

R&R

RADIO & RECORDS

RATINGS REPORT & DIRECTORY



**SPRING '85 ARBITRON RESULTS FOR TOP 100 MARKETS — EXCLUSIVE MARKET CHARTS
NEW RECORD COMPANY, GROUP OWNERSHIP & PRODUCTION COMPANY LISTINGS**

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*"We installed Dynamax CTR100s
at KIIS-FM, #1 in Los Angeles.
We plan to make Dynamax
Cart Machines standard
equipment at all our
stations."*

*Joe Dorton
President
Gannett Radio*



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Film House

State of The Art

TV Marketing for Radio Stations



"We work with Film House in all our markets. They're an integral part of our marketing team. They know how to sell radio on TV."

Brian Bieler, President, Viacom Radio.

Film House is the leading producer of TV spots to promote radio stations. And for good reason. We understand radio. It's our specialty. Most agencies or producers start with the "creative" and then try to "work in" your dial position and call letters. We start by focusing on your dial position and call letters and build spots around them. We know that the most creative spot in the world isn't worth a dime if the audience can't remember who it's for. So we hammer your calls and dial position. Most folks don't. In fact, a lot of them feel that you're infringing on their creativity if you demand lots of station ID. So, are you out to give them something flashy for their demo reel or sell your station?

Half Perfect

We also know that a powerful TV spot is only half the battle. How your spot is placed is equally vital. That's why Film House decided to move into media buying as well, by acquiring the resources of Broadcast Marketing Group, the only company

specializing in placing TV buys for radio stations. They've tailored their strategies to maximizing your impact on those elusive Arbitron diaries. Their weekly monitoring alone will dramatically improve the effectiveness of your buy because it keeps those TV stations from bumping your schedule into the next century. And here's the best part—it won't cost you a penny more to have the state of the art in your media buy. Now for the first time, radio stations can plan their marketing strategies, produce their TV spots and place their media buy with the one company that specializes in marketing radio on TV. Film House.

The Bottom Line

So if you're tired of fighting with your agency's creative director to get your logo in your own TV spot, if you've had it with explaining how you want your spots placed to the new agency media buyer every week or two, call Film House. We understand.

The Leader
filmhouse
FILM HOUSE, INC. BROADCAST MARKETING SERVICES
24 MUSIC SQUARE W. NASHVILLE, TN 37203 (615) 255-4000

How accountability helps make our selling better

How do you evaluate your radio rep's sales performance? Is simply meeting budgets all that you require? Or exceeding last year's? How do you measure accountability?

At HNW&H, we have developed a standard that evaluates our performance against specific marketing conditions. This is a unique grading system that lets us measure ourselves far more harshly than any outsider could. This way, we can quickly pinpoint any areas that are not up to our standards. We then create and institute a plan of action to correct the situation. That's part of the way we've gotten to almost \$65 million in less than four years.

We'd like to show you how we evaluate ourselves on behalf of our clients. It just might help make you want to become one.

The radio industry's hottest new call letters!

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New York, Atlanta, Boston, Charlotte, Chicago, Dallas, Detroit,
Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.

212/832-8900

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1985 R&R RATINGS REPORT Vol. 2/3

RECORD LABELS, RADIO GROUPS ADDED

More Information In Expanded Industry Guide

Welcome to the second edition of the **R&R Ratings Report** industry directory. Following your suggestions, we've added information sources this time, including radio group owners, jingle suppliers, and TV commercial production houses working with radio stations.

We've also consolidated the record label promotion checklists that previously ran in our regular issues and created a label source one-stop listing for music of all major formats.

In addition, we've updated our listings for reps, researchers, consultants, brokers, networks, program suppliers, and trade associations. Keep this directory handy — you'll find a multitude of uses for it.

Radio Group Owners

Stations are listed in order of **Arbitron** metro market rank, except for unranked and Canadian stations, which appear alphabetically.

ABC Owned Stations

1330 Avenue of the Americas
New York, NY 10019
(212) 887-7777

Radio President: Charles De Bare

New York	WABC & WPLJ
Los Angeles	KABC & KLOS
Chicago	WLS-AM & FM
San Francisco	KGO
Washington	WMAL & WRQX

Note: For proposed **Cap Cities/ABC** merged group, also see **Capital Cities Communications**

Ackerley Communications

1111 Third Avenue
Suite 2888
Seattle, WA 98101
(206) 624-2888

President: Barry Ackerley

Seattle	KJR
Portland	KSGO & KGON

Adams Communications

109 Bushaway Road
Suite 100
Wayzata, MN 55391
(612) 473-5434

President: Paul Brissette

St. Louis	WRTH & KEZK
Memphis	WDIA & WHRK
Grand Rapids	WLAV-AM & FM

Affiliated Broadcasting

135 Morrissey Blvd.
P.O. Box 2337
Boston, MA 02107
(617) 929-3178,79

President: John Giuggio

Seattle	KMPS-AM & FM
Phoenix	KONC
Sacramento	KRAK & KSKK
Jacksonville	WOKV & WAIV
Springfield, MA	WHYN-AM & FM
Fresno	KFYE
White Plains	WFAS-AM & FM

Allegheny Mountain Network

P.O. Box 247
Tyrone, PA 16686
(814) 238-0792

President: Cary Simpson

Johnstown, PA	WIYQ
Bellefonte, PA	WBLF
Coudersport, PA	WFRM-AM & FM
St. Mary's-Ridgway, PA	WKBI-AM & FM
Tyrone-	
State College, PA	WTRN & WGMR
Wellsboro, PA	WNBT-AM & FM

All Pro Broadcasting

1710 E. 111th Street
Los Angeles, CA 90059
(213) 564-7951

President: Willie Davis

Los Angeles	KACE
Houston	KYOK
Seattle	KQIN
Milwaukee	WLUM & WAWA

Amaturo Group

2100 Northwest 21st. Avenue
P.O. Box 5333
Ft. Lauderdale, FL 33310
(305) 484-8107

President/Radio Division: Monte Lang
(713) 623-0102

Detroit	WDRQ
Houston	KMJQ
St. Louis	KMJM

American Media

66 Colonial Drive
East Patchogue, NY 11772
Box 230
Patchogue, NY 11772
(516) 475-5200

President: Alan Beck

Long Island, NY	WALK-AM & FM
Baltimore	WLIF
San Antonio	KSMG

Aries Communications

1623 Fifth Avenue
San Rafael, CA 94901
(415) 456-1510

President: Art Astor

San Francisco	KTIM-AM & FM
Orange, CA	KIK-FM

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in Adults 25-54 CUME among all networks. And to think the full weight of all our affiliates still hasn't been counted.

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Call our sales offices:
New York, (212) 661-8360;
Detroit, (313) 354-4270;
Chicago, (312) 467-9790; or
Los Angeles, (213) 277-7862.

 **Mutual's on a Roll.**

RADAR 31: Mon-Sun 6 AM-12 Mid AQH (Volume 2) and CUME

*NOTE: Adult Profile Radio Networks: CBS, NBC ABC-D, ABC-E, ABC-I, US-2, TALKNET, Satellite Music and Mutual.

DIRECTORY

Radio Group Owners

Bahakel Communications

P.O. Box 32488
Charlotte, NC 28232
(704) 372-4434

President: *Cy Bahakel*

Chattanooga	WDOD-AM & FM
Charleston, SC	WXLY
Colorado Springs	KILO
Lynchburg, VA	WWOD & WKZZ
Waterloo, IA	KXEL & KOKZ
Bowling Green, KY	WLBJ-AM & FM
Greenwood, MS	WABG
Kingsport, TN	WKIN & WZXY

Beach-Schmidt Group

2300 Hall
Box 817
Hays, KS 67601
(913) 625-2578

Executive VP: *Bob Schmidt*

Alliance, NE	KCOW & KAAQ
Goodland, KS	KLOE
Hays, KS	KAYS
North Platte, NE	KOOQ & KELN
Plainview, TX	KVOP & KATX
St. Joseph, MO	KFEQ

Beasley Broadcast Group

200 West Ash Street
Box 1355
Goldboro, NC 27530
(919) 734-8003

President: *George Beasley*

Philadelphia	WXTU
Cleveland	WDMT
Mobile	WMOO & WBLX
Augusta	WGAC
Evansville	WYNG
Charleston, WV	WTIP & WVSR
Conway, SC	WLAT & WYAV
Fayetteville, NC	WFAI & WKML
Reidsville, NC	WWMO

Belo Broadcasting

Communications Center
Dallas, TX 75202
(214) 748-9631

President: *Ward Huey*

Dallas	KRQX & KZEW
Denver	KOA & KOAQ

John Blair & Co. (Owned Stations Division)
1290 Avenue of the Americas
New York, NY 10104
(212) 603-5000

Owned Stations Division

President: *Jim Hilliard*

Boston	WHDH & WZOU
Dallas	KVIL-AM & FM
Tampa	WFLA-AM & FM
Indianapolis	WIBC & WNAP

Bonneville International

Broadcast House
Salt Lake City, UT 84180-1160
(801) 575-7500

President: *Rodney Brady*

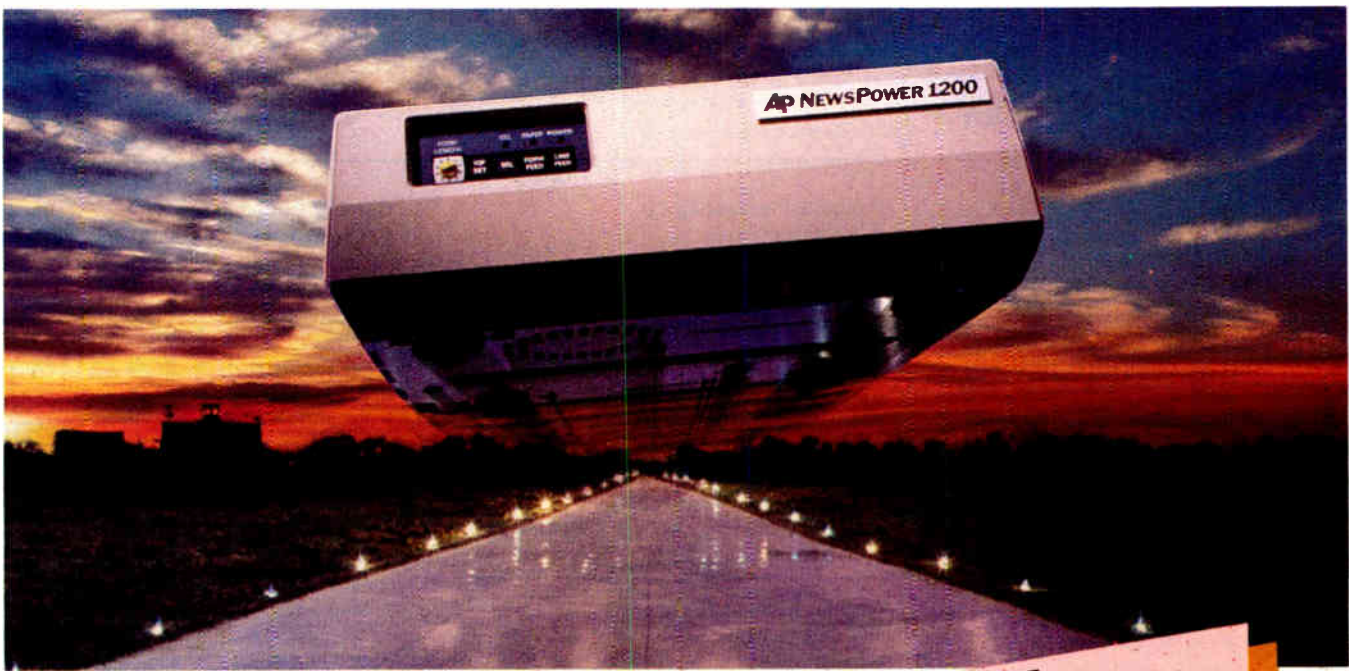
New York	WRFM
Los Angeles	KBIG
Chicago	WCLR
San Francisco	KXLR & KOIT
Dallas	KAAM & KAFM
Seattle	KIRO & KSEA
Kansas City	KMBZ & KMBR
Salt Lake City	KSL

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(213) 461-2701

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For details about NEWSPOWER 1200, call Glenn Serafin, at AP Broadcast Services (800) 821-4747.

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Radio Group Owners

Booth American

333 West Fort Street
Detroit, MI 48226
(313) 965-3360

President: John Booth

Detroit	WJLB
Cleveland	WRMR & WLTF
Cincinnati	WSAI & WKXF
Toledo	WTOD & WKLR
Saginaw	WSGW & WIOG
South Bend, IN	WZZP

Broadcast Properties

1700 Kyle South
College Station, TX 77840
(409) 693-7356

President: Barry Turner

Boise	KIYS
Tyler, TX	KDOK & KEYP
Panama City, FL	WWWQ & WPFM
Grand Junction, CO	KIIO & KVEE
Santa Fe, NM	KAFE & KKSS
Bryan-College Station, TX	KAGC & KKYS

Brown Broadcasting

9230 Wilshire Blvd.
Beverly Hills, CA 90212
VP: Michael Brown
(213) 274-8411

Director/Operations: Philip Meirose
(916) 446-4965

San Diego	KGB & KPQP
Sacramento	KXOA-AM & FM
Salt Lake City	KKAT
Fresno	KYNO-AM & FM

Buckley Broadcasting

166 West Putnam Avenue
Greenwich, CT 06830
(203) 661-4307

President: Richard Buckley, Jr.

San Fernando (L.A.)	KGIL-AM & FM
San Francisco	KKHI-AM & FM
Hartford	WDRG-AM & FM
Syracuse, NY	WSEN-AM & FM
Stockton-Merced	KUBB
Monterey-Salinas	KWAV
Portland, ME	WYNZ-AM & FM

Capital Cities Communications

24 East 51st Street
New York, NY 10022
(212) 421-9595

President: Daniel Burke

Detroit	WJR & WHYT
Dallas	WBAP & KSCS
Atlanta	WKHX
Providence	WPRO-AM & FM
Buffalo	WKBW

Note: For proposed Cap Cities/ABC merged group, also see ABC Owned Stations

Capitol Broadcasting Co.

2619 Western Blvd.
Box 12000
Raleigh, NC 27605
(919) 821-8500

President: Jim Goodmon

Kansas City	KBEQ
San Antonio	KISS
Richmond, VA	WRNL & WRXL
Raleigh	WRAL
Huntington, WV	WKEE-AM & FM
Cocoa Beach, FL	WSTF
Shelby, NC	WXIK & WOHS

Capitol Broadcasting Corp.

P.O. Box 160706
Mobile, AL 36616
(205) 343-1000

President: Ken Johnson

Louisville	WRKA
Birmingham	WMJJ
Mobile	WKQJ-AM & FM
Statesville-Charlotte	WLVK
Charleston, WV	WCAW & WVAF
Statesville, NC	WDRV

Cariboo Central Interior Radio

1940 Third Avenue
Prince George, British Columbia V2M 1G7
(604) 564-2524

President: R.A. East

Burns Lake, BC	CFLD
Ft. St. James, BC	CIFJ
Fraser Lake, BC	CIFL
Granisle, BC	CHLD
Hazelton, BC	CKBV
Houston, BC	CHBV
100 Mile House, BC	CKBX
Prince George, BC	CJCI & CIBC
Quesnel, BC	CKCQ
St. James, BC	CIFJ
Smithers, BC	CBFV
Vanderhoof, BC	CIVH
Williams Lake, BC	CKWL

CBS Broadcast Group

51 West 52nd Street
New York, NY 10019
(212) 975-4321

President/Radio Division: Robert Hosking

New York	WCBS-AM & FM
Los Angeles	KNX & KKHR
Chicago	WBBM-AM & FM
San Francisco	KCBS & KRQR
Philadelphia	WCAU-AM & FM
Boston	WHTT
Houston	KLTR
Washington	WLTT
Dallas	KTXQ
St. Louis	KMOX & KHTR
Tampa	WSUN & WYNF

Century Broadcasting

875 No. Michigan Avenue
Chicago, IL 60611
(312) 922-1000

President: Howard Grafman

Chicago	WAIT & WLOO
San Francisco	KMEL
St. Petersburg	WLFF

CKO, Inc.

30 Carlton Street
Toronto, Ontario M5B 2E9
(416) 591-1222

President: Stan M. Stewart

Montreal, QB	CKO
Ottawa, ON	CKO-FM-1
Toronto, ON	CKO-FM-2
London, ON	CKO-FM-3
Vancouver, BC	CKO-FM-4
Calgary, AL	CKO-FM-5
Edmonton, AL	CKO-FM-6
Halifax, NS	CKO-FM-9

Clear Channel Communications

540 San Antonio Bank & Trust Bldg.
San Antonio, TX 78205
(512) 225-4231

President: L. Lowry Mays

New Orleans	WQUE-AM & FM
San Antonio	WOAI & KAJA
Oklahoma City	KTOK & KJYO
Tulsa	KBBJ & KMOD
Austin	KPEZ
New Haven	WELI
Beaumont-	
Port Arthur	KTXC & KHYS

Communications Investment Corp.

312 East South Temple
Salt Lake City, UT 84111
(801) 364-3561

Exec. VP: Homer K. Peterson

Salt Lake City	KALL & KLCY-FM
Boise	KGEM & KJOT
Billings, MT	KGHL & KIDX
Idaho Falls, ID	KUPI & KQPI
Missoula, MT	KLCY & KYSS
Vernal, UT	KVEL & KUIN

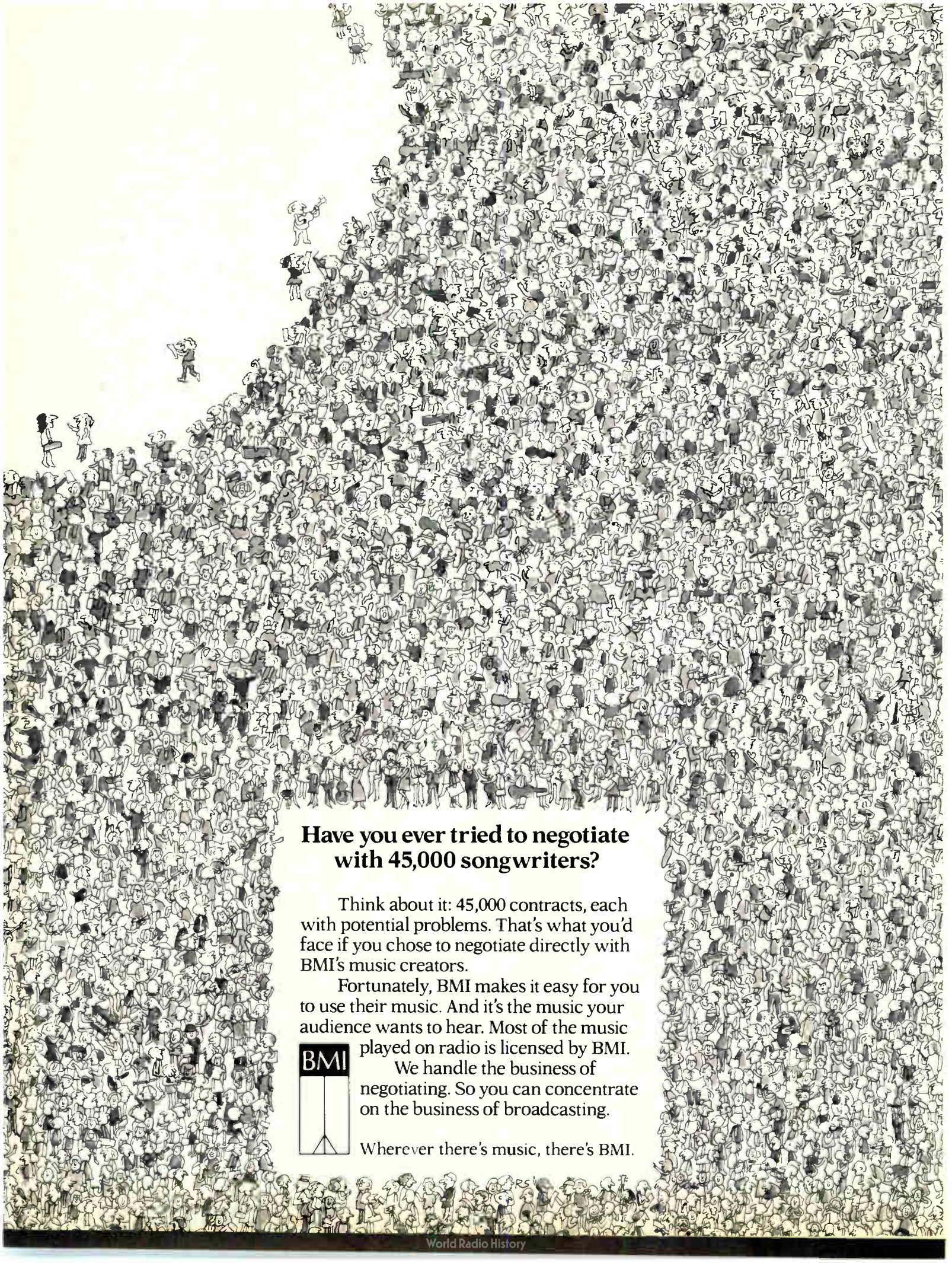
Cox Communications

1400 Lake Hearn Drive NE
Atlanta, GA 30319
(404) 843-5000

President/Broadcasting Division:

Walter Liss, Jr.

Los Angeles	KFI & KOST
Chicago	WAGO
Philadelphia	WZGO
Miami	WIOD & WAIA
Atlanta	WSB-AM & FM
Charlotte	WSOC-AM & FM
Dayton	WHIO-AM & FM



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DIRECTORY

Radio Group Owners

Gazette Printing

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(608) 754-3311

President: M.W. Johnston

Huron, SD	KIJV & KURO
Janesville, WI	WCLO & WJVL
Rice Lake, WI	WJMC-AM & FM
West Bend, WI	WBKV-AM & FM
Wisconsin Rapids, WI	WFHR & WWRW

GHB Broadcasting

3008 Wadsworth Mill Place
Decatur, GA 30032
(404) 288-1480

President: George Buck, Jr.

Atlanta	WYZE
Charlotte	WHVN
Columbia, SC	WCOS-AM & FM
Montgomery	WMGY
Columbus, GA	WIZY
Roanoke	WSAY
Lobelville, TN	WIST

GO Radio

Box 550
Webster City, IA 50595
(515) 832-1570

President: Glenn Olson

Creston, IA	KSIB & KITR
Kewanee, IL	WKEI & WJRE
Webster City, IA	KQWC-AM & FM
Windom, MN	KDOM-AM & FM

Golden West Broadcasters

5858 Sunset Blvd., Box 710
Los Angeles, CA 90078
(213) 460-5672

President/Radio Division: Bill Ward

Los Angeles	KMPC & KUTE
Detroit	WCXI-AM & FM
Seattle	KVI & KPLZ

Great Scott Stations

Box 638
Pottstown, PA 19464
(215) 326-4000

President: Faye Scott

Albany-Troy, NY	WTRY & WPYX
Harrisburg	WHGB
Trenton	WTTM & WCHR
Auburn, NY	WMBO & WPCX
Ellwood City, PA	WFEM
Georgetown, DE	WJWL & WSEA
New Castle, PA	WKST
Pottstown, PA	WPAZ

Great Trails Broadcasting

4 South Main Street
Suite 200-202
Dayton, OH 45402
(513) 223-4822

President: Alexander Williams

Milwaukee	WBCS-AM & FM
Columbus, OH	WCOL & WXGT
Louisville	WCII & WKJJ
Dayton	WING & WGTZ
Springfield, OH	WIZE

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Greater Media

197 Turnpike Plaza Bldg.
P.O. Box 859
East Brunswick, NJ 08816
(201) 247-6161

President: Frank Kabela

Los Angeles	KRLA & KHTZ
Philadelphia	WPEN & WMGK
Detroit	WHND & WMJC
Boston	WMEX & WMJX
Washington	WWRC & WGAY
Nassau-Suffolk	WGSM & WCTO
New Brunswick, NJ	WCTC & WMGQ

Group One Broadcasting

Box 1590
Akron, OH 44309
(216) 535-7831

President: Roger Berk, Sr.

Dallas	KMEZ-AM & FM
Denver	KLZ & KAZY
Dayton	WONE & WTUE
Akron	WAKR & WONE-FM

Hall Communications

Cuprak Road
Norwich, CT 06360
(203) 887-3511

President: Robert Hall

Providence	WMYS
Lancaster, PA	WLPA & WNCE
New Bedford, MA	WNBH
Burlington, VT	WJOY & WQCR
Beaver Falls, PA	WBVP & WWKS
Lakeland-	
Winter Haven, FL	WONN & WPCV
Norwich, CT	WICH & WCTY

Harris Enterprises

Box 878
Garden City, KS 67846
(316) 276-3251

VP: Robert Wells

Lubbock	KSEL-AM & FM
Waco	WACO & KHOO
Topeka	KTOP & KDVV
Burlington, IA	KBUR & KGRS
Garden City, KS	KIUL
Joliet, IL	WJOL & WLLI
Leoti, KS	KWKR

Hearst Broadcasting Group

400 Ardmore Blvd.
Pittsburgh, PA 15221
(412) 244-4444

VP/Hearst Corp. & GM/Broadcasting:

John Conomikes

Pittsburgh	WTAE & WHTX
Baltimore	WBAL & WIYY
Milwaukee	WISN & WLTO
San Juan, PR	WAPA

Hedberg Broadcasting Group

Box 528
Spirit Lake, IA 51360
(712) 336-5800

President: Paul Hedberg

Luverne, MN	KQAD & KLQL
Mankato, MN	KEEZ
Mason City, IA	KLSS-AM & FM
Morris, MN	KMRS & KKOK
Spirit Lake, IA	KUOO

Henry Broadcasting

2277 Jerrold Ave.
San Francisco, CA 94124
(415) 285-1133

President: Charlton Buckley

Riverside-	
San Bernardino	KFXM & KDUO
Denver	KVOD
Portland	KYTE-AM & FM

Hubbard Broadcasting

3415 University Avenue
St. Paul, MN 55114
(612) 646-5555

President: Stan Hubbard

Ft. Lauderdale	WGTO
Minneapolis	KSTP-AM & FM
Albuquerque	KOB-AM & FM

Humber Valley Broadcasting

P.O. Box 570
Corner Brook, Newfoundland A2H 6E6
(709) 634-3111

President: Dr. Noel Murphy

Corner Brook, NF	CFCB
Deer Lake, NF	CFDL
Labrador, NF	CFLN & CFLC
Labrador, NF	CFLW
Port aux Basques, NF	CFGN
St. Andrews, NF	CFCV
St. Anthony, NF	CFNN
Stephenville, NF	CFSX

H & W Communications (dba

Heftel Broadcasting)

1599 Kapiolani Blvd.
Honolulu, HI 96814
(808) 949-6131

President: Cecil Heftel

Los Angeles	KTNQ & KLVE
Chicago	WLUP
Cincinnati	WLLT
Indianapolis	WZPL
Honolulu	KSSK & KULA

Infinity Broadcasting

655 Madison Avenue
New York, NY 10021
(212) 750-6400

Radio Division President: Mel Karmazin

New York	WJIT & WXRK
Chicago	WJJD & WJMK
Philadelphia	WYSP
Boston	WBCN
Houston	KXYZ
San Diego	KCBQ-AM & FM
San Jose	KOME

Inner City Broadcasting

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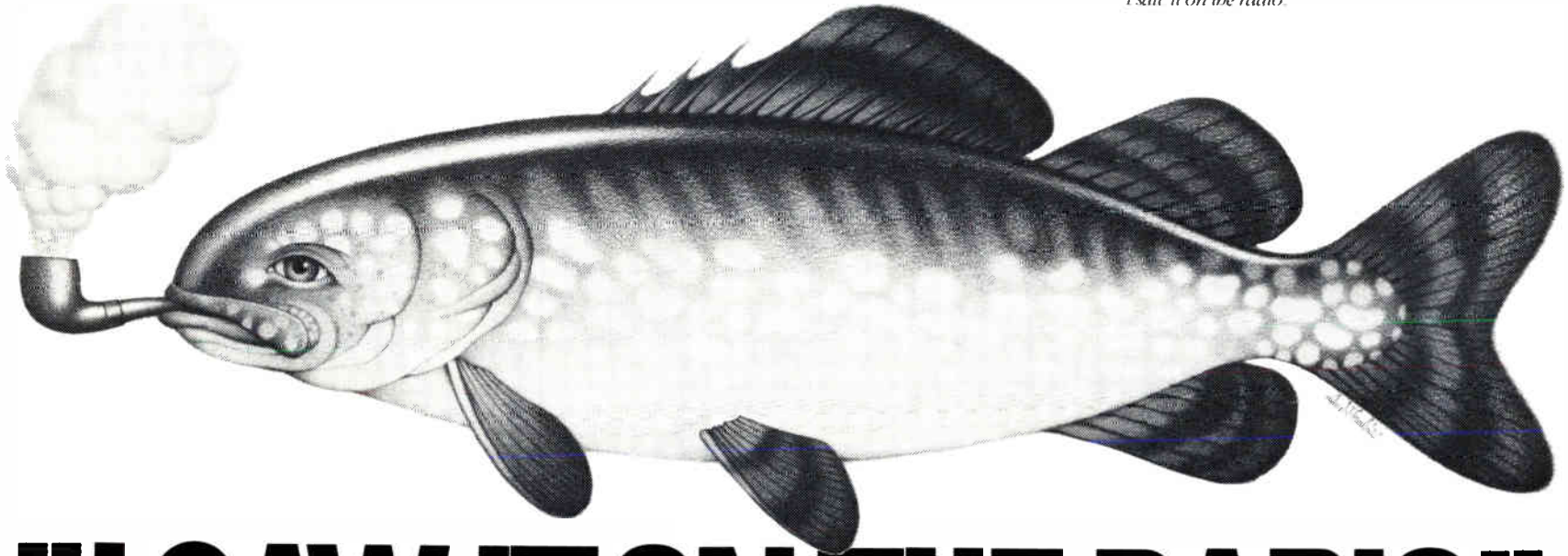
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Denver KOSI
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Wichita, KS 67201
(316) 838-9141

President: *Mike Lynch*

Denver KBRQ-AM & FM
Omaha WOW-AM & FM
Wichita KFDI-AM & FM
Shreveport KWKH-AM & FM
Springfield, MO KTTS-AM & FM

Willis Broadcasting

1010 Park Avenue
Norfolk, VA 23504
(804) 622-4600

President: *Bishop L. E. Willis*

New Orleans WBOK
Norfolk WPCE & WOWI
Richmond, VA WFTH
Trenton WIMG
Gary, IN WWCA
Green Cove Springs, FL WSVE

Withers Broadcasting

Box 1508
Mount Vernon, IL 62864
(618) 242-3500

President: *W. Russell Withers, Jr.*

Keokuk, IA KOKX-AM & FM
Cape Girardeau, MO KEWI & KGMO
Mt. Vernon, IL WMIX-AM & FM
Normal, IL WMLA & WTWN

Jingle Suppliers

American Image Productions

P.O. Box 366
Memphis, TN 38151
Tom Lannan

Toby Arnold & Associates

3234 Commander Drive
Carrollton, TX 75006
(214) 661-8201
Toby Arnold, President

Continental Recordings

210 South Street
Boston, MA 02111
(617) 426-3131
Mr. Daniel Flynn, President

Creative Productions Marketing Group

1555 Niagara Street
Buffalo, NY 14213
(716) 834-CPMG
Benjamin Freedman, President

Eagle Marketing, Inc.

202 Remington
Fort Collins, CO 80524
(303) 484-4736
Paul Meacham, President

Firstcom

13747 Montfort Drive
Suite 220
Dallas, TX 75240
(214) 934-2222
Cecilia Garr, Vice President/GM

International Graphics

3737 N. 7th Street
Suite 155
Phoenix, AZ 85014
(602) 277-1637
Kevin Mutt, President

JAM Creative Productions

4631 Insurance Lane
Dallas, TX 75205
(214) 526-7080
Jon Wolfert, President

JDK Music Productions

4917 Park Avenue
Richmond, VA 23226
(804) 288-8769
John Keltonic, President

Jingle Suppliers

The Jingle Machine
4242 South 35th Street
Arlington, VA 22206
(703) 998-0222
Dan Levine, President
Gordon Wallace, National Sales Rep

William Meeks Production Co.
1265 Record Crossing
Dallas, TX 75235
(214) 638-3965
William Meeks, President
Larry Carolla, Vice President/GM

Miller Design
2005 Manchester
Oklahoma City, OK 73120
(405) 751-0074
Paul Miller, President

Otis Conner Productions
4801 Spring Valley #105
Dallas, TX 75234
(214) 386-6847
Otis Conner, President

Philadelphia Music Works
P.O. Box 947
Bryn Mawr, PA 19010
(215) 825-5656
Andrew P. Mark, President

The Radio Syndication Network
5400 S. 60th Street
Greendale, WI 53129
(414) 423-0100
Fred Raasch, Vice President

60 Second Productions
Rd. 4, Box 392
York, PA 17404
(717) 266-1422
Karl Brunig, President

Soundtrack
77 North Washington Street
Boston, MA 02114
(617) 267-0510
Robert Cavicchio, President

Startrack Studios
806 Oaklawn Avenue
Cranston, RI 02920
(401) 944-7411
Jack Rametta, President

TV Production Houses

American Image Productions
P.O. Box 366
Memphis, TN 38151
(901) 320-5126
Tom Lannan

Blore/Richman
1606 N. Argyle Ave.
Los Angeles, CA 90028
(213) 462-0944
Chuck Blore, Chief Executive Officer
Don Richman, President

Broadcast Arts
632 Broadway, 2nd Floor
New York, New York 10012
(212) 254-5910
Peter Rosenthal, Vice President
Joel Stillerman, Publicity Coordinator

CMI
612 N. Hampton Drive
Venice, CA 90291
(213) 392-8771
Bob Benderson, President

Creative Works
101 Bryn Mawr Avenue
Bryn Mawr, PA 19010
(215) 525-6430
Jay Bigelow, Account Manager

Dumas Production Services
1247 First Ave., South
Seattle, WA 98134
(206) 623-9110
Doug Dumas, President

Eagle Marketing, Inc.
202 Remington
Fort Collins, CO 80524
(303) 484-4736
Paul Meacham, President

Film House, Inc.
24 Music Square W.
Nashville, TN 37203
(615) 255-4000
Curt Hahn, President

Instant Replay
1349 E. McMillan Street
Cincinnati, OH 45206
(513) 861-7065
Terry Hamad, President

Robert Michelson, Inc.
127 West 26th Street
New York, NY 10001
(212) 243-2702
Susan Scharf, Vice President

Silverman Productions
5 W. Cary Street
Richmond, VA 23220
(804) 343-1934
Donald Silverman, President

Sheridan Elson Gourvitz
20 West 37th Street
New York, New York 10018
(212) 239-2000
Paul Gourvitz, President

Spotwise
1170 Commonwealth Avenue
3rd Floor
Boston, MA 02134
(617) 232-2002
Lawrence P. Crowley, President

Studio Center
200 West 22nd Street
Norfolk, VA 23517
(804) 622-2111
Warren Miller, President

Tour De Force
840 N. 3rd Street
Milwaukee, WI 53203
(414) 271-7000
Thomas J. Ewing, President

Record Companies

A&M

(inc. **Exit, Gold Mountain, Horizon, Windham Hill**)
1416 N. LaBrea Ave.
Los Angeles, CA 90028
(213) 469-2411
Charlie Minor (CHR, A/C)
J.B. Brenner (AOR)
Jesus Garber (B/U, Jazz)
595 Madison Ave.
New York, NY 10022
(212) 826-0477
Rick Stone (CHR)
Al Cafaro (AOR)
Gwen Franklin (B/U)

Allegiance

7525 Fountain Ave.
Hollywood, CA 90046
(213) 851-8852
Michael Matthews

Alligator

P.O. Box 60234
Chicago, IL 60660
(312) 973-7736
Mindy Giles (AOR)
Bruce Iglauer (B/U)

American

1120 Crown Point Road
Westville, NJ 08093
(609) 848-1900
Bill Buster (Ctry)

American Gramophone

9130 Mormon Bridge Road
Omaha, NE 68152
(402) 457-4341
Carol Davis (Jazz)

Amherst (SRO)

1800 Main St.
Buffalo, NY 14208
(716) 883-9520
Larry Silver

AMI

111 Freehill Road
Hendersonville, TN 37075
(615) 822-6786
Harold Hodges (Ctry)

Amor

P.O. Box 332
Lookout Mountain, GA 37350
Bill Poindexter (Ctry)

Antilles/Island

14 East 4th Street
3rd Floor
New York, NY 10012
(212) 477-8000
Herb Corsack (Jazz)

Arista

(including **Jive, Norvus**)
6 W. 57th St.
New York, NY 10019
(212) 489-7400
Don Jenner (CHR)
Sean Coakley (AOR)
Tony Anderson (B/U, Jazz)
Bruce Schoen (A/C)
8370 Wilshire Blvd.
Beverly Hills, CA 90211
(213) 655-9222
Vaughn Thomas (B/U, Jazz)
509 Armistead Place
Nashville, TN 37215
(615) 269-6412
Joanie Lawrence (Ctry)

Atco

(inc. **Bronze, Cotillion, Emergency, Island, Mirage, Modern, 21**)
75 Rockefeller Plaza
New York, NY 10019
(212) 484-6400
Marc Nathan (CHR, A/C)
Michael Prince (AOR)

Atlantic

(inc. **Atlantic America, Es Paranza, Philly World**)
75 Rockefeller Plaza
New York, NY 10019
(212) 484-6000
Vince Faraci (CHR)
Judy Libow (AOR)
Hank Caldwell (B/U)
(inc. **Atco/Cotillion**, etc.)
Vince Faraci (Ctry)
Mary Conroy (A/C, Jazz)
9229 Sunset Blvd.
Suite 710
Los Angeles, CA 90069
(213) 205-7450
Paul Cooper (CHR)

Attic

P.O. Box 3242
Thousand Oaks, CA 91359
(805) 494-0881
Lee Armstrong (Jazz)

AVI

7060 Hollywood Blvd.
Suite 1212
Hollywood, CA 90028
(213) 462-7151
Ray Harris (Jazz)

Avocet

P.O. Box 6769
Portland, OR 97228-6769
(503) 287-1662
Hal Lee (Jazz)

Baccarat

1085 Whalley Ave.
New Haven, CT 06515
(203) 387-4321
Steven Blum (Jazz)

Bainbridge

2507 Roscomare Road
Los Angeles, CA 90077
(213) 476-0631
Harlene Marshall (Jazz)

Bee Hive

1130 Colfax Street
Evanston, IL 60201
(312) 328-5593
Jim Neumann (Jazz)

Bee Pee

3787 Cahuenga Blvd.
North Hollywood, CA 91604
(818) 763-7388
Don Randi (Jazz)

Bermuda Dunes

40655 Jefferson
Bermuda Dunes, CA 92201
(619) 345-2851
Lisa Opsitnick (Ctry)
Rick Lewis (A/C)

Beverly Glen

6430 Sunset Blvd. #816
Los Angeles, CA 90028
(213) 469-1246 or (800) 421-3101
Roma Chugani (B/U)
Lauri Howes (A/C)

Bosco

P.O. Box 2085
Canoga Park, CA 91306
(818) 993-0659
Pete Christleib (Jazz)

Boulevard

19456 Ventura Blvd.
2nd Floor
Tarzana, CA 91356
(213) 705-1994
Larry Tollin (CHR, A/C)

Brainchild

P.O. Box 8545
Universal City, CA 91608
(818) 760-8434
Dean Whitney (Jazz)

Breaker/Meadowlark

9255 Deering Ave.
Chatsworth, CA 91311
(818) 709-6900
John Taylor (Jazz)

Bronze

14 East 4th Street
New York, NY 10012
(212) 477-8006
Richard Bron (AOR)

Cadence

Cadence Building
Redwood, NY 13679
(315) 287-2852
Larry Raye (Jazz)

Cafe/Mobile Fidelity

1260 Holm Road
Petaluma, CA 94952
(707) 778-0134
Mike Dion (Jazz)

Camel

8255 Sunset Blvd.
Los Angeles, CA 90046
(213) 656-6592
Bruce Bird (CHR, AOR)

Capitol

(inc. **Curb, Red Label**)
1750 N. Vine Street
Los Angeles, CA 90028
(213) 462-6252
Walter Lee (CHR)
Bill Bartlett (AOR)
Ronnie Jones (B/U, Jazz)
Tom Gorman (A/C)
1370 Avenue of the Americas
New York, NY 10019
(212) 757-7470
1111 16th Avenue South
Nashville, TN 37212-2304
(615) 320-5009
Paul Lovelace (Ctry)
(inc. **EMI America/Liberty**)

Capricorn

P.O. Box 120513
Nashville, TN 37212
(615) 321-0903
Phil Walden (Ctry)

Cexton

P.O. Box 703
Placentia, CA 92663
(714) 631-4074
John Anello Jr. (Jazz)

Chaparral

P.O. Box 309
Blue Springs, MO 64015
(816) 229-0801
Johnny Maggard (Ctry)

DIRECTORY

Record Companies

Chrysalis

645 Madison Ave.
New York, NY 10022
(212) 758-3555
Daniel Glass (CHR, AOR, A/C)

9255 Sunset Blvd.
Suite 319
Los Angeles, CA 90069
(213) 550-0171
Jason Minkler (CHR)
Steve Brack (B/U, A/C)

Churchill

3225 S. Norwood
Tulsa, OK 74135
(918) 663-3883
Bob Smith (Ctry)

Clean Cuts

P.O. Box 16264
Roland Park Station
Baltimore, MD 21210
(301) 467-4231
Brice Freeman (Jazz)

Columbia

(inc. 415)
51 West 52nd Street
New York, NY 10019
(212) 975-4321
Ray Anderson (CHR)
Paul Rappaport (AOR)
Vernon Slaughter (B/U)
Mike Martucci (A/C)
1801 Century Park West
Los Angeles, CA 90067
(213) 556-4700
George Chaltas (CHR, A/C)
Jim McKeon (AOR)
Junious Taylor (B/U)
Doug Wilkins (Jazz)
34 Music Square East
Nashville, TN 37203
(615) 742-4321
Jack Lameier (Ctry)

Compleat

21 Music Circle East
Nashville, TN 37203
(615) 255-8855
Sarah Sherill (Ctry)

Comstock

Box 3247
Shawnee, KS 66203
(913) 631-6060
Denise Mott (Ctry)

Concord

P.O. Box 845
Concord, CA 94522
(415) 682-6770
Ellen Findlay (Jazz)

Country International

23 Music Circle East
Nashville, TN 37203
(615) 327-4656
Tom Dean (Ctry)

Critique

400 Main St.
Reading, MA 01867
(617) 944-0423
Michael Patt (B/U)

Curb

111 N. Hollywood Way
Burbank, CA 91505
(213) 840-6350
Phil Gernhard (CHR)
Dick Whitehouse (Ctry)

De-Lite

1733 Broadway
New York, NY 10019
(212) 757-6770
Bill Cataldo (CHR, B/U, A/C)

Delos

2210 Wilshire Blvd.
Suite 664
Santa Monica, CA 90403
(213) 454-0524
Jerome Stine (Jazz)

Delta

P.O. Box 225
Nacogdoches, TX 75961
(713) 564-2509
David Stallings (Ctry)

D.E.T./T.T.E.D

5180 Bladensburg Rd. NW
Washington, DC 20018
(202) 269-6250
Maxx Kidd (B/U)

Discovery

(inc. **Trend, Musicraft, AM-PM**)
117 N. Las Palmas Ave.
Los Angeles, CA 90004
(213) 938-5482
Patricia Nickerson (Jazz)

Door Knob

2125 8th Avenue South
Nashville, TN 37204
(615) 383-6002
Butch Paulson (Ctry)

East Coasting

P.O. Box 866
Ansonia Station
New York, NY 10023
(212) 877-1836/736-4749
Frederick Cohen (Jazz)

ECM

3 East 54th Street
New York, NY 10022
(212) 702-0312
Meredith Breitbarth (Jazz)

El Dorado

1233 17th Avenue South
Nashville, TN 37212
(615) 321-3070
Hylton Hawkins (Ctry)

Elektra/Asylum

(inc. **Curb, Solar**)
75 Rockefeller Plaza
New York, NY 10019
(212) 484-7200
Mike Bone (CHR, AOR)
Greg Peck (B/U)
Lisa Frank (A/C)
Doug Daniel (Jazz)
9229 Sunset Blvd.
7th Floor
Los Angeles, CA 90069
(213) 205-7400
Dave Urso (CHR, A/C)
Primus Robinson (B/U)

Emergency

915 Broadway
Suite 1607
New York, NY 10010
(212) 777-3200
Curtis Urbina (B/U)

EMH

1300 Division St.
Suite 304
Nashville, TN 37203
(615) 255-3009
Phyllis Kiper (Ctry)

EMI America/Liberty

6920 Sunset Blvd.
Hollywood, CA 90028
(213) 461-9141
Dick Williams (CHR)
Don Wasley (AOR)
Jack Satter (A/C)

Enigma

P.O. Box 2428
El Segundo, CA 90245-1528
(213) 640-6869
Rick Winward (AOR, Jazz)

Epic/Portrait/Associated Labels

(inc. **Boulevard, Caribou, Carrere, CBS Associated, Curb, Full Moon, HME, Jet, Lorimar, Nemperor, Pasha, Private I, Rock 'N' Roll, Scotti Bros., Signature, Silver Blue, Tabu**)
51 West 52nd Street
New York, NY 10019
(212) 975-4321
Walter Winnick (CHR)
Bill Bennett (AOR)
1801 Century Park West
Los Angeles, CA 90067
(213) 556-4700
Larry Douglas (CHR)
Jon Kirksey (AOR)
Maurice Warfield (B/U)
Polly Anthony (A/C)
18 Executive Park Drive
Atlanta, GA 30329
(404) 321-4553
Jimi Starks (B/U)
34 Music Square East
Nashville, TN 37203
(615) 742-4321
Rich Schwan (Ctry)

Europa

155 West 29th Street
New York, NY 10001
(212) 714-0033
Doug Keogh (Jazz)

Evergreen

1021 16th Avenue South
Nashville, TN 37203
(615) 327-3213
Johnny Morris (Ctry)

F&L

50 Music Square West
Suite 902
Nashville, TN 37203
(615) 329-2278
Bobby Fischer (Ctry)

Fantasy

(inc. **Galaxy, Landmark, Milestone, Reality, Starlite, Stax**)
10th & Parker Streets
Berkeley, CA 94710
(415) 549-2500/(800) 227-0466
Dede Whiteside (CHR, AOR, B/U, A/C, Jazz)

Flying Fish

1304 W. Schubert
Chicago, IL 60614
(312) 528-5455
Rick Swenson (AOR, Jazz)

415

P.O. Box 14563
San Francisco, CA 94114
(415) 621-3415
Howie Klein (CHR, AOR)

Record Companies

<p>Geffen (inc. Network) 9130 Sunset Blvd. Los Angeles, CA 90069 (213) 278-9010 <i>Johnny Barbis (CHR)</i> <i>Marko Babineau (AOR)</i> <i>Don Wright (B/U, A/C)</i></p>	<p>Heat Records 359 S. Arlington Akron, OH 44306 (216) 762-2064 <i>James McCants (B/U)</i></p>	<p>Ivory P.O. Box 194 Balboa Island, CA 92662 (818) 846-6781 <i>Jim Snowden (Jazz)</i></p>	<p>Landmark 2600 10th Street Berkeley, CA 94710 (415) 849-0442 <i>Dede Whiteside (Jazz)</i></p>
<p>Gervasi P.O. Box 4547 Redding, CA 96099 (916) 222-1401 <i>Denise Gervasi (Ctry)</i></p>	<p>Hoodswamp Box 855 Greenville, NC 27834 (919) 355-6525 <i>Buzz Ledford (Ctry)</i></p>	<p>Jam 1737 DeSales Street, NW Suite 300 Washington, D.C. 20036 (202) 638-3355 <i>Richard Spring (Jazz)</i></p>	<p>Lew's Record Co. 1865 N. Fuller Suite 207 Hollywood, CA 90046 (213) 876-4071 <i>Lew Linet (A/C)</i></p>
<p>Glad-Hamp 1995 Broadway Suite 601 New York, NY 10023 (212) 787-1222 <i>August Sims (Jazz)</i></p>	<p>Important 149-03 Guy R. Brewer Blvd. Jamaica, NY 11434 (718) 995-9200 <i>Michael Schnapp (AOR)</i> 14505 Hindry Street Lawndale, CA 90260 (213) 643-9783 <i>Patrick Cooney (AOR)</i></p>	<p>Jamex 15301 Ventura Blvd. Suite 320 Sherman Oaks, CA 91403 (818) 906-3131 <i>Saul Greenberg (Ctry)</i></p>	<p>Lifesong 94 Grand Avenue Englewood, NJ 07631 (201) 568-3996 <i>Vincent Adinolfi (A/C)</i></p>
<p>GNP Crescendo 8400 Sunset Blvd. Suite 4-A Los Angeles, CA 90069 (213) 656-2614 <i>Gene Norman (Jazz)</i></p>	<p>India Navagation 177 Franklin Street New York, NY 10013 (212) 219-3670 <i>Beth Cummins (Jazz)</i></p>	<p>Jammer 38 Music Square East Nashville, TN 37203 (615) 726-0300</p>	<p>Living Music 65G Gate 5 Road Sausalito, CA 94965 (415) 331-2401 <i>Paul Schulman (JAZZ)</i></p>
<p>Gold Mountain 1416 N. La Brea Avenue Los Angeles, CA 90028 (213) 469-2411 <i>Burt Stein (CHR, AOR)</i></p>	<p>Inner City 3030 Alta View Drive Suite C203 San Diego, CA 92139 (619) 267-8828 <i>Dave Kratka (Jazz)</i></p>	<p>Jazzmania 60 Pineapple Street Apartment 7B Brooklyn, NY 11201 (718) 852-3572 <i>Mike Morgenstern (Jazz)</i></p>	<p>Macola (inc. Rapsur, Dream Team, Kru-Cut, Freakbeat) 6209 Santa Monica Blvd. Los Angeles, CA 90038 (213) 469-5821 <i>Don MacMillan (B/U)</i></p>
<p>Golden Boy 3929 Kentucky Dr. Los Angeles, CA 90068 (818) 980-7501 <i>Billy Johnson (B/U)</i></p>	<p>IRS 445 Park Avenue 6th Floor New York, NY 10022 (212) 605-0601 <i>Michael Plen (CHR, AOR, A/C)</i></p>	<p>Jazzology 3008 Wadsworth Mill Place Decatur, GA 30032 (404) 288-1480 <i>George H. Buck, Jr. (Jazz)</i></p>	<p>Malaco P.O. Box 9287 Jackson, MS 39206 (601) 982-4522 <i>Dave Clark (B/U)</i></p>
<p>Gramavision 260 W. Broadway New York, NY 10013 (212) 226-7057 <i>Suzanne Berg (Jazz)</i></p>	<p>100 Universal City Plaza Building 422 Universal City, CA 91608</p>	<p>Jem (inc. Passport, PVC) 3619 Kennedy Road South Plainfield, NJ 07080 (201) 753-6100 <i>Bob Aponti (AOR)</i></p>	<p>Manhattan (inc. Blue Note, Philadelphia International) 1370 Avenue Of The Americas 16th Floor New York, NY 10019 (212) 757-7470 <i>Gordon Anderson (CHR, AOR, B/U, A/C, Jazz)</i></p>
<p>Greene Street 46 W. 11th Street New York, NY 10011 (212) 674-1837 <i>Tom Rogan (Jazz)</i></p>	<p>Island (inc. Antilles, 4th & Broadway, Garage, Mango, Prism) 14 East 4th Street 3rd Floor New York, NY 10012 (212) 477-8000 <i>Phil Quartararo (CHR, AOR, A/C)</i> <i>Ruben Rodriguez (B/U)</i></p>	<p>Jewel (inc. CMC, Paula, Ronn, Wilbe) 728 Texas Street P.O. Box 1125 Shreveport, LA 71163 (318) 459-3751 <i>Stan Lewis (B/U)</i></p>	<p>MCA (inc. Camel, Constellation, Curb, IRS) 70 Universal City Plaza Universal City, CA 91608 (818) 508-4000 <i>Steve Meyer (CHR, A/C)</i> <i>John Schoenberger (AOR)</i> <i>Jheryl Busby (B/U, Jazz)</i></p>
<p>GRP 555 W. 57th Street New York, NY 10019 (212) 245-7033 <i>Duke Dubois (Jazz)</i></p>	<p>6525 Sunset Blvd. Los Angeles, CA 90028 (213) 469-7205</p>	<p>Joey Boy 3081 NW 24th Street Miami, FL 33142 (305) 635-5588 <i>Allen Johnston (B/U)</i></p>	<p>1701 West End Avenue Suite 400 Nashville, TN 37203 (615) 244-8944 <i>Shelia Shipley (Ctry)</i></p>
<p>Guacamole P.O. Box 1624 Pacifica, CA 94044 (415) 355-5252 <i>Paul Potyten (Jazz)</i></p>	<p>ITI P.O. Box 2168 Van Nuys, CA 91404 (213) 851-8852 <i>Mike Dion (Jazz)</i></p>	<p>JWP 1944½ N. Cahuenga Blvd. Los Angeles, CA 90028 (213) 460-6763 <i>Jeanie Long (B/U)</i></p>	

DIRECTORY

Record Companies

Mel-O

94 Union St.
Jersey City, N.J. 07304
(201) 432-5444
Melvin Odoms (B/U)

Memory Machine

2716 Penn Avenue
Pittsburgh, PA 15222
(800) 245-4805
Harvey Campbell (Ctry)

Mesa

P.O. Box 25066
Nashville, TN 37202
(615) 269-0593
Taylor Sparks (Ctry)

Mirage

75 Rockefeller Plaza
New York, NY 10019
Jerry Greenberg (CHR, AOR, A/C)
9229 Sunset Blvd.
Suite 710
Los Angeles, CA 90069
(213) 465-5144
Bob Greenberg (CHR, AOR, A/C)

Mirus Music

(inc. *Lakeside, Future*)
2440 Lakeside Avenue
Cleveland, OH 44114
(216) 241-0892
Doc Remer (B/U, Jazz)

Modern

9111 Sunset Blvd., Penthouse
Los Angeles, CA 90069
(213) 273-8111
Paul Fishkin (CHR)
Marc Kreiner (B/U)

Montage

112 S. 16th Street
Suite 906
Philadelphia, PA 19102
(215) 567-1696
Frank Chackler (CHR)

Moonshine

1201 Division Street
Nashville, TN 37203
(615) 244-1990
Tracy Gaylord (Ctry)

Moss Music Group

48 West 38th Street
New York, NY 10018
(212) 944-9560
Claudia Dumitrescu (A/C)

Motown

(inc. *Gordy, Tamla*)
6255 Sunset Blvd.
17th Floor
Los Angeles, CA 90028
(213) 468-3500
Michael Lessner (CHR)
Maurice Watkins (B/U)
Vicki Leben (A/C)

MPB

5535 Balboa Blvd.
Suite 214
Encino, CA 91316
(213) 986-5130
Ray Shaw (Ctry)

MTM

Box 121347
Nashville, TN 37212
(615) 327-4494
Bruce Shindler (Ctry)

Muse/Savoy

160 W. 71st Street
New York, NY 10023
(212) 873-2020
Joe Fields (Jazz)

National Distribution Network (inc. *Telstar, Riza, Man, Pizazz, Unlimited Gold*)

34-12 36th St.
Astoria, NY 11106
(718) 729-5800
Neil Levine (B/U)

Nationwide Sound Distributors (inc. *NSD, AMI Soundwaves, Mesa, Myrtle, Grass, Able, Rhinestone, Soapville, Raven, Charta, Seeds, Clockwork, S.S. Titanic, Concert*)

1204 Elmwood Avenue
Nashville, TN 37212
(615) 385-2704
Betty Gibson (Ctry)

Network

8255 Sunset Blvd.
Suite 204
Los Angeles, CA 90046
(213) 650-3940
John Brodey (CHR, AOR, A/C)

New Colony

455 Massieville Road
Chillicothe, OH 45601
(614) 663-4030
Harriet Dwight (Ctry)

New York Music

(inc. *Mainline*)
29 West 57th Street
New York, NY 10019
(212) 980-1485
Denny Zeitler (B/U)

NIA

790 Riverside Dr.
Suite 6-D
New York, NY 10032
(212) 281-8900
Jerrie Turner (B/U)

Nimbus

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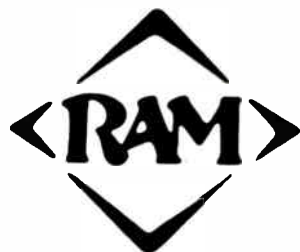
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A/C Stable Atop The Format File; CHR Growth Continues; Country Still Showing Slippage In Spring '85 Survey Results

Compiling the Spring '85 edition of the Ratings Report was a religious experience — in a sense. You'd be surprised how much truth and light are shed on format advances and declines when you delve into the top 100 metros. A sudden dose of reality is injected into the format fracas.

This sweep saw a rerun of past Ratings Reports, with Adult/Contemporary again leading the pack. In fact, the overall tally for A/C stations in the top 100 metros was identical to the showing posted by the format in our fall '84 report. Compared to the spring '84 sweep, A/C was actually up slightly this time.

One format that has been the focus of much speculation is Contemporary Hit Radio (CHR). Is the hit-bound sound still on the rise, or has it peaked? Judging by our analysis, CHR is up — and up notably. The overall CHR score places it a strong second to A/C, and the CHR showing is up 13% on a 12+ basis compared to the spring '84 survey. While CHR has become fragmented in some larger markets, the format is still showing healthy growth in medium markets. It will be interesting to see what the fall '85 Arbitron tea leaves have to say about CHR, but for now it's the format on the rise.

As in our last two Ratings Reports, Country remains in third place overall among the top 100 markets. However, the 12+ share trend continues to show slippage. Country may actually be delivering just as many quarter-hour listeners as in the past, but with the growth of CHR, Country's shares have declined. In fact, the overall Country score is down 10% from spring '84.

As for the other major formats, the picture is one of stability or softening. Beautiful Music/Easy Listening posted a mellow score virtually identical to that seen in the last two major sweeps. Album Oriented Rock (AOR), fifth in the overall derby, was down slightly from the spring '84 sweep but was again almost a carbon copy of the fall '84 returns.

The Black/Urban Contemporary format spectrum has been slipping over the last few major books, and the trend continued this survey as well. The format's 10% softening versus last spring may be related to the growth of CHR, as some quarter hours are shifted to that format. Meanwhile, News/Talk stations continued to pull in a consistent level of listening good enough for seventh in the overall ratings race.

The best news about these results is that there was little going on at Arbitron to affect the ballgame. No major methodology changes were plugged in, and no massive redefinition of markets was in effect. A relatively clean job done by the ratings kingpin this sweep.

Before you dig into this version of the Ratings Report, keep in mind that we are already thinking about the next project dealing with the fall '85 estimates. We will continue to improve this volume based on your input, so keep the suggestions coming.

As you prepare to weave through the numbers and commentary here keep in mind a "cast of thousands" makes this Ratings Report possible: First, sincerest thanks to Gil Bond, whose Market-By-Market computerized ratings system supplies us with the research data and ratings breakouts. Also, a hearty "thanks" to Ellen Gazecki, who performed yeoman's work in an unexpected crunch; to Hurricane Heeran, who practically moved into the R&R building to make sure that the ratings process went smoothly; and to Susan Bravman, who worked beyond the call of duty to get this book out. Thanks, too, to Senior Associate Editor Keith Attarian for organizing the ratings schedule and staff; to Associate Editors Jaye Case, Yvonne Olson, and Sean Ross, and Editorial Assistants Nancey Rabiner and Tony Rice, whose input was invaluable and vital. Kudos to Production Director Richard Agata and Art Director Richard Zumwalt and the rest of R&R's Production Department — Teresa Chavez, Marilyn Frandsen, Lucie Morris, Todd Pearl, Maria Quinones, Kent Thomas, Gary Van Der Steur, and Roger Zumwalt — whose expertise and professionalism made this report a physical reality. Special thanks to Managing Editor Jeff Green, Executive Editor Gail Mitchell, and Sr. VP/Editor Ken Barnes, whose guidance and direction was immeasurable; and to Specials Editor Reed Bunzel, who supervised and coordinated the project from the start. Last, but not least, thanks to the R&R Computer Services Department — Director Dan Cole, and Lee Clark and Mike Lane — for the technical expertise and computer program which makes this volume possible.

Now — dig in and enjoy your journey through Spring 1985.

— Jhan Hiber

GLOSSARY OF TERMS

Arbitrends —

Arbitron's rolling three-month average system of monthly reports: printed reports for advertisers/agencies; microcomputer access for broadcasters.

Arbitron Information On Demand (AID) —

A special information service for direct access clients (via terminals) and indirect access clients (via AID division of Radio Special Services Department); provides audience estimates and reach and frequency information, based on the same diaries that are used in the processing of the Radio Market Reports (RMRs).

Area Of Dominant Influence (ADI) —

The exclusive geographic area used by Arbitron Television to measure and report television viewing. Every county in the U.S. is assigned to one and only one ADI based on television viewing. Data are shown by ADI in the Arbitron Radio Report for the Top 50 markets whenever they are surveyed.

Ascription —

A statistical technique used by Arbitron that allocates radio listening proportionate to each conflicting station's diary mentions as calculated on a county basis using the previous year's Total All Listening Output; diary credit is randomly assigned automatically to a station based on its share of total diary mentions in that country, a technique also known as Automatic Slogan Assignment.

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 methods of evaluating radio stations' standings in a market over a period of time.

Average Quarter-Hour Persons —

The average number of persons in a demographic group listening to radio for at least five minutes during an average quarter-hour in a given time period.

Average Quarter-Hour Rating —

The Average Quarter-Hour Persons audience for a demographic group expressed as a percentage of all persons estimated to be in that demographic group.

$$\frac{\text{Average Quarter-Hour Persons}}{\text{Population}} = \text{Average Quarter-Hour Rating (\%)}$$

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.

BirchScan —

Birch Radio's microcomputer-based system for accessing Birch's rolling two-month average monthlies; can also be used to break out ratings graphically, and performs sales management tasks.

Buffer Sample —

Additional sample that is added either during placement calling when there is not enough computer-drawn sample (because of changes in the usability rate, consent rate, or persons per household) to meet sample goals; or during the survey due to poor return rates.

Cost Per Rating Point —

The cost of reaching an Average Quarter-Hour Persons audience of one percent (achieving an Average Quarter-Hour Persons rating of one) for a given demographic group.

$$\frac{\text{Cost of Schedule}}{\text{GRP}} = \text{Cost Per Rating Point}$$

Cost Per Thousand (CPM) —

The cost of delivering 1000 gross impressions.

$$\frac{\text{Cost of Schedule}}{\text{GI}} \times 1000 = \text{CPM}$$

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.

Cume Persons (REACH) —

The estimated number of different persons in a demographic group listening to radio for five minutes or more within a specified time period.

Cume Rating —

The Cume Persons audience for a demographic group expressed as a percent of all persons estimated to be in that demographic group.

$$\frac{\text{Cume Persons}}{\text{Population}} = \text{Rating (\%)}$$

Daypart —

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

Demographic Categories —

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

Differential Survey Treatment (DST) —

Special procedures used by Arbitron, in markets where there is a High Density Area, to survey blacks and Hispanics. Involves higher cash premiums (than for non-ethnic diarykeepers) and additional follow-up attention to encourage diary return. Replaced Telephone Retrieval for blacks and Personal Placement and Retrieval for Hispanics.

Effective Sample Base —

An estimate of the size of simple random samples (in which all diaries have equal value) that would be required to provide the same degree of reliability as the samples actually used to produce the estimates in a report.

GLOSSARY OF TERMS

Exclusive Cume —

The number of different persons who, when they are listening, tune to only one station during the time period reported.

Expanded Sample Frame (ESF) —

Nomenclature for Arbitron's system of surveying those whose home phones are non-listed (due to choice or chance). Designed to improve surveying of listeners from both ends of the economic spectrum, particularly minorities. Now used in all markets — look on page 5B of your market report to see what the non-listed percentage of all metro households is estimated to be.

Flip —

An edit procedure that converts station call letters to another set of call letters; e.g., illegal or aberrated call-letters may be converted to legal call letters, or the AM designation of a set of call letters may be changed to an FM designation (or vice versa).

Flips, Automatic —

Flips that are performed by the computer and based on a file that is established prior to the production period. Processing of the flips usually occurs prior to the production of TALO.

Frequency —

The number of times a person is exposed to a radio spot schedule.

$$\frac{GI}{Cume} = \text{Frequency}$$

Gross Impressions (GI) —

The sum of the Average Quarter-Hour Persons audience for all spots in a given schedule.

Gross Rating Points —

The sum of all rating points achieved in a campaign. Take the quarter-hour rating for the time period when each scheduled commercial of a specified advertiser aired, add the ratings up, and you

have the gross rating points. As an example, say that an advertiser ran four spots. The quarter-hour ratings for each were 4, 3.5, 3.5, and 4. The gross rating points in this limited example would be 15.

High Density Ethnic Areas —

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

Hour-By-Hour Estimates —

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

Minimum Reporting Standards (MRS) —

The standards (minimum amount of listening) a station must meet in a given market, in order to be listed in the report of that market. Must equal a total week 12+ rating of .01 or better, and be mentioned in at least 10 diaries.

Quarterly Measurement —

Refers to the 12-week-long sweeps that began in 1978 in two markets and are now in use in all markets. Replaced the four-week surveys formerly used.

Rating —

The percentage of all people within a demographic group in a survey area who listen to a specific station.

$$\frac{\text{Listeners}}{\text{Population}} = \text{Rating (\%)}$$

Sampling Unit —

A geographic area consisting of a single county, a group of counties, or part of a county. (Such as High Density Black/Hispanic Area.)

Schedule Reach (Schedule Cume) —

Estimated number of different persons who are listening at least once to a given spot schedule (unduplicated audience).

Share —

The percent of all listeners in a demographic group that are listening to a specific station.

$$\frac{\text{Average Quarter-Hour Persons to a station}}{\text{Average Quarter-Hour Persons to all stations}} = \text{Share (\%)}$$

Time Spent Listening (TSL) —

An estimate of the amount of time the average person spends listening during a specified time period.

$$\frac{\text{Quarter Hours in time period} \times \text{Average Quarter Hours Persons Audience}}{\text{Cume audience}} = \text{TSL}$$

Unweighted In-Tab —

As shown on page three of a market report, refers to each demo's portion of the total returned sample. For example, if men 18-24 unweighted in-tab equals 7.3%, that is the portion of all the returned diaries that came from that demo. Equates to raw diary return, not yet "weighted."

Weighted In-Tab —

As shown on page three of your market report, refers to the portion of the market's population the raw, or unweighted, returned diaries must represent. Equates to cume value, and varies from sweep to sweep and from demo to demo. Allows Arbitron (or any survey firm) to compensate for the fluctuations inherent in any sampling.

For example, if women 18-24 comprise 10% of the market's 12+ population, but only 5% of the unweighted diaries come back usable from that group, then statistical adjustments are made so that the 5% are weighted up to represent 10% of the population.

The more upward weighting that's done, the higher the cume values, which leads to less stable estimates. If the diaries are weighted down (10% needed from a group but 12% returned unweighted, for example), then the estimates are more stable.

ARBITRON SURVEY FORMULAS

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 dayparts 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	

Formula:

TSL =

Average ¼ hour Audience X Quarter-Hours in Daypart

—————
Cume Audience

Applications:

- A) Compare a station's TSL figure with other similarly-formatted station's TSLs.
- 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:

Cume Audience

T/O =

—————
Average ¼ hr Audience

Application:

- 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/Os in different dayparts.

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:

Target Audience TSL

ETA =

—————
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 ETAs of different stations with similar target audiences.

ARBITRON SURVEY FORMULAS

Question: How can I determine the usable sample size for any demo in any market report?

Answer: Use the Page 3 data to determine the number of raw (unweighted) diaries used in each cell. The following formula applies.

Formula:

Percent of Unweighted in-tab
for whatever demo × metro in-tab total
= Sample Size for any age/sex cell

For example, Men 18-24 unweighted in-tab = 10%

×

1200 total metro diaries

1200 × 10% × 120

120 diaries were used to represent the listening of all the males 18-24 in the market.

[Page 3 now lists the in-tab figures by demo.]

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 =

Cume Audience listening to both of two time periods

—————
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:

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

Hour-By-Hour Index =

Mon-Fri Hour-By-Hour figure

—————
Mon-Fri 6am-Mid figure

Applications:

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

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ARBITRON SURVEY FORMULAS

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

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

Formula:

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

Applications:

- A) Compare Percent Exclusive Cumes of various stations.
- B) Chart station's Percent Exclusive Cume over major dayparts.
- C) 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:

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

Applications:

- A) Calculate AFH Listening Indexes for similarly-formatted stations.
- B) Determine difference (if any) between AM and FM station's AFH Listening Indexes.
- C) 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:

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

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

Applications:

- A) Chart hour-by-hour Demographic Share for each hour of the broadcast day. Identify time periods when certain target demographics dominate listening.
- B) Determine which of several similarly-formatted stations gets best share of audience of a target demographic during various time periods.
- C) 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.

BUDWEISER CONCERT HOUR

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FORMAT PREFERENCE CHARTS

Each radio market has its own individual audience composition. Because of this, listener format preference can differ from one market to another, and from one region to another. A format that may enjoy dominance in one market may be weaker in another — but it may still demonstrate overall regional or national strength. The National and Regional Format Preference Charts on this and the following pages outline listener format preference throughout the U.S. during the spring '85 book.

The regions used in these charts correspond to those used by R&R's format editors to define their reporting regions. Each of the top 100 markets featured in this edition of the "R&R Ratings Report" was tallied by its respective region (using format penetration data) to develop this information. The regional numbers were then combined and averaged to arrive at the national format preference numbers shown here.

A/C 22.9%

CHR 19.7%

Ctry 13.7%

B/EZ 11.6%

AOR 10.8%

B/U 7.6%

N/T 5.6%

BBnd 2.8%

Gold 1.5%

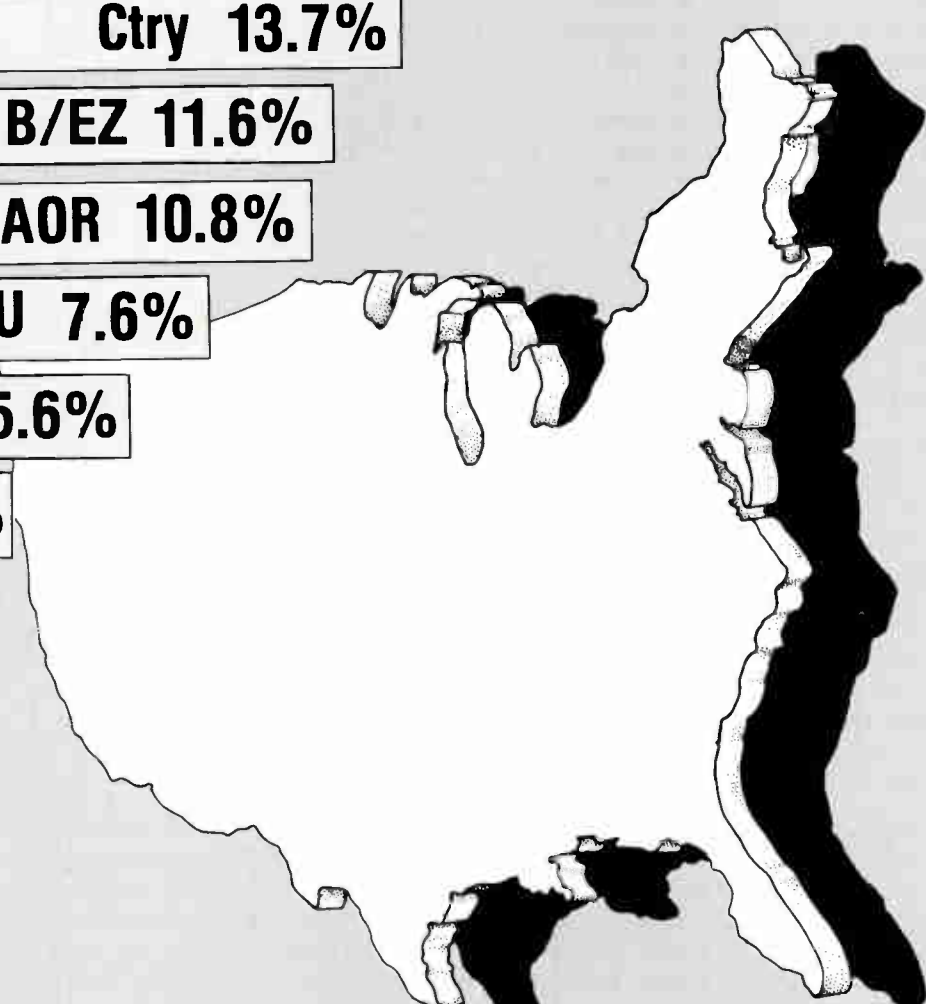
Span 1.3%

Rel 1.0%

Misc .7%

Clas .5%

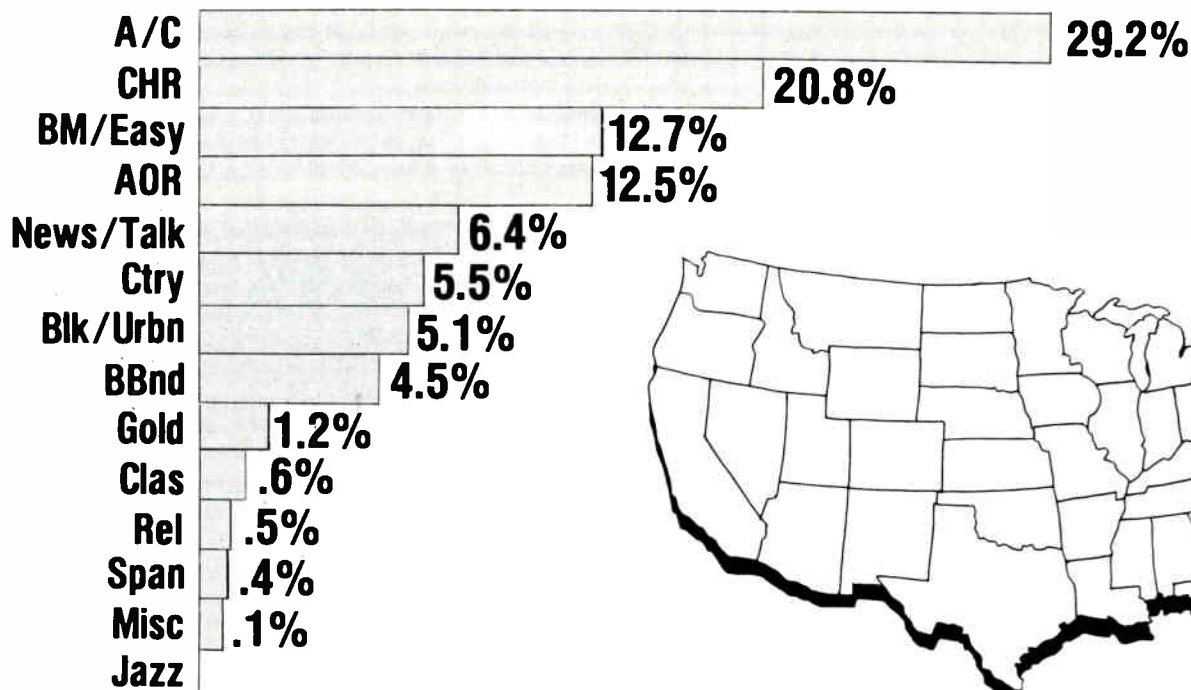
Jazz .1%



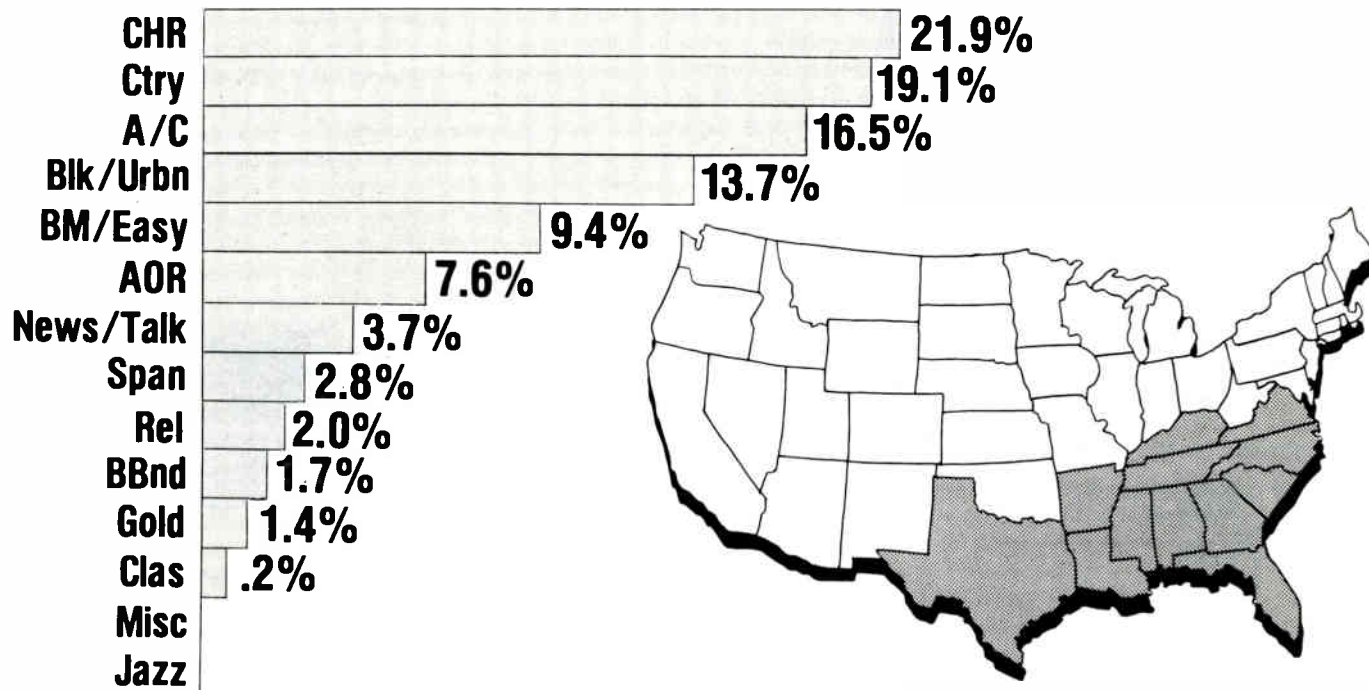
Format Legend

A/C — Adult/Contemporary, AOR — Album-Oriented Rock, BBnd — Big Band, B/U — Black/Urban Contemporary, B/EZ — Beautiful Music/Easy Listening, CHR — Contemporary Hit Radio, Clas — Classical, Ctry — Country, Gold — Oldies, Jazz — Jazz, Misc — Miscellaneous, News — News, N/T — News/Talk, Rel — Religious, Span — Spanish, Talk — Talk.

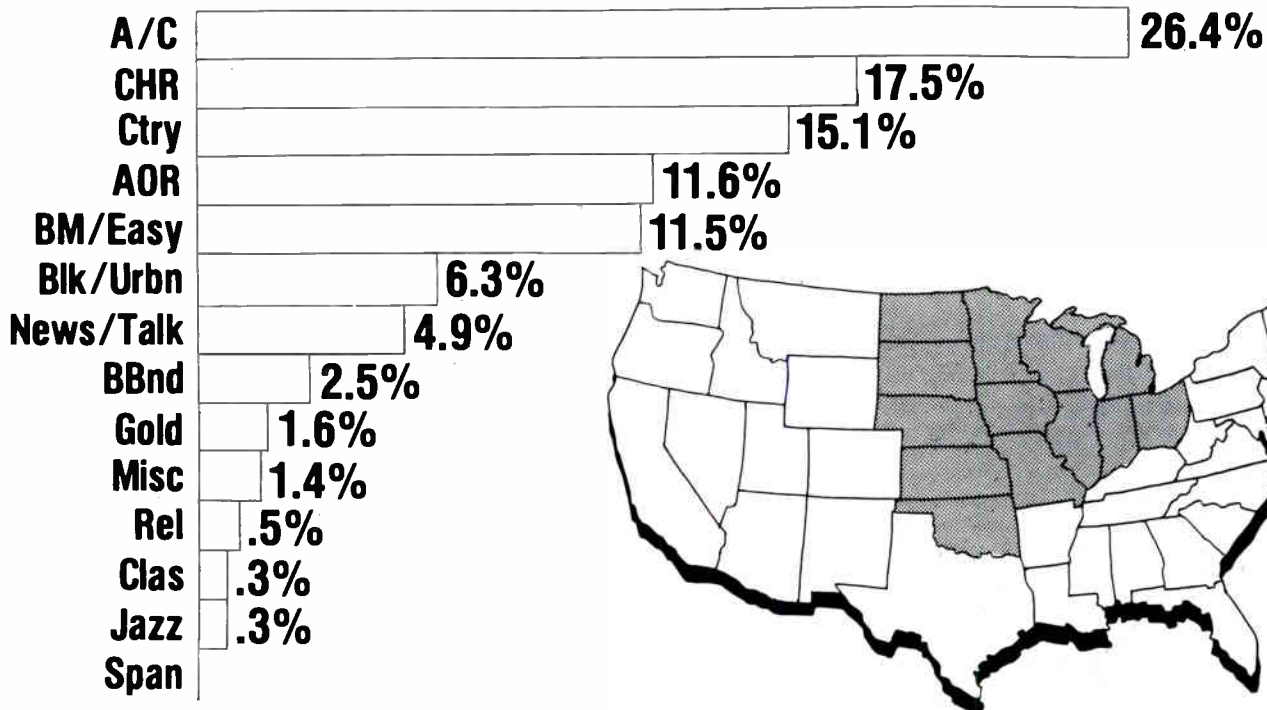
EAST



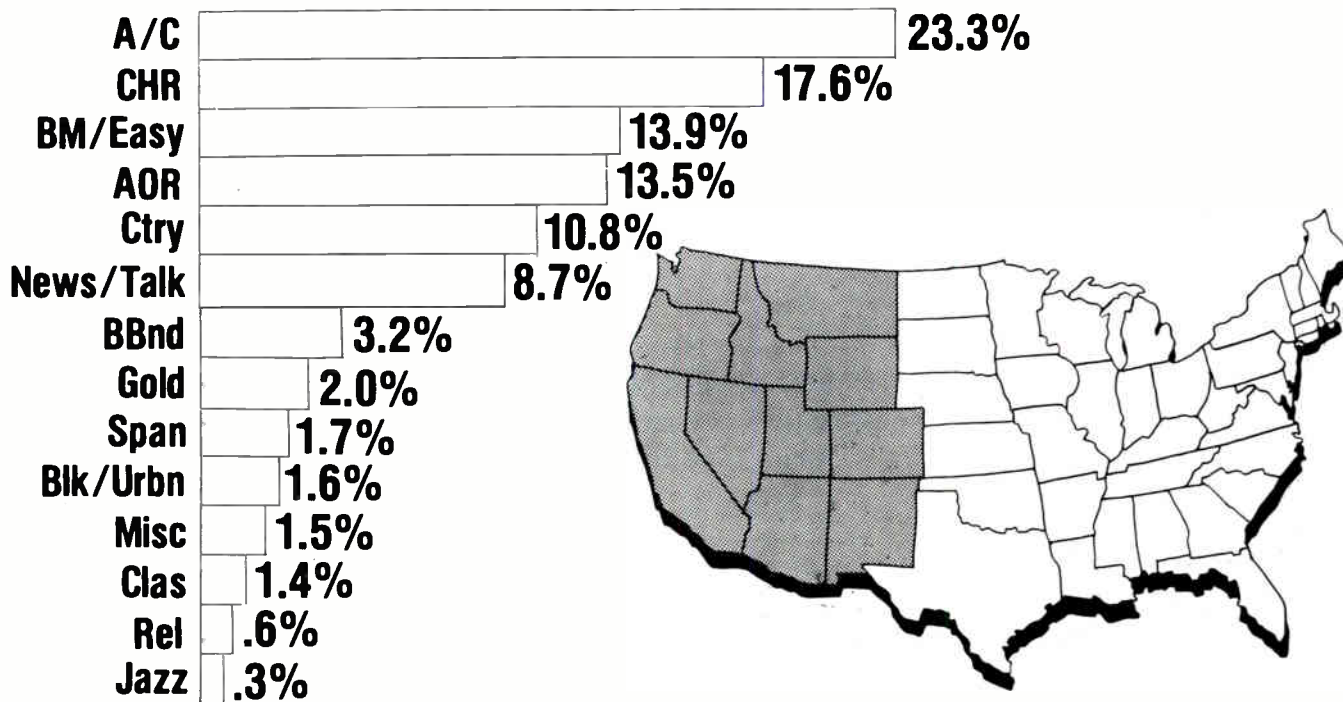
SOUTH



MIDWEST

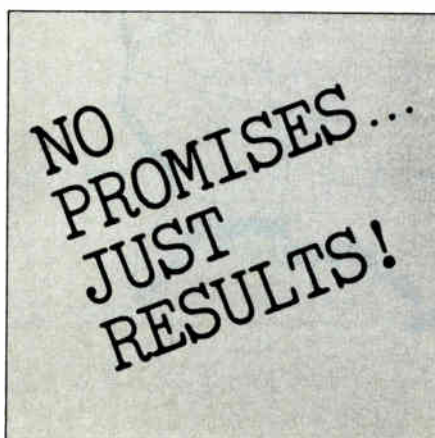


WEST



NATIONAL ALL-FORMAT

	AQH	CUME
1. WQUT/Johnson City (CHR)	24.2	2,637,900
2. WIVK-FM/Knoxville (Ctry)	23.3	2,614,400
3. WCCO/Minneapolis (A/C)	22.5	2,548,200
4. WGBT/McAllen-Brownsville (Span)	21.3	2,054,700
5. KIIK/Quad Cities (CHR)	21.1	1,984,900
6. WVIC-FM/Lansing (CHR)	20.5	1,812,100
7. KFAB/Omaha (A/C)	20.1	1,687,000
7. WTIC/Hartford (A/C)	20.1	1,674,000
9. WSKZ/Chattanooga (CHR)	19.9	1,629,600
10. KMOX/St. Louis (Talk)	19.7	1,577,700
11. WIOG/Saginaw (CHR)	19.4	1,521,900
12. WNNK/Harrisburg (CHR)	18.7	1,437,800
13. WCOS-FM/Columbia (Ctry)	18.6	1,416,400
13. WXBQ/Johnson City (Ctry)	18.6	1,393,800
15. KHFI/Austin (CHR)	18.4	1,371,300
16. KKYK/Little Rock (CHR)	18.0	1,350,700
17. WDUV/Sarasota (B/EZ)	17.9	1,235,100
18. WHOT-FM/Youngstown (CHR)	17.5	1,223,500
18. WIMZ-FM/Knoxville (AOR)	17.5	1,211,400
20. KXLY-FM/Spokane (B/EZ)	16.9	1,122,300
20. KZZU/Spokane (CHR)	16.9	1,102,800
22. WHBC/Canton (A/C)	16.8	1,050,100
22. WTQR/Greensboro (Ctry)	16.8	1,047,400
22. WYLD-FM/New Orleans (B/U)	16.8	1,036,400
25. KOB-FM/Albuquerque (A/C)	16.7	1,001,700
1. WHTZ/New York (CHR)		2,637,900
2. WPLJ/New York (CHR)		2,614,400
3. WINS/New York (News)		2,548,200
4. WCBS/New York (News)		2,054,700
5. KIIS-FM/Los Angeles (CHR)		1,984,900
6. WRKS/New York (B/U)		1,812,100
7. WNEW-FM/New York (AOR)		1,687,000
8. WOR/New York (Talk)		1,674,000
9. WABC/New York (Talk)		1,629,600
10. WNBC/New York (A/C)		1,577,700
11. WGN/Chicago (Talk)		1,521,900
12. WKTU/New York (CHR)		1,437,800
13. WHN/New York (Ctry)		1,416,400
14. WYNY/New York (A/C)		1,393,800
15. WBLS/New York (B/U)		1,371,300
16. WAPP/New York (CHR)		1,350,700
17. KABC/Los Angeles (Talk)		1,235,100
18. WPAT-FM/New York (B/EZ)		1,223,500
19. WLTW/New York (A/C)		1,211,400
20. WBBM/Chicago (News)		1,122,300
21. WRFM/New York (B/EZ)		1,102,800
22. KFWB/Los Angeles (News)		1,050,100
23. KYW/Philadelphia (News)		1,047,400
24. WBBM-FM/Chicago (CHR)		1,036,400
25. WNEW/New York (BBnd)		1,001,700



In markets of all sizes, with both AMs & FM's, DONNA HALPER gets results. In fact, in over 5 years of consulting 95% of our clients have shown ratings increases . . . For example,

*WWMJ/Bangor (A/C) is now #1!

25 to 54 with a 26.9!

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Radio Programming Consultants
28 Exeter Street, Suite 611, Boston, MA 02116, (617) 266-5666

FORMAT LEADERS

ADULT/CONTEMPORARY

AQH		CUME
1. WCCO/Minneapolis-St. Paul	22.5	1,577,700
2. KFAB/Omaha	20.1	1,393,800
2. WTIC/Hartford	20.1	1,211,400
4. WHBC/Canton	16.8	999,700
5. KOB-FM/Albuquerque	16.7	883,700
6. KSSK/Honolulu	16.6	791,100
7. WYYY/Syracuse	15.6	764,700
8. WCRZ/Flint	15.4	706,100
8. WIBC/Indianapolis	15.4	701,000
8. WIVY/Jacksonville	15.4	646,200
11. KDKA/Pittsburgh	15.1	601,200
11. WHAS/Louisville	15.1	583,600
13. WSYR/Syracuse	14.4	579,600
14. KOB/Albuquerque	14.2	577,600
15. WVOR/Rochester	13.6	572,000
16. WICC/Bridgeport	13.5	570,000
17. KULA/Honolulu	12.6	550,100
17. WJYO/Orlando	12.6	550,100
19. WRAL/Raleigh-Durham	12.5	542,900
20. WLAC-FM/Nashville	12.4	538,200
21. KZBS/Oklahoma City	12.3	516,900
21. WTMJ/Milwaukee	12.3	511,700
23. WMHE/Toledo	12.2	511,700
24. WGY/Albany-Schenectady	11.6	459,800
25. WRVA/Richmond	11.5	450,300
1. WNBC/New York		446,300
2. WYNY/New York		432,100
3. WLTW/New York		
4. WPIX/New York		
5. KOST/Los Angeles		
6. WFYR/Chicago		
7. WCCO/Minneapolis-St. Paul		
8. KDKA/Pittsburgh		
9. WLAK/Chicago		
10. WCLR/Chicago		
11. WBZ/Boston		
12. WMGK/Philadelphia		
13. KHTZ/Los Angeles		
14. KMGJ/Los Angeles		
15. WNIC-FM/Detroit		
16. WHDH/Boston		
17. KVIL-FM/Dallas-Ft. Worth		
18. KYUU/San Francisco		
19. WMET/Chicago		
20. KIOI/San Francisco		
21. KLTR/Houston-Galveston		
22. KFI/Los Angeles		
23. WMAL/Washington		
24. WSNi/Philadelphia		
25. WROR/Boston		

AOR

AQH		CUME
1. WIMZ-FM/Knoxville	17.5	1,687,000
2. WFBQ/Indianapolis	15.5	896,000
3. WAAF/Worcester	14.0	846,900
4. KLAQ/EI Paso	13.8	743,200
5. KLBJ-FM/Austin	13.6	739,500
6. KEZO/Omaha	13.2	701,700
7. KSHE/St. Louis	12.9	584,500
8. KGB/San Diego (North County)	12.4	552,300
9. WWCK/Flint	11.8	536,800
10. KATT-FM/Oklahoma City	11.6	513,300
11. WLWQ/Columbus	11.5	462,500
12. KOMP/Las Vegas	11.4	459,200
13. WCMF/Rochester	11.2	446,300
13. WQMF/Louisville	11.2	446,300
13. WZZO/Allentown	11.2	438,800
16. KEZE/Spokane	10.9	425,100
16. WMMR/Philadelphia	10.9	421,600
18. KZAP/Sacramento	10.4	401,800
19. KICT/Wichita	10.3	354,600
21. WFYV/Jacksonville	10.3	348,500
21. KFMG/Albuquerque	10.2	344,700
21. WAQX-FM/Syracuse	10.2	334,700
23. WLAV-FM/Grand Rapids	10.0	334,400
24. WDIZ/Orlando	9.9	331,600
24. WIOT/Toledo	9.9	328,500
24. WTUE/Dayton	9.9	303,000
1. WNEW-FM/New York		1,687,000
2. KMET/Los Angeles		896,000
3. KLOS/Los Angeles		846,900
4. WMMR/Philadelphia		743,200
5. WLUP/Chicago		739,500
6. KROQ/Los Angeles		701,700
7. WRIF/Detroit		584,500
8. WBCN/Boston		552,300
9. WLLZ/Detroit		536,800
10. WXRT/Chicago		513,300
11. WYSP/Philadelphia		462,500
12. WWDC-FM/Washington		459,200
13. KSHE/St. Louis		446,300
14. KSSR/Houston-Galveston		438,800
15. WIOQ/Philadelphia		425,100
16. KLOL/Houston-Galveston		421,600
17. KTXQ/Dallas-Ft. Worth		401,800
18. WCKG /Chicago		354,600
19. WDVE/Pittsburgh		348,500
20. WBAB/Nassau-Suffolk		344,700
21. KFOG/San Francisco		334,700
22. KQRS-AM & FM/Minneapolis-St. Paul		334,400
23. WIYY/Baltimore		331,600
24. WSHE/Miami		328,500
25. WKLS-FM/Atlanta		303,000

FORMAT LEADERS

BLACK/URBAN CONTEMPORARY

AQH		CUME	
1. WYLD-FM/New Orleans	16.8	1. WRKS/New York	1,812,100
2. WDZZ/Flint	15.1	2. WBLS/New York	1,371,300
3. WPEG/Charlotte-Gastonia	13.4	3. WBMX-FM/Chicago	918,500
4. WHRK/Memphis	12.9	4. WGCI-FM/Chicago	850,800
5. KHYS/Beaumont-Port Arthur	12.8	5. WUSL/Philadelphia	642,100
6. WBLX/Mobile	11.9	6. WJLB/Detroit	528,500
7. WENN-FM/Birmingham	11.6	7. KSOL/San Francisco	503,600
7. WGOK/Mobile	11.6	8. KMJQ/Houston-Galveston	502,800
9. WPLZ/Richmond	11.4	9. KDAY/Los Angeles	487,600
10. WVEE/Atlanta	11.0	10. WDAS-FM/Philadelphia	486,800
11. WWWZ/Charleston	10.8	11. KJLH/Los Angeles	470,600
12. WFXC/Raleigh-Durham	10.2	12. WKYS/Washington	437,300
13. WPAL/Charleston	9.9	13. WHUR/Washington	424,500
14. WJAX-FM/Jacksonville	9.7	14. KUTE/Los Angeles	424,000
15. WHYZ/Greenville	9.5	15. KACE/Los Angeles	421,100
16. KMJQ/Houston-Galveston	9.3	16. WLIB/New York	391,800
17. KQXL-FM/Baton Rouge	9.1	17. WVEE/Atlanta	378,800
17. WWDW/Columbia, S.C.	9.1	18. KKDA-FM/Dallas-Ft. Worth	345,800
19. WUSL/Philadelphia	8.8	19. KBLX/San Francisco	329,100
20. WJTT/Chattanooga	8.4	20. WDJY/Washington	320,000
21. WTKL/Baton Rouge	8.3	21. KGFJ/Los Angeles	303,000
21. WTLC/Indianapolis	8.3	22. WJPC/Chicago	294,300
23. WXOK/Baton Rouge	8.1	23. WHQT/Miami	280,100
24. WQMG/Greensboro	7.5	24. WXYV/Baltimore	275,000
25. KKDA-FM/Dallas	7.4	25. KMJM/St. Louis	242,400
25. KRNB/Memphis	7.4		
25. WQQK/Nashville	7.4		

BEAUTIFUL MUSIC/EASY LISTENING

AQH		CUME	
1. WDUV/Sarasota	17.9	1. WPAT-FM/New York	1,223,500
2. KXLY-FM/Spokane	16.9	2. WRFM/New York	1,102,800
3. WEZN/Bridgeport	16.4	3. KBIG/Los Angeles	855,200
4. WHIO-FM/Dayton	15.8	4. WLOO/Chicago	771,800
5. WEZK/ Knoxville	14.5	5. KJOI/Los Angeles	748,700
5. WWBA/Tampa	14.5	6. WPAT/New York	705,500
7. WHBC-FM/Canton	14.2	7. WEAZ/Philadelphia	640,200
8. KXTZ/Las Vegas	13.6	8. WGAY/Washington	527,200
9. WFMZ/Allentown	13.5	9. WJOI/Detroit	493,300
10. WEAT-FM/West Palm Beach	13.0	10. WLYF/Miami	417,300
11. WBNS-FM/Columbus	12.6	10. KODA/Houston-Galveston	403,100
11. WLKW-FM/Providence	12.6	12. WJIB/Boston	395,600
13. WRCH/Hartford	12.0	13. KABL-FM/San Francisco	381,700
14. WHP-FM/Harrisburg	11.9	14. KSFO/San Francisco	358,500
15. WSRS/Worcester	11.8	15. WWBA/Tampa	357,300
16. KJYK/Tucson	11.7	16. WSHH/Pittsburgh	343,600
17. WEZO/Rochester	11.1	17. WLIF/Baltimore	341,000
18. KKNK/Oklahoma City	10.7	18. KMEZ-FM/Dallas-Ft. Worth	325,000
19. KOSI/Denver	10.7	19. KOIT-FM/San Francisco	322,100
20. WFOG/Norfolk	10.6	20. KOSI/Denver	313,100
20. WLQR/Toledo	10.6	21. KABL/San Francisco	296,700
22. WGER/Saginaw	10.5	22. KEZK/St. Louis	284,900
23. KSFI/Salt Lake City	10.1	23. WLKW-FM/Providence	284,000
23. WLIF/Baltimore	10.1	24. KNOB/Los Angeles	279,000
25. WJYE/Buffalo	9.8	25. KJQY/San Diego	270,300

**THREE
COMPELLING
REASONS TO
CONSIDER THE
EASY LISTENING
FORMAT...
AND BONNEVILLE.**

ONE: Demos are one of the criteria used to judge a radio station's performance. Therefore, the right demo in a competitive market could be the edge your station needs.

Bonneville Easy Listening stations deliver the 35-54 audience. Our listeners spend money... more than any other age group.

TWO: What plays well in one market may need adjustments in another. That takes flexibility.

Unlike other delivery systems, Bonneville offers an Easy Listening taped format of incredibly high quality, easy maintenance and total flexibility... no time zone shift or fixed commercial windows to fill.

THREE: Every syndicator has a success story, but nobody comes close to Bonneville.

In markets where there is more than one Easy Listening station, Bonneville wins seven out of eleven times.

Demos. Flexibility. Success. We are Bonneville, and the more you know about Easy Listening Music, the better we sound.

 **BONNEVILLE**
BROADCASTING SYSTEM

4080 COMMERCIAL AVENUE
NORTHBROOK, ILLINOIS 60062
1-800-631-1600

SOURCE: ARBITRON, Spring 1985, Adults 35-54
Shares, Monday-Sunday, 6AM-12M, MSA. Subject to survey
qualifications. Based on ARB rated markets.

FORMAT LEADERS

BIG BAND

	AQH	CUME
1. WMAS-FM/Springfield	8.5	1,001,700
2. WNJY/West Palm Beach	7.7	782,200
3. WECK/Buffalo	6.9	445,700
4. KRLD/Dallas-Ft. Worth	6.8	391,800
5. WOKY/Milwaukee	6.7	377,800
6. WYLF/Rochester	6.4	282,900
7. WKAP/Allentown	6.3	217,600
8. WAMR/Sarasota	6.2	174,300
9. WDAE/Tampa	5.7	173,400
10. WFBL/Syracuse	5.6	165,900

NEWS/TALK

	AQH	CUME
1. KMOX/St. Louis (Talk)	19.7	2,548,200
2. KIRO/Seattle (N/T)	10.2	2,054,700
3. KTAR/Phoenix (N/T)	10.1	1,674,000
4. WGN/Chicago (Talk)	9.6	1,629,600
5. KGO/San Francisco (San Jose Book) (N/T)	8.8	1,521,900
6. KMJ/Fresno (N/T)	8.5	1,235,100
7. KGO/San Francisco (N/T)	8.2	1,122,300
8. KARN/Little Rock (N/T)	8.0	1,050,100
9. WOC/Quad Cities (N/T)	7.9	1,047,400
10. KTOK/Oklahoma City (N/T)	7.2	959,200
11. WJNO/West Palm Beach (N/T)	7.1	879,600
12. KCMO/Kansas City (N/T)	6.8	755,100
12. WBBW/Youngstown (N/T)	6.8	734,700
12. WQBK/Albany (Talk)	6.8	599,800
15. WRKO/Boston (Talk)	6.7	540,700
16. KYW/Philadelphia (News)	6.5	528,100
17. WHJJ/Providence (N/T)	6.4	500,800
18. KABC/Los Angeles (Talk)	6.3	498,100
19. KLBJ/Austin (N/T)	5.8	493,000
19. WKIS/Orlando (N/T)	5.8	464,200
21. KABC/Los Angeles (Talk) (Anaheim Book)	5.7	456,500
21. KFBK/Sacramento (N/T)	5.7	445,500
23. KXL/Portland (News)	5.6	370,600
23. WWL/New Orleans (N/T)	5.6	339,700
25. KSDO/San Diego (N/T)	5.5	303,800
25. WCKY/Cincinnati (N/T)	5.5	
1. WINS/New York (News)		2,548,200
2. WCBS/New York (News)		2,054,700
3. WOR/New York (Talk)		1,674,000
4. WABC/New York (Talk)		1,629,600
5. WGN/Chicago (Talk)		1,521,900
6. KABC/Los Angeles (Talk)		1,235,100
7. WBBM/Chicago (News)		1,122,300
8. KFVB/Los Angeles (News)		1,050,100
9. KYW/Philadelphia (News)		1,047,400
10. KNX/Los Angeles (News)		959,200
11. KGO/San Francisco (N/T)		879,600
12. KMOX/St. Louis (Talk)		755,100
13. KCBS/San Francisco (News)		734,700
14. WCAU/Philadelphia (N/T)		599,800
15. WIND/Chicago (Talk)		540,700
16. WWJ/Detroit (News)		528,100
17. WMCA/New York (Talk)		500,800
18. KRLD/Dallas-Ft. Worth (News)		498,100
19. WRKO/Boston (Talk)		493,000
20. KIRO/Seattle (News)		464,200
21. WEEI/Boston (News)		456,500
22. KTRH/Houston-Galveston (News)		445,500
23. WTOP/Washington (News)		370,600
24. WXYT/Detroit (Talk)		339,700
25. WWDB/Philadelphia (Talk)		303,800

SPANISH

	AQH	CUME
1. KGBT/McAllen-Brownsville	21.3	389,100
2. KIWW/McAllen-Brownsville	8.5	346,600
3. KWAC/Bakersfield	8.3	339,400
4. WQBA/Miami	5.7	267,900
5. KAMA/El Paso	5.4	262,100
6. KCOR/San Antonio	5.0	247,100
7. KGST/Fresno	4.9	236,200
8. KQXX/McAllen-Brownsville	4.6	210,300
9. KEDA/San Antonio	4.4	191,000
10. KXEW/Tucson	4.3	163,600

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DRIVETIME DOMINATORS

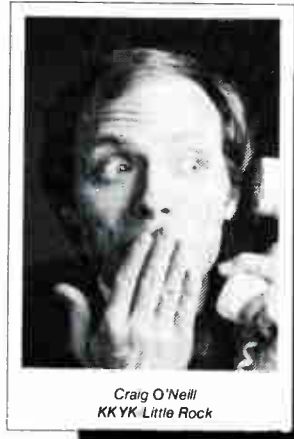
AM Drive/Top 25



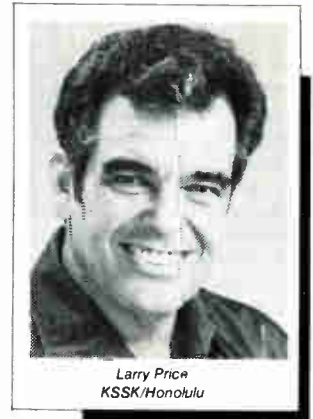
Steve Taylor
WOUT/Johnson City



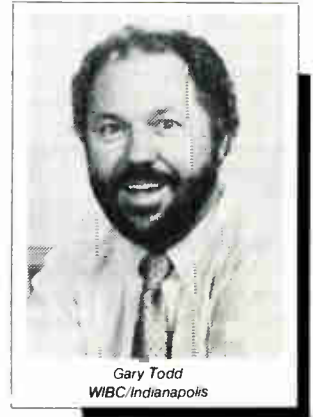
Larry Ahrens
KOB/Albuquerque



Craig O'Neill
KKYK Little Rock



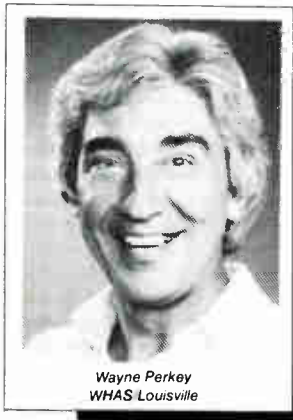
Larry Price
KSSK/Honolulu



Gary Todd
WIBC/Indianapolis



John Cigna
KDKA Pittsburgh



Wayne Perkey
WHAS Louisville



Spike O'Dell
KIKK/Quad Cities



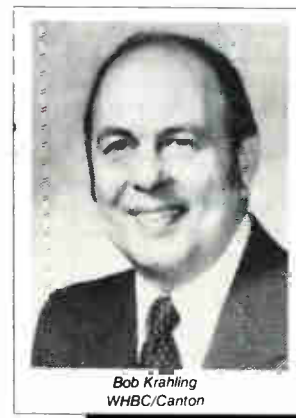
Alden Aaroe
WRVA/Richmond



Rich Michaels
WVIC-AM & FM/Lansing



Bob Hardy
KMOX/St. Louis



Bob Krahlung
WHBC/Canton

DRIVETIME DOMINATORS

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



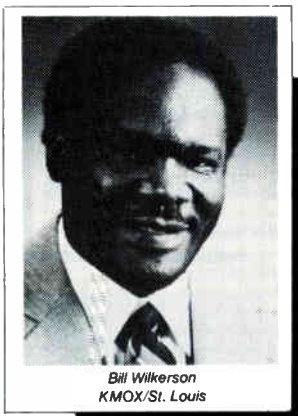
Charlie Boone, Roger Erickson
WCCO/Minneapolis



Arnie Warren
KMOX/St. Louis



Michael W. Perry
KSSK/Honolulu



Bill Wilkerson
KMOX/St. Louis

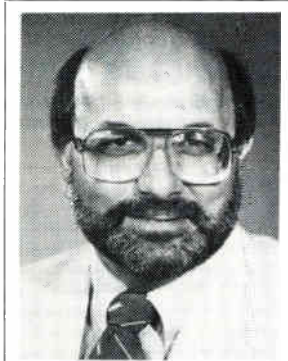


Bob Steele
WTIC/Hartford

1. **WTIC/Hartford (A/C) 33.3**
Bob Steele
2. **WIVK-AM & FM/Knoxville (Ctry) 32.6**
Claude Tomlinson
3. **WCCO/Minneapolis (A/C) 29.3**
Charlie Boone, Roger Erickson
4. **KFAB/Omaha-Council Bluffs (A/C) 28.9**
Don Cole
5. **KGBT/McAllen-Brownsville (Span) 27.9**
Jorge Guillen, Hugo de la Cruz
6. **WHBC/Canton (A/C) 27.7**
Bob Krahling
7. **KMOX/St. Louis (Talk) 25.5**
Bob Hardy, Bill Wilkerson, Arnie Warren
8. **KSSK/Honolulu (A/C) 24.0**
Michael W. Perry & Larry Price
9. **WDEF-AM & FM/Chattanooga (A/C) 23.7**
Luther Massingill
10. **KDKA/Pittsburgh (A/C) 23.5**
John Cigna
11. **KOB/Albuquerque (A/C) 23.2**
Larry Ahrens
12. **WICC/Bridgeport (A/C) 23.0**
Ed Baer
13. **WCOS-AM & FM/Columbis, SC (Ctry) 22.4**
Steve Walker
14. **WVIC-AM & FM/Lansing (CHR) 22.2**
Rich Michaels
15. **WHOT-AM & FM/Youngstown (CHR) 21.6**
A.C. McCullough
16. **KIHK/Quad Cities (CHR) 21.3**
Spike O'Dell
17. **WESC-AM & FM/Greenville (Ctry) 21.2**
Bob Hooper
18. **WIBC/Indianapolis (A/C) 21.1**
Gary Todd
19. **KKYK/Little Rock (CHR) 21.0**
Craig O'Neill
19. **WQUT/Johnson City (CHR) 21.0**
Steve Taylor
21. **WSYR/Syracuse (A/C) 20.4**
Don Dauer, Rick Gary
21. **WRVA/Richmond (A/C) 20.4**
Alden Aaroe
23. **WXBQ/Johnson City (Ctry) 20.0**
Dave Carter
24. **WRVQ/Richmond (CHR) 19.1**
Corey Deitz, Garrett Chester
25. **WHAS/Louisville (A/C) 18.9**
Wayne Perkey

DRIVETIME DOMINATORS

PM Drive/Top 25



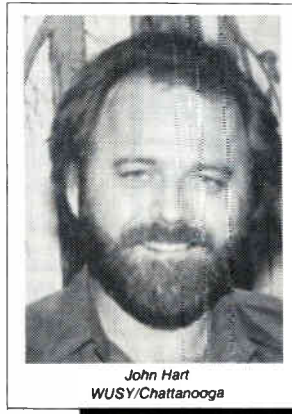
Gary Calvert
WHIO-FM/Dayton



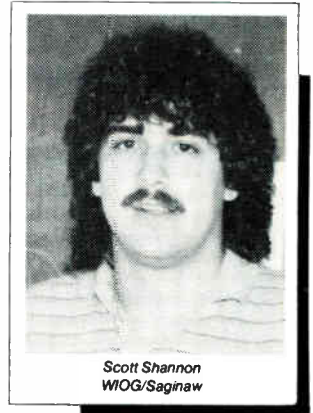
Dennis Stacey, Leslie Fram
WABB-FM/Mobile



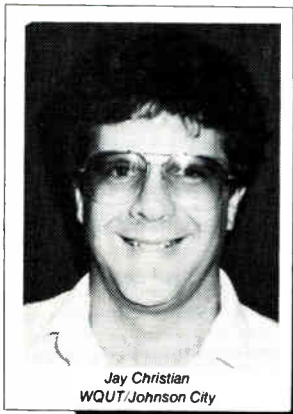
Bob Gelms
KLIK/Quad Cities



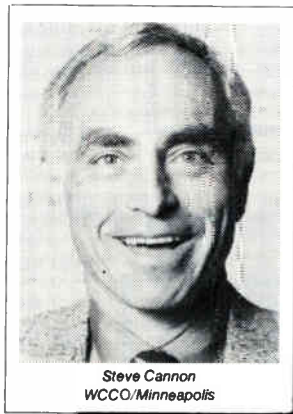
John Hart
WUSY/Chattanooga



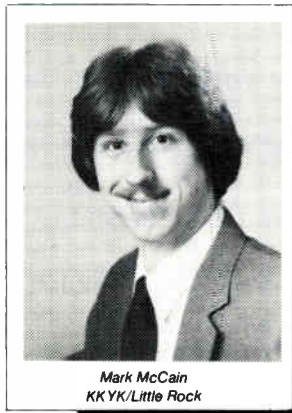
Scott Shannon
WIOG/Saginaw



Jay Christian
WQUT/Johnson City



Steve Cannon
WCCO/Minneapolis



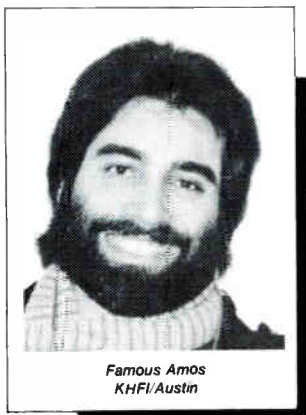
Mark McCain
KKYK/Little Rock



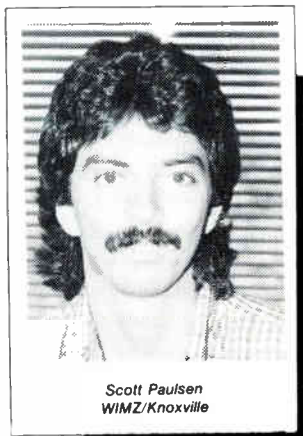
Eric Funk
KZZU-FM/Spokane

DRIVETIME DOMINATORS

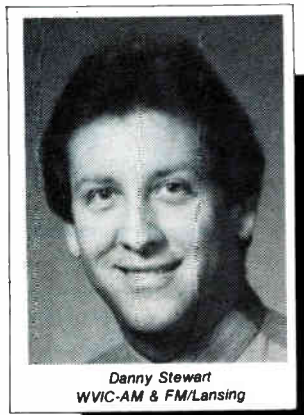
Average Quarter-Hour Share
(12+, M-F, 3-7pm)



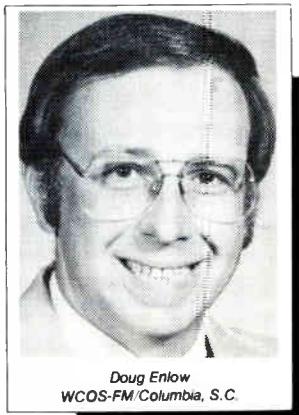
Famous Amos
KHFI/Austin



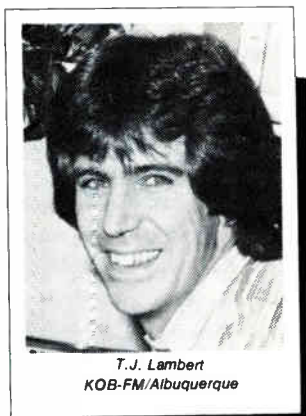
Scott Paulsen
WIMZ/Knoxville



Danny Stewart
WVIC-AM & FM/Lansing



Doug Enlow
WCOS-FM/Columbia, S.C.



T.J. Lambert
KOB-FM/Albuquerque

1. **WIVK-AM & FM/Knoxville (Ctry) 24.2**
Ed Brantley
2. **WQUT/Johnson City (CHR) 23.8**
Jay Christian
3. **WSKZ/Chattanooga (CHR) 22.1**
Mike Allison
4. **KIHK/Quad Cities (CHR) 21.2**
Bob Gelms
5. **WIOG/Saginaw (CHR) 21.2**
Scott Shannon
6. **WVIC-AM & FM/Lansing (CHR) 21.2**
Danny Stewart
7. **WIMZ-AM & FM/Knoxville (AOR) 20.6**
Scott Paulsen
8. **WNNK/Harrisburg (CHR) 20.6**
Bruce Bond
9. **WXBQ/Johnson City (Ctry) 19.6**
Jeff Jeffries
10. **KHFI/Austin (CHR) 19.3**
Famous Amos
11. **WHOT-FM/Youngstown (CHR) 18.8**
Bob Popa
11. **WDUV/Sarasota (B/EZ) 18.8**
Automated — Peters Production
13. **WCRZ/Flint (A/C) 18.4**
Shelley Bond
14. **KGBT/McAllen-Brownsville (Span) 18.3**
Hugo de la Cruz, Ramon Taylor
15. **WCCO/Minneapolis (A/C) 18.2**
Steve Cannon
15. **WKCCQ/Saginaw (Ctry) 18.2**
Kelly Judson
17. **KOB-FM/Albuquerque (A/C) 17.8**
T.J. Lambert
17. **WHIO-FM/Dayton (B/EZ) 17.8**
Cary Calvert
19. **KKYK/Little Rock (CHR) 17.6**
Mark McCain
19. **KZZU-FM/Spokane (CHR) 17.6**
Eric Funk
21. **KXLY-FM/Spokane (B/EZ) 17.5**
Rusty Nelson
22. **WCOS-FM/Columbia, SC (Ctry) 17.5**
Doug Enlow
23. **WUSY/Chattanooga (Ctry) 17.3**
John Hart
24. **WABB-FM/Mobile (CHR) 17.1**
Leslie Fram & Dennis Stacey
25. **WTQR/Greensboro (Ctry) 16.9**
Danny Hall

DRIVETIME DOMINATORS

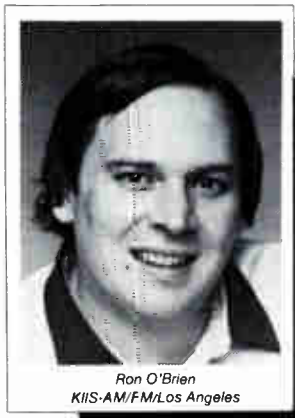
PM Drive/Top 25



Pat St. John
WPLJ New York



Dan Ingram
WKTU New York



Ron O'Brien
KIS-AM/FM/Los Angeles



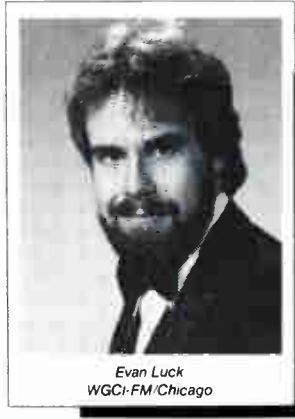
Carol Miller
WNEW-FM/New York



Tom Franklin and Ben Farnsworth
WCBS/New York



Harry Nelson
WAPP/New York



Evan Luck
WGCI-FM/Chicago



Art Rust, Jr.
WABC/New York



Bernard Meltzer
WOR/New York



Stan Z. Burns
WINS/New York



Shadow Stevens
WHTZ New York



Steve Roy
WLTW/New York



Mary Thomas
WBLS New York

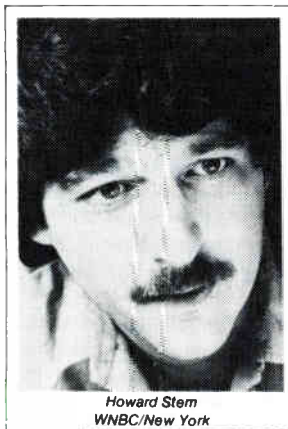


Scott Muni
WNEW-FM/New York

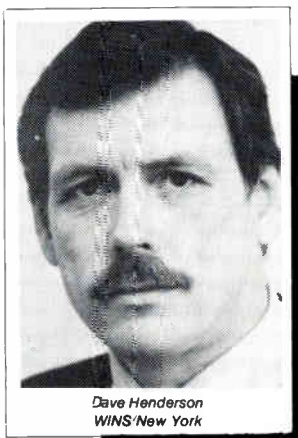
DRIVETIME DOMINATORS



Bud Furillo, Lisa Bowman and Tommy Hawkins
KABC/Los Angeles



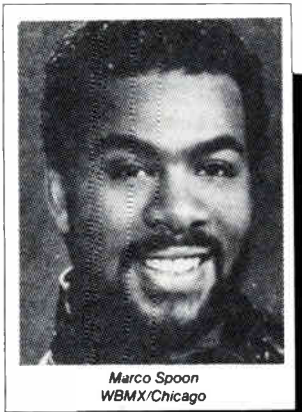
Howard Stern
WNBC/New York



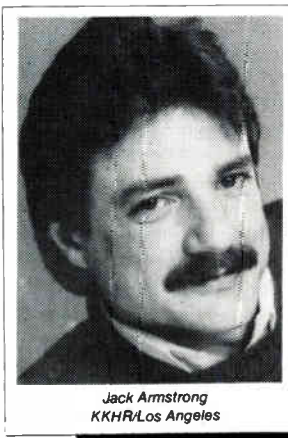
Dave Henderson
WINS/New York



Bob Collins
WGN/Chicago



Marco Spoon
WBMX/Chicago



Jack Armstrong
KKHR/Los Angeles



Joe Bohannon
WBBM-FM/Chicago

Cume Persons (12+, M-F, 3-7pm)

1. **WPLJ/New York (CHR)** 1,492,000
Pat St. John
2. **WHTZ/New York (CHR)** 1,477,000
Shadow Stevens
3. **KIIS-FM/Los Angeles (CHR)** 1,084,500
Ron O'Brien
4. **WRKS/New York (B/U)** 1,064,100
Carol Ford
5. **WNEW-FM/New York (AOR)** 943,500
Scott Muni, Carol Miller
6. **WPAT-AM & FM/New York (B/EZ)** 917,400
Ken Lance
7. **WNBC/New York (A/C)** 877,400
Howard Stern
8. **WINS/New York (News)** 851,700
Stan Z. Burns, Dave Henderson
9. **WGN/Chicago (Talk)** 776,300
Bob Collins
11. **WCBS/New York (News)** 755,400
Ben Farnsworth, Tom Franklin
11. **WOR/New York (Talk)** 740,800
Bernard Meltzer
12. **WCBS-FM/New York (Gold)** 687,800
Dick Heatherton
13. **WHN/New York (Ctry)** 673,300
Dan Taylor
14. **WLTW/New York (A/C)** 639,000
Steve Roy
15. **WBLS/New York (B/U)** 626,400
Mary Thomas
16. **WKTU/New York (CHR)** 617,600
Dan Ingram
17. **WAPP/New York (CHR)** 614,200
Harry Nelson
18. **WYNY/New York (A/C)** 606,900
Steve O'Brien
19. **WBBM-FM/Chicago (CHR)** 586,000
Joe Bohannon
20. **WABC/New York (Talk)** 580,400
Art Rust, Jr.
21. **WRFM/New York (B/EZ)** 571,300
Wes Richards
22. **KABC/Los Angeles (Talk)** 565,900
Bud Furillo, Tommy Hawkins, Lisa Bowman
23. **WBMX-FM/Chicago (B/U)** 510,600
Marco Spoon
24. **KKHR/Los Angeles (CHR)** 488,000
Jack Armstrong
25. **WGCI-FM/Chicago (B/U)** 483,500
Evan Luck

TOP 50 MARKETS

#50/ALBANY-SCHENECTADY-TROY

COMPLETE RATINGS DATA PG. 94

#19/ANAHEIM-SANTA ANA

COMPLETE RATINGS DATA PG. 95



A perennial blossomed again, the CHR leader extended its margin, and the previous kingpin slipped to the runner-up slot in the Albany book, which featured an especially poor sample among men 18-24.

WGY had been the perennial titleholder in the Albany metro — until AOR outlet WPYX dethroned the full-service A/C last fall. But now the tables have turned. With well-balanced gains in both genders, WGY again crossed the double-digit threshold while WPYX was down more than two shares in second place. WGY's rebound may be partially due to the concurrent drop suffered by A/C competitor WROW, which saw its shares cut in half.

CHR pacesetter WGFM also rebounded from a soft fall showing, with much of its advance coming from increasing dominance among teens (now more than a 40 share in that demo). Other notable increases were posted by WROW-FM's Easy Listening sound, and by the AOR aura of WQBK-FM — which seems to belie the fact that Arbitron got back only half as many diaries as desired from the male 18-24 demo.

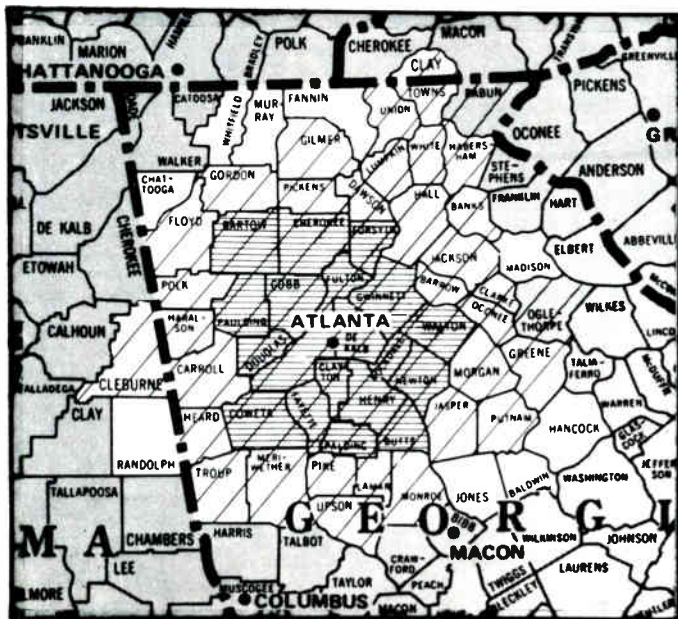
The Orange County ratings scene usually mirrors the story for all of the L.A. area, but this time there are some subtle differences. Dominant stations such as KIIS-FM achieved virtually identical numbers as those in the L.A. books, but those further down show some interesting nuances.

For instance, Easy Listening stations KBIG and KJOI both reaped stronger numbers in Orange than they did in the entire L.A. metro. CHR outlet KKHR had a better showing in suburbia, and AOR KLOS looked especially strong in the spring numbers. California Angels flagship KMPC also had a strong book, in this one-country breakout due to the success of the hometown Halos.

MARKET OVERVIEWS

#15/ATLANTA

COMPLETE RATINGS DATA PG. 96



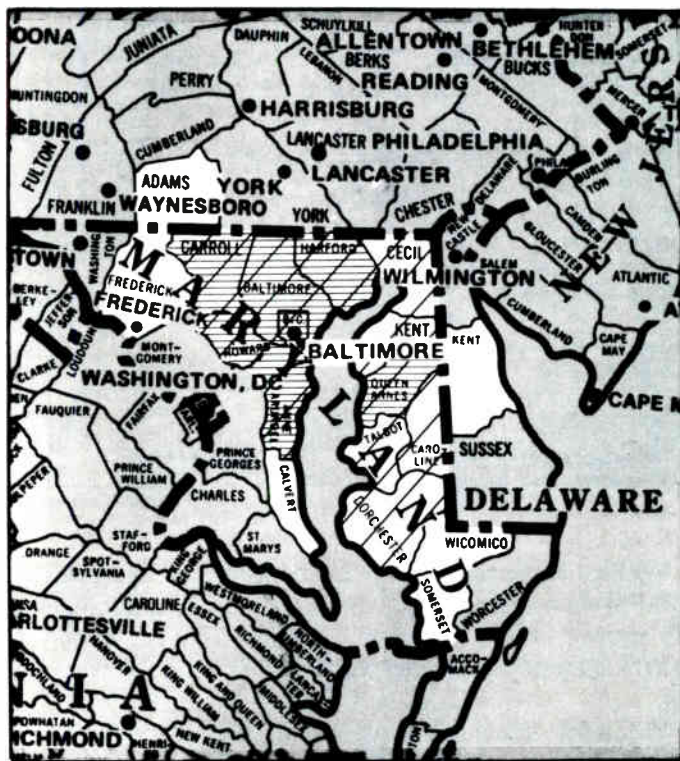
Another case of CHR wars, a resurgent Urban station, a Country climber, and an amazing A/C share-exchange highlight the Atlanta spring results.

The latest round of the CHR slugfest between WZGC and WQXI-FM found 'ZGC on top in the 12+ numbers with a 12+ share. 'ZGC's success was built on a huge foundation of teens, while WQXI-FM has a greater adult composition. WVEE also enjoyed the double-digit atmosphere, building its Urban audience by attracting a notable increase in female listeners.

Country is also alive and well in Atlanta. WKHX shook off the recent debut of WYAY and recouped significantly, while WYAY also enlarged its audience. Meanwhile, in a heated A/C battle, competitors WRMM and WSB-FM flip-flopped overall shares, with WSB-FM adding two shares and WRMM dropping almost three.

#16/BALTIMORE

COMPLETE RATINGS DATA PG. 98



For the fourth straight book, Easy Listening WLIF is number one in the market, a position built on hefty female numbers.

WBAL stayed in second place with an improved overall score, but the big news in this market is the showing of CHR WBSB. A second straight major rise saw WBSB hold onto third place more powerfully than ever. Noteworthy ratings movement was also achieved by WFBR, which scored its usual strong spring showing, boosted by Orioles broadcasts.

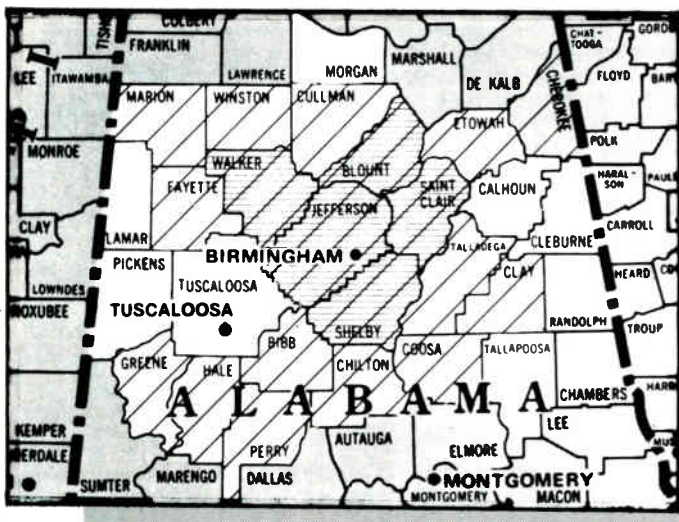
ROCK CHRONICLES

WESTWOOD ONE For the best in nationally-sponsored radio programs, concerts, simulcasts and big event specials, call (213) 204-5000.

MARKET OVERVIEWS

#46/BIRMINGHAM

COMPLETE RATINGS DATA PG. 99



WZZK-FM became even more dominant this sweep, WAPI-FM was up almost four shares to second (grabbing the CHR crown in the process), WENN held its strength, and WMJJ surged to double digits in the spring Birmingham book.

WZZK-FM again laid a successful claim to the top spot. With the segue of the former WSGN to WZZK-AM (now partially simulcast), this Country force looks especially strong. However, a vigorous contender for the top spot emerged in the presence of WAPI-FM. The CHR station was up almost 50%, taking the CHR laurels and becoming a strong number two overall.

Other double digit scorers include ethnic leader and consistently powerful WENN, as well as surging A/C fixture WMJJ. WENN saw improved male numbers, while WMJJ rode to its third straight up book on broad demographic shoulders.

#7/BOSTON

COMPLETE RATINGS DATA PG. 100



WBCN kept rocking along, the Bosox helped WHDH gain on WBZ, and WXKS-FM and WRKO flexed their muscles in the spring book for Beantown.

Adult AOR WBCN consistently delivers powerful demos across a wide range, and has remained remarkably stable over the last five surveys. The station gave a solid performance this book, again sitting on top in Boston. Runner-up WBZ slipped but managed to win the A/C derby over WHDH, which was bolstered by the Red Sox mania.

At different ends of the demographic spectrum, CHR WXKS-FM and Talk station WRKO (which carries the Celtics games) saw notable increases. WXKS-FM gained among teens and adult males, while the WRKO growth led to an almost evenly balanced male/female audience makeup.

THE COUNTDOWN

with *Walt Love*

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MARKET OVERVIEWS

#34/BUFFALO-NIAGARA FALLS COMPLETE RATINGS DATA PG. 102

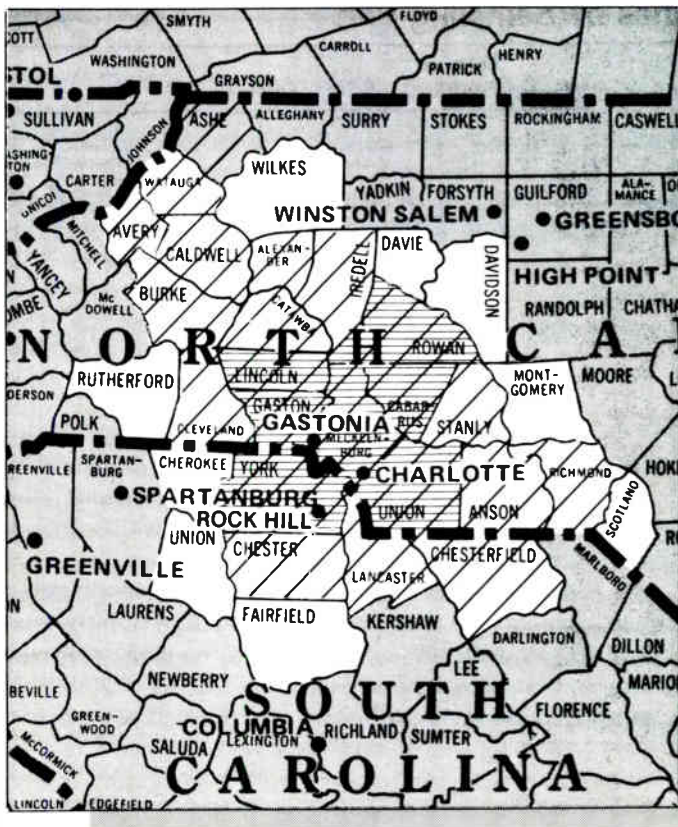


A perennial leader returned to the top spot, an FM A/C garnered its best book ever, and a new strong CHR entered an already-crowded CHR field in the spring Buffalo book.

There's bound to be joy at WJYE, as the B/EZ station improved enough to climb back to its usual top rung. WBEN, which dethroned WJYE last fall, slipped to the runner-up slot. However, WBUF grew in strength, achieving its best overall share ever (female gains were the foundation of the surge).

In a market seemingly overpopulated with CHR stations, there is now a new factor to be reckoned with. WKSE, formerly known as AOR WRXT, came on like a cyclone and plunged into the CHR fray, propelled by the typical base of teens and adult females.

#40/CHARLOTTE-GASTONIA-ROCK HILL COMPLETE RATINGS DATA PG. 103



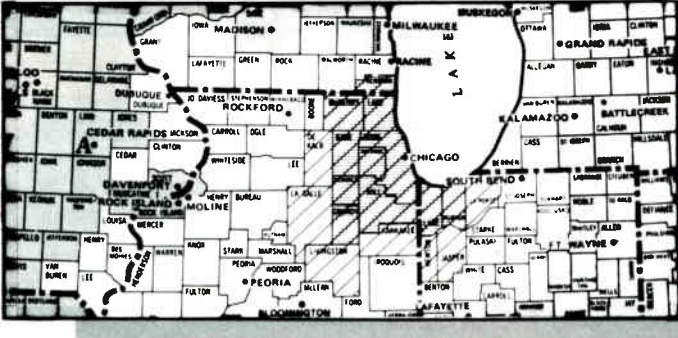
It seems as if WSOC-FM has been number one in the Charlotte metro since God created country music. That is no longer the case, however, as increased competition — coupled with the best book ever for Urban WPEG — finds WSOC-FM number two.

WPEG was up almost 30%, even though Arbitron's sample sample was short of its target. WPEG remained the most popular teen choice and also garnered healthy female gains. Meanwhile, WSOC-FM attracted competition from WLKV (formerly A/C entity WLVV). Among other significant market developments was the slippage of WBT, with the full-service A/C losing its double-digit share status. Also, the CHR race ended in a tie, with WBCY sliding from its lofty fall levels while maintaining a largely adult profile and WROQ-FM rising on its teen strength.

MARKET OVERVIEWS

#3/CHICAGO

COMPLETE RATINGS DATA PG. 104



The WGN-Cubs marriage paid off again, the B/U race tightened, WKQX climbed, and the adult AORs prospered in the spring Arbitron survey.

WGN and the Cubs are so intertwined that the station can't help but benefit. WGN was again perched in its usual number one niche, with Beautiful Music WLOO a healthy number two 12+. The battle for third place was interesting, however, with WGCI-FM slipping into a virtual tie with a growing WBMX in the B/U contest.

On the contemporary front, WKQX's gain among female listeners was largely responsible for its surge. On the male side, WXRT and WLUP both benefitted, as their AOR numbers improved among the key sales demos (WXRT also saw increased female numbers).

WKRQ is the new number one station, as the CHR powerhouse took over from its A/C AM sister WKRC (which is now a close third overall). A dominant (and growing) share of teens helped WKRQ achieve double digits.

You might say that it's a Rose-y picture at WLW with Pete managing the Reds into exciting action again. That helped WLW achieve its best numbers in recent years, again crossing that double-digit threshold. WVEZ also showed significant improvement, jumping more than 50% over its figures from the two previous surveys and coming in a close second to WKRC in listening by adult women.

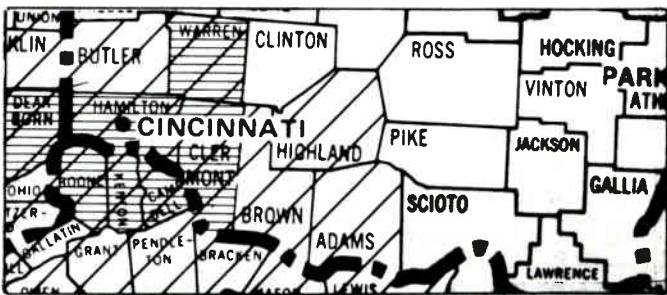
#22/CLEVELAND

COMPLETE RATINGS DATA PG. 106



#29/CINCINNATI

COMPLETE RATINGS DATA PG. 105



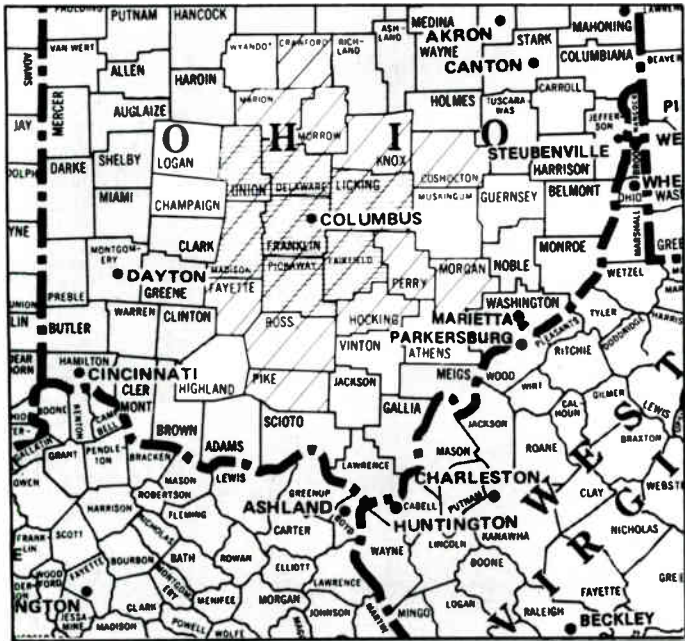
The Buzzard is displaying slightly different format feathers but is still flying high. WMMS, legendary and perennial AOR market leader, segued to more of a Contemporary Hit Radio sound and saw its teen audience actually grow. It maintained its adult numbers to help keep it atop the 12+ standings by a wide margin.

WDOK put some distance between itself and consistent competitor WQAL, with WDOK strengthening its hold on second place. Meanwhile, in the A/C race, new pacesetter WLTF jumped past rival WMNI, due largely to growth among target females, where the station now has a two-share lead over WMJI.

WKRQ and WKRC flip-flopped, WLW surged with the rejuvenated Reds machine, and WVEZ rebounded to its best book in recent years, according to the latest Cincinnati Arbitron oracle.

MARKET OVERVIEWS

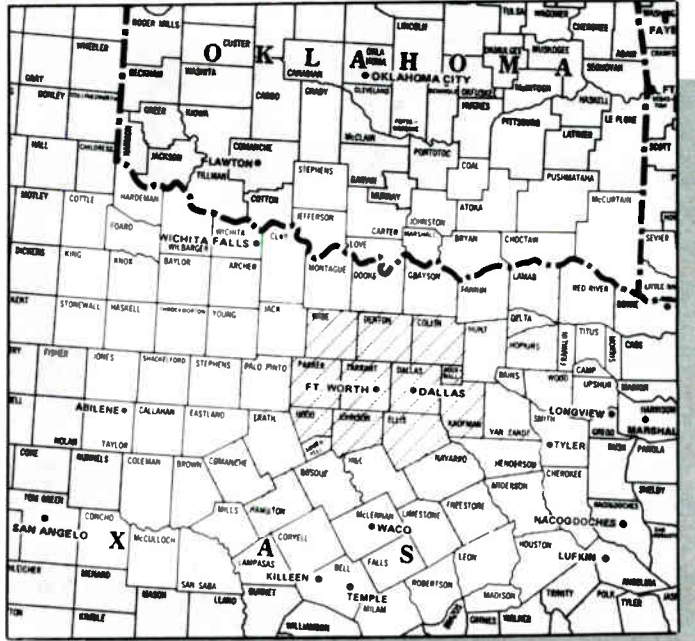
#32/COLUMBUS, OH COMPLETE RATINGS DATA PG. 107



The easy sound of WBNS-FM was such a hit among females in the Columbus metro that the station jumped three shares into the top spot with its best 12+ share in recent years.

Coming in second is a new experience for AOR outlet WLVQ, but the station still managed to grab double digits. A newcomer to that top neighborhood, however, was CHR leader WXGT, which slipped last fall but returned with more than an 11 share. Increases among both teens and young adults accounted for this growth. A/C WSNY can now also boast of winning double-digit laurels, since more than a 50% jump in female shares boosted the station three shares overall.

#10/DALLAS-FT. WORTH COMPLETE RATINGS DATA PG. 108



KVIL-FM kept rolling along, WBAP rose to tie KKDA-FM for second place, the CHR race closed up, and both AORs grew respectively in the spring numbers for the Metroplex.

A/C giant KVIL-FM remained on top of this vibrant market, but gains among male listeners turned the tide for Country WBAP.

Meanwhile, KEGL saw its CHR lead trimmed, while KAFM rebounded after several soft books. KEGL has more teens, but it will be interesting to see if KAFM can continue to grow and take back the CHR crown. On the AOR front, both KTXQ and KZEW enjoyed increased shares, with KTXQ still in the lead.

SPECIAL EDITION

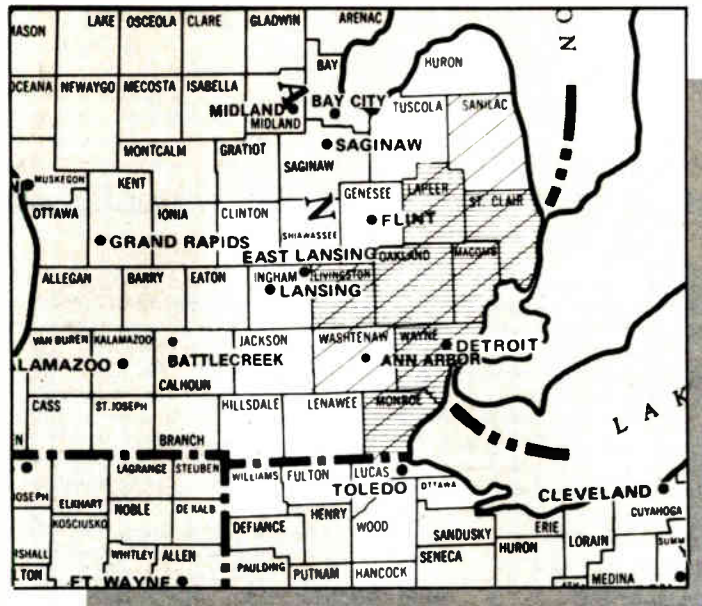
with Sid McCoy

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MARKET OVERVIEWS

#6/DETROIT

COMPLETE RATINGS DATA PG. 112

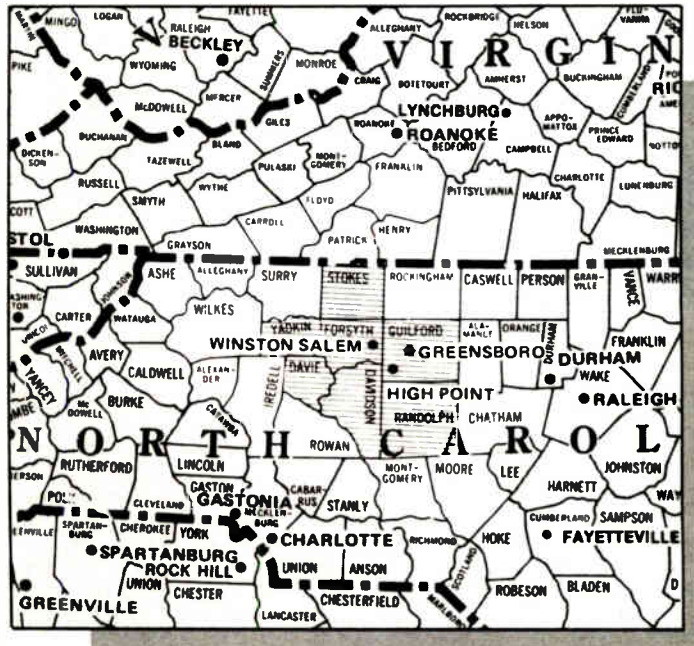


WJR scored big with Tigerball, WJLB emerged as the new runner-up station, and both CHR leaders grew, with WCZY-FM taking the overall CHR title away from WHYT in the Detroit book.

WJR usually enjoys healthy spring numbers, and following the World Series victory last year the Tiger station had a strong performance this season. Urban WJLB garnered its best overall share ever, becoming the metro's number two property with an increase of almost 50% in the station's adult female shares. At the same time the CHR race was getting a new leader, as WCZY-FM posted solid results. Both WCZY-FM and WHYT increased their shares; the winning difference was among the men. WCZY-FM saw its male numbers grow, while WHYT saw some slippage.

#49/GREENSBORO-WINSTON

SALEM-HIGHPOINT
COMPLETE RATINGS DATA PG. 114



With the onslaught of new Country competitors, some thought market giant WTQR might be brought to its knees. Not so. The Triad's number one station added three shares to its already strong total, while the challengers made little progress.

The other major story was the jump of CHR WKZL into the double-digit atmosphere. The station added more than four shares to land in its best position ever. Also pleased with these results was A/C powerhouse WMAG, which climbed into third. The big loser this book was the local B/U fixture, WQMG, which saw three shares disappear.

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MARKET OVERVIEWS

#38/HARTFORD-NEW BRITAIN COMPLETE RATINGS DATA PG. 116



Talk about too much of a good thing: both WTIC and WTIC-FM were up this sweep, the first time that's happened in quite a while. This now gives the sister stations about 36% of the market between them, which should suffice for awhile.

Back in the rest of the Hartford metro pack, the big news is the entry of WRCH into the previously WTIC-only realm of double-digit shares. WRCH usually has strong female numbers, but the difference this survey was a big injection of male quarter hours. With this surge, the top three Hartford stations now command almost half the listening in the market during any given quarter-hour.

#8/HOUSTON-GALVESTON COMPLETE RATINGS DATA PG. 117

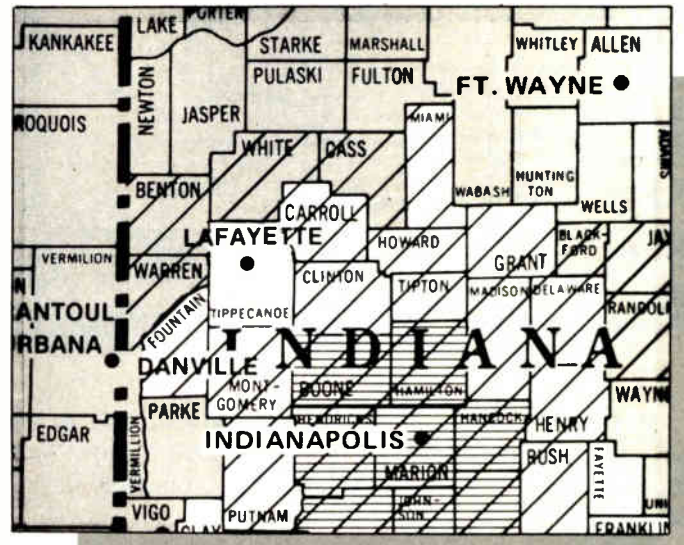


Urban KMJQ continued as the market pacesetter, the CHR and Country races tightened, and KLTR extended its winning A/C margin in the Houston book.

Both KMJQ and CHR king KKBQ-FM had relatively stable books. KMJQ has no direct competition, however, while KKBQ-FM must contend with a resurgent KRBE-FM, which

enjoyed growth from men, women, and teens. Meanwhile, Country killer KIKK-FM was softer this sweep, while KILT-FM rose slightly. Both AORs showed some slippage, with KSRR emerging as the stronger. The A/C title was retained by KLTR, expanding its margin over the sliding KFMK.

#36/INDIANAPOLIS COMPLETE RATINGS DATA PG. 118



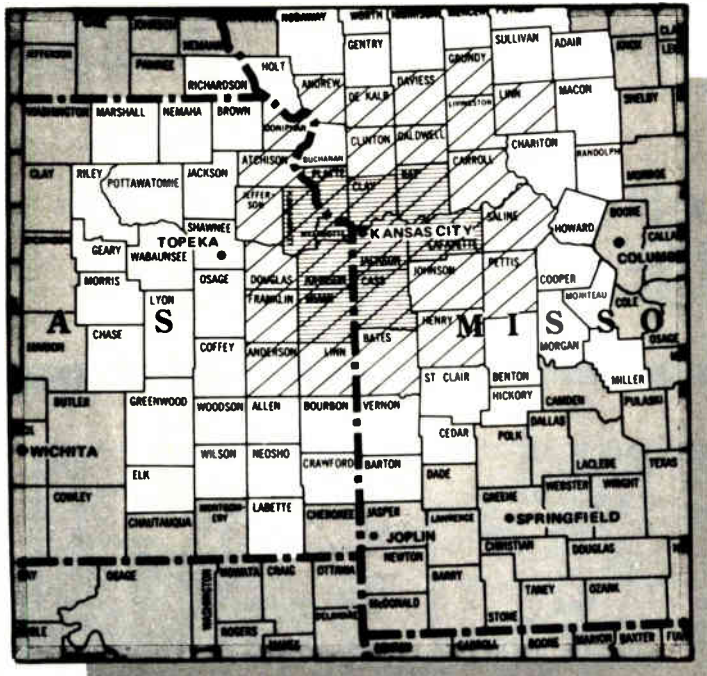
There's been an upset in the Indianapolis ratings race. WIBC, formerly thought to be cast in stone as the overall Arbitron leader, has fallen, as AOR WFBQ just edged past the perennial leader.

All WFBQ needed to grab the coveted top spot was a 25% increase in adult male numbers plus a hefty rise in teen loyalty, but WIBC is still super-strong. Key movements among the rest of the metro saw WZPL suffer through its second straight down book, slipping from double digits. At the same time, WXTZ regrouped from soft fall '84 numbers and saw its B/EZ sound take third place.

MARKET OVERVIEWS

#27/KANSAS CITY

COMPLETE RATINGS DATA PG. 119



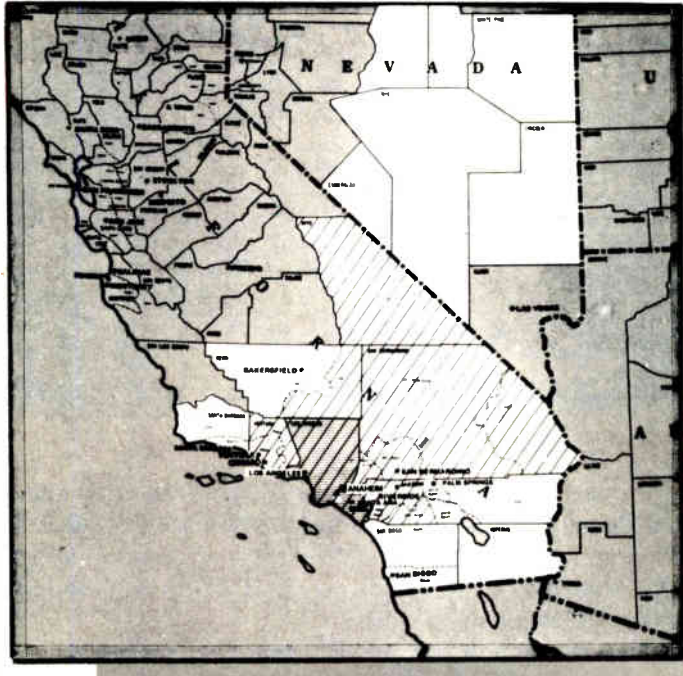
A Country stalwart remained tough, a new leader emerged in a super-tight A/C race, and an AOR rebounded in the KC spring results.

WDAF climbed three shares over a soft spring book last year, maintaining its double-digit and market leader position. The Country king shows no signs of giving up its throne, especially with former competitor KCMO-FM taking on different calls and format after the spring sweep.

In the A/C battle, KUDL came out on top over KLSI, but both stations improved their overall shares. The stations were tied among women 18+, but KUDL had the edge among male listeners. A strong male cumme also propelled AOR KYYS to a healthier showing, bringing it close to the 12+ share of softer CHR fixture, KBEQ.

#2/LOS ANGELES

COMPLETE RATINGS DATA PG. 120



KIIS-FM kept right on rollin' along in the stratosphere, KABC won a healthy boost from the Dodgers, the Easy Listening stations slipped, and the AOR race tightened. Those results, plus an oversample of Hispanics, highlighted the L.A. story.

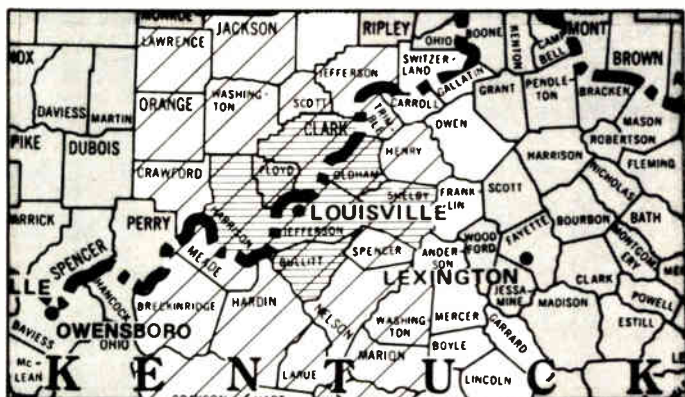
Often in L.A., Arbitron has trouble sampling the ethnic populace. This sweep, however, the blacks were well-surveyed and the Hispanics were overly well-surveyed. As a result, stations appealing to ethnic audiences probably garnered estimates based on a relatively solid foundation.

KIIS-FM continued to dominate the market. Its CHR competitor, KKHR, continued to post steadily improving numbers, though not in KIIS-FM's league yet. Number two 12+ was KABC. The Talk station earned its usual strong spring numbers with an assist from the Dodgers.

Two demographically disparate formats experienced tightened races. Both Easy Listening stations, KBIG and KJOI, slipped, with KJOI losing its edge in this format. Meanwhile, on the AOR front, the pack came closer together as KROQ continued to grow while KLOS and KMET were softer.

MARKET OVERVIEWS

#43/LOUISVILLE COMPLETE RATINGS DATA PG. 123

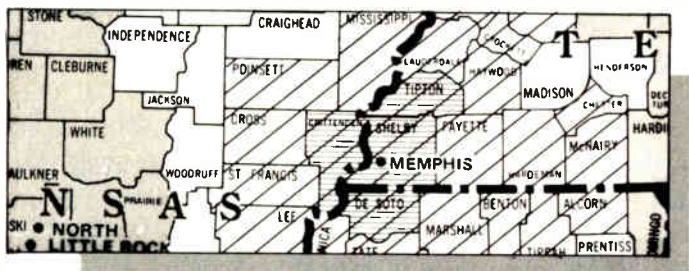


The last three Arbitron sweeps in Louisville have found either Country WAMZ or its sister full-service A/C WHAS at the top of the 12+ ladder, and this spring is no different. WAMZ soared to its best book ever and WHAS recorded the best spring sweep in its history.

WAMZ took top honors with improved results among both genders. WHAS also did amazingly well, especially since the 50,000-watt clear lost its tower and was either off the air or operating at reduced power for 17 days at the start of the survey.

The other double-digit performance was recorded by local CHR WLRS, which owes much of its growth to a 50+ share among teens.

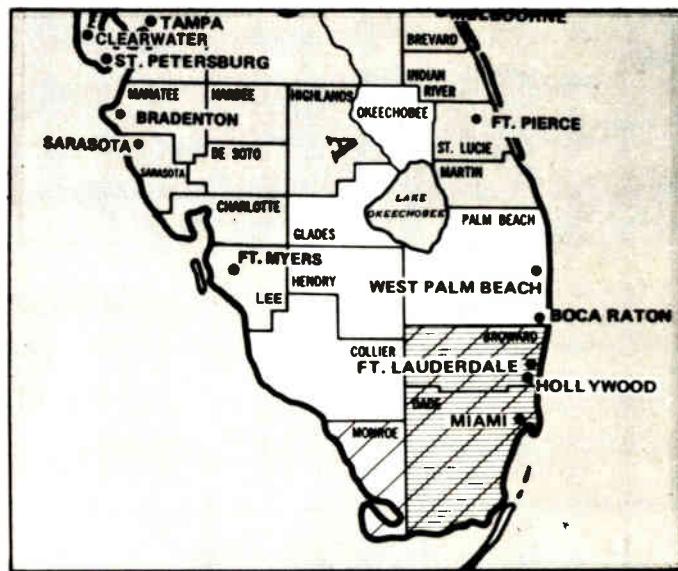
#47/MEMPHIS COMPLETE RATINGS DATA PG. 124



The powerful tandem of Urban WHRK and CHR WMC-FM continued to reign in the spring Memphis book, which had a good survey among blacks but a poor sample of males.

WHRK was even stronger this sweep, recording just under a 13 share, largely due to gains among teens and female listeners. Meanwhile, WMC-FM wasn't sitting on its past laurels, as the station picked up a lot of the male listeners who mysteriously disappeared in the fall '84 sweep. WMC also posted notable gains, rebounding after a soft fall survey to duplicate its spring '84 share and recapture the Country crown. WEZI (former WLVS-FM) gained even more ground among its Easy Listening loyalists.

#11/MIAMI-FT. LAUDERDALE- HOLLYWOOD COMPLETE RATINGS DATA PG. 125



WLYF held on as the top station, WHYI (Y100) shrugged off new competitors, and WSHE has a great book in the spring South Florida standings. Arbitron did a so-so job surveying this tricky market, with Hispanics returning more diaries than expected while blacks were under-represented.

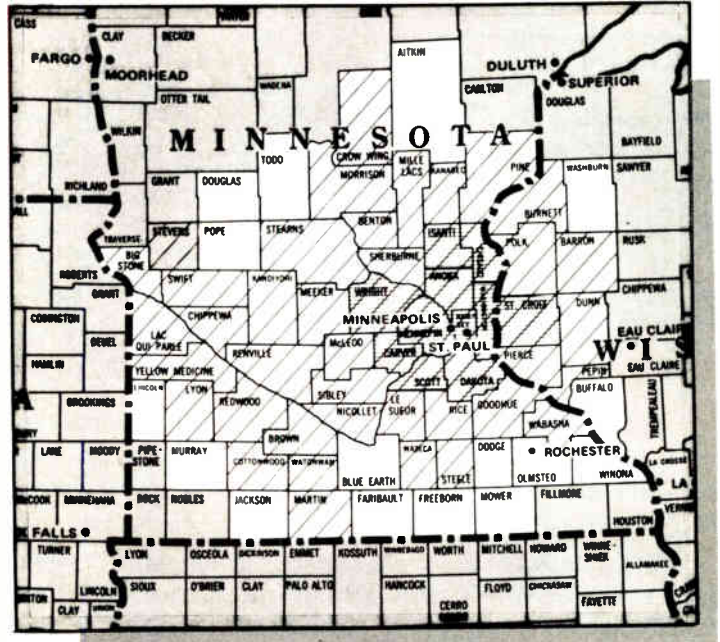
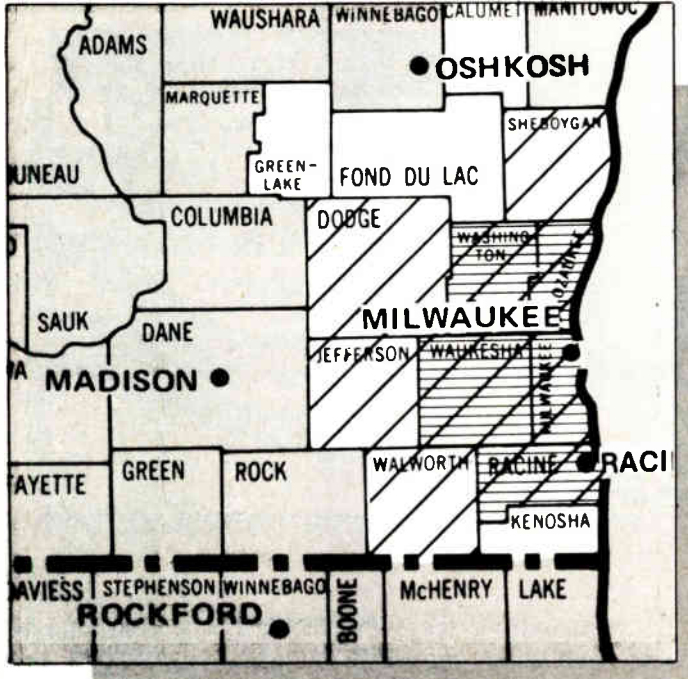
Life can be easy when you are the number one station in the 11th market, which is where WLYF stands. The Easy Listening outlet saw its share slip, but not enough to lose its throne. One strong contender, however, is longtime CHR leader WHYI, which rebounded in the face of several new competitors and is now a strong number two overall (with the market's largest cume).

The real surge this book was posted by the lone AOR, WSHE. Its male 18+ results were double its score in the spring '84 results, and WSHE delivered excellent adult numbers with very few teens.

MARKET OVERVIEWS

#25/MILWAUKEE-RACINE COMPLETE RATINGS DATA PG. 126

#18/MINNEAPOLIS-ST. PAUL COMPLETE RATINGS DATA PG. 127



No surprise in Milwaukee, with **WTMJ** again number one. Even with lackluster performances by the Brewers, this full-service A/C was at the head of the metro class — the only station to achieve a double-digit overall share.

The standings didn't change very much for the rest of the pack, either. **WEZW** held onto second and AOR **WQFM** was third, even though both experienced some slippage. The gainer among the bunch was **WKTI**, the leading CHR, which moved into fourth on the strength of its best 12+ ever, rebounding from a soft fall '84 performance.

Twin Cities powerhouse **WCCO** was even stronger in the spring '85 book, posting its strongest 12+ share in years — due largely to an improvement among female listeners.

Back in the real world of competition, several of the more normal stations continued to prosper. **KSTP-FM** held steady, just below the double-digit threshold. **WLOL** led the CHR charge, recouping from a slip in the fall, while **KDWB-FM** posted its best book in memory.

EARTH NEWS

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MARKET OVERVIEWS

#47/NASHVILLE

COMPLETE RATINGS DATA PG. 128



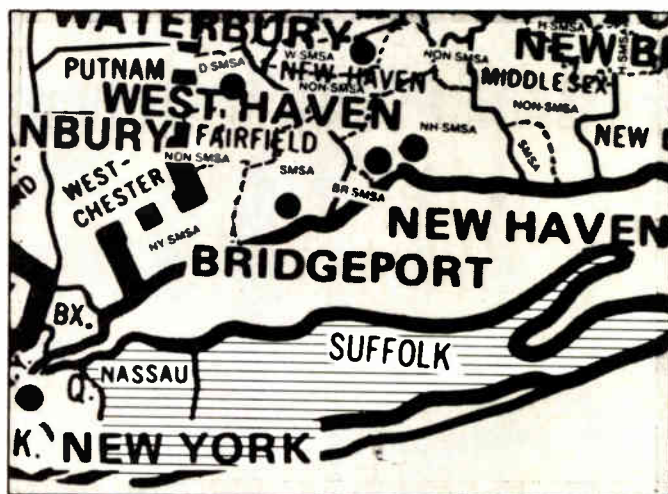
An outstanding performance by A/C WLAC-FM was the key story this book. The station jumped four shares, led by a 50% increase in female shares, although male numbers were up notably also.

While WLAC-FM was bolting to the top spot, former pacesetter WSM-FM was slipping to second. Another double-digit entry last sweep, WZEZ, saw its Easy Listening sound soften a bit. It fell two shares this survey, while AOR WKDF slipped to match its share from the spring '84 book.

There were some other "up" stories. WSIX-FM posted its healthiest overall share in several years to tighten the Country race. At the same time, WVOL added two shares to recoup partially after a hard hit in fall '84.

#12/NASSAU-SUFFOLK

COMPLETE RATINGS DATA PG. 129



Another winning score for WHTZ, a strong showing by local stations WBLI and WBAB, a rebound by WRFM, and continued growth on the part of WNBC and WLTW highlighted the Long Island situation.

WHTZ (Z100) slipped from its fall peak yet still managed to maintain quite a lead. Locals finished 2-3, with CHR WBLI up two to take the runner-up spot. AOR WBAB was third overall, achieving its best 12+ score ever.

WNBC and WTLW, two A/C combatants, registered steady improvement. Also, WRFM rebounded with a vengeance, doubling its soft fall showing.

5.2

**THE LARGEST 12+ SHARE FOR AN AOR
IN NASSAU/SUFFOLK HISTORY.**

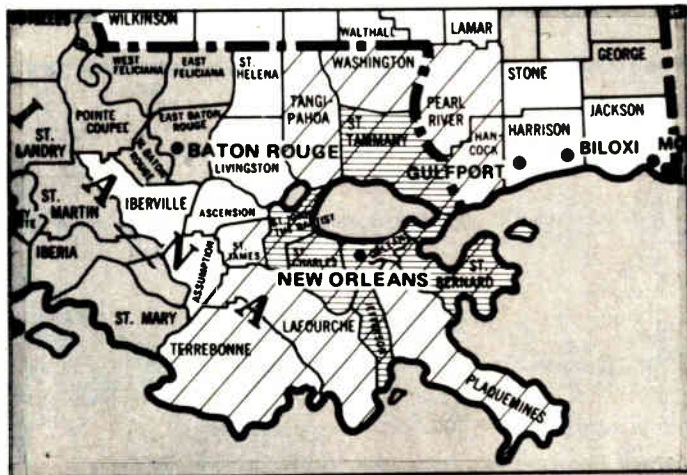
**102.3 WBAB
LONG ISLAND'S ROCK n' ROLL!**



MARKET OVERVIEWS

#31/NEW ORLEANS

COMPLETE RATINGS DATA PG. 131



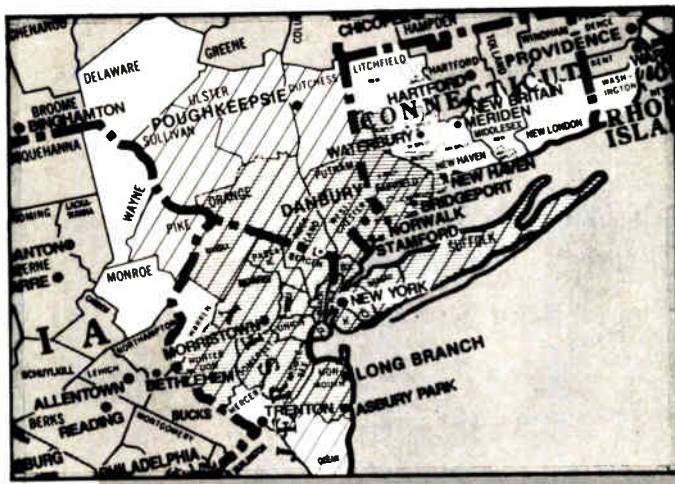
In a good Arbitron sampling effort, WYLD-FM managed to maintain its dominant shares, while CHR king WEZB again posted double-digit runner-up scores.

WYLD-FM's B/U format achieved a remarkably stable overall share, just a whisker different from the fall tally. Meanwhile, WEZB added to its ratings loot by climbing over a 12, its best book in the last several.

Among the rest of the pack, WQUE-FM had much to be pleased about. While it didn't post as great an advance as its CHR competitor, WQUE-FM did grow nicely, copping third place overall. Obviously, CHR is alive and well in New Orleans.

#1/NEW YORK

COMPLETE RATINGS DATA PG. 132



WHTZ again reigned, snatching the lead away from Urban WRKS. WPLJ rose, while the remaining AOR, WNEW-FM, continued to improve steadily.

With Z100 retaking the overall lead and WPLJ growing, it's apparent the CHR wars in Gotham have left some winners and losers. The post-book switch of WKTU to WXRK, an AOR, identified one casualty. CHR now seems to be a two-horse race between WHTZ and WPLJ.

WNEW-FM's sustained rise continued. It will be interesting to see how the new competition affects the loyalties of its audience. Also worth watching is the Country cache over at WHN. The station garnered its best showing in years. How much is due to the Mets games will have to be examined in future survey results.

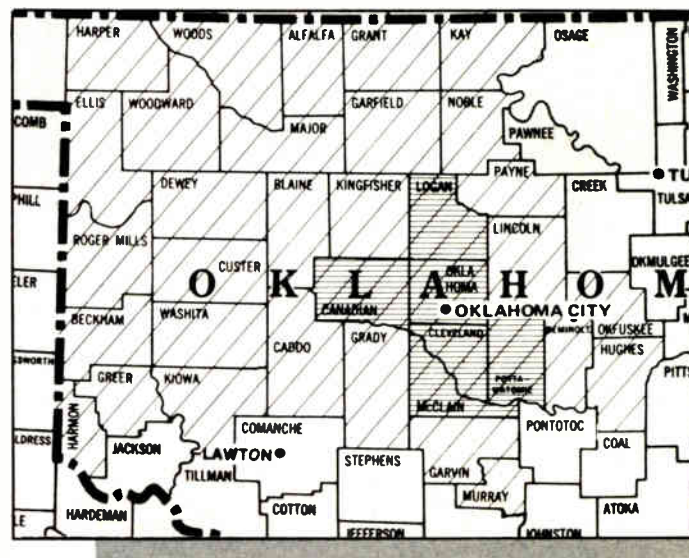
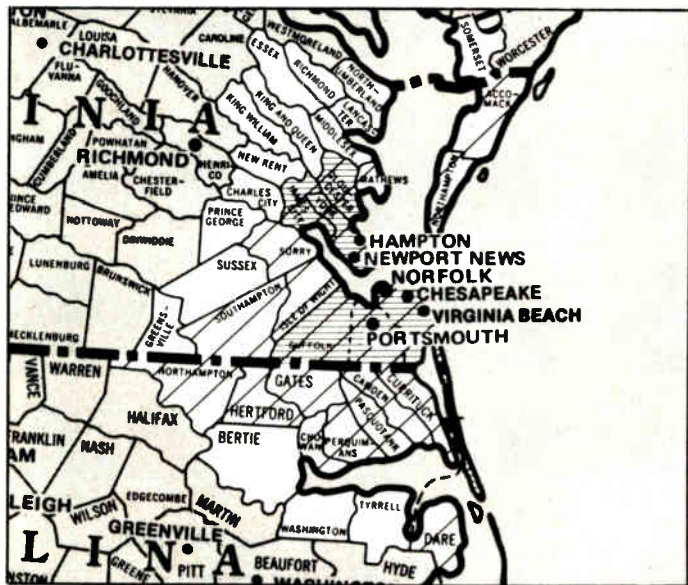
BUDWEISER CONCERT HOUR

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MARKET OVERVIEWS

#35/NORFOLK-PORTSMOUTH- NEWPORT NEWS-HAMPTON COMPLETE RATINGS DATA PG. 133

#42/OKLAHOMA CITY COMPLETE RATINGS DATA PG. 134



Other than its usual shortfall in sampling men 18-24 here, owing to its inability to survey people in group quarters (such as Navy barracks), Arbitron apparently conducted a fairly clean sweep here. The results show almost a carbon copy of the two previous books. WFOG had nearly the identical 12+ share it earned in those two prior sweeps, remaining the market's only double-digit entity.

WNOR-FM came in second with a stronger book, while WLTY climbed again to take third. WNOR-FM's AOR sound rebounded from a dip in the fall, giving the station the dominant male shares in the metro. WLTY's A/C approach continued to show growth, thanks largely to a more loyal batch of male listeners.

Other stories included the tightened CHR race. WNVZ still led in this contest but WNSY jumped two shares this survey to move within shouting distance of WNVZ. Also, WMYK's male numbers doubled, propelling it to a much healthier score.

One of the better A/C stories this spring was KZBS's. The station increased its numbers in both genders, jumping almost four shares to the top spot. That surge overshadowed another fine score earned by AOR KATT-FM.

KATT-FM added almost two shares 12+ to take the runner-up slot. Its teen shares slipped, but adult males boosted the station's fortunes. Meanwhile, other double-digit performances were being recorded by KKNG and KXXY. KKNG had been the leader last sweep but its B/EZ loyalists faltered this book. Country KXXY, on the other hand, lured more quarter-hour fans than before and climbed to its best overall share to date.

MARKET OVERVIEWS

#5/PHILADELPHIA

COMPLETE RATINGS DATA PG. 135



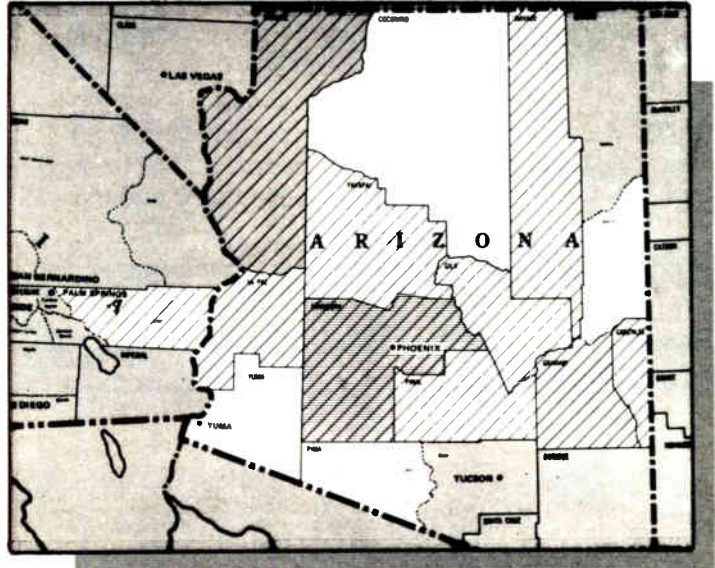
There was a new leader in Philly, the Easy Listening station rebounded, and both Urbans improved (perhaps influenced by Arbitron's oversampling of blacks this sweep).

AOR WMMR was the new pacesetter in Philadelphia. Up strongly for the second straight book, WMMR emerged as the dominant male listening choice this sweep. Right behind was WEAZ, which has led in the past but was recovering from a soft winter story.

In third overall, and still atop the Urban race, was WUSL. A boost from teens gave it the edge needed to stay ahead of likewise-improved WDAS-FM in the Black/Urban contest.

#24/PHOENIX

COMPLETE RATINGS DATA PG. 136



Perennial market leader KTAR virtually cloned last spring's results. In the process, however, the N/T station almost lost its crown. KNIX-FM's Country shares, which had been on the rise since last spring, came within a hair's breadth of KTAR, which slipped from double digits. Consistently improving female numbers contributed to KNIX-FM's showing.

In the rest of the market, KUPD remained stable and strong, its AOR sounds good enough for third overall. KZZP-FM's CHR appeal moved it into fourth 12+ and its best total-persons share in recent sweeps.

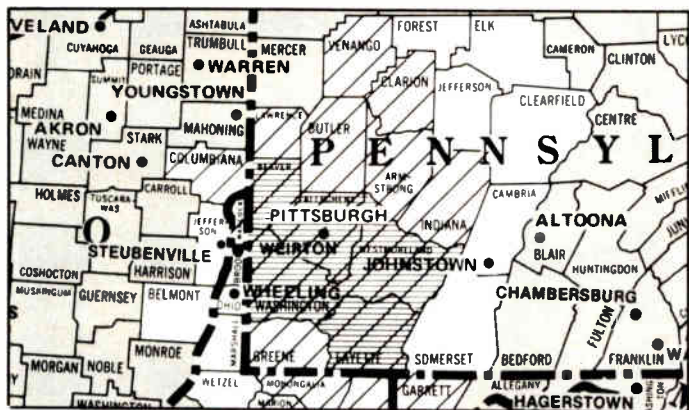
DR. DEMENTO

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MARKET OVERVIEWS

#13/PITTSBURGH

COMPLETE RATINGS DATA PG. 139



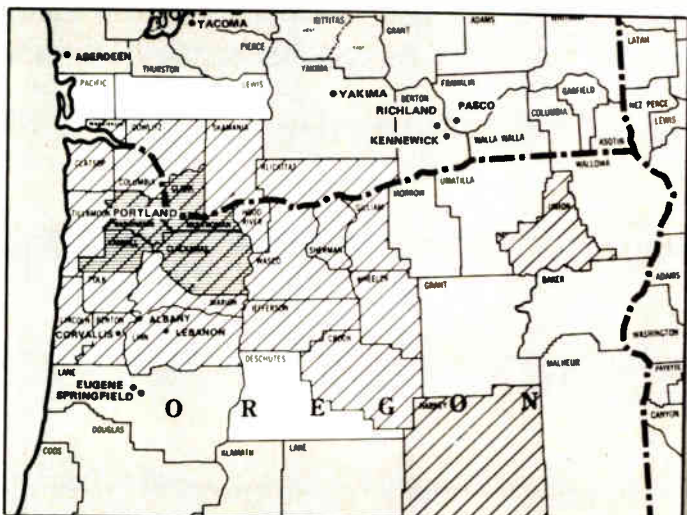
A good-caliber survey showed continued dominance by KDKA and a close-to-double-digits finish for WBZZ.

Arbitron's good job of sampling the market this survey was good news to a station like KDKA. The giant A/C's share slipped just a bit from the spring '84 estimate, but it was still the only double-digit outlet in the metro.

That may change soon if WBZZ has its way. The CHR kingpin earned its highest 12+ share ever. Also improved this book was top AOR WDVE, which rose to fourth behind a slipping WSHH.

#30/PORTLAND

COMPLETE RATINGS DATA PG. 140



A female-oriented usable sample and squabbling over direct-mail contests were factors in the spring results here. KGW and KEX were arguing over who had rights to certain direct-mail promotions. However that worked out, it appears KGW did something right. The station added almost four shares, grabbed double digits for the first time in years, and ended up the market leader.

The other major item of note was the CHR donnybrook. KKRZ and KMJK remained locked in a vigorous struggle, and as luck would have it, both improved this sweep. The stations were virtually tied among teens, while KMJK had an edge among female adults. KKRZ got the nod among adult males.

#26/PROVIDENCE-WARWICK-PAWTUCKET

COMPLETE RATINGS DATA PG. 141



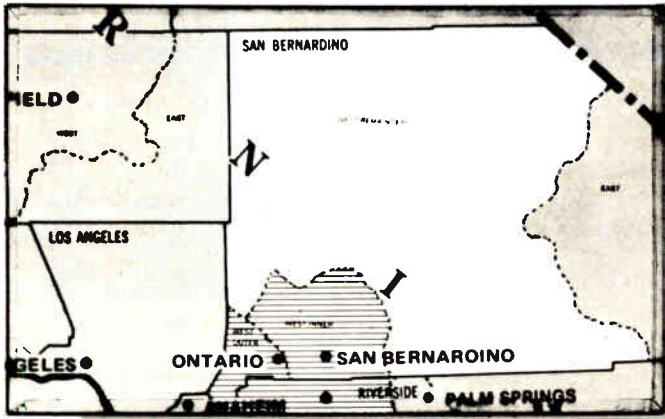
WLKW-FM stayed in its usual first place stance, WPRO-FM returned to double digits for its best score ever, and WHJJ continued to hover just below the 10-share level.

While WLKW-FM's Beautiful Music sound continued to pace the 12+ derby, it was WPRO-FM that showed the strongest improvement. The CHR fixture not only scored gains among teens, but also adults — especially females. AOR WHJY emerged as the top preference among adult men in the market. The station's teen profile slipped this book, giving it a more adult skew.

Other success stories included the improvement of WPRO (AM) (male numbers up a third) and the rebound by N/T WHJJ, which improved in each of the four key dayparts.

MARKET OVERVIEWS

#39/RIVERSIDE- SAN BERNARDINO-ONTARIO COMPLETE RATINGS DATA PG. 142

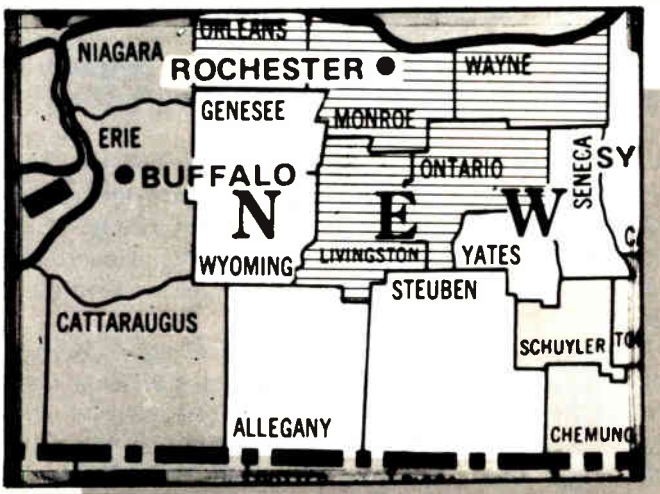


The results of this survey won't go into any Arbitron highlight film. Arbitron did a poor job of getting usable sample from men and Hispanics.

Usually an L.A. station is top dog here. However, this time local A/C KGGI took the honors, jumping almost three shares into first. KIIS-FM slipped to second, while local B/EZ franchise KDUO held steady, good enough for third overall.

Two other L.A. stations posted worthwhile gains. KFI's signal got through to some diarykeepers this time and allowed the station to rebound from a soft fall stance. KRTH, on the other hand, had been making steady progress, and that climb continued this sweep.

#41/ROCHESTER COMPLETE RATINGS DATA PG. 143



Rochester's ratings resulted in another strong performance by A/C WVOR, a four-share surge by CHR leader WPXY-FM, and the climb of AOR WCMF into third place.

WVOR actually slipped a notch this survey. WPXY-FM gave WVOR a race for it, breaking open a close CHR competition by zooming to the runner-up spot, within one point of the overall lead.

WCMF recovered from a soft fall showing to recapture double digits. Meanwhile, the remaining double-digit station, B/EZ franchise WEZO, slipped for the third straight book.

#33/SACRAMENTO COMPLETE RATINGS DATA PG. 144



There's a new leader in Sacramento, as CHR king KSFM rose again, this time garnering double digits and edging AOR KZAP for the 12+ crown.

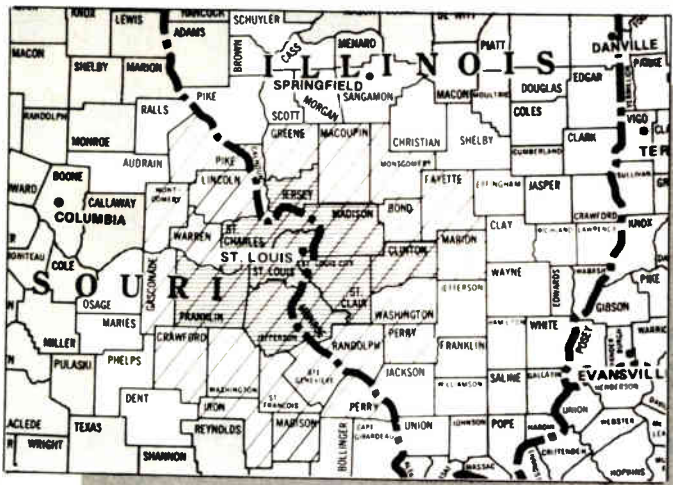
Both stations' teen shares slipped, but KZAP emerged as the top choice among adult men in the community. KSFM, along with previous winner KCTC and A/C leader KXOA-FM, virtually tied for the honors among women 18+ in the metro.

When evaluating the survey data you may want to keep in mind Arbitron's sample return. Men were under-represented, especially men 18-24.

MARKET OVERVIEWS

#14/ST. LOUIS

COMPLETE RATINGS DATA PG. 145



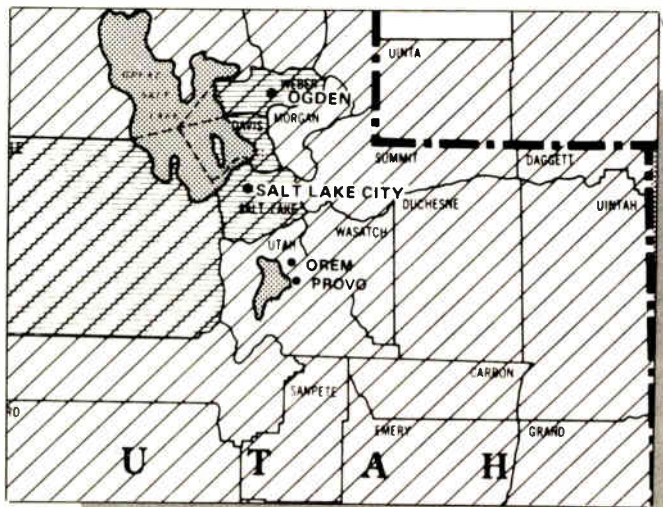
KMOX slipped below a 20, but this leviathan continued to roll along in its dominant fashion.

In the real world, two stories stand out. The AOR, KSHE, was up another point and continues to be the only other St. Louis area station that travels in the rarefied air of double digits. The CHR race switched leaders, as KWK edged KHTR for the first time.

Good news about the survey quality here. Arbitron apparently did one of its best jobs of sampling, so you can treat these numbers with confidence.

#44/SALT LAKE CITY-OGDEN

COMPLETE RATINGS DATA PG. 146



A real 1-2 punch featuring the CHR leader and the local AOR threw the market into a tizzy. Perennial leaders KSFI

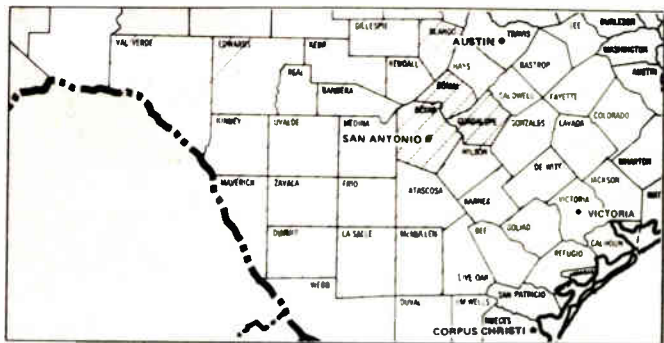
88/1985 R&R RATINGS REPORT Vol. 2

and KSL were softer, while CHR KCPX jumped three shares into second and AOR KRSP-FM added more than two shares, landing in a close third.

In the face of this youthful charge, KSFI barely remained on top. KSL moved to fourth. No real sampling anomalies seem to have played a part in the latest standings.

#37/SAN ANTONIO

COMPLETE RATINGS DATA PG. 149



Former leader KQXT had a stable book, but KTFM earned its highest 12+ share to date to take over the top slot. The CHR leader rebounded from a slightly down fall '84 tally.

There's a new A/C kingpin also. KSMG debuted this survey and surged to the top of the format standings with a well-balanced audience profile. Previous A/C winner KLLS was down almost two shares.

#20/SAN DIEGO

COMPLETE RATINGS DATA PG. 150

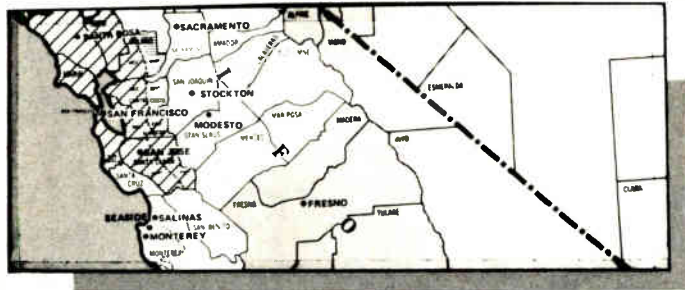


A new hierarchy emerged in San Diego this sweep, as former winner KJQY's B/EZ shares were reduced in the wake of spring listening patterns. The killer this book was KFMB, which had an assist from the Padres. The station exceeded its share last spring and claimed the top spot in the latest results.

Also strutting its stuff this book was AOR legend KGB. Bouncing back from a slip in the winter tallies, it became the new No. 2, ahead of KJQY. A/C KFMB-FM had a solid up book. CHR KSDO-FM hit its lowest 12+ share in the last several surveys. Finally, another AOR, XTRA-FM, added two shares and jumped into contention.

MARKET OVERVIEWS

#4/SAN FRANCISCO COMPLETE RATINGS DATA PG. 151



KGO remained embedded in first, KCBS had a stable showing for the number two position, KSOL regrouped, and KFRC's "Game Zone" experiment seems to have gotten off to a poor start.

KGO and KCBS perennially hold the 1-2 slots, and this sweep was no exception. The two N/T stations seem locked in a never-ending struggle. Among music stations, however, KSOL passed KYUU as the top choice, picking up a share that had been surrendered in the winter data.

Former CHR leader KFRC, in an effort to boost its mid-days, debuted the six-hour "Game Zone" approach. Unfortunately, it looks as though the station's numbers in midday dropped about 50%. Let's see if this concept catches on, as RKO seems willing to give it more time.

#28/SAN JOSE COMPLETE RATINGS DATA PG. 154



KGO is usually on top here, and this sweep told the same story. Among local stations, KBAY was back on top, with KWSS slipping.

Success stories in this book included a jump by San Jose A/C KARA, a surge by San Francisco A/C KIOI, and the rebound of KCBS. A factor in some of the survey results here was the usual poor job done by Arbitron in sampling local Hispanics. Stations appealing to that audience may have risen or fallen accordingly.

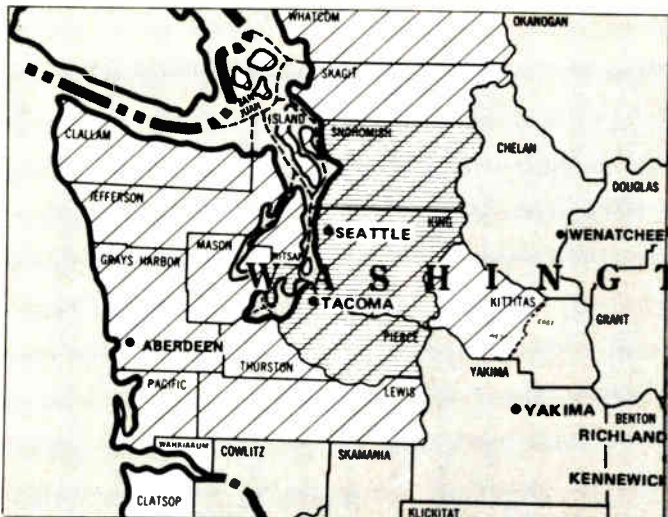
STAR TRAK

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MARKET OVERVIEWS

#17/SEATTLE-EVERETT-TACOMA

COMPLETE RATINGS DATA PG. 155



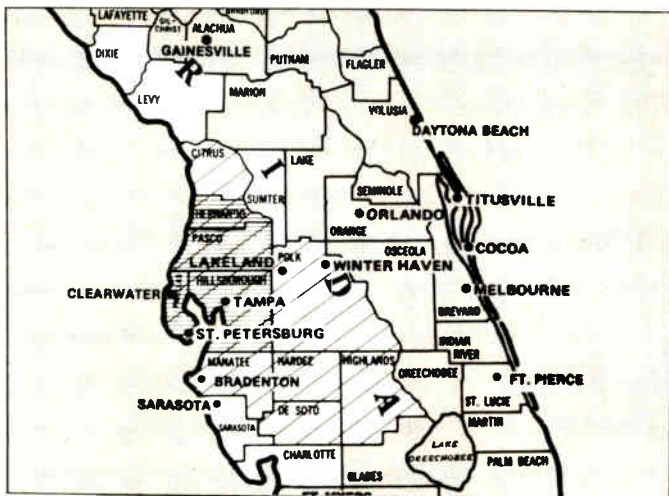
KIRO was back to double digits, KUBE still led the CHR pack, and the A/C arena became more congested.

KIRO picked up two shares to return to its comfortable double-digit neighborhood. Meanwhile, KUBE's share eroded just a bit, but it still managed to pace the CHR contenders. KISW, the AOR fixture, slipped but not to a dangerous degree.

The A/C race had another entrant. KMGI debuted this sweep, perhaps accounting for the softness experienced by KOMO.

#21/TAMPA-ST. PETERSBURG

COMPLETE RATINGS DATA PG. 156

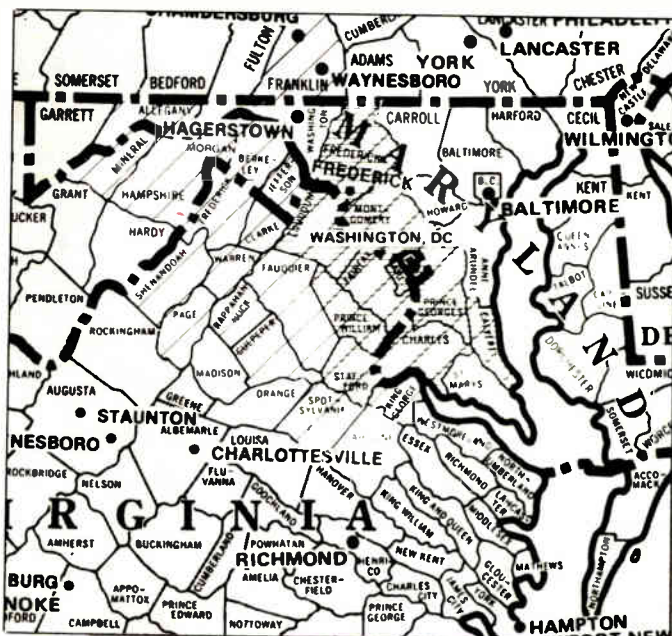


For the last few years, WWBA's Beautiful Music sound and the CHR strains of WRBQ-FM have been a dominant 1-2 in the Tampa Bay metro. This book was no different.

The two stations were miles ahead again. Among the rest of the mere mortal world, however, there was good news for WIQI, the A/C leader, as it moved into a tie for third. Also tied for third overall was Country WQYK, which slipped (while WSUN rose) to make the Country contest a closer one.

#9/WASHINGTON, DC

COMPLETE RATINGS DATA PG. 157



It must have been a gay old time at WGAY when the spring results arrived. The Beautiful Music station emerged as the top station for the first time.

WKYS slipped but landed in second place. WWDC-FM enjoyed a healthy rise. WMAL dropped to its lowest 12+ share in years. As for the CHR battle, WRQX was soft but still managed to stay ahead of a stable WAVA. The other Black/Urban stations, like WKYS, were down. A sampling problem? Possible but not likely, as Arbitron got a good return from blacks.

As you delve into the Spring 1985 Ratings Report you'll find that the information has been divided into two sections for your perusal. First are the market overviews — summaries of winners and circumstances which might have influenced the estimates in the relevant metro. After reading the highlights you can then turn to the second section — in-depth ratings breakouts to provide insights for broadcasters and advertisers alike.

Here are some guidelines on what you'll see as you read through this Ratings Report.

SHARE TRENDS

All stations in the top 50 markets earning a 1.0 share or better, and the top ten stations in markets 51-100 (according to the Spring '85 Arbitron sweep) are listed. Trends move from left to right, with the oldest share on the left and the Spring '85 12+ share (highlighted) to the far right. The stations are ranked according to their total week, total persons, 12+ average quarter-hour share, top to bottom. Up to five surveys can be shown in the trends, which cover the previous year.

AUDIENCE RANKINGS

The five rankings to the right of each station's format designation will help you zero in on the station's core strength. The first listing is the station's total week, total persons 12+ cum rank in the metro (all rankers are based on metro).

Four key demographic cells are then broken out for each station, with the top station in each demo highlighted. These demographic groups are teens (12-17) and adults 18-34, 18-49, and 25-54, the key advertising targets.

At the lower part of each page are more detailed breakdowns on the key adult demos. Top 10 stations are listed for men and women in the 18-34, 18-49, and 25-54 cells. All top 10 rankers are based on average quarter-hour persons, for the top 50 markets only.

TURNOVER/DAILY TIME SPENT LISTENING

The column to the right of the adults 25-54 rankings contains numbers that demonstrate the relationship between audience turnover and daily time spent listening to each station. Based on total persons 12+, metro, these figures give a quick idea of how stations compare based on audience loyalty. Programming efforts of various stations and formats can be easily compared.

Understanding these numbers is not difficult. Remember, there is an inverse relationship between Turnover (TO) and Time Spent Listening (TSL). The higher the TSL (minutes listened daily) the lower the turnover, or audience flux. That indicates a stronger degree of loyalty than a station with high TO and fewer minutes tuned daily from its listeners.

REP/NET INFORMATION

As a convenience for users of this report, we designate network and/or rep affiliations as listed in the Arbitron report.

BIRCH RADIO SHARES

To offer a comparison between the diary-based Arbitron numbers and the telephone-derived Birch Radio estimates, we have in many of the markets surveyed by Birch in the top 100 provided total week, total 12+ average persons estimates from the Spring '85 Birch quarterly.

FORMAT REACH CHART

The lower right corner of each top 50 market page offers a chart that shows format comparisons within each market. The formats are alphabetized for ready examination as you leaf through the report.

The format totals are arrived at by summing the total week, total persons 12+ average quarter-hour shares for all stations that qualified. All CHRs are added together. All AORs are summed, etc. Those with a one share or better are assigned to a specific format.

A Step-By-Step Manual For Using R&R's Unique Ratings Data Features

NEW YORK #1

SPRING '84	SUMMER '84	FALL '84	WINTER '85	SPRING '85	METRO RANK 12+ ADP	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
7.2	6.6	5.9	5.7	6.0	1	WHTZ 100.3	CHR	1	2	3	1	2	15/72	EASTMAN		9.6
5.1	5.4	5.3	6.0	5.4	2	WRKS 98.7	B/U	5	1	4	4	9	11/95	RKO	RKO-1	8.1
4.4	5.3	4.3	4.8	5.1	3	WPLJ 95.5	CHR	2	3	2	2	4	17/62	BLAIR	ABC-R	6.2
4.2	4.7	5.2	4.8	5.0	4	WOR 710	TALK	7	43	25	21	17	11/96	RKO	RKO-2	4.5
3.1	3.1	3.9	4.1	4.3	5	WNEW-FM 102.7	AOR	6	4	1	3	5	13/81	KATZ	NBC-S	5.9

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	A/C	Value
1 WNEW-FM	1 WPLJ	1 WNEW-FM	1 WPLJ	1 WCBS-FM	1 WLTW	AOR	10.1
2 WHTZ	2 WRKS	2 WCBS-FM	2 WHTZ	2 WNEW-FM	2 WHTZ	BBnd	4.3
3 WPLJ	3 WHTZ	3 WHTZ	3 WRKS	3 WNBC	3 WPLJ	Blk/Urbn	9.8
4 WRKS	4 WBLS	4 WNBC	4 WLTW	4 WBLS	4 WRKS	BM/Easy	8.4
5 WBLS	5 WNEW-FM	5 WPLJ	5 WBLS	5 WHTZ	5 WYNY	CHR	14.7
6 WNBC	6 WLTW	6 WBLS	6 WNEW-FM	6 WHN	6 WCBS-FM	Clas	2.7
7 WCBS-FM	7 WYNY	7 WRKS	7 WYNY	7 WPLJ	7 WBLS	Ctry	3.1
8 WKTU	8 WNBC	8 WHN	8 WCBS-FM	8 WLTW	8 WHN	Gold	3.3
9 WYNY	9 WPIX	9 WKTU	9 WNBC	9 WINS	9 WRFM	N/T	16.5
10 WAPP	10 WCBS-FM	10 WYNY	10 WHN	10 WRKS	10 WINS	Span	1.4

Network Abbreviation Key

ABC-C	ABC Contemporary	MBS	Mutual Broadcasting System
ABC-D	ABC Direction	NBC	NBC
ABC-E	ABC Entertainment	NBC-S	NBC Source
ABC-F	ABC FM	NBC-T	NBC Talknet
ABC-I	ABC Information	NBN	National Black Network
ABC-R	ABC RockRadio	SHRON	Sheridan
ABC-T	ABC TalkRadio	US1	United Stations 1
AP	Associated Press Radio	US2	United Stations 2
CBS	CBS	UPI	United Press International
CBS-R	CBS RadioRadio		

Reps Abbreviation Key

BLAIR	Blair Radio
CABALLERO	Caballero Spanish Media, Inc.
CBS-FM	CBS-FM National Sales
CBS SPOT	CBS Radio Spot Sales
CHRISTAL	The Christal Company, Inc.
CITIMEDIA	Citimedia, Inc.
CMBS	Concert Music Broadcast Sales, Inc.
CRANFORD	Cranford Broadcasting Company
D-CLAYTON	Dora-Clayton Agency, Inc.
DEVNEY	The Devney Organization
DONOFRIO	John Donofrio
EASTMAN	Eastman Radio, Inc.
GROSKIN	Herbert E. Groskin & Company
GROUP W	Group W Radio Sales
H OAKES	Harlan Oakes & Associates
HNWH	Hillier, Newmark, Wechsler & Howard
J BOLTON	Jack Bolton & Associates
JC GATES	J.C. Gates & Co.
KATZ	Katz Radio
KEYSTONE	Keystone Broadcasting System
LOTUS	Lotus Reps
M & C	Milam & Cowart
MARKET 4	Market 4 Radio
MASLA	Masla Radio
MMR	Major Market Radio Sales
MCGAVREN	McGavren-Guild, Inc.
MEDIA	Media Sales South
NATL TIME	National Time Sales, Ltd.
PATT MEDIA	Patt Media
P MILLER	Paul Miller & Co.
PAN AMER	Pan American Broadcasting Co.
PEARSE	Pearse Sales
PRO RADIO	PRO Radio
P/W RADIO	P/W Radio Representatives
RADIO SPT	Radio Spot Sales, Inc.
RADIO STN	Radio Station, Inc.
R A LAZAR	R.A. Lazar & Company
RAR	Radio Advertising Reps
REGIONAL	Regional Reps Corp.
REPUBLIC	Republic Radio Sales, Inc.
RILEY	Riley Representatives
ROSLIN	Roslin Radio Sales, Inc.
SAVALLI	Savalli & Schutz, Inc.
SCHWARTZ	Harold S. Schwartz Associates, Inc.
SELCOM	Selcom Radio
SOUTHERN	Southern Spot Sales, Inc.
STARCOM	Starcom
STARS INC	Stars, Inc.
SWAGGART	Jimmy Swaggart Broadcasting
TACHER	Tacher Co. Inc.
TORBET	Torbet Radio
UNIREP	Unirep Broadcasting Company
W & P	Weiss & Powell, Inc.
WALLACE	Hugh Wallace, Inc.
WALTON	Walton Broadcasting Sales
WESTERN	Western Broadcast Sales

SPRING '84	FALL '84	SPRING '85	METRO RANK	12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
12.8	9.0	11.6	1	1	WGY 810	A/C	1	5	7	3	1	15/71	CHRISTAL	NBC
12.5	11.8	9.5	2	2	WPYX 106.5	AOR	3	2	1	1	2	13/83	MCGAVREN	ABC-R
9.4	7.8	9.3	3	3	WGFM 99.5	CHR	2	1	2	2	6	14/75	CHRISTAL	NBC-S
6.0	5.5	8.4	4	4	WROW-FM 95.5	B/EZ	5	11	11	8	3	10/110	MMR	US2
6.6	8.3	6.8	5	5	WQBK 1300	TALK	9	12	9	10	9	9/115	HNWH	CBS
6.5	6.4	5.7	6	6	WWOM 100.9	A/C	7	9	4	4	4	13/82	BLAIR	US1
3.1	3.6	5.5	7	7	WQBK-FM 103.9	AOR	10	6	3	5	5	11/96	HNWH	CBS-R
6.0	5.6	5.4	8	8	WFLY 92.3	CHR	4	3	5	6	8	22/49	EASTMAN	ABC-C
4.9	5.0	4.8	9	9	WGNA 107.7	CTRY	11	4	8	9	10	12/91	CHRISTAL	NBC-S
3.9	4.1	4.1	10	10	WTRY 980	A/C	6	8	6	7	7	20/54	MCGAVREN	ABC-D
5.4	2.4	3.5	11	11	WPTR 1540	CTRY	12	10	10	11	11	15/73	EASTMAN	ABC-I
5.0	6.8	3.3	12	12	WROW 590	A/C	8	7	12	12	12	20/54	MMR	US2
2.3	3.3	3.2	13	13	WABY 1400	BBND	13	16	16	19	14	12/92	BLAIR	ABC-D
0.7	0.6	1.9	14	14	WCSS 1490	A/C	16	13	20	17	17	7/148		
--	1.6	1.9	14	14	WCKL 560	A/C	17	17	19	14	16	7/161	SAVALLI	UPI
0.4	1.5	1.3	16	16	WWCN 1460	N/T	14	18	14	13	15	20/54	ROSLIN	
0.9	0.8	1.0	17	17	WHRL 103.1	B/EZ	15	20	18	16	13	15/74		MBS

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WPYX	1 WWOM	1 WPYX	1 WWOM	1 WPYX	1 WGY		
2 WQBK-FM	2 WGFM	2 WQBK-FM	2 WGFM	2 WGY	2 WROW-FM		
3 WGFM	3 WFLY	3 WGFM	3 WGY	3 WQBK-FM	3 WWOM		
4 WFLY	4 WPYX	4 WGY	4 WFLY	4 WGFM	4 WGFM		
5 WWOM	5 WQBK-FM	5 WGNA	5 WPYX	5 WTRY	5 WFLY		
6 WGNA	6 WTRY	6 WTRY	6 WROW-FM	6 WROW-FM	6 WTRY		
7 WTRY	7 WGY	7 WWOM	7 WTRY	7 WGNA	7 WQBK		
8 WGY	8 WGNA	8 WFLY	8 WQBK-FM	8 WWOM	8 WPYX		
9 WQBK	9 WROW	9 WROW-FM	9 WQBK	9 WQBK	9 WQBK		
10 WPTR	10 WQBK	10 WQBK	10 WGNA	10 WFLY	10 WGNA		

Format	Reach
A/C	28.5
AOR	15.0
BBnd	3.2
BM/Easy	9.4
CHR	14.7
Ctry	8.3
N/T	8.1

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ANAHEIM-SANTA ANA #19

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
10.0	10.1	9.1	1	KIIS-FM 102.7	CHR	1	2	1	1	1	15/70	MCGAVREN	
7.1	5.3	6.8	2	KBIG 104.3	B/EZ	5	13	8	5	2	11/97	TORBET	
6.7	5.6	5.7	3	KABC 790	TALK	2	20	17	8	5	15/74	KATZ	ABC-T
4.3	5.1	4.9	4	KJOI 98.7	B/EZ	13	28	19	16	15	12/93	MMR	
5.3	4.6	4.7	5	KLOS 95.5	AOR	3	7	2	2	6	16/66	KATZ	ABC-R
4.5	3.8	4.3	6	KMPC 710	BBND	7	18	25	20	14	16/68	SELCOM	
3.2	4.3	4.3	6	KOST 103.5	A/C	10	14	6	3	3	15/72	CHRISTAL	
2.3	4.2	4.3	6	KROQ 106.7	AOR	12	3	4	7	20	15/74	BLAIR	
3.5	3.9	4.0	9	KKHR 93.1	CHR	6	1	7	9	23	18/60	CBS SPOT	
4.6	3.6	3.9	10	KMET 94.7	AOR	4	6	3	4	4	19/56	SELCOM	
3.7	3.8	3.3	11	KRTH 101.1	GOLD	9	8	5	6	7	20/55	REPUBLIC	US-2
2.9	4.7	3.2	12	KNX 1070	NEWS	11	34	24	15	12	20/55	CBS SPOT	CBS
1.6	1.3	2.5	13	KZLA 93.9	CTRY	16	26	15	11	9	15/70	EASTMAN	
2.0	1.9	2.5	13	KFWB 980	NEWS	8	35	32	26	19	27/40	BLAIR/RAR	NBC
2.1	2.0	2.3	15	KHTZ 97.1	A/C	14	30	11	10	8	18/60	MMR	
2.1	2.0	2.0	16	KNOB 97.9	B/EZ	23	33	34	28	24	14/78	MASLA	
2.4	1.2	2.0	16	KWIZ-FM 96.7	A/C	20	12	10	12	10	16/66	TORBET	
2.6	1.3	1.8	18	KLAC 570	CTRY	17	27	26	22	17	20/54	EASTMAN	ABC-D
0.8	2.5	1.6	19	KMGG 105.9	A/C	22	17	9	13	11	18/59	HNWH	
1.7	2.1	1.6	19	KFI 640	A/C	18	15	21	17	16	22/50	CHRISTAL	ABC-E
0.6	1.7	1.6	19	KFAC-FM 92.3	CLAS	24	32	27	23	21	16/66	MCGAVREN	
1.2	0.9	1.5	22	KIKF 94.3	CTRY	21	38	22	18	18	20/54	HNWH	
0.8	0.8	1.4	23	KUTE 101.9	B/U	27	40	13	14	13	14/76	HNWH	
3.6	1.9	1.4	23	KIQQ 100.3	CHR	15	4	14	24	33	29/37	MASLA	
0.8	1.3	1.3	25	KEZY-FM 95.9	CHR	19	11	12	19	25	28/39	ROSLIN	
0.9	0.8	1.2	26	KTNQ 1020	SPAN	31	25	16	21	28	12/94	CABALLERO	
1.0	1.0	1.0	27	KKGO 105.1	JAZZ	28	36	20	27	27	19/57	BLAIR/RAR	AP

Continued on Page 122

1985 R&R RATINGS REPORT Vol. 2/95

ATLANTA #15

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.2	10.5	12.1	1	WZGC 92.9	CHR	1	1	3	3	4	14/78	TORBET	ABC-C	11.7
9.1	8.5	11.0	2	WVEE 103.3	B/U	3	2	2	1	1	10/108	MCGAVREN	US-1	9.7
9.1	9.9	9.2	3	WQXI-FM 94.1	CHR	2	5	1	2	2	15/73	BLAIR		8.9
10.0	6.7	8.9	4	WKHX 101.5	CTRY	4	4	6	4	3	12/93	SELCOM		7.7
7.0	9.0	6.5	5	WPCH 94.9	B/EZ	8	14	13	8	6	12/90	KATZ		6.2
6.9	6.7	6.4	6	WKLS-FM 96.1	AOR	7	3	4	5	9	14/79	MASLA	ABC-R	10.1
6.8	7.2	6.3	7	WSB 750	A/C	5	16	10	9	8	16/67	CHRISTAL	ABC-E	6.0
4.8	3.5	5.4	8	WSB-FM 98.5	A/C	6	8	5	6	5	17/64	CHRISTAL	CBS-R	5.1
--	3.3	3.7	9	WFOX 97.1	A/C	9	10	7	7	7	16/66	MMR		4.2
1.1	2.4	3.3	10	WYAY 106.7	CTRY	12	7	8	10	11	14/80	REPUBLIC		3.8
2.9	3.2	2.9	11	WGST 920	N/T	11	15	15	14	12	18/59	KATZ	CBS	2.9
4.3	5.3	2.5	12	WRMM 99.7	A/C	10	13	9	11	10	22/50	EASTMAN		1.4
4.6	2.9	2.3	13	WAOK 1380	B/U	13	9	12	12	13	16/69	MASLA	NBC	2.4
2.6	1.9	1.7	14	WPLO 590	CTRY	16	17	18	16	14	16/70	MCGAVREN	ABC-I	1.2
1.2	1.2	1.6	15	WQXI 790	GOLD	17	12	11	13	15	16/69	BLAIR		.4
1.5	1.3	1.6	15	WJYA-AM & FM 1080 104.1	BBND	18	22	20	18	17	17/65	W&P	AP	1.8
3.1	2.0	1.3	17	WIGO 1340	B/U	15	6	14	15	17	22/49	CITI MEDIA	ABC-D	1.9
2.3	1.3	1.2	18	WCNN 680	TALK	14	21	16	17	16	27/39	HNHW	ABC-T	1.2

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 WQXI-FM	1 WVEE	1 WQXI-FM	1 WVEE	1 WQXI-FM	1 WVEE	A/C	17.9
2 WKLS-FM	2 WQXI-FM	2 WVEE	2 WZGC	2 WVEE	2 WQXI-FM	AOR	6.4
3 WVEE	3 WZGC	3 WKLS-FM	3 WQXI-FM	3 WSB	3 WKHX	BBnd	1.6
4 WZGC	4 WSB-FM	4 WZGC	4 WKHX	4 WKHX	4 WZGC	Bik/Urbn	14.6
5 WKHX	5 WKHX	5 WKHX	5 WSB-FM	5 WZGC	5 WSB-FM	BM/Easy	6.5
6 WSB-FM	6 WKLS-FM	6 WSB	6 WPCH	6 WKLS-FM	6 WPCH	CHR	21.3
7 WYAY	7 WFOX	7 WSB-FM	7 WFOX	7 WFOX	7 WFOX	Ctry	13.9
8 WSB	8 WRMM	8 WFOX	8 WKLS-FM	8 WSB-FM	8 WRMM	Gold	1.6
9 WFOX	9 WYAY	9 WYAY	9 WRMM	9 WPCH	9 WSB	N/T	4.1
10 WRMM	10 WAOK	10 WPCH	10 WYAY	10 WYAY	10 WKLS-FM		



Hosted by Ron O'Brian

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"If you're going to ADD only one show make it 'ON THE RADIO'. The response has been incredible. The show's hot!"

BALTIMORE #16

SPRING '84	FALL '84	WINTER '85	SPRING '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
8.8	9.7	10.1	9.9	1	WLIF 101.9	B/EZ	3	20	16	4	1	9/116	CHRISTAL	
8.0	8.2	8.0	8.6	2	WBAL 1090	A/C	2	26	21	13	8	12/93	BLAIR	ABC-E
7.5	4.4	6.7	7.4	3	WBSB 104.3	CHR	1	2	2	2	2	14/75	TORBET	ABC-C
6.9	8.0	5.9	6.9	4	WIYY 97.9	AOR	4	4	1	1	6	13/84	BLAIR	ABC-R
5.3	6.2	5.4	5.4	5	WXYV 102.7	B/U	6	5	3	3	3	14/79	MCGAVREN	
6.2	5.8	6.0	5.4	6	WPOC 93.1	CTRY	8	9	7	5	4	11/97	EASTMAN	ABC-D
3.4	4.2	3.2	4.8	7	WMKR 106.5	CHR	5	1	4	7	10	16/66	KATZ	
6.4	3.2	3.0	4.4	8	WFBR 1300	A/C	7	13	14	11	7	17/65	MMR	NBC
2.1	2.5	4.5	3.3	9	WBGR 860	REL	20	11	18	15	9	6/193		UPI
3.6	3.9	3.7	3.3	10	WYST-FM 92.3	A/C	10	18	8	6	5	16/69	MASLA	US-1
2.6	3.0	3.4	3.1	11	WWIN 1400	B/U	9	3	9	12	16	18/61	HNWH	NBN
4.1	3.6	2.5	2.9	12	WCAO 600	CTRY	13	17	19	14	11	15/72	MCGAVREN	US-2
2.9	4.9	3.1	2.9	13	WWIN-FM 95.9	B/U	12	8	6	8	12	16/70	HNWH	
1.7	2.7	3.6	2.8	14	WEBB 1360	B/U	15	6	12	16	14	12/88	CITIMEDIA	SHRDN
4.3	3.3	2.3	2.5	15	WITH 1230	BBND	17	30	35	33	26	13/81		MBS
3.2	3.8	3.1	2.5	16	WCBM 680	N/T	11	22	24	22	17	18/59	KATZ	ABC-I
2.3	1.7	1.9	2.3	17	WWDC-FM 101.1	AOR	16	12	5	9	15	15/73	CHRISTAL	US-1
1.2	1.2	1.6	2.1	18	WQSR 105.7	GOLD	14	15	10	10	13	17/63	CBS-FM	CBS
1.4	0.6	1.1	1.2	19	WRBS 95.1	REL	22	24	23	24	21	15/73		
0.6	0.7	0.6	1.2	19	WYST 1010	GOLD	29	35	31	21	18	8/130	MASLA	US1
0.6	1.1	1.2	1.1	21	WHFS 99.1	AOR	23	10	11	17	20	15/72	W&P	
1.4	1.3	1.5	1.1	21	WRQX 107.3	CHR	18	7	17	19	27	25/43	BLAIR	ABC-C
1.0	1.4	1.0	1.0	23	WHUR 96.3	B/U	19	14	13	18	19	21/53	W&P	

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	A/C	14.7
1 WIYY	1 WBSB	1 WIYY	1 WBSB	1 WLIF	1 WBSB	AOR	7.8
2 WXYV	2 WIYY	2 WXYV	2 WXYV	2 WIYY	2 WLIF	BBnd	2.3
3 WWDC	3 WXYV	3 WBSB	3 WLIF	3 WXYV	3 WXYV	Bik/Urbn	15.5
4 WBSB	4 WMKR	4 WWDC	4 WIYY	4 WPOC	4 WPOC	BM/Easy	10.1
5 WPOC	5 WWIN-FM	5 WPOC	5 WMKR	5 WFBR	5 WBGR	CHR	9.9
6 WWIN	6 WQSR	6 WLIF	6 WYST-FM	6 WYST-FM	6 WYST-FM	Ctry	8.5
7 WYST-FM	7 WYST-FM	7 WFBR	7 WWIN-FM	7 WWDC	7 WMKR	Gold	1.6
8 WHFS	8 WWIN	8 WYST-FM	8 WPOC	8 WBSB	8 WCAO	N/T	3.1
9 WMKR	9 WPOC	9 WQSR	9 WWIN	9 WBAL	9 WEBB	Rel	5.6
10 WWIN	10 WBGR	10 WWIN-FM	10 WBGR	10 WQSR	10 WWIN-FM		

BIRMINGHAM #46

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
11.3	12.1	12.8	1	WZZK-FM 104.7	CTRY	1	5	5	3	1	11/100	KATZ	
8.2	8.4	12.0	2	WAPI-FM 94.5	CHR	2	1	2	2	4	11/97	CHRISTAL	NBC-S
11.7	11.8	11.6	3	WENN-FM 107.7	B/U	5	3	3	4	3	9/120	SELCOM	NBN
6.9	8.3	11.1	4	WMJJ 96.5	A/C	4	4	1	1	2	11/102	BLAIR	US-1
13.4	11.0	8.9	5	WKXX 106.9	CHR	3	2	4	5	5	15/74	MCGAVREN	ABC-D
4.1	5.6	6.1	6	WVOK 690	CTRY	6	10	9	7	6	11/101	EASTMAN	US-2
7.2	6.1	5.2	7	WAGG 1320	REL	12	9	8	8	8	8/143	SELCOM	NBN
1.9	2.4	4.0	8	WJLD 1400	B/U	7	7	7	9	11	14/79	MASLA	MBS
2.6	2.3	3.4	9	WLTB 99.5	CTRY	8	14	6	6	7	15/72	EASTMAN	US-2
5.5	5.7	3.2	10	WZZK 610	CTRY	10	12	14	11	10	13/81		
3.1	3.3	3.0	11	WERC 960	N/T	11	16	11	10	9	14/78	MCGAVREN	
5.9	6.5	2.2	12	WATV 900	B/U	13	6	12	12	12	17/64	W&P	
2.2	1.9	2.1	13	WAPI 1070	A/C	9	15	15	16	18	21/53	CHRISTAL	CBS
2.6	1.8	1.6	14	WDJC 93.7	REL	14	13	13	13	14	19/57	CRAWFORD	
--	--	1.3	15	WSMQ 1450	CTRY	19	20	18	18	17	6/183	SAVALLI	MBS
1.6	1.0	1.0	16	WCRT 1260	REL	18	11	16	15	13	8/137		
0.6	0.5	1.0	16	WQEN 103.7	A/C	15	8	10	14	16	19/57	D. CLAYTON	ABC-C

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WAPI-FM	1 WMJJ	1 WAPI-FM	1 WMJJ	1 WZZK-FM	1 WMJJ	A/C	14.2
2 WMJJ	2 WENN-FM	2 WZZK-FM	2 WENN-FM	2 WMJJ	2 WZZK-FM	BBnd	4.0
3 WENN-FM	3 WKXX	3 WMJJ	3 WZZK-FM	3 WAPI-FM	3 WENN-FM	Bik/Urbn	13.8
4 WZZK-FM	4 WAPI-FM	4 WENN-FM	4 WKXX	4 WENN-FM	4 WKXX	CHR	20.9
5 WKXX	5 WZZK-FM	5 WKXX	5 WAPI-FM	5 WLTB	5 WAGG	Ctry	26.8
6 WLTB	6 WAGG	6 WLTB	6 WAGG	6 WKXX	6 WVOK	N/T	3.0
7 WERC	7 WJLD	7 WVOK	7 WLTB	7 WVOK	7 WAPI-FM	Rel	7.8
8 WVOK	8 WLTB	8 WERC	8 WVOK	8 WERC	8 WJLD		
9 WJLD	9 WVOK	9 WZZK	9 WJLD	9 WZZK	9 WLTB		
10 WQEN	10 WQEN	10 WJLD	10 WATV	10 WDJC	10 WATV		

BOSTON #7

SPRING '84	SUMMER '84	FALL '84	WINTER '85	SPRING '85	METRO RANK	12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.0	8.6	8.4	9.0	8.8	1	1	WBCN 104.1	AOR	3	5	1	1	1	11/101	TORBET		10.1
7.4	7.4	8.1	8.9	8.3	2	2	WBZ 103.0	A/C	1	12	10	3	3	12/88	BLAIR/RAR	ABC-I	7.6
7.2	8.4	8.7	5.8	7.5	3	3	WHDH 85.0	A/C	2	9	9	4	2	13/84	BLAIR		4.9
8.1	7.5	6.5	6.4	7.4	4	4	WXKS-FM 107.9	CHR	5	2	2	2	5	13/86	MMR		11.3
4.7	4.7	4.9	5.8	6.7	5	5	WRKO 68.0	TALK	6	13	13	12	7	12/87	REPUBLIC	US-2	6.3
6.3	6.6	5.8	5.5	4.8	6	6	WHTT 103.3	CHR	4	1	5	7	12	20/55	CBS-FM	CBS-R	6.4
4.6	4.1	4.1	6.0	4.5	7	7	WJIB 98.9	B/EZ	9	21	21	15	8	15/73	MCGAVREN		5.1
4.8	4.6	5.0	4.1	4.4	8	8	WEEI 59.0	NEWS	7	25	20	17	13	18/61	CBS SPOT	CBS	4.2
3.8	4.5	4.0	4.4	3.6	9	9	WROR 98.5	A/C	8	6	6	5	4	20/54	REPUBLIC	US-1	3.3
2.0	1.9	2.6	2.3	3.6	9	9	WAAF 107.3	AOR	14	3	3	9	16	12/91	KATZ		3.1
2.2	1.7	2.1	2.8	3.2	11	11	WZOU 94.5	CHR	10	4	7	10	14	20/53	BLAIR		4.3
3.5	3.1	3.3	3.2	3.0	12	12	WMJX 106.7	A/C	11	8	4	6	6	19/58	EASTMAN		2.9
4.4	4.5	3.3	3.0	2.8	13	13	WVBF 105.7	A/C	12	11	8	8	10	19/57	MCGAVREN		2.6
2.3	2.1	3.1	3.5	2.5	14	14	WSSH 99.5	A/C	13	14	12	11	9	18/61	HNWH		2.5
1.4	1.8	2.3	1.8	2.4	15	15	WBOS 92.9	CTRY	15	19	14	13	11	13/82	KATZ	ABC-D	2.3
1.9	2.4	1.6	1.3	1.7	16	16	WILD 109.0	B/U	23	17	11	14	17	9/117		SHRDN	1.8
3.1	2.2	1.5	2.0	1.6	17	17	WXKS 143.0	BBND	20	18	26	23	19	13/85	MMR		.9
0.7	--	0.3	0.3	1.3	18	18	WMEX 115.0	GOLD	17	20	15	16	15	17/63	EASTMAN		1.1
1.2	0.9	1.2	1.5	1.3	18	18	WCRB 102.5	CLAS	18	16	22	22	18	18/61	DONOFRIO		.9
3.2	2.7	3.9	1.4	1.0	20	20	WKKT 100.7	CHR	16	10	16	19	22	31/35	CHRISTAL		1.2
0.3	0.5	1.2	0.6	1.0	20	20	WHJY 94.1	AOR	24	7	19	20	21	12/88	KATZ	ABC-R	.9
1.1	0.5	0.6	--	1.0	20	20	WJDA 130.0	B/EZ	27	31	25	29	32	8/130			.1

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 WBCN	1 WXKS-FM	1 WBCN	1 WXKS-FM	1 WBCN	1 WHDH	A/C	27.7
2 WXKS-FM	2 WBCN	2 WXKS-FM	2 WBCN	2 WHDH	2 WBZ	AOR	13.4
3 WAAF	3 WROR	3 WAAF	3 WROR	3 WBZ	3 WROR	BBnd	1.6
4 WHDH	4 WHTT	4 WBZ	4 WVBF	4 WXKS-FM	4 WBCN	Bik/Urbn	1.7
5 WMJX	5 WVBF	5 WHDH	5 WHTT	5 WRKO	5 WSSH	BM/Easy	5.5
6 WHTT	6 WMJX	6 WMJX	6 WMJX	6 WROR	6 WVBF	CHR	16.4
7 WBZ	7 WZOU	7 WHTT	7 WHDH	7 WBOS	7 WMJX	Clas	1.3
8 WRKO	8 WILD	8 WRKO	8 WBZ	8 WEEI	8 WXKS-FM	Ctry	2.4
9 WZOU	9 WSSH	9 WROR	9 WZOU	9 WMJX	9 WJIB	Gold	1.3
10 WROR	10 WHDH	10 WBOS	10 WILD	10 WJIB	10 WHTT	N/T	11.1



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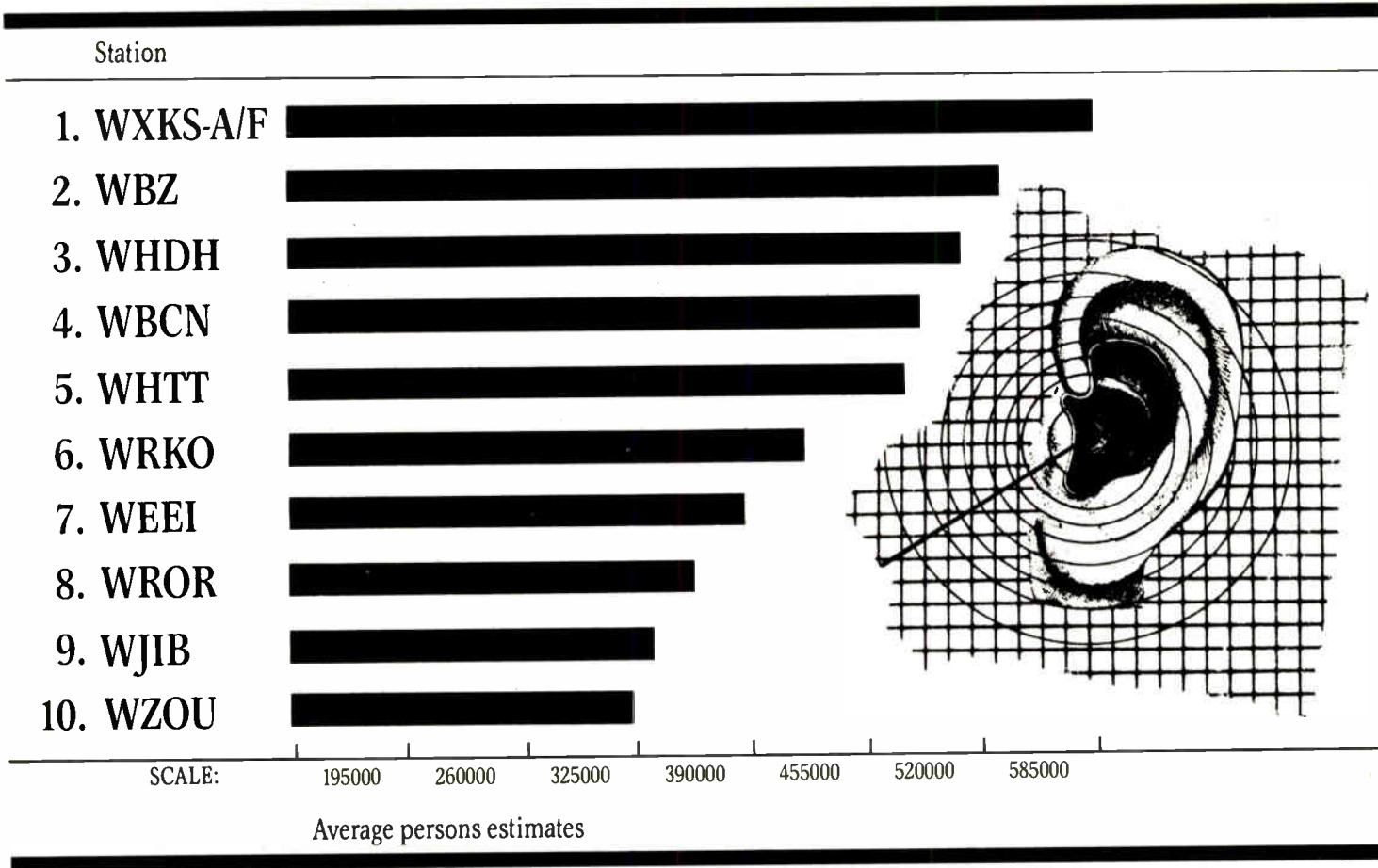


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BUFFALO-NIAGARA FALLS #34

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
10.8	9.4	9.8	1	WJYE 96.1	B/EZ	2	13	12	6	2	12/91	MMR		9.4
10.1	9.9	9.6	2	WBEN 930	A/C	1	11	13	11	3	16/68	EASTMAN	NBC	7.7
6.6	5.7	7.4	3	WBUF 92.9	A/C	8	8	1	1	1	12/87	MCGAVREN		5.0
7.3	8.1	6.9	4	WECK 1230	BBND	11	18	24	16	12	10/110	W&P	ABC-I	4.3
6.1	4.9	6.2	5	WPHD 103.3	CHR	4	3	2	2	9	18/61	CBS-FM	CBS-R	9.7
7.1	7.4	5.6	6	WYRK 106.5	CTRY	10	14	7	3	5	13/82	MCGAVREN		6.8
6.4	5.0	5.5	7	WKBW 1520	A/C	6	17	9	4	4	18/60	BLAIR	ABC-D	4.4
6.4	6.6	5.5	7	WNYS-FM 104.1	CHR	5	1	3	8	13	20/54	MMR	ABC-C	7.9
4.2	7.2	5.1	9	WBLK 93.7	B/U	12	4	5	5	7	12/89	SELCOM	ABC-F	5.8
2.4	1.8	5.0	10	WKSE 98.5	CHR	9	2	4	9	11	17/64	HNWH		6.1
4.2	4.1	4.6	11	WBEN-FM 102.5	CHR	3	7	6	7	8	25/44	EASTMAN	ABC-C	5.7
4.1	5.3	4.2	12	WGR 550	A/C	7	15	10	10	6	23/48	KATZ	ABC-E	5.6
--	--	2.6	13	CILQ 107.1	AOR	15	6	8	12	15	13/86			2.4
4.2	3.2	2.4	14	WYSL 1400	CHR	13	5	15	15	14	23/47	CBS-FM		2.3
5.8	5.2	2.3	15	WGR-FM 96.9	A/C	14	19	14	13	10	18/59	KATZ	NBC-S	2.0
0.6	1.1	1.6	16	WUFO 1080	B/U	17	10	11	14	16	11/102	SELCOM	SHRDN	1.2
1.3	2.3	1.0	17	WUWU 107.7	A/C	16	24	21	20	18	25/43			1.6

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WPHD	1 WBUF	1 WPHD	1 WBUF	1 WYRK	1 WBUF	A/C
2 CILQ	2 WKSE	2 WYRK	2 WKSE	2 WBUF	2 WKBW	AOR
3 WNYS-FM	3 WPHD	3 WBUF	3 WBLK	3 WJYE	3 WJYE	BBnd
4 WBUF	4 WBLK	4 WJYE	4 WKBW	4 WBEN	4 WBEN	Blk/Urbn
5 WYRK	5 WBEN-FM	5 CILQ	5 WBEN-FM	5 WKBW	5 WGR	BM/Easy
6 WBEN-FM	6 WNYS-FM	6 WNYS-FM	6 WPHD	6 WPHD	6 WBLK	CHR
7 WBLK	7 WKBW	7 WKBW	7 WGR	7 WGR	7 WBEN-FM	Ctry
8 WKBW	8 WYRK	8 WBEN-FM	8 WNYS-FM	8 WBEN-FM	8 WYRK	
9 WKSE	9 WJYE	9 WBLK	9 WJYE	9 WBLK	9 WPHD	
10 WBEN	10 WGR	10 WBEN	10 WYRK	10 CILQ	10 WKSE	

A/C	30.0
AOR	2.6
BBnd	6.9
Blk/Urbn	6.7
BM/Easy	9.8
CHR	23.7
Ctry	5.6

CHARLOTTE-GASTONIA-ROCK HILL #40

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
10.8	10.9	13.4	1	WPEG 97.9	B/U	5	1	1	1	2	8/132	HNWH	CBS-R	10.7
17.3	15.8	12.6	2	WSOC-FM 103.7	CTRY	1	6	5	2	1	12/89	CHRISTAL	MBS	10.9
7.7	13.3	9.4	3	WBT 1110	A/C	2	8	9	6	5	14/76	BLAIR		9.4
7.2	7.7	8.3	4	WROQ-FM 95.1	CHR	3	2	3	5	7	16/69	EASTMAN	US-1	15.8
7.4	9.2	8.3	4	WBCY 107.9	CHR	4	4	2	3	3	15/71	BLAIR	ABC-F	7.6
6.1	6.7	7.4	6	WEZC 104.7	A/C	6	7	4	4	4	14/79	MMR		10.6
--	--	6.6	7	WLVK 96.9	CTRY	8	5	6	7	6	11/94	SELCOM		6.2
4.1	6.0	5.6	8	WZXI 101.9	B/EZ	9	11	15	9	8	12/93	REPUBLIC		7.2
5.4	6.4	4.4	9	WJZR 99.7	CHR	7	3	7	8	9	17/63	TORBET		4.6
1.3	0.6	2.1	10	WGSP 1310	GOLD	13	9	8	10	10	8/144	SELCOM	ABC-D	1.5
2.0	0.9	1.6	11	WSOC 930	CTRY	10	12	12	11	11	20/54	CHRISTAL	MBS	1.1
2.8	1.1	1.4	12	WQCC 1540	B/U	16	24	13	14	13	8/128	SAVALLI		.8
2.7	1.1	1.3	13	WLON 1050	CTRY	15	22	22	19	17	10/104	SOUTHERN		1.0
2.3	1.8	1.1	14	WGIV 1600	B/U	11	13	10	12	12	24/45	SELCOM	NBN	1.0

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WPEG	1 WBCY	1 WPEG	1 WPEG	1 WSOC-FM	1 WPEG
2 WROQ-FM	2 WPEG	2 WSOC-FM	2 WBCY	2 WPEG	2 WSOC-FM
3 WBCY	3 WEZC	3 WROQ-FM	3 WEZC	3 WLVK	3 WBCY
4 WSOC-FM	4 WROQ-FM	4 WBCY	4 WSOC-FM	4 WBCY	4 WEZC
5 WLVK	5 WSOC-FM	5 WEZC	5 WBT	5 WROQ-FM	5 WBT
6 WEZC	6 WJZR	6 WLVK	6 WROQ-FM	6 WBT	6 WLVK
7 WJZR	7 WBT	7 WBT	7 WLVK	7 WEZC	7 WZXI
8 WGSP	8 WLVK	8 WJZR	8 WZXI	8 WZXI	8 WROQ-FM
9 WBT	9 WGIV	9 WGSP	9 WJZR	9 WGSP	9 WJZR
10 WSOC	10 WQCC	10 WZXI	10 WGIV	10 WJZR	10 WQCC



CHICAGO #3

SPRING '84	SUMMER '84	FALL '84	WINTER '85	SPRING '85	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BRCH SHARE
8.8	11.4	9.7	9.3	9.6	1	1	WGN 720	TALK	1	17	15	7	1	13/85	CHRISTAL	ABC-I	7.9
5.6	6.8	5.4	5.8	6.5	2	2	WLOO 100.3	B/EZ	11	15	20	9	3	10/113	KATZ		2.7
6.1	4.7	6.1	5.5	5.4	3	3	WGCI-FM 107.5	B/U	6	3	2	1	2	13/85	MCGAVREN	SHRDN	6.8
4.8	5.2	4.5	4.5	5.3	4	4	WBMX 102.7	B/U	4	2	1	2	5	14/78	MASLA	ABC-F	7.2
4.5	4.4	4.9	4.5	4.8	5	5	WBBM 780	NEWS	2	19	21	18	15	19/58	CBS SPOT	CBS	4.9
4.6	5.0	4.2	4.4	4.4	6	6	WBBM-FM 96.3	CHR	3	1	8	13	19	19/57	CBS SPOT	CBS-R	5.7
3.4	2.8	3.1	3.5	3.8	7	7	WLUP 97.9	AOR	12	4	3	3	13	16/69	MMR		5.6
2.9	2.5	3.4	2.9	3.6	8	8	WJJD 1160	BBND	20	16	30	27	20	10/109	MMR		3.1
4.6	3.3	3.3	2.5	3.6	8	8	WKQX 101.1	CHR	5	8	5	4	8	19/56	EASTMAN	NBC-S	3.7
3.2	3.2	3.2	3.9	3.5	10	10	WLAK 93.9	A/C	13	13	13	10	7	16/66	CHRISTAL		2.0
4.1	3.2	2.8	3.5	3.4	11	11	WMAQ 670	CTRY	7	21	19	15	9	19/57	EASTMAN	NBC	3.4
1.7	1.9	2.9	3.1	3.2	12	12	WJMK 104.3	GOLD	15	18	7	5	4	16/69	MMR	US-2	2.5
2.4	2.4	2.6	2.7	3.2	12	12	WXRT 93.1	AOR	18	23	4	6	6	13/84	SELCOM		4.1
2.7	2.4	2.5	2.8	3.2	12	12	WFYR 103.5	A/C	9	9	6	8	11	20/54	REPUBLIC	US-1	2.3
4.1	4.1	3.8	3.8	2.9	15	15	WCLR 101.9	A/C	14	14	11	11	10	18/61	TORBET		3.3
2.7	3.4	2.9	2.8	2.8	16	16	WIND 560	TALK	16	26	24	22	18	15/70	BLAIR/RAR	ABC-E	3.2
3.2	2.7	3.6	4.3	2.8	16	16	WLS 890	CHR	10	6	9	12	14	23/48	HNWH	ABC-C	3.8
3.5	2.8	2.3	2.5	2.7	18	18	WLS-FM 94.7	CHR	8	5	10	14	16	25/44	HNWH	ABC-R	4.9
2.7	2.9	3.3	3.2	2.4	19	19	WUSN 99.5	CTRY	19	12	16	16	12	16/69	SELCOM	ABC-D	2.6
2.0	1.9	1.7	1.8	1.8	20	20	WOJO 105.1	SPAN	26	27	17	20	17	9/124	CABALLERO		1.5
3.3	2.9	2.3	1.6	1.7	21	21	WMET 95.5	A/C	17	10	14	19	22	26/42	MCGAVREN		2.1
2.0	2.3	1.7	1.7	1.6	22	22	WAIT 820	BBND	23	33	36	31	29	14/75	KATZ		1.2
0.6	1.7	1.9	2.3	1.6	22	22	WCKG 105.9	AOR	21	11	12	17	24	18/60	KATZ		1.3
1.4	1.5	1.2	0.8	1.4	24	24	WJPC 950	B/U	22	7	18	21	23	17/65		NBN	.6
1.6	1.6	1.7	2.0	1.3	25	25	WFMT 98.7	CLAS	24	32	23	23	21	16/66	CMBS		1.9
1.0	1.0	1.1	1.4	1.2	26	26	WVON 1450	B/U	29	20	25	26	25	11/102			

Continued on Page 122

PROGRAMMING CONCEPT & EXECUTION

 High output programming to strategically establish station position.

SHANE MEDIA SERVICES



6405 RICHMOND AVE SUITE 311
HOUSTON, TX 77057
713/952 9221

CINCINNATI #29

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
10.0	9.6	10.6	1	WKRC 101.9	CHR	2	1	2	1	4	15/73	KATZ	
8.9	6.5	10.3	2	WLW 700	A/C	1	11	6	4	1	15/70	EASTMAN	ABC-I
8.7	10.3	9.6	3	WKRC 550	A/C	3	13	8	6	2	12/90	KATZ	ABC-E
6.1	6.0	9.4	4	WWEZ 92.5	B/EZ	6	12	12	9	5	10/106	CBS SPOT	
8.0	8.7	7.4	5	WEBN 102.7	AOR	4	3	1	2	7	15/73	TORBET	
7.9	7.4	6.6	6	WRRM 98.5	A/C	5	6	3	3	3	15/70	BLAIR	
5.7	5.2	6.3	7	WBLZ 103.5	B/U	8	2	4	7	8	12/89	MASLA	SHRDN
5.3	6.5	5.5	8	WKCY 1530	N/T	9	18	16	14	12	12/89	CBS SPOT	CBS
5.6	4.3	5.1	9	WLLT 94.9	A/C	7	8	5	5	6	16/69	HNWH	
4.9	4.6	4.2	10	WUBE 105.1	CTRY	10	9	9	8	9	14/77	MCGAVREN	
3.6	4.0	2.8	11	WSKS 96.5	AOR	11	4	7	10	15	19/58	EASTMAN	ABC-R
4.2	4.8	2.8	11	WKXF 94.1	CTRY	12	7	11	11	10	17/65	MMR	
2.7	3.0	2.3	13	WCIN 1480	B/U	15	10	13	13	11	11/96	W&P	NBN
2.7	4.4	1.9	14	WDJO 1230	GOLD	13	15	10	12	13	15/71	MCGAVREN	US 2
1.7	1.9	1.6	15	WSAI 1360	CTRY	14	14	19	16	14	18/61	MMR	AP
0.9	0.6	1.0	16	WNOP 740	JAZZ	16	21	21	20	16	10/106	MARKET 4	

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH
1 WEBN	1 WKRC	1 WEBN	1 WRRM	1 WLW	1 WRRM	A/C 31.6
2 WLW	2 WRRM	2 WLW	2 WKRC	2 WEBN	2 WKRC	AOR 10.2
3 WKRC	3 WBLZ	3 WKRC	3 WKRC	3 WKRC	3 WKRC	Bik/Urbn 8.6
4 WLLT	4 WLLT	4 WLLT	4 WLLT	4 WLLT	4 WLLT	BM/Easy 9.4
5 WBLZ	5 WEBN	5 WBLZ	5 WBLZ	5 WBLZ	5 WBLZ	CHR 10.6
6 WSKS	6 WKRC	6 WKRC	6 WEBN	6 WKRC	6 WLLT	Ctry 8.6
7 WRRM	7 WLW	7 WRRM	7 WLW	7 WRRM	7 WBLZ	Gold 1.9
8 WDJO	8 WSKS	8 WUBE	8 WBEZ	8 WUBE	8 WUBE	Jazz 1.0
9 WUBE	9 WUBE	9 WDJO	9 WUBE	9 WBLZ	9 WCIN	N/T 5.5
10 WKRC	10 WCIN	10 WSKS	10 WCIN	10 WDJO	10 WEBN	

CLEVELAND #22

SPRING '84	SUMMER '84	FALL '84	WINTER '85	SPRING '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
10.4	10.4	10.9	12.8	11.0	1	WMMS 100.7	CHR	1	2	1	1	1	11/99	KATZ	NBC-S
8.5	5.7	7.6	8.1	9.1	2	WDOK 102.1	B/EZ	5	15	10	7	4	9/115	MCGAVREN	
7.0	7.3	6.8	7.5	7.7	3	WQAL 104.1	B/EZ	6	16	11	8	5	11/101	CHRISTAL	
6.1	5.3	6.4	5.4	7.3	4	WLTF 106.5	A/C	3	6	2	2	2	13/81	CHRISTAL	AP
6.7	7.0	5.9	6.7	6.2	5	WGCL 98.5	CHR	2	1	5	5	9	18/60	MMR	ABC-F
7.3	7.4	5.7	5.2	6.0	6	WZAK 93.7	B/U	7	5	3	4	6	11/94	SELCOM	CBS-R
6.1	6.4	6.1	6.0	5.9	7	WMJI 105.7	A/C	4	8	4	3	3	16/69	EASTMAN	
5.6	7.8	6.3	4.5	5.5	8	WBBG 1260	BBND	9	23	21	18	14	11/97	EASTMAN	
4.2	4.8	4.2	4.0	4.2	9	WDMT 107.9	B/U	11	4	6	6	11	14/78	HNWH	US -1
4.0	4.2	3.9	5.4	3.7	10	WGAR-FM 99.5	CTRY	13	13	12	9	8	13/81	BLAIR	ABC-E
--	--	--	--	3.5	11	WRMR 850	B/EZ	15	19	15	14	12	13/85	CHRISTAL	AP
3.6	3.5	4.6	5.2	3.4	12	WERE 1300	N/T	10	18	17	16	15	18/59	MMR	CBS
3.2	4.1	2.3	2.9	3.1	13	WWWE 1100	A/C	8	12	9	11	10	20/54	REPUBLIC	ABC-I
1.5	2.2	2.7	1.6	2.7	14	WHK 1420	GOLD	14	14	8	10	7	17/65	KATZ	NBC
2.1	1.9	2.3	2.1	2.6	15	WRQC 92.3	CHR	12	3	7	12	18	23/48	MASLA	ABC-R
1.7	2.1	2.3	2.1	1.7	16	WJMO 1490	B/U	18	9	14	13	13	17/63	MASLA	NBN
3.1	1.9	2.0	1.3	1.6	17	WGAR 1220	CTRY	16	21	23	17	19	19/57	BLAIR	ABC-E
1.8	2.8	3.1	2.2	1.6	17	WABQ 1540	REL	20	10	20	19	16	10/107		SHRDN
1.7	1.6	2.2	2.1	1.3	19	WCLV 95.5	CLAS	17	22	18	20	20	22/49	CMBS	
--	--	--	1.0	1.0	20	WONE-FM 97.5	AOR	21	17	13	15	17	12/90	MCGAVREN	

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WMMS	1 WMMS	1 WMMS	1 WLTF	1 WMMS	1 WLTF	A/C 16.3
2 WZAK	2 WLTF	2 WZAK	2 WMJI	2 WMJI	2 WMJI	88nd 5.5
3 WLTF	3 WMJI	3 WLTF	3 WMMS	3 WLTF	3 WDOK	81k/Urban 11.9
4 WMJI	4 WGCL	4 WMJI	4 WZAK	4 WZAK	4 WQAL	8M/Easy 20.3
5 WGCL	5 WZAK	5 WGCL	5 WGCL	5 WDOK	5 WMMS	CHR 19.8
6 WDMT	6 WDMT	6 WHK	6 WDOK	6 WWWE	6 WZAK	Clas 1.3
7 WWWE	7 WRQC	7 WDMT	7 WDMT	7 WHK	7 WGAR-FM	Ctry 5.3
8 WGAR-FM	8 WHK	8 WWWE	8 WQAL	8 WQAL	8 WGCL	Gold 2.7
9 WHK	9 WJMO	9 WGAR-FM	9 WGAR-FM	9 WGCL	9 WDMT	N/T 3.4
10 WONE-FM	10 WDOK	10 WQAL	10 WHK	10 WGAR-FM	10 WHK	Rel 1.6

COLUMBUS #32

SPRING '84	FALL '84	SPRING '85	METRO RANK 13+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
11.2	9.7	12.6	1	WBNS-FM 97.1	B/EZ	6	12	13	6	4	9/117	BLAIR	
12.6	14.9	11.5	2	WLVQ 96.3	AOR	2	2	1	1	3	13/84	KATZ	
10.1	9.2	11.1	3	WXGT 92.3	CHR	1	1	3	3	5	15/74	EASTMAN	CBS-R
8.4	7.5	10.8	4	WSNY 94.7	A/C	3	4	2	2	1	13/84	MCGAVREN	
8.6	10.5	10.1	5	WTVN 610	A/C	4	7	5	4	2	14/79	KATZ	ABC-E
5.7	6.1	4.9	6	WNCI 97.9	CHR	5	5	4	5	7	24/45	CHRISTAL	ABC-C
5.4	4.8	3.9	7	WRMZ 99.7	CTRY	11	19	6	7	6	12/92	TORBET	MBS
3.2	3.6	3.6	8	WHOK 95.5	CTRY	9	11	10	8	8	13/84		AP
4.3	3.1	3.6	8	WMNI 920	CTRY	8	21	18	15	13	15/75	TORBET	MBS
--	2.1	3.1	10	WZZT 103.1	B/U	10	3	8	9	12	15/72	MASLA	
7.1	2.6	2.7	11	WVKO 1580	B/U	12	10	7	10	9	15/70	MCGAVREN	SHRDN
1.4	1.8	2.4	12	WRFD 880	REL	18	9	9	11	16	7/146	W&P	ABC-D
3.0	2.9	2.2	13	WBNS 1460	A/C	7	8	14	12	11	25/43	BLAIR	ABC-I
1.4	1.1	1.9	14	WCKX 106.3	B/U	15	6	11	14	15	14/75		NBN
1.5	2.0	1.6	15	WBBY 103.9	JAZZ	14	14	12	13	10	18/59	TORBET	US-2
1.4	1.2	1.5	16	WLW 700	A/C	13	17	15	16	14	24/44	EASTMAN	ABC-I

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WLVQ	1 WSNY	1 WLVQ	1 WSNY	1 WLVQ	1 WSNY	A/C	24.6
2 WXGT	2 WXGT	2 WXGT	2 WXGT	2 WTVN	2 WBNS-FM	AOR	11.5
3 WTVN	3 WLVQ	3 WTVN	3 WLVQ	3 WSNY	3 WTVN	Bk/Urbn	7.7
4 WNCI	4 WNCI	4 WNCI	4 WBNS-FM	4 WXGT	4 WXGT	BM/Easy	12.6
5 WSNY	5 WTVN	5 WSNY	5 WTVN	5 WBNS-FM	5 WLVQ	CHR	16.0
6 WRMZ	6 WZZT	6 WRMZ	6 WNCI	6 WRMZ	6 WRMZ	Ctry	11.1
7 WVKO	7 WVKO	7 WBNS-FM	7 WRMZ	7 WNCI	7 WNCI	Jazz	1.6
8 WZZT	8 WRMZ	8 WHOK	8 WHOK	8 WHOK	8 WHOK	Rel	2.4
9 WRFD	9 WRFD	9 WZZT	9 WZZT	9 WBBY	9 WVKO		
10 WBBY	10 WHOK	10 WBBY	10 WRFD	10 WBNS	10 WZZT		

DALLAS-FT. WORTH #10

SPRING '84	FALL '84	WINTER '85	SPRING '85	12+ AOR METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
10.2	9.9	10.2	9.3	1	KVIL-FM 103.7	A/C	1	7	1	1	1	12/89	BLAIR	
6.3	6.9	6.3	7.4	2	WBAP 820	CTRY	4	4	3	4	2	1/95	EASTMAN	ABC-I
7.1	6.7	7.8	7.4	2	KKDA-FM 104.5	B/U	7	2	2	2	3	10/113	SELCOM	AP
7.1	8.0	7.8	6.8	4	KRLD 1080	NEWS	2	18	15	10	7	15/72	KATZ	CBS
4.3	5.2	6.7	5.8	5	KEGL 97.1	CHR	3	1	5	8	14	17/65	BLAIR	ABC-C
4.7	5.9	4.6	5.3	6	KPLX 99.5	CTRY	11	9	8	6	4	13/87	REPUBLIC	AP
5.9	6.3	5.3	5.3	6	KMEZ-FM 100.3	B/EZ	10	31	16	13	8	13/85	MCGAVREN	
4.0	4.3	4.5	5.2	8	KTXQ-FM 102.1	AOR	5	5	3	3	6	16/67	CHRISTAL	ABC-R
6.6	4.4	5.3	4.7	9	KSCS 96.3	CTRY	6	10	9	7	5	15/71	EASTMAN	
4.5	2.9	3.8	4.3	10	KZEW 97.9	AOR	12	8	4	5	12	15/72	MMR	NBC-S
0.6	2.1	4.1	4.0	11	KTKS 106.1	CHR	8	4	6	9	10	18/61	HNWH	
5.9	4.5	3.1	3.7	12	KAFM 92.5	CHR	9	3	7	11	15	18/59	W&P	
3.2	2.5	2.5	3.0	13	KNOK 107.5	B/U	15	6	10	14	13	14/75	W&P	US-1
2.9	4.1	3.1	2.6	14	KMGC 102.9	A/C	13	16	11	12	9	20/55	SELCOM	
3.4	3.7	3.1	2.5	15	KQZY 105.3	B/EZ	16	22	21	17	16	14/76	BLAIR/RAR	
2.1	1.4	2.6	2.1	16	KLUV 98.7	A/C	14	15	14	15	11	22/49	TORBET	US-2
1.5	1.6	1.4	1.9	17	KPBC 1040	REL	19	12	12	16	19	11/103		
0.4	--	0.6	1.7	18	KJIM 94.9	REL	25	28	18	18	17	8/142	SWAGGART	UPI
1.0	1.1	0.7	1.4	19	KESS 94.1	SPAN	21	13	20	23	24	12/92	CABALLERO	
1.1	1.0	1.1	1.2	20	KKDA 730	B/U	22	21	23	19	20	12/88	SELCOM	AP
1.4	1.5	1.4	1.2	20	WRR 101.1	CLAS	18	25	23	24	21	18/60	CMBS	
0.5	0.8	1.0	1.1	22	KSSA 1270	SPAN	26	11	17	22	22	7/146	CABALLERO	UPI
2.1	1.1	1.0	1.1	22	KAAM 1310	GOLD	23	29	22	20	18	13/84	W&P	
1.7	1.7	1.4	1.1	22	KRQX 570	GOLD	17	23	19	21	23	22/50	MMR	CBS-R

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 KTXQ-FM	1 KVIL-FM	1 KTXQ-FM	1 KVIL-FM	1 WBAP	1 KVIL-FM	A/C	14.0
2 KZEW	2 KKDA-FM	2 KVIL-FM	2 KKDA-FM	2 KVIL-FM	2 KKDA-FM	AOR	9.5
3 KVIL-FM	3 KEGL	3 KZEW	3 KTKS	3 KTXQ-FM	3 WBAP	Bik/Urbn	10.4
4 KKDA-FM	4 KTKS	4 WBAP	4 KSCS	4 KPLX	4 KMEZ-FM	BM/Easy	7.8
5 KEGL	5 KAFM	5 KKDA-FM	5 KEGL	5 KRLD	5 KPLX	CHR	13.5
6 KPLX	6 KTXQ-FM	6 KPLX	6 KPLX	6 KKDA-FM	6 KSCS	Ctry	17.4
7 KSCS	7 KZEW	7 KSCS	7 WBAP	7 KSCS	7 KTKS	N/T	6.8
8 KAFM	8 KPLX	8 KRLD	8 KAFM	8 KZEW	8 KMGC	Rel	3.6
9 KTKS	9 KMGC	9 KEGL	9 KMEZ-FM	9 KMEZ-FM	9 KRLD	Span	1.4
10 KNOK	10 KSCS	10 KTKS	10 KTXQ-FM	10 KMGC	10 KLUV		

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Larry Kirby	WYKZ	Savannah
Bill Lacy	KZBS	Oklahoma City
Dave Martin	KORQ	Abilene
George Mills	WRMF	West Palm Beach
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DAYTON #45

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
14.4	16.0	15.8	1	WHIO-FM 99.7	B/EZ	1	7	6	3	1	10/109	CHRISTAL		13.6
6.6	5.8	11.5	2	WG TZ 92.9	CHR	3	1	2	2	3	12/93	KATZ		19.1
9.8	8.0	10.3	3	WHIO 1290	A/C	2	12	14	6	6	14/78	CHRISTAL	CBS	5.9
13.6	11.5	9.9	4	WTUE 104.7	AOR	4	2	1	1	5	11/95	MCGAVREN	ABC-R	13.5
7.6	6.1	7.9	5	WONE 980	CTRY	5	11	8	5	4	10/104	MCGAVREN	ABC-D	5.7
4.4	4.1	6.1	6	WYMJ 103.9	A/C	6	5	3	4	2	14/80	REPUBLIC	US-1	7.1
5.4	4.1	4.3	7	WING 1410	A/C	7	21	10	7	7	17/63	KATZ	ABC-I	4.3
2.1	3.1	3.7	8	WBLZ 103.5	B/U	11	3	4	10	13	13/84	MASLA	SHRDN	4.4
6.4	6.5	3.2	9	WWSN 107.7	A/C	10	9	9	8	8	16/68	EASTMAN		1.1
3.9	3.6	2.8	10	WVUD 99.9	A/C	8	8	5	9	9	24/46	MASLA	CBS-R	2.4
3.6	4.2	2.8	10	WDAO 1210	B/U	12	6	11	11	10	13/84	EASTMAN	SHRDN	3.5
2.1	2.6	2.2	12	WSKS 96.5	AOR	13	4	7	13	14	16/68	EASTMAN	ABC-R	3.3
3.0	1.8	2.0	13	WLW 700	A/C	9	18	16	14	12	29/38	EASTMAN	ABC-I	2.7
1.9	2.4	1.8	14	WBZI 95.3	CTRY	14	10	12	12	11	19/57		US-2	1.7
--	1.9	1.4	15	WBLY 1600	CTRY	18	20	21	21	19	12/89	DEVNEY	MBS	1.1
--	1.6	1.2	16	WAZU 102.9	A/C	15	19	13	15	15	19/56	DEVNEY	MBS	.8
1.3	2.1	1.2	16	WPTW-FM 95.7	A/C	19	23	23	20	21	15/75	REGIONAL		.6

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WTUE	1 WGTZ	1 WTUE	1 WGTZ	1 WHIO-FM	1 WHIO-FM	A/C	31.1
2 WGTZ	2 WTUE	2 WGTZ	2 WHIO-FM	2 WTUE	2 WGTZ	AOR	12.1
3 WBLZ	3 WYMJ	3 WHIO-FM	3 WTUE	3 WYMJ	3 WYMJ	Blk/Urbn	6.5
4 WSKS	4 WVUD	4 WONE	4 WYMJ	4 WHIO	4 WONE	BM/Easy	15.8
5 WYMJ	5 WHIO-FM	5 WYMJ	5 WONE	5 WONE	5 WHIO	CHR	11.5
6 WONE	6 WBLZ	6 WING	6 WHIO	6 WING	6 WTUE	Ctry	11.1
7 WVUD	7 WWSN	7 WWSN	7 WVUD	7 WGTZ	7 WING		
8 WING	8 WONE	8 WBLZ	8 WWSN	8 WWSN	8 WWSN		
9 WWSN	9 WLLT	9 WHIO	9 WBLZ	9 WLW	9 WVUD		
10 WHIO-FM	10 WDAO	10 WSKS	10 WDAO	10 WBZI	10 WDAO		

DENVER-BOULDER #23

SPRING '84	FALL '84	WINTER '85	SPRING '85	METRO RANK 12-17 RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
9.9	9.7	10.0	10.7	1	KOSI 101.1	B/EZ	2	12	9	4	1	11/101	BLAIR	
4.4	4.1	6.8	7.7	2	KBPI 105.9	AOR	1	3	1	1	6	15/72	SELCOM	
5.0	4.9	5.9	6.8	3	KMJI 100.3	A/C	5	9	3	2	2	12/87	CHRISTAL	
3.3	4.7	5.4	5.7	4	KRXY-FM 107.5	CHR	3	2	4	5	11	16/68	MMR	
4.0	4.5	5.5	5.5	5	KBCO-FM 97.3	AOR	8	6	2	3	4	13/83	MASLA	
4.7	3.6	3.4	5.2	6	KHOW 630	A/C	12	13	11	6	3	11/100	EASTMAN	US-1
5.7	6.7	5.2	5.0	7	KOA 850	TALK	7	14	15	12	7	17/65	KATZ	CBS
7.9	7.2	6.3	4.6	8	KPKE 95.7	CHR	4	1	8	11	17	18/60	HNWH	
5.0	6.0	3.7	4.3	9	KOAQ 103.5	CHR	6	5	5	7	8	20/55	KATZ	CBS-R
4.9	4.2	5.7	4.0	10	KYGO 98.5	CTRY	11	8	10	10	5	15/74	BLAIR	
4.2	4.4	4.7	3.9	11	KAZY 106.7	AOR	10	7	6	8	13	17/63	MCGAVREN	
2.5	3.9	2.9	3.8	12	KVOD 99.5	CLAS	13	16	14	13	10	15/75	REPUBLIC	
2.9	3.2	4.0	3.7	13	KNUS 710	N/T	14	26	23	14	12	12/94	SELCOM	ABC-I
5.2	5.9	3.9	3.6	14	KIMN 950	CHR	9	10	7	9	9	20/54	BLAIR	ABC-C
3.2	3.8	3.8	3.1	15	KEZW 1430	BBND	16	25	27	24	22	14/80	BLAIR/RAR	MBS
4.0	3.6	2.8	2.4	16	KLZ 560	CTRY	15	17	21	16	14	18/60	MCGAVREN	ABC-I
2.4	1.9	1.4	2.4	16	KDKO 1510	B/U	19	4	12	17	19	11/101		
1.5	1.6	2.5	1.6	18	KBRQ-FM 105.1	CTRY	17	23	18	19	18	17/64	TORBET	ABC-E
2.0	2.5	1.6	1.5	19	KRZN 1150	GOLD	18	21	13	15	15	17/63	CHRISTAL	
0.9	0.5	1.3	1.5	19	KADX 92.1	JAZZ	21	24	16	18	16	12/88		AP
1.6	1.4	1.4	1.2	21	KDEN 1340	NEWS	20	20	29	28	27	20/54	SAVALLI	NBC

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	A/C	12.0
1 KBPI	1 KMJI	1 KBPI	1 KMJI	1 KBCO-FM	1 KOSI	AOR	17.1
2 KBCO-FM	2 KRXY	2 KBCO-FM	2 KOSI	2 KHOW	2 KMJI	BBnd	3.1
3 KAZY	3 KBPI	3 KAZY	3 KRXY-FM	3 KMJI	3 KHOW	Bik/Urbn	2.4
4 KMJI	4 KOAQ	4 KMJI	4 KBPI	4 KOSI	4 KYGO	BM/Easy	10.7
5 KOAQ	5 KBCO-FM	5 KHOW	5 KOAQ	5 KBPI	5 KOAQ	CHR	18.2
6 KRXY-FM	6 KIMN	6 KOSI	6 KYGO	6 KOA	6 KRXY-FM	Clas	3.8
7 KIMN	7 KOSI	7 KOAQ	7 KHOW	7 KYGO	7 KIMN	Ctry	8.0
8 KHOW	8 KAZY	8 KIMN	8 KIMN	8 KNUS	8 KVOD	Gold	1.5
9 KPKE	9 KPKE	9 KRXY-FM	9 KBCO-FM	9 KAZY	9 KOA	Jazz	1.5
10 KYGO	10 KYGO	10 KOA	10 KPKE	10 KIMN	10 KBPI	N/T	9.9

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GREENSBORO-WINSTON SALEM-HIGH POINT #49

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
16.9	13.7	16.8	1	WTQR 104.1	CTRY	1	6	3	1	1	10/113	MCGAVREN		15.2
6.8	8.0	12.3	2	WKZL 107.5	CHR	2	1	1	2	3	10/107	KATZ	ABC-R	17.1
8.8	7.3	7.9	3	WMAG 99.5	A/C	3	5	2	3	2	14/78	MMR	ABC-E	10.1
8.1	10.6	7.5	4	WQMG 97.1	B/U	7	2	5	5	7	9/118	HNWH	CBS-R	6.8
4.3	7.0	5.9	5	WSJS 600	A/C	6	11	11	7	6	13/87	MCGAVREN	MBS	6.3
6.8	6.3	5.6	6	WSEZ 93.1	CHR	4	4	4	4	5	17/65	TORBET	US-1	4.8
8.2	6.9	5.6	6	WOJY 100.3	B/EZ	5	12	7	6	4	15/72	CHRISTAL		5.5
3.3	1.7	2.8	8	WMFR 1230	B/EZ	12	30	27	22	18	9/122	MMR	ABC-E	.4
2.6	1.7	2.5	9	WAAA 980	B/U	9	13	8	9	9	16/68	W&P	NBN	2.2
2.6	1.0	2.5	9	WEAL 1510	B/U	15	7	18	13	11	8/133	HNWH	SHRDN	2.2
2.6	3.8	2.3	11	WRQK 98.7	A/C	8	10	6	8	8	20/54	EASTMAN	MBS	3.4
3.8	4.1	2.3	11	WDCG 105.1	CHR	10	3	9	10	15	17/64	BLAIR	US-1	2.9
1.5	1.2	2.0	13	WSMX 1500	REL	16	14	14	14	13	10/109		ABC-I	1.0
3.3	3.0	1.9	14	WAIR 1340	B/U	13	9	10	11	10	13/82	TORBET		1.6
1.3	2.0	1.5	15	WHPE 95.5	REL	18	26	26	17	12	12/90			1.8
0.8	1.4	1.4	16	WPCM 101.1	CTRY	11	17	16	15	16	19/58	MASLA		.6
2.5	1.7	1.3	17	WBIG 1470	BBND	17	16	32	24	21	15/71	BLAIR	CBS	1.6
1.0	1.7	1.2	18	WWMO 102.1	REL	14	32	21	21	22	20/55			1.0
--	--	1.2	18	WEZC 104.7	A/C	20	31	12	12	14	11/96	MMR		---
0.8	0.6	1.1	20	WTOB 1380	BBND	19	18	28	19	17	12/88	SAVALLI	ABC-C	.2
--	--	1.0	21	WWWI 94.5	CTRY	22	21	13	16	24	13/84	HNWH		.7

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WKZL	1 WKZL	1 WTQR	1 WTQR	1 WTQR	1 WTQR
2 WTQR	2 WMAG	2 WKZL	2 WMAG	2 WKZL	2 WMAG
3 WMAG	3 WSEZ	3 WKZL	3 WKZL	3 WMAG	3 WOJY
4 WQMG	4 WTQR	4 WQMG	4 WSEZ	4 WOJY	4 WKZL
5 WSEZ	5 WQMG	5 WSEZ	5 WOJY	5 WSEZ	5 WSEZ
6 WDCG	6 WOJY	6 WOJY	6 WQMG	6 WQMG	6 WSJS
7 WRQK	7 WRQK	7 WAIR	7 WSJS	7 WRQK	7 WRQK
8 WAIR	8 WAAA	8 WRQK	8 WRQK	8 WSJS	8 WQMG
9 WSJS	9 WLVK	9 WDCG	9 WAAA	9 WRQK	9 WAAA
10 WOJY	10 WDCG	10 WSJS	10 WEAL	10 WEZC	10 WEAL

A/C	17.3
BBnd	2.4
Bik/Urbn	14.4
BM/Easy	8.4
CHR	20.2
Ctry	19.2
Rel	4.7

A large, stylized white letter 'W' is centered on a black background. The 'W' is composed of thick, solid black shapes that form its negative space. The top and bottom strokes are slightly curved, while the middle strokes are straight and meet at sharp points.

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HARTFORD-NEW BRITAIN #38

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
19.3	18.6	20.1	1	WTIC 1080	A/C	1	6	5	2	2	11/103	KATZ	NBC
11.5	14.1	15.8	2	WTIC-FM 96.5	CHR	2	1	1	1	1	12/88	KATZ	
7.7	9.4	12.0	3	WRCH 100.5	B/EZ	3	12	8	4	3	9/118	TORBET	ABC-D
5.8	6.7	6.1	4	WHCN 105.9	AOR	4	2	2	3	6	18/62	MASLA	ABC-R
4.1	5.3	4.5	5	WRCQ 970	BBND	10	15	18	16	12	11/102	TORBET	ABC-I
4.8	5.1	4.2	6	WIOF 104.1	A/C	8	8	4	5	4	17/62	EASTMAN	CBS-R
4.4	4.1	3.7	7	WPOP 1410	NEWS	9	13	11	11	11	17/65	EASTMAN	CBS
4.6	5.5	3.5	8	WDRC-FM 102.9	A/C	5	10	6	6	5	23/46	MCGAVREN	
3.8	4.7	3.4	9	WCCC-FM 106.9	AOR	6	4	3	7	9	23/47	SELCOM	ABC-C
4.6	2.4	3.4	9	WKSS 95.7	CHR	7	3	7	8	10	23/47	MMR	
3.0	2.7	2.4	11	WDRC 1360	A/C	12	16	10	10	7	18/61	MCGAVREN	
2.6	2.6	2.0	12	WWYZ 92.5	A/C	11	11	9	9	8	22/50	CBS SPOT	US-1
1.5	0.8	1.0	13	WPLR 99.1	AOR	13	7	12	13	14	33/32	CHRISTAL	

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WTIC-FM	1 WTIC-FM	1 WTIC-FM	1 WTIC-FM	1 WTIC	1 WTIC-FM	A/C	32.2
2 WHCN	2 WHCN	2 WHCN	2 WTIC	2 WTIC-FM	2 WTIC	AOR	10.4
3 WCCC-FM	3 WIOF	3 WTIC	3 WIOF	3 WRCH	3 WRCH	BBnd	4.5
4 WRCH	4 WTIC	4 WRCH	4 WRCH	4 WHCN	4 WIOF	BM/Easy	12.0
5 WDRC-FM	5 WDRC-FM	5 WCCC-FM	5 WHCN	5 WDRC-FM	5 WDRC-FM	CHR	19.2
6 WTIC	6 WCCC-FM	6 WDRC-FM	6 WDRC-FM	6 WIOF	6 WHCN	N/T	3.7
7 WKSS	7 WKSS	7 WIOF	7 WWYZ	7 WDRC	7 WWYZ		
8 WIOF	8 WWYZ	8 WKSS	8 WKSS	8 WCCC-FM	8 WDRC		
9 WPOP	9 WDRC	9 WPOP	9 WCCC-FM	9 WKSS	9 WCCC-FM		
10 WPLR	10 WRCH	10 WDRC	10 WDRC	10 WPOP	10 WKSS		

HOUSTON-GALVESTON #8

SPRING '84	SUMMER '84	FALL '84	WINTER '85	SPRING '85	METRO RANK	12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.1	10.2	9.4	9.5	9.3	1	1	KMJQ 102.1	B/U	4	2	1	1	2	10/111	CHRISTAL		10.3
10.7	8.9	9.2	8.5	8.1	2	2	KKBQ-FM 92.9	CHR	1	1	2	2	6	15/74	EASTMAN	ABC-F	9.1
6.4	7.5	7.6	7.8	6.8	3	3	KIKK-FM 95.7	CTRY	5	8	7	4	3	12/87	TORBET		8.4
8.4	6.8	7.4	7.8	6.6	4	4	KODA 99.1	B/EZ	9	15	10	10	4	11/98	BLAIR/RAR		4.6
3.2	4.5	6.3	5.8	6.3	5	5	KLTR 93.7	A/C	3	7	3	3	1	15/73	MMR	CBS-R	6.0
4.7	4.4	2.7	2.8	5.7	6	6	KRBE-FM 104.1	CHR	2	3	6	5	8	17/65	KATZ		5.9
3.5	4.6	4.5	4.3	5.1	7	7	KQUE 102.9	A/C	13	23	11	11	9	10/111	REPUBLIC	ABC-E	4.9
7.4	5.5	5.3	5.2	5.0	8	8	KSRR 96.5	AOR	7	4	4	6	11	16/68	HNWH	ABC-R	7.2
3.5	4.3	4.4	4.4	4.9	9	9	KTRH 740	NEWS	6	20	13	12	10	16/66	CBS SPOT	CBS	4.5
4.9	4.9	4.1	4.3	4.7	10	10	KILT-FM 100.3	CTRY	11	10	9	9	7	13/83	BLAIR		4.8
5.8	5.8	4.8	5.2	4.5	11	11	KLOL 101.1	AOR	8	6	5	7	12	17/64	CBS RADIO		5.4
3.8	4.1	4.8	5.6	4.1	12	12	KFMK 97.9	A/C	10	12	8	8	5	17/65	SELCOM		4.7
3.1	3.6	3.7	4.2	3.7	13	13	KPRC 950	N/T	12	17	20	13	14	14/79	EASTMAN	NBC	3.3
1.2	1.4	2.2	1.8	2.0	14	14	KLEF 94.5	CLAS	16	11	16	15	13	13/82	CMBS		1.8
2.6	1.5	2.6	1.9	1.8	15	15	KYOK 1590	B/U	14	5	15	17	26	17/64	MASLA		1.2
1.0	1.5	1.1	1.8	1.4	16	16	KLAT 1010	SPAN	22	21	17	16	19	10/113	CABALLERO		1.4
1.7	1.7	1.9	1.6	1.3	17	17	KILT 610	CTRY	17	22	22	22	18	18/60	BLAIR		1.1
1.4	1.3	0.8	0.7	1.3	17	17	KCOH 1430	B/U	18	16	21	24	20	14/77	ROSLIN	SHRDN	0.7
0.8	0.6	0.4	0.7	1.3	17	17	KRBE 1070	AOR	19	19	12	14	15	13/83	KATZ		1.2
2.2	1.6	1.0	0.9	1.0	20	20	KKBQ 790	B/U	15	9	19	21	24	27/40	EASTMAN	ABC-F	0.8
1.0	1.2	0.6	0.5	1.0	20	20	KNUZ 1230	GOLD	20	27	26	18	16	17/65	REPUBLIC	ABC-D	0.7
1.8	1.3	1.3	1.2	1.0	20	20	KXYZ 1320	SPAN	26	13	14	19	25	10/107	CABALLERO		1.4

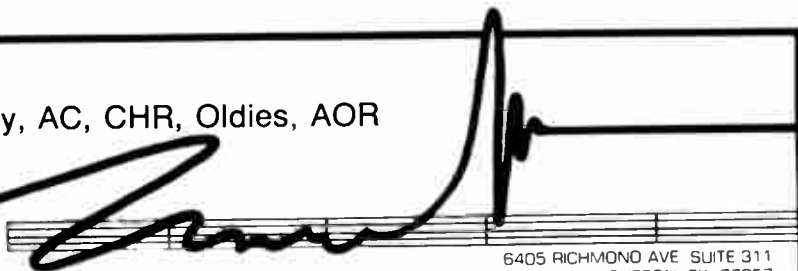
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INDIANAPOLIS #36

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
9.6	11.3	15.5	1	WFBC 94.7	AOR	2	2	1	1	2	9/116	KATZ	NBC-S
16.2	16.0	15.4	2	WIBC 107.0	A/C	1	6	5	2	1	11/101	BLAIR	
9.6	7.7	9.2	3	WXTZ 103.3	B/EZ	4	8	9	7	5	12/94	MMR	
15.1	11.1	8.3	4	WZPL 99.5	CHR	3	1	4	6	7	16/68	HNWH	
6.0	8.8	8.3	4	WTLC 105.7	B/U	8	4	2	3	6	9/128	MCGAVREN	SHRDN
6.6	8.9	8.2	6	WFMS 95.5	CTRY	7	7	7	4	3	10/106	TORBET	
6.7	7.8	6.1	7	WENS 97.1	A/C	5	5	3	5	4	16/66	CHRISTAL	
5.6	5.1	5.1	8	WIRE 143.0	CTRY	9	10	10	11	8	14/80	MMR	ABC-E
4.7	4.9	4.9	9	WNAP 93.1	CHR	6	3	6	8	10	20/54	BLAIR	
2.9	3.2	4.4	10	WMLF 131.0	BBND	11	15	17	13	12	9/119	MCGAVREN	MBS
--	1.3	2.6	11	WTPI 107.9	A/C	12	9	8	9	9	13/83	MMR	AP
2.6	2.6	2.1	12	WNDE 126.0	A/C	10	12	11	10	11	21/52	KATZ	ABC-I
1.6	1.2	1.3	13	WGRT 81.0	B/U	18	18	12	12	13	7/163	W&P	SHRDN

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WFBC	1 WFBC	1 WFBC	1 WFBC	1 WFBC	1 WIBC	A/C 26.2
2 WTLC	2 WZPL	2 WIBC	2 WZPL	2 WIBC	2 WXTZ	AOR 15.5
3 WIBC	3 WENS	3 WTLC	3 WIBC	3 WFMS	3 WFMS	BBnd 4.4
4 WENS	4 WTLC	4 WFMS	4 WTLC	4 WENS	4 WFBC	Bik/Urban 9.6
5 WZPL	5 WNAP	5 WENS	5 WENS	5 WTLC	5 WENS	BM/Easy 9.2
6 WFMS	6 WTPI	6 WZPL	6 WFMS	6 WXTZ	6 WTLC	CHR 13.2
7 WNAP	7 WIBC	7 WXTZ	7 WXTZ	7 WZPL	7 WZPL	Ctry 13.3
8 WIRE	8 WXTZ	8 WNDE	8 WTPI	8 WNDE	8 WTPI	
9 WNDE	9 WFMS	9 WNAP	9 WNAP	9 WIRE	9 WIRE	
10 WXTZ	10 WGRT	10 WIRE	10 WIRE	10 WNAP	10 WNAP	

KANSAS CITY #27

SPRING '84	FALL '84	WINTER '85	SPRING '85	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
7.7	11.4	10.5	10.7	1	WDAF 610	CTRY	2	6	11	4	1	11/96	KATZ	ABC-E
9.7	7.5	7.8	8.5	2	KMBR 99.7	B/EZ	5	19	9	6	2	11/99	TORBET	
8.4	6.7	8.9	7.1	3	KBEQ 104.3	CHR	1	1	3	5	9	19/58	REPUBLIC	ABC-C
8.0	7.7	5.2	6.8	4	KCMO 810	N/T	3	13	14	12	7	16/66	MMR	CBS
5.9	5.8	5.9	6.8	4	KYYS 102.1	AOR	4	3	1	1	6	14/75	KATZ	NBC-S
6.3	6.3	5.1	6.4	6	KUDL 98.1	A/C	6	7	2	2	3	14/80	CHRISTAL	AP
6.9	6.5	5.4	6.0	7	KLSI 93.3	A/C	8	11	4	3	4	13/80	SELCOM	ABC-D
6.8	6.1	6.3	5.4	8	KFKF-FM 94.1	CTRY	9	9	6	7	5	14/77	SELCOM	
4.7	4.7	4.5	4.7	9	KPRS 103.3	B/U	12	4	5	8	10	13/85	HNWH	NBN
2.2	3.8	3.8	4.6	10	KZZC 98.9	CHR	7	2	7	9	13	19/58	EASTMAN	
4.6	4.9	4.9	4.6	10	KMBZ 980	N/T	11	15	16	15	12	15/75	TORBET	ABC-I
3.7	4.1	3.3	3.8	12	KCMO-FM 94.9	CTRY	13	14	13	10	8	13/83	MMR	CBS
4.3	3.7	3.9	3.4	13	KJLA 1190	BBND	15	20	26	22	14	14/79	W&P	MBS
3.7	4.4	4.0	3.2	14	WHB 710	A/C	10	12	12	11	11	21/51	CHRISTAL	NBC
3.0	2.7	3.4	2.3	15	KKCI 106.5	AOR	14	5	8	13	15	20/54	CBS SPOT	CBS-R
1.5	1.3	1.5	1.8	16	KCFX 100.7	AOR	16	8	10	14	17	24/46	W&P	
1.8	0.9	2.3	1.7	17	KXTR 96.5	CLAS	17	22	22	17	16	18/60	CMBS	US-2
1.5	1.1	1.6	1.2	18	KCXL 1140	B/U	19	10	15	16	18	14/77	RA LAZAR	
--	1.0	1.0	1.0	19	KCCV 1510	REL	22	26	24	25	23	11/100		

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KYYS	1 KUDL	1 KYYS	1 KUDL	1 WDAF	1 WDAF	A/C ██████████ 15.6
2 KBEQ	2 KLSI	2 WDAF	2 KLSI	2 KYYS	2 KMBR	AOR ██████████ 10.9
3 KUDL	3 KBEQ	3 KFKF-FM	3 KMBR	3 KMBR	3 KUDL	BBnd ██████████ 3.3
4 KFKF-FM	4 KYYS	4 KUDL	4 KBEQ	4 KFKF-FM	4 KLSI	Bik/Urbn ██████████ 5.9
5 KPRS	5 KPRS	5 KLSI	5 WDAF	5 KUDL	5 KFKF-FM	BM/Easy ██████████ 8.5
6 KKCI	6 KZZC	6 KBEQ	6 KPRS	6 KLSI	6 KPRS	CHR ██████████ 11.7
7 KLSI	7 KFKF-FM	7 KCMO-FM	7 KYYS	7 KCMO	7 KBEQ	Clas ██████████ 1.7
8 KZZC	8 KMBR	8 KMBR	8 KFKF-FM	8 KCMO-FM	8 WHB	Ctry ██████████ 19.9
9 KCMO-FM	9 WHB	9 KPRS	9 KZZC	9 KBEQ	9 KZZC	N/T ██████████ 11.4
10 KCFX	10 WDAF	10 KCMO	10 WHB	10 KPRS	10 KCMO	Rel ██████████ 1.0

LOS ANGELES #2

SPRING '84	SUMMER '84	FALL '84	WINTER '85	SPRING '85	METRO RANK	12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
9.7	10.0	9.1	9.7	9.0	1	1	KIIS-FM 102.7	CHR	1	1	1	1	1	15/75	MCGAVREN	
7.6	7.9	5.9	5.8	6.3	2	2	KABC 790	TALK	2	23	19	8	3	13/84	KATZ	ABC-T
4.3	4.1	4.8	5.1	4.4	3	3	KBIG 104.3	B/EZ	7	24	17	10	4	13/84	TORBET	
4.3	4.4	5.5	5.7	4.1	4	4	KJOI 98.7	B/EZ	12	22	24	15	9	12/90	MMR	
2.7	3.4	4.4	3.8	3.8	5	5	KOST 103.5	A/C	6	11	4	2	2	15/71	CHRISTAL	
3.9	3.5	3.7	4.2	3.6	6	6	KLOS 95.5	AOR	8	5	2	3	13	16/69	KATZ	ABC-R
2.9	3.4	3.1	3.5	3.5	7	7	KMPC 710	BBND	10	35	38	30	21	15/74	SELCOM	
3.4	3.1	3.2	4.1	3.3	8	8	KMET 94.7	AOR	5	6	3	4	7	18/61	SELCOM	
3.0	2.9	3.7	3.4	3.2	9	9	KNX 1070	NEWS	4	33	32	27	15	20/55	CBS SPOT	CBS
2.9	2.9	3.3	3.0	3.2	9	9	KFWB 980	NEWS	3	32	31	24	14	22/50	BLAIR/RAR	NBC
2.1	2.8	2.5	2.9	3.1	11	11	KROQ 106.7	AOR	13	2	5	7	24	15/72	BLAIR	
2.9	3.0	2.4	2.5	2.7	12	12	KKHR 93.1	CHR	9	3	8	12	26	20/54	CBS-FM	
2.6	2.9	2.8	2.9	2.5	13	13	KRTH 101.1	GOLD	11	15	7	5	5	20/53	REPUBLIC	US -2
2.0	1.6	1.5	1.7	2.4	14	14	KRLA 1110	GOLD	15	12	12	9	8	17/65	MMR	
1.8	2.4	2.4	1.7	2.3	15	15	KMGG 105.9	A/C	17	14	6	6	10	16/67	HNWH	
2.0	1.7	1.5	2.5	2.1	16	16	KHTZ 97.1	A/C	16	29	9	11	6	18/61	MMR	
2.3	2.0	2.0	1.9	2.1	16	16	KJLH 102.3	B/U	20	8	10	13	20	15/74	RADIO STN	
2.2	2.0	2.0	1.9	2.1	16	16	KZLA 93.9	CTRY	18	30	26	16	12	16/69	EASTMAN	
1.8	3.2	2.4	1.7	2.0	19	19	KTNQ 1020	SPAN	25	25	14	19	16	12/93	CABALLERO	
1.3	1.3	1.7	1.3	1.9	20	20	KUTE 101.9	B/U	23	20	11	14	11	15/74	HNWH	
1.6	1.6	1.7	1.7	1.9	20	20	KDAY 1580	B/U	19	4	16	26	34	17/64	W&P	NBN
1.8	1.5	1.4	1.3	1.7	22	22	KWKW 1300	SPAN	34	21	22	17	18	10/109	LOTUS	

Continued on Page 130

PERSONNEL TRAINING



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LOS ANGELES METRO TOP FIVE : ADULTS 18-49 SPRING, 1984 - SPRING, 1985

ARB MONDAY-SUNDAY/AVERAGE ¼ HOUR ESTIMATES/6AM-12MID.

ADULTS 18-49 SPRING, 1984	ADULTS 18-49 SUMMER, 1984	ADULTS 18-49 FALL, 1984	ADULTS 18-49 WINTER, 1985	ADULTS 18-49 SPRING, 1985
KIIS/KPRZ 123,100	KIIS/KPRZ 114,500	KIIS AM/FM 108,100	KIIS AM/FM 113,700	KIIS AM/FM 116,000
KFIKOST 51,300	KFIKOST 58,800	KFIKOST 73,500	KFIKOST 69,400	KFIKOST 67,400
KLOS 47,700	KLVE/KTNQ 51,200	KLVE/KTNQ 49,500	KLOS 51,600	KHTZ/KRLA 60,300
KLVE/KTNQ 42,700	KLOS 43,100	KLOS 45,200	KHTZ/KRLA 49,700	KLOS 44,700
KMET 42,300	KRTH 39,500	KBIG 39,600	KMET 49,500	KMET 42,600

LOS ANGELES METRO TOP FIVE : ADULTS 25-54 SPRING, 1984 - SPRING, 1985

ARB MONDAY-SUNDAY/AVERAGE ¼ HOUR ESTIMATES/6AM-12MID.

ADULTS 25-54 SPRING, 1984	ADULTS 25-54 SUMMER, 1984	ADULTS 25-54 FALL, 1984	ADULTS 25-54 WINTER, 1985	ADULTS 25-54 SPRING, 1985
KIIS/KPRZ 85,400	KIIS/KPRZ 80,400	KIIS AM/FM 75,000	KIIS AM/FM 74,300	KIIS AM/FM 75,000
KABC 42,100	KFIKOST 49,700	KFIKOST 59,500	KFIKOST 55,900	KFIKOST 54,900
KFIKOST 40,800	KLVE/KTNQ 46,500	KLVE/KTNQ 46,900	KBIG 47,500	KHTZ/KRLA 53,200
KBIG 35,900	KABC 40,800	KBIG 40,600	KHTZ/KRLA 46,900	KZLA/KLAC 35,400
KRTH 32,300	KRTH 33,700	KJOI/XTRA 36,300	KLVE/KTNQ 36,500	KABC 35,100

ONE TO REMEMBER

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REPRESENTED NATIONALLY BY
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ANAHEIM-SANTA ANA #19

Continued from Page 95

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KLOS	1 KIIS-FM	1 KLOS	1 KIIS-FM	1 KLOS	1 KIIS-FM	A/C	11.8
2 KMET	2 KOST	2 KIIS-FM	2 KBIG	2 KIIS-FM	2 KBIG	AOR	12.9
3 KIIS-FM	3 KBIG	3 KMET	3 KOST	3 KMET	3 KOST	BBnd	4.3
4 KRTH	4 KROQ	4 KRTH	4 KRTH	4 KBIG	4 KABC	Bik/Urbn	1.4
5 KROQ	5 KMET	5 KROQ	5 KHTZ	5 KRTH	5 KHTZ	BM/Easy	13.7
6 KKHR	6 KKHR	6 KOST	6 KROQ	6 KOST	6 KRTH	CHR	15.8
7 KOST	7 KLOS	7 KKHR	7 KMET	7 KABC	7 KMET	Clas	1.6
8 KUTE	8 KRTH	8 KABC	8 KABC	8 KZLA	8 KRTH	Ctry	5.8
9 KMGG	9 KHTZ	9 KBIG	9 KKHR	9 KNX	9 KWIZ	Gold	3.3
10 KTNQ	10 KEZY-FM	10 KZLA	10 KLOS	10 KUTE	10 KWIZ-FM	Jazz	1.0
						N/T	11.4
						Span	1.2

CHICAGO #3

Continued from Page 104

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WLUP	1 WBMX	1 WLUP	1 WGCI-FM	1 WGN	1 WGN	A/C	11.3
2 WXRT	2 WGCI-FM	2 WGCI-FM	2 WBMX	2 WJMK	2 WGCI-FM	AOR	8.6
3 WBMX	3 WKQX	3 WXRT	3 WKQX	3 WGCI-FM	3 WLOO	BBnd	5.2
4 WGCI-FM	4 WBBM-FM	4 WJMK	4 WCLR	4 WLOO	4 WBMX	Bik/Urbn	13.3
5 WFYR	5 WFYR	5 WBMX	5 WLAK	5 WXRT	5 WCLR	BM/Easy	6.5
6 WKQX	6 WCLR	6 WGN	6 WFYR	6 WLUP	6 WKQX	CHR	13.5
7 WCKG	7 WJMK	7 WLS	7 WJMK	7 WMAQ	7 WLAK	Clas	1.3
8 WJMK	8 WXRT	8 WFYR	8 WLOO	8 WBMX	8 WJMK	Ctry	5.8
9 WLS	9 WLAK	9 WLOO	9 WGN	9 WLAK	9 WFYR	Gold	3.2
10 WLS-FM	10 WLUP	10 WKQX	10 WBBM-FM	10 WKQX	10 WXRT	N/T	17.2
						Span	1.8

HOUSTON-GALVESTON #8

Continued from Page 117

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KLOL-FM	1 KKBQ-FM	1 KMJQ-FM	1 KMJQ-FM	1 KIKK-FM	1 KMJQ-FM	A/C	16.8
2 KSRR-FM	2 KLTR-FM	2 KLOL-FM	2 KLTR-FM	2 KLTR-FM	2 KLTR-FM	AOR	9.5
3 KMJQ-FM	3 KMJQ-FM	3 KSRR-FM	3 KKBQ-FM	3 KMJQ-FM	3 KIKK-FM	Bik/Urbn	13.4
4 KKBQ-FM	4 KRBE-FM	4 KKBQ-FM	4 KIKK-FM	4 KFMK-FM	4 KODA-FM	BM/Easy	6.6
5 KLTR-FM	5 KIKK-FM	5 KIKK-FM	5 KRBE-FM	5 KTRH	5 KRBE-FM	CHR	13.8
6 KRBE-FM	6 KFMK-FM	6 KLTR-FM	6 KFMK-FM	6 KKBQ-FM	6 KKBQ-FM	Clas	2.0
7 KIKK-FM	7 KSRR-FM	7 KFMK-FM	7 KODA-FM	7 KODA-FM	7 KILT-FM	Ctry	12.8
8 KFMK-FM	8 KLOL-FM	8 KRBE-FM	8 KILT-FM	8 KSRR-FM	8 KFMK-FM	Gold	1.0
9 KILT-FM	9 KODA-FM	9 KTRH	9 KSRR-FM	9 KLOL-FM	9 KQUE-FM	N/T	8.6
10 KRBE	10 KILT-FM	10 KILT-FM	10 KQUE-FM	10 KQUE-FM	10 KTRH	Span	2.4

LOUISVILLE #43

SPRING '84	FALL '84	WINTER '85	SPRING '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
10.4	11.4	11.1	14.0	1	WAMZ 97.5	CTRY	3	7	3	1	1	9/115	CHRISTAL	
10.3	10.7	15.1	12.4	2	WHAS 840	A/C	1	11	6	4	2	14/76	CHRISTAL	ABC-I
6.8	10.4	9.8	11.9	3	WLRS 102.3	CHR	2	1	2	3	3	14/76	SELCOM	ABC-R
10.5	10.3	11.2	8.6	4	WQMF 95.7	AOR	4	2	1	2	6	14/80	TORBET	NBC-S
10.8	8.3	6.2	8.4	5	WLOU 1350	B/U	9	3	4	5	5	8/131	HNWH	NBN
9.0	7.8	9.1	5.6	6	WVEZ 106.9	B/EZ	8	12	12	9	9	14/77	KATZ	
4.9	7.0	5.8	5.5	7	WAVG 970	A/C	7	8	13	12	12	15/72	SELCOM	US-2
5.8	3.5	3.9	5.0	8	WRKA 103.1	A/C	6	5	5	6	4	21/52	BLAIR	ABC-D
5.8	5.0	5.4	4.5	9	WCII 1080	CTRY	11	10	9	10	8	13/83	EASTMAN	CBS
5.7	5.1	3.5	4.3	10	WJYL 101.7	B/U	12	4	8	8	10	14/80	HNWH	
5.8	5.7	4.7	4.1	11	WKJJ 99.7	A/C	5	6	7	7	7	25/43	EASTMAN	CBS
3.6	2.7	2.6	2.9	12	WAKY 790	GOLD	10	9	10	11	11	23/48	KATZ	MBS
2.3	2.2	1.9	2.0	13	WXVW 1450	B/EZ	13	14	17	16	16	14/76	KATZ	MBS
0.6	0.9	1.2	1.9	14	WTMT 620	CTRY	16	17	15	15	13	7/158	MASLA	
0.7	1.4	1.7	1.3	15	WXLN 103.9	REL	14	13	11	13	14	13/85		ABC-C
0.4	0.5	0.5	1.0	16	WDGS 1290	REL	17	15	14	14	15	15/64		

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WQMF	1 WLRS	1 WQMF	1 WAMZ	1 WAMZ	1 WAMZ	A/C 29.5
2 WLOU	2 WAMZ	2 WAMZ	2 WLRS	2 WHAS	2 WHAS	AOR 11.2
3 WLRS	3 WLOU	3 WLOU	3 WHAS	3 WQMF	3 WLRS	Bik/Urban 9.7
4 WAMZ	4 WKJJ	4 WHAS	4 WLOU	4 WRKA	4 WLOU	BM/Easy 11.0
5 WHAS	5 WRKA	5 WLRS	5 WRKA	5 WLRS	5 WRKA	CHR 9.8
6 WRKA	6 WHAS	6 WRKA	6 WKJJ	6 WLOU	6 WKJJ	Ctry 17.7
7 WKJJ	7 WQMF	7 WJYL	7 WJYL	7 WAKY	7 WAVG	Gold 2.6
8 WJYL	8 WJYL	8 WAKY	8 WQMF	8 WJYL	8 WVEZ	Rel 1.7
9 WCII	9 WCII	9 WKJJ	9 WVEZ	9 WCII	9 WCII	
10 WAKY	10 WAVG	10 WCII	10 WCII	10 WVEZ	10 WJYL	

MEMPHIS #47

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
8.1	11.7	12.9	1	WHRK 97.1	B/U	1	1	2	2	4	13/84	KATZ	US-1
10.7	10.1	11.8	2	WMC -FM 99.7	CHR	2	2	1	1	3	14/77	BLAIR	ABC-C
9.2	7.8	9.2	3	WMC 790	CTRY	8	10	9	7	1	11/102	BLAIR	ABC-I
6.2	8.8	7.8	4	WRVR-FM 104.5	A/C	5	6	5	3	2	15/71	CHRISTAL	
6.7	6.3	7.6	5	WGKX 105.9	CTRY	9	7	7	5	5	11/102	EASTMAN	
6.9	7.3	7.4	6	KRNB 101.1	B/U	4	3	3	4	8	17/64	SELCOM	
8.4	7.1	7.0	7	WDIA 1070	B/U	3	5	6	8	7	20/54	KATZ	AP
7.4	6.1	6.9	8	WLOK 1340	B/U	7	8	8	9	6	14/76	MASLA	SHRDN
10.0	7.2	6.7	9	WZXR 102.7	CHR	6	4	4	6	9	16/69	MCGAVREN	NBC-S
--	--	6.2	10	WEZI 94.3	B/EZ	11	12	10	10	10	11/103	CHRISTAL	
4.3	4.3	3.8	11	WREC 600	BBND	10	14	16	15	12	17/62	MCGAVREN	CBS
3.1	3.6	2.9	12	WHBQ 560	N/T	12	11	12	12	11	21/52	REPUBLIC	US-2
4.0	2.8	1.5	13	WRVR 680	A/C	13	9	11	11	14	31/35	CHRISTAL	
3.1	2.2	1.5	13	KWAM 990	REL	14	16	14	13	13	20/54		
--	--	1.3	15	WXSS 1030	A/C	15	13	13	14	15	17/62	J. BOLTON	

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WMC-FM	1 WMC-FM	1 WMC-FM	1 WMC-FM	1 WMC	1 WRVR-FM	A/C 10.6
2 WZXR	2 WHRK	2 WHRK	2 WHRK	2 WMC-FM	2 WGKX	BBnd 3.8
3 WHRK	3 WRVR-FM	3 WZXR	3 WRVR-FM	3 WHRK	3 WLOK	Blk/Urbn 34.2
4 KRNB	4 KRNB	4 WRVR-FM	4 WGKX	4 WRVR-FM	4 WMC	BM/Easy 6.2
5 WRVR-FM	5 WGKX	5 KRNB	5 WLOK	5 WZXR	5 WDIA	CHR 18.5
6 WDIA	6 WLOK	6 WMC	6 WDIA	6 WDIA	6 WMC-FM	Ctry 16.8
7 WGKX	7 WDIA	7 WDIA	7 KRNB	7 WGKX-FM	7 WHRK	N/T 2.9
8 WLOK	8 WZXR	8 WGKX	8 WMC	8 WLOK	8 KRNB	Rel 1.5
9 WMC	9 WEZI	9 WLOK	9 WEZI	9 KRNB	9 WEZI	
10 WHBQ	10 WMC	10 WHBQ	10 WZXR	10 WREC	10 WXSS	

MIAMI-FT. LAUDERDALE-HOLLYWOOD #11

SPRING '84	FALL '84	WINTER '85	SPRING '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
7.6	7.8	9.4	8.1	1	WLYF 101.5	B/EZ	3	19	13	11	4	10/107	BLAIR	
8.4	9.4	6.6	7.3	2	WHYI 100.7	CHR	1	1	2	2	2	15/70	MCGAVREN	ABC-C
3.0	3.8	4.8	6.3	3	WSHE 103.5	AOR	4	5	1	1	1	10/106	EASTMAN	ABC-R
7.2	4.8	5.7	5.7	4	WQBA 1140	SPAN	13	20	20	12	5	7/149	EASTMAN	
7.5	6.7	5.0	5.2	5	WINZ-FM 94.9	CHR	2	2	4	3	6	19/58	KATZ	
3.1	5.6	4.4	4.0	6	WJQY 106.7	A/C	10	17	12	5	3	12/90	MASLA	
--	--	4.5	3.9	7	WHQT 105.1	B/U	6	3	3	4	10	14/76	MMR	
3.8	3.2	3.0	3.5	8	WINZ 940	N/T	8	21	23	21	19	15/70	KATZ	CBS
3.4	4.9	2.7	3.5	8	WEDR 99.1	B/U	14	4	5	6	9	12/93	HNWH	NBN
3.0	4.0	3.9	3.4	10	WIOD 610	N/T	9	18	17	15	14	15/70	CHRISTAL	ABC-I
3.0	3.7	3.3	3.3	11	WNWS 790	TALK	11	22	18	20	20	14/75	CBS SPOT	
2.7	2.5	3.1	3.2	12	WLVE 93.9	A/C	7	15	6	7	7	17/64	TORBET	MBS
2.8	2.5	3.7	3.1	13	WKQS 99.9	CTRY	16	12	9	10	13	11/94	HNWH	US-2
3.1	2.9	2.5	3.1	13	WRHC 1550	SPAN	22	28	24	23	22	7/152	HNWH	
1.9	3.1	3.2	2.8	15	WOCN 1450	SPAN	21	23	29	24	16	9/127	LOTUS	
3.7	3.5	4.4	2.7	16	WAXY 105.9	A/C	5	10	7	8	8	22/50	REPUBLIC	US-1
1.5	1.2	1.3	2.7	16	WCMQ 1210	SPAN	24	13	21	14	12	6/171	MMR	
3.7	3.2	2.6	2.6	18	WAIA 97.3	A/C	12	9	8	9	11	18/60	CHRISTAL	
2.2	2.2	2.8	2.6	18	WTMI 93.1	CLAS	17	32	14	18	21	13/86	CMBS	
2.7	2.1	2.3	2.3	20	WQBA-FM 107.5	SPAN	18	11	11	13	17	14/77	EASTMAN	
2.7	3.7	2.9	2.0	21	WCMQ-FM 92.1	SPAN	20	8	16	16	15	12/88	MMR	
1.3	1.2	1.4	1.8	22	WGBS 710	N/T	15	29	25	28	28	20/55	BLAIR	ABC-E
0.8	1.1	0.8	1.6	23	WMBM 1490	REL	26	25	19	19	18	9/117	MASLA	NBN
2.3	1.5	1.2	1.4	24	WLQY 1320	BBND	28	31	32	30	30	10/108	HNWH	ABC-D
1.7	1.8	1.4	1.3	25	WMXJ 102.7	CHR	19	6	10	17	26	20/55	SELCOM	ABC-C
1.9	1.4	1.3	1.2	26	WKAT 1360	BBND	23	26	33	29	29	16/67	P/W	MBS
2.0	0.9	1.6	1.0	27	WFTL 1400	A/C	29	33	35	35	35	13/83	ROSLIN	AP
1.4	1.6	0.8	1.0	27	WSUA 1260	SPAN	25	16	26	25	23	17/65	CABALLERO	

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MILWAUKEE-RACINE #25

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
14.7	12.0	12.3	1	WTMJ 620	A/C	1	8	9	5	1	13/82	CHRISTAL	NBC	8.0
8.1	9.2	8.7	2	WEZW 103.7	B/EZ	3	16	10	6	2	11/99	MCGAVREN		6.6
7.2	8.6	8.2	3	WQFM 93.3	AOR	4	1	1	1	7	11/99	SELCOM		13.9
7.0	5.7	7.4	4	WKTI 94.5	CHR	2	3	2	2	3	18/62	CHRISTAL	ABC-C	8.8
6.1	6.8	6.7	5	WOKY 920	BBND	7	24	12	15	12	11/98	EASTMAN	CBS	4.9
5.5	5.3	5.6	6	WLUM 102.1	B/U	6	2	3	4	8	14/79	MASLA	CBS-R	6.8
5.1	5.1	4.6	7	WMYX 99.1	A/C	9	10	4	3	4	15/70	BLAIR		4.2
4.8	5.9	4.1	8	WMIL 106.1	CTRY	8	12	8	9	9	17/62	EASTMAN		4.4
3.1	2.4	4.0	9	WZUU-FM 95.7	CHR	5	4	5	10	13	21/51	EASTMAN	US-1	4.4
2.9	2.8	3.6	10	WEMP 1250	GOLD	13	18	7	8	5	15/75	BLAIR	ABC-E	2.3
2.7	3.2	3.6	10	WMGF 96.5	A/C	11	9	6	7	6	17/65	MCGAVREN		3.5
4.9	3.8	3.5	12	WISN 1130	A/C	10	17	14	12	11	20/55	KATZ	ABC-I	3.2
4.6	3.6	3.2	13	WBCS-FM 102.9	CTRY	12	11	15	11	10	18/60	TORBET	ABC-D	4.3
3.1	2.5	2.0	14	WNOV 860	B/U	17	6	13	14	16	13/85	W&P	NBN	2.1
1.4	1.1	1.9	15	WLTQ 97.3	A/C	15	7	11	13	14	20/55	KATZ		1.4
1.8	2.6	1.6	16	WFMR 98.3	CLAS	18	27	21	16	15	14/77	CMBS		3.5
1.0	1.6	1.4	17	WRKR 100.7	CHR	14	5	16	19	22	35/31	ROSLIN	ABC-C	1.7
1.8	0.5	1.1	18	WZUU 1290	CHR	16	14	18	17	17	29/37	EASTMAN	US-1	.4
.4	--	1.0	19	WTKM-AM & FM 1540 104.9	MISC	26	25	25	27	29	11/47			.5

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 WQFM	1 WKTI	1 WQFM	1 WKTI	1 WTMJ	1 WEZW	A/C	25.9
2 WKTI	2 WMYX	2 WKTI	2 WMYX	2 WQFM	2 WTMJ	AOR	8.2
3 WLUM	3 WLUM	3 WTMJ	3 WEZW	3 WEMP	3 WKTI	BBnd	6.7
4 WMYX	4 WMGF	4 WEMP	4 WMGF	4 WKTI	4 WMGF	Blk/Urbn	7.6
5 WZUU-FM	5 WQFM	5 WLUM	5 WLUM	5 WEZW	5 WMYX	BM/Easy	8.7
6 WEMP	6 WZUU-FM	6 WMYX	6 WTMJ	6 WMYX	6 WLUM	CHR	13.9
7 WMIL	7 WEMP	7 WMIL	7 WMIL	7 WMIL	7 WMIL	Clas	1.6
8 WTMJ	8 WEZW	8 WEZW	8 WQFM	8 WLUM	8 WBCS-FM	Ctry	7.3
9 WMGF	9 WTMJ	9 WZUU-FM	9 WZUU-FM	9 WMGF	9 WISN	Gold	3.6
10 WLTQ	10 WMIL	10 WMGF	10 WBCS-FM	10 WBCS-FM	10 WEMP	Misc	1.0

MINNEAPOLIS-ST. PAUL #18

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
19.1	21.4	22.5	1	WCCO 830	A/C	1	4	6	2	1	10/104	CBS SPOT	CBS	21.0
11.3	9.9	9.9	2	KSTP-FM 94.5	A/C	3	5	2	1	2	13/81	CHRISTAL		10.6
11.3	8.5	9.4	3	WLOL 99.5	CHR	2	1	1	3	3	15/70	HNWH		9.4
6.2	6.5	7.1	4	KQRS-AM & FM 1440 92.5	AOR	5	2	3	4	10	14/76	TORBET	ABC-R	9.1
5.2	5.2	7.0	5	KDWB-FM 101.3	CHR	4	2	4	5	9	18/62	MCGAVREN		10.4
7.0	7.4	7.0	5	WAYL 93.7	B/EZ	6	12	12	9	4	11/97	REPUBLIC		3.7
5.9	6.4	5.2	7	KEYE 102.1	CTRY	7	8	7	7	5	14/77	KATZ		6.7
2.4	3.2	4.2	8	KTCZ 97.1	AOR	10	11	5	6	6	13/82	SELCOM		3.8
3.8	3.7	3.7	9	WLTE 102.9	A/C	8	6	8	8	7	17/62	CBS SPOT	CBS-R	2.6
3.7	4.1	3.3	10	WDGY 1130	CTRY	9	10	10	10	8	18/60	KATZ	NBC	2.3
3.5	3.7	2.7	11	KSTP 1500	TALK	11	13	13	13	11	19/57	CHRISTAL	ABC-I	2.6
2.7	2.2	2.3	12	KJJO 104.1	GOLD	12	7	9	11	13	16/67	EASTMAN	ABC-E	2.5
0.8	0.8	2.1	13	KMGW 107.9	A/C	13	15	11	12	12	17/63	BLAIR		2.1
1.7	1.3	1.6	14	KLBB 1400	BBND	15	14	19	16	15	12/92		ABC-D	.6

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KQRS-FM	1 KSTP-FM	1 WCCO	1 KSTP-FM	1 WCCO	1 KSTP-FM	A/C 38.2
2 WLOL	2 WLOL	2 KSTP-FM	2 WLOL	2 KSTP-FM	2 WCCO	AOR 11.3
3 KTCZ	3 KDWB-FM	3 WLOL	3 WCCO	3 KTCZ	3 WAYL	BBnd 1.6
4 KSTP-FM	4 KQRS-FM	4 KQRS-FM	4 KDWB-FM	4 KEYE	4 WLOL	BM/Easy 7.0
5 KDWB-FM	5 WLTE	5 KTCZ	5 KEYE	5 WLOL	5 KEYE	CHR 16.4
6 WCCO	6 KEYE	6 KDWB-FM	6 WAYL	6 WLTE	6 WLTE	Ctry 8.5
7 KJJO	7 KTCZ	7 KEYE	7 WLTE	7 WAYL	7 KDWB-FM	Gold 2.3
8 KEYE	8 WCCO	8 WLTE	8 KQRS-FM	8 WDGY	8 KMGW	N/T 2.7
9 WLTE	9 KMGW	9 KJJO	9 KTCZ	9 KSTP	9 WDGY	
10 KSTP	10 WDGY	10 WDGY	10 KMGW	10 KQRS-FM	10 KTCZ	

NASHVILLE #47

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
8.5	8.3	12.4	1	WLAC-FM 105.9	A/C	1	7	2	1	1	12/93	BLAIR	
8.8	11.5	11.1	2	WSM -FM 95.5	CTRY	2	8	3	2	2	10/106	CHRISTAL	
9.5	10.2	9.6	3	WKDF 103.3	AOR	3	2	1	3	3	11/98	KATZ	ABC-E
8.9	10.2	8.1	4	WZEZ 92.9	B/EZ	10	16	10	6	4	9/117	TORBET	
7.2	6.3	7.4	5	WSIX-FM 97.9	CTRY	7	9	9	5	5	12/92	EASTMAN	
7.3	8.1	7.4	5	WQQK 92.1	B/U	8	3	4	4	9	10/104	SELCOM	
6.1	7.2	6.2	7	WSM 650	CTRY	4	10	11	11	8	16/68	CHRISTAL	NBC
6.1	5.6	5.6	8	WZKS 96.3	CHR	5	1	7	8	10	17/63	HNWH	
6.7	3.1	5.0	9	WVOL 1470	GOLD	11	6	8	10	7	11/98	SELCOM	NBN
2.6	2.7	4.8	10	WYHY 107.5	CHR	6	5	5	7	6	20/54	MCGAVREN	
7.1	4.1	4.2	11	WWKX 104.5	CHR	9	4	6	9	11	18/59	W&P	US-1
3.3	3.3	3.4	12	WLAC 1510	TALK	12	14	13	12	12	15/73	BLAIR	CBS
1.6	1.9	1.4	13	WSIX 980	CTRY	13	12	16	16	14	19/56	EASTMAN	MBS
3.4	1.4	1.3	14	WAMB 1160	BBND	16	19	20	19	18	18/60	ROSLIN	MBS
.4	1.6	1.3	14	WDBL-AM & FM 1590 94.3	CTRY	17	20	15	16	22	12/43		US-1
0.7	2.8	1.1	16	WKDA 1240	GOLD	15	18	12	13	13	22/49	KATZ	ABC-I
1.4	0.8	1.1	16	WMDB 880	B/U	18	11	17	15	16	13/82		

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WKDF	1 WLAC-FM	1 WKDF	1 WLAC-FM	1 WKDF	1 WLAC-FM	A/C	12.4
2 WQQK	2 WSM-FM	2 WLAC-FM	2 WSM-FM	2 WLAC-FM	2 WSM-FM	AOR	9.6
3 WLAC-FM	3 WQQK	3 WSM-FM	3 WZEZ	3 WSM-FM	3 WZEZ	BBnd	1.3
4 WSM-FM	4 WKDF	4 WQQK	4 WQQK	4 WSM	4 WSIX-FM	Blk/Urbn	8.5
5 WWKX	5 WZKS	5 WYHY	5 WKDF	5 WYHY	5 WVOL	BM/Easy	8.1
6 WYHY	6 WYHY	6 WWKX	6 WSIX-FM	6 WSIX-FM	6 WKDF	CHR	14.6
7 WZKS	7 WSIX-FM	7 WSIX-FM	7 WZKS	7 WZEZ	7 WZKS	Ctry	27.4
8 WVOL	8 WVOL	8 WSM	8 WVOL	8 WQQK	8 WQQK	Gold	6.1
9 WSIX-FM	9 WWKX	9 WZKS	9 WYHY	9 WVOL	9 WYHY	N/T	3.4
10 WSM	10 WZEZ	10 WVOL	10 WWKX	10 WZKS	10 WSM		

NASSAU-SUFFOLK #12

SPRING '84	FALL '84	SPRING '85	METRO RANK 12-ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
7.5	8.3	7.2	1	WHTZ 100.3	CHR	1	1	3	1	2	15/74	EASTMAN	
7.4	3.9	5.7	2	WBLI 106.1	CHR	6	4	4	2	1	12/91	MASLA	
3.2	3.9	5.2	3	WBAB 102.3	AOR	3	2	1	4	11	15/72		
3.9	4.3	4.7	4	WNBC 660	A/C	5	15	5	3	4	15/74	HNWH	NBC
3.0	5.0	4.6	5	WOR 710	TALK	12	21	27	25	18	10/110	REPUBLIC	ABC-E
4.3	3.4	4.5	6	WPLJ 95.5	CHR	2	3	6	7	10	18/61	BLAIR	ABC-R
4.4	2.2	4.3	7	WRFM 105.1	B/EZ	16	22	18	13	8	9/116	TORBET	
3.0	4.0	3.9	8	WNEW-FM 102.7	AOR	9	8	2	6	7	13/81	KATZ	NBC-S
2.2	3.8	3.9	8	WCBS-FM 101.1	GOLD	11	32	9	5	3	13/81	CBS SPOT	CBS-R
5.0	4.9	3.8	10	WALK-FM 97.5	A/C	10	10	12	8	6	15/73	W&P	
4.2	4.1	3.8	10	WCBS 880	NEWS	4	19	20	19	13	18/59	CBS SPOT	CBS
3.7	3.4	3.7	12	WHLI 1100	BBND	20	41	22	18	14	8/128	W&P	
2.0	3.2	3.5	13	WLTW 106.7	A/C	14	27	7	9	5	12/90	MMR	
2.9	2.2	2.9	14	WHN 1050	CTRY	13	17	15	9	10	15/73	MCGAVREN	MBS
3.5	3.0	2.7	15	WINS 1010	NEWS	7	38	24	20	20	22/48	BLAIR/RAR	ABC-D
1.3	2.1	2.4	16	WGSM 740	A/C	28	42	36	23	16	8/136	ROSLIN	
2.7	2.1	2.1	17	WYNY 97.1	A/C	17	13	10	11	12	17/63	HNWH	
2.1	1.7	2.1	17	WPAT-FM 93.1	B/EZ	22	29	28	33	30	12/88	CHRISTAL	
3.0	2.2	1.9	19	WAPP 103.5	CHR	8	6	11	12	23	30/36	MCGAVREN	
2.4	1.9	1.9	19	WRKS 98.7	B/U	19	5	13	17	27	17/64	REPUBLIC	US-1
1.7	1.5	1.8	21	WLIR 92.7	AOR	18	7	8	14	25	19/57	MASLA	
2.7	2.9	1.7	22	WCTO 94.3	B/EZ	23	37	34	32	29	14/76	ROSLIN	
1.3	2.1	1.5	23	WABC 770	TALK	15	20	23	22	17	27/40	BLAIR	ABC-I
1.5	1.4	1.3	24	WBSL 107.5	B/U	27	12	14	15	15	15/70	MCGAVREN	ABC-F
1.2	1.5	1.2	25	WEZN 99.9	B/EZ	33	31	39	26	22	10/106	KATZ	
0.6	1.1	1.2	25	WMCA 570	TALK	30	36	32	28	24	15/73	ROSLIN	AP

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LOS ANGELES #2

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SPRING '84	SUMMER '84	FALL '84	WINTER '85	SPRING '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
1.4	1.8	1.6	2.0	1.6	23	KFI 640	A/C	22	19	21	20	17	19/58	CHRISTAL	ABC-E
1.3	1.3	1.2	1.3	1.6	23	KACE 103.9	B/U	24	9	13	18	27	18/61	MASLA	AP
2.6	2.4	1.7	2.2	1.5	25	KIQQ 100.3	CHR	14	7	15	21	30	29/38	MASLA	
2.0	1.9	1.5	1.4	1.5	25	KLAC 570	CTRY	21	36	30	28	22	20/54	EASTMAN	ABC-D
--	--	0.4	0.6	1.5	25	KSKQ 1540	SPAN	35	18	18	23	23	10/104	CABALLERO	
1.5	1.6	1.4	1.2	1.4	28	KNOB 97.9	B/EZ	32	37	41	33	25	13/83	MASLA	
1.7	1.2	2.0	2.1	1.3	29	KLVE 107.5	SPAN	26	16	20	22	19	17/65	CABALLERO	
1.8	1.7	1.4	1.3	1.1	30	KALI 1430	SPAN	33	28	23	25	28	16/70	MASLA	
1.3	1.0	1.2	1.4	1.1	30	KKGO 105.1	JAZZ	29	46	28	29	29	19/58	BLAIR/RAR	AP
0.9	1.0	1.0	1.1	1.0	32	KFAC-FM 92.3	CLAS	27	41	40	35	31	23/47	MCGAVREN	

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH																							
1 KIIS-FM	1 KIIS-FM	1 KIIS-FM	1 KIIS-FM	1 KIIS-FM	1 KIIS-FM	A/C	9.8	AOR	10.0	BBnd	3.5	Bik/Urban	3.7	BM/Easy	9.9	CHR	13.2	Clas	1.0	Ctry	3.6	Gold	4.9	Jazz	1.1	N/T	12.7	Span	5.9
2 KLOS	2 KOST	2 KLOS	2 KOST	2 KMET	2 KOST			3 KMET	3 KBIG	3 KRTH	3 KBIG	4 KABC	4 KABC	5 KLOS	5 KHTZ	6 KJOI	6 KJOI	7 KRLA	7 KRLA	8 KRTH	8 KRTH	9 KRLA	9 KRLA	10 KNX	10 KMGG	10 KMGG			

NASSAU-SUFFOLK #12

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SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
0.7	0.9	1.1	27	WGBB 1240	A/C	24	16	29	21	21	19/58	ROSLIN	
1.3	0.9	1.1	27	WQXR-AM & FM 1560 96.3	CLAS	31	34	31	36	32	15/74	MCGAVREN	
1.1	2.4	1.1	27	WKJY 98.3	B/EZ	29	23	35	30	26	17/64	W&P	
2.3	1.7	1.0	30	WPIX 101.9	A/C	21	18	16	16	19	29/37	CHRISTAL	
0.6	1.4	1.0	30	WRCN 103.9	AOR	26	9	19	29	28	20/55		

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH																										
1 WNEW-FM	1 WHTZ	1 WBAB	1 WHTZ	1 WCBS-FM	1 WBLI	A/C	18.6	2 WBAB	2 WBLI	2 WNEW-FM	2 WHTZ	2 WHTZ	3.7	3 WNBC	3 WNBC	3 WLTW	3 WLTW	4 WNBC	4 WNBC	4 WNBC	5 WALK-FM	5 WALK-FM	6 WRFM	6 WRFM	7 WPLJ	7 WPLJ	8 WHN	8 WHN	9 WCBS-FM	9 WCBS-FM	10 WBAB	10 WBAB
2 WBLI	2 WBLI	2 WCBS-FM	2 WBLI	2 WNEW-FM	2 WNEW-FM			3 WNBC	3 WNBC	3 WNBC	4 WHTZ	4 WHTZ	5 WBLI	5 WBLI	6 WLTW	6 WLTW	7 WBAB	7 WBAB	8 WHN	8 WHN	9 WPLJ	9 WPLJ	10 WRFM	10 WRFM								

NEW ORLEANS #31

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ ADK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
14.9	16.7	16.8	1	WYLD-FM 98.5	B/U	3	2	1	1	1	8/144	HNWH	
11.7	10.9	12.4	2	WEZB 97.1	CHR	1	1	2	2	2	14/78	BLAIR	US-1
6.4	6.8	8.0	3	WQUE-FM 93.3	CHR	2	3	3	3	3	17/63	EASTMAN	
7.3	5.7	6.1	4	WRNO 99.5	CHR	4	5	4	4	6	15/74	MMR	ABC-F
7.0	7.0	5.9	5	WBYU 95.7	B/EZ	6	11	13	11	9	13/85	CHRISTAL	
5.3	5.6	5.7	6	WBOK 1230	REL	11	6	8	8	7	10/108		SHRDN
4.9	5.9	5.6	7	WWL 870	N/T	5	13	10	10	11	15/70	KATZ	CBS
5.8	6.8	4.9	8	WLTS 105.3	A/C	7	9	5	5	5	15/73	SELCOM	CBS-R
5.9	5.3	4.5	9	WAJY 101.9	A/C	8	14	7	6	4	15/73	KATZ	
5.3	6.3	4.2	10	WNOE-FM 101.1	CTRY	9	8	11	9	8	15/73	MCGAVREN	ABC-E
3.5	3.2	4.0	11	WSMB 1350	TALK	14	16	18	16	16	10/112	ROSLIN	ABC-I
3.4	3.3	3.6	12	WTIX 690	A/C	10	7	6	7	10	17/64	CHRISTAL	NBC
3.4	2.7	3.2	13	WNOE 1060	CTRY	13	12	15	15	12	14/80	MCGAVREN	ABC-E
2.6	1.6	3.0	14	WYLD 940	B/U	12	4	9	12	15	17/64	HNWH	
1.6	1.5	1.3	15	WWIW 1450	BBND	15	18	19	19	17	19/58	P/W	ABC-D
--	--	1.3	15	WYAT 990	GOLD	17	19	14	13	14	12/91	SELCOM	CBS-R
0.8	0.4	1.2	17	WSHO 800	REL	18	15	12	14	13	10/111		AP

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WYLD-FM	1 WYLD-FM	1 WYLD-FM	1 WYLD-FM	1 WYLD-FM	1 WEZB	A/C
2 WRNO	2 WEZB	2 WQUE-FM	2 WEZB	2 WQUE-FM	2 WYLD-FM	BBnd
3 WEZB	3 WQUE-FM	3 WRNO	3 WQUE-FM	3 WRNO	3 WAJY	Bik/Urban
4 WQUE-FM	4 WLTS	4 WEZB	4 WLTS	4 WEZB	4 WBOK	BM/Easy
5 WLTS	5 WRNO	5 WLTS	5 WAJY	5 WWL	5 WQUE-FM	CHR
6 WWL	6 WBOK	6 WTIX	6 WBOK	6 WNOE-FM	6 WLTS	Ctry
7 WTIX	7 WAJY	7 WWL	7 WRNO	7 WTIX	7 WBYU	Gold
8 WNOE-FM	8 WTIX	8 WNOE-FM	8 WTIX	8 WLTS	8 WNOE-FM	N/T
9 WAJY	9 WYLD	9 WAJY	9 WNOE-FM	9 WAJY	9 WTIX	Rel
10 WYAT	10 WBYU	10 WBOK	10 WBYU	10 WBYU	10 WRNO	

NEW YORK #1

SPRING '84	SUMMER '84	FALL '84	WINTER '85	SPRING '85	METRO RANK 12+ ADR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
7.2	6.6	5.9	5.7	6.0	1	WHTZ 100.3	CHR	1	2	3	1	2	15/72	EASTMAN		9.6
5.1	5.4	5.3	6.0	5.4	2	WRKS 98.7	B/U	5	1	4	4	9	11/95	REPUBLIC	US-1	8.1
4.4	5.3	4.3	4.8	5.1	3	WPLJ 95.5	CHR	2	3	2	2	4	17/62	BLAIR	ABC-R	6.2
4.2	4.7	5.2	4.8	5.0	4	WOR 710	TALK	7	43	25	21	17	11/96	REPUBLIC	US-2	4.5
3.1	3.1	3.9	4.1	4.3	5	WNEW-FM 102.7	AOR	6	4	1	3	5	13/81	KATZ	NBC-S	5.9
4.6	4.4	4.8	4.2	4.2	6	WINS 1010	NEWS	3	15	16	12	11	21/52	BLAIR/RAR	ABC-D	4.6
3.6	2.9	3.0	3.3	3.6	7	WPAT-FM 93.1	B/EZ	16	38	27	18	14	12/94	CHRISTAL		2.8
3.6	3.3	3.9	3.6	3.5	8	WCBS 880	NEWS	4	23	20	15	13	20/55	CBS SPOT	CBS	2.0
3.3	3.3	3.2	2.9	3.3	9	WCBS-FM 101.1	GOLD	10	17	8	5	1	16/69	CBS SPOT	CBS-R	2.9
2.6	3.5	3.7	3.5	3.3	9	WBSL 107.5	B/U	14	7	5	6	7	14/75	MCGAVREN	ABC-F	3.1
2.9	2.9	2.5	2.2	3.1	11	WHN 1050	CTRY	12	25	14	10	8	15/70	MCGAVREN	MBS	2.4
2.4	2.8	3.0	3.0	3.1	11	WLTW 108.7	A/C	17	34	10	8	3	13/81	MMR		2.2
3.7	3.7	3.2	3.8	3.0	13	WRFM 105.1	B/EZ	18	18	23	16	12	13/87	TORBET		2.3
3.0	3.0	2.9	2.9	3.0	13	WNBC 660	A/C	9	11	6	7	6	18/60	HNWH	NBC	3.7
2.6	2.6	2.4	2.6	2.8	15	WABC 770	TALK	8	19	21	17	15	20/54	BLAIR	ABC-I	2.9
3.1	3.1	3.0	2.9	2.7	16	WNEW 1130	BBND	19	12	38	32	21	13/84	KATZ		3.0
2.6	2.8	2.4	2.2	2.4	17	WYNY 97.1	A/C	13	13	7	9	10	20/55	HNWH		1.2
3.3	3.1	2.8	2.3	2.0	18	WKTU 92.3	CHR	11	6	9	11	18	24/45	TORBET		3.0
1.6	2.0	1.6	1.6	1.8	19	WPAT 930	B/EZ	21	42	39	33	30	13/83	CHRISTAL		.5
2.7	2.3	2.3	2.4	1.6	20	WPIX 101.9	A/C	20	20	12	13	16	21/52	CHRISTAL		1.4
2.9	2.4	1.8	1.7	1.6	20	WAPP 103.5	CHR	15	5	11	14	24	29/38	MCGAVREN		2.5
1.1	1.9	1.3	1.7	1.6	20	WOXR-AM & FM 1580 98.3	CLAS	22	49	29	29	26	15/73	MCGAVREN		1.7
2.3	1.4	2.4	2.0	1.4	23	WADO 1280	SPAN	27	36	34	27	20	10/112			2.2
1.0	1.1	1.0	1.4	1.1	24	WNCN 104.3	CLAS	23	44	32	26	25	17/64	CMBS	AP	1.4
0.9	1.0	1.1	1.0	1.1	24	WLIB 1190	NEWS	26	16	17	20	22	13/86	MCGAVREN	SHRDN	--
1.5	1.8	1.5	1.2	1.0	26	WMCA 570	TALK	24	37	47	43	37	17/63	ROSLIN	AP	1.1

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RESEARCH COORDINATION & EXECUTION

A full menu of Focus, Callout, Music Testing, and Positioning Analysis.

SHANE MEDIA SERVICES

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NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON #35

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
10.7	10.5	10.6	1	WFOG 92.9	B/EZ	2	18	13	9	2	10/112	MMR	
10.3	8.0	9.0	2	WNOR-FM 98.7	AOR	5	4	1	1	5	10/104	MCGAVREN	ABC-R
5.6	7.3	8.3	3	WLTY 95.7	A/C	6	9	2	2	1	11/100	CHRISTAL	
8.6	8.3	7.2	4	WCMS-FM 100.5	CTRY	7	8	8	5	3	12/94	KATZ	ABC-D
4.8	7.5	7.1	5	WOWI 102.9	B/U	1	2	4	3	7	15/70	MCGAVREN	SHRDN
9.3	7.3	6.7	6	WNVZ 104.5	CHR	4	1	6	8	11	15/74	REPUBLIC	
6.9	5.0	6.1	7	WMYK 93.7	B/U	3	5	5	4	6	16/68	EASTMAN	ABC-C
2.1	3.6	5.6	8	WNSY 97.3	CHR	10	3	3	7	10	13/86	BLAIR	
4.5	4.8	5.5	9	WWDE 101.3	A/C	8	7	7	6	4	13/81	CBS SPOT	CBS-R
2.6	4.0	4.6	10	WPCE 1400	REL	12	11	14	12	9	10/105	MCGAVREN	SHRDN
5.3	4.7	4.4	11	WTAR 790	A/C	9	13	10	10	8	16/67	CHRISTAL	CBS
3.9	3.1	3.4	12	WRAP 850	B/U	11	6	9	11	12	19/58	SELCOM	NBN
1.3	3.4	2.2	13	WXRI 105.3	A/C	14	12	12	13	13	12/90	MASLA	
3.4	2.8	1.8	14	WQSF 96.5	B/EZ	13	10	11	14	17	15/72		
--	0.7	1.8	14	WNRN 94.9	B/EZ	19	15	20	16	15	11/99	MASLA	
2.9	2.5	1.7	16	WNIS 1350	TALK	15	14	21	19	16	16/68	HNWH	ABC-T
1.2	1.8	1.6	17	WTID 106.9	CTRY	17	19	18	15	14	13/84		
1.1	1.8	1.2	18	WCMS 1050	CTRY	18	21	16	17	18	17/65	KATZ	ABC-D

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WNOR-FM	1 WLTY	1 WNOR-FM	1 WLTY	1 WNOR-FM	1 WFOG
2 WLTY	2 WMYK	2 WLTY	2 WMYK	2 WLTY	2 WLTY
3 WNSY	3 WOWI	3 WNSY	3 WOWI	3 WCMS-FM	3 WWDE
4 WOWI	4 WNOR-FM	4 WCMS-FM	4 WWDE	4 WWDE	4 WMYK
5 WNVZ	5 WNVZ	5 WOWI	5 WNVZ	5 WFOG	5 WCMS-FM
6 WMYK	6 WWDE	6 WWDE	6 WFOG	6 WTAR	6 WPCE
7 WCMS-FM	7 WNSY	7 WMYK	7 WCMS-FM	7 WMYK	7 WOWI
8 WWDE	8 WRAP	8 WNVZ	8 WNOR-FM	8 WOWI	8 WNVZ
9 WQSF	9 WCMS-FM	9 WTAR	9 WPCE	9 WNSY	9 WTAR
10 WRAP	10 WTAR	10 WFOG	10 WRAP	10 WTID	10 WRAP

A/C	20.4
AOR	9.0
Bik/Urbn	16.6
BM/Easy	14.2
CHR	12.3
Ctry	10.0
N/T	1.7
Rel	4.6

OKLAHOMA CITY #42

SPRING '84	FALL '84	SPRING '85	METRO RANK 12-ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
8.9	8.8	12.3	1	KZBS 98.9	A/C	1	5	2	1	1	12/92	HNWH	
10.9	9.8	11.6	2	KATT-FM 100.5	AOR	4	3	1	2	4	10/105	SELCOM	NBC-S
9.3	12.6	10.7	3	KKNG 92.5	B/EZ	6	13	7	6	3	10/110	CHRISTAL	
9.8	9.1	10.6	4	KXXY 96.7	CTRY	5	4	4	3	2	10/105	MCGAVREN	
8.2	7.9	8.4	5	KJYO 102.7	CHR	2	1	3	4	11	16/68	BLAIR	
5.5	6.9	7.4	6	KOFM 104.1	CHR	3	2	5	5	6	17/65	KATZ	ABC-C
11.2	11.8	7.2	7	KTOK 1000	N/T	7	12	12	10	8	14/80	BLAIR	ABC-I
8.3	8.5	6.9	8	KEBC 94.7	CTRY	8	8	9	8	5	13/82	TORBET	ABC-E
6.0	4.5	3.8	9	KLTE 101.9	A/C	9	15	6	7	7	19/56	MASLA	
4.1	3.2	2.8	10	KOMA 1520	CTRY	11	9	14	9	9	20/54	KATZ	MBS
2.2	2.0	2.5	11	KJIL 104.9	REL	12	10	8	11	10	15/73	STARCOM	UPI
2.4	2.3	2.3	12	WKY 930	CTRY	10	11	16	15	12	26/42	EASTMAN	ABC-E
2.4	1.4	1.7	13	KAEZ 107.7	B/U	13	6	13	13	14	15/71	W&P	
--	--	1.4	14	WWLS 640	GOLD	16	14	11	12	15	11/102	MCGAVREN	MBS
--	1.3	1.4	14	KKLR 97.7	A/C	14	7	10	14	13	16/66		

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34		Women 18-34		Men 18-49		Women 18-49		Men 25-54		Women 25-54	
1 KATT-FM	1 KZBS	1 KATT-FM	1 KZBS	1 KATT-FM	1 KZBS	1 KATT-FM	1 KZBS	1 KATT-FM	1 KZBS	FORMAT REACH A/C ██████████ 17.5 AOR ██████████ 11.6 Blk/Urbn ██████ 1.7 BM/Easy ██████████ 10.7 CHR ██████████ 15.8 Ctry ██████████ 22.6 Gold ██████ 1.4 N/T ██████████ 7.2 Rel ██████ 2.5	
2 KZBS	2 KJYO	2 KZBS	2 KXXY	2 KXXY	2 KXXY	2 KXXY	2 KXXY	2 KXXY	2 KXXY		
3 KXXY	3 KATT-FM	3 KXXY	3 KOFM	3 KZBS	3 KKNG	3 KKNG	3 KKNG	3 KKNG	3 KKNG		
4 KJYO	4 KOFM	4 KJYO	4 KKNG	4 KKNG	4 KEBC	4 KEBC	4 KEBC	4 KEBC	4 KEBC		
5 KOFM	5 KXXY	5 KKNG	5 KLTE	5 KLTE	5 KEBC	5 KEBC	5 KEBC	5 KEBC	5 KEBC		
6 KKNG	6 KLTE	6 KOFM	6 KJYO	6 KTOK	6 KOFM	6 KOFM	6 KOFM	6 KOFM	6 KOFM		
7 KLTE	7 KKNG	7 KEBC	7 KATT-FM	7 KOMA	7 KJIL	7 KJIL	7 KJIL	7 KJIL	7 KJIL		
8 WWLS	8 KEBC	8 KOMA	8 KEBC	8 KOFM	8 KATT-FM	8 KATT-FM	8 KATT-FM	8 KATT-FM	8 KATT-FM		
9 KTOK	9 KJIL-FM	9 KTOK	9 KJIL	9 WKY	9 KOMA	9 KOMA	9 KOMA	9 KOMA	9 KOMA		
10 KKLR	10 KAEZ	10 KLTE	10 KOMA	10 KJYO	10 KTOK	10 KTOK	10 KTOK	10 KTOK	10 KTOK		

PHILADELPHIA #5

SPRING '84	SUMMER '84	FALL '84	WINTER '85	SPRING '85	METRO RANK	12- ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
5.5	6.2	5.9	7.6	8.8	1	1	WMMR 93.3	AOR	3	3	1	1	2	11/101	KATZ	NBC-S
7.5	7.1	8.3	6.3	7.9	2	2	WEAZ 101.1	B/EZ	5	14	14	8	8	10/104	MCGAVREN	
6.2	6.1	6.7	6.5	7.5	3	3	WUSL 98.9	B/U	4	1	2	3	9	11/99	EASTMAN	ABC-F
8.0	6.9	6.2	7.9	6.5	4	4	KYW 106.0	NEWS	1	9	10	9	6	21/52	BLAIR/RAR	NBC
5.5	4.7	6.3	5.2	5.7	5	5	WCAU-FM 98.1	CHR	2	2	6	6	10	17/63	CBS-FM	CBS
5.7	5.6	5.0	4.4	5.4	6	6	WDAS-FM 105.3	B/U	8	5	3	4	3	12/94	HNWH	
5.4	6.6	5.8	5.5	5.3	7	7	WMGK 102.9	A/C	7	10	4	2	1	14/77	MMR	
4.3	4.9	5.0	6.8	4.4	8	8	WPEN 95.0	BBND	13	25	23	23	18	11/98	MMR	US-2
5.6	5.5	4.4	4.2	4.2	9	9	WCAU 121.0	N/T	6	12	17	16	13	18/59	CBS SPOT	CBS
3.2	3.0	3.4	4.2	3.6	10	10	WSNI 104.5	A/C	10	7	8	7	4	16/69	REPUBLIC	US-1
3.3	3.5	3.7	3.9	3.5	11	11	WIP 61.0	A/C	12	16	15	15	15	15/74	KATZ	ABC-D
4.4	4.3	3.7	4.1	3.4	12	12	WIOQ 102.1	AOR	11	8	5	5	5	16/68	MCGAVREN	
4.4	3.4	4.5	4.3	3.4	12	12	WWDB 96.5	TALK	15	18	18	17	16	12/93	SELCOM	ABC-I
2.6	3.3	3.7	2.6	3.3	14	14	WXTU 92.5	CTRY	18	23	13	13	7	9/115	BLAIR	MBS
4.1	3.7	2.9	3.2	3.0	15	15	WYSP 94.1	AOR	9	4	7	11	19	20/55	TORBET	ABC-R
2.8	2.3	2.4	2.3	2.9	16	16	WZGO 106.1	CHR	14	6	9	10	14	15/71	CHRISTAL	ABC-C
2.3	2.7	3.2	4.1	2.6	17	17	WKSZ 100.3	A/C	16	13	11	12	12	15/72	MASLA	
1.8	2.3	1.9	2.3	2.1	18	18	WFIL 56.0	GOLD	17	22	12	14	11	17/62	EASTMAN	ABC-D
1.7	1.6	1.7	1.4	1.5	19	19	WFLN-FM 95.7	CLAS	19	21	21	19	17	17/64	CMBS	
1.6	1.9	1.1	1.3	1.3	20	20	WDAS 148.0	B/U	21	17	20	20	21	16/66	HNWH	NBN
2.0	1.5	1.4	0.8	1.2	21	21	WHAT 134.0	B/U	20	11	19	21	22	17/63	SELCOM	SHRDN
1.2	1.1	1.2	0.8	1.0	22	22	WJBR-FM 99.5	B/EZ	22	24	25	25	24	16/68		

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WMMR	1 WMGK	1 WMMR	1 WMGK	1 WMMR	1 WMGK
2 WUSL	2 WUSL	2 WUSL	2 WUSL	2 WMGK	2 WSNI
3 WDAS-FM	3 WMMR	3 WDAS-FM	3 WDAS-FM	3 WXTU	3 WEAZ
4 WYSP	4 WDAS-FM	4 WMGK	4 WMMR	4 KYW	4 WDAS-FM
5 WIOQ	5 WIOQ	5 WIOQ	5 WSNI	5 WIOQ	5 WKSZ
6 WZGO	6 WCAU-FM	6 WYSP	6 WCAU-FM	6 WDAS-FM	6 WUSL
7 WCAU-FM	7 WSNI	7 KYW	7 WIOQ	7 WUSL	7 WIOQ
8 WMGK	8 WZGO	8 WCAU-FM	8 WKSZ	8 WFIL	8 WCAU-FM
9 WSNI	9 WKSZ	9 WZGO	9 WEAZ	9 WCAU	9 KYW
10 KYW	10 WYSP	10 WSNI	10 WZGO	10 WSNI	10 WMMR

A/C	15.0
AOR	15.2
BBnd	4.4
Bk/Urbn	12.9
BM/Easy	7.9
CHR	8.6
Clas	1.5
Ctry	3.3
Gold	2.1
N/T	14.1

PHOENIX #24

SPRING '84	FALL '84	WINTER '85	SPRING '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.1	10.4	10.1	9.2	1	KTAR 620	N/T	2	9	10	8	6	12/91	CBS SPOT	ABC-I	8.0
7.1	7.2	8.0	8.9	2	KNIX-FM 102.5	CTRY	6	6	6	3	1	10/107	KATZ		9.6
5.4	7.1	8.2	8.3	3	KUPD 97.9	AOR	4	3	1	1	3	12/91	MASLA		12.1
5.5	6.0	6.7	7.6	4	KZZP-FM 104.7	CHR	1	1	2	4	7	15/71	MCGAVREN		12.0
5.5	5.9	6.7	6.4	5	KKLT 98.7	A/C	5	10	4	2	2	15/74	CBS SPOT		5.0
8.0	8.0	6.0	5.9	6	KQYT 95.5	B/EZ	9	20	19	12	13	13/85	EASTMAN		4.1
5.9	5.8	6.7	5.9	6	KMEO-FM 96.9	B/EZ	10	18	18	15	8	11/99	MCGAVREN		6.2
4.5	5.3	5.0	5.3	8	KOPA-FM 100.7	CHR	3	2	5	6	10	19/57	SELCOM	ABC-C	4.9
3.2	4.2	4.2	4.8	9	KLZI 99.9	A/C	7	8	3	5	4	16/68	TORBET	US-1	3.8
4.9	3.8	4.5	3.9	10	KOOL-FM 94.5	A/C	12	13	8	7	5	15/72	CHRISTAL	CBS	4.1
7.4	4.1	4.1	3.7	11	KDKB 93.3	AOR	8	5	7	9	12	20/53	BLAIR	NBC-S	5.5
4.6	4.6	5.5	3.6	12	KOY 550	A/C	11	15	15	11	9	17/63	EASTMAN	NBC	3.2
2.3	2.8	1.6	2.9	13	KONC 101.5	CLAS	14	12	16	16	15	13/83	CMBS		2.6
2.0	2.2	2.0	2.5	14	KSTM 107.1	AOR	16	19	9	10	11	13/85	W&P		1.9
3.8	1.8	1.8	2.3	15	KJJJ-FM 92.3	CTRY	13	11	14	13	14	19/57	MMR	US-2	2.4
1.1	1.1	1.8	2.2	16	KOOL 960	A/C	21	21	27	24	23	9/121	CHRISTAL	CBS	.9
2.9	2.6	2.8	2.2	16	KLFF 1360	BBND	19	25	22	23	18	12/88	MASLA		2.1
2.6	2.6	3.2	2.0	18	KUKQ 1060	B/U	15	4	11	14	16	17/65	MASLA		3.1
1.1	1.5	1.6	1.7	19	KNIX 1580	CTRY	17	17	17	18	20	18/59	KATZ		.8
.6	.8	.8	1.2	20	KMEO 740	B/EZ	22	26	24	25	24	13/84	MCGAVREN		.6
2.0	.9	1.5	1.1	21	KJJJ 910	CTRY	18	14	20	22	22	26/41	MMR	US-2	.7
1.2	.8	.4	1.1	21	KRDS 1190	REL	23	24	12	17	17	13/84			1.3

Continued on Page 138

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MIAMI-FT. LAUDERDALE-HOLLYWOOD #11

Continued from Page 125

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WSHE	1 WHYI	1 WSHE	1 WHYI	1 WSHE	1 WJQY	A/C 13.5
2 WHYI	2 WINZ-FM	2 WHYI	2 WINZ-FM	2 WHYI	2 WQBA	AOR 6.3
3 WHQT	3 WSHE	3 WHQT	3 WHQT	3 WLYF	3 WHYI	BBnd 2.6
4 WKQS	4 WHQT	4 WKQS	4 WSHE	4 WHQT	4 WINZ-FM	Bk/Urbn 7.4
5 WEDR	5 WLVE	5 WEDR	5 WLVE	5 WKQS	5 WLVE	BM/Easy 8.1
6 WINZ-FM	6 WAIA	6 WINZ-FM	6 WAIA	6 WIOD	6 WLYF	CHR 13.8
7 WAXY	7 WEDR	7 WLVE	7 WHQT	7 WAXY	7 WAIA	Clas 2.6
8 WLVE	8 WAXY	8 WAXY	8 WAXY	8 WEDR	8 WCMQ	Ctry 3.1
9 WMXJ	9 WLYF	9 WJQY	9 WEDR	9 WINZ-FM	9 WAXY	N/T 12.0
10 WAIA	10 WQBA-FM	10 WIOD	10 WLYF	10 WQBA	10 WEDR	Rel 1.6
						Span 19.6

NEW YORK #1

Continued from Page 132

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WNEW-FM	1 WPLJ	1 WNEW-FM	1 WPLJ	1 WCBS-FM	1 WLTW	A/C 10.1
2 WHTZ	2 WRKS	2 WCBS-FM	2 WHTZ	2 WNEW-FM	2 WHTZ	AOR 4.3
3 WPLJ	3 WHTZ	3 WHTZ	3 WRKS	3 WNBC	3 WPLJ	BBnd 2.7
4 WRKS	4 WBLS	4 WNBC	4 WLTW	4 WBLS	4 WRKS	Bk/Urbn 8.7
5 WBLS	5 WNEW-FM	5 WPLJ	5 WBLS	5 WHTZ	5 WYNY	BM/Easy 8.4
6 WNBC	6 WLTW	6 WBLS	6 WNEW-FM	6 WHN	6 WCBS-FM	CHR 14.7
7 WCBS-FM	7 WYNY	7 WRKS	7 WYNY	7 WPLJ	7 WBLS	Clas 2.7
8 WKTU	8 WNBC	8 WHN	8 WCBS-FM	8 WLTW	8 WHN	Ctry 3.1
9 WYNY	9 WPIX	9 WKTU	9 WNBC	9 WINS	9 WRFM	Gold 3.3
10 WAPP	10 WCBS-FM	10 WYNY	10 WHN	10 WRKS	10 WINS	N/T 17.8
						Span 1.4

PHOENIX #24

Continued from Page 136

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KUPD	1 KZZP-FM	1 KUPD	1 KKLT	1 KUPD	1 KNIX-FM	A/C 20.9
2 KLZI	2 KKLT	2 KNIX-FM	2 KNIX-FM	2 KNIX-FM	2 KKLT	AOR 14.5
3 KDKB	3 KOPA-FM	3 KLZI	3 KZZP-FM	3 KTAR	3 KLZI	BBnd 2.2
4 KSTM	4 KLZI	4 KKLT	4 KLZI	4 KLZI	4 KOOL-FM	Bk/Urbn 2.0
5 KZZP-FM	5 KUPD	5 KTAR	5 KOPA-FM	5 KKLT	5 KOPA-FM	BM/Easy 13.0
6 KNIX-FM	6 KOOL-FM	6 KZZP-FM	6 KOOL-FM	6 KOOL-FM	6 KZZP-FM	CHR 12.9
7 KOPA-FM	7 KNIX-FM	7 KDKB	7 KUPD	7 KSTM	7 KOY	Clas 2.9
8 KKLT	8 KDKB	8 KOOL-FM	8 KTAR	8 KZZP-FM	8 KTAR	Ctry 14.0
9 KOOL-FM	9 KSTM	9 KSTM	9 KDKB	9 KDKB	9 KJJJ-FM	N/T 9.2
10 KTAR	10 KTAR	10 KOPA-FM	10 KOY	10 KMEQ-FM	10 KMEQ-FM	Rel 1.1

PITTSBURGH #13

SPRING '84	FALL '84	WINTER '85	SPRING '85	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
15.5	14.9	16.1	15.1	1	KDKA 102.0	A/C	1	7	9	4	1	12/88	BLAIR/RAR	NBC	14.6
7.4	8.8	8.8	9.8	2	WBZZ 93.7	CHR	2	1	2	2	2	14/79	BLAIR		11.6
4.5	9.7	11.0	9.4	3	WSHH 99.7	B/EZ	4	10	12	7	4	10/112	MMR		7.9
7.9	7.9	7.5	8.1	4	WDVE 102.5	AOR	3	2	1	1	5	11/95	EASTMAN	NBC-S	10.5
5.7	4.5	4.8	4.9	5	WWSW 94.5	A/C	6	6	4	3	3	15/72	MCGAVREN	ABC-C	3.6
5.5	4.0	4.9	4.7	6	WAMO-FM 105.9	B/U	8	3	5	6	11	13/86	SELCOM	SHRDN	7.4
6.1	5.5	4.8	4.4	7	WHTX 96.1	CHR	5	5	3	5	7	20/54	KATZ	US-1	5.3
4.1	3.6	2.9	3.9	8	WJAS 132.0	BBND	13	30	19	17	13	10/104	MMR	ABC-D	2.1
4.5	2.3	2.2	3.8	9	WPNT 92.9	A/C	9	8	8	10	9	13/85	CHRISTAL		2.6
4.7	5.3	4.0	3.7	10	WTAE 125.0	A/C	7	11	10	9	6	19/57	KATZ	ABC-E	2.8
4.7	3.2	2.6	2.9	11	WHYW 96.9	A/C	10	9	7	8	8	17/66	CHRISTAL		3.5
2.2	1.8	1.9	2.9	11	WYDD 104.7	AOR	11	4	6	11	15	16/66	MASLA	ABC-R	2.5
3.2	3.4	2.9	2.8	13	WDSY 107.9	CTRY	15	19	11	12	10	12/91	REPUBLIC	ABC-I	2.7
3.4	3.9	4.7	2.8	13	WTKN 97.0	TALK	12	20	17	15	14	16/69	MCGAVREN	ABC-T	3.5
2.8	2.1	2.5	1.9	15	KQV 141.0	NEWS	14	17	24	18	18	21/52	CHRISTAL	CBS	3.0
1.8	1.4	1.1	1.8	16	WEPP 108.0	CTRY	16	14	14	13	12	12/90	REPUBLIC	ABC-I	1.5
--	1.8	1.0	1.0	17	WMBS 59.0	A/C	21	21	25	29	29	13/85		CBS	.4
1.2	1.0	--	1.0	17	WWCL 100.7	A/C	17	12	13	14	16	20/55	TORBET		1.1
0.9	0.9	0.6	1.0	17	WPIT-FM 101.5	REL	18	13	15	16	17	19/59			.8

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 WDVE	1 WBZZ	1 WDVE	1 WBZZ	1 WWSW	1 KDKA	A/C	31.4
2 WBZZ	2 WDVE	2 WBZZ	2 KDKA	2 WDVE	2 WSHH	AOR	11.0
3 WWSW	3 WHTX	3 WWSW	3 WDVE	3 WBZZ	3 WBZZ	BBnd	3.9
4 WHTX	4 WAMO-FM	4 WHTX	4 WAMO-FM	4 WSHH	4 WWSW	Blk/Urbn	4.7
5 WYDD	5 WWSW	5 WAMO-FM	5 WHTX	5 KDKA	5 WHTX	BM/Easy	9.4
6 WAMO-FM	6 WHYW	6 WHYW	6 WWSW	6 WTAE	6 WPNT	CHR	14.2
7 WHYW	7 WYDD	7 WSHH	7 WSHH	7 WHYW	7 WDVE	Ctry	4.6
8 WPNT	8 WPNT	8 WYDD	8 WPNT	8 WHTX	8 WTAE	N/T	4.7
9 WTAE	9 KDKA	9 WTAE	9 WHYW	9 WDSY	9 WHYW	Rel	11.0
10 KDKA	10 WWCL	10 KDKA	10 WTAE	10 WPNT	10 WAMO-FM		

PORTLAND #30

SPRING '84	FALL '84	WINTER '85	SPRING '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
7.9	5.7	6.5	10.1	1	KGW 620	A/C	1	4	2	1	1	15/73	BLAIR	A P
3.1	7.0	7.8	8.9	2	KKRZ 100.3	CHR	3	1	1	2	4	14/78	KATZ	ABC-F
3.8	6.0	8.9	8.1	3	KEX 1190	A/C	2	11	6	6	2	15/71	KATZ	ABC-I
10.2	6.7	6.9	8.0	4	KMJK 106.7	CHR	4	2	5	3	7	13/84	EASTMAN	ABC-C
8.5	8.2	7.0	7.4	5	KXL-FM 95.5	B/EZ	7	16	14	10	6	10/111	MCGAVREN	
5.3	3.5	5.5	6.2	6	KGON 92.3	AOR	5	3	3	4	8	16/69	HNWH	
5.9	6.8	5.8	5.7	7	KINK 101.9	AOR	6	15	4	5	3	13/81	BLAIR	
4.0	3.9	5.5	5.6	8	KXL 750	NEWS	8	19	16	11	9	13/84	MCGAVREN	NBC
5.3	6.4	5.3	4.8	9	KYTE 970	BBND	12	21	19	14	12	11/103	SELCOM	CBS
4.6	5.3	6.7	4.6	10	KKCW 103.3	A/C	9	8	7	7	5	14/79	MASLA	
4.1	3.3	4.3	4.0	11	KUPL-FM 98.5	CTRY	13	5	9	9	10	12/91	TORBET	ABC-D
4.2	4.3	3.8	3.0	12	KCNR-FM 97.1	A/C	10	14	8	8	11	19/58	CHRISTAL	
4.4	4.6	3.2	2.6	13	KWJJ 1080	CTRY	11	13	15	15	13	21/51	EASTMAN	ABC-E
4.8	4.1	2.4	2.3	14	KYTE-FM 101.1	CLAS	14	22	11	12	14	19/57	SELCOM	
2.1	3.8	2.0	2.1	15	KKSN 910	CLAS	16	25	18	18	17	16/70	CMBS	
2.1	3.6	1.8	1.7	16	KSGO 1520	GOLD	15	10	10	13	15	25/44	HNWH	
1.7	1.2	1.5	1.7	16	KPDQ-FM 93.7	REL	18	12	13	17	16	17/64		
4.1	1.8	2.8	1.7	16	KJIB 99.5	CTRY	17	23	12	16	18	19/57	EASTMAN	ABC-E
2.4	2.7	2.3	1.4	19	KKEY 1150	TALK	21	24	23	21	19	11/100		MBS

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KGON	1 KGW	1 KGON	1 KGW	1 KGW	1 KGW	A/C 25.8
2 KKRZ	2 KMJK	2 KGW	2 KMJK	2 KINK	2 KEX	AOR 11.9
3 KINK	3 KKRZ	3 KKRZ	3 KEX	3 KKRZ	3 KKCW	BBnd 4.8
4 KMJK	4 KINK	4 KINK	4 KKRZ	4 KEX	4 KXL-FM	BM/Easy 7.4
5 KGW	5 KGON	5 KMJK	5 KKCW	5 KGON	5 KMJK	CHR 16.9
6 KCNR-FM	6 KKCW	6 KEX	6 KINK	6 KXL	6 KKRZ	Clas 4.4
7 KEX	7 KEX	7 KKCW	7 KGON	7 KKCW	7 KINK	Ctry 8.3
8 KKCW	8 KCNR-FM	8 KCNR-FM	8 KCNR-FM	8 KXL-FM	8 KUPL-FM	Gold 1.7
9 KUPL-FM	9 KUPL-FM	9 KUPL-FM	9 KUPL-FM	9 KWJJ	9 KCNR-FM	N/T 7.0
10 KSGO	10 KXL-FM	10 KSGO	10 KXL-FM	10 KMJK	10 KYTE	Rel 1.7

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PROVIDENCE-WARWICK-PAWTUCKET #26

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
10.0	13.1	12.6	1	WLKW-FM 101.5	B/EZ	2	12	11	5	2	10/114	CHRISTAL	US-2
10.0	9.5	11.6	2	WPRO-FM 92.3	CHR	1	1	2	2	1	13/82	BLAIR	ABC-C
9.9	9.8	9.8	3	WHJY 94.1	AOR	3	2	1	1	4	11/98	KATZ	ABC-R
5.2	6.1	7.4	4	WPRO 630	A/C	4	9	5	3	3	14/76	BLAIR	ABC-D
6.7	5.4	6.4	5	WHJJ 920	N/T	5	28	19	11	8	11/98	KATZ	ABC-I
6.2	4.5	4.4	6	WSNE 93.3	A/C	6	10	3	4	5	15/72	EASTMAN	
--	--	3.2	7	WWLI 105.1	A/C	7	5	8	8	7	19/56		
2.3	3.5	3.0	8	WMYS 98.1	A/C	11	11	6	7	6	14/78	TORBET	
3.3	3.3	2.9	9	WBRU 95.5	AOR	8	8	4	6	9	17/62	EASTMAN	CBS-R
2.9	3.5	2.8	10	WERI 103.7	CHR	9	3	9	9	13	17/63	ROSLIN	
2.5	2.4	2.7	11	WBSM 1420	TALK	18	27	29	24	19	7/147		ABC-I
3.4	3.4	2.2	12	WEAN 790	B/EZ	10	17	23	15	12	21/52	MCGAVREN	CBS
3.7	2.3	2.1	13	WLKW 990	BBND	14	33	24	27	17	11/95	CHRISTAL	US-2
1.7	1.6	1.9	14	WXKS-FM 107.9	CHR	12	7	7	10	10	17/66	MMR	
1.7	2.1	1.6	15	WHIM 1110	CTRY	19	32	22	14	11	11/96	MMR	MBS
1.6	0.8	1.3	16	WALE 1400	TALK	23	30	37	33	35	10/106	MCGAVREN	MBS
1.9	1.8	1.2	17	WBZ 1030	A/C	13	18	20	23	22	22/50	BLAIR/RAR	ABC-I
0.8	0.4	1.2	17	WZOU 94.5	CHR	16	6	12	13	15	18/59	BLAIR	
1.2	0.9	1.2	17	WBCN 104.1	AOR	17	15	10	12	14	16/66	TORBET	
0.5	1.0	1.1	20	WNBH 1340	GOLD	20	19	26	28	27	16/66	TORBET	ABC-E
0.6	0.7	1.0	21	WADK 1540	MISC	34	29	32	30	32	8/137	W&P	MBS
2.2	1.5	1.0	21	WHTT 103.3	CHR	15	4	14	19	26	24/45	CBS-FM	CBS-R

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WHJY	1 WPRO-FM	1 WHJY	1 WPRO-FM	1 WHJY	1 WPRO-FM
2 WPRO-FM	2 WHJY	2 WPRO-FM	2 WSNE	2 WLKW-FM	2 WLKW-FM
3 WBRU	3 WSNE	3 WPRO	3 WHJY	3 WPRO-FM	3 WPRO
4 WPRO	4 WMYS	4 WLKW-FM	4 WPRO	4 WPRO	4 WSNE
5 WBCN	5 WXKS-FM	5 WBRU	5 WLKW-FM	5 WHJJ	5 WMYS
6 WSNE	6 WBRU	6 WWLI	6 WMYS	6 WBRU	6 WHJY
7 WWLI	7 WERI	7 WSNE	7 WWLI	7 WWLI	7 WWLI
8 WMYS	8 WPRO	8 WHJJ	8 WXKS-FM	8 WSNE	8 WHJJ
9 WERI	9 WWLI	9 WBCN	9 WERI	9 WHIM	9 WEAN
10 WXKS-FM	10 WZOU	10 WMYS	10 WBRU	10 WBCN	10 WXKS-FM



RIVERSIDE-SAN BERNARDINO #39

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
4.7	5.8	8.7	1	KGGI 99.1	A/C	2	2	1	1	1	12/89	MCGAVREN	CBS-R
8.7	9.5	7.9	2	KIIS-FM 102.7	CHR	1	1	2	2	2	15/73	MCGAVREN	
5.9	6.7	6.8	3	KDUO 97.5	B/EZ	4	33	14	8	6	11/102	KATZ	
5.6	3.4	5.0	4	KFI 640	A/C	3	8	6	4	4	18/59	CHRISTAL	ABC-E
4.5	5.1	4.7	5	KBIG 104.3	B/EZ	7	11	13	11	8	13/84	TORBET	
2.3	3.2	4.3	6	KRTH 101.1	GOLD	6	34	5	3	3	14/75	REPUBLIC	US-2
4.0	3.3	3.8	7	KNX 1070	NEWS	5	30	23	21	17	18/60	CBS SPOT	CBS
3.0	3.6	3.6	8	KLOS 95.5	AOR	9	5	3	5	11	16/68	KATZ	ABC-R
2.2	1.3	3.6	8	KFXM 590	BBND	13	12	31	22	15	12/91	KATZ	
2.8	3.7	3.4	10	KMET 94.7	AOR	10	7	4	6	7	14/76	SELCOM	
2.4	4.6	3.1	11	KOST 103.5	A/C	11	15	7	7	5	16/69	CHRISTAL	
2.3	2.3	2.7	12	KOLA 99.9	AOR	8	4	8	9	10	22/49	MASLA	ABC-R
1.0	2.0	2.4	13	KKHR 93.1	CHR	12	3	12	12	21	19/57	CBS-FM	
1.4	1.4	2.4	13	KNSE 1510	SPAN	32	17	10	10	9	6/177	CABELLERO	
3.6	0.8	1.8	15	KMPC 710	BBND	16	20	39	38	35	16/67	SELCOM	
0.5	0.9	1.5	16	KROQ 106.7	AOR	22	6	9	13	33	13/85	BLAIR	
2.4	3.3	1.5	16	KQLH 95.1	A/C	14	26	18	18	14	27/41	W&P	MBS
3.2	1.5	1.5	16	KCAL-FM 96.7	AOR	15	10	11	15	18	22/50	TORBET	NBC-S
0.9	1.6	1.5	16	KCAL 1410	SPAN	27	28	19	20	16	12/90	LOTUS	UPI
0.9	1.1	1.4	20	KWDJ 92.7	CTRY	25	19	17	14	13	13/82	ROSLIN	MBS
3.3	2.8	1.2	21	KABC 790	TALK	17	27	20	31	28	24/46	KATZ	ABC-T
2.8	2.1	1.2	21	KCKC 1350	CTRY	18	23	29	29	26	20/54	HNWH	ABC-I
2.1	1.9	1.2	21	KNTF 93.5	CTRY	24	29	21	16	12	16/69	HNWH	
1.3	1.5	1.2	21	KLAC 570	CTRY	28	21	30	24	23	15/75	EASTMAN	ABC-D
0.3	0.3	1.1	25	KBON 103.9	A/C	29	24	15	17	20	15/71	SELCOM	
1.1	1.4	1.1	25	KBRT 740	REL	35	41	22	19	19	13/85		

ROCHESTER #41

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
13.5	14.7	13.6	1	WVOR 100.5	A/C	1	5	2	1	1	12/90	MCGAVREN		10.4
7.7	8.4	12.5	2	WPXY-FM 97.9	CHR	2	1	3	3	2	13/85	MMR		15.5
11.6	8.8	11.2	3	WCMF 96.5	AOR	5	2	1	2	6	10/106	CBS-SPOT		15.5
12.9	12.5	11.1	4	WEZO 101.3	B/EZ	4	7	6	5	3	11/97	KATZ		7.5
8.1	8.2	7.7	5	WMJQ 92.5	CHR	3	3	4	4	4	18/61	EASTMAN	ABC-R	7.7
9.1	9.2	6.4	6	WHAM 1180	A/C	6	15	9	6	5	15/73	MCGAVREN	ABC-I	5.8
6.7	5.2	6.4	6	WYLF 95.1	BBND	8	12	19	14	11	9/125	MARKET 4		5.2
4.6	5.3	5.5	8	WBBF 950	N/T	7	11	11	10	10	11/95	EASTMAN	US-2	4.0
4.3	4.5	3.6	9	WNYR 990	CTRY	9	9	8	8	7	15/74	KATZ	ABC-E	2.8
2.5	2.3	2.9	10	WDKX 103.9	B/U	10	4	5	7	9	16/67	W&P	NBN	6.8
--	--	2.5	11	WZKC 98.9	CTRY	11	6	7	9	8	18/59	TORBET		4.6
1.7	0.7	1.0	12	WPXY 1280	CHR	12	18	10	11	12	23/47	MMR		1.0

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WCMF	1 WVOR	1 WCMF	1 WVOR	1 WVOR	1 WVOR	A/C 20.0
2 WPXY-FM	2 WPXY-FM	2 WVOR	2 WPXY-FM	2 WCMF	2 WPXY-FM	AOR 11.2
3 WMJQ	3 WMJQ	3 WPXY-FM	3 WMJQ	3 WMJQ	3 WEZO	BBnd 6.4
4 WVOR	4 WCMF	4 WMJQ	4 WEZO	4 WPXY-FM	4 WHAM	Bik/Urbn 2.9
5 WHAM	5 WEZO	5 WHAM	5 WCMF	5 WHAM	5 WMJQ	BM/Easy 11.1
6 WDKX	6 WDKX	6 WEZO	6 WDKX	6 WEZO	6 WZKC	CHR 21.2
7 WPXY	7 WZKC	7 WNYR	7 WHAM	7 WNYR	7 WDKX	Ctry 7.1
8 WNYR	8 WNYR	8 WZKC	8 WNYR	8 WYLF	8 WNYR	N/T 5.5
9 WZKC	9 WBEN-FM	9 WDKX	9 WZKC	9 WZKC	9 WCMF	
10 WBBF	10 WHAM	10 WPXY	10 WBBF	10 WDKX	10 WBBF	

SACRAMENTO #33

SPRING '84	FALL '84	WINTER '85	SPRING '85	METRO RANK 12 * ADP	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
8.0	8.7	9.2	10.5	1	KSFM 102.5	CHR	1	1	2	3	3	14/79	MMR	
8.3	7.5	9.4	10.4	2	KZAP 98.5	AOR	3	4	1	1	2	10/108	MCGAVREN	
8.6	8.9	10.5	9.2	3	KCTC 96.7	B/EZ	5	13	9	7	4	11/99	CHRISTAL	
7.9	8.2	8.4	9.0	4	KXOA-FM 107.9	A/C	2	5	3	2	1	12/90	BLAIR	
3.4	4.6	5.1	5.9	5	KWOD 106.5	CHR	4	2	4	4	9	17/62		CBS-R
6.4	4.7	5.1	5.7	6	KFBK 1530	N/T	6	12	12	11	10	12/87	KATZ	MBS
6.3	4.3	5.2	5.0	7	KRAK 1140	CTRY	9	7	11	9	8	12/93	EASTMAN	
7.3	4.9	3.4	4.4	8	KAER 92.5	CTRY	10	9	6	6	6	13/85	KATZ	
3.4	4.5	3.9	4.1	9	KXOA 1470	BBND	13	16	23	18	14	10/104	BLAIR	ABC-D
3.5	4.7	3.4	4.0	10	KHYL 101.1	A/C	8	11	5	5	5	16/69	TORBET	
3.5	3.0	2.9	3.5	11	KSCK 105.1	CTRY	12	8	10	8	7	15/74	EASTMAN	
4.2	4.4	3.7	2.9	12	KGNR 1320	BBND	11	24	19	14	12	18/59	CHRISTAL	ABC-I
2.5	3.9	4.2	2.8	13	KPOP 93.5	CHR	7	3	7	12	15	24/46	W&P	ABC-C
3.8	2.5	3.3	2.0	14	KSAC 96.9	A/C	14	17	8	10	11	18/59	SELCOM	
2.0	1.0	0.7	1.7	15	KNBR 680	MISC	15	10	13	13	13	21/52	MCGAVREN	NBC
2.4	2.5	2.0	1.5	16	KGO 810	N/T	17	22	20	20	19	17/64	BLAIR	ABC-I
0.7	--	0.3	1.3	17	KENZ 1240	A/C	18	15	18	15	16	19/57	SELCOM	
1.3	2.1	0.8	1.2	18	KFIA 710	REL	19	21	14	16	17	19/58		
0.7	--	0.4	1.1	19	KEBR 100.5	REL	24	25	22	24	23	7/155		
--	0.9	0.4	1.0	20	KCBS 740	N/T	20	20	24	23	20	17/65	CBS SPOT	CBS

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KZAP	1 KSFM	1 KZAP	1 KSFM	1 KZAP	1 KXOA-FM
2 KSFM	2 KXOA-FM	2 KXOA-FM	2 KXOA-FM	2 KXOA-FM	2 KSFM
3 KWOD	3 KZAP	3 KSFM	3 KZAP	3 KSFM	3 KCTC
4 KXOA-FM	4 KWOD	4 KHYL	4 KWOD	4 KHYL	4 KAER
5 KHYL	5 KHYL	5 KWOD	5 KCTC	5 KSCK	5 KZAP
6 KAER	6 KAER	6 KSCK	6 KAER	6 KCTC	6 KHYL
7 KPOP	7 KPOP	7 KRAK	7 KHYL	7 KRAK	7 KWOD
8 KSAC	8 KSAC	8 KAER	8 KSAC	8 KFBK	8 KRAK
9 KSCK	9 KCTC	9 KFBK	9 KPOP	9 KAER	9 KSAC
10 KNBR	10 KSCK	10 KCTC	10 KRAK	10 KWOD	10 KSCK

A/C	16.3
AOR	10.4
BBnd	7.0
BM/Easy	9.2
CHR	19.2
Ctry	12.9
Misc	1.7
N/T	8.2
Rel	2.3

ST. LOUIS #14

SPRING '84	SUMMER '84	FALL '84	WINTER '85	SPRING '85	METRO RANK	12-ADJ RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
20.2	21.8	20.6	20.9	19.7	1	1	KMOX 1120	TALK	1	5	6	2	1	10/106	CBS-SPOT	CBS
7.2	8.8	12.0	11.9	12.9	2	2	KSHE 94.7	AOR	2	1	1	1	2	9/117	KATZ	
6.8	5.8	5.8	6.2	6.7	3	3	WIL-FM 92.3	CTRY	6	8	4	3	3	11/99	BLAIR	ABC-E
6.2	6.7	7.6	7.0	6.2	4	4	KMJM 107.7	B/U	8	2	2	5	7	10/104	CHRISTAL	
5.6	6.4	5.9	7.2	5.6	5	5	KEZK 102.5	B/EZ	5	7	14	11	8	14/80	MMR	
5.7	4.9	4.8	5.2	5.0	6	6	KSD 93.7	A/C	7	6	7	4	4	14/78	MCGAVREN	
5.9	5.3	4.3	3.8	4.9	7	7	KWK 106.5	CHR	4	3	3	7	11	18/60	EASTMAN	
7.9	6.5	4.8	4.5	4.8	8	8	KHTR 103.3	CHR	3	4	5	6	6	20/54	CBS-FM	CBS
4.5	3.1	4.1	3.1	4.3	9	9	WRTH 590	BBND	11	17	24	21	14	11/101	MMR	US-2
3.9	4.1	3.9	4.3	3.5	10	10	KUSA 550	CTRY	10	10	12	10	9	15/74	MCGAVREN	MBS
3.2	3.3	3.7	3.3	3.5	10	10	KYKY 98.1	A/C	9	13	8	8	5	16/69	REPUBLIC	
1.8	1.7	1.7	1.5	2.3	12	12	KADI 96.3	A/C	12	14	9	9	10	18/62	MASLA	NBC-S
1.7	2.0	2.6	2.5	2.0	13	13	KXOK 630	TALK	16	23	17	17	17	13/82	KATZ	ABC-T
1.9	2.5	1.9	2.0	1.7	14	14	KATZ 1600	B/U	14	12	18	15	15	16/67	W&P	NBN
1.8	1.7	1.4	1.4	1.4	15	15	WZEN 100.3	B/U	15	9	10	12	16	19/56	W&P	NBN
1.1	1.4	1.6	1.0	1.4	15	15	WESL 1490	B/U	17	11	15	16	18	16/67	RA LAZAR	SHRDN
0.8	1.0	0.6	0.6	1.3	17	17	WMRY 101.1	A/C	19	22	11	14	13	15/71		
1.1	2.0	1.9	2.1	1.3	17	17	KGLD 1380	GOLD	13	16	13	13	12	23/47	EASTMAN	
2.0	1.6	1.4	1.2	1.1	19	19	WIL 1430	CTRY	18	20	20	20	21	19/57	BLAIR	ABC-I
0.6	0.8	0.7	0.7	1.0	20	20	KFUO 99.1	CLAS	21	24	21	19	19	16/70	CMBS	

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KSHE	1 KSHE	1 KSHE	1 KSHE	1 KMOX	1 KMOX	A/C	12.1
2 KMOX	2 KMJM	2 KMOX	2 KSD	2 KSHE	2 KSD	AOR	12.9
3 KMJM	3 KSD	3 WIL-FM	3 KMOX	3 WIL-FM	3 WIL-FM	BBnd	4.3
4 KWK	4 KYKY	4 KMJM	4 KMJM	4 KSD	4 KSHE	Bik/Urban	10.7
5 WIL-FM	5 KHTR	5 KWK	5 KYKY	5 KHTR	5 KYKY	BM/Easy	5.2
6 KHTR	6 KWK	6 KSD	6 WIL-FM	6 KUSA	6 KEZK	CHR	9.7
7 WMRY	7 WIL-FM	7 KHTR	7 KHTR	7 KMJM	7 KHTR	Ctry	11.3
8 KADI	8 KADI	8 WMRY	8 KWK	8 KYKY	8 KMJM	Gold	1.3
9 KSD	9 KMOX	9 KYKY	9 KADI	9 WMRY	9 KUSA	N/T	21.7
10 KYKY	10 KUSA	10 KUSA	10 KUSA	10 KEZK	10 KADI		

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SALT LAKE CITY-OGDEN #44

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
10.8	10.5	10.1	1	KSFI 100.3	B/EZ	3	14	10	4	1	12/88	BLAIR		7.6
7.2	6.4	9.5	2	KCPX 98.7	CHR	2	1	2	2	8	13/82	KATZ		9.0
8.9	7.1	9.4	3	KRSP-FM 103.5	AOR	4	2	1	1	6	11/97	SELCOM		12.3
8.5	9.3	7.2	4	KSL 1160	A/C	1	24	7	5	2	19/56	TORBET	CBS	7.4
5.7	6.3	6.8	5	KLCY 94.1	A/C	5	10	3	3	3	13/83	EASTMAN	US-1	5.4
5.3	4.5	4.7	6	KALL 910	A/C	7	27	6	7	4	16/69	EASTMAN	ABC-I	4.7
--	3.9	4.2	7	KLTO-FM 93.3	A/C	6	13	4	6	7	18/60	REPUBLIC		3.9
4.3	5.6	3.9	8	KLUB 570	B/EZ	9	17	27	21	14	15/71	MCGAVREN	NBC	3.1
3.9	2.6	3.4	9	KBUG 1320	A/C	10	22	5	8	5	17/64	KATZ		3.3
4.1	3.4	3.4	9	KKAT 101.9	CTRY	15	6	11	9	10	15/72	W&P		5.4
3.7	3.6	3.3	11	KISN 97.1	CHR	8	4	8	11	18	22/48	MCGAVREN	CBS-R	2.2
4.1	5.6	3.3	11	KSOP-FM 104.3	CTRY	14	8	12	10	9	16/68	MMR		5.6
3.2	2.6	2.6	13	KDAB 101.1	A/C	11	11	9	12	12	21/52	TORBET		3.6
2.9	3.2	2.5	14	KZAN 97.9	CTRY	16	9	16	13	11	19/58	CHRISTAL		2.4
2.2	1.7	2.5	14	KLRZ 94.9	CHR	13	3	13	14	19	21/51	CHRISTAL		3.9
1.2	2.5	1.9	16	KCGL 105.5	AOR	19	5	14	15	24	15/73	SCHWARTZ		2.6
1.6	1.3	1.9	16	KDYL 1280	NEWS	17	18	22	23	21	23/46	BLAIR	AP	2.0
1.2	1.8	1.7	18	KSOP 1370	CTRY	20	25	18	17	16	14/78	MMR		.4
2.9	2.3	1.5	19	KFMY 96.1	CHR	12	7	15	16	22	36/30	MASLA		2.0
0.7	0.5	1.5	19	KANN 1090	REL	29	29	25	22	13	5/235			1.2
1.8	1.1	1.4	21	KZJO 630	TALK	21	19	28	27	23	15/70		ABC-T	2.0
0.7	1.4	1.3	22	KRGO 1550	CTRY	23	20	19	19	15	12/93	CHRISTAL	ABC-E	.8
2.5	2.1	1.0	23	KRSP 1060	CHR	18	12	17	20	26	32/34	SELCOM		.6

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*Spring '85 Arbitron
(4th Consecutive Rating period with Utah's highest audience.)

Photo courtesy of Utah Travel Council

RIVERSIDE-SAN BERNARDINO #39

Continued from Page 142

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KGGI	1 KIIS-FM	1 KGGI	1 KGGI	1 KRTH	1 KGGI	A/C 19.4
2 KLOS	2 KGGI	2 KIIS-FM	2 KIIS-FM	2 KGGI	2 KIIS-FM	AOR 12.7
3 KIIS-FM	3 KRTH	3 KLOS	3 KOST	3 KIIS-FM	3 KFI	BBnd 5.4
4 KMET	4 KOST	4 KRTH	4 KFI	4 KFI	4 KRTH	BM/Easy 11.5
5 KRTH	5 KFI	5 KMET	5 KRTH	5 KMET	5 KDUO	CHR 10.3
6 KROQ	6 KLOS	6 KFI	6 KDUO	6 KOST	6 KOST	Ctry 5.0
7 KFI	7 KOLA	7 KOST	7 KBIG	7 KLOS	7 KBIG	Gold 4.3
8 KOLA	8 KKHR	8 KROQ	8 KKHR	8 KOLA	8 KNSE	N/T 5.0
9 KCAL-FM	9 KDUO	9 KCAL-FM	9 KLOS	9 KCAL-FM	9 KFXM	Rel 1.1
10 KOST	10 KMET	10 KOLA	10 KMET	10 KWDJ	10 KCAL	Span 3.9

SALT LAKE CITY-OGDEN #44

Continued from Page 146

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KRSP-FM	1 KLCY	1 KRSP-FM	1 KLCY	1 KSFI	1 KSFI	A/C 28.9
2 KCPX	2 KCPX	2 KCPX	2 KSFI	2 KRSP-FM	2 KLCY	AOR 11.3
3 KLCY	3 KRSP-FM	3 KSFI	3 KCPX	3 KALL	3 KSL	BM/Easy 14.0
4 KLTQ-FM	4 KSL	4 KLCY	4 KRSP-FM	4 KSL	4 KLTQ-FM	CHR 16.8
5 KALL	5 KLTQ-FM	5 KALL	5 KSL	5 KLCY	5 KBUG	Ctry 10.9
6 KBUG	6 KSFI	6 KSL	6 KLTQ-FM	6 KBUG	6 KCPX	N/T 1.9
7 KDAB	7 KBUG	7 KLTQ-FM	7 KBUG	7 KLTQ-FM	7 KALL	
8 KISN	8 KISN	8 KBUG	8 KKAT	8 KCPX	8 KSOP-FM	
9 KKAT	9 KDAB	9 KKAT	9 KALL	9 KKAT	9 KKAT	
10 KSOP-FM	10 KALL	10 KSOP-FM	10 KISN	10 KSOP-FM	10 KZAN	

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SAN ANTONIO #37

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
9.5	8.2	9.6	1	KTFM 102.7	CHR	1	1	1	1	1	14/80	BLAIR	
8.5	8.4	8.5	2	KQXT 101.9	B/EZ	2	15	10	4	2	11/102	KATZ	
6.3	7.1	7.0	3	KISS 99.5	AOR	3	2	2	3	12	12/88	KATZ	NBC-S
7.3	6.3	5.8	4	KKYX 680	CTRY	12	21	15	10	9	10/108	CHRISTAL	ABC-D
0.5	--	5.3	5	KSMG 105.3	A/C	10	9	3	2	3	12/89	SELCOM	
7.3	6.3	5.2	6	KAJA 97.3	CTRY	6	14	5	5	5	15/75	CBS-FM	
5.5	6.0	5.0	7	KCOR 1350	SPAN	15	13	18	15	10	8/130	KATZ	
4.5	5.8	4.8	8	KBUC-FM 107.5	CTRY	11	12	13	8	6	12/87	EASTMAN	
5.2	6.4	4.6	9	KLLS 100.3	A/C	8	7	4	6	7	15/72	CHRISTAL	MBS
4.5	5.0	4.5	10	WOAI 1200	N/T	9	16	21	20	13	15/73	CBS SPOT	CBS
6.1	4.8	4.4	11	KTSA 550	A/C	4	11	9	9	8	18/59	BLAIR	
3.1	2.7	4.4	11	KONO 860	A/C	14	8	11	7	4	12/92	MMR	ABC-C
1.9	3.3	4.4	11	KEDA 1540	SPAN	16	19	19	14	11	9/116	SELCOM	
5.3	4.6	4.3	14	KITY 92.9	CHR	5	3	8	11	14	18/59	MMR	ABC-F
7.6	6.4	3.2	15	KXZL 104.5	AOR	7	4	7	13	18	23/47	TORBET	
2.3	2.4	3.1	16	KSAQ 96.1	CHR	13	5	6	12	20	17/64	HNWH	MBS
--	1.8	2.2	17	KSJL 760	CHR	17	6	14	17	19	15/72	W&P	UPI
2.6	2.3	2.2	17	KAPE 1480	B/U	20	17	16	18	15	8/134	MASLA	CBS
0.8	1.4	2.1	19	KSLR 630	REL	19	18	17	19	17	9/116		
0.7	1.1	1.7	20	KESI 106.7	A/C	18	10	12	16	16	17/64	MASLA	CBS
1.6	1.7	1.0	21	KBUC 1310	CTRY	21	22	25	22	21	18/60	EASTMAN	
1.6	0.6	1.0	21	KWED 1580	CTRY	23	25	20	21	23	10/105		MBS

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KISS	1 KTFM	1 KISS	1 KTFM	1 KTFM	1 KTFM
2 KTFM	2 KSMG	2 KTFM	2 KSMG	2 KQXT	2 KQXT
3 KSMG	3 KLLS	3 KSMG	3 KLLS	3 KSMG	3 KLLS
4 KXZL	4 KITY	4 KQXT	4 KQXT	4 KAJA	4 KONO
5 KLLS	5 KISS	5 KAJA	5 KAJA	5 KBUC-FM	5 KSMG
6 KAJA	6 KAJA	6 KBUC-FM	6 KITY	6 KONO	6 KAJA
7 KQXT	7 KONO	7 KONO	7 KONO	7 KTSA	7 KEDA
8 KBUC-FM	8 KSAQ	8 KTSA	8 KISS	8 KISS	8 KTSA
9 KSAQ	9 KTSA	9 KXZL	9 KEDA	9 KKYX	9 KBUC-FM
10 KTSA	10 KSJL	10 KLLS	10 KTSA	10 KLLS	10 KCOR

A/C	18.7
AOR	10.2
Blk/Urbn	2.2
BM/Easy	8.5
CHR	19.2
Ctry	15.8
N/T	4.5
Rel	2.1
Span	9.4

SAN DIEGO #20

SPRING '84	SUMMER '84	FALL '84	WINTER '85	SPRING '85	METRO RANK	12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
8.0	9.4	7.1	5.5	9.2	1	1	KFMB 760	A/C	1	11	7	4	1	14/76	MCGAVREN	
7.6	9.2	8.9	6.9	8.6	2	2	KGB 101.5	AOR	4	3	1	1	6	11/102	KATZ	
8.4	9.2	8.0	9.7	7.8	3	3	KJQY 103.7	B/EZ	5	15	19	8	3	11/97	BLAIR/RAR	
4.2	6.2	5.3	6.5	6.2	4	4	KFMB-FM 100.7	A/C	2	5	3	2	2	17/62	MCGAVREN	
4.1	4.4	4.8	4.2	6.1	5	5	XTRA-FM 91.1	AOR	6	4	2	3	14	13/84	MMR	
4.6	5.8	4.5	5.4	5.5	6	6	KSDO 1130	N/T	7	28	18	14	7	13/85	HNWH	ABC-F
6.5	5.0	5.7	6.1	5.4	7	7	KSDO-FM 102.9	CHR	3	1	4	5	11	18/62	HNWH	
3.5	2.5	2.9	5.3	4.0	8	8	KLZZ-FM 106.5	A/C	8	6	5	7	5	13/82	EASTMAN	
5.5	4.4	4.1	4.8	4.0	8	8	XHRM 92.5	B/U	9	2	8	9	15	13/82	W&P	SHRDN
2.7	2.7	3.6	3.6	3.7	10	10	KIFM 98.1	A/C	10	20	6	6	4	14/77	CBS-FM	CBS-R
2.6	1.8	2.6	2.7	3.6	11	11	KFSD 94.1	CLAS	17	23	14	15	10	10/108	CHRISTAL	
4.0	2.5	3.3	4.1	3.2	12	12	KPOP 1360	BBND	14	22	31	22	19	13/85	KATZ	ABC-E
3.1	2.3	2.3	3.0	2.8	13	13	KSON-FM 97.3	CTRY	13	19	12	12	8	15/72	BLAIR	MBS
2.9	3.5	2.7	2.5	2.7	14	14	XTRA 690	GOLD	12	12	10	10	9	17/62	MMR	
2.9	3.0	2.4	2.6	2.3	15	15	KBZT 94.9	A/C	11	13	9	11	12	22/50	CHRISTAL	
3.6	3.7	3.5	3.1	2.2	16	16	KYXY 96.5	A/C	15	14	15	13	13	19/58	TORBET	
2.4	2.7	1.7	1.6	2.1	17	17	KMLO 1000	BBND	23	24	25	26	24	11/99		
2.0	1.5	2.6	2.1	1.7	18	18	KCBQ-FM 105.3	CTRY	20	21	13	16	16	15/70	REPUBLIC	
--	--	--	--	1.7	18	18	XHIT 90.3	CHR	16	7	11	17	20	22/49	MASLA	
1.6	1.2	1.8	1.8	1.6	20	20	KNX 1070	NEWS	18	26	26	25	25	22/49	CBS-FM	CBS
2.5	1.2	1.9	1.3	1.4	21	21	KCBQ 1170	CTRY	19	16	24	19	17	20/55	REPUBLIC	
2.3	1.8	1.7	1.2	1.3	22	22	KEZL-FM 102.1	A/C	25	30	16	18	18	16/70	SELCOM	ABC-D
1.1	0.7	1.0	1.3	1.0	23	23	KFI 640	A/C	22	10	20	20	21	25/43	CHRISTAL	ABC-E

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KGB	1 KFMB-FM	1 KGB	1 KFMB-FM	1 KFMB	1 KFMB-FM	A/C	29.9
2 XTRA-FM	2 KIFM	2 XTRA-FM	2 KFMB	2 KGB	2 KJQY	AOR	14.7
3 KFMB-FM	3 KSDO-FM	3 KFMB	3 KLZZ	3 KFMB-FM	3 KFMB	BBnd	5.3
4 KFMB	4 KGB	4 KFMB-FM	4 KIFM	4 KIFM	4 KIFM	Blk/Urbn	4.0
5 KSDO-FM	5 XTRA-FM	5 KSDO-FM	5 KSDO-FM	5 KSDO	5 KLZZ	BM/Easy	7.8
6 KLZZ	6 KLZZ	6 KIFM	6 KJQY	6 XTRA	6 KBZT	CHR	7.1
7 XHRM	7 KBZT	7 KLZZ	7 KGB	7 KJQY	7 KSON-FM	Clas	3.6
8 KIFM	8 XHRM	8 XTRA	8 XTRA-FM	8 KLZZ	8 KSDO	Ctry	5.9
9 XTRA	9 KFMB	9 XHRM	9 XHRM	9 XTRA-FM	9 KYXY	Gold	2.7
10 KCBQ-FM	10 XHIT	10 KJQY	10 KBZT	10 KSON-FM	10 KFSD	N/T	7.1

SAN FRANCISCO #4

SPRING '84	SUMMER '84	FALL '84	WINTER '85	SPRING '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
8.7	7.4	9.0	8.8	8.2	1	KGO 870	N/T	1	23	10	3	1	13/84	BLAIR	ABC-I
4.3	4.4	5.3	5.3	5.2	2	KCBS 740	N/T	2	30	28	16	6	17/65	CBS SPOT	CBS
5.1	6.1	4.0	3.4	4.4	3	KSOL 107.7	B/U	7	1	2	2	10	14/78	MASLA	AP
3.6	3.9	3.4	4.1	3.8	4	KYUU 99.7	A/C	3	8	1	1	2	17/64	MCGAVREN	
3.0	3.5	3.0	3.3	3.5	5	KABL-FM 98.1	B/EZ	11	21	38	20	11	13/83	CHRISTAL	
4.0	3.3	2.9	2.8	3.4	6	KNBR 680	MISC	5	22	16	8	7	18/59	MCGAVREN	NBC
2.8	3.0	2.8	3.5	3.3	7	KIOI 101.3	A/C	6	13	4	4	4	19/57	MMR	
3.0	3.5	1.9	3.2	3.2	8	KSAN 94.9	CTRY	10	18	13	7	3	14/75	KATZ	
2.6	2.6	2.8	2.0	3.1	9	KABL 960	B/EZ	19	38	36	21	13	12/94	CHRISTAL	
2.8	2.5	2.3	2.5	2.8	10	KNEW 910	CTRY	17	15	22	17	12	13/82	KATZ	
3.0	2.6	2.7	1.8	2.8	10	KOIT-FM 96.5	B/EZ	16	31	18	12	9	14/78	TORBET	
1.4	1.6	2.2	2.5	2.7	12	KMEL 106.7	CHR	4	2	9	14	26	23/46	CHRISTAL	
2.1	1.9	2.6	2.7	2.7	12	KFOG 104.5	AOR	14	20	3	5	5	15/74	SELCOM	NBC-S
2.3	2.7	2.5	2.6	2.7	12	KBLX 102.9	B/U	15	24	5	6	8	15/73	HNWH	SHRDN
2.4	3.1	2.0	2.4	2.5	15	KITS 105.3	CHR	8	3	12	15	23	23/47	REPUBLIC	
3.0	2.7	2.4	1.8	2.1	16	KSFO 560	A/C	12	29	29	24	15	20/54	EASTMAN	US 2
2.8	1.8	2.2	2.7	2.1	16	KRQR 97.3	AOR	20	7	6	9	20	16/67	CBS-FM	CBS
1.4	1.6	1.7	1.7	2.0	18	KQAK 98.9	AOR	21	6	7	11	21	16/67	W&P	
2.6	2.3	2.4	2.1	2.0	18	KBAY 100.3	B/EZ	23	27	34	29	17	14/76	MMR	
3.4	2.6	2.7	3.1	1.9	20	KFRC 670	CHR	9	5	15	18	19	29/37	REPUBLIC	US 1
2.2	2.8	1.9	2.3	1.9	20	KLOK-FM 103.7	A/C	13	11	11	10	14	22/49	W&P	
2.0	1.8	2.2	1.8	1.9	20	KKHIAM & FM 95.7 1550	CLAS	18	35	30	30	18	18/61	HNWH	
2.0	1.5	1.7	1.8	1.8	23	KOME 98.5	AOR	24	9	8	13	28	16/69	TORBET	ABC-R

Continued on Page 152

THE BAY AREA'S #1 MUSIC STATION

KSOL 107.7 MORE MUSIC

*Source: San Francisco Arbitron Spring '85 12+ Average Quarter Hour M.S.A.
Monday-Sunday 6am-12 midnight

SAN FRANCISCO #4

Continued from Page 151

SPRING '84	SUMMER '84	FALL '84	WINTER '85	SPRING '85	METRO RANK 12+ ADR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
1.2	1.2	2.0	2.0	1.8	23	KDFC-AM & FM 1220 102.1	CLAS	23	51	26	22	16	17/63	CMBS	
1.8	2.3	1.9	1.7	1.7	25	KWSS 94.5	CHR	21	4	14	19	32	18/59	MCGAVREN	
0.4	0.4	--	0.8	1.1	26	KRE 1400	B/U	33	12	21	31	30	13/81	HNWH	SHRDN
1.3	1.2	1.0	1.2	1.1	26	KLOK 1170	A/C	25	17	23	25	25	24/45	W&P	
0.8	1.2	1.3	1.0	1.1	26	KARA 105.7	A/C	28	32	19	23	24	18/60	SELCOM	
1.1	1.1	1.5	1.0	1.1	26	KJAZ 92.7	JAZZ	30	41	25	27	23	16/68	ROSLIN	
0.9	1.1	1.8	1.3	1.0	30	KYA 93.3	GOLD	31	28	20	26	27	17/63	EASTMAN	AP

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 KFOG	1 KIOI	1 KFOG	1 KIOI	1 KGO	1 KGO	A/C	11.4
2 KRQR	2 KYUU	2 KGO	2 KYUU	2 KFOG	2 KIOI	AOR	6.8
3 KSOL	3 KSOL	3 KYUU	3 KSOL	3 KSAN	3 KYUU	Bik/Urban	8.2
4 KYUU	4 KLOK-FM	4 KSOL	4 KGO	4 KYUU	4 KOIT-FM	BM/Easy	11.4
5 KQAK	5 KMEL	5 KSAN	5 KLOK-FM	5 KCBS	5 KBLX	CHR	6.9
6 KBLX	6 KBLX	6 KRQR	6 KBLX	6 KNBR	6 KABL-FM	Clas	1.8
7 KOME	7 KFOG	7 KBLX	7 KOIT-FM	7 KBLX	7 KSOL	Ctry	6.0
8 KIOI	8 KGO	8 KNBR	8 KMEL	8 KNEW	8 KSAN	Gold	1.0
9 KGO	9 KITS	9 KQAK	9 KSAN	9 KSOL	9 KLOK-FM	Jazz	1.1
10 KSAN	10 KFRC	10 KOME	10 KITS	10 KIOI	10 KCBS	Misc	3.4
						N/T	13.4

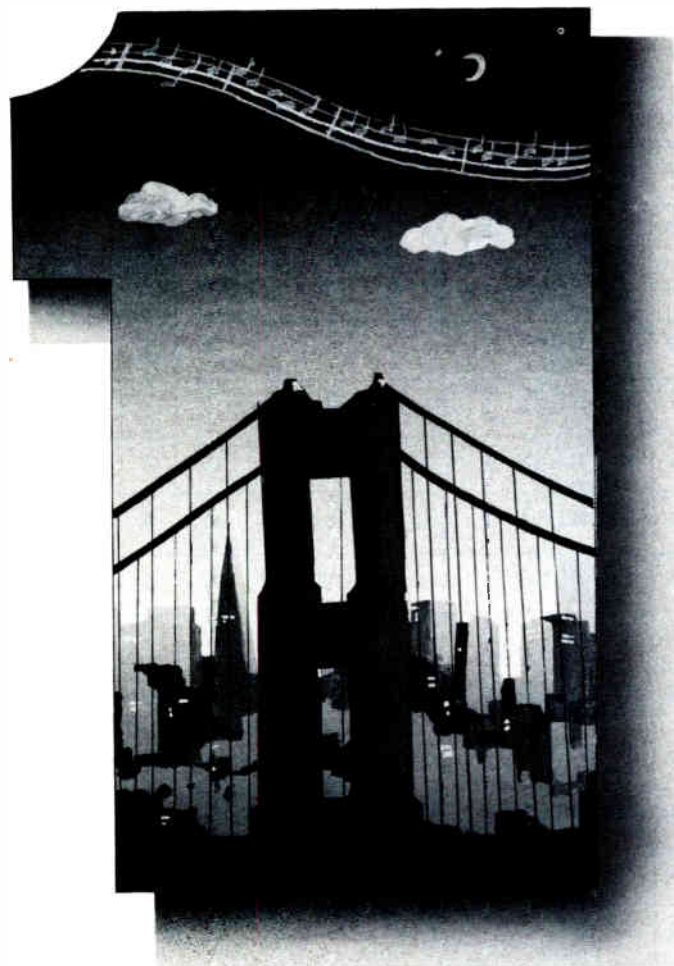
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* Arbitron Spring '85 12+ Average Quarter Hour M.S.A. Mon.-Sun. 6 A.M.-12 midnight

SAN JOSE #28

SPRING '84	FALL '84	WINTER '85	SPRING '85	12+ AOH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
9.2	8.2	8.5	8.8	1	KGO 810	N/T	1	18	12	2	1	12/89	BLAIR	ABC-I
8.0	6.3	5.4	5.6	2	KBAY 100.3	B/EZ	4	39	16	9	3	14/79	MMR	
4.9	4.6	5.2	5.3	3	KOME 98.5	AOR	7	3	1	1	9	14/78	TORBET	ABC-R
6.7	5.8	5.7	4.5	4	KWSS 94.5	CHR	2	1	2	6	18	20/53	MCGAVREN	
2.4	3.7	2.5	4.3	5	KIOI 101.3	A/C	5	12	4	3	2	17/62	MMR	
3.4	4.4	3.6	4.2	6	KCBS 740	N/T	3	22	25	16	8	20/55	CBS SPOT	CBS
3.0	3.7	4.4	4.1	7	KYUU 99.7	A/C	6	5	3	5	7	18/61	MCGAVREN	
2.8	4.0	2.9	3.9	8	KARA 105.7	A/C	9	14	5	4	4	17/62	SELCOM	
4.1	3.8	3.5	3.7	9	KSOL 107.7	B/U	10	2	7	11	19	17/65	MASLA	AP
3.8	2.0	3.7	3.6	10	KSAN 94.9	CTRY	13	19	11	8	6	15/73	KATZ	
3.4	2.2	3.4	3.4	11	KLOK 1170	A/C	12	10	10	7	5	18/60	W&P	
2.6	1.5	2.0	3.0	12	KNBR 680	MISC	14	20	19	15	12	17/65	MCGAVREN	NBC
1.2	1.6	2.8	2.8	13	KLZE 97.7	B/EZ	17	41	27	19	10	15/74	REPUBLIC	
3.1	1.9	4.5	2.6	14	KEZR 106.5	A/C	8	13	6	10	13	27/	CHRISTAL	
3.7	3.1	3.2	2.6	14	KLIV 1590	BBND	19	35	37	32	24	15/71	SELCOM	
4.2	3.5	2.8	2.3	16	KSJO 92.3	AOR	11	9	9	12	17	27/40	HNWH	
3.2	2.3	4.4	2.0	17	KEEN 1370	CTRY	20	30	26	18	11	17/63	MMR	UPI
0.7	2.7	2.8	2.0	17	KFOG 104.5	AOR	21	37	8	13	15	18/62	SELCOM	NBC-S
2.7	2.8	1.0	2.0	17	KOIT-FM 96.5	B/EZ	22	34	28	17	14	18/62	TORBET	
1.3	1.7	1.3	1.9	20	KLOK-FM 103.7	A/C	15	11	14	14	16	26/42	W&P	
1.3	1.2	0.7	1.8	21	KNEW 910	CTRY	30	32	31	28	21	10/108	KATZ	
1.1	2.0	1.5	1.8	21	KDFC-AM & FM 1220 102.1	CLAS	25	39	30	24	18	18/60	CMBS	
1.3	3.4	1.6	1.7	23	KNTA 1430	SPAN	34	29	22	29	23	10/114	LOTUS	
--	--	0.6	1.7	23	KAZA 1290	SPAN	38	42	20	26	26	8/143	CABALLERO	
0.8	0.9	1.7	1.6	25	KQAK 98.9	AOR	28	6	13	21	37	15/73	W&P	
1.6	0.9	1.2	1.5	26	KITS 105.3	CHR	16	4	18	23	31	31/35	REPUBLIC	
0.7	1.1	1.0	1.4	27	KSFO 560	A/C	27	38	34	25	22	18/61	EASTMAN	US-2
0.7	1.8	1.6	1.3	28	KBLX 102.9	B/U	24	25	15	20	20	22/49	HNWH	SHRDN
0.6	0.9	1.4	1.2	29	KABL-FM 98.1	B/EZ	26	24	39	39	27	22/50	CHRISTAL	

SEATTLE-TACOMA #17

SPRING '84	FALL '84	WINTER '85	SPRING '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
7.8	10.7	8.3	10.2	1	KIRO 710	N/T	1	12	8	3	1	15/74	CBS SPOT	CBS	8.0
6.5	7.4	7.9	7.5	2	KUBE 93.3	CHR	2	4	1	1	2	16/69	MMR		7.2
4.7	5.4	6.5	6.1	3	KISW 99.9	AOR	4	2	2	2	11	12/87	MCGAVREN		8.1
6.5	8.5	6.8	5.9	4	KOMO 1000	A/C	3	13	19	7	5	17/64	KATZ	ABC-I	6.0
4.8	4.5	4.5	5.3	5	KSEA 100.7	B/EZ	7	19	11	5	3	11/96	CBS SPOT		3.0
6.2	6.6	5.9	5.0	6	KBRD 103.7	B/EZ	8	16	20	17	8	11/95	MCGAVREN		4.5
4.2	4.4	3.5	4.1	7	KLSY 92.5	A/C	9	14	3	4	4	14/80	SELCOM	CBS-R	3.6
3.0	3.1	3.7	4.0	8	KMPS-FM 94.1	CTRY	15	11	13	8	6	12/91	EASTMAN		5.1
4.7	4.4	4.5	3.9	9	KPLZ 101.5	CHR	6	1	6	13	23	17/64	SELCOM		4.1
3.9	3.3	3.5	3.8	10	KNBQ 97.3	CHR	5	3	4	6	15	19/57	CHRISTAL		5.5
4.6	4.6	3.8	3.5	11	KIXI 880	BBND	12	30	29	23	18	14/77	CHRISTAL		3.3
2.9	3.1	3.8	3.4	12	KING-FM 98.1	CLAS	13	17	16	15	7	15/74	BLAIR		2.6
3.3	2.6	3.4	3.3	13	KRPM 106.1	CTRY	17	25	14	11	9	11/100	CHRISTAL		2.6
2.2	1.2	1.8	3.2	14	KMPS 1300	CTRY	21	26	27	19	16	10/114	EASTMAN		.7
3.3	3.0	3.0	2.5	15	KJR 950	A/C	10	10	9	9	12	22/49	EASTMAN	ABC-D	2.9
3.2	2.5	2.7	2.3	16	KZOK 102.5	AOR	11	7	5	14	20	23/47	HNWH		4.3
3.4	3.2	2.1	2.2	17	KVI 570	GOLD	14	22	10	12	10	22/49	SELCOM	MBS	3.2
3.2	2.2	3.3	2.2	17	KEZX 98.9	AOR	20	21	7	10	13	14/77	HNWH	ABC-E	2.6
--	--	--	2.0	19	KMGI 107.7	A/C	18	18	12	16	14	18/60			2.7
1.5	1.9	2.1	1.9	20	KING 1090	NEWS	16	27	26	24	19	21/53	BLAIR	NBC	1.5
2.4	2.1	2.6	1.6	21	KCMS 105.3	REL	22	5	15	18	22	18/61	RADIO SPT	UPI	2.4
2.1	1.3	1.6	1.6	21	KIXI-FM 95.7	A/C	19	29	24	21	17	21/52	CHRISTAL		2.5
0.8	1.0	0.6	1.4	23	KCIS 630	REL	26	23	28	26	24	14/78		AP	0.8
1.6	1.8	1.2	1.2	24	KKFX 1250	B/U	23	8	17	22	25	22/49	ROSLIN	UPI	2.5
1.0	1.2	2.5	1.2	24	KQKT 98.5	A/C	24	15	18	20	21	20/55	BLAIR/RAR		.7

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KISW	1 KUBE	1 KISW	1 KUBE	1 KIRO	1 KIRO
2 KUBE	2 KLSY	2 KUBE	2 KLSY	2 KUBE	2 KLSY
3 KZOK	3 KISW	3 KIRO	3 KIRO	3 KSEA	3 KUBE
4 KIRO	4 KNBQ	4 KZOK	4 KISW	4 KVI	4 KSEA
5 KEZX	5 KPLZ	5 KVI	5 KSEA	5 KRPM	5 KOMO
6 KNBQ	6 KMGI	6 KEZX	6 KNBQ	6 KMPS	6 KBRD
7 KLSY	7 KSEA	7 KJR	7 KPLZ	7 KOMO	7 KMGI
8 KJR	8 KEZX	8 KRPM	8 KOMO	8 KING-FM	8 KMPS-FM
9 KVI	9 KJR	9 KNBQ	9 KMGI	9 KISW	9 KING-FM
10 KMPS-FM	10 KCMS	10 KSEA	10 KMPS-FM	10 KJR	10 KIXI-FM

A/C	17.3
AOR	8.4
BBnd	3.5
Bik/Urbn	1.2
BM/Easy	10.3
CHR	15.2
Clas	3.4
Ctry	10.5
Gold	2.2
N/T	12.1
Rel	3.0

TAMPA-ST. PETERSBURG #21

SPRING '84	FALL '84	WINTER '85	SPRING '85	METRO RANK 12-40H	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
13.5	13.3	12.9	14.5	1	WWBA 107.3	B/EZ	2	8	8	6	3	8/132	REPUBLIC	
11.2	11.2	11.5	12.4	2	WRBQ-FM 104.7	CHR	1	1	1	1	1	11/95	EASTMAN	ABC-F
5.2	6.8	5.9	7.0	3	WIQI 100.7	A/C	3	5	3	2	2	12/90	MCGAVREN	
8.7	6.7	7.5	7.0	3	WQYK 99.5	CTRY	5	9	7	5	4	10/110	TORBET	
7.5	6.7	7.8	6.7	5	WYNF 94.9	AOR	6	3	2	3	6	10/110	KATZ	ABC-R
4.9	5.2	4.8	5.7	6	WDAE 1250	BBND	8	12	20	15	12	9/123	MCGAVREN	ABC-I
4.8	6.5	4.3	5.3	7	WSUN 620	CTRY	7	11	10	7	5	12/90	KATZ	ABC-E
5.6	4.3	4.3	4.9	8	WZNE 97.9	CHR	4	2	4	4	8	16/67	CHRISTAL	NBC-S
3.2	4.0	3.8	3.4	9	WFLA 970	A/C	9	17	16	11	9	14/76	BLAIR	NBC
1.8	2.1	3.8	3.1	10	WGUL 105.5	BBND	15	13	19	20	19	9/127	MASLA	MBS
2.9	3.5	3.0	3.0	11	WPLP 570	TALK	12	14	18	16	15	11/99	SELCOM	CBS
3.2	3.5	2.9	2.6	12	WMGG 95.7	CHR	10	6	5	8	7	17/62	MMR	
3.3	3.8	3.2	2.5	13	WTMP 1150	B/U	11	4	6	9	11	15/73	HNWH	SHRDN
3.1	0.9	1.5	1.9	14	WLFF 680	BBND	19	21	21	21	21	7/165	CHRISTAL	
1.6	2.1	2.1	1.9	14	WDUV 103.3	B/EZ	13	19	15	18	17	17/63	MASLA	MBS
--	--	0.7	1.5	16	WHBO 1040	GOLD	20	20	11	10	10	8/130		UPI
2.5	2.3	1.3	1.4	17	WFLA-FM 93.3	A/C	14	10	12	14	14	20/53	BLAIR	
2.2	1.4	1.5	1.3	18	WAVE 102.5	A/C	16	18	9	12	13	18/61	CBS-FM	CBS-R
--	0.7	1.3	1.2	19	WXCR 92.1	CLAS	18	15	17	19	16	15/70	CMBS	UPI
1.7	1.2	0.9	1.1	20	WRBQ 1380	CHR	17	7	13	13	18	20/53	EASTMAN	ABC-F

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WYNF	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ	A/C ██████████ 13.1
2 WRBQ-FM	2 WIQI	2 WYNF	2 WIQI	2 WIQI	2 WIQI	AOR ██████████ 6.7
3 WZNE	3 WZNE	3 WIQI	3 WZNE	3 WYNF	3 WWBA	BBnd ██████████ 10.7
4 WIQI	4 WYNF	4 WZNE	4 WYNF	4 WQYK	4 WQYK	Blk/Urban ██████ 2.5
5 WMGG	5 WMGG	5 WWBA	5 WQYK	5 WSUN	5 WSUN	BM/Easy ██████████ 16.4
6 WWBA	6 WTMP	6 WSUN	6 WWBA	6 WWBA	6 WZNE	CHR ██████████ 19.9
7 WTMP	7 WQYK	7 WQYK	7 WMGG	7 WHBO	7 WYNF	Clas ██████ 1.2
8 WAVE	8 WRBQ	8 WHBO	8 WTMP	8 WMGG	8 WTMP	Ctry ██████████ 12.3
9 WQYK	9 WWBA	9 WMGG	9 WSUN	9 WZNE	9 WMGG	Gold ██████ 1.5
10 WHBO	10 WAVE	10 WTMP	10 WRBQ	10 WFLA	10 WFLA	N/T ██████ 3.0

WASHINGTON #9

SPRING '84	SUMMER '84	FALL '84	WINTER '85	SPRING '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.0	8.5	8.2	7.2	9.0	1	WGAY 99.5	B/EZ	1	14	11	5	1	11/96	MMR		5.4
8.9	8.2	7.3	8.0	7.1	2	WKYS 93.9	B/U	6	4	2	1	2	12/93	EASTMAN	NBC	8.6
4.2	5.3	5.8	5.9	6.8	3	WWDC-FM 101.1	AOR	4	3	1	2	7	13/84	CHRISTAL	US-1	9.5
7.2	6.6	9.7	7.6	6.4	4	WMAL 630	A/C	5	16	20	11	6	13/81	MCGAVREN	ABC-I	7.0
5.7	5.6	5.3	7.3	5.7	5	WRQX 107.3	CHR	2	2	4	4	9	17/65	BLAIR	ABC-C	4.6
7.3	7.1	6.4	6.5	5.6	6	WHUR 96.3	B/U	7	7	3	3	3	15/75	W&P		8.2
5.6	4.1	4.4	4.7	4.8	7	WAVA 105.1	CHR	3	1	6	8	14	19/57	HNWH	ABC-R	6.9
3.7	4.1	4.3	3.6	4.6	8	WMZQ-FM 98.7	CTRY	13	9	10	9	5	13/85	CHRISTAL		4.8
4.6	4.1	3.2	4.4	3.9	9	WTOP 1500	NEWS	8	23	17	16	15	18/60	CBS SPOT	CBS	4.2
4.6	4.7	4.6	3.5	3.9	9	WLTT 94.7	A/C	9	10	7	6	4	18/61	HNWH		4.7
3.3	4.6	4.1	3.4	3.8	11	WCLY & WPGC 95.5 1580	A/C	10	8	5	7	8	17/64	TORBET		3.3
3.2	2.3	3.3	3.2	3.2	12	WGMS-AM & FM 103.5 570	CLAS	14	31	18	14	11	16/67	REPUBLIC	MBS	2.4
2.2	2.6	2.8	3.2	3.1	13	WASH 97.1	A/C	12	11	8	10	10	19/56	KATZ	US-1	2.7
3.0	2.8	2.8	2.9	3.1	13	WPKX-FM 105.9	CTRY	17	19	15	15	12	12/88	SELCOM		2.8
2.7	3.7	2.8	3.3	2.8	15	WDJY 100.3	B/U	11	5	9	13	17	22/50	MASLA	SHRDN	3.6
3.3	4.2	1.5	2.2	2.4	16	WWRC 980	B/EZ	15	22	22	21	18	16/67	MMR	NBC	1.3
2.6	2.5	2.1	2.2	2.0	17	WXTR-AM & FM 104.1 1560	GOLD	18	26	14	12	13	19/58	MASLA		1.7
1.7	1.9	1.1	1.0	1.7	18	WYCB 1340	REL	21	20	16	17	16	9/124	SAVALLI	SHRDN	1.4
1.5	1.8	1.6	1.1	1.4	19	WBMW 105.7	CHR	16	6	13	19	21	28/38	W&P		2.3
0.8	0.9	1.0	1.3	1.3	20	WWDC 1250	BBND	23	33	35	34	24	11/98	CHRISTAL	US-2	.6
0.6	0.8	1.0	0.7	1.2	21	WTKS 102.3	A/C	19	25	19	18	19	16/66	CBS SPOT		.7
1.2	1.7	1.6	1.6	1.0	22	WHFS 99.1	AOR	20	12	12	20	20	18/61	MASLA	MBS	1.4

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STAR TRAK

WESTWOOD ONE For the best in nationally-sponsored radio programs, concerts, simulcasts and big event specials, call (213) 204-5000.

SAN JOSE #28

Continued from Page 154

SPRING '84	FALL '84	WINTER '85	SPRING '85	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
2.8	1.5	1.4	1.0	30	KFRC 610	CHR	23	17	21	24	32	32/34	REPUBLIC	US-1
1.5	0.8	1.2	1.0	30	KHTT 1500	CHR	25	8	24	27	28	26/42	HNWH	AP
--	2.8	1.1	1.0	30	KBRG 104.9	SPAN	35	16	17	22	30	15/74	WALLACE	

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 KOME	1 KWSS	1 KOME	1 KIOI	1 KGO	1 KGO	A/C	18.3
2 KSJO	2 KIOI	2 KGO	2 KARA	2 KIOI	2 KBAY	AOR	9.6
3 KWSS	3 KOME	3 KIOI	3 KGO	3 KLOK	3 KARA	BBnd	2.6
4 KYUU	4 KYUU	4 KYUU	4 KYUU	4 KSAN	4 KIOI	Blk/Urbn	3.7
5 KFOG	5 KARA	5 KARA	5 KWSS	5 KOME	5 KYUU	BM/Easy	10.4
6 KEZR	6 KEZR	6 KLOK	6 KBAY	6 KARA	6 KLOK	CHR	6.5
7 KARA	7 KSOL	7 KSAN	7 KOME	7 KYUU	7 KSAN	Ctry	5.6
8 KQAK	8 KLOK	8 KSJO	8 KLOK	8 KBAY	8 KOIT-FM	Misc	3.0
9 KSOL	9 KLOK-FM	9 KWSS	9 KSAN	9 KCBS	9 KLOK-FM	N/T	13.0
10 KGO	10 KSAN	10 KEZR	10 KEZR	10 KFOG	10 KEEN	Span	1.0

WASHINGTON #9

Continued from Page 157

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 WWDC-FM	1 WKYS	1 WWDC-FM	1 WKYS	1 WWDC-FM	1 WGAY	A/C	17.2
2 WHUR	2 WRQX	2 WHUR	2 WRQX	2 WMZQ-FM	2 WKYS	AOR	7.8
3 WKYS	3 WLTT	3 WKYS	3 WHUR	3 WHUR	3 WHUR	BBnd	1.3
4 WRQX	4 WHUR	4 WMZQ-FM	4 WGAY	4 WGAY	4 WLTT	Blk/Urbn	15.5
5 WCLY	5 WAVA	5 WRQX	5 WLTT	5 WKYS	5 WRQX	BM/Easy	12.6
6 WMZQ-FM	6 WCLY	6 WGAY	6 WAVA	6 WMAL	6 WASH	CHR	11.9
7 WAVA	7 WASH	7 WCLY	7 WCLY	7 WLTT	7 WCLY	Clas	3.2
8 WDJY	8 WWDC-FM	8 WMAL	8 WASH	8 WGMS	8 WMAL	Ctry	7.7
9 WASH	9 WDJY	9 WLTT	9 WWDC-FM	9 WRQX	9 WPKX-FM	Gold	2.0
10 WLTT	10 WGAY	10 WAVA	10 WPKX-FM	10 WCLY	10 WAVA	N/T	3.9
						Rel	1.7

AKRON #60

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
11.1	10.4	10.3	1	WAKR 1590	A/C	1	10	11	5	2	14/78	MCGAVREN	MBS
12.6	10.0	9.9	2	WMMS 100.7	CHR	3	3	1	1	1	14/77	KATZ	NBC-S
10.3	10.7	9.5	3	WKDD 96.5	CHR	2	1	2	2	4	15/72	KATZ	
--	--	6.4	4	WONE-FM 97.5	AOR	7	7	3	3	5	10/112	MCGAVREN	
3.8	2.8	5.6	5	WDBN-FM 94.9	B/EZ	9	22	22	14	12	10/108	MASLA	
4.3	5.2	5.3	6	WNIR 100.1	TALK	8	5	9	7	8	11/103	KATZ	ABC-E
5.0	5.7	5.2	7	WSLR 1350	CTRY	10	12	10	9	7	10/104	KATZ	ABC-E
4.3	3.2	4.7	8	WLTF 106.5	A/C	5	20	4	4	3	16/68	CHRISTAL	AP
5.0	4.4	4.2	9	WGCL 98.5	CHR	4	2	7	11	13	20/54	MMR	ABC-F
5.8	4.8	3.4	10	WMJI 105.7	A/C	6	11	5	6	6	20/54	EASTMAN	

ALBUQUERQUE #80

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
14.0	16.3	16.7	1	KOB-FM 93.3	A/C	2	3	1	1	1	9/118	CHRISTAL	
7.0	13.0	14.2	2	KOB 770	A/C	1	4	6	3	2	11/96	CHRISTAL	ABC-I
10.2	6.4	10.2	3	KFMG 107.9	AOR	3	2	2	2	4	11/99	HNWH	ABC-C
10.5	9.2	9.5	4	KNMQ 100.3	CHR	4	1	3	5	6	11/95	HNWH	ABC-C
6.7	8.3	6.9	5	KRST 92.3	CTRY	6	10	4	4	3	11/96	MCGAVREN	
8.1	5.9	5.6	6	KKJY 100.3	B/EZ	5	7	9	7	5	15/74	TORBET	
5.2	5.7	3.8	7	KRKE-FM 94.1	AOR	7	5	5	6	9	19/58	KATZ	NBC-S
5.5	3.4	3.8	7	KRZY 1450	CTRY	10	12	11	9	7	12/87	MCGAVREN	
3.6	3.1	3.8	7	KZIA 1580	N/T	15	19	19	19	16	7/151	MASLA	MBS
--	--	3.7	10	KDEF 1150	B/EZ	11	15	17	17	15	10/112		

ALLENTOWN-BETHLEHEM-EASTON #58

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
14.3	13.9	13.5	1	WFMZ 100.7	B/EZ	4	15	9	6	5	8/129	TORBET	
11.3	9.2	11.2	2	WZZO 95.1	AOR	1	2	1	1	2	14/80	BLAIR	
7.2	10.8	10.0	3	WQQQ 99.9	CHR	2	1	3	3	4	14/80	EASTMAN	ABC-C
11.5	9.7	8.5	4	WLEV 96.1	A/C	3	4	2	2	1	15/74	KATZ	
6.0	6.2	6.3	5	WKAP 1320	BBND	7	12	19	11	8	10/105	EASTMAN	ABC-E
5.7	5.2	6.2	6	WAEB 790	A/C	5	5	4	4	3	15/74	MCGAVREN	CBS
7.7	8.1	6.1	7	WAEB-FM 104.1	A/C	6	7	6	5	6	13/85	MCGAVREN	ABC-I
6.5	3.7	5.3	8	WEST 1400	BBND	10	27	29	14	10	9/126	KATZ	CBS
3.3	3.7	3.4	9	WXKW 1470	CTRY	9	23	12	7	7	14/79	MMR	NBC
1.5	1.6	3.0	10	WEEX 1230	CTRY	12	8	11	10	9	13/81	EASTMAN	MBS

AUSTIN #61

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
11.6	16.0	18.4	1	KHFI 98.3	CHR	1	1	2	1	3	11/98	CHRISTAL	
14.4	8.0	13.6	2	KLBJ-FM 93.7	AOR	2	2	1	2	1	11/102	EASTMAN	
12.7	17.5	11.9	3	KASE 100.7	CTRY	3	3	4	3	2	11/97	KATZ	
9.6	9.5	8.3	4	KEYI 103.5	A/C	4	6	3	4	4	14/77	TORBET	
5.4	5.3	6.4	5	KOKE 95.5	A/C	5	5	5	5	5	14/77	SELCOM	AP
5.0	4.7	5.8	6	KLBJ 590	N/T	6	7	8	6	6	15/73	EASTMAN	CBS
4.4	6.2	4.5	7	KPEZ 102.3	B/EZ	7	14	10	10	8	13/81	MCGAVREN	
5.4	4.2	4.5	7	KVET 1300	CTRY	8	13	9	7	7	13/86	KATZ	ABC-I
4.3	5.2	2.6	9	KNOW 1490	GOLD	9	12	6	8	10	16/69	TORBET	
2.4	1.8	2.0	10	KTXZ 1560	GOLD	10	11	7	9	9	16/68	W&P	AP
--	0.6	2.0	10	KRGT 92.1	SPAN	16	17	14	11	11	5/211	CABALLERO	

BAKERSFIELD #89

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
14.0	13.9	13.9	1	KKXX 107.9	CHR	1	1	1	1	1	13/83	KATZ	
9.6	13.9	13.4	2	KUZZ 97.0	CTRY	2	12	3	2	2	10/109	KATZ	
10.8	7.6	9.0	3	KGFM 101.5	B/EZ	4	30	9	5	4	9/126	SELCOM	
9.8	6.6	8.8	4	KQXR 94.1	CHR	3	2	2	3	5	14/79	HNWH	ABC-E
6.1	7.8	8.3	5	KWAC 1490	SPAN	7	5	4	4	3	6/173	LOTUS	
3.7	5.0	3.9	6	KGEO 1230	GOLD	5	8	5	6	6	17/64	SELCOM	NBC
1.9	2.3	3.7	7	KERN 1410	N/T	6	28	12	12	8	14/76	HNWH	ABC-I
3.9	3.1	2.4	8	KAFY 550	CTRY	8	10	19	10	9	21/53	BLAIR	ABC-D
1.2	1.5	2.4	8	KLOS 95.5	AOR	11	4	8	9	13	12/91	KATZ	ABC-R
1.9	1.7	2.2	10	KPMC 1560	N/T	9	24	21	17	19	19/57	MASLA	CBS
--	--	2.2	10	KLLY-FM 95.3	A/C	10	21	6	7	7	16/67	TORBET	AP
--	--	2.2	10	KUNN 1350	CHR	14	3	17	18	14	12/92	TORBET	US-1

BATON ROUGE #74

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
18.3	17.8	12.5	1	WFMF 102.5	CHR	1	1	1	1	3	13/80	BLAIR	
--	5.2	11.0	2	WKJN-FM 103.3	CTRY	5	6	5	2	1	9/116	EASTMAN	
6.1	6.2	9.6	3	WGGZ 98.1	CHR	2	2	3	4	6	15/72	KATZ	CBS-R
14.7	6.6	9.5	4	WYNK-FM 101.5	CTRY	4	8	7	5	2	11/97	TORBET	ABC-I
6.3	7.7	9.1	5	KQXL 106.3	B/U	7	4	2	3	7	9/118	W&P	SHRDN
4.2	8.6	8.3	6	WTKL 1260	B/U	6	3	4	6	4	10/108	W&P	
8.2	8.1	8.1	7	WXOK 1460	B/U	3	5	6	7	5	14/76	HNWH	NBN
11.1	6.9	3.8	8	WQXY 100.7	A/C	8	7	8	8	8	21/51	CHRISTAL	
1.8	6.8	3.6	9	WJBO 1150	N/T	9	10	13	9	9	17/64	BLAIR	CBS
1.3	1.9	3.3	10	WXAM 910	BBND	10	9	16	11	10	12/93	CHRISTAL	

BEAUMONT-PORT ARTHUR-ORANGE #98

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
11.2	12.4	14.1	1	KYKR 93.3	CTRY	2	6	5	3	1	10/104	KATZ	
9.5	13.7	13.0	2	KZZB 95.1	CHR	1	1	1	2	3	13/86	SELCOM	MBS
22.3	15.9	12.8	3	KHYS 98.5	B/U	5	2	2	1	2	8/134	MCGAVREN	CBS-R
5.9	5.6	8.2	4	KLVI 560	CTRY	3	15	7	6	4	14/77	KATZ	ABC-I
8.2	7.6	8.0	5	KQXY 94.1	B/EZ	6	18	8	7	5	12/89	CHRISTAL	NBC
8.4	7.7	7.6	6	KWIC 107.9	CHR	4	3	3	4	6	14/79	MASLA	ABC-C
7.0	6.7	6.5	7	KAYD 97.5	CTRY	8	16	4	5	7	14/78	EASTMAN	
3.6	4.9	3.7	8	KTRH 740	N/T	10	17	21	13	11	13/81	CBS SPOT	CBS
5.3	5.9	3.5	9	KIOC 106.1	A/C	7	5	6	8	9	26/41	REPUBLIC	US-1
1.5	2.2	3.3	10	KKMY 104.5	A/C	9	9	9	9	8	15/70	HNWH	

BRIDGEPORT #86

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
16.3	14.8	16.4	1	WEZN 99.9	B/EZ	2	10	6	3	2	10/114	KATZ	
16.6	16.8	13.5	2	WICC 600	A/C	1	7	3	2	1	15/72	CHRISTAL	
9.8	9.3	12.0	3	WKCI 101.3	CHR	3	2	1	1	3	13/85	MCGAVREN	
5.8	6.4	5.7	4	WPLR 99.1	AOR	5	3	2	4	6	14/75	CHRISTAL	
2.5	2.4	4.8	5	WRKS 98.7	B/U	9	1	7	8	13	9/124	REPUBLIC	US-1
3.9	7.1	4.0	6	WNBC 660	A/C	4	9	4	5	4	23/47	HNWH	NBC
2.8	2.7	3.8	7	WDJZ 1530	A/C	17	38	29	30	24	6/170	KATZ	AP
3.0	2.1	2.8	8	WCBS 880	NEWS	6	34	16	14	9	24/46	CBS SPOT	CBS
1.4	1.6	2.6	9	WOR 710	TALK	14	25	32	29	29	11/100	REPUBLIC	ABC-E
2.2	2.0	2.5	10	WRKI 95.1	AOR	7	6	5	6	7	21/53	ROSLIN	NBC-S

CANTON #95

SPRING '84	FALL '84	SPRING '85	METRO RANK	12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
15.2	15.1	16.8	1	1	WHBC 1480	A/C	1	13	8	3	1	12/92	CHRISTAL	ABC-E
12.3	14.9	14.2	2		WHBC-FM 94.1	B/EZ	2	10	9	6	2	9/117	CHRISTAL	
6.6	9.2	7.7	3		WDJQ 92.5	A/C	4	2	1	1	4	15/72	HNWH	
4.9	5.0	7.2	4		WKDD 96.5	CHR	3	1	3	4	6	17/64	KATZ	
10.6	8.1	6.5	5		WOOS 106.9	AOR	5	4	2	2	5	15/72	EASTMAN	US-1
4.9	5.7	5.7	6		WQXK 105.7	CTRY	7	21	6	5	3	13/81	MMR	ABC-D
9.3	5.9	4.8	7		WMMS 100.7	CHR	6	3	4	7	8	17/62	KATZ	NBC-S
--	--	2.8	8		WONE-FM 97.5	AOR	12	11	5	8	9	12/93	MCGAVREN	
4.2	2.4	2.6	9		WMJI 105.7	A/C	8	15	11	9	7	17/62	EASTMAN	
0.9	1.5	2.6	9		WZAK 93.1	B/U	13	5	7	10	17	11/96	SELCOM	CBS-R
0.9	2.4	2.6	9		WFAH 1310	A/C	19	26	19	25	21	9/122	HNWH	ABC-I

CHARLESTON-NORTH CHARLESTON, SC #82

SPRING '84	FALL '84	SPRING '85	METRO RANK	12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
13.5	16.5	15.3	1	1	WSSX 95.1	CHR	1	1	1	1	4	13/86	KATZ		24.6
13.2	13.5	11.9	2		WEZL 103.5	CTRY	3	12	6	4	2	10/106	BLAIR	NBC	9.6
12.5	13.0	10.8	3		WWWZ 93.5	B/U	4	2	2	3	3	11/102	HNWH	SHRDN	9.6
7.0	6.5	10.0	4		WPAL 730	B/U	5	3	4	5	5	9/122	W&P	NBN	7.7
9.7	9.4	9.5	5		WXTC 96.9	A/C	2	5	3	2	1	15/74	MCGAVREN		11.6
--	--	4.8	6		WAVF 96.1	A/C	7	11	5	6	6	17/63			8.0
4.4	5.3	4.2	7		WKQB 107.5	CHR	6	4	7	8	14	19/56	REPUBLIC		4.9
--	--	3.8	8		WDXZ 104.9	B/EZ	13	20	13	11	9	8/138			3.1
3.6	3.2	3.8	8		WXLY 102.5	CTRY	8	10	8	7	7	16/66	TORBET	US-1	3.6
6.4	3.9	3.5	10		WQIZ 810	REL	15	15	9	10	11	7/163	SELCOM	SHRDN	2.2

CHATTANOOGA #70

SPRING '84	FALL '84	SPRING '85	METRO RANK	12- AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
13.8	17.9	19.9	1		WSKZ 106.5	CHR	1	1	1	1	2	10/106	EASTMAN	
12.5	10.8	16.2	2		WUSY 100.7	CTRY	2	4	2	2	1	9/120	HNWH	AP
8.9	11.2	9.0	3		WDEF-FM 92.3	B/EZ	3	9	5	5	4	13/84	KATZ	CBS
12.4	11.2	8.4	4		WJTT 94.3	B/U	5	2	3	3	5	11/96	MCGAVREN	CBS-R
6.7	9.4	6.7	5		WDEF 1370	A/C	6	18	12	11	8	10/108	KATZ	CBS
8.6	9.1	6.5	6		WDOD-FM 96.5	CTRY	4	7	4	4	3	15/70	TORBET	ABC-E
0.5	0.5	3.7	7		WMOC 1450	REL	10	5	11	8	6	10/108		
4.3	3.6	3.4	8		WGOW 1150	A/C	7	12	6	6	7	17/65	EASTMAN	
2.4	2.3	2.9	9		WOWE 105.5	AOR	8	6	7	7	11	17/66		NBC-S
5.9	5.0	2.2	10		WDOD 1310	CTRY	9	8	14	12	10	19/58	TORBET	ABC-E
2.4	2.0	2.2	10		WDXB 1490	GOLD	13	16	21	9	9	11/97		MBS

COLUMBIA, SC #88

SPRING '84	FALL '84	SPRING '85	METRO RANK	12- AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
20.4	21.7	18.6	1		WCOS-FM 97.9	CTRY	2	5	2	1	1	10/112	MCGAVREN	ABC-I
10.8	15.1	13.9	2		WNOK-FM 104.7	CHR	1	1	1	2	2	13/81	KATZ	ABC-C
10.7	9.1	9.1	3		WWDM 101.3	B/U	4	2	3	3	7	11/97	HNWH	SHRDN
8.3	8.2	8.2	4		WZLD 96.7	CHR	3	3	4	4	5	14/76	W&P	
--	--	6.4	5		WWGO 102.3	GOLD	8	12	5	5	3	10/105		
6.8	4.6	6.1	6		WSCQ 100.1	A/C	6	15	7	6	4	14/76	TORBET	CBS
6.6	9.0	5.8	7		WIS 560	A/C	5	13	11	9	9	18/62	CHRISTAL	CBS
6.4	4.4	5.1	8		WDPN 103.1	B/U	7	4	6	7	6	16/66	UNIREF	MBS
6.6	6.6	3.8	9		WOIC 1320	B/U	9	6	9	10	10	17/65	EASTMAN	NBC
0.5	0.6	3.7	10		WTCB 106.7	CTRY	11	8	8	8	8	10/105	EASTMAN	ABC-E

EL PASO #79

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
11.1	10.6	13.8	1	KLAQ 95.5	AOR	3	3	1	1	2	10/111	HNWH	NBC-S
11.1	15.7	13.7	2	KAMZ 93.1	CHR	1	1	2	2	1	12/88	EASTMAN	
4.2	4.4	10.1	3	KEZB 93.9	CHR	2	2	3	3	4	16/69	CHRISTAL	US-1
8.8	10.5	8.0	4	KTSM-FM 99.9	B/EZ	6	9	9	7	5	10/111	HNWH	
11.4	7.6	7.0	5	KHEY-FM 96.3	CTRY	5	7	6	4	3	14/79	KATZ	
7.2	8.5	5.5	6	KSET 94.7	CHR	4	4	4	5	11	21/53	TORBET	ABC-C
10.0	6.6	5.4	7	KAMA 1060	SPAN	10	17	8	9	7	9/124	EASTMAN	UPI
3.8	3.0	4.6	8	KFIM 92.3	CHR	7	5	5	6	8	16/67	MCGAVREN	
5.4	5.1	4.0	9	KHEY 690	CTRY	8	13	18	12	6	16/67	KATZ	ABC-I
4.7	3.3	2.9	10	KROD 600	GOLD	9	6	11	10	9	19/57	HNWH	
4.1	4.2	2.9	10	KLOZ 102.1	CTRY	11	8	10	11	12	16/67	SELCOM	US-1
2.6	3.3	2.9	10	KYSR-FM 97.5	A/C	13	14	7	8	13	12/89	SELCOM	ABC-D

FLINT #90

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
7.4	15.6	15.4	1	WCRZ 107.9	A/C	1	3	1	1	1	12/91	KATZ	ABC-F
13.3	13.2	15.1	2	WDZZ 92.7	B/U	5	2	3	2	2	7/148	HNWH	SHRDN
18.1	11.9	11.8	3	WWCK 105.5	AOR	2	1	2	3	4	13/81	MCGAVREN	ABC-F
8.0	6.5	8.6	4	WJR 760	MISC	4	14	7	5	5	13/83	EASTMAN	ABC-I
7.9	6.5	7.3	5	WTRX 1330	A/C	3	4	4	4	3	17/64	CHRISTAL	ABC-I
2.0	4.3	6.6	6	WGER 102.5	A/C	8	17	17	12	6	9/116	MCGAVREN	UPI
3.5	6.5	5.8	7	WKMF 1470	CTRY	7	12	13	6	7	11/96	KATZ	ABC-E
2.5	3.8	3.8	8	WTAC 600	CTRY	9	20	9	7	8	16/67	TORBET	MBS
3.9	5.3	3.5	9	WDFD 910	A/C	6	11	12	10	9	19/56	BLAIR	CBS
0.8	1.7	2.0	10	WWWS 107.1	B/U	10	5	8	8	10	20/55	MASLA	SHRDN
0.7	0.3	2.0	10	WCZY 95.5	CHR	13	7	5	9	13	14/76	HNWH	

GRAND RAPIDS #66

SPRING '84	FALL '84	SPRING '85	METRO RANK 12-17 RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
9.2	8.2	11.7	1	WGRD 97.9	CHR	1	1	3	4	8	14/75	W&P	ABC-C
9.3	10.6	10.5	2	WCUZ-FM 101.3	CTRY	5	6	4	2	1	12/94	CHRISTAL	ABC-E
11.8	9.9	10.0	3	WLAV-FM 96.9	AOR	2	2	1	1	3	13/83	MMR	ABC-R
6.3	4.0	8.0	4	WCUZ 1230	CTRY	4	7	6	5	4	16/69	CHRISTAL	ABC-I
8.2	12.0	8.0	4	WOOD-FM 105.7	B/EZ	6	8	10	6	5	13/81	KATZ	NBC
6.9	8.4	7.4	6	WLHT 95.7	A/C	3	3	2	3	2	17/63	SELCOM	
11.3	8.7	7.2	7	WOOD 1300	A/C	7	14	13	9	6	14/76	KATZ	NBC
3.0	5.0	4.8	8	WMUS-FM 106.9	CTRY	10	9	8	7	7	11/96	HNWH	
3.0	4.0	3.2	9	WKLQ 94.5	CHR	8	5	5	8	9	26/42	EASTMAN	
2.1	2.7	2.8	10	WFUR-FM 102.9	B/EZ	11	20	27	19	15	18/60		

FRESNO #72

SPRING '84	FALL '84	SPRING '85	METRO RANK 12-17 RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
9.9	9.3	11.7	1	KYNO-FM 95.7	CHR	1	1	2	1	1	14/76	BLAIR	
10.1	11.1	9.1	2	KKDJ 105.9	AOR	4	4	1	2	7	11/103	W&P	
8.2	9.4	8.5	3	KMJ 580	N/T	3	13	13	7	3	12/88	KATZ	NBC
6.1	5.7	5.9	4	KMGX 103.7	CHR	6	2	6	6	13	15/73	REPUBLIC	US-1
4.1	6.4	5.7	5	KFYE 93.7	A/C	5	6	3	3	2	16/68	EASTMAN	
6.0	3.7	5.5	6	KBOS 94.9	CHR	2	3	5	5	15	19/56	MCGAVREN	ABC-F
4.0	5.5	4.9	7	KFIG-FM 101.1	A/C	7	5	4	4	5	17/66	TORBET	
1.1	1.8	4.9	7	KOJY 98.9	B/EZ	9	15	17	15	11	11/100	MASLA	
3.3	5.1	4.9	7	KGST 1600	SPAN	14	11	9	9	4	9/127	LOTUS	
2.4	5.6	4.3	10	KNAX 97.9	CTRY	10	14	7	8	6	12/90	KATZ	MBS

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GREENVILLE-SPARTANBURG, SC #65

SPRING '84	FALL '84	SPRING '85	METRO RANK	12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
15.0	9.4	13.9	1	1	WESC-FM 92.5	CTRY	3	8	7	2	1	9/115	BLAIR	ABC-E
14.1	11.4	10.3	2	2	WFBC-FM 93.7	A/C	2	6	2	1	2	13/83	KATZ	ABC-F
6.2	6.3	9.5	3	3	WHYZ 1070	B/U	8	3	3	4	4	6/171	HNWH	ABC-C
10.2	10.7	9.1	4	4	WANS-FM 107.3	CHR	1	1	1	3	5	15/71	TORBET	CBS-R
7.7	9.8	7.8	5	5	WSPA-FM 98.9	B/EZ	4	19	13	9	6	13/81	MCGAVREN	
7.6	9.0	7.3	6	6	WSSL-FM 100.5	CTRY	6	7	8	5	3	12/91	EASTMAN	US-2
5.9	4.5	6.1	7	7	WCKN 101.1	CHR	5	2	6	6	7	17/65		MBS
1.0	2.7	5.5	8	8	WKSF 99.9	CHR	7	4	4	7	10	12/87	MCGAVREN	
5.4	3.4	4.8	9	9	WASC 1530	B/U	13	5	5	8	11	6/185	W&P	ABC-C
3.0	4.9	3.2	10	10	WFBC 1330	GOLD	9	14	10	11	9	15/71	KATZ	NBC

HARRISBURG #82

SPRING '84	FALL '84	SPRING '85	METRO RANK	12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
--	--	18.7	1	1	WNNK 104.1	CHR	1	1	1	1	1	11/100	EASTMAN	ABC-R
10.3	10.6	11.9	2	2	WHP-FM 97.3	B/EZ	3	13	14	6	3	9/116	KATZ	
10.6	9.9	10.2	3	3	WHP 580	A/C	2	14	9	9	5	12/91	KATZ	CBS
8.5	7.5	7.1	4	4	WRKZ 106.7	CTRY	5	9	5	4	2	11/98	MCGAVREN	ABC-E
5.3	5.3	5.6	5	5	WQXA 105.7	CHR	6	3	2	3	6	14/78	MMR	ABC-C
8.8	9.0	5.2	6	6	WSFM 99.3	A/C	4	8	4	2	4	15/70	TORBET	US-2
11.4	13.3	4.3	7	7	WTPA 93.5	AOR	9	4	3	5	13	11/97	SELCOM	ABC-R
4.2	4.3	4.0	8	8	WHGB 1400	BBND	10	7	21	16	12	12/92	MCGAVREN	MBS
6.1	3.2	3.7	9	9	WHYL-AM & FM 960 102.3	CTRY	11	20	7	7	8	11/97	HNWH	AP
6.2	7.7	3.1	10	10	WKBO 1230	A/C	7	12	8	11	9	22/48	BLAIR	NBC
4.5	2.4	3.1	10	10	WHTF 92.7	CHR	8	5	6	8	10	17/62	BLAIR	

HONOLULU #52

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
11.6	12.1	16.6	1	KSSK 590	A/C	2	3	4	2	1	10/107	EASTMAN	
14.2	11.6	12.6	2	KULA 92.3	A/C	1	4	1	1	2	14/79	EASTMAN	
9.6	11.1	9.5	3	KPOI 97.5	AOR	4	2	2	3	6	13/83	REPUBLIC	
9.8	10.2	8.7	4	KQMQ 93.1	CHR	3	1	3	4	8	16/66	SELCOM	AP
6.4	6.6	8.1	5	KUMU 94.7	B/EZ	6	18	8	5	3	11/101	TORBET	
0.9	6.7	5.4	6	KRTR 96.3	A/C	5	6	5	6	4	19/58	HNWH	
4.0	5.3	5.0	7	KCCN 95.5	MISC	10	10	9	9	9	14/78		
3.8	4.5	4.9	8	KKUA 690	A/C	8	9	6	8	7	17/65	SELCOM	AP
7.7	5.3	4.3	9	KIKI 830	A/C	7	7	7	7	5	19/56	KATZ	
4.9	1.7	4.0	10	KORL 650	B/EZ	13	15	16	14	12	11/102	WESTERN	UPI

JACKSONVILLE #55

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
11.9	13.2	15.4	1	WIVY 102.9	A/C	1	3	1	1	1	13/85	TORBET	
8.2	11.7	10.3	2	WQIK-FM 99.1	CTRY	3	6	4	3	2	12/93	MCGAVREN	
14.9	11.4	10.3	2	WFYV 104.5	AOR	5	2	2	2	4	11/101	MMR	NBC-S
8.3	8.4	9.7	4	WJAX-FM 95.1	B/U	6	1	3	5	6	11/103	W&P	ABC-C
11.3	9.5	9.5	5	WKTZ 96.1	B/EZ	4	18	12	7	7	12/91	SELCOM	
7.9	9.2	7.3	6	WAIV 96.9	A/C	2	8	5	4	3	17/66	EASTMAN	
4.0	3.5	4.7	7	WZAZ 1400	B/U	9	7	8	6	5	10/105	LAZAR	
--	2.2	3.4	8	WNFI 99.9	CHR	7	4	6	9	18	16/68	EASTMAN	
1.3	1.8	3.1	9	WCGL 1360	REL	14	21	7	8	8	9/126	RAWLING	
6.2	4.7	2.8	10	WCRJ-FM 107.3	CTRY	8	10	10	10	9	18/59	KATZ	

JOHNSON CITY-KINGSPORT-BRISTOL #85

SPRING '84	FALL '84	SPRING '85	METRO RANK	12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
25.2	21.9	24.2	1	1	WQUT 101.5	CHR	1	1	1	1	2	10/107	KATZ	US-1
20.0	21.4	18.6	2	2	WXBQ 96.9	CTRY	2	3	2	2	1	10/105	MCGAVREN	ABC-I
9.5	8.8	9.7	3	3	WJCW 91.0	CTRY	3	7	12	3	3	11/99	KATZ	CBS
9.0	9.2	7.0	4	4	WTFM 98.5	B/EZ	4	8	5	4	4	12/94	REPUBLIC	ABC-E
2.6	1.5	3.2	5	5	WZXY 104.9	AOR	5	2	3	5	8	18/59	TORBET	NBC-S
--	0.3	2.4	6	6	WKSF 99.9	CHR	8	4	4	7	7	15/74	MCGAVREN	
1.3	2.0	2.2	7	7	WJSO-FM 99.3	CTRY	7	31	11	6	5	16/68	HNWH	
2.1	2.7	2.0	8	8	WZAP 69.0	REL	9	9	17	11	11	15/73	J C GATES	
1.3	0.8	2.0	8	8	WJSO 159.0	A/C	12	13	6	9	9	14/76	HNWH	
1.6	0.5	1.7	10	10	WMCH 126.0	REL	15	25	25	19	13	14/78		

KNOXVILLE #67

SPRING '84	FALL '84	SPRING '85	METRO RANK	12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
19.6	21.6	23.3	1	1	WIVK-FM 107.7	CTRY	2	1	1	1	1	9/115	KATZ	ABC-E	25.3
18.6	15.8	17.5	2	2	WIMZ-FM 103.5	AOR	1	2	2	2	2	11/97	BLAIR	NBC-S	20.6
15.8	14.8	14.5	3	3	WEZK 97.5	B/EZ	5	5	3	5	3	9/127	TORBET		10.9
9.8	7.7	8.2	4	4	WOKI 100.3	CHR	3	4	6	4	6	15/71	SELCOM	ABC-F	9.4
7.0	8.0	6.7	5	5	WMYU 102.1	A/C	4	3	4	3	4	16/67	MCGAVREN		7.0
3.4	4.3	4.5	6	6	WIVK 85.0	CTRY	8	6	5	6	5	12/87	KATZ	ABC-E	3.4
4.0	5.7	2.6	7	7	WNOX 99.0	CTRY	6	8	7	8	7	23/47	CHRISTAL	CBS	3.7
1.9	1.1	1.8	8	8	WRJZ 62.0	GOLD	7	7	8	7	8	17/64			1.7
1.6	1.0	1.8	8	8	WKGN 134.0	N/T	13	11	9	11	9	14/75		ABC-T	1.8
--	1.6	1.7	10	10	WSEV 93.0	CTRY	15	15	12	15	12	12/88			1.4

LANSING-EAST LANSING #93

SPRING '84	FALL '84	SPRING '85	METRO RANK	12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
18.8	17.1	20.5	1	1	WVIC-FM 94.9	CHR	1	1	1	1	1	10/105	BLAIR	
9.9	9.5	10.3	2		WITL-FM 100.7	CTRY	4	12	6	4	3	11/99	MCGAVREN	US-2
7.2	9.3	9.4	3		WFMK 99.1	A/C	2	8	3	2	2	13/82	SELCOM	ABC-F
11.0	9.3	8.4	4		WJXQ 106.1	CHR	3	2	2	3	7	14/78	CHRISTAL	
7.0	7.2	5.6	5		WJR 760	MISC	5	11	8	9	9	15/71	EASTMAN	ABC-I
5.1	7.6	5.6	5		WJIM-FM 97.5	B/EZ	7	23	10	8	6	12/88	TORBET	NBC
3.3	5.6	5.6	5		WILS-FM 101.7	A/C	6	5	4	6	4	15/74	HNWH	US-1
2.4	2.3	5.5	8		WMMQ 92.7	A/C	8	7	5	5	5	12/87	PATT MEDIA	CBS-R
1.9	3.5	3.5	9		WIBM 94.1	GOLD	9	4	7	7	8	14/77	W&P	MBS
2.7	1.9	1.7	10		WJIM 1240	GOLD	10	22	9	10	18	24/45	TORBET	NBC
0.6	2.7	1.7	10		WXLA 1170	B/U	17	3	14	14	14	11/98	UNIREP	

LAS VEGAS #73

SPRING '84	FALL '84	SPRING '85	METRO RANK	12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
9.5	11.6	13.6	1	1	KXTZ 94.1	B/EZ	3	6	8	3	1	9/122	SELCOM	
13.1	11.2	12.4	2		KLUC 98.5	CHR	1	1	2	2	4	13/80	MCGAVREN	ABC-C
9.3	10.4	11.4	3		KOMP 92.3	AOR	2	2	1	1	2	11/99	CHRISTAL	
8.0	10.4	7.4	4		KFMS 101.9	CTRY	5	13	5	6	3	14/80	KATZ	
3.0	3.9	6.6	5		KUDO 93.1	A/C	4	4	3	5	5	17/66	HNWH	CBS-R
3.3	3.9	5.9	6		KMZQ 100.5	A/C	6	8	4	4	6	15/72	MMR	MBS
6.0	5.6	5.4	7		KORK 920	MISC	7	14	14	11	11	13/83	EASTMAN	NBC
4.3	4.4	4.6	8		KDWN 720	N/T	9	15	13	12	8	13/82	BLAIR	
3.8	4.0	3.3	9		KENO 1460	A/C	10	10	6	7	7	16/67	CHRISTAL	
2.1	3.1	2.6	10		KMJJ 1140	CHR	11	9	11	8	9	19/57	MCGAVREN	ABC-E

LITTLE ROCK-NORTH LITTLE ROCK #81

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
16.4	14.0	18.0	1	KKYK 103.7	CHR	1	1	1	1	1	13/83	BLAIR		19.5
12.3	15.4	14.1	2	KSSN 95.7	CTRY	2	6	3	2	2	10/108	EASTMAN	ABC-E	13.4
11.4	9.6	9.0	3	KMJX 105.1	AOR	4	3	2	3	4	13/84	HNWH	ABC-R	12.4
8.3	9.8	8.4	4	KEZQ 100.3	B/EZ	6	8	9	6	3	11/95	MMR		8.9
8.6	5.1	8.0	5	KARN 92.0	N/T	5	13	8	9	6	13/84	BLAIR	CBS	6.5
5.9	7.3	7.1	6	KLAZ-FM 98.5	A/C	3	5	4	4	5	19/57			9.9
5.9	7.3	5.9	7	KWTD 106.3	B/U	11	2	5	5	9	10/53	ROSLIN	MBS	6.1
3.6	3.2	4.8	8	KLRA 101.0	CTRY	10	18	12	10	7	12/89	CHRISTAL	UPI	4.6
6.5	3.6	4.7	9	KLAZ 125.0	B/U	7	4	6	7	8	14/77			2.7
3.2	4.2	3.2	10	KHLT 94.1	A/C	8	7	7	8	10	20/55	CHRISTAL	ABC-D	3.3

McALLEN-BROWNSVILLE #76

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	
20.1	21.9	21.3	1	KGBT 153.0	SPAN	2	5	6	1	1	8/134	KATZ		
14.4	7.9	14.3	2	KBFM 104.1	CHR	1	1	2	3	4	14/76	CHRISTAL	ABC-F	
3.9	9.3	9.9	3	KELT 94.5	A/C	4	7	1	2	2	12/90	KATZ		
12.7	10.1	8.5	4	KIWW 96.1	SPAN	5	4	3	4	3	13/81	MCGAVREN		
13.6	9.5	7.9	5	KRGV 129.0	CHR	3	2	5	5	7	16/66	BLAIR	US-1	
5.0	7.9	6.5	6	KRIX 99.5	AOR	6	3	4	6	10	15/72	MMR	ABC-R	
4.9	3.8	4.6	7	KQXX 98.5	SPAN	8	9	8	8	5	13/85	CABALLERO		
3.1	4.9	4.4	8	KTXF 100.3	CTRY	7	6	7	7	6	13/81	EASTMAN		
3.8	5.3	3.8	9	KVLY 107.9	B/EZ	10	13	13	11	9	12/93	HNWH		
1.9	2.4	3.2	10	KIRT 158.0	SPAN	12	10	14	9	8	9/117	CABALLERO		

MOBILE #84

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
13.2	14.0	16.4	1	WABB-FM 97.5	CHR	1	1	1	1	3	11/100	CHRISTAL	ABC-F
18.5	16.5	15.1	2	WKSJ-FM 94.9	CTRY	2	6	4	2	1	10/109	BLAIR	ABC-E
17.6	15.3	11.9	3	WBLX 92.9	B/U	4	2	2	3	2	10/108	HNWH	US-1
9.3	9.4	11.6	4	WGOK 900	B/U	5	3	6	6	6	7/152	ROSLIN	SHRDN
6.7	6.3	7.5	5	WKRQ-FM 99.9	CHR	3	4	3	4	4	17/64	KATZ	MBS
4.3	7.0	5.0	6	WLPR 96.7	B/EZ	8	9	14	11	7	12/91	MASLA	
4.5	6.2	4.7	7	WKRQ 710	N/T	6	8	12	12	12	15/73	KATZ	CBS
3.6	6.7	4.6	8	WDLT 98.3	A/C	7	5	5	5	5	14/75	SELCOM	CBS-R
3.1	2.3	4.3	9	WMOB 1360	REL	11	7	9	10	8	6/179		
1.2	1.3	2.2	10	WZEW 92.7	AOR	14	11	7	7	9	9/122	MASLA	

NEW HAVEN-WEST HAVEN #78

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
10.7	13.4	11.5	1	WKCI 101.3	CHR	1	1	1	1	1	14/77	MCGAVREN	
16.1	11.5	8.7	2	WELI 960	A/C	2	22	12	9	3	14/76	BLAIR	
6.3	5.2	7.3	3	WEZN 99.9	B/EZ	6	20	18	12	9	10/110	KATZ	
6.8	5.9	7.0	4	WPLR 99.1	AOR	3	2	2	2	4	14/75	CHRISTAL	
3.8	3.8	6.5	5	WHCN 105.9	AOR	4	4	3	3	7	13/85	MASLA	ABC-R
8.0	6.6	5.0	6	WAVZ 1300	BBND	7	26	22	23	15	14/80	MCGAVREN	ABC-I
5.4	4.3	4.6	7	WNHC 1340	B/U	13	6	8	6	5	11/102	SAVALLI	SHRDN
3.1	3.9	4.0	8	WNBC 660	A/C	5	12	5	4	2	19/59	HNWH	NBC
3.8	4.3	3.3	9	WDRC-FM 102.9	A/C	8	8	6	7	10	20/55	MCGAVREN	
1.1	4.5	3.2	10	WTIC 1080	A/C	12	14	17	20	13	16/69	KATZ	NBC

OMAHA-COUNCIL BLUFFS #69

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
20.6	28.3	20.1	1	KFAB 1110	A/C	1	5	6	4	1	10/106	CHRISTAL	NBC	18.2
15.5	14.4	16.1	2	KKQK 98.5	CHR	2	1	2	2	3	11/98	EASTMAN		22.7
12.2	14.2	13.2	3	KEZO 92.3	AOR	4	2	1	1	4	9/117	BLAIR	ABC-R	17.4
10.2	6.3	9.2	4	KGOR 99.9	A/C	3	3	3	3	2	14/77	CHRISTAL	NBC	8.7
5.8	5.4	7.4	5	KESY 104.5	B/EZ	6	12	9	9	6	10/108	SELCOM		3.3
1.8	4.5	5.9	6	KEFM 96.1	A/C	5	4	4	5	7	14/76	MCGAVREN		6.5
6.6	4.3	5.5	7	WOW -FM 94.1	CTRY	9	11	7	6	5	10/112	TORBET	ABC-E	4.1
5.5	5.5	3.9	8	KOIL 1290	A/C	7	7	5	7	8	19/57	SELCOM	US-1	2.6
6.2	4.0	3.2	9	WOW 590	CTRY	8	8	10	10	10	18/61	TORBET	ABC-I	3.5
1.3	1.0	3.1	10	KEDS 1490	GOLD	10	13	8	8	9	13/81	BLAIR	MBS	3.6

ORLANDO #51

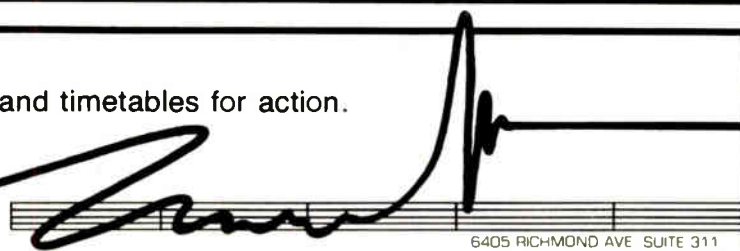
SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	
10.4	12.9	12.6	1	WJYO 107.7	A/C	3	7	3	1	1	10/110	MCGAVREN		
10.5	8.8	12.0	2	WHLY 106.7	CHR	1	1	2	3	5	13/82	CHRISTAL		
10.9	7.9	9.9	3	WDIZ 100.3	AOR	5	2	1	2	3	11/102	SELCOM	ABC-R	
9.6	13.4	9.1	4	WWKA 92.3	CTRY	4	6	5	5	2	12/90	KATZ		
10.7	8.0	8.1	5	WBJW-FM 105.1	CHR	2	3	4	4	4	19/58	BLAIR	ABC-C	
5.8	8.7	7.7	6	WDBO 580	A/C	6	9	8	6	6	14/80	KATZ	CBS	
5.0	6.2	5.8	7	WKIS 740	N/T	7	10	11	11	9	13/81	EASTMAN	MBS	
4.3	4.7	4.4	8	WHOO-FM 96.5	CTRY	8	19	9	7	7	15/70	TORBET		
6.2	4.2	3.7	9	WORL 1270	B/U	9	4	6	8	8	14/75	MCGAVREN		
--	--	3.4	10	WSSP 104.1	B/EZ	13	16	16	12	11	10/106	HNWH		

INTERPRETATION OF RESEARCH

Detailed implementation plans and timetables for action.



SHANE MEDIA SERVICES



6405 RICHMOND AVE SUITE 311
HOUSTON, TX 77057
713/952-9221

QUAD CITIES (DAVENPORT-ROCK ISLAND) #99

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
15.9	17.9	21.1	1	KIHK 103.7	CHR	1	1	1	1	1	11/103	CHRISTAL	ABC-D	24.7
12.4	10.1	12.5	2	WLLR 101.3	CTRY	2	4	3	2	2	11/100	HNWH		11.8
10.3	11.8	9.4	3	WXLN 96.9	AOR	3	2	2	3	5	14/79	KATZ	NBC-S	13.7
10.5	8.5	8.4	4	KRVR 106.5	B/EZ	4	10	7	5	6	12/90	MMR		5.1
8.4	7.2	8.1	5	WHBF 1270	CTRY	7	7	10	7	8	12/94	MCGAVREN	CBS	4.9
8.2	9.2	7.9	6	WOC 1420	N/T	6	8	13	10	4	12/90	CHRISTAL	ABC-T	10.0
7.1	6.4	5.3	7	WHBF-FM 98.9	A/C	5	6	4	4	3	19/58	MCGAVREN	CBS	6.9
3.6	5.3	3.7	8	WMRZ 1230	GOLD	8	9	6	6	7	16/66	HNWH		2.8
4.8	2.9	2.2	9	KKZZ 1170	CHR	9	3	8	9	11	26/41	KATZ	ABC-C	3.2
1.1	2.9	2.0	10	WKEI 1450	MISC	14	18	16	14	15	10/112	MASLA	ABC-D	.9

RALEIGH-DURHAM #62

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.6	12.0	12.5	1	WRAL 101.5	A/C	1	7	1	1	1	12/90	KATZ		14.2
2.2	5.5	10.2	2	WFXC 107.1	B/U	5	2	3	2	2	8/141	SELCOM		10.1
14.5	9.6	6.6	3	WDCG 105.1	CHR	2	1	4	4	6	18/61	BLAIR	US-1	11.8
7.3	7.0	6.5	4	WPTF 680	A/C	3	19	11	10	8	14/75	MCGAVREN	ABC-E	5.9
--	1.9	6.3	5	WSES 1550	B/U	14	22	7	5	5	4/299	LOTUS	NBN	---
--	6.7	6.0	6	WRDU 106.1	AOR	6	5	2	3	7	13/86	MMR		10.0
3.2	3.5	5.4	7	WLLR 570	B/U	10	4	6	6	3	9/125	W&P	SHDRN	2.9
--	3.8	5.2	8	WZZU 93.9	CHR	4	3	5	7	9	16/69	TORBET		6.2
10.8	4.7	4.5	9	WQDR 94.7	CTRY	7	10	9	8	4	15/74	MCGAVREN	ABC-E	5.1
5.6	4.7	3.5	10	WDNC 620	BBND	9	11	19	19	18	14/76	BLAIR	CBS	2.8

RICHMOND #53

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
16.6	13.4	16.6	1	WRVQ 94.5	CHR	1	1	1	1	2	11/103	EASTMAN	US-1
15.5	11.9	11.5	2	WRVA 1140	A/C	2	8	8	6	5	14/80	EASTMAN	NBC
10.7	9.7	11.4	3	WEZS 103.7	A/C	3	7	4	2	1	11/97	BLAIR	
9.2	10.5	11.4	3	WPLZ 99.3	B/U	5	2	2	3	3	10/113	MCGAVREN	US-1
8.7	8.8	9.7	5	WRXL 102.1	AOR	4	3	3	4	4	12/94	KATZ	ABC-R
5.2	6.5	7.1	6	WTVR 98.1	CTRY	6	5	5	5	6	13/85	MMR	MBS
5.8	4.7	3.7	7	WLEE 1480	B/EZ	9	19	16	14	10	12/88	HNWH	CBS
4.1	3.3	3.5	8	WRNL 910	CTRY	7	6	9	9	8	16/68	KATZ	ABC-I
3.0	2.5	3.1	9	WFTH 1590	REL	12	14	12	10	7	11/103		
6.7	8.1	2.8	10	WQSF 96.5	B/EZ	8	4	6	8	11	16/66		

SAGINAW-BAY CITY-MIDLAND #97

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
13.6	16.6	19.4	1	WIOG 106.3	CHR	1	1	1	1	3	12/94	KATZ	ABC-C
11.4	12.6	15.7	2	WKCQ 98.1	CTRY	3	6	3	2	1	9/125	CHRISTAL	NBC
17.6	11.4	11.4	3	WSGW 790	A/C	4	7	7	4	4	11/103	KATZ	ABC-I
9.4	12.6	10.6	4	WHNN 96.1	A/C	2	5	2	3	2	13/81	SELCOM	US-1
9.7	11.8	10.1	5	WGER 102.5	B/EZ	5	9	6	5	5	10/106	MCGAVREN	UPI
3.1	7.6	5.9	6	WFXZ 100.9	CHR	6	2	4	6	7	16/68	TORBET	
7.1	2.7	2.9	7	WWCK 105.5	AOR	9	4	5	7	11	13/80	MCGAVREN	ABC-F
12.5	3.0	2.9	7	WWWS 107.1	B/U	10	3	8	9	9	13/85	MASLA	SHRDN
2.0	3.4	2.6	9	WSAM 1400	GOLD	7	8	9	8	6	17/63	CHRISTAL	NBC
2.0	2.4	2.2	10	WJR 760	MISC	8	12	16	13	12	18/60	EASTMAN	ABC-I

SAN DIEGO NORTH COUNTY #71

FALL '84	SPRING '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
5.6	12.4	1	KGB 101.5	AOR	3	4	1	1	4	7/158	KATZ	NBC-S
7.0	7.9	2	KFMB 760	A/C	2	7	12	4	2	15/73	MCGAVREN	
5.3	7.9	2	KFMB-FM 100.7	A/C	1	2	2	2	1	16/66	MCGAVREN	
8.9	7.6	4	KJQY 103.7	B/EZ	4	9	22	10	5	11/99	BLAIR/RAR	
5.1	5.0	5	KMLO 1000	BBND	7	17	16	19	10	11/101		
3.0	4.3	6	KIFM 98.1	A/C	11	29	3	3	3	11/96	CBS SPOT	CBS-R
5.2	3.8	7	KEZL 102.1	A/C	8	32	7	5	6	14/78	SELCOM	ABC-D
6.5	3.7	8	XTRA-FM 91.1	AOR	5	1	4	8	11	18/61	MMR	
3.1	3.3	9	XTRA 690	GOLD	13	8	8	6	7	14/79	MMR	
2.9	3.2	10	KCBQ-FM 105.3	CTRY	10	12	6	7	16	16/69	REPUBLIC	

SARASOTA-BRADENTON #87

FALL '84	SPRING '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
21.6	17.9	1	WUV 103.3	B/EZ	1	5	4	5	3	10/114	MASLA	MBS
7.2	10.3	2	WSUN 620	CTRY	2	9	6	2	1	9/119	KATZ	ABC-E
6.2	7.9	3	WYNF 94.9	AOR	3	3	1	1	4	11/100	KATZ	ABC-R
4.9	6.2	4	WAMR 1320	BBND	7	24	21	23	23	9/121		NBC
4.7	5.4	5	WZNE 97.9	CHR	4	1	3	3	5	15/71	CHRISTAL	NBC-S
5.6	5.2	6	WWBA 107.3	B/EZ	6	22	14	9	10	13/86	REPUBLIC	
7.2	4.1	7	WAVE 102.5	A/C	5	13	2	4	2	16/66	CBS-FM	CBS-R
0.8	2.7	8	WQSA 1220	N/T	14	26	12	12	11	11/98	J. BOLTON	MBS
3.1	2.5	9	WRBQ-FM 104.7	CHR	9	4	5	7	8	16/68	EASTMAN	ABC-F
0.7	2.4	10	WMLO 106.3	A/C	8	11	7	6	6	18/62	HNWH	US-1

SPOKANE #92

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
13.0	11.1	16.9	1	KXLY-FM 99.9	B/EZ	2	7	6	5	2	8/137	TORBET	
5.8	12.2	14.1	2	KZZU-FM 92.9	CHR	1	1	1	2	4	12/87	CHRISTAL	
12.0	11.8	12.6	3	KDRK 93.7	CTRY	4	8	4	1	1	8/132	EASTMAN	US-1
8.7	9.7	10.9	4	KEZE 105.7	AOR	5	2	2	3	5	9/117	MCGAVREN	
10.2	8.5	7.5	5	KKPL 96.1	A/C	3	4	3	4	3	17/64	HNWH	
8.0	7.8	6.1	6	KGA 1510	CTRY	7	12	11	7	6	13/84	EASTMAN	ABC-I
4.2	5.6	6.0	7	KLSN 590	A/C	8	6	10	8	8	13/85	KATZ	NBC
7.7	5.9	5.0	8	KISC 98.1	CHR	6	3	5	6	7	20/54	KATZ	NBC
5.7	5.4	4.6	9	KXLY 920	N/T	9	10	13	11	9	16/67	TORBET	CBS
4.2	3.7	2.6	10	KJRB 790	A/C	10	13	7	9	10	22/49	MCGAVREN	ABC-C

SPRINGFIELD-CHICOPEE-HOLYOKE #68

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
6.9	9.0	10.1	1	WTIC-FM 96.5	CHR	1	1	1	1	4	13/81	KATZ	
8.5	9.9	9.2	2	WHYN-FM 93.1	A/C	3	9	5	2	1	13/81	BLAIR	US-2
8.4	10.0	8.5	3	WMAS-FM 94.7	BBND	4	7	3	3	2	13/81	MCGAVREN	
11.2	8.7	8.4	4	WMAS 1450	B/EZ	7	13	19	11	8	9/125	MCGAVREN	MBS
6.1	6.7	7.9	5	WRCH-FM 100.5	B/EZ	6	17	14	8	5	10/105	TORBET	ABC-D
8.9	8.7	7.5	6	WAQY 102.1	AOR	2	2	2	4	7	17/63	EASTMAN	ABC-C
8.3	7.6	6.3	7	WHYN 560	A/C	5	12	7	6	3	16/66	BLAIR	US-1
3.5	2.3	4.8	8	WCCC-FM 106.9	AOR	8	6	4	5	6	15/71	SELCOM	ABC-C
2.0	2.9	3.0	9	WAAF 107.3	AOR	9	4	6	7	11	17/64	KATZ	
2.6	2.8	2.9	10	WTIC 1080	A/C	10	20	20	12	9	16/66	KATZ	NBC
2.5	1.5	2.9	10	WHMP-FM 99.3	CHR	13	5	9	10	10	13/82	MASLA	

STOCKTON #100

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.4	7.9	10.1	1	KRAK 1140	CTRY	2	19	4	2	1	9/127	EASTMAN		9.0
7.4	8.4	8.6	2	KJAX 99.3	B/EZ	3	16	9	5	2	10/111	MCGAVREN	ABC-E	4.0
6.6	7.9	8.4	3	KHOP 104.1	CHR	1	1	1	1	3	16/69	BLAIR	ABC-C	8.7
5.4	3.6	5.7	4	KNBR 680	MISC	5	29	3	4	4	14/77	MCGAVREN	NBC	3.9
1.8	5.9	5.5	5	KBEE 103.3	B/EZ	12	31	11	9	6	9/126	MCGAVREN		5.0
3.6	4.4	4.7	6	KWIN 97.7	CHR	4	8	2	3	9	18/61	MMR		4.2
4.0	5.4	4.5	7	KCBS 740	NEWS	8	25	23	17	10	15/74	CBS SPOT	CBS	3.5
1.4	2.1	3.9	8	KWG 1230	GOLD	11	12	10	7	5	12/87	KATZ	MBS	2.0
3.6	3.4	3.5	9	KSTN-FM 107.3	SPAN	17	7	5	6	12	9/114	W&P	ABC-C	1.0
5.8	5.7	3.3	10	KFMR 100.1	CTRY	9	11	13	10	8	16/66	CBS-FM		2.4

SYRACUSE #59

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
14.3	15.9	15.6	1	WYYY 94.5	A/C	1	4	1	1	1	12/94	KATZ		18.7
9.7	12.3	14.4	2	WSYR 570	A/C	2	8	8	5	2	11/100	KATZ	NBC	9.0
13.2	8.2	10.2	3	WAQX-AM & FM 95.3 1490	AOR	4	2	2	2	6	12/92	MMR	ABC-R	13.1
7.7	9.5	8.1	4	WNTQ 93.1	CHR	3	1	3	3	7	16/70	MCGAVREN		10.5
4.9	7.1	6.5	5	WEZG-FM 100.9	B/EZ	8	11	10	8	5	11/103	EASTMAN		3.0
6.3	6.5	5.6	6	WFBL 1390	BBND	7	15	21	22	11	14/80	W&P	ABC-D	4.8
6.4	4.0	5.3	7	WRRB 107.9	CTRY	9	5	7	7	4	12/91	BLAIR		6.5
8.2	7.5	4.9	8	WHEN 620	A/C	5	7	5	4	3	22/50	BLAIR	ABC-E	6.0
5.8	5.6	4.5	9	WKFM 104.7	CHR	6	3	4	6	8	17/64	CHRISTAL	ABC-F	5.1
4.8	3.9	2.7	10	WSEN-AM & FM 1090 92.1	CTRY	10	16	11	9	9	18/62	MCGAVREN	ABC-I	1.2

TOLEDO #63

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
6.0	9.5	12.2	1	WMHE 92.5	A/C	1	1	2	1	1	14/80	CHRISTAL	ABC-F	12.8
11.3	11.9	10.6	2	WLQR 101.5	B/EZ	4	14	8	6	3	12/90	KATZ		6.9
9.9	9.3	9.9	3	WSPD 1370	A/C	2	16	7	7	4	15/73	KATZ	NBC	10.2
9.1	11.2	9.9	3	WIOT 104.7	AOR	3	3	1	2	6	13/83	MCGAVREN		17.3
7.5	8.3	7.3	5	WKLR 99.9	CTRY	6	8	5	3	2	12/90	MMR	ABC-E	9.2
8.1	7.8	6.7	6	WRQN 93.5	CHR	5	2	3	5	8	16/69	W&P		8.8
4.7	3.3	5.2	7	WTOD 1560	CTRY	10	23	12	9	10	10/109	MMR	ABC-I	1.9
6.1	6.4	5.0	8	WWWM 105.5	A/C	7	15	4	4	5	17/63	BLAIR		6.5
6.6	4.9	4.6	9	WJR 760	MISC	8	9	13	10	9	18/61	EASTMAN	ABC-I	3.6
2.5	3.7	4.4	10	WVOI 1520	B/U	11	4	6	8	7	11/100	RA LAZAR	SHRDN	3.7

TUCSON #64

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	
13.9	11.8	13.3	1	KRQQ 93.7	CHR	1	1	1	1	3	12/91	MCGAVREN		
10.6	11.8	11.7	2	KJYK 94.9	B/EZ	3	16	10	7	5	10/111	SELCOM		
7.7	6.1	9.0	3	KLPX 96.1	AOR	2	2	2	2	7	13/86	TORBET		
6.8	6.0	8.0	4	KWFM 92.9	A/C	4	5	3	3	4	14/78	MMR		
6.2	4.2	7.4	5	KIIM 99.5	CTRY	6	4	4	5	2	11/100	KATZ		
4.8	2.0	6.5	6	KAIR 1490	A/C	5	9	5	4	1	13/85	SELCOM	NBC	
3.9	5.6	5.3	7	KGYY 1080	BB	12	18	17	16	14	8/144	ROSLIN	AP	
4.0	7.5	4.7	8	KCEE 790	A/C	7	8	6	6	6	16/66	MMR		
5.7	5.1	4.7	8	KHYT 1330	CHR	8	3	7	8	11	16/66	REPUBLIC		
6.1	4.8	4.3	10	KXEW 1600	SPAN	13	15	9	10	8	7/153	LOTUS		

TULSA #54

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
13.7	14.1	12.6	1	KVOO 1170	CTRY	1	6	10	5	2	11/99	BLAIR		12.3
11.6	9.9	11.4	2	KWEN 95.5	CTRY	6	4	4	1	1	10/113	KATZ	AP	9.6
7.4	9.4	10.9	3	KAYI 106.9	CHR	2	1	2	2	6	12/91	TORBET	ABC-F	10.6
9.9	10.2	9.6	4	KBEZ 92.9	B/EZ	7	11	8	9	8	11/96	MMR		6.4
9.2	8.3	9.2	5	KRMG 740	A/C	3	13	9	6	3	13/82	CHRISTAL	ABC-I	8.2
7.8	7.7	9.0	6	KMOD 97.5	AOR	5	2	1	3	9	13/86	MCGAVREN		16.5
10.8	9.7	7.8	7	KRAV 96.5	A/C	4	8	3	4	4	15/72	SELCOM		8.1
3.5	3.8	6.6	8	KTFX 103.3	CTRY	8	9	6	7	5	11/95	HNWH		4.8
3.1	5.1	4.3	9	KGTO 1050	GOLD	11	17	5	8	7	7/147	SELCOM	US-1	1.1
4.5	3.6	3.2	10	KCFO 98.5	REL	10	5	7	10	10	16/69	W&P	ABC-D	4.0

WEST PALM BEACH-BOCA RATON #57

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
12.4	14.4	13.0	1	WEAT-FM 104.5	B/EZ	1	13	14	7	3	9/115	KATZ		
6.9	10.2	10.5	2	WRMF 97.9	A/C	3	2	2	1	1	11/99	BLAIR		
12.2	12.5	9.8	3	WHYI 100.7	CHR	2	1	1	2	2	12/91	MCGAVREN	ABC-C	
8.5	6.2	7.7	4	WNJY 94.3	BBND	5	17	13	16	12	9/116	CHRISTAL		
6.4	8.5	7.1	5	WJNO 1230	N/T	4	26	9	8	8	13/80	BLAIR	ABC-E	
1.9	1.6	4.9	6	WSHE 103.5	AOR	7	8	3	3	4	11/103	EASTMAN	ABC-R	
7.5	6.0	4.2	7	WIRK 107.9	CTRY	6	10	5	4	5	13/86	MCGAVREN		
3.1	4.9	3.8	8	WPOM 1600	B/U	8	5	4	5	7	12/90	HNWH	SHRDN	
3.3	2.6	2.8	9	WLYF 101.5	B/EZ	10	23	27	22	17	15/73	BLAIR		
1.7	1.4	2.3	10	WAXY 105.9	A/C	11	9	10	6	6	17/64	REPUBLIC	US-1	

WICHITA #91

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
10.5	12.6	15.2	1	KFDI-FM 101.3	CTRY	2	10	4	1	1	11/103	TORBET	ABC-E	12.9
10.1	8.7	13.5	2	KKRD 107.3	CHR	3	1	3	2	2	12/93	HNWH		13.7
11.5	10.0	10.3	3	KICT 95.1	AOR	6	2	1	3	5	11/102	KATZ	ABC-R	11.3
14.4	12.5	10.0	4	KEYN 103.7	CHR	1	3	2	4	3	16/67	MCGAVREN	US-1	11.0
9.4	8.2	8.9	5	KFDI 107.0	CTRY	4	13	11	9	6	13/84	TORBET	ABC-E	9.7
6.3	8.7	7.5	6	KFH 1330	CTRY	5	8	10	7	4	15/73	EASTMAN	CBS	4.6
5.5	7.8	5.4	7	KOEZ 92.3	B/EZ	7	7	16	10	9	15/72			5.4
2.6	6.1	4.7	8	KLEO 1480	BBND	11	4	13	13	11	12/93		ABC-I	4.9
6.3	5.6	4.6	9	KLZS 97.9	A/C	8	9	7	5	7	15/74	EASTMAN		2.9
3.9	5.4	4.4	10	KQAM 1410	A/C	9	12	5	6	8	15/72	MCGAVREN	US-1	4.4

WILKES BARRE-SCRANTON #56

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	
10.3	8.5	10.3	1	WKRZ-FM 98.5	CHR	1	1	1	1	2	13/82	KATZ		
7.1	9.9	7.9	2	WNAK 730	B/EZ	8	37	21	15	17	6/181	MASLA	NBC	
5.6	7.2	7.4	3	WGBI-FM 101.3	A/C	3	4	3	2	1	14/77	TORBET	CBS-R	
7.4	8.8	6.8	4	WARM 590	A/C	2	8	7	4	3	16/67	EASTMAN	MBS	
5.2	6.0	6.4	5	WEJL 630	A/C	9	11	26	18	11	7/148	SELCOM	ABC-I	
6.9	7.1	6.2	6	WEZX 107.1	AOR	5	3	2	3	7	11/94	SELCOM	ABC-R	
4.7	5.8	4.3	7	WTLQ 102.3	CHR	4	2	4	5	9	17/64			
--	--	4.1	8	WWSH 97.9	B/EZ	10	29	9	8	6	10/112			
3.2	4.1	3.9	9	WMGS 92.9	B/EZ	7	15	5	6	4	14/76	EASTMAN		
3.9	3.8	3.4	10	WILK 980	CHR	6	5	6	7	5	19/58	MCGAVREN	ABC-E	
5.7	3.2	3.4	10	WARD 1540	TALK	13	31	30	10	8	9/122	SAVALLI	AP	

WILMINGTON #75

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
8.8	9.7	10.9	1	WMMR 93.3	AOR	2	3	1	1	2	12/93	KATZ	NBC-S
7.2	11.1	9.3	2	WSTW 93.7	CHR	1	4	2	2	1	15/71	EASTMAN	
8.0	7.4	8.6	3	WJBR-FM 99.5	B/EZ	5	14	14	9	3	9/114		
7.1	5.2	6.4	4	WUSL 98.9	B/U	9	2	3	3	5	10/111	EASTMAN	ABC-F
7.3	8.7	5.8	5	WDEL 1150	A/C	4	11	10	7	6	16/69	EASTMAN	NBC
4.4	4.1	5.3	6	WCAU-FM 98.1	CHR	3	1	6	5	11	18/62	CBS-FM	CBS
2.3	3.5	4.5	7	WILM 1450	A/C	8	21	18	17	13	15/73	SAVALLI	CBS
3.2	2.9	4.2	8	WMGK 102.9	A/C	6	7	5	4	4	17/63	MMR	
4.1	3.5	3.0	9	WYSP 94.1	AOR	7	5	4	6	18	23/47	TORBET	ABC-R
3.5	3.3	3.0	9	WKSZ 100.3	A/C	10	18	13	8	7	18/59	MASLA	
5.5	4.0	3.0	9	WAMS 1380	CTRY	14	29	11	12	9	14/80	SELCOM	ABC-D

WORCESTER #94

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
13.4	11.8	14.0	1	WAAF 107.3	AOR	1	1	1	1	2	11/98	KATZ	
12.6	14.1	11.8	2	WSRS 96.1	B/EZ	3	23	8	4	1	10/107	BLAIR	
9.6	9.6	9.7	3	WTAG 580	A/C	2	11	15	11	6	13/84	MCGAVREN	NBC
6.5	4.0	6.1	4	WFTQ 1440	A/C	4	8	3	3	4	16/67	KATZ	ABC-I
7.0	5.6	5.2	5	WROR 98.5	A/C	6	9	4	2	3	16/68	REPUBLIC	US-1
6.1	6.4	5.2	5	WBZ 1030	A/C	7	25	11	9	5	15/73	BLAIR/RAR	ABC-I
7.0	5.6	4.8	7	WHTT 103.3	CHR	5	2	6	7	11	18/60	CBS-FM	CBS-R
2.1	3.9	4.5	8	WBCN 104.1	AOR	8	5	2	5	7	13/84	TORBET	
1.1	1.5	3.9	9	WZOU 94.5	CHR	9	3	7	8	13	15/73	BLAIR	
5.0	3.9	3.9	9	WNEB 1230	BBND	12	27	21	14	10	12/88	KETTELL	MBS

YORK #95

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
9.9	8.4	10.5	1	WSBA-FM 103.3	A/C	5	10	2	1	1	10/109	EASTMAN	
7.1	7.6	10.3	2	WQXA-FM 105.7	CHR	1	1	1	2	3	13/84	MMR	ABC-C
12.3	9.0	10.2	3	WRKZ 106.7	A/C	3	5	5	3	2	12/94	MCGAVREN	ABC-E
7.4	8.4	8.8	4	WNCE 101.3	B/EZ	6	13	9	6	4	11/99	TORBET	NBC
13.5	11.1	8.5	5	WSBA 91.0	A/C	2	15	6	7	5	14/77	EASTMAN	
5.5	4.1	5.6	6	WYCR 98.5	CHR	4	2	4	5	6	19/58	HNWH	NBC-S
6.4	5.9	5.4	7	WHTF 92.7	AOR	8	4	3	4	7	11/101	BLAIR	
--	--	3.7	8	WNNK 104.1	CHR	7	3	7	8	10	16/67	EASTMAN	ABC-R
0.9	1.1	2.9	9	WLAN-FM 96.9	A/C	10	6	10	10	16	13/84	HNWH	ABC-F
5.5	5.0	2.7	10	WTPA 93.5	AOR	11	7	8	9	12	12/90	SELCOM	ABC-R

YOUNGSTOWN-WARREN #77

SPRING '84	FALL '84	SPRING '85	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
13.4	15.7	17.5	1	WHOT-FM 101.1	CHR	1	1	1	1	1	11/95	EASTMAN		17.6
7.2	7.5	11.0	2	WKBN 57.0	A/C	2	19	9	4	3	12/87	KATZ	CBS	12.0
10.7	10.8	9.6	3	WKBN-FM 98.9	B/EZ	4	15	12	6	5	12/88	KATZ		8.5
11.0	9.2	8.1	4	WQXK 105.1	CTRY	6	6	6	3	2	10/106	MMR	ABC-D	7.0
6.5	7.5	6.8	5	WYFM 102.9	A/C	3	4	2	2	4	18/61	W&P	ABC-C	6.4
11.3	8.3	6.8	5	WBBW 124.0	N/T	5	17	19	14	11	12/87	MCGAVREN	ABC-T	6.9
6.1	5.4	5.0	7	WFMJ 139.0	A/C	7	13	18	15	13	13/86	UNIREP	NBC	5.1
2.8	4.2	4.7	8	WDMT 107.9	B/U	9	2	4	7	8	12/93	HNWH	US-1	7.4
3.1	3.7	4.2	9	WMMS 100.7	CHR	10	3	3	5	6	12/89	KATZ	NBC-S	3.8
4.2	4.5	2.7	10	WHOT 133.0	A/C	8	5	8	11	7	21/51	EASTMAN		4.5

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FROM THE DESK OF:
JIM HILLIARD

1985 STRATEGIC PLANNER

MARCH

- ✓ RECRUIT CHARLIE COLOMBO FOR BLAIR RADIO. BARBARA CROOKS FOR BLAIR RADIO REPRESENTATION DIVISION.
- ✓ EXPAND RAR'S NY SALES. ADD: STEVE APPEL, CARYN JACOBY.
- ✓ BRING TOM TURNER BACK.

MAY

- ✓ SCOTT LAZARE, VP/GM, BLAIR RADIO, NY
- ✓ KAREN WALD, WEST COAST DIV. VENDOR SALES MGR.
- ✓ FRANK KELLY STARTS SPORTS & SPEC. SLS.
- ✓ RADIO TO SIGN WABY/WWOM, ALBANY.
- ✓ TO BLAIR RADIO, NY: AE'S ROSEMARY ZIMMERMAN & EUSE RANDALL

JULY

- ✓ GREG D'ALBA, NY SALES, BLAIR RADIO.
- ✓ ORDER NATIONWIDE ARBITRON.
- ✓ BRN IMPLEMENTS DIRECT MAIL NEW BUSINESS PRESENTATIONS PROGRAM.
- ✓ REINSTATE QUARTERLY REPORTS
- ✓ ROB KNIGHT, AE, SAN FRANCISCO.

APRIL

- ✓ BLAIR RADIO TO SIGN: WOHO, WWW/M, TOLEDO/WGNT, WAMX, HUNTINGTON, W. VA. / KROQ-FM, LOS ANGELES.
- ✓ BOB LION, GM, BRN
- ✓ MARISA KESHIN, AE, NY NETWORK SALES.
- ✓ SUE HAGY, HOUSTON MGR.

JUNE

- ✓ ANNOUNCE BRN & CBS UNWIRED NETWORK DEAL.
- ✓ RAR ADDS KQKT (FM) SEATTLE.
- ✓ GROUP W SIGNS FOR VENDOR SALES PROGRAM.
- ✓ IMPLEMENT MARKETRON SYSTEM.

AUGUST

- ✓ B/2 BRN TOLL-FREE HOTLINE: 1-800-2424-BRN
- ✓ RAR TO SIGN ^{KKCY} SAN FRANCISCO. ^{WBMW} WASHINGTON.
- ✓ SEE CHET TART RE: OCT. FM MUSIC IDEA EXCHANGE, SAN ANTONIO.
- ✓ FOR SEPT. PLAN NRBA MEETINGS & RECEPTION, 9/13.