBBF-AM
2	WHFM-FM	WHFM-FM	WMJQ-FM
3	WAXC-AM	WHAM-AM	WHFM-FM
4	WBEN-FM	WMJQ-FM	WHAM-AM
5	WMJQ-FM	WDKX-FM	WCMF-FM

M-F, 3-7pm	WBBF-AM	WBBF-AM	WMJQ-FM
1	WBBF-AM	WBBF-AM	WMJQ-FM
2	WHFM-FM	WHFM-FM	WHFM-FM
3	WAXC-AM	WMJQ-FM	WBBF-AM
4	WMJQ-FM	WDKX-FM	WCMF-FM
5	WVOR-FM	WVOR-FM	WKBW-AM

Adults 18-34	M-S, 6am-Midnight	POP(00): 2832
1	WBBF-AM	WBBF-AM
2	WHAM-AM	WMJQ-FM
3	WEZO-FM	WHFM-FM
4	WHFM-FM	WVOR-FM
5	WAXC-AM	WEZO-FM

M-F, 6-10am	WBBF-AM	WBBF-AM	WBBF-AM
1	WBBF-AM	WBBF-AM	WBBF-AM
2	WHAM-AM	WMJQ-FM	WMJQ-FM
3	WAXC-AM	WVOR-FM	WVOR-FM
4	WVOR-FM	WHAM-AM	WHAM-AM
5	WEZO-FM	WHFM-FM	WCMF-FM

M-F, 3-7pm	WBBF-AM	WBBF-AM	WMJQ-FM
1	WBBF-AM	WBBF-AM	WMJQ-FM
2	WHFM-FM	WHFM-FM	WHFM-FM
3	WHAM-AM	WVOR-FM	WBBF-AM
4	WEZO-FM	WCMF-FM	WHFM-FM
5	WAXC-AM	WHAM-AM	WHAM-AM

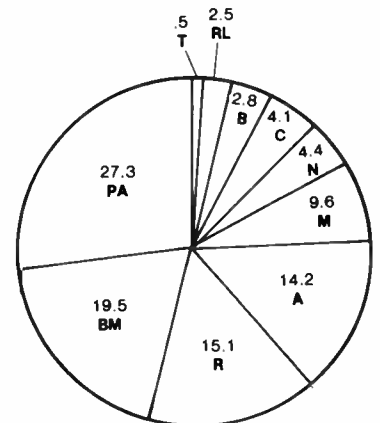
Adults 25-49	M-S, 6am-Midnight	POP(00): 3119
1	WHAM-AM	WBBF-AM
2	WEZO-FM	WEZO-FM
3	WBBF-AM	WHAM-AM
4	WNYR-AM	WVOR-FM
5	WHFM-FM	WHAM-AM

M-F, 6-10am	WHAM-AM	WBBF-AM	WHAM-AM
1	WHAM-AM	WBBF-AM	WHAM-AM
2	WBBF-AM	WHAM-AM	WEZO-FM
3	WEZO-FM	WEZO-FM	WBBF-AM
4	WNYR-AM	WVOR-FM	WVOR-FM
5	WAXC-AM	WWWG-AM	WCMF-FM

M-F, 3-7pm	WEZO-FM	WBBF-AM	WHAM-AM
1	WEZO-FM	WBBF-AM	WHAM-AM
2	WHAM-AM	WEZO-FM	WEZO-FM
3	WBBF-AM	WHAM-AM	WVOR-FM
4	WNYR-AM	WVOR-FM	WBBF-AM
5	WHFM-FM	WWWG-AM	WMJQ-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.

Rockford

METRO RANK

127

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 2184

	A/M '77	A/M '78	A/M '79
1 WRDK-AM	24.1	WRDK-AM	22.0
2 WYFE-FM	11.2	WRWC-FM	9.0
3 WGN -AM	9.4	WRRR-AM	7.7
4 WZOK-FM	8.7	WKNK-AM	6.7
5 WMAQ-AM	8.0	WZOK-FM	6.0
6 WLS -AM	5.9	WYFL-FM	5.0
7 WRRR-AM	5.9	WYBR-FM	4.7
8 WKNK-AM	4.5	WQFL-FM	2.7
9 WRWC-FM	4.2	WLUV-FM	1.7
10 WYBR-FM	3.8	WJVL-FM	1.0
11 WBBM-AM	3.1		
12 WQFL-FM	1.4		
13 WCFL-AM	1.4		

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2184

	A/M '77	A/M '78	A/M '79
1 WRDK-AM	1182	WRDK-AM	1329
2 WLS -AM	554	WRWC-FM	369
3 WMAQ-AM	517	WZOK-FM	353
4 WGN -AM	473	WYFE-FM	316
5 WZOK-FM	363	WKNK-AM	248

M-F, 8-10am

1 WRDK-AM	WRDK-AM	WRDK-AM
2 WMAQ-AM	WRWC-FM	WZOK-FM
3 WGN -AM	WZOK-FM	WRWC-FM
4 WLS -AM	WYFE-FM	WYFE-FM
5 WYFE-FM	WRRR-AM	WYBR-FM

M-F, 3-7pm

1 WRDK-AM	WRDK-AM	WRDK-AM
2 WMAQ-AM	WYFE-FM	WZOK-FM
3 WLS -AM	WZOK-FM	WRWC-FM
4 WYFE-FM	WRWC-FM	WYFE-FM
5 WGN -AM	WKNK-AM	WYBR-FM

Total 12+

M-S, 6am-Midnight

POP(00): 314

	A/M '77	A/M '78	A/M '79
1 WRDK-AM	69	WRDK-AM	79
2 WYFE-FM	32	WRWC-FM	43
3 WGN -AM	27	WRRR-AM	23
4 WZOK-FM	25	WKNK-AM	26
5 WMAQ-AM	23	WZOK-FM	22

M-F, 8-10am

1 WRDK-AM	WRDK-AM	WRDK-AM
2 WGN -AM	WRRR-AM	WZOK-FM
3 WMAQ-AM	WRWC-FM	WRWC-FM
4 WZOK-FM	WKNK-AM	WYFE-FM
5 WYFE-FM	WZOK-FM	WRRR-AM

M-F, 3-7pm

1 WRDK-AM	WRDK-AM	WRDK-AM
2 WLS -AM	WRWC-FM	WZOK-FM
3 WYFE-FM	WZOK-FM	WRWC-FM
4 WMAQ-AM	WKNK-AM	WYBR-FM
5 WZOK-FM	WRWC-FM	WBEL-AM

Total 12+

M-S, 6am-Midnight

POP(00): 802

	A/M '77	A/M '78	A/M '79
1 WRDK-AM	802	WRDK-AM	802
2 WLS -AM	802	WYFE-FM	802
3 WYFE-FM	802	WZOK-FM	802
4 WMAQ-AM	802	WYBR-FM	802
5 WYBR-FM	802	WKNK-AM	802

M-F, 8-10am

1 WRDK-AM	WRDK-AM	WRDK-AM
2 WYFE-FM	WYFE-FM	WZOK-FM
3 WLS -AM	WZOK-FM	WYFE-FM
4 WMAQ-AM	WYBR-FM	WYBR-FM
5 WYBR-FM	WKNK-AM	WKNK-AM

M-F, 3-7pm

1 WRDK-AM	WRDK-AM	WRDK-AM
2 WYFE-FM	WYFE-FM	WZOK-FM
3 WLS -AM	WZOK-FM	WYFE-FM
4 WMAQ-AM	WKNK-AM	WYBR-FM
5 WGN -AM	WYBR-FM	WKNK-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 895

	A/M '77	A/M '78	A/M '79
1 WRDK-AM	895	WRDK-AM	895
2 WMAQ-AM	895	WRWC-FM	895
3 WZOK-FM	895	WYBR-FM	895
4 WLS -AM	895	WZOK-FM	895
5 WGN -AM	895	WKNK-AM	895

M-F, 8-10am

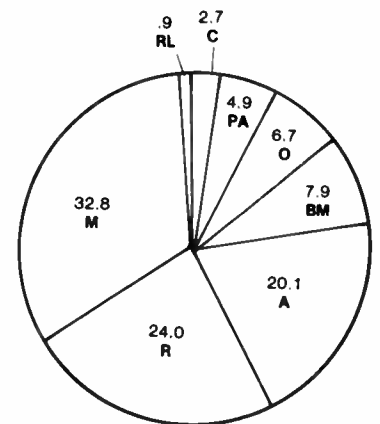
1 WRDK-AM	WRDK-AM	WRDK-AM
2 WMAQ-AM	WKNK-AM	WRWC-FM
3 WZOK-FM	WRWC-FM	WZOK-FM
4 WGN -AM	WYBR-FM	WKNK-AM
5 WBBM-AM	WZOK-FM	WYBR-FM

M-F, 3-7pm

1 WRDK-AM	WRDK-AM	WRDK-AM
2 WMAQ-AM	WRWC-FM	WZOK-FM
3 WGN -AM	WZOK-FM	WRWC-FM
4 WZOK-FM	WYBR-FM	WYFE-FM
5 WLS -AM	WKNK-AM	WKNK-AM

Format Penetration Chart

Based On 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.

Adults 18-34

M-S, 6am-Midnight

POP(00): 802

	A/M '77	A/M '78	A/M '79
1 WYFE-FM	802	WRDK-AM	WZOK-FM
2 WRDK-AM	802	WYBR-FM	WRDK-AM
3 WMAQ-AM	802	WYFE-FM	WYFE-FM
4 WLS -AM	802	WZOK-FM	WYBR-FM
5 WYBR-FM	802	WKNK-AM	WRRR-AM

M-F, 8-10am

1 WRDK-AM	WRDK-AM	WRDK-AM
2 WYFE-FM	WYBR-FM	WZOK-FM
3 WMAQ-AM	WZOK-FM	WYFE-FM
4 WLS -AM	WKNK-AM	WYBR-FM
5 WYBR-FM	WYFE-FM	WKNK-AM

M-F, 3-7pm

1 WYFE-FM	WRDK-AM	WZOK-FM
2 WRDK-AM	WYFE-FM	WRDK-AM
3 WLS -AM	WYBR-FM	WYFE-FM
4 WMAQ-AM	WZOK-FM	WYBR-FM
5 WYBR-FM	WRWC-FM	WKNK-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 895

	A/M '77	A/M '78	A/M '79
1 WRDK-AM	895	WRDK-AM	WRDK-AM
2 WZOK-FM	895	WKNK-AM	WZOK-FM
3 WMAQ-AM	895	WRWC-FM	WRWC-FM
4 WGN -AM	895	WYBR-FM	WYFE-FM
5 WYBR-FM	895	WZOK-FM	WKNK-AM

M-F, 8-10am

1 WRDK-AM	WRDK-AM	WRDK-AM
2 WMAQ-AM	WKNK-AM	WRWC-FM
3 WGN -AM	WYBR-FM	WZOK-FM
4 WZOK-FM	WRWC-FM	WYBR-FM
5 WYBR-FM	WZOK-FM	WYFE-FM

M-F, 3-7pm

1 WRDK-AM	WRDK-AM	WRDK-AM
2 WZOK-FM	WRWC-FM	WZOK-FM
3 WMAQ-AM	WKNK-AM	WRWC-FM
4 WGN -AM	WZOK-FM	WYFE-FM
5 WLS -AM	WYFE-FM	WKNK-AM

Sacramento

METRO RANK

38

A/M '79 Market Overview

The Beautiful Music on KEWT is still the most preferred sound in the Sacramento area, but the station has seen its numbers drop for the second consecutive week. KEWT has now slipped to the number three slot in terms of listening by adults 25-49 — in the O/N'78 report KEWT was #1 in this key demo cell. Schulke format does not usually allow for on-air contests, but KEWT did run some outside advertising. TV and outdoor boards were the basis for the ad campaign.

Number two overall (12+) and the real success story in this book is AOR station KZAP. KZAP jumps six shares in terms of 12+ appeal, becomes new #1 among 18-34 adults by doubling O/N'78 share among that group. The key to the great book this time was the successful application of the "Superstars" format. Midday saw biggest improvement in shares. KZAP attained high visibility in the market with a blitz of TV spots.

Third in the 12+ share derby is the Country-formatted station, KRAK. KRAK lost a share point this sweep, due to decline in adult 25-49 numbers. Average and cume numbers dropped noticeably, so the station, which used to rank second in 25-49, now stands fifth. Midday was the hardest hit daypart in terms of share loss for KRAK.

Beautiful Music KCTC had an up book, and emerges as number one station for adults 25-49. TV and billboard campaign were used to promote station to the metro 25+ audience. Midday, PM drive, evening dayparts all saw KCTC score significant share gains.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 7821

A/M '78	O/N '78	A/M '79
1 KEWT-FM 14.9	KEWT-FM 10.5	KEWT-FM (BB) 9.5
2 KGMS-AF 11.3	KGMS-AF 9.2	KZAP-FM (A) 8.5
3 KXDA-AF 8.5	KXDA-AF 8.9	KRAK-AF (C) 6.8
4 KGNR-AM 8.5	KROY-AM 8.0	KGNR-AM (PA) 6.7
5 KROY-AM 7.5	KRAK-AM 7.6	KCTC-FM (BB) 6.6
6 KRAK-AM 6.2	KGNR-AM 6.8	KXDA-FM (A) 6.2
7 KRDI-FM 5.7	KFBK-AM 6.1	KROY-AM (D) 6.1
8 KCTC-FM 5.2	KROI-FM 5.3	KROY-FM (PA) 5.1
9 KFBK-AM 4.7	KCTC-FM 4.9	KFBK-AM (D) 5.1
10 KZAP-FM 3.4	KHYL-FM 3.1	KGMS-AM (PA) 4.5
11 KAER-FM 2.3	KZAP-FM 2.6	KHYL-FM (C) 4.4
12 KPOP-FM 2.2	KWOD-FM 2.5	KWOD-FM (PA) 3.8
13 KWOD-FM 1.8	KPIP-FM 2.3	KAER-FM (C) 1.7
14 KEBR-FM 1.3	KPOP-AM 2.1	NPOP-AM (D) 1.7
15 KHYL-FM 0.6	KEBR-FM 2.0	KXDA-AM (A) 1.6
16 KPIP-FM 0.6	KAER-FM 1.4	KAHI-AM (PA) 1.3
17	KAHI-AM 1.1	KPIP-FM (D) 0.9
18		KFIA-AM (A) 0.8
19		KEBR-FM (A) 0.7
20		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 7821

A/M '78	O/N '78	A/M '79
1 KEWT-FM 172	KEWT-FM 116	KEWT-FM 113
2 KGMS-AF 131	KGMS-AF 101	KZAP-FM 101
3 KXDA-AF 98	KXDA-AF 98	KRAK-AM 81
4 KGNR-AM 98	KROY-AM 98	KGNR-AM 80
5 KROY-AM 87	KRAK-AM 84	KCTC-FM 79

M-F, 6-10am

1 KGNR-AM	KGNR-AM	KGNR-AM
2 KEWT-FM	KFBK-AM	KFBK-AM
3 KGMS-AF	KROY-AM	KRAK-AM
4 KXDA-AF	KEWT-FM	KEWT-FM
5 KROY-AM	KRAK-AM	KROY-AM

M-F, 3-7pm

1 KEWT-FM	KEWT-FM	KEWT-FM
2 KGMS-AF	KROY-AM	KCTC-FM
3 KGNR-AM	KRAK-AM	KZAP-FM
4 KXDA-AF	KGMS-AF	KGNR-AM
5 KROY-AM	KXDA-AF	KXDA-FM

Teens
M-S, 6am-Midnight
POP(00): 1111

A/M '78	O/N '78	A/M '79
1 KROY-AM	KROY-AM	KROY-AM
2 KRDI-FM	KROI-FM	KROY-FM
3 KGMS-AF	KPOP-AM	KZAP-FM
4 KXDA-AF	KPIP-FM	KXDA-FM
5 KRAK-AM	KXDA-AF	KPOP-AM

M-F, 6-10am

1 KROY-AM	KROY-AM	KROY-AM
2 KRDI-FM	KROI-FM	KZAP-FM
3 KXDA-AF	KXDA-AF	KROY-FM
4 KGMS-AF	KWOD-FM	KWOD-FM
5 KGNR-AM	KPIP-FM	KFBK-AM

M-F, 3-7pm

1 KROY-AM	KROI-FM	KROY-AM
2 KRDI-FM	KROY-AM	KZAP-FM
3 KGMS-AF	KPIP-FM	KROY-FM
4 KXDA-AF	KGMS-AF	KXDA-FM
5 KGNR-AM	KXDA-AF	KPOP-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2813

A/M '78	O/N '78	A/M '79
1 KXDA-AF	KXDA-AF	KZAP-FM
2 KROY-AM	KGMS-AF	KXDA-FM
3 KGMS-AF	KROY-AM	KHYL-FM
4 KRDI-FM	KRAK-AM	KWOD-FM
5 KZAP-FM	KZAP-FM	KROY-AM

M-F, 6-10am

1 KXDA-AF	KXDA-AF	KXDA-FM
2 KROY-AM	KRAK-AM	KZAP-FM
3 KGNR-AM	KROY-AM	KHYL-FM
4 KGMS-AF	KGMS-AF	KWOD-FM
5 KRDI-FM	KFBK-AM	KGNR-AM

M-F, 3-7pm

1 KXDA-AF	KXDA-AF	KZAP-FM
2 KGMS-AF	KROY-AM	KHYL-FM
3 KZAP-FM	KZAP-FM	KXDA-FM
4 KRDI-FM	KGMS-AF	KROY-FM
5 KROY-AM	KRAK-AM	KWOD-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 3208

A/M '78	O/N '78	A/M '79
1 KEWT-FM	KEWT-FM	KCTC-FM
2 KGNR-AM	KRAK-AM	KGNR-AM
3 KGMS-AF	KXDA-AF	KEWT-FM
4 KRAK-AM	KGNR-AM	KXDA-FM
5 KCTC-FM	KCTC-FM	KRAK-AM

M-F, 6-10am

1 KGNR-AM	KGNR-AM	KGNR-AM
2 KEWT-FM	KRAK-AM	KRAK-AM
3 KGMS-AF	KEWT-FM	KXDA-FM
4 KRAK-AM	KXDA-AF	KCTC-FM
5 KFBK-AM	KROY-AM	KFBK-AM

M-F, 3-7pm

1 KEWT-FM	KRAK-AM	KCTC-FM
2 KGNR-AM	KEWT-FM	KGNR-AM
3 KGMS-AF	KXDA-AF	KXDA-FM
4 KCTC-FM	KROY-AM	KEWT-FM
5 KXDA-AF	KCTC-FM	KRAK-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 7821

A/M '78	O/N '78	A/M '79
1 KROY-AM 1924	KROY-AM 1695	KROY-AM 1694
2 KGMS-AF 1772	KGNR-AM 1470	KEWT-FM 1487
3 KXDA-AF 1696	KGMS-AF 1452	KGNR-AM 1432
4 KGNR-AM 1685	KXDA-AF 1417	KROY-FM 1295
5 KEWT-FM 1570	KEWT-FM 1382	KXDA-FM 1277

M-F, 6-10am

1 KGNR-AM	KROY-AM	KROY-AM
2 KROY-AM	KGNR-AM	KGNR-AM
3 KGMS-AF	KFBK-AM	KFBK-AM
4 KEWT-FM	KGMS-AF	KZAP-FM
5 KXDA-AF	KRAK-AM	KEWT-FM

M-F, 3-7pm

1 KROY-AM	KROY-AM	KROY-AM
2 KXDA-AF	KRAK-AM	KEWT-FM
3 KGMS-AF	KGMS-AF	KGNR-AM
4 KGNR-AM	KXDA-AF	KZAP-FM
5 KEWT-FM	KGNR-AM	KROY-FM

Teens
M-S, 6am-Midnight
POP(00): 1111

A/M '78	O/N '78	A/M '79
1 KROY-AM	KROY-AM	KROY-AM
2 KRDI-FM	KROI-FM	KROY-FM
3 KXDA-AF	KXDA-AF	KZAP-FM
4 KGMS-AF	KWOD-FM	KXDA-FM
5 KRAK-AM	KGMS-AF	KWOD-FM

M-F, 6-10am

1 KROY-AM	KROY-AM	KROY-AM
2 KRDI-FM	KROI-FM	KROY-FM
3 KXDA-AF	KWOD-FM	KZAP-FM
4 KGMS-AF	KXDA-AF	KWOD-FM
5 KGNR-AM	KGMS-AF	KGNR-AM

M-F, 3-7pm

1 KROY-AM	KROY-AM	KROY-FM
2 KRDI-FM	KROI-FM	KROY-AM
3 KXDA-AF	KPIP-FM	KZAP-FM
4 KGMS-AF	KXDA-AF	KWOD-FM
5 KGNR-AM	KWOD-FM	KPOP-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 2813

A/M '78	O/N '78	A/M '79
1 KXDA-AF	KXDA-AF	KZAP-FM
2 KROY-AM	KROY-AM	KROY-AM
3 KGMS-AF	KGMS-AF	KXDA-FM
4 KZAP-FM	KRAK-AM	KROY-FM
5 KRDI-FM	KZAP-FM	KHYL-FM

M-F, 6-10am

1 KXDA-AF	KXDA-AF	KZAP-FM
2 KROY-AM	KROY-AM	KXDA-FM
3 KGMS-AF	KRAK-AM	KROY-AM
4 KRDI-FM	KGMS-AF	KROY-FM
5 KGNR-AM	KGNR-AM	KGNR-AM

M-F, 3-7pm

1 KXDA-AF	KXDA-AF	KZAP-FM
2 KROY-AM	KROY-AM	KROY-AM
3 KGMS-AF	KRAK-AM	KXDA-FM
4 KZAP-FM	KZAP-FM	KROY-FM
5 KRDI-FM	KGMS-AF	KHYL-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 3208

A/M '78	O/N '78	A/M '79
1 KGNR-AM	KGNR-AM	KGNR-AM
2 KEWT-FM	KRAK-AM	KEWT-FM
3 KROY-AM	KEWT-FM	KXDA-FM
4 KGMS-AF	KXDA-AF	KROY-AM
5 KRAK-AM	KROY-AM	KRAK-AM

M-F, 6-10am

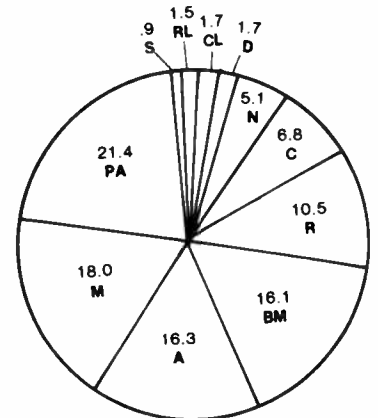
1 KGNR-AM	KGNR-AM	KGNR-AM
2 KEWT-FM	KRAK-AM	KRAK-AM
3 KRAK-AM	KEWT-FM	KXDA-FM
4 KROY-AM	KROY-AM	KEWT-FM
5 KGMS-AF	KXDA-AF	KROY-AM

M-F, 3-7pm

1 KEWT-FM	KRAK-AM	KGNR-AM
2 KGNR-AM	KGNR-AM	KEWT-FM
3 KGMS-AF	KEWT-FM	KROY-AM
4 KRAK-AM	KROY-AM	KXDA-FM
5 KROY-AM	KCTC-FM	KCTC-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.

Saginaw

METRO RANK

139

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1804

AM '77	AM '78	AM '79			
1 WSGW-AM	15.7	WSGW-AM	20.9	WGER-FM	16.8
2 WSAM-AM	14.3	WGER-FM	18.7	WSGW-AM	14.4
3 WKNX-AM	12.9	WHNN-FM	9.3	WHNN-FM	11.7
4 WHNN-FM	12.2	WSAM-AM	8.6	WKCO-FM	10.7
5 WGER-FM	9.1	WKCO-FM	7.8	WWS-FM	10.3
6 WKCO-FM	7.3	WJR -AM	6.0	WSAM-AM	7.9
7 WIOG-FM	4.2	WKNX-AM	4.5	WKNX-AM	7.2
8 WXDX-AM	4.2	WIOG-FM	4.5	WJR -AM	3.8
9 WJR -AM	3.8	WXDX-AM	3.4	WIOG-FM	2.4
10 WTAC-AM	2.4	WTAC-AM	2.6	WXDX-AM	1.0
11 WTAC-AM	2.1	WKCO-FM	1.5	WTAC-AM	1.0
12 WWS-FM	2.1	WWS-FM	1.1	WFMK-FM	1.0
13 WBCM-AM	0.7	WFMK-FM	0.7	WDFD-AM	0.7
14 CKLW-AM	0.7	WDFD-AM	0.7	WCKC-FM	0.3
15 WGHZ-FM	0.7	WTRX-AM	0.4	WRDD-AM	0.3
16 WDFD-AM	0.3	WCKC-FM	0.4		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1804

AM '77	AM '78	AM '79			
1 WSGW-AM	45	WSGW-AM	56	WGER-FM	49
2 WSAM-AM	41	WGER-FM	50	WSGW-AM	42
3 WKNX-AM	37	WHNN-FM	25	WHNN-FM	34
4 WHNN-FM	35	WSAM-AM	23	WKCO-FM	31
5 WGER-FM	26	WKCO-FM	21	WWS-FM	30

F, 6-10am

AM '77	AM '78	AM '79
1 WSGW-AM	WSGW-AM	WSGW-AM
2 WSAM-AM	WGER-FM	WGER-FM
3 WKNX-AM	WSAM-AM	WSAM-AM
4 WGER-FM	WHNN-FM	WKCO-FM
5 WKCO-FM	WHNN-FM	WHNN-FM

F, 3-7pm

AM '77	AM '78	AM '79
1 WSAM-AM	WGER-FM	WGER-FM
2 WSGW-AM	WSGW-AM	WWS-FM
3 WHNN-FM	WSAM-AM	WHNN-FM
4 WKNX-AM	WKCO-FM	WSGW-AM
5 WGER-FM	WHNN-FM	WKCO-FM

NEWS
M-S, 6am-Midnight
POP(00): 279

AM '77	AM '78	AM '79
1 WHNN-FM	WHNN-FM	WWS-FM
2 WSAM-AM	WSAM-AM	WHNN-FM
3 WKNX-AM	WIOG-FM	WSAM-AM
4 WKCO-FM	WKNX-AM	WKCO-FM
5 WCKC-FM	WTAC-AM	WKNX-AM

F, 6-10am

AM '77	AM '78	AM '79
1 WSAM-AM	WHNN-FM	WWS-FM
2 WHNN-FM	WSAM-AM	WSAM-AM
3 WKNX-AM	WIOG-FM	WHNN-FM
4 WTAC-AM	WKNX-AM	WSGW-AM
5 WSGW-AM	WSGW-AM	WGER-FM

F, 3-7pm

AM '77	AM '78	AM '79
1 WHNN-FM	WHNN-FM	WWS-FM
2 WSAM-AM	WSAM-AM	WHNN-FM
3 WKNX-AM	WKNX-AM	WSAM-AM
4 WCKC-FM	WWS-FM	WKNX-AM
5 WTAC-AM	WGER-FM	WKCO-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 657

AM '77	AM '78	AM '79
1 WSAM-AM	WSAM-AM	WHNN-FM
2 WHNN-FM	WHNN-FM	WWS-FM
3 WKNX-AM	WGER-FM	WKNX-AM
4 WSGW-AM	WIOG-FM	WSAM-AM
5 WKCO-FM	WSGW-AM	WGER-FM

F, 6-10am

AM '77	AM '78	AM '79
1 WSAM-AM	WSAM-AM	WSAM-AM
2 WKNX-AM	WHNN-FM	WHNN-FM
3 WHNN-FM	WSGW-AM	WGER-FM
4 WSGW-AM	WGER-FM	WWS-FM
5 WKCO-FM	WKNX-AM	WKNX-AM

F, 3-7pm

AM '77	AM '78	AM '79
1 WSAM-AM	WSAM-AM	WHNN-FM
2 WHNN-FM	WSGW-AM	WWS-FM
3 WKNX-AM	WIOG-FM	WGER-FM
4 WKCO-FM	WGER-FM	WSAM-AM
5 WSGW-AM	WKCO-FM	WKNX-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 735

AM '77	AM '78	AM '79
1 WSGW-AM	WGER-FM	WSGW-AM
2 WKNX-AM	WSGW-AM	WGER-FM
3 WSAM-AM	WKCO-FM	WHNN-FM
4 WGER-FM	WSAM-AM	WKCO-FM
5 WKCO-FM	WJR -AM	WWS-FM

F, 6-10am

AM '77	AM '78	AM '79
1 WSGW-AM	WSGW-AM	WSGW-AM
2 WSAM-AM	WSAM-AM	WGER-FM
3 WKNX-AM	WGER-FM	WHNN-FM
4 WKCO-FM	WKCO-FM	WKCO-FM
5 WGER-FM	WXDX-AM	WSAM-AM

F, 3-7pm

AM '77	AM '78	AM '79
1 WSAM-AM	WGER-FM	WGER-FM
2 WSGW-AM	WSGW-AM	WKCO-FM
3 WKCO-FM	WKCO-FM	WWS-FM
4 WGER-FM	WSAM-AM	WSGW-AM
5 WKNX-AM	WJR -AM	WHNN-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1804

AM '77	AM '78	AM '79			
1 WSAM-AM	696	WSGW-AM	668	WSGW-AM	527
2 WSGW-AM	587	WSAM-AM	602	WSAM-AM	498
3 WKNX-AM	540	WGER-FM	488	WGER-FM	493
4 WHNN-FM	546	WHNN-FM	479	WHNN-FM	425
5 WKCO-FM	334	WKNX-AM	347	WKCO-FM	375

M-F, 6-10am

AM '77	AM '78	AM '79
1 WSGW-AM	WSGW-AM	WSGW-AM
2 WSAM-AM	WSAM-AM	WSAM-AM
3 WKNX-AM	WGER-FM	WGER-FM
4 WHNN-FM	WHNN-FM	WHNN-FM
5 WGER-FM	WKNX-AM	WKCO-FM

M-F, 3-7pm

AM '77	AM '78	AM '79
1 WSAM-AM	WSGW-AM	WGER-FM
2 WHNN-FM	WSAM-AM	WSAM-AM
3 WSGW-AM	WGER-FM	WHNN-FM
4 WKNX-AM	WHNN-FM	WSGW-AM
5 WGER-FM	WKCO-FM	WKNX-AM

Teens
M-S, 6am-Midnight
POP(00): 279

AM '77	AM '78	AM '79
1 WHNN-FM	WHNN-FM	WSAM-AM
2 WSAM-AM	WSAM-AM	WHNN-FM
3 WKNX-AM	WKNX-AM	WKNX-AM
4 WTAC-AM	WTAC-AM	WWS-FM
5 WKCO-FM	WIOG-FM	WTAC-AM

M-F, 6-10am

AM '77	AM '78	AM '79
1 WSAM-AM	WHNN-FM	WSAM-AM
2 WHNN-FM	WSAM-AM	WHNN-FM
3 WKNX-AM	WKNX-AM	WWS-FM
4 WTAC-AM	WIOG-FM	WKNX-AM
5 WSGW-AM	WSGW-AM	WSGW-AM

M-F, 3-7pm

AM '77	AM '78	AM '79
1 WHNN-FM	WHNN-FM	WHNN-FM
2 WSAM-AM	WSAM-AM	WSAM-AM
3 WKNX-AM	WKNX-AM	WWS-FM
4 WTAC-AM	WTAC-AM	WKNX-AM
5 WCKC-FM	WIOG-FM	WTAC-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 657

AM '77	AM '78	AM '79
1 WSAM-AM	WSAM-AM	WSAM-AM
2 WHNN-FM	WHNN-FM	WHNN-FM
3 WKNX-AM	WIOG-FM	WKNX-AM
4 WTAC-AM	WSGW-AM	WKCO-FM
5 WSGW-AM	WKNX-AM	WIOG-FM

M-F, 6-10am

AM '77	AM '78	AM '79
1 WSAM-AM	WSAM-AM	WSAM-AM
2 WKNX-AM	WHNN-FM	WHNN-FM
3 WHNN-FM	WSGW-AM	WKNX-AM
4 WSGW-AM	WIOG-FM	WKCO-FM
5 WTAC-AM	WGER-FM	WGER-FM

M-F, 3-7pm

AM '77	AM '78	AM '79
1 WSAM-AM	WSAM-AM	WSAM-AM
2 WHNN-FM	WHNN-FM	WHNN-FM
3 WKNX-AM	WIOG-FM	WKNX-AM
4 WTAC-AM	WSGW-AM	WKCO-FM
5 WSGW-AM	WGER-FM	WGER-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 735

AM '77	AM '78	AM '79
1 WSAM-AM	WSGW-AM	WSGW-AM
2 WSGW-AM	WGER-FM	WGER-FM
3 WKNX-AM	WSAM-AM	WSAM-AM
4 WKCO-FM	WKCO-FM	WHNN-FM
5 WGER-FM	WJR -AM	WKCO-FM

M-F, 6-10am

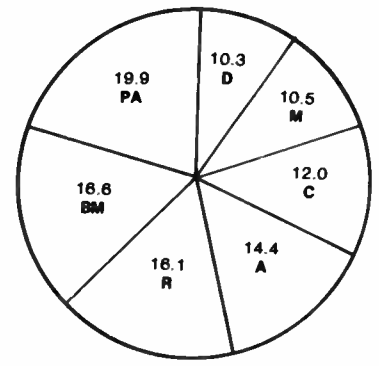
AM '77	AM '78	AM '79
1 WSAM-AM	WSGW-AM	WSGW-AM
2 WSGW-AM	WSAM-AM	WSAM-AM
3 WKNX-AM	WGER-FM	WGER-FM
4 WKCO-FM	WKCO-FM	WHNN-FM
5 WGER-FM	WJR -AM	WKCO-FM

M-F, 3-7pm

AM '77	AM '78	AM '79
1 WSGW-AM	WSGW-AM	WGER-FM
2 WSAM-AM	WGER-FM	WKCO-FM
3 WKNX-AM	WSAM-AM	WSGW-AM
4 WKCO-FM	WKCO-FM	WHNN-FM
5 WGER-FM	WJR -AM	WSAM-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.

St. Louis

METRO RANK

12

A/M '79 Market Overview

Other than the fact that CBS's News/Talk giant KMOX had another fantastic book, the big story in St. Louis is the performance of the new Double-day stations, KWK/WWK-FM. The Top 40 stations debuted with a combined share of 9+ in the total metro, a fantastic showing. To find out how this feat was accomplished, please turn to our interview with Gary Stevens, President of Doubleday Broadcasting.

Top 18-34 station in the market is KSHE, the AOR leader in the St. Louis area. The station suffered its second straight down book overall, with its drop mainly in young females and teens. 18-34 female cume was stable but average listening was down by almost half for KSHE.

Beautiful Music KEZK had an up book, and now rates second overall in 12+ share. KEZK improved its 25-49 numbers well, and now is third in appeal to that demo. Schulke format pulls better, more salable demographics for KEZK. No on-air contests.

KMOX dominates every 25+ demo, owns a 26 share of adults 25-49. KMOX carried Cardinal baseball and lives on a full-service image that is entrenched in the community.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
PDF(00): 19467

A/M '78	O/N '78	A/M '79
1 KMOX-AM	25.5	21.8
2 KSHE-FM	8.0	7.3
3 KSLQ-FM	7.7	7.3
4 KEZK-FM	7.3	7.1
5 KSD -AM	6.7	6.1
6 WIL -AM	6.0	5.8
7 KXOK-AM	4.9	5.6
8 KKSS-FM	4.7	5.5
9 WRTH-AM	4.1	4.6
10 WIL -FM	4.0	4.4
11 KMOX-FM	3.8	3.5
12 KADI-FM	2.7	3.4
13 KATZ-AM	2.2	3.1
14 KCFM-FM	1.9	2.9
15 KKDJ-AM	1.4	1.5
16 WJBU-AM	1.1	1.2
17 WESL-AM	0.7	0.6
18 WEW -AM	0.6	0.6
19 WGNU-AM	0.5	0.6
20 KSTL-AM	0.4	0.5
21 KIRL-AM	0.3	0.4
22		
23		
24		
25		
26		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
PDF(00): 19467

A/M '78	O/N '78	A/M '79
1 KMOX-AM	795	841
2 KSHE-FM	250	219
3 KSLQ-FM	241	205
4 KEZK-FM	228	176
5 KSD -AM	209	173
6 WIL -AM	186	156
7 KXOK-AM	153	140
8 KKSS-FM	147	135
9 WRTH-AM	128	133
10 WIL -FM	124	125

M-F, 8-10am

A/M '78	O/N '78	A/M '79
1 KMOX-AM	KMOX-AM	KMOX-AM
2 KSD -AM	KSD -AM	KSLQ-FM
3 KEZK-FM	WIL -FM	WIL -FM
4 KSLQ-FM	KXOK-AM	KSD -AM
5 WIL -AM	WIL -AM	KXOK-AM
6 KXOK-AM	KSLQ-FM	KEZK-FM
7 KSHE-FM	KMOX-FM	KSHE-FM
8 WRTH-AM	KEZK-FM	KWK -AM
9 WIL -FM	WRTH-AM	WIL -FM
10 KMOX-FM	KSHE-FM	WRTH-AM

M-F, 3-7pm

A/M '78	O/N '78	A/M '79
1 KMOX-AM	KMOX-AM	KMOX-AM
2 KSHE-FM	KSHE-FM	KSLQ-FM
3 KSLQ-FM	KSLQ-FM	KEZK-FM
4 KEZK-FM	WIL -FM	KSHE-FM
5 KSD -AM	KSD -AM	KXOK-AM
6 KXOK-AM	KXOK-AM	WJBU-AM
7 WIL -AM	WIL -AM	KWK -AM
8 KKSS-FM	KMOX-FM	WIL -FM
9 WRTH-AM	KEZK-FM	WIL -AM
10 KMOX-FM	WRTH-AM	WRTH-AM

Teens
M-S, 6am-Midnight
PDF(00): 2815

A/M '78	O/N '78	A/M '79
1 KSLQ-FM	KSLQ-FM	WWWK-FM
2 KXOK-AM	KSHE-FM	KSLQ-FM
3 KSHE-FM	KXOK-AM	KWK -AM
4 KKSS-FM	KATZ-AM	KSHE-FM
5 KMOX-AM	KADI-FM	KATZ-AM
6 KADI-FM	KKSS-FM	WESL-AM
7 KSD -AM	KSD -AM	KMOX-AM
8 KATZ-AM	KKOJ-AM	KXOK-AM
9 WIL -AM	WESL-AM	KKSS-FM
10 KKDJ-AM	KMOX-AM	KADI-FM

M-F, 8-10am

A/M '78	O/N '78	A/M '79
1 KSLQ-FM	KSLQ-FM	KSLQ-FM
2 KXOK-AM	KSHE-FM	WWWK-FM
3 KMOX-AM	KXOK-AM	KWK -AM
4 KSD -AM	KADI-FM	WESL-AM
5 KSHE-FM	KATZ-AM	KSHE-FM
6 KADI-FM	KMOX-FM	KXOK-AM
7 KKSS-FM	KMOX-AM	KMOX-AM
8 WIL -AM	WIL -FM	KATZ-AM
9 KATZ-AM	WESL-AM	KKSS-FM
10 KCFM-FM	KKSS-FM	WIL -AM

M-F, 3-7pm

A/M '78	O/N '78	A/M '79
1 KSLQ-FM	KSLQ-FM	KSLQ-FM
2 KXOK-AM	KSHE-FM	WWWK-FM
3 KSHE-FM	KXOK-AM	KWK -AM
4 KKSS-FM	KATZ-AM	KSHE-FM
5 KADI-FM	KADI-FM	KATZ-AM
6 KSD -AM	KKOJ-AM	WESL-AM
7 KATZ-AM	KKSS-FM	KKSS-FM
8 WIL -AM	KSD -AM	KADI-FM
9 KMOX-AM	WESL-AM	KXOK-AM
10 WESL-AM	KMOX-AM	WIL -AM

Adults 18-34
M-S, 6am-Midnight
PDF(00): 6705

A/M '78	O/N '78	A/M '79
1 KSHE-FM	KSHE-FM	KSHE-FM
2 KMOX-AM	KSLQ-FM	KSLQ-FM
3 KSLQ-FM	WIL -FM	KMOX-AM
4 KSD -AM	KXOK-AM	KXOK-AM
5 KKSS-FM	KMOX-AM	KKSS-FM
6 KEZK-FM	KCFM-FM	KWK -AM
7 KADI-FM	KADI-FM	WWWK-FM
8 KMOX-FM	KMOX-FM	KMOX-FM
9 KXOK-AM	KSD -AM	WIL -FM
10 WIL -FM	KKSS-FM	KSD -AM

M-F, 8-10am

A/M '78	O/N '78	A/M '79
1 KSD -AM	KMOX-AM	KMOX-AM
2 KMOX-AM	KXOK-AM	KSHE-FM
3 KSHE-FM	WIL -FM	KSLQ-FM
4 KSLQ-FM	KSD -AM	KXOK-AM
5 KEZK-FM	KSLQ-FM	KSD -AM
6 KXOK-AM	KSHE-FM	KWK -AM
7 KADI-FM	KMOX-FM	KMOX-FM
8 KMOX-FM	KADI-FM	WIL -FM
9 KKSS-FM	KCFM-FM	KKSS-FM
10 WIL -AM	KEZK-FM	WWWK-FM

M-F, 3-7pm

A/M '78	O/N '78	A/M '79
1 KSHE-FM	KSHE-FM	KSHE-FM
2 KSLQ-FM	WIL -FM	KSLQ-FM
3 KMOX-AM	KSLQ-FM	KXOK-AM
4 KSD -AM	KSD -AM	KMOX-AM
5 KKSS-FM	KXOK-AM	KKSS-FM
6 KXOK-AM	KMOX-FM	KWK -AM
7 KADI-FM	KADI-FM	WWWK-FM
8 KEZK-FM	KCFM-FM	KADI-FM
9 KMOX-FM	KKSS-FM	KSD -AM
10 WIL -FM	KATZ-AM	KATZ-AM

Adults 25-49
M-S, 6am-Midnight
PDF(00): 7784

A/M '78	O/N '78	A/M '79
1 KMOX-AM	KMOX-AM	KMOX-AM
2 KSD -AM	WIL -FM	KXOK-AM
3 WIL -AM	KSD -AM	KEZK-FM
4 KEZK-FM	WIL -AM	KSLQ-FM
5 KSLQ-FM	KXOK-AM	KSD -AM
6 WIL -FM	KMOX-FM	WIL -FM
7 KMOX-FM	KEZK-FM	WIL -AM
8 KKSS-FM	KSLQ-FM	KMOX-FM
9 KSHE-FM	KCFM-FM	KWK -AM
10 KXOK-AM	KKSS-FM	KKSS-FM

M-F, 8-10am

A/M '78	O/N '78	A/M '79
1 KMOX-AM	KMOX-AM	KMOX-AM
2 KSD -AM	KSD -AM	KSD -AM
3 WIL -AM	WIL -FM	KXOK-AM
4 KEZK-FM	KXOK-AM	WIL -AM
5 KSLQ-FM	WIL -AM	KSLQ-FM
6 WIL -FM	KMOX-FM	KEZK-FM
7 KXOK-AM	KEZK-FM	WIL -FM
8 WRTH-AM	KSLQ-FM	KMOX-FM
9 KMOX-FM	KCFM-FM	KWK -AM
10 KKSS-FM	KATZ-AM	WRTH-AM

M-F, 3-7pm

A/M '78	O/N '78	A/M '79
1 KMOX-AM	KMOX-AM	KMOX-AM
2 KSD -AM	WIL -FM	KXOK-AM
3 WIL -AM	KSD -AM	KEZK-FM
4 KSLQ-FM	WIL -AM	WIL -AM
5 KEZK-FM	KMOX-FM	WIL -FM
6 KMOX-FM	KXOK-AM	KSD -AM
7 KXOK-AM	KEZK-FM	KSLQ-FM
8 KSHE-FM	KSLQ-FM	KKSS-FM
9 WIL -FM	KSHE-FM	KWK -AM
10 KKSS-FM	KCFM-FM	KMOX-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
PDF(00): 19467

A/M '78	O/N '78	A/M '79
1 KMOX-AM	8615	8066
2 KSD -AM	4174	4257
3 KSLQ-FM	3804	4148
4 KXOK-AM	3413	4135
5 KSHE-FM	3272	2786
6 KEZK-FM	2632	2576
7 WRTH-AM	2327	2430
8 WIL -AM	2279	2378
9 KMOX-FM	2111	2291
10 KADI-FM	2078	2237

M-F, 8-10am

A/M '78	O/N '78	A/M '79
1 KMOX-AM	KMOX-AM	KMOX-AM
2 KSD -AM	KXOK-AM	KSLQ-FM
3 KSLQ-FM	KSD -AM	KSD -AM
4 KXOK-AM	KSLQ-FM	KXOK-AM
5 KSHE-FM	KSHE-FM	KWK -AM
6 KEZK-FM	KMOX-FM	KSHE-FM
7 WIL -AM	WIL -AM	WIL -AM
8 WRTH-AM	WIL -FM	WRTH-AM
9 KADI-FM	WRTH-AM	WWWK-FM
10 WIL -FM	KADI-FM	WIL -FM

M-F, 3-7pm

A/M '78	O/N '78	A/M '79
1 KMOX-AM	KMOX-AM	KMOX-AM
2 KSHE-FM	KSLQ-FM	KSLQ-FM
3 KSLQ-FM	KXOK-AM	KWK -AM
4 KSD -AM	KSD -AM	KXOK-AM
5 KXOK-AM	KSHE-FM	KSHE-FM
6 WIL -AM	WIL -FM	WWWK-FM
7 KEZK-FM	KADI-FM	KEZK-FM
8 WRTH-AM	WIL -AM	WIL -FM
9 KADI-FM	WRTH-AM	KSD -AM
10 KMOX-FM	KMOX-FM	WRTH-AM

Teens
M-S, 6am-Midnight
PDF(00): 2815

A/M '78	O/N '78	A/M '79
1 KSLQ-FM	KSLQ-FM	KSLQ-FM
2 KXOK-AM	KXOK-AM	KWK -AM
3 KSHE-FM	KSHE-FM	WWWK-FM
4 KMOX-AM	KADI-FM	KSHE-FM
5 KADI-FM	KSD -AM	KMOX-AM
6 KSD -AM	KKOJ-AM	KADI-FM
7 KKSS-FM	KMOX-AM	KXOK-AM
8 KATZ-AM	KATZ-AM	KATZ-AM
9 KKDJ-AM	KKSS-FM	KKSS-FM
10 WIL -AM	KMOX-FM	WESL-AM

M-F, 8-10am

A/M '78	O/N '78	A/M '79
1 KSLQ-FM	KSLQ-FM	KSLQ-FM
2 KXOK-AM	KSHE-FM	WWWK-FM
3 KSHE-FM	KXOK-AM	KWK -AM
4 KMOX-AM	KADI-FM	KSHE-FM
5 KATZ-AM	KMOX-AM	KXOK-AM
6 KADI-FM	KMOX-AM	KATZ-AM
7 KSD -AM	KKOJ-AM	KATZ-AM
8 KKDJ-AM	KKSS-FM	WESL-AM
9 KKSS-FM	KSD -AM	KKSS-FM
10 WIL -AM	WESL-AM	KSD -AM

M-F, 3-7pm

A/M '78	O/N '78	A/M '79
1 KSLQ-FM	KSLQ-FM	WWWK-FM
2 KXOK-AM	KSHE-FM	KSLQ-FM
3 KSHE-FM	KXOK-AM	KWK -AM
4 KADI-FM	KADI-FM	KSHE-FM
5 KSD -AM	KATZ-AM	KATZ-AM
6 KMOX-AM	KSD -AM	KADI-FM
7 KKSS-FM	KKSS-FM	WESL-AM
8 KATZ-AM	KKOJ-AM	KKSS-FM
9 KKDJ-AM	KMOX-AM	KXOK-AM
10 WIL -AM	WESL-AM	KMOX-AM

Adults 18-34
M-S, 6am-Midnight
PDF(00): 6705

A/M '78	O/N '78	A/M '79
1 KMOX-AM	KXOK-AM	KMOX-AM
2 KSHE-FM	KSLQ-FM	KSLQ-FM
3 KSD -AM	KSD -AM	KXOK-AM
4 KSLQ-FM	KMOX-AM	KSHE-FM
5 KXOK-AM	KSHE-FM	KWK -AM
6 KADI-FM	KADI-FM	KSD -AM
7 KKSS-FM	KMOX-FM	KADI-FM
8 KMOX-FM	KKSS-FM	WWWK-FM
9 KCFM-FM	KCFM-FM	KKSS-FM
10 WIL -FM	WIL -FM	KMOX-FM

M-F, 8-10am

A/M '78	O/N '78	A/M '79
1 KSD -AM	KXOK-AM	KMOX-AM
2 KMOX-AM	KSLQ-FM	KSHE-FM
3 KSHE-FM	KMOX-AM	KSLQ-FM
4 KSLQ-FM	KSHE-FM	KXOK-AM
5 KXOK-AM	KSD -AM	KWK -AM
6 KADI-FM	KADI-FM	KSD -AM
7 KMOX-FM	KMOX-FM	WWWK-FM
8 KKSS-FM	KKSS-FM	KKSS-FM
9 KEZK-FM	KCFM-FM	KADI-FM
10 KCFM-FM	WIL -FM	KMOX-FM

M-F, 3-7pm

A/M '78	O/N '78	A/M '79
1 KSHE-FM	KXOK-AM	KSLQ-FM
2 KSD -AM	KSHE-FM	KSHE-FM
3 KSLQ-FM	KSD -AM	KXOK-AM
4 KMOX-AM	KSLQ-FM	KMOX-AM
5 KADI-FM	KADI-FM	KWK -AM
6 KXOK-AM	WIL -FM	KADI-FM
7 KKSS-FM	KMOX-AM	KKSS-FM
8 KMOX-FM	KKSS-FM	KSD -AM
9 KCFM-FM	KMOX-FM	WWWK-FM
10 WIL -FM	KCFM-FM	KATZ-AM

DOUBLEDAY DOES IT AGAIN!

KWK
STEREO WKK

ST. LOUIS' #1 MUSIC STATION IN ONE BOOK!

Last November we returned to the airwaves a part of St. Louis radio history with KWK-AM. In March we added WWWK-FM. By Apr/May we were making history. The KWK combination was the number one music station in St. Louis with a 9.2 share*. And that's only part of the story. Doubleday's been doing things like this for years. In Minneapolis/St. Paul our KDWB has been the #1 music station* for the past 9 Arbitron surveys. And in Denver our KHOW-AM

continues to dominate as the #1 station*...it's nice to know we haven't lost our touch.



**KHOW AM/FM
DENVER**

KDWB AM/FM
MINNEAPOLIS/ST. PAUL**

KWK/WWWK
ST. LOUIS**

*Total Pers. 12+ MSA/AQH Mon-Sun 6AM-MID Arbitron Apr/May '79 Subject to Limitations Stated by Arbitron

**KDWB-FM/Richfield, Mn. - WWWK-FM/Granite City/St. Louis

Arbitron: Measuring Up For The 80's

It can be stated without too much argument that one of the most important people in the radio industry is **Rick Aurichio**, Vice-President and General Manager of **Arbitron's** Radio Division. Decisions made and policies set by Aurichio reverberate throughout the radio field, so **R&R** wanted to let you in on the current thinking of the man who is in the eye of the storm. We talked with Aurichio about a number of current and future issues, and began by asking about aspects of Extended Measurement.

Extended Measurement

R&R: Does Arbitron plan to keep issuing monthly reports? Are they a valid tool for measuring the markets?

Aurichio: We gave our station clients in the markets of Seattle, New Orleans, and Indianapolis the option of having monthly reports. I would say that in the beginning there was a mixed bag, maybe 50-50 in terms of the monthly reports. As more and more of these reports have gone into the marketplace, the stations like them much better.

R&R: Are they valid tools for programmers?

Aurichio: They're a valid tool for developing a trend. I don't think it's a tool you can make a decision with immediately, but as you plot each month you begin to see a trend that can be a more helpful programming tool than our current four-week measurement once or twice a year.

R&R: You are currently measuring just the three markets with Extended Measurement sweeps. How long do you foresee staying at this level, and when might ARB make a decision about expanding this service?

Aurichio: There is a possibility that next year and the year after we may add a couple more markets in terms of going into Extended Measurement, but our current thinking is that in 1982 it'll go across the country.

R&R: Is there an estimate of the additional cost that will be passed along to the broadcasters for Extended Measurement?

Aurichio: I don't think all markets will have a sample size that is able to support monthly reports, so the cost will vary somewhat depending on market size, but the variation will be between 5-15% additional.

Ethnic Measurement

R&R: I understand the technique for measuring blacks is undergoing some testing for possible revision. Can you give us an update as to these tests and what we might see in the future of ethnic measurement?

Aurichio: I think that at this time we have developed the technique that will ultimately replace TR (Telephone Retrieval) and PPR (Personal Placement and Retrieval), and we call it Differential Survey Treatment. This involves determining through the initial telephone contact with the potential respondent whether or not the household is a difficult response household. Difficult response households are defined as Black, Spanish, between the ages of 18-24, or a one or two-person household. Those are, by our definition, difficult response households, and they will be treated differently within our mail diary system than they are currently treated.

R&R: How will the differences show up in your system?

Aurichio: Two basic differences, the first being the number of times we contact you, the second being the amount of premium you receive.

R&R: Are you concerned that people might think that you'd be using mixed methods?

Aurichio: The beauty of our idea is that it is not really mixing methodologies. Everyone will receive the same diary, the major difference being in the prodding they receive, and I think that should be a welcome thing since you can't expect all people to respond identically to the same stimulus. We can't go overboard, we can't give someone \$10, because then you would affect response, but we honestly believe that some slight difference in premium, along with contacting you more times to solicit your help (in keeping the diary) can even out our response rate with these tough groups.

R&R: If you make the extra effort for the tough groups, might not broadcasters who don't aim for ethnic or younger audiences feel that competitors are getting special treatment?

Aurichio: If everyone is responding to the same degree, that argument shouldn't exist. We can't look at individual stations or formats. Our purpose is to measure radio as a whole, and as a result equal response rate is the goal. If some stations think that we're spending too much money to achieve that, so be it.

R&R: What is Arbitron's plan on tackling the on-air diary announcements that some stations have run during surveys?

Aurichio: As you may know, it is our position that it is not good research for the consumer (the radio listener) to know what you are doing with a survey. The position that we have taken historically is that we "sticker" the book to make it observable to users of our reports that someone has performed such an action. We have been working with the **BRC** and the **NAB** as well as the **Advisory Council** towards working on the approach of making it more visible in the future. There have been a number of recommendations, including delisting, which we feel we do not have the legal right to do to a station on that basis.

R&R: Why is that?

Aurichio: Essentially, it is an interference in the freedom of speech of a station.

R&R: Even though that interferes with the research methodology of Arbitron?

Aurichio: That means that you have to have evidence that it interferes. We currently have no evidence that it interferes with the process. Also, remember that there is a tremendous distinction between these (on-air) announcements and rating distortion. In the case of rating distortion, someone may be asked to write down something they did not do, which is a no-no. In this particular case the station is asking that the respondent be truthful, and that's like motherhood — how could you possibly get



Rick Aurichio

angry at someone for asking for the truth? To defend your position on that is fairly difficult. We think that what is required now is a little more visibility, and the **BRC** has recently asked if we would be willing to submit lists to the key media people of all stations that ran on-air announcements during a survey period. We have been assured that not only the people who would receive the lists but also the people actually making the buys are visibly aware that these kinds of things are going on.

R&R: Do you think that it's fair that the end users of the books — the agencies and clients who spend money in broadcasting — are put in the position of having to decide if these announcements are harmful?

Aurichio: It would be far better for the broadcast industry, the stations, to make a decision or that. However, the broadcast industries have not been willing to take a stand. If they are not, then the question becomes what recourse we have. Suppose the **NAB** says, "This is not a good idea," which they have said, the **Advisory Council** has said this is not a good idea, then all of a sudden you have a station that runs the announcements. What do you do about it?

R&R: That's what everybody wants to know. The current penalties, such as they are, appear to be minor.

Aurichio: Well, do you think that another station should take that station to court?

R&R: I'm asking you what Arbitron, as the ratings leader, should do.

Aurichio: Remember, it's an industry issue, it's not a punitive thing from Arbitron's point of view, but I honestly believe that the situation has gotten far beyond where it should be, and I believe at this point that we have to make sure that the people who are using the information, namely the ones spending the money, are completely aware that such a thing is going on and that ultimately the decision lies in their hands regarding whether or not the announcements have an impact on the numbers.

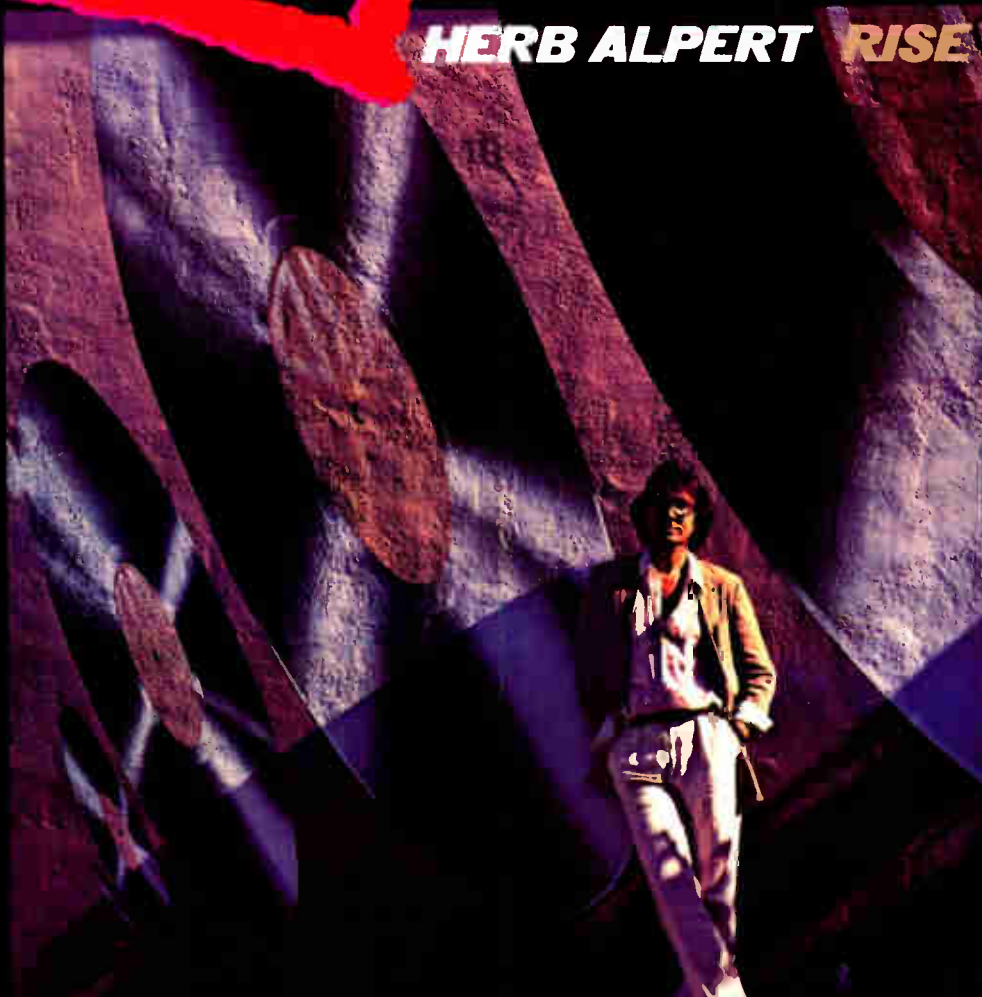
R&R: Last year several stations were delisted for running rating distortion promotions. It seems that there has been less of that kind of campaign this year. Do you feel that the delisting last year served as a deterrent for this past sweep?

(Please turn to page 198)

HERB ALPERT

Rise

The Album.
SP 1700



Includes the full length version of the million selling single, "Rise."

AM 2151 AP 12022

Produced by Herb Alpert and Randy Badazz.

Associate Producer Andy Armer.

© 1979 A&M Records, Inc. All Rights Reserved.

ON A&M RECORDS & TAPES



Rick Aurichio

Aurichio: It would seem that way. As you remember, last year there were 10 complaints, this year there were something like five or six complaints that appeared to possibly involve rating distortion. Two were acted on, in Pittsburgh and in Springfield, IL.

Qualitative Data Coming?

R&R: Does Arbitron have any plans to capture qualitative or product usage data in its surveys?

Aurichio: Arbitron was one of the first companies to produce product-type information in its service. We have been providing qualitative data to customers on a custom order basis. We have committed to the Advisory Council to doing a study in at least one market as fast as we could to gather newspaper data and to see what the benefits were if we gathered additional demographic data like household income and family size, as well as the product usage categories. There is a fear by many broadcasters that this information will be used to further fragment the current amount of dollars coming into a market rather than having the benefit that we all seek, which is to bring more money into radio. We'll probably implement one or two markets in the next six months more or less as an experimental thing to see what happens.

R&R: Do you think that Arbitron can help broadcasters wear more dollars away from newspapers, from the retailers?

Aurichio: I think we can help toward preparing the information, but I don't believe it's the task of the independent organization, the objective organization, to try to show broadcasters how to win money from one another, or from another medium. There are other organizations that will do that, such as the RAB.

R&R: 95+% of radio buys are made using Arbitron ratings. How do you respond to the charge that this constitutes a monopoly by Arbitron in the radio measurement field?

Aurichio: First of all, monopoly is in the eye of the beholder. The radio industry has had more firms engaged in supplying data to it than almost any other medium. In TV there are only two services, in magazines I believe there is one, in network TV there is one, and in the case of newspapers there may be one or two truly syndicated services. Over the past couple of years radio has had a minimum of three, usually four organizations, so I don't know that that constitutes a monopoly. I don't know that we would behave any differently if there were more competitors. We do not behave according to what the competition says or does.

New Diary Coming

R&R: What if anything can be done to speed up report production?

Aurichio: We currently have two bottlenecks in the production cycle — one of these relates to the callback situation. The number of people we now call back has gotten to the point where we call about 10% of our diarykeepers. The other area is the call letter aberrations where conflicts can occur. Those are the two critical areas. A new diary was tested last year, and is being further tested this year, which goes directly at the point of call letter collection, trying to insure that the diarykeeper is aware that what we are seeking is the call letter. We want to reinforce the importance of call letters. We want to increase the percentage of entries that are call letters from 93% to 99%. If we can do so,

the diary would then virtually eliminate the callbacks and the aberrations that occur with slogan conflicts. We hope to reduce our A/M delivery time from a current 90 days to a 50-day delivery cycle.

R&R: What is your timetable for this new diary and the hoped-for improvement in production time?

Aurichio: Assuming that the full-scale diary test shows that the quality of our service is good (the test will be done during the O/N'79 sweep) we'll be in a position to implement the new diary in either the fall of 1980 or the spring of 1981.

R&R: What about those stations who use almost exclusively a slogan or audio logo to identify themselves, and use their calls just once an hour? Would the new diary hurt them in terms of diary entries?

Aurichio: So far the indication is no. I know what you're talking about, something like 99X here in New York, which for years has promoted itself with that slogan. But so far the tests show that if you ask people to take a little more time, to listen a little harder, they will make the identification process for you.

R&R: The Advisory Council was created with the goal of improving communications between Arbitron and the industry. Do you feel this has been accomplished, and if so, what do you see ahead for the Council?

Aurichio: Based on the calls and letters I receive, I'd say the communications process is improved. Improved communications is the goal, because we deal in a complex service and we need to communicate the features and aspects of that service to people who are closely associated with research down to those who know nothing about research. The more people know about our service, the easier it is to understand, and the easier our job becomes.

R&R: In your attitude of openness, is it possible for example for stations to see the edit procedure manual to get an idea of how number of crediting decisions are made and whether they were properly made during the survey?

Aurichio: There is an edit manual in every one of our offices, and there is also, as you know, a number of them in Laurel where the things are carried out. Our customers can view it, but we hold it pretty tight to our vest because it would be a good way for someone to start another service. There's nothing in there to hide. The idea we introduced in January, which was advanced publication of call letter flips and slogans, is the beginning of letting people know in advance what we're going to do. Our whole philosophy is to let you know in advance what we're going to do so you can check up out afterwards.

Radio Measurement In The 80's

R&R: Let's look down the road as we embark on the 80's. What's ahead in radio measurement?

Aurichio: Extended Measurement will become a reality; subject to the way our customers respond, it will be in place across the country by 1982. At that point in time we will begin to see more in terms of fast-type of reports, top-line data instead of the tremendous amount of nitty-gritty information we currently get into, which is sometimes just not statistically reliable. We will probably also see our minimum sample requirements change. Currently we have a minimum sample size of 450, and I would expect that in the next two years that minimum sample size will increase to at least 700.

R&R: Will this mean an increase in cost for the broadcaster?

Aurichio: More than likely, but it won't be proportionate to the increase in sample. Also, our Condensed Radio Market Report will probably be ex-

panded, so that more markets are able to be measured, more efficiently. It does have less information contained in it, but we can't continue to demand detailed demographics based on small samples. The larger the sample, the higher the cost.

By next year we'll know whether qualitative information has a place. From what we have seen in the past and from our own studies, there is just so much you can do in terms of qualitative data and product usage. If you think men 18/24 are based on a small sample, wait til you try to project radio listening station by heavy business travelers using airplanes and even more narrow groups. So I think our approach will be to go into it slowly, until the information can be reported with a reasonable degree of consistency and also make sure it has utility to our customers.

R&R: The Expanded Sample Frame... this become a nationwide reality in the 80s?

Aurichio: Well, the plan is to do the Top markets this fall, and by 1982 every market in the US will have the technique.

R&R: So '82 will be quite a watershed year in terms of implementation of both the ESF and Extended Measurement?

Aurichio: Yes, that is the culmination, where things start coming together.

Reports To Become More Useful

R&R: Does Arbitron have any plans to make their reports any more understandable or usable to the client?

Aurichio: There are two ways to talk about this. One is in terms of the basic printed report, which in my opinion is becoming less and less valuable as our consumers become more sophisticated. The Advisory Council put together a subcommittee of programming and management people who talked to us about the kinds of things they do with a report when it comes out. Our thinking is now more geared to providing material to our customers in that form than it is to supply the printed document. Our thrust has to be to supply information to people in other forms than a printed document and in a form that addresses what people do with the information, rather than supplying a printed book which furnishes info in standardized form. This will likely mean more emphasis on computer access of our data.

R&R: Can you give some examples of suggestions you've received of some usable types of data?

Aurichio: First of all, advance ratings is a key thing. We'll put the information on computer which is accessible through a telephone call, and if someone wants advance ratings they will pay for the amount of computer time they use. The second thing was a series of programmer packages that are related to duplication. If you had information showing the numbers of people who listened at a certain time you trend would become a little more observable. People who are heavy listeners don't quit immediately; they usually start by spending less time with your station or by spending more time with a competitor, but they don't just quit, so these kinds of trends become more readily identifiable through the new systems.

R&R: Let's wrap by discussing the proposed governmental definition change for SMSA metro areas. At this time, does Arbitron know which, if any, of the new governmental definitions will be used to define radio metros?

Aurichio: We won't be making a decision until we see some more specifics, but we won't be affected by the changes until 1982, so there's still time to investigate thoroughly what the changes will mean in terms of possible redefinition of our metro areas.

**If you have before you
ten wire service stories
and ten NewScript stories,**

**You'll probably use some of
theirs and some of ours.**

**That's one reason we
have the strongest
station list in the entire
field of special
programming services.
That's why we are the
fastest-growing
company in radio news
today.**

**We offer several
services: the daily
NEWSSCRIPT – news,
feature stories and
“kickers”;
STARSHIP – daily**

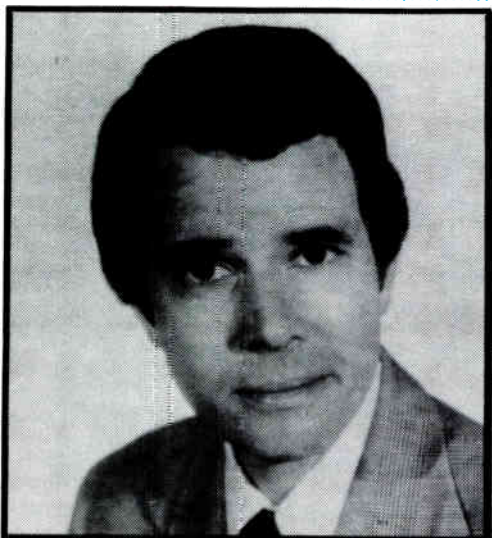
**music, entertainment
and pop culture; and
PAGE SEVEN – the
Industry's only weekly
newsletter devoted
exclusively to news,
public affairs programs
and special
programming services.**

**To sample our
services, without
obligation, call Bob
Rogers or David
McQueen in San
Francisco.**



Suite 306/210 California Street/San Francisco, CA 94111/(415) 362-3045

KWK & WWWK/St. Louis: Success From Scratch



Gary Stevens

R&R: What time frame was involved in planning for the A/M '79 sweep in St. Louis?

Stevens: We purposely signed KWK-AM on after the October/November '78 book ended, so I suppose you could say six months. The idea was to take the best run we could at the spring book and capitalize on the shock effect of suddenly appearing for the first time with a decent set of numbers.

R&R: What about the FM facility?

Stevens: We found out in February of this year that the FM transfer would be effective in mid-March, so we planned a phased promotional effort set to begin 30 days prior to the start of the book. We wanted to concentrate on promoting the AM/FM combination.

In The Beginning . . .

R&R: When you bought the properties, how did you go about planning the staffing, music, advertising and promotions involved in making the stations successful?

Stevens: We had purchased KWK in 1973, in a bankruptcy proceeding. However, legal hassles were not finally removed until May of 1977. At that time we were faced with building the first new AM station in a major market in years. It took nearly a year and a half, which gave us time to plan the staffing, format, etc. As to format, I had always planned that it be contemporary.

"Our competitors claimed we spent a quarter of a million dollars. It was more like \$150,000."

R&R: What about staffing?

Stevens: Looking for a General Manager was no big problem, since the choice had already been made to hire **Craig Magee** as soon as the situation in St. Louis was ready. The next major decision was the hiring of **Bobby Hattrik** as Program Director. I had known Bobby from his brief stint at **WDGY** in Minneapolis, and he impressed me. There was no question he wanted that job more than anybody I ever met. The next step was to get Bobby and Craig together to make sure there would be chemistry. There was, and obviously it paid off.

R&R: And your initial advertising plans?

One of the most astounding ratings coups in recent radio history occurred this past A/M survey in St. Louis. There, **Doubleday Broadcasting's** new AM/FM simulcast stations **KWK/WWWK** scored an impressive overall share of 9.2. Since the stations were on the air for only a few months prior to the sweep, **R&R** wanted to find out what was involved in starting from scratch to develop stations that can debut successfully in an Arbitron survey. Doubleday Broadcasting President **Gary Stevens** gave us the following insights.

Stevens: The only advertising we planned was a sizable outdoor billboard campaign. Since we knew we would have nearly six months to work up our promotional effort, Bobby went to work immediately getting all the music researched. The fact that Hattrik was from St. Louis gave us a tremendous advantage in this area.

Positioning And Promotion

R&R: What specific research did you do to position the station correctly in the marketplace?

Stevens: During the summer of 1978 we hired **Frank Magid** to do a complete study of the St. Louis market. The study was a little unusual, since I told the Magid people that I had already determined

"My job was to develop the concept, continue to make suggestions on how things might be done better, and help facilitate the game plan once it was formulated."

the format. What I wanted them to tell us was whether or not we could make it as just an AM station. The results told us that it was imperative we acquire an FM station as well.

R&R: What size budget did you use to show well in the A/M '79 book, and how did that budget break down in terms of expenditures in the various media?

Stevens: Our competitors claimed we spent a quarter of a million dollars. It was more like \$150,000, which, as a percentage of the total \$5.5 million

investment-to-date, was miniscule. Since both stations were brand new in terms of programming content, we addressed ourselves to cume building.

In St. Louis we felt that all external media were worthwhile, so we started with some full-page newspaper promoting the FM addition, broke with strong television a couple of weeks before the book, and continued it through the sweep. In addition, we augmented our outdoor boards with a bus-back campaign. All of it tied together with significant daily cash prizes. I would say TV took the lion's share of the budget, a function of its excessive cost versus other media.

"Numbers Are Everything"

R&R: How did the stations sell themselves before the Arbitron report came out?

Stevens: Sales were particularly weak during the initial phase when only the AM was on the air. When we finally exploded with the FM addition in late March the market responded immediately and within a couple of months we were billing nearly \$200,000 per month. About the only way we were able to sell during the start-up period was through projections and estimates based on interim **Media-trend** reports and the like.

R&R: What was the most difficult aspect of starting from scratch?

Stevens: Believability. Nobody took us seriously in the very beginning. At first we thought it would be an advantage to have a long run at the first book. In truth, six or seven months is an awfully long time, and it took everything we could muster to keep interest in the market and keep our own people from becoming discouraged. I also didn't think it would be as difficult as it was to sell time during the start-up phase. It really reinforced my belief that numbers are everything.

R&R: What role did you, as corporate President, play in the creation of the stations' successes? How much authority does your local staff have?

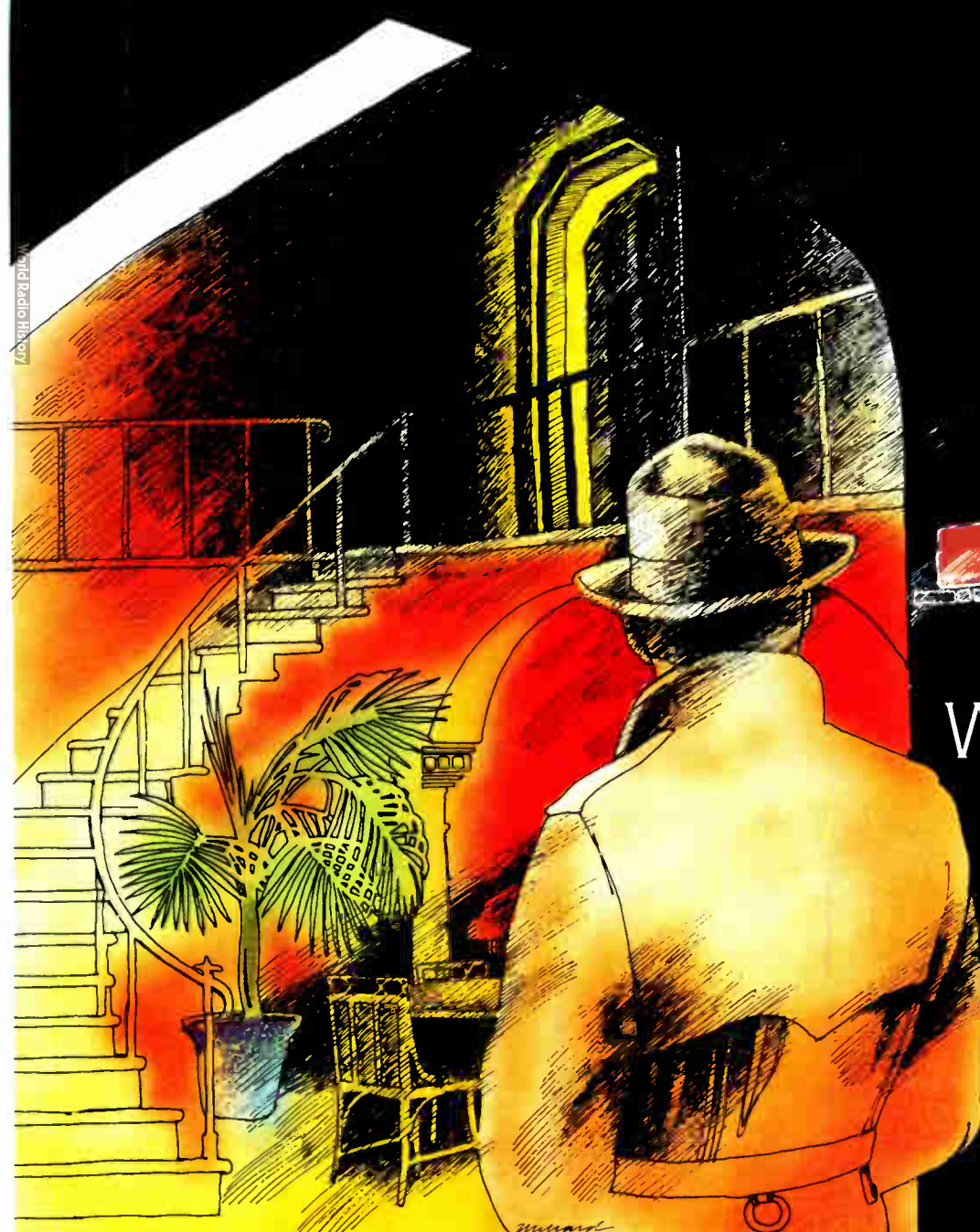
Stevens: Basically, I babysat the project for over five years. The PD, Bobby Hattrik, has the sole responsibility for the on-air sound. That's as it should be. Craig runs the radio station. He hires and fires. My job was to develop the concept, continue to make suggestions on how things might be done better, and help facilitate the game plan once it was formulated.

R&R: Let's close, Gary, by asking if you had it to do all over again, would you?

Stevens: No doubt about it. We had a lot to prove to the industry with regard to the ability of this company to successfully operate a contemporary radio station. Our 9.2 Arbitron share achieved in just a couple of months provided the answer to a lot of questions we may all have been asking ourselves. I wouldn't trade that feeling for anything in the world.

Once It Was The World's Quiet Little Hideaway

Now There's **Nothing** Quiet
About Casablanca



Casablanca -
What The World
Is Heading For!



World Radio History

Salinas-Seaside-Monterey

METRO RANK

117

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 2345

	A/M '77	A/M '78	A/M '79
1	KWYT-FM 11.2	KDON-FM 13.6	KDON-FM (M) 15.4
2	KTOM-AM 10.1	KTOM-AM 11.1	KTOM-AM (C) 11.2
3	KDON-FM 9.5	KWAV-FM 6.4	KWYT-FM (S) 9.5
4	KWAV-FM 6.6	KGO -AM 6.4	KWAV-FM (PA) 5.1
5	KDON-AM 6.3	KDON-AM 5.3	KLRB-FM (A) 4.6
6	KIID-AM 6.0	KWYT-FM 5.3	KIID-AM (M) 4.1
7	KGO -AM 5.7	KLRB-FM 5.0	KDON-AM (PA) 3.4
8	KCTY-AM 5.2	KCTY-AM 4.4	KCTY-AM (M) 2.7
9	KMBY-AM 3.7	KBAY-FM 3.9	KOKQ-FM (M) 2.2
10	KCBS-AM 3.7	KMBY-AM 3.6	KFAT-FM (M) 2.2
11	KJAY-FM 3.2	KCBS-AM 3.1	KESE-AM (PA) 0.7
12	KLOK-AM 2.9	KFAT-FM 2.8	KOCN-FM (M) 0.7
13	KFAT-FM 2.9	KIID-AM 2.5	KRKC-AM (PA) 0.5
14	KZEN-FM 2.6	KNRB-AM 2.5	
15	KLRB-FM 2.3	KLOK-AM 1.7	
16	KARA-FM 1.7	KRKC-AM 1.7	
17	KRKC-AM 1.7	KARA-FM 1.7	
18	KNBR-AM 1.4	KSJD-FM 1.4	
19	KFRC-AM 1.4	KFRC-AM 1.4	
20	KSCO-AM 1.4	KZEN-FM 1.1	
21	KRML-AM 1.4	KDIA-AM 0.6	
22	KSCO-AM 0.0	KSCO-AM 0.6	
23	KSCO-FM 0.0	KSCO-FM 0.3	

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2345

	A/M '77	A/M '78	A/M '79
1	KWYT-FM 39	KDON-FM 49	KDON-FM 63
2	KTOM-AM 35	KTOM-AM 40	KTOM-AM 46
3	KDON-FM 33	KWAV-FM 23	KWYT-FM 39
4	KWAV-FM 23	KGO -AM 23	KWAV-FM 21
5	KDON-AM 22	KDON-AM 19	KLRB-FM 19

M-F, 6-10am

1	KTOM-AM	KTOM-AM	KTOM-AM
2	KDON-FM	KDON-FM	KDON-FM
3	KWYT-FM	KGO -AM	KWYT-FM
4	KIID-AM	KWAV-FM	KIID-AM
5	KGO -AM	KDON-AM	KWAV-FM

M-F, 3-7pm

1	KWYT-FM	KDON-FM	KDON-FM
2	KTOM-AM	KTOM-AM	KWYT-FM
3	KWAV-FM	KWAV-FM	KTOM-AM
4	KDON-FM	KWYT-FM	KWAV-FM
5	KDON-AM	KLRB-FM	KLRB-FM

Teens
M-S, 6am-Midnight
POP(00): 311

	A/M '77	A/M '78	A/M '79
1	KDON-AM	KDON-FM	KDON-FM
2	KDON-FM	KDON-AM	KIID-AM
3	KMBY-AM	KSJD-FM	KCTY-AM
4	KZEN-FM	KMBY-AM	KDON-AM
5	KTOM-AM	KCTY-AM	KOKQ-FM

M-F, 6-10am

1	KDON-AM	KDON-FM	KDON-FM
2	KDON-FM	KDON-AM	KIID-AM
3	KMBY-AM	KCTY-AM	KOKQ-FM
4	KZEN-FM	KMBY-AM	KDON-AM
5	KIID-AM	KZEN-FM	KLRB-FM

M-F, 3-7pm

1	KDON-AM	KDON-FM	KDON-FM
2	KDON-FM	KDON-AM	KIID-AM
3	KMBY-AM	KSJD-FM	KCTY-AM
4	KZEN-FM	KZEN-FM	KOKQ-FM
5	KWAV-FM	KMBY-AM	KLRB-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1005

	A/M '77	A/M '78	A/M '79
1	KDON-FM	KDON-FM	KDON-FM
2	KWAV-FM	KTOM-AM	KTOM-AM
3	KCTY-AM	KLRB-FM	KLRB-FM
4	KTOM-AM	KWAV-FM	KWAV-FM
5	KWYT-FM	KDON-AM	KDON-AM

M-F, 6-10am

1	KDON-FM	KTOM-AM	KTOM-AM
2	KTOM-AM	KDON-FM	KDON-FM
3	KDON-AM	KWAV-FM	KLRB-FM
4	KCTY-AM	KDON-AM	KWAV-FM
5	KLOK-AM	KLRB-FM	KDON-AM

M-F, 3-7pm

1	KDON-FM	KDON-FM	KDON-FM
2	KWYT-FM	KLRB-FM	KTOM-AM
3	KWAV-FM	KTOM-AM	KLRB-FM
4	KTOM-AM	KWAV-FM	KWAV-FM
5	KFAT-FM	KMBY-AM	KFAT-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 825

	A/M '77	A/M '78	A/M '79
1	KTOM-AM	KTOM-AM	KDON-FM
2	KWYT-FM	KDON-FM	KTOM-AM
3	KCTY-AM	KCTY-AM	KWYT-FM
4	KWAV-FM	KNBR-AM	KWAV-FM
5	KDON-FM	KWAV-FM	KLRB-FM

M-F, 6-10am

1	KTOM-AM	KTOM-AM	KTOM-AM
2	KWYT-FM	KWAV-FM	KWAV-FM
3	KCTY-AM	KDON-FM	KWYT-FM
4	KWAV-FM	KGO -AM	KDON-AM
5	KLOK-AM	KCBS-AM	KDON-AM

M-F, 3-7pm

1	KWAV-FM	KDON-FM	KDON-FM
2	KTOM-AM	KTOM-AM	KWYT-FM
3	KWYT-FM	KNBR-AM	KWAV-FM
4	KFAT-FM	KBAY-FM	KTOM-AM
5	KLOK-AM	KLRB-FM	KLRB-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2345

	A/M '77	A/M '78	A/M '79
1	KDON-AM 608	KDON-FM 777	KDON-FM 758
2	KDON-FM 514	KDON-AM 506	KDON-AM 423
3	KMBY-AM 439	KMBY-AM 432	KTOM-AM 400
4	KTOM-AM 417	KWAV-FM 339	KIID-AM 380
5	KWYT-FM 370	KTOM-AM 334	KWYT-FM 371

M-F, 6-10am

1	KDON-AM	KDON-FM	KDON-FM
2	KTOM-AM	KDON-AM	KTOM-AM
3	KDON-FM	KMBY-AM	KDON-AM
4	KWYT-FM	KGO -AM	KIID-AM
5	KMBY-AM	KTOM-AM	KWYT-FM

M-F, 3-7pm

1	KDON-FM	KDON-FM	KDON-FM
2	KDON-AM	KDON-AM	KWYT-FM
3	KTOM-AM	KMBY-AM	KDON-AM
4	KMBY-AM	KTOM-AM	KLRB-FM
5	KWYT-FM	KWAV-FM	KIID-AM

Teens
M-S, 6am-Midnight
POP(00): 311

	A/M '77	A/M '78	A/M '79
1	KDON-AM	KTOM-FM	KTOM-FM
2	KDON-FM	KDON-AM	KIID-AM
3	KMBY-AM	KMBY-AM	KDON-AM
4	KFRC-AM	KWAV-FM	KOKQ-FM
5	KZEN-FM	KCTY-AM	KCTY-AM

M-F, 6-10am

1	KDON-AM	KDON-FM	KDON-FM
2	KDON-FM	KDON-AM	KIID-AM
3	KMBY-AM	KCTY-AM	KOKQ-FM
4	KZEN-FM	KMBY-AM	KDON-AM
5	KIID-AM	KZEN-FM	KCTY-AM

M-F, 3-7pm

1	KDON-AM	KDON-FM	KDON-FM
2	KDON-FM	KDON-AM	KIID-AM
3	KMBY-AM	KWAV-FM	KCTY-AM
4	KZEN-FM	KMBY-AM	KOKQ-FM
5	KWAV-FM	KSJD-FM	KDON-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1005

	A/M '77	A/M '78	A/M '79
1	KDON-AM	KDON-FM	KDON-FM
2	KDON-FM	KDON-AM	KDON-AM
3	KMBY-AM	KMBY-AM	KLRB-FM
4	KTOM-AM	KLRB-FM	KTOM-AM
5	KWAV-FM	KWAV-FM	KIID-AM

M-F, 6-10am

1	KDON-AM	KDON-FM	KDON-FM
2	KDON-FM	KDON-AM	KDON-AM
3	KTOM-AM	KMBY-AM	KLRB-FM
4	KMBY-AM	KWAV-FM	KTOM-AM
5	KWAV-FM	KTOM-AM	KWAV-FM

M-F, 3-7pm

1	KDON-FM	KDON-FM	KDON-FM
2	KMBY-AM	KDON-AM	KDON-AM
3	KDON-AM	KMBY-AM	KLRB-FM
4	KTOM-AM	KLRB-FM	KWAV-FM
5	KWAV-FM	KWAV-FM	KTOM-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 825

	A/M '77	A/M '78	A/M '79
1	KTOM-AM	KDON-FM	KDON-FM
2	KDON-AM	KTOM-AM	KTOM-AM
3	KMBY-AM	KMBY-AM	KWAV-FM
4	KDON-FM	KWAV-FM	KWYT-FM
5	KWYT-FM	KCTY-AM	KIID-AM

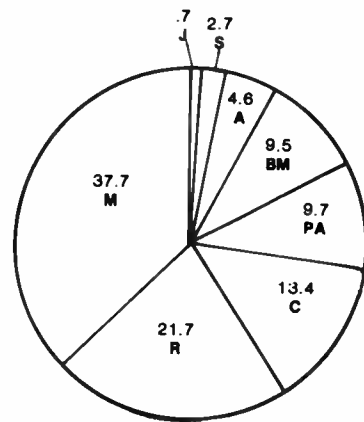
M-F, 6-10am

1	KTOM-AM	KTOM-AM	KTOM-AM
2	KDON-AM	KDON-FM	KDON-FM
3	KWYT-FM	KDON-AM	KWAV-FM
4	KMBY-AM	KCTY-AM	KWYT-FM
5	KWAV-FM	KGO -AM	KIID-AM

M-F, 3-7pm

1	KTOM-AM	KDON-FM	KDON-FM
2	KMBY-AM	KTOM-AM	KWYT-FM
3	KDON-AM	KCBS-AM	KWAV-FM
4	KDON-FM	KMBY-AM	KTOM-AM
5	KGO -AM	KWAV-FM	KLRB-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.

Salt Lake City-Ogden

METRO RANK

49

A/M '79 Market Overview

There's a new #1 station in Salt Lake, **KLUB**. This AM Beautiful Music station maintains a consistent share around 9, with this report being no exception. **KLUB** ranked fifth among adults 25-49. Its strongest share was in AM drive.

Second in the market this time is perennial **Bonneville P/A** fixture **KSL**. Although the station dropped in 12+ share, it is still tied for second among adults 25-49. **KSL** gave away vacations during A/M '79 sweep. **Bonneville's** FM station in the Salt Lake area, **KSFI (BM)**, had a rebound book this time. **KSFI** is fourth in adults 25-49, especially strong in midday and PM drive.

KCPX is the top station among 18-34 adults. Interestingly enough, the number two station among young adults is **KCPX-FM**, so dominating the 18-34 target is a family affair. **KCPX** is Top 40, while **KCPX-FM** is an AOR station. **KCPX** is tops with teens, while **KCPX-FM** is third in that demo.

News station **KSXX** had a nice increase in the A/M '79 report. Like many news stations across the nation, **KSXX** skews 35-64 in its demographic appeal. **KSXX** increased its male numbers, and did better in AM drive than in the previous book.

Diary return among young men seemed to be a problem this time. Only 30 in-tab diaries came back from men 18-24, versus 45 in the O/N '78 sweep.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP (00): 6343

	A/M '78	O/N '78	A/M '79
1 KCPX-AM	10.8	KSL -AM	11.7
2 KSOP-AM	10.0	KLUB-AM	9.6
3 KRSP-AM	9.5	KCPX-AM	7.9
4 KSL -AM	9.4	KSFI-FM	7.2
5 KCPX-FM	9.1	KRSP-FM	7.0
6 KLUB-AM	9.0	KCPX-FM	6.8
7 KSFI-FM	8.3	KALL-AM	6.8
8 KLUB-FM	5.7	KALL-FM	5.5
9 KRGO-AM	5.4	KSOP-FM	5.5
10 KALL-AM	5.0	KISN-FM	4.5
11 KSXX-AM	3.8	KRGO-AM	4.3
12 KALL-FM	3.3	KSOP-AM	3.7
13 KAYK-FM	1.7	KWHD-AM	3.0
14 KWHD-FM	1.3	KSXX-AM	2.8
15 KLO -AM	1.0	KPRQ-AM	2.2
16 KDAB-FM	1.0	KRSP-AM	1.7
17 KWMS-AM	0.9	KWHD-FM	1.7
18 KPRQ-AM	0.6	KLO -AM	1.5
19 KWHD-AM	0.6	KAYK-FM	1.3
20 KVDS-AM	0.4	KWMS-AM	0.6
21		KDYL-AM	0.6
22		KVDS-AM	0.5
23		KDAB-FM	0.5
24		KQPD-FM	0.5
25		KSUN-AM	0.5

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP (00): 6343

	A/M '78	O/N '78	A/M '79
1 KCPX-AM	97	KSL -AM	111
2 KSOP-AM	90	KLUB-AM	91
3 KRSP-AM	86	KCPX-AM	75
4 KSL -AM	85	KSFI-FM	68
5 KCPX-FM	82	KRSP-FM	66

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1 KSL -AM		KSL -AM	
2 KCPX-AM		KLUB-AM	
3 KLUB-AM		KALL-AM	
4 KALL-AM		KCPX-AM	
5 KSOP-AM		KRGO-AM	

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 KRSP-AM		KSL -AM	
2 KCPX-AM		KLUB-AM	
3 KCPX-FM		KSFI-FM	
4 KSFI-FM		KALL-AM	
5 KLUB-AM		KCPX-FM	

Teens
M-S, 6am-Midnight
POP (00): 996

	A/M '78	O/N '78	A/M '79
1 KCPX-AM		KCPX-AM	
2 KRSP-AM		KRSP-FM	
3 KCPX-FM		KCPX-FM	
4 KSOP-AM		KALL-FM	
5 KRGO-AM		KRSP-AM	

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1 KCPX-AM		KCPX-AM	
2 KRSP-AM		KRSP-FM	
3 KCPX-FM		KCPX-FM	
4 KALL-AM		KALL-FM	
5 KSOP-AM		KSOP-FM	

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 KRSP-AM		KRSP-FM	
2 KCPX-AM		KCPX-AM	
3 KCPX-FM		KCPX-FM	
4 KRGO-AM		KPRQ-AM	
5 KSOP-AM		KISN-FM	

Adults 18-34
M-S, 6am-Midnight
POP (00): 2519

	A/M '78	O/N '78	A/M '79
1 KCPX-FM		KCPX-FM	
2 KCPX-AM		KALL-AM	
3 KRSP-AM		KSL -AM	
4 KSOP-AM		KCPX-AM	
5 KALL-AM		KRSP-FM	

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1 KCPX-AM		KALL-AM	
2 KCPX-FM		KCPX-AM	
3 KALL-AM		KCPX-FM	
4 KRSP-AM		KSL -AM	
5 KSOP-AM		KALL-FM	

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 KCPX-FM		KCPX-FM	
2 KRSP-AM		KALL-AM	
3 KCPX-AM		KCPX-AM	
4 KRGO-AM		KRSP-FM	
5 KALL-AM		KSFI-FM	

Adults 25-49
M-S, 6am-Midnight
POP (00): 2586

	A/M '78	O/N '78	A/M '79
1 KSOP-AM		KSL -AM	
2 KSFI-FM		KSFI-FM	
3 KSL -AM		KALL-AM	
4 KALL-AM		KSOP-FM	
5 KLUB-AM		KALL-FM	

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1 KSL -AM		KSL -AM	
2 KALL-AM		KALL-AM	
3 KSFI-FM		KSOP-FM	
4 KSOP-AM		KLUB-AM	
5 KLUB-AM		KSFI-FM	

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 KSOP-AM		KSL -AM	
2 KSFI-FM		KSFI-FM	
3 KSL -AM		KALL-AM	
4 KRGO-AM		KLUB-AM	
5 KALL-AM		KALL-FM	

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP (00): 6343

	A/M '78	O/N '78	A/M '79
1 KCPX-AM	1903	KSL -AM	1924
2 KSL -AM	1550	KCPX-AM	1717
3 KLUB-AM	1531	KLUB-AM	1398
4 KRSP-AM	1518	KALL-AM	1183
5 KCPX-FM	1112	KRSP-FM	1059

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1 KCPX-AM		KCPX-AM	
2 KSL -AM		KSL -AM	
3 KLUB-AM		KLUB-AM	
4 KRSP-AM		KALL-AM	
5 KCPX-FM		KRSP-FM	

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 KCPX-AM		KSL -AM	
2 KRSP-AM		KCPX-AM	
3 KLUB-AM		KLUB-AM	
4 KSL -AM		KALL-AM	
5 KCPX-FM		KCPX-FM	

Teens
M-S, 6am-Midnight
POP (00): 996

	A/M '78	O/N '78	A/M '79
1 KCPX-AM		KCPX-AM	
2 KRSP-AM		KRSP-FM	
3 KCPX-FM		KCPX-FM	
4 KSL -AM		KRSP-AM	
5 KSOP-AM		KALL-FM	

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1 KCPX-AM		KCPX-AM	
2 KRSP-AM		KRSP-FM	
3 KCPX-FM		KCPX-FM	
4 KSOP-AM		KRSP-AM	
5 KAYK-FM		KALL-FM	

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 KRSP-AM		KCPX-AM	
2 KCPX-AM		KRSP-FM	
3 KCPX-FM		KCPX-FM	
4 KSOP-AM		KALL-FM	
5 KRGO-AM		KLO -AM	

Adults 18-34
M-S, 6am-Midnight
POP (00): 2519

	A/M '78	O/N '78	A/M '79
1 KCPX-AM		KCPX-AM	
2 KRSP-AM		KCPX-FM	
3 KCPX-FM		KSL -AM	
4 KALL-AM		KALL-AM	
5 KALL-FM		KALL-FM	

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1 KCPX-AM		KCPX-AM	
2 KRSP-AM		KALL-AM	
3 KCPX-FM		KCPX-FM	
4 KALL-AM		KSL -AM	
5 KSOP-AM		KRSP-FM	

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 KCPX-AM		KCPX-AM	
2 KRSP-AM		KCPX-FM	
3 KCPX-FM		KALL-AM	
4 KALL-AM		KRSP-FM	
5 KRGO-AM		KALL-FM	

Adults 25-49
M-S, 6am-Midnight
POP (00): 2586

	A/M '78	O/N '78	A/M '79
1 KSL -AM		KSL -AM	
2 KLUB-AM		KALL-AM	
3 KSFI-FM		KLUB-AM	
4 KSOP-AM		KSFI-FM	
5 KALL-AM		KCPX-AM	

M-F, 6-10am

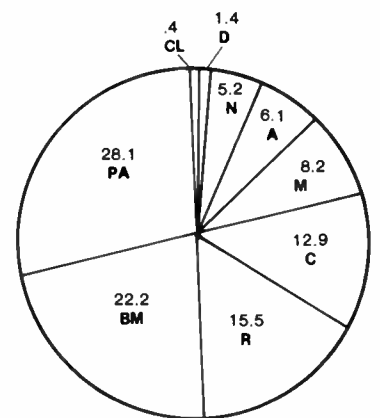
	A/M '78	O/N '78	A/M '79
1 KSL -AM		KSL -AM	
2 KALL-AM		KALL-AM	
3 KLUB-AM		KLUB-AM	
4 KSFI-FM		KSOP-FM	
5 KSOP-AM		KCPX-AM	

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 KSL -AM		KSL -AM	
2 KSOP-AM		KALL-AM	
3 KLUB-AM		KLUB-AM	
4 KALL-AM		KSFI-FM	
5 KCPX-AM		KRGO-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

39

A/M '79 Market Overview

Bernie Waterman's P/A station KTSA remained atop the San Antonio metro with a more than 11 share although it was the fourth book in a row in which the station has declined. KTSA is number two in adults 18-34 and number two among adults 25-49. KTSA still tops with teens. AM drive saw the biggest share decline for KTSA.

On the plus side, the sister station to KTSA, KTFM, had a smashing book jumping three shares. The Dancemusic sound may have helped make this station more successful. KTFM is number one with adults 18-34 and fourth with adults 25-49. Outside advertising was conducted on TV, billboards, and in print.

There must have been some problems with the Spanish retrieval in San Antonio, because in this report both Hispanic stations, KCOR and KEDA, went down. It was the worst book received in years by KCOR.

Beautiful Music KQXT was fourth in the market, 12+, with a stable book in this sweep. KQXT tied for third in adults 25-49, showed biggest share of audience in midday TV and billboards were used to advertise KQXT image.

Clear Channel WOAI generated improved numbers in this sweep. Increased numbers among 35+ males helps station share grow, WOAI is third 35-64. Morning drive was the best daypart for WOAI. WOAI carried Texas Rangers baseball and other sports events, which add to full-service image. Print and billboard campaign promoted the News/Talk station.

Black-formatted KAPE caught an upswing, rising from 1.5 to 4.2 (12+). KAPE mixed some Dancemusic into its Pop/Rhythm sound — just enough so as not to hurt basic Black format.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 7815

	A/M '78	O/N '78	A/M '79
1 KTSA-AM	14.3	KTSA-AM	14.1
2 KCOR-AM	12.4	KCOR-AM	12.3
3 KBUC-AF	10.0	KKYX-AM	9.2
4 KQXT-FM	9.8	KQXT-FM	8.9
5 KTFM-FM	8.7	KTFM-FM	6.0
6 KKYX-AM	7.0	KONO-AM	5.7
7 WOAI-AM	5.3	KEIA-AM	5.7
8 KZZY-FM	4.3	KZZY-FM	5.6
9 KEDA-AM	3.6	KBUC-FM	4.9
10 KUKA-AM	3.4	WOAI-AM	4.6
11 KAPE-AM	3.4	KITY-FM	4.6
12 KITY-FM	2.9	WOAI-FM	3.6
13 KCCW-AF	2.9	KBUC-AM	2.8
14 WOAI-FM	2.8	KISS-FM	2.8
15 KISS-FM	2.6	KUKA-AM	2.2
16 KONO-AM	1.9	KCCW-AM	1.9
17 KDRY-AM	1.6	KAPE-AM	1.5
18 KMAC-AM	1.5	KMAC-AM	1.1
19 KGNE-AF	1.3	KVAR-FM	1.0
20 KMFM-FM	0.5	KWED-AM	0.8
21		KMFM-FM	0.7
22		KDRY-AM	0.7
23		KGNE-AM	0.3
24		KWED-FM	0.3
25		KMFM-FM	0.3

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 7815

	A/M '78	O/N '78	A/M '79
1 KTSA-AM	185	KTSA-AM	174
2 KCOR-AM	160	KCOR-AM	152
3 KBUC-AF	129	KKYX-AM	114
4 KQXT-FM	127	KQXT-FM	110
5 KTFM-FM	112	KTFM-FM	74

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1 KTSA-AM		KTSA-AM	
2 KCOR-AM		KCOR-AM	
3 KBUC-AF		KKYX-AM	
4 KQXT-FM		KBUC-FM	
5 KKYX-AM		KQXT-FM	

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 KTSA-AM		KTSA-AM	
2 KQXT-FM		KCOR-AM	
3 KTFM-FM		KQXT-FM	
4 KCOR-AM		KKYX-AM	
5 KKYX-AM		KTFM-FM	

Teens
M-S, 6am-Midnight
POP(00): 1200

	A/M '78	O/N '78	A/M '79
1 KTSA-AM		KTSA-AM	
2 KTFM-FM		KZZY-FM	
3 KZZY-FM		KTFM-FM	
4 KISS-FM		KONO-AM	
5 KUKA-AM		KISS-FM	

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1 KTSA-AM		KTSA-AM	
2 KTFM-FM		KZZY-FM	
3 KZZY-FM		KTFM-FM	
4 KAPE-AM		KONO-AM	
5 KISS-FM		KCOR-AM	

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 KTSA-AM		KTSA-AM	
2 KTFM-FM		KZZY-FM	
3 KUKA-AM		KTFM-FM	
4 KZZY-FM		KONO-AM	
5 KISS-FM		KCOR-AM	

Adults 18-34
M-S, 6am-Midnight
POP(00): 1200

	A/M '78	O/N '78	A/M '79
1 KTSA-AM		KTSA-AM	
2 KTFM-FM		KTFM-FM	
3 KBUC-AF		KITY-FM	
4 KKYX-AM		KKYX-AM	
5 KCOR-AM		KCOR-AM	

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1 KTSA-AM		KTSA-AM	
2 KBUC-AF		KBUC-FM	
3 KTFM-FM		KKYX-AM	
4 KKYX-AM		KITY-FM	
5 KCOR-AM		KCOR-AM	

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 KTSA-AM		KTSA-AM	
2 KTFM-FM		KTFM-FM	
3 KKYX-AM		KITY-FM	
4 KBUC-AF		KONO-AM	
5 KAPE-AM		KKYX-AM	

Adults 25-49
M-S, 6am-Midnight
POP(00): 3001

	A/M '78	O/N '78	A/M '79
1 KCOR-AM		KCOR-AM	
2 KBUC-AF		KKYX-AM	
3 KTSA-AM		KTSA-AM	
4 KKYX-AM		KQXT-FM	
5 KQXT-FM		KITY-FM	

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1 KKYX-AM		KCOR-AM	
2 KCOR-AM		KQXT-FM	
3 KTSA-AM		KTSA-AM	
4 KBUC-AF		KKYX-AM	
5 KQXT-FM		KITY-FM	

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 KBUC-AF		KCOR-AM	
2 KCOR-AM		KKYX-AM	
3 KTSA-AM		KTSA-AM	
4 KKYX-AM		KQXT-FM	
5 WOAI-AM		KBUC-FM	

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 7815

	A/M '78	O/N '78	A/M '79
1 KTSA-AM	2900	KTSA-AM	2608
2 KTFM-FM	1677	KKYX-AM	1551
3 KKYX-AM	1314	KONO-AM	1336
4 KBUC-AF	1301	KTFM-FM	1304
5 KQXT-FM	1204	KQXT-FM	1233

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1 KTSA-AM		KTSA-AM	
2 KBUC-AF		KKYX-AM	
3 KTFM-FM		KCOR-AM	
4 KCOR-AM		KQXT-FM	
5 KKYX-AM		WOAI-AM	

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 KTSA-AM		KTSA-AM	
2 KTFM-FM		KKYX-AM	
3 KKYX-AM		KTFM-FM	
4 KQXT-FM		KQXT-FM	
5 KBUC-AF		KZZY-FM	

Teens
M-S, 6am-Midnight
POP(00): 1200

	A/M '78	O/N '78	A/M '79
1 KTSA-AM		KTSA-AM	
2 KTFM-FM		KZZY-FM	
3 KZZY-FM		KTFM-FM	
4 KISS-FM		KONO-AM	
5 KUKA-AM		KISS-FM	

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1 KTSA-AM		KTSA-AM	
2 KTFM-FM		KZZY-FM	
3 KZZY-FM		KONO-AM	
4 KISS-FM		KTFM-FM	
5 KBUC-AF		KAPE-AM	

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 KTSA-AM		KTSA-AM	
2 KTFM-FM		KZZY-FM	
3 KZZY-FM		KTFM-FM	
4 KISS-FM		KONO-AM	
5 KUKA-AM		KISS-FM	

Adults 18-34
M-S, 6am-Midnight
POP(00): 2950

	A/M '78	O/N '78	A/M '79
1 KTSA-AM		KTSA-AM	
2 KTFM-FM		KTFM-FM	
3 KBUC-AF		KONO-AM	
4 KKYX-AM		KKYX-AM	
5 KZZY-FM		KZZY-FM	

M-F, 6-10am

	A/M '78	O/N '78	A/M '79
1 KTSA-AM		KTSA-AM	
2 KTFM-FM		KKYX-AM	
3 KKYX-AM		KTFM-FM	
4 KBUC-AF		KONO-AM	
5 KONO-AM		KITY-FM	

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 KTSA-AM		KTSA-AM	
2 KTFM-FM		KZZY-FM	
3 KKYX-AM		KONO-AM	
4 KKYX-AM		KKYX-AM	
5 KBUC-AF		KITY-FM	

Adults 25-49
M-S, 6am-Midnight
POP(00): 3001

	A/M '78	O/N '78	A/M '79
1 KTSA-AM		KTSA-AM	
2 KKYX-AM		KKYX-AM	
3 KBUC-AF		KQXT-FM	
4 KCOR-AM		KCOR-AM	
5 KQXT-FM		WOAI-AM	

M-F, 6-10am

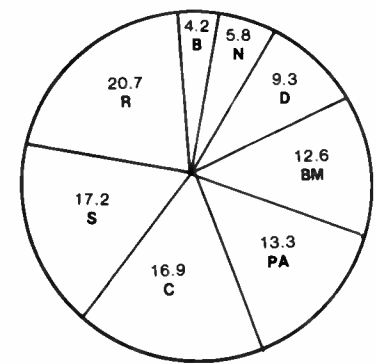
	A/M '78	O/N '78	A/M '79
1 KTSA-AM		KTSA-AM	
2 KBUC-AF		KKYX-AM	
3 KKYX-AM		KCOR-AM	
4 KCOR-AM		KQXT-FM	
5 WOAI-AM		WOAI-AM	

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79
1 KTSA-AM		KTSA-AM	
2 KKYX-AM		KKYX-AM	
3 KBUC-AF		KQXT-FM	
4 KQXT-FM		KCOR-AM	
5 KCOR-AM		KITY-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 Diego

METRO RANK

20

A/M '79 Market Overview

P/A station KFMB is the new number one station in San Diego, as the station achieved its highest share in recent years. KFMB picked up Padres baseball and zoomed to the top. It's the new number one among adults 25-49, while also scoring number three position among adults 18-34.

KOZN (now known as KYQY) is the top Beautiful Music station in the market, and #2 in terms of 12+ appeal. Station did well with 25+ demos, and made its biggest share gains among female listeners. Extensive ad campaign featured TV and billboards.

Two other BM stations trail closely on the heels of KOZN. KEZL and XTRA both rose in the latest book and are virtually tied with each other. XTRA ranks fourth among adults 25-49, KEZL shows up later in the pack in this demo.

Several Top 40's are bunched together in terms of overall appeal. KFMB-FM (B100), XTRA-FM, and KMJC were all within a stone's throw of each other in 12+ appeal. XTRA-FM scored well, topping the adults 18-34 demo and ending up number one in men 18-34 also. KFMB-FM is the #2 station for teens, and rated well among 18-34 adults also. KMJC skews younger, best in teens.

Dancemusic Radio debuted well in San Diego on the A/M '79 sweep. KITT lands in top ten among adults 18-34, and picked up a significant teen audience also. KITT did an extensive ad campaign, using billboards all over the city plus a heavy TV schedule and some print. No on-air giveaways.

Diary return was poorer this survey than in the O/N '78 sweep. Almost 200 fewer diaries came back this Spring, a situation which might mean some fluctuations could be possible.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 14245

A/M '78	O/N '78	A/M '79
1 KOGO-AM	8.1	KSDO-AM 5.6
2 KGB -FM	7.1	KPRI-FM 5.2
3 KFMB-FM	7.0	XTRA-AM 5.0
4 KPRI-FM	5.9	KEZL-FM 4.9
5 KCBQ-AM	5.5	KFMB-FM 4.9
6 KSDO-AM	5.1	KGB -FM 4.8
7 XTRA-AM	4.8	KOZN-FM 4.7
8 KIFM-FM	4.7	KCBQ-AM 4.7
9 KEZL-FM	4.5	KMJC-AM 4.6
10 KFMB-AM	4.1	KIFM-FM 4.4
11 KMJC-AM	3.7	KFMB-AM 3.9
12 KOZN-FM	3.7	KBZT-FM 3.9
13 KGB -AM	3.5	KFSD-FM 3.7
14 KSDN-AM	3.0	KSDN-AM 3.4
15 KSDN-FM	2.8	KNX -AM 3.4
16 KNX -AM	2.1	KYXY-FM 2.6
17 KFSD-FM	2.1	KOGO-AM 2.6
18 KYXY-FM	1.9	XTRA-FM 2.5
19 KFI -AM	1.6	KGB -AM 2.0
20 KJFM-FM	1.6	KJFM-FM 2.0
21 KABC-AM	1.1	KFI -AM 1.9
22 KMST-FM	0.9	KSDN-FM 1.5
23 KUDE-AM	0.7	XEGM-AM 1.1
24 XEMD-AM	0.6	KKOS-FM 1.0
25 KLAC-AM	0.6	XHRM-FM 1.0
26 KBRT-AM	0.5	KABC-AM 0.9
27 KRTH-FM	0.5	KOWN-FM 0.8
28 KKOS-FM	0.4	KLAC-AM 0.6
29 KOWN-FM	0.4	KBRT-AM 0.6
30 KBIG-FM	0.4	KBIG-FM 0.5
31		KMET-FM 0.5
32		KJDI-FM 0.5
33		XHIS-FM 0.4
34		KGD -AM 0.4
35		XEMD-AM 0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 14245

A/M '78	O/N '78	A/M '79
1 KOGO-AM	185	KSDO-AM 126
2 KGB -FM	162	KPRI-FM 117
3 KFMB-FM	159	XTRA-AM 113
4 KPRI-FM	134	KEZL-FM 112
5 KCBQ-AM	126	KFMB-FM 110
6 KSDO-AM	117	KGB -FM 109
7 XTRA-AM	109	KOZN-FM 107
8 KIFM-FM	107	KCBQ-AM 106
9 KEZL-FM	102	KMJC-AM 105
10 KFMB-AM	94	KIFM-FM 103

M-F, 6-10am

1 KSDO-AM	KSDO-AM	KSDO-AM
2 KCBQ-AM	KCBQ-AM	XTRA-AM
3 KOGO-AM	KFMB-AM	KFMB-AM
4 KFMB-AM	KIFM-FM	KMJC-AM
5 KGB -FM	KFMB-FM	KFMB-FM
6 KFMB-FM	KOGO-AM	KFMB-FM
7 KPRI-FM	KEZL-FM	KNX -AM
8 XTRA-AM	KOZN-FM	KSDN-AM
9 KIFM-FM	XTRA-AM	KEZL-FM
10 KFMB-AM	KMJC-AM	KFI -AM

M-F, 3-7pm

1 KOGO-AM	KMJC-AM	KFMB-AM
2 KFMB-FM	KPRI-FM	KEZL-FM
3 KGB -FM	XTRA-AM	KMJC-AM
4 KPRI-FM	KOZN-FM	KITT-FM
5 KCBQ-AM	KFMB-FM	KFMB-FM
6 XTRA-AM	KGB -FM	KOZN-FM
7 KSDO-AM	KCBQ-AM	KGB -FM
8 KIFM-FM	KEZL-FM	XTRA-FM
9 KFMB-AM	KIFM-FM	KYXY-FM
10 KEZL-FM	KSDO-AM	XTRA-AM

Teens
M-S, 6am-Midnight
POP(00): 1787

A/M '78	O/N '78	A/M '79
1 KFMB-FM	KFMB-FM	KMJC-AM
2 KGB -FM	KMJC-AM	KFMB-FM
3 KCBQ-AM	KCBQ-AM	KITT-FM
4 KMJC-AM	KGB -FM	KGB -FM
5 KGB -AM	KPRI-FM	KPRI-FM
6 KPRI-FM	KSDN-AM	KFI -AM
7 KOGO-AM	KFMB-AM	KCBQ-AM
8 KFI -AM	KFI -AM	XTRA-FM
9 KFMB-AM	KBZT-FM	XHRM-FM
10 KOWN-FM	XHRM-FM	KFMB-AM

M-F, 6-10am

1 KFMB-FM	KFMB-FM	KMJC-AM
2 KCBQ-AM	KCBQ-AM	KFMB-FM
3 KMJC-AM	KMJC-AM	KITT-FM
4 KGB -FM	KFMB-AM	KGB -FM
5 KGB -AM	KBZT-FM	KCBQ-AM
6 KFMB-AM	KGB -FM	KPRI-FM
7 KPRI-FM	KPRI-FM	KFI -AM
8 KIFM-FM	KSDN-AM	XTRA-FM
9 KOGO-AM	XEGM-AM	KNX -AM
10 KSDO-AM	KFI -AM	KFSD-FM

M-F, 3-7pm

1 KFMB-FM	KMJC-AM	KITT-FM
2 KCBQ-AM	KFMB-FM	KMJC-AM
3 KGB -FM	KCBQ-AM	KFMB-FM
4 KMJC-AM	KGB -FM	KPRI-FM
5 KGB -AM	KPRI-FM	KGB -FM
6 KPRI-FM	KSDN-AM	KCBQ-AM
7 KOGO-AM	KFI -AM	KFI -AM
8 KFI -AM	XHRM-FM	XTRA-FM
9 KFMB-AM	KGB -AM	XHRM-FM
10 KSDN-FM	KBZT-FM	KOWN-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 5792

A/M '78	O/N '78	A/M '79
1 KPRI-FM	KPRI-FM	XTRA-FM
2 KGB -FM	KIFM-FM	KPRI-FM
3 KIFM-FM	KGB -FM	KFMB-AM
4 KFMB-FM	KBZT-FM	KIFM-FM
5 KCBQ-AM	KCBQ-AM	KYXY-FM
6 KFMB-AM	KFMB-AM	KGB -FM
7 KGB -AM	KMJC-AM	KFMB-FM
8 KMJC-AM	XTRA-FM	KITT-FM
9 KOGO-AM	KFMB-AM	KMJC-AM
10 KEZL-FM	KGB -AM	KBZT-FM

M-F, 6-10am

1 KGB -FM	KCBQ-AM	KPRI-FM
2 KPRI-FM	KIFM-FM	KFMB-AM
3 KFMB-AM	KGB -FM	XTRA-FM
4 KCBQ-AM	KPRI-FM	KIFM-FM
5 KIFM-FM	KFMB-FM	KYXY-FM
6 KGB -AM	KBZT-FM	KCBQ-AM
7 KFMB-FM	KFMB-AM	KMJC-AM
8 KMJC-AM	KGB -AM	KITT-FM
9 KFI -AM	KMJC-AM	KFMB-FM
10 KSDO-AM	KEZL-FM	KFI -AM

M-F, 3-7pm

1 KGB -FM	KPRI-FM	XTRA-FM
2 KPRI-FM	KGB -FM	KIFM-FM
3 KIFM-FM	KIFM-FM	KYXY-FM
4 KOGO-AM	KBZT-FM	KFMB-AM
5 KFMB-AM	KFMB-AM	KGB -FM
6 KFMB-FM	KCBQ-AM	KFMB-FM
7 KCBQ-AM	KMJC-AM	KITT-FM
8 KGB -AM	XTRA-FM	KMJC-AM
9 KMJC-AM	KGB -AM	KPRI-FM
10 KSDO-AM	KFMB-AM	KBZT-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 5529

A/M '78	O/N '78	A/M '79
1 KOGO-AM	KIFM-FM	KFMB-AM
2 KEZL-FM	KEZL-FM	KYXY-FM
3 KFMB-AM	KSDO-AM	KBZT-FM
4 KIFM-FM	KFMB-AM	XTRA-AM
5 XTRA-AM	KBZT-FM	KSDN-AM
6 KCBQ-AM	KCBQ-AM	KOZN-FM
7 KFMB-FM	XTRA-AM	KEZL-FM
8 KSDN-AM	KYXY-FM	KCBQ-AM
9 KSDN-FM	KFSD-FM	KMJC-AM
10 KGB -FM	KOZN-FM	XTRA-FM

M-F, 6-10am

1 KFMB-AM	KSDO-AM	KFMB-AM
2 KOGO-AM	KCBQ-AM	KCBQ-AM
3 KCBQ-AM	KFMB-AM	KYXY-FM
4 KIFM-FM	KOGO-AM	KFI -AM
5 XTRA-AM	KEZL-FM	XTRA-AM
6 KGB -AM	KIFM-FM	KSDN-AM
7 KSDN-AM	KOZN-FM	KMJC-AM
8 KSDO-AM	XTRA-AM	KSDO-AM
9 KEZL-FM	KSDN-AM	KBZT-FM
10 KGB -FM	KYXY-FM	KIFM-FM

M-F, 3-7pm

1 KOGO-AM	KIFM-FM	KFMB-AM
2 KEZL-FM	XTRA-AM	KYXY-FM
3 KFMB-AM	KEZL-FM	KBZT-FM
4 KCBQ-AM	KCBQ-AM	XTRA-AM
5 KSDN-AM	KSDN-AM	KOZN-FM
6 KIFM-FM	KBZT-FM	KITT-FM
7 XTRA-AM	KYXY-FM	KIFM-FM
8 KSDN-FM	KSDO-AM	KSDN-AM
9 KSDO-AM	KGB -FM	XTRA-FM
10 KMJC-AM	KOZN-FM	KMJC-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 14245

A/M '78	O/N '78	A/M '79
1 KOGO-AM	3241	KCBQ-AM 2863
2 KFMB-FM	2747	KFMB-FM 2694
3 KCBQ-AM	2695	KSDO-AM 2347
4 KGB -FM	2249	KMJC-AM 2276
5 KFMB-AM	2106	KFMB-AM 2012
6 KGB -AM	1884	KGB -FM 1919
7 KMJC-AM	1831	XTRA-AM 1913
8 XTRA-AM	1775	KPRI-FM 1756
9 KSDO-AM	1766	KGB -AM 1678
10 KIFM-FM	1493	KOGO-AM 1560

M-F, 6-10am

1 KCBQ-AM	KSDO-AM	KSDO-AM
2 KSDO-AM	KCBQ-AM	KMJC-AM
3 KFMB-FM	KFMB-FM	KFMB-FM
4 KGB -FM	KMJC-AM	KFMB-AM
5 KFMB-AM	KFMB-AM	XTRA-AM
6 KMJC-AM	XTRA-AM	KCBQ-AM
7 KOGO-AM	KGB -FM	KOZN-FM
8 KGB -AM	KOGO-AM	KGB -FM
9 XTRA-AM	KNX -AM	KOGO-AM
10 KIFM-FM	KPRI-FM	KEZL-FM

M-F, 3-7pm

1 KOGO-AM	KCBQ-AM	KFMB-AM
2 KFMB-FM	KFMB-FM	KMJC-AM
3 KCBQ-AM	KMJC-AM	KFMB-FM
4 KMJC-AM	KSDO-AM	KCBQ-AM
5 KGB -FM	XTRA-AM	KPRI-FM
6 KSDO-AM	KGB -FM	KSDO-AM
7 KGB -AM	KPRI-FM	XTRA-AM
8 XTRA-AM	KFMB-AM	KGB -FM
9 KFMB-AM	KIFM-FM	KOZN-FM
10 KIFM-FM	KOZN-FM	KEZL-FM

Teens

M-S, 6am-Midnight
POP(00): 1787

A/M '78	O/N '78	A/M '79
1 KCBQ-AM	KFMB-FM	KFMB-FM
2 KFMB-FM	KCBQ-AM	KMJC-AM
3 KMJC-AM	KMJC-AM	KGB -FM
4 KGB -FM	KGB -FM	KCBQ-AM
5 KFMB-AM	KPRI-FM	KITT-FM
6 KSDO-AM	KGB -AM	KFI -AM
7 KPRI-FM	KSDN-AM	KPRI-FM
8 KGB -AM	KFMB-AM	KFMB-AM
9 KFI -AM	KBZT-FM	KGB -AM
10 KYXY-FM	KFI -AM	XTRA-FM

M-F, 6-10am

1 KCBQ-AM	KCBQ-AM	KMJC-AM
2 KFMB-FM	KFMB-FM	KFMB-FM
3 KMJC-AM	KMJC-AM	KGB -FM
4 KGB -FM	KFMB-AM	KFI -AM
5 KGB -AM	KGB -FM	KITT-FM
6 KFMB-AM	KPRI-FM	KCBQ-AM
7 KPRI-FM	KBZT-FM	KPRI-FM
8 KOGO-AM	KSDN-AM	XTRA-FM
9 KFI -AM	KSDN-FM	KSDO-AM
10 KRTH-FM	KFI -AM	KOWN-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 Diego

Continued

M-F, 3-7pm

1 KFMB-FM	KMJC-AM	KMJC-AM
2 KCBQ-AM	KFMB-FM	KFMB-FM
3 KHJC-AM	KCBQ-AM	KITT-FM
4 KGB -FM	KGB -FM	KPRI-FM
5 KPRI-FM	KPRI-FM	KCBQ-AM
6 KOGO-AM	KSON-AM	KGB -FM
7 KFMB-AM	KBZT-FM	KFI -AM
8 KGB -AM	KFI -AM	XTRA-FM
9 KFI -AM	KFMB-AM	XHRM-FM
10 NUDE-AM	KGB -AM	KFMB-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 5792

A/M '78	O/N '78	A/M '79
1 KGB -FM	KFMB-FM	KFMB-FM
2 KFMB-FM	KCBQ-AM	KFMB-AM
3 KGB -AM	KGB -FM	KGB -AM
4 KCBQ-AM	KPRI-FM	KPRI-FM
5 KIFM-FM	KMJC-AM	KGB -FM
6 KFMB-AM	KIFM-FM	KIFM-FM
7 KOGO-AM	KGB -AM	KMJC-AM
8 KPRI-FM	KBZT-FM	KCBQ-AM
9 KMJC-AM	KFMB-AM	XTRA-FM
10 KFI -AM	KOGO-AM	KITT-FM

M-F, 8-10am

1 KCBQ-AM	KCBQ-AM	KMJC-AM
2 KGB -FM	KGB -FM	KFMB-AM
3 KGB -AM	KFMB-FM	KFMB-FM
4 KFMB-AM	KMJC-AM	KGB -AM
5 KFMB-FM	KGB -AM	KIFM-FM
6 KMJC-AM	KPRI-FM	KCBQ-AM
7 KPRI-FM	KIFM-FM	XTRA-FM
8 KIFM-FM	KFMB-AM	KGB -FM
9 KFI -AM	KBZT-FM	KPRI-FM
10 KOGO-AM	KFI -AM	KYXY-FM

M-F, 3-7pm

1 KGB -AM	KFMB-FM	KFMB-AM
2 KGB -FM	KPRI-FM	KPRI-FM
3 KFMB-FM	KCBQ-AM	KFMB-FM
4 KPRI-FM	KGB -FM	KGB -FM
5 KIFM-FM	KMJC-AM	KIFM-FM
6 KCBQ-AM	KIFM-FM	XTRA-FM
7 KMJC-AM	KBZT-FM	KMJC-AM
8 KOGO-AM	KGB -AM	KCBQ-AM
9 KFMB-AM	KFMB-AM	KGB -AM
10 KFI -AM	XTRA-FM	KYXY-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 5529

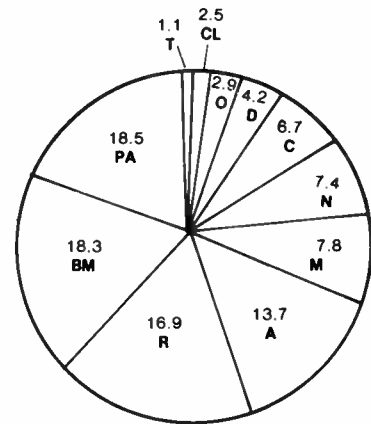
A/M '78	O/N '78	A/M '79
1 KOGO-AM	KCBQ-AM	KFMB-AM
2 KFMB-AM	KSDO-AM	KCBQ-AM
3 KFMB-FM	KFMB-AM	KFMB-FM
4 KCBQ-AM	KIFM-FM	KMJC-AM
5 KIFM-FM	KGB -AM	KYXY-FM
6 KSDO-AM	KOGO-AM	XTRA-AM
7 XTRA-AM	KFMB-FM	KSDO-AM
8 KEZL-FM	XTRA-AM	KGB -AM
9 KGB -AM	KBZT-FM	KBZT-FM
10 KMJC-AM	KSON-AM	KSON-AM

M-F, 8-10am

1 KFMB-AM	KSDO-AM	KFMB-AM
2 KCBQ-AM	KCBQ-AM	KCBQ-AM
3 KSDO-AM	KFMB-AM	KSDO-AM
4 KOGO-AM	KOGO-AM	KMJC-AM
5 KFMB-FM	KGB -AM	KFMB-FM
6 XTRA-AM	KIFM-FM	KYXY-FM
7 KIFM-FM	XTRA-AM	XTRA-AM
8 KGB -AM	KSON-AM	KOGO-AM
9 KMJC-AM	KEZL-FM	KBZT-FM
10 KEZL-FM	KGB -FM	KGB -AM

M-F, 3-7pm

1 KOGO-AM	KCBQ-AM	KFMB-AM
2 KFMB-AM	KIFM-FM	KCBQ-AM
3 KCBQ-AM	KSDO-AM	KYXY-FM
4 KSDO-AM	KGB -AM	XTRA-AM
5 KIFM-FM	KSON-AM	KMJC-AM
6 XTRA-AM	XTRA-AM	KSDO-AM
7 KMJC-AM	KFMB-AM	KSON-AM
8 KGB -AM	KMJC-AM	KBZT-FM
9 KEZL-FM	KFSO-FM	KIFM-FM
10 KFMB-FM	KGB -FM	KFMB-FM



St. Louis

Continued from page 194

Adults 25-49
M-S, 6am-Midnight
POP(00): 7784

A/M '78	O/N '78	A/M '79
1 KMOX-AM	KMOX-AM	KMOX-AM
2 KSD -AM	KSD -AM	KXOK-AM
3 WIL -AM	KXOK-AM	KSD -AM
4 KXOK-AM	WIL -FM	WIL -FM
5 KEZK-FM	KMOX-FM	WIL -AM
6 KSLQ-FM	WIL -AM	KEZK-FM
7 KMOX-FM	KSLQ-FM	KSLQ-FM
8 WIL -FM	KEZK-FM	KMOX-FM
9 WRTH-AM	WRTH-AM	KWK -AM
10 KSHE-FM	KSHE-FM	WRTH-AM

M-F, 8-10am

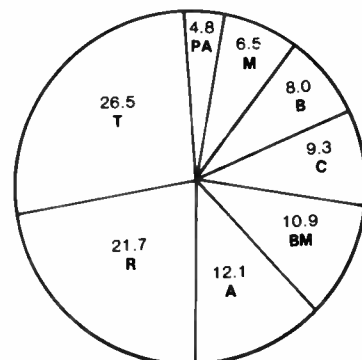
1 KMOX-AM	KMOX-AM	KMOX-AM
2 KSD -AM	KSD -AM	KXOK-AM
3 WIL -AM	KXOK-AM	KSD -AM
4 KXOK-AM	KMOX-FM	WIL -AM
5 KSLQ-FM	WIL -AM	KSLQ-FM
6 KEZK-FM	WIL -FM	WIL -FM
7 WIL -FM	KSLQ-FM	KMOX-FM
8 KMOX-FM	KEZK-FM	KEZK-FM
9 WRTH-AM	WRTH-AM	WRTH-AM
10 KKSS-FM	KSHE-FM	KWK -AM

M-F, 3-7pm

1 KMOX-AM	KMOX-AM	KMOX-AM
2 KSD -AM	KSD -AM	KXOK-AM
3 KXOK-AM	KXOK-AM	KSD -AM
4 WIL -AM	WIL -FM	KSLQ-FM
5 KSLQ-FM	WIL -AM	WIL -FM
6 KMOX-FM	KMOX-FM	KWK -AM
7 KSHE-FM	KSLQ-FM	WIL -AM
8 KEZK-FM	KEZK-FM	KEZK-FM
9 WIL -FM	KSHE-FM	WRTH-AM
10 WRTH-AM	KATZ-AM	KMOX-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

4

A/M '79-J/A '79 Market Overview

Spring and Summer books confirm that ABC's News/Talk station, KGO, remains number one in terms of 12+ appeal. KGO was number one in adults 25-49, and the dominant station 35-64.

Tied for the number two position (12+) are KFRC, the Top 40 giant in the city, and NBC's KNBR (P/A) which carried Giants baseball this year. KFRC was tops among adults 18-34, but station found its overall share declining or the third book in a row. 18-34 audience erodes slightly in Summer book, although teen numbers stayed healthy.

KNBR went through its first year of carrying the Giants games, and the station seemed to pick up audience as a result. KNBR is now number two among adults 25-49, with its audience in this demo stabilized at a healthy figure. KNBR used billboards to advertise station.

News station KCBS saw the latest books indicating some slippage in its audience. KCBS was still number two in AM drive and used billboards to keep in front of the public. KCBS skews largely 35+, shows some strength 25-54 also. 25-49 numbers declined between A/M and J/A books.

Beautiful Music stations KFOG and KOIT both had increases in the A/M report, then slid somewhat in the J/A sweep. Both Stations lost some 25-49 audience in Summer book, which led to a decrease in 12+ share. KFOG was slightly more popular 25-49 than KOIT.

Black-formatted KSOL continued to achieve a mid-3 share of the 12+ audience in the metro. KSOL is seventh in appeal to adults 18-34, ranks second among teens. Male numbers increased for KSOL in the Summer book, while female shares declined overall.

The AOR scene in the Bay area is led by KSAN, which achieved a mid-2 in the Summer book, the station's best numbers with its current format. KSAN is number one with men 18-34 in the Summer report, and the station saw its men shares really climb in AM drive and midday.

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
P(00): 42261

AM '79	J/A '79	ON '79	JF '79	AM '79	J/A '79
KFRC-AM 8.5	KSFO-AM 8.8	KGO -AM 8.4	KGO -AM 8.8	KGO -AM 9.0	KGO -AM 9.1
KGO -AM 7.6	KGO -AM 7.8	KFRC-AM 6.9	KFRC-AM 6.8	KFRC-AM 5.8	KNBR-AM 5.3
KSFO-AM 6.6	KFRC-AM 6.2	KCBS-AM 6.7	KCBS-AM 5.9	KNBR-AM 5.8	KCBS-AM 4.5
KCBS-AM 5.9	KCBS-AM 5.4	KABL-AM 4.2	KOIT-FM 4.1	KCBS-AM 5.1	KABL-AM 3.6
KFOG-FM 4.4	KFOG-FM 3.7	KSOL-FM 4.1	KSFO-AM 4.1	KFOG-FM 4.1	KFOG-FM 3.4
KOIT-FM 3.9	KOIT-FM 3.6	KOIT-FM 4.0	KSOL-FM 4.1	KSOL-FM 3.7	KFOG-FM 3.4
KABL-AM 3.6	KSOL-FM 3.3	KFOG-FM 3.9	KSFX-FM 3.8	KOIT-FM 3.7	KOIT-FM 3.3
KOIT-FM 3.6	KDIA-AM 3.2	KSFX-FM 3.7	KABL-AM 3.7	KOIT-FM 3.7	KOIT-FM 3.3
KSFX-FM 3.4	KABL-AM 3.1	KSFO-AM 3.4	KNEU-AM 3.4	KABL-FM 3.1	KOIT-FM 3.1
KNBR-AM 3.3	KOIT-FM 3.0	KDIA-AM 2.9	KNBR-AM 3.2	KSFO-AM 3.1	KSFO-AM 3.1
KDIA-AM 3.2	KSFX-FM 2.8	KOIT-FM 2.6	KOIT-FM 3.1	KYUU-FM 3.0	KYUU-FM 3.0
KMEL-FM 2.5	KNEU-AM 2.7	KNBR-AM 2.5	KABL-FM 2.8	KYUU-FM 2.8	KOIT-FM 2.9
KSOL-FM 2.5	KNBR-AM 2.6	KYA -AM 2.3	KFOG-FM 2.7	KSFX-FM 2.8	KNEU-AM 2.9
KABL-FM 2.4	KMEL-FM 2.4	KNEU-AM 2.3	KDIA-AM 2.7	KNEU-AM 2.5	KSFX-FM 2.8
KLOK-AM 2.3	KYA -AM 2.3	KABL-FM 2.3	KYA -AM 2.4	KYA -AM 2.5	KDIA-AM 2.7
KYA -AM 2.2	KABL-FM 2.2	KMEL-FM 2.2	KBAY-FM 2.3	KABL-FM 2.5	KSAN-FM 2.5
KNEU-AM 2.2	KLOK-AM 2.1	KLOK-AM 1.9	KMEL-FM 2.2	KMEL-FM 2.3	KMPX-FM 2.4
KBAY-FM 2.0	KSAN-FM 2.1	KBAY-FM 1.8	KYUU-FM 2.1	KOME-FM 1.9	KLOK-AM 2.3
KSAN-FM 1.9	KSJO-FM 1.8	KSAN-FM 1.8	KYA -AM 2.1	KLOK-AM 1.9	KMEL-FM 2.2
KYUU-FM 1.7	KYA -AM 1.7	KYA -AM 1.7	KKHI-AM 2.0	KSAN-FM 1.9	KOME-FM 1.9
KOIF-FM 1.6	KBAY-FM 1.7	KYUU-FM 1.6	KSAN-FM 1.9	KBAY-FM 1.8	KBAY-FM 1.7
KDFC-FM 1.5	KDFC-FM 1.5	KMPX-FM 1.6	KHBI-AM 1.6	KYA -AM 1.7	KBAY-FM 1.7
KCBS-AM 1.3	KARA-FM 1.2	KDFC-FM 1.5	KLOK-AM 1.6	KMPX-FM 1.4	KEZR-FM 1.5
KARA-FM 1.1	KBRG-FM 1.2	KEEN-AM 1.2	KOME-FM 1.6	KSJO-FM 1.2	KYA -AM 1.4
KKHI-FM 1.0	KOIF-FM 1.2	KRE -FM 1.2	KDFC-FM 1.4	KEZR-FM 1.4	KBLX-FM 1.4
KYA -FM 1.0	KYUU-FM 1.1	KJAZ-FM 1.2	KMPX-FM 1.3	KDFC-FM 1.3	KDFC-FM 1.3
KFAK-AM 1.0	KLIU-AM 1.1	KKHI-AM 1.1	KCBS-FM 1.2	KCBS-FM 1.0	KARA-FM 1.1
KMPX-FM 1.0	KKHI-FM 1.1	KSJO-FM 1.1	KARA-FM 1.1	KKHI-FM 1.0	KKHI-FM 1.0
KLIU-AM 0.9	KKHI-AM 1.1	KARA-FM 1.1	KEZR-FM 1.0	KOIF-FM 1.0	KSJO-FM 0.9
KJAZ-FM 0.9	KFAT-FM 1.0	KEEN-AM 1.0	KEEN-AM 1.0	KEEN-AM 0.9	KJAZ-FM 0.9
KIBE-AM 0.9	KEEN-AM 1.0	KSJO-FM 1.0	KKHI-FM 1.0	KLIU-AM 0.8	KEEN-AM 0.8
KRE -FM 0.9	KOIT-FM 1.0	KBRG-FM 1.0	KRE -FM 1.0	KBRG-FM 0.8	KLIU-AM 0.8
KSJO-FM 0.8	KOME-FM 0.9	KLIU-AM 1.0	KKHI-AM 1.0	KFAT-FM 0.8	KRAK-AM 0.7
KOME-FM 0.8	KEZR-FM 0.9	KRAK-AM 0.9	KLIU-AM 0.9	KXRK-AM 0.7	KCBS-FM 0.7
KEZR-FM 0.8	KMPX-FM 0.8	KOME-FM 0.8	KARA-FM 0.9	KKHI-FM 0.7	KNBI-AM 0.6
KOIT-FM 0.8	KJAZ-FM 0.7	KCBS-FM 0.8	KBRG-FM 0.9	KJAZ-FM 0.7	KNBI-AM 0.6
KFAT-FM 0.7	KCBS-FM 0.7	KOIT-FM 0.7	KFAT-FM 0.7	KOIT-FM 0.6	KFAT-FM 0.6
KKHI-AM 0.6	KRE -FM 0.6	KXRK-AM 0.7	KJAZ-FM 0.7	KEZR-FM 0.6	KXRK-AM 0.6
KEEN-AM 0.6	KFAK-AM 0.4	KFAK-AM 0.5	KZST-FM 0.6	KKHI-AM 0.6	KFAK-AM 0.5
KSRO-AM 0.4	KZST-FM 0.4	KEAR-FM 0.5	KEAR-FM 0.5	KBLX-FM 0.6	KIBE-AM 0.4
					KTIM-AM 0.3
					KRE -AM 0.3
					KEAR-FM 0.3
					KTIM-FM 0.2

Average Persons Trends/Rankings

AM '79	J/A '79	ON '79	JF '79	AM '79	J/A '79
KFRC-AM 582	KSFO-AM 584	KGO -AM 569	KGO -AM 606	KGO -AM 619	KGO -AM 632
KGO -AM 523	KGO -AM 516	KFRC-AM 465	KFRC-AM 472	KFRC-AM 403	KNBR-AM 369
KSFO-AM 451	KFRC-AM 408	KCBS-AM 451	KCBS-AM 407	KNBR-AM 399	KFRC-AM 367
KCBS-AM 403	KCBS-AM 358	KABL-AM 281	KOIT-FM 283	KCBS-AM 352	KCBS-AM 314
KFOG-FM 303	KFOG-FM 244	KSOL-FM 268	KFOG-FM 282	KFOG-FM 281	KABL-AM 249
KOIT-FM 268	KOIT-FM 235	KOIT-FM 268	KSOL-FM 282	KSOL-FM 255	KFOG-FM 237
KABL-AM 244	KSOL-FM 219	KFOG-FM 262	KSFX-FM 262	KOIT-FM 253	KSOL-FM 237
KOIT-FM 233	KDIA-AM 213	KSFO-AM 248	KNEL-AM 248	KNEL-AM 227	KOIT-FM 227
KSFX-FM 233	KABL-AM 206	KSFO-AM 248	KNEL-AM 248	KNEL-AM 227	KOIT-FM 227
KNBR-AM 228	KOIT-FM 201	KDIA-AM 195	KNBR-AM 224	KSFO-AM 233	KSFO-AM 214

M-F, 6-10am

1 KCBS-AM	KGO -AM	KGO -AM	KGO -AM	KGO -AM	KGO -AM
2 KFRC-AM	KCBS-AM	KCBS-AM	KCBS-AM	KCBS-AM	KCBS-AM
3 KGO -AM	KSFO-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
4 KSFO-AM	KNBR-AM	KSFO-AM	KSFO-AM	KSFO-AM	KNBR-AM
5 KNBR-AM	KABL-AM	KABL-AM	KABL-AM	KNBR-AM	KSFO-AM
6 KABL-AM	KNEU-AM	KNEU-AM	KNEU-AM	KNEU-AM	KABL-AM
7 KFOG-FM	KNEU-AM	KSOL-FM	KNEU-AM	KABL-AM	KLOK-AM
8 KLOK-AM	KOIT-FM	KOIT-FM	KOIT-FM	KOIT-FM	KNEU-AM
9 KOIT-FM	KFOG-FM	KDIA-AM	KSFX-FM	KSOL-FM	KYUU-FM
10 KLOK-AM	KDIA-AM	KSFX-FM	KSOL-FM	KOIT-FM	KOIT-FM

M-F, 3-7pm

1 KFRC-AM	KSFO-AM	KFRC-AM	KFRC-AM	KNBR-AM	KGO -AM
2 KSFO-AM	KFRC-AM	KCBS-AM	KCBS-AM	KGO -AM	KFRC-AM
3 KGO -AM	KGO -AM	KGO -AM	KSOL-FM	KFRC-AM	KNBR-AM
4 KDIA-AM	KCBS-AM	KSOL-FM	KCBS-AM	KFOG-FM	KFOG-FM
5 KCBS-AM	KOIT-FM	KABL-AM	KSFX-FM	KOIT-FM	KCBS-AM
6 KFOG-FM	KFOG-FM	KOIT-FM	KOIT-FM	KABL-AM	KOIT-FM
7 KIOI-FM	KFOG-FM	KFOG-FM	KFOG-FM	KABL-AM	KSFX-FM
8 KSFX-FM	KOIT-FM	KOIT-FM	KSFX-FM	KABL-AM	KCBS-AM
9 KABL-AM	KABL-AM	KOIT-FM	KNBR-AM	KNBR-AM	KOIT-FM
10 KOIT-FM	KSFX-FM	KDIA-AM	KFOG-FM	KSFX-FM	KNEU-AM

Teens

M-S, 6am-Midnight

PDP(00): 5201

AM '79	J/A '79	ON '79	JF '79	AM '79	J/A '79
1 KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
2 KDIA-AM	KSOL-FM	KSOL-FM	KSOL-FM	KFRC-AM	KSOL-FM
3 KYA -AM	KYA -AM	KYA -AM	KSFX-FM	KDIA-AM	KOME-FM
4 KSOL-FM	KDIA-AM	KDIA-AM	KYA -AM	KYA -AM	KDIA-AM
5 KSFX-FM	KYA -FM	KSFX-FM	KYA -FM	KSFX-FM	KYA -AM
6 KIOI-FM	KSFX-FM	KMEL-FM	KDIA-AM	KLIU-AM	KYA -AM
7 KMEL-FM	KBRG-FM	KLIU-AM	KLIU-AM	KYA -FM	KOIT-FM
8 KLIU-AM	KOIT-FM	KOIT-FM	KMEL-FM	KOIT-FM	KMEL-FM
9 KSJO-FM	KSJO-FM	KYA -FM	KOIT-FM	KOME-FM	KNBR-AM
10 KSFO-AM	KSFO-AM	KSJO-FM	KSJO-FM	KSJO-FM	KSFX-FM

M-F, 6-10am

1 KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
2 KYA -AM	KSOL-FM	KSOL-FM	KSOL-FM	KSOL-FM	KSOL-FM
3 KDIA-AM	KYA -FM	KYA -FM	KLIU-AM	KYA -AM	KDIA-AM
4 KSOL-FM	KSFX-FM	KDIA-AM	KDIA-AM	KLIU-AM	KOME-FM
5 KSFX-FM	KBRG-FM	KLIU-AM	KSFX-FM	KDIA-AM	KABL-AM
6 KLIU-AM	KDIA-AM	KMEL-FM	KYA -FM	KSFX-FM	KLIU-AM
7 KOIF-FM	KMEL-FM	KSFX-FM	KSJO-FM	KYA -FM	KYA -AM
8 KMEL-FM	KYA -FM	KOIT-FM	KYA -FM	KOIT-FM	KOIT-FM
9 KIOI-FM	KOIT-FM	KYA -FM	KMEL-FM	KSJO-FM	KMEL-FM
10 KSJO-FM	KLIU-AM	KSJO-FM	KOME-FM	KOME-FM	KYA -FM

M-F, 3-7pm

1 KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KSOL-FM	KFRC-AM
2 KDIA-AM	KSOL-FM	KSOL-FM	KSOL-FM	KFRC-AM	KSOL-FM
3 KSOL-FM	KYA -AM	KYA -AM	KSFX-FM	KDIA-AM	KDIA-AM
4 KYA -AM	KDIA-AM	KDIA-AM	KYA -AM	KDIA-AM	KOME-FM
5 KMEL-FM	KYA -FM	KSFX-FM	KYA -FM	KLIU-AM	KLIU-AM
6 KSFX-FM	KSFX-FM	KMEL-FM	KDIA-AM	KYA -AM	KOIT-FM
7 KIOI-FM	KSJO-FM	KLIU-AM	KMEL-FM	KOIT-FM	KYA -AM
8 KLOK-AM	KOIT-FM	KOIT-FM	KOIT-FM	KOME-FM	KMEL-FM
9 KSJO-FM	KBRG-FM	KYA -FM	KLIU-AM	KMEL-FM	KSFX-FM
10 KLIU-AM	KLIU-AM	KLOK-AM	KOME-FM	KNBR-AM	KYA -FM

Adults 18-34

M-S, 6am-Midnight

PDP(00): 15948

AM '79	J/A '79	ON '79	JF '79	AM '79	J/A '79
1 KFRC-AM	KSFO-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
2 KIOI-FM	KOIT-FM	KOIT-FM	KSFX-FM	KOIT-FM	KOIT-FM
3 KSFX-FM	KFRC-AM	KFRC-AM	KSOL-FM	KYUU-FM	KYUU-FM
4 KMEL-FM	KSFX-FM	KSOL-FM	KOIT-FM	KNBR-AM	KSFX-FM
5 KNBR-AM	KMEL-FM	KSAN-FM	KSAN-FM	KYA -FM	KSAN-FM
6 KSFO-AM	KSAN-FM	KMEL-FM	KMEL-FM	KMEL-FM	KNBR-AM
7 KSAN-FM	KDIA-AM	KYA -FM	KYA -FM	KOIT-FM	KMEL-FM
8 KSOL-FM	KSOL-FM	KYA -AM	KYUU-FM	KSFX-FM	KSOL-FM
9 KDIA-AM	KNBR-AM	KDIA-AM	KDIA-AM	KSAN-FM	KYA -AM
10 KLOK-AM	KSJO-FM	KEZR-FM	KNBR-AM	KOME-FM	KEZR-FM

M-F, 6-10am

1 KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
2 KNBR-AM	KOIT-FM	KOIT-FM	KSFX-FM	KNBR-AM	KYUU-FM
3 KIOI-FM	KNBR-AM	KSFX-FM	KNBR-AM	KOIT-FM	KNBR-AM
4 KSFO-AM	KFRC-AM	KSOL-FM	KGO -AM	KSOL-FM	KOIT-FM
5 KSFX-FM	KSAN-FM	KSAN-FM	KOIT-FM	KDIA-AM	KGO -AM
6 KSOL-FM	KCBS-AM	KNBR-AM	KSAN-FM	KYA -FM	KSAN-FM
7 KCBS-AM	KSFX-FM	KLOK-AM	KSOL-FM	KGO -AM	KLOK-AM
8 KLOK-AM	KARA-FM	KDIA-AM	KMEL-FM	KYUU-FM	KYA -AM
9 KGO -AM	KDIA-AM	KYA -AM	KDIA-AM	KMEL-FM	KMEL-FM
10 KMEL-FM	KMEL-FM	KCBS-AM	KCBS-AM	KSFX-FM	KSFX-FM

M-F, 3-7pm

1 KFRC-AM	KSFO-AM	KFRC-AM	KFRC-AM	KFRC-AM	KSFX-FM
2 KIOI-FM	KOIT-FM	KOIT-FM	KOIT-FM	KOIT-FM	KFRC-AM
3 KSFX-FM	KFRC-AM	KSFX-FM	KSOL-FM	KSAN-FM	KOIT-FM
4 KMEL-FM	KSFX-FM	KSOL-FM	KSFX-FM	KYUU-FM	KSAN-FM
5 KSFO-AM	KMEL-FM	KSAN-FM	KMEL-FM	KNBR-AM	KNBR-AM
6 KDIA-AM	KSOL-FM	KMEL-FM	KYA -FM	KSFX-FM	KYUU-FM
7 KNBR-AM	KSAN-FM	KYA -FM	KYA -FM	KMEL-FM	KMEL-FM
8 KSAN-FM	KLOK-AM	KYA -AM	KNBR-AM	KSOL-FM	KEZR-FM
9 KYA -AM	KYA -AM	KARA-FM	KYUU-FM	KOME-FM	KSOL-FM
10 KLOK-AM	KSJO-FM	KDIA-AM	KOME-FM	KMEL-FM	KYA -FM

Adults 25-49

M-S, 6am-Midnight

PDP(00): 17708

AM '79	J/A '79	ON '79	JF '79	AM '79	J/A '79
1 KSFO-AM	KSFO-AM	KFRC-AM	KGO -AM	KNBR-AM	KGO -AM
2 KFRC-AM	KGO -AM	KGO -AM	KSFO-AM	KGO -AM	KNBR-AM
3 KNBR-AM	KFRC-AM	KOIT-FM	KFRC-AM	KFRC-AM	KFRC-AM
4 KGO -AM	KOIT-FM	KABL-AM	KNBR-AM	KOIT-FM	KOIT-FM
5 KIOI-FM	KCBS-AM	KSFX-FM	KCBS-AM	KSFO-AM	KSFO-AM
6 KOIT-FM	KNBR-AM	KCBS-AM	KOIT-FM	KNEU-AM	KNEU-AM
7 KCBS-AM	KOIT-FM	KSFO-AM	KNEU-AM	KOIT-FM	KSFX-FM
8 KABL-AM	KLOK-AM	KNBR-AM	KSFX-FM	KFOG-FM	KLOK-AM
9 KLOK-AM	KNEU-AM	KSOL-FM	KOIT-FM	KCBS-AM	KCBS-AM
10 KFOG-FM	KFOG-FM	KDIA-AM	KSOL-FM	KLOK-AM	KYUU-FM

M-F, 6-10am

1 KNBR-AM	KGO -AM	KFRC-AM	KGO -AM	KGO -AM	KGO -AM
2 KFRC-AM	KSFO-AM	KGO -AM	KFRC-AM	KFRC-AM	KNBR-



CBS ASSOCIATED LABELS. THE HOTTEST NAMES ON THE STREET.

Bang • Blue Sky • Caribou • Jet • Kirshner • Lorimar • Nemperor • Pavillion • Philadelphia International
Starflite • Tabu • T-Neck • Unlimited Gold

San Francisco

Continued

7pm	FRC-AM	KSF-D-AM	NFRC-AM	NFRC-AM	NBR-AM	NBR-AM
	SFO-AM	NFRC-AM	NIOI-FM	KGO-AM	KGO-AM	KGO-AM
	IOI-FM	KGO-AM	NABL-AM	NBR-AM	NFRC-AM	NFRC-AM
	NBR-AM	KCBS-AM	KCBS-AM	KSFO-AM	NIOI-FM	NFRC-AM
	GO-AM	NIOI-FM	NBR-AM	KCBS-AM	NIOI-FM	NFRC-AM
	CBS-AM	KOIT-FM	KGO-AM	NIOI-FM	KFOG-FM	NFRC-AM
	LON-AM	KNEW-AM	KNEW-AM	KSFX-FM	NFRC-AM	NFRC-AM
	NABL-AM	NBR-AM	KLON-AM	KOIT-FM	NFRC-AM	NFRC-AM
	NFRC-AM	KLON-AM	KSOL-FM	NSAN-FM	NABL-AM	NFRC-AM
	IOI-FM	KSOL-FM	KSFX-FM	NFRC-AM	KCBS-AM	NFRC-AM

Cume Persons Trends/Rankings

12+ am-Midnight (001: 42261)	AM '78	JA '78	ON '78	JF '78	AM '78	JA '78
	FRC-AM	9903	NFRC-AM	8822	NFRC-AM	9650
	SFO-AM	7351	KSFO-AM	8703	KGO-AM	7946
	CBS-AM	6822	KGO-AM	6812	KCBS-AM	7593
	KGO-AM	6754	KCBS-AM	6556	KSFO-AM	5377
	NIOI-FM	4596	KYA-AM	4698	KYA-AM	4859
	NABL-AM	4592	NIOI-FM	4419	NIOI-FM	4849
	KSFX-FM	4429	NABL-AM	4272	NABL-AM	4655
	KYA-AM	4412	NBR-AM	3573	KSFX-FM	4409
	NBR-AM	4211	KSFX-FM	3559	KFOG-FM	3624
	KFOG-FM	3898	NFOG-FM	3352	NBR-AM	3597
					NIOI-FM	3722
					KYA-AM	3952

6-10am	FRC-AM	KCBS-AM	NFRC-AM	KGO-AM	KYU-AM	KGO-AM
	CBS-AM	KGO-AM	KCBS-AM	NFRC-AM	KCBS-AM	KCBS-AM
	KGO-AM	NFRC-AM	KGO-AM	NFRC-AM	KCBS-AM	NFRC-AM
	KSFO-AM	KSFO-AM	KSFO-AM	NBR-AM	NBR-AM	NBR-AM
	NBR-AM	NBR-AM	NIOI-FM	NIOI-FM	NBR-AM	NBR-AM
	NABL-AM	NBR-AM	NABL-AM	NABL-AM	NFRC-AM	NFRC-AM
	KSFX-FM	KYA-AM	KYA-AM	KSFX-FM	NIOI-FM	NIOI-FM
	NIOI-FM	NIOI-FM	KSFX-FM	KSOL-FM	KSOL-FM	KSOL-FM
	KYA-AM	NFRC-AM	NBR-AM	NIOI-FM	KYA-AM	KYA-AM
	LON-AM	KSFX-FM	NIOI-FM	NFRC-AM	KFOG-FM	NFRC-AM

3-7pm	FRC-AM	KSF-D-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	CBS-AM	NFRC-AM	KCBS-AM	KGO-AM	NBR-AM	KGO-AM
	KSFO-AM	KGO-AM	KGO-AM	NFRC-AM	NBR-AM	NBR-AM
	KGO-AM	KCBS-AM	NIOI-FM	KSFX-FM	KCBS-AM	KCBS-AM
	NIOI-FM	KYA-AM	NABL-AM	NBR-AM	NIOI-FM	NABL-AM
	KSFX-FM	NABL-AM	NABL-AM	NABL-AM	KSFX-FM	KSFX-FM
	NABL-AM	KSFX-FM	KSFX-FM	KSOL-FM	KYA-AM	KYA-AM
	KYA-AM	NIOI-FM	KSOL-FM	NIOI-FM	NFRC-AM	NFRC-AM
	NFRC-AM	NBR-AM	NFRC-AM	KYA-AM	KSOL-FM	NIOI-FM
	KFOG-FM	KLON-AM	NBR-AM	NIOI-FM	KYU-AM	NFRC-AM

6-10am	FRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KYA-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KSFX-FM	KSOL-FM	KSFX-FM	KSFX-FM	NFRC-AM	NFRC-AM
	KMEL-FM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	NIOI-FM	KSFO-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KDIA-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KLIV-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KSFO-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KYA-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM

3-7pm	FRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KYA-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KSOL-FM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KSFX-FM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	NIOI-FM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KMEL-FM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KSFO-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM

6-10am	FRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	NIOI-FM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KSFX-FM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	NBR-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KSOL-FM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KYA-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KLON-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KCBS-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KSFO-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KGO-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM

6-10am	FRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	NIOI-FM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KSFX-FM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	NBR-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KSOL-FM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KYA-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KLON-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KCBS-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KSFO-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KGO-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM

3-7pm	FRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	NIOI-FM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KSFX-FM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KYA-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KLON-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KSFO-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KMEL-FM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	NBR-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KDIA-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM
	KSAN-FM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM	NFRC-AM

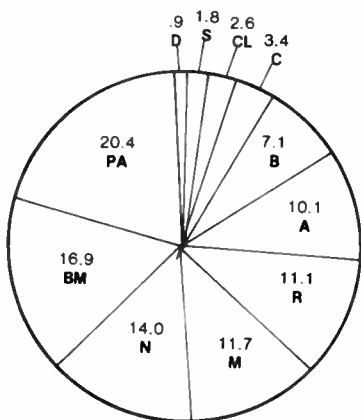
Adults 25-49
6am-Midnight
POP (001): 17708

AM '78	JA '78	ON '78	JF '78	AM '78	JA '78
1	NFRC-AM	KSFO-AM	NFRC-AM	NFRC-AM	NBR-AM
2	KSFO-AM	NFRC-AM	KGO-AM	KCBS-AM	KGO-AM
3	KCBS-AM	KGO-AM	KCBS-AM	KGO-AM	KCBS-AM
4	KGO-AM	NFRC-AM	KSFO-AM	NBR-AM	KCBS-AM
5	NBR-AM	NIOI-FM	NBR-AM	NIOI-FM	NIOI-FM
6	NABL-AM	NLON-AM	NBR-AM	NIOI-FM	NFRC-AM
7	NIOI-FM	NBR-AM	NABL-AM	KYU-AM	NFRC-AM
8	NLON-AM	NFRC-AM	NABL-AM	NFRC-AM	NFRC-AM
9	NFRC-AM	NABL-AM	NFRC-AM	NABL-AM	NFRC-AM
10	KSFX-FM	KOIT-FM	NLON-AM	NFRC-AM	NABL-AM

M-F, 6-10am	1	NFRC-AM	KGO-AM	NFRC-AM	NFRC-AM	KGO-AM
	2	KCBS-AM	NFRC-AM	KGO-AM	KGO-AM	NFRC-AM
	3	KGO-AM	KCBS-AM	KCBS-AM	KCBS-AM	NBR-AM
	4	NBR-AM	KSFO-AM	NBR-AM	NBR-AM	KCBS-AM
	5	KSFO-AM	NBR-AM	NIOI-FM	KSFO-AM	KSFO-AM
	6	NLON-AM	NIOI-FM	NFRC-AM	NABL-AM	NLON-AM
	7	NABL-AM	NLON-AM	KSFO-AM	NLON-AM	NIOI-FM
	8	NIOI-FM	NIOI-FM	NLON-AM	NIOI-FM	NFRC-AM
	9	KSFX-FM	NABL-AM	KSFX-FM	NABL-AM	NIOI-FM
	10	NFRC-AM	NFRC-AM	NABL-AM	NIOI-FM	NFRC-AM

M-F, 3-7pm	1	NFRC-AM	KSFO-AM	NFRC-AM	NFRC-AM	NBR-AM
	2	KSFO-AM	NFRC-AM	NIOI-FM	NBR-AM	NFRC-AM
	3	KCBS-AM	KGO-AM	KCBS-AM	KGO-AM	NIOI-FM
	4	NBR-AM	KCBS-AM	NBR-AM	KCBS-AM	KCBS-AM
	5	KGO-AM	NIOI-FM	KGO-AM	KSFX-FM	NIOI-FM
	6	NLON-AM	NLON-AM	NLON-AM	KSFO-AM	NLON-AM
	7	NIOI-FM	NBR-AM	NFRC-AM	NLON-AM	NFRC-AM
	8	NFRC-AM	NFRC-AM	NABL-AM	NIOI-FM	NABL-AM
	9	NABL-AM	NABL-AM	KSFX-FM	NFRC-AM	NABL-AM
	10	KSFX-FM	KSFX-FM	KYA-AM	KYU-AM	KSFX-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 '79 Market Overview

Because San Jose's metro is located inside the San Francisco metro there is much penetration of San Francisco stations into San Jose listening. Indeed, the top station 12+ in San Jose is ABC's KGO, a San Francisco property. However, local stations do score well in the San Jose metro, as borne out by the showing of P/A entry KLOK. KLOK is number one (12+) among San Jose stations, and leads the market in popularity with adults 25-49. Increase in KLOK audience was due largely to higher female shares for the station, especially women 25-49 in AM drive.

Top AOR station in San Jose is KOME, which is the number one station with men 18-34, followed closely by KSJO. KOME plays more "mainstream" music, fewer albums are added, and the ones which are added are the more well-known acts. Both KOME and KSJO are promotion-minded. Difference between the two in overall share is due to larger segment of female audience tuning in to KOME.

The other major San Jose station is Beautiful Music KBAY, which has a 12+ share equal to KOME's (5.2). KBAY suffered a significant loss of audience as reported in the A/M'79 sweep, dropping three share points. KBAY is still number two in the metro in adults 25-49, but its numbers in this demo really tumbled in the A/M'79 book. Male shares declined the most for KBAY, with almost a 50% decline in men 12+.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 10208

A/M '78	O/N '78	J/F '79	A/M '79
1 KGO -AM	7.8	KGO -AM	7.9
2 KBAY-FM	6.8	KASOL-FM	7.1
3 KFRC-AM	6.3	KBAY-FM	6.3
4 KLOK-AM	5.5	KCBS-AM	4.9
5 KCBS-AM	4.9	KLOK-AM	4.7
6 KSFO-AM	4.5	KFRC-AM	4.0
7 KIOI-FM	3.8	KEZR-FM	4.0
8 KOIT-FM	3.6	KLIV-AM	3.9
9 KSOL-FM	3.6	KIOI-FM	3.6
10 KLIV-AM	3.6	KOIT-FM	3.5
11 KEZR-FM	2.9	KARA-FM	3.4
12 KOME-FM	2.7	KABL-AM	3.0
13 KARA-FM	2.7	KFOG-FM	3.0
14 KSJO-FM	2.6	KOME-FM	2.8
15 KNBR-AM	2.5	KSFX-FM	2.6
16 KSFX-FM	2.4	KXRX-AM	2.6
17 KEEN-AM	2.1	KEEN-AM	2.6
18 KFAT-FM	2.1	KSJO-FM	2.4
19 KYA -AM	2.0	KNBR-AM	1.7
20 KABL-AM	2.0	KSFO-AM	1.6
21 KFOG-FM	1.9	KYA -AM	1.6
22 KIBE-AM	1.6	KYA -FM	1.6
23 KABL-FM	1.5	KABL-FM	1.5
24 KXRX-AM	1.4	KYUU-FM	1.4
25 KNTA-AM	1.4	KFAT-FM	1.2
26 KDFC-FM	1.4	KDIA-AM	1.2
27 KSAN-FM	1.3	KDFC-FM	1.1
28 KNEW-AM	1.2	KNTA-AM	1.0
29 KFAX-AM	1.1	KMEL-FM	0.9
30 KYUU-FM	0.9	KEAR-FM	0.9
31 KKHI-FM	0.9	KNEW-AM	0.8
32 KYA -FM	0.9	KIBE-AM	0.8
33 KDON-FM	0.7	KPEN-FM	0.8
34 KPEN-FM	0.7	KMEL-FM	0.7
35 KMEL-FM	0.6	KSAN-FM	0.7
36 KOFY-AM	0.6	KFAX-AM	0.6
37 KIOI-AM	0.6	KJAZ-FM	0.6
38 KCBS-FM	0.5	KKHI-FM	0.5
39 KMPX-FM	0.5	KCBS-FM	0.4
40 KJAZ-FM	0.5	KIQI-AM	0.4
41 KKHI-AM	0.5	KKHI-AM	0.1
42 KAZA-AM	0.4		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 10208

A/M '78	O/N '78	J/F '79	A/M '79
1 KGO -AM	125	KGO -AM	127
2 KBAY-FM	110	KSOL-FM	115
3 KFRC-AM	102	KBAY-FM	101
4 KLOK-AM	89	KCBS-AM	79
5 KCBS-AM	79	KLOK-AM	76
6 KSFO-AM	73	KFRC-AM	64
7 KIOI-FM	62	KEZR-FM	64
8 KOIT-FM	58	KLIV-AM	62
9 KSOL-FM	58	KIOI-FM	58
10 KLIV-AM	58	KOIT-FM	57

A/M '78	O/N '78	J/F '79	A/M '79
1 KGO -AM	KGO -AM	KGO -AM	KGO -AM
2 KCBS-AM	KCBS-AM	KBAY-FM	KCBS-AM
3 KFRC-AM	KSOL-FM	KCBS-AM	KLOK-AM
4 KLOK-AM	KLOK-AM	KLOK-AM	KBAY-FM
5 KBAY-FM	KFRC-AM	KFRC-AM	KNBR-AM
6 KSFO-AM	KBAY-FM	KOIT-FM	KEZR-FM
7 KNBR-AM	KXRX-AM	KEEN-AM	KFRC-AM
8 KLIV-AM	KLIV-AM	KABL-AM	KLIV-AM
9 KXRX-AM	KEEN-AM	KXRX-AM	KXRX-AM
10 KSOL-FM	KIOI-FM	KNBR-AM	KOME-FM

A/M '78	O/N '78	J/F '79	A/M '79
1 KFRC-AM	KSOL-FM	KLIV-AM	KLIV-AM
2 KBAY-FM	KBAY-FM	KFRC-AM	KSOL-FM
3 KLOK-AM	KGO -AM	KOME-FM	KFRC-AM
4 KGO -AM	KLOK-AM	KOME-FM	KOME-FM
5 KIOI-FM	KARA-FM	KSJO-FM	KYA -AM
6 KSFO-AM	KFRC-AM	KOME-FM	KSJO-FM
7 KCBS-AM	KCBS-AM	KEZR-FM	KBAY-FM
8 KLIV-AM	KEZR-FM	KFOG-FM	KLIV-AM
9 KSOL-FM	KABL-AM	KLIV-AM	KSOL-FM
10 KOME-FM	KIOI-FM	KCBS-AM	KIOI-FM

Teens
M-S, 6am-Midnight
POP(00): 1417

A/M '78	O/N '78	J/F '79	A/M '79
1 KFRC-AM	KSOL-FM	KLIV-AM	KLIV-AM
2 KLIV-AM	KLIV-AM	KFRC-AM	KSOL-FM
3 KSOL-FM	KFRC-AM	KSOL-FM	KFRC-AM
4 KSJO-FM	KLOK-AM	KOME-FM	KOME-FM
5 KIOI-FM	KSJO-FM	KSJO-FM	KYA -AM
6 KYA -AM	KOME-FM	KYA -FM	KSJO-FM
7 KSFX-FM	KYA -AM	KSFX-FM	KIOI-FM
8 KLOK-AM	KYA -FM	KLOK-AM	KSFX-FM
9 KOME-FM	KIOI-FM	KYA -FM	KRVE-FM
10 KSFO-AM	KSFX-FM	KIOI-FM	KYA -FM

A/M '78	O/N '78	J/F '79	A/M '79
1 KFRC-AM	KSOL-FM	KLIV-AM	KLIV-AM
2 KLIV-AM	KLIV-AM	KFRC-AM	KFRC-AM
3 KSOL-FM	KFRC-AM	KSJO-FM	KSOL-FM
4 KLOK-AM	KLOK-AM	KOME-FM	KYA -AM
5 KSJO-FM	KSJO-FM	KSOL-FM	KSJO-FM
6 KIOI-FM	KOME-FM	KYA -FM	KOME-FM
7 KSFX-FM	KYA -FM	KARA-FM	KEZR-FM
8 KYA -AM	KIOI-FM	KLOK-AM	KLOK-AM
9 KOME-FM	KDIA-AM	KSFX-FM	KIOI-FM
10 KSFO-AM	KYA -AM	KYA -AM	KSFX-FM

A/M '78	O/N '78	J/F '79	A/M '79
1 KFRC-AM	KSOL-FM	KLIV-AM	KLIV-AM
2 KSOL-FM	KLIV-AM	KFRC-AM	KSOL-FM
3 KLIV-AM	KFRC-AM	KSOL-FM	KSFX-FM
4 KSJO-FM	KLOK-AM	KOME-FM	KOME-FM
5 KIOI-FM	KSJO-FM	KSJO-FM	KFRC-AM
6 KSFX-FM	KOME-FM	KSFX-FM	KIOI-FM
7 KYA -AM	KYA -FM	KIOI-FM	KYA -AM
8 KLOK-AM	KYA -AM	KYA -FM	KSJO-FM
9 KOME-FM	KARA-FM	KLOK-AM	KLOK-AM
10 KYA -FM	KSFX-FM	KYA -AM	KARA-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 4177

A/M '78	O/N '78	J/F '79	A/M '79
1 KFRC-AM	KEZR-FM	KOME-FM	KEZR-FM
2 KLOK-AM	KSOL-FM	KEZR-FM	KOME-FM
3 KEZR-FM	KIOI-FM	KLOK-AM	KSJO-FM
4 KARA-FM	KARA-FM	KIOI-FM	KLOK-AM
5 KIOI-FM	KOME-FM	KARA-FM	KARA-FM
6 KOME-FM	KSFX-FM	KSJO-FM	KIOI-FM
7 KBAY-FM	KLOK-AM	KBAY-FM	KFRC-AM
8 KLIV-AM	KSJO-FM	KSFX-FM	KSOL-FM
9 KFAT-FM	KLIV-AM	KFRC-AM	KNBR-AM
10 KSOL-FM	KFRC-AM	KGO -AM	KYUU-FM

M-F, 6-10am

A/M '78	O/N '78	J/F '79	A/M '79
1 KFRC-AM	KSOL-FM	KLOK-AM	KEZR-FM
2 KLOK-AM	KIOI-FM	KLIV-AM	KLOK-AM
3 KEZR-FM	KLOK-AM	KGO -AM	KOME-FM
4 KOME-FM	KEZR-FM	KFRC-AM	KARA-FM
5 KNBR-AM	KARA-FM	KOME-FM	KSJO-FM
6 KCBS-AM	KFRC-AM	KARA-FM	KFRC-AM
7 KARA-FM	KOME-FM	KIOI-FM	KGO -AM
8 KSOL-FM	KLIV-AM	KBAY-FM	KIOI-FM
9 KLIV-AM	KSFX-FM	KEEN-AM	KSOL-FM
10 KBAY-FM	KGO -AM	KSJO-FM	KNBR-AM

M-F, 3-7pm

A/M '78	O/N '78	J/F '79	A/M '79
1 KLOK-AM	KARA-FM	KOME-FM	KEZR-FM
2 KFRC-AM	KEZR-FM	KOME-FM	KOME-FM
3 KIOI-FM	KIOI-FM	KLOK-AM	KSJO-FM
4 KARA-FM	KLOK-AM	KIOI-FM	KLOK-AM
5 KBAY-FM	KOME-FM	KSJO-FM	KIOI-FM
6 KOME-FM	KLOK-AM	KARA-FM	KARA-FM
7 KEZR-FM	KSFX-FM	KSFX-FM	KFRC-AM
8 KLIV-AM	KFRC-AM	KBAY-FM	KNBR-AM
9 KSFO-AM	KSJO-FM	KSOL-FM	KYUU-FM
10 KSJO-FM	KYA -FM	KSOL-FM	KFAT-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 4649

A/M '78	O/N '78	J/F '79	A/M '79
1 KLOK-AM	KLOK-AM	KBAY-FM	KLOK-AM
2 KBAY-FM	KBAY-FM	KLOK-AM	KNBR-AM
3 KFRC-AM	KGO -AM	KGO -AM	KGO -AM
4 KGO -AM	KEZR-FM	KEEN-AM	KBAY-FM
5 KNBR-AM	KSOL-FM	KEZR-FM	KOIT-FM
6 KSFO-AM	KIOI-FM	KIOI-FM	KARA-FM
7 KARA-FM	KIOI-FM	KOIT-FM	KCBS-AM
8 KCBS-AM	KFRC-AM	KCBS-AM	KEZR-FM
9 KIOI-FM	KARA-FM	KSJO-FM	KSJO-FM
10 KOIT-FM	KEEN-AM	KSFX-FM	KIOI-FM

M-F, 6-10am

A/M '78	O/N '78	J/F '79	A/M '79
1 KLOK-AM	KLOK-AM	KGO -AM	KLOK-AM
2 KGO -AM	KGO -AM	KLOK-AM	KGO -AM
3 KNBR-AM	KFRC-AM	KBAY-FM	KCBS-AM
4 KCBS-AM	KCBS-AM	KEEN-AM	KNBR-AM
5 KFRC-AM	KEEN-AM	KEEN-AM	KXRX-AM
6 KBAY-FM	KNBR-AM	KNBR-AM	KEEN-AM
7 KXRX-AM	KARA-FM	KFRC-AM	KARA-FM
8 KSFO-AM	KXRX-AM	KARA-FM	KOIT-FM
9 KSOL-FM	KIOI-FM	KXRX-AM	KBAY-FM
10 KEEN-AM	KSOL-FM	KIOI-FM	KFRC-AM

San Jose

Continued

3-7pm	KLOK-AM	KBAY-FM	KLOK-AM
	KBAY-FM	KLOK-AM	KNBR-AM
	KFRC-AM	KEZR-FM	KGO -AM
	KCBS-AM	KEEN-AM	KARA-FM
	KGO -AM	KEZR-FM	KSJO-FM
	KSFO-AM	KSFX-FM	KBAY-FM
	KARA-FM	KGO -AM	KEEN-AM
	KIOI-FM	KCBS-AM	KIOI-FM
	KNBR-AM	KIOI-FM	NCBS-AM
	KSFX-FM	KABL-AM	KOIT-FM
		KEEN-AM	KFRC-AM
			KFAT-FM

Cume Persons Trends/Rankings

12+
6am-Midnight
POP(00): 10208

AM '78	ON '78	JF '79	AM '79
KFRC-AM	1894	KFRC-AM	1759
KLOK-AM	1695	KGO -AM	1728
KGO -AM	1535	KFRC-AM	1727
KLIV-AM	1467	KBAY-FM	1661
KCBS-AM	1431	KLOK-AM	1655
KBAY-FM	1424	KLIV-AM	1592
KSFO-AM	1143	KCBS-AM	1391
KIOI-FM	1077	KOME-FM	1328
KOME-FM	1005	KIOI-FM	1067
KYA -AM	930	KARA-FM	1044
		KOIT-FM	1010
			999

6-10am

KFRC-AM	1894	KCBS-AM	1759	KGO -AM	1728	KGO -AM	1699
KGO -AM	1695	KGO -AM	1627	KBAY-FM	1727	KCBS-AM	1592
KCBS-AM	1535	KFRC-AM	1627	KBAY-FM	1661	KNBR-AM	1464
KLOK-AM	1467	KBAY-FM	1530	KLOK-AM	1655	KFRC-AM	1397
KLIV-AM	1431	KLIV-AM	1488	KLIV-AM	1592	KLIV-AM	1363
KBAY-FM	1424	KLOK-AM	1403	KCBS-AM	1391	KOME-FM	1352
KOME-FM	1143	KIOI-FM	1169	KOME-FM	1328	KCBS-AM	1306
KIOI-FM	1077	KSOL-FM	1065	KIOI-FM	1067	KBAY-FM	1217
KSFO-AM	1005	KOME-FM	977	KARA-FM	1044	KIOI-FM	1137
KSOL-FM	930	KSFO-AM	966	KOIT-FM	1010	KOIT-FM	999

3-7pm

KLOK-AM	1894	KFRC-AM	1759	KLOK-AM	1728	KLOK-AM	1699
KFRC-AM	1695	KLOK-AM	1627	KGO -AM	1727	KNBR-AM	1464
KCBS-AM	1535	KGO -AM	1627	KBAY-FM	1661	KFRC-AM	1397
KGO -AM	1467	KFRC-AM	1530	KLOK-AM	1655	KLIV-AM	1363
KBAY-FM	1431	KLIV-AM	1488	KLIV-AM	1592	KOME-FM	1352
KLIV-AM	1424	KLOK-AM	1403	KCBS-AM	1391	KCBS-AM	1306
KOME-FM	1143	KIOI-FM	1169	KOME-FM	1328	KBAY-FM	1217
KIOI-FM	1077	KSOL-FM	1065	KIOI-FM	1067	KIOI-FM	1137
KSFO-AM	1005	KOME-FM	977	KARA-FM	1044	KOIT-FM	999
KSOL-FM	930	KABL-AM	966	KARA-FM	1010		

6-10am

KLIV-AM	1894	KFRC-AM	1759	KLOK-AM	1728	KLOK-AM	1699
KFRC-AM	1695	KLOK-AM	1627	KGO -AM	1727	KNBR-AM	1464
KCBS-AM	1535	KGO -AM	1627	KBAY-FM	1661	KFRC-AM	1397
KGO -AM	1467	KFRC-AM	1530	KLOK-AM	1655	KLIV-AM	1363
KBAY-FM	1431	KLIV-AM	1488	KLIV-AM	1592	KOME-FM	1352
KLIV-AM	1424	KLOK-AM	1403	KCBS-AM	1391	KCBS-AM	1306
KOME-FM	1143	KIOI-FM	1169	KOME-FM	1328	KBAY-FM	1217
KIOI-FM	1077	KSOL-FM	1065	KIOI-FM	1067	KIOI-FM	1137
KSFO-AM	1005	KOME-FM	977	KARA-FM	1044	KOIT-FM	999
KSOL-FM	930	KABL-AM	966	KARA-FM	1010		

3-7pm

KLOK-AM	1894	KFRC-AM	1759	KLOK-AM	1728	KLOK-AM	1699
KFRC-AM	1695	KLOK-AM	1627	KGO -AM	1727	KNBR-AM	1464
KCBS-AM	1535	KGO -AM	1627	KBAY-FM	1661	KFRC-AM	1397
KGO -AM	1467	KFRC-AM	1530	KLOK-AM	1655	KLIV-AM	1363
KBAY-FM	1431	KLIV-AM	1488	KLIV-AM	1592	KOME-FM	1352
KLIV-AM	1424	KLOK-AM	1403	KCBS-AM	1391	KCBS-AM	1306
KOME-FM	1143	KIOI-FM	1169	KOME-FM	1328	KBAY-FM	1217
KIOI-FM	1077	KSOL-FM	1065	KIOI-FM	1067	KIOI-FM	1137
KSFO-AM	1005	KOME-FM	977	KARA-FM	1044	KOIT-FM	999
KSOL-FM	930	KABL-AM	966	KARA-FM	1010		

6-10am

KLIV-AM	1894	KFRC-AM	1759	KLOK-AM	1728	KLOK-AM	1699
KFRC-AM	1695	KLOK-AM	1627	KGO -AM	1727	KNBR-AM	1464
KSJO-FM	1535	KGO -AM	1627	KBAY-FM	1661	KFRC-AM	1397
KSOL-FM	1467	KFRC-AM	1530	KLOK-AM	1655	KLIV-AM	1363
KLOK-AM	1431	KLIV-AM	1488	KLIV-AM	1592	KOME-FM	1352
KSFX-FM	1424	KLOK-AM	1403	KCBS-AM	1391	KCBS-AM	1306
KIOI-FM	1143	KIOI-FM	1169	KOME-FM	1328	KBAY-FM	1217
KOME-FM	1077	KSOL-FM	1065	KIOI-FM	1067	KIOI-FM	1137
KYA -AM	1005	KOME-FM	977	KARA-FM	1044	KOIT-FM	999
KSFO-AM	930	KABL-AM	966	KARA-FM	1010		

Adults 18-34
6am-Midnight
POP(00): 4177

AM '78	ON '78	JF '79	AM '79
KFRC-AM	1894	KOME-FM	1759
KLOK-AM	1695	KFRC-AM	1727
KOME-FM	1535	KLOK-AM	1661
KLIV-AM	1467	KEZR-FM	1655
KARA-FM	1431	KIOI-FM	1592
KIOI-FM	1424	KARA-FM	1391
KEZR-FM	1143	KLIV-AM	1328
KSJO-FM	1077	KYA -AM	1067
KEZR-FM	1005	KSJO-FM	1044
KSJO-FM	930	KYA -AM	1010
KYA -AM		KSFX-FM	999
KBAY-FM		KSJO-FM	

M-F, 8-10am

1	KFRC-AM	KFRC-AM	KLOK-AM	KLOK-AM
2	KLOK-AM	KIOI-FM	KFRC-AM	KEZR-FM
3	KOME-FM	KLOK-AM	KOME-FM	KFRC-AM
4	KLIV-AM	KSFX-FM	KLIV-AM	KOME-FM
5	KIOI-FM	KLIV-AM	KEZR-FM	KSJO-FM
6	KEZR-FM	KEZR-FM	KIOI-FM	KGO -AM
7	KARA-FM	KSOL-FM	KGO -AM	KARA-FM
8	KCBS-AM	KARA-FM	KARA-FM	KIOI-FM
9	KSOL-FM	KYA -AM	KYA -AM	KLIV-AM
10	KYA -AM	KOME-FM	KSJO-FM	KCBS-AM

M-F, 3-7pm

1	KLOK-AM	KIOI-FM	KOME-FM	KOME-FM
2	KFRC-AM	KFRC-AM	KEZR-FM	KLOK-AM
3	KIOI-FM	KFRC-AM	KFRC-AM	KEZR-FM
4	KOME-FM	KARA-FM	KFRC-AM	KSJO-FM
5	KARA-FM	KLOK-AM	KIOI-FM	KFRC-AM
6	KLIV-AM	KSOL-FM	KARA-FM	KIOI-FM
7	KSJO-FM	KLIV-AM	KLIV-AM	KNBR-AM
8	KYA -AM	KOME-FM	KSJO-FM	KARA-FM
9	KEZR-FM	KSFX-FM	KSFX-FM	KYUU-FM
10	KBAY-FM	KYA -FM	KBAY-FM	KYA -AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 4649

AM '78	ON '78	JF '79	AM '79
1	KLOK-AM	KBAY-FM	KLOK-AM
2	KGO -AM	KLOK-AM	KBAY-FM
3	KBAY-FM	KFRC-AM	KGO -AM
4	KCBS-AM	KCBS-AM	KCBS-AM
5	KSFO-AM	KIOI-FM	KIOI-FM
6	KFRC-AM	KGO -AM	KFRC-AM
7	KNBR-AM	KSFO-AM	KARA-FM
8	KIOI-FM	KOIT-FM	KOIT-FM
9	KARA-FM	KARA-FM	KNBR-AM
10	KLIV-AM	KSOL-FM	KYUU-FM

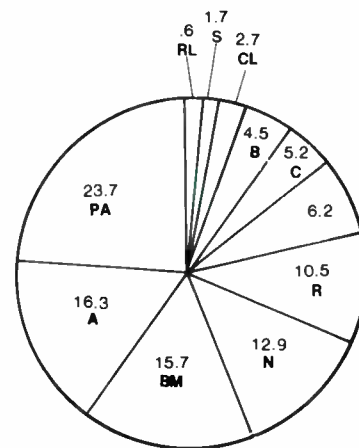
M-F, 6-10am

1	KLOK-AM	KCBS-AM	KLOK-AM	KLOK-AM
2	KGO -AM	KLOK-AM	KGO -AM	KGO -AM
3	KCBS-AM	KBAY-FM	KCBS-AM	KCBS-AM
4	KFRC-AM	KFRC-AM	KBAY-FM	KNBR-AM
5	KBAY-FM	KGO -AM	KFRC-AM	KFRC-AM
6	KNBR-AM	KIOI-FM	KIOI-FM	KBAY-FM
7	KXRX-AM	KEEN-AM	KEEN-AM	KFRC-AM
8	KLIV-AM	KSFX-FM	KARA-FM	KEZR-FM
9	NEEN-AM	KXRX-AM	KIOI-FM	KXRX-AM
10	KIOI-FM	KNBR-AM	KLIV-AM	KEEN-AM

M-F, 3-7pm

1	KLOK-AM	KLOK-AM	KLOK-AM	KLOK-AM
2	KCBS-AM	KBAY-FM	KBAY-FM	KNBR-AM
3	KGO -AM	KIOI-FM	KGO -AM	KCBS-AM
4	KBAY-FM	KFRC-AM	KCBS-AM	KGO -AM
5	KFRC-AM	KCBS-AM	KEZR-FM	KOME-FM
6	KSFO-AM	KGO -AM	KNBR-AM	KEZR-FM
7	KIOI-FM	KEZR-FM	KFRC-AM	KARA-FM
8	KARA-FM	KEEN-AM	KARA-FM	KFRC-AM
9	KNBR-AM	KARA-FM	KIOI-FM	KBAY-FM
10	KEEN-AM	KOIT-FM	KEEN-AM	KEEN-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.

Sarasota-Bradenton

METRO RANK

104

R&R RATINGS REPORT/1979

Average Persons 12+ Share Trend

Monday-Sunday, 6am-Midnight

POP(00): 2691

A/M '79	
1	WUVU-FM (BM) 13.7
2	WQSR-FM (A) 11.2
3	WQSA-AM (N) 6.5
4	WJYW-FM (BM) 6.5
5	WSUN-AM (C) 5.0
6	WAMR-FM (PA) 4.7
7	WQXM-FM (A) 4.5
8	WSPR-FM (PA) 3.7
9	WFLA-FM (BM) 3.7
10	WLCY-AM (R) 3.2
11	WTRL-AM (PA) 3.2
12	WFLA-FM (PA) 3.0
13	WAMR-FM (PA) 3.0
14	WBRD-AM (C) 3.0
15	WQYK-FM (C) 3.0
16	WKXY-AM (R) 2.5
17	WVBA-AM (BM) 2.2
18	WSPR-FM (PA) 2.0
19	WBRQ-FM (R) 2.0
20	WENG-AM (PA) 1.7
21	WVBA-AM (BM) 1.7
22	WYNF-FM (PA) 1.5
23	WTMP-AM (R) 1.5
24	WYND-AM (R) 1.0
25	WSST-AM (T) 0.7

Average Persons Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2691

A/M '79	
1	WUVU-FM 55
2	WQSR-FM 45
3	WQSA-AM 26
4	WJYW-FM 26
5	WSUN-AM 20

M-F, 6-10am

1	WQSR-FM
2	WUVU-FM
3	WSPR-FM
4	WSUN-AM
5	WQSA-AM

M-F, 3-7pm

1	WUVU-FM
2	WQSR-FM
3	WJYW-FM
4	WQXM-FM
5	WSUN-AM

Teens

M-S, 6am-Midnight

POP(00): 227

A/M '79	
1	WQXM-FM
2	WLCY-AM
3	WKXY-AM
4	WYNF-FM
5	WBRQ-FM

M-F, 6-10am

1	WQXM-FM
2	WLCY-AM
3	WBRQ-FM
4	WKXY-AM
5	WQSR-FM

M-F, 3-7pm

1	WQXM-FM
2	WKXY-AM
3	WQSR-FM
4	WLCY-AM
5	WYNF-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 510

A/M '79	
1	WQSR-FM
2	WQXM-FM
3	WLCY-AM
4	WSUN-AM
5	WTMP-AM

M-F, 6-10am

1	WQSR-FM
2	WLCY-AM
3	WQXM-FM
4	WFLA-AM
5	WSUN-AM

M-F, 3-7pm

1	WQSR-FM
2	WQXM-FM
3	WLCY-AM
4	WQYK-FM
5	WSUN-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 634

A/M '79	
1	WQSR-FM
2	WSUN-AM
3	WQYK-FM
4	WUVU-FM
5	WLCY-AM

M-F, 6-10am

1	WQSR-FM
2	WSUN-AM
3	WLCY-AM
4	WQYK-FM
5	WSPR-FM

M-F, 3-7pm

1	WQSR-FM
2	WSUN-AM
3	WQYK-FM
4	WQYK-FM
5	WLCY-AM

Cume Persons Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 2691

A/M '79	
1	WUVU-FM 272
2	WSUN-AM 503
3	WQSR-FM 433
4	WFLA-AM 360
5	WQSA-AM 345

M-F, 6-10am

1	WUVU-FM
2	WQSR-FM
3	WSUN-AM
4	WSPR-AM
5	WFLA-AM

M-F, 3-7pm

1	WUVU-FM
2	WQSR-FM
3	WSUN-AM
4	WLCY-AM
5	WFLA-AM

Teens

M-S, 6am-Midnight

POP(00): 227

A/M '79	
1	WLCY-AM
2	WKXY-AM
3	WYNF-FM
4	WBRD-FM
5	WQXM-FM

M-F, 6-10am

1	WLCY-AM
2	WQXM-FM
3	WKXY-AM
4	WBRD-FM
5	WQSR-FM

M-F, 3-7pm

1	WQXM-FM
2	WQXM-FM
3	WKXY-AM
4	WLCY-AM
5	WYNF-FM

M-F, 6-10am

1	WQSR-FM
2	WLCY-AM
3	WQXM-FM
4	WFLA-AM
5	WSUN-AM

M-F, 3-7pm

1	WQSR-FM
2	WQXM-FM
3	WFLA-AM
4	WQYK-FM
5	WLCY-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 634

A/M '79	
1	WQSR-FM
2	WUVU-FM
3	WSUN-AM
4	WLCY-AM
5	WFLA-AM

M-F, 6-10am

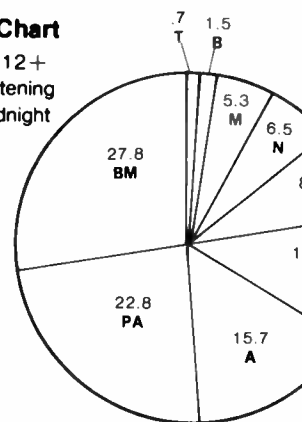
1	WQSR-FM
2	WSUN-AM
3	WFLA-AM
4	WLCY-AM
5	WUVU-FM

M-F, 3-7pm

1	WQSR-FM
2	WSUN-AM
3	WUVU-FM
4	WLCY-AM
5	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.

One More Reason Why

Radio & Records

Is The Industry's Leading Weekly Trade Publication

MUSIC INFORMATION

Radio & Records is first and foremost with the quickest, most comprehensive music information and airplay charts, for every radio format. R&R presents only the facts — we do not “pick,” project, or promote records. Our accuracy and completeness is unchallenged in the industry.

For Subscription Details . . . See Page 189

Age Persons 12+ Share Trends

Day-Sunday, 6am-Midnight

POP(00): 1738

A/M '77	A/M '78	A/M '79
WSGA-AM 17.8	WEAS-FM 15.5	WEAS-AM 14.3
WZAT-FM 13.9	WSGA-AM 11.1	WSGA-AM 10.9
WEAS-FM 10.9	WJCL-FM 10.7	WSGF-FM 10.9
WEAS-AM 10.0	WZAT-FM 9.6	WJCL-FM 12.9
WJCL-FM 9.6	WSOK-AM 9.2	WZAT-FM 9.8
WSOK-AM 8.7	WSGF-FM 8.5	WSOK-AM 9.4
WTDC-FM 7.0	WTDC-FM 6.3	WEAS-FM 7.3
WSGF-FM 5.7	WJCL-FM 6.3	WTDC-AM 5.4
WQRT-AM 4.8	WKRX-AM 5.9	WKRX-AM 4.9
WTDC-AM 3.5	WEAS-AM 5.9	WJCL-FM 3.8
WKRX-AM 3.5	WQRT-AM 4.4	WQRT-AM 3.8
WJCL-FM 3.0	WTDC-FM 3.3	WTDC-FM 2.8
	WGEC-FM 0.7	WNMT-AM 0.3

Average Persons Trends/Rankings

Day-Sunday, 6am-Midnight

POP(00): 1738

A/M '77	A/M '78	A/M '79
WSGA-AM 41	WEAS-FM 42	WEAS-AM 41
WZAT-FM 32	WSGA-AM 30	WSGA-AM 37
WEAS-FM 25	WJCL-FM 29	WSGF-FM 37
WEAS-AM 23	WZAT-FM 26	WJCL-FM 37
WJCL-FM 22	WSOK-AM 25	WZAT-FM 28
6-10am		
WZAT-FM	WEAS-FM	WZAT-FM
WSGA-AM	WEAS-FM	WJCL-FM
WEAS-AM	WSOK-AM	WSGF-FM
WSOK-AM	WSGA-AM	WSGA-AM
WEAS-FM	WSGF-FM	WEAS-AM
3-7pm		
WSGA-AM	WEAS-FM	WEAS-AM
WEAS-FM	WSGA-AM	WSGA-AM
WJCL-FM	WJCL-FM	WJCL-FM
WEAS-AM	WZAT-FM	WSGF-FM
WZAT-FM	WJCL-FM	WZAT-FM

Persons 18-34

Day-Sunday, 6am-Midnight

POP(00): 241

A/M '77	A/M '78	A/M '79
WSGA-AM	WEAS-FM	WSGF-FM
WEAS-FM	WSGA-AM	WSGA-AM
WZAT-FM	WSGF-FM	WZAT-FM
WSOK-AM	WZAT-FM	WEAS-AM
WEAS-AM	WSOK-AM	WSOK-AM
6-10am		
WSGA-AM	WEAS-FM	WSGF-FM
WEAS-FM	WSGA-AM	WSGA-AM
WZAT-FM	WSGF-FM	WZAT-FM
WSOK-AM	WZAT-FM	WEAS-FM
WEAS-AM	WSOK-AM	WEAS-AM
3-7pm		
WSGA-AM	WEAS-FM	WSGF-FM
WEAS-FM	WSGA-AM	WSGA-AM
WZAT-FM	WSOK-AM	WEAS-AM
WSOK-AM	WZAT-FM	WSOK-AM
WEAS-AM	WSGF-FM	WEAS-FM

Persons 18-34

Day-Sunday, 6am-Midnight

POP(00): 658

A/M '77	A/M '78	A/M '79
WSGA-AM	WEAS-FM	WSGF-FM
WZAT-FM	WSGA-AM	WSGA-AM
WEAS-FM	WSGF-FM	WEAS-AM
WSGF-FM	WJCL-FM	WZAT-FM
WSOK-AM	WZAT-FM	WSOK-AM
6-10am		
WSGA-AM	WSGA-AM	WSGF-FM
WZAT-FM	WEAS-FM	WSGA-AM
WSGF-FM	WSGF-FM	WSOK-AM
WEAS-FM	WJCL-FM	WEAS-AM
WJCL-FM	WZAT-FM	WZAT-FM
3-7pm		
WSGA-AM	WEAS-FM	WSGA-AM
WEAS-FM	WSGA-AM	WSGF-FM
WSOK-AM	WJCL-FM	WZAT-FM
WZAT-FM	WSGF-FM	WEAS-AM
WTDC-AM	WZAT-FM	WJCL-FM

Persons 25-49

Day-Sunday, 6am-Midnight

POP(00): 467

A/M '77	A/M '78	A/M '79
WZAT-FM	WEAS-FM	WSGA-AM
WTDC-FM	WJCL-FM	WSOK-AM
WJCL-FM	WTDC-FM	WJCL-FM
WQRT-AM	WZAT-FM	WEAS-AM
WSGA-AM	WSGA-AM	WZAT-FM
6-10am		
WZAT-FM	WZAT-FM	WSGA-AM
WQRT-AM	WQRT-AM	WZAT-FM
WSGA-AM	WEAS-FM	WSOK-AM
WSOK-AM	WSGF-FM	WKRX-AM
WTDC-FM	WSOK-AM	WSGF-FM
3-7pm		
WQRT-AM	WEAS-FM	WSGA-AM
WSGA-AM	WJCL-FM	WJCL-FM
WTDC-FM	WSGA-AM	WEAS-AM
WJCL-FM	WTDC-FM	WSOK-AM
WZAT-FM	WSGF-FM	WSGF-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1738

A/M '77	A/M '78	A/M '79
1 WSGA-AM 485	WSGA-AM 545	WSGA-AM 479
2 WZAT-FM 472	WZAT-FM 588	WSGF-FM 443
3 WSOK-AM 316	WEAS-FM 373	WZAT-FM 424
4 WEAS-FM 272	WSOK-AM 355	WSOK-AM 340
5 WTDC-AM 269	WKRX-AM 347	WJCL-FM 307

M-F, 6-10am

1 WSGA-AM	WSGA-AM	WSGF-FM
2 WZAT-FM	WEAS-FM	WSGF-FM
3 WSOK-AM	WSOK-AM	WSOK-AM
4 WEAS-AM	WZAT-FM	WZAT-FM
5 WEAS-FM	WSGF-FM	WEAS-AM

M-F, 3-7pm

1 WSGA-AM	WSGA-AM	WSGF-FM
2 WZAT-FM	WEAS-FM	WZAT-FM
3 WSOK-AM	WSOK-AM	WSGA-AM
4 WEAS-AM	WKRX-AM	WEAS-AM
5 WJCL-FM	WSGF-FM	WJCL-FM

Teens

M-S, 6am-Midnight

POP(00): 241

A/M '77	A/M '78	A/M '79
1 WSGA-AM	WSGA-AM	WSGF-FM
2 WZAT-FM	WSGF-FM	WSGA-AM
3 WEAS-FM	WZAT-FM	WZAT-FM
4 WSOK-AM	WEAS-FM	WSOK-AM
5 WTDC-AM	WSOK-AM	WEAS-FM

M-F, 6-10am

1 WSGA-AM	WSGA-AM	WSGF-FM
2 WEAS-FM	WSGF-FM	WSGA-AM
3 WSOK-AM	WEAS-FM	WZAT-FM
4 WZAT-FM	WZAT-FM	WSOK-AM
5 WSGF-FM	WSOK-AM	WEAS-FM

M-F, 3-7pm

1 WSGA-AM	WSGA-AM	WSGF-FM
2 WZAT-FM	WEAS-FM	WSGA-AM
3 WSOK-AM	WSOK-AM	WZAT-FM
4 WEAS-FM	WSGF-FM	WEAS-AM
5 WEAS-AM	WZAT-FM	WSOK-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 658

A/M '77	A/M '78	A/M '79
1 WSGA-AM	WSGA-AM	WSGF-FM
2 WZAT-FM	WSGF-FM	WSGA-AM
3 WEAS-FM	WEAS-FM	WZAT-FM
4 WSOK-AM	WZAT-FM	WSOK-AM
5 WTDC-AM	WSOK-AM	WEAS-AM

M-F, 6-10am

1 WSGA-AM	WSGA-AM	WSGF-FM
2 WZAT-FM	WEAS-FM	WSGA-AM
3 WSGF-FM	WSGF-FM	WSOK-AM
4 WEAS-FM	WZAT-FM	WEAS-AM
5 WEAS-AM	WSOK-AM	WZAT-FM

M-F, 3-7pm

1 WSGA-AM 192	WSGA-AM	WSGF-FM
2 WEAS-FM 64	WEAS-FM	WZAT-FM
3 WTDC-AM 64	WSGF-FM	WEAS-AM
4 WZAT-FM 63	WZAT-FM	WSGA-AM
5 WSOK-AM 59	WJCL-FM	WLAS-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 667

A/M '77	A/M '78	A/M '79
1 WZAT-FM	WSGA-AM	WSGA-AM
2 WSGA-AM	WTDC-FM	WSOK-AM
3 WKRX-AM	WEAS-FM	WJCL-FM
4 WTDC-AM	WKRX-AM	WZAT-FM
5 WEAS-AM	WSOK-AM	WSGF-FM

M-F, 6-10am

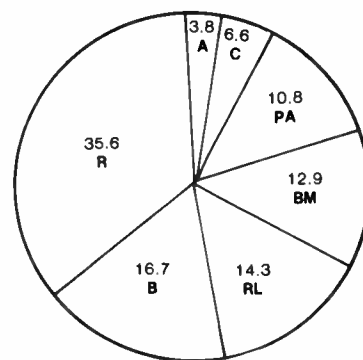
1 WZAT-FM	WTDC-FM	WSOK-AM
2 WSGA-AM	WSOK-AM	WSGA-AM
3 WKRX-AM	WEAS-FM	WEAS-AM
4 WTDC-FM	WSGA-AM	WZAT-FM
5 WTDC-AM	WKRX-AM	WKRX-AM

M-F, 3-7pm

1 WSGA-AM	WEAS-FM	WSGA-AM
2 WTDC-AM	WSGA-AM	WSGF-FM
3 WJCL-FM	WTDC-FM	WSOK-AM
4 WQRT-AM	WKRX-AM	WJCL-FM
5 WKRX-AM	WJCL-FM	WEAS-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

METRO RANK



A/M '79 Market Overview

Second Spring survey in this market with the Extended Measurement technique sees **Bonneville's KIRO** (News/Talk) lead the market with an 11 share. Bonneville also owns the #2 station, **KSEA** (BM).

KIRO's approach was popular with 25-49 adults (station is #1 in this demo) and KIRO scored well among 18-34 adults too, ranking third in that demo. Station campaigned on TV and used billboards to remain visible in metro. KSEA leads the Beautiful Music field by a wide margin, airs Bonneville programming. KSEA is number two with adults 25-49, second only to KIRO. Male numbers increased for KSEA in PM drive, while female shares improved most in midday.

Third-rated station in Seattle is Top 40 **KJR**. KJR had a stable book, recording a 7 share of total audience. KJR is second among adults 18-34 and fifth among adults 25-49. KJR ran its \$10,000 "cash stash" contest, plus advertised with bus sides.

KOMO suffered a steep decline in the last book but still stands fourth 12+ in the market. **KOMO** rates fourth among adults 25-49, but needs to reverse defection in this demo to restore former numbers. P/A station carries a lot of sports and should reverse downslide in Fall '79 book.

Two of the better success stories in the Spring Seattle book deal with AOR station **KZOK-FM** and Country stations **KMPS-AM-FM**. **KZOK-FM** ranks number one among adults 18-34, based largely on programming fine-tuned to the region. Lots of area favorites (**Van Halen**, **Robin Trower**) were aired. Ad campaign used TV, billboards.

Country **KMPS-AM-FM** are very popular among adults 25-49 in the Seattle area. Stations were going through an ownership change in the Fall '78 sweep (when they did poorly), so this may be a rebound to the normal area of strength for the properties. **KMPS** aired custom programs done by stars such as **Willie Nelson**, **Ronnie Milsap**, **Eddie Rabbitt**, etc.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 15673

AM '78	ON '78	AM '79
1 KOMO-AM	9.8	KOMO-AM 10.8
2 KVI -AM	8.8	KIRO-AM 10.3
3 KSEA-FM	7.4	KVI -AM 7.1
4 KIRO-AM	7.0	KSEA-FM 7.1
5 KJR -AM	6.8	KJR -AM 7.0
6 KING-AM	5.9	KING-AM 6.1
7 KPLZ-FM	4.7	KYYX-FM 3.9
8 KZOK-FM	4.2	KEZX-FM 3.9
9 KTAC-AM	3.4	KPLZ-FM 3.4
10 KYYX-FM	3.2	KZOK-FM 3.3
11 KISW-FM	3.1	KISW-FM 3.2
12 KEZX-FM	2.9	KTAC-AM 2.6
13 KZAM-FM	2.5	KZAM-FM 2.4
14 KIXI-FM	2.3	KNBQ-FM 2.4
15 KMPS-FM	2.2	KIXI-FM 2.3
16 KMPS-AM	2.1	KING-FM 2.3
17 KBDN-AM	2.0	KBDN-AM 1.9
18 KBRD-FM	1.9	KBIQ-FM 1.7
19 KZOK-AM	1.8	KMPS-AM 1.6
20 KAYO-AM	1.7	KAYO-AM 1.5
21 KING-FM	1.7	KMPS-FM 1.5
22 KNBQ-FM	1.6	KIXI-AM 1.3
23 KYAC-AM	1.4	KBRD-FM 1.3
24 KMYZ-AM	1.3	KXA -AM 1.2
25 KIXI-AM	1.3	KYAC-AM 1.1
26 KLAY-FM	1.2	KZOK-AM 0.9
27 KMO -AM	1.1	KMO -AM 0.7
28 KBIQ-FM	0.9	KTNT-AM 0.5
29 KGO -AM	0.6	KLAY-FM 0.5
30 KXA -AM	0.4	KMYZ-AM 0.5

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 15673

AM '78	ON '78	AM '79
1 KOMO-AM	220	KOMO-AM 245
2 KVI -AM	197	KIRO-AM 233
3 KSEA-FM	166	KVI -AM 161
4 KIRO-AM	158	KSEA-FM 161
5 KJR -AM	152	KJR -AM 159
6 KING-AM	132	KING-AM 138
7 KPLZ-FM	106	KYYX-FM 89
8 KZOK-FM	95	KEZX-FM 88
9 KTAC-AM	76	KPLZ-FM 77
10 KYYX-FM	72	KZOK-FM 75

M-F, 6-10am

AM '78	ON '78	AM '79
1 KOMO-AM	KOMO-AM	KIRO-AM
2 KVI -AM	KIRO-AM	KOMO-AM
3 KIRO-AM	KVI -AM	KVI -AM
4 KJR -AM	KJR -AM	KJR -AM
5 KING-AM	KING-AM	KSEA-FM
6 KPLZ-FM	KSEA-FM	KZOK-FM
7 KSEA-FM	KYYX-FM	KING-AM
8 KTAC-AM	KPLZ-FM	KPLZ-FM
9 KISW-FM	KEZX-FM	KMPS-FM
10 KYYX-FM	KISW-FM	KZAM-FM

M-F, 3-7pm

AM '78	ON '78	AM '79
1 KVI -AM	KIRO-AM	KIRO-AM
2 KOMO-AM	KOMO-AM	KSEA-FM
3 KJR -AM	KJR -AM	KJR -AM
4 KSEA-FM	KVI -AM	KOMO-AM
5 KING-AM	KING-AM	KVI -AM
6 KIRO-AM	KSEA-FM	KZOK-FM
7 KZOK-FM	KZOK-FM	KPLZ-FM
8 KPLZ-FM	KYYX-FM	KMPS-FM
9 KISW-FM	KEZX-FM	KING-AM
10 KTAC-AM	KPLZ-FM	KEZX-FM

Teens

M-S, 6am-Midnight
POP(00): 2041

AM '78	ON '78	AM '79
1 KJR -AM	KJR -AM	KJR -AM
2 KING-AM	KING-AM	KPLZ-FM
3 KPLZ-FM	KPLZ-FM	KYYX-FM
4 KTAC-AM	KYYX-FM	KZOK-FM
5 KYYX-FM	KZOK-FM	KTAC-AM
6 KZOK-FM	KTAC-AM	KYAC-AM
7 KISW-FM	KISW-FM	KISW-FM
8 KLAY-FM	KNBQ-FM	KING-AM
9 KVI -AM	KVI -AM	KNBQ-FM
10 KYAC-AM	KZOK-AM	KIRO-AM

M-F, 6-10am

AM '78	ON '78	AM '79
1 KING-AM	KJR -AM	KJR -AM
2 KJR -AM	KING-AM	KZOK-FM
3 KPLZ-FM	KTAC-AM	KPLZ-FM
4 KTAC-AM	KYYX-FM	KYYX-FM
5 KYYX-FM	KZOK-FM	KYAC-AM
6 KZOK-FM	KPLZ-FM	KING-AM
7 KLAY-FM	KISW-FM	KTAC-AM
8 KISW-FM	KNBQ-FM	KNBQ-FM
9 KVI -AM	KVI -AM	KISW-FM
10 KMPS-AM	KZOK-AM	KIRO-AM

M-F, 3-7pm

AM '78	ON '78	AM '79
1 KJR -AM	KJR -AM	KJR -AM
2 KPLZ-FM	KING-AM	KZOK-FM
3 KING-AM	KZOK-FM	KPLZ-FM
4 KTAC-AM	KYYX-FM	KYYX-FM
5 KZOK-FM	KPLZ-FM	KYAC-AM
6 KYYX-FM	KISW-FM	KTAC-AM
7 KISW-FM	KTAC-AM	KING-AM
8 KLAY-FM	KNBQ-FM	KISW-FM
9 KVI -AM	KZOK-AM	KNBQ-FM
10 KYAC-AM	KIRO-AM	KZOK-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 6129

AM '78	ON '78	AM '79
1 KJR -AM	KING-AM	KZOK-FM
2 KVI -AM	KJR -AM	KJR -AM
3 KING-AM	KYYX-FM	KIRO-AM
4 KZOK-FM	KVI -AM	KZAM-FM
5 KPLZ-FM	KZAM-FM	KING-AM
6 KZAM-FM	KZOK-FM	KISW-FM
7 KOMO-AM	KIRO-AM	KSEA-FM
8 KYYX-FM	KISW-FM	KPLZ-FM
9 KISW-FM	KPLZ-FM	KYYX-FM
10 KSEA-FM	KOMO-AM	KIAC-AM

M-F, 6-10am

AM '78	ON '78	AM '79
1 KVI -AM	KING-AM	KJR -AM
2 KJR -AM	KVI -AM	KIRO-AM
3 KING-AM	KJR -AM	KZOK-FM
4 KPLZ-FM	KIRO-AM	KING-AM
5 KOMO-AM	KYYX-FM	KVI -AM
6 KISW-FM	KOMO-AM	KZAM-FM
7 KIRO-AM	KZAM-FM	KISW-FM
8 KZAM-FM	KPLZ-FM	KTAC-AM
9 KYYX-FM	KISW-FM	KPLZ-FM
10 KZOK-AM	KZOK-FM	KSEA-FM

M-F, 3-7pm

AM '78	ON '78	AM '79
1 KJR -AM	KING-AM	KZOK-FM
2 KING-AM	KJR -AM	KJR -AM
3 KVI -AM	KVI -AM	KZAM-FM
4 KZOK-FM	KZOK-FM	KSEA-FM
5 KISW-FM	KYYX-FM	KING-AM
6 KZAM-FM	KZAM-FM	KISW-FM
7 KYYX-FM	KISW-FM	KIRO-AM
8 KZOK-AM	KPLZ-FM	KTAC-AM
9 KSEA-FM	KIRO-AM	KPLZ-FM
10 KPLZ-FM	KTAC-AM	KVI -AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 6540

AM '78	ON '78	AM '79
1 KVI -AM	KVI -AM	KIRO-AM
2 KOMO-AM	KOMO-AM	KSEA-FM
3 KSEA-FM	KIRO-AM	KVI -AM
4 KJR -AM	KSEA-FM	KOMO-AM
5 KING-AM	KJR -AM	KJR -AM
6 KIRO-AM	KING-AM	KMPS-FM
7 KMPS-FM	KEZX-FM	KZAM-FM
8 KPLZ-FM	KING-FM	KMPS-AM
9 KZAM-FM	KZAM-FM	KZOK-FM
10 KZOK-FM	KIXI-FM	KPLZ-FM

M-F, 6-10am

AM '78	ON '78	AM '79
1 KVI -AM	KVI -AM	KIRO-AM
2 KOMO-AM	KOMO-AM	KVI -AM
3 KIRO-AM	KIRO-AM	KOMO-AM
4 KJR -AM	KSEA-FM	KJR -AM
5 KSEA-FM	KJR -AM	KSEA-FM
6 KING-AM	KING-AM	KING-AM
7 KMPS-FM	KZAM-FM	KMPS-FM
8 KPLZ-FM	KIXI-FM	KZAM-FM
9 KZAM-FM	KMPS-FM	KMPS-AM
10 KISW-FM	KEZX-FM	KFLZ-FM

M-F, 3-7pm

AM '78	ON '78	AM '79
1 KVI -AM	KVI -AM	KIRO-AM
2 KOMO-AM	KOMO-AM	KSEA-FM
3 KJR -AM	KIRO-AM	KVI -AM
4 KING-AM	KJR -AM	KOMO-AM
5 KMPS-FM	KSEA-FM	KJR -AM
6 KIRO-AM	KING-AM	KMPS-AM
7 KSEA-FM	KING-FM	KPLZ-FM
8 KPLZ-FM	KEZX-FM	KMPS-FM
9 KZOK-FM	KZAM-FM	KING-AM
10 KMPS-AM	KBIQ-FM	KZAM-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 15673

AM '78	ON '78	AM '79
1 KOMO-AM	4001	KOMO-AM 4079
2 KJR -AM	3366	KIRO-AM 3901
3 KVI -AM	3092	KJR -AM 3539
4 KING-AM	3084	KING-AM 3169
5 KIRO-AM	2815	KVI -AM 2544
6 KPLZ-FM	2293	KSEA-FM 2018
7 KSEA-FM	2076	KZOK-FM 1789
8 KZOK-FM	1755	KPLZ-FM 1633
9 KISW-FM	1570	KYYX-FM 1565
10 KTAC-AM	1375	KISW-FM 1315

M-F, 6-10am

AM '78	ON '78	AM '79
1 KOMO-AM	KOMO-AM	KIRO-AM
2 KVI -AM	KIRO-AM	KJR -AM
3 KIRO-AM	KJR -AM	KOMO-AM
4 KJR -AM	KING-AM	KVI -AM
5 KING-AM	KVI -AM	KING-AM
6 KPLZ-FM	KSEA-FM	KZOK-FM
7 KSEA-FM	KPLZ-FM	KPLZ-FM
8 KTAC-AM	KYYX-FM	KSEA-FM
9 KISW-FM	KZOK-FM	KYYX-FM
10 KYYX-FM	KISW-FM	KTAC-AM

M-F, 3-7pm

AM '78	ON '78	AM '79
1 KJR -AM	KJR -AM	KIRO-AM
2 KING-AM	KIRO-AM	KJR -AM
3 KOMO-AM	KING-AM	KOMO-AM
4 KVI -AM	KOMO-AM	KING-AM
5 KIRO-AM	KVI -AM	KVI -AM
6 KSEA-FM	KSEA-FM	KZOK-FM
7 KPLZ-FM	KYYX-FM	KSEA-FM
8 KZOK-FM	KZOK-FM	KPLZ-FM
9 KISW-FM	KPLZ-FM	KISW-FM
10 KTAC-AM	KIRO-AM	KYYX-FM

Teens

M-S, 6am-Midnight
POP(00): 2041

AM '78	ON '78	AM '79
1 KJR -AM	KJR -AM	KJR -AM
2 KING-AM	KING-AM	KPLZ-FM
3 KPLZ-FM	KZOK-FM	KING-AM
4 KTAC-AM	KPLZ-FM	KZOK-FM
5 KYYX-FM	KTAC-AM	KYYX-FM
6 KZOK-FM	KYYX-FM	KTAC-AM
7 KISW-FM	KISW-FM	KISW-FM
8 KVI -AM	KNBQ-FM	KIRO-AM
9 KMPS-AM	KIRO-AM	KNBQ-FM
10 KIRO-AM	KVI -AM	KVI -AM

M-F, 6-10am

AM '78	ON '78	AM '79
1 KING-AM	KJR -AM	KJR -AM
2 KJR -AM	KING-AM	KZOK-FM
3 KPLZ-FM	KZOK-FM	KPLZ-FM
4 KTAC-AM	KPLZ-FM	KING-AM
5 KYYX-FM	KTAC-AM	KYYX-FM
6 KZOK-FM	KYYX-FM	KISW-FM
7 KISW-FM	KISW-FM	KNBQ-FM
8 KOMO-AM	KNBQ-FM	KTAC-AM
9 KYAC-AM	KVI -AM	KIRO-AM
10 KVI -AM	KIRO-AM	KYAC-AM

M-F, 3-7pm

AM '78	ON '78	AM '79
1 KJR -AM	KJR -AM	KJR -AM
2 KING-AM	KING-AM	KPLZ-FM
3 KPLZ-FM	KYYX-FM	KYYX-FM
4 KTAC-AM	KISW-FM	KING-AM
5 KYYX-FM	KPLZ-FM	KZOK-FM
6 KZOK-FM	KZOK-FM	KTAC-AM
7 KISW-FM	KTAC-AM	KISW-FM
8 KVI -AM	KNBQ-FM	KNBQ-FM
9 KLAY-FM	KIRO-AM	KZOK-AM
10 KYAC-AM	KOMO-AM	KYAC-AM

AREWEON RADIO

ANOTHER REYNOLDS BLOCKBUSTER

IMPORTANT STATION ACTIVITY.

...is noted for Aries II records
from president Joey Reynolds.

*NO CONNECTION WITH ARBITRON EXPRESSED OR IMPLIED.



Aries II Records, Inc., 21031 Ventura Blvd., Suite 901, Woodland Hills, CA 91364 Telephone (213) 340-9105

Seattle- Everett-Tacoma *Continued*

Adults 18-34 M-S, 6am-Midnight POP (00): 6129

A/M '78	O/N '78	A/M '79
1 KJR -AM	KJR -AM	KJR -AM
2 KING-AM	KING-AM	KING-AM
3 KZOK-FM	KZOK-FM	KIRO-AM
4 KOMO-AM	KIRO-AM	KZOK-FM
5 KVI -AM	KYYX-FM	KISW-FM
6 KPLZ-FM	KOMO-AM	KPLZ-FM
7 KISW-FM	KPLZ-FM	KVI -AM
8 KZAM-FM	KVI -AM	KYYX-FM
9 KIRO-AM	KISW-FM	KTAC-AM
10 KTAC-AM	KZAM-FM	KZAM-FM

M-F, 6-10am	M-F, 6-10am	M-F, 6-10am
1 KJR -AM	KJR -AM	KJR -AM
2 KING-AM	KING-AM	KING-AM
3 KVI -AM	KIRO-AM	KIRO-AM
4 KPLZ-FM	KVI -AM	KZOK-FM
5 KOMO-AM	KYYX-FM	KISW-FM
6 KIRO-AM	KOMO-AM	KZAM-FM
7 KISW-FM	KPLZ-FM	KTAC-AM
8 KZOK-FM	KZOK-FM	KVI -AM
9 KYYX-FM	KISW-FM	KISW-FM
10 KZAM-FM	KZAM-FM	KPLZ-FM

M-F, 3-7pm	M-F, 3-7pm	M-F, 3-7pm
1 KJR -AM	KING-AM	KJR -AM
2 KING-AM	KJR -AM	KZOK-FM
3 KVI -AM	KZOK-FM	KING-AM
4 KZOK-FM	KVI -AM	KISW-FM
5 KISW-FM	KPLZ-FM	KIRO-AM
6 KTAC-AM	KYYX-FM	KYYX-FM
7 KPLZ-FM	KISW-FM	KTAC-AM
8 KZOK-AM	KIRO-AM	KPLZ-FM
9 KYYX-FM	KTAC-AM	KZAM-FM
10 KOMO-AM	KZAM-FM	KVI -AM

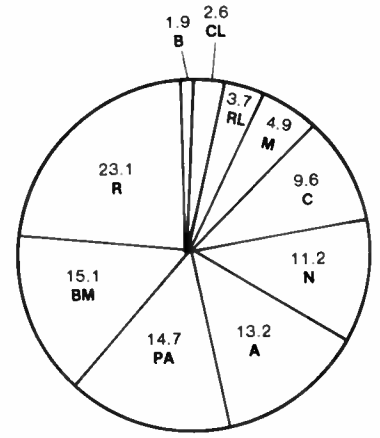
Adults 25-49 M-S, 6am-Midnight POP (00): 6540

A/M '78	O/N '78	A/M '79
1 KOMO-AM	KIRO-AM	KIRO-AM
2 KVI -AM	KOMO-AM	KVI -AM
3 KING-AM	KVI -AM	KOMO-AM
4 KJR -AM	KJR -AM	KJR -AM
5 KIRO-AM	KSEA-FM	KING-AM
6 KPLZ-FM	KING-AM	KSEA-FM
7 KSEA-FM	KIXI-FM	KPLZ-FM
8 KZOK-FM	KING-FM	KZAM-FM
9 KZAM-FM	KYYX-FM	KMPS-AM
10 KISW-FM	NEZX-FM	KTAC-AM

M-F, 6-10am	M-F, 6-10am	M-F, 6-10am
1 KVI -AM	KVI -AM	KIRO-AM
2 KOMO-AM	KIRO-AM	KVI -AM
3 KIRO-AM	KOMO-AM	KOMO-AM
4 KING-AM	KJR -AM	KJR -AM
5 KJR -AM	KSEA-FM	KING-AM
6 KPLZ-FM	KING-AM	KSEA-FM
7 KSEA-FM	KPLZ-FM	KZAM-FM
8 KZAM-FM	KIXI-FM	KMPS-AM
9 KMPS-FM	KYYX-FM	KTAC-AM
10 KMPS-AM	KMPS-AM	KMPS-FM

M-F, 3-7pm	M-F, 3-7pm	M-F, 3-7pm
1 KVI -AM	KIRO-AM	KIRO-AM
2 KING-AM	KVI -AM	KVI -AM
3 KOMO-AM	KOMO-AM	KOMO-AM
4 KJR -AM	KING-AM	KJR -AM
5 KIRO-AM	KJR -AM	KSEA-FM
6 KSEA-FM	KSEA-FM	KING-AM
7 KPLZ-FM	KEZX-FM	KMPS-AM
8 KMPS-AM	KING-FM	KZAM-FM
9 KZOK-FM	KIXI-FM	KPLZ-FM
10 KISW-FM	KTAC-AM	KTAC-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.

One More Reason Why

Radio & Records

Is The Industry's Leading Weekly Trade Publication

RATINGS & RESEARCH

The most comprehensive coverage of the radio ratings field is provided by **Jhan Hiber**, a former key Arbitron Radio executive and one of the nation's most active ratings consultants. Everything from tips on interpreting your ratings to thorough investigative reporting on ratings methodology — an indispensable fund of information for radio stations.

For Subscription Details . . . See Page 189

Shreveport

METRO RANK **100**

1979 Market Overview

Shreveport has a new number one station as a result of the A/M '79 sweep. Country station KWKH edged out Black-formatted KOKA for the 12+ title. WKH is fifth among adults 25-49, tops among adults 35-64. Station used TV, billboards, and print to advertise the sound and image of KWKH. Biggest gains for KWKH came among female shares, especially in the evening.

KOKA is still in a very healthy position. The station adds Shreveport in appealing to adults 18-34, and fourth among adults 25-49 (black population estimated to be about 30% of the metro's 12+ population). Dancemusic sounds aired by KROK may have nibbled into the KOKA audience. KROK had a good book, increasing in teens and young men shares.

Top 40 rocker KEEL lost three shares in this book, a second consecutive decline of that magnitude. Audience turnover on KEEL is high, perhaps due to the heavy spot load (possible turnout factor) which station runs. KEEL is still ranked high among 18-34 olds, currently in the number two position. Station did a few billboards and on-air giveaways.

The Beautiful Music scene in Shreveport is a one-horse race, with KCOZ prospering without format competition. The station airs Bonneville format, and ranks number three among adults 25-49. KCOZ uses billboards and TV on a year-round basis.

An interesting note with regard to the younger demos — there were only 20 men 18-24 diaries in the A/M '79 survey.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 2887

A/M '77	A/M '78	A/M '79
1 KOKA-AM	22.6	19.3
2 KEEL-AM	20.2	16.3
3 KRMD-AF	15.3	15.4
4 KROK-FM	7.9	11.7
5 KCOZ-FM	7.7	9.6
6 KWKH-AM	7.0	8.4
7 KCIJ-AM	6.7	7.5
8 KMBQ-FM	3.5	4.9
9 KASO-AM	2.6	1.9
10 KEPT-FM	2.3	1.4
11 KBCL-AM	1.6	1.2
12 KJOE-AM	1.4	
13 ATAL-FM	0.9	
14 NBSF-AM	0.7	
15 KTKC-FM	0.5	

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2887

A/M '77	A/M '78	A/M '79
1 KOKA-AM	97	83
2 KEEL-AM	87	70
3 KRMD-AF	66	66
4 KROK-FM	34	50
5 KCOZ-FM	33	41

M-F, 6-10am

1 KEEL-AM	KOKA-AM	KWKH-AM
2 KOKA-AM	KEEL-AM	KEEL-AM
3 KRMD-AF	KRMD-AF	KRMD-AF
4 KCIJ-AM	KWKH-AM	KOKA-AM
5 KWKH-AM	KCIJ-AM	KCOZ-FM

M-F, 3-7pm

1 KOKA-AM	KOKA-AM	KEEL-AM
2 KEEL-AM	KEEL-AM	KWKH-AM
3 KRMD-AF	KRMD-AF	KOKA-AM
4 KROK-FM	KWKH-AM	KCIJ-AM
5 KCOZ-FM	KCIJ-AM	KRMD-AF

M-S, 6am-Midnight
POP(00): 429

A/M '77	A/M '78	A/M '79
1 KOKA-AM	KEEL-AM	KEEL-AM
2 KEEL-AM	KOKA-AM	KOKA-AM
3 KROK-FM	KROK-FM	KROK-FM
4 KRMD-AF	KMBQ-FM	KMBQ-FM
5 KCIJ-AM	KCIJ-AM	KRMD-AF

M-F, 6-10am

1 KOKA-AM	KEEL-AM	KEEL-AM
2 KEEL-AM	KOKA-AM	KROK-FM
3 KROK-FM	KROK-FM	KOKA-AM
4 KRMD-AF	KMBQ-FM	KRMD-AF
5 KCIJ-AM	KCIJ-AM	KWKH-AM

M-F, 3-7pm

1 KOKA-AM	KOKA-AM	KOKA-AM
2 KROK-FM	KEEL-AM	KROK-FM
3 KEEL-AM	KROK-FM	KEEL-AM
4 KCIJ-AM	KCIJ-AM	KCIJ-AM
5 KRMD-AF	KMBQ-FM	KMBQ-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 994

A/M '77	A/M '78	A/M '79
1 KEEL-AM	KOKA-AM	KOKA-AM
2 KOKA-AM	KEEL-AM	KEEL-AM
3 KRMD-AF	KRMD-AF	KRMD-AF
4 KROK-FM	KROK-FM	KROK-FM
5 KCOZ-FM	KMBQ-FM	KMBQ-FM

M-F, 6-10am

1 KEEL-AM	KOKA-AM	KEEL-AM
2 KOKA-AM	KEEL-AM	KOKA-AM
3 KRMD-AF	KRMD-AF	KRMD-AF
4 KROK-FM	KROK-FM	KROK-FM
5 KCIJ-AM	KROK-FM	KMBQ-FM

M-F, 3-7pm

1 KOKA-AM	KEEL-AM	KEEL-AM
2 KEEL-AM	KOKA-AM	KROK-FM
3 KROK-FM	KROK-FM	KRMD-AF
4 KRMD-AF	KRMD-AF	KOKA-AM
5 KCOZ-FM	KWKH-AM	KMBQ-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1128

A/M '77	A/M '78	A/M '79
1 KEEL-AM	KRMD-AF	KRMD-AF
2 KOKA-AM	KOKA-AM	KEEL-AM
3 KRMD-AF	KEEL-AM	KCOZ-FM
4 KCOZ-FM	KWKH-AM	KOKA-AM
5 KCIJ-AM	KCOZ-FM	KWKH-AM

M-F, 6-10am

1 KEEL-AM	KRMD-AF	KEEL-AM
2 KRMD-AF	KOKA-AM	KRMD-AF
3 KOKA-AM	KEEL-AM	KCOZ-FM
4 KCIJ-AM	KWKH-AM	KOKA-AM
5 KASO-AM	KCOZ-FM	KWKH-AM

M-F, 3-7pm

1 KOKA-AM	KRMD-AF	KRMD-AF
2 KEEL-AM	KEEL-AM	KEEL-AM
3 KRMD-AF	KWKH-AM	KWKH-AM
4 KCOZ-FM	KOKA-AM	KCIJ-AM
5 KCIJ-AM	KCIJ-AM	KOKA-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2887

A/M '77	A/M '78	A/M '79
1 KEEL-AM	1220	995
2 KOKA-AM	896	783
3 KRMD-AF	670	705
4 KROK-FM	510	510
5 KCOZ-FM	483	473

M-F, 6-10am

1 KEEL-AM	KEEL-AM	KEEL-AM
2 KOKA-AM	KOKA-AM	KWKH-AM
3 KRMD-AF	KWKH-AM	KOKA-AM
4 KCIJ-AM	KCOZ-FM	KRMD-AM
5 KWKH-AM	KCIJ-AM	KROK-FM

M-F, 3-7pm

1 KEEL-AM	KEEL-AM	KEEL-AM
2 KOKA-AM	KOKA-AM	KWKH-AM
3 KRMD-AF	KWKH-AM	KOKA-AM
4 KROK-FM	KROK-FM	KROK-FM
5 KCOZ-FM	KEEL-AM	KRMD-AM

Teens
M-S, 6am-Midnight
POP(00): 429

A/M '77	A/M '78	A/M '79
1 KEEL-AM	KEEL-AM	KEEL-AM
2 KOKA-AM	KOKA-AM	KOKA-AM
3 KROK-FM	KROK-FM	KROK-FM
4 KRMD-AF	KRMD-FM	KMBQ-FM
5 KCIJ-AM	KCIJ-AM	KWKH-AM

M-F, 6-10am

1 KEEL-AM	KEEL-AM	KEEL-AM
2 KOKA-AM	KOKA-AM	KOKA-AM
3 KROK-FM	KROK-FM	KROK-FM
4 KRMD-AF	KCIJ-AM	KWKH-AM
5 KCIJ-AM	KMBQ-FM	KCIJ-AM

M-F, 3-7pm

1 KEEL-AM	KOKA-AM	KEEL-AM
2 KOKA-AM	KEEL-AM	KOKA-AM
3 KROK-FM	KROK-FM	KROK-FM
4 KRMD-AF	KMBQ-FM	KMBQ-FM
5 KCIJ-AM	KCIJ-AM	KRMD-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 994

A/M '77	A/M '78	A/M '79
1 KEEL-AM	KEEL-AM	KEEL-AM
2 KOKA-AM	KOKA-AM	KROK-FM
3 KROK-FM	KROK-FM	KOKA-AM
4 KRMD-AF	KMBQ-FM	KRMD-AM
5 KCOZ-FM	KCOZ-FM	KRMD-FM

M-F, 6-10am

1 KEEL-AM	KEEL-AM	KEEL-AM
2 KOKA-AM	KOKA-AM	KOKA-AM
3 KROK-FM	KROK-FM	KROK-FM
4 KRMD-AF	KCOZ-FM	KMBQ-FM
5 KCIJ-AM	KMBQ-FM	KRMD-AM

M-F, 3-7pm

1 KEEL-AM	KEEL-AM	KEEL-AM
2 KOKA-AM	KOKA-AM	KROK-FM
3 KROK-FM	KROK-FM	KOKA-AM
4 KRMD-AF	KMBQ-FM	KRMD-AM
5 KCOZ-FM	KWKH-AM	KMBQ-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1128

A/M '77	A/M '78	A/M '79
1 KEEL-AM	KEEL-AM	KEEL-AM
2 KRMD-AF	KWKH-AM	KWKH-AM
3 KOKA-AM	KRMD-AM	KRMD-AM
4 KCOZ-FM	KCOZ-FM	KOKA-AM
5 KCIJ-AM	KRMD-FM	KCOZ-FM

M-F, 6-10am

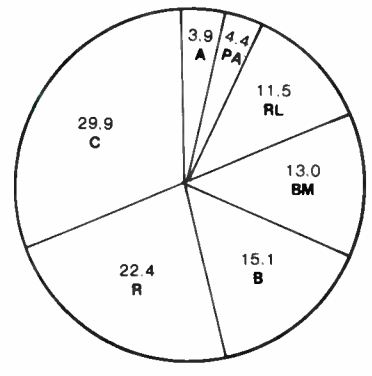
1 KEEL-AM	KEEL-AM	KEEL-AM
2 KRMD-AF	KOKA-AM	KWKH-AM
3 KOKA-AM	KWKH-AM	KRMD-AM
4 KCIJ-AM	KRMD-FM	KOKA-AM
5 KCOZ-FM	KCOZ-FM	KCOZ-FM

M-F, 3-7pm

1 KEEL-AM	KEEL-AM	KEEL-AM
2 KOKA-AM	KOKA-AM	KWKH-AM
3 KRMD-AF	KWKH-AM	KRMD-AM
4 KCIJ-AM	KCOZ-FM	KOKA-AM
5 KCOZ-FM	KCIJ-AM	KROK-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.

Sioux Falls, SD

METRO RANK

172

RATINGS REPORT/1979

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 845

A/M '77	A/M '78	A/M '79			
1 KS00-AM	21.2	KS00-AM	25.0	KS00-AM	23.3
2 KELO-AM	18.6	KELO-AM	18.1	KKRC-AM	14.0
3 KXRB-AM	15.9	KXRB-AF	16.4	KELO-AM	12.4
4 KISD-AM	11.5	KISD-AM	14.7	KXRB-AM	12.4
5 KPAT-FM	8.8	KELO-FM	13.8	KELO-FM	10.9
6 KELO-FM	8.0	KPAT-FM	6.0	KPAT-FM	8.5
7 KIOV-FM	5.3	KLYX AF	0.9	KIOV-FM	6.2
8 KCHF-FM	1.8			KLYX-FM	4.7
9 WNAX-AM	0.9			WNAX-AM	1.6
10				KLYX-AM	0.8

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 845

A/M '77	A/M '78	A/M '79			
1 KS00-AM	24	KS00-AM	29	KS00-AM	30
2 KELO-AM	21	KELO-AM	21	KKRC-AM	18
3 KXRB-AM	18	KXRB-AF	19	KELO-AM	16
4 KISD-AM	13	KISD-AM	17	KXRB-AM	16
5 KPAT-FM	10	KELO-FM	16	KELO-FM	14

M-F, 6-10am

1 KS00-AM	KS00-AM	KS00-AM
2 KELO-AM	KELO-AM	KELO-AM
3 KXRB-AM	KISD-AM	KKRC-AM
4 KISD-AM	KXRB-AF	KXRB-AM
5 KELO-FM	KELO-FM	KPAT-FM

M-F, 3-7pm

1 KELO-AM	KELO-AM	KKRC-AM
2 KISD-AM	KS00-AM	KELO-AM
3 KS00-AM	KXRB-AF	KXRB-AM
4 KXRB-AM	KISD-AM	KELO-FM
5 KELO-FM	KELO-FM	KS00-AM

Teens
M-S, 6am-Midnight
POP(00): 122

A/M '77	A/M '78	A/M '79
1 KELO-AM	KISD-AM	KKRC-AM
2 KISD-AM	KELO-AM	KELO-AM
3 KPAT-FM	KPAT-FM	KPAT-FM
4 KXRB-AM	KXRB-AF	KELO-FM
5 KCHF-AM	KS00-AM	KXRB-AM

M-F, 6-10am

1 KELO-AM	KISD-AM	KKRC-AM
2 KISD-AM	KELO-AM	KELO-AM
3 KS00-AM	KXRB-AF	KPAT-FM
4 KPAT-FM	KELO-FM	KS00-AM
5 KELO-FM	KS00-AM	KXRB-AM

M-F, 3-7pm

1 KELO-AM	KISD-AM	KKRC-AM
2 KISD-AM	KELO-AM	KELO-AM
3 KPAT-FM	KPAT-FM	KPAT-FM
4 KXRB-AM	KXRB-AF	KXRB-AM
5 KELO-FM	KS00-AM	KLYX-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 302

A/M '77	A/M '78	A/M '79
1 KELO-AM	KELO-AM	KKRC-AM
2 KISD-AM	KISD-AM	KELO-AM
3 KPAT-FM	KPAT-FM	KPAT-FM
4 KXRB-AM	KXRB-AF	KLYX-FM
5 KELO-FM	KS00-AM	KXRB-AM

M-F, 6-10am

1 KELO-AM	KELO-AM	KELO-AM
2 KISD-AM	KISD-AM	KKRC-AM
3 KPAT-FM	KS00-AM	KPAT-FM
4 KXRB-AM	KXRB-AF	KS00-AM
5 KS00-AM	KPAT-FM	KLYX-FM

M-F, 3-7pm

1 KELO-AM	KELO-AM	KKRC-AM
2 KISD-AM	KISD-AM	KPAT-FM
3 KPAT-FM	KPAT-FM	KELO-AM
4 KELO-FM	KXRB-AF	KXRB-AM
5 KXRB-AM	KS00-AM	KLYX-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 318

A/M '77	A/M '78	A/M '79
1 KXRB-AM	KELO-AM	KXRB-AM
2 KELO-AM	KXRB-AF	KS00-AM
3 KS00-AM	KS00-AM	KELO-FM
4 KIOV-FM	KELO-FM	KKRC-AM
5 KISD-AM	KISD-AM	KIOV-FM

M-F, 6-10am

1 KELO-AM	KELO-AM	KS00-AM
2 KS00-AM	KS00-AM	KELO-AM
3 KXRB-AM	KXRB-AF	KXRB-AM
4 KIOV-FM	KISD-AM	KKRC-AM
5 KISD-AM	KELO-FM	KELO-FM

M-F, 3-7pm

1 KXRB-AM	KELO-AM	KXRB-AM
2 KELO-AM	KXRB-AF	KELO-FM
3 KELO-FM	KELO-FM	KPAT-FM
4 KISD-AM	KISD-AM	KS00-AM
5 KPAT-FM	KS00-AM	KELO-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 845

A/M '77	A/M '78	A/M '79			
1 KELO-AM	348	KELO-AM	305	KS00-AM	325
2 KS00-AM	314	KS00-AM	353	KKRC-AM	294
3 KISD-AM	149	KISD-AM	180	KELO-AM	277
4 KXRB-AM	178	KXRB-AF	209	KXRB-AM	202
5 KPAT-FM	133	KPAT-FM	192	KPAT-FM	163

M-F, 6-10am

1 KS00-AM	KELO-AM	KS00-AM
2 KELO-AM	KS00-AM	KELO-AM
3 KISD-AM	KISD-AM	KKRC-AM
4 KXRB-AM	KXRB-AF	KXRB-AM
5 KPAT-FM	KELO-FM	KPAT-FM

M-F, 3-7pm

1 KELO-AM	KELO-AM	KKRC-AM
2 KISD-AM	KISD-AM	KELO-AM
3 KS00-AM	KS00-AM	KS00-AM
4 KXRB-AM	KPAT-FM	KXRB-AM
5 KPAT-FM	KXRB-AF	KPAT-FM

Teens
M-S, 6am-Midnight
POP(00): 122

A/M '77	A/M '78	A/M '79
1 KELO-AM	KISD-AM	KKRC-AM
2 KISD-AM	KELO-AM	KELO-AM
3 KPAT-FM	KPAT-FM	KPAT-FM
4 KS00-AM	KS00-AM	KS00-AM
5 KXRB-AM	KXRB-AF	KELO-FM

M-F, 6-10am

1 KELO-AM	KISD-AM	KKRC-AM
2 KISD-AM	KELO-AM	KELO-AM
3 KS00-AM	KPAT-FM	KS00-AM
4 KPAT-FM	KS00-AM	KPAT-FM
5 KXRB-AM	KXRB-AF	KELO-FM

M-F, 3-7pm

1 KELO-AM	KISD-AM	KKRC-AM
2 KISD-AM	KELO-AM	KELO-AM
3 KPAT-FM	KPAT-FM	KPAT-FM
4 KS00-AM	KXRB-AF	KELO-FM
5 KXRB-AM	KS00-AM	KS00-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 302

A/M '77	A/M '78	A/M '79
1 KELO-AM	KELO-AM	KKRC-AM
2 KISD-AM	KISD-AM	KELO-AM
3 KPAT-FM	KPAT-FM	KPAT-FM
4 KXRB-AM	KS00-AM	KLYX-FM
5 KELO-FM	KXRB-AF	KXRB-AM

M-F, 6-10am

1 KELO-AM	KELO-AM	KELO-AM
2 KISD-AM	KISD-AM	KKRC-AM
3 KPAT-FM	KPAT-FM	KPAT-FM
4 KS00-AM	KXRB-AF	KS00-AM
5 KXRB-AM	KS00-AM	KLYX-FM

M-F, 3-7pm

1 KELO-AM	KELO-AM	KKRC-AM
2 KISD-AM	KISD-AM	KPAT-FM
3 KPAT-FM	KPAT-FM	KELO-AM
4 KXRB-AM	KXRB-AF	KXRB-AM
5 KELO-FM	KS00-AM	KLYX-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 318

A/M '77	A/M '78	A/M '79
1 KELO-AM	KELO-AM	KS00-AM
2 KS00-AM	KS00-AM	KXRB-AM
3 KXRB-AM	KXRB-AF	KKRC-AM
4 KISD-AM	KELO-FM	KELO-AM
5 KELO-FM	KISD-AM	KELO-FM

M-F, 6-10am

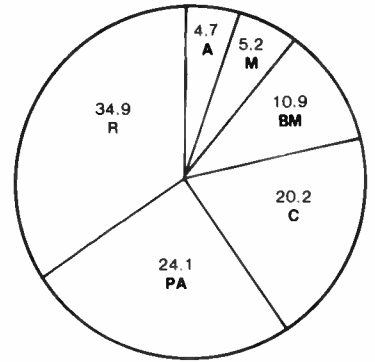
1 KELO-AM	KELO-AM	KS00-AM
2 KS00-AM	KS00-AM	KELO-AM
3 KXRB-AM	KXRB-AF	KXRB-AM
4 KISD-AM	KISD-AM	KKRC-AM
5 KIOV-FM	KELO-FM	KELO-FM

M-F, 3-7pm

1 KELO-AM	KELO-AM	KXRB-AM
2 KXRB-AM	KXRB-AF	KELO-FM
3 KS00-AM	KELO-FM	KS00-AM
4 KISD-AM	KS00-AM	KKRC-AM
5 KPAT-FM	KISD-AM	KPAT-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.

South Bend

METRO RANK

120

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 2272

	A/M '77	A/M '78	A/M '79
1 WSBT-AM	17.9	WRBR-FM	18.9
2 WRBR-FM	17.2	WSBT-AM	18.4
3 WNDU-FM	10.0	WWJY-FM	10.2
4 WWJY-FM	8.8	WNDU-FM	7.9
5 WYEZ-FM	8.5	WYEZ-FM	6.9
6 WLS -AM	8.2	WNDU-AM	5.5
7 WJVA-AM	6.3	WJVA-AM	5.0
8 WNDU-AM	5.3	WTCA-AF	4.5
9 WMAQ-AM	3.4	WADR-FM	1.2
10 WHME-FM	2.5	WHME-FM	0.7
11 WGN -AM	1.9	WBMX-FM	0.7
12 WTCA-AM	1.6	WFRN-FM	0.8
13 WBRM-AM	0.6	WCHR-AM	0.3

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2272

	A/M '77	A/M '78	A/M '79
1 WSBT-AM	57	WRBR-FM	74
2 WRBR-FM	55	WSBT-AM	74
3 WNDU-FM	32	WWJY-FM	41
4 WWJY-FM	28	WNDU-FM	32
5 WYEZ-FM	27	WYEZ-FM	23

M-F, 6-10am

1 WSBT-AM	WSBT-AM	WSBT-AM
2 WRBR-FM	WRBR-FM	WRBR-FM
3 WNDU-AM	WWJY-FM	WWJY-FM
4 WNDU-FM	WNDU-AM	WNDU-FM
5 WLS -AM	WTCA-AF	WNDU-AM

M-F, 3-7pm

1 WRBR-FM	WRBR-FM	WRBR-FM
2 WSBT-AM	WSBT-AM	WSBT-AM
3 WLS -AM	WWJY-FM	WNDU-FM
4 WNDU-FM	WNDU-FM	WWJY-FM
5 WWJY-FM	WYEZ-FM	WYEZ-FM

Teens
M-S, 6am-Midnight
POP(00): 317

	A/M '77	A/M '78	A/M '79
1 WRBR-FM	WRBR-FM	WRBR-FM	
2 WLS -AM	WNDU-AM	WSBT-AM	
3 WSBT-AM	WNDU-FM	WNDU-AM	
4 WNDU-FM	WHME-FM	WNDU-AM	
5 WWJY-FM	WSBT-AM	WADR-FM	

M-F, 6-10am

1 WRBR-FM	WRBR-FM	WRBR-FM
2 WLS -AM	WSBT-AM	WSBT-AM
3 WSBT-AM	WNDU-AM	WNDU-AM
4 WNDU-FM	WHME-FM	WWJY-FM
5 WJVA-AM	WBMX-FM	WNDU-FM

M-F, 3-7pm

1 WRBR-FM	WRBR-FM	WRBR-FM
2 WLS -AM	WNDU-AM	WSBT-AM
3 WSBT-AM	WSBT-AM	WNDU-FM
4 WNDU-FM	WHME-FM	WADR-FM
5 WNDU-AM	WBMX-FM	WFRN-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 767

	A/M '77	A/M '78	A/M '79
1 WRBR-FM	WRBR-FM	WRBR-FM	
2 WNDU-FM	WNDU-FM	WNDU-FM	
3 WLS -AM	WSBT-AM	WSBT-AM	
4 WSBT-AM	WWJY-FM	WJVA-AM	
5 WNDU-AM	WNDU-AM	WTCA-FM	

M-F, 6-10am

1 WNDU-FM	WRBR-FM	WRBR-FM
2 WRBR-FM	WSBT-AM	WSBT-AM
3 WSBT-AM	WNDU-FM	WNDU-FM
4 WNDU-AM	WWJY-FM	WTCA-FM
5 WLS -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	WSBT-AM	WSBT-AM
4 WSBT-AM	WWJY-FM	WTCA-FM
5 WWJY-FM	WTCA-AF	WYEZ-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 835

	A/M '77	A/M '78	A/M '79
1 WSBT-AM	WSBT-AM	WRBR-FM	
2 WNDU-FM	WRBR-FM	WSBT-AM	
3 WWJY-FM	WWJY-FM	WNDU-FM	
4 WRBR-FM	WYEZ-FM	WWJY-FM	
5 WYEZ-FM	WNDU-FM	WYEZ-FM	

M-F, 6-10am

1 WSBT-AM	WSBT-AM	WSBT-AM
2 WNDU-AM	WRBR-FM	WRBR-FM
3 WNDU-FM	WNDU-AM	WNDU-FM
4 WRBR-FM	WNDU-FM	WNDU-AM
5 WMAQ-AM	WYEZ-FM	WTCA-FM

M-F, 3-7pm

1 WSBT-AM	WSBT-AM	WRBR-FM
2 WNDU-FM	WRBR-FM	WSBT-AM
3 WWJY-FM	WWJY-FM	WNDU-FM
4 WRBR-FM	WYEZ-FM	WWJY-FM
5 WLS -AM	WNDU-FM	WYEZ-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2272

	A/M '77	A/M '78	A/M '79
1 WSBT-AM	290	WSBT-AM	917
2 WLS -AM	213	WRBR-FM	853
3 WRBR-FM	486	WLS -AM	522
4 WNDU-FM	523	WNDU-FM	534
5 WNDU-AM	538	WNDU-AM	494

M-F, 6-10am

1 WSBT-AM	WSBT-AM	WSBT-AM
2 WRBR-FM	WRBR-FM	WRBR-FM
3 WLS -AM	WLS -AM	WLS -AM
4 WNDU-FM	WNDU-AM	WWJY-FM
5 WNDU-AM	WNDU-FM	WNDU-FM

M-F, 3-7pm

1 WLS -AM	WRBR-FM	WRBR-FM
2 WRBR-FM	WSBT-AM	WSBT-AM
3 WSBT-AM	WLS -AM	WLS -AM
4 WNDU-FM	WWJY-FM	WNDU-FM
5 WWJY-FM	WNDU-FM	WWJY-FM

Teens
M-S, 6am-Midnight
POP(00): 317

	A/M '77	A/M '78	A/M '79
1 WRBR-FM	WRBR-FM	WRBR-FM	
2 WLS -AM	WLS -AM	WLS -AM	
3 WSBT-AM	WSBT-AM	WSBT-AM	
4 WNDU-FM	WNDU-FM	WNDU-FM	
5 WNDU-AM	WNDU-AM	WNDU-AM	

M-F, 6-10am

1 WRBR-FM	WRBR-FM	WRBR-FM
2 WLS -AM	WLS -AM	WRBR-FM
3 WSBT-AM	WSBT-AM	WLS -AM
4 WNDU-FM	WNDU-AM	WNDU-FM
5 WJVA-AM	WMAQ-AM	WWJY-FM

M-F, 3-7pm

1 WRBR-FM	WRBR-FM	WRBR-FM
2 WLS -AM	WLS -AM	WLS -AM
3 WNDU-FM	WNDU-AM	WLS -AM
4 WSBT-AM	WSBT-AM	WNDU-FM
5 WNDU-AM	WNDU-FM	WADR-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 767

	A/M '77	A/M '78	A/M '79
1 WNDU-FM	WRBR-FM	WRBR-FM	
2 WLS -AM	WNDU-FM	WNDU-FM	
3 WRBR-FM	WLS -AM	WLS -AM	
4 WSBT-AM	WSBT-AM	WSBT-AM	
5 WNDU-AM	WWJY-FM	WNDU-AM	

M-F, 6-10am

1 WNDU-FM	WRBR-FM	WRBR-FM
2 WRBR-FM	WNDU-FM	WSBT-AM
3 WLS -AM	WLS -AM	WLS -AM
4 WSBT-AM	WSBT-AM	WNDU-FM
5 WNDU-AM	WNDU-AM	WNDU-AM

M-F, 3-7pm

1 WNDU-FM	WRBR-FM	WRBR-FM
2 WLS -AM	WNDU-FM	WNDU-FM
3 WRBR-FM	WLS -AM	WLS -AM
4 WSBT-AM	WSBT-AM	WSBT-AM
5 WNDU-AM	WWJY-FM	WNDU-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 835

	A/M '77	A/M '78	A/M '79
1 WSBT-AM	WSBT-AM	WRBR-FM	
2 WNDU-FM	WRBR-FM	WSBT-AM	
3 WNDU-AM	WNDU-FM	WNDU-FM	
4 WLS -AM	WNDU-AM	WLS -AM	
5 WRBR-FM	WYEZ-FM	WWJY-FM	

M-F, 6-10am

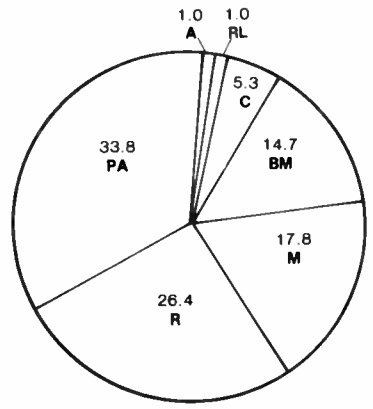
1 WSBT-AM	WSBT-AM	WSBT-AM
2 WNDU-FM	WRBR-FM	WRBR-FM
3 WNDU-AM	WNDU-FM	WNDU-FM
4 WLS -AM	WLS -AM	WLS -AM
5 WRBR-FM	WNDU-FM	WNDU-AM

M-F, 3-7pm

1 WNDU-FM	WSBT-AM	WRBR-FM
2 WSBT-AM	WRBR-FM	WSBT-AM
3 WLS -AM	WNDU-FM	WLS -AM
4 WNDU-AM	WLS -AM	WLS -AM
5 WRBR-FM	WWJY-FM	WWJY-FM

Format Penetration Chart

Based On 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.

Spokane

METRO RANK

107

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 2601

A/M '78	O/N '78	A/M '79			
1 KJRB-AM	17.3	KJRB-AM	17.4	KJRB-AM	(R) 16.9
2 KEZE-AF	11.5	KGA-AM	10.5	KHQ-FM	(R) 11.2
3 KHQ-FM	10.0	KHQ-AM	10.0	KXLY-AF	(PA) 10.9
4 KXLY-AF	9.7	KHQ-FM	9.4	KREM-FM	(A) 10.4
5 KGA-AM	9.7	KREM-FM	8.9	KHQ-AM	(PA) 9.2
6 KREM-FM	7.9	KXLY-AF	8.6	KGA-AM	(C) 9.0
7 KHQ-AM	7.1	KZUN-FM	7.5	KZUN-FM	(C) 9.0
8 KREM-AM	6.6	KEZE-AF	7.3	KEZE-AF	(RM) 7.0
9 KSPD-AM	4.2	KREM-AM	7.0	KREM-AM	(R) 5.0
10 KZUN-FM	3.7	KXXR-FM	5.1	KSPD-AM	(R) 3.5
11 KZUN-AM	3.1	KSPD-AM	4.9	KXXR-FM	(RM) 3.5
12 KXXR-FM	2.1	KZUN-AM	1.3	KZUN-AM	(C) 2.2
13 KXXR-AM	1.3	KXXR-AM	1.3	KXXR-AM	(RM) 0.7
14 KUDY-AM	0.5	KTCN-FM	0.5		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2601

A/M '78	O/N '78	A/M '79			
1 KJRB-AM	66	KJRB-AM	46	KJRB-AM	66
2 KEZE-AF	44	KGA-AM	39	KHQ-FM	45
3 KHQ-FM	38	KHQ-AM	37	KXLY-AF	44
4 KXLY-AF	37	KHQ-FM	35	KREM-FM	42
5 KGA-AM	37	KREM-FM	33	KHQ-AM	37

M-F, 6-10am

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KHQ-AM	KHQ-AM	KHQ-AM
3 KEZE-AF	KGA-AM	KGA-AM
4 KXLY-AF	KSPD-AM	KHQ-FM
5 KGA-AM	KZUN-FM	KXLY-AF

M-F, 3-7pm

1 KJRB-AM	KHQ-FM	KJRB-AM
2 KHQ-FM	KJRB-AM	KHQ-FM
3 KXLY-AF	KGA-AM	KREM-FM
4 KGA-AM	KREM-FM	KXLY-AF
5 KEZE-AF	KXLY-AF	KGA-AM

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

A/M '78	O/N '78	A/M '79
1 KJRB-AM	KJRB-AM	KJRB-AM
2 KHQ-FM	KREM-AM	KHQ-FM
3 KREM-AM	KHQ-FM	KREM-FM
4 KREM-FM	KREM-FM	KREM-AM
5 KXLY-AF	KXLY-AF	KXLY-AF

M-F, 6-10am

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KREM-AM	KREM-AM	KHQ-FM
3 KHQ-FM	KHQ-FM	KREM-FM
4 KREM-FM	KREM-FM	KZUN-FM
5 KHQ-AM	KHQ-AM	KREM-AM

M-F, 3-7pm

1 KHQ-FM	KJRB-AM	KJRB-AM
2 KJRB-AM	KHQ-FM	KHQ-FM
3 KREM-AM	KREM-AM	KREM-AM
4 KREM-FM	KREM-FM	KREM-FM
5 KXLY-AF	KXLY-AF	KZUN-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 912

A/M '78	O/N '78	A/M '79
1 KJRB-AM	KREM-FM	KREM-FM
2 KREM-FM	KHQ-FM	KHQ-FM
3 KHQ-FM	KJRB-AM	KJRB-AM
4 KREM-AM	KREM-AM	KREM-AM
5 KGA-AM	KHQ-AM	KXLY-AF

M-F, 6-10am

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KREM-FM	KHQ-FM	KREM-FM
3 KGA-AM	KHQ-AM	KHQ-FM
4 KHQ-FM	KREM-FM	KREM-AM
5 KXLY-AF	KREM-AM	KGA-AM

M-F, 3-7pm

1 KHQ-FM	KREM-FM	KREM-FM
2 KJRB-AM	KHQ-FM	KHQ-FM
3 KREM-FM	KJRB-AM	KJRB-AM
4 KREM-AM	KREM-AM	KREM-AM
5 KXLY-AF	KHQ-AM	KXLY-AF

Adults 25-49
M-S, 6am-Midnight
POP(00): 969

A/M '78	O/N '78	A/M '79
1 KEZE-AF	KGA-AM	KJRB-AM
2 KGA-AM	KHQ-AM	KHQ-FM
3 KXLY-AF	KZUN-FM	KXLY-AF
4 KJRB-AM	KJRB-AM	KZUN-FM
5 KHQ-AM	KXLY-AF	KHQ-AM

M-F, 6-10am

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KGA-AM	KHQ-AM	KHQ-AM
3 KHQ-AM	KZUN-FM	KZUN-FM
4 KXLY-AF	KGA-AM	KXLY-AF
5 KEZE-AF	KXLY-AF	KGA-AM

M-F, 3-7pm

1 KGA-AM	KGA-AM	KZUN-FM
2 KXLY-AF	KHQ-AM	KHQ-FM
3 KEZE-AF	KZUN-FM	KJRB-AM
4 KHQ-FM	KHQ-FM	KXLY-AF
5 KHQ-AM	KJRB-AM	KHQ-AM

Cume Persons Trends/Rankings

Total 12+
Monday-Sunday, 6am-Midnight
POP(00): 2601

A/M '78	O/N '78	A/M '79			
1 KJRB-AM	475	KJRB-AM	297	KJRB-AM	1004
2 KHQ-FM	629	KHQ-AM	617	KHQ-FM	625
3 KHQ-AM	617	KHQ-FM	618	KHQ-AM	602
4 KXLY-AF	526	KXLY-AF	402	KXLY-AF	596
5 KREM-AM	521	KGA-AM	580	KGA-AM	516

M-F, 6-10am

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KHQ-AM	KHQ-AM	KHQ-AM
3 KREM-AM	KGA-AM	KXLY-AF
4 KEZE-AF	KHQ-FM	KGA-AM
5 KXLY-AF	KREM-AM	KREM-AM

M-F, 3-7pm

1 KJRB-AM	KHQ-FM	KJRB-AM
2 KHQ-FM	KJRB-AM	KHQ-AM
3 KREM-AM	KGA-AM	KHQ-FM
4 KHQ-AM	KREM-FM	KXLY-AF
5 KXLY-AF	KHQ-AM	KREM-AM

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

A/M '78	O/N '78	A/M '79
1 KJRB-AM	KJRB-AM	KJRB-AM
2 KHQ-FM	KREM-AM	KHQ-FM
3 KREM-AM	KHQ-FM	KREM-FM
4 KREM-FM	KREM-FM	KREM-FM
5 KXLY-AF	KXLY-AF	KXLY-AF

M-F, 6-10am

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KREM-AM	KREM-AM	KHQ-FM
3 KHQ-FM	KHQ-FM	KREM-FM
4 KHQ-AM	KREM-FM	KREM-AM
5 KREM-FM	KHQ-AM	KZUN-FM

M-F, 3-7pm

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KHQ-FM	KREM-AM	KHQ-FM
3 KREM-AM	KHQ-FM	KREM-FM
4 KREM-FM	KREM-FM	KZUN-FM
5 KXLY-AF	KXLY-AF	KREM-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 912

A/M '78	O/N '78	A/M '79
1 KJRB-AM	KJRB-AM	KJRB-AM
2 KHQ-FM	KHQ-FM	KHQ-FM
3 KREM-AM	KREM-AM	KREM-FM
4 KREM-FM	KREM-FM	KREM-AM
5 KHQ-AM	KHQ-AM	KHQ-AM

M-F, 6-10am

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KREM-FM	KHQ-FM	KREM-FM
3 KREM-AM	KREM-AM	KHQ-FM
4 KHQ-FM	KREM-FM	KREM-AM
5 KHQ-AM	KHQ-AM	KHQ-AM

M-F, 3-7pm

1 KJRB-AM	KHQ-FM	KJRB-AM
2 KHQ-FM	KJRB-AM	KREM-FM
3 KREM-FM	KREM-AM	KHQ-FM
4 KREM-AM	KREM-FM	KREM-AM
5 KHQ-AM	KHQ-AM	KHQ-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 969

A/M '78	O/N '78	A/M '79
1 KJRB-AM	KHQ-AM	KJRB-AM
2 KHQ-AM	KJRB-AM	KHQ-AM
3 KGA-AM	KXLY-AF	KHQ-FM
4 KHQ-FM	KGA-AM	KXLY-AF
5 KEZE-AF	KHQ-FM	KGA-AM

M-F, 6-10am

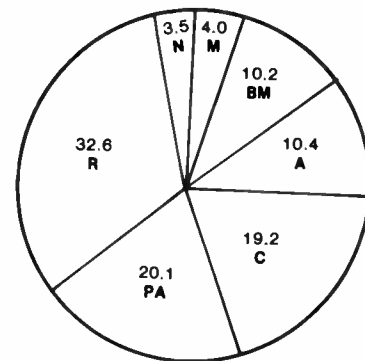
1 KJRB-AM	KHQ-AM	KJRB-AM
2 KHQ-AM	KJRB-AM	KHQ-AM
3 KGA-AM	KGA-AM	KXLY-AF
4 KEZE-AF	KZUN-FM	KZUN-FM
5 KXLY-AF	KXLY-AF	KHQ-FM

M-F, 3-7pm

1 KHQ-AM	KHQ-AM	KJRB-AM
2 KJRB-AM	KGA-AM	KHQ-AM
3 KGA-AM	KHQ-FM	KHQ-FM
4 KHQ-FM	KJRB-AM	KXLY-AF
5 KXLY-AF	KXLY-AF	KGA-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-Holyoke

METRO RANK

60

'79 Market Overview

In this market it's safe to say that **WHYN** is number one — either the AM or the FM has been on top 12+ the last several years. In the A/M '79 survey, **YN-FM**, the P/A station, gained two shares and led its AM counterpart. In appeal to adults 25-49, **YN-FM** is number one, while the AM station, a Top entry, is tops in adults 18-34. Although the AM eroded a decline in this sweep, its closest competitor the adult 18-34 audience is **WHYN-FM**.

Another Top 40 station, **WAQY**, gained in the A/M sweep. **WAQY** is third among the 18-34 adult no and fourth in adults 25-49. **WAQY** saw its biggest share gains posted in midday and PM drive.

WMAS really improved its position in the latest report, jumping to a 6.7 in this book. The P/A station moved tremendously in this survey in every daypart, especially among the 35-64 demos.

WSPR, another P/A station in the Springfield metro, advanced also. With its gains in the A/M '79 sweep, **WSPR** now is third among adults 25-49, behind the **WHYN** properties. **WSPR**'s audience appeal also was it to rank fifth in adults 18-34 in the metro

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 5008

AM '77	AM '78	AM '79
WHYN-AM	18.9	WHYN-AM 22.0
WHYN-FM	15.4	WHYN-FM 14.7
WCCC-AF	8.8	WTIC-AM 6.1
WCCC-FM	8.7	WAQY-FM 5.4
WAQY-FM	7.1	WCCC-FM 5.4
WACE-AM	5.5	WSPR-AM 4.4
WHMP-AF	4.8	WKSS-FM 4.0
WSPR-AM	4.7	WREB-AM 4.0
WTIC-AM	4.6	WHMP-FM 3.8
WHMP-AM	3.3	WRCH-FM 3.4
WKSS-FM	3.2	WMAS-AF 3.0
WRCH-FM	3.2	WHMP-AM 3.0
WREB-AM	2.7	WARE-AM 2.9
WMAS-FM	2.4	WTIC-FM 2.3
WTYX-AM	2.3	WIXY-AM 2.3
WNUS-AM	1.9	WNUS-AM 1.6
WMAS-AM	1.8	WHCN-FM 1.2
WHMP-FM	1.6	WACE-AM 1.0
WHCN-FM	1.5	WBZ-AM 0.5
WDRG-FM	1.5	WAAF-FM 0.5
WTIC-FM	1.1	WVYZ-FM 0.5
WARE-AM	0.9	WTTT-AM 0.5
WIOF-FM	0.8	WDRG-FM 0.4
WVYZ-FM	0.7	WIOF-FM 0.6
WDEW-AM	0.6	WVYZ-FM 0.6
WAAF-FM	0.6	
WRSR-FM	0.6	
WDRG-AM	0.5	
WBZ-AM	0.3	
WCCC-AM	0.1	

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 5008

AM '77	AM '78	AM '79
WHYN-AM	168	WHYN-AM 181
WHYN-FM	137	WHYN-FM 121
WCCC-AF	78	WTIC-AM 50
WCCC-FM	77	WAQY-FM 44
WAQY-FM	63	WCCC-FM 44

F, 8-10am	AM '78	AM '79
WHYN-AM	WHYN-AM	WHYN-FM
WHYN-FM	WHYN-FM	WHYN-AM
WTIC-AM	WTIC-AM	WTIC-AM
WHMP-AF	WSPR-AM	WSPR-AM
WSPR-AM	WAQY-FM	WAQY-FM

F, 3-7pm	AM '78	AM '79
WHYN-AM	WHYN-AM	WHYN-FM
WHYN-FM	WHYN-FM	WHYN-AM
WCCC-AF	WCCC-FM	WAQY-FM
WCCC-FM	WAQY-FM	WMAS-AM
WAQY-FM	WTIC-AM	WCCC-FM

Teens

M-S, 6am-Midnight

POP(00): 637

AM '77	AM '78	AM '79
WHYN-AM	WHYN-AM	WAQY-FM
WAQY-FM	WAQY-FM	WCCC-FM
WCCC-FM	WTIC-FM	WHYN-AM
WCCC-AF	WCCC-FM	WHCN-FM
WHYN-FM	WHMP-FM	WAAF-FM

M-F, 8-10am	AM '78	AM '79
WHYN-AM	WHYN-AM	WHYN-AM
WAQY-FM	WAQY-FM	WAQY-FM
WCCC-FM	WTIC-FM	WCCC-FM
WCCC-AF	WCCC-FM	WSPR-AM
WDRG-AF	WSPR-AM	WMAS-FM

M-F, 3-7pm	AM '78	AM '79
WHYN-AM	WHYN-AM	WAQY-FM
WAQY-FM	WAQY-FM	WCCC-FM
WCCC-FM	WTIC-FM	WHYN-AM
WCCC-AF	WCCC-FM	WHCN-FM
WACE-AM	WHMP-FM	WAAF-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1773

AM '77	AM '78	AM '79
WHYN-AM	WHYN-AM	WHYN-AM
WCCC-AF	WCCC-FM	WHYN-FM
WCCC-FM	WAQY-FM	WAQY-FM
WHYN-FM	WHYN-FM	WCCC-FM
WAQY-FM	WMAS-AF	WSPR-AM

M-F, 8-10am	AM '78	AM '79
WHYN-AM	WHYN-AM	WHYN-AM
WCCC-FM	WAQY-FM	WHYN-FM
WCCC-AF	WCCC-FM	WAQY-FM
WHYN-FM	WHYN-FM	WCCC-FM
WAQY-FM	WMAS-AF	WSPR-AM

M-F, 3-7pm	AM '78	AM '79
WCCC-AF	WHYN-AM	WHYN-FM
WCCC-FM	WCCC-FM	WHYN-AM
WHYN-AM	WHYN-FM	WCCC-FM
WAQY-FM	WAQY-FM	WAQY-FM
WHYN-FM	WMAS-AF	WSPR-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 1811

AM '77	AM '78	AM '79
WHYN-AM	WHYN-AM	WHYN-FM
WHYN-FM	WHYN-FM	WHYN-AM
WCCC-AF	WHMP-FM	WSPR-AM
WCCC-FM	WTIC-AM	WAQY-FM
WHMP-AF	WSPR-AM	WIXY-AM

M-F, 8-10am	AM '78	AM '79
WHYN-AM	WHYN-AM	WHYN-AM
WHYN-FM	WHYN-FM	WHYN-FM
WSPR-AM	WHMP-FM	WSPR-AM
WTIC-AM	WTIC-AM	WHMP-AM
WHMP-AF	WREB-AM	WAQY-FM

M-F, 3-7pm	AM '78	AM '79
WHYN-AM	WHYN-AM	WHYN-AM
WHYN-FM	WHYN-FM	WHYN-FM
WCCC-FM	WIXY-AM	WSPR-AM
WCCC-AF	WHMP-FM	WMAS-AM
WAQY-FM	WCCC-FM	WAQY-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 5008

AM '77	AM '78	AM '79
WHYN-AM	2407	WHYN-AM 2545
WHYN-FM	1498	WHYN-FM 1258
WAQY-FM	1139	WAQY-FM 988
WTIC-AM	837	WTIC-AM 960
WCCC-AF	769	WSPR-AM 837

M-F, 8-10am	AM '78	AM '79
WHYN-AM	WHYN-AM	WHYN-AM
WHYN-FM	WHYN-FM	WHYN-FM
WTIC-AM	WTIC-AM	WTIC-AM
WAQY-FM	WAQY-FM	WAQY-FM
WCCC-AF	WSPR-AM	WCCC-FM

M-F, 3-7pm	AM '78	AM '79
WHYN-AM	WHYN-AM	WHYN-AM
WHYN-FM	WHYN-FM	WHYN-FM
WAQY-FM	WAQY-FM	WAQY-FM
WCCC-AF	WTIC-AM	WCCC-FM
WCCC-FM	WCCC-FM	WMAS-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.

Teens

M-S, 6am-Midnight

POP(00): 637

AM '77	AM '78	AM '79
WHYN-AM	WHYN-AM	WAQY-FM
WAQY-FM	WAQY-FM	WHYN-AM
WCCC-FM	WTIC-FM	WCCC-FM
WCCC-AF	WCCC-FM	WHCN-FM
WHYN-FM	WSPR-AM	WTIC-FM

M-F, 8-10am	AM '78	AM '79
WHYN-AM	WHYN-AM	WCCC-FM
WAQY-FM	WAQY-FM	WAQY-FM
WCCC-FM	WTIC-FM	WHYN-AM
WCCC-AF	WCCC-FM	WHCN-FM
WDRG-AF	WHCN-FM	WHYN-FM

M-F, 3-7pm	AM '78	AM '79
WHYN-AM	WHYN-AM	WAQY-FM
WAQY-FM	WHYN-FM	WCCC-FM
WCCC-FM	WTIC-FM	WHYN-AM
WCCC-AF	WCCC-FM	WHCN-FM
WHYN-FM	WSPR-AM	WAAF-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1773

AM '77	AM '78	AM '79
WHYN-AM	WHYN-AM	WHYN-AM
WCCC-AF	WAQY-FM	WHYN-FM
WAQY-FM	WCCC-FM	WCCC-FM
WHYN-FM	WHYN-FM	WHCN-FM
WCCC-FM	WHMP-FM	WSPR-AM

M-F, 8-10am	AM '78	AM '79
WHYN-AM	WHYN-AM	WHYN-AM
WCCC-FM	WAQY-FM	WAQY-FM
WCCC-AF	WCCC-FM	WCCC-FM
WHYN-FM	WHYN-FM	WHYN-FM
WAQY-FM	WTIC-AM	WSPR-AM

M-F, 3-7pm	AM '78	AM '79
WHYN-AM	WHYN-AM	WHYN-AM
WCCC-AF	WCCC-FM	WCCC-FM
WCCC-FM	WAQY-FM	WAQY-FM
WAQY-FM	WHYN-FM	WHYN-FM
WHYN-FM	WMAS-FM	WSPR-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 1811

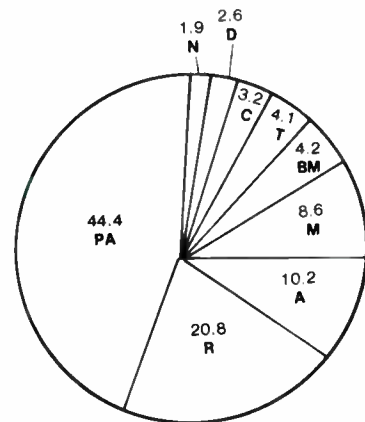
AM '77	AM '78	AM '79
WHYN-AM	WHYN-AM	WHYN-AM
WHYN-FM	WHYN-FM	WHYN-FM
WTIC-AM	WTIC-AM	WSPR-AM
WAQY-FM	WSPR-AM	WAQY-FM
WSPR-AM	WAQY-FM	WTIC-AM

M-F, 8-10am	AM '78	AM '79
WHYN-AM	WHYN-AM	WHYN-AM
WHYN-FM	WHYN-FM	WHYN-FM
WTIC-AM	WTIC-AM	WSPR-AM
WSPR-AM	WAQY-FM	WAQY-FM
WACE-AM	WHMP-AM	WMAS-AM

M-F, 3-7pm	AM '78	AM '79
WHYN-AM	WHYN-AM	WHYN-AM
WHYN-FM	WHYN-FM	WHYN-FM
WSPR-AM	WTIC-AM	WAQY-FM
WAQY-FM	WHMP-FM	WMAS-AM
WCCC-FM	WHMP-AM	WHMP-AM

Format Penetration Chart

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



Springfield, MO

METRO RANK **143**

Average Persons 12+ Share Trend

Monday-Sunday, 6am-Midnight
POP(00): 1604

A/M '79	
1	KTTS-FM (C) 22.6
2	KWTO-FM (R) 21.9
3	KWTO-AM (C) 13.7
4	KTKR-FM (BM) 11.3
5	KTTS-AM (C) 10.9
6	KICK-AM (R) 6.5
7	KRFX-AM (PA) 5.1
8	KRUG-AM (PA) 2.8
9	KRFG-FM (PA) 2.8
10	KWEL-FM (RL) 1.6
11	KLFJ-AM (RL) 0.4

Average Persons Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1604

A/M '79	
1	KTTS-FM 56
2	KWTO-FM 52
3	KWTO-AM 34
4	KTKR-FM 28
5	KTTS-AM 27

M-F, 6-10am	
1	KTTS-FM
2	KWTO-FM
3	KWTO-AM
4	KTTS-AM
5	KTKR-FM

M-F, 3-7pm	
1	KWTO-FM
2	KTTS-FM
3	KWTO-AM
4	KTKR-FM
5	KTTS-AM

Teens	
M-S, 6am-Midnight	
POP(00): 182	
A/M '79	
1	KWTO-FM
2	KTKN-AM
3	KWTO-AM
4	KRUG-AM
5	KRFG-FM

M-F, 6-10am

1	KWTO-FM
2	KICK-AM
3	KWTO-AM
4	KTTS-FM
5	KRUG-AM

M-F, 3-7pm

1	KWTO-FM
2	KICK-AM
3	KRUG-AM
4	KWTO-AM
5	KRFG-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 624

A/M '79	
1	KWTO-FM
2	KTTS-FM
3	KWTO-AM
4	KRFG-FM
5	KICK-AM

M-F, 6-10am

1	KWTO-FM
2	KTTS-FM
3	KWTO-AM
4	KTTS-AM
5	KICK-AM

M-F, 3-7pm

1	KWTO-FM
2	KTTS-FM
3	KWTO-AM
4	KICK-AM
5	KRFX-AM

Adults 25-49

M-S, 6am-Midnight
POP(00): 597

A/M '79	
1	KTTS-FM
2	KWTO-AM
3	KWTO-FM
4	KTTS-AM
5	KTKR-FM

M-F, 6-10am

1	KTTS-FM
2	KWTO-AM
3	KTTS-AM
4	KWTO-FM
5	KTKR-FM

M-F, 3-7pm

1	KWTO-FM
2	KWTO-AM
3	KTTS-FM
4	KTTS-AM
5	KTKR-FM

Cume Persons Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1604

A/M '79	
1	KWTO-FM 69.5
2	KWTO-AM 47.1
3	KTTS-FM 16
4	KTTS-AM 38.5
5	KICK-AM 31.9

M-F, 6-10am

1	KWTO-FM
2	KTTS-FM
3	KWTO-AM
4	KTTS-AM
5	KICK-AM

M-F, 3-7pm

1	KWTO-FM
2	KTTS-FM
3	KWTO-AM
4	KTKR-AM
5	KTKR-FM

Teens

M-S, 6am-Midnight
POP(00): 182

A/M '79	
1	KWTO-FM
2	KICK-AM
3	KWTO-AM
4	KWTO-AM
5	KRUG-AM

M-F, 6-10am

1	KWTO-FM
2	KICK-AM
3	KWTO-AM
4	KTTS-FM
5	KRUG-AM

M-F, 3-7pm

1	KWTO-FM
2	KICK-AM
3	KRUG-AM
4	KWTO-AM
5	KTTS-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 624

A/M '79	
1	KWTO-FM
2	KTTS-FM
3	KICK-AM
4	KWTO-AM
5	KTTS-AM

M-F, 6-10am

1	KWTO-FM
2	KTTS-FM
3	KWTO-AM
4	KICK-AM
5	KTTS-AM

M-F, 3-7pm

1	KWTO-FM
2	KTTS-FM
3	KICK-AM
4	KWTO-AM
5	KRFG-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 597

A/M '79	
1	KTTS-FM
2	KWTO-AM
3	KWTO-FM
4	KTTS-AM
5	KICK-AM

M-F, 6-10am

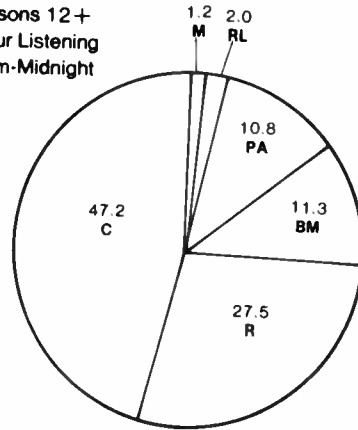
1	KTTS-FM
2	KWTO-AM
3	KTTS-AM
4	KWTO-FM
5	KICK-AM

M-F, 3-7pm

1	KTTS-FM
2	KWTO-FM
3	KWTO-AM
4	KTTS-AM
5	KICK-AM

Format Penetration Chart

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



Steubenville-Weirton

METRO RANK **153**

Average Persons 12+ Share Trend

Monday-Sunday, 6am-Midnight
POP(00): 1351

A/M '79	
1	WSTV-AM (PA) 13.0
2	WRKY-FM (A) 8.7
3	WEIR-AM (PA) 8.2
4	WLIT-AM (PA) 2.9
5	WOHI-AM (PA) 1.9
6	WELA-FM (BM) 1.4

Average Persons Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1351

A/M '79	
1	WSTV-AM 27
2	WRKY-FM 16
3	WEIR-AM 17
4	WLIT-AM 6
5	WOHI-AM 4

M-F, 6-10am	
1	WSTV-AM
2	WEIR-AM
3	WRKY-FM
4	WLIT-AM
5	WOHI-AM

M-F, 3-7pm	
1	WRKY-FM
2	WEIR-AM
3	WSTV-AM
4	WELA-FM
5	WLIT-AM

Teens
M-S, 6am-Midnight
POP(00): 193

A/M '79	
1	WRKY-FM
2	WEIR-AM
3	WOHI-AM
4	WSTV-AM
5	WLIT-AM

M-F, 6-10am	
1	WEIR-AM
2	WRKY-FM
3	WSTV-AM
4	WOHI-AM
5	WLIT-AM

M-F, 3-7pm

1	WEIR-AM
2	WRKY-FM
3	WSTV-AM
4	WOHI-AM
5	WLIT-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 415

A/M '79	
1	WRKY-FM
2	WEIR-AM
3	WLIT-AM
4	WELA-FM
5	WSTV-AM

M-F, 6-10am

1	WEIR-AM
2	WRKY-FM
3	WLIT-AM
4	WSTV-AM
5	WELA-FM

M-F, 3-7pm

1	WRKY-FM
2	WEIR-AM
3	WLIT-AM
4	WSTV-AM
5	WELA-FM

Adults 25-49

M-S, 6am-Midnight

A/M '79	
1	WRKY-FM
2	WSTV-AM
3	WEIR-AM
4	WLIT-AM
5	WELA-FM

M-F, 6-10am

1	WSTV-AM
2	WEIR-AM
3	WRKY-FM
4	WLIT-AM
5	WOHI-AM

M-F, 3-7pm

1	WRKY-FM
2	WEIR-AM
3	WSTV-AM
4	WLIT-AM
5	WELA-FM

Cume Persons Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1351

A/M '79	
1	WEIR-AM 44.7
2	WSTV-AM 41.9
3	WRKY-FM 31.4
4	WLIT-AM 10.8
5	WELA-FM 5.0

M-F, 6-10am

1	WSTV-AM
2	WEIR-AM
3	WRKY-FM
4	WLIT-AM
5	WOHI-AM

M-F, 3-7pm

1	WEIR-AM
2	WRKY-FM
3	WSTV-AM
4	WLIT-AM
5	WELA-FM

Teens

M-S, 6am-Midnight
POP(00): 183

A/M '79	
1	WEIR-AM
2	WRKY-FM
3	WSTV-AM
4	WLIT-AM
5	WOHI-AM

M-F, 6-10am

1	WEIR-AM
2	WRKY-FM
3	WSTV-AM
4	WOHI-AM
5	WLIT-AM

M-F, 3-7pm

1	WEIR-AM
2	WRKY-FM
3	WSTV-AM
4	WOHI-AM
5	WLIT-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 415

A/M '79	
1	WRKY-FM
2	WEIR-AM
3	WSTV-AM
4	WLIT-AM
5	WELA-FM

M-F, 6-10am

1	WEIR-AM
2	WRKY-FM
3	WSTV-AM
4	WLIT-AM
5	WELA-FM

M-F, 3-7pm

1	WRKY-FM
2	WEIR-AM
3	WSTV-AM
4	WLIT-AM
5	WELA-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 528

A/M '79	
1	WEIR-AM
2	WRKY-FM
3	WSTV-AM
4	WLIT-AM
5	WELA-FM

M-F, 6-10am

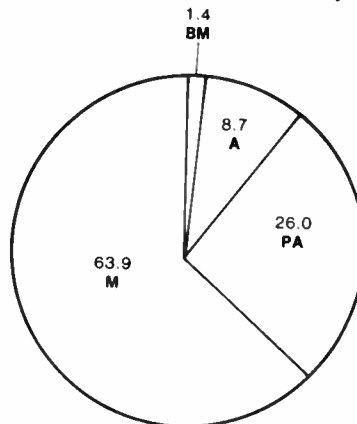
1	WEIR-AM
2	WSTV-AM
3	WRKY-FM
4	WLIT-AM
5	WELA-FM

M-F, 3-7pm

1	WEIR-AM
2	WRKY-FM
3	WSTV-AM
4	WLIT-AM
5	WELA-FM

Format Penetration Chart

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



Stockton

METRO RANK **109**

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 2522

A/M '77	A/M '78	A/M '79
1 KJAX-FM 13.1	KJOY-AM 12.0	KJAX-FM 12.0
2 KRAC-AM 11.7	KJAX-FM 10.5	KJOY-AM 7.6
3 KFRC-AM 10.3	KSTN-AM 4.6	KWIN-FM 5.4
4 KNBR-AM 9.4	KWIN-FM 4.3	KSTN-AM 5.2
5 KSTN-AM 7.7	KHOP-FM 3.4	KHOP-FM 4.4
6 KCBS-AM 5.7	KWG -AM 3.1	KSRT-FM 3.3
7 KJOY-AM 5.1	KSRT-FM 2.8	KSTN-FM 2.7
8 KWG -AM 2.3	KCVR-AM 2.0	KWG -AM 2.5
9 KSRT-FM 2.3	KOSO-FM 1.4	KOSO-FM 1.1
10 KWIN-FM 2.0	KKIS-AM 1.4	KCVR-AM 0.8
11 KFIV-AM 1.7	KTRB-AM 1.4	KTRB-AM 0.5
12 KSFO-AM 1.7	NEBR-FM 1.4	
13 KEWT-FM 1.4	KWOD-FM 1.1	
14 KFBC-AM 1.4	KCTC-FM 0.9	
15 KSFM-FM 1.1		
16 KSN-AM 1.1		
17 KCVR-AM 1.1		
18 KKIS-AM 1.1		
19 KOSO-FM 1.1		
20 KGO -AM 0.9		
21 NEBR-FM 0.9		
22 KIOI-FM 0.9		
23 KTRB-AM 0.9		
24 KCTC-FM 0.6		
25 KQUP-FM 0.3		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2522

A/M '77	A/M '78	A/M '79
1 KJAX-FM 46	KJOY-AM 42	KJAX-FM 44
2 KRAC-AM 41	KJAX-FM 37	KJOY-AM 28
3 KFRC-AM 36	KSTN-AM 16	KWIN-FM 20
4 KNBR-AM 33	KWIN-FM 15	KSTN-AM 19
5 KSTN-AM 27	KHOP-FM 12	KHOP-FM 16

M-F, 6-10am

1 KNBR-AM	KJOY-AM	KJAX-FM
2 KRAC-AM	KJAX-FM	KJOY-AM
3 KFRC-AM	KSTN-AM	KSTN-AM
4 KFRC-AM	KWIN-FM	KWIN-FM
5 KJAX-FM	KWG -AM	KHOP-FM

F, 3-7pm

1 KJAX-FM	KJOY-AM	KJAX-FM
2 KRAC-AM	KJAX-FM	KJOY-AM
3 KNBR-AM	KSTN-AM	KHOP-FM
4 KFRC-AM	KWIN-FM	KSTN-AM
5 KSTN-AM	KSRT-FM	KWIN-FM

Teens
M-S, 6am-Midnight
POP(00): 357

A/M '77	A/M '78	A/M '79
1 KFRC-AM	KJOY-AM	KJOY-AM
2 KSTN-AM	KHOP-FM	KHOP-FM
3 KJOY-AM	KSRT-FM	KSTN-AM
4 KFIV-AM	KSTN-AM	KSRT-FM
5 KRAC-AM	KTRB-AM	KJAX-FM

M-F, 6-10am

1 KFRC-AM	KJOY-AM	KJOY-AM
2 KFRC-AM	KHOP-FM	KSTN-AM
3 KSTN-AM	KSTN-AM	KHOP-FM
4 KJOY-AM	KTRB-AM	KSRT-FM
5 KQUP-FM	KSRT-FM	KOSO-FM

M-F, 3-7pm

1 KFRC-AM	KJOY-AM	KJOY-AM
2 KSTN-AM	KSTN-AM	KHOP-FM
3 KJOY-AM	KHOP-FM	KSRT-FM
4 KRAC-AM	KSRT-FM	KSTN-AM
5 KFIV-AM	KTRB-AM	KCVR-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 848

A/M '77	A/M '78	A/M '79
1 KFRC-AM	KJOY-AM	KWIN-FM
2 KNBR-AM	KWIN-FM	KJOY-AM
3 KSTN-AM	KSTN-AM	KHOP-FM
4 KJOY-AM	KSRT-FM	KSTN-AM
5 KJAX-FM	KHOP-FM	KSRT-FM

M-F, 8-10am

1 KFRC-AM	KJOY-AM	KWIN-FM
2 KNBR-AM	KSTN-AM	KJOY-AM
3 KFRC-AM	KWIN-FM	KSTN-AM
4 KSTN-AM	KSRT-FM	KHOP-FM
5 KJAX-FM	KHOP-FM	KJAX-FM

F, 3-7pm

1 KFRC-AM	KJOY-AM	KHOP-FM
2 KJAX-FM	KSTN-AM	KWIN-FM
3 KSTN-AM	KWIN-FM	KJOY-AM
4 KNBR-AM	KSRT-FM	KSRT-FM
5 KJOY-AM	KWOD-FM	KSTN-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 956

A/M '77	A/M '78	A/M '79
1 KJAX-FM	KJOY-AM	KJAX-FM
2 KRAC-AM	KJAX-FM	KWIN-FM
3 KNBR-AM	KWIN-FM	KSTN-AM
4 KFRC-AM	KKIS-AM	KJOY-AM
5 KSTN-AM	KWG -AM	KSTN-AM

M-F, 6-10am

1 KNBR-AM	KJOY-AM	KJAX-FM
2 KRAC-AM	KJAX-FM	KSTN-AM
3 KJAX-FM	KWIN-FM	KWIN-FM
4 KFRC-AM	KOSO-FM	KJOY-AM
5 KFRC-AM	KSTN-AM	KWG -AM

M-F, 3-7pm

1 KJAX-FM	KJOY-AM	KJAX-FM
2 KRAC-AM	KJAX-FM	KJOY-AM
3 KNBR-AM	KWIN-FM	KSTN-AM
4 KFRC-AM	KKIS-AM	KWIN-FM
5 KSTN-AM	KSTN-AM	KSRT-FM

Cumulative Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2522

A/M '77	A/M '78	A/M '79
1 KSTN-AM 610	KJOY-AM 749	KJOY-AM 764
2 KJOY-AM 594	KJAX-FM 459	KSTN-AM 507
3 KRAC-AM 589	KSTN-AM 446	KJAX-FM 370
4 KFRC-AM 551	KWIN-FM 239	KWIN-FM 273
5 KNBR-AM 494	KWG -AM 251	KHOP-FM 264

M-F, 6-10am

1 KFRC-AM	KJOY-AM	KJOY-AM
2 KRAC-AM	KSTN-AM	KSTN-AM
3 KFRC-AM	KJAX-FM	KJAX-FM
4 KNBR-AM	KWG -AM	KWIN-FM
5 KSTN-AM	KWIN-FM	KHOP-FM

M-F, 3-7pm

1 KRAC-AM	KJOY-AM	KJOY-AM
2 KFRC-AM	KSTN-AM	KSTN-AM
3 KNBR-AM	KJAX-FM	KJAX-FM
4 KSTN-AM	KWIN-FM	KWIN-FM
5 KJOY-AM	KSRT-FM	KHOP-FM

Teens
M-S, 6am-Midnight
POP(00): 357

A/M '77	A/M '78	A/M '79
1 KFRC-AM	KJOY-AM	KJOY-AM
2 KSTN-AM	KSTN-AM	KSTN-AM
3 KJOY-AM	KSRT-FM	KHOP-FM
4 KFIV-AM	KHOP-FM	KSRT-FM
5 KSRT-FM	KJAX-FM	KWIN-FM

M-F, 6-10am

1 KFRC-AM	KJOY-AM	KJOY-AM
2 KFRC-AM	KSTN-AM	KSTN-AM
3 KSTN-AM	KHOP-FM	KSRT-FM
4 KJOY-AM	KSRT-FM	KHOP-FM
5 KQUP-FM	KTRB-AM	KWIN-FM

M-F, 3-7pm

1 KFRC-AM	KJOY-AM	KJOY-AM
2 KSTN-AM	KSTN-AM	KSTN-AM
3 KJOY-AM	KHOP-FM	KHOP-FM
4 KFIV-AM	KSRT-FM	KSRT-FM
5 KRAC-AM	KJAX-FM	KWIN-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 848

A/M '77	A/M '78	A/M '79
1 KSTN-AM	KJOY-AM	KJOY-AM
2 KJOY-AM	KSTN-AM	KSTN-AM
3 KFRC-AM	KSRT-FM	KHOP-FM
4 KNBR-AM	KWIN-FM	KWIN-FM
5 KRAC-AM	KHOP-FM	KSRT-FM

M-F, 6-10am

1 KFRC-AM	KJOY-AM	KJOY-AM
2 KFRC-AM	KSTN-AM	KSTN-AM
3 KNBR-AM	KSRT-FM	KWIN-FM
4 KSTN-AM	KWIN-FM	KHOP-FM
5 KJOY-AM	KHOP-FM	KSRT-FM

M-F, 3-7pm

1 KFRC-AM	KJOY-AM	KSTN-AM
2 KSTN-AM	KSTN-AM	KJOY-AM
3 KNBR-AM	KWIN-FM	KWIN-FM
4 KRAC-AM	KSRT-FM	KHOP-FM
5 KJOY-AM	KWOD-FM	KSRT-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 956

A/M '77	A/M '78	A/M '79
1 KRAC-AM	KJOY-AM	KJOY-AM
2 KNBR-AM	KJAX-FM	KSTN-AM
3 KJAX-FM	KSTN-AM	KJAX-FM
4 KFRC-AM	KWIN-FM	KWIN-FM
5 KSTN-AM	KSRT-FM	KWG -AM

M-F, 6-10am

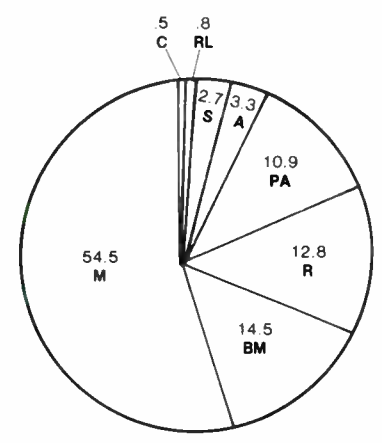
1 KNBR-AM	KJOY-AM	KSTN-AM
2 KRAC-AM	KJAX-FM	KJAX-FM
3 KNBR-AM	KSTN-AM	KSTN-AM
4 KFRC-AM	KWIN-FM	KWIN-FM
5 KFRC-AM	KKIS-AM	KSTN-AM

M-F, 3-7pm

1 KRAC-AM	KJOY-AM	KJAX-FM
2 KNBR-AM	KJAX-FM	KJOY-AM
3 KJAX-FM	KSTN-AM	KSTN-AM
4 KFRC-AM	KWIN-FM	KWIN-FM
5 KSTN-AM	KWG -AM	KWG -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.

Syracuse

METRO RANK

55

A/M '79 Market Overview

In Syracuse, P/A stalwart **WSYR** is again the top station, 12+. **WSYR's** share dipped slightly, but the station still is #3 in adults 25-49, dominant 35-64. It appears that **WSYR's** share slippage was caused by declining men shares, especially in AM drive and midday.

The number two station in the Syracuse metro is also a P/A-formatted property, **WHEN**. **WHEN** is a broadly-skewing P/A, and as such rates tops in adults 25-49 and 18-34, as well as having a sizeable teen audience too. **WHEN's** advance may correlate with the decline on the part of **WSYR**.

The top Beautiful Music station in town, **WNTQ**, ranks third overall in the metro. Although down slightly from its last book, **WNTQ** still scored in adults 25-49, where it rates second to **WHEN**. The mix of **WNTQ's** audience switched this sweep — male shares increased, but females numbers declined. The AOR scene in Syracuse is owned by **WAQX**. As the only game in town for AOR fans, **WAQX** does well, and is #2 in men 18-34 in the metro. Given the large college population in Syracuse there is a sizeable potential audience for this up and coming AOR station, **WAQX**. On the Top 40 side, though, **WKFM** may be wondering how it can right itself. This station has now seen three consecutive down books, although **WKFM** is still number two in adults 18-34 in the metro. In the latest sweep, **WKFM's** teen audience declined by 50%.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
FOP(00): 5341

	A/M '77	A/M '78	A/M '79
1 WSYR-AM	16.1	WSYR-AM	16.7
2 WHEN-AM	13.9	WHEN-AM	10.8
3 WKFM-FM	8.0	WNTQ-FM	8.6
4 WNTQ-FM	7.9	WKFM-FM	6.8
5 WOLF-AM	7.8	WNRD-AM	6.7
6 WEZG-FM	6.3	WEZG-FM	6.7
7 WFBL-AM	6.1	WOLF-AM	6.3
8 WSGO-AF	4.6	WFBL-AM	4.8
9 WSEN-AF	4.1	WSEN-AM	4.0
10 WNRD-AM	3.5	WSYR-FM	3.5
11 WSYR-FM	2.9	WSEN-FM	3.1
12 WOUR-FM	2.9	WAQX-FM	3.1
13 WSCP-AM	2.6	WOUR-FM	2.9
14 WSOQ-AM	1.9	WONO-FM	2.3
15 WKGW-FM	1.6	WMCR-AM	1.5
16 WMHR-FM	1.4	WSGO-AM	1.3
17 WONO-FM	1.3	WSCP-AM	1.3
18 WMCR-AF	1.0	WSGO-AM	1.2
19 WIBX-AM	0.8	WMHR-FM	1.1
20 WIBQ-FM	0.4	WKGW-FM	0.8
21		WOSC-AM	0.8
22		WYRD-AM	0.5
23		WSGO-FM	0.5
24		WMCR-FM	0.3

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
FOP(00): 5341

	A/M '77	A/M '78	A/M '79
1 WSYR-AM	129	WSYR-AM	125
2 WHEN-AM	111	WHEN-AM	81
3 WKFM-FM	64	WNTQ-FM	64
4 WNTQ-FM	63	WKFM-FM	51
5 WOLF-AM	62	WNRD-AM	50
M-F, 6-10am			
1 WSYR-AM		WSYR-AM	WSYR-AM
2 WHEN-AM		WHEN-AM	WHEN-AM
3 WOLF-AM		WOLF-AM	WSEN-AF
4 WFBL-AM		WNRD-AM	WNRD-AM
5 WNTQ-FM		WNTQ-FM	WOLF-AM
M-F, 3-7pm			
1 WSYR-AM		WSYR-AM	WSYR-AM
2 WHEN-AM		WNTQ-FM	WHEN-AM
3 WKFM-FM		WHEN-AM	WNTQ-FM
4 WNTQ-FM		WEZG-FM	WEZG-FM
5 WOLF-AM		WNRD-AM	WAQX-FM

Teens
M-S, 6am-Midnight
POP(00): 753

	A/M '77	A/M '78	A/M '79
1 WOLF-AM		WKFM-FM	WOLF-AM
2 WKFM-FM		WHEN-AM	WHEN-AM
3 WHEN-AM		WOLF-AM	WKFM-FM
4 WFBL-AM		WFBL-AM	WAQX-FM
5 WOUR-FM		WOUR-FM	WFBL-AM

M-F, 6-10am

1 WOLF-AM	WHEN-AM	WOLF-AM
2 WHEN-AM	WOLF-AM	WHEN-AM
3 WKFM-FM	WKFM-FM	WFBL-AM
4 WFBL-AM	WFBL-AM	WKFM-FM
5 WSYR-AM	WSYR-AM	WAQX-FM

M-F, 3-7pm

1 WOLF-AM	WKFM-FM	WOLF-AM
2 WKFM-FM	WHEN-AM	WAQX-FM
3 WFBL-AM	WOLF-AM	WHEN-AM
4 WHEN-AM	WFBL-AM	WKFM-FM
5 WOUR-FM	WOUR-FM	WFBL-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 1914

	A/M '77	A/M '78	A/M '79
1 WHEN-AM		WNRD-AM	WHEN-AM
2 WKFM-FM		WHEN-AM	WKFM-FM
3 WFBL-AM		WOLF-AM	WAQX-FM
4 WOLF-AM		WKFM-FM	WNRD-AM
5 WSYR-FM		WSYR-FM	WSYR-FM

M-F, 6-10am

1 WHEN-AM	WHEN-AM	WHEN-AM
2 WKFM-FM	WNRD-AM	WNRD-AM
3 WOLF-AM	WOLF-AM	WOLF-AM
4 WFBL-AM	WAQX-FM	WKFM-FM
5 WSEN-AF	WSYR-AM	WAQX-FM

M-F, 3-7pm

1 WHEN-AM	WHEN-AM	WHEN-AM
2 WKFM-FM	WNRD-AM	WAQX-FM
3 WFBL-AM	WOUR-FM	WSYR-FM
4 WOLF-AM	WOLF-AM	WKFM-FM
5 WSYR-FM	WAQX-FM	WNRD-AM

Adults 25-49

M-S, 6am-Midnight
FOP(00): 1913

	A/M '77	A/M '78	A/M '79
1 WHEN-AM		WHEN-AM	WHEN-AM
2 WFBL-AM		WSYR-AM	WNTQ-FM
3 WNTQ-FM		WNTQ-FM	WSYR-AM
4 WSYR-AM		WNRD-AM	WNRD-AM
5 WSEN-AF		WFBL-AM	WSEN-AF

M-F, 6-10am

1 WHEN-AM	WHEN-AM	WHEN-AM
2 WSYR-AM	WSYR-AM	WSYR-AM
3 WFBL-AM	WNRD-AM	WNRD-AM
4 WNTQ-FM	WOLF-AM	WSEN-AF
5 WSEN-AF	WNTQ-FM	WNTQ-FM

M-F, 3-7pm

1 WHEN-AM	WHEN-AM	WHEN-AM
2 WFBL-AM	WNTQ-FM	WHEN-AM
3 WNTQ-FM	WSYR-AM	WNTQ-FM
4 WKFM-FM	WNRD-AM	WNRD-AM
5 WSYR-FM	WSEN-FM	WEZG-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
FOP(00): 5341

	A/M '77	A/M '78	A/M '79
1 WHEN-AM	2014	WSYR-AM	1753
2 WSYR-AM	1605	WHEN-AM	1745
3 WFBL-AM	1043	WNRD-AM	1129
4 WOLF-AM	1034	WOLF-AM	1038
5 WKFM-FM	1024	WFBL-AM	947
M-F, 6-10am			
1 WHEN-AM	WSYR-AM	WHEN-AM	WHEN-AM
2 WSYR-AM	WHEN-AM	WSYR-AM	WSYR-AM
3 WOLF-AM	WNRD-AM	WOLF-AM	WOLF-AM
4 WFBL-AM	WOLF-AM	WFBL-AM	WFBL-AM
5 WKFM-FM	WFBL-AM	WNRD-AM	WNRD-AM
M-F, 3-7pm			
1 WHEN-AM	WSYR-AM	WHEN-AM	WHEN-AM
2 WSYR-AM	WHEN-AM	WSYR-AM	WSYR-AM
3 WKFM-FM	WNRD-AM	WOLF-AM	WOLF-AM
4 WOLF-AM	WOLF-AM	WNRD-AM	WNRD-AM
5 WFBL-AM	WNTQ-FM	WEZG-FM	WEZG-FM

M-F, 3-7pm

1 WHEN-AM	WSYR-AM	WHEN-AM
2 WSYR-AM	WHEN-AM	WSYR-AM
3 WOLF-AM	WNRD-AM	WOLF-AM
4 WFBL-AM	WOLF-AM	WFBL-AM
5 WKFM-FM	WFBL-AM	WNRD-AM

M-F, 3-7pm

1 WOLF-AM	WHEN-AM	WOLF-AM
2 WHEN-AM	WOLF-AM	WHEN-AM
3 WKFM-FM	WKFM-FM	WFBL-AM
4 WFBL-AM	WFBL-AM	WFBL-AM
5 WNRD-AM	WOUR-FM	WAQX-FM

Teens

M-S, 6am-Midnight
POP(00): 753

	A/M '77	A/M '78	A/M '79
1 WOLF-AM		WHEN-AM	WHEN-AM
2 WHEN-AM		WOLF-AM	WOLF-AM
3 WKFM-FM		WKFM-FM	WKFM-FM
4 WFBL-AM		WFBL-AM	WFBL-AM
5 WNRD-AM		WOUR-FM	WAQX-FM

M-F, 6-10am

1 WOLF-AM	WHEN-AM	WHEN-AM
2 WHEN-AM	WOLF-AM	WOLF-AM
3 WKFM-FM	WKFM-FM	WFBL-AM
4 WFBL-AM	WFBL-AM	WFBL-AM
5 WSYR-AM	WOUR-FM	WAQX-FM

M-F, 3-7pm

1 WOLF-AM	WHEN-AM	WOLF-AM
2 WKFM-FM	WKFM-FM	WHEN-AM
3 WHEN-AM	WOLF-AM	WAQX-FM
4 WFBL-AM	WFBL-AM	WKFM-FM
5 WNRD-AM	WOUR-FM	WFBL-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 1914

	A/M '77	A/M '78	A/M '79
1 WHEN-AM		WHEN-AM	WHEN-AM
2 WKFM-FM		WNRD-AM	WOLF-AM
3 WNRD-AM		WOLF-AM	WKFM-FM
4 WFBL-AM		WFBL-AM	WNRD-AM
5 WOLF-AM		WKFM-FM	WAQX-FM

M-F, 6-10am

1 WHEN-AM	WHEN-AM	WHEN-AM
2 WKFM-FM	WNRD-AM	WOLF-AM
3 WFBL-AM	WOLF-AM	WNRD-AM
4 WOLF-AM	WFBL-AM	WKFM-FM
5 WNRD-AM	WKFM-FM	WAQX-FM

M-F, 3-7pm

1 WHEN-AM	WHEN-AM	WHEN-AM
2 WKFM-FM	WNRD-AM	WOLF-AM
3 WFBL-AM	WOLF-AM	WAQX-FM
4 WOLF-AM	WFBL-AM	WNRD-AM
5 WNRD-AM	WOUR-FM	WKFM-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 2013

	A/M '78	O/N '78	A/M '79
1 WHEN-AM		WHEN-AM	WHEN-AM
2 WSYR-AM		WSYR-AM	WSYR-AM
3 WFBL-AM		WNRD-AM	WNRD-AM
4 WNRD-AM		WFBL-AM	WKFM-FM
5 WNTQ-FM		WEZG-FM	WEZG-FM

M-F, 6-10am

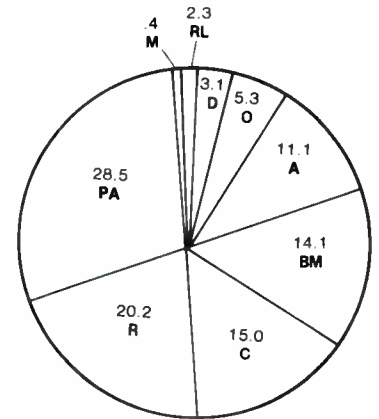
1 WHEN-AM	WHEN-AM	WHEN-AM
2 WSYR-AM	WSYR-AM	WSYR-AM
3 WFBL-AM	WNRD-AM	WNRD-AM
4 WNRD-AM	WOLF-AM	WKFM-FM
5 WNTQ-FM	WFBL-AM	WFBL-AM

M-F, 3-7pm

1 WHEN-AM	WHEN-AM	WHEN-AM
2 WFBL-AM	WSYR-AM	WSYR-AM
3 WSYR-AM	WNRD-AM	WNRD-AM
4 WKFM-FM	WNTQ-FM	WNTQ-FM
5 WOLF-AM	WFBL-AM	WEZG-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.

Tallahassee

METRO RANK

160

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
PDF(00): 1227

AM '77	AM '78	AM '79
1 WGLF-FM 21.3	WGLF-FM 21.6	WRGM-FM 25.4
2 WANN-AM 19.5	WTNT-AM 14.6	WANN-AM 14.8
3 WBGH-FM 14.6	WANN-AM 14.6	WLUV-FM 13.6
4 WTNT-AM 12.2	WRGM-FM 8.9	WGLF-FM 10.7
5 WTAL-AM 7.3	WQWD-FM 7.6	WTNT-AM 8.3
6 WONS-AM 4.3	WONS-AM 6.4	WQWD-FM 8.3
7 WOMA-FM 3.7	WLUV-FM 5.7	WTAL-AM 4.1
8 WQWD-FM 3.0	WTAL-AM 3.8	WPAP-FM 3.0
9 WPAP-FM 3.0	WCVC-AM 3.2	WCVC-AM 1.8
10 WCVC-AM 2.4	WPAP-FM 2.5	WONS-AM 0.6
11 WTUF-FM 1.2	WTUF-FM 1.3	

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
PDF(00): 1227

AM '77	AM '78	AM '79
1 WGLF-FM 35	WGLF-FM 37	WRGM-FM 43
2 WANN-AM 32	WTNT-AM 23	WANN-AM 25
3 WBGH-FM 24	WANN-AM 23	WLUV-FM 23
4 WTNT-AM 20	WRGM-FM 14	WGLF-FM 18
5 WTAL-AM 12	WQWD-FM 12	WTNT-AM 14

M-F, 6-10am

1 WTNT-AM	WGLF-FM	WRGM-FM
2 WGLF-FM	WTNT-AM	WTNT-AM
3 WBGH-FM	WANN-AM	WLUV-FM
4 WANN-AM	WBGH-FM	WGLF-FM
5 WTAL-AM	WLUV-FM	WANN-AM

M-F, 3-7pm

1 WGLF-FM	WGLF-FM	WRGM-FM
2 WANN-AM	WANN-AM	WANN-AM
3 WBGH-FM	WTNT-AM	WLUV-FM
4 WTNT-AM	WQWD-FM	WGLF-FM
5 WTAL-AM	WBGH-FM	WQWD-FM

Teens
M-S, 6am-Midnight
PDF(00): 140

AM '77	AM '78	AM '79
1 WGLF-FM	WGLF-FM	WRGM-FM
2 WANN-AM	WANN-AM	WANN-AM
3 WTAL-AM	WONS-AM	WGLF-FM
4 WTUF-FM	WTNT-AM	WTAL-AM
5 WBGH-FM	WBGH-FM	WPAP-FM

M-F, 6-10am

1 WGLF-FM	WGLF-FM	WRGM-FM
2 WANN-AM	WANN-AM	WANN-AM
3 WTNT-AM	WONS-AM	WGLF-FM
4 WTAL-AM	WTAL-AM	WTAL-AM
5 WONS-AM	WTNT-AM	WTNT-AM

M-F, 3-7pm

1 WGLF-FM	WGLF-FM	WRGM-FM
2 WANN-AM	WANN-AM	WANN-AM
3 WTAL-AM	WONS-AM	WGLF-FM
4 WTNT-AM	WQWD-FM	WTAL-AM
5 WBGH-FM	WTNT-AM	WPAP-FM

Adults 18-34
M-S, 6am-Midnight
PDF(00): 629

AM '77	AM '78	AM '79
1 WGLF-FM	WGLF-FM	WRGM-FM
2 WANN-AM	WQWD-FM	WGLF-FM
3 WTAL-AM	WANN-AM	WQWD-FM
4 WBGH-FM	WONS-AM	WANN-AM
5 WONS-AM	WTNT-AM	WLUV-FM

M-F, 6-10am

1 WGLF-FM	WGLF-FM	WRGM-FM
2 WANN-AM	WTNT-AM	WGLF-FM
3 WTAL-AM	WANN-AM	WANN-AM
4 WTNT-AM	WQWD-FM	WQWD-FM
5 WONS-AM	WONS-AM	WTNT-AM

M-F, 3-7pm

1 WGLF-FM	WGLF-FM	WRGM-FM
2 WANN-AM	WQWD-FM	WGLF-FM
3 WTAL-AM	WANN-AM	WQWD-FM
4 WBGH-FM	WTNT-AM	WANN-AM
5 WONS-AM	WONS-AM	WLUV-FM

Adults 25-49
M-S, 6am-Midnight
PDF(00): 449

AM '77	AM '78	AM '79
1 WGLF-FM	WTNT-AM	WRGM-FM
2 WBGH-FM	WANN-AM	WANN-AM
3 WTNT-AM	WGLF-FM	WLUV-FM
4 WANN-AM	WBGH-FM	WTNT-AM
5 WTAL-AM	WQWD-FM	WGLF-FM

M-F, 6-10am

1 WRGM-FM	WTNT-AM	WRGM-FM
2 WGLF-FM	WGLF-FM	WTNT-AM
3 WTNT-AM	WRGM-FM	WLUV-FM
4 WOMA-FM	WANN-AM	WANN-AM
5 WTAL-AM	WQWD-FM	WGLF-FM

M-F, 3-7pm

1 WGLF-FM	WTNT-AM	WRGM-FM
2 WBGH-FM	WGLF-FM	WANN-AM
3 WANN-AM	WANN-AM	WTNT-AM
4 WTNT-AM	WRGM-FM	WGLF-FM
5 WTAL-AM	WLUV-FM	WLUV-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
PDF(00): 1227

AM '77	AM '78	AM '79
1 WGLF-FM 401	WGLF-FM 490	WRGM-FM 527
2 WTNT-AM 345	WTNT-AM 306	WGLF-FM 372
3 WTAL-AM 331	WQWD-FM 263	WTNT-AM 263
4 WRGM-FM 274	WTAL-AM 256	WANN-AM 223
5 WANN-AM 215	WANN-AM 231	WLUV-FM 211

M-F, 6-10am

1 WTNT-AM	WGLF-FM	WRGM-FM
2 WGLF-FM	WTNT-AM	WGLF-FM
3 WBGH-FM	WANN-AM	WTNT-AM
4 WTAL-AM	WTAL-AM	WLUV-FM
5 WANN-AM	WTAL-AM	WANN-AM

M-F, 3-7pm

1 WGLF-FM	WGLF-FM	WRGM-FM
2 WANN-AM	WQWD-FM	WGLF-FM
3 WTNT-AM	WTNT-AM	WANN-AM
4 WTAL-AM	WANN-AM	WLUV-FM
5 WBGH-FM	WRGM-FM	WTAL-AM

Teens
M-S, 6am-Midnight
PDF(00): 140

AM '77	AM '78	AM '79
1 WGLF-FM	WGLF-FM	WRGM-FM
2 WTAL-AM	WANN-AM	WGLF-FM
3 WANN-AM	WONS-AM	WANN-AM
4 WTNT-AM	WTAL-AM	WTNT-AM
5 WONS-AM	WQWD-FM	WTAL-AM

M-F, 6-10am

1 WGLF-FM	WGLF-FM	WRGM-FM
2 WANN-AM	WONS-AM	WANN-AM
3 WTAL-AM	WANN-AM	WGLF-FM
4 WTNT-AM	WTAL-AM	WTNT-AM
5 WONS-AM	WTNT-AM	WTAL-AM

M-F, 3-7pm

1 WGLF-FM	WGLF-FM	WRGM-FM
2 WTAL-AM	WANN-AM	WANN-AM
3 WANN-AM	WONS-AM	WGLF-FM
4 WTUF-FM	WQWD-FM	WTAL-AM
5 WONS-AM	WTAL-AM	WPAP-FM

Adults 18-34
M-S, 6am-Midnight
PDF(00): 629

AM '77	AM '78	AM '79
1 WGLF-FM	WGLF-FM	WRGM-FM
2 WTAL-AM	WQWD-FM	WGLF-FM
3 WONS-AM	WTAL-AM	WQWD-FM
4 WANN-AM	WONS-AM	WANN-AM
5 WTNT-AM	WTNT-AM	WTAL-AM

M-F, 6-10am

1 WGLF-FM	WGLF-FM	WRGM-FM
2 WTAL-AM	WONS-AM	WGLF-FM
3 WONS-AM	WQWD-FM	WQWD-FM
4 WANN-AM	WANN-AM	WTAL-AM
5 WTNT-AM	WTAL-AM	WANN-AM

M-F, 3-7pm

1 WGLF-FM	WGLF-FM	WRGM-FM
2 WANN-AM	WQWD-FM	WGLF-FM
3 WTAL-AM	WONS-AM	WQWD-FM
4 WONS-AM	WANN-AM	WANN-AM
5 WBGH-FM	WTAL-AM	WTAL-AM

Adults 25-49
M-S, 6am-Midnight
PDF(00): 449

AM '77	AM '78	AM '79
1 WTNT-AM	WTNT-AM	WRGM-FM
2 WGLF-FM	WGLF-FM	WGLF-FM
3 WBGH-FM	WQWD-FM	WTNT-AM
4 WTAL-AM	WTAL-AM	WLUV-FM
5 WONS-AM	WRGM-FM	WTAL-AM

M-F, 6-10am

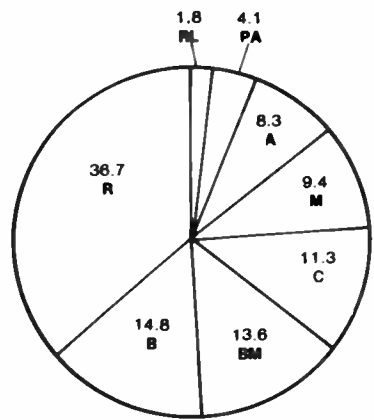
1 WTNT-AM	WTNT-AM	WRGM-FM
2 WBGH-FM	WGLF-FM	WTNT-AM
3 WGLF-FM	WBGH-FM	WLUV-FM
4 WTAL-AM	WANN-AM	WTAL-AM
5 WONS-AM	WTAL-AM	WANN-AM

M-F, 3-7pm

1 WGLF-FM	WTNT-AM	WRGM-FM
2 WBGH-FM	WGLF-FM	WLUV-FM
3 WTNT-AM	WRGM-FM	WTNT-AM
4 WONS-AM	WANN-AM	WANN-AM
5 WTAL-AM	WQWD-FM	WGLF-FM

Format Penetration Chart

Based On 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.

YOU CAN ORDER MORE COPIES OF



only \$12.50 each

SEE ORDER FORM IN BACK OF BOOK

Tampa-St. Petersburg

METRO RANK



R&B RATINGS REPORT/1979

A/M '79 Market Overview

In this older-skewing market the leading station for the second straight book is Beautiful Music **WWBA-FM**. **WWBA-FM** scored well in all 25+ demos, ranking third among adults 25-49, for example. No on-air contests to mar soft sound, but the station does engage in advertising itself with outside media like print and TV.

In a real story among the Country stations in the Tampa Bay area, **WQYK** knocked off **Plough's** long-time Country leader, **WSUN**. **WQYK** now is #2 overall in the market, and number one with adults 25-49. Station promoted using the "Great Giveaway" of \$27,000 cash; the promotion was backed by \$37,000 in media expenditures. This book, the station gave away less money, but still used billboards and some TV to highlight station. **WQYK** pushes the fact that it's a stereo Country station (**WSUN** is on the AM band).

This was a good book for Beautiful Music stations generally. Not only is **WWBA-FM** atop the market, but the third and fourth-rated stations — **WJYW** and **WFLA-FM**, respectively — are BM's also. Both gained 12+ over the previous book, with **WJYW** generally stronger in the 25+ demos, number one 35-64.

As good as this book was for BM's, it was that bad for the leading Top 40 stations in the metro. All three of the stations — **WRBQ**, **WLCY**, and **WYNF** declined 12+. **WRBQ** does place second in the adults 18-34 demo. Part of the reason for the Top 40 declines may be attributable to a more potent Dancemusic competitor, **WOKF**. **WOKF** rates well in adults 18-34, and is third in men 18-34. **WOKF's** 12+ share doubled and especially scored in the young male demos, where the Top 40 stations suffered steep losses.

To wrap up the contemporary music scene we need to examine the leading AOR station in the Tampa area, **WQXM**. **Plough's** "Superstars" station ranks number one in adults 18-34 and is dominant in men 18-34 also. Diffusion of contemporary music audience may have caused Top 40 stations to lose some audience to AOR and Dancemusic.

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP (00): 12466

	AM '78	ON '78	AM '79			
1	WSUN-AM	196	WWBA-FM	214	WWBA-FM	202
2	WWBA-FM	192	WRBQ-FM	154	WQYK-FM	171
3	WLCY-AM	156	WFLA-AM	139	WJYW-FM	168
4	WWBA-AM	147	WSUN-AM	137	WFLA-FM	149
5	WJYW-FM	146	WWBA-AM	136	WFLA-AM	144
6	WFLA-FM	143	WJYW-FM	131	WQXM-FM	137
7	WFLA-AM	127	WFLA-FM	130	WRBQ-FM	127
8	WYNF-FM	115	WLCY-AM	128	WWBA-AM	125
9	WQXM-FM	114	WQXM-FM	118	WSUN-AM	124
10	WRBQ-FM	110	WQYK-FM	100	WDAE-AM	98

M-F, 6-10am

	AM '78	ON '78	AM '79
1	WSUN-AM	WFLA-AM	WFLA-AM
2	WFLA-AM	WSUN-AM	WSUN-AM
3	WFLA-FM	WWBA-FM	WWBA-FM
4	WWBA-FM	WLCY-AM	WQYK-FM
5	WLCY-AM	WFLA-FM	WFLA-FM
6	WWBA-AM	WWBA-AM	WDAE-AM
7	WYNF-FM	WRBQ-FM	WWBA-AM
8	WRBQ-FM	WJYW-FM	WJYW-FM
9	WJYW-FM	WQYK-FM	WRBQ-FM
10	WDAE-AM	WDAE-AM	WQXM-FM

M-F, 3-7pm

	AM '78	ON '78	AM '79
1	WWBA-FM	WWBA-FM	WWBA-FM
2	WLCY-AM	WRBQ-FM	WJYW-FM
3	WSUN-AM	WLCY-AM	WFLA-FM
4	WJYW-FM	WQXM-FM	WQYK-FM
5	WQXM-FM	WJYW-FM	WRBQ-FM
6	WFLA-FM	WSUN-AM	WQXM-FM
7	WRBQ-FM	WFLA-AM	WFLA-AM
8	WYNF-FM	WFLA-FM	WSUN-AM
9	WWBA-AM	WWBA-AM	WLCY-AM
10	WFLA-AM	WYNF-FM	WDAE-AM

Teens
M-S, 6am-Midnight
POP (00): 1244

	AM '78	ON '78	AM '79
1	WYNF-FM	WRBQ-FM	WQXM-FM
2	WLCY-AM	WQXM-FM	WRBQ-FM
3	WQXM-FM	WYNF-FM	WLCY-AM
4	WRBQ-FM	WLCY-AM	WYNF-FM
5	WRXB-AM	WTMP-AM	WTMP-AM
6	WTMP-AM	WOKF-FM	WOKF-FM
7	WOKF-FM	WFSO-AM	WQYK-FM
8	WYOU-AM	WDAE-AM	WJYW-FM
9	WFLA-AM	WQYK-FM	WDAE-AM
10	WQYK-FM	WFLA-AM	WRBQ-FM

M-F, 6-10am

	AM '78	ON '78	AM '79
1	WYNF-FM	WLCY-AM	WRBQ-FM
2	WLCY-AM	WQXM-FM	WLCY-AM
3	WRBQ-FM	WYNF-FM	WSUN-AM
4	WQXM-FM	WRBQ-FM	WYNF-FM
5	WTMP-AM	WTMP-AM	WOKF-FM
6	WOKF-FM	WFLA-AM	WTMP-AM
7	WFLA-AM	WWBA-FM	WDAE-AM
8	WSUN-AM	WSUN-AM	WFLA-AM
9	WQYK-FM	WOKF-FM	WQYK-FM
10	WRXB-AM	WDAE-AM	WJYW-FM

M-F, 3-7pm

	AM '78	ON '78	AM '79
1	WLCY-AM	WLCY-AM	WLCY-AM
2	WYNF-FM	WQXM-FM	WRBQ-FM
3	WQXM-FM	WRBQ-FM	WQXM-FM
4	WRBQ-FM	WYNF-FM	WYNF-FM
5	WRXB-AM	WTMP-AM	WTMP-AM
6	WOKF-FM	WOKF-FM	WOKF-FM
7	WTMP-AM	WFSO-AM	WQYK-FM
8	WYOU-AM	WQSR-FM	WJYW-FM
9	WSUN-AM	WDAE-AM	WQSR-FM
10	WIND-AM	WQYK-FM	WDAE-AM

Adults 18-34
M-S, 6am-Midnight
POP (00): 3179

	AM '78	ON '78	AM '79
1	WLCY-AM	WRBQ-FM	WQXM-FM
2	WQXM-FM	WQXM-FM	WQXM-FM
3	WRBQ-FM	WLCY-AM	WTMP-AM
4	WYNF-FM	WYNF-FM	WQYK-FM
5	WTMP-AM	WFLA-AM	WYNF-FM
6	WQYK-FM	WQSR-FM	WQSR-FM
7	WFLA-AM	WQYK-FM	WOKF-FM
8	WOKF-FM	WTMP-AM	WDAE-AM
9	WQSR-FM	WOKF-FM	WLCY-AM
10	WSUN-AM	WSUN-AM	WFLA-AM

M-F, 6-10am

	AM '78	ON '78	AM '79
1	WLCY-AM	WRBQ-FM	WRBQ-FM
2	WRBQ-FM	WLCY-AM	WQXM-FM
3	WQXM-FM	WQXM-FM	WDAE-AM
4	WYNF-FM	WFLA-AM	WFLA-AM
5	WFLA-AM	WYNF-FM	WTMP-AM
6	WQYK-FM	WSUN-AM	WQSR-FM
7	WSUN-AM	WQYK-FM	WLCY-AM
8	WTMP-AM	WDAE-AM	WYNF-FM
9	WOKF-FM	WQSR-FM	WQYK-FM
10	WQSR-FM	WTMP-AM	WOKF-FM

M-F, 3-7pm

	AM '78	ON '78	AM '79
1	WLCY-AM	WRBQ-FM	WQXM-FM
2	WQXM-FM	WQXM-FM	WRBQ-FM
3	WRBQ-FM	WLCY-AM	WTMP-AM
4	WYNF-FM	WYNF-FM	WDAE-AM
5	WQYK-FM	WFLA-AM	WYNF-FM
6	WTMP-AM	WQSR-FM	WQYK-FM
7	WSUN-AM	WOKF-FM	WQSR-FM
8	WOKF-FM	WQYK-FM	WLCY-AM
9	WFLA-AM	WTMP-AM	WOKF-FM
10	WQSR-FM	WDAE-AM	WFLA-AM

Adults 25-49
M-S, 6am-Midnight
POP (00): 3669

	AM '78	ON '78	AM '79
1	WLCY-AM	WLCY-AM	WQYK-FM
2	WRBQ-FM	WRBQ-FM	WFLA-AM
3	WFLA-AM	WSUN-AM	WWBA-FM
4	WSUN-AM	WFLA-AM	WSUN-AM
5	WQYK-FM	WQYK-FM	WRBQ-FM
6	WYNF-FM	WJYW-FM	WTMP-AM
7	WQYK-FM	WYNF-FM	WJYW-FM
8	WTMP-AM	WDAE-AM	WDAE-AM
9	WFLA-FM	WWBA-FM	WLCY-AM
10	WJYW-FM	WFLA-FM	WQXM-FM

M-F, 6-10am

	AM '78	ON '78	AM '79
1	WFLA-AM	WFLA-AM	WFLA-AM
2	WLCY-AM	WLCY-AM	WDAE-AM
3	WRBQ-FM	WSUN-AM	WSUN-AM
4	WSUN-AM	WRBQ-FM	WQYK-FM
5	WFLA-FM	WQYK-FM	WWBA-FM
6	WYNF-FM	WDAE-AM	WLCY-AM
7	WQYK-FM	WJYW-FM	WFLA-FM
8	WDAE-AM	WYNF-FM	WRBQ-FM
9	WWBA-FM	WWBA-FM	WTMP-AM
10	WTMP-AM	WFLA-FM	WQXM-FM

M-F, 3-7pm

	AM '78	ON '78	AM '79
1	WLCY-AM	WLCY-AM	WQYK-FM
2	WRBQ-FM	WRBQ-FM	WFLA-AM
3	WSUN-AM	WSUN-AM	WSUN-AM
4	WQYK-FM	WFLA-AM	WSUN-AM
5	WYNF-FM	WQYK-FM	WWBA-FM
6	WWBA-FM	WDAE-AM	WRBQ-FM
7	WFLA-AM	WJYW-FM	WDAE-AM
8	WFLA-FM	WYNF-FM	WTMP-AM
9	WQXM-FM	WWBA-FM	WLCY-AM
10	WJYW-FM	WQXM-FM	WFLA-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP (00): 12466

	AM '78	ON '78	AM '79			
1	WLCY-AM	2702	WFLA-AM	2989	WWBA-FM	247
2	WFLA-AM	2382	WLCY-AM	2492	WFLA-AM	228
3	WSUN-AM	2370	WWBA-FM	2193	WSUN-AM	216
4	WYNF-FM	1887	WSUN-AM	2079	WRBQ-FM	206
5	WWBA-FM	1811	WRBQ-FM	2057	WQYK-FM	193
6	WRBQ-FM	1804	WYNF-FM	1780	WLCY-AM	179
7	WWBA-AM	1609	WJYW-FM	1686	WFLA-FM	173
8	WFLA-FM	1565	WDAE-AM	1659	WDAE-AM	170
9	WJYW-FM	1435	WFLA-FM	1610	WJYW-FM	165
10	WQXM-FM	1343	WWBA-AM	1595	WQXM-FM	161

M-F, 6-10am

	AM '78	ON '78	AM '79
1	WSUN-AM	WFLA-AM	WFLA-AM
2	WLCY-AM	WLCY-AM	WSUN-AM
3	WFLA-AM	WSUN-AM	WWBA-FM
4	WRBQ-FM	WWBA-FM	WRBQ-FM
5	WWBA-AM	WRBQ-FM	WDAE-AM
6	WYNF-FM	WWBA-AM	WLCY-AM
7	WWBA-FM	WDAE-AM	WWBA-AM
8	WFLA-FM	WFLA-FM	WFLA-FM
9	WQXM-FM	WJYW-FM	WQXM-FM
10	WDAE-AM	WYNF-FM	WQYK-FM

M-F, 3-7pm

	AM '78	ON '78	AM '79
1	WLCY-AM	WLCY-AM	WWBA-FM
2	WSUN-AM	WWBA-FM	WRBQ-FM
3	WRBQ-FM	WFLA-AM	WFLA-AM
4	WWBA-FM	WRBQ-FM	WSUN-AM
5	WFLA-AM	WSUN-AM	WLCY-AM
6	WYNF-FM	WYNF-FM	WQXM-FM
7	WWBA-AM	WJYW-FM	WJYW-FM
8	WQXM-FM	WQXM-FM	WFLA-FM
9	WFLA-FM	WFLA-FM	WQYK-FM
10	WJYW-FM	WDAE-AM	WDAE-AM

Teens
M-S, 6am-Midnight
POP (00): 1244

	AM '78	ON '78	AM '79
1	WLCY-AM	WLCY-AM	WRBQ-FM
2	WYNF-FM	WYNF-FM	WLCY-AM
3	WRBQ-FM	WRBQ-FM	WYNF-FM
4	WQXM-FM	WQXM-FM	WQXM-FM
5	WOKF-FM	WOKF-FM	WOKF-FM
6	WTMP-AM	WFSO-AM	WTMP-AM
7	WFLA-AM	WTMP-AM	WDAE-AM
8	WQYK-FM	WDAE-AM	WQYK-FM
9	WRXB-AM	WFLA-AM	WFLA-AM
10	WSUN-AM	WSUN-AM	WJYW-FM

M-F, 6-10am

	AM '78	ON '78	AM '79
1	WYNF-FM	WLCY-AM	WRBQ-FM
2	WLCY-AM	WYNF-FM	WYNF-FM
3	WRBQ-FM	WRBQ-FM	WQXM-FM
4	WQXM-FM	WQXM-FM	WLCY-AM
5	WTMP-AM	WTMP-AM	WOKF-FM
6	WOKF-FM	WOKF-FM	WTMP-AM
7	WQYK-FM	WFSO-AM	WDAE-AM
8	WFLA-AM	WDAE-AM	WFLA-AM
9	WRXB-AM	WSUN-AM	WQYK-FM
10	WSUN-AM	WQYK-FM	WWBA-FM

M-F, 3-7pm

	AM '78	ON '78	AM '79
1	WLCY-AM	WLCY-AM	WLCY-AM
2	WYNF-FM	WRBQ-FM	WRBQ-FM
3	WRBQ-FM	WYNF-FM	WQXM-FM
4	WQXM-FM	WQXM-FM	WYNF-FM
5	WOKF-FM	WTMP-AM	WTMP-AM
6	WRXB-AM	WOKF-FM	WOKF-FM
7	WTMP-AM	WFSO-AM	WQYK-FM
8	WFLA-AM	WQSR-FM	WJYW-FM
9	WQYK-FM	WQYK-FM	WQSR-FM
10	WDAE-AM	WSUN-AM	WFLA-AM

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP (00): 12466

	AM '78	ON '78	AM '79			
1	WSUN-AM	9.8	WWBA-FM	10.9	WWBA-FM	9.6
2	WWBA-FM	9.6	WRBQ-FM	7.8	WQYK-FM	8.1
3	WLCY-AM	7.8	WFLA-AM	7.1	WJYW-FM	8.0
4	WWBA-AM	7.3	WSUN-AM	6.9	WFLA-FM	7.1
5	WJYW-FM	7.3	WWBA-AM	6.9	WFLA-AM	6.8
6	WFLA-FM	7.1	WJYW-FM	6.6	WQXM-FM	6.5
7	WFLA-AM	6.3	WFLA-FM	6.6	WRBQ-FM	6.0
8	WYNF-FM	5.7	WLCY-AM	6.5	WWBA-AM	5.9
9	WQXM-FM	5.7	WQXM-FM	6.0	WSUN-AM	5.9
10	WRBQ-FM	5.5	WQYK-FM	5.1	WDAE-AM	4.7
11	WQYK-FM	3.9	WYNF-FM	4.8	WLCY-AM	4.1
12	WDAE-AM	3.8	WDAE-AM	4.6	WTMP-AM	4.0
13	WTMP-AM	3.6	WTMP-AM	2.8	WYNF-FM	3.9
14	WOKF-FM	2.1	WQSR-FM	2.0	WOKF-FM	3.5
15	WGUL-AM	2.0	WOKF-FM	1.5	WQSR-FM	2.3
16	WRXB-AM	1.8	WGUL-AM	1.2	WFLA-FM	1.8
17	WTAN-AM					

Getting Big Numbers Is Only Half Our Success Story...

With the best people and a solid commitment to their communities, our radio stations have earned something really special in today's marketplace . . . **Loyal Listeners.**

At Southern Broadcasting It's More Than The Numbers.



WJJK, Portland, OR • KOY, KQYT, Phoenix, AZ • KULF, KYND, Houston, TX •
WMEZ, Memphis, TN • WLCY, WRBQ, Tampa-St. Petersburg, FL •
WRVA, WRVQ, Richmond, VA • WSGN, Birmingham, AL •

 A SUBSIDIARY OF HARTE-HANKS COMMUNICATIONS, INC.

Tampa-St. Petersburg

Continued

Adults 18-34
M-S, 6am-Midnight
POP(00): 3179

AM '78	ON '78	AM '79
1 WLCY-AM	WRBQ-FM	WRBQ-FM
2 WRBQ-FM	WLCY-AM	WQXM-FM
3 WQXM-FM	WYNF-FM	WLCY-AM
4 WYNF-FM	WQXM-FM	WYNF-FM
5 WFLA-AM	WFLA-AM	WQSR-FM
6 WQKF-FM	WQSR-FM	WQYK-FM
7 WQYK-FM	WQKF-FM	WDAE-AM
8 WQSR-FM	WQYK-FM	WFLA-AM
9 WSUN-AM	WDAE-AM	WQKF-FM
10 WTHP-AM	WTHP-AM	WTHP-AM

M-F, 6-10am

1 WLCY-AM	WRBQ-FM	WRBQ-FM
2 WRBQ-FM	WRBQ-FM	WQXM-FM
3 WQXM-FM	WLCY-AM	WLCY-AM
4 WFLA-AM	WYNF-FM	WDAE-AM
5 WYNF-FM	WFLA-AM	WFLA-AM
6 WQKF-FM	WDAE-AM	WQSR-FM
7 WSUN-AM	WSUN-AM	WYNF-FM
8 WTHP-AM	WQYK-FM	WTHP-AM
9 WQYK-FM	WQKF-FM	WQYK-FM
10 WQSR-FM	WTHP-AM	WQKF-FM

M-F, 3-7pm

1 WLCY-AM	WRBQ-FM	WRBQ-FM
2 WQXM-FM	WLCY-AM	WQXM-FM
3 WRBQ-FM	WQXM-FM	WLCY-AM
4 WYNF-FM	WYNF-FM	WQSR-FM
5 WFLA-AM	WFLA-AM	WDAE-AM
6 WQYK-FM	WQSR-FM	WYNF-FM
7 WQKF-FM	WQKF-FM	WQYK-FM
8 WTHP-AM	WQYK-FM	WQKF-FM
9 WSUN-AM	WDAE-AM	WFLA-AM
10 WQSR-FM	WSUN-AM	WTHP-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 3669

AM '78	ON '78	AM '79
1 WLCY-AM	WFLA-AM	WFLA-AM
2 WRBQ-FM	WLCY-AM	WQYK-FM
3 WFLA-AM	WQYK-FM	WSUN-AM
4 WSUN-AM	WSUN-AM	WDAE-AM
5 WYNF-FM	WDAE-AM	WRBQ-FM
6 WQYK-FM	WQYK-FM	WLCY-AM
7 WDAE-AM	WYNF-FM	WQYK-FM
8 WFLA-AM	WJYV-FM	WFLA-AM
9 WQYK-FM	WFLA-AM	WQXM-FM
10 WJYV-FM	WQXM-FM	WYNF-FM

M-F, 6-10am

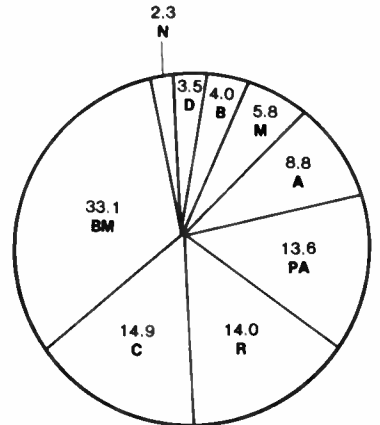
1 WFLA-AM	WFLA-AM	WFLA-AM
2 WLCY-AM	WLCY-AM	WDAE-AM
3 WRBQ-FM	WSUN-AM	WSUN-AM
4 WSUN-AM	WRBQ-FM	WRBQ-FM
5 WYNF-FM	WDAE-AM	WLCY-AM
6 WQYK-FM	WQYK-FM	WQYK-FM
7 WDAE-AM	WYNF-FM	WQYK-FM
8 WFLA-AM	WJYV-FM	WFLA-AM
9 WQYK-FM	WQXM-FM	WQXM-FM
10 WQXM-FM	WFLA-AM	WQSR-FM

M-F, 3-7pm

1 WLCY-AM	WLCY-AM	WSUN-AM
2 WRBQ-FM	WFLA-AM	WFLA-AM
3 WSUN-AM	WSUN-AM	WQYK-FM
4 WFLA-AM	WRBQ-FM	WRBQ-FM
5 WYNF-FM	WDAE-AM	WDAE-AM
6 WQYK-FM	WYNF-FM	WLCY-AM
7 WDAE-AM	WQYK-FM	WQYK-FM
8 WQYK-FM	WJYV-FM	WQXM-FM
9 WFLA-AM	WQXM-FM	WQSR-FM
10 WJYV-FM	WQYK-FM	WJYV-FM

Format Penetration Chart

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



Terre Haute

METRO RANK

149

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 1438

AM '77	AM '78	AM '79			
1 WTHI-AM	19.9	WROW-AM	20.8	WTHI-AM(C)	16.7
2 WROW-AM	16.4	WTHI-AM	18.4	WFFR-FM(A)	16.2
3 WAAC-AM	10.0	WTHI-FM	12.7	WTHI-FM(B)	15.3
4 WTHI-FM	10.0	WVTS-FM	8.5	WROW-AM(PA)	14.4
5 WQCM-AM	8.0	WQCM-AM	8.0	WVTS-FM(PA)	6.5
6 WFFR-FM	8.0	WAAC-AM	4.7	WQCM-AM(C)	4.6
7 WVTS-FM	7.0	WFFR-FM	4.7	WACF-FM(C)	3.7
8 WROW-AM	5.5	WROW-AM	4.2	WAAC-AM(PA)	2.3
9 WLS-AM	3.0	WLS-AM	3.8	WLS-AM(B)	2.3
10 WNDI-AM	1.5	WACF-FM	1.4	WROW-FM(A)	2.3
11 WFRS-AM	1.0	WAXI-FM	1.4	WVUR-FM(B)	2.3
12 WVUR-FM	0.5	WIBC-AM	0.5	WNDI-AM(C)	1.9
13 WACF-FM	0.5	WVUR-FM	0.5	WIAI-FM(C)	0.9
14 WITY-AM	0.5	WGN-AM(PA)	0.5	WGN-AM(PA)	0.5
15 WIAI-FM	0.5	WIBC-AM(PA)	0.5	WIBC-AM(PA)	0.5

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1438

AM '77	AM '78	AM '79	
1 WTHI-AM	44	WTHI-AM	36
2 WROW-AM	39	WFFR-FM	35
3 WAAC-AM	27	WTHI-FM	33
4 WTHI-FM	18	WROW-AM	31
5 WQCM-AM	17	WVTS-FM	14

M-F, 6-10am

1 WTHI-AM	WROW-AM	WTHI-AM
2 WROW-AM	WTHI-AM	WROW-AM
3 WAAC-AM	WTHI-FM	WTHI-FM
4 WTHI-FM	WQCM-AM	WFFR-FM
5 WQCM-AM	WAAC-AM	WQCM-AM

M-F, 3-7pm

1 WTHI-AM	WROW-AM	WFFR-FM
2 WROW-AM	WTHI-FM	WTHI-AM
3 WTHI-FM	WTHI-AM	WTHI-FM
4 WFFR-FM	WVTS-FM	WROW-AM
5 WVTS-FM	WQCM-AM	WACF-FM

Teens

M-S, 6am-Midnight
POP(00): 167

AM '77	AM '78	AM '79
1 WROW-AM	WROW-AM	WFFR-FM
2 WFFR-FM	WFFR-FM	WROW-AM
3 WVTS-FM	WTHI-AM	WLS-AM
4 WTHI-AM	WLS-AM	WTHI-AM
5 WLS-AM	WQCM-AM	WTHI-FM

M-F, 6-10am

1 WROW-AM	WROW-AM	WFFR-FM
2 WVTS-FM	WTHI-AM	WROW-AM
3 WTHI-AM	WFFR-FM	WTHI-AM
4 WLS-AM	WTHI-FM	WQCM-AM
5 WTHI-FM	WVTS-FM	WVTS-FM

M-F, 3-7pm

1 WROW-AM	WROW-AM	WFFR-FM
2 WFFR-FM	WFFR-FM	WROW-AM
3 WVTS-FM	WLS-AM	WLS-AM
4 WLS-AM	WVTS-FM	WVTS-FM
5 WTHI-AM	WROW-AM	WROW-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 499

AM '77	AM '78	AM '79
1 WROW-AM	WROW-AM	WFFR-FM
2 WTHI-AM	WVTS-FM	WROW-AM
3 WFFR-FM	WTHI-AM	WLS-AM
4 WVTS-FM	WROW-AM	WVTS-FM
5 WROW-AM	WFFR-FM	WACF-FM

M-F, 6-10am

1 WROW-AM	WROW-AM	WROW-AM
2 WTHI-AM	WVTS-FM	WTHI-AM
3 WROW-AM	WTHI-AM	WFFR-FM
4 WVTS-FM	WQCM-AM	WVTS-FM
5 WTHI-FM	WROW-AM	WACF-FM

M-F, 3-7pm

1 WTHI-AM	WROW-AM	WFFR-FM
2 WROW-AM	WVTS-FM	WROW-AM
3 WFFR-FM	WTHI-AM	WTHI-AM
4 WVTS-FM	WROW-AM	WACF-FM
5 WROW-AM	WFFR-FM	WVTS-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 478

AM '77	AM '78	AM '79
1 WTHI-AM	WROW-AM	WTHI-AM
2 WROW-AM	WTHI-AM	WROW-AM
3 WTHI-FM	WTHI-FM	WTHI-FM
4 WROW-AM	WQCM-AM	WVTS-FM
5 WQCM-AM	WVTS-FM	WFFR-FM

M-F, 6-10am

1 WTHI-AM	WTHI-AM	WTHI-AM
2 WROW-AM	WROW-AM	WROW-AM
3 WTHI-FM	WQCM-AM	WQCM-AM
4 WROW-AM	WTHI-FM	WVTS-FM
5 WQCM-AM	WVTS-FM	WTHI-FM

M-F, 3-7pm

1 WTHI-AM	WROW-AM	WTHI-AM
2 WROW-AM	WTHI-FM	WROW-AM
3 WTHI-FM	WTHI-AM	WTHI-FM
4 WROW-AM	WQCM-AM	WVTS-FM
5 WQCM-AM	WVTS-FM	WFFR-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1438

AM '77	AM '78	AM '79			
1 WROW-AM	1,992	WROW-AM	1,951	WROW-AM	499
2 WTHI-AM	425	WTHI-AM	528	WTHI-AM	409
3 WVTS-FM	272	WTHI-FM	139	WTHI-FM	381
4 WTHI-FM	264	WVTS-FM	322	WFFR-FM	359
5 WQCM-AM	238	WQCM-AM	260	WVTS-FM	245

M-F, 6-10am

1 WROW-AM	WROW-AM	WROW-AM
2 WTHI-AM	WTHI-AM	WTHI-AM
3 WTHI-FM	WTHI-FM	WTHI-FM
4 WQCM-AM	WVTS-FM	WFFR-FM
5 WAAC-AM	WQCM-AM	WQCM-AM

M-F, 3-7pm

1 WROW-AM	WROW-AM	WFFR-FM
2 WTHI-AM	WTHI-AM	WTHI-AM
3 WTHI-FM	WTHI-FM	WROW-AM
4 WVTS-FM	WVTS-FM	WTHI-FM
5 WFFR-FM	WFFR-FM	WVTS-FM

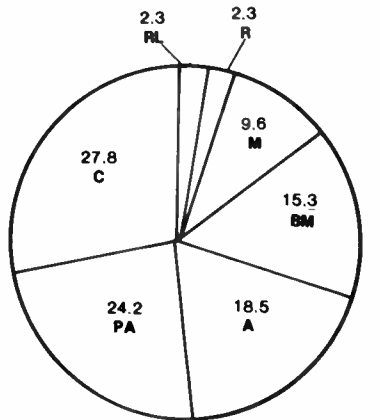
Teens

M-S, 6am-Midnight
POP(00): 167

AM '77	AM '78	AM '79
1 WROW-AM	WROW-AM	WFFR-FM
2 WVTS-FM	WFFR-FM	WROW-AM
3 WFFR-FM	WTHI-AM	WLS-AM
4 WTHI-AM	WLS-AM	WTHI-AM
5 WLS-AM	WVTS-FM	WVTS-FM

M-F, 6-10am

1 WROW-AM	WROW-AM	WFFR-FM
2 WVTS-FM	WVTS-FM	WROW-AM
3 WTHI-AM	WTHI-AM	WTHI-AM
4 WLS-AM	WROW-AM	WLS-AM
5 WROW-AM	WFFR-FM	WQCM-AM



Toledo

METRO RANK

48

A/M '79 Market Overview

Burkhardt/Abrams "Superstars" affiliate WIOT vaults to become number one in market with 12+ share in mid-16 range. WIOT earned a 30 share of 18-34 adults, and scored a second place ranking for adults 15-49.

Susquehanna's Beautiful Music leader WLQR slipped two shares to become number two in the market. WLQR is number one with 25-49 year old adults, dominant with adults 35-64. WLQR shares declined most seriously in AM drive and the evening.

Traditionally Toledo's P/A kingpin, WSPD slipped in his report, but is still number three in market, 12+. WSPD is fifth with adults 25-49, second with adults 15-64. Major cause of decline was reduced male shares in AM drive.

Country WTOD received another bad news book, as its share declined significantly for the second straight survey. WTOD rates fourth among adults 25-49 but numbers are slipping. Female audience appeared to be the culprit as those shares dropped by a third.

Ranked third among the young adult demo of 18-34 is Top 40 rock station WOHO. Simulcast in AM drive with WXEZ, the combo ranks second in men 18-34 in the morning. Among adults 18-34, WXEZ comes in fifth place. The AM/FM Top 40 rockers are losing teen audience, contributing to their gentle decline.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 6395

A/M '78	O/N '78	A/M '79
1 WLQR-FM 14.8	WLQR-FM 16.8	WIOT-FM (A) 16.4
2 WTOD-AM 12.8	WSPD-AM 12.3	WLQR-FM (AM) 14.8
3 WSPD-AM 12.2	WIOT-FM 10.1	WSPD-AM (PA) 11.1
4 WOHO-AF 11.9	WTOD-AM 8.7	WOHO-AM (R) 7.7
5 WIOT-FM 9.7	WJR -AM 8.4	WJK -AM (PA) 6.6
6 WJR -AM 7.3	WOHO-AM 6.1	WTOD-AM (C) 5.9
7 CKLW-AM 6.7	WXEZ-FM 6.9	CKLW-AM (R) 4.5
8 WCWA-AM 6.3	WCWA-AM 4.2	WXEZ-FM (R) 4.2
9 WMHE-FM 4.0	CKLW-AM 4.0	WCWA-AM (PA) 3.7
10 WKLR-FM 1.3	WMHE-FM 3.2	WMHE-FM (PA) 3.4
11 WVMQ-FM 1.2	WKLR-FM 1.6	WCXI-AM (C) 1.5
12 WRIF-FM 1.0	WVMQ-FM 0.9	WKLR-FM (D) 1.2
13 WDEE-AM 0.7	WVMQ-FM 0.8	WVMQ-FM (PA) 1.0
14 WMMW-FM 0.7	WHFI-FM 0.8	WMMW-FM (A) 0.9
15 WKIQ-FM 0.5	WFOB-AM 0.8	WJYM-FM (RL) 0.9
16 WJR -FM 0.5	WRWR-FM 0.7	WFRQ-FM (AM) 0.6
17 WKIQ-FM 0.5	WDEE-AM (C) 0.6	
18 WJR -FM 0.5	WHND-AM (O) 0.5	
19 WRIF-FM 0.4	WRWR-FM (PA) 0.5	
20 WFOB-AM 0.2	WRIF-FM (A) 0.4	
21 WGOR-AM (RL) 0.4		
22 WJR -FM (AM) 0.4		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 6395

A/M '78	O/N '78	A/M '79
1 WLQR-FM 154	WLQR-FM 169	WIOT-FM 174
2 WTOD-AM 133	WSPD-AM 124	WLQR-FM 157
3 WSPD-AM 127	WIOT-FM 101	WSPD-AM 117
4 WOHO-AF 123	WTOD-AM 87	WOHO-AM 82
5 WIOT-FM 101	WJR -AM 84	WJR -AM 70

A/M '78	O/N '78	A/M '79
1 WSPD-AM	WSPD-AM	WSPD-AM
2 WCWA-AM	WLQR-FM	WIOT-FM
3 WLQR-FM	WJR -AM	WOHO-AM
4 WOHO-AF	WCWA-AM	WLQR-FM
5 WTOD-AM	WIOT-FM	WCWA-AM

A/M '78	O/N '78	A/M '79
1 WLQR-FM	WLQR-FM	WIOT-FM
2 WOHO-AF	WIOT-FM	WLQR-FM
3 WIOT-FM	WSPD-AM	WSPD-AM
4 WTOD-AM	WOHO-AM	WOHO-AM
5 WSPD-AM	WJR -AM	WTOD-AM

Teens

M-S, 6am-Midnight

POP(00): 877

A/M '78	O/N '78	A/M '79
1 WOHO-AF	WIOT-FM	WIOT-FM
2 WIOT-FM	WOHO-AM	WOHO-AM
3 CKLW-AM	WXEZ-FM	CKLW-AM
4 WKLR-FM	CKLW-AM	WXEZ-FM
5 WLQR-FM	WKLR-FM	WMHE-FM

A/M '78	O/N '78	A/M '79
1 WOHO-AF	WIOT-FM	WIOT-FM
2 WIOT-FM	WXEZ-FM	WOHO-AM
3 CKLW-AM	CKLW-AM	CKLW-AM
4 WSPD-AM	WOHO-AM	WXEZ-FM
5 WCWA-AM	WKLR-FM	WMHE-FM

M-F, 3-7pm	WIOT-FM	WIOT-FM
1 WOHO-AF	WIOT-FM	WIOT-FM
2 WIOT-FM	WOHO-AM	WOHO-AM
3 CKLW-AM	CKLW-AM	CKLW-AM
4 WKLR-FM	WXEZ-FM	WMHE-FM
5 WLQR-FM	WKLR-FM	WXEZ-FM

Adults 18-34	WIOT-FM	WIOT-FM
M-S, 6am-Midnight	WIOT-FM	WIOT-FM
POP(00): 2263	WIOT-FM	WIOT-FM

A/M '78	O/N '78	A/M '79
1 WIOT-FM	WIOT-FM	WIOT-FM
2 WOHO-AF	WLQR-FM	WLQR-FM
3 WCWA-AM	WXEZ-FM	WOHO-AM
4 WLQR-FM	WOHO-AM	CKLW-AM
5 CKLW-AM	WMHE-FM	WXEZ-FM

M-F, 8-10am	WIOT-FM	WIOT-FM
1 WCWA-AM	WIOT-FM	WIOT-FM
2 WIOT-FM	WCWA-AM	WOHO-AM
3 WOHO-AF	WLQR-FM	WCWA-AM
4 WLQR-FM	WOHO-AM	WLQR-FM
5 CKLW-AM	WSPD-AM	WSPD-AM

M-F, 3-7pm	WIOT-FM	WIOT-FM
1 WOHO-AF	WIOT-FM	WIOT-FM
2 WIOT-FM	WLQR-FM	WLQR-FM
3 WLQR-FM	WXEZ-FM	WOHO-AM
4 CKLW-AM	WOHO-AM	CKLW-AM
5 WCWA-AM	CKLW-AM	WXEZ-FM

Adults 25-49	WIOT-FM	WIOT-FM
M-S, 6am-Midnight	WIOT-FM	WIOT-FM
POP(00): 2416	WIOT-FM	WIOT-FM

A/M '78	O/N '78	A/M '79
1 WTOD-AM	WLQR-FM	WLQR-FM
2 WLQR-FM	WTOD-AM	WIOT-FM
3 WOHO-AF	WJR -AM	WOHO-AM
4 WCWA-AM	WSPD-AM	WTOD-AM
5 WSPD-AM	WXEZ-FM	WSPD-AM

M-F, 8-10am	WLQR-FM	WSPD-AM
1 WCWA-AM	WLQR-FM	WSPD-AM
2 WLQR-FM	WSPD-AM	WCWA-AM
3 WSPD-AM	WCWA-AM	WOHO-AM
4 WTOD-AM	WJR -AM	WLQR-FM
5 WOHO-AF	WTOD-AM	WIOT-FM

M-F, 3-7pm	WLQR-FM	WLQR-FM
1 WLQR-FM	WLQR-FM	WLQR-FM
2 WTOD-AM	WJR -AM	WOHO-AM
3 WOHO-AF	WXEZ-FM	WIOT-FM
4 WIOT-FM	WSPD-AM	WSPD-AM
5 CKLW-AM	WTOD-AM	WTOD-AM

Cume Persons Trends/Rankings

Total 12+	WIOT-FM	WLQR-FM
M-S, 6am-Midnight	WIOT-FM	WLQR-FM
POP(00): 6395	WIOT-FM	WLQR-FM

A/M '78	O/N '78	A/M '79
1 WOHO-AF 1881	WSPD-AM 1895	WSPD-AM 1804
2 WSPD-AM 1850	WOHO-AM 1722	WIOT-FM 1741
3 WLQR-FM 1761	WLQR-FM 1689	WLQR-FM 1606
4 CKLW-AM 1610	WIOT-FM 1480	WOHO-AM 1464
5 WIOT-FM 1524	CKLW-AM 1368	WJR -AM 1288

M-F, 8-10am	WSPD-AM	WSPD-AM
1 WSPD-AM	WSPD-AM	WSPD-AM
2 WOHO-AF	WLQR-FM	WIOT-FM
3 WLQR-FM	WOHO-AM	WOHO-AM
4 WCWA-AM	WIOT-FM	WLQR-FM
5 WIOT-FM	WCWA-AM	CKLW-AM

M-F, 3-7pm	WLQR-FM	WLQR-FM
1 WLQR-FM	WLQR-FM	WIOT-FM
2 WIOT-FM	WIOT-FM	WLQR-FM
3 WOHO-AF	WOHO-AM	WSPD-AM
4 CKLW-AM	CKLW-AM	WOHO-AM
5 WSPD-AM	WSPD-AM	CKLW-AM

M-F, 8-10am	WIOT-FM	WIOT-FM
1 WOHO-AF	WIOT-FM	WIOT-FM
2 WIOT-FM	WOHO-AM	WOHO-AM
3 CKLW-AM	WXEZ-FM	CKLW-AM
4 WSPD-AM	CKLW-AM	WXEZ-FM
5 WCWA-AM	WSPD-AM	WMHE-FM

M-F, 3-7pm	WIOT-FM	WIOT-FM
1 WOHO-AF	WIOT-FM	WIOT-FM
2 WIOT-FM	CKLW-AM	CKLW-AM
3 CKLW-AM	WOHO-AM	WOHO-AM
4 WLQR-FM	WXEZ-FM	WMHE-FM
5 WKLR-FM	WKLR-FM	WXEZ-FM

Adults 18-34	WIOT-FM	WIOT-FM
M-S, 6am-Midnight	WIOT-FM	WIOT-FM
POP(00): 2263	WIOT-FM	WIOT-FM

A/M '78	O/N '78	A/M '79
1 WIOT-FM	WIOT-FM	WIOT-FM
2 CKLW-AM	WOHO-AM	CKLW-AM
3 WOHO-AF	CKLW-AM	WOHO-AM
4 WCWA-AM	WXEZ-FM	WXEZ-FM
5 WLQR-FM	WMHE-FM	WLQR-FM

M-F, 8-10am	WIOT-FM	WIOT-FM
1 WCWA-AM	WIOT-FM	WIOT-FM
2 WOHO-AF	CKLW-AM	WOHO-AM
3 WIOT-FM	WOHO-AM	CKLW-AM
4 CKLW-AM	WCWA-AM	WXEZ-FM
5 WLQR-FM	WLQR-FM	WCWA-AM

M-F, 3-7pm	WIOT-FM	WIOT-FM
1 WIOT-FM	WIOT-FM	WIOT-FM
2 CKLW-AM	CKLW-AM	CKLW-AM
3 WOHO-AF	WOHO-AM	WLQR-FM
4 WCWA-AM	WXEZ-FM	WMHE-FM
5 WLQR-FM	WMHE-FM	WOHO-AM

Adults 25-49	WIOT-FM	WIOT-FM
M-S, 6am-Midnight	WIOT-FM	WIOT-FM
POP(00): 2416	WIOT-FM	WIOT-FM

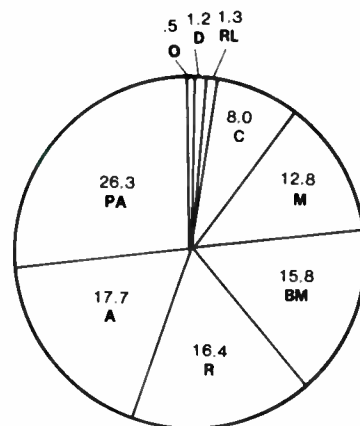
A/M '78	O/N '78	A/M '79
1 WLQR-FM	WLQR-FM	WLQR-FM
2 CKLW-AM	WOHO-AM	WOHO-AM
3 WSPD-AM	WSPD-AM	WSPD-AM
4 WOHO-AF	CKLW-AM	CKLW-AM
5 WCWA-AM	WXEZ-FM	WIOT-FM

M-F, 8-10am	WLQR-FM	WSPD-AM
1 WCWA-AM	WLQR-FM	WSPD-AM
2 WSPD-AM	WSPD-AM	WOHO-AM
3 WLQR-FM	WCWA-AM	WCWA-AM
4 WOHO-AF	WOHO-AM	WLQR-FM
5 WTOD-AM	CKLW-AM	WTOD-AM

M-F, 3-7pm	WLQR-FM	WLQR-FM
1 WLQR-FM	WLQR-FM	WLQR-FM
2 CKLW-AM	CKLW-AM	WOHO-AM
3 WOHO-AF	WOHO-AM	WSPD-AM
4 WTOD-AM	WJR -AM	WIOT-FM
5 WCWA-AM	WSPD-AM	WTOD-AM

Format Penetration Chart

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



Format Legend

A-AOR, B-Black, BB-Dig 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

147

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 1512

AM '77	AM '78	AM '79			
1 WIBW-AM	17.4	KEWI-AM	15.4	WIBW-AM	17.0
2 KSWT-FM	16.9	WIBW-AM	13.4	KDUV-FM	13.4
3 KEWI-AM	16.4	KTPK-FM	11.8	KSWT-FM	12.5
4 WIBW-FM	14.1	KSWT-FM	11.4	KTPK-FM	10.7
5 WREN-AM	9.4	WREN-AM	9.8	KEWI-AM	9.8
6 KTPK-FM	8.0	WIBW-FM	9.8	WREN-AM	7.6
7 KTOP-AM	4.7	KYYS-FM	5.3	KYYS-FM	7.1
8 WDAF-AM	3.3	WDAF-AM	4.9	WIBW-FM	6.3
9 KYYS-FM	3.3	KTOP-AM	4.5	WDAF-AM	4.9
10 KTOP-FM	3.3	KCHD-AM	1.2	KTOP-AM	4.0
11 KCHD-AM	0.9	KDUV-FM	1.2	KCHD-AM	1.3
12		WIBW-AM	0.4	WIBW-AM	0.4

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1512

AM '77	AM '78	AM '79			
1 WIBW-AM	37	KEWI-AM	38	WIBW-AM	38
2 KSWT-FM	36	WIBW-AM	33	KDUV-FM	30
3 KEWI-AM	35	KTPK-FM	29	KSWT-FM	28
4 WIBW-FM	30	KSWT-FM	28	KTPK-FM	24
5 WREN-AM	20	WREN-AM	24	KEWI-AM	22

M-F, 6-10am	AM '77	AM '78	AM '79
1 WIBW-AM		KEWI-AM	WIBW-AM
2 KEWI-AM		WIBW-AM	KDUV-FM
3 WREN-AM		WREN-AM	KTPK-FM
4 KSWT-FM		KTPK-FM	WREN-AM
5 WIBW-FM		KSWT-FM	KSWT-FM

M-F, 3-7pm	AM '77	AM '78	AM '79
1 KSWT-FM		KEWI-AM	KDUV-FM
2 KEWI-AM		KTPK-FM	KSWT-FM
3 WIBW-FM		KSWT-FM	KEWI-AM
4 WIBW-AM		WIBW-FM	WREN-AM
5 KTPK-FM		WREN-AM	KTPK-FM

Teens	AM '77	AM '78	AM '79
1 KEWI-AM		KEWI-AM	KDUV-FM
2 WIBW-FM		WIBW-FM	KEWI-AM
3 KTOP-AM		KYYS-FM	WIBW-FM
4 WIBW-AM		WIBW-FM	WIBW-AM
5 WREN-AM		KCHD-AM	KYYS-FM

Adults 18-34	AM '77	AM '78	AM '79
1 KEWI-AM		KEWI-AM	KDUV-FM
2 WIBW-FM		WIBW-FM	KYYS-FM
3 KYYS-FM		KYYS-FM	KEWI-AM
4 KTOP-AM		KTOP-AM	WIBW-AM
5 KTPK-FM		KTPK-FM	WIBW-FM

M-F, 6-10am	AM '77	AM '78	AM '79
1 KEWI-AM		KEWI-AM	KDUV-FM
2 WIBW-FM		WIBW-FM	KEWI-AM
3 KTOP-AM		KYYS-FM	WIBW-FM
4 KYYS-FM		KTPK-FM	KYYS-FM
5 WREN-AM		WREN-AM	WIBW-AM

M-F, 3-7pm	AM '77	AM '78	AM '79
1 KEWI-AM		KEWI-AM	KDUV-FM
2 WIBW-FM		WIBW-FM	KYYS-FM
3 KTOP-AM		KYYS-FM	KEWI-AM
4 KYYS-FM		KTOP-AM	KCHD-AM
5 KTPK-FM		WIBW-AM	WDAF-AM

Adults 18-34	AM '77	AM '78	AM '79
1 WIBW-FM		KEWI-AM	KDUV-FM
2 KEWI-AM		WIBW-FM	KYYS-FM
3 KSWT-FM		KYYS-FM	KEWI-AM
4 KTPK-FM		KTPK-FM	WIBW-FM
5 WIBW-AM		KSWT-FM	KTPK-FM

M-F, 6-10am	AM '77	AM '78	AM '79
1 KEWI-AM		KEWI-AM	KDUV-FM
2 WIBW-FM		WIBW-FM	KEWI-AM
3 KSWT-FM		KTPK-FM	KYYS-FM
4 KTPK-FM		KSWT-FM	KTPK-FM
5 WIBW-AM		WREN-AM	KTOP-AM

M-F, 3-7pm	AM '77	AM '78	AM '79
1 WIBW-FM		KEWI-AM	WIBW-FM
2 KEWI-AM		WIBW-FM	KEWI-AM
3 KSWT-FM		KSWT-FM	KDUV-FM
4 KTPK-FM		KYYS-FM	KYYS-FM
5 KTOP-AM		KTPK-FM	KTPK-FM

Adults 25-49	AM '77	AM '78	AM '79
1 KSWT-FM		KTPK-FM	KTPK-FM
2 KEWI-AM		KSWT-FM	WIBW-AM
3 WIBW-AM		WIBW-FM	KSWT-FM
4 WIBW-FM		KEWI-AM	WREN-AM
5 WREN-AM		WDAF-AM	WDAF-AM

M-F, 6-10am	AM '77	AM '78	AM '79
1 WREN-AM		KTPK-FM	KTPK-FM
2 KEWI-AM		KSWT-FM	WIBW-AM
3 WIBW-AM		WREN-AM	WREN-AM
4 KSWT-FM		WDAF-AM	KSWT-FM
5 KTPK-FM		KEWI-AM	KEWI-AM

M-F, 3-7pm	AM '77	AM '78	AM '79
1 KSWT-FM		KTPK-FM	WREN-AM
2 KEWI-AM		KSWT-FM	KTPK-FM
3 WIBW-FM		KEWI-AM	WDAF-AM
4 KTOP-AM		WIBW-FM	KSWT-FM
5 WREN-AM		WDAF-AM	KEWI-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1512

AM '77	AM '78	AM '79			
1 KEWI-AM	594	KEWI-AM	551	WIBW-AM	538
2 WIBW-AM	503	WIBW-AM	487	KEWI-AM	445
3 WIBW-FM	483	WREN-AM	443	KDUV-FM	398
4 WREN-AM	462	WIBW-FM	423	WREN-AM	395
5 KSWT-FM	384	KTPK-FM	318	KSWT-FM	360

M-F, 6-10am	AM '77	AM '78	AM '79
1 KEWI-AM		KEWI-AM	WIBW-AM
2 WREN-AM		WREN-AM	KDUV-FM
3 WIBW-AM		WIBW-AM	KEWI-AM
4 WIBW-FM		WIBW-FM	WREN-AM
5 KSWT-FM		KTPK-FM	KSWT-FM

M-F, 3-7pm	AM '77	AM '78	AM '79
1 KEWI-AM		KEWI-AM	KEWI-AM
2 WIBW-FM		WREN-AM	KDUV-FM
3 WREN-AM		WIBW-FM	KSWT-FM
4 KSWT-FM		KTPK-FM	WREN-AM
5 KTOP-AM		KSWT-FM	WIBW-FM

Teens	AM '77	AM '78	AM '79
1 KEWI-AM		KEWI-AM	KDUV-FM
2 WIBW-FM		WIBW-FM	KEWI-AM
3 KTOP-AM		KYYS-FM	WIBW-FM
4 WIBW-AM		WIBW-FM	WIBW-AM
5 WREN-AM		KCHD-AM	KYYS-FM

M-F, 6-10am	AM '77	AM '78	AM '79
1 KEWI-AM		KEWI-AM	KDUV-FM
2 WIBW-FM		WIBW-FM	KEWI-AM
3 WREN-AM		KYYS-FM	WIBW-FM
4 KTOP-AM		KTPK-FM	KYYS-FM
5 KYYS-FM		WIBW-AM	WIBW-AM

M-F, 3-7pm	AM '77	AM '78	AM '79
1 KEWI-AM		KEWI-AM	KDUV-FM
2 WIBW-FM		WIBW-FM	KEWI-AM
3 KTOP-AM		KYYS-FM	WIBW-FM
4 KYYS-FM		KTOP-AM	WDAF-AM
5 WREN-AM		WREN-AM	WIBW-FM

Adults 18-34	AM '77	AM '78	AM '79
1 KEWI-AM		KEWI-AM	KDUV-FM
2 WIBW-FM		WIBW-FM	KDUV-FM
3 KSWT-FM		WREN-AM	WIBW-FM
4 WREN-AM		KTPK-FM	KYYS-FM
5 WIBW-AM		KYYS-FM	WIBW-AM

M-F, 6-10am	AM '77	AM '78	AM '79
1 KEWI-AM		KEWI-AM	KEWI-AM
2 WIBW-FM		WIBW-FM	KDUV-FM
3 KTPK-FM		WREN-AM	KYYS-FM
4 WREN-AM		KTPK-FM	WIBW-FM
5 KSWT-FM		KYYS-FM	WREN-AM

M-F, 3-7pm	AM '77	AM '78	AM '79
1 KEWI-AM		KEWI-AM	KEWI-AM
2 WIBW-FM		WIBW-FM	WIBW-FM
3 KSWT-FM		WREN-AM	KDUV-FM
4 KTPK-FM		KYYS-FM	KYYS-FM
5 WREN-AM		WDAF-AM	KTPK-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 585

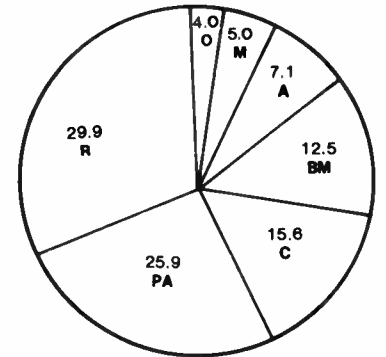
AM '77	AM '78	AM '79	
1 KEWI-AM		KTPK-FM	WIBW-AM
2 WREN-AM		KEWI-AM	WREN-AM
3 WIBW-AM		WIBW-FM	KEWI-AM
4 WIBW-FM		WREN-AM	KTPK-FM
5 KSWT-FM		WIBW-AM	KSWT-FM

M-F, 6-10am	AM '77	AM '78	AM '79
1 KEWI-AM		KTPK-FM	WREN-AM
2 WREN-AM		KEWI-AM	WIBW-AM
3 WIBW-AM		WDAF-AM	KEWI-AM
4 WIBW-FM		WIBW-FM	KTPK-FM
5 KTPK-FM		WIBW-FM	KSWT-FM

M-F, 3-7pm	AM '77	AM '78	AM '79
1 KEWI-AM		KEWI-AM	KEWI-AM
2 WIBW-FM		KTPK-FM	KTPK-FM
3 WREN-AM		WIBW-FM	WREN-AM
4 KSWT-FM		KSWT-FM	KSWT-FM
5 KTOP-AM		WREN-AM	KDUV-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.

Tucson

METRO RANK

73

A/M '79 Market Overview

One of the more unusual books around this sweep, as problems with ethnic (Spanish) diary return played havoc with the reliability of the estimates. Details below.

AOR station KWFM is the new number one station in the market. The station increased its share by 200%. KWFM ranks number one among young adults 18-34 target as well as being second with adults 25-49. Station gained with teens also. KWFM was very promotion-minded and threw an outdoor party for its listeners — which drew over 10,000 people. Having no format competition also helps when you're trying to succeed at the ratings game.

KTKT (Top 40) is the second highest-rated station in Tucson. KTKT gained more than a share, ranks second among adults 18-34. KTKT used animated TV spots, billboards, newspaper, and bus benches to promote station.

KRQQ, formerly the top station in town, dropped to the third slot in this sweep. The Top 40 station is third among adults 18-34 and suffered a significant teens decline. The crux of KRQQ problem was the decline in its young men and teen numbers.

Which brings us to KHYT, the Dancemusic station which came from nowhere to rank fourth 12+ with more than an 8 share. KHYT ranks fourth with adults 18-34 and is the new number one teen station. Part of the problem alluded to above has to do with KHYT's meteoric rise in this sweep.

While very probably KHYT deserves to show an improved standing in the book compared to last Fall's sweep, the diary return problem among the Hispanics may have clouded the issue. Arbitron has admitted that in this recent survey it received only half the number of usable Spanish diaries as in the O/N '78 survey. Fewer diaries mean more weighting, which means more fluctuation. Also, a four-member household listened exclusively to KHYT, contributing hundreds of quarter hours to the total listening for KHYT. The family consisted of three teenage boys and a male in his mid-30's. Given the smaller Spanish return, and the contribution of the one key household to KHYT's numbers, it may behoove the market to wait till the O/N '79 results are available before deciding if there really are strange things happening in Tucson.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 3911

A/M '78	O/N '78	A/M '79	A/M '78
1 KTKT-AM	13.9	KRQQ-FM	13.0
2 KJYK-FM	12.4	KCUB-AM	12.6
3 KRQQ-FM	10.0	KTKT-AM	9.8
4 KCUB-AM	8.8	KJYK-FM	7.8
5 KAIR-AM	7.1	KXEW-AM	6.8
6 KWFM-FM	6.6	KMGX-AM	6.5
7 KMGX-AM	5.3	KAIR-AM	6.5
8 KTUC-AM	4.4	KCEE-FM	5.3
9 KEVT-AM	4.2	KEVT-AM	5.3
10 KIKX-AM	3.9	KCEE-FM	5.1
11 KCEE-FM	3.7	KIKX-AM	4.5
12 KCEE-AM	3.6	KTUC-AM	4.3
13 KFLT-AM	2.4	KWFM-FM	4.2
14 KXEW-AM	2.0	KNIX-FM	1.0
15 KKKQ-AF	1.2	KFLT-AM	0.8
16 KHYT-AM	0.8	KHYT-AM	0.7
17 KJJJ-AM	0.7	KUPD-FM	0.5
18		KTAR-AM	0.5

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3911

A/M '78	O/N '78	A/M '79	
1 KTKT-AM	82	KRQQ-FM	78
2 KJYK-FM	73	KCUB-AM	76
3 KRQQ-FM	59	KTKT-AM	63
4 KCUB-AM	52	KJYK-FM	47
5 KAIR-AM	42	KXEW-AM	41

M-F, 6-10am

1 KTKT-AM	KCUB-AM	KTKT-AM
2 KCUB-AM	KRQQ-FM	KCUB-AM
3 KRQQ-FM	KTKT-AM	KRQQ-FM
4 KAIR-AM	KMGX-AM	KWFM-FM
5 KJYK-FM	KXEW-AM	KJYK-FM

M-F, 3-7pm

1 KTKT-AM	KRQQ-FM	KWFM-FM
2 KJYK-FM	KCUB-AM	KHYT-AM
3 KRQQ-FM	KTKT-AM	KTKT-AM
4 KWFM-FM	KJYK-FM	KRQQ-FM
5 KCUB-AM	KXEW-AM	KCUB-AM

Teens
M-S, 6am-Midnight
POP(00): 534

A/M '78	O/N '78	A/M '79
1 KTKT-AM	KRQQ-FM	KHYT-AM
2 KRQQ-FM	KTKT-AM	KTKT-AM
3 KMGX-AM	KMGX-AM	KRQQ-FM
4 KWFM-FM	KCUB-AM	KWFM-FM
5 KIKX-AM	KWFM-FM	KMGX-AM

M-F, 6-10am

1 KRQQ-FM	KRQQ-FM	KTKT-AM
2 KTKT-AM	KTKT-AM	KHYT-AM
3 KMGX-AM	KMGX-AM	KRQQ-FM
4 KIKX-AM	KAIR-AM	KWFM-FM
5 KWFM-FM	KEVT-AM	KCUB-AM

M-F, 3-7pm

1 KRQQ-FM	KRQQ-FM	KHYT-AM
2 KTKT-AM	KTKT-AM	KRQQ-FM
3 KWFM-FM	KMGX-AM	KTKT-AM
4 KMGX-AM	KCUB-AM	KWFM-FM
5 KKKQ-AF	KJYK-FM	KCUB-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1502

A/M '78	O/N '78	A/M '79
1 KTKT-AM	KRQQ-FM	KWFM-FM
2 KWFM-FM	KMGX-AM	KTKT-AM
3 KRQQ-FM	KXEW-AM	KRQQ-FM
4 KJYK-FM	KCUB-AM	KHYT-AM
5 KMGX-AM	KWFM-FM	KMGX-AM

M-F, 6-10am

1 KTKT-AM	KMGX-AM	KWFM-FM
2 KWFM-FM	KRQQ-FM	KRQQ-FM
3 KCUB-AM	KCUB-AM	KMGX-AM
4 KMGX-AM	KXEW-AM	KTKT-AM
5 KRQQ-FM	KIKX-AM	KIKX-AM

M-F, 3-7pm

1 KTKT-AM	KRQQ-FM	KWFM-FM
2 KWFM-FM	KXEW-AM	KTKT-AM
3 KMGX-AM	KWFM-FM	KRQQ-FM
4 KRQQ-FM	KCUB-AM	KHYT-AM
5 KJYK-FM	KMGX-AM	KMGX-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1488

A/M '78	O/N '78	A/M '79
1 KCUB-AM	KCUB-AM	KCUB-AM
2 KJYK-FM	KXEW-AM	KTKT-AM
3 KTKT-AM	KRQQ-FM	KWFM-FM
4 KWFM-FM	KEVT-AM	KEVT-AM
5 KRQQ-FM	KMGX-AM	KRQQ-FM

M-F, 6-10am

1 KCUB-AM	KCUB-AM	KCUB-AM
2 KJYK-FM	KXEW-AM	KRQQ-FM
3 KTKT-AM	KRQQ-FM	KTUC-AM
4 KRQQ-FM	KMGX-AM	KTKT-AM
5 KMGX-AM	KTKT-AM	KWFM-FM

M-F, 3-7pm

1 KTKT-AM	KCUB-AM	KCUB-AM
2 KMGX-AM	KXEW-AM	KWFM-FM
3 KCUB-AM	KRQQ-FM	KTKT-AM
4 KWFM-FM	KMGX-AM	KRQQ-FM
5 KJYK-FM	KEVT-AM	KTUC-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3911

A/M '78	O/N '78	A/M '79	
1 KTKT-AM	1257	KTKT-AM	1177
2 KRQQ-FM	933	KRQQ-FM	1073
3 KCUB-AM	669	KCUB-AM	769
4 KMGX-AM	644	KMGX-AM	722
5 KJYK-FM	552	KJYK-FM	634

M-F, 6-10am

1 KTKT-AM	KTKT-AM	KTKT-AM
2 KRQQ-FM	KRQQ-FM	KCUB-AM
3 KCUB-AM	KCUB-AM	KRQQ-FM
4 KMGX-AM	KMGX-AM	KWFM-FM
5 KAIR-AM	KAIR-AM	KMGX-AM

M-F, 3-7pm

1 KTKT-AM	KRQQ-FM	KTKT-AM
2 KRQQ-FM	KTKT-AM	KRQQ-FM
3 KMGX-AM	KMGX-AM	KWFM-FM
4 KCUB-AM	KCUB-AM	KCUB-AM
5 KJYK-FM	KWFM-FM	KAIR-AM

Teens
M-S, 6am-Midnight
POP(00): 534

A/M '78	O/N '78	A/M '79
1 KTKT-AM	KTKT-AM	KTKT-AM
2 KRQQ-FM	KRQQ-FM	KRQQ-FM
3 KMGX-AM	KMGX-AM	KHYT-AM
4 KWFM-FM	KCUB-AM	KMGX-AM
5 KKKQ-AF	KHYT-AM	KWFM-FM

M-F, 6-10am

1 KTKT-AM	KTKT-AM	KTKT-AM
2 KRQQ-FM	KRQQ-FM	KRQQ-FM
3 KMGX-AM	KAIR-AM	KHYT-AM
4 KHYT-AM	KMGX-AM	KWFM-FM
5 KWFM-FM	KEVT-AM	KMGX-AM

M-F, 3-7pm

1 KTKT-AM	KTKT-AM	KTKT-AM
2 KRQQ-FM	KRQQ-FM	KRQQ-FM
3 KMGX-AM	KMGX-AM	KHYT-AM
4 KWFM-FM	KCUB-AM	KWFM-FM
5 KCUB-AM	KWFM-FM	KMGX-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1502

A/M '78	O/N '78	A/M '79
1 KTKT-AM	KRQQ-FM	KTKT-AM
2 KRQQ-FM	KTKT-AM	KRQQ-FM
3 KMGX-AM	KMGX-AM	KWFM-FM
4 KWFM-FM	KCUB-AM	KMGX-AM
5 KCUB-AM	KWFM-FM	KHYT-AM

M-F, 6-10am

1 KTKT-AM	KRQQ-FM	KTKT-AM
2 KWFM-FM	KMGX-AM	KWFM-FM
3 KMGX-AM	KTKT-AM	KMGX-AM
4 KRQQ-FM	KCUB-AM	KRQQ-FM
5 KCUB-AM	KWFM-FM	KCUB-AM

M-F, 3-7pm

1 KTKT-AM	KRQQ-FM	KRQQ-FM
2 KRQQ-FM	KMGX-AM	KWFM-FM
3 KMGX-AM	KTKT-AM	KTKT-AM
4 KWFM-FM	KWFM-FM	KMGX-AM
5 KCUB-AM	KIKX-AM	KHYT-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1488

A/M '78	O/N '78	A/M '79
1 KTKT-AM	KTKT-AM	KTKT-AM
2 KRQQ-FM	KRQQ-FM	KRQQ-FM
3 KCUB-AM	KCUB-AM	KCUB-AM
4 KMGX-AM	KMGX-AM	KMGX-AM
5 KJYK-FM	KCEE-AM	KWFM-FM

M-F, 6-10am

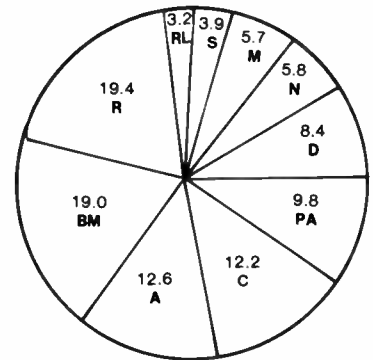
1 KCUB-AM	KCUB-AM	KCUB-AM
2 KTKT-AM	KRQQ-FM	KTKT-AM
3 KRQQ-FM	KMGX-AM	KMGX-AM
4 KMGX-AM	KTKT-AM	KWFM-FM
5 KWFM-FM	KXEW-AM	KRQQ-FM

M-F, 3-7pm

1 KTKT-AM	KRQQ-FM	KCUB-AM
2 KRQQ-FM	KTKT-AM	KRQQ-FM
3 KMGX-AM	KMGX-AM	KTKT-AM
4 KCUB-AM	KCUB-AM	KMGX-AM
5 KJYK-FM	KXEW-AM	KWFM-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

METRO RANK

61

A/M '79 Market Overview

Poor 18-24 diary return may plague this report. Only 20 usable men 18-24 diaries came back to Arbitron, thus, fluctuations for contemporary stations — AOR'S, Top 40 — could be due to sampling problems. No sampling problem plaguing the top two stations, P/A pacesetter KRMG and Country KVOO. Both stations are down slightly but still hold on to their positions in the market. KRMG barely beats KVOO for the top spot among adults 25-49. KRMG is also number one with adults 18-34.

Older-skewing Beautiful Music stations are generally immune to diary return problems, and KBEZ is no exception in this report. KBEZ ranks third with adults 25-49, second with adults 35-64. KBEZ's male shares slipped somewhat but the female numbers rose to take up most of the slack.

It appears possible that the poor men 18-24 return could have affected some estimates, especially the AOR station, KMOD. A significant portion of the KMOD audience is men 18-24, and the station declined in this report. Since this is Tulsa's only AOR it doesn't figure that a competitor siphoned off the listeners. Perhaps the audience went to one of the three Top 40 stations that increased — but the possibility exists that due to so few diaries coming back, the AOR listeners didn't get their two cents worth to Arbitron. We'll examine the results of the O/N '79 sweep to see if the situation is clarified.

On the Top 40 scene, KRAV, KELI, and KWEN are very competitive. All are major factors among teens, while KRAV and KELI are ranked high among the favorites of young adults 18-34 as well. The O/N '79 report should help unravel the close contest in this format, a contest which KRAV is currently winning

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 4999

AM '78	ON '78	AM '79
1 KVOO-AM 20.1	KRMG-AM 19.3	KRMG-AM 18.0
2 KRMG-AM 15.7	KVOO-AM 17.2	KVOO-AM 15.7
3 KBEZ-FM 10.7	KBEZ-FM 13.1	KBEZ-FM 12.6
4 KRAV-FM 10.6	KRAV-FM 9.7	KRAV-FM 9.9
5 KELI-AM 7.4	KMOD-FM 8.2	KWEN-FM 8.9
6 KMOD-FM 7.4	KWEN-FM 5.6	KELI-AM 6.7
7 KAKC-AM 6.1	KELI-AM 4.9	KMOD-FM 4.7
8 KWEN-FM 5.0	KAKC-AM 4.8	KTFX-FM 3.7
9 KTFX-FM 4.2	KTFX-FM 4.1	KAKC-AM 2.1
10 KFMJ-AM 2.0	KXXD-AM 1.4	KREK-FM 2.0
11 KTOW-AF 1.8	KGOW-FM 1.0	KTOW-AM 1.4
12 KCFD-FM 1.1	KTOW-AM 0.8	KCFD-FM 1.4
13 KWPR-AM 0.6	KFMJ-AM 0.8	KFMJ-AM 1.4
14	KKMA-FM 0.6	KKMA-FM 1.1
15	KGGF-AM 0.6	KXQJ-FM 1.0
16	KCFD-FM 0.6	KXXD-AM 1.0
17	KOLS-AM 0.3	KGOW-FM 0.3
18		NOLS-AM 0.3
19		KXQJ-AM 0.1

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4999

AM '78	ON '78	AM '79
1 KVOO-AM 142	KRMG-AM 137	KRMG-AM 127
2 KRMG-AM 111	KVOO-AM 122	KVOO-AM 111
3 KBEZ-FM 76	KBEZ-FM 93	KBEZ-FM 89
4 KRAV-FM 75	KRAV-FM 69	KRAV-FM 70
5 KELI-AM 52	KMOD-FM 58	KWEN-FM 63

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	KBEZ-FM	KWEN-FM
5 KBEZ-FM	KMOD-FM	KBEZ-FM

M-F, 3-7pm

1 KVOO-AM	KRMG-AM	KRMG-AM
2 KRMG-AM	KVOO-AM	KVOO-AM
3 KBEZ-FM	KBEZ-FM	KBEZ-FM
4 KELI-AM	KRAV-FM	KRAV-FM
5 KRAV-FM	KMOD-FM	KWEN-FM

Teens
M-S, 6am-Midnight
POP(00): 684

AM '78	ON '78	AM '79
1 KELI-AM	KELI-AM	KWEN-FM
2 KTFX-FM	KWEN-FM	KELI-AM
3 KAKC-AM	KAKC-AM	KRAV-FM
4 KRAV-FM	KRAV-FM	KMOD-FM
5 KVOO-AM	KMOD-FM	KTFX-FM

M-F, 6-10am

1 KELI-AM	KRAV-FM	KRAV-FM
2 KAKC-AM	KAKC-AM	KWEN-FM
3 KTFX-FM	KELI-AM	KELI-AM
4 KRAV-FM	KWEN-FM	KMOD-FM
5 KRMG-AM	KMOD-FM	KRMG-AM

M-F, 3-7pm

1 KELI-AM	KELI-AM	KWEN-FM
2 KTFX-FM	KWEN-FM	KRAV-FM
3 KAKC-AM	KMOD-FM	KELI-AM
4 KRAV-FM	KAKC-AM	KTFX-FM
5 KVOO-AM	KRAV-FM	KMOD-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1736

AM '78	ON '78	AM '79
1 KRAV-FM	KRAV-FM	KRMG-AM
2 KMOD-FM	KMOD-FM	KRAV-FM
3 KVOO-AM	KRMG-AM	KVOO-AM
4 KELI-AM	KVOO-AM	KELI-AM
5 KRMG-AM	KTFX-FM	KMOD-FM

M-F, 6-10am

1 KRMG-AM	KRAV-FM	KRMG-AM
2 KRAV-FM	KRMG-AM	KRAV-FM
3 KVOO-AM	KVOO-AM	KVOO-AM
4 KELI-AM	KMOD-FM	KMOD-FM
5 KAKC-AM	KAKC-AM	KELI-AM

M-F, 3-7pm

1 KMOD-FM	KRAV-FM	KRMG-AM
2 KVOO-AM	KMOD-FM	KRAV-FM
3 KELI-AM	KRMG-AM	KELI-AM
4 KRAV-FM	KVOO-AM	KTFX-FM
5 KAKC-AM	KTFX-FM	KVOO-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2097

AM '78	ON '78	AM '79
1 KVOO-AM	KVOO-AM	KRMG-AM
2 KRMG-AM	KRMG-AM	KVOO-AM
3 KRAV-FM	KBEZ-FM	KBEZ-FM
4 KBEZ-FM	KRAV-FM	KRAV-FM
5 KWEN-FM	KWEN-FM	KWEN-FM

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 KAKC-AM	KBEZ-FM	KBEZ-FM
5 KBEZ-FM	KMOD-FM	KWEN-FM

M-F, 3-7pm

1 KVOO-AM	KBEZ-FM	KRMG-AM
2 KRMG-AM	KVOO-AM	KVOO-AM
3 KBEZ-FM	KRMG-AM	KBEZ-FM
4 KRAV-FM	KRAV-FM	KRAV-FM
5 KMOD-FM	KAKC-AM	KWEN-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4999

AM '78	ON '78	AM '79
1 KVOO-AM 1578	KRMG-AM 1637	KRMG-AM 1727
2 KRMG-AM 1488	KVOO-AM 1495	KVOO-AM 1456
3 KELI-AM 1237	KELI-AM 1111	KRAV-FM 1092
4 KRAV-FM 1070	KRAV-FM 1105	KELI-AM 1066
5 KAKC-AM 1057	KBEZ-FM 1020	KWEN-FM 877

M-F, 6-10am

1 KRMG-AM	KRMG-AM	KRMG-AM
2 KVOO-AM	KVOO-AM	KVOO-AM
3 KELI-AM	KRAV-FM	KRAV-FM
4 KRAV-FM	KELI-AM	KELI-AM
5 KAKC-AM	KAKC-AM	KWEN-FM

M-F, 3-7pm

1 KVOO-AM	KVOO-AM	KRMG-AM
2 KRMG-AM	KRMG-AM	KVOO-AM
3 KELI-AM	KBEZ-FM	KELI-AM
4 KAKC-AM	KRAV-FM	KRAV-FM
5 KRAV-FM	KELI-AM	KWEN-FM

Teens
M-S, 6am-Midnight
POP(00): 684

AM '78	ON '78	AM '79
1 KELI-AM	KELI-AM	KELI-AM
2 KAKC-AM	KRAV-FM	KRAV-FM
3 KTFX-FM	KAKC-AM	KWEN-FM
4 KRAV-FM	KWEN-FM	KMOD-FM
5 KMOD-FM	KTFX-FM	KTFX-FM

M-F, 6-10am

1 KELI-AM	KELI-AM	KWEN-FM
2 KRAV-FM	KRAV-FM	KRAV-FM
3 KAKC-AM	KAKC-AM	KELI-AM
4 KTFX-FM	KWEN-FM	KMOD-FM
5 KRMG-AM	KTFX-FM	KRMG-AM

M-F, 3-7pm

1 KELI-AM	KELI-AM	KELI-AM
2 KAKC-AM	KWEN-FM	KRAV-FM
3 KTFX-FM	KRAV-FM	KWEN-FM
4 KRAV-FM	KAKC-AM	KMOD-FM
5 KWEN-FM	KMOD-FM	KTFX-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1736

AM '78	ON '78	AM '79
1 KRAV-FM	KRAV-FM	KRMG-AM
2 KELI-AM	KELI-AM	KRAV-FM
3 KMOD-FM	KRMG-AM	KELI-AM
4 KAKC-AM	KMOD-FM	KVOO-AM
5 KRMG-AM	KAKC-AM	KMOD-FM

M-F, 6-10am

1 KRMG-AM	KRAV-FM	KRMG-AM
2 KMOD-FM	KRMG-AM	KRAV-FM
3 KRAV-FM	KELI-AM	KELI-AM
4 KAKC-AM	KVOO-AM	KVOO-AM
5 KELI-AM	KMOD-FM	KWEN-FM

M-F, 3-7pm

1 KMOD-FM	KRAV-FM	KRMG-AM
2 KELI-AM	KELI-AM	KELI-AM
3 KAKC-AM	KMOD-FM	KRAV-FM
4 KRAV-FM	KAKC-AM	KVOO-AM
5 KVOO-AM	KRMG-AM	KMOD-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 2097

AM '78	ON '78	AM '79
1 KRMG-AM	KRMG-AM	KRMG-AM
2 KVOO-AM	KVOO-AM	KVOO-AM
3 KRAV-FM	KRAV-FM	KRAV-FM
4 KELI-AM	KBEZ-FM	KWEN-FM
5 KAKC-AM	KELI-AM	KBEZ-FM

M-F, 6-10am

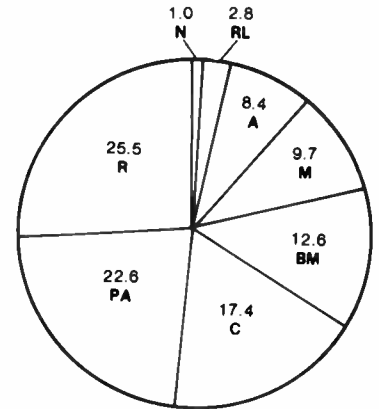
1 KRMG-AM	KVOO-AM	KRMG-AM
2 KVOO-AM	KRMG-AM	KVOO-AM
3 KRAV-FM	KRMG-AM	KRAV-FM
4 KELI-AM	KBEZ-FM	KBEZ-FM
5 KAKC-AM	KAKC-AM	KWEN-FM

M-F, 3-7pm

1 KVOO-AM	KVOO-AM	KRMG-AM
2 KRMG-AM	KRMG-AM	KVOO-AM
3 KRAV-FM	KBEZ-FM	KRAV-FM
4 KBEZ-FM	KRAV-FM	KBEZ-FM
5 KAKC-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

103

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 2693

Rank	Station	Share	Rank	Station	Share	Rank	Station	Share
1	WTLB-AF	15.1	1	WIBX-AM	16.3	1	WIBX-AM	16.3
2	WRUN-AM	13.4	2	WRUN-AM	12.3	2	WRUN-AM	12.3
3	WIBX-AM	12.3	3	WTLB-AF	11.0	3	WRUN-AM	9.8
4	WIBQ-FM	11.3	4	WIBQ-FM	9.9	4	WTLB-AF	8.7
5	WKGW-FM	10.3	5	WKGW-FM	9.2	5	WOUR-FM	8.3
6	WADR-AM	6.8	6	WOUR-FM	8.2	6	WTLB-FM	7.4
7	WOUR-FM	4.3	7	WADR-AM	4.5	7	WKGW-FM	6.7
8	WBVM-AM	3.8	8	WNTQ-FM	4.1	8	WADR-AM	6.7
9	WLFH-AM	3.5	9	WLFH-AM	4.1	9	WBVM-AM	2.6
10	WKAL-FM	3.0	10	WKAL-FM	2.8	10	WRUN-AM	2.2
11	WRUN-AM	2.5	11	WOCR-AM	1.9	11	WRNY-AM	1.5
12	WKAL-AM	2.0	12	WKAL-AM	1.5	12	WKAL-AM	1.3
13	WALY-AM	2.0	13	WALY-AM	1.5	13	WALY-AM	1.3
14	WSYR-AM	1.5	14	WBYL-AM	1.3	14	WGY-AM	1.1
15	WNTQ-FM	1.3	15	WFBM-AM	1.3	15	WLFH-AM	1.1
16	WGY-AM	1.0	16	WBVM-AM	1.1	16	WNTQ-FM	1.1
17	WGFH-FM	1.0	17	WSYR-AM	0.6	17	WKAL-FM	0.9
18	WRNY-AM	0.8	18	WADR-AM	0.6	18	WFL-AM	0.7
19	WOCR-AM	0.8	19	WGY-AM	0.4	19	WADR-AM	0.4
20			20	WHEN-AM	0.4	20	WHEN-AM	0.4
21			21	WSYR-AM	0.4	21	WSYR-AM	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2693

Rank	Station	Share	Rank	Station	Share
1	WTLB-AF	15.1	1	WIBX-AM	16.3
2	WRUN-AM	13.4	2	WRUN-AM	12.3
3	WIBX-AM	12.3	3	WTLB-AF	11.0
4	WIBQ-FM	11.3	4	WIBQ-FM	9.9
5	WKGW-FM	10.3	5	WKGW-FM	9.2

M-F, 6-10am

Rank	Station	Share	Rank	Station	Share
1	WIBX-AM	16.3	1	WIBX-AM	16.3
2	WRUN-AM	12.3	2	WRUN-AM	12.3
3	WRUN-AM	12.3	3	WTLB-AF	11.0
4	WIBQ-FM	11.3	4	WIBQ-FM	9.9
5	WKGW-FM	10.3	5	WKGW-FM	9.2

M-F, 3-7pm

Rank	Station	Share	Rank	Station	Share
1	WTLB-AF	63	1	WIBX-AM	16.3
2	WKGW-FM	54	2	WIBQ-FM	9.9
3	WIBQ-FM	53	3	WRUN-AM	12.3
4	WRUN-AM	52	4	WIBQ-FM	9.9
5	WIBX-AM	43	5	WTLB-AF	11.0

Teens
M-S, 6am-Midnight
POP(00): 370

Rank	Station	Share	Rank	Station	Share
1	WRUN-AM	12.3	1	WRUN-AM	12.3
2	WTLB-AF	11.0	2	WTLB-AF	11.0
3	WKGW-FM	9.2	3	WOUR-FM	8.3
4	WOUR-FM	8.3	4	WRUN-AM	12.3
5	WIBX-AM	16.3	5	WIBX-AM	16.3

M-F, 6-10am

Rank	Station	Share	Rank	Station	Share
1	WRUN-AM	12.3	1	WRUN-AM	12.3
2	WTLB-AF	11.0	2	WTLB-AF	11.0
3	WKGW-FM	9.2	3	WOUR-FM	8.3
4	WOUR-FM	8.3	4	WRUN-AM	12.3
5	WIBX-AM	16.3	5	WIBX-AM	16.3

M-F, 3-7pm

Rank	Station	Share	Rank	Station	Share
1	WRUN-AM	12.3	1	WTLB-FM	7.4
2	WTLB-AF	11.0	2	WRUN-AM	12.3
3	WKGW-FM	9.2	3	WOUR-FM	8.3
4	WOUR-FM	8.3	4	WRUN-AM	12.3
5	WBVM-AM	2.6	5	WTLB-AM	11.0

Adults 18-34
M-S, 6am-Midnight
POP(00): 850

Rank	Station	Share	Rank	Station	Share
1	WTLB-AF	11.0	1	WOUR-FM	8.3
2	WKGW-FM	9.2	2	WOUR-FM	8.3
3	WRUN-AM	12.3	3	WTLB-AF	11.0
4	WOUR-FM	8.3	4	WRUN-AM	12.3
5	WBVM-AM	2.6	5	WIBQ-FM	9.9

M-F, 6-10am

Rank	Station	Share	Rank	Station	Share
1	WTLB-AF	11.0	1	WOUR-FM	8.3
2	WRUN-AM	12.3	2	WRUN-AM	12.3
3	WKGW-FM	9.2	3	WOUR-FM	8.3
4	WOUR-FM	8.3	4	WOUR-FM	8.3
5	WIBX-AM	16.3	5	WIBX-AM	16.3

M-F, 3-7pm

Rank	Station	Share	Rank	Station	Share
1	WTLB-AF	11.0	1	WKGW-FM	9.2
2	WKGW-FM	9.2	2	WOUR-FM	8.3
3	WRUN-AM	12.3	3	WRUN-AM	12.3
4	WBVM-AM	2.6	4	WRUN-AM	12.3
5	WOUR-FM	8.3	5	WIBQ-FM	9.9

Adults 25-49
M-S, 6am-Midnight
POP(00): 975

Rank	Station	Share	Rank	Station	Share
1	WIBQ-FM	9.9	1	WIBX-AM	16.3
2	WTLB-AF	11.0	2	WRUN-AM	12.3
3	WKGW-FM	9.2	3	WIBQ-FM	9.9
4	WRUN-AM	12.3	4	WIBQ-FM	9.9
5	WADR-AM	6.7	5	WADR-AM	6.7

M-F, 6-10am

Rank	Station	Share	Rank	Station	Share
1	WIBX-AM	16.3	1	WIBX-AM	16.3
2	WTLB-AF	11.0	2	WRUN-AM	12.3
3	WRUN-AM	12.3	3	WADR-AM	6.7
4	WIBQ-FM	9.9	4	WIBQ-FM	9.9
5	WKGW-FM	9.2	5	WIBQ-FM	9.9

Rank	Station	Share	Rank	Station	Share	Rank	Station	Share
1	WIBQ-FM	9.9	1	WKGW-FM	9.2	1	WKGW-FM	9.2
2	WTLB-AF	11.0	2	WRUN-AM	12.3	2	WIBX-AM	16.3
3	WKGW-FM	9.2	3	WIBX-AM	16.3	3	WIBQ-FM	9.9
4	WRUN-AM	12.3	4	WTLB-AF	11.0	4	WRUN-AM	12.3
5	WADR-AM	6.7	5	WIBQ-FM	9.9	5	WTLB-AM	11.0

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2693

Rank	Station	Share	Rank	Station	Share	Rank	Station	Share
1	WRUN-AM	1028	1	WTLB-AF	1053	1	WIBX-AM	852
2	WTLB-AF	931	2	WIBX-AM	1012	2	WRUN-AM	818
3	WIBX-AM	907	3	WRUN-AM	985	3	WTLB-AM	778
4	WKGW-FM	649	4	WKGW-FM	590	4	WIBQ-FM	637
5	WIBQ-FM	527	5	WIBQ-FM	478	5	WTLB-FM	464

M-F, 6-10am

Rank	Station	Share	Rank	Station	Share	Rank	Station	Share
1	WIBX-AM	16.3	1	WIBX-AM	16.3	1	WIBX-AM	16.3
2	WTLB-AF	11.0	2	WRUN-AM	12.3	2	WRUN-AM	12.3
3	WRUN-AM	12.3	3	WTLB-AF	11.0	3	WIBX-AM	16.3
4	WKGW-FM	9.2	4	WTLB-AF	11.0	4	WIBQ-FM	9.9
5	WIBQ-FM	9.9	5	WOUR-FM	8.3	5	WOUR-FM	8.3

M-F, 3-7pm

Rank	Station	Share	Rank	Station	Share	Rank	Station	Share
1	WRUN-AM	12.3	1	WRUN-AM	12.3	1	WRUN-AM	12.3
2	WTLB-AF	11.0	2	WTLB-AF	11.0	2	WIBX-AM	16.3
3	WKGW-FM	9.2	3	WIBX-AM	16.3	3	WIBQ-FM	9.9
4	WIBX-AM	16.3	4	WKGW-FM	9.2	4	WIBX-AM	16.3
5	WIBQ-FM	9.9	5	WOUR-FM	8.3	5	WTLB-FM	7.4

Teens
M-S, 6am-Midnight
POP(00): 370

Rank	Station	Share	Rank	Station	Share	Rank	Station	Share
1	WRUN-AM	12.3	1	WRUN-AM	12.3	1	WRUN-AM	12.3
2	WTLB-AF	11.0	2	WTLB-AF	11.0	2	WTLB-FM	7.4
3	WKGW-FM	9.2	3	WOUR-FM	8.3	3	WOUR-FM	8.3
4	WIBX-AM	16.3	4	WIBX-AM	16.3	4	WTLB-AM	11.0
5	WOUR-FM	8.3	5	WIBX-AM	16.3	5	WKGW-FM	9.2

M-F, 6-10am

Rank	Station	Share	Rank	Station	Share	Rank	Station	Share
1	WRUN-AM	12.3	1	WRUN-AM	12.3	1	WRUN-AM	12.3
2	WTLB-AF	11.0	2	WTLB-AF	11.0	2	WTLB-FM	7.4
3	WKGW-FM	9.2	3	WOUR-FM	8.3	3	WOUR-FM	8.3
4	WIBX-AM	16.3	4	WIBX-AM	16.3	4	WTLB-AM	11.0
5	WOUR-FM	8.3	5	WOUR-FM	8.3	5	WKGW-FM	9.2

M-F, 3-7pm

Rank	Station	Share	Rank	Station	Share	Rank	Station	Share
1	WRUN-AM	12.3	1	WRUN-AM	12.3	1	WTLB-FM	7.4
2	WTLB-AF	11.0	2	WTLB-AF	11.0	2	WRUN-AM	12.3
3	WKGW-FM	9.2	3	WKGW-FM	9.2	3	WOUR-FM	8.3
4	WOUR-FM	8.3	4	WOUR-FM	8.3	4	WTLB-AM	11.0
5	WBVM-AM	2.6	5	WIBX-AM	16.3	5	WKGW-FM	9.2

Adults 18-34
M-S, 6am-Midnight
POP(00): 850

Rank	Station	Share	Rank	Station	Share	Rank	Station	Share
1	WRUN-AM	12.3	1	WRUN-AM	12.3	1	WTLB-AM	11.0
2	WTLB-AF	11.0	2	WTLB-AF	11.0	2	WRUN-AM	12.3
3	WKGW-FM	9.2	3	WOUR-FM	8.3	3	WOUR-FM	8.3
4	WOUR-FM	8.3	4	WOUR-FM	8.3	4	WKGW-FM	9.2
5	WIBX-AM	16.3	5	WIBX-AM	16.3	5	WIBQ-FM	9.9

M-F, 6-10am

Rank	Station	Share	Rank	Station	Share	Rank	Station	Share
1	WTLB-AF	11.0	1	WRUN-AM	12.3	1	WTLB-AM	11.0
2	WRUN-AM	12.3	2	WTLB-AF	11.0	2	WRUN-AM	12.3
3	WKGW-FM	9.2	3	WOUR-FM	8.3	3	WOUR-FM	8.3
4	WOUR-FM	8.3	4	WOUR-FM	8.3	4	WIBQ-FM	9.9
5	WIBX-AM	16.3	5	WIBX-AM	16.3	5	WIBX-AM	16.3

M-F, 3-7pm

Rank	Station	Share	Rank	Station	Share	Rank	Station	Share
1	WTLB-AF	11.0	1	WRUN-AM	12.3	1	WRUN-AM	12.3
2	WRUN-AM	12.3	2	WOUR-FM	8.3	2	WTLB-AM	11.0
3	WKGW-FM	9.2	3	WTLB-AF	11.0	3	WOUR-FM	8.3
4	WOUR-FM	8.3	4	WKGW-FM	9.2	4	WKGW-FM	9.2
5	WIBQ-FM	9.9	5	WIBX-AM	16.3	5	WIBQ-FM	9.9

Adults 25-49
M-S, 6am-Midnight
POP(00): 975

Rank	Station	Share	Rank	Station	Share	Rank	Station	Share
1	WTLB-AF	11.0	1	WRUN-AM	12.3	1	WTLB-AM	11.0
2	WIBX-AM	16.3	2	WTLB-AF	11.0	2	WRUN-AM	12.3
3	WRUN-AM	12.3	3	WIBX-AM	16.3	3	WIBQ-FM	9.9
4	WKGW-FM	9.2	4	WKGW-FM	9.2	4	WIBX-AM	16.3
5	WIBQ-FM	9.9	5	WIBQ-FM	9.9	5	WKGW-FM	9.2

M-F, 6-10am

Rank	Station	Share	Rank	Station	Share	
------	---------	-------	------	---------	-------	--

Waco

METRO RANK

156

R&B RATINGS REPORT/1979

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP (00): 1322

	AM '77	AM '78	AM '78	AM '78
1	KH00-FM	16.5	KWTX-FM	16.3
2	KWTX-FM	15.9	WACO-AM	13.2
3	WACO-AM	12.6	KH00-FM	12.6
4	KRZI-AM	12.1	KRZI-AM	12.1
5	WBAP-AM	12.1	KWTX-AM	11.6
6	KWTX-AM	10.4	WBAP-AM	10.0
7	KKIK-AM	4.9	KKIK-AM	4.2
8	KRLD-AM	3.3	WFAA-AM	2.6
9	KEFC-FM	1.6	KRLD-AM	1.6
10	WFAA-AM	1.1	KNFO-FM	1.6
11	KTON-AF	1.1	KKDA-AM	1.1
12	KTON-AF	1.1	KTON-AF	1.1
13	KZEW-FM	1.1	KTON-AF	1.1
14	KAFM-FM	1.1	KZEW-FM	0.5
15	KVIL-AF	0.5	KAFM-FM	0.5
16	KVIL-AF	0.5		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP (00): 1322

	AM '77	AM '78	AM '78	AM '78
1	KH00-FM	30	KWTX-FM	29
2	KWTX-FM	29	WACO-AM	25
3	WACO-AM	23	KH00-FM	24
4	KRZI-AM	22	KRZI-AM	23
5	WBAP-AM	22	KWTX-AM	20

	AM '77	AM '78	AM '78	AM '78
1	KH00-FM		KWTX-FM	
2	KWTX-FM		KWTX-FM	
3	KH00-FM		WACO-AM	
4	WACO-AM		KH00-FM	
5	KRZI-AM		KRZI-AM	

	AM '77	AM '78	AM '78	AM '78
1	KH00-FM		KWTX-FM	
2	KWTX-FM		KH00-FM	
3	KRZI-AM		KRZI-AM	
4	WACO-AM		WBAP-AM	
5	WBAP-AM		WACO-AM	

	AM '77	AM '78	AM '78	AM '78
1	KRZI-AM		KRZI-AM	
2	WACO-AM		WACO-AM	
3	KH00-FM		KH00-FM	
4	KWTX-FM		KKDA-AM	
5	KZEW-FM		KWTX-AM	

	AM '77	AM '78	AM '78	AM '78
1	KRZI-AM		WACO-AM	
2	WACO-AM		KRZI-AM	
3	KH00-FM		KH00-FM	
4	WBAP-AM		KKDA-AM	
5	KWTX-AM		WBAP-AM	

	AM '77	AM '78	AM '78	AM '78
1	KRZI-AM		KRZI-AM	
2	WACO-AM		WACO-AM	
3	KH00-FM		KH00-FM	
4	KWTX-FM		KKIK-AM	
5	KZEW-FM		KZEW-FM	

	AM '77	AM '78	AM '78	AM '78
1	KN00-FM		KRZI-AM	
2	WACO-AM		WACO-AM	
3	KRZI-AM		KH00-FM	
4	WBAP-AM		WBAP-AM	
5	KWTX-FM		KWTX-FM	

	AM '77	AM '78	AM '78	AM '78
1	WACO-AM		WACO-AM	
2	KH00-FM		KRZI-AM	
3	KRZI-AM		KH00-FM	
4	WBAP-AM		KWTX-FM	
5	KWTX-AM		WBAP-AM	

	AM '77	AM '78	AM '78	AM '78
1	KH00-FM		KRZI-AM	
2	KRZI-AM		WACO-AM	
3	WACO-AM		KH00-FM	
4	WBAP-AM		WBAP-AM	
5	KWTX-FM		KWTX-FM	

	AM '77	AM '78	AM '78	AM '78
1	KH00-FM		KH00-FM	
2	WBAP-AM		KWTX-FM	
3	KRZI-AM		WACO-AM	
4	KWTX-FM		WBAP-AM	
5	WACO-AM		KRZI-AM	

	AM '77	AM '78	AM '78	AM '78
1	KH00-FM		KH00-FM	
2	KRZI-AM		WACO-AM	
3	WBAP-AM		KWTX-FM	
4	KWTX-FM		WBAP-AM	
5	KWTX-AM		KRZI-AM	

	AM '77	AM '78	AM '78	AM '78
1	KH00-FM		KH00-FM	
2	WBAP-AM		KWTX-FM	
3	KWTX-FM		KRZI-AM	
4	KRZI-AM		WBAP-AM	
5	WACO-AM		WACO-AM	

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP (00): 1322

	AM '77	AM '78	AM '78	AM '78
1	WACO-AM	497	WACO-AM	480
2	KRZI-AM	418	KWTX-FM	400
3	KWTX-AM	337	KRZI-AM	376
4	KH00-FM	314	KWTX-FM	362
5	WBAP-AM	314	KH00-FM	333

	AM '77	AM '78	AM '78	AM '78
1	KRZI-AM		WACO-AM	
2	WACO-AM		KWTX-AM	
3	KWTX-AM		KRZI-AM	
4	WBAP-AM		KWTX-FM	
5	KH00-FM		KH00-FM	

	AM '77	AM '78	AM '78	AM '78
1	KRZI-AM		WACO-AM	
2	WACO-AM		KRZI-AM	
3	KWTX-FM		KWTX-FM	
4	KH00-FM		KH00-FM	
5	KWTX-AM		KWTX-AM	

	AM '77	AM '78	AM '78	AM '78
1	KRZI-AM		WACO-AM	
2	WACO-AM		KRZI-AM	
3	KH00-FM		KH00-FM	
4	WBAP-AM		WBAP-AM	
5	KKIK-AM		KWTX-AM	

	AM '77	AM '78	AM '78	AM '78
1	KRZI-AM		WACO-AM	
2	WACO-AM		KRZI-AM	
3	KH00-FM		WBAP-AM	
4	WBAP-AM		KH00-FM	
5	KWTX-AM		KKDA-AM	

	AM '77	AM '78	AM '78	AM '78
1	KRZI-AM		KRZI-AM	
2	WACO-AM		WACO-AM	
3	KH00-FM		KH00-FM	
4	WBAP-AM		KKIK-AM	
5	KWTX-FM		KZEW-FM	

	AM '77	AM '78	AM '78	AM '78
1	WACO-AM		KRZI-AM	
2	KRZI-AM		WACO-AM	
3	KH00-FM		KH00-FM	
4	WBAP-AM		KWTX-FM	
5	KWTX-FM		WBAP-AM	

	AM '77	AM '78	AM '78	AM '78
1	KRZI-AM		WACO-AM	
2	WACO-AM		KRZI-AM	
3	KH00-FM		KH00-FM	
4	WBAP-AM		KWTX-FM	
5	KWTX-AM		WBAP-AM	

	AM '77	AM '78	AM '78	AM '78
1	KRZI-AM		WACO-AM	
2	WACO-AM		KRZI-AM	
3	KH00-FM		KH00-FM	
4	WBAP-AM		KKIK-AM	
5	KWTX-AM		KZEW-FM	

	AM '77	AM '78	AM '78	AM '78
1	KRZI-AM		WACO-AM	
2	WACO-AM		KRZI-AM	
3	KH00-FM		KH00-FM	
4	WBAP-AM		WBAP-AM	
5	KWTX-FM		KH00-FM	

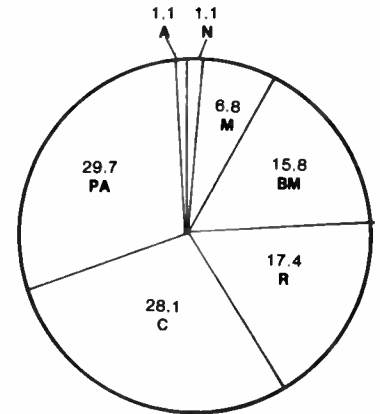
	AM '77	AM '78	AM '78
1	WACO-AM		KH00-FM
2	KH00-FM		WACO-AM
3	KRZI-AM		KWTX-FM
4	WBAP-AM		KRZI-AM
5	KWTX-FM		WBAP-AM

	AM '77	AM '78	AM '78
1	KKZI-AM		WACO-AM
2	KH00-FM		KH00-FM
3	WBAP-AM		KWTX-FM
4	WACO-AM		KRZI-AM
5	KWTX-AM		WBAP-AM

	AM '77	AM '78	AM '78
1	KRZI-AM		KH00-FM
2	KH00-FM		KWTX-FM
3	KWTX-FM		WACO-AM
4	WBAP-AM		KRZI-AM
5	WACO-AM		WBAP-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.

Washington, DC

METRO RANK

8

A/M '79 Market Overview

From our "we shall overcome" department, **WPGC-AM-FM** finally surpassed P/A fixture **WMAL** in 12+ share to lead the market. The Top 40 rocker has broad demo popularity, is number one with teens, adults 18-34, and adults 25-49. **WPGC** aired the "Mystery Voice Contest," giving away a Mustang and \$1000 cash.

ABC's WMAL skews older than **WPGC**, but still ranks second in adults 25-49. The AM drive air team of **Hardin & Weaver** is a Washington institution, as **WMAL** owns 17 share of the morning drive pie. Station needs to broaden demos in order to restore 12+ leadership.

Greater Media's WGAY-AM-FM had an up book, ranking third in overall share. Beautiful Music sound landed stations in fourth spot in popularity among adults 25-49.

WASH (P/A) enjoyed an up book. **WASH** was third in appeal to adults 25-49, also came in third in rankings for adults 18-34. The **Metromedia** station gave away trips to Disneyworld as an on-air promotion.

AOR leader **WWDC (DC101)** back on the right track after several down books. It helped that **ABC's FM, WRQX**, switched from AOR to Top 40, thus abandoning a chunk of AOR listeners who probably went back to the familiar **WWDC-FM**. **DC101** ranked fourth 18-34 adults, third with men 18-34.

Black-formatted **WOL** was the only Black station to have an up book in the Spring. **WOL** has now enjoyed two consecutive upswings as male shares increased in this book. **WOL** promoted extensively, giving away \$9000 worth of food and using its "Treasure Truck" to help keep the station visible in the market.

Remember that many of the Washington, DC area stations ran on-air diary announcements during the Arbitron sweep.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 24981

AM '78	ON '78	JF '78	AM '78
1 WMAL-AM 10.1	WMAL-AM 11.2	WMAL-AM 10.6	WPGC-FM (R) 9.8
2 WPGC-AM 9.2	WPGC-AM 11.2	WPGC-AM 10.5	WMAL-AM (P) 9.5
3 WPGC-FM 7.8	WPGC-FM 9.1	WPGC-FM 9.4	WGAY-FM (M) 8.0
4 WASH-FM 6.6	WGAY-FM 7.0	WGAY-FM 7.0	WEEK-FM (M) 6.0
5 WOOK-FM 6.5	WEEK-FM 6.6	WEEK-FM 6.8	WHUR-FM (M) 5.9
6 WGAY-FM 5.8	WASH-FM 5.7	WHUR-FM 6.4	WASH-FM (P) 5.7
7 WHUR-FM 5.4	WHUR-FM 4.7	WWDC-FM 4.7	WWDC-FM (A) 5.3
8 WJMD-FM 5.2	WJMD-FM 4.6	WTOP-AM 4.5	WJMD-FM (M) 4.6
9 WWDC-FM 4.0	WWDC-FM 4.3	WJMD-FM 4.4	WTOP-AM (P) 4.2
10 WMZQ-FM 4.0	WRC -AM 3.5	WASH-FM 4.2	WOL -AM (M) 3.4
11 WTOP-AM 3.7	WRQX-FM 3.5	WRC -AM 3.7	WMZQ-FM (C) 3.0
12 WRQX-FM 3.7	WTOP-AM 3.3	WMZQ-FM 3.5	WPIK-AM (C) 3.0
13 WGMS-AF 3.5	WKYS-FM 3.2	WGMS-AF 3.4	WAVA-FM (A) 2.8
14 WRC -AM 3.2	WMZQ-FM 3.1	WKYS-FM 3.0	WGMS-FM (C) 2.6
15 WKYS-FM 2.5	WGMS-AF 2.9	WOL -AM (M) 2.5	WRC -AM (M) 2.5
16 WPIK-AM 2.5	WEZR-FM 2.7	WRQX-FM 2.6	WKYS-FM (M) 2.4
17 WGAY-AM 2.4	WGMS-FM 2.4	WGMS-FM 2.3	WRQX-FM (P) 2.1
18 WWDC-AM 2.4	WOL -AM 2.2	WYCB-AM 2.1	WWDC-AM (P) 1.5
19 WGMS-FM 2.2	WPGC-AM 2.1	WAVA-FM 2.0	WHFS-FM (A) 1.5
20 WEZR-FM 2.1	WWDC-AM 2.0	WEZR-FM 1.8	WUST-AM (M) 1.5
21 WOL -AM 2.1	WPIK-AM 1.8	WWDC-AM 1.6	WEZR-FM (M) 1.3
22 WAVA-FM 1.7	WHFS-FM 1.7	WUST-AM 1.4	WPGC-AM (M) 1.3
23 WUST-AM 1.5	WAVA-FM 1.4	WXRA-FM 1.3	WYCB-AM (M) 1.3
24 WPGC-AM 1.4	WUST-AM 1.3	WGMS-AM 1.1	WGAY-AM (M) 0.9
25 WGMS-AM 1.3	WGAY-AM 1.1	WPGC-AM 1.1	WXRA-FM (C) 0.8
26 WETA-FM 1.3	WXRA-FM 0.9	WHFS-FM 1.0	WEAM-AM (M) 0.8
27 WEAM-AM 1.2	WYCB-AM 0.7	WPIK-AM 0.8	WGMS-AM (C) 0.6
28 WXRA-FM 0.9	WDON-AM 0.6	WGAY-AM 0.6	WXTR-FM (M) 0.6
29 WEEL-AM 0.9	WFAX-AM 0.6	WSHD-AF 0.6	WLIF-FM (M) 0.4
30 WHFS-FM 0.8	WEEL-AM 0.6	WXTR-FM 0.5	WEEL-AM (M) 0.4

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 24981

AM '78	ON '78	JF '78	AM '78
1 WMAL-AM 412	WMAL-AM 450	WMAL-AM 440	WPGC-FM 412
2 WPGC-AM 374	WPGC-AM 450	WPGC-AM 434	WMAL-AM 396
3 WPGC-FM 318	WPGC-FM 366	WPGC-FM 389	WGAY-FM 334
4 WASH-FM 270	WGAY-FM 281	WGAY-FM 290	WEEK-FM 253
5 WOOK-FM 264	WEEK-FM 265	WEEK-FM 283	WHUR-FM 248
6 WGAY-FM 237	WASH-FM 230	WHUR-FM 265	WASH-FM 237
7 WHUR-FM 220	WHUR-FM 191	WWDC-FM 195	WWDC-FM 224
8 WJMD-FM 214	WJMD-FM 186	WTOP-AM 188	WJMD-FM 191
9 WWDC-FM 164	WWDC-FM 172	WJMD-FM 183	WTOP-AM 177
10 WMZQ-FM 164	WRC -AM 140	WASH-FM 175	WOL -AM 142

M-F, 6-10am

1 WMAL-AM	WMAL-AM	WMAL-AM	WMAL-AM
2 WPGC-AM	WPGC-AM	WPGC-AM	WPGC-AM
3 WPGC-FM	WPGC-FM	WPGC-FM	WGAY-FM
4 WASH-FM	WASH-FM	WTOP-AM	WASH-FM
5 WTOP-AM	WGAY-AM	WGAY-AM	WTOP-AM
6 WGAY-FM	WTOP-AM	WGAY-FM	WHUR-FM
7 WOOK-FM	WGAY-FM	WHUR-FM	WWDC-FM
8 WRC -AM	WEEK-FM	WASH-FM	WEEK-FM
9 WHUR-FM	WRC -AM	WEEK-FM	WJMD-FM
10 WJMD-FM	WJMD-FM	WRC -AM	WOL -AM

M-F, 3-7pm

1 WPGC-AM	WPGC-AM	WMAL-AM	WPGC-FM
2 WPGC-FM	WPGC-FM	WPGC-AM	WMAL-AM
3 WOOK-FM	WMAL-AM	WPGC-FM	WGAY-FM
4 WMAL-AM	WGAY-AM	WEEK-FM	WEEK-FM
5 WASH-FM	WEEK-FM	WGAY-AM	WASH-FM
6 WHUR-FM	WGAY-FM	WGAY-FM	WJMD-FM
7 WGAY-FM	WASH-FM	WHUR-FM	WWDC-FM
8 WJMD-FM	WJMD-FM	WTOP-AM	WHUR-FM
9 WRQX-FM	WRC -AM	WRC -AM	WTOP-AM
10 WWDC-FM	WWDC-FM	WWDC-FM	WMZQ-FM

Teens

M-S, 6am-Midnight

POP(00): 2439

AM '78	ON '78	JF '78	AM '78
1 WPGC-AM	WPGC-AM	WPGC-AM	WPGC-FM
2 WPGC-FM	WPGC-FM	WPGC-FM	WEEK-FM
3 WOOK-FM	WEEK-FM	WEEK-FM	WWDC-FM
4 WWDC-FM	WWDC-FM	WRQX-FM	WRQX-FM
5 WRQX-FM	WRQX-FM	WRQX-FM	WOL -AM
6 WASH-FM	WWDC-AM	WHUR-FM	WAVA-FM
7 WWDC-AM	WKYS-FM	WOL -AM	WHUR-FM
8 WMZQ-FM	WPGC-AM	WASH-FM	WWDC-AM
9 WPGC-AM	WMZQ-FM	WAVA-FM	WKYS-FM
10 WEAM-AM	WAVA-FM	WMZQ-FM	WASH-FM

M-F, 6-10am

1 WPGC-AM	WPGC-AM	WPGC-AM	WPGC-FM
2 WPGC-FM	WPGC-FM	WPGC-FM	WEEK-FM
3 WOOK-FM	WEEK-FM	WEEK-FM	WWDC-FM
4 WRQX-FM	WRQX-FM	WRQX-FM	WRQX-FM
5 WWDC-FM	WRQX-FM	WOL -AM	WOL -AM
6 WASH-FM	WWDC-AM	WMAL-AM	WMAL-AM
7 WWDC-AM	WKYS-FM	WASH-FM	WWDC-AM
8 WMZQ-FM	WOL -AM	WHUR-FM	WAVA-FM
9 WEAM-AM	WMAL-AM	WMAL-AM	WEAM-AM
10 WPGC-AM	WPGC-AM	WAVA-FM	WASH-FM

M-F, 3-7pm

1 WPGC-AM	WPGC-AM	WPGC-AM	WPGC-FM
2 WPGC-FM	WPGC-FM	WPGC-FM	WEEK-FM
3 WOOK-FM	WEEK-FM	WEEK-FM	WWDC-FM
4 WRQX-FM	WRQX-FM	WRQX-FM	WRQX-FM
5 WWDC-FM	WWDC-FM	WWDC-FM	WOL -AM
6 WASH-FM	WKYS-FM	WOL -AM	WAVA-FM
7 WWDC-AM	WWDC-AM	WASH-FM	WHUR-FM
8 WMZQ-FM	WAVA-FM	WAVA-FM	WWDC-AM
9 WEAM-AM	WPGC-AM	WHUR-FM	WKYS-FM
10 WEEL-AM	WAVA-FM	WPGC-AM	WEAM-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 10033

AM '78	ON '78	JF '78	AM '78
1 WHUR-FM	WPGC-AM	WPGC-AM	WPGC-FM
2 WASH-FM	WPGC-FM	WPGC-FM	WHUR-FM
3 WPGC-AM	WASH-FM	WASH-FM	WASH-FM
4 WOOK-FM	WHUR-FM	WEEK-FM	WWDC-FM
5 WPGC-FM	WEEK-FM	WEEK-FM	WEEK-FM
6 WWDC-FM	WWDC-FM	WASH-FM	WAVA-FM
7 WRQX-FM	WRQX-FM	WKYS-FM	WOL -AM
8 WMZQ-FM	WKYS-FM	WMZQ-FM	WKYS-FM
9 WKYS-FM	WMAL-AM	WMAL-AM	WMAL-AM
10 WMAL-AM	WHFS-FM	WOL -AM	WHFS-FM

M-F, 6-10am

1 WASH-FM	WPGC-AM	WPGC-AM	WPGC-FM
2 WPGC-AM	WASH-FM	WPGC-FM	WASH-FM
3 WMAL-AM	WPGC-FM	WASH-FM	WHUR-FM
4 WHUR-FM	WMAL-AM	WHUR-FM	WWDC-FM
5 WPGC-FM	WHUR-FM	WWDC-FM	WMAL-AM
6 WOOK-FM	WWDC-FM	WEEK-FM	WEEK-FM
7 WWDC-FM	WEEK-FM	WMAL-AM	WTOP-AM
8 WMZQ-FM	WKYS-FM	WKYS-FM	WOL -AM
9 WRQX-FM	WOL -AM	WOL -AM	WKYS-FM
10 WKYS-FM	WRQX-FM	WRC -AM	WAVA-FM

M-F, 3-7pm

1 WOOK-FM	WPGC-AM	WPGC-AM	WPGC-FM
2 WHUR-FM	WPGC-FM	WPGC-FM	WASH-FM
3 WPGC-AM	WASH-FM	WEEK-FM	WWDC-FM
4 WRQX-FM	WEEK-FM	WHUR-FM	WEEK-FM
5 WPGC-FM	WHUR-FM	WWDC-FM	WHUR-FM
6 WASH-FM	WWDC-FM	WASH-FM	WAVA-FM
7 WWDC-FM	WRQX-FM	WKYS-FM	WOL -AM
8 WKYS-FM	WHFS-FM	WMAL-AM	WMAL-AM
9 WMZQ-FM	WKYS-FM	WMZQ-FM	WJMD-FM
10 WOL -AM	WMAL-AM	WOL -AM	WHFS-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 11302

AM '78	ON '78	JF '78	AM '78
1 WMAL-AM	WMAL-AM	WMAL-AM	WPGC-FM
2 WASH-FM	WASH-FM	WASH-FM	WMAL-AM
3 WHUR-FM	WPGC-AM	WPGC-AM	WASH-FM
4 WGAY-FM	WPGC-FM	WPGC-FM	WGAY-FM
5 WJMD-FM	WHUR-FM	WGAY-FM	WHUR-FM
6 WPGC-AM	WEEK-FM	WASH-FM	WHUR-FM
7 WMZQ-FM	WPGC-FM	WEEK-FM	WMZQ-FM
8 WOOK-FM	WJMD-FM	WRC -AM	WTOP-AM
9 WPGC-FM	WMZQ-FM	WMZQ-FM	WJMD-FM
10 WGMS-AF	WEZR-FM	WTOP-AM	WPIK-AM

M-F, 6-10am

1 WMAL-AM	WMAL-AM	WMAL-AM	WMAL-AM
2 WASH-FM	WPGC-AM	WPGC-AM	WPGC-FM
3 WGAY-FM	WASH-FM	WPGC-FM	WASH-FM
4 WTOP-AM	WPGC-FM	WHUR-FM	WGAY-FM
5 WHUR-FM	WGAY-AM	WGAY-AM	WTOP-AM
6 WMZQ-FM	WGAY-FM	WTOP-AM	WHUR-FM
7 WJMD-FM	WWDC-FM	WGAY-AM	WMZQ-FM
8 WPGC-AM	WHUR-FM	WGAY-FM	WWDC-FM
9 WOOK-FM	WEEK-FM	WRC -AM	WJMD-FM
10 WGMS-AF	WMZQ-FM	WEEK-FM	WEEK-FM

M-F, 3-7pm

1	WMAL-AM	WMAL-AM	WMAL-AM	WMAL-AM
2	WASH-FM	WGAY-AM	WPGC-FM	WASH-FM
3	WHUR-FM	WASH-FM	WPGC-FM	WPGC-FM
4	WQOK-FM	WPGC-AM	WGAY-AM	WPGC-FM
5	WGAY-FM	WGAY-FM	WHUR-FM	WHUR-FM
6	WPGC-AM	WQOK-FM	WMZQ-FM	WMZQ-FM
7	WJMD-FM	WPGC-FM	WGAY-AM	WHUR-FM
8	WMZQ-FM	WPGC-FM	WRC -AM	WJMD-FM
9	WPGC-FM	WMZQ-FM	WASH-FM	WPIK-AM
10	WGMS-AM	WHUR-FM	WQOK-FM	WQOK-FM
		WKYS-FM	WMZQ-FM	WTOP-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 24981

AM '78	ON '78	JF '78	AM '79
1 WMAL-AM	6026	WMAL-AM	6254
2 WPGC-AM	5539	WPGC-AM	5895
3 WPGC-FM	4895	WPGC-FM	5178
4 WASH-FM	3738	WQOK-FM	3826
5 WQOK-FM	3649	WGAY-FM	3676
6 WTOP-AM	3489	WASH-FM	3440
7 WGAY-FM	3142	WTOP-AM	3023
8 WQDC-FM	3017	WQDC-FM	2994
9 WHUR-FM	2898	WRC -AM	2715
10 WGMS-AM	2843	WRQX-FM	2637
		WRC -AM	2753
		WPGC-FM	5818
		WPGC-AM	5756
		WPGC-FM	5378
		WQOK-FM	3871
		WTOP-AM	3366
		WGAY-FM	3731
		WQDC-FM	3554
		WASH-FM	3472
		WQOK-FM	3190
		WHUR-FM	2952
		WKYS-FM	2654
		WJMD-FM	2444

M-F, 6-10am

1	WMAL-AM	WMAL-AM	WMAL-AM	WMAL-AM
2	WPGC-AM	WPGC-AM	WPGC-AM	WPGC-FM
3	WPGC-FM	WPGC-FM	WPGC-FM	WPGC-FM
4	WTOP-AM	WASH-FM	WTOP-AM	WASH-FM
5	WASH-FM	WQOK-FM	WTOP-AM	WASH-FM
6	WQOK-FM	WGAY-AM	WQOK-FM	WQOK-FM
7	WRC -AM	WTOP-AM	WQOK-FM	WQOK-FM
8	WGAY-FM	WRC -AM	WQOK-FM	WQOK-FM
9	WGMS-AM	WQDC-FM	WHUR-FM	WHUR-FM
10	WQDC-FM	WGAY-FM	WQDC-FM	WJMD-FM

M-F, 3-7pm

1	WPGC-AM	WPGC-AM	WPGC-AM	WPGC-FM
2	WPGC-FM	WPGC-FM	WMAL-AM	WMAL-AM
3	WMAL-AM	WPGC-FM	WGAY-FM	WGAY-FM
4	WQOK-FM	WQOK-FM	WQOK-FM	WASH-FM
5	WASH-FM	WASH-FM	WGAY-AM	WASH-FM
6	WGAY-FM	WGAY-AM	WGAY-FM	WQOK-FM
7	WQDC-FM	WGAY-FM	WQDC-FM	WTOP-AM
8	WRQX-FM	WQDC-FM	WHUR-FM	WHUR-FM
9	WGMS-AM	WRQX-FM	WASH-FM	WJMD-FM
10	WTOP-AM	WJMD-FM	WTOP-AM	WAVA-FM

Teens
M-S, 6am-Midnight
POP(00): 3439

AM '78	ON '78	JF '78	AM '79
1	WPGC-AM	WPGC-AM	WPGC-FM
2	WPGC-FM	WPGC-AM	WQDC-FM
3	WQOK-FM	WQOK-FM	WRQX-FM
4	WQDC-FM	WQDC-FM	WQOK-FM
5	WRQX-FM	WRQX-FM	WQDC-FM
6	WASH-FM	WASH-FM	WQDC-FM
7	WQDC-AM	WKYS-FM	WQDC-FM
8	WPGC-AM	WQDC-AM	WASH-FM
9	WOL -AM	WMAL-AM	WQDC-AM
10	WEAM-AM	WPGC-AM	WMAL-AM

M-F, 6-10am

1	WPGC-AM	WPGC-AM	WPGC-FM
2	WPGC-FM	WPGC-AM	WQDC-FM
3	WQOK-FM	WQOK-FM	WQOK-FM
4	WRQX-FM	WQDC-FM	WRQX-FM
5	WQDC-FM	WRQX-FM	WRQX-FM
6	WASH-FM	WQDC-AM	WMAL-AM
7	WQDC-AM	WKYS-FM	WOL -AM
8	WEAM-AM	WPGC-AM	WMAL-AM
9	WPGC-AM	WASH-FM	WQDC-AM
10	WMAL-AM	WOL -AM	WKYS-FM
		WASH-FM	WASH-FM

M-F, 3-7pm

1	WPGC-AM	WPGC-AM	WPGC-FM
2	WPGC-FM	WPGC-FM	WQOK-FM
3	WQOK-FM	WQOK-FM	WQDC-FM
4	WQDC-FM	WRQX-FM	WRQX-FM
5	WRQX-FM	WRQX-FM	WQDC-FM
6	WASH-FM	WQDC-AM	WQDC-FM
7	WQDC-AM	WPGC-AM	WQDC-FM
8	WEAM-AM	WKYS-FM	WQDC-FM
9	WPGC-AM	WASH-FM	WQDC-FM
10	WOL -AM	WAVA-FM	WHUR-FM
		WHUR-FM	WEAM-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 10033

AM '78	ON '78	JF '78	AM '79
1	WPGC-AM	WPGC-AM	WPGC-FM
2	WASH-FM	WPGC-FM	WQDC-FM
3	WPGC-FM	WASH-FM	WASH-FM
4	WQDC-FM	WQOK-FM	WHUR-FM
5	WQOK-FM	WQDC-FM	WQOK-FM
6	WHUR-FM	WHUR-FM	WASH-FM
7	WRQX-FM	WRQX-FM	WKYS-FM
8	WKYS-FM	WMAL-AM	WAVA-FM
9	WMAL-AM	WKYS-FM	WMAL-AM
10	WOL -AM	WAVA-FM	WRQX-FM
		WAVA-FM	WTOP-AM

M-F, 6-10am

1	WPGC-AM	WPGC-AM	WPGC-FM
2	WASH-FM	WPGC-FM	WASH-FM
3	WQDC-FM	WASH-FM	WQDC-FM
4	WQOK-FM	WQOK-FM	WASH-FM
5	WPGC-FM	WQDC-FM	WQOK-FM
6	WHUR-FM	WHUR-FM	WQOK-FM
7	WKYS-FM	WRQX-FM	WMAL-AM
8	WRQX-FM	WMAL-AM	WKYS-FM
9	WMAL-AM	WKYS-FM	WAVA-FM
10	WQDC-AM	WOL -AM	WTOP-AM
		WAVA-FM	WQDC-FM

M-F, 3-7pm

1	WPGC-AM	WPGC-AM	WPGC-FM
2	WQOK-FM	WPGC-FM	WASH-FM
3	WPGC-FM	WASH-FM	WQDC-FM
4	WQDC-FM	WQOK-FM	WQOK-FM
5	WRQX-FM	WQDC-FM	WHUR-FM
6	WASH-FM	WRQX-FM	WKYS-FM
7	WHUR-FM	WHUR-FM	WASH-FM
8	WQDC-AM	WKYS-FM	WMAL-AM
9	WOL -AM	WQDC-AM	WRQX-FM
10	WKYS-FM	WMAL-AM	WAVA-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 11302

AM '78	ON '78	JF '78	AM '79
1	WMAL-AM	WMAL-AM	WMAL-AM
2	WPGC-AM	WPGC-AM	WPGC-FM
3	WASH-FM	WPGC-FM	WPGC-FM
4	WGAY-FM	WPGC-FM	WASH-FM
5	WHUR-FM	WPGC-FM	WASH-FM
6	WPGC-FM	WQOK-FM	WPGC-FM
7	WTOP-AM	WQOK-FM	WTOP-AM
8	WGMS-AM	WTOP-AM	WGAY-FM
9	WJMD-FM	WRC -AM	WQOK-FM
10	WQOK-FM	WKYS-FM	WRC -AM
		WRC -AM	WMZQ-FM

M-F, 6-10am

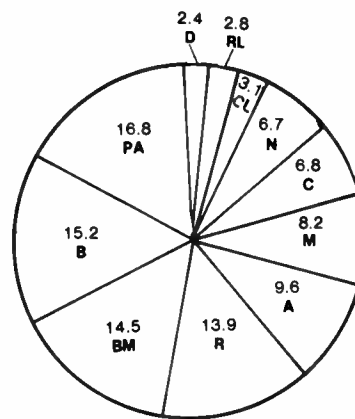
1	WMAL-AM	WMAL-AM	WMAL-AM
2	WASH-FM	WASH-FM	WPGC-AM
3	WTOP-AM	WPGC-AM	WPGC-FM
4	WGAY-FM	WPGC-FM	WASH-FM
5	WPGC-AM	WTOP-AM	WTOP-AM
6	WGMS-AM	WGAY-AM	WHUR-FM
7	WHUR-FM	WQOK-FM	WGAY-AM
8	WJMD-FM	WRC -AM	WGAY-FM
9	WRC -AM	WGAY-FM	WGMS-AM
10	WMZQ-FM	WHUR-FM	WQOK-FM

M-F, 3-7pm

1	WMAL-AM	WMAL-AM	WMAL-AM
2	WPGC-AM	WASH-FM	WASH-FM
3	WGAY-FM	WPGC-AM	WPGC-FM
4	WQOK-FM	WGAY-AM	WHUR-FM
5	WASH-FM	WPGC-FM	WGAY-AM
6	WGMS-AM	WGAY-FM	WGAY-FM
7	WPGC-FM	WQOK-FM	WTOP-AM
8	WHUR-FM	WHUR-FM	WASH-FM
9	WJMD-FM	WRC -AM	WGMS-AM
10	WTOP-AM	WGMS-AM	WRC -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 time you got to know him on a first name basis.

KENNY

LWAK-979

*The New KENNY ROGERS Album Includes
The Single "You Decorated My Life"*

Produced by Larry Butler
Management: Kragen & Co.

On United Artists Records and Tapes 

KENNY ROGERS TOUR—*September*: 14-16, (Universal Amphitheater) Los Angeles, California 17, Phoenix, Arizona 18, Amarillo, Texas 19-20, Albuquerque, New Mexico 21, Austin, Texas 22, Wichita, Kansas 23, Waterloo, Iowa 24, Jackson, Mississippi 25, Memphis, Tennessee 26, Shreveport, Louisiana • *October*: 5, Lexington, Kentucky 6, Cleveland, Ohio 8, Host—Country Music Awards—CBS-TV, Nashville, Tennessee 10, Nashville, Tennessee 12, Huntsville, Alabama 13, New Orleans, Louisiana 14, Atlanta, Georgia week of the 15th, (Muppet Show) check your local listings 18, Springfield, Ohio 19, Columbia, Missouri 20, Louisville, Kentucky 21, St. Louis, Missouri 25-31, Atlantic City, New Jersey • *November*: 1, Cincinnati, Ohio 2, Terre Haute, Indiana 3, Evansville, Indiana 4, Toledo, Ohio 12, Filming of "The Gambler" Movie for CBS-TV, week of 12th, TV Special—Kenny Rogers & The American Cowboy—CBS-TV, check your local listings

© 1979 United Artists Records

Waterloo-Cedar Falls

METRO RANK

161

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1126

A/M '77	A/M '78	A/M '79			
1 KWNL-AM	35.7	KWNL-AM	32.7	KWNL-AM	33.5
2 KFHW-FM	15.7	KXEL-AM	15.4	KXEL-AM	15.5
3 KXEL-AM	12.1	KFMW-FM	13.5	KFMW-FM	13.7
4 WMT -AM	7.9	KXEL-FM	9.6	KXEL-FM	11.2
5 KXEL-FM	6.4	KCFI-AM	6.4	KCFI-AM	6.2
6 KCFI-AM	5.0	WMT -AM	4.5	KLEU-AM	3.7
7 KLEU-AM	3.6	KLEU-AM	3.8	WMT -AM	2.5
8 KOEL-FM	2.9	WHD -AM	2.6	WHD -AM	2.5
9 WHD -AM	2.1	KOEL-FM	1.9	KQCR-FM	1.2
10 KOEL-AM	0.7	KQCR-FM	1.3	KOEL-FM	1.2

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1126

A/M '77	A/M '78	A/M '79			
1 KWNL-AM	50	KWNL-AM	51	KWNL-AM	54
2 KFHW-FM	22	KXEL-AM	24	KXEL-AM	25
3 KXEL-AM	17	KFMW-FM	21	KFMW-FM	22
4 WMT -AM	11	KXEL-FM	15	KXEL-FM	18
5 KXEL-FM	9	KCFI-AM	10	KCFI-AM	10

M-F, 6-10am

1 KWNL-AM	KWNL-AM	KWNL-AM
2 KXEL-AM	KXEL-AM	KXEL-AM
3 KFHW-FM	KFMW-FM	KFMW-FM
4 WMT -AM	KXEL-FM	KXEL-FM
5 KXEL-FM	KCFI-AM	KCFI-AM

M-F, 3-7pm

1 KWNL-AM	KWNL-AM	KWNL-AM
2 KFHW-FM	KXEL-AM	KXEL-AM
3 KXEL-AM	KFMW-FM	KFMW-FM
4 KXEL-FM	KXEL-FM	KXEL-FM
5 WMT -AM	KCFI-AM	KCFI-AM

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

A/M '77	A/M '78	A/M '79
1 KWNL-AM	KWNL-AM	KWNL-AM
2 KLEU-AM	KXEL-FM	KXEL-FM
3 KXEL-FM	KCFI-AM	KLEU-AM
4 KCFI-AM	KLEU-AM	KCFI-AM
5 KXEL-AM	KXEL-AM	KXEL-AM

M-F, 6-10am

1 KWNL-AM	KWNL-AM	KWNL-AM
2 KXEL-FM	KXEL-FM	KXEL-FM
3 KLEU-AM	KLEU-AM	KLEU-AM
4 KXEL-AM	KXEL-AM	KCFI-AM
5 KCFI-AM	KCFI-AM	KXEL-AM

M-F, 3-7pm

1 KWNL-AM	KWNL-AM	KWNL-AM
2 KLEU-AM	KXEL-FM	KXEL-FM
3 KOEL-FM	KXEL-AM	KLEU-AM
4 KCFI-AM	KCFI-AM	KCFI-AM
5 KXEL-AM	KLEU-AM	KXEL-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 435

A/M '77	A/M '78	A/M '79
1 KWNL-AM	KWNL-AM	KWNL-AM
2 KFHW-FM	KXEL-AM	KXEL-FM
3 KCFI-AM	KXEL-FM	KXEL-AM
4 KXEL-AM	KCFI-AM	KCFI-AM
5 KXEL-FM	KFMW-FM	KFMW-FM

M-F, 6-10am

1 KWNL-AM	KWNL-AM	KWNL-AM
2 KXEL-AM	KXEL-AM	KXEL-AM
3 KFHW-FM	KXEL-FM	KXEL-FM
4 KXEL-AM	KCFI-AM	KCFI-AM
5 KCFI-AM	KFMW-FM	KFMW-FM

M-F, 3-7pm

1 KWNL-AM	KWNL-AM	KWNL-AM
2 KFHW-FM	KXEL-AM	KXEL-FM
3 KXEL-FM	KXEL-FM	KXEL-AM
4 KXEL-AM	KCFI-AM	KCFI-AM
5 KCFI-AM	KFMW-FM	KFMW-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 423

A/M '77	A/M '78	A/M '79
1 KWNL-AM	KWNL-AM	KWNL-AM
2 KXEL-AM	KXEL-AM	KXEL-AM
3 KFHW-FM	KFMW-FM	KFMW-FM
4 KCFI-AM	KCFI-AM	KCFI-AM
5 KOEL-FM	KOEL-FM	KXEL-FM

M-F, 6-10am

1 KWNL-AM	KWNL-AM	KWNL-AM
2 KXEL-AM	KXEL-AM	KXEL-AM
3 KFHW-FM	KFMW-FM	KFMW-FM
4 KOEL-FM	KCFI-AM	KXEL-FM
5 KCFI-AM	KXEL-FM	KCFI-AM

M-F, 3-7pm

1 KWNL-AM	KXEL-AM	KWNL-AM
2 KFHW-FM	KWNL-AM	KXEL-AM
3 KXEL-AM	KFMW-FM	KFMW-FM
4 KXEL-FM	KOEL-FM	KXEL-FM
5 KCFI-AM	KXEL-FM	KCFI-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1126

A/M '77	A/M '78	A/M '79			
1 KWNL-AM	696	KWNL-AM	758	KWNL-AM	774
2 KXEL-AM	500	KXEL-AM	541	KXEL-AM	543
3 KCFI-AM	191	KXEL-FM	188	KCFI-AM	341
4 KFHW-FM	187	KCFI-AM	240	KFMW-FM	358
5 KLEU-AM	183	KFMW-FM	253	KLEU-AM	252

M-F, 6-10am

1 KWNL-AM	KWNL-AM	KWNL-AM
2 KXEL-AM	KXEL-AM	KXEL-AM
3 KFHW-FM	KXEL-FM	KXEL-FM
4 KXEL-FM	KCFI-AM	KFMW-FM
5 KCFI-AM	KFMW-FM	KCFI-AM

M-F, 3-7pm

1 KWNL-AM	KWNL-AM	KWNL-AM
2 KXEL-AM	KXEL-FM	KXEL-AM
3 KFHW-FM	KXEL-AM	KXEL-FM
4 KXEL-FM	KFMW-FM	KFMW-FM
5 WMT -AM	KCFI-AM	KLEU-AM

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

A/M '77	A/M '78	A/M '79
1 KWNL-AM	KWNL-AM	KWNL-AM
2 KLEU-AM	KXEL-FM	KXEL-FM
3 KXEL-FM	KCFI-AM	KLEU-AM
4 KXEL-AM	KLEU-AM	KCFI-AM
5 KCFI-AM	KXEL-AM	KXEL-AM

M-F, 6-10am

1 KWNL-AM	KWNL-AM	KWNL-AM
2 KXEL-FM	KXEL-FM	KXEL-FM
3 KLEU-AM	KCFI-AM	KCFI-AM
4 KXEL-AM	KLEU-AM	KLEU-AM
5 KCFI-AM	KXEL-AM	KXEL-AM

M-F, 3-7pm

1 KWNL-AM	KWNL-AM	KWNL-AM
2 KLEU-AM	KXEL-FM	KXEL-FM
3 KXEL-FM	KCFI-AM	KLEU-AM
4 KOEL-FM	KXEL-AM	KQCR-FM
5 KXEL-AM	KFMW-FM	KXEL-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 435

A/M '77	A/M '78	A/M '79
1 KWNL-AM	KWNL-AM	KWNL-AM
2 KCFI-AM	KXEL-FM	KXEL-FM
3 KXEL-AM	KCFI-AM	KLEU-AM
4 KXEL-FM	KXEL-AM	KXEL-AM
5 KLEU-AM	KLEU-AM	KCFI-AM

M-F, 6-10am

1 KWNL-AM	KWNL-AM	KWNL-AM
2 KCFI-AM	KXEL-AM	KXEL-FM
3 KXEL-AM	KXEL-FM	KXEL-AM
4 KXEL-FM	KCFI-AM	KCFI-AM
5 KFHW-FM	KLEU-AM	KLEU-AM

M-F, 3-7pm

1 KWNL-AM	KWNL-AM	KWNL-AM
2 KXEL-FM	KXEL-FM	KXEL-FM
3 KXEL-AM	KXEL-AM	KXEL-AM
4 KCFI-AM	KCFI-AM	KLEU-AM
5 KFHW-FM	KLEU-AM	KCFI-AM

Adults 25-49 M-S, 6am-Midnight POP(00): 423

A/M '77	A/M '78	A/M '79
1 KWNL-AM	KWNL-AM	KWNL-AM
2 KXEL-AM	KXEL-AM	KXEL-AM
3 KCFI-AM	KFMW-FM	KXEL-FM
4 KFHW-FM	KCFI-AM	KCFI-AM
5 KLEU-AM	KXEL-FM	KFMW-FM

M-F, 6-10am

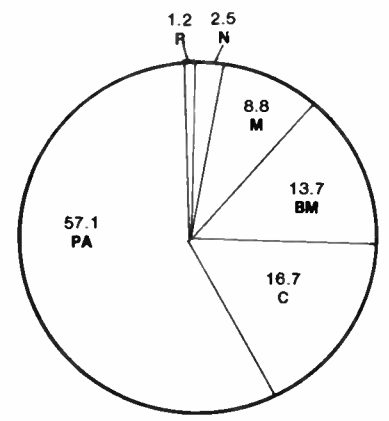
1 KWNL-AM	KWNL-AM	KWNL-AM
2 KXEL-AM	KXEL-AM	KXEL-AM
3 KCFI-AM	KCFI-AM	KXEL-FM
4 KFHW-FM	KFMW-FM	KFMW-FM
5 WMT -AM	KXEL-FM	KCFI-AM

M-F, 3-7pm

1 KWNL-AM	KWNL-AM	KWNL-AM
2 KXEL-AM	KXEL-AM	KXEL-AM
3 KFHW-FM	KFMW-FM	KXEL-FM
4 KCFI-AM	KCFI-AM	KFMW-FM
5 WMT -AM	KOEL-FM	KCFI-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.

YOU CAN ORDER MORE COPIES OF



only \$12.50 each

SEE ORDER FORM IN BACK OF BOOK

West Palm Beach-Boca Raton

METRO RANK

68

A/M '79 Market Overview

Perennially strong Beautiful Music station WEAT-FM again leads the market with a 12+ share over 17. The station is number two 25-49, number one 35-64. Schulke format has been number one in the market ever since WEAT-FM began airing it a decade ago. WEAT-FM used TV and billboards to remain visible in West Palm metro.

Number two in 12+ share is Country WIRK-FM. Numbers declined slightly but WIRK-FM is still dominant among adults 25-49 and 18-34. Male shares slipped this time while female numbers held fairly firm for WIRK-FM.

Dancemusic may be a hit in staid West Palm Beach if the numbers achieved by WPOM are any indication. WPOM increased its 12+ share 100%, ranks third among adults 18-34, and is the top local station among teens. Most of the increase in this book came about through boosts in teens and female shares.

WPBR, News/Talk Radio for the West Palm area, moved up more than two shares in the recent survey. WPBR features live talk, two-way radio; trivia contests will run on-air occasionally. No advertising budget for the A/M '79 survey.

An interesting note — due to poor diary return, there were only 10 men 18-24 diaries used for the West Palm metro report. It is possible that this small return may have affected the reliability of the estimates for the younger demos.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 4275

A/M '78	Q/N '78	A/M '79
1 WEAT-FM 18.5	WEAT-FM 17.0	WEAT-FM (M) 7.3
2 WJNO-FM 9.6	WIRK-FM 11.7	WIRK-FM (C) 8.9
3 WIRK-FM 9.0	WGMW-FM 5.7	WPOM-AM (D) 7.5
4 WIRK-AM 5.8	WSBR-AM 5.0	WPBR-AM (O) 6.5
5 WPBR-AM 5.8	WKQS-FM 4.9	WJNO-FM (A) 4.1
6 WPOM-AM 5.6	WPBR-AM 4.4	WNGS-FM (F) 3.5
7 WGMW-FM 4.6	WJNO-FM 3.9	WEAT-AM (C) 3.2
8 WEAT-AM 3.1	WIRK-AM 3.6	WJNO-AM (A) 2.9
9 WJNO-AM 3.1	WPOM-AM 3.6	WGMW-FM (M) 2.6
10 WAIA-FM 1.9	WEAT-AM 3.0	WKQS-FM (M) 2.1
11 WSBR-AM 1.3	WJNO-AM 3.0	WSBR-AM (M) 2.1
12 WWRN-FM 1.0	WRBD-AM 2.7	WIRK-AM (R) 1.8
13 WRBD-AM 0.6	WNGS-FM 2.6	WDRF-AM (A) 1.5
14 WMOG-FM 0.6	WLDD-AM 1.1	WSWN-AM (A) 1.2
15 WLIZ-AM 0.4	WLIZ-AM 0.6	
16 WCKD-FM 0.4		
17 WDBF-AM 0.4		
18 WAIA-FM 0.4		

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 4275

A/M '78	Q/N '78	A/M '79
1 WEAT-FM 133	WEAT-FM 119	WEAT-FM 115
2 WJNO-FM 69	WIRK-FM 82	WIRK-FM 59
3 WIRK-FM 65	WGMW-FM 40	WPOM-AM 50
4 WIRK-AM 42	WSBR-AM 35	WPBR-AM 43
5 WPBR-AM 42	WKQS-FM 34	WJNO-FM 27

M-F, 6-10am

1 WEAT-FM	WEAT-FM	WEAT-FM
2 WIRK-FM	WIRK-FM	WIRK-FM
3 WPBR-AM	WJNO-AM	WPOM-AM
4 WIRK-AM	WPBR-AM	WPBR-AM
5 WPOM-AM	WGMW-FM	WJNO-AM

M-F, 3-7pm

1 WEAT-FM	WEAT-FM	WEAT-FM
2 WJNO-FM	WIRK-FM	WPOM-AM
3 WIRK-FM	WGMW-FM	WIRK-FM
4 WPBR-AM	WKQS-FM	WPBR-AM
5 WIRK-AM	WJNO-FM	WJNO-FM

Teens

M-S, 6am-Midnight
POP(00): 467

A/M '78	Q/N '78	A/M '79
1 WJNO-FM	WNGS-FM	WPOM-AM
2 WPOM-AM	WRBD-AM	WJNO-FM
3 WIRK-FM	WJNO-FM	WNGS-FM
4 WIRK-AM	WIRK-FM	WIRK-AM
5 WEAT-AM	WPOM-AM	WIRK-FM

M-F, 6-10am

1 WIRK-AM	WNGS-FM	WPOM-AM
2 WJNO-FM	WPOM-AM	WIRK-AM
3 WIRK-FM	WRBD-AM	WNGS-FM
4 WPOM-AM	WIRK-FM	WJNO-FM
5 WAIA-FM	WJNO-FM	WIRK-FM

M-F, 3-7pm

1 WJNO-FM	WIRK-FM	WPOM-AM
2 WPOM-AM	WRBD-AM	WJNO-FM
3 WIRK-AM	WJNO-FM	WNGS-FM
4 WIRK-FM	WNGS-FM	WIRK-AM
5 WRBD-AM	WPOM-AM	WIRK-FM

Adults 18-34

M-S, 6am-Midnight
POP(00): 1185

A/M '78	Q/N '78	A/M '78
1 WJNO-FM	WIRK-FM	WIRK-FM
2 WIRK-FM	WJNO-FM	WJNO-FM
3 WIRK-AM	WIRK-AM	WPOM-AM
4 WEAT-FM	WEAT-FM	WNGS-FM
5 WPOM-AM	WEAT-AM	WEAT-FM

M-F, 6-10am

1 WJNO-FM	WIRK-FM	WIRK-FM
2 WIRK-AM	WIRK-AM	WPOM-AM
3 WIRK-FM	WJNO-FM	WEAT-FM
4 WPOM-AM	WEAT-AM	WJNO-FM
5 WEAT-FM	WGMW-FM	WNGS-FM

M-F, 3-7pm

1 WJNO-FM	WIRK-FM	WJNO-FM
2 WEAT-FM	WEAT-FM	WIRK-FM
3 WIRK-FM	WJNO-FM	WPOM-AM
4 WIRK-AM	WIRK-AM	WEAT-FM
5 WPBR-AM	WGMW-FM	WNGS-FM

Adults 25-49

M-S, 6am-Midnight

A/M '78	Q/N '78	A/M '78
1 WEAT-FM	WIRK-FM	WEAT-FM
2 WIRK-FM	WEAT-FM	WEAT-FM
3 WPOM-AM	WGMW-FM	WPOM-AM
4 WIRK-AM	WIRK-AM	WJNO-FM
5 WJNO-FM	WEAT-AM	WEAT-AM

M-F, 6-10am

1 WIRK-FM	WIRK-FM	WIRK-FM
2 WIRK-AM	WGMW-FM	WEAT-FM
3 WPOM-AM	WJNO-AM	WPOM-AM
4 WEAT-FM	WEAT-AM	WEAT-AM
5 WPBR-AM	WIRK-AM	WJNO-AM

M-F, 3-7pm

1 WEAT-FM	WIRK-FM	WIRK-FM
2 WIRK-FM	WEAT-FM	WJNO-FM
3 WIRK-AM	WGMW-FM	WEAT-FM
4 WPBR-AM	WEAT-AM	WEAT-AM
5 WJNO-FM	WIRK-AM	WPBR-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight
POP(00): 1397

A/M '78	Q/N '78	A/M '78	A/M '79
1 WEAT-FM 1055	WEAT-FM 1220	WEAT-FM 1237	
2 WJNO-FM 748	WIRK-FM 712	WIRK-FM 738	
3 WIRK-AM 700	WIRK-AM 569	WJNO-FM 512	
4 WIRK-FM 698	WGMW-FM 419	WEAT-AM 507	
5 WPBR-AM 487	WKQS-FM 412	WPBR-AM 473	

M-F, 6-10am

1 WEAT-FM	WEAT-FM	WEAT-FM
2 WIRK-AM	WIRK-FM	WIRK-FM
3 WIRK-FM	WIRK-AM	WEAT-AM
4 WJNO-FM	WJNO-AM	WPBR-AM
5 WPBR-AM	WEAT-AM	WPOM-AM

M-F, 3-7pm

1 WEAT-FM	WEAT-FM	WEAT-FM
2 WJNO-FM	WIRK-FM	WIRK-FM
3 WIRK-AM	WKQS-FM	WPOM-AM
4 WIRK-FM	WJNO-FM	WNGS-FM
5 WPBR-AM	WGMW-FM	WPBR-AM

Teens

M-S, 6am-Midnight
POP(00): 467

A/M '78	Q/N '78	A/M '79
1 WJNO-FM	WJNO-FM	WJNO-FM
2 WIRK-AM	WIRK-AM	WNGS-FM
3 WIRK-FM	WIRK-FM	WPOM-AM
4 WPOM-AM	WNGS-FM	WIRK-AM
5 WRBD-AM	WRBD-AM	WIRK-FM

M-F, 6-10am

1 WJNO-FM	WNGS-FM	WNGS-FM
2 WIRK-AM	WIRK-AM	WIRK-AM
3 WIRK-FM	WJNO-FM	WPOM-AM
4 WPOM-AM	WRBD-AM	WJNO-FM
5 WRBD-AM	WPOM-AM	WIRK-FM

M-F, 3-7pm

1 WJNO-FM	WJNO-FM	WPOM-AM
2 WIRK-AM	WNGS-FM	WNGS-FM
3 WPOM-AM	WRBD-AM	WJNO-FM
4 WIRK-FM	WIRK-FM	WIRK-FM
5 WRBD-AM	WIRK-AM	WIRK-AM

Adults 18-34

M-S, 6am-Midnight
POP(00): 1185

A/M '78	Q/N '78	A/M '79
1 WJNO-FM	WIRK-AM	WJNO-FM
2 WIRK-AM	WIRK-FM	WIRK-FM
3 WIRK-FM	WJNO-FM	WNGS-FM
4 WEAT-FM	WEAT-FM	WIRK-AM
5 WPOM-AM	WEAT-AM	WPOM-AM

M-F, 6-10am

1 WIRK-AM	WIRK-AM	WIRK-FM
2 WJNO-FM	WIRK-FM	WJNO-FM
3 WIRK-FM	WJNO-FM	WIRK-AM
4 WEAT-FM	WEAT-AM	WNGS-FM
5 WPOM-AM	WPOM-AM	WPOM-AM

M-F, 3-7pm

1 WJNO-FM	WJNO-FM	WJNO-FM
2 WIRK-AM	WIRK-AM	WIRK-FM
3 WIRK-FM	WEAT-FM	WNGS-FM
4 WEAT-FM	WIRK-FM	WPOM-AM
5 WPOM-AM	WEAT-AM	WEAT-FM

Adults 25-49

M-S, 6am-Midnight
POP(00): 1397

A/M '78	Q/N '78	A/M '79
1 WIRK-AM	WIRK-FM	WIRK-FM
2 WEAT-FM	WIRK-AM	WEAT-FM
3 WIRK-FM	WEAT-FM	WJNO-FM
4 WJNO-FM	WGMW-FM	WEAT-AM
5 WEAT-AM	WEAT-AM	WJNO-AM

M-F, 6-10am

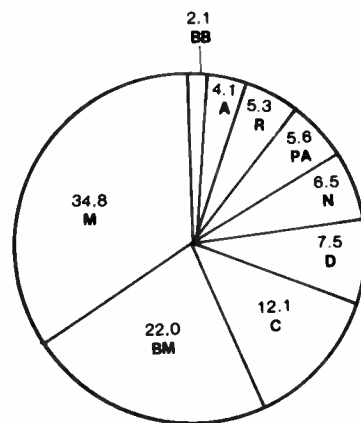
1 WIRK-AM	WIRK-FM	WIRK-FM
2 WIRK-FM	WIRK-AM	WEAT-AM
3 WEAT-FM	WEAT-AM	WEAT-FM
4 WPBR-AM	WJNO-AM	WJNO-AM
5 WJNO-AM	WGMW-FM	WPOM-AM

M-F, 3-7pm

1 WIRK-AM	WIRK-FM	WIRK-FM
2 WIRK-FM	WEAT-FM	WEAT-FM
3 WEAT-FM	WGMW-FM	WEAT-AM
4 WEAT-AM	WIRK-AM	WJNO-FM
5 WJNO-FM	WEAT-AM	WNGS-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.

Wheeling

METRO RANK

146

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 1544

AM '77	AM '78	AM '79			
1 WKWK-AF	25.7	WWVA-AM	25.6	WWVA-AM	25.1
2 WWVA-AM	19.6	WOMP-FM	14.8	WKWK-AF	17.2
3 WOMP-FM	13.0	WKWK-AF	13.9	WTRF-FM	11.9
4 WOMP-FM	10.9	WTRF-FM	10.3	WOMP-FM	10.6
5 WTRF-FM	10.4	WOMP-FM	9.0	WOMP-FM	9.0
6 WNEU-AM	7.4	WNEU-AM	7.6	WNEU-AM	3.5
7 WEIF-AM	3.5	WCPI-FM	4.9	KDKA-AM	3.1
8 KDKA-AM	2.6	KDKA-AM	3.1	WCPI-FM	2.6
9 WVE-FM	1.7	WPEZ-FM	1.3	WEIF-AM	1.8
10 WPEZ-FM	1.7	WEIF-AM	1.3	WSHH-FM	1.8
11 WWVA-FM	1.3	WRKY-FM	1.3	WRKY-FM	0.9
12		WJDI-FM	1.3	WJDI-FM	0.9
13		WJDI-FM	0.4	WVE-FM	0.4
14		WPEZ-FM	0.4	WPEZ-FM	0.4

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1544

AM '77	AM '78	AM '79			
1 WKWK-AF	59	WWVA-AM	57	WWVA-AM	57
2 WWVA-AM	45	WOMP-FM	33	WKWK-AF	39
3 WOMP-FM	30	WKWK-AF	31	WTRF-FM	31
4 WOMP-FM	25	WTRF-FM	23	WOMP-FM	27
5 WTRF-FM	24	WOMP-FM	20	WOMP-FM	24

M-F, 6-10am

1 WWVA-AM	WWVA-AM	WWVA-AM
2 WKWK-AF	WOMP-FM	WKWK-AF
3 WOMP-FM	WKWK-AF	WOMP-FM
4 WOMP-FM	WTRF-FM	WOMP-FM
5 WNEU-AM	WOMP-FM	WTRF-FM

M-F, 3-7pm

1 WKWK-AF	WWVA-AM	WWVA-AM
2 WWVA-AM	WKWK-AF	WKWK-AF
3 WOMP-FM	WTRF-FM	WTRF-FM
4 WTRF-FM	WOMP-FM	WOMP-FM
5 WNEU-AM	WNEU-AM	WOMP-FM

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

AM '77	AM '78	AM '79
1 WOMP-FM	WKWK-AF	WOMP-FM
2 WKWK-AF	WOMP-FM	WKWK-AF
3 WPEZ-FM	WPEZ-FM	WWVA-AM
4 WNEU-AM	WCPI-FM	WCPI-FM
5 WWVA-AM	WWVA-AM	WPEZ-FM

M-F, 6-10am

1 WOMP-FM	WKWK-AF	WOMP-FM
2 WKWK-AF	WOMP-FM	WKWK-AF
3 WNEU-AM	WWVA-AM	WWVA-AM
4 WWVA-AM	WPEZ-FM	WPEZ-FM
5 WEIF-AM	WNEU-AM	WOMP-FM

M-F, 3-7pm

1 WOMP-FM	WKWK-AF	WOMP-FM
2 WKWK-AF	WOMP-FM	WKWK-AF
3 WPEZ-FM	WPEZ-FM	WNEU-AM
4 WVE-FM	WCPI-FM	WCPI-FM
5 WOMP-FM	WNEU-AM	WPEZ-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 461

AM '77	AM '78	AM '79
1 WKWK-AF	WKWK-AF	WKWK-AF
2 WOMP-FM	WOMP-FM	WWVA-AM
3 WWVA-AM	WNEU-AM	WOMP-FM
4 WNEU-AM	WWVA-AM	WNEU-AM
5 WEIF-AM	WCPI-FM	WCPI-FM

M-F, 6-10am

1 WKWK-AF	WKWK-AF	WKWK-AF
2 WOMP-FM	WOMP-FM	WWVA-AM
3 WWVA-AM	WWVA-AM	WOMP-FM
4 WNEU-AM	WNEU-AM	WNEU-AM
5 WOMP-FM	WCPI-FM	WTRF-FM

M-F, 3-7pm

1 WKWK-AF	WOMP-FM	WKWK-AF
2 WOMP-FM	WNEU-AM	WWVA-AM
3 WWVA-AM	WCPI-FM	WOMP-FM
4 WNEU-AM	WKWK-AF	WTRF-FM
5 WEIF-AM	WWVA-AM	WCPI-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 553

AM '77	AM '78	AM '79
1 WWVA-AM	WWVA-AM	WWVA-AM
2 WKWK-AF	WKWK-AF	WKWK-AF
3 WOMP-FM	WOMP-FM	WTRF-FM
4 WOMP-FM	WNEU-AM	WNEU-AM
5 WTRF-FM	WCPI-FM	WOMP-FM

M-F, 6-10am

1 WWVA-AM	WWVA-AM	WWVA-AM
2 WKWK-AF	WKWK-AF	WKWK-AF
3 WOMP-FM	WOMP-FM	WTRF-FM
4 WOMP-FM	WNEU-AM	WOMP-FM
5 WTRF-FM	WOMP-FM	WOMP-FM

M-F, 3-7pm

1 WKWK-AF	WWVA-AM	WWVA-AM
2 WWVA-AM	WKWK-AF	WKWK-AF
3 WOMP-FM	WNEU-AM	WTRF-FM
4 WTRF-FM	WCPI-FM	WOMP-FM
5 WNEU-AM	WOMP-FM	WCPI-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1544

AM '77	AM '78	AM '79			
1 WKWK-AF	725	WWVA-AM	684	WWVA-AM	694
2 WWVA-AM	592	WKWK-AF	574	WKWK-AF	565
3 WOMP-FM	400	WOMP-FM	378	WOMP-FM	372
4 WOMP-FM	374	WOMP-FM	339	WTRF-FM	328
5 WTRF-FM	237	WTRF-FM	314	WOMP-FM	288

M-F, 6-10am

1 WKWK-AF	WWVA-AM	WWVA-AM
2 WWVA-AM	WKWK-AF	WKWK-AF
3 WOMP-FM	WOMP-FM	WOMP-FM
4 WOMP-FM	WOMP-FM	WOMP-FM
5 WNEU-AM	WTRF-FM	WTRF-FM

M-F, 3-7pm

1 WKWK-AF	WWVA-AM	WWVA-AM
2 WWVA-AM	WKWK-AF	WKWK-AF
3 WOMP-FM	WOMP-FM	WTRF-FM
4 WTRF-FM	WTRF-FM	WOMP-FM
5 WNEU-AM	WNEU-AM	WOMP-FM

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

AM '77	AM '78	AM '79
1 WOMP-FM	WOMP-FM	WOMP-FM
2 WKWK-AF	WKWK-AF	WKWK-AF
3 WNEU-AM	WWVA-AM	WNEU-AM
4 WPEZ-FM	WPEZ-FM	WWVA-AM
5 WWVA-AM	WCPI-FM	WCPI-FM

M-F, 6-10am

1 WOMP-FM	WKWK-AF	WOMP-FM
2 WKWK-AF	WOMP-FM	WKWK-AF
3 WNEU-AM	WWVA-AM	WWVA-AM
4 WWVA-AM	WPEZ-FM	WPEZ-FM
5 WEIF-AM	WNEU-AM	WNEU-AM

M-F, 3-7pm

1 WOMP-FM	WKWK-AF	WKWK-AF
2 WKWK-AF	WOMP-FM	WOMP-FM
3 WPEZ-FM	WPEZ-FM	WNEU-AM
4 WVE-FM	WCPI-FM	WCPI-FM
5 WEIF-AM	WNEU-AM	WWVA-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 461

AM '77	AM '78	AM '79
1 WKWK-AF	WKWK-AF	WKWK-AF
2 WOMP-FM	WOMP-FM	WWVA-AM
3 WWVA-AM	WNEU-AM	WOMP-FM
4 WEIF-AM	WCPI-FM	WCPI-FM
5 WOMP-FM	WWVA-AM	WNEU-AM

M-F, 6-10am

1 WKWK-AF	WKWK-AF	WKWK-AF
2 WOMP-FM	WOMP-FM	WWVA-AM
3 WWVA-AM	WNEU-AM	WOMP-FM
4 WNEU-AM	WWVA-AM	WNEU-AM
5 WEIF-AM	WCPI-FM	WCPI-FM

M-F, 3-7pm

1 WKWK-AF	WKWK-AF	WKWK-AF
2 WOMP-FM	WOMP-FM	WWVA-AM
3 WWVA-AM	WNEU-AM	WOMP-FM
4 WNEU-AM	WCPI-FM	WNEU-AM
5 WEIF-AM	WWVA-AM	WCPI-FM

Adults 25-49 M-S, 6am-Midnight POP(00): 553

AM '77	AM '78	AM '79
1 WKWK-AF	WWVA-AM	WWVA-AM
2 WWVA-AM	WKWK-AF	WKWK-AF
3 WOMP-FM	WOMP-FM	WTRF-FM
4 WOMP-FM	WOMP-FM	WNEU-AM
5 WEIF-AM	WTRF-FM	WOMP-FM

M-F, 6-10am

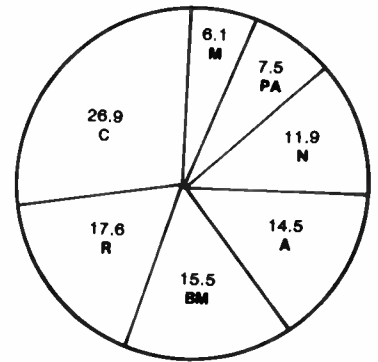
1 WWVA-AM	WWVA-AM	WWVA-AM
2 WKWK-AF	WKWK-AF	WKWK-AF
3 WOMP-FM	WOMP-FM	WTRF-FM
4 WOMP-FM	WNEU-AM	WOMP-FM
5 WTRF-FM	WOMP-FM	WOMP-FM

M-F, 3-7pm

1 WKWK-AF	WWVA-AM	WWVA-AM
2 WWVA-AM	WKWK-AF	WKWK-AF
3 WOMP-FM	WNEU-AM	WTRF-FM
4 WNEU-AM	WTRF-FM	WOMP-FM
5 WEIF-AM	WCPI-FM	WNEU-AM

Format Penetration Chart

Based On 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, KS

METRO RANK

87

A/M '79 Market Overview

There's a new number one in Wichita. KAKE, the P/A leader for the market, added almost three shares to its 12+ number. KAKE is number one with adults 25-49, and number two with adults 18-34. The station even picked up some teen listeners.

Number two now (or number one if you combine it with its FM station) is KFDI. KFDI skews a little older than KAKE, but is still number two among adults 25-49 in the Wichita metro. KFDI-AM & FM decline slightly from the O/N '78 sweep, thanks to the loss of men shares in AM drive.

Like KFDI, KFH is a Country station, but unlike the KFDI stations, KFH increased its share this sweep. The KFH gains possibly came at the expense of KFDI, as they both skew 35+, and KFH picked up well in men in AM drive — the most serious area of loss for KFDI. KFH advertised during the sweep, using TV, newspapers, and billboards. KFH plays "contemporary country."

The lone AOR in Wichita, KICT, had an excellent week, jumping almost three shares. KICT ranks number one with men 18-34 and adults 18-34. KICT picked up well in teens also. "Superstars" format was a big help in making KICT successful.

Former leader KEYN-FM (Top 40) slips badly in the A/M '79 report. Station and its AM counterpart were going through sale and management changes so little was done to promote the station. The situation may drag on until next year leaving stations in limbo in the meantime.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 32,36

A/M '78	O/N '78	A/M '79			
1 KFDI-AF	12.6	KFDI-AF	18.7	KFDI-AF(C)	15.7
2 KEYN-FM	12.6	KEYN-FM	12.5	KAKE-AM(A)	12.1
3 KLEO-AM	12.4	KLEO-AM	11.5	KFH-AM(C)	11.2
4 KBRA-FM	11.4	KBRA-FM	9.7	KICT-FM(A)	11.0
5 KAKE-AM	11.0	KAKE-AM	9.5	KLEO-AM(M)	9.8
6 KFH-AM	10.0	KFH-AM	8.2	KBRA-FM(BM)	9.4
7 KARD-FM	6.2	KICT-FM	6.4	KEYN-FM(R)	8.9
8 KICT-FM	3.8	KARD-FM	5.6	KARD-FM(PA)	6.7
9 KEYN-AM	3.0	KEYN-AM	3.6	KEYN-AM(M)	3.7
10 KDRB-FM	1.8	KSGL-AM	2.1	KDRB-FM(C)	2.1
11 KDFZ-FM	1.6	KDRB-FM	0.8	KSGL-AM(RL)	1.6
12 KDYY-AF	1.2	KDYY-AF	0.4	KDEZ-FM(BM)	0.8
13 KSGL-AM	1.0	KSGL-AM	0.4	KSGL-AM(PA)	0.4
14 KIRG-AM	0.4				

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 32,36

A/M '78	O/N '78	A/M '79			
1 KFDI-AF	88	KFDI-AF	93	KFDI-AF	80
2 KEYN-FM	63	KEYN-FM	86	KAKE-AM	62
3 KLEO-AM	62	KLEO-AM	57	KFH-AM	57
4 KBRA-FM	57	KBRA-FM	48	KICT-FM	56
5 KAKE-AM	55	KAKE-AM	47	NLEO-AM	50

M-F, 8-10am

1 KFDI-AF	KFDI-AF	KFDI-AF
2 KAKE-AM	KEYN-FM	KAKE-AM
3 KFH-AM	KAKE-AM	KFH-AM
4 KLEO-AM	KFH-AM	KLEO-AM
5 KEYN-FM	KLEO-AM	KEYN-FM

M-F, 3-7pm

1 KFDI-AF	KFDI-AF	KFDI-AF
2 KEYN-FM	KEYN-FM	KICT-FM
3 KLEO-AM	KLEO-AM	KFH-AM
4 KBRA-FM	KBRA-FM	KLEO-AM
5 KAKE-AM	KAKE-AM	KAKE-AM

Teens
M-S, 6am-Midnight
POP(00): 446

A/M '78	O/N '78	A/M '79
1 KLEO-AM	KEYN-FM	KLEO-AM
2 KEYN-FM	KLEO-AM	KEYN-FM
3 KEYN-AM	KEYN-AM	KICT-FM
4 KFDI-AF	KFDI-AF	KEYN-AM
5 KICT-FM	KICT-FM	KAKE-AM

M-F, 8-10am

1 KLEO-AM	KEYN-FM	KLEO-AM
2 KEYN-FM	KLEO-AM	KEYN-FM
3 KFDI-AF	KEYN-AM	KICT-FM
4 KEYN-AM	KFDI-AF	KFDI-AF
5 KFH-AM	KAKE-AM	KEYN-AM

M-F, 3-7pm

1 KEYN-FM	KEYN-FM	KLEO-AM
2 KLEO-AM	KLEO-AM	KICT-FM
3 KEYN-AM	KEYN-AM	KEYN-FM
4 KDRB-FM	KBRA-FM	KFDI-AF
5 KFDI-AF	KICT-FM	KDRB-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1,202

A/M '78	O/N '78	A/M '79
1 KEYN-FM	KEYN-FM	KICT-FM
2 KLEO-AM	KLEO-AM	KAKE-AM
3 KAKE-AM	KFDI-AF	KFDI-AF
4 KFDI-AF	KAKE-AM	KEYN-FM
5 KBRA-FM	KARD-FM	KLEO-AM

M-F, 8-10am

1 KEYN-FM	KEYN-FM	KAKE-AM
2 KAKE-AM	KLEO-AM	KICT-FM
3 KLEO-AM	KAKE-AM	KEYN-FM
4 KFDI-AF	KFDI-AF	KLEO-AM
5 KBRA-FM	KARD-FM	KFDI-AF

M-F, 3-7pm

1 KEYN-FM	KEYN-FM	KICT-FM
2 KLEO-AM	KFDI-AF	KFDI-AF
3 KFDI-AF	KLEO-AM	KLEO-AM
4 KAKE-AM	KAKE-AM	KAKE-AM
5 KEYN-AM	KARD-FM	KEYN-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1,317

A/M '78	O/N '78	A/M '79
1 KFDI-AF	KFDI-AF	KAKE-AM
2 KAKE-AM	KAKE-AM	KFDI-AF
3 KBRA-FM	KEYN-FM	KARD-FM
4 KLEO-AM	KLEO-AM	KICT-FM
5 KEYN-FM	KICT-FM	KLEO-AM

M-F, 8-10am

1 KAKE-AM	KFDI-AF	KAKE-AM
2 KFDI-AF	KAKE-AM	KFDI-AF
3 KLEO-AM	KEYN-FM	KFH-AM
4 KEYN-FM	KLEO-AM	KARD-FM
5 KBRA-FM	KFH-AM	KLEO-AM

M-F, 3-7pm

1 KFDI-AF	KFDI-AF	KAKE-AM
2 KBRA-FM	KAKE-AM	KFDI-AF
3 KAKE-AM	KEYN-FM	KICT-FM
4 KLEO-AM	KLEO-AM	KLEO-AM
5 KEYN-FM	KICT-FM	KARD-FM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 32,36

A/M '78	O/N '78	A/M '79			
1 KLEO-AM	1091	KEYN-FM	1026	KLEO-AM	1006
2 KFDI-AF	972	KFDI-AF	1026	KFDI-AF	916
3 KEYN-FM	946	KLEO-AM	920	KAD-AM	916
4 KAKE-AM	838	KFH-AM	845	KFDI-AM	831
5 KFH-AM	689	KFH-AM	763	KEYN-FM	730

M-F, 8-10am

1 KFDI-AF	KFDI-AF	KAKE-AM
2 KLEO-AM	KEYN-FM	KLEO-AM
3 KEYN-FM	KAD-AM	KFH-AM
4 KAKE-AM	KLEO-AM	KFDI-AF
5 KFH-AM	KFH-AM	KEYN-FM

M-F, 3-7pm

1 KLEO-AM	KEYN-FM	KLEO-AM
2 KEYN-FM	KLEO-AM	KFDI-AF
3 KFDI-AF	KFDI-AF	KAKE-AM
4 KAKE-AM	KAKE-AM	KFH-AM
5 KBRA-FM	KBRA-FM	KEYN-FM

Teens
M-S, 6am-Midnight
POP(00): 446

A/M '78	O/N '78	A/M '79
1 KLEO-AM	KEYN-FM	KLEO-AM
2 KEYN-FM	KLEO-AM	KEYN-FM
3 KEYN-AM	KEYN-AM	KICT-FM
4 KFDI-AF	KFDI-AF	KEYN-AM
5 KDRB-FM	KDRB-FM	KFDI-AF

M-F, 8-10am

1 KLEO-AM	KEYN-FM	KLEO-AM
2 KEYN-FM	KLEO-AM	KEYN-FM
3 KEYN-AM	KEYN-AM	KICT-FM
4 KFDI-AF	KFDI-AF	KEYN-AM
5 KFH-AM	KAKE-AM	KFDI-AF

M-F, 3-7pm

1 KLEO-AM	KLEO-AM	KLEO-AM
2 KEYN-FM	KEYN-FM	KEYN-FM
3 KEYN-AM	KEYN-AM	KICT-FM
4 KDRB-FM	KFDI-AF	KEYN-AM
5 KFDI-AF	KICT-FM	KFH-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1,202

A/M '78	O/N '78	A/M '79
1 KEYN-FM	KEYN-FM	KLEO-AM
2 KLEO-AM	KLEO-AM	KEYN-FM
3 KAKE-AM	KAKE-AM	KAKE-AM
4 KFDI-AF	KFDI-AF	KICT-FM
5 KEYN-AM	KEYN-AM	KFDI-AF

M-F, 8-10am

1 KEYN-FM	KEYN-FM	KEYN-FM
2 KLEO-AM	KLEO-AM	KLEO-AM
3 KAKE-AM	KAKE-AM	KAKE-AM
4 KFDI-AF	KFDI-AF	KICT-FM
5 KEYN-AM	KEYN-AM	KFDI-AF

M-F, 3-7pm

1 KEYN-FM	KEYN-FM	KLEO-AM
2 KLEO-AM	KLEO-AM	KICT-FM
3 KAKE-AM	KAKE-AM	KAKE-AM
4 KFDI-AF	KFDI-AF	KEYN-FM
5 KEYN-AM	KEYN-AM	KFDI-AF

Adults 25-49
M-S, 6am-Midnight
POP(00): 1,317

A/M '78	O/N '78	A/M '79
1 KAKE-AM	KAKE-AM	KAKE-AM
2 KFDI-AF	KFDI-AF	KFDI-AF
3 KLEO-AM	KLEO-AM	KLEO-AM
4 KEYN-FM	KEYN-FM	KEYN-FM
5 KBRA-FM	KFH-AM	KFH-AM

M-F, 8-10am

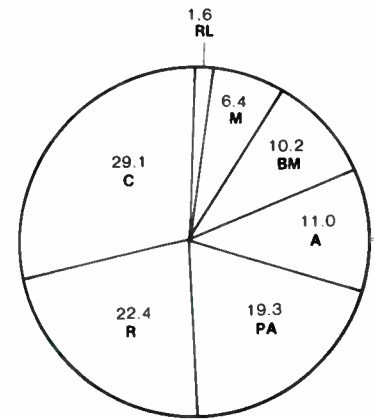
1 KFDI-AF	KAKE-AM	KAKE-AM
2 KAKE-AM	KFDI-AF	KFDI-AF
3 KLEO-AM	KEYN-FM	KFH-AM
4 KEYN-FM	KLEO-AM	KLEO-AM
5 KBRA-FM	KFH-AM	KEYN-FM

M-F, 3-7pm

1 KFDI-AF	KAKE-AM	KAKE-AM
2 KAKE-AM	KFDI-AF	KFDI-AF
3 KLEO-AM	KLEO-AM	KLEO-AM
4 KEYN-FM	KEYN-FM	KEYN-FM
5 KBRA-FM	KARD-FM	KFH-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.

Wichita Falls, TX

METRO RANK

164

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 1089

	A/M '77	A/M '78	A/M '79
1 KLUR-FM	17.7	KLUR-FM 22.7	KLUR-FM(2) 20.1
2 KNIN-AM	15.8	KTRN-AM 14.2	KTRN-AM(2) 16.5
3 WBAP-AM	14.6	KNIN-AM 13.6	KBID-FM(2) 13.4
4 KTRN-AM	13.9	KBID-FM 11.9	WBAP-AM(2) 12.8
5 KBID-FM	9.5	KWFT-AM 11.4	KNIN-AM(2) 10.4
6 KNTO-FM	8.9	WBAP-AM 10.1	KWFT-AM(2) 9.8
7 KWFT-AM	7.0	KNTO-FM 9.1	KNTO-FM(2) 8.5
8 WFAA-AM	1.3		WFAA-AM(2) 0.6

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1089

	A/M '77	A/M '78	A/M '79
1 KLUR-FM	28	KLUR-FM 40	KLUR-FM 33
2 KNIN-AM	25	KTRN-AM 25	KTRN-AM 27
3 WBAP-AM	23	KNIN-AM 24	KBID-FM 22
4 KTRN-AM	22	KBID-FM 21	WBAP-AM 21
5 KBID-FM	15	KWFT-AM 20	KNIN-AM 17

M-F, 6-10am

1 KLUR-FM	KLUR-FM	KLUR-FM
2 KNIN-AM	KWFT-AM	KTRN-AM
3 KTRN-AM	KNIN-AM	KWFT-AM
4 KWFT-AM	KTRN-AM	KBID-FM
5 WBAP-AM	KBID-FM	KNIN-AM

M-F, 3-7pm

1 KNIN-AM	KLUR-FM	KLUR-FM
2 WBAP-AM	KTRN-AM	KTRN-AM
3 KLUR-FM	KNIN-AM	KNTO-FM
4 KTRN-AM	KBID-FM	KBID-FM
5 KBID-FM	WBAP-AM	WBAP-AM

Teens

M-S, 6am-Midnight

POP(00): 140

	A/M '77	A/M '78	A/M '79
1 KTRN-AM	KTRN-AM	KTRN-AM	KTRN-AM
2 KNIN-AM	KNIN-AM	KNIN-AM	KNIN-AM
3 KBID-FM	KNTO-FM	KNTO-FM	KNTO-FM
4 KLUR-FM	KLUR-FM	KLUR-FM	KLUR-FM
5 KNTO-FM	KBID-FM	KBID-FM	KBID-FM

M-F, 6-10am

1 KTRN-AM	KTRN-AM	KTRN-AM
2 KNIN-AM	KNIN-AM	KNIN-AM
3 KBID-FM	KNTO-FM	KNTO-FM
4 KLUR-FM	KBID-FM	KLUR-FM
5 KWFT-AM	KLUR-FM	WBAP-AM

M-F, 3-7pm

1 KTRN-AM	KTRN-AM	KTRN-AM
2 KNIN-AM	KNIN-AM	KNIN-AM
3 KBID-FM	KNTO-FM	KNTO-FM
4 KLUR-FM	KLUR-FM	WBAP-AM
5 KNTO-FM	KBID-FM	KLUR-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 401

	A/M '77	A/M '78	A/M '79
1 KNIN-AM	KLUR-FM	KNTO-FM	
2 KTRN-AM	KNIN-AM	KLUR-FM	
3 KBID-FM	KTRN-AM	KBID-FM	
4 KLUR-FM	KNTO-FM	KTRN-AM	
5 KNTO-FM	KBID-FM	KNIN-AM	

M-F, 6-10am

1 KNIN-AM	KNIN-AM	KLUR-FM
2 KTRN-AM	KTRN-AM	KTRN-AM
3 KLUR-FM	KLUR-FM	KBID-FM
4 KBID-FM	KBID-FM	KNIN-AM
5 WBAP-AM	KNTO-FM	WBAP-AM

M-F, 3-7pm

1 KNIN-AM	KLUR-FM	KNTO-FM
2 KTRN-AM	KNIN-AM	KLUR-FM
3 KBID-FM	KNTO-FM	KBID-FM
4 KLUR-FM	KTRN-AM	WBAP-AM
5 WBAP-AM	KBID-FM	KTRN-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 407

	A/M '77	A/M '78	A/M '79
1 KLUR-FM	KLUR-FM	KLUR-FM	
2 KNIN-AM	KBID-FM	WBAP-AM	
3 WBAP-AM	KNIN-AM	KBID-FM	
4 KNTO-FM	WBAP-AM	KTRN-AM	
5 KTRN-AM	KTRN-AM	KNIN-AM	

M-F, 6-10am

1 KLUR-FM	KLUR-FM	KLUR-FM
2 KNIN-AM	KBID-FM	WBAP-AM
3 WBAP-AM	KNIN-AM	KBID-FM
4 KTRN-AM	KTRN-AM	KNIN-AM
5 KNTO-FM	WBAP-AM	KTRN-AM

M-F, 3-7pm

1 KNIN-AM	KLUR-FM	WBAP-AM
2 WBAP-AM	KBID-FM	KLUR-FM
3 KLUR-FM	KNIN-AM	KBID-FM
4 KTRN-AM	WBAP-AM	KTRN-AM
5 KBID-FM	KTRN-AM	KNIN-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1089

	A/M '77	A/M '78	A/M '79
1 KTRN-AM	462	KNIN-AM 471	KTRN-AM 430
2 KNIN-AM	457	KTRN-AM 393	KNIN-AM 356
3 KLUR-FM	340	KLUR-FM 341	KLUR-FM 349
4 WBAP-AM	302	KBID-FM 293	KBID-FM 282
5 KBID-FM	273	KWFT-AM 240	WBAP-AM 245

M-F, 6-10am

1 KTRN-AM	KNIN-AM	KTRN-AM
2 KNIN-AM	KTRN-AM	KLUR-FM
3 KLUR-FM	KBID-FM	KNIN-AM
4 WBAP-AM	KWFT-AM	KWFT-AM
5 KWFT-AM	KLUR-FM	KBID-FM

M-F, 3-7pm

1 KTRN-AM	KNIN-AM	KTRN-AM
2 KNIN-AM	KTRN-AM	KLUR-FM
3 WBAP-AM	KLUR-FM	KNIN-AM
4 KLUR-FM	KBID-FM	KNTO-FM
5 KBID-FM	WBAP-AM	KBID-FM

Teens

M-S, 6am-Midnight

POP(00): 140

	A/M '77	A/M '78	A/M '79
1 KTRN-AM	KTRN-AM	KTRN-AM	KTRN-AM
2 KNIN-AM	KNIN-AM	KNIN-AM	KNIN-AM
3 KBID-FM	KNTO-FM	KNTO-FM	KNTO-FM
4 KLUR-FM	KBID-FM	KBID-FM	KBID-FM
5 KWFT-AM	KLUR-FM	KLUR-FM	KLUR-FM

M-F, 6-10am

1 KTRN-AM	KTRN-AM	KTRN-AM
2 KNIN-AM	KNIN-AM	KNIN-AM
3 KBID-FM	KNTO-FM	KNTO-FM
4 KLUR-FM	KBID-FM	KBID-FM
5 KWFT-AM	KLUR-FM	KLUR-FM

M-F, 3-7pm

1 KTRN-AM	KTRN-AM	KTRN-AM
2 KNIN-AM	KNIN-AM	KNIN-AM
3 KBID-FM	KNTO-FM	KNTO-FM
4 KLUR-FM	KBID-FM	KBID-FM
5 WBAP-AM	KLUR-FM	KLUR-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 401

	A/M '77	A/M '78	A/M '79
1 KNIN-AM	KNIN-AM	KTRN-AM	
2 KTRN-AM	KTRN-AM	KNIN-AM	
3 KBID-FM	KNTO-FM	KNTO-FM	
4 KLUR-FM	KLUR-FM	KBID-FM	
5 KNTO-FM	KBID-FM	KLUR-FM	

M-F, 6-10am

1 KTRN-AM	KNIN-AM	KTRN-AM
2 KNIN-AM	KTRN-AM	KNIN-AM
3 KBID-FM	KBID-FM	KLUR-FM
4 KLUR-FM	KNTO-FM	KNTO-FM
5 WBAP-AM	KLUR-FM	KBID-FM

M-F, 3-7pm

1 KNIN-AM	KNIN-AM	KNTO-FM
2 KTRN-AM	KTRN-AM	KTRN-AM
3 KBID-FM	KNTO-FM	KBID-FM
4 KNTO-FM	KLUR-FM	KLUR-FM
5 WBAP-AM	KBID-FM	KNIN-AM

Adults 25-49

M-S, 6am-Midnight

POP(00): 407

	A/M '77	A/M '78	A/M '79
1 KNIN-AM	KNIN-AM	KNIN-AM	KTRN-AM
2 KTRN-AM	KBID-FM	KLUR-FM	KLUR-FM
3 KLUR-FM	KLUR-FM	KTRN-AM	KBID-FM
4 WBAP-AM	WBAP-AM	WBAP-AM	WBAP-AM
5 KBID-FM			

M-F, 6-10am

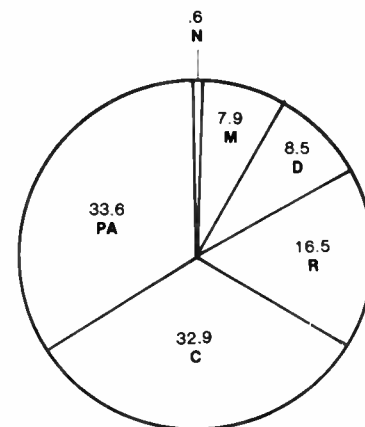
1 KTRN-AM	KBID-FM	KLUR-FM
2 KNIN-AM	KNIN-AM	KNIN-AM
3 KLUR-FM	KTRN-AM	KTRN-AM
4 WBAP-AM	KLUR-FM	KBID-FM
5 KBID-FM	WBAP-AM	WBAP-AM

M-F, 3-7pm

1 KNIN-AM	KNIN-AM	KTRN-AM
2 KTRN-AM	KLUR-FM	KLUR-FM
3 WBAP-AM	KBID-FM	KNIN-AM
4 KLUR-FM	KTRN-AM	WBAP-AM
5 KBID-FM	WBAP-AM	KBID-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.

OUR COUNTRY 'TIS FOR THEE

WICHITA, KANSAS*

KFTL AM/FM

#1 Adults 18 Plus
#1 Adults 25 to 49
#1 Adults 25 to 54

SPRINGFIELD, MISSOURI*

KTTS AM/FM

#1 Adults 18 Plus
#1 Adults 18 to 49
#1 Adults 25 to 49
#1 Adults 25 to 54

OMAHA, NEBRASKA**

KYNN AM/FM

#4 Adults 18 to 49
#4 Adults 25 to 54

SHREVEPORT, LOUISIANA*

KWKH AM

#1 Adults 18 Plus

*ARB April-May 1979 Avg. ¼ hr. Est., M-S, 6 am-midnight TSA

**ARB April-May 1979 Avg. ¼ hr. Est., M-S, 6 am-midnight Metro

GREAT EMPIRE BROADCASTING CORP.

P.O. Box 1402/Wichita, Kansas 67201/(316) 838-9141

Represented Nationally By
TORBET-LASKER, INC.
555 Fifth Avenue, New York, N.Y. 10017
(212) 986-2201

Wilmington, DE

METRO RANK

67

A/M '79 Market Overview

FM rocker WSTW took off, catapulted to number one with a better than 14% share of the market. WSTW switched from Beautiful Music to Top 40, TM's automated Stereo Rock sound. Outside promotion was limited to billboards and newspaper. WSTW was number one in 18-34 and 25-49 demos, as well as topping teens. With this newly dominant FM rocker as a factor, other stations in Wilmington saw their shares affected.

P/A station WDEL dropped five shares, is now tied for second with adults 25-49, distantly behind WSTW. WDEL suffered its most significant losses in midday and afternoon drive, and most noticeably among women shares.

Rocker WAMS (AM) was hurt by the new FM push also. Its overall share declined a point and a half, but men shares and teens dropped almost 50%.

The only leading station in Wilmington that wasn't affected by the strong FM rock push was Beautiful Music WJBR-FM. WJBR-FM actually increased its share (12+) to the 11 range. Midday saw the biggest rise in adult shares for WJBR-FM, which is tied for second among adults 25-49, and tops with adults 35+.

Much Philadelphia listening in Wilmington metro due to proximity of the markets.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 4346

	A/M '77	A/M '78	A/M '79
1 WDEL-AM	16.3	WDEL-AM	15.5
2 WJBR-FM	9.8	WAMS-AM	6.3
3 WAMS-AM	5.9	WILM-AM	3.0
4 WIFL-AM	5.3	WIOQ-FM	2.9
5 WIOQ-FM	5.0	WDSI-FM	1.6
6 WSTW-FM	4.3	WNRK-AM	1.5
7 WJBR-FM	4.2	WSTW-FM	1.5
8 WDSI-FM	4.2	WFOC-FM	1.4
9 WILM-AM	3.7	WKTK-FM	0.8
10 WCAU-FM	3.6	WSER-AM	0.7
11 WYSP-FM	3.0	WJIC-AM	0.7
12 WIP-AM	2.3	WZZD-AM	0.5
13 WFLN-AM	2.3		
14 WWSH-FM	2.2		
15 WFLN-FM	2.0		
16 WTUX-AM	2.0		
17 WNRK-AM	1.9		
18 WMMR-FM	1.7		
19 WPEN-AM	1.4		
20 WASA-AM	1.4		
21 WDRB-FM	1.4		
22 WDVR-FM	1.4		
23 KYW-AM	1.3		
24 WFOC-FM	1.2		
25 WCAU-AM	1.2		
26 WNNN-FM	0.9		
27 WFIL-AM	0.7		
28 WIBG-AM	0.7		
29 WFLN-AM	0.3		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4346

	A/M '77	A/M '78	A/M '79
1 WDEL-AM	113	WDEL-AM	114
2 WJBR-FM	68	WAMS-AM	46
3 WAMS-AM	41	WILM-AM	22
4 WIFL-AM	37	WIOQ-FM	21
5 WIOQ-FM	35	WDSI-FM	12

M-F, 6-10am

1 WDEL-AM	WDEL-AM	WDEL-AM
2 WJBR-FM	WAMS-AM	WSTW-FM
3 WAMS-AM	WILM-AM	WILM-AM
4 WILM-AM	WNRK-AM	WJBR-FM
5 WIP-AM	WIOQ-FM	WAMS-AM

M-F, 3-7pm

1 WDEL-AM	WDEL-AM	WSTW-FM
2 WJBR-FM	WAMS-AM	WJBR-FM
3 WIFL-AM	WIOQ-FM	WDEL-AM
4 WAMS-AM	WILM-AM	WAMS-AM
5 WIOQ-FM	WDSI-FM	WILM-AM

Teens
M-S, 6am-Midnight
POP(00): 601

	A/M '77	A/M '78	A/M '79
1 WIFL-AM	WAMS-AM	WSTW-FM	
2 WAMS-AM	WKTK-FM	WAMS-AM	
3 WIOQ-FM	WIOQ-FM	WYSP-FM	
4 WYSP-FM	WDEL-AM	WDEL-AM	
5 WCAU-FM	WZZD-AM	WNRK-AM	

M-F, 6-10am

1 WAMS-AM	WAMS-AM	WSTW-FM
2 WIFL-AM	WDEL-AM	WAMS-AM
3 WIOQ-FM	WILM-AM	WDEL-AM
4 WYSP-FM	WKTK-FM	WDEL-AM
5 WNRK-AM	WIOQ-FM	WYSP-FM

M-F, 3-7pm

1 WIFL-AM	WAMS-AM	WSTW-FM
2 WAMS-AM	WIOQ-FM	WAMS-AM
3 WYSP-FM	WKTK-FM	WYSP-FM
4 WCAU-FM	WZZD-AM	WDEL-AM
5 WIOQ-FM	WSER-AM	WJBR-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1596

	A/M '77	A/M '78	A/M '79
1 WIOQ-FM	WDEL-AM	WSTW-FM	
2 WIFL-AM	WAMS-AM	WAMS-AM	
3 WAMS-AM	WIOQ-FM	WJBR-FM	
4 WNGK-FM	WDSI-FM	WDEL-AM	
5 WCAU-FM	WNRK-AM	WYSP-FM	

M-F, 6-10am

1 WAMS-AM	WDEL-AM	WSTW-FM
2 WIFL-AM	WAMS-AM	WAMS-AM
3 WIP-AM	WIOQ-FM	WILM-AM
4 WYSP-FM	WNRK-AM	WYSP-FM
5 WNGK-FM	WDSI-FM	WILM-AM

M-F, 3-7pm

1 WIOQ-FM	WDEL-AM	WSTW-FM
2 WAMS-AM	WAMS-AM	WAMS-AM
3 WSTW-FM	WIOQ-FM	WJBR-FM
4 WIFL-AM	WKTK-FM	WDEL-AM
5 WYSP-FM	WNRK-AM	WYSP-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1746

	A/M '77	A/M '78	A/M '79
1 WDEL-AM	WDEL-AM	WSTW-FM	
2 WJBR-FM	WAMS-AM	WDEL-AM	
3 WSTW-FM	WNRK-AM	WDEL-AM	
4 WNGK-FM	WILM-AM	WAMS-AM	
5 WDSI-FM	WDSI-FM	WDEL-AM	

M-F, 6-10am

1 WDEL-AM	WDEL-AM	WSTW-FM
2 WSTW-FM	WNRK-AM	WDEL-AM
3 WJBR-FM	WAMS-AM	WILM-AM
4 WDSI-FM	WILM-AM	WAMS-AM
5 WAMS-AM	WDSI-FM	WJBR-FM

M-F, 3-7pm

1 WDEL-AM	WDEL-AM	WSTW-FM
2 WJBR-FM	WAMS-AM	WDEL-AM
3 WNGK-FM	WILM-AM	WAMS-AM
4 WSTW-FM	WIOQ-FM	WJBR-FM
5 WAMS-AM	WDSI-FM	WILM-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 4346

	A/M '77	A/M '78	A/M '79
1 WDEL-AM	WDEL-AM	WSTW-FM	
2 WJBR-FM	WAMS-AM	WDEL-AM	
3 WAMS-AM	WILM-AM	WDEL-AM	
4 WIFL-AM	WIOQ-FM	WJBR-FM	
5 WILM-AM	WNRK-AM	WAMS-AM	

M-F, 6-10am

1 WDEL-AM	WDEL-AM	WSTW-FM
2 WJBR-FM	WAMS-AM	WDEL-AM
3 WAMS-AM	WILM-AM	WILM-AM
4 WILM-AM	WIOQ-FM	WJBR-FM
5 WIFL-AM	WNRK-AM	WAMS-AM

M-F, 3-7pm

1 WDEL-AM	WDEL-AM	WSTW-FM
2 WJBR-FM	WAMS-AM	WDEL-AM
3 WIFL-AM	WILM-AM	WAMS-AM
4 WAMS-AM	WIOQ-FM	WJBR-FM
5 WIOQ-FM	WKTK-FM	WILM-AM

Teens
M-S, 6am-Midnight
POP(00): 601

	A/M '77	A/M '78	A/M '79
1 WIFL-AM	WAMS-AM	WSTW-FM	
2 WAMS-AM	WKTK-FM	WAMS-AM	
3 WIOQ-FM	WIOQ-FM	WYSP-FM	
4 WYSP-FM	WZZD-AM	WDEL-AM	
5 WCAU-FM	WDEL-AM	WNRK-AM	

M-F, 6-10am

1 WAMS-AM	WAMS-AM	WSTW-FM
2 WIFL-AM	WDEL-AM	WAMS-AM
3 WIOQ-FM	WKTK-FM	WYSP-FM
4 WYSP-FM	WILM-AM	WNRK-AM
5 WNRK-AM	WIOQ-FM	WDEL-AM

M-F, 3-7pm

1 WIFL-AM	WAMS-AM	WSTW-FM
2 WAMS-AM	WIOQ-FM	WAMS-AM
3 WIOQ-FM	WKTK-FM	WYSP-FM
4 WYSP-FM	WZZD-AM	WJBR-FM
5 WCAU-FM	WSER-AM	WILM-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1596

	A/M '77	A/M '78	A/M '79
1 WAMS-AM	WAMS-AM	WSTW-FM	
2 WIFL-AM	WDEL-AM	WAMS-AM	
3 WIOQ-FM	WIOQ-FM	WDEL-AM	
4 WMMR-FM	WNRK-AM	WYSP-FM	
5 WYSP-FM	WZZD-AM	WILM-AM	

M-F, 6-10am

1 WAMS-AM	WAMS-AM	WSTW-FM
2 WIFL-AM	WDEL-AM	WAMS-AM
3 WIOQ-FM	WIOQ-FM	WDEL-AM
4 WYSP-FM	WNRK-AM	WYSP-FM
5 WPEN-AM	WKTK-FM	WILM-AM

M-F, 3-7pm

1 WAMS-AM	WAMS-AM	WSTW-FM
2 WIOQ-FM	WDEL-AM	WAMS-AM
3 WIFL-AM	WIOQ-FM	WYSP-FM
4 WYSP-FM	WZZD-AM	WDEL-AM
5 WFIL-AM	WKTK-FM	WILM-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1746

	A/M '77	A/M '78	A/M '79
1 WDEL-AM	WDEL-AM	WSTW-FM	
2 WJBR-FM	WAMS-AM	WSTW-FM	
3 WAMS-AM	WILM-AM	WAMS-AM	
4 WSTW-FM	WNRK-AM	WILM-AM	
5 WIFL-AM	WDSI-FM	WJBR-FM	

M-F, 6-10am

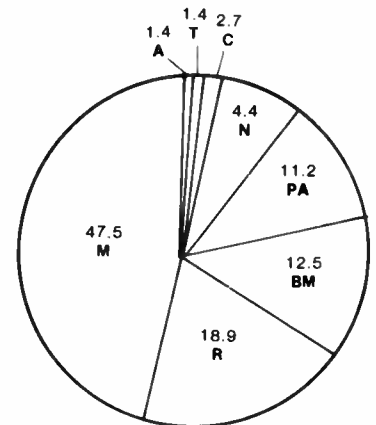
1 WDEL-AM	WDEL-AM	WDEL-AM
2 WJBR-FM	WAMS-AM	WSTW-FM
3 WAMS-AM	WNRK-AM	WAMS-AM
4 WILM-AM	WILM-AM	WILM-AM
5 WSTW-FM	WIOQ-FM	WDSI-FM

M-F, 3-7pm

1 WDEL-AM	WDEL-AM	WSTW-FM
2 WJBR-FM	WAMS-AM	WDEL-AM
3 WAMS-AM	WILM-AM	WAMS-AM
4 WNGK-FM	WNRK-AM	WILM-AM
5 WDSI-FM	WIOQ-FM	WJBR-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-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

165

Average Persons 12+ Share Trend

Monday-Sunday, 6am-Midnight
POP(00): 1086

A/M '79	
1	WAAV-FM (FM) 19.0
2	WWIL-AM (M) 17.6
3	WWSL-FM (FM) 15.0
4	WQQQ-FM (C) 11.1
5	WKLM-AM (C) 9.8
6	WMFD-AM (PA) 7.8
7	WGNI-AM (M) 6.5
8	WLCF-FM (PA) 5.2
9	WFJC-FM (C) 3.9
10	WIDZ-FM (M) 2.6

Average Persons Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1086

A/M '79	
1	WAAV-FM 29
2	WWIL-AM 27
3	WWSL-FM 23
4	WQQQ-FM 17
5	WKLM-AM 15

M-F, 6-10am

1	WWIL-AM
2	WAAV-FM
3	WWSL-FM
4	WMFD-AM
5	WQQQ-FM

M-F, 3-7pm

1	WAAV-FM
2	WWSL-FM
3	WWIL-AM
4	WQQQ-FM
5	WKLM-AM

Teens
M-S, 6am-Midnight
POP(00): 147

A/M '79	
1	WWSL-FM
2	WWIL-AM
3	WGNI-AM
4	WLCF-FM
5	WMFD-AM

M-F, 6-10am

1	WWSL-FM
2	WWIL-AM
3	WGNI-AM
4	WQQQ-FM
5	WLCF-FM

M-F, 3-7pm

1	WWSL-FM
2	WGNI-AM
3	WWIL-AM
4	WMFD-AM
5	WQQQ-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 374

A/M '79	
1	WWSL-FM
2	WWIL-AM
3	WAAV-FM
4	WMFD-AM
5	WGNI-AM

M-F, 6-10am

1	WWIL-AM
2	WWSL-FM
3	WAAV-FM
4	WQQQ-FM
5	WGNI-AM

M-F, 3-7pm

1	WWSL-FM
2	WWIL-AM
3	WAAV-FM
4	WGNI-AM
5	WMFD-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 442

A/M '79	
1	WAAV-FM
2	WWIL-AM
3	WQQQ-FM
4	WKLM-AM
5	WMFD-AM

M-F, 6-10am

1	WWIL-AM
2	WAAV-FM
3	WKLM-AM
4	WQQQ-FM
5	WMFD-AM

M-F, 3-7pm

1	WAAV-FM
2	WWIL-AM
3	WQQQ-FM
4	WKLM-AM
5	WMFD-AM

Cume Persons Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1086

A/M '79	
1	WWSL-FM 329
2	WMFD-AM 246
3	WGNI-AM 229
4	WAAV-FM 226
5	WKLM-AM 212

M-F, 6-10am

1	WAAV-FM
2	WWIL-AM
3	WWSL-FM
4	WMFD-AM
5	WGNI-AM

M-F, 3-7pm

1	WWSL-FM
2	WAAV-FM
3	WMFD-AM
4	WGNI-AM
5	WWIL-AM

Teens
M-S, 6am-Midnight
POP(00): 147

A/M '79	
1	WWSL-FM
2	WGNI-AM
3	WWIL-AM
4	WMFD-AM
5	WLCF-FM

M-F, 6-10am

1	WWSL-FM
2	WGNI-AM
3	WWIL-AM
4	WQQQ-FM
5	WLCF-FM

M-F, 3-7pm

1	WWSL-FM
2	WGNI-AM
3	WWIL-AM
4	WMFD-AM
5	WQQQ-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 374

A/M '79	
1	WWSL-FM
2	WWIL-AM
3	WGNI-AM
4	WMFD-AM
5	WAAV-FM

M-F, 6-10am

1	WWSL-FM
2	WWIL-AM
3	WGNI-AM
4	WMFD-AM
5	WAAV-FM

M-F, 3-7pm

1	WWSL-FM
2	WGNI-AM
3	WWIL-AM
4	WMFD-AM
5	WLCF-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 442

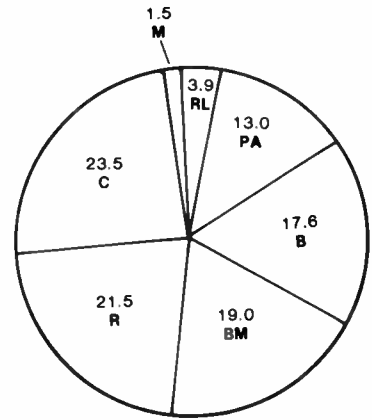
A/M '79	
1	WAAV-FM
2	WMFD-AM
3	WWSL-FM
4	WKLM-AM
5	WWIL-AM

M-F, 6-10am

1	WAAV-FM
2	WMFD-AM
3	WWIL-AM
4	WKLM-AM
5	WQQQ-FM

M-F, 3-7pm

1	WAAV-FM
2	WQQQ-FM
3	WKLM-AM
4	WMFD-AM
5	WWIL-AM



Worcester

METRO RANK

89

A/M '79 Market Overview

P/A standby WTAG again leads this market with a declining but still healthy almost 16% of the metro audience. WTAG is number one with adults 25-49, strong with older-skewing demos also. Loss of audience in this sweep occurred largely in PM drive when shares for adults dropped by a third.

Beautiful Music station WSRS rebounded in this book. Station is promoting constantly, aiming at the older audiences. WSRS is number three in adults 25-49, and gets stronger as demos age upward. Total adult story is a strong one for this Beautiful Music entry.

The AOR sound is captured by WAAF, the only AOR station in the Worcester metro. WAAF had its second straight gain, 12+, and station is number one with adults 18-34 and men 18-34. WAAF also has dominant share of teens. No format competition, and the

Burkhardt/Abrams "Superstars" sound helped to keep this station strong.

Top 40 station WFTQ had a stable report, and came in second in 18-34 and 25-49 adults. Strong teen station as well. Basically, WFTQ is the second strongest young adult station in the metro, after WAAF.

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3211

A/M '78		A/M '79	
1	WTAG-AM 98	WTAG-AM	86
2	WSRS-FM 68	WSRS-FM	83
3	WFTQ-AM 41	WAAF-FM	74
4	WPJB-FM 25	WFTQ-AM	42
5	WNEB-AM 23	WNEB-AM	24

M-F, 6-10am

1	WTAG-AM	WTAG-AM
2	WSRS-FM	WSRS-FM
3	WFTQ-AM	WAAF-FM
4	WDRG-AM	WFTQ-AM
5	WNEB-AM	WNEB-AM

M-F, 3-7pm

1	WTAG-AM	WSRS-FM
2	WSRS-FM	WAAF-FM
3	WFTQ-AM	WTAG-AM
4	WPJB-FM	WFTQ-AM
5	WNEB-AM	WNEB-AM

Teens
M-S, 6am-Midnight
POP(00): 429

A/M '78		A/M '79	
1	WPJB-FM	WAAF-FM	
2	WFTQ-AM	WFTQ-AM	
3	WSRS-FM	WPJB-FM	
4	WPRO-FM	WVBF-FM	
5	WVBF-FM	WQY-FM	

M-F, 6-10am

1	WPJB-FM	WAAF-FM
2	WFTQ-AM	WFTQ-AM
3	WPRO-FM	WPJB-FM
4	WDRG-AM	WQY-FM
5	WTAG-AM	WVBF-FM

M-F, 3-7pm

1	WPJB-FM	WAAF-FM
2	WFTQ-AM	WFTQ-AM
3	WVBF-FM	WPJB-FM
4	WSRS-FM	WQY-FM
5	WTAG-AM	WVBF-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1017

A/M '78		A/M '79	
1	WFTQ-AM	WAAF-FM	
2	WSRS-FM	WFTQ-AM	
3	WTAG-AM	WSRS-FM	
4	WDRG-AM	WTAG-AM	
5	WPJB-FM	WVBF-FM	

M-F, 6-10am

1	WFTQ-AM	WAAF-FM
2	WTAG-AM	WFTQ-AM
3	WDRG-AM	WTAG-AM
4	WSRS-FM	WSRS-FM
5	WPJB-FM	WPJB-FM

M-F, 3-7pm

1	WFTQ-AM	WAAF-FM
2	WTAG-AM	WFTQ-AM
3	WSRS-FM	WSRS-FM
4	WDRG-AM	WVBF-FM
5	WPJB-FM	WTAG-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1165

A/M '78		A/M '79	
1	WTAG-AM	WTAG-AM	
2	WSRS-FM	WFTQ-AM	
3	WFTQ-AM	WSRS-FM	
4	WDRG-AM	WAAF-FM	
5	WNEB-AM	WNEB-AM	

M-F, 6-10am

1	WTAG-AM	WTAG-AM
2	WSRS-FM	WFTQ-AM
3	WFTQ-AM	WAAF-FM
4	WDRG-AM	WSRS-FM
5	WNEB-AM	WNEB-AM

M-F, 3-7pm

1	WTAG-AM	WSRS-FM
2	WSRS-FM	WTAG-AM
3	WFTQ-AM	WFTQ-AM
4	WDRG-AM	WAAF-FM
5	WNEB-AM	WNEB-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 3211

A/M '78		A/M '79	
1	WTAG-AM 1344	WTAG-AM	1301
2	WSRS-FM 877	WSRS-FM	1176
3	WFTQ-AM 573	WAAF-FM	843
4	WDRG-AM 421	WFTQ-AM	479
5	WPJB-FM 389	WNEB-AM	506

M-F, 6-10am

1	WTAG-AM	WTAG-AM
2	WSRS-FM	WSRS-FM
3	WFTQ-AM	WAAF-FM
4	WPJB-FM	WFTQ-AM
5	WNEB-AM	WNEB-AM

M-F, 3-7pm

1	WTAG-AM	WTAG-AM
2	WSRS-FM	WAAF-FM
3	WFTQ-AM	WSRS-FM
4	WDRG-AM	WFTQ-AM
5	WPJB-FM	WNEB-AM

Teens
M-S, 6am-Midnight
POP(00): 429

A/M '78		A/M '79	
1	WPJB-FM	WAAF-FM	
2	WFTQ-AM	WFTQ-AM	
3	WSRS-FM	WPJB-FM	
4	WPRO-FM	WVBF-FM	
5	WVBF-FM	WSRS-FM	

M-F, 6-10am

1	WFTQ-AM	WAAF-FM
2	WPJB-FM	WFTQ-AM
3	WPRO-FM	WPJB-FM
4	WTAG-AM	WVBF-FM
5	WVBF-FM	WQY-FM

M-F, 3-7pm

1	WPJB-FM	WAAF-FM
2	WFTQ-AM	WFTQ-AM
3	WVBF-FM	WPJB-FM
4	WTAG-AM	WVBF-FM
5	WDRG-AM	WQY-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 1017

A/M '78		A/M '79	
1	WFTQ-AM	WAAF-FM	
2	WDRG-AM	WFTQ-AM	
3	WTAG-AM	WTAG-AM	
4	WSRS-FM	WSRS-FM	
5	WPJB-FM	WPJB-FM	

M-F, 6-10am

1	WFTQ-AM	WAAF-FM
2	WDRG-AM	WFTQ-AM
3	WTAG-AM	WTAG-AM
4	WSRS-FM	WSRS-FM
5	WPJB-FM	WPJB-FM

M-F, 3-7pm

1	WFTQ-AM	WAAF-FM
2	WTAG-AM	WFTQ-AM
3	WSRS-FM	WTAG-AM
4	WDRG-AM	WSRS-FM
5	WPJB-FM	WVBF-FM

Worcester

Continued

Adults 25-49
M-S, 6am-Midnight
POP(00): 1165

A/M '78		A/M '79	
1	WTAG-AM	1	WTAG-AM
2	WSRS-FM	2	WSRS-FM
3	WFIQ-AM	3	WFIQ-AM
4	WORC-AM	4	WAAF-FM
5	WNEB-AM	5	WNEB-AM

M-F, 8-10am

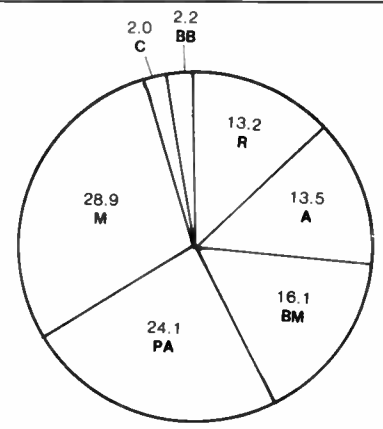
1	WTAG-AM	1	WTAG-AM
2	WSRS-FM	2	WFIQ-AM
3	WFIQ-AM	3	WSRS-FM
4	WORC-AM	4	WAAF-FM
5	WNEB-AM	5	WNEB-AM

M-F, 3-7pm

1	WTAG-AM	1	WSRS-FM
2	WSRS-FM	2	WTAG-AM
3	WFIQ-AM	3	WFIQ-AM
4	WORC-AM	4	WAAF-FM
5	WFJB-FM	5	WNEB-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.

Yakima

METRO RANK

157

Average Persons 12+ Share Trends
Monday-Sunday, 6am-Midnight
POP(00): 1306

A/M '77	A/M '78	A/M '79
1	KUTI-AM 21.4	KUTI-AM 18.4
2	KMWX-AM 16.6	KFFM-FM 17.5
3	KIT -AM 15.5	KIT -FM 15.0
4	KUEZ-FM 13.9	KIT -FM 11.2
5	KIT -FM 10.2	KUEZ-FM 10.2
6	KFFM-FM 8.6	KMWX-AM 9.7
7	KQOT-AM 5.3	KQOT-AM 6.3
8	KALE-AM 3.7	KREW-AM 2.4
9	KBBO-AM 2.7	KENE-AM 2.4
10	KENE-AM 0.5	KBBO-AM 2.4
11	KREW-AM 0.5	KYBO-FM 2.4
12	0.0	KGO -AM 0.5
13		KREW-FM 0.5
14		KALE-AM 0.5

M-F, 3-7pm

1	KMWX-AM	KFFM-FM	KFFM-FM
2	KFFM-FM	KMWX-AM	KUEZ-FM
3	KIT -FM	KUEZ-FM	KMWX-AM
4	KALE-AM	KQOT-AM	KIT -FM
5	KUEZ-FM	KIT -FM	KUTI-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 485

A/M '77	A/M '78	A/M '79
1	KUTI-AM	KUTI-AM
2	KUEZ-FM	KUEZ-FM
3	KMWX-AM	KMWX-AM
4	KIT -AM	KFFM-FM
5	KIT -FM	KIT -AM

M-F, 8-10am

1	KUTI-AM	KUTI-AM	KIT -AM
2	KMWX-AM	KMWX-AM	KUTI-AM
3	KUEZ-FM	KIT -AM	KUEZ-FM
4	KIT -AM	KUEZ-FM	KFFM-FM
5	KFFM-FM	KFFM-FM	KMWX-AM

M-F, 3-7pm

1	KUEZ-FM	KUEZ-FM	KUEZ-FM
2	KUTI-AM	KMWX-AM	KUTI-AM
3	KMWX-AM	KFFM-FM	KFFM-FM
4	KIT -AM	KUTI-AM	KMWX-AM
5	KIT -FM	KIT -AM	KIT -AM

M-F, 3-7pm

1	KMWX-AM	KFFM-FM	KMWX-AM
2	KFFM-FM	KMWX-AM	KFFM-FM
3	KIT -FM	KIT -FM	KUEZ-FM
4	KUEZ-FM	KQOT-AM	KIT -FM
5	KIT -AM	KIT -AM	KUTI-AM

Adults 25-49
M-S, 6am-Midnight
POP(00): 485

A/M '77	A/M '78	A/M '79
1	KMWX-AM	KMWX-AM
2	KUEZ-FM	KUEZ-FM
3	KIT -AM	KUTI-AM
4	KUTI-AM	KIT -AM
5	KFFM-FM	KFFM-FM

M-F, 8-10am

1	KMWX-AM	KMWX-AM	KIT -AM
2	KUTI-AM	KUTI-AM	KUEZ-FM
3	KUEZ-FM	KUEZ-FM	KMWX-AM
4	KIT -AM	KFFM-FM	KUTI-AM
5	KFFM-FM	KIT -AM	KFFM-FM

M-F, 3-7pm

1	KUEZ-FM	KUEZ-FM	KUEZ-FM
2	KMWX-AM	KMWX-AM	KMWX-AM
3	KUTI-AM	KUTI-AM	KUTI-AM
4	KFFM-FM	KIT -AM	KFFM-FM
5	KIT -AM	KFFM-FM	KIT -AM

Average Persons Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1306

A/M '77	A/M '78	A/M '79
1	KUTI-AM 40	KUTI-AM 38
2	KMWX-AM 31	KFFM-FM 36
3	KIT -AM 29	KIT -AM 31
4	KUEZ-FM 26	KIT -FM 23
5	KIT -FM 19	KUEZ-FM 21

M-F, 8-10am

1	KIT -AM	KIT -AM	KIT -AM
2	KUTI-AM	KUTI-AM	KUTI-AM
3	KMWX-AM	KFFM-FM	KFFM-FM
4	KUEZ-FM	KMWX-AM	KUEZ-FM
5	KFFM-FM	KIT -FM	KMWX-AM

M-F, 3-7pm

1	KMWX-AM	KFFM-FM	KUEZ-FM
2	KUEZ-FM	KMWX-AM	KFFM-FM
3	KUTI-AM	KUEZ-FM	KUTI-AM
4	KIT -AM	KIT -FM	KMWX-AM
5	KFFM-FM	KIT -AM	KIT -AM

Teens
M-S, 6am-Midnight
POP(00): 193

A/M '77	A/M '78	A/M '79
1	KIT -FM	KFFM-FM
2	KFFM-FM	KIT -FM
3	KMWX-AM	KMWX-AM
4	KQOT-AM	KUEZ-FM
5	KALE-AM	KUTI-AM

M-F, 8-10am

1	KIT -FM	KFFM-FM	KFFM-FM
2	KFFM-FM	KIT -FM	KMWX-AM
3	KMWX-AM	KMWX-AM	KIT -FM
4	KQOT-AM	KQOT-AM	KUTI-AM
5	KALE-AM	KUTI-AM	KBBO-AM

M-F, 3-7pm

1	KIT -FM	KFFM-FM	KFFM-FM
2	KMWX-AM	KIT -FM	KIT -FM
3	KFFM-FM	KMWX-AM	KMWX-AM
4	KQOT-AM	KQOT-AM	KUEZ-FM
5	KIT -AM	KUTI-AM	KBBO-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 412

A/M '77	A/M '78	A/M '79
1	KMWX-AM	KFFM-FM
2	KFFM-FM	KMWX-AM
3	KIT -FM	KIT -FM
4	KQOT-AM	KQOT-AM
5	KUEZ-FM	KUEZ-FM

M-F, 8-10am

1	KMWX-AM	KFFM-FM	KFFM-FM
2	KFFM-FM	KMWX-AM	KUEZ-FM
3	KUTI-AM	KIT -FM	KMWX-AM
4	KQOT-AM	KUTI-AM	KIT -AM
5	KIT -FM	KQOT-AM	KIT -FM

Cume Persons Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 1306

A/M '77	A/M '78	A/M '79
1	KMWX-AM 466	KMWX-AM 434
2	KIT -AM 437	KIT -AM 395
3	KUEZ-FM 308	KFFM-FM 385
4	KUTI-AM 297	KUTI-AM 324
5	KFFM-FM 280	KIT -FM 297

M-F, 8-10am

1	KMWX-AM	KIT -AM	KIT -AM
2	KIT -AM	KMWX-AM	KFFM-FM
3	KUTI-AM	KFFM-FM	KMWX-AM
4	KFFM-FM	KUTI-AM	KUTI-AM
5	KUEZ-FM	KIT -FM	KUEZ-FM

M-F, 3-7pm

1	KMWX-AM	KFFM-FM	KFFM-FM
2	KUEZ-FM	KIT -FM	KMWX-AM
3	KIT -AM	KMWX-AM	KUEZ-FM
4	KUTI-AM	KIT -AM	KUTI-AM
5	KIT -FM	KUEZ-FM	KIT -AM

Teens
M-S, 6am-Midnight
POP(00): 193

A/M '77	A/M '78	A/M '79
1	KFFM-FM	KFFM-FM
2	KMWX-AM	KIT -FM
3	KIT -FM	KMWX-AM
4	KQOT-AM	KQOT-AM
5	KIT -AM	KUEZ-FM

M-F, 8-10am

1	KFFM-FM	KFFM-FM	KFFM-FM
2	KIT -FM	KIT -FM	KMWX-AM
3	KMWX-AM	KMWX-AM	KUTI-AM
4	KQOT-AM	KQOT-AM	KIT -FM
5	KUEZ-FM	KUEZ-FM	KREW-AM

M-F, 3-7pm

1	KMWX-AM	KFFM-FM	KFFM-FM
2	KIT -FM	KIT -FM	KMWX-AM
3	KFFM-FM	KMWX-AM	KIT -FM
4	KQOT-AM	KQOT-AM	KUTI-AM
5	KIT -AM	KUTI-AM	KUEZ-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 412

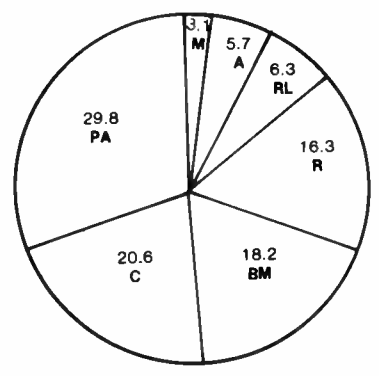
A/M '77	A/M '78	A/M '79
1	KMWX-AM	KMWX-AM
2	KFFM-FM	KFFM-FM
3	KIT -FM	KIT -FM
4	KIT -AM	KQOT-AM
5	KQOT-AM	KIT -AM

M-F, 8-10am

1	KMWX-AM	KFFM-FM	KFFM-FM
2	KFFM-FM	KMWX-AM	KMWX-AM
3	KQOT-AM	KIT -FM	KUEZ-FM
4	KUTI-AM	KQOT-AM	KIT -AM
5	KIT -FM	KUTI-AM	KIT -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.

York

METRO RANK



A/M '79 Market Overview

Susquehanna's P/A bastion, **WSBA**, reclaimed leadership of the market from **WSBA-FM**, a Beautiful Music entry. **WSBA** leads in adults 25-49, does well in older demos also. Adult shares improved substantially, most notably in AM drive, and led to overall 12+ share rebound.

WSBA-FM slipped more than two shares, but still ranks third among adults 25-49. Adult males defected from **WSBA-FM** in such numbers that shares were reduced.

The big gainer in the A/M '79 sweep was P/A station **WQXA**. Younger-skewing P/A entry is number one with adults 18-34, fourth in adults 25-49. **WQXA** even became the top teen station in York, with more than a third of that audience. Morning drive showed the greatest improvement in adult shares for **WQXA**.

WQXA may have profited at the expense of Top 40 **WYCR**, which suffered a steep drop in its numbers. **WYCR** went from double digits to around a 5 share, 12+. Teen numbers were cut in half, **WYCR** now rates third with adults 18-34, and there were substantial losses in both key demos. This may be another instance of an FM station with contemporary sound siphoning off a chunk of listeners from a competitive AM station.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight
POP(00): 2948

A/M '77	A/M '78	A/M '79			
1 WSBA-FM	16.0	WSBA-FM	13.0	WSBA-AM (PA)	14.2
2 WSBA-AM	14.7	WYCR-FM	12.4	WQXA-FM (PA)	12.4
3 WYCR-FM	13.4	WSBA-AM	10.9	WNOW-AM (C)	11.5
4 WNOW-AM	9.5	WQXA-FM	7.3	WSRA-FM (BB)	10.6
5 WZIX-AM	7.1	WZIX-AM	6.1	WYCR-FM (C)	5.2
6 WQXA-FM	5.8	WNOW-AM	5.7	WNCE-FM (S)	5.2
7 WHVR-AM	3.7	WFOC-FM	5.2	WRHY-FM (A)	4.5
8 WNCE-FM	3.7	WHVR-AM	4.2	WZIX-AM (PA)	3.8
9 WHP-FM	2.8	WHP-FM	4.0	WFOC-FM (C)	2.5
10 WFOC-FM	2.8	WIDV-FM	3.8	WHVR-AM (PA)	2.0
11 WHP-AM	2.6	WRHY-FM	2.9	WSF M-FM (S)	2.0
12 WRHY-FM	2.4	WHP-AM	2.5	WHP-AM (A)	2.0
13 WLIF-FM	1.5	WNCE-FM	2.3	WIDV-FM (C)	1.8
14 WIDV-FM	1.3	WGEE-AM	1.9	WHP-FM (BB)	1.6
15 WFRE-FM	1.1	WFRE-FM	1.7	WGE T-AM (PA)	1.4
16 WGEE-AM	0.9	WFEC-AM	1.7	WGCB-FM (A)	1.1
17 WGCB-FM	0.9	WSFM-FM	1.0	WLIF-FM (S)	1.1
18 WGEE-FM	0.9	WDAC-FM	1.0	WTPA-FM (BB)	1.1
19 WBAL-AM	0.4	WBAL-AM	0.8	WKBO-AM (S)	1.1
20 WGCB-AM	0.4	WGCB-FM	0.8	WDAC-FM (A)	0.7
21 WDAC-FM	0.4	WTTR-FM	0.8	WHYL-FM (C)	0.7
22 WKBO-AM	0.4	WLIF-FM	0.6	WFRE-FM (BB)	0.5
23 WCMC-AM	0.4	WKBO-AM	0.6		
24		WGCB-AM	0.6		

Average Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2948

A/M '77	A/M '78	A/M '79			
1 WSBA-FM	74	WSBA-FM	62	WSBA-AM	63
2 WSBA-AM	68	WYCR-FM	59	WQXA-FM	55
3 WYCR-FM	62	WSBA-AM	52	WNOW-AM	51
4 WNOW-AM	44	WQXA-FM	35	WSBA-FM	47
5 WZIX-AM	33	WZIX-AM	29	WYCR-FM	23

M-F, 6-10am

1 WSBA-AM	WSBA-AM	WSBA-AM
2 WSBA-FM	WSBA-FM	WSBA-FM
3 WYCR-FM	WYCR-FM	WQXA-FM
4 WZIX-AM	WHVR-AM	WNOW-AM
5 WNOW-AM	WQXA-FM	WNCE-FM

M-F, 3-7pm

1 WSBA-FM	WYCR-FM	WQXA-FM
2 WYCR-FM	WSBA-FM	WSBA-AM
3 WSBA-AM	WSBA-AM	WNOW-AM
4 WNOW-AM	WQXA-FM	WSBA-FM
5 WQXA-FM	WZIX-AM	WZIX-AM

Teens
M-S, 6am-Midnight
POP(00): 384

A/M '77	A/M '78	A/M '79
1 WYCR-FM	WYCR-FM	WQXA-FM
2 WZIX-AM	WQXA-FM	WYCR-FM
3 WQXA-FM	WZIX-AM	WRHY-FM
4 WSBA-AM	WRHY-FM	WZIX-AM
5 WFOC-FM	WSBA-AM	WNOW-AM

M-F, 6-10am

1 WYCR-FM	WYCR-FM	WQXA-FM
2 WZIX-AM	WQXA-FM	WYCR-FM
3 WSBA-AM	WRHY-FM	WRHY-FM
4 WQXA-FM	WSBA-AM	WZIX-AM
5 WFOC-FM	WZIX-AM	WSBA-FM

M-F, 3-7pm

1 WYCR-FM	WYCR-FM	WQXA-FM
2 WZIX-AM	WZIX-AM	WYCR-FM
3 WQXA-FM	WQXA-FM	WRHY-FM
4 WSBA-AM	WRHY-FM	WZIX-AM
5 WFOC-FM	WSBA-FM	WNOW-AM

Adults 18-34
M-S, 6am-Midnight
POP(00): 998

A/M '77	A/M '78	A/M '79
1 WYCR-FM	WYCR-FM	WQXA-FM
2 WSBA-FM	WSBA-AM	WSBA-AM
3 WSBA-AM	WQXA-FM	WYCR-FM
4 WZIX-AM	WFOC-FM	WZIX-AM
5 WQXA-FM	WZIX-AM	WRHY-FM

M-F, 6-10am

1 WSBA-AM	WSBA-AM	WSBA-AM
2 WYCR-FM	WYCR-FM	WQXA-FM
3 WSBA-FM	WZIX-AM	WYCR-FM
4 WZIX-AM	WSBA-FM	WRHY-FM
5 WQXA-FM	WFOC-FM	WZIX-AM

M-F, 3-7pm

1 WSBA-FM	WYCR-FM	WQXA-FM
2 WYCR-FM	WQXA-FM	WSBA-AM
3 WSBA-AM	WSBA-AM	WZIX-AM
4 WQXA-FM	WFOC-FM	WRHY-FM
5 WZIX-AM	WZIX-AM	WYCR-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1154

A/M '77	A/M '78	A/M '79
1 WSBA-AM	WSBA-FM	WSBA-AM
2 WSBA-FM	WSBA-AM	WNOW-AM
3 WYCR-FM	WYCR-FM	WSBA-FM
4 WNOW-AM	WFOC-FM	WQXA-FM
5 WZIX-AM	WNOW-AM	WYCR-FM

M-F, 6-10am

1 WSBA-AM	WSBA-AM	WSBA-AM
2 WSBA-FM	WSBA-FM	WSBA-FM
3 WHVR-AM	WYCR-FM	WNOW-AM
4 WYCR-FM	WNOW-AM	WQXA-FM
5 WNOW-AM	WZIX-AM	WYCR-FM

M-F, 3-7pm

1 WSBA-FM	WSBA-FM	WSBA-AM
2 WSBA-AM	WSBA-AM	WNOW-AM
3 WNOW-AM	WYCR-FM	WSBA-FM
4 WYCR-FM	WFOC-FM	WQXA-FM
5 WQXA-FM	WQXA-FM	WZIX-AM

Cume Persons Trends/Rankings

Total 12+
M-S, 6am-Midnight
POP(00): 2948

A/M '77	A/M '78	A/M '79			
1 WSBA-AM	126	WSBA-AM	1034	WSBA-AM	1045
2 WSBA-FM	741	WYCR-FM	770	WQXA-FM	791
3 WZIX-AM	700	WSRA-FM	684	WSBA-FM	646
4 WYCR-FM	683	WZIX-AM	677	WNOW-AM	519
5 WNOW-AM	441	WQXA-FM	587	WYCR-FM	487

M-F, 6-10am

1 WSBA-AM	WSBA-AM	WSBA-AM
2 WSBA-FM	WYCR-FM	WQXA-FM
3 WZIX-AM	WSBA-FM	WSBA-FM
4 WYCR-FM	WZIX-AM	WNOW-AM
5 WNOW-AM	WQXA-FM	WYCR-FM

M-F, 3-7pm

1 WSBA-AM	WYCR-FM	WQXA-FM
2 WYCR-FM	WSBA-AM	WSBA-AM
3 WSBA-FM	WSBA-FM	WSBA-FM
4 WZIX-AM	WZIX-AM	WNOW-AM
5 WQXA-FM	WQXA-FM	WYCR-FM

Teens
M-S, 6am-Midnight
POP(00): 384

A/M '77	A/M '78	A/M '79
1 WYCR-FM	WYCR-FM	WQXA-FM
2 WZIX-AM	WQXA-FM	WYCR-FM
3 WQXA-FM	WZIX-AM	WZIX-AM
4 WSBA-AM	WSBA-AM	WSBA-AM
5 WFOC-FM	WRHY-FM	WNOW-AM

M-F, 6-10am

1 WYCR-FM	WYCR-FM	WQXA-FM
2 WZIX-AM	WQXA-FM	WYCR-FM
3 WSBA-AM	WZIX-AM	WNOW-AM
4 WQXA-FM	WRHY-FM	WZIX-AM
5 WHVR-AM	WSBA-AM	WSBA-AM

M-F, 3-7pm

1 WYCR-FM	WYCR-FM	WQXA-FM
2 WZIX-AM	WQXA-FM	WYCR-FM
3 WQXA-FM	WZIX-AM	WZIX-AM
4 WSBA-AM	WRHY-FM	WNOW-AM
5 WSBA-FM	WSBA-AM	WRHY-FM

Adults 18-34
M-S, 6am-Midnight
POP(00): 998

A/M '77	A/M '78	A/M '79
1 WSBA-AM	WSBA-AM	WQXA-FM
2 WYCR-FM	WYCR-FM	WSBA-AM
3 WZIX-AM	WZIX-AM	WYCR-FM
4 WQXA-FM	WQXA-FM	WZIX-AM
5 WSBA-FM	WSBA-FM	WRHY-FM

M-F, 6-10am

1 WSBA-AM	WSBA-AM	WSBA-AM
2 WYCR-FM	WYCR-FM	WQXA-FM
3 WZIX-AM	WZIX-AM	WYCR-FM
4 WSBA-FM	WSBA-FM	WZIX-AM
5 WQXA-FM	WFOC-FM	WRHY-FM

M-F, 3-7pm

1 WSBA-AM	WSBA-AM	WQXA-FM
2 WYCR-FM	WYCR-FM	WSBA-AM
3 WZIX-AM	WZIX-AM	WYCR-FM
4 WQXA-FM	WQXA-FM	WZIX-AM
5 WSBA-FM	WSBA-FM	WRHY-FM

Adults 25-49
M-S, 6am-Midnight
POP(00): 1156

A/M '77	A/M '78	A/M '79
1 WSBA-AM	WSBA-AM	WSBA-AM
2 WSBA-FM	WSBA-FM	WSBA-FM
3 WYCR-FM	WYCR-FM	WQXA-FM
4 WZIX-AM	WZIX-AM	WNOW-AM
5 WNOW-AM	WQXA-FM	WYCR-FM

M-F, 6-10am

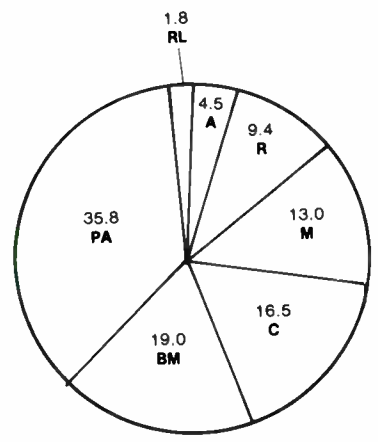
1 WSBA-AM	WSBA-AM	WSBA-AM
2 WSBA-FM	WSBA-FM	WSBA-FM
3 WNOW-AM	WYCR-FM	WNOW-AM
4 WHVR-AM	WHVR-AM	WQXA-FM
5 WZIX-AM	WZIX-AM	WYCR-FM

M-F, 3-7pm

1 WSBA-AM	WSBA-AM	WSBA-AM
2 WSBA-FM	WSBA-FM	WSBA-FM
3 WNOW-AM	WYCR-FM	WNOW-AM
4 WYCR-FM	WZIX-AM	WQXA-FM
5 WHVR-AM	WQXA-FM	WYCR-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

66

A/M '79 Market Overview

Beautiful Music station **WKBN-FM** is still atop the Youngstown metro 12+ share picture, having gained more than two shares as a result of the A/M '79 survey. Part of the reason for the success of **WKBN-FM** is that the station changed its automated programming, from **TM 2000** to **TM 1000**. The **TM 1000** package contains more vocals, younger music, contemporary artists. The programming adjustment may have worked, since **WKBN-FM** is tops among adults 25-49 and is fourth with adults 18-34. Outside ads consisted of billboards and TV.

Top 40's **WHOT/WSRD** (AM/FM combo) have a combined 16% of the metro. **WHOT** is number one in adults 18-34, with a 22 share, while **WSRD** has over 11% of that demo. In addition, **WHOT** is number two among adults 25-49. **WHOT** and **WSRD** (shown as **WHOT-AM & FM** by Market-Buy-Market) rate highly among teens also.

Talk station **WBBW** increased several shares, based on audience that skews 35+. In the morning, **WBBW** has a 25% share of the market, tops in the metro. Major gain was made in Spring survey among adults in the AM drive daypart — shares increased by at least a third depending on the demographic involved.

Sharon, PA station **WYFM** maintained more than 10 share of market. **WYFM** is a Top 40 rocker that is the second most popular teen station. It's third among adults 25-49, second among adults 18-34. The FM Top 40 scored again in prime young adult demo.

Some Cleveland stations penetrate into the Youngstown metro to register measureable shares.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 4435

	A/M '77	A/M '78	A/M '79			
1	WBBW-AM	16.5	WHOT-AF	16.7	WKBN-AF (BM)	4.9
2	WKBN-FM	16.4	WKBN-FM	14.1	WHOT-AF (M)	16.5
3	WYFM-FM	10.2	WBBW-AM	11.9	WBBW-AM (M)	14.9
4	WKBN-AM	7.7	WKBN-AM	11.2	WYFM-FM (M)	10.4
5	WHOT-AM	7.7	WYFM-FM	10.9	WNIO-AM (C)	3.5
6	WHOT-FM	5.5	WHHH-AM	3.9	WFMJ-AM (PA)	3.1
7	WNIO-AM	5.3	WNIO-AM	3.8	WFAR-AF (PA)	2.5
8	WFMJ-AM	4.7	WGFT-AM	3.3	WHHH-AM (PA)	2.1
9	WHHH-AM	3.9	WFMJ-AM	2.6	WMMS-FM (M)	2.1
10	WMMS-FM	2.3	WMMS-FM	2.6	WUWM-FM (M)	1.9
11	WTCL-AM	2.0	WUWE-AM	2.0	WUWE-AM (PA)	1.9
12	WUWE-AM	1.5	WUWZ-FM	1.5	WGFT-AM (M)	1.2
13	WSOM-AF	1.4	WSOM-AF	1.3	WSOM-FM (M)	0.9
14	WUWZ-FM	1.2	WGAR-AM	1.3	WTCL-AM (PA)	0.9
15	WGFT-AM	1.1	WUWM-FM	1.2	WTDF-FM (M)	0.7
16	WSOM-FM	1.1	KKKA-AM	1.2	WDMT-FM (PA)	0.6
17	WFIC-AM	0.8	WHLO-AM	1.0	WFIC-AM (PA)	0.4
18	WUWS-FM	0.8	WFIC-AM	0.9	WQOD-FM (PA)	0.4
19	WQOD-FM	0.6	WTCL-AM	0.9		
20	WNDD-FM	0.6	WUWS-FM	0.4		
21	WHLO-AM	0.5				
22	WGAR-AM	0.5				
23	WDMT-FM	0.5				
24	WSOM-AM	0.3				

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 4435

	A/M '77	A/M '78	A/M '79			
1	WBBW-AM	109	WHOT-AF	115	WKBN-AF	164
2	WKBN-FM	108	WKBN-FM	97	WHOT-AF	111
3	WYFM-FM	67	WBBW-AM	82	WBBW-AM	100
4	WKBN-AM	51	WKBN-AM	77	WYFM-FM	70
5	WHOT-AM	51	WYFM-FM	75	WNIO-AF	24

M-F, 6-10am			
1	WBBW-AM	WHOT-AF	WBBW-AM
2	WHOT-AF	WBBW-AM	WKBN-AF
3	WKBN-FM	WKBN-AM	WHOT-AF
4	WHOT-AM	WKBN-FM	WYFM-FM
5	WKBN-AM	WYFM-FM	WHHH-AM

M-F, 3-7pm			
1	WKBN-FM	WHOT-AF	WKBN-AF
2	WYFM-FM	WKBN-FM	WHOT-AF
3	WBBW-AM	WYFM-FM	WYFM-FM
4	WHOT-AM	WKBN-AM	WBBW-AM
5	WKBN-AM	WBBW-AM	WFMJ-AM

Teens

M-S, 6am-Midnight

POP(00): 620

	A/M '77	A/M '78	A/M '79
1	WYFM-FM	WHOT-AF	WHOT-AF
2	WHOT-AM	WYFM-FM	WYFM-FM
3	WHOT-FM	WGFT-AM	WFAR-AF
4	WFMJ-AM	WUWE-AM	WKBN-AF
5	WKBN-AM	WFMJ-AM	WUWM-FM

M-F, 6-10am			
1	WHOT-AF	WHOT-AF	WHOT-AF
2	WYFM-FM	WYFM-FM	WYFM-FM
3	WHOT-AM	WGFT-AM	WKBN-AM
4	WHOT-FM	WMMS-FM	WGFT-AM
5	WKBN-AM	WBBW-AM	WMMS-FM

M-F, 3-7pm			
1	WYFM-FM	WYFM-FM	WYFM-FM
2	WHOT-AM	WHOT-AF	WHOT-AF
3	WHOT-FM	WGFT-AM	WFAR-AF
4	WKDD-FM	WUWE-AM	WUWM-FM
5	WFMJ-AM	WMMS-FM	WNIO-AF

Adults 18-34

M-S, 6am-Midnight

POP(00): 1436

	A/M '77	A/M '78	A/M '79
1	WYFM-FM	WHOT-AF	WHOT-AF
2	WHOT-AM	WYFM-FM	WYFM-FM
3	WHOT-FM	WKBN-AM	WKBN-AF
4	WFMJ-AM	WMMS-FM	WMMS-FM
5	WKBN-AM	WKBN-FM	WUWM-FM

M-F, 6-10am			
1	WHOT-AF	WHOT-AF	WHOT-AF
2	WHOT-AM	WKBN-AM	WKBN-AF
3	WYFM-FM	WYFM-FM	WYFM-FM
4	WBBW-AM	WMMS-FM	WBBW-AM
5	WKBN-AM	WKBN-FM	WGFT-AM

M-F, 3-7pm			
1	WYFM-FM	WHOT-AF	WHOT-AF
2	WHOT-AM	WYFM-FM	WYFM-FM
3	WHOT-FM	WKBN-AM	WKBN-AF
4	WFMJ-AM	WMMS-FM	WUWM-FM
5	WMMS-FM	WFMJ-AM	WFAR-AF

Adults 25-49

M-S, 6am-Midnight

POP(00): 1716

	A/M '77	A/M '78	A/M '79
1	WKBN-FM	WKBN-AM	WKBN-AF
2	WKBN-AM	WKBN-FM	WHOT-AF
3	WBBW-AM	WHOT-AF	WYFM-FM
4	WYFM-FM	WYFM-FM	WBBW-AM
5	WNIO-AM	WBBW-AM	WFMJ-AM

M-F, 6-10am			
1	WBBW-AM	WKBN-AM	WKBN-AF
2	WKBN-AM	WHOT-AF	WHOT-AF
3	WHOT-AF	WBBW-AM	WBBW-AM
4	WKBN-FM	WKBN-FM	WYFM-FM
5	WHOT-AM	WYFM-FM	WFMJ-AM

M-F, 3-7pm			
1	WKBN-FM	WHOT-AF	WKBN-AF
2	WYFM-FM	WKBN-FM	WHOT-AF
3	WKBN-AM	WKBN-AM	WYFM-FM
4	WHOT-AM	WYFM-FM	WFMJ-AM
5	WNIO-AM	WBBW-AM	WHHH-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 4435

	A/M '77	A/M '78	A/M '79			
1	WKBN-AM	1376	WHOT-AM	1449	WHOT-AM	1429
2	WHOT-AM	1364	WKBN-AM	1353	WYFM-FM	1259
3	WYFM-FM	1193	WYFM-FM	1213	WKBN-FM	1193
4	WBBW-AM	1182	WKBN-FM	1184	WBBW-AM	1062
5	WKBN-FM	1152	WBBW-AM	919	WKBN-AM	1005

M-F, 6-10am			
1	WHOT-AF	WHOT-AM	WHOT-AM
2	WBBW-AM	WKBN-AM	WBBW-AM
3	WHOT-AM	WBBW-AM	WHOT-FM
4	WKBN-AM	WKBN-FM	WHOT-FM
5	WYFM-FM	WYFM-FM	WYFM-FM

M-F, 3-7pm			
1	WHOT-AM	WHOT-AM	WHOT-AM
2	WYFM-FM	WYFM-FM	WYFM-FM
3	WKBN-AM	WKBN-AM	WKBN-FM
4	WKBN-FM	WKBN-FM	WBBW-AM
5	WFMJ-AM	WSRD-FM	WSRD-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 1436

	A/M '77	A/M '78	A/M '79
1	WHOT-AM	WHOT-AM	WHOT-AM
2	WYFM-FM	WYFM-FM	WYFM-FM
3	WHOT-FM	WSRD-FM	WSRD-FM
4	WFMJ-AM	WFMJ-AM	WKBN-FM
5	WKBN-AM	WKBN-AM	WKBN-AM

M-F, 6-10am			
1	WHOT-AF	WHOT-AM	WHOT-AM
2	WHOT-AM	WYFM-FM	WYFM-FM
3	WYFM-FM	WKBN-AM	WSRD-FM
4	WKBN-AM	WSRD-FM	WKBN-AM
5	WFMJ-AM	WFMJ-AM	WKBN-FM

M-F, 3-7pm			
1	WHOT-AM	WHOT-AM	WHOT-AM
2	WYFM-FM	WYFM-FM	WYFM-FM
3	WFMJ-AM	WSRD-FM	WSRD-FM
4	WHOT-FM	WKBN-AM	WKBN-FM
5	WKBN-AM	WFMJ-AM	WMMS-FM

Adults 25-49

M-S, 6am-Midnight

POP(00): 1716

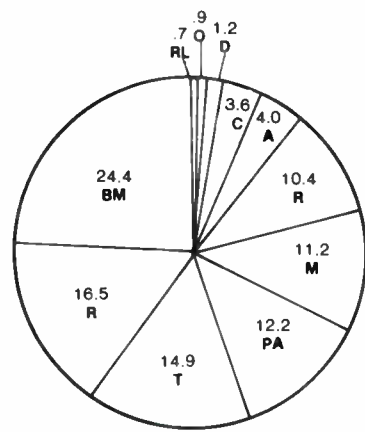
	A/M '77	A/M '78	A/M '79
1	WKBN-AM	WKBN-AM	WHOT-AM
2	WKBN-FM	WHOT-AM	WKBN-FM
3	WHOT-AM	WKBN-FM	WYFM-FM
4	WYFM-FM	WYFM-FM	WKBN-AM
5	WBBW-AM	WBBW-AM	WBBW-AM

M-F, 6-10am			
1	WKBN-AM	WKBN-AM	WHOT-AM
2	WBBW-AM	WHOT-AM	WKBN-AM
3	WHOT-AF	WBBW-AM	WKBN-FM
4	WHOT-AM	WKBN-FM	WBBW-AM
5	WKBN-FM	WYFM-FM	WYFM-FM

M-F, 3-7pm			
1	WKBN-AM	WKBN-AM	WYFM-FM
2	WKBN-FM	WKBN-AM	WHOT-AM
3	WKBN-FM	WKBN-FM	WKBN-FM
4	WHOT-AM	WYFM-FM	WKBN-AM
5	WFMJ-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.

Here's How To Order More Copies Of The R&R



...

Please send me _____ additional copies of the R&R Ratings Report for 1979, at \$12.50 per copy. I have enclosed a check or money order for \$ _____

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Mail to: Radio & Records
1930 Century Park West
Los Angeles, CA 90067

(Allow 4-6 weeks for processing)

Here's How To Order More Copies Of The R&R



...

Please send me _____ additional copies of the R&R Ratings Report for 1979, at \$12.50 per copy. I have enclosed a check or money order for \$ _____

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Mail to: Radio & Records
1930 Century Park West
Los Angeles, CA 90067

(Allow 4-6 weeks for processing)

Here's How To Order More Copies Of The R&R



...

Please send me _____ additional copies of the R&R Ratings Report for 1979, at \$12.50 per copy. I have enclosed a check or money order for \$ _____

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Mail to: Radio & Records
1930 Century Park West
Los Angeles, CA 90067

(Allow 4-6 weeks for processing)

RSO and Radio...

Together we broadcast
the world's greatest music.





YOU'RE ALWAYS #1 IN OUR BOOK.