



# RATINGS REPORT

# & DIRECTORY

YOUR COMPLETE INDUSTRY RESOURCE GUIDE



OVER 1900 UPDATED DIRECTORY LISTINGS • A-Z DIRECTORY INDEX  
TOP 100 MARKET PROFILES • ARBITRON/BIRCH COMPARISONS  
DRIVETIME DOMINATORS & KEY FORMAT LEADERS



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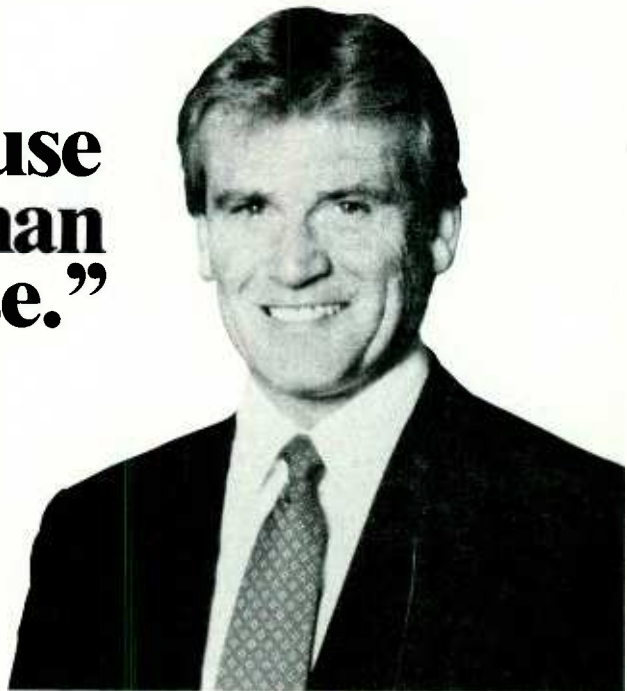
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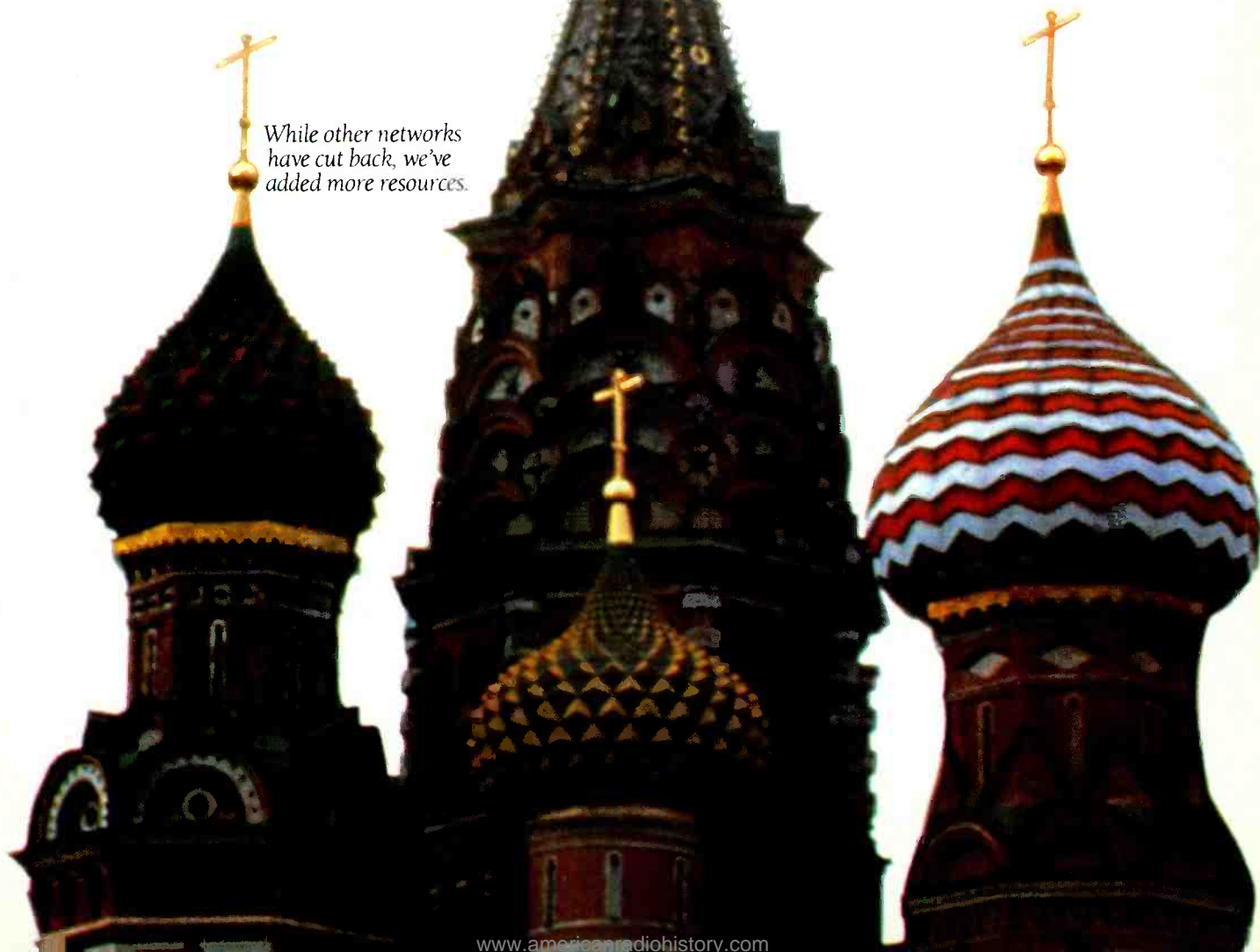
No commercials means more flexibility, more freedom to program the way you want. And that's good news to stations looking for an advantage. Our format is designed to fit your format and provide sales and sponsorship opportunities.

You make all the decisions because all programming is yours to sell without affidavit or clearance requirements from AP. When you carry AP Network News you get more than sales opportunities.



*The only news bureau at the U.S. Department of Agriculture.*

*While other networks have cut back, we've added more resources.*



# Gives You Everything. Commercials.

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Now you're where the news is happening, when it's happening. Our



*More live sports coverage than any radio network.*

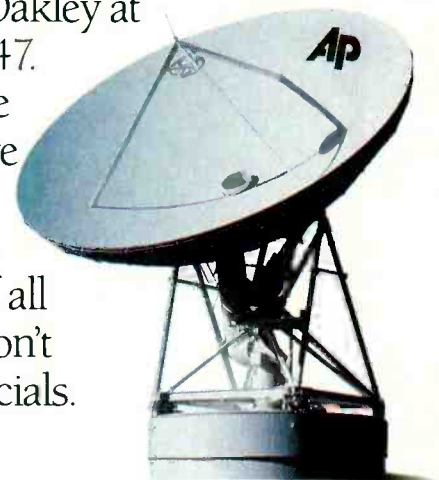
sports staff covers more major sports events than any other network. We cover Wall Street with more reports per day than anyone. Ours is the only broadcast bureau at the U.S. Department of Agriculture.

And we offer over 20 lifestyle and entertainment features to suit any taste or interest. Become an AP Network News affiliate today by calling Rosie Oakley at (800)-821-4747.

You'll get more comprehensive news and the most flexible format. Best of all is what you won't get... commercials.



*AP Hotline provides continuous coverage of live events.*

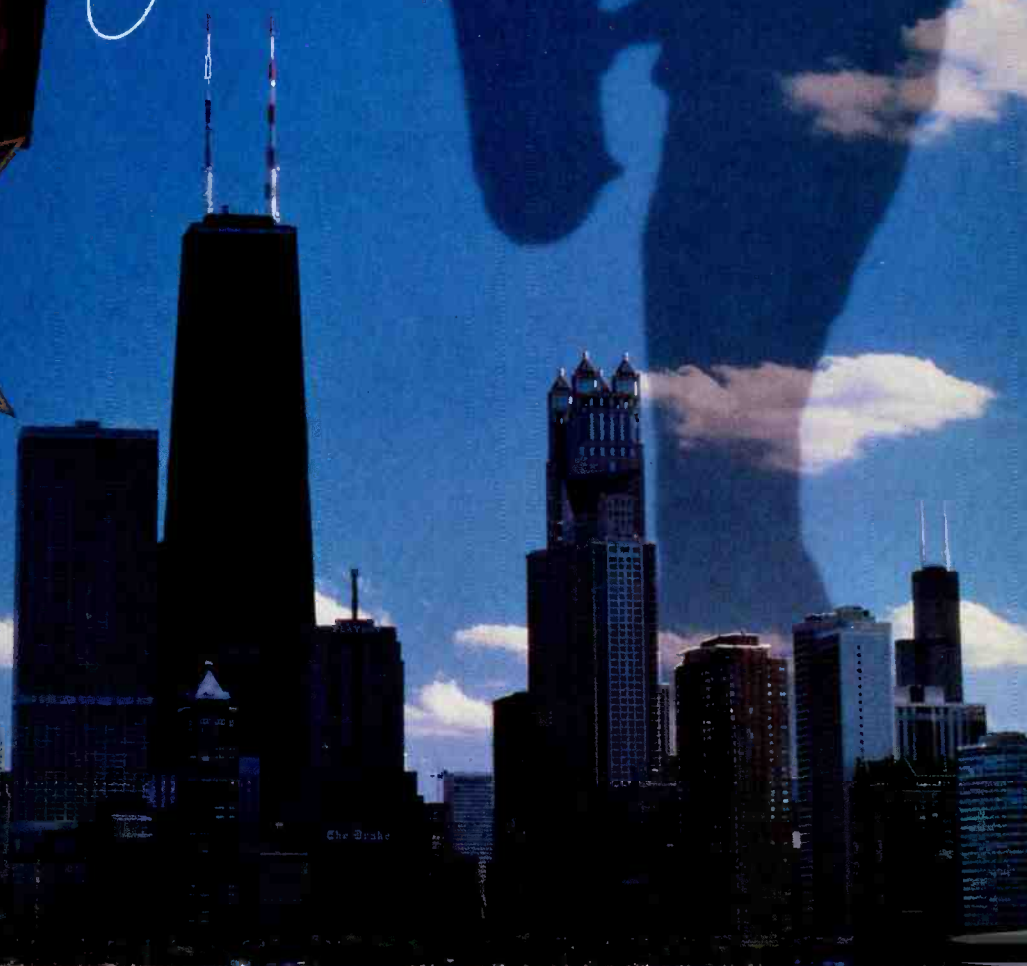
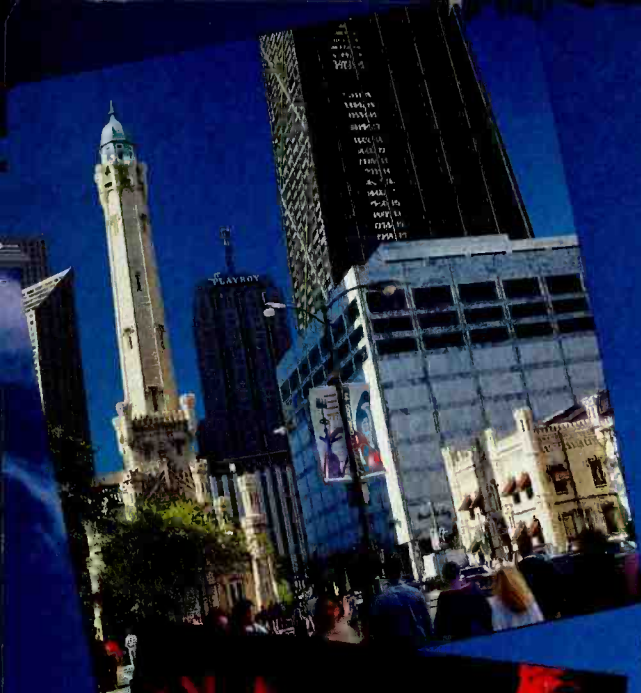
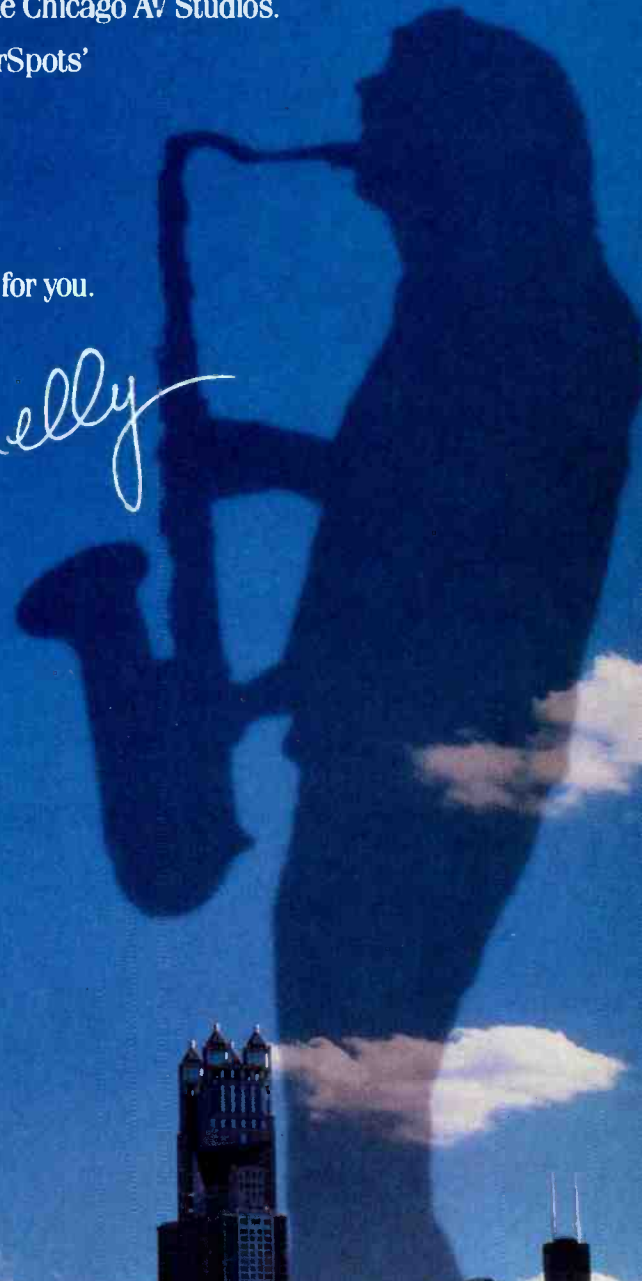


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Joe Kelly



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# FORMAT REACH CHARTS

**E**ach 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 Fall '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 20.0% (19.5%)**

**CHR 18.3% (18.3%)**

**Ctry 14.4% (14.3%)**

**AOR/NR 10.3% (10.8%)**

**Gold/CR 8.5% (7.9%)**

**N/T 7.5% (3.2%)**

**UC 7.2% (7.5%)**

**B/EZ 6.5% (8.1%)**

**BBnd/Nost 2.5% (2.1%)**

**Span 2.0% (1.5%)**

**NAC .9% (.9%)**

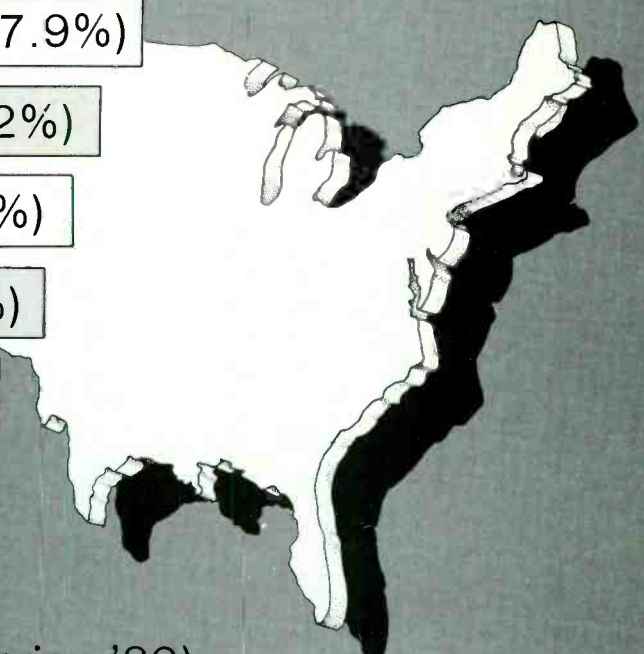
**Clas .8% (.9%)**

**Rel/CC .8% (1.0%)**

**Jazz .2% (.1%)**

**Misc .1% (.1%)**

(Spring '89)

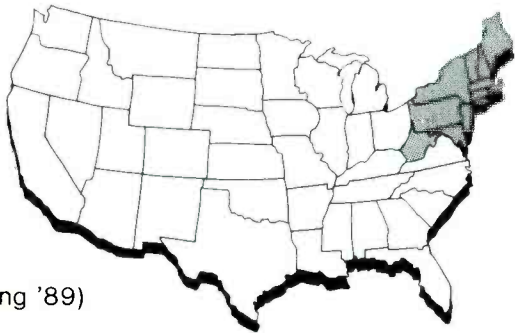


## FORMAT LEGEND

**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.

# EAST

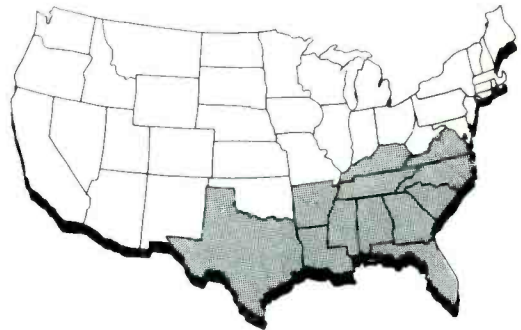
AC	████████████████████	26.1 (24.6)
AOR/NR	████████████████	11.1 (12.7)
BBnd/Nost	████████	4.1 (3.1)
B/EZ	██████████	7.9 (8.5)
CHR	████████████████████	18.7 (18.9)
Clas	███	.8 (1.4)
Ctry	██████████	6.4 (6.8)
Gold/CR	████████████	9.0 (9.6)
Jazz	0	(0)
Misc	0	(0)
NAC	███	1.3 (.4)
N/T	██████████	9.8 (8.4)
Rel/CC	███	.5 (.5)
Span	███	1.5 (.5)
UC	██████████	4.8 (4.9)



(Spring '89)

# SOUTH

AC	████████████████████	15.4 (15.8)
AOR/NR	██████████████	8.5 (8.5)
BBnd/Nost	███	1.3 (1.4)
B/EZ	██████████	6.6 (7.4)
CHR	████████████████████	17.2 (16.0)
Clas	███	1.2 (.2)
Ctry	████████████████████	20.1 (20.1)
Gold/CR	██████████	6.8 (6.1)
Jazz	1.1	(0)
Misc	1.1	(0)
NAC	███	.4 (.6)
N/T	██████████	4.9 (4.2)
Rel/CC	████████	1.7 (2.3)
Span	████	3.0 (2.5)
UC	████████████████	14.0 (14.8)

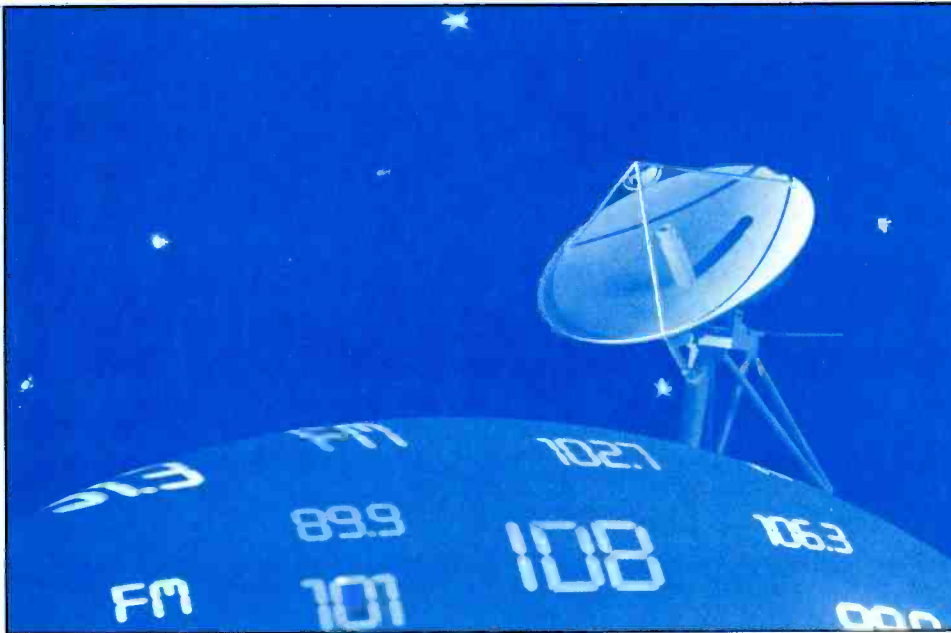


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*Ed Brantley  
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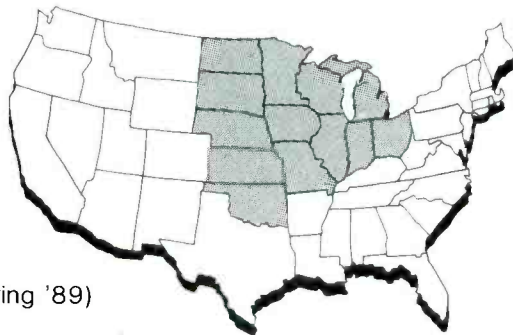


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# MIDWEST

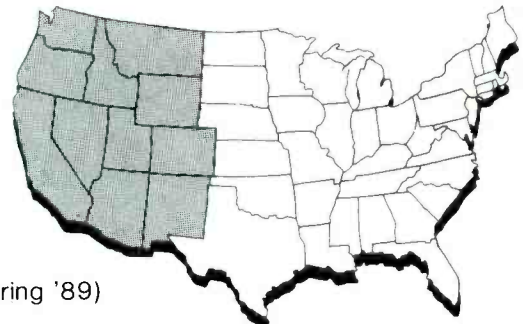
AC		23.5 (22.7)
AOR/NR		10.3 (10.7)
BBnd/Nost		1.7 (1.5)
B/EZ		7.4 (8.3)
CHR		18.4 (19.2)
Clas		1.7 (1.7)
Ctry		15.2 (15.0)
Gold/CR		9.8 (9.2)
Jazz		1.4 (.3)
Misc		0 (.2)
NAC		1.4 (.6)
N/T		6.4 (5.3)
Rel/CC		1.3 (.7)
Span		1.2 (.2)
UC		5.3 (5.4)



(Spring '89)

# WEST

AC		17.1 (17.0)
AOR/NR		12.5 (12.8)
BBnd/Nost		3.4 (2.7)
B/EZ		3.8 (8.6)
CHR		19.9 (20.8)
Clas		1.8 (2.1)
Ctry		13.1 (11.7)
Gold/CR		9.3 (7.7)
Jazz		1.2 (.1)
Misc		1.3 (.4)
NAC		2.8 (2.2)
N/T		10.5 (10.2)
Rel/CC		1.2 (.2)
Span		4.2 (2.7)
UC		.9 (.8)



(Spring '89)



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# DRIVETIME DOMINATORS

## AM Drive/Top 25

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



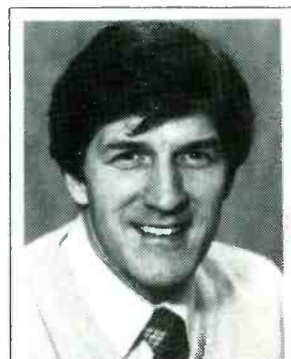
Claude Tomlinson  
WIVK-AM & FM/Knoxville



Bob Steele  
WTIC/Hartford



Rich Michaels  
WVIC-AM & FM/Lansing



Tim Burns  
WNNK/Harrisburg



Charlie Boone & Roger Erickson  
WCCO/Minneapolis-St. Paul

1. **WIVK-AM & FM/Knoxville (Ctry) 40.9**  
*Claude Tomlinson*
2. **KMOX/St. Louis (Talk) 24.7**  
*Bob Hardy, Bill Wilkerson, Wendy Weiss*
3. **WNNK/Harrisburg (CHR) 24.5**  
*Tim Burns, Sue Campbell, Dennis Edwards*
3. **WVIC-AM & FM/Lansing (CHR) 24.5**  
*Rich Michaels*
5. **KSSK-AM & FM/Honolulu (AC) 24.2**  
*Michael W. Perry & Larry Price*
6. **WTIC/Hartford (AC) 23.4**  
*Bob Steele*
7. **WCCO/Minneapolis-St. Paul (AC) 23.2**  
*Charlie Boone & Roger Erickson*
8. **WDEF-AM & FM/Knoxville (B/EZ) 22.7**  
*Luther Masingill*
9. **WHAS/Louisville (AC) 22.4**  
*Wayne Perkey*
10. **WKSJ-AM & FM/ Mobile (Ctry) 21.9**  
*Wayne Gardner & Bill Dotson*
11. **WNDE & WFBQ/Indianapolis (AOR) 21.1**  
*Bob & Tom*
12. **KSSN/Little Rock (Ctry) 20.8**  
*Bob Robbins*
13. **KFAB/Omaha-Council Bluffs (AC) 20.4**  
*Dan Cole, Walt Kavanagh, Kent Pavelka*
14. **KUZZ-AM & FM/Bakersfield (Ctry) 20.1**  
*Steve Gradowitz*
15. **WIBC/Indianapolis (AC) 19.7**  
*Jeff Pigeon*
15. **WIKS/Coastal North Carolina (UC) 19.7**  
*B.K. Kirkland*
17. **WQUT/Johnson City (CHR) 19.4**  
*Steve Mann*
18. **WRVA/Richmond (AC) 19.3**  
*Alden Aaroe & Tim Timberlake*
19. **WEAT-AM & FM/West Palm Beach (B/EZ) 19.0**  
*Dave Supple, Steve Kenney*
20. **KXXY-AM & FM/Oklahoma City (Ctry) 18.9**  
*Dave & Dan*
21. **WITL-FM/Lansing (Ctry) 18.4**  
*K.J.*
22. **KBFM/McAllen-Brownsville (CHR) 17.9**  
*The Mad Mexican*
23. **WZZK-AM & FM/Birmingham (Ctry) 17.6**  
*Patti & The Doc*
24. **KDKA/Pittsburgh (AC) 17.4**  
*John Cigna & The K-Team*
24. **WCMF/Rochester (AOR) 17.4**  
*Brother Wease Morning Circus*

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-Ken Cooper, KZLA-FM, Los Angeles

"Not only innovative, but topical and downright funny!"  
-J.D. Spangler, WUSN-FM, Chicago

"Country Radio is no longer 'Hee-Haw' without pictures. It's David Letterman meets the Desert Rose Band. Premiere understands and delivers this type of material!"  
-Jack Diamond, KSON-AM/FM, San Diego

"Every Country morning show needs this service."  
-Buddy Baron, KSAN-FM, San Francisco

"Finally, song parodies we can use."  
-Jeff Whitehead, WQBE-FM, Charleston

"...you folks have 'em all beat with The Premiere Country Comedy Network."  
-Jim Murphy, KFKF-FM, Kansas City, MO

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# DRIVETIME DOMINATORS

## AM Drive/Top 25

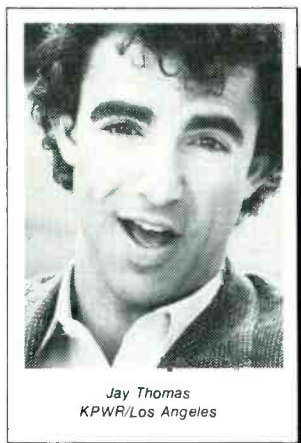
Cume Persons  
12+, M-F, 6-10am



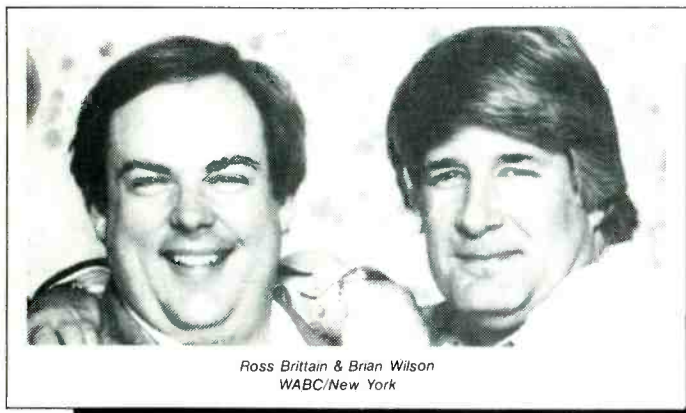
Judy DeAngelis, Paul Smith, Michael O'Neil  
WINS/New York



Rick Dees  
KIIS-AM & FM/Los Angeles



Jay Thomas  
KPWR/Los Angeles



Ross Brittain & Brian Wilson  
WABC/New York

1. **WINS/New York (News)** 2,118,300  
*Paul Smith, Michael O'Neil, Judy DeAngelis*
2. **WHTZ/New York (CHR)** 1,335,300  
*Ross Brittain & Brian Wilson*
3. **WCBS/New York (News)** 1,282,000  
*Bridget Quinn, Jim Donnelly*
4. **KIIS-AM & FM/Los Angeles (CHR)** 987,400  
*Rick Dees, Charleye Wright, Liz Fulton, Chuck Street*
5. **WPAT-AM & FM/New York (B/EZ)** 936,300  
*Del De Montreux*
6. **KPWR/Los Angeles (CHR)** 931,700  
*Jay Thomas, Monica Brooks, Gina Davis*
7. **KYW/Philadelphia (News)** 892,100  
*Pat Farnack, Harry Donahue, Gene Scott*
8. **WCBS-FM/New York (Gold)** 885,700  
*Harry Harrison, Ron Lundy*
9. **WLTW/New York (AC)** 874,200  
*Batt Johnson*
10. **WRKS/New York (UC)** 871,800  
*Mike Love & Ken Webb*
11. **WOR/New York (Talk)** 865,200  
*John A. Gambling & John R. Gambling*
12. **WGN/Chicago (AC)** 864,500  
*Bob Collins*
13. **WPLJ/New York (CHR)** 849,700  
*Gary Bryan, Linda Energy*
14. **WXRK/New York (CR)** 849,600  
*Howard Stern, Robin Quiver*
15. **WQHT/New York (CHR)** 820,300  
*Al Bandiero & Jay Paul Emerson*
16. **WNEW-FM/New York (AOR)** 807,000  
*Dave Herman*
17. **WBBM/Chicago (News)** 786,200  
*Felicia Middlebrooks, John Hultman*
18. **WNSR/New York (AC)** 754,300  
*Bill Neil, Liz White*
19. **KOST/Los Angeles (AC)** 753,800  
*Mark Wallengren & Kim Amidon*
20. **WLUP-AM & FM/Chicago (AOR)** 742,000  
*Jonathon Brandmeier*
21. **KNX/Los Angeles (News)** 731,800  
*Dave Zorn, Tom Sirmons*
22. **KLOS/Los Angeles (AOR)** 682,900  
*Mark & Brian*
23. **WFAN/New York (Sports)** 678,300  
*Don Imus*
24. **KFWB/Los Angeles (News)** 662,400  
*Charlie Brailer, Iris Shelton, John Brooks*
25. **KGO/San Francisco (N/T)** 614,200  
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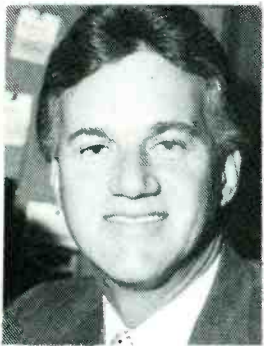
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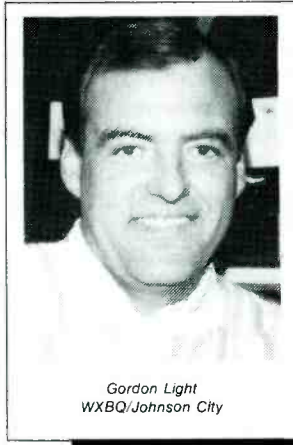
# DRIVETIME DOMINATORS

## PM Drive/Top 25

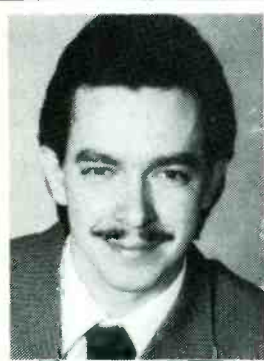
Average Quarter-Hour Share  
12+, M-F, 3-7pm



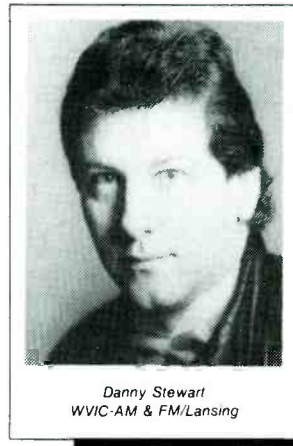
Ed Brantley  
WIVK-AM & FM/Knoxville



Gordon Light  
WXBQ/Johnson City



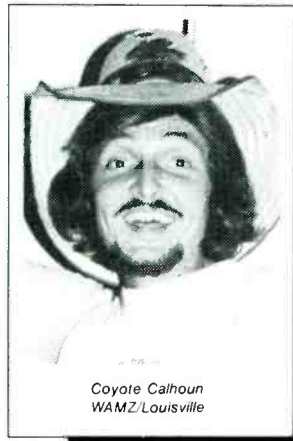
Scott Michaels  
WQUT/Johnson City



Danny Stewart  
WVIC-AM & FM/Lansing



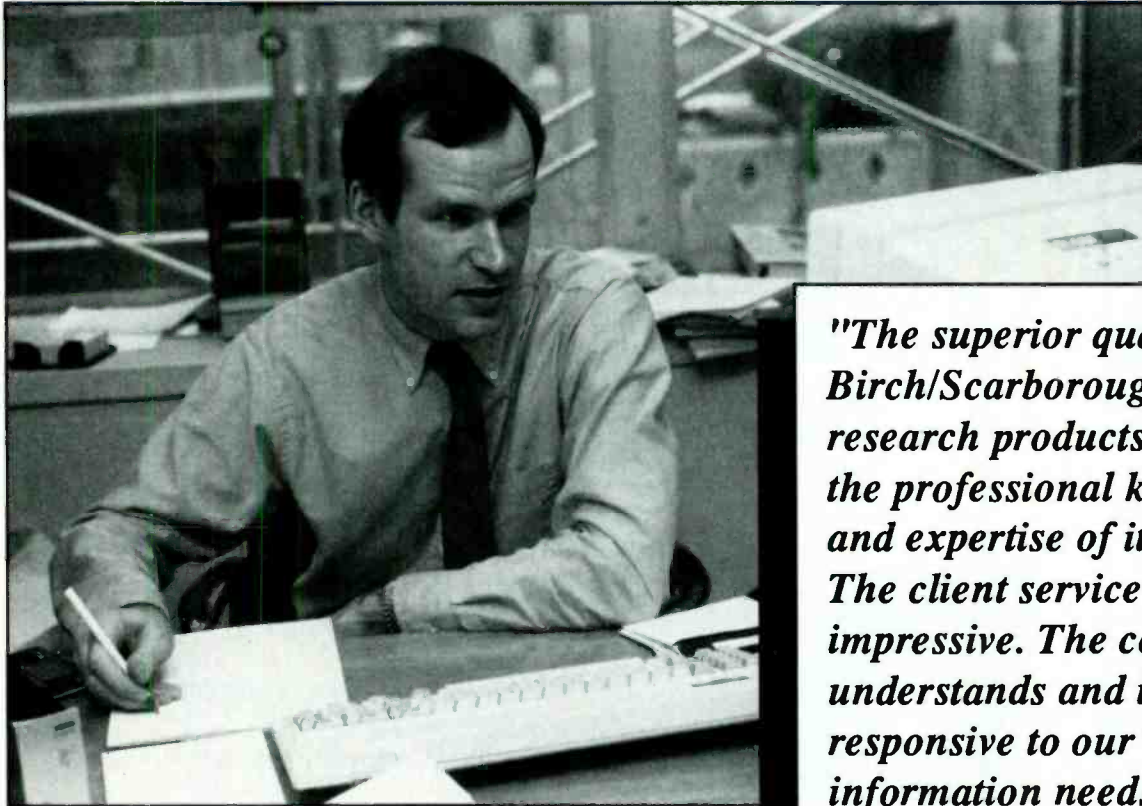
Bruce Bond  
WNNK/Harrisburg



Coyote Calhoun  
WAMZ/Louisville

1. **WIVK-AM & FM/Knoxville (Ctry)** 37.8  
*Ed Brantley*
2. **WXBQ/Johnson City (Ctry)** 21.7  
*Gordon Light*
3. **WIKS/Coastal North Carolina (UC)** 20.9  
*Jeff Kenney*
4. **WQUT/Johnson City (CHR)** 20.3  
*Scott Michaels*
5. **WSKZ/Chattanooga (CHR)** 19.7  
*Mike Allison*
6. **KBFM/McAllen-Brownsville (CHR)** 18.7  
*Dusty Hayes*
7. **WNNK/Harrisburg (CHR)** 18.3  
*Bruce Bond*
8. **KSSN/Little Rock (Ctry)** 18.2  
*Ray Randall*
9. **WEAT-AM & FM/West Palm Beach (B/EZ)** 18.1  
*Paul Dunn*
9. **WVIC-AM & FM/Lansing (CHR)** 18.1  
*Danny Stewart*
11. **WBLX-FM/Mobile (UC)** 17.4  
*Skip Cheatam, Gregory K.P.*
12. **WKSJ-AM & FM/Mobile (Ctry)** 17.3  
*Jeff Funk*
12. **WZZK-AM & FM/Birmingham (Ctry)** 17.3  
*Jay Michaels*
14. **KRQQ/Tucson (CHR)** 17.1  
*Smokin' Steve Hart*
15. **KUZZ-AM & FM/Bakersfield (Ctry)** 17.0  
*Chris Conner*
16. **WCMF/Rochester (AOR)** 16.7  
*Janet Merriam*
17. **KZZU/Spokane (CHR)** 16.3  
*Joey Randall*
18. **WAMZ/Louisville (Ctry)** 16.0  
*Coyote Calhoun, Dan Robinson*
19. **WXLK/Roanoke-Lynchburg (CHR)** 15.9  
*Scott Richards, Eddie Haskell*
20. **WAPE-FM/Jacksonville (CHR)** 15.8  
*Chris Trane*
20. **WSOC-FM/Charlotte (Ctry)** 15.8  
*Doug Enlow*
22. **WKCI/New Haven (CHR)** 15.7  
*Brian Holiday*
23. **KGBT/McAllen-Brownsville (Span)** 15.5  
*Hugo De La Cruz, Ramon Telles*
23. **KQKQ/Omaha-Council Bluffs (CHR)** 15.5  
*Jon Jeffries*
23. **WITL-FM/Lansing (Ctry)** 15.5  
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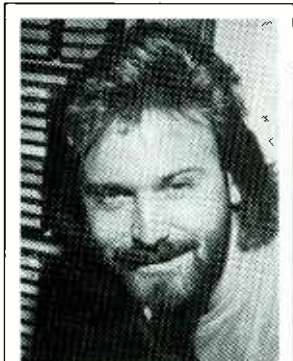
Bill Lee  
WQHT/New York



Steve Roy  
WLTW/New York



Fast Jimi Roberts  
WPLJ/New York



Magic Matt Alan  
KISS-AM & FM/Los Angeles



Carol Ford  
WRKS/New York



Carol Miller  
WNEW-FM/New York

1. **WHTZ/New York (CHR)** 1,194,700  
*Jo Jo Morales*
2. **WPAT-AM & FM/New York (B/EZ)** 1,090,500  
*Ken McKenzie, Jay Victor*
3. **WLTW/New York (AC)** 1,009,900  
*Steve Roy*
4. **KPWR/Los Angeles (CHR)** 975,000  
*Mucho Morales*
5. **WQHT/New York (CHR)** 920,100  
*Bill Lee*
6. **WPLJ/New York (CHR)** 918,900  
*Fast Jimi Roberts, Domino*
7. **WINS/New York (News)** 911,000  
*Alice Stockton, Ralph Howard*
8. **KISS-AM & FM/Los Angeles (CHR)** 908,700  
*Magic Matt Alan*
9. **WNEW-FM/New York (AOR)** 875,100  
*Scott Muni, Carol Miller*
10. **WRKS/New York (UC)** 867,100  
*Carol Ford*
11. **WCBS-FM/New York (Gold)** 850,600  
*Bob Shannon*
12. **WCBS/New York (News)** 803,800  
*Rita Sands, Tom Franklin*
13. **WNSR/New York (AC)** 791,800  
*Jim Douglas*
14. **KOST/Los Angeles (AC)** 721,000  
*Bryan Simmons*
15. **WGN/Chicago (AC)** 696,400  
*Spike O'Dell, Ed & Al*
16. **WBLS/New York (UC)** 676,800  
*Sergio Dean*
17. **WXRK/New York (CR)** 669,500  
*Tony Pigg*
18. **KQLZ/Los Angeles (CHR)** 639,200  
*Shadow Steele*
19. **KNX/Los Angeles (News)** 630,600  
*Barry Rolde*
20. **WOR/New York (Talk)** 603,100  
*Gil Gross, Dick Oliver*
21. **KRTH-AM & FM/Los Angeles (Gold)** 601,300  
*Steve Scott, Jay Coffey*
22. **WGCI-FM/Chicago (UC)** 584,300  
*Tom Joyner*
23. **KLOS/Los Angeles (AOR)** 575,500  
*Gino Mitchellini*
24. **WQCD/New York (NAC)** 564,800  
*Ray White, Holly Levis*
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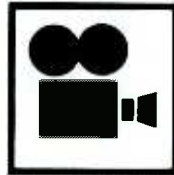
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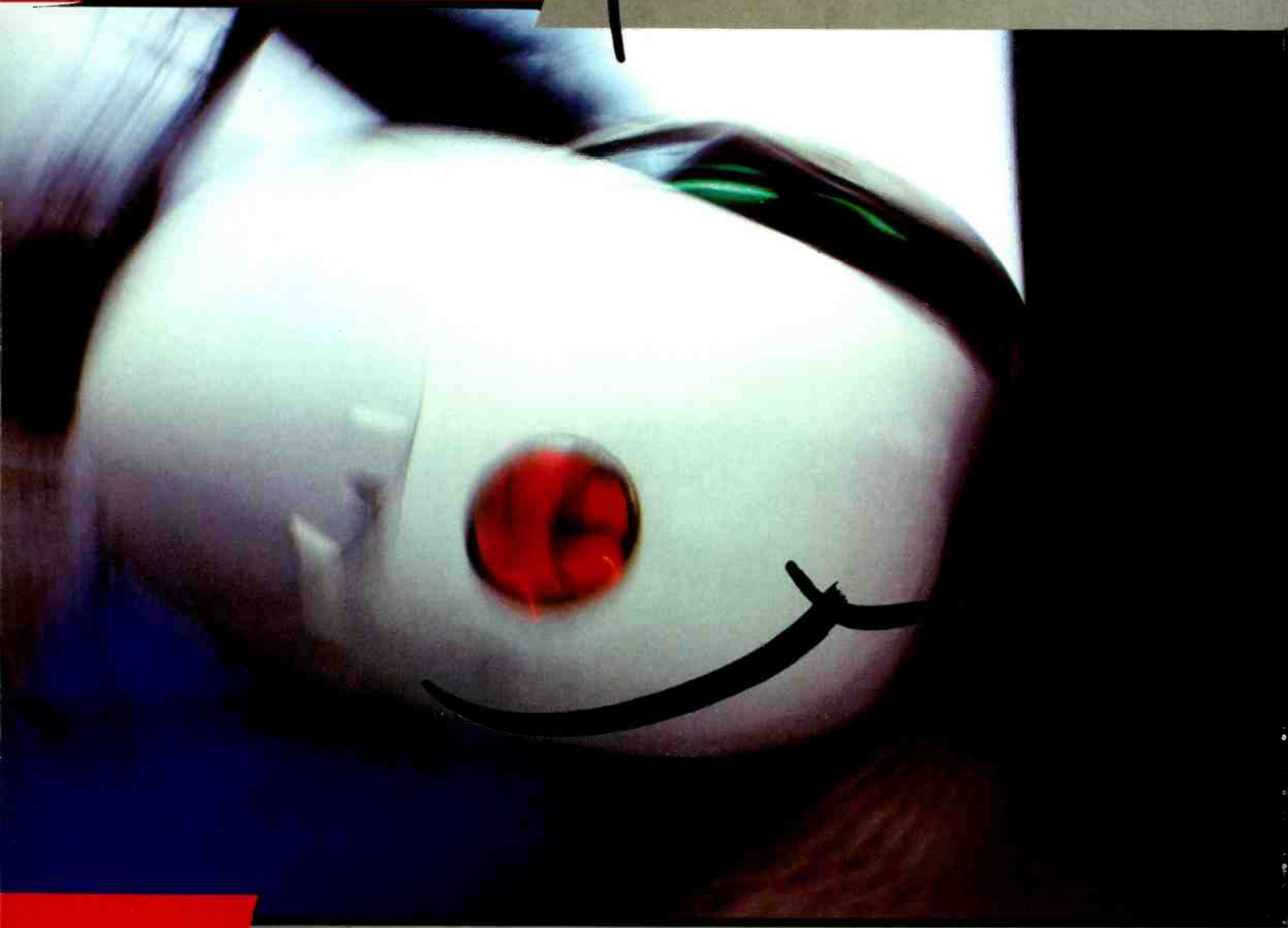
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(214) 980-4050  
FAX: (214) 960-2416  
**George Williams, President**  
P

**Winton Communications, Inc.**  
4102 W. Linebaugh Ave., Ste. 210  
Tampa, FL 33624  
(813) 962-2336  
FAX: (813) 960-1393  
**Ed Winton, President**  
**Bill Dutcher**  
M MP P S

**Jim Wood & Associates**  
Broadcast Consultant  
P.O. Box 822  
Medina, OH 44258  
(216) 722-7041  
**Jim Wood, President**

**Yancey Marketing Corp.**  
11350 N. Meridian, Ste. 370  
Carmel, IN 46032  
(317) 843-5215  
**Richard Yancey, President**  
**Scott Yancey, VP**  
**Paula Beadle, Prod. Coordinator**

**Youngs, Walker & Co.**  
1605 Colonial Pkwy.  
Inverness, IL 60067  
(708) 991-6900  
**Carl E. Youngs, President**  
M

**Thomas R. Zarecki, Consultant**  
129 Brookside  
Danbury, CT 06811  
(203) 748-8411  
FAX: (203) 798-1970  
**Tom Zarecki**  
M MP P

E = Engineering    M = Management    MP = Marketing & Promotion    P = Programming    S = Sales    O = Other



# EMPLOYMENT SERVICES

**American Radio Job Market**  
1553 N. Eastern Ave.  
Las Vegas, NV 89101  
(702) 362-5412  
**Tim Ingstad**

**Baker Scott & Company**  
1259 Route 46  
Parsippany, NJ 07054  
(201) 263-3355  
FAX: (201) 263-9255  
**Judy Bouer, Principal**

**Susan Berkley's Voice Over Workshops**  
Box 6599  
Yorkville Station  
New York, NY 10128  
(212) 369-3148, (800) 333-8108

**Broadcast Center**  
7720 Forsyth  
St. Louis, MO 63105  
(314) 862-8181  
**Douglas Huber, President**

**California Aircheck**  
P.O. Box 4408  
San Diego, CA 92104  
(619) 460-6104  
**George Junak**  
A

**Columbia School of Broadcasting**  
5858 Hollywood Blvd., 4th Fl.  
Hollywood, CA 90028  
(213) 469-8321  
FAX: (213) 469-0796

**Wendi Friedman, Director of Advertising**  
**Marcia Brock-Gandy, President**

**East Coast Airchecks**  
8734 S.W. 3rd Street, Ste. 206  
Pembroke Pines, FL 33025  
(305) 437-7507  
**David Schleier, Owner/General Manager**  
A

**E.M.B. Productions/**  
**Poor Man's Guide to Radio Survival**  
92 Woodlawn  
Albany, NY 12208  
**Ed Bablin, President**

**Hecht Enterprises Airchecks**  
P.O. Box 2235  
Kansas City, MO 66110  
(913) 273-6996  
**Marcia Hecht, President**  
**Mark McKay, Exec. Producer**  
A

**Chuck Jackson Media Job Bank**  
**and Talent Coaching**  
933 Fremont Avenue  
Salt Lake City, UT 84104  
(801) 972-5319  
**Dwight Woolfork, President**

**Joxbox Mailers**  
a division of TC Concepts  
2540 W. 90th St.  
Leawood, KS 66206  
(913) 649-7665  
**Terry Clevenger**

**Media Marketing**  
P.O. Box 1476  
Palm Harbor, FL 34682-1476  
(813) 786-3603  
**Dave Sanders, President**

**Midwest Aircheck**  
P.O. Box 221-R  
Romeoville, IL 60441  
(815) 727-4102  
**Don Beno, Jr.**  
A

**Mr. Radio's Creative Productions**  
Box 1089  
Selden, NY 11784  
(516) 289-1143  
**Stephen Springfield, President**  
A

**Music Star Agency/Horizon Management**  
106 Main St.  
Binghamton, NY 13905  
(607) 724-4304  
FAX: (607) 723-6348  
**Tom Varano, Vice President**

**National Aircheck**  
5744 N. Christiana, Ste. 100  
Chicago, IL 60659  
(312) 588-5872  
FAX: (312) 350-9254  
**Robb Wexler, President**  
**Linda Waltz, VP/Operations**  
**Norm Peltz, VP/Marketing**  
**Carl Olsen, Production Dir.**  
A

**National Broadcast Talent Coordinators**  
Dept. R  
P.O. Box 20551  
Birmingham, AL 35216  
(205) 822-9144  
**Wynn Alby, President**

**National Broadcasting School**  
6464 Sunset Blvd., Ste. 770  
Hollywood, CA 90028  
(213) 463-2492  
FAX: (213) 463-5809  
**Bill E. Brock, President**  
**Jack E. Baker, Adm. Dir.**  
**Terry F. Flood, Education Dir.**

**On Air Information Services**  
8605 Allisonville Road, #218  
Indianapolis, IN 46250  
(317) 577-1627  
**Kevin Gossett**

**Personnel Services Group**  
P.O. Box 160  
Middleton, WI 53562  
(608) 836-5060  
FAX: (608) 831-5779  
**John Richert, President**

**Prairie Broadcast Training Institute**  
2201 11th Ave., Ste. 501  
Regina, Saskatchewan  
Canada, S4P 0J8  
(306) 757-3620  
**Saul Jacobson, Principal**

**Pro Audio Makers**  
1999 Temple, Unit B.  
P.O. Box 4087  
Signal Hill, CA 90804  
(213) 597-8344  
**Frank Ellsworth**



**R&R Job Hotline**  
1930 Century Park West  
Los Angeles, CA 90067  
(213) 553-4330

**Radio Connection**  
8033 Sunset Blvd., Ste. 4042  
Hollywood, CA 90046  
(213) 543-5780  
FAX: (213) 316-1114  
**Jim Petula, President**

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**Search America**  
21031 Ventura Blvd., Ste. 405  
Woodland Hills, CA 91364  
(818) 593-3720  
FAX: (818) 593-3720  
**Ed Branca, TV/Cable**  
**Cos Cappellino, Radio**  
**Keith Johnston, Media/Marketing**

**Talent Developers**  
P.O. Box 5868  
Scottsdale, AZ 85258  
(602) 998-8631  
**Cynde Slater, President**

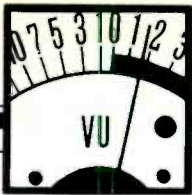
**TALENTMASTERS**  
Ste. 310  
Parkway 575  
Woodstock, GA 30188  
(404) 926-7573  
FAX: (404) 926-5932  
**Don Anthony, President**  
**Lisa Henn, Client Services**

**Trained Ear, Ltd.**  
320 N. Michigan Avenue, Ste. 1200  
Chicago, IL 60601  
(312) 774-8925  
**Bob Barnes-Watts, President**

**Voice Over L.A.**  
1717 North Highland, Ste. 620  
Hollywood, CA 90028  
(213) 463-8652  
**Patrick Torres**

A = Airchecks





# EQUIPMENT SUPPLIERS

## **Advanced Recording**

7190 Claremont Mesa Blvd.  
San Diego, CA 92111  
(619) 277-2540  
FAX: (619) 277-7610

## **AEG Bayly, Inc.**

167 Hunt St.  
Ajax, ONT  
Canada, L1S 1P6  
(416) 683-8200  
FAX: (416) 683-0186

**Ronald S. Aiello, Manager Broadcasting**  
TP TR MO TA

## **Agfa Corporation**

Magnetic Tape Division  
100 Challenger Road  
Ridgefield Park, NJ 07660  
(201) 440-2500  
FAX: (201) 440-2865

**Maria Curry, VP**  
RC

## **AKG Acoustics, Inc.**

77 Selleck St.  
Stamford, CT 06902  
(203) 348-2121  
FAX: (203) 324-1942

**S. Richard Ravich, President**  
M H EFX

## **Allen & Heath**

Five Conair Rd.  
Orange, CT 06477  
(203) 795-3594  
FAX: (203) 795-6814

**Chuck Augustowski, VP/GSM**  
C

## **Allied Broadcast Equipment**

3712 National Rd. W.  
P.O. Box 1487  
Richmond, IN 47375  
(317) 962-8596  
FAX: (317) 962-8961

**Tom Harle, Natl. Sales Mgr.**  
D

## **Allied Tower Company Inc.**

12450 Old Galveston Rd.  
Webster, TX 77598  
(713) 486-7691  
FAX: (713) 486-6562

**VG "Bud" Duvall**  
TA

## **Alpha Audio Acoustics**

2049 W. Broad St.  
Richmond, VA 23220  
(804) 358-3852  
FAX: (804) 358-9496

**Kathy F. Wynne, Mgr. Acoustics Div.**  
**Michael Binns, Marketing Mgr.**

## **Amber Electro Design**

6969 Trans-Canada Highway  
St. Laurent, PQ  
Canada, H4T 1V8  
(514) 333-8748, (800) 361-3697  
FAX: (514) 333-1388

**Wayne Jones, VP/Marketing & Sales**

## **AMPEX Corporation**

340 Parkside Dr.  
San Fernando, CA 91340  
(818) 365-8627

**Bob Pellino, Area Sales Mgr.**  
D

## **AMS Industries, Inc.**

1180 Holm Road  
Suite C  
Petaluma, CA 94954  
(707) 762-4840  
FAX: (707) 762-4811

**Jim Stern, President**  
C M

## **Andrew Corp.**

10500 W. 153rd St.  
Orland Park, IL 60462  
(708) 349-5950  
FAX: (708) 349-5943

**Carl Van Hecke, U.S. Sis. Mgr.**  
TA TR

## **Announcement Technologies**

2118 Walsh  
#240  
Santa Clara, CA 95050  
(408) 492-1600

**Chris Derossi**

## **Aphex Systems, Ltd.**

11068 Randall Street  
Sun Valley, CA 91352  
(818) 767-2929  
FAX: (818) 767-2641

**Marvin Caesar, President**  
CL EFX P

## **Arrakis Systems, Inc.**

2619 Midpoint Dr.  
Fort Collins, CO 80525  
(303) 224-2248  
FAX: (303) 493-1076

**Mike Palmer, President**  
C

## **ATI-Audio Technologies, Inc.**

328 W. Maple Ave.  
Horsham, PA 19044  
(215) 443-0330  
FAX: (215) 443-0394

**Ed Mullin, VP**  
C E CL P EFX A MO NR

## **Audio Broadcast Group**

2342 S. Division  
Grand Rapids, MI 49507  
(800) 999-9281  
FAX: (616) 452-1652

**David Veldsma, President**  
D

## **Audio Concepts & Engineering**

Box 25652  
Richmond, VA 23260-5652  
(804) 550-3337  
FAX: (804) 550-3231

**Jeff Loughridge, President**  
E O

## **Audio Logic**

5639 South Riley Ln.  
Salt Lake City, UT 84107  
(801) 268-8400  
FAX: (801) 262-4966

**John Johnson, President**  
C CL E EFX NR P

## **Audio Technica U.S., Inc.**

1221 Commerce Dr.  
Stow, OH 44224  
(216) 686-2600  
FAX: (216) 688-3752

**Jon R. Kelly, President**  
**Ken Reichel, VP**  
M T H L

## **Audio Video Research Group**

106 Main Street  
Watertown, MA 02172  
(617) 924-0660  
FAX: (617) 924-0497

**Octavio Brito, President**

## **Audopak**

Tyson Drive  
PO Box 3100  
Winchester, VA 22601  
(703) 667-8125  
FAX: (703) 667-6379

**Nick Krassowski, President**  
**Gordon Stafford, VP, Sales**  
CR

**A = Amplifiers**  
**C = Consoles: On-Air & Production**  
**CL = Compressors/Limiters**  
**CR = Cart Deck**  
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**TA = Towers/Antennas**  
**TP = Tape Deck (Reel-to-Reel)**  
**TR = Transmission Equipment**



# EQUIPMENT SUPPLIERS

**Auditronics, Inc.**  
P.O. Box 18838  
Memphis, TN 38118-0838  
(901) 362-1350, (800) 638-0977  
FAX: (901) 365-8629  
**Welton Jetton, Chairman/CEO**  
**Steve Sage, President**  
A E C CL CR P

**Auratone Corporation**  
P.O. Box 698  
Coronado, CA 92118  
(619) 297-2820  
FAX: (619) 296-8734  
**Jack Wilson, President**  
L

**Autogram Corp.**  
P.O. Box 456  
Plano, TX 75074  
(214) 424-8585, (800) 327-6901  
FAX: (214) 423-4465  
**Ernest T. Ankele, President**  
C

**AVC Systems**  
7901 Computer Ave. S.  
Bloomington, MN 55435  
(612) 832-3232  
FAX: (612) 832-3179  
**John Bormann, Sales Exec.**  
**Ken Nichols, Division Mgr.**  
C CR L MO T TA TP

**B & B Systems Inc.**  
28111 N. Ave. Stanford  
Valencia, CA 91355  
(805) 257-4853  
FAX: (805) 257-8065  
**William Burnsed, President**  
MO

**BAF Communications Corp.**  
16 Bourbon Street  
Peabody, MA 01960  
(508) 535-1969  
FAX: (508) 535-1441  
**Charlie Angelakis, President/CEO**

**Barrett Associates Inc.**  
3205 Production Ave.  
Oceanside, CA 92054  
(619) 433-5600  
FAX: (619) 433-1590  
**Mike Cruz**  
**Ernie Belanger**  
D

**Belar Electronics**  
119 Lancaster Ave.  
Devon, PA 19333  
(215) 687-5550  
**Arno M. Meyer, President**  
A MO

**Beyer Dynamic Inc.**  
5-05 Burns Ave.  
Hicksville, NY 11801  
(516) 935-8000  
FAX: (516) 935-8018  
**Paul Murphy, GM**  
H M

## BGM INTERNATIONAL

**BGM International**  
P.O. Box 8057  
Pensacola, FL 32505  
(904) 434-1953  
FAX: (904) 433-7932  
**Fritz Brewer, Nat'l Sales Director**  
P

**BGW Systems**  
PO Box 5042  
Hawthorne, CA 90251-5042  
(213) 973-8090, (800) 468-AMPS  
FAX: (213) 676-6713  
**Brian Wachner, President**  
A

**Biamp Systems**  
14270 N.W. Science Park  
Portland, OR 97229  
(503) 641-7287  
FAX: (503) 626-0281  
**Ralph Lockhart, President**  
A C CL E EFX

**Bradley Broadcast Sales**  
8101 Cessna Ave.  
Gathersburg, MD 20879  
(800) 732-7665  
FAX: (301) 330-7198  
**Neil Glassman, Sales Manager**  
D

**Brite Voice System**  
555 N. Woodlawn, Ste. 1-209  
Wichita, KS 67208  
(316) 687-4444  
**Stan Brannan, President**  
**Dave Martin, VP/Sales**

**Broadcast Audio Corp.**  
11306 Sunco Dr.  
Rancho Cordova, CA 95742  
(916) 635-1048  
FAX: (916) 638-0512  
**John M. Fernandez, President**  
A C

**Broadcast Automation, Inc.**  
4125 Keller Springs  
Ste. 122  
Dallas, TX 75244  
(214) 380-6800, (800) 336-8004  
FAX: (214) 380-0823  
**Earl R. Bullock, President**  
**Steve Walker, Operations Manager**  
**Jim Broadwater, System Engineer**  
C CL CR MO TP

**Broadcast Cart Rewinding Service**  
5501-B Richland St.  
Greensboro, NC 27409  
(919) 855-6726, (800) 356-5539  
FAX: (919) 230-0006  
**Paul Allen, President**  
C D P

**Broadcast Cartridge Service**  
15131 Triton Ln., Ste. 108  
Huntington Beach, CA 92649  
(714) 898-7224  
**Lorna Crafton, President**  
D RC

**Broadcast Electronics**  
4100 N. 24th St.  
Quincy, IL 62301  
(217) 224-9600  
FAX: (217) 224-9607  
**Curtis I. Kring, VP/Mktg.**  
C CR MO T TA TP TR

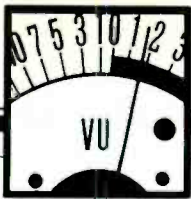
**Broadcast Supply West**  
7012 27th St. W.  
Tacoma, WA 98466  
(800) 426-8434, (206) 565-2301  
FAX: (206) 565-8114  
**Bernice McCollough, President**  
**Pat Medved, VP/Sales**  
**Tim Schweiger, VP/Marketing**  
D

**Broadcast Technology Partners/FMX**  
525 Woodward Avenue  
Bloomfield Hills, MI 48413  
(313) 540-4380  
FAX: (313) 540-0942  
**Benjamin Micznik, Dir. Mktg.**  
CL NR

A = Amplifiers  
C = Consoles: On-Air & Production  
CL = Compressors/Limiters  
CR = Cart Deck  
D = Distributor  
E = Equalizers  
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TR = Transmission Equipment



# EQUIPMENT SUPPLIERS

## **Brystonvermont**

979 Franklin Lane  
Maple Glen, PA 19002  
(800) 673-7899  
FAX: (215) 628-2970  
**Martin Bartelstone, VP of Sales**  
A

## **BSM Systems, Inc.**

P.O. Box 19007  
Spokane, WA 99219-9007  
(509) 838-0110  
FAX: (509) 624-2941  
**Marceen Zappone, Sales Mgr**  
A

## **BUYGROUP, LTD**

Harwood Building, Ste. 319  
Scarsdale, NY 10583  
(914) 472-3811  
FAX: (914) 472-7582  
**Bill Kovari, President**  
D

## **Canton North America**

915 Washington Ave. S.  
Minneapolis, MN 55415  
(612) 333-1150  
FAX: (612) 338-8129  
**Paul Madsen**  
E N

## **Century 21 Programming**

14444 Beltwood Pkwy  
Dallas, TX 75244-3228  
(214) 934-2121, (800) 937-2100  
FAX: (800) 749-2121  
**Dave Scott, President**  
T

## **Circuit Research Labs**

2522 W. Geneva Dr.  
Tempe, AZ 85282  
(602) 438-0888  
FAX: (602) 438-8227  
**Ron Jones, President**  
**Walt Ellis, Domestic Sales**  
**Bill Ammons, Natl. TV & Radio Sales**  
**Gerardo Vargas, Intl. Sis. Mgr.**  
CL P NR

**A = Amplifiers**  
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**TP = Tape Deck (Reel-to-Reel)**  
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# There are two R's in Xerox.

One is right in the middle.

But the really important one is the one you probably never notice.

It's the little R in a circle—like the one you see at the bottom of this ad—that tells you that Xerox is a registered trademark.

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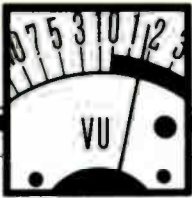
Of course, we don't expect you to use the second R every time you use our name.

But we do hope you'll give it a second thought.

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## **Comrex Corporation**

65 Nonsset Path  
Acton, MA 01720  
(508) 263-1800  
FAX: (508) 635-0401  
**Lynn Distler, Sales Manager**

## **Concept Productions**

1224 Coloma Way  
Roseville, CA 95661  
(916) 782-7754  
FAX: (916) 786-8304  
**Dick Wagner, President**

## **Creative Sound Corporation**

P.O. Box 755  
25429 Malibu Road  
Malibu, CA 90265  
(213) 456-5482, (800) 323-PACK  
FAX: (213) 456-7886

## **Crown International, Inc.**

1718 W. Mishawaka Rd.  
Elkhart, IN 46517  
(219) 294-8000  
FAX: (219) 294-8FAX  
**Clyde Moorele, President**  
F N

## **Cutting Edge Technologies, Inc.**

2501 West Third Street  
Cleveland, OH 44113  
(216) 241-3343  
FAX: (216) 621-2801  
**Frank Foti, President**  
**Joseph Foti, VP**  
E

## **The DAT Store**

2624 Wilshire Blvd.  
Santa Monica, CA 90403  
(213) 828-6487  
FAX: (213) 470-6176  
**Scott Iklar**

## **dbx**

77 Selleck Street  
Stamford, CT 06902  
(203) 348-2121  
FAX: (203) 324-1942  
**S. Richard Ravich, President**

## **Delta Electronics, Inc.**

5730 Gen. Washington Dr.  
Alexandria, VA 22312  
(703) 354-3350, (800) 8-DELTA8  
FAX: (703) 354-0216  
**John Bisset, Broadcast Product Sls. Mgr.**  
CL P TA TR MO

## **DI-Tech, Inc.**

48 Jeffryn Blvd.  
Deer Park, NY 11729  
(516) 667-6300  
FAX: (516) 595-1012  
**Tony Bolletino, Director of Mktg.**

## **DIC Digital Supply Corporation**

222 Bridge Plaza South  
Fort Lee, NJ 07024  
(201) 224-9344, (800) 328-1342  
FAX: (201) 224-9363  
**Kevin Kennedy, Natl. Mktg. Mgr.**  
RC

## **Digital Audio Information Systems**

(DAISI)  
10190 Old Katy Rd., Ste. 320  
Houston, TX 77043  
(713) 465-1511, (800) AT-DAISY  
FAX: (713) 973-9812  
**Maurice Collins, President**  
O

## **DigiTech**

5639 S. Riley Ln.  
Salt Lake City, UT 84107  
(801) 268-8400  
FAX: (801) 262-4966  
**John Johnson, President**  
EFX

## **Disctronics**

3500 W. Olive Ave., Ste. 1020  
Burbank, CA 91505  
(818) 953-7790  
FAX: (818) 953-7791  
**Sue Simone, Regional Sls. Mgr.**  
**Rick Goldman, Account Manager**  
**Cai Roberts, VP/Sls. & Mktg.**

## **DOD Electronics**

5639 S. Riley Ln.  
Salt Lake City, UT 84107  
(801) 268-8400  
FAX: (801) 262-4966  
**John Johnson, President**  
CL E EFX NR P

## **Dolby Laboratories, Inc.**

100 Potrero Ave.  
San Francisco, CA 94103  
(415) 558-0200  
FAX: (415) 863-1373  
**Bill Mead, Mktg. Dir.**  
NR P

## **Dorrough Electronics**

5221 Collier Pl.  
Woodland Hills, CA 91364  
(818) 998-4886  
FAX: (818) 998-1507  
**Kay Dorrough**  
C CL MO P

## **Electro-Voice, Inc.**

600 Cecil St.  
Buchanan, MI 49107  
(616) 695-6831  
FAX: (616) 695-1304  
**Keith Clark**  
E L M MO

## **ESE**

142 Sierra St.  
El Segundo, CA 90245  
(213) 322-2136  
FAX: (213) 322-7033  
**Bob Mayers, VP/Sales Mgr.**  
A

## **Eventide, Inc.**

One Alsan Way  
Little Ferry, NJ 07643  
(201) 641-1200  
FAX: (201) 641-1640  
**Gil Griffith, Sls. Mgr.**  
CL EFX P

## **Excel Communications Systems, Inc.**

3445 Washington Drive, Ste. 100  
Eagan, MN 55122  
(612) 687-9776  
**Steve Matson, President**  
**Steve Baldwin, VP**



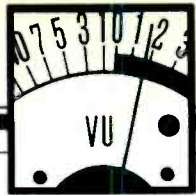
## **Fidelipac Corp.**

P.O. Box 808  
Moorestown, NJ 08057  
(609) 235-3900  
FAX: (609) 235-7779  
**Jack Ducart, Sales. Dir.**  
CR RC

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**TR = Transmission Equipment**



# EQUIPMENT SUPPLIERS

## **Finial Technology**

707 E. Evelyn Avenue  
Sunnyvale, CA 94066  
(408) 720-9600  
FAX: (408) 720-0624  
**Randy Enos**, Marketing Manager

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15431 Blackburn Ave.  
Norwalk, CA 90650  
(213) 921-1112  
FAX: (213) 802-1964  
**Mark Cohen**, VP, Sales & Mktg.  
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## **Gentner Electronics Corp.**

1825 West Research Way  
Salt Lake City, UT 84119  
(801) 975-7200  
FAX: (801) 977-0087  
**Gary Crowder**, National Sales Mgr.  
P MO CL NR

## **Gotham Audio Corp.**

1790 Broadway  
New York, NY 10019-1412  
(212) 765-3410  
FAX: (212) 265-8459  
**Russell O. Hamm**, President  
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## **Harris Broadcast Division**

3200 Wismann Lane  
P.O. Box 4290  
Quincy, IL 62305-4290  
(217) 222-8200  
FAX: (217) 222-7041  
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**Gus Ezcurra**, VP, Intl. Sls.  
C MO P TA TP TR

## **Henry Engineering**

503 Key Vista Dr.  
Sierra Madre, CA 91024  
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FAX: (818) 355-0077  
**Hank Landsberg**, Owner  
A CR T

## **Howe Technologies Corp.**

2300 Central Ave., Ste. E  
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(303) 444-4693, (800) 525-7520  
FAX: (303) 444-8447  
**Terry Sweeney**, VP, Sales  
C MO

## **IGM Communications**

4041 Home Road  
Bellingham, WA 98226  
(206) 733-4567  
FAX: (206) 734-7939  
**Carl Peterson**  
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## **International Tapetronics Corp.**

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(800) 447-0414, (309) 828-1381  
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**Tom Becker**  
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FAX: (408) 926-1003  
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MO P TR

## **Koss Corporation**

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(414) 964-5000  
FAX: (414) 964-8615  
**Dan Zilles**, Public Relations Mgr.  
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## **LBA Technology, Inc.**

P.O. Box 8026  
Greenville, NC 27835  
(919) 757-0279, (800) 248-6277  
FAX: (919) 752-9155  
**Bill Womble**, Marketing Dir.  
TA

## **Lexicon, Inc.**

100 Beaver St.  
Waltham, MA 02154  
(617) 891-6790  
FAX: (617) 891-0340  
**Janice Leavitt**, Sales Admin.  
EFX

## **Lift Display, Inc.**

Riverside Plaza  
115 River Road  
Edgewater, NJ 07020  
(201) 945-8700  
FAX: (201) 945-9548  
**Otto Schubert**, President  
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## **Logitek**

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(817) 645-9163  
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**M.E. McCianahan**  
A CL TA TR P

## **McCurdy Radio Industries**

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Canada, M4A 2L4  
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FAX: (416) 751-6455  
**Omar Fattah**, Marketing Mgr.  
**Rick Fisher**, Midwest Reg. Mgr.  
**Michael Guthrie**, Eastern Reg. Mgr.  
**David Richardson**, Western Reg. Mgr.  
A C L

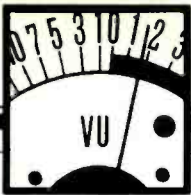
## **MNN Radio Networks, Inc.**

45 East Seventh St.  
St. Paul, MN 55101  
(612) 290-1234  
FAX: (612) 290-1260  
**Thomas Ambrose**, VP, Network Op.

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FAX: (718) 260-8286

**Eric Small**  
CL EFX P TR

## **Moseley Associates**

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Santa Barbara, CA 93117  
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FAX: (805) 685-9638  
**David Chancey, Nat'l. Sls. Mgr.**

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Schaumburg, IL 60173  
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FAX: (708) 576-5479  
**Steve Kravitz**

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**Martin Gardner, GM**  
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Bethel, CT 06801  
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FAX: (203) 792-7863

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**Anthony H. Langley, VP/Broadcast & Post  
Prod. Sales**

**Peter Kehoe, Eastern Regional Mgr.**

**Tom Semmes, SE Regional Sales Mgr.**

**Rick Plushner, Western Regional Mgr.**  
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(802) 295-5800  
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**Ted Pine, Marketing Mgr.**

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(619) 569-1944  
FAX: (619) 569-2040

**Jim Scott, Owner**

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(201) 225-3222  
FAX: (201) 287-2155  
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Broadcast Equipment**  
CL E EFX P

## **Otari Corporation**

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(415) 341-5900  
FAX: (415) 341-7200  
**James Goodman, National Sales Mgr.**  
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## **Pacific Recorders & Engr. Corp.**

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FAX: (714) 838-9619  
**Barbara Mullins, Sls. Admin.**  
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7483 Candlewood Rd.  
Hanover, MD 21076  
(301) 859-1500, (800) 547-2346  
FAX: (301) 859-3042  
**Ashley Scarborough, President**  
D

## **Radio Systems, Inc.**

110 High Hill Road  
Bridgeport, NJ 08014-0458  
(609) 467-8000, (800) 523-2133  
FAX: (609) 467-3044  
**Daniel Braverman, President**  
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## **RAG Electronics**

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(818) 998-6500  
FAX: (818) 407-5559  
**Keith Gertzman**

## **RAM Broadcast Systems, Inc.**

346 West Colfax St.  
Palatine, IL 60067  
(708) 358-3330  
FAX: (708) 358-3577  
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## **Reel Fun Productions, Inc.**

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La Fox, IL 60147  
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**Larry Broome, Product Mgr.**  
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FAX: (818) 893-3639  
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**A = Amplifiers**

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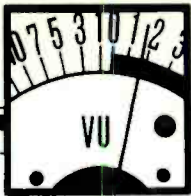
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## **Sennheiser Electronics Corp.**

6 Vista Drive  
P.O. Box 987  
Old Lyme, CT 06371  
(203) 434-9190  
FAX: (203) 434-1759

**Andrew Brakham, President**  
H M

## **Shively Laboratories**

107 Harrison Road  
Bridgton, ME 04009  
(207) 647-3327

FAX: (207) 647-8273  
**Jon Clark, Mktg. Mgr.**

## **Shure Brothers, Inc.**

222 Hartrey Ave.  
Evanston, IL 60202-3696  
(708) 866-2200

FAX: (708) 866-2279

**Betty Pawlowski, Consumer Products**  
A C L M T

## **Sono-Mag Corporation**

1833 W. Hovey Avenue  
Normal, IL 61761  
(309) 452-5313

FAX: (309) 452-2521

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## **Sony Professional Audio**

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Teaneck, NJ 07666  
(201) 833-5200

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Audio Div.  
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Elkhart, IN 46514  
(219) 522-1692

FAX: (219) 293-6467

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## **Spencer Broadcast**

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Glendale, AZ 85308  
(602) 242-2211

FAX: (602) 843-2860

**Charles Spencer, President**  
D

## **Stanton Magnetics, Inc.**

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Plainview, NY 11803  
(516) 349-0235

FAX: (516) 349-0230

**G.L. Bidwell, Nat'l Sales Mgr., Professional**  
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A E H T

## **Studer Revox America, Inc.**

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(206) 282-2555

FAX: (206) 283-5504

**Doug Shauer, Director Mktg.**

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(217) 429-9595

**Steve Bellinger, President**

**Maureen Bellinger, Exec. Asst.**

**Robert Wille, Mgr.**

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Memphis, TN 38118

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FAX: (901) 365-8629

**Bob Jones, Manager/Tapecaster Division**

C C R

## **Target Tuning, Inc.**

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Moonachie, NJ 07074  
(201) 935-8880

FAX: (201) 935-6548

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**Tina Jacobs, Exec. VP**

## **TEAC of America, Inc.**

7733 Telegraph Rd.  
Montebello, CA 90640  
(213) 726-0303

**Kent Hirata, Marketing Comm. Mgr.**

D

## **Technidisc, Inc.**

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Troy, MI 48084-7111  
(313) 435-7430, (800) 321-9610

FAX: (313) 435-8540

**Leon Chick, Sales**

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FAX: (213) 215-0441

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**Christopher D. Mau, VP**

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FAX: (216) 241-4103

**Steve Church, President**

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Santa Clara, CA 95052  
(408) 727-7272

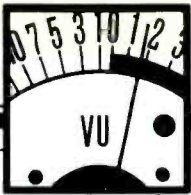
FAX: (408) 727-5942

**Jesse Maxenchs, Marketing Dir.**

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## 3M

### 3M Professional Audio/Video

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FAX: (612) 736-1246

**James S. Hoskins, Product Manager**  
RC

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FAX: (704) 262-0844  
**Don Blair, President**  
T

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FAX: (213) 533-7072  
**Wayne Freeman, President**  
**Phil Wagner, Sales Mgr.**  
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**Ronald H. Means, President**  
A C L E L P

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**G. Nelson, President**  
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FAX: (615) 269-5441  
**Jon Bosaw, Sales Manager**  
C L E N R P

### Varian Continental Electronics

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Dallas, TX 75227  
(214) 381-7161  
FAX: (214) 381-4949  
**Bob McDonald, General Manager**  
**Walt Rice, Manager, Domestic Brdcast. Sls.**  
TR

### Vega (A Mark IV Company)

600 Cecil Street  
Buchanan, MI 49107  
(616) 695-6831  
FAX: (616) 695-1304  
**Gary Parks, Marketing Development Mgr.**  
F

### Ward - Beck Systems, Ltd.

841 Progress Ave.  
Scarborough, Ontario  
Canada, M1H 2X4  
(416) 438-6550  
FAX: (416) 438-3865  
**Ronald W. Ward, President**  
A C L E

### Wheatstone Corporation

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(315) 455-7740  
**Ray Esparolini, Director of Sales**

### World Tower Company Inc.

P.O. Box 405  
Mayfield, KY 42066  
(502) 247-3642  
FAX: (502) 247-0909  
**M.N. Sholar, Owner**  
TA

### Yamaha Corporation of America

P.O. Box 6600  
Buena Park, CA 90622-6600  
(714) 522-9011  
FAX: (714) 522-0155  
**Phil Moon, Mktg. Mgr.**  
A C L E E F X L

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Washington, DC 20013  
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FAX: (202) 624-4399

## Gregg Johnson

**Susan Ness, (202) 624-7668**  
**Peter Torri, (202) 624-4871**

## Ameritrust

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FAX: (216) 861-6321  
**Dan Leuken, (216) 737-8430**  
**John Gilreath, (216) 737-5114**

## Ameritrust/Special Industries

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P.O. Box 5937  
Cleveland, OH 44101  
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FAX: (216) 861-6321  
**Sarah Rechin, VP**  
**John Gilreath, (216) 737-5114**

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FAX: (212) 688-6110  
**William J. McCluskey, President/COO**



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FAX: (404) 396-3051  
**Steve Turpin, VP/GM-Media Finance Group**

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Media Group 5712  
555 S. Flower St., 49th Fl.  
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**Don Dammeyer, Senior VP**  
**Gary Matus, Sr. VP/Entertainment Media**  
**Dick Hauck, VP**  
**Randy Strickley, VP**

## Bank of Boston/Media & Entertainment Div.

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FAX: (617) 434-3401  
**Robert Bacheider, VP/Director**  
**Elizabeth M. Ferree, VP/Director**  
**Robert F. Milordi, (617) 434-8092**  
**Kevin C. Bryant, (617) 434-7956**

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FAX: (617) 573-6655  
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FAX: (213) 623-5290  
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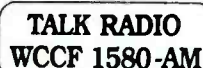
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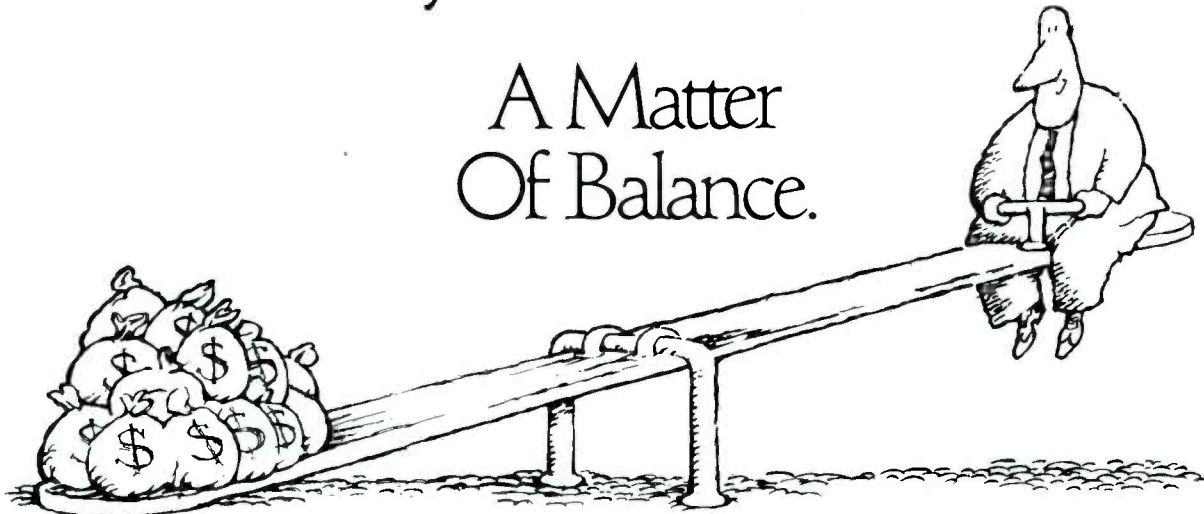
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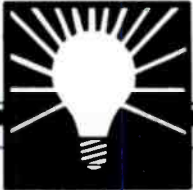


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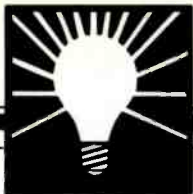
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\* Fall 1989 Arbitron. Adults 25-54.  
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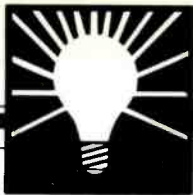
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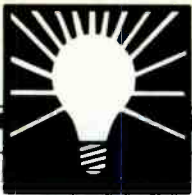
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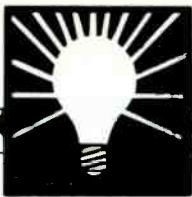
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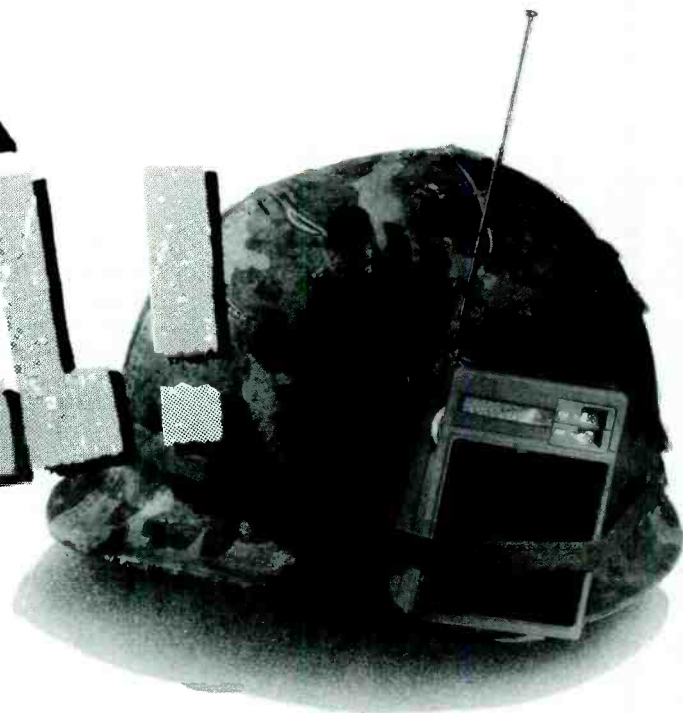
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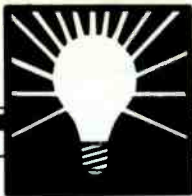
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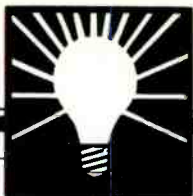
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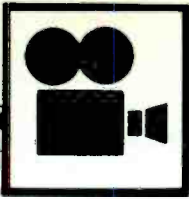
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(213) 276-4500  
FAX: (213) 271-7840

**Eden Ashley**, Dir., Publicity & Promo  
**Regan Van der Werff**

## **M.C.E.G.**

2400 Broadway, Ste. 100  
Santa Monica, CA 90404  
(213) 315-7837

FAX: (213) 315-7850  
**Debra Stein**, VP/Communications

## **MGM/UA**

10000 W. Washington Blvd.  
Culver City, CA 90232  
(213) 280-6082

FAX: (213) 280-6096  
**Barry Glasser**, Sr. VP Publicity  
**Don Barrett**, VP, Promo & Publicity

## **New Line Cinema**

575 Eighth Avenue, 16th Fl.  
New York, NY 10018  
(212) 239-8880

FAX: (212) 239-9104  
**Alison Emillio**, VP/Publicity

## **New World Pictures**

1440 S. Sepulveda Blvd.  
Los Angeles, CA 90025  
(213) 444-8100

FAX: (213) 444-8101  
**Frank Wright**, Dir., Publicity

## **Orion Pictures**

1888 Century Park East  
Los Angeles, CA 90067  
(213) 282-2520

FAX: (213) 282-9981  
**Gail Brounstein**, VP Publicity

## **Paramount Pictures**

5555 Melrose Ave.  
Los Angeles, CA 90038  
(213) 468-5507

FAX: (213) 461-1521  
**Michael Battaglia**, VP, Promotion  
& Field Publicity  
**Cheryl Boone Isaacs**, VP, Publicity

## **Pathe Communications**

640 S. San Vicente  
Los Angeles, CA 90048  
(213) 658-2027

FAX: (213) 658-2111  
**Greg Morrison**, President/Worldwide Mktg.

## **The Samuel Goldwyn Company**

10203 Santa Monica Blvd., Ste. 500  
Los Angeles, CA 90067  
(213) 284-9235

FAX: (213) 284-9290  
**Leonie DePicciotto**, VP, Publicity

## **Santa Cruz Studios**

1334 Brommer Street  
Santa Cruz, CA 95062  
(408) 462-9995, (408) 688-4401

FAX: (408) 462-6630  
**Sean Conrad**, Sales Manager  
**Lou Lambert**, Audio Production Mgr.

## **Scotti Brothers Pictures**

2114 Pico Blvd  
Santa Monica, CA 90405  
(213) 450-3193

FAX: (213) 452-9053  
**Tony Scotti**, CEO

## **Skoures Pictures**

1040 North Las Palmas Drive  
Hollywood, CA 90038  
(213) 467-3000

FAX: (213) 467-0740  
**Jeff Lipsky**, President/Motion Picture Div.

## **Tri-Star Pictures**

Burbank Studios  
Columbia Plaza South, #2119  
Burbank, CA 91505  
(818) 954-5755

**Marcia Granata**, VP/Publicity

## **20th Century Fox**

10201 W. Pico Blvd.  
Los Angeles, CA 90035  
(213) 203-1601

FAX: (213) 203-2735  
**Geoff Ammer**, Sr. VP, Mktg.

## **21st Century**

8200 Wilshire Blvd.  
Beverly Hills, CA 90211  
(213) 658-3006

FAX: (213) 658-3002  
**Pricilla McDonald**, VP/Publicity

## **Universal Pictures**

100 Universal City Plaza  
Universal City, CA 91608  
(818) 777-5888

FAX: (818) 508-6452  
**Sally Van Slyke**, Sr. VP, Publicity

## **Walt Disney/Touchstone**

500 South Buena Vista Street  
Burbank, CA 91521  
(818) 560-5045

**Ed Pine**, VP Publicity

## **Warner Bros.**

4000 Warner Blvd.  
Burbank, CA 91522  
(818) 954-6235

FAX: (818) 954-6570  
**Carl Samrock**, Nat'l Publicity Dir.

## **Windstar Studios, Inc.**

525 Communications Circle  
Colorado Springs, CO 80905  
(719) 635-0422

FAX: (719) 635-1143  
**Susie Jones-Scott**, Director of Marketing



# PRODUCTION SERVICES

**Aircraft Music Library**  
77 N. Washington St.  
Boston, MA 02114  
(800) 343-2514, (617) 367-4962  
FAX: (617) 367-1521  
**Mark Cuddy, Producer**  
PL

## AIR FORCE

**Airforce Broadcast Services**  
216 Carlton St., Ste. 300  
Toronto, Ontario  
Canada, M5A 2L1  
(416) 961-2541  
FAX: (416) 961-7754  
**Richard Loth, Dir. Mktg. & Sales**  
PL J

**Gary Allyn Radio Enterprises**  
P.O. Box 3568  
San Diego, CA 92103  
(619) 291-3638  
**Gary Allyn, President**

**American Image Productions**  
1719 West End Avenue, Ste. 603  
Nashville, TN 37203  
(615) 327-9192  
FAX: (615) 321-0674  
**George Lale, VP/GM**  
SFX J PL SL

**American Pie**  
P.O. Box 66455  
Los Angeles, CA 90066  
(213) 391-4088  
FAX: (213) 823-3389  
**Janet Volat, Principal**  
SL

**Andromeda Imaging & Concepts**  
1310 Hickory Street  
Roseville, CA 95678  
(916) 784-1235  
**Dale Kelly**  
PL J SFX VO

**Pat Appleson Studios**  
1000 N.W. 159th Drive  
Miami, FL 33169  
(305) 625-4435  
**Pat Appleson, Owner**  
VO

**Steve Armstrong Creative Services**  
P.O. Box 931874  
Hollywood, CA 90093  
(213) 962-9580  
FAX: (213) 661-2593  
**Steve Armstrong**  
J SU VO

**Stephen Arnold Music Productions**  
7027 Twin Hill Ave.  
Dallas, TX 75231  
(214) 987-4123  
FAX: (214) 696-5785  
**Stephen Arnold**

**Toby Arnold & Associates**  
3234 Commander Dr.  
Dallas, TX 75006  
(214) 661-8201, (800) 527-5335  
FAX: (214) 250-6014  
**Toby Arnold, President**  
**Dolly Arnold, Vice President**  
**Larry Mangiameli, Creative Director**  
SFX J PL SL



**Associated Production Music**  
6255 Sunset Blvd., Ste. 820  
Hollywood, CA 90028  
(213) 461-3211, (800) 543-4276  
FAX: (213) 461-9102  
**Connie Red**  
AV SFX J PL SL

**At The Top Audio/Video Duplication, Inc.**  
3330 Earhart, Ste 208  
Carrollton, TX 75006  
(214) 980-7671  
FAX: (214) 991-1853  
**Chad Witmeyer, VP/Manager**  
AV

**Audio Creations**  
801 Starmount Ave., NW  
Roanoke, VA 24019  
(703) 563-8100  
**Ben Peyton**

**Audio Services**  
801 Starmount Ave. N.W.  
Roanoke, VA 24019  
(703) 563-8100  
**Ben Peyton**

**Audio Visions Inc/Future Effects**  
1102 17th Avenue, Ste. 200  
Nashville, TN 37212  
**Jim Reyland, President/Owner**  
VO SFX

**Audio Yearbook**  
1040 Greenwich St.  
San Francisco, CA 94133  
(415) 771-5886  
**Maureen McGinley, Exec. Producer**  
SFX PL J

**Access Broadcast Services**  
4801 Spring Valley Rd., Ste. 105B  
Dallas, TX 75244  
(214) 386-6847  
FAX: (214) 386-5207  
**Otis Conner, President**  
SFX J PL

**AY JAY Productions**  
# 1 Bulwer Road  
New Barnet  
London, ENGLAND, EN5 5JD  
**David Lee Towery**  
J VO

**Back Lot Studios**  
1 College Street, Box 328  
Clinton, NY 13323  
(315) 853-3908  
FAX: (315) 853-2894  
**Greg McShea, Recording Director**  
SFX J PL SL VO

**Billy Barber Productions**  
201 W. 54th St. Ste. #1C  
New York, NY 10019  
(212) 764-4300  
FAX: (212) 764-6881  
**Barb Crofoot**

**Bob Barnes Creative Services, Inc.**  
2994 Edgewater Dr.  
Orlando, FL 32804  
(407) 422-2035  
FAX: (407) 422-2059  
**Bob Barnes, President**

**Benmaradio, Inc.**  
5 Nelson Street  
Rockville, MD 20850  
(301) 340-0829  
FAX: (301) 251-0202  
**Mark Margulies**  
**Greg Bennett**

**Rob Bennethum**  
Celebrity & Character Voices  
1025 Union Street  
Reading, PA 19604  
(215) 373-3381  
VO

**Bravo Publications**  
(Chart Facts)  
117 West Harrison Bldg., 6th Fl.  
Chicago, IL 60605  
(800) 776-7770  
**Steve Hullfish, Editor**

**Broadcast Time**  
1044 Northern Blvd.  
Roslyn, NY 11576  
(516) 484-9306  
**Bruce Kupersmid, President**

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J = Jingles, Sweepers, and ID's  
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# PRODUCTION SERVICES

## **Brown Bag Productions**

4134 S. Eudora St.  
Englewood, CO 80110  
(303) 756-9949  
FAX: (303) 759-8213  
**Mike Lee, Managing Partner**

## **Brown Spots, Inc.**

1417 Main, #16  
Little Rock, AR 72202  
(800) 880-8808  
FAX: (501) 376-9603  
**Bob Brown, President**  
**Brad Sweeney, VP**  
AV J VO

## **Bumper Productions**

810 Division Street  
Nashville, TN 37203  
(615) 256-6556  
FAX: (615) 256-1752  
**Bumper Morgan, Owner**  
J VO

## **California Aircheck**

P.O. Box 4408  
San Diego, CA 92104  
(619) 460-6104  
**George Junak**  
AV

## **Capitol Production Music**

(A division of Capitol Records, Inc.)  
1750 N. Vine St.  
Hollywood, CA 90028  
(213) 461-2701, (800) 421-4163  
FAX: (213) 461-1543

**Ole Georg, Managing Director**

**Paul Bland, Mktg. Dir.**

**Richard Hyland, Mktg.**

**Douglas Long, Mktg.**

**Nanci Lee, Mktg.**

## **Catspaw Productions, Inc.**

560 Dutch Valley Rd.  
Atlanta, GA 30324  
(404) 876-2287  
FAX: (404) 881-8409  
**Doug Paul, President**  
**Brad Jones, Studio Mgr.**  
AV SFX J PL SL VO

## Century 21

### **Century 21 Programming, Inc.**

14444 Beltwood Pkwy  
Dallas, TX 75244-3228  
(800) 937-2100, (214) 934-2121  
FAX: (800) 749-2121  
**Dave Scott, President**  
SFX J PL SL

## **Chicago Radio Syndicate, Inc.**

1134 N. La Brea  
Los Angeles, CA 90038  
(800) 621-6949, (213) 462-4966  
**Sandy Orkin, President**

## **Clausen Communications**

23 Phillips Rd.  
Nahant, MA 01908  
(617) 593-2437  
FAX: (617) 592-1150  
**Chris Clausen, VP**  
VO

## **Clean Sheets, Inc.**

1504 N. Vermont  
Royal Oak, MI 48067  
(313) 544-0405  
**Todd Albertson, President**  
J PL

## **Lars Clutterham Music**

8553 Amato Drive  
Lakeside, CA 92040  
(619) 561-8815  
FAX: (619) 390-1459  
**Lars Clutterham, President**  
**Leslie Clutterham**  
J

## **Continental Recordings**

1 Thompson Square, Ste. 501  
Boston, MA 02129  
(617) 241-5150  
FAX: (617) 242-9259  
**Daniel Flynn, President**  
AV SFX J VO

## **Country Music Entertainment**

P.O. Box 438  
Aguanga, CA 92302  
(714) 652-6133  
**Hal Southern**  
**Gracie Dee**

## **MCC MITCH CRAIG PRODUCTIONS**

**Mitch Craig Productions**  
P.O. Box 241655  
Memphis, TN 38124-1655  
(901) 388-8449  
FAX: (901) 388-6328  
**Mitch Craig, President**  
J PL VO

## **Crazy Jingles**

Quantum Concepts Unlimited  
12262 Hythe Street  
Moreno Valley, CA 92387  
(714) 683-2161  
**Cliff Berkowitz, Managing Partner**  
**George Prochazka, Partner**

## **Creative Support Services**

1948 Riverside Drive  
Los Angeles, CA 90039  
(213) 666-7968  
**Mike Fuller**  
SL

## **D.A.B. Audio Consultants**

3575 Cahuenga Blvd. West, Ste. 125  
Los Angeles, CA 90068  
(213) 876-5991  
**Derek Braswell, President**  
**Sharon Braswell, Sales/Mktg. Dir.**

## **JEFF DAVIS PRODUCTIONS**

### **Jeff Davis Productions**

8033 Sunset Blvd., Ste. 423  
Los Angeles, CA 90046  
(213) 288-7944

FAX: (213) 936-3427

**Jeff Davis, President/Exec. Producer**  
VO J PL SFX

## **DeWolfe Music Library**

25 W. 45th St.  
New York, NY 10036  
(212) 382-0220, (800) 221-6713  
FAX: (212) 382-0278  
**Andrew M. Jacobs**  
PL

## **DigiPrep (Digital Audio)**

1425 N. Cole Pl.  
Hollywood, CA 90028  
(213) 461-1709  
**Warren Salyer**  
**Daniel Hersch**

## **Roger Dorfman Productions, Ltd.**

San Francisco Sound Archive  
612 Canvasback Drive  
Suisun City, CA 94585  
(707) 524-8137  
**Roger Dorfman, Owner**

*John E. Douglas*

### **John E. Douglas**

497 Walmar Dr.  
Cleveland, OH 44140  
(216) 892-8509  
FAX: (216) 892-8503

**John E. Douglas, President/Exec. Prod.**  
**Karen L. Shapiro, Assoc. Prod.**  
VO

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# PRODUCTION SERVICES

## **Drake-Chenault Enterprises, Inc.**

2000 Randolph Rd. SE  
Albuquerque, NM 87106  
(505) 247-3303

FAX: (505) 247-9964

**Wm. S. Sanders, Chairman**

**Dan Musselman, VP, Production**

**T.J. Lambert, General Sales Manager**

## **John Driscoll**

643 N. Hollywood Way  
Burbank, CA 91505  
(818) 841-9418

FAX: (818) 841-9418

## **John Driscoll**

VO

## **Dave Dworkin's Ghostwriters**

2301 Unity Ave. N., Ste. RA  
Minneapolis, MN 55422  
(612) 522-6256

**Dave Dworkin, President**

SFX

## **Eagle Marketing Services, Inc.**

223 Linden, Ste. 204  
Fort Collins, CO 80524  
(303) 484-4736

FAX: (303) 224-2445

**Paul Meacham, President**

## **Don Elliot Creative Services**

P.O. Box 662  
Hollywood, CA 90078-0662  
(818) 762-3554

FAX: (714) 361-8957

**Don Elliot, Owner**

J PL

## **Dick Ervasti Creative Services**

(PowerSpots)  
1206 N. Landmark  
Minneapolis, MN 55343  
(612) 930-0113

FAX: (612) 340-9750

**Dick Ervasti**

J VO

## **Far West Communications**

120 N. Victory Blvd., #106  
Burbank, CA 91502  
(818) 566-7003

FAX: (818) 566-7086, (800) 783-2946

**Paul Ward, President**

## **FirstCom**

13747 Montfort Dr., Ste. 220  
Dallas, TX 75240  
(214) 934-2222

FAX: (214) 404-9656

**Jim Long, Chairman**

**Cecelia Garr, President/GEO**

SFX J PL SL

## **Garlin Sound Enterprises**

7021 Hatillo Avenue  
Winnetka, CA 91306  
(818) 347-3902

**Norm Pringle**

## **GE American Communications**

Four Research Way  
Princeton, NJ 08540  
(609) 987-4230

FAX: (609) 987-4517

**Andreas Georgiou, Dir., Broadcast  
& Business Svcs.**

SU

## **The Gold Vault**

Box 202  
Oshtemo, MI 49077  
(616) 349-9413, (800) 234-2158  
FAX: (616) 343-1016

**Dan Druckenbrodt, Owner**

## **Grace Media, Inc.**

P.O. Box 6206  
Kent, WA 98064  
(206) 656-8414, (800) 937-8250

**Ron Erak, President**

SFX J PL VO

## **Jim Harrington**

P.O. Box 12944  
Pittsburgh, PA 15241  
(412) 833-4749

FAX: (412) 833-4749

**Jim Harrington**

VO

## **Hot Spots Radio Production, Inc.**

P.O. Box 1152  
Seaford, NY 11783  
(516) 781-6951

FAX: (516) 781-4358

**Jeffrey C. Beck, President**

**Barry J. Carollo, VP**

## **Rick Hull**

Voice Tracks

### **Rick Hull Voice Tracks**

8117 Preston Road, Ste. 100  
Dallas, TX 75225

(918) 254-0464

FAX: (918) 254-6719

**Rick Hull, President**

VO

## **Ron Hummel Productions, Inc.**

35 Sugarloaf Terrace  
Alamo, CA 94507  
(415) 933-3500

FAX: (415) 933-3502

**Ron Hummel, President**

O



**IDB COMMUNICATIONS**  
GROUP, INC.

## **IDB Communications**

10525 W. Washington Blvd.  
Culver City, CA 90232

(213) 870-9000

FAX: (213) 838-6374

**Peter Hartz, President/Broadcast Division**  
SU

## **I\*D\*E\*A\*S**

6758 Canal Blvd.  
New Orleans, LA 70124  
(504) 283-2611

**Daniel Karpelman, Exec. Producer**  
VO



## **Image-Izers**

Randy Reeves, Voice at Large

608 Haralson Drive  
Lilburn, GA 30247

(404) 925-8868

FAX: (404) 279-7653

**Randy Reeves, Owner**

J VO

## **International Graphics**

3333 N. 44th Street, Ste. 1  
Phoenix, AZ 85018  
(602) 952-8117

**Kevin Nutt, President**

SFX PL



## **JAM Creative Productions, Inc.**

5454 Parkdale Dr.  
Dallas, TX 75227

(214) 388-5454

FAX: (214) 381-4647

**Jonathan Wolfert, President**

J PL

**AV = Audio/Video Tape Duplication**  
**SFX = Sound Effects**

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**PL = Production Libraries**  
**SL = Song Libraries**

**SU = Satellite Uplink Services**  
**VO = Voice-over Talent**



# PRODUCTION SERVICES

**JDK Music Production**  
9102 Whitaker Cir.  
Richmond, VA 23235  
(804) 272-6777  
**John Keltonic, President**  
J

**Jones Intercable/Zootube**  
5510 Gray Street  
Tampa, FL 33609  
(813) 287-1047  
FAX: (813) 289-1879  
**Chris Clark**  
AV VO SU

**KBC**  
150 Highland Park Blvd.  
Thornhill  
Ontario, CN L3T 1B7  
**Ken Caughlin**  
J

**JKCS**  
Joe Kelly Creative Services  
215 W. Ohio St.  
Chicago, IL 60610  
(312) 645-8241  
FAX: (312) 645-9462  
**Dave Gariano, VP/Operations**  
AV SFX PL VO

**Kendall Energies, Inc.**  
1824 Chestnut Street  
Philadelphia, PA 19103  
(215) 568-6428  
FAX: (215) 568-5164  
**Charlie Kendall, President**  
**Sheri Gillis, Sales Manager**  
VO J PL

## Anita Kerr/All Age Music

**Anita Kerr**  
**All Age Music**  
P.O. Box 752386  
Memphis, TN 38175-2386  
(901) 795-2848  
FAX: (901) 795-3404  
**Reni**  
J

**Kilian Creative Productions**  
6507 Three Chopt Rd.  
Richmond, VA 23226  
(804) 282-6117, (800) 627-TRAX  
**Jason Meath, President**  
**Neil Godsey, Partner**  
PL SFX SL

## KILLER MUSIC

**Killer Music**  
6528 Sunset Blvd.  
Hollywood, CA 90028  
(213) 464-6333, (800) 877-0078  
FAX: (213) 464-5931  
**Dain Eric Blair, Exec. VP/CEO**  
**Jim Frangipane, Television**  
J VO PL

## KILLER TRACKS

**Killer Tracks**  
6528 Sunset Blvd.  
Hollywood, CA 90028  
(213) 464-6333, (800) 877-0078  
FAX: (213) 464-5931  
**Samuel S. Trust, President**  
**Diane Craig, Radio**  
**Jim Frangipane, Television**  
PL

**L & R Productions, Inc.**  
87 Church St.  
East Hartford, CT 06108  
(203) 528-5177  
FAX: (203) 291-9341  
**Tom Russo/Paul Lombardo**  
J PL

**Lakewest Recording Studio**  
200 Mishnock Road  
West Greenwich, RI 02816  
(401) 397-4828  
**Jack Gauthier**  
SFX J VO

**Chris Larko Productions**  
916 Fairfield Avenue  
Fort Wayne, IN 46802  
(219) 424-2405, (800) 4-TALENT  
**Chris Larko, President**  
AV SL VO

**Jeff Laurence**  
9692 123rd Way North  
Seminole, FL 34642  
(813) 397-7687  
**Jeff Laurence**  
J VO

**Low Noise Productions**  
10 Ferndale  
Fenton, MO 63026  
(314) 343-9251  
**Les Wleigos, Exec. Prod.**

**Bobby Magic & Associates**  
148 Barbaree Way  
Tiburon, CA 94920  
(415) 381-8753  
**Bobby Magic, President**  
VO J

**Man From Mars Productions**  
159 Orange Street  
Manchester, NH 03104  
(603) 668-0652  
FAX: (603) 666-4878  
**Ed Brouder**  
AV VO

**Manhattan Production Music**  
311 West 43rd Street, Ste. 702  
New York, NY 10036  
(212) 333-5766 (800) 227-1954  
FAX: (212) 262-0814  
**Daniel Burke, Dir. of National Sales**  
PL

**Media Market**  
P.O. Box 63, Samford Valley, 4520  
Queensland, AUSTRALIA  
0116172891744  
FAX: 0116172892010  
**Warren Mills**

**Media Sound, Inc.**  
1010 W. Platt Street  
Tampa, FL 33606  
(813) 254-3399  
**Robert Stephenson, President**

**Melinda**  
133 Clark Street  
San Rafael, CA 94901  
(415) 456-1197, (415) 454-3265  
**Ken Fallin**  
SFX

**Miller Design**  
900 E. River, Ste. 101  
Tucson, AZ 85718  
(602) 292-0771  
**Paul Miller, President**  
SFX J SU

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# PRODUCTION SERVICES

**K.P. Moore Productions**  
P.O. Box 1747  
Doylestown, PA 18901  
**Kevin Moore**  
VO

**MSA (Music Service Associates)**  
8706 S. 71st Avenue East  
Tulsa, OK 74133  
(918) 492-7222  
**Bob Tomarkin**  
SL

**Muddy Mitch Productions**  
4315 Azalea, Ste. 220  
Lisle, IL 60532  
(708) 971-3890  
**Muddy Mitch, President**  
J

**T.J. Murphy Productions**  
4086 Laurelwood Drive  
Jacksonville, FL 32257  
(904) 268-5085  
**Tom Murphy**  
VO

**Music Director Programming Service**  
P.O. Box 51978  
Indian Orchard, MA 01151  
(413) 783-4626  
FAX: (413) 782-8673  
**Budd Clain, GM**  
AV SL

**Music World**  
P.O. Box 5380  
Woodland Park, CO 80866  
(719) 687-3860  
FAX: (719) 687-6991  
**Lee Barry**

**Neer Perfect Productions**  
1133 Broadway, Ste. 515  
New York, NY 10010  
(212) 463-7980  
**Dan Neer, President**  
**DeWitt Nelson, VP**  
SFX J PL VO O

**J.R. Nelson Productions**  
4034 Wyncote Rd.  
S. Euclid, OH 44121  
(216) 291-9920  
FAX: (216) 291-9928  
**J.R. Nelson, President**  
**Jane Goodman, VP**  
J VO SFX

**Network Music, Inc.**  
16935 W. Bernardo Drive, Ste. 100  
San Diego, CA 92127  
(800) 854-2075  
FAX: (619) 451-6409  
**Larry Kessler, VP, Sales**  
SFX J PL SL

**New Hope Communications**  
1301 Spruce Street  
Boulder, CO 80302  
(303) 939-8440  
FAX: (303) 939-9559  
**Doug Green, President**  
PL

**Not Just Jingles**  
420 W. 45th Street, 5th Fl.  
New York, NY 10036  
(212) 246-6468  
**Linda Beasley, Sales Representative**  
**Scott Schreer, President**

**NPR Satellite Services**  
2025 M St. NW  
Washington, DC 20036  
(202) 822-2628  
FAX: (202) 822-2329  
**Bill Bean, Mktg. Mgr.**  
SU

**O'Connor Creative Services**  
P.O. Box 5432  
Playa del Rey, CA 90296  
(213) 827-2527, (800) 544-6044  
FAX: (213) 301-3363  
**Harry O'Connor, President**



**Bobby Ocean, Inc.**  
Professional Creative Services

**Bobby Ocean, Inc.**  
224 Blackstone Dr.  
San Rafael, CA 94903  
(415) 472-5625  
FAX: (415) 472-1686  
**Bobby Ocean, President/Exec. Prod.**  
**Elizabeth Salazar, Assoc. Prod.**

**Robert Oland**  
P.O. Box 361082  
Los Angeles, CA 90036  
(213) 851-9511  
**Robert Oland**



**Omnimusic**  
52 Main St.  
Port Washington, NY 11050  
(516) 883-0121, (800) 828-6664  
**Doug Wood, President**  
**Sam White, GM**  
PL SFX

**PAMS Jingles**  
Division of CPMG Inc.  
14444 Beltwood Pkwy.  
Dallas, TX 75244  
(800) 522-PAMS  
FAX: (214) 392-2121  
**Benjamin Freedman, President**  
J

**Pan American Services**  
One Pickwick Plaza, Ste. 270  
Greenwich, CT 06830  
(203) 622-6664  
FAX: (203) 622-9163  
**Luli Saralegui**  
SU

**Peninsula Productions**  
N. Michigan Publishing  
2438 Potter Rd.  
Traverse City, MI 49684  
(616) 946-6243  
**Jim Mitchell, President/Owner**

**Phase 1**  
Route 2, Box 2309B  
Benton City, WA 99320  
(509) 588-6744  
**Dave Ingersoll**

**Philadelphia Music Works**  
P.O. Box 947  
Bryn Mawr, PA 19010  
(800) 368-0033  
FAX: (215) 825-8310  
**Andrew P. Mark, President**  
SFX J PL

**Mitch Phillips**  
4330 N.W. 207th Drive  
Miami, FL 33055  
(305) 624-6101  
FAX: (305) 621-4954  
**Mitch Phillips**

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# PRODUCTION SERVICES

**Point of Purchase Radio Corp.**  
16 W. 22nd. St.  
New York, NY 10010  
(212) 255-5000  
FAX: (212) 255-5499  
**Scott Kushner, VP/Prgmmg. & Prod.**

**Poolside Productions**  
106-B Shadowood Drive  
Chapel Hill, NC 27514  
(919) 933-5492

**Eric Bohlen**  
**Jim Merkel**  
VO J

**Powersound Productions**  
P.O. Box 99595  
Pittsburg, PA 15233  
(412) 323-5300, (412) 321-6920  
FAX: (412) 323-5313  
**Michael Raskovsky, President**  
PL

**Pro Audio Makers**  
1999 Temple, Unit B.  
P.O. Box 4087  
Signal Hill, CA 90804  
(213) 597-8344  
**Frank Ellsworth**

**Producer's Audition Hotline**  
P.O. Box 742  
Olney, MD 20832  
(301) 924-5700  
FAX: (301) 570-8916  
**Michael J. Weiner, President/CEO**  
**DC Hotline, (301) 924-4327**  
**NY Hotline, (212) 593-HEAR**  
**Los Angeles Hotline, (213) 656-HEAR**  
VO

**The Production Garden**  
2411 N. E. Loop 410, Ste. 132  
San Antonio, TX 78217  
(512) 599-9439  
FAX: (512) 656-8024  
**Mel Taylor**  
SL PL J

**Ken R. Inc.**  
1806 Madison Avenue  
Toledo, OH 43624  
(419) 243-1000, (800) 451-KENR  
**Ken R, President**  
J

**Rahn Productions International**  
Syntheffex  
P.O. Box 61  
Concord, CA 94522-0061  
(415) 686-9141  
**Greg Rahn**  
PL SFX

**Rainmaker Productions, Inc.**  
P.O. Box 1727  
Panama City, FL 32402  
(904) 785-7084  
FAX: (904) 265-4827  
**Mark Strickland**  
**Rebecca Luxford**  
J VO

**The Jim Raposa Company**  
1908 Indian Avenue  
Portsmouth, RI 02871  
(401) 846-2825  
**Jim Raposa**  
VO

**Reel Good Productions, Inc.**  
One Appletree Square  
Minneapolis, MN 55425  
(612) 851-9200  
FAX: (612) 851-9240  
**Kyrl Henderson, President**  
**John Wadsworth, VP, Sales**  
J PL SL

**J.L. Ritter Productions**  
P.O. Box 6994  
Stateline, NV 89449  
(702) 588-4542  
FAX: (702) 588-7822  
**John Ritter, President**  
J

**Rock-It Studios**  
187 Kinnebrook Park  
Monticello, NY 12701  
(914) 791-8589  
**Roger de Senglau**  
J

**San Diego's Audio Duplicator**  
10536 Pine Grove Street  
Rancho San Diego, CA 92078  
(619) 670-9598  
FAX: (619) 660-9083  
**Jim Norr, GM**

**Santa Cruz Studios**  
1334 Brommer Street  
Santa Cruz, CA 95062  
(408) 462-9995, (408) 688-4401  
FAX: (408) 462-6630  
**Sean Conrad, Sales Manager**  
**Lou Lambert, Audio Production Mgr.**

**Satellite Production Network, Inc.**  
Opera Plaza  
601 Van Ness, #552  
San Francisco, CA 94102  
(415) 673-0737  
FAX: (415) 441-2419  
**Dick Ferrante**

**Scotto Productions**  
Route 14, Box 4  
Gray, TN 37615  
(615) 283-4779  
**Scott Michaels**  
J

**SEGUEntertainment**  
612 Canvasback Drive  
Suisun City, CA 94585  
(707) 425-8137  
**Roger Dorfman, Owner**

**Sheen Radio Network**  
1515 North Federal Highway  
Boca Raton, FL 33432  
(407) 392-1776, (800) 225-5803  
FAX: (407) 392-7573  
**Stephen Harlow Haas**  
AV SU VO

**Silvertree, Inc.**  
2831 Camino del Rio S., Ste. 212  
San Diego, CA 92108  
(619) 296-1601  
FAX: (619) 296-0248  
**Bo Donovan, President**  
J

**Denny Somach Productions**  
812 W. Darby Rd.  
Havertown, PA 19083  
(215) 446-7100  
FAX: (215) 446-7721  
**Denny Somach, President**



**Sound Creations Productions**  
21 Royal Oak Rd.  
Lawrenceville, NJ 08648  
(609) 882-5222  
**Fran Kowalski**  
**Cliff Wight**  
J

**Sound Ideas**  
105 W. Beaver Creek Rd. #4  
Richmond Hill  
Ontario, CN L4B 1C6  
(416) 886-5000  
FAX: (416) 886-6800  
**Brian Nimens, President**  
**Michael Bell, Sales**  
SFX

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# PRODUCTION SERVICES

## Soundtrack

77 N. Washington St.  
Boston, MA 02114  
(617) 367-0510  
FAX: (617) 367-1521  
**Robert Cavicchio**, President  
J

## Southern Trax Production Co.

P.O. Box 3511  
Muscle Shoals, AL 35662  
(205) 355-4288, (800) 462-4420  
FAX: (205) 353-0363  
**Clete Quick**, President  
SFX J PL

## SpaceCom Systems

A Subsidiary of UV Corp.  
3801 S. Sheridan Rd.  
Tulsa, OK 74145  
(800) 950-6690  
FAX: (918) 628-1337  
**Al Stern**  
SU

## Startrak Studios

806 Oaklawn Ave.  
Cranston, RI 02920  
(401) 944-7411  
FAX: (401) 946-2050  
**Jack Rametta**, President  
SFX J PL VO

## R.D. Steele Creative Services

206 Upland Rd.  
Merion, PA 19066  
(215) 664-1708  
**R.D. Steele**, Owner/Operator  
J VO

*Kris Stevens*  
ENTERPRISES, INC.

## Kris Stevens Enterprises

14241 Ventura Blvd., Ste. 204  
Sherman Oaks, CA 91423  
(818) 981-8255  
FAX: (818) 990-4350  
**Kris Erik Stevens**, President  
**Jamie Sorrentino**, Marketing Mgr.  
J VO

## Studio 53 Productions

800 E. Northwest Highway  
Palatine, IL 60067  
(708) 705-0355, (800) 634-4332  
FAX: (708) 705-6715  
**Bob Blom**, Writer/Producer

## Studio 140

140 Monroe Center, Ste. 200  
Grand Rapids, MI 49503  
(616) 454-7140  
FAX: (616) 451-0931  
**John Howard**, Managing Dir.

## Dick Summer Communications

Box 616  
Medford, NY 11763  
(516) 654-0747  
FAX: (516) 654-0911  
**Dick Summer**

## Supertrax-Production Services

IDs and Sweepers  
7827 Farrell  
Amarillo, TX 79121  
(806) 352-7503  
**Ron Chase**, Exec. Producer  
**Lisa Chase**  
PL SFX VO

## Terry Sweet & Associates

2347 N. 117th Street  
Wauwatosa, WI 53226  
(414) 771-6505  
FAX: (414) 453-6621  
**Terry Sweet**, President

## Technidisc, Inc.

2250 Meijer Drive  
Troy, MI 48084-7111  
(313) 435-7430, (800) 321-9610  
FAX: (313) 435-8540  
**Leon Chick**, Sales

## Techsonics 2 The Music Library

709 Shadowfield Court  
Chesapeake, VA 23320  
(804) 547-4000  
FAX: (804) 436-5928  
**Steve Peppos**, Executive Producer  
PL

## Tele-Talent, Inc.

7033 Sunset Blvd., Ste. 318  
Hollywood, CA 90028  
(213) 466-8517  
FAX: (213) 466-8295  
**Tony Barnard**, Chairman  
**Warren Meyers**, President

## Telegenics, Inc.

150 Nassau Street, Ste. 830  
New York, NY 10038  
(212) 227-5966  
**Christopher A. Russo**, President  
**Thomas R. Deleso**, VP, Technical/  
Creative Dir.

## Johnny Thomas Productions/AAA Services

P.O. Box 1692  
Lady Lake, FL 32159  
(904) 753-5858  
FAX: (904) 753-1892  
**Johnny Thomas**  
**John Roman**  
VO

## Thompson Creative

4631 Insurance Lane  
Dallas, TX 75205  
(214) 559-4000  
FAX: (214) 521-8578  
**Larry Thompson**, President  
**Charlie Kennedy**, Acct. Exec.  
**Rob Wrinkle**, Acct. Exec.  
**Carla Grenier**, Acct. Exec.  
J VO

## TM Communications

Sales & Marketing  
2636 Walnut Hill Ln., Ste. 100  
Dallas, TX 75229  
(800) 527-7759, (214) 350-4924  
FAX: (214) 350-8794  
**Dave Tyler**, Sr. VP  
SFX J PL

## Trivia Mystery Voices

Garlin Sound Enterprises  
7021 Hatillo Ave.  
Canoga Park, CA 91306  
(818) 347-3902  
**Norm Pringle**  
J

## Turbo Techsonics

709 Shadowfield Court  
Chesapeake, VA 23320  
(804) 547-4000  
FAX: (804) 436-5928  
**Steve Peppos**, President  
PL SFX J

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# PRODUCTION SERVICES

**27th Dimension Inc.**  
P.O. Box 1149  
Okeechobee, FL 34973-1149  
(800) 634-0091  
FAX: (813) 763-0410  
**Rex Bell, GM**  
SFX

**Valentino, Inc.**  
151 W. 46th St.  
New York, NY 10036  
(212) 869-5210  
FAX: (212) 869-6259  
**Tom Valentino,**  
SFX PL

**Steve Vaus Productions**  
9590 Chesapeake Dr.  
San Diego, CA 92123  
(800) HIT-SONG  
FAX: (619) 292-4099  
**Steve Vaus, Owner**  
J VO

**Voice Over L.A.**  
1717 North Highland, Ste. 620  
Hollywood, CA 90028  
(213) 463-8652  
**Patrick Torres**

**Voicebox!**  
6001 Goodman  
Merriam, KS 66202  
(913) 262-8171  
FAX: (913) 262-8171  
**Ronald K. Moore**  
VO

**VoiceWorks Studios**  
929 Windsor Ave.  
Roanoke, VA 24015  
(703) 342-5369  
FAX: (703) 342-5399  
**Jim Cates**

**Vuolo Video Air-Chex**  
P.O. Box 219  
Ypsilanti, MI 48197  
(313) 559-7970  
**Art Vuolo, Jr., Producer**

**Washington International Teleport**  
1133 21st St. NW, 3rd Fl.  
Washington, DC 20036  
(202) 785-8300  
FAX: (202) 452-0848  
**Rebecca Parks, Marketing Manager**  
SU

**Gary Whiteaker Corp.**  
P.O. Box 307  
Belleville, IL 62222  
(618) 233-0005, (800) 851-5406  
**Gary Whiteaker, Chairman**  
**Joann Moore-Pluff, President**

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# PROGRAM SUPPLIERS & NETWORKS

**ABC Contemporary Radio Network**  
125 West End Ave.  
New York, NY 10023  
(212) 887-5441  
FAX: (212) 887-5314  
**Marla H. Bane, Director**

**ABC Direction Radio Network**  
125 West End Ave.  
New York, NY 10023  
(212) 887-5193  
FAX: (212) 887-5397  
**Richard J. Lorenzo, Director**

**ABC Entertainment Programming**  
ABC Watermark  
125 West End Ave.  
New York, NY 10023  
(212) 887-5365  
FAX: (212) 887-5449  
**Patricia Kresner, Director**

**ABC Entertainment Radio Network**  
125 West End Ave.  
New York, NY 10023  
(212) 887-5553  
FAX: (212) 887-5533  
**Corinne Baldassano, Director**

**ABC FM Radio Network**  
125 West End Ave.  
New York, NY 10023  
(212) 887-5635  
FAX: (212) 887-5314  
**Susan O'Connell, Director**

**ABC Information Radio Network**  
125 West End Ave.  
New York, NY 10023  
(212) 887-5585  
FAX: (212) 887-5533  
**Karen Foley, Director**

**ABC Radio Networks**  
125 West End Ave. 7th Fl.  
New York, NY 10023  
(212) 887-5200  
FAX: (212) 887-5533, (212) 887-5534  
**Aaron Daniels, President**  
**Tom Cuddy, VP, Entertainment Prog.**  
**Darryl Brown, VP, Group Director**  
**Frank Raphael, Dir. Natl. Programming**

**ABC Rock Radio Network**  
125 West End Ave.  
New York, NY 10023  
(212) 887-5652  
FAX: (212) 887-5533  
**Gloria Briggs, Director**

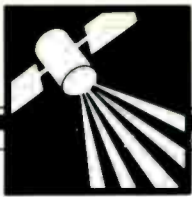
**ABC Talkradio**  
125 West End Avenue  
New York, NY 10023  
(212) 887-5638  
FAX: (212) 887-5533  
**Maurice Tunick, VP/Director**

**About Radio Enterprises**  
5301 Balboa Blvd. Ste. C3  
Encino, CA 91316  
(818) 377-4300  
**Barbara Nadler**

**Accu-Weather, Inc.**  
619 W. College  
State College, PA 16801  
(814) 234-9601  
FAX: (814) 238-1339  
**Dr. Joel Myers, President**  
**Joe Sobel, Sr. VP**  
**Sheldon Levine, Sales Mgr.**

**Active Markets**  
3000 Ocean Park Blvd., Ste. 1000  
Santa Monica, CA 90405  
(213) 452-2733  
FAX: (213) 399-2253  
**David Marinoff, President**

**Tom Adams Productions, Inc.**  
Box 25989  
Honolulu, HI 96825  
(808) 395-7500, (808) 395-7501  
**Tom Adams, President/GM**



# PROGRAM SUPPLIERS & NETWORKS

**Afterglow Productions**  
6223 Lochlevin Cove  
Memphis, TN 38119  
(901) 682-3028  
**Don Johnson, President**

**Agrivoice Network**  
Tribune Radio Networks  
435 N. Michigan Ave.  
Chicago, IL 60611  
(312) 222-3342  
**Allison R. Clark**

**AKG Acoustics, Inc.**  
77 Selleck St.  
Stamford, CT 06902  
(203) 348-2121  
FAX: (203) 324-1942  
**S. Richard Ravich, President**

**Gary Allyn Radio Enterprises**  
P.O. Box 3568  
San Diego, CA 92103  
(619) 291-3638  
**Gary Allyn, President**

**Alternative Programming, Inc.**  
3626 N. Hall  
Suite 908  
Dallas, TX 75219  
(800) 231-2818, (214) 521-4484  
FAX: (214) 521-6808  
**Mickey Briggs, President/GM**  
**David Longhofer, Sales Manager**  
**Bill Scherrard, Nat'l Sales Research**  
**Steve Ramsey, Southwest Reg. Mgr.**

**American Comedy Network**  
Park City Plaza  
10 Middle St.  
Bridgeport, CT 06604-4277  
(203) 384-9443  
FAX: (203) 367-9346  
**Andrew J. Goodman, President/GM**  
**Liza Sullivan**

**American Image Productions**  
1719 West End Avenue, Ste. 603  
Nashville, TN 37203  
(615) 327-9192  
FAX: (615) 321-0674  
**George Lale, VP/GM**

**American Leisure Network**  
(A Division of Morrie Trumble & Assoc)  
139 Fulton Street, Ste. 917  
New York, NY 10038  
(212) 693-2633  
FAX: (212) 571-1422  
**Morrie Trumble, President**

**American Media**  
995 McMillan St.  
Atlanta, GA 30318  
(404) 873-3100  
FAX: (404) 875-8244  
**Frank Williams, President**  
**Robert Williams, Exec. VP**  
**Travis Head, Marketing Dir.**

**American Pie**  
P.O. Box 66455  
Los Angeles, CA 90066  
(213) 391-4088  
FAX: (213) 823-3389  
**Janet Volat, Principal**

**American Radio Network**  
5287 W. Sunset Blvd.  
Los Angeles, CA 90027  
(213) 464-4580  
**Dean Lewis, Exec. Producer**

**American Radio Networks** 

**American Radio Networks**  
423 New Karner Rd., Ste. 6  
Albany, NY 12205  
(518) 869-4386  
FAX: (518) 869-8706  
**Donald Andrew Emanuel, President**

**America's Rock Network**  
6577 E. Camino Vista #4  
Anaheim, CA 92807  
(714) 974-6841  
**Harvey Sheldon, GM**

**AMINEWS**

Recreation News Reports

**AMI News**  
Localized Ski, Camp,  
Fish & Beach Reports  
25 Maiden Lane  
San Francisco, CA 94108  
(415) 982-1441  
FAX: (415) 421-6336  
**John Hamilton, President**  
**Rob Brown, VP/GM**

**Anderson Media Services, Inc.**  
2245 Godby Road  
Atlanta, GA 30349  
(404) 766-8000  
**Al Anderson, President**

**Andromeda Imaging & Concepts**  
1310 Hickory Street  
Roseville, CA 95678  
(916) 784-1235  
**Dale Kelly**

**The Answer**  
P.O. Box 4217  
St. Louis, MO 63163  
(314) 771-8271  
**Stel Pontikes**

**Stephen Arnold Music Productions**  
7027 Twin Hill Ave.  
Dallas, TX 75231  
(214) 987-4123  
FAX: (214) 696-5785  
**Stephen Arnold**

**Toby Arnold & Associates**  
3234 Commander Dr.  
Dallas, TX 75006  
(214) 661-8201, (800) 527-5335  
FAX: (214) 250-6014  
**Toby Arnold, President**

**AP** Associated Press  
Broadcast Services

**Associated Press  
Broadcast Services**  
AP Broadcast News Center  
1825 K St. NW - 6th Fl.  
Washington, DC 20006  
(800) 821-4747, (800) 424-8804  
FAX: (202) 955-7347,  
(202) 955-7367  
**Jim Williams, Director**  
**Rosie Oakley, Deputy Director/  
Sls & Mktg.**  
**Lee Perryman, Deputy Director**  
**Brad Kalbfeld, Deputy Director/  
News & Prgramg.**

**Association of Unity Churches**  
P.O. Box 610  
Lee's Summit, MO 64063  
(816) 524-7414  
FAX: (816) 251-3561  
**Carolyn Craft, Producer**

**Audio Creations**  
801 Starmount Ave., NW  
Roanoke, VA 24019  
(703) 563-8100  
**Ben Peyton**

**The Audio Workshop**  
6972 Sycamore Lane  
Chickamauga, GA 30707  
**Michael Nave**  
**Kenny Ludlow**

**Avatar Productions**  
515 28th Street Ste. 106  
Des Moines, IA 50312  
(515) 282-9746  
**Michael A. Meacham**

**Dale Baglo Broadcast, Inc.**  
825 Broughton St.  
Victoria, BC  
Canada, V8W 1E5  
(604) 386-1131  
FAX: (604) 386-5775  
**Dale Baglo, President**

# HLC

# KILLER MUSIC

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

Rick Dees  
KIIS-FM  
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  
ABC Watermark

**"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."**

Shadoe Stevens  
Host - American Top 40

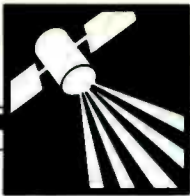
**"At last a jingle package for the 1990s."**

Richard Park  
Program Controller  
Capital Radio - London

**"HLC produced two packages for us, an identity package for the Boston Celtics Radio Network and a package for WEEI, Newsradio 590. HLC is not your average jingle company. Instead of the usual musical cliches the products were original, crisp, and exciting. The HLC people are as good as their music, and we'll be back there for our next project."**

John Rodman  
WEEI 590AM  
Boston

**6528 Sunset Boulevard, Hollywood, CA 90028  
(213) 464-6333**



# PROGRAM SUPPLIERS & NETWORKS

**Bailey Broadcasting Services**  
3151 Cahuenga Blvd. W., Ste. 200  
Los Angeles, CA 90068  
(213) 969-0011

FAX: (213) 969-8474

**Lee Bailey**, President/Exec. Producer  
**Diane Blackmon-Bailey**, Exec. VP, Operations/Promotion  
**Andrew Schriber**, Dir. Mktg. & Sales

**Banana Time Joke Service**  
Condor Communications  
Box 45, Station Z  
Toronto, Ontario, CN M5N 2Z3  
(416) 781-1047

**Gary Wheeler**, Editor & Publisher

**Barrett Associates Inc.**  
3205 Production Ave.  
Oceanside, CA 92054  
(619) 433-5600  
FAX: (619) 433-1590

**Mike Cruz**  
**Ernie Belanger**

**Beethoven Satellite Network**  
c/o WFMT  
303 E. Wacker Dr.  
Chicago, IL 60601  
(312) 565-5005  
FAX: (312) 565-5169  
**Alfred Antlitz**, Sr. VP/GM

**Frank Bennett Media Ventures**  
3131 Homestead Road  
#17K  
Santa Clara, CA 95051  
(408) 247-0762  
**Frank Bennett**

**Best of the Oldies Radio Network**  
15651 Dickens St. #115  
Encino, CA 91436  
(818) 905-9388  
**Darryl Evans**

**Beyond Bourbon Jazz Productions**  
P.O. Box 169-MO  
Milford, CT 06460  
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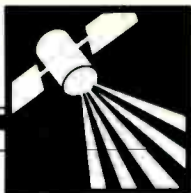
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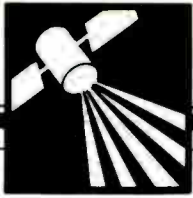
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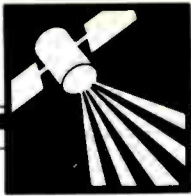
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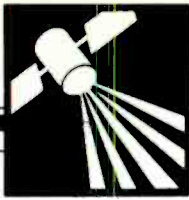
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475 Sherwood Drive #305  
Sausalito, CA 94965  
(415) 331-5270  
**Andrew Lea, Owner**

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(207) 767-4321

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**Russ Murley, Meteorologist**  
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Syracuse, NY 13214  
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(314) 343-9251  
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FAX: (713) 622-9071  
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**Susan Scharf, (212) 243-2702**

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(212) 243-2702  
FAX: (212) 691-5531  
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New York, NY 10103  
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FAX: (212) 586-1090  
**Josh Feigenbaum, President**

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4975 Ireland Lane  
W. Linn, OR 97068  
(503) 656-5005  
FAX: (503) 656-5676  
**John L. Moss, President**

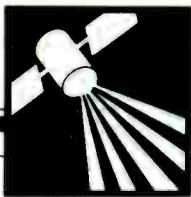
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Daytona Beach, FL 32115  
(904) 254-6760  
FAX: (904) 254-6716  
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**Patricia Hensley, Dir. Affil.**  
**Gregory Roberson, Asst. Dir. Affil.**

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Lisle, IL 60532  
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**Jeff Miller, Production Mgr.**



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New York, NY 10017  
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Tribune Radio Networks  
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FAX: (312) 222-4876  
**Allison Clark, Mgr. Admin.**

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1400 16th St. NW  
Washington, DC 20036  
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FAX: (202) 797-6646  
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**Bill Line, Media Mgr.**  
**Curtis Croley, Audio Visual Specialist**

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FAX: (814) 664-9244  
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FAX: (813) 383-8119  
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St. Louis, MO 63108  
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**Jay Goldman, VP/Operations**  
**West Coast Office: (213) 452-7500**  
**Roger Wilko, Dir. Comedy Network**

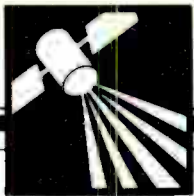
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3250 Ocean Park Blvd. S-206  
Santa Monica, CA 90405  
(213) 392-9600  
FAX: (213) 472-1770  
**Jeff Leve, President**

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Toronto, Ontario, CN M5V 2C2  
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FAX: (416) 363-9090  
**Tim McLarty, Producer/Owner**

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105 Forrest Ave.  
Narberth, PA 19072  
(215) 667-8620  
FAX: (215) 667-8939  
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**Parkway/Muse, Inc.**  
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Rockville, MD 20850  
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**Byron Paul Voices**  
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Santa Monica, CA 90406  
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FAX: (213) 451-5030



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FAX: (904) 543-5833  
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(612) 340-9565  
**Dick Ervasti, Ex. Prod.**

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Eugene, OR 97401  
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**Cindy Grogan, Marketing Manager**

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FAX: (818) 760-2084  
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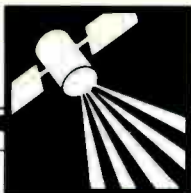
P.O. Box U  
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FAX: (508) 460-0584  
**Andy McLean, Production Manager**

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 (203) 222-5858  
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 FAX: (818) 501-8848  
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 (314) 533-0320, (800) 747-7692  
 FAX: (314) 533-0335  
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 (Children's Radio Programs)  
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 Lenox, MA 01240  
 (413) 637-2631  
 FAX: (413) 637-0222  
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 Dallas, TX 75243  
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 FAX: (214) 991-1071  
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 (707) 425-8137  
*Roger Dorfman, Owner*

**The Senate Today Newsfeed**  
 405 Hart Senate Office Bldg.  
 Washington, DC 20510  
 (800) 736-1001, (800) 736-2255  
*Lisa Gagnon*

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 555 City Line Avenue  
 Bala Cynwyd, PA 19004  
 (215) 664-1200  
 FAX: (215) 668-9868  
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 FAX: (213) 394-8852  
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 FAX: (407) 392-7573  
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 FAX: (212) 302-5161  
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 411 7th Ave.  
 Pittsburgh, PA 15219  
 (412) 456-4040  
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*Thad Hill, VP/Station Operations*

**SI Communications**  
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 Burbank, CA 91515  
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 FAX: (818) 841-9541  
*Alisa Adona*

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 FAX: (203) 222-5864  
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 FAX: (213) 471-0877

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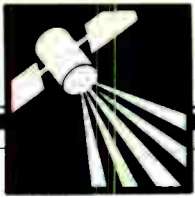


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 1700 Broadway  
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 (212) 237-2575  
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*Steve Soule, VP/GM*

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 Johnson City, NY 13790-9715  
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 San Francisco, CA 94133  
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 FAX: (415) 391-2569  
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FAX: (201) 860-9742  
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33 Maverick Square  
Boston, MA 02128  
(617) 569-7467  
FAX: (617) 561-1379  
**Tom Star**

## StarDate

University of Texas  
McDonald Observatory  
Austin, TX 78712  
(512) 471-5285  
**Rita Pirone Noak, Mktg. Mgr.**

## Starmagic Radio

755 River Road  
Teaneck, NJ 07666  
(201) 836-5999  
**Michael Jordan**

## Starstream Communications

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Houston, TX 77042  
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FAX: (713) 781-4721  
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**Gene Tognacci, VP, Broadcast Services**  
**Mary Clunis, VP, Affiliate Relations**

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FAX: (818) 990-4350  
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**Jamie Sorrentino, Marketing Mgr.**

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FAX: (813) 572-4735  
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**Rod Perry, Operations Dir.**  
**Bill Muncey, Chief Engineer**  
**Valerie A. Lowe, Dir. Affiliate Relations**

## Sunday Night Productions

906 Union Street  
San Francisco, CA 94133  
(415) 922-7398  
FAX: (415) 398-7539  
**Renn Vara**

## Superadio Ltd. Partnership

Box U  
Southboro, MA 01745  
(508) 485-3500  
FAX: (508) 460-0584  
**Andy McLean**

## SuperRadio Network

11 West 42nd St., 27th Fl.  
New York, NY 10036  
(212) 302-1100  
FAX: (212) 302-6024  
**Robert Whyte, GM**

## Syndicom

P.O. Box 12837  
San Luis Obispo, CA 93406  
(805) 543-9214  
FAX: (805) 543-9243  
**Michael Hesser, President**

## The Systemation Corporation

337 North Water Street  
Decatur, IL 62523  
(217) 429-9595  
**Steve Bellinger, President**  
**Maureen Bellinger, Exec. Asst.**  
**Robert Wille, Mgr.**



## Talknet

1700 Broadway  
New York, NY 10019  
(212) 237-2660  
FAX: (212) 245-2250  
**Bill Lally, Director of Programming**

## TD Productions

28788 Piedmont Dr.  
Farmington Hills, MI 48331  
(313) 344-0263  
**Renee Greenwood**

## Tele-Joke

Ste. 33-376  
4555 N. Pershing Avenue  
Stockton, CA 95207  
(209) 476-1511  
**Alan Ray**

## TelePrograms, Inc.

8500 Melrose, Ste. 213  
Los Angeles, CA 90069  
(213) 854-4475  
FAX: (213) 854-5979  
**Jim Hampton, President**  
**Robert Nieto, VP/Director of Mktg.**

## The Originals, Inc.

P.O. Box 16193  
Atlanta, GA 30321  
FAX: (404) 297-8335  
**Harry Turner**

## The WET Forecast

Weather Environmental Tracking  
P. O. Box 31  
Oreland, PA 19075  
(800) 448-3675  
**Dean Kristiniak**

## Topical Punch

2001 N. Irwin  
Indianapolis, IN 46219  
(317) 359-0288  
**Nancy Montgomery**  
**Randy Montgomery**

## Transmedia

350 Pacific  
San Francisco, CA 94111  
(415) 956-3118  
FAX: (415) 956-2595  
**Dave Adams, President**

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Chicago, IL 60611  
(312) 222-3342  
FAX: (312) 222-4876  
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Garlin Sound Enterprises  
7021 Hatillo Ave.  
Canoga Park, CA 91306  
(818) 347-3902  
**Norm Pringle**

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139 Fulton St., Ste. 917  
New York, NY 10038  
(212) 693-2633  
FAX: (212) 571-1422  
**Morrie Trumble, President**

## 27th Dimension Inc.

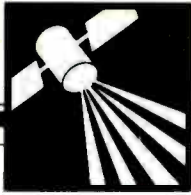
P.O. Box 1149  
Okeechobee, FL 34973-1149  
(800) 634-0091  
FAX: (813) 763-0410  
**Rex Bell, GM**

## Unidyne Communications

2250 Columbia Street, Ste. 100  
San Diego, CA 92101  
(619) 239-8911  
FAX: (619) 239-4714  
**Bill Alfredo, President/CEO**

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660 Southpointe Court, Ste. 200  
Colorado Springs, CO 80906  
(719) 576-2620, (800) 654-3904  
FAX: (719) 576-3438  
**C.T. Robinson, Co-Chairman/CEO**  
**Nick Verbitsky, Co-Chairman/CEO**  
**NY Office, (212) 575-6100**



# PROGRAM SUPPLIERS & NETWORKS

**Unistar Radio Programming**  
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Los Angeles, CA 90028  
(213) 460-6383  
FAX: (213) 460-6341  
**Carl Goldman, VP/GM**



**U.P.I. Radio Network**  
United Press International  
1400 Eye St. NW  
Washington, DC 20005  
(800) 777-5336  
FAX: (202) 842-3625  
**Jon Wilkes, VP/GM**  
**David Oziel, News Director**  
**JoAnn Woods, Operations Manager**

**United Syndications Radio Network**  
106 West 11th Street, Ste. 1630  
Kansas City, MO 64105  
(816) 461-5505  
FAX: (816) 421-5440  
**Miles McMillin, President**  
**Shane Hackett, Vice President**

**U.S. Weather Service**  
8515 Arjons Drive, Ste. D  
San Diego, CA 92126  
(619) 271-9230  
FAX: (619) 549-0415  
**Tim Root, Chief Meteorologist**  
**Roxanne London, Staff Meteorologist**

**USA Radio Network**  
2290 Springlake, Ste. 107  
Dallas, TX 75234  
(214) 484-3900  
FAX: (214) 243-3489  
**Marlin Maddoux, President**

**USA TODAY Decisionline  
& Lifestyle Reports**  
1000 Wilson Blvd. 22nd Fl.  
Arlington, VA 22209  
(800) 222-0990  
FAX: (703) 247-3322  
**Susan Bokern, Dir., Sales & Marketing**

**USA TODAY Radio Data Service**  
1000 Wilson Blvd. 22nd Fl.  
Arlington, VA 22209  
(800) 222-0990  
FAX: (703) 247-3322  
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**VanWinkle Syndications**  
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Portland, OR 97207  
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Westport, CT 06880  
(203) 222-5860  
FAX: (203) 222-5864  
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**Margie FitzMaurice, VP/Radio Ops.**  
**Susan G. Jacobi, VP, Radio Ops.**

**Video Viewer**  
329 Riverside Avenue, Ste. 200  
Westport, CT 06880  
(203) 222-5860  
FAX: (203) 222-5864  
**Jeff Craig, President**  
**Margie FitzMaurice, VP/Radio Ops.**  
**Susan G. Jacobi, VP/Radio Ops.**

**Don Vogel**  
115 Roslyn Dr.  
Concord, CA 94518  
(415) 827-2382  
**Don Vogel**

**W.A.C.O. Morning Sidekick**  
1295 S. Santa Fe.  
Denver, CO 80223  
(303) 733-5850  
**Keith Hughes, Principal**

**Wall Street Journal Radio Network**  
200 Liberty St.  
New York, NY 10281  
(212) 416-2381  
FAX: (212) 416-2232  
**Robert B. Rush, Dir., Broadcast Services**

**Jim Warren Entertainment**  
7135 Hollywood Blvd., Ste. 807  
Hollywood, CA 90046  
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FAX: (213) 851-8388  
**Jim Warren**

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Wheatley Heights, NY 11798  
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FAX: (516) 491-1354  
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Hollywood, CA 90028  
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FAX: (213) 464-6740  
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**Western Front Broadcasting**  
4807 Van Noord Avenue, Ste. 11  
Sherman Oaks, CA 91423  
(818) 905-3326  
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9540 Washington Blvd.  
Culver City, CA 90232  
(213) 840-4000  
FAX: (213) 204-4375  
**Thom Ferro, Exec. VP/GM**

**WFMT Fine Arts Network**  
303 E. Wacker Dr.  
Chicago, IL 60601  
(312) 565-5005  
FAX: (312) 565-5169  
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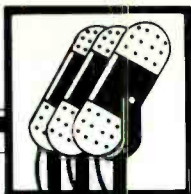
**Gary Whiteaker Corp.**  
P.O. Box 307  
Belleville, IL 62222  
(618) 233-0005, (800) 851-5406  
**Gary Whiteaker, Chairman**  
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Tampa, FL 33624  
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1463 Sacramento Street, Ste. 1A  
San Francisco, CA 94109  
(415) 474-7773  
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**World Space Report**  
PO Box 3803  
Stamford, CT 06905  
(203) 329-1992, (800) 622-1992  
**Joe Piasek, Executive Producer**





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Clearwater, FL 34615  
(813) 449-1500  
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Phoenix, AZ  
San Antonio, TX  
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WLAV-AM & FM  
KOOL-AM & FM  
KISS-AM & FM  
KZOK-AM & FM  
KHIH  
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**Albimar Communications**  
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Boston, MA 02109  
(617) 742-4910  
FAX: (617) 742-2410

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**All Pro Broadcasting, Inc.**  
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State College, PA 16804  
(814) 238-0792  
FAX: (814) 684-1220

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**American Media, Inc.**  
1700 Montgomery, Ste. 324  
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FAX: (415) 397-1723, (516) 475-5211

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KCEE & KWFM  
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St. Petersburg, FL 33716  
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FAX: (813) 576-3851

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Denver, CO 80226  
(303) 922-5511

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KJRG & KOEZ  
KFLA & KEZU  
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**Apollo Radio, Ltd.**  
350 Park Avenue  
New York, NY 10022  
(212) 750-4530  
FAX: (212) 750-4531

**William L. Stakelin, President/CEO**  
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Aiken, SC 29801  
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FAX: (803) 641-1001

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**Mike Steinhilper, VP, Sales/Mktg.**

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Tuscaloosa, AL  
Wapakanoeta-Lima, OH  
Ft. Smith, AR  
Davenport, IA  
Utica-Rome, NY  
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WZOQ  
KZBB  
KMJC-FM  
WFRG  
WPIG & WHDL

**Astor Broadcast Group**  
1623 Fifth Ave.  
San Rafael, CA 94901  
(415) 456-1510  
FAX: (415) 456-7261

**N. Arthur Astor, President**  
San Rafael, CA  
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KTID-AM & FM  
KIK  
KOW-AM & FM

**Atlantic Ventures Corporation**  
Ste. 200, 40 Beach St.  
Manchester, MA 01944  
(508) 526-8132  
FAX: (508) 526-8106

**Eric B. Schultz, President**  
**James T. Herron, VP/Programming**  
Rochester, NY  
Boston, MA  
Syracuse, NY  
Colchester, VT

WRMM & WEZO  
WRKO & WROR  
WAQX  
WXXX

**Bahakel Communications**  
P.O. Box 32488  
Charlotte, NC 28232  
(704) 372-4434  
FAX: (704) 335-9904

**Cy N. Bahakel, President**  
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Charleston, SC  
Colorado Springs, CO  
Lynchburg, VA  
Waterloo, IA  
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WDOO-AM & FM  
WXLY  
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KXEL & KOKZ  
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WABG  
WKIN & WZXY  
WPET & WKSI

**Barnstable Broadcasting, Inc.**  
125 Technology Dr.  
P.O. Box 9042  
Waltham, MA 02254-9042  
(617) 647-0608  
FAX: (617) 647-2621

**David S. Gingold, President, C.O.O.**  
**Albert J. Kanob, Group Owner, C.E.O.**  
**Craig Wilbraham, VP**

**Jim Paglia, VP/Finance**  
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Mt. Washington, NH  
Akron, OH  
Hempstead, NY  
Harrisburg, PA  
Albany, NY

WGKX  
WHOM  
WSLR & WKDD  
WHLI & WKJY  
WWKL  
WGNA-AM & FM

**Beach-Schmidt Group**  
2300 Hall  
P.O. Box 817  
Hays, KS 67601  
(913) 625-2578  
FAX: (913) 625-3632

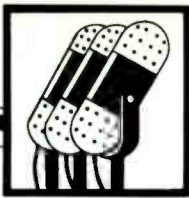
**Bob Schmidt, Exec. VP**  
**Gary Shorman, VP/Radio**  
Alliance, NE  
Goodland, KS  
Hays, KS  
Great Bend, KS  
North Platte, NE  
Plainview, TX  
St. Joseph, MO  
Hutchinson, KS

KCOW & KAAQ  
KLOE  
KAYS & KHAZ  
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KOOQ & KELN  
KVOP & KATX  
KFEQ  
KWBW & KHUT

**Beacon Broadcasting Corporation**  
475 South Avenue  
P.O. Box 511  
Beacon, NY 12508  
(914) 831-8000  
FAX: (914) 838-2109

**Robert E. Lessner, Chairman/CEO**  
**Alford H. Lessner, President**  
**Robert A. Duter, Exec. VP**  
Beacon-Newburgh, NY  
Poughkeepsie, NY  
Endicott-Binghamton  
Portland, ME

WBNR  
WSPK  
WENE & WMRV  
WTHT



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P.O. Box 2097  
3033 Riviera Dr., Ste. 200  
Naples, FL 33940  
(813) 263-5000  
FAX: (813) 434-8808

### George Beasley, President

Philadelphia, PA	WXTU & WTEL
Orlando, FL	WJHM
Mobile, AL	WBLX-AM & FM
Los Angeles, CA	KRTH
Evansville, IN	WYNG
Conway, SC	WBIG
Charlotte, NC	WCKZ
Fayetteville, NC	WFAI & WKML
Reidsville, NC	WJMH
New Orleans, LA	KQLD
Miami, FL	WPOW
Ft. Myers, FL	WZRZ
Chicago-Aurora, IL	WMRO & WYSY
Little Rock, AK	KAAY

## Beck-Ross Communications, Inc.

100 Merrick Road  
P.O. Box 256  
Rockville Centre, NY 11570  
(516) 764-8999, (718) 343-1234  
FAX: (516) 764-7759

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### James E. Champlin, President/COO

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Hartford, CT	WHCN
Providence, RI	WSNE

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236 Greenwood Ave.  
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(309) 829-1221  
FAX: (309) 827-8071

### Timothy Ives, President

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Chattanooga, TN	WGOW & WSKZ
Johnson City-Kinsport	WJCW & WQUT
Bristol	
Bloomington-Normal	WJBC & WBNQ

## Bonneville International Corporation

P.O. Box 1160  
Salt Lake City, UT 84110-1160  
(801) 575-7500  
FAX: (801) 575-7548

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333 W. Fort St.  
Detroit, MI 48226  
(313) 965-3360  
FAX: (313) 965-1160

### John L. Booth, II, President

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Cleveland, OH	WRMR & WLTF
Cincinnati, OH	WSAI & WWNK
Toledo, OH	WTOD & WKKO
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Evansville, IN 47732  
(812) 423-6200  
FAX: (812) 428-4021

### Alan Brill, President

### Alan Beck, VP

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Fargo-Moorehead ND-MN	KQWB-AM & FM
Lancaster, PA	WIOV
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Windsor, CO	KUAD
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(703) 669-8112  
FAX: (703) 669-0541

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Bristol, VA	WFHG & WXBQ
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Grand Junction, CO 81501  
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150 West 55th St.  
New York, NY 10019  
(212) 581-3210  
FAX: (212) 245-9271

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### Barry Mayo, President

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Dallas, TX	KSKY
Chicago-Oak Park, IL	WVAZ
Charlotte, NC	WGIV & WPEG

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Ste. C  
Lawton, OK 73506-1953  
(405) 536-9530  
FAX: (405) 536-FAXX

### Chuck Morgan, President

Lawton, OK KMGZ

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9230 Wilshire Blvd.  
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(213) 274-8411

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### Michael J. Brown, Partner

### Phil Melrose, Director of Operations

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

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166 W. Putnam Ave.  
Greenwich, CT 06830  
(203) 661-4307  
FAX: (203) 622-7341

### Richard Buckley, Jr., President

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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	KPMC & KLLY
Visalia-Fresno, CA	KSEQ
New York, NY	WOR

## Capital Cities/ABC, Inc.

125 West End Ave.  
New York, NY 10023  
(212) 887-5300  
FAX: (212) 887-5449

### James Arcara, Radio President

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Los Angeles, CA	KABC & KLOS
Chicago, IL	WLS & WYTZ
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

### Jim Goodmon, President

### Jon Coleman, VP

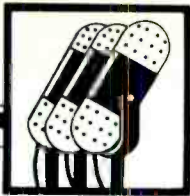
Richmond, VA	WRNL & WRXL
Raleigh, NC	WRAL
Orlando-Cocoa Beach	WSTF
Baltimore, MD	WWMX

## Capitol Broadcasting Corp.

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

### Ken Johnson, President

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Birmingham, AL	WMJJ
Mobile, AL	WKSJ-AM & FM
Statesville-Charlotte	WLVK
Charleston, WV	WCAW & WVAF
Raleigh, NC	WTRG
Nashville, TN	WGFX
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1400 Main St.  
Columbia, SC 29201  
(803) 256-7669

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Kokomo, IN	WIOU & WZWZ
Charleston, SC	WKCW & WDXZ
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1940 Third Avenue  
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Canada, V2M 1G7  
(604) 564-2524

FAX: (604) 562-6611

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Ft. St. James BC	CIFJ
Fraser Lake, BC	CIFL
Gransile, BC	CHLD
Hazelton, BC	CKBV
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100 Mile House, BC	CKBX
Prince George, BC	CJCI & CIRX-FM
Quesnel, BC	CKCQ
Smithers, BC	CFBV
Vanderhoof, BC	CIVH & CIRX-FM-I
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Salt Lake City, UT 84157  
(801) 268-8181  
FAX: (801) 268-8497

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Cottonwood, AZ	KSMK
Elko, NV	KRJC

## CBS

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New York, NY 10019  
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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 & WJOL

## Century Broadcasting

875 N. Michigan Ave.  
Chicago, IL 60611  
(312) 922-1000

**George A. Collias, President**

Chicago, IL	WXEZ-AM & FM
San Francisco, CA	KMEL
Denver, CO	KYBG-AM & FM
St. Petersburg, FL	WLFF

## Citadel Communications

5221 N. 24th St., Ste. 205  
Phoenix, AZ 85016  
(602) 263-5675  
FAX: (602) 956-5632

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

## Clear Channel Communications, Inc.

175 E. Houston St., Ste. 500  
San Antonio, TX 78205  
(512) 225-4231  
FAX: (512) 225-7932

**L. Lowry Mays, President/CEO**

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

## Command Communications, Inc.

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

**Carl C. Brazell, Jr., President/CEO**

Denver, CO	KHOW & KSYX
Dallas, TX	KRLD
San Diego, CA	KJQY

## 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, UT	KVEL & KUIN

## Communications Properties, Inc.

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

**Philip Kelly, President**

**Kevin Kelly, GM**

Albert Lea, MN	KATE & KCPI
Dubuque, IA	WDBQ & KLYV

## Community Pacific Broadcasting Corp.

933 N. Main St.  
Salinas, CA 93906  
(408) 424-1428  
FAX: (408) 757-8610

**David J. Benjamin, Chairman/President**

Modesto, CA	KASH & KJSN
Eugene, OR	KEED & KSND
Anchorage, AK	KKSD & KASH

## Community Service Radio, Inc.

P.O. Box 3335  
Peoria, IL 61614  
(309) 694-6262  
FAX: (309) 694-2233

**Jim Glassman, President**

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

## Constant Communications

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

**Frederic W. Constant, President**

Eugene, OR	KLCX & KDUK
Reno, NV	KOLO & KWNZ
Boise, ID	KIZN-AM & FM

## Cook Inlet Radio Partners

6301 Ivy Lane  
Greenbelt, MD 20770  
(301) 441-3500  
FAX: (301) 982-0981

**Dan Mason, President**

Boston, MA	WZLX
Houston, TX	KFMK
Seattle, WA	KUBE
Washington, D.C.	WPGC-AM & FM
Atlanta, GA	WZGC
Chicago, IL	WUSN
Phoenix, AZ	KOPA & KSLX
Provo-Salt Lake City	KZOL & KFMV

**COX**  
ENTERPRISES, INC.

## Cox Enterprises, Inc.

1400 Lake Hearn Drive, NE  
Atlanta, GA 30319  
(404) 843-5245  
FAX: (404) 843-5256

**Michael J. Faherty,**

**Exec. VP/Radio**

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 & WHKO
Tampa, FL	WWRM

## CR Broadcasting, Inc.

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

**John Columbus, President/CEO**

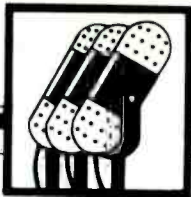
Jackson, TN	WDXI & WMXX
Jackson-Lansing, MI	WIBM-AM & FM
Wheeling, WV	WKWK-AM & FM
Murphysboro, IL	WTAO
McLeansboro, IL	WMCL
Andalusia, AL	WWSF
Ft. Walton Beach, FL	WWSF-FM

## Crawford Broadcasting

P.O. Box 3003  
Blue Bell, PA 19422-3003  
(215) 628-3500

**Don Crawford, President**

Avalon-Los Angeles	KBRT
Hammond-Chicago, IL	WYCA
Detroit, MI	WMUZ
Dallas, TX	KPBC
Buffalo, NY	WDCX
Birmingham, AL	WDJC



# RADIO GROUP OWNERS

## **CRB Broadcasting Corporation**

630 Fifth Avenue, Room 2930  
New York, NY 10111  
(212) 581-7550  
FAX: (212) 969-9102

**Edward G. Rogoff, President**

**Neal Newman, VP/Programming**

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

## **Davis-Weaver Broadcasting**

777 East Missouri Avenue  
Phoenix, AZ 85014  
(602) 265-0597

**Philip C. Davis, President**

Fresno, CA KFIG-AM & FM

## **Deer River Group**

2000 L Street N.W., Ste. 200  
Washington, DC 20036  
(202) 659-3331

**Robin Martin, President**

**Jay Williams, COO**

Burlington, VT	WIZN
Fitchburg, MA	WFGL
Worcester, MA	WXLO

## **Degree Communications**

6445 Powers Ferry  
Road, Ste. 199  
Atlanta, GA 30339  
(404) 955-3722

FAX: (404) 955-6220

**Kent Burkhart, President**

Austin, TX	KEYI-AM & FM
Greenville, SC	WANS-AM & FM

## **Desnick Broadcasting of Columbia Inc.**

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

FAX: (314) 442-4329

**Randy Wright, GM**

Columbia, MO KTGR & KCMQ

## **Diamond Broadcasting-**

### **Windy City Broadcasting**

4949 W. Belmont Avenue  
Chicago, IL 60641  
(312) 777-1700

FAX: (312) 777-5031

**Dan Lee, President**

**Seth Mason, VP**

Chicago, IL	WSBC & WXRT
Oklahoma City, OK	KOMA & KRXO

## **The Dittman Group**

1551 Springhill Avenue  
Mobile, AL 36604  
(205) 432-5572

FAX: (205) 438-4044

**Bernard S. Dittman, President**

**Bernie Barker, VP**

**Randy Lane, VP/Programming**

Birmingham, AL	WAPI-AM & FM
Memphis, TN	KMPZ
Mobile, AL	WABB-AM & FM

## **Drexel Hill Associates**

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

FAX: (201) 538-6804

**Peter Arnow, President**

**Robert Linder, VP**

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

## **Duffy II Corporation**

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

FAX: (602) 274-1686

**Jerry Ryan, VP**

Phoenix, AZ KESZ

## **Edens Broadcasting**

840 N. Central Ave.  
Phoenix, AZ 85004  
(602) 258-5293

FAX: (602) 256-7821

**Gary Edens, Chairman/CEO**

**Michael Osterhout, President/COO**

Tampa, FL	WRBQ-AM & FM
Phoenix, AZ	KOY-AM & FM
Richmond, VA	WRVA & WRVQ
Norfolk, VA	WWDE
San Diego, CA	KKLQ-AM & FM

## **Emmis Broadcasting**

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

FAX: (317) 631-3750

**Jeff Smulyan, CEO**

**Steve Crane, President**

New York, NY	WFAN & WQHT
Los Angeles, CA	KPWR
Washington, DC	WAVA
St. Louis, MO	KSHE
Minneapolis, MN	WLOL
Indianapolis, IN	WENS
Boston, MA	WJIB
Houston, TX	KNRJ
Chicago, IL	WKQX
San Francisco, CA	KXXX

## **Empire Radio Partners, Ltd.**

1430 Balltown Road  
Schenectady, NY 12309  
(518) 381-4800

FAX: (518) 381-4855

**Dennis R. Israel, President/CEO**

**R. Andrew Brothers, Exec. VP/COO**

**Jeffrey W. Clark, Exec. VP**

Albany-Schenectady-Troy	WGY-AM & FM
Concord-Manchester Hills	WJYY & WRCI
Altoona-Johnstown, PA	WFBG-AM & FM

## **Entertainment Communications**

(Entercom)  
100 Presidential Blvd.  
Bala Cynwyd, PA 19004  
(215) 667-1226

FAX: (215) 667-1326

**Joe Field, President**

San Francisco, CA	KITS
Houston, TX	KLDE
Pittsburgh, PA	WEPP & WDSY
Seattle-Tacoma, WA	KTAC & KBRD
Minneapolis, MN	KLXK & WAYL
Tampa, FL	WYUU
Gainesville-Ocala, FL	WKTK
Oklahoma City, OK	KLTE

## **Evergreen Media Corporation**

545 E. John Carpenter Frwy, Ste. 1420  
Irving, TX 75062  
(214) 869-9020

FAX: (214) 869-3671

**Scott Ginsburg, President/CEO**

Jacksonville, FL	WAPE-AM & FM
Los Angeles, CA	KKBT
Coral Gables, FL	WVCG
Chicago, IL	WLUP-AM & FM
Dallas, TX	KHYI

## **EZ Communications**

10800 Main St.  
P.O. Box 10103  
Fairfax, VA 22030  
(703) 591-1000

FAX: (703) 934-1200

**Alan Box, President**

Miami FL	WHQT
Pittsburgh, PA	WBZZ
St. Louis, MO	KYKY
New Orleans, LA	WEZB
Charlotte, NC	WMXC
Seattle, WA	KMPS-AM & FM
Phoenix, AZ	KPMX & KAMJ
Sacramento, CA	KRAK-AM & FM
Jacksonville, FL	WOKV & WKQL
Philadelphia, PA	WIOQ
Las Vegas, NV	KUDA

## **Faircom Inc.**

333 Glen Head Road  
Old Brookville, NY 11545  
(516) 676-2644

**Joel M. Fairman, President**

Southampton, NY	WHFM
Charleston, SC	WSSX
Flint, MI	WKMF & WCRZ

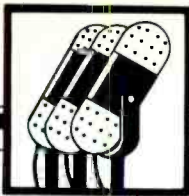
## **Fairfield Broadcasting Co.**

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

FAX: (616) 345-1436

**Stephen C. Trivers, President**

Kalamazoo, MI	WQLR & WQSN
Fort Wayne, IN	WEZV & WEZR



# RADIO GROUP OWNERS

## Fairmont Communications Corporation

1210 Sycamore Street, Rear  
Cincinnati, OH 45210  
(513) 421-6726  
FAX: (513) 381-2691

### Mark O. Hubbard, President/COO

San Francisco, CA	KIOI
Detroit, MI	WMTG & WNIC
Nashville, TN	WLAC-AM & FM
Albuquerque, NM	KKOB-AM & FM
Portland, OR	KMJK-FM
Vancouver, WA	KMJK

## Family Stations

290 Hagenberger Rd.  
Oakland, CA 94621  
(415) 568-6200

### Harold Camping, President/GM

San Francisco, CA	KEAR
San Diego, CA	KECR
Buffalo, NY	WBFR
Jacksonville, FL	WJFR
Fresno, CA	KFSR
Charleston, NC	WFCH
Johnstown, PA	WFRJ
Annapolis, MD	WFSI
Camden, NJ	WKDN
Joliet, IL	WJCH
LeGrand, CA	KEFR
Long Beach, CA	KFRN
Smithtown, NY	WFRS
Newark, NY	WFME
Okeechobee, FL	WYFR
Shenandoah, IA	KYFR
Webster, NY	WFRW
Toledo, OH	WOTL

## Federated Media

P.O. Box 2500  
Elkhart, IN 46515  
(219) 295-2500

### John Dille, President

Cincinnati, OH	WCKY & WWEZ
Grand Rapids, MI	WCUZ-AM & FM
Tulsa, OK	KSKS & KVLTV
Ft. Wayne, IN	WQHK & WMEE
Elkhart, IN	WTRC
South Bend, IN	WYEZ

## Financial Broadcasting Network

2049 Century Park East, Ste. 790  
Los Angeles, CA 90067  
(213) 556-4100  
FAX: (213) 556-4199

### Joseph Dorton, President

**Douglas Frankel, VP/GM O&O Stations**  
**Don Miller, VP, Publisher Money Talk**  
San Diego-L.A. XEKAM

## Findlay Publishing Company

701 W. Sandusky Street  
Findlay, OH 45840  
(419) 422-5151  
FAX: (419) 422-2937

### Edwin L. Heininger, Chairman of the Board

**Kurt P. Kah, President**  
**John H. Cavinee, Corp. Dir.**  
of Brdcast Comm.

Findlay, OH	WFIN & WKXA
Columbus, IN	WCSI & WKKG
Hamilton, OH	WMOH

## First City Broadcasting

414 Meadow Street  
Waterbury, CT 06702  
(203) 755-1829  
FAX: (203) 753-6373

### David Pearlman, President/CEO

Portland, OR	KZRC & KXYQ
Richmond, VA	WVGO
Phoenix, AZ	KGRX
Albuquerque, NM	KZRQ & KIVA
Pensacola, FL	WCOA & WJLQ
Panama City, FL	WPAP
McAllen-Brownsville, TX	KRGE & KRIX

## FULLER-JEFFREY BROADCASTING COMPANIES, INC.

### Fuller-Jeffrey Broadcasting Companies, Inc.

300 Capitol Mall, Ste. 1450  
Sacramento, CA 95814  
(916) 448-1450

FAX: (916) 448-2789

### Bob Fuller, President

Portland, ME	WBLM
Portsmouth-Dover, NH	WOKQ
Des Moines, IA	KJJY-AM & FM
Sacramento, CA	KRCX & KRXQ
Chico, CA	KFMF
Modesto-Stockton, CA	KHOP
Santa Cruz-Salinas	KLRS
Santa Cruz-San Jose	KLRS-FM
Santa Rosa, CA	KHTT & KSRO

## Gannett Radio

6255 Sunset Blvd.  
Los Angeles, CA 90028  
(213) 466-8381  
FAX: (213) 465-8810

### Jay Cook, President, Radio Div.

Los Angeles, CA	KIIS-AM & FM
Chicago, IL	WGCI-AM & FM
Houston, TX	KKBQ-AM & FM
St. Louis, MO	KUSA & KSD
Tampa, FL	WDAE & WUSA
San Diego, CA	KSDO & KEDO
Dallas, TX	KOAI
Seattle, WA	KNUA
Kansas City, MO	KCMO-AM & FM

## 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

## Gazette Broadcast Group

1 S. Parker Dr.  
Janesville, WI 53545  
(608) 754-3311  
FAX: (608) 754-8179  
M.W. Johnston, Chairman of the Board

### S.H. Bliss, President

Janesville, WI	WCLO & WJVL
West Bend, WI	WBKV & WIWB
Wisconsin Rapids, WI	WFHR & WWRW

## Gemini Broadcasting Corporation

P.O. Box 3433  
Harrisburg, PA 17105  
(717) 763-7020  
FAX: (717) 763-1978

### Brian E. Danzis,

Harrisburg, PA WCMB & WIMX

## Genesis Broadcasting, Inc.

5949 Sherry Lane, Ste. 935  
Dallas, TX 75225  
(214) 361-2932  
FAX: (214) 987-2524

### Martin G. Greenberg, President

Denver, CO	KXLT & KRZN
San Antonio, TX	KONO & KITY
Austin, TX	KBTS
Sacramento, CA	KFSM & KSMJ

## GHB Broadcasting

1206 Decatur St.  
New Orleans, LA 70116  
(504) 525-1776

### George H. Buck, Jr., President

Atlanta, GA	WYZE
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

Miami, FL	WLVE
Dallas, TX	KDBN & KMEZ

## Golden West Broadcasters

5858 Sunset Blvd.  
P.O. Box 710  
Los Angeles, CA 90078  
(213) 460-5655  
FAX: (213) 460-6620

### Bill Ward, President, Radio Div.

Los Angeles, CA	KMPC & KLIT
Seattle, WA	KVI & KPLZ

## Goodrich Broadcasting, Inc.

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

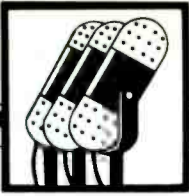
Lansing, MI	WVIC-AM & FM
Davenport, IA-Moline	KSTT & WXLP
Greenville, MI	WPLB
Muskegon, MI	WSNX-AM & FM
Grand Rapids, MI	WODJ

## Gorich Radio Corp.

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

### Glenn Olson, President

Creston, IA	KSIB & KITR
Webster City, IA	KQWC-AM & FM
Boone, IA	KWBG-AM & FM



# RADIO GROUP OWNERS

## Great American Broadcasting

The Provident Tower  
One East Fourth Street  
Cincinnati, OH 45202-3713  
(513) 721-1414  
FAX: (513) 721-8413

**Carl Wagner, President, Broadcast Group**

**Dave Milner, VP, Radio**

Pittsburgh, PA  
Atlanta, GA  
Kansas City, MO  
Cincinnati, OH  
Portland, OR  
Columbus, OH  
Indianapolis, IN  
Milwaukee, WI  
Detroit, MI  
Sacramento, CA  
Clearwater, FL

WDVE  
WKLS  
WDAF & KYYS  
WKRC & WKRQ  
KEX & KKRZ  
WTVN & WLWQ  
WNDE & WFBQ  
WLZR-AM & FM  
WRIF  
KROY  
WXTB

## Great Empire Broadcasting

P.O. Box 1402  
Wichita, KS 67201  
(316) 838-9141  
FAX: (316) 838-3607

**Mike Lynch, President**

**Mike Oatman, CEO**

Omaha, NE  
Wichita, KS  
Shreveport, LA  
Springfield, MO

WOW-AM & FM  
KFBI-AM & FM  
KWKH-AM & FM  
KTTS-AM & FM

## Great Scott Broadcasting, Ltd.

1018 Timber Lane  
Pottstown, PA 19464  
(215) 323-7916

**Faye Scott, Chairman of the Board**

**Mitch Scott, President**

Yardley, NJ  
Auburn, NY  
Ellwood City, PA  
Georgetown, DE  
Cape May, NJ  
Pottstown, PA  
Elizabethville, PA  
Merced, CA

WTTM & WCHR  
WMBO & WPCX  
WKST-AM & FM  
WSEA & WZBH  
WVIL  
WPAZ  
WLIZ  
KFAZ

## Great Trails Broadcasting

717 E. David Rd.  
Dayton, OH 45429  
(513) 294-3333  
FAX: (513) 297-5223

**Alexander Williams, President**

Columbus, OH  
Dayton-Eaton, OH  
Springfield, OH

WCOL & WXGT  
WING & WGTZ  
WIZE

## Greater Media, Inc.

Two Kennedy Blvd.  
P.O. Box 859  
East Brunswick, NJ 08816  
(201) 247-6161  
FAX: (201) 247-0215

**Frank Kabel, President**

**Herb W. McCord, Group VP, Radio**

Los Angeles, CA  
Philadelphia, PA  
Detroit, MI  
Boston, MA  
Washington, DC  
Nassau-Suffolk, NY  
New Brunswick, NJ

KRLA & KLSX  
WPEN & WMGK  
WHND & WCSX  
WMEX & WMJX  
WWRC & WGAY  
WGSM & WCTO  
WCTC & WMGQ

## Group W Radio

888 Seventh Avenue  
New York, NY 10106  
(212) 307-3665  
FAX: (212) 307-3110

**Dick Harris, Chairman**

**Jim Thompson, President**

Alexandria, VA  
New York, NY  
Los Angeles, CA  
Philadelphia, PA  
Boston, MA  
Dallas-Ft. Worth, TX  
Pittsburgh, PA  
Phoenix, AZ  
San Antonio, TX  
Sacramento, CA  
Chicago, IL  
Houston, TX  
Detroit, MI

WCPT & WCXR  
WINS & WNEW  
KFWB & KTWV  
KYW & WMMR  
WBZ  
KQZY  
KDKA  
KMEQ-AM & FM  
KQXT  
KFBK & KAER  
WMAQ  
KILT-AM & FM  
WLLZ

## Grundy Broadcasting Co.

804 First St.  
Grundy Center, IA 50638  
FAX: (515) 752-7499

**Dean Osmundson, GM**

Grundy Center, IA

KGCI

## Hall Communications

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

FAX: (203) 886-2749

**Robert Hall, President**

Lancaster, PA  
New Bedford, MA  
Burlington, VT  
Norwich, CT

WLPA & WNCE  
WNBH & WCTK  
WJOY & WQCR  
WICH & WCTY

## Harris Enterprises

Box 878  
Garden City, KS 67846  
(316) 276-3251  
FAX: (316) 276-3649

**Robert Wells, VP**

Garden City, KS  
Grand Island, NE  
Leoti, KS

KIUL  
KRGH-AM & FM  
KWKR

## Hearst Broadcasting Group

959 8th Ave.  
New York, NY 10019  
(212) 649-2300  
FAX: (212) 489-2314

**John Conomikes, VP,**

**Hearst Corp/GM, Brdcsr**

**David J. Barrett, VP/WBAL Div.**

Pittsburgh, PA  
Baltimore, MD  
Milwaukee, WI  
San Juan, PR

WTAE & WHTX  
WBAL & WIYY  
WISN & WLTV  
WAPA

## Hedberg Broadcasting Group

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

**Paul Hedberg, President**

Mankato, MN  
Mason City, IA  
Morris, MN  
Spirit Lake, IA

KEEZ  
KLSS-AM & FM  
KMRS & KKOK  
KUOO

## Henry Broadcasting

2277 Jerrold Ave.  
San Francisco, CA 94124  
(415) 285-1133  
FAX: (415) 285-3592

**Charlton Buckley, President**

Denver, CO  
Portland, OR  
Sainas-Monterey, CA  
Omaha, NE  
Fresno, CA  
Honolulu, HI

KVOD  
KYTE & KUFO  
KZXR & KDON  
KFAB & KGOR  
KMJ & KFYEJ  
KIKI-AM & FM

## Heritage Media Corporation

1 Galleria Tower, Ste. 1500  
13355 Noel Rd.  
Dallas, TX 75240  
(214) 702-7380

FAX: (214) 702-7382

**Paul Fiddick, President/Radio Group**

Los Angeles, CA  
Rochester, NY  
Milwaukee, WI  
St. Louis, MO  
Portland, OR  
Seattle, WA

KDAY  
WBBF & WBEE  
WEMP & WMYX  
WIL-AM & FM  
KKSX-AM & FM  
KRPM-AM & FM

## Hoker Broadcasting, Inc.

901 Main Street, Ste. 2300  
Dallas, TX 75202  
(214) 747-2925  
FAX: (214) 748-1839

**Jay Hoker, President**

Kansas City, MO  
Jacksonville, FL  
Cincinnati, OH  
Detroit, MI

KCFX  
WRXJ & WCRJ  
WMLX & WOFX  
WDFX

## The Home News Company

Box 551  
New Brunswick, NJ 08903  
(201) 246-5633  
FAX: (201) 246-3167

**William M. Boyd, President**

Santa Barbara, CA  
Danbury, CT  
Stockton, CA  
Kingsport, TN  
Spokane, WA

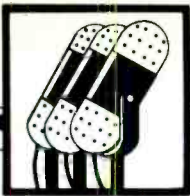
KTYD  
WINE & WRKI  
KWG & KYBB  
WKPT & WTFM  
KAQQ & KISC

## Hubbard Broadcasting

3415 University Ave.  
St. Paul, MN 55114  
(612) 646-5555  
FAX: (612) 642-4103

**Stanley S. Hubbard, President**

Minneapolis-St. Paul  
KSTP-AM & FM



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Canada, A2H 6H5  
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FAX: (709) 634-4081

**Dr. Noel Murphy, President**  
**James R. O'Rourke, GM**

Corner Brook, NF CFCB  
Deer Lake, NF CFDL  
Wabush-Labrado, NF CFLW  
Port aux Basques, NF CFGN  
St. Andrews, NF CFCV  
Port Au Choix, NF CFNW  
St. Anthony, NF CFNN  
Stephenville, NF CFSX  
Goose Bay-Labrador CFLN  
Churchill Falls, LAB CFLC

## Infinity Broadcasting

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(212) 750-6400  
FAX: (212) 888-2959

**Mel Karmazin, President/CEO**

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Chicago, IL WJJD & WJMK  
Philadelphia, PA WYSP  
Boston, MA WBCN  
Houston, TX KXYZ  
San Jose, CA KOMO  
Los Angeles, CA KROQ  
Dallas, TX KVIL-AM & FM  
Washington, DC WJFK  
Tampa, FL WQYK-AM & FM  
Detroit, MI WOMC  
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FAX: (513) 621-0090

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Cleveland, OH WMJI  
Cincinnati, OH WLW & WEBN  
Nashville, TN WYHY  
Knoxville, TN WMYU  
Jacksonville, FL WQIK-AM & FM  
Denver, CO KOA & KRFX  
Tampa, FL WFLA & WFLZ  
Atlanta, GA Georgia News Service

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FAX: (212) 909-7380

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Atlanta, GA WQXI & WSTR  
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Denver, CO KYGO-AM & FM  
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Jesup, GA WLOP & WIFO  
Kingtree, SC WDKD & WWKT  
Milledgeville, GA WMVG & WKZR

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**Carolyn Jones, Sr. VP**  
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Myrtle Beach, SC WXMB & WYAK  
Wilmington, NC WXBG & WVBS  
Nags Head, NC WRSF

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FAX: (813) 649-7952

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Martinsville-Roanoke, VA WROV-AM & FM  
Whiteville-Fayetteville, AR WZFX

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(206) 455-0923  
FAX: (206) 451-0294

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Santa Rosa, CA 95405  
(707) 523-1369  
FAX: (707) 571-1097

**James Kefford, President**

Santa Rosa, CA KXFX & KRRS  
Lakeport, CA KXBX & KWTR  
Ft. Bragg, CA KOZT  
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FAX: (803) 278-4645

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**Barry Drake, President**

**Frank Bell, VP/Programming**

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Charlotte, NC WEZC  
Williamsburg, VA WQSF  
San Bernardino, CA KFRG

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FAX: (206) 448-1203

**Steven Clifford, President/CEO**

**Eric Bremner, President, Broadcasting**

**Stan Mak, Senior VP, Radio**

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Seattle, WA KING-AM & FM  
Portland, OR KGW & KINK

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(617) 262-1950

FAX: (617) 267-5160

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Portsmouth, NH WHEB-AM & FM  
Manchester, NH WGIR-AM & FM  
Fall River, MA WSAR  
Burlington, VT WEZF

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(616) 451-WFUR

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**President**

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Kalamazoo, MI WKPR  
Muskegon Heights, MI WKJR & WQWQ  
Dowagiac, MI WDOV-AM & FM

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(316) 663-4461

**William Mitchell, President**

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Hot Springs, AR KBHS & KSPA  
Hutchinson, KS KWHK

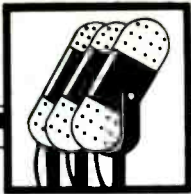
## Lakeland Broadcasting Company

P.O. Box 838  
Willmar, MN 56201  
(612) 235-8695

FAX: (612) 235-9111

**Steven Linder, VP/GM**

Willmar, MN KWLM & KQIC



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Liberal, KS	KSL & KYUU
Pratt, KS	KWLS
Hutchinson-Pratt, KS	KGLS

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Williamston, MI 48895  
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FAX: (517) 349-4100

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Lansing, MI	WFMK
Saginaw, MI	WHNN
Grand Rapids, MI	WLTK
Battle Creek, MI	WBCK & WBXX
Fresno, CA	KCLQ

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Syracuse, NY 13202  
(315) 478-5030  
FAX: (315) 478-0251

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Rochester, NY	WHAM & WVOR

## Lotus Communications, Corp.

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Hollywood, CA 90028  
(213) 461-8225

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Chicago, IL	WTAQ
San Diego, CA	KFSD
Tucson, AZ	KTKT & KLPX
Fresno, CA	KGST
Las Vegas, NV	KENO & KOMP
Lubbock, TX	KTEZ
Reno, NV	KONE & KOZZ
Oxnard-Ventura, CA	KOXR
Wheaton, MD	WMDO
San Antonio, TX	KXET & KZEP

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P.O. Box 1776  
Saginaw, MI 48605  
(517) 752-8161  
FAX: (517) 752-8102

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### Mrs. Kenneth H. MacDonald, Sr., CEO/Secretary

### Kenneth H. MacDonald Jr., President

### Ms. Patricia W. MacDonald, Vice President

### Andrew N. MacDonald Jr., Vice President

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Lansing, MI	WLS & WKKP
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Macon, GA 31297  
(912) 745-3383  
FAX: (912) 745-9693

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Douglas M. Grimm, Exec. VP	WDEN-AM & FM
Macon, GA	WYSA-AM & FM
Montgomery, AL	

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Cleveland, OH 44115  
(216) 781-3010  
FAX: (216) 781-6140

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San Francisco, CA	KNEW & KSN
Minneapolis, MN	WDGY & KEEY
Cleveland, OH	WHK & WMMS
Philadelphia, PA	WEGX

## Marathon Communications, Inc.

Two Dallas Communications Complex  
6309 N. O'Connor Road, Ste 220, LB 154  
Irving, TX 75039-3510  
(214) 869-1345  
FAX: (214) 869-3465

### Patrick Shaughnessy, President/CEO

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Reno, NV	KBUL
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P.O. 876  
Savannah, GA 31498  
(912) 897-1529

### Bill McCormick, President

Savannah, GA	WBMQ & WIXV
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Chicago, IL 60606  
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FAX: (312) 346-0904

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Philadelphia, PA 19107  
(215) 563-2910  
FAX: (215) 563-9947

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Washington, DC	WXTR
Baltimore, MD	WWIN
Memphis, TN	WDIA
Richmond, VA	WMXB
Detroit, MI	WKSG
Columbus, OH	WXLE
Raleigh, NC	WQOK
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Spring, TX	KJOJ-FM
Norfolk, VA	WBSK & WOWI
Akron, OH	WAKR & WONE-FM

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1818 Ohio Savings Plaza  
Cleveland, OH 44114  
(216) 566-8080  
FAX: (216) 566-8142

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### Robert C. Weiss, President

Steve Godofsky, Group VP	WHYI
Miami, FL	WERE & WNCX
Cleveland, OH	WPRD & WJYO
Orlando, FL	WFYV-AM & FM
Jacksonville, FL	WNLT & WHBO
Tampa, FL	WUFX & WGKT
Buffalo, NY	

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Springfield, MO 65808  
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FAX: (417) 869-7675

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Fulton, MO	KKCA & KFAL
Kennett, MO	KBOA & KTMO
Lexington, MO	KCFM

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Richmond, IN 47374  
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Richmond, IN	WKBV & WFMG
Adrian, MI	WABJ & WQTE
Marion, IN	WBAT & WCJC
Bedford, IN	WBIW & WQRK

## Mid-West Family Stations

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Madison, WI 53701  
(608) 271-1743

### William Walker, Director

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Rockford, IL	WKKN & WKMQ
Springfield, IL	WMAY & WNN
La Crosse, WI	KIZM-AM & FM
Oshkosh, WI	WOSH & WMGV
St. Joseph, MI	WSJM & WIRK
Escanaba, MI	WGLQ & WCHT

## Midwest Communications, Inc.

P.O. Box 1991  
Green Bay, WI 54305  
(414) 435-3771  
FAX: (414) 455-1155

### D.E. Wright, President

Des Moines, IA	KIOA & KDWZ
Hibbing, MN	WKKQ & WTBX
Green Bay, WI	WGEE & WIXX
Wausau, WI	WRIG & WDEZ
Lincoln, NE	KLMS & KFMQ

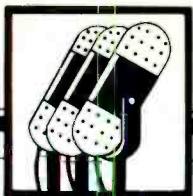
## Moffat Communications, Ltd.

CKY Building, Third Fl., Polo Park  
Winnipeg, Manitoba, R3G 0L7  
(204) 774-2461  
FAX: (204) 956-2710

### Randy Moffat, President

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Edmonton, AL	CHED & CKNG
Hamilton, ON	CHAM
Moosejaw, SK	CHAB
Winnipeg, MN	CKY & CITI
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FAX: (312) 329-4468

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 St. Petersburg, FL WKES  
 Cleveland, OH WCRF  
 Boynton Beach, FL WRMB  
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 Spokane, WA KMBI-AM & FM  
 Quad Cities, IL WDLM-AM & FM  
 Dixon's Mills, AL WMBV  
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Vine Center, Ste. 200

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FAX: (606) 233-2040

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 Versailles, KY WJMM  
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1930 N. Center St.

Marshalltown, IA 50158

(515) 752-4122

### Mark Osmundson, President

Marshalltown, IA KDAO

## Multimedia Broadcasting

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Greenville, SC 29602

(803) 298-4121

FAX: (803) 242-1567

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 Greenville, SC WFBC-AM & FM  
 Shreveport, LA KEEL & KITT  
 Macon, GA WMAZ & WAYS

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Columbus, OH 43216

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FAX: (614) 249-6995

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 Phoenix, AZ KZZP-AM & FM  
 San Jose, CA KWSS  
 Columbus, OH WNCI  
 Sacramento, CA KZAP  
 Winston-Salem, NC WKZL  
 Orlando, FL WOMX-AM & FM  
 Tucson, AZ KNST & KRQQ  
 Seattle, WA KISW  
 Las Vegas, NV KLUC-AM & FM

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Bridgeport, CT 06604

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FAX: (203) 367-9346

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 Birmingham, AL WZZK-AM & FM  
 Orlando, FL WDBO & WWKA  
 Syracuse, NY WSYR & WYYY  
 Bridgeport, CT WEZN  
 Atlanta-La Grange, GA WYAI  
 Tulsa, OK KRMG & KWEN  
 San Antonio, TX KKYX & KCY

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Advance, NC 27006

(919) 998-0691

FAX: (919) 998-0694

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 Memphis, TN WREC & WEGR  
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El Dorado, AR 71730

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 Hobbs, NM KYKK & KZOR  
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FAX: (619) 294-9363

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 Kansas City, MO KBEQ-AM & FM  
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 San Diego, CA XTRA-AM & FM  
 Toledo, OH WMHE  
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 Houston, TX KMJQ & KYOK  
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Roseville, MN 55113

(612) 631-5000

FAX: (612) 631-5010

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 Duluth, MN KDNW  
 Waterloo, IA KNWS-AM & FM  
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 Staunton, VA WTON-AM & FM  
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FAX: (206) 467-0532

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 Fairbanks, AK KIAK-AM & FM  
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FAX: (208) 336-3734

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 Eugene, OR KPNW-AM & FM  
 Chico, CA KPAY-AM & FM  
 Pocatello, ID KSEI-AM & FM

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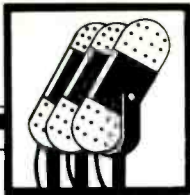
3729 Cahuenga Blvd. W.

N. Hollywood, CA 91604

(818) 985-8800

### Jack O'Dell, Chairman

New York, NY WBAI  
 Los Angeles, CA KPFB  
 Berkeley, CA KPFA & KPFB  
 Houston, TX KPFT  
 Washington, DC WPFW



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1801 Grand Ave.  
Des Moines, IA 50308  
(515) 242-3500

FAX: (515) 242-3799

### William Ryan, President/CEO

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Tallahassee, FL WYYN & WTNT  
Naples, FL-Ft. Myers WNOG & WCVU

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Ithaca, NY 14851  
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FAX: (607) 272-6057, (607) 272-0054

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### Bill Fowler, VP, Radio Ops.

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Portland, OR KWJJ-AM & FM  
Richmond, VA WTVR-AM & FM  
Syracuse, NY WHEN & WRHP  
Chattanooga, TN WDEF-AM & FM  
Greenville, NC WNCT-AM & FM  
Yankton, SD WNAX  
Waterloo, IA KWLO & KFMW

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Minneapolis, MN 55402  
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FAX: (612) 349-6080

### John & Kathleen Parker, Owners

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Las Vegas, NV KXTZ  
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### John Price, Chairman/CEO

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Charleston, SC WEZL  
Spokane, WA KGA & KDRK  
Modesto, CA KHYV & KBEE  
Reno, NV KROW & KNEV  
Redding, CA KQMS & KSHA  
Columbus, SC WOIC & WMMC

## Price Communications

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(212) 757-5600

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Buffalo, NY WWKB & WKSE  
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FAX: (617) 391-8367

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Boston, MA WXKS-AM & FM  
Pittsburgh, PA WPIT-AM & FM  
Buffalo, NY WHTT-AM & FM  
Rochester, NY WPXY-AM & FM  
Chicago, IL WNUA  
Charlotte, NC WRFX

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1001 Pennsylvania Ave. N.W.,  
Ste. 220-South  
Washington, DC 20004

(202) 347-2626

FAX: (202) 347-1818

### Jerry R. Lyman, President/CEO

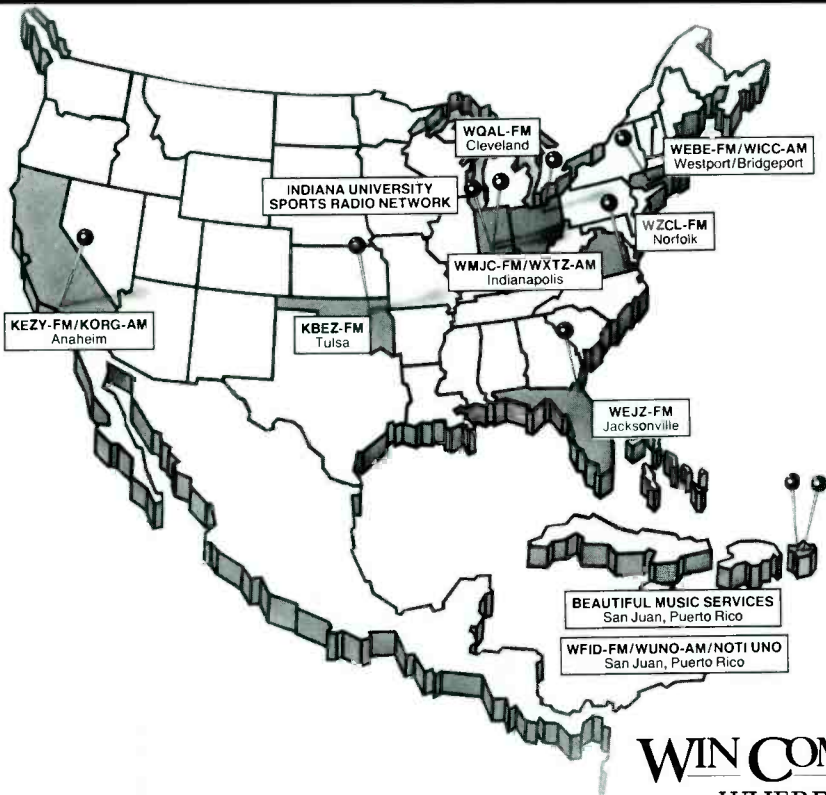
Richmond, VA WMXB

## Rainbow Communications, Corp.

P.O. Drawer X  
Las Cruces, NM 88004  
(505) 526-2496, (719) 543-5900

### Dave Krall, President

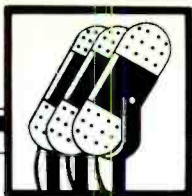
Las Cruces, NM KOBE & KMVR  
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FAX: (419) 244-2483

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Cincinnati, OH WBVE

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(616) 459-0117

**Judy Lewis, VP**

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Binghamton, NY WRSG & WAAL  
Sharon, PA WPIC & WYFM

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Pittsburgh, PA 15220  
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FAX: (412) 531-4068

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Oklahoma City, OK KMGL  
Punxsutawney, PA WECZ & WPXZ

## RKO General

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(212) 642-4200

FAX: (212) 642-4204

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## Rodgers Broadcasting Corp.

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1639 Burton Lane  
Martinsville, IN 46151  
(317) 342-3394

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Connersville, IN WIFE & WCNB  
Martinsville, IN WMCB & WCBK  
Washington Court House, OH WOFT & WCHO

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(617) 662-4600

FAX: (617) 652-9675

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**Peter S. Crawford, Exec. VP/Group Mgr.**  
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Ft. Pierce-W. Palm Beach WIRA & WOVS  
Cape Cod, MA WKPE-AM & FM  
Quad Cities, IL WKBF & WPXR  
Savannah, GA WCHY-AM & FM  
Allentown, PA WEEX & WHXT

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Grosse Pointe Farms, MI 48236  
(313) 886-7070

FAX: (313) 886-7150

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**Steve Goldstein, Exec. VP**

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Columbus, OH WVKO & WSNY  
Norfolk, VA WNOR-AM & FM  
Springfield, IL WYMG  
Champaign, IL WLRW  
Des Moines, IA KRNT & KRNO

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Camarillo, CA 93010  
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FAX: (805) 482-8571

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Boston, MA WEZE  
Seattle, WA KGNW  
San Diego, CA KPRZ  
Columbus, OH WRFD  
Tulsa, OK KCFO  
Portland, OR KPQD-AM & FM  
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Vienna, VA 22182

(703) 356-6000

FAX: (703) 790-1290

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**Ted Nixon, Partners**

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Indianapolis, IN WIBC & WKLR  
Baltimore, MD WQSR & WBMD

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FAX: (513) 621-0071

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Portland, OR KUPL-AM & FM  
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FAX: (816) 263-2300

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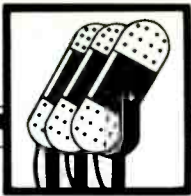
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Moberly, MO KWIX & KRES  
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FAX: (416) 323-6800

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Gary Slight, President/Radio Division  
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Ottawa, ON CJSB  
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Concord-Kannapolis WEGO  
Albemarle WABZ

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FAX: (501) 763-8459

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FAX: (404) 394-9778, (404) 671-9213

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### Mary Catherine Sneed, VP of Operations

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Atlanta, GA WAOK & WVEE  
Baltimore, MD WCAO & WXVY  
Denver, CO KLZ & KAZY  
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### James A. Reeder, VP/Radio

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(406) 656-1410

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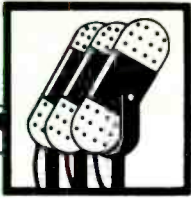
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Atlanta, GA	WAPW
Cincinnati, OH	WRRM
Norfolk, VA	WGHM & FM
Indianapolis, IN	WFMS
Wilkes-Barre-Scranton	WARM & WMGS
Tampa-Sarasota, FL	WHVE & WTKN
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FAX: (407) 694-8387

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FAX: (514) 842-5591

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Montreal, QB	CKAC & CITE
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Sault Ste. Marie, ON	CFYN & CHAS
Sherbrooke, QB	CHLT, CKTS, & CITE-FM-1
Stratford, ON	CJCS
Timmins, ON	CKGB & CFTI
Toronto, ON	CJCL
Trois-Rivieres, QB	CHLN
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FAX: (904) 222-8688

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## TK Communications, Inc.

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Ft. Lauderdale, FL 33301  
(305) 525-8500  
FAX: (305) 462-4949

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Ft. Lauderdale, FL	WSRF & WSHE
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Chicago, IL 60611  
(312) 222-3333  
FAX: (312) 329-0611

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Chicago, IL	WGN
Sacramento, CA	KYMX & KCTC



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FAX: (708) 789-0102

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Portland, OR	KKCW
Charlotte, NC	WLVK
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FAX: (212) 382-6116

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Los Angeles, CA	KXEZ
New York, NY	WLTW
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(402) 475-4567

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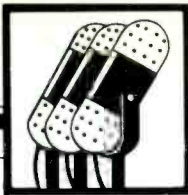
Lincoln, NE	KLIN & KEZG
Abilene, KS	KABI & KSAJ
Grand Junction, CO	KSTR-AM & FM
Canon City, CO	KRLN-AM & FM

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FAX: (203) 454-2352

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Las Vegas, NV	KRLV



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FAX: (212) 237-2500

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FAX: (216) 566-9834

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FAX: (414) 739-0494

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**Steve Resnik, Nat'l Promotion Dir.**

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**Andrea Paulini, Nat'l NAC/Jazz Promotion Dir.**

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**Laurie Anderson, Nat'l Field Dir./Seattle**

**Mark Tindle, Nat'l Promotion/Special Projects**

**Manny Lehman, Dir. Nat'l Dance Music**

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**Jordan Zucker, Nat'l AOR (Chicago)**

**Brad Pollack, Nat'l Alternative**

**Jeff Suhay, Nat'l College Dir.**

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**Buzz Ledford, Nat'l Promotion Dir.**

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**Derek Ault, Dir./Commercial Radio Promotion**

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**Mark Milano, Nat'l Promotion Dir.**

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**Ernie Cimadamore, VP/Promotion**

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**Johnny Rutenschroer, President**

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(incl. Tamara)  
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Nashville, TN 37203  
(615) 254-6656

FAX: (615) 254-6657

**Michael R. Radford, President**

**Harold Hodges, VP/Dir. Promotion**

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Omaha, NE 68152  
(402) 457-4341  
FAX: (402) 457-4332

**Denise Christopherson, Radio Promotion Coordinator**

**Gary Davis, Radio Promotion Coordinator**

## **Amherst**

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

FAX: (716) 884-1432

**Darren Eggleston, Nat'l Promotion Dir.**

## **Arista**

(distributed by BMG)  
6 West 57th St.  
New York, NY 10019  
(212) 489-7400  
FAX: (212) 830-2248

8370 Wilshire Blvd.  
Beverly Hills, CA 90230  
(213) 655-9222

FAX:

**Rick Bisceglia, Sr. VP/Promotion**

**Bruce Schoen, Nat'l Dir./Top 40 Singles**

**Sean Coakley, VP/Nat'l Album Promotion**

**Jay Ziskrout, Nat'l Dir./Album Promotion**

**Tony Anderson, VP/Nat'l Urban Promotion**

**Connie Johnson, Nat'l Dir./R&B Promotion**

**George Hess, Nat'l Dir./Dance Promotion**

**Mark Rizzo, Nat'l Dir./AC Promotion**

## **Atco**

(distributed by Atlantic)  
75 Rockefeller Plaza  
New York, NY 10019  
(212) 484-6400  
FAX: (212) 484-8119

9255 Sunset Blvd.  
Los Angeles, CA 90069  
(213) 285-9556

**Derek Shulman, President**

**Craig Lambert, VP/Promotion**

**Bruce Tenenbaum, Dir./Nat'l Promotion**

**Mark Gorlick, Dir./Nat'l Promotion**

**Valerie Delong, Nat'l Singles Dir.**

**Denise George, Nat'l Field Mgr.**

**Matt Pollack, Nat'l Album Dir.**

**Ron "Jetson" Poore, Assoc. Dir./Album Promotion**

**Laurey Kawalek, Nat'l Mgr./AC & Video Promotion**

## **Atlantic**

(incl. Critique, Es Paranza, Duke, Finnadar, First Priority, Lorimar, Megaforce, Modern, Omni, Spaceship, 23 West)  
75 Rockefeller Plaza  
New York, NY 10019

(212) 484-6000

FAX: (212) 484-8212

9229 Sunset Boulevard  
Los Angeles, CA 90069  
(213) 205-7450  
FAX: (212) 205-7475

17 Berners St.  
London, W1P 3DD  
England

(441) 637-3771

FAX: (441) 636-7343

**Vince Faraci, Sr. VP/Promotion & Marketing**

**Judy Libow Herschorn, VP/Product**

**Development & Promotion**

**Gregory Brodsky, Dir./Product Development**

**Andrea Ganis, VP/Nat'l Promotion**

**Lou Sicurezza, VP/Nat'l Promotion**

**Danny Buch, VP/Nat'l AOR Promotion**

**David Fleischman, Sr. Dir./Nat'l Album Promotion**

**Joe Ianello, Sr. Dir./Nat'l Singles Promotion**

**Mary Conroy, Dir./Nat'l AC Promotion**

**Linda Ferrando, Nat'l Video Promotion**

**Joseph Carvello, Dir./Dance Music**

**Sylvia Rhone, Sr. VP/GM, Black Music Div.**

**Richard Nash, VP/Nat'l Promotion Black Music Division**

**Bob Heatherly, Dir./Marketing & Promotion (Nashville)**

**John Weston, Assoc. Dir./Nat'l Singles Promotion**

**Kim Freeman, Assoc. Dir./Nat'l Singles Promotion**

**Cathy Burke, Mgr. Nat'l Secondaries**

**Lea Pisacane, Mgr. Nat'l Album Promotion**

**Jackie Tessman, Mgr. Nat'l Alternative Promotion**

**Graham Hatch, Mgr. Nat'l Alternative Promotion & Marketing**

## **Avista**

P.O. Box 627  
Edmond, OK 73083  
(405) 348-6900

**F.K. Bakers, President**



# RECORD COMPANIES

## **Bainbridge**

(incl. Quartet, Darksilver)  
P.O. Box 8248  
Van Nuys, CA 94109-8248  
(213) 476-0631  
FAX: (213) 472-4190  
**PJ Littleton, VP/GM**

## **BGM**

(incl. Rain Forest)  
10450 Sentinel  
San Antonio, TX 78217  
(512) 654-8773  
FAX: (512) 654-8875  
**Debbie Green, VP/Promotion**

## **Big Time**

9903 Santa Monica Blvd., #472  
Beverly Hills, CA 90212  
(213) 465-9542  
FAX: (213) 465-9703  
**Fred Bestall, President**

## **Blast First**

262 Mott St., Room 324  
New York, NY 10012  
(212) 941-9560  
FAX: (212) 941-9383  
**Rene Cuccuro, Dir./Nat'l Sales & Promotion**

## **Blue Note**

(incl. Intuition, World Pacific)  
(distributed by Capitol)  
810 7th Ave.  
New York, NY 10019  
(212) 603-8700  
FAX: (212) 603-8702  
  
1750 N. Vine St.  
Hollywood, CA 90028  
(213) 462-6252

1111 16th Ave. S.  
Nashville, TN 37212  
(615) 320-5009

**Susan B. Levin, Nat'l Dir./Jazz Promotion  
& Marketing**

## **Cadence**

Cadence Bldg.  
Redwood, NY 13679  
(315) 287-2852  
FAX: (315) 287-2860  
**Dave Bernstein, Promotion**

## **Canyon Creek**

(Lemon Square, Branch International,  
Yata Hey)  
P.O. Box 31351  
11347 Park Central Place  
Dallas, TX 75230  
(214) 750-0720  
**Pat McKool, Marketing/Promotion Country**

## **Capitol**

(incl. Allegiance, Barking Pumpkin, Birthright,  
Blue Note/Capitol Jazz, Bug, Cinema, db,  
Enigma, Rhino, Sparrow, 16th Avenue)  
1750 N. Vine  
Hollywood, CA 90028  
(213) 462-6252  
FAX: (213) 462-7489

810 7th Ave  
New York, NY 10019  
(212) 603-8700  
FAX: (212) 603-8702

1111 16th Ave. South  
Nashville, TN 37212  
(615) 320-5009

FAX: (615) 321-0158

**John Fagot, VP/Promotion**

**Ritch Bloom, Sr. Dir./Pop Promotion**

**Faith Henschel, Nat'l Dir./Alternative Rock**

**Frank Palombi, Dir./Pop Promotion**

**Jeff Shane, Dir./AOR Rock Promotion**

**Susan Levin, Dir./Jazz Promotion &  
Marketing (NY)**

**Michelle Peacock, Dir./Video Promotion**

**Frank Murray, Dir./Nat'l Dance Promotion**

**Step Johnson, VP/GM Black Music**

**Barbara Lewis, VP/Black Music Promotion**

**Keith Frye, Nat'l Dir./Black Music Promotion  
East Coast (NY)**

**Howard Geiger, Nat'l Dir./Black Music  
Promotion West Coast**

**Bill Catino, VP/Promotion (Nashville)**

**Sam Cerami, Dir./Nat'l Promotion (Nashville)**

## **Celestial Harmonies**

(Kuckuck, Black Sun, Fortuna)

P.O. Box 30122

Tucson, AZ 85751

(602) 326-4400

FAX: (602) 326-3333

**Eckart Rahn, President**

## **Cexton**

(incl. Absolute Pitch, Switchblade,  
Rare Sound)

2740 S. Harbor Blvd., Ste. D

Santa Ana, CA 92704

(714) 641-1074

FAX: (714) 641-1025

**John Anello Jr., President**

## **Charisma**

(distributed by Virgin)

1790 Broadway, 20th Fl.

New York, NY 10019

(212) 586-7700

FAX: (212)

**Phil Quartararo, President**

**Bob Catania, VP/Promotion**

**"Heavy" Lenny Bronstein, Nat'l Dir./  
Album Promotion**

**Al Moinet, Nat'l Dir./Pop Promotion**

**West Coast**

**Tom Bobak, Nat'l Dir./Pop Promotion**

**East Coast**

**Rhonda Herlich, Nat'l AC/Video Promotion**

## **Cinema**

(distributed by Capitol)

812 W. Darby Rd.

Havertown, PA 19083

(215) 446-7100

FAX: (215) 446-7721

**Denny Somach, President**

## **Chrysalis**

(incl. Cooltempo, China, Ensign, Blue Guitar)

(distributed by CEMA)

645 Madison Ave.

New York, NY 10022

(212) 758-3555

FAX: (212) 326-2327

9255 Sunset Blvd.  
Los Angeles, CA 90028  
(213) 550-0171

12 Stratford Pl.  
London W1N 9Af England  
(01) 408-2355

**Tom Gorman, VP/Promotion**

**Greg Thompson, Sr. Dir./Nat'l Singles  
Promotion**

**Steve Schnur, Sr. Dir./Nat'l Rock & Video**

**Michael Van Orsdale, Nat'l Dir./Pop  
Promotion**

**Kevin Carroll, Dir./Nat'l Promotion**

**Dave Ross, Dir./West Coast Rock Promotion**

**Jill Maxick, Mgr./Nat'l Alternative Promotion**

**Chantay Taylor, Mgr./Nat'l Special Markets  
Promotion**

**Victor Lentini, Dir./Midwest Rock Promotion**

## **Columbia**

(incl. Def Jam)

51 West 52nd Street

New York, NY 10019

(212) 975-4321

FAX: (212) 975-7731

1801 Century Park West

Los Angeles, CA 90067

(213) 556-4700

FAX: (213) 558-4795

34 Music Square E.

Nashville, TN 37203

(615) 742-4321

FAX: (615) 244-2549

**Tommy Mottola, President, CBS  
Records**

**Don Ienner, President Columbia Records**

**Ruben Rodriguez, Sr. VP/Black Music**

**Marketing**

**Eddie Pugh, VP/Black Music & Jazz  
Promotion**

**Bert Baumgartner, VP/Pop Promotion**

**Paul Rappaport, VP/Nat'l Album Promotion**

**Marilyn Laverty, VP/Publicity**

**Steve Tipp, VP/Alternative Music**

**Sheila Chlanda, Dir./Nat'l Promotion**

**Jim Del Balzo, Dir./Album Promotion**

**Tom Simonson, Dir./College Alternative  
Promotion**

**Bob Garland, VP/Nat'l Singles Promotion**

**Jerry Lembo, Dir./Nat'l Singles Promotion**

**Alan Oremen, Dir./Nat'l Album Promotion (LA)**

**Elaine Locatelli, Assoc. Dir./Nat'l**

**AC Promotion**

**Dane Keil, Mgr./Nat'l Secondaries Promotion**

**Marilyn Mitson, Mgr./Nat'l Secondaries**

**Promotion (LA)**

**Sandra Oel, Mgr./Nat'l Jazz Promotion**

**Mark Ghunheim, Mgr./Video Promotion**

**Kid Leo, VP/Artist Development**

**Dave Jarman, Dir./Nat'l Dance Promotion**

## **Concord**

(incl. Jazz, Concerto, Crossover, Concerto,  
George Wein Collection, Collector's Series)

P.O. Box 845

Concord, CA 94522

(415) 682-6770

FAX: (415) 682-3508

**Merrilee Trost, VP/Dir. Promotion**

**Allen Farnham, Radio Promotion**





# RECORD COMPANIES

## Country International

(incl. Merry-Go-Round, Ford, Emkay)  
23 Music Circle E.  
Nashville, TN 37203  
(615) 327-4656  
**Sherman Ford**, President  
**Jake Payne**, Promotion

## Critique

400 Main St.  
Reading, MA 01867  
(617) 944-0423

161 W. 54th St., Ste. 1203  
New York, NY 10019  
(212) 489-7095

**Michael Patt**, A&R, Dir./Promotion  
**Jonathan Lew**, Alternative Promotion, A&R

## Cypress

(incl. The Ship, Cypress Jazz)  
(distributed by Cema)  
1523 Crossroads Of The World  
Los Angeles, CA 90028  
(213) 465-2711  
FAX: (213) 465-3543

**Scott Finck**, West Coast CHR/AOR  
Promotion

**Ken Lucek**, East Coast CHR/AOR Promotion  
**Keith Richards**, South CHR/AOR Promotion  
**David Konjoyan**, AC/NAC Promotion  
**Barble East**, Modern Rock/Alt. Promotion  
**David Hallowren**, College Promotion

## DCC Compact Classics

(incl. Anchor, AVM Classical/Jazz, Garland,  
Sandstone, Shelter)  
8300 Tampa Ave. Ste. G  
Northridge, CA 91324  
(818) 993-8822  
FAX: (818) 993-0605  
**Marshall Blonstein**, President  
**Stan Layton**, VP/GM

## Delicious Vinyl

(distributed by Fourth & Broadway)  
7471 Melrose Ave. Ste. 25  
Los Angeles, CA 90048  
(213) 658-5048  
**Wendell Greene**, Nat'l Promotion Dir.

## Delos International

(incl. Facet, Bellaphon, Harmonic,  
Ravi Shankar Music Circle)  
9244 Jordan Ave.  
Chatsworth, CA 91311  
(818) 718-6600  
**Amelia S. Haygood**, President

## Denon

222 New Road  
Parsippany, NJ 07054  
(201) 575-7810  
**Angela Stoffl**, Advertising & Promotions Mgr.  
**Tracy Foote**, Exec. Dir.

## DGC

(distributed by Geffen)  
9130 Sunset Blvd.  
Los Angeles, CA 90069  
(213) 278-9010  
FAX: (213) 271-4358  
**Marko Babineau**, GM  
**Hugh Surratt**, Nat'l AOR Dir.  
**Steve Leavitt**, Nat'l CHR Dir.  
**Mark Kates**, Dir./Alternative Music

## Walt Disney

(incl. Disneyland, Buena Vista,  
Walt Disney, Touchstone)  
3900 W. Alameda Ave. 23rd Fl.  
Burbank, CA 91505  
(818) 953-5301  
FAX: (818) 953-9910  
**Judy Cross**, VP/Mktng Story Product  
**Mark Jaffe**, VP/Mktng Music Product  
**Bill Word**, Dir./Nat'l Sales

## DMP

P.O. Box 15835  
Park Square Station  
Stamford, CT 06901  
(203) 327-3800  
**Tom Jung**, President

## Dolce & Nuit Productions

(distributed by Malverne)  
P.O. Box 1071  
Melrose, MA 02178  
(617) 665-4791  
**Matt Johnson**, President  
**Katie Rego**, Dir./Promotion

## Edge

6464 Sunset Blvd., Ste. 850  
Hollywood, CA 90028  
(213) 465-6611  
FAX: (213) 465-6425  
**Rick Frio**, President

## Elektra Entertainment/Nonesuch

75 Rockefeller Plaza  
21st Floor  
New York, NY 10019  
(212) 484-7200  
FAX: (212) 765-6155

345 North Maple Ste. 213  
Beverly Hills, CA 90210  
(213) 288-3800  
FAX: (213) 274-9491

**Brad Hunt**, Sr. VP/Promotion  
**Rick Alden**, Sr. VP/CHR Promotion  
**Ray Gmeiner**, VP/Nat'l AOR Promotion  
**Doug Daniels**, VP/Urban Promotion  
**Jeff Cook**, Sr. Dir./Nat'l AOR  
**Suzanne Berg**, Dir./Nat'l AC Promotion (LA)  
**Dave Johnson**, Dir./Nat'l Alternative  
Promotion  
**Earl Hutchinson**, Dir. Nat'l Urban Promotion/  
Marketing Special Projects  
**Joe Morrow**, Dir. Nat'l Urban Promotion/  
Marketing (LA)  
**Leslie Doyle**, Dir./Dance Promotion  
**Danny Kahn**, Dir./Artist Development  
**Jan Teifeld**, Dir./Nat'l CHR (L.A.)  
**Lisa Frank**, Dir./Nat'l CHR (NY)

## EMI

810 Seventh Ave.  
New York, NY 10019  
(212) 603-8600  
FAX: (212) 603-8681  
1800 N. Vine St., Ste. 250  
Los Angeles, CA 90028  
(213) 960-4600  
FAX: (213) 960-4646  
**Jack Satter**, Sr. VP/Pop Promotion  
**Mark Kargol**, VP/Pop Promotion West  
Coast (LA)  
**Ron Geslin**, Nat'l Dir. Midwest  
**Norm Osborne**, Nat'l Dir./AOR Promotion  
**Varnell Johnson**, VP/R&B Promotion

## Enigma

(distributed by CEMA)  
11264 Playa Ct.  
Culver City, CA 90231  
(213) 390-9969  
FAX: (213) 391-4561  
**Sam Kaiser**, Sr. VP/Promotion  
**Mike Krum**, VP/Nat'l CHR Promotion  
**Jon Kirksey**, VP/Rock Promotion  
**Mark Diller**, Dir./Nat'l Rock Promotion  
East Coast  
**Ron Cerrito**, Dir./Nat'l Rock & Metal Promotion  
**Amy Seidenwurm**, Nat'l Dir./Alternative  
Promotion  
**Brian MacDonald**, Mgr./Nat'l College Radio  
Promotion  
**Sue Barbato**, Dir./Nat'l Video Promotion  
**Claire West**, Dir./Nat'l AC, Urban, Jazz,  
NAC Promotion

## Epic

(incl. Blackheart, CBS Associated, Portrait  
Scotti Bros., Solar, Tabu, WTG)  
51 West 52 Street  
New York, NY 10019  
(212) 975-4321.  
1801 Century Park West  
Los Angeles, CA 90067  
(213) 556-4700  
34 Music Square E.  
Nashville, TN 37203  
**Dave Glew**, President  
**Polly Anthony**, Sr. VP/Promotion  
**Charley Lake**, VP/Pop Promotion  
**Harvey Leeds**, VP/Album Promotion  
**Hank Caldwell**, Sr. VP/Black Music  
**Don Eason**, VP/Black Music  
**Larry Douglas**, VP/Promotion & Nat'l  
Trades (LA)  
**Steve Backer**, Dir./Nat'l Pop & Video  
Promotion  
**Barbara Seltzer**, Sr. Dir./Singles Promotion  
**Sky Daniels**, Sr. Dir./Nat'l Album  
Promotion (LA)  
**Jack Isquith**, Sr. Dir./New Music Promotion/  
Marketing  
**Jean Johnson**, Dir., Pop Promotion/West  
Coast (LA)  
**Tom Genetti**, Dir., Pop Promotion/Midwest  
**Maurice Warfield**, Dir./Black Music West  
Coast (LA)  
**Lamont Boles**, Dir./Black Music East Coast  
**Lynn Forman**, Asst. Dir./Nat'l AC  
Promotion (LA)  
**Dave Costanza**, Dir./Dance Music  
**Michael Schnapp**, Dir., Metal Marketing/  
Promotion  
**Dave Gottlieb**, Asst. Dir./Nat'l Alternative  
Retail Promotion



# RECORD COMPANIES

## Expansion

P.O. Box 996  
Cardiff by the Sea, CA 92007  
(619) 944-3456  
**Richard Del Maestro, President**

## F&L

(incl. Progress, W.T.M.)  
1618 16th Ave. S.  
Nashville, TN 37212  
(615) 292-3611  
**Bobby Fischer, President**

## Fantasy

(incl. Contemporary, Danya, Galaxy,  
Good Time Jazz, Landmark, Great American  
Music Hall, HDH, Milestone, Music Merchant,  
Pablo, Prestige, Reality, Riverside, Stax,  
Original Jazz, Original Blues Classics)  
Tenth & Parker  
Berkeley, CA 94710  
(415) 549-2500  
FAX: (415) 486-2015  
**Terri Hinte, Dir./Press & Public Information**  
**John Rogers, Dir./Jazz Promotion**

## Flying Fish

1304 W. Schubert  
Chicago, IL 60614  
(312) 528-5455  
FAX: (312) 528-8262  
**J. Seymour Guenther, Promotions**

## Fountain

1203 Billmore Ave.  
High Point, NC 27260  
(919) 882-9990  
**Doris W. Lindsay, President**

## Frontier

P.O. Box 22  
Sun Valley, CA 91353  
(818) 506-6886  
FAX: (818) 506-0723  
**Jay Harding, Nat'l Dir./Promotion**

## G Fine Sounds

33 3rd Ave., Ste. 9  
New York, NY 10003  
(212) 995-1608  
FAX: (203) 334-6218  
**P. Fine, President**

## Gear

(incl. Laser, Stat)  
1303 Fletcher Rd.  
Tifton, GA 31794  
(912) 382-6257  
**Gus Statiras, President**

## Geffen

(distributed by Warner Bros.)  
9130 Sunset Blvd.  
Los Angeles, CA 90069  
(213) 278-9010  
FAX: (213) 271-4358  
Telex: 4977234  
75 Rockefeller Plaza  
17th Floor  
New York, NY 10019  
(212) 484-7170  
FAX: (212) 484-6930  
Telex: 424602

## AI Coury, GM

**Christina Anthony, Dir./Nat'l AC Promotion**  
**Peter Napoliello, Dir./CHR Promotion**  
**Mark DiDia, Nat'l AOR Promotion**  
**Karen Sobel, Nat'l Singles/Video Promotion**  
**Kim White, Nat'l College & Alternative  
Promotion**

**Craig Coburn, Nat'l Singles & Advertising**  
**Warren Christensen, Nat'l AOR Promotion**

## Global Pacific

180 E. Napa St.  
Sonoma, CA 95476  
(707) 996-2748  
FAX: (707) 996-2658  
**Neal B. Sapper, VP/Promotions**

## GNP Crescendo

(incl. Creative World)  
8400 Sunset Blvd., Ste. 4A  
Los Angeles, CA 90069  
(213) 656-2614  
FAX: (213) 658-0693  
**Gene Norman, President**

## Gold Castle

(distributed by Cema)  
3575 Cahuenga Blvd. W., #470  
Los Angeles, CA 90068  
(213) 850-3321  
FAX: (213) 874-6246  
120 West 44th St., Suite 608  
New York, NY 10036  
(213) 840-6011  
FAX: (212) 840-6745  
**Jeff Heiman, Nat'l Dir./Promotion & Publicity**

## Golden Boy

(incl. Golden Boy Jazz, Alva)  
3929 Kentucky Dr.  
Los Angeles, CA 90068  
(818) 980-7501  
FAX: (818) 980-1570  
**Vic Perrotti, Promotion Dir.**

## Gramavision

260 West Broadway  
New York, NY 10013  
**Al Pryor, GM**

## GRP

555 W. 57th St.  
New York, NY 10019  
(212) 245-7033  
FAX: (212) 757-7033  
**Duke DuBois, Nat'l Dir./Radio Promotion**  
**Deborah Lewow, Nat'l Mgr./Radio Promotion**  
**Erica Linderholm, Nat'l Coordinator/Radio on**

## Grudge

(incl. Chumley)  
37 N. Broadway  
Nyack, NY 10960  
(914) 358-7711  
FAX: (914) 358-8919

P.O. Box 7002

Wilton, CT 06897  
(203) 762-9090

**Denny Zeitler, Nat'l Dir./Promotion**

**Bruce Brody, Nat'l CHR Promotion**

**Mohammed Ali, Nat'l Urban/Dance Promotion**

**Jeff Miller, Nat'l Metal Promotion**

**Gary Friedman, Nat'l Secondary Pop  
Promotion**

**Alicia Desena, Nat'l College Promotion**

**Ray Mancison, Nat'l Secondary AOR  
Promotion**

## Harmony Street

Box 4107  
Kansas City, KS 66104  
(913) 299-2881  
**Charlie Beth, President**

## Hearts Of Space

1324 Noreiga St.  
San Francisco, CA 94122  
(415) 759-1130  
**Timothy Tattan, Dir./Radio Promotion**

## Higher Octave Music

(incl. Nightingale)  
8033 Sunset Blvd. #41  
Los Angeles, CA 90046  
(213) 856-0039  
FAX: (213) 656-6490  
1187 Coast Village Rd. #1 Ste. 192  
Santa Barbara, CA 93108  
(805) 565-1353  
FAX: (805) 969-6984  
**Matt Marshall, President**

## Hightone

220 4th St., Ste. 101  
Oakland, CA 94607  
(415) 763-8500  
FAX: (415) 763-8558  
**Darrell Anderson, Nat'l Dir./Promotion**

## Ichiban

(incl. Curtom, Wilbe, Miracle,  
Gold Key, Startrak, Sdeg, GEMC, Tusk,  
Gospel Capital, CMC)  
P.O. Box 724677  
Atlanta, GA 30339  
(404) 926-3377  
FAX: (404) 926-2774

## Research House

Fraser Rd.  
Perivale, WB6 7AQ, England  
(01) 991-5990  
FAX: 01-991-9504

**Ron Patterson, Radio Promotion**

**J.W. Sewell, Radio Promotion**

## Interplay

P.O. Box 9135  
Calabasas, CA 91302  
(714) 796-6110  
**John Brechler, VP/Sales & Marketing**

## IRS

(incl. IRS/No Speak, IRS/Metal)  
(distributed by MCA)  
3939 Lankershim Blvd.  
Universal City, CA 91604  
(818) 508-3130  
FAX: (818) 373-7173

594 Broadway Ste. 901

New York, NY 10012

(212) 334-2170

FAX: (212) 334-2178

**Barry Lyons, VP/Promotion**

**Mike Jeffries, Promotion Associate**



# RECORD COMPANIES

## Island

(incl. 4th & Broadway, Great Jones, Mango, Antilles, Delicious Vinyl)  
(distributed by PolyGram)  
14 E. 4th St.  
New York, NY 10012  
(212) 995-7800  
FAX: (212) 477-5918

8920 Sunset Blvd., 2nd Fl.  
Los Angeles, CA 90069  
(213) 276-4500  
FAX: (213) 276-9267

**Andy Allen, Sr.** VP/Promotion

**Lisa Velasquez, VP**/Promotion

**Beth Rosengard, VP/Nat'l Album Promotion**

**John Souchack, Nat'l Album Mgr.**

**Pat Marsicano-Bennett, Nat'l Promotion Mgr.**

**Janet Kleinbaum, Dir./Video Promotion**

**Rod Butler, VP/Urban Promotion**

**Rene Esquibel, Nat'l Dir./Urban Promotion**

**Ronnie Blackshear, Nat'l Dir./Urban**

Secondary Promotion

**Stephanie Seymour, Nat'l College**  
Promotion Mgr.

## Jazzmania

60 Pineapple St. #78  
Brooklyn, NY 11201  
(718) 852-3572

**Mike Morgenstern, President**

## Jewel

(Paula, Ronn, Soul Power, Head)  
Sue Records Inc.  
1700 Centenary Blvd.  
Shreveport, LA 71101  
(318) 227-2228  
FAX: (318) 227-0304

**Tom Bonetti, Licensing Rep**

## Joey Boy

(incl. JR, On Top, Tuxedo, Benz)  
3081 N.W. 24th St.  
Miami, FL 33142  
(305) 635-5588  
FAX: (305) 633-7127

**Rodrick Kenney, Sr./VP Promotion**

## Kansa

1300 Division St. Ste. 106  
Nashville, TN 37203  
(615) 255-0303

**Chet Johnson, President**

## K-Tel International

(incl. Headfirst, Crush, AJK, Cold Front)  
15535 Medina Rd.  
Plymouth, MN 55447  
(612) 559-6800

FAX: (612) 559-6848

**Chuck Thagard, VP/Product Development**  
& Marketing

**Laura Starita, Nat'l Promotion Mgr.**

## Landmark

(distributed by Fantasy)  
2600 Tenth St.  
Berkeley, CA 94710  
(415) 849-0442  
FAX: (415) 486-2015

**Orrin Keepnews, President**

## Living Music

P.O. Box 72  
Litchfield, CT 06759  
(203) 567-8796  
FAX: (203) 567-4276

**Paul Winter, President**

## LMR

40 W. 57th St., Ste. 1510  
New York, NY 10019  
(212) 586-3600  
FAX: (212) 307-7027

**Randi Moelis-Kantor, VP/Promotion**  
& Marketing

## Macola/Slam

(incl. Kru-Cut, Ruthless, Society Hill, Anada, Techno-Pop, Strawesome, Metroplex, Acklins, Icon, Jam, Young Raw, Mix-Disc, Megajam)  
6209 Santa Monica Blvd.  
Hollywood, CA 90038  
(213) 469-5821

**Ray Kennedy, VP/Promotions**

## Malaco

(incl. Savoy, Muscle Shoals)  
P.O. Box 9287  
Jackson, MS 39206  
(601) 982-4522

**Dave Clark, VP/Publicity & Promotion**

## Mammoth

5 West Hargett St., Ste. 407  
Raleigh, NC 27601  
(919) 834-5977

FAX: (919) 829-9671

**Steve Balcom, Dir./Marketing-Promotion**

**Melantha Herman-Giddens, Radio Promotion**

## Maxx

(incl. Rite-Turns)  
50 Music Square W., 207  
Nashville, TN 37203  
(615) 329-2592

**Fred Morris, CEO**

## MCA

(incl. IRS, Zebra, Motown, GRP, Mechanic, Road Racer)  
70 Universal City Plaza  
Universal City, CA 91608  
(818) 777-4000  
FAX: (818) 777-6435

1755 Broadway  
New York, NY 10019  
(212) 841-5000  
FAX: (212) 397-1403

1514 South St.  
Nashville, TN 37212  
(615) 244-8944  
FAX: (615) 244-4488

**Richard Palmese, VP/Marketing & GM**

**Steve Meyer, Sr. VP/Product Development**

**Billy Brill, Sr. VP/Promotion**

**John Hey, VP/Album Promotion**

**Randy Hock, VP/Album Promotion**

**A.D. Washington, Sr. VP/Black Music**  
Promotion & Marketing

**Ron White, VP/Black Promotion**

**Michael Halley, Nat'l Black Field Promotion**

**Michael Steele, Nat'l Promotion Dir.**

**Donnie Cohen, Nat'l AC Promotion**

**Michael Reading, Nat'l NAC/Jazz Promotion**

**Mark Matlock, Nat'l Promotion Coordinator**

**John Lascaizo, Nat'l Alternative Promotion**

**Bobby Shaw, VP/Dance Music**

**Shelia Shipley, VP/Country Promotion**

(Nashville)

## Meadowlark

9255 Deering Ave.  
P.O. Box 2120  
Chatsworth, CA 91311  
(818) 709-6900  
FAX: (818) 341-5514

Welk Building  
54 Music Square E., Ste. 306  
Nashville, TN 37203  
(615) 248-6800

FAX: (615) 255-3410

**Bill Hearn, Sr. VP/Marketing (LA)**

## Megaforce

(distributed by Atlantic)  
63-64 Brunswick Woods Dr.  
E. Brunswick NJ 08816  
(201) 254-6533  
(201) 254-5274

**Jessica Hardy, Dir./Nat'l Album Promotion**

**Mahra Fox, Nat'l AOR/CHR Promotion**

**Missi Callazzo, Dir./Alternative Radio**

## Mercury

(incl. Fontana)  
(distributed by PolyGram)  
825 8th Ave., 24th Fl.  
New York, NY 10019  
(212) 333-8000  
FAX: (212) 333-8249

3800 Alameda Ave., Ste. 1500  
Burbank, CA 91505  
(818) 955-5200

FAX: (818) 848-7530

**David Leach, Sr. VP/Promotion**

**Wayman Jones, VP/Urban Promotion**

**Brenda Romano, VP CHR Promotion**

**Kerry Wood, VP/AC Promotion Mercury/**  
Polydor

**Kyle Hetherington, Nat'l Singles Dir.**

**Andy Szulinski, Nat'l Secondaries Dir.**

**Dave Loncao, VP AOR Promotion**

**Drew Murray, Dir./AOR Promotion**

**Randy Roberts, Dir./Video Promotion**

**Mario Rios, Dance/Club Promotion Mgr.**

**Tim Hyde, College/Alternative Mgr.**

## Mercury/Polygram Nashville

901 18th Ave. S.  
Nashville, TN 37212  
(615) 320-0110  
FAX: (615) 327-4856

**Ed Mascolo, VP/Nat'l Country Promotion**

**Bobby Young, Dir./Nat'l Country Promotion**



# RECORD COMPANIES

## **Metal Blade**

(incl. Death, Dimension)  
(distributed by Warner Bros.)  
18653 Ventura Bl., Ste. 311  
Tarzana, CA 91356  
(818) 981-9050  
FAX: (818) 344-1312

1133 Broadway, Ste. 730  
New York, NY 10010  
(212) 645-6208  
FAX: (212) 645-2607

**Jon Sutherland**, Nat'l Dir./Publicity  
& Promotions

**Tim Yasui**, Dir./Promotions  
**Dyane Kass**, College & AOR Radio

## **Miramar**

200 Second Ave. W.  
Seattle, WA 98119  
(206) 284-4700  
FAX: (206) 286-4433  
**G. Paul Sullivan**, President

## **Mobile Fidelity**

(incl. Cafe)  
1260 Holm Road  
Petaluma, CA 94954-1199  
(707) 778-0134  
(800) 423-5759 (Outside CA)  
FAX: (707) 778-6328  
**Phyllis E. Schwartz**, Promotion/Publicity Dir.

## **Modern**

(distributed by Atlantic)  
9111 Sunset Blvd.  
Los Angeles, CA 90069  
(213) 273-8111  
FAX: (213) 273-1806  
**Paul E. Fishkin**, President

## **Motown**

(incl. Apollo, Sound Of New York, Taj)  
(distributed by MCA)  
6255 Sunset Boulevard, 17th Fl.  
Hollywood, CA 90028  
(213) 468-3500  
FAX: (213) 461-4853

1755 Broadway, 8th Fl.  
New York, NY 10019  
(212) 841-8000  
FAX: (212) 977-7551

**Jheryl Busby**, President/CEO

**Harry Ayer**, COO

**Frank Turner**, VP/Pop Promotion

**Paris Eley**, VP/Promotion

**Michael Williams**, Dir./Nat'l Pop Promotion

**Mark Niederhauser**, Field Dir./Nat'l  
Pop Promotion

## **Muse/Savoy Jazz**

160 W. 71st St.  
New York, NY 10023  
(212) 873-2020  
FAX: (212) 877-0407  
**Joseph Fields**, Promotion Mgr.

## **Musicruise**

P.O. Box 594  
Wharton, NY 07885  
(201) 328-2977  
**Bruce Tauber**, President

## **Music West**

2200 Larkspur Landing Cir., Ste. 100  
Larkspur, CA 94939  
(415) 925-9800  
FAX: (415) 925-9807  
**Ken Altman**, Dir./Promotion

## **Narada**

(incl. Narada Lotus, Narada Equinox,  
Narada Mystique, Sona Gaia)  
1845 N. Farwell Ave.  
Milwaukee, WI 53202  
(414) 272-6700  
FAX: (414) 272-6131

70 Universal City Plaza  
Universal City, CA 91608  
(818) 777-8948  
FAX: (818) 777-7136

**Bob Reitman**, GM

**Kevin Schmidt**, Dir./Nat'l Radio Promotions

**Richard Morton**, Radio Promotions/A&R

**Beth Larson**, Radio Promotions

**Paula Samonte**, Regional Promotion Mgr.

## **Nastymix**

(incl. Holiday, J-Town)  
800 Tower Bldg.  
1809 7th Ave.  
Seattle, WA 98101  
(206) 292-8772  
FAX: (206) 292-8727  
**Ramon Wells**, Publicity, A&R, Advertising,  
Nat'l Promotion/Dir.

**Nasty Nes**, Nat'l Retail/Promotion

**Shockmaster Glen Boyd**, Nat'l Retail  
Promotion

## **Nationwide Sound Distributors**

(incl. NSD, Soundwaves, Phono)  
1012 18th Ave. S.  
Nashville, TN 37212  
(615) 327-7988

**Joe F. Gibson**, President

**David N. Gibson**, VP

**Betty R. Gibson**, Promtions Dir.

## **Next Plateau**

(incl. Soundcheck)  
1650 Broadway, Ste. 609  
New York, NY 10019  
(212) 541-7640  
FAX: (212) 315-0286  
**Eddie O'Loughlin**, President  
**Jenniene Lecleroq**, VP  
**Jennifer Buermann**, Promotions Coordinator

## **Nite**

8287 Grand View Dr.  
P.O. Box 46666  
Los Angeles, CA 90046  
(213) 650-2233  
**Randy Nite**, President

## **North Star**

116 Chestnut St.  
Providence, RI 02903  
(401) 274-4119  
FAX: (401) 272-0501  
**Kenneth Lucek**, Nat'l Radio Promotion

## **NSD**

(incl. BNJ, Grand Prize, Olov/NSD,  
Reba, Soundwaves)  
1204 Elmwood Ave.  
Nashville, TN 37212  
(615) 385-2704  
**Betty Gibson**, Promotion Dir.

## **Olivia**

(incl. Second Wave)  
4400 Market St.  
Oakland, CA 94608  
(415) 655-0364  
**Judy Dlugacz**, President

## **Optimism Inc.**

6355 Topanga Cyn. Blvd., #309  
Woodland Hills, CA 91367  
(818) 346-6286  
**Brenda V. Winfield**, Nat'l Dir./Promotion

## **Original Sound**

7120 Sunset Blvd.  
Los Angeles, CA 90046  
(213) 851-2500  
**Steve Pina**, Promo/Mkting Dir.  
**Marcia Beamish**, Promotions

## **Pandisc**

(incl. Jamarc, Oops!, Neverstop,  
Shatterproof)  
36 NE 167 St.  
Miami, FL 33162  
(305) 687-3761  
FAX: (305) 945-1055  
**Bo Crane**, President  
**Lyndia Ojeda**, Nat'l Mkting Dir.  
**Rona Sakson**, Nat'l Publicity Dir.

## **Pasha**

5615 Melrose Ave.  
Los Angeles, CA 90038  
(213) 466-3507  
FAX: (213) 469-0122  
**Spencer D. Proffer**, President  
**Carol Peters**, VP

## **Passport**

(incl. Passport Jazz, PVC, Audion,  
Editions E.G., Paradox)  
3619 E Kennedy Road  
South Plainfield, NJ 07080  
(201) 753-6100

1608 Victory Rd.  
Glendale, CA 91201  
(818) 500-7677  
**Jim Snowden**, VP/Marketing

## **Paula**

(incl. Jewel, Ronn, Soul Power, Head)  
(distributed by Sue)  
1700 Centenary Blvd.  
Shreveport, LA 71101

P.O. Box 1125  
Shreveport, LA 71163-1125  
(318) 227-2228  
(800) 446-2865  
FAX: (318) 227-0304  
**Sherry Pearce Reynolds**



# RECORD COMPANIES

## **PDS**

(incl. Universal Jazz, Paradigm, Pryme Tyme, Life)  
P.O. Box 412477  
Kansas City, MO 64141-2477  
(816) 921-7655  
FAX: (816) 931-7855

**Eugene Wyatt Jr.**, Mgr./Black Music Promo.

**Robert Benton**, Black Music Promo.

**Carla Griffin**, Promotion

## **Penthouse**

6728 Eton Ave.  
Canoga Park, CA 91303  
(818) 992-4777  
FAX: (818) 992-4979

**Toni Biggs**, President

## **Polydor**

(incl. Mika, China, Threshold, London, Wing, Vertigo)  
(distributed by PolyGram)  
825 8th Ave.  
New York, NY 10019  
(212) 333-8000  
FAX: (212) 333-8142

3800 Alameda Ave., Ste. 1500  
Burbank, CA 91505  
(818) 955-5200  
FAX: (818) 848-7530

**John Brodey**, Sr. VP/Promotion

**Billy Smith**, VP/Pop Promotion

**Ron Ellison**, VP/R&B Promotion

**Billy Cox**, Nat'l Dir./AOR Promotion

**Mel Delatte**, Nat'l Dir./Promotion

**Maurice Watkins**, Nat'l Dir./Urban Promotion

## **Private Music**

(distributed by BMG)  
9014 Melrose Ave.  
Los Angeles, CA 90069  
(213) 859-9200  
FAX: (213) 859-7408

**Linda Feder**, VP/Promotion

**Beth Lewis**, Mgr./Nat'l Promotion

## **Priority**

(incl. Nubeat)  
(Distributed by CEMA)  
6430 Sunset Blvd.  
Hollywood CA 90068  
(213) 467-0151  
FAX: (213) 856-8796

**Brute Bailey**, Nat'l Dir./Promotion

**Maria O. Hilton**, Asst. Nat'l Dir./Promotion

## **Profile**

740 Broadway 7th Fl.  
New York, NY 10003  
(212) 529-2600  
FAX: (212) 420-8218

8730 Sunset Blvd. Ste. 270  
Los Angeles, CA 90059  
(213) 559-7999  
FAX: (213) 859-3518

**Manny Bella**, VP/Urban/Black Promo.

**Murray Elias**, A&R Mgr./World Beat

**Fred Feldman**, Nat'l Media Coordinator

**Beverly Harris**, Nat'l Sales/Mktg Coordinator

**Tracey Miller**, Nat'l Media Dir.

**Dave Moss**, A&R Mgr./West Coast

**Gary Pini**, VP Int'l A&R/Product Development

**Steven Plotnicki**, VP

**Bruce Reiner**, Nat'l Pop Promotion/  
Coordinator

**Cory Robbins**, President

**Sharon White**, Dance Music Promotion  
Coordinator

## **Pro Indie**

(incl. Jungle, Landslide, Kent, Voxx, Slo-mo, Flying Metropolitan, Dream, Birth, Dr. Dream, Etiquette, Scorched Earth)  
P.O. Box 22153  
Phoenix, AZ 85028  
(602) 942-4762

**Kevin Weir**, President

## **Quark**

(incl. Q-Rap, Minimal)  
1650 Broadway #1212  
New York, NY 10019  
(212) 489-7260  
FAX: (212) 489-7267

**Curtis Urbina**, President

**Mara Freedman**, VP

## **RCA**

(incl. Jive, Simmons, Beggars Banquet, Silvertone, Taang)  
(distributed by BMG)  
1133 Avenue of the Americas  
New York, NY 10036  
(212) 930-4512  
FAX: (212) 930-4512  
Promotion FAX: (212) 930-4031

6363 Sunset Blvd.

Hollywood, CA 90028

(213) 468-4000

FAX: (213) 468-4040

Promotion FAX: (213) 468-4031

**Butch Waugh**, VP/Nat'l Promotion

**Geary Tanner**, Sr. Dir./Nat'l Promotion

**Bonnie Goldner**, Sr. Dir./Nat'l Promotion,  
Trade Relations

**Wynn Jackson**, VP/Nat'l Album Promotion

**Skip Miller**, VP/Black Promotion

**Kevin Sutter**, Sr. Dir./Nat'l Promotion

**Skip Bishop**, Dir./Nat'l Pop Promotion

**Randy Ostin**, Dir./Nat'l Pop Promotion

**Vicki Leben**, Sr. Dir./Nat'l Promotion

**Jeff Laufer**, Dir./Nat'l Album Promotion

**John Sigler**, Dir./Nat'l Album Promotion

**James "Jazzy" Jordan**, Dir./Nat'l Urban  
Promotion

**Joe Hecht**, Dir./Dance Promotion

**Bruce Flohr**, Mgr./Nat'l College, Alternative  
Promotion

## **Redwood**

(incl. Crafty Maid)  
6400 Hollis St.  
Emeryville, CA 94608  
(415) 428-9191  
FAX: (415) 652-5012

**Holly Near**, Owner

**Charlotte Barsness**, Promotions/Advertising

## **Relativity**

187-07 Henderson Ave.  
Hollis, NY 11423  
(718) 740-5700  
FAX: (718) 464-9510  
TELEX: 668694

20525 Manhattan PL.  
Torrance, CA 90501  
(213) 212-0801  
FAX: (213) 782-9429

**John Schoenberger**, Nat'l Promo/Dir.

**David Ross**, Nat'l Promotion/Dir.

## **Reprise**

(distributed by Warner Bros.)  
3300 Warner Blvd.  
Burbank, CA 91510  
(818) 953-3750  
(818) 953-3147 (R&B)  
FAX: (818) 953-3211

1740 Broadway 20th Fl  
New York, NY 10019  
(212) 757-3939  
FAX: (212) 315-4497

1815 Division St.  
Nashville, TN 37212  
(615) 320-7525  
FAX: (615) 329-1739

**Rich Fitzgerald**, VP/Dir. Promotion

**Marc Ratner**, Nat'l Singles Promotion Dir.

**Michael Linehan**, Nat'l Album Promotion Dir.

**Linda Baker**, Nat'l Singles Promotion Mgr.

**Ann Hesen**, Nat'l Secondary Promotion

**Phyllis Palmetto**, Nat'l Promotion Coordinator

**Michael Johnson**, VP Promotion/Black Music

## **Reservoir**

276 Pearl St.  
Kingston, NY 12401  
(914) 338-1834  
**Mark Feldman**, Co-owner  
**Kayla Feldman**, Co-owner

## **Rhino**

(incl. Rampage)  
(distributed by Capitol)  
2225 Colorado Blvd.  
Santa Monica, CA 90404  
(213) 828-1980  
**Rich Schmidt**, Dir./Promotion

## **Rounder**

(incl. Philo, Heartbeat, Varrick, Black Top, Daring, Clean Cuts, Loom, Wrestler)  
1 Camp St.  
Cambridge, MA 02140  
(617) 354-0700  
FAX: (617) 491-1970  
Telex: 4974193  
**Brad Paul**, Promotion Dir.



# RECORD COMPANIES

## **Rykodisc**

(incl. Ryko Analogue, Speedo)  
Pickering Wharf, Bldg. C-3G  
Salem, MA 01970  
(508) 744-7678  
FAX: (508) 741-4506  
TELEX: 4996804 (EATRECS)

200 N. 3rd Ave.  
Minneapolis, MN 55401  
(612) 375-9162  
FAX: (612) 375-0272

9532 Quakertown Ave.  
Chatsworth, CA 91311  
(818) 886-2650  
FAX: (818) 886-8079

**John Hammond**, Marketing Dir.  
**Carrie Anne Svingen**, Dir./Publicity  
**James O'Neill**, Dir./Promotion

## **SBK**

(distributed by CEMA)  
1290 Avenue of the Americas  
New York, NY 10104  
(212) 492-1200  
FAX: (212) 245-4115

**Daniel Glass**, Sr. VP/Promotion

**Ken Lane**, Sr. Dir./Nat'l Singles

**Neil Lasher**, Dir./Nat'l Lp. Promotion

**Michael Mena**, Nat'l Dir./New Music  
Promotion & Mktg.

**Hilary Lerner**, Mgr./Nat'l AC &  
Video Promotion

**Maye James**, GM R&B/Urban Promotion

## **Scotti Brothers**

(incl. Rock & Roll)  
(distributed by CBS)  
2114 Pico Blvd.  
Santa Monica, CA 90405  
(213) 450-3193  
FAX: (213) 452-9053  
**Steve Lake**, Nat'l Promotion

## **Sea Breeze**

(incl. Night Life)  
P.O. Box 11267  
Glendale, CA 91206-7267  
(818) 242-2093  
**Daniel F. Beher**, Owner

## **Select**

175 Fifth Avenue  
New York, NY 10010  
(212) 777-3130  
**Nigel Cerdeiros**, Dir./Nat'l Retail Promotion

## **Serenity**

180 W. 25th St.  
Upland, CA 91786  
(714) 981-2318  
FAX: (714) 981-6986  
**Jim Moeller**, Owner  
**Ken Moeller**, Mgr.  
**Geoff Workman**, Mktg

## **Shanachie**

(incl. Greensleeves, Message, Solomonik,  
Tara, Meadowlark, Morningstar)  
Dalebrook Park  
Hohokus, NJ 03423  
(201) 445-5561  
**Randall Grass**, Dir./Promotion & Publicity

## **Sire**

(distributed by Warner Bros.)  
75 Rockefeller Plaza  
20th Floor  
New York, NY 10019  
(212) 484-6830  
FAX: (212) 484-6850

3300 Warner Blvd.  
Burbank, CA 91510  
(818) 953-3305  
FAX: (818) 846-8474

83 Baker St.  
London W1M 1AJ  
(01) 487-5066  
FAX: (01) 935-3837  
**Seymour Stein**, President  
**Howie Klein**, VP/GM

## **Six-One-Five**

P.O. Box 110829  
Nashville, TN 37222  
(615) 776-2060  
FAX: (615) 776-2060  
**Bill Wence**, President

## **16th Avenue**

(distributed by Capitol)  
65 Music Square West  
Nashville, TN 37203  
(615) 321-5000  
FAX: (615) 321-5655  
**Jerry Bradley**, President  
**B.J. McElwee**, Dir./Nat'l Promotion/Sales/  
Distribution

## **Skyywalker**

3050 Biscayne Blvd.  
Miami, FL 33137  
(305) 573-0599  
Fax: (305) 573-2437  
**Chuck Maxx McCool**, Nat'l Promotion Dir.  
"Loose" **Bruce Harmon**, Nat'l Pop Promotion

## **Slash**

7381 Beverly Blvd.,  
Los Angeles, CA 90036  
(213) 937-4660  
FAX: (213) 933-7277  
Telex: 4942763  
**Michelle Zichella**, Promotions Dir.

## **Sleeping Bag**

1974 Broadway  
New York, NY 10023  
(212) 724-1440  
FAX: (212) 769-9558

58 Tournay Rd.  
London, England  
(01) 386-7860  
FAX: (01) 386-5881

**Juggy Gayles**, CEO

**Virgil Simms**, VP/Promotions

**Millie Walker**, Nat'l Video Promotions

**Will Socoloy**, President

**Ron Resnick**, Executive VP

**Derrick Thompson**, Nat'l Club/Crossover

**Michelle Deirde**, Nat'l Retail

**Mervyn Lyn**, U.K. Label Mgt.

## **Solar**

(distributed by Epic)  
1635 N. Cahuenga Blvd.  
Los Angeles, CA 90028  
(213) 461-0390

## **Sonic Atmospheres**

14755 Ventura Blvd., Ste. 1776  
Sherman Oaks, CA 91403  
(818) 505-6022  
**Bill Clodfelter**, Publicity/Promotion

## **SOR**

1300 Division St. Ste. 304  
Nashville, TN 37203  
(615) 255-3009  
(800) 678-2054  
FAX: (615) 255-6282  
**Sharon Pennington**, Nat'l Promotion  
**Mike Anderson**, Nat'l Promotion  
**Tammy DeMatto**, Nat'l Promotion  
**Roy Perry**, Nat'l Promotion

## **Soundwings**

(incl. Duke Street)  
1299 Ocean Ave. Ste. 800  
Santa Monica, CA 90401  
(213) 394-2528  
**Doc Remer**, Dir./Nat'l Promotion

## **Southern Tracks**

(distributed by Alternative Marketing)  
3051 Clairmont Rd., NE  
Atlanta, GA 30329  
(404) 325-0832  
FAX: (404) 325-1075  
**Bill Lowery**, President  
**Butch Lowery**, Promotion  
**Wade Pepper**, Promotion

## **Sovereign**

(distributed by Little Major Record  
Distributors, Inc.)  
1697 Broadway, Ste. 903  
New York, NY 10018  
(212) 247-2904  
**Ruby Fisher**, President

## **Sparrow**

(incl. Star Song, Integrity Music, Ark,  
Hanna-Barbera Home Video, Gospel Films)  
9255 Deering Ave.  
P.O. Box 2120  
Chatsworth, CA 91311  
(818) 709-6900  
FAX: (818) 341-5514

1233 17th Ave. S.  
Nashville, TN 37212  
(615) 327-3800

FAX: (615) 327-3839

**Jenny Lockwald**, Nat'l Promotion

**Debbie Walker**, Media Relations

**Barbara Cantanzaro-Hearn**, Dir./Mktg

& Creative Services

**Bob Gurich**, Nat'l Sales Mgr.

## **Spindletop**

4015A Magnolia Blvd.  
Burbank, CA 91505  
(818) 842-0722  
FAX: (818) 842-1441  
**Dwight Davis**, Promotion



# RECORD COMPANIES

## Spring

(incl. Posse)  
161 W. 54th St.  
New York, NY 10019  
(212) 551-5398  
**Carlton Smith, VP/Promotion**

## SST

(incl. New Alliance)  
P.O. Box 1  
Lawndale, CA 90260  
(213) 835-8977  
FAX: (213) 835-3522  
**Brian Long, College Radio Promotion**  
**Colleen Baxter, Commercial Radio**  
*Promotion/Video*  
**Pat Hoed, Metal Promotions**

## Striped Horse

(incl. Panarecord)  
1234 6th St. #101  
Santa Monica, CA 90401  
(213) 458-6580  
FAX: (213) 458-1842

## Sunnyside

(distributed by Harmonia Mundi USA)  
133 West 19th St. 9th Fl.  
New York, NY 10011  
(212) 645-8245  
FAX: (212) 633-8218  
**Francois Zalacain, President**

## Sutra

(incl. Fever, Razmtaz, T.C.)  
1 Madison Ave., 4th Fl.  
New York, NY 10010  
(212) 779-1844  
FAX: (212) 779-1854  
**Joanne Cordero, VP/Pop R&B Radio**  
*Promotion*  
**Merrill Kass, Dir./Marketing, Pop, Radio**  
& *Video Promotion*

## Sweet Heart

(incl. Rock Candy, B. Boy, Mob)  
54 Clark St.  
Newark, NJ 07104  
(201) 484-4666  
693 E. 132nd St.  
Bronx, NY 10454  
(212) 292-0026

953 Bailey Ave.  
Jackson, MS 39203  
(601) 352-0019  
**Kelly Irwin, Dir./Marketing & Promotion**

## Tabu

(distributed by Epic)  
9229 Sunset Blvd., Ste. 311  
Los Angeles, CA 90069  
(213) 276-0523  
FAX: (213) 274-1649  
**Doug Wilkins, VP/Promotion**

## TBA/Tall Tree

11026 Ventura Blvd. Ste. 3  
Studio City, CA 91604  
(213) 877-5106  
**Don Mupo, President**  
**Jenifer Bensi, VP**

## Telarc Int'l

(incl. DMP [Digital Music Products])  
23307 Commerce Park Rd.  
Cleveland, OH 44122  
(216) 464-2313  
Fax: (216) 464-4408  
**Gilbert Hetherwick, VP/Sales & Marketing**  
**Donald Eifman, Promotion**

## Theresa

(distributed by Richman Bros. North Country,  
Rounder, Rick Ballard Imports)  
P.O. Box 1267  
El Cerrito, CA 94530  
(415) 236-6937  
**Allen Pittman, Owner**

## Tommy Boy

(partially distributed by Warner Bros.)  
1747 First Ave.  
New York, NY 10128  
(212) 722-2211  
Fax: (212) 289-3708  
**Ed Strickland, Dir./Nat'l Urban Promotion**  
**Mike Becce, Dir./Nat'l CHR Promotion**  
**Terry Perkins, Dir./Nat'l Club Promotion**

## Total Recording

(incl. Attic, Aerospace)  
4830 Calle Alto Unit R  
Camarillo, CA 93012  
(805) 388-7688  
FAX: (805) 388-5778  
4530 Capilano Rd.  
N. Vancouver, BC  
Canada V7R 4K3  
(604) 988-0928  
FAX: (604) 983-2103  
**Lee Armstrong, Owner**  
**Ralph Harding, President**

## Trumpet

(incl. Valley, Omega)  
313 South Ave.  
Fanwood, NJ 07023  
(201) 889-8844  
**Paul Kyser, President/Owner**  
**Tom Kasulis, VP/Mgmt & Promotion**  
**Steven Rhim, Dir./Nat'l Promotion**

## TSR

(incl. Baja, Aca, Damabi, Spinn)  
8335 Sunset Blvd.  
Los Angeles, CA 90069  
(213) 656-0970  
**Tom Hayden, President**

## TVT

59 West 19th St., Ste. 5B  
New York, NY 10011  
(212) 929-0570  
FAX: (212) 929-3245  
**Jon Hodge, Radio Promotion**  
**Michelle Levan, Dance Music Promotion**

## Twin/Tone

(incl. Clean, Amphetamine Reptile,  
Red Decibel)  
2541 Nicollet Ave. S  
Minneapolis, MN 55404  
(612) 872-0646  
FAX: (612) 872-9326  
**Karen Booth, Dir./Promotion**

## Upside

(incl. BlueSide, Logarhythm)  
225 Lafayette St., Ste. 1109  
New York, NY 10012  
(212) 925-9599  
**George Gilbert, Corporate Officer**

## Virgin

(incl. Venture, Ten, Circa, Virgin Classics,  
Virgin Music Video, Jim + Phus,  
Private Stock)  
(distributed by Atlantic)  
9247 Alden Dr.  
Beverly Hills, CA 90210  
(213) 278-1181  
FAX: (213) 278-6127  
30 West 21st St., 11th Fl.  
New York, NY 10010  
(212) 463-0980  
FAX: (212) 463-9248  
**Michael Plen, VP/Promotion**  
**John Boulos, VP/Field Promotion**  
**Sharon Heyward, VP/Nat'l UC Promotion**  
**Jeffrey Naumann, Nat'l Dir./Album-Rock 40**  
*Promotion*  
**Iris Dillon, Nat'l Dir./Crossover Promotion**  
**Paul Brown, Nat'l Album Promotion (NY)**  
**Lori Teitler, Nat'l Dir./College Promotion**  
**Steve Zap, Nat'l Dir./AC Promotion**  
**Alex Miller, Nat'l Dir./Alternative Promotion**  
**Phil Costello, Nat'l Promotion Dir.**  
**Cary Vance, Dir./Dance Promotion**  
**Jean Pierre, Urban Operations R&B**  
*Promotion*

## Visual Musik

9224 Raven Oaks  
Omaha, NE 68152  
(402) 572-9214  
FAX: (402) 572-0316  
**Carol Davis, President**

## Voyager

(distributed by MCA)  
812 W. Darby Rd.  
Havertown, PA 19083  
(215) 446-7100  
FAX: (215) 446-7721  
**Denny Somach, President**



# RECORD COMPANIES

## Warner Bros.

(incl. Reprise Sire, Slash, Dark Horse, Opal, Qwest, Tommy Boy, Cold Chillin', Paisley Park)  
3300 Warner Blvd.  
Burbank, CA 91510  
(818) 846-9090  
FAX: (818) 953-3699

75 Rockefeller Plaza  
New York, NY 10019  
(212) 484-6800  
FAX: (212) 484-6850

1815 Division St.  
P.O. Box 120897  
Nashville, TN 37212  
(615) 320-7525  
FAX: (615) 329-1739

**Russ Thyret**, Sr. VP/Marketing & Promotion  
**Carol Hart**, VP/Nat'l Promotion  
**George Gerrity**, VP/Promotion  
**Mark Maitland**, VP/Promotion  
**Stu Cohen**, VP/Promotion  
**Greg Lee**, Dir./Nat'l Singles Promotion  
**Sue Emmer**, Nat'l Singles Promotion Mgr.  
**Ed Nuhfer**, Nat'l Singles Promotion Mgr.  
**Dino Barbis**, VP/Promotion  
**Kenny Puvogel**, Dir./Nat'l Album Promotion  
**Dave Dannheisser**, Assoc. Nat'l Album Promotion Dir.

**Patti Oates**, Nat'l Album Promotion  
**Rochelle Staab**, Research/Trade Relations  
**Craig Kostich**, VP/Contemporary Music  
**Ernie Singleston**, Sr. VP/Black Music Mktg & Promotion

**Oscar Fields**, VP/Sales, Black Music  
**Ray Harris**, VP/Promotion, Black Music  
**Marylou Badeaux**, Nat'l Dir./Black Music & Mktg

**Jamie Archer**, Nat'l Dir./Special Projects  
**Jim Ed Norman**, President (Nashville)  
**Vic Faraci**, Sr./VP Mktg (Nashville)  
**Nick Hunter**, Sr. VP/Sales & Promotion (Nashville)

**Chris Palmer**, Nat'l Alternative Mktg (Nashville)

**Robert Saporiti**, VP/Nat'l Promotion (Nashville)

**Nancy Solinski**, Dir./In House Mktg (Nashville)

**Dennis Mosesman**, Nat'l Field Promotion Mgr. (Nashville)

**Maxine Creech**, Nat'l Promotion Coordinator (Nashville)

**Bill Mayne**, Nat'l Promotion (Nashville)

**Paul Vitagliano**, Nat'l Promotion Mgr./Modern Music/Key College

**Dave Lombardi**, Nat'l Promotion Mgr./Modern Music/Key College

**Peter Standish**, Nat'l Promotion/Mktg Mgr./Modern Music

**Jim Dickson**, Nat'l Promotion Mgr./College Radio

## Weik Record Group

(incl. Everyman Classics, Hindsight, Ranwood, Tomato, Vanguard)  
1299 Ocean Ave., Ste. 800  
Santa Monica, CA 90401  
(213) 451-5727  
FAX: (213) 394-4148

**Kent Crawford**, VP

**Bernie Grossman**, Mgr./Nat'l Sales & Mktg

## West

P.O. Box 8875  
Universal City, CA 91608  
(818) 506-4956

**Boots Clements**, President  
**Jim McGuckin**, Finance Mgr.  
**Sue Ramos**, Secretary  
**Eric Lamart**, Office Mgr.  
**Fred Benson**, Dir./Promotion

## What

6767 Forest Lawn Drive  
Los Angeles, CA 90068  
(213) 276-9428  
**Lorri Si**, Dir./Radio Promotion

## Windham Hill

(incl. Dancing Cat, Lost Lake Arts, Open Air, Windham Hill Jazz)  
(distributed by A&M)  
831 High Street  
Palo Alto, CA 94301  
(415) 329-0647

1416 N. La Brea  
Hollywood, CA 90028  
(213) 856-2626

**Rich Schmidt**, Dir./Promotion

## Wing

(distributed by PolyGram)  
3800 Alameda Ave. Ste. 1500  
Burbank, CA 91505  
(818) 955-5204

## WTG

(distributed by Epic)  
1801 Century Park West  
Los Angeles, CA 90067  
(213) 556-4920  
FAX: (213) 556-4967

**Roger Smith**, Nat'l CHR Promotion  
**Michael Prince**, Nat'l AOR Promotion  
**Robin Cecola**, Dir./Promotion & Mktg (East Coast)  
**Linda Murdock**, Nat'l CHR Promotion

## Xanadu

3242 Irwin Ave.  
Kingsbridge, NY 10463  
(212) 549-3655  
**Don Schlitten**, President



# REPRESENTATIVES

## ABS Advertising Broadcast System

2211 East Missouri Avenue, Ste. E-237  
El Paso, TX 79903  
(915) 542-2969  
FAX: (915) 542-2958  
**Enriqueta Gomez**, President

## Banner Radio

One Dag Hammarskjold Plaza, 26th Fl.  
New York, NY 10017  
(212) 572-9290  
FAX: (212) 572-9226  
**Charlie Colombo**, President

**Atlanta:** (404) 231-0881  
**Boston:** (617) 482-8521  
**Chicago:** (312) 836-0860  
**Dallas:** (214) 978-4995  
**Detroit:** (313) 643-4061  
**Houston:** (713) 961-2974  
**Los Angeles:** (213) 852-8890  
**Minneapolis:** (612) 339-9904  
**Philadelphia:** (215) 564-2533  
**St. Louis:** (314) 421-0888  
**San Francisco:** (415) 495-4212  
**Seattle:** (206) 441-4242

## Caballero Spanish Radio

261 Madison Avenue, 18th Fl.  
New York, NY 10016  
(212) 697-4120  
FAX: (212) 697-9151

**Eduardo Caballero**, President

**Atlanta:** (404) 262-1200  
**Chicago:** (312) 443-0101  
**Dallas:** (214) 522-1888  
**Detroit:** (313) 445-0491  
**Los Angeles:** (213) 450-5656  
**San Francisco:** (415) 291-9004  
**Kansas City:** (816) 471-5502

## CBS Hispanic Marketing

6121 Sunset Blvd.  
Los Angeles, CA 90028  
(213) 460-3701

**Dee Levy**, Western Manager

## CBS Radio Representatives

51 W. 52nd St.  
New York, NY 10019  
(212) 975-1877  
FAX: (212) 582-9448

**Anthony Miraglia**, VP/GM

**Atlanta:** (404) 233-8281  
**Boston:** (617) 728-1916  
**Chicago:** (312) 951-3357  
**Dallas:** (214) 556-1145  
**Detroit:** (313) 351-2161  
**Houston:** (713) 782-0911  
**Los Angeles:** (213) 460-3701  
**Minneapolis:** (612) 371-9051  
**Philadelphia:** (215) 668-5990  
**St. Louis:** (314) 444-3221  
**San Francisco:** (415) 765-4006



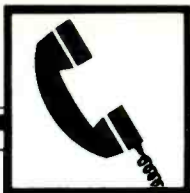
# A Commitment to Excellence

*Our assurance to  
provide the highest  
level of customer  
service to our  
client stations.*

*For further information, call Tony Durpetti at 312-819-0100*

**DURPETTI & ASSOCIATES**

A DIVISION OF  
THE INTEREP  RADIO STORE



# REPRESENTATIVES

## Christal Radio

One Dag Hammarskjold Plaza  
New York, NY 10017  
(212) 572-8100  
FAX: (212) 759-1857

**Bill Fortenbaugh, President**

<b>Atlanta:</b>	(404) 237-5236
<b>Boston:</b>	(617) 423-4110
<b>Chicago:</b>	(312) 836-0780
<b>Dallas:</b>	(214) 978-4999
<b>Detroit:</b>	(313) 649-3230
<b>Houston:</b>	(713) 629-4151
<b>Los Angeles:</b>	(213) 852-8880
<b>Minneapolis:</b>	(612) 333-8833
<b>Philadelphia:</b>	(215) 564-4561
<b>St. Louis:</b>	(314) 421-4946
<b>San Francisco:</b>	(415) 957-9960
<b>Seattle:</b>	(206) 728-4343

## CMBS (Concert Music Broadcast Sales)

271 Madison Ave., Ste. 700  
New York, NY 10016  
(212) 532-1900

FAX: (212) 532-1647

**Peter J. Cleary, President**

<b>Atlanta:</b>	(404) 266-1735
<b>Chicago:</b>	(312) 744-1144
<b>Los Angeles:</b>	(213) 551-1277
<b>San Francisco:</b>	(415) 474-0254
<b>Dallas:</b>	(214) 421-9848
<b>Detroit:</b>	(313) 355-1051

## DURPETTI & ASSOCIATES

### Durpetti & Associates

Corporate Headquarters  
205 North Michigan Avenue,  
Ste. 2015

Chicago, IL 60601

(312) 819-0100

FAX: (312) 819-1970

**Tony Durpetti, President**

<b>Atlanta:</b>	(404) 859-0026
<b>Chicago:</b>	(312) 819-0100
<b>Dallas:</b>	(214) 580-1766
<b>Detroit:</b>	(313) 357-6670
<b>Los Angeles:</b>	(213) 475-5513
<b>New York:</b>	(212) 309-9050
<b>Philadelphia:</b>	(215) 985-1494
<b>San Francisco:</b>	(415) 772-2730
<b>Research:</b>	(818) 501-6016
<b>Boston:</b>	(617) 426-7264

## EASTMAN RADIO

### Eastman Radio, Inc.

One Rockefeller Plaza  
New York, NY 10020  
(212) 632-8100

FAX: (212) 632-8119

**Carl Butrum, President**

**Carl Butrum, President**

<b>Atlanta:</b>	(404) 321-5136
<b>Boston:</b>	(617) 964-4410
<b>Chicago:</b>	(312) 751-8510
<b>Dallas:</b>	(214) 691-7984
<b>Detroit:</b>	(313) 646-1000
<b>Houston:</b>	(713) 960-1252
<b>Los Angeles:</b>	(213) 464-6104
<b>Philadelphia:</b>	(215) 557-6610
<b>St. Louis:</b>	(314) 241-7040
<b>San Francisco:</b>	(415) 956-3994
<b>Seattle:</b>	(206) 285-1217
<b>Toronto:</b>	(416) 961-4371

## Financial Marketing Network

6730 W. 86th Place, Ste. 4  
Los Angeles, CA 90045  
(213) 216-6947

**H. Thomas Hall, Jr., President**

**Don Karnes, Eastern Division Sls. Mgr.**

## Gillis Broadcasting Representatives

10153 1/2 Riverside Drive, #181  
Toluca Lake, CA 91602  
(818) 505-1097

**Jim Gillis, President**

## GROUP W RADIO SALES

### Group W Radio Sales

100 Park Ave.

New York, NY 10017

(212) 818-8990

FAX: (212) 916-0759

**Tom Turner, President**

<b>Atlanta:</b>	(404) 984-9532
<b>Boston:</b>	(617) 695-9457
<b>Chicago:</b>	(312) 819-1177
<b>Dallas:</b>	(214) 580-9040
<b>Detroit:</b>	(313) 357-7711
<b>Los Angeles:</b>	(213) 475-8554
<b>Philadelphia:</b>	(215) 732-1234
<b>San Francisco:</b>	(415) 772-2720
<b>Denver:</b>	(303) 393-1828

## HN&H

### HNWH

100 Park Ave.

New York, NY 10017

(212) 309-9000

FAX: (212) 916-0759

**Jacqui Rossinsky, President**

<b>Atlanta:</b>	(404) 859-0059
<b>Boston:</b>	(617) 426-8487
<b>Chicago:</b>	(312) 819-0066
<b>Dallas:</b>	(214) 580-1660
<b>Detroit:</b>	(313) 357-0900
<b>Los Angeles:</b>	(213) 470-7178
<b>Minneapolis:</b>	(612) 339-2626
<b>Philadelphia:</b>	(215) 735-5843
<b>St. Louis:</b>	(314) 241-7799
<b>San Francisco:</b>	(415) 772-2735

## THE INTEREP RADIO STORE

### The Interep Radio Store

100 Park Avenue

New York, NY 10017

(212) 916-0700

FAX: (212) 916-0730

**Ralph Guild, Chairman  
of the Board**

**Les Goldberg, President**

**Marc Guild, President/  
Marketing**

## Katz & Powell Radio

470 Park Ave S.

New York, NY 10016

(212) 545-0600

FAX: (212) 889-6370

**Shelly Katz, President**

<b>Atlanta:</b>	(404) 264-4553
<b>Boston:</b>	(617) 482-4370
<b>Chicago:</b>	(312) 263-3340
<b>Dallas:</b>	(214) 243-8770
<b>Detroit:</b>	(313) 445-0491
<b>Los Angeles:</b>	(213) 274-8885
<b>Portland:</b>	(503) 226-2911
<b>San Francisco:</b>	(415) 441-3955
<b>St. Louis:</b>	(314) 991-4261
<b>Seattle:</b>	(206) 285-1913

# ASCAP, BMI. INTEREP, KATZ.

"Big is best, really. Just sign here. Thanks, I'll get back to you."

"This is the way we do it in all the markets like yours."

"This is the way we've always done it."

"This is the way you'll do it."

Gulp.

Megareps have got a great thing going. For themselves.

Check any history book to see what happens when the big get too big. The people they're supposed to serve often begin to wonder who's serving who.

As megareps consolidate their power, they say they can flex their muscles to get what they want. But have those muscles started twisting the arms of radio stations? Shouldn't your radio rep be working for you, instead of telling you what to do?

## **EASTMAN RADIO**

**We Know Who We're Working For.**



# REPRESENTATIVES

## Katz Hispanic Radio Sales

One Dag Hammarskjold Plaza  
New York, NY 10017  
(212) 572-5263

FAX: (212) 572-9831

**Gene Bryan, VP, National Sales Manager**

<b>Atlanta:</b>	(404) 233-4354
<b>Boston:</b>	(617) 426-7290
<b>Chicago:</b>	(312) 836-0796
<b>Dallas:</b>	(214) 978-4982
<b>Detroit:</b>	(313) 649-4333
<b>Houston:</b>	(713) 961-5094
<b>Los Angeles:</b>	(213) 852-8832
<b>Minneapolis:</b>	(612) 339-2002
<b>Philadelphia:</b>	(215) 567-5166
<b>Portland:</b>	(503) 226-3973
<b>St. Louis:</b>	(314) 241-5535
<b>San Francisco:</b>	(415) 777-3377
<b>Seattle:</b>	(206) 441-1325

## Katz Radio

One Dag Hammarskjold Plaza  
New York, NY 10017  
(212) 572-5560

FAX: (212) 572-9831

**Stu Olds, President**

<b>Atlanta:</b>	(404) 233-0203
<b>Boston:</b>	(617) 426-7290
<b>Chicago:</b>	(312) 836-0500
<b>Dallas:</b>	(214) 978-4993
<b>Detroit:</b>	(313) 649-4333
<b>Houston:</b>	(713) 961-5094
<b>Los Angeles:</b>	(213) 852-8700
<b>Minneapolis:</b>	(612) 339-2002
<b>Philadelphia:</b>	(215) 567-5166
<b>Portland:</b>	(503) 226-3973
<b>St. Louis:</b>	(314) 241-5535
<b>San Francisco:</b>	(415) 777-3377
<b>Seattle:</b>	(206) 441-1325

## Katz Radio Group

One Dag Hammarskjold Plaza  
New York, NY 10017  
(212) 572-5520

FAX: (212) 751-1910

**Ken Swetz, President**

**Bonnie Press, VP/GM, KRG Network**  
**Glenn Kummerow, VP/Dir., AG Services**  
**Susan Wagner, VP/Dir., KRG Mktg**

## Lotus Hispanic Reps.

50 E. 42nd St., Ste. 702  
New York, NY 10017  
(212) 697-7601

FAX: (212) 697-8215

**Richard Kraushaar, President**

**Monica Messina, VP/Eastern Division Mgr.**

<b>Atlanta:</b>	(404) 237-3759
<b>Chicago:</b>	(312) 346-8442
<b>Dallas:</b>	(214) 960-1707
<b>Los Angeles:</b>	(213) 464-1311
<b>San Francisco:</b>	(415) 563-3252



MAJOR MARKET RADIO SALES

## Major Market Radio Sales

100 Park Ave.

New York, NY 10017

(212) 818-8900

FAX: (212) 916-0730

**Warner Rush, President**

<b>Atlanta:</b>	(404) 859-0075
<b>Boston:</b>	(617) 426-6796
<b>Chicago:</b>	(312) 938-0999
<b>Dallas:</b>	(214) 580-1595
<b>Detroit:</b>	(313) 358-2060
<b>Los Angeles:</b>	(213) 474-5311
<b>Minneapolis:</b>	(612) 341-3089
<b>Philadelphia:</b>	(215) 985-1330
<b>Portland:</b>	(503) 226-5007
<b>St. Louis:</b>	(314) 231-9005
<b>San Francisco:</b>	(415) 772-2710
<b>Seattle:</b>	(206) 448-3613



M/GAVREN GUILD RADIO

## McGavren Guild Radio

100 Park Ave.

New York, NY 10017

(212) 916-0500

FAX: (212) 916-0759

**Peter Doyle, President**

<b>Atlanta:</b>	(404) 953-1111
<b>Boston:</b>	(617) 423-0606
<b>Charlotte:</b>	(704) 552-7761
<b>Chicago:</b>	(312) 565-4888
<b>Dallas:</b>	(214) 580-8336
<b>Denver:</b>	(303) 368-0334
<b>Detroit:</b>	(313) 358-8500
<b>Houston:</b>	(713) 266-7667
<b>Los Angeles:</b>	(213) 470-3383
<b>Minneapolis:</b>	(612) 333-8717
<b>New York:</b>	(212) 916-0500
<b>Philadelphia:</b>	(215) 732-3380
<b>Portland:</b>	(503) 223-1700
<b>St. Louis:</b>	(314) 231-0000
<b>San Francisco:</b>	(415) 772-2700

## Media America

11 West 42nd Street, 27th Fl.  
New York, NY 10036  
(212) 302-1100

FAX: (212) 302-6024

**Ron Hartenbaum, Chairman**

**Gary Schonfeld, President**

## Paul Miller & Company

3710 Rawlins, Ste. 1100  
Dallas, TX 75219  
(214) 528-2923

**Paul Miller, President**

<b>Atlanta:</b>	(404) 262-1200
<b>Chicago:</b>	(312) 446-2487
<b>Los Angeles:</b>	(818) 505-1097
<b>New York:</b>	(212) 683-7990
<b>San Francisco:</b>	(415) 731-3620

## Patt Media Sales

21714 Lakeland  
P.O. Box 691  
St. Clair Shores, MI 48081

(313) 445-0491  
FAX: (313) 774-4889

**Kenneth D. Patt, President**

**Michael A. Martin, VP**

<b>Atlanta:</b>	(404) 633-9080
<b>Chicago:</b>	(312) 263-3340
<b>Dallas:</b>	(214) 788-1630
<b>New York:</b>	(212) 545-0600
<b>San Francisco:</b>	(415) 391-1984

## Radio Advantage Corporation

685 Bloomfield Ave.  
Verona, NJ 07044  
(201) 857-2030

FAX: (201) 857-0099

**Ron Weener, President**

## Radio Time Sales/International

559 Pacific Ave.  
San Francisco, CA 94133  
(415) 391-1984

**Sam Posner, President**

<b>Chicago:</b>	(312) 346-3334
<b>Dallas:</b>	(214) 243-8764
<b>Detroit:</b>	(313) 961-3353
<b>Los Angeles:</b>	(818) 500-7201
<b>New York:</b>	(212) 239-3288
<b>Portland:</b>	(503) 226-2911
<b>Seattle:</b>	(206) 285-1913
<b>Atlanta:</b>	(404) 633-9080
<b>St. Louis:</b>	(314) 991-4261

## Regional Reps Corp.

One Playhouse Square, Ste. 300  
Cleveland, OH 44115  
(216) 781-0030

FAX: (216) 781-7508

**Stuart J. Sharpe, President**

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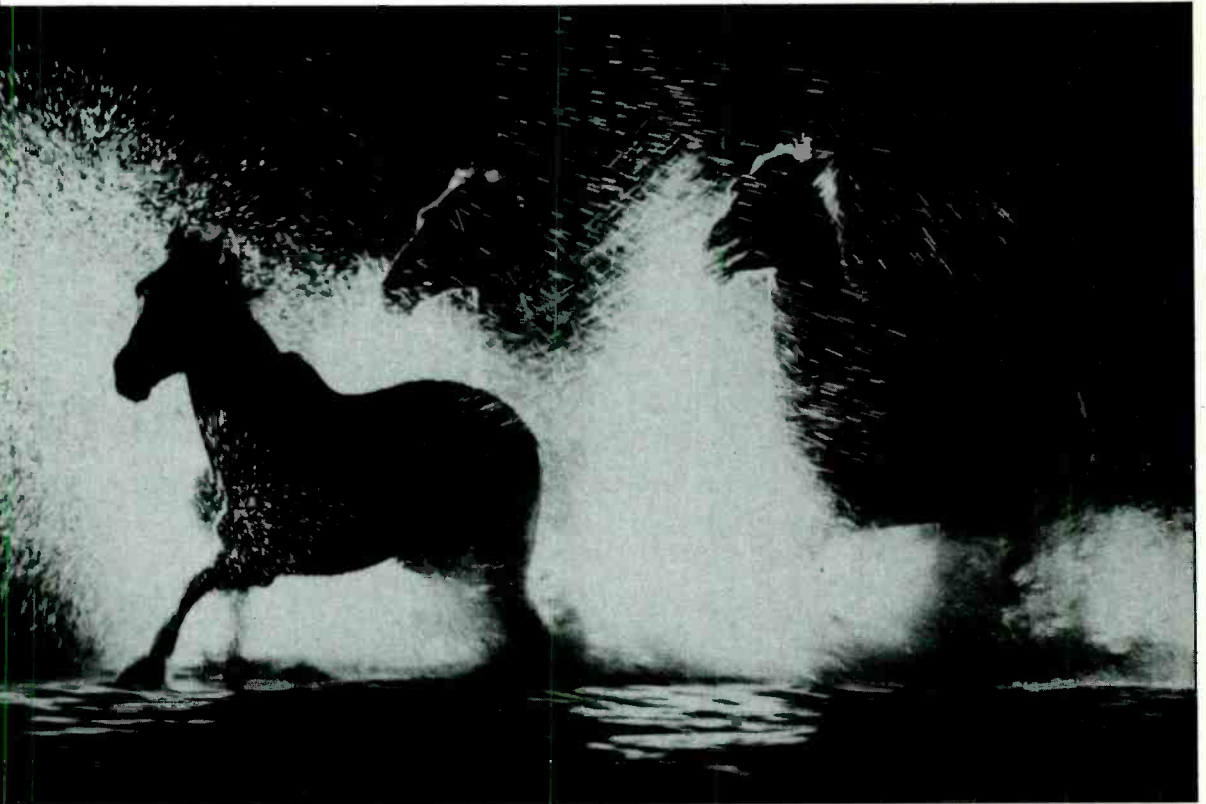
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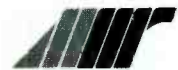
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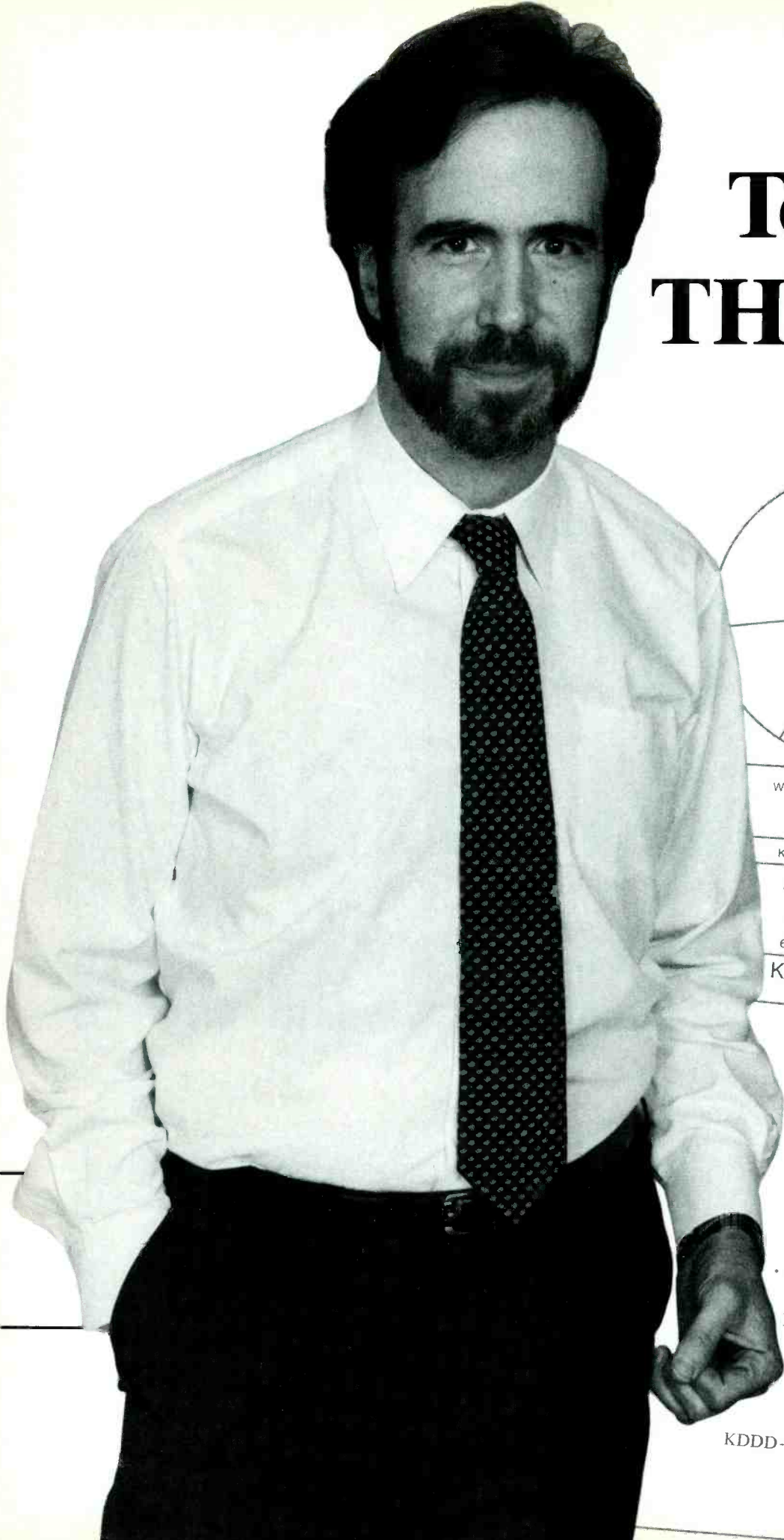
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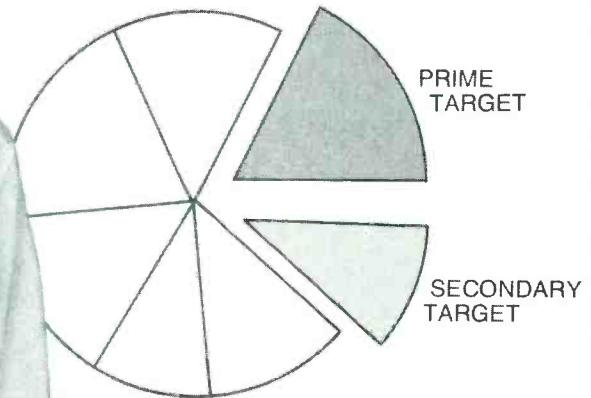
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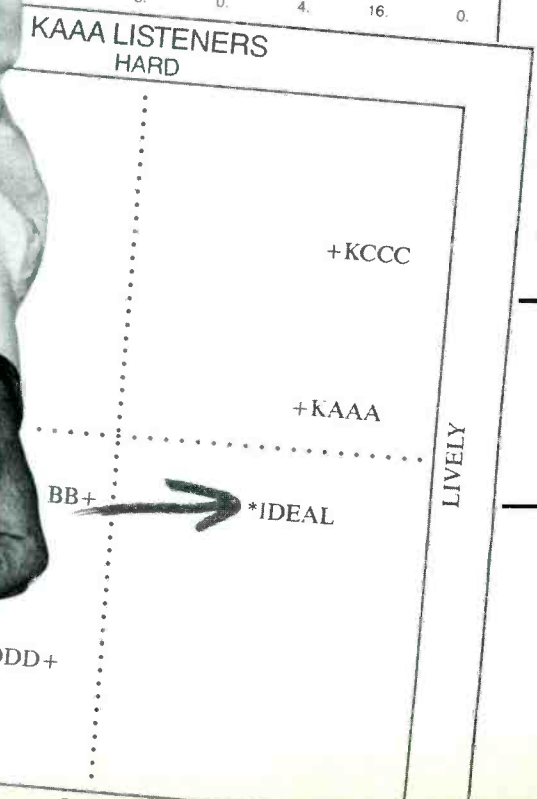
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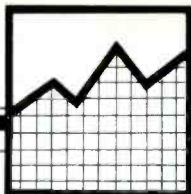
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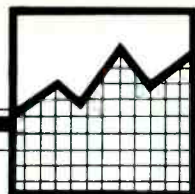
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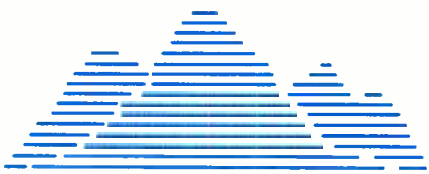
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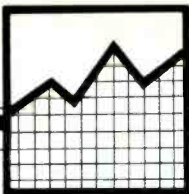
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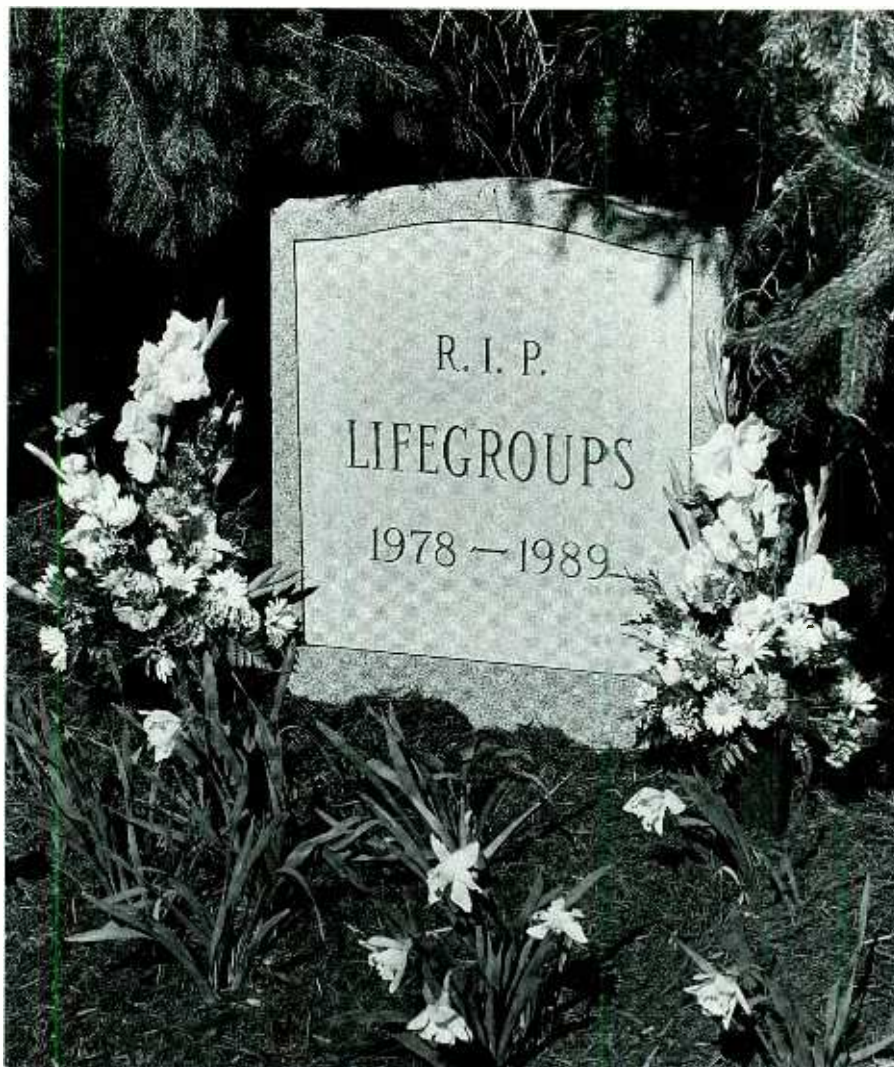
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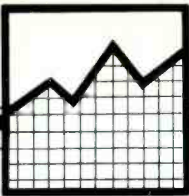
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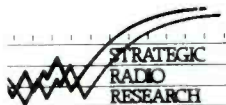


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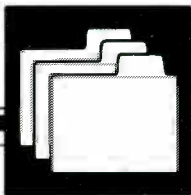
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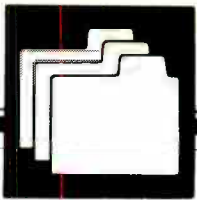
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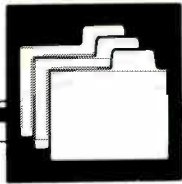
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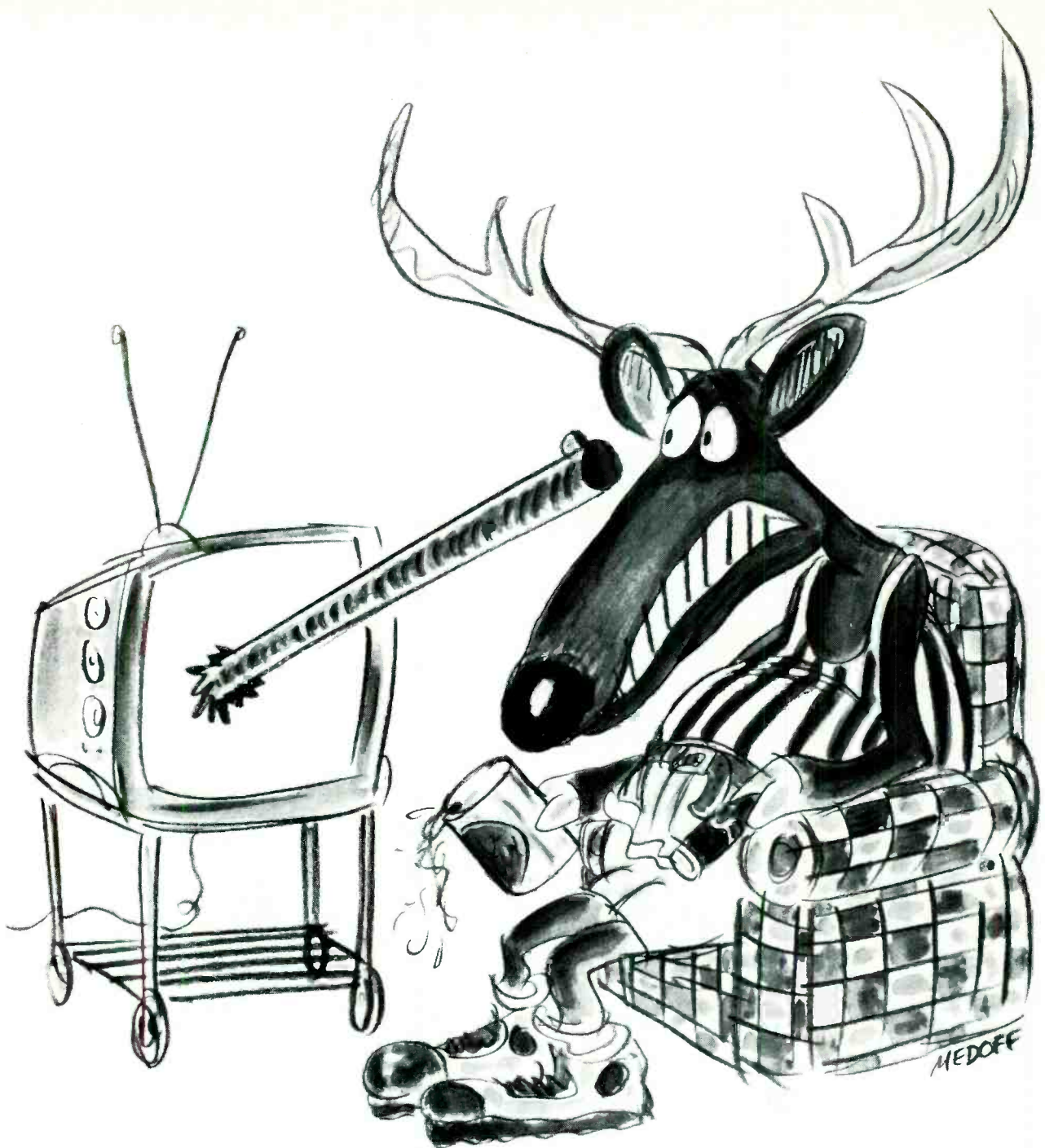
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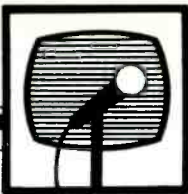
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20. WAMZ/Louisville (Ctry) . . . . .	15.9
20. WHAS/Louisville (AC) . . . . .	15.9
22. KFAB/Omaha-Council Bluffs (AC) . . . . .	15.8
22. WIBC/Indianapolis (AC) . . . . .	15.8
24. WEZN/Bridgeport (AC) . . . . .	15.7
24. WCMF/Rochester (AOR) . . . . .	15.7
24. WWDM/Columbia, SC (UC) . . . . .	15.7

CUME

1. WINS/New York (News) . . . . .	2,891,700
2. WHTZ/New York (CHR) . . . . .	2,287,600
3. WCBS/New York (News) . . . . .	1,912,300
4. WPLJ/New York (CHR) . . . . .	1,834,400
5. WLTW/New York (AC) . . . . .	1,808,700
6. WCBS-FM/New York (Gold) . . . . .	1,744,800
7. KIIS-AM & FM/Los Angeles (CHR) . . . . .	1,688,700
8. WGN/Chicago (AC) . . . . .	1,631,800
9. KPWR/Los Angeles (CHR) . . . . .	1,584,100
10. WPAT-AM & FM/New York (B/EZ) . . . . .	1,575,600
11. WNEW-FM/New York (AOR) . . . . .	1,562,100
12. WRKS/New York (UC) . . . . .	1,550,800
13. WQHT/New York (CHR) . . . . .	1,541,100
14. WXRK/New York (Classic Rock) . . . . .	1,513,600
15. KOST/Los Angeles (AC) . . . . .	1,441,400
16. WNSR/New York (AC) . . . . .	1,441,300
17. WBLS/New York (UC) . . . . .	1,339,700
18. WBBM/Chicago (News) . . . . .	1,235,400
19. WFAN/New York (Sports) . . . . .	1,224,000
20. KYW/Philadelphia (News) . . . . .	1,221,600
21. KNX/Los Angeles (News) . . . . .	1,218,900
22. KRTH-AM & FM/Los Angeles (Gold) . . . . .	1,165,500
23. KFWB/Los Angeles (News) . . . . .	1,121,000
24. WABC/New York (Talk) . . . . .	1,102,100
25. KLOS/Los Angeles (AOR) . . . . .	1,032,500

## CONTEMPORARY HIT RADIO

AQH

1. WNNK/Harrisburg . . . . .	19.6
2. WQUT/Johnson City . . . . .	19.3
3. KBFM/McAllen-Brownsville . . . . .	18.6
4. WVIC-AM & FM/Lansing-East Lansing . . . . .	18.5
5. WSKZ/Chattanooga . . . . .	17.3
6. KRQQ/Tucson . . . . .	16.7
7. WXLK/Roanoke-Lynchburg . . . . .	15.2
8. KKRK/Wichita . . . . .	14.9
9. WKCI/New Haven . . . . .	14.7
10. KZZU/Spokane . . . . .	14.4
11. WAPE-AM & FM/Jacksonville . . . . .	14.0
12. WNCI/Columbus . . . . .	13.9
13. WFMF/Baton Rouge . . . . .	13.7
14. WKRZ/Wilkes-Barre . . . . .	13.4
15. KQKQ/Omaha-Council Bluffs . . . . .	13.3
15. KKXX/Bakersfield . . . . .	13.3
17. KPRR/El Paso . . . . .	13.0
18. WHOT-AM & FM/Youngstown-Warren . . . . .	12.8
19. WRVQ/Richmond . . . . .	12.5
20. KQMQ-AM & FM/Honolulu . . . . .	12.4
20. WABB-AM & FM/Mobile . . . . .	12.4
22. WYHY/Nashville . . . . .	11.6
23. WDJX-AM & FM/Louisville . . . . .	11.5
24. WNTQ/Syracuse . . . . .	11.4
25. WFLZ/Tampa-St. Petersburg . . . . .	11.3

CUME

1. WHTZ/New York . . . . .	2,287,600
2. WPLJ/New York . . . . .	1,834,400
3. KIIS-AM & FM/Los Angeles . . . . .	1,668,700
4. KPWR/Los Angeles . . . . .	1,584,100
5. WQHT/New York . . . . .	1,541,100
6. KQLZ/Los Angeles . . . . .	1,022,100
7. WBBM-FM/Chicago . . . . .	1,009,700
8. WYDZ/Chicago . . . . .	902,700
9. WKQX/Chicago . . . . .	809,800
10. WEGX/Philadelphia . . . . .	770,400
11. WIOQ/Philadelphia . . . . .	710,900
12. KMEL/San Francisco . . . . .	674,200
13. WKQI/Detroit . . . . .	596,500
14. KKQB-AM & FM/Houston-Galveston . . . . .	592,100
15. WXKS-FM/Boston . . . . .	589,600
16. WHYT/Detroit . . . . .	583,600
17. WZOU/Boston . . . . .	579,500
18. WDFX/Detroit . . . . .	524,000
19. WPGC/Washington . . . . .	519,100
20. WRBQ-AM & FM/Tampa-St. Petersburg . . . . .	519,000
21. WAVA/Washington . . . . .	511,500
23. KRBE/Houston-Galveston . . . . .	499,900
24. WBZZ/Pittsburgh . . . . .	493,200
25. KXXX/San Francisco . . . . .	487,800

# FORMAT LEADERS

## NEWS/TALK

	AQH		CUME
1. KMOX/St. Louis (Talk)	18.8	1. WINS/New York (News)	2,891,700
2. KMJ/Fresno (N/T)	11.1	2. WCBS/New York (News)	1,912,300
3. WHIO/Dayton (Talk)	8.9	3. WOR/New York (Talk)	1,459,000
4. KIRO/Seattle-Tacoma (N/T)	8.7	4. WBBM/Chicago (News)	1,235,400
5. KFBK/Sacramento (N/T)	8.5	5. WFAN/New York (Sports)	1,224,000
6. KOA/Denver-Boulder (Talk)	8.4	6. KYW/Philadelphia (News)	1,221,600
7. KGO/San Francisco (N/T)	8.2	7. KNX/Los Angeles (News)	1,218,900
7. KTOK/Oklahoma City (N/T)	8.2	8. KFVB/Los Angeles (News)	1,121,000
9. KTAR/Phoenix (N/T)	7.9	9. WABC/New York (Talk)	1,102,100
9. WKBN/Youngstown-Warren (N/T)	7.9	10. KCBS/San Francisco (N/T)	1,007,800
9. WTAG/Youngstown-Warren (Talk)	7.9	11. KABC/Los Angeles (Talk)	1,000,400
12. KGO/San Francisco (San Jose book) (N/T)	7.8	12. KGO/San Francisco (N/T)	992,300
12. KSL/Salt Lake City (Talk)	7.8	13. KMOX/St. Louis (Talk)	769,300
14. WBAL/Baltimore (N/T)	7.5	14. WMAQ/Chicago (News)	708,900
15. KCMO/Kansas City (N/T)	7.3	15. KRLD/Dallas-Ft. Worth (News)	694,100
16. KARN/Little Rock (N/T)	7.1	16. WWJ/Detroit (News)	647,900
16. KGO/San Francisco (Monterey book) (N/T)	7.1	17. KIRO/Seattle-Tacoma (N/T)	583,100
16. WDTF/Raleigh-Durham (N/T)	7.1	18. KFI/Los Angeles (Talk)	540,400
19. WPRO/Providence (Talk)	6.8	19. WLUP/Chicago (Talk)	520,100
19. WTAE/Pittsburgh (Talk)	6.8	20. WTOP/Washington (News)	497,100
21. KXL/Portland (N/T)	6.3	21. WCAU/Philadelphia (Talk)	487,900
22. KYW/Philadelphia (News)	6.6	22. WEEI/Boston (News)	476,300
22. WRKO/Boston (N/T)	6.6	23. WHDH/Boston (Talk)	468,500
24. KRLD/Dallas-Ft. Worth (News)	6.3	24. KTRH/Houston-Galveston (News)	462,900
24. WWL/New Orleans (N/T)	6.3	25. WRKO/Boston (N/T)	440,400

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# FORMAT LEADERS

## ADULT CONTEMPORARY

AQH

CUME

1. WCCO/Minneapolis-St. Paul	18.4
2. WHAS/Louisville	15.9
3. KFAB/Omaha-Council Bluffs	15.8
3. WIBC/Indianapolis	15.8
5. WEZN/Bridgeport	15.7
6. WTIC/Hartford	15.0
7. WTFM/Johnson City	14.6
8. WYYY/Syracuse	14.1
9. WSRS/Worcester	13.1
10. WLEV/Allentown-Bethlehem	12.7
11. KDKA/Pittsburgh	12.3
12. WRVA/Richmond	11.7
13. WMYI/Greenville-Spartanburg	11.4
14. KKOB/Albuquerque	11.3
15. WICC/Bridgeport	11.0
16. WBEN/Buffalo-Niagara Falls	10.7
16. WGN/Chicago	10.7
18. WTMJ/Milwaukee-Racine	10.5
19. WGY/Albany-Schenectady-Troy	10.3
20. WSNY/Columbus	10.3
21. KVIL-AM & FM/Dallas-Ft. Worth	10.2
22. KISC/Spokane	10.1
23. WELI/New Haven	9.9
24. WSTF/Orlando	9.7
24. WTVN/Columbus	9.7

1. WLTW/New York	1,808,700
2. WGN/Chicago	1,631,800
3. KOST/Los Angeles	1,441,400
4. WNSR/New York	1,441,300
5. KBIG/Los Angeles	900,500
6. WCCO/Minneapolis	820,600
7. WJRI/Detroit	771,000
8. WEAZ-AM & FM/Philadelphia	734,400
9. KJOI/Los Angeles	676,100
10. KNBR/San Francisco	660,600
11. KOIT-AM & FM/San Francisco	656,200
12. KDKA/Pittsburgh	585,100
13. WTMX/Chicago	575,200
14. KVIL-AM & FM/Dallas-Ft. Worth	563,800
15. WMAL/Washington	535,900
16. WSB-FM/Atlanta	523,000
17. WKSZ/Philadelphia	513,000
18. WBZ/Boston	490,200
19. KIOI/San Francisco	489,400
20. WSB/Atlanta	487,200
21. WLIT/Chicago	479,400
22. WNIC/Detroit	461,600
23. WMGK/Philadelphia	455,600
24. KLIT/Los Angeles	455,400
25. WMJX/Boston	453,200

## AOR

AQH

CUME

1. WCMF/Rochester	15.7
2. WFBQ/Indianapolis	15.3
3. KEZO-AM & FM/Omaha-Council Bluffs	13.0
4. WIOT/Toledo	12.7
5. KLAQ/El Paso	12.6
6. WRXL/Richmond	12.1
7. KLBJ-FM/Austin	10.6
8. WEBN/Cincinnati	10.3
9. KLPX/Tucson	10.0
10. KMOD/Tulsa	9.7
11. WAQY/Springfield	9.6
11. WKRR/Greensboro-Winston Salem	9.6
13. WZZO/Allentown-Bethlehem	9.5
14. WIMZ-AM & FM/Knoxville	9.4
15. KMJX/Little Rock	9.3
16. KQRS-AM & FM/Minneapolis-St. Paul	9.1
16. WGR-FM/Buffalo-Niagara Falls	9.1
18. WPLR/New Haven	9.0
19. KEZE/Spokane	8.8
20. WEGR/Memphis	8.6
21. KZSS & KZRR/Albuquerque	8.5
21. WLAV-FM/Grand Rapids	8.5
23. KSHE/St. Louis	8.4
24. WTUE/Dayton	8.3
25. WRDU/Raleigh-Durham	8.2
25. WZRR/Birmingham	8.2

1. WNEW-FM/New York	1,562,100
2. KLOS/Los Angeles	1,032,500
3. WLUP-FM/Chicago	875,800
4. WMMR/Philadelphia	788,400
5. KROQ/Los Angeles (NR)	676,400
6. WXRT/Chicago	526,700
7. KQRS-AM & FM/Minneapolis-St. Paul	474,100
8. WBCN/Boston	472,400
9. WLLZ/Detroit	456,800
10. WRIF/Detroit	429,900
11. KLOL/Houston	420,600
12. WWDC-FM/Washington	416,200
13. KSHE/St. Louis	410,000
14. WBAB-FM/New York	395,100
15. KRQR/San Francisco	389,800
16. WKLS/Atlanta	381,600
17. KFOG/San Francisco	366,300
18. WBAB-AM & FM/Nassau-Suffolk	365,000
19. WDRE/New York (NR)	359,400
20. WDVE/Pittsburgh	345,400
21. KTXQ/Dallas-Ft. Worth	337,100
22. KGB/San Diego	335,600
23. KITS/San Francisco (NR)	320,900
24. WIYY/Baltimore	303,400
25. KLOS/Los Angeles (Anaheim book)	294,000

# FORMAT LEADERS

## COUNTRY

	AQH		CUME
1. WIVK-AM & FM/Knoxville	37.7	1. WYNY/New York	847,800
2. WXBQ/Johnson City	19.1	2. WUSN/Chicago	583,600
3. KUZZ-AM & FM/Bakersfield	18.2	3. KSCS/Dallas-Ft. Worth	560,000
4. WKSJ-AM & FM/Mobile	18.2	4. KZLA/Los Angeles	533,700
5. KSSN/Little Rock	17.7	5. KIKK-FM/Houston-Galveston	517,800
6. WITL-FM/Lansing-East Lansing	17.3	6. KILT-FM/Houston-Galveston	515,200
7. WZZK-AM & FM/Birmingham	16.1	7. KPLX/Dallas-Ft. Worth	491,100
8. WAMZ/Louisville	15.9	8. WMZQ-AM & FM/Washington	454,600
9. KASE/Austin	15.4	9. WXTU/Philadelphia	427,700
9. WSOC-FM/Charlotte	15.4	10. WWWW/Detroit	427,200
11. WCOS-AM & FM/Columbia, SC	14.1	11. WBAP/Dallas-Ft. Worth	411,000
12. KTXF/McAllen-Brownsville	14.0	12. KNIX-AM & FM/Phoenix	397,600
12. KXXY-AM & FM/Oklahoma City	14.0	13. KLAC/Los Angeles	373,100
14. WTQR/Greensboro-Winston Salem	13.8	14. KSAN/San Francisco	366,700
15. WUSY/Chattanooga	12.9	15. WYAI & WYAY/Atlanta	348,600
16. KHEY-FM/El Paso	12.5	16. WQYK-AM & FM/Tampa-St. Petersburg	305,300
17. KRST/Albuquerque	12.4	17. KEEY/Minneapolis-St. Paul	304,000
17. WESC/Greenville-Spartanburg	12.4	18. WDAF/Kansas City	290,800
17. WSIX-FM/Nashville	12.4	19. KMPS-AM & FM/Seattle-Tacoma	274,000
20. WFMS/Indianapolis	12.3	20. WGAR-AM & FM/Cleveland	273,300
21. KFMS/Las Vegas	12.0	21. WSOC-AM & FM/Charlotte-Gastonia	260,100
22. KNIX-AM & FM/Phoenix	11.4	22. WIL-FM/St. Louis	258,400
23. WQIK-AM & FM/Jacksonville	11.3	23. KSON-AM & FM/San Diego	254,800
24. WRNS/Coastal North Carolina	11.1	24. WKIS/Miami-Ft. Lauderdale	251,100
25. WCUZ/Grand Rapids	11.0	25. WPOC/Baltimore	234,600
25. WGNA-AM & FM/Albany-Schenectady-Troy	11.0		

## URBAN CONTEMPORARY

	AQH		CUME
1. WIKS/Coastal North Carolina	20.2	1. WRKS/New York	1,550,800
2. WBLX-FM/Mobile	16.6	2. WBLS/New York	1,339,700
3. WHRK/Memphis	16.2	3. WGCI-FM/Chicago	1,014,900
4. WWDM/Columbia, SC	15.7	4. WVAZ/Chicago	706,300
5. WYLD-FM/New Orleans	15.1	5. WUSL/Philadelphia	523,300
6. WVEE/Atlanta	13.1	6. KJLH/Los Angeles	516,300
7. WENN/Birmingham	12.3	7. WJLB/Detroit	512,900
8. WDIA/Memphis	11.2	8. WHQT/Miami-Ft. Lauderdale	427,900
9. KIPR/Little Rock	10.5	9. WVEE/Atlanta	427,400
10. WQUE-AM & FM/New Orleans	10.0	10. KSOL/San Francisco	423,800
11. KQXL/Baton Rouge	9.9	11. KMJQ/Houston-Galveston	413,000
12. WCDX/Richmond	9.6	12. KACE/Los Angeles	407,800
12. WJHM/Orlando	9.6	13. WHUR/Washington	397,600
14. WPEG/Charlotte-Gastonia	9.4	14. WKYS/Washington	394,100
15. WXYV/Baltimore	9.1	15. WDAS-FM/Washington	369,100
16. WJMH/Greensboro-Winston Salem	8.8	16. KKDA-FM/Dallas-Ft. Worth	345,600
17. WJIT/Chattanooga	8.4	17. WXYV/Baltimore	316,800
18. KMJQ/Houston-Galveston	8.1	18. KDAY/Los Angeles	295,100
19. WHQT/Miami-Ft. Lauderdale	8.0	19. WQUE-AM & FM/New Orleans	255,800
20. WJLB/Detroit	7.8	20. KMJM/St. Louis	245,000
20. WTLC/Indianapolis	7.8	21. WHRK/Memphis	233,100
22. WPLZ/Richmond	7.7	22. WZAK/Cleveland	232,900
23. WQOK/Raleigh-Durham	7.6	23. WGPR/Detroit	232,300
24. WGCI-FM/Chicago	7.3	24. WDJY/Washington	232,000
25. KPRS/Kansas City	7.2	25. WWIN-AM & FM/Baltimore	226,800
25. WQQK/Nashville	7.2		
25. WZAK/Cleveland	7.2		



# FORMAT LEADERS

## BEAUTIFUL /EASY LISTENING

AQH

CUME

1. WEAT-AM & FM/West Palm Beach	19.2
2. WFMZ/Allentown-Bethlehem	14.1
3. WROW-AM & FM/Albany-Schenectady-Troy	12.3
4. WDEF-FM/Chattanooga	11.9
5. WPVR/Roanoke-Lynchburg	11.5
6. KSFI/Salt Lake City	11.3
7. KUMU-AM & FM/Honolulu	10.7
8. WLQR/Toledo	10.4
9. WEZK/Knoxville	10.0
9. WFOG/Norfolk	10.0
11. WSHH/Pittsburgh	9.6
12. KEZK/St. Louis	9.5
12. KXLY-FM/Spokane	9.5
12. WOOD-FM/Grand Rapids	9.5
15. KXTZ/Las Vegas	9.3
16. KBEZ/Tulsa	8.9
16. KEZQ/Little Rock	8.9
18. WJIM-FM/Lansing-East Lansing	8.8
19. WPCH/Atlanta	8.7
20. WNAK/Wilkes Barre-Scranton	8.6
20. WWEZ/Cincinnati	8.6
22. KESY-AM & FM/Omaha-Council Bluffs	8.2
22. WKBN-FM/Youngstown-Warren	8.2
24. KKNQ/Oklahoma City	8.1
25. KMEO-AM & FM/Phoenix	7.9
25. WLIF/Baltimore	7.9
25. WLKW/Providence	7.9

1. WPAT-AM & FM/New York	1,575,600
2. WXEZ-AM & FM/Chicago	626,300
3. KABL-AM & FM/San Francisco	545,300
4. WGAY/Washington	501,100
5. WJOL/Detroit	431,600
6. KODA/Houston-Galveston	426,500
7. WPCH/Atlanta	419,300
8. WLYF/Miami-Ft. Lauderdale	418,100
9. WJIB/Boston	386,900
10. KEZK/St. Louis	343,200
11. WSHH/Pittsburgh	332,600
12. WLIF/Baltimore	327,100
13. KMEO-AM & FM/Phoenix	291,400
14. WQAL/Cleveland	256,300
15. KMEZ/Dallas-Ft. Worth	254,800
16. KOSI/Denver-Boulder	231,700
17. KJQY/San Diego	218,900
18. KBAY/San Francisco	213,700
19. WDUV/Sarasota (Tampa-St. Petersburg book)	213,300
20. KBRD/Seattle-Tacoma	207,800
21. WLKW/Providence	203,300
22. KSFI/Salt Lake City	200,400
23. WWEZ/Cincinnati	192,300
24. WPAT-AM & FM/New York (Nassau book)	184,000
25. WEZW/Milwaukee-Racine	183,900

## CLASSICAL

AQH

CUME

1. KFSD/San Diego (North County book)	4.1
2. KFSD/San Diego	3.9
3. KING-FM/Seattle	3.5
4. KBOQ/Monterey	3.4
5. WTMJ/Miami-Ft. Lauderdale	3.1
6. WGMS-AM & FM/Washington	2.7
7. KDFC-AM & FM/San Francisco	2.6
7. KVOD/Denver-Boulder	2.6
7. WCLV/Cleveland	2.6
7. WFLN/Philadelphia	2.6
11. WFMJ/Milwaukee	2.2
11. WQRS/Detroit	2.2
13. KDFC-AM & FM/San Francisco (San Jose book)	2.1
13. WCRB/Boston	2.1
15. WRR/Dallas-Ft. Worth	2.0

1. WNCN/New York	776,800
2. WQXR-FM/New York	626,400
3. KDFC-AM & FM/San Francisco	381,400
4. WNIB/Chicago	353,900
5. WFMT/Chicago	317,100
6. KKHI-AM & FM/San Francisco	311,800
7. WFLN/Philadelphia	307,200
8. WGMS-AM & FM/Washington	283,600
9. WQRS/Detroit	231,100
10. WTMJ/Miami-Ft. Lauderdale	229,900
11. WCRB/Boston	211,800
12. WRR/Dallas-Ft. Worth	197,500
13. KFSD/San Diego	194,200
14. KING-FM/Seattle-Tacoma	187,300
15. KFUD/St. Louis	117,400

# FORMAT LEADERS

## NAC

	AQH
1. KHHH/Honolulu	4.2
1. KTWV/Los Angeles (Anaheim book)	4.2
3. KQPT/Sacramento	3.9
4. KIFM/San Diego	3.7
5. KWYV/Las Vegas	3.6
6. WLOQ/Orlando	3.5
7. KOAI/Dallas-Ft. Worth	3.3
8. KTWV/Los Angeles	3.1
9. KKSF/San Francisco	2.7
10. WBZN-AM & FM/Milwaukee-Racine	2.5
10. WXDJ/Miami-Ft. Lauderdale	2.5
12. KHHH/Denver-Boulder	2.3
12. KCCY/Portland	2.3
12. WHVE/Sarasota (Tampa book)	2.3
12. WNUA/Chicago	2.3
12. WQCD/New York	2.3
17. KGST/Austin	2.2
18. WNWV/Cleveland	2.1
19. KKSF/San Francisco (San Jose book)	2.0
20. KBLX/San Francisco	1.9
21. KNUA/Seattle-Tacoma	1.8
21. KTWV/Los Angeles (Riverside book)	1.8
23. WBMW/Buffalo-Niagara Falls	1.3
23. WQCD/New York (Nassau-Suffolk book)	1.3
25. WQCD/New York (Monmouth-Ocean book)	1.1

## AQH

	CUME
1. WQCD/New York	936,700
2. KTWV/Los Angeles	835,900
3. WNUA/Chicago	477,500
4. KKSF/San Francisco	317,600
5. KOAI/Dallas-Ft. Worth	294,800
6. KBLX/San Francisco	280,500
7. KCCY/Portland	216,000
8. KTWV/Los Angeles (Anaheim book)	210,500
9. KIFM/San Diego	184,900
10. KINK/Portland	162,600
11. WNWV/Cleveland	141,800
12. WXDJ/Miami-Ft. Lauderdale	130,300
13. WHVE/Tampa-St. Petersburg	130,200
14. KNUA/Seattle-Tacoma	125,000
15. KQPT/Sacramento	124,000
16. KHHH/Denver-Boulder	121,500
17. WQCD/New York (Nassau-Suffolk book)	97,200
18. WBZN-AM & FM/Milwaukee-Racine	80,300
19. WLOQ/Orlando	74,300
20. KKSF/San Francisco (San Jose book)	62,200
21. KHHH/Honolulu	58,600
22. KIFM/San Diego (North County book)	48,000
23. KBLX/San Francisco (San Jose book)	44,800
24. KGSR/Tucson	44,600
25. KEYV/Las Vegas	38,600

## CUME

## GOLD

	AQH
1. WBBG/Youngstown-Warren	8.5
2. WAFX/Norfolk (Classic Rock)	8.1
3. WKLX/Rochester	7.6
4. KGOR/Omaha-Council Bluffs	7.5
5. WAFX/Columbia (Classic Rock)	7.3
6. KOFX/El Paso	7.0
6. WKLR/Indianapolis	7.0
8. WWSW-FM/Pittsburgh	6.8
9. WDRC-FM/Hartford	6.4
10. KXKL-AM & FM/Denver-Boulder	6.3
11. WKFM/Syracuse (Classic Rock)	6.2
12. WHTT-AM & FM/Buffalo-Niagara Falls	6.1
12. WNCX/Cleveland (Classic Rock)	6.1
14. KOMA/Oklahoma City	5.9
15. WFOX/Atlanta	5.8
15. WKLH/Milwaukee-Racine (Classic Rock)	5.8
17. KKZX/Spokane (Classic Rock)	5.7
17. WGFX/Nashville (Classic Rock)	5.7
19. WIBM-FM/Lansing-East Lansing	5.5
19. WSEN-AM & FM/Syracuse	5.5
21. WOFX/Cincinnati (Classic Rock)	5.4
22. WQSR/Baltimore	5.3
22. WYSP/Philadelphia (Classic Rock)	5.3
24. KGMG-FM/San Diego North County (Classic Rock)	5.2
25. WODS/Boston	5.1

## AQH

	CUME
1. WCBS-FM/New York	1,744,800
2. WXRK/New York (Classic Rock)	1,513,600
3. KRTH-AM & FM/Los Angeles	1,165,500
4. WCKG/Chicago (Classic Rock)	807,300
5. WJMK/Chicago	762,800
6. KLSX/Los Angeles (Classic Rock)	735,600
7. KSFO & KYA/San Francisco	649,600
8. WYSP/Philadelphia (Classic Rock)	625,800
9. KODJ/Los Angeles	565,600
10. WFYR/Chicago	524,400
10. WOGL/Philadelphia	512,100
11. WODS/Boston	455,100
12. WCSX/Detroit (Classic Rock)	431,800
13. WCXR/Washington (Classic Rock)	387,500
14. WFOX/Atlanta	381,400
15. WXTR/Washington	339,000
16. WZLX/Boston	336,300
17. KLDE/Houston-Galveston	329,300
18. WWSW-FM/Pittsburgh	329,100
19. KLUV/Dallas-Ft. Worth	327,200
20. WMXJ/Miami-Ft. Lauderdale	324,200
21. KRLA/Los Angeles	323,400
22. WZGC/Atlanta (Classic Rock)	322,400
23. WCBS-FM/New York	307,300
24. KZFX/Houston-Galveston (Classic Rock)	286,700
25. KXKL-AM & FM/Denver-Boulder	284,300

## CUME

# FORMAT LEADERS

## BIG BAND/NOSTALGIA

AQH

CUME

1. WMAS/Springfield (BBnd) . . . . .	7.7	1. WNEW/New York (Nost) . . . . .	881,100
2. WOKY/Milwaukee-Racine (BBnd) . . . . .	6.6	2. KMPC/Los Angeles (Nost) . . . . .	642,400
3. KORK/Las Vegas (BBnd) . . . . .	5.8	3. KFRC/San Francisco (Nost) . . . . .	472,600
4. KGVY/Tucson (BBnd) . . . . .	5.3	4. WJJD/Chicago (Nost) . . . . .	462,100
5. WPEN/Philadelphia (Nost) . . . . .	5.2	5. WPEN/Philadelphia (Nost) . . . . .	415,300
6. WNEB/Worcester (Nost) . . . . .	5.0	6. CKLW/Detroit (BBnd) . . . . .	278,800
7. WAPI/Birmingham (BBnd) . . . . .	4.6	7. KQUE/Houston-Galveston (Nost) . . . . .	227,800
7. WBYU/New Orleans (Nost) . . . . .	4.6	8. KIXI/Seattle-Tacoma (BBnd) . . . . .	188,900
9. KPOP/San Diego (Nost) . . . . .	4.4	9. WOKY/Milwaukee-Racine (BBnd) . . . . .	179,500
10. KGMG/San Diego North County (BBnd) . . . . .	4.2	10. KPOP/San Diego (Nost) . . . . .	161,000
10. KTSA/San Antonio (Nost) . . . . .	4.2	11. WHLI/Nassau-Suffolk (New York book) (BBnd) . . . . .	154,000
12. WEST/Allentown (BBnd) . . . . .	4.1	12. WJAS/Pittsburgh (BBnd) . . . . .	153,200
13. WAVZ/New Haven (Nost) . . . . .	3.8	13. KMPC/Los Angeles (Nost) (Anaheim book) . . . . .	151,700
14. KIXI/Seattle-Tacoma (BBnd) . . . . .	3.7	14. KAAM/Dallas-Ft. Worth (Nost) . . . . .	148,900
15. KFRC/San Francisco (Nost) . . . . .	3.6	15. WPLM-AM & FM/Boston (BBnd) . . . . .	133,400

## SPANISH

AQH

CUME

1. KGBT/McAllen-Brownsville . . . . .	12.4	1. KLVE/Los Angeles . . . . .	618,700
2. KWAC/Bakersfield . . . . .	7.9	2. KWKW/Los Angeles . . . . .	491,900
3. KBNA-AM & FM/El Paso . . . . .	6.6	3. KTNQ/Los Angeles . . . . .	449,600
4. KAMA/El Paso . . . . .	6.5	4. WSKQ-FM/New York . . . . .	448,800
5. KIWW/McAllen-Brownsville . . . . .	6.0	5. WADO/New York . . . . .	396,100
6. KQXX/McAllen-Brownsville . . . . .	5.5	6. WSKQ/New York . . . . .	284,200
7. KCOR/San Antonio . . . . .	5.1	7. KSKQ/Los Angeles . . . . .	256,600
8. KBOR-AM & FM/McAllen-Brownsville . . . . .	4.5	8. KALI/Los Angeles . . . . .	253,100
9. KBRG/San Jose . . . . .	4.2	9. WCMQ-FM/Miami-Ft. Lauderdale . . . . .	228,900
10. WQBA/Miami-Ft. Lauderdale . . . . .	4.0	10. KSKQ-FM/Los Angeles . . . . .	217,300



## RADIO EXPENDITURE REPORTS INC.

740 West Boston Post Road • Mamaroneck, N.Y. 10543 • (914) 381-6277

### WHAT YOU NEED TO KNOW

MARKET BY MARKET  
ACCOUNT BY ACCOUNT

YOUR SOLE INDUSTRY SOURCE  
FOR NATIONAL & REGIONAL SPOT DATA

# A Step-By-Step Manual

As you examine R&R's "Ratings Report & Directory, Vol. I," 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
MCG	McGavren-Guild, Inc.
M/SS	Mid-South Spot Sales
PATT	Patt Media
QC	Queen Company
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.
WR	Western Regional Broadcast Sales

## 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 fall '89 Arbitron sweep), are listed. Trends read left to right, with the most recent results on the right and the fall '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 fall '89 Birch quarterlies. One note: Arbitron numbers cover approximately October-December, while Birch results are for September-November.

## 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 fall '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: 14,126,100

FALL '89	WINTER '89	SPRING '89	SUMMER '89	FALL '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
4.9	6.2	5.6	5.5	6.3	1	WPAT-A/F B/EZ	930/93.1 5kw/5.4kw	3	30	23	19	13	1	92	PARK	REP	3.7
4.7	4.3	5.3	5.7	4.7	2	WLTW AC	106.7 7.8kw	6	20	7	1	1	3	77	VIACOM	KATZ	3.7
4.4	4.3	4.7	4.5	4.7	2	WINS News	101G 30kw	1	7	13	11	6	4	48	GROUP W	G/W	4.1
4.7	4.5	3.7	4.3	4.6	4	WOR Talk	710 50kw	12	34	34	27	20	5	92	BUCKLEY	MCG	3.4
5.6	5.3	6.0	5.7	4.3	5	WHTZ CHR	100.3 7.8kw	2	2	5	5	8	15	55	MALRITE	CHR	6.0
4.3	4.7	5.0	4.2	4.1	6	WCBS-FM Gold	101.1 6.8kw	7	11	11	3	2	2	69	CBS	CBS	3.6
4.2	4.2	4.1	3.9	4.1	6	WRKS UC	98.7 7.8kw	9	3	3	8	10	21	76	SUMMIT	DUR	6.3

### DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WNEW-FM	1 WQHT	1 WNEW-FM	1 WLTW	1 WCBS-FM	1 WLTW
2 WXRK	2 WRKS	2 WXRK	2 WNSR	2 WXRK	2 WNSR
3 WBLS	3 WLTW	3 WCBS-FM	3 WHTZ	3 WNEW-FM	3 WBLS
4 WHTZ	4 WHTZ	4 WBLS	4 WRKS	4 WFAN	4 WCBS-FM
5 WQHT	5 WBLS	5 WFAN	5 WQHT	5 WBLS	5 WHTZ
6 WRKS	6 WNSR	6 WRKS	6 WBLS	6 WINS	6 WRKS
7 WFAN	7 WPLJ	7 WHTZ	7 WCBS-FM	7 WQCD	7 WINS
8 WQCD	8 WNEW-FM	8 WQCD	8 WPLJ	8 WLTW	8 WPLJ
9 WNSR	9 WXRK	9 WINS	9 WNEW-FM	9 WNSR	9 WYNY
10 WPLJ	10 WCBS-FM	10 WNSR	10 WINS	10 WHTZ	10 WNEW-FM

### FORMAT REACH

AC	12.9
AOR	3.7
BBnd	2.3
B/EZ	6.3
CHR	11.3
Clas	2.8
Ctry	2.5
Gold	7.2
NAC	2.3
N/T	20.0
Rel/CC	1.1
Span	4.7
UC	7.9

# ANAHEIM-SANTA ANA

POPULATION: 1,935,200

FALL '88	SPRING '89	FALL '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
3.2	6.7	6.6	1	<b>KQLZ</b> CHR	100.3 5.3kw	2	1	1	2	9	20	71	WESTWOOD ONE	EAST	8.4
7.4	5.6	6.2	2	<b>KIIS-A/F</b> CHR	1150/102.7 5kw8kw	1	2	3	3	5	9	61	GANNETT	MCG	7.8
4.4	5.1	5.5	3	<b>KOST</b> AC	103.5 12.5kw	3	5	5	5	4	3	65	COX	CHR	4.7
4.3	4.9	5.1	4	<b>KABC</b> Talk	790 5kw	9	29	24	12	8	1	83	CAP CITIES/ABC	KATZ	3.5
4.4	6.5	5.1	4	<b>KBIG</b> AC	104.3 105kw	10	7	8	4	3	4	84	BONNEVILLE INT	CBS	4.1
6.6	5.7	5.0	6	<b>KLOS</b> AOR	95.5 61kw	4	11	2	1	1	12	60	CAP CITIES/ABC	KATZ	9.5
6.0	4.7	4.3	7	<b>KPWR</b> CHR	105.9 72kw	7	3	4	8	12	27	62	EMMIS	HNWH	6.3
4.7	2.7	4.2	8	<b>KTWV</b> NAC	94.7 55kw	11	12	9	6	2	2	70	LEGACY	BAN	3.5
3.7	3.4	3.8	9	<b>KNX</b> News	1070 50kw	5	17	18	15	11	8	46	CBS	CBS	2.9
2.8	2.3	3.4	10	<b>KLX</b> CR	97.1 21kw	8	14	7	7	7	14	55	GREATER MEDIA	MMR	3.0
5.1	5.2	3.4	10	<b>KRTH-A/F</b> Gold	930/101.1 5kw/51kw	6	16	13	9	6	5	48	BEASLEY	REP	2.4
4.9	3.1	2.9	12	<b>KJOI</b> AC	98.7 75kw	15	28	33	27	17	7	68	COMMAND	BAN	2.8
4.4	3.0	2.8	13	<b>KROQ</b> NR	106.7 5.5kw	17	4	6	10	24	32	68	INFINITY	TOR	4.9
1.6	2.9	2.7	14	<b>KODJ</b> Gold	93.1 28.5kw	14	18	19	11	10	6	63	CBS	CBS	1.5
1.7	2.4	2.3	15	<b>KFI</b> Talk	640 50kw	16	33	22	20	15	10	56	COX	CHR	1.5
2.6	3.1	2.2	16	<b>KMPC</b> Nost	710 50kw	13	32	32	30	20	11	52	GOLDEN WEST	DUR	3.2
2.9	2.2	1.8	17	<b>KFWB</b> News	980 5kw	12	36	31	25	22	19	32	GROUP W	G/W	1.5
1.9	2.2	1.8	17	<b>KZLA</b> Ctry	93.9 49kw	18	19	20	17	13	13	48	MALRITE	EAST	3.4
0.9	1.2	1.7	19	<b>KLVE</b> Span	107.5 29.5kw	21	8	11	13	21	25	67	HEFTEL	CAB	1.5
0.6	1.3	1.6	20	<b>KWIZ</b> AC	96.7 3kw	23	25	10	14	19	29	74	LIBERMAN	TOR	.5
0.8	0.6	1.5	21	<b>KLIT</b> AC	101.9 2.5kw	20	23	25	19	14	15	51	GOLDEN WEST	DUR	1.7
1.6	1.8	1.5	21	<b>KTNQ</b> Span	1020 50kw	25	10	15	18	25	23	76	HEFTEL	CAB	3.0
0.0	0.0	1.5	21	<b>KWKW</b> Span	1330 5kw	32	35	17	16	16	17	124	LOTUS	LOTU	--
1.0	0.9	1.3	24	<b>KEZY</b> CHR	95.9 2.5kw	19	6	14	23	31	35	41	M.L. MEDIA	--	.4
0.8	1.1	1.3	24	<b>KLAC</b> Ctry	570 5kw	22	31	30	24	23	16	56	MALRITE	EAST	.5
1.5	1.8	1.2	26	<b>KIKF</b> Ctry	94.3 3kw	24	38	28	21	18	18	61	ARIES	--	.8
2.9	1.7	1.1	27	<b>KNAC</b> AOR	105.5 1.05kw	27	9	12	22	33	37	66	FLAGSHIP	K/P	2.2
1.0	0.8	1.0	28	<b>KKGO-FM</b> Jazz	105.1 18kw	26	20	37	38	37	21	55	MT. WILSON FM	CMBS	.9

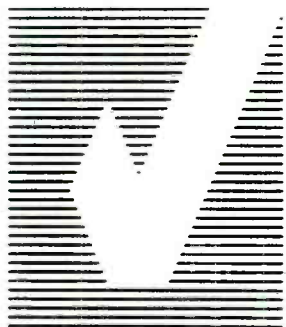
Continued on Page 144

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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+ BRCH SHARE
7.8	8.8	9.9	4.4	13.1	1	WVEE UC	103.3 100kw	4	2	1	1	1	6	129	SUMMIT	MCG	18.6
7.6	9.9	8.1	6.6	8.7	2	WPCH B/EZ	94.9 99kw	5	9	10	7	4	1	88	JACOR	EAST	6.7
10.4	9.2	9.6	9.5	8.6	3	WSB-FM AC	98.5 100kw	1	5	4	2	2	3	70	COX	CHR	7.7
7.8	8.9	9.4	9.5	8.1	4	WAPW CHR	99.7 100kw	3	1	3	5	11	13	77	SUSQUEHANNA	DUR	10.6
7.4	6.4	7.3	5.8	7.6	5	WSB AC	750 50kw	2	12	12	11	8	2	66	COX	CHR	5.7
8.3	6.4	5.8	6.8	7.0	6	WKLS AOR	96.1 99kw	6	3	2	3	5	10	78	GREAT AMERICAN	KATZ	10.1
4.2	5.3	5.2	5.3	5.8	7	WFOX Gold	97.1 97kw	7	4	8	4	3	4	65	SHAMROCK BR.	MMR	5.1
8.2	7.2	8.2	4.6	5.5	8	WYAI/WYAY Ctry	104.1/106. 60kw/99kw	8	6	9	8	6	5	67	NEWCITY	MCG	6.9
6.4	7.7	7.7	7.1	4.7	9	WKHX-FM Ctry	101.5 99kw	11	10	7	9	9	7	78	CAP CITIES/ABC	REP	4.9
5.5	4.9	5.7	6.1	4.7	9	WZGC	92.9 99kw	9	13	5	6	7	11	61	COOK INLET	HNWH	5.1
4.3	5.1	3.3	4.5	3.8	11	WQXI/WSTR AC	790/94.1 5-1kw/10kw	10	8	6	10	10	12	52	JEFFERSON-PILOT	BAN	4.2
2.9	3.1	2.8	3.4	3.7	12	WAOK Rel	1380 5kw	13	7	11	12	13	8	107	SUMMIT	MCG	2.5
2.5	2.5	3.4	2.6	3.5	13	WGST N/T	640 50-1kw	12	14	13	13	12	9	62	JACOR	EAST	2.7
0.6	0.6	0.7	0.5	1.0	14	WCNN News	680 50-10kw	14	16	18	15	14	14	37	RING	HNWH	.7

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	20.0
1 WVEE	1 WVEE	1 WVEE	1 WVEE	1 WVEE	1 WSB-FM	AOR	7.0
2 WKLS	2 WSB-FM	2 WKLS	2 WSB-FM	2 WKLS	2 WVEE	B/EZ	8.7
3 WZGC	3 WAPW	3 WZGC	3 WFOX	3 WFOX	3 WPCH	CHR	8.1
4 WAPW	4 WKLS	4 WSB-FM	4 WAPW	4 WZGC	4 WFOX	Ctry	10.2
5 WKHX-FM	5 WSTR	5 WFOX	5 WPCH	5 WSB-FM	5 WKHX-FM	Gold	10.5
6 WSB-FM	6 WZGC	6 WAPW	6 WSTR	6 WPCH	6 WAOK	N/T	4.5
7 WSTR	7 WFOX	7 WSB	7 WKLS	7 WSB	7 WSTR	Rel/CC	3.7
8 WYAY	8 WAOK	8 WKHX-FM	8 WAOK	8 WGST	8 WYAY	UC	13.1
9 WSB	9 WPCH	9 WPCH	9 WKHX-FM	9 WYAY	9 WAPW		
10 WFOX	10 WKHX-FM	10 WGST	10 WZGC	10 WKHX-FM	10 WSB		



# RANTEL

## Advanced Perceptual Research

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FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
8.7	6.6	7.6	7.3	9.1	1	<b>WXYV</b> UC	102.7 50kw	5	2	2	1	2	6	111	SUMMIT	MCG	11.3
8.7	9.9	8.6	9.1	7.9	2	<b>WLIF</b> B/EZ	101.9 13.5kw	4	14	12	8	5	1	94	INFINITY	CHR	4.5
5.9	7.0	9.6	9.7	7.5	3	<b>WBAL</b> N/T	1090 50kw	2	12	15	10	9	3	79	HEARST	HNWH	5.5
7.0	7.1	7.3	6.1	7.5	3	<b>WWMX</b> AC	106.5 7.4kw	1	9	3	2	1	2	75	CAPITOL BR. CO.	KATZ	6.1
6.0	5.7	6.0	5.2	6.6	5	<b>WBSB</b> CHR	104.3 56kw	3	1	4	5	7	7	71	SCRIPPS HOWARD	BAN	6.7
4.7	6.3	6.7	6.2	6.4	6	<b>WIYY</b> AOR	97.9 13.5kw	6	4	1	3	3	14	82	HEARST	HNWH	8.0
5.8	7.4	6.5	6.4	5.3	7	<b>WPOC</b> Ctry	93.1 16kw	8	16	8	7	6	5	88	NATIONWIDE	BAN	6.3
3.7	3.4	2.8	4.1	5.3	7	<b>WQSR</b> Gold	105.7 50kw	7	11	6	4	4	4	72	SCONNIX	MMR	4.2
4.8	3.6	3.7	3.7	4.1	9	<b>WWIN-A/F</b> UC	1400.95.9 1kw.3kw	9	7	5	6	8	8	84	MEDIACOMM	DUR	5.2
2.3	4.3	2.6	2.9	3.2	10	<b>WCBM</b> N/T	680 10.5kw	14	31	24	20	13	10	107	MANGIONE	KATZ	1.6
2.8	2.8	2.3	2.3	3.1	11	<b>WYST-FM</b> AC	92.3 10kw	10	15	11	9	10	9	62	UNITED	MMR	1.9
3.0	2.6	1.5	1.7	2.0	12	<b>WCAO</b> Ctry	600 5kw	17	22	27	24	18	11	75	SUMMIT	MCG	2.0
2.7	2.5	2.0	3.2	2.0	12	<b>WGRX</b> CR	100.7 16kw	11	8	10	12	12	16	57	SHAMROCK COM.	DUR	3.8
2.3	2.2	2.3	2.7	2.0	12	<b>WHFS</b> AOR	99.1 50kw	16	13	7	11	11	21	73	DUCHOSSOIS	REP	2.9
2.4	2.4	2.1	3.0	1.9	15	<b>WBGR</b> Rel	860 2.5-1kw	20	19	20	16	19	12	95	MORTENSON	ROS	4.1
2.5	2.3	1.6	1.3	1.6	16	<b>WWDC-FM</b> AOR	101.1 22.5kw	12	17	9	13	14	25	45	CAPITOL	CHR	1.4
1.2	1.1	1.2	1.2	1.5	17	<b>WRBS</b> Rel	95.1 50kw	24	24	21	17	16	13	90	PETER & JOHN	--	.8
1.2	1.0	1.3	1.2	1.4	18	<b>WRQX</b> CHR	107.3 36kw	13	3	13	15	20	23	42	CAP CITIES/ABC	KATZ	1.6
1.7	1.2	1.4	1.2	1.2	19	<b>WHUR</b> UC	96.3 24kw	19	20	17	14	15	17	51	HOWARD UNIV.	DUR	1.7
2.1	1.4	1.5	1.5	1.2	19	<b>WITH</b> BBrd	1230 1kw	21	25	31	31	31	18	63	ATLANTIC COAST	K/P	.8
1.4	1.4	1.3	0.8	1.0	21	<b>WEBB</b> UC	1360 5-1.7kw	23	5	16	23	23	30	53	BRUNSON	ROS	1.0
1.4	1.6	2.0	2.7	1.0	21	<b>WPGC</b> CHR	95.5 50kw	18	6	15	18	28	31	43	COOK INLET	BAN	1.9
1.3	0.9	0.9	0.8	1.0	21	<b>WTOP</b> News	1500 50kw	15	30	25	22	19	16	36	OUTLET	CBS	1.0

Continued on Page 144



# RANTEL

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## Advanced Perceptual Research

Laurel, Maryland · 301-490-8700



FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
7.2	7.7	6.5	6.6	6.6	1	WRKO N-T	680 50kw	9	14	21	12	8	1	94	ATLANTIC VEN.	REP	5.7
5.9	7.1	7.7	8.0	6.2	2	WXKS-FM CHR	107.9 23.5kw	1	2	1	1	4	10	66	PYRAMID	MMR	9.4
7.4	6.6	5.9	5.4	5.9	3	WBZ AC	1030 50kw	3	18	22	7	5	2	76	GROUP W	G/W	6.8
5.0	5.7	6.6	5.6	5.5	4	WZOU CHR	94.5 11.5kw	2	1	3	5	10	17	60	ARDMAN	EAST	8.9
4.8	5.1	5.8	5.5	5.3	5	WBCN AOR	104.1 19kw	5	8	2	2	2	11	70	INFINITY	TOR	8.2
5.4	5.4	6.3	5.2	5.1	6	WJIB B-EZ	96.9 12.5kw	10	19	16	18	11	4	82	EMMIS	MCG	3.8
5.2	4.7	3.7	4.8	5.1	6	WODS Gold	103.3 16kw	7	4	9	3	1	3	70	CBS	CBS	3.8
5.2	4.4	4.6	4.4	4.7	8	WHDH Talk	850 50kw	6	20	15	13	7	5	62	NEW ENGLAND TV	DUR	4.3
3.6	3.7	4.7	4.5	4.6	9	WMJX AC	106.7 24.5kw	8	6	4	4	3	8	64	GREATER MEDIA	MCG	3.1
4.2	4.0	3.6	3.8	4.5	10	WEEI News	590 5kw	4	21	17	17	13	7	59	BOSTON CELTICS	--	3.0
3.6	4.3	3.9	4.6	3.5	11	WSSH AC	99.5 32kw	12	16	13	10	9	6	65	NOBLE	HNWH	3.4
4.8	4.2	3.6	3.5	3.1	12	WZLX CR	100.7 20kw	11	7	5	6	6	14	58	COOK INLET	CHR	4.2
2.6	2.4	2.1	2.1	2.5	13	WILD UC	1090 5kw	22	11	6	9	15	15	158	NASH	ROS	1.9
2.5	2.4	2.4	2.4	2.3	14	WVBF AC	105.7 14kw	14	13	11	8	12	13	65	FAIRBANKS	BAN	3.0
3.2	3.1	3.0	2.8	2.2	15	WROR AC	98.5 8.1kw	13	15	12	11	14	12	43	ATLANTIC VENT	REP	2.6
1.8	2.5	1.9	1.7	2.1	16	WCRB Clas	102.5 15kw	16	24	20	20	18	9	62	CHARLES RIVER	CMBS	1.5
1.1	0.8	1.9	1.2	2.1	16	WPLM-FM BBnd	99.1 50kw	20	22	30	34	31	19	100	PLYMOUTH ROCK	--	1.8
1.5	1.9	1.4	1.9	1.9	18	WCGY AOR	93.7 50kw	18	5	8	15	19	21	71	CURT GOWDY	K/P	2.2
1.4	1.8	2.2	1.9	1.9	18	WFNX NR	101.7 3kw	19	12	7	14	17	22	71	MCC	--	1.1
2.1	1.5	0.9	1.2	1.8	20	WAAF CHR	107.3 18.5kw	15	3	10	19	21	28	52	NEWCITY	KATZ	3.3
2.4	2.4	1.3	2.2	1.6	21	WBOS CR	92.9 17kw	17	26	14	16	16	16	55	ACKERLEY	KATZ	2.0
1.3	1.0	2.1	2.1	1.4	22	WXKS BBnd	1430 5kw	21	30	31	30	27	18	83	PYRAMID	MMR	.8

Continued on Page 144

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**#20**

# ANAHEIM-SANTA ANA

POPULATION: 1,935,200

Continued from Page 140

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KQLZ	1 KIIS-FM	1 KLOS	1 KIIS-FM	1 KLOS	1 KBIG	AC 16.6
2 KLOS	2 KOST	2 KQLZ	2 KOST	2 KABC	2 KIIS-FM	AOR 8.9
3 KROQ	3 KQLZ	3 KPWR	3 KBIG	3 KRTH-FM	3 KTWV	BBnd 2.2
4 KPWR	4 KLOS	4 KLSX	4 KTWV	4 KQLZ	4 KOST	CHR 18.4
5 KLSX	5 KBIG	5 KROQ	5 KLOS	5 KTWV	5 KLOS	Ctry 4.3
6 KIIS-FM	6 KPWR	6 KTWV	6 KQLZ	6 KLSX	6 KLSX	Gold 9.5
7 KOST	7 KLSX	7 KBIG	7 KLSX	7 KNX	7 KRTH-FM	Jazz 1.0
8 KBIG	8 KTWV	8 KIIS-FM	8 KRTH-FM	8 KBIG	8 KLIT	NAC 4.2
9 KNAC	9 KLVE	9 KOST	9 KPWR	9 KOST	9 KODJ	N/T 13.0
10 KRTH-FM	10 KWIZ	10 KRTH-FM	10 KWIZ	10 KPWR	10 KWIZ	Span 4.7

**#17**

# BALTIMORE

POPULATION: 2,006,100

Continued from Page 142

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WIYY	1 WXYV	1 WIYY	1 WWMX	1 WIYY	1 WWMX	AC 10.6
2 WXYV	2 WWMX	2 WXYV	2 WXYV	2 WQSR	2 WXYV	AOR 10.0
3 WBSB	3 WIYY	3 WQSR	3 WBSB	3 WWMX	3 WLIF	BBnd 1.2
4 WWDC-FM	4 WBSB	4 WWMX	4 WIYY	4 WXYV	4 WQSR	B/EZ 7.9
5 WWMX	5 WYST	5 WBSB	5 WQSR	5 WPOC	5 WBSB	CHR 9.0
6 WHFS	6 WQSR	6 WPOC	6 WYST-FM	6 WBAL	6 WYST-FM	Ctry 7.3
7 WGRX	7 WPOC	7 WBAL	7 WLIF	7 WLIF	7 WIYY	Gold 7.3
8 WQSR	8 WWIN	8 WWDC-FM	8 WPOC	8 WBSB	8 WPOC	N/T 11.7
9 WPOC	9 WWIN-FM	9 WGRX	9 WWIN	9 WWIN-FM	9 WBAL	Rel/CC 3.4
10 WWIN-FM	10 WLIF	10 WHFS	10 WWIN-FM	10 WYST-FM	10 WWIN	UC 15.4

**#8**

# BOSTON

POPULATION: 3,184,100

Continued from Page 143

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 WODS	AC 18.5
2 WXKS-FM	2 WZOU	2 WZLX	2 WMJX	2 WODS	2 WMJX	AOR 9.1
3 WZLX	3 WMJX	3 WODS	3 WZOU	3 WZLX	3 WXKS-FM	BBnd 3.5
4 WZOU	4 WBCN	4 WXKS-FM	4 WODS	4 WRKO	4 WSSH	B/EZ 5.1
5 WCGY	5 WILD	5 WZOU	5 WBCN	5 WHDH	5 WBZ	CHR 13.5
6 WMJX	6 WZLX	6 WRKO	6 WSSH	6 WBZ	6 WZOU	Clas 2.1
7 WFNX	7 WVBF	7 WCGY	7 WILD	7 WMJX	7 WVBF	Gold 9.8
8 WAAF	8 WFNX	8 WHDH	8 WROR	8 WXKS-FM	8 WBCN	N/T 15.8
9 WODS	9 WROR	9 WMJX	9 WVBF	9 WEEI	9 WROR	UC 2.5
10 WILD	10 WSSH	10 WBZ	10 WBZ	10 WJIB	10 WJIB	

POPULATION: 995,600

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
10.8	9.1	7.9	6.8	10.7	1	<b>WBEN</b> AC	930 5kw	1	7	9	7	4	2	64	ALGONQUIN	EAST	7.2
6.0	7.4	9.4	7.6	9.1	2	<b>WGR-FM</b> AOR	96.9 12.5kw	6	3	1	1	2	10	99	RICH	KATZ	10.1
9.2	11.0	9.5	11.3	9.1	2	<b>WKSE</b> CHR	98.5 46kw	2	1	2	2	5	7	70	PRICE	HNWH	12.0
10.7	10.0	8.5	8.8	8.8	4	<b>WYRK</b> Ctry	106.5 50kw	7	8	7	5	1	1	102	STONER	MCG	6.1
9.7	9.3	11.2	9.1	7.9	5	<b>WJYE</b> AC	96.1 50kw	5	23	6	8	7	3	80	WILLIAMS	HNWH	8.8
4.4	5.7	5.6	6.8	6.1	6	<b>WHTT-A/F</b> Gold	1120/104.1 1kw/50kw	6	5	5	3	3	4	65	PYRAMID	MMR	7.0
8.9	6.8	8.6	6.3	5.4	7	<b>WBUF</b> AC	92.9 91kw	9	9	8	6	6	5	82	LINCOLN GROUP	MCG	4.0
5.1	4.5	4.2	5.9	5.1	8	<b>WMJQ</b> CHR	102.5 105kw	3	2	4	9	10	11	50	ALGONQUIN	EAST	5.7
3.4	3.7	2.9	4.4	4.9	9	<b>WUFX</b> CR	103.3 49kw	8	6	3	4	8	15	64	METROPLEX	TOR	6.0
6.6	4.8	5.7	6.6	4.7	10	<b>WBLK</b> UC	93.7 50kw	11	4	10	10	9	6	87	WBLK, INC.	DUR	6.5
3.0	4.2	1.6	4.0	3.5	11	<b>WGR</b> N/T	550 5kw	10	16	11	11	11	8	56	RICH	KATZ	2.5
5.7	5.7	5.8	3.8	3.2	12	<b>WECK</b> BBnd	1230 1kw	12	14	19	19	18	9	85	QUID MEDIA	HNWH	3.1
1.6	1.2	1.7	1.0	1.9	13	<b>WWKB</b> Talk	1520 50kw	13	15	12	13	12	12	65	PRICE	HNWH	2.4
0.0	0.4	1.1	1.2	1.6	14	<b>CJFT</b> Nost	530 25kw	19	18	23	21	20	18	119	FORT COMM.	A-C	.6
1.0	1.0	1.5	1.0	1.5	15	<b>WDCX</b> Rel	99.5 110kw	14	24	16	14	14	13	62	CRAWFORD	--	1.4
0.3	1.1	0.6	1.4	1.3	16	<b>WBMW</b> NAC	107.7 11.5kw	15	13	15	15	13	14	64	CASCIANI	--	1.5
0.5	0.7	0.9	0.8	1.2	17	<b>WUFO</b> UC	1080 1kw	17	11	13	12	15	16	64	SHERIDAN	ROS	1.3
0.5	0.5	0.7	0.7	1.2	18	<b>WXRL</b> Ctry	1300 2.4-2.5kw	16	12	24	23	21	20	60	DOME	--	.6

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	24.0
1 WGR-FM	1 WKSE	1 WGR-FM	1 WKSE	1 WGR-FM	1 WKSE	AOR	9.1
2 WUFX	2 WGR-FM	2 WUFX	2 WBUF	2 WYRK	2 WBUF	BBnd	4.8
3 WKSE	3 WMJQ	3 WHTT-FM	3 WGR-FM	3 WBEN	3 WJYE	CHR	14.2
4 WBEN	4 WBUF	4 WBEN	4 WJYE	4 WHTT-FM	4 WYRK	Ctry	10.0
5 WMJQ	5 WHTT-FM	5 WYRK	5 WHTT-FM	5 WUFX	5 WHTT-FM	Gold	11.0
6 WJYE	6 WJYE	6 WKSE	6 WYRK	6 WBUF	6 WBEN	NAC	1.3
7 WYRK	7 WBLK	7 WJYE	7 WMJQ	7 WJYE	7 WBLK	N/T	5.4
8 WHTT-FM	8 WUFX	8 WMJQ	8 WBLK	8 WKSE	8 WGR-FM	Rel/CC	1.5
9 WGR	9 WYRK	9 WBUF	9 WBEN	9 WMJQ	9 WMJQ	UC	5.9
10 WBUF	10 WBEN	10 WGR	10 WUFX	10 WBLK	10 WUFX		

POPULATION: 930,900

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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+ BRCH SHARE
15.6	12.7	14.4	9.1	15.4	1	<b>WSOC-FM</b> Ctry	103.7 100kw	1	6	6	1	1	1	99	COX	CHR	14.4
9.9	10.7	10.6	11.4	9.5	2	<b>WPEG</b> UC	97.9 50kw	6	2	1	3	3	5	114	DORTON	HNWH	13.2
6.0	5.8	7.2	5.6	9.0	3	<b>WBT</b> AC	1110 50kw	3	15	11	9	6	2	90	JEFFERSON-PILOT	BAN	5.1
8.4	8.2	8.5	8.7	8.0	4	<b>WCKZ</b> CHR	101.9 99kw	2	1	4	5	9	9	79	BEASLEY	DUR	12.8
6.9	7.3	7.2	7.5	7.9	5	<b>WRFX</b> AOR	99.7 100kw	4	8	2	2	2	7	83	PYRAMID	MCG	8.9
4.6	5.7	7.2	6.6	6.3	6	<b>WMXC</b> AC	104.7 100kw	5	7	3	4	4	6	75	EZ	MMR	6.3
5.7	5.8	5.3	6.0	5.5	7	<b>WEZC</b> B/EZ	102.9 31kw	8	12	8	6	5	3	76	KEYMARKET	CBS	3.3
4.7	5.0	3.8	3.8	4.8	8	<b>WBT-FM</b> CHR	107.9 98kw	7	4	5	7	8	11	59	JEFFERSON-PILOT	BAN	4.0
4.8	3.9	3.6	4.5	4.8	8	<b>WWMG</b> AC	96.1 99kw	10	11	9	8	7	4	77	VOYAGER	EAST	5.8
4.7	5.3	4.9	5.6	4.3	10	<b>WROQ</b> CHR	95.1 100kw	9	3	7	10	11	14	60	TENORE	REP	5.4
5.6	6.1	5.3	6.2	3.7	11	<b>WLVK</b> Ctry	96.9 100kw	11	10	10	11	10	8	63	CAPITOL BR CRP	REP	2.9
1.4	0.9	1.3	1.0	1.4	12	<b>WGIV</b> Gold	1600 1-.5kw	12	16	14	13	16	10	66	DORTON	HNWH	1.0
0.5	0.6	0.6	0.3	1.2	13	<b>WXRC</b> AOR	95.7 100kw	16	9	12	12	12	20	61	LONG FAMILY	--	1.5
1.7	1.8	1.0	1.0	1.1	14	<b>WFGW/WMIT</b> Rel	1010/106.9 50kw/36kw	15	23	19	16	13	12	52	BLUE RIDGE	--	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 WRFX	1 WPEG	1 WRFX	1 WSOC-FM	1 WSOC-FM	1 WSOC-FM	AC	20.1
2 WPEG	2 WMXC	2 WSOC-FM	2 WPEG	2 WRFX	2 WMXC	AOR	9.1
3 WCKZ	3 WRFX	3 WPEG	3 WMXC	3 WWMG	3 WPEG	B/EZ	5.5
4 WROQ	4 WBT-FM	4 WWMG	4 WRFX	4 WBT	4 WEZC	CHR	17.1
5 WSOC-FM	5 WCKZ	5 WBT	5 WEZC	5 WPEG	5 WRFX	Ctry	19.1
6 WBT-FM	6 WSOC-FM	6 WMXC	6 WCKZ	6 WEZC	6 WBT	Gold	1.4
7 WMXC	7 WROQ	7 WCKZ	7 WBT-FM	7 WMXC	7 WBT-FM	Rel/CC	1.1
8 WWMG	8 WEZC	8 WBT-FM	8 WROQ	8 WBT-FM	8 WWMG	UC	9.5
9 WEZC	9 WLVK	9 WROQ	9 WLVK	9 WCKZ	9 WCKZ		
10 WBT	10 WWMG	10 WEZC	10 WBT	10 WLVK	10 WLVK		



# RANTEL

## Advanced Perceptual Research

Laurel, Maryland · 301-490-8700

POPULATION: 6,744,900

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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+ BICBY SHARE	
8.6	9.5	9.1	9.3	10.7	1	WGN AC	720 50kw	1	11	19	6	1	1	88	TRIBUNE	CHR	8.7
6.7	7.4	6.2	6.7	7.3	2	WGCI-FM UC	107.5 33kw	3	2	1	1	3	6	97	GANNETT	MOG	9.4
4.2	6.0	4.7	4.9	5.1	3	WVAZ UC	102.7 6kw	11	5	3	2	2	5	97	BR. PARTNERS	DUR	6.1
6.0	4.8	5.3	5.5	4.9	4	WBBM News	780 50kw	2	10	17	17	14	3	54	CBS	CBS	5.1
4.3	4.8	4.8	4.4	4.1	5	WLUP-FM AOR	97.9 6kw	6	6	2	3	6	20	63	EVERGREEN	MMR	5.8
3.2	3.8	4.1	3.6	4.0	6	WBBM-FM CHR	96.3 6.3kw	4	3	7	8	17	17	53	CBS	CBS	5.5
4.0	3.6	4.4	3.7	3.8	7	WYZZ CHR	94.7 4.4kw	5	1	8	14	19	23	56	CAP CITIES/ABC	BAN	4.6
2.8	3.1	2.5	3.5	3.7	8	WLUP Talk	1000 50kw	17	12	6	4	5	12	95	EVERGREEN	MMR	2.6
6.1	5.1	4.5	4.1	3.7	8	WXEZ-A/F B/EZ	820/100.3 5.1kw/6kw	12	31	20	16	12	2	79	CENTURY	REP	2.2
3.0	3.4	2.7	3.7	3.5	10	WUSN Ctry	99.5 6.3kw	13	17	15	15	11	4	81	COOK INLET	MMR	3.8
4.3	4.0	4.1	3.8	3.4	11	WCKG CR	105.9 4.1kw	8	4	4	7	15	21	56	COX	KATZ	5.1
2.4	2.7	2.7	2.3	3.4	11	WXRT AOR	93.1 6.7kw	15	13	5	5	4	14	87	DANIEL LEE	CBS	3.1
2.3	2.7	3.0	2.6	3.2	13	WJJD Nost	1160 50kw	20	35	26	26	24	11	94	INFINITY	KATZ	2.3
4.2	3.4	2.8	3.5	3.1	14	WJMK Gold	104.3 4kw	9	8	14	11	8	7	54	INFINITY	KATZ	2.8
4.1	3.1	4.0	4.4	3.1	14	WKQX CHR	101.1 6kw	7	7	10	10	10	10	51	EMMIS	HNWH	3.4
3.0	2.7	2.6	2.6	3.1	14	WTMX AC	101.9 4.2kw	14	21	9	9	7	8	72	BONNEVILLE INT	MOG	2.2
3.2	3.6	3.0	2.0	2.8	17	WLIT AC	93.9 4kw	18	14	12	12	9	9	79	VIACOM	CHR	1.8
2.5	1.3	2.3	2.1	2.3	18	WNUA NAC	95.5 8.3kw	19	23	11	13	13	15	65	PYRAMID	DUR	2.4
1.4	1.6	1.8	1.8	2.1	19	WMAQ News	670 50kw	10	26	23	22	20	16	40	GROUP W	G/W	2.2
1.8	1.9	2.0	1.6	1.8	20	WFYR Gold	103.5 4.3kw	16	18	13	18	16	19	46	SUMMIT	REP	2.0
1.4	1.3	1.2	1.3	1.8	20	WNIB Clas	97.1 8.4kw	21	22	24	20	18	13	69	NO. ILLINOIS	CMBS	.9
1.6	1.6	1.6	1.4	1.4	22	WLS Talk	890 50kw	23	28	27	25	23	18	61	CAP CITIES/ABC	BAN	1.3
0.8	0.5	1.0	1.4	1.2	23	WIND Span	560 5kw	27	9	18	21	22	24	101	TICHENOR MEDIA	KATZ	.6
1.2	1.6	1.7	1.9	1.2	23	WOJO Span	105.1 6kw	24	20	16	19	21	25	82	TICHENOR MEDIA	KT-H	1.3
1.3	1.2	1.4	1.3	1.1	25	WFMT Clas	98.7 15.5kw	22	30	29	27	26	22	45	CHICAGO EDUC.	HNWH	1.1

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WLUP-FM	1 WGCI-FM	1 WLUP	1 WGCI-FM	1 WGN	1 WVAZ
2 WGCI-FM	2 WVAZ	2 WLUP-FM	2 WVAZ	2 WLUP	2 WGCI-FM
3 WLUP	3 WLUP-FM	3 WGCI-FM	3 WTMX	3 WXRT	3 WGN
4 WXRT	4 WBBM-FM	4 WXRT	4 WKQX	4 WLUP-FM	4 WTMX
5 WCKG	5 WCKG	5 WGN	5 WBBM-FM	5 WVAZ	5 WKQX
6 WVAZ	6 WTMX	6 WVAZ	6 WLUP-FM	6 WJMK	6 WLIT
7 WBBM-FM	7 WKQX	7 WCKG	7 WCKG	7 WGCI-FM	7 WXEZ-FM
8 WNUA	8 WXRT	8 WNUA	8 WGN	8 WNUA	8 WUSN
9 WYZZ	9 WYZZ	9 WJMK	9 WLIT	9 WBBM	9 WJMK
10 WLIT	10 WUSN	10 WBBM	10 WUSN	10 WLIT	10 WCKG

AC	16.6
AOR	7.5
BBnd	3.2
B/EZ	3.7
CHR	10.9
Clas	2.9
Ctry	3.5
Gold	8.3
NAC	2.3
N/T	12.1
Span	2.4
UC	12.4

POPULATION: 1,183,200

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
9.2	9.4	10.6	9.7	10.5	1	<b>WKQR</b> CHR	101.9 16kw	1	1	2	2	5	10	76	GREAT AMERICAN	KATZ	12.0
10.7	11.9	10.2	11.9	10.3	2	<b>WEBN</b> AOR	102.7 16.5kw	3	2	1	1	1	6	83	JACOR	EAST	15.4
9.0	9.2	7.1	5.6	8.6	3	<b>WWEZ</b> B/EZ	92.5 16kw	5	19	11	8	4	1	97	FEDERATED MEDIA	MCG	4.3
8.5	8.8	12.0	13.4	8.4	4	<b>WLW</b> AC	700 50kw	2	7	8	6	2	2	66	JACOR	EAST	8.1
4.6	6.6	5.0	4.1	6.1	5	<b>WKRC</b> AC	550 5.1kw	4	8	12	10	9	3	56	GREAT AMERICAN	KATZ	5.0
3.1	3.5	4.0	4.4	5.9	6	<b>WIZF</b> UC	100.9 1.25kw	12	3	4	5	8	11	123	INTER-URBAN	BAN	3.6
5.6	6.6	6.2	5.6	5.7	7	<b>WWNK</b> AC	94.1 32kw	7	5	5	4	3	7	73	BOOTH AMERICAN	MMR	6.4
5.5	4.6	6.0	5.9	5.4	8	<b>WOFX</b> CR	94.9 31kw	6	6	3	3	7	13	62	HOKER	MMR	6.0
6.4	4.6	4.8	5.3	5.2	9	<b>WUBE</b> Ctry	105.1 11kw	10	11	10	11	10	4	90	AMERICAN MEDIA	CHR	7.2
5.7	4.9	3.8	3.0	4.8	10	<b>WCKY</b> N/T	1530 50kw	9	12	14	13	13	8	75	FEDERATED MEDIA	MCG	3.8
6.1	5.3	6.1	5.3	4.7	11	<b>WRRM</b> AC	98.5 17.5kw	8	10	7	7	6	5	70	SUSQUEHANNA	CHR	4.8
3.7	3.9	4.3	4.5	3.8	12	<b>WBLZ</b> UC	103.5 19.5kw	11	4	6	9	11	15	73	DALTON	REP	5.7
1.2	0.9	1.9	1.8	3.0	13	<b>WMLX</b> Nost	1180 1kw	15	24	24	18	15	9	156	HOKER	MMR	1.5
2.7	2.7	2.8	2.5	2.5	14	<b>WBVE</b> Ctry	96.5 19.5kw	13	21	9	12	12	12	62	ENTERTAINMENT	EAST	2.3
1.4	1.3	0.6	1.3	1.2	15	<b>WNOP</b> Jazz	740 1kw	25	25	25	23	19	16	193	ALBERT BONTZ	--	.1
1.7	1.6	1.2	1.4	1.2	15	<b>WSAI</b> Gold	1360 5kw	14	16	23	14	14	14	53	BOOTH AMERICAN	MMR	1.9

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WEBN	1 WKQR	1 WEBN	1 WKQR	1 WEBN	1 WRRM	AC	24.9
2 WKQR	2 WEBN	2 WLW	2 WRRM	2 WLW	2 WWNK	AOR	10.3
3 WOFX	3 WRRM	3 WOFX	3 WWNK	3 WOFX	3 WWEZ	BBnd	3.0
4 WIZF	4 WWNK	4 WKQR	4 WEBN	4 WKRC	4 WKQR	B/EZ	8.6
5 WWNK	5 WOFX	5 WIZF	5 WIZF	5 WWNK	5 WIZF	CHR	10.5
6 WLW	6 WIZF	6 WWNK	6 WWEZ	6 WWEZ	6 WEBN	Ctry	7.7
7 WBLZ	7 WKRC	7 WCKY	7 WOFX	7 WIZF	7 WKRC	Gold	6.6
8 WUBE	8 WBVE	8 WUBE	8 WBLZ	8 WKQR	8 WOFX	Jazz	1.2
9 WOXY	9 WWEZ	9 WBLZ	9 WKRC	9 WUBE	9 WUBE	N/T	4.8
10 WKRC	10 WLW	10 WWEZ	10 WLW	10 WBLZ	10 WLW	UC	9.7

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
6.6	6.2	6.6	5.6	8.5	1	WDOK AC	102.1 12kw	2	12	7	5	1	1	81	INDEPENDENT GR	REP	6.4
9.6	10.2	10.7	7.6	8.2	2	WMMS CHR	100.7 34kw	1	4	1	1	4	8	73	MALRITE	KATZ	12.5
8.3	7.3	9.0	8.8	7.9	3	WLTF AC	106.5 11kw	3	5	4	2	2	2	77	BOOTH AMERICAN	CHR	9.0
7.3	7.2	6.4	6.4	7.2	4	WZAK UC	93.1 27.5kw	10	2	3	6	6	9	106	ZAPIS	DUR	10.3
6.1	6.3	6.9	9.0	6.8	5	WMJI AC	105.7 27kw	4	7	5	3	3	3	71	JACOR	ER	5.6
6.6	5.1	7.3	7.6	6.1	6	WNCX CR	98.5 16kw	8	10	2	4	5	13	80	METROPLEX/ROB	MCG	6.1
7.7	9.7	6.9	7.0	5.9	7	WQAL B/EZ	104.1 11kw	9	13	13	12	8	5	80	WIN	CHR	4.3
5.2	5.5	6.1	4.8	5.4	8	WGAR-A/F Ctry	1220/99.5 50kw/50kw	7	16	8	7	7	4	79	NATIONWIDE	HNWH	6.9
3.1	3.8	3.4	5.6	5.4	8	WPHR CHR	107.9 70kw	6	1	6	7	12	16	67	ARDMAN	REP	6.8
5.5	4.5	4.5	4.4	4.8	10	WRMR B/EZ	850 10-5kw	11	18	21	16	13	6	97	BOOTH AMERICAN	CHR	3.2
4.9	4.6	4.6	5.5	4.6	11	WWWE N/T	1100	5	11	12	10	9	7	52	INDEPENDENT GR	REP	4.0
2.7	3.0	2.1	1.6	2.6	12	WCLV Clas	95.5 31kw	15	17	16	14	14	14	72	RADIO SEAWAY	CMBS	1.5
1.3	1.4	1.9	2.3	2.6	12	WJMO UC	1490 1kw	16	15	9	9	10	12	80	UNITED	MMR	1.3
3.2	3.4	2.6	2.5	2.4	14	WERE N/T	1300 5kw	13	20	20	17	15	10	53	METROPLEX/ROB	MCG	2.6
2.9	2.9	3.1	2.5	2.2	15	WRQC CHR	92.3 27kw	12	3	10	13	16	19	46	UNITED	MMR	3.0
3.1	2.7	2.4	2.9	2.1	16	WNWV NAC	107.3 50kw	14	19	11	11	11	11	51	ELYRIA-LORAIN	TOR	3.9
0.7	0.9	0.9	0.9	1.5	17	WHK N/T	1420 5kw	18	8	19	21	18	18	55	MALRITE	KATZ	.9
1.1	0.4	0.9	1.8	1.2	18	WABQ Rel	1540 1kw	22	9	17	19	17	15	98	WABQ, INC	U/BR	.3
1.6	0.8	0.5	0.3	1.0	19	WEOL N/T	930 1kw	21	21	24	22	22	17	76	ELYRIA-LORAIN	TOR	.4
1.1	0.7	1.2	1.0	1.0	19	WKDD CHR	96.5 50kw	17	6	14	15	20	21	33	BARNSTABLE	KATZ	1.2

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	23.2
1 WNCX	1 WZAK	1 WMMS	1 WLTF	1 WMMS	1 WLTF	B/EZ	10.7
2 WMMS	2 WLTF	2 WNCX	2 WDOK	2 WNCX	2 WDOK	CHR	16.8
3 WZAK	3 WMMS	3 WMJI	3 WZAK	3 WMJI	3 WMJI	Clas	2.6
4 WMJI	4 WPHR	4 WZAK	4 WMJI	4 WDOK	4 WZAK	Ctry	5.4
5 WLTF	5 WDOK	5 WDOK	5 WMMS	5 WLTF	5 WMMS	Gold	6.1
6 WPHR	6 WMJI	6 WLTF	6 WPHR	6 WZAK	6 WGAR-FM	NAC	2.1
7 WWWE	7 WNCX	7 WWWE	7 WGAR-FM	7 WGAR-FM	7 WQAL	N/T	9.5
8 WRQC	8 WJMO	8 WGAR-FM	8 WNCX	8 WWWE	8 WJMO	Rel/CC	1.2
9 WJMO	9 WGAR-FM	9 WPHR	9 WJMO	9 WNWV	9 WPHR	UC	9.8
10 WGAR-FM	10 WNWV	10 WNWV	10 WNWV	10 WQAL	10 WNCX		

POPULATION: 1,106,200

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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+ BRCH SHARE
12.4	13.6	16.0	13.7	13.9	1	WNCI CHR	97.9 175kw	1	1	1	1	1	5	86	NATIONWIDE	MMR	14.5
11.1	10.3	10.8	10.6	10.3	2	WSNY AC	94.7 22kw	2	5	2	2	1	2	72	SAGA	MCG	11.8
8.3	6.8	7.0	7.1	9.7	3	WTVN AC	610 5kw	5	8	10	6	3	1	101	GREAT AMERICAN	KATZ	7.2
5.9	6.5	5.4	7.6	8.5	4	WXGT CHR	92.3 22kw	3	2	3	3	7	14	79	GREAT TRAILS	CHR	9.9
8.1	8.0	7.6	7.2	6.5	5	WBNS-FM B/EZ	97.1 20.5kw	7	11	13	9	8	3	86	RADIOHIO, INC.	BAN	3.4
4.3	6.6	5.6	5.6	6.0	6	WHOK Ctry	95.5 50kw	8	10	7	7	4	4	92	WHOK, INC.	CHR	5.3
9.8	9.1	9.6	7.3	5.8	7	WLVO AOR	96.3 18kw	4	4	4	4	5	10	60	GREAT AMERICAN	KATZ	8.1
5.0	4.1	5.2	5.1	4.7	8	WMGG CR	99.7 20kw	6	7	5	5	6	7	60	NORTH AMERICAN	TOR	5.8
4.1	4.4	3.9	4.7	3.6	9	WVKO UC	1580 1.25kw	11	3	6	8	10	13	88	SAGA	MCG	6.4
2.5	2.7	2.6	2.5	2.8	10	WMNI Ctry	920 1.5kw	12	20	12	11	11	6	88	NORTH AMERICAN	TOR	1.8
2.6	1.4	1.0	0.9	2.5	11	WBNS AC	1460 5.1kw	9	12	15	13	14	3	41	RADIOHIO, INC.	BAN	1.3
3.3	3.5	1.9	2.8	2.3	12	WCOL BBnd	1230 1kw	15	24	24	21	20	12	78	GREAT TRAILS	CHR	1.4
2.1	2.6	2.0	1.5	2.3	12	WXLE Gold	103.1 3kw	10	17	8	10	9	9	52	BLACK RIVER	DUR	2.1
1.8	1.5	2.1	1.6	1.6	14	WBBY Jazz	103.9 2.6kw	13	15	14	14	13	11	51	MID-OHIO	--	1.9
0.0	0.0	0.0	1.8	1.6	14	WXXM AC	98.9 3kw	14	18	9	12	12	17	55	TWIN RIVERS	REP	1.5
1.8	1.3	2.0	2.6	1.5	16	WLW AC	700 50kw	16	21	18	16	16	15	52	JACOR	EAST	1.3
0.7	1.1	0.7	0.0	1.1	17	WCLT-FM AC	100.3 50kw	18	16	16	17	15	16	71	WCLT INC.	--	.3
1.5	2.1	1.0	1.6	1.1	18	WCKX UC	106.3 3kw	17	6	11	15	17	24	42	WCKX ENTER.	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	26.7
1 WXGT	1 WNCI	1 WXGT	1 WNCI	1 WNCI	1 WSNY	AOR	5.8
2 WLVO	2 WSNY	2 WNCI	2 WSNY	2 WSNY	2 WNCI	BBnd	2.3
3 WNCI	3 WXGT	3 WLVO	3 WXGT	3 WTVN	3 WTVN	B/EZ	6.5
4 WMGG	4 WLVO	4 WMGG	4 WHOK	4 WLVO	4 WHOK	CHR	22.4
5 WSNY	5 WVKO	5 WSNY	5 WVKO	5 WMGG	5 WLVO	Ctry	8.8
6 WHOK	6 WMGG	6 WTVN	6 WTVN	6 WXGT	6 WBNS-FM	Gold	7.0
7 WTVN	7 WHOK	7 WHOK	7 WLVO	7 WHOK	7 WMGG	Jazz	1.6
8 WXXM	8 WXLE	8 WBNS-FM	8 WMGG	8 WBNS-FM	8 WVKO	UC	4.7
9 WLX	9 WXXM	9 WXLE	9 WLX	9 WLX	9 WXGT		
10 WCKX	10 WCKX	10 WVKO	10 WBNS-FM	10 WMNI	10 WLX		



POPULATION: 3,184,300

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
8.1	8.7	8.4	7.9	10.2	1	<b>KVIL-A/F</b> AC	1150/103.7 1/100kw	2	17	1	1	1	1	108	INFINITY	TOR	7.9
7.4	6.7	6.9	6.6	7.6	2	<b>KSCS</b> Ctry	96.3 99kw	2	6	6	2	2	2	81	CAP CITIES/ABC	BAN	8.0
5.9	4.8	4.3	5.3	6.3	3	<b>KRLD</b> News	1080 50kw	1	12	16	7	4	3	54	COMMAND	CBS	4.2
6.5	6.6	7.3	5.5	6.1	4	<b>KPLX</b> Ctry	99.5 100kw	4	11	3	3	3	5	74	SUSQUEHANNA	EAST	7.1
7.2	8.5	5.9	5.6	5.4	5	<b>KKDA-FM</b> UC	104.5 98kw	9	3	2	4	6	11	93	REPUBLIC	KATZ	7.3
4.7	3.4	4.3	5.4	4.7	6	<b>KJMZ</b> CHR	100.3 89kw	6	1	7	9	17	19	66	SUMMIT	MCG	6.3
6.2	5.1	6.6	7.3	4.4	7	<b>WBAP</b> Ctry	820 50kw	8	18	22	15	8	4	63	CAP CITIES/ABC	BAN	4.0
1.6	4.4	4.0	4.3	4.0	8	<b>KMEZ</b> B/EZ	107.5 25kw	16	29	19	19	15	6	94	GILMORE	MCG	2.7
3.3	2.6	2.7	2.6	3.5	9	<b>KLIF</b> N/T	1190 50kw	15	22	18	16	10	7	82	SUSQUEHANNA	EAST	1.6
4.5	4.5	4.4	4.0	3.4	10	<b>KEGL</b> CHR	97.1 97kw	5	4	5	8	16	28	45	SANDUSKY	TOR	5.0
3.4	3.6	3.6	3.8	3.4	10	<b>KTXQ</b> AOR	102.1 100kw	10	9	4	5	9	18	60	CBS	CBS	4.6
2.6	2.3	3.3	3.4	3.3	12	<b>KOAI</b> NAC	106.1 100kw	12	15	9	6	5	10	67	GANNETT	HNWH	3.8
5.0	4.8	4.3	4.2	3.2	13	<b>KHYI</b> CHR	94.9 33kw	7	2	13	17	18	20	45	EVERGREEN	MMR	5.2
3.4	3.8	3.1	3.4	3.1	14	<b>KLUV</b> Gold	98.7 98kw	11	10	15	10	7	8	56	TK	MMR	2.6
2.8	3.7	2.8	2.7	3.0	15	<b>KQZY</b> AC	105.3 100kw	14	13	14	13	13	9	67	GROUP W	G/W	2.3
2.7	2.4	2.8	3.5	2.9	16	<b>KLTY</b> CC	94.1 100kw	20	5	12	14	11	15	88	MARK RODRIGUEZ	HNWH	3.3
2.5	2.3	2.3	2.8	2.6	17	<b>KMGC</b> AC	102.9 100kw	18	28	8	12	14	16	68	SHAMROCK BR.	CHR	2.1
2.7	2.4	2.7	2.9	2.6	17	<b>KZPS</b> CR	92.5 96kw	13	20	11	11	12	14	58	BONNEVILLE INT	DUR	3.4
2.6	2.4	2.2	1.6	2.1	19	<b>KZEW</b> AOR	97.9 99kw	17	8	10	18	19	29	52	ANCHOR MEDIA	REP	3.3
1.4	1.7	1.4	1.7	2.0	20	<b>WRR</b> Clas	101.1 98kw	19	23	24	21	20	13	60	CITY OF DALLAS	CMBS	1.7
1.3	0.9	1.6	1.3	1.8	21	<b>KAAM</b> Nost	1310 5kw	21	26	30	27	28	12	72	BONNEVILLE INT	DUR	1.1
0.0	0.0	0.0	1.1	1.4	22	<b>KDGE</b> NR	94.5 100kw	22	7	17	20	23	30	64	ALLISON	K/P	1.9
1.9	2.5	1.8	2.0	1.3	23	<b>KHVN</b> Rel	970 1kw	24	21	21	23	21	17	87	SUMMIT	MCG	1.6
1.7	1.7	2.6	1.8	1.2	24	<b>KKDA</b> Gold	730 5kw	23	14	20	22	22	21	64	REPUBLIC	KATZ	1.4
1.0	1.5	0.7	1.0	1.0	25	<b>KESS</b> Span	1270 5kw	26	16	23	24	25	26	114	MARK RODRIGUEZ	CAB	.5

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	15.8
1 KTXQ	1 KVIL-FM	1 KSCS	1 KVIL-FM	1 KRLD	1 KVIL-FM	AOR	6.9
2 KKDA-FM	2 KPLX	2 KTXQ	2 KSCS	2 KVIL-FM	2 KSCS	BBnd	1.8
3 KZEW	3 KEGL	3 KRLD	3 KPLX	3 KSCS	3 KPLX	B/EZ	4.0
4 KSCS	4 KKDA-FM	4 KVIL-FM	4 KKDA-FM	4 KOAI	4 KLTY	CHR	11.3
5 KOAI	5 KJMZ	5 KKDA-FM	5 KJMZ	5 KTXQ	5 KKDA-FM	Clas	2.0
6 KZPS	6 KSCS	6 KOAI	6 KEGL	6 WBAP	6 KLUV	Ctry	18.1
7 KEGL	7 KMGC	7 KPLX	7 KMGC	7 KLIF	7 KQZY	Gold	6.9
8 KPLX	8 KLTY	8 KZPS	8 KQZY	8 KKDA-FM	8 KMGC	NAC	3.3
9 KVIL-FM	9 KTXQ	9 KZEW	9 KLTY	9 KLUV	9 KOAI	N/T	9.8
10 KJMZ	10 KQZY	10 KLIF	10 KLUV	10 KPLX	10 KRLD	Rel/CC	4.2
						Span	1.0
						UC	5.4

POPULATION: 807,400

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
11.0	8.6	7.3	9.5	9.7	1	<b>WG TZ</b> CHR	92.9 40kw	1	1	2	2	4	9	67	GREAT TRAILS	KATZ	9.9
8.1	8.4	8.8	7.1	8.9	2	<b>WHIO</b> Talk	1290 5kw	3	10	17	8	6	2	83	COX	DUR	4.9
9.1	9.0	8.4	8.5	8.5	3	<b>WHKO</b> Ctry	99.1 50kw	4	5	6	4	2	1	82	COX	DUR	7.0
14.7	12.1	9.2	10.1	8.3	4	<b>WTUE</b> AOR	104.7 50kw	2	3	1	1	3	12	70	SUMMIT	MCG	11.3
8.7	7.3	6.5	7.8	6.5	5	<b>WWSN</b> AC	107.7 50kw	5	8	4	3	1	3	77	STONER	EAST	7.1
5.6	5.8	6.1	5.3	5.8	6	<b>WVUD</b> AC	99.9 50kw	7	15	5	5	5	5	81	UNI./DAYTON	REP	2.9
0.7	3.7	7.3	7.8	5.7	7	<b>WAZU</b> AOR	102.9 50kw	6	2	3	6	10	15	72	OSBORN	CHR	9.6
4.3	4.7	4.7	3.3	5.4	8	<b>WONE</b> Ctry	980 5kw	10	11	11	12	11	4	91	SUMMIT	MCG	3.9
2.3	1.0	2.7	3.0	4.0	9	<b>WCLR</b> B/EZ	95.7 50kw	13	14	15	15	14	6	93	WPTW RADIO	REG	1.8
4.2	3.7	4.9	5.0	3.9	10	<b>WLW</b> AC	700 50kw	9	21	9	10	8	8	63	JACOR	EAST	3.2
3.7	3.2	5.6	3.3	3.5	11	<b>WBLZ</b> UC	103.5 19.5kw	12	4	7	9	12	13	71	PANACHE	REP	4.8
4.4	3.6	2.9	3.8	3.4	12	<b>WYMJ</b> AC	103.9 1.15kw	8	7	10	7	7	7	47	OHIO BR. ASSOC	BAN	5.6
1.0	3.3	1.9	2.5	2.8	13	<b>WDAO</b> UC	1210 1kw	14	6	13	14	13	11	79	STONER	--	4.3
3.5	3.1	2.3	1.1	2.6	14	<b>WING</b> Gold	1410 5kw	11	16	12	11	9	10	51	GREAT TRAILS	KATZ	1.8
0.8	1.5	1.2	1.2	1.8	15	<b>WOFX</b> CR	94.9 37kw	16	12	8	13	15	22	71	HOKER	MMR	1.6
0.7	1.0	0.8	1.8	1.3	16	<b>WFCJ</b> Rel	93.7 50kw	15	9	14	16	16	14	42	MIAMI VALLEY	--	1.8
0.0	0.0	0.7	1.2	1.1	17	<b>WPFB</b> Nost	910 1.1kw	21	24	24	24	20	21	111	WPFB, INC.	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	19.6
1 WTUE	1 WGTZ	1 WTUE	1 WGTZ	1 WTUE	1 WWSN	AOR	14.0
2 WGTZ	2 WWSN	2 WGTZ	2 WWSN	2 WHKO	2 WHKO	BBnd	1.1
3 WAZU	3 WTUE	3 WAZU	3 WHKO	3 WWSN	3 WGTZ	B/EZ	4.0
4 WOFX	4 WVUD	4 WWSN	4 WVUD	4 WLW	4 WVUD	CHR	9.7
5 WVUD	5 WAZU	5 WLW	5 WTUE	5 WVUD	5 WHIO	Ctry	13.9
6 WWSN	6 WHKO	6 WVUD	6 WHIO	6 WGTZ	6 WTUE	Gold	4.4
7 WLW	7 WBLZ	7 WHKO	7 WYMJ	7 WAZU	7 WYMJ	N/T	8.9
8 WHKO	8 WYMJ	8 WYMJ	8 WBLZ	8 WYMJ	8 WDAO	Rel/CC	1.3
9 WBLZ	9 WOFX	9 WBLZ	9 WAZU	9 WONE	9 WCLR	UC	6.3
10 WONE	10 WDAO	10 WING	10 WDAO	10 WING	10 WING		

# DENVER-BOULDER

POPULATION: 1,599,500

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
7.9	6.4	6.2	6.1	8.4	1	KOA Talk	850 50kw	1	12	10	7	3	1	59	JACOR	EAST	7.9
5.8	7.0	7.0	7.5	7.5	2	KRXY-A/F CHR	1600/107.5 5kw/91kw	2	2	2	3	9	14	68	CAP CITIES/ABC	KATZ	9.2
8.3	7.4	8.2	6.9	7.4	3	KBCO-A/F AOR	1190/97.3 5kw/100kw	4	10	1	1	1	7	91	NOBLE	MMR	7.3
7.2	6.3	6.3	5.8	7.1	4	KOSI B/EZ	101.1 100kw	6	11	15	13	8	2	91	D&D	TOR	3.8
6.8	7.6	7.6	7.6	6.3	5	KXKL-A/F Gold	1280/105.1 5kw/100kw	3	6	7	2	2	3	70	SHAMROCK BR.	DUR	5.4
5.0	6.9	6.5	6.3	5.8	6	KYGO-FM Ctry	98.5 100kw	9	13	9	5	4	4	84	JEFFERSON PILOT	CBS	7.7
4.8	5.5	4.9	5.1	5.3	7	KQKS CHR	104.3 28kw	4	1	8	11	17	21	67	ANDERSON	HNWH	5.8
4.4	4.7	4.2	5.3	5.0	8	KXLT AC	100.3 100kw	11	8	6	4	5	6	79	GENESIS	CHR	3.7
5.8	5.4	6.3	5.4	4.7	9	KAZY AOR	106.7 100kw	7	3	3	6	11	18	63	SUMMIT	MCG	8.7
1.8	2.0	2.7	4.0	4.0	10	KSYY AC	95.7 100kw	10	5	12	10	6	5	63	COMMAND	REP	1.9
5.2	5.1	3.5	4.0	3.8	11	KBPI AOR	105.9 99kw	P	4	4	9	10	20	52	GREAT AMERICAN	BAN	5.9
2.7	3.6	4.0	4.0	3.7	12	KRFX CR	103.5 100kw	12	9	5	8	7	15	63	JACOR	EAST	3.0
2.7	2.4	3.2	3.4	2.9	13	KHOW AC	630 5kw	13	15	17	14	13	9	58	COMMAND	REP	2.3
3.2	4.2	3.3	3.2	2.6	14	KVOD Clas	99.5 100kw	15	22	22	18	14	7	68	HENRY	KATZ	1.6
1.9	3.4	2.4	2.1	2.5	15	KEZW BBnd	1430 5kw	17	25	30	30	24	16	90	D&D	TOR	1.8
2.4	2.2	2.0	2.9	2.5	15	KLZ Ctry	560 5kw	16	29	16	17	18	10	88	SUMMIT	MCG	1.6
3.2	2.5	2.8	2.6	2.3	17	KHIH NAC	94.7 30kw	14	17	11	12	12	11	57	SRO	HNWH	3.3
0.9	0.6	0.5	1.4	2.1	18	KYBG N/T	1090 50kw	18	26	13	15	15	12	79	CENTURY	BAN	1.4
0.0	0.0	0.0	0.9	1.5	19	KDHT AOR	92.5 100kw	21	24	14	16	16	17	82	ALL PRO	K/P	.7
1.7	1.5	1.5	1.1	1.1	20	KYGO Ctry	950 5kw	20	20	27	24	19	4	60	JEFFERSON PILOT	CBS	.8

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 KBCO-FM	1 KRXY-FM	1 KBCO-FM	1 KRXY-FM	1 KBCO-FM	1 KSYY	AC	11.9
2 KAZY	2 KBCO-FM	2 KXKL-FM	2 KXLT	2 KXKL-FM	2 KBCO-FM	AOR	17.4
3 KBPI	3 KQKS	3 KAZY	3 KBCO-FM	3 KOA	3 KXKL-FM	BBnd	2.5
4 KRXY-FM	4 KXLT	4 KOA	4 KSYY	4 KYGO-FM	4 KXLT	B/EZ	7.1
5 KRFX	5 KYGO-FM	5 KBPI	5 KXKL-FM	5 KRFX	5 KOSI	CHR	12.8
6 KXKL	6 KRFX	6 KRFX	6 KYGO-FM	6 KXLT	6 KYGO-FM	Clas	2.6
7 KXLT	7 KXKL-FM	7 KYGO-FM	7 KQKS	7 KBPI	7 KRXY-FM	Ctry	9.4
8 KOA	8 KBPI	8 KXLT	8 KOA	8 KAZY	8 KOA	Gold	10.0
9 KYGO-FM	9 KSYY	9 KRXY-FM	9 KRFX	9 KYBG	9 KRFX	NAC	2.3
10 KYBG	10 KAZY	10 KYBG	10 KOSI	10 KHOW	10 KHIH	N/T	10.4

POPULATION: 3,595,600

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '89	METRO RANK 12-MO. 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+ BRCH SHARE
9.0	9.6	9.9	9.2	8.3	1	WJR AC	760 50kw	1	15	15	6	1	1	76	CAP CITIES/ABC	KATZ	7.0
7.0	6.9	7.4	6.4	7.8	2	WJLB UC	97.9 50kw	6	3	1	1	2	6	107	BOOTH AMERICAN	MMR	8.8
5.1	4.6	4.5	3.9	5.7	3	WWJ News	950 5kw	2	24	16	15	9	5	62	FEDERAL	CBS	3.8
3.4	4.4	3.8	4.3	5.0	4	WHYT CHR	96.3 20kw	4	1	4	8	14	20	61	CAP CITIES/ABC	KATZ	6.9
4.7	5.5	5.5	5.0	4.8	5	WJOI B/EZ	97.1 12kw	10	19	20	17	13	3	79	FEDERAL	CBS	3.7
2.6	3.5	3.7	4.1	4.7	6	WLTJ AC	93.1 26.5kw	13	11	10	4	3	4	79	VIACOM	CHR	3.1
4.7	5.2	4.3	3.5	4.7	6	WWWW Ctry	106.7 61kw	12	12	17	12	4	2	77	SHAMROCK BR.	CHR	4.2
5.4	4.1	4.5	4.4	4.2	8	WDFX CHR	99.5 21kw	5	2	6	11	16	23	56	HOKER	MMR	5.1
4.4	4.0	4.3	4.2	4.2	8	WKQI CHR	95.5 100kw	3	4	7	2	5	7	50	DORTON	HNWH	4.7
4.9	4.0	3.8	4.1	3.9	10	WNIC AC	100.3 32kw	7	7	9	7	6	8	59	FAIRMOUNT	MCG	4.5
3.4	3.3	3.9	3.6	3.6	11	WCSX CR	94.7 13.5kw	9	9	3	3	8	15	59	GREATER MEDIA	MCG	3.8
3.8	4.7	4.1	3.3	3.6	11	WLLZ AOR	98.7 50kw	8	5	2	5	11	24	56	LEGACY	BAN	4.9
1.7	2.1	2.5	3.8	3.5	13	WJZZ Jazz	105.9 20kw	14	14	8	9	7	11	72	BELL	TOR	5.4
3.6	3.5	3.8	3.2	3.0	14	WRIF AOR	101.1 27kw	11	6	5	10	12	27	48	GREAT AMERICAN	REP	4.7
3.1	3.4	3.7	3.3	3.0	14	WXYT Talk	1270 5kw	16	28	21	20	19	9	70	FRITZ	ROS	3.8
3.3	3.2	3.2	3.2	2.7	16	CKLW BBnd	800 50kw	17	26	31	31	26	12	69	CUC	BAN	2.3
4.4	3.6	2.6	4.1	2.6	17	WOMC AC	104.3 190kw	15	18	13	13	10	10	59	METROPOLITAN	REP	2.1
1.5	1.8	1.8	1.5	2.2	18	WQRS Clas	105.1 20kw	20	25	24	21	21	13	67	MARLIN II LTD	CMBS	1.6
3.4	2.2	2.1	2.7	2.0	19	WKSG Gold	102.7 50kw	18	13	11	14	15	16	56	INNER CITIES	DUR	1.8
1.1	1.5	1.6	1.4	1.8	20	WGPR UC	107.5 50kw	19	8	12	18	20	22	55	INT'L MASONS	RA/L	1.8
2.1	1.6	1.9	2.2	1.7	21	CKMR Gold	93.9 100kw	21	16	14	16	17	18	54	CUC	BAN	.9
1.3	1.0	1.5	1.9	1.6	22	WMTG UC	1310 5kw	23	17	19	19	18	14	83	FAIRMOUNT	MCG	1.3
1.3	1.8	1.5	1.2	1.5	23	WCXI Ctry	1130 50kw	22	29	28	24	23	17	67	SHAMROCK BR.	CHR	.9
1.0	1.0	1.1	1.4	1.1	24	WQBH UC	1400 1kw	26	22	27	26	24	19	73	DETROIT BR.	PATT	.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 WLLZ	1 WJLB	1 WJLB	1 WJLB	1 WJR	1 WLTJ	AOR	6.6
2 WJLB	2 WHYT	2 WCSX	2 WLTJ	2 WCSX	2 WJLB	BBnd	2.7
3 WCSX	3 WKQI	3 WLLZ	3 WKQI	3 WJZZ	3 WNIC	B/EZ	4.8
4 WRIF	4 WNIC	4 WJR	4 WNIC	4 WWWW	4 WKQI	CHR	13.4
5 WJZZ	5 WDFX	5 WRIF	5 WHYT	5 WJLB	5 WJR	Clas	2.2
6 WDFX	6 WLTJ	6 WJZZ	6 WDFX	6 WWJ	6 WWWW	Ctry	6.2
7 WHYT	7 WLLZ	7 WKQI	7 WWWW	7 WRIF	7 WJZZ	Gold	7.3
8 WKQI	8 WCSX	8 WWJ	8 WCSX	8 WLLZ	8 WJOI	Jazz	3.5
9 WNIC	9 WJZZ	9 WDFX	9 WOMC	9 WLTJ	9 WOMC	N/T	8.7
10 WGPR	10 WRIF	10 WHYT	10 WJZZ	10 WKQI	10 WCSX	UC	12.3

POPULATION: 787,400

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
16.8	15.1	15.9	15.3	13.8	1	WTQR Ctry	104.1 100kw	1	4	4	2	1	1	115	NEWMARKET MEDIA	MCG	14.8
8.3	8.1	9.2	11.4	9.6	2	WKRR AOR	92.3 100kw	3	5	1	1	3	8	105	DICK	KATZ	11.6
3.8	7.6	11.5	7.1	8.8	3	WJMH UC	102.1 100kw	2	1	2	3	4	6	91	BEASLEY	HNWH	12.8
6.8	5.5	5.7	5.0	6.9	4	WMAG AC	99.5 100kw	4	11	6	4	2	2	85	VOYAGER	MMR	7.0
6.2	5.5	5.8	5.6	6.0	5	WKZL CHR	107.5 100kw	5	2	3	5	7	14	79	NATIONWIDE	BAN	7.9
3.1	4.4	3.9	4.6	5.2	6	WWWB AC	100.3 100kw	8	12	9	7	6	3	85	MANN MEDIA	MCG	2.4
3.1	5.0	4.2	4.3	4.9	7	WMQX-A/F Gold	1340/93.1 1kw/100kw	6	7	8	6	5	4	72	EBE	DUR	3.5
8.9	4.1	4.0	4.8	4.5	8	WQMG-FM UC	97.1 100kw	9	6	5	8	8	16	87	MURRAY HILL	BAN	6.9
5.0	5.1	4.8	3.8	4.5	8	WSJS AC	600 5kw	10	15	21	12	10	5	89	NEWMARKET MEDIA	MCG	3.3
5.4	3.9	3.9	3.4	3.9	10	WKSI CHR	98.7 100kw	7	3	7	9	9	9	56	BAHAKEL	REP	4.7
2.3	3.2	2.4	1.9	3.0	11	WWMY B/EZ	94.5 100kw	11	19	11	11	12	7	72	SPEEDO PRINT	KATZ	2.1
2.0	2.0	1.4	1.7	2.0	12	WAAA UC	980 1-.069kw	15	10	12	13	13	13	98	MEDIA BR.	--	.9
2.5	2.0	2.7	1.5	1.9	13	WMFR AC	1230 1kw	12	29	25	19	19	11	74	VOYAGER	MMR	1.3
0.4	0.4	0.4	1.1	1.6	14	WRDX AC	106.5 100kw	20	23	10	10	11	10	128	WSTP, INC.	SSS	1.0
1.5	2.0	2.2	1.1	1.4	15	WHPE Rel	95.5 100kw	16	27	14	17	18	15	75	BIBLE BR.	--	1.9
1.2	1.1	2.0	1.9	1.4	15	WPCM Ctry	101.1 100kw	14	18	16	15	15	18	61	RES. TRIANGLE	--	.6
0.8	1.3	0.8	0.7	1.1	17	WKEW AC	1400 1kw	19	20	26	20	20	17	88	WKEW PARTNERS	SSS	.3
0.5	1.1	1.6	1.5	1.1	17	WMXC AC	104.7 100kw	13	22	22	14	14	12	50	EZ	MMR	--
0.6	0.8	1.4	2.3	1.0	19	WWGL Rel	94.1 100kw	18	13	19	18	16	20	60	DAVIDSON BR.	TNS	1.3

## 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 WKRR	1 WKRR	1 WTQR	1 WTQR	1 WTQR	AC 22.3
2 WJMH	2 WJMH	2 WTQR	2 WMAG	2 WKRR	2 WMAG	AOR 9.6
3 WQMG-FM	3 WKZL	3 WJMH	3 WKRR	3 WMQX-FM	3 WJMH	B/EZ 3.0
4 WTQR	4 WMAG	4 WMQX-FM	4 WJMH	4 WJMH	4 WWWB	CHR 9.9
5 WKZL	5 WTQR	5 WQMG-FM	5 WKZL	5 WMAG	5 WKRR	Ctry 15.2
6 WKSI	6 WQMG-FM	6 WMAG	6 WWWB	6 WQMG-FM	6 WKZL	Gold 4.9
7 WMAG	7 WKSI	7 WWWB	7 WKSI	7 WWWB	7 WMQX-FM	Rel/CC 2.4
8 WMQX-FM	8 WWWB	8 WRDX	8 WMQX-FM	8 WRDX	8 WKSI	UC 15.3
9 WROV	9 WMQX-FM	9 WKZL	9 WQMG-FM	9 WSJS	9 WWMY	
10 WRDX	10 WAAA	10 WKSI	10 WWMY	10 WKSI	10 WQMG-FM	

POPULATION: 982,400

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
15.8	16.5	15.9	15.5	15.0	1	WTIC AC	1080 50kw	2	12	11	9	6	1	104	CHASE	KATZ	17.4
12.2	10.3	13.7	12.7	11.2	2	WTIC-FM CHR	96.5 20kw	1	1	1	1	2	6	74	CHASE	KATZ	15.3
5.6	5.7	7.4	5.7	7.8	3	WWYZ Ctry	92.5 18kw	9	6	7	7	5	3	96	WWYZ, INC.	BAN	8.4
9.7	9.4	9.0	8.0	7.6	4	WRCH B/EZ	100.5 7.5kw	6	15	9	6	3	2	87	RADIO CRP/HART	BAN	6.2
5.9	4.7	5.6	4.8	6.9	5	WIOF AC	104.1 18kw	7	5	4	5	4	5	81	GREAT CONN.	EAST	3.1
7.8	7.1	5.9	4.8	6.4	6	WDRG-FM Gold	102.9 19.5kw	4	9	6	2	1	4	70	BUCKLEY	MCG	4.7
4.4	6.1	5.1	6.6	5.9	7	WCCC-A/F AOR	1290/106.9 5kw/23kw	5	4	3	3	7	8	69	GREATER HART.	DUR	8.1
5.3	6.4	6.1	5.8	5.8	8	WHCN AOR	105.9 16kw	8	3	2	4	8	11	68	BECK-ROSS	CHR	6.5
4.9	4.8	4.0	5.9	5.3	9	WKSS CHR	95.7 16.5kw	3	2	5	8	9	9	54	PRECISION MED.	MMR	5.8
2.7	2.4	1.9	2.5	2.6	10	WPOP N/T	1410 5kw	10	18	14	14	11	10	56	GREAT CONN.	EAST	2.0
3.0	4.1	3.1	1.7	2.1	11	WNEZ B/EZ	910 5kw	14	17	25	22	21	12	98	RADIO CRP/HART	BAN	1.1
0.9	1.2	1.0	1.2	1.8	12	WDRG Gold	1360 5kw	15	13	20	11	10	7	89	BUCKLEY	MCG	.9
1.5	1.2	2.1	1.5	1.6	13	WAQY AOR	102.1 17kw	12	7	8	10	12	18	46	SUNSHINE GROUP	KATZ	2.0
1.9	1.8	1.4	1.1	1.1	14	WKCI CHR	101.3 10kw	13	8	10	12	16	23	31	NOBLE	MCG	.9
0.0	0.0	0.7	1.5	1.1	14	WLVH-FM Span	93.7 21kw	20	11	13	15	13	20	143	FIRST CITY	KT-H	.3
1.2	1.2	1.1	0.9	1.0	16	WPLR AOR	99.1 14.1kw	11	16	12	13	14	14	26	SOUTHERN STARR	DUR	1.9

## 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 WHCN	1 WTIC-FM	1 WDRG-FM	1 WTIC-FM	AC 21.9
2 WCCC-FM	2 WIOF	2 WCCC-FM	2 WIOF	2 WWYZ	2 WIOF	AOR 14.3
3 WTIC-FM	3 WKSS	3 WTIC-FM	3 WDRG-FM	3 WCCC-FM	3 WDRG-FM	B/EZ 9.7
4 WKSS	4 WCCC-FM	4 WDRG-FM	4 WRCH	4 WRCH	4 WRCH	CHR 17.6
5 WDRG-FM	5 WHCN	5 WWYZ	5 WKSS	5 WHCN	5 WTIC	Ctry 7.8
6 WRCH	6 WWYZ	6 WRCH	6 WWYZ	6 WTIC-FM	6 WWYZ	Gold 8.2
7 WWYZ	7 WDRG-FM	7 WKSS	7 WHCN	7 WTIC	7 WHCN	N/T 2.6
8 WAQY	8 WAQY	8 WIOF	8 WTIC	8 WIOF	8 WKSS	Span 1.1
9 WIOF	9 WRCH	9 WTIC	9 WCCC-FM	9 WKSS	9 WDRG	
10 WKCI	10 WTIC	10 WAQY	10 WDRG	10 WPOP	10 WCCC-FM	

POPULATION: 2,930,100

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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				
9.8	8.8	9.1	8.6	8.1	1	KMJQ UC	102.1 100kw	8	2	1	1	1	8	109	KEYMARKET	CHR	8.7
4.6	6.4	8.2	7.5	7.3	2	KILT-FM Ctry	100.3 95kw	3	10	6	3	2	1	78	LEGACY	BAN	7.0
6.8	8.8	6.5	6.9	7.1	3	KIKK-FM Ctry	95.7 95kw	2	6	7	5	4	2	76	VIACOM	TOR	8.8
3.8	3.7	4.2	5.5	6.2	4	KLTR AC	93.7 100kw	9	12	3	2	3	5	84	CBS	CBS	3.3
7.5	6.5	6.6	6.7	6.1	5	KKBQ-A/F CHR	790/92.9 5kw/97kw	1	1	4	6	7	11	56	GANNETT	MCG	6.4
5.2	4.3	7.0	5.0	5.8	6	KLOL AOR	101.1 95kw	7	9	2	4	5	12	76	RUSK	CBS	7.9
6.1	5.3	5.9	5.0	5.6	7	KODA B/EZ	99.1 95kw	6	15	9	8	6	3	72	GROUP W	G/W	4.1
5.7	6.0	5.8	5.9	5.0	8	KTRH News	740 50kw	5	18	17	12	10	4	59	RUSK	CBS	4.3
2.5	2.9	2.9	3.2	3.5	9	KLDE Gold	94.5 95kw	10	7	11	9	8	7	58	INTERCOM	DUR	2.8
6.0	5.8	5.5	4.6	3.5	9	KRBE CHR	104.1 100kw	4	4	8	10	13	16	39	SUSQUEHANNA	DUR	5.3
3.7	4.3	3.3	3.5	3.5	9	KZFX CR	107.5 95kw	13	17	5	7	9	19	67	SHAMROCK BR.	REP	4.8
3.4	4.8	3.8	3.7	3.2	12	KQUE Nost	102.9 100kw	15	19	22	17	12	6	79	TEXAS COAST	EAST	2.8
4.0	2.8	2.3	3.2	2.8	13	KPRC N/T	950 5kw	12	20	19	15	14	9	54	H&C	EAST	2.4
3.8	2.5	3.2	3.3	2.6	14	KNRJ CHR	96.5 97kw	11	3	10	13	20	27	48	EMMIS	HNWH	5.3
4.3	2.8	3.6	3.5	2.2	15	KFMK AC	97.9 100kw	14	16	13	11	11	10	49	COOK INLET	KATZ	3.0
1.0	1.2	1.3	1.4	2.2	15	KHYS UC	98.5 100kw	16	5	12	14	24	28	54	CLEAR CHANNEL	KATZ	3.7
1.3	1.8	0.8	1.0	1.7	17	KLAT Span	1010 5kw	17	13	15	19	17	17	72	TICHENOR MEDIA	KATZ	1.6
1.3	1.0	1.5	1.1	1.5	18	KXYZ Span	1320 5kw	19	22	14	16	15	20	78	INFINITY	CAB	1.2
1.0	0.8	1.2	1.0	1.3	19	KHCB Rel	105.7 100kw	21	29	27	25	22	13	85	HOUSTON CHRIS.	--	1.5
0.4	0.5	0.4	0.6	1.3	19	KQQK Span	106.5 100kw	23	11	16	18	23	22	96	PARR	--	1.2
1.1	0.7	0.6	0.3	1.3	21	KEYH Span	850 10kw	25	24	18	20	16	14	111	ARTLITE	CAB	.5
0.3	0.6	0.0	0.3	1.1	22	KLVL Span	1480 1kw	26	21	23	24	19	18	103	A.V. MORALES	LOTU	.4
0.0	0.5	0.7	0.4	1.1	22	KWWJ Rel	1360 1kw	24	14	21	23	25	23	87	SALT OF EARTH	--	--
1.1	1.4	1.2	1.0	1.0	24	KYOK Gold	1590 5kw	20	23	20	21	18	21	56	ALL PRO	CHR	.7

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KLOL	1 KLTR	1 KLOL	1 KLTR	1 KMJQ	1 KLTR
2 KMJQ	2 KMJQ	2 KMJQ	2 KILT-FM	2 KLOL	2 KILT-FM
3 KZFX	3 KKBQ-FM	3 KILT-FM	3 KMJQ	3 KILT-FM	3 KMJQ
4 KILT-FM	4 KILT-FM	4 KIKK-FM	4 KIKK-FM	4 KIKK-FM	4 KIKK-FM
5 KKBQ-FM	5 KIKK-FM	5 KZFX	5 KKBQ-FM	5 KLDE	5 KODA
6 KIKK-FM	6 KZFX	6 KLDE	6 KODA	6 KZFX	6 KKBQ-FM
7 KLTR	7 KRBE	7 KLTR	7 KRBE	7 KTRH	7 KLDE
8 KRBE	8 KODA	8 KKBQ-FM	8 KLDE	8 KLTR	8 KZFX
9 KLDE	9 KLOL	9 KTRH	9 KLOL	9 KODA	9 KFMK
10 KODA	10 KNRJ	10 KODA	10 KZFX	10 KKBQ-FM	10 KLOL

AC	8.4
AOR	5.8
BBnd	3.2
B/EZ	5.6
CHR	12.2
Ctry	14.4
Gold	8.0
N/T	7.8
Rel/CC	2.4
Span	6.9
UC	10.3

POPULATION: 1,021,600

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
14.3	11.1	12.4	11.7	15.8	1	WIBC AC	1070 50-10kw	2	8	7	6	4	2	114	SCONNIX	DUR	9.5
14.5	14.9	15.6	14.4	15.3	2	WFBQ AOR	94.7 52kw	1	3	1	1	1	5	107	GREAT AMERICAN	KATZ	22.1
9.0	12.3	11.3	12.1	12.3	3	WFMS Ctry	95.5 13kw	4	6	4	2	2	1	112	SUSQUEHANNA	EAST	10.7
9.2	8.8	9.7	10.0	9.7	4	WZPL CHR	99.5 12.5kw	3	1	2	3	6	7	80	BOOTH AMERICAN	HNWH	13.9
6.3	6.8	6.9	8.1	7.8	5	WTLC UC	105.7 50kw	8	2	3	5	5	6	121	PANACHE	MMR	7.2
6.9	8.0	8.5	6.0	7.0	6	WKLR Gold	93.1 12.5kw	6	7	6	4	3	3	75	SCONNIX	DUR	6.2
7.1	6.6	7.3	6.9	5.6	7	WENS AC	97.1 23kw	5	4	5	7	8	8	59	EMMIS	MCG	7.2
4.6	3.9	3.3	4.1	5.6	7	WTPI AC	107.9 22kw	7	10	8	8	7	4	82	SOMERSET	REP	3.5
3.2	3.2	2.9	3.1	2.8	9	WTUX BBnd	1310 5-1kw	10	13	17	19	19	9	86	PANACHE	MMR	2.7
9.1	8.6	6.4	4.6	2.1	10	WMJC AC	103.3 18kw	9	16	11	9	9	10	48	WIN	CHR	1.9
2.2	1.9	2.0	3.5	2.1	10	WPZZ UC	95.9 3kw	11	5	9	11	11	15	71	WILLIS	REG	2.8
0.5	1.0	1.0	1.1	1.4	12	WTTS AC	92.3 37kw	13	12	10	10	10	19	50	SARKES TARZIAN	REP	1.1
0.5	0.9	0.9	2.1	1.0	13	WGRT Rel	850 25kw	17	9	14	13	14	11	97	UNIVERSAL	CMBS	.7
0.6	0.3	0.8	0.5	1.0	13	WNDE Talk	1260 5kw	14	17	12	12	12	14	44	GREAT AMERICAN	KATZ	.9

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WFBQ	1 WFBQ	1 WFBQ	1 WFBQ	1 WFBQ	1 WFMS	AC	30.5
2 WZPL	2 WZPL	2 WFMS	2 WZPL	2 WFMS	2 WIBC	AOR	15.3
3 WTLC	3 WENS	3 WKLR	3 WFMS	3 WKLR	3 WENS	BBnd	2.8
4 WFMS	4 WTLC	4 WZPL	4 WENS	4 WIBC	4 WKLR	CHR	9.7
5 WKLR	5 WFMS	5 WTLC	5 WKLR	5 WTLC	5 WTPPI	Ctry	12.3
6 WTTS	6 WKLR	6 WIBC	6 WIBC	6 WZPL	6 WFBQ	Gold	7.0
7 WIBC	7 WTPPI	7 WTPPI	7 WTLC	7 WTPPI	7 WZPL	N/T	1.0
8 WENS	8 WIBC	8 WENS	8 WTPPI	8 WENS	8 WTLC	Rel/CC	1.0
9 WPZZ	9 WPZZ	9 WTTS	9 WMJC	9 WTTS	9 WMJC	UC	7.8
10 WTPPI	10 WMJC	10 WPZZ	10 WPZZ	10 WNDE	10 WPZZ		

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POPULATION: 1,300,900

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
11.0	12.7	15.5	11.6	10.3	1	1	<b>WDAF</b> Ctry	610 5kw	2	8	9	4	1	1	82	GREAT AMERICAN	KATZ	13.2
6.2	7.1	7.4	8.2	10.1	2		<b>KBEQ</b> CHR	104.3 99kw	1	1	1	2	5	11	76	NOBLE	CBS	11.8
9.0	8.2	7.3	7.9	9.8	3		<b>KFKF-A/F</b> Ctry	94.1 100kw	4	4	2	1	2	2	93	SCONNIX	HNWH	8.0
9.6	6.6	6.0	6.1	7.3	4		<b>KCMO</b> N/T	810 50kw	3	14	10	11	7	4	60	GANNETT	MCG	6.2
6.0	5.3	5.2	4.5	7.2	5		<b>KPRS</b> UC	103.3 100kw	13	3	3	3	3	7	124	KPRS	REP	10.2
6.1	7.4	5.9	5.6	6.0	6		<b>KMBR</b> B/EZ	99.7 100kw	6	13	12	12	10	3	81	BONNEVILLE INT	DUR	3.0
4.8	6.5	4.4	3.9	5.5	7		<b>KUDL</b> AC	98.1 100kw	5	6	6	5	4	6	69	SHAMROCK BR.	CHR	4.0
6.0	7.0	6.7	5.1	4.9	8		<b>KXXR</b> CHR	106.5 100kw	11	2	5	8	13	20	81	OLYMPIA	REP	5.3
4.3	4.1	4.3	4.8	4.5	9		<b>KLSI</b> AC	92.3 100kw	10	10	8	7	6	8	68	SANDUSKY	BAN	3.7
7.0	6.4	4.7	5.3	4.3	10		<b>KYYS</b> AOR	102.1 100kw	8	5	4	6	9	15	63	GREAT AMERICAN	KATZ	6.3
4.2	4.7	5.4	6.1	3.8	11		<b>KCMO-FM</b> Gold	94.9 100kw	7	17	13	9	8	5	54	GANNETT	MCG	4.3
4.0	3.8	6.4	6.1	3.4	12		<b>KMBZ</b> AC	98.0 5kw	9	7	14	14	14	10	51	BONNEVILLE INT	DUR	3.0
3.8	3.2	4.3	4.6	3.2	13		<b>KCFX</b> CR	100.7 100kw	12	15	7	10	11	16	54	HOKER	MMR	3.3
1.9	1.8	1.3	2.3	2.7	14		<b>KRVK</b> AC	98.9 100kw	14	21	11	13	12	12	66	WODLINGER	BAN	2.1
3.5	2.4	1.8	2.7	2.4	15		<b>KJLA</b> Nost	1190 5kw	15	22	24	24	23	14	66	OSBORN	ROS	.8
1.7	2.1	1.8	1.5	1.9	16		<b>KXTR</b> Clas	96.5 99kw	17	19	23	16	16	9	69	KXTR	CMBS	1.7
3.0	2.2	2.8	3.0	1.6	17		<b>WHB</b> Gold	710 10kw	16	11	16	15	15	13	44	SHAMROCK BR.	CHR	1.9

## DEMOGRAPHIC RANK

## FORMAT REACH

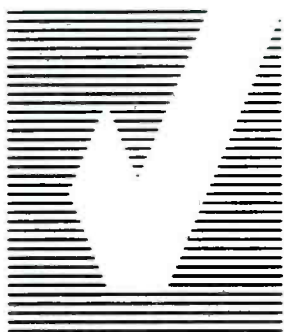
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC
1 KBEQ	1 KBEQ	1 WDAF	1 KFKF-FM	1 WDAF	1 WDAF	16.1
2 KYYS	2 KFKF-FM	2 KBEQ	2 KBEQ	2 KYYS	2 KFKF-FM	4.3
3 KCFX	3 KPRS	3 KYYS	3 KPRS	3 KCMO	3 KPRS	2.4
4 KPRS	4 KUDL	4 KFKF-FM	4 KLSI	4 KCMO-FM	4 KUDL	6.0
5 KFKF-FM	5 KLSI	5 KPRS	5 KUDL	5 KFKF-FM	5 KLSI	15.0
6 KXXR	6 KXXR	6 KCFX	6 WDAF	6 KPRS	6 KBEQ	1.9
7 KUDL	7 KYYS	7 KCMO-FM	7 KXXR	7 KCFX	7 KMBR	20.1
8 WDAF	8 KMBR	8 KUDL	8 KMBR	8 KUDL	8 KCMO-FM	8.6
9 KCMO	9 KRVK	9 KCMO	9 KCMO-FM	9 KBEQ	9 KCMO	7.3
10 KRVK	10 KCFX	10 KXXR	10 KYYS	10 KRVK	10 KRVK	7.2

# LOS ANGELES

POPULATION: 9,265,900

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
7.2	6.4	7.1	6.1	6.2	1	KPWR CHR	105.9 72kw	2	1	1	2	8	18	69	EMMIS	HNWH	7.7
5.4	5.6	6.1	6.8	5.7	2	KOST AC	103.5 12.5kw	3	5	4	1	1	2	71	COX	CHR	4.9
5.8	6.2	4.9	6.4	5.4	3	KIIS-A/F CHR	102.7 8kw	1	2	3	4	3	10	58	GANNETT	MCG	7.2
5.3	4.9	5.2	4.3	4.6	4	KABC Talk	790 5kw	9	29	20	16	9	1	82	CAP CITIES/ABC	KATZ	5.2
3.6	4.6	3.8	4.1	4.2	5	KLOS AOR	95.5 61kw	7	16	2	3	2	16	73	CAP CITIES/ABC	KATZ	6.5
3.3	4.0	4.3	3.6	4.0	6	KBIG AC	104.3 105kw	10	11	9	7	4	5	78	BONNEVILLE INT	CBS	2.6
2.8	2.7	4.3	5.5	3.8	7	KQLZ CHR	100.3 5.3kw	8	3	5	6	16	29	66	WESTWOOD ONE	EAST	4.8
1.3	2.3	2.2	2.7	3.5	8	KWKW Span	1330 5kw	21	21	8	5	5	7	126	LOTUS	LOTU	1.8
3.5	3.6	3.3	2.8	3.4	9	KNX News	1070 50kw	4	19	19	19	13	4	50	CBS	CBS	2.6
2.8	2.3	1.8	3.2	3.2	10	KLVE Span	107.5 29.5	16	8	6	8	10	17	91	HEFTEL	CAB	2.0
4.3	3.9	3.8	4.1	3.1	11	KRTH-A/F Gold	930/101.1 5kw/51kw	5	15	15	9	6	3	51	BEASLEY	REP	3.0
3.3	3.4	2.5	2.8	3.1	11	KTWV NAC	94.7 55kw	11	25	14	10	7	6	65	LEGACY	BAN	3.3
2.8	1.6	2.5	1.9	2.7	13	KTNQ Span	1020 50kw	24	10	11	13	14	14	108	HEFTEL	CAB	2.3
3.1	2.9	3.0	3.1	2.6	14	KFWB News	980 5kw	5	34	33	23	21	11	42	GROUP W	G/W	2.6
4.6	4.5	4.1	4.6	2.5	15	KJOI AC	98.7 75kw	14	36	32	22	19	8	66	COMMAND	BAN	2.8
3.2	3.0	2.3	2.5	2.5	15	KROQ NR	106.7 5.5kw	13	4	7	12	20	32	66	INFINITY	TOR	4.1
2.3	2.3	2.2	1.9	2.3	17	KJLH UC	103 2.25kw	20	7	12	14	15	21	78	TAXI	ROS	2.9
2.3	2.5	1.8	2.0	2.2	18	KLSX CR	97.1 21kw	12	20	10	11	11	23	53	GREATER MEDIA	MMR	2.7
2.6	2.3	2.0	2.3	2.2	18	KZLA City	93.9 49kw	19	30	22	18	12	9	73	MALRITE	EAST	3.1
2.1	2.3	2.5	2.7	2.1	20	KMPC Nost	710 50kw	15	35	35	33	27	12	58	GOLDEN WEST	DUR	1.9
1.4	0.9	1.3	1.2	1.9	21	KACE UC	103.9 1.65kw	25	18	13	15	18	24	82	ALL PRO	K/P	1.7
1.2	1.1	2.0	2.0	1.8	22	KODJ Gold	93.1 28.5kw	17	27	18	17	17	13	56	CBS	CBS	1.4

Continued on Page 168



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The *fastest* growing  
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# KFI AM 640

More *Stimulating* Talk Radio

AM640

K·F·I

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103.5FM

.....A WINNING COMBINATION!

COX  
ENTERPRISES, INC.

POPULATION: 793,200

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
17.2	17.1	16.3	16.4	15.9	1	<b>WAMZ</b> Ctry	97.5 100kw	2	5	2	1	1	1	106	CLEAR CHANNEL	CHR	17.8
15.0	14.8	12.2	10.8	15.9	1	<b>WHAS</b> AC	840 50kw	1	8	8	4	2	2	93	CLEAR CHANNEL	CHR	11.2
9.6	12.2	15.3	13.6	11.5	3	<b>WDJX-A/F</b> CHR	1080/99.7 10-1kw/2kw	3	1	1	2	4	5	78	STORES	EAST	13.9
7.1	6.7	5.9	7.9	8.7	4	<b>WVEZ</b> AC	106.9 24.5kw	4	6	7	5	3	3	80	WILKS-SCHWARTZ	KATZ	7.6
6.0	4.2	5.5	6.3	7.4	5	<b>WLRS</b> CHR	102.3 3kw	5	2	4	6	8	12	80	KENTUCKY TECH	DUR	10.5
9.8	9.4	8.3	8.2	6.6	6	<b>WQMF</b> AOR	95.7 34kw	6	4	3	3	5	9	72	WOOD/OTTINGS	HNWH	7.5
3.9	7.4	7.1	9.4	6.1	7	<b>WLOU</b> UC	1350 5.5kw	9	3	5	7	7	8	109	JOHNSON	--	8.1
6.3	6.4	6.0	5.6	4.8	8	<b>WRKA</b> Gold	103.1 3kw	7	7	6	8	6	7	61	CAPITOL BR. CRP	BAN	5.6
6.2	1.9	3.0	3.0	3.3	9	<b>WLSY</b> AC	101.7 1.4kw	10	9	10	9	9	4	75	LOU. RADIO	BAN	1.6
3.7	4.4	3.8	3.2	2.5	10	<b>WAVG</b> Gold	970 5kw	8	12	11	10	10	6	41	RADIO 970, INC.	DUR	2.0
0.7	0.8	0.5	1.9	1.8	11	<b>WWKY</b> Ctry	790 5-1kw	13	14	14	13	12	10	71	WILKS-SCHWARTZ	KATZ	.5
1.0	0.8	1.5	0.9	1.6	12	<b>WXLN</b> CC	103.9 .995kw	11	15	9	11	11	15	53	RADIO 900	--	1.0
2.3	1.9	3.0	2.8	1.6	12	<b>WXVW</b> B/EZ	1450 1kw	12	16	13	15	15	13	59	SUNNYSIDE	K/P	1.2
1.0	1.7	1.5	1.7	1.3	14	<b>WTMT</b> Ctry	620 .5kw	14	11	12	12	13	11	90	JEFFERSON	--	.7
0.6	0.5	0.9	0.0	1.1	15	<b>WLLV</b> Rel	1240 1kw	15	17	17	14	14	14	83	FULL FORCE BR.	K/P	1.7

## 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 WAMZ	1 WAMZ	1 WAMZ	AC 27.9
2 WAMZ	2 WAMZ	2 WQMF	2 WDJX-FM	2 WHAS	2 WVEZ	AOR 6.6
3 WLRS	3 WVEZ	3 WDJX-FM	3 WVEZ	3 WQMF	3 WHAS	B/EZ 1.6
4 WDJX-FM	4 WLOU	4 WHAS	4 WHAS	4 WVEZ	4 WDJX-FM	CHR 18.9
5 WHAS	5 WRKA	5 WLRS	5 WLOU	5 WDJX-FM	5 WRKA	Ctry 19.0
6 WLOU	6 WLRS	6 WVEZ	6 WRKA	6 WRKA	6 WLOU	Gold 7.3
7 WRKA	7 WQMF	7 WRKA	7 WLRS	7 WLOU	7 WLRS	Rel/CC 2.7
8 WVEZ	8 WHAS	8 WLOU	8 WQMF	8 WLRS	8 WLSY	UC 6.1
9 WXLN	9 WXLN	9 WAVG	9 WLSY	9 WAVG	9 WQMF	
10 WTMT	10 WLSY	10 WLSY	10 WAVG	10 WLSY	10 WAVG	

POPULATION: 890,800

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '89	METRO RANK	12+AQH	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
17.0	15.0	13.1	14.3	16.2	1	1	WHRK UC	97.1 100kw	1	1	1	1	2	4	115	ADAMS	MCG	20.2
6.5	7.8	9.4	9.5	11.2	2	2	WDIA UC	1070 50-5kw	4	6	4	2	1	2	103	ADAMS	MCG	7.9
9.4	10.1	10.5	9.9	10.9	3	3	WGKX Ctry	105.9 100kw	2	7	6	6	3	1	96	BARNSTABLE	KATZ	11.1
6.3	8.8	7.6	8.8	8.6	4	4	WEGR AOR	102.7 100kw	6	5	2	3	4	9	101	NEWMARKET MEDIA	MCG	12.1
9.6	7.6	6.1	6.8	8.2	5	5	WMC-FM CHR	99.7 290kw	3	3	3	4	5	5	75	SCRIPPS HOWARD	BAN	7.4
7.7	8.2	9.1	6.4	7.4	6	6	WRVR AC	104.5 100kw	5	10	5	5	6	3	71	KEYMARKET	CHR	7.3
4.5	5.1	4.1	4.4	5.2	7	7	KMPZ CHR	98.1 100kw	8	2	8	8	9	14	72	DIAMOND	CHR	6.4
4.4	3.7	3.3	3.9	4.8	8	8	WMC N/T	790 5kw	11	13	10	10	10	8	106	SCRIPPS HOWARD	BAN	2.5
5.1	4.2	5.6	4.6	4.4	9	9	WLOK UC	1340 1kw	9	12	9	9	7	7	76	GILLIAM	K/P	3.2
6.1	6.2	6.1	6.0	4.1	10	10	KRNB UC	101.1 100kw	7	4	7	7	8	13	50	DEE RIVERS	REP	4.2
4.9	6.0	4.5	6.5	3.1	11	11	WEZI B/EZ	94.3 3kw	10	20	16	13	11	6	62	ARDMAN	EAST	3.2
2.8	3.1	3.4	1.7	2.1	12	12	WREC BBnd	600 5kw	12	14	15	19	17	11	47	NEWMARKET MEDIA	MCG	2.4
0.9	0.5	1.2	0.6	1.0	13	13	KWAM Rel	990 10kw	15	11	12	15	14	17	51	DEE RIVERS	REP	.7
0.7	1.7	0.8	0.8	1.0	13	13	WCRV Rel	640 10-5kw	18	15	18	18	16	15	69	BOTT	--	1.0
0.0	0.0	0.0	1.0	1.0	13	13	WODZ Gold	680 10-5kw	13	16	13	11	12	10	41	KEYMARKET	CHR	.9

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	7.4
1 WHRK	1 WHRK	1 WHRK	1 WHRK	1 WHRK	1 WDIA	AOR	8.6
2 WEGR	2 WMC-FM	2 WEGR	2 WDIA	2 WDIA	2 WHRK	BBnd	2.1
3 WMC-FM	3 WEGR	3 WDIA	3 WRVR	3 WEGR	3 WMC-FM	B/EZ	3.1
4 WDIA	4 WRVR	4 WGKX	4 WMC-FM	4 WGKX	4 WRVR	CHR	13.4
5 WRVR	5 WDIA	5 WMC-FM	5 WGKX	5 WRVR	5 WGKX	Ctry	10.9
6 WGKX	6 KRNB	6 WRVR	6 WEGR	6 WMC-FM	6 WEGR	Gold	1.0
7 KRNB	7 WGKX	7 KRNB	7 KRNB	7 KRNB	7 WLOK	N/T	4.8
8 KMPZ	8 KMPZ	8 KMPZ	8 KMPZ	8 WMC	8 KMPZ	Rel/CC	2.0
9 WLOK	9 WLOK	9 WLOK	9 WLOK	9 WLOK	9 KRNB	UC	35.9
10 WMC	10 KFTH	10 WMC	10 KFTH	10 WODZ	10 WEZI		

POPULATION: 2,645,200

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '89	METRO 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
4.9	8.3	9.0	8.3	8.0	1	1	1	1	1	8	105	EZ	MMR	11.9
7.0	7.1	8.7	7.4	7.7	2	2	13	17	13	6	103	JEFFERSON-PILOT	BAN	4.8
4.8	5.1	4.7	5.1	5.2	3	3	23	13	7	4	70	COX	CHR	3.8
4.4	4.3	5.0	4.4	5.1	4	5	2	2	3	13	19	BEASLEY	HNWH	7.7
3.9	4.2	5.1	4.1	4.8	5	6	19	4	2	2	83	SCONNIX	DUR	4.2
4.0	2.7	3.4	3.4	4.4	6	8	8	6	4	3	7	TAK	KATZ	3.3
3.5	3.4	3.2	3.3	4.1	7	9	16	14	10	7	5	SUNSHINE WIREL.	HNWH	4.3
3.8	5.0	4.4	5.0	4.0	8	17	9	29	20	20	9	WADO/TICHENOR	EAST	3.3
4.2	3.8	3.9	4.0	3.7	9	13	12	15	8	5	3	SBS	SBS	4.1
3.6	3.8	4.7	3.8	3.6	10	4	4	3	5	10	15	METROPLEX	MCG	4.6
3.8	3.9	3.8	3.5	3.5	11	19	36	26	19	18	6	VIVA AMERICA	KT-H	2.9
3.1	3.9	3.2	2.8	3.4	12	7	6	9	6	9	11	ACKERLEY	REP	4.2
2.9	3.0	2.0	2.3	3.1	13	12	30	18	18	17	12	MARLIN II LTD	CMBS	2.8
3.3	3.1	3.2	3.0	2.9	14	10	26	22	21	21	16	GUY GANNETT	KATZ	2.6
3.6	3.2	2.5	3.6	2.9	14	15	39	28	22	22	17	JEFFERSON-PILOT	BAN	1.7
3.9	2.5	1.4	2.7	2.7	16	20	5	5	11	14	21	WEDR, INC.	--	3.2
2.2	2.7	2.7	2.6	2.6	17	18	20	16	16	12	10	WADO/TICHENOR	EAST	2.7
3.4	3.3	2.4	3.0	2.5	18	11	17	12	12	11	13	GILMORE	TOR	2.8
2.0	1.7	2.4	2.9	2.5	18	14	3	8	15	19	27	TK	EAST	4.1
2.4	1.8	1.7	1.7	2.5	20	22	32	10	9	8	14	NEW AGE	CBS	1.8
2.8	4.0	3.5	2.9	2.1	21	16	7	7	14	15	25	COX	CHR	3.7
2.1	1.2	1.3	1.5	1.8	22	23	35	25	26	24	18	TAYLOR	KATZ	.6
1.8	1.6	1.7	2.5	1.7	23	21	11	11	17	16	24	GUY GANNETT	KATZ	2.4
1.9	1.2	1.8	1.1	1.1	24	25	15	38	28	26	20	SBS	SBS	.8
1.1	0.8	1.4	0.8	1.1	25	27	18	20	25	29	23	MARGOLIS	K/P	1.2

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	10.3
1 WHQT	1 WHQT	1 WHQT-FM	1 WHQT	1 WMXJ	1 WHQT	AOR	4.6
2 WPOW	2 WPOW	2 WMXJ-FM	2 WJQY	2 WIOD	2 WMXJ	B/EZ	9.5
3 WGTR	3 WHYI	3 WIOD	3 WMXJ	3 WHQT	3 WHQT	CHR	8.7
4 WXDJ	4 WJQY	4 WPOW	4 WPOW	4 WXDJ	4 WCMQ-FM	Clas	3.1
5 WSHE	5 WAXY	5 WXDJ	5 WHYI	5 WKIS	5 WLYF	Ctry	4.1
6 WHYI	6 WEDR	6 WGTR	6 WAXY	6 WJQY	6 WAXY	Gold	6.5
7 WZTA	7 WMXJ	7 WKIS	7 WCMQ-FM	7 WLYF	7 WHYI	NAC	2.5
8 WMXJ	8 WLVE	8 WSHE	8 WLVE	8 WAXY	8 WLVE	N/T	11.0
9 WIOD	9 WSHE	9 WZTA	9 WLYF	9 WGTR	9 WKIS	Span	14.9
10 WEDR	10 WGTR	10 WHYI	10 WEDR	10 WQBA-FM	10 WPOW	UC	11.8

POPULATION: 1,978,600

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
16.9	16.3	16.4	17.9	18.4	1	WCCO AC	830 50kw	1	6	9	3	1	1	84	MIDWEST	CBS	15.7
8.4	8.0	8.6	9.9	9.1	2	KQRS-A/F AOR	1440/92.5 5kw/50kw	2	3	1	1	3	6	71	CAP CITIES/ABC	KATZ	12.0
9.2	8.7	7.7	6.5	8.1	3	KSTP-FM AC	94.5 95kw	6	9	4	2	2	2	80	HUBBARD	MCG	5.5
6.8	6.5	6.1	6.0	8.0	4	KEYE Ctry	102.1 50kw	7	5	6	5	4	4	98	MALRITE	KATZ	6.9
6.8	6.5	6.8	6.6	7.4	5	KDWB-FM CHR	101.3 100kw	3	1	2	6	10	11	60	MIDCONTINENT	CHR	9.6
6.9	7.3	7.5	7.3	6.9	6	WLTE AC	102.9 100kw	5	11	7	4	5	3	66	MIDWEST	CBS	6.3
6.2	6.4	7.0	5.8	6.1	7	WLOL CHR	99.5 50kw	4	2	3	8	8	10	52	EMMIS	HNWH	6.2
4.2	4.5	4.2	4.0	4.6	8	KTCZ AOR	97.1 100kw	9	16	5	7	6	7	75	PARKER	DUR	3.0
1.6	3.7	4.5	3.8	3.8	9	KQQL Gold	107.9 97kw	8	8	11	9	7	5	59	TRUMPER	REP	3.7
3.7	3.6	3.2	3.6	3.0	10	KJJO AOR	104.1 100kw	12	4	8	11	12	17	64	PARK	REP	4.9
6.8	5.6	3.9	4.3	2.8	11	KLXK CR	93.7 100kw	10	13	10	10	9	9	49	ENTERCOM	BAN	2.5
2.9	2.7	2.8	3.1	2.7	12	KSTP Talk	1500 50kw	11	19	12	12	11	8	53	HUBBARD	MCG	3.7
1.6	1.5	2.6	2.1	1.8	13	KLBB BBnd	1400 1kw	15	18	20	20	19	12	76	LCC	ROS	1.9
1.3	1.4	1.2	0.8	1.4	14	WAYL B/EZ	980 5kw	14	12	18	18	17	14	54	ENTERCOM	BAN	1.0
1.3	1.6	1.8	1.1	1.0	15	WDGY Ctry	1330 50kw	13	17	17	14	14	13	32	MALRITE	KATZ	.6

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KQRS-FM	1 KSTP-FM	1 KQRS-FM	1 KSTP-FM	1 WCCO	1 KSTP-FM	AC	33.4
2 KTCZ	2 KDWB-FM	2 WCCO	2 WLTE	2 KQRS-FM	2 WLTE	AOR	16.7
3 KJJO	3 WLLOL	3 KTCZ	3 KDWB-FM	3 KTCZ	3 WCCO	BBnd	1.8
4 KDWB-FM	4 WLTE	4 KSTP-FM	4 KEYE	4 KSTP-FM	4 KEYE	B/EZ	1.4
5 KEYE	5 KQRS-FM	5 KEYE	5 WLLOL	5 KEYE	5 WLLOL	CHR	13.5
6 WCCO	6 KEYE	6 KJJO	6 WCCO	6 KQQL	6 KQQL	Ctry	9.0
7 WLLOL	7 KTCZ	7 KDWB-FM	7 KQRS-FM	7 WLTE	7 KTCZ	Gold	6.6
8 KSTP-FM	8 KLXK	8 KQQL	8 KTCZ	8 KLXK	8 KQRS-FM	N/T	2.7
9 KLXK	9 WCCO	9 WLLOL	9 KQQL	9 KSTP	9 KLXK		
10 KQQL	10 KQQL	10 WLTE	10 KLXK	10 KJJO	10 KDWB-FM		

# MILWAUKEE-RACINE

POPULATION: 1,301,100

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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	9.8	12.3	12.1	10.5	1	WTMJ AC	620 5kw	2	8	12	8	3	1	76	WTMJ, INC.	CHR	8.2
9.3	9.0	10.1	9.8	9.3	2	WKTI CHR	94.5 15.5kw	1	1	1	1	1	5	63	WTMJ, INC.	CHR	10.1
4.1	5.9	6.1	7.9	8.1	3	WLUM CHR	102.1 50kw	3	2	2	2	4	11	86	ALL PRO	K/P	10.9
5.9	5.6	6.7	5.4	6.6	4	WOKY BBnd	920 5.1kw	8	18	16	17	12	3	91	SUNDANCE	--	6.5
7.5	7.6	5.9	6.2	6.3	5	WEZW B/EZ	103.7 19.5kw	6	13	10	11	9	2	85	MULTIMEDIA	REP	2.5
7.9	6.2	6.1	8.2	5.8	6	WKLH CR	96.5 20kw	5	7	4	3	2	9	77	SAGA	MCG	7.0
6.2	6.7	5.8	6.4	5.6	7	WLZR-A/F AOR	1340/102.9 1kw/50kw	4	3	3	4	10	20	72	GREAT AMERICAN	REP	9.8
6.7	7.8	6.5	5.2	5.4	8	WMIL Ctry	106.1 50kw	7	11	9	10	6	4	73	SUNDANCE	CBS	8.4
4.1	4.0	3.4	3.6	4.9	9	WMYX AC	99.1 50kw	9	6	6	5	7	7	79	HERITAGE MEDIA	BAN	3.1
2.7	3.1	4.4	4.1	4.3	10	WZTR Gold	95.7 34kw	10	9	8	6	5	6	72	PINNACLE	DUR	3.6
4.6	4.7	4.1	4.8	3.8	11	WLTQ AC	97.3 15.5kw	13	10	7	9	8	10	83	HEARST	KATZ	3.9
2.6	3.1	4.0	3.6	3.8	11	WQFM AOR	93.3 12.5kw	11	4	5	7	13	23	67	SHAMROCK COM.	TOR	4.6
3.6	3.7	3.7	3.6	3.7	13	WISN News	1130 50kw	12	20	17	16	17	8	68	HEARST	KATZ	2.5
2.2	2.6	2.3	1.5	2.5	14	WBZN-A/F NAC	1460/100.7 .5kw/50kw	14	15	11	12	11	13	80	SRO	EAST	2.0
3.1	2.7	1.9	2.2	2.2	15	WFMR CHR	98.3 3kw	16	17	19	15	16	14	82	CAPITOL CLASS.	CMBS	2.3
1.7	1.7	1.4	1.5	2.1	16	WEMP Gold	1250 5kw	15	19	15	13	14	12	75	HERITAGE MEDIA	BAN	.9
0.7	1.9	0.9	0.9	1.7	17	WMVP UC	1290 5kw	18	14	13	14	15	15	106	ALL PRO	K/P	.9
1.1	0.7	1.6	2.1	1.2	18	WNOV UC	860 250kw	19	5	14	18	18	22	88	COURIER	--	.8
0.7	0.9	1.4	0.6	1.2	18	WTKM-A/F Misc	1540/104.9 5kw/3kw	21	26	24	23	24	19	127	IROQUOIS COUNTY	--	1.0
0.7	1.4	0.9	0.7	1.1	20	WRJN Nost	1400 1kw	22	27	22	24	22	20	122	VISION	--	.5

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	19.2
1 WLZR-FM	1 WKTI	1 WKLH	1 WKTI	1 WKLH	1 WKTI	AOR	9.4
2 WKLH	2 WLUM	2 WLZR-FM	2 WMYX	2 WZTR	2 WMYX	BBnd	7.7
3 WLUM	3 WMYX	3 WLUM	3 WLUM	3 WTMJ	3 WLUM	B/EZ	6.3
4 WKTI	4 WKLH	4 WKTI	4 WLTQ	4 WMIL	4 WLTQ	CHR	19.6
5 WQFM	5 WLTQ	5 WZTR	5 WKLH	5 WLZR-FM	5 WTMJ	Ctry	5.4
6 WZTR	6 WQFM	6 WQFM	6 WEZW	6 WLUM	6 WKLH	Gold	12.6
7 WLTQ	7 WLZR-FM	7 WTMJ	7 WZTR	7 WKTI	7 WEZW	Misc	1.2
8 WMIL	8 WZTR	8 WMIL	8 WTMJ	8 WBZN-FM	8 WZTR	NAC	2.5
9 WMYX	9 WEZW	9 WLTQ	9 WMIL	9 WEZW	9 WMIL	N/T	3.7
10 WTMJ	10 WMIL	10 WBZN-FM	10 WQFM	10 WLTQ	10 WOKY	UC	2.9



# MONMOUTH-OCEAN, NJ

POPULATION 838,700

SPRING '89	FALL '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+ BRCH SHARE
8.0	7.0	1	WOBM-FM AC	92.7 1.4kw	2	10	4	3	1	1	85	NORTH SHORE	--	4.9
4.5	5.6	2	WNEW-FM AOR	102.7 7.8kw	4	6	1	1	2	11	79	COMMAND	KATZ	7.5
4.2	5.5	3	WOR Talk	710 50kw	7	29	31	22	15	6	99	BUCKLEY	MCG	5.3
4.8	5.1	4	WXRK CR	92.3 7.6kw	3	7	2	2	3	9	71	INFINITY	TOR	5.9
6.6	5.0	5	WPAT-A/F B/EZ	930/93.1 5kw/5.4kw	6	30	33	20	12	3	86	PARK	REP	4.4
4.4	4.6	6	WPLJ CHR	95.5 6.7kw	1	2	3	4	9	15	50	CAP CITIES/ABC	KATZ	5.3
3.9	4.1	7	WFAN Spor	660 50kw	11	18	17	5	4	2	81	EMMIS	HNWH	2.8
3.0	3.3	8	WABC Talk	770 50kw	8	37	22	21	17	10	59	CAP CITIES/ABC	BAN	4.0
2.8	3.3	8	WADB B/EZ	95.9 3kw	12	33	35	30	16	7	67	PLEASANT	--	4.1
4.2	3.3	8	WHTZ CHR	100.3 7.8kw	9	1	5	12	14	24	61	MALRITE	CHR	5.4
3.2	3.1	11	WCBS-FM Gold	101.1 6.8kw	10	16	14	7	6	4	61	CBS	CBS	2.9
1.8	3.1	11	WZVU AC	107.1 2.3kw	18	12	11	6	5	5	83	MAMMOTH	CHR	2.0
3.2	2.5	13	WJLK-FM AC	94.3 3kw	13	14	10	10	10	14	57	D&F	KATZ	2.7
3.2	2.5	13	WYNY Ctry	103.5 6.7kw	21	41	13	9	8	8	92	WESTWOOD ONE	TOR	1.6
3.4	2.4	15	WCBS News	880 50kw	5	28	30	27	22	16	37	CBS	CBS	2.3
1.4	2.4	15	WNSR AC	105.1 7.8kw	14	15	9	8	7	12	57	BONNEVILLE INTL	MCG	1.8
1.3	2.2	17	WNEW Nost	1130 50kw	17	25	27	37	23	19	58	COMMAND	EAST	2.5
0.6	2.1	18	WRKS UC	98.7 7.8kw	28	5	6	13	21	28	125	SUMMIT	DUR	1.8
3.2	1.9	19	WJRZ CHR	100.1 1.6kw	16	9	7	11	11	23	50	JERSEY SHORE	KATZ	4.3
2.4	1.8	20	WLTW AC	106.7 7.8kw	15	20	19	16	13	13	47	VIACOM	KATZ	1.1
1.2	1.5	21	WJLK Gold	1310 2.5kw	30	34	32	33	33	18	92	D&F	KATZ	.2
1.1	1.4	22	WHTG NR	106.3 3kw	25	13	12	14	24	30	69	MALRITE	CHR	1.3
0.0	1.3	23	WMD AC	1340 1kw	36	22	42	41	37	17	151	AMCOM, INC.	REP	--
2.1	1.3	23	WQHT CHR	97.1 6.7kw	19	3	15	19	29	37	44	EMMIS	HNWH	2.5
1.7	1.2	25	WMMR AOR	93.3 29kw	20	23	8	15	18	35	43	LEGACY	KATZ	2.9
4.6	1.1	26	WFPG-FM B/EZ	96.9 50kw	23	27	29	25	25	21	50	H&D	EAST	.5
0.0	1.1	26	WHLI BBnd	1100 10kw	38	31	39	42	41	38	142	LONG ISLAND BR.	KATZ	--
0.7	1.1	26	WQCD NAC	101.9 5.3kw	29	33	21	18	19	25	63	TRIBUNE	CHR	.7
0.7	1.0	29	WOBM Ctry	1160 5-8.9kw	27	26	20	24	30	26	54	NORTH SHORE	--	2.2

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FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
1.3	1.3	1.8	1.6	1.7	23	KFI Talk	640 50kw	18	41	29	25	22	15	55	COX	CHR	1.9
1.0	1.1	1.2	1.0	1.4	24	KKGO-FM Jazz	105.1 18kw	22	33	27	30	26	19	53	MT. WILSON FM	CMBS	1.5
1.2	1.1	1.0	1.1	1.3	25	KSKQ-FM Span	97.9 79kw	29	17	16	20	23	31	88	SBS	SBS	--
0.7	0.9	0.7	1.2	1.2	26	KLIT AC	101.9 2.5kw	23	26	26	24	24	20	46	GOLDEN WEST	DUR	1.1
1.0	1.2	1.2	0.8	1.2	27	KLAC Ctry	570 5kw	26	31	38	31	30	22	57	MALRITE	EAST	.6
0.6	0.6	0.8	0.7	1.1	28	KGFJ UC	1230 1kw	33	24	23	21	25	25	89	EAST-WEST	ROS	.7
0.8	1.2	1.0	0.8	1.0	29	KALI Span	1430 5kw	30	9	24	29	32	30	73	UNITED	KATZ	.7
1.2	0.8	0.9	0.8	1.0	29	KRLA Gold	1110 50kw	27	13	25	26	28	26	54	GREATER MEDIA	MMR	.9

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 KPWR	1 KLOS	1 KOST	1 KLOS	1 KOST	AC	13.4
2 KPWR	2 KOST	2 KPWR	2 KPWR	2 KOST	2 KBIG	AOR	6.7
3 KQLZ	3 KIIS-FM	3 KIIS-FM	3 KIIS-FM	3 KTUV	3 KIIS-FM	BBnd	2.1
4 KIIS-FM	4 KQLZ	4 KOST	4 KBIG	4 KIIS-FM	4 KWKW	CHR	15.4
5 KROQ	5 KLVE	5 KQLZ	5 KWKW	5 KWKW	5 KPWR	Ctry	3.4
6 KLSX	6 KBIG	6 KLSX	6 KLVE	6 KABC	6 KRTH-FM	Gold	8.1
7 KLVE	7 KLOS	7 KWKW	7 KLOS	7 KRTH-FM	7 KTUV	Jazz	1.4
8 KOST	8 KACE	8 KROQ	8 KQLZ	8 KLSX	8 KLVE	NAC	3.1
9 KWKW	9 KJLH	9 KLVF	9 KRTH-FM	9 KNX	9 KLOS	N/T	12.3
10 KTNQ	10 KTNQ	10 KTWV	10 KACE	10 KTNQ	10 KABC	Span	11.7
						UC	5.3

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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 WNEW-FM	1 WNEW-FM	1 WNEW-FM	1 WOBN-FM	1 WNEW-FM	1 WOBN-FM	AC	18.1
2 WXRK	2 WPLJ	2 WXRK	2 WPLJ	2 WFAN	2 WZVU	AOR	8.2
3 WOBN-FM	3 WXRK	3 WFAN	3 WNEW-FM	3 WXRK	3 WNEW-FM	BBnd	3.3
4 WPLJ	4 WHTZ	4 WOBN-FM	4 WXRK	4 WCBS-FM	4 WXRK	B/EZ	9.4
5 WHTG	5 WRKS	5 WCBS-FM	5 WZVU	5 WOBN-FM	5 WNSR	CHR	11.1
6 WMMR	6 WOBN-FM	6 WZVU	6 WRKS	6 WZVU	6 WJLK-FM	Ctry	3.5
7 WYNY	7 WJLK-FM	7 WPLJ	7 WHTZ	7 WYNY	7 WPLJ	Gold	9.7
8 WJRZ	8 WJRZ	8 WNSR	8 WNSR	8 WNSR	8 WCBS-FM	NAC	1.1
9 WFAN	9 WZVU	9 WHTG-FM	9 WJLK-FM	9 WPLJ	9 WHTZ	N/T	15.3
10 WNSR	10 WNSR	10 WYNY	10 WCBS-FM	10 WJLK-FM	10 WYNY	UC	2.1

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
9.9	7.9	9.4	8.9	12.4	1	WSIX-FM Ctry	97.9 100kw	4	11	3	1	1	2	116	CAPSTAR	MCG	8.9
10.3	14.8	13.8	17.3	11.6	2	WYHY CHR	107.5 58kw	1	1	1	2	7	11	82	JACOR	EAST	19.2
9.3	11.2	10.4	8.2	9.2	3	WSM-FM Ctry	95.5 100kw	3	7	7	8	2	1	84	GAYLORD	CHR	7.1
8.3	8.9	10.7	9.0	7.9	4	WKDF AOR	103.3 100kw	2	3	2	3	6	10	71	DICK	KATZ	12.1
6.9	5.3	5.9	7.1	7.2	5	WQQK UC	92.1 1.5kw	9	2	6	5	5	7	106	PHOENIX	MMR	10.3
7.1	7.8	7.6	6.8	6.6	6	WLAC-FM AC	105.9 100kw	5	9	5	4	4	6	70	FAIRMOUNT	DUR	7.6
5.1	4.4	5.4	6.8	6.1	7	WRMX AC	96.3 100kw	8	8	8	6	3	3	88	SIGNATURE	REP	6.0
5.8	4.2	5.8	4.5	5.7	8	WGFX CR	104.5 100kw	7	6	4	7	8	12	71	CAPITOL BR. CRP	BAN	6.8
9.6	9.1	6.8	7.0	5.6	9	WZEZ B/EZ	92.9 100kw	6	16	9	9	9	4	67	SOUTH CENTRAL	EAST	5.7
4.2	4.4	4.1	4.0	3.5	10	WSM Ctry	650 50kw	10	12	12	14	12	5	57	GAYLORD	CHR	2.0
2.9	2.0	4.1	1.7	3.2	11	WVOL Gold	1470 5.1kw	12	4	14	10	10	8	81	PHOENIX	MMR	2.2
3.0	3.3	1.5	2.6	3.1	12	WLAC N/T	1510 50kw	11	23	13	11	11	9	54	FAIRMOUNT	DUR	2.2
0.8	0.5	0.4	0.6	1.3	13	WSIX Misc	980 5kw	13	10	11	12	13	14	38	CAPSTAR	MCG	1.3
1.9	0.9	0.8	0.5	1.2	14	WMDB UC	880 2.5kw	14	5	10	13	15	19	77	BOBB	--	.1

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	12.7
1 WKDF	1 WYHY	1 WSIX-FM	1 WYHY	1 WSIX-FM	1 WSIX-FM	AOR	7.9
2 WSIX-FM	2 WQQK	2 WKDF	2 WLAC-FM	2 WRMX	2 WLAC-FM	B/EZ	5.6
3 WGFX	3 WLAC-FM	3 WGFX	3 WQQK	3 WKDF	3 WQQK	CHR	11.6
4 WYHY	4 WGFX	4 WYHY	4 WSIX-FM	4 WSM-FM	4 WSM-FM	Ctry	25.1
5 WLAC-FM	5 WKDF	5 WRMX	5 WRMX	5 WGFX	5 WRMX	Gold	8.9
6 WQQK	6 WSIX-FM	6 WSM-FM	6 WSM-FM	6 WLAC-FM	6 WYHY	Misc	1.3
7 WSM-FM	7 WSM-FM	7 WLAC-FM	7 WKDF	7 WYHY	7 WZEZ	N/T	3.1
8 WRMX	8 WRMX	8 WQQK	8 WGFX	8 WQQK	8 WKDF	UC	8.4
9 WSIX	9 WZEZ	9 WLAC	9 WZEZ	9 WLAC	9 WVOL		
10 WSM	10 WMDB	10 WSIX	10 WVOL	10 WZEZ	10 WGFX		



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### WHAT YOU NEED TO KNOW

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# NASSAU-SUFFOLK

POPULATION: 2,244,400

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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+ BRNCH SHARE
6.3	5.7	8.0	6.3	6.1	1	WALK-A/F AC	1370/97.5 5kw/45kw	5	14	7	3	1	1	85	AMERICAN MEDIA	DUR	6.1
5.1	4.2	5.0	5.3	6.1	1	WBAB-A/F AOR	1240/102.3 1kw/3kw	2	5	1	1	3	20	75	NOBLE	MMR	7.6
4.0	4.8	5.4	5.4	5.8	3	WBLI CHR	106.1 25kw	4	3	3	2	4	6	75	BECK-ROSS	KATZ	5.5
5.3	6.3	6.6	5.5	5.5	4	WHTZ CHR	100.3 7.8kw	1	1	4	6	9	14	57	MALRITE	CHR	6.3
5.0	4.9	4.8	4.2	4.6	5	WCBS-FM Gold	101.1 6.8kw	7	12	12	4	2	2	66	CBS	CBS	4.0
3.8	2.8	3.6	3.2	4.0	6	WCBS News	880 50kw	3	22	30	15	12	3	51	CBS	CBS	2.9
2.6	2.7	3.2	3.4	4.0	6	WNEW-FM AOR	102.7 7.8kw	9	9	2	5	5	15	68	LEGACY	KATZ	3.8
3.5	3.7	3.0	2.4	3.9	8	WHLI BBan	1110 10kw	21	39	33	34	25	9	141	BARNSTABLE	KATZ	2.3
3.3	2.2	3.7	3.1	3.8	9	WPAT-A/F B/EZ	930/93.1 5kw/5.4kw	19	32	24	23	21	10	109	PARK	REP	1.9
4.1	3.2	3.1	3.4	3.7	10	WOR Talk	710 50kw	16	30	35	29	19	8	101	BUCKLEY	MCG	3.1
2.9	2.4	2.7	3.4	3.5	11	WFAN Sports	660 50kw	14	10	14	8	6	5	69	EMMIS	HNWH	3.4
2.6	3.0	3.9	2.9	3.5	11	WLTW AC	106.7 7.8kw	13	25	11	11	8	4	78	VIACOM	KATZ	2.1
3.3	3.3	3.0	4.5	3.3	13	WQHT CHR	97.1 6.7kw	11	2	6	9	20	27	64	EMMIS	HNWH	4.9
3.1	3.2	3.1	3.7	3.2	14	WXRK CR	92.3 7.6kw	10	8	5	7	7	23	57	INFINITY	TOR	2.9
3.6	3.7	3.1	3.5	2.9	15	WKJY AC	98.3 3kw	15	17	8	10	11	17	76	BARNSTABLE	KATZ	2.3
2.8	3.2	3.1	3.1	2.9	15	WYNY Ctry	103.5 6.7kw	17	37	15	13	10	7	78	WESTWOOD ONE	EAST	3.1
3.2	3.0	2.9	2.7	2.7	17	WINS News	1010 30kw	6	15	19	18	14	12	39	GROUP W	G/W	2.1
2.9	3.1	2.6	1.5	2.4	18	WCTO B/EZ	94.3 3kw	20	19	37	24	18	13	80	GREATER MEDIA	ROS	1.7
2.4	1.9	1.4	1.1	2.2	19	WGSM BBnd	740 25kw	29	33	38	37	26	11	142	GREATER MEDIA	ROS	1.6
3.1	3.0	2.5	3.0	2.2	19	WPLJ CHR	95.5 6.7kw	8	4	9	14	16	26	36	CAP CITIES/ABC	KATZ	3.4
2.7	3.2	3.0	2.7	2.1	21	WABC Talk	770 50kw	19	40	23	22	23	18	60	CAP CITIES/ABC	BAN	2.5
3.1	3.3	2.6	2.8	2.1	21	WNSR AC	105.1 7.8kw	18	38	13	12	13	16	59	BONNEVILLE INT	MCG	2.2
1.4	1.9	1.7	1.5	1.5	23	WDRE NR	92.7 1kw	26	7	10	16	27	32	65	JARAD	KATZ	3.1
1.5	1.4	0.9	1.3	1.5	23	WQXR-FM Clas	96.3 7.8kw	24	29	26	27	28	21	63	INTERSTATE	MMR	1.1
1.6	1.7	1.1	1.3	1.4	25	WEZN AC	99.9 27.5kw	23	27	21	19	17	22	56	NEWCITY	KATZ	.8
1.1	0.8	1.1	1.3	1.4	25	WNCN Clas	104.3 7.8kw	25	23	29	25	22	19	59	GAF	CMBS	.7
1.0	2.0	1.6	1.3	1.3	27	WQCD NAC	101.9 5.3kw	27	13	16	17	15	24	60	TRIBUNE	CHR	1.7
1.4	1.4	1.3	1.7	1.2	28	WRKS UC	98.7 7.8kw	28	6	17	20	29	31	62	SUMMIT	DUR	3.2

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POPULATION: 1,085,200

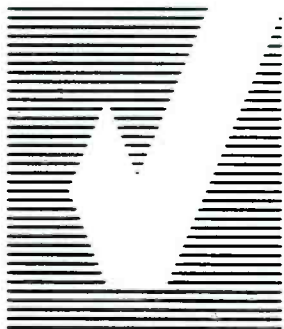
FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '89	METRO RANK 12+ ADJ. SHARE	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP. FIRM	12+ BRCH SHARE
8.5	10.2	9.3	13.3	15.1	1	WYLD-FM UC	98.5 100kw	4	3	1	1	1	1	144	INTER-URBAN	HNWH	16.7
10.8	11.7	12.4	11.1	10.8	2	WEZB CHR	97.1 100kw	1	1	2	2	2	7	75	EZ	MMR	12.3
14.5	11.5	10.3	10.9	10.0	3	WQUE-A/F UC	1280/93.3 5kw/93kw	2	2	3	3	3	6	82	CLEAR CHANNEL	CHR	11.2
8.6	5.1	4.8	6.1	6.3	4	WWL N/T	870 50kw	3	22	12	9	8	2	55	LOYOLA UNIV.	KATZ	5.9
6.4	5.2	5.0	5.1	5.4	5	WLMG AC	101.9 95kw	6	7	8	5	5	3	80	LOYOLA UNIV.	KATZ	5.2
3.2	3.3	4.7	4.4	4.8	6	WBOK Rel	1230 1kw	13	19	13	13	13	8	131	WILLIS	REP	3.0
2.1	1.9	1.7	2.5	4.6	7	KQLD Gold	106.7 100kw	9	16	7	4	4	4	77	BEASLEY	MCG	4.3
4.5	4.9	5.4	5.0	4.6	7	WBYU Nost	1450 1kw	11	11	15	15	15	10	97	STONER	ROS	3.9
5.6	9.2	7.8	6.2	4.6	7	WLTS AC	105.3 100kw	5	5	6	6	6	9	58	PHASE II	ROS	4.3
5.5	5.1	4.1	3.4	4.6	7	WNOE-A/F Ctry	1060/101.1 50-5kw/1kw	8	13	14	12	10	5	73	NEWMARKET	MCG	4.3
3.8	4.6	4.8	3.0	3.8	11	WRNO AOR	99.5 100kw	7	4	4	7	12	16	60	GULF NORTH	MMR	4.8
4.0	3.4	3.9	2.8	3.5	12	WCKW-A/F CR	1010/92.3 5kw/100kw	10	10	5	8	7	17	70	222 CORP.	REP	5.6
2.5	2.8	2.8	3.3	2.7	13	WQXY Ctry	95.7 100kw	14	12	9	11	11	12	75	VETTER	CHR	2.3
1.4	1.3	2.5	2.6	2.5	14	KHOM Gold	104.1 100kw	12	9	11	10	9	11	63	KHOM ASSOC.	TOR	2.7
2.8	2.1	1.7	2.1	1.9	15	WYLD UC	940 10-.5kw	15	24	10	14	14	14	66	INTER-URBAN	HNWH	2.3
1.9	1.6	1.4	1.1	1.6	16	WSMB Talk	1350 5kw	16	20	16	18	18	18	64	NORTH, INC.	FWS	1.4
0.8	1.1	1.5	1.5	1.3	17	WTIX N/T	690 10-5kw	17	21	17	17	17	15	59	PRICE COM.	MCG	1.4
1.9	2.7	1.9	1.4	1.0	18	WYAT Gold	990 .25kw	18	14	18	16	16	13	57	PHASE II	DUR	.6

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WYLD-FM	1 WYLD-FM	1 WYLD-FM	1 WYLD-FM	1 WYLD-FM	1 WYLD-FM	AC	10.0
2 WEZB	2 WQUE-FM	2 WEZB	2 WQUE-FM	2 WEZB	2 WQUE-FM	AOR	3.8
3 WQUE-FM	3 WEZB	3 WQUE-FM	3 WEZB	3 WQUE-FM	3 WEZB	BBnd	4.6
4 WRNO	4 WLTS	4 WRNO	4 WLTS	4 KQLD	4 WLTS	CHR	10.8
5 WCKW-FM	5 KQLD	5 WCKW-FM	5 WLMG	5 WCKW-FM	5 WLMG	Ctry	7.3
6 KQLD	6 WLMG	6 KQLD	6 KQLD	6 WLMG-FM	6 KQLD	Gold	11.6
7 WQXY	7 WCKW-FM	7 WLMG	7 WRNO	7 WWL	7 WYLD	N/T	9.2
8 WLMG	8 WRNO	8 WWL	8 KHOM	8 WLTS	8 WBOK	Rel/CC	4.8
9 WLTS	9 WYLD	9 WLTS	9 WCKW-FM	9 WRNO	9 WWL	UC	27.0
10 WWL	10 WBOK	10 KHOM	10 WBOK	10 WNOE-FM	10 KHOM		

POPULATION: 14,126,100

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
4.9	6.2	5.6	5.5	6.3	1	WPAT-AIF B/EZ	930/93.1 5kw/5.4kw	3	30	23	19	13	1	92	PARK	REP	3.7
4.7	4.3	5.3	5.7	4.7	2	WLTW AC	106.7 7.8kw	6	20	7	1	1	3	77	VIACOM	KATZ	3.7
4.4	4.3	4.7	4.5	4.7	2	WINS News	1010 30kw	1	7	13	11	6	4	48	GROUP W	G/W	4.1
4.7	4.5	3.7	4.3	4.6	4	WOR Talk	710 50kw	12	34	34	27	20	5	92	BUCKLEY	MCG	3.4
5.6	5.3	6.0	5.7	4.3	5	WHTZ CHR	100.3 7.8kw	2	2	5	5	8	15	55	MALRITE	CHR	6.0
4.3	4.7	5.0	4.2	4.1	6	WCBS-FM Gold	101.1 6.8kw	7	11	11	3	2	2	69	CBS	CBS	3.6
4.2	4.2	4.1	3.9	4.1	6	WRKS UC	98.7 7.8kw	9	3	3	8	10	21	76	SUMMIT	DUR	6.3
4.0	4.0	4.0	3.9	4.0	8	WQHT CHR	97.1 6.7kw	10	1	2	9	16	27	75	EMMIS	HNWH	5.6
3.6	3.8	2.9	3.7	3.8	9	WBLS UC	107.5 5.4kw	14	5	4	4	3	11	83	INNER CITY	MCG	4.6
3.2	3.5	4.2	4.2	3.7	10	WNEW-FM AOR	102.7 7.8kw	8	6	1	2	5	22	69	LEGACY	KATZ	5.0
3.6	2.7	3.0	3.4	3.5	11	WCBS News	880 50kw	4	25	27	20	17	6	53	CBS	CBS	2.6
3.1	3.1	3.5	3.2	3.5	11	WNSR AC	105.1 7.8kw	13	15	8	6	4	7	71	BONNEVILLE INT	MCG	2.5
3.4	3.1	3.4	3.6	3.1	13	WXRK CR	92.9 7.6kw	11	9	6	7	7	17	59	INFINITY	TOR	3.3
3.6	3.5	3.1	3.5	3.0	14	WPLJ CHR	95.5 6.7kw	5	4	9	10	14	20	47	CAP CITIES/ABC	KATZ	3.4
3.3	3.3	3.2	2.6	2.8	15	WABC Talk	770 50kw	16	36	19	18	21	12	75	CAP CITIES/ABC	BAN	3.0
2.3	1.8	2.5	3.1	2.7	16	WFAN Sports	660 50kw	15	12	12	13	11	10	65	EMMIS	HNWH	2.5
2.9	2.8	2.3	3.1	2.5	17	WYNY Ctry	103.5 6.7kw	19	32	16	14	12	8	87	WESTWOOD ONE	EAST	2.1
1.9	2.3	1.9	2.5	2.3	18	WNEW Nos!	1130 50kw	18	23	32	31	25	9	77	COMMAND	EAST	1.5
1.8	2.9	2.5	2.2	2.3	18	WQCD NAC	101.9 5.3kw	17	22	10	12	9	13	71	TRIBUNE	CHR	3.1
1.3	1.4	1.0	1.2	1.7	20	WLIB News	1190 10kw	23	14	18	16	19	19	114	INNER CITY	MCG	1.3
1.9	1.6	1.2	1.7	1.7	20	WADO Span	1280 5kw	24	29	29	22	22	14	124	WADO, INC.	--	1.6
0.0	1.7	2.4	1.3	1.6	22	WSKQ-FM Span	97.9 7.8kw	22	16	15	15	15	24	103	SBS	--	1.6

Continued on Page 173



# RANTEL

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# NASSAU-SUFFOLK

POPULATION: 2,244,400

Continued from Page 170

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	16.0
1 WBAB-FM	1 WALK-FM	1 WBAB-FM	1 WALK-FM	1 WBAB-FM	1 WALK-FM	AOR	11.6
2 WNEW-FM	2 WBLI	2 WCBS-FM	2 WBLI	2 WCBS-FM	2 WBLI	BBnd	6.1
3 WXRK	3 WQHT	3 WNEW-FM	3 WHTZ	3 WFAN	3 WKJY	B/EZ	6.2
4 WBLI	4 WHTZ	4 WFAN	4 WKJY	4 WNEW-FM	4 WYNY	CHR	16.8
5 WHTZ	5 WKJY	5 WXRK	5 WQHT	5 WXRK	5 WCBS-FM	Clas	2.9
6 WQHT	6 WBAB-FM	6 WBLI	6 WLTW	6 WALK-FM	6 WHTZ	Ctry	2.9
7 WFAN	7 WNEW-FM	7 WALK-FM	7 WCBS-FM	7 WBLI	7 WLTW	Gold	7.8
8 WCBS-FM	8 WLTW	8 WHTZ	8 WNSR	8 WLTW	8 WNEW-FM	NAC	1.3
9 WPLJ	9 WNSR	9 WQHT	9 WNEW-FM	9 WCBS	9 WNSR	N/T	16.0
10 WKJY	10 WPLJ	10 WCBS	10 WBAB-FM	10 WHTZ	10 WBAB-FM	UC	1.2

# NEW YORK

POPULATION: 14,126,100

Continued from Page 172

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
1.3	1.8	1.3	1.4	1.5	23	WNCN Clas	104.3 7.8kw	20	31	26	23	23	18	58	GAF	CMBS	1.1
2.0	0.7	0.7	1.2	1.4	24	WSKQ Span	620 5kw	30	24	24	17	18	16	146	SBS	SBS	.5
1.6	1.8	1.2	1.2	1.3	25	WQXR Clas	96.3 7.8kw	21	37	35	30	29	23	61	INTERSTATE	MMR	1.1
1.0	0.8	1.0	0.7	1.1	26	WWRL Rel	1600 5kw	29	13	31	28	26	25	102	NBN	ROS	1.0
1.0	1.0	1.2	1.0	1.0	27	WALK-A/F AC	1370/97.5 5/45kw	26	21	22	26	24	26	78	AMERICAN MEDIA	DUR	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	12.9
1 WNEW-FM	1 WQHT	1 WNEW-FM	1 WLTW	1 WCBS-FM	1 WLTW	AOR	3.7
2 WXRK	2 WRKS	2 WXRK	2 WNSR	2 WXRK	2 WNSR	BBnd	2.3
3 WBLS	3 WLTW	3 WCBS-FM	3 WHTZ	3 WNEW-FM	3 WBLS	B/EZ	6.3
4 WHTZ	4 WHTZ	4 WBLS	4 WRKS	4 WFAN	4 WCBS-FM	CHR	11.3
5 WQHT	5 WBLS	5 WFAN	5 WQHT	5 WBLS	5 WHTZ	Clas	2.8
6 WRKS	6 WNSR	6 WRKS	6 WBLS	6 WINS	6 WRKS	Ctry	2.5
7 WFAN	7 WPLJ	7 WHTZ	7 WCBS-FM	7 WQCD	7 WINS	Gold	7.2
8 WQCD	8 WNEW-FM	8 WQCD	8 WPLJ	8 WLTW	8 WPLJ	NAC	2.3
9 WNSR	9 WXRK	9 WINS	9 WNEW-FM	9 WNSR	9 WYNY	N/T	20.0
10 WPLJ	10 WCBS-FM	10 WNSR	10 WINS	10 WHTZ	10 WNEW-FM	Rel/CC	1.1
						Span	4.7
						UC	7.9

POPULATION: 1,144,600

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '89	METRO RANK 1-2 + 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+ BRCH SHARE
8.3	8.6	9.0	6.6	10.0	1	WFOG B/EZ	92.2 50kw	2	23	13	9	5	1	109	SUNSHINE WIREL.	MMR	6.5
8.4	8.7	9.8	7.4	8.8	2	WCMS-A/F Ctry	1050/100.5 5.37kw/50kw	6	19	7	7	3	2	108	WCMS RADIO	EAST	8.2
2.5	4.5	11.7	6.8	8.1	3	WAFX CR	106.9 100kw	3	5	1	1	2	11	90	DOWNES	CBS	10.2
6.0	4.5	4.4	6.0	6.8	4	WWDE AC	101.3 50kw	5	8	5	3	1	3	83	EDENS	CHR	5.2
9.0	10.5	6.6	7.8	6.6	5	WNOR-A/F AOR	1230/98.7 1kw/46kw	4	7	2	2	7	12	76	SAGA	MCG	8.7
8.0	8.7	7.3	6.9	6.3	6	WOWI UC	102.9 50kw	7	4	3	4	6	5	77	WILLIS	MCG	10.6
6.9	7.4	7.6	5.3	6.2	7	WNVZ CHR	104.5 50kw	1	3	4	6	8	7	65	WILKS-SCHWARTZ	REP	8.5
5.6	5.4	5.1	5.6	5.5	8	WJQI-A/F AC	1600/94.9 5kw/50kw	9	9	8	5	4	4	78	COLEMAN	TOR	4.4
5.9	4.7	5.6	3.9	5.4	9	WMYK UC	93.7 100kw	8	1	6	8	9	13	75	EDGE	DUR	8.2
5.0	5.7	3.4	4.9	4.1	10	WGH-FM CHR	97.3 74kw	10	1	9	11	15	17	59	SUSQUEHANNA	DUR	3.6
6.8	5.3	4.4	4.7	3.1	11	WLTY AC	95.7 40kw	11	10	11	10	10	6	58	LANDMARK	KATZ	2.7
2.5	2.2	2.6	3.5	3.1	11	WNIS Talk	850 5-1kw	16	25	19	14	12	8	96	WNIS, INC.	ROS	2.3
3.2	2.7	2.9	2.6	3.0	13	WTAR Gold	790 5kw	12	22	18	13	13	9	68	LANDMARK	KATZ	2.0
3.1	3.0	2.4	3.3	2.9	14	WPCE Rel	1400 1.25kw	15	15	15	18	14	10	87	WILLIS	MCG	2.0
3.2	1.7	1.4	4.3	2.2	15	WZCL CC	105.3 50kw	14	14	10	12	11	16	57	WIN	BAN	2.3
0.0	0.0	0.0	0.0	2.1	16	WBSK UC	1350 5-1kw	13	6	16	16	17	15	54	RAGAN HENRY	MCG	1.9
1.2	1.4	1.1	2.0	1.7	17	WKEZ Ctry	94.1 50kw	17	12	17	15	16	14	94	EURE	BAN	1.7
0.6	1.5	0.6	1.9	1.3	18	WOFM AOR	92.1 1.7kw	19	11	12	17	18	23	86	AMERICAN EAGLE	K/P	1.4
0.0	0.0	0.0	1.7	1.0	19	WKSV CC	96.1 50kw	18	18	14	19	19	20	68	KAT BROAD.	BAN	.5

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	15.4
1 WAFX	1 WWDE	1 WAFX	1 WWDE	1 WAFX	1 WWDE	AOR	7.9
2 WNOR-FM	2 WAFX	2 WNOR-FM	2 WJQI-FM	2 WCMS-FM	2 WJQI-FM	B/EZ	10.0
3 WCMS-FM	3 WOWI-FM	3 WCMS-FM	3 WNVZ	3 WNOR-FM	3 WFOG	CHR	10.3
4 WOWI	4 WNVZ	4 WOWI	4 WOWI	4 WWDE	4 WNVZ	Ctry	10.5
5 WNVZ	5 WJQI-FM	5 WNVZ	5 WAFX	5 WOWI	5 WOWI	Gold	11.1
6 WMYK	6 WMYK	6 WMYK	6 WMYK	6 WMYK	6 WAFX	N/T	3.1
7 WGH-FM	7 WGH-FM	7 WWDE	7 WFOG	7 WJQI-FM	7 WCMS-FM	Rel/CC	6.1
8 WWDE	8 WNOR-FM	8 WJQI-FM	8 WNOR-FM	8 WLTY	8 WMYK	UC	13.8
9 WZCL	9 WLTY	9 WLTY	9 WLTY	9 WFOG	9 WLTY		
10 WJQI-FM	10 WCMS	10 WFOG	10 WGH-FM	10 WNVZ	10 WNOR-FM		



FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
13.3	13.5	14.3	15.6	14.0	1	<b>KXXY-AIF</b> Ctry	1340/96.1 1kw/98kw	1	5	2	1	1	1	97	NEWMARKET MEDIA	MCG	13.6
12.3	11.8	10.1	8.7	9.2	2	<b>KJYO</b> CHR	102.7 98kw	2	1	3	4	6	10	67	CLEAR CHANNEL	CHR	13.1
7.3	7.4	5.9	8.7	8.2	3	<b>KTOK</b> N/T	1000 5kw	3	10	12	11	11	4	72	CLEAR CHANNEL	CHR	7.2
10.0	9.4	7.8	8.8	8.1	4	<b>KKNG</b> B/EZ	92.5 100kw	7	18	10	10	4	2	91	WILKS-SCHARTZ	KATZ	6.6
5.0	8.1	6.4	5.9	7.7	5	<b>KZBS</b> CHR	98.9 100kw	4	2	4	5	5	11	72	ZUMMA	HNHW	7.9
10.0	7.8	7.5	4.7	7.6	6	<b>KATT</b> AOR	100.5 97kw	5	3	1	2	10	14	73	SURREY	BAN	9.6
5.0	6.3	5.4	6.8	6.6	7	<b>KRXO</b> CR	107.7 99kw	8	6	5	3	2	7	74	DIAMOND	CBS	5.2
3.7	3.6	6.5	5.7	6.4	8	<b>KEBC</b> Ctry	94.7 100kw	6	7	6	9	7	5	65	INDEPENDENCE	DUR	5.2
4.7	5.1	5.7	7.0	5.9	9	<b>KOMA</b> Gold	1520 50kw	11	9	9	6	3	3	86	DIAMOND	CBS	6.3
4.4	5.1	6.4	4.6	5.0	10	<b>KMGL</b> AC	104.1 99kw	10	8	7	7	8	6	65	RENDA	EAST	4.8
4.7	4.7	4.0	3.7	4.0	11	<b>KLTE</b> AC	101.9 98kw	9	12	8	8	9	8	51	ENTERCOM	TOR	3.4
5.1	2.8	2.4	3.0	4.0	12	<b>WKY</b> Ctry	930 5kw	12	15	11	12	12	9	62	GAYLORD	BAN	2.8
2.9	2.7	3.3	3.4	1.6	13	<b>KPRW</b> UC	1140 1kw	16	4	14	13	14	13	102	SURREY	BAN	3.6
1.4	0.9	0.7	1.2	1.0	14	<b>KJIL</b> Rel	104.9 3kw	15	11	17	17	15	12	52	BROADCAST EMP.	STR	1.7

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC
1 KATT-FM	1 KZBS	1 KXXY-FM	1 KXXY-FM	1 KXXY-FM	1 KXXY-FM	9.0
2 KRXO	2 KXXY-FM	2 KATT	2 KJYO	2 KRXO	2 KMGL	7.6
3 KJYO	3 KJYO	3 KRXO	3 KZBS	3 KOMA	3 KOMA	8.1
4 KXXY	4 KATT	4 KJYO	4 KMGL	4 KATT	4 KZBS	16.9
5 KZBS	5 KMGL	5 KOMA	5 KOMA	5 KTOK	5 KJYO	24.4
6 KLTE	6 KRXO	6 KZBS	6 KATT	6 KKNG	6 KKNG	12.5
7 KEBC	7 KEBC	7 KKNG	7 KRXO	7 KEBC	7 KRXO	8.2
8 KOMA	8 KLTE	8 KLTE	8 KLTE	8 KLTE	8 KLTE	
9 KKNG	9 KOMA	9 KEBC	9 KEBC	9 KZBS	9 KEBC	
10 WKY	10 KTLV	10 KTOK	10 KKNG	10 KJYO	10 KTOK	1.6



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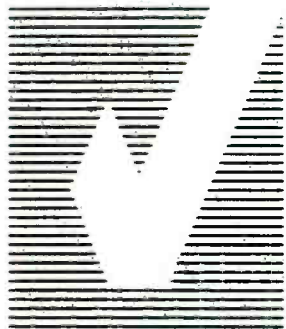
FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '89	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.9	8.6	9.7	8.8	10.1	1	WWKA Ctry	92.3 98kw	3	10	6	4	2	1	105	NEWCITY	KATZ	9.6
7.0	9.1	8.6	8.2	9.7	2	WSTF AC	101.1 100kw	1	4	3	1	1	2	82	CAPITOL BR. CO.	REP	8.0
5.3	6.0	7.9	7.3	9.6	3	WJHM UC	101.9 28kw	4	1	2	2	4	6	112	AUGUSTA	HNWH	14.4
8.6	8.3	8.3	6.6	6.9	4	WSSP B/EZ	104.1 100kw	6	9	13	10	10	3	87	GUY GANNETT	CHR	4.6
6.2	4.9	8.1	8.6	6.7	5	WHTQ AOR	96.5 100kw	7	6	1	3	7	14	86	TK	EAST	9.2
7.6	7.7	5.4	7.0	6.1	6	WOCL Gold	105.9 100kw	5	5	8	6	3	4	71	AMERICAN MEDIA	CHR	6.4
6.9	7.7	6.1	7.6	6.1	6	WOMX-A/F CHR	95.0/105.1 5kw/100kw	2	3	5	7	5	9	62	NATIONWIDE	BAN	7.1
5.5	6.7	5.2	5.8	5.5	8	WDIZ AOR	100.3 100kw	9	7	4	5	9	12	76	SHAMROCK COM.	MMR	6.7
5.6	5.8	6.7	4.2	4.7	9	WDBO AC	580 5kw	10	14	11	12	12	7	68	NEWCITY	KATZ	4.1
4.8	5.5	4.4	5.7	4.5	10	WJYO AC	107.7 100kw	12	11	9	8	6	5	79	METROPLEX	MMR	2.8
5.6	3.8	4.2	4.6	4.2	11	WHLY CHR	106.7 100kw	8	2	10	11	14	15	57	SOUTHERN STAR	DUR	4.0
4.3	4.7	5.2	3.5	4.2	11	WWNZ N/T	740 5-1kw	11	18	12	13	11	8	71	GUY GANNETT	CHR	3.8
2.2	3.4	3.8	3.5	3.5	13	WLOQ NAC	103.1 2.65kw	13	12	7	9	8	11	76	LITCHFIELD	BAN	4.4
1.8	1.7	2.5	2.2	2.5	14	WWLV B/EZ	94.5 95kw	14	20	15	15	15	10	59	PASCO PINELLAS	EAST	1.7
2.7	1.1	0.6	1.2	1.9	15	WXXO Rel	1600 5kw	16	8	14	14	13	13	104	CHAMPION	K/P	1.2
0.4	1.9	1.1	1.5	1.3	16	WPRD Nost	1440 5-1kw	17	17	19	19	17	16	71	METROPLEX	MMR	1.5
1.4	0.7	1.0	1.0	1.0	17	WTLN-FM Rel	95.3 3kw	18	16	17	17	18	17	71	ALTON RAINBOW	KEY	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 WHTQ	1 WJHM	1 WHTQ	1 WSTF	1 WWKA	1 WSTF	AC	18.9
2 WDIZ	2 WSTF	2 WDIZ	2 WJHM	2 WOCL	2 WJHM	AOR	12.2
3 WSTF	3 WOMX-FM	3 WSTF	3 WJYO	3 WSTF	3 WWKA	BBnd	1.3
4 WJHM	4 WHTQ	4 WWKA	4 WOMX-FM	4 WHTQ	4 WJYO	B/EZ	9.4
5 WLOQ	5 WJYO	5 WOCL	5 WOCL	5 WLOQ	5 WOCL	CHR	10.3
6 WOMX-FM	6 WDIZ	6 WJHM	6 WWKA	6 WDIZ	6 WOMX-FM	Ctry	10.1
7 WWKA	7 WWKA	7 WOMX-FM	7 WHTQ	7 WOMX-FM	7 WSSP	Gold	6.1
8 WOCL	8 WHLY	8 WLOQ	8 WHLY	8 WJHM	8 WLOQ	NAC	3.5
9 WDBO	9 WOCL	9 WDBO	9 WDIZ	9 WDBO	9 WHTQ	N/T	4.2
10 WHLY	10 WLOQ	10 WWNZ	10 WLOQ	10 WWNZ	10 WDIZ	Rel/CC	2.9
						UC	9.6

POPULATION: 4,133,600

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '89	METRO RANK 12+ ACH	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				
7.7	8.1	6.9	8.1	7.5	1	WMMR AOR	93.3 29kw	2	4	1	1	1	7	81	LEGACY	KATZ	8.8
6.5	7.2	7.1	7.0	6.6	2	KYW News	1060 50kw	1	10	12	11	5	2	45	GROUP W	G/W	6.7
6.5	6.5	7.0	6.7	6.1	3	WEAZ-AJF AC	560/101.1 5kw/14kw	5	7	9	8	4	1	73	WEAZ, INC.	MCG	4.5
7.5	7.1	6.9	5.7	5.8	4	WUSL UC	98.9 18kw	7	1	4	3	10	17	94	TAK	MCG	8.0
7.9	7.9	6.1	4.3	5.5	5	WEGX CHR	106.1 22.5kw	3	3	5	4	12	16	61	MALRITE	EAST	6.4
4.9	4.5	4.5	5.5	5.3	6	WYSP CR	94.1 16kw	6	5	2	2	3	13	68	INFINITY	TOR	7.0
2.5	3.1	4.8	4.8	5.3	7	WIOQ CHR	102.1 27kw	4	2	3	5	14	19	63	EZ	HNWH	7.9
5.1	5.3	5.8	6.8	5.2	8	WPEN Nost	950 5kw	15	28	24	21	18	6	106	GREATER MEDIA	MMR	4.4
4.1	4.0	4.0	4.6	4.8	9	WXTU Ctry	92.5 15.5kw	14	9	11	12	6	4	95	BEASLEY	REP	4.7
4.8	4.9	4.6	4.3	4.5	10	WKSZ AC	100.3 35kw	8	12	14	13	7	3	74	WKSZ, INC.	KATZ	2.5
2.4	3.4	3.2	4.5	4.1	11	WUGL Gold	98.1 12.5kw	9	11	10	6	2	5	67	CBS	CBS	3.5
3.0	3.3	3.8	3.6	3.6	12	WDAS-FM UC	105.3 3.3kw	16	6	6	7	8	14	83	UNITY	BAN	4.0
3.2	3.5	3.4	3.8	3.6	13	WCAU Talk	1210 50kw	10	21	16	15	16	12	62	CBS	CBS	3.7
4.6	3.6	4.4	3.7	3.2	14	WWDB Talk	96.5 17kw	17	26	15	16	17	11	88	PANACHE	REP	3.8
4.7	4.3	4.6	3.8	3.2	15	WMGK AC	102.9 8.5kw	11	17	7	9	9	10	59	GREATER MEDIA	MMR	3.5
4.0	3.1	2.9	3.8	3.1	16	WSNI AC	104.5 16kw	12	13	8	10	11	9	59	PYRAMID	DUR	2.0
2.4	2.8	2.3	2.0	2.6	17	WFLN Clas	95.7 50kw	18	19	18	17	15	8	72	FRANKLIN	CMBS	2.2
3.1	1.8	1.8	1.9	2.6	18	WIP Sports	610 5kw	13	14	13	14	13	15	51	SPECTACOR	KATZ	2.0
1.0	0.8	1.0	1.1	1.6	19	WDAS UC	1480 5.1kw	19	20	20	18	19	18	88	UNITY	BAN	1.0

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# RANTEL

## Advanced Perceptual Research

Laurel, Maryland · 301-490-8700

POPULATION: 1,743,300

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '89	METRO RANK 12+ ADJ. SHARE	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	
14.0	12.2	12.3	11.4	11.4	1	KNIX-A/F Ctry	1580/102.5 50kw/98kw	1	10	3	1	1	1	94	BUCK OWENS	KATZ	10.2
9.7	9.0	6.5	7.2	7.9	2	KMEO-A/F B/EZ	740/96.9 1kw/100kw	5	17	14	10	10	2	88	GROUP W	G/W	4.1
8.3	7.7	7.9	8.3	7.9	2	KTAR N/T	620 5kw	3	24	12	9	4	3	75	PHOENIX	CBS	8.7
9.5	9.0	9.0	7.3	6.5	4	KZZP-A/F CHR	1310/104.7 5kw/100kw	2	1	5	5	9	9	60	NATIONWIDE	MCG	9.9
7.1	6.5	7.7	7.2	6.2	5	KUPD AOR	97.9 100kw	4	4	1	2	5	15	78	TRI-STATE	BAN	10.7
6.1	5.2	5.5	6.9	5.8	6	KKLT AC	98.7 115kw	5	9	4	3	2	4	75	PHOENIX	CBS	4.6
2.9	2.9	2.6	3.9	5.7	7	KKFR CHR	92.3 98kw	6	2	2	6	6	19	75	BROADCAST GR.	REP	5.1
4.6	2.3	3.0	3.3	4.5	8	KOOL Gold	94.5 100kw	9	14	8	4	3	5	72	ADAMS	HNWH	4.7
3.3	2.6	3.3	3.6	3.7	9	KFYI N/T	910 5kw	13	26	13	14	12	7	80	BROADCAST GR.	REP	5.7
0.7	2.5	3.3	3.7	3.7	10	KMLE Ctry	107.9 100kw	14	7	10	11	8	8	88	SHAMROCK BR.	REP	3.3
3.0	3.7	3.4	3.5	3.5	11	KDKB AOR	93.3 100kw	10	11	6	7	7	17	62	SANDUSKY	TOR	4.2
1.0	2.4	3.0	2.2	3.3	12	KOY Nost	550 5-1kw	15	19	24	19	15	6	85	EDENS	CHR	1.6
3.2	4.4	4.5	4.3	3.3	12	KSLX CR	100.7 100kw	11	22	7	8	11	14	59	COOK INLET	MMR	4.3
4.8	4.4	4.4	4.8	3.1	14	KOY-FM CHR	95.5 96kw	8	3	9	12	18	22	42	EDENS	CHR	5.4
2.0	1.5	2.1	1.8	2.8	15	KLFF BBnd	1360 5-1kw	17	30	28	29	27	10	109	RESOURCE MEDIA	--	1.6
3.4	3.4	3.0	2.7	2.6	16	KESZ AC	99.9 100kw	12	8	11	13	13	13	52	DUFFY II	EAST	1.8
2.8	2.2	2.7	2.3	1.6	17	KAMJ-FM AC	101.5 100kw	16	6	16	15	17	18	45	EZ	BAN	1.2
0.8	1.4	0.6	0.7	1.6	18	KPHX Span	1480 1-5kw	23	12	15	17	16	20	112	CONTINENTAL	CAB	.4
2.6	2.0	2.2	2.2	1.4	19	KOOL Gold	960 5kw	19	16	20	16	14	5	70	ADAMS	HNWH	1.5
0.9	1.5	1.2	1.4	1.2	20	KONC Clas	106.3 3kw	18	23	26	25	22	12	59	RESOURCE MEDIA	CMBS	.9
0.0	1.2	0.5	0.4	1.2	20	KSUN Span	1400 1kw	24	15	22	22	19	16	129	FIESTA	CAB	.5
0.5	0.0	1.1	1.0	1.1	22	KUKQ NR	1060 5-1kw	21	5	17	18	24	24	73	TRI-STATE	BAN	1.6

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	10.0
1 KUPD	1 KKLT	1 KUPD	1 KNIX-FM	1 KNIX-FM	1 KNIX-FM	AOR	10.8
2 KDKB-FM	2 KNIX-FM	2 KNIX-FM	2 KKLT	2 KOOL-FM	2 KKLT	BBnd	6.1
3 KKFR	3 KZZP-FM	3 KOOL-FM	3 KZZP-FM	3 KUPD	3 KZZP-FM	B/EZ	7.9
4 KSLX	4 KUPD	4 KDKB	4 KUPD	4 KTAR	4 KOOL-FM	CHR	15.3
5 KNIX-FM	5 KKFR	5 KKFR	5 KKFR	5 KDKB	5 KKFR	Clas	1.2
6 KOOL-FM	6 KSLX	6 KSLX	6 KOOL-FM	6 KSLX	6 KMEO-FM	Ctry	15.1
7 KZZP-FM	7 KOY-FM	7 KTAR	7 KSLX	7 KKLT	7 KMLE	Gold	9.2
8 KKLT	8 KOOL-FM	8 KZZP-FM	8 KMEO-FM	8 KMLE	8 KTAR	N/T	11.6
9 KMLE	9 KDKB	9 KKLT	9 KOY-FM	9 KKFR	9 KSLX	Span	2.8
10 KOY-FM	10 KESZ	10 KMLE	10 KDKB	10 KMEO-FM	10 KFYI		

POPULATION: 1,954,700

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '89	METRO RANK 12-ADK	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	
13.4	12.3	14.1	13.6	12.3	1	<b>KDKA</b> AC	1020 50kw	1	6	9	6	1	1	79	GROUP W	G/W	10.7
8.2	11.1	9.4	7.6	9.6	2	<b>WSHH</b> B/EZ	99.7 70.5kw	5	16	10.	9	6	2	108	RENDA	EAST	5.6
8.4	8.7	9.9	9.3	8.7	3	<b>WBZZ</b> CHR	93.7 41kw	2	1	2	2	3	8	66	EZ	BAN	12.3
8.0	7.6	7.1	9.3	7.8	4	<b>WDVE</b> AOR	102.5 55kw	3	3	1	1	4	12	84	GREAT AMERICAN	CHR	10.0
5.0	3.8	3.9	2.9	6.8	5	<b>WTAE</b> Talk	1250 5kw	4	18	12	11	10	4	76	HEARST	KATZ	4.3
6.1	5.4	7.3	6.6	6.1	6	<b>WWSW-FM</b> Gold	94.5 55kw	6	9	5	3	2	1	69	SHAMROCK BR.	MCG	6.4
4.6	5.5	5.5	6.1	5.4	7	<b>WAMO-FM</b> UC	105.9 72kw	8	2	3	4	9	9	95	SHERIDAN	HNWH	7.7
4.9	6.1	4.7	3.8	4.4	8	<b>WLTJ</b> AC	92.9 47kw	10	13	6	7	5	6	87	WLTJ INC.	DUR	3.8
3.6	5.2	4.4	5.3	4.2	9	<b>WMYG</b> CR	96.9 45kw	9	5	4	5	11	10	76	BENNS	MMR	4.7
4.5	3.9	4.2	3.6	3.8	10	<b>WDSY</b> Ctry	107.9 50kw	12	10	13	10	8	5	84	ENTERCOM	REP	4.5
4.4	3.5	2.6	3.9	3.7	11	<b>WHTX</b> AC	96.1 50kw	7	11	7	8	7	7	52	HEARST	KATZ	3.9
4.2	2.8	3.1	4.4	3.4	12	<b>WJAS</b> BBnd	1320 5kw	13	21	19	20	15	11	84	RENDA	EAST	2.5
1.9	1.3	1.7	2.4	2.4	13	<b>WNRJ</b> CHR	104.7 50kw	11	4	8	12	13	16	51	GATEWAY BR.	ROS	2.6
2.2	2.0	2.6	2.0	2.1	14	<b>KQV</b> News	1410 5kw	14	23	22	17	16	13	52	CALVARY	--	1.7
0.9	1.4	1.3	1.3	1.6	15	<b>WMBS</b> AC	590 1kw	18	28	15	16	18	14	98	FAYETTE	--	.7
1.7	2.5	2.1	1.9	1.4	16	<b>WMXP</b> AC	100.7 50kw	15	7	11	13	12	18	39	PENN MEDIA	REP	1.9
0.9	1.2	1.1	0.9	1.1	17	<b>WPIT-FM</b> Rel	101.5 48kw	16	15	16	15	17	17	46	PYRAMID	--	1.6

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	23.4
1 WDVE	1 WBZZ	1 WDVE	1 WBZZ	1 KDKA	1 WBZZ	AOR	7.8
2 WMYG	2 WDVE	2 WMYG	2 WWSW-FM	2 WDVE	2 WLTJ	BBnd	3.4
3 WBZZ	3 WAMO-FM	3 WBZZ	3 WLTJ	3 WWSW-FM	3 WWSW-FM	B/EZ	9.6
4 WAMO-FM	4 WLTJ	4 KDKA	4 WAMO-FM	4 WTAE	4 WSHH	CHR	11.1
5 KDKA	5 WWSW-FM	5 WWSW-FM	5 WDVE	5 WDSY	5 KDKA	Ctry	3.8
6 WWSW-FM	6 WHTX	6 WTAE	6 WHTX	6 WBZZ	6 WHTX	Gold	10.3
7 WTAE	7 WMYG	7 WAMO-FM	7 WSHH	7 WMYG	7 WAMO-FM	N/T	8.9
8 WNRJ	8 WSHH	8 WDSY	8 KDKA	8 WSHH	8 WDVE	Rel/CC	1.1
9 WHTX	9 WMXP	9 WHTX	9 WMYG	9 WHTX	9 WDSY	UC	5.4
10 WSHH	10 WNRJ	10 WSHH	10 WDSY	10 WLTJ	10 WMYG		



# RANTEL

## Advanced Perceptual Research

Laurel, Maryland · 301-490-8700

POPULATION: 1,343,400

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '89	METRO RANK 12-17 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
8.2	8.5	8.9	9.2	10.7	1	KKRZ CHR	100.3 95kw	1	1	1	1	4	10	80	GREAT AMERICAN	KATZ	10.3
5.5	4.7	7.5	5.5	8.2	2	KEX AC	1190 50kw	3	22	9	7	3	1	78	GREAT AMERICAN	KATZ	6.2
6.6	9.5	8.6	8.7	8.0	3	KKCW AC	103.3 95kw	2	3	4	2	1	4	69	TRUMPER	CHR	1.7
5.2	6.5	6.5	6.2	6.9	4	KUPL-FM Ctry	98.5 95kw	5	5	8	9	5	17	81	SCRIPPS HOWARD	BAN	7.6
7.7	7.0	4.9	6.2	6.6	5	KXL-FM B/EZ	95.5 100kw	10	15	15	10	10	3	97	KAYE-SMITH	MCG	3.0
7.3	6.2	6.2	7.0	6.6	5	KXYQ CHR	105.1 100kw	4	2	3	5	9	15	67	FIRST CITY	BAN	8.5
6.2	6.5	6.3	6.0	6.3	7	KXL N/T	750 50-20kw	6	20	10	11	11	7	76	KAYE-SMITH	MCG	5.8
4.6	6.0	6.3	6.5	6.1	8	KGON AOR	92.3 100kw	7	4	2	3	7	13	79	ACKERLEY	HNHW	7.3
7.1	6.4	6.8	4.0	5.5	9	KINK AOR/NAC	101.9 97kw	9	16	6	4	2	6	75	KING	MMR	7.5
3.4	3.9	4.0	3.9	4.2	10	KKSN-FM Gold	97.1 100kw	8	7	7	8	6	5	57	HERITAGE	EAST	3.9
4.3	3.5	3.8	3.7	4.2	11	KMJK-FM CR	106.7 94kw	11	14	5	6	8	14	62	FAIRMONT	CHR	5.7
0.3	1.6	2.4	2.6	2.7	12	KKSN Gold	910 5kw	15	19	22	17	16	5	85	HERITAGE	EAST	2.8
1.6	3.4	2.9	3.6	2.7	12	KWJJ-FM Ctry	99.5 94kw	12	18	11	12	12	11	59	PARK	REP	3.2
3.6	2.7	1.7	2.2	2.3	14	KKCY NAC	101.1 97kw	13	10	13	13	13	8	60	HENRY	CHR	1.7
2.1	2.7	2.0	1.7	1.6	15	KGW Talk	620 5kw	14	11	17	15	14	12	45	KING	MMR	2.0
1.0	1.0	0.8	1.1	1.6	16	KUPL Ctry	1330 5kw	17	21	20	20	20	17	62	SCRIPPS HOWARD	BAN	1.8
2.2	2.1	1.8	1.5	1.4	17	KPDQ-FM Rel	93.7 100kw	18	13	14	14	15	18	62	SALEM	--	1.8
3.4	1.1	1.0	1.4	1.0	18	KYTE Clas	970 5kw	19	17	21	23	17	16	60	HENRY	CHR	.7

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 KKRZ	1 KGON	1 KKCW	AC	16.2
2 KKRZ	2 KXYQ	2 KKCW	2 KKCW	2 KKCW	2 KKRZ	AOR	6.1
3 KMJK-FM	3 KKCW	3 KMJK-FM	3 KXYQ	3 KINK	3 KEX	B/EZ	6.6
4 KKCW	4 KINK	4 KINK	4 KINK	4 KEX	4 KKSN	CHR	17.3
5 KXYQ	5 KKSN-FM	5 KKRZ	5 KKSN-FM	5 KMJK	5 KINK	Clas	1.0
6 KINK	6 KMJK-FM	6 KEX	6 KUPL-FM	6 KUPL-FM	6 KUPL-FM	Ctry	11.2
7 KEX	7 KGON	7 KXYQ	7 KEX	7 KKSN-FM	7 KXL-FM	Gold	11.1
8 KUPL-FM	8 KUPL-FM	8 KUPL-FM	8 KXL-FM	8 KKRZ	8 KXYQ	NAC	7.8
9 KXL	9 KEX	9 KKSN-FM	9 KMJK	9 KXYQ	9 KMJK	N/T	7.9
10 KZRC	10 KWJJ-FM	10 KXL	10 KGON	10 KXL	10 KWJJ-FM	Rel/CC	1.4

POPULATION: 1,268,500

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
12.8	11.3	12.8	13.0	9.9	1	WPRO-FM CHR	92.3 39kw	1	1	2	1	3	5	72	CAP CITIES/ABC	BAN	12.7
8.9	9.5	9.6	10.6	7.9	2	WLKW BEZ	101.5 13.5kw	3	35	20	12	9	2	103	WILKS/SCHWARTZ	CHR	7.4
6.1	7.1	6.4	6.8	7.3	3	WWLI AC	105.1 50kw	5	12	4	3	1	1	101	TMZ	--	4.9
8.4	8.1	9.8	9.2	7.2	4	WHJY AOR	94.1 50kw	2	3	1	2	4	10	75	FEDERAL	KATZ	10.6
3.6	6.3	5.0	5.0	6.8	5	WPRO Talk	630 5kw	4	7	18	10	6	3	90	CAP CITIES/ABC	BAN	4.3
6.1	6.1	4.3	5.1	6.2	6	WSNE AC	93.3 30kw	6	11	3	4	2	4	90	BECK-ROSS	EAST	3.8
5.3	7.6	5.3	4.0	6.0	7	WHJJ N/T	920 5kw	7	20	17	13	11	6	98	FEDERAL	KATZ	4.2
1.8	2.2	4.4	3.0	3.3	8	WWKX UC	106.3 1.15kw	11	2	6	8	15	32	85	OCEAN STATE	REP	7.0
3.0	2.4	2.1	2.3	3.1	9	WCTK Ctry	98.1 47kw	12	19	14	9	7	7	85	HALL	TOR	2.5
2.6	2.2	2.2	2.2	3.1	9	WHIM Ctry	1110 5kw	13	40	38	14	10	8	113	EAST PROVIDENCE	DUR	2.4
2.3	2.3	1.9	3.4	3.1	9	WWRX CR	103.7 50kw	9	6	7	5	5	11	70	WESTERLY	DUR	4.5
2.8	2.9	2.9	2.7	3.0	12	WBRU NR	95.5 20kw	8	4	5	6	12	19	60	BROWN BC SERV.	MMR	4.3
2.3	2.6	3.9	2.4	2.2	13	WODS Gold	103.3 16kw	10	10	10	7	8	9	55	CBS	CBS	2.0
0.0	0.0	1.2	2.3	2.0	14	WFHN CHR	107.1 3kw	16	5	8	11	13	24	95	SAGE	CHR	2.6
1.8	1.5	1.4	2.3	2.0	14	WPLM-FM BBnd	99.1 50kw	20	31	33	33	27	17	122	PLYMOUTH ROCK	--	1.0
1.3	1.0	0.9	1.3	1.8	16	WBZ AC	1030 50kw	14	16	31	24	25	18	80	GROUP W	G/W	1.4
2.0	1.8	2.0	0.8	1.5	17	WBSM N/T	1420 5kw	25	18	36	29	19	14	149	SAGE	CHR	1.5
0.4	0.0	0.4	0.5	1.1	18	WNRI N/T	1380 2.5kw	31	41	41	40	34	20	133	AMERICAN IND.	QC	.8
0.5	0.6	0.4	0.0	1.0	19	WROR AC	98.5 8.1kw	19	33	22	17	14	12	59	ATL. VENTURES	REP	.5
2.4	0.9	0.9	0.9	1.0	19	WWAZ Clas	790 5kw	22	27	27	20	18	13	69	TMZ	--	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	16.3
1 WHJY	1 WPRO-FM	1 WHJY	1 WPRO-FM	1 WHJY	1 WWLI	AOR	10.2
2 WPRO-FM	2 WSNE	2 WPRO-FM	2 WSNE	2 WWLI	2 WSNE	BBnd	2.0
3 WWRX	3 WWLI	3 WWLI	3 WWLI	3 WPRO-FM	3 WPRO	B/EZ	7.9
4 WWLI	4 WHJY	4 WWRX	4 WHJY	4 WWRX	4 WLKW	CHR	11.9
5 WBRU	5 WBRU	5 WSNE	5 WBRU	5 WSNE	5 WPRO	Clas	1.0
6 WSNE	6 WWKX	6 WBRU	6 WWKX	6 WPRO	6 WCTK	Ctry	6.2
7 WWKX	7 WFHN	7 WODS	7 WFHN	7 WCTK	7 WHJY	Gold	5.3
8 WBCN	8 WODS	8 WCTK	8 WODS	8 WODS	8 WODS	N/T	15.4
9 WZLX	9 WXS-FM	9 WWKX	9 WCTK	9 WHJJ	9 WFHN	UC	3.3
10 WAAF	10 WWRX	10 WPRO	10 WPRO	10 WBRU	10 WHIM		

# RIVERSIDE-SAN BERNARDINO

POPULATION: 1,129,100

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
7.7	8.9	7.0	8.5	10.1	1	<b>KGGI</b> CHR	99.1 3.1kw	1	1	2	1	2	4	84	AMERICAN MEDIA	MCG	16.3
8.0	10.0	8.2	7.5	7.0	2	<b>KDUO</b> B/EZ	97.5 68kw	3	17	13	9	6	1	116	HENRY	KATZ	3.3
4.4	5.4	4.3	4.6	6.0	3	<b>KLOS</b> AOR	95.5 61kw	2	9	1	2	1	11	95	CAP CITIES/ABC	KATZ	9.5
1.4	1.1	6.7	6.1	4.6	4	<b>KQLZ</b> CHR	100.3 5.3kw	7	2	3	3	9	18	81	WESTWOOD ONE	EAST	5.7
3.5	4.4	4.6	4.5	4.2	5	<b>KOST</b> AC	103.5 12.5kw	5	5	5	4	5	5	72	COX	CHR	3.2
5.8	5.8	4.8	3.9	3.7	6	<b>KRTH-FM</b> Gold	101.1 51kw	6	11	4	5	4	7	64	BEASLEY	REP	3.2
2.3	2.4	2.8	3.7	3.4	7	<b>KCKC</b> Ctry	1350 5kw	16	36	30	23	20	8	140	RIVERDINO	HNWH	3.6
3.4	4.3	3.9	3.4	3.4	7	<b>KFI</b> Talk	640 50kw	9	20	19	11	8	3	64	COX	CHR	3.0
2.0	1.0	2.8	3.3	3.4	7	<b>KODJ</b> Gold	93.1 28.5kw	11	10	10	6	3	2	84	CBS	CBS	1.1
5.3	4.4	3.3	3.2	2.7	10	<b>KIIS-FM</b> CHR	102.7 8kw	4	3	7	10	15	37	45	GANNETT	MCG	4.8
1.0	1.7	1.6	1.5	2.6	11	<b>KNTF</b> Ctry	93.5 3kw	15	35	16	15	13	12	101	BEST	--	.8
1.0	1.6	2.3	2.0	2.6	11	<b>KQLH</b> AC	95.1 50kw	14	42	18	7	7	6	91	KEYMARKET	EAST	1.7
3.5	1.8	3.4	2.6	2.4	13	<b>KNX</b> News	1070 50kw	8	31	24	20	19	10	46	CBS	CBS	2.8
4.7	2.9	3.5	3.9	2.3	14	<b>KCAL-FM</b> AOR	96.7 1.75kw	10	7	6	8	11	27	52	ANAHEIM BROAD	TOR	4.4
2.4	2.7	2.2	2.3	2.0	15	<b>KBIG</b> AC	104.3 105kw	12	12	14	14	16	19	59	BONNEVILLE INTL	CBS	1.7
2.3	1.3	1.6	1.1	1.9	16	<b>KDIF</b> Span	1440 1kw	25	33	9	12	12	15	107	INLAND EMPIRE	KT-H	.6
2.3	2.9	1.4	2.5	1.9	16	<b>KWDJ</b> Ctry	92.7 3kw	17	15	26	18	14	9	77	RIVERSIDE COU	EAST	2.3
2.7	1.6	1.4	1.7	1.8	18	<b>KROQ</b> NR	106.7 5.5kw	19	4	8	17	30	43	79	INFINITY	TOR	1.9
2.0	1.6	1.4	1.8	1.8	18	<b>KTWV</b> NAC	94.7 55kw	13	39	11	13	10	16	62	LEGACY	BAN	1.7
0.4	1.2	1.3	1.8	1.6	20	<b>KMPC</b> Nost	710 50kw	18	30	29	30	26	17	67	GOLDEN WEST	DUR	.6
1.1	0.9	1.0	1.6	1.4	21	<b>KCAL</b> Span	1410 5.4kw	28	13	15	19	17	20	89	ANAHEIM BROAD	LOTU	.4
0.6	0.7	1.6	0.4	1.4	21	<b>KLVE</b> Span	107.5 29.5kw	26	14	12	16	18	25	79	HEFTEL	CAB	.7
0.7	1.1	1.0	1.6	1.2	23	<b>KLAC</b> Ctry	570 5kw	24	25	38	31	23	13	69	MALRITE	EAST	.9
1.0	0.6	0.5	0.9	1.2	23	<b>KZLA</b> Ctry	93.9 49kw	31	41	23	21	21	14	89	MALRITE	EAST	.5
0.8	1.0	0.5	1.3	1.0	25	<b>KBON</b> Gold	103.9 038kw	27	29	21	26	22	28	58	RIVERDINO	HNWH	.9
0.7	0.9	0.6	0.6	1.0	25	<b>KFWB</b> News	980 5kw	20	19	37	32	28	21	44	GROUP W	G/W	.7
0.5	1.1	0.5	0.7	1.0	25	<b>KHYE</b> Ctry	105.7 3kw	32	32	28	24	27	24	80	2588 NEWPORT	WR	.5
2.4	1.5	1.7	1.3	1.0	25	<b>KRSO</b> N/T	590 1kw	22	18	39	41	43	23	50	HENRY	KATZ	.6

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POPULATION: 829,400

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
17.1	15.3	17.4	15.6	15.7	1	<b>WCMF</b> AOR	96.5 50kw	2	2	1	1	1	8	107	STONER	TOR	23.3
12.4	10.9	11.6	10.9	11.1	2	<b>WPXY-A/F</b> CHR	1280/97.9 5kw/50kw	1	1	2	2	4	7	73	PYRAMID	MMR	11.7
9.6	8.5	8.9	9.0	10.2	3	<b>WBEE</b> Ctry	950 1kw	6	8	7	5	3	1	104	HERITAGE MEDIA	KATZ	7.8
9.2	9.0	11.0	10.1	8.1	4	<b>WVOR</b> AC	100.5 50kw	3	7	6	3	2	2	70	LINCOLN GROUP	MCG	6.3
8.5	9.5	8.7	7.4	7.6	5	<b>WHAM</b> AC	1180 50kw	4	5	8	8	7	3	70	LINCOLN GROUP	MCG	10.0
4.3	6.0	5.8	7.0	7.6	5	<b>WKLX</b> Gold	98.9 37kw	7	6	3	4	5	5	79	ONTARIO SHORE	DUR	3.8
7.8	6.1	5.5	5.9	6.9	7	<b>WRMM</b> AC	101.3 27kw	5	9	4	6	6	4	69	ATLANTIC VENT.	CHR	4.4
5.9	7.4	4.7	6.7	6.6	8	<b>WZSH</b> B/EZ	95.1 9.5kw	8	15	12	9	9	6	91	GREAT LAKES	REP	3.7
4.6	5.2	6.2	5.6	4.2	9	<b>WDKX</b> UC	103.9 .8kw	9	4	5	7	8	10	99	MONROE	--	7.8
3.4	3.0	2.9	2.7	3.6	10	<b>WEZO</b> Nost	990 5-2.5kw	10	13	15	13	10	9	88	ATLANTIC VENT.	CHR	2.9
0.9	1.0	0.8	1.5	1.3	11	<b>WMJQ</b> CHR	102.5 105kw	11	3	9	10	12	13	55	ALGONQUIN	EAST	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 WPXY-FM	1 WCMF	1 WVOR	AC 22.6
2 WKLX	2 WPXY-FM	2 WKLX	2 WVOR	2 WKLX	2 WRMM	AOR 15.7
3 WPXY-FM	3 WDKX	3 WBEE	3 WRMM	3 WBEE	3 WBEE	BBnd 3.6
4 WRMM	4 WRMM	4 WPXY-FM	4 WCMF	4 WVOR	4 WPXY-FM	B/EZ 6.6
5 WBEE	5 WVOR	5 WVOR	5 WBEE	5 WHAM	5 WKLX	CHR 12.4
6 WDKX	6 WKLX	6 WHAM	6 WKLX	6 WPXY-FM	6 WCMF	Ctry 10.2
7 WVOR	7 WBEE	7 WRMM	7 WDKX	7 WRMM	7 WZSH	Gold 7.6
8 WHAM	8 WHAM	8 WDKX	8 WZSH	8 WDKX	8 WDKX	UC 4.2
9 WMJQ	9 WZSH	9 WZSH	9 WHAM	9 WZSH	9 WHAM	
10 WPXY	10 WBMW	10 WPXY	10 WMJQ	10 WPXY	10 WMJQ	



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POPULATION: 1,195,200

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
7.1	7.6	7.0	6.7	9.3	1	<b>KRAK-FM</b> Ctry	105.1 50kw	4	10	6	3	2	1	92	EZ	KATZ	7.5
8.8	8.2	9.3	8.1	8.5	2	<b>KFBK</b> N/T	1530 50kw	2	11	11	9	4	2	76	GROUP W	G/W	9.6
5.9	6.1	6.9	7.8	8.1	3	<b>KXOA-FM</b> AC	107.9 50kw	3	5	3	1	1	23	75	BROWN	BAN	4.9
7.0	8.3	7.9	7.6	7.4	4	<b>KCTC</b> B/EZ	96.1 50kw	6	12	12	11	10	3	100	TRIBUNE	CHR	3.7
5.2	6.0	7.4	7.1	7.1	5	<b>KSFM</b> CHR	102.5 50kw	1	1	4	5	8	7	62	GENESIS	MMR	12.3
5.8	7.1	5.8	5.6	6.9	6	<b>KRXQ</b> AOR	93.7 25kw	7	2	1	4	6	16	95	FULLER-JEFFREY	TOR	9.3
5.2	5.5	6.0	6.4	6.9	6	<b>KZAP</b> AOR	98.5 50kw	5	7	2	2	3	8	78	NATIONWIDE	MCG	6.6
5.1	3.8	5.1	5.5	4.7	8	<b>KHYL</b> Gold	101.1 36kw	8	9	7	6	5	5	66	PARKER	EAST	5.2
3.3	3.7	3.4	4.7	4.1	9	<b>KAER</b> AC	92.5 50kw	10	6	5	7	9	10	61	GROUP W	G/W	4.0
7.0	6.4	4.1	4.9	3.9	10	<b>KQPT</b> NAC	100.5 115kw	12	14	9	8	7	6	66	DUCHOSSOIS	REP	4.0
5.5	4.8	3.1	3.3	3.3	11	<b>KROY</b> CHR	96.9 50kw	9	4	8	10	11	15	47	GREAT AMERICAN	CHR	4.9
4.2	4.1	4.3	3.5	2.8	12	<b>KRAK</b> Ctry	1140 50kw	13	13	14	13	12	9	70	EZ	KATZ	3.4
4.1	3.7	3.8	3.4	2.5	13	<b>KWOD</b> CHR	106.5 50kw	11	3	10	12	17	20	40	ROYCE INTL.	CBS	3.9
1.0	1.4	1.5	2.4	1.7	14	<b>KFRC</b> Nost	610 5kw	17	20	23	23	22	17	79	RKO GENERAL	REP	1.1
0.6	0.7	1.0	0.4	1.7	14	<b>KSAC</b> Clas	1240 1kw	18	19	21	20	19	13	88	JOHNSON	CMBS	.3
0.7	1.1	1.8	1.7	1.6	16	<b>KNBR</b> AC	680 50kw	15	22	16	15	14	11	55	SUSQUEHANNA	EAST	1.2
1.3	0.6	0.3	0.8	1.3	17	<b>KSMJ</b> Gold	1380 5kw	19	8	13	14	13	19	90	GENESIS	MMR	1.1
1.6	0.8	1.8	1.4	1.2	18	<b>KGO</b> N/T	810 50kw	16	21	20	21	20	14	46	CAP CITIES/ABC	BAN	1.8
1.4	1.2	1.9	0.8	1.1	19	<b>KGNR</b> Gold	1320 5kw	14	16	17	16	15	12	38	TRIBUNE	CHR	.9

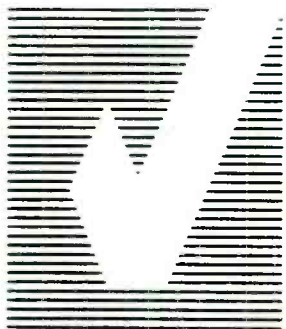
DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KZAP	1 KXOA-FM	1 KZAP	1 KXOA-FM	1 KZAP	1 KXOA-FM	AC	13.8
2 KRXQ	2 KSFM	2 KRXQ	2 KSFM	2 KRAK-FM	2 KRAK-FM	AOR	13.8
3 KSFM	3 KAER	3 KRAK-FM	3 KRAK-FM	3 KRXQ	3 KAER	BBnd	1.7
4 KXOA-FM	4 KRXQ	4 KXOA-FM	4 KAER	4 KFBK	4 KHYL	B/EZ	7.4
5 KRAK-FM	5 KZAP	5 KFBK	5 KHYL	5 KXOA-FM	5 KFBK	CHR	12.9
6 KHYL	6 KRAK-FM	6 KHYL	6 KZAP	6 KHYL	6 KSFM	Clas	1.7
7 KROY	7 KROY	7 KSFM	7 KQPT	7 KQPT	7 KCTC	Ctry	12.1
8 KQPT	8 KQPT	8 KQPT	8 KRXQ	8 KSFM	8 KQPT	Gold	7.1
9 KAER	9 KHYL	9 KAER	9 KROY	9 KAER	9 KZAP	NAC	3.9
10 KFBK	10 KWOD	10 KROY	10 KCTC	10 KRAK	10 KRXQ	N/T	9.7

# ST. LOUIS

POPULATION: 2,052,400

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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+ BIRCH SHARE
17.1	18.7	21.2	22.3	18.8	1	KMOX Talk	1120 50kw	1	10	6	3	1	1	98	CBS	CBS	19.4
8.4	7.7	8.1	6.4	9.5	2	KEZK B/EZ	102.3 100kw	4	16	11	9	6	2	111	CHANNEL ONE	MMR	3.8
9.9	8.3	9.7	9.3	8.4	3	KSHE AOR	94.7 100kw	2	3	1	1	2	7	82	EMMIS	HNWH	12.8
6.5	5.5	5.7	7.6	7.0	4	KMJM UC	107.7 100kw	9	2	4	5	8	8	114	KEYMARKET	CHR	12.5
3.6	6.4	6.1	8.5	6.7	5	WKBQ CHR	106.5 90kw	3	1	5	8	11	14	70	CHASE	KATZ	8.7
6.8	4.7	5.1	4.9	6.0	6	KSD CR	93.7 100kw	5	9	2	2	3	11	72	GANNETT	MCG	7.4
5.1	5.0	4.7	5.5	5.5	7	KYKY AC	98.1 100kw	6	5	3	4	5	6	68	EZ	MMR	4.2
5.8	4.9	5.8	4.4	5.4	8	WIL-FM Ctry	92.3 100kw	8	7	7	7	7	3	83	HERITAGE MEDIA	BAN	4.4
5.8	7.0	5.2	3.5	4.3	9	KLOU Gold	103.3 100kw	7	8	8	6	4	4	66	CBS	CBS	2.9
2.4	3.0	1.8	1.7	3.5	10	WKKX Ctry	104.1 39kw	11	6	12	11	10	5	91	GATEWAY RADIO	ROS	2.0
3.5	3.0	2.5	2.5	2.5	11	KRJY AC	96.3 100kw	10	14	10	10	9	10	58	RICHARD MILLER	BAN	1.4
1.4	1.8	2.0	1.5	2.3	12	KUSA Ctry	550 5kw	14	23	20	17	15	9	82	GANNETT	MCG	.8
2.0	1.6	2.1	1.6	2.0	13	KATZ UC	1600 5kw	16	15	13	14	12	12	77	UNITY	K/P	1.8
1.0	1.0	1.4	1.1	1.6	14	KATZ-FM UC	100.3 50kw	18	11	9	12	14	17	65	UNITY	K/P	1.8
1.6	1.4	0.6	1.2	1.5	15	WSNL AC	101.1 50kw	12	18	14	13	13	13	44	RIVER CITIES	TOR	1.2
0.7	1.4	1.0	1.3	1.3	16	WEW BBnd	770 1kw	23	26	26	26	26	16	129	WEW RADIO	--	.9
1.3	1.2	1.6	2.0	1.2	17	KFUO Clas	99.1 100kw	13	17	19	16	16	15	42	LC/MOS	CMBS	2.0
0.8	0.7	0.8	0.6	1.0	18	KHTK CHR	97.1 100kw	17	4	16	19	20	26	39	LEGEND	--	1.1
1.6	1.8	1.2	1.4	1.0	18	KSTZ AC	105.7 100kw	15	13	15	15	17	18	37	LEWIS	TOR	1.0

Continued on Page 195



# RANTEL

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# SALT LAKE CITY-OGDEN-PROVO

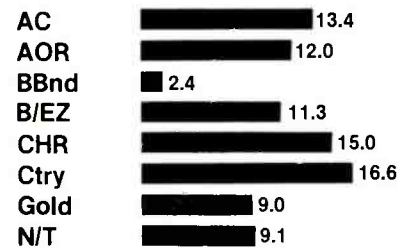
POPULATION: 1,004,800

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
10.0	9.8	7.3	9.4	11.3	1	KSFI B/EZ	100.3 26kw	3	8	6	3	2	1	96	SIMMONS FAMILY	CBS	4.1
9.6	8.6	9.3	9.1	10.6	2	KKAT Ctry	101.9 26kw	4	6	1	1	1	2	90	BROWN	BAN	11.8
8.0	7.4	8.7	8.7	7.8	3	KISN-A/F CHR	570/97.1 5kw/30kw	1	2	4	2	4	5	54	SUN MOUNTAIN	MCG	8.3
7.0	7.0	6.7	4.6	7.8	3	KSL Talk	1160 50kw	2	9	14	8	5	3	60	BONNEVILLE INT.	MMR	7.7
3.3	2.5	3.3	3.0	6.3	5	KLZX-A/F CR	860/93.3 10-2kw/26kw	7	12	3	4	3	8	85	CITADEL ASSOC.	CHR	6.8
6.2	6.8	7.2	7.0	6.2	6	KBER/KDAB* AOR	106.5/101. 7.5kw/25kw	8	3	2	5	10	19	84	DEVINE	TOR	10.2
4.2	8.0	8.3	5.6	6.0	7	KSOP-A/F Ctry	1370/104.3 5-5kw/2kw	6	13	8	7	6	4	66	KSOP, INC.	MMR	7.4
7.3	7.9	7.2	6.9	4.9	8	KCPX CHR	98.7 40kw	5	1	7	9	9	11	45	PRICE BR.	KATZ	6.3
4.0	3.2	2.6	2.9	4.1	9	KMGR AC	107.5 45kw	10	14	5	6	7	7	75	TRANCOLUMBIA	HNWH	2.3
3.7	2.3	2.4	2.4	2.9	10	KALL AC	910 5-1kw	12	21	16	12	11	6	55	COM. INVESTMENT	EAST	2.0
3.2	3.0	3.7	2.2	2.7	11	KLCY AC	94.1 40kw	14	23	12	10	8	9	56	COM. INVESTMENT	EAST	2.4
0.6	0.5	1.2	2.2	2.5	12	KLVV AC	99.5 40kw	11	7	9	11	12	16	48	D&B BROAD.	K/P	2.4
1.0	1.6	2.3	2.4	2.4	13	KDYL BBnd	1280 5-5kw	18	22	26	22	22	10	95	SIMMONS FAMILY	CBS	2.2
0.8	1.7	2.6	4.9	2.3	14	KZHT CHR	94.9 48kw	13	4	15	16	20	20	44	GOLDEN BEAR	DUR	4.2
3.2	3.3	2.2	3.8	2.0	15	KJQN NR	95.5 100kw	17	5	13	15	19	23	53	SGS	K/P	4.2
6.3	5.6	5.3	3.7	2.0	15	KRSP-FM AOR	103.5 27.5kw	9	10	11	13	14	18	37	CARLSON COM.	DUR	2.6
1.1	1.0	2.2	2.1	1.8	17	KKWY AOR	97.9 26kw	15	11	10	14	17	24	42	UTAH RADIO BR.	CBS	.8
1.1	1.3	2.2	2.5	1.4	18	KFMY/KZOL Gold	960/96.1 5-1kw/55kw	16	25	17	17	13	12	37	COOK INLET	HNWH	1.6
1.2	0.8	0.5	1.0	1.3	19	KRPN Gold	107.9 67kw	21	16	18	18	15	13	68	KARGO	--	.7
3.4	3.1	1.7	3.0	1.3	19	KTKK Talk	630 1-5kw	19	26	24	26	21	15	56	D&B BROAD.	K/P	2.9
1.5	1.1	1.7	0.0	1.2	21	KUTR AC	1320 5kw	22	24	19	19	16	14	65	SUNRISE MEDIA	KATZ	.7

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KBER	1 KKAT	1 KKAT	1 KKAT	1 KLZX-FM	1 KSFI
2 KLZX-FM	2 KISN-FM	2 KLZX-FM	2 KISN-FM	2 KKAT	2 KKAT
3 KKAT	3 KMGR	3 KBER	3 KSFI	3 KSL	3 KISN-FM
4 KISN-FM	4 KLZX-FM	4 KSFI	4 KMGR	4 KSFI	4 KSOP-FM
5 KRSP-FM	5 KSFI	5 KSL	5 KCPX	5 KSOP-FM	5 KMGR
6 KSOP-FM	6 KBER	6 KSOP-FM	6 KLZX-FM	6 KBER	6 KCPX
7 KKWY	7 KCPX	7 KISN-FM	7 KSOP-FM	7 KMGR	7 KLZX-FM
8 KJQN	8 KLVV	8 KRSP-FM	8 KLVV	8 KALL	8 KLCY
9 KSL	9 KSOP-FM	9 KMGR	9 KLCY	9 KISN-FM	9 KSL
10 KCPX	10 KLCY	10 KALL	10 KBER	10 KLCY	10 KLVV



\*Pre-simulcast books combined to establish fabricated trend.

POPULATION: 1,054,000

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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				
10.3	9.5	8.4	9.0	10.3	1	KCYY Ctry	100.3 98kw	2	4	1	1	1	104	NEWCITY	KATZ	11.3
5.7	7.2	6.0	6.6	7.7	2	KTFM CHR	102.7 100kw	1	2	2	2	4	11	WATERMAN	BAN	9.0
7.0	6.2	6.8	7.6	6.5	3	KITY CHR	92.9 100kw	3	1	3	4	10	13	GENESIS	CHR	10.4
6.4	7.9	6.0	4.7	5.7	4	WOAI N/T	1200 50kw	5	25	22	14	12	3	CLEAR CHANNEL	CHR	4.3
3.4	4.4	5.1	4.5	5.5	5	KMMX AC	106.7 100kw	9	10	5	3	2	6	VISION	MCG	2.8
7.0	5.6	5.2	3.6	5.1	6	KCOR Span	1350 5kw	15	11	12	11	8	5	TICHENOR MEDIA	KATZ	3.4
5.5	5.1	5.6	5.3	5.0	7	KAJA Ctry	97.3 100kw	6	8	7	7	5	4	CLEAR CHANNEL	CHR	5.4
3.4	3.3	3.1	4.4	4.8	8	KSAQ CHR	96.1 100kw	4	3	6	9	19	21	INNER CITY	EAST	5.0
3.9	4.2	5.4	5.1	4.6	9	KKYX Ctry	680 50kw	12	16	13	10	7	2	NEWCITY	KATZ	3.6
5.4	3.9	6.4	7.3	4.5	10	KSMG Gold	105.3 100kw	7	9	9	5	3	7	JACOR	CBS	6.7
4.7	5.0	5.1	5.5	4.4	11	KISS AOR	99.5 100kw	8	5	4	6	9	14	ADAMS	MMR	7.7
7.6	6.3	4.7	4.2	4.4	11	KQXT B/EZ	101.9 100kw	10	22	15	15	13	8	GROUP W	G/W	3.1
3.5	2.5	3.4	4.2	4.2	13	KTSA Nost	550 5kw	13	14	23	17	15	9	WATERMAN	BAN	1.8
4.5	3.5	3.1	4.2	3.6	14	KZEP CR	104.5 100kw	11	13	8	8	6	12	LOTUS	TOR	3.6
2.9	3.3	3.1	3.3	2.5	15	KONO Gold	860 5kw	14	20	14	12	11	10	GENESIS	CHR	2.6
2.2	2.1	3.1	3.0	2.2	16	KZVE Span	107.5 100kw	18	24	11	16	14	15	TK	EAST	1.6
1.1	1.3	0.8	1.7	2.0	17	KFAN AC	101.1 100kw	16	18	10	13	16	18	GILLESPIE	EAST	.9
2.0	2.2	2.8	1.9	1.6	18	KEDA Span	1540 5kw	17	19	17	22	20	17	D&E	CAB	1.6
1.3	1.6	1.1	1.0	1.6	18	KSLR CC	630 5kw	19	7	18	18	18	19	SALEM MEDIA	--	1.8
1.0	0.0	1.0	1.3	1.3	20	KSAH Span	720 10kw	22	26	21	21	21	16	GANADORES	CAB	.6
0.7	1.0	1.1	0.9	1.2	21	KCHL Jazz	1480 2.5kw	25	15	20	19	17	20	VISION	MCG	1.2
0.8	1.2	3.1	1.1	1.2	21	KXTN Span	1310 5kw	20	12	19	20	22	22	TK	EAST	1.1

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	7.5
1 KISS	1 KCYY	1 KCYY	1 KCYY	1 KCYY	1 KCYY	AOR	4.4
2 KCYY	2 KTFM	2 KISS	2 KTFM	2 KSMG	2 KMMX	BBnd	4.2
3 KTFM	3 KITY	3 KTFM	3 KMMX	3 KZEP	3 KTFM	B/EZ	4.4
4 KSAQ	4 KMMX	4 KSMG	4 KAJA	4 KMMX	4 KAJA	CHR	19.0
5 KITY	5 KAJA	5 KZEP	5 KITY	5 KISS	5 KSMG	Ctry	19.9
6 KZEP	6 KSAQ	6 KITY	6 KSMG	6 KKYX	6 KCOR	Gold	10.6
7 KMMX	7 KSMG	7 KMMX	7 KCOR	7 KTFM	7 KITY	Jazz	1.2
8 KSMG	8 KZEP	8 KSAQ	8 KSAQ	8 WOAI	8 KQXT	N/T	5.7
9 KAJA	9 KISS	9 KKYX	9 KQXT	9 KAJA	9 KKYX	Rel/CC	1.6
10 KSJL	10 KZVE	10 KAJA	10 KZEP	10 KONO	10 KZVE	Span	11.4

POPULATION: 2,046,800

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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+ BRCH SHARE	
9.5	8.9	8.8	9.6	9.0	1	<b>KKLQ-A/F</b> CHR	600/106.5 5kw/50kw	1	1	2	2	2	11	77	EDENS	CHR	13.0
7.0	6.5	8.8	5.0	7.0	2	<b>KGB</b> AOR	101.5 50kw	2	4	1	1	1	12	79	BROWN	KATZ	9.9
6.2	8.3	6.6	5.4	6.5	3	<b>KJQY</b> B/EZ	103.7 36kw	9	17	16	15	12	3	112	GROUP W	G/W	3.8
7.1	6.1	7.0	6.1	5.7	4	<b>KSON-A/F</b> Ctry	1240/97.3 1kw/50kw	5	11	6	5	3	1	87	JEFFERSON-PILOT	BAN	7.4
6.2	5.6	6.0	6.2	4.9	5	<b>KSDO</b> N/T	1130 10kw	7	27	15	13	9	5	79	GANNETT	DUR	4.6
5.1	5.0	4.6	5.6	4.8	6	<b>XTRA-FM</b> NR	91.1 100kw	4	2	3	3	13	17	67	NOBLE	MMR	6.9
4.3	3.7	2.5	3.0	4.4	7	<b>KPOP</b> Nost	1360 5kw	15	31	33	22	18	6	103	BROWN	KATZ	2.7
3.6	5.2	3.6	3.6	4.3	8	<b>KYXY</b> AC	96.5 41kw	10	12	13	6	4	2	77	PARKER	HNWH	4.7
5.3	4.4	6.7	8.3	4.2	9	<b>KFMB</b> AC	760 5kw	6	29	17	11	8	4	66	MIDWEST TV	MCG	5.1
6.3	5.2	5.7	5.4	4.1	10	<b>KFMB-FM</b> AC	100.7 30kw	3	5	5	4	7	9	52	MIDWEST TV	MCG	4.4
2.8	3.4	2.6	3.0	3.9	11	<b>KFSD</b> Clas	94.1 100kw	12	14	20	16	11	7	76	LOTUS	HNWH	1.8
2.9	3.2	3.1	3.5	3.7	12	<b>KIFM</b> NAC	98.1 28kw	13	37	9	7	5	8	76	KIFM LTD	CBS	3.2
3.0	3.5	3.0	3.8	3.4	13	<b>KCBQ-A/F</b> Gold	1170/105.3 50kw/29kw	9	8	10	8	6	10	53	ADAMS	REP	2.8
2.8	3.8	3.2	3.2	3.3	14	<b>XHRM</b> UC	92.5 100kw	14	3	7	10	16	16	74	MORROW	K/P	5.5
3.2	3.8	3.5	3.1	3.2	15	<b>KKYY</b> AC	94.9 22kw	11	9	4	9	9	13	60	SANDUSKY	TOR	2.1
2.0	2.0	1.8	2.3	2.1	16	<b>KGMG-FM</b> CR	102.1 9.5kw	19	25	8	12	14	18	67	PAR	BAN	3.4
1.6	1.8	1.9	2.0	1.7	17	<b>KSDO-FM</b> CR	102.9 32kw	16	17	14	14	15	15	43	GANNETT	DUR	2.7
1.0	0.9	0.8	1.1	1.6	18	<b>XTRA</b> News	690 50kw	17	31	22	20	19	14	40	NOBLE	MMR	1.1
1.4	1.6	1.6	1.1	1.6	19	<b>KNX</b> News	1070 50kw	20	29	30	31	25	20	54	CBS	CBS	1.1
1.5	1.3	1.1	1.9	1.4	20	<b>XHTZ</b> CHR	90.3 100kw	18	15	11	17	17	27	40	XHITZ, INC.	--	1.1
0.7	0.3	1.3	0.6	1.4	20	<b>XLTN</b> Span	104.5 120kw	25	18	12	18	20	26	108	NOVENTA FM	KT-H	.7
0.8	0.7	0.8	0.6	1.1	22	<b>KGMG</b> BBnd	1320 5kw	31	21	36	37	33	21	113	PAR	BAN	--

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	15.8
1 KGB	1 KKLQ-FM	1 KGB	1 KKLQ-FM	1 KGB	1 KYXY	AOR	11.8
2 XTRA-FM	2 KFMB-FM	2 XTRA-FM	2 KFMB-FM	2 KIFM	2 KFMB-FM	BBnd	5.5
3 KKLQ-FM	3 KGB	3 KKLQ-FM	3 KYXY	3 KSON-FM	3 KKLQ-FM	B/EZ	6.5
4 XHRM	4 KKYY	4 KIFM	4 KKYY	4 KFMB	4 KKYY	CHR	10.4
5 KGMG-FM	5 XTRA-FM	5 KSON-FM	5 KGB	5 KKLQ-FM	5 KSON-FM	Clas	3.9
6 KIFM	6 KSON-FM	6 KGMG-FM	6 KIFM	6 KGMG-FM	6 KIFM	Ctry	5.7
7 KSON-FM	7 XHRM	7 XHRM	7 KSON-FM	7 KSDO	7 KJQY	Gold	7.2
8 KKYY	8 XHTZ	8 KFMB	8 XTRA-FM	8 XTRA-FM	8 KFMB	NAC	3.7
9 KSDO	9 KYXY	9 KKYY	9 KJQY	9 KCBQ-FM	9 KFSD	N/T	8.1
10 XHTZ	10 KIFM	10 KSDO	10 KFSD	10 KKYY	10 KGB	Span	1.4
						UC	3.3

# SAN FRANCISCO

POPULATION: 5,017,400

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
8.3	8.3	7.0	7.6	8.2	1	KGO N/T	810 50kw	2	15	11	3	1	1	74	CAP CITIES/ABC	BAN	8.8
5.0	4.6	4.6	5.3	6.1	2	KCBS N/T	740 50kw	1	21	12	4	3	3	55	CBS	CBS	4.5
5.6	5.0	5.6	4.8	4.9	3	KMEL CHR	106.1 69kw	3	1	1	2	7	17	65	CENTURY	CHR	7.5
4.2	3.8	4.9	4.2	4.9	3	KOIT-A/F AC	1260/96.5 5.1kw/33kw	5	13	3	1	2	4	66	BONNEVILLE INT	TOR	2.9
4.7	5.0	4.5	3.6	4.6	5	KABL-A/F B/EZ	960/98.1 5kw/100kw	7	27	26	18	10	3	76	SHAMROCK BR.	CHR	3.6
2.2	2.6	3.5	5.0	3.7	6	KNBR AC	680 50kw	4	12	13	9	6	5	51	SUSQUEHANNA	EAST	3.5
3.7	3.2	4.1	5.0	3.7	6	KSFO/KYA Gold	560/93.3 5kw/50kw	6	23	14	7	5	8	47	KING	MMR	2.8
3.4	3.7	3.5	3.1	3.6	8	KFRC Nost	610 5kw	10	28	42	31	29	6	67	RKO GENERAL	REP	2.6
2.9	2.8	3.0	2.9	2.9	9	KRQR AOR	97.3 82kw	12	9	2	5	9	19	65	CBS	CBS	3.3
2.8	2.7	2.7	3.0	2.9	9	KSOL UC	107.7 8.9kw	9	3	6	11	16	24	60	UNITED	MMR	3.6
2.7	3.0	2.3	2.8	2.7	11	KKSF NAC	103.7 7.8kw	17	41	4	6	4	15	76	BROWN	BAN	2.9
2.2	2.8	2.8	2.7	2.7	11	KXXX CHR	99.7 45kw	9	2	9	14	18	31	49	EMMIS	MCG	3.3
2.9	2.8	2.3	2.3	2.6	13	KDFC-A/F Clas	1220/102.1 5kw/33kw	13	11	20	17	12	9	61	SUNDIAL	CMBS	1.3
3.9	3.6	3.9	3.6	2.6	13	KIOI AC	101.3 125kw	8	8	7	8	8	14	48	FAIRMOUNT	DUR	3.0
2.2	3.2	3.4	2.7	2.6	13	KSAN Ctry	94.9 30kw	14	22	18	12	11	7	64	MALRITE	MCG	3.7
2.0	2.2	2.0	2.1	2.0	16	KBAY B/EZ	100.3 163kw	21	47	40	30	21	10	83	UNITED	MMR	1.1
1.8	2.0	2.0	2.1	2.0	16	KFOG AOR	104.5 7.9kw	15	19	10	13	13	21	48	SUSQUEHANNA	EAST	2.0
1.6	1.4	2.0	1.6	2.0	16	KOME AOR	98.5 12.5kw	20	10	5	10	15	36	82	INFINITY	TOR	1.7
2.8	2.3	2.3	1.9	1.9	19	KBLX NAC	102.9 6.6kw	19	35	19	14	14	11	60	INNER CITY	HNWH	2.7
3.0	2.2	2.0	2.1	1.9	19	KKHI-A/F Clas	1550/95.7 10.5kw/6.9kw	18	45	39	31	20	12	54	BUCKLEY	HNWH	1.5
3.0	2.6	2.7	2.3	1.8	21	KITS NR	105.3 15kw	16	6	8	16	22	31	51	ENTERCOM	HNWH	3.0
0.8	1.0	0.8	1.1	1.5	22	KBRG Span	104.9 3kw	36	20	15	19	17	23	131	BAHIA RADIO	KT-H	1.1
1.1	1.3	1.4	1.1	1.5	22	KNEW Ctry	910 5kw	24	28	38	24	23	13	68	MALRITE	MCG	1.3
0.8	0.8	1.1	1.0	1.3	24	KDIA UC	1310 5kw	28	18	21	22	19	19	74	MEDIACOM	--	1.8
1.2	1.7	1.2	1.7	1.2	25	KHQT CHR	97.7 1.65kw	23	4	17	23	35	41	54	ANAHEIM BR.	HNWH	2.4
1.0	1.1	1.3	1.4	1.1	26	KARA AC	105.7 50kw	26	14	25	21	24	20	55	EMPIRE	EAST	1.0
0.8	1.1	0.7	1.3	1.1	26	KJAZ Jazz	92.7 1.8kw	25	40	37	28	26	16	56	RONALD COWAN	ROS	1.3
0.5	0.5	0.6	0.5	1.1	26	KLOK Span	1170 50.5kw	33	32	23	27	30	22	83	BAHIA RADIO	KT-H	.6
1.6	1.4	1.1	1.1	1.1	26	KSJO AOR	92.3 50kw	22	24	16	20	28	37	47	NARRAGANSETT	KATZ	1.6

Continued on Page 190

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
5.8	8.6	7.0	7.2	9.1	1	<b>KPLZ</b> CHR	101.5 100kw	2	1	1	1	7	10	80	GOLDEN WEST	DUR	10.2
11.0	10.0	9.6	9.7	8.7	2	<b>KIRO</b> N/T	710 50kw	1	11	8	4	1	1	59	BONNEVILLE INT	TOR	8.0
8.1	6.9	7.0	8.7	6.0	3	<b>KUBE</b> CHR	93.3 100kw	4	2	4	2	4	8	62	COOK INLET	MMR	8.8
5.5	3.1	5.0	7.4	5.8	4	<b>KMPS-A/F</b> Ctry	1300/94.1 5kw/98kw	5	9	6	5	2	3	82	EZ	MCG	7.3
4.2	4.6	4.7	4.4	5.3	5	<b>KBRD</b> B/EZ	103.7 100kw	10	17	21	17	12	4	99	ENTERCOM	CBS	2.8
5.5	5.5	6.0	4.5	5.3	5	<b>KOMO</b> AC	1000 50kw	3	12	18	15	8	2	54	FISHER	KATZ	5.6
4.1	4.2	4.7	6.0	4.7	7	<b>KISW</b> AOR	99.9 100kw	5	5	2	3	6	20	73	NATIONWIDE	MCG	6.5
4.3	3.8	4.1	4.6	4.2	8	<b>KXRX</b> AOR	96.5 81kw	8	8	3	6	3	19	73	SHAMROCK BR.	KATZ	4.5
4.2	3.1	2.8	4.6	3.7	9	<b>KIXI</b> BBnd	880 50-10kw	14	25	27	24	23	5	77	NOBLE	REP	1.8
3.6	3.6	3.7	2.9	3.5	10	<b>KING-FM</b> Clas	98.1 100kw	15	22	17	14	10	6	74	KING	MMR	2.7
3.3	3.7	3.6	3.0	3.3	11	<b>KBSG-A/F</b> Gold	1210/97.3 10kw/50kw	9	4	14	7	5	7	58	VIACOM	TOR	3.3
2.4	2.2	2.3	2.0	3.2	12	<b>KZOK</b> CR	102.5 100kw	7	6	5	8	9	22	51	ADAMS	EAST	3.4
2.4	2.3	2.5	3.5	3.0	13	<b>KRPM-FM</b> Ctry	106.1 100kw	17	14	11	11	13	12	75	HERITAGE MEDIA	CHR	2.6
2.2	3.1	3.7	3.1	2.9	14	<b>KLSY-A/F</b> AC	1540/92.5 5/100kw	11	3	9	9	17	15	57	SANDUSKY	BAN	2.9
2.7	2.6	3.3	2.8	2.9	14	<b>KLTX</b> AC	95.7 100kw	13	15	10	13	14	11	58	ACKERLEY	HNWH	2.4
3.0	2.7	2.8	2.4	2.8	16	<b>KING</b> N/T	1090 50kw	12	10	22	20	18	9	52	KING	MMR	2.6
2.6	2.8	2.7	2.0	2.5	17	<b>KMGI</b> AC	107.7 100kw	20	18	7	10	11	18	79	NOBLE	REP	1.7
3.1	2.9	2.2	2.3	2.5	17	<b>KSEA</b> AC	100.7 100kw	16	16	12	12	15	14	59	BONNEVILLE INT	TOR	2.0
1.6	2.1	1.6	1.4	1.8	19	<b>KCMS</b> CC	105.3 115kw	22	7	13	18	20	25	64	CHRISTA	RSS	2.8
2.7	2.2	2.5	1.8	1.8	19	<b>KNUA</b> NAC	106.9 100kw	21	23	15	16	16	16	58	GANNETT	DUR	2.8
2.0	2.0	1.6	1.5	1.8	19	<b>KVI</b> Gold	570 5kw	19	13	20	19	19	13	49	GOLDEN WEST	DUR	.7
1.6	1.7	2.0	1.1	1.6	22	<b>KJR</b> AC	950 5kw	18	28	19	22	22	17	42	ACKERLEY	HNWH	1.4
1.2	1.9	1.3	1.5	1.3	23	<b>KEZX-FM</b> AOR	98.9 100kw	23	25	16	21	21	23	62	PARK	REP	1.2

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	17.7
1 KISW	1 KPLZ	1 KISW	1 KPLZ	1 KIRO	1 KMPS-FM	AOR	10.2
2 KXRX	2 KUBE	2 KXRX	2 KUBE	2 KXRX	2 KUBE	BBnd	3.7
3 KPLZ	3 KMGI	3 KIRO	3 KMPS-FM	3 KISW	3 KPLZ	B/EZ	5.3
4 KZOK	4 KMPS-FM	4 KPLZ	4 KLSY-FM	4 KZOK	4 KIRO	CHR	15.1
5 KIRO	5 KLTX	5 KZOK	5 KMGI-FM	5 KMPS-FM	5 KOMO	Clas	3.5
6 KUBE	6 KISW	6 KUBE	6 KIRO	6 KING-FM	6 KBSG-FM	Ctry	8.8
7 KMPS-FM	7 KLSY-FM	7 KMPS-FM	7 KLTX	7 KBSG-FM	7 KMGI-FM	Gold	8.3
8 KLSY-FM	8 KSEA	8 KBSG-FM	8 KSEA	8 KUBE	8 KLSY-FM	NAC	1.8
9 KCMS-FM	9 KZOK	9 KRPM-FM	9 KBSG-FM	9 KRPM-FM	9 KSEA	N/T	11.5
10 KRPM-FM	10 KRPM-FM	10 KING-FM	10 KRPM-FM	10 KOMO	10 KLTX	Rel/CC	1.8



POPULATION: 1,803,700

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
4.3	2.7	3.5	2.6	11.6	1	WFLZ CHR	93.3 100kw	3	1	1	1	4	8	116	JACOR	EAST	11.9
14.5	15.5	15.1	14.4	9.6	2	WRBQ-A/F CHR	1380/104.7 5kw/100kw	1	2	3	2	3	4	76	EDENS	CHR	13.7
7.6	6.1	7.8	8.2	9.1	3	WQYK-A/F Ctry	1010/99.5 50-5kw/1kw	4	9	5	5	2	1	117	INFINITY	KATZ	6.9
9.4	6.3	7.5	9.9	8.2	4	WWRM AC	107.3 100kw	2	6	8	6	5	3	82	COX	DUR	6.7
4.8	5.6	5.9	5.0	7.9	5	WUSA AC	100.7 100kw	5	7	6	3	1	2	99	GANNETT	MCG	4.8
6.9	7.5	6.8	7.4	5.6	6	WYNF AOR	94.9 100kw	6	3	2	4	6	14	85	CBS	CBS	10.4
6.4	6.8	6.7	6.2	5.4	7	WDUV B/EZ	103.3 100kw	7	24	17	15	14	5	93	SUNSHINE STATE	CHR	4.3
4.1	4.3	5.7	4.4	3.9	8	WNLT AC	95.7 100kw	8	5	4	7	7	9	74	METROPLEX	MMR	3.8
4.7	6.3	4.2	5.0	3.8	9	WFLA N/T	970 5kw	9	13	12	11	11	6	78	JACOR	EAST	3.5
2.7	4.4	2.7	3.8	3.5	10	WGUL-A/F BBnd	860/105.5 2-1.6kw/3kw	12	17	20	20	22	23	91	CARL MARCOCCI	- -	3.9
1.6	2.3	1.7	1.4	2.4	11	WYUU-FM Gold	92.5 50kw	15	12	11	10	10	7	88	ENTERCOM	REP	1.7
1.4	3.1	3.0	2.8	2.3	12	WHVE NAC	102.5 100kw	13	25	9	9	8	10	65	SUSQUEHANNA	HNWH	4.2
3.7	3.1	3.2	1.9	2.2	13	WKRL CR	97.9 100kw	10	11	7	8	9	17	59	GREAT AMERICAN	BAN	4.4
1.2	0.8	1.2	1.5	2.2	13	WLUV Nost	106.3 3kw	18	23	26	26	20	16	107	PASCO PINELLA	- -	.7
2.7	1.9	2.6	2.2	2.0	15	WSUN Ctry	620 10kw	11	18	19	19	19	12	57	CBS	CBS	1.9
2.7	3.0	3.9	2.6	1.9	16	WDAE BBnd	1250 5kw	17	22	22	23	24	18	81	GANNETT	MCG	1.9
2.1	2.4	1.6	2.5	1.8	17	WTMP UC	1150 5kw	19	4	10	12	12	15	95	WESTERVILLE	HNWH	1.4
0.9	0.9	1.1	1.0	1.6	18	WTKN Talk	570 5kw	14	19	16	17	15	13	51	SUSQUEHANNA	HNWH	.9
1.4	1.2	0.9	1.5	1.2	19	WLFF Nost	680 1kw	21	15	21	21	23	21	91	CENTURY	--	--
0.7	0.9	0.4	1.1	1.1	20	WHBO Gold	1040 5kw	22	20	15	13	13	11	91	METROPLEX	MMR	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	20.0
1 WFLZ	1 WFLZ	1 WFLZ	1 WFLZ	1 WQYK-FM	1 WUSA	AOR	5.6
2 WYNF	2 WRBQ-FM	2 WYNF	2 WRBQ-FM	2 WUSA	2 WWRM	BBnd	8.8
3 WRBQ-FM	3 WNLT	3 WRBQ-FM	3 WUSA	3 WYNF	3 WRBQ-FM	B/EZ	5.4
4 WQYK-FM	4 WUSA	4 WUSA	4 WNLT	4 WRBQ-FM	4 WQYK-FM	CHR	21.2
5 WKRL	5 WYNF	5 WQYK-FM	5 WWRM	5 WFLZ	5 WFLZ	Ctry	11.1
6 WUSA	6 WQYK-FM	6 WWRM	6 WQYK-FM	6 WWRM	6 WNLT	Gold	5.7
7 WNLT	7 WWRM	7 WKRL	7 WYNF	7 WKRL	7 WHVE	NAC	2.3
8 WWRM	8 WKRL	8 WNLT	8 WHVE	8 WFLA	8 WYNF	N/T	5.4
9 WHVE	9 WHVE	9 WHVE	9 WYUU	9 WHVE	9 WYUU	UC	1.8
10 WFLA	10 WTMP	10 WFLA	10 WKRL	10 WNLT	10 WTMP		

# WASHINGTON, DC

POPULATION: 3,171,100

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '89	METRO RANK	12-MO 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
6.8	7.5	6.0	7.1	7.7	1	1	WGAY B/EZ	99.5 21kw	4	34	14	11	2	1	89	GREATER MEDIA	MMR	5.3
6.0	5.7	6.4	5.8	6.7	2	2	WPGC CHR	95.5 50kw	2	1	1	1	5	13	75	COOK INLET	BAN	8.9
7.1	6.1	6.0	6.4	6.5	3	3	WMZQ-A/F Ctry	1390/98.7 5kw/50kw	6	13	9	3	1	2	84	VIACOM	CHR	6.3
5.7	6.1	5.3	5.5	5.4	4	4	WMAL AC	630 5kw	1	15	19	17	11	3	59	CAP CITIES/ABC	KATZ	5.3
6.2	5.3	5.0	4.6	5.3	5	5	WKYS UC	93.9 50kw	10	4	3	2	3	8	78	ALBIMAR	EAST	6.0
4.5	5.2	4.7	5.3	4.8	6	6	WAVA CHR	105.1 50kw	3	3	2	4	12	15	55	EMMIS	HNWH	5.1
4.5	4.5	4.2	4.7	4.0	7	7	WROX CHR	107.3 36kw	7	2	6	12	15	21	55	CAP CITIES/ABC	KATZ	4.0
4.9	4.8	3.7	4.1	3.8	8	8	WHUR UC	96.3 24kw	9	8	7	7	7	9	56	HOWARD UNIV.	DUR	4.1
3.7	4.4	3.8	5.2	3.7	9	9	WCXR CR	105.9 28kw	11	10	4	5	6	14	56	LEGACY	MCG	5.4
3.7	3.5	4.1	4.5	3.7	9	9	WTOP News	1500 50kw	5	19	15	13	10	5	44	OUTLET	CBS	3.4
3.5	3.5	3.3	3.1	3.7	9	9	WLTT AC	94.7 22.5kw	12	18	8	6	4	6	58	CBS	CBS	2.3
3.4	3.0	3.0	3.1	3.4	12	12	WXTR Gold	104.1 50kw	13	12	17	10	8	4	58	RADIO VENTURES	MCG	2.3
3.2	4.5	4.0	3.6	3.3	13	13	WASH AC	97.1 26kw	14	16	10	9	9	10	58	OUTLET	HNWH	3.1
4.2	4.1	3.8	2.8	3.1	14	14	WWDC-FM AOR	101.1 50kw	8	11	5	8	14	26	44	CAPITOL	CHR	4.2
2.3	2.9	2.9	2.8	2.7	15	15	WGMS-A/F Clas	570/103.5 5kw/46kw	15	23	20	19	17	7	59	CLASSICAL ACQ.	REP	2.2
0.0	0.8	2.9	3.3	2.4	16	16	WMMJ UC	102.3 1.35kw	18	7	16	14	13	11	70	ALMIC BR.	K/P	3.3
2.3	2.1	2.5	2.8	2.4	16	16	WWRC Talk	980 5kw	20	30	23	20	19	12	79	GREATER MEDIA	MMR	1.9
1.3	0.9	1.4	1.5	2.2	18	18	WJFK CR	106.7 22.5kw	16	9	11	15	16	16	47	INFINITY	TOR	1.9
2.4	2.5	2.3	1.7	1.9	19	19	WDJY UC	100.3 40kw	17	6	13	18	20	17	48	UNITED	MCG	1.5
1.6	1.8	2.2	1.9	1.9	19	19	WHFS AOR	99.1 50kw	19	14	12	16	18	20	57	DUCHOSSOIS	REP	2.2
1.2	1.5	1.3	1.5	1.2	21	21	WYCB Rel	1340 1kw	23	22	29	25	22	19	88	HOWARD SANDERS	--	1.1
1.6	1.9	2.0	1.2	1.0	22	22	WOL UC	1450 1kw	21	5	25	23	21	22	51	ALMIC	K/P	.9

Continued on Page 195



# RANTEL

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**#29**

# SAN JOSE

POPULATION: 1,211,400

Continued from Page 191

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 KBRG	1 KOME	1 KARA	1 KOME	1 KGO	AC	16.5
2 KBRG	2 KHQT	2 KGO	2 KBRG	2 KGO	2 KARA	AOR	10.3
3 KHQT	3 KARA	3 KCBS	3 KGO	3 KCBS	3 KBRG	BBnd	3.7
4 KWSS	4 KEZR	4 KNBR	4 KEZR	4 KARA	4 KEZR	B/EZ	8.4
5 KGO	5 KOME	5 KBRG	5 KHQT	5 KNBR	5 KBAY	CHR	12.4
6 KITS	6 KXXX	6 KHQT	6 KOIT-FM	6 KBAY	6 KCBS	Clas	3.3
7 KSJO	7 KOIT-FM	7 KARA	7 KOME	7 KKSF	7 KOIT-FM	Ctry	4.8
8 KMEL	8 KITS	8 KWSS	8 KXXX	8 KBRG	8 KSAN	Gold	1.7
9 KCBS	9 KLOK	9 KKSF	9 KWSS	9 KSJO	9 KOME	NAC	3.0
10 KKSF	10 KSJO	10 KSJO	10 KCBS	10 KSAN	10 KHQT	N/T	13.2
						Span	10.0
						UC	1.8

**#15**

# ST. LOUIS

POPULATION: 2,052,400

Continued from Page 185

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 KMJM	1 KSHE	1 KMJM	1 KMOX	1 KMOX	AC	10.5
2 KSD	2 KYKY	2 KSD	2 KYKY	2 KSD	2 KYKY	AOR	8.4
3 KYKY	3 WKBQ	3 KMOX	3 WKBQ	3 KSHE	3 KEZK	BBnd	1.3
4 KMJM	4 KSHE	4 KYKY	4 KSHE	4 KLOU	4 KMJM	B/EZ	9.5
5 KMOX	5 KSD	5 KLOU	5 KMOX	5 KYKY	5 WIL-FM	CHR	7.7
6 WKBQ	6 KRJY	6 WIL-FM	6 KSD	6 WIL-FM	6 KLOU	Clas	1.2
7 KLOU	7 WIL-FM	7 KMJM	7 WIL-FM	7 KEZK	7 KSHE	Ctry	11.2
8 WIL-FM	8 KMOX	8 WKBQ	8 KLOU	8 KMJM	8 WKBQ	Gold	10.3
9 KATZ-FM	9 WSNL	9 KEZK	9 KEZK	9 WKKX	9 KRJY	N/T	18.8
10 KEZK	10 WKKX	10 WKKX	10 KRJY	10 KRJY	10 WKKX	UC	10.6

**#9**

# WASHINGTON, DC

POPULATION: 3,171,100

Continued from Page 194

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	12.4
2 WPGC	2 WKYS	2 WPGC	2 WPGC	2 WPGC	2 WMZQ-FM	AOR	5.0
3 WCXR	3 WAVA	3 WCXR	3 WMZQ-FM	3 WWDC-FM	3 WGAY	B/EZ	7.7
4 WAVA	4 WRQX	4 WMZQ-FM	4 WASH	4 WHUR	4 WPGC	CHR	15.5
5 WHFS	5 WLTT	5 WHUR	5 WAVA	5 WKYS	5 WASH	Clas	2.7
6 WKYS	6 WCXR	6 WKYS	6 WRQX	6 WCXR	6 WLTT	Ctry	6.5
7 WRQX	7 WASH	7 WAVA	7 WLTT	7 WLTT	7 WHUR	Gold	9.3
8 WLTT	8 WDJY	8 WHFS	8 WGAY	8 WASH	8 WMMJ	N/T	6.1
9 WHUR	9 WMZQ-FM	9 WLTT	9 WCXR	9 WXTR	9 WMAL	Rel/CC	1.2
10 WJFK	10 WMMJ	10 WASH	10 WHUR	10 WTOP	10 WAVA	UC	14.4

# AKRON

POPULATION: 537,500

FALL '88	SPRING '89	FALL '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
8.4	9.1	8.7	1	<b>WKDD</b> CHR	96.5 50kw	1	2	1	1	8	12	69	BARNSTABLE	KATZ	9.9
6.9	5.3	7.4	2	<b>WNIR</b> Talk	100.1 3kw	9	20	13	9	7	4	113	MEDIA-COM	K/P	5.2
6.7	5.6	6.3	3	<b>WAKR</b> AC	1590 5kw	2	4	16	12	10	1	64	SUMMIT	MCG	6.7
3.8	4.5	6.2	4	<b>WDOK</b> AC	102.1 12kw	6	12	6	6	2	2	84	INDEPENDENT GR	REP	3.7
4.3	3.0	5.6	5	<b>WGAR-A/F</b> Ctry	1220/99.5 50kw/50kw	10	9	12	7	5	5	82	NATIONWIDE	HNWH	5.1
6.6	7.3	5.5	6	<b>WONE-FM</b> AOR	97.5 12kw	4	7	2	2	9	16	71	SUMMIT	MCG	10.3
8.7	5.8	5.0	7	<b>WMMS</b> CHR	100.7 34kw	3	5	3	4	6	11	55	MALRITE	KATZ	5.8
4.6	4.6	4.9	8	<b>WMJI</b> AC	105.7 27kw	8	16	9	3	1	3	69	JACOR	EAST	4.1
4.2	6.1	4.8	9	<b>WLTF</b> AC	106.5 11kw	7	6	4	5	3	6	65	BOOTH AMERICAN	CHR	3.1
2.9	5.6	4.4	10	<b>WPHR</b> CHR	107.9 70kw	5	1	10	13	19	19	59	ARDMAN	REP	7.0

# ALBANY-SCHENECTADY-TROY

POPULATION: 723,900

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
12.9	12.0	12.1	11.7	12.3	1	<b>WROW-A/F</b> B/EZ	590/95.5 5-1kw/12kw	2	17	8	8	4	1	111	RADIO TERRACE	CHR	6.8
8.4	10.8	10.1	8.2	11.0	2	<b>WGNA-A/F</b> Ctry	1460/107.7 5kw/12kw	6	8	6	2	1	2	126	TEAM ONE RADIO	KATZ	11.0
8.9	9.3	9.7	9.8	10.3	3	<b>WGY</b> AC	810 50kw	1	11	9	5	3	3	82	EMPIRE RADIO	EAST	8.9
7.6	8.6	7.1	9.4	7.9	4	<b>WFLY</b> CHR	92.3 17kw	4	1	2	3	7	10	71	ALBANY BR.	TOR	10.9
10.6	8.9	10.2	8.3	7.8	5	<b>WPYX</b> AOR	106.5 15.5kw	3	5	1	1	2	6	68	CAP-TOWN	MCG	11.2
5.0	4.0	4.8	4.5	6.2	6	<b>WGY-FM</b> CHR	99.5 14.5kw	5	2	4	6	9	9	63	EMPIRE RADIO	EAST	5.6
6.6	6.1	6.0	6.6	5.8	7	<b>WKLI</b> AC	100.9 3kw	7	10	3	4	5	5	70	PREMIERE BR.	DUR	5.1
4.6	4.8	4.0	4.3	4.3	8	<b>WQBK</b> Talk	1300 5kw	10	18	15	14	12	7	88	WQBK, INC.	HNWH	3.7
3.7	3.6	3.5	3.4	4.3	8	<b>WTRY</b> Gold	990 5kw	9	7	13	9	6	4	81	CAP-TOWN	MCG	2.7
4.8	5.3	4.3	4.1	3.8	10	<b>WQBK-FM</b> CR	103.9 3kw	8	4	5	7	8	13	63	WQBK, INC.	HNWH	6.2

# ALBUQUERQUE

POPULATION: 459,800

FALL '88	SPRING '89	FALL '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
9.4	13.3	12.4	1	KRST Ctry	92.3 22kw	2	18	1	1	1	2	101	COMMONWEALTH	KATZ	15.7
10.4	10.5	11.3	2	KKOB AC	770 50kw	1	8	8	5	3	1	82	FAIRMOUNT	MCG	9.9
7.2	7.7	8.5	3	KZSS/KZRR AOR	610/94.1 5kw/22kw	4	6	2	2	2	8	81	ANCHOR MEDIA	REP	9.1
12.0	7.5	8.0	4	KKOB-FM AC	93.3 22.5kw	3	5	3	3	4	5	66	FAIRMOUNT	MCG	9.4
1.0	4.5	5.8	5	KZKL-FM Gold	101.7 3kw	8	9	4	4	5	4	79	AM/FM COMMUN.	CHR	5.4
7.5	5.5	5.5	6	KKJY B/EZ	100.3 22.5kw	10	19	16	11	8	3	86	MBC	TOR	3.0
7.1	5.1	5.0	7	KKSS CHR	97.3 100kw	5	1	6	6	11	13	55	SUNGROUP	EAST	5.7
1.1	0.9	3.9	8	KXKS Span	1190 10kw	19	10	13	9	7	7	211	CONTINENTAL	CAB	2.5
2.9	5.8	3.8	9	KNMQ CHR	105.9 100kw	6	3	7	10	15	15	50	MESA GRANDE	CHR	5.3
3.3	3.3	3.6	10	KIVA CHR	105.1 100kw	7	2	9	14	14	22	48	FIRST CITY	BAN	4.3

# ALLENTOWN-BETHLEHEM

POPULATION: 575,600

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
16.0	14.6	12.8	14.2	14.1	1	WFMZ B/EZ	100.7 17kw	1	14	6	5	2	1	113	MARANATHA	TOR	10.2
10.9	11.0	13.5	10.7	12.7	2	WLEV AC	96.1 50kw	3	4	2	1	1	2	104	TMZ	MCG	9.9
11.1	12.2	11.1	11.5	9.5	3	WZZO AOR	95.1 30kw	5	3	1	2	3	5	85	HOLT CORP.	BAN	15.6
9.8	10.8	10.9	10.8	8.3	4	WAEB-FM CHR	104.1 50kw	2	2	3	3	4	7	68	CRB	KATZ	11.4
5.2	5.9	6.7	5.7	7.9	5	WHXT CHR	99.9 50kw	4	1	4	4	6	6	70	WILKS/SCHWARTZ	EAST	10.4
6.3	4.6	5.5	5.7	4.3	6	WAEB AC	790 1kw	6	19	7	7	5	3	61	CRB	KATZ	4.8
3.6	2.9	4.2	1.8	4.1	7	WEST BBnd	1400 1kw	9	32	21	13	12	8	114	TMZ	MCG	2.6
3.2	4.5	2.0	2.9	3.9	8	WKAP AC	1320 5-1kw	10	11	29	19	18	4	114	HOLT CORP.	BAN	1.8
2.6	2.9	2.0	2.5	3.2	9	WYSP CR	94.1 16kw	7	33	5	6	7	30	78	INFINITY	TOR	2.5
3.4	3.4	3.0	4.0	2.6	10	WXXW Ctry	1470 5kw	8	9	10	8	8	9	65	HGF	REP	2.8

#58

## AUSTIN

POPULATION: 634,000

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
14.9	13.4	13.4	12.7	15.4	1	KASE Ctry	100.7 100kw	1	4	3	1	1	1	108	KVET BR.	KATZ	15.3
9.9	9.6	8.7	9.2	10.6	2	KLBJ-FM AOR	93.7 97kw	3	3	1	2	3	8	83	LBJ CO.	EAST	11.8
9.1	9.4	11.0	10.2	9.0	3	KBTS CHR	93.3 93kw	2	1	2	3	4	12	66	GENESIS	CHR	11.5
8.9	9.4	7.2	7.0	7.8	4	KKMJ AC	95.5 100kw	4	19	5	4	2	2	72	KEYMARKET	CBS	6.9
5.4	6.3	7.0	6.0	6.6	5	KHFI CHR	98.3 1.3kw	5	2	4	5	10	15	62	ENCORE	REP	9.4
6.8	6.4	5.5	4.6	4.2	6	KEYI AC	103.5 90kw	7	6	7	7	5	5	54	DEGREE	REP	4.1
5.3	4.5	4.3	4.3	4.2	6	KLBJ NT	590 5.1kw	6	10	11	11	9	4	47	LBJ CO.	EAST	4.1
3.5	2.4	4.5	4.3	4.1	8	KPEZ AOR	102.3 3kw	8	7	6	6	6	14	62	CLEAR CHANNEL	CHR	4.0
2.4	2.7	2.3	2.2	2.6	9	KVET Ctry	1300 5.1kw	12	13	17	12	13	3	74	KVET BROAD.	KATZ	1.9
0.0	3.0	2.3	3.2	2.4	10	KLTD Gold	99.1 18.5kw	10	5	10	8	8	7	55	SHAMROCK COM.	TOR	1.1

#98

## BAKERSFIELD

POPULATION: 357,700

FALL '88	SPRING '89	FALL '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
18.0	18.4	18.2	1	KUZZ-A/F Ctry	550/107.9 5kw/5.8kw	2	3	2	1	1	1	109	BUCK OWENS	KATZ	18.5
11.9	13.2	13.3	2	KKXX CHR	105.3 35kw	1	1	1	2	2	6	77	SALEM	BAN	14.6
4.5	7.2	7.9	3	KWAC Span	1490 1kw	6	8	6	3	3	2	130	KMAP, INC	LOTU	3.1
4.5	4.8	4.9	4	KLLY AC	95.3 2.2kw	5	5	4	4	4	8	70	BUCKLEY	HNWH	4.0
5.0	6.2	4.7	5	KERN N/T	1410 1kw	4	16	10	7	6	3	67	BRANDON	CHR	3.5
8.0	6.8	4.7	5	KGFM B/EZ	101.5 4.8kw	7	15	14	9	8	4	80	KERN	MCG	2.6
8.0	8.9	4.4	7	KKBB AOR	97.7 3kw	8	6	3	5	7	13	78	CLAYTON	REP	6.9
6.2	4.8	3.9	8	KERN-FM Gold	94.1 4.5kw	3	9	5	6	5	7	51	BRANDON	CHR	6.1
2.4	2.7	3.5	9	KAFY Span	970 1kw	10	10	7	8	9	11	97	MCGAVERN-BARRO	CAB	4.7
1.4	2.1	2.5	10	KIWI Clas	92.1 3kw	11	20	11	14	14	9	73	KMAP INC.	CMBS	.7

#80

# BATON ROUGE

POPULATION: 435,400

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
11.2	10.5	12.3	10.8	13.7	1	WFMB CHR	102.5 100kw	1	1	1	1	1	4	83	GUARANTY	HNWH	15.7
13.1	11.3	13.5	11.3	9.9	2	KQXL UC	106.5 50kw	4	3	2	2	3	8	103	CITY WIDE	BAN	15.0
13.8	12.7	14.8	14.7	8.7	3	WYNK-A/F Ctry	1380/101.5 5kw/100kw	2	6	6	3	2	1	67	NARRAGANSETT	KATZ	12.0
8.9	7.4	6.9	7.9	6.7	4	WGGZ CHR	98.1 100kw	3	2	3	4	6	11	57	GUARANTY	KATZ	9.2
3.8	4.8	4.7	3.2	6.3	5	WJBO N/T	1150 5kw	7	14	13	11	9	2	80	BATON ROUGE	HNWH	4.0
10.1	7.8	8.2	7.4	5.7	6	WXOK UC	1460 5-1kw	6	4	9	9	10	7	67	WINNFIELD LIFE	TOR	4.3
0.0	2.1	4.2	4.2	5.6	7	WNDC Rel	910 1kw	10	5	8	6	5	6	106	CHURCH 1 MINI.	--	5.5
6.7	7.0	6.7	6.5	5.4	8	WKJN-FM Ctry	103.3 100kw	5	8	10	8	7	5	64	SOUTHERN	CHR	5.0
1.8	4.3	4.2	5.7	5.1	9	KHOM Gold	104.1 100kw	9	11	7	5	4	3	72	KHOM ASSOC.	TOR	4.7
2.7	7.3	4.4	5.1	4.1	10	WTGE AOR	100.7 95kw	8	7	4	7	8	13	58	VETTER	REP	5.0

#52

# BIRMINGHAM

POPULATION: 773,000

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
14.7	17.5	18.8	14.4	16.1	1	WZZK-A/F Ctry	610/104.7 5-1kw/99kw	1	5	5	1	1	1	99	NEWCITY	KATZ	14.6
9.4	10.5	11.0	10.6	12.3	2	WENN UC	107.7 100kw	5	2	1	2	3	2	124	BOOKER T. WAS	HNWH	14.5
12.5	8.3	10.4	11.9	8.2	3	WMJJ AC	96.5 100kw	3	6	3	4	2	3	77	CAPITOL BR. CRP	BAN	8.9
4.2	10.4	8.2	8.6	8.2	3	WZRR CR	99.5 100kw	6	4	1	3	4	7	90	DICK	REP	12.2
9.0	8.4	7.3	8.0	7.8	5	WAPI-FM CHR	94.9 98kw	2	1	6	6	6	9	72	DITTMAN GROUP	CHR	9.3
8.0	7.3	7.1	5.8	7.0	6	WKXX CHR	106.9 99kw	4	3	4	5	5	6	68	SUN GROUP	MCG	6.8
4.9	3.6	5.6	6.3	5.2	7	WERC N/T	960 5kw	7	19	11	8	8	5	70	SUN GROUP	MCG	5.7
4.8	3.7	4.0	4.0	5.1	8	WATV UC	900 1kw	8	8	7	7	7	8	85	BIRM. EBONY	ROS	5.1
5.3	4.5	3.7	4.2	4.6	9	WAPI BBnd	1070 50-5kw	9	20	12	12	11	4	82	DITTMAN GROUP	CHR	3.6
5.0	2.7	2.9	3.6	3.8	10	WAGG Rel	1320 5kw	10	10	8	9	9	10	96	BOOKER T. WAS	HNWH	1.5

# BRIDGEPORT

POPULATION: 373,200

FALL '88	SPRING '89	FALL '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
14.7	16.6	15.7	1	<b>WEZN</b> AC	99.9 27.5kw	1	26	5	4	2	1	101	NEWCITY	KATZ	10.2
10.7	10.3	11.0	2	<b>WICC</b> AC	600 1.5kw	2	7	6	5	3	2	72	WIN	BAN	12.2
7.7	9.3	9.8	3	<b>WKCI</b> CHR	101.3 10kw	3	1	3	2	4	4	77	NOBLE	MCG	15.2
8.9	8.6	9.1	4	<b>WEBE</b> AC	107.9 50kw	4	6	2	1	1	3	84	WIN	BAN	8.9
8.4	7.0	7.6	5	<b>WPLR</b> AOR	99.1 14.1kw	5	3	1	3	5	7	83	SOUTHERN STARR	DUR	7.6
2.8	2.7	3.3	6	<b>WCBS</b> News	880 50kw	6	12	12	13	9	6	44	CBS	CBS	3.5
1.3	2.9	3.3	6	<b>WFAN</b> Spor	660 50kw	7	9	8	6	6	5	58	EMMIS	HNWH	3.3
1.2	2.4	2.4	8	<b>WQHT</b> CHR	97.1 6.7kw	12	2	4	7	25	34	96	EMMIS	HNWH	2.3
0.8	0.6	2.4	8	<b>WCUM</b> Span	1450 1kw	28	5	17	8	7	8	248	RADIO CUMBRE	--	--
2.7	0.7	2.0	10	<b>WDJZ</b> Nost	1530 5kw	25	34	24	18	11	9	168	D'ADDARIO	K/P	1.2

# CHARLESTON, SC

POPULATION: 419,600

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	12+ BIRCH SHARE
12.1	11.5	11.2	1	<b>WEZL</b> Ctry	103.5 100kw	<p>Owing to the aftermath of Hurricane Hugo last September, both <b>Arbitron</b> and <b>Birch</b> cancelled their fall sweeps for Charleston. The ratings and station information in the first six columns, as well in the owner and national rep firm columns, is still accurate. The figures in the 12+ Birch share column are from the summer '89 sweep.</p>						PRICE BR.	BAN	10.2	
9.0	7.8	8.0	2	<b>WKQB</b> CHR	107.5 100kw							TRIDENT	EAST	11.0	
7.4	9.5	7.8	3	<b>WWWZ</b> UC	93.5 1.1kw							MILLENNIUM	HNWH	12.4	
5.4	6.5	7.7	4	<b>WAVF</b> AOR	96.1 100kw							CORDES STREET	CHR	9.5	
6.0	6.9	7.4	5	<b>WSSX</b> CHR	95.1 100kw							FAIRCOM	KATZ	9.2	
6.8	6.9	6.6	6	<b>WXTC-FM</b> AC	96.9 100kw							MCGAVERN GUILD	MCG	6.3	
4.7	4.0	5.8	7	<b>WMGL</b> UC	101.7 3kw							COASTAL	ROS	7.0	
3.8	4.5	4.9	8	<b>WDXZ</b> B/EZ	104.5 50kw							CARAVELLE	EAST	2.2	
6.8	6.5	4.9	8	<b>WPAL</b> UC	730 1.1kw							WPAL, INC.	--	3.7	
4.7	4.6	3.8	10	<b>WXLY</b> Gold	102.5 100kw							BAHAKEL	REP	3.7	



# CHATTANOOGA

POPULATION: 360,500

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
17.9	15.0	19.2	18.0	17.3	1	<b>WSKZ</b> CHR	106.5 100kw	1	1	1	1	2	7	95	BLOOMINGTON	CHR	21.3
14.0	12.9	12.6	12.2	12.9	2	<b>WUSY</b> Ctry	100.7 100kw	2	4	4	2	1	1	82	COLONIAL	MCG	12.9
13.4	12.9	10.3	9.6	11.9	3	<b>WDEF-FM</b> AC	92.3 97kw	3	11	7	6	5	2	83	PARK	KATZ	9.3
7.8	8.5	9.4	8.0	9.6	4	<b>WDOD-FM</b> Ctry	96.5 100kw	4	5	6	3	3	3	69	BAHAHEL	BAN	7.2
8.8	8.2	7.9	6.9	8.4	5	<b>WJTT</b> UC	94.3 3kw	6	2	2	4	6	5	131	JETTCOM	HNWH	10.0
8.6	12.4	10.5	10.2	7.0	6	<b>WLMX-A/F</b> AC	98.0/105.5 5kw/3kw	5	3	3	5	4	6	64	CHATTANOOGA	REP	9.0
3.9	3.1	3.4	4.5	6.1	7	<b>WNOO</b> UC	1260 5kw	10	6	8	8	7	4	153	SOUTHERN STARR	EAST	3.4
3.1	4.4	3.8	2.2	3.1	8	<b>WDEF</b> AC	1370 5kw	7	8	13	12	11	9	53	PARK	KATZ	2.8
2.1	2.7	1.1	2.1	3.0	9	<b>WFXS</b> CR	102.3 3kw	8	7	5	7	8	11	52	PYE-WATTS	EAST	5.5
1.8	2.2	2.3	1.9	2.3	10	<b>WDOD</b> Ctry	1310 5kw	9	10	17	14	12	8	49	BAHAHEL	BAN	1.9

# COASTAL NORTH CAROLINA

POPULATION: 418,800

FALL '88	SPRING '89	FALL '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
19.6	16.9	20.2	1	<b>WIKS</b> UC	101.9 100kw	1	1	1	1	1	1	129	JOYNER	HNWH
15.0	14.6	11.1	2	<b>WRNS</b> Ctry	95.1 100kw	2	4	3	2	2	2	98	BEASLEY	MCG
9.6	11.0	8.6	3	<b>WDLX</b> CHR	93.3 100kw	3	2	2	3	5	7	80	TAR HILL	BAN
7.9	6.1	6.0	4	<b>WNCT-FM</b> B/EZ	107.9 100kw	4	30	22	12	7	3	92	ROY H. PARK	KATZ
3.9	3.5	4.9	5	<b>WKOO</b> Gold	98.7 100kw	7	11	8	4	3	4	109	WINFAS, INC.	EAST
6.2	7.2	4.5	6	<b>WSFL-A/F</b> AC	1380 5kw	5	13	7	5	4	5	68	CARAVELLE	TOR
2.9	3.2	3.8	7	<b>WHTE</b> UC	103.7 50kw	8	3	6	7	10	10	89	SEA-COM	MCG
8.2	4.7	3.7	8	<b>WZYC</b> AOR	103.3 100kw	6	10	4	6	9	21	62	BD	CHR
2.9	1.9	3.0	9	<b>WXQR</b> AOR	105.5 3kw	10	9	5	8	17	22	103	SEABOARD	MK4
0.9	1.9	2.7	10	<b>WTRG</b> Gold	100.7 100kw	9	20	11	9	6	6	64	TRIANGLE	BAN

# 91

## COLUMBIA, SC

POPULATION: 388,900

FALL '88	SPRING '89	FALL '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
15.2	15.7	15.7	1	WWDM UC	101.3 100kw	2	2	1	1	1	3	133	GAMECOCK CITY	HNWH	17.6
19.5	15.4	14.1	2	WCOS-A/F Ctry	1400/97.9 1kw/100kw	1	4	4	2	2	1	105	GHB	MCG	15.2
6.4	6.6	8.8	3	WTCB AC	106.7 100kw	5	5	5	3	3	2	87	KEYMARKET	CHR	7.2
7.4	10.4	7.3	4	WMFX AOR	102.3 3kw	4	8	2	4	4	9	72	SIGNATURE	DUR	8.3
5.4	5.5	6.6	5	WVOC N/T	560 5kw	6	6	10	7	7	5	75	RIDGELY	BAN	6.7
10.1	7.3	6.5	6	WNOK CHR	104.7 100kw	3	3	3	5	6	10	56	AUDUBON	KATZ	10.5
3.4	2.9	5.4	7	WYYS CHR	96.7 1.9kw	7	1	6	8	11	12	73	WZLD, INC.	--	5.6
7.7	6.9	5.1	8	WCEZ B/EZ	93.5 3kw	10	16	12	11	9	4	88	RIDGELY	BAN	2.4
1.3	3.4	4.8	9	WOMG-FM Gold	103.1 3kw	8	7	8	6	5	6	72	PRICE	BAN	4.3
5.1	3.9	4.0	10	WSCQ AC	100.1 3kw	9	12	7	9	8	7	59	CONGAREE	REP	3.6

# 79

## EL PASO

POPULATION: 454,000

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
12.0	13.4	14.4	13.3	13.0	1	KPRR CHR	102.1 100kw	1	1	2	3	5	9	87	TRANSCON.	MCG	20.1
10.9	10.8	9.9	11.6	12.6	2	KLAQ AOR	95.5 100kw	2	2	1	1	3	12	94	D&F	HNWH	16.2
11.2	10.4	11.6	11.0	12.5	3	KHEY-FM Ctry	96.3 88kw	3	4	3	2	1	1	96	KHEY, INC.	KATZ	14.7
4.4	4.2	6.8	3.7	7.0	4	KOFX Gold	92.3 100kw	5	6	4	4	2	4	91	ELP	MCG	3.8
8.9	7.6	6.9	6.8	6.6	5	KBNA-A/F Span	920/97.5 1.5kw/1	6	7	5	6	6	5	67	TICHENOR	KATZ	4.8
4.8	4.9	4.8	5.9	6.5	6	KAMA Span	750 10-1kw	9	13	7	5	4	3	106	PINNACLE	CAB	4.2
5.9	6.7	8.3	8.1	6.1	7	KTSM-FM B/EZ	99.9 100kw	7	16	12	7	7	2	83	TRI-STATE	HNWH	4.5
2.8	2.5	2.9	2.6	4.4	8	KHEY Ctry	690 10kw	10	17	11	12	11	1	75	KHEY, INC.	KATZ	1.9
6.4	4.4	4.6	6.7	4.0	9	KEZB-A/F CHR	1150/93.9 1kw/96kw	4	3	6	9	12	14	41	KEZB, INC.	CHR	6.4
3.8	3.1	2.4	3.0	3.6	10	KTSM N/T	1380 5.5kw	13	15	20	14	13	2	81	TRI-STATE	HNWH	3.3

#71

# FRESNO

POPULATION: 505,300

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
9.3	11.6	7.6	5.8	11.1	1	KMJ N/T	580 5kw	1	11	9	7	3	1	90	HENRY	KATZ	8.5
5.9	7.5	8.1	8.3	9.0	2	KBOS CHR	94.9 16.5kw	3	1	2	3	5	11	91	JAYVEECO	CBS	12.5
4.9	7.0	5.6	9.2	8.6	3	KNAX Ctry	97.9 48kw	4	5	5	2	2	2	93	FIRST SIERRA	HNWH	9.4
6.1	8.3	5.5	5.5	6.1	4	KKDJ AOR	105.9 2.4kw	8	4	1	1	4	10	82	PACIFIC QUAD	DUR	5.8
5.2	4.6	4.8	5.4	6.0	5	KYNO-FM CHR	95.7 50kw	2	2	4	6	7	7	60	BROWN	BAN	6.3
6.4	5.4	5.0	5.3	5.7	6	KFSO Gold	92.9 18.5kw	5	6	6	4	1	3	69	AMERICAN	CBS	4.5
0.0	0.0	0.0	4.8	5.2	7	KRZR CHR	103.7 50kw	7	3	3	5	11	25	69	OLYMPIA	CHR	9.3
8.8	6.1	8.8	5.7	4.7	8	KOJY B/EZ	98.9 19kw	6	15	14	14	10	4	59	RADIO DINUBA	MMR	4.1
3.2	3.0	4.0	2.3	4.1	9	KFRE Ctry	940 50kw	11	22	15	12	9	5	80	CHESTER	HNWH	4.1
3.6	2.5	4.5	4.0	3.8	10	KGST Span	1600 5kw	13	8	17	15	14	8	100	LOTUS	LOTU	1.5

#65

# GRAND RAPIDS

POPULATION: 544,200

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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	8.0	7.0	7.0	11.0	1	WCUZ-FM Ctry	101.3 50kw	2	7	6	2	1	1	90	FEDERATED MEDIA	CHR	7.5
8.7	7.8	11.4	10.2	9.5	2	WOOD-FM B/EZ	105.7 265kw	3	11	12	9	5	2	82	UNITED ARTISTS	KATZ	8.5
7.8	7.7	7.9	5.8	8.5	3	WLAV-FM AOR	96.9 50kw	6	4	1	1	3	7	82	ADAMS	MMR	11.1
8.7	7.7	8.3	10.6	8.0	4	WGRD CHR	97.9 13kw	1	1	5	5	7	8	54	REGIONAL GROUP	DUR	12.2
7.3	7.9	7.7	7.8	7.7	5	WLHT AC	95.7 40kw	5	6	3	3	2	4	71	LIGGETT	REP	5.8
7.1	8.0	4.4	5.6	6.5	6	WKLQ CHR	94.5 50kw	4	2	2	4	10	14	58	BLOOMINGTON	EAST	6.2
6.3	7.2	7.4	5.5	6.4	7	WOOD AC	1300 5kw	7	19	11	11	9	3	82	UNITED ARTISTS	KATZ	5.6
8.3	6.2	3.7	6.0	5.5	8	WJFM CR	93.7 320kw	8	8	4	6	4	9	73	CARL LEE	MCG	4.9
3.1	5.5	4.9	4.2	4.4	9	WMUS-A/F Ctry	1090/106.9 1kw/50kw	10	5	8	8	8	6	80	GR. MUSKEGON	HNWH	5.4
0.5	0.6	0.7	0.4	3.9	10	WODJ Gold	107.3 50kw	11	10	9	7	6	5	75	GOODRICH	BAN	2.8

# GREENVILLE-SPARTANBURG

POPULATION: 522,100

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
12.4	13.7	10.2	13.7	12.4	1	WESC-AF Ctry	660/92.5 50kw/95kw	1	6	6	2	2	1	98	BR. COM./CAROL.	BAN	12.8
5.0	8.6	9.4	10.4	11.4	2	WMYI AC	102.5 20kw	2	4	1	1	1	2	83	AMCOM GENERAL	REP	10.1
10.5	8.1	8.4	11.1	9.3	3	WSSL-FM Ctry	100.5 100kw	4	13	5	3	3	4	98	STERLING	CHR	10.4
11.2	11.8	10.4	9.3	8.3	4	WANS CHR	107.3 100kw	3	1	3	6	10	10	80	DEGREE	CHR	11.0
8.1	8.3	7.3	7.2	7.9	5	WSPA-FM B/EZ	98.9 100kw	6	11	15	9	4	3	97	SPARTAN	MCG	4.3
5.3	5.4	7.8	6.1	6.1	6	WLWZ UC	103.9 3kw	8	3	4	5	5	7	120	AMERICAN COMM.	EAST	8.9
8.7	8.7	9.0	7.9	5.6	7	WFBC-FM AC	93.7 100kw	5	7	8	7	7	5	64	MULTIMEDIA	KATZ	4.9
4.5	5.2	4.1	5.7	5.4	8	WCKN CR	101.1 100kw	7	5	2	4	6	13	85	CAROLINA BR.	DUR	7.4
2.7	4.7	3.8	3.8	4.4	9	WCKZ UC	101.9 99kw	9	2	7	8	9	9	97	BEASLEY	DUR	5.1
4.1	2.4	1.3	0.7	3.0	10	WHYZ UC	1070 50kw	17	17	11	10	8	6	197	21ST CENTURY	HNWH	.5

# HARRISBURG-LEBANON-CARLISLE

POPULATION: 497,200

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
20.8	19.9	19.0	17.0	19.6	1	WNNK CHR	104.1 22.5kw	1	1	1	1	1	2	94	KEYMARKET	CHR	27.4
7.7	10.7	9.9	7.2	9.7	2	WRKZ Ctry	106.7 47kw	2	14	5	3	2	1	103	PENN	TOR	8.2
6.0	5.8	6.6	6.3	6.6	3	WTPA AOR	93.5 .83kw	5	5	2	2	3	13	93	QUAKER STATE	REP	9.7
7.1	8.7	6.1	5.4	5.9	4	WHP AC	580 5kw	3	20	17	12	9	3	66	WHP INC.	KATZ	5.5
4.2	2.3	2.8	3.9	5.6	5	WQXA CHR	105.7 25kw	4	2	4	5	7	12	69	HGF MEDIA	KATZ	3.2
6.4	5.8	4.6	4.1	5.4	6	WIMX AC	99.3 3kw	6	6	3	4	4	7	76	HUDSON GROUP	EAST	3.9
5.9	5.7	7.4	6.0	4.5	7	WNCE B/EZ	101.3 6.9kw	8	19	23	11	10	4	92	HALL	TOR	2.7
4.6	4.9	4.8	6.3	3.6	8	WHP-FM AC	97.3 17kw	7	12	9	7	6	5	61	WHP INC.	KATZ	3.5
0.4	0.5	0.2	0.7	3.6	8	WHYL Nost	960 5kw	12	17	26	27	23	9	107	RFLJ, INC.	--	6.9
1.0	3.1	2.9	4.6	3.6	8	WWKL Gold	94.9 25kw	9	11	7	6	5	6	79	BARNSTABLE	BAN	4.7

#56

## HONOLULU

POPULATION: 697,400

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
15.9	14.6	13.6	11.9	12.4	1	KQM-Q-A/F CHR	690.931 10kw/54kw	1	2	1	1	1	3	70	NORTHPARK	KATZ
11.2	12.8	13.0	9.6	10.7	2	KUMU-A/F B/EZ	1500.947 10kw/100kw	3	7	11	6	3	1	88	JOHN HUTTON	BAN
9.7	9.2	10.5	9.8	10.2	3	KIKI-FM CHR	93.9 100kw	2	1	2	2	11	16	81	HENRY HAWAII	CHR
10.6	8.8	9.2	13.0	9.8	4	KSSK AC	590 7.5kw	4	9	8	4	2	2	87	HEFTEL	EAST
7.0	6.5	4.7	7.2	7.2	5	KSSK-FM AC	92.3 100kw	5	3	3	5	5	9	71	HEFTEL	EAST
6.1	5.8	8.3	7.9	6.8	6	KRTR-FM AC	96.3 75kw	6	8	4	3	4	4	78	MAVRA KEA	REP
6.7	6.3	6.5	6.0	4.9	7	KPOI AOR	97.5 80kw	8	4	5	7	9	15	73	KILOHANA	REP
0.3	2.7	2.1	3.0	4.5	8	KHFX CR	105.1 100kw	10	13	6	8	8	11	75	SINCLAIR TELE.	DUR
3.5	6.3	7.1	5.1	4.4	9	KCCN Misc	1420 5kw	9	6	9	10	7	8	72	KCCN RADIO	ROS
2.5	3.3	2.7	3.4	4.2	10	KHHH NAC	98.5 100kw	12	11	7	9	6	7	90	KHVH, INC.	HNWH

#51

## JACKSONVILLE

POPULATION: 783,500

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
15.3	15.8	13.8	14.3	14.0	1	WAPE-FM CHR	95.1 100kw	1	1	1	1	3	6	80	EVERGREEN	CHR	18.2
10.5	11.4	12.7	10.2	11.3	2	WQIK-A/F Ctry	1320.991 5kw/100kw	2	15	4	3	1	1	92	JACOR	EAST	11.2
3.7	6.4	6.3	8.4	7.7	3	WEJZ AC	96.1 100kw	3	11	5	4	2	2	76	WIN	KATZ	5.0
11.2	8.3	8.3	9.5	7.5	4	WFYV-FM AOR	104.5 100kw	4	4	2	2	4	8	81	METROPLEX	MCG	9.1
7.7	5.5	6.0	4.6	5.3	5	WAIV AC	96.9 100kw	6	6	7	6	6	4	59	EZ	MMR	5.9
0.0	0.0	0.0	1.3	5.3	5	WHJX UC	101.5 100kw	10	2	3	7	8	14	108	EAGLE BROAD.	DUR	9.9
6.5	5.4	5.4	5.2	5.1	7	WIVY AC	102.9 98kw	5	17	6	5	5	5	56	TAYLOR	BAN	6.9
6.1	4.7	3.7	5.5	5.0	8	WCRJ Ctry	107.3 100kw	7	19	9	8	7	3	72	HOKER	KATZ	3.5
2.3	3.0	3.1	3.7	4.3	9	WOKV N/T	600 5kw	9	14	12	10	9	7	83	EZ	MMR	2.7
3.0	3.8	3.1	3.5	3.1	10	WZAZ UC	1400 1kw	12	8	10	11	11	9	89	PICUS	ROS	2.2



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#92

## JOHNSON CITY-KINGSPORT-BRISTOL

POPULATION: 377,700

FALL '88	SPRING '89	FALL '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
19.6	20.6	19.3	1	WQUT CHR	101.5 100kw	1	1	1	1	3	3	88	BLOOMINGTON	KATZ	25.2
17.6	19.0	19.1	2	WXBQ Ctry	96.9 67kw	2	3	3	2	1	1	91	BRISTOL	MCG	22.2
14.9	14.6	14.6	3	WTFM AC	98.5 100kw	3	4	2	3	2	2	80	HOME NEWS	REP	14.7
3.4	3.7	4.5	4	WUSJ Ctry	99.3 3kw	4	10	6	4	4	5	64	TRI-CITY	DUR	2.0
7.2	5.2	4.5	4	WJCW Ctry	910 5-1kw	5	9	21	8	6	4	74	BLOOMINGTON	KATZ	3.0
4.4	2.8	4.2	6	WZXY CHR	104.9 1.4kw	6	2	4	5	8	13	73	BAHAKEL	BAN	4.6
4.0	3.8	3.5	7	WKPT AC	1400 1kw	7	19	19	13	11	7	70	HOME NEWS	REP	3.5
2.5	1.7	2.4	8	WIVK-A/F Ctry	990/107.7 10kw/100kw	8	6	7	6	5	8	64	DICK	KATZ	1.7
0.8	1.2	2.3	9	WBEJ Ctry	1240 1kw	12	8	17	18	12	6	101	C B RADIO INC.	--	.8
0.0	2.0	1.7	10	WIMZ-FM AOR	103.5 100kw	10	5	5	7	7	18	63	STONER	CHR	3.3

#69

## KNOXVILLE

POPULATION: 512,300

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
33.0	32.5	34.2	35.2	37.7	1	WIVK-A/F Ctry	990/107.7 10kw/100kw	1	5	1	1	1	1	131	DICK	KATZ	34.4
9.1	10.3	11.6	11.2	11.2	2	WOKI CHR	100.3 100kw	3	1	3	4	5	6	90	OAK RIDGE	HNWH	10.9
10.1	8.2	8.9	9.7	10.0	3	WEZK B/EZ	97.5 100kw	5	6	5	5	3	2	98	SOUTH CENTRAL	CHR	5.7
14.0	15.0	10.7	11.0	9.4	4	WIMZ-A/F AOR	1240/103.5 1kw/100kw	4	4	2	2	4	4	81	KNOX. STONER	CHR	16.0
13.7	14.4	13.7	12.7	9.1	5	WMYU AC	102.1 15kw	2	3	4	3	2	3	58	DALTON GROUP	EAST	14.4
1.1	0.6	2.0	1.5	2.0	6	WKGN Gold	1340 1kw	9	2	7	8	8	13	109	TELSTAR	ROS	3.2
0.0	1.0	1.5	1.5	1.6	7	WCKS AC	93.1 1.2kw	6	12	6	6	6	11	44	WCKS, INC.	--	1.5
1.3	0.7	2.1	1.8	1.6	7	WKNF Nost	94.3 1.8kw	7	9	8	7	7	5	59	KEY	--	.7
2.2	2.3	1.1	1.5	1.6	7	WGAP Ctry	1400 1kw	10	13	12	14	16	17	94	WGAP, INC.	REG	1.5
1.8	1.1	1.1	0.8	1.4	10	WQBB Nost	1040 10kw	11	14	13	12	12	10	107	SEQUOIA	--	1.0
1.2	1.5	1.3	1.3	1.4	10	WRJZ Rel	620 5kw	8	15	14	9	14	7	54	TENN. MEDIA	--	1.1

#97

# LANSING-EAST LANSING

POPULATION: 359,900

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
19.4	16.5	16.2	16.2	18.5	1	WVIC-A/F CHR	730/94.9 5kw/49kw	1	1	1	1	2	4	85	GOODRICH	KATZ	19.7
11.6	15.7	17.5	15.4	17.3	2	WITL-FM Ctry	100.7 26.5kw	2	4	2	2	1	1	116	MSP	MCG	14.2
9.1	6.7	7.2	7.2	8.8	3	WJIM-FM B/EZ	97.5 28kw	5	9	9	6	4	2	110	MICH-A-MEDIA	TOR	5.3
7.3	8.7	7.9	9.5	8.5	4	WFMK AC	99.1 28kw	3	8	3	3	3	3	76	LIGGETT	REP	7.7
6.8	5.6	5.7	5.9	5.5	5	WIBM-FM Gold	94.1 40kw	4	5	7	4	5	5	61	CR BROADCASTING	MMR	4.5
3.3	4.5	5.1	5.3	3.7	6	WMMQ CR	92.7 1.5kw	7	13	4	5	7	8	49	OTTAWAY	HNWH	7.6
5.1	6.4	4.4	4.7	3.7	6	WGOR CHR	92.9 3kw	8	2	6	9	9	11	50	LANSING BR.	MCG	5.9
2.1	1.9	1.5	3.2	3.5	8	WKKP Gold	101.7 3kw	6	11	8	7	6	7	46	MacDONALD BR.	CHR	3.9
4.5	5.0	5.2	3.0	3.5	8	WJR AC	760 50kw	10	18	12	10	8	6	64	CAP CITIES/ABC	KATZ	4.1
6.1	3.1	4.8	2.7	3.0	10	WJXQ AOR	106.1 50kw	9	10	5	8	10	16	48	CHR	DUR	3.5

#64

# LAS VEGAS

POPULATION: 547,400

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
11.4	13.2	11.3	10.8	12.0	1	KFMS-A/F Ctry	1410/101.9 5kw/100kw	2	5	3	1	1	1	109	BROADCAST ASSOC	KATZ	11.4
9.6	8.7	11.3	8.7	10.3	2	KLUC-A/F CHR	1140/98.5 10kw/100kw	1	1	1	2	2	5	80	NATIONWIDE	MCG	15.7
10.3	12.4	8.5	7.9	9.3	3	KXTZ B/EZ	94.1 100kw	4	12	13	12	6	2	119	PARKER	DUR	5.9
4.3	3.8	3.1	5.6	5.8	4	KORK BBnd	920 5.5kw	11	17	20	15	14	6	149	ANCHOR MEDIA	REP	2.7
6.4	5.1	5.3	7.5	5.0	5	KYRK CHR	97.1 100kw	3	2	5	6	12	17	53	ANCHOR MEDIA	REP	6.6
8.0	5.9	5.7	5.6	4.9	6	KKLZ CR	96.3 100kw	5	22	2	3	3	15	74	SOUTHERN NEV.	BAN	7.5
1.3	4.2	4.7	3.9	4.7	7	KUDA Gold	107.5 24.5kw	6	7	9	4	4	3	76	EZ	CBS	4.8
5.5	4.7	4.2	5.8	3.7	8	KMZQ AC	100.5 100kw	7	4	7	7	10	8	62	COMMONWEALTH	EAST	2.8
5.0	5.9	6.3	4.8	3.7	8	KOMP AOR	92.3 100kw	8	6	4	5	8	16	66	LOTUS	CHR	6.1
2.3	2.0	2.9	1.4	3.6	10	KEYV NAC	93.1 24.5kw	13	20	11	9	5	4	95	UNICOM	HNWH	3.1

# LITTLE ROCK

POPULATION: 426,300

FALL '88	SPRING '89	FALL '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
20.3	20.7	17.7	1	<b>KSSN</b> Ctry	95.7 92kw	1	5	2	1	1	1	98	BARNSTABLE	KATZ	23.2
9.9	9.7	10.5	2	<b>KIPR</b> UC	92.3 100kw	8	1	3	3	4	5	133	CORNERSTONE	BAN	12.8
5.6	5.3	9.3	3	<b>KMJX</b> AOR	105.1 79kw	4	4	1	2	2	9	92	COASTAL	HNWH	12.1
9.0	8.3	8.9	4	<b>KEZQ</b> B/EZ	100.3 44.2kw	6	9	8	8	6	2	97	KEZQ	EAST	5.0
9.6	9.4	8.5	5	<b>KKYK</b> CHR	103.7 100kw	2	2	4	5	5	7	61	SNIDER	BAN	7.8
3.7	3.3	7.5	6	<b>KOLL</b> Gold	94.9 96kw	5	6	6	4	3	3	81	SOUTHERN STAR	DUR	7.0
7.6	7.9	7.1	7	<b>KARN</b> N/T	920 5kw	7	7	10	9	9	4	84	SNIDER	--	4.1
8.2	6.4	6.2	8	<b>KZOU-FM</b> CHR	98.5 99kw	3	3	5	6	8	12	61	ENCORE	REP	9.5
5.2	6.0	4.9	9	<b>KHLT-FM</b> AC	94.1 100kw	9	11	7	7	7	6	69	SIGNAL MEDIA	CHR	5.4
2.6	3.6	2.3	10	<b>KWTD</b> UC	106.3 3kw	10	12	9	10	10	8	51	MRS. DUNN	ROS	3.6

# McALLEN-BROWNSVILLE

POPULATION: 486,900

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
18.6	18.7	19.7	20.0	18.6	1	<b>KBFM</b> CHR	104.1 100kw	1	1	1	2	3	3	107	ENCORE	REP	24.5
8.4	13.0	13.4	13.2	14.0	2	<b>KTXF</b> Ctry	100.3 100kw	2	2	2	1	1	2	105	TATE	CHR	17.7
17.7	16.6	11.8	17.2	12.4	3	<b>KGBT</b> Span	1530 50-10kw	3	9	5	4	2	1	95	TICHENOR	KATZ	10.5
5.5	5.5	6.8	6.4	6.1	4	<b>KELT</b> AC	94.5 100kw	5	5	3	3	4	5	73	TICHENOR	KATZ	8.3
9.7	6.8	8.8	5.1	6.0	5	<b>KIWW</b> Span	96.1 100kw	4	6	4	5	5	6	66	MAGIC VALLEY	KATZ	4.7
4.8	5.4	4.7	4.0	5.5	6	<b>KQXX</b> Span	98.5 100kw	7	7	8	6	6	4	101	BRAVO	CAB	3.8
1.5	1.8	3.1	2.2	4.5	7	<b>KBOR-A/F</b> Span	1600/106.3 1kw, 53kw	8	4	9	9	8	7	98	LA NUEVA KBOR	CAB	.5
6.0	5.4	4.3	5.4	3.9	8	<b>KVLY</b> B/EZ	107.9 100kw	9	15	14	10	10	8	95	TIPPLE	TOR	3.7
4.7	3.7	4.0	4.1	3.1	9	<b>KRIX</b> AOR	99.5 100kw	6	3	6	7	9	15	53	DAYTONA	BAN	6.9
0.6	1.4	1.1	2.2	2.5	10	<b>KITM</b> UC	105.5 3kw	12	10	7	8	7	10	77	MISSION BEST	--	1.4



# MOBILE

POPULATION: 394,700

FALL '88	SPRING '89	FALL '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
18.0	18.3	18.2	1	WKSJ-A/F Ctry	1270/94.9 5kw/100kw	1	3	3	2	1	1	104	CAP. BR. GROUP	BAN	16.4
11.9	15.2	16.6	2	WBLX-FM UC	92.9 100kw	3	2	1	1	2	2	123	CENTRAL LIFE	HNWH	1.8
13.4	11.7	12.4	3	WABB-A/F CHR	1480/97.5 5kw/100kw	2	1	2	3	3	3	81	DITTMAN GROUP	CHR	17.4
6.9	8.5	5.8	4	WGOK UC	900 1.5kw	5	5	6	6	7	5	86	ROBERDS	ROS	3.8
3.0	5.2	5.4	5	WGCX AOR	104.1 100kw	8	4	4	4	4	9	101	WESCOM GROUP	DUR	6.7
4.4	3.7	4.6	6	WKRQ-FM AC	99.9 100kw	4	10	5	5	5	6	64	WKRQ-TV	KATZ	3.2
4.0	5.8	4.1	7	WKRQ N/T	710 1.5kw	6	23	13	14	9	8	65	WKRQ-TV	KATZ	4.6
1.9	2.8	3.7	8	WMEZ B/EZ	94.5 100kw	10	11	21	12	11	7	90	WMEZ-FM INC.	TOR	1.0
5.4	5.4	3.4	9	WAVH AC	96.1 100kw	7	21	9	7	6	4	61	TM	DUR	5.3
2.9	2.7	3.1	10	WDLT AC	98.3 3kw	9	9	7	8	8	11	61	JAB	K/P	2.4

# MONTEREY-SALINAS-SANTA CRUZ

POPULATION: 494,900

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
8.7	8.7	11.2	7.5	7.1	1	KDON CHR	102.5 18.5kw	1	1	3	3	5	9	58	HENRY	CHR	14.7
7.5	7.9	6.6	7.4	7.1	1	KGO N/T	810 50kw	2	23	13	9	9	1	73	CAP CITIES/ABC	BAN	10.5
5.0	5.3	4.8	5.6	5.9	3	KMBY AOR	107.1 .91kw	5	17	1	1	2	15	85	C&C	BAN	4.9
5.9	5.3	3.8	5.0	5.6	4	KWAV AC	96.9 18kw	6	7	4	2	1	4	79	BUCKLEY	HNWH	4.0
5.8	7.4	6.0	7.3	5.3	5	KTOM-A/F Ctry	1380/100.7 5kw/.91kw	4	11	10	6	3	3	66	COMMUNITY PAC.	MMR	6.2
6.8	6.3	5.8	5.3	5.1	6	KWSS CHR	94.5 1.15kw	3	2	2	4	6	16	57	NATIONWIDE	MCG	7.1
3.4	5.9	4.9	5.1	4.5	7	KBAY B/EZ	100.3 163kw	9	19	25	19	14	6	88	UNITED	MMR	3.3
5.2	4.0	3.8	2.5	4.1	8	KOCN AC	104.9 95kw	8	33	5	5	4	8	80	C.R. PASQYIER	TOR	2.9
3.3	2.1	3.1	2.7	3.7	9	KCTY Span	980 1kw	12	8	15	10	7	5	94	KCTY/KRAY INC.	LOTU	1.3
2.2	2.0	1.2	1.2	3.5	10	KRAY Span	103.9 3kw	17	3	6	7	12	20	115	KCTY/KRAY INC.	LOTU	1.3

#84

# NEW BEDFORD-FALL RIVER

POPULATION: 418,900

FALL '88	SPRING '89	FALL '89	12+ MTRD 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
10.1	10.2	7.9	1	WPRO-FM CHR	92.3 39kw	1	1	3	2	6	4	66	CAP CITIES/ABC	BAN	12.7
8.6	9.4	7.4	2	WHJY AOR	94.1 50kw	2	4	1	1	1	12	83	FEDERAL	KATZ	12.2
0.0	3.8	6.0	3	WFHN CHR	107.1 3kw	4	2	2	3	4	17	106	SAGE	CHR	7.1
3.4	4.0	5.5	4	WWLI AC	105.1 50kw	3	28	5	5	3	1	96	TMZ	--	2.4
4.1	5.8	5.4	5	WLKW B/EZ	101.5 13.5kw	6	32	32	21	14	2	102	WILKS/SCHWARTZ	CHR	7.7
5.9	6.6	4.8	6	WBSM N/T	1420 5-1kw	12	23	28	19	9	6	149	SAGE	CHR	4.9
4.9	2.4	4.3	7	WSNE AC	93.3 30kw	7	20	4	6	2	7	82	BECK-ROSS	EAST	3.8
2.7	1.5	4.3	7	WBZ AC	1030 50kw	8	11	22	15	16	13	98	GROUP W	G/W	3.1
3.4	2.1	4.3	7	WPLM-FM BBnd	99.1 50kw	18	21	30	32	33	20	172	PLYMOUTH ROCK	--	2.3
3.3	5.2	4.0	10	WODS Gold	103.3 16kw	5	6	7	4	5	3	72	CBS	CBS	3.3

#89

# NEW HAVEN

POPULATION: 393,600

FALL '88	SPRING '89	FALL '89	12+ MTRD 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
11.7	13.3	14.7	1	WKCI CHR	101.3 10kw	1	1	1	1	1	2	87	NOBLE	MCG	13.8
10.1	10.2	9.9	2	WELI AC	960 5kw	2	24	18	10	3	1	78	CLEAR CHANNEL	BAN	5.7
7.1	7.0	9.0	3	WPLR AOR	99.1 14.1kw	3	2	2	2	2	10	82	SOUTHERN STARR	DUR	8.8
6.6	6.4	5.2	4	WEZN AC	99.1 27.5kw	4	9	9	7	5	3	65	NEWCITY	KATZ	4.0
5.7	6.4	4.6	5	WDRG-FM Gold	102.9 19.5kw	6	7	4	3	4	4	64	BUCKLEY	MCG	4.0
4.8	4.9	3.8	6	WAVZ Nost	1300 1kw	10	23	29	29	20	8	77	NOBLE	MCG	3.1
4.4	4.0	3.5	7	WWYZ Ctry	92.5 18kw	13	16	8	9	10	5	80	WWYZ, INC.	BAN	6.8
2.3	2.2	3.4	8	WFAN Spor	660 50kw	8	10	12	5	7	6	57	EMMIS	HNWH	2.4
2.3	2.4	3.2	9	WCBS News	880 50kw	5	22	21	14	11	7	44	CBS	CBS	2.8
2.9	3.0	3.1	10	WEBE AC	107.9 50kw	9	11	3	4	6	13	58	WIN	BAN	2.6
4.7	3.3	3.1	10	WNHC UC	1340 1kw	12	3	10	8	9	11	64	WILLIS	SAV	2.7

#70

# OMAHA-COUNCIL BLUFFS

POPULATION: 506,800

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
17.2	15.9	14.3	12.9	15.8	1	KFAB AC	1110 50kw	1	4	5	5	1	1	77	HENRY	CHR	12.3
13.1	17.0	15.0	16.6	13.3	2	KQKQ CHR	98.5 100kw	2	1	2	2	5	8	81	MITCHELL	EAST	19.4
12.4	12.9	13.1	13.1	13.0	3	KEZO-A/F AOR	1490/92.3 1kw/100kw	3	2	1	1	2	7	98	ALBIMAR	KATZ	15.5
5.4	5.5	6.7	7.4	8.3	4	KEFM AC	96.1 100kw	4	5	3	3	3	5	67	WEBSTER	MCG	8.4
6.6	7.6	8.1	7.9	8.2	5	KESY-A/F B/EZ	1420/92.3 1kw/100kw	6	6	10	7	7	3	98	SUN GROUP	MCG	6.1
9.6	7.0	6.9	8.4	7.5	6	KGOR Gold	99.9 115kw	5	3	4	4	4	4	67	HENRY	CHR	5.4
9.1	7.0	7.7	7.3	7.0	7	WOW-FM Ctry	94.1 100kw	7	8	7	6	6	2	88	GREAT EMPIRE	TOR	7.6
4.8	6.0	5.5	3.6	4.2	8	WOW Ctry	590 5kw	8	13	15	13	12	6	64	GREAT EMPIRE	TOR	4.6
5.7	4.3	4.2	3.8	3.2	9	KOIL Gold	1290 5kw	11	9	8	8	8	9	80	VALLEY	BAN	3.1
1.4	2.1	2.3	3.9	2.7	10	KOMJ Gold	103.7 100kw	10	7	6	9	10	15	68	VALLEY	BAN	1.4

#60

# RALEIGH-DURHAM

POPULATION: 592,600

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
10.5	7.4	10.1	8.7	8.2	1	WRDU AOR	106.1 100kw	2	5	1	1	2	11	70	VOYAGER	MMR	11.3
8.2	7.2	7.2	7.5	7.6	2	WQOK UC	97.5 100kw	5	4	2	3	4	7	87	JOYNER	HNHW	7.4
8.5	9.0	8.1	7.1	7.2	3	WDCG CHR	105.1 99kw	1	1	3	6	6	10	57	DURHAM	REP	9.6
6.8	7.3	8.1	6.0	7.2	3	WRAL AC	101.5 97kw	3	10	6	2	1	1	68	CAPITOL BR. CO.	KATZ	7.4
7.9	8.1	7.8	8.9	7.1	5	WPTF NT	680 50kw	4	11	11	11	9	3	71	DURHAM LIFE	MCG	6.0
8.8	9.3	6.4	6.2	6.9	6	WQDR Ctry	94.7 99kw	9	8	9	5	5	2	92	DURHAM LIFE	MCG	5.8
5.5	9.2	5.8	5.6	6.6	7	WFXC UC	107.1 1.2kw	6	2	4	7	10	9	81	PINNACLE	EAST	11.3
2.3	2.6	5.5	5.6	5.6	8	WTRG Gold	100.7 100kw	7	6	7	4	3	4	70	CAPITOL BR. CRP	BAN	4.5
4.6	4.7	3.6	2.4	5.1	9	WYLT AC	96.5 98kw	8	7	8	8	8	5	63	UNIVERSAL	CHR	3.2
2.8	2.7	3.0	6.5	4.3	10	WZZU CHR	93.9 100kw	10	3	5	10	11	19	60	VILLCOM BR.	TOR	5.4

# RICHMOND

POPULATION: 712,500

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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	11.7	9.4	12.2	12.5	1	WRVQ CHR	94.5 200kw	1	1	2	2	2	4	82	EDENS	CHR	11.8
11.2	11.6	9.9	9.7	12.1	2	WRXL AOR	102.1 140kw	3	3	1	1	1	9	95	CAPITOL BR. CO.	KATZ	16.2
12.3	15.9	14.7	11.4	11.7	3	WRVA AC	1140 50kw	2	10	7	7	5	1	83	EDENS	CHR	10.6
10.4	7.9	11.1	10.2	9.6	4	WCDX UC	92.7 2.35kw	6	2	3	3	4	6	121	SINCLAIR TELE.	EAST	15.9
6.0	5.3	9.3	7.5	7.8	5	WKHK Ctry	95.3 13kw	5	5	6	5	3	2	97	ABS	BAN	9.0
8.2	7.8	7.8	7.2	7.7	6	WPLZ UC	99.3 3kw	8	4	4	4	6	5	107	PACO-JON	MCG	7.1
4.6	8.1	5.4	6.6	7.1	7	WTVR-FM B/EZ	98.1 50kw	7	14	9	9	9	3	94	PARK	REP	3.7
7.9	6.7	8.3	8.0	4.7	8	WMXB AC	103.7 20kw	4	6	5	6	7	8	58	RAGAN HENRY	DUR	5.1
2.0	1.2	3.6	3.0	4.0	9	WVGO Gold	106.5 7.6kw	9	7	8	8	8	7	56	DAYTONA GROUP	--	5.3
3.3	2.6	1.3	1.0	1.9	10	WQSF B/EZ	96.5 50kw	10	8	10	10	10	10	46	KEYMARKET	HNWH	1.3

# ROANOKE-LYNCHBURG

POPULATION: 373,100

FALL '88	SPRING '89	FALL '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
20.6	15.0	15.2	1	WXLK CHR	92.3 93kw	1	1	1	1	1	3	94	CEBE INVEST.	TOR	24.3
13.9	11.5	11.5	2	WPVR B/EZ	94.9 100kw	2	22	7	5	4	1	97	JIM GIBBONS	HNWH	11.1
10.0	14.5	10.7	3	WYYD Ctry	107.9 20.5kw	3	7	4	2	2	2	112	WINAS, INC.	EAST	2.6
0.0	8.2	7.6	4	WROV-FM AOR	96.3 14kw	5	6	2	3	3	10	110	JOYNER	HNWH	14.7
3.6	6.9	5.7	5	WJJS UC	1320 1kw	10	3	6	6	8	6	146	CBS	K/P	--
8.5	4.0	5.5	6	WSLQ AC	99.1 200kw	4	4	3	4	5	7	62	MEL WHEELER	KATZ	7.0
2.6	3.4	5.5	6	WJLM Ctry	93.5 3kw	6	9	5	7	6	5	98	WRIS	--	5.3
5.1	3.5	5.1	8	WSLC Ctry	610 5.1kw	7	16	8	8	9	4	104	MEL WHEELER	KATZ	4.7
3.6	2.7	4.1	9	WFIR AC	960 5kw	8	12	13	11	11	8	89	JIM GIBBONS	HNWH	5.0
2.1	3.1	3.1	10	WROV Gold	1240 1kw	11	14	9	9	7	9	89	JOYNER	HNWH	4.1

#61

# SAN DIEGO NORTH COUNTY

POPULATION: 584,700

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER						AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	
								CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK				35-64 RANK
6.1	9.0	6.8	7.0	5.8	1	KJQY B/EZ	103.7 36kw	4	33	13	10	8	3	90	GROUP W	G/W
5.3	4.8	4.5	5.0	5.2	2	KGMG-FM CR	102.1 9.5kw	2	40	1	1	1	9	67	PAR	BAN
7.8	9.2	6.0	6.8	5.0	3	KFMB-FM AC	100.7 30kw	1	2	5	4	2	4	48	MIDWEST TV	MCG
4.5	6.1	6.1	3.2	4.9	4	KGB AOR	101.5 50kw	3	11	2	2	3	12	66	BROWN	KATZ
3.8	4.2	3.7	4.6	4.9	4	XTRA-FM NR	91.1 100kw	8	4	3	3	11	15	76	NOBLE	MMR
6.0	5.1	5.3	6.9	4.4	6	KKLQ-A/F CHR	600/106.5 5kw/50kw	7	1	7	8	16	18	65	EDENS	CHR
3.7	2.1	5.0	4.9	4.4	6	KSON-A/F Ctry	1240/97.3 1kw/50kw	14	12	9	7	4	1	91	JEFFERSON-PILOT	BAN
2.9	1.9	3.0	2.2	4.3	8	KGMG BBnd	1320 .5kw	17	16	34	35	26	6	118	PAR	BAN
4.6	5.4	4.4	7.5	4.1	9	KFMB AC	760 5kw	5	21	25	9	7	2	63	MIDWEST TV	MCG
2.8	2.9	3.0	2.2	4.1	9	KFSD Clas	94.1 100kw	9	24	19	11	9	5	73	LOTUS	HNWH

#99

# SPOKANE

POPULATION: 354,000

FALL '88	SPRING '89	FALL '89	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER						AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHAPE	
						CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK					35-64 RANK
14.8	15.6	14.4	1	KZZU CHR	92.9 85kw	1	1	2	1	4	7	85	OLYMPIC	CHR	24.7
10.9	9.2	10.1	2	KISC AC	98.1 94kw	2	4	3	2	1	3	88	HOME NEWS	KATZ	5.0
9.9	11.1	9.5	3	KXLY-FM B/EZ	99.9 37kw	4	5	10	7	7	1	98	SPOKANE	TOR	7.8
5.6	7.2	8.8	4	KEZE AOR	105.7 100kw	7	3	1	3	3	16	107	APOLLO	MCG	10.0
8.9	8.6	7.7	5	KDRK Ctry	93.7 56kw	5	7	5	5	2	2	85	PRICE BR.	EAST	10.4
6.8	4.6	5.7	6	KXLY N/T	920 5kw	6	17	11	11	9	6	66	SPOKANE	TOR	5.5
5.8	6.3	5.7	6	KKZX CR	98.9 100kw	9	6	4	4	6	9	72	MEDINA	BAN	8.1
5.5	4.1	5.6	8	KGA Ctry	1510 50kw	8	9	7	8	8	4	69	PRICE BR.	EAST	4.3
3.1	5.3	5.2	9	KKPL AC	96.1 56kw	3	2	6	6	5	3	53	ALPHA RADIO	REP	3.8
2.7	2.4	4.8	10	KTRW Ctry	970 5-1kw	10	14	13	12	10	5	99	OLYMPIA	CHR	1.9

# SPRINGFIELD

POPULATION: 502,000

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
8.2	8.6	9.8	0.7	9.6	1	WAQY AOR	102.1 17kw	3	2	1	1	3	10	85	SUNSHINE	KATZ	11.8
10.3	8.2	11.5	9.7	8.5	2	WHYN-FM AC	93.1 8.9kw	1	8	2	2	1	3	67	WILKS/SCHWARTZ	MCG	9.6
10.2	7.3	9.2	8.0	8.5	2	WMAS-FM AC	94.7 50kw	4	9	5	3	1	1	86	LAPPIN	BAN	5.5
4.7	5.9	5.3	4.0	7.7	4	WMAS BBnd	1450 1kw	7	19	24	25	13	6	124	LAPPIN	BAN	4.8
7.9	9.1	7.6	10.5	7.5	5	WTIC-FM CHR	96.5 20kw	2	1	3	4	7	9	66	CHASE	KATZ	10.8
5.5	5.3	8.3	7.8	7.1	6	WHYN AC	560 5kw	5	13	11	5	4	2	81	WILKS/SCHARTZ	MCG	5.3
8.7	10.1	7.2	6.1	6.5	7	WRCH B/EZ	100.5 7.5kw	6	12	9	8	5	4	84	RADIO CRP/HART.	BAN	5.4
2.5	2.9	2.2	3.1	4.1	8	WCCC-A/F AOR	1290/106.9 .5kw/23kw	8	4	4	6	10	14	71	GREATER HART.	DUR	3.2
2.2	2.6	3.5	3.0	3.8	9	WWYZ Ctry	92.5 18kw	15	24	14	9	6	5	100	WWYZ, INC.	BAN	3.2
2.5	2.6	1.7	2.0	2.8	10	WDRC-FM Gold	102.9 19.5kw	12	14	7	7	8	7	64	BUCKLEY	MCG	2.9

# STOCKTON

POPULATION: 392,400

FALL '88	SPRING '89	FALL '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
4.4	10.4	6.8	1	KHOP CHR	104.1 50kw	1	1	1	1	2	16	52	FULLER-JEFFREY	MCG	10.6
3.0	4.6	6.2	2	KNBR AC	680 50kw	2	14	5	3	3	4	64	SUSQUEHANNA	EAST	5.3
5.5	3.8	5.9	3	KBEE B/EZ	103.3 50kw	3	20	16	8	4	2	73	PRICE BR.	REP	2.4
9.1	5.6	5.7	4	KRAK Ctry	1140 50kw	5	30	20	7	1	1	92	EZ	KATZ	5.1
2.7	4.8	5.5	5	KJOY AC	99.3 2.35kw	9	11	10	4	6	3	98	JOSEPH GAMBLE	CHR	1.0
2.1	4.3	4.4	6	KMEL CHR	106.1 69kw	10	2	3	5	15	22	80	CENTURY	CHR	4.1
3.2	5.1	4.1	7	KDJK AOR	95.1 29.5kw	11	29	2	2	5	27	86	GOLDRUSH	EAST	5.8
6.5	3.1	3.4	8	KFMR Ctry	100.1 3kw	6	13	11	10	11	6	58	CARSON-GROUP	CBS	6.3
3.6	3.6	3.1	9	KYBB Gold	100.9 3kw	12	10	9	6	7	7	72	HOME NEWS CO.	KATZ	2.0
3.2	3.9	2.9	10	KCBS N/T	740 50kw	4	16	27	30	23	11	45	CBS	CBS	3.1

#66

## SYRACUSE

POPULATION: 540,300

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '89	12+ AOH METRO 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
13.8	14.7	11.8	15.7	14.1	1	WYYY AC	94.5 100kw	1	2	1	1	1	1	80	NEWCITY	KATZ	10.5
12.6	15.3	13.9	10.0	11.4	2	WNTQ CHR	93.1 97kw	2	1	2	2	5	6	71	OSBORN	MCG	14.6
14.2	10.0	10.8	10.0	9.6	3	WSYR AC	570 5kw	3	6	7	6	6	2	69	NEWCITY	KATZ	7.5
6.6	7.7	6.5	6.6	6.9	4	WRHP Ctry	107.9 50kw	7	9	10	9	7	4	101	PARK	BAN	4.9
8.0	6.2	7.8	7.3	6.7	5	WAQX AOR	95.7 25kw	4	3	3	3	4	13	65	ATLANTIC VENT.	MMR	12.1
6.0	5.9	7.4	7.3	6.2	6	WKFM CR	104.7 50kw	5	5	4	4	3	8	60	WILKS/SCHWARTZ	CHR	9.6
4.8	4.9	5.8	5.8	5.5	7	WSEN-AIF Gold	1050/92.1 2.5kw/25kw	6	12	5	5	2	3	75	BUCKLEY	HNWH	4.4
0.0	0.0	0.7	2.8	4.5	8	WFBL Nost	1390 5kw	10	20	21	19	16	11	90	WILKS/SCHWARTZ	CHR	2.5
4.6	3.2	4.2	3.3	3.3	9	WHEN AC	620 5.1kw	8	7	14	10	8	5	53	PARK	BAN	4.4
4.2	4.6	2.7	2.7	3.1	10	WEZG B/EZ	100.9 3kw	9	15	9	7	9	7	59	LORENZ	DUR	2.4

#72

## TOLEDO

POPULATION: 502,600

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '89	12+ AOH METRO 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
12.2	11.4	12.9	9.7	12.7	1	WIOT AOR	104.7 50kw	3	3	1	1	2	7	92	REAMS	EAST	19.0
10.7	9.1	9.6	10.9	10.7	2	WKKO Ctry	99.9 50kw	4	12	5	4	1	1	94	BOOTH AMERICAN	MMR	9.0
9.0	11.8	11.3	11.6	10.5	3	WRQN CHR	93.5 2kw	2	1	2	2	6	9	66	WRQN, INC.	BAN	13.9
7.4	9.3	8.7	8.2	10.4	4	WLQR B/EZ	101.5 19kw	5	16	6	6	4	2	95	TOLEDO BR.	KATZ	5.8
7.6	9.1	6.9	9.9	7.6	5	WWWM AC	105.5 2.7kw	6	6	3	3	3	3	69	MIDWESTERN	DUR	6.2
8.9	9.7	7.7	9.3	7.5	6	WMHE CHR	92.5 50kw	1	2	4	5	5	8	46	OSBORN	CHR	9.2
5.2	5.7	5.7	5.5	5.9	7	WSPD AC	1370 5kw	7	8	10	8	8	4	65	TOLEDO BR.	KATZ	5.2
4.7	4.0	6.8	4.9	3.6	8	WJR AC	760 50kw	8	7	12	9	9	6	62	CAP CITIES/ABC	KATZ	3.2
6.1	2.6	3.3	2.4	3.5	9	WTOD Ctry	1560 5kw	12	22	19	17	11	11	129	BOOTH AMERICAN	MMR	2.2
2.8	1.3	2.3	1.7	2.8	10	WCWA Gold	1230 1kw	10	10	13	7	7	5	70	REAMS	EAST	1.6

# TUCSON

POPULATION: 551,100

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
18.0	23.0	21.5	20.9	16.7	1	<b>KROQ</b> CHR	93.7 91kw	1	1	1	1	2	4	90	NATIONWIDE	MCG	29.2
7.6	8.9	7.9	10.5	10.0	2	<b>KLPX</b> AOR	96.1 93 1kw	3	2	2	2	3	8	87	LOTUS	HNWH	11.8
8.5	7.0	9.7	8.6	9.9	3	<b>KCEE/KWFM</b> Gold	790.92.9 5.5kw.9kw	2	5	3	3	1	1	80	AMERICAN MEDIA	MRR	8.2
11.6	10.4	6.9	10.3	9.3	4	<b>KIIM-FM</b> Ctry	99.5 93kw	4	9	5	4	4	2	91	REX	KATZ	10.0
6.0	7.6	8.0	8.9	6.3	5	<b>KKLD</b> AC	94.9 100kw	5	8	4	5	5	3	69	DUCHOSSOIS	CHR	6.6
5.2	3.6	2.9	2.7	5.3	6	<b>KGVY</b> BBnd	1080 1kw	12	21	17	21	21	7	166	JOE CRYSTAL	--	1.6
4.4	4.0	4.0	3.2	4.9	7	<b>KNST</b> N/T	940 1.25kw	6	11	8	8	7	6	63	NATIONWIDE	MCG	3.3
5.3	3.9	3.5	2.5	3.9	8	<b>KMRR</b> Nost	1330 2.5kw	7	17	20	19	14	5	87	GOLDEN STATE	REP	1.8
2.0	2.7	3.0	2.5	3.6	9	<b>KUPD</b> AOR	97.9 100kw	9	3	6	6	8	18	84	TRI-CITY	BAN	1.9
2.9	2.9	0.9	2.8	3.5	10	<b>KXEW</b> Span	1600 1kw	15	4	7	7	6	9	156	CACTUS BR.	LOTU	.9

# TULSA

POPULATION: 646,600

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
14.4	11.0	10.6	12.5	9.7	1	<b>KMOD</b> AOR	97.5 96kw	1	3	1	1	2	7	76	CLEAR CHANNEL	CHR	16.0
8.4	8.1	11.7	11.0	9.5	2	<b>KWEN</b> Ctry	95.5 96kw	4	7	5	2	1	1	82	NEWCITY	KATZ	10.2
9.2	11.0	9.3	8.6	9.3	3	<b>KRMG</b> AC	740 50-25kw	2	15	6	7	4	3	78	NEWCITY	KATZ	8.2
6.2	5.4	6.3	7.3	9.0	4	<b>KMYZ-A/F</b> CHR	1570/104.5 1kw/70kw	3	1	2	3	9	10	76	SHAMROCK COM	BAN	10.5
8.0	9.4	8.2	7.1	8.9	5	<b>KBEZ</b> B/EZ	92.9 100kw	6	11	10	8	5	2	104	WIN	CHR	3.6
9.0	8.0	9.3	8.3	7.5	6	<b>KAYI</b> CHR	106.9 100kw	5	2	3	6	8	11	67	NARRAGANSETT	KATZ	9.2
7.2	7.4	7.2	7.3	7.5	6	<b>KVOO</b> Ctry	1170 50kw	9	12	13	9	7	4	107	FIRST-STUART	EAST	6.2
3.2	6.4	4.9	5.5	6.6	8	<b>KVLT</b> Gold	106.1 100kw	8	4	7	4	3	5	88	FEDERATED MEDIA	CHR	4.8
6.1	3.7	4.2	4.8	5.4	9	<b>KRAV</b> AC	96.5 100kw	7	14	4	5	6	8	72	KRAVIS CO.	REP	4.8
4.0	4.6	4.7	4.1	3.4	10	<b>KVOO-FM</b> Ctry	98.5 .374kw	10	6	11	11	12	6	59	FIRST-STUART	EAST	5.3



#53

## WEST PALM BEACH

POPULATION: 751,900

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
16.7	18.0	17.5	18.6	19.2	1	WEAT-AJF B/EZ	850/104.3 5-1kw/56kw	1	26	18	7	2	1	131	TAYLOR	KATZ	12.3
8.8	7.2	11.5	8.4	8.5	2	WRMF AC	97.9 100kw	2	8	1	1	1	2	96	FAIRBANKS	BAN	9.4
6.9	5.9	5.0	6.9	6.7	3	WJNO N/T	1230 1kw	3	19	14	12	8	4	89	FAIRBANKS	BAN	6.8
4.0	6.0	4.5	4.7	5.9	4	WHQT UC	105.1 100kw	6	1	2	2	6	15	116	EZ	MMR	6.6
5.3	5.6	5.4	5.3	5.4	5	WIRK Ctry	107.9 100kw	5	30	7	4	3	3	97	PRICE	HNWH	5.7
3.5	3.3	3.9	3.6	4.4	6	WOVV CHR	95.5 100kw	4	2	4	3	7	7	71	SOUTHWIND	MCG	6.1
2.6	2.0	2.0	2.5	3.2	7	WSHE AOR	103.5 100kw	9	4	3	6	13	28	76	TK	EAST	4.7
2.5	2.8	1.7	3.1	3.0	8	WKGR AOR	98.7 100kw	8	28	5	5	4	14	70	GULFSTREAM	HNWH	2.7
4.4	2.8	2.4	2.2	2.6	9	WNGS AC	92.5 3kw	12	29	11	8	5	5	82	PEARL	EAST	1.7
3.4	2.9	2.2	2.7	2.3	10	WHYI CHR	100.7 100kw	7	5	9	10	11	10	49	METROPLEX	MCG	5.0
1.6	1.8	2.0	2.1	2.3	10	WIOD N/T	610 10kw	11	13	10	15	14	13	71	COX	CHR	1.8
1.6	2.8	1.5	2.2	2.3	10	WOLL Gold	94.3 1.4kw	13	11	15	13	9	6	79	LAPPIN	REP	--

#87

## WICHITA

POPULATION: 396,100

FALL '88	SPRING '89	FALL '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
13.8	15.0	14.9	1	KKRD CHR	107.3 100kw	1	1	1	1	1	4	88	OSBORN	HNWH	18.1
9.5	8.6	9.9	2	KFDI-FM Ctry	101.3 100kw	2	13	9	6	2	1	90	GREAT EMPIRE	BAN	9.2
11.6	9.3	9.7	3	KZSN Ctry	102.1 100kw	3	2	4	3	4	3	95	SOUTHERN SKIES	KATZ	2.3
7.6	5.8	7.9	4	KFDI Ctry	1070 10kw	6	16	11	12	12	2	83	GREAT EMPIRE	BAN	7.8
7.8	7.4	7.0	5	KICT AOR	95.1 100kw	4	3	2	2	6	12	70	LAKODUK	MCG	11.1
8.0	7.4	7.0	5	KXLK AC	105.3 100kw	5	5	3	4	3	6	71	MID-CONTINENT	BAN	5.2
5.5	6.9	6.5	7	KOEZ B/EZ	92.3 100kw	9	14	14	11	9	5	99	KJRG, INC.	--	3.9
7.5	6.2	5.4	8	KEYN CHR	103.7 100kw	7	6	6	5	5	8	61	ABERDEEN	EAST	5.0
3.0	3.9	4.6	9	KRZZ CR	95.9 3kw	8	4	5	7	8	14	69	NEW WEST	DUR	4.8
1.3	1.8	3.7	10	KRBB AC	97.9 100kw	11	8	7	8	7	9	89	J.P. KASSEBAUM	REP	2.7

# WILKES BARRE-SCRANTON

POPULATION: 627,500

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '89	12+ AOH METRO 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
13.0	13.8	13.3	14.9	13.4	1	<b>WKRZ</b> CHR	98.5 8.7kw	1	1	1	1	1	1	83	KEYMARKET	KATZ	19.6
5.0	7.0	8.7	7.3	8.6	2	<b>WNAK</b> B/EZ	730 1kw	9	37	30	23	22	3	189	SEVEN-THIRTY	K/P	4.4
8.9	6.4	7.1	6.1	8.0	3	<b>WEZX</b> AOR	107.1 1.9kw	3	3	2	2	2	7	112	SHAMROCK COM.	CHR	9.8
6.8	5.5	5.8	7.6	5.5	4	<b>WARM</b> AC	590 5kw	2	14	16	9	5	2	65	SUSQUEHANNA	MCG	6.0
4.8	5.3	5.4	4.0	5.3	5	<b>WWSH</b> B/EZ	97.9 19.5kw	6	8	12	6	4	5	106	LUZERNE	KATZ	4.3
5.0	5.4	5.4	3.5	4.9	6	<b>WMGS</b> AC	92.9 5.3kw	4	13	3	3	3	4	86	SUSQUEHANNA	MCG	3.1
1.8	2.2	2.8	4.0	4.9	6	<b>WEJL</b> Gold	630 .5kw	8	24	27	25	19	6	101	SHAMROCK COM.	CHR	2.9
3.5	4.4	3.3	4.6	2.9	8	<b>WWRB</b> CHR	102.3 3kw	5	2	4	4	13	16	53	J&M LOMBARDO	EAST	4.2
5.1	3.8	2.9	2.6	2.8	9	<b>WGBI-FM</b> AC	101.3 7kw	7	6	6	5	6	14	57	MEGAREE	TOR	1.4
0.0	0.0	0.0	2.2	2.4	10	<b>WDLS</b> Ctry	93.7 .75kw	14	11	8	10	9	17	101	MOUNTAIN BR.	--	2.5

# WILMINGTON

POPULATION: 473,200

FALL '88	SPRING '89	FALL '89	12+ AOH METRO 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
9.1	9.2	11.0	1	<b>WSTW</b> CHR	93.7 50kw	1	4	1	1	1	2	85	DELMARVA	EAST
8.9	7.9	9.4	2	<b>WJBR-A/F</b> AC	1290/99.5 2.5-.5kw	2	6	4	2	2	1	81	CRB	KATZ
6.2	6.4	6.5	3	<b>WDEL</b> AC	1150 5kw	4	28	21	14	5	3	85	DELMARVA	EAST
9.7	8.8	5.8	4	<b>WMMR</b> AOR	93.3 29kw	3	22	2	3	3	7	72	LEGACY	KATZ
7.3	7.5	5.0	5	<b>WUSL</b> UC	98.9 18kw	11	1	5	5	8	18	102	TAK	MCG
3.8	3.4	4.9	6	<b>WYSP</b> CR	94.1 16kw	5	8	3	4	4	13	65	INFINITY	TOR
3.6	2.5	4.0	7	<b>WKSZ</b> AC	100.3 35kw	8	7	11	7	7	5	64	WKSZ, INC.	KATZ
3.6	5.0	3.9	8	<b>WXTU</b> Ctry	92.5 15.5kw	13	32	12	12	6	4	100	BEASLEY	REP
3.4	4.1	3.7	9	<b>WILM</b> N/T	1450 1kw	9	14	33	18	15	6	64	DELAWARE	SAV
1.4	3.2	3.6	10	<b>WIOQ</b> CHR	102.5 27kw	7	2	6	6	16	24	50	EZ	HNWH

#100

# WORCESTER

POPULATION: 352,300

FALL '88	SPRING '89	FALL '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
13.8	11.2	13.1	1	WSRS AC	96.1 14kw	1	7	4	3	1	1	89	KNIGHT COM.	BAN	8.9
12.1	14.9	10.8	2	WAAF CHR	107.3 18.5kw	2	2	1	1	3	9	88	NEWCITY	KATZ	16.3
5.5	4.1	8.0	3	WXLO AC	104.5 37kw	5	6	3	2	2	3	82	MANTACHUETT	MCG	6.2
8.5	7.4	7.9	4	WTAG Talk	580 5kw	3	23	17	10	7	2	72	KNIGHT COM.	BAN	9.7
7.7	6.1	7.4	5	WZOU CHR	94.5 11.5kw	4	1	2	4	5	17	73	ARDMAN	EAST	12.2
4.2	4.0	5.0	6	WNEB Nost	1230 1kw	9	24	21	22	23	8	100	AAMAR	SAV	3.5
2.6	3.1	4.2	7	WFTQ AC	1440 5kw	6	8	9	6	6	5	68	DICK FERGUSON	KATZ	2.4
4.5	5.0	4.2	7	WODS Gold	103.3 16kw	7	9	8	5	4	4	73	CBS	CBS	3.8
4.7	4.5	3.3	9	WBZ AC	1030 50kw	8	14	12	12	13	7	58	GROUP W	G/W	4.8
2.7	2.5	2.8	10	WBCN AOR	104.1 19kw	12	10	5	7	8	14	77	INFINITY	TOR	3.3

#83

# YOUNGSTOWN-WARREN

POPULATION: 419,000

FALL '88	WINTER '89	SPRING '89	SUMMER '89	FALL '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
14.0	12.6	14.6	15.9	12.8	1	WHOT-AIF CHR	1330/101.1 5-1kw/1kw	1	1	1	1	2	4	71	WHOT, INC.	EAST	16.1
9.5	7.9	10.9	8.3	9.7	2	WQXK Ctry	105.1 88kw	5	10	8	6	5	1	104	LINCOLN GROUP	MCG	8.7
7.3	6.8	8.7	8.8	8.5	3	WBBG Gold	93.3 50kw	3	8	4	2	1	2	78	H&D	REP	8.7
9.5	11.3	10.6	9.0	8.2	4	WKBN-FM AC	98.9 4.5kw	2	12	6	5	4	3	74	WKBN BR.	KATZ	8.6
10.6	9.0	8.0	10.2	7.9	5	WKBN N/T	570 5kw	4	7	13	9	7	5	76	WKBN BR.	KATZ	6.9
6.6	5.9	4.9	6.6	7.0	6	WYFM AC	102.9 26kw	6	9	3	3	3	6	79	SHARON	DUR	3.7
3.4	6.1	4.7	6.0	6.5	7	WFMJ AC	1390 5kw	7	21	12	12	9	7	88	WFMJ	--	5.1
5.4	7.0	5.2	5.6	5.2	8	WNCD CR	106.1 3kw	8	3	2	4	6	10	72	WN	TOR	7.2
5.2	3.6	3.9	4.0	3.9	9	WBBW N/T	1240 1kw	10	17	15	15	12	8	63	MAHONING VALLEY	REP	2.4
0.8	3.5	4.5	3.4	3.9	9	WRKU AOR	95.1 19kw	9	5	5	7	8	12	62	BETA BR.	--	7.2

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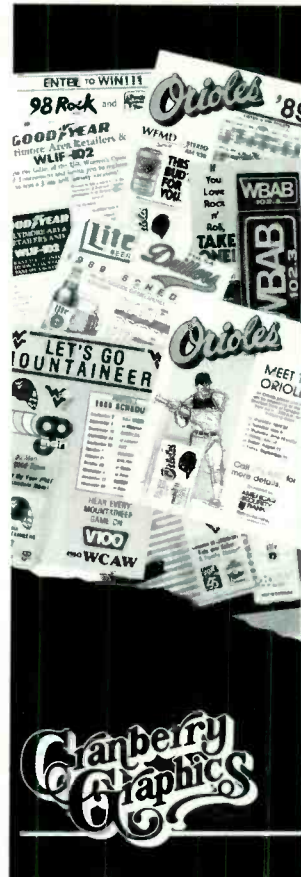
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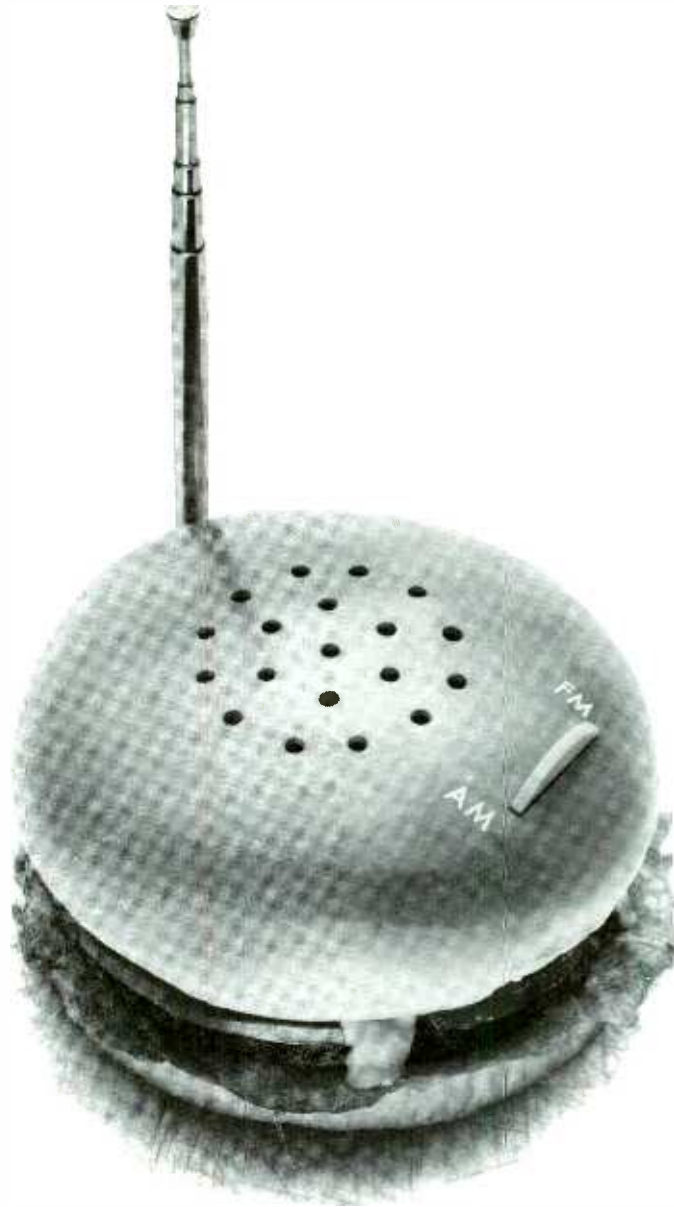
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