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Arbitron/Birch Comparisons

Drivetime Dominators & Key Format Leaders

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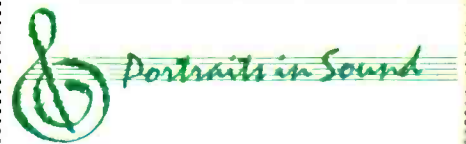
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a strategy.”*

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next?”

“Hand me the phone.”

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**"Way to go, HLC!
Your fan,**

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Los Angeles

"Doing a jingle package for the world's largest countdown show is a major project ... but as soon as I heard HLC's demo tape I knew they could deliver the unique sound we wanted. They did and we ended up with killer jingles."

Rod West
V.P./General Manager
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"The jingle package HLC produced for American Top 40 is second to none! ... These jingles are the only hit you'll hear on 'American Top 40' that isn't on the Billboard Charts."

Tom Cuddy
Vice President
Entertainment Programming
ABC Radio Networks

"With uncompromising quality and attention to detail, Killer Music has great patience and delivered stunning originality (and great Thai food, too!). The whole experience was a delight."

Shadoc Stevens
Host - American Top 40

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for the 1990s."**

Richard Park
Program Controller
Capital Radio - London

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John Rodman
WEEL 590AM
Boston

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FORMAT REACH CHARTS

Each radio market has its own individual audience composition. Because of this, listener format reach 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 one — but it may still demonstrate overall regional or national strength. The National and Regional Format Reach Charts on this and the following page outline listener format reach throughout the US during the Spring '89 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 numbers shown here.

AC 19.5% (20.0%)

CHR 18.3% (18.2%)

Ctry 14.3% (14.1%)

AOR 10.8% (10.7%)

BM/Easy 8.1% (8.8%)

Gold 7.9% (6.8%)

UC 7.5% (7.8%)

N/T 3.2% (6.7%)

BBnd/Nost 2.1% (2.5%)

Span 1.5% (1.6%)

Rel/CC 1.0% (1.0%)

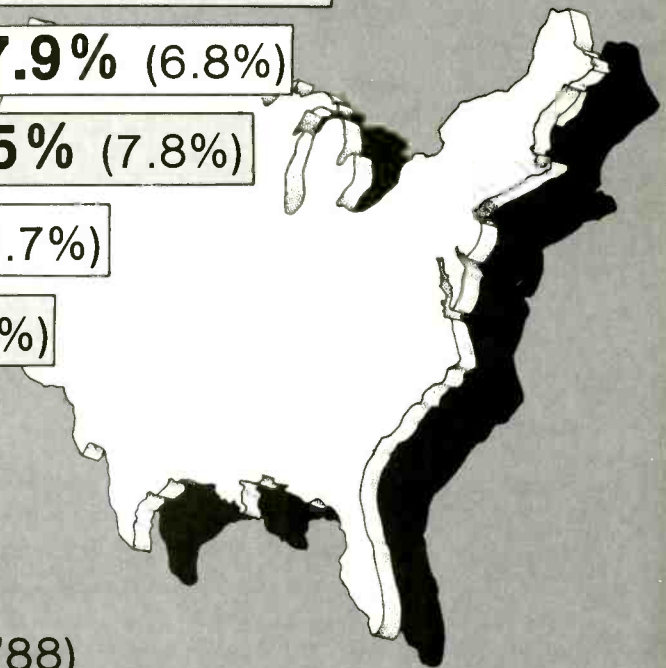
NAC .9% (.8%)

Clas .9% (.8%)

Jazz .1% (.1%)

Misc .1% (.1%)

(Fall '88)



FORMAT LEGEND

AC-Adult Contemporary, **AOR**-Album Oriented Rock, **BBnd**-Big Band, **B/EZ**-Beautiful/Easy Listening, **CC**-Contemporary Christian, **CHR**-Contemporary Hit Radio, **Clas**-Classical, **CR**-Classic Rock, **Ctry**-Country, **Gold**-Oldies, **Jazz**-Jazz, **Misc**-Miscellaneous, **NAC**-New AC, **News**-News, **Nost**-Nostalgia, **NR**-New Rock, **N/T**-News/Talk, **Rel**-Religious, **Span**-Spanish, **Talk**-Talk, **UC**-Urban Contemporary.

*We are all more
Than we believe we are...*

Montaigne



Michel Tcherevkoff

**Transforming human potential
into the spectrum of human achievement
requires a recognition
of each person's separate importance...
and
a belief that we all share in
another's success.**

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KFBK KAER Sacramento • KFWB Los Angeles • KJQY San Diego
Group W Washington News Bureau

EAST

AC	████████████████████	24.6 (26.2)
AOR	██████████████████	12.7 (12.0)
BBnd/Nost	██████████	3.1 (3.8)
BM/Easy	██████████████	8.5 (9.4)
CHR	██████████████████	18.9 (18.5)
Clas	██████████	1.4 (.8)
Ctry	██████████████	6.8 (6.7)
Gold	██████████████	9.6 (8.1)
Jazz	0	(0)
Misc	0	(0)
NAC	██████████	1.4 (.2)
N/T	██████████████	8.4 (7.9)
Rel/CC	██████████	1.5 (.4)
Span	██████████	1.2 (.5)
UC	██████████	4.9 (5.5)



SOUTH

AC	██████████████████	15.8 (16.6)
AOR	██████████████	8.5 (8.1)
BBnd/Nost	██████████	1.4 (1.5)
BM/Easy	██████████████	7.4 (7.6)
CHR	██████████████████	16.0 (16.9)
Clas	██████████	1.2 (.2)
Ctry	██████████████████	20.1 (20.1)
Gold	██████████████	6.1 (4.3)
Jazz	0	(0)
Misc	0	(0)
NAC	██████████	1.6 (.3)
N/T	██████████████	4.2 (4.1)
Rel/CC	██████████	2.3 (1.8)
Span	██████████	2.5 (3.2)
UC	██████████████████	14.8 (15.1)



MIDWEST

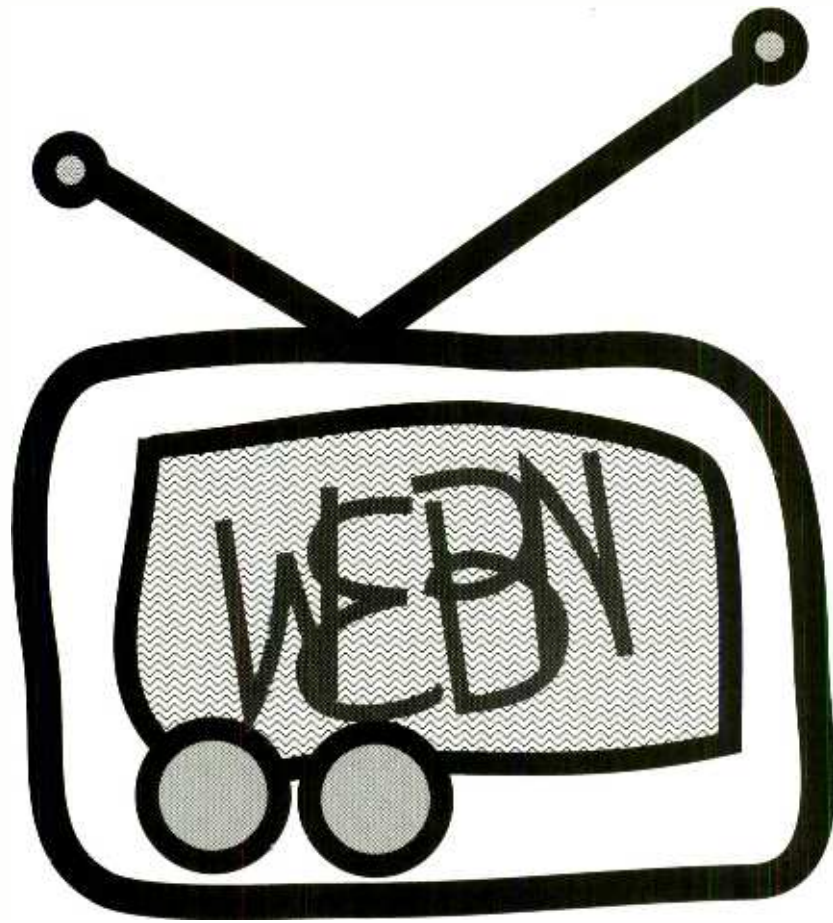
AC	██████████████████	22.7 (24.7)
AOR	██████████████	10.7 (11.0)
BBnd/Nost	██████████	1.5 (1.9)
BM/Easy	██████████████	8.3 (8.9)
CHR	██████████████████	19.2 (18.1)
Clas	██████████	1.7 (.8)
Ctry	██████████████████	15.0 (13.9)
Gold	██████████████	9.2 (8.8)
Jazz	1.3	(.3)
Misc	1.2	(.2)
NAC	1.6	(.6)
N/T	5.3	(5.1)
Rel/CC	1.7	(.5)
Span	1.2	(.1)
UC	5.4	(5.2)



WEST

AC	██████████████████	17.0 (15.7)
AOR	██████████████	12.8 (13.2)
BBnd/Nost	██████████	2.7 (3.4)
BM/Easy	██████████████	8.6 (10.0)
CHR	██████████████████	20.8 (20.2)
Clas	██████████	2.1 (1.8)
Ctry	██████████████████	11.7 (11.5)
Gold	██████████████	7.7 (7.4)
Jazz	1.1	(.1)
Misc	1.4	(.2)
NAC	2.2	(2.5)
N/T	10.2	(10.8)
Rel/CC	1.2	(.4)
Span	2.7	(1.6)
UC	1.8	(1.0)





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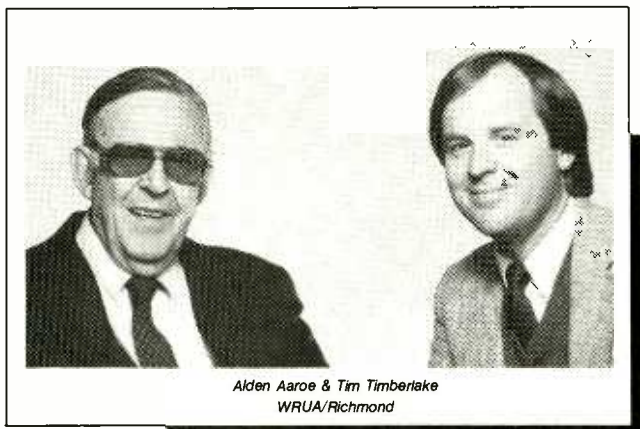
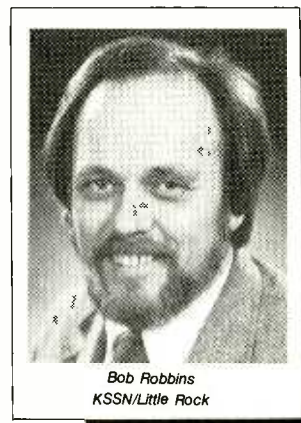
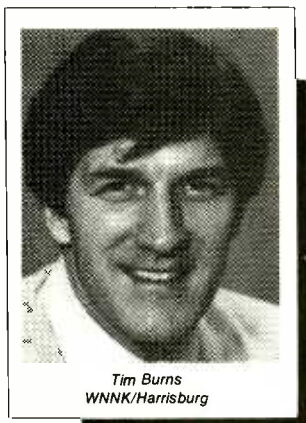
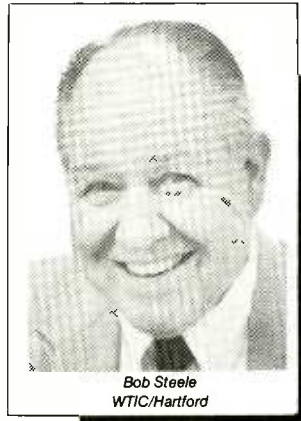
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DRIVETIME DOMINATORS

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

AM Drive/Top 25



1. **WIVK-AM & FM/Knoxville (Ctry) 40.5**
Claude Tomlinson
2. **WTIC/Hartford (AC) 25.0**
Bob Steele
3. **KMOX/St. Louis (Talk) 24.4**
Bob Hardy, Bill Wilkerson, Wendy Weiss
4. **WKSJ-AM & FM/Mobile (Ctry) 23.9**
Wayne Gardner & Bill Dotson
5. **KSSN/Little Rock (Ctry) 23.6**
Bob Robbins
6. **WDEF-AM & FM/Chattanooga (B/EZ) 22.9**
Luther Masingill
7. **WRVA/Richmond (AC) 22.4**
Alden Aaroe & Tim Timberlake
8. **KRQQ/Tucson (CHR) 22.0**
Mike Elliott & the KRQ Morning Zoo
9. **WDUV/Sarasota-Bradenton (B/EZ) 21.7**
Dick Ring
10. **WHAS/Louisville (AC) 20.8**
Wayne Perkey
11. **KDKA/Pittsburgh (AC) 20.6**
John Cigna & The K-Team
12. **WNDE & WFBQ/Indianapolis (AOR) 20.4**
Bob & Tom
13. **WZZK-AM & FM/Birmingham (Ctry) 20.3**
Patti & The Doc
14. **WAAP & WVIC/Lansing (CHR) 20.1**
Rich Michaels
14. **WDAF/Kansas City (Ctry) 20.1**
David Lawrence
16. **KFAB/Omaha-Council Bluffs (AC) 20.0**
Don Cole, Walt Kavanagh, Kent Pavelka
17. **KXXY-AM & FM/Oklahoma City (Ctry) 19.5**
David & Dan
17. **WCCO/Minneapolis-St. Paul (AC) 19.5**
Charlie Boone & Roger Erickson
17. **WNNK/Harrisburg (CHR) 19.5**
Tim Burns, Dan Kamal, Dennis Edwards
20. **KUZZ-AM & FM/Bakersfield (Ctry) 19.3**
Steve Gradowitz
21. **WXBQ/Johnson City (Ctry) 19.0**
Dave Carter
22. **KBFM/McAllen-Brownsville (CHR) 18.2**
The Mad Mexican
23. **WTQR/Greensboro-Winston Salem (Ctry) 18.1**
Dale Mitchell & Aunt Elouise
24. **WYNK-AM & FM/Baton Rouge (Ctry) 18.0**
Kenny Hazelett
25. **WIBC/Indianapolis (AC) 17.5**
Jeff Pigeon

SHADOE'S YEARBOOK '89

or, "How I spent my first year with American Top 40."



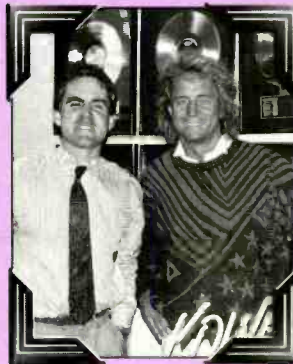
B104 Baltimore— (l to r) Chuck Morgan, PD; Shadoe; Gary Murphy, Afternoon Personality.



WAPE-FM Jacksonville— (l to r) Tim Bennett, Producer; Bill Pasha, PD; Marge Fizzy, Morning Drive Personality; Shadoe. Hoyle Dempsey, Morning Drive Personality.



Y100 Miami— Y Morning Zoo Crew (l to r) Captain Y, Athlete's Foot, Shadoe, Bobby Mitchell, Super Dave.



KDWB-FM Minneapolis— Shadoe with Brian Phillips, PD.



Q102 Cincinnati— Shadoe with OM & Morning Zoo Keeper Jim Fox.



WNCI Columbus— (l to r) Pat McMahon, Afternoon Personality; Dave Robbins, PD; Shadoe; Shawn Ireland, News Director.

AMERICAN
★ **TOP 40** ★
WITH SHADOE STEVENS

AMERICA'S #1 COUNTDOWN SHOW

ABC Watermark



DRIVETIME DOMINATORS

AM Drive/Top 25

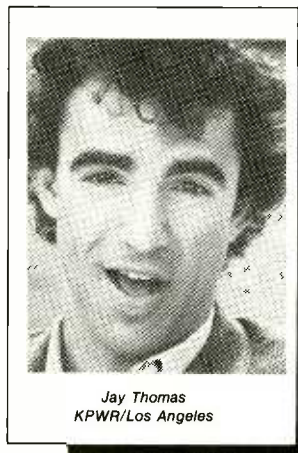
Cume Persons
(12+, M-F, 6-10am)



Judy DeAngelis, Paul Smith, Michael O'Neil
WINS/New York



Rick Dees
KIIS-AM & FM/Los Angeles



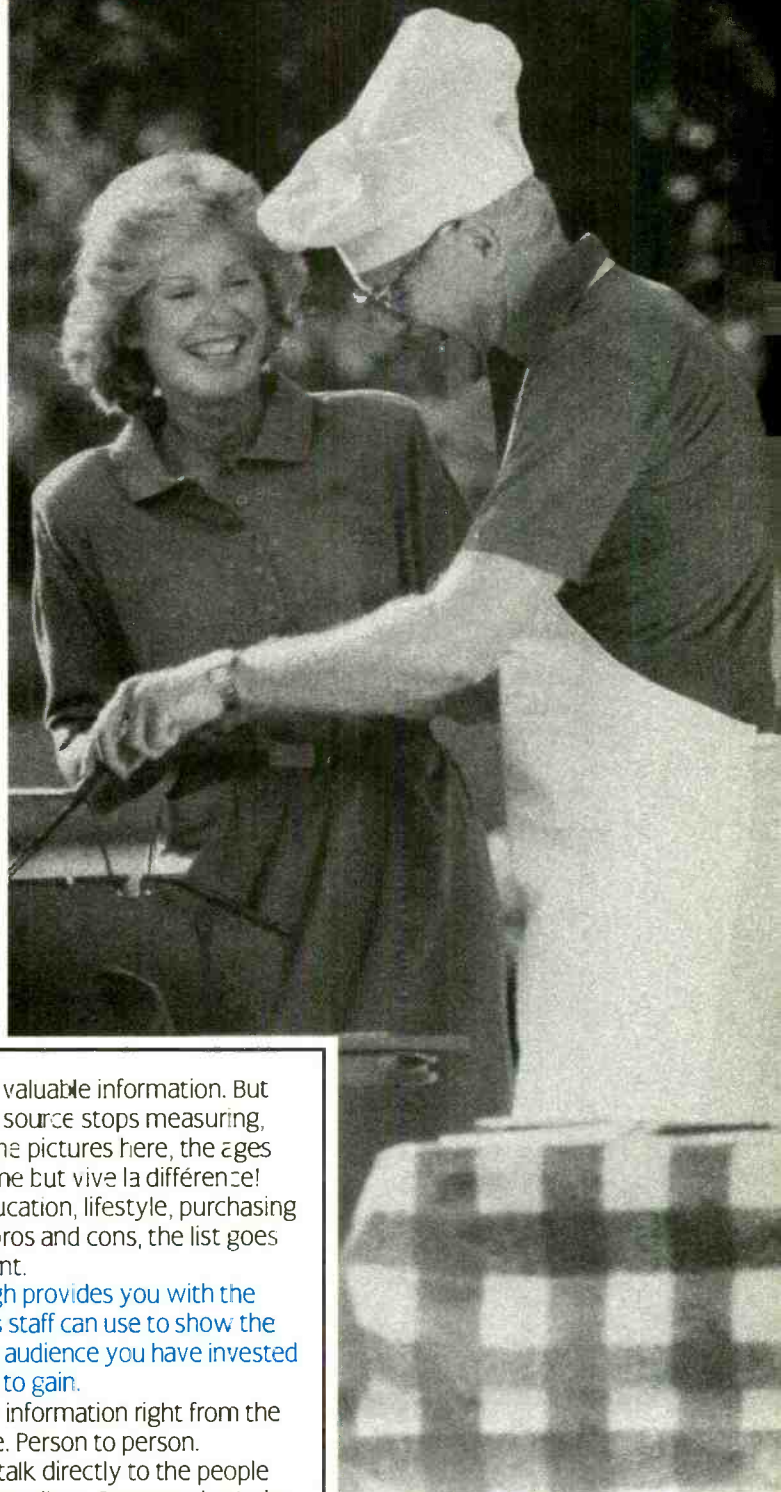
Jay Thomas
KPWR/Los Angeles



Ross Brittain & Brian Wilson
WHTZ/New York

1. **WINS/New York (News)** 2,104,200
Paul Smith, Michael O'Neil, Judy DeAngelis
2. **WHTZ/New York (CHR)** 1,493,000
Ross Brittain & Brian Wilson
3. **WCBS/New York (News)** 1,162,800
Bridget Quinn, Jim Donnelly
4. **KIIS-AM & FM/Los Angeles (CHR)** 1,019,500
Rick Dees, Charleye Wright, Liz Fulton, Chuck Street
5. **WPLJ/New York (CHR)** 990,500
Jim Kerr
6. **WCBS-FM/New York (Gold)** 972,100
Harry Harrison, Ron Lundy
7. **KPWR/Los Angeles (CHR)** 944,800
Jay Thomas, Monica Brooks, Gina Davis
8. **WLTW/New York (AC)** 894,000
Batt Johnson
9. **WGN/Chicago (AC)** 886,600
Bob Collins
10. **WPAT-AM & FM/New York (B/EZ)** 831,900
Dell De Montreux
11. **WBBM/Chicago (News)** 823,800
Felicia Middlebrooks, John Hultman
12. **WXRK/New York (CR)** 814,300
Howard Stern
13. **KYW/Philadelphia (News)** 794,100
Pat Farnack, Harry Donahue, Gene Scott
14. **WRKS/New York (UC)** 788,400
Mike Love & Lavryn Nicole
15. **KNX/Los Angeles (News)** 769,000
Dave Zorn, Jack Salvatore
16. **WNEW-FM/New York (AOR)** 766,800
Dave Herman
17. **KFWB/Los Angeles (News)** 751,000
Charlie Brailer, Iris Shelton, John Brooks
18. **WNSR/New York (AC)** 745,000
Bill Neil, Liz White
19. **KOST/Los Angeles (AC)** 730,500
Mark Wallengren & Kim Amidon
20. **WLUP-AM & FM/Chicago (AOR)** 695,200
Jonathon Brandmeier
21. **WQHT/New York (CHR)** 693,100
Stevens & Grdnic
22. **KABC/Los Angeles (Talk)** 662,800
Ken Minyard & Bob Arthur
23. **KLOS/Los Angeles (AOR)** 641,800
Mark & Brian
24. **WBLS/New York (UC)** 620,500
Lawrence Gregory Jones & The Morning Show
25. **KQLZ/Los Angeles (CHR)** 613,300
Scott Shannon & The Nut Hut Crew

Arbitron says these people are the same.



Age and sex is certainly valuable information. But if that's where your rating source stops measuring, you'd better hold it. Like the pictures here, the ages and sexes may be the same but *vive la différence!* Differences in income, education, lifestyle, purchasing habits, likes and dislikes, pros and cons, the list goes on and they're *all* important.

Only Birch/Scarborough provides you with the differences that your sales staff can use to show the quality and quantity of the audience you have invested your programming dollars to gain.

Because Birch gets its information right from the horse's mouth. One on one. Person to person. At Birch/Scarborough, we talk directly to the people your clients' clients want to talk to. Because that's the only way to get reliable, in-depth information. Information that sells beyond cost per point.

No two people are alike. The same is true of radio ratings services. **They** say people are the same. **We** say the difference is like nighttime and drive time.

1-800-62-BIRCH

Ask for Sally Phillips

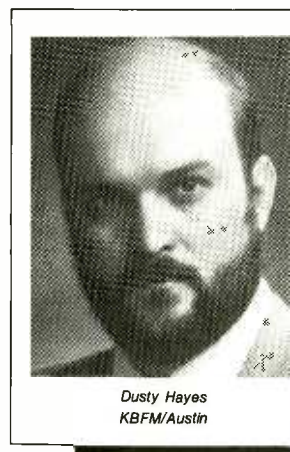
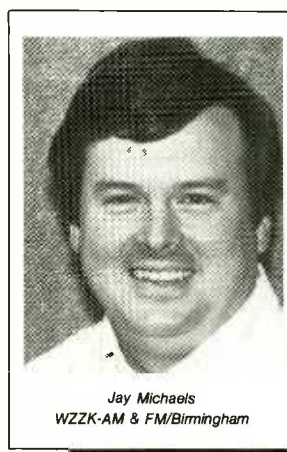
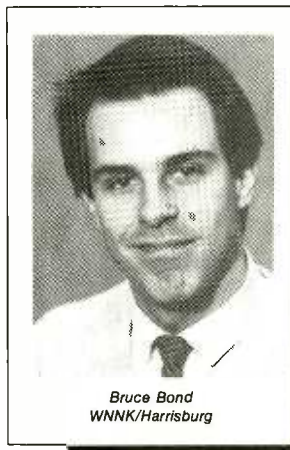
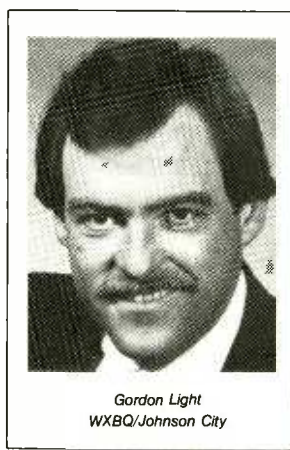
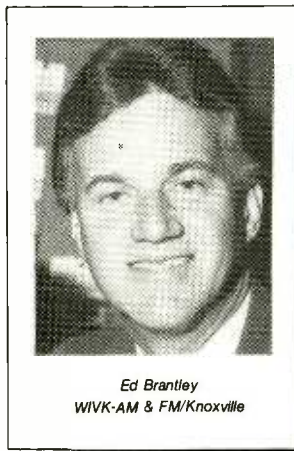
**Birch
Scarborough**

A VNU Marketing Information Services Company

DRIVETIME DOMINATORS

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

PM Drive/Top 25



1. **WIVK-AM & FM/Knoxville (Ctry)** 33.5
Ed Brantley
2. **WQUT/Johnson City (CHR)** 24.9
Rufus Hart
3. **KRQQ/Tucson (CHR)** 22.2
Smokin' Steve Hart
4. **WSKZ/Chattanooga (CHR)** 21.8
Mike Allison
5. **WNNK/Harrisburg (CHR)** 21.0
Bruce Bond
6. **KSSN/Little Rock (Ctry)** 20.7
Ray Randall
7. **KBFM/McAllen-Brownsville (CHR)** 20.6
Dusty Hayes
8. **KUZZ-AM & FM/Bakersfield (Ctry)** 20.0
Chris Conner
9. **WDUV/Sarasota-Bradenton (B/EZ)** 19.1
Automated
10. **WXBQ/Johnson City (Ctry)** 18.5
Gordon Light
11. **WZZK-AM & FM/Birmingham (Ctry)** 18.4
Jay Michaels
12. **WCMF/Rochester (AOR)** 18.1
Janet Merriam
13. **WITL-FM/Lansing (Ctry)** 18.0
Michael Bellamy
14. **WKSJ-AM & FM/Mobile (Ctry)** 17.9
Jeff Funk
15. **WEAT-AM & FM/West Palm Beach (B/EZ)** 17.7
Paul Dunn
16. **KMOX/St. Louis (Talk)** 17.3
Bruce Bradley, Anne Kefe, Sports Open Line
17. **WIKS/Coastal North Carolina (UC)** 17.2
B.K. Kirkland
18. **WCOS-AM & FM/Columbia, SC (Ctry)** 17.1
Doug Enlow
18. **WFBQ/Indianapolis (AOR)** 17.1
Jimmy "Mad Dog" Matis
20. **KKRD/Wichita (CHR)** 16.6
Lyman James, J.J. Jeffries
21. **WYNK-AM & FM/Baton Rouge (Ctry)** 16.4
Bill Williams, Darrell Travis
22. **WBLX-FM/Mobile (UC)** 16.3
Skip Cheatam, Gregory K.P.
23. **WNCI/Columbus, OH (CHR)** 16.1
Mark Dantzer
24. **WAAP & WVIC/Lansing (CHR)** 16.0
Danny Stewart
24. **WEZN/Bridgeport (AC)** 16.0
Kathryn Mills



Once you push this button, the competition will have nowhere to hide.

Introducing *Radio Track*:
**The computerized airplay monitoring
system that takes the guesswork out of
critical programming decisions.**

Let's face it, it's a war out there. It's an ongoing struggle to capture listeners' hearts, so you can loosen advertisers' purse strings.

Now, Broadcast Data Systems brings you a powerful new weapon in the battle for market share. It's called Radio Track. And it's the first-ever airplay monitoring system that gives you *completely accurate* information on which songs your competitors and format leaders across the country are playing, how frequently, and at what times of day.

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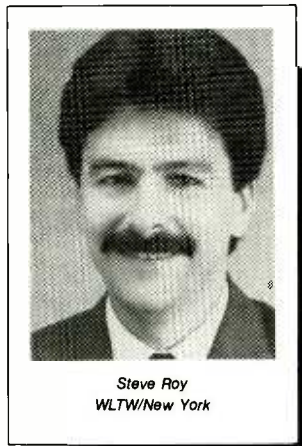
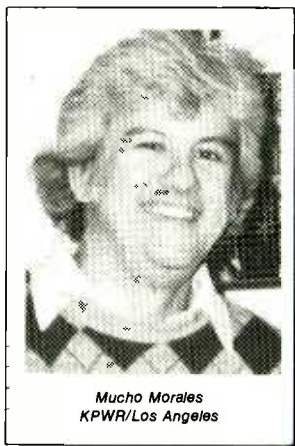
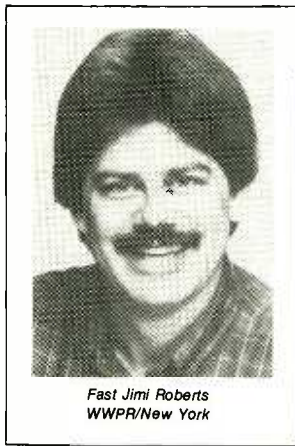
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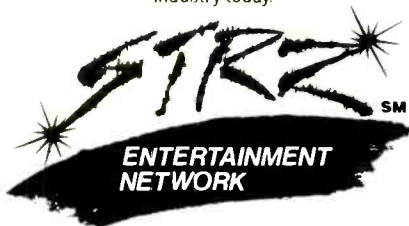
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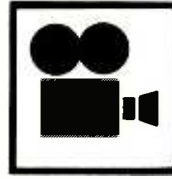
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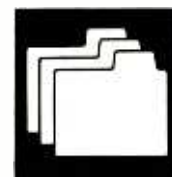
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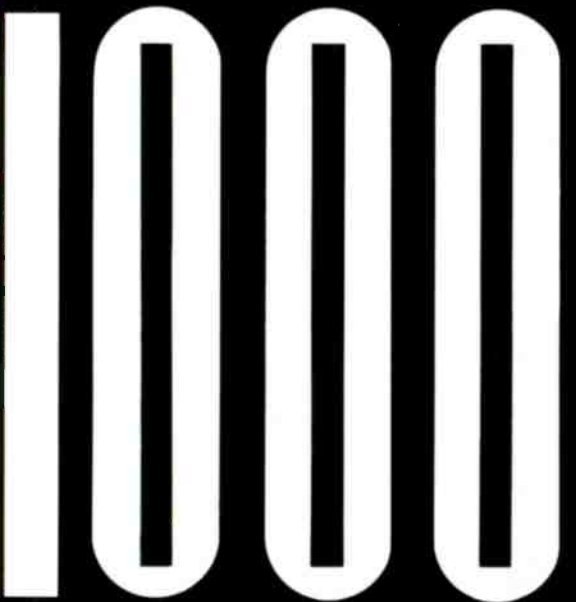
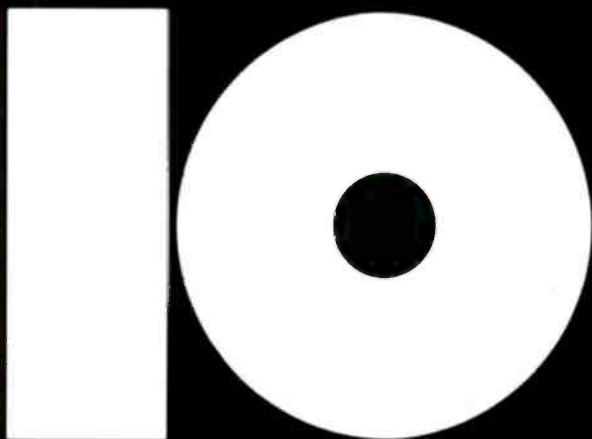
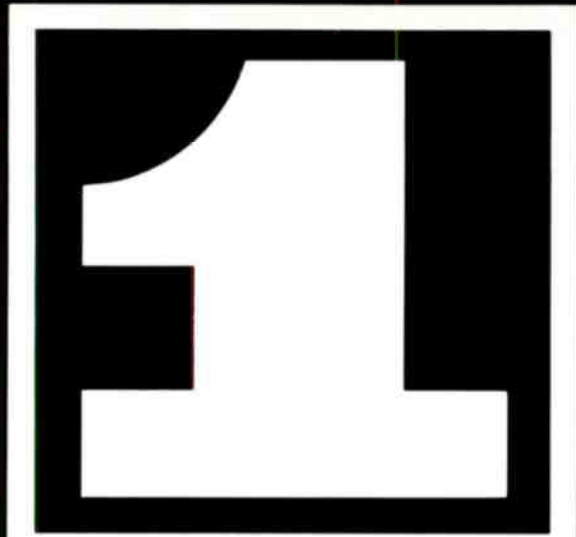
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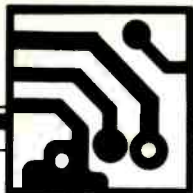


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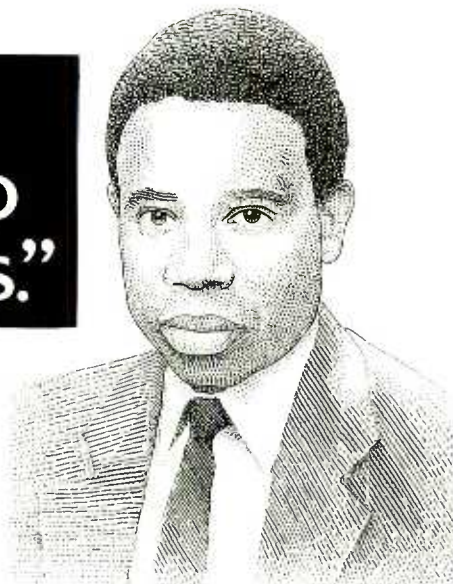
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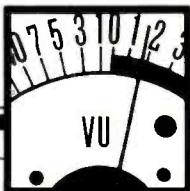
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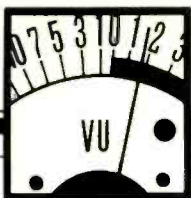
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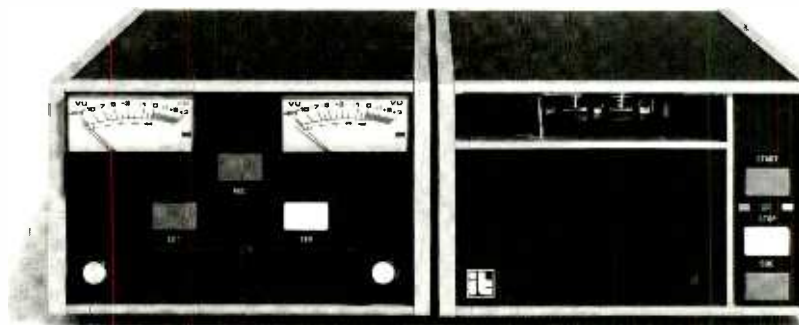
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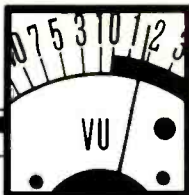
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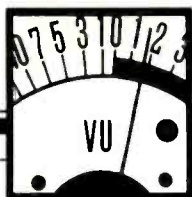
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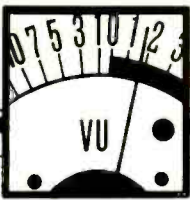
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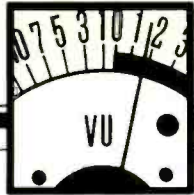
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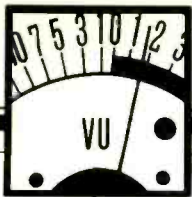
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NR = Noise Reduction

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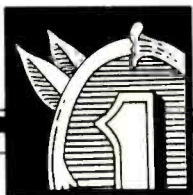
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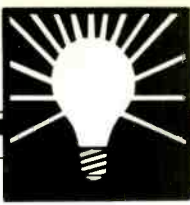
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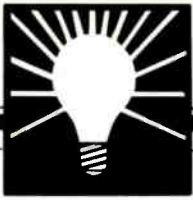
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KOSI Denver W25-49, M-F, 10A-3P	5.0	8.8
WKFM Syracuse P18+, M-S, 6A-12M	6.1	7.8

Source: Arbitron Spring '89

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5.4	6.3	WJIB Boston P12+, M-S, 6A-12M
3.6	5.6	WERZ Portsmouth P12+, M-S, 6A-12M
6.2	8.1	WALK Long Island P12+, M-S, 6A-12M
8.3	10.4	WJQI Virginia Beach W25-54, M-S, 6A-12M

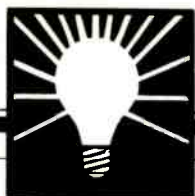
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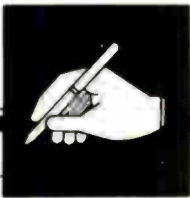
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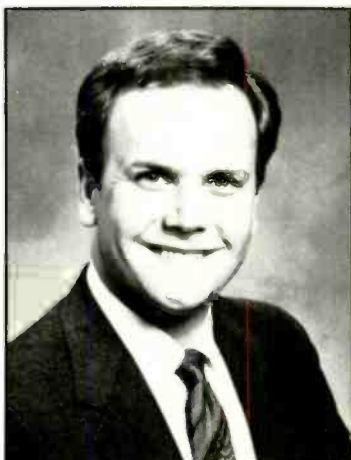
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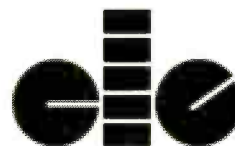
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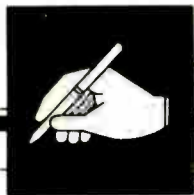
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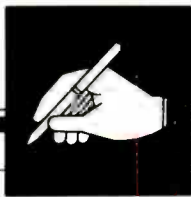
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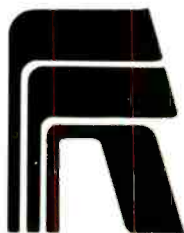
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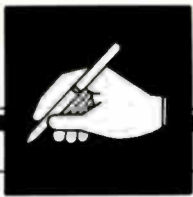


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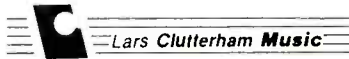
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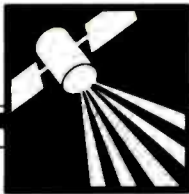
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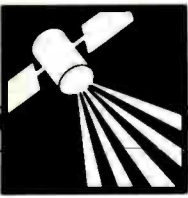
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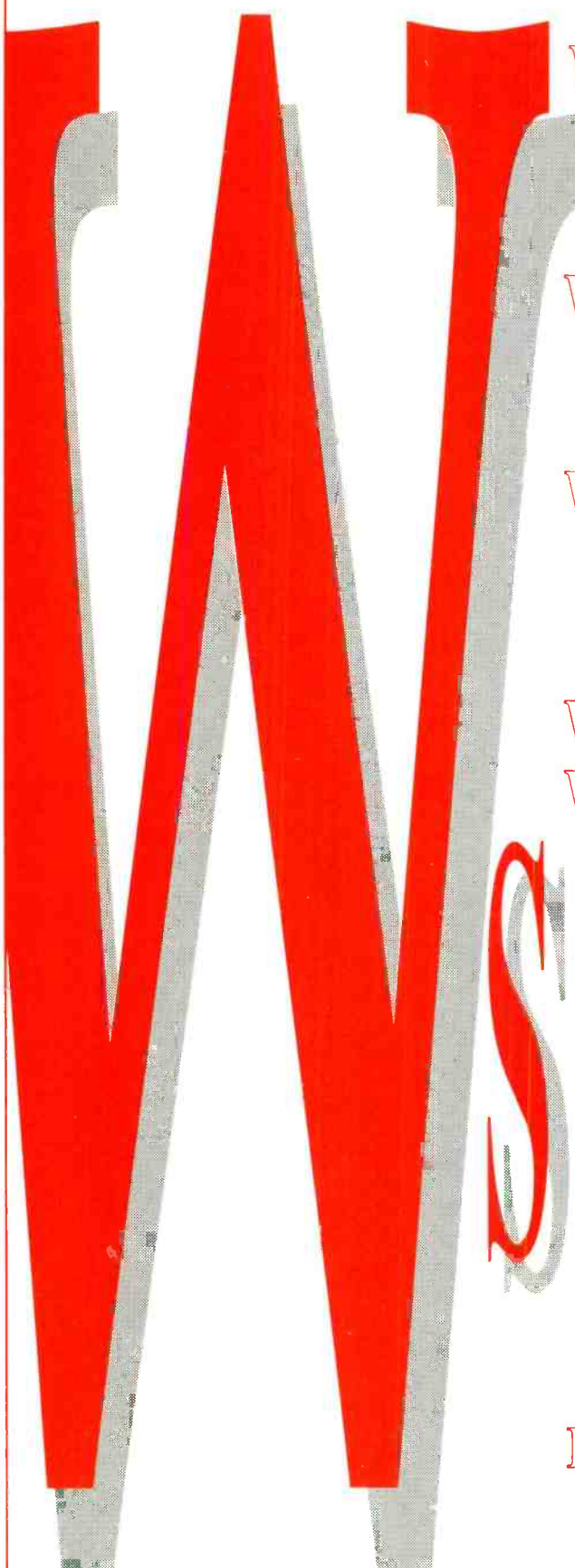
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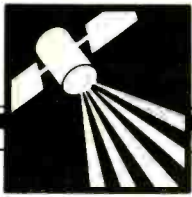
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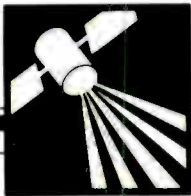
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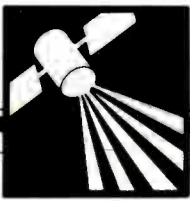
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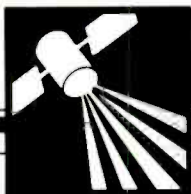


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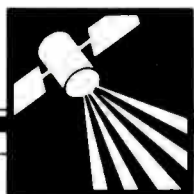
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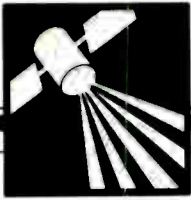
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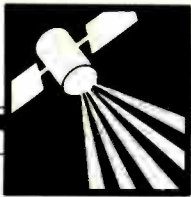
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David Shaw, Partner

Dan Spelling, Partner



THE SHEEN RADIO NETWORK

Sheen Radio Network

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Stephen Harlow Haas



Sheridan Broadcasting Network

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1700 Broadway
New York, NY 10019
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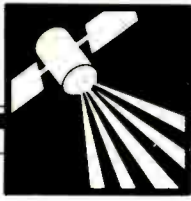
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C.T. Robinson, Chairman
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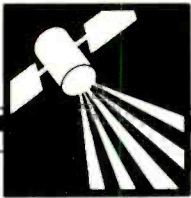


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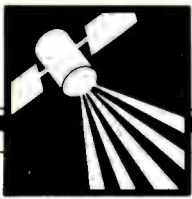
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Tim McLarty, Producer/Owner

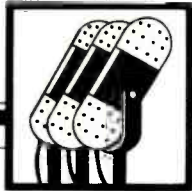


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 KZSS & KZRR
 KORK & KYRK

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 KFLA & KEZU
 KJSK & KLIR

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 WLBJ & WCBZ
 WABG
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*Inter-office memo



At Trumper Communications you won't find a lot of unnecessary formalities or red tape. So when people at our radio stations have an idea, a question, or a problem, they just pick up the phone. No paper chase — just an instantaneous, personal exchange of words and thoughts. Most times, these conversations lead to immediate action ... and ultimately more successful stations.

At Trumper we believe that when you hire the best people to do a job you should listen to what they have to say — and be there when they want to say it. It's a simple philosophy that works — our stations and our people are all winners that produce results. And that's something we're happy to discuss anytime.

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TRUMPER
COMMUNICATIONS
INC.

KQQL-FM
Minneapolis, MN

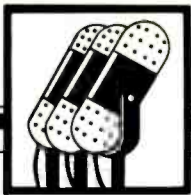
WLAP-FM
Lexington, KY

WLAP-AM
Lexington, KY

KKCW-FM
Portland, OR

WLVK-FM
Charlotte, NC*

*Pending FCC approval



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Conway, SC WLIT & WYAV
Charlotte, NC WBIG-AM & FM
Fayetteville, NC WFAI & WKML
Reidsville, NC WMJH
Miami, FL WPOW
Ft. Myers, FL WRXK & WWAM
Chicago-Aurora, IL WMRO & WYSY
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Dallas, TX KAAM & KZPS
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Kansas City, MO KMBZ & KMBR
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Toledo, OH WTOD & WKKO
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Dallas, TX KSKY
Chicago/Oak Park, IL WVAZ
Charlotte, NC WGIV & WPEG

Broadco, Inc.

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Lawton, OK 73506-1953
(405) 536-9530

Chuck Morgan, President

Lawton, OK KMGZ

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9230 Wilshire Blvd.
Beverly Hills, CA 90212
(213) 274-8411

Willet H. Brown, Chairman

Michael J. Brown, Partner

Phil Melrose, Director of Operations

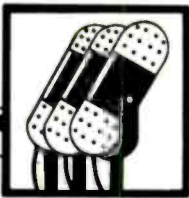
Sacramento, CA KXOA-AM & FM
Salt Lake City, UT KKAT
Fresno, CA KYNO-AM & FM
San Francisco, CA KKSF
San Diego, CA KPOP & KGB

Buckley Broadcasting

166 W. Putnam Ave.
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FAX: (203) 622-7341

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San Francisco, CA KKHI-AM & FM
Hartford, CT WDRC-AM & FM
Syracuse, NY WSEN-AM & FM
Modesto-Merced, CA KUBB
Monterey-Salinas, CA KWAV
Portland, ME WYNZ-AM & FM
Bakersfield KLLY
Visalia-Fresno, CA KSEQ
New York, NY WOR



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FAX: (212) 887-5533

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Los Angeles, CA	KABC & KLOS
Chicago, IL	WLS & WYZT
San Francisco, CA	KGO
Washington, DC	WMAL & WRQX
Detroit, MI	WJR & WHYT
Atlanta, GA	WKHX-AM & FM
Providence, RI	WPRO-AM & FM
Minneapolis, MN	KQRS-AM & FM
Denver, CO	KRXY-AM & FM
Dallas, TX	WBAP & KSCS

Capitol Broadcasting Co.

711 Hillsborough
Raleigh, NC 27603
(919) 890-6000
FAX: (919) 821-8554

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Raleigh, NC	WRAL
Orlando-Cocoa Beach,	WSTF
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Capitol Broadcasting Corp.

917 Western America Circle, Ste. 500
Mobile, AL 36609
(205) 343-1000
FAX: (205) 344-6006

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Birmingham, AL	WMJJ
Mobile, AL	WKSJ-AM & FM
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Charleston, WV	WCAW & WVAF
Raleigh, NC	WTRG
Nashville, TN	WGFX
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Charlotte, NC 28281
(703) 333-6062

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Charleston, SC	WKCN & WDXZ
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Cariboo Central Interior Radio

1940 Third Avenue
Prince George, British Columbia
Canada, V2M 1G7
(604) 564-2524
FAX: (604) 563-6211

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Ft. St. James, BC	CIFJ
Fraser Lake, BC	CIFL
Gransile, BC	CHLD
Hazelton, BC	CKBV
Houston, BC	CHBV
100 Mile House, BC	CKBX
Prince George, BC	CJCI & CIBC
Quesnel, BC	CKCQ
Smithers, BC	CFBV
Vanderhoof, BC	CIVH & CIBC-FM-1
Williams Lake, BC	CKWL

Carlson Communications International

P.O. Box 57040
Salt Lake City, UT 84157
(801) 268-8181
FAX: (801) 268-8497

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Cottonwood, AZ	KSMK
Elko, NV	KRJC

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New York, NY 10019
(212) 975-3976
FAX: (212) 975-7355

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Los Angeles, CA	KNX & KODJ
Chicago, IL	WBBM-AM & FM
San Francisco, CA	KCBS & KRQR
Boston, MA	WODS
Houston, TX	KLTR
Washington, DC	WLTT
Dallas, TX	KTXQ
St. Louis, MO	KMOX & KLOU
Tampa, FL	WSUN & WYNF
Philadelphia, PA	WCAU & WOGL
Detroit, MI	WWJ & WJOI

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Chicago, IL 60611
(312) 922-1000

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San Francisco, CA	KMEL-FM
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Phoenix, AZ 85012
(602) 263-5675
FAX: (602) 266-5013

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Colorado Springs, CO	KKFM
Bozeman, MT	KBOZ-AM & FM
Salt Lake City, UT	KLZX-AM & FM

CKO, Inc.

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Toronto, Ontario
Canada, M5B 2E9
(416) 591-1222
FAX: (416) 591-7405

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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
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Winnipeg, MA	CKO-FM-9

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San Antonio, TX 78205
(512) 225-4231
FAX: (512) 225-7932

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San Antonio, TX	WOAI & KAJA
Oklahoma City, OK	KTOK & KJYO
Tulsa, OK	KAKC & KMOD
Austin, TX	KPEZ
New Haven, CT	WELI
Port Arthur, TX	KALO
Louisville, KY	WHAS & WAMZ
Bryan, TX	KTAM & KORA
Houston-Pt. Arthur, TX	KHYS-FM
Bryan-College Station, TX	KORA & KTAM

Commar d Communications, Inc.

655 Third Ave.
New York, NY 10017
(212) 986-7000
FAX: (212) 986-1168

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Denver, CO	KHOW & KSYY
Dallas, TX	KRLD
Dallas, TX	Texas State Networks

Communications Investment Corp.

312 E. South Temple
Salt Lake City, UT 84111
(801) 364-3561
FAX: (801) 538-5690

Homer K. Peterson, Exec. VP

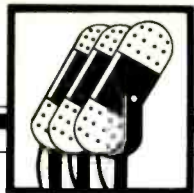
Salt Lake City, UT	KALL & KLCY
Idaho Falls, ID	KUPI-AM & FM
Vernal, JT	KVEL & KUIN

Communications Properties, Inc.

5490 Saratoga Rd.
Dubuque, IA 52001
(319) 583-6475
FAX: (319) 583-4535

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Kevin Kelly, GM	
Albert Lea, MN	KATE & KCPI
Dubuque, IA	WDBQ & KLYV



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FAX: (408) 757-8610

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Eugene, OR KEED & KSND
Anchorage, AK KKSD & KASH

Community Service Radio, Inc.

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Peoria, IL 61614
(309) 694-6262
FAX: (309) 694-2233

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Peoria, IL WIRL & WSWT
Quad Cities, IL-IA KRVR

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Marinship Yacht Harbor, Ste. 1
Sausalito, CA 94965
(415) 331-2345
FAX: (415) 331-2352

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Reno, NV KOLO & KWNZ
Boise, ID KIZN-AM & FM

Cook Inlet Radio Partners

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FAX: (301) 982-0981

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Washington, D.C. WPGC-AM & FM
Atlanta, GA WZGC
Chicago, IL WUSN
Phoenix, AZ KOPA & KSLX
Provo-Salt Lake City, UT KZOL & KFMY

Cox Enterprises, Inc.

1400 Lake Hearn Drive, NE
Atlanta, GA 30319
(404) 843-5242
FAX: (404) 843-5256

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Los Angeles, CA KFI & KOST
Chicago, IL WCKG
Miami, FL WIOD & WGTR
Atlanta, GA WSB-AM & FM
Charlotte, NC WSOC-AM & FM
Dayton, OH WHIO-AM & FM
Tampa, FL WWRM

CR Broadcasting, Inc.

344 Old Pinson Rd.
Jackson, TN 38301
(901) 424-1200
FAX: (901) 424-1150

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Jackson, TN WDXI & WMXX
Jackson-Lansing, MI WIBM-AM & FM
Wheeling, WV WKWK & WEEL
Murphysboro, IL WTOA
McLeansboro, IL WMCL
Andalusia, AL WKYD
Ft. Walton Beach, FL WWSF

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Blue Bell, PA 19422-3003
(215) 628-3500

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Hammond (Chicago), IL WYCA
Detroit, MI WMUZ
Dallas, TX KPBC
Buffalo, NY WDCX
Birmingham, AL WDJC

CRB Broadcasting Corporation

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New York, NY 10111
(212) 581-7550
FAX: (212) 969-9102

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Wilmington, DE WJBR-AM & FM
Ft. Pierce, FL WZZR
Huntington, WV WTCR-AM & FM
White Plains, NY WFAS-AM & FM
Norwalk, CT WNLC & WGMX

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Phoenix, AZ 85014
(602) 265-0597

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Washington, DC 20036
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Fitchburg, MA WFGL
Worcester, MA WXLO

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(404) 955-1550

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Chicago, IL 60641
(312) 777-1700
FAX: (312) 777-5031

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Seth Mason, VP
Chicago, IL WSBC & WXRT
Oklahoma City, OK KOMA & KRXO

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Mobile, AL 36604
(205) 432-5572
FAX: (205) 438-4044

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Memphis, TN KMPZ
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Drexel Hill Associates

Horse Hill Road
Cedar Knolls, NJ 07927
(201) 538-1250

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Dover, NJ WDHA
Morristown, NJ WMTR
Key West, FL WIIS

Duffy II Corporation

5220 N. 7th St.
Phoenix, AZ 85014
(602) 236-0100
FAX: (602) 274-1686

Jerry Ryan, VP
Phoenix, AZ KESZ

Early Broadcasting, Inc.

2000 Dogwood Lane
Columbia, MO 65202
(314) 449-2433

Donald Boyles, GM
Columbia, MO KTGR & KCMQ

Eastern Broadcasting

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Washington, DC 20006
(202) 387-0661
FAX: (202) 331-4132

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Hershey, PA WRKZ
Springfield, IL WCVS & WFMB
State College, PA WRSC & WQWK
Easton, PA WEST & WLEV
Quincy, IL WTAD & WQCY

Edens Broadcasting

840 N. Central Ave.
Phoenix, AZ 85004
(602) 258-5293
FAX: (602) 256-7821, (602) 420-9912

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Michael Osterhout, President/COO
Tampa, FL WRBQ-AM & FM
Phoenix, AZ KOY-AM & FM
Richmond, VA WRVA & WRVQ
Norfolk, VA WUDE
San Diego, CA KKLQ-AM & FM

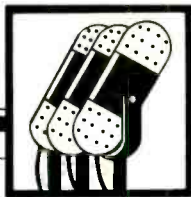
EMMIS BROADCASTING

Emmis Broadcasting

1099 N. Meridian St., Ste. 1197
Indianapolis, IN 46204
(317) 266-0100
FAX: (317) 631-3750

Jeff Smulyan, President

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Los Angeles, CA KPWR
Washington, DC WAVA
St. Louis, MO KSHE
Minneapolis, MN WLOL
Indianapolis, IN WENS
Boston, MA WJIB
Houston, TX KKHT
Chicago, IL WKQX
San Francisco, CA KXXX



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Schenectady, NY 12309
(518) 381-4800

FAX: (518) 381-4855

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R. Andrew Brothers, Exec. VP/CFO

Jeffrey W. Clark, Exec. VP

Albany-Schenectady— WGY-AM & FM
Troy, NY

Concord- WJYY & WRCI
Manchester Hills, NH

Altoona-Johnstown, PA WFBG-AM & FM

Entertainment Communications (Entercom)

100 Presidential Blvd.
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(215) 667-1226

FAX: (215) 667-1326

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Houston, TX KLDE

Pittsburgh, PA WEEP & WDSY

Seattle-Tacoma, WA KTAC & KBRD

Eagan, MN KLXK & WAYL

Tampa, FL WXCR

Gainesville-Ocala, FL WKTK

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FAX: (216) 892-8817

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Irving, TX 75062
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FAX: (214) 869-3671

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Fairfax, VA 22030
(703) 591-1000

FAX: (703) 934-1200

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Charlotte, NC WMXC

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Phoenix, AZ KAMJ-AM & FM

Sacramento, CA KRAK-AM & FM

Jacksonville, FL WOKW & WAIV

Philadelphia, PA WIOQ

Las Vegas, NV KUDA

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Old Brookville, NY 11545
(516) 676-2644

Joel M. Fairman, President

Southampton, NY

Charleston, SC

Flint, MI

WHFM

WTMA & WSSX

WKMF & WCRZ

Fairfield Broadcasting Co.

4200 W. Main St.
Kalamazoo, MI 49007
(616) 385-2757

FAX: (616) 345-1436

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Kalamazoo, MI

Fort Wayne, IN

WQLR & WQSN

WEZV & WEZR

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San Francisco, CA 94111
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FAX: (415) 362-1836

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Detroit, MI

Nashville, TN

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KIOI

WMTG & WNIC

WLAC-AM & FM

KKOB-AM & FM

KMJK

KVAN

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Oakland, CA 94261
(415) 568-6200

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San Diego, CA

Buffalo, NY

Jacksonville, FL

Fresno, CA

Charleston, NC

Johnstown, PA

Annapolis, MD

Camden, NJ

Joliet, IL

LeGrand, CA

Long Beach, CA

Smithtown, NY

Newark, NJ

Okeechobee, FL

Shenandoah, IA

Webster, NY

Toledo, OH

KEAR

KECR

WBFR

WJFR

KFSR

WFCH

WFRJ

WFSI

WKDN

WJCH

KEFR

KFRN

WFRS

WFME

WYFR

KYFR

WFRW

WOTL

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Elkhart, IN 46515
(219) 295-2500

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WQHK & WMEE

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Los Angeles, CA 90067

(213) 556-4100

FAX: (213) 556-4199

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VP/GM O&O Stations

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Waterbury, CT 06702
(203) 755-1929

FAX: (203) 753-6373

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Albuquerque, NM

Pensacola, FL

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McAllen-Brownsville, TX

KZRC & KXYQ

WVMX

KGRX

KZRO & KIVA

WCOA & WJLQ

WPAP-FM

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San Francisco, CA 94108
(415) 989-0190

FAX: (415) 989-0199

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KIKX

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KFRE & KNAX



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Sacramento, CA 95814-4339

(916) 448-1450

FAX: (916) 448-2789

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Portsmouth-Dover, NH

Des Moines, IA

Roseville-

Sacramento, CA

Chico, CA

Lake Tahoe, CA

Modesto-Stockton, CA

Santa Cruz Salinas, CA

Santa Cruz San Jose, CA

Santa Rosa, CA

WBLM

WOKQ

KJJY-AM & FM

KRCX & KRXQ

KFMF

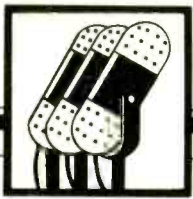
KRLT

KHOP

KLRS-AM

KLRS-FM

KHTT & KSRO



RADIO GROUP OWNERS

Gannett Radio

6255 Sunset Blvd.
Los Angeles, CA 90028
(213) 466-8381

FAX: (213) 465-8810

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Houston, TX	KKBQ-AM & FM
St. Louis, MO	KUSA & KSD
Tampa, FL	WDAE & WUSA
San Diego, CA	KSDO & KSWV
Dallas, TX	KOAI
Seattle, WA	KNJA
Kansas City, MO	KCMO & KCPW

Guy Gannett Broadcasting Services

P.O. Box 2168
4330 N.W. 207th Drive
Miami, FL 33055

(305) 624-6101

FAX: (305) 621-4954

Tim Williams, VP/Radio

Miami, FL	WINZ & WZTA
Orlando, FL	WSSP & WWNZ

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(608) 754-3311

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

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Dallas, TX 75225
(214) 361-2932

FAX: (214) 987-2524

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San Antonio, TX	KONO & KITY
Austin, TX	KBTS
Sacramento, CA	KSFM & KSMJ

GHB Broadcasting

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New Orleans, LA 70116
(504) 525-1776

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Charlotte, NC	WHVN
Columbia, SC	WCOS-AM & FM
Montgomery, AL	WMGY
Columbus, GA	WEAM
Philadelphia, PA	WNAP
Florence, SC	WOLS
Ashville, NC	WTOO

Gilmore Broadcasting Corp.

162 E. Michigan
Kalamazoo, MI 49007
(616) 381-6744

FAX: (616) 381-5326

James S. Gilmore, Jr, Chairman

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Dallas, TX	KMEZ-AM & FM

Golden West Broadcasters

5858 Sunset Blvd.
P.O. Box 710
Los Angeles, CA 90078
(213) 460-5655

FAX: (213) 460-6620

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Seattle, WA	KVI & KPLZ

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3565 29th St., S.E.
Kentwood, MI 49508
(616) 949-8760

FAX: (616) 949-8395

Robert Goodrich, President

Jeff Scarpelli, VP & GM

Chuck Finney, Corporate PD

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Davenport, IA-Moline, IL	WXLP & KSTT
Greenville-Grand Rapids	WPLB-AM & FM
Muskegon, MI	WSNX-AM & FM

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1020 E. Second St.
Webster City, IA 50595
(515) 832-1570

Glenn Olson, President

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Webster City, IA	KQWC-AM & FM
Windom, MN	KDOM-AM & FM
Clarinda, IA	KQIS

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1718 Young St.
Cincinnati, OH 45210
(513) 721-1414

FAX: (513) 721-8413

Carl Wagner, President, Broadcast Group

Dave Milner, VP, Radio

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Atlanta, GA	WKLS
Kansas City, MO	WDAF & KYYS
Cincinnati, OH	WKRC & WKRO
Portland, OR	KEX & KKRZ
Columbus, OH	WTVN & WLVO
Indianapolis, IN	WNDE & WFBQ
Milwaukee, WI	WLZR-AM & FM
Detroit, MI	WRIF
Sacramento, CA	KROY

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Wichita, KS 67201
(316) 838-9141

FAX: (316) 838-3607

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Mike Oatman, CEO

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Wichita, KS	KFDI-AM & FM
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Pottstown, PA 19464
(215) 323-7916

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Mitch Scott, VP

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Yardley, NJ	WTTM & WCHR
Auburn, NY	WMBO & WPCX
Ellwood City, PA	WKST-AM & FM
Georgetown, DE	WSEA & WZBH
Cape May, NJ	WVIL
Pottstown, PA	WPAZ
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Dayton, OH 45429
(513) 294-3333

FAX: (513) 297-5223

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Dayton-Eaton, OH	WING & WGTZ
Springfield, OH	WIZE

Greater Media, Inc.

Two Kennedy Blvd.
P.O. Box 859
East Brunswick, NJ 08816

(201) 247-6161

FAX: (201) 247-0215

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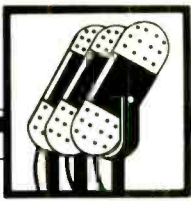
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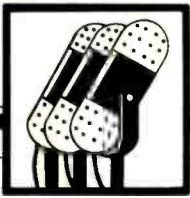
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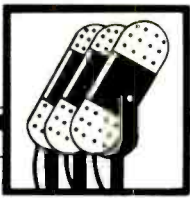
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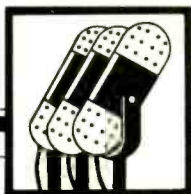
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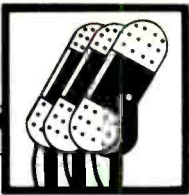
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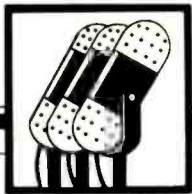
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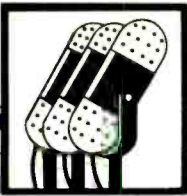
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FAX: (919) 829-9671

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Mario Rios, Nat'l Club Promotion

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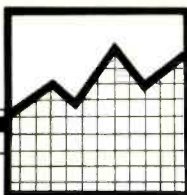
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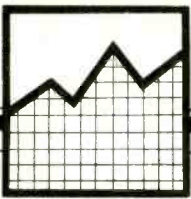
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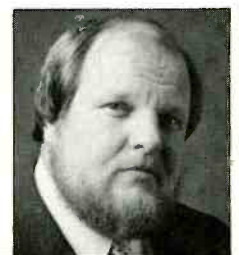
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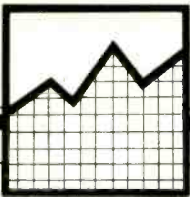
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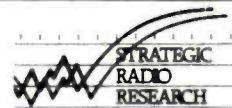


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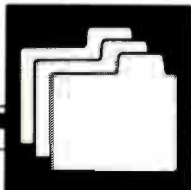
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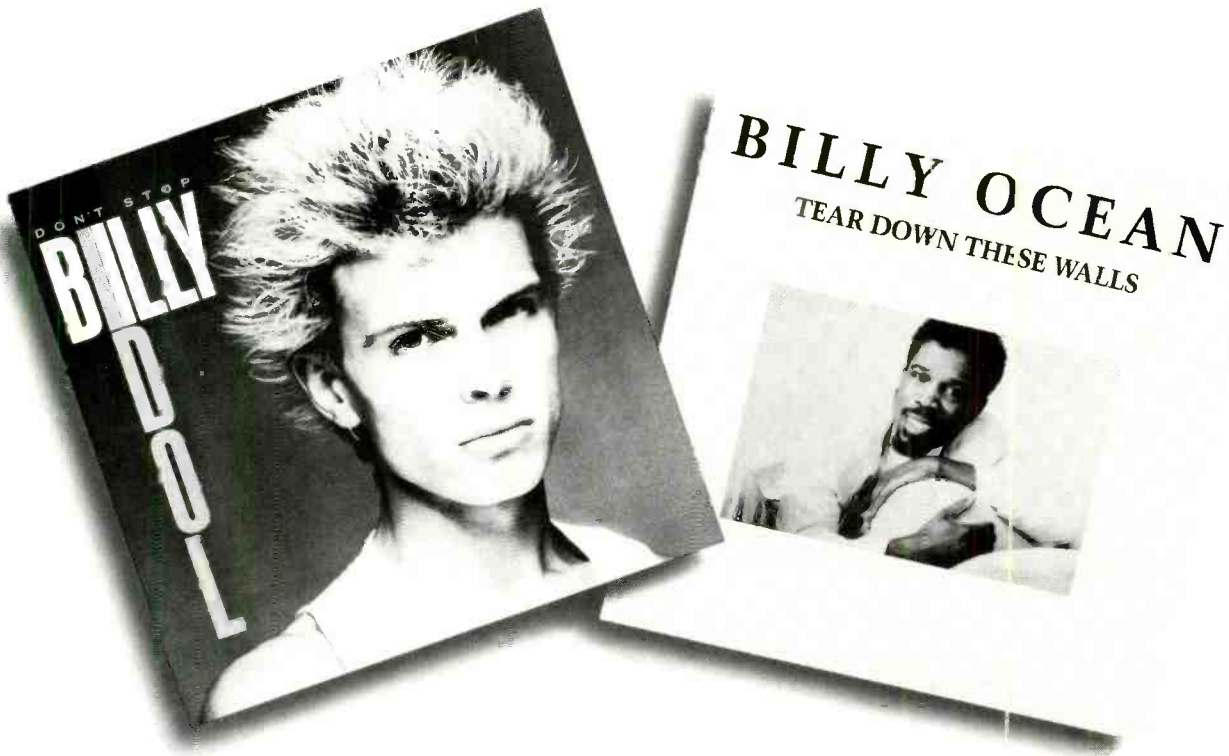
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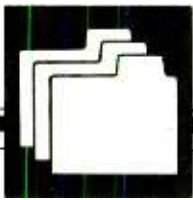
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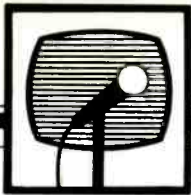
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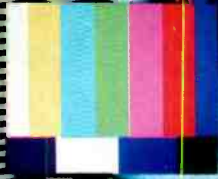
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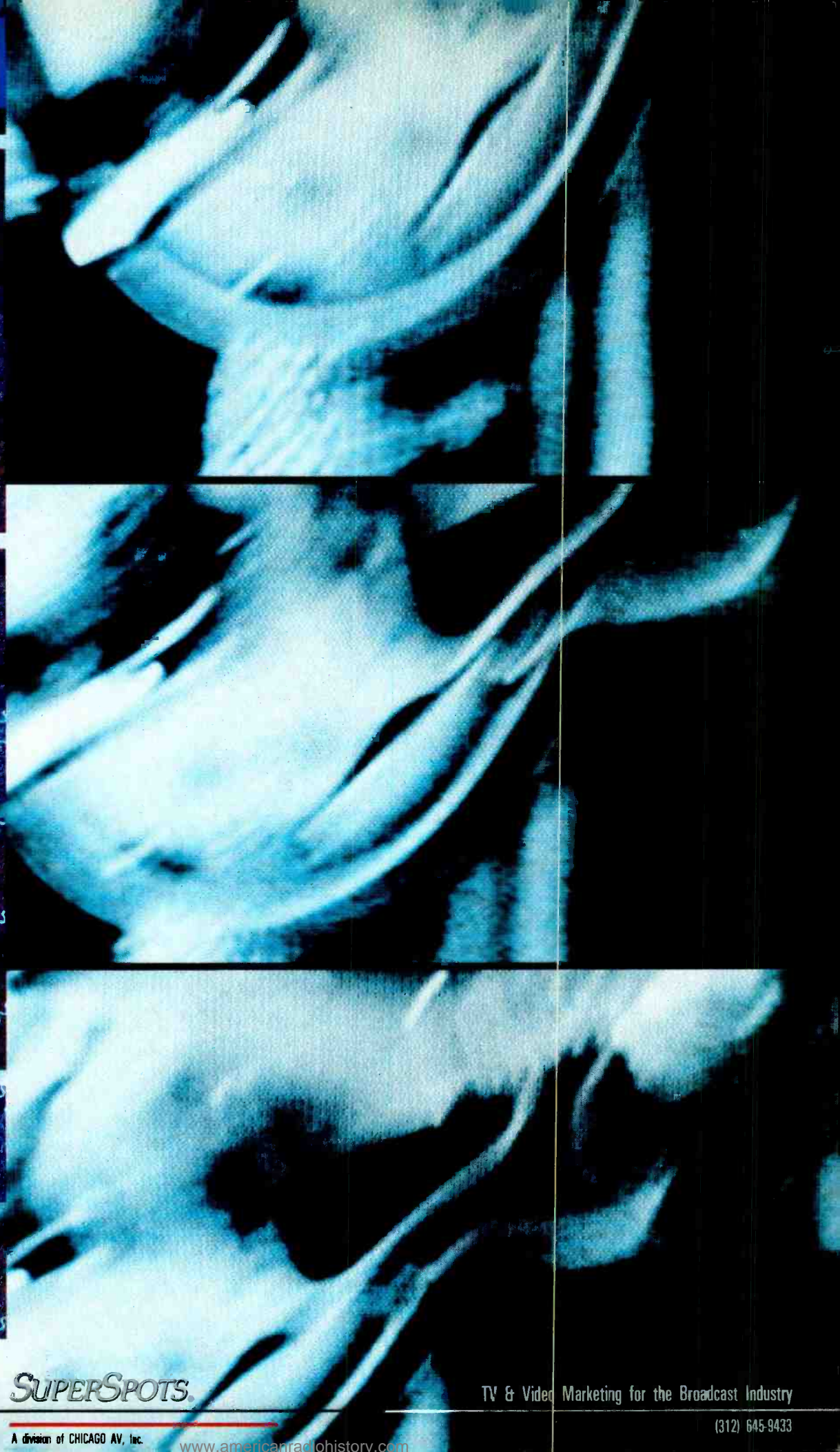
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9. KPWR/Los Angeles (CHR)	1,644,800
10. WNEW-FM/New York (AOR)	1,573,700
11. WNSR/New York (AC)	1,547,000
12. WXRK/New York (Classic Rock)	1,505,400
13. KOST/Los Angeles (AC)	1,490,200
14. WQHT/New York (CHR)	1,484,600
15. WRKS/New York (UC)	1,449,600
16. WFAN/New York (Sports)	1,417,400
17. WABC/New York (Talk)	1,344,300
18. WGN/Chicago (AC)	1,331,500
19. WBLS/New York (UC)	1,321,300
20. WBBM/Chicago (News)	1,315,800
21. WOR/New York (Talk)	1,275,600
22. KNX/Los Angeles (News)	1,179,100
23. KABC/Los Angeles (Talk)	1,155,300
24. KFWB/Los Angeles (News)	1,141,500
25. KQLZ/Los Angeles (CHR)	1,141,100

CONTEMPORARY HIT RADIO

1. KRQQ/Tucson	21.5
2. WQUT/Johnson City	20.6
3. KBFM/McAllen-Brownsville	19.7
4. WSKZ/Chattanooga	19.2
5. WNNK/Harrisburg-Lebanon	19.0
6. WAAP & WVIC/Lansing	16.2
7. WNCI/Columbus	16.0
8. KZZU/Spokane	15.6
9. WDJX-AM & FM/Louisville	15.3
10. WRBQ-AM & FM/Tampa-St. Petersburg	15.1
11. KKRK/Wichita	15.0
11. KQKQ/Omaha-Council Bluffs	15.0
11. WXLK/Roanoke-Lynchburg	15.0
14. WHOT-AM & FM/Youngstown-Warren	14.6
15. WAPE-AM & FM/Jacksonville	14.1
16. WNTQ/Syracuse	13.9
17. WYHY/Nashville	13.8
18. WTIC-FM/Hartford	13.7
19. KQMQ-AM & FM/Honolulu	13.6
20. WKRZ/Wilkes Barre-Scranton	13.3
21. KKXX/Bakersfield	13.2
22. WKCI/New Haven	13.1
23. WIOG/Flint	13.0
24. WPRO-FM/Providence	12.8
25. WEZB/New Orleans	12.4

1. WHTZ/New York	2,488,300
2. WPLJ/New York	1,940,900
3. KIIS-AM & FM/Los Angeles	1,786,900
4. KPWR/Los Angeles	1,644,800
5. WQHT/New York	1,484,600
6. KQLZ/Los Angeles	1,141,100
7. WBBM-FM/Chicago	1,014,000
8. WYZZ/Chicago	947,400
9. WEGX/Philadelphia	843,500
10. KMEL/San Francisco	761,300
11. WIOQ/Philadelphia	649,400
12. WXKS-FM/Boston	644,200
13. KKQB-AM & FM/Houston-Galveston	636,800
14. WCZY/Detroit	635,700
15. WHYT/Detroit	607,500
16. WZOU/Boston	597,000
17. KRBE/Houston-Galveston	572,200
18. WRBQ-AM & FM/Tampa-St. Petersburg	559,300
19. WDFX/Detroit	530,900
20. WBZZ/Pittsburgh	513,400
21. WAVA/Washington	507,200
22. KXXX/San Francisco	503,600
23. KEGD/Dallas-Ft. Worth	478,400
24. WLOL/Minneapolis-St. Paul	475,900
25. WHTZ/New York (Nassau-Suffolk book)	474,300

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FORMAT LEADERS

NEWS/TALK

	AQH	CUME
1. KMOX/St. Louis (Talk)	21.2	2,742,600
2. KIRO/Seattle (N/T)	9.6	1,692,600
2. WBAL/Baltimore (N/T)	9.6	1,417,400
4. KFBK/Sacramento (N/T)	9.3	1,344,300
5. WHIO/Dayton (Talk)	8.8	1,315,800
6. KGO/San Francisco (N/T) (San Jose book)	8.2	1,275,600
7. WKBN/Youngstown-Warren (N/T)	8.0	1,179,100
8. KARN/Little Rock (N/T)	7.9	1,155,300
8. KTAR/Phoenix (N/T)	7.9	1,141,500
10. WPTF/Raleigh-Durham (N/T)	7.8	1,102,600
11. KMJ/Fresno (N/T)	7.6	813,500
12. KYW/Philadelphia (News)	7.1	847,200
13. KGO/San Francisco (N/T)	7.0	750,900
14. KSL/Salt Lake City (Talk)	6.7	566,300
15. KGO/San Francisco (N/T) (Monterey book)	6.6	556,800
15. WBSM/New Bedford (N/T)	6.6	538,200
17. WRKO/Boston	6.5	532,700
18. KXL/Portland (N/T)	6.3	526,300
19. KERN/Bakersfield (N/T)	6.2	524,400
19. KOA/Denver (Talk)	6.2	484,200
21. KCMO/Kansas City (N/T)	6.0	469,700
21. KSDO/San Diego (N/T)	6.0	468,900
21. WOAI/San Antonio (N/T)	6.0	466,000
24. KTOK/Oklahoma City (N/T)	5.9	442,600
25. KTRH/Houston (News)	5.8	411,600
25. WKRG/Mobile (N/T)	5.8	
1. WINS/New York (News)		2,742,600
2. WCBS/New York (News)		1,692,600
3. WFAN/New York (Sports)		1,417,400
4. WABC/New York (Talk)		1,344,300
5. WBBM/Chicago (News)		1,315,800
6. WOR/New York (Talk)		1,275,600
7. KNX/Los Angeles (News)		1,179,100
8. KABC/Los Angeles (Talk)		1,155,300
9. KFWB/Los Angeles (News)		1,141,500
10. KYW/Philadelphia (News)		1,102,600
11. KMOX/St. Louis (Talk)		813,500
12. KGO/San Francisco (N/T)		847,200
13. KCBS/San Francisco (N/T)		750,900
14. WMAQ/Chicago (News)		566,300
15. KFI/Los Angeles (Talk)		556,800
16. KIRO/Seattle-Tacoma (N/T)		538,200
17. WWJ/Detroit (News)		532,700
18. KTRH/Houston-Galveston (News)		526,300
19. WCAU/Philadelphia (Talk)		524,400
20. WTOP/Washington (News)		484,200
21. WRKO/Boston (N/T)		469,700
22. WBAL/Baltimore (N/T)		468,900
23. WMCA/New York (Talk)		466,000
24. KRLD/Dallas-Ft. Worth (News)		442,600
25. WEEI/Boston (News)		411,600

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FORMAT LEADERS

ADULT CONTEMPORARY

	AQH		CUME
1. WEZN/Bridgeport	16.6	1. WLTW/New York	1,857,100
2. WCCO/Minneapolis	16.4	2. WNSR/New York	1,547,000
3. WTIC/Hartford	15.9	3. KOST/Los Angeles	1,490,200
4. WCRZ/Flint	14.9	4. WGN/Chicago	1,331,500
5. WRVA/Richmond	14.7	5. KBIG/Los Angeles	983,200
6. WTFM/Johnson City	14.6	6. WKQX/Chicago	901,300
7. KFAB/Omaha-Council Bluffs	14.3	7. WJR/Detroit	880,000
8. KDKA/Pittsburgh	14.1	8. WEAZ-AM & FM/Philadelphia	763,500
9. WMYU/Knoxville	13.7	9. WCCO/Minneapolis-St. Paul	740,700
10. WLEV/Allentown-Bethlehem	13.5	10. KDKA/Pittsburgh	662,300
11. WIBC/Indianapolis	12.4	11. KOIT-AM & FM/San Francisco	661,300
12. WTMJ/Milwaukee-Racine	12.3	12. KNBR/San Francisco	596,300
13. WHAS/Louisville	12.2	13. WMGK/Philadelphia	570,300
14. WLW/Cincinnati	12.0	14. KIOI/San Francisco	554,800
15. WYYY/Syracuse	11.8	15. WTMX/Chicago	549,900
16. WHYN-FM/Springfield	11.5	16. WBZ/Boston	508,700
16. WRMF/West Palm Beach	11.5	17. WSB-FM/Atlanta	499,200
18. WOOD-FM/Grand Rapids	11.4	18. KVIL-AM & FM/Dallas-Ft. Worth	495,700
19. WJYE/Buffalo	11.2	19. WLIT/Chicago	492,900
20. WVOR/Rochester	11.0	20. WKSZ/Philadelphia	491,500
21. WSNY/Columbus	10.8	21. WNIC/Detroit	488,900
21. WSYR/Syracuse	10.8	22. WMJX/Boston	446,100
23. KKOJ/Albuquerque	10.5	23. WSNJ/Philadelphia	441,000
23. WLMX-AM & FM/Chattanooga	10.5	24. WSB/Atlanta	426,200
25. WMJJ/Birmingham	10.4	25. WMAL/Washington	389,300

AOR

	AQH		CUME
1. WCMF/Rochester	17.4	1. WNEW-FM/New York	1,573,700
2. WFBQ/Indianapolis	15.6	2. KLOS/Los Angeles	936,300
3. KEZO-AM & FM/Omaha-Council Bluffs	13.1	3. WLUP-FM/Chicago	878,800
4. WZZO/Allentown-Bethlehem	11.1	4. WMMR/Philadelphia	783,000
5. WIMZ-AM & FM/Knoxville	10.7	5. KROQ/Los Angeles (New Rock)	662,800
5. WKDF/Nashville	10.7	6. WLLZ/Detroit	505,500
7. KMOD/Tulsa	10.6	7. KLOL/Houston-Galveston	490,400
8. WEBN/Cincinnati	10.2	8. WBCN/Boston	489,600
8. WPYX/Albany-Schenectady-Troy	10.2	9. WRIF/Detroit	475,800
10. WRDU/Raleigh-Durham	10.1	10. WWDC-FM/Washington	436,400
11. KLAQ/El Paso	9.9	11. WXRT/Chicago	434,900
11. WRXL/Richmond	9.9	12. KSHE/St. Louis	434,200
13. WAQY/Springfield	9.8	13. KQRS-AM & FM/Minneapolis-St. Paul	431,600
13. WHJY/Providence	9.8	14. KRQR/San Francisco	428,500
15. KSHE/St. Louis	9.7	15. WKLS/Atlanta	365,900
16. WIOT/Toledo	9.6	16. KITS/San Francisco (New Rock)	358,900
16. WLWQ/Columbus	9.6	17. KFOG/San Francisco	355,700
18. WGR-FM/Buffalo	9.4	18. KTXQ/Dallas-Ft. Worth	355,000
18. WHJY/Providence (New Bedford book)	9.4	19. WBAB-FM/Nassau-Suffolk	351,200
20. WKRR/Greensboro-Winston Salem	9.2	20. WBAB-FM/Nassau-Suffolk (New York book)	350,400
20. WTUE/Dayton	9.2	21. WDVE/Pittsburgh	338,700
22. KKBB/Bakersfield	8.9	22. KGB/San Diego	316,700
23. KGB/San Diego	8.8	23. WDRE/Nassau-Suffolk (NR) (New York book)	302,900
23. WMMR/Philadelphia (Wilmington book)	8.8	24. WIYY/Baltimore	300,600
23. WYNF/Tampa (Sarasota book)	8.8	25. KNAC/Los Angeles	291,700

FORMAT LEADERS

URBAN CONTEMPORARY

AQH

CUME

1. WIKS/Coastal North Carolina	16.9
2. WWDI/Columbia, SC	15.7
3. WBLX-FM/Mobile	15.2
4. KPRR/EI Paso	14.4
5. KQXL/Baton Rouge	13.5
6. WHRK/Memphis	13.1
7. WDZZ/Flint	12.6
8. WJMH/Greensboro-Winston Salem	11.5
9. WCDX/Richmond	11.1
10. WENN/Birmingham	11.0
11. WPEG/Charlotte	10.6
12. WQUE-AM & FM/New Orleans	10.3
13. WVEE/Atlanta	9.9
14. KIPR/Little Rock	9.7
15. WYLD-FM/New Orleans	9.3
16. KMJQ/Houston	9.1
17. WHQT/Miami-Ft. Lauderdale	9.0
18. WBIG & WCKZ/Charlotte	8.5
18. WGOK/Mobile	8.5
20. WXOK/Baton Rouge	8.2
21. WJHM/Orlando	7.9
21. WJTT/Chattanooga	7.9
23. WLWZ/Greenville-Spartanburg	7.8
23. WPLZ/Richmond	7.8
23. WWCZ/Charleston	7.8

1. WRKS/New York	1,449,600
2. WBSL/New York	1,321,300
3. WGCI-FM/Chicago	896,800
4. WVAZ/Chicago	692,800
5. WUSL/Philadelphia	584,400
6. KJLH/Los Angeles	538,500
7. WJLB/Detroit	534,200
8. KSOL/San Francisco	441,600
9. KMJQ/Houston-Galveston	426,000
10. WHQT/Miami-Ft. Lauderdale	427,900
11. KKDA-FM/Dallas-Ft. Worth	385,200
12. WVEE/Atlanta	380,500
13. WDAS-FM/Philadelphia	378,200
14. KJMZ/Dallas-Ft. Worth	372,500
15. KDAY/Los Angeles	369,100
16. WHUR/Washington	355,500
17. KACE/Los Angeles	343,100
18. WKYS/Washington	336,100
19. WXYV/Baltimore	291,500
20. WQUE-AM & FM/New Orleans	279,800
21. WWIN-AM & FM/Baltimore	259,500
22. WGPR/Detroit	253,900
23. WDJY/Washington	233,000
24. WHRK/Memphis	223,600
25. WAMO-FM/Pittsburgh	222,300

COUNTRY

AQH

CUME

1. WIVK-AM & FM/Knoxville	34.2
2. KSSN/Little Rock	20.7
3. WXBQ/Johnson City	19.0
4. WZZK-AM & FM/Birmingham	18.8
5. KUZZ-AM & FM/Bakersfield	18.4
6. WKSJ-AM & FM/Mobile	18.3
7. WITL/Lansing	17.5
8. WAMZ/Louisville	16.3
9. WTQR/Greensboro-Winston Salem	15.9
10. WCOS-AM & FM/Columbia, SC	15.7
11. WDAF/Kansas City	15.5
12. WYNK-AM & FM/Baton Rouge	14.8
13. WRNS/Coastal North Carolina	14.6
14. WYYD/Roanoke-Lynchburg	14.5
15. WKKO/Toledo	14.4
15. WSOC-FM/Charlotte	14.4
17. KXXY-AM & FM/Oklahoma City	14.3
18. KASE/Austin	13.4
18. KTXF/McAllen-Brownsville	13.4
20. KRST/Albuquerque	13.3
21. WQIK-AM & FM/Jacksonville	12.7
22. WUSY/Chattanooga	12.6
23. KNIX-AM & FM/Phoenix	12.3
24. KWEN/Tulsa	11.7
25. KHEY-FM/EI Paso	11.6

1. WYNY/New York	999,200
2. KILT-FM/Houston-Galveston	542,600
3. KPLX/Dallas-Ft. Worth	517,500
4. KIKK-FM/Houston-Galveston	508,700
5. KSCS/Dallas-Ft. Worth	505,000
6. KZLA/Los Angeles	492,400
7. WBAP/Dallas-Ft. Worth	491,500
8. WUSN/Chicago	491,500
9. KLAC/Los Angeles	465,300
10. WXTU/Philadelphia	431,800
11. KSAN/San Francisco	429,600
12. WMZQ-AM & FM/Washington	397,900
13. KNIX-AM & FM/Phoenix	370,700
14. WWWW/Detroit	363,700
15. WKHX-FM/Atlanta	332,700
16. WDAF/Kansas City	307,900
17. KSON-AM & FM/San Diego	285,800
18. WQYK-AM & FM/Tampa-St. Petersburg	280,800
19. WIL-FM/St. Louis	263,700
20. WGAR-AM & FM/Cleveland	252,400
21. WYAY/Atlanta	251,600
22. KEEY/Minneapolis-St. Paul	248,600
23. WKIS/Miami-Ft. Lauderdale	246,000
24. WPOC/Baltimore	242,100
25. WSOC-AM & FM/Charlotte-Gastonia	232,300

FORMAT LEADERS

BEAUTIFUL MUSIC/EASY LISTENING

AQH		CUME	
1. WDUV/Sarasota	22.2	1. WPAT-AM & FM/New York	1,802,300
2. WEAT-AM & FM/West Palm Beach	17.5	2. KJOI/Los Angeles	858,900
3. KUMU-AM & FM/Honolulu	13.0	3. WXEZ-AM & FM/Chicago	713,700
4. WFMZ/Allentown	12.8	4. KABL-AM & FM/San Francisco	490,600
5. WROW-AM & FM/Albany-Schenectady-Troy	12.1	5. WJOI/Detroit	437,400
6. WLQR/Toledo	11.5	6. WLYF/Miami-Ft. Lauderdale	429,500
6. WPVR/Roanoke-Lynchburg	11.5	7. WGAY/Washington	423,600
8. KXLY-FM/Spokane	11.1	8. WJIB/Boston	423,500
9. WKBN-FM/Youngstown-Warren	10.6	9. KODA/Houston-Galveston	387,100
10. WDEF-FM/Chattanooga	10.3	10. WPCH/Atlanta	375,300
11. WLKW/Providence	9.6	11. WSHH/Pittsburgh	361,400
12. WSHH/Pittsburgh	9.4	12. WLIF/Baltimore	330,700
13. WFOG/Norfolk	9.0	13. KEZK/St. Louis	322,400
13. WRCH/Hartford	9.0	14. WQAL/Cleveland	274,600
15. WEZK/Knoxville	8.9	15. KJQY/San Diego	264,000
16. KOJY/Fresno	8.8	16. KMEZ-FM/Dallas-Ft. Worth	260,700
17. WLYF/Miami-Ft. Lauderdale	8.7	17. KMEO-AM & FM/Phoenix	246,700
17. WNAK/Wilkes Barre-Scranton	8.7	18. KOSI/Denver-Boulder	227,800
19. WLIF/Baltimore	8.6	19. WJYE/Buffalo-Niagara Falls	233,900
20. KXTZ/Las Vegas	8.5	20. WLKW/Providence	212,100
21. KEZQ/Little Rock	8.3	21. KBRD/Seattle-Tacoma	205,100
21. KTSM-FM/El Paso	8.3	22. WPAT-AM & FM/New York (Nassau book)	203,400
24. WSSP/Orlando	8.3	23. WDUV/Sarasota (Tampa-St. Petersburg book)	196,400
24. KDUO/Riverside-San Bernardino	8.2	24. WRCH/Hartford	189,600
25. KESY-AM & FM/Omaha-Council Bluffs	8.1	25. WBNS-FM/Columbus, OH	183,500
25. KEZK/St. Louis	8.1		

CLASSICAL

AQH		CUME	
1. KING-FM/Seattle	3.7	1. WNCN/New York	648,600
2. KVOD/Denver	3.3	2. WQXR-FM/New York	639,400
3. KFSD/San Diego (North County book)	3.0	3. KFAC/Los Angeles	457,300
4. WGMS-AM & FM/Washington	2.9	4. KDFC-AM & FM/San Francisco	362,500
5. KBOQ/Monterey	2.8	5. WFMT/Chicago	347,100
6. KFSD/San Diego	2.6	6. WNIB/Chicago	323,800
7. KDFC-AM & FM/San Francisco	2.3	7. WFLN/Philadelphia	301,200
7. WFLN/Philadelphia	2.3	8. KKHI-AM & FM/San Francisco	277,200
9. KFAC/Los Angeles (Anaheim book)	2.1	9. WGMS-AM & FM/Washington	260,700
9. WCLV/Cleveland	2.1	10. WTMJ/Miami-Ft. Lauderdale	190,200
11. KKHI-AM & FM/San Francisco	2.0	11. KING-FM/Seattle-Tacoma	190,000
11. WTMJ/Miami-Ft. Lauderdale	2.0	12. WCRB/Boston	187,400
13. WCRB/Boston	1.9	13. WQRS/Detroit	184,600
13. WFMR/Milwaukee	1.9	14. WQXR/New York	160,100
15. KXTR/Kansas City	1.8	15. WRR/Dallas-Ft. Worth	142,800
15. WQRS/Detroit	1.8		

FORMAT LEADERS

NAC

AQH

CUME

1. KINK/Portland	6.8
2. KQPT/Sacramento	4.1
3. WLOQ/Orlando	3.8
4. KOAI/Dallas-Ft. Worth	3.3
5. KIFM/San Diego	3.1
5. WHVE/Sarasota	3.1
7. WHVE/Sarasota (Tampa book)	3.0
8. KEYV/Las Vegas	2.9
9. KHHH/Denver-Boulder	2.8
10. KHHH/Honolulu	2.7
10. KTWV/Los Angeles (Anaheim book)	2.7
12. KNUA/Seattle	2.5
12. KTWV/Los Angeles	2.5
12. WQCD/New York	2.5
15. KGSR/Austin	2.4
15. WNWV/Cleveland	2.4
17. KBLX/San Francisco	2.3
17. KKSF/San Francisco	2.3
17. WBZN-AM & FM/Milwaukee	2.3
17. WNUA/Chicago	2.3
21. KDAB/Salt Lake City-Provo-Ogden	2.2
22. KSWV/San Diego	1.9
23. KBLX/San Francisco (San Jose book)	1.8
23. KLZS/Wichita	1.8
25. KAWV/Tucson	1.7
25. WXDJ/Miami-Ft. Lauderdale	1.7
25. KKCYP/Portland	1.7

1. WQCD/New York	1,032,200
2. KTWV/Los Angeles	774,200
3. WNUA/Chicago	473,600
4. KKSF/San Francisco	354,700
5. KBLX/San Francisco	315,700
6. KOAI/Dallas-Ft. Worth	277,200
7. KIFM/San Diego	212,200
8. KINK/Portland	203,400
9. KTWV/Los Angeles (Anaheim book)	159,800
10. WVAE/Detroit	152,500
11. WNWV/Cleveland	147,300
12. WXDJ/Miami-Ft. Lauderdale	141,900
13. KSWV/San Diego	137,500
14. WQCD/New York (Nassau-Suffolk book)	135,500
15. KQPT/Sacramento	131,900
16. WHVE/Sarasota (Tampa-St. Petersburg book)	130,400
17. KHHH/Denver-Boulder	112,900
18. KNUA/Seattle-Tacoma	108,400
19. WBZN-AM & FM/Milwaukee	91,200
20. WLOQ/Orlando	77,300
21. KKCYP/Portland	67,000
22. KCWV/Kansas City	60,600
23. KKSF/San Francisco (San Jose book)	56,700
24. KBLX/San Francisco (San Jose book)	53,700
25. KHHH/Honolulu	53,300

GOLD

AQH

CUME

1. WAFX/Norfolk (Classic Rock)	11.7
2. WMFX/Columbia (Classic Rock)	10.4
3. WXRK/New York (Morristown book)(Classic Rock)	9.2
4. WBBG/Youngstown-Warren	8.7
5. WKLR/Indianapolis	8.5
6. KXKL-AM & FM/Denver	7.6
7. WKFM/Syracuse (Classic Rock)	7.4
8. WNCX/Cleveland (Classic Rock)	7.3
8. WWSW-FM/Pittsburgh	7.3
10. KGOR/Omaha-Council Bluffs	6.9
11. KOFX/El Paso	6.8
12. KSMG/San Antonio	6.4
12. WDRC-FM/Hartford (New Haven book)	6.4
14. KKZX/Spokane (Classic Rock)	6.3
15. WKLH/Milwaukee-Racine (Classic Rock)	6.1
16. WOFX/Cincinnati (Classic Rock)	6.0
17. WDRC-FM/Hartford	5.9
18. WGFN/Nashville	5.8
18. WKLX/Rochester	5.8
18. WSEN-AM & FM/Syracuse	5.8
21. KKLZ/Las Vegas (Classic Rock)	5.7
21. KOMA/Oklahoma City	5.7
21. WIBM/Lansing	5.7
21. WZGC/Atlanta (Classic Rock)	5.7
25. WHTT-AM & FM/Buffalo	5.6

1. WCBS-FM/New York	2,020,700
2. WXRK/New York (Classic Rock)	1,505,400
3. KRTH-FM/Los Angeles	929,200
4. WCKG/Chicago (Classic Rock)	778,400
5. KSFO & KYA/San Francisco	762,100
6. WJMK/Chicago	696,100
7. KLSX/Los Angeles (Classic Rock)	676,000
8. KODJ/Los Angeles	628,500
9. WYSP/Philadelphia (Classic Rock)	624,600
10. WFYR/Chicago	570,000
11. WOGL/Philadelphia	436,200
12. WCSX/Detroit (Classic Rock)	423,600
13. WODS/Boston	415,700
14. KRLA/Los Angeles	382,400
15. WCXR/Washington (Classic Rock)	381,300
16. WZLX/Boston	365,800
17. WFOX/Atlanta	345,700
18. WWSW-FM/Pittsburgh	342,500
19. WMXJ/Miami-Ft. Lauderdale	333,900
20. KLDE/Houston-Galveston	332,300
21. WZGC/Atlanta (Classic Rock)	330,100
22. KLOU/St. Louis	327,200
23. KLUV/Dallas-Ft. Worth	309,200
24. KXKL-AM & FM/Denver-Boulder	308,500
25. KLXK/Minneapolis-St. Paul (Classic Rock)	306,000

FORMAT LEADERS

BIG BAND/NOSTALGIA

AQH

CUME

1. WOKY/Milwaukee-Racine (BBnd)	6.7
2. WECK/Buffalo-Niagara Falls (BBnd)	5.8
2. WPEN/Philadelphia (Nost)	5.8
4. KFRC/San Francisco (Nost) (Stockton book)	5.4
4. WBYU/New Orleans (Nost)	5.4
6. WMAS/Springfield (BBnd)	5.3
7. WAVZ/New Haven (BBnd)	4.9
8. WXMC/Morristown (Nost)	4.5
9. WEST/Allentown (BBnd)	4.2
10. KMGX/Albuquerque (Nost)	3.9
10. WDAE/Tampa-St. Petersburg (BBnd)	3.9
12. KQUE/Houston (BBnd)	3.8
12. WAMR/Sarasota (BBnd)	3.8
14. WAPI/Birmingham (BBnd)	3.7
15. KMRR/Tucson (Nost)	3.5
15. KFRC/San Francisco (Nost)	3.5

1. WNEW/New York (Nost)	735,900
2. KMPC/Los Angeles (Nost)	675,300
3. KFRC/San Francisco (Nost)	459,700
4. WJJD/Chicago (Nost)	440,900
5. WPEN/Philadelphia (Nost)	434,100
6. CKLW/Detroit (BBnd)	236,800
7. KQUE/Houston-Galveston (Nost)	223,100
8. WPLM-AM & FM/Boston (BBnd)	196,800
9. KMPC/Los Angeles (Nost)(Anaheim book)	193,100
10. WOKY/Milwaukee-Racine (E:nd)	178,500
11. WJAS/Pittsburgh (BBnd)	142,200
12. KIXI/Seattle-Tacoma (BBnd)	139,500
13. KPOP/San Diego (Nost)	136,100
14. KOY/Phoenix (Nost)	135,700
15. WGUL-AM & FM/Tampa-St. Petersburg (BBnd)	130,700

SPANISH

AQH

CUME

1. KGBT/McAllen-Brownsville	11.8
2. KIWW/McAllen-Brownsville	8.8
3. KWAC/Bakersfield	7.2
4. KBNA-AM & FM/El Paso	6.9
5. KCOR/San Antonio	5.2
6. KAMA/El Paso	4.8
7. KQXX/McAllen-Brownsville	4.7
8. KGST/Fresno	4.5
9. WQBA/Miami-Ft. Lauderdale	4.4
10. WCMQ-FM/Miami-Ft. Lauderdale	3.9

1. WSKQ-FM/New York	473,400
2. KTNQ/Los Angeles	454,800
3. KLVE/Los Angeles	426,100
4. KWKW/Los Angeles	344,600
5. WADO/New York	310,800
6. WSKQ/New York	246,800
7. WCMQ-FM/Miami-Ft. Lauderdale	237,800
8. KSKQ-FM/Los Angeles	224,500
9. WOJO/Chicago	221,000
10. KSKQ/Los Angeles	205,900

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A Step-By-Step Manual

As you examine R&R's "Ratings Report & Directory, Vol. II," you will find that the following are some of the highlights to look for in the in-depth market breakouts.

Reps Abbreviation Key

A-C	All Canada Radio
BAN	Banner Radio
CAB	Caballero Spanish Media
CBS	CBS Radio Spot Sales
CHR	The Christal Company
CITI	Citimedia, Inc.
CMBS	Concert Music Broadcast Sales, Inc.
CRA	Crawford Broadcasting Co.
DOME	Dome And Associates
DONO	John Donofrio
DUR	Durpetti And Associates
EAST	Eastman Radio, Inc.
ER	Eastern Radio
FWS	Frederick W. Smith
G/W	Group W Radio Sales
HG	Herbert E. Groskin
HNWH	HNW&H
INT	Interep
JCG	J.C. Gates
KATZ	Katz Radio
KT-H	Katz Hispanic
K/P	Katz & Powell
KEY	Keystone
LOTU	Lotus Hispanic Reps
MK4	Market 4 Radio
MAS	Masla Radio
MMR	Major Market Radio Inc.
MCG	McGavren-Guild, Inc.
M/SS	Mid-South Spot Sales
PATT	Patt Media
RA/L	R.A. Lazar & Co.
RSS	Radio Spot Sales
REG	Regional Representatives
RPC	Repcom
REP	Republic Radio Inc.
ROS	Roslin Radio Sales, Inc.
SAV	Savalli Broadcast Sales
SSS	Southern Spot Sales
SBS	Spanish Broadcasting System
STR	Starcom
TNS	TN Spot Sales
TOR	Torbet Radio
UNI	Unirep Broadcasting Co.
U/BR	Unity Broadcasting Co.

SHARE TRENDS

All stations in the top 50 markets which earned at least a 1.0 share, and the top ten stations in markets 51-100 (all according to the spring '89 Arbitron sweep), are listed. Trends read left to right, with the most recent results on the right and the spring '88 share on the left. Results from additional surveys (winter, spring, and summer) are shown in between. Up to five books can be included in any market's trend report, which covers the past year. Stations are ranked according to their Monday-Sunday (total persons 12+) average quarter hour share, with the #1 listed on top.

STATION/FORMAT

The call letters are printed in bold type with the format of each station listed beneath in italics.

FREQUENCY/POWER

The frequency and power for the radio station signal(s) are shown as listed on page 3B in each Arbitron report.

AUDIENCE RANKINGS

The six rankings to the right of each station's format designation will help you understand a station's core strength. The first listing shows a station's Monday - Sunday (total persons 12+) cume rank, followed by five AQH demo ranks for teens, adults 18-34, adults 18-49, adults 25-54, and adults 35-64. At the bottom of those pages showing results for the top 50 markets you will also find more detailed breakdowns on key adult demos. Top 10 stations are listed for six different categories: men and women 18-34, 18-49, and 25-54. These rankings are again based on Monday-Sunday AQH.

AVERAGE MINUTES LISTENED

The column to the immediate right of the adults 35-64 rankings in each market breakout chart shows the average number of minutes which a station's audience spent listening to it. This is based upon total persons 12+, Monday-Sunday, 6am-Midnight.

OWNER & REP INFORMATION

For the convenience of all users of the R&R Ratings Report we designate all radio station owners and their representative affiliations as listed on page 3B in each Arbitron report.

BIRCH RADIO SHARES

To offer a comparison between the diary-based Arbitron numbers and the telephone-derived Birch Radio estimates, we show — where available — 12+ average person estimates from the spring '89 Birch quarterlies. One note: Arbitron numbers cover approximately April-June, while Birch results are for March-May.

FORMAT REACH CHART

The lower right corner for each top 50 market page shows a bar graph which compares format reach within that market. Totals are computed, by format, by adding the spring '89 12+ Monday-Sunday AQH numbers shown in each market breakout. For example, all CHR shares are added together.

INFORMATION GUIDE

For Using R&R's Unique Ratings Data Features

#1

NEW YORK

POPULATION: 14,056,500

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-24 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.0	6.2	5.6	5.3	6.0	1	WHTZ CHR	100.3 7.8kw	2	1	2	5	8	72	MALRITE	CHR	6.7	
5.5	5.7	4.9	6.2	5.6	2	WPAT-A/F B/EZ	930/93.1 5kw/5.4k	5	25	18	16	4	96	PARK	REP	3.8	
4.5	3.8	4.7	4.3	5.3	3	WLTW AC	106.7 7.8kw	5	14	8	4	2	1	85	VIACOM	KATZ	3.5
4.2	4.1	4.3	4.7	5.0	4	WCBS-FM Gold	101.1 6.8kw	3	12	10	1	1	1	74	CBS	CBS	2.6
4.0	4.3	4.4	4.3	4.7	5	WINS News	1010 30-50kw	1	18	13	13	8	12	51	GROUP W	G/W	4.1
3.6	4.4	3.2	3.5	4.2	6	WNEW-FM AOR	102.7 7.8kw	8	7	1	3	3	14	LEGACY	KATZ	5.3	
4.6	4.2	4.2	4.2	4.1	7	WRKS UC	99.7 7.8kw	12	2	4	7	11	22	SUMMITT	REP	5.7	

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 WHTZ	1 WNEW-FM	1 WLTW	1 WCBS-FM	1 WLTW	AC	11.0
2 WXRK	2 WRKS	2 WCBS-FM	2 WHTZ	2 WNEW-FM	2 WCBS-FM	AOF	4.2
3 WHTZ	3 WLTW	3 WXRK	3 WCBS-FM	3 WXRK	3 WHTZ	BBn1	1.9
4 WRKS	4 WQHT	4 WHTZ	4 WNSR	4 WQCD	4 WNSR	BM/Easy	5.6
5 WQHT	5 WNEW-FM	5 WQCD	5 WRKS	5 WFAN	5 WNEW-FM	CHR	13.1
6 WBLS	6 WNSR	6 WNSR	6 WQHT	6 WNSR	6 WRKS	Clas	2.5
7 WNSR	7 WBLS	7 WQHT	7 WNEW-FM	7 WHTZ	7 WINS	Ctry	2.3
8 WCBS-FM	8 WPLJ	8 WFAN	8 WPLJ	8 WLTW	8 WSKQ-FM	Gold	8.4
9 WQCD	9 WXRK	9 WRKS	9 WBLS	9 WQHT	9 WPLJ	NAC	2.5
10 WPLJ	10 WSKQ-FM	10 WBLS	10 WSKQ-FM	10 WINS	10 WBLS	N/T	18.1
						Rel/CC	1.0
						Span	3.6
						UC	7.0

ANAHEIM-SANTA ANA

POPULATION: 1,896,100

SPRING '88	FALL '88	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM	12+ BIRCH SHARE
3.1	3.2	6.7	1	KQLZ CHR	100.3 5.3kw	2	1	1	3	5	27	70	WESTWOOD ONE	EAST	6.2
3.7	4.4	6.5	2	KBIG AC	104.3 105kw	9	11	5	2	1	1	99	BONNEVILLE INT.	CBS	5.2
7.0	7.4	5.8	3	KIIS-A/F CHR	1150/102.7 5kw/8kw	1	3	3	4	6	6	54	GANNETT	MOG	7.5
4.1	6.6	5.7	4	KLOS AOR	95.5 61kw	7	7	1	1	2	16	83	CAP CITIES/ABC	KATZ	8.2
5.2	4.4	5.1	5	KOST AC	103.5 12.5kw	3	5	8	6	4	2	61	COX	CHR	3.7
5.7	4.3	4.9	6	KABC Talk	790 5kw	5	23	18	13	10	3	71	CAP CITIES/ABC	KATZ	4.1
6.4	6.0	4.7	7	KPWR CHR	105.9 72kw	4	2	4	7	8	18	61	EMMIS	HNWH	8.7
4.4	5.1	4.6	8	KRTH-FM Gold	101.1 51kw	8	16	6	5	3	7	68	BEASLEY	REP	3.8
3.4	3.7	3.4	9	KNX News	1070 50kw	6	17	22	16	12	8	49	CBS	CBS	3.1
5.0	4.9	3.1	10	KJOI B/EZ	98.7 75kw	12	28	33	29	18	5	63	COMMAND	BAN	4.8
4.6	2.6	3.1	10	KMPC Nost	710 50-10kw	11	31	27	23	19	10	60	GOLDEN WEST	DUR	1.8
5.3	4.4	3.0	12	KROQ NR	106.7 5.5kw	13	4	7	8	20	35	63	INFINITY	MMR	3.6
1.7	1.6	2.9	13	KODJ Gold	93.1 28.5kw	16	18	20	9	7	4	69	CBS	CBS	2.5
2.5	4.7	2.7	14	KTWV NAC	94.7 55kw	14	27	17	11	9	9	63	LEGACY	BAN	2.2
2.4	1.7	2.4	15	KFI Talk	640 50kw	17	38	21	17	14	11	64	COX	CHR	1.3
2.9	2.8	2.3	16	KLSX CR	97.1 55kw	15	12	9	10	11	20	55	GREATER MEDIA	MMR	2.2
2.2	2.9	2.2	17	KFWB News	980 5kw	10	24	26	25	22	15	41	GROUP W	G/W	2.6
2.3	1.9	2.2	17	KZLA Ctry	93.9 49kw	18	26	19	15	13	14	61	MALRITE	EAST	1.0
1.5	1.4	2.1	19	KFAC Clas	92.3 39kw	22	21	24	20	17	13	77	EVERGREEN	MOG	1.7
1.4	1.5	1.8	20	KIKF Ctry	94.3 3kw	23	35	31	18	15	12	79	ARIES	--	1.0
2.7	1.6	1.8	21	KTNQ Span	1020 50kw	27	13	11	12	16	26	101	HEFTEL	CAB	1.8
1.7	2.9	1.7	22	KNAC AOR	105.5 1.05kw	21	10	10	14	32	33	59	FLAGSHIP	K/P	2.1
1.1	0.8	1.3	23	KSKQ-FM Span	97.9 79kw	29	19	13	19	21	23	85	SBS	SBS	--
0.0	0.6	1.3	24	KWIZ AC	96.7 5kw	33	9	14	22	28	36	94	LIBERMAN	TOR	--
1.8	0.9	1.2	25	KLVE Span	107.5 29.5kw	26	25	12	21	24	25	58	HEFTEL	CAB	.5
1.2	0.8	1.1	26	KLAC Ctry	570 5kw	19	34	32	30	23	17	37	MALRITE	EAST	.9

Continued on Page 142

POPULATION: 2,219,200

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ADH	STATION FORMAT	FREQUENCY POWER	CLUE RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM	12+ BIRCH SHARE
10.2	9.7	7.8	8.8	9.9	1	WVEE UC	103.3 100kw	4	2	1	2	2	7	110	SUMMIT	MOG	10.9
8.0	9.9	10.4	9.2	9.6	2	WSB-FM AC	98.5 100kw	1	5	2	1	1	3	81	COX	CHR	8.6
5.8	5.5	7.8	8.9	9.4	3	WAPW CHR	99.7 100kw	2	1	3	3	9	12	84	SUSQUEHANA	DUR	10.9
7.9	8.0	7.6	9.9	8.1	4	WPCH B/EZ	94.9 99kw	5	9	10	8	6	1	91	JACOR	EAST	6.1
6.6	5.8	6.4	7.7	7.7	5	WKHX-FM Ctry	101.5 99kw	9	10	6	5	3	2	98	CAP CITIES/ABC	REP	5.8
7.4	7.3	7.4	6.4	7.3	6	WSB AC	750 50kw	3	17	12	11	10	4	72	COX	CHR	5.6
9.9	10.1	8.3	6.4	5.8	7	WKLS AOR	96.1 99kw	6	4	5	6	7	13	66	GREAT AMERICAN	KATZ	8.8
6.4	5.9	5.5	4.9	5.7	8	WZGC CR	92.9 99kw	10	8	4	4	4	9	73	COOK INLET	HNWH	6.9
4.8	4.1	4.2	5.3	5.2	9	WFOX Gold	97.1 97kw	7	6	8	7	5	5	64	SHAMROCK BR.	MMR	6.7
5.4	5.7	5.8	4.4	5.0	10	WYAY Ctry	106.7 99kw	11	7	9	9	8	6	84	NEW CITY	MMR	6.1
3.5	3.5	2.5	2.5	3.4	11	WGST N/T	640 50-1kw	12	15	13	13	12	8	64	JACOR	EAST	2.7
5.9	4.9	4.3	5.1	3.3	12	WQXI-A/F CHR	790/94.1 5-1kw/10	8	12	7	10	11	11	41	JEFFERSON-PILOT	BAN	3.7
2.5	2.9	2.4	2.8	3.2	13	WEKS UC	104.1 60kw	13	3	11	12	13	14	66	NEW CITY	MMR	0.4
3.8	2.9	2.9	3.1	2.8	14	WAOK Rel	1380 5kw	14	11	14	14	14	10	79	SUMMIT	MOG	3.0

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WKLS	1 WVEE	1 WVEE	1 WSB-FM	1 WZGC	1 WSB-FM	AC 16.9
2 WVEE	2 WSB-FM	2 WKLS	2 WVEE	2 WSB-FM	2 WVEE	AOR 5.8
3 WZGC	3 WAPW	3 WZGC	3 WAPW	3 WVEE	3 WPCH	BM/Easy 8.1
4 WSB-FM	4 WZGC	4 WSB-FM	4 WKHX-FM	4 WFOX	4 WKHX-FM	CHR 12.7
5 WAPW	5 WKHX-FM	5 WFOX	5 WPCH	5 WKHX-FM	5 WFOX	Ctry 12.7
6 WKHX-FM	6 WKLS	6 WAPW	6 WFOX	6 WKLS	6 WZGC	Gold 10.9
7 WYAY	7 WPCH	7 WKHX-FM	7 WZGC	7 WSB	7 WAPW	N/T 3.4
8 WSB	8 WEKS	8 WYAY	8 WYAY	8 WYAY	8 WYAY	Rel/CC 2.8
9 WQXI-FM	9 WFOX	9 WSB	9 WKLS	9 WGST	9 WSB	UC 13.1
10 WFOX	10 WQXI-FM	10 WQXI-FM	10 WQXI-FM	10 WAPW	10 WQXI-FM	

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IDB COMMUNICATIONS
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BOSTON

POPULATION: 3,176,000

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.6	7.1	5.9	7.1	7.7	1	WXKS-FM CHR	107.9 23.5kw	1	2	1	1	1	10	77	PYRAMID	MMR	9.7
5.8	6.1	5.0	5.7	6.6	2	WZOU CHR	94.5 11.5kw	2	1	4	5	12	15	71	ARDMAN	EAST	7.7
7.7	7.1	7.2	7.7	6.5	3	WRKO N/T	680 50kw	5	20	13	8	6	2	70	ATLANTIC VEN.	REP	7.0
4.9	6.0	5.4	5.4	6.3	4	WJIB B/EZ	96.9 12.5kw	7	18	20	13	8	1	96	EMMIS	MCG	4.7
6.6	6.4	7.4	6.6	5.9	5	WBZ AC	1030 50kw	3	16	17	11	10	3	75	GROUP W	G/W	6.0
6.6	6.0	4.8	5.1	5.8	6	WBCN AOR	104.1 19kw	4	3	2	2	3	13	77	INFINITY	TOR	7.1
3.5	3.8	3.6	3.7	4.7	7	WMJX AC	106.7 24.5kw	6	7	5	3	2	7	68	GREATER MEDIA	MCG	2.6
4.4	3.9	5.2	4.4	4.6	8	WHDH Talk	850 50kw	11	24	21	16	13	5	81	NEW ENGLAND TV	DUR	3.6
4.3	4.0	3.6	4.3	3.9	9	WSSH AC	99.5 32kw	13	10	11	7	4	4	75	NOBLE	HNWH	3.4
4.5	4.0	5.2	4.7	3.7	10	WODS Gold	103.3 16kw	8	6	7	6	5	6	57	CBS	CBS	4.3
4.2	4.3	4.2	4.0	3.6	11	WEEI News	590 5kw	9	21	18	18	16	8	57	HELEN	--	3.4
2.5	3.9	4.8	4.2	3.6	12	WZLX CR	100.7 20kw	12	17	3	4	9	16	63	COOK INLET	CHR	4.0
3.6	3.0	3.2	3.1	3.0	13	WROR AC	98.5 8.1kw	10	13	8	9	7	9	51	ATLANTIC VEN.	REP	3.4
2.6	2.7	2.5	2.4	2.4	14	WVBF AC	105.7 14kw	14	12	9	10	11	14	67	FAIRBANKS	BAN	2.1
1.6	1.2	1.4	1.8	2.2	15	WFNX NR	101.7 3kw	15	9	6	12	14	30	69	MCC	--	1.8
1.3	1.3	1.1	0.8	2.2	15	WPLM-A/F BBnd	1390/99.1 5kw/50kw	16	11	26	24	21	17	67	PLYMOUTH ROCK	--	1.6
2.4	2.3	2.6	2.4	2.1	17	WILD UC	1090 5kw	22	4	10	14	17	19	126	NASH	ROS	1.8
1.6	1.0	1.3	1.0	2.1	17	WXKS BBnd	1430 5kw	21	36	33	25	22	11	105	PYRAMID	MMR	0.7
1.3	1.3	1.8	2.5	1.9	19	WCRB Clas	102.5 15kw	17	19	19	17	15	12	65	CHARLES RIVER	DONO	1.2
1.4	2.0	1.5	1.9	1.4	20	WCGY AOR	93.7 50kw	18	14	12	15	18	22	51	CURT GOWDY	KATZ	2.5
3.3	2.1	2.4	2.4	1.3	21	WBOS CR	92.9 17kw	20	26	16	19	19	18	48	ACKERLY	KATZ	3.0

Continued on Page 142

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WXKS
FOR "THE MUSIC OF YOUR LIFE"
1430 AM

KISS-108 REDEFINES "MASS APPEAL RADIO"

The Spring '89 Arbitron Proves It

#1 ADULTS 18-34

#1 ADULTS 18-49

#1 ADULTS 25-49

#1 ADULTS 25-54

#1 WOMEN 18-34

#1 WOMEN 18-49

#2 WOMEN 25-49

#2 WOMEN 25-54

#2 MEN 18-34

#2 MEN 18-49

#3 MEN 25-49

#3 MEN 25-54

*ARBITRON: SPRING '89. AQH. MON-SUN 6A MID

No other Boston station
offers so large, diverse,
and dominant an audience.

**KISS-108...
Boston's Adult
CHR Station**

**KISS
108 FM**



MAJOR MARKET RADIO

For more information contact Jeff Messerman at 617/396-1430 or write to P.O. Box 128, Medford, MA 02155

POPULATION: 1,975,900

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.8	8.3	5.9	7.0	9.6	1	WBAL NT	1090 50kw	1	11	10	7	5	2	80	HEARST	HNWH	6.9
9.2	7.4	8.7	9.9	8.6	2	WLIF B/EZ	101.9 13.5kw	4	18	15	10	6	1	102	INFINITY	CHR	6.2
6.8	8.0	8.7	6.6	7.6	3	WXYV UC	102.7 50kw	6	2	2	3	2	7	103	SUMMIT	MCG	12.2
5.3	4.9	7.0	7.1	7.3	4	WWMX AC	106.5 7.4kw	3	10	3	1	1	4	84	CAPITOL BR. CO.	KATZ	6.5
4.7	4.4	4.7	6.3	6.7	5	WIYY AOR	97.9 13.5kw	5	3	1	2	3	11	87	HEARST	HNWH	6.6
4.9	6.4	5.8	7.4	6.5	6	WPOC Ctry	93.1 16kw	7	6	8	5	4	3	106	NATIONWIDE	BAN	5.9
7.3	8.6	6.0	5.7	6.0	7	WBSB CHR	104.3 50kw	2	1	4	4	7	8	65	SCRIPPS HOWARD	BAN	7.1
4.7	5.1	4.8	3.6	3.7	8	WWIN-A/F UC	1400/95.9 1kw/3kw	11	4	5	6	9	12	50	MEDIACOMM	DUR	4.8
3.9	4.0	3.7	3.4	2.8	9	WQSR Gold	105.7 50kw	8	16	13	8	8	5	55	SCONNIX	MMR	3.1
0.6	0.0	2.3	4.3	2.6	10	WCBM NT	680 10-5kw	16	31	25	22	17	9	94	METROMEDIA	KATZ	3.2
1.3	1.8	2.3	2.2	2.3	11	WHFS AOR	99.1 47kw	14	17	6	9	11	18	69	DUCHOSSOIS	REP	2.4
2.6	2.8	2.8	2.8	2.3	11	WYST-FM AC	92.3 10kw	9	25	18	12	10	17	55	UNITED	MMR	1.6
2.6	3.3	2.4	2.4	2.1	13	WBGR Rel	860 2.5-1kw	19	14	22	17	17	10	85	MORTENSON	ROS	2.6
2.8	2.8	2.7	2.5	2.0	14	WGRX CR	100.7 16kw	10	12	7	11	12	21	51	SHAMROCK COM.	DUR	3.0
1.1	1.0	1.4	1.6	2.0	15	WPGC CHR	95.5 50kw	13	6	12	14	15	19	54	COOK INLET	BAN	1.5
2.7	2.4	2.5	2.3	1.6	16	WWDC-FM AOR	101.1 22.5kw	12	34	9	13	13	24	43	CAPITOL	CHR	2.1
2.6	2.5	3.0	2.6	1.5	17	WCAO Ctry	600 5kw	20	20	30	23	19	14	70	SUMMIT	MCG	1.9
2.8	1.9	2.1	1.4	1.5	17	WITH BBnd	1230 1kw	23	30	34	33	30	16	76	ATLANTIC COAST	K/P	1.0
3.9	4.0	1.3	1.3	1.4	19	WFBR Talk	1300 5kw	21	21	20	18	21	15	63	INFINITY	CHR	1.0
2.0	1.4	1.7	1.2	1.4	19	WHUR UC	96.3 24kw	19	25	11	15	14	25	63	HOWARD UNIV.	DUR	1.4
1.6	1.2	1.4	1.4	1.3	21	WEBB UC	1360 5-1.3kw	17	7	16	19	29	26	53	BRUNSON	ROS	1.8
1.3	1.8	1.2	1.0	1.3	21	WRQX CHR	107.3 36kw	15	8	14	17	24	31	40	CAP CITIES/ABC	KATZ	1.6
1.2	0.9	1.2	1.1	1.2	23	WRBS Rel	95.1 50kw	25	35	29	24	20	13	78	PETER & JOHN	--	1.0

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	9.6
1 WIYY	1 WWMX	1 WIYY	1 WWMX	1 WIYY	1 WWMX	AOR	10.6
2 WXYV	2 WXYV	2 WXYV	2 WXYV	2 WWMX	2 WXYV	BBnd	1.5
3 WWMX	3 WBSB	3 WWMX	3 WBSB	3 WBAL	3 WLIF	BMI/Easy	8.6
4 WBSB	4 WIYY	4 WBAL	4 WIYY	4 WXYV	4 WPOC	CHR	8.9
5 WHFS	5 WPOC	5 WBSB	5 WPOC	5 WPOC	5 WBSB	Ctry	8.0
6 WGRX	6 WWIN-FM	6 WPOC	6 WLIF	6 WLIF	6 WYST-FM	Gold	4.8
7 WWDC-FM	7 WHFS	7 WHFS	7 WYST-FM	7 WQSR	7 WIYY	N/T	13.6
8 WBAL	8 WHUR	8 WQSR	8 WQSR	8 WHFS	8 WQSR	Rel/CC	3.3
9 WPGC-FM	9 WYST-FM	9 WGRX	9 WWIN-FM	9 WBSB	9 WBAL	UC	14.0
10 WWIN-FM	10 WLIF	10 WWDC-FM	10 WBAL	10 WGRX	10 WWIN		

BUFFALO-NIAGARA FALLS

POPULATION: 995,600

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOH RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BR/CH SHARE
6.6	6.7	9.7	9.3	11.2	1	WJYE AC	96.1 50kw	2	7	5	4	2	1	92	WILLIAMS	CHR	7.8
10.2	11.3	9.2	11.0	9.5	2	WKSE CHR	98.5 46kw	1	1	2	3	5	7	71	PRICE	HNWH	17.2
4.3	2.2	6.0	7.4	9.4	3	WGR-FM AOR	96.9 12.5kw	5	3	1	1	4	12	104	RICH	KATZ	8.7
9.3	6.6	8.9	6.8	8.6	4	WBUF AC	92.9 91kw	7	8	4	2	1	3	97	LINCOLN GROUP	MCG	6.8
7.7	8.8	10.7	10.0	8.5	5	WYRK Ctry	106.5 50kw	6	9	8	6	3	2	95	STONER	MCG	7.6
8.5	9.6	10.8	9.1	7.9	6	WBEN AC	930 5kw	3	12	10	9	7	4	75	ALGONQUIN	EAST	6.1
5.0	6.0	5.7	5.7	5.8	7	WECK BBnd	1230 1kw	11	17	24	23	16	6	115	QUID MEDIA	ROS	4.7
6.3	6.0	6.6	4.8	5.7	8	WBLK UC	93.7 50kw	10	4	6	7	8	5	110	WBLK INC.	DUR	6.9
8.7	5.5	4.4	5.7	5.6	9	WHTT-A/F Gold	1120/104.1 1kw/50kw	8	6	3	5	6	8	71	PYRAMID	MMR	4.6
5.7	5.7	5.1	4.5	4.2	10	WMJQ CHR	102.5 105kw	4	2	7	8	9	9	45	ALGONQUIN	EAST	5.5
4.7	7.6	3.4	3.7	2.9	11	WPHD CR	103.3 49kw	9	5	9	10	10	13	44	METROPLEX	CBS	3.8
3.3	1.1	1.6	1.2	1.7	12	WWKB Talk	1520 50kw	13	15	20	13	13	10	64	PRICE	HNWH	1.8
3.1	4.2	3.0	4.2	1.6	13	WGR AC	550 5kw	12	13	17	12	12	12	34	RICH	KATZ	1.7
1.2	0.7	1.0	1.0	1.5	14	WDCX Rel	99.5 110kw	14	14	18	17	14	15	74	CRAWFORD	--	1.8
0.3	0.6	1.0	1.2	1.3	15	WGKT Gold	1400 1kw	15	18	19	11	11	11	65	METROPLEX	CBS	0.9
0.0	0.0	0.0	0.4	1.1	16	CJFT Nost	530 250kw	16	20	21	21	19	16	68	FOOT COMM.	A-C	--

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WGR-FM	1 WKSE	1 WGR-FM	1 WBUF	1 WGR-FM	1 WBUF	AC 29.3
2 WHTT-FM	2 WBUF	2 WHTT-FM	2 WKSE	2 WYRK	2 WJYE	AOR 9.4
3 WKSE	3 WGR-FM	3 WYRK	3 WJYE	3 WBUF	3 WKSE	BBnd 6.9
4 WMJQ	4 WJYE	4 WBUF	4 WYRK	4 WJYE	4 WYRK	CHR 13.7
5 WPHD	5 WBLK	5 WKSE	5 WBLK	5 WHTT-FM	5 WBLK	Ctry 8.5
6 WBLK	6 WYRK	6 WJYE	6 WGR-FM	6 WBEN	6 WBEN	Gold 9.8
7 WJYE	7 WHTT-FM	7 WPHD	7 WHTT-FM	7 WPHD	7 WHTT-FM	N/T 1.7
8 WYRK	8 WMJQ	8 WBLK	8 WMJQ	8 WKSE	8 WGR-FM	Rel/CC 1.5
9 WBUF	9 WPHD	9 WMJQ	9 WBEN	9 WBLK	9 WMJQ	UC 5.7
10 CFNY	10 WBEN	10 WBEN	10 WPHD	10 WMJQ	10 WPHD	

POPULATION: 909,600

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRNCH SHARE
13.7	14.7	15.6	12.7	14.4	1	WSOC-FM Ctry	103.7 99kw	1	5	4	2	1	1	119	COX	CHR	14.5
8.3	9.4	9.9	10.7	10.6	2	WPEG UC	97.9 50kw	3	2	1	1	2	5	113	DORTON	HNWH	13.2
9.9	9.4	8.5	8.3	8.5	3	WBIG/WCKZ CHR	1450/101.9 1kw/99kw	2	1	3	5	5	9	82	BEASLEY	DUR	8.9
6.7	5.1	6.0	5.8	7.2	4	WBT AC	1110 50kw	5	22	11	10	8	2	66	JEFFERSON-PILOT	BAN	3.5
6.2	6.0	4.6	5.7	7.2	4	WMXC AC	104.7 100kw	4	9	5	4	3	4	83	EZ	MMR	4.4
8.6	7.6	6.9	7.3	7.2	4	WRFX AOR	99.7 100kw	6	6	2	3	4	8	90	PYRAMID	MCG	8.4
3.4	4.4	5.7	5.8	5.3	7	WEZC B/EZ	102.9 31kw	11	20	10	11	10	6	108	KEYMARKET	CBS	4.9
5.9	7.5	5.6	6.1	5.3	7	WLVK Ctry	96.9 100kw	9	8	7	6	6	3	78	CAPITOL BR CRP	REP	8.1
5.2	6.0	4.7	5.3	4.9	9	WROQ CHR	95.1 100kw	8	3	6	7	9	12	70	TENORE	REP	8.2
5.9	4.8	4.7	5.0	3.8	10	WBCY CHR	107.9 98kw	7	4	8	9	11	11	50	JEFFERSON-PILOT	BAN	3.4
5.8	4.7	4.8	3.9	3.6	11	WWMG AC	96.1 99kw	10	10	9	8	7	7	62	VOYAGER	EAST	3.1
1.4	1.0	1.4	0.9	1.3	12	WGIV Gold	1600 1-.5kw	13	26	12	13	13	14	68	DORTON	HNWH	0.9
0.4	0.8	1.3	1.1	1.3	12	WRDX AC	106.5 100kw	15	19	17	12	12	10	81	WSPT INC.	SSS	0.6
0.0	0.9	1.7	1.8	1.0	14	WFGW/WMIT Rel	1010/106.9 50kw/36kw	12	18	23	14	22	13	47	BLUE RIDGE	--	0.6
0.0	0.0	0.9	0.6	1.0	14	WGSP Rel	1310 1kw	18	17	18	21	21	20	103	WILLIS	--	--

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WRFX	1 WPEG	1 WRFX	1 WPEG	1 WSOC-FM	1 WMXC	AC 12.1
2 WPEG	2 WCKZ	2 WSOC-FM	2 WMXC	2 WRFX	2 WSOC-FM	AOR 7.2
3 WROQ	3 WMXC	3 WPEG	3 WSOC-FM	3 WPEG	3 WPEG	BMI/Easy 5.3
4 WSOC-FM	4 WSOC-FM	4 WROQ	4 WCKZ	4 WROQ	4 WCKZ	CHR 8.7
5 WCKZ	5 WRFX	5 WCKZ	5 WRFX	5 WMXC	5 WWMG	Ctry 19.7
6 WMXC	6 WBCY	6 WMXC	6 WLVK	6 WLVK	6 WLVK	Gold 1.3
7 WLVK	7 WLVK	7 WLVK	7 WWMG	7 WWMG	7 WRFX	Rel/CC 2.0
8 WBCY	8 WWMG	8 WWMG	8 WBCY	8 WBT	8 WEZC	UC 19.1
9 WWMG	9 WROQ	9 WBT	9 WEZC	9 WCKZ	9 WBT	
10 WWDW	10 WGIV	10 WEZC	10 WROQ	10 WEZC	10 WBCY	

CHICAGO

POPULATION: 6,704,600

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.0	10.0	8.6	9.5	9.1	1	WGN AC	720 50kw	1	15	17	8	2	1	94	TRIBUNE	CHR	8.6
9.2	7.7	6.7	7.4	6.2	2	WGCI-FM UC	107.5 33kw	6	3	3	2	3	6	95	GANNETT	MOG	11.3
5.7	5.4	6.0	4.8	5.3	3	WBBM News	780 50kw	2	12	18	15	9	2	56	CBS	CBS	4.7
5.0	4.5	4.3	4.8	4.8	4	WLUP-FM AOR	97.9 6kw	7	9	1	1	4	15	75	EVERGREEN	MMR	5.3
3.0	3.9	4.2	6.0	4.7	5	WVAZ UC	102.7 6kw	11	5	4	3	1	4	93	BROAD. PARTNERS	DUR	5.8
4.8	5.3	6.1	5.1	4.5	6	WXEZ-A/F B/EZ	820/100.3 5-1kw/6kw	9	31	22	19	14	3	79	CENTURY	REP	2.7
3.5	4.0	4.0	3.6	4.4	7	WYTZ CHR	94.7 4.4kw	4	1	8	11	18	24	64	CAP CITIES/ABC	BAN	5.1
3.7	3.2	3.2	3.8	4.1	8	WBBM-FM CHR	96.3 6.3kw	3	2	5	6	17	22	55	CBS	CBS	5.1
4.4	3.8	4.3	4.0	4.1	8	WCKG CR	105.9 4.1kw	8	7	2	4	6	20	72	COX	KATZ	4.6
3.0	3.1	4.1	3.1	4.0	10	WKQX AC	101.1 6kw	5	4	7	5	5	5	61	EMMIS	HNWH	3.5
2.7	1.9	2.3	2.7	3.0	11	WJJD Nost	1160 50-4.2kw	19	25	34	29	23	9	94	INFINITY	KATZ	2.0
4.1	3.1	3.2	3.6	3.0	11	WLIT AC	93.9 4.6kw	16	26	11	9	7	7	84	VIACOM	CHR	2.0
3.7	3.7	4.2	3.4	2.8	13	WJMK Gold	104.3 4kw	10	8	15	10	8	8	56	INFINITY	KATZ	2.5
2.5	2.3	2.4	2.7	2.7	14	WXRT AOR	93.1 6.7kw	20	27	6	7	11	21	85	DANIEL LEE	CBS	3.7
2.8	2.4	3.0	3.4	2.7	15	WUSN Ctry	99.5 6.3kw	17	18	16	17	13	10	75	COOK INLET	MMR	3.6
3.4	2.7	3.0	2.7	2.6	16	WTMX AC	101.9 4.2kw	14	13	10	13	10	11	64	BONNEVILLE INT.	MOG	1.8
2.3	2.9	2.8	3.1	2.5	17	WLUP Misc	1000 50kw	15	30	9	12	15	18	62	EVERGREEN	MMR	3.3
1.8	2.1	2.5	1.3	2.3	18	WNUA NAC	99.5 8.3kw	18	29	12	14	12	12	66	PYRAMID	DUR	2.0
2.1	2.4	1.8	1.9	2.0	19	WFYR Gold	103.5 4.3kw	12	6	14	16	16	17	49	SUMMIT	REP	2.4
1.6	1.7	1.4	1.6	1.8	20	WMAQ News	670 50kw	13	28	24	22	22	16	43	GROU P W	G/W	1.1
1.4	1.3	1.2	1.6	1.7	21	WOJO Span	105.1 6kw	24	14	13	18	20	23	108	TICHENOR MEDIA	KT-H	1.1
1.7	1.9	1.6	1.6	1.6	22	WLS AC	890 50kw	21	21	21	20	19	14	58	CAP CITIES/ABC	BAN	1.1
0.8	1.2	1.3	1.2	1.4	23	WFMT Clas	98.7 15.5kw	22	38	23	23	21	13	57	CHICAGO EDUC.	HNWH	1.2
0.9	1.3	1.4	1.3	1.2	24	WNIB Clas	97.1 8.4kw	23	23	30	26	26	19	49	NO. ILLINOIS	CMBS	.6
1.1	0.7	0.8	0.5	1.0	25	WIND Span	560 5kw	27	16	19	21	24	26	87	TICHENOR MEDIA	KATZ	1.1

Continued on Page 142

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ANAHEIM-SANTA ANA

POPULATION: 1,896,100

Continued from Page 134

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 KBIG	1 KLOS	1 KBIG	AC 12.9
2 KQLZ	2 KBIG	2 KQLZ	2 KIIS-FM	2 KQLZ	2 KOST	AOR 10.4
3 KPWR	3 KQLZ	3 KRTH-FM	3 KOST	3 KRTH-FM	3 KIIS-FM	BBnd 3.1
4 KRTH-FM	4 KOST	4 KPWR	4 KQLZ	4 KBIG	4 KRTH-FM	BM/Easy 3.1
5 KROQ	5 KPWR	5 KBIG	5 KRTH-FM	5 KPWR	5 KTWV	CHR 17.2
6 KLSX	6 KRTH-FM	6 KROQ	6 KPWR	6 KODJ	6 KODJ	Clas 2.1
7 KNAC	7 KROQ	7 KIIS-FM	7 KROQ	7 KIIS-FM	7 KQLZ	Ctry 9.8
8 KBIG	8 KLOS	8 KODJ	8 KLOS	8 KLSX	8 KABC	Gold 2.7
9 KTNQ	9 KLSX	9 KLSX	9 KTWV	9 KABC	9 KLOS	NAC 12.9
10 KIIS-FM	10 KNAC	10 KABC	10 KODJ	10 KNX	10 KZLA	N/T 4.3
						Span 4.3

#7

BOSTON

POPULATION: 3,176,000

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 WBCN	1 WXKS-FM	1 WBCN	1 WXKS-FM	1 WBCN	1 WMJX	AC 19.9
2 WXKS-FM	2 WMJX	2 WXKS-FM	2 WMJX	2 WRKO	2 WXKS-FM	AOR 9.4
3 WZLX	3 WBCN	3 WZLX	3 WBCN	3 WXKS-FM	3 WSSH	BBnd 4.3
4 WZOU	4 WZOU	4 WRKO	4 WSSH	4 WZLX	4 WODS	BM/Easy 6.3
5 WFNX	5 WZLX	5 WZOU	5 WODS	5 WODS	5 WROR	CHR 14.3
6 WMJX	6 WODS	6 WODS	6 WZOU	6 WSSH	6 WJIB	Clas 8.6
7 WODS	7 WFNX	7 WMJX	7 WVBF	7 WROR	7 WVBF	Gold 2.1
8 WCGY	8 WVBF	8 WFNX	8 WROR	8 WJIB	8 WBZ	N/T 14.7
9 WRKO	9 WROR	9 WROR	9 WZLX	9 WBZ	9 WBCN	UC 2.1
10 WROR	10 WILD	10 WBZ	10 WBZ	10 WMJX	10 WZOU	

#3

CHICAGO

POPULATION: 6,704,600

Continued from Page 141

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WCKG	1 WGCI-FM	1 WLUP-FM	1 WVAZ	1 WCKG	1 WVAZ	AC 20.3
2 WLUP-FM	2 WVAZ	2 WCKG	2 WGCI-FM	2 WLUP-FM	2 WKQX	AOR 7.5
3 WGCI-FM	3 WLUP-FM	3 WGCI-FM	3 WKQX	3 WGN	3 WGN	BBnd 3.0
4 WXRT	4 WKQX	4 WXRT	4 WLUP-FM	4 WGCI-FM	4 WGCI-FM	BM/Easy 4.5
5 WLUP	5 WBBM-FM	5 WLUP	5 WLIT	5 WXRT	5 WLUP-FM	CHR 8.5
6 WBBM-FM	6 WYTZ	6 WVAZ	6 WBBM-FM	6 WVAZ	6 WLIT	Clas 2.6
7 WYTZ	7 WCKG	7 WGN	7 WTMX	7 WBBM	7 WTMX	Ctry 2.7
8 WVAZ	8 WTMX	8 WJMK	8 WYTZ	8 WJMK	8 WJMK	Gold 8.8
9 WNUA	9 WLIT	9 WBBM-FM	9 WGN	9 WLUP	9 WUSN	Misc 2.5
10 WKQX	10 WXRT	10 WKQX	10 WCKG	10 WKQX	10 WNUA	NAC 2.3
						N/T 7.1
						Span 2.7
						UC 10.9

POPULATION: 1,165,500

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM	12+ BIRCH SHARE
12.3	11.4	8.5	8.8	12.0	1	WLW AC	700 50kw	1	7	6	3	1	1	80	JACOR	EAST	10.8
9.9	10.3	9.2	9.4	10.6	2	WKRC CHR	101.9 16kw	2	1	2	2	3	6	78	GREAT AMERICAN	KATS	11.7
13.6	11.6	10.7	11.9	10.2	3	WEBN AOR	102.7 16.5kw	3	2	1	1	2	10	86	JACOR	EAST	15.2
7.5	8.2	9.0	9.2	7.1	4	WWEZ B/EZ	92.5 16kw	8	22	14	12	11	2	104	FEDERATED MEDIA	CBS	4.1
4.6	3.9	5.6	6.6	6.2	5	WWNK AC	94.1 32kw	4	5	4	6	6	7	75	BOOTH AMERICAN	MMR	7.8
3.9	5.2	6.1	5.3	6.1	6	WRRM AC	98.5 17.5kw	6	8	5	5	4	4	86	SUSQUEHANA	CHR	4.1
3.0	4.4	5.5	4.6	6.0	7	WOFX CR	94.9 31kw	7	9	3	4	5	9	86	HOKER	MMR	6.0
6.9	5.9	4.6	6.6	5.0	8	WKRC AC	550 5kw	5	10	12	11	9	3	69	GREAT AMERICAN	KATZ	4.5
5.7	4.2	6.4	4.6	4.8	9	WUBE Ctry	105.1 11kw	10	12	9	8	7	5	86	AMERICAN MEDIA	CHR	4.7
3.3	4.8	3.7	3.9	4.3	10	WBLZ UC	103.5 19.5kw	9	3	8	9	12	13	69	DALTON	REP	6.9
3.1	3.6	3.1	3.5	4.0	11	WIZF UC	100.9 1.25kw	12	4	7	7	8	12	97	INTER-URBAN	HNWH	3.8
4.8	4.0	5.7	4.9	3.8	12	WCKY N/T	1530 50kw	11	18	13	13	13	8	83	FEDERATED MEDIA	CBS	3.7
3.4	3.5	2.7	2.7	2.8	13	WBVE Ctry	96.5 19.5kw	13	19	10	10	10	11	77	REAMS	EAST	1.9
1.0	1.6	1.2	0.9	1.9	14	WMLX Nost	1180 1kw	17	23	23	20	19	16	150	HOKER	--	1.2
0.0	0.7	0.6	1.1	1.3	15	WAKW Rel	93.3 50kw	16	17	18	17	15	14	80	PILLAR OF FIRE	--	0.8
0.8	0.8	1.7	1.6	1.2	16	WSAI Gold	1360 5kw	14	15	15	14	14	15	54	BOOTH AMERICAN	MMR	1.3
1.8	1.4	1.6	0.7	1.1	17	WRBZ NAC	107.1 3kw	15	13	11	15	16	19	55	PLESSINGER HOL	KATZ	0.9

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	29.3
1 WEBN	1 WKRC	1 WEBN	1 WKRC	1 WLW	1 WKRC	AOR	10.2
2 WOFX	2 WWNK	2 WLW	2 WWNK	2 WEBN	2 WWNK	BBnd	1.9
3 WLW	3 WEBN	3 WOFX	3 WRRM	3 WOFX	3 WRRM	BM/Easy	7.1
4 WKRC	4 WRRM	4 WKRC	4 WEBN	4 WKRC	4 WEBN	CHR	10.6
5 WUBE	5 WOFX	5 WUBE	5 WOFX	5 WUBE	5 WLW	Ctry	7.6
6 WIZF	6 WBLZ	6 WRRM	6 WIZF	6 WRRM	6 WOFX	Gold	7.2
7 WWNK	7 WIZF	7 WWNK	7 WBLZ	7 WWNK	7 WWEZ	NAC	1.1
8 WBLZ	8 WUBE	8 WIZF	8 WLW	8 WBVE	8 WIZF	N/T	3.8
9 WBVE	9 WBVE	9 WBLZ	9 WVEZ	9 WBLZ	9 WKRC	Rel/CC	1.3
10 WRRM	10 WWEZ	10 WBVE	10 WUBE	10 WKRC	10 WUBE	UC	8.3

WEBN

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POPULATION: 1,754,500

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
10.0	10.2	9.6	10.2	10.7	1	WMMS CHR	100.7 34kw	1	4	1	1	1	7	92	MALRITE	KATZ	13.1
7.4	8.3	8.3	7.3	9.0	2	WLTF AC	106.5 11kw	2	5	4	2	2	1	85	BOOTH AMERICAN	CHR	9.6
6.2	5.3	6.6	5.1	7.3	3	WNCX CR	98.5 40kw	7	6	2	3	4	10	101	METROPLEX	MOG	6.7
8.9	7.5	7.7	9.7	6.9	4	WQAL B/EZ	104.1 11kw	5	16	15	12	10	4	89	WIN	CHR	4.5
8.6	7.0	6.1	6.3	6.9	5	WMJI AC	105.7 27kw	3	9	5	4	3	5	73	JACOR	EAST	6.2
4.7	6.3	6.6	6.2	6.6	6	WDOK AC	102.1 12kw	4	12	6	6	5	3	80	INDEPENDENT GR	REP	4.7
7.0	7.5	7.3	7.2	6.4	7	WZAK UC	93.1 27.5kw	10	3	3	5	7	14	107	ZAPIS	DUR	10.0
6.0	5.5	5.2	5.5	6.1	8	WGAR-A/F Ctry	1220/99.5 50kw/50kw	8	10	13	7	6	2	95	NATIONWIDE	HNWH	5.8
8.2	7.0	4.9	4.6	4.6	9	WWWE N/T	1100 50kw	6	8	11	8	8	6	60	INDEPENDENT GR	REP	4.5
3.1	4.8	5.5	4.5	4.5	10	WRMR B/EZ	850 10kw	11	17	16	17	15	8	84	BOOTH AMERICAN	CHR	3.1
2.6	2.8	3.1	3.8	3.4	11	WPHR CHR	107.9 70kw	9	2	7	9	12	19	53	ARDMAN	REP	4.7
2.0	3.4	2.9	2.9	3.1	12	WRQC CHR	92.3 27kw	12	1	8	11	13	17	62	UNITED	MMR	3.1
3.1	3.3	3.2	3.4	2.6	13	WERE N/T	1300 5kw	13	26	19	18	16	9	55	METROPLEX	MOG	1.4
3.5	2.6	3.1	2.7	2.4	14	WNWV NAC	109.3 50kw	14	14	9	10	9	11	57	ELYRIA-LORAIN	TOR	3.9
1.8	1.6	2.7	3.0	2.1	15	WCLV Clas	95.5 31kw	15	15	21	16	14	13	71	RADIO SEAWAY	CMBS	1.1
1.1	1.4	1.3	1.4	1.9	16	WJMO UC	1490 1kw	16	13	14	13	11	12	65	UNITED	MMR	1.2
0.7	1.2	1.1	0.7	1.2	17	WKDD CHR	96.5 50kw	17	7	10	14	19	22	45	BARNSTABLE	KATZ	1.0
0.5	0.4	0.3	0.5	1.0	18	CKLW BBnd	800 50kw	21	24	26	24	24	18	83	CUC	BAN	0.5

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	BBnd	BM/Easy	CHR	Clas	Ctry	Gold	NAC	N/T	UC
1 WMMS	1 WMMS	1 WMMS	1 WLTF	1 WMMS	1 WLTF	22.5	1.0	11.4	18.4	2.1	6.1	7.3	2.4	7.2	8.3
2 WNCX	2 WLTF	2 WNCX	2 WMMS	2 WNCX	2 WMMS										
3 WMJI	3 WZAK	3 WMJI	3 WZAK	3 WMJI	3 WMJI										
4 WZAK	4 WMJI	4 WLTF	4 WMJI	4 WDOK	4 WDOK										
5 WLTF	5 WNCX	5 WZAK	5 WDOK	5 WLTF	5 WGAR-FM										
6 WDOK	6 WPHR	6 WDOK	6 WGAR-FM	6 WWWE	6 WZAK										
7 WPHR	7 WDOK	7 WWWE	7 WNCX	7 WGAR-FM	7 WQAL										
8 WWWE	8 WRQC	8 WGAR-FM	8 WPHR	8 WZAK	8 WNCX										
9 WRQC	9 WNWV	9 WPHR	9 WNWV	9 WNWV	9 WNWV										
10 WONE-FM	10 WKDD	10 WNWV	10 WRQC	10 WJMO	10 WWWE										

POPULATION: 1,088,000

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AORH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.4	12.0	12.4	13.6	16.0	1	WNCI CHR	97.9 175kw	1	1	1	1	2	4	92	NATIONWIDE	MMR	16.9
12.1	8.8	11.1	10.3	10.8	2	WSNY AC	94.7 22kw	2	5	3	2	1	1	80	SAGA	MCG	8.5
7.9	9.2	9.8	9.1	9.6	3	WLVQ AOR	96.3 18kw	3	3	2	3	3	7	87	GREAT AMERICAN	KATZ	12.0
9.2	8.6	8.1	8.0	7.6	4	WBNS-FM B/EZ	97.1 20.5kw	5	14	11	9	6	2	79	RADIOHIO, INC.	BAN	4.9
10.1	8.0	8.3	6.8	7.0	5	WTVN AC	610 5kw	6	7	9	5	4	3	76	GREAT AMERICAN	KATZ	5.9
5.3	5.1	4.3	6.6	5.6	6	WHOK Ctry	95.5 50kw	8	8	7	7	5	5	99	WHCK	DUR	3.6
6.8	7.0	5.9	6.5	5.4	7	WXGT CHR	92.3 22kw	4	2	5	6	10	14	50	GREAT TRAILS	CHR	7.1
5.9	6.1	5.0	4.1	5.2	8	WMGG CR	99.7 50kw	7	6	4	4	7	12	62	NORTH AMERICAN	TOR	7.5
2.5	4.5	4.1	4.4	3.9	9	WVKO UC	1580 1-25kw	9	4	6	8	8	8	106	SAGA	MCG	4.4
2.8	2.4	2.5	2.7	2.6	10	WMNI Ctry	920 1-5kw	14	19	17	12	12	6	90	NORTH AMERICAN	TOR	2.9
1.9	2.2	1.8	1.5	2.1	11	WBBY Jazz	103.9 2.6kw	11	12	13	11	11	9	59	MID-OHIO	--	2.7
2.6	1.7	1.8	1.3	2.0	12	WLW AC	700 50kw	12	13	14	14	13	11	58	JACOR	EAST	2.6
1.1	2.0	2.1	2.5	2.0	12	WXLE Gold	103.1 3kw	10	10	10	10	9	10	54	BLACK RIVER	DUR	1.5
3.0	2.6	3.3	3.5	1.9	14	WCOL BBnd	1230 1kw	13	16	19	20	18	13	57	GREAT TRAILS	CHR	3.3
1.2	1.2	1.3	1.2	1.2	15	WRFD CC	880 9kw	18	21	12	15	14	16	81	SALEM	--	1.0
1.2	1.7	2.6	1.4	1.0	16	WBNS AC	1460 2.6kw	15	15	18	17	16	2	41	RADIOHIO, INC.	BAN	1.4
2.3	2.4	1.5	2.1	1.0	16	WCKX UC	106.3 3kw	16	9	8	13	17	20	49	WCKX ENT.	ROS	2.0

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	20.8
1 WLVQ	1 WNCI	1 WLVQ	1 WNCI	1 WLVQ	1 WNCI	AOR	9.6
2 WNCI	2 WSNY	2 WNCI	2 WSNY	2 WSNY	2 WSNY	BBnd	1.9
3 WMGG	3 WLVQ	3 WSNY	3 WLVQ	3 WNCI	3 WTVN	BM/Easy	7.6
4 WSNY	4 WXGT	4 WMGG	4 WTVN	4 WHOK	4 WBNS	CHR	21.4
5 WXGT	5 WMGG	5 WHOK	5 WXGT	5 WMGG	5 WLVQ	Ctry	8.2
6 WHOK	6 WVKO	6 WTVN	6 WVKO	6 WTVN	6 WHOK	Gold	7.2
7 WVKO	7 WHOK	7 WXGT	7 WMGG	7 WBNS	7 WVKO	Jazz	2.1
8 WCKX	8 WXLE	8 WVKO	8 WBNS	8 WVKO	8 WXGT	Rel/CC	1.2
9 WLW	9 WTVN	9 WLW	9 WHOK	9 WLW	9 WXLE	UC	4.9
10 WRFD	10 WBNS	10 WBNS	10 WXLE	10 WXLE	10 WMGG		

POPULATION: 3,111,900

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.8	6.7	8.1	8.7	8.4	1	KVIL-A/F AC	1150/103.7 1kw/100kw	3	9	2	1	1	1	106	INFINITY	TOR	8.5
7.0	6.7	6.5	6.6	7.3	2	KPLX Ctry	99.5 100kw	1	5	7	2	2	2	86	SUSQUEHANA	EAST	7.1
6.2	6.2	7.4	6.7	6.9	3	KSCS Ctry	96.3 99kw	2	7	6	3	3	4	84	CAP CITIES/ABC	BAN	8.3
6.7	6.4	6.2	5.1	6.6	4	WBAP Ctry	820 50kw	4	10	14	8	4	3	82	CAP CITIES/ABC	BAN	5.5
8.0	6.9	7.2	8.5	5.9	5	KKDA-FM UC	104.5 98kw	8	4	1	4	7	13	95	REPUBLIC	KATZ	8.5
5.0	4.9	4.5	4.5	4.4	6	KEGL CHR	97.1 97kw	5	2	4	7	17	22	57	SANDUSKY	TOR	5.6
4.9	5.3	5.9	4.8	4.3	7	KRLD News	1080 50kw	7	18	20	18	12	5	61	COMMAND	KATZ	4.1
5.1	5.6	4.7	3.4	4.3	8	KJMZ UC	100.3 89kw	9	3	5	6	16	21	72	SUMMIT	MOG	6.1
5.3	6.3	5.0	4.8	4.3	9	KHYI CHR	94.9 33kw	6	1	11	13	14	16	56	EVERGREEN	MMR	5.8
1.5	2.4	1.6	4.4	4.0	10	KMEZ-FM B/EZ	107.5 25kw	14	22	21	20	19	7	94	GILMORE	MOG	2.2
4.0	4.3	3.4	3.6	3.6	11	KTXQ AOR	102.1 100kw	10	8	3	5	8	20	62	CBS	CBS	4.0
2.5	2.3	2.6	2.3	3.3	12	KOAI NAC	106.1 100kw	12	24	12	9	5	8	72	GANNETT	HNWH	2.8
2.9	4.8	3.4	3.8	3.1	13	KLUV Gold	98.7 98kw	11	11	16	10	6	6	61	TK	MMR	2.5
2.3	1.8	2.7	2.4	2.8	14	KLTY CC	94.1 100kw	18	13	8	11	10	19	79	MARK RODRIGUEZ	HNWH	3.9
3.4	2.7	2.8	3.7	2.8	15	KQZY AC	105.3 100kw	15	16	17	16	11	9	69	GROUP W	G/W	2.5
3.0	2.6	2.7	2.4	2.7	16	KZPS CR	92.5 96kw	13	19	10	12	9	15	60	BONNEVILLE INT.	DUR	2.7
2.3	2.8	3.3	2.6	2.7	17	KLIF N/T	1190 50kw	19	26	23	19	18	10	81	SUSQUEHANA	EAST	1.9
0.6	1.6	1.7	1.7	2.6	18	KKDA Gold	730 500 kw	21	21	18	17	13	13	123	REPUBLIC	KATZ	1.4
2.9	2.6	2.5	2.3	2.3	19	KMGC AC	102.9 100kw	16	12	13	15	15	17	60	SHAMROCK BR.	CHR	2.3
2.0	2.4	2.6	2.4	2.2	20	KZEW AOR	97.9 99kw	17	14	9	14	20	24	60	ANCHOR MEDIA	REP	2.6
2.0	1.7	1.9	2.5	1.8	21	KHVN Rel	970 1kw	22	15	26	23	21	12	103	SUMMIT	MOG	0.9
1.7	0.9	1.3	0.9	1.6	22	KAAM Nost	1310 5kw	23	28	30	28	27	14	100	BONNEVILLE INT	DUR	1.0
1.0	1.3	1.4	1.7	1.4	23	WRR Clas	101.1 98kw	20	25	19	22	22	18	61	CITY OF DALLAS	CMBS	1.5
0.7	0.5	0.7	0.7	1.4	24	KZRK AOR	94.5 100kw	24	6	15	21	28	31	94	ALLISON	ROS	2.3

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	13.7
1 KKDA-FM	1 KVIL-FM	1 KKDA-FM	1 KVIL-FM	1 WBAP	1 KVIL-FM	AOR	7.2
2 KTXQ	2 KPLX	2 KTXQ	2 KPLX	2 KSCS	2 KPLX	BBnd	1.6
3 KZEW	3 KSCS	3 WBAP	3 KSCS	3 KPLX	3 KSCS	BM/Easy	4.4
4 KEGL	4 KKDA-FM	4 KSCS	4 KKDA-FM	4 KVIL-FM	4 KLUV	CHR	11.4
5 KJMZ	5 KJMZ	5 KOAI	5 KLTY	5 KOAI	5 KQZY	Clas	1.4
6 KZPS	6 KEGL	6 KPLX	6 KJMZ	6 KTXQ	6 KLTY	Ctry	20.8
7 KOAI	7 KLTY	7 KZEW	7 KLUV	7 KKDA-FM	7 KKDA-FM	Gold	5.7
8 KSCS	8 KHYI	8 KVIL-FM	8 KQZY	8 KZPS	8 WBAP	NAC	3.3
9 KZRK	9 KQZY	9 KEGL	9 KHYI	9 KLUV	9 KHYI	N/T	7.0
10 WBAP	10 KMGC	10 KZPS	10 KEGL	10 KRLD	10 KOAI	Rel/CC	4.6
						UC	10.2

POPULATION: 802,200

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.8	14.1	14.7	12.1	9.2	1	WTUE AOR	104.7 50kw	3	3	1	1	1	10	85	SUMMITT	MCG	13.7
9.7	9.2	8.1	8.4	8.8	2	WHIO Talk	1290 5kw	2	9	11	8	6	3	78	COX	DUR	8.2
2.8	10.0	9.1	9.0	8.4	3	WHKO Ctry	99.1 50kw	4	7	6	4	4	1	84	COX	DUR	8.7
0.2	10.5	11.0	8.5	7.3	4	WGTZ CHR	92.9 40kw	1	1	5	5	5	6	63	GREAT TRAILS	KATZ	9.5
0.8	0.7	0.7	3.7	7.3	5	WAZU AOR	102.9 50kw	6	4	2	2	7	21	89	OSBORN	CHR	8.3
5.4	6.0	8.7	7.3	6.5	6	WWSN AC	107.7 50kw	5	8	3	3	2	4	79	STONER	EAST	3.3
3.7	6.3	5.6	5.8	6.1	7	WVUD AC	99.9 50kw	7	6	8	6	3	2	75	UNI./DAYTON	REP	2.5
4.2	4.6	3.7	3.2	5.6	8	WBLZ UC	103.5 19.5kw	11	2	4	7	8	13	112	PANACHE	REP	9.3
5.7	5.0	4.2	3.7	4.9	9	WLW AC	700 50kw	8	10	9	10	9	7	69	JACOR	EAST	3.7
5.9	6.0	4.3	4.7	4.7	10	WONE Ctry	980 5kw	9	15	16	13	10	5	80	SUMMIT	MCG	4.1
4.4	3.1	4.4	3.6	2.9	11	WYMJ AC	103.9 1.15kw	10	5	7	9	14	14	54	OHIO BR. ASSOC	BAN	4.8
1.1	1.3	2.3	1.0	2.7	12	WCLR B/EZ	95.7 50kw	14	16	21	19	16	11	87	WFOV RADIO	REG	1.6
2.4	2.3	3.5	3.1	2.3	13	WING Gold	1410 5kw	12	14	14	11	11	8	55	GREAT TRAILS	KATZ	2.3
2.6	4.4	3.9	4.6	2.2	14	WBVE Ctry	96.5 19.5kw	13	18	12	12	12	9	57	REAMS	EAST	2.1
3.2	2.4	1.0	3.3	1.9	15	WDAO UC	1210 1kw	16	11	13	15	13	12	81	STONER	--	1.8
0.0	0.0	0.0	0.0	1.5	16	WWEZ B/EZ	92.5 16kw	18	13	18	17	17	15	105	FEDERATED MEDIA	CBS	--
0.0	0.5	0.8	1.5	1.2	17	WOFX CR	94.9 31kw	15	20	10	14	15	20	50	HOKER	MMR	1.8

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 WTUE	1 WTUE	1 WWSN	1 WTUE	1 WHKO	AC 20.4
2 WAZU	2 WBLZ	2 WAZU	2 WHKO	2 WVUD	2 WWSN	AOR 16.5
3 WWSN	3 WWSN	3 WWSN	3 WGTZ	3 WAZU	3 WVUD	BM/Easy 4.2
4 WBLZ	4 WAZU	4 WVUD	4 WTUE	4 WWSN	4 WGTZ	CHR 7.3
5 WLW	5 WGTZ	5 WGTZ	5 WBLZ	5 WHIO	5 WTUE	Ctry 15.3
6 WGTZ	6 WHKO	6 WHKO	6 WVUD	6 WLW	6 WHIO	Gold 3.5
7 WOFX	7 WYMJ	7 WLW	7 WAZU	7 WHKO	7 WBLZ	N/T 8.8
8 WYMJ	8 WVUD	8 WHIO	8 WYMJ	8 WING	8 WONE	UC 7.5
9 WHKO	9 WING	9 WBLZ	9 WHIO	9 WGTZ	9 WAZU	
10 WVUD	10 WLW	10 WYMJ	10 WING	10 WONE	10 WYMJ	

POPULATION: 1,592,800

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ BPSH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BPSH SHARE
6.0	8.8	8.3	7.4	8.2	1	KBCO-A/F AOR	1190/97.3 5kw/88kw	6	11	1	1	1	7	103	NOBLE	MMR	7.5
7.5	7.6	6.8	7.6	7.6	2	KXKL-A/F Gold	1280/105.1 5kw/100kw	1	4	4	2	2	2	83	SHAMROCK BR.	DUR	6.1
8.0	7.1	5.8	7.0	7.0	3	KRXY-A/F CHR	1600/107.5 5kw/91kw	3	2	3	5	9	12	76	CAP CITIES/ABC	KATZ	10.3
5.9	4.2	5.0	6.9	6.5	4	KYGO-FM Ctry	98.5 100kw	9	8	6	4	3	4	99	JEFFERSON PILOT	CBS	0.9
6.0	6.5	5.8	5.4	6.3	5	KAZY AOR	106.7 100kw	6	3	2	3	5	17	87	SUMMIT	MOG	7.2
7.2	6.8	7.2	6.3	6.3	5	KOSI B/EZ	101.1 100kw	7	21	16	11	8	1	88	D&D	TOR	3.9
6.6	5.9	7.9	6.4	6.2	7	KOA Talk	850 50kw	2	13	13	9	7	3	66	JACOR	EAST	4.6
3.5	4.7	4.8	5.5	4.9	8	KQKS CHR	104.3 28kw	5	1	9	12	15	19	66	ANDERSON	HNWH	7.3
5.7	4.2	4.4	4.7	4.2	9	KMJI AC	100.3 100kw	11	12	7	6	4	8	69	GENESIS	CHR	4.9
3.6	4.1	2.7	3.6	4.0	10	KRFX CR	103.5 100kw	10	7	8	7	6	9	62	JACOR	EAST	2.3
6.2	6.0	5.2	5.1	3.5	11	KBPI AOR	105.9 99kw	8	6	5	8	13	22	50	SANDUSKY	BAN	7.0
2.2	3.5	3.2	4.2	3.3	12	KVOD Clas	99.5 100kw	13	16	19	15	14	6	78	HENRY	KATZ	2.0
2.7	3.0	2.7	2.4	3.2	13	KHOW AC	630 5kw	14	22	18	14	11	5	87	COMMAND	REP	2.4
2.2	1.8	3.2	2.5	2.8	14	KHIH NAC	94.7 30kw	15	30	10	10	10	11	79	SRO	HNWH	3.6
2.9	1.7	1.8	2.0	2.7	15	KSYY AC	95.7 100kw	12	14	11	13	12	10	61	COMMAND	REP	1.9
2.0	2.0	1.9	3.4	2.4	16	KEZW BBnd	1430 5kw	17	29	27	30	26	15	98	D&D	TOR	1.1
3.3	2.8	2.4	2.2	2.0	17	KLZ Ctry	560 5kw	16	18	22	19	16	14	66	SUMMIT	MOG	2.8
1.1	1.0	1.7	1.5	1.5	18	KYGO Ctry	950 5kw	20	28	21	21	19	13	86	JEFFERSON PILOT	CBS	6.5
1.7	1.1	1.2	1.5	1.3	19	KDKO UC	1510 10-5kw	24	5	15	20	20	20	84	SRO	--	2.7
1.4	1.2	1.6	1.2	1.2	20	KTCL NR	93.3 100kw	18	10	14	16	18	23	65	US MEDIA	MOG	1.0
0.7	0.5	0.9	1.4	1.2	21	KZRZ AOR	92.1 .82kw	22	9	12	17	24	16	70	CENTURY	BAN	2.1
0.8	0.6	0.9	1.0	1.1	22	KDEN News	1340 1kw	19	17	28	26	27	23	62	KDEN BR.	SAV	0.6
1.6	1.1	0.8	0.8	1.1	23	KRZN Gold	1150 5-1kw	21	20	20	18	17	26	66	GENESIS	CHR	1.0
1.9	1.7	0.4	0.0	1.0	24	KBXG N/T	710 5kw	23	23	26	24	22	17	61	BOULDER	--	0.3

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	
1 KAZY	1 KBCO-FM	1 KAZY	1 KXKL-FM	1 KBCO-FM	1 KXKL-FM	AC	10.1
2 KBCO-FM	2 KRXY-FM	2 KBCO-FM	2 KBCO-FM	2 KAZY	2 KMJI	AOR	19.2
3 KRXY-FM	3 KXKL-FM	3 KYGO-FM	3 KRXY-FM	3 KXKL-FM	3 KYGO-FM	BBnd	2.4
4 KBPI	4 KMJI	4 KXKL-FM	4 KMJI	4 KYGO-FM	4 KBCO-FM	CHR	11.9
5 KYGO-FM	5 KBPI	5 KRXY-FM	5 KYGO-FM	5 KRFX	5 KOSI	Clas	3.3
6 KRFX	6 KYGO-FM	6 KRFX	6 KOSI	6 KOA	6 KRXY-FM	Ctry	10.0
7 KXKL-FM	7 KRFX	7 KOA	7 KRFX	7 KHIH	7 KRFX	Gold	12.7
8 KQKS	8 KQKS	8 KBPI	8 KSY Y	8 KMJI	8 KOA	NAC	2.8
9 KZRZ	9 KAZY	9 KHIH	9 KBPI	9 KOSI	9 KSYY	N/T	8.3
10 KMJI	10 KSYY	10 KMJI	10 KQKS	10 KHOW	10 KHOW	UC	1.3

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+10H	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-84 RANK	AVG MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
10.6	12.4	9.0	9.6	9.9	1	WJR AC	760 50kw	1	13	10	7	1	1	81	CAP CITIES/ABC	KATZ	8.3
7.9	7.8	7.0	6.9	7.4	2	WJLB UC	97.9 50kw	4	2	1	1	2	6	100	BOOTH AMERICA	MMR	9.6
5.8	5.1	4.7	5.5	5.5	3	WJOI B/EZ	97.1 12kw	10	19	19	16	10	2	90	FEDERAL	CBS	3.2
4.3	4.9	5.1	4.6	4.5	4	WWJ News	950 5kw	5	17	21	20	16	5	61	FEDERAL	CBS	2.9
3.4	3.1	5.4	4.1	4.5	5	WDFX CHR	99.5 21kw	6	1	6	10	21	27	61	METROPOLIS	MMR	6.1
4.6	4.0	4.4	4.0	4.3	6	WKQI CHR	95.5 100kw	2	4	8	5	6	9	48	DORTON	HNWH	4.2
4.1	4.5	4.7	5.2	4.3	6	WWWW Ctry	106.7 61kw	13	24	14	11	7	3	86	SHAMROCK BR.	CHR	4.7
4.9	3.8	3.8	4.7	4.1	8	WLLZ AOR	98.7 50kw	7	6	2	3	9	23	59	LEGACY	BAN	5.8
3.3	3.0	3.4	3.3	3.9	9	WCSX CR	94.7 13.5kw	11	12	4	2	3	17	67	GREATER MEDIA	MCG	3.9
4.6	5.3	3.4	4.4	3.8	10	WHYT CHR	96.3 20kw	3	3	5	8	14	21	45	CAP CITIES/ABC	KATZ	5.0
3.4	3.0	3.6	3.5	3.8	10	WRIF AOR	101.1 27kw	9	8	3	4	8	20	58	GREAT AMERICAN	REP	4.5
3.9	4.8	4.9	4.0	3.8	12	WNIC AC	100.3 32kw	8	7	7	6	5	10	55	FAIRMOUNT	MCG	4.9
2.6	2.5	2.6	3.5	3.7	13	WLTI AC	93.1 26.5kw	12	14	9	9	4	4	68	VIACOM	CHR	2.3
3.2	3.2	3.1	3.4	3.7	13	WXYT Talk	1270 5kw	15	30	17	18	17	7	89	FRITZ	ROS	3.0
4.6	3.2	3.3	3.2	3.2	15	CKLW BBnd	800 50kw	19	22	33	29	27	8	97	CUC	BAN	2.2
2.6	3.2	4.4	3.6	2.6	16	WOMC AC	104.3 190kw	14	10	12	12	11	12	53	METROPOLITAN	REP	4.0
2.1	1.7	1.7	2.1	2.5	17	WJZZ Jazz	105.9 20kw	16	20	13	13	12	11	68	BELL	TOR	3.9
2.0	3.1	3.4	2.2	2.1	18	WKSG Gold	102.7 50kw	17	11	11	14	13	16	58	INNER CITIES	DUR	2.4
0.9	1.5	2.1	1.6	1.9	19	CKMR Gold	93.9 100kw	20	18	15	15	15	14	70	CUC	BAN	1.6
1.5	1.2	1.5	1.8	1.8	20	WQRS Clas	105.1 20kw	21	26	26	23	20	13	70	MARLIN II LTD	CMBS	2.0
1.5	1.7	1.1	1.5	1.6	21	WGPR UC	107.5 50kw	18	5	16	21	22	25	46	INT'L MASONS	RA/L	1.9
1.8	1.3	1.3	1.8	1.5	22	WCXI Ctry	1130 50kw	22	23	25	22	23	19	68	SHAMROCK BR.	CHR	1.9

Continued on Page 150

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POPULATION: 3,570,000

Continued from Page 149

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	1/2+ BIRCH SHARE
1.1	0.9	1.3	1.0	1.5	22	WMTG UC	1310 5kw	24	21	20	17	18	15	79	FAIRMOUNT	MOG	.6
1.6	1.1	1.3	1.4	1.3	24	WVAE NAC	92.3 21.5kw	23	27	18	19	19	18	62	FRITZ	ROS	1.0
1.0	1.4	1.0	1.0	1.1	25	WQBH UC	1400 1kw	25	28	22	24	24	24	60	DETROIT BR.	PATT	.4
0.9	1.1	1.1	1.4	1.0	26	WCHB Rel	1440 1kw	26	29	27	25	26	22	62	BELL	TOR	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 WLLZ	1 WJLB	1 WLLZ	1 WJLB	1 WCSX	1 WJLB	AC	20.0
2 WRIF	2 WHYT	2 WCSX	2 WKQI	2 WJR	2 WJR	AOR	7.9
3 WCSX	3 WNIC	3 WRIF	3 WNIC	3 WRIF	3 WLTl	BBnd	3.2
4 WJLB	4 WKQI	4 WJLB	4 WHYT	4 WLLZ	4 WNIC	BM/Easy	5.5
5 WDFX	5 WDFX	5 WJR	5 WLTl	5 WJLB	5 WKQI	CHR	12.6
6 WHYT	6 WLTl	6 WNIC	6 WDFX	6 WJZZ	6 WWWW	Clas	1.8
7 WKQI	7 WCSX	7 WKQI	7 WJR	7 WWJ	7 WOMC	Ctry	5.8
8 WNIC	8 WRIF	8 WDFX	8 WOMC	8 WNIC	8 WJOI	Gold	7.9
9 WJR	9 WLLZ	9 WHYT	9 WWWW	9 WKSG	9 WHYT	Jazz	2.5
10 WWWW	10 WKSG	10 WJZZ	10 WJOI	10 WKQI	10 WJZZ	NAC	1.3
						N/T	7.2
						Rel/CC	1.0
						UC	11.6

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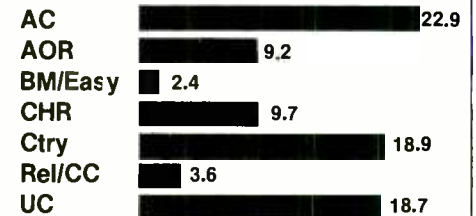
POPULATION: 771,900

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM 12+ BIRCH SHARE	
17.5	18.1	16.8	15.1	15.9	1	WTQR Ctry	104.3 100kw	1	5	3	1	1	1	113	NEWMARKET MEDIA	MCG	18.2
5.0	4.4	3.8	7.5	11.5	2	WJMH UC	102.1 100kw	2	1	1	2	2	5	119	BEASLEY	HNWH	13.9
13.3	9.9	8.3	8.1	9.2	3	WKRR AOR	92.3 100kw	3	4	2	3	3	6	105	DICK	MMR	13.6
7.1	7.3	6.2	5.5	5.8	4	WKZL CHR	107.5 100kw	4	3	4	5	6	14	68	NATIONWIDE	KATZ	5.9
6.7	7.9	6.8	5.5	5.7	5	WMAG AC	99.5 100kw	5	7	6	4	4	3	78	VOYAGER	MMR	4.9
4.5	3.7	5.0	5.1	4.8	6	WSJS AC	600 5kw	9	24	11	11	9	4	91	NEWMARKET MEDIA	MCG	2.8
1.7	2.0	3.1	5.0	4.2	7	WMQX-A/F AC	1340/93.1 1kw/99kw	8	9	9	6	5	2	79	EBE	DUR	4.0
4.6	7.9	8.9	4.1	4.0	8	WQMG UC	97.1 100kw	10	6	5	7	8	11	80	MUFRAV HILL	BAN	3.1
4.5	5.9	5.4	3.9	3.9	9	WKSI CHR	98.7 100kw	6	2	8	9	13	19	55	BAHAKEL	REP	6.4
5.2	4.3	3.1	4.4	3.9	9	WWWB AC	100.3 100kw	7	17	7	8	7	8	65	MANN MEDIA	MCG	2.0
1.9	2.7	2.5	2.0	2.7	11	WMFR AC	1230 1kw	14	18	30	19	18	10	115	VOYAGER	MMR	2.4
1.7	2.4	2.3	3.2	2.4	12	WWMY B/EZ	94.5 100kw	12	16	24	14	19	7	83	SPEEDO PRINT	KATZ	1.8
1.1	0.8	1.5	2.0	2.2	13	WHPE Rel	95.5 100kw	16	30	25	15	15	15	103	BIBLE BR.	--	1.3
1.0	0.5	1.2	1.1	2.0	14	WPCM Ctry	101.1 100kw	11	8	14	10	10	9	62	RES. TRIANGLE	--	2.5
1.9	1.7	1.4	1.1	1.8	15	WEAL UC	1510 1kw	20	29	19	20	14	12	125	NORTH STATE	BAN	1.1
0.0	0.0	0.5	1.1	1.6	16	WMXC AC	104.7 100kw	13	11	12	12	11	17	69	EZ	MMR	--
2.5	2.7	2.0	2.0	1.4	17	WAAA UC	980 1kw	18	13	15	17	16	16	85	MEDIA BR.	--	1.0
0.5	0.8	0.6	0.8	1.4	17	WWGL Rel	94.1 100kw	19	15	17	13	12	13	86	DAVIDSON BR.	TNS	0.8
1.2	0.8	0.6	0.6	1.0	19	WFMX Ctry	105.7 100kw	15	22	16	18	17	18	45	HIGH COUNTRY	TNS	0.4

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WKRR	1 WJMH	1 WKRR	1 WTQR	1 WTQR	1 WTQR	AC
2 WJMH	2 WKRR	2 WTQR	2 WJMH	2 WKRR	2 WJMH	AOR
3 WTQR	3 WTQR	3 WJMH	3 WMAG	3 WJMH	3 WMAG	BM/Easy
4 WKZL	4 WKZL	4 WMQX-FM	4 WKRR	4 WMQX-FM	4 WKZL	CHR
5 WQMG	5 WMAG	5 WKZL	5 WKZL	5 WMAG	5 WWWB	Ctry
6 WMQX-FM	6 WQMG	6 WQMG	6 WWWB	6 WWWB	6 WMQX-FM	Rel/CC
7 WWWB	7 WKSI	7 WMAG	7 WQMG	7 WQMG	7 WKRR	UC
8 WMAG	8 WWWB	8 WWWB	8 WKSI	8 WKZL	8 WSJS	
9 WKSI	9 WSJS	9 WPCM	9 WMQX-FM	9 WEAL	9 WQMG	
10 WROQ	10 WMQX-FM	10 WMXC	10 WSJS	10 WSJS	10 WPCM	



HARTFORD-NEW BRITAIN-MIDDLETON

POPULATION: 969,100

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
19.1	18.6	15.8	16.5	15.9	1	WTIC AC	1080 50kw	1	10	9	7	2	1	92	CHASE	KATZ	16.4
13.9	13.8	12.2	10.3	13.7	2	WTIC-FM CHR	96.5 20kw	2	1	1	1	1	4	86	CHASE	KATZ	16.4
11.8	10.0	9.7	9.4	9.0	3	WRCH B/EZ	100.5 7.5kw	3	9	12	9	7	3	89	RADIO CRP/HART	BAN	4.7
2.0	1.2	5.6	5.7	7.4	4	WWYZ Ctry	92.5 18kw	8	14	7	4	3	2	90	WWYZ, INC.	BAN	7.5
7.0	6.8	5.3	6.4	6.1	5	WHCN CHR	105.9 18kw	5	3	2	3	6	10	69	BECK-ROSS	CHR	7.3
6.9	6.0	7.8	7.1	5.9	6	WDRG-FM Gold	102.9 19.5kw	7	8	6	2	4	5	67	BUCKLEY	MOG	5.7
5.8	3.6	5.9	4.7	5.6	7	WIOF AC	104.1 18kw	9	7	4	6	5	6	78	GREAT CONN.	EAST	3.5
3.6	3.6	4.4	6.1	5.1	8	WCCC-A/F AOR	1290/106.9 .5kw/23kw	6	6	3	5	8	8	59	GREATER HART.	DUR	6.5
5.6	5.7	4.9	4.8	4.0	9	WKSS CHR	95.7 16.5kw	4	2	5	8	9	12	42	PRECISION MED.	MMR	6.5
0.0	0.0	0.0	0.0	3.1	10	WNEZ B/EZ	910 5kw	14	20	22	18	16	7	93	RADIO GRP/HART	--	2.2
1.4	2.0	1.5	1.2	2.1	11	WAQY AOR	102.1 17kw	12	5	8	10	10	21	52	SUNSHINE GROUP	KATZ	1.3
2.0	3.0	2.7	2.4	1.9	12	WPOP NT	1410 5kw	10	19	17	14	11	9	40	GREAT CONN.	EAST	1.9
1.4	1.2	1.9	1.8	1.4	13	WKCI CHR	101.3 10kw	11	4	13	13	13	13	36	NOBLE	MOG	0.7
1.4	1.3	1.2	1.2	1.1	14	WPLR AOR	99.1 14.1kw	13	15	11	11	12	20	30	SOUTHERN STARR	DUR	1.4
0.0	0.6	1.0	0.8	1.1	15	WHYN-FM AC	93.1 8.9kw	17	16	10	12	15	22	85	WILKS/SCHWARTZ	MOG	0.3
2.0	2.9	0.9	1.2	1.0	16	WDRG Gold	1360 5kw	15	11	20	16	14	11	52	BUCKLEY	MOG	0.9

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WHCN	1 WTIC-FM	1 WTIC-FM	1 WTIC-FM	1 WWYZ	1 WTIC-FM	AC 22.6
2 WTIC-FM	2 WIOF	2 WHCN	2 WIOF	2 WHCN	2 WTIC	AOR 14.6
3 WCCC-FM	3 WKSS	3 WCCC-FM	3 WTIC	3 WTIC-FM	3 WIOF	BM/Easy 12.1
4 WAQY	4 WHCN	4 WDRG-FM	4 WDRG-FM	4 WDRG-FM	4 WWYZ	CHR 19.1
5 WDRG-FM	5 WCCC-FM	5 WWYZ	5 WWYZ	5 WTIC	5 WDRG-FM	Ctry 7.4
6 WWYZ	6 WDRG-FM	6 WTIC	6 WKSS	6 WCCC-FM	6 WRCH	Gold 6.9
7 WKSS	7 WWYZ	7 WRCH	7 WCCC-FM	7 WRCH	7 WCCC-FM	N/T 1.9
8 WPLR	8 WTIC	8 WAQY	8 WHCN	8 WIOF	8 WHCN	
9 WHYN	9 WRCH	9 WIOF	9 WRCH	9 WAQY	9 WKSS	
10 WTIC	10 WLVH	10 WKSS	10 WAQY	10 WPOP	10 WKCI	

HOUSTON-GALVESTON

POPULATION: 2,958,400

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ ADJ. RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.8	9.3	9.8	8.8	9.1	1	KMJQ UC	102.1 100kw	7	2	2	1	3	7	127	KEY MARKET	CHR	11.0
6.7	6.2	4.6	6.4	8.2	2	KILT-FM Ctry	100.3 95kw	3	5	5	3	1	1	89	LEGACY	BAN	7.8
5.9	5.8	5.2	4.3	7.0	3	KLOL AOR	101.1 95kw	6	6	1	2	2	12	84	RUSK	CBS	7.8
6.7	6.9	7.5	6.5	6.6	4	KKBQ-A/F CHR	790/92.2 5kw/97kw	1	1	4	5	10	11	62	GANNETT	MOG	9.5
8.1	7.0	6.8	8.8	6.5	5	KIKK-FM Ctry	95.7 95kw	5	7	7	4	4	3	76	VIACOM	TOR	9.5
5.2	4.9	6.1	5.3	5.9	6	KODA B/EZ	99.1 95kw	8	16	10	8	5	2	91	GROUP W	G/W	4.0
6.2	6.5	5.7	6.0	5.8	7	KTRH News	740 50kw	4	22	13	13	8	4	65	RUSK	CBS	3.9
8.4	6.0	6.0	5.8	5.5	8	KRBE CHR	104.1 95kw	2	3	3	6	12	14	57	SUSQUEHANA	DUR	6.6
3.3	3.8	3.8	3.7	4.2	9	KLTR AC	93.7 100kw	9	20	8	7	6	9	69	CBS	CBS	2.7
3.4	3.8	3.4	4.8	3.8	10	KQUE Nost	102.7 100kw	14	23	16	14	13	5	101	TEXAS COAST	EAST	2.5
3.8	4.4	4.3	2.8	3.6	11	KFMK AC	97.9 95kw	12	13	11	10	7	6	70	COOK INLET	KATZ	2.9
3.7	3.8	3.7	4.3	3.3	12	KZFX CR	107.5 95kw	13	12	6	9	9	16	66	SHAMROCK BR.	REP	4.3
2.8	2.8	3.8	2.5	3.2	13	KNRJ CHR	96.5 97kw	10	4	9	12	14	17	57	EMMS	HNWH	2.7
3.4	3.2	2.5	2.9	2.9	14	KLDE Gold	94.5 95kw	11	10	12	11	11	8	51	INTERCOM	DUR	2.6
2.4	3.3	4.0	2.8	2.3	15	KPRC N/T	950 5kw	15	17	20	18	15	10	67	H&C	EAST	2.1
1.1	1.5	1.3	1.0	1.5	16	KXYZ Span	1320 5kw	17	11	15	15	16	19	88	INFINITY	CAB	0.8
0.0	0.0	1.0	1.2	1.3	17	KHYS UC	98.5 100kw	16	8	14	16	18	26	58	CLEAR CHANNEL	KATZ	2.3
1.0	1.4	1.0	0.8	1.2	18	KHCB Rel	105.7 100kw	20	27	21	19	19	20	78	HOUSTON CHRIS.	--	1.3
0.9	1.5	1.1	1.4	1.2	18	KYOK Gold	1590 5kw	18	21	17	17	17	13	72	ALL PRO	CHR	1.0

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	7.8
1 KLOL	1 KMJQ	1 KLOL	1 KMJQ	1 KLOL	1 KILT	AOR	7.0
2 KMJQ	2 KKBQ-FM	2 KMJQ	2 KILT-FM	2 KILT-FM	2 KMJQ	BBnd	3.8
3 KRBE	3 KILT-FM	3 KILT-FM	3 KKBQ-FM	3 KMJQ	3 KIKK-FM	BM/Easy	5.9
4 KZFX	4 KIKK-FM	4 KIKK-FM	4 KIKK-FM	4 KODA	4 KFMK	CHR	15.3
5 KILT-FM	5 KRBE	5 KRBE	5 KLTR	5 KIKK-FM	5 KLTR	Ctry	14.7
6 KKBQ-FM	6 KLTR	6 KZFX	6 KFMK	6 KTRH	6 KKBQ-FM	Gold	7.4
7 KLTR	7 KZFX	7 KLTR	7 KRBE	7 KZFX	7 KODA	N/T	8.1
8 KIKK-FM	8 KLOL	8 KODA	8 KODA	8 KLTR	8 KLDE	Rel/CC	1.2
9 KKHT	9 KKHT	9 KKBQ-FM	9 KLOL	9 KLDE	9 KRBE	Span	1.5
10 KTRH	10 KFMK	10 KTRH	10 KZFX	10 KFMK	10 KLOL	UC	10.4

POPULATION: 1,009,100

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.9	13.8	14.5	14.9	15.6	1	WFBO AOR	94.7 52kw	2	2	1	1	1	5	110	GREAT AMERICAN	KATZ	22.5
13.1	13.9	14.3	11.1	12.4	2	WIBC AC	1070 50kw	3	11	8	7	4	1	101	SCONNIX	DUR	10.5
10.3	11.4	9.0	12.3	11.3	3	WFMS Ctry	95.5 13kw	4	6	4	3	3	2	110	SUSQUEHANA	MCG	9.9
12.2	10.2	9.2	8.8	9.7	4	WZPL CHR	99.5 12.5kw	1	1	2	4	7	9	68	BOOTH AMERICAN	HNWH	12.2
4.3	6.6	6.9	8.0	8.5	5	WKLR Gold	93.1 12.5kw	5	7	6	2	2	3	84	SCONNIX	DUR	5.2
8.4	6.7	7.1	6.6	7.3	6	WENS AC	97.1 23kw	6	3	3	5	6	7	73	EMMIS	MCG	6.7
7.7	8.8	6.3	6.8	6.9	7	WTLC UC	105.7 50kw	8	4	5	6	5	6	107	PANACHE	MMR	7.7
8.6	7.6	9.1	8.6	6.4	8	WXTZ B/EZ	103.3 18kw	7	10	11	9	8	4	84	WIN	CHR	4.4
4.4	3.4	4.6	3.9	3.3	9	WTPI AC	107.9 22kw	9	8	7	8	9	8	71	SOMERSET	EAST	4.1
2.4	3.6	3.2	3.2	2.9	10	WTUX BBnd	1310 5-1kw	11	13	20	18	18	10	103	PANACHE	MMR	1.2
0.4	1.4	2.2	1.9	2.0	11	WPZZ UC	95.9 3kw	12	5	9	10	12	14	71	WILLIS	REG	3.6
1.8	2.0	1.6	1.0	1.5	12	WIRE Ctry	1430 5kw	13	15	14	14	16	11	63	WIN	CHR	1.2
0.4	1.2	0.5	1.0	1.0	13	WTTS AC	92.3 37kw	10	9	10	11	11	15	33	SARKES TARZIAN	REP	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 WFBO	1 WFBO	1 WFBO	1 WFBO	1 WFBO	1 WFMS	AC 24.0
2 WZPL	2 WZPL	2 WKLR	2 WENS	2 WKLR	2 WKLR	AOR 15.6
3 WFMS	3 WENS	3 WFMS	3 WZPL	3 WFMS	3 WENS	BBnd 2.9
4 WTLC	4 WTLC	4 WZPL	4 WKLR	4 WIBC	4 WFBO	BM/Easy 6.4
5 WKLR	5 WFMS	5 WTLC	5 WFMS	5 WTLC	5 WIBC	CHR 9.7
6 WENS	6 WKLR	6 WENS	6 WTLC	6 WZPL	6 WTLC	Ctry 12.8
7 WIBC	7 WTPI	7 WIBC	7 WIBC	7 WENS	7 WXTZ	Gold 8.5
8 WTTS	8 WIBC	8 WTPI	8 WXTZ	8 WTPI	8 WZPL	UC 8.9
9 WTPI	9 WPZZ	9 WXTZ	9 WTPI	9 WXTZ	9 WTPI	
10 WPZZ	10 WXTZ	10 WTTS	10 WPZZ	10 WNDE	10 WGRT	

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POPULATION: 1,279,200

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.9	12.1	11.0	2.7	15.5	1	WDAF Ctry	610 5kw	1	8	8	1	1	1	120	GREAT AMERICAN	KATZ	15.5
7.9	7.6	6.2	7.8	7.4	2	KBEQ-A/F CHR	1030/104.3 1-.5kw/99kw	2	1	3	3	4	9	66	NOBLE	MMR	8.2
7.9	6.3	9.0	8.2	7.3	3	KFKF-A/F Ctry	1340/94.1 1kw/100kw	4	6	6	2	2	4	88	SCONNIX	HNWH	8.1
1.1	2.8	6.0	7.0	6.7	4	KXXR CHR	106.5 100kw	7	2	1	4	14	17	89	OLYMPIA	REP	9.2
6.7	6.6	4.0	3.8	6.4	5	KMBZ AC	980 5kw	3	13	12	13	13	5	64	BONNEVILLE INTL	DUR	4.1
5.5	6.4	9.6	6.6	6.0	6	KCMO N/T	810 50-5kw	6	22	14	14	7	3	76	GANNETT	MOG	4.3
5.4	6.2	6.1	7.4	5.9	7	KMBR B/EZ	99.7 100kw	10	17	11	11	8	2	92	BONNEVILLE INTL	DUR	5.3
5.7	4.9	4.2	4.7	5.4	8	KCPW CHR	94.9 100kw	5	4	2	5	9	14	66	GANNETT	MOG	3.6
5.9	6.4	6.0	5.3	5.2	9	KPRS UC	103.3 100kw	13	3	7	9	12	11	94	KPRS	REP	10.2
9.1	8.5	7.0	6.4	4.7	10	KYYS AOR	102.1 100kw	8	7	4	6	10	12	65	GREAT AMERICAN	KATZ	5.1
3.2	5.1	4.8	6.5	4.4	11	KUDL AC	98.1 100kw	9	10	9	8	5	8	68	SHAMROCK BR.	CHR	3.7
5.3	4.6	3.8	3.2	4.3	12	KCFX CR	100.7 100kw	11	12	5	7	6	13	68	HOKER	MMR	5.1
4.6	4.8	4.3	4.1	4.3	12	KLSI AC	93.3 100kw	12	5	10	10	3	7	77	SANDUSKY	BAN	3.6
2.7	3.7	3.0	2.2	2.8	14	WHB Gold	710 10-5kw	14	9	15	12	11	6	52	SHAMROCK BR.	CHR	2.3
2.4	2.2	3.5	2.4	1.8	15	KJLA Nost	1190 5-.25kw	16	20	22	21	20	15	71	OSBORN	ROS	1.4
1.2	1.2	1.7	2.1	1.8	15	KXTR Clas	96.5 99kw	15	18	18	18	17	10	66	KXTR	CMBS	2.2
2.5	0.9	0.9	0.9	1.5	17	KPRT Rel	1590 1-.47kw	18	15	16	17	16	16	93	KPRS	REP	1.0
1.3	1.8	1.9	1.8	1.3	18	KCWV NAC	98.9 100kw	17	16	13	15	15	20	52	WODLINGER	CBS	1.0

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	15.1
1 KYYS	1 KCPW	1 WDAF	1 KCPW	1 WDAF	1 WDAF	AOR	4.7
2 KXXR	2 KXXR	2 KYYS	2 KFKF-FM	2 KFKF-FM	2 KFKF-FM	BBnd	1.8
3 KCFX	3 KBEQ-FM	3 KCFX	3 WDAF	3 KCMO	3 KLSI	BM/Easy	5.9
4 KBEQ-FM	4 KFKF-FM	4 KBEQ-FM	4 KBEQ-FM	4 KYYS	4 KBEQ-FM	CHR	19.5
5 WDAF	5 KPRS	5 KFKF-FM	5 KLSI	5 KCFX	5 KCPW	Clas	1.8
6 KFKF-FM	6 KLSI	6 KXXR	6 KXXR	6 KUDL	6 KMBR	Ctry	22.8
7 KPRS	7 KCFX	7 KUDL	7 KPRS	7 KMBZ	7 KUDL	Gold	7.1
8 KUDL	8 WDAF	8 KMBZ	8 KUDL	8 KBEQ-FM	8 WHB	NAC	1.3
9 KMBZ	9 KYYS	9 KPRS	9 KMBR	9 KXXR	9 KPRS	N/T	6.0
10 KCPW	10 KUDL	10 KCMO	10 KCFX	10 KPRS	10 KCFX	Rel/CC	1.5
						UC	5.2

POPULATION: 9,086,100

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ADH	STATION FORMAT	FREQUENCY POWER	RANK						AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
								CUME	12-17	18-34	18-49	25-54	35-64				
7.4	7.4	7.2	6.4	7.1	1	KPWR CHR	105.9 72kw	2	1	1	1	3	9	78	EMMIS	HNWH	8.4
4.6	5.0	5.4	5.6	6.1	2	KOST AC	103.5 12.5kw	3	6	2	2	1	2	73	COX	CHR	4.8
6.2	5.7	5.3	4.9	5.2	3	KABC Talk	790 5kw	5	15	19	16	9	1	81	CAP CITIES/ABC	KATZ	4.6
6.1	6.8	5.8	6.2	4.9	4	KIIS-A/F CHR	1190/102.7 5kw/8kw	1	2	4	3	5	10	51	GANNETT	MCG	7.4
3.4	4.2	3.3	4.0	4.3	5	KBIG AC	104.3 105kw	8	17	7	6	2	4	79	BONNEVILLE INT.	CBS	2.8
2.4	2.6	2.8	2.7	4.3	5	KOLZ CHR	100.3 5.3kw	7	3	3	5	8	29	68	WESTWOOD ONE	EAST	4.4
4.2	4.1	4.6	4.5	4.1	7	KJOI B/EZ	98.7 75kw	11	40	33	20	14	3	85	COMMAND	BAN	3.4
4.3	4.3	3.6	4.6	3.8	8	KLOS AOR	95.5 61kw	9	13	5	4	4	17	72	CAP CITIES/ABC	KATZ	5.4
2.9	3.1	3.5	3.6	3.3	9	KNX News	1070 50kw	4	31	21	17	13	5	50	CBS	CBS	2.5
3.7	3.1	3.2	3.3	3.1	10	KRTH-FM Gold	101.1 51kw	10	24	8	7	6	7	60	BEASLEY	REP	3.5
2.7	3.3	3.1	2.9	3.0	11	KFWB News	980 5kw	6	32	28	21	19	11	47	GROUP W	G/W	2.9
2.4	2.0	2.1	2.3	2.5	12	KMPC Nost	710 50-10kw	14	38	35	33	20	6	68	GOLDEN WEST	DUR	1.9
4.2	2.7	2.8	1.6	2.5	12	KTNQ Span	1020 50kw	22	12	9	10	11	18	98	HEFTEL	CAB	2.3
1.7	3.0	3.3	3.4	2.5	12	KTWV NAC	94.7 55kw	12	30	14	8	7	8	59	LEGACY	BAN	2.2
3.4	3.4	3.2	3.0	2.3	15	KROQ NR	106.7 5.5kw	15	5	6	11	24	43	64	INFINITY	TOR	3.3
1.6	1.6	2.3	2.3	2.2	16	KJLH UC	102.3 2.25kw	18	7	11	9	18	21	73	TAXI	ROS	3.7
1.9	1.5	1.3	2.3	2.2	16	KWKW Span	1330 5kw	26	18	12	12	10	15	114	LOTUS	LOTU	1.7
1.3	1.3	1.2	1.1	2.0	18	KODJ Gold	93.1 28.5kw	16	22	18	13	12	13	57	CBS	CBS	1.9
2.1	2.1	2.6	2.3	2.0	18	KZLA Ctry	93.9 49kw	19	23	23	18	16	12	72	MALRITE	EAST	2.5
1.4	1.4	1.3	1.3	1.8	20	KFI Talk	640 50kw	17	27	27	24	23	14	57	COX	CHR	1.3
2.7	3.1	2.3	2.5	1.8	20	KLXS CR	97.1 55kw	13	20	10	14	15	25	47	GREATER MEDIA	MMR	2.2
3.1	2.7	2.8	2.3	1.8	20	KLVE Span	107.5 29.5kw	23	10	13	15	17	20	76	HEFTEL	CAB	2.0

Continued on Page 160

KTWV-FM

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POPULATION: 791,500

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12-ADP	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
16.1	17.8	17.2	17.1	16.3	1	WAMZ Ctry	97.5 100kw	3	7	3	2	1	1	103	CLEAR CHANNEL	CHR	17.6
12.6	10.7	9.6	12.2	15.3	2	WDJX-A/F CHR	1080/99.7 10-1kw/24kw	2	1	1	1	3	5	89	STORES	EAST	15.6
15.4	17.5	15.0	14.8	12.2	3	WHAS AC	840 50kw	1	9	7	4	2	2	73	CLEAR CHANNEL	CHR	11.8
8.9	9.5	9.8	9.4	8.3	4	WOMF AOR	95.7 34kw	4	4	2	3	5	11	85	WOODS/OTTINGS	HNWH	13.5
3.2	3.5	3.9	7.4	7.1	5	WLOU UC	1350 5.5kw	9	3	4	5	6	8	128	JOHNSON	--	8.0
6.6	4.3	6.3	6.4	6.0	6	WRKA AC	103.1 3kw	7	5	6	6	4	6	70	CAPITOL	BAN	4.6
6.9	6.9	7.1	6.7	5.9	7	VVEZ AC	106.9 24.5kw	6	11	8	7	7	3	67	WILKS-SCHWARTZ	KATZ	6.8
5.8	6.6	6.0	4.2	5.5	8	WLRS CHR	102.3 3kw	5	2	5	8	8	12	58	KENTUCKY TECH	DUR	5.3
4.4	3.4	3.7	4.4	3.8	9	WAVG Gold	970 5kw	8	10	10	10	10	7	60	RADIO 970	DUR	2.7
5.9	4.7	6.2	1.9	3.0	10	WLSY AC	101.7 1.4kw	10	6	12	9	9	4	79	INTER-URBAN	BAN	1.5
2.5	3.0	2.3	1.9	3.0	10	WXVW B/EZ	1450 1kw	11	16	17	15	16	9	82	SUNNYSIDE	K/P	1.9
0.8	1.5	1.0	0.8	1.5	12	WXLN CC	103.9 .995kw	13	15	9	11	11	15	71	RADIO 900	--	1.7
0.9	1.2	1.0	1.7	1.5	12	WTMT Ctry	620 .5kw	12	17	14	12	12	10	60	JEFFERSON	--	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 WQMF	1 WDJX-FM	1 WAMZ	1 WDJX-FM	1 WAMZ	1 WAMZ	AC 27.1
2 WAMZ	2 WQMF	2 WQMF	2 WAMZ	2 WHAS	2 WDJX-FM	AOR 8.3
3 WDJX-FM	3 WRKA	3 WDJX-FM	3 WQMF	3 WQMF	3 WHAS	BM/Easy 3.0
4 WLOU	4 WLRS	4 WHAS	4 WRKA	4 WRKA	4 VVEZ	CHR 20.8
5 WLRS	5 WLOU	5 WLOU	5 WVEZ	5 WLOU	5 WRKA	Ctry 17.8
6 WRKA	6 VVEZ	6 WRKA	6 WHAS	6 WDJX-FM	6 WLOU	Gold 3.8
7 WHAS	7 WAMZ	7 WLRS	7 WLOU	7 VVEZ	7 WQMF	Rel/CC 1.5
8 WDJX	8 WHAS	8 WVEZ	8 WLRS	8 WLRS	8 WLRS	UC 7.1
9 WXLN	9 WXLN	9 WLSY	9 WAVG	9 WLSY	9 WAVG	
10 VVEZ	10 WAVG	10 WDJX	10 WLSY	10 WAVG	10 WLSY	

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IDB COMMUNICATIONS
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POPULATION: 878,900

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.8	13.9	17.0	15.0	13.1	1	WHRK UC	97.1 100kw	1	1	1	1	5	6	97	ADAMS	MOG	16.3
9.9	9.1	9.4	10.1	10.5	2	WGKX Ctry	105.9 100kw	2	7	6	4	2	1	92	BARNSTABLE	HNWH	12.9
5.2	6.1	6.5	7.8	9.4	3	WDIA UC	1070 50-5kw	4	5	5	5	3	2	93	ADAMS	MOG	9.4
7.1	7.1	7.7	8.2	9.1	4	WRVR-FM AC	104.5 100kw	5	8	3	2	1	3	91	KEYMARKET	CHR	4.8
4.9	8.1	6.3	8.8	7.6	5	WEGR AOR	102.7 98kw	8	6	2	3	4	13	111	NEWMARKET MEDIA	MOG	10.6
12.8	9.2	9.6	7.6	6.1	6	WMC-FM CHR	99.7 290kw	3	4	4	6	6	9	59	SCRIPPS-HOWARD	BAN	7.8
9.4	10.9	6.1	6.2	6.1	7	KRNB UC	101.1 100kw	6	3	7	7	8	12	63	DEE RIVERS	REP	7.5
6.3	5.5	5.1	4.2	5.6	8	WLOK UC	1340 1kw	9	10	9	8	7	4	102	GILLIAM	K/P	5.4
4.4	4.5	4.9	6.0	4.5	9	WEZI B/EZ	94.3 3kw	10	11	11	11	10	5	88	ARDMAN	EAST	2.7
2.4	2.4	4.5	5.1	4.1	10	KMPZ CHR	98.1 100kw	7	2	8	9	11	19	57	DITTMAN GROUP	CHR	4.9
2.7	2.1	2.8	3.1	3.4	11	WREC BBnd	600 5kw	12	13	18	19	14	8	79	NEWMARKET MEDIA	MOG	2.1
2.8	3.7	4.4	3.7	3.3	12	WMC-AM Ctry	790 5kw	11	17	16	12	12	7	71	SCRIPPS HOWARD	BAN	3.2
2.1	1.5	1.2	1.3	1.9	13	WRVR-AM Gold	680 10-5kw	13	16	10	10	9	10	56	KEYMARKET	CHR	1.8
1.1	1.1	0.7	1.0	1.2	14	WXSS UC	1030 5-1kw	17	18	13	13	13	14	77	MINORITY	J/BO	1.4
1.0	0.7	0.9	0.5	1.2	15	KWAM Rel	990 10-.45kw	15	20	17	16	15	11	56	DEE RIVERS	REP	1.5

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WEGR	1 WHRK	1 WEGR	1 WRVR-FM	1 WEGR	1 WRVR-FM	AC 9.1
2 WHRK	2 WRVR-FM	2 WHRK	2 WHRK	2 WGKX	2 WDIA	AOR 7.6
3 WRVR-FM	3 WDIA	3 WGKX	3 WDIA	3 WRVR-FM	3 WGKX	BBnd 3.4
4 WGKX	4 WMC-FM	4 WRVR-FM	4 WGKX	4 WDIA	4 WHRK	BM/Easy 4.5
5 KRNB	5 WGKX	5 WDIA	5 WMC-FM	5 WHRK	5 WMC-FM	CHR 10.2
6 WMC-FM	6 KRNB	6 WMC-FM	6 WLOK	6 WMC-FM	6 WLOK	Ctry 13.8
7 WDIA	7 WEGR	7 KRNB	7 KRNB	7 WLOK	7 KRNB	Gold 1.9
8 KMPZ	8 KMPZ	8 WLOK	8 WEGR	8 WRVR	8 WEZI-FM	Rel/CC 1.2
9 WLOK	9 WLOK	9 WRVR	9 KMPZ	9 KRNB	9 WEGR	UC 35.4
10 WRVR	10 KFTH	10 KMPZ	10 WEZI-FM	10 WMC	10 KMPZ	

MIAMI-FT. LAUDERDALE-HOLLYWOOD

POPULATION: 2,645,200

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
2.6	2.9	4.9	8.3	9.0	1	WHQT UC	105.1 100kw	2	1	1	1	1	6	123	EZ	MMR	11.8
8.7	7.9	7.0	7.1	8.7	2	WLYF B/EZ	101.5 100kw	1	21	18	13	5	1	118	JEFFERSON-PILOT	BAN	6.7
4.2	4.3	3.9	4.2	5.1	3	WMXJ Gold	102.7 100kw	5	6	6	2	2	2	89	SCCANNIX	DUR	4.5
4.6	5.6	4.4	4.3	5.0	4	WPOW CHR	96.5 100kw	4	2	3	4	12	17	81	BEASLEY	HNWH	6.2
4.3	3.9	3.6	3.8	4.7	5	WHYI CHR	100.7 100kw	3	3	4	3	6	13	70	MEIROPLEX	MCG	4.7
3.2	4.0	4.8	5.1	4.7	5	WIOD N/T	610 10kw	7	16	9	8	8	7	94	COX	CHR	3.8
4.8	5.4	3.8	5.0	4.4	7	WQBA Span	1140 50-10kw	15	23	28	22	18	4	123	SUSQUEHANA	EAST	3.2
3.7	4.0	4.2	3.8	3.9	8	WCMQ-FM Span	92.3 41kw	12	10	12	6	3	3	95	SBS	SBS	3.7
3.3	2.7	3.8	3.9	3.8	9	WAQI Span	710 50kw	19	17	19	15	14	5	145	MAMBISA	KATZ	3.0
3.9	4.1	2.8	4.0	3.5	10	WGTR AOR	97.3 100kw	8	5	2	5	7	23	72	COX	CHR	4.5
4.0	3.1	4.0	2.7	3.4	11	WJQY AC	106.7 100kw	10	14	13	9	9	8	80	TAK	KATZ	3.3
3.4	3.0	3.1	3.9	3.2	12	WAXY AC	105.9 100kw	6	8	7	7	4	10	63	RKO GENERAL	REP	4.7
3.7	2.8	3.3	3.1	3.2	12	WINZ N/T	940 50kw	9	24	32	25	25	18	73	GUY GANNETT	KATZ	2.1
3.3	2.5	3.5	3.4	3.2	12	WKIS Ctry	99.9 100kw	11	15	14	16	10	9	76	SUNSHINE WIREL.	HNWH	3.5
2.1	1.7	2.2	2.7	2.7	15	WQBA-FM Span	107.5 95kw	18	13	11	12	13	12	90	SUSQUEHANA	EAST	3.2
3.7	4.8	3.6	3.2	2.5	16	WNWS Talk	790 25kw	17	32	23	26	26	16	78	JEFFERSON-PILOT	BAN	2.2
2.5	2.9	3.4	3.3	2.4	17	WLVE AC	93.9 96kw	14	11	8	11	11	15	68	GILMORE	TOR	3.0
2.1	1.9	2.0	1.7	2.4	17	WSHE AOR	103.5 100kw	13	4	5	10	17	32	59	TK	EAST	4.3
2.8	3.0	2.9	3.0	2.0	19	WTMI Clas	93.1 96kw	16	29	25	24	21	14	60	MARLIN LTD	CMBS	2.1
0.9	1.3	1.9	1.2	1.8	20	WCMQ Span	1210 25-2.5kw	24	12	24	19	19	11	104	SBS	SBS	0.8
1.4	1.7	2.4	1.8	1.7	21	WXDJ NAC	95.7 100kw	21	19	16	17	15	20	71	NEW AGE	CBS	2.7
2.2	2.4	1.8	1.6	1.7	21	WZTA CR	94.9 100kw	20	20	10	14	16	24	65	GUY GANNETT	KATZ	2.1
5.8	4.5	3.9	2.5	1.4	23	WEDR UC	99.1 70kw	22	7	15	18	20	26	67	WEDR, INC.	--	1.7
1.5	1.4	1.7	0.9	1.4	23	WFTL BBnd	1400 1kw	29	27	35	32	31	22	117	KING	--	1.2
1.0	1.1	1.1	0.8	1.4	23	WMBM Rel	1490 1kw	30	9	21	23	23	19	112	MARGOLIS	K/P	1.0
1.4	1.6	2.1	1.2	1.3	26	WEAT-A/F Span	850/104.3 5-1kw/56kw	23	35	26	31	28	25	70	TAYLOR	KATZ	.9
0.7	1.2	1.2	0.7	1.2	27	WSUA Span	1260 5kw	26	18	20	21	24	21	92	S.R. ASSOC.	CAB	.4

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MINNEAPOLIS-ST. PAUL

POPULATION: 1,944,800

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
16.6	22.3	16.9	16.3	16.4	1	WCCO AC	830 50kw	1	12	10	3	1	1	84	MIDWEST	CBS	16.9
11.6	9.5	8.4	8.0	8.6	2	KQRS-A/F AOR	1440/92.5 5.5kw/50kw	3	4	1	1	4	8	74	CAP CITIES/ABC	KATZ	10.6
9.0	7.5	9.2	8.7	7.7	3	KSTP-FM AC	94.5 95kw	6	8	4	2	2	4	85	HUBBARD	MCG	7.4
5.8	5.5	6.9	7.3	7.5	4	WLTE AC	102.9 100kw	5	6	6	4	3	2	80	MIDWEST	CBS	4.5
9.4	6.0	6.2	6.4	7.0	5	WLOL CHR	99.5 50kw	2	2	3	5	9	11	56	EMMIS	HNWH	8.8
4.7	6.8	6.8	6.5	6.8	6	KDWB-FM CHR	101.3 50kw	4	1	2	6	10	14	64	LEGACY	CHR	8.4
6.2	6.2	6.8	6.5	6.1	7	KEYE Ctry	102.1 50kw	8	5	9	8	6	3	94	MALRITE	KATZ	6.8
1.4	1.5	1.6	3.7	4.5	8	KQQL Gold	107.9 97kw	9	10	11	9	5	5	69	TRUMPER	REP	4.3
4.3	4.0	4.2	4.5	4.2	9	KTCZ AOR	97.1 100kw	10	14	5	7	7	12	66	PARKER	DUR	3.9
4.6	6.3	6.8	5.6	3.9	10	KLXK CR	93.7 50kw	7	11	7	10	8	7	49	ENTERCOM	DUR	2.9
5.3	4.4	3.7	3.6	3.2	11	KJJO AOR	104.1 100kw	11	3	8	11	12	17	65	PARK	REP	4.8
3.0	2.6	2.9	2.7	2.8	12	KSTP Talk	1500 50kw	2	13	12	12	11	6	61	HUBBARD	MCG	2.8
1.8	1.3	1.6	1.5	2.6	13	KLBB BBnd	1400 1kw	4	20	19	19	17	9	97	LCC	ROS	1.2
1.6	1.5	1.3	1.6	1.8	14	WDGY Ctry	1130 50-25kw	3	17	15	14	13	10	63	MALRITE	KATZ	1.2
0.4	1.5	1.3	1.4	1.2	15	WAYL B/EZ	980 5kw	6	15	20	18	16	13	68	ENTERCOM	BAN	0.6

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 KDWB-FM	1 KQRS-FM	1 KSTP-FM	1 WCCO	1 KSTP-FM	AC 31.6
2 WLOL	2 KSTP-FM	2 WCCO	2 WLTE	2 KQRS-FM	2 WLTE	AOR 16.0
3 KTCZ	3 WLOL	3 KSTP-FM	3 KDWB-FM	3 KSTP-FM	3 WCCO	BBnd 2.6
4 KJJO	4 WLTE	4 KTCZ	4 WLOL	4 KQQL	4 KEYE	BM/Easy 1.2
5 KDWB-FM	5 KQRS-FM	5 WLOL	5 KEYE	5 KTCZ	5 KQQL	CHR 13.8
6 KLXK	6 KTCZ	6 KLXK	6 KQRS-FM	6 KLXK	6 KTCZ	Ctry 7.9
7 WCCO	7 KEYE	7 KQQL	7 KTCZ	7 KEYE	7 WLOL	Gold 8.4
8 KSTP-FM	8 KQQL	8 KJJO	8 WCCO	8 WLTE	8 KDWB-FM	N/T 2.8
9 KEYE	9 KLXK	9 KDWB-FM	9 KQQL	9 WLOL	9 KLXK	
10 WLTE	10 WCCO	10 KEYE	10 KLXK	10 KSTP	10 KQRS-FM	

MONMOUTH-OCEAN, NJ

POPULATION 824,300

SPRING '88	SPRING '89	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
5.1	8.0	1	WOBM-FM AC	92.7 1.4kw	2		7	3	1	1	46	NORTH SHORE	--	4.4
7.0	6.6	2	WPAT-A/F B/EZ	930/93.1 5kw/5.4kw	4	N	21	20	15	2	109	PARK	REP	4.1
5.2	4.8	3	WXRK CR	92.3 7.6kw	5	o	1	1	2	16	81	INFINITY	TOR	6.5
1.4	4.6	4	WFPG-FM B/EZ	96.9 50kw	22		33	33	33	25	205	H&D	EAST	.8
4.0	4.5	5	WNEW-FM AOR	102.7 7.8kw	7	T	2	2	3	13	83	LEGACY	KATZ	8.2
4.6	4.4	6	WPLJ CHR	95.5 6.7kw	1	e	4	9	12	14	51	CAP CITIES/ABC	BAN	7.1
5.6	4.2	7	WHTZ CH7	100.3 7.8kw	6	e	15	11	8	5	71	MALRITE	CHR	5.1
7.1	4.2	7	W. OR Talk	710 50kw	9	n	31	19	14	3	85	BUCKLEY	REP	5.5
1.9	3.9	9	WFAN Spor	660 50kw	8		10	7	5	4	71	EMMIS	HNWH	3.1
2.8	3.4	10	WCBS News	880 50kw	3	D	24	15	16	9	54	CBS	CBS	3.8
2.2	3.2	11	WCBS-FM Gold	101.1 6.8kw	14	e	6	4	4	6	90	CBS	CBS	2.9
3.5	3.2	11	WJLK-FM CHR	94.3 3kw	10	m	9	6	6	7	69	D&F	KATZ	3.4
1.2	3.2	11	WJRZ CHR	100.1 1.6kw	13	o	3	5	19	31	81	JERSEY SHORE	KATZ	3.5
3.1	3.2	11	WYNY Ctry	103.5 6.7kw	17	s	11	8	7	10	108	WESTWOOD ONE	EAST	2.7
3.3	3.0	15	WABC Talk	770 50kw	12		20	21	20	11	75	CAP CITIES/ABC	BAN	2.1
6.4	2.8	16	WADB B/EZ	95.9 3kw	19	N	17	14	11	12	112	PLEASANT	--	2.8
1.7	2.4	17	WLTW AC	106.7 7.8kw	15	o	14	10	9	8	69	VIACOM	KATZ	1.4
0.9	2.1	18	WOHT CHR	97.1 6.7kw	16		12	18	22	18	67	EMMIS	HNWH	2.3
2.4	1.8	19	WMJY AC	107.1 2.3kw	11	T	8	12	10	21	45	MAMMOTH	CHR	1.5
1.8	1.7	20	WMMR AOR	93.3 29kw	20	e	5	13	13	33	75	LEGACY	KATZ	2.2
2.8	1.4	21	WNSR AC	105.1 7.8kw	23	e	13	16	18	19	67	BONNEVILLE INT.	MOG	2.5
1.4	1.3	22	WNEW Nost	1130 50kw	18	n	32	31	31	20	49	WESTWOOD ONE	KATZ	.5
1.0	1.2	23	WJLK Gold	1310 1kw	21	s	29	25	23	15	52	D&F	KATZ	.7
--	1.1	24	WHTG NR	106.3 3kw	27	!	16	22	27	26	73	WHTG INC.	--	1.1
0.8	1.1	25	WKXW AC	101.5 18kw	24	!	19	17	17	17	58	PRES\$ BR.	K/P	--

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#45

MONMOUTH-OCEAN, NJ

POPULATION 824,300

Continued from Page 163

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WXRK	1 WPLJ	1 WXRK	1 WOBFM-FM	1 WXRK	1 WOBFM-FM	AC 9.8
2 WJRZ	2 WNEW-FM	2 WNEW-FM	2 WLTW	2 WNEW-FM	2 WLTW	AOR 11.5
3 WNEW-FM	3 WMJY	3 WFAN	3 WPLJ	3 WFAN	3 WJLK-FM	BM/Easy 6.9
4 WMMR	4 WXRK	4 WJRZ	4 WJLK-FM	4 WCBS-FM	4 WCBS-FM	CHR 21.4
5 WFAN	5 WOBFM-FM	5 WCBS-FM	5 WNEW-FM	5 WMMR	5 WMJY	Clas 3.9
6 WCBS-FM	6 WJRZ	6 WMMR	6 WCBS-FM	6 WYNY	6 WADB	Ctry 2.7
7 WJLK-FM	7 WLTW	7 WYNY	7 WHTZ	7 WHTZ	7 WYNY	Gold 9.4
8 WYNY	8 WCBS-FM	8 WOBFM-FM	8 WMJY	8 WOBFM-FM	8 WPLJ	NAC 2.7
9 WPLJ	9 WNSR	9 WJLK-FM	9 WADB	9 WJLK-FM	9 WNEW-FM	N/T 14.5
10 WQHT	10 WJLK-FM	10 WHTZ	10 WYNY	10 WOR	10 WPAT-FM	UC 1.4

#12

NASSAU-SUFFOLK

POPULATION: 2,237,400

Continued from Page 165

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WBAB-FM	1 WBLI	1 WBAB-FM	1 WALK-FM	1 WALK-FM	1 WALK-FM	AC 18.8
2 WXRK	2 WHTZ	2 WALK-FM	2 WBLI	2 WCBS-FM	2 WLTW	AOR 10.9
3 WNEW-FM	3 WBAB-FM	3 WCBS-FM	3 WHTZ	3 WBAB-FM	3 WBLI	BBnd 4.4
4 WHTZ	4 WALK-FM	4 WXRK	4 WCBS-FM	4 WXRK	4 WCBS-FM	BM/Easy 6.3
5 WQHT	5 WKJY	5 WNEW-FM	5 WLTW	5 WNEW-FM	5 WHTZ	CHR 17.5
6 WFAN	6 WCBS-FM	6 WFAN	6 WKJY	6 WFAN	6 WNSR	Clas 1.1
7 WDRE	7 WQHT	7 WHTZ	7 WBAB-FM	7 WYNY	7 WKJY	Ctry 3.1
8 WALK-FM	8 WPLJ	8 WBLI	8 WNSR	8 WBLI	8 WCBS	Gold 7.9
9 WCBS-FM	9 WNSR	9 WQHT	9 WPLJ	9 WCBS	9 WYNY	NAC 1.6
10 WNSR	10 WNEW-FM	10 WYNY	10 WQHT	10 WABC	10 WBAB-FM	N/T 15.3
						UC 2.4

#1

NEW YORK

POPULATION: 14,056,500

Continued from Page 167

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 WHTZ	1 WNEW-FM	1 WLTW	1 WCBS-FM	1 WLTW	AC 11.0
2 WXRK	2 WRKS	2 WCBS-FM	2 WHTZ	2 WNEW-FM	2 WCBS-FM	AOR 4.2
3 WHTZ	3 WLTW	3 WXRK	3 WCBS-FM	3 WXRK	3 WHTZ	BBnd 1.9
4 WRKS	4 WQHT	4 WHTZ	4 WNSR	4 WQCD	4 WNSR	BM/Easy 5.6
5 WQHT	5 WNEW-FM	5 WQCD	5 WRKS	5 WFAN	5 WNEW-FM	CHR 13.1
6 WBLS	6 WNSR	6 WNSR	6 WQHT	6 WNSR	6 WRKS	Clas 2.5
7 WNSR	7 WBLS	7 WQHT	7 WNEW-FM	7 WHTZ	7 WINS	Ctry 2.3
8 WCBS-FM	8 WPLJ	8 WFAN	8 WPLJ	8 WLTW	8 WSKQ-FM	Gold 8.4
9 WQCD	9 WXRK	9 WRKS	9 WBLS	9 WQHT	9 WPLJ	NAC 2.5
10 WPLJ	10 WSKQ-FM	10 WBLS	10 WSKQ-FM	10 WINS	10 WBLS	N/T 18.1
						Rel/CC 1.0
						Span 3.6
						UC 7.0

POPULATION: 1,115,200

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
2.0	2.8	2.5	4.5	11.7	1	WAFX CR	106.9 100kw	2	5	1	1	1	5	122	DOWNS	CBS	10.5
8.1	7.7	8.4	8.7	9.8	2	WCMS-A/F Ctry	1050/100.5 5kw/50kw	3	8	8	4	2	2	114	WCMS RADIO	EAST	8.4
9.1	9.9	8.3	8.6	9.0	3	WFOG B/EZ	92.9 50kw	4	17	15	10	4	1	110	SUNSHINE	MMR	6.6
6.8	6.7	6.9	7.4	7.6	4	WNVZ CHR	104.5 50kw	1	1	3	5	7	11	72	WILKS-SCHWARTZ	REP	7.9
6.3	8.5	8.0	8.7	7.3	5	WOWI UC	102.9 50kw	6	4	4	3	5	6	95	WILLIS	MCG	13.1
11.0	11.1	9.0	10.5	6.6	6	WNOR-A/F AOR	1230/98.7 1kw/46kw	5	7	2	2	10	13	85	SAGA	MCG	9.4
5.0	5.8	5.9	4.7	5.6	7	WMYK UC	93.7 100kw	7	3	5	7	9	12	78	EDGE	DUR	7.1
4.2	3.4	5.6	5.4	5.1	8	WJQI-A/F AC	1600/94.9 5kw/50kw	11	11	10	6	3	3	93	COLEMAN	TOR	3.0
6.1	4.8	6.8	5.3	4.4	9	WLTY AC	95.7 40kw	9	10	6	8	8	7	68	LANDMARK	KATZ	3.8
5.0	5.4	6.0	4.5	4.4	9	WWDE AC	101.3 50kw	10	9	9	9	6	4	70	EDENS	CHR	4.3
6.9	6.7	5.0	6.0	3.9	11	WGH-A/F CHR	1310/97.3 5kw/74kw	8	2	7	11	13	17	58	SUSQUEHANA	DUR	4.6
3.5	4.5	3.2	2.7	2.9	12	WTAR Gold	790 5kw	12	21	19	16	14	8	66	LANDMARK	KATZ	1.7
2.1	3.0	2.5	2.2	2.6	13	WNIS Talk	850 5-1kw	14	25	14	12	11	9	80	WNIS, INC.	ROS	3.3
3.7	2.8	3.1	3.0	2.4	14	WPCE Rel	1400 1-.25kw	16	12	17	14	12	10	101	WILLIS	MCG	1.8
3.4	3.9	3.0	1.8	2.1	15	WRAP UC	1350 5-1kw	13	6	11	13	17	18	55	RAEGAN HENRY	ROS	2.6
2.4	1.7	3.2	1.7	1.4	16	WZCL CC	105.3 50kw	15	24	12	15	15	16	49	WIN	BAN	--
1.9	1.3	1.2	1.4	1.1	17	WKEZ Ctry	94.1 50kw	17	23	16	18	16	14	71	EURE	ROS	1.2

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WAFX	1 WAFX	1 WAFX	1 WAFX	1 WAFX	1 WAFX	AC 14.9
2 WNOR-FM	2 WNVZ	2 WNOR-FM	2 WJQI-FM	2 WCMS-FM	2 WJQI-FM	AOR 6.6
3 WMYK	3 WOWI	3 WCMS-FM	3 WNVZ	3 WOWI	3 WWDE	BM/Easy 9.0
4 WOWI	4 WMYK	4 WOWI	4 WLTY	4 WNOR-FM	4 WCMS-FM	CHR 11.5
5 WNVZ	5 WLTY	5 WNVZ	5 WOWI	5 WFOG	5 WFOG	Ctry 10.9
6 WCMS-FM	6 WJQI-FM	6 WMYK	6 WWDE	6 WJQI-FM	6 WLTY	Gold 14.6
7 WGH-FM	7 WWDE	7 WJQI-FM	7 WCMS-FM	7 WNVZ	7 WOWI	N/T 2.6
8 WRAP	8 WGH-FM	8 WFOG	8 WMYK	8 WMYK	8 WNVZ	Rel/CC 3.8
9 WWDE	9 WNOR-FM	9 WLTY	9 WFOG	9 WNIS	9 WMYK	UC 15.0
10 WLTY	10 WCMS-FM	10 WWDE	10 WGH-FM	10 WWDE	10 WPCE	

OKLAHOMA CITY

POPULATION: 818,800

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+O/H	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.3	12.4	13.3	13.5	14.3	1	KXXY-AIF Ctry	1340/96.1 1kw/98kw	2	5	2	1	1	1	99	NEW MARKET	MCG	11.8
12.7	11.3	12.3	11.8	10.1	2	KJYO CHR	102.7 98kw	1	1	4	3	7	7	65	CLEAR CHANNEL	CHR	11.8
4.9	7.8	10.0	9.4	7.8	3	KKNG B/EZ	92.5 98kw	5	18	13	10	6	2	89	WILKS-SCHWARTZ	KATS	7.5
10.0	8.4	10.0	7.8	7.5	4	KATT AOR	100.5 97kw	4	3	1	2	5	11	81	SURREY	BAN	8.2
6.2	6.2	3.7	3.6	6.5	5	KEBC Ctry	94.7 98kw	7	14	8	9	9	5	81	INDEPENDENCE	DUR	5.8
4.9	4.6	5.0	8.1	6.4	6	KZBS CHR	98.9 100kw	3	2	3	5	10	12	62	ZUMMA	HNWH	8.7
5.8	6.7	4.4	5.1	6.4	6	KMGL AC	104.1 99kw	8	8	7	4	2	4	86	GUY GANNETT	EAST	3.9
6.5	6.4	7.3	7.4	5.9	8	KTOK N/T	1000 5kw	10	10	16	12	11	6	86	CLEAR CHANNEL	CHR	5.0
4.0	2.5	4.7	5.1	5.7	9	KOMA Gold	1520 50kw	11	20	10	7	3	3	85	DIAMOND	CBS	4.3
5.8	6.9	5.0	6.3	5.4	10	KRXO CR	107.7 99kw	6	7	5	6	4	8	63	DIAMOND	CBS	4.7
3.2	6.0	4.7	4.7	4.0	11	KLTE AC	101.9 98kw	9	9	6	8	8	10	56	ENTERCOM	TOR	3.7
7.2	6.3	2.9	2.7	3.3	12	KPRW UC	1140 1kw	14	4	9	11	12	17	123	SURREY	BAN	6.4
3.5	3.8	5.1	2.8	2.4	13	WKY Ctry	930 5kw	12	11	14	15	15	9	62	GAYLORD	BAN	2.9
0.5	0.0	0.0	0.6	1.3	14	KTNT AOR	97.7 3kw	13	12	11	13	13	15	48	KKLR INC.	K/P	0.4
0.0	0.0	0.6	0.0	1.3	14	KTLV Rel	1220 .25kw	19	6	12	14	14	20	148	1220 COM.	--	--

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KATT	1 KXXY-FM	1 KATT	1 KXXY-FM	1 KXXY-FM	1 KXXY-FM	AC 10.4
2 KR XO	2 KZBS	2 KXXY-FM	2 KMGL	2 KATT	2 KMGL	AOR 8.8
3 KJYO	3 KJYO	3 KR XO	3 KJYO	3 KR XO	3 KKNG	BM/Easy 7.8
4 KZBS	4 KLTE	4 KJYO	4 KZBS	4 KOMA	4 KLTE	CHR 16.5
5 KXXY-FM	5 KMGL	5 KZBS	5 KLTE	5 KMGL	5 KJYO	Ctry 23.9
6 KEBC	6 KATT	6 KOMA	6 KOMA	6 KKNG	6 KOMA	Gold 11.1
7 KLTE	7 KEBC	7 KMGL	7 KKNG	7 KJYO	7 KEBC	N/T 5.9
8 KPRW	8 KR XO	8 KEBC	8 KEBC	8 KLTE	8 KZBS	Rel/CC 1.3
9 KMGL	9 KPRW	9 KKNG	9 KATT	9 KZBS	9 KR XO	UC 3.3
10 KOMA	10 KTLV	10 KLTE	10 KR XO	10 KEBC	10 KPRW	

POPULATION: 826,000

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ADJ	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
10.0	10.6	11.9	8.6	9.7	1	WWKA Ctry	92.3 98kw	3	6	7	4	2	1	109	NEWCITY	KATZ	10.9
9.7	8.0	7.0	9.1	8.6	2	WSTF AC	101.1 100kw	2	7	3	1	1	4	92	CAPITOL BR.	REP	6.9
4.0	5.7	6.2	5.1	8.5	3	WHOO/WHTQ AOR	990/96.5 50-5kw/100kw	4	4	1	1	3	11	97	TK	EAST	7.8
7.1	7.8	8.6	8.3	8.3	4	WSSP B/EZ	104.1 100kw	8	11	12	11	9	2	110	GUY GANNETT	CHR	8.0
7.0	12.0	5.3	6.0	7.9	5	WJHM UC	101.9 28kw	7	3	2	3	5	8	99	AUGUSTA	HNWH	13.1
8.0	5.8	5.6	5.8	6.7	6	WDBO AC	580 5kw	11	15	15	13	12	5	100	NEWCITY	KATZ	3.0
5.5	6.7	6.9	7.7	6.1	7	WBJW-A/F CHR	105.1 5kw/95kw	1	1	5	7	10	12	56	NATIONWIDE	BAN	8.4
7.9	7.7	7.6	7.7	5.4	8	WOCL Gold	105.9 100kw	5	8	10	5	4	3	62	AMERICAN MEDIA	CHR	6.3
7.4	7.6	5.5	6.7	5.2	9	WDIZ AOR	100.3 100kw	6	5	4	6	7	14	62	SHAMROCK COM.	MMR	6.7
3.3	2.7	4.3	4.7	5.2	10	WWNZ N/T	740 5-1kw	12	18	11	12	11	6	101	GUY GANNETT	CHR	3.4
4.3	5.4	4.8	5.5	4.4	11	WJYO AC	107.7 100kw	10	10	9	8	6	7	64	METROPLEX	MMR	4.4
4.7	3.9	5.6	3.8	4.2	12	WHLY CHR	106.7 100kw	9	2	8	10	13	13	57	SOUTHERN STAR	DUR	5.2
1.6	3.3	2.2	3.4	3.8	13	WLOQ NAC	103.1 2.65kw	13	14	6	9	8	10	75	LITCHFIELD	BAN	3.6
1.6	1.1	1.8	1.7	2.5	14	WWLV B/EZ	94.5 95kw	14	13	18	14	14	9	87	PASCO PINELLAS	EAST	1.7
0.9	0.8	0.5	1.3	1.3	15	WPCV Ctry	97.5 100kw	17	21	14	15	15	17	76	HALL	TOR	0.6
1.8	1.2	0.4	1.9	1.1	16	WPRD Nost	1440 5-1kw	18	20	22	20	20	16	88	METROPLEX	MOG	0.4
0.0	0.0	1.0	0.5	1.1	17	WONQ Span	1140 4.1kw	20	9	19	17	16	18	165	Q BROADCASTING	LOTU	--
1.0	1.1	1.4	0.7	1.0	18	WTLN-FM Rel	95.3 3kw	16	16	16	18	17	15	56	ALTON RAINBOW	KEY	1.3

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	19.7
1 WHTQ	1 WSTF	1 WHTQ	1 WSTF	1 WWKA	1 WSTF	AOR	13.7
2 WDIZ	2 WJHM	2 WDIZ	2 WJHM	2 WOCL	2 WWKA	BBnd	1.1
3 WJHM	3 WHTQ	3 WJHM	3 WWKA	3 WDIZ	3 WJYO	BM/Easy	10.8
4 WSTF	4 WBJW-FM	4 WOCL	4 WJYO	4 WSTF	4 WHTQ	CHR	10.5
5 WWKA	5 WHLY	5 WWKA	5 WHTQ	5 WHTQ	5 WJHM	Ctry	11.0
6 WLOQ	6 WLOQ	6 WSTF	6 WBJW-FM	6 WLOQ	6 WBJW-FM	Gold	5.4
7 WBJW-FM	7 WJYO	7 WLOQ	7 WHLY	7 WJHM-FM	7 WOCL	NAC	3.8
8 WOCL	8 WWKA	8 WBJW-FM	8 WLOQ	8 WWNZ	8 WSSP	N/T	5.2
9 WJYO	9 WOCL	9 WWNZ	9 WOCL	9 WDBO	9 WLOQ	Rel/CC	1.0
10 WHLY	10 WDIZ	10 WJYO	10 WSSP	10 WJYO	10 WHLY	Span	1.1
						UC	7.9

PHILADELPHIA

POPULATION: 4,084,900

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.9	6.8	6.5	7.2	7.1	1	KYW News	1060 50kw	1	12	13	11	7	2	55	GROUP W	G/W	6.3
6.9	6.5	6.5	6.5	7.0	2	WEAZ-A/F AC	560/101.1 5kw/14kw	4	7	8	4	2	1	81	WEAZ, INC.	MCG	4.7
7.8	8.0	7.7	8.1	6.9	3	WMMR AOR	93.3 29kw	3	4	1	1	1	13	76	LEGACY	KATZ	10.0
8.2	7.1	7.5	7.1	6.9	3	WUSL UC	98.9 18kw	7	3	2	2	4	9	101	TAK	MCG	10.2
7.0	6.7	7.9	7.9	6.1	5	WEGX CHR	106.1 22.5kw	2	2	4	5	9	15	62	MALRITE	EAST	7.7
6.3	6.6	5.1	5.3	5.8	6	WPEN Nost	950 5kw	13	26	23	24	18	8	115	GREATER MEDIA	MMR	4.8
2.5	2.3	2.5	3.1	4.8	7	WIOQ CHR	101.1 27kw	5	1	5	8	14	18	64	EZ	HNWH	6.1
5.5	4.5	4.8	4.9	4.6	8	WKSZ AC	100.3 35kw	10	11	10	10	5	3	80	WKSZ, INC.	KATZ	3.0
4.1	4.1	4.7	4.3	4.6	9	WMGK AC	102.9 8.5kw	8	9	7	6	3	5	69	GREATER MEDIA	MMR	2.7
4.8	5.8	4.9	4.5	4.5	10	WYSP CR	94.1 16kw	6	5	3	3	6	17	62	INFINITY	TOR	5.0
4.4	4.6	4.6	3.6	4.4	11	WWDB Talk	96.5 17kw	15	28	14	14	13	6	96	PANACHE	REP	5.8
4.3	4.5	4.1	4.0	4.0	12	WXTU Ctry	92.5 15.5kw	14	19	12	13	10	4	80	BEASLEY	REP	4.8
3.5	3.6	3.0	3.3	3.8	13	WDAS-FM UC	105.3 3.3kw	16	6	6	7	11	19	86	UNITY	BAN	3.9
4.1	3.4	3.2	3.5	3.4	14	WCAU Talk	1210 50kw	9	16	20	16	16	10	55	CBS	CBS	3.1
3.0	2.3	2.4	3.4	3.2	15	WOGL Gold	98.1 12.5kw	12	14	11	9	8	7	63	CBS	CBS	2.8
3.4	4.6	4.0	3.1	2.9	16	WSNI AC	104.5 16kw	11	10	9	12	12	12	57	PYRAMID	DUR	2.9
1.7	2.2	2.4	2.8	2.3	17	WFLN Clas	95.7 5kw	18	23	17	17	15	11	65	FRANKLIN	CMBS	2.4
1.0	1.6	3.1	1.8	1.8	18	WIP Sports	610 5kw	17	15	16	15	17	16	46	SPECTACOR	KATZ	1.4
1.2	1.1	1.0	0.8	1.0	19	WDAS UC	1480 5-7kw	19	17	21	20	19	19	58	UNITY	BAN	.7

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	BBnd	CHR	Clas	Ctry	Gold	N/T	UC
1 WMMR	1 WUSL	1 WMMR	1 WUSL	1 WMMR	1 WEAZ-FM	19.1							
2 WYSP	2 WMMR	2 WYSP	2 WEAZ-FM	2 WYSP	2 WMGK	6.9							
3 WUSL	3 WEGX	3 WUSL	3 WEGX	3 WOGL	3 WUSL	5.8		10.9					
4 WEGX	4 WIOQ	4 WEGX	4 WMGK	4 WEAZ-FM	4 WKSZ	2.3							
5 WIOQ	5 WDAS-FM	5 WOGL	5 WMMR	5 WUSL	5 WMMR	4.0							
6 WDAS-FM	6 WYSP	6 WEAZ-FM	6 WDAS-FM	6 KYW	6 WSNI	7.7							
7 WMGK	7 WMGK	7 WMGK	7 WIOQ	7 WMGK	7 WEGX	16.7							
8 WOGL	8 WEAZ-FM	8 WDAS-FM	8 WKSZ	8 WKSZ	8 KYW								
9 WEAZ-FM	9 WKSZ	9 WIOQ	9 WSNI	9 WEGX	9 WXTU								
10 WSNI	10 WSNI	10 KYW	10 WYSP	10 WXTU	10 WDAS-FM								

POPULATION: 1,683,300

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.0	11.6	14.0	12.2	12.3	1	KNIX-A/F Ctry	1580/102.5 50kw/98kw	2	5	7	2	1	1	100	BUCK OWENS	KATZ	12.8
9.5	10.7	9.5	9.0	9.0	2	KZZP-A/F CHR	1310/104.7 5-5kw/100kw	1	1	2	3	5	9	71	NATIONWIDE	MCG	15.6
10.5	10.3	8.3	7.7	7.9	3	KTAR N/T	620 5kw	3	25	13	11	6	2	77	PHOENIX	CBS	6.5
7.0	7.3	7.1	6.5	7.7	4	KUPD AOR	97.9 100kw	5	4	1	1	4	14	92	TRI-CITY	BAN	9.9
9.5	9.8	9.7	9.0	6.5	5	KMEO-A/F B/EZ	740/96.9 1-29kw/100kw	6	18	17	16	11	3	86	GROUP W	G/W	5.5
4.4	4.6	6.1	5.2	5.5	6	KKLT AC	98.7 115kw	7	12	6	5	2	4	70	PHOENIX	CBS	2.7
4.5	4.2	3.2	4.4	4.5	7	KOPA/KLSX CR	1440/100.7 5kw/100kw	9	11	3	4	3	12	73	COOK INLET	MMR	5.8
3.8	4.1	4.8	4.4	4.4	8	KOY-FM CHR	95.5 96kw	4	2	5	7	13	17	51	EDENS	CHR	5.3
4.3	3.9	3.0	3.7	3.4	9	KDKB AOR	93.3 100kw	8	6	4	6	10	15	51	SANDUSKY	TOR	5.0
4.3	4.1	3.3	2.6	3.3	10	KFYI N/T	91.0 5kw	15	27	18	17	15	10	86	BROADCAST GR.	REP	2.5
0.4	0.4	0.7	2.5	3.3	10	KMLE Ctry	107.9 100kw	16	13	10	8	7	6	86	SHAMROCK BR.	DUR	2.3
2.6	2.0	3.4	3.4	3.0	12	KESZ AC	99.9 100kw	12	8	9	10	9	11	67	DUFFY II	EAST	1.6
4.1	2.8	4.6	2.3	3.0	12	KOOL-FM Gold	94.5 100kw	11	10	8	9	8	12	52	ADAMS	HNWH	2.8
1.5	1.2	1.0	2.4	3.0	12	KOY Nost	550 5-1kw	13	20	25	24	19	7	67	EDENS	CHR	3.1
3.2	3.2	2.8	2.2	2.7	15	KAMJ-FM AC	101.5 100kw	14	7	16	14	14	5	63	EZ	BAN	1.4
2.8	3.3	2.9	2.9	2.6	16	KKFR CHR	92.3 98kw	10	3	11	13	18	19	42	BROADCAST GR	REP	3.2
2.4	1.7	2.6	2.0	2.2	17	KOOL Gold	960 5kw	17	17	21	12	12	8	70	ADAMS	HNWH	1.9
1.7	1.7	2.0	1.5	2.1	18	KLFF BBnd	1360 5-1kw	18	16	29	28	27	13	88	RESOURCE MEDIA	--	2.1
0.0	1.0	1.2	1.8	1.5	19	KVVA Span	860 1kw	21	28	12	15	16	18	116	BETACOM	LOTU	1.4
0.9	0.8	0.9	1.5	1.2	20	KONC Clas	106.3 3kw	20	21	23	24	22	16	81	RESOURCE MEDIA	CMBS	1.0
0.0	0.3	0.5	0.0	1.1	22	KUKQ NR	1060 5-1kw	23	9	15	19	23	22	107	TRI-STATE	BAN	--
1.1	1.4	1.0	1.6	1.0	23	KGRX NAC	100.3 90kw	19	30	14	18	17	21	63	DAYTONA	ROS	1.3

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	AOR	BBnd	BM/Easy	CHR	Clas	Ctry	Gold	NAC	N/T	Span
1 KUPD	1 KZZP-FM	1 KUPD	1 KZZP-FM	1 KNIX-FM	1 KNIX-FM	11.2	12.2	5.1	6.7	16.0	1.2	15.6	9.7	1.0	11.2	1.5
2 KSLX	2 KUPD	2 KSLX	2 KNIX-FM	2 KSLX	2 KKLT											
3 KDKB	3 KKLT	3 KNIX-FM	3 KKLT	3 KUPD	3 KZZP-FM											
4 KZZP-FM	4 KOY-FM	4 KDKB	4 KUPD	4 KTAR	4 KESZ											
5 KOY-FM	5 KNIX-FM	5 KZZP-FM	5 KESZ	5 KDKB	5 KMEO-FM											
6 KOOL-FM	6 KSLX	6 KTAR	6 KOY-FM	6 KOOL-FM	6 KSLX											
7 KKFR	7 KESZ	7 KOOL-FM	7 KSLX	7 KMLE	7 KTAR											
8 KKLT	8 KDKB	8 KMLE	8 KMLE	8 KOOL	8 KMLE											
9 KNIX-FM	9 KMLE	9 KKLT	9 KOOL-FM	9 KZZP-FM	9 KUPD											
10 KUKQ	10 KOOL-FM	10 KOY-FM	10 KMEO-FM	10 KKLT	10 KOOL-FM											

POPULATION: 1,964,400

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.4	16.9	13.4	12.3	14.1	1	KDKA AC	1020 50kw	1	7	8	7	3	1	85	GROUP W	G/W	13.7
10.3	10.4	8.4	8.7	9.9	2	WBZZ CHR	93.7 41kw	2	1	2	1	2	4	77	EZ	BAN	10.6
7.4	7.7	8.2	11.1	9.4	3	WSHH B/EZ	99.7 10.5kw	3	21	12	10	7	2	105	RENDA	EAST	7.2
5.4	5.6	6.1	5.4	7.3	4	WWSW-FM Gold	94.5 55kw	4	6	5	3	1	3	85	SHAMROCK	MOG	4.8
5.4	6.4	8.0	7.6	7.1	5	WDVE AOR	102.5 55kw	5	3	1	2	4	13	84	GREAT AMERICAN	CHR	10.8
6.2	6.3	4.6	5.5	5.5	6	WAMO-FM UC	105.9 72kw	8	2	4	4	8	9	100	SHERIDAN	HNWH	9.3
3.0	4.8	4.9	6.1	4.7	7	WLTJ AC	92.9 47kw	7	11	6	6	5	5	84	WLTJ INC.	DUR	3.2
6.4	5.5	3.6	5.2	4.4	8	WMYG CR	96.9 45kw	9	8	3	5	6	12	79	BENNS	MMR	6.2
3.5	3.7	4.5	3.9	4.2	9	WDSY Ctry	107.9 50kw	12	12	7	8	9	6	95	ENTERCOM	CBS	3.1
4.0	3.6	5.0	3.8	3.9	10	WTAE Talk	1250 5kw	6	23	13	12	11	7	66	HEARST	KATZ	3.9
3.8	2.9	4.2	2.8	3.1	11	WJAS BBnd	1320 5kw	15	25	26	18	15	8	88	RENDA	EAST	2.9
2.9	1.9	2.2	2.0	2.6	12	KQV News	1410 5kw	11	17	22	16	16	11	58	CALVARY	EAST	2.9
3.8	4.7	4.4	3.5	2.6	13	WHTX AC	96.1 50kw	10	13	10	9	10	10	51	HEARST	KATZ	2.8
1.7	0.7	1.7	2.5	2.1	14	WMXP AC	100.7 50kw	14	5	9	11	12	15	58	PENN MEDIA	HNWH	2.0
0.0	0.0	0.0	0.0	1.7	15	WNRJ CHR	104.7 50kw	13	4	11	13	17	20	39	GATEWAY BR.	ROS	--
1.4	1.1	0.9	1.4	1.3	16	WMBS AC	590 1kw	18	24	17	20	18	17	115	FAYETTE	--	0.8
0.8	0.8	0.9	1.2	1.1	17	WPIT-FM REL	101.5 48kw	17	20	14	15	13	16	71	PYRAMID	--	1.4

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	24.8
1 WDVE	1 WBZZ	1 WDVE	1 WBZZ	1 WWSW-FM	1 WBZZ	AOR	7.1
2 WMYG	2 WAMO-FM	2 WWSW-FM	2 WWSW-FM	2 WDVE	2 WWSW-FM	BBnd	3.1
3 WBZZ	3 WDVE	3 WMYG	3 WLTJ	3 KDKA	3 KDKA	BM/Easy	9.4
4 WAMO-FM	4 WLTJ	4 WBZZ	4 WAMO-FM	4 WMYG	4 WLTJ	CHR	11.6
5 WWSW-FM	5 WWSW-FM	5 WAMO-FM	5 KDKA	5 WBZZ	5 WSHH	Ctry	4.2
6 WDSY	6 WMYG	6 KDKA	6 WDVE	6 WAMO-FM	6 WDSY	Gold	11.7
7 KDKA	7 WMXP	7 WDSY	7 WHTX	7 WLTJ	7 WAMO-FM	N/T	6.5
8 WLTJ	8 WHTX	8 WLTJ	8 WDSY	8 WTAE	8 WHTX	Rel/CC	1.1
9 WNRJ	9 WDSY	9 WTAE	9 WMYG	9 WSHH	9 WMXP	UC	5.5
10 WHTX	10 KDKA	10 WHTX	10 WMXP	10 WDSY	10 WDVE		

PORTLAND

POPULATION: 1,334,200

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.1	9.3	8.2	8.5	8.9	1	KKRZ CHR	100.3 95kw	1	1	1	3	8	12	68	GREAT AMERICAN	KATZ	11.0
7.2	6.0	6.6	9.5	8.6	2	KKCW AC	103.3 95kw	2	5	3	1	1	2	77	TRUMPER	DUR	9.2
6.3	5.7	5.5	4.7	7.5	3	KEX AC	1190 50kw	3	11	8	7	3	1	81	GREAT AMERICAN	KATZ	4.4
6.5	7.2	7.1	6.4	6.8	4	KINK NAC	101.9 97kw	5	20	4	2	2	5	76	KING	MMR	5.0
5.7	8.1	5.2	6.5	6.5	5	KUPL-FM Ctry	98.5 95kw	9	17	7	5	4	3	107	SCRIPPS-HOWARD	BAN	7.6
5.0	5.0	4.6	6.0	6.3	6	KGON AOR	92.3 100kw	7	3	2	4	5	13	89	ACKERLY	HNWH	9.9
6.9	7.3	6.2	6.5	6.3	6	KXL N/T	750 50-20kw	6	22	17	11	9	4	75	KAYE-SMITH	MOG	5.2
5.6	8.0	7.3	6.2	6.2	8	KXYQ CHR	105.1 100kw	4	2	5	6	10	16	69	DAYTONA	BAN	10.3
4.9	5.7	7.7	7.0	4.9	9	KXL-FM B/EZ	95.5 100kw	8	10	14	12	12	7	78	KAYE-SMITH	MOG	4.2
4.7	3.9	3.4	3.9	4.0	10	KKSN-FM Gold	97.1 100kw	10	7	9	8	6	9	70	HERITAGE	EAST	3.4
5.2	5.2	4.3	3.5	3.8	11	KMJK CR	106.7 94kw	11	4	6	9	7	14	71	ENGEL	CHR	6.0
3.4	2.3	1.6	3.4	2.9	12	KWJJ-FM Ctry	99.5 94kw	13	6	10	10	11	8	70	PARK	REP	2.8
0.9	0.7	0.3	1.6	2.4	13	KKSN Gold	910 5kw	14	24	24	20	17	6	73	HERITAGE	EAST	1.6
3.1	1.8	2.1	2.7	2.0	14	KGW AC	620 5kw	12	9	16	13	13	10	45	KING	MMR	1.4
1.9	0.9	0.9	1.2	2.0	14	KWJJ Ctry	1080 50-10kw	16	12	18	17	16	8	67	PARK	REP	1.7
1.8	1.5	2.2	2.1	1.8	16	KPDQ-FM REL	93.7 100kw	17	13	12	15	15	24	66	SALEM	--	1.4
3.1	3.8	3.6	2.7	1.7	17	KKCY NAC	101.1 97kw	15	16	13	14	14	15	56	HENRY	CHR	2.5
0.6	1.0	0.0	0.8	1.0	18	KKEY Talk	1150 5kw	21	25	25	24	22	19	76	KKEY, INC.	--	0.4
4.1	3.7	3.4	1.1	1.0	18	KYTE Clas	970 5kw	18	26	26	26	18	17	53	HENRY	CHR	1.1
0.6	0.0	2.6	2.0	1.0	18	KZRC AOR	1010 5kw	23	8	11	16	20	26	87	DAYTONA	BAN	0.5

Continued on Page 185

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SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ADR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
16.8	14.3	12.8	11.3	12.8	1	WPRO-FM CHR	92.3 39kw	1	1	2	1	1	3	86	CAP CITIES/ABC	BAN	16.2
7.9	8.2	8.4	8.1	9.8	2	WHJY AOR	94.1 50kw	2	2	1	2	3	8	106	FEDERAL	KATZ	12.1
12.4	8.0	8.9	9.5	9.6	3	WLKW B/EZ	101.5 13.5kw	3	20	19	9	6	1	120	WILKS/SCHWARTZ	CHR	6.7
4.9	6.1	6.1	7.1	6.4	4	WWLI AC	105.1 50kw	5	11	6	3	2	2	96	TMZ	MCG	4.0
6.3	6.9	5.3	7.6	5.3	5	WHJJ N/T	920 5kw	7	40	12	12	10	6	93	FEDERAL	KATZ	5.6
4.4	4.8	3.6	6.3	5.0	6	WPRO Talk	630 5kw	4	9	13	8	7	4	68	CAP CITIES/ABC	BAN	3.1
0.3	2.3	1.8	2.2	4.4	7	WWKX UC	106.3 1.15kw	10	3	3	5	11	19	107	OCEAN STATE	REP	3.9
5.4	4.0	6.1	6.1	4.3	8	WSNE AC	93.3 30kw	6	6	4	4	5	7	70	BECK-ROSS	EAST	4.0
2.7	4.0	2.3	2.6	3.9	9	WODS Gold	103.3 16kw	8	10	8	6	4	5	82	CBS	CBS	3.0
2.2	3.8	2.8	2.9	2.9	10	WBRU NR	95.5 20kw	9	4	5	7	8	24	67	BROWN BC	MMR	3.1
2.2	1.9	2.6	2.2	2.2	11	WHIM Ctry	1110 5kw	14	44	21	17	15	10	102	EAST PROVIDENCE	ROS	2.3
1.7	1.7	3.0	2.4	2.1	12	WMYS AC	98.1 47kw	11	12	14	11	9	9	65	HALL	TOR	2.1
0.7	2.5	2.0	1.8	2.0	13	WBSM N/T	1420 5kw/1kw	18	35	29	30	29	12	131	SAGE	CHR	0.3
2.1	2.6	2.3	2.3	1.9	14	WWRX CR	103.7 50kw	12	8	7	10	12	17	60	WESTERLY	DUR	3.9
1.2	1.1	1.8	1.5	1.4	15	WPLM-A/F BBnd	1390/99.1 5kw/50kw	15	14	28	34	32	15	79	PLYMOUTH ROCK	--	1.4
1.7	0.8	2.0	1.6	1.4	15	WZLX CR	100.7 20kw	20	21	9	13	13	21	97	COOK INLET	CHR	1.8
1.2	1.1	1.6	0.9	1.3	17	WZOU CHR	94.5 11.5kw	13	5	15	14	14	26	52	ARDMAN	EAST	0.9
0.0	0.0	0.0	0.0	1.2	18	WFHN CHR	107.1 3kw	21	7	10	16	18	37	84	SAGE	CHR	--
0.0	0.0	0.0	0.4	1.0	19	WEAN BBnd	990 50kw	32	28	41	42	40	13	112	APPLETON	--	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 WHJY	1 WPRO-FM	1 WHJY	1 WPRO-FM	1 WHJY	1 WPRO-FM	AC 12.8
2 WPRO-FM	2 WHJY	2 WPRO-FM	2 WWLI	2 WODS	2 WWLI	AOR 12.7
3 WWKX	3 WSNE	3 WODS	3 WSNE	3 WPRO-FM	3 WSNE	BBnd 2.4
4 WODS	4 WWKX	4 WWKX	4 WHJY	4 WWLI	4 WLKW	BM/Easy 9.6
5 WBRU	5 WWLI	5 WWLI	5 WWKX	5 WSNE	5 WHJY	CHR 15.3
6 WWRX	6 WBRU	6 WSNE	6 WBRU	6 WPRO	6 WPRO	Ctry 2.2
7 WZLX	7 WFHN	7 WBRU	7 WLKW	7 WBRU	7 WODS	Gold 7.2
8 WSNE	8 WWRX	8 WZLX	8 WPRO	8 WLKW	8 WMYS	N/T 12.3
9 WHJJ	9 WXKS	9 WPRO	9 WODS	9 WWKX	9 WHJJ	UC 4.4
10 WAAF	10 WMYS	10 WWRX	10 WMYS	10 WHJJ	10 WBRU	

POPULATION: 1,074,800

SPRING '88	SUMMER '88	FALL '88	WINTER '88	SPRING '89	MERC. RANK	12-MO. RANK	STATION FORMAT	FREQUENCY POWER	RANK						AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
									CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK				
8.1	5.6	8.0	10.0	8.2	1	1	KDUO B/EZ	97.5 68kw	3	24	15	9	5	1	120	HENRY	KATZ	4.7
6.3	8.9	7.7	8.9	7.0	2	2	KGGI CHR	99.1 3.1kw	1	2	2	1	2	8	78	AMERICAN MEDIA	MCG	12.9
1.2	1.4	1.4	1.1	6.7	3	3	KQLZ CHR	100.3 5.3kw	2	1	1	2	8	27	97	WESTWOOD ONE	EAST	4.8
5.4	6.5	5.8	5.8	4.8	4	4	KRTH-FM Gold	101.1 51kw	5	7	7	3	1	2	73	BEASLEY	REP	4.3
4.1	3.6	3.5	4.4	4.6	5	5	KOST AC	103.5 12.5kw	6	9	5	5	3	6	74	COX	CHR	3.9
5.1	5.6	4.4	5.4	4.3	6	6	KLOS AOR	95.5 61kw	9	10	3	4	4	14	83	CAP CITIES/ABC	KATZ	8.6
3.2	3.2	3.4	4.3	3.9	7	7	KFI Talk	640 50kw	8	19	17	11	7	3	74	COX	CHR	2.1
4.5	3.6	4.7	2.9	3.5	8	8	KCAL-FM AOR	96.7 1.75kw	10	12	4	6	10	24	81	ANAHEIM BR.	TOR	5.1
6.1	4.8	5.5	4.4	3.4	9	9	KIIS-A/F CHR	1150/102.7 5kw/8kw	4	3	6	7	11	19	51	GANNETT	MCG	5.8
3.2	2.8	3.5	1.8	3.4	9	9	KNX News	1070 50kw	7	34	34	18	13	7	62	CBS	CBS	1.5
1.1	1.2	2.0	1.0	2.8	11	11	KODJ Gold	93.1 28.5kw	12	15	12	8	6	5	75	CBS	CBS	2.5
4.3	5.1	2.3	2.4	2.8	11	11	KCKC Ctry	1350 5.5kw	14	22	33	15	12	4	93	RIVERDINO	HNWH	3.6
2.3	1.0	1.0	1.6	2.3	13	13	KQLH AC	95.1 50kw	16	14	8	10	9	9	84	MAJOR MARKET	EAST	1.8
2.3	2.0	2.4	2.7	2.2	14	14	KBIG AC	104.3 105kw	13	37	13	12	16	10	66	BONNEVILLE INTL	CBS	1.0
2.6	1.6	2.3	2.7	1.8	15	15	KOLA CHR	99.9 31kw	11	4	9	19	23	43	44	KOLA, INC.	BAN	2.1
2.4	2.3	2.4	1.5	1.7	16	16	KRSO N/T	590 1kw	18	20	38	36	30	11	72	HENRY	KATZ	0.1
0.8	0.6	0.6	0.7	1.6	17	17	KLVE Span	107.5 29.5kw	26	8	11	14	17	25	97	HEFTEL	CAB	--
1.8	1.5	1.0	1.7	1.6	17	17	KNTF Ctry	93.5 3kw	23	36	14	13	15	16	78	BEST	--	1.3
0.0	1.2	2.3	1.3	1.6	17	17	KDIF Ctry	1440 1kw	32	16	23	17	18	15	124	INLAND EMPIRE	KT-H	1.5
2.3	2.5	1.3	1.4	1.4	20	20	KABC Talk	790 5kw	15	35	36	31	28	17	50	CAP CITIES/ABC	KATZ	0.9
1.7	2.2	2.3	2.9	1.4	20	20	KWDJ Ctry	92.7 3kw	20	32	21	21	19	13	62	RIVERSIDE COU.	BAN	1.8
1.0	1.5	2.0	1.6	1.4	20	20	KTWV NAC	94.7 55kw	21	43	18	16	14	12	64	LEGACY	BAN	1.6
2.6	1.8	2.7	1.6	1.4	20	20	KROQ NR	106.7 5.5kw	24	6	10	20	35	44	72	INFINITY	TOR	3.0
0.4	2.1	0.4	1.2	1.3	24	24	KMPC Nost	710 50-10kw	22	13	35	34	31	20	61	GOLDEN WEST	DUR	1.5
1.1	1.9	1.1	0.9	1.0	25	25	KCAL Span	1410 5-4kw	29	17	25	23	20	18	77	ANAHEIM BR.	LOTU	2.2
0.8	1.2	0.7	1.1	1.0	25	25	KLAC Ctry	570 5kw	19	28	27	25	25	21	44	MALRITE	EAST	0.6

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 KGGI	1 KLOS	1 KGGI	1 KLOS	1 KRTH-FM
2 KQLZ	2 KQLZ	2 KQLZ	2 KOST	2 KRTH-FM	2 KOST
3 KCAL-FM	3 KOST	3 KCAL-FM	3 KRTH-FM	3 KDUO	3 KGGI
4 KGGI	4 KIIS-FM	4 KGGI	4 KQLZ	4 KGGI	4 KDUO
5 KOST	5 KCAL-FM	5 KRTH-FM	5 KIIS-FM	5 KODJ	5 KODJ
6 KRTH-FM	6 KRTH-FM	6 KOST	6 KODJ	6 KCAL-FM	6 KQLH
7 KIIS-FM	7 KLOS	7 KODJ	7 KBIG	7 KOST	7 KIIS-FM
8 KROQ	8 KBIG	8 KQLH	8 KDUO	8 KQLZ	8 KFI
9 KOLA	9 KQLH	9 KDUO	9 KQLH	9 KFI	9 KQLZ
10 KLVE	10 KNTF	10 KIIS-FM	10 KCAL-FM	10 KNX	10 KCKC

AC	9.1
AOR	9.2
BBnd	1.3
BM/Easy	8.2
CHR	18.9
Ctry	8.3
Gold	7.6
NAC	1.4
N/T	10.4
Span	2.6

POPULATION: 832,200

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12-340H	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
16.0	16.5	17.1	15.3	17.4	1	WCMF AOR	96.5 50kw	2	2	1	1	1	7	116	STONER	TOR	16.3
13.4	14.5	12.4	10.9	11.6	2	WPXY-A/F CHR	1280/97.9 5kw/50kw	1	1	3	3	4	4	78	PYRAMID	MMR	14.6
9.6	8.2	9.2	9.0	11.0	3	WVOR AC	100.5 50kw	3	5	2	2	2	1	89	LINCOLN GROUP	MOG	8.9
11.3	7.9	9.6	8.5	8.9	4	WBEE Ctry	92.5 50kw	7	8	7	4	3	2	104	HERITAGE MEDIA	KATZ	7.8
10.7	8.9	8.5	9.5	8.7	5	WHAM AC	1180 50kw	4	12	8	8	7	3	82	LINCOLN GROUP	MOG	10.2
3.9	4.6	4.6	5.2	6.2	6	WDKX UC	103.9 8kw	9	3	4	6	8	10	113	MONROE	ROS	9.8
4.0	7.0	4.3	6.0	5.8	7	WKLX Gold	98.9 37kw	5	6	6	5	5	5	59	ONTARIO SHORE	DUR	4.2
6.1	6.9	7.8	6.1	5.5	8	WRMM AC	101.3 27kw	6	9	5	7	6	8	60	ATLANTIC	CHR	4.7
6.4	6.2	5.9	7.4	4.7	9	WZSH B/EZ	95.1 9.5kw	8	14	11	9	9	6	80	GREAT LAKES	REP	4.2
2.9	2.2	3.4	3.0	2.9	10	WEZO Nost	990 5-2.5kw	10	16	14	14	10	9	74	ATLANTIC	CHR	1.5

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 WCMF	1 WCMF	1 WVOR	1 WCMF	1 WVOR	AC 25.2
2 WDKX	2 WPXY-FM	2 WDKX	2 WCMF	2 WVOR	2 WBEE	AOR 17.4
3 WVOR	3 WVOR	3 WVOR	3 WPXY-FM	3 WKLX	3 WPXY-FM	BBnd 2.9
4 WRMM	4 WRMM	4 WPXY-FM	4 WBEE	4 WBEE	4 WKLX	BM/Easy 4.7
5 WPXY-FM	5 WKLX	5 WKLX	5 WRMM	5 WHAM	5 WCMF	CHR 11.6
6 WKLX	6 WBEE	6 WRMM	6 WKLX	6 WPXY-FM	6 WRMM	Ctry 8.9
7 WBEE	7 WDKX	7 WBEE	7 WDKX	7 WDKX	7 WHAM	Gold 5.8
8 WHAM	8 WHAM	8 WHAM	8 WHAM	8 WRMM	8 WZSH	UC 6.2
9 WMJQ	9 WZSH	9 WWWG	9 WZSH	9 WZSH	9 WDKX	
10 WGR-FM	10 WGR-FM	10 WMJQ	10 WWWG	10 WWWG	10 WEZO	

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POPULATION: 1,157,300

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.8	8.8	8.8	8.2	9.3	1	KFBK N/T	1530 50kw	2	8	11	11	8	2	91	GROUP W	G/W	8.0
8.7	7.5	7.0	8.3	7.9	2	KCTC B/EZ	96.1 50kw	6	16	12	8	5	1	104	TRIBUNE	CHR	6.5
6.2	5.6	5.2	6.0	7.4	3	KSFM CHR	102.5 50kw	1	1	2	4	6	9	65	GENESIS	MMR	6.3
5.5	9.0	7.1	7.6	7.0	4	KRAK-FM Ctry	105.1 50kw	5	5	8	3	3	3	90	EZ	KATZ	7.4
6.9	6.8	5.9	6.1	6.9	5	KXOA-FM AC	107.9 50kw	3	6	4	1	1	4	74	BROWN	BAN	1.4
7.3	6.2	5.2	5.5	6.0	6	KZAP AOR	98.5 50kw	4	20	3	2	2	8	75	NATIONWIDE	MOG	6.9
5.8	5.8	5.8	7.1	5.8	7	KRXQ AOR	93.7 25kw	7	2	1	5	9	18	76	FULLER-JEFFREY	TOR	12.0
4.1	4.2	5.1	3.8	5.1	8	KHYL Gold	101.1 36kw	8	7	7	6	4	6	70	PARKER	EAST	5.0
3.4	3.5	4.2	4.1	4.3	9	KRAK Ctry	1140 50kw	13	10	13	13	12	5	98	EZ	KATZ	3.0
2.7	4.3	7.0	6.4	4.1	10	KQPT NAC	100.5 115kw	11	11	10	7	7	7	66	DUCHOSSOIS	REP	4.7
4.6	3.5	4.1	3.7	3.8	11	KWOD CHR	106.5 50kw	9	3	5	10	11	19	53	ROYCE INTL	CBS	3.6
3.1	3.0	3.3	3.7	3.4	12	KAER AC	92.5 50kw	12	9	6	9	10	11	59	GROUP W	G/W	2.3
5.4	5.3	5.5	4.8	3.1	13	KROY CHR	96.9 50kw	10	4	9	12	14	20	45	GREAT AMERICAN	CHR	6.5
1.4	1.5	1.4	1.2	1.9	14	KGNR Gold	1320 5kw	15	14	15	15	15	14	64	TRIBUNE	CHR	0.7
1.6	2.1	0.7	1.1	1.8	15	KNBR AC	680 50kw	14	25	14	14	16	13	59	SUSQUEHANNA	EAST	0.8
1.4	1.8	1.6	0.8	1.8	15	KGO N/T	810 50kw	16	23	24	23	20	12	72	CAP CITIES/ABC	BAN	2.5
1.5	1.2	2.0	1.3	1.7	17	KRCX Span	1110 5kw	24	12	18	16	13	10	165	FULLER-JEFFREY	KT-H	0.4
0.7	0.7	1.0	1.4	1.5	18	KFRC Nost	610 5kw	17	22	21	22	24	15	75	RKO GENERAL	REP	1.1
1.1	0.3	0.7	0.7	1.0	19	KYLO Gold	105.5 3kw	20	19	16	17	19	17	76	KYLO INC.	--	0.5
0.9	0.9	0.6	0.7	1.0	19	KSAC Clas	1240 1kw	18	18	23	19	18	16	60	KSAC 1240 AM	CMBS	0.3

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	AOR	BM/Easy	CHR	Clas	Ctry	Gold	NAC	N/T	Span
1 KZAP	1 KSFM	1 KZAP	1 KXOA-FM	1 KZAP	1 KXOA-FM	12.1	11.8	7.9	14.3	1.0	11.3	8.0	4.1	11.1	1.7
2 KRXQ	2 KXOA-FM	2 KRXQ	2 KSFM	2 KRAK-FM	2 KCTC										
3 KSFM	3 KRXQ	3 KRAK-FM	3 KRAK-FM	3 KHYL	3 KSFM										
4 KWOD	4 KWOD	4 KHYL	4 KCTC	4 KQPT	4 KRAK-FM										
5 KRAK-FM	5 KROY	5 KSFM	5 KAER	5 KFBK	5 KHYL										
6 KHYL	6 KZAP	6 KQPT	6 KHYL	6 KXOA-FM	6 KFBK										
7 KAER	7 KAER	7 KXOA-FM	7 KRXQ	7 KSFM	7 KQPT										
8 KQPT	8 KHYL	8 KFBK	8 KQPT	8 KRXQ	8 KZAP										
9 KXOA-FM	9 KRAK-FM	9 KWOD	9 KZAP	9 KCTC	9 KAER										
10 KFBK	10 KCTC	10 KAER	10 KWOD	10 KWOD	10 KRAK										

POPULATION: 2,037,500

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
25.0	23.5	17.1	18.7	21.2	1	KMOX Talk	1120 50kw	1	9	6	2	1	1	105	CBS	CBS	17.3
9.5	9.9	9.9	8.3	9.7	2	KSHE AOR	94.7 100kw	2	2	1	1	2	9	90	EMMIS	HNWH	13.3
6.0	7.0	8.4	7.7	8.1	3	KEZK B/EZ	102.5 100kw	5	12	11	8	7	2	101	CHANNEL ONE	MMR	5.4
3.2	3.7	3.6	6.4	6.1	4	WKBQ CHR	106.5 93kw	3	1	5	9	10	16	68	MACDONALD	KATZ	8.9
6.2	5.3	5.8	4.9	5.8	5	WIL-FM Ctry	92.3 100kw	8	10	8	7	4	3	89	HERITAGE MEDIA	BAN	5.4
6.4	5.6	6.5	5.5	5.7	6	KMJM UC	107.7 100kw	9	3	3	5	8	12	109	KEY MARKET	CHR	9.5
4.8	5.4	5.8	7.0	5.2	7	KLOU Gold	103.3 100kw	4	8	7	4	3	4	64	CBS	CBS	4.5
5.3	5.6	6.8	4.7	5.1	8	KSD CR	93.7 100kw	6	7	2	3	5	11	68	GANNETT	MCG	7.0
4.0	2.9	5.1	5.0	4.7	9	KYKY AC	98.1 100kw	7	4	4	6	6	5	65	EZ	MMR	4.1
3.7	2.5	3.5	3.0	2.5	10	KRJY AC	96.3 100kw	11	15	9	10	9	8	70	RICHARD MILLER	BAN	1.1
1.9	1.6	2.0	1.6	2.1	11	KATZ Gold	1600 5kw	16	14	19	13	11	7	89	UNITY	K/P	1.5
1.8	1.7	1.4	1.8	2.0	12	KUSA Ctry	550 5kw	14	16	23	15	14	6	69	GANNETT	MCG	1.5
2.1	3.0	2.4	3.0	1.8	13	WKXX Ctry	104.1 39kw	12	21	13	11	12	10	54	GATEWAY RADIO	ROS	2.0
1.0	1.1	1.3	1.2	1.6	14	KFUO Clas	99.1 100kw	15	27	18	20	15	14	61	LCMS	CMBS	.3
1.0	1.8	1.0	1.0	1.4	15	KATZ-FM UC	100.3 50kw	13	6	10	12	13	23	50	UNITY	K/P	1.6
0.4	0.6	1.3	1.2	1.2	16	KXOK N/T	630 5kw	17	22	22	22	19	15	54	LEGEND	--	.7
1.3	1.7	1.6	1.8	1.2	17	KSTZ AC	105.7 100kw	10	5	12	14	17	25	31	LEWIS	TOR	1.6
0.8	0.8	0.7	1.4	1.0	18	WEW BBnd	770 1kw	23	30	30	29	29	13	90	WEW RADIO	--	.7

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	AC 8.4
2 KSD	2 KMJM	2 KMOX	2 KMJM	2 KSHE	2 KYKY	AOR 9.7
3 KMOX	3 WKBQ	3 KSD	3 KYKY	3 KLOU	3 KEZK	BBnd 1.0
4 KMJM	4 KYKY	4 KLOU	4 KMOX	4 KSD	4 WIL-FM	BM/Easy 8.1
5 KYKY	5 KSD	5 KMJM	5 KLOU	5 WIL-FM	5 KLOU	CHR 6.1
6 KLOU	6 KRJY	6 WIL-FM	6 WKBQ	6 KEZK	6 KSHE	Clas 1.6
7 WKBQ	7 KLOU	7 KYKY	7 KSD	7 KYKY	7 KMJM	Ctry 9.6
8 WIL-FM	8 WIL-FM	8 KEZK	8 KEZK	8 KMJM	8 KSD	Gold 12.4
9 KATZ-FM	9 KEZK	9 WKBQ	9 WIL-FM	9 WKXX	9 KRJY	N/T 22.4
10 WKXX	10 KSTZ	10 KATZ-FM	10 KRJY	10 KRJY	10 WKBQ	UC 7.1

POPULATION: 999,300

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK	12+ AOR RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.0	11.4	9.6	8.6	9.3	1	1	KKAT Ctry	101.9 26kw	4	7	1	1	1	4	87	BROWN	BAN	11.9
11.6	9.7	8.0	7.4	8.7	2	2	KISN-A/F CHR	570/97.1 5kw/30kw	1	2	3	2	3	5	55	SUN MOUNTAIN	MCG	10.0
6.1	8.3	4.2	8.0	8.3	3	3	KSOP-A/F Ctry	1370/104.3 5-.5kw/25kw	6	12	8	4	2	1	83	KSOP, INC.	MMR	8.9
7.9	7.0	10.0	9.8	7.3	4	4	KSFI B/EZ	100.3 26kw	5	10	10	7	5	3	69	SIMMONS FAMILY	CBS	4.9
9.3	8.3	7.3	7.9	7.2	5	5	KCPX CHR	98.7 40kw	2	1	5	5	7	9	55	PRICE BR.	KATZ	7.9
7.2	7.4	7.0	7.0	6.7	6	6	KSL Talk	1160 50kw	3	11	13	8	4	2	53	BONNEVILLE INTL	MMR	5.7
8.9	7.6	6.3	5.6	5.3	7	7	KRSP-FM AOR	103.5 27.5kw	7	6	2	3	6	18	60	CARLSON COM	DUR	6.3
2.6	2.2	4.1	4.5	5.0	8	8	KBER AOR	106.5 7.5kw	9	5	4	6	13	15	94	DEVINE	TOR	6.0
3.6	3.2	3.2	3.0	3.7	9	9	KLCY AC	94.1 40kw	8	14	7	9	8	7	63	COM. INVESTMENT	EAST	1.8
2.5	3.4	3.3	2.5	3.3	10	10	KLZX CR	93.3 26kw	14	8	6	10	9	17	78	COOK INLET	CHR	3.6
0.8	0.4	0.8	1.7	2.6	11	11	KZHT CHR	94.9 48kw	11	3	12	16	19	24	57	GOLDEN BEAR	DUR	4.9
4.0	3.6	4.0	3.2	2.6	12	12	KMGR-FM AC	107.5 45kw	15	15	11	11	15	10	61	TRANSCOLUMBIA	HNWH	2.8
2.1	2.4	3.7	2.3	2.4	13	13	KALL AC	910 5-1kw	12	28	20	15	10	6	55	COM. INVESTMENT	EAST	2.6
1.0	1.6	1.0	1.6	2.3	14	14	KDYL BBnd	1280 5-.5kw	22	27	31	28	26	14	109	SIMMONS FAMILY	CBS	1.1
0.9	1.7	1.1	1.0	2.2	15	15	KKWY AOR	97.9 26kw	13	13	9	13	14	27	52	UTAH RADIO	CBS	2.0
1.2	2.0	1.1	1.3	2.2	15	15	KFMY/KZOL Gold	960/96.1 5-1kw/55kw	10	9	19	14	12	8	47	COOK INLET	HNWH	1.1
1.4	2.8	3.2	3.3	2.2	15	15	KJQN NR	95.5 100kw	16	4	15	18	20	25	61	SGS	K/P	4.2
2.1	1.8	2.1	2.3	2.2	15	15	KDAB NAC	101.1 26kw	18	20	14	12	11	11	76	ALBIMAR	HNWH	1.1
0.8	1.0	1.5	1.1	1.7	19	19	KUTR AC	860 50-1kw	17	17	18	17	16	13	52	SUNRISE MEDIA	CHR	1.5
2.8	1.8	3.4	3.1	1.7	19	19	KTKK Talk	630 1-.5kw	23	30	22	22	22	12	91	D&B	K/P	2.7
0.0	0.0	0.6	0.5	1.2	21	21	KLVV AC	99.5 40kw	19	18	17	19	21	23	43	D&B BR.	K/P	1.6
0.0	0.9	0.6	0.8	1.2	21	21	KSOS AC	106.9 68kw	26	19	16	20	17	29	77	FIRST NATIONAL	ART	0.2
1.0	1.7	1.5	0.7	1.0	23	23	KRSP Gold	1060 10-1kw	20	16	21	21	18	16	43	CARLSON COM	DUR	0.4

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	12.8
1 KRSP-FM	1 KKAT	1 KRSP-FM	1 KKAT	1 KKAT	1 KKAT	AOR	14.7
2 KBER	2 KISN-FM	2 KBER	2 KISN-FM	2 KRSP-FM	2 KISN-FM	BBnd	2.3
3 KLZX	3 KCPX	3 KKAT	3 KCPX	3 KSL	3 KSFI	BM/Easy	7.3
4 KKAT	4 KLCY	4 KLZX	4 KSFI	4 KSOP-FM	4 KSOP-FM	CHR	18.5
5 KISN-FM	5 KMGR-FM	5 KISN-FM	5 KSOP-FM	5 KLZX	5 KLCY	Ctry	17.6
6 KKWY	6 KSOP-FM	6 KSL	6 KLCY	6 KISN-FM	6 KCPX-FM	Gold	6.5
7 KCPX	7 KSFI	7 KSOP-FM	7 KMGR-FM	7 KALL	7 KSL	NAC	2.2
8 KSL	8 KRSP-FM	8 KCPX	8 KBER	8 KSFI	8 KMGR-FM	N/T	8.4
9 KDAB	9 KBER	9 KSFI	9 KSL	9 KDAB	9 KUTR		
10 KSOP-FM	10 KKWY	10 KKWY	10 KRSP-FM	10 KZOL	10 KRSP-FM		

POPULATION: 1,027,900

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CLUE RANK 12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE	
7.7	5.8	10.3	9.5	8.4	1	KCYY Ctry	100.3 98kw	2	5	4	1	1	84	NEWCITY	KATZ	10.1	
9.1	9.2	7.0	6.2	6.8	2	KITY CHR	92.9 100kw	3	1	2	7	11	71	GENESIS	CHR	10.6	
3.6	5.1	5.4	3.9	6.4	3	KSMG Gold	105.3 100kw	4	9	3	2	2	75	AMERICAN MEDIA	CBS	5.5	
8.0	6.8	5.7	7.2	6.0	4	KTFM CHR	102.7 100kw	1	2	5	5	8	57	WATERMAN	BAN	7.4	
4.6	6.4	6.4	7.9	6.0	4	WOAI N/T	1200 50kw	6	23	21	16	14	2	86	CLEAR CHANNEL	CHR	4.6
4.4	4.6	5.5	5.1	5.6	6	KAJA Ctry	97.3 100kw	8	7	7	6	4	7	82	CLEAR CHANNEL	CHR	4.3
2.9	4.3	3.9	4.2	5.4	7	KKYX Ctry	680 50-10kw	14	22	11	12	6	3	126	NEWCITY	KATZ	5.0
8.4	6.0	7.0	5.6	5.2	8	KCOR Span	1350 5kw	15	10	15	14	7	4	138	TICHENOR MEDIA	KATZ	6.4
6.9	5.6	4.7	5.0	5.1	9	KISS AOR	99.5 100kw	5	6	1	4	9	16	65	ADAMS	MMR	6.8
4.9	3.8	3.4	4.4	5.1	9	KMMX AC	106.7 100kw	7	11	6	3	3	10	75	VISION	MOG	5.6
8.6	4.8	7.6	6.3	4.7	11	KQXT B/EZ	101.9 100kw	10	12	14	13	12	11	73	GROUP W	G/W	2.1
1.4	2.0	3.5	2.5	3.4	12	KTSA Nost	550 5kw	12	19	18	17	16	8	73	WATERMAN	BAN	2.5
2.7	3.2	3.4	3.3	3.1	13	KSAQ CHR	96.1 100kw	9	3	9	11	19	22	48	INNER CITY	EAST	2.7
3.8	3.3	4.5	3.5	3.1	13	KZEP CR	104.5 100kw	11	15	8	8	5	9	61	LOTUS	TOR	4.5
4.2	4.1	2.9	3.3	3.1	13	KONO Gold	860 5-1kw	13	14	13	9	10	5	73	GENESIS	CHR	4.3
4.4	3.2	2.2	2.1	3.1	13	KZVE Span	107.5 100kw	16	8	12	15	15	12	116	TK	EAST	1.4
0.6	1.2	0.8	1.2	3.1	13	KXTN Span	1310 5-28kw	17	24	10	10	13	14	119	TK	EAST	1.4
2.3	2.7	2.0	2.2	2.8	18	KEDA Span	1540 5-1kw	19	16	24	19	17	15	151	D&E	CAB	1.0
0.2	0.7	0.8	1.6	1.2	19	KSJL AOR	760 50-1kw	21	4	17	23	25	23	71	INNER CITY	EAST	3.0
1.1	1.8	1.3	1.6	1.1	20	KSLR CC	630 5kw	20	17	16	21	20	24	60	SALEM MEDIA	--	2.3
0.5	1.2	0.7	1.0	1.1	20	KCHL UC	1480 2.5kw	22	20	19	18	18	22	93	VISION	MOG	1.5
0.8	1.1	1.0	0.0	1.0	22	KSAH Span	720 10-1kw	24	13	20	20	22	19	90	GANADORES	CAB	0.2

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	Bar	Value
1 KISS	1 KMMX	1 KISS	1 KCYY	1 KCYY	1 KSMG	AC	█	5.1
2 KITY	2 KSMG	2 KCYY	2 KSMG	2 KSMG	2 KCYY	AOR	█	6.3
3 KCYY	3 KAJA	3 KSMG	3 KMMX	3 KZEP	3 KMMX	BBnd	█	3.4
4 KTFM	4 KTFM	4 KZEP	4 KAJA	4 KAJA	4 KAJA	BM/Easy	█	4.7
5 KZEP	5 KITY	5 KITY	5 KTFM	5 KISS	5 KTFM	CHR	█	15.9
6 KSMG	6 KCYY	6 KTFM	6 KITY	6 KCOR	6 KITY	Ctry	█	19.4
7 KAJA	7 KISS	7 KAJA	7 KISS	7 KKYX	7 KQXT	Gold	█	12.6
8 KMMX	8 KSAQ	8 KMMX	8 KQXT	8 KMMX	8 KKYX	N/T	█	6.0
9 KSAQ	9 KXTN	9 KONO	9 KXTN	9 WOAI	9 KZVE	Rel/CC	█	1.1
10 KXTN	10 KZEP	10 KCOR	10 KZVE	10 KONO	10 KONO	Span	█	15.2
						UC	█	1.0

POPULATION: 1,985,100

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.0	7.4	7.0	6.5	8.8	1	KGB AOR	101.5 50kw	4	6	1	1	1	12	105	BROWN	KATZ	10.3
9.0	8.9	9.5	8.9	8.8	1	KKLQ-A/F CHR	600/106.5 5kw/50kw	1	1	2	2	5	8	74	EDENS	CHR	10.9
4.4	6.7	7.1	6.1	7.0	3	KSON-A/F Ctry	1240/97.3 1kw/50kw	5	20	7	4	2	2	91	JEFFERSON-PILOT	BAN	5.7
7.0	7.1	5.3	4.4	6.7	4	KFMB AC	760 5kw	3	8	10	5	3	6	72	MIDWEST TV	MOG	4.0
6.8	6.9	6.2	8.3	6.6	5	KJQY B/EZ	103.7 36kw	7	12	18	12	6	1	95	GROUP W	G/W	5.5
7.3	6.8	6.2	5.6	6.0	6	KSDO N/T	1130 10kw	8	28	15	13	9	4	88	GANNETT	DUR	3.2
6.1	6.3	6.3	5.2	5.7	7	KFMB-FM AC	100.7 30kw	2	4	4	3	4	6	58	MIDWEST TV	MOG	4.0
5.2	5.2	5.1	5.0	4.6	8	XTRA-FM NR	91.1 100kw	6	2	3	6	12	16	61	NOBLE	MMR	11.6
3.1	5.4	3.6	5.2	3.6	9	KYXY AC	96.5 41kw	11	16	9	9	7	5	67	PARKER	HNWH	2.8
1.6	2.6	3.2	3.8	3.5	10	KKYY AC	94.9 22kw	12	7	5	7	11	13	72	SANDUSKY	TOR	3.4
3.2	2.2	2.8	3.8	3.2	11	XHRM UC	92.5 100kw	13	3	6	11	15	18	71	MORROW	KATZ	5.5
3.4	4.7	2.9	3.2	3.1	12	KIFM UCR	98.1 28kw	10	29	8	8	8	10	55	KIFM LTD	CBS	3.6
3.6	4.1	3.0	3.5	3.0	13	KCBQ-A/F Gold	1170/105.3 50-5kw/29kw	11	15	11	10	10	9	47	ERIC CHANDLER	REP	3.1
1.9	2.7	2.8	3.4	2.6	14	KFSD Clas	94.1 100kw	16	17	21	16	16	7	73	LOTUS	HNWH	2.7
4.9	2.8	4.3	3.7	2.5	15	KPOP Nost	1360 5kw	17	31	33	21	19	11	70	BROWN	KATZ	2.8
2.0	1.5	1.6	1.8	1.9	16	KSWV NAC	102.9 32kw	15	13	13	15	14	14	53	GANNETT	DUR	1.2
1.6	2.3	2.0	2.0	1.8	17	KGMG-FM CR	102.1 9.5kw	19	19	12	14	13	17	68	PAR	BAN	1.5
1.6	1.7	1.4	1.6	1.6	18	KNX News	1070 50kw	18	22	25	29	27	15	48	CBS	CBS	1.0
0.6	0.0	0.7	0.3	1.3	19	XLTN Span	104.5 120kw	25	10	14	18	17	22	95	NOVENTA FM	KATZ	0.5
1.8	1.1	1.5	1.3	1.1	20	XHTZ CHR	90.3 100kw	14	11	16	17	18	21	28	XHITZ, INC.	--	1.5

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	19.5
1 KGB	1 KKLQ-FM	1 KGB	1 KKLQ-FM	1 KGB	1 KFMB-FM	AOR	13.4
2 XTRA-FM	2 KGB	2 KKLQ-FM	2 KFMB-FM	2 KFMB	2 KYXY	BBnd	2.5
3 KKLQ-FM	3 KFMB-FM	3 XTRA-FM	3 KGB	3 KSON-FM	3 KSON-FM	BM/Easy	6.6
4 KFMB-FM	4 KKYY	4 KFMB-FM	4 KYXY	4 KKLQ-FM	4 KFMB	CHR	9.9
5 KKYY	5 XTRA-FM	5 KFMB	5 KSON-FM	5 KFMB-FM	5 KGB	Clas	2.6
6 XHRM	6 KYXY	6 KIFM	6 KKYY	6 KSDO	6 KKLQ-FM	Ctry	7.0
7 KIFM	7 KSON-FM	7 KSON-FM	7 KFMB	7 KJQY	7 KJQY	Gold	4.8
8 KFMB	8 XHRM	8 KSDO	8 KCBQ-FM	8 KIFM	8 KKYY	NAC	1.9
9 KSON-FM	9 KCBQ-FM	9 XHRM	9 XTRA-FM	9 XTRA-FM	9 KCBQ-FM	N/T	10.7
10 KGMG-FM	10 KSWV	10 KKYY	10 KJQY	10 KGMG-FM	10 KIFM	Span	1.3
						UC	3.2

SAN FRANCISCO

POPULATION: 4,954,500

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12-40H	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.4	7.1	8.3	8.3	7.0	1	KGO N/T	810 50kw	1	37	11	5	1	1	76	CAP CITIES/ABC	BAN	7.6
5.7	5.8	5.6	5.0	5.6	2	KMEL CHR	106.1 69kw	3	1	1	2	8	22	68	CENTURY	CHR	8.2
4.5	3.3	4.2	3.8	4.9	3	KOIT-A/F AC	1260/96.5 5.1kw/33kw	5	14	4	1	1	5	68	BONNEVILLE INT.	TOR	3.7
5.4	4.7	5.0	4.6	4.6	4	KCBS N/T	740 50kw	4	11	20	13	10	4	57	CBS	CBS	3.9
6.2	5.6	4.7	5.0	4.5	5	KABL-A/F B/EZ	960/98.1 5kw/100kw	13	49	35	21	13	2	84	SHAMROCK BR.	CHR	3.0
3.5	4.4	3.7	3.2	4.1	6	KSFO/KYA Gold	560/93.3 5kw/50kw	2	12	12	4	3	3	52	KING	MMR	3.9
3.6	4.0	3.9	3.6	3.9	7	KIOI AC	101.3 125kw	7	7	3	3	5	12	65	FAIRMOUNT	DUR	3.8
2.8	3.4	3.4	3.7	3.5	8	KFRC Nostl	610 5kw	9	41	26	26	17	7	71	RKO GENERAL	REP	3.2
3.6	4.3	2.2	2.6	3.5	8	KNBR AC	680 50kw	6	13	17	15	11	6	54	SUSQUEHANNA	EAST	2.7
2.9	2.3	2.2	3.2	3.4	10	KSAN Ctry	94.9 30kw	11	17	8	7	4	8	73	MALRITE	KATZ	3.4
2.9	2.6	2.9	2.8	3.0	11	KRQR AOR	97.3 82kw	12	14	2	6	7	25	65	CBS	CBS	3.4
2.7	2.7	2.2	2.8	2.8	12	KXXX CHR	99.7 45kw	8	2	10	16	23	24	51	EMMIS	MOG	3.4
2.8	2.4	3.0	2.6	2.7	13	KITS NR	105.3 15kw	15	5	5	8	14	37	70	ENTERCOM	HNWH	2.7
3.7	3.3	2.8	2.7	2.7	13	KSOL UC	107.7 8.9kw	10	4	6	10	19	28	56	UNITED	MMR	4.6
1.7	2.4	2.8	2.3	2.3	15	KBLX NAC	102.9 6.6kw	18	27	14	13	9	9	66	INNER CITY	HNWH	2.7
2.4	2.0	2.9	2.8	2.3	15	KDFC-A/F Clas	1220/102.1 5kw/33kw	14	25	22	17	16	11	59	SUNDIAL	CMBS	1.1
2.4	2.2	2.7	3.0	2.3	15	KKSF NAC	103.7 7.8kw	17	29	13	9	6	13	60	BROWN	BAN	2.4
2.0	1.7	2.0	2.2	2.0	18	KBAY B/EZ	100.3 163kw	21	39	30	22	18	10	80	UNITED	MMR	1.3
1.7	2.1	1.8	2.0	2.0	18	KFOG AOR	104.5 7.9kw	16	23	9	12	12	20	53	SUSQUEHANNA	EAST	2.1
1.8	1.7	3.0	2.2	2.0	18	KKHI-A/F Clas	1550/95.7 10.5kw/6.9kw	19	31	37	33	27	14	68	BUCKLEY	HNWH	1.7
1.4	1.7	1.6	1.4	2.0	18	KOME AOR	98.5 12.5kw	20	22	7	11	15	34	74	INFINITY	TOR	2.3
1.4	1.6	1.1	1.3	1.4	22	KNEW Ctry	910 5kw	25	26	24	27	24	17	64	MALRITE	KATZ	1.5
0.8	1.1	1.0	1.1	1.3	23	KARA AC	105.7 50kw	27	20	21	18	20	16	62	EMPIRE	EAST	1.2
0.7	0.9	1.1	0.7	1.2	24	KEZR AC	106.5 50kw	28	21	16	19	22	31	66	ALTA	CHR	.8
1.5	1.4	1.2	1.7	1.2	24	KHQT CHR	97.7 1.65kw	22	3	19	30	38	39	53	ANAHEIM BR.	HNWH	2.5
1.0	1.2	1.2	1.3	1.2	24	KIQI Span	1010 10kw	34	37	27	25	21	15	111	ORO SPANISH	CAB	--
1.1	0.7	1.0	1.0	1.2	24	KWSS CHR	94.5 1.15kw	23	6	18	24	34	33	58	NATIONWIDE	MOG	1.3
0.9	1.3	0.8	0.8	1.1	28	KDIA UC	1310 5kw	30	24	31	34	31	19	70	MEDIACOM	--	.8
1.2	1.6	1.6	1.4	1.1	29	KSJO AOR	92.3 50kw	22	10	15	23	35	44	50	NARRAGANSETT	KATZ	1.5
0.5	0.7	0.5	0.6	1.0	30	KEEN Ctry	1370 5kw	39	42	40	38	28	21	105	UNITED BR. CO.	MMR	.7
0.9	1.1	0.9	1.0	1.0	30	KOFY Gold	98.9 6.5kw	26	19	33	29	27	32	48	PACIFIC FM	K/P	.4

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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 KKRZ	1 KGON	1 KKCW	1 KINK	1 KKCW	AC 18.1
2 KKRZ	2 KKCW	2 KINK	2 KKRZ	2 KGON	2 KINK	AOR 7.3
3 KINK	3 KINK	3 KKCW	3 KKCW	3 KKCW	3 KEX	BM/Easy 4.9
4 KMJK	4 KXYQ	4 KKRZ	4 KXYQ	4 KEX	4 KUPL-FM	CHR 15.1
5 KKCW	5 KWJJ-FM	5 KMJK	5 KUPL-FM	5 KMJK	5 KKRZ	Clas 1.0
6 KXYQ	6 KEX	6 KEX	6 KEX	6 KKSJ-FM	6 KKSJ-FM	Ctry 11.4
7 KUPL-FM	7 KUPL-FM	7 KUPL-FM	7 KKSJ-FM	7 KUPL-FM	7 KXYQ	Gold 10.2
8 KKSJ-FM	8 KGON	8 KKSJ-FM	8 KWJJ-FM	8 KXL	8 KXL-FM	NAC 8.5
9 KEX	9 KMJK	9 KXYQ	9 KXL-FM	9 KGW	9 KXL	N/T 7.3
10 KZRC	10 KKSJ-FM	10 KXL	10 KMJK	10 KKRZ	10 KWJJ-FM	Rel/CC 1.8

Continued from Page 184

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KRQR	1 KMEL	1 KRQR	1 KOIT-FM	1 KGO	1 KOIT-FM	AC 14.8
2 KMEL	2 KIOI	2 KMEL	2 KIOI	2 KRQR	2 KIOI	AOR 10.8
3 KITS	3 KOIT-FM	3 KGO	3 KMEL	3 KSAN	3 KGO	BBnd 3.5
4 KOME	4 KSOL	4 KITS	4 KSOL	4 KKSF	4 KSAN	BM/Easy 6.5
5 KIOI	5 KSAN	5 KSAN	5 KGO	5 KCBS	5 KMEL	CHR 10.8
6 KSAN	6 KXXX	6 KOME	6 KSAN	6 KOIT-FM	6 KKSF	Clas 4.3
7 KFOG	7 KITS	7 KIOI	7 KBLX	7 KFOG	7 KBLX	Ctry 5.8
8 KGO	8 KRQR	8 KFOG	8 KKSF	8 KBLX	8 KNBR	Gold 5.1
9 KSJO	9 KFOG	9 KKSF	9 KXXX	9 KIOI	9 KCBS	NAC 4.6
10 KSOL	10 KOME	10 KOIT-FM	10 KITS	10 KNBR	10 KABL-FM	N/T 11.6
						Span 1.2
						UC 3.8

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IDB COMMUNICATIONS
GROUP, INC.

POPULATION: 1,198,600

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-84 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.7	6.8	8.0	8.0	8.2	1	KGO N/T	810 50kw	1	23	6	3	1	1	89	CAP CITIES/ABC	BAN	6.7
6.8	4.5	6.2	6.9	6.6	2	KBAY B/EZ	100.3 163kw	2	30	13	6	3	2	87	UNITED	MMR	4.8
3.0	3.8	3.5	3.7	5.2	3	KARA AC	105.7 50kw	4	12	4	2	2	3	72	EMPIRE	EAST	4.7
3.8	4.1	4.3	4.2	5.0	4	KOME AOR	98.5 12.5kw	5	11	1	1	4	18	70	INFINITY	TOR	6.7
2.7	3.4	3.6	2.8	4.4	5	KEZR AC	106.5 50kw	11	8	3	4	5	11	72	ALTA	CHR	2.7
4.9	2.7	3.6	3.8	4.4	5	KWSS CHR	94.5 1.15kw	6	2	5	7	11	12	61	NATIONWIDE	MCG	4.2
6.0	5.6	4.4	6.3	4.1	7	KHQT CHR	97.7 1.65kw	3	1	7	10	19	23	54	ANAHEIM BR.	HNWH	9.1
3.1	5.3	4.7	3.5	3.9	8	KSJO AOR	92.9 50kw	8	5	2	5	14	25	59	NARRAGANSETT	KATZ	4.3
3.6	2.2	2.0	3.1	3.7	9	KSAN Ctry	94.9 30kw	12	7	8	8	6	8	70	MALRITE	KATZ	4.0
4.6	4.6	6.3	4.6	3.6	10	KCBS N/T	740 50kw	9	19	24	19	14	5	57	CBS	CBS	3.1
2.9	4.2	1.9	1.9	3.5	11	KNBR AC	680 50kw	10	31	21	16	12	6	56	SUSQUEHANNA	EAST	2.8
1.7	2.7	1.7	2.4	3.4	12	KEEN Ctry	1370 5kw	21	27	20	15	8	4	117	UNITED BR. CO.	MMR	2.5
3.2	3.0	2.7	2.5	3.1	13	KOIT-A/F AC	1260/96.5 5-1kw/33kw	10	16	14	9	7	7	47	BONNEVILLE INT.	TOR	2.8
3.6	2.8	2.6	2.3	2.8	14	KMEL CHR	106.1 69kw	13	3	9	13	23	35	55	CENTURY	CHR	3.3
2.0	2.8	2.1	3.2	2.5	15	KSFO/KYA Gold	560/93.3 5kw/50kw	7	13	23	12	10	9	42	KING	MMR	2.7
2.5	3.5	4.4	3.1	2.3	16	KIOI AC	101.3 125kw	14	15	11	11	9	16	51	FAIRMOUNT	DUR	2.9
1.4	1.7	2.5	1.7	2.3	16	KLIV BBnd	1590 5kw	20	20	39	34	32	10	75	EMPIRE	EAST	1.0
2.5	2.6	3.1	2.7	1.9	18	KITS NR	105.3 15kw	17	6	10	14	20	31	52	ENTERCOM	HNWH	3.0
2.0	1.9	1.4	1.8	1.8	19	KBLX NAC	102.9 6.6kw	27	17	16	17	12	14	76	INNER CITY	HNWH	1.8
1.8	1.4	1.3	1.9	1.7	20	KABL-A/F B/EZ	960/98.1 5kw/100kw	28	28	33	32	28	13	70	SHAMROCK BR.	CHR	.8
2.5	2.2	1.2	1.7	1.6	21	KXXX CHR	99.7 45kw	15	4	19	24	29	30	34	EMMIS	MCG	1.7
0.9	1.5	1.2	1.4	1.5	22	KFRC Nost	610 5kw	22	25	32	31	33	18	51	RKO GENERAL	REP	.6
2.0	1.9	2.0	1.5	1.4	23	KDFC-A/F Clas	1220/102.1 5kw/33kw	24	22	28	26	18	15	48	SUNDIAL	CMBS	.5
2.2	2.3	1.3	2.2	1.3	24	KATD CHR	95.3 .375kw	18	9	18	22	30	27	35	ETHNIC	DUR	1.3
1.3	1.1	1.8	1.1	1.3	24	KFOG AOR	104.5 7.9kw	19	21	12	18	16	26	40	SUSQUEHANNA	EAST	1.3
0.8	1.2	1.1	0.6	1.3	24	KKHI-A/F Clas	1550/95.7 10.5kw/6.9kw	29	24	34	28	22	17	58	BUCKLEY	HNWH	.5
2.3	1.3	2.5	2.0	1.1	27	KKSF NAC	103.7 7.8kw	25	29	25	21	17	20	44	BROWN	BAN	1.0
1.1	1.0	1.2	1.1	1.1	27	KLOK Span	1170 50-5kw	31	35	27	27	21	21	68	DAVIS-WEAVER	KT-H	.8
0.8	0.6	0.5	0.7	1.1	27	KRQR AOR	97.3 82kw	23	37	15	20	25	28	39	CBS	CBS	.9
1.4	2.1	2.3	1.5	1.0	30	KBRG Span	104.9 3kw	33	18	17	23	27	29	85	RADIO AMERICA	KT-H	2.0

Continued on Page 190

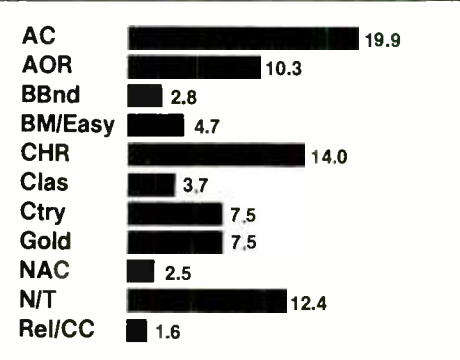
POPULATION: 2,131,400

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK	1-2 AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	1-2 BIRCH SHARE
10.4	10.6	11.0	10.0	9.6	1	1	KIRO N/T	710 100kw	1	7	8	5	1	1	68	BONNEVILLE INT.	TOR	8.8
7.7	6.3	5.8	8.6	7.0	2	2	KPLZ CHR	101.5 100kw	3	1	3	4	15	19	68	GOLDEN WEST	DUR	8.8
7.9	9.1	8.1	6.9	7.0	2	2	KUBE CHR	93.3 100kw	2	2	1	1	2	12	64	COOK INLET	MMR	10.7
4.7	4.7	5.5	5.5	6.0	4	4	KOMO AC	1000 50kw	4	4	17	12	4	2	68	FISHER	KATZ	4.4
5.4	6.0	5.5	3.1	5.0	5	5	KMPS-A/F Ctry	1300/94.1 5kw/98kw	6	23	6	7	6	4	89	EZ	MCG	6.6
3.8	4.2	4.2	4.6	4.7	6	6	KBRD B/EZ	103.7 100kw	9	27	18	15	11	3	88	ENTERCOM	REP	3.3
4.8	5.7	4.1	4.2	4.7	6	6	KISW AOR	99.9 100kw	5	3	2	2	8	25	73	NATIONWIDE	MCG	5.1
4.3	3.7	4.3	3.8	4.1	8	8	KXRX AOR	96.5 81kw	8	11	4	3	5	20	75	SHAMROCK BR.	KATZ	5.0
2.4	3.9	3.6	3.6	3.7	9	9	KING-FM Clas	98.1 100kw	11	21	20	14	13	5	75	KING	MMR	3.6
2.7	2.1	2.2	3.1	3.7	9	9	KLSY-A/F AC	1540/92.5 5-1kw/100kw	7	5	5	6	7	15	65	SANDUSKY	BAN	4.7
3.3	3.9	3.3	3.7	3.6	11	11	KBSG Gold	97.3 18.5kw	10	6	10	8	3	6	70	VIACOM	TOR	2.3
1.8	1.9	2.7	2.6	3.3	12	12	KLTX AC	95.7 100kw	15	9	11	13	10	7	81	ACKERLY	HNWH	1.0
1.8	2.2	3.0	2.7	2.8	13	13	KING N/T	1090 50kw	13	14	22	22	20	11	60	KING	MMR	2.8
4.1	4.6	4.2	3.1	2.8	14	14	KIXI BBnd	880 50-10kw	16	15	29	24	23	10	76	NOBLE	REP	2.7
3.3	3.3	2.6	2.8	2.7	15	15	KMGI AC	107.7 100kw	19	10	9	9	12	14	82	NOBLE	REP	2.0
1.5	2.7	2.7	2.2	2.5	16	16	KNUA NAC	106.9 100kw	21	16	15	10	9	8	89	GANNETT	DUR	3.2
2.2	2.8	2.4	2.3	2.5	17	17	KRPM-FM Ctry	106.1 100kw	20	29	16	17	14	9	77	HERITAGE MEDIA	CHR	3.2
2.8	2.5	2.4	2.2	2.3	18	18	KZOK CR	102.5 100kw	11	19	7	11	16	23	47	ADAMS	EAST	2.5
3.3	3.4	3.1	2.9	2.2	19	19	KSEA AC	100.7 100kw	17	31	12	18	18	17	66	BONNEVILLE INT.	TOR	1.4
2.1	1.4	1.6	1.7	2.0	20	20	KJR AC	950 5kw	14	12	14	16	17	16	46	SRO	HNWH	1.8
2.3	1.1	1.6	2.1	1.6	21	21	KCMS CC	105.3 115kw	22	8	13	21	21	22	60	CHRISTA	RSS	1.8
2.6	1.9	2.0	2.0	1.6	21	21	KVI Gold	750 5kw	18	24	23	20	19	13	46	GOLDEN WEST	DUR	1.5
1.9	1.2	1.4	2.0	1.5	23	23	KEZX-A/F AOR	1150/98.9 5kw/100kw	23	30	19	19	22	18	60	PARK	REP	1.4

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 KUBE
2 KXRX	2 KPLZ	2 KXRX	2 KLSY-FM	2 KXRX	2 KLSY-FM
3 KPLZ	3 KLSY-FM	3 KIRO	3 KPLZ	3 KISW	3 KOMO
4 KUBE	4 KMGI	4 KPLZ	4 KMGI	4 KBSG	4 KLTX
5 KIRO	5 KMPS-FM	5 KUBE	5 KLTX	5 KOMO	5 KIRO
6 KZOK	6 KISW	6 KBSG	6 KMPS-FM	6 KMPS-FM	6 KBSG
7 KBSG	7 KXRX	7 KZOK	7 KOMO	7 KNUA	7 KMGI
8 KLSY-FM	8 KLTX	8 KNUA	8 KBSG	8 KUBE	8 KMPS-FM
9 KJR	9 KCMS	9 KMPS-FM	9 KBRD	9 KJR	9 KBRD
10 KMPS-FM	10 KZOK	10 KJR	10 KIRO	10 KZOK	10 KNUA



TAMPA-ST. PETERSBURG-CLEARWATER

POPULATION: 1,756,400

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ADH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM 12+ BIRCH SHARE	
16.7	16.1	14.5	15.5	15.1	1	WRBQ-A/F CHR	1380/104.7 5kw/100kw	1	1	1	1	1	2	94	EDENS	CHR	19.1
7.9	6.5	7.6	6.1	7.8	2	WQYK-A/F Ctry	1010/99.5 50kw/100kw	3	8	9	5	2	1	108	INFINITY	KATZ	11.3
9.6	5.9	9.4	6.3	7.5	3	WWRM AC	107.3 100kw	2	6	8	6	6	4	74	COX	DUR	8.8
7.0	7.4	6.9	7.5	6.8	4	WYNF AOR	94.9 100kw	6	2	2	2	4	13	99	CBS	CBS	7.6
3.0	5.8	6.4	6.8	6.7	5	WDUV B/EZ	103.3 100kw	7	24	16	13	12	5	119	SUNSHINE STATE	CHR	2.7
6.0	5.7	4.8	5.6	5.9	6	WUSA AC	100.7 100kw	4	12	6	4	3	3	82	GANNETT	MOG	5.9
4.0	5.9	4.1	4.3	5.7	7	WNLT AC	95.7 100kw	5	3	3	3	5	9	81	METROPLEX	NMR	5.1
5.9	4.7	4.7	6.3	4.2	8	WFLA N/T	970 5kw	8	20	11	10	9	6	86	JACOR	EAST	5.4
2.1	3.7	2.7	3.0	3.9	9	WDAE BBnd	1250 5kw	14	16	26	23	18	7	136	GANNETT	MOG	0.9
4.6	2.9	4.3	2.7	3.5	10	WFLZ AC	93.3 99kw	9	11	7	7	7	8	74	JACOR	EAST	4.0
4.0	3.8	3.7	3.1	3.2	11	WKRL CR	97.9 100kw	10	5	4	8	10	20	71	SANDUSKY	BAN	3.8
2.0	1.6	1.4	3.1	3.0	12	WHVE NAC	102.5 100kw	12	10	5	9	8	10	81	SUSQUEHANNA	HNWH	2.8
2.7	2.8	2.7	4.4	2.7	13	WGUL-A/F BBnd	860/105.5 2-1.6kw/3kw	11	22	22	18	17	11	95	CARL MARCOCCI	--	2.2
3.7	2.4	2.7	1.9	2.6	14	WSUN Ctry	620 10kw	13	18	15	14	15	14	80	CBS	CBS	1.3
1.7	1.0	1.6	2.3	1.7	15	WXCR Clas	92.5 50kw	17	23	19	19	14	12	85	ENTERCOM	CMBS	1.3
2.3	2.3	2.1	2.4	1.6	16	WTMP UC	1150 5-2.5kw	15	4	10	11	11	16	72	WESTERVILLE	HNWH	3.4
1.4	1.1	1.0	1.2	1.2	17	WRXB UC	1590 5-1kw	19	9	12	12	13	15	91	ROLLINS	RA/L	0.6
0.4	1.0	1.2	0.8	1.2	18	WLUV-FM Nost	106.3 3kw	18	14	24	24	23	17	84	PASCO PINELLA	--	0.2
1.1	1.8	0.9	0.9	1.1	19	WTKN N/T	570 5-10kw	16	19	20	20	21	18	54	SUSQUEHANNA	HNWH	0.8

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	22.6
1 WYNF	1 WRBQ-FM	1 WYNF	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	AOR	6.8
2 WRBQ-FM	2 WNLT	2 WRBQ-FM	2 WNLT	2 WYNF	2 WUSA	BBnd	7.8
3 WKRL	3 WYNF	3 WQYK-FM	3 WUSA	3 WQYK-FM	3 WWRM	BM/Easy	6.7
4 WNLT	4 WUSA	4 WNLT	4 WWRM	4 WUSA	4 WQYK-FM	CHR	15.1
5 WHVE	5 WWRM	5 WKRL	5 WYNF	5 WNLT	5 WNLT	Clas	1.7
6 WFLZ	6 WKRL	6 WFLZ	6 WQYK-FM	6 WHVE	6 WFLZ	Ctry	10.4
7 WQYK-FM	7 WFLZ	7 WHVE	7 WFLZ	7 WFLZ	7 WYNF	Gold	3.2
8 WUSA	8 WHVE	8 WUSA	8 WHVE	8 WKRL	8 WHVE	NAC	3.0
9 WFLA	9 WQYK-FM	9 WFLA	9 WKRL	9 WFLA	9 WRXB	N/T	5.3
10 WWRM	10 WTMP	10 WWRM	10 WRXB	10 WWRM	10 WTMP	UC	2.8

WASHINGTON, DC

POPULATION: 3,077,200

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
5.6	5.0	6.0	5.7	6.4	1	WPGC CHR	95.5 50kw	6	2	1	1	3	13	89	COOK INLET	BAN	8.2
6.6	6.0	6.8	7.5	6.0	2	WGAY B/EZ	99.5 21kw	5	15	20	14	7	1	82	GREATER MEDIA	MMR	4.1
7.3	7.6	7.1	6.1	6.0	2	WMZQ-A/F Ctry	1390/98.7 5kw/50kw	7	14	8	3	1	3	85	VIACOM	CHR	2.8
5.3	4.7	5.7	6.1	5.3	4	WMAL AC	630 5kw	8	26	23	19	15	2	79	CAP CITIES/ABC	KATZ	4.6
6.4	5.5	6.2	5.3	5.0	5	WKYS UC	93.9 50kw	12	10	2	2	2	8	87	ALBIMAR	EAST	7.8
4.8	5.2	4.5	5.2	4.7	6	WAVA CHR	105.1 50kw	1	3	4	5	13	14	54	EMMIS	HNWH	6.3
3.8	4.4	4.5	4.5	4.2	7	WRQX CHR	107.3 36kw	3	1	6	10	17	16	56	CAP CITIES/ABC	KATZ	5.0
3.8	4.1	3.7	3.5	4.1	8	WTOP News	1500 50kw	2	17	16	13	10	5	49	OUTLET	HNWH	3.1
3.0	2.4	3.2	4.5	4.0	9	WASH AC	97.1 26kw	11	21	10	7	4	4	67	OUTLET	HNWH	3.1
3.9	4.6	3.7	4.4	3.8	10	WCXR CR	105.9 28kw	9	5	5	6	8	17	57	LEGACY	MOG	5.5
5.1	5.7	4.2	4.1	3.8	10	WWDC-FM AOR	101.1 22.5kw	4	6	3	4	12	19	50	CAPITOL	CHR	4.5
5.3	5.2	4.9	4.8	3.7	12	WHUR UC	96.3 24kw	10	8	12	8	6	6	61	HOWARD UNIV.	DUR	5.2
3.1	3.0	3.5	3.5	3.3	13	WLTT AC	94.7 22.5kw	13	23	7	9	5	10	59	CBS	CBS	3.2
3.2	3.2	3.4	3.0	3.0	14	WXTR Gold	104.1 50kw	14	9	14	12	9	9	58	REAGAN HENRY	MOG	3.3
3.1	2.4	2.3	2.9	2.9	15	WGMS-A/F Clas	570/103.5 5.1kw/46kw	15	25	18	16	14	7	64	CLASSICAL ACQ.	REP	2.8
1.2	0.7	0.0	0.8	2.9	15	WMMJ AC	102.3 1.35kw	20	33	13	11	11	11	125	ALMIC	K/P	1.3
2.4	3.8	2.3	2.1	2.5	17	WWRC Talk	980 5kw	17	29	25	21	20	12	71	GREATER MEDIA	MMR	1.8
3.4	2.5	2.4	2.5	2.3	18	WDJY UC	100.3 40kw	16	4	11	17	21	25	57	UNITED	MOG	2.7
1.6	1.4	1.6	1.8	2.2	19	WHFS AOR	99.1 47kw	19	13	9	15	16	21	78	DUCHOSSOIS	REP	2.0
2.2	2.4	1.6	1.9	2.0	20	WOL UC	1450 1kw	21	16	17	20	18	15	134	ALMIC	K/P	1.5
1.5	2.4	1.3	0.9	1.4	21	WJFK CR	106.7 22.5kw	18	11	15	18	19	24	45	INFINITY	TOR	1.5
0.9	1.0	1.2	1.5	1.3	22	WYCB Rel	1340 1kw	23	22	24	22	22	18	96	HOWARD SANDERS	--	1.3
0.9	0.9	0.9	1.1	1.0	23	WWDC Nost	1260 5kw	22	32	31	33	29	19	70	CAPITOL	CHR	.3

Continued on Page 190

WCXR-FM

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Continued from Page 186

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KOME	1 KEZR	1 KOME	1 KEZR	1 KGO	1 KBAY	AC 22.4
2 KSJO	2 KOME	2 KGO	2 KBAY	2 KARA	2 KARA	AOR 9.3
3 KARA	3 KWSS	3 KSJO	3 KARA	3 KOME	3 KGO	BBnd 3.8
4 KGO	4 KARA	4 KARA	4 KWSS	4 KSAN	4 KEZR	BM/Easy 8.3
5 KEZR	5 KSAN	5 KEZR	5 KOIT-FM	5 KEZR	5 KOIT-FM	CHR 14.2
6 KWSS	6 KMEL	6 KSAN	6 KOME	6 KSJO	6 KWSS	Clas 2.7
7 KHQT	7 KHQT	7 KWSS	7 KGO	7 KBAY	7 KSAN	Ctry 7.1
8 KSAN	8 KITS	8 KBAY	8 KSAN	8 KEEN	8 KOME	Gold 2.5
9 KMEL	9 KBAY	9 KHQT	9 KHQT	9 KNBR	9 KIOI	NAC 2.9
10 KIOI	10 KIOI	10 KNBR	10 KIOI	10 KCBS	10 KEEN	N/T 11.8
						Span 2.1

Continued from Page 189

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WWDC-FM	1 WPGC	1 WWDC-FM	1 WKYS	1 WMZQ-FM	1 WKYS	AC 15.5
2 WPGC	2 WKYS	2 WPGC	2 WPGC	2 WPGC	2 WMZQ-FM	AOR 6.0
3 WCXR	3 WAVA	3 WCXR	3 WMZQ-FM	3 WWDC-FM	3 WGAY	BBnd 1.0
4 WAVA	4 WRQX	4 WMZQ-FM	4 WASH	4 WHUR	4 WPGC	BM/Easy 6.0
5 WHFS	5 WLTT	5 WHUR	5 WAVA	5 WKYS	5 WASH	CHR 15.3
6 WKYS	6 WCXR	6 WKYS	6 WRQX	6 WCXR	6 WLTT	Clas 2.9
7 WRQX	7 WASH	7 WAVA	7 WLTT	7 WLTT	7 WHUR	Ctry 6.0
8 WLTT	8 WDJY	8 WHFS	8 WGAY	8 WASH	8 WMMJ	Gold 8.2
9 WHUR	9 WMZQ-FM	9 WLTT	9 WCXR	9 WXTR	9 WMAL	N/T 6.6
10 WJFK	10 WMMJ	10 WASH	10 WHUR	10 WTOP	10 WAVA	Rel/CC 1.3
						UC 13.0

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#65

AKRON

POPULATION: 536,600

SPRING '88	FALL '88	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER							AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
						CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK				
11.3	8.4	9.1	1	WKDD CHR	96.5 50kw	1	2	2	1	1	10	82	BARNSTABLE	KATZ	9.9
6.8	6.6	7.3	2	WONE-FM AOR	97.5 12kw	5	6	1	2	3	13	103	SUMMITT	MOG	6.7
4.7	4.2	6.1	3	WLTF AC	106.5 11kw	7	8	4	4	2	4	88	BOOTH AMERICAN	CHR	5.3
8.6	8.7	5.8	4	WMMS CHR	100.7 34kw	3	3	3	3	5	12	64	MALRITE	KATZ	8.5
7.5	6.7	5.6	5	WAKR AC	1590 5kw	2	22	19	15	12	2	60	SUMMITT	MOG	6.0
1.9	2.9	5.6	5	WPHR CHR	107.9 70kw	4	1	5	8	16	22	70	A ROMAN	REP	6.2
6.7	6.9	5.3	7	WNIR Talk	100.1 3kw	9	28	11	10	8	5	90	MEDIA-COM	K/P	6.1
6.5	4.6	4.6	8	WMJI AC	105.7 27kw	6	5	10	5	4	1	66	JACOR	EAST	4.7
4.4	3.8	4.5	9	WDOK AC	102.1 12kw	10	24	9	6	6	3	78	INDEPENDENT GR	REP	2.8
1.2	3.6	4.1	10	WHBC-FM B/EZ	94.1 45kw	15	12	18	16	14	7	122	BEAVER KETTLE	CHR	2.2

#54

ALBANY-SCHENECTADY-TROY

POPULATION: 721,000

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER							AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
								CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK				
14.2	10.4	12.9	12.0	12.1	1	WROW-A/F B/EZ	590/95.5 5-1kw/12kw	1	19	12	11	6	2	114	RADIO TERRACE	CHR	8.1
12.4	11.7	10.6	8.9	10.2	2	WPYX AOR	106.5 15.5kw	3	3	1	1	1	9	85	CAP-TOWN	MOG	13.3
5.3	5.8	8.4	10.8	10.1	3	WGNA-A/F City	1460/107.7 5kw/12kw	6	6	4	2	2	1	115	TEAM ONE RADIO	REP	9.6
10.0	10.6	8.9	9.3	9.7	4	WGY AC	810 50kw	2	9	9	7	4	3	80	EMPIRE RADIO	EAST	6.9
9.4	7.4	7.6	8.6	7.1	5	WFLY CHR	92.3 17kw	4	1	3	4	5	8	66	ALBANY BR.	TOR	13.4
4.9	5.9	6.6	6.1	6.0	6	WKLI AC	100.9 3kw	7	8	2	3	3	4	75	PREMIERE BR.	DUR	5.6
4.4	4.9	5.0	4.0	4.8	7	WGY-FM CHR	99.5 14.5kw	5	2	6	6	8	3	50	EMPIRE RADIO	EAST	5.9
4.6	4.2	4.8	5.3	4.3	8	WQBK-FM CR	103.9 3kw	8	5	5	5	9	13	65	WQBK, INC.	HNWH	5.6
6.2	5.3	4.6	4.8	4.0	9	WQBK Talk	1300 5kw	10	15	16	13	12	5	97	WQBK, INC.	HNWH	4.9
5.5	5.5	3.7	3.6	3.5	10	WTRY Gold	980 5kw	9	22	8	8	7	6	68	CAP-TOWN	MOG	2.8

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#79

ALBUQUERQUE

POPULATION: 444,800

SPRING '88	FALL '88	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	RANK						AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
						CUME	12-17	18-34	18-49	25-54	35-64				
10.9	9.4	13.3	1	KRST Ctry	92.3 22kw	2	6	1	1	1	2	114	COMMONWEALTH	KATZ	10.7
11.3	10.4	10.5	2	KKOB AC	770 50kw	3	9	11	4	2	1	92	FAIRMOUNT	MOG	6.8
8.2	7.2	7.7	3	KZSS/KZRR AOR	610/94.1 5kw/22kw	4	4	3	3	4	9	75	ANCHOR MEDIA	REP	9.6
11.0	12.0	7.5	4	KKOB-FM AC	93.3 21.5kw	1	7	2	2	3	4	62	FAIRMOUNT	MOG	10.5
3.2	2.9	5.8	5	KNMQ CHR	105.9 100kw	6	1	7	9	11	13	82	MESA GRANDE	CHR	5.8
5.5	7.5	5.5	6	KKJY B/EZ	100.3 22.5kw	9	21	9	10	7	3	91	MBC	TOR	3.4
6.9	7.1	5.1	7	KKSS CHR	97.3 100kw	5	2	5	7	12	14	68	SUNGROUP	EAST	9.4
0.5	1.0	4.5	8	KZKL Gold	101.7 3kw	10	20	6	5	5	5	77	AM/FM COMMUN.	CHR	3.3
3.5	3.0	3.9	9	KMGA Nost	99.5 22.5kw	11	13	8	6	6	7	90	PENN	BAN	0.8
6.6	5.8	3.7	10	KAMX/KFMZ AOR	1520/107.9 1kw/22.5kw	8	5	4	8	15	19	57	COASTAL COMM.	HNWH	3.6

#61

ALLENTOWN-BETHLEHEM

POPULATION: 567,100

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	RANK						AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
								CUME	12-17	18-34	18-49	25-54	35-64				
11.8	7.9	10.9	11.0	13.5	1	WLEV AC	96.1 50kw	1	4	3	1	1	1	63	TMZ	MOG	8.2
12.6	13.4	16.0	14.6	12.8	2	WFMZ B/EZ	100.7 50kw	5	15	6	5	4	1	130	MARANATHA	TOR	9.3
10.7	10.7	11.1	12.2	11.1	3	WZZO AOR	95.1 12kw	4	3	1	2	2	5	99	HOLT CORP.	BAN	14.7
9.1	14.0	9.8	10.8	10.9	4	WAEB-FM CHR	104.1 50kw	2	1	2	3	3	4	83	CRB	KATZ	13.0
8.7	7.2	5.2	5.9	6.7	5	WQQQ CHR	99.9 50kw	3	2	4	4	5	6	57	WILKS/SCHWARTZ	EAST	8.3
5.2	5.6	6.3	4.6	5.5	6	WAEB AC	790 1kw	6	8	9	6	6	3	80	CRB	KATZ	4.6
3.2	3.6	3.6	2.9	4.2	7	WEST BBnd	1400 1kw	7	9	24	25	17	10	105	TMZ	MOG	3.8
4.5	3.1	3.4	3.4	3.0	8	WXKW Ctry	1470 5kw	9	11	13	10	10	8	82	HGF	REP	3.4
2.3	1.0	1.1	1.4	2.8	9	WXTU Ctry	92.5 15.5kw	11	25	7	8	7	7	83	BEASLEY	REP	1.7
0.7	1.8	0.8	1.2	2.2	10	WEAZ-FM AC	101.1 14kw	15	10	8	11	11	13	127	WEAZ, INC.	MOG	2.1

#58

AUSTIN

POPULATION: 630,500

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ADJ RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.9	12.6	14.9	13.4	13.4	1	KASE Ctry	100.7 100kw	2	3	1	1	1	1	104	KVET BR.	KATZ	13.7
10.6	8.0	9.1	9.4	11.0	2	KBTS CHR	93.3 93kw	1	1	2	3	5	10	76	GENESIS	CHR	12.8
10.2	10.1	9.9	9.6	8.7	3	KLBJ-FM AOR	93.7 97kw	3	5	3	2	2	8	70	LBJ CO.	EAST	11.7
10.0	9.5	8.9	9.4	7.2	4	KKMJ AC	95.5 100kw	5	4	8	4	3	2	77	KEYMARKET	CBS	5.8
7.2	9.5	5.4	6.3	7.0	5	KHFI CHR	98.3 1.3kw	4	2	4	6	9	13	62	ENCORE	REP	9.4
3.2	4.2	6.8	6.4	5.5	6	KEYI AC	103.5 90kw	6	15	6	5	4	3	75	DEGREE COMM.	REP	4.0
3.6	4.1	3.5	2.4	4.5	7	KPEZ AOR	102.3 3kw	8	7	5	7	7	15	61	CLEAR CHANNEL	CHR	5.0
4.0	4.3	4.5	3.2	4.4	8	KQFX CR	96.7 28.5kw	9	8	7	8	6	4	71	CAPITOL BR.	BAN	3.8
5.1	5.3	5.3	4.5	4.3	9	KLBJ N/T	590 5-1kw	7	18	10	11	10	5	59	LBJ CO.	EAST	4.2
0.0	0.0	0.0	0.0	2.4	10	KGSR NAC	107.1 3kw	12	10	9	9	11	12	65	BETA BR.	MCG	--

#99

BAKERSFIELD

POPULATION: 352,500

SPRING '88	FALL '88	SPRING '89	METRO RANK 12+ADJ RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.4	18.0	18.4	1	KUZZ-A/F Ctry	550/107.9 5kw/5.8kw	1	5	1	1	1	1	105	BUCK OWENS	KATZ	24.4
6.7	11.9	13.2	2	KKXX CHR	105.3 35kw	2	1	2	2	2	5	91	SALEM	BAN	11.6
5.2	8.0	8.9	3	KKBB AOR	97.7 3kw	4	4	3	3	3	6	121	CLAYTON	REP	7.3
3.4	4.0	7.2	4	KWAC Span	1490 1kw	9	6	5	5	7	4	153	KMAP, INC.	LOTU	3.7
6.8	8.0	6.8	5	KGFM B/EZ	101.5 4.8kw	5	10	10	7	6	2	106	KERN	MCG	2.1
4.6	5.0	6.2	6	KERN N/T	1410 1kw	6	20	8	8	5	3	100	BRANDON	CHR	4.1
9.6	6.2	4.8	7	KQXR CHR	94.1 4.5kw	3	2	6	6	9	11	52	EAGLE	CHR	7.5
3.3	4.5	4.8	7	KLLY AC	95.3 2.2kw	7	19	4	4	4	8	81	BUCKLEY	HNWH	2.3
5.0	5.0	3.5	9	KGEO Gold	1230 1kw	8	11	9	9	8	7	63	KERN	MCG	2.7
2.0	2.4	2.7	10	KAFY Span	970 1kw	10	5	7	10	11	9	81	McGAVREN-BARRO	CAB	1.2

#78

BATON ROUGE

POPULATION: 445,500

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
18.3	14.6	13.8	12.7	14.8	1	WYNK-A/F Ctry	1380/101.5 5kw/100kw	1	5	3	3	1	1	110	NARAGANSETT	KATZ	11.9
11.5	14.0	13.1	11.3	13.5	2	KQXL UC	106.5 50kw	3	3	1	1	2	4	113	CITY WIDE	BAN	15.3
9.5	9.4	11.2	10.5	12.3	3	WFMF CHR	102.5 85kw	2	1	1	2	3	8	91	GUARANTY	HNWH	12.4
9.1	12.8	10.1	7.8	8.2	4	WXOK UC	1460 5-1kw	5	4	6	6	7	5	87	WINNFIELD LIFE	TOR	7.2
9.1	9.1	8.9	7.4	6.9	5	WGGZ CHR	98.1 95kw	4	1	4	4	8	12	60	GUARANTY	KATZ	10.5
5.7	7.4	6.7	7.0	6.7	6	WKJN-FM Ctry	103.3 100kw	6	6	7	7	5	2	82	SOUTHERN	CHR	6.3
3.7	3.0	3.8	4.8	4.7	7	WJBO N/T	1150 5kw	8	9	11	12	11	7	75	BATON ROUGE	HNWH	3.6
4.7	6.2	2.7	7.3	4.4	8	WTGE AOR	100.7 95kw	7	13	5	5	6	9	64	VETTER	REP	5.4
0.0	0.0	1.8	4.3	4.2	9	KHOM Gold	104.1 100kw	9	16	12	8	4	3	79	KHOM ASSOC.	TOR	5.0
0.0	0.2	0.0	2.1	4.2	9	WNDC Rel	910 1kw	11	10	9	11	9	6	117	CHURCH 1 MINI.	--	2.7

#51

BIRMINGHAM

POPULATION: 767,600

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.8	14.5	14.7	17.5	18.8	1	WZZK-A/F Ctry	610/104.7 5-1kw/99kw	1	4	2	1	1	1	110	NEWCITY	KATZ	16.2
10.9	10.0	9.4	10.5	11.0	2	WENN UC	107.7 100kw	3	2	4	4	3	4	93	BOOKER T. WAS.	HNWH	11.1
13.8	11.2	12.5	8.3	10.4	3	WMJJ AC	96.5 100kw	4	7	3	2	2	2	96	CAPITOL BR.	BAN	7.5
3.8	4.2	4.2	10.4	8.2	4	WZRR CR	99.5 100kw	6	5	1	3	4	9	104	DICK	REP	13.9
9.8	11.7	9.0	8.4	7.3	5	WAPI-FM CHR	94.5 98kw	5	1	6	6	7	14	70	DITTMAN GROUP	CHR	11.9
10.0	9.9	8.0	7.3	7.1	6	WKXX CHR	106.9 99kw	2	3	5	5	5	10	60	SUN GROUP	MOG	10.4
5.6	5.5	4.9	3.6	5.6	7	WERC N/T	960 5kw	7	21	12	7	6	3	90	SUN GROUP	MOG	3.4
4.1	5.0	4.8	3.7	4.0	8	WATV UC	900 1-.165kw	8	6	7	8	9	7	72	BIRMINGHAM EBONYROS		3.1
2.7	3.6	5.3	4.5	3.7	9	WAPI BBnd	1070 50-5kw	9	12	13	15	13	5	78	DITTMAN GROUP	CHR	2.3
3.3	2.4	5.0	2.7	2.9	10	WAGG Rel	1320 5kw	12	23	10	11	10	8	90	BOOKER T. WAS.	HNWH	1.7

#91

BRIDGEPORT

POPULATION: 378,900

SPRING '88	FALL '88	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
13.5	14.7	16.6	1	WEZN AC	99.9 27.5kw	1	10	4	1	1	1	103	NEWCITY	KATZ
13.3	10.7	10.3	2	WICC AC	600 1.5kw	2	7	7	5	3	2	69	WIN	BAN
9.3	7.7	9.3	3	WKCI CHR	101.3 10kw	3	1	3	4	5	4	76	NOBLE	MCG
10.5	8.9	8.6	4	WEBE AC	107.9 50kw	4	6	2	2	2	3	78	WIN	BAN
9.2	8.4	7.0	5	WPLR AOR	99.1 14.1kw	5	5	1	3	4	8	71	SOUTHERN STARR	DUR
2.0	2.0	3.1	6	WRKI AOR	95.1 50kw	8	33	5	6	6	13	71	HOME NEWS	EAST
1.3	1.3	2.9	7	WFAN Spor	660 50kw	7	17	8	7	7	5	60	EMMIS	HNWH
3.3	2.8	2.7	8	WCBS News	880 50kw	6	38	22	17	9	6	45	CBS	CBS
2.0	1.2	2.4	9	WQHT CHR	97.1 6.7kw	11	2	6	9	29	39	90	EMMIS	HNWH
3.1	1.3	2.0	10	WDRG-FM Gold	102.9 19.5kw	9	9	9	8	8	7	56	BUCKLEY	MCG

#85

CHARLESTON

POPULATION: 407,300

SPRING '88	FALL '88	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.1	11.5	11.2	1	WEZL Ctry	103.5 100kw	2	20	7	3	1	1	112	PRICE BR.	BAN	8.4
9.0	7.8	8.0	2	WKQB CHR	107.5 100kw	3	1	4	6	6	8	80	TRIDENT	EAST	12.4
7.4	9.5	7.8	3	WWWZ UC	93.5 1.1kw	4	4	2	2	4	6	88	MILLENNIUM	HNWH	11.5
5.4	6.5	7.7	4	WAVF AOR	96.1 100kw	5	6	1	1	3	16	98	CORDES STREET	CHR	9.1
6.0	6.9	7.4	5	WSSX CHR	95.1 100kw	1	2	3	5	9	13	71	FAIRCOM	KATZ	8.8
6.8	6.9	6.6	6	WXTC-FM AC	96.9 100kw	6	15	5	4	2	3	88	McGAVERN GUILD	MCG	6.0
4.7	4.0	5.8	7	WMGL UC	101.7 3kw	7	5	6	7	11	9	99	COASTAL	ROS	8.3
3.8	4.5	4.9	8	WDXZ B/EZ	104.5 50kw	8	14	14	12	7	2	88	CARAVELLE	EAST	2.4
6.8	6.5	4.9	8	WPAL UC	730 1.1kw	10	7	10	9	8	4	100	WPAL, INC.	--	4.3
4.7	4.6	3.8	10	WXLY Gold	102.5 100kw	9	13	8	8	5	12	76	BAHAKEL	REP	3.7

CHATTANOOGA

POPULATION: 357,300

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
18.4	20.0	17.9	15.0	19.2	1	WSKZ CHR	106.5 100kw	1	1	1	1	3	5	116	BLOOMINGTON	CHR	22.5
13.5	10.6	14.0	12.9	12.6	2	WUSY Ctry	100.7 100kw	2	3	4	3	1	1	95	COLONIAL	MCG	11.1
7.9	7.9	8.6	12.4	10.5	3	WLMX-A/F AC	980/105.5 .5kw/3kw	3	4	3	2	1	3	90	CHATTANOOGA	REP	9.5
10.8	10.4	13.4	12.9	10.3	4	WDEF-FM B/EZ	92.3 97kw	4	7	7	7	5	2	92	PARK	KATZ	8.0
10.3	9.2	7.8	8.5	9.4	5	WDOD-FM Ctry	96.5 5kw	5	5	5	5	4	4	91	BAHAKEL	BAN	8.1
8.4	9.4	8.8	8.2	7.9	6	WJTT UC	94.3 3kw	6	2	2	4	6	8	134	JEPTCOM	HNWH	10.5
4.2	4.1	3.1	4.4	3.8	7	WDEF AC	1370 5kw	7	11	14	10	10	7	82	PARK	KATZ	3.8
0.0	0.0	0.0	0.7	3.6	8	WSGC Gold	101.9 3kw	8	10	6	6	7	10	78	BATTLEFIELD	--	3.6
4.2	4.7	3.9	3.1	3.4	9	WNOO Gold	1260 5kw	9	16	9	8	8	6	92	SOUTHERN STARR	EAST	3.6
2.0	3.5	1.8	2.2	2.3	10	WDOD Ctry	1310 5kw	10	12	13	11	11	9	67	BAHAKEL	BAN	1.4

COASTAL NORTH CAROLINA

POPULATION: 416,800

SPRING '88	FALL '88	SPRING '89	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
23.1	19.6	16.9	1	WIKS UC	101.9 100kw	1	2	1	1	2	2	112	JOYNER	HNWH
14.4	15.0	14.6	2	WRNS Ctry	95.1 95kw	2	4	3	2	1	1	112	BEASLEY	MCG
11.6	9.6	11.0	3	WDLX CHR	93.3 100kw	3	1	2	3	4	5	91	TAR HILL	BAN
7.6	6.2	7.2	4	WSFL-A/F AC	1380/106.5 5kw/100kw	4	6	4	4	3	4	90	CARAVELLE	TOR
5.8	7.9	6.1	5	WNCT B/EZ	107.9 100kw	6	11	10	6	5	3	97	ROY H. PARK	KATZ
7.0	8.2	4.7	6	WZYC AOR	103.3 100kw	5	5	5	5	7	13	69	BD	CHR
2.0	3.9	3.5	7	WRCM Ctry	98.7 50kw	7	13	9	7	6	6	76	WINFAS, INC.	EAST
0.0	2.9	3.2	8	WHITE UC	103.7 50kw	8	3	7	8	12	11	90	SEA-COM	MCG
0.0	0.6	2.1	9	WOOW UC	1340 1kw	11	12	11	12	10	8	100	MINORITY VOICE	SSS
1.4	1.9	2.1	9	WGTM Rel	590 5kw	14	30	18	14	13	9	119	WILLIS	SSS

#93

COLUMBIA, SC

POPULATION: 375,200

SPRING '88	FALL '88	SPRING '89	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
18.7	15.2	15.7	1	WWDM UC	101.3 100kw	2	1	1	1	2	2	130	GAMECOCK CITY	HNWH	20.1
19.5	16.5	15.4	2	WCOS-A/F Ctry	1400/97.9 1kw/100kw	1	5	3	2	1	1	100	GHB	MCG	16.5
6.0	7.4	10.4	3	WMFX CR	102.3 3kw	4	4	2	3	3	9	103	SIGNATURE	DUR	8.4
8.8	10.1	7.3	4	WNOK CHR	104.7 100kw	3	2	4	5	8	10	66	AUDUBON	KATZ	11.9
5.4	7.7	6.9	5	WCEZ B/EZ	93.5 1.65kw	7	14	6	6	5	3	107	RIDGELY	BAN	3.2
5.0	6.4	6.6	6	WTCB AC	106.7 100kw	6	12	5	4	4	4	94	KEY MARKET	CHR	6.8
5.8	5.4	5.5	7	WVOC NT	560 5kw	5	13	14	11	9	5	69	RIDGELY	BAN	3.5
6.0	5.1	3.9	8	WSCQ AC	100.1 3kw	9	7	9	7	7	6	73	CONGAREE	REP	4.6
3.5	3.6	3.6	9	WOIC UC	1320 5-2.5kw	10	6	11	10	10	11	71	ALPHA	BAN	2.4
1.9	1.3	3.4	10	WOMG Gold	103.1 3kw	11	10	10	8	6	7	69	PRICE	BAN	2.7

#80

EL PASO

POPULATION: 443,600

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.1	11.7	12.0	13.4	14.4	1	KPRR UC	102.1 100kw	1	1	2	3	7	8	102	TRANSCONTINENTAL	TOR	18.3
10.0	8.4	11.2	10.4	11.6	2	KHEY-FM Ctry	96.3 88kw	2	6	3	2	1	1	100	KHEY, INC.	KATZ	11.4
10.6	16.0	10.9	10.8	9.9	3	KLAQ AOR	95.5 100kw	3	3	1	1	2	12	86	D&F	HNWH	18.7
6.5	4.9	5.9	6.7	8.3	4	KTSM-FM B/EZ	99.9 100kw	6	17	10	9	6	10	99	TRI-STATE	HNWH	4.5
8.4	8.2	8.9	7.6	6.9	5	KBNA-A/F Span	920/97.5 1kw/96kw	8	5	6	5	4	3	88	TICHENOR	KT-H	6.0
5.1	6.1	4.4	4.2	6.8	6	KOFX Gold	92.3 100kw	9	8	4	4	3	7	107	ELP	MCG	3.9
3.7	3.8	5.6	5.9	5.1	7	KLTO Gold	94.7 61kw	7	7	8	6	5	5	61	RIO BRAVO	REP	4.2
5.1	6.6	4.8	4.9	4.8	8	KAMA Span	750 10-1kw	11	9	9	10	9	4	103	PINNACLE	CAB	6.1
5.9	6.1	4.8	7.1	4.7	9	KAMZ UC	93.1 30kw	5	4	5	7	8	11	53	PINNACLE	EAST	4.9
9.0	9.8	6.4	4.4	4.6	10	KEZB-A/F CHR	1150/93.9 1kw/96kw	4	2	7	8	10	15	42	KEZB, INC.	CHR	5.3

#100

FLINT

POPULATION 351,600

SPRING '88	FALL '88	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.1	14.4	14.9	1	WCRZ AC	107.9 50kw	2	4	2	1	1	1	93	FAIRCOM	KATZ	11.7
22.3	20.2	13.0	2	WIOG CHR	102.5 86kw	1	2	1	2	2	4	78	BOOTH	KATZ	17.7
17.4	12.7	12.6	3	WDZZ UC	92.7 3kw	4	3	3	3	3	3	111	FLINT METRO	HNWH	16.8
5.6	5.7	10.0	4	WWCK CHR	105.5 3kw	3	1	4	4	4	8	77	MAJAC	EAST	13.6
6.0	5.0	7.5	5	WJR AC	760 50kw	5	18	8	6	5	2	72	CAP CITIES/ABC	KATZ	3.9
4.5	6.7	5.9	6	WFDF AC	910 5-1kw	6	11	20	17	10	5	90	FLINT METRO	HNWH	4.8
4.0	4.8	5.9	6	WKMF Ctry	1470 5-1kw	9	8	5	5	6	6	136	FAIRCOM	KATZ	3.6
2.9	2.7	3.6	8	WKCQ Ctry	98.1 50kw	8	20	6	7	7	7	79	MACDONALD	CHR	--
1.3	2.5	2.6	9	WFLT CC	1420 5kw	12	5	10	11	9	9	96	NILMASON	P/W	1.6
--	--	2.1	10	WDLZ AOR	1330 5-1kw	7	14	12	8	8	10	40	DAVID LEE COMM.	CHR	--

#73

FRESNO

POPULATION: 494,600

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.4	6.8	8.8	6.1	8.8	1	KOJY B/EZ	98.9 19kw	7	16	15	9	7	1	141	RADIO DINUBA	MMR	3.6
5.7	4.5	5.9	7.5	8.1	2	KBOS CHR	94.9 16.5kw	1	1	1	1	5	14	83	RADIO FRESNO	CBS	10.6
9.5	8.8	9.3	11.6	7.6	3	KMJ N/T	580 5kw	4	18	14	8	4	2	94	HENRY	KATZ	7.2
5.9	5.5	4.9	7.0	5.6	4	KNAX Ctry	97.9 48kw	9	7	9	3	2	3	94	FIRST SIERRA	HNWH	9.2
7.6	7.7	6.1	8.3	5.5	5	KKDJ AOR	105.9 2.4kw	5	5	2	2	6	9	74	PACIFIC QUAD	DUR	11.7
9.0	9.2	7.0	5.9	5.1	6	KMGX CHR	103.7 50kw	2	3	3	5	12	16	56	OLYMPIC	CHR	7.4
5.9	7.1	6.4	5.4	5.0	7	KFSO Gold	92.9 18.5kw	6	9	4	4	1	5	75	AMERICAN	CBS	5.2
5.3	6.2	5.2	4.6	4.8	8	KYNO-FM CHR	95.7 50kw	3	2	5	7	16	10	56	BROWN	BAN	5.8
5.0	3.2	3.6	2.5	4.5	9	KGST Span	1600 5kw	14	8	17	17	3	4	144	LOTUS	LOTU	0.9
2.4	2.3	3.2	3.0	4.0	10	KFRE Ctry	940 50kw	10	15	16	14	10	6	84	CHESTER	HNWH	3.5

#66

GRAND RAPIDS

POPULATION 535,200

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.1	10.7	8.7	7.8	11.4	1	WOOD-FM B/EZ	105.7 265kw	2	9	9	5	3	1	89	UNITED ARTISTS	KATZ	6.5
7.8	6.2	8.7	7.7	8.3	2	WGRD CHR	97.9 13kw	1	1	3	4	8	10	62	REGIONAL GROUP	DUR	10.0
7.8	6.5	7.8	7.7	7.9	3	WLAV AOR	96.9 50kw	4	5	1	1	4	8	80	ADAMS	MMR	11.6
9.0	6.6	7.3	7.9	7.7	4	WLHT AC	95.7 40kw	6	14	2	1	1	4	85	LIGGETT	REP	5.7
7.3	5.6	6.3	7.2	7.4	5	WOOD AC	1300 5kw	8	11	11	10	5	2	91	UNITED ARTISTS	KATZ	6.5
6.1	8.3	6.9	8.0	7.0	6	WCUZ-FM Ctry	101.3 50kw	5	12	5	3	2	3	75	FEDERATED MEDIA	CHR	7.4
4.2	4.6	3.1	5.5	4.9	7	WMUS-A/F Ctry	1090/106.9 1Pw/50kw	10	6	8	8	6	5	71	GR. MUSKEGON	HNWH	4.6
11.8	7.7	7.1	8.0	4.4	8	WKLQ CHR	94.5 50kw	3	2	7	7	9	11	40	BLOOMINGTON	EAST	8.9
4.9	5.0	4.7	5.0	3.7	9	WSNX CHR	104.5 50kw	7	3	6	9	12	14	41	GOODRICH	BAN	4.4
3.3	8.7	8.3	6.2	3.7	9	WJFM CR	93.7 320kw	9	7	4	6	7	13	52	CARL LEE	MCG	6.0

#68

GREENVILLE-SPARTANBURG

POPULATION: 517,000

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
10.4	9.4	11.2	11.8	10.4	1	WANS CHR	107.3 100kw	5	1	1	2	6	17	105	DEGREE	CHR	13.3
3.6	6.3	5.0	8.6	9.4	2	WMYI AC	102.5 20kw	3	18	2	1	1	5	89	AMCOM GENERAL	REP	8.7
14.0	11.4	12.4	13.7	10.2	3	WESC-A/F Ctry	660/92.5 50kw/95kw	1	6	7	3	2	1	84	BR. COM.	BAN	12.3
9.2	8.8	8.7	8.7	9.0	4	WFBC-FM AC	93.7 100kw	2	10	6	6	3	3	81	MULTIMEDIA	KATZ	8.1
11.7	7.8	10.5	8.1	8.4	5	WSSL Ctry	100.5 100kw	4	5	4	4	4	4	80	STERLING	CHR	6.9
8.0	6.7	5.3	5.4	7.8	6	WLWZ UC	103.9 3kw	7	3	3	5	5	6	127	AMERICAN COMM.	EAST	8.4
6.4	7.4	8.1	8.3	7.3	7	WSPA-FM B/EZ	98.9 100kw	6	13	10	8	7	2	93	SPARTAN	MCG	5.0
5.0	6.2	4.5	5.2	4.1	8	WCKN CR	101.1 100kw	8	4	5	7	8	13	75	CAROLINA BR.	DUR	8.2
5.4	5.3	2.7	4.7	3.8	9	WCKZ UC	101.9 99kw	9	2	8	9	10	10	85	BEASLEY	DUR	7.8
1.5	2.2	1.9	1.6	2.5	10	WFBC NT	1330 5kw	12	16	13	11	11	9	84	MULTIMEDIA	KATZ	1.1

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#74

HARRISBURG-LEBANON-CARLISLE

POPULATION: 493,900

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
21.7	17.3	20.8	19.9	19.0	1	WNNK CHR	104.1 22.5kw	1	1	1	1	1	2	92	KEYMARKET	CHR	30.2
8.0	7.8	7.7	10.7	9.9	2	WRKZ Ctry	106.7 47kw	2	11	4	3	2	1	99	PENN	TOR	6.0
5.0	7.7	5.9	5.7	7.4	3	WNCE B/EZ	101.3 6.9kw	7	20	9	6	5	4	114	HALL	TOR	3.6
6.7	6.0	6.0	5.8	6.6	4	WTPA AOR	93.5 3kw	5	5	2	2	7	21	98	QUAKER STATE	REP	11.4
6.1	5.6	7.1	8.7	6.1	5	WHP AC	580 5kw	3	24	12	11	10	6	76	WHP INC.	KATZ	5.7
5.1	5.8	4.6	4.9	4.8	6	WHP-FM AC	97.3 14kw	6	22	8	5	4	3	74	WHP INC.	KATZ	3.1
5.5	6.0	6.4	5.8	4.6	7	WIMX AC	99.3 3kw	8	8	3	4	3	5	71	HUDSON GROUP	EAST	6.4
3.9	5.0	3.3	3.0	4.1	8	WHYL-A/F Ctry	960/102.3 5kw/3kw	9	12	10	8	8	7	97	RFLJ, INC.	--	6.0
1.0	1.1	1.0	3.1	2.9	9	WHKS Gold	94.9 25kw	12	21	7	7	6	9	82	BARNSTABLE	BAN	1.8
3.1	4.7	4.2	2.3	2.8	10	WQXA CHR	105.7 25kw	4	2	6	9	11	16	42	HGF MEDIA	KATZ	3.3

#56

HONOLULU

POPULATION: 690,700

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.2	16.3	15.9	14.6	13.6	1	KQMQ-A/F CHR	890/93.1 10kw/54kw	1	2	1	1	1	5	73	NORTH PARK	KATZ	
9.8	11.6	11.2	12.8	13.0	2	KUMU-A/F B/EZ	1500/94.7 10kw/100kw	4	9	5	3	2	1	103	JOHN HUTTON	BAN	
8.3	10.3	9.7	9.2	10.5	2	KIKI-FM CHR	93.9 100kw	2	1	2	4	8	11	86	HENRY HAWAII	CHR	
12.5	11.5	10.6	8.8	9.2	4	KSSK AC	590 5kw	3	5	7	5	3	2	88	HEFTEL	EAST	
8.4	5.9	6.1	5.8	8.3	5	KRTR AC	96.3 75kw	5	8	4	2	4	4	88	MAVRA KEA	REP	
3.9	3.9	3.5	6.3	7.1	6	KCCN Misc	1420 5kw	10	6	10	7	5	3	130	KCCN RADIO	ROS	
6.4	7.1	6.7	6.3	6.5	7	KPOI AOR	97.5 80kw	7	4	3	6	6	13	84	KILOHANA	REP	
5.0	5.0	7.0	6.5	4.7	8	KXPW CHR	92.3 100kw	6	3	6	8	10	12	51	HEFTEL	EAST	
6.2	4.4	5.9	5.1	4.1	9	KIKI Gold	830 10kw	9	11	8	9	7	6	72	HENRY HAWAII	CHR	
4.1	3.8	4.1	3.8	3.5	10	KHVH News	990 5kw	8	23	17	14	11	7	61	KHVH, INC.	HNWH	

#52

JACKSONVILLE

POPULATION: 759,500

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
18.7	17.2	15.4	15.9	14.1	1	WAPE-A/F CHR	690/95.1 50-100kw/100kw	1	1	1	1	3	3	85	EVERGREEN	CHR	19.7
11.7	11.6	10.5	11.4	12.7	2	WQIK-A/F Ctry	1320/99.1 5kw/100kw	2	7	5	3	1	1	107	JACOR	EAST	13.1
7.5	10.3	11.2	8.3	8.3	3	WFYV-FM AOR	104.5 100kw	5	6	2	2	2	9	97	METROPLEX	MCG	8.7
3.4	4.1	3.7	6.4	6.3	4	WEJZ AC	96.1 100kw	6	19	7	6	4	2	78	WIN	KATZ	4.9
5.8	7.4	6.7	5.6	6.1	5	WPDQ UC	92.7 3kw	7	2	3	7	7	10	97	WILLIS	REP	8.3
8.7	6.7	7.7	5.5	6.0	6	WAIV AC	96.9 100kw	3	4	4	4	5	4	65	EZ	MMR	3.8
6.2	8.5	6.5	5.4	5.4	7	WIVY AC	102.9 100kw	4	18	6	5	6	5	61	TAYLOR	BAN	5.6
7.1	4.2	6.1	4.7	3.7	8	WCRJ Ctry	107.3 100kw	8	14	9	8	8	6	65	HOKER	KATZ	5.6
3.0	4.0	2.3	3.0	3.1	9	WOKV N/T	600 5kw	9	22	11	11	11	8	79	EZ	MMR	2.6
2.3	2.4	3.0	3.8	3.1	9	WZAZ UC	1400 1kw	11	10	10	10	9	7	87	PICUS	ROS	2.2

#92

JOHNSON CITY-KINGSPORT-BRISTOL

POPULATION: 378,300

SPRING '88	FALL '88	SPRING '89	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
22.6	19.6	20.6	1	WQUT CHR	101.5 100kw	1	1	1	1	3	3	96	BLOOMINGTON	KATZ	25.0
19.4	17.6	19.0	2	WXBQ Ctry	96.9 67kw	2	6	2	2	1	1	110	BRISTOL	MCG	20.2
17.1	14.9	14.6	3	WTFM AC	98.5 100kw	3	3	3	3	2	2	86	HOME NEWS	REP	14.6
7.2	7.2	5.2	4	WJCW Ctry	910 5-1kw	4	20	11	7	5	4	65	BLOOMINGTON	KATZ	3.5
3.1	4.0	3.8	5	WKPT AC	1400 1kw	6	13	19	9	6	6	79	HOME NEWS	REP	2.1
3.1	3.4	3.7	6	WUSJ Ctry	99.3 3kw	7	11	6	4	4	5	84	TRI-CITY	DUR	3.6
3.5	4.4	2.8	7	WZXY CHR	104.9 1.4kw	5	2	5	6	9	19	49	BAHAKEL	BAN	5.0
0.7	0.7	2.8	7	WZAP Rel	690 10kw	15	5	23	16	16	14	150	RAM COM.	JCG	0.9
0.0	0.0	2.0	9	WIMZ-FM AOR	103.5 100kw	10	17	4	5	8	23	92	STONER	CHR	3.3
2.2	2.5	1.7	10	WIVK-A/F Ctry	990/107.7 10kw/100kw	14	18	12	8	7	7	84	DICK	KATZ	1.1

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KNOXVILLE

POPULATION: 508,900

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ ADR RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
35.5	35.8	33.0	32.5	34.2	1	WVXK-A/F Ctry	990/107.7 10kw/100kw	1	3	2	1	1	1	126	DICK	KATZ	35.4
8.7	11.5	13.7	14.4	13.7	2	WMYU AC	102.1 15kw	2	2	3	2	2	2	84	JACOR	EAST	13.0
7.2	9.2	9.1	10.3	11.6	3	WOKI CHR	100.3 100kw	4	1	4	4	5	6	87	OAK RIDGE	HNWH	13.9
16.4	15.3	14.0	15.0	10.7	4	WIMZ-A/F AOR	1240/103.5 1kw/100kw	3	4	1	3	3	4	81	KNOX. STONER	CHR	15.4
12.0	10.2	10.1	8.2	8.9	5	WEZK B/EZ	97.5 100kw	5	11	6	5	4	3	95	SOUTH CENTRAL	CHR	6.7
1.2	1.0	1.3	0.7	2.1	6	WKNF Nost	94.3 1.8kw	6	7	9	6	6	5	82	KEY	--	1.4
0.7	1.2	1.1	0.6	2.0	7	WKGN Gold	1340 1kw	9	6	5	7	7	8	107	TELSTAR	ROS	1.5
0.0	0.0	0.0	1.0	1.5	8	WCKS AC	93.1 1.2kw	7	5	8	8	8	9	69	WCKS, INC.	--	2.4
1.4	1.2	1.2	1.5	1.3	9	WRJZ Rel	620 5kw	8	13	12	9	9	7	63	TENN MEDIA	--	1.2
2.1	1.1	2.2	2.3	1.1	10	WGAP Ctry	1400 1kw	10	9	14	15	15	12	57	WGAP, INC.	M/SS	0.6
0.8	0.6	1.8	1.1	1.1	10	WQBB Nost	1040 10kw	13	12	15	15	12	11	95	SEQUOIA	--	0.3

LANSING-EAST LANSING

POPULATION: 357,200

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ ADR RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.5	15.8	11.6	15.7	17.5	1	WITL Ctry	100.7 26.5kw	2	3	2	2	1	1	132	MSP	MCG	14.1
22.0	22.0	19.4	16.5	16.2	2	WAAP/WVIC CHR	730/94.9 .5kw/49kw	1	1	1	1	2	6	80	GOODRICH	KATZ	21.1
5.9	7.5	7.3	8.7	7.9	3	WFMK AC	99.1 28kw	3	7	3	3	3	4	74	LIGGETT	REP	8.3
6.4	5.6	9.1	6.7	7.2	4	WJIM-FM B/EZ	97.5 28kw	7	5	8	7	6	2	97	MICH-A-MEDIA	TOR	6.0
5.2	4.7	6.8	5.6	5.7	5	WIBM Gold	94.1 40kw	6	10	7	4	4	3	74	CR BROADCASTING	MMR	5.4
4.5	5.6	4.5	5.0	5.2	6	WJR AC	760 50kw	8	16	10	9	7	5	82	CAP CITIES/ABC	KATZ	4.1
4.1	4.7	3.3	4.5	5.1	7	WMMQ CR	92.7 1.5kw	4	13	4	5	5	9	61	OTTAWAY	HNWH	7.7
5.2	4.5	6.1	3.1	4.8	8	WJXQ AOR	106.1 50kw	9	8	5	6	8	14	78	CHR	CHR	4.8
5.3	5.3	5.1	6.4	4.4	9	WGOR CHR	92.1 3kw	5	2	6	8	10	13	55	LANSING BR.	MCG	6.5
2.5	2.9	2.1	1.9	1.5	10	WKKP Gold	101.7 3kw	10	12	9	10	9	7	36	MCDONALD BR.	CHR	--

#67

LAS VEGAS

POPULATION: 520,700

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
10.9	12.7	11.4	13.2	11.3	1	KFMS-A/F Ctry	1410/101.9 5kw/100kw	2	15	4	1	1	1	108	BROADCAST ASSOC	KATZ	11.5
10.6	10.9	9.1	7.6	10.0	2	KLUC CHR	98.5 97kw	1	1	1	2	3	6	79	NATIONWIDE	MOG	14.0
11.0	9.2	10.3	12.4	8.5	3	KXTZ B/EZ	94.1 100kw	4	22	10	9	7	2	102	PARKER	DUR	5.5
4.8	6.0	5.0	5.9	6.3	4	KOMP AOR	92.3 100kw	7	5	2	3	5	13	100	LOTUS	CHR	8.0
7.1	9.3	8.0	5.9	5.7	5	KKLZ CR	96.3 100kw	5	4	3	4	6	12	80	SOUTHERN NEV.	BAN	9.3
8.0	6.2	6.4	5.1	5.3	6	KYRK CHR	97.1 98kw	3	2	5	8	10	15	57	ANCHOR MEDIA	REP	5.5
3.1	2.1	4.2	4.2	5.3	6	KRLV AC	106.5 100kw	8	17	6	5	2	4	88	WESTCOM	EAST	3.9
0.0	0.0	1.3	4.2	4.7	8	KUDA Gold	107.5 24.5kw	6	20	8	6	4	3	70	EZ	KATZ	3.0
6.1	4.8	5.5	4.7	4.2	9	KMZQ AC	100.5 94kw	9	3	7	7	8	10	71	COMMONWEALTH	EAST	3.5
2.1	3.2	2.8	1.9	3.9	10	KDWN Talk	720 50kw	11	11	21	17	14	5	85	RADIO NEVEDA	ROS	1.4

#82

LITTLE ROCK

POPULATION: 420,300

SPRING '88	FALL '88	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
20.3	20.3	20.7	1	KSSN Ctry	95.7 92kw	1	4	1	1	1	1	104	BARNSTABLE	KATZ	22.0
7.5	9.9	9.7	2	KIPR UC	92.3 100kw	8	3	2	2	3	7	144	CORNERSTONE	BAN	9.9
11.6	9.6	9.4	3	KKYK CHR	103.7 95kw	2	1	3	3	5	6	65	SNIDER	BAN	10.2
11.2	9.0	8.3	4	KEZQ B/EZ	100.3 44kw	4	10	10	7	4	2	92	KEZQ	EAST	7.2
6.2	7.6	7.9	5	KARN N/T	920 5kw	5	12	11	9	6	3	96	SNIDER	BAN	5.2
6.8	8.2	6.4	6	KZOU-FM CHR	98.5 99kw	3	2	4	6	8	11	54	ENCORE	REP	9.5
6.4	5.2	6.0	7	KHLT-FM AC	94.1 100kw	6	8	7	4	2	4	76	SIGNAL MEDIA	CHR	6.2
5.7	5.6	5.3	8	KMJX AOR	105.1 79kw	7	5	5	5	7	9	74	COASTAL	HNWH	10.3
3.2	2.6	3.6	9	KWTD UC	106.3 3kw	10	6	8	10	9	8	82	MRS. DUNN	ROS	3.0
2.9	3.7	3.3	10	KZLR AOR	94.9 96kw	9	7	6	8	11	16	54	SOUTHERN STARR	DUR	3.1
1.3	1.6	3.3	10	KITA Rel	1440 5kw	11	9	9	11	10	5	96	KITA LIMITED	--	1.3

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#76

McALLEN-BROWNSVILLE

POPULATION: 473,000

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.0	17.0	18.6	18.7	19.7	1	KBFM CHR	104.1 100kw	1	1	1	1	2	4	103	ENCORE	REP	25.1
9.2	9.1	8.4	13.0	13.4	2	KTXF Ctry	100.3 100kw	3	2	2	2	1	2	121	TATE	CHR	13.9
20.6	18.3	17.7	16.6	11.8	3	KGBT Span	1530 50-10kw	2	4	7	5	4	1	104	TICHENOR	KATZ	10.5
8.2	9.7	9.7	6.8	8.8	4	KIWW Span	96.1 100kw	4	7	3	3	3	3	93	MAGIC VALLEY	KATZ	9.4
6.9	8.2	5.5	5.5	6.8	5	KELT AC	94.5 100kw	5	5	4	4	5	5	86	TICHENOR	KATZ	10.0
4.6	5.0	4.8	5.4	4.7	6	KQXX Span	98.5 100kw	7	20	5	6	6	10	102	BRAVO	CAB	3.0
4.2	4.9	6.0	5.4	4.3	7	KVLY B/EZ	107.9 100kw	8	13	14	12	13	9	103	TIPPIE	TOR	3.1
3.7	5.8	4.7	3.7	4.0	8	KRIX AOR	99.5 100kw	6	3	6	7	7	15	66	DAYTONA	BAN	5.0
3.7	3.6	2.2	2.6	3.6	9	KIRT Span	1580 .3kw	9	6	9	8	8	6	100	RIO	CAB	1.0
2.9	3.5	1.5	1.8	3.1	10	KBOR Span	1600 1kw	10	9	8	9	10	7	99	LA NUEVA KBOR	CAB	2.5

#88

MOBILE

POPULATION 385,600

SPRING '88	FALL '88	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
17.7	18.0	18.3	1	WKSJ-A/F Ctry	1270/94.9 5kw/100kw	1	7	3	2	1	1	119	CAPITOL BR.	BAN	15.4
12.9	11.9	15.2	2	WBLX-FM UC	92.9 100kw	3	2	1	1	2	4	134	CENTRAL LIFE	HNWH	20.1
14.9	13.4	11.7	3	WABB-A/F CHR	1480/97.5 5kw/100kw	2	1	2	3	3	7	84	DITTMAN GROUP	CHR	18.0
8.5	6.9	8.5	4	WGOK UC	900 1-.5kw	4	3	7	6	6	2	113	ROBERDS	ROS	4.2
4.6	4.0	5.8	5	WKRQ N/T	710 1-.5kw	8	16	12	8	7	5	112	WKRQ-TV	KATZ	3.4
3.3	5.4	5.4	6	WAVH AC	96.1 100kw	5	17	6	4	4	3	79	TM	KEY	3.4
2.4	3.0	5.2	7	WGXC AOR	104.1 100kw	7	6	4	5	5	10	85	WESCOM GROUP	REP	6.9
5.0	4.4	3.7	8	WKRQ-FM AC	99.9 100kw	6	10	5	7	8	9	57	WKRQ-TV	KATZ	3.5
2.5	1.9	2.8	9	WMEZ B/EZ	94.1 100kw	12	15	19	11	10	6	86	WMEZ-FM, INC.	TOR	2.8
3.6	2.9	2.7	10	WDLT AC	98.3 3kw	9	27	8	9	9	8	65	JAB	KATZ	1.8

#75

MONTEREY-SALINAS-SANTA CRUZ

POPULATION: 487,600

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.9	9.2	8.7	8.7	11.2	1	KDON CHR	102.5 18.5kw	1	1	1	1	2	5	76	HENRY	CHR	17.9
7.6	7.5	7.5	7.9	6.6	2	KGO N/T	810 50kw	4	22	18	12	7	3	78	CAP CITIES/ABC	BAN	8.4
5.2	5.8	5.8	7.4	6.0	3	KTOM-AIF Ctry	1380/100.7 5kw/91kw	3	19	7	5	1	1	71	COMMUNITY PAC.	MMR	6.6
7.3	8.8	6.8	6.3	5.8	4	KWSS CHR	94.5 1.15kw	2	2	3	3	6	11	53	NATIONWIDE	MOG	7.7
5.3	4.0	3.4	5.9	4.9	5	KBAY B/EZ	100.3 163kw	7	9	19	13	8	2	91	UNITED	MMR	2.7
4.2	4.2	5.0	5.3	4.8	6	KMBY AOR	107.1 .91kw	6	7	2	2	3	16	75	C&C	BAN	8.5
3.9	3.0	5.9	5.3	3.8	7	KWAV AC	96.9 18kw	5	6	10	6	5	4	49	BUCKLEY	HNWH	5.5
3.3	3.0	5.2	4.0	3.8	7	KOCN AC	104.9 .95kw	9	12	6	7	4	7	87	C.R. PASQUIER	TOR	3.3
2.7	3.5	1.5	2.7	3.8	7	KLFA Span	93.9 5.4kw	16	5	4	4	9	14	155	RALIN BR.	CAB	.8
5.7	3.1	3.3	2.1	3.1	10	KCTY Span	980 1kw	13	10	5	8	11	12	79	KCTY INC.	LOTU	1.5

#95

MORRISTOWN

POPULATION 360,500

SPRING '88	SPRING '89	METRO RANK 12+ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
5.2	9.2	1	WXRK CR	92.3 7.6kw	3	N	1	1	1	8	83	INFINITY	TOR
4.5	6.1	2	WNEW-FM AOR	102.7 7.8kw	5	O	2	2	3	10	88	LEGACY	KATZ
8.2	5.7	3	WHTZ CHR	100.3 7.8kw	1	T	4	4	10	15	49	MALRITE	CHR
7.7	5.6	4	WPAT-AIF B/EZ	930/93.1 5kw/5.4kw	4	E	16	14	12	2	75	PARK	REP
4.2	5.4	5	WLTW AC	106.7 7.8kw	7	N	8	7	2	1	70	GAF	KATZ
7.6	5.0	6	WPLJ CHR	95.5 6.7kw	2	D	6	9	9	9	44	CAP CITIES/ABC	KATZ
5.2	4.7	7	WYNY Ctry	103.5 6.7kw	9	M	9	8	4	4	68	WESTWOOD ONE	EAST
5.0	4.5	8	WDHA AOR	105.5 1kw	6	S	3	3	5	18	56	DREXEL HILL	H/G
3.0	4.5	8	WXMC Nost	1310 1kw	17		14	16	14	11	120	LAKELAND	K/P
3.5	4.4	10	WCBS-FM Gold	101.1 6.8kw	8		10	6	7	3	58	CBS	CBS

NEW BEDFORD-FALL RIVER

POPULATION: 414,700

SPRING '88	FALL '88	SPRING '89	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.5	10.1	10.2	1	WPRO-FM CHR	92.3 39kw	1	N	2	2	2	4	81	CAP CITIES/ABC	BAN	16.6
9.0	8.6	9.4	2	WHJY AOR	94.1 50kw	2	o	1	1	3	13	98	FEDERAL	KATZ	11.1
2.1	5.9	6.6	3	WBSM N/T	1420 5-1kw	6		19	18	12	6	131	SAGE	CHR	2.2
6.6	4.1	5.8	4	WLKW B/EZ	101.5 13.5kw	4		31	17	7	3	95	WILKS/SCHWARTZ	CHR	6.5
4.6	3.3	5.2	5	WODS Gold	103.3 16kw	5		6	3	1	1	88	CBS	CBS	3.2
4.1	7.4	5.0	6	WMYS AC	98.1 47kw	3		8	4	4	2	76	HALL	TOR	5.8
3.3	3.4	4.0	7	WWLI AC	105.1 50kw	10		9	6	5	5	98	TMZ	MOG	1.8
--	--	3.8	8	WFHN CHR	107.1 3kw	8	D	3	5	8	23	86	SAGE	CHR	--
0.7	2.5	2.9	9	WHIM Ctry	1110 5kw	22	e	35	27	22	15	156	EAST PROVIDENCE	ROS	2.3
3.1	3.2	2.5	10	WALE Talk	1400- 1kw	14	m	27	31	27	12	84	NORTH AMERICAN	MOG	1.9
2.3	1.5	2.5	10	WZLX CR	100.7 20kw	21	o	4	8	9	18	127	COOK INLET	CHR	2.4
2.0	3.2	2.5	10	WZOU CHR	94.5 11.5kw	7	S	10	10	10	20	55	ARDMAN	EAST	1.6

NEW HAVEN

POPULATION: 384,700

SPRING '88	FALL '88	SPRING '89	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.9	11.7	13.3	1	WKCI CHR	101.3 10kw	1	1	1	1	1	4	76	NOBLE	MOG	12.0
9.9	10.1	10.2	2	WELI AC	960 5kw	2	13	8	4	3	1	95	CLEAR CHANNEL	BAN	5.3
8.2	7.1	7.0	3	WPLR AOR	99.1 50kw	3	3	2	2	5	11	72	SOUTHERN STARR	DUR	9.4
3.7	5.7	6.4	4	WDRC-FM Gold	102.9 19.5kw	5	20	3	3	2	3	87	BUCKLEY	MOG	4.2
6.7	6.6	6.4	4	WEZN AC	99.9 27.5kw	4	12	9	5	4	2	74	NEW CITY	KATZ	4.4
4.4	4.8	4.9	6	WAVZ BBnd	1300 1kw	8	15	25	23	13	6	102	NOBLE	MOG	3.2
0.5	4.4	4.0	7	WWYZ Ctry	92.5 18kw	9	16	10	9	8	5	86	WWYZ, INC.	BAN	5.3
4.4	3.9	3.7	8	WKSS CHR	95.7 50kw	6	2	4	8	11	17	53	PRECISION MED.	MMR	7.4
4.9	3.5	3.6	9	WRCH B/EZ	100.5 7.5kw	14	21	27	19	20	8	104	RADIO CRP/HART	BAN	3.4
4.2	4.7	3.3	10	WNHC UC	1340 1kw	11	4	7	10	9	9	77	WILLIS	SAV	2.4

#70

OMAHA-COUNCIL BLUFFS

POPULATION: 505,300

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-84 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
10.4	11.6	13.1	17.0	15.0	1	KQKQ CHR	98.5 100kw	1	1	2	2	2	6	76	MITCHELL	EAST	21.9
16.1	14.8	17.2	15.9	14.3	2	KFAB AC	1110 50kw	2	16	9	7	5	1	92	HENRY	CHR	12.0
17.7	14.7	12.4	12.9	13.1	3	KEZO-A/F AOR	1490/92.3 1kw/100k	3	2	1	1	1	8	102	ALBIMAR	KATZ	14.0
7.4	6.1	6.6	7.6	8.1	4	KESY-A/F B/EZ	1420/104.5 1kw/100kw	7	12	11	8	8	2	112	SUN GROUP	MOG	5.2
7.5	5.7	9.1	7.0	7.7	5	WOW-FM Ctry	94.1 100kw	6	9	5	5	4	3	100	GREAT EMPIRE	TOR	9.0
11.9	11.1	9.6	7.0	6.9	6	KGOR Gold	99.9 115kw	4	6	4	3	3	5	67	HENRY	CHR	8.2
5.4	6.5	5.4	5.5	6.7	7	KEFM AC	96.1 100kw	5	4	3	4	6	9	65	WEBSTER	MOG	7.0
4.3	5.6	4.8	6.0	5.5	8	WOW Ctry	590 5kw	8	15	12	10	9	4	74	GREAT EMPIRE	TOR	4.6
4.7	6.6	5.7	4.3	4.2	9	KOIL Gold	1290 5kw	9	7	7	6	7	7	72	VALLEY	BAN	3.3
3.5	3.3	1.4	2.1	2.3	10	KOMJ Gold	103.7 100kw	10	3	6	9	10	13	55	VALLEY	BAN	1.9

#60

RALEIGH-DURHAM

POPULATION: 575,000

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-84 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
10.7	10.9	10.5	7.4	10.1	1	WRDU AOR	106.1 100kw	2	5	1	1	1	8	89	VOYAGER	MMR	12.9
9.0	10.3	8.5	9.0	8.1	2	WDCG CHR	105.1 99kw	1	1	3	4	6	9	67	DURHAM	REP	10.7
6.5	7.5	6.8	7.3	8.1	2	WRAL AC	101.5 97kw	3	6	5	2	2	2	76	CAPITOL BR.	KATZ	6.1
6.5	9.0	7.9	8.1	7.8	4	WPTF NT	680 50kw	4	8	12	10	7	1	84	DURHAM LIFE	MOG	5.8
6.5	7.1	8.2	7.2	7.2	5	WQOK UC	97.5 100kw	7	3	2	3	3	7	89	JOYNER	HNWH	11.4
7.3	6.0	8.8	9.3	6.4	6	WQDR Ctry	94.7 99kw	8	9	7	7	5	3	90	DURHAM LIFE	MOG	7.0
7.0	6.1	5.5	9.2	5.8	7	WFXC UC	107.1 1.2kw	6	2	4	6	8	10	69	PINNACLE	EAST	9.3
5.2	2.5	2.3	2.6	5.5	8	WTRG Gold	100.7 100kw	5	7	6	5	4	4	63	CAPITOL BR.	BAN	4.3
4.2	5.7	4.6	4.7	3.6	9	WYLT AC	96.1 98kw	10	17	9	8	9	5	59	METROPLEX	CHR	2.5
3.6	2.1	2.7	1.8	3.4	10	WDUR Rel	1490 1kw	12	14	11	11	10	6	111	PINNACLE	EAST	2.4

WRDU-FM

Raleigh-Durham

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#55

RICHMOND

POPULATION: 700,200

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.7	11.7	12.3	15.9	14.7	1	WRVA AC	1140 50kw	1	7	8	7	4	1	110	EDENS	CHR	11.0
9.5	9.2	10.4	7.9	11.1	2	WCDX UC	92.7 2.35kw	5	2	1	2	7	8	125	SINCLAIR TELE.	EAST	16.0
10.8	13.9	11.2	11.6	9.9	3	WRXL AOR	102.1 140kw	3	3	2	1	3	7	92	CAPITOL BR. CO.	KATZ	16.5
14.5	14.2	13.0	11.7	9.4	4	WRVQ CHR	94.5 200kw	2	1	3	4	5	5	73	EDENS	CHR	12.5
2.7	3.3	6.0	5.3	9.3	5	WKHK Ctry	95.3 1.6kw	8	10	6	6	2	2	121	ABS	BAN	7.4
8.6	8.7	7.9	6.7	8.3	6	WMXB AC	103.7 20kw	4	5	5	3	1	3	85	REGAN HENRY	DUR	5.8
8.6	7.7	8.2	7.8	7.8	7	WPLZ UC	99.3 3kw	6	4	4	5	6	6	95	PACO-JON	MCG	7.9
7.3	5.2	5.6	8.6	6.3	8	WTVR-A/F Ctry	1380/98.1 5kw/50kw	7	15	10	9	9	4	88	PARK	REP	4.0
0.0	0.9	2.0	1.2	3.6	9	WVMX AC	106.5 7.6kw	9	6	7	8	8	10	75	DAYTONA GROUP	--	3.2
1.9	1.1	1.1	1.1	1.4	10	WFTH Rel	1590 5kw	17	20	16	17	11	9	131	WILLIS	--	1.0

#94

ROANOKE-LYNCHBURG

POPULATION: 371,900

SPRING '88	FALL '88	SPRING '89	METRO RANK 12+ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM
20.9	20.6	15.0	1	WXLK CHR	92.3 93kw	1	1	1	1	1	3	84	CEBE INVEST.	TOR
12.7	10.0	14.5	2	WYYD Ctry	107.9 20.5kw	2	6	3	2	2	1	125	WINAS, INC.	EAST
11.0	13.9	11.5	3	WPVR B/EZ	94.9 100kw	3	8	7	5	4	2	103	JIM GIBBONS	HNWH
0.0	0.0	8.2	4	WROV-FM AOR	96.3 100kw	5	7	2	3	3	8	119	JOYNER	HNWH
2.6	3.6	6.9	5	WJJS UC	1320 1kw	8	3	4	4	5	4	157	CBS	K/P
8.2	8.5	4.0	6	WSLQ AC	99.1 200kw	4	4	5	6	6	9	46	MEL WHEELER	KATZ
5.1	5.1	3.5	7	WSLC Ctry	610 5-1kw	7	16	15	12	9	5	80	MEL WHEELER	KATZ
4.6	2.6	3.4	8	WJLM Ctry	93.5 3kw	6	12	8	7	8	6	68	WRIS	--
3.1	2.1	3.1	9	WROV Gold	1240 1kw	9	13	10	8	7	7	74	JOYNER	HNWH
2.6	3.6	2.7	10	WFIR AC	960 5kw	11	19	18	16	14	10	88	JIM GIBBONS	HNWH

#62

SAN DIEGO NORTH COUNTY

POPULATION: 562,500

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
9.1	10.2	6.1	9.0	6.8	1	KJQY B/EZ	103.7 36kw	3	20	24	13	6	1	99	GROUP W	G/W
5.1	5.0	4.5	6.1	6.1	2	KGB AOR	101.5 50kw	8	9	1	1	3	23	101	BROWN	KATZ
9.1	7.4	7.8	9.2	6.0	3	KFMB-FM AC	100.7 30kw	1	2	2	2	4	10	55	MIDWEST TV	MOG
3.6	4.5	6.0	5.1	5.3	4	KKLQ-A/F CHR	600/106.5 5kw/50kw	2	1	3	4	11	24	71	EDENS	CHR
3.3	2.3	3.8	2.1	5.0	5	KSON-A/F Ctry	1240/97.3 1kw/50kw	6	13	7	5	1	2	86	JEFFERSON-PILOT	BAN
1.4	5.0	2.5	4.2	4.5	6	KYXY AC	96.5 41kw	5	7	9	6	5	4	69	PARKER	HNWH
4.6	5.1	5.3	4.8	4.5	6	KGMG-FM CR	102.1 9.5kw	7	12	5	3	2	6	74	PAR	BAN
6.0	6.1	4.6	5.4	4.4	8	KFMB AC	760 5kw	4	11	14	9	7	3	65	MIDWEST TV	MOG
4.8	4.6	3.8	4.2	3.7	9	XTRA-FM NR	91.1 100kw	9	4	4	8	15	35	61	NOBLE	MMR
1.1	2.2	3.7	3.8	3.4	10	KKYY AC	94.9 22kw	11	24	6	7	9	14	62	SANDUSKY	TOR

#86

SARASOTA-BRADENTON

POPULATION 400,600

SPRING '88	SPRING '89	METRO RANK 12+ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
17.2	22.2	1	WDUV B/EZ	103.3 100kw	1	8	7	7	8	1	130	SUNSHINE STATE	CHR
7.9	8.8	2	WYNF AOR	94.9 100kw	3	2	1	1	1	11	99	CBS	CBS
10.0	7.5	3	WSRZ CHR	106.3 3kw	2	1	2	2	3	7	75	WILKS/SCHWARTZ	EAST
3.6	5.7	4	WFLZ AC	93.3 99kw	4	5	3	3	2	3	71	JACOR	EAST
2.5	4.1	5	WWRM AC	107.3 100kw	7	24	6	6	6	4	79	COX	DUR
3.2	4.1	6	WCTQ Ctry	92.1 2.75kw	12	13	22	8	5	2	117	ASTERISK	TOR
5.4	3.8	7	WAMR BBnd	1320 2.75kw	9	20	26	26	26	8	84	ASTERISK	TOR
7.3	3.6	8	WSUN Ctry	620 10kw	5	6	11	9	9	5	60	CBS	CBS
4.8	3.5	9	WFLA N/T	970 5kw	8	10	24	14	14	6	68	JACOR	EAST
4.1	3.1	10	WHVE NAC	102.5 100kw	6	11	4	4	4	10	56	SUSQUEHANNA	HNWH

#98

SPOKANE

POPULATION: 355,400

SPRING '88	FALL '88	SPRING '89	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER							AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
						CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK				
16.9	14.8	15.6	1	KZZU CHR	92.9 85kw	1	1	1	1	2	5	89	OLYMPIC	CHR	26.6
13.8	9.9	11.1	2	KXLY-FM B/EZ	99.9 37kw	4	16	7	7	6	1	116	SPOKANE	TOR	5.8
8.4	10.9	9.2	3	KISC AC	98.1 94kw	2	3	4	2	1	3	89	HOME NEWS	KATZ	7.9
6.8	8.9	8.6	4	KDRK Ctry	93.7 56kw	3	4	6	5	3	2	88	PRICE BR.	EAST	9.8
6.4	5.6	7.2	5	KEZE AOR	105.7 100kw	5	2	2	3	5	15	85	APOLLO	MCG	7.9
3.9	5.8	6.3	6	KKZX CR	98.9 100kw	8	12	3	4	4	11	96	MEDINA	BAN	4.3
4.9	3.1	5.3	7	KKPL AC	96.1 56kw	6	5	5	6	7	8	68	ALPHA RADIO	REP	4.3
5.1	6.8	4.6	8	KXLY N/T	92.0 5kw	7	15	10	10	10	6	68	SPOKANE	TOR	4.5
4.5	5.5	4.1	9	KGA Ctry	1510 50kw	9	8	11	9	8	4	65	PRICE BR.	EAST	6.3
2.7	3.1	3.3	10	KAQQ AC	590 5kw	11	9	16	14	14	10	89	HOME NEWS	KATZ	1.7

#71

SPRINGFIELD

POPULATION: 502,500

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER							AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
								CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK				
7.0	9.5	10.3	8.2	11.5	1	WHYN-FM AC	93.1 8.9kw	2	5	2	2	1	1	95	WILKS/SCHWARTZ	MCG	8.8
10.3	7.2	8.2	8.6	9.8	2	WAQY AOR	102.1 17kw	1	3	1	1	4	8	80	SUNSHINE GROUP	KATZ	11.6
9.8	9.1	10.2	7.3	9.2	3	WMAS-FM AC	94.7 50kw	5	6	3	3	2	3	100	LAPPIN	BAN	8.5
8.6	5.6	5.5	5.3	8.3	4	WHYN AC	560 8.9kw	4	10	11	5	3	1	85	WILKS/SCHWARTZ	MCG	6.9
9.0	9.2	7.9	9.1	7.6	5	WTIC-FM CHR	96.5 20kw	3	1	4	4	5	9	67	CHASE	KATZ	10.4
10.0	8.9	8.7	10.1	7.2	6	WRCH B/EZ	100.5 7.5kw	6	18	13	8	6	4	88	RADIO CRP/HART	BAN	4.4
7.1	6.3	4.7	5.9	5.3	7	WMAS BBnd	1450 1kw	7	21	25	19	17	5	96	LAPPIN	BAN	3.7
--	0.4	2.2	2.6	3.5	8	WWYZ Ctry	92.5 18kw	13	22	6	6	7	6	82	WWYZ, INC.	BAN	5.0
2.2	2.4	1.8	3.5	2.7	9	WNNZ Gold	640 50-1kw	15	16	14	9	8	7	75	CELIA	KATZ	1.6
1.9	2.1	3.2	3.2	2.4	10	WHMP-FM CHR	99.3 3kw	10	2	10	12	15	17	53	NORTH HAMPTON	K/P	5.0

#90

STOCKTON

POPULATION: 381,500

SPRING '88	FALL '88	SPRING '89	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.5	4.4	10.4	1	KHOP CHR	104.1 50kw	1	1	1	1	1	6	71	FULLER-JEFFREY	MCG	8.7
6.3	9.1	5.6	2	KRAK Ctry	1140 50kw	7	18	11	6	4	1	93	EZ	KATZ	4.3
1.5	1.3	5.4	3	KFRC Nost	610 5kw	17	24	27	29	18	7	137	RKO GENERAL	REP	1.8
5.6	3.2	5.1	4	KDJK AOR	95.1 29.5kw	13	8	2	2	5	13	97	GOLDRUSH	EAST	5.3
3.5	2.7	4.8	5	KJAX B/EZ	99.3 2.35kw	4	21	25	15	12	5	76	JOSEPH GAMBLE	CHR	3.6
3.6	3.0	4.6	6	KNBR AC	680 50kw	5	27	10	3	2	2	74	SUSQUEHANNA	EAST	3.6
3.1	2.1	4.3	7	KMEL CHR	106.1 69kw	3	2	3	7	11	21	66	CENTURY	CHR	6.7
5.2	4.1	4.1	8	KWG Gold	1230 1kw	12	16	9	4	3	3	78	CENTRAL VALLEY	KATZ	4.6
2.9	3.2	3.9	9	KCBS N/T	740 50kw	6	23	21	16	9	4	66	CBS	CBS	2.1
6.1	5.5	3.8	10	KBEE B/EZ	103.1 103.3kw	10	13	13	13	10	10	67	PRICE BR.	REP	3.3

#64

SYRACUSE

POPULATION: 540,300

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.8	10.6	12.6	15.3	13.9	1	WNTQ CHR	93.1 97kw	2	1	1	2	2	5	87	OSBORN	MCG	14.7
15.2	17.2	13.8	14.7	11.8	2	WYYY AC	94.5 100kw	1	3	2	1	1	4	72	NEWCITY	KATZ	12.6
12.2	11.6	14.2	10.0	10.8	3	WSYR AC	570 5kw	3	7	10	6	5	1	89	NEWCITY	KATZ	10.5
9.0	5.3	8.0	6.2	7.8	4	WAQX AOR	95.7 25kw	5	2	3	3	6	14	80	ATLANTIC	MMR	9.4
5.2	6.7	6.0	5.9	7.4	5	WKFM CR	104.7 50kw	4	6	4	4	4	10	76	WILKS/SCHWARTZ	CHR	9.5
2.9	5.6	6.6	7.7	6.5	6	WRHP Ctry	107.9 50kw	8	9	8	9	7	3	106	PARK	BAN	4.9
5.8	7.2	4.8	4.9	5.8	7	WSEN-A/F Gold	1050/92.1 2.5kw/25kw	6	12	5	5	3	2	70	BUCKLEY	HNWH	5.5
5.6	4.1	4.6	3.2	4.2	8	WHEN AC	620 5-1kw	7	22	7	7	9	6	53	PARK	BAN	2.6
0.8	0.4	2.2	2.3	4.0	9	WPCX Ctry	106.9 14kw	10	4	6	8	8	7	95	SCOTT	MK4	1.5
6.5	4.8	4.2	4.6	2.7	10	WEZG B/EZ	100.9 3kw	9	5	12	11	10	8	57	LORENZ	DUR	1.7

#72

TOLEDO

POPULATION: 502,400

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.4	10.6	10.7	9.1	14.4	1	WKKO Ctry	99.9 50kw	4	9	5	4	2	1	94	BOOTH AMERICAN	MMR	12.3
11.5	8.1	7.4	9.3	11.5	2	WLQR B/EZ	101.5 19kw	5	11	7	6	6	2	86	TOLEDO BR.	KATZ	4.9
11.0	10.8	8.9	9.7	11.0	3	WMHE CHR	92.5 50kw	1	3	3	3	5	7	56	OSBORN	CHR	10.2
9.6	10.3	12.2	11.4	9.6	4	WIOT AOR	104.7 50kw	3	2	1	1	1	12	102	REAMS	EAST	16.0
8.7	6.2	7.6	9.1	8.7	5	WWWM AC	105.5 2.7kw	6	7	4	5	3	4	70	MIDWESTERN	DUR	5.1
6.2	7.2	5.2	5.7	6.2	6	WSPD AC	1370 5kw	8	13	14	13	11	6	69	TOLEDO BR.	KATZ	3.8
5.7	7.2	9.0	11.8	5.7	7	WRQN CHR	93.5 2kw	2	1	2	2	4	5	85	WRQN, INC.	BAN	14.2
4.8	3.0	6.1	2.6	4.8	8	WTOD Ctry	1560 5kw	11	12	20	10	10	9	83	BOOTH AMERICAN	MMR	3.3
4.2	5.5	4.7	4.0	4.2	9	WJR AC	760 50kw	7	15	6	7	7	3	80	CAP CITIES/ABC	KATZ	3.6
3.9	5.4	3.7	2.8	3.9	10	WVOI UC	1520 1kw	10	4	8	9	8	11	80	McDOWELL	REG	3.2

#63

TUCSON

POPULATION: 543,600

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
20.5	22.4	18.0	23.0	21.5	1	KRQQ CHR	93.7 91kw	1	1	1	1	1	4	112	NATIONWIDE	MOG	29.3
9.0	8.4	6.1	5.0	8.3	2	KWFM AC	92.9 90kw	2	3	4	2	2	1	79	AMERICAN MEDIA	MMR	6.4
9.5	8.2	6.0	7.6	8.0	3	KJYK AC	94.9 97kw	4	6	3	4	3	2	92	DUCHOSSO IS	CHR	3.6
7.6	8.8	7.6	8.9	7.9	4	KLPX AOR	96.1 93kw	3	4	2	3	5	9	83	LOTUS	HNWH	12.8
11.2	10.2	11.6	10.4	6.9	5	KIIM Ctry	99.5 93kw	5	18	5	5	4	3	95	REX	KATZ	9.5
3.7	3.0	4.4	4.0	4.0	6	KNST N/T	940 1-25kw	6	16	9	7	8	7	70	NATIONWIDE	MOG	4.6
3.7	2.4	3.2	2.7	3.9	7	KCUB Ctry	1290 1kw	7	10	13	11	10	5	94	REX	KATZ	4.1
0.7	1.5	5.3	3.9	3.5	8	KMRR Nost	1330 2-3kw	11	17	20	15	11	6	114	GOLDEN STATE	REP	2.6
2.8	2.9	2.0	2.7	3.0	9	KUPD AOR	97.9 100kw	9	2	6	6	6	22	79	TRI-CITY	BAN	4.0
1.9	2.2	5.2	3.6	2.9	10	KGTV B/Bnd	1080 1kw	15	23	23	22	22	14	122	JOE CRYSTALL	--	1.0

TULSA

POPULATION: 649,100

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ADP	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.1	9.1	8.4	8.1	11.7	1	KWEN Ctry	95.5 96kw	1	3	4	2	1	1	83	NEWCITY	KATZ	10.2
13.1	12.2	14.4	11.0	10.6	2	KMOD AOR	97.5 96kw	4	4	1	1	2	8	104	CLEAR CHANNEL	CHR	14.6
10.4	9.8	9.0	8.0	9.3	3	KAYI CHR	106.9 100kw	2	1	2	3	11	10	79	NARRAGANSETT	KATZ	14.1
9.4	10.1	9.2	11.0	9.3	3	KRMG AC	740 50-25kw	3	14	9	9	5	3	87	NEWCITY	KATZ	8.3
8.2	9.1	8.0	9.4	8.2	5	KBEZ B/EZ	92.9 100kw	6	13	14	8	3	2	87	WIN	CHR	5.9
9.7	8.6	7.2	7.4	7.2	6	KVOO Ctry	1170 50kw	7	9	12	11	7	4	82	FIRST-STUART	EAST	5.4
6.1	5.6	6.2	5.4	6.3	7	KMYZ-A/F CHR	1570/104.5 1kw/70kw	5	2	3	4	9	11	65	SHAMROCK COM.	BAN	7.1
2.7	3.6	3.2	6.4	4.9	8	KVLT Gold	106.1 100kw	8	8	7	5	4	5	73	FEDERATED MEDIA	CHR	4.0
2.3	4.4	4.0	4.6	4.7	9	KVOO-FM Ctry	98.5 100kw	9	12	8	10	10	6	80	FIRST-STUART	EAST	6.0
5.6	5.1	6.1	3.7	4.2	10	KRAV AC	96.5 96kw	10	7	5	7	8	9	77	KRAVIS CO.	REP	3.3

WEST PALM BEACH-BOCA RATON

POPULATION: 723,700

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ADP	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.0	12.4	16.7	18.0	17.5	1	WEAT-A/F B/EZ	850/104.3 5-1kw/56kw	1	13	27	12	3	1	120	TAYLOR	KATZ	11.8
7.0	8.8	8.8	7.2	11.5	2	WRMF AC	97.9 100kw	2	6	1	1	1	2	104	FAIRBANKS	BAN	8.6
3.8	5.0	5.3	5.6	5.4	3	WIRK Ctry	107.9 100kw	5	27	4	2	2	3	99	PRICE	HNWH	5.7
5.7	9.5	6.9	5.9	5.0	4	WJNO N/T	1230 1kw	3	19	23	16	11	5	73	FAIRBANKS	BAN	5.3
3.1	2.3	4.0	6.0	4.5	5	WHQT UC	105.1 100kw	7	2	2	3	4	18	94	EZ	MMR	4.9
4.9	3.4	3.5	3.3	3.9	6	WOVV CHR	95.5 100kw	6	1	3	4	8	14	75	SOUTHWIND	MCG	3.5
2.4	1.7	1.6	2.4	3.1	7	WLYF B/EZ	101.5 100kw	14	8	29	22	9	4	107	JEFFERSON-PI LOT	BAN	2.2
3.0	2.8	4.4	2.8	2.4	8	WNGS AC	92.1 3kw	10	24	9	7	7	8	66	PEARL	EAST	2.9
1.5	2.3	1.4	1.9	2.4	8	WZTA CR	94.9 100kw	12	30	6	5	6	10	69	GUY GANNETT	KATZ	7.8
3.4	2.5	4.0	3.1	2.3	10	WMXJ Gold	102.7 100kw	11	14	11	6	5	6	66	SCONNIX	DUR	2.5

#87

WICHITA

POPULATION: 390,700

SPRING '88	FALL '88	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.9	13.8	15.0	1	KKRD CHR	107.3 100kw	1	1	1	1	3	7	81	OSBORN	HNWH	16.2
7.6	11.6	9.3	2	KZSN Ctry	102.1 100kw	5	5	6	4	1	1	89	SOUTHERN SKIES	KATZ	10.0
12.6	9.5	8.6	3	KFDI-FM Ctry	101.3 100kw	3	7	7	7	4	2	74	GREAT EMPIRE	TOR	10.2
5.5	8.0	7.4	4	KXLK AC	105.1 100kw	4	3	4	3	2	6	64	MID-CONTINENT	BAN	7.0
7.1	7.8	7.4	4	KICT AOR	95.1 100kw	6	4	2	2	6	12	75	LAKODUK	MOG	10.6
5.7	5.5	6.9	6	KOEZ B/EZ	92.3 100kw	8	12	13	9	8	3	84	KJRG, INC.	ROS	3.1
7.3	7.5	6.2	7	KEYN CHR	103.7 100kw	2	2	3	5	7	10	44	ABERDEEN	EAST	9.4
7.4	7.6	5.8	8	KFDI Ctry	1070 10-1kw	7	16	18	13	11	4	62	GREAT EMPIRE	TOR	8.5
2.9	2.7	4.9	9	KWKL Gold	106.5 100kw	10	6	8	6	5	5	70	KELSEY	--	1.4
2.2	3.0	3.9	10	KRZZ CR	95.9 1.15kw	9	14	5	8	9	14	54	NEW WEST	DUR	2.8

#59

WILKES BARRE-SCRANTON

POPULATION: 624,000

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.3	14.7	13.0	13.8	13.3	1	WKRZ CHR	98.5 8.7kw	1	1	1	1	1	1	81	KEY MARKET	KATZ	17.0
5.3	4.9	5.0	7.0	8.7	2	WNAK B/EZ	730 1kw	8	32	26	25	16	4	183	SEVEN-THIRTY	K/P	3.6
9.7	9.0	8.9	6.4	7.1	3	WEZX AOR	107.1 1.9kw	4	4	2	2	2	17	97	SHAMROCK COM	CHR	11.5
7.2	7.2	6.8	5.5	5.8	4	WARM AC	590 5kw	2	6	14	6	4	2	67	SUSQUEHANNA	MOG	7.0
6.4	4.5	5.0	5.4	5.4	5	WMGS AC	92.9 5.3kw	3	7	3	3	3	5	72	SUSQUEHANNA	MOG	5.7
4.3	5.2	4.8	5.3	5.4	5	WWSH B/EZ	97.9 19.5kw	6	22	11	9	7	3	87	LUZERNE	KATZ	2.5
3.2	5.0	3.5	4.4	3.3	7	WTLO CHR	102.3 3kw	5	2	4	7	10	20	47	FUTUREMARK	MOG	5.4
5.9	4.8	5.1	3.8	2.9	8	WGBI-FM AC	101.3 7kw	7	18	6	5	6	8	60	MEGAREE	TOR	2.7
2.6	2.8	1.8	2.2	2.8	9	WEJL Gold	630 5kw	9	15	36	29	27	7	77	SHAMROCK COM.	CHR	2.5
0.9	1.3	2.9	3.0	2.7	10	WSGD Gold	94.3 520kw	11	19	15	4	5	6	83	SAGE	REP	4.7

#77

WILMINGTON

POPULATION: 466,400

SPRING '88	FALL '88	SPRING '89	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
10.5	9.1	9.2	1	WSTW CHR	93.7 50kw	1	5	2	2	1	2	74	DELMARVA	EAST
7.3	9.7	8.8	2	WMMR AOR	93.3 29kw	3	4	1	1	3	9	88	LEGACY	KATZ
10.0	8.9	7.9	3	WJBR-A/F AC	1290/99.5 2.5kw/50kw	2	8	4	3	2	1	73	CRB	KATZ
7.3	7.3	7.5	4	WUSL UC	98.9 18kw	6	3	3	4	6	6	108	TAK	MCG
6.5	6.2	6.4	5	WDEL AC	1150 5kw	4	17	14	14	8	3	85	DELMARVA	EAST
3.2	3.6	5.0	6	WXTU Ctry	92.5 50kw	10	11	8	5	4	5	86	BEASLEY	REP
3.6	3.4	4.1	7	WILM N/T	1450 1kw	9	24	16	16	17	11	69	DELAWARE	SAV
3.8	4.6	4.0	8	WEGX CHR	106.1 22.5kw	7	2	6	8	12	16	60	MALRITE	EAST
2.4	2.0	3.6	9	WOGL Gold	98.1 12.5kw	13	13	18	6	5	4	83	CBS	CBS
4.7	3.8	3.4	10	WYSP CR	94.1 16kw	5	9	5	7	7	17	48	INFINITY	TOR

#81

YOUNGSTOWN-WARREN

POPULATION: 422,000

SPRING '88	SUMMER '88	FALL '88	WINTER '89	SPRING '89	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
16.1	14.7	14.0	12.6	14.6	1	WHOT-A/F CHR	1330/101.1 5.1kw/15.5kw	1	1	1	1	1	4	95	WHOT, INC.	EAST	16.0
10.9	8.2	9.5	7.9	10.9	2	WQXK Ctry	105.1 88kw	4	7	6	3	3	1	130	LINCOLN GROUP	MCG	10.0
9.3	7.8	9.5	11.3	10.6	3	WKBN-FM B/EZ	98.9 4.5kw	2	9	8	5	4	2	101	WKBN BR.	KATZ	7.0
2.0	7.6	7.3	6.8	8.7	4	WBBG Gold	93.3 50kw	3	8	5	2	2	3	100	H&D	--	5.9
9.2	9.0	10.6	9.0	8.0	5	WKBN N/T	570 5kw	5	6	10	9	7	5	98	WKBN BR.	KATZ	6.7
3.5	9.4	5.4	7.0	5.2	6	WNCD CR	106.1 3kw	7	4	2	4	6	12	78	WN	TOR	7.5
9.8	7.2	6.6	5.9	4.9	7	WYFM AC	102.9 26kw	6	12	4	6	5	8	69	SHARON	DUR	5.9
3.2	3.2	3.4	6.1	4.7	8	WFMJ AC	1390 5kw	9	17	19	22	18	6	88	WFMJ	UNI	4.8
0.0	0.0	0.8	3.5	4.5	9	WRKU AOR	95.1 19kw	11	5	3	7	8	13	102	BETA BR.	--	4.3
5.5	5.3	5.2	3.6	3.9	10	WBBW N/T	1240 1kw	8	24	16	11	10	7	62	MAHONING VALLEY	REP	3.1
5.3	2.5	4.3	2.9	3.9	10	WMGZ-A/F CHR	1470/95.9 1.5kw/3kw	10	3	7	8	9	10	77	NATIONAL	K/P	5.3

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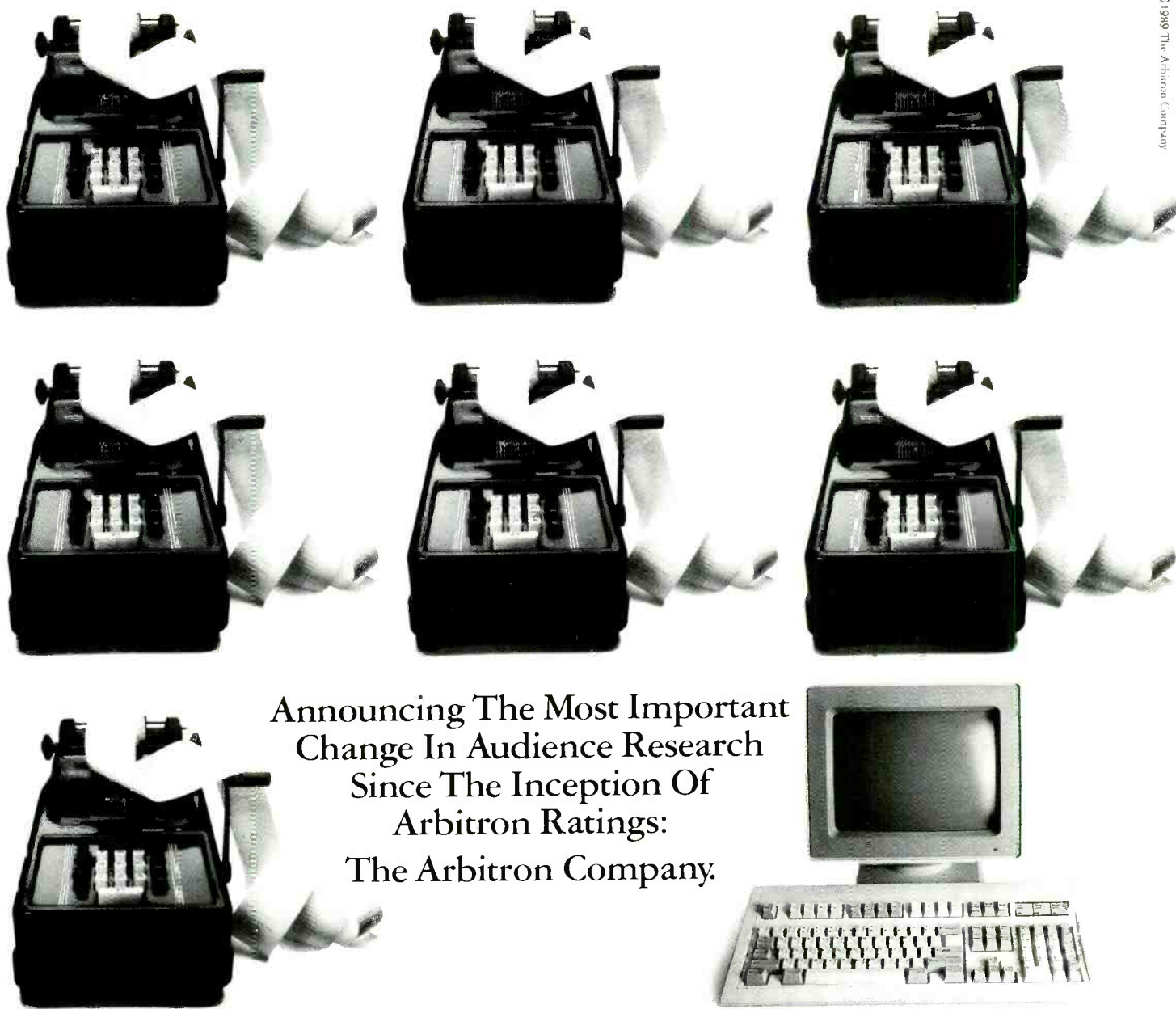
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