

/ AMERICAN RADIO /

SPRING 77 REPORT

Compiled and edited by:

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This book is dedicated to my maternal grandfather Cecil Cloney. This baseball season just isn't the same without him.

#### ABOUT THE COVER

I am most proud of this issue's cover which was painted by Dick Kribs of Gilmore Advertising. The subject is the Front Range near Colorado Springs. One of the mountains, Cheyenne Mountain, serves as the transmitter site for several Colorado Springs stations.

It is a most beautiful place. However, the mountain offers quite a paradox. Protruding from its peak are transmitters sending out, among other things, Schulke's beautiful music on KRDO-FM. Amazingly, the inside of the mountain has been hollowed out and there is a six story building standing in the cavern. This building serves as the nerve center for this nation's air defense systems. It receives radio signals from all over the world reporting the deployment and readiness of our defenses and those of our potential enemies.

Cheyenne Mountain, besides being a place of great beauty, is an example of the contrasting uses of radio.

My thanks to Michael Lowery of KRDO for providing pictures of Cheyenne Mountain. And of course my thanks to Dick Kribs for a beautiful painting.

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All ratings information is, of course, subject to the limitations expressed in each Arbitron market report. Users of Arbitron data are referred to the current policies of the federal government relating to the use of audience estimates.

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## INTRODUCTION

This is the third edition of American Radio; the first edition was published in September of 1976. I continue to be most pleased with the response to American Radio. Including advance sales of this edition over 1500 copies of the book have been sold proving there is a real need for a reference work of this type in the broadcasting industry.

American Radio would not be possible without Arbitron's help and cooperation. They have gone out of their way to be helpful and I appreciate it. Arbitron's strength of my claim that this publication gives its reader an overview of the state of the radio broadcasting industry today. If I were to base my research on data from any other rating service I could not make that claim.

Arbitron has received a great deal of criticism of late and I think they have responded to the legitimate criticism. Unfortunately there have been some cheap shots taken at Arbitron of late. I specifically refer to Stan Kaplan's remarks in Inside Radio. Such statements are harmful to the radio industry in my opinion. The methodology of all ratings services should constantly be challenged and investigated. However, irresponsible charges and "off-the-cuff" remarks are harmful to everyone involved.

There have been a number of changes in this year's edition of American Radio. They are described on the "Definitions, Clarifications and Comments" pages at the beginning of Section II.

I feel confident that the report is as accurate as possible considering the time limitations and the fact that the entire book was put together by one person. Please send any criticisms or comments to:

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Finally I'd like to thank the people who made this report possible. First, and most important, is Bill McClenaghan of ABC. When Bill was with Arbitron he saw the potential for such a project and he gave me permission to use their data. Since then he has helped me in many other ways with the report. Bill Engel is now my contact at Arbitron and he has been most helpful. And finally my thanks to Dianne Churchill who typed this entire book in eight weeks.

AMERICA'S 500 MOST LISTENED TO RADIO STATIONS\*

<u>Station</u>	<u>City</u>	<u>1/4 Hr. Avg</u>	<u>Format</u>	<u>Ownership</u>	<u>A/M</u>
1. WABC	New York	2205	ROCK	ABC	
2. WOR	New York	1816	TALK	RKO	
3. WLS	Chicago	1577	ROCK	ABC	
4. WGN	Chicago	1485	MOR	WGN Continental	
5. WCBS	New York	1442	NEWS	CBS	
6. WBLS-FM	New York	1389	BLACK		
7. WJR	Detroit	1250	MOR	Capital Cities	
8. WINS	New York	1187	NEWS	Westinghouse	
9. KDKA	Pittsburgh	1096	MOR	Westinghouse	
10. WCCO	Minneapolis	1094	MOR		
11. WPLJ-FM	New York	1068	ROCK	ABC	
12. WMAQ	Chicago	1058	COUNTRY	NBC	
13. WRFM-FM	New York	985	BTFL MUS	Bonneville	
KABC	Los Angeles	985	TALK	ABC	
15. WHN	New York	965	COUNTRY	Storer	
16. WBAP	Dallas-Fort Worth	914	COUNTRY	Capital Cities	
17. WMCA	New York	907	TALK		
18. WNEW	New York	906	MOR	Metromedia	
19. WBEM	Chicago	894	NEWS	CBS	
20. KYW	Philadelphia	877	NEWS	Westinghouse	
21. KMOX	St. Louis	876	NEWS/TALK	CBS	
22. KBIG-FM	Los Angeles	857	BTFL MUSIC	Bonneville	
23. WCBS-FM	New York	831	CONTEMP	CBS	
24. WBZ	Boston	796	MOR/TALK	Westinghouse	
25. WLOO-FM	Chicago	718	BTFL MUS	Century	
26. KNX	Los Angeles	711	NEWS	CBS	
27. WPAT	New York	699	BTFL MUS	Capital Cities	
28. WXLO-FM	New York	696	ROCK	RKO	
29. KJOI-FM	Los Angeles	675	BTFL MUS	Coca Cola	
30. CKLW	Windsor/Detroit	670	ROCK		
31. WPAT-FM	New York	665	BTFL MUS	Capital Cities	
32. WNBC	New York	656	MOR	NBC	
33. WTIC	Hartford	642	MOR		
34. WADI	New York	637	SPANISH	Bartell	
35. KGO	San Francisco	636	NEWS/TALK	ABC	
36. WIP	Philadelphia	633	MOR	Metromedia	
37. WWSE-FM	Philadelphia	585	BTFL MUS	Cox	
38. WHDH	Boston	572	MOR		
39. KFRC	San Francisco	558	ROCK	RKO	
WNEW-FM	New York	558	AOR	Metromedia	
41. KMPC	Los Angeles	549	MOR	Golden West	
42. KHLJ	Los Angeles	548	ROCK	RKO	
43. WRKO	Boston	529	ROCK	RKO	
44. WLW	Cincinnati	522	MOR		
45. KCBS	San Francisco	521	NEWS	CBS	
46. WFIL	Philadelphia	515	ROCK	LIN	
47. WJIB-FM	Boston	512	BTFL MUS	GE	
48. WSB	Atlanta	502	MOR	Cox	
49. WLAK-FM	Chicago	499	BTFL MUS	Sudbrink	
50. KFI	Los Angeles	498	MOR	Cox	

WRIF-FM	Detroit	494	ROCK	ABC	73
WMAL	Washington	485	MOR	ABC	54
WYSP-FM	Philadelphia	483	AOR	SJR	114
KISA	San Antonio	481	ROCK		69
KNX-FM	Los Angeles	480	SOFT ROCK	CBS	65
WEEI	Boston	475	NEWS/TALK	CBS	59
WBAL	Baltimore	474	MOR	HEARST	56
WPGC-FM+	Washington	447	ROCK		61
WOW	Omaha	444	ROCK	MEREDITH	68
WIND	Chicago	441	MOR	Westinghouse	66
KLAC	Los Angeles	438	COUNTRY	Metromedia	64
WKQX-FM	Chicago	438	AOR	NBC	500+
WVWJ-FM	Newark	433	BTFL MUS		46
WIFI-FM	Philadelphia	427	ROCK	GCC	79
KMET-FM	Los Angeles	421	AOR	Metromedia	111
KNBR	San Francisco	418	MOR	NBC	76
KIIS-FM	Los Angeles	417	ROCK	Combined	268
KOST-FM	Los Angeles	416	BTFL MUS	Cox	142
WCAU	Philadelphia	411	NEWS	CBS	33
WKTU-FM	New York	407	SOFT ROCK	SJR	75
KLOS-FM	Los Angeles	407	ROCK	ABC	62
WMMJ	Milwaukee	406	MOR		72
KFWB	Los Angeles	406	NEWS	Westinghouse	60
WOBA	Miami	401	SPANISH	Susquehanna	94
KSFO	San Francisco	400	MOR	Golden West	67
WJIT	New York	398	SPANISH	SJR	121
WPIX-FM	New York	396	ROCK	WGN Continental	45
WDVR-FM	Philadelphia	394	BTFL MUS		62
WGCI-FM	Chicago	393	BLACK	Globe	500+
WGAY-FM+	Washington	391	BTFL MUS	Greater Media	78
WBT	Charlotte	389	MOR	Jeff-Pilot	120
WWJ	Detroit	388	NEWS	Detroit News	102
KRII-FM	Los Angeles	388	ROCK/OLDIES	RKO	97
WTFM-FM	Long Island	385	BTFL MUS		58
WJR-FM	Detroit	382	BTFL MUS	Capital Cities	146
WOXR-FM	New York	381	CLASSICAL	New York Times	53
WCLR-FM	Chicago	379	MOR	Bonneville	84
WCFL	Chicago	370	BTFL MUS		70
WLKW-FM+	Providence	370	BTFL MUS	McCormick	95
WDRQ-FM	Detroit	367	ROCK	Bartell	127
WVRL	New York	349	BLACK	Sonderling	52
WYII-FM	Ft. Lauderdale	337	ROCK	Heftel	133
WYZZ	Detroit	334	CONTEMP	ABC	106
WCOZ-FM	Boston	333	ROCK		218
WEGC-FM	Atlanta	332	ROCK		179
WMMT-FM	Chicago	330	ROCK	Metromedia	89
WFAB	Omaha	328	MOR		93
WDWB+	Minneapolis	327	ROCK	Doubleday	142
WOWO	Ft. Wayne	323	MOR	Westinghouse	85
WDAI-FM	Chicago	322	ROCK	ABC	118

HR AVG, Mon-Sun, 6am-Mid TSA. If a station has listeners in markets other than its home market those figures are included providing the survey areas do not overlap.

	WDAI-FM	Chicago	322		WRAL-FM	Raleigh	23
	WLIF-FM	Baltimore	322		WVWJ	Newark	23
103.	KRLA	Los Angeles	321	153.	WBEM-FM	Chicago	23
	KMBZ	Kansas City	321		WKRO-FM	Cincinnati	23
105.	WHO	Des Moines	319	155.	KOMO	Seattle	24
106.	WVBF-FM	Boston	317	156.	WWBA-FM	St. Pete	24
	WUSL-FM	Philadelphia	317	157.	WBCN-FM	Boston	24
	WDVE	Pittsburgh	317		WEZO-FM	Rochester	24
109.	WCAU-FM	Philadelphia	316	159.	KVOO	Tulsa	24
110.	KVIL-FM+	Dallas	315	160.	KWST-FM	Los Angeles	24
111.	WSHH-FM	Pittsburgh	313		WJBR-FM	Wilmington	24
112.	KTNQ	Los Angeles	310		WHBQ	Memphis	24
113.	KGW	Portland	306	163.	WRBQ-FM	Tampa	24
114.	KSD	St. Louis	305	164.	KPCL	Los Angeles	23
115.	WHK	Cleveland	303	165.	WQAL-FM	Cleveland	23
116.	WPEZ-FM	Pittsburgh	300	166.	KRLD	Dallas-Ft. Worth	23
117.	WKBW	Buffalo	298		WNCI-FM	Columbus	23
	KDAY	Los Angeles	298		WTVN	Columbus	23
119.	WDAS-FM	Philadelphia	293	169.	WGY	Schenectady	23
120.	WGAR	Cleveland	292	170.	WHAM	Rochester	23
	WDAF	Kansas City	292		WGR	Buffalo	23
122.	KIKK-FM+	Houston	291		WMMR-FM	Philadelphia	23
123.	KFDG-FM	San Francisco	290	173.	KEWT-FM	Sacramento	23
124.	WMGK-FM	Philadelphia	286	174.	KABL	San Francisco	23
	WCBM	Baltimore	286	175.	KING	Seattle	23
126.	KCMO	Kansas City	283	176.	WWWE	Cleveland	23
127.	WMMS-FM	Cleveland	282	177.	WPRO	Providence	23
128.	WHUD-FM	New York	279	178.	WPLR-FM	New Haven	23
	KLVE-FM	Los Angeles	279		WKYS-FM	Washington	23
130.	XTRA	LA	278	180.	KOGO	San Diego	23
	KSLO-FM	St. Louis	278		KPAM-FM+	Portland	23
132.	KOIT-FM	San Francisco	277		WSUN	Tampa-St. Pete	23
133.	WMJC-FM	Detroit	276	183.	WDOK-FM	Cleveland	23
134.	WLYF-FM	Miami	275		KSTP	Minneapolis	23
135.	KYND-FM	Houston	271		KRAK	Sacramento	23
136.	WFYR-FM	Chicago	269		WBLI-FM	New York	23
137.	WEZN-FM	Bridgeport	267		KXOK	St. Louis	23
	KTRH	Houston	267	188.	WDEE	Detroit	23
139.	WWDC-FM	Washington	265		WXTZ-FM	Indianapolis	23
140.	WBNY-FM	Buffalo	263	190.	WOKY	Milwaukee	23
	WFBC-FM	Greenville	263	191.	WMEX	Boston	23
	WISN	Milwaukee	263	192.	KOA	Denver	23
143.	WROR-FM	Boston	261		WHAS	Louisville	23
	WVON	Chicago	261	194.	WNAP-FM	Indianapolis	23
145.	WWJ-FM	Detroit	260		WNSW	Pittsburgh	23
	WJIB	Detroit	260	196.	WYNY-FM	New York	23
147.	WBEN	Buffalo	259	197.	KKYK	San Antonio	23
148.	KIQQ-FM	Los Angeles	258	198.	WXKX-FM	Pittsburgh	23
149.	KMJQ-FM	Houston	257		KNEW	Oakland	23
150.	WIBC	Indianapolis	253	200.	WRVA	Richmond	23

	KRBE-FM	Houston	212		KBAY-FM	San Jose	186
202.	WCCO-FM	Minneapolis	211		WIOQ-FM	Philadelphia	186
203.	KVI	Seattle	210	253.	WGRD-FM	Grand Rapids	185
204.	WHIO-FM	Dayton	209		KLIF	Dallas	185
	When	Syracuse	209		WINZ	Miami	185
206.	KMBR-FM	Kansas City	208		WERE	Cleveland	185
207.	WPOC-FM	Baltimore	206	257.	WTAE	Pittsburgh	184
	WCAO	Baltimore	206	258.	WWWW-FM	Detroit	181
	WWWM-FM	Cleveland	206		WFLA-FM	Tampa-St. Pete	181
210.	KOAX-FM	Dallas-Ft. Worth	205		WLCY-FM	Tampa-St. Pete	181
211	WLAC	Nashville	204*		WHIO-FM	Dayton	181
212.	WJJD	Chicago	203	262.	WCKY	Cincinnati	180
	KSHE-FM	St. Louis	203	263.	WIRE	Indianapolis	179
214.	KILT	Houston	202		WOHI-FM	Louisville	179
	WPTF	Raleigh	202	265.	WPCH-FM	Atlanta	178
216.	WOMC-FM	Detroit	201		KSEA-FM	Seattle	178
217.	WAYL-FM+	Minneapolis	200		WOOD-FM	Grand Rapids	178
	WPEN	Philadelphia	200	268.	KLOK	San Jose	177
	WRVR-FM	New York	200		WABX-FM	Detroit	177
220.	KJR	Seattle	199		KRMG	Tulsa	177
221.	KUPD-FM	Phoenix	198	271.	KCOR	San Antonio	174
	KSFX-FM	San Francisco	198	272.	WTLX	New Orleans	173
	WDBO-FM	Orlando	198		KEEL	Shreveport	173
224.	WRCH-FM	Hartford	197		WCTO-FM	Long Island	173
	WONE	Dayton	197		WIBG	Philadelphia	173
	KNUA	Honolulu	197	276.	KOMA	Oklahoma City	172
227.	WEZW-FM	Milwaukee	196		KPRC	Houston	172
228.	WAKR	Akron	195	278.	WMJX-FM	Miami	171
	WKY	Oklahoma City	195		WTOP	Washington	171
230.	WNCN	New York	194		WGMS-FM+	Washington	171
	WHYN	Springfield	194		KRFM-FM	Phoenix	171
232.	WGCL-FM	Cleveland	193	282.	WOOK-FM	Washington	170
	KENR	Houston	193		KFJZ-FM	Dallas-Ft W	170
	KLIR-FM	Denver	193	284.	WCHB	Detroit	169
	WWVA+	Wheeling	193		WKTO	Pittsburgh	169
236.	WASH-FM	Washington	192	286.	KLAZ-FM	Little Rock	168
237.	WKEE-FM+	Huntington	191	287.	KGBS	Los Angeles	167
	WSSH-FM	Boston	191		WHYN-FM	Springfield	167
	WJMD-FM	Washington	191		WIL	St. Louis	167
240.	WKSS-FM	Hartford	191		WEBN-FM	Cincinnati	167
241.	KABL-FM	San Francisco	190		WBBO-FM+	Augusta	167
	WBNS-FM	Columbus	190		WSYR	Syracuse	167
	KTOK	Oklahoma City	190	293.	WEPP+	Pittsburgh	166
	KSCS-FM	Dallas-Ft. W	190	294.	KZEW-FM	Dallas-Ft. W	165
245.	WZUU-FM+	Milwaukee	189	295.	WSLQ-FM	Roanoke	164
246.	KSAN-FM	San Francisco	187		WSAI	Cincinnati	164
	KHOW	Denver	187		WKLS-FM	Atlanta	164
	WSRS-FM	Worcester	187		WEZI-FM	Memphis	164
	WEEI-FM	Boston	187	299.	WCAR	Detroit	163
250.	WRVQ-FM	Richmond	186		KYYS-FM	Kansas City	163

\* WLAC ranks #172 if distant market showings are included (TOTAL -230)



	KRLY-FM	Houston	163	351.	WNOE	New Orleans	14
	WLCY	Tampa	163		WKRC	Cincinnati	14
303.	WAIT	Chicago	162	353.	WBBF	Rochester	14
	KQRS-FM	Minneapolis	162		KNUS-FM	Dallas-FW	14
305.	WMT	Cedar Rapids	162		WCGY-FM	Boston	14
306.	KSL	Salt Lake City	160		KMJC	San Diego	14
	WXRT-FM	Chicago	160	357.	WKSX-FM	Cleveland	14
308.	WCCC-FM+	Hartford	159		KOY	Phoenix	14
	KMEZ-FM	Dallas-Ft. Worth	159		KQXT-FM	San Antonio	14
310.	KCFM-FM	St. Louis	157		WRJZ	Knoxville	14
	WSPD	Toledo	157	361.	KWEN-FM	Tulsa	14
	WQXI-FM	Atlanta	157		WOWI-FM	Norfolk	14
	WTAR	Norfolk	157		WBEN-FM	Buffalo	14
314.	WTQR-FM	Winston-Salem	156		WNDE	Indianapolis	14
	KGMB	Honolulu	156		WLIB	New York	14
	WAYS	Charlotte	156	366.	WDAS	Philadelphia	14
	WROW	Albany	156	367.	WINZ-FM	Miami	14
	WDIA	Memphis	156		WHB	Kansas City	14
	WAKY	Louisville	156	369.	WIL-FM	St. Louis	14
	WWDB-FM	Philadelphia	156		KMEG-FM+	Phoenix	14
	WLPL-FM	Baltimore	156		WROQ-FM	Charlotte	14
	WSHE-FM	Ft. Lauderdale	156	372.	KALI	Los Angeles	13
323.	WHUR-FM	New York	155		KFAC-FM	Los Angeles	13
	KEEY-FM	Minneapolis	155		WJAR	Providence	13
	WSM	Nashville	155	375.	WEZL-FM	San Diego	13
	WCMS-FM	Norfolk	155		WZZP-FM	Cleveland	13
327.	WDRC-FM	Hartford	154	377.	WQXI	Atlanta	13
	KILT-FM	Houston	154		WAVE	Louisville	13
	WBJW-FM	Orlando	154		WDAE	Tampa	13
330.	KEZK-FM	St. Louis	153	380.	KIMN	Denver	13
	WWL	New Orleans	153		KIOA	Des Moines	13
	WARM	Scranton	153	382.	WSBA-FM	York	13
	KGBT	Harlingen	153	383.	WFBR	Baltimore	13
334.	KWJJ	Portland	152		WZXY-FM	Ft. Lauderdale	13
	KBEQ-FM	Kansas City	152	385.	WPST	Trenton	13
	KGB-FM	San Diego	152		KYA	San Francisco	13
	KDIA	San Francisco	152		WGBS	Miami	13
338.	WDRC	Hartford	151		WGH	Norfolk	13
	WGLO-FM	Ft. Lauderdale	151		KOSI-FM	Denver	13
	WJW	Cleveland	151		WAOK	Atlanta	13
	WGFM-FM	Schenectady	151	391.	KSL-FM	Salt Lake City	13
	WFBQ-FM	Indianapolis	151		WJZZ-FM	Detroit	13
	WAAF-FM	Worcester	151	393.	KFDI	Wichita	13
344.	WKBN-FM	Youngstown	150		WSIX-FM	Nashville	13
345.	WIKY-FM+	Evansville	148		WHP	Harrisburg	13
	WOAI	San Antonio	148		WWBA	Tampa-St. Pete	13
	WMPS	Memphis	148		WFMS-FM	Indianapolis	13
	WFMT-FM+	Chicago	148		WFAA	Fort Worth	13
349.	KPOL-FM	Los Angeles	147		KSTP-FM	Minneapolis	13
	WAPE	Jacksonville	147		WAQY	Miami	13

	WQAM	Miami	131		KFRE	Fresno	119
	WCMQ-FM	Miami	131	452.	KATT-FM	Oklahoma City	118
-03.	WWIN	Baltimore	130		WSB-FM	Atlanta	118
	WSGN	Birmingham	130		WPRO-FM	Providence	118
-05.	WHNN-FM	Bay City	129		WWYZ-FM	Waterbury	118
	WKIZ-FM	Jacksonville	129	456.	WBIR-FM	Knoxville	117
	WPLO	Atlanta	129		WSOC-FM	Charlotte	117
	KBPI-FM	Denver	129		WIOD	Miami	117
	WMEF-FM	Ft. Wayne	129		WHBC	Canton	117
-10.	WPJB-FM	Providence	128		WRNG	Atlanta	117
	WTAG	Worcester	128		WMAR-FM	Baltimore	117
	WYOR-FM	Miami	128		WPIK	Washington	117
	KXL	Portland	128	463.	WNJR	New York	116
-14.	WWEL-FM	Boston	127		WDGY	Minneapolis	116
	KPLX-FM	Dallas-FW	127		WFTL	Ft. Lauderdale	116
	KIIS	Los Angeles	127		WLQR-FM	Toledo	116
-17.	KUTE-FM	Los Angeles	126	467.	WJMI	Jackson, MS	115
	KSOL-FM	San Francisco	126		WFOG-FM	Norfolk	115
	WEZR-FM	Washington	126		KLAK+	Denver	115
	WSMB	New Orleans	126		KMOX-FM	St. Louis	115
	WSPA-FM	Greenville	126		WDEL	Wilmington	115
-22.	KBRT	Los Angeles	125		KFAC	Los Angeles	115
	WTRY	Troy	125	473.	WYYD-FM	Raleigh	114
	KVET	Austin	125		WCOL	Columbus	114
	KZOK-FM	Seattle	125		WIYY-FM	Baltimore	114
-26.	WJDX	Jackson, MS	124		KDFC+	San Francisco	114
	WCMQ	Miami	124		WIOF-FM	Waterbury	114
-28.	KEX	Portland	123	478.	WGBF	Evansville	113
-29.	KFMB-FM	San Diego	122		WPXI-FM	Charleston, SC	113
	WRC	Washington	122		KOB	Albuquerque	113
	WRTH	St. Louis	122	481.	WBBW	Youngstown	112
	WATV	Birmingham	122		WBYU-FM	New Orleans	112
	WROW-FM	Albany	122		KKHI-FM+	San Francisco	112
	WVIC-FM	Lansing	122		WLEV-FM	Allen-Beth-East	112
	KLYF-FM	Des Moines	122	485.	WLIR	Long Island	111
-36.	WQUE-FM	New Orleans	121		WRCQ	Hartford	111
	WING	Dayton	121		KISW-FM	Seattle	111
	KYA-FM	San Francisco	121		WPHD-FM	Buffalo	111
-39.	WNAK	NE PA	120		KBUC-FM+	San Antonio	111
	WUBE-FM	Cincinnati	120		WKEZ-FM	Norfolk	111
	WLRS-FM	Louisville	120		KLRA	Little Rock	111
	WXRA-FM	Washington	120		WWNC	Asheville	111
	KCBQ	San Diego	120		WYFM-FM	Youngstown	111
	KJLH	Los Angeles	120	494.	WDBO	Orlando	110
-45.	WQQQ-FM	Allen-Beth-E.	119	495.	KMJ	Fresno	110
	KBOX	Dallas-Ft. W	119	496.	KCPX	Salt Lake City	110
	WMC	Memphis	119	497.	WALA	Miami	110
	WBT-FM	Charlotte	119	498.	KTLK	Denver	110
	KTDY-FM	Lafayette	119	499.	WHFS-FM	Washington	110
	WEZK-FM	Knoxville	119				

11 Stations tied with 109 including, WKCI, WELI, KSDO, WHIM, WEAT, WKAT, KFWD, KIXI, WQSR, KAAV, WIBW

AMERICA'S LEADING STATIONS - TEENS\*

1. WABC	New York	513	KTLK	Denver	58
2. WPLJ-FM	New York	363	WKBW	Buffalo	58
3. WBLS-FM	New York	297	WLPL-FM	Baltimore	58
4. WLS	Chicago	231	WMJX-FM	Miami	58
5. WXLO-FM	New York	221	WMBX-FM	Chicago	58
6. WPGC-FM+	Washington	171	56. WNBC	New York	57
7. KHJ	Los Angeles	164	57. KKUA	Honolulu	54
8. KFRC	San Francisco	158	KMJQ-FM	Houston	54
WRIC-FM	Detroit	158	KKKK-FM	Denver	54
10. WMET-FM	Chicago	149	60. WVON	Chicago	53
11. WRKO	Boston	142	61. WOKY	Milwaukee	52
12. WDAI-FM	Chicago	140	KSHE-FM	St. Louis	52
13. WFIL-FM	Philadelphia	125	63. KZUU-FM+	Milwaukee	51
14. WDRQ-FM	Detroit	121	64. KBJW-FM	Orlando	49
15. KDAY	Los Angeles	120	KRIZ	Phoenix	49
16. WYSP-FM	Philadelphia	119	WXXK-FM	Pittsburgh	49
17. WZGC-FM	Atlanta	116	KPAM-FM+	Portland	49
18. WTNQ	Los Angeles	113	WCAO	Baltimore	49
19. WDWB+	Minneapolis	110	KMJC	San Diego	49
20. WVBF-FM	Boston	109	KRLA	Los Angeles	49
21. KIQQ-FM	Los Angeles	105	71. KYA-FM	San Francisco	46
22. WWRL	New York	100	KING	Seattle	46
23. WPIX-FM	New York	94	KVIL-FM+	Dallas	46
24. KLOS-FM	Los Angeles	91	74. KNUS-FM	Dallas-Fort Worth	45
WFIL	Philadelphia	91	WRBQ-FM	Tampa	45
26. WGCI-FM	Chicago	90	WNEW-FM	New York	45
27. WRBE-FM	Houston	88	77. WWDC-FM	Washington	44
28. KMET-FM	Los Angeles	82	78. WRVQ-FM	Richmond	42
29. WKQX-FM	Chicago	76	WNAP-FM	Indianapolis	42
KSLQ-FM	St. Louis	76	WGCL-FM	Cleveland	42
KRLV-FM	Houston	76	WZZP-FM	Cleveland	42
32. KFJZ-FM	Dallas	73	82. KRGV	McAllen-Browns	41
33. KIIS-FM	Los Angeles	71	KCPX	Salt Lake City	41
34. KTSA	San Antonio	70	WBBF	Rochester	41
35. KUPD-FM+	Phoenix	69	WKTO	Pittsburgh	41
36. WDVE-FM	Pittsburgh	68	WCAU-FM	Philadelphia	41
WKRO-FM	Cincinnati	68	WPRO-FM	Providence	41
CKLW	Detroit	68	88. WJLB	Detroit	40
39. WLCY-FM	Tampa	67	89. WBLI-FM	New York	40
WPEZ-FM	Pittsburgh	67	90. KILT	Houston	40
41. WWM-FM	Cleveland	66	91. KYNO	Fresno	39
42. KYA	San Francisco	65	WLAC	Nashville	39
43. KJR	Seattle	64	WHYI-FM	Ft. Lauderdale	39
44. KFMB-FM	San Diego	63	WPJB-FM	Providence	39
45. KWST-FM	Los Angeles	62	KROI-FM	Sacramento	39
46. KGW	Portland	61	96. WABX-FM	Detroit	38
47. WDAS-FM	Philadelphia	60	97. KSTP	Minneapolis	37
WCBS-FM	New York	60	WCBS	New York	37
49. KBEQ-FM	Kansas City	59			
50. WNCI-FM	Columbus	58			

\* Based on Metro, Teens, Mon-Sun, 6 AM - 12 Midnight, 1/4 HR AVG.

AMERICA'S LEADING STATIONS - 18 - 34\*

1. WBLS-FM	New York	804	51. WRKO	Boston	145
2. WABC	New York	711	WJIT	New York	145
3. WPJT-FM	New York	539	53. KSLQ-FM	St. Louis	144
4. WCBS-FM	New York	538	KBIG-FM	Los Angeles	144
5. WLS	Chicago	389	KWST-FM	Los Angeles	144
6. WNEW-FM	New York	361	56. WWWW-FM	Detroit	143
7. WKQX-FM	Chicago	344	57. KSFY-FM	San Francisco	142
8. WKTU-FM	New York	323	58. WMMR-FM	Philadelphia	137
9. WXLO-FM	New York	318	WMMS-FM	Cleveland	137
10. KNX-FM	Los Angeles	267	WPGC-FM+	Washington	137
11. WNBC	New York	261	61. WNIC-FM	Detroit	136
12. WRIF-FM	Detroit	259	62. WROR-FM	Boston	135
13. WGGI-FM	Chicago	256	63. KDKA	Pittsburgh	134
14. WYSP-FM	Philadelphia	255	64. WBCN-FM	Boston	133
15. KRTH-FM	Los Angeles	235	65. WCBM	Baltimore	132
16. KLOS-FM	Los Angeles	217	KTSA	San Antonio	132
17. KHJ	Los Angeles	216	67. WKRT-FM	Chicago	131
18. KMET-FM	Los Angeles	210	WRVR-FM	New York	131
19. WHN	New York	209	69. KQRS-FM+	Minneapolis	129
20. WFYR-FM	Chicago	201	KABC	Los Angeles	129
21. WPIX-FM	New York	197	71. KTNQ	Los Angeles	127
22. WBMX-FM	Chicago	197	WBLI-FM	New York	127
23. KRLA	Los Angeles	190	73. WMAQ	Chicago	124
24. KFRC	San Francisco	188	KGB-FM	San Diego	124
25. WMJC-FM	Detroit	184	KLVE-FM	Los Angeles	124
26. WMGK-FM	Philadelphia	181	76. KDAY	Los Angeles	122
27. WCAU-FM	Philadelphia	180	77. WKYS-FM	Washington	121
28. WDAS-FM	Philadelphia	178	WEBN-FM	Cincinnati	121
29. KIIS-FM	Los Angeles	177	79. WCCO	Minneapolis	119
30. WDVE-FM	Pittsburgh	175	KSD	St. Louis	119
31. WYNY-FM	New York	174	81. WJR	Detroit	118
32. WFIL	Philadelphia	174	KDWB+	Minneapolis	118
33. WXYZ	Detroit	173	83. WMET-FM	Chicago	117
34. WRFM-FM	New York	173	84. KMOX	St. Louis	115
35. WNEW	New York	168	85. WNAP-FM	Indianapolis	114
36. WADO	New York	166	CKLW	Detroit	114
37. KMJQ-FM	Houston	166	WABX-FM	Detroit	114
38. WCBS	New York	165	88. WLOO-FM	Chicago	113
39. WCLR-FM	Chicago	163	89. WPAT-FM	New York	112
40. KVIL-FM+	Dallas	160	90. KSHE-FM	St. Louis	111
41. WBBM-FM	Chicago	156	91. WFIL-FM	Philadelphia	110
42. KSAN-FM	San Francisco	156	KILT-FM	Houston	110
43. WWDC-FM	Washington	153	93. KIQQ-FM	Los Angeles	109
44. WWRL	New York	151	94. WVBF-FM	Boston	108
45. WGN	Chicago	151	WUSL-FM	Philadelphia	108
46. WCOZ-FM	Boston	151	WMCA	New York	108
47. WDRQ-FM	Detroit	150	97. WOR	New York	107
48. WINS	New York	149	98. KGW	Portland	106
49. WBZ	Boston	146	99. KIOI-FM	San Francisco	105
50. WDAI-FM	Chicago	146	100. WHDH	Boston	

\* Based on 18 - 34 Metro, AVG 1/4 HRS, Mon - Sun, 6AM - MID

AMERICA'S LEADING STATIONS - 25 - 54\*

1. WABC	New York	827	39. KLAC	Los Angeles	236
2. WGN	Chicago	576	40. WIND	Chicago	232
3. WHN	New York	553	41. WTFM-FM	New York	225
WCBS	New York	553	42. WVNJ-FM	New York	223
5. WBLS-FM	New York	528	43. WWSH-FM	Philadelphia	217
6. WOR	New York	497	44. WPLJ-FM	New York	214
7. WRFM-FM	New York	491	45. WBAP	Dallas-Fort Worth	213
8. WINS	New York	469	46. WKTU-FM	New York	201
9. WNEW	New York	464	WGAY-FM+	Washington	201
10. WCBS-FM	New York	442	WHDH	Boston	201
11. KBIG-FM	Los Angeles	436	49. KHJ	Los Angeles	200
12. WJR	Detroit	426	50. WNEW-FM	New York	197
13. WLOO-FM	Chicago	418	51. KSFO	San Francisco	196
14. WADO	New York	410	52. KNBR	San Francisco	195
15. WCCO	Minneapolis	396	53. WXYZ	Detroit	194
16. KDKA	Pittsburgh	386	54. WFIL	Philadelphia	189
17. KAEC	Los Angeles	367	WQBA	Miami	189
18. WPAT-FM	New York	357	56. WJIB-FM	Boston	187
19. KJOI-FM	Los Angeles	351	WLKW-FM+	Providence	187
20. WMCA	New York	339	58. WDVR-FM	Philadelphia	186
21. KMOX	St. Louis	336	59. WBAL	Baltimore	185
22. WIP	Philadelphia	335	KFI	Los Angeles	185
23. WBZ	Boston	326	KVIL-FM+	Dallas	185
24. WLS	Chicago	298	62. KCBS	San Francisco	181
25. WMAQ	Chicago	292	KGO	San Francisco	181
WBBM	Chicago	292	64. KIIS-FM	Los Angeles	180
27. WPAT	New York	282	KOST-FM	Los Angeles	180
28. WMAL	Washington	278	66. WCFL	Chicago	177
29. WNBC	New York	273	67. WJR-FM	Detroit	175
30. KYW	Philadelphia	260	68. WLIF-FM	Baltimore	173
31. WCLR-FM	Chicago	251	69. KFOG-FM	San Francisco	170
32. KMPC	Los Angeles	250	70. KLVE-FM	Los Angeles	168
33. WXLO-FM	New York	249	71. WCAU	Philadelphia	167
34. WSB	Atlanta	245	72. WCBM	Baltimore	166
35. WJIT	New York	241	73. KOIT-FM	San Francisco	165
36. KNX-FM	Los Angeles	238	74. KRTH-FM	Los Angeles	164
KNX	Los Angeles	238	75. KYND-FM	Houston	162
WLAK-FM	Chicago	238	76. KFWB	Los Angeles	161

\* Based on 25 - 54 Metro, AVG 1/4 HRS, Mon-Sun, 6 AM - MID

AMERICA'S LEADING STATIONS - 35-64\*

1. WOR	New York	808	51. WLIF-FM	Baltimore	203
2. WGN	Chicago	722	52. WJIT	New York	199
3. WCBS	New York	706	53. WCBS-FM	New York	197
4. WINS	New York	625	54. WIND	Chicago	192
5. WRFM-FM	New York	576	55. KPOL	Los Angeles	190
6. WABC	New York	546	WCFL	Chicago	190
7. WJR	Detroit	507	57. WKOQ-FM	San Francisco	188
8. WLOO-FM	Chicago	487	58. WQXR-FM+	New York	185
9. WPAT-FM	New York	474	59. WCAU	Philadelphia	181
10. WNEW	New York	470	60. WCLR-FM	Chicago	178
11. WHN	New York	466	61. WTIC	Hartford	174
KABC	Los Angeles	466	62. KYND-FM	Houston	172
13. KDKA	Pittsburgh	461	63. WVNJ	Newark	170
14. KBIG-FM	Los Angeles	460	WSHH-FM	Pittsburgh	170
15. WPAT	New York	441	65. WWJ	Detroit	169
16. WBBM	Chicago	438	WLS	Chicago	169
17. KJOI-FM	Los Angeles	434	67. KOIT-FM	San Francisco	166
18. WCCO	Minneapolis	433	68. KNBR	San Francisco	165
19. WMCA	New York	426	69. KFI	Los Angeles	164
20. WIP	Philadelphia	406	70. WTMJ	Milwaukee	162
21. KMOX	St. Louis	395	71. WHK	Cleveland	157
22. WADO	New York	367	WUSL-FM	Philadelphia	157
23. WMAL	Washington	351	73. WBNY-FM	Buffalo	155
24. KYW	Philadelphia	346	74. WWJ-FM	Detroit	154
25. KNX	Los Angeles	344	75. KABL	San Francisco	150
26. WWSH-FM	Philadelphia	298	76. WLW	Cincinnati	149
27. WMAQ	Chicago	293	77. WAYL-FM+	Minneapolis	148
28. WVNJ-FM	Newark	291	KOMO	Seattle	148
29. WSB	Atlanta	284	79. WNBC	New York	147
30. KCPC	Los Angeles	273	80. KOGO	San Diego	141
31. KGO	San Francisco	271	81. KOAX-FM	Dallas-Ft. Worth	137
32. WBZ	Boston	268	KMBZ	Kansas City	137
WLAJ-FM	Chicago	268	83. WDEE	Detroit	135
34. WBLS-FM	New York	263	84. WFIL	Philadelphia	133
35. WBAL	Baltimore	261	85. WJND-FM	Washington	128
36. WTFM-FM	Long Island	252	86. WBEN	Buffalo	127
37. WGAY-FM+	Washington	250	87. WQAL-FM	Cleveland	126
38. KLAC	Los Angeles	249	88. WIBC	Indianapolis	125
WJIB-FM	Boston	249			
39. WDVR-FM	Philadelphia	242			
40. WOBA	Miami	241			
41. KCBS	San Francisco	240			
42. WJR-FM	Detroit	235			
43. KFWE	Los Angeles	233			
44. WBAP	Dallas-Ft. W.	232			
45. WHDH	Boston	222			
46. KOST-FM	Los Angeles	220			
47. WLKW-FM+	Providence	216			
48. WEEI	Boston	208			
49. KSFO	San Francisco	205			

\* Based on Metro Adults, 35-64, AVG 1/4 HRS, Mon-Sun, 6AM-Mid.

AMERICA'S LEADING STATIONS - AM DRIVE (TSA)\*

1. WGN	Chicago	3772	51. KFAB	Omaha	659
2. WOR	New York	3748	52. WFBC-FM+	Greenville	652
3. WCBS	New York	3095	53. KJOI-FM	Los Angeles	645
4. WINS	New York	2780	54. KFRC	San Francisco	634
5. WABC	New York	2565	55. WOBA	Miami	630
6. WCCO	Minneapolis	2362	56. WBEN	Buffalo	622
7. WJR	Detroit	2008	57. WTMJ	Miami	620
8. KDKA	Pittsburgh	1907	58. WXYZ	Detroit	616
9. KYW	Philadelphia	1685	KRLD	Dallas	616
10. WBBM	Chicago	1671	60. KHJ	Los Angeles	610
11. WTIC	Hartford	1646	61. KTRH	Houston	608
12. WBZ	Boston	1629	62. KNBR	San Francisco	593
13. KMOX	St. Louis	1561	63. WJIT	New York	588
14. WBL5-FM	New York	1551	64. WBT	Charlotte	577
15. WNEW	New York	1524	65. KIIS-FM+	Los Angeles	575
16. KABC	Los Angeles	1483	66. WJIB-FM	Boston	573
17. WLS	Chicago	1481	67. KSFO	San Francisco	567
18. WBAP	Ft. Worth-Dallas	1463	68. WIBC	Indianapolis	566
19. WEN	New York	1377	69. WNEW-FM	New York	559
20. WMAQ	Chicago	1360	70. WOW	Omaha	558
21. WIP	Philadelphia	1355	71. KNX-FM	Los Angeles	548
22. WPAT+	New York	1351	72. WWSH-FM	Philadelphia	532
23. WMAL	Washington	1325	73. WHK	Cleveland	525
24. KCBS	San Francisco	1323	74. KSD	St. Louis	521
25. WMCA	New York	1306	75. WHAM	Rochester	512
26. KNX	Los Angeles	1280	76. WLAK-FM	Chicago	503
27. WADO	New York	1231	77. WISN	Milwaukee	502
28. WNBC	New York	1189	78. KABL+	San Francisco	501
29. KGO	San Francisco	1166	79. WRVA	Richmond	500
30. WSB	Atlanta	1121	80. WRKO	Boston	493
31. WEEI	Boston	1093	81. WCBM	Baltimore	491
32. WREF-FM	New York	1090	82. KOMO	Seattle	484
33. KMPC	Los Angeles	1029	83. KVIL-FM+	Dallas	479
34. KFI	Los Angeles	997	84. WHAS	Louisville	474
35. KFWB	Los Angeles	940	85. WHIO	Dayton	469
36. WCBS-FM	New York	925	86. WKBW	Buffalo	460
37. WHDH	Boston	896	KOST-FM	Los Angeles	460
38. KBIG-FM	Los Angeles	846	88. WXLO-FM	New York	454
39. WPLJ-FM	New York	831	89. KIRO	Seattle	451
40. WIND	Chicago	805	90. WGY	Schenectady	445
41. WCAU	Philadelphia	778	91. KMBZ	Kansas City	444
42. KLAC	Los Angeles	744	WCFL	Chicago	444
43. WBAL	Baltimore	741	93. WTAE+	Pittsburgh	443
44. WLOO-FM	Chicago	739	WYSP-FM	Philadelphia	443
45. CKLW	Detroit	701	95. KCMO	Kansas City	441
46. WFIL	Philadelphia	692	96. WTVN	Columbus	439
47. WHO	Des Moines	688	KTSA	San Antonio	439
48. WOWO	Fort Wayne	677	98. WLKW-FM+	Providence	438
49. WLW	Cincinnati	676	99. WPRO	Providence	436
50. WWJ	Detroit	669	KOA	Denver	436

\*Based on 18+ TSA, Mon - Fri, 6 AM - 10 AM, 1/4 HR AVG.

AMERICA'S 100 MOST LISTENED TO FM STATIONS \*

1. WBLS	New York	BLACK	1389
2. WPLJ	New York	ROCK	1068
3. WRFM	New York	BTFL MUS (Bonneville)	985
4. KBIG	Los Angeles	BTFL MUS (Bonneville)	857
5. WCBS-FM	New York	CONTEMP	831
6. WLOO	Chicago	BTFL MUS (FM-100)	718
7. WXLO	New York	ROCK	696
8. KJOI	Los Angeles	BTFL MUS (Schulke)	675
9. WPAT-FM	New York	BTFL MUS	665
10. WWSH	Philadelphia	BTFL MUS (Schulke)	585
11. WNEW-FM	New York	AOR	558
12. WJIB	Boston	BTFL MUS (Schulke)	512
13. WLAK	Chicago	BTFL MUS (Schulke)	499
14. WRIF	Detroit	ROCK	494
15. WYSP	Philadelphia	AOR (Burk-Abrams)	483
16. KNX-FM	Los Angeles	SOFT ROCK	480
17. WPGC-FM+	Washington	ROCK	447
18. WKQX	Chicago	AOR	438
19. WVNJ-FM	Newark	BTFL MUS (TM)	433
20. WIFJ	Philadelphia	ROCK	427
21. FMET	Los Angeles	AOR	421
22. KIIS	Los Angeles	ROCK	417
23. KOST	Los Angeles	BTFL MUS (FM-100)	416
24. WKTU	New York	SOFT ROCK	407
25. KLOS	Los Angeles	ROCK	407
26. WPIX	New York	ROCK	396
27. WDVR	Philadelphia	BTFL MUS	394
28. WGCI	Chicago	BLACK	393
29. WGAY-FM+	Washington	BTFL MUS	391
30. KRTH-FM	Los Angeles	ROCK/OLDIES	388
31. WTFM	Long Island	BTFL MUS	385
32. WJR-FM	Detroit	BTFL MUS (Bonneville)	382
33. WOXR	New York	CLASSICAL	381
34. WCLR	Chicago	MOR (Bonneville)	379
35. WLKW-FM+	Providence	BTFL MUS	370
36. WDRQ	Detroit	ROCK	367
37. WHYI	Ft. Lauderdale	ROCK	337
38. WCOZ	Boston	ROCK	333
39. WZGC	Atlanta	ROCK	323
40. WMET	Chicago	ROCK	330
41. WDAI	Chicago	ROCK	322
42. WLIF	Baltimore	BTFL MUS (Schulke)	322
43. WVBF	Boston	ROCK	317
44. WUSL	Philadelphia		317
45. WCAU-FM	Philadelphia	CONTEMP	316
46. KVIL-FM+	Dallas	CONTEMP	315
47. WSHH	Pittsburgh	BTFL MUS (Schulke)	313
48. WPEZ	Pittsburgh	ROCK	300
49. WDAS	Philadelphia	BLACK	293
50. KIKK-FM+	Houston	COUNTRY	291



51.	KFOG	San Francisco	BTFL MUS (Schulke)	290
52.	WMGK	Philadelphia	SOFT ROCK	286
53.	WMMS	Cleveland	AOR	282
54.	WHUD	New York	BTFL MUS	279
	KLVE	Los Angeles	SOFT ROCK	279
56.	KSLQ	St. Louis	ROCK	278
57.	KOIT	San Francisco	BTFL MUS (Bonneville)	277
58.	WMJC	Detroit	SOFT ROCK	276
59.	WLYF	Miami	BTFL MUS (Schulke)	275
60.	KYND	Houston	BTFL MUS (Schulke)	271
61.	WFYR	Chicago	CONTEMP	269
62.	WEZN	Bridgeport	BTFL MUS (TM)	267
63.	WWDC	Washington	ROCK	265
64.	WBNY	Buffalo	BTFL MUS (Schulke)	263
	WFBC	Greenville	ROCK (Drake-Chen)	263
66.	WROR	Boston	ROCK	261
67.	WWJ	Detroit	BTFL MUS (FM-100)	260
68.	KIQQ	Los Angeles	ROCK	258
69.	KMJQ	Houston	ROCK	257
70.	WRAL	Raleigh	ROCK (Drake-Chen)	253
71.	WBBM	Chicago	SOFT ROCK	250
	WKRQ	Cincinnati	ROCK	250
73.	WWBA	St. Pete	BTFL MUS	245
74.	WBCN	Boston	ROCK	243
	WEZO	Rochester	BTFL MUS (Bonneville)	243
76.	KWST	Los Angeles	AOR	241
	WJBR	Wilmington	BTFL MUS	241
78.	WRBQ	Tampa	ROCK	240
79.	WQAL	Cleveland	BTFL MUS (Bonneville)	238
80.	WNCI	Columbus	ROCK	237
81.	WMMR	Philadelphia	ROCK	233
82.	KEWT	Sacramento	BTFL MUS (Schulke)	229
83.	WPLR	New Haven	ROCK	223
	WKYS	Washington	ROCK	223
85.	KPAM+	Portland	ROCK	221
86.	WDOK	Cleveland	BTFL MUS	220
	WBLI	New York	OLDIES/MOR	220
88.	WXTZ	Minneapolis	BTFL MUS (Schulke)	219
89.	WNAP	Indianapolis	ROCK	216
90.	WYNY	New York	SOFT ROCK (Bonneville)	215
91.	WXKX	Pittsburgh	ROCK	213
92.	KRBE	Houston	ROCK	212
93.	WCCO	Minneapolis	ROCK	211
94.	WHIO	Dayton	BTFL MUS	209
95.	KMBR	Kansas City	BTFL MUS (Bonneville)	208
96.	WPOC	Baltimore	COUNTRY	206
	WWWM	Cleveland	ROCK	206
98.	KOAX	Dallas-Ft. Worth	BTFL MUS (Schulke)	205
99.	KSHE	St. Louis	ROCK	203
100.	WOMC	Detroit	BTFL MUS	201

\* Based on 12+ TSA, 1/4 HR AVG, Mon-Sun, 6AM - MID.

Market #55  
 Revenue Rank #51  
 Income Rank #25

AKRON

APR: 14.3  
 Revenue: \$4,868,333  
 Income: \$ 804,796

<u>METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME *</u>	
WAKR	176/22.5	13.9	1. WAKR	195	1. WAKR	173	1. WAKR	2637
WGAR	70/9.0	8.0	2. WGAR	143	2. WAEZ-FM	62	2. WHLO	1279
WAEZ-FM	65/8.3	4.4	3. WDBN-FM	95	3. WGAR	59	3. WSLR	1229
WSLR	50/6.4	8.7	4. WSLR	81	4. WSLR	48	4. WAEZ-FM	1105
WDBN-FM	45/5.8	5.7	5. WAEZ-FM	73	5. WDBN-FM	45	5. WCUE	1076
WWWE	33/4.2	3.6	6. WMMS-FM	56	6. WWWE	29	6. WKDD-FM	845
WCUE	32/4.1	6.7	7. WWWE	53	7. WDMT-FM	23	7. WKNT-FM+	346
WMMS-FM	28/3.6	8.7	8. WHLO	52	WMMS-FM	23		
WZZP-FM	27/3.5	---	9. WKDD-FM	46	9. WCUE	22		
WWWM-FM	26/3.3	3.6	WGCL-FM	46	10. WWWM-FM	18		

\* Only stations from Akron Metro are listed in TSA column (Cume) due to the strength of the Cleveland stations.

12+ FM SHARE (METRO): 43.50% (308 of 708) (A/M 76: 44.03%)  
 12+ FM SHARE (TSA): 45.54% (505 of 1109) (A/M 76: 48.00%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM DRIVE</u>
1. WZZP-FM 13	1. WGAR 51	1. WAKR 79	1. WAKR 80	1. WAKR 379
2. WGAR 11	2. WAKR 38	2. WGAR 41	2. WSLR 37	2. WGAR 194
3. WCUE 10	3. WMMS-FM 22	3. WAEZ-FM 30	3. WDBN-FM 34	3. WSLR 140
4. WGCL-FM 10	4. WCUE 19	WSLR 30	4. WAEZ-FM 31	4. WDBN-FM 110

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	278 (3)	151 (7)	429 (10)	60.6%
BTFM MUSIC		143 (5)	143 (5)	20.2%
COUNTRY	62 (2)		62 (2)	8.8%
AOR	41 (2)		41 (2)	5.8%
NEWS/INFO/TALK	14 (1)		14 (1)	2.0%
RELIGION		6 (1)	6 (1)	0.9%
UNKNOWN	5 (1)	8 (1)	13 (2)	1.8%
			<u>708 (23)</u>	

RADIO STATIONS

WAKR,	5 KW	@ 1590,	CONTEMP/MOR	IND,	\$42.00 (Mc-Guild) Group One
WCUE,	1 KW/500W	@ 1150,	CONTEMP	ABC-C,	\$39.75 (H. R. Stone)
WGLD,	1 KW	@ 640,	TALK	IND,	\$29.00 (Eastman) Susquehanna
WSLR,	5 KW	@ 1350,	COUNTRY	ABC-E,	\$32.50 (Katz)
WAEZ-FM,	97.5, 50 KW	@ 500,	BTFM MUSIC	IND,	\$32.50 (Mc-Guild) Group One
WKDD-FM,	96.5, 50 KW	@ 450,	AOR	IND,	\$39.75 (H. R. Stone)
WKNT-FM+,	100.1, 3 KW	@ 295,	??	ABC-E,	\$ 7.00 (-----) (KENT)

FOR TV STATIONS - SEE CLEVELAND

NEWSPAPER

Akron Beacon - Journal	E	167,133	\$1.34	\$2,532.60
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SRDS Market #44  
 ADI #42  
 Revenue Rank #44  
 Income Rank #56

ALBANY - SCHENECTADY - TROY

APR 15.8  
 Revenue: \$5,373,333  
 Income: \$ 314,063

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WGY	150/14.3	15.9	1. WGY	234	1. WGY	146	1. WGY	4239
2. WROW	129/12.3	11.7	2. WROW	156	2. WROW	124	2. WGFM-FM	2720
3. WTRV	100/9.6	10.2	3. WGFM-FM	151	3. WROW-FM	76	3. WROW	2541
4. WGFM-FM	92/8.8	9.5	4. WTRY	125	4. WGFM-FM	73	4. WPTR	2396
5. WROW-FM	79/7.6	4.2	5. WROW-FM	122	5. WTRY	69	5. WTRY	2394
6. WPTR	67/6.4	7.7	6. WPTR	87	6. WOKO	51	6. WROW-FM	1324
7. WOKO	52/5.0	4.2	7. WGNA-FM	56	WPTR	51	7. WFLY-FM	1215
8. WQBK	49/4.7	5.2	8. WOKO	55	8. WQBK	49	8. WOKO	833
9. WSHH-FM	25/2.4	3.8	9. WFLY-FM	53	9. WFLY-FM	31	9. WABY	673
10. WABY	24/2.3	1.1	10. WQBK	52	10. WABY	24	10. WGNA-FM	653

12+ FM SHARE (METRO): 37.77% (355 of 940) (A/M 76: 30.68%)  
 12+ FM SHARE (TSA): 43.76% (585 of 1337) (A/M 76: 35.00%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WTRY	31	1. WGFM-FM	64	1. WGY	70	1. WROW	94	1. WGY	445
2. WGFM-FM	19	2. WTRY	48	2. WROW	62	2. WGY	69	2. WROW	280
3. WPTR	16	3. WPTR	42	3. WTRY	41	3. WROW-FM	44	3. WROW-FM	145
4. WFLY-FM	7	4. WGY	30	4. WROW-FM	40	4. WOKO	34	4. WGFM-FM	124
5. WROW	5	5. WFLY-FM	27	5. WGFM-FM	34	5. WQBK	32	5. WTRY	113

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR	296 (5)	42 (3)	338 (8)	36.0
ROCK/CONTEMP	184 (3)	153 (3)	337 (6)	35.9
BTFM MUSIC		120 (3)	120 (3)	12.8
NEWS/INFO/TALK	73 (2)		73 (2)	7.8
COUNTRY	52 (1)	12 (1)	64 (2)	6.8
RELIGION	9 (1)	4 (1)	13 (2)	1.4
			<u>940 (23)</u>	

ALBANY - SCHENECTADY - TROY ADI

<u>12+ ADI 1/4</u>		<u>12+ ADI CUME</u>	
1. WGY	208	1. WGY	3778
2. WROW	153	2. WGFM-FM	2649
3. WGFM-FM	146	3. WROW	2501
4. WTRY	125	4. WPTR	2396
5. WROW-FM	118	5. WTRY	2394
6. WPTR	87	6. WROW-FM	1307
7. WGNA-FM	56	7. WFLY-FM	1191
WBEC	56	8. WOKO	800
9. WOKO	55	9. WABY	673
10. WFLY-FM	52	10. WGNA-FM	645
WQBK	52	11. WSHH-FM	625
12. KBRK	40	12. WBEC	535
WWSC+	40	13. WQBK	524
14. WSHH-FM	35	14. WWSC+	498
15. WIZR-FM+	33	15. WWOM-FM	465

ADI FM SHARE: 34.08% (519 of 1523) (A/M 76: 31.85%)

STATIONS

WGY	810,	50 KW,	MOR	NBC,	\$65.25 (Christal), Gen. Electric
WROW	590,	5 KW/1 KW,	BTFM MUS/MOR	CBS,	\$42.25 (Blair), Capital Cities
WGFM	980,	5 KW,	ROCK	MBS,	\$32.50 (Mc-Guild), Great Scott
WGFM-FM	1540,	50 KW,	CONTEMP	ABC-C,	\$29.00 (Tor-Lask), Rust
WTRY	1460,	5 KW (Days),	COUNTRY	ABC-1,	\$24.50 (Katz), Welcome
WPTR	1240,	1 KW,	MOR	ABC-C,	\$12.00 (Masla)
WROW-FM	1300,	5 KW (Days),	TALK	ABC-E,	\$12.50 (Roslin) (PITTSFIELD, MA)
WFLY-FM	1340,	1 KW/250W,	MOR	CBS,	\$ 7.00 (Pro-Meek) (PITTSFIELD, MA)
WQBK	1450,	1 KW,	CONTEMP	ABC-E,	\$11.40 ( ---- ) (GLENS FALLS)
WIZR-FM+	1400,	1 KW/250W,	NEWS	MBS,	\$11.00 (Pro-Meek)

STATIONS

WGFM-FM	99.5,	10 KW @ 930,	ROCK (TM)	IND,	\$31.75 (Christal) Gen. Elec.
WROW-FM	95.5,	9 KW @ 950,	BTFM MUS (Bonneville)	IND,	\$22.00 (Blair), Cap. Cities
WGFM-FM	107.7,	9 KW @ 980,	COUNTRY	IND,	\$14.50 (Pro-Meek), Camp
WGFM-FM	92.3,	13 KW @ 850,	ROCK	IND,	\$11.00 (Tor-Lask), Rust
WGFM-FM	106.5,	50 KW @ 910,	BTFM MUS (Schulke)	IND,	\$16.00 (Mc-Guild), Gr. Scott
WGFM-FM	100.9,	3 KW @ 360,	MOR (Bonneville)	IND,	\$17.25 (Selcom)
WGFM-FM+	104.9,	3 KW @ 300,	MOR	ABC-1,	\$ 5.00 (P/W) (JOHNSTOWN)

STATIONS

WGY	Albany	13	ABC, Sonderling
WROW	Schenectady	6	NBC, General Electric
WGFM	Albany	10	CBS, Poole

NEWSPAPERS

Albany Times-Union, News-Union Star	ME	140,135	\$1.25	\$3,386, Hearst
Schenectady Gazette	M	63,534	.45	\$1,109
Albany Times Record	E	45,307	.39	\$ 961, Horvitz
Albany Fork News	M	42,538		

SRDS Market #93  
 Revenue Rank #64  
 Income Rank #271

ALBUQUERQUE

APR 17.8  
 Revenue: \$4,061,119  
 Income: \$ -91,617

12+ METRO (1/4/SHARE) 1976

1. KOB	71/12.4	12.3
2. KRKE	68/11.9	9.2
3. KOB-FM	64/11.2	11.5
KQEO	64/11.2	8.7
5. KRZY	51/8.9	6.8
6. KRST-FM	45/7.9	8.9
7. KPAR-FM+	36/6.3	7.2
8. KABQ	27/4.7	3.6
9. KZIA	20/3.5	2.6
10. KKIM	18/3.1	1.5

12+ TSA

1. KOB	113
2. KRKE	107
3. KOB-FM	76
4. KRST-FM	69
5. KQEO	66
6. KRZY	52
7. KPAR-FM+	41
8. KABQ	32
9. KKIM	25
10. KZIA	22

18+ METRO

1. KOB	67
2. KOB-FM	64
3. KRKE	48
KRZY	48
5. KQEO	37
6. KPAR-FM+	36
KRST-FM	36
8. KABQ	25
9. KZIA	20
10. KKIM	18

12+ TSA CUME

1. KOB	1935
2. KRKE	1753
3. KQEO	1214
4. KRST-FM	977
5. KOB-FM	913
6. KRZY	654
7. KABQ	435
8. KMVR-FM	278
9. KRKE-FM	248
10. KKIM	235

FM SHARE (METRO): 32.58% (172 of 528) (A/M 76: 33.12%)  
 FM SHARE (TSA): 31.89% (214 of 671) (A/M 76: 36.50%)

TEENS

1. KQEO	27
2. KRKE	20
3. KRST-FM	9
4. KOB	4

18 - 34

1. KRKE	41
2. KRST-FM	35
3. KOB	30
4. KQEO	29

25 - 54

1. KOB	43
2. KOB-FM	40
3. KRZY	27
4. KRKE	23

35 - 64

1. KOB-FM	47
2. KOB	30
3. KPAR-FM+	26
4. KRZY	25

AM TSA DRIVE

1. KOB	228
2. KRKE	109
3. KRZY	91
4. KOB-FM	86

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	132 (2)	73 (3)	205 (5)	38.8
BTFL MUSIC	7 (1)	93 (2)	100 (3)	18.9
MOR	71 (1)		71 (1)	13.5
COUNTRY	63 (2)		63 (2)	11.9
SPANISH	45 (2)		45 (2)	8.5
NEWS/INFO/TALK	20 (1)		20 (1)	3.8
RELIGION	18 (1)		18 (1)	3.4
CLASSICAL		6 (1)	6 (1)	1.1
			528 (16)	

AM STATIONS

KOB, 770, 50 KW, MOR	NBC, \$28.75 (Mc-Guild), Hubbard
KRKE, 610, 5 KW, ROCK	ABC-1, \$22.50 (Katz), Gaylord
KQEO 920, 1 KW/500W, ROCK	IND, \$20.00 (Eastman), Swanson
KRZY, 1450, 1 KW, COUNTRY	CBS, \$18.00 (Buckley)
KABQ, 1350, 5 KW/1 KW, SPANISH	IND, \$10.00 (Lotus)
KZIA, 1580, 1 KW (Days), TALK, NEWS	MBS, ABC-1, \$ 7.00 (Pro-Meeker)
KKIM, 1000, 10 KW (Days), REGIION	IND, \$ 5.00 (Sav-Gates), Christian

FM STATIONS

KOB-FM, 93.3, 21.5 KW, @ 4150, BTFL MUS (Schulke)	IND, \$14.00 (Mc-Guild) Hubbard
KRST-FM, 92.3, 22 KW @ 5000, AOR	IND, \$17.50 (Buckley)
KPAR-FM+, 100.3, 9 KW @ 4110, BTFL MUSIC	MBS, \$12.00 (P/W)
KMYR-FM, 99.5, 19.5 KW @ -150, ROCK	ABC-1, \$ 8.00 (Selcom)
KRKE-FM, 94.1, 3.5 KW @ 100, AOR (Burk-Abrams)	IND, \$12.00 (Katz), Gaylord

TV STATIONS

KGGM Albuquerque	13	CBS, Harriscope	(\$350)
KOAT Albuquerque	7	ABC, Pulitzer	(\$800)
KOB Albuquerque	4	NBC, Hubbard	(\$660)
KMXN Albuquerque	23	IND	(\$ 60)

NEWSPAPERS

Albuquerque Journal, Tribune	ME	113,191	\$ .76	\$1,830, Scripps-Howard
Sante Fe New Mexican	E	17,651	.25	\$ 602, Gannett

EDS Market #59  
 Revenue Rank #79  
 Income Rank #33

ALLENTOWN-BETH-EASTON

APR 18.5  
 Revenue: \$3,235,673  
 Income: \$ 494,013

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WQQQ-FM	104/10.7	11.7	1. WQQQ-FM	119	1. WQQQ-FM	104	1. WAEB	1513
2. WLEV-FM	103/10.6	11.0	2. WLEV-FM	112	2. WLEV-FM	94	2. WLEV-FM	1349
3. WKAP	84/8.6	6.2	3. WKAP	84	3. WFMZ-FM	75	3. WKAP	1280
4. WAEB	78/8.0	7.9	4. WAEB	80	4. WAEB	70	4. WQQQ-FM	1125
5. WFMZ-FM	75/7.7	5.7	5. WFMZ-FM	76	WKAP	70	5. WEEX	982
6. WEEX	68/7.0	5.1	6. WEEX	68	6. WEST	57	6. WXKW-FM	855
7. WEST	57/5.9	8.5	7. WEST	57	7. WEEX	55	7. KYW	811
8. WXKW-FM	41/4.2	1.9	8. WLSH	56	8. WXKW-FM	41	8. WABC	759
9. WHOL	39/4.0	4.8	9. WXKW-FM	46	9. WHOL	39	9. WIFI-FM	683
10. WSAN	31/3.2	2.8	10. WOR	42	10. WSAN	29	10. WFMZ-FM	610

12+ FM SHARE (METRO): 45.22% (388 of 858) (A/M 76: 42.53%)  
 12+ FM SHARE (TSA): 44.34% (454 of 1024) (A/M 76: 41.38%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. WKAP 14	1. WLEV-FM 54	1. WLEV-FM 61	1. WQQQ-FM 60	1. WAEB 134
2. WEEX 13	2. WKAP 41	2. WQQQ-FM 52	2. WLEV-FM 37	2. WQQQ-FM 123
3. WLEV-FM 9	3. WAEB 38	3. WAEB 49	3. WEST 34	3. WKAP 119
4. WAEB 8	4. WSAN 21	4. WEEX 42	4. WEEX 31	4. WEST 116

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	289 (7)	148 (5)	437 (12)	50.9
BTFM MUSIC		240 (4)	240 (4)	28.0
MOR	91 (3)		91 (3)	10.6
COUNTRY	47 (2)		47 (2)	5.5
NEWS/INFO/TALK	43 (2)		43 (2)	5.0
			858 (23)	

AM STATIONS

WAEB, 1 KW @ 790, CONTEMP	No NET, \$29.50 (Eastman), Rust
WEEX, 1 KW/250W @ 1230, ROCK	ABC-C, \$10.25 (Mc-Guild)
WEST, 1 KW/250W @ 1400, MOR	CBS, \$14.00 (H. R. Stone)
WEOL, 500W @ 1600 (Days), COUNTRY	NO NET, \$11.00 (-----)
WKAP, 5 KW/1 KW @ 1320, ROCK	ABC-1, \$18.00 (Buckley), Rahall
WSAN, 5 KW @ 1470, AOR	NBC, \$10.00 (-----)

FM STATIONS

WQQQ-FM, 99.9, 50 KW @ 456, BTFM MUSIC (Bonneville)	NO NET, \$10.50 (Mc-Guild)
WFMZ-FM, 100.7, 13 KW @ 870, BTFM MUSIC (TM)	NO NET, \$12.50 (Selcom)
WLEV-FM, 96.1, 50 KW @ 500, CONTEMP (Drake-Chen)	NO NET, \$18.00 (H. R. Stone)
WXKW-FM, 104.1, 50 KW @ 500, BTFM MUSIC (FM-100)	NO NET, \$11.00 (Eastman), Rust

TV STATION

WPMZ Allentown	69	IND	(\$42)
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NEWSPAPERS

Allentown Call Chronicle	ME	100,245	\$ .77	\$1,386
Bethlehem Globe Times	E	34,191	.30	\$ 715
Easton Express	E	52,146	.39	\$ 930

SRDS Market #211  
 Revenue Rank #163  
 Income Rank #112

ALTOONA

APR 14.4  
 Revenue: \$1,444,347  
 Income: \$ 101,162

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WVAM	33/20.2	21.5	1. WFBG	66	1. WRTA	28	1. WFBG	989
2. WRTA	29/17.8	22.0	2. WFBG-FM	41	2. WVAM	26	2. WVAM	749
3. WFBG	26/16.0	17.5	3. WVAM	38	3. WFBG	22	3. WFBG-FM	573
4. WVAM-FM	22/13.5	---	4. WGMR-FM	37	WVAM-FM	22	4. WRTA	520
5. WFBG-FM	16/9.8	7.9	5. WRTA	29	5. WFBG-FM	16	5. WGMR-FM	341
6. WKMC	12/7.4	10.7	6. WVAM-FM	28	6. WKMC	12	6. WJAC-FM	276
7. WJSM	5/3.1	2.8	7. WKMC	17	7. WJSM	5	7. WVAM-FM	266
WTRN	5/3.1	2.3	8. WJAC-FM	15	8. WTRN	4	8. WTRN	240
9. WJAC-FM	3/1.8	1.7	9. WTRN	8	9. WJAC-FM	3	9. WKMC	203
10. WGMR-FM	2/1.2	.6	10. WJSM	6	10. WGMR-FM	2	10. WJSM	95

FM SHARE (METRO): 29.03% (45 of 155) (A/M 76: 16.25%)  
 FM SHARE (TSA): 42.86% (123 of 287) (A/M 76: 42.86%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WVAM	7	1. WFBG	16	1. WVAM-FM	15	1. WRTA	14	1. WFBG	83
2. WFBG	4	2. WVAM	15	2. WVAM	12	2. WVAM-FM	11	2. WRTA	66
3. WTRN	1	3. WVAM-FM	10	3. WRTA	11	3. WVAM	10	3. WVAM	53

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	59 (2)		59 (2)	38.1
MOR	29 (1)	16 (1)	45 (2)	29.0
COUNTRY	12 (1)	24 (2)	36 (3)	23.2
BTFL MUSIC		5 (2)	5 (2)	3.2
UNKNOWN	5 (1)		5 (1)	3.2
RELIGION	5 (1)		5 (1)	3.2
			155 (11)	

AM STATIONS

WVAM, 1430, 5 KW,	CONTEMP	MBS, \$15.00 (Mc-Guild)
WRTA, 1240, 1 KW/250W,	MOR	ABC-1, \$10.50 (Pro-Meek)
WFBG, 1290, 5 KW/1 KW,	CONTEMP	ABC-C, \$14.50 (Blair)
WKMC, 1370, 1 KW (Days),	COUNTRY	IND, \$ 5.00 ( --- ) (ROARING SPGS)
WJSM, 1110, 1 KW (Days),	RELIGION	IND, \$ 2.70 ( ---- ) (MARTINSBURG)
WTRN, 1340, 1 KW/250W,	? ?	MBS, \$ 2.93 (Dome), Allegheny Mt. (TYRONE)

FM STATIONS

WVAM-FM, 100.1, 3 KW @ 16,	COUNTRY (Drake-Chen)	IND, \$10.00 (Mc-Guild)
WFBG-FM, 98.1, 30 KW @ 1031,	MOR	CBS, \$11.00 (Blair)
WJAC-FM, 95.9, 57 KW @ 1060,	BTFL MUSIC	IND, \$ 8.00 (Tor-Lask) (JOHNSTOWN)
WGMR-FM, 101.1, 7.6 KW @ 1062,	COUNTRY	MBS, \$ 3.39 (Masla) Allegheny Mt. (TYRONE)

TV STATIONS

WJAC	Johnstown	6	NBC	
WJNL	Johnstown	19	CBS	(\$55)
WOPC	Altoona	38	ABC	(\$35)
WTAJ	Altoona	10	CBS, Gateway	\$400

NEWSPAPER

Altoona Mirror E 35,145 \$ .26 \$611

Market #196  
 Revenue Rank #123  
 Income Rank #164

AMARILLO

APR 13.7  
 Revenue: \$1,992,900  
 Income: \$ 31,796

<u>12- METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
KDJW	31/18.0	16.2	1. KGNC	51	1. KDJW	29	1. KGNC	790
KPUR	26/15.1	17.3	2. KDJW	47	2. KGNC-FM	22	2. KIXZ	728
KQIZ-FM	25/14.5	---	3. KIXZ	46	3. KGNC	21	3. KDJW	611
KGNC-FM	22/12.8	17.3	4. KPUR	36	4. KPUR	16	4. KPUR	552
KGNC	21/12.2	18.4	5. KQIZ-FM	32	KQIZ-FM	16	5. KGNC-FM	472
KIXZ	18/10.5	15.6	6. KGNC-FM	31	6. KIXZ	15	6. KQIZ-FM	411
KZIP	7/4.1	3.4	7. KZIP	9	7. KZIP	7	7. KZIP	209
KQIZ	5/2.9	2.2	8. KQIZ	5	8. KWAS-FM	5	8. KBUY-FM	147
KWAS-FM	5/2.9	1.1	KWAS-FM	5	9. KQIZ	4	9. KQIZ	125
KBUY-FM	2/1.2	---	10. KBUY-FM	2	10. KBUY-FM	2	10. KWAS-FM	78
FM SHARE (METRO):	33.33%	(54 of 162)	(A/M 76:	21.56%)				
FM SHARE (TSA):	26.52%	(70 of 264)	(A/M 76:	19.47%)				

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
KPUR 10	1. KQIZ-FM 14	1. KDJW 21	1. KDJW 17	1. KGNC 108
KQIZ-FM 9	2. KPUR 13	2. KGNC-FM 13	2. KGNC-FM 14	2. KDJW 69
KIXZ 3	3. KDJW 11	3. KGNC 10	3. KGNC 9	3. KIXZ 53

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	44 (2)	25 (1)	69 (3)	42.6
COUNTRY	38 (2)	2 (1)	40 (3)	24.7
MOR	26 (2)		26 (2)	16.1
RELIGION		22 (1)	22 (1)	13.6
		5 (1)	5 (1)	3.1
			162 (10)	

STATIONS

KDJW, 1010, 5 KW/500W,	COUNTRY	ABC-1, \$13.00 (Eastman), Walton
KPUR, 1440, 5 KW/1 KW,	ROCK	IND, \$10.00 (Mc-Guild)
KGNC, 710, 10 KW,	MOR	CBS, \$20.00 (Katz) Stauffer
KIXZ, 940, 5 KW/1 KW,	CONTEMP	IND, \$11.25 (Buckley) Sammons-Ruff
KMP, 1310, 1 KW (Days),	COUNTRY	ABC-E, \$ 5.00 (Smith)
KQIZ, 1360, 500W (Days),	MOR	MBS, \$ 7.00 (Miller)

STATIONS

KQIZ-FM, 93.1, 71 KW @ 160,	ROCK	IND, \$11.75 (Miller)
KGNC-FM, 97.9, 45 KW @ 1285,	BTFL MUS (TM)	IND, \$13.00 (Katz) Stauffer
KWAS-FM, 101.9, 100 KW @ 729,	RELIGION/MOR	IND, ? ? ( ---- )
KBUY-FM, 94.1, 54 KW @ 640,	COUNTRY (Drake-Chen)	ABC-F, \$ 5.00 (Eastman) Walton

STATIONS

KPUR	Amarillo	4	NBC	(\$140)
KQIZ	Amarillo	10	CBS	(\$160)
KQIZ	Amarillo	7	ABC	(\$325)

NEWSPAPERS

Amarillo News, Globe	ME	74,249	\$ .80	\$1,445
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SRDS Market #19  
 Revenue Rank NA  
 Income Rank NA

ANAHEIM (ORANGE COUNTY)

APR 16.0  
 Revenue: NA  
 Income: NA

NOTE: Orange County is, of course, part of the Los Angeles Metro. The county is dominated by Los Angeles stations. To make this listing meaningful only stations home to Orange County are listed.

<u>12+ METRO (1/4/SHARE) O/N 76</u>			<u>18+ METRO</u>		<u>12+ METRO/TSA CUME</u>	
1. KEZY	50/2.1	5.4	1. KWIZ	33	1. KEZY	2001
2. KWIZ	36/1.5	2.7	2. KYMS-FM	29	2. KWIZ	1154
3. KYMS-FM	30/1.2	.7	3. KEZY	27	3. KEZY-FM	723
4. KWIZ-FM	28/1.2	1.6	4. KWIZ-FM	22	4. KWIZ-FM	563
5. KEZY-FM	20/.8	1.2	5. KOCM-FM	16	5. KYMS-FM	430
6. KOCM-FM	16/.7	1.4	6. KEZY-FM	12	6. KOCM-FM	405

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM DRIVE</u>	
1. KEZY	23	1. KWIZ	19	1. KWIZ	24	1. KWIZ	13	1. KWIZ	66
2. KEZY-FM	8	2. KEZY	18	2. KYMS-FM	22	KYMS-FM	13	2. KEZY	44

RADIO STATIONS

KEZY,	1190, 5 KW/1 KW	CONTEMP	IND,	\$32.78 (Market 4)
KWIZ,	1480, 5 KW/1 KW	MOR	IND,	\$32.12 (H. R. Stone)
KWIZ-FM,	96.7, 3 KW @ 175,	ROCK	IND,	\$15.00 (H. R. Stone)
KEZY-FM,	95.9, 2.5 KW @ 330,	ROCK	IND,	\$22.00 (Market 4)
KOCM-FM,	103.1, 2 KW @ 300,	MOR	IND,	\$12.00 ( ----- )
KYMS-FM,	106.3, 3 KW @ 330,	RELIGION	IND,	\$ 9.00 ( ----- )

Market #195  
 Revenue Rank # 75  
 Home Rank # 49

ANCHORAGE

APR 15.7  
 Revenue: \$3,318,610  
 Income: \$ 350,613

<u>18+ METRO (1/4/SHARE)</u>		<u>1976</u>		<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
KHAR	35/18.5	17.2	1. KHAR	42	1. KHAR	35	1. KFQD	443	
KFQD	29/15.3	13.6	2. KFQD	36	2. KFQD	26	2. KENI	439	
KANC	26/13.8	11.8	3. KANC	28	3. KYAK	19	3. KHAR	411	
KYAK	19/10.1	14.0	4. KYAK	26	4. KKLV-FM	16	4. KANC	410	
KENI	17/9.0	12.7	5. KENI	23	5. KANC	13	5. KYAK	306	
KKLV-FM	17/9.0	9.5	6. KKLV-FM	19	KNIK-FM	13	6. KKLV-FM	259	
KGOT-FM	14/7.4	7.2	7. KGOT-FM	14	7. KGOT-FM	12	7. KBYR	215	
KNIK-FM	13/6.9	4.1	8. KNIK-FM	13	8. KBYR	11	8. KGOT-FM	187	
KBYR	11/5.8	5.0	9. KBYR	11	9. KENI	10	9. KNIK-FM	117	
KJZZ-FM	4/2.1	1.8	10. KJZZ-FM	4	10. KJZZ-FM	4	10. KJZZ-FM	69	

12+ FM SHARE (METRO): 25.95% (48 of 185) (A/M 76: 22.94%)  
 12+ FM SHARE (TSA): 23.15% (50 of 216) (A/M 76: 21.61%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
KANC 13	1. KFQD 18	1. KHAR 24	1. KHAR 29	1. KHAR 60
KENI 7	2. KGOT-FM 12	2. KFQD 21	2. KYAK 14	2. KFQD 51
KFQD 3	KKLV-FM 12	3. KYAK 15	3. KNIK-FM 11	3. KYAK 48

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
CONTEMP	43 (2)	31 (2)	74 (4)	40.0
MUSIC	35 (1)	13 (1)	48 (2)	26.0
NEWS	40 (2)		40 (2)	21.6
COUNTRY	19 (1)		19 (1)	10.3
JAZZ		4 (1)	4 (1)	2.2
			<u>185 (10)</u>	

STATIONS

KHAR, 590,	5 KW,	BTFL MUS (TM)	IND,	\$18.25 (Sav-Gates)
KFQD, 1080,	10 KW,	ROCK	NBC,	\$16.88 (Radio Time Sales)
KGOT, 750,	50 KW/10 KW,	MOR	IND,	\$20.50 (Tor-Lask) Rob-Clapp
KYAK, 650,	50 KW/25 KW,	COUNTRY (Drake-Chen)	MBS,	\$20.75 (HR/Stone) Big Coun.
KENI, 550,	5 KW,	ROCK	ABC-C,	\$15.50 (Howard) Mid. Sun
KJZZ, 700,	1 KW/500W,	MOR	ABC-1, CBS,	\$11.00 (Masla) Northern TV

STATIONS

KKLV-FM,	103.9, 2.8 KW @ 54,	CONTEMP (Drake-Chen)	IND,	\$10.00 (Sav-Gates)
KGOT-FM,	101.3, 26 KW @ 400,	ROCK	MBS,	\$11.00 (HR/Stone) Big Cou.
KNIK-FM,	105.5, 3 KW @ 265,	BTFL MUS	CBS,	\$ 7.00 (Masla) North. TV
KJZZ-FM,	102.1, 3.5 KW @ 75,	JAZZ	IND,	? ? ( ? )

STATIONS

KENI	Anchorage	2	NBC, Midnight Sun	(\$ 75)
KGOT	Anchorage	13	ABC	(\$110)
KJZZ	Anchorage	11	CBS, Northern TV	( --- )

NEWSPAPERS

Anchorage Times	E	44,282	\$ .58	\$1,047
Anchorage News	M	15,404	.40	\$ 722

SRDS Market #125  
 Revenue Rank #117  
 Income Rank #263

APPLETON - OSHKOSH

APR 14.5  
 Revenue: \$2,115,000  
 Income: \$ -63,700

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>	<u>18+ METRO</u>	<u>12+ TSA CUME</u>
1. WNAM	46/13.6	12.7	1. WIXX-FM 85	1. WHBY 43	1. WKAU+ 1390
2. WHBY	43/12.7	9.7	2. WKAU+ 72	2. WROE-FM 39	2. WIXX-FM 1385
3. WROE-FM	39/11.5	12.4	3. WGEE 64	3. WNAM 37	3. WNAM 1167
4. WKAU+	36/10.6	11.9	4. WNAM 62	4. WYTL 32	4. WGEE 973
5. WYTL	33/9.8	7.7	5. WROE-FM 50	5. WKAU+ 25	5. WROE-FM 701
6. WIXX-FM	24/7.1	3.6	6. WDUZ-FM 43	6. WIXX-FM 15	6. WYTL 645
7. WYNE	15/4.4	6.6	WHBY 43	7. WGEE 13	7. WDUZ-FM 550
8. WOSH-FM	13/3.8	5.2	8. WYTL 36	WYNE 13	8. WHBY 544
WGEE	12/3.8	4.1	9. WOSH-FM 21	9. WTMJ 10	9. WOSH-FM 522
10. WTMJ	11/3.3	.8	10. WTMJ 19	10. WOSH-FM 8	10. WTMJ 432

FM SHARE (METRO): 35.74% (109 of 305) (A/M 76: 37.27%)  
 FM SHARE (TSA): 46.50% (266 of 572) (A/M 76: 34.80%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. WKAU+ 11	1. WNAM 27	1. WHBY 27	1. WHBY 29	1. WGEE 126
2. WNAM 9	2. WKAU+ 21	2. WYTL 23	2. WROE-FM 18	2. WHBY 93
WIXX-FM 9	3. WIXX-FM 14	3. WROE-FM 22	3. WYTL 17	3. WYTL 71

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	82 (4)	55 (3)	137 (7)	44.9
COUNTRY	46 (2)	7 (1)	53 (3)	17.4
MOR	57 (3)	8 (1)	65 (4)	21.3
BTFL MUSIC		46 (3)	46 (3)	15.1
RELIGION	4 (1)		4 (1)	1.3
			<u>305 (18)</u>	

AM STATIONS

WHBY, 1230, 1 KW,	MOR	MBS, \$ 7.00 ( --- ), Dubuque Teleg-
WKAU+, 1050, 1 KW (Days),	ROCK	IND, \$11.75 (Pro-Meek), Forward
WNAM, 1280, 5 KW/1 KW,	CONTEMP	ABC-1, \$14.50 (Masla), Cummings
WYNE, 1150, 1 KW (Days),	ROCK	ABC-C, \$25.00 ( ---- )
WYTL, 1490, 1 KW/250W,	COUNTRY	IND, \$ 9.95 (H. R. Stone), Midwest

FM STATIONS

WOSH-FM, 103.9, 2.4 KW @ 330, CONTEMP	IND, \$ 8.75 (H. R. Stone) Midwest Fa
WROE-FM, 94.3, 3 KW @ 320, BTFL MUS (Schulke)	IND, \$10.25 ( ---- )

WTMJ - See Milwaukee

FOR OTHER STATIONS, TV STATIONS AND NEWSPAPERS SEE GREEN BAY.

ADS Market #185  
 DI #36  
 Revenue Rank #153  
 Income Rank #186

ASHEVILLE

APR 16.0  
 Revenue: \$1,530,890  
 Income: \$ 19,907

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WWNC	93/41.5	35.5	1. WWNC	109	1. WWNC	90	1. WWNC	1166
2. WISE	47/21.0	18.0	2. WISE	50	2. WISE	31	2. WISE	684
3. WLOS-FM	23/10.3	16.1	3. WLOS-FM	33	3. WLOS-FM	23	3. WFBC-FM	463
4. WFBC-FM	13/5.8	2.4	4. WFBC-FM	32	4. WFBC-FM	12	4. WLOS-FM	422
5. WSKY	6/2.7	3.8	5. WKIT-FM	20	5. WFGW	6	5. WSKY	286
6. WFGW	6/2.7	5.2	6. WMIT-FM	8	6. WSKY	6	6. WKIT-FM	231
7. WKKE	5/2.2	3.8	7. WFGW	7	7. WKKE	5	7. WLAC	195
8. WKIT-FM	4/1.8	3.3	8. WSKY	6	8. WKIT-FM	4	8. WKKE	167
9. WMIT-FM	2/.9	2.8	9. WKKE	5	9. WMIT-FM	2	9. WMIT-FM	132
10. WMMH	2/.9	.5	10. WLAC	4	10. WMMH	2	10. WFGW	124

FM SHARE (METRO): 20.79% (42 of 202) (A/M 76: 26.94%)  
 FM SHARE (TSA): 33.70% (93 of 276) (A/M 76: 41.34%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. WISE 16	1. WISE 24	1. WWNC 40	1. WWNC 48	1. WWNC 262
2. WWNC 3	2. WWNC 15	2. WLOS-FM 12	2. WLOS-FM 15	2. WFBC-FM 46
3. WLAC 1	3. WFBC-FM 6	WISE 12	3. WISE 7	3. WISE 42

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
COUNTRY	101 (3)	4 (1)	105 (4)	52.0
ROCK/CONTEMP	48 (2)	13 (1)	61 (3)	30.2
BLUES/MUSIC		23 (1)	23 (1)	11.4
RELIGION	6 (1)	2 (1)	8 (2)	4.0
MOR	5 (1)		5 (1)	2.5
			<u>202 (11)</u>	

AM STATIONS

WWNC, 570, 5 KW,	COUNTRY	NBC,	\$18.75 (Katz), Multimedia
WISE, 1310, 5 KW/1 KW,	ROCK	ABC-C,	\$14.50 (Mc-Guild)
WSKY, 1230, 1 KW/250W,	COUNTRY	IND,	\$ 7.00 ( ---- )
WFGW, 1010, 50 KW (Days),	RELIGION	ABC-1,	\$ 4.00 ( ---- )
WKKE, 1380, 5 KW/1 KW,	MOR/CONTEMP	CBS,	\$10.00 (Jones)
WMMH, 1460, 5 KW (Days),	COUNTRY	IND,	\$ 2.00 ( ---- )

FM STATIONS

WLOS-FM, 99.9, 36 KW @ 2665,	BTFL MUS (Bonnevillle)	ABC-E,	\$ 7.50 (Buckley) Wometco
WMIT-FM, 106.9, 36 KW @ 3090,	RELIGION	ABC-F,	\$ 3.00 ( ---- )
WKIT-FM, 102.5, 100 KW @ 332,	COUNTRY (Drake-Chen)	ABC-F,	\$ 6.50 (South)

(HENDERSONVILLE)

WLAC - See Nashville WFBC-FM - See Greenville

FOR TV STATIONS, NEWSPAPER AND ADI DATA SEE GREENVILLE

SRDS Market #18  
 ADI #16  
 Revenue Rank #14  
 Income Rank #13

ATLANTA

APR 14.2  
 Revenue: \$14,252,025  
 Income: \$ 2,120,842

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WSB	445/20.9	20.0	1. WSB	502	1. WSB	435	1. WSB	7475
2. WZGC-FM	263/12.4	7.6	2. WZGC-FM	332	2. WZGC-FM	147	2. WZGC-FM	4748
3. WPCH-FM	145/6.8	7.2	3. WPCH-FM	178	3. WPCH-FM	144	3. WKLS-FM	2954
4. WQXI-FM	133/6.3	5.4	4. WKLS-FM	164	4. WRNG	112	4. WPCH-FM	2920
5. WAOK	130/6.1	8.6	5. WQXI-FM	157	5. WQXI-FM	110	5. WQXI	2848
6. WQXI	125/5.9	6.2	6. WQXI	137	6. WPLO	106	6. WQXI-FM	2690
7. WKLS-FM	122/5.7	4.7	7. WAOK	133	7. WAOK	97	7. WPLO	2250
8. WRNG	113/5.3	5.3	8. WPLO	129	WQXI	97	8. WSB-FM	2119
9. WPLO	109/5.1	4.2	9. WSB-FM	118	9. WSB-FM	92	9. WAOK	1923
10. WSB-FM	92/4.3	4.1	10. WRNG	117	10. WKLS-FM	91	10. WRNG	1733
11. WGST	59/2.8	2.8	11. WBIE-FM	88	11. WGST	55	11. WGST	1491
12. WLTA-FM	46/2.2	2.8	12. WLTA-FM	66	12. WLTA-FM	46	12. WBIE-FM	1316

12+ FM SHARE (METRO): 45.69% (906 of 1983) (A/M 76: 40.14%)  
 12+ FM SHARE (TSA): 49.92% (1175 of 2354) (A/M 76: 44.13%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WZGC-FM	116	1. WZGC-FM	103	1. WSB	245	1. WSB	284	1. WSB	1121
2. WAOK	33	2. WQXI-FM	98	2. WPCH-FM	88	2. WPCH-FM	88	2. WQXI-FM+	361
3. WKLS-FM	31	3. WKLS-FM	88	3. WPLO	86	3. WRNG	70	3. WZGC-FM	272
4. WQXI	28	4. WQXI	69	4. WZGC-FM	75	4. WPLO	62	4. WAOK	185
5. WQXI-FM	23	5. WSB	62	5. WRNG	67	5. WSB-FM	59	5. WPCH-FM	183

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	125 (1)	557 (4)	682 (5)	34.4
MOR	510 (3)	4 (1)	514 (4)	25.9
BTFL MUSIC		283 (3)	283 (3)	14.3
BLACK	178 (3)		178 (3)	9.0
COUNTRY	110 (2)	62 (2)	172 (4)	8.7
NEWS/INFO/TALK	113 (1)		113 (1)	5.7
RELIGION	16 (1)		16 (1)	0.8
CLASSICAL	9 (1)		9 (1)	0.5
NOSTALGIA	16 (1)		16 (1)	0.8

1983 (23)

ATLANTA ADI

12+ ADI 1/4

12+ ADI CUME

1. WSB	499	1. WSB	7347
2. WZGC-FM	327	2. WZGC-FM	4664
3. WPCH-FM	176	3. WPCH-FM	2873
4. WKLS-FM	154	4. WQXI	2830
5. WQXI-FM	152	5. WKLS-FM	2827
6. WQXI	137	6. WQXI-FM	2595
7. WAOK	133	7. WPLO	2249
8. WPLO	129	8. WSB-FM	2050
9. WRNG	117	9. WAOK	1923
10. WSB-FM	114	10. WRNG	1733
11. WBIE-FM	87	11. WGST	1479
12. WLTA-FM	66	12. WBIE-FM	1280
13. WGST	60	13. WLTA-FM	1047
14. WVEE-FM	46	14. WVEE-FM	992
15. WFOX-FM	45	15. WFOX-FM	662

ADI FM SHARE: 50.96% (1334 of 2618) (A/M 76: 45.35%)

AM STATIONS

WSB, 750, 50 KW,	MOR	NBC, \$92.50	(Christal), Cox
WQXI, 790, 5 KW/1 KW,	ROCK	IND, \$72.00	(RAR), Jeff-Pilot
WAOK, 1380, 5 KW,	BLACK	NBN, \$42.00	(Tor-Lask)
WPLO, 590, 5 KW,	COUNTRY	ABC-1, \$60.50	(Mc-Guild), Plough
WRNG, 680, 25 KW (Days),	NEWS/TALK	CBS, \$41.00	(Selcom)
WGST, 920, 5 KW/1 KW,	MOR/CONTEMP	ABC-E, \$32.00	(Blair), Meredith

FM STATIONS

WZGC-FM, 92.9, 100 KW @ 590,	ROCK	IND, \$80.00	(Buckley)
WPCH-FM, 94.9, 100 KW @ 890,	BTFL MUS (Schulke)	IND, \$90.00	(Katz), Sudbrink
WKLS-FM, 96.1, 100 KW @ 950,	AOR (Burk-Abrams)	IND, \$56.00	(Masla), SJR
WQXI-FM, 94.1, 100 KW @ 410,	CONTEMP	IND, \$72.00	(RAR), Jeff-Pilot
WSB-FM, 98.5, 100 KW @ 740,	BTFL MUS (FM-100)	IND, \$35.50	(Christal), Cox
WBIE-FM, 101.5, 100 KW @ 900,	COUNTRY	MBS, \$10.00	(Pro-Meek)
WLTA-FM, 99.7, 100 KW @ 1000,	BTFL MUS	IND, \$41.25	(Eastman), Susquehanna
WVEE-FM, 103.3, 100 KW @ 450,	DISCO ROCK	IND, \$35.00	(Mc-Guild), Plough
WFOX-FM, 97.1, 100 KW @ 540,	CONTEMP	IND, \$ 5.50	( ---- ), (GAINESVILLE)

TV STATIONS

WAGA	Atlanta	5	CBS, Storer	(\$2700 - Hawaii 50)
WATL	Atlanta	36	IND	(\$35)
WHAE	Atlanta	46	IND, Christian	(\$100)
WSB	Atlanta	2	NBC, Cox	(\$3700)
WTCG	Atlanta	17	IND, Ted Turner	(\$700) - Hogan's Heroes
WXIA	Atlanta	11	ABC, Combined Communications	(\$2600 - 6 Million \$ Man

NEWSPAPERS

Atlanta Constitution, Journal	ME	451,773	\$2.00	\$4,816, Cox
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SRDS Market #127  
 Revenue Rank #110  
 Income Rank #312

AUGUSTA, GA

APR 15.9  
 Revenue: \$2,262,997  
 Income: \$ -305,217

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WBBQ-FM+	98/27.2	28.5	1. WBBQ-FM+	167	1. WBBQ-FM+	77	1. WBBQ-FM+	1907
2. WDRW	34/9.4	14.6	2. WRDW	37	2. WGAC	30	2. WGAC	611
3. WGAC	31/8.6	13.3	3. WAUG-FM	32	3. WRDW	27	3. WZZW-FM	498
4. WTHB	28/7.8	6.4	WGAC	32	4. WBIA	26	4. WRDW	492
5. WAUG-FM	27/7.5	5.0	5. WTHB	30	5. WTHB	24	5. WBIA	430
6. WBIA	26/7.2	3.3	6. WZZW-FM	28	6. WZZW-FM	23	6. WAUG-FM	417
7. WZZW-FM	25/6.9	3.6	7. WBIA	26	7. WAUG-FM	20	7. WTHB	343
8. WNEZ-FM	20/5.6	4.4	8. WNEZ-FM	23	8. WNEZ-FM	19	8. WAUG	274
9. WAUG	17/4.7	6.6	9. WAUG	18	9. WAUG	16	9. WNEZ-FM	227
10. WGUS-FM	12/3.3	1.9	10. WGUS	16	10. WGUS-FM	14	10. WGUS-FM	171

FM SHARE (METRO): 42.27% (145 of 343) (A/M 76: 32.25%)  
 FM SHARE (TSA): 51.13% (226 of 442) (A/M 76: 41.33%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WBBQ-FM+	21	1. WBBQ-FM+	54	1. WBBQ-FM+	36	1. WBBQ-FM+	20	1. WBBQ-FM+	175
2. WAUG-FM	7	2. WRDW	20	2. WGAC	18	WBIA	20	2. WGAC	64
WRDW	7	3. WAUG-FM	16	3. WBIA	16	3. WGAC	14	3. WBIA	52

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	46 (2)	106 (3)	152 (5)	44.3
BLACK	62 (2)		62 (2)	18.1
MOR	58 (3)	1 (1)	59 (4)	17.2
BTFM MUSIC		34 (2)	34 (2)	9.9
COUNTRY	15 (2)		15 (2)	4.4
RELIGION	17 (1)	4 (1)	21 (2)	6.1
			<u>343 (17)</u>	

AM STATIONS

WRDW, 1480, 5 KW,	BLACK	ABC-C, MBN,	\$10.87 (Masla)
WGAC, 580, 5 KW/1 KW,	MOR	CBS,	\$17.50 (Katz), Beasley
WTHB, 1550, 5 KW (Days),	BLACK	ABC-E, NBN,	\$ 7.50 (Messina)
WBIA, 1230, 1 KW/250W,	MOR	NBC,	\$19.50 ( --- )
WAUG, 1050, 5 KW (Days),	RELIGION	ABC-1,	\$14.00 (Carpenter)

FM STATIONS

WBBQ-FM+, 104.3, 100 KW @ 550,	ROCK	MBS,	\$28.50 (Eastman)
WAUG-FM, 105.7, 50 KW @ 83,	ROCK	IND,	\$14.00 (Carpenter)
WZZW-FM, 103.1, 3 KW @ 300,	CONTEMP (Drake-Chen)	ABC-F,	\$ 8.50 (Messina)
WNEZ-FM, 99.3, 3 KW @ 300,	BTFM MUS (TM)	IND,	\$ 8.00 ( ---- )
WGUS-FM, 102.3, 3 KW @ 280,	BTFM MUSIC	IND,	\$10.00 (Sav-Gates), Young

TV STATIONS

WATU	Augusta	26	NBC	(\$100)
WJBF	Augusta	6	ABC, Fuqua	(\$195)
WRDW	Augusta	12	CBS, Rust Craft	(\$300)

NEWSPAPERS

Augusta Chronicle, Herald	ME	68,974	\$ .81	\$1,463
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SRDS Market #87  
 Revenue Rank #78  
 Income Rank #31

AUSTIN

APR 14.8  
 Revenue: \$3,270,534  
 Income: \$ 593,967

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KVET	97/19.7	14.2	1. KVET	125	1. KVET	89	1. KVET	1324
2. KASE-FM	73/14.8	16.8	2. KASE-FM	91	2. KASE-FM	72	2. KASE-FM	1132
3. KHFI-FM	43/8.7	5.7	3. KCSW-FM	58	3. KCSW-FM	40	3. KLBK	1031
KNOW	43/8.7	13.7	4. KNOW	51	4. KLBK	36	4. KNOW	888
5. KCSW-FM	42/8.5	4.4	5. KHFI-FM	48	5. KNOW	32	5. KLBK-FM	758
6. KLBK	36/7.3	8.5	6. KLBK	44	6. KHFI-FM	31	6. KHFI-FM	718
7. KLBK-FM	30/6.1	9.8	7. KLBK-FM	43	7. KLBK-FM	27	7. KCSW-FM	678
8. WOAI	18/3.7	.9	8. KTSA	32	8. WOAI	18	8. KTSA	677
9. KIXL	14/2.8	2.6	9. WOAI	25	9. KOKE-FM	14	9. WOAI	445
KOKE-FM	14/2.8	2.4	10. KOKE-FM	14	KIXL	14	10. KOKE-FM	372

12+ FM SHARE (METRO): 47.20% (202 of 428) (A/M 76: 46.49%)  
 12+ FM SHARE (TSA): 46.02% (254 of 552) (A/M 76: 40.37%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. KHFI-FM 12	1. KVET 40	1. KVET 53	1. KVET 44	1. KVET 212
2. KNOW 11	2. KLBK-FM 26	2. KASE-FM 35	2. KASE-FM 43	2. KASE-FM 145
3. KVET 8	3. KHFI-FM 25	3. KCSW-FM 29	3. KLBK 22	3. KLBK 135
4. KTSA 7	4. KCSW-FM 23	4. KNOW 22	4. KCSW-FM 17	4. KNOW 72

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	55 (2)	115 (3)	170 (5)	39.7
COUNTRY	103 (2)	14 (1)	117 (3)	27.3
BTFL MUSIC	36 (1)	73 (1)	109 (2)	25.5
MOR	18 (1)		18 (1)	4.2
RELIGION	14 (1)		14 (1)	3.3
			428 (12)	

AM STATIONS

KVET, 1300, 5 KW/1 KW COUNTRY IND, \$30.25 (Katz)  
 KNOW, 1490, 1 KW ROCK IND, \$23.35 (McGuild) Mayes  
 KLBK, 590, 5 KW/1 KW BTFL MUSIC/INFO CBS, \$11.50 (Tor-Lask) Lyndon Johnson Fam.  
 KIXL, 970, 1 KW RELIGION ----, \$10.00 ( ---- )  
 WOAI, KTSA - See San Antonio

FM STATIONS

KASE-FM, 100.7, 98 KW @ 510, BTFL MUS (TM) IND, \$14.00 (Katz)  
 KHFI-FM, 98.3, 1.3 KW @ 418, ROCK ABC-C, \$10.50 (Pro-Meek)  
 KLBK-FM, 93.7, 100 KW @ 1057, AOR IND, \$ 9.50 (Tor-Lask), LBJ Family  
 KCSW-FM, 103.7, 97 KW @ 580, CONTEMP ABC-F, \$12.75 (Mc-Guild), Mayes  
 KOKE-FM, 95.5, 10 KW @ 265, COUNTRY IND, \$11.00 (Selcom)

TV STATIONS

KABC Austin 7 CBS, Times-Mirror (\$300)  
 KIVV Austin 36 NBC (\$185 - Little House)  
 KWUE Austin 24 ABC (\$250)

NEWSPAPERS

Austin American Statesman ME 103,367 \$ .77 \$2,086



SRDS Market #107  
 Revenue Rank # 89  
 Income Rank #173

BAKERSFIELD

APR 15.1  
 Revenue: \$2,906,701  
 Income: \$ 27,755

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KERN	60/14.3	18.5	1. KAFY	72	1. KUZZ	55	1. KAFY	1138
2. KUZZ	57/13.6	3.3	2. KERN	60	2. KLYD-FM+	42	2. KERN	933
3. KAFY	49/11.7	10.4	3. KUZZ	57	3. KKXX-FM	40	3. KFRE	743
4. KKXX-FM	47/11.2	---	4. KFRE	54	4. KERN	36	4. KKXX-FM	680
5. KLYD-FM+	42/10.0	7.5	5. KKXX-FM	47	KAFY	36	5. KUZZ	649
6. KGEE	19/4.5	3.7	6. KLYD-FM+	46	6. KGEE	19	6. KLYD-FM+	490
7. KGFM-FM	13/3.1	2.2	7. KGEE	19	7. KGFM-FM	13	7. KGEE	299
KZIQ	13/3.1	1.5	8. KGFM-FM	13	KZIQ	13	8. KPMC	242
9. KLOA	11/2.6	1.1	KZIQ	13	9. KLOA	9	9. KCHJ	241
10. KCHJ	8/1.9	.9	10. KLOA	11	KPMC	9	10. KGFM	197

FM SHARE (METRO): 29.65% (110 of 371) (A/M 76: 26.70%)  
 FM SHARE (TSA): 25.22% (114 of 452) (A/M 76: 28.06%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. KERN	24	1. KKXX-FM	34	1. KLYD-FM+	32	1. KLYD-FM+	34	1. KUZZ	89
2. KAFY	13	2. KERN	28	2. KKXX-FM	26	2. KUZZ	21	2. KAFY	79
3. KKXX-FM	7	3. KAFY	26	3. KAFY	23	3. KGEE	12	3. KFRE	78

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	113 (4)	49 (2)	162 (6)	43.7
COUNTRY	70 (2)	13 (1)	83 (3)	22.4
MOR	42 (5)	30 (1)	72 (6)	19.4
NEWS/INFO/TALK	30 (3)		30 (3)	8.1
BTFL MUSIC		10 (2)	10 (2)	2.7
RELIGION	6 (1)	2 (1)	8 (2)	2.2
			371 (22)	

AM STATIONS

KERN, 1410, 1 KW,	ROCK	ABC-C, \$19.25 (Katz)
KUZZ, 970, 1 KW,	COUNTRY	IND, \$15.25 (Tor-Lask)
KAFY, 550, 1 KW,	ROCK	IND, \$22.00 (Mc-Guild), General
KGEE, 1230, 1 KW/250W,	NEWS/TALK	NBC, \$13.33 (Buckley)
KZIQ, 1360, 1 KW (Days),	COUNTRY	ABC-E, \$ 4.80 (Dahlsten) (RIDGECREST)
KLOA, 1240, 250W,	MOR	IND, \$ 5.00 ( --- ) (RIDGECREST)
KCHJ, 1010, 5 KW/1 KW,	MOR	IND, \$ 6.50 (Devney) (DELANO)

FM STATIONS

KKXX-FM, 107.9, 5.5 KW @ 1340,	ROCK	IND, \$ 7.63 (Tor-Lask)
KLYD-FM+, 94.1, 4.5 KW @ 1310,	MOR	ABC-E, \$ 9.00 (Selcom)
KGFM-FM, 101.5, 4.8 KW @ 1280,	COUNTRY (TM)	IND, \$ 8.00 (Buckley)

TV STATIONS

KBAK Bakersfield	ABC	29, Harriscope	(\$450)
KERO Bakersfield	NBC	23, McGraw-Hill	(\$280)
KJTV Bakersfield	CBS	17, McGavren-Guild	(\$200)

NEWSPAPER

Bakersfield Californian	E	55,288	\$ .47	\$1,132
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SRDS Market #14  
 ADI #20  
 Revenue Rank #15  
 Income Rank #10

BALTIMORE

APR 16.5  
 Revenue: \$12,734,793  
 Income: \$ 2,545,083

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WBAL	455/15.4	17.1	1. WBAL	474	1. WBAL	443	1. WBAL	6263
2. WLIF-FM	282/9.5	10.6	2. WLIF-FM	322	2. WCBM	275	2. WCAO	5166
3. WCBM	281/9.5	9.8	3. WCBM	286	3. WLIF-FM	274	3. WCBM	4400
4. WCAO	185/6.2	8.4	4. WCAO	206	4. WPOC-FM	139	4. WLIF-FM	3854
5. WPOC-FM	148/5.0	2.8	WPOC-FM	206	5. WCAO	136	5. WPGC-FM	3012
6. WLPL-FM	146/4.9	2.7	6. WPGC-FM	197	6. WFBR	129	6. WLPL-FM	2888
7. WFBR	132/4.5	5.3	7. WLPL-FM	156	7. WMAR-FM	112	7. WFBR	2653
8. WWIN	130/4.4	4.7	8. WFBR	134	8. WWIN	105	8. WPOC-FM	2615
9. WMAR-FM	112/3.8	3.6	9. WWIN	130	9. WLPL-FM	88	9. WWIN	2036
10. WIYY-FM	108/3.6	---	10. WGAY-FM	119	10. WIYY-FM	80	10. WKTK-FM	1824
11. WKTK-FM	92/3.1	3.5	11. WMAR-FM	117	11. WITH	76	11. WTOP	1799
12. WSID	89/3.0	3.2	WKYS-FM	117	12. WKTK-FM	73	12. WMAR-FM	1631

12+ FM SHARE (METRO): 44.52% (1247 of 2801) (A/M 76: 37.04%)  
 12+ FM SHARE (TSA): 50.68% (1869 of 3688) (A/M 76: 41.20%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM DRIVE</u>	
1. WLPL-FM	58	1. WCBM	132	1. WBAL	185	1. WBAL	261	1. WBAL	741
2. WCAO	49	2. WCAO	79	2. WLIF-FM	173	2. WLIF-FM	203	2. WCBM	491
3. WIYY-FM	28	3. WLPL-FM	78	3. WCBM	166	3. WCBM	118	3. WFBR	358
4. WWIN	25	4. WIYY-FM	69	4. WPOC-FM	99	4. WPOC-FM	99	4. WLIF-FM	322
5. WSID	21	WWIN	69	5. WFBR	83	5. WMAR-FM	75	5. WCAO	289

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	375 (4)	585 (11)	960 (15)	34.3
MOR	762 (4)		762 (4)	27.2
BTFL MUSIC	89 (2)	434 (5)	523 (7)	18.7
BLACK	252 (4)	13 (1)	265 (5)	9.5
COUNTRY	41 (2)	175 (2)	216 (4)	7.7
NEWS/INFO/TALK	33 (2)		33 (2)	1.2
RELIGION		30 (2)	30 (2)	1.1
CLASSICAL	4 (1)	10 (1)	14 (2)	0.5
			<u>2801 (41)</u>	

BALTIMORE ADI

<u>12+ ADI 1/4</u>		<u>12+ ADI CUME</u>	
1. WBAL	455	1. WBAL	5797
2. WLIF-FM	296	2. WCAO	4299
3. WCBM	274	3. WCBM	4146
4. WCAO	180	4. WLIF-FM	3344
5. WPOC-FM	163	5. WLPL-FM	2719
6. WLPL-FM	150	6. WFBR	2512
7. WWIN	130	7. WPOC-FM	2103
8. WFBR	127	8. WWIN	2015
9. WMAR-FM	112	9. WKTK-FM	1663
10. WIYY-FM	105	10. WIYY-FM	1473
11. WKTK-FM	92	11. WMAR-FM	1472
WSID	92	12. WITH	1271
13. WITH	78	13. WSID	1248
14. WAYE	53	14. WAYE	1004
15. WBKZ-FM	52	15. WBKZ-FM	759

ADI FM SHARE: 43.91% (1208 of 2751) (A/M 76: 37.57%)

AM STATIONS

WBAL, 50 KW	@ 1090, MOR	NBC,	\$64.00, (MMR), Hearst
WCAO, 5 KW	@ 600, ROCK	ABC-C,	\$65.00, (Mc-Guild), Plough
WCBM, 10 KW/5 KW	@ 680, MOR	ABC-E,	\$66.25, (Metro), Metromedia
WITH, 1 KW/250W	@ 1230, BTFL MUS (TM)	CBS,	\$31.00, (H. R. Stone), Reeves
WAYE, 1 KW	@ 860 (Days), ROCK	IND,	\$26.00, (P/W)
WSID, 1 KW	@ 1010 (Days), BLACK	IND,	\$25.00, (UBC), United
WFBR, 5 KW	@ 1300, CONTEMP	ABC-1,	\$39.29, (Blair)
WWIN, 1 KW	@ 1400, BLACK	NBN,	\$26.50, (Sav-Gates)

FM STATIONS

WBKZ-FM, 95.9, 5 KW	@ 400, CONTEMP (Drake-Chen)	IND,	\$22.00 (Blair)
WIYY-FM, 97.9, 50 KW	@ 946, ROCK	IND,	\$18.00 (MMR) Hearst
WKTK-FM, 105.7, 50 KW	@ 245, ROCK	ABC-FM,	\$36.00 (ABC Spot)
WLIF-FM, 101.9, 14 KW	@ 961, BTFL MUS (Schulke)	IND,	\$52.00 (Christal) Cox
WLPL-FM, 92.3, 20 KW	@ 400, ROCK	IND,	\$31.00 (UBC) United
WMAR-FM, 106.5, 50 KW	@ 620, BTFL MUS (Bonneville)	IND,	\$20.00 (Katz) Abell
WPOC-FM, 93.1, 50 KW	@ 870, COUNTRY	IND,	\$34.25 (Eastman) Nationwide

TELEVISION STATIONS

WBAL	Baltimore	11	NBC, Hearst	(\$1500)
WBFF	Baltimore	45	IND	(\$300)
WJZ	Baltimore	13	ABC, Westinghouse	(\$3000)
WMAR	Baltimore	2	CBS, Abell	(\$2500)

NEWSPAPERS

Baltimore Sun, Evening Sun	ME	361,623	\$1.70	\$4,590, Abell
Baltimore News American	E	199,247	\$2.20	\$5,940, Hearst

ADS Market #84  
 Revenue Rank #83  
 Income Rank #48

BATON ROUGE

APR 14.0  
 Revenue: \$3,056,674  
 Income: \$ 375,400

<u>12+ METRO (1/4/SHARE)</u>		<u>1976</u>		<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WXOK	84/17.8	17.9	1. WXOK	102	1. WXOK	68	1. WLCS	1462	
2. WQXY-FM	63/13.4	13.1	2. WAFB-FM	84	2. WQXY-FM	62	2. WAFB-FM	1418	
3. WLCS	58/12.3	14.2	3. WQXY-FM	84	3. WLCS	41	3. WIBR	1123	
4. WAFB-FM	40/8.5	6.0	4. WLCS	76	4. WJBO	34	4. WQXY-FM	1025	
5. WIBR	38/8.1	12.7	5. WYNK-FM	41	5. WAFB-FM	30	5. WXOK	1002	
6. WJBO	35/7.4	5.2	6. WIBR	40	6. WYNK-FM	30	6. WJBO	728	
7. WYNK-FM	30/6.4	6.5	7. WJBO	39	7. WIBR	28	7. WWL	703	
8. WFMF-FM	26/5.5	4.3	8. WYNK	33	8. WYNK	24	8. WFMF-FM	618	
9. WYNK	25/5.3	6.7	9. WFMF-FM	31	9. WFMF-FM	23	9. WYNK-FM	605	
10. WWL	16/3.4	2.8	10. WWL	30	10. WWL	16	10. WYNK	414	

FM SHARE (METRO): 35.89% (159 of 443) (A/M 76: 31.77%)  
 FM SHARE (TSA): 40.20% (240 of 597) (A/M 76: 38.02%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WLCS	17	1. WXOK	43	1. WQXY-FM	41	1. WQXY-FM	37	1. WXOK	113
2. WXOK	16	2. WLCS	26	2. WXOK	41	2. WXOK	23	2. WLCS	102
3. WAFB-FM	10	3. WFMF-FM	22	3. WLCS	31	3. WYNK-FM	16	3. WQXY-FM	95
4. WIBR	10	4. WAFB-FM	22	4. WYNK	21	4. WJBO	15	4. WAFB-FM	83

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	98 (3)	66 (2)	164 (5)	37.0
COUNTRY	56 (4)	30 (1)	86 (5)	19.4
BTFM MUSIC		63 (1)	63 (1)	14.2
BLACK	84 (1)		84 (1)	19.0
MOR	38 (2)		38 (2)	8.6
UNKNOWN	8 (1)		8 (1)	1.8
			<u>443 (15)</u>	

STATIONS

WXOK,	1460,	5 KW/1 KW,	BLACK	MBN,	\$16.00 (Selcom), Security
WLCS,	910,	1 KW,	ROCK	IND,	\$18.50 (Mc-Guild)
WIBR,	1300,	1 KW,	CONTEMP	IND,	\$14.50 (H. R. Stone)
WJBO,	1150,	5 KW,	MOR	NBC,	\$14.50 (Tor-Lask), Manship
WYNK,	1380,	5 KW (Days),	COUNTRY	ABC-E,	\$12.00 (Masla), Miss Lou

STATIONS

WQXY-FM,	100.7,	100 KW @ 750,	BTFM MUS (Schulke)	IND,	\$18.50 (Mc-Guild)
WAFB-FM,	98.1,	100 KW @ 1500,	CONTEMP (Drake-Chen)	ABC-C,	\$13.00 (Pro-Meek) Guaranty
WYNK-FM,	101.5,	100 KW @ 403,	COUNTRY	ABC-1,	\$12.00 (Masla), Miss Lou
WFMF-FM,	102.5,	100 KW @ 475,	AOR	ABC-F,	\$ 9.00 (Tor-Laks) Manship

STATIONS

WAFB	Baton Rouge	9	CBS, Guaranty	(\$500)
WBRZ	Baton Rouge	2	NBC, Manship	(\$500)
WBTB	Baton Rouge	33	ABC	(\$260)

NEWSPAPERS

Baton Rouge Advocate, State-Times ME 107,550 \$ .99 \$1,770, Manship

SRDS Market #105  
 Revenue Rank #98  
 Income Rank #275

BEAUMONT - PORT ARTHUR - ORANGE

APR 13.8  
 Revenue: \$2,613,364  
 Income: \$ 102,625

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>	<u>18+ METRO</u>	<u>12+ TSA CUME</u>			
1. KWIC-FM	58/14.9	10.1	1. KWIC-FM	67	1. KJET	36	1. KWIC-FM	803
2. KJET	44/11.3	12.3	2. KYKR-FM+	49	2. KYKR-FM+	35	2. KLVI	741
3. KOLE	37/9.5	8.5	3. KJET	45	3. KWIC-FM	34	3. KYKR-FM+	640
4. KYKR-FM+	36/9.2	6.6	4. KLVI	44	4. KOLE	32	4. KOLE	637
5. KLVI	32/8.2	3.8	5. KOLE	38	5. KLVI	31	5. KIOC-FM	522
6. KIOC-FM	28/7.2	---	6. KIOC-FM	34	6. KIOC-FM	27	6. KJET	496
7. KTRM	24/6.2	12.6	7. KTRM	25	7. KTRM	24	7. KTRM	495
8. KAYD-FM	21/5.4	4.1	8. KTRH	23	8. KQXY-FM	19	8. KTRH	476
9. KQXY-FM	19/4.9	---	9. KQXY-FM	21	9. KAYD-FM	16	9. KAYC	444
10. KAYC	17/4.4	11.8	KAYD-FM	21	KIEL-FM	16	10. KPAC	346

FM SHARE (METRO): 46.39% (167 of 360) (A/M 76: 26.91%)  
 FM SHARE (TSA): 46.92% (198 of 422) (A/M 76: 27.75%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>			
1. KWIC-FM	24	1. KJET	27	1. KYKR-FM+	25	1. KLVI	90
2. KJET	8	2. KOLE	25	2. KWIC-FM	23	2. KKYR-FM+	74
3. KAVC	6	KWIC-FM	25	3. KIOC-FM	21	3. KTRH	63

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
COUNTRY	73 (4)	25 (1)	98 (5)	27.2
ROCK/CONTEMP	17 (1)	79 (2)	96 (3)	26.7
MOR	47 (2)		47 (2)	13.1
BTFM MUSIC		35 (2)	35 (2)	9.7
BLACK	44 (1)		44 (1)	12.2
UNKNOWN		28 (1)	28 (1)	7.8
NEWS/INFO/TALK	12 (1)		12 (1)	3.3
			360 (15)	

AM STATIONS

KJET, 1380, 1 KW (Days),	BLACK	MBN, NBN,	\$14.50 (Eastman)
KOLE, 1340, 1 KW/250W,	MOR/CONTEMP	ABC-C,	\$21.00 (Selcom)
KLVI, 560, 5 KW,	COUNTRY	IND,	\$10.50 (H. R. Stone)
KTRM, 990, 1 KW,	COUNTRY	ABC-1,	\$12.50 (Tor-Lask)
KAYC, 1450, 1 KW/250W,	CONTEMP	IND,	\$10.00 (Mc-Guild) Texas Coast
KPAC, 1250, 5 KW/1 KW,	MOR	MBS,	\$ 8.53 (Groskin) Port Arthur

FM STATIONS

KWIC-FM, 107.7, 100 KW @ 389,	ROCK	ABC-F,	\$14.20 (Eastman)
KYKR-FM+, 93.3, 100 KW @ 500,	COUNTRY	IND,	\$ 7.68 (Masla)
KIOC-FM, 106.1, 100 KW @ ?	??	IND,	? ? ?
KAYD-FM, 97.5, 50 KW @ 320,	CONTEMP	IND,	\$ 8.00 (Mc-Guild) Texas Coast
KQXY-FM, 94.1, 100 KW @ 235,	BTFM MUS (Schulke)	NBC,	\$ 7.00 ( ---- )
KIEL-FM, 95.1, 30 KW @ 238,	BTFM MUS (TM)	IND,	\$ 4.25 (Tor-Lask)

KTRH - See Houston

TV STATIONS

KBMT	Beaumont	12	ABC	(\$250 - Happy Days)
KFDM	Beaumont	6	CBS, Belo	(\$680)
KJAC	Beaumont	4	NBC, Clay	(\$225 - Sanford)

NEWSPAPERS

Beaumont Enterprise, Journal	ME	78,591	\$ .63	\$1,707
Port Arthur News	E	25,803	.37	\$ 979

ADS Market #275  
 Revenue Rank #159  
 Income Rank #191

BILLINGS

APR 15.4  
 Revenue: \$1,468,151  
 Income: \$ 13,074

<u>18+ METRO (1/4/SHARE) 1976</u>		<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
KOOK	35/28.0 26.0	1. KOOK	45	1. KOOK	29	1. KOOK	577
KBMY	23/18.4 18.9	2. KOYN	26	2. KBMY	22	2. KGHL	404
KOYN-FM	19/15.2 14.2	3. KBMY	25	3. KOYN	16	3. KBMY	300
KOYN	16/12.8 13.4	4. KGHL	22	4. KOYN-FM	14	4. KOYN-FM	272
KGHL	11/8.8 8.7	5. KOYN-FM	19	5. KURL-FM	11	5. KOYN	267
KURL-FM	11/8.8 11.8	6. KURL-FM	13	KGHL	11	6. KURL-FM	151
KURL	4/3.2 3.9	7. KURL	6	7. KURL	4	7. KURL	85

FM SHARE (METRO): 25.21% (30 of 119) (A/M 76: 26.83%)  
 FM SHARE (TSA): 20.51% (32 of 156) (A/M 76: 21.69%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
KOOK 6	1. KOOK 22	1. KBMY 12	1. KBMY 14	1. KOOK 63
KOYN-FM 5	2. KOYN-FM 13	KOOK 12	2. KOYN 11	2. KBMY 38
KBMY 1	3. KBMY 6	3. KOYN 10	3. KURL-FM 8	KGHL 38

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	35 (1)	19 (1)	54 (2)	45.4
COUNTRY	39 (2)		39 (2)	32.8
MOR	11 (1)		11 (1)	9.2
BTFL MUSIC		11 (1)	11 (1)	9.2
RELIGION	4 (1)		4 (1)	3.4
			119 (7)	

STATIONS

KOOK, 970, 5 KW,	ROCK	IND, \$10.00 (Tor-Lask)
KBMY, 1240, 1 KW/250W,	COUNTRY	ABC-1, \$ 7.00 (Hix), Journal Star
KOYN, 910, 1 KW (Days),	COUNTRY	ABC-E, \$ 6.95 (Pro-Meek), Meyer
KGHL, 790, 5 KW,	MOR	NBC, \$ 8.25 (Eastman), Hatch
KURL, 730, 500W (Days),	RELIGION/MOR	IND, \$ 3.00 (Sav-Gates), Christian Ent.

STATIONS

KOYN-FM, 93.3, 26.5 KW @ 64,	CONTEMP	ABC-C, \$ 5.50 (Pro-Meek), Meyer
KURL-FM, 97.1, 17.5 KW @ 30,	BTFL MUS (TM)	IND, \$ 3.75 (Sav-Gates), Chris. Enter.

STATIONS

WTVQ	Billings	2	NBC, Garryowen	(\$70)
WFLR	Billings	8	ABC, Harriscope	(\$75)

NEWSPAPERS

Billings Gazette	M	55,847	\$ .52	\$1,248, Lee
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SRDS Market #118  
 Revenue Rank #140  
 Income Rank #304

BINGHAMPTON

APR 15.7  
 Revenue: \$1,720,335  
 Income: \$ -235,051

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WQYT-FM	75/19.3	13.0	1. WQYT-FM	97	1. WQYT-FM	74	1. WNBF	1265
WNBF	75/19.3	12.7	2. WNBF	77	2. WNBF	73	2. WINR	862
3. WAAL-FM	49/12.6	12.7	3. WAAL-FM	66	3. WAAL-FM	39	3. WAAL-FM	858
4. KMRV-FM	34/8.8	11.4	4. WMRV-FM	41	4. WMRV-FM	28	4. WQYT-FM	823
5. WENE	30/7.7	10.1	WINR	41	5. WENE	27	5. WENE	680
6. WKOP	26/6.7	11.9	6. WKOP	38	6. WKOP	26	6. WMRV-FM	674
7. WINR	25/6.4	7.0	7. WENE	30	7. WEBO-FM+	18	7. WKOP	468
8. WEBO-FM+	18/4.6	2.6	8. WEBO-FM+	18	8. WINR	17	8. WEBO-FM+	244
9. WARM	6/1.5	2.1	9. WARM	10	9. WARM	5	9. WARM	172
10. WGBI-FM	4/1.0	---	WGBI-FM	10	10. WGBI-FM	4	10. WATS+	127

FM SHARE (METRO): 50.73% (175 of 345) (A/M 76: 45.96%)  
 FM SHARE (TSA): 52.86% (231 of 437) (A/M 76: 48.60%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WAAL-FM	10	1. WAAL-FM	33	1. WNBF	48	1. WQYT-FM	42	1. WNBF	174
2. WINR	8	2. WNBF	25	2. WQYT-FM	30	2. WNBF	35	2. WQYT-FM	90
3. WMRV-FM	6	3. WQYT-FM	22	3. WMRV-FM	20	3. WKOP	16	3. WKOP	61

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	55 (2)	87 (3)	142 (5)	41.2
MOR	89 (4)	13 (2)	102 (6)	29.6
BTFL MUSIC		75 (1)	75 (1)	21.7
COUNTRY	26 (1)		26 (1)	7.5
			345 (13)	

AM STATIONS

WNBF, 1290, 5 KW,	MOR,	ABC-1, \$14.25 (Blair), Stoner
WENE, 1430, 5 KW,	CONTEMP,	ABC-C, \$15.50 (Masla)
WKOP, 1360, 5 KW/500W,	COUNTRY,	CBS, \$16.00 (Pro-Meek)
WINR, 680, 1 KW/500W,	CONTEMP,	NBC, \$12.00 (H. R. Stone)

FM STATIONS

WQYT-FM, 98.1, 10 KW @ 950, BTFL MUS (Schulke)	IND, \$ 9.50 (Blair), Stoner
WAAL-FM, 99.1, 7.1 KW @ 1090, ROCK	ABC-F, \$20.00 (Tor-Lask), Regional
WMRV-FM, 105.1, 35 KW @ 570, CONTEMP (Drake-Chen)	ABC-E, \$15.50 (Masla)
WEBO-FM+, 101.7 1.1 KW @ 440, MOR	MBS, \$ 5.50 (Market 4)
WARM, WGBI-FM - See Scranton	

TV STATIONS

WBJA Binghampton	34	ABC, Empire	(\$75)
WBNG Binghampton	12	CBS, Gateway	(\$600)
WICZ Binghampton	40	NBC	

NEWSPAPERS

Binghampton Press	E	71,117	
Binghampton Sun-Bulletin	M	27,817	
		98,934	\$ .65 \$1,500, Gannett

ARDS Market #47  
 ADI #50  
 Revenue Rank #34  
 Income Rank #24

BIRMINGHAM

APR 16.3  
 Revenue: \$6,817,888  
 Income: \$ 846,771

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WATV	121/11.4	10.5	1. WSGN	130	1. WATV	102	1. WSGN	2263
2. WSGN	97/9.2	8.9	2. WATV	122	2. WBUL	70	2. WERC	1955
3. WBUL	92/8.7	5.5	3. WERC-FM	105	3. WSGN	69	3. WVOK	1756
4. WERC	76/7.2	10.1	4. WQEN-FM	104	4. WYDE	61	4. WERC-FM	1468
5. WERC-FM	64/6.1	6.2	5. WBUL	93	5. WENN	55	5. WYDE	1434
6. WYDE	61/5.8	6.9	6. WERC	81	6. WERC	52	6. WQEN-FM	1369
7. WENN	59/5.6	6.4	7. WVOK	79	7. WQEZ-FM	51	7. WVOK-FM	1104
8. WVOK-FM	55/5.2	---	8. WVOK-FM	75	8. WAPI	49	8. WAPI	1103
9. WQEZ-FM	51/4.8	4.8	9. WYDE	72	9. WERC-FM	44	9. WZZK-FM	975
10. WAPI	49/4.6	7.3	10. WENN	60	10. WCRT	41	10. WENN	922

12+ FM SHARE (METRO): 28.63% (276 of 964) (A/M 76: 26.21%)  
 12+ FM SHARE (TSA): 39.82% (522 of 1311) (A/M 76: 29.81%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WSGN	28	1. WBUL	46	1. WATV	49	1. WATV	41	1. WERC-FM+	208
2. WERC	24	2. WATV	44	2. WYDE	42	2. WYDE	38	2. WSGN	195
3. WBUL	22	3. WSGN	42	3. WSGN	38	3. WCRT	34	3. WATV	174
4. WERC-FM	20	4. WVOK-FM	35	4. WENN	31	4. WENN	29	4. WYDE	148
5. WATV	19	5. WERC-FM	28	5. WERC	29	5. WQEZ-FM	28	5. WQEN-FM	114

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	173 (2)	125 (3)	298 (5)	30.9
BLACK	312 (4)	19 (1)	331 (5)	34.3
COUNTRY	102 (3)	35 (1)	137 (4)	14.2
MOR	95 (3)	7 (1)	102 (4)	10.6
ETFL MUSIC		51 (1)	51 (1)	5.3
RELIGION		15 (1)	15 (1)	1.6
UNKNOWN	6 (1)	24 (2)	30 (3)	3.1

964 (23)



BIRMINGHAM ADI

12+ ADI 1/4

1. WATV	122
2. WSGN	113
3. WERC-FM	99
4. WBUL	92
5. WERC	80
6. WYDE	70
7. WVOK-FM	68
8. WVOK	67
9. WENN	60
WQEN-FM	60
11. WQEZ-FM	56
12. WZZK-FM	54
13. WAPI	50
14. WCRT	41
15. WJLD	40

12+ ADI CUME

1. WSGN	2122
2. WERC	1906
3. WVOK	1445
4. WYDE	1401
5. WERC-FM	1374
6. WAPI	1052
7. WVOK-FM	967
8. WZZK-FM	885
WENN	885
10. WATV	876
11. WQEN-FM	855
12. WQEZ-FM	830
13. WBUL	821
14. WJLD	741
15. WAPI-FM	653

ADI FM SHARE: 34.43% (480 of 1394) (O/N 76: 30.82%)

AM STATIONS

WATV, 900, 1 KW (Days),	BLACK	IND,	\$16.00 (Tor-Lask)
WSGN, 610, 5 KW/1 KW,	ROCK	IND,	\$36.50 (Eastman), Southern
WBUL, 1220, 1 KW (Days),	BLACK	MBN,	\$16.00 ( ---- )
WERC, 960, 5 KW,	CONTEMP	IND,	\$38.50 (Mc-Guild), Mooney
WYDE, 850, 50 KW/1 KW,	COUNTRY	ABC-1,	\$38.50 (Katz), Columbia Pictures
WVOK, 690, 50 KW (Days),	COUNTRY	ABC-E,	\$23.00 (Buckley)
WENN, 1320, 5 KW (Days),	BLACK	NBN,	\$18.00 (Howard)
WAPI, 1070, 50 KW/5 KW,	MOR	NBC,	\$20.50 (Christal), Newhouse
WCRT, 1260, 5 KW (Days),	MOR	MBS,	\$23.00 (Blair)
WJLD, 1400, 1 KW/250W,	BLACK	ABC-C,	\$15.60 (H. R. Stone)

FM STATIONS

WERC-FM, 106.9, 100 KW @ 1114,	CONTEMP	IND,	\$38.50 (Mc-Guild)
WVOK-FM, 99.5, 100 KW @ 810,	AOR	IND,	\$15.00 (Buckley)
WQEN-FM, 103.7, 100 KW @ 1110,	ROCK	ABC-C,	\$ 8.00 (Mark 4), S'media (GAESE)
WQEZ-FM, 96.5, 50 KW @ 760,	BTFL MUSIC (TM)	IND,	\$22.00 (Blair)
WZZK-FM, 104.7, 100 KW @ 640,	COUNTRY (TM)	ABC-F,	\$18.00 (H. R. Stone)
WAPI-FM, 94.5, 100 KW @ 982,	? ? ?	IND,	\$10.00 (Christal), Newhouse

TV STATIONS

WAPI	Birmingham	13	NBC, Newhouse	(\$800 - Chico, Sanford)
WBGH	Birmingham	42	CBS, Park	(\$500)
WBRC	Birmingham	6	ABC, Taft	(\$1100 - Happy Days)

NEWSPAPERS

Birmingham Post - Herald, News	ME	254,965	\$1.44	\$3,770, Newhouse
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SRDS Market #245  
 Revenue Rank # NA  
 Income Rank # NA

BLOOMINGTON, IL

APR 14.2  
 Revenue: NA  
 Income: NA

12+ METRO (1/4/SHARE) 1976

1. WJBC	64/45.7	39.1
2. WBNQ-FM	25/17.9	11.8
3. WIHN-FM	13/9.3	3.1
4. WLS	11/7.9	11.2
5. WMAQ	5/3.6	10.6
6. WAKC	3/2.1	4.3
WGN	3/2.1	3.1

12+ TSA

1. WJBC	70
2. WBNQ-FM	31
3. WLS	16
4. WIHN-FM	13
5. WMAQ	8
6. WGN	5
WAKC	5

18+ METRO

1. WJBC	62
2. WBNQ-FM	18
3. WIHN-FM	13
4. WLS	7
5. WMAQ	5
6. WAKC	3
WGN	3

12+ TSA CUME

1. WJBC	819
2. WBNQ-FM	464
WLS	464
4. WAKC	158
5. WGN	147
6. WIHN-FM	134
7. WBBM	100

12+ FM SHARE (METRO): 31.30% (41 of 131) (A/M 76: 21.83%)  
 12+ FM SHARE (TSA): 30.82% (49 of 159) (A/M 76: 26.23%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. WBNQ-FM 7	1. WJBC 17	1. WJBC 31	1. WJBC 30	1. WJBC 172
2. WLS 4	2. WBNQ-FM 16	2. WBNQ-FM 7	2. WIHN-FM 6	2. WBNQ-FM 28
3. WJBC 2	3. WLS 7	WIHN-FM 7	3. WMAQ 3	3. WLS 17

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR	68 (3)		68 (3)	51.9
ROCK/CONTEMP	11 (1)	28 (3)	39 (4)	29.8
BTFL MUSIC		13 (1)	13 (1)	10.0
COUNTRY	8 (2)		8 (2)	6.1
RELIGION	2 (1)		2 (1)	1.5
NEWS/INFO/TALK	1 (1)		1 (1)	.8
			<u>131 (12)</u>	

RADIO STATIONS

WJBC,	1 KW/250W	@ 1230, MOR	ABC-I , \$20.00 (M - G)
WAKC,	1 KW/500W	@ 1440, COUNTRY	CBS , \$ 6.50 (T - L)
WBNQ-FM,	101.5, 50 KW	@ 460, CONTEMP (Drake-Chennault)	NO NET, \$11.50 (M - G)
WIHN-FM,	96.7, 3 KW	@ 300, BTFL MUSIC (TM)	NO NET, \$10.00 (Walton)

FOR ALL OTHER STATIONS SEE PEORIA AND CHICAGO

FOR TV AND NEWSPAPER INFO SEE PEORIA

SRDS Market #215  
 Revenue Rank #173  
 Income Rank #299

BOISE

APR 14.4  
 Revenue: \$1,305,085  
 Income: \$ -208,685

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KFXD	47/18.3	20.0	1. KFXD	69	1. KBOI	34	1. KFXD	967
2. KBOI	34/13.2	11.0	2. KBOI	47	2. KGEM	32	2. KBOI	702
3. KGEM	33/12.8	10.3	3. KGEM	45	3. KBXL-FM	29	3. KGEM	581
4. KBXL-FM	30/11.7	9.0	4. KBXL-FM	38	KFXD	29	4. KBBK-FM	515
5. KUUZ-FM	26/10.1	---	5. KUUZ-FM	34	5. KUUZ-FM	18	5. KBXL-FM	435
6. KBBK-FM	15/5.8	14.8	6. KBBK-FM	24	6. KAIN	13	6. KUUZ-FM	415
7. KAIN	13/5.1	5.2	7. KFXD-FM	16	KSPD	13	7. KFXD-FM	316
KSPD	13/5.1	3.2	8. KSPD	15	8. KBBK-FM	11	8. KSPD	207
9. KFXD-FM	11/4.3	4.5	9. KAIN	14	KFXD-FM	11	9. KBRJ	205
10. KBGN	9/3.5	1.3	10. KBRJ	13	10. KBGN	9	10. KAIN	203

FM SHARE (METRO): 35.08% (87 of 248) (A/M 76: 33.79%)  
 FM SHARE (TSA): 34.10% (118 of 346) (A/M 76: 32.63%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. KFXD	18	1. KFXD	26	1. KGEM	22	1. KBOI	20	1. KBOI	89
2. KUUZ-FM	8	2. KUUZ-FM	16	2. KBOI	21	2. KBXL-FM	17	2. KGEM	68
3. KBBK-FM	4	3. KGEM	12	KBXL-FM	21	KGEM	17	3. KFXD	61

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	54 (3)	52 (3)	106 (6)	42.7
COUNTRY	38 (2)		38 (2)	15.3
BTFL MUSIC		35 (2)	35 (2)	14.1
MOR	47 (2)		47 (2)	19.0
NEWS/INFO/TALK	13 (1)		13 (1)	5.2
RELIGION	9 (1)		9 (1)	3.6
			<u>248 (14)</u>	

AM STATIONS

KFXD, 580, 5 KW,	ROCK	IND, \$ 7.50 (Tor-Lask)
KBOI, 670, 5 KW/25 KW,	MOR	CBS, \$11.50 (Katz)
KGEM, 1140, 10 KW,	COUNTRY	ABC-1, \$ 7.68 (Eastman), Hatch
KAIN, 1340, 1 KW/250W,	MOR	IND, \$ 5.75 (Howard), Brent Larson
KSPD, 790, 1 KW (Days),	NEWS	NBC, \$ 6.25 (Sav-Gates)
KBGN, 910, 1 KW (Days),	RELIGION	IND, \$ 3.00 (Sav-Gates)
KBRJ, 950, 5 KW (Days),	COUNTRY	ABC-E, \$ 5.00 (Masla)

FM STATIONS

KBXL-FM, 94.1, 25 KW @ 4500,	BTFL MUS (TM)	IND, \$ 7.75 (Sav-Gates)
KUUZ-FM, 96.9, 46 KW @ 2510,	ROCK	IND, \$ 6.00 (Howard)
KBBK-FM, 92.3, 44 KW @ 2500,	ROCK	ABC-F, \$ 6.00 (Masla)
KFXD-FM, 94.9, 46 KW @ 2520,	CONTEMP (Drake-Chen)	IND, \$ 5.00 (Eastman)

TV STATIONS

KBCI	Boise	2	CBS	(\$275)
KIVI	Boise	6	ABC	(\$160 - Happy Days)
KTVB	Boise	7	NBC	(\$180)

NEWSPAPERS

Boise Idaho Statesman	M	53,159	\$ .69	\$1,275, Gannett
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DS Market #8  
 I #6  
 Revenue Rank #7  
 Income Rank #16

BOSTON

APR 10.2  
 Revenue: \$22,512,746  
 Income: \$ 1,624,397

12+ METRO (1/4/SHARE)		1976	12+ TSA		18+ METRO		12+ TSA CUME	
WBZ	487/10.6	9.0	1. WBZ	793	1. WBZ	462	1. WBZ	13679
WHDH	477/10.4	7.4	2. WHDH	572	2. WHDH	455	2. WRKO	11752
WEEI	430/9.3	8.9	3. WRKO	529	3. WEEI	423	3. WHDH	8347
WJIB-FM	385/8.4	10.3	4. WJIB-FM	512	4. WJIB-FM	382	4. WEEI	7571
WRKO	351/7.6	10.4	5. WEEI	475	5. WRKO	209	5. WJIB-FM	7434
WVBF-FM	227/4.9	6.2	6. WCOZ-FM	333	6. WMEX	178	6. WVBF-FM	5746
WMEX	185/4.0	3.2	7. WVBF-FM	317	7. WROR-FM	165	7. WMEX	4683
WCOZ-FM	179/3.9	2.9	8. WROR-FM	261	8. WCOZ-FM	157	8. WROR-FM	4659
WROR-FM	172/3.7	3.1	9. WBCN-FM	243	9. WSSH-FM	144	9. WCOZ-FM	4588
WBCN-FM	154/3.3	2.8	10. WMEX	218	10. WBCN-FM	140	10. WBCN-FM	3670
WSSH-FM	144/3.1	2.5	11. WSSH-FM	191	11. WWEL-FM	121	11. WSSH-FM	2913
WEEI-FM	123/2.7	3.1	12. WEEI-FM	187	12. WEEI-FM	120	12. WEEI-FM	2821
WWEL-FM	121/2.6	2.9	WSRS-FM	187	13. WVBF-FM	118	13. WBZ-FM	2790
WCGY-FM	87/1.9	1.4	14. WCGY-FM	145	14. WCRB-FM	64	14. WCGY-FM	2656
WBZ-FM	70/1.5	1.1	15. WAAF-FM	140	WCOP	64	15. WSRS-FM	2392

12+ FM SHARE (METRO): 43.05% (1832 of 4255) (A/M 76: 43.27%)  
 12+ FM SHARE (TSA): 48.13% (2926 of 6079) (A/M 76: 47.43%)

TEENS	18 - 34	25 - 54	35 - 64	AM DRIVE
WRKO 142	1. WCOZ-FM 151	1. WBZ 326	1. WBZ 268	1. WBZ 1629
WVBF-FM 109	2. WBZ 146	2. WHDH 201	2. WJIB-FM 249	2. WEEI 1093
WCGY-FM 29	3. WRKO 145	3. WJIB-FM 187	3. WHDH 222	3. WHDH 896
WBZ 25	4. WROR-FM 135	4. WEEI 129	4. WEEI 208	4. WJIB-FM 573
WCOZ-FM 22	5. WBCN-FM 133	5. WRKO 110	5. WMEX 88	5. WRKO 493
WHDH 22	6. WVBF-FM 108	6. WROR-FM 106	6. WSSH-FM 83	6. WCOZ-FM 329
WILD 20	7. WHDH 104	7. WSSH-FM 87	7. WWEL-FM 65	7. WROR-FM 263

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	392 (2)	1065 (9)	1457 (11)	34.2
MOR	1158 (7)		1158 (7)	27.2
SOFT MUSIC	40 (1)	673 (4)	713 (5)	16.8
NEWS/INFO/TALK	615 (2)		615 (2)	14.5
COUNTRY	65 (1)		65 (1)	1.5
CLASSICAL		64 (1)	64 (1)	1.5
BIG BAND	28 (1)		28 (1)	0.7
BLUES	65 (1)		65 (1)	1.5
UNKNOWN	60 (1)	30 (1)	90 (2)	2.1
			<u>4255 (31)</u>	

BOSTON ADI

<u>12+ ADI 1/4</u>		<u>12+ ADI CUME</u>	
1. WBZ	716	1. WBZ	11934
2. WHDH	551	2. WRKO	10831
3. WRKO	492	3. WHDH	7838
4. WJIB-FM	490	4. WEEI	7366
5. WEEI	465	5. WJIB-FM	6934
6. WVBF-FM	305	6. WVBF-FM	5449
7. WCOZ-FM	302	7. WMEX	4491
8. WROR-FM	233	8. WCOZ-FM	4259
9. WMEX	212	9. WROR-FM	4141
10. WBCN-FM	211	10. WBCN-FM	3367
11. WSSH-FM	191	11. WSSH-FM	2858
12. WSRF-FM	183	12. WCGY-FM	2628
13. WEEI-FM	162	13. WBZ-FM	2542
14. WCGY-FM	145	14. WEEI-FM	2485
15. WTAG	132	15. WSRF-FM	2238

ADI FM SHARE: 46.62% (2936 of 6298) (A/M 76: 47.53%)

AM STATIONS

WBZ, 50 KW	@ 1030,	MOR/TALK	IND,	\$125.00 (RAR)	Westinghouse
WHDH, 50 KW	@ 850,	MOR	ABC-E,	\$ 92.00 (Blair)	
WRKO, 50 KW	@ 680,	ROCK	IND,	\$105.00 (RKO),	RKO
WEEI, 5 KW	@ 590,	NEWS	CBS,	\$100.00 (CBS spot)	CBS
WMEX, 50 KW/5 KW	@ 1510,	TALK	NBC,	\$ 41.25 (Katz)	Richmond
WCOP, 5 KW	@ 1150,	COUNTRY	IND,	\$ 28.75 (Mc-Guild)	Plough
WILD, 1 KW	@ 1090 (Days),	BLACK	MBN,	\$ 22.00 (Howard)	Sheridan

FM STATIONS

WBCN-FM, 104.1,	50 KW @ 742,	AOR	IND,	\$67.50 (Katz)	
WCGY-FM, 93.7,	50 KW @ 402,	ROCK (TM)	IND,	\$22.00 (ABC Spot)	Curt Gowdy
WCOZ-FM, 94.5,	7 KW @ 1140,	ROCK	IND,	\$75.00 (Blair)	
WCRB-FM, 102.5,	11 KW @ 920,	CLASSICAL	IND,	\$30.00 (Concert Sales)	
WEEI-FM, 103.3,	50 KW @ 940,	CONTEMP	IND,	\$50.00 (CBS-FM)	CBS
WJIB-FM, 96.9,	9 KW @ 1010,	BTFL MUS (Schulke)	IND,	\$90.00 (Christal)	GE
WROR-FM, 98.5,	6 KW @ 1191,	OLDIES ROCK	ABC-F,	\$42.00 (RKO),	RKO
WSSH-FM, 99.5,	40 KW @ 550,	BTFL MUS (FM-100)	IND,	\$21.00 (Masla)	
WVBF-FM, 105.7,	11 KW @ 954,	ROCK	MBS,	\$62.50 (Buckley)	Fairbanks
WWEL-FM, 107.9,	21 KW @ 710,	BTFL MUS (Bonneville)	IND,	\$31.00 (Selcom)	
WBZ-FM, 106.7,	18 KW @ 760,	CONTEMP	IND,	\$30.00 (RAR)	Westinghouse

TV STATIONS

WBZ	Boston	4	NBC, Westinghouse	(\$2,800)
WCVB	Boston	5	ABC	
WLVI	Cambridge	56	IND, Field	(\$ 450)
WNAC	Boston	7	CBS, RKO	(\$2,800)
WSBK	Boston	38	IND, Storer	(\$ 600)
WSMW	Worcester	27	IND, America Group	(\$ 70)

NEWSPAPERS

Boston Globe	ME	450,972	\$2.90	\$7,830, Affiliated
Boston Herald American	M	325,381	\$2.41	\$6,507, Hearst

ADS Market #89  
 Avenue Rank #166  
 Income Rank #211

BRIDGEPORT

APR 16.7  
 Revenue: \$1,400,711  
 Income: \$ -8,469

<u>12+ METRO (1/4/SHARE)</u>		<u>1976</u>	<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
WEZN-FM	89/15.1	15.4	1. WEZN-FM	143	1. WEZN-FM	87	1. WICC	1783
WICC	74/12.6	14.4	2. WPLR-FM	85	2. WICC	64	2. WEZN-FM	1647
WPLR-FM	66/11.2	8.5	3. WICC	81	3. WPLR-FM	51	3. WABC	1441
WNAB	43/7.3	8.8	4. WCBS	64	4. WNAB	42	4. WNBC	1414
WCBS	34/5.8	4.0	5. WABC	53	5. WCBS	32	5. WCBS	1304
WKCI-FM	30/5.1	5.9	WNBC	53	6. WKCI-FM	30	6. WPLR-FM	952
WNBC	29/4.9	5.6	7. WNAB	43	7. WNBC	26	7. WNAB	784
WABC	18/3.1	4.5	WRKI-FM	43	8. WDJZ	18	8. WHN	665
WDJZ	18/3.1	---	WHN	43	9. WMMM+	17	9. WRKI-FM	663
WOR	17/2.9	3.0	10. WOR	40	WOR	17	10. WMMM+	594

12+ FM SHARE (METRO): 46.03% (249 of 541) (A/M 76: 43.70%)  
 12+ FM SHARE (TSA): 47.60% (426 of 895) (A/M 76: 41.75%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM DRIVE</u>
WPLR-FM 15	1. WPLR-FM 47	1. WEZN-FM 59	1. WEZN-FM 58	1. WICC 189
WICC 10	2. WICC 20	2. WICC 37	2. WICC 35	2. WCBS 166
WABC 7	3. WNBC 16	3. WNAB 20	3. WKCI-FM 25	3. WEZN-FM 145
WNBC 3	4. WEZN-FM 15	WNBC 20	4. WNAB 24	4. WNAB 104

STATIONS

WEZN-FM, 99.9, 25 KW @ 680, BTFL MUSIC (TM) NO NET, \$26.00 (M - G)  
 WKCI-FM, 95.1, 50 KW @ 500, ROCK NO NET, \$13.20 (Roslin)

WPLR-FM, WKCI-FM - See New Haven

STATIONS

WICC, 1 KW/500W @ 600, CONTEMP NO NET, \$27.50 (Eastman)  
 WNAB, 1 KW/250W @ 1450, MOR ABC-I, \$14.00 (Masla)  
 WMMM+, 1 KW @ 1260 (Days), MOR NO NET, \$15.00 (Roslin)  
 WDJZ, 5 KW @ 1530 (Days), NOSTALGIA NO NET, \$12.50 (Creed)

NEWSPAPER

Bridgeport Post Telegram ME 90,018 \$ .63 \$1,588

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	98 (4)	108 (9)	206 (13)	38.1
CLASSICAL	114 (7)	7 (1)	121 (8)	22.4
BTFL MUSIC		119 (2)	119 (2)	22.0
NEWS/INFO/TALK	60 (4)		60 (4)	11.1
COUNTRY	16 (1)	9 (1)	25 (2)	4.6
BLACK		6 (1)	6 (1)	1.1

541 (30)

SRDS Market #27  
 ADI #28  
 Revenue Rank #28  
 Income Rank #210

BUFFALO

APR 15.2  
 Revenue: \$7,841,666  
 Income: \$ -8,103

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WBEN	243/14.6	17.2	1. WKBW	298	1. WBEN	240	1. WKBW	5617
2. WBNY-FM	241/14.5	12.4	2. WBNY-FM	263	2. WBNY-FM	239	2. WGR	4715
3. WKBW	234/14.1	12.0	3. WBEN	259	3. WKBW	176	3. WBEN	3858
4. WGR	168/10.1	12.6	4. WGR	233	4. WGR	154	4. WBEN-FM	2843
5. WPHD-FM	97/5.8	3.2	5. WBEN-FM	143	5. WADV-FM	74	5. WBNY-FM	2700
6. WADV-FM	74/4.5	5.2	6. WPHD-FM	111	6. WPHD-FM	66	6. WPHD-FM	1792
WBEN-FM	74/4.5	4.5	7. WGRQ-FM	85	7. WBEN-FM	60	7. WYSL	1585
8. WGRQ-FM	72/4.3	4.7	8. WADV-FM	74	8. WGRQ-FM	56	8. WGRQ-FM	1350
9. WBUF-FM	54/3.3	1.8	9. WWOL	68	9. WBUF-FM	51	9. WADV-FM	938
10. WBLK-FM	49/3.0	3.9	10. WBUF-FM	59	10. WWOL	48	10. WWOL-FM	863
WWOL	49/3.0	2.5	11. WWOL-FM	58	11. WWOL-FM	43	11. WWOL	836
12. WYSL	47/2.8	1.8	12. WBLK-FM	49	12. WBLK-FM	36	12. WBUF-FM	711

12+ FM SHARE (METRO): 47.55% (727 of 1529) (A/M 76: 42.73%)  
 12+ FM SHARE (TSA): 47.36% (870 of 1837) (A/M 76: 42.44%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM DRIVE</u>	
1. WKBW	58	1. WKBW	102	1. WBNY-FM	128	1. WBNY-FM	155	1. WBEN	622
2. WPHD-FM	31	2. WGR	78	2. WGR	100	2. WBEN	127	2. WKBW	460
3. WYSL	18	3. WPHD-FM	57	3. WKBW	98	3. WKBW	67	3. WGR	375
4. WGRQ-FM	16	4. WBNY-FM	54	4. WBEN	85	4. WGR	62	4. WBNY-FM	232
5. WGR	14	5. WGRQ-FM	48	5. WADV-FM	43	5. WADV-FM	61	5. WPHD-FM+	153

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	303 (3)	297 (4)	600 (7)	39.2
MOR	420 (3)		420 (3)	27.5
BTFL MUSIC		325 (3)	325 (3)	21.3
COUNTRY	61 (2)	43 (1)	104 (3)	6.8
BLACK	18 (1)	49 (1)	67 (2)	4.4
UNKNOWN		7 (1)	7 (1)	0.5
RELIGION		6 (1)	6 (1)	0.4
			<u>1529 (20)</u>	

BUFFALO ADI

<u>12+ ADI 1/4</u>		<u>12+ ADI CUME</u>	
1. WKBW	290	1. WKBW	5384
2. WBNY-FM	261	2. WGR	4684
3. WBEN	258	3. WBEN	3833
4. WGR	232	4. WBEN-FM	2669
5. WBEN-FM	134	5. WBNY-FM	2653
6. WPHD-FM	110	6. WPHD-FM	1724
7. WGRQ-FM	84	7. WYSL	1585
8. WADV-FM	74	8. WGRQ-FM	1314
9. WWOL	68	9. WADV-FM	938
10. WWOL-FM	58	10. WWOL-FM	863
11. WBUF-FM	56	11. WWOL	836
12. WJTN	50	12. WBUF-FM	687
13. WBLK-FM	49	13. WBLK-FM	585
14. WYSL	47	14. WJTN	542
15. WEZO-FM	40	15. WKSN	428

ADI FM SHARE: 43.95% (911 of 2073) (A/M 76: 40.53%)

AM STATIONS

WKBW, 1520, 50 KW	ROCK	IND,	\$61.00 (Blair) Capital Cities
WBEN, 930, 5 KW	MOR	ABC-1,	\$58.75 (MMR)
WGR, 550, 5 KW	MOR	ABC-E,	\$83.75 (Katz) Taft
WWOL, 1120, 1 KW (Days)	COUNTRY	NBC,	\$20.00 (H. R. Stone) Rust Craft
WYSL, 1400, 1 KW/250W	ROCK	ABC-C,	\$22.00 (Masla)
WJTN, 1240, 500W/250W	MOR	ABC-E,	\$ 8.50 (Masla) Goldman (JAMESTOWN)
WKSN, 1340, 250W	CONTEMP	NBC,	\$ (Pro-Meek) (JAMESTOWN)

FM STATIONS

WBNY-FM, 96.1, 50 KW @ 480,	BTFM MUS (Schulke)	IND,	\$39.00 (Tor-Las) McCormick
WBEN-FM, 102.5, 110 KW @ 1800,	ROCK (TM)	IND,	\$32.00 (MMR)
WPHD-FM, 103.3, 49 KW @ 423,	ROCK	IND,	\$22.00 (Masla)
WGRQ-FM, 96.9, 13 KW @ 890,	AOR (Burk-Abrams)	IND,	\$34.75 (Katz) Taft
WADV-FM, 106.5, 30 KW @ 400,	BTFM MUSIC	IND,	\$18.00 (Sav-Gates)
WWOL-FM, 104.1, 50 KW @ 250,	COUNTRY	NBC,	\$18.00 (H. R. Stone) Rust Craft
WBUF-FM, 92.9, 140 KW @ 630,	AOR	IND,	\$17.50 (Roslin)
WBLK-FM, 93.7, 50 KW @ 380,	BLACK	NBN,	\$19.00 (Pro-Meek)
WEZO-FM-See Rochester			

TV STATIONS

WBEN	Buffalo	4	CBS, Buffalo Evening News	
WGR	Buffalo	2	NBC, Taft	(\$1,500)
WKBW	Buffalo	7	ABC, Capital Cities	(\$1,500)
WJTV	Buffalo	29	IND	(\$ 275) - NHL Hockey

NEWSPAPERS

Buffalo News	E	278,419	\$1.55	\$3,819
Buffalo Courier - Express	M	122,232	\$1.00	\$2,464
Niagara Falls Gazette	E	33,505	.43	\$1,059, Gannett



SRDS Market #NA  
 Revenue Rank #NA  
 Income Rank #NA

BURLINGTON - PLATTSBURGH

APR 16.3  
 Revenue: \$ NA  
 Income: \$ NA

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WEZF-FM	70/9.2	NA	1. WEZF-FM	70	1. WQCR-FM	755
2. WKDR	64/8.4	NA	2. WKDR	63	2. WVMT	753
3. WQCR-FM	49/6.5	NA	3. WQCR-FM	38	3. WEZF-FM	678
4. WVMT	40/5.3	NA	4. WVMT	37	4. WDEV	534
5. CKGM	35/4.6	NA	5. CKGM	28	5. WKDR	528
6. WDOT	30/4.0	NA	6. WDOT	26	6. WDOT	488
7. WNHV+	26/3.4	NA	WNHV+	26	7. CKGM	458
8. WDEV	24/3.2	NA	8. WDEV	24	8. WEAV	352
9. CHOM-FM	20/2.6	NA	9. WIPS	17	9. WIRY	341
10. WIRY	17/2.2	NA	10. WIRY	16	10. WJOY	260

Note: This is the first survey for Burlington-Plattsburgh. The MSA and the TSA are the same.

FM SHARE (METRO AND TSA): 36.19% (228 of 630)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. WQCR-FM 11	1. WQCR-FM 30	1. WEZF-FM 44	1. WEZF-FM 48	1. WVMT 100
2. CKGM 7	2. WKDR 28	2. WKDR 31	2. WKDR 27	2. WEZF-FM 91
3. CHOM-FM 5	3. CKGM 25	3. WQCR-FM 21	3. WDEV 17	3. WDEV 65

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR	197 (18)	23 (4)	220 (22)	34.9
ROCK/CONTEMP	100 (7)	101 (5)	201 (12)	31.9
COUNTRY	68 (2)	5 (1)	73 (3)	11.6
BTFL MUSIC	4 (1)	84 (2)	88 (3)	14.0
VARIETY	33 (4)	15 (2)	48 (6)	7.6

630 (46)

AM STATIONS

WKDR, 1070,	1 KW (Days),	COUNTRY	ABC-E,	\$ 8.50 (Pro-Meek)	(PLATT)
WVMT, 620,	5 KW,	MOR	NBC,	\$10.50 (Masla)	Goldman (BURLING)
CKGM, 980,	10 KW,	CONTEMP	IND,	? ?	(MONTREAL)
WDOT, 1400,	1 KW/250W,	CONTEMP	ABC-C,	\$11.00 (Selcom)	(BURLING)
WNHV, 910,	1 KW,	VARIETY	ABC-1,	\$ 6.24 (Queen)	(WHITE RIVER JUNCTIO
WDEV, 550,	5 KW/1 KW,	MOR	IND,	\$ 6.00 (Devney)	(WATERBURY)
WIRY, 1340,	1 KW/250W,	CONTEMP	MBS,	\$11.25 (Masla)	(PLATT)
WIPS, 1250,	1 KW (Days),	MOR	MBS,	\$ 4.00 (Masla)	(TICONDEROGA)
WJOY, 1230,	1 KW/250W,	MOR	CBS,	\$ 8.75 (Pro-Meek)	(BURLING)

FM STATIONS

WEZF-FM, 92.9,	36 KW @ 2703,	BTFL MUS (TM)	IND,	\$13.50 (Creed)	(BURLINGTON)
WQCR-FM, 98.9,	33 KW @ 310,	ROCK (TM)	IND,	\$ 7.25 (Pro-Meek)	(BURLINGTON)
CHOM-FM, 97.7,	41 KW @ 979,	CONTEMP	IND,	\$ ? ?	(MONTREAL)

TV STATIONS

WCAX	Burlington	3	CBS	(\$160)
WEZF	Burlington	22	ABC	
WPTZ	Plattsburgh	5	NBC, Rollins	(\$175)

SRDS Market #NA  
 Revenue Rank #NA  
 Income Rank #NA

BURLINGTON - PLATTSBURGH

APR 16.3  
 Revenue: \$ NA  
 Income: \$ NA

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WEZF-FM	70/9.2	NA	1. WEZF-FM	70	1. WQCR-FM	755
2. WKDR	64/8.4	NA	2. WKDR	63	2. WVMT	753
3. WQCR-FM	49/6.5	NA	3. WQCR-FM	38	3. WEZF-FM	678
4. WVMT	40/5.3	NA	4. WVMT	37	4. WDEV	534
5. CKGM	35/4.6	NA	5. CKGM	28	5. WKDR	528
6. WDOT	30/4.0	NA	6. WDOT	26	6. WDOT	488
7. WNHV+	26/3.4	NA	WNHV+	26	7. CKGM	458
8. WDEV	24/3.2	NA	8. WDEV	24	8. WEAV	352
9. CHOM-FM	20/2.6	NA	9. WIPS	17	9. WIRY	341
10. WIRY	17/2.2	NA	10. WIRY	16	10. WJOY	260

Note: This is the first survey for Burlington-Plattsburgh. The MSA and the TSA are the same.

FM SHARE (METRO AND TSA): 36.19% (228 of 630)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. WQCR-FM 11	1. WQCR-FM 30	1. WEZF-FM 44	1. WEZF-FM 48	1. WVMT 100
2. CKGM 7	2. WKDR 28	2. WKDR 31	2. WKDR 27	2. WEZF-FM 91
3. CHOM-FM 5	3. CKGM 25	3. WQCR-FM 21	3. WDEV 17	3. WDEV 65

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR	197 (18)	23 (4)	220 (22)	34.9
ROCK/CONTEMP	100 (7)	101 (5)	201 (12)	31.9
COUNTRY	68 (2)	5 (1)	73 (3)	11.6
BTFL MUSIC	4 (1)	84 (2)	88 (3)	14.0
VARIETY	33 (4)	15 (2)	48 (6)	7.6
			630 (46)	

AM STATIONS

WKDR, 1070,	1 KW (Days),	COUNTRY	ABC-E,	\$ 8.50 (Pro-Meek)	(PLATT)
WVMT, 620,	5 KW,	MOR	NBC,	\$10.50 (Masla)	Goldman (BURLING)
CKGM, 980,	10 KW,	CONTEMP	IND,	? ?	(MONTREAL)
WDOT, 1400,	1 KW/250W,	CONTEMP	ABC-C,	\$11.00 (Selcom)	(BURLING)
WNHV, 910,	1 KW,	VARIETY	ABC-1,	\$ 6.24 (Queen)	(WHITE RIVER JUNCTI...
WDEV, 550,	5 KW/1 KW,	MOR	IND,	\$ 6.00 (Devney)	(WATERBURY)
WIRY, 1340,	1 KW/250W,	CONTEMP	MBS,	\$11.25 (Masla)	(PLATT)
WIPS, 1250,	1 KW (Days),	MOR	MBS,	\$ 4.00 (Masla)	(TICONDEROGA)
WJOY, 1230,	1 KW/250W,	MOR	CBS,	\$ 8.75 (Pro-Meek)	(BURLING)

FM STATIONS

WEZF-FM, 92.9,	36 KW @ 2703,	BTFL MUS (TM)	IND,	\$13.50 (Creed)	(BURLINGTON)
WQCR-FM, 98.9,	33 KW @ 310,	ROCK (TM)	IND,	\$ 7.25 (Pro-Meek)	(BURLINGTON)
CHOM-FM, 97.7,	41 KW @ 979,	CONTEMP	IND,	\$ ? ?	(MONTREAL)

TV STATIONS

WCAX	Burlington	3	CBS	(\$160)
WEZF	Burlington	22	ABC	
WPTZ	Plattsburgh	5	NBC, Rollins	(\$175)

ARDS Market #88  
 Revenue Rank #92  
 Income Rank #40

CANTON

APR 14.5  
 Revenue: \$2,849,397  
 Income: \$ 432,756

<u>12+ METRO (1/4/SHARE) 1976</u>		<u>12+ TSA</u>	<u>18+ METRO</u>	<u>12+ TSA CUME</u>
1. WHBC 114/23.9	21.6	1. WHBC 117	1. WHBC 109	1. WHBC 1612
2. WGAR 54/11.3	11.1	2. WGAR 61	2. WGAR 45	2. WGAR 1185
3. WHBC-FM 44/9.2	10.5	3. WHBC-FM 50	3. WHBC-FM 43	3. WHBC-FM 694
4. WQIO 25/5.3	---	4. WQIO 45	4. WNYN 23	4. WQIO 633
5. WNYN 24/5.0	4.6	5. WNYN 28	5. WSLR 21	5. WHLO 564
6. WKDD-FM 22/4.6	---	6. WHLO 25	6. WHLQ-FM 20	6. WINW 366
7. WSLR 21/4.4	2.5	7. WHLQ-FM 23	7. WQIO 17	7. WHLQ-FM 345
8. WHLQ-FM 20/4.2	6.3	8. WKDD-FM 22	8. WFAH-FM 16	8. WNYN 341
9. WHLO 16/3.4	3.1	9. WSLR 21	9. WHLO 15	9. WMMS-FM 331
10. WFAH-FM 16/3.4	1.7	10. WDBN-FM 17	10. WKDD-FM 15	10. WKDD-FM 300

12+ FM SHARE (METRO): 34.70% (152 of 438) (A/M 76: 34.34%)  
 12+ FM SHARE (TSA): 32.74% (166 of 507) (A/M 76: 32.94%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM DRIVE</u>
1. WGAR 9	1. WGAR 36	1. WHBC 51	1. WHBC 58	1. WHBC 234
2. WQIO 8	2. WHBC 23	2. WGAR 30	2. WHBC-FM 26	2. WHBC-FM 75
3. WKDD-FM 7	3. WQIO 15	3. WHBC-FM 21	3. WNYN 15	3. WGAR 74

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	100 (4)	40 (3)	140 (7)	32.0
MOR	135 (4)		135 (4)	30.8
BTFM MUSIC		82 (4)	82 (4)	18.7
COUNTRY	51 (3)		51 (3)	11.6
NEWS/INFO/TALK	16 (1)		16 (1)	3.7
RELIGION		7 (1)	7 (1)	1.6
UNKNOWN		7 (1)	7 (1)	1.6
			<u>438 (21)</u>	

RADIO STATIONS

WHBC, 5 KW @ 1480, MOR	ABC-E, \$27.81 (Tor-Las) Beaverkettle
WQIO, 5 KW @ 1060, CONTEMP	MBS, \$10.00 (-----)
WNYN, 500 W @ 900 (Days), COUNTRY	IND, \$ 8.00 (Smith)
WINW, 1 KW @ 1520 (Days), ROCK	ABC-C, \$13.00 (Howard)
WHBC-FM, 94.1, 44 KW @ 361, BTFM MUS (Bonneville)	IND, \$11.12 (Tor-Les) Beaverkettle
WHLQ-FM, 106.9, 28 KW @ 340, BTFM MUS	IND, \$11.00 (Eastman) Susquehanna
WFAH-FM, 92.5, 27 KW @ 140, MOR	IND, \$ 5.00 (-----) (ALLIANCE)

FOR OTHER STATIONS SEE AKRON & CLEVELAND

FOR TV STATIONS SEE CLEVELAND

NEWSPAPERS

Canton Repository E 68,578 \$ .52 \$1,441, Thomson

SRDS Market #190  
 Revenue Rank #101  
 Income Rank # 81

CEDAR RAPIDS

APR 16.0  
 Revenue: \$2,583,717  
 Income: \$ 194,533

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WMT	64/30.0	25.1	1. WMT	162	1. WMT	64	1. WMT	1620
2. KCRG	34/16.0	14.3	2. KQCR-FM	55	2. KHAK+	31	2. KCRG	1124
3. KHAK+	31/14.6	11.8	3. KCRG	54	3. KCRG	27	3. KQCR-FM	754
4. KLWW	26/12.2	14.3	4. KHAK+	37	4. WMT-FM	20	4. KLWW	525
5. <sup>K</sup> QCR-FM	24/11.3	10.8	5. WMT-FM	32	5. KQCR-FM	19	5. WMT-FM	496
6. WMT-FM	20/9.4	10.8	6. KLWW	26	6. KLWW	18	6. KHAK+	326
7. KFMW-FM	2/.9	---	7. KFMW-FM	17	7. KFMW-FM	2	7. KXEL	270
8. KXEL	1/.4	2.5		KXEL 17	8. KXEL	1	8. KFMW-FM	188

FM SHARE (METRO): 29.70% (60 of 202) (A/M 76: 30.27%)  
 FM SHARE (TSA): 30.50% (122 of 400) (A/M 76: 26.10%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. KLWW	8	1. KQCR-FM	19	1. KHAK+	25	1. WMT	32	1. WMT	335
2. KCRG	7	2. KCRG	16	2. WMT	23	2. KHAK+	23	2. KCRG	59
3. KQCR-FM	5	3. KLWW	15	3. KCRG	14	3. WMT-FM	11	3. KHAK+	43

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	61 (3)	24 (1)	85 (4)	42.1
MOR	64 (1)		64 (1)	31.7
COUNTRY	17 (1)	14 (1)	31 (2)	15.4
BTFL MUSIC		22 (2)	22 (2)	10.9
			202 (9)	

AM STATIONS

WMT, 600, 5 KW, MOR	CBS, \$36.00 (Katz), Orion
KCRG, 1600, 5 KW, CONTEMP	ABC-C, \$15.50 (Tor-Lask), Cedar Rapids Gaz
KHAK+, 1360, 1 KW (Days), COUNTRY	MBS, \$10.50 (Buckley), Communi. Prop.
KLWW, 1450, 1 KW/250W, CONTEMP	IND, \$15.75 (Eastman), Black Hawk

FM STATIONS

KQCR-FM, 102.9, 100 KW @ 350, ROCK (Drake-Chen)	IND, \$13.00 (Howard)
WMT-FM, 96.5, 50 KW @ 540, BTFL MUS (Schulke)	IND, \$12.50 (Katz), Orion
KFMW-FM, KXEL - See Waterloo	

TV STATIONS

KCRG Cedar Rapids	9	ABC, Cedar Rapids Gazette	(\$400 - Happy Days)
KDUB Dubuque	40	ABC, Lloyd Hearing Aid Co	(\$ 90)
KWWL Waterloo	7	NBC, Black Hawk	(\$400 - Little House)

NEWSPAPERS

Cedar Rapids Gazette	E	67,556	\$ .58	\$1,534
Waterloo Courier	E	53,140	.52	\$1,281
Des Moines Register, Tribune	ME	44,716		

SRDS Market #97  
 Revenue Rank #111  
 Income Rank #171

CHARLESTON, S.C.

APR 16.8  
 Revenue: \$2,214,658  
 Income: \$ 27,936

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WPXI-FM	69/13.6	21.6	1. WPXI-FM	113	1. WPAL	59	1. WTMA	1152
WPAL	69/13.6	11.1	2. WPAL	70	2. WPXI-FM	55	2. WPXI-FM	1143
3. WTMA	61/12.1	13.0	3. WTMA	62	3. WXTC-FM	51	3. WCSC	830
4. WXTC-FM	51/10.1	9.1	4. WXTC-FM	59	4. WTMA	44	4. WPAL	693
5. WKTM-FM	42/8.3	4.5	5. WKTM-FM	43	5. WEZL-FM	39	5. WKTM-FM	672
6. WEZL-FM	39/7.7	6.0	6. WQIZ	42	6. WKTM-FM	29	6. WXTC-FM	569
7. WCSC	33/6.5	4.1	7. WEZL-FM	40	7. WCSC	27	7. WEZL-FM	386
8. WQIZ	28/5.5	5.8	8. WCSC	34	8. WWWZ-FM	24	8. WQIZ	368
9. WWWZ-FM	27/5.3	3.5	9. WWWZ-FM	28	9. WNCG	23	9. WOKE	312
10. WNCG	23/4.5	3.5	10. WNCG	20	WQIZ	23	10. WWWZ-FM	305

12+ FM SHARE (METRO): 48.51% (228 of 470) (A/M 76: 49.48%)  
 12+ FM SHARE (TSA): 52.12% (283 of 543) (A/M 76: 48.31%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WTMA	17	1. WPAL	44	1. WXTC-FM	30	1. WEZL-FM	34	1. WPXI-FM	78
2. WPXI-FM	14	2. WPXI-FM	43	2. WEZL-FM	29	2. WXTC-FM	30	WTMA	78
3. WKTM-FM	13	3. WKTM-FM	27	3. WTMA	27	3. WTMA	21	3. WPAL	73
4. WPAL	10	4. WWWZ-FM	23	4. WPAL	25	4. WNCG	17	4. WEZL-FM	72

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
BLACK	97 (2)	69 (1)	166 (3)	35.3
ROCK/CONTEMP	107 (3)	69 (2)	176 (5)	37.5
MOR	38 (2)		38 (2)	8.1
BTFL MUSIC		51 (1)	51 (1)	10.9
COUNTRY		39 (1)	39 (1)	8.3
			470 (12)	

AM STATIONS

WTMA, 1250, 5 KW/1 KW,	CONTEMP	MBS, \$23.50 (Eastman)
WPAL, 730, 1 KW (Days),	BLACK	MBN, NBN, \$25.00 (Howard), Brothers
WCSC, 1390, 5 KW,	CONTEMP	IND, \$22.50 (Mc-Guild)
WQIZ, 810, 5 KW (Days),	BLACK	IND, \$ 6.00 ( ---- )
WNCG, 910, 500W (Days),	MOR	ABC-1, \$ 4.75 (Buckley)
WOKE, 1340, 1 KW/250W,	MOR	NBC, \$ 6.00 (Dora-Clay)

FM STATIONS

WPXI-FM, 95.1, 100 KW @ 432,	BLACK	MBS, \$23.50 (Eastman)
WXTC-FM, 96.9, 100 KW @ 782,	BTFL MUS (TM)	IND, \$22.50 (Mc-Guild)
WKTM-FM, 102.5, 50 KW @ 220,	CONTEMP	ABC-C, \$12.80 (Buckley)
WEZL-FM, 103.5, 25 KW @ 280,	COUNTRY	ABC-F, \$14.00 (Pro-Meek)
WWWZ-FM, 93.5, 3 KW @ 330,	AOR	IND, \$12.00 (Howard), Brothers

TV STATIONS

WCBD Charleston	2	ABC, State	(\$600)
WCIV Charleston	4	NBC, Evening Star	(\$590 - Sanford, Little House)
WCSC Charleston	5	CBS	(\$600 - Good Times)

NEWSPAPERS

Charleston News and Courier, Post ME 98,454 \$ .82 \$1,975

SRDS Market #142  
 ADI #44  
 Revenue Rank #114  
 Income Rank #168

CHARLESTON, WV

APR 13.9  
 Revenue: \$2,132,462  
 Income: \$ 28,547

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WKAZ	61/20.8	17.6	1. WCAW	80	1. WCAW	49	1. WCHS	1240
2. WCAW	51/17.4	17.6	2. WCHS	74	2. WCHS	47	2. WCAW	1195
3. WCHS	49/16.7	14.1	3. WKAZ	73	3. WKAZ	43	3. WKAZ	1178
4. WTIP+	40/13.6	17.9	4. WTIP+	40	4. WTIP+	40	4. WTIP+	520
5. WVAF-FM	17/5.8	3.2	5. WHEZ-FM	30	5. WVAF-FM	16	5. WKLC-FM	482
6. WKLC-FM	12/4.1	5.1	6. WKLC-FM	28	6. WKLC-FM	12	6. WBES-FM	345
WXIT	12/4.1	7.0	7. WVAF-FM	23	7. WBES-FM	9	7. WVAF-FM	304
8. WQBE-FM	11/3.8	2.9	8. WBES-FM	16	WQBE-FM	9	8. WXIT	302
9. WBES-FM	9/3.1	5.1	9. WQBE-FM	15	9. WXIT	8	9. WQBE-FM	278
10. WZTQ	5/1.7	.6	10. WXIT	12	10. WSCW	4	10. WHEZ-FM	227

12+ FM SHARE (METRO): 22.58% (63 of 279) (A/M 76: 23.05%)  
 12+ FM SHARE (TSA): 29.98% (122 of 407) (A/M 76: 27.34%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. WKAZ 18	1. WKAZ 26	1. WCAW 34	1. WCHS 28	1. WCHS 136
2. WXIT 4	2. WCAW 21	2. WCHS 24	2. WCAW 26	2. WCAW 118
3. WCHS 2	3. WVAF-FM 14	3. WKAZ 19	3. WTIP+ 23	3. WTIP+ 86

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	78 (3)	28 (2)	106 (5)	40.0
COUNTRY	51 (1)	12 (1)	63 (2)	22.6
BTFL MUSIC	30 (1)	23 (3)	53 (4)	19.0
MOR	49 (1)		49 (1)	17.6
RELIGION	8 (2)		8 (2)	2.9
			<u>279 (14)</u>	

CHARLESTON - HUNTINGTON ADI

<u>12+ ADI 1/4</u>		<u>12+ ADI CUME</u>	
1. WKEE-FM+	191	1. WKEE-FM+	2246
2. WCAW	78	2. WCHS	1271
3. WGNT	75	3. WCAW	1189
4. WCHS	72	4. WKAZ	1138
5. WTCR	71	5. WGNT	1077
6. WKAZ	69	6. WHEZ-FM	826
7. WHEZ-FM	66	7. WAMX-FM	795
8. WPAY	60	8. WLW	677
9. WAMX-FM	57	9. WTCR	606
10. WXIL-FM	49	WXIL-FM	606
11. WLW	44	11. WKLC-FM	575
12. WTIP+	41	12. WSIP-FM+	548
13. WSIP-FM+	35	13. WTIP+	514
14. WEMM-FM	29	14. WBES-FM	496
WKLC-FM	29	15. WEMM-FM	494

ADI FM SHARE: 41.06% (590 of 1437) (A/M 76: 31.52%)

AM STATIONS

WCAW,	680,	50 KW/250W,	COUNTRY	ABC-E,	\$34.00 (Eastman), Capitol
WCHS,	580,	5 KW,	MOR	CBS,	\$24.50 (Blair), Rollins
WKAZ,	950,	5 KW/1 KW,	ROCK	ABC-C,	\$28.00 (Mc-Guild), Nininger
WPAY,	1400,	1 KW/250W,	COUNTRY	CBS,	\$ 7.50 ( ---- ), Braden
WTIP+,	1240,	1 KW/250W,	BTFL MUSIC (FM-100)	NBC,	\$11.50 (Masla)
WEXIT,	1490,	1 KW,	CONTEMP (Drake-Chen)	ABC-1,	\$14.00 (Pro-Meek), Steere
WZTQ,	1080,	5 KW (Days),	ROCK	IND,	\$ 4.50 ( ---- )
WNSCW,	1410,	1 KW (Days),	RELIGION	IND,	\$ 5.00 ( ---- )

FM STATIONS

WVAF-FM,	99.9,	50 KW @ 497,	REL/PROGSV	ABC-F,	\$10.00 (Eastman), Capitol
WKLC-FM,	105.1,	50 KW @ 350,	COUNTRY	MBS,	\$ 8.00 (Dome)
WQBE-FM,	97.5,	9 KW @ 237,	ROCK	ABC-C,	\$ 5.00 (Mc-Guild), Nininger
WBES-FM,	96.1,	15 KW @ 830,	BTFL MUS (Bonneville)	IND,	\$ 7.00 (Blair), Rollins
WXIL-FM,	95.1,	50 KW @ 500,	ROCK	IND,	\$11.50 (P-Meek) (PARKERSBURG)
WSIP-FM+,	98.9,	64 KW @ 580,	? ?	CBS,	\$ 4.50 (Region) (PAINTSVILLE)

KY

FOR ALL OTHER ADI - LISTED STATIONS SEE HUNTINGTON

TV STATIONS

WCHS	Charleston	8	CBS, Rollins	(\$600 - Waltons)
WOWK	Huntington	13	ABC, Gateway	(\$700 - Happy Days)
WSAZ	Huntington	3	NBC, Lee	(\$550 - Little House, Disney)

NEWSPAPERS

Charleston Gazette Mail	ME	109,353	\$1.25	\$2,288, Clay
Huntington Herald-Dispatch	ME	60,595	\$ .73	\$1,758, Gannett

SRDS Market #61  
 ADI #33  
 Revenue Rank #39  
 Income Rank #228

CHARLOTTE

APR 13.6  
 Revenue: \$5,934,192  
 Income: \$ -25,556

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WBT	156/23.6	20.6	1. WBT	389	1. WBT	144	1. WBT	4924
2. WAYS	98/14.8	12.6	2. WAYS	156	2. WAYS	69	2. WAYS	2855
3. WGIV	66/10.0	10.5	3. WROQ-FM	140	3. WGIV	53	3. WROQ-FM	1956
4. WSOC	51/7.7	3.6	4. WBT-FM	119	4. WSOC	50	4. WBT-FM	1875
5. WBT-FM	50/7.6	10.1	5. WSOC-FM	117	5. WBT-FM	49	5. WSOC-FM	1676
6. WROQ-FM	47/7.1	7.1	6. WEZC-FM	93	6. WROQ-FM	41	6. WSOC	1376
7. WEZC-FM	38/5.7	6.2	7. WGIV	72	7. WSOC-FM	38	7. WEZC-FM	1223
WSOC-FM	38/5.7	5.2	8. WSOC	67	8. WEZC-FM	37	8. WPEG-FM	1019
9. WAME	22/3.3	4.3	9. WPEG-FM	36	9. WAME	22	9. WGIV	943
10. WGNC	9/1.4	1.0	10. WAME	26	10. WGNC	9	10. WAME	450

12+ FM SHARE (METRO): 29.21% (182 of 623) (A/M 76: 33.06%)  
 12+ FM SHARE (TSA): 41.63% (512 of 1230) (A/M 76: 45.13%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WAYS	29	1. WBT	66	1. WBT	92	1. WBT	64	1. WBT	577
2. WGIV	13	2. WAYS	51	2. WAYS	31	2. WSOC	32	2. WAYS+	333
3. WBT	12	3. WROQ-FM	35	3. WSOC-FM	30	3. WEZC-FM	27	3. WSOC-FM	190
4. WROQ-FM	6	4. WGIV	30	4. WGIV	29	4. WBT-FM	25	4. WBT-FM	150

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR	164 (2)	4 (1)	168 (3)	30.0
ROCK/CONTEMP	101 (2)	52 (2)	153 (4)	24.6
BTFL MUSIC		88 (2)	88 (2)	14.1
COUNTRY	35 (3)	38 (1)	73 (4)	11.7
NEWS/INFO/TALK	58 (2)		58 (2)	9.3
BLACK	66 (1)		66 (1)	10.6
RELIGION	8 (1)		8 (1)	1.3
VARIETY	9 (1)		9 (1)	1.4
			<u>623 (18)</u>	



CHARLOTTE ADI

12+ ADI 1/4

12+ ADI CUME

1. WBT	315	1. WBT	4635
2. WAYS	147	2. WAYS	2739
3. WROQ-FM	134	3. WROQ-FM	1878
4. WBT-FM	118	4. WBT-FM	1832
5. WSOC-FM	113	5. WSOC-FM	1628
6. WEZC-FM	92	6. WSOC	1333
7. WGIV	72	7. WEZC-FM	1178
8. WSOC	66	8. WPEG-FM	988
9. WXRC-FM	41	9. WGIV	943
10. WSPF	37	10. WHKY	510
11. WPEG-FM	36	11. WFMX-FM	473
12. WAME	26	12. WFBC-FM	471
13. WLON	25	13. WAME	450
14. WATA	24	14. WOOO-FM	342
15. WFBC-FM	23	15. WIST	329

ADI FM SHARE: 43.02% (700 of 1627) (A/M 76: 41.02%)

AM STATIONS

WBT,	1110,	50 KW,	MOR/CONTEMP	ABC-E,	\$78.00 (Blair), Jefferson-Pilot
WAYS,	610,	5 KW/1 KW,	ROCK	IND,	\$63.75 (Eastman), Sis
WSOC,	930,	5 KW/1 KW,	NEWS	NBC,	\$15.75 (Christal), Cox
WGIV,	1600,	1 KW/500W,	BLACK	NBN, MBN,	\$23.00 (Tor-Lask)
WSPF,	1000,	1 KW (Days),	CONTEMP	IND,	\$ 6.00 (Carpenter) (HICKORY)
WAME,	1480,	5 KW,	COUNTRY	MBS,	\$32.25 (H. R. Stone) Mission
WLON,	1050,	1 KW (Days),	CONTEMP	IND,	\$ 5.00 (Southern) (LINCOLNTOWN)
WATA,	1450,	1 KW,	? ?	ABC-C,	\$ 4.00 ( ---- ) Potter (BOONE)
WHKY,	1290,	5 KW/1 KW,	CONTEMP	ABC-E,	\$ 5.00 ( Crane) (HICKORY)
WIST,	1240,	1 KW/250W,	TALK	CBS,	\$ 7.00 ( ---- )
WGNC,	1450,	1 KW/250W,	VARIETY	ABC-E,	\$ 4.00 ( ---- ) (GASTONIA)

FM STATIONS

WBT-FM,	107.9,	100 KW @ 980,	BTFL MUS (Schulke)	IND,	\$37.75 (Blair), Jeff.-Pilot
WSOC-FM,	103.7,	100 KW @ 1040,	COUNTRY (TM)	ABC-1,	\$25.50 (Christal), Cox
WROQ-FM,	95.1,	100 KW @ 574,	ROCK (Burk-Abrams)	IND,	\$48.50 (Eastman), Sis
WEZC-FM,	104.7,	100 KW @ 1240,	BTFL MUS	IND,	\$31.50 (Tor-Lask), EZ
WXRC-FM,	95.7,	27 KW @ 350,	COUNTRY	IND,	\$ 4.50 (Southern) (HICKORY)
WPEG-FM,	97.9,	10 KW @ 390,	ROCK (Drake-Chen)	IND,	\$ 5.00 (Southern) (CONCORD)
WFMX-FM,	105.7,	100 KW @ 350,	COUNTRY/RELIGION	IND,	\$ 4.00 (Southern) (STATESV'L)
WOOO-FM,	96.9,	4 KW @ 342,	ROCK	IND,	\$ 5.00 (Missina) (STATESV'LE)

TV STATIONS

WBTV	Charlotte	3	CBS, Jefferson-Pilot	(\$1700)
WCCB	Charlotte	18	ABC, Bahakel	(\$400)
WHKY	Hickory	14	IND	
WRET	Charlotte	36	IND, Turner	(\$300 - Gomer Pyle)
WSOC	Charlotte	9	NBC, Cox	(\$1000)

NEWSPAPERS

Charlotte Observer, News	ME	223,699	\$2.07	\$3,912, Knight-Ridder
Gastonia Gazette	E	31,791	\$ .48	\$ 887, Freedom

SRDS Market #92  
 Revenue Rank #74  
 Income Rank #35

CHATTANOOGA

APR 12.6  
 Revenue: \$3,341,225  
 Income: \$ 463,445

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WDEF	65/16.3	17.2	1. WFLI	102	1. WDEF	63	1. WFLI	1858
2. WFLI	62/15.5	12.2	2. WDEF	66	2. WDOD	42	2. WDEF	1070
3. WDOD	42/10.5	10.3	3. WDOD	47	3. WDEF-FM	37	3. WDOD	885
4. WDEF-FM	37/9.3	9.7	WDOD-FM	47	4. WFLI	34	4. WGOW	814
5. WGOW	30/7.5	8.3	5. WDEF-FM	45	5. WNOO	25	5. WDEF-FM	694
6. WNOO	29/7.3	6.7	WYNQ-FM	45	6. WYNQ-FM	23	6. WYNQ-FM	667
7. WYNQ-FM	23/5.8	8.3	7. WGOW	34	7. WGOW	21	7. WDOD-FM	648
8. WDXB	15/3.8	2.6	8. WNOO	30	8. WDXB	15	8. WDXB	306
9. WDOD-FM	13/3.3	4.7	9. WDXB	15	9. WDOD-FM	13	9. WSIM-FM	282
10. WMOC	12/3.0	2.8	10. WMOC	12	10. WMOC	11	10. WNOO	270

FM SHARE (METRO): 23.06% (83 of 360) (A/M 76: 28.95%)  
 FM SHARE (TSA): 30.82% (147 of 477) (A/M 76: 30.18%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WFLI	28	1. WFLI	21	1. WDEF	27	1. WDEF	33	1. WDEF+	305
2. WGOW	9	2. WDOD	19	WDOD	27	2. WDEF-FM	22	2. WDOD+	156
3. WNOO	4	3. WGOW	15	3. WDEF-FM	24	3. WDOD	20	3. WFLI	67
4. WDEF	2	4. WDXB	11	4. WNOO	18	4. WNOO	14	4. WYNQ-FM	40

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	107 (3)	10 (1)	117 (4)	32.5
MOR	65 (1)		65 (1)	18.1
BTFL MUSIC		60 (2)	60 (2)	16.7
COUNTRY	49 (2)		49 (2)	13.6
BLACK	29 (1)		29 (1)	8.1
RELIGION	12 (1)	13 (1)	25 (2)	6.9
UNKNOWN	15 (2)		15 (2)	4.2
			<u>360 (14)</u>	

AM STATIONS

WDEF, 1370, 5 KW,	MOR	CBS,	\$28.50 (Eastman), Park
WFLI, 1070, 50 KW/1 KW,	ROCK	ABC-C,	\$14.00 (Buckley)
WDOD, 1310, 5 KW,	COUNTRY	ABC-E,	\$17.55 (Tor-Lask) Bahakel
WGOW, 1150, 5 KW/1 KW,	CONTEMP	MBS,	\$19.25 (Katz), Turner
WNOO, 1260, 1 KW (Days),	BLACK	MBN,	\$ 9.15 (Dore-Walton)
WDXB, 1490, 1 KW/250W,	RELIGION/BLACK	NBC,	\$ 7.63 (Med. Sales)
WMOC, 1450, 1 KW/250W,		IND,	\$ 4.00 ( ---- )

FM STATIONS

WDEF-FM, 92.3, 100 KW @ 895,	BTFL MUS (FM-100)	---	\$28.50 (Eastman), Park
WYNQ-FM, 106.5, 100 KW @ 1076,	BTFL MUS (Schulke)	IND,	\$19.25 (Katz), Turner
WDOD-FM, 96.5, 19 KW @ 1010,	RELIGION	---	\$11.00 (Tor-Lask), Bahakel
WSIM-FM, 94.3, 3 KW @ 22,	CONTEMP	MBS,	\$ 5.00 (Dora-Clay)

TV STATIONS

WDEF	Chattanooga	12	CBS, Park	(\$350)
WRCB	Chattanooga	3	NBC, Rust Craft	(\$500)
WRIP	Chattanooga	61	IND	
WTVC	Chattanooga	9	ABC	(\$400)

NEWSPAPERS

Chattanooga News-Free Press	E	58,907	\$ .47	\$1,132
Chattanooga Times	M	56,919	.42	\$1,011

SRDS Market #2  
 ADI #3  
 Revenue Rank #3  
 Income Rank #2

CHICAGO

APR 16.8

Revenue: \$45,123,395  
 Income: \$ 7,551,570

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WGN	1164/11.3	12.6	1. WLS	1512	1. WGN	1144	1. WLS	31741
2. WLS	853/8.3	9.8	2. WGN	1482	2. WBBM	758	2. WGN	22169
3. WBBM	770/7.5	7.0	3. WMAQ	1029	3. WLOO-FM	703	3. WMAQ	19960
4. WLOO-FM	711/6.9	5.9	4. WBBM	894	4. WLS	622	4. WBBM	15847
5. WMAQ	533/5.2	5.3	5. WLOO-FM	718	5. WMAQ	508	5. WIND	10392
6. WLAK-FM	454/4.4	6.3	6. WLAK-FM	499	6. WLAK-FM	441	6. WCFL	8224
7. WKQX-FM	434/4.2	---	7. WIND	441	7. WIND	393	7. WLOO-FM	8219
8. WIND	416/4.1	4.1	8. WKQX-FM	438	8. WCLR-FM	368	8. WMET-FM	7439
9. WGGI-FM	393/3.8	.7	9. WGGI-FM	393	9. WKQX-FM	358	9. WLAK-FM	7152
10. WCLR-FM	374/3.6	3.4	10. WCLR-FM	379	10. WCFL	314	10. WDAI-FM	6905
11. WMET-FM	323/3.1	3.3	11. WCFL	370	11. WGGI-FM	303	11. WKQX-FM	6599
12. WCFL	317/3.1	3.7	12. WMET-FM	330	12. WBMX-FM	244	12. WFYR-FM	5585
13. WBMX-FM	302/2.9	1.5	13. WDAI-FM	322	13. WFYR-FM	239	13. WBBM-FM	5315
14. WDAI-FM	300/2.9	2.6	14. WBMX-FM	322	14. WBBM-FM	225	14. WCLR-FM	5025
15. WVON	259/2.5	3.9	15. WFYR-FM	269	15. WVON	206	15. WBMX-FM	4731

12+ FM SHARE (METRO): 48.72% (4525 of 9288) (A/M 76: 38.94%)  
 12+ FM SHARE (TSA): 41.28% (4608 of 11163) (A/M 76: 33.11%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WLS	231	1. WLS	389	1. WGN	576	1. WGN	722	1. WGN	3772
2. WMET-FM	149	2. WKQX-FM	344	2. WLOO-FM	418	2. WLOO-FM	487	2. WBBM	1671
3. WDAI-FM	140	3. WGGI-FM	256	3. WLS	298	3. WBBM	438	3. WLS	1481
4. WGGI-FM	90	4. WFYR-FM	201	4. WMAQ	292	4. WMAQ	293	4. WMAQ	1360
5. WKQX-FM	76	5. WBMX-FM	197	5. WBBM	292	5. WLAK-FM	268	5. WIND	805
6. WBMX-FM	58	6. WCLR-FM	163	6. WCLR-FM	251	6. WIND	192	6. WLOO-FM	739
7. WVON	53	7. WBBM-FM	156	7. WLAK-FM	238	7. WCFL	190	7. WLAK-FM	503

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	1269 (2)	1846 (8)	3115 (10)	33.5
MOR	1350 (4)	374 (1)	1724 (5)	18.6
BTFM MUSIC	459 (2)	1209 (3)	1668 (5)	18.0
BLACK	383 (3)	695 (2)	1078 (5)	11.6
NEWS/INFO/TALK	770 (1)		770 (1)	8.3
COUNTRY	710 (2)		710 (2)	7.6
CLASSICAL	15 (1)	208 (2)	223 (3)	2.4
			9288 (31)	

CHICAGO ADI

<u>12+ ADI 1/4</u>		<u>12+ ADI CUME</u>	
1. WGN	1231	1. WLS	19220
2. WLS	972	2. WGN	17010
3. WBBM	779	3. WBBM	12763
4. WLOO-FM	716	4. WMAQ	12023
5. WMAQ	628	5. WIND	9422
6. WLAK-FM	494	6. WLOO-FM	8166
7. WKQX-FM	437	7. WMET-FM	7353
8. WIND	418	8. WCFL	7203
9. WGCI-FM	393	9. WLAK-FM	6895
10. WCLR-FM	377	10. WDAI-FM	6684
11. WCFL	336	11. WKQX-FM	6510
12. WMET-FM	328	12. WFYR-FM	5409
13. WDAI-FM	313	13. WBBM-FM	5112
14. WBMX-FM	302	14. WCLR-FM	4949
15. WFYR-FM	262	15. WVON	4517

ADI FM SHARE: 47.41% (4611 of 9725) (37.92% - A/M 76)

AM STATIONS

WBBM, 50 KW @ 780, NEWS	CBS, \$165.62 (CBS Spot), CBS
WCFL, 50 KW @ 1000, BTFL MUSIC (TM)	NO NET, \$ 70.00 (KATZ), Chi Federation of La
WGN, 50 KW @ 720, MOR	NO NET, \$135.00 (Buckley), WGN Continental
WIND, 5 KW @ 560, ADULT CONTEMP	ABC-E, \$ 77.50 (RAR), Westinghouse
WLS, 50 KW @ 890, ROCK	ABC-C, \$177.50 (Blair), ABC
WMAQ, 50 KW @ 670, COUNTRY	NBC, \$155.25 (Eastman), NBC
WVON, 5 KW @ 1390, BLACK	MBN, \$ 83.00 (Pro-Meek), Globe

FM STATIONS

WBBM-FM, 96.3, 6 KW @ 1174, SOFT ROCK	NO NET, \$46.00 (CBS-FM), CBS
WBMX-FM, 102.7, 6 KW @ 1170, BLACK	NO NET, \$48.50 (Howard), Sonderling
WCLR-FM, 101.9, 3 KW @ 1500, MOR (Bonneville)	NO NET, \$40.00 (T - L), Bonneville
WDAI-FM, 94.7, 6 KW @ 1170, ROCK	ABC-F, \$81.00 (ABC Spot), ABC
WFYR-FM, 103.5, 3 KW @ 1552, OLDIES ROCK	NO NET, \$42.00 (RKO), RKO
WGCI-FM, 107.5, 33 KW @ 600, BLACK	MBS, \$50.00 (Pro-Meek), Globe
WKQX-FM, 101.1, 6 KW @ 1170, AOR	NO NET, \$ ? ? (Eastman), NBC
WLAK-FM, 93.9, 6 KW @ 1250, BTFL MUS (Schulke)	NO NET, \$70.00 (KATZ), Sudbrink
WLOO-FM, 100.3, 6 KW @ 1167, BTFL MUS (FM-100)	NO NET, \$90.00 (Mc-Guild), Century
WMET-FM, 95.5, 6 KW @ 1170, ROCK	NO NET, \$55.00, (Metro), Metromedia

TV STATIONS

WBBM Chicago	2	CBS, CBS	
WCIU Chicago	26	IND	(\$130)
WFLD Chicago	32	IND, Field	(\$2000)
WGN Chicago	9	IND, WGN Continental	(\$1250)
WLS Chicago	7	ABC, ABC	(\$5000)
WMAQ Chicago	5	NBC, NBC	(\$5400)
WSNS Chicago	44	IND	(\$560)

NEWSPAPERS

Chicago Tribune	AD	749,245	\$4.70	\$9,975	WGN Continental
Chicago Sun-Times	M	567,780	\$3.89	\$3,466	Field
Chicago News	E	425,220	\$2.56	\$4,794	Field

ARDS Market #26  
 DI #27  
 Revenue Rank #20  
 Income Rank #6

CINCINNATI

APR 14.9  
 Revenue: \$10,550,619  
 Income: \$ 2,758,406

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WLW	283/17.3	18.0	1. WLW	515	1. WLW	275	1. WLW	8946
2. WCKY	157/9.6	11.8	2. WKRQ-FM	250	2. WCKY	155	2. WSAI	4075
3. WKRQ-FM	151/9.2	8.9	3. WONE	206	3. WWEZ-FM	136	3. WKRQ-FM	3904
4. WEBN-FM	139/8.5	8.0	4. WWEZ-FM	198	4. WEBN-FM	124	4. WKRC	3141
5. WWEZ-FM	137/8.4	9.1	5. WHIO-FM	183	5. WKRC	118	5. WCKY	2482
6. WSAI	132/8.1	8.7	6. WCKY	180	6. WSAI	96	6. WONE	2445
7. WKRC	122/7.4	6.8	7. WEBN-FM	167	7. WKRQ-FM	83	7. WWEZ-FM	2427
8. WLQA-FM	76/4.6	4.4	8. WSAI	164	8. WLQA-FM	74	8. WHIO-FM	2265
9. WUBE-FM	70/4.3	2.7	9. WKRC	146	9. WUBE-FM	67	9. WEBN-FM	2168
10. WCIN	63/3.8	3.9	10. WDAO-FM	124	10. WCIN	51	10. WLQA-FM	1454
11. WUBE	47/2.9	2.9	11. WUBE-FM	120	11. WUBE	47	11. WUBE-FM	1288
12. WSAI-FM	39/2.4	3.1	12. WLQA-FM	93	12. WSAI-FM	34	12. WDAO-FM	1268

12+ FM SHARE (METRO): 44.32% ( 683 of 1541) (A/M 76: 41.22%)  
 12+ FM SHARE (TSA): 48.05% (1279 of 2662) (A/M 76: 36.61%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM DRIVE</u>
1. WKRQ-FM 68	1. WEBN-FM 121	1. WLW 134	1. WLW 149	1. WLW 676
2. WSAI 36	2. WKRQ-FM 75	2. WCKY 86	2. WCKY 100	2. WCKY 307
3. WEBN-FM 15	3. WSAI 66	3. WKRC 76	3. WWEZ-FM 84	3. WONE 275
4. WCIN 12	4. WLW 60	4. WWEZ-FM 74	4. WKRC 55	4. WKRC 271
5. WDAO-FM 9	5. WWEZ-FM 40	5. WSAI 55	5. WLQA-FM 50	5. WHIO-FM 222

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR	562 (3)		562 (3)	36.5
ROCK/CONTEMP	132 (1)	329 (3)	461 (4)	29.9
BTFL MUSIC		246 (4)	246 (4)	16.0
COUNTRY	62 (2)	76 (2)	138 (4)	9.0
BLACK	63 (1)	21 (1)	84 (2)	5.5
RELIGION	12 (1)	11 (1)	23 (2)	1.5
VARIETY	27 (1)		27 (1)	1.8
			<u>1541 (20)</u>	

CINCINNATI ADI

<u>12+ ADI 1/4</u>		<u>12+ ADI CUME</u>
1. WLW	383	1. WLW 6409
2. WKRQ-FM	225	2. WSAI 3628
3. WCKY	179	3. WKRQ-FM 3425
4. WWEZ-FM	176	4. WKRC 2875
5. WEBN-FM	164	5. WCKY 2392
6. WSAI	153	6. WWEZ-FM 2196
7. WKRC	141	7. WEBN-FM 2127
8. WUBE-FM	112	8. WLQA-FM 1380
9. WLQA-FM	87	9. WUBE-FM 1180
10. WCIN	63	10. WSAI-FM 1087
11. WUBE	53	11. WCIN 913
12. WLTV-FM	51	12. WMOH 856
13. WSAI-FM	47	13. WUBE 841
14. WMOH	40	14. WLTV-FM 687
WONE	40	15. WNOP 550

ADI FM SHARE: 45.45% (964 of 2121) (A/M 76: 41.71%)

AM STATIONS

WCIN, 1480, 5 KW/500W,	BLACK	NBN, \$31.75 (Howard) Broadcast Ent. Net.
WCKY, 1530, 50 KW,	MOR	CBS, \$41.00 (Eastman) Federated
WKRC, 550, 5 KW/1 KW,	MOR/CONTEMP	ABC-E, \$42.75 (Katz) Taft
WLW, 700, 50 KW,	MOR	NBC, \$69.00 (Tor-Las)
WSAI, 1360, 5 KW,	ROCK	ABC-C, \$56.00 (Blair) Affiliated Publications
WUBE, 1230, 1 KW/250 W,	COUNTRY	IND, \$15.00 (Mc-Guild) Kaye-Smith
WMOH, 1450, 1 KW/250 W,	CONTEMP	ABC-C, \$13.00 (H. R. Stone) (HAMILTON)
WNOP, 740, 1 KW (Days),	VARIETY	ABC-E, \$14.00 ( ----- ) (NEWPORT, KY)
WONE - See Dayton		

FM STATIONS

WEBN-FM, 102.7, 31 KW @ 610, ROCK	IND, \$37.00 (ABC Spot)
WKRQ-FM, 101.9, 25 KW @ 660, ROCK	IND, \$66.00 (Katz) Taft
WLQA-FM, 98.5, 50 KW @ 810, BTFL MUSIC	IND, \$26.00 (H. R. Stone) Susquehanna
WSAI-FM, 94.1, 34 KW @ 550, SOFT ROCK (Bonneville)	IND, \$14.00 (Blair) Affiliated
WUBE-FM, 105.1, 11 KW @ 920, COUNTRY	IND, \$15.00 (Mc-Guild) Kaye - Smith
WWEZ-FM, 92.5, 11 KW @ 905, BTFL MUS (Schulke)	IND, \$41.00 (Eastman) Federated

TV STATIONS

WCPO Cincinnati 9	CBS, Scripps-Howard (\$1600 - Waltons)
WKRC Cincinnati 12	ABC, Taft (\$1800 - Happy Days)
WLWT Cincinnati 5	NBC, Multimedia (\$1050 - Disney)
WXIX Newport-Cin 19	IND, Metromedia

NEWSPAPERS

Cincinnati Post E	209,030	\$1.25	\$3544, Scripps-Howard
Cincinnati Enquirer M	185,181	\$1.20	\$3402, Combined Communications

EDI #9  
 Revenue Rank #17  
 Income Rank #34

CLEVELAND

Revenue: \$13,348,758  
 Income: \$ 432,830

<u>12+ METRO (1/4/SHARE) 1976</u>		<u>12+ TSA</u>	<u>18+ METRO</u>	<u>12+ TSA CUME</u>				
1. WHK	274/10.8	6.4	1. WHK	303	1. WHK	272	1. WGAR	6268
2. WDOK-FM	200/7.9	7.7	2. WGAR	292	2. WDOK-FM	199	2. WWWE	4913
3. WOAL-FM	191/7.5	7.8	3. WMMS-FM	282	3. WOAL-FM	189	3. WMMS-FM	4178
4. WMMS-FM	190/7.5	9.7	4. WOAL-FM	238	4. WERE	178	4. WHK	3703
5. WERE	180/7.1	5.4	5. WWWE	226	5. WMMS-FM	156	5. WGCL-FM	3516
6. WWWM-FM	153/6.0	3.2	6. WDOK-FM	220	6. WJW	139	6. WERE	3274
7. WGAR	142/5.6	7.7	7. WWWM-FM	206	7. WGAR	132	7. WWWM-FM	3092
8. WJW	140/5.5	4.8	8. WGCL-FM	193	8. WWWE	129	8. CKLW	3073
9. WWWE	140/5.5	8.6	9. WERE	185	9. WKSW-FM	111	9. WDOK-FM	3059
10. WGCL-FM	113/4.5	4.8	10. WJW	151	10. WWWM-FM	87	10. WOAL-FM	3029
11. WKSW-FM	112/4.4	4.1	11. WKSW-FM	144	11. WGCL-FM	71	11. WZZP-FM	2654
12. WZZP-FM	97/3.8	---	12. WZZP-FM	138	12. WJMO	66	12. WJW	2393

12+ FM SHARE (METRO): 51.64% (1245 of 2411) (A/M 76: 50.18%)  
 12+ FM SHARE (TSA): 52.57% (1808 of 3439) (A/M 76: 48.44%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. WWWM-FM 66	1. WMMS-FM 137	1. WHK 140	1. WHK 157	1. WHK 525
2. WGCL-FM 42	2. WGAR 88	2. WOAL-FM 122	2. WOAL-FM 126	2. WGAR 419
WZZP-FM 42	3. WWWM-FM 83	3. WJW 84	3. WDOK-FM 104	3. WERE 341
4. WMMS-FM 34	4. WGCL-FM 57	4. WDOK-FM 83	4. WJW 104	4. WDOK-FM 325
5. WJMO 25	5. WWWE 48	5. WGAR 81	5. WERE 97	5. WOAL-FM 264

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	235 (3)	674 (7)	909 (10)	37.7
BTFL MUSIC	24 (1)	519 (4)	543 (5)	22.5
MOR	293 (3)		293 (3)	12.2
COUNTRY	298 (2)		298 (2)	12.4
NEWS/INFO/TALK	180 (1)		180 (1)	7.5
BLACK	136 (2)		136 (2)	5.6
CLASSICAL		32 (1)	32 (1)	1.3
ETHNIC		20 (1)	20 (1)	0.8
			<u>2411 (25)</u>	

CLEVELAND ADI

<u>12+ ADI 1/4</u>		<u>12+ ADI CUME</u>	
1. WHK	303	1. WGAR	6185
2. WGAR	289	2. WWWE	4776
3. WMMS-FM	265	3. WMMS-FM	3932
4. WQAL-FM	238	4. WHK	3683
5. WWWE	221	5. WGCL-FM	3518
6. WDOK-FM	220	6. WERE	3274
7. WWWM-FM	204	7. CKLW	3226
8. WAKR	195	8. WQAL-FM	3042
9. WGCL-FM	192	9. WDOK-FM	3034
10. WERE	184	10. WWWM-FM	3007
11. WJW	151	11. WAKR	2655
12. WKSW-FM	142	12. WZZP-FM	2646
13. WZZP-FM	138	13. WJW	2393
14. CKLW	130	14. WKSW-FM	2108
15. WHBC	117	15. WHBC	1737

ADI FM SHARE: 46.52% (2045 of 4396) (A/M 76: 45.41%)

AM STATIONS

WERE, 5 KW	@ 1300, NEWS	MBS, ABC-1,	\$42.00 (ABC Spot) Oliva-Newhoff
WGAR, 50 KW	@ 1220, CONTEMP	ABC-E,	\$72.00 (Blair) Nationwide
WHK, 5 KW	@ 1420, COUNTRY		\$56.50 (Katz) Malrite
WJMO, 1 KW/250W	@ 1490, BLACK	NBN,	\$40.75 (UBC) United
WJW, 10 KW/5 KW	@ 850, MOR	CBS,	\$43.25 (Christal) Storer**
WWWE, 50 KW	@ 1100, MOR/TALK	NBC,	\$68.25 (Eastman) *
WAKR, See Akron	WHBC, See Canton		

\* Sale to Combined Communications is pending.    \*\* Sale is pending.

FM STATIONS

WDOK-FM, 102.1,	50 KW @ 370, BTFL MUSIC	IND,	\$56.00 (Mc-Guild) Globe
WGCL-FM, 98.5,	40 KW @ 600, ROCK	ABC-F,	\$49.37 (ABC Spot) Oliva-Newhoff
WKSW-FM, 99.5,	50 KW @ 500, BTFL MUS (Schulke)	IND,	\$21.00 (Blair) Nationwide
WMMS-FM, 100.7,	32 KW @ 600, AOR	IND,	\$79.00 (Katz) Malrite
WQAL-FM, 104.1,	50 KW @ 630, BTFL MUS (Bonneville)	IND,	\$50.00 (Tor-Las) SJR
WWWM-FM, 105.7,	28 KW @ 900, ROCK	IND,	\$40.00 (Eastman)
WZZP-FM, 106.5,	50 KW @ 575, ROCK	IND,	\$27.00 (H. R. Stone) Booth

TV STATIONS

WEWS	Cleveland	5	ABC, Scripps-Howard	(\$2,200)
WJW	Cleveland	8	CBS, Storer	(\$2,700)
WKYC	Cleveland	3	NBC, NBC	(\$2,200)
WUAB	Loraine	43	IND	( \$600)
WAKR	Akron	23	ABC, Summit (Group One)	( \$200)
WJAN	Canton	17	IND	( \$28)

NEWSPAPERS

Cleveland Plain Dealer	M	371,885	\$1.80	\$4,860
Cleveland Press	E	329,867	\$1.68	\$4,234, Scripps-Howard

\* Sale to Combined Communications is pending.    \*\* Sale is pending.



SRDS Market #116  
 Revenue Rank #108  
 Income Rank #268

COLORADO SPRINGS

APR 16.4  
 Revenue: \$2,314,791  
 Income: \$ -83,322

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KYSN	53/13.7	9.4	1. KRDO-FM	72	1. KRDO-FM	49	1. KYSN	879
2. KRDO-FM	50/13.0	13.8	2. KYSN	53	2. KVOR	40	2. KRDO-FM	768
3. KVOR	41/10.6	10.4	3. KIIQ-FM+	44	3. KYSN	34	3. KIIQ-FM+	675
4. KSSS	30/7.8	6.2	4. KVOR	42	4. KSSS	29	4. KRDO	591
5. KSPZ-FM	27/7.0	13.1	5. KSPZ-FM	31	5. KPIK	25	5. KSPZ-FM	585
6. KIIQ-FM+	25/6.5	7.7	6. KSSS	30	6. KIIQ-FM+	24	6. KVOR	539
KPIK	25/6.5	4.7	KPUB-FM+	30	7. KRDO	22	7. KOA	505
8. KRDO	22/5.7	5.7	8. KKFM-FM	26	8. KSPZ-FM	21	8. KSSS	465
9. KKFM-FM	19/4.9	10.1	9. KPIK	25	9. KKFM-FM	17	9. KKFM-FM	444
10. KPIK-FM	18/4.7	5.2	10. KRDO	24	10. KPIK-FM	16	10. KPUB-FM+	351

FM SHARE (METRO): 40.00% (142 of 355) (A/M 76: 51.46%)  
 FM SHARE (TSA): 45.87% (211 of 460) (A/M 76: 54.71%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. KYSN 19	1. KIIQ-FM+ 23	1. KRDO-FM 32	1. KRDO-FM 26	1. KVOR 106
2. KSPZ-FM 6	2. KYSN 22	2. KSSS 22	2. KVOR 25	2. KRDO-FM 75
3. KRYT 3	3. KRDO-FM 17	3. KVOR 21	3. KPIK 13	3. KIIQ-FM+ 62

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	77 (4)	69 (4)	146 (8)	41.1
COUNTRY	55 (2)	20 (2)	75 (4)	21.1
MOR	59 (4)		59 (4)	16.6
BTFL MUSIC		50 (1)	50 (1)	14.1
NEWS/INFO/TALK	22 (1)		22 (1)	6.2
RELIGION		3 (1)	2 (1)	0.9
			<u>355 (19)</u>	

AM STATIONS

KYSN, 1460, 1 KW/500W,	ROCK	IND, \$10.25 (Mc-Guild)
KVOR, 1300, 5 KW/1 KW,	MOR	CBS, \$ 8.31 (Masla)
KSSS, 740, 1 KW/250W,	COUNTRY	NBC, \$ 7.00 (Sav-Gates) Peoria Jour. Star
KPIK, 1580, 5 KW,	COUNTRY	ABC-C, \$ 5.88 (Eastman) Stone
KRDO, 1240, 1 KW/250W,	NEWS	MBS, \$ 6.73 (Tor-Lask)
KRYT, 1530, 1 KW (Days),	ROCK	IND, \$ 7.83 (Pro-Meek)

FM STATIONS

KRDO-FM, 95.1, 96 KW @ 2010,	BTFL MUS (Schulke)	IND, \$ 9.35 (Tor-Lask)
KSPZ-FM, 92.9, 25 KW @ 2130,	ROCK (Century 21 - Z)	ABC-E, \$ 7.97 (Masla)
KIIQ-FM+, 102.7, 51 KW @ 2080,	ROCK	ABC-1, \$10.00 (Selcom)
KKFM-FM, 96.5, 23 KW @ 2300,	AOR	IND, \$ 9.01 (Sand-Glenn)
KPIK-FM, 93.9, 83 KW @ 2110,	COUNTRY	ABC-C, \$ 6.60 (Eastman), Stone
KPUB-FM, 99.9, 68 KW @ 2000,	COUNTRY	ABC-1, \$ 6.60 (Eastman) (PUEBLO)

TV STATIONS

KKTIV	Colorado Springs	11	CBS, Capitol	(\$250)
KOAA	Pueblo	5	NBC, Charleston (S.C.) News	(\$160)
KRDO	Colorado Springs	13	ABC	(\$400)

NEWSPAPERS

Colorado Springs Gazette-Telegraph	E	62,061	\$ .55	\$1,324, Freedom
Colorado Springs Sun	M	26,483	.33	\$ 794
Pueblo Chieftain, Star Journal	ME	52,471	.45	\$1,080

SRDS Market #96  
 Revenue Rank #88  
 Income Rank #38

COLUMBIA, S.C.

APR 14.2  
 Revenue: \$2,920,246  
 Income: \$ 450,500

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WNOK-FM	52/12.1	6.1	1. WCOS-FM	76	1. WIS	50	1. WIS	1226
2. WIS	51/11.9	13.5	2. WWDM-FM	74	2. WXRY-FM	47	2. WNOK-FM	1000
3. WXRY-FM	49/11.4	9.6	3. WNOK-FM	70	3. WCOS-FM	39	3. WCOS-FM	950
4. WCOS-FM	42/9.8	9.6	4. WIS	69	WNOK-FM	39	4. WWDM-FM	909
5. WZLD-FM	38/8.9	11.3	5. WXRY-FM	49	5. WZLD-FM	36	5. WCOS	738
6. WSCQ-FM	28/6.5	.7	6. WZLD-FM	43	6. WSCQ-FM	28	6. WOIC	645
7. WCAY	26/6.1	7.2	7. WBBQ-FM+	39	7. WCAY	26	7. WZLD-FM	635
WQXL	26/6.1	4.3	8. WOIC	32	WQXL	26	8. WXRY-FM	527
9. WOIC	25/5.8	17.6	9. WSCQ-FM	29	9. WOIC	18	9. WNOK	517
10. WCOS	21/4.9	7.2	10. WQXL	26	10. WWDM-FM	14	WBBQ-FM+	517

FM SHARE (METRO): 59.15% (236 of 399) (A/M 76: 43.54%)  
 FM SHARE (TSA): 65.76% (386 of 587) (A/M 76: 41.19%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. WNOK-FM 13	1. WNOK-FM 32	1. WCOS-FM 30	1. WXRY-FM 28	1. WIS 160
2. WCOS 8	2. WZLD-FM 30	2. WZLD-FM 27	2. WIS 25	2. WCOS-FM 101
3. WOIC 7	3. WIS 15	3. WXRY-FM 26	3. WCOS-FM 24	3. WWDM-FM 78
4. WWDM-FM 6	4. WCOS-FM 12	4. WIS 25	4. WSCQ-FM 18	4. WNOK-FM 66

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	23 (2)	139 (5)	162 (7)	40.6
MOR	63 (2)	28 (1)	91 (3)	22.8
BTFL MUSIC		49 (1)	49 (1)	12.3
BLACK	25 (1)	20 (1)	45 (2)	11.3
COUNTRY	26 (1)		26 (1)	6.5
RELIGION	26 (1)		26 (1)	6.5
			399 (15)	

AM STATIONS

WIS, 560, 5 KW, MOR	NBC, \$37.75 (Mc-Guild), Cosmos
WCAY, 620, 500W/ (Days), COUNTRY	MBS, \$ 9.50 (Carpenter)
WQXL, 1470, 5 KW (Days), RELIGION	ABC-E, \$ 9.00 ( ---- )
WOIC, 1320, 5 KW/1 KW, BLACK	NBN, \$19.50 (Eastman)
WCOS, 1400, 1 KW/250W, CONTEMP	IND, \$20.00 (Katz)
WNOK, 1230, 1 KW/250W, MOR	CBS, \$ 7.50 (Pro-Meek)

FM STATIONS

WNOK-FM, 104.7, 100 KW @ 450, CONTEMP	IND, \$ 9.00 (Pro-Meek)
WXRY-FM, 93.5, 3 KW @ 380, BTFL MUS (Bonneville)	IND, \$13.00 (Buckley)
WCOS-FM, 97.9, 10 KW @ 450, AOR ( ? ? )	ABC-1, \$16.50 (H. R. Stone)
WZLD-FM, 96.7, 3 KW @ 300, CONTEMP (Drake-Chen)	ABC-F, \$18.25 (Selcom)
WSCQ-FM, 100.1, 2.4 KW @ 330, MOR	IND, \$17.00 ( ---- )
WWDM-FM, 101.3, 100 KW @ 629, BLACK	MBN, \$10.00 (T-N) (SUMTER)

WBBQ-FM+ - See Augusta

TV STATIONS

WIS Columbia 10	NBC, Cosmos (\$425 - Little House, Disney)
WNOK Columbia 19	CBS (\$175)
WOLO Columbia 25	ABC, Bahakel (\$215 - Happy Days)

NEWSPAPERS

Columbia State, Record	ME	133,453	\$1.05	\$2,528
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ADS Market #148  
 Revenue Rank #142  
 Income Rank #292

COLUMBUS, GA

APR 16.3  
 Revenue: \$1,709,087  
 Income: \$ -165,530

12+ METRO (1/4/SHARE) 1976			12+ TSA		18+ METRO		12+ TSA CUME	
1. WOKS	54/18.8	18.7	1. WCGQ-FM	94	1. WOKS	44	1. WDAK	1270
2. WCGQ-FM	48/16.7	17.1	2. WDAK	62	2. WDAK	39	2. WCGQ-FM	1133
3. WDAK	45/15.7	15.1	3. WOKS	57	3. WCGQ-FM	38	3. WOKS	512
4. WPNX	26/9.1	9.9	4. WEIZ-FM	30	4. WPNX	26	4. WRBL	484
5. WEIZ-FM	25/8.7	7.5	5. WPNX	28	5. WEIZ-FM	25	5. WEIZ-FM	405
6. WWRH-FM	16/5.6	6.0	6. WRBL-FM	27	6. WHYD	14	6. WRCCG	370
7. WHYD	14/4.9	3.6	7. WFDR-FM	24	WWRH-FM	14	7. WPNX	368
8. WCLS	14/4.9	4.4	8. WWRH-FM	17	8. WRCCG	13	8. WWRH-FM	335
9. WRCCG	13/4.5	7.9	9. WRCCG	16	9. WRBL-FM	12	9. WCLS	310
10. WRBL-FM	12/4.2	4.4	10. WCLS	15	WCLS	12	10. WFDR-FM	303

FM SHARE (METRO): 40.07% (111 of 277) (A/M 76: 37.24%)  
 FM SHARE (TSA): 50.00% (192 of 384) (A/M 76: 47.79%)

TEENS	18 - 34	25 - 54	35 - 64	AM TSA DRIVE
1. WCGQ-FM 10	1. WCGQ-FM 33	1. WOKS 26	1. WDAK 19	1. WDAK 126
2. WOKS 10	2. WOKS 26	2. WCGQ-FM 22	2. WEIZ-FM 18	2. WCGQ-FM 95
3. WDAK 6	3. WDAK 13	3. WDAK 21	3. WPNX 16	3. WRBL-FM 43

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	59 (2)	64 (2)	123 (4)	44.4
BLACK	54 (1)	10 (1)	64 (2)	23.1
COUNTRY	40 (2)		40 (2)	14.4
BTFM MUSIC		37 (2)	37 (2)	13.4
MOR	13 (1)		13 (1)	4.7
			277 (11)	

STATIONS

WOKS, 1340, 1 KW/250W,	BLACK	MBN, NBN, \$15.00 (Howard)
WDAK, 540, 5 KW/500W,	CONTEMP	ABC-1, \$19.35 (Eastman)
WPNX, 1460, 5 KW/1 KW,	COUNTRY	NBC, \$ 7.00 (Dore)
WHYD, 1270, 5 KW (Days),	COUNTRY	MBS, \$ 9.00 ( --- ), CLW
WCLS, 1580, 1 KW,	CONTEMP	ABC-C, \$ 6.55 (Carpenter)
WRCCG, 1420, 5 KW,	MOR	CBS, \$ 7.75 (Selcom), McClure

STATIONS

WCGQ-FM, 107.3, 100 KW @ 550,	ROCK	IND, \$ 8.94 (Selcom) McClure
WEIZ-FM, 100.1, 3 KW @ 300,	BTFM MUS (TM)	IND, \$ 9.75 (Eastman)
WWRH-FM, 104.9, 3 KW @ 21,	CONTEMP (Z - Century 21)	ABC-F, \$ 6.00 (Jones)
WRBL-FM, 102.9, 100 KW @ 1521,	BTFM MUS/MOR	MBS, \$ 5.00 (Tor-Lask)Woodr.
WFDR-FM, 93.3, 61 KW @ 488,	BLACK	NBN, MBN \$ 3.50 (--) (MANCHESTER)

STATIONS

WRBL	Columbus	3	CBS, Woodruff	(\$350)
WTVM	Columbus	9	ABC, Fuqua	(\$450)
WYEA	Columbus	38	NBC	(\$ 90)

NEWSPAPERS

Columbus Enquirer, Ledger ME 64,638 \$ .70 \$1,686, Knight-Ridder

SRDS Market #35  
 ADI #34  
 Revenue Rank #27  
 Income Rank #12

COLUMBUS, OHIO

APR 14.0  
 Revenue: \$8,661,946  
 Income: \$2,232,051

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WTVN	173/14.0	12.1	1. WTVN	237	1. WTVN	169	1. WTVN	3937
2. WBNS-FM	164/13.3	11.0	2. WNCI-FM	229	2. WBNS-FM	162	2. WNCI-FM	3511
3. WNCI-FM	161/13.0	11.8	3. WBNS-FM	190	3. WNCI-FM	103	3. WCOL	2670
4. WCOL	101/8.2	10.9	4. WCOL	114	4. WBNS	81	4. WBNS-FM	2556
5. WBNS	86/7.0	8.2	5. WBNS	101	5. WMNI	74	5. WBNS	2306
6. WMNI	76/6.1	6.5	6. WMNI	89	6. WCOL	67	6. WLW	1697
7. WCOL-FM	67/5.4	5.8	7. WLW	84	7. WCOL-FM	55	7. WCOL-FM	1616
8. WLWQ-FM	54/4.4	5.3	8. WCOL-FM	74	8. WLWQ-FM	45	8. WLWQ-FM	1354
9. WVKO	45/3.6	3.7	9. WLWQ-FM	66	9. WVKO	38	9. WMNI	1311
10. WVKO-FM	37/3.0	3.2	10. WHOK-FM	61	10. WHOK-FM	35	10. WRFD	1089
11. WHOK-FM	35/2.8	1.3	11. WRFD	49	11. WLW	32	11. WMNI-FM	849
12. WLW	33/2.7	3.4	12. WVKO	45	12. WMNI-FM	27	12. WVKO-FM	725

12+ FM SHARE (METRO): 49.87% (559 of 1121) (A/M 76: 46.05%)  
 12+ FM SHARE (TSA): 48.59% (707 of 1455) (A/M 76: 42.66%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WNCI-FM	58	1. WNCI-FM	86	1. WTVN	116	1. WBNS-FM	110	1. WTVN	439
2. WCOL	34	2. WTVN	56	2. WBNS-FM	98	2. WTVN	99	2. WNCI-FM	181
3. WCOL-FM	12	3. WCOL	52	3. WNCI-FM	55	3. WMNI	47	3. WBNS	174
4. WLWQ-FM	9	WCOL-FM	52	4. WBNS	51	4. WBNS	40	4. WBNS-FM	170
5. WVKO-FM	8	5. WLWQ-FM	37	5. WMNI	47	5. WHOK-FM	19	5. WMNI	141

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	101 (1)	282 (3)	383 (4)	34.2
MOR	328 (7)	41 (2)	369 (9)	32.9
BTFM MUSIC		164 (1)	164 (1)	14.6
COUNTRY	88 (2)	35 (1)	123 (3)	11.0
BLACK	45 (1)	37 (1)	82 (2)	7.3

1121 (19)

COLUMBUS ADI

<u>12+ ADI 1/4</u>		<u>12+ ADI CUME</u>	
1. WNCI-FM	220	1. WTVN	3505
2. WTVN	213	2. WNCI-FM	3322
3. WBNS-FM	187	3. WCOL	2652
4. WCOL	113	4. WBNS-FM	2489
5. WBNS	101	5. WBNS	2291
6. WMNI	89	6. WCOL-FM	1572
7. WCOL-FM	72	7. WLW	1387
8. WLVQ-FM	64	8. WLVQ-FM	1319
9. WHOK-FM	59	9. WMNI	1307
10. WLW	48	10. WRFD	978
11. WVKO	45	11. WMNI-FM	833
12. WRFD	44	12. WHOK-FM	705
13. WVKO-FM	37	13. WVKO-FM	667
WCLT	37	14. WVKO	607
15. WMRN	31	15. WMRN	442

ADI FM SHARE: 49.24% (777 of 1578) (A/M 76: 44.79%)

AM STATIONS

WTVN, 610, 5 KW,	MOR	ABC-E,	\$66.75 (Katz), Taft
WBNS, 1460, 5 KW/1 KW,	MOR	ABC-1,	\$51.75 (Blair), Columbus Dispatch
WMNI, 920, 1 KW/500W,	COUNTRY	MBS,	\$52.50 (Mc-Guild)
WCOL, 1230, 1 KW/250W,	ROCK	IND,	\$63.00 (Eastman), Great Trails
WVKO, 1580, 1 KW (Days),	BLACK	MBN, NBN,	\$19.00 (Howard)
WRFD, 880, 5 KW (Days),	MOR/FARM	IND,	\$17.00 (Buckley) Buckeye
WCLT, 1430, 500W (Days),	CONTEMP	MBS,	\$ 6.87 (Pro-Meeker) (NEWARK)
WMRN, 1490, 1 KW/250W,	MOR	IND,	\$ 9.89 ( ---- ) (MARION)

FM STATIONS

WBNS-FM, 97.1, 54 KW @ 315, BTFL MUS (Schulke)	IND,	\$51.75 (Blair) Col. Dispatch
WNCI-FM, 97.9, 186 KW @ 565, ROCK	ABC-C,	\$57.50 (RKO) Nationwide
WCOL-FM, 92.3, 50 KW @ 311, AOR	IND,	\$57.50 (Eastman) Great Trails
WLVQ-FM, 96.3, 40 KW @ 570, AOR	IND,	\$20.50 (Katz) Taft
WHOK-FM, 95.5, 50 KW @ 225, COUNTRY	IND,	\$10.00 ( ---- ) (LANCASTER)
WVKO-FM, 94.7, 52 KW @ 220, BLACK	MBN, NBN,	\$ 9.00 (Howard)
WMNI-FM, 99.7, 50 KW @ 542, MOR	MBS,	\$20.00 (Mc-Guild)

TV STATIONS

WBNS	Columbus	10	CBS, Columbus Dispatch	
WCMH	Columbus	4	NBC, Outlet	(\$700)
WTVN	Columbus	6	ABC, Taft	(\$1800 - Happy Days)

NEWSPAPERS

Columbus Citizen-Journal, Dispatch	ME	306,743	\$1.31	\$3,714
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SRDS Market #117  
 Revenue Rank #112  
 Income Rank #83

CORPUS CHRISTI

APR 15.9  
 Revenue: \$2,154,431  
 Income: \$ 185,524

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KRYS	71/18.7	12.3	1. KCCT	85	1. KUNO	52	1. KRYS	1166
2. KCCT	54/14.2	12.0	2. KRYS	77	2. KCCT	51	2. KTSA	932
3. KUNO	52/13.7	13.1	3. KTSA	64	3. KRYS	47	3. KEYS	835
4. KIOU-FM	39/10.3	7.4	4. KUNO	57	4. KIOU-FM	39	4. KIOU-FM	641
5. KEYS	31/8.2	14.5	5. KIOU-FM	56	5. KIKN	24	5. KCCT	583
6. KIKN	24/6.3	6.6	6. KEYS	38	6. KEYS	23	6. KUNO	499
7. KZFM-FM	21/5.5	7.4	7. KZFM-FM	27	7. KZFM-FM	15	7. KZFM-FM	480
8. KTSA	19/5.0	5.2	8. KIKN	26	8. KTSA	13	8. KIKN	331
9. KOUL-FM	13/3.4	3.6	9. KROB+	19	KOUL-FM	13	9. KSIX	296
10. KSIX	12/3.2	3.3	10. KSIX	16	10. KSIX	12	10. KOPY	267

12+ FM SHARE (METRO): 22.65% ( 82 of 362) (A/M 76: 20.42%)  
 12+ FM SHARE (TSA): 21.91% (115 of 525) (A/M 76: 15.97%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. KRYS 24	1. KRYS 32	1. KCCT 29	1. KUNO 32	1. KUNO 102
2. KEYS 8	2. KCCT 24	KUNO 29	2. KIOU-FM 29	2. KIOU-FM 81
3. KTSA 6	3. KIKN 16	3. KIOU-FM 23	3. KCCT 26	3. KCCT 75

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	121 (3)	26 (2)	147 (5)	40.6
SPANISH	106 (2)		106 (2)	29.3
COUNTRY	35 (4)	17 (2)	52 (6)	14.4
BTFL MUSIC		39 (1)	39 (1)	10.8
UNKNOWN	12 (1)		12 (1)	3.3
NEWS/INFO/TALK	6 (2)		6 (2)	1.7
			<u>362 (17)</u>	

AM STATIONS

KCCT, 1150, 1 KW (Days),	SPANISH	IND,	\$16.33 (Selcom)
KEYS, 1440, 1 KW,	CONTEMP	IND,	\$14.00 (Eastman)
KIKN, 1590, 1 KW/500W,	COUNTRY	ABC-E,	\$13.00 (Tor-Lask)
KRYS, 1360, 1 KW,	CONTEMP/MOR	ABC-1,	\$13.50 (Masla), Sigmor
KSIX, 1230, 1 KW/250W,	? ? ?	CBS,	\$ 6.00 ( ---- )
KUNO, 1400, 1 KW,	SPANISH	IND,	\$14.00 (Katz)
KROB+, 1510, 500 W (Days),	COUNTRY	IND,	\$ 7.00 ( ---- )

FM STATIONS

KIOU-FM, 96.5, 100 KW @ 875, BTFL MUS (Bonneville)	IND,	\$13.00 (Pro-Meek)
KZFM-FM, 99.5, 41 KW @ 390, ROCK	ABC-C,	\$ 9.00 (Buckley)
KOUL-FM, 103.3, 100 KW @ 310, COUNTRY	IND,	\$ 7.50 (Contin.)

TV STATIONS

KIII	Corpus Christi	3	ABC	(\$250)
KORO	Corpus Christi	28	IND	(\$ 60)
KRIS	Corpus Christi	6	NBC	(\$165 - Chico)
KZTV	Corpus Christi	10	CBS	(\$190)

NEWSPAPER

Corpus Christi Caller, Times                      ME                      89,054                      \$ .86                      \$2,071, Harte-Hanks

ERDS Market #10  
 EDI #10  
 Revenue Rank #9  
 Income Rank #14

DALLAS-FT. WORTH

APR 15.3  
 Revenue: \$18,012,307  
 Income: \$ 1,957,696

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WBAP	388/12.3	11.5	1. WBAP	914	1. WBAP	378	1. WBAP	11591
2. KVIL-FM+	291/9.2	8.9	2. KVIL-FM	315	2. KVIL-FM+	245	2. KRLD	5232
3. KOAX-FM	184/5.9	7.1	3. KRLD	237	3. KOAX-FM	181	3. KLIF	4594
4. KSCS-FM	167/5.3	4.0	4. KOAX-FM	205	4. KRLD	163	4. KVIL-FM+	4010
5. KRLD	165/5.2	7.0	5. KSCS-FM	190	5. KSCS-FM	157	5. WFAA	2891
6. KMEZ-FM	144/4.6	---	6. KLIF	185	6. KMEZ-FM	140	6. KNUS-FM	2750
7. KFJZ-FM	144/4.6	---	7. KFJZ-FM	170	7. KPLX-FM	120	7. KFJZ-FM	2722
8. KNUS-FM	137/4.3	6.5	8. KZEW-FM	165	8. KBOX	111	8. KOAX-FM	2554
9. KLIF	136/4.3	4.1	9. KMEZ-FM	159	9. KLIF	106	9. KSCS-FM	2535
10. KZEW-FM	123/3.9	3.9	10. KNUS-FM	145	10. KZEW-FM	93	10. KZEW-FM	2505
11. KPLX-FM	122/3.9	.9	11. WFAA	131	11. KNUS-FM	92	11. KMEZ-FM	2286
12. KBOX	118/3.8	5.1	12. KPLX-FM	127	12. WFAA	87	12. KBOX	1851
13. KKDA-FM	103/3.3	3.3	13. KBOX	119	13. KFWD-FM	83	13. KFWD-FM	1817
14. KFWD-FM	97/3.1	3.0	14. KFWD-FM	109	14. KKDA-FM	76	14. KFJZ	1693
15. WFAA	90/2.9	3.3	15. KKDA-FM	106	15. KFJZ-FM	71	15. KPLX-FM	1600

12+ FM SHARE (METRO): 56.49% (1698 of 3006) (A/M 76: 52.21%)  
 12+ FM SHARE (TSA): 48.18% (1905 of 3954) (A/M 76: 43.89%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM DRIVE</u>
1. KFJZ-FM 73	1. KVIL-FM+ 160	1. WBAP 213	1. WBAP 232	1. WBAP 1463
2. KVIL-FM+ 46	2. KZEW-FM 86	2. KVIL-FM+ 185	2. KOAX-FM 137	2. KRLD 616
3. KNUS-FM 45	3. WBAP 76	3. KOAX-FM 118	3. KRLD 105	3. KVIL-FM+ 479
4. KLIF 30	4. KNUS-FM 75	4. KSCS-FM 111	4. KSCS-FM 85	4. KSCS-FM 272
5. KZEW-FM 30	5. KFWD-FM 73	5. KRLD 102	5. KVIL-FM+ 84	5. KOAX-FM 242
6. KKDA-FM 27	6. KSCS-FM 66	6. KPLX-FM 80	6. KMEZ-FM 76	6. KBOX 232
7. KFWD-FM 14	7. KLIF 65	7. KMEZ-FM 79	7. KPLX-FM 63	7. KLIF 228

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	259 (3)	782 (6)	1041 (9)	34.6
COUNTRY	546 (4)	167 (1)	713 (5)	23.7
BTFL MUSIC		450 (3)	450 (3)	15.0
MOR	165 (1)		165 (1)	5.5
NEWS/INFO/TALK	146 (2)		146 (2)	4.9
BLACK	126 (2)	182 (2)	308 (4)	10.3
RELIGION	44 (2)	14 (1)	58 (3)	1.9
CLASSICAL		56 (1)	56 (1)	1.9
SPANISH		47 (1)	47 (1)	1.6
UNKNOWN	22 (1)		22 (1)	0.7

3006 (30)

DALLAS - FT. WORTH ADI

<u>12+ ADI 1/4</u>		<u>12+ ADI CUME</u>	
1. WBAP	629	1. WBAP	7774
2. KVIL-FM+	310	2. KLIF	4070
3. KOAX-FM	202	3. KRLD	4062
4. KRLD	197	4. KVIL-FM	3911
5. KSCS-FM	190	5. KNUS-FM	2711
6. KFJZ-FM	165	6. KFJZ-FM	2607
7. KLIF	162	7. KOAX-FM	2469
8. KZEW-FM	155	8. KSCS-FM	2444
9. KMEZ-FM	152	9. KZEW-FM	2311
10. KNUS-FM	145	10. KMEZ-FM	2147
11. KPLX-FM	127	11. WFAA	2050
12. KBOX	118	12. KBOX	1816
13. KFWD-FM	107	13. KFWD-FM	1733
14. KKDA-FM	104	14. KFJZ	1667
15. WFAA	97	15. KPLX-FM	1582

ADI FM SHARE: 52.44% (1859 of 3545) (A/M 76: 47.84%)

AM STATIONS

WBAP, 820, 50 KW	COUNTRY	NBC,	\$115.00 (Eastman) Capital Cities
KRLD, 1080, 50 KW	MOR	ABC-1, MBS,	\$ 57.00 (Blair)
KLIF, 1190, 50 KW/5 KW	CONTEMP	IND,	\$ 80.00 (RKO) Fairchild
KBOX, 1480, 5 KW/1 KW	COUNTRY	ABC-E,	\$ 62.50 (Mc-Guild) Group One
WFAA, 570, 5 KW	NEWS/INFO	CBS,	\$ 43.00 (Katz) Belo
KFJZ, 1270, 5 KW	CONTEMP	IND,	\$ 27.00 (H. R. Stone) Swanson

FM STATIONS

KVIL-FM+, 103.7, 100 KW @ 1570,	CONTEMP	ABC-C,	\$105.00 (Buckley) Fairba
KOAX-FM, 105.3, 100 KW @ 1560,	BTFL MUSIC (Schulke)	IND,	\$ 47.50 (Christal)
KSCS-FM, 96.3, 99 KW @ 1680,	COUNTRY	IND,	\$ 45.00 (Eastman) C.Citi
KFJZ-FM, 97.1, 100 KW @ 1302,	ROCK	IND,	\$ 66.70 (HR Stone) Swans
KZEW-FM, 97.9, 100 KW @ 1680,	AOR	IND,	\$ 82.50 (Katz) Belo
KMEZ-FM, 100.3, 89 KW @ 1280,	BTFL MUSIC (Bonneville)	IND,	\$ 55.50 (Mc-Guild) G. Cr
KNUS-FM, 98.7, 100 KW @ 519,	ROCK	IND,	\$ 61.25 (ABC Spot) McLer
KPLX-FM, 99.5, 100 KW @ 1680,	BTFL MUSIC	IND,	\$ 23.50 (Masla) Susque.
KFWD-FM, 102.1, 100 KW @ 1420,	AOR (Burk-Abrams)	IND,	\$ 43.25 (CBS-FM), SouTher
KKDA-FM, 104.5, 100 KW @ 390,	BLACK	IND,	\$ 27.00 (Tor-Las)

TV STATIONS

KDFW	Dallas - Ft. Worth	4	CBS, Times-Mirror	(\$3200)
KTVT	Ft. Worth - Dallas	11	IND, Gaylord	(\$1400)
KXAS	Ft. Worth - Dallas	5	NBC, LIN	(\$2400)
KXTX	Dallas - Ft. Worth	39	IND, Christian	(\$180 - Hogan's Heroes)
WFAA	Dallas - Ft. Worth	8	ABC, Belo	(\$3700)

NEWSPAPERS

Dallas News	M	258,567	\$1.45	\$3,915
Dallas Times Herald	E	222,635	\$1.41	\$3,820
Ft. Worth Star Telegram	ME	220,333	\$1.15	\$2,928, Capital Cities



SRDS Market #99  
 Revenue Rank #95  
 Income Rank #287

DAVENPORT-ROCK ISLAND-MOLINE

APR 14.6  
 Revenue: \$2,741,482  
 Income: \$- 128,974

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>12+ METRO</u>		<u>12+ TSA CUME</u>	
1. KSTT	68/15.7	13.2	1. KLIK-FM	93	1. WOC	55	1. KLIK-FM	1515
2. KLIK-FM	57/13.1	10.0	2. KSTT	73	2. KRVR-FM	52	2. KSTT	1296
3. WOC	55/12.7	12.9	3. KRVR-FM	72	3. WHBF	51	3. WLS	1222
4. KRVR-FM	54/12.4	10.9	4. WLS	68	4. KSTT	47	4. WHBF	1135
5. WHBF	51/11.8	12.3	WMAQ	68	5. KLIK-FM	38	5. WMAQ	1091
6. WQUA	33/7.6	8.7	6. WHBF	67	6. WQUA	30	6. WOC	1013
7. WLS	14/3.2	2.9	7. WOC	65	7. KWNT	12	7. KRVR-FM	914
8. KWNT	13/3.0	2.9	8. WGN	44	8. WGN	11	8. WGN	777
9. WGN	11/2.5	2.7	9. WQUA	36	9. WLS	11	9. WQUA	774
10. WEMO-FM	9/2.1	1.3	10. WMT	22	10. WMAQ	7	10. WHBF-FM	457

12+ FM SHARE (METRO): 34.17% (137 of 401) (A/M 76: 33.17%)  
 12+ FM SHARE (TSA): 31.03% (215 of 693) (A/M 76: 29.47%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. KSTT	21	1. KSTT	39	1. KRVR-FM	30	1. WOC	39	1. WHBF	155
2. KLIK-FM	19	2. KLIK-FM	34	2. WOC	28	2. KRVR-FM	35	2. WOC	118
3. WHBF-FM	4	3. WQUA	17	3. WHBF	25	3. WHBF	25	3. WMAQ	102
4. WQUA	3	4. WLS	11	4. KLIK-FM	12	4. WQUA	12	4. WGN	82

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR	107 (5)	9 (1)	116 (6)	28.9
ROCK/CONTEMP	82 (2)	70 (3)	152 (5)	37.9
COUNTRY	71 (3)		71 (3)	17.7
BTFL MUSIC		54 (1)	54 (1)	13.5
NEWS/INFO/TALK	4 (1)		4 (1)	1.0
UNKNOWN		4 (1)	4 (1)	1.0
			401 (17)	

AM STATIONS

KSTT, 1 KW @ 1170, ROCK ABC-I, \$28.50 (Katz)  
 WOC, 5 KW @ 1420, MOR NBC, \$29.00 (Blair), Palmer  
 WHBF, 5 KW @ 1270, COUNTRY CBS, \$21.00 (Buckley)  
 WQUA, 1 KW/250W @ 1230, MOR NO NET, \$28.00 (Eastman), Mid America  
 KWNT, 500W @ 1580 (Days), COUNTRY ABC-E, \$12.50 (Sav-Gates)  
 WLS, WGN, WMAQ - See Chicago WMT - See Cedar Rapids

FM STATIONS

KLIK-FM, 103.7, 100 KW @ 800, ROCK NO NET, \$29.25 (Blair), Palmer  
 KRVR-FM, 106.5, 60 KW @ 190, BTFL MUSIC (Schulke) NO NET, \$19.00 (Eastman), Mid-America  
 WEMO-FM, 101.3, 50 KW @ 453, MOR ABC-I, \$ 8.50 (-----)  
 WHBF-FM, 98.9, 39 KW @ 900, ROCK (TM) NO NET, \$12.50 (Buckley)  
 WHTT-FM, 96.9, 50 KW @ 500, CONTEMP (Drake-Chen) NO NET, \$10.00 (Katz)

TV STATIONS

WHBF Rock Island 4 CBS (\$280 - Waltons)  
 WOC Davenport 6 NBC, Palmer (\$450 - Little House, Disney)  
 WQAD Moline 8 ABC (\$900)

NEWSPAPERS

Davenport Quad City Times AD 60,018 \$ .58 \$1,397, Lee  
 Moline Dispatch E 36,529  
 Rock Island Argus E 25,573 \$ .50 \$1,204  
 62,102

SRDS Market #43  
 ADI #46  
 Revenue Rank #47  
 Income Rank #27

DAYTON

APR 15.1  
 Revenue: \$5,255,556  
 Income: \$ 713,943

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WHIO	177/16.9	17.9	1. WHIO	209	1. WHIO	173	1. WLW	3466
2. WONE	117/11.1	10.1	2. WONE	197	2. WONE	115	2. WHIO	3088
3. WHIO-FM	114/10.9	10.7	3. WHIO-FM	181	3. WHIO-FM	108	3. WONE	2351
4. WING	108/10.3	10.9	4. WLW	175	4. WAVI	91	4. WING	2334
5. WAVI	93/8.9	6.8	5. WING	121	5. WDAO-FM	75	5. WHIO-FM	2143
6. WDAO-FM	83/7.9	7.8	6. WDAO-FM	100	6. WING	73	6. WTUE-FM	1496
7. WTUE-FM	70/6.7	5.7	7. WAVI	98	7. WTUE-FM	51	7. WVUD-FM	1298
8. WLW	43/4.1	4.9	WTUE-FM	98	8. WLW	39	8. WKRQ-FM	1208
9. WVUD-FM	37/3.5	7.1	9. WKRQ-FM	83	9. WVUD-FM	30	9. WSAI	1035
10. WPTW-FM	25/2.4	1.1	10. WVUD-FM	60	10. WPTW-FM	25	10. WDAO-FM	936

12+ FM SHARE (METRO): 39.56% (379 of 958) (A/M 76: 40.57%)  
 12+ FM SHARE (TSA): 41.16% (645 of 1567) (A/M 76: 38.43%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM DRIVE</u>	
1. WING	35	1. WING	57	1. WHIO	91	1. WHIO	107	1. WHIO	469
2. WTUE-FM	19	2. WTUE-FM	49	2. WONE	86	2. WONE	78	2. WONE	269
3. WDAO-FM	8	3. WDAO-FM	45	3. WHIO-FM	57	3. WHIO-FM	64	3. WHIO-FM	212
4. WVUD-FM	7	4. WONE	31	4. WAVI	40	4. WAVI	46	4. WLW	208
5. WHIO-FM	6	5. WHIO	29	5. WING	38	5. WDAO-FM	26	5. WDAO-FM	144

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP MOR	128 (3)	125 (3)	253 (6)	26.4
BTFM MUSIC		171 (4)	171 (4)	17.9
COUNTRY	117 (1)		117 (1)	12.2
NEWS/INFO/TALK	93 (1)		93 (1)	9.7
BLACK		83 (1)	83 (1)	8.7
			<u>958 (18)</u>	

DAYTON ADI

<u>12+ ADI 1/4</u>		<u>12+ ADI CUME</u>	
1. WHIO	200	1. WHIO	2949
2. WHIO-FM	167	2. WING	2023
3. WONE	160	3. WHIO-FM	1953
4. WING	109	4. WONE	1852
5. WDAO-FM	100	5. WLW	1772
6. WAVI	94	6. WTUE-FM	1399
7. WTUE-FM	90	7. WVUD-FM	1186
8. WLW	87	8. WDAO-FM	928
9. WVUD-FM	54	9. WAVI	882
10. WIZE	52	10. WIZE	881
11. WPTW-FM	31	11. WOWO	554
12. CKLW	28	12. CKLW	534
WOWO	28	13. WBLY-FM	512
14. WBLY	27	14. WSAI	438
15. WKBV	24	15. WKRQ-FM	417

ADI FM SHARE: 44.02% (530 of 1204) (A/M 76: 35.54%)

AM STATIONS

WHIO, 5 KW	@ 1290,	MOR	CBS,	\$51.25 (Christal), Cox
WONE, 5 KW	@ 980,	COUNTRY	ABC-1,	\$56.75 (Mc-Guild), Group One
WING, 5 KW	@ 1410,	ROCK	IND,	\$42.50 (Eastman), Great Trails
WAVI, 250W	@ 1210 (Days),	TALK	ABC-E,	\$21.00 (Pro-Meek)
WIZE, 1 KW/250W	@ 1340,	CONTEMP	ABC-C,	\$10.00 (Eastman), Great Trails (SPRING.)
WBLY, 1 KW	@ 1600 (Days),	MOR	MBS,	\$13.50 (Devney) (SPRINGFIELD)
WKBV, 1 KW/250W	@ 1490,	MOR	ABC-1,	\$11.50 (Pro-Meek) Central (RICHMOND, IN.)

WOWO - See Ft. Wayne    CKLW - See Detroit    All Others - See Cincinnati

FM STATIONS

WHIO-FM, 99.1,	50 KW @ 1060,	BTFL MUSIC	IND,	\$40.00 (Christal), Cox
WDAO-FM, 107.7,	50 KW @ 420,	BLACK	NBN, ABC-C, MBN	\$23.00 (Howard)
WTUE-FM, 104.7,	50 KW @ 370,	ROCK	IND,	\$32.50 (Blair), Group One
WVUD-FM, 99.9,	50 KW @ 500,	ROCK	ABC-F,	\$24.00 (ABC Spot) Un. of Dayton
WPTW-FM, 95.7,	36 KW @ 164,	BTFL MUSIC	IND,	\$ 4.50 (Regional) (PIQUA)
WBLY-FM, 102.9,	50 KW @ 160,	CONTEMP	MBS,	\$ 6.50 (Devney) (SPRINGFIELD)

TV STATIONS

WDTN	Dayton	2	NBC, Grinnel	(\$700 - NBC Movie)
WHIO	Dayton	7	CBS, Cox	(\$970 - Waltons)
WKEF	Dayton	22	ABC	(\$500 - Happy Days)

NEWSPAPERS

Dayton News	E	150,220		
Dayton Journal Herald	M	102,837		
Springfield Sun, News	ME	46,410		
		<u>299,467</u>	\$1.95	\$5,528, Cox

SRDS Market #159  
 ADI #40  
 Revenue Rank #126  
 Income Rank #303

DAYTONA BEACH

APR 15.2  
 Revenue: \$1,962,276  
 Income: \$ -230,564

<u>12+ METRO/TSA* (1/4/SHARE) 1976**</u>	<u>18+ METRO</u>	<u>12+ TSA CUME</u>
1. WDBO-FM 35/12.7	1. WDBO-FM 35	1. WWLV-FM 363
2. WWLV-FM 27/9.8	2. WWLV-FM 27	2. WNDB 346
3. WDIZ-FM 26/9.4	3. WELE-FM 23	3. WDAT 337
4. WELE-FM 23/8.3	4. WDIZ-FM 22	4. WROD 335
5. WNDB 21/7.6	5. WNDB 21	5. WMFJ 328
6. WDAT 17/6.2	6. WELE 16	6. WDBO-FM 287
7. WELE 16/5.8	WSBB 16	7. WDIZ-FM 279
WMFJ 16/5.8	8. WDAT 13	8. WQXQ-FM 261
WSBB 16/5.8	WROD 13	9. WELE-FM 255
10. WROD 15/5.4	10. WMFJ 9	10. WSBB 252

\* Figures for Metro and TSA are nearly the same. The only change is with WWLV-FM which has a TSA total of 28.

\*\* There are no 1976 figures - Daytona Beach was unrated.

12+ FM SHARE (METRO): 54.41% (142 of 261)  
 12+ FM SHARE (TSA): 54.58% (143 of 262)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. WMFJ 7	1. WDIZ 19	1. WELE-FM 15	1. WELE-FM 13	1. WNDB 48
2. WQXQ-FM 6	2. WROD 10	2. WELE 11	2. WELE 12	2. WELE-FM 32
3. WDAT 4	3. WDAT 8	3. WWLV-FM 10	WDBO-FM 12	3. WDBO-FM 29

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
BTFL MUSIC		71 (3)	71 (3)	27.2
ROCK/CONTEMP	36 (3)	47 (4)	83 (7)	31.8
MOR	56 (4)		56 (4)	21.5
COUNTRY	27 (3)	23 (1)	50 (4)	19.2
RELIGION		1 (1)	1 (1)	0.4
			<u>261 (19)</u>	

AM STATIONS

WNDB, 1150, 1 KW,	MOR	CBS, \$11.00 (H. R. Stone)
WSBB, 1230, 1 KW/250W,	MOR	MBS, \$ 3.20 ( ---- ), Tidmore
WROD, 1340, 1 KW/250W,	MOR	ABC-E, \$ 6.63 (Smith), Elyria-Lorraine
WMFJ, 1450, 1 KW/250W,	ROCK	ABC-C, \$10.75 (Pro-Meek), Walter-Weeks
WELE, 1590, 1 KW (Days),	COUNTRY	MBS, \$12.27 (Roslin)
WDAT, 1380, 1 KW,	CONTEMP	NBC, \$12.50 (Masla)

FM STATIONS

WWLV-FM, 94.5, 54 KW @ 360,	BTFL MUS (TM)	IND, \$11.50 (H. R. Stone)
WELE-FM, 105.9, 76 KW @ 302,	COUNTRY	MBS, \$15.00 (Roslin)
WQXQ-FM, 101.9, 25 KW @ 161,	ROCK	IND, \$ 7.00 (Pro-Meek), Walter-Weeks

WDBO-FM, WDIZ-FM - See Orlando

FOR TV STATIONS, NEWSPAPERS AND ADI LISTINGS SEE ORLANDO

EDS Market #22  
 DI #23  
 Revenue Rank #16  
 Income Rank #18

DENVER

APR 15.6  
 Revenue: \$13,464,568  
 Income: \$ 1,130,422

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KLIR-FM	181/9.9	6.9	1. KOA	216	1. KLIR-FM	180	1. KOA	3925
2. KHOW	142/7.7	12.7	2. KLIR-FM	193	2. KHOW	139	2. KIMN	3328
3. KOA	136/7.4	8.3	3. KHOW	187	3. KOA	131	3. KHOW	2875
4. KBPI-FM	124/6.8	3.6	4. KIMN	136	4. KOSI-FM	115	4. KTLK	2393
5. KOSI-FM	117/6.4	5.7	5. KOSI-FM	133	5. KLAK+	103	5. KLIR-FM	2234
6. KLAK+	106/5.8	3.5	6. KBPI-FM	129	6. KOSI	97	6. KXXK-FM	1973
7. KTLK	103/5.6	3.8	7. KLAK+	115	7. KBPI-FM	96	7. KOSI-FM	1843
8. KOSI	99/5.4	5.0	8. KTLK	110	8. KIMN	69	8. KOSI	1701
9. KXXK-FM	92/5.0	8.2	9. KOSI	102	9. KERE	59	9. KLAK+	1671
10. KIMN	82/4.5	5.7	10. KXXK-FM	101	10. KAZY-FM	56	10. KLZ	1643
11. KERE	63/3.4	3.1	11. KERE	96	11. KVOD-FM	53	11. KERE	1447
12. KAZY-FM	63/3.4	---	12. KAZY-FM	81	12. KWBZ	52	12. KBPI-FM	1437

12+ FM SHARE (METRO): 43.52% (766 of 1760) (A/M 76: 39.89%)  
 12+ FM SHARE (TSA): 40.18% (853 of 2123) (A/M 76: 37.84%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. KTLK 58	1. KBPI-FM 94	1. KHOW 104	1. KLIR-FM 107	1. KOA 436
2. KXXK-FM 54	2. KHOW 76	2. KLIR-FM 101	2. KOA 84	2. KHOW 398
3. KBPI-FM 28	3. KIMN 60	3. KLAK+ 74	3. KOSI-FM 78	3. KLIR-FM 206
4. KOAQ-FM 16	4. KAZY-FM 51	4. KOA 69	4. KOSI 77	4. KLAK+ 200
5. KIMN 13	5. KIMN-FM 41	5. KOSI-FM 65	5. KLAK+ 65	5. KOSI-FM 174

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	224 (4)	370 (5)	594 (9)	33.8
MOR	351 (5)		351 (5)	20.0
BTFL MUSIC	99 (1)	298 (2)	397 (3)	22.6
COUNTRY	138 (2)	31 (1)	169 (3)	9.6
NEWS/INFO/TALK	101 (2)		101 (2)	5.7
CLASSICAL		53 (1)	53 (1)	3.0
RELIGION	26 (2)		26 (2)	1.5
SPANISH	27 (1)		27 (1)	1.5
JAZZ		14 (1)	14 (1)	0.8
BLACK	26 (1)		26 (1)	1.5

1760 (28)

DENVER ADI

<u>12+ ADI 1/4</u>		<u>12+ ADI CUME</u>	
1. KLIR-FM	188	1. KOA	3378
2. KOA	178	2. KIMN	2956
3. KHOW	170	3. KHOW	2593
4. KOSI-FM	133	4. KTLK	2374
5. KBPI-FM	127	5. KLIR-FM	2206
6. KIMN	116	6. KXXK-FM	1928
7. KLAK+	113	7. KOSI-FM	1825
8. KTLK	110	8. KOSI	1676
9. KOSI	101	9. KLAK+	1658
10. KXXK-FM	100	10. KBPI-FM	1422
11. KERE	91	11. KERE	1354
12. KAZY-FM	77	12. KLZ	1320
13. KVOD-FM	62	13. KAZY-FM	1276
KLZ	62	14. KOAQ-FM	1210
15. KWBZ	55	15. KIMN-FM	1041

ADI FM SHARE: 41.93% (915 of 2182) (A/M 76: 37.75%)

AM STATIONS

KERE, 710, 5 KW,	COUNTRY	MBS,	\$37.00 (H. R. Stone), Mission
KHOW, 630, 5 KW,	MOR	IND,	\$109.25 (RAR), Doubleday
KIMN, 950, 5 KW,	CONTEMP	IND,	\$52.00 (Blair), Jefferson-Pilot
KLAK+, 1600, 5 KW,	COUNTRY	IND,	\$37.00 (Eastman), McCoy
KLZ, 560, 5 KW,	MOR	ABC-E, NBC,	\$53.25 (Mc-Guild), Group One
KOA, 850, 50 KW,	MOR	CBS,	\$62.50 (Katz), General Electric
KOSI, 1430, 5 KW,	BTFL MUSIC	IND,	\$30.00 (Tor-Lask)
KTLK, 1280, 5 KW,	ROCK	ABC-C,	\$32.75 (Buckley)
KWBZ, 1150, 5 KW (Days),	TALK	IND,	\$14.00 (-----)

FM STATIONS

KLIR-FM, 100.3, 100 KW @ 500,	BTFL MUS (Schulke)	IND,	\$33.00 (Selcom)
KOSI-FM, 101.1, 86 KW @ 780,	BTFL MUS	IND,	\$25.00 (Tor-Lask)
KBPI-FM, 105.9, 100 KW @ 200,	AOR	IND,	\$42.00 (ABC Spot)
KXXK-FM, 95.7, 51 KW @ 725,	ROCK	IND,	\$45.00 (RAR) Doubleday
KAZY-FM, 106.7, 94 KW @ 960,	AOR	IND,	\$31.75 (Mc-Guild) Group One
KVOD-FM, 99.5, 100 KW @ 380,	CLASSICAL	IND,	\$25.00 (Con Mus Sales)
KOAQ-FM, 103.5, 100 KW @ 1061,	CONTEMP (TM)	IND,	\$24.50 (Ratz) General Electric
KIMN-FM, 95.7, 51 KW @ 730,	ROCK	IND,	\$23.00 (Blair) Jeff-Pilot

TV STATIONS

KBTV	Denver	9	ABC, Combined Communications	
KMGH	Denver	7	CBS, McGraw-Hill	(\$2400 - Mash)
KOA	Denver	4	NBC, General Electric	(\$3000)
KWGN	Denver	2	IND, WGN Continental	(\$275)

NEWSPAPERS

Denver Post	E	246,517	\$1.24	\$3,404
Rocky Mountain News	M	219,798	\$1.13	\$1,356, Seripps-Howard

EDS Market #110  
 Revenue Rank # 56  
 Income Rank # 64

DES MOINES

APR 14.0  
 Revenue: \$4,566,887  
 Income: \$ 281,190

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WHO	59/15.7	12.9	1. WHO	316	1. WHO	58	1. WHO	4601
2. KRNT	56/14.9	13.2	2. KIOA	136	2. KRNT	55	2. KIOA	2886
3. KLYF-FM	53/14.1	13.2	3. KLYF-FM	122	3. KLVF-FM	53	3. KLYF-FM	1478
4. KSO	42/11.2	9.2	4. KSO	92	4. KSO	41	4. KSO	1117
5. KIOA	38/10.1	12.9	5. KRNT	62	5. KIOA	30	5. KRNT	1062
6. KGGO-FM	34/9.0	8.7	6. KMGK-FM	49	6. KGGO-FM	21	6. KGGO-FM	960
7. KMGK-FM	24/6.4	4.2	7. KGGO-FM	47	7. KCBC	17	7. KMGK-FM	944
8. KCBC	20/5.3	5.3	8. KRNQ-FM	39	8. KMGK-FM	16	8. KRNQ-FM	893
9. KRNQ-FM	18/4.8	7.3	9. KCBC	24	9. KRNQ-FM	13	9. KCBC	354
10. KDMI-FM	8/2.1	2.5	10. KLFM-FM	12	10. KDMI-FM	8	10. KDMI-FM	170

FM SHARE (METRO): 39.89% (144 of 361) (A/M 76: 39.16%)  
 FM SHARE (TSA): 30.55% (278 of 910) (A/M 76: 30.91%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. KGGO-FM	13	1. KIOA	22	1. KLYF-FM	30	1. WHO	35	1. WHO	688
2. KIOA	8	2. KCBC	17	2. KRNT	27	2. KRNT	32	2. KIOA+	173
KMGK-FM	8	3. KGGO-FM	16	3. KSO	25	3. KLYF-FM	30	3. KSO	142

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	58 (2)	76 (3)	134 (5)	37.1
MOR	58 (2)	7 (1)	65 (3)	18.0
NEWS/INFO/TALK	59 (1)		59 (1)	16.3
BTFM MUSIC		53 (1)	53 (1)	14.7
COUNTRY	42 (1)		42 (1)	11.6
RELIGION		8 (1)	8 (1)	2.2
			<u>361 (12)</u>	

AM STATIONS

WHO, 1040, 50 KW,	TALK/COUNTRY	NBC,	\$56.75 (Blair), Palmer
KRNT, 1350, 5 KW,	MOR	CBS,	\$24.25 (Katz), Stauffer
KSO, 1460, 5 KW,	COUNTRY	ABC-E,	\$19.00 (Tor-Lask), Stoner
KIOA, 940, 10 KW/5 KW,	CONTEMP	IND,	\$39.83 (Eastman), Mid-America
KCBC, 1390, 1 KW,	AOR	ABC-1,	\$11.50 ( ---- ), Minn-Iowa TV

FM STATIONS

KLYF-FM, 100.3, 100 KW @ 1700,	BTFM MUS (Schulke)	IND,	\$18.00 (Blair), Palmer
KGGO-FM, 94.9, 100 KW @ 300,	ROCK	IND,	\$12.00 (Tor-Lask), Stoner
KMGK-FM, 93.3, 100 KW @ 420,	ROCK	IND,	\$35.40 (Eastman), Mid-America
KRNQ-FM, 102.5, 100 KW @ 514,	ROCK (TM)	IND,	\$16.50 (Katz), Stauffer
KDMI-FM, 97.3, 115 KW @ 450,	RELIGION	MBS,	\$ 4.00 ( ---- )
KLFM-FM, 104.1, 100 KW @ 465,	MOR	IND,	\$12.50 ( ---- ) (AMES)

TV STATIONS

KCCI	Des Moines	8	CBS, Cowles	(\$600)
KVFD	Fort Dodge	21	NBC	(\$240)
WHO	Des Moines	13	NBC, Palmer	(\$400 - Little House)
WOI	Ames	5	ABC, Iowa State	(\$400)

NEWSPAPERS

Des Moines Register, Tribune ME 321,600 \$2.78 \$5,221

SRDS Market #5  
 ADI #7  
 Revenue Rank #8  
 Income Rank #9

DETROIT

APR 16.8  
 Revenue: \$20,219,116  
 Income: \$ 2,605,903

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WJR	848/14.1	15.1	1. WJR	1231	1. WJR	826	1. WJR	18005
2. WRIF-FM	438/7.3	6.2	2. CKLW	667	2. WWJ	364	2. CKLW	16046
3. WWJ	367/6.1	5.1	3. WRIF-FM	494	3. WJR-FM	336	3. WRIF-FM	8300
4. WDRQ-FM	351/5.8	4.3	4. WWJ	388	4. WXYZ	302	4. WXYZ	7114
5. WJR-FM	338/5.6	3.9	5. WJR-FM	382	5. WRIF-FM	280	5. WDRQ-FM	6885
6. WXYZ	330/5.5	5.0	6. WDRQ-FM	367	6. WWJ-FM	241	6. WWJ	6389
7. CKLW	284/4.7	6.3	7. WXYZ	334	7. WMJC-FM	232	7. WJR-FM	5421
8. WMJC-FM	255/4.2	4.4	8. WMJC-FM	276	8. WDRQ-FM	230	8. WNIC-FM	4572
9. WJLB	249/4.1	2.8	9. WWJ-FM	260	9. CKLW	215	9. WWJ-FM	4287
10. WWJ-FM	243/4.0	5.1	WJLB	260	10. WJLB	209	10. WJLB	4081
11. WOMC-FM	200/3.3	4.5	11. WDEE	219	11. WOMC-FM	195	11. WDEE	3994
12. WNIC-FM	192/3.2	.8	12. WNIC-FM	212	12. WDEE	181	12. WMJC-FM	3896
13. WDEE	186/3.1	4.4	13. WOMC-FM	201	13. WNIC-FM	173	13. WABX-FM	3756
14. WWWW-FM	176/2.9	2.5	14. WWWW-FM	181	14. WWWW-FM	151	14. WCAR	3652
15. WABX-FM	154/2.6	2.6	15. WABX-FM	177	15. WCAR	147	15. WWWW-FM	3489

12+ FM SHARE (METRO): 50.62% (2841 of 5612) (A/M 76: 49.22%)  
 12+ FM SHARE (TSA): 45.71% (3082 of 6742) (A/M 76: 42.54%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM DRIVE</u>	
1. WRIF-FM	158	1. WRIF-FM	259	1. WJR	426	1. WJR	507	1. WJR	2008
2. WDRQ-FM	121	2. WMJC-FM	184	2. WXYZ	194	2. WJR-FM	235	2. CKLW	701
3. CKLW	69	3. WXYZ	173	3. WJR-FM	175	3. WWJ	169	3. WWJ	669
4. WJLB	40	4. WDRQ-FM	150	4. WMJC-FM	136	4. WWJ-FM	154	4. WXYZ	616
5. WABX-FM	38	5. WWWW-FM	143	5. CKLW	135	5. WDEE	135	5. WDRQ-FM	425
6. WXYZ	28	6. WNIC-FM	136	6. WWJ-FM	128	6. WOMC-FM	124	6. WJR-FM	401
7. WWWW-FM	25	7. WJR	118	7. WOMC-FM	126	7. WXYZ	110	7. WRIF-FM	356

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	699 (3)	1589 (7)	2288 (10)	40.8
MOR	898 (3)	200 (1)	1098 (4)	19.6
BTFL MUSIC	72 (1)	656 (3)	728 (4)	13.0
NEWS/INFO/TALK	517 (2)		517 (2)	9.2
BLACK	399 (2)	65 (1)	464 (3)	8.3
COUNTRY	186 (1)	58 (1)	244 (2)	4.4
JAZZ		128 (1)	128 (1)	2.3
RELIGION		69 (2)	69 (2)	1.2
CLASSICAL		44 (1)	44 (1)	0.8
ETHNIC		32 (1)	32 (1)	0.6

5612 (30)



DETROIT ADI

12+ ADI 1/4

1.	WJR	955
2.	WRIF-FM	476
3.	WWJ	384
4.	WJR-FM	378
5.	WDRQ-FM	364
6.	WXYZ	331
7.	CKLW	318
8.	WMJC-FM	273
9.	WJLB	259
10.	WWJ-FM	258
11.	WNIC-FM	210
12.	WDEE	205
13.	WOMC-FM	200
14.	WWWW-FM	176
15.	WCHB	169

12+ ADI CUME

1.	WJR	13208
2.	CKLW	8263
3.	WRIF-FM	7846
4.	WXYZ	7044
5.	WDRQ-FM	6789
6.	WWJ	6158
7.	WJR-FM	5126
8.	WNIC-FM	4430
9.	WWJ-FM	4227
10.	WJLB	4041
11.	WMJC-FM	3849
12.	WDEE	3720
13.	WABX-FM	3626
14.	WCAR	3468
15.	WWWW-FM	3274

ADI FM SHARE: 50.32% (3009 of 5980) (A/M 76: 46.16%)

AM STATIONS

CKLW, 50 KW	@ 800, ROCK	IND, \$131.25 (Bol-Burc)
WCAR, 50 KW/10 KW	@ 1130, NEWS	IND, \$ 40.00 (RKO) Golden West
WDEE, 50 KW/5 KW	@ 1500, COUNTRY	ABC-1, \$ 82.50 (Christal) Globe*
WJLB, 1 KW/250W	@ 1400, BLACK	IND, \$ 45.50 (H. R. Stone) Booth
WJR, 50 KW	@ 760, MOR	NBC, \$176.25 (Katz) Capital Cities
WWJ, 5 KW	@ 950, NEWS	CBS, \$ 77.50 (CBS Spot) Evening News
WCHB, 1 KW	@ 1440, BLACK	NBN, \$ 48.50 (Howard)
WXYZ, 5 KW	@ 1270, CONTEMP	ABC-E, \$ 81.25 (Blair) ABC

FM STATIONS

WABX-FM, 99.5, 36 KW @	450, AOR	IND, \$62.50 (Selcom) Century
WDRQ-FM, 93.1, 20 KW @	500, ROCK	IND, \$55.00 (Tor-Las) Bartell
WJR-FM, 96.3, 50 KW @	480, BTFL MUS (Bonneville)	IND, \$33.00 (Katz) Capital Cities
WMJC-FM, 94.7, 10 KW @	950, SOFT ROCK	IND, \$56.95 (Eastman) Greater Media
WNIC-FM, 100.3, 50 KW @	400, SOFT ROCK	IND, \$48.45 (Mc-Guild)
WOMC-FM, 104.3, 190 KW @	416, MOR	IND, \$54.00 (Metro) Metromedia
WRIF-FM, 101.1, 27 KW @	880, ROCK	ABC-FM, \$84.50 (ABC Spot) ABC
WWJ-FM, 97.1, 12 KW @	892, BTFL MUS (FM-100)	IND, \$39.00 (CBS Spot) Even. News
WWWW-FM, 106.7, 61 KW @	508, AOR	ABC-C, \$45.00 (CBS-FM) Starr

TV STATIONS

CBET Windsor	9	CBC, CBC	(\$350)
WGPR Detroit	62	IND	(\$125 - News)
WJBK Detroit	2	CBS, Storer	(\$3000 - MASH)
WKBD Detroit	50	IND, Kaiser	(\$750)
WWJ Detroit	4	NBC, Evening News	(\$3500 - Sanford)
WXON Detroit	20	IND	(\$115)
WXYZ Detroit	7	ABC, ABC	

NEWSPAPERS

Detroit News	E	650,078	\$3.33	\$9291, Evening News
Detroit Free Press	M	621,966	\$3.45	\$8280, Knight-Ridder

\* Sale to Combined Communications pending

SRDS Market #138  
 Revenue Rank #113  
 Income Rank #120

DULUTH - SUPERIOR

APR 18.5  
 Revenue: \$2,137,961  
 Income: \$ 90,594

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KDAL	80/20.2	19.2	1. KDAL	91	1. KDAL	79	1. WEBC	1235
2. WAKX-FM+	66/16.6	14.5	2. WAKX-FM+	86	2. WAKX-FM+	51	2. WAKX-FM+	1091
3. WKKQ	49/12.3	6.8	3. WKKQ	80	3. WKKQ	49	3. KDAL	1026
4. KEBC	43/10.8	15.7	4. WEBC	69	4. WEBC	30	4. WKKQ	650
5. WGGR-FM	28/7.1	7.6	5. WGGR-FM	39	5. WGGR-FM	28	5. WGGR-FM	460
6. WMFG+	21/5.3	5.1	6. KAOH-FM+	28	6. WMFG+	21	6. WDSM	412
7. WEVE	20/5.0	4.6	7. WMFG	23	7. WEVE	20	7. KAOH-FM+	335
8. WHLB+	18/4.6	3.1	8. WEVE	20	8. WHLB+	18	8. WLS	259
9. KAOH-FM+	16/4.0	5.1	9. WHLB+	18	9. WDSM	16	9. WEVE	241
WDSM	16/4.0	5.3	10. WDSM	17	KAOH-FM+	16	10. WWJC	218

FM SHARE (METRO): 23.34% (88 of 377) (A/M 76: 21.88%)  
 FM SHARE (TSA): 24.80% (124 of 500) (A/M 76: 20.73%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WAKX-FM+	15	1. WAKX-FM+	36	1. KDAL	36	1. KDAL	45	1. KDAL	214
2. WEBC	13	2. WEBC	25	2. WKKQ	34	2. WKKQ	35	2. WAKX-FM	96
3. KDAL	1	3. WKKQ	12	3. WAKX-FM+	21	3. WGGR-FM	21	3. WKKQ	82

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR	119 (4)	4 (2)	123 (6)	32.6
ROCK/CONTEMP	63 (3)	48 (1)	111 (4)	29.4
COUNTRY	97 (5)	8 (1)	105 (6)	27.9
BTFM MUSIC		28 (1)	28 (1)	7.4
RELIGION	10 (1)		10 (1)	2.7
			<u>377 (18)</u>	

AM STATIONS

KDAL, 610, 5 KW,	MOR	CBS, \$14.40 (Buckley), WGN Contine-
WKKQ, 1060, 5 KW (Days),	COUNTRY	IND, \$ 8.00 (Walton) (HIBBING)
WEBC, 560, 5 KW,	ROCK	ABC-C, \$29.00 (Katz), Midwest Radio
WMFG+, 1240, 1 KW/250W,	MOR	ABC-1, \$ 5.00 (Bolles) (HIBBING)
WEVE, 1340, 1 KW/250W,	COUNTRY	MBS, \$ 5.50 ( --- ) (EVELETH)
WHLB+, 1400, 1 KW/250W,	MOR	ABC-E, \$ 5.50 (Bolles) (VIRGINIA)
WDSM, 710, 5 KW,	COUNTRY	NBC, \$12.25 (Tor-Lask)
WWJC, 850, 10 KW (Days),	RELIGION	ABC-E, \$ 2.00 ( --- )

FM STATIONS

WAKX-FM+, 98.9, 100 KW @ 600,	ROCK	ABC-1, \$10.53 (Howard)
WGGR-FM, 105.1, 100 KW @ 749,	BTFM MUS	IND, \$12.50 (Pro-Meek)
KAOH-FM+, 94.9, 26 KW @ 180,	COUNTRY	IND, \$ 7.90 (Ewing)

TV STATIONS

WBJR Superior 6	NBC	(\$221 - Grizzly Adams)
WDIO Duluth 10	ABC	(\$220)
KDAL Duluth 3	CBS, WGN Continental	(\$210)

NEWSPAPERS

Duluth News-Trib, Herald	ME	73,126	\$ .89	\$1,607, Knight-Ridder
Superior Telegram	E	14,734	\$ .25	\$ 602, Morgan Murphy

ERDS Market #85  
 Revenue Rank #90  
 Income Rank #314

EL PASO

APR 14.9  
 Revenue: \$2,897,630  
 Income: \$ -361,023

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KAMA+	102/20.2	10.6	1. KAMA+	105	1. KAMA+	100	1. XROK	1191
2. KINT-FM+	76/15.1	13.1	2. KINT-FM+	78	2. KHEY	53	2. KINT-FM+	996
3. KHEY	54/10.7	11.5	3. KHEY	58	3. KINT-FM+	51	3. KELP	931
4. KZB-FM	40/7.9	6.3	4. XROK	56	4. KEZB-FM	36	4. KTSM-FM	808
5. KEZB-FM	37/7.3	5.8	5. KTSM-FM	45	5. KZB-FM	34	5. KHEY	754
6. KTSM-FM	33/6.5	4.0	6. KZB-FM	40	6. KTSM	30	6. KAMA+	731
XROK	33/6.5	13.4	7. KEZB-FM	37	7. KTSM-FM	25	7. KEZB-FM	472
8. KTSM	30/5.9	4.0	8. KTSM	30	8. XROK	21	8. KTSM	419
9. KPAS-FM	11/2.2	---	9. KPAS-FM	12	9. KPAS-FM	9	9. KPAS-FM	247
10. KSET-FM	8/1.6	.6	10. XEJ	8	10. KSET-FM	8	10. KSET	233

12+ FM SHARE (METRO): 38.46% (170 of 442) (A/M 76: 33.64%)

12+ FM SHARE (TSA): 37.91% (185 of 488) (A/M 76: 33.93%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. KINT-FM+	25	1. KINT-FM+	44	1. KAMA+	67	1. KAMA+	60	1. KAMA+	139
2. XROK	12	2. KAMA+	32	2. KHEY	27	2. KHEY	35	2. KHEY	115
3. KTSM-FM	8	3. KZB-FM	30	3. KEZB-FM	20	3. KEZB-FM	21	3. KZB-FM	71
4. KZB-FM	6	4. KTSM-FM	22	4. KZB-FM	18	4. KTSM	11	4. KINT-FM+	68

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	91 (3)	102 (3)	193 (6)	43.7
SPANISH	81 (1)	21 (1)	102 (2)	23.1
COUNTRY	54 (1)	2 (1)	56 (2)	12.7
BTFL MUSIC		45 (2)	45 (2)	10.2
NEWS/INFO/TALK	30 (1)		30 (1)	6.8
MOR	9 (2)		9 (2)	2.0
UNKNOWN	7 (1)		7 (1)	1.6
			<u>442 (16)</u>	

AM STATIONS

KAMA+, 1060, 10 KW (Days),	SPANISH,	IND,	\$29.00 (Eastman)
KHEY, 690, 10 KW,	COUNTRY,	ABC-1,	\$38.25 (Katz)
KZB-FM, 920, 1 KW/500W,	CONTEMP,	IND,	\$10.50 (Buckley), Walton
XROK, 800, 150 KW,	ROCK,	IND,	\$12.00 (Mc-Guild)
XEJ, 970, 10 KW/1 KW,	? ?	IND,	\$ ? ?
KTSM, 1380, 5 KW/500W,	NEWS	NBC,	\$ 6.50 (Pro-Meeker)
KSET, 1340, 1 KW/250W,	MOR, (Entertainers)	MBS,	\$13.25 ( --- )

FM STATIONS

KINT-FM+, 97.5, 60 KW @ 1080, ROCK	ABC-C,	\$13.50 (Tor-Lask)
KEZB-FM, 96.3, 100 KW @ 730, BTFL MUS (TM)	IND,	\$16.50 (Katz)
KTSM-FM, 99.9, 100 KW @ 1820, ROCK (Drake-Chen)	IND,	\$ 5.00 (Pro-Meeker)
KPAS-FM, 93.9, 100 KW @ 980, AOR	ABC-F,	\$13.00 (H. R. Stone)
KSET-FM, 94.7, 100 KW @ 732, COUNTRY	MBS,	\$10.00 ( ---- )

TV STATIONS

KDBC	El Paso	4	CBS, Charleston (S.C.) News	(\$175 - MASH)
KTSM	El Paso	9	NBC	(\$140)
KVIS	El Paso	13	ABC, Marsh	(\$300)
XEJ	Cuidad Juarez	5	IND	(\$ 80)

NEWSPAPERS

El Paso Times	M	55,363	(Gannett)
El Paso Herald-Post	E	37,633	(Scripps-Howard)

SRDS Market #128  
 Revenue Rank #134  
 Income Rank #265

ERIE

APR 14.6  
 Revenue: \$1,809,800  
 Income: \$ -65,700

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WLWU-FM	72/22.1	18.6	1. WCCK-FM	88	1. WLWU-FM	71	1. WCCK-FM	1006
2. WCCK-FM	67/20.6	16.3	2. WLWU-FM	73	2. WRIE	48	2. WJET	932
3. WJET	54/16.6	19.2	3. WJET	55	WCCK-FM	48	3. WRIE	837
4. WRIE	50/15.3	15.0	4. WRIE	51	4. WJET	41	4. WLWU-FM	779
5. WWYN	26/8.0	5.2	5. WWYN	29	5. WWYN	26	5. WWYN	417
6. WMDI-FM	9/2.8	2.6	6. WMDI-FM	10	6. WHYP-FM+	9	6. WWGO	234
WHYP-FM+	9/2.8	2.3	7. WHYP-FM+	9	7. WMDI-FM	7	7. WHYP-FM+	213
8. WWGO	5/1.5	8.1	8. WREO-FM	7	8. WWGO	5	8. WMDI-FM	135
9. WREO-FM	3/.9	---	9. WWGO	6	9. WREO-FM	3	9. WREO-FM	119
WWOW+	3/.9	1.0	10. WWCB	3	WWOW	2	10. WWCB	91

FM SHARE (METRO): 53.00% (159 of 300) (A/M 76: 43.17%)  
 FM SHARE (TSA): 55.69% (186 of 334) (A/M 76: 47.47%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. WCCK-FM 19	1. WCCK-FM 41	1. WLWU-FM 37	1. WLWU-FM 44	1. WRIE 80
2. WJET 13	2. WRIE 23	2. WRIE 32	2. WRIE 20	2. WJET 77
3. WRIE 2	3. WJET 17	3. WJET 16	3. WJET 19	3. WCCK-FM 64

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	59 (2)	76 (2)	135 (4)	45.0
BTFL MUSIC		75 (2)	75 (2)	25.0
MOR	52 (2)		52 (2)	17.3
NEWS/INFO/TALK	26 (1)		26 (1)	8.7
COUNTRY	4 (2)	8 (2)	12 (4)	4.0
			300 (13)	

AM STATIONS

WJET, 1400, 1 KW/250W,	ROCK	IND, \$18.00 (Eastman), Myron Jones
WRIE, 1330, 5 KW,	CONTEMP/MOR	ABC-E, \$18.75 (Mc-Guild)
WWYN, 1260, 5 KW,	TALK/NEWS	CBS, \$ 9.60 (Tor-Lask), Goldman
WWGO, 1450, 1 KW/250W,	SOFT ROCK (TM)	ABC-1, \$17.00 (Katz)
WWOW+, 1360, 500W (Days),	COUNTRY	IND, \$ 4.00 (REGION) (CONNEAULT)
WWCB, 1370, 1 KW/500W,	MOR	IND, \$ 6.00 ( --- ) (CORY)

FM STATIONS

WLWU-FM, 99.9, 9.7 KW @ 400,	BTFL MUS (Schulke)	IND, \$14.40 (Tor-Lask), Goldman
WCCK-FM 103.7, 50 KW @ 1154,	ROCK	ABC-C, \$17.00 (Katz)
WMDI-FM 102.3, 3 KW @ 401,	AOR	MBS, \$ 5.00 (Smith)
WHYP-FM+, 100.9, 3 KW @ -94,	COUNTRY	IND, \$ 5.50 ( --- ) (NORTHEAST)
WREO-FM, 97.1, 50 KW @ 500,	BTFL MUS	ABC-F, \$ 4.00 ( --- ) (ASHTABULA)

TV STATIONS

WICU Erie 12	NBC	(\$135)
WJET Erie 24	ABC, Myron Jones	(\$175 - Happy Days)
WSEE Erie 35	CBS, Erie News	(\$120)

NEWSPAPERS

Erie News, Times	ME	75,020	\$ .65	\$1,565
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STATIONS Market #145  
 Revenue Rank #136  
 Income Rank #315

EUGENE

APR 14.1  
 Revenue: \$1,779,505  
 Income: \$ -372,606

<u>12+ METRO (1/4/SHARE)</u>		<u>1976</u>	<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KBDF	52/18.2	15.0	1. KPNW	81	1. KUGN	49	1. KPNW	1097
2. KUGN	50/17.5	22.4	2. KUGN	61	2. KPNW	36	2. KUGN	956
3. KPNW	38/13.3	13.6	3. KBDF	56	3. KBDF	34	3. KBDF	756
4. KPNW-FM	30/10.5	6.6	4. KPNW-FM	39	4. KPNW-FM	30	4. KPNW-FM	553
5. KEED	25/8.7	11.9	5. KEED	27	5. KEED	24	5. KEED	539
6. KZEL-FM	15/5.2	4.2	6. KZEL-FM	23	6. KZEL-FM	13	6. KZEL-FM	384
7. KATR	11/3.8	.7	7. KATR	12	7. KATR	10	7. KASH	266
8. KORE	10/3.5	2.1	8. KFMY-FM	11	8. KORE	9	8. KFMY-FM	214
9. KSND-FM	9/3.1	2.8	9. KORE	10	9. KSND-FM	8	9. KATR	191
10. KFMY-FM	8/2.8	4.5	10. KSND-FM	9	10. KASH	7	10. KSND-FM	156

12+ FM SHARE (METRO): 23.94% (62 of 259) (A/M 76: 20.88%)  
 12+ FM SHARE (TSA): 23.70% (82 of 346) (A/M 76: 20.98%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. KBDF 18	1. KBDF 26	1. KUGN 29	1. KUGN 24	1. KPNW 117
2. KPNW 2	2. KUGN 19	2. KPNW 23	2. KPNW 18	KUGN 117
KZEL-FM 2	3. KPNW 13	3. KPNW-FM 18	3. KPNW-FM 17	3. KPNW-FM 50

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	102 (2)	32 (3)	134 (5)	51.7
MOR	40 (2)		40 (2)	15.4
BTFM MUSIC		30 (1)	30 (1)	11.6
COUNTRY	25 (1)		25 (1)	9.7
NEWS/INFO/TALK	18 (2)		18 (2)	7.0
RELIGION	12 (2)		12 (2)	4.6
			<u>259 (13)</u>	

AM STATIONS

KASH, 1600, 5 KW/1 KW, NEWS	CBS, MBS, \$12.00 (Howard), Sterling
KATR, 1320, 1 KW (Days), TALK/BTFM MUS	IND, \$ 5.00 (Sav-Gates)
KBDF, 1280, 5 KW/1 KW, ROCK	IND, \$10.00 (H. R. Stone)
KEED, 1450, 1 KW, COUNTRY	MBS, ABC-E, \$10.50 (Tor-Lask)
KORE, 1050, 1 KW (Days), RELIGION	MBS, \$ 6.00 (Rad. Time)
KPNW, 1120, 50 KW, MOR	ABC-1, \$14.00 (Katz)
KUGN, 590, 5 KW/1 KW, CONTEMP	NBC, \$15.00 (Selcom)

FM STATIONS

KSND-FM, 93.1, 3 KW @ 850, ROCK (TM)	IND, \$ 9.00 (Howard), Sterling
KZEL-FM, 96.1, 100 KW @ 872, AOR	IND, \$12.50 (Masla)
KPNW-FM, 99.1, 100 KW @ 1485, BTFM MUS	ABC-F, \$ 6.00 (Katz)
KFMY-FM, 97.9, 4 KW @ 780, AOR	ABC-C, \$ 9.00 (Potter)

TV STATIONS

KEZI Eugene 9	ABC (\$200 - Happy Days)
KVAL Eugene 13	NBC (\$400)

NEWSPAPER

Eugene Register-Guard E 51,705 \$ .57 \$1,029

SRDS Market #121  
 Revenue Rank #107  
 Income Rank # 94

EVANSVILLE

APR 15.3  
 Revenue: \$2,352,111  
 Income: \$ 138,411

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WIKY-FM+	131/36.4	25.7	1. WIKY-FM+	148	1. WIKY-FM+	129	1. WGBF	1484
2. WGBF	94/26.1	24.1	2. WGBF	113	2. WGBF	61	2. WIKY-FM	1011
3. WROZ	30/8.3	12.2	3. WKDQ-FM	50	3. WROZ	30	3. WKDQ-FM	817
4. WKDQ-FM	26/7.2	9.7	4. WBKR-FM	35	4. WKDQ-FM	22	4. WROZ	622
5. WRAY-FM+	15/4.2	4.7	5. WROZ	31	5. WRAY-FM+	15	5. WBKR-FM	470
6. WSON	11/3.1	4.7	6. WSTO-FM	23	6. WSON	11	6. WRAY-FM+	403
7. WVHI-FM	6/1.7	.6	7. WRAY-FM+	22	7. WVHI-FM	6	7. WJPS	355
WBKR-FM	6/1.7	1.7	8. WSON	19	WBKR-FM	6	8. WSTO-FM	343
WSTO-FM	6/1.7	1.7	9. WJPS	10	WSTO-FM	6	9. WSON	287
10. WBNL-FM+	4/1.2	.6	10. WVHI-FM	8	10. WBNL-FM+	4	10. WVHI-FM	141
FM SHARE (METRO): 46.99% (156 of 332)			(A/M 76: 36.34%)					
FM SHARE (TSA): 52.59% (244 of 464)			(A/M 76: 44.68%)					

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. WGBF 33	1. WGBF 37	1. WIKY-FM+ 52	1. WIKY-FM+ 68	1. WIKY-FM+ 204
2. WKDQ-FM 4	2. WIKY-FM+ 30	2. WGBF 29	2. WGBF 21	2. WGBF 98
3. WIKY-FM+ 2	3. WKDQ-FM 20	3. WROZ 18	3. WROZ 20	3. WBKR-FM 53

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR	41 (4)	112 (3)	153 (7)	46.1
ROCK/CONTEMP	94 (1)	26 (1)	120 (2)	36.2
COUNTRY	41 (2)	6 (1)	47 (3)	14.2
BTFL MUSIC		6 (1)	6 (1)	1.8
RELIGION		6 (1)	6 (1)	1.8
			<u>332 (14)</u>	

AM STATIONS

WGBF, 1280, 5 KW/1 KW,	ROCK	IND,	\$29.50 (Mc-Guild)
WROZ, 1400, 1 KW/250W,	COUNTRY	ABC-1,	\$18.00 (Masla)
WSON, 860, 500W (Days),	COUNTRY (Drake-Chen)	CBS,	\$ 5.00 (Regional), Lackey
WJPS, 1330, 5 KW/1 KW,	MOR/TALK	ABC-E,	\$23.50 (Eastman)

FM STATIONS

WIKY-FM+, 104.1, 50 KW @ 460,	MOR/BTFL MUS	IND,	\$27.00 (Selcom) South Centra
WRAY-FM+, 98.1, 50 KW @ 425,	MOR	MBS,	\$10.00 (Devney) (PRINCETON)
WVHI-FM, 105.3, 50 KW @ 320,	RELIGION	MBS,	\$ 4.00 ( ---- )
WBKR-FM, 92.5, 77 KW @ 427,	COUNTRY	IND,	\$ 8.90 (Pro-Meek) (OWENSEGEE)
WSTO-FM, 96.1, 100 KW @ 370,	BTFL MUSIC	ABC-F,	\$10.00 (Masla) (OWENSEGEE)
WBNL-FM, 107.1, 3 KW @ 200,	MOR	MBS,	\$ 3.60 (Smith) (BOONVILLE)
WKDQ-FM, 99.5, 50 KW @ 300,	CONTEMP (Drake-Chen)	CBS,	\$12.00 (Walton), Lackey

TV STATIONS

WEHT	Evansville	25	CBS, Gilmore	(\$300 - Waltons)
WFIE	Evansville	14	NBC, Orion	(\$230 - Sanford)
WTVW	Evansville	7	ABC, Fuqua	(\$325 - Happy Days)

NEWSPAPERS

Evansville Courier, Press	ME	110,228	\$ .65	\$1,843, Scripps-Howard
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EDS Market #228  
 Revenue Rank #106  
 Income Rank # 67

FARGO

APR 14.6  
 Revenue: \$2,364,630  
 Income: \$ 266,449

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KFGO	40/25.6	24.9	1. KFGO	92	1. KFGO	40	1. KFGO	1125
2. WDAY	34/21.8	18.3	2. WDAY	65	2. WDAY	34	2. WDAY	1036
3. KVOX	23/14.7	18.3	3. KQWB	35	3. KQWB-FM	15	3. KQWB	658
4. KQWB-FM	18/11.5	8.3	4. KVOX	32	4. KVOX	15	4. KVOX	618
5. WDAY-FM	13/8.3	6.5	5. KQWB-FM	27	5. WDAY-FM	13	5. KQWB-FM	462
6. KQWB	12/7.7	11.2	6. WDAY-FM	21	6. KQWB	9	6. WDAY-FM	338
7. KIDA-FM	6/3.8	3.0	7. KIDA-FM	6	7. KIDA-FM	6	7. KIDA-FM	100

FM SHARE (METRO): 25.34% (37 of 146) (A/M 76: 19.35%)  
 FM SHARE (TSA): 19.45% (54 of 278) (A/M 76: 18.91%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. KVOX 8	1. KQWB-FM 14	1. KFGO 27	1. KFGO 24	1. WDAY 148
2. KQWB 3	2. WVOX 14	2. WDAY 20	2. WDAY 18	2. KFGO 142
3. KQWB-FM 3	3. KFGO 13	3. WDAY-FM 9	3. WDAY-FM 8	3. WDAY-FM 30

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR	57 (2)	6 (1)	63 (3)	43.2
COUNTRY	40 (1)		40 (1)	27.4
ROCK/CONTEMP	12 (1)	18 (1)	30 (2)	20.6
BTFM MUSIC		13 (1)	13 (1)	8.9
			<u>146 (7)</u>	

AM STATIONS

KFGO, 790, 5 KW, COUNTRY	CBS, \$29.00 (Buckley) Communi Properties
WDAY, 970, 5 KW, MOR	NBC, \$29.50 (Mc-Guild), Forum
KVOX, 1280, 1 KW/250W, MOR	ABC-C, \$ 9.50 (Masla)
KQWB, 1550, 5 KW (Days), CONTEMP	IND, \$13.50 (Tor-Lask), Midwest

FM STATIONS

KQWB-FM, 98.7, 100 KW @ 465, CONTEMP (Drake-Chen)	IND, \$ 8.00 (Tor-Lask) Midwest
KIDA-FM, 99.9, 26 KW @ 170, MOR	ABC-F, \$ 4.25 (Masla)
WDAY-FM, 93.7, 40 KW @ 1206, BTFM MUS (Bonneville)	IND, \$10.00 (Mc-Guild) Forum

TV STATIONS

KTHI Fargo 11	ABC, Morgan Murphy (\$325)
KXJB Fargo 4	CBS (\$250)
WDAY Fargo 6	NBC (\$245 - Little House)

NEWSPAPERS

Fargo Forum AD	59,979	\$ .70	\$1,260
Grand Forks Herald E	35,084	.40	\$ 963, Knight-Ridder

SRDS Market #70  
 Revenue Rank #80  
 Income Rank #244

FLINT

APR 14.7  
 Revenue: \$3,165,6  
 Income: \$ -44,1

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WFDF	77/12.6	10.7	1. WHNN-FM	129	1. WFDF	74	1. WTAC	1919
2. WJR	62/10.1	8.8	2. WJR	95	2. WGMZ-FM	59	2. WHNN-FM	1807
3. WGMZ-FM	59/9.6	9.9	3. WGER-FM	93	3. WJR	56	3. WJR	1463
4. WKMF	46/7.5	10.1	4. WFDF	86	4. WKMF	46	4. WFDF	1457
5. WWCK-FM	45/7.3	5.1	5. WKNX	80	5. WTRX	36	5. WKNX	1326
6. WTRX	41/6.7	7.5	6. WGMZ-FM	69	6. WWCK-FM	35	6. WGER-FM	1251
WAMM	41/6.7	9.9	7. WTAC	66	7. WGER-FM	32	7. WTRX	928
8. WTAC	37/6.0	8.8	8. WWCK-FM	57	8. WAMM	26	8. WWCK-FM	898
9. WGER-FM	32/5.2	.7	9. WKMF	50	9. WOAP	23	9. WGMZ-FM	795
10. WHNN-FM	26/4.2	4.0	10. WTRX	43	10. WTAC	20	10. WKMF	635

FM SHARE (METRO): 37.55% (208 of 554) (A/M 76: 28.78%)  
 FM SHARE (TSA): 45.61% (431 of 945) (A/M 76: 41.25%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WTAC	17	1. WWCK-FM	32	1. WGMZ-FM	36	1. WGMZ-FM	37	1. WFDF	158
2. WAMM	15	2. WFDF	25	2. WFDF	30	WFDF	37	2. WJR	145
3. WWCK-FM	10	3. WHNN-FM	20	WJR	30	WJR	37	3. WGER-FM	105
4. WJR	6	4. WTAC	17	4. WTRX	29	4. WKMF	36	4. WGMZ-FM	87

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR	206 (5)		206 (5)	37.2
ROCK/CONTEMP	53 (4)	85 (5)	138 (9)	24.9
BTFM MUSIC		91 (2)	91 (2)	16.4
BLACK	41 (1)	19 (1)	60 (2)	10.8
COUNTRY	46 (1)	4 (1)	50 (2)	9.0
UNKNOWN		9 (1)	9 (1)	1.6
			<u>554 (21)</u>	

AM STATIONS

WFDF, 910, 5 KW/1 KW,	MOR	CBS,	\$30.50 (Blair)
WKMF, 1470, 5 KW/1 KW,	COUNTRY	ABC-E,	\$24.00 (Masla) Beck-Ross
WTRX, 1330, 5 KW/1 KW,	MOR/CONTEMP	ABC-1,	\$18.50 (Eastman) Mid America
WAMM, 1420, 500W (Days),	BLACK	NBN,	\$21.83 (Sav-Gates)
WTAC, 600, 1 KW/500W,	ROCK	ABC-C,	\$27.50 (Mc-Guild) Fuqua
WOAP, 1080, 1 KW (Days),	MOR	IND,	\$ 5.50 (Devney) (OWOSSO)

FM STATIONS

WGMZ-FM, 107.9, 50 KW @ 370,	BTFM MUS (Bonneville)	IND,	\$18.50 (Masla) Beck-Ross
WWCK-FM, 105.5, 3 KW @ 364,	CONTEMP	ABC-F,	\$18.50 (Tor-Lask)

FOR OTHER STATIONS SEE SAGINAW AND DETROIT

TV STATIONS

WEYI	Saginaw	25	CBS, Rust Craft	(\$250)
WJRT	Flint	12	ABC, Poole	(\$800 - Happy Days)
WNEM	Bay City	5	NBC, Meredith	(\$650)

NEWSPAPERS

Flint Journal	E	105,867	\$.90	\$1,663, Newhouse
Saginaw News	E	54,497	.64	\$1,183, Newhouse
Detroit Free Press	M	48,074		
Bay City Times	E	40,388	.56	\$1,035, Newhouse



ADS Market #40  
 Revenue Rank #72  
 Income Rank #310

FT. LAUDERDALE

APR: 17.7  
 Revenue: \$3,822,938  
 Income: \$ -297,464

<u>12- METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WLYF-FM	157/11.5	15.9	1. WHYI-FM	320	1. WLYF-FM	157	1. WHYI-FM	5082
2. WHYI-FM	140/10.3	7.8	2. WLYF-FM	269	2. WFTL	110	2. WLYF-FM	3771
3. WFTL	115/8.4	7.3	3. WINZ	184	3. WGLO-FM	99	3. WMJX-FM	3219
4. WGLO-FM	99/7.3	2.1	4. WMJX-FM	169	4. WHYI-FM	83	4. WINZ	3041
5. WSHE-FM	87/6.4	4.0	5. WSHE-FM	155	5. WSHE-FM	75	5. WQAM	2904
6. WAIA-FM	68/5.0	3.6	6. WGLO-FM	149	6. WAIA-FM	68	6. WIOD	2255
7. WINZ	68/5.0	4.4	7. WINZ-FM	140	7. WINZ	68	7. WAXY-FM	2135
8. WRBD	54/4.0	5.4	8. WAXY-FM	133	8. WIOD	49	8. WSHE-FM	2090
9. WINZ-FM	54/4.0	2.6	9. WYOR-FM	128	9. WYOR-FM	48	9. WGBS	1980
10. WAXY-FM	50/3.7	3.2	10. WFTL	116	10. WAXY-FM	47	10. WGLO-FM	1807

12+ FM SHARE (METRO): 62.13% ( 822 of 1323) (A/M 76: 52.91%)  
 12+ FM SHARE (TSA): 62.03% (1833 of 2955) (A/M 76: 56.00%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM DRIVE</u>	
1. WHYI-FM	57	1. WSHE-FM	73	1. WLYF-FM	52	1. WLYF-FM	80	1. WINZ	296
2. WMJX-FM	29	2. WHYI-FM	60	2. WFTL	47	2. WFTL	63	2. WLYF-FM	245
3. WCKO-FM	17	3. WAIA-FM	47	3. WAIA-FM	44	3. WGLO-FM	59	3. WHYI-FM	238
4. WSHE-FM	12	4. WINZ-FM	41	4. WGLO-FM	37	4. WRBD	30	4. WGBS	207
5. WINZ-FM	8	5. WAXY-FM	40	5. WHYI-FM	34	5. WYOR-FM	26	5. WIOD	186

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	29 (2)	378 (5)	407 (7)	30.8
SOUL MUSIC	48 (3)	317 (5)	365 (8)	27.6
MOR	204 (3)	68 (1)	272 (4)	20.6
NEWS/INFO/TALK	109 (3)		109 (3)	8.2
BLACK	54 (1)	36 (1)	90 (2)	6.8
COUNTRY	57 (3)		57 (3)	4.3
CLASSICAL		23 (1)	23 (1)	1.7
			<u>1323 (28)</u>	

RADIO STATIONS

WFTL, 1 KW/250W @ 1400, MOR ABC-1, \$27.50 (H. R. Stone) Amaturro  
 WRBD, 5 KW @ 1470, BLACK ABC-C, \$33.00 (Howard)

FOR OTHER STATIONS SEE MIAMI

SRDS Market #98  
 Revenue Rank #70  
 Income Rank #60

FORT WAYNE

APR 14.5  
 Revenue: \$3,579,731  
 Income: \$ 291,176

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WOWO	92/21.4	25.4	1. WOWO	323	1. WOWO	87	1. WOWO	5307
2. WMEF-FM	81/18.9	21.7	2. WMEF-FM	129	2. WMEF-FM	79	2. WPTH-FM	1617
3. WMEE	65/15.2	14.8	3. WPTH-FM	97	3. WPTH-FM	50	3. CKLW	1596
4. WPTH-FM	62/14.5	11.1	4. WMEE	79	4. WMEE	45	4. WMEE	1590
5. WLYV	29/6.8	4.0	5. CKLW	77	5. WLYV	28	5. WMEF-FM	1343
6. WFWR	20/4.7	3.3	6. WLW	40	6. WFWR	20	6. WLW	725
7. WGL	13/3.0	4.6	7. WLYV	30	7. WGL	13	7. WGL	535
8. WCMX-FM	9/2.1	.7	8. WFWR	22	8. WXKE-FM	7	8. WLYV	476
9. WXKE-FM	8/1.9	---	9. WJR	20	9. WCMX-FM	6	9. WJR	412
10. WIFF	5/1.2	1.3	10. WGL	16	10. WIFF	5	10. WFWR	321

12+ FM SHARE (METRO): 40.85% (163 of 399) (A/M 76: 40.00%)  
 12+ FM SHARE (TSA): 28.57% (248 of 868) (A/M 76: 30.64%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WMEE	20	1. WPTH-FM	39	1. WOWO	49	1. WOWO	46	1. WOWO	677
2. WPTH-FM	12	2. WMEE	34	2. WMEF-FM	48	2. WMEF-FM	42	2. WMEF-FM	157
3. WOWO	5	3. WOWO	29	3. WPTH-FM	22	3. WPTH-FM	11	3. WPTH-FM	81
4. WCMX-FM	3	4. WMEF-FM	22	4. WMEE	21	WLYV	11	4. WMEE	80

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	68 (2)	65 (2)	133 (4)	33.3
MOR	110 (4)	8 (1)	118 (5)	29.6
BTFL MUSIC	20 (1)	81 (1)	101 (2)	25.3
COUNTRY	38 (3)		38 (3)	9.5
UNKNOWN		9 (1)	9 (1)	2.3
			<u>399 (15)</u>	

AM STATIONS

WOWO, 1190, 50 KW,	MOR	IND, \$47.00 (RAR), Westinghouse
WMEE, 1380, 5 KW,	ROCK	IND, \$25.25 (Eastman), Pathfinder
WLYV, 1450, 1 KW/250W,	COUNTRY	ABC-E, \$23.00 (Mc-Guild)
WFWR, 1090, 1 KW (Days),	BTFL MUS (FM-100)	ABC-1, \$ 7.00 (Devney)
WGL, 1250, 1 KW,	MOR	CBS, \$ 7.00 (Sav-Gates), News-Sentinel
WIFF, 1570, 500 KW,	COUNTRY	IND, \$ 4.50 (Walton)

FM STATIONS

WMEF-FM, 97.3, 48 KW @ 480,	BTFL MUS (Bonneville)	IND, \$34.25 (Eastman), Pathfinder
WPTH-FM, 95.1, 44 KW @ 680,	ROCK (TM)	IND, \$24.75 (H. R. Stone), Sarkes-...
WCMX-FM, 101.7, 3 KW @ 300,	? ?	NBN, \$ 7.00 (Howard)
WXKE-FM, 103.9, 3 KW @ 250,	MOR (Entertainers)	NBC, \$12.00 ( ---- )

TV STATIONS

WANE	Fort Wayne	15	CBS, Corinthian	(\$400 - MASH, Waltons)
WKJG	Fort Wayne	33	NBC	(\$300)
WPTA	Fort Wayne	21	ABC, Combined Communi.	(\$480 - Happy Days)

NEWSPAPERS

Fort Wayne Journal-Gazette,				
News - Sentinel	ME	136,176	\$ .75	\$2,093

RDS Market #78  
 Revenue Rank #67  
 Income Rank #73

FRESNO\*

APR 15.5  
 Revenue: \$3,832,836  
 Income: \$ 226,036

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KYNO	93/16.3	14.3	1. KFRE	119	1. KMJ	57	1. KFRE	1828
2. KMJ	58/10.2	9.2	2. KMJ	110	2. KYNO	54	2. KMJ	1766
3. KGNU-FM	51/8.9	13.8	3. KYNO	102	3. KGNU-FM	50	3. KYNO	1554
4. KYNO-FM	45/8.1	4.2	4. KFYE-FM	100	4. KFRE	39	4. KFYE-FM	1243
5. KFRE	42/7.4	8.4	5. KGNU-FM	79	5. KYNO-FM	38	5. KGNU-FM	864
6. KIOV-FM	34/6.0	---	6. KYNO-FM	54	6. KFIG-FM	32	6. KYNO-FM	753
7. KFIG-FM	32/5.6	5.0	7. KIOY-FM	37	7. KMAK	30	7. KIOY-FM	598
8. KMAK	30/5.3	12.8	8. KNKS	37	8. KARM	24	8. KMAK	548
9. KARM	25/4.4	3.1	9. KFIG-FM	36	9. KIOY-FM	22	9. KNKS	507
10. KFYE-FM	22/3.9	5.5	10. KMAK	33	10. KLIP	19	10. KFIG-FM	477

12+ FM SHARE (METRO): 39.03% (210 of 538) (A/M 76: 35.80%)  
 12+ FM SHARE (TSA): 40.51% (380 of 938) (A/M 76: 34.27%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. KYNO 39	1. KYNO 47	1. KMJ 29	1. KMJ 31	1. KMJ 307
2. KIOY-FM 12	2. KYNO-FM 35	2. KYNO 28	2. KGNU-FM 28	2. KFRE 189
3. KYNO-FM 8	3. KFIG-FM 29	3. KGNU-FM 26	3. KMAK 20	3. KGNU-FM 95
4. KFYE-FM 5	4. KFRE 20	4. KFRE 26	4. KFRE 16	4. KYNO 88

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	93 (1)	133 (4)	226 (5)	42.9
MOR	102 (3)	6 (2)	108 (5)	20.5
BTFM MUS	8 (1)	62 (2)	70 (3)	13.3
COUNTRY	63 (3)		63 (3)	12.0
SPANISH	31 (2)		31 (2)	5.9
BLACK	20 (1)		20 (1)	3.8
CLASSICAL		9 (1)	9 (1)	1.7
RELIGION	6 (1)		6 (1)	1.1
NEWS/INFO/TALK	5 (1)		5 (1)	1.0
			<u>527 (22)</u>	

AM STATIONS

KYNO, 1300, 5 KW/1 KW,	ROCK	IND, \$27.25 (Eastman) Drake-Chenault
KMJ, 580, 5 KW,	MOR	NBC, \$23.75 (Katz), McClatchy
KFRE, 940, 50 KW,	MOR	ABC-1, \$26.50 (Mc-Guild)
KMAK, 1340, 1 KW/250W,	COUNTRY	ABC-E, \$27.75 (Blair)
KARM, 1430, 5 KW,	COUNTRY	MBS, \$17.55 (Buckley)
KNKS, 620, 1 KW,	COUNTRY	ABC-E, \$ 9.25 (Pro-Meek) (HANFORD)
KLIP, 1220, 250W (Days),	BLACK/SPANISH	MBN, \$ 5.50 ( ---- ) (FOWLER)

FM STATIONS

KGNU-FM, 102.7, 50 KW @ 500,	BTFM MUS (Schulke)	IND, \$20.00 (Tor-Lask)
KYNO-FM, 95.5, 50 KW @ 318,	AOR (Drake-Chen)	IND, \$17.50 (Eastman) Drake-Chen
KFIG-FM, 101.1, 50 KW @ 352,	SOFT ROCK	IND, \$14.00 (ABC Spot)
KIOY-FM, 103.7, 50 KW @ 500,	CONTEMP	MBS, \$13.50 (Dahlsten) (HANFORD)
KFYE-FM, 93.7, 68 KW @ 1950,	ROCK	ABC-C \$18.00 (Selcom)

TV STATIONS

KFSN Fresno 30	CBS, Capital Cities	(\$550)
KJEO Fresno 47	ABC, Retlaw	(\$600)
KMJ Fresno 24	NBC, McClatchy	(\$600)
KAIL Fresno 53	IND	
KFTV Hanford 21	IND, Spanish International	(\$ 70)
KMPH Tulare 26	IND	(\$80 - Hee Haw)

NEWSPAPERS: Fresno Bee E 110,688 \$ .81 \$1,944, McClatchy  
 Some of the Fresno 12+ figs may be one or two hundred listeners wrong because of types in the Abritron book.

SRDS Market #67  
 ADI #41  
 Revenue Rank #62  
 Income Rank #65

GRAND RAPIDS

APR 14.2  
 Revenue: \$4,360,579  
 Income: \$ 281,320

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WOOD-FM	101/15.8	9.8	1. WGRD-FM+	185	1. WOOD-FM	99	1. WGRD-FM+	3351
2. WGRD-FM+	88/13.7	11.1	2. WOOD-FM	178	2. WOOD	81	2. WOOD-FM	2623
3. WOOD	84/13.1	18.8	3. WOOD	106	3. WGRD-FM	53	3. WOOD	1773
4. WCUZ	45/7.0	6.5	4. WZZM-FM	72	4. WCUZ	42	4. WZZM-FM	1291
5. WZZM-FM	44/6.9	6.1	5. WMUS-FM+	59	5. WFUR-FM	27	5. WLAV	1046
6. WLAV-FM	31/4.8	5.7	6. WQLR-FM	51	6. WZZM-FM	25	6. WLAV-FM	989
7. WFUR-FM	27/4.2	3.8	7. WCUZ	50	7. WMLW-FM	23	7. WCUZ	987
8. WMLW-FM	26/4.1	---	WLAV-FM	50	8. WLAV-FM	22	8. WQLR-FM	831
9. WLAV	24/3.7	3.3	9. WMLW-FM	40	9. WLAV	21	9. WLS	795
10. WJFM-FM	17/2.7	1.6	10. WPLB-FM	36	10. WJFM-FM	17	10. WTRU	782

12+ FM SHARE (METRO): 59.30% (357 of 602) (A/M 76: 51.46%)  
 12+ FM SHARE (TSA): 66.33% (723 of 1090) (A/M 76: 52.23%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WGRD-FM+	35	1. WGRD-FM+	43	1. WOOD-FM	51	1. WOOD-FM	58	1. WOOD-FM	269
2. WZZM-FM	19	2. WOOD-FM	23	2. WOOD	50	2. WOOD	54	2. WOOD	205
3. WLAV-FM	9	3. WOOD	21	3. WCUZ	26	3. WCUZ	23	3. WGRD-FM+	127
4. WLAV	3	4. WMLW-FM	19	4. WGRD-FM+	20	4. WFUR-FM	11	4. WMUS-FM+	67

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	64 (4)	160 (4)	224 (8)	37.2
BTFL MUSIC		160 (6)	160 (6)	26.6
MOR	109 (4)		109 (4)	18.1
COUNTRY	53 (3)	25 (3)	78 (6)	13.0
RELIGION	9 (1)	12 (1)	21 (2)	3.5
NEWS/INFO/TALK	10 (1)		10 (1)	1.7
			<u>602 (27)</u>	

GRAND RAPIDS - KALAMAZOO ADI

<u>12+ ADI 1/4</u>		<u>12+ ADI CUME</u>	
1. WGRD-FM+	183	1. WGRD-FM	3258
2. WOOD-FM	169	2. WOOD-FM	2478
3. WOOD	106	3. WOOD	1752
4. WKZO	75	4. WKZO	1276
5. WBCK	69	5. WZZM-FM	1200
6. WZZM-FM	65	6. WKMI	1055
7. WMUS-FM+	57	7. WLAV	1030
8. WKMI	55	8. WLAV-FM	989
9. WQLR-FM	51	9. WCUZ	955
10. WLAV-FM	50	10. WQLR-FM	831
11. WCUZ	49	11. WTRU	782
12. WMLW-FM	40	12. WMLW-FM	779
13. WTRU	35	13. WLS	761
WKNR	35	14. WMAQ	753
15. WFUR-FM	34	15. WMUS-FM+	709

ADI FM SHARE: 50.26% (765 of 1522) (A/M 76: 43.52%)

AM STATIONS

WOOD, 1300, 5 KW,	MOR	NBC, \$36.00 (Katz)
WCUZ, 1230, 1 KW/250W,	COUNTRY	ABC-1, \$27.75 (Eastman), Pathfinder
WLAV, 1340, 1 KW/250W,	CONTEMP	ABC-C, \$29.00 (Mc-Guild)
WBCK, 930, 5 KW/1 KW,	MOR	NBC, \$13.00 (Masla) (BATTLE CREEK)
WKNR, 1400, 1 KW/250W,	ROCK (Drake-Chen)	ABC-C, \$11.00 (Pro-Meek) (BATTLE CREEK)
WTRU, 1600, 5 KW,	ROCK	NBC, \$ 8.53 (Mc-Guild), Reg. (MUSKEGON)

WKZO, WKMI - See Kalamazoo

FM STATIONS

WGRD-FM+, 97.9, 13 KW @ 590,	ROCK	IND, \$35.00 (Tor-Lask), Regional
WOOD-FM, 105.7, 265 KW @ 811,	BTFL MUS (Schulke)	IND, \$34.00 (Katz)
WZZM-FM, 95.7, 50 KW @ 175,	ROCK	IND, \$10.35 (Pro-Meek)
WLAV-FM, 96.9, 28 KW @ 275,	AOR	ABC-E, \$34.00 (Mc-Guild)
WMLW-FM, 101.3, 50 KW @ 420,	SOFT ROCK (TM)	ABC-F, \$11.00 (Eastman), Pathfinder
WFUR-FM, 102.9, 40 KW @ 257,	BTFL MUS/REL	IND, \$ 7.00 ( --- ), Kuiper
WMUS-FM, 93.7, 470 KW @ 780,	BTFL MUS (FM-100)	MBS, \$ 9.00 (Buckley), Fetzer
WMUS-FM+, 106.9, 31 KW @ 285,	COUNTRY	MBS, \$ 7.90 (Masla)
WPLB-FM, 107.3, 50 KW @ 358,	COUNTRY	IND, \$ 6.50 (Mich Spot) (GREENVILLE)

WQLR-FM - See Kalamazoo

TV STATIONS

WOTV	Grand Rapids	8	NBC, Time-Life	(\$650 - Little House)
WKZO	Kalamazoo	3	CBS, Fetzer	(\$700 - MASH)
WUHQ	Battle Creek	41	ABC	(\$225 - Happy Days)
WZZM	Grand Rapids	13	ABC, Wometco	(\$500 - Happy Days)

NEWSPAPERS

Grand Rapids Press	E	125,371	\$ .97	\$1,793, Newhouse
Kalamazoo Gazette	E	56,323	.63	\$1,164, Newhouse
Muskegon Chronicle	E	45,769	.58	\$1,072, Newhouse
Battle Creek Enquirer	E	34,785	.47	\$1,303, Gannett
Detroit Free Press	M	30,499		, Knight-Ridder

SRDS Market #293  
 Revenue Rank #195  
 Income Rank #199

GREAT FALLS

APR 13.3  
 Revenue: \$1,092,531  
 Income: \$ 230

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KMON	26/28.6	24.0	1. KMON	58	1. KMON	26	1. KMON	715
2. KQDI	21/23.1	9.6	2. KQDI	30	2. KEIN	14	2. KEIN	443
3. KEIN	16/17.6	31.7	3. KEIN	27	3. KQDI	12	3. KQDI	318
4. KNUW-FM	8/8.8	10.6	4. KNUW-FM	9	4. KNUW-FM	8	4. KNUW-FM	162
5. KARR	7/7.7	7.7	5. KARR	7	5. KARR	7	5. KARR	154
6. KANR-FM	4/4.4	7.7	6. KANR-FM	6	6. KANR-FM	4	6. KANR-FM	98
7. KOPR-FM	3/3.3	1.0	7. KOPR-FM	4	7. KOPR-FM	3	7. KOPR-FM	83

FM SHARE (METRO): 17.65% (15 of 85) (A/M 76: 20.83%)  
 FM SHARE (TSA): 13.48% (19 of 141) (A/M 76: 18.94%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. KQDI 9	1. KEIN 10	1. KMON 16	1. KMON 17	1. KMON 96
2. KEIN 2	2. KQDI 9	2. KEIN 9	2. KEIN 4	2. KEIN 36
	3. KNUW-FM 8	3. KQDI 6	3. KANR-FM 3	3. KQDI 19

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	37 (2)	8 (1)	45 (3)	52.9
COUNTRY	26 (1)		26 (1)	30.1
MOR	7 (1)		7 (1)	8.2
BTFL MUSIC		7 (2)	7 (2)	8.2
			85 (7)	

AM STATIONS

KMON, 560,	5 KW,	COUNTRY	ABC-1, \$ 9.55 (Eastman)
KQDI, 1450,	1 KW/250W,	ROCK	IND, \$ 7.94 (Tor-Lask)
KEIN, 1310,	5 KW/1 KW,	CONTEMP	NBC, \$ 7.63 (Pro-Meek), Meyer
KARR, 1400,	1 KW/250W,	MOR	CBS, \$ 3.00 (Masla) Cummings

FM STATIONS

KNUW-FM, 94.5,	36 KW @ 486,	SOFT ROCK (TM)	ABC-1, \$ 4.60 (Eastman)
KANR-FM, 98.9,	25 KW @ 45,	BTFL MUSIC	ABC-E, \$ 4.00 ( ---- )
KOPR-FM, 106.3,	3 KW @ 11,	BTFL MUSIC	CBS, \$ 3.00 (Masla), Cummings

TV STATIONS

KFBB	Great Falls	5	ABC, Harriscope	(\$55)
KRTV	Great Falls	3	NBC/CBS, Garryowen	(\$55)

NEWSPAPER

Great Falls Tribune	M	38,566	\$ .51	\$626
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HDS Market #189  
 Revenue Rank #145  
 Income Rank # 90

GREEN BAY

APR 15.5  
 Revenue: \$1,684,102  
 Income: \$ 148,130

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WDUZ	40/19.0	17.5	1. WIXX-FM	84	1. WGEE	38	1. WIXX-FM	1217
2. WGEE	39/18.6	20.4	2. WKAU+	62	2. WDUZ-FM	34	2. WKAU+	1101
3. WDUZ-FM	34/16.2	11.8	3. WGEE	59	3. WDUZ	32	3. WGEE	907
4. WIXX-FM	34/16.2	4.7	4. WDUZ	48	4. WIXX-FM	27	4. WDUZ	864
5. WNFL	20/9.5	11.8	5. WDUZ-FM	46	5. WNFL	20	5. WNAM	603
6. WKAU+	20/9.5	16.1	6. WNAM	24	6. WKAU+	13	6. WDUZ-FM	575
7. WAUN-FM	6/2.9	---	7. WNFL	23	7. WAUN-FM	6	7. WNFL	478
8. WLST-FM	3/1.4	---	8. WLST-FM	22	8. WLST-FM	3	8. WLST-FM	243
9. WNAM	3/1.4	3.3	9. WAUN-FM	17	9. WNAM	2	9. WYNE	241
10. WYNE	2/1.0	2.4	10. WYNE	11	10. WYNE	2	10. WAUN-FM	216

FM SHARE (METRO): 40.59% (82 of 202) (A/M 76: 24.34%)  
 FM SHARE (TSA): 49.88% (203 of 407) (A/M 76: 28.61%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. WDUZ 8	1. WIXX-FM 23	1. WDUZ-FM 21	1. WDUZ-FM 20	1. WGEE 114
2. WIXX-FM 7	2. WDUZ 15	2. WDUZ 19	2. WGEE 19	2. WDUZ 67
3. WKAU+ 7	3. WKAU+ 12	3. WGEE 19	3. WDUZ 15	3. WIXX-FM 59

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	61 (4)	41 (3)	102 (7)	50.5
COUNTRY	39 (1)	1 (1)	40 (2)	19.8
BTFM MUSIC		34 (1)	34 (1)	16.8
MOR	20 (1)		20 (1)	9.9
VARIETY		6 (1)	6 (1)	3.0
			<u>202 (12)</u>	

AM STATIONS

WDUZ, 1400, 1 KW/250W, CONTEMP	ABC-C, \$17.00 (H. R. Stone), Laird
WGEE, 1360, 5 KW, COUNTRY	CBS, \$18.50 (Blair)
WNFL, 1440, 5 KW/500W, MOR	NBC, \$ 9.00 (Buckley), Communi Properties

FM STATIONS

WDUZ-FM, 98.5, 100 KW @ 1254, BTFL MUS	IND, \$17.00 (H. R. Stone), Laird
WIXX-FM, 101.1, 100 KW @ 1828, ROCK (TM)	ABC-F, \$18.00 (Blair)
WAUN-FM, 92.7, 3 KW @ 300, VARIETY	MBS, \$ 3.75 ( --- ) (KEWAUNEE)
WLST-FM, 95.1, 100 KW @ 420, CONTEMP	IND, \$ ? ?( --- ) (MARINETTE)

FOR OTHER STATIONS SEE APPLETON - OSHKOSH

TV STATIONS

WEAY Green Bay 2	CBS, Nationwide (\$350)
WFRV Green Bay 5	NBC, Orion (\$350)
WLUK Green Bay 11	ABC, Post Corp (\$275 - Happy Days)

NEWSPAPERS

Green Bay Press Gazette	E	53,451	\$ .45	\$1,108
Appleton Post - Crescent	E	47,197	.58	\$1,072, Post Corp
Oshkosh Northwestern	E	30,455	.34	\$ 821
Milwaukee Journal, Sentinel	ME	31,168		

SRDS Market #50 (With Winston-Salem)  
 Revenue Rank #45  
 Income Rank #61

APR 15.2  
 Revenue: \$5,333,071  
 Income: \$ 289,582

GREENSBORO - HIGH POINT

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WTQR-FM	63/10.2	5.1	1. WTQR-FM	156	1. WTQR-FM	62	1. WTQR-FM	1726
2. WGLD-FM	57/9.3	4.7	2. WGLD-FM	97	2. WGLD-FM	57	2. WRQK-FM	1439
3. WBIG	55/8.9	10.5	3. WSJS	86	3. WBIG	53	3. WSJS	1342
4. WEAL	53/8.6	10.5	4. WRQK-FM	72	4. WEAL	46	4. WCOG	1173
5. WCOG	51/8.3	10.7	5. WBIG	55	5. WCOG	38	5. WGLD-FM	1134
6. WRQK-FM	48/7.8	7.3	6. WCOG	54	6. WRQK-FM	36	6. WBIG	985
7. WBUY+	31/5.1	3.9	WEAL	54	7. WBUY+	31	7. WKZL-FM	682
8. WQMG-FM	29/4.7	2.4	8. WQMG-FM	35	8. WQMG-FM	26	8. WAIR	677
9. WTNC+	26/4.2	3.4	9. WBUY+	31	9. WPET	23	9. WHPE-FM+	553
10. WPET	23/3.7	2.5	10. WHPE-FM+	29	10. WGBG	17	10. WQMG-FM	545

FM SHARE (METRO): 48.25% (276 of 572) (A/M 76: 39.23%)  
 FM SHARE (TSA): 51.20% (511 of 998) (A/M 76: 46.84%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. WCOG 13	1. WRQK-FM 32	1. WTQR-FM 48	1. WGLD-FM 39	1. WTQR-FM 201
2. WRQK-FM 12	2. WTQR-FM 31	2. WGLD-FM 44	2. WBIG 33	2. WSJS 197
3. WEAL 7	3. WEAL 27	3. WBIG 31	3. WTQR-FM 31	3. WBIG 154
4. WKZL-FM 6	4. WCOG 24	4. WEAL 22	4. WEAL 17	4. WGLD-FM 123

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
COUNTRY	47 (3)	118 (3)	165 (6)	28.9
ROCK/CONTEMP	99 (4)	11 (1)	110 (5)	19.2
MOR	62 (4)	35 (2)	97 (6)	17.0
BTFM MUSIC		67 (3)	67 (3)	11.7
BLACK	61 (2)		61 (2)	10.7
VARIETY	14 (1)	12 (1)	26 (2)	4.6
RELIGION	4 (1)	11 (1)	15 (2)	2.6
UNKNOWN	16 (1)	15 (1)	31 (2)	5.4

572 (28)

AM STATIONS

WBIG, 1470, 5 KW,	MOR/CONTEMP	CBS, \$19.50 (Tor-Lask)
WEAL, 1510, 1 KW (Days),	BLACK	MBN, \$13.00 (Howard)
WCOG, 1320, 5 KW/1 KW	CONTEMP	ABC-C, \$20.50 (H. R. Stone), Thoms
WBUY+, 1440, 5 KW/1 KW	CONTEMP	IND, \$ 5.10 (T-N) (LEXINGTON)
WTNC, 790, 1 KW (Days),	VARIETY	IND, \$ 4.25 ( --- ) (THOMASVILLE)
WPET, 950, 500W (Days),	COUNTRY	IND, \$ 8.50 (Pro-Meeker)

FM STATIONS

WGLD-FM, 100.3, 100 KW @ 400,	BTFM MUS (Bonneville)	IND, \$25.50 (Blair)
WRQK-FM, 98.7, 100 KW @ 380,	COUNTRY	MBS, \$25.00 (Eastman)
WQMG-FM, 97.1, 20 KW @ 555,	MOR	IND, \$ 7.00 (Jones)
WHPE-FM+, 95.5, 100 KW @ 400,	RELIGION	IND, \$ ? ? ( --- )

FOR WSJS AND WTQR-FM - See Winston-Salem

TV STATIONS

WFMY Greensboro	2	CBS, Harte-Hanks	(\$700 - Waltons)
WGHP High Point	8	ABC, Southern	(\$560)
WXII Winston-Salem	12	NBC, Multimedia	(\$575 - Little House)

<u>NEWSPAPERS</u>					
- Winston-Salem Journal-Sentinel	ME	104,762	\$.96	\$2,396	Media Gen.
Greensboro News, Record	ME	107,641	.91	\$2,465	
High Point Enterprise	E	29,512	.36	\$ 867	Landmark
Burlington Times-News	E	26,049	.24	\$ 578	



EDS Market #69  
 DI #36  
 Revenue Rank #48  
 Income Rank #29

GREENVILLE - SPARTANBURG, SC

APR 16.5  
 Revenue: \$5,014,355  
 Income: \$ 685,952

<u>12+ METRO (1/4/SHARE)</u>	<u>1976</u>	<u>12+ TSA</u>	<u>18+ METRO</u>	<u>12+ TSA CUME</u>
1. WFBC-FM	129/17.8	12.8	1. WFBC-FM 263	1. WFBC-FM 3552
2. WSPA-FM	99/13.7	4.1	2. WSPA-FM 126	2. WFBC 1678
3. WFBC	84/11.6	12.5	3. WFBC 97	3. WSPA-FM 1456
4. WORD	71/9.8	13.7	4. WESC 96	4. WESC 1073
5. WESC	59/8.1	7.7	5. WORD 84	5. WORD 1114
6. WHYZ	54/7.4	7.7	6. WHYZ 71	6. WQOK 943
7. WQOK	51/7.0	10.2	7. WESC-FM 63	7. WESC-FM 913
8. WSPA	38/5.2	6.5	8. WQOK 55	8. WSPA 791
9. WASC	31/4.3	---	9. WSPA 40	9. WHYZ 615
10. WESC-FM	25/3.4	2.7	10. WASC 31	10. WANS-FM 596

12+ FM SHARE (METRO): 38.95% (268 of 688) (A/M 76: 27.47%)  
 12+ FM SHARE (TSA): 49.31% (502 of 1018) (A/M 76: 46.87%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. WQOK 16	1. WFBC-FM 69	1. WSPA-FM 65	1. WSPA-FM 69	1. WFBC-FM+ 652
2. WORD 13	2. WORD 33	2. WFBC-FM 64	2. WFBC-FM 38	2. WESC+ 221
3. WFBC 11	3. WASC 25	3. WFBC 34	3. WFBC 30	3. WSPA-FM 171
4. WHYZ 9	4. WFBC 24	4. WORD 33	4. WORD 22	4. WORD 146

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	122 (2)	135 (2)	257 (4)	37.4
MOR	126 (3)		126 (3)	18.3
MTFL MUSIC		105 (2)	105 (2)	15.3
COUNTRY	69 (2)	28 (2)	97 (4)	14.1
BLACK	85 (2)		85 (2)	12.4
RELIGION	18 (3)		18 (3)	2.6
			<u>688 (18)</u>	

GREENVILLE - SPARTANBURG - ASHEVILLE ADI

<u>12+ ADI 1/4</u>		<u>12+ ADI CUME</u>
1. WFBC-FM	263	1. WFBC-FM 3533
2. WSPA-FM	126	2. WFBC 1690
3. WWNC	111	3. WSPA-FM 1438
4. WFBC	98	4. WWNC 1198
5. WESC	92	5. WORD 1116
6. WORD	84	6. WESC 1012
7. WHYZ	68	7. WQOK 949
8. WESC-FM	58	8. WESC-FM 920
9. WQOK	55	9. WLOS-FM 901
10. WISE	50	10. WSPA 778
11. WLOS-FM	45	11. WISE 696
12. WSPA	40	12. WANS-FM 594
13. WFOX-FM	36	13. WHYZ 553
14. WKIT-FM	31	14. WKIT-FM 480
15. WANS-FM	30	15. WLAC 477

ADI FM SHARE: 46.17% (706 of 1529) (A/M 76: 40.70%)

AM STATIONS

WFBC, 1330, 5 KW,	MOR	NBC, \$35.75 (Katz) Multimedia
WESC, 660, 10 KW (Days),	COUNTRY	ABC-E, \$20.00 (Buckley)
WORD, 910, 5 KW/1 KW,	ROCK	IND, \$20.00 (Eastman)
WHYZ, 1070, 50 KW (Days),	BLACK	NBN, \$14.00 (-----)
WQOK, 1440, 5 KW,	ROCK	ABC-C, \$23.50 (H. R. Stone)
WSPA, 950, 5 KW,	MOR	CBS, \$31.00 (Mc-Guild) Spartan
WASC, 1530, 1 KW/250W,	BLACK	ABC-C, \$ 8.00 (Howard)

FM STATIONS

WFBC-FM, 93.7, 100 KW @ 1840,	ROCK (Drake-Chen)	NBC, \$35.75 (Katz) Multimedia
WSPA-FM, 98.9, 100 KW @ 1910,	BTFL MUS (FM-100)	IND, \$31.00 (Mc-Guild) Spartan
WESC-FM, 92.5, 100 KW @ 630,	COUNTRY	ABC-E, \$12.00 (Buckley)
WFOX-FM, 97.1, 100 KW @ 540,	ADULT ROCK	IND, \$ 5.50 ( --- ) (GAINESVILLE)
WANS-FM, 107.3, 100 KW @ 260,	CONTEMP	ABC-C, \$ 5.00 (Sav-Gates)(ANDERSON)

FOR OTHER STATIONS SEE ASHEVILLE

TV STATIONS

WFBC	Greenville	4	NBC, Multimedia	(\$925 - Little House)
WGGS	Greenville	16	IND	
WLOS	Asheville	13	ABC, Wometco	(\$755)
WSPA	Spartanburg	7	CBS, Spartan	(\$700 - Waltons)
WAIM	Anderson	40	IND	

NEWSPAPERS

Greenville News, Piedmont	ME	109,215	\$ .95	\$2,288, Multimedia
Asheville Citizen, Times	ME	64,935	.60	\$1,454, Multimedia
Anderson Independant, Mail	ME	52,609	.55	\$1,324, Harte-Hanks

SPDS Market #82  
 ADI #45  
 Revenue Rank #84  
 Income Rank #42

HARRISBURG

APR 16.2  
 Revenue: \$2,982,725  
 Income: \$ 421,610

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WHP	101/17.5	17.6	1. WHP	126	1. WHP	100	1. WHP	1530
2. WKBO	98/17.0	17.2	2. WKBO	101	2. WKBO	72	2. WKBO	1457
3. WHP-FM	66/11.5	12.0	WSBA-FM	101	3. WHP-FM	65	3. WHP-FM	1148
4. WCMB	40/6.9	8.8	4. WHP-FM	98	4. WCMB	39	4. WSBA-FM	1067
5. WSFM-FM	37/6.4	2.1	5. WYCR-FM	75	5. WFEC	28	5. WQXA-FM	907
6. WFEC	29/5.0	3.4	6. WQXA-FM	51	6. WSFM-FM	27	6. WYCR-FM	888
7. WHYL	22/3.8	3.2	7. WCMB	42	7. WQIN	21	7. WSFM-FM	691
WQIN	22/3.8	3.4	8. WSFM-FM	39	WSBA-FM	21	8. WCMB	687
9. WQXA-FM	21/3.6	4.8	9. WLBR	34	9. WHYL-FM	20	9. WFEC	460
WSBA-FM	21/3.6	1.1	10. WFEC	30	WHYL	20	10. WHYL	456

12+ FM SHARE (METRO): 38.14% (201 of 527) (A/M 76: 35.88%)  
 12+ FM SHARE (TSA): 52.78% (446 of 845) (A/M 76: 48.77%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WKBO	26	1. WKBO	46	1. WHP	46	1. WHP	56	1. WHP	319
2. WSFM-FM	10	2. WSFM-FM	22	2. WHP-FM	32	2. WHP-FM	43	2. WKBO	169
3. WQXA-FM	9	3. WFEC	17	WKBO	32	3. WCMB	20	3. WSBA-FM	129
4. WYCR-FM	4	4. WHP	13	4. WCMB	19	WKBO	20	4. WHP-FM	101

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR	185 (4)		185 (4)	35.1
ROCK/CONTEMP	107 (3)	71 (4)	178 (7)	33.8
BIFL MUSIC		87 (2)	87 (2)	16.5
COUNTRY	29 (1)	22 (2)	51 (3)	9.7
UNKNOWN		13 (2)	13 (2)	2.5
RELIGION	2 (1)	8 (1)	10 (2)	1.9
NEWS/INFO/TALK	3 (1)		3 (1)	.6
			<u>527 (21)</u>	

HARRISONBURG - LANCASTER - YORK ADI

12+ ADI 1/4

12+ ADI CUME

1. WSBA-FM	136	1. WSBA	1844
2. WHP	131	2. WHP	1692
3. WHP-FM	103	3. WQXA-FM	1565
4. WKBO	101	4. WKBO	1494
5. WQXA-FM	99	5. WSBA-FM	1483
6. WSBA	95	6. WYCR-FM	1257
7. WYCR-FM	94	7. WHP-FM	1249
8. WIOV-FM	74	8. WNCE-FM	878
9. WNCE-FM	51	9. WIOV-FM	846
10. WNOW	49	10. WZIX	794
11. WSFM-FM	43	11. WLAN	785
WCMB	43	12. WSFM-FM	759
13. WZIX	37	13. WCMB	695
14. WLBR	34	14. KYW	529
15. WLAN	33	15. WNOW	523

ADI FM SHARE: 49.65% (782 of 1575) (A/M 76: 47.85%)

AM STATIONS

WHP, 580, 5 KW,	MOR	CBS,	\$30.25 (Katz)
WKBO, 1230, 1 KW/250W,	ROCK	IND,	\$35.50 (Blair)
WCMB, 1460, 5 KW,	MOR/CONTEMP	ABC-1,	\$26.50 (Buckley), McKenna
WFEC, 1400, 1 KW/250W,	COUNTRY	ABC-C,	\$19.50 (Mc-Guild), Great Scott
WHYL, 960, 5 KW (Days),	MOR	MBS,	\$ 5.86 (Pro-Meek)
WQIN, 1290, 500W (Days),	MOR	IND,	\$ 4.75 ( ---- ) (LYKENS)

FM STATIONS

WHP-FM, 97.3, 50 KW @ 840,	BTFL MUSIC (TM)	IND,	\$30.25 (Katz)
WHYL-FM, 102.3, 3 KW @ 752,	COUNTRY	MBS,	\$ 5.60 (Pro-Meek)
WSFM-FM, 99.3, 3 KW @ 150,	ROCK (TM)	ABC-F,	\$26.50 (Buckley), McKenna

FOR OTHER STATIONS SEE YORK AND LANCASTER

TV STATIONS

WGAL	Lancaster	8	NBC, Steinman	(\$425)
WHP	Harrisburg	21	CBS	(\$280 - MASH)
WLYH	Lancaster	15	CBS, Gateway	
WSBA	York	43	CBS, Susquehanna	
WTPA	Harrisburg	27	ABC, Newhouse	(\$500 - Happy Days)

NEWSPAPERS

Harrisburg Patriot - News	ME	115,773	\$ .69	\$1,869, Newhouse
York Dispatch	E	46,708	.35	\$ 862
Lancaster Intelligencer - News, New Era, News	ME	96,764	.50	\$1,373, Steinman

CBS Market #52  
 #22  
 Revenue Rank #37  
 Home Rank #243

HARTFORD

APR 18.8  
 Revenue: \$6,094,974  
 Income: \$ -43,292

<u>METRO (1/4/SHARE)</u>		<u>1976</u>	<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
WTIC	328/25.6	26.6	1. WTIC	637	1. WTIC	322	1. WTIC	7367
WRCH-FM	120/9.4	9.0	2. WRCH-FM	197	2. WRCH-FM	120	2. WDRC	3349
WDRC	114/8.9	8.8	3. WKSS-FM	191	3. WDRC	84	3. WHYN	3024
WRCQ	86/6.7	5.0	4. WHYN	185	4. WRCQ	79	4. WDRC-FM	2833
WKSS-FM	80/6.2	7.0	5. WPLR-FM	183	WKSS-FM	79	5. WKSS-FM	2657
WCCC-FM+	64/5.0	2.6	6. WCCC-FM+	159	6. WCCC-FM+	56	6. WAQY-FM	2414
WDRC-FM	61/4.8	6.7	7. WDRC-FM	154	7. WDRC-FM	48	7. WCCC-FM+	2407
WAQY-FM	44/3.4	3.0	8. WDRC	151	8. WTIC-FM	38	8. WRCH-FM	2290
WVYZ-FM	39/3.0	.8	9. WHYN-FM	149	9. WPOP	37	9. WPLR-FM	2028
WTIC-FM	38/3.0	4.0	10. WAQY-FM	131	10. WVYZ-FM	36	10. WRCQ	1851

12+ FM SHARE (METRO): 42.27% (506 of 1197) (A/M 76: 42.37%)  
 12+ FM SHARE (TSA): 55.69% (1586 of 2848) (A/M 76: 51.12%)

<u>TEENS</u>	<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM DRIVE</u>		
WDRC	30	1. WRCQ	58	1. WTIC	134	1. WTIC	174	1. WTIC	1646
WAQY-FM	25	2. WCCC-FM+	55	2. WRCH-FM	74	2. WRCH-FM	87	2. WDRC+	376
WKND	13	3. WDRC	49	3. WRCQ	47	3. WKSS-FM	54	3. WHYN	244
WDRC-FM	13	4. WTIC	42	4. WDRC	46	4. WDRC	26	4. WHYN-FM	224
WHCN-FM	9	5. WDRC-FM	39	5. WKSS-FM	40	WPOP	26	5. WPLR-FM	178

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	244 (4)	223 (6)	467 (10)	39.0
POP MUSIC		256 (5)	256 (5)	21.4
NEWS	347 (2)		347 (2)	29.0
COUNTRY	14 (1)	27 (1)	41 (2)	3.4
NEWS/INFO/TALK	37 (1)		37 (1)	3.1
BLUES	34 (1)		34 (1)	2.8
RELIGION	15 (1)		15 (1)	1.3
			<u>1197 (22)</u>	

HARTFORD-NEW HAVEN ADI

<u>12+ ADI 1/4</u>		<u>12+ ADI CUME</u>	
1. WTIC	570	1. WTIC	6102
2. WRCH-FM	165	2. WDRC	3019
3. WPLR-FM	160	3. WDRC-FM	2439
4. WKSS-FM	156	4. WKSS-FM	2175
5. WDRC	143	5. WRCH-FM	1811
6. WDRC-FM	132	6. WRCQ	1783
7. WELI	109	7. WPLR-FM	1749
8. WIOF-FM	107	8. WCCC-FM+	1573
WWYZ-FM	107	9. WELI	1571
WRCQ	107	10. WWYZ-FM	1342
11. WKCI-FM	93	11. WKCI-FM	1317
12. WCCC-FM+	80	12. WAVZ	1185
13. WEZN-FM	72	13. WHCN-FM	1173
14. WHCN-FM	61	14. WAQY-FM	1131
15. WAVZ	59	15. WIOF-FM	1121

ADI FM SHARE: 45.48% (1223 of 2689) (A/M 76: 44.85%)

AM STATIONS

WAVZ-WELI - See New Haven	WHYN - See Springfield
WTIC, 50 KW @ 1080, MOR	NBC, \$84.50 (Christal)
WDRC, 5 KW @ 1360, ROCK	NO NET, \$54.80 (Buckley) Buckley
WRCQ, 5 KW @ 910, ROCK	NO NET, \$27.50 (Katz)
WPOP, 5 KW @ 1410, NEWS	CBS, \$23.10 (Eastman) M. Griffin
WKND, 500W @ 1480 (Days), BLACK	NBN, \$15.00 ( ---- )

FM STATIONS

WAQY-FM, WHYI-FM - See Springfield	WEZN-FM - See Bridgeport
WKCI-FM, WPLR-FM - See New Haven	
WRCH-FM, 100.5, 20 KW @ 720, BTFL MUS (FM-100)	NO NET, \$41.00 (Katz)
WKSS-FM, 95.7, 15 KW @ 820, BTFL MUS (Schulke)	NO NET, \$38.00 (Blair) Covenant
WDRC-FM, 102.9, 18 KW @ 800, ROCK	NO NET, \$54.80 (Buckley) Buckley
WCCC-FM, 106.9, 50 KW @ 720, AOR	ABC-C, \$20.00 (Masla)
WHCN-FM, 105.9, 19 KW @ 740, AOR	NO NET, \$28.50 (M - G) Beck-Ross
WIOF-FM, 104.1, 20 KW @ 461, COUNTRY	ABC-E, \$17.00 (Eastman) M. Griffin
WWYZ-FM, 92.5, 50 KW @ 740, SOFT ROCK	NO NET, \$26.00 (CBS-FM)
WTIC-FM, 96.5, 15 KW @ 810, CLASSICAL/BTFL MUS	NBC, \$12.00 (Christal)

TV STATIONS

WATR Waterbury 20	NBC (\$50)
WFSB Hartford 3	CBS, Post-Newsweek (\$2620 - MASH)
WHCT Hartford 18	IND
WHNB Hartford 30	NBC
WTNH New Haven 8	ABC, Capital Cities (\$1750 - Happy Days)

NEWSPAPERS

Hartford Courant	M	178,444	\$1.00	\$2,400
New Haven Journal-Courier, Register	ME	134,549	.80	\$2,138
Waterbury Republican, American	ME	70,711	.54	\$1,300
New Britain Herald	E	32,900	.33	\$ 795
Meriden Record-Journal	ME	30,191	.30	\$ 813

ARDS Market #53  
 Revenue Rank #40  
 Income Rank #317

HONOLULU

APR 16.0  
 Revenue: \$5,830,697  
 Income: \$ -545,054

<u>12+ METRO (1/4/SHARE)</u>		1976	<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KKUA	178/19.6	12.2	1. KKUA	197	1. KGMB	137	1. KKUA	2535
2. KGMB	143/15.8	15.5	2. KGMB	156	2. KKUA	124	2. KGMB	2219
3. KORL	78/8.6	12.6	3. KORL	89	3. KORL	48	3. KORL	1763
4. KCCN	48/5.3	6.8	4. KUMU-FM	51	4. KUMU-FM	47	4. KIKI	976
5. KUMU-FM	47/5.2	6.0	5. KCCN	49	5. KCCN	44	5. KGU	863
6. KGU	43/4.7	5.2	6. KGU	43	6. KGU	42	6. KCCN	821
7. KHSS-FM	41/4.5	6.8	7. KHSS-FM	42	7. KHSS-FM	41	7. KHVH	734
8. KHVH	36/4.0	6.3	8. KHVH	39	8. KHVH	36	8. KUMU	721
9. KOMQ-FM	31/3.4	5.7	9. KOMQ-FM	34	9. KUMU	30	9. KUMU-FM	676
10. KUMU	30/3.3	2.4	10. KUMU	32	10. KULA-FM	29	10. KOMQ-FM	581

12+ FM SHARE (METRO): 18.03% (157 of 871) (A/M 76: 19.67%)  
 12+ FM SHARE (TSA): 17.70% (166 of 938) (A/M 76: 18.65%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. KKUA	54	1. KKUA	104	1. KGMB	89	1. KGMB	85	1. KGMB	316
2. KORL	30	2. KGMB	41	2. KKUA	64	2. KHSS-FM	29	2. KKUA	218
3. KGMB	6	3. KORL	38	3. KUMU-FM	35	3. KHVH	27	3. KUMU-FM+	106
4. KIKI	4	4. KGU	27	4. KCCN	34	4. KCCN	25	4. KORL	96

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	283 (3)	61 (2)	344 (5)	39.5
BTFL MUS	41 (2)	88 (2)	129 (4)	14.8
MOR	214 (3)		214 (3)	24.6
ETHNIC (Hawaiian, Japanese, Filipino)	84 (3)		84 (3)	9.6
NEWS/INFO/TALK	65 (2)		65 (2)	7.5
COUNTRY	20 (1)		20 (1)	2.3
CLASSICAL		8 (1)	8 (1)	0.9
RELIGION	4 (1)		4 (1)	0.5
VARIETY	3 (1)		3 (1)	0.3
			<u>871 (21)</u>	

AM STATIONS

KKUA, 690, 10 KW, CONTEMP	IND, \$21.00 (H. R. Stone)
KGMB, 590, 5 KW, MOR	IND, \$26.75 (Eastman), Heftel
KORL, 650, 10 KW, ROCK	IND, \$17.00 (Mc-Guild) O'Day
KCCN, 1420, 5 KW, HAWAIIAN	IND, \$ 8.00 (Sav-Gates), Grayson
KGU, 760, 10 KW, MOR	NBC, \$15.00 (Selcom)
KHVH, 1040, 5 KW, NEWS	CBS, \$14.50 ( ---- )
KUMU, 1500, 5 KW, BTFL MUS (FM-100)	IND, \$16.43 (Tor-Lask)

FM STATIONS

KUMU-FM, 94.7, 60 KW @ 140, BTFL MUS (FM-100)	IND, \$16.43
KHSS-FM, 97.5, 100 KW @ 484, BTFL MUS (Schulke)	IND, \$16.25 (Blair) Communico
KOMQ-FM, 93.1, 100 KW @ 480, ROCK (Burk-Abrams)	IND, \$13.00 (Mc-Guild)
KULA-FM, 92.3, 100 KW @ 1630, ROCK (TM)	IND, \$ ? ? ( ? ? )

TV STATIONS

KGMB Honolulu 9	CBS, Lee (\$800)
KHON Honolulu 2	NBC, McCoy (\$300)
KIKU Honolulu 13	IND, United
KITV Honolulu 4	ABC, Starr (\$263)

NEWSPAPERS

Honolulu Advertiser, Star-Bulletin ME 188,979 \$1.08 \$2,684, Gannett

SRDS Market #11  
 ADI #12  
 Revenue Rank #11  
 Income Rank #5

HOUSTON

APR 14.4  
 Revenue: \$16,607,298  
 Income: \$ 3,063,072

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KYND-FM	266/9.0	9.5	1. KIKK-FM+	291	1. KYND-FM	260	1. KILT	4745
2. KMJQ-FM	253/8.6	---	2. KYND-FM	271	2. KTRH	222	2. KTRH	4298
3. KIKK-FM+	240/8.2	5.1	3. KTRH	267	3. KIKK-FM+	210	3. KRBE-FM	3841
4. KTRH	226/7.6	7.3	4. KMJQ-FM	257	4. KMJQ-FM	199	4. KIKK-FM+	3840
5. KRBE-FM	193/6.5	6.3	5. KRBE-FM	212	5. KENR	171	5. KPRC	3438
6. KENR	192/6.5	6.6	6. KILT	202	6. KPRC	166	6. KYND-FM	3404
7. KILT	169/5.7	6.1	7. KENR	193	7. KILT	129	7. KENR	2952
8. KPRC	168/5.7	4.8	8. KPRC	172	8. KILT-FM	122	8. KRLY-FM	2791
9. KRLY-FM	158/5.3	2.2	9. KRLY-FM	163	9. KRBE-FM	105	9. KILT-FM	2712
10. KILT-FM	142/4.8	4.8	10. KILT-FM	154	10. KQUE-FM	89	10. KMJQ-FM	2582
11. KYOK	97/3.3	3.7	11. KYOK	98	11. KULF	86	11. KULF	2559
12. KULF	90/3.0	2.9	12. KODA-FM	94	12. KODA-FM	84	12. KODA-FM	1843

12+ FM SHARE (METRO): 56.36% (1591 of 2823) (A/M 76: 49.56%)  
 12+ FM SHARE (TSA): 55.95% (1694 of 3028) (A/M 76: 49.55%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM DRIVE</u>
1. KRBE-FM 88	1. KMJQ-FM 166	1. KYND-FM 162	1. KYND-FM 172	1. KTRH 608
2. KRLY-FM 76	2. KILT-FM 110	2. KIKK-FM+ 140	2. KENR 123	2. KIKK-FM+ 339
3. KMJQ-FM 54	3. KIKK-FM+ 93	3. KENR 120	3. KTRH 110	3. KILT 334
4. KILT 40	4. KRBE-FM 78	4. KMJQ-FM 97	4. KIKK-FM+ 103	4. KYND-FM 311
5. KIKK-FM+ 30	5. KLLOL-FM 69	5. KPRC 85	5. KPRC 98	5. KPRC 288

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	244 (3)	877 (6)	1121 (9)	39.7
COUNTRY	308 (3)	176 (1)	484 (4)	17.2
MOR	90 (1)	89 (1)	179 (2)	6.3
BTFM MUSIC	39 (1)	351 (2)	390 (3)	13.8
NEWS/INFO/TALK	409 (3)		409 (3)	14.5
BLACK	134 (2)		134 (2)	4.8
RELIGION		54 (2)	54 (2)	1.9
CLASSICAL		37 (1)	37 (1)	1.3
ETHNIC	8 (1)	7 (1)	15 (2)	0.5
			<u>2823 (28)</u>	



HOUSTON ADI

12+ ADI 1/4

12+ ADI CUME

1. KIKK-FM+	278	1. KILT	4647
2. KYND-FM	271	2. KTRH	3921
3. KMJQ-FM	256	3. KRBE-FM	3756
4. KTRH	250	4. KIKK-FM+	3647
5. KRBE-FM	205	5. KYND-FM	3388
6. KILT	197	6. KPRC	3381
7. KENR	193	7. KENR	2952
8. KPRC	172	8. KRLY-FM	2767
9. KRLY-FM	162	9. KILT-FM	2614
10. KILT-FM	147	10. KMJQ-FM	2566
11. KYOK	98	11. KULF	2509
12. KULF	93	12. KODA-FM	1823
13. KQUE-FM	92	13. KXYZ	1729
14. KODA-FM	91	14. KLOL-FM	1706
15. KLOL-FM	81	15. KAUM-FM	1617

ADI FM SHARE: 55.38% (1657 of 2992) (A/M 76: 49.92%)

AM STATIONS

KTRH, 740, 50 KW,	NEWS/TALK	MBS, CBS, \$46.00	(Christal)
KPRC, 950, 5 KW,	NEWS/TALK	NBC, \$68.75	(CBS Spot) Houston Post
KENR, 1070, 10 KW/5 KW,	COUNTRY	IND, \$53.75	(Katz) Lake Huron
KILT, 610, 5 KW,	CONTEMP	IND, \$73.50	(Blair) LIN
KXYZ, 1320, 5 KW,	CONTEMP/MOR	ABC-E, \$43.00	(ABC Spot) ABC
KULF, 790, 5 KW,	MOR	IND, \$53.12	(Eastman) Southern
KYOK, 1590, 5 KW,	BLACK	NBN, \$34.00	(Howard) Starr

FM STATIONS

KIKK-FM+, 95.7, 50 KW	@ 995, COUNTRY	IND, \$43.00	(Tor-Lask) Sonderling
KYND-FM, 92.5, 97 KW	@ 790, BTFL MUS (Schulke)	IND, \$85.00	(Eastman) Southern
KMJQ-FM, 102.1, 100 KW	@ 790, ROCK-DISCO	IND, \$14.75	(H.R. Stone) Amaturro
KRBE-FM, 104.1, 100 KW	@ 790, ROCK	IND, \$53.75	(Katz) GCC
KRLY-FM, 93.7, 100 KW	@ 790, ROCK	IND, \$31.25	(CBS FM)
KILT-FM, 100.3, 100 KW	@ 790, CONTEMP	IND, \$40.00	(Blair), LIN
KQUE-FM, 102.9, 280 KW	@ 700, MOR	IND, \$44.75	(Mc-Guild) Texas Coast
KODA-FM, 99.1, 100 KW	@ 790, BTFL MUS (TM)	MBS, \$28.50	(Selcom)
KLOL-FM, 101.1, 100 KW	@ 790, AOR	IND, \$30.00	(Christal)
KAUM-FM, 96.5, 100 KW	@ 580, ROCK	ABC-F, \$27.50	(ABC Spot) ABC

TV STATIONS

KDOG	Houston	26	IND	(\$450 - Mary Hartman)
KHOU	Houston	11	CBS, Corinthian	(\$2600)
KHTV	Houston	39	IND, Gaylord	(\$410)
KPRC	Houston	2	NBC	
KTRK	Houston	13	ABC, Capital Cities	(\$3000)

NEWSPAPERS

Houston Chronicle	E	295,494	\$1.65	\$4,455
Houston Post	M	289,864	\$1.77	\$4,779

SRDS Market #120  
 ADI #44  
 Revenue Rank #137  
 Income Rank #127

HUNTINGTON

APR 17.5  
 Revenue: \$1,766,848  
 Income: \$ 74,621

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WKEE-FM+	94/22.4	27.5	1. WKEE-FM+	172	1. WKEE-FM+	79	1. WKEE-FM+	1846
2. WGNT	74/17.6	17.2	2. WGNT	74	2. WGNT	68	2. WGNT	1017
3. WTCR	60/14.3	14.0	3. WTCR	66	3. WTCR	58	3. WAMX-FM	678
4. WHEZ-FM	43/10.2	11.4	4. WHEZ-FM	59	4. WHEZ-FM	43	4. WHEZ-FM	637
5. WAMX-FM	41/9.7	4.8	5. WAMX-FM	54	5. WWHY	25	5. WTCR	560
6. WWHY	25/5.9	2.4	6. WEMM-FM	26	6. WAMX-FM	24	6. WEMM-FM	433
7. WEMM-FM	18/4.3	2.9	7. WWHY	25	7. WEMM-FM	18	7. WPAY-FM	384
8. WCMI	12/2.9	3.2	8. WPAY-FM	20	8. WIRO	9	8. WCMI	356
9. WIRO	9/2.1	4.2	9. WCMI	13	9. WCMI	8	9. WWHY	273
10. WCAK-FM	6/1.4	1.3	10. WIRO	9	10. WCAK-FM	6	10. WIRO	258

12+ FM SHARE (METRO): 43.08% (168 of 390) (A/M 76: 41.18%)  
 12+ FM SHARE (TSA): 53.21% (282 of 530) (A/M 76: 47.54%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WAMX-FM	17	1. WKEE-FM+	56	1. WTCR	38	1. WGNT	38	1. WKEE-FM+	165
2. WKEE-FM+	15	2. WAMX-FM	19	WGNT	38	2. WTCR	34	2. WGNT	139
3. WGNT	6	3. WGNT	16	3. WKEE-FM+	35	3. WHEZ-FM	30	3. WTCR	68

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	93 (2)	54 (2)	147 (4)	37.7
COUNTRY	85 (2)	11 (2)	96 (4)	24.6
MOR	83 (2)		83 (2)	21.3
BTFM MUSIC		43 (1)	43 (1)	11.0
RELIGION		21 (2)	21 (2)	5.4
			390 (13)	

FOR CHARLESTON - HUNTINGTON ADI SEE CHARLESTON

AM STATIONS

WTCR, 1420, 5 KW (Days), COUNTRY	ABC-1, \$18.33 (Katz), Greater Media
WGNT, 930, 5 KW/1 KW, MOR/CONTEMP	NBC, \$23.00 (Tor-Lask), Stoner
WWHY, 1470, 5 KW (Days), COUNTRY	MBS, \$ 9.00 (Messina)
WCMI, 1340, 1 KW/250W, ROCK	CBS, \$10.75 (Masla)
WIRO, 1230, 1 KW/250W, MOR	MBS, \$ 7.00 (Regional)

FM STATIONS

WHEZ-FM, 103.3, 50 KW @ 490, BTFM MUS (Kala Music)	IND, \$18.33 (Katz) Greater Media
WAMX-FM, 93.7, 50 KW @ 405, ROCK	ABC-E, \$14.75 (Pro-Meek)
WKEE-FM+, 100.5, 53 KW @ 556, ROCK	ABC-C, \$30.00 (Mc-Guild), Reeves
WEMM-FM, 107.9, 50 KW @ 500, RELIGION	IND, \$ 6.00 ( --- ) Christ. Bdcs
WCAK-FM, 92.7, 3 KW @ 300, COUNTRY	IND, \$ 2.50 ( --- ) (CATLETTSBURG
WPAY-FM, 104.1, 93 KW @ 610, RELIGION	CBS, \$ 6.00 ( --- ), Braden -
	(PORTSMOUTH, OHIO)

FOR NEWSPAPER AND TV INFORMATION SEE CHARLESTON

SRDS Market #122  
 Revenue Rank #120  
 Income Rank # 89

HUNTSVILLE

APR 15.0  
 Revenue: \$2,066,132  
 Income: \$ 128,359

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WAAY	52/15.0	13.5	1. WQEN-FM	57	1. WBHP	44	1. WAAY	880
2. WBHP	47/13.5	11.3	2. WAAY	53	2. WAAY	36	2. WVOV	848
3. WVOV	31/8.9	9.4	3. WBHP	47	3. WVOV	25	3. WQEN-FM	646
4. WRSA-FM	25/7.2	6.3	4. WVOV	46	WRSA-FM	25	4. WBHP	593
5. WJMW	24/6.9	7.2	5. WRSA-FM	35	5. WJMW	24	5. WRSA-FM	491
6. WEUP	23/6.6	5.8	6. WJMW	30	6. WEUP	18	6. WJOF-FM	391
7. WQEN-FM	19/5.5	2.2	7. WEUP	24	7. WQEN-FM	13	7. WFIX	302
8. WAHR-FM	14/4.0	5.8	8. WNDA-FM	16	8. WFIX	12	8. WJMW	298
9. WFIX	12/3.5	4.7	WAVU	16	WGSV	12	9. WEUP	294
10. WGSV	12/3.5	3.0	10. WAHR-FM	15	10. WAHR-FM	10	10. WAHR-FM	234

FM SHARE (METRO): 27.42% (85 of 310) (A/M 76: 27.80%)  
 FM SHARE (TSA): 34.86% (145 of 416) (A/M 76: 30.81%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WAAY	16	1. WAAY	22	1. WBHP	31	1. WBHP	25	1. WBHP	77
2. WQEN-FM	6	2. WVOV	20	2. WAAY	20	2. WRSA-FM	17	2. WAAY	65
WVOV	6	3. WBHP	15	3. WRSA-FM	17	3. WAAY	13	3. WJMW	58

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	83 (2)	41 (3)	124 (5)	40.0
COUNTRY	83 (5)		83 (5)	26.8
MOR	21 (2)		21 (2)	6.8
BTFL MUSIC		25 (1)	25 (1)	8.1
BLACK	23 (1)		23 (1)	7.4
UNKNOWN	24 (3)		24 (3)	7.7
RELIGION		10 (1)	10 (1)	3.2
			<u>310 (18)</u>	

AM STATIONS

WAAY, 1550, 5 KW/1 KW,	CONTEMP	IND, \$16.00 (Tor-Lask)
WBHP, 1230, 1 KW,	COUNTRY	ABC-1, \$12.75 (Pro-Meek)
WVOV, 1000, 10 KW (Days),	CONTEMP	IND, \$ 9.65 (Devney)
WJMW, 730, 1 KW (Days),	COUNTRY	IND, \$ 4.00 (Southern) (ATHENS)
WEUP, 1600, 5 KW (Days),	BLACK	MBN, \$12.00 ( ---- )
WFIX, 1450, 1 KW/250W,	MOR	CBS, \$14.00 (Smith)
WGSV, 1270, 1 KW (Days),	? ?	ABC-C, \$ 3.75 ( --- ) (GUNTHERSVILLE)

FM STATIONS

WRSA-FM, 96.9, 25 KW @ 830, AOR	IND, \$ 4.20 ( --- ) (DECATUR)
WQEN-FM, 103.7, 100 KW @ 1110, CONTEMP	ABC-C, \$ 8.25 (Market 4) (GADSDEN)
WAHR-FM, 99.1, 3.2 KW @ 45, ROCK	ABC-F, \$ 6.00 ( ---- )
WJOF-FM, 104.3, 50 KW @ 245, CONTEMP (Drake-Chen)	ABC-C, \$ 4.00 (Southern) (ATHEN)

TV STATIONS

WAAY	Huntsville	31	NBC	(\$250 - Sanford, Little House)
WHNT	Huntsville	19	CBS	(\$400)
WYUR	Huntsville	48	ABC	(\$175)

NEWSPAPERS

Huntsville Times	E	51,429	\$ .57	\$1,492, Newhouse
Florence Times	E	28,001	.28	\$ 674
Decatur Daily	E	22,773	.26	\$ 704

SRDS Market #32  
 ADI #19  
 Revenue Rank #21  
 Income Rank #19

INDIANAPOLIS

APR 15.4  
 Revenue: \$9,574,080  
 Income: \$1,088,334

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WIBC	217/15.1	13.1	1. WIBC	253	1. WIBC	210	1. WIBC	3985
2. WXTZ-FM	177/12.3	10.4	2. WXTZ-FM	219	2. WXTZ-FM	173	2. WNDE	3288
3. WIRE	167/11.6	13.3	3. WNAP-FM	216	3. WIRE	159	3. WNAP-FM	2984
4. WNAP-FM	166/11.6	8.6	4. WIRE	179	4. WNAP-FM	124	4. WFBQ-FM	2848
5. WTLC-FM	131/9.1	10.2	5. WFBQ-FM	151	5. WTLC-FM	104	5. WXTZ-FM	2581
6. WIFE	93/6.5	7.6	6. WNDE	143	6. WFMS-FM	70	6. WIFE	2557
7. WNDE	91/6.3	6.7	7. WTLC-FM	140	7. WIFE	66	7. WIRE	2298
8. WFMS-FM	75/5.2	1.4	8. WFMS-FM	131	8. WATI	63	8. WFMS-FM	1513
9. WFBQ-FM	71/5.0	4.4	9. WIFE	108	9. WXLW	57	9. WTLC-FM	1314
10. WATI	64/4.5	2.8	10. WATI	74	10. WFBQ-FM	56	10. WXLW	904
11. WXLW	58/4.0	3.8	11. WXLW	63	11. WNDE	55	11. WATI	775
12. WBRI	16/1.1	1.8	12. WLHN-FM	35	12. WBRI	16	12. WLHN-FM	516

12+ FM SHARE (METRO): 47.08% (644 of 1368) (A/M 76: 43.15%)  
 12+ FM SHARE (TSA): 51.30% (905 of 1764) (A/M 76: 46.02%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. WNAP-FM 42	1. WNAP-FM 114	1. WIBC 136	1. WIBC 125	1. WIBC 566
2. WNDE 36	2. WTLC-FM 70	2. WXTZ-FM 94	2. WXTZ-FM 117	2. WIRE 289
3. WTLC-FM 27	3. WIBC 63	3. WIRE 90	3. WIRE 112	3. WXTZ-FM 246
WIFE 27	4. WFBQ-FM 47	4. WFMS-FM 53	4. WATI 35	4. WNAP-FM 179
5. WFBQ-FM 15	5. WIFE 45	5. WTLC-FM 52	WXLW 35	5. WFMS-FM 143

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	184 (2)	237 (2)	421 (4)	30.8
MOR	275 (2)	16 (2)	291 (4)	21.3
BTFL MUSIC	64 (1)	177 (1)	241 (2)	17.6
COUNTRY	167 (1)	75 (1)	242 (2)	17.7
BLACK		131 (1)	131 (1)	9.6
RELIGION	31 (2)		31 (2)	2.3
UNKNOWN	3 (1)	8 (1)	11 (2)	0.8
			<u>1368 (17)</u>	

INDIANAPOLIS ADI

<u>12+ ADI 1/4</u>		<u>12+ ADI CUME</u>	
1. WIBC	252	1. WIBC	3947
2. WXTZ-FM	216	2. WNDE	3230
3. WNAP-FM	214	3. WNAP-FM	2960
4. WIRE	179	4. WFBQ-FM	2718
5. WNDE	143	5. WXTZ-FM	2626
6. KTLC-FM	140	6. WIFE	2509
7. WFBQ-FM	139	7. WIRE	2280
8. WFMS-FM	131	8. WFMS-FM	1500
9. WIFE	108	9. WTLC-FM	1314
10. WATI	72	10. WOWO	1261
11. WXLW	63	11. WLS	1254
WWKI-FM	63	12. WXLW	904
13. WERK	55	13. WWKI-FM	813
14. WLS	53	14. WATI	773
15. WOWO	51	15. WERK	726

ADI FM SHARE: 47.65% (1114 of 2338)      (A/M 76: 46.41%)

AM STATIONS

WIBC, 1070, 50 KW/10 KW,	MOR	IND,	\$67.75 (Blair), Fairbanks
WIRE, 1430, 5 KW,	COUNTRY	MBS, ABC-E,	\$63.00 (Eastman), Mid America
WNDE, 1260, 5 KW,	ROCK	ABC-C,	\$82.50 (Katz), Rahall
WIFE, 1310, 5 KW/1 KW,	CONTEMP	NBC,	\$37.50 (Mc-Guild)
WATI, 810, 250W (Days),	BTFM MUS (FM-100)	IND,	\$13.50 (Masla), Sarkes Tarzian
WXLW, 950, 5 KW (Days),	MOR	CBS,	\$24.00 (Dore/Wal)
WERK, 990, 250W (Days),	CONTEMP	IND,	\$12.00 (Walton) (MUNCIE)
WBRI, 1500, 5 KW (Days),	RELIGION	IND,	\$11.00 ( ----- )
WOWO - See Ft. Wayne	WLS - See Chicago		

FM STATIONS

WXTZ-FM, 103.3, 13 KW @ 860,	BTFM MUS (Schulke)	IND,	\$56.50 (Eastman), Mid America
WNAP-FM, 93.1, 50 KW @ 358,	ROCK	IND,	\$48.00 (Blair), Fairbanks
WTLC-FM, 105.7, 50 KW @ 445,	BLACK	NBN,	\$20.50 (H. R. Stone)
WFBQ-FM, 94.7, 52 KW @ 850,	ROCK (TM)	IND,	\$82.50 (Katz), Rahall
WFMS-FM, 95.5, 50 KW @ 500,	COUNTRY	IND,	\$27.00 (Tor-Lask), Susquehanna
WWKI-FM, 100.5, 20 KW @ 470,	COUNTRY	MBS,	\$ 9.40 ( ----- ), (KOKOMO)
WLHN-FM, 97.9, 50 KW @ 534,	MOR	IND,	\$12.00 ( ----- ), East. (ANDERSON)

TV STATIONS

WISH	Indianapolis	8	CBS, Corinthian	(\$1200 - MASH)
WRTV	Indianapolis	6	NBC, McGraw-Hill	(\$1400 - Disney)
WTHR	Indianapolis	13	ABC, Columbus Dispatch	(\$2000)
WTTV	Indy-Bloomington	4	IND, Sarkes Tarzian	(\$600)
WHMB	Indianapolis	40	IND	(\$100)

NEWSPAPERS

Indianapolis Star, News	ME	380,642	\$2.20	\$6,178
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SRDS Market #124  
 Revenue Rank # 87  
 Income Rank #101

JACKSON, MS

APR 13.8  
 Revenue: \$2,923,2  
 Income: \$ 128,3

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12 TSA CUME</u>	
1. WJDX	60/18.8	17.4	1. WJDX	124	1. WJDX	51	1. WJDX	1924
2. WJMI-FM	51/16.0	10.0	2. WJMI-FM	115	2. WLIN-FM	40	2. WJMI-FM	968
3. WLIN-FM	40/12.5	11.7	3. WLIN-FM	82	3. WSLI	37	3. WZZQ-FM	907
4. WSLI	37/11.6	15.1	4. WZZQ-FM	77	4. WJMI-FM	28	4. WLIN-FM	878
5. WOKJ	31/9.7	8.0	5. WSLI	52	WOKJ	28	5. WSLI	837
6. WZZQ-FM	28/8.8	7.4	6. WOKJ	42	6. WZZQ-FM	19	6. WOKJ	747
7. WJQS	18/5.6	.9	7. WKXI-FM	32	7. WJQS	17	7. WKXI-FM	565
8. WKXI-FM	15/4.7	9.4	8. WJQS	18	8. WKXI-FM	14	8. WRBC	365
9. WRBC	11/3.4	4.0	9. WRBC	15	9. WRBC	11	9. WWUN	309
10. WWUN	7/2.2	5.4	10. WJFR-FM	10	10. WJXN	5	10. WJFR-FM	256

FM SHARE (METRO): 44.94% (142 of 316) (A/M 76: 43.11%)  
 FM SHARE (TSA): 54.27% (324 of 597) (A/M 76: 56.27%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. WJMI-FM 23	1. WJDX 37	1. WJDX 32	1. WLIN-FM 26	1. WJDX 225
2. WJDX 9	2. WJMI-FM 25	2. WLIN-FM 30	2. WSLI 21	2. WSLI 128
WZZQ-FM 9	3. WZZQ-FM 18	3. WOKJ 17	3. WJDX 12	3. WJMI-FM 102

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
BLACK	31 (1)	66 (2)	97 (3)	30.7
ROCK/CONTEMP	67 (2)	28 (1)	95 (3)	30.1
BTFM MUSIC		40 (1)	40 (1)	12.7
MOR	37 (1)		37 (1)	11.7
COUNTRY	22 (2)		22 (2)	7.0
NEWS/INFO/TALK	11 (1)		11 (1)	3.5
RELIGION	6 (1)	5 (1)	11 (2)	3.5
UNKNOWN		3 (1)	3 (1)	1.0
			<u>316 (14)</u>	

AM STATIONS

WJDX, 620, 5 KW/1 KW,	ROCK	NBC,	\$27.20 (Eastman)
WSLI, 930, 5 KW,	MOR	ABC-E,	\$18.38 (Katz), Capitol
WOKJ, 1550, 50 KW/10 KW,	BLACK	IND,	\$18.25 (Howard), Roden
WJQS, 1400, 1 KW/250W,	COUNTRY	CBS,	\$ 6.50 (Southern)
WRBC, 1300, 5 KW/1 KW,	NEWS	ABC-1,	\$12.00 (Masla)
WWUN, 1590, 5 KW/1 KW,	ROCK	ABC-C,	\$ 7.65 (Tor-Lask), New South
WJXN, 1450, 1 KW/250W,	RELIGION	MBS,	\$ 2.75 ( ---- )

FM STATIONS

WJMI-FM, 99.7, 54 KW @ 1060,	BLACK/ROCK	ABC-F,	\$18.00 (Howard)
WLIN-FM, 95.5, 100 KW @ 1069,	BTFM MUS (Schulke)	IND,	\$18.00 (Mc-Guild)
WZZQ-FM, 102.9, 100 KW @ 1800,	ROCK	IND,	\$17.00 (Eastman)
WKXI-FM, 94.7, 68 KW @ 430,	BLACK (Drake-Chen)	NBN,	\$13.50 (Pro-Meek)
WJFR-FM, 96.3, 80 KW @ 1430,	? ?	IND,	\$ 4.00 (Katz), Capitol

TV STATIONS

WAPT	Jackson	16	ABC, American Public Life Ins.	(\$215 - Happy Days)
WJTV	Jackson	12	CBS, Capitol	(\$250)
WLBT	Jackson	3	NBC	(\$300)

NEWSPAPERS

Jackson Clarion - Ledger, News	ME	104,378	\$ .60	\$1,445
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SRDS Market #54  
 Revenue Rank #57  
 Income Rank #316

JACKSONVILLE

APR 15.3  
 Revenue: \$4,489,079  
 Income: \$ -486,041

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WKTZ-FM	114/13.2	18.8	1. WAPE	147	1. WKTZ-FM	111	1. WAPE	2835
2. WAPE	104/12.0	13.9	2. WKTZ-FM	129	2. WAPE	71	2. WKTZ-FM	1561
3. WIVY-FM	90/10.4	6.4	3. WIVY-FM	102	3. WJAX	65	3. WIVY-FM	2190
4. WPDQ	87/10.1	7.0	4. WPDQ	87	4. WAIV-FM	54	4. WJAX	942
5. WAIV-FM	69/8.0	5.1	5. WAIV-FM	73	WIVY-FM	54	5. WVOJ	805
6. WJAX	67/7.8	4.9	6. WJAX	67	WPDQ	54	6. WPDQ	755
7. WVOJ	43/5.0	4.2	7. WQIK-FM	46	7. WVOJ	43	7. WAIV-FM	747
8. WCMG	38/4.4	3.5	8. WVOJ	43	8. WCMG	37	8. WMBR	678
9. WKTZ	37/4.3	3.5	9. WCMG	42	WKTZ	37	9. WQIK-FM	651
10. WMBR	35/4.1	4.2	10. WKTZ	37	10. WMBR	34	10. WKTZ	542

FM SHARE (METRO): 41.03% (334 of 814) (A/M 76: 41.33%)  
 FM SHARE (TSA): 41.59% (376 of 904) (A/M 76: 38.23%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WIVY-FM	36	1. WAPE	60	1. WKTZ-FM	69	1. WKTZ-FM	67	1. WKTZ-FM	153
2. WAPE	33	2. WIVY-FM	44	2. WAPE	43	2. WJAX	34	2. WAPE	128
WPDQ	33	3. WKTZ-FM	32	3. WPDQ	32	3. WKTZ	31	3. WJAX	118
4. WAIV-FM	15	4. WPDQ	30	4. WCMG	30	4. WVOJ	28	4. WVOJ	92

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	104 (1)	185 (3)	289 (4)	35.5
BTFL MUSIC	49 (2)	114 (1)	163 (3)	20.0
COUNTRY	81 (2)	35 (1)	116 (3)	14.3
BLACK	103 (2)		103 (2)	12.7
MOR	102 (2)		102 (2)	12.5
RELIGION	37 (4)		37 (4)	4.6
NEWS/INFO/TALK	4 (1)		4 (1)	0.5
			814 (19)	

AM STATIONS

WAPE, 690, 50 KW/10 KW,	ROCK	IND, \$33.00 (Eastman), Sis
WPDQ, 1460, 5 KW,	BLACK	NBN, \$20.00 (Howard)
WJAX, 930, 5 KW,	MOR	CBS, \$25.25 (H. R. Stone) City of Jack.
WVOJ, 1320, 5 KW,	COUNTRY	NBC, \$31.75 (Blair)
WCMG, 1090, 10 KW (Days),	COUNTRY	MBS, \$22.05 (Selcom), Rowland
WKTZ, 1220, 1 KW (Days),	BTFL MUSIC	IND, \$42.25 (Buckley), Jones College
WMBR, 600, 5 KW,	MOR	ABC-C, \$31.50 (Katz), Rounsaville

FM STATIONS

WKTZ-FM, 96.1, 100 KW @ 932,	BTFL MUS (Schulke)	IND, \$42.25 (Buckley), Jones College
WIVY-FM, 102.9, 60 KW @ 635,	ROCK	IND, \$20.50 (Tor-Lask)
WAIV-FM, 96.9, 100 KW @ 250,	AOR	IND, \$41.50 (Katz), Rounsaville
WQIK-FM 99.1, 100 KW @ 350,	COUNTRY	MBS, \$22.05 (Selcom), Rowland

TV STATIONS

WJKS Jacksonville	17	ABC, Rust Craft	(\$550)
WJXT Jacksonville	4	CBS, Post-Newsweek	(\$960 - MASH, Waltons)
WTLV Jacksonville	12	NBC, Harte-Hanks	(\$675 - Disney)

NEWSPAPERS

Jacksonville Times-Union, Journal	ME	204,114	\$1.58	\$3,805
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SRDS Market #91  
 Revenue Rank #122  
 Income Rank #150

JOHNSON CITY - KINGSPORT - BRISTOL

APR 13.1  
 Revenue: \$2,011,748  
 Income: \$ 42,402

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WZAP	49/11.4	4.5	1. WZAP	71	1. WZAP	49	1. WFHG+	1027
2. WFHG+	42/9.8	9.7	2. WFHG+	58	2. WJCW	35	2. WQUT-FM	700
3. WJCW	35/8.2	8.2	3. WQUT-FM	46	3. WFHG+	30	3. WJCW	645
WQUT-FM	35/8.2	6.0	4. WJCW	35	4. WQUT-FM	28	4. WKIN	594
5. WKIN	31/7.2	10.7	5. WKIN	33	5. WKIN	26	5. WJSO	583
6. WJSO	30/7.0	6.8	6. WJSO	31	6. WKPT-FM	21	6. WZAP	565
7. WKPT-FM	23/5.4	4.3	7. WBIR-FM	26	7. WJSO	20	7. WETB	471
8. WETB	19/4.4	2.9	8. WKPT-FM	24	8. WMCH	17	8. WKPT-FM	408
9. WMCH	17/4.0	2.3	9. WETB	20	9. WGOC	15	9. WKPT	380
10. WGOC	15/3.5	3.1	10. WMCH	18	10. WKPT	13	10. WBIR-FM	308

FM SHARE (METRO): 23.21% (91 of 392) (A/M 76: 20.56%)  
 FM SHARE (TSA): 26.55% (120 of 452) (A/M 76: 24.09%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WFHG+	12	1. WQUT-FM	28	1. WJCW	26	1. WZAP	19	1. WFHG+	74
2. WJSO	10	2. WZAP	21	2. WZAP	20	2. WJCW	17	2. WJCW	71
3. WQUT-FM	7	3. WKIN	19	3. WFHG+	17	3. WFHG+	13	3. WZAP	66
4. WETB	6	4. WFHG	16	WKPT-FM	17	4. WKPT-FM	11	4. WQUT-FM	44

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	110 (4)	47 (2)	157 (6)	40.1
COUNTRY	151 (9)	13 (1)	164 (10)	41.8
MOR	40 (3)		40 (3)	10.2
BTFL MUSIC		23 (1)	23 (1)	5.9
RELIGION		4 (1)	4 (1)	1.0
VARIETY		4 (1)	4 (1)	1.0

392 (22)

AM STATIONS

WZAP, 690, 10 KW (Days),	COUNTRY	MBS, \$12.50 (Pro-Meeker)
WFHG+, 980, 5 KW/1 KW,	CONTEMP	ABC-C, \$12.00 (Mc-Guild) Nininger
WJCW, 910, 5 KW/1 KW,	COUNTRY	CBS, \$ 5.00 (Masla)
WKIN, 1320, 5 KW (Days),	ROCK	IND, \$14.67 (Sav-Gates) Bahakel
WJSO, 1590, 5 KW (Days),	CONTEMP	IND, \$ 5.00 (Pro-Meek)
WETB, 790, 1 KW (Days),	CONTEMP	MBS, \$ 5.00 (Southern)
WMCH, 1260, 1 KW (Days),	COUNTRY/RELIGION	IND, \$ 2.00 ( ---)
WGOC, 1090, 1 KW (Days),	COUNTRY	IND, \$ 5.50 (Carpenter)

FM STATIONS

WQUT-FM, 101.5, 100 KW @ 1500,	ROCK	IND, \$ 4.25 (Masla)
WKPT-FM, 98.5, 45 KW @ 1260,	BTFL MUS	ABC-F, \$ 9.00 (Tor-Lask)

TV STATIONS

WCYB Bristol	5	NBC	(\$500)
WJHL Johnson City	11	CBS, Park	(\$400 - MASH)
WKPT Kingsport	19	ABC	(\$ 80)
WKYH Hazard	57	NBC	\$ 50)

NEWSPAPERS

Bristol Herald Courier	ME	38,292	\$ .34	\$819, Worrell
Kingsport News, Times	ME	35,894	.35	\$882
Johnson City Press-Chronicle	ME	25,666	.27	\$650



SRDS Market #136  
 ADI #41  
 Revenue Rank #127  
 Income Rank # 52

KALAMAZOO

APR 15.3  
 Revenue: \$1,939,282  
 Income: \$ 330,104

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WKZO	54/16.1	15.4	1. WKZO	84	1. WKZO	54	1. WKZO	1201
2. WKMI	53/15.8	19.7	2. WGRD-FM+	57	2. WKMI	43	2. WKMI	1030
3. WQLR-FM	29/8.7	9.8	3. WKMI	54	3. WQLR-FM	29	3. WGRD-FM+	917
4. WBUK	28/8.4	4.3	4. WOOD-FM	53	4. WBUK	27	4. WOOD-FM	909
5. WGRD-FM+	27/8.1	0.0	5. WQLR-FM	45	5. WOOD-FM	22	5. WQLR-FM	691
6. WOOD-FM	22/6.6	7.7	6. WBUK	28	6. WGRD-FM+	19	6. WLS	455
7. WYYY	16/4.8	9.8	7. WMAQ	23	7. WYYY	12	7. WMAQ	407
8. WMAQ	12/3.6	1.8	8. WKFR-FM	21	8. WMAQ	10	8. WYYY	403
9. WKPR	8/2.4	3.1	9. WYYY	16	9. WKPR	8	9. WKFR-FM	383
WLS	8/2.4	4.0	10. WLS	14	10. WLS	6	10. WBUK	235

12+ FM SHARE (METRO): 30.99% (88 of 284) (A/M 76: 22.14%)  
 12+ FM SHARE (TSA): 41.91% (184 of 439) (A/M 76: 24.23%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WKMI	10	1. WKMI	28	1. WKZO	27	1. WKZO	31	1. WKZO	194
2. WGRD-FM+	8	2. WGRD-FM+	17	WKMI	27	2. WOOD-FM	17	2. WKMI	70
3. WYYY	4	WBUK	17	3. WQLR-FM	23	3. WQLR-FM	16	3. WOOD-FM	68

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	80 (4)	30 (3)	110 (7)	38.7
MOR	59 (2)		59 (2)	20.8
BTFM MUSIC		54 (3)	54 (3)	19.0
COUNTRY	44 (3)		44 (3)	15.5
RELIGION	8 (1)	4 (1)	12 (2)	4.2
NEWS/INFO/TALK	5 (1)		5 (1)	1.8
			<u>284 (18)</u>	

AM STATIONS

WKZO, 590, 5 KW,	MOR	CBS,	\$27.25 (Buckley), Fetzer
WKMI, 1360, 5 KW/1 KW,	ROCK	ABC-C,	\$26.50 (Mc-Guild), Steere
WBUK, 1560, 1 KW (Days),	COUNTRY	ABC-E,	\$ 7.50 (Walton)
WYYY, 1470, 500W (Days),	ROCK	MBS,	\$12.00 (Pro-Meek)
WKPR, 1420, 1 KW (Days),	RELIGION/MOR	IND,	\$ 4.00 ( ---- ), Kuiper

FM STATIONS

WQLR-FM, 106.5, 40 KW @ 550,	BTFM MUS (Kala Music)	IND,	\$16.88 (Tor-Lask)
WKFR-FM, 103.3, 31 KW @ 210,	CONTEMP (Drake-Chen)	IND,	\$ 6.50 (Pro-Meek) (BATTLE CR)

WGRD-FM+, WOOD-FM - See Grand Rapids

FOR TV STATIONS, NEWSPAPERS AND ADI INFORMATION SEE GRAND RAPIDS

SRDS Market #28  
 ADI #26  
 Revenue Rank #26  
 Income Rank #28

KANSAS CITY

APR 15.2  
 Revenue: \$8,689,108  
 Income: \$ 708,503

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KMBZ	294/18.3	13.0	1. KMBZ	321	1. KMBZ	286	1. KCMO	5492
2. KMBR-FM	178/11.1	9.2	2. WDAF	292	2. KMBR-FM	176	2. KMBZ	4130
3. KCMO	145/9.0	6.3	3. KCMO	283	3. KCMO	135	3. WDAF	4032
4. WDAF	117/7.3	6.7	4. KMBR-FM	208	4. WDAF	114	4. WHB	3794
5. KBEQ-FM	108/6.7	8.4	5. KYYS-FM	163	5. KCEZ-FM	76	5. KBEQ-FM	2473
6. KYYS-FM	106/6.6	5.8	6. KBEQ-FM	152	KPRS-FM	76	6. KYYS-FM	2328
7. KPRS-FM	99/6.2	7.5	7. WHB	141	7. KYYS-FM	75	7. KMBR-FM	2159
8. WHB	83/5.2	6.8	8. KPRS-FM	104	8. WHB	64	8. KCEZ-FM	1681
9. KCEZ-FM	78/4.9	5.9	9. KCEZ-FM	101	9. KBEQ-FM	49	9. KFEQ	1366
10. KCKN-FM	51/3.2	5.3	10. KCKN-FM	68	KCKN-FM	49	10. KCKN	1175
11. KCKN	46/2.9	2.7	11. KFEQ	61	11. KCKN	45	11. KCNW	1031
12. KCNW	40/2.5	---	12. KCKN	50	12. KCNW	40	12. KPRS-FM	1007

12+ FM SHARE (METRO): 45.17% (701 of 1552) (A/M 76: 48.83%)  
 12+ FM SHARE (TSA): 40.15% (891 of 2219) (A/M 76: 43.47%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. KBEQ-FM	59	1. KCMO	77	1. KMBZ	136	1. KMBZ	137	1. KMBZ	444
2. KYYS-FM	31	2. KYYS-FM	73	2. KMBR-FM	124	2. KMBR-FM	118	2. KCMO	441
3. KPRS-FM	23	3. KMBZ	59	3. WDAF	75	3. WDAF	67	3. WDAF	434
4. WHB	19	4. KPRS-FM	48	4. KCMO	74	4. KCEZ-FM	52	4. KMBR-FM	256
5. KCMO	10	5. WHB	45	5. KPRS-FM	35	5. KCMO	50	5. KCKN-FM+	216

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR	448 (3)		448 (3)	28.9
ROCK/CONTEMP	90 (2)	278 (4)	368 (6)	23.7
BTFM MUSIC		256 (2)	256 (2)	16.5
COUNTRY	227 (5)	51 (1)	278 (6)	17.9
BLACK	31 (1)	99 (1)	130 (2)	8.4
NEWS/INFO/TALK	40 (1)		40 (1)	2.6
CLASSICAL		17 (1)	17 (1)	1.1
RELIGION	15 (1)		15 (1)	1.0
			<u>1552 (22)</u>	

KANSAS CITY ADI

<u>12+ ADI 1/4</u>		<u>12+ ADI CUME</u>	
1. KMBZ	318	1. KMBZ	3984
2. WDAF	222	2. KCMO	3917
3. KMBR-FM	204	3. WDAF	2990
4. KCMO	196	4. WHB	2953
5. KYYS-FM	145	5. KBEQ-FM	2325
6. KBEQ-FM	144	6. KMBR-FM	2072
7. WHB	105	7. KYYS-FM	1941
8. KPRS-FM	103	8. KCEZ-FM	1607
9. KCEZ-FM	94	9. KCKN	1145
10. KCKN-FM	59	10. KCNW	1024
11. KCKN	50	11. KPRS-FM	992
12. KCNW	40	12. KCKN-FM	839
KAYQ	40	13. KFEQ	787
14. KUDL-FM	38	14. KWKI-FM	726
15. KFEQ	33	15. KAYQ	668

ADI FM SHARE: 41.73% (871 of 2087) (A/M 76: 46.05%)

AM STATIONS

KMBZ, 980, 5 KW, MOR	CBS, \$55.50 (Christal), Bonneville
WDAF, 610, 5 KW, COUNTRY	ABC-1, \$37.50 (Katz), Taft
KCMO, 810, 50 KW/10 KW, MOR/CONTEMP	ABC-E, \$35.00 (MMR), Meredith
WHB, 710, 10 KW/5 KW, ROCK	IND, \$51.50 (Blair), Storz
KCKN, 1340, 1 KW/250W, COUNTRY	IND, \$20.00 (Mc-Guild), Kaye-Smith
KCNW, 1380, 5 KW/500W, NEWS	MBS, \$22.00 (Buckley), Starr
KAYQ, 1190, 1 KW/250W, COUNTRY	IND, \$20.50 (Pro-Meek)
KFEQ, 680, 5 KW, COUNTRY	CBS, \$18.75 (Mc-Guild), (ST. JOSEPH)

FM STATIONS

KMBR-FM, 99.7, 100 KW @ 950, BTFL MUS (Bonneville)	IND, \$32.00 (Christal) Bonne.
KYYS-FM, 102.1, 100 KW @ 940, AOR (Burk-Abrams)	IND, \$43.50 (Katz) Taft
KBEQ-FM, 104.3, 50 KW @ 953, ROCK	IND, \$36.00 (ABC Spot)
KPRS-FM, 103.3, 100 KW @ 450, BLACK/ROCK	MBN, \$30.00 (Howard)
KCEZ-FM, 94.9, 100 KW @ 1057, BTFL MUS (Schulke)	IND, \$15.00 (MMR) Meredith
KCKN-FM, 94.1, 100 KW @ 465, COUNTRY	IND, \$15.00 (Mc-Guild), Kaye-Smith
KUDL-FM, 98.1, 100 KW @ 240, SOFT ROCK (TM)	ABC-C, \$16.00 (Buckley), Starr
KWKI-FM, 93.3, 100 KW @ 290, AOR	ABC-F, \$13.00 (Roslin), Comm. Fund

TV STATIONS

KBMA	Kansas City	41	IND	(\$250)
KCMO	Kansas City	5	CBS, Meredith	(\$1800)
KMBC	Kansas City	9	ABC, Metromedia	
WDAF	Kansas City	4	NBC, Taft	(\$1500)

NEWSPAPERS

Kansas City Star, Times	ME	617,843	\$2.91	\$5,430, Capital Cities
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SRDS Market #81  
 Revenue Rank #60  
 Income Rank #51

KNOXVILLE

APR 15.9  
 Revenue: \$4,365,428  
 Income: \$ 335,216

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WRJZ	104/18.1	6.0	1. WRJZ	144	1. WEZK-FM	82	1. WNOX	2004
2. WEZK-FM	82/14.3	15.7	2. WEZK-FM	119	2. WRJZ	71	2. WRJZ	1903
3. WIVK-FM	68/11.8	15.8	3. WBIR-FM	117	3. WIVK	68	3. WOKI-FM	1583
WIVK	68/11.8	10.4	4. WIVK	102	4. WIVK-FM	66	4. WBIR-FM	1453
5. WNOX	56/9.7	14.2	5. WIVK-FM	99	5. WNOX	44	5. WEZK-FM	1322
6. WBIR-FM	43/7.5	4.3	6. WOKI-FM	97	6. WBIR-FM	41	6. WIVK	1277
7. WOKI-FM	28/4.9	6.8	7. WNOX	87	7. WBIR	22	7. WIVK-FM	1232
8. WBIR	22/3.8	4.9	8. WBIR	29	WOKI-FM	22	8. WBIR	676
9. WGAP	15/2.6	3.4	9. WGAP	19	9. WGAP	15	9. WKGN	340
WKGN	15/2.6	2.3	10. WKGN	15	10. WKGN	12	10. WGAP	267

FM SHARE (METRO): 41.53% (228 of 549) (A/M 76: 46.63%)  
 FM SHARE (TSA): 49.55% (436 of 880) (A/M 76: 52.36%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WRJZ	33	1. WRJZ	55	1. WEZK-FM	50	1. WEZK-FM	48	1. WIVK-FM+	256
2. WNOX	12	2. WIVK-FM	31	2. WIVK	41	2. WIVK	39	2. WEZK-FM	141
3. WOKI-FM	6	3. WNOX	26	3. WIVK-FM	38	3. WIVK-FM	27	WRJZ	141
4. WKGN	3	4. WEZK-FM	24	4. WRJZ	35	4. WRJZ	15	4. WBIR-FM	122

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	176 (4)	27 (1)	203 (5)	37.0
COUNTRY	87 (3)	111 (2)	198 (5)	36.1
BTFM MUSIC		82 (1)	82 (1)	14.9
MOR	32 (3)	8 (1)	40 (4)	7.3
VARIETY	10 (1)		10 (1)	1.8
BLACK	9 (1)		9 (1)	1.6
RELIGION	4 (1)		4 (1)	0.7
UNKNOWN	3 (1)		3 (1)	0.5
			<u>549 (19)</u>	

AM STATIONS

WRJZ, 620, 5 KW,	ROCK	IND, \$26.50	(Mc-Guild), Hall
WIVK, 850, 50 KW (Days),	COUNTRY	ABC-E, \$23.00	(Tor-Lask)
WNOX, 990, 10 KW,	CONTEMP	IND, \$24.75	(Blair), Scripps-Howard
WBIR, 1240, 1 KW/250W,	MOR (Bonnevillie)	CBS, \$12.50	(Katz), Multimedia
WGAP, 1400, 1 KW/250W,	COUNTRY	MBS, \$ 5.00	(Southern)
WKGN, 1340, 1 KW/250W,	AOR (Burk-Abrams)	ABC-C, \$11.00	(Dora-Clay)

FM STATIONS

WEZK-FM, 97.5, 100 KW @ 1250,	BTFM MUS (FM-100)	IND, \$14.50	(Selcom), South Central
WIVK-FM, 107.7, 100 KW @ 1970,	COUNTRY	ABC-E, \$15.00	(Tor-Lask)
WBIR-FM, 103.5, 100 KW @ 1800,	COUNTRY	CBS, \$12.50	(Katz), Multimedia
WOKI-FM, 100.3, 100 KW @ 2000,	ROCK	IND, \$17.25	(Eastman)

TV STATIONS

WATE	Knoxville	6	NBC, Nationwide	(\$575 - Little House)
WBIR	Knoxville	10	CBS, Multimedia	(\$675 - Hawaii 50)
WTVK	Knoxville	26	ABC, South Central	(\$280)

NEWSPAPERS

Knoxville News - Sentinel	E	105,450	\$ .53	\$1,503
Knoxville Journal	M	59,509	\$ .43	\$1,219

ADS Market #231  
 Revenue Rank # NA  
 Income Rank # NA

LAFAYETTE

APR 16.6  
 Revenue: NA  
 Income: NA

<u>12+ METRO (1/4/SHARE) 1976</u>		<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>		
1. KTDY-FM	40/26.5	12.3	1. KTDY-FM	119	1. KTDY-FM	32	1. KTDY-FM	1204
2. KVOL	35/23.2	27.7	2. KVOL	68	2. KVOL	27	2. KVOL	1196
3. KPEL	14/9.3	8.4	3. KROF+	57	3. KPEL	14	3. KROF+	811
4. KXKW	14/9.3	12.9	4. KXKW	42	4. KXKW	14	4. KXKW	396
5. KDEA-FM	12/7.9	5.8	5. KDEA-FM	27	5. KDEA-FM	12	5. WAFB-FM	368
6. KSMB-FM	10/6.6	9.7	6. KPEL	20	6. KSMB-FM	9	6. KPEL	367
7. KROF+	9/6.0	9.0	7. KSMB-FM	14	7. KROF+	7	7. KDEA-FM	361
8. KSIG	1/.7	---	8. WAFB-FM	12	8. KSIG	1	8. KSMB-FM	295
9. WAFB-FM	1/.7	3.2	9. KSIG	8	9. WAFB-FM	1	9. KSIG	263

FM SHARE (METRO): 48.53% (66 of 136) (A/M 76: 40.00%)  
 FM SHARE (TSA): 51.23% (188 of 367) (A/M 76: 39.89%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>	
1. KTDY-FM	8	1. KTDY-FM	28	1. KTDY-FM	130
2. KVOL	8	2. KVOL	16	2. KVOL	85
3. KROF+	2	3. KSMB-FM	9	3. KROF+	61
		3. KXKW	11		

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	41 (2)	54 (4)	95 (6)	69.9
COUNTRY	15 (2)		15 (2)	11.3
MOR	14 (1)		14 (1)	10.3
BTFM MUSIC		12 (1)	12 (1)	8.8
			136 (10)	

FM STATIONS

KVOL,	1330,	5 KW/1 KW,	ROCK	NBC,	\$ 8.70 (Pro-Meek), Kirk
KPEL,	1420,	1 KW/500W,	MOR	ABC-1,	\$ 6.25 (Sav-Gates)
KXKW,	1520,	10 KW/500W,	COUNTRY	MBS,	\$ 5.70 (Tor-Lask)
KROF+,	960,	1 KW (Days),	ROCK	IND,	\$ 3.75 ( --- ) (ABBEVILLE)
KSIG,	1450,	1 KW/250W,	COUNTRY	ABC-C,	\$ 3.50 (Messina) (CROWLEY)

FM STATIONS

KTDY-FM,	99.9,	100 KW @ 500,	CONTEMP	ABC-F,	\$ 5.75 (Sav-Gates)
KDEA-FM,	99.1,	50 KW @ 480,	BTFM MUS (KalaMusic)	IND,	\$ 4.10 (Carpenter) (N. IBERIA)
KSMB-FM,	94.5,	30 KW @ 350,	ROCK	IND,	\$ 6.00 (Miller)

WAFB-FM - See New Orleans

TV STATIONS

WATC	Lafayette	3	ABC	(\$250)
WLFY	Lafayette	10	CBS	(\$260 - Waltons)

NEWSPAPERS

Lafayette Advertiser	E	28,002	\$ .28	\$706, Thomson
New Iberia Iberian	E	13,410	.20	\$542
Opelousas World	E	13,307	.21	\$506, Worrell

SRDS Market #130  
 Revenue Rank #154  
 Income Rank #301

LAKELAND - WINTER HAVEN

APR 16.3  
 Revenue: \$1,526,003  
 Income: \$ -219,787

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WVFM-FM	56/15.4	13.4	1. WVFM-FM	57	1. WVFM-FM	56	1. WRBQ-FM	632
2. WRBQ-FM	42/11.5	9.5	2. WRBQ-FM	48	2. WPCV-FM	29	2. WVFM-FM	583
3. WPCV-FM	29/8.0	7.5	3. WPCV-FM	47	3. WFLA-FM	26	3. WPCV-FM	494
4. WFLA-FM	26/7.1	5.9	4. WFLA-FM	40	4. WRBQ-FM	22	4. WQPD	452
5. WSUN	21/5.8	5.6	5. WSUN	23	5. WSUN	20	5. WSUN	426
WQPD	21/5.8	8.7	6. WQPD	21	6. WONN	19	6. WFLA-FM	377
7. WONN	19/5.2	5.3	7. WBJW-FM	20	7. WQPD	15	7. WONN	350
8. WGTO	12/3.3	2.0	WDBO	20	8. WGTO	12	8. WBJW-FM	326
9. WWAB	11/3.0	7.8	9. WONN	19	9. WORJ-FM	10	9. WGTO	241
WORJ-FM	11/3.0	2.5	10. WGTO	16	10. WSIR	9	10. WSIR	230

12+ FM SHARE (METRO): 58.04% (184 of 317) (A/M 76: 47.32%)  
 12+ FM SHARE (TSA): 58.38% (230 of 394) (A/M 76: 56.35%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WRBQ-FM	20	1. WRBQ-FM	20	1. WVFM-FM	25	1. WVFM-FM	26	1. WVFM-FM	84
2. WQPD	6	2. WVFM-FM	12	2. WPCV-FM	17	2. WPCV-FM	22	2. WPCV-FM	79
3. WBJW-FM	5	WQPD	12	3. WFLA-FM	14	3. WFLA-FM	12	3. WFLA-FM	60

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
BTFL MUSIC	4 (1)	93 (5)	97 (6)	30.6
ROCK/CONTEMP	24 (2)	62 (3)	86 (5)	27.1
COUNTRY	48 (5)	29 (1)	77 (6)	24.3
MOR	44 (5)		44 (5)	13.9
BLACK	11 (1)		11 (1)	3.5
UNKNOWN	2 (1)		2 (1)	0.6
			<u>317 (24)</u>	

RADIO STATIONS

WVFM-FM, 94.1, 100 KW @ 390,	BTFL MUS (Bonneville)	IND,	\$11.38 (Tor-Lask)
WPCV-FM, 97.5, 100 KW @ 499,	COUNTRY (Drake-Chen)	ABC-F,	\$ 6.75 (Pro-Meek)
WGTO, 540, 50 KW (Days),	COUNTRY	ABC-C,	\$ 9.00 (Masla), Hubbard
WONN, 1230, 1 KW/250 W,	MOR	NBC,	\$ 6.00 (PRO)
WQPD, 1430, 5 KW/1 KW,	ROCK	ABC-E,	\$ 7.00 ( ---- )
WWAB, 1330, 1 KW (Days),	BLACK	MBN,	\$ 5.50 ( ---- )
WSIR, 1490, 1 KW/250 W,	MOR	ABC-1,	\$ 5.30 (Southern)

FOR OTHER STATIONS SEE TAMPA AND ORLANDO

SRDS Market #106  
 ADI #45  
 Revenue Rank #152  
 Income Rank #219

LANCASTER

APR 15.0  
 Revenue: \$1,538,458  
 Income: \$ -11,397

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>		
1. WIOV-FM	62/14.8	9.3	1. WSBA-FM	110	1. WIOV-FM	59	1. WSBA	1575	
2. WQXA-FM	44/10.5	7.7	2. WSBA	87	2. WSBA-FM	37	2. WSBA-FM	1224	
3. WSBA-FM	37/8.9	9.3	3. WIOV-FM	72	3. WQXA-FM	32	3. WQXA-FM	1076	
4. WLAN	33/7.9	7.2	4. WQXA-FM	70	4. WNCE-FM	26	4. WYCR-FM	889	
5. WNCE-FM	26/6.2	9.3	5. WYCR-FM	69	5. WSBA	25	5. WIOV-FM	787	
	WSBA	26/6.2	5.7	6. WNCE-FM	51	WGSA	25	6. WLAN	776
7. WGSA	25/6.0	4.9	7. WLAN	33	WLAN	25	7. WNCE-FM	772	
8. WDDL	24/5.7	8.2	8. WHP-FM	31	8. WDDL	23	8. WHP	530	
9. WDAC-FM	21/5.0	2.1	9. WHP	29	9. WDAC-FM	21	9. WDDL	450	
10. WYCR-FM	20/4.8	3.4	10. WGSA	27	10. WYCR-FM	14	10. WHP-FM	411	

12+ FM SHARE (METRO): 66.76% (251 of 376) (A/M 76: 58.89%)  
 12+ FM SHARE (TSA): 69.82% (502 of 719) (A/M 76: 56.79%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WQXA-FM	12	1. WQXA-FM	29	1. WIOV-FM	39	1. WIOV-FM	38	1. WSBA	183
2. WLAN	8	2. WLAN	17	2. WSBA-FM	33	2. WSBA-FM	22	2. WSBA-FM	148
3. WYCR-FM	7	3. WSBA	16	3. WSBA	19	3. WGSA	13	3. WIOV-FM	108

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	37 (2)	82 (6)	119 (8)	31.7
MOR	82 (5)		82 (5)	21.8
BTFL MUSIC		81 (6)	81 (6)	21.5
COUNTRY		62 (1)	62 (1)	16.5
RELIGION		21 (1)	21 (1)	5.6
NEWS/INFO/TALK	6 (1)		6 (1)	1.6
UNKNOWN		5 (1)	5 (1)	1.3
			<u>376 (23)</u>	

RADIO STATIONS

WIOV-FM, 105.1,	50 KW @ 500,	COUNTRY	ABC-E,	\$14.00 (Selcom)
WNCE-FM, 101.3,	50 KW @ 1293,	BTFL MUSIC		\$10.00 (Mc-Guild), Hall
WDAC-FM, 94.5,	50 KW @ 500,	RELIGION	IND,	\$ 6.00 ( ---- ), Crawford
WLAN, 1390,	5 KW,	ROCK	ABC-C,	\$15.00 (Masla)
WGSA, 1310,	5 KW (Days),	MOR	ABC-E,	\$12.00 (Selcom)
WDDL, 1490,	1 KW/500W,	MOR/CONTEMP	NBC,	\$ 9.25 (Mc-Guild), Hall

FOR ADI INFO SEE HARRISBURG

FOR TV STATIONS AND NEWSPAPERS SEE HARRISBURG

FOR OTHER STATIONS SEE HARRISBURG AND YORK

SRDS Market #79  
 Revenue Rank #88  
 Income Rank #69

LANSING

APR 16.0  
 Revenue: \$2,611,859  
 Income: \$ 249,209

12+ METRO (1/4/SHARE) 1976

12+ TSA

18+ METRO

12+ TSA CUME

1. WVIC-FM+	103/18.0	16.1	1. WVIC-FM+	122	1. WVIC-FM+	68	1. WVIC-FM	1555
2. WJR	48/8.4	10.2	2. WJR	95	2. WJR	47	2. WJR	1400
3. WJIM	47/8.2	7.7	3. WITL-FM	49	3. WJIM	45	3. WILS	1021
4. WITL-FM	41/7.1	10.2	4. WJIM	48	4. WITL-FM	41	4. WJIM	969
5. WILS	40/7.0	6.3	5. WILS	41	5. WILS	36	5. WFMK-FM	816
6. WILS-FM	39/6.8	3.0	WFMK-FM	41	WITL	36	6. WITL-FM	566
7. WITL	36/6.3	4.7	7. WILS-FM	40	7. WILS-FM	34	7. WJIM-FM	538
8. WOOD-FM	33/5.7	8.5	WITL	40	8. WOOD-FM	33	8. WILS-FM	529
9. WFMK-FM	31/5.4	10.2	9. WHFI-FM	37	9. WFMK-FM	29	WITL	529
10. WJIM-FM	26/4.5	3.5	10. WOOD-FM	34	10. WJIM-FM	26	10. WOOD-FM	507

FM SHARE (METRO): 55.94% (273 of 488) (A/M 76: 57.88%)  
 FM SHARE (TSA): 54.11% (342 of 632) (A/M 76: 54.28%)

TEENS

18 - 34

25 - 54

35 - 64

AM TSA DRIVE

1. WVIC-FM	35	1. WVIC-FM+	52	1. WJIM	36	1. WJR	31	1. WJR	121
2. WILS-FM	5	2. WILS-FM	33	2. WVIC-FM+	32	2. WITL-FM	21	2. WVIC-FM+	100
3. WILS	4	3. WJIM	27	3. WITL-FM	27	3. WITL	20	3. WJIM	88
4. WJIM	2	4. WFMK-FM	21	4. WJR	26	4. WOOD-FM	19	4. WITL-FM	79

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	71 (4)	161 (5)	232 (9)	47.5
MOR	108 (4)	7 (1)	115 (5)	23.6
COUNTRY	36 (1)	41 (1)	77 (2)	15.8
BTFL MUSIC		64 (4)	64 (4)	13.1
			488 (20)	

AM STATIONS

WJIM, 1240, 1 KW/250W, MOR	NBC, \$ 9.75, (Pro-Meek), Gross
WILS, 1320, 5 KW/1 KW, ROCK	IND, \$15.20, (Tor-Lask)
WITL, 1010, 500W (Days), COUNTRY	IND, \$14.70, (Mc-Guild), Midwest Famil

FM STATIONS

WVIC-FM, 94.9, 20 KW @ 263, ROCK	ABC-C, \$13.63 (Buckley)
WITL-FM, 100.7, 55 KW @ 378, COUNTRY	IND, \$14.70 (Mc-Guild) Mid. Fa
WILS-FM, 101.7, 3 KW @ 180, AOR (Burk-Abrams)	IND, \$12.10 (Tor-Lask)
WFMK-FM, 99.1, 110 KW @ 600, CONTEMP	ABC-1, \$14.00 (Selcom)
WJIM-FM, 97.5, 28 KW @ 440, BTFL MUSIC	IND, \$ 7.50 (Pro-Meeker) Gross
WHFI-FM, 94.1, 50 KW @ 342, BTFL MUSIC (FM-100)	IND, \$ 8.75 (Tor-Lask) Booth (JACKSON)

WOOD-FM - See Grand Rapids WJR - See Detroit

TV STATIONS

WJIM Lansing 6	CBS, Gross (\$475 - MASH)
WILX Jackson 10	NBC, (\$350 - Little House)

NEWSPAPERS

Lansing State-Journal	E	73,032	\$ .64	\$1,783, Gannett
Jackson Citizen-Patroit	E	36,730	.56	\$1,035, Newhouse
Detroit Free Press	M	20,519		, Knight-Ridder



RDS Market #108  
 Revenue Rank # 81  
 Income Rank #238

LAS VEGAS

APK 14.7  
 Revenue: \$3,158,563  
 Income: \$ -38,560

<u>12+ METRO (1/4/SHARE) 1976*</u>			<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KLUC-FM+	53/13.3	9.3	1. KORK-FM	42	1. KENO	985
2. KENO	52/13.0	14.3	2. KRAM	40	2. KLUC-FM+	688
3. KFMS-FM	47/11.8	11.1	3. KLUC-FM+	39	3. KFMS-FM	623
4. KORK-FM	43/10.8	14.8	4. KFMS-FM	35	4. KRAM	596
5. KRAM	41/10.3	10.3	5. KENO	32	5. KDWN	589
6. KDWN	28/7.0	8.9	6. KORK	26	6. KORK	515
7. KXTZ-FM	27/6.8	1.5	KXTZ-FM	26	7. KORK-FM	394
8. KORK	26/6.5	5.4	8. KDWN	25	8. KBMI	349
9. KBMI	20/5.0	6.4	9. KBMI	19	9. KXTZ-FM	279
10. KVEG	14/3.5	1.2	10. KVEG	14	10. KVEG	151

\* The Las Vegas TSA and MSA 1/4 HR Figures are the same.

12+ FM SHARE (METRO & TSA): 41.93% (161 of 384) (A/M 76: 38.85%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. KENO	20	1. KLUC-FM+	36	1. KORK-FM	27	1. KORK-FM	33	1. KORK	76
2. KLUC-FM	14	2. KFMS-FM	29	KRAM	27	2. KRAM	24	2. KRAM	73
3. KFMS-FM	12	3. KENO	23	3. KDWN	21	3. KORK	18	3. KENO	51
4. KVOV	4	4. KBMI	13	KENO	21	4. KXTZ-FM	16	4. KDWN	45

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	107 (4)	91 (3)	198 (7)	51.6
BTFM MUSIC		70 (2)	70 (2)	18.2
MOR	61 (3)		61 (3)	15.9
COUNTRY	41 (1)		41 (1)	10.7
BLACK	14 (1)		14 (1)	3.7
			<u>384 (14)</u>	

AM STATIONS

KENO, 1460, 5 KW/1 KW,	ROCK	ABC-C,	\$14.00 (Lotus), Lotus
KRAM, 1340, 1 KW/250W,	COUNTRY	ABC-E,	\$13.00 (Tor-Lask)
KBMI, 1400, 1 KW/250W,	SOFT ROCK (TM)	IND,	\$ 7.50 (Buckley)
KDWN, 720, 50 KW/10 KW,	MOR	MBS,	\$11.25 (Eastman)
KORK, 920, 5 KW/500W,	MOR	NBC,	\$14.80 (Mc-Guild), Donrey
KVEG, 970, 500W (Days),	CONTEMP	ABC-1,	\$10.50 (H. R. Stone)
KVOV, 1280, 5 KW (Days),	BLACK/SPANISH	MBN,	\$ 7.00 (Sav-Gates)

FM STATIONS

KFMS-FM, 101.9, 20 KW @ 41,	ROCK (Century 21-Z)	IND,	\$ 9.75 (Buckley)
KORK-FM, 97.1, 44 KW @ 195,	BTFM MUS (Schulke)	IND,	\$14.80 (Mc-Guild) Donrey
KLUC-FM+, 98.5, 6 KW @ 250,	ROCK	ABC-F,	\$11.50 (Masla)
KXTZ-FM, 94.1, 41 KW @ 100,	BTFM MUS (TM)	IND,	\$ 7.50 (Groskin)

TV STATIONS

KLAS	Las Vegas	8	CBS, Hughes	(\$400)
KORK	Las Vegas	3	NBC, Donrey	(\$450)
KSHO	Las Vegas	13	ABC	(\$350)
KVVU	Las Vegas	5	IND	(\$ 75)

NEWSPAPERS

Las Vegas Review-Journal	E	68,230	\$ .65	\$1,565, Donrey
Las Vegas Sun	M	38,175	\$ .45	\$1,084

SRDS Market #119  
 Revenue Rank #109  
 Income Rank #130

LEXINGTON

APR 14.6  
 Revenue: \$2,288,522  
 Income: \$ 72,406

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WVLK	69/19.8	15.0	1. WVLK	88	1. WVLK	62	1. WVLK	1695
2. WLAP-FM	51/14.6	8.8	2. WVLK-FM	67	2. WVLK-FM	38	2. WLAP	1572
3. WLAP	43/12.3	15.3	3. WLAP-FM	66	3. WLAP	36	3. WHAS	1021
4. WVLK-FM	38/10.9	12.1	WLAP	66	4. WAXU+	35	4. WLAP-FM	1019
5. WAXU+	36/10.3	9.8	5. WKQQ-FM	54	5. WLAP-FM	34	5. WVLK-FM	850
6. WKQQ-FM	34/9.7	5.9	6. WHAS	53	6. WBLG	20	6. WKQQ-FM	808
7. WBLG	20/5.7	6.5	7. WAXU+	47	7. WHAS	13	7. WAKY	641
8. WHAS	13/3.7	3.7	8. WBLG	22	8. WNVL	11	8. WAXU+	613
9. WNVL	11/3.2	5.4	9. WAKY	18	9. WAKY	5	9. WBLG	495
10. WAKY	6/1.7	2.8	WLW	18	10. WLW	4	10. WLW	463

FM SHARE (METRO): 41.37% (139 of 336) (A/M 76: 32.92%)  
 FM SHARE (TSA): 39.62% (208 of 525) (A/M 76: 35.04%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WLAP-FM	17	1. WLAP-FM	28	1. WVLK	39	1. WVLK	28	1. WVLK	190
2. WLAP	7	2. WKQQ-FM	24	2. WAXU+	27	2. WAXU+	26	2. WLAP	120
WVLK	7	WVLK	24	3. WVLK-FM	26	3. WVLK-FM	23	3. WHAS	105

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	85 (2)	49 (2)	134 (4)	39.9
MOR	113 (6)	1 (1)	114 (7)	33.9
COUNTRY	35 (2)	12 (1)	47 (3)	14.0
BTFL MUSIC		38 (1)	38 (1)	11.3
RELIGION		3 (1)	3 (1)	.9

336 (16)

AM STATIONS

WVLK, 590, 5 KW/1 KW,	MOR/CONTEMP	ABC-1, \$15.00 (Buckley), Bluegrass
WLAP, 630, 5 KW/1 KW,	CONTEMP	CBS, \$15.00 (Mc-Guild), Ill. Bdc
WAXU+, 1580, 10 KW (Days),	COUNTRY	MBS, \$ 9.00 (Tor-Lask)
WBLG, 1300, 1 KW,	MOR	NBC, \$ 5.00 (Pro-Meek)
WNVL, 1250, 500W (Days),	COUNTRY/TALK	IND, \$ 6.50 (Regional)

FM STATIONS

WLAP-FM, 94.5, 50 KW @ 280,	ROCK (TM)	IND, \$ 6.75 (Mc-Guild), Ill. Bdc
WVLK-FM, 92.9, 100 KW @ 854,	BTFL MUS (FM-100)	IND, \$14.50 (Buckley), Bluegrass
WKQQ-FM, 98.1, 50 KW @ 551,	AOR	IND, \$10.00 (Pro-Meek)

TV STATIONS

WKYT Lexington 27	CBS, Bluegrass	(\$300)
WLEX Lexington 18	NBC, Gay-Bell	(\$270 - Little House)
WTVQ Lexington 62	ABC, Starr	(\$400)

NEWSPAPERS

Lexington Herald, Leader	ME	88,505	\$ .75	\$1,985, Knight-Ridder
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SPDS Market #167  
 Revenue Rank #102  
 Income Rank #249

LINCOLN

APR 12.9  
 Revenue: \$2,415,591  
 Income: \$ -46,977

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KFOR	35/17.5	17.4	1. KFAB	67	1. KFOR	35	1. KFAB	878
2. KFMO-FM	32/16.0	15.2	2. WOW	38	2. KFMO-FM	29	2. WOW	697
3. KLMS	29/14.5	14.8	3. KFOR	38	3. KLMS	21	3. KLMS	653
4. KFAB	20/10.0	8.9	4. KFMO-FM	35	4. KFAB	20	4. KFOR	592
5. KLIN-FM	17/8.5	7.0	5. KLMS	33	5. KLIN-FM	17	5. KFMO-FM	356
6. KECK	12/6.5	5.6	6. KECK	17	6. KECK	13	6. KGOR-FM	315
7. KFOR-FM	11/5.5	-----	7. KLIN-FM	17	7. KFOR-FM	11	7. KFOR-FM	302
8. KLIN	11/5.5	9.3	8. KGOR-FM	16	8. KLIN	11	8. KLIN	259
9. WOW	10/5.0	5.9	9. KFOR-FM	13	9. WOW	8	9. KLIN-FM	239
10. KGOR-FM	9/4.5	2.6	10. KLIN	12	10. KGOR-FM	7	10. KECK	194

FM SHARE (METRO): 38.66% (75 of 194) (A/M 76: N/A)  
 FM SHARE (TSA): 30.90% (93 of 301) (A/M 76: N/A)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. KLMS 8	1. KFMO-FM 27	1. KFOR 16	1. KFOR 17	1. KFAB 142
2. KFMO-FM 3	2. KLMS 18	2. KLMS 11	2. KFAB 14	2. KFOR 102
3. WOW 2	3. WOW 8	3. KFAB 11	3. KLIN-FM 8	3. WOW 45

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	39 (2)	41 (2)	80 (4)	41.2
MOR	66 (3)		66 (3)	34.0
BTFL MUSIC		30 (3)	30 (3)	15.5
COUNTRY	14 (2)	4 (1)	18 (3)	9.3
			194 (13)	

AM STATIONS

KFOR, 1240,	1 KW/250W,	MOR	ABC-1,	\$19.50 (Mc-Guild), Stuart
KECK, 1530,	5 KW (Days),	COUNTRY	IND,	\$13.60 (Sav-Gates)
KLMS, 1480,	1 KW,	ROCK	IND,	\$13.00 (Pro-Meeker)
KLIN, 1400,	1 KW/250W,	MOR	MBS,	\$10.65 (Tor-Lask)

FM STATIONS

KFMO-FM, 101.9,	100 KW @ 275,	ROCK	IND,	\$ 9.75 ( ---- )
KFOR-FM, 102.7,	100 KW @ 500,	BTFL MUS	ABC-F,	\$ 7.50 (Mc-Guild), Stuart
KLIN-FM, 107.3,	100 KW @ 300,	BTFL MUS (Bonnevillle)	IND,	\$13.10 (Tor-Lask)

TV STATIONS

KOLN	Lincoln	10	CBS, Fetzer	(\$400 - Waltons)
KHAS	Hastings	5	NBC, Seaton	(\$75)
KHGI	Kearney	13	ABC	(\$300)

NEWSPAPERS

Lincoln Star, Journal and Nebraska State Journal	ME	75,213	\$ .68	\$1,637, Lee
Omaha World-Herald	ME	39,123		

SRDS Market #100  
 Revenue Rank # 71  
 Income Rank # 47

LITTLE ROCK

APR 13.3  
 Revenue: \$3,539,697  
 Income: \$ 383,392

12+ METRO (1/4/SHARE) 1976

12+ TSA

18+ METRO

12+ TSA CUME

1. KLAZ-FM	88/22.0	16.6	1. KLAZ-FM	168	1. KLAZ-FM	61	1. KAAZ	2427
2. KLRA	55/13.8	12.5	2. KLRA	111	2. KLRA	55	2. KLAZ-FM	1973
3. KALO	46/11.5	7.5	3. KAAZ	107	3. KEZQ-FM	44	3. KKYK-FM	1716
4. KEZQ-FM	44/11.0	11.8	4. KKYK-FM	105	4. KALO	37	4. KLRA	1418
5. KAAZ	41/10.3	8.8	5. KEZQ-FM	74	5. KAAZ	31	5. KEZQ-FM	1013
6. KARN	30/7.5	6.3	6. KALO	46	6. KARN	30	6. KARN	803
7. KXLR	23/5.8	8.2	7. KARN	36	7. KXLR	23	7. KXLR	572
KKYK-FM	23/5.8	6.1	KXLR	36	8. KKYK-FM	19	8. KALO	571
9. KOKY	10/2.5	9.1	9. KGMR-FM	17	9. KGMR-FM	9	9. KGMR-FM	243
10. KGMR-FM	9/2.3	.5	10. KOKY	13	10. KOKY	8	10. KOKY	221

FM SHARE (METRO): 43.08% (168 of 390) (A/M 76: 37.79%)  
 FM SHARE (TSA): 50.40% (374 of 742) (A/M 76: 46.69%)

TEENS

18 - 34

25 - 54

35 - 64

AM TSA DRIVE

1. KLAZ-FM	27	1. KLAZ-FM	45	1. KLAZ-FM	30	1. KLRA	36	1. KLRA	283
2. KAAZ	10	2. KALO	24	2. KEZQ-FM	29	2. KEZQ-FM	33	2. KLAZ-FM	164
3. KALO	9	3. KAAZ	23	3. KLRA	27	3. KARN	23	3. KAAZ	124
4. KKYK-FM	4	4. KKYK-FM	18	4. KALO	21	4. KLAZ-FM	15	4. KKYK-FM	119

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	41 (1)	111 (2)	152 (3)	40.0
COUNTRY	86 (5)	9 (1)	95 (6)	24.4
BTFL MUSIC	30 (1)	44 (1)	74 (2)	19.0
BLACK	56 (2)		56 (2)	14.4
MOR	5 (1)		5 (1)	1.3
NEWS/INFO/TALK		4 (1)	4 (1)	1.0
UNKNOWN	4 (1)		4 (1)	1.0
			390 (16)	

AM STATIONS

KLRA, 1010, 10 KW/5 KW,	COUNTRY	CBS,	\$21.00 (Buckley)
KALO, 1250, 1 KW/500W,	BLACK	ABC-C,	\$17.50 (ABC Spot)
KAAZ, 1090, 50 KW,	CONTEMP	IND,	\$30.00 (Katz), Multimedia
KARN, 920, 5 KW,	BTFL MUS (TM)	NBC,	\$17.75 (Blair)
KXLR, 1150, 5 KW/1 KW,	COUNTRY	ABC-E,	\$12.50 (Tor-Lask), Starr
KOKY, 1440, 5 KW (Days),	BLACK	MBN,	\$13.50 (Howard)

FM STATIONS

KLAZ-FM, 98.5, 100 KW @ 880,	ROCK	ABC-F,	\$26.00 (ABC Spot)
KEZQ-FM, 94.1, 100 KW @ 770,	BTFL MUS (Bonneville)	IND,	\$20.00 (Katz) Multimedia
KKYK-FM, 103.7, 100 KW @ 1510,	ROCK	IND,	\$24.25 (Blair)
KGMR-FM, 100.3, 25 KW @ 195,	COUNTRY	IND,	\$ 6.00 (Miller) (JACKSONV)

TV STATIONS

KARK	Little Rock	4	NBC, Combined Communications	(\$500 - Sanford)
KATV	Little Rock	7	ABC, Leake	(\$700 - Charlie's Ar)
KTHV	Little Rock	11	CBS, Arkansas Democrat	(\$360)

NEWSPAPERS

Little Rock Arkansas Gazette	M	121,738	\$ .95	\$2,203
Little Rock Arkansas Democrat	E	68,837	.65	\$1,576

LOS Market #3  
 #2  
 Revenue Rank #2  
 Home Rank #3

LOS ANGELES

APR 16.4  
 Revenue: \$55,447,878  
 Income: \$ 6,060,870

<u>12+ METRO (1/4/SHARE)</u>		<u>1976</u>	<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
KABC	913/7.8	8.2	1. KABC	985	1. KABC	881	1. KNX	16082
KBIG-FM	746/6.4	6.4	2. KBIG-FM	857	2. KBIG-FM	725	2. KABC	13976
KJOI-FM	628/5.4	4.8	3. KNX	711	3. KJOI-FM	622	3. KHJ	12271
KNX	552/4.7	4.4	4. KJOI-FM	675	4. KNX	542	4. KBIG-FM	11759
KHJ	505/4.3	5.4	5. KMPC	549	5. KMPC	442	5. KFWB	11297
KMPC	455/3.9	4.1	6. KHJ	548	6. KFWB	392	6. KFI	10336
KFWB	396/3.4	4.0	7. KFI	498	7. KNX-FM	367	7. KMPC	9854
KNX-FM	380/3.2	3.2	8. KNX-FM	480	8. KLAC	362	8. KJOI-FM	8919
KLAC	369/3.1	3.7	9. KLAC	438	9. KOST-FM	353	9. KLOS-FM	8319
KOST-FM	357/3.0	1.9	10. KMET-FM	421	10. KHJ	341	10. KTNQ	8017
KIIS-FM	335/2.9	1.0	11. KIIS-FM	417	11. KFI	310	11. KMET-FM	7988
KFI	324/2.8	2.8	12. KOST-FM	416	12. KRTH-FM	278	12. KRLA	7768
KLOS-FM	324/2.8	3.7	13. KLOS-FM	407	13. KIIS-FM	264	13. KIIS-FM	7714
KMET-FM	317/2.7	2.1	14. KFWB	406	14. KRLA	259	14. KRTH-FM	7461
KRTH-FM	310/2.6	2.3	15. KRTH-FM	388	15. KLVE-FM	244	15. KNX-FM	7294

12+ FM SHARE (METRO): 46.60% (5064 of 10874) (A/M 76: 41.54%)  
 12+ FM SHARE (TSA): 46.77% (5880 of 12573) (A/M 76: 41.76%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
KHJ 164	1. KNX-FM 267	1. KBIG-FM 436	1. KABC 466	1. KABC 1483
KDAY 120	2. KRTH-FM 235	2. KABC 367	2. KBIG-FM 460	2. KNX 1280
KTNQ 113	3. KLOS-FM 217	3. KJOI-FM 351	3. KJOI-FM 434	3. KMPC 1029
KIQQ-FM 105	4. KHJ 216	4. KMPC 250	4. KNX 344	4. KFI 997
KLOS-FM 91	5. KMET-FM 210	5. KNX-FM 238	5. KMPC 273	5. KFWB 940
KMET-FM 82	6. KRLA 190	KNX 238	6. KLAC 249	6. KBIG-FM 846
KIIS-FM 71	7. KIIS-FM 177	7. KLAC 236	7. KFWB 233	7. KLAC 744

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	1283 (5)	2204 (9)	3487 (14)	32.1
POP MUSIC	458 (3)	1969 (5)	2427 (8)	22.3
NEWS/INFO/TALK	1861 (3)		1861 (3)	17.1
CLASSICAL	986 (5)		986 (5)	9.1
BLUES	385 (2)	283 (3)	668 (5)	6.1
COUNTRY	369 (1)	141 (1)	510 (2)	4.7
SPANISH	247 (2)	258 (1)	505 (3)	4.6
CLASSICAL	109 (1)	125 (1)	234 (2)	2.2
JAZZ		80 (1)	80 (1)	.7
RELIGION	38 (1)		38 (1)	.4
UNKNOWN	74 (1)	4 (1)	78 (2)	.7

10874 (46)

LOS ANGELES ADI

12+ ADI 1/4

1. KABC	958
2. KBIG-FM	840
3. KJOI-FM	663
4. KNX	631
5. KMPC	538
6. KHJ	531
7. KFI	457
8. KNX-FM	449
9. KLAC	426
10. KIIS-FM	415
11. KOST-FM	408
12. KFWB	406
13. KMET-FM	405
14. KRTH-FM	382
15. KLOS-FM	375

12+ ADI CUME

1. KNX	14145
2. KABC	13421
3. KHJ	11900
4. KBIG-FM	11411
5. KFWB	11217
6. KMPC	9460
7. KFI	9152
8. KJOI-FM	8683
9. KTNQ	7864
10. KMET-FM	7809
11. KLOS-FM	7808
12. KIIS-FM	7661
13. KRLA	7613
14. KRTH-FM	7244
15. KNX-FM	6829

ADI FM SHARE: 47.22% (5781 of 12244) (A/M 76: 43.06%)

AM STATIONS

KABC, 5 KW	@ 790, TALK/INFO	ABC-I,	\$131.25 (Katz), ABC
KDAY, 50 KW	@ 1580, BLACK	NBN,	\$ 59.75 (Howard), Rollins
KFI, 50 KW	@ 640, MOR	ABC-E,	\$136.25 (Christal), Cox
KFWB, 5 KW	@ 980, NEWS	NO NET,	\$103.75, (RAR), Westinghouse
KHJ, 5 KW	@ 930, CONTEMP	NO NET,	\$145.00 (RKO), RKO
KLAC, 5 KW	@ 570, COUNTRY	NO NET,	\$ 90.00 (Metro), Metromedia
KMPC, 50 KW/10 KW	@ 710, MOR	NO NET,	\$107.22 (MMR), Golden West
KNX, 50 KW	@ 1070, NEWS	CBS,	\$120.63 (CBS Spot), CBS
KRLA, 50 KW/10 KW	@ 1110, ROCK	NO NET,	\$ 81.00 (Selcom)
KTNQ, 50 KW	@ 1020, ROCK	NO NET,	\$ 55.00 (Storer), Storer

FM STATIONS

KBIG-FM, 104.3,	105 KW @ 5800, BTFL MUS (Bonneville)	NO NET,	\$110.00 (T - L) Bonneville
KJOI-FM, 98.7,	75 KW @ 1833, BTFL MUS (Schulke)	NO NET,	\$ 90.00 (Bol-Bur) Coca-Cola
KLOS-FM, 95.5,	68 KW @ 2920, ROCK	ABC-FM,	\$ 83.75 (ABC Spot) ABC
KLVE-FM, 107.5,	34 KW @ 2800, SPANISH	NO NET,	\$ 20.00 (Masla)
KMET-FM, 94.7,	58 KW @ 2835, AOR	NO NET,	\$ 45.00 (Metro) Metromedia
KIIS-FM, 102.7,	8 KW @ 2790, ROCK	ABC-C,	\$ 75.00 (Eastman) Combined
KNX-FM, 93.1,	54 KW @ 2870, SOFT ROCK	NO NET,	\$ 74.00 (CBS Spot) CBS
KOST-FM, 103.5,	13 KW @ 6100, BTFL MUS (FM-100)	NO NET,	\$ 53.60 (Christal) Cox
KRTH-FM, 101.1,	59 KW @ 5858, OLDIES ROCK	NO NET,	\$ 52.00 (RKO) RKO

TV STATIONS

KABC	Los Angeles	7	ABC, ABC	(\$5,000)
KBSC	Corona-LA	52	IND	
KCOP	Los Angeles	13	IND, Chris Craft	(\$1,300 - Adam 12)
KHJ	Los Angeles	9	IND, RKO	
KLXA	Los Angeles	40	IND	
KMEX	Los Angeles	34	IND, Spanish Int.	(\$300)
KNBC	Los Angeles	4	NBC, NBC	(\$6,000)
KNXT	Los Angeles	2	CBS, CBS	(\$5,200)
KTLA	Los Angeles	5	IND, Golden West	(\$1,500)
KTTV	Los Angeles	11	IND, Metromedia	
KWHY	Los Angeles	22	IND	(\$165)

NEWSPAPERS

Los Angeles Times	M	1,014,632	\$4.40	\$10,560, Times-Mirror
Los Angeles Herald - Examiner	E	406,996	\$2.91	\$ 6,518, Hearst
Santa Ana Register	ME	198,711	\$1.12	\$ 2,697, Freedom
Los Angeles Independant & Press Register	ME	152,405	\$1.11	\$ 2,673, Knight-Ridder

CBS Market #39  
 #39  
 Revenue Rank #32  
 Income Rank #26

LOUISVILLE

APR 14.7  
 Revenue: \$7,061,450  
 Income: \$ 716,621

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WAVE	129/12.0	12.4	1. WHAS	217	1. WAVE	127	1. WHAS	4270
2. WQHI-FM	122/11.3	8.5	2. WQHI-FM	179	2. WHAS	102	2. WAKY	3711
3. WLRS-FM	118/11.0	8.8	3. WAKY	156	3. WQHI-FM	97	3. WQHI-FM	2594
4. WHAS	106/9.9	12.1	4. WAVE	137	4. WVEZ-FM	85	4. WAVE	2199
5. WAKY	96/8.9	11.0	5. WLRS-FM	120	5. WLRS-FM	84	5. WKLO	2194
6. WVEZ-FM	86/8.0	7.6	6. WVEZ-FM	103	6. WAKY	75	6. WLRS-FM	1438
7. WLOU	81/7.5	5.3	7. WKLO	92	7. WLOU	63	7. WVEZ-FM	1240
8. WKLO	76/7.1	8.4	8. WLOU	84	8. WKLO	60	8. WAMZ-FM	1110
9. WINN	58/5.4	7.2	9. WAMZ-FM	79	9. WINN	57	9. WINN	1062
10. WAMZ-FM	48/4.5	---	10. WINN	62	10. WAMZ-FM	47	10. WCSN-FM	843

12+ FM SHARE (METRO): 42.61% (441 of 1035) (A/M 76: 33.54%)  
 12+ FM SHARE (TSA): 40.67% (556 of 1367) (A/M 76: 30.76%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WLRS-FM	34	1. WQHI-FM	81	1. WAVE	55	1. WAVE	75	1. WHAS	474
2. WQHI-FM	25	2. WLRS-FM	77	2. WHAS	54	2. WVEZ-FM	64	2. WAVE	243
3. WAKY	21	3. WAKY	49	3. WAKY	42	3. WHAS	54	3. WAKY	227
4. WLOU	18	4. WKLO	43	4. WVEZ-FM	42	4. WCSN-FM	26	4. WINN	114
5. WKLO	16	5. WLOU	37	5. WQHI-FM	40	5. WAMZ-FM	26	5. WQHI-FM	113

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	182 (3)	240 (2)	422 (5)	40.8
POP	235 (2)		235 (2)	22.7
SOFT MUSIC		126 (2)	126 (2)	12.2
COUNTRY	83 (2)	48 (1)	131 (3)	12.7
CLASSICAL	81 (1)		81 (1)	7.8
UNKNOWN		27 (1)	27 (1)	2.6
RELIGION	13 (1)		13 (1)	1.3
			<u>1035 (15)</u>	

LOUISVILLE ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>
1. WHAS 184	1. WHAS 3574
2. WQHI-FM 179	2. WAKY 3222
3. WAKY 144	3. WQHI-FM 2560
4. WAVE 137	4. WAVE 2199
5. WLRS-FM 120	5. WKLO 2177
6. WVEZ-FM 97	6. WLRS-FM 1414
7. WKLO 92	7. WVEZ-FM 1221
8. WLOU 84	8. WAMZ-FM 1076
9. WAMZ-FM 78	9. WINN 1058
10. WINN 62	10. WCSN-FM 827
11. WCSN-FM 45	11. WLOU 715
12. WTMT 40	12. WTMT 660
13. WSTM-FM 30	13. WSTM-FM 454
14. WGRK 19	14. WLW 310
15. WIEL 17	15. WFIA 290

ADI FM SHARE: 41.49% (617 of 1487) (A/M 76: 31.03%)

AM STATIONS

WHAS, 840, 50 KW, MOR,	CBS, \$44.75 (MMR)
WAKY, 790, 5 KW/1 KW, ROCK,	IND, \$53.00 (Blair), Multimedia
WAVE, 970, 5 KW, MOR/CONTEMP,	NBC, \$32.75 (Katz), Orion
WKLO, 1080, 10 KW/1 KW, ROCK,	ABC-C, \$26.50 (Eastman), Great Trails
WLOU, 1350, 5 KW (Days), BLACK,	NBN, \$27.00 (Howard)
WINN, 1240, 1 KW/250W, COUNTRY,	ABC-E, \$29.25 (Buckley), Bluegrass
WTMT, 620, 500W, COUNTRY,	IND, \$14.00 (Masla)
WGRK, 1550, 250W (days), MOR,	ABC-1, \$ 2.50 ( ---- ) (GREENSBURG)
WIEL, 1400, 1 KW, MOR,	ABC-C, \$ 6.30 (Regional) (ELIZABETHTOWN)
WFIA, 900, 1 KW, RELIGION,	IND, \$ 6.40 ( ---- )

FM STATIONS

WQHI-FM, 95.7, 34 KW @ 580, ROCK (TM)	IND, \$43.00 (Mc-Guild)
WLRS-FM, 102.3, 3 KW @ 300 AOR (Burk-Abrams)	ABC-F, \$23.50 (ABS Spot) Ken Te
WVEZ-FM, 106.9, 25 KW @ 670, BTFL MUSIC (Schulke)	IND, \$13.00 (Tor-Lask) Stoner
WAMZ-FM, 97.5, 100 KW @ 505, COUNTRY (Drake-Chen)	IND, \$10.00 (MMR)
WCSN-FM, 99.7, 20 KW @ 720, BTFL MUS (Bonnevill)	IND, \$ 8.00 (Eastman) Great T
WSTM-FM, 103.1, 3 KW @ ? ? ?	IND, \$ 7.00 ( ---- )

TV STATIONS

WAVE Louisville 3	NBC, Orion (\$925 - Little House)
WDRB Louisville 41	IND (\$130 - My Three Sons)
WHAS Louisville 11	CBS (\$1000 - Waltons)
WLKY Louisville 32	ABC, Combined Comm. (\$800 - Happy Days)

NEWSPAPERS

Louisville Courier-Journal & Times	ME	381,121	\$2.22	\$3,996
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SRDS Market #164  
 Revenue Rank #104  
 Income Rank #113

LUBBOCK

APR 14.2  
 Revenue: \$2,393,038  
 Income: \$ 99,122

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KEND	32/13.7	2.2	1. KSEL	50	1. KEND	28	1. KSEL	940
2. KLBK	27/11.6	13.6	2. KFYO	38	2. KFYO	26	2. KLBK	616
3. KFYO	26/11.2	10.5	3. KLLL-FM	35	3. KLLL-FM	22	3. KFYO	582
4. KTEZ-FM	23/9.9	13.6	KTEZ-FM	35	KTEZ-FM	22	4. KTEZ-FM	490
KLLL-FM	23/9.9	9.6	5. KLBK-FM	34	5. KLBK	20	5. KEND	412
6. KSEL	22/9.4	15.4			6. KSEL	17	6. KLLL-FM	407
7. KLBK-FM	17/7.3	6.6	7. KEND	34	7. KLBK-FM	15	7. KLBK-FM	404
8. KWGO-FM	16/6.9	2.6	8. KDAV	25	KWGO-FM	15	8. KSEL-FM	346
9. KLLL	14/6.0	8.8	9. KSEL-FM	18	9. KLLL	14	9. KLLL	271
10. KLFB	11/4.7	3.5	KWGO-FM	18	10. KLFB	10	10. KDAV	229

FM SHARE (METRO): 38.29% (85 of 222) (A/M 76: 41.94%)  
 FM SHARE (TSA): 40.46% (140 of 346) (A/M 76: 38.97%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. KLBK 7	1. KLBK-FM 15	1. KLLL-FM 15	1. KTEZ-FM 16	1. KFYO 81
2. KSEL 5	2. KLBK 14	2. KEND 14	2. KFYO 14	KLLL-FM+ 81
3. KEND 4	3. KSEL 13	3. KLBK 12	3. KEND 12	3. KLBK+ 76

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
COUNTRY	51 (3)	29 (2)	80 (5)	36.0
ROCK/CONTEMP	49 (2)	33 (2)	82 (4)	36.9
MOR	26 (1)		26 (1)	11.7
BTFL MUSIC		23 (1)	23 (1)	10.4
SPANISH	11 (1)		11 (1)	5.0
			<u>222 (12)</u>	

AM STATIONS

KEND, 1590,	1 KW,	COUNTRY	IND,	\$ 8.00 (Milam)
KLBK, 1340,	1 KW/250W,	ROCK	ABC-C,	\$10.00 (Selcom), Grayson
KFYO, 790,	5 KW/1 KW,	MOR	CBS,	\$12.50 (Tor-Lask)
KSEL, 950,	5 KW/500W,	CONTEMP	IND,	\$11.25 (Mc-Guild)
KLLL, 1460,	1 KW (Days),	COUNTRY	NBC,	\$14.00 (Eastman)
KLFB, 1420,	500W (Days),	SPANISH	IND,	\$ 4.50 (Sav-Gates)
KDAV, 580,	500W (Days),	COUNTRY	IND,	\$ 8.33 (Pro-Meek), Pinkston

FM STATIONS

KTEZ-FM, 101.1,	59 KW @ 760,	BTFL MUS (Schulke)	IND,	\$12.00 (Buckley)
KLLL-FM, 96.3,	21 KW @ 580,	COUNTRY	IND,	\$ 9.00 (Eastman)
KLBK-FM, 94.5,	100 KW @ 680,	ROCK	ABC-F,	\$ 4.50 (Selcom), Grayson
KWGO-FM, 99.5,	44 KW @ 740,	CONTEMP	ABC-F,	\$ 3.00 ( ---- )
KSEL-FM, 93.7,	100 KW @ 736,	COUNTRY (Drake-Chen)	IND,	\$11.25 (Mc-Guild)

TV STATIONS

KCBD	Lubbock	11	NBC, Columbus (S.C.)	State Record	(\$200)
KLBK	Lubbock	13	CBS,	Grayson	(\$200 - Waltons)
KMCC	Lubbock	28	ABC		(\$170)

NEWSPAPERS

Lubbock Avalanche - Journal	ME	72,534	\$ .80	\$1,920
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Revenue Rank #135  
Income Rank #259

MACON

Revenue: \$1,802,368  
Income: \$ -57,275

12+ METRO (1/4/SHARE) 1976			12+ TSA	18+ METRO	12+ TSA <u>CUME</u>
1. WDDO	53/17.2	1.8	1. WMAZ-FM 108	1. WMAZ 44	1. WMAZ-FM 1312
2. WMAZ	46/14.9	17.6	2. WMAZ 57	2. WDDO 38	2. WMAZ 1065
WMAZ-FM	46/14.9	16.8	3. WDDO 56	3. WIBB 35	3. WIBB 527
4. WIBB	38/12.3	17.9	4. WIBB 47	4. WMAZ-FM 31	4. WNEX 485
5. WDEN-FM+	25/8.1	11.4	5. WDEN-FM+ 44	5. WDEN-FM+ 25	5. WDDO 445
6. WCRY-FM	21/6.8	8.6	6. WCRY-FM 36	6. WCRY-FM 21	6. WDEN-FM+ 439
7. WNEX	20/6.5	6.5	7. WNEX 20	7. WNEX 15	7. WCRY-FM 434
8. WBML	14/4.5	3.2	WFDR-FM 20	8. WBML 14	8. WBML 385
9. WRBN-FM	8/2.6	3.6	9. WBML 14	9. WRBN-FM 6	9. <u>WFDR-FM</u> 282
WKLS-FM	8/2.6	---	10. WRBN-FM 9	WKLS-FM 6	10. WRBN-FM 214

FM SHARE (METRO): 38.49% (112 of 291) (A/M 76: 43.08%)  
FM SHARE (TSA): 51.85% (224 of 432) (A/M 76: 55.85%)

TEENS	18 - 34	25 - 54	35 - 64	AM TSA DRIVE
1. WMAZ-FM 15	1. WDDO 30	1. WMAZ 23	1. WMAZ 26	1. WMAZ 137
WDDQ 15	2. WMAZ-FM 25	2. WIBB 19	2. <u>WIBB</u> 17	2. WMAZ-FM 116
3. WNEX 5	3. WIBB 14	3. WDDO 18	3. WDEN-FM+ 14	3. WDEN-FM 52

FORMATS

	AM	FM	TOTAL	%
BLACK	91 (2)	4 (1)	95 (3)	32.7
ROCK/CONTEMP	24 (2)	62 (3)	86 (5)	29.6
MOR	46 (1)	4 (1)	50 (2)	17.2
COUNTRY	18 (2)	21 (1)	39 (3)	13.4
BTFL MUSIC		21 (1)	21 (1)	7.2

AM STATIONS

WDDO, 990, 250W (Days),	BLACK	MBS,	\$ 6.50 (Selcom)
WMAZ, 940, 50 KW/10 KW,	<u>MOR</u>	<u>CBS,</u>	\$18.73 (Katz), Multimedia
WIBB, 1280, 5 KW (Days),	BLACK	MBN,	\$ 9.00 (Pro-Meek)
WNEX, 1400, 1 KW/250W,	ROCK	ABC-C,	\$10.25 (Med. Sales)
WBML, 1240, 1 KW/250W,	COUNTRY	IND,	\$15.00 (Southern)

FM STATIONS

WMAZ-FM, 99.1, 100 KW @ 662, ROCK (Drake-Chen)	<u>ABC-F,</u>	\$18.73 (Katz) Multimedia
WDEN-FM+, 105.3, 50 KW @ 300, COUNTRY	IND,	\$10.25 (Tor-Lask)
WCRY-FM, 107.9, 100 KW @ 700, BTFL MUS (TM)	IND,	\$ 9.63 (Selcom)
WFDR-FM, 93.3, 61 KW @ 488, <u>BLACK</u>	MBN, NBN,	\$ 3.25 (Carpenter) (MANCHESTER)
WRBN-FM, 101.7, 3 KW @ 205, CONTEMP	IND,	\$ 6.00 (Carpenter)

(WARNER-ROBBINS)

TV STATIONS

WCWB	Macon	41	NBC	(\$125)
WMAZ	Macon	13	CBS/ABC, Multimedia	(\$400)

NEWSPAPERS

Macon Telegraph, News	ME	73,706	\$ .72	\$1,734, Knight-Ridder
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574 12.

Market #112  
 Avenue Rank #96  
 Income Rank #46

MADISON

Revenue: \$2,721,900  
 Income: \$ 399,224

<u>12- METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
WTSO	71/17.5	16.4	1. WTSO	94	1. WTSO	70	1. WTSO	1195
WIBA	66/16.3	10.9	2. WZEE-FM	91	2. WIBA	65	2. WZEE-FM	1103
WISM	47/11.6	12.6	3. WIBA	71	3. WISM	33	3. WISM	1083
WZEE-FM	46/11.4	10.9	4. WISM	49	WZEE-FM	33	4. WIBA	987
WISM-FM	25/6.2	8.1	5. WLVE-FM	28	5. WISM-FM	25	5. WLS	579
WWQM	23/5.7	---	6. WISM-FM	26	6. WWQM	23	6. WMAQ	550
WIBA-FM	21/5.2	6.4	WIBA-FM	26	7. WIBA-FM	21	7. WLVE-FM	431
WMAD-FM	16/4.0	3.6	8. WWQM	24	8. WMAD-FM	16	8. WISM-FM	406
WLVE-FM	14/3.5	4.8	WMAQ	24	9. WLVE-FM	13	9. WTMJ	388
WFAW-FM	7/1.7	.7	10. WLS	20	10. WFAW-FM	7	10. WIBA-FM	343

FM SHARE (METRO): 39.06% (141 of 361) (A/M 76: 42.66%)  
 FM SHARE (TSA): 40.78% (221 of 542) (A/M 76: 39.12%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. WISM 14	1. WZEE-FM 29	1. WTSO 44	1. WTSO 31	1. WIBA 151
2. WZEE-FM 13	2. WTSO 26	2. WIBA 33	2. WIBA 29	2. WTSO 144
3. WYXE-FM 2	3. WISM 24	3. WISM 23	3. WLVE-FM 11	3. WISM 73

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	72 (3)	73 (3)	145 (6)	40.2
COUNTRY	91 (3)		91 (3)	25.2
MOR	71 (3)		71 (3)	19.7
BTFM MUSIC		46 (3)	46 (3)	12.7
RELIGION		6 (1)	6 (1)	1.7
NEWS/INFO/TALK	2 (1)		2 (1)	0.6
			<u>361 (17)</u>	

FM STATIONS

WTSO, 1070, 10 KW/5 KW,	COUNTRY	IND,	\$18.50 (Tor-Lask) Midcontinent
WIBA, 1310, 5 KW,	MOR	CBS,	\$14.00 (Pro/Meeker)
WISM, 1480, 5 KW,	CONTEMP	IND,	\$19.00 (Mc-Guild) Midwest Family
WQOM, 1550, 5 KW (Days),	ROCK	ABC-1,	\$ 8.75 (Buckley) McKenna

FM STATIONS

WZEE-FM, 104.1, 6.3 KW @ 1120,	CONTEMP (Drake-Chen)	IND,	\$11.25 (Tor-Lask) Midcont.
WISM-FM, 98.1, 20 KW @ 350,	BTFM MUS	IND,	\$10.00 (Mc-Guild) Midwest Fam.
WIBA-FM, 101.5, 50 KW @ 470,	AOR	IND,	\$ 7.75 (Pro-Meek)
WMAD-FM, 106.3, 1.7 KW @ 380,	COUNTRY	ABC-1,	\$ 5.75 (Buckley) McKenna
WLVE-FM, 94.9, 37 KW @ 1300,	BTFM MUS	IND,	\$13.00 (Masla)
WFAW-FM, 107.3, 50 KW @ 500,	BTFM MUS (FM-100)	IND,	\$ 6.50 ( --- ) Goetz (FT. ATKINSON)

TV STATIONS

WISC	Madison	3	CBS, Morgan Murphy	(\$300)
WKOW	Madison	27	ABC, Horizons	(\$300)
WMTV	Madison	15	NBC, Forward	(\$175)

NEWSPAPERS

Madison State-Journal, Capital Times	ME	114,514	\$1.00	\$1,806
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SRDS Market #207  
 Revenue Rank #171  
 Income Rank #163

MANCHESTER

APR 15.9  
 Revenue: \$1,338,444  
 Income: \$ 32,895

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WKBR	28/14.7	15.7	1. WFEA	33	1. WZID-FM	26	1. WRKO	801
2. WZID-FM	26/13.7	8.4	WCGY-FM	33	2. WKBR	25	2. WFEA	685
3. WFEA	21/11.1	8.9	3. WZID-FM	31	3. WGIR	18	3. WBZ	564
4. WGIR	19/10.0	12.6	4. WBZ	30	4. WFEA	15	4. WCGY-FM	562
5. WRKO	13/6.8	6.3	WRKO	30	5. WBZ	10	5. WKBR	493
6. WCGY-FM	12/6.3	5.2	6. WKBR	29	WRKO	10	6. WGIR	486
7. WBZ	10/5.3	3.7	7. WSSH-FM	25	WSSH-FM	10	7. WZID-FM	392
WSHH-FM	10/5.3	4.7	8. WGIR	24	8. WCGY-FM	9	8. WSSH-FM	350
9. WGIR-FM	8/4.2	6.3	9. WHOM-FM	21	9. WGIR-FM	8	9. WGIR-FM	326
10. WCOZ-FM	6/3.2	3.2	10. WJIB-FM	18	10. WCOZ-FM	6	10. WHOM-FM	279

12+ FM SHARE (METRO): 49.44% ( 89 of 180) (A/M 76: 46.20%)  
 12+ FM SHARE (TSA): 59.07% (215 of 364) (A/M 76: 59.79%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM DRIVE</u>	
1. WFEA	6	1. WKBR	9	1. WKBR	14	1. WZID-FM	17	1. WBZ	65
2. WKBR	3	2. WFEA	8	2. WZID-FM	12	2. WKBR	13	2. WKBR	59
WRKO	3	WCGY-FM	8	3. WGIR	9	3. WGIR	11	3. WGIR	48

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	62 (3)	41 (8)	103 (11)	57.2
BTFL MUSIC		44 (4)	44 (4)	24.4
MOR	29 (2)		29 (2)	16.1
COUNTRY	1 (1)	1 (1)	2 (2)	1.1
UNKNOWN		2 (1)	2 (1)	1.1
			180 (20)	

RADIO STATIONS

WFEA,	5 KW	@ 1370, CONTEMP	ABC-C,	\$14.50 (Mc-Guild) Ocean Coast
WGIR,	5 KW/1 KW	@ 610, MOR	NBC,	\$11.50 (Tor-Lask) Knight-Quali
WKBR,	5 KW	@ 1250, CONTEMP	IND,	\$15.00 (Buckley)
WZID-FM, 95.7,	11 KW	@ 930, BTFL MUS (TM)	IND,	\$11.00 (Buckley)
WGIR-FM, 101.1,	10 KW	@ 920, ROCK, <b>SOFT</b>	IND,	\$ 7.50 (Tor-Lask) Knight-Quali

(BOWNE)

FOR ALL OTHER STATIONS SEE BOSTON

TV STATION

WMUR Manchester 9 ABC, United (\$127)

NEWSPAPER

Manchester Union Leader, News AD 64,233 \$ .60 \$1,445

SRDS Market # Approx 120  
 Revenue Rank #175  
 Income Rank #282

McALLEN - BROWNSVILLE

APR 14.5  
 Revenue: \$ NA  
 Income: \$ NA

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KGBT	144/31.9	33.0	1. KGBT	153	1. KGBT	136	1. KGBT	1477
2. KRGV	97/21.5	19.3	2. KRGV	105	2. KRGV	56	2. KRGV	1224
3. KRIO	44/9.8	19.2	3. KRIO	54	3. KRIO	32	3. KRIO	955
4. KBFM-FM	25/5.5	4.2	4. KBFM-FM	29	4. KIRT	18	4. KBFM-FM	398
5. KIRT	18/4.0	2.9	5. KIRT	26	KBFM-FM	18	5. KIRT	296
6. KELT-FM	17/3.8	2.3	6. KELT-FM	20	6. KELT-FM	16	6. KELT-FM	208
7. KMBS-FM	14/3.1	---	7. KMBS-FM	18	7. KMBS-FM	14	7. KSOX	166
8. KSOX	11/2.4	1.1	8. KSOX	14	8. KSOX	11	8. KMBS-FM	157
9. KDUV-FM	9/2.0	3.3	9. KDUV-FM	9	9. KDUV-FM	9	9. KDUV-FM	149
10. KESI-FM	8/1.8	1.1	10. KESI-FM	8	10. KESI-FM	8	10. KQXX-FM	125

FM SHARE (METRO): 19.42% (80 of 412) (A/M 76: 13.25%)  
 FM SHARE (TSA): 19.74% (91 of 461) (A/M 76: 14.60%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. KRGV	41	1. KRGV	50	1. KGBT	82	1. KGBT	76	1. KGBT	255
2. KRIO	12	2. KGBT	44	2. KRGV	15	2. KIRT	11	2. KRGV	64
3. KBFM-FM	7	3. KRIO	27	3. KMBS-FM	11	3. KELT-FM	9	3. KRIO	54

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
SPANISH	170 (4)	7 (1)	177 (5)	43.0
ROCK/CONTEMP	141 (2)	25 (1)	166 (3)	40.3
COUNTRY	11 (1)	17 (1)	28 (2)	6.8
BTFL MUSIC		17 (2)	17 (2)	4.1
MOR	5 (1)		5 (1)	1.2
NEWS/INFO/TALK	5 (1)		5 (1)	1.2
UNKNOWN		14 (1)	14 (1)	3.4
			<u>412 (15)</u>	

AM STATIONS

KGBT, 1530, 50 KW/10 KW,	SPANISH	IND,	\$30.75 (Katz)	(HARLINGEN)
KRGV, 1290, 5 KW,	ROCK	NBC,	\$10.00 (H. R. Stone)	Manship (WESLACO)
KRIO, 910, 5 KW,	CONTEMP	IND,	\$16.25 (Mc-Guild)	(McALLEN)
KIRT, 1580, 1 KW (Days),	SPANISH	IND,	\$10.50 (Sav-Gates)	(McALLEN)
KSOX, 1240, 1 KW/250W,	COUNTRY	IND,	\$ 5.00 ( ---- )	(RAYMONDVILLE)

FM STATIONS

KBFM-FM, 104.1, 100 KW @ 505,	CONTEMP	IND,	\$ 6.40 (Riley)	(EDINBURG)
KELT-FM, 94.5, 100 KW @ 800,	COUNTRY (Drake-Chen)	IND,	\$9.25 (Katz)	(HARLINGEN)
KMBS-FM, 96.1, 100 KW @ 565,	? ?	IND,	\$ 7.00 (Pro-Meek)	
KDUV-FM, 100.3, 100 KW @ 500,	BTFL MUS/MOR	IND,	\$10.81 (Milam)	(BROWNSVILLE)
KESI-FM, 107.9, 100 KW @ 490,	BTFL MUS (TM)	IND,	\$13.50 (Buckley)	(EDINBURG)

TV STATIONS

KGBT	Harlingen	4	CBS/NBC	(\$400)
KRGV	Weslaco	5	ABC, Manship	(\$300)

NEWSPAPERS

Harlingen Star	M	19,697	\$ .21	\$556, Freedom
McAllen Monitor	E	18,862	\$ .21	\$556, Freedom
Brownsville Herald	E	11,982	\$ .18	\$476, Freedom

SRDS Market #247  
 Revenue Rank # NA  
 Income Rank # NA

MEDFORD

APR 13.5  
 Revenue: \$ NA  
 Income: \$ NA

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KYJC	37/28.9	30.8	1. KYJC	37	1. KYJC	31	1. KYJC	437
2. KBOY+	20/15.7	8.3	2. KAJO	33	2. KCMX	17	2. KBOY+	328
3. KCMX	17/13.3	9.2	3. KTMT-FM	24	3. KTMT-FM	16	3. KMED	298
4. KTMT-FM	16/12.5	10.8	4. KBOY+	20	4. KBOY+	12	4. KCMX	288
5. KMED	12/9.4	18.3	5. KCMX	18	KMED	12	5. KTMT-FM	246
6. KSHA	10/7.8	5.8	6. KAGI	13	6. KSHA	10	6. KAGI	243
7. KRVB	7/5.5	---	7. KMED	12	7. KRVB	7	7. KAJO	232
8. KAGI	1/.8	---	8. KSHA	10	8. KGO	1	8. KSHA	156
KAJO	1/.8	3.3	9. KRVB	7	KAJO	1	9. KGO	87
KGO	1/.8	---	10. KGO	2	KAGI	1	10. KRVB	82

FM SHARE (METRO): 19.67% (24 of 122) (A/M 76: 14.82%)  
 FM SHARE (TSA): 18.18% (32 of 176) (A/M 76: 14.11%)

<u>TEENS</u>	<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>
1. KBOY+ 8	1. KYJC 21	1. KYJC 18	1. KYJC 13	1. KAJO 67			
2. KYJC 6	2. KBOY+ 11	2. KTMT-FM 11	2. KYJC 9	2. KYJC 58			
	3. KCMX 6	3. KCMX 8	3. KMED 7	3. KMED 40			

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	49 (2)	8 (1)	57 (3)	46.7
COUNTRY	27 (2)		27 (2)	22.1
BTFL MUSIC		23 (2)	23 (2)	18.9
MOR	14 (3)		14 (3)	11.5
NEWS/INFO/TALK	1 (1)		1 (1)	0.8
			<u>122 (11)</u>	

AM STATIONS

KYJC, 1230, 1 KW,	ABC-C,	\$ 8.74 (Tor-Lask)
KBOY+, 730, 1 KW (Days),	ABC-E,	\$ 6.00 (Masla)
KCMX, 580, 1 KW,	CBS,	\$ 7.25 (Mc-Guild)
KMED, 1440, 5 KW/1 KW,	NBC,	\$ 7.95 (Buckley)
KSHA, 860, 1 KW (Days),	IND,	\$ 4.00 (Sav-Gates)
KRVB, 1300, 5 KW (Days),	IND,	\$ 5.00 ( ---- )
KAGI, 930, 5 KW/1 KW,	MBS,	\$ 4.50 (Masla) (GRANTS PASS)
KAJO, 1270, 5 KW (Days),	IND,	\$ 5.00 (Simpson) (GRANTS PASS)

FM STATIONS

KTMT-FM, 93.7, 18.4 KW @ 3263, BTFL MUS IND, \$ 4.50 (Buckley)

TV STATIONS

KMED	Medford	ABC	10	(\$125)
KOBI	Medford	CBS	5	

NEWSPAPER

Medford Mail Tribune E 25,885 \$ .28 \$674, Ottaway

ARDS Market #148  
 ADI #40  
 Revenue Rank #156  
 Income Rank #311

MELBOURNE - TITUSVILLE - COCOA

APR 13.9  
 Revenue: \$1,503,116  
 Income: \$ -303,225

<u>12+ METRO/TSA* (1/4/SHARE) 1976</u>			<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WCKS-FM	62/21.8	9.6	1. WDBO-FM	36	1. WCKS-FM	812
2. WDBO-FM	37/13.0	12.3	2. WCKS-FM	35	2. WDBO-FM	419
3. WEZY-FM	27/9.5	6.5	3. WEZY-FM	27	3. WMEL	412
4. WRMF+	23/8.1	8.6	4. WRMF+	21	4. WEZY-FM	322
5. WMMB	15/5.3	4.1	5. WMMB	14	5. WRKT	314
6. WDIZ-FM	15/5.3	5.1	6. WDIZ-FM	13	6. WRMF+	284
7. WMEL	14/4.9	6.5	7. WMEL	12	7. WTAI-FM	284
8. WYRL-FM	12/4.2	7.8	8. WYRL-FM	11	8. WDIZ-FM	277
9. WRKT	11/3.9	4.4	9. WRKT	9	9. WKKO	244
10. WTAI-FM	11/3.9	5.5	10. WTAI	7	10. WMMB	234

12+ FM SHARE (METRO & TSA): 70.43% (181 of 257) (A/M 76: 62.22%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. WCKS-FM 27	1. WCKS-FM 23	1. WCKS-FM 20	1. WDBO-FM 27	1. WDBO-FM 43
2. WTAI-FM 4	2. WDIZ-FM 13	2. WDBO-FM 20	2. WEZY-FM 16	2. WRMF+ 34
3. WKKO 3	3. WRMF+ 11	3. WEZY-FM 19	3. WCKS-FM 12	3. WCKS-FM 32

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	10 (2)	88 (3)	98 (5)	38.1
MOR	57 (5)	10 (1)	67 (6)	26.1
BTFM MUSIC		71 (3)	71 (3)	27.6
COUNTRY	9 (2)	12 (1)	21 (3)	8.2
			257 (17)	

AM STATIONS

WRMF+, 1060,	10 KW/5 KW,	MOR,	ABC-1,	\$ 6.50 ( ---- )
WMMB, 1240,	1 KW/250W,	MOR,	MBS,	\$ 4.00 (Pro-Meek), Sherman/Ruwitch
WMEL, 920,	1 KW,	MOR,	CBS,	\$ 4.59 (Masla), Elyria-Lorraine
WRKT, 1300,	5 KW/1 KW,	MOR,	NBC,	\$ 4.50 (Tor-Lask)
WKKO, 860,	1 KW (Days),	CONTEMP,	IND,	\$ 6.50 (Pro-Meek)

FM STATIONS

WCKS-FM, 101.1,	100 KW @ 500,	ROCK	IND,	\$16.00 (P/W)
WEZY-FM, 99.3,	3 KW @ 285,	BTFM MUS	IND,	\$ 7.00 (Med Sales S)
WYRL-FM, 102.3,	3 KW @ 295,	COUNTRY	MBS,	\$ 5.00 (Pro-Meek) Sher/Ruwitch
WTAI-FM, 107.1,	3 KW @ 300,	ROCK (Century 21-Z)	ABC-F,	\$ 5.00 (Smith)

FOR OTHER STATIONS SEE ORLANDO

FOR TV STATIONS, NEWSPAPERS AND ADI INFO SEE ORLANDO

ADI #35  
 Revenue Rank #35  
 Income Rank #21

MEMPHIS

Revenue: \$6,347,086  
 Income: \$ 896,333

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WHBQ	115/13.7	11.8	1. WHBQ	241	1. WEZI-FM	94	1. WHBQ	5101
2. WDIA	99/11.8	18.1	2. WEZI-FM	164	2. WDIA	89	2. WMPS	3369
3. WLOK	97/11.6	6.6	3. WDIA	156	3. WHBQ	82	3. WDIA	2738
4. WEZI-FM	94/11.2	11.1	4. WMPS	148	4. WLOK	77	4. WMC	2246
5. WMC	76/9.1	11.4	5. WMC	119	5. WMC	75	5. WEZI-FM	2133
6. WQUD-FM	56/6.7	5.2	6. WLOK	98	6. WQUD-FM	52	6. WMC-FM	2076
7. WMPS	55/6.6	10.7	7. WMC-FM	89	7. WMPS	49	7. WREC	1722
8. WMC-FM	46/5.5	7.8	8. WQUD-FM	76	8. WREC	37	8. WLOK	1488
9. WREC	39/4.7	4.2	9. WHRK-FM	69	9. WHRK-FM	31	9. WQUD-FM	1440
10. WHRK-FM	38/4.5	---	10. WZXR-FM	61	10. WMC-FM	29	10. WZXR-FM	1123

12+ FM SHARE (METRO): 34.58% (277 of 801) (A/M 76: 26.86%)  
 12+ FM SHARE (TSA): 35.22% (479 of 1360) (A/M 76: 26.89%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. WHBQ 33	1. WHBQ 60	1. WEZI-FM 57	1. WEZI-FM 63	1. WHBQ 322
2. WLOK 20	2. WLOK 56	2. WMC 55	2. WMC 43	2. WEZI-FM 224
3. WMC-FM 17	3. WQUD-FM 35	3. WHBQ 49	3. WDIA 38	3. WMC 214
4. WDIA 10	WDIA 35	4. WDIA 48	4. WHBQ 19	4. WDIA 211
5. WHRK-FM 7	5. WMPS 29	5. WQUD-FM 40	5. WREC 18	5. WMPS 158

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	170 (2)	140 (3)	310 (5)	38.7
BLACK	196 (2)		196 (2)	24.5
COUNTRY	76 (1)	37 (2)	113 (3)	14.1
BTFL MUSIC		94 (1)	94 (1)	11.7
MOR	39 (1)		39 (1)	4.9
NEWS/INFO/TALK	23 (1)		23 (1)	2.9
RELIGION	20 (2)		20 (2)	2.5
UNKNOWN		5 (1)	5 (1)	0.6
			<u>801 (16)</u>	



MEMPHIS ADI

<u>12+ ADI 1/4</u>		<u>12+ ADI CUME</u>	
1. WHBQ	205	1. WHBQ	4193
2. WEZI-FM	155	2. WMPS	2496
3. WDIA	137	3. WDIA	2425
4. WMC	111	4. WMC	2071
5. WMPS	107	5. WEZI-FM	1951
6. WLOK	98	6. WMC-FM	1904
7. WMC-FM	82	7. WREC	1515
8. WQUD-FM	74	8. WLOK	1488
9. WHRK-FM	68	9. WQUD-FM	1352
10. WZXR-FM	54	10. WHRK-FM	985
11. WREC	50	11. WZXR-FM	975
12. KCRV	24	12. WLS	400
13. KWAM	23	13. KWAM	349
WVEE	23	14. KWAM-FM	344
15. WSEL	18	15. WLAC	317

ADI FM SHARE: 34.36% (512 of 1490) (A/M 76: 27.45%)

AM STATIONS

WHBQ, 560, 5 KW/1 KW,	CONTEMP	IND, \$90.75 (RKO) RKO
WDIA, 1070, 50 KW/5 KW,	BLACK	MBN, \$40.00 (Howard) Sonderling
WMC, 790, 5 KW,	COUNTRY	NBC, \$53.25 (Blair) Scripps-Howard
WMPS, 680, 10 KW/5 KW,	CONTEMP	ABC-C, \$51.25 (Eastman) Plough
WLOK, 1340, 1 KW/250W,	BLACK	NBN, \$14.00 (Tor-Lask)
WREC, 600, 5 KW,	MOR	CBS, \$39.00 (Mc-Guild) Summit
KCRV, 1370, 1 KW (Days),	COUNTRY	MBS, \$ 3.50 (Corlett) (CARUTHERSVILLE,MO)
KWAM, 990, 10 KW (Days),	RELIGION	IND, \$15.00 (Stars) Rivers
WVEE, 1430, 1 KW (Days),	TALK/NEWS	ABC-1, \$12.00 ( ---- )
WSEL, 1440, 1 KW (Days),	VARIETY	MBS, \$ 2.00 ( ---- ) (PONTOTOC, MS.)

FM STATIONS

WEZI-FM, 105.9, 100 KW @ 762,	BTFL MUS (Schulke)	IND, \$31.75 (Katz) Southern
WMC-FM, 99.7, 300 KW @ 970,	ROCK	IND, \$34.50 (Blair) Scripps-Howard)
WQUD-FM, 104.5, 100 KW @ 750,	CONTEMP	IND, \$18.00 (ABC Spot) Sonderling
WHRK-FM, 97.1, 100 KW @ 530,	DISCO ROCK	IND, \$19.00 (Eastman) Plough
WZXR-FM, 102.7, 100 KW @ 900,	COUNTRY (Drake-Chen)	IND, \$39.00 (Mc-Guild) Summit
KWAM-FM, 101.1, 100 KW @ 390,	COUNTRY	MBS, \$ 9.00 (Bunchez) Rivers

TV STATIONS

WHBQ	Memphis	13	ABC, RKO	(\$520)
WMC	Memphis	5	NBC, Scripps-Howard	(\$800)
WREG	Memphis	3	CBS, New York Times	(\$900)

NEWSPAPERS

Memphis Commercial Appeal, Press - Scimitar ME 314,856 \$2.07 \$5868, Scripps-How.

SRDS Market #21  
 ADI #14  
 Revenue Rank #19  
 Income Rank #110

MIAMI

APR 17.7  
 Revenue: \$12,558,813  
 Income: \$ 104,244

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WQBA	393/17.7	15.7	1. WQBA	401	1. WQBA	390	1. WHYI-FM	5285
2. WHYI-FM	147/6.6	6.7	2. WHYI-FM	337	2. WCMQ-FM	118	2. WLYF-FM	3875
3. WCMQ-FM	130/5.9	5.9	3. WLYF-FM	275	3. WCMQ	116	3. WQAM	3322
4. WCMQ	124/5.6	3.4	4. WINZ	185	4. WINZ	110	4. WMJX-FM	3310
5. WMJX-FM	114/5.1	2.2	5. WMJX-FM	171	5. WHYI-FM	108	5. WINZ	3079
6. WINZ	111/5.0	3.7	6. WSHE-FM	156	6. WLYF-FM	84	6. WIOD	2313
7. WQAM	85/3.8	5.5	7. WGLO-FM	151	7. WKAT	82	7. WGBS	2289
8. WKAT	84/3.8	2.8	8. WINZ-FM	141	8. WYOR-FM	81	8. WQBA	2248
WLYF-FM	84/3.8	6.5	9. WAXY-FM	134	9. WINZ-FM	73	9. WAXY-FM	2156
10. WYOR-FM	82/3.7	4.3	10. WGBS	133	WQAM	73	10. WSHE-FM	2123
11. WINZ-FM	80/3.6	2.0	11. WQAM	131	11. WGBS	65	11. WGLO-FM	1854
12. WEDR-FM	70/3.2	3.3	WCMQ-FM	131	12. WWOK	58	12. WYOR-FM	1662

12+ FM SHARE (METRO): 44.33% (953 of 2150) (A/M 76: 44.34%)  
 12+ FM SHARE (TSA): 56.58% (1992 of 3521) (A/M 76: 52.80%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM DRIVE</u>	
1. WMJX-FM	58	1. WCMQ-FM	79	1. WQBA	189	1. WQBA	241	1. WQBA	630
2. WHYI-FM	39	2. WHYI-FM	76	2. WCMQ	85	2. WCMQ	85	2. WINZ	297
3. WEDR-FM	23	3. WINZ-FM	60	3. WCMQ-FM	79	3. WYOR-FM	50	3. WLYF-FM	251
4. WCMQ-FM	12	4. WMJX-FM	47	4. WYOR-FM	48	4. WLYF-FM	47	4. WHYI-FM	242
WQAM	12	5. WEDR-FM	44	5. WHYI-FM	47	5. WINZ	38	5. WGBS	235

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	85 (1)	455 (6)	540 (7)	32.6
SPANISH	571 (3)	130 (1)	701 (4)	25.1
BTFM MUSIC	59 (1)	188 (3)	247 (4)	11.5
MOR	152 (3)	47 (2)	199 (5)	9.3
NEWS/INFO/TALK	195 (2)		195 (2)	9.1
BLACK	42 (1)	88 (2)	130 (3)	6.1
COUNTRY	73 (2)		73 (2)	3.4
CLASSICAL		45 (1)	45 (1)	2.1
RELIGION	20 (1)		20 (1)	.9
			<u>2150 (29)</u>	

12+ ADI 1/4

12+ ADI CUME

1. WQBA	393
2. WHYI-FM	292
3. WLYF-FM	245
4. WINZ	181
5. WMJX-FM	160
6. WINZ-FM	136
7. WCMQ-FM	131
8. WSHE-FM	130
9. WYOR-FM	128
10. WCMQ	124
11. WGLO-FM	120
12. WFTL	115
13. WGBS	108
WKAT	108
15. WQAM	107

1. WHYI-FM	4615
2. WLYF-FM	3560
3. WMJX-FM	2960
4. WINZ	2921
5. WQAM	2606
6. WQBA	2190
7. WIOD	2111
8. WGBS	1924
9. WAXY-FM	1777
10. WSHE-FM	1624
11. WYOR-FM	1610
12. WGLO-FM	1570
13. WINZ-FM	1480
14. WAIA-FM	1407
15. WKAT	1314

ADI FM SHARE: 51.31% (1783 of 3475) (A/M 76: 47.91%)

AM STATIONS

WCMQ,	250W	@ 1220	(Days, SPANISH	IND,	\$31.00 (Buckley)
WGBS,	50 KW	@ 710	MOR	ABC-E,	\$40.00 (CBS Spot) Storer
WINZ,	50 KW/10 KW	@ 940	NEWS	IND,	\$37.50 (Katz) Guy Gannett
WIOD,	5 KW	@ 610	MOR	ABC-1,	\$36.00 (Christal) Cox
WKAT,	5 KW/1 KW	@ 1360	TALK	CBS,	\$23.50 (Masla)
WQAM,	5 KW/1 KW	@ 560	CONTEMP	IND,	\$53.50 (Blair) Storz
WQBA,	10 KW/5 KW	@ 1140	SPANISH	IND,	\$81.25 (Eastman) Susquehanna
WVOK,	5 KW	@ 1260	COUNTRY	MBS,	\$37.00 ( ---- ) Mission

FM STATIONS

WAIA-FM,	97.3,	98 KW	@ 790,	MOR (Bonneville)	IND,	\$34.00 (Christal) Cox
WCMQ-FM,	92.1,	3 KW	@ 300,	SPANISH	IND,	\$31.00 (Buckley)
WEDR-FM,	99.1,	70 KW	@ 165,	BLACK	NBN, MBN,	\$26.00 (Southern)
WINZ-FM,	94.9,	100 KW	@ 650,	SOFT ROCK	IND,	\$43.75 (Katz) Guy Gannett
WLYF-FM,	101.5,	100 KW	@ 813,	BTFL MUS (Schulke)	IND,	\$51.00 (Bol-Bur) Sudbrink
WMJX-FM,	96.3,	100 KW	@ 890,	ROCK	IND,	\$51.25 (ABC Spot) Bartell
WYOR-FM,	105.1,	161 KW	@ 190,	BTFL MUSIC	IND,	\$37.25 (Mc-Guild)
WHYI-FM,	100.7,	100 KW	@ 1000,	ROCK	IND,	\$73.00 (Tor-Las)
WAXY-FM,	105.9,	100 KW	@ 1038,	ROCK	ABC-F,	\$41.75 (RKO) RKO
WGLO-FM,	106.7,	100 KW	@ 980,	BTFL MUSIC	IND,	\$21.00 (H. R. Stone) Amaturro
WSHE-FM,	103.5,	100 KW	@ 600,	AOR	IND,	\$48.75 (Selcom) VanPatrick

TV STATIONS

WCIX	Miami	6	IND,	(\$500 - Hogan's Heroes)
WCKT	Miami	7	NBC,	(\$1500 - NBC Movie)
WFTT	Miami	45	IND,	(\$60)
WKID	Ft. Lauderdale	51	IND,	
WLTV	Miami	23	IND,	Spanish International(\$200)
WPLG	Miami	10	ABC,	Post-Newsweek (\$2500)
WTVJ	Miami	4	CBS,	Wometco (\$2400)

NEWSPAPERS

Miami Herald, News	ME	476,384	\$4.27	\$8070, Herald-Kni-Ridder News - Cox
Ft. Lauderdale News/Sun-Sentinel	E	103,878	\$1.00	\$1890, WGN Continental

SRDS Market #24  
 ADI #21  
 Revenue Rank #23  
 Income Rank #129

MILWAUKEE

Revenue: \$9,277,527  
 Income: \$ 72,497

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WTMJ	318/16.2	18.1	1. WTMJ	404	1. WTMJ	309	1. WTMJ	5375
2. WISN	232/11.8	7.8	2. WISN	263	2. WISN	225	2. WOKY	4669
3. WOKY	177/9.0	9.7	3. WOKY	219	3. WEZW-FM	167	3. WISN	4290
4. WEZW-FM	167/8.5	11.8	4. WEZW-FM	196	4. WOKY	125	4. WZUU-FM+	3042
5. WZUU-FM+	165/8.4	1.5	5. WZUU-FM+	189	5. WZUU-FM+	114	5. WEZW-FM	2629
6. WEMP	99/5.0	3.0	6. WEMP	108	6. WEMP	97	6. WISN-FM	1704
7. WQFM-FM	77/3.9	5.5	7. WQFM-FM	83	7. WISN-FM	62	7. WKTI-FM	1696
8. WAWA	66/3.4	3.0	8. WBCS-FM	82	8. WQFM-FM	59	WEMP	1696
9. WKTI-FM	64/3.3	3.7	9. WLS	81	9. WKTI-FM	56	9. WQFM-FM	1557
WZMF-FM	64/3.3	3.4	10. WISN-FM	77	10. WBCS-FM	53	10. WMAQ	1520
11. WISN-FM	63/3.2	4.5	11. WZMF-FM	76	11. WAWA	47	11. WBCS-FM	1406
12. WBCS-FM	60/3.1	3.4	12. WKTI-FM	73	12. WFMR-FM	45	12. WLS	1316

12+ FM SHARE (METRO): 41.17% (781 of 1897) (A/M 76: 43.97%)  
 12+ FM SHARE (TSA): 40.43% (990 of 2449) (A/M 76: 43.05%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM DRIVE</u>	
1. WOKY	52	1. WZUU-FM+	94	1. WTMJ	142	1. WTMJ	162	1. WTMJ	620
2. WZUU-FM+	51	2. WISN	61	2. WISN	114	2. WISN	122	2. WISN	502
3. WZMF-FM	19	3. WOKY	57	3. WEZW-FM	76	3. WEZW-FM	108	3. WOKY	275
WAWA	19	WQFM-FM	57	4. WOKY	73	4. WOKY	52	4. WZUU-FM+	230
5. WQFM-FM	18	5. WKTI-FM	51	5. WEMP	64	5. WEMP	42	5. WEZW-FM	199

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	227 (3)	343 (5)	570 (8)	30.1
MOR	573 (4)	35 (2)	608 (6)	32.1
BTFL MUSIC	10 (2)	276 (4)	286 (6)	15.1
COUNTRY	118 (3)	70 (2)	188 (5)	10.0
BLACK	112 (2)	12 (1)	124 (3)	6.5
NEWS/INFO/TALK	76 (3)		76 (3)	4.0
CLASSICAL		45 (1)	45 (1)	2.4
			<u>1897 (32)</u>	

12+ ADI 1/4

1. WTMJ	393
2. WISN	262
3. WOKY	211
4. WEZW-FM	196
5. WZUU-FM	189
6. WEMP	101
7. WQFM-FM	83
8. WBCS-FM	80
9. WISN-FM	77
WMAQ	77
11. WZMF-FM	76
12. WKTI-FM	72
13. WAWA	66
14. WFMR-FM	56
15. WRKR-FM	53

12+ ADI CUME

1. WTMJ	5184
2. WOKY	4519
3. WISN	4179
4. WZUU-FM	3031
5. WEZW-FM	2622
6. WISN-FM	1704
7. WKTI-FM	1690
8. WEMP	1651
9. WQFM-FM	1557
10. WMAQ	1459
11. WBCS-FM	1371
12. WLS	1224
13. WZMF-FM	1174
14. WGN	1123
15. WRIT	1058

ADI FM SHARE: 39.73% (1039 of 2615) (A/M 76: 41.21%)

AM STATIONS

WTMJ, 620, 5 KW,	MOR	NBC,	\$61.50 (Christal), Milwaukee Jour.
WISN, 1130, 50 KW/10 KW,	MOR	ABC-1,	\$35.00 (Katz), Hearst
WOKY, 920, 5 KW/1 KW,	ROCK	IND,	\$59.50 (Blair), Bartell
WEMP, 1250, 5 KW,	COUNTRY (Drake-Chen)	CBS,	\$15.25 (Tor-Las)
WAWA, 1590, 1 KW (Days),	BLACK	NBN, MBN,	\$22.50 (Howard)
WRIT, 1340, 1 KW/250W,	NEWS	ABC-E,	\$23.25 (Buckley), Great Trails

FM STATIONS

WBCS-FM, 102.9, 50 KW @ 440,	COUNTRY	MBS,	\$23.25 (Buckley)
WEZW-FM, 103.7, 14 KW @ 816,	BTFL MUS (Schulke)	IND,	\$43.50 (Mc-Guild), Sudbrink*
WFMR-FM, 96.5, 50 KW @ 387,	CLASSICAL	IND,	\$14.50 (Concert Sales)
WISN-FM, 97.3, 12 KW @ 920,	BTFL MUS (TM)	IND,	\$23.50 (Katz), Hearst
WKTI-FM, 94.5, 6 KW @ 911,	ROCK (TM)	IND,	\$16.00 (Christal), Milwaukee Jour.
WQFM-FM, 93.3, 50 KW @ 210,	CONTEMP	IND,	\$32.00 (Selcom), Shammrock
WRKR-FM, 100.7, 50 KW @ 500,	ROCK	ABC-C,	\$13.00 (Masla), O'Connor (RACINE)
WZMF-FM, 98.3, 3 KW @ 310,	AOR	ABC-F,	\$19.00 (Masla) (MENOM. FALLS)
WZUU-FM+, 95.7, 50 KW @ 355,	ROCK	ABC-G,	\$40.25 (Eastman), Malrite

TV STATIONS

WISN	Milwaukee	12	CBS, Hearst	(\$1200)
WITI	Milwaukee	6	ABC, Storer	(\$1600)
WTMJ	Milwaukee	4	NBC, Milwaukee Journal	(\$1000)
WTV	Milwaukee	18	IND, Gaylord	(\$ 350)

NEWSPAPER

Milwaukee Journal, Sentinel	ME	507,910	\$2.55	\$6,120
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\*WEZW has been sold to Multimedia pending regulatory approval.

SRDS Market #15  
 ADI #13  
 Revenue Rank #10  
 Income Rank #4

MINNEAPOLIS - ST. PAUL

APR 15.8  
 Revenue: \$16,785,723  
 Income: \$ 3,275,121

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WCCO	718/27.9	27.7	1. WCCO	1094	1. WCCO	700	1. WCCO	12978
2. KDWB+	240/9.4	7.2	2. KDWB+	327	2. WAYL-FM+	182	2. KDWB+	6935
3. WAYL-FM+	184/7.2	5.4	3. KSTP	220	3. KEEY-FM	144	3. KSTP	4872
4. WCCO-FM	160/6.2	5.4	4. WCCO-FM	211	4. WCCO-FM	143	4. WCCO-FM	3392
5. QQRS-FM+	154/6.0	4.8	5. WAYL-FM+	200	5. KDWB+	130	5. WAYL-FM+	3250
6. KEEY-FM	146/5.7	5.7	6. QQRS-FM+	162	QQRS-FM+	130	6. WDGY	3170
7. KSTP	126/4.9	5.7	7. KEEY-FM	155	7. KSTP-FM	97	7. KEEY-FM	2364
8. KSTP-FM	98/3.8	3.5	8. KSTP-FM	131	8. KSTP	89	8. KSTP-FM	2164
9. WDGY	79/3.1	4.4	9. WDGY	116	9. KRSI	71	9. QQRS-FM+	1917
10. KRSI	73/2.8	2.3	10. KRSI	83	10. WLOL	66	10. KRSI	1643
11. WLOL	69/2.7	1.5	11. WLOL	74	11. WDGY	55	11. WLOL	1414
12. KFMX-FM	62/2.4	3.1	12. KFMX-FM	71	12. KFMX-FM	50	12. KFMX-FM	1389

12+ FM SHARE (METRO): 37.66% ( 880 of 2337) (A/M 76: 35.85%)  
 12+ FM SHARE (TSA): 33.51% (1038 of 3098) (A/M 76: 31.41%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM DRIVE</u>	
1. KDWB+	110	1. QQRS-FM+	129	1. WCCO	396	1. WCCO	433	1. WCCO	2362
2. KSTP	37	2. WCCO	119	2. WAYL-FM+	122	2. WAYL-FM+	148	2. WCCO-FM	297
3. QQRS-FM+	24	3. KDWB+	118	3. KEEY-FM	86	3. KEEY-FM	86	3. KSTP	266
WDGY	24	4. WCCO-FM	96	4. WCCO-FM	82	4. KRSI	43	4. KDWB+	228
5. WCCO	18	5. KSTP	75	5. KSTP-FM	75	5. WCCO-FM	36	5. WAYL-FM+	222

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR	760 (2)	98 (1)	858 (3)	36.7
ROCK/CONTEMP	401 (4)	420 (4)	821 (8)	35.1
BTFL MUSIC	48 (1)	319 (3)	367 (4)	15.7
COUNTRY	184 (3)	43 (1)	227 (4)	9.7
NEWS/INFO/TALK	33 (1)		33 (1)	1.4
BIG BAND	31 (1)		31 (1)	1.3
			<u>2337 (21)</u>	

MINNEAPOLIS - ST. PAUL ADI

<u>12+ ADI 1/4</u>		<u>12+ ADI CUME</u>	
1. WCCO	966	1. WCCO	11299
2. KDWB+	306	2. KDWB+	6524
3. WCCO-FM	207	3. KSTP	4540
4. WAYL-FM+	200	4. WCCO-FM	3254
5. KSTP	196	5. WAYL-FM+	3222
6. KQRS-FM+	161	6. WDGY	2814
7. KEEY-FM	153	7. KEEY-FM	2346
8. KSTP-FM	128	8. KSTP-FM	2110
9. WDGY	101	9. KQRS-FM+	1912
10. KRSI	82	10. KRSI	1636
11. WLOL	73	11. WLOL	1375
12. KFMX-FM	67	12. KFMX-FM	1333
13. KTCR	54	13. KEEY	1213
14. KNUJ	53	14. WWTC	1089
15. KTCR-FM	50	15. KTCR-FM	843

ADI FM SHARE: 33.61% (1096 of 3261) (A/M 76: 31.85%)

AM STATIONS

WCCO, 50 KW	@ 830, MOR/VARIETY	CBS,	\$127.50 (CBS Spot)
KDWB+, 5 KW/500W	@ 630, ROCK	IND,	\$ 56.00 (RAR) Doubleday
KSTP, 50 KW	@ 1500, ROCK	IND,	\$ 47.00 (Mc-Guild) Hubbard
WDGY, 50 KW/25 KW	@ 1130, ROCK	IND,	\$ 34.50 (Blair) Storz
KRSI, 1 KW	@ 950, COUNTRY (Drake-Chen)	ABC-E,	\$ 21.00 (Katz) Park
WLOL, 5 KW	@ 1330, COUNTRY	ABC-1,	\$ 17.50 (Pro-Meek) Mid Continent
KTCR, 500 W	@ 690, COUNTRY	MBS,	\$ 24.50 (Masla)
WWTC, 5 KW	@ 1280, NEWS	NBC,	\$ 23.00 (Buckley) Buckley
KEEY, 1 KW/250W	@ 1400, MOR	IND,	\$ 20.00 (Katz) Malrite
KNUJ, 1 KW	@ 860 (Days,) COUNTRY		\$ 8.00 (Hurley)

FM STATIONS

WLOL-FM, 99.5, 72 KW @ 449, BTFL MUS/STANDARDS	IND,	\$10.00 (Pro-Meek)
WCCO-FM, 102.9, 100 KW @ 1304, CONTEMP	ABC-C,	\$36.00 (Eastman)
WAYL-FM+, 93.7, 100 KW @ 460, BTFL MUSIC	IND,	\$44.00 (Tor-Lask) Entercom
KTCR-FM, 97.1, 50 KW @ 150, COUNTRY	MBS,	\$24.50 (Masla)
KSTP-FM, 94.5, 100 KW @ 1250, MOR (Bonneville)	IND,	\$31.00 (Mc-Guild) Hubbard
KQRS-FM+, 92.5, 27 KW @ 210, AOR	IND,	\$33.00 (ABC Spot) McKenna
KFMX-FM, 104.1, 53 KW @ 260, ROCK (Drake-Chen)	IND,	\$16.00 (Katz) Park
KEEY-FM, 102.1, 100 KW @ 445, BTFL MUS (Bonneville)	IND,	\$34.00 (Katz) Malrite

TV STATIONS

WMSP	Minneapolis	9	ABC, 20th Century Fox	(\$1200)
KSTP	Minneapolis	5	NBC, Hubbard	(\$1300 - Little House)
WCCO	Minneapolis	4	CBS	(\$1500 - Waltons)
WTCN	Minneapolis	11	IND, Metromedia	

NEWSPAPERS

Minneapolis Star, Tribune	ME	467,224	\$3.62	\$6,538
St. Paul Pioneer Press, Dispatch	ME	221,561	\$2.06	\$3,745, Knight-Ridder

SRDS Market #90  
 Revenue Rank #105  
 Income Rank #302

MOBILE

APR 14.1  
 Revenue: \$2,388  
 Income: \$ -221.

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>	<u>18+ METRO</u>	<u>12+ TSA CUME</u>
1. WABB	72/15.7	11.4	1. WABB-FM 107	1. WABB 53	1. WABB-FM 1541
2. WABB-FM	67/14.6	10.9	2. WABB 78	2. WABB-FM 46	2. WABB 1424
3. WBLX-FM	48/10.4	16.6	3. WJLQ-FM 64	3. WUNI 39	3. WJLQ-FM 1026
4. WUNI	40/8.7	6.3	4. WBLX-FM 49	4. WBLX-FM 37	4. WKRG-FM 745
5. WMOB	36/7.8	5.1	5. WKSJ-FM 45	5. WMOB 33	5. WKSJ-FM 678
6. WKRG	33/7.2	8.0	6. WUNI 42	6. WKRG 32	6. WBLX-FM 628
7. WKSJ-FM	25/5.4	5.1	7. WKRG-FM 37	7. WKSJ-FM 24	WUNI 628
8. WLPR-FM	22/4.8	7.6	WMOB 37	8. WLPR-FM 22	8. WKRG 553
9. WGOK	19/4.1	6.5	9. WKRG 34	9. WKRG-FM 18	9. WLPR-FM 428
WKRG-FM	19/4.1	5.9	10. WLPR-FM 32	10. WGOK 16	10. WMOB 376

FM SHARE (METRO): 46.49% (205 of 441) (A/M 76: 51.83%)  
 FM SHARE (TSA): 59.73% (353 of 591) (A/M 76: 60.55%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. WABB-FM 21	1. WABB-FM 33	1. WABB 26	1. WUNI 23	1. WABB-FM+ 178
2. WABB 19	WABB 33	2. WABB-FM 21	2. WMOB 21	2. WKSJ-FM 82
3. WBLX-FM 11	3. WBLX-FM 24	WUNI 21	3. WKRG 20	3. WKRG 70
4. WJLQ-FM 4	4. WKRG-FM 12	4. WBLX-FM 18	4. WABB 18	4. WUNI 61

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	74 (2)	93 (3)	167 (5)	37.9
BLACK	31 (2)	64 (2)	95 (4)	21.5
COUNTRY	54 (3)	26 (2)	80 (5)	18.1
MOR	77 (3)		77 (3)	17.5
BTFL MUSIC		22 (1)	22 (1)	5.0
			441 (18)	

AM STATIONS

WABB, 1480, 5 KW,	ROCK	ABC-C,	\$23.85 (Eastman)
WUNI, 1410, 5 KW,	COUNTRY	NBC,	\$21.25 (H. R. Stone)
WKRG, 710, 1 KW/500W,	MOR	CBS,	\$14.50 (Katz)
WGOK, 900, 1 KW (Days),	BLACK	MBN,	\$10.00 (Dore/Wal)
WMOB, 840, 1 KW (Days),	MOR	ABC-E,	\$21.00 (Tor-Lask)

FM STATIONS

WABB-FM, 97.5, 100 KW @ 593,	ROCK	IND,	\$23.85 (Eastman)
WBLX-FM, 92.9, 25 KW @ 470,	BLACK	NBN,	\$16.50 (Howard), Beasley
WKSJ-FM, 94.9, 100 KW @ 410,	COUNTRY	ABC-1,	\$21.00 ( ---- )
WLPR-FM, 96.1, 40 KW @ 444,	BTFL MUS (TM)	IND,	\$17.00 (Groskin)
WKRG-FM, 99.9, 100 KW @ 850,	CONTEMP (Drake-Chen)	ABC-F,	\$14.50 (Katz)

WJLQ-FM - See Pensacola

TV STATIONS

WALA	Mobile	10	NBC, Detroit News	(\$225)
WEAR	Mobile	3	ABC, Rollins	(\$400)
WKRG	Mobile	5	CBS	(\$155)

NEWSPAPERS

Mobile Register, Press	ME	101,183	\$ .77	\$1,909, Newhouse
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ADS Market #155  
 Revenue Rank #143  
 Income Rank #218

MODESTO

APR 14.0  
 Revenue: \$1,692,104  
 Income: \$ -11,258

<u>12+ METRO (1/4/SHARE)</u>		<u>1976</u>	<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KFIV	50/20.3	10.8	1. KRAK	64	1. KFIV	29	1. KRAK	972
2. KRAK	19/7.7	10.0	2. KFIV	60	2. KRAK	18	2. KFRC	911
3. KITA-FM	16/6.5	1.3	3. KFRC	50	3. KITA-FM	16	3. KNBR	847
4. KTRB	15/6.1	6.9	4. KNBR	50	4. KTRB	15	4. KFIV	810
5. KBEE-FM	14/5.7	6.5	5. KCBS	48	5. KBEE-FM	14	5. KCBS	731
6. KFRC	13/5.3	7.4	6. KCEY	34	6. KOSO-FM	12	6. KTRB	525
7. KOSO-FM	12/4.9	3.9	7. KMYT-FM	30	7. KCEY	11	7. KFYE-FM	405
8. KNBR	12/4.9	7.4	8. KFYE-FM	26	8. KNBR	11	8. KMYT-FM	373
9. KCEY	11/4.5	6.9	9. KTRB	22	9. KCBS	10	9. KCEY	349
10. KBEE	10/4.1	5.2	10. KBEE-FM	18	10. KFRC	9	10. KMJ	344

12+ FM SHARE (METRO): 28.24% (61 of 216) (A/M 76: 23.76%)  
 12+ FM SHARE (TSA): 23.47% (115 of 490) (A/M 76: 27.84%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM DRIVE</u>
1. KFIV 21	1. KFIV 25	1. KRAK 13	1. KRAK 12	1. KCBS 102
2. KFRC 4	2. KITA-FM 11	2. KBEE-FM 11	2. KBEE-FM 8	2. KRAK 97
3. KBEE 2	3. KFRC 9	3. KFIV 9	3. KTRB 8	3. KNBR 92

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	73 (3)	10 (1)	83 (4)	38.4
COUNTRY	50 (5)		50 (5)	23.2
BTFL MUSIC		32 (3)	32 (3)	14.8
NEWS	22 (3)		22 (3)	10.2
SPANISH		16 (1)	16 (1)	7.4
NEWS/INFO/TALK	10 (1)		10 (1)	4.6
UNKNOWN		3 (1)	3 (1)	1.4
			<u>216 (18)</u>	

RADIO STATIONS

KBEE,	1 KW	@ 970, ROCK (Drake-Chennault)	IND,	\$10.50 (Katz) McClatchy
KCEY,	5 KW	@ 1390, COUNTRY	ABC-E,	\$11.00 (Selcom)
KFIV,	5 KW/1 KW	@ 1360, CONTEMP	ABC-C,	\$13.50 (Mc-Guild)
KTRB,	10 KW/1 KW	@ 860, COUNTRY	MBS,	\$ 9.00 (Tor-Lask)
KBEE-FM, 103.3,	11 KW	@ 150, BTFL MUSIC (TM)	IND,	\$10.50 (Katz) McClatchy
KITA-FM, 102.3,	3 KW	@ 300, SPANISH	IND,	\$ 8.00 (Lotus)
KOSO-FM, 93.1,	1 KW	@ 3200, BTFL MUSIC	ABC-1,	\$ 5.00 (Sav-Gates)

FOR OTHER STATIONS SEE SAN FRANCISCO AND SACRAMENTO

FOR TV STATIONS AND NEWSPAPERS SEE SACRAMENTO

ADS Market NA  
 Revenue Rank 50  
 Income Rank 167

NASSAU - SUFFOLK

APR 17.4  
 Revenue: \$4,879,930  
 Income: \$ 28,591

NASSAU - SUFFOLK IS A PORTION OF THE NEW YORK METRO.  
 FOR THIS MARKET REPORT ONLY THOSE STATIONS HOME TO  
 NASSAU - SUFFOLK ARE LISTED. FOR THIS MARKET THERE  
 IS NO TSA.

<u>12- METRO (1/4/SHARE)</u>		<u>1976</u>	<u>18 + METRO</u>		<u>12+ METRO CUME</u>	
WBLI-FM	195/5.0	4.3	1. WCTO-FM	169	1. WBLI-FM	2821
WCTO-FM	170/4.3	4.0	2. WBLI-FM	157	2. WCTO-FM	1988
WTFM-FM	112/2.9	2.6	3. WTFM-FM	111	3. WTFM-FM	1464
WLIR-FM	90/2.3	1.0	4. WIOK-FM	80	4. WLIR-FM	1395
WIOK-FM	80/2.0	1.5	WLIR-FM	80	5. WGSM	1166
WHLI	77/2.0	1.1	6. WHLI	77	6. WBAB-FM	1165
WGSM	75/1.9	2.5	7. WALK-FM+	74	7. WGBB	1140
WALK-FM+	74/1.9	1.7	8. WGSM	72	8. WIOK-FM	1042

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM DRIVE</u>	
WBLI-FM	38	1. WBLI-FM	122	1. WCTO-FM	100	1. WCTO-FM	109	1. WBLI-FM	217
WLIR-FM	10	2. WLIR-FM	79	2. WBLI-FM	92	2. WTFM-FM	88	2. WALK-FM+	185
WBAB-FM	5	3. WCTO-FM	45	3. WTFM-FM	61	3. WGSM	64	3. WCTO-FM	146

STATIONS

WCTO-FM, 94.3,	3 KW @ 300,	BTFL MUSIC (Schulke)	NO NET, \$29.50,	(P/W) Greater Media
WBAB-FM, 102.3,	3 KW @ 175,	CONTEMP	NO NET, \$29.50	
WBLI-FM, 106.1,	10 KW @ 500,	CONTEMP	NO NET, \$33.00,	(Masla) Beck-Ross
WALK-FM+, 97.5,	15 KW @ 520,	MOR	NO NET, \$16.00,	(Roslin) Horizons
WLIR-FM, 92.7,	3 KW @ 300,	AOR	NO NET, \$32.00,	(Roslin)
WIOK-FM, 98.3,	3 KW @ 300,	BTFL MUSIC	NO NET, \$23.00,	(Masla)
WTFM-FM, 103.5,	7 KW @ 960,	BTFL MUSIC	NO NET, \$50.00,	(Sand-Glenn)

STATIONS

WHLI, 10 KW @ 1100,	ROCK	NO NET, \$32.00	(Masla)
WGSM, 5 KW @ 740,	MOR	NO NET, \$31.50	(Eastman), Greater Media

SRDS Market #83  
 ADI #22  
 Revenue Rank #93  
 Income Rank #269

NEW HAVEN

APR 15.0  
 Revenue: \$2,752,343  
 Income: \$ -84,629

<u>12+ METRO (1/4/SHARE)</u>			<u>1976</u>		<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>			
1.	WELI	96/17.3	19.8	1.	WPLR-FM	223	1.	WELI	93	1.	WNBC	2569
2.	WKCI-FM	54/9.7	8.1	2.	WEZN-FM	208	2.	WKCI-FM	53	2.	WCBS	2506
	WAVZ	54/9.7	10.3	3.	WCBS	130	3.	WPLR-FM	44	3.	WPLR-FM	2406
4.	WPLR-FM	50/9.0	9.1	4.	WNBC	110	4.	WAVZ	40	4.	WEZN-FM	2333
5.	WKSS-FM	39/7.0	5.4	5.	WELI	109	5.	WKSS-FM	39	5.	WABC	2318
6.	WDRG-FM	29/5.2	8.8		WKCI-FM	109	6.	WWYZ-FM	28	6.	WICC	2059
	WWYZ-FM	29/5.2	.5	7.	WABC	84	7.	WCBS	27	7.	WELI	1584
8.	WCBS	28/5.0	3.7		WICC	84	8.	WNBC	21	8.	WKCI-FM	1380
9.	WNBC	26/4.7	2.8	9.	WKSS-FM	81	9.	WDRG-FM	17	9.	WAVZ	1325
10.	WEZN-FM	16/2.9	3.3	10.	WHN	72	10.	WEZN-FM	16	10.	WDRG-FM	1222

12+ FM SHARE (METRO): 46.80% (241 of 515) (A/M 76: 44.13%)  
 12+ FM SHARE (TSA): 50.53% (864 of 1710) (A/M 76: 45.95%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM DRIVE</u>			
1.	WAVZ	14	1.	WPLR-FM	44	1.	WELI	54	1.	WCBS	306
2.	WDRG-FM	12	2.	WAVZ	27	2.	WKCI-FM	34	2.	WEZN-FM	240
3.	WPLR-FM	6	3.	WWYZ-FM	23	3.	WKSS-FM	27	3.	WELI	237
4.	WNBC	5	4.	WELI	13	4.	WWYZ-FM	20	4.	WPLR-FM	225

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	70 (5)	119 (4)	189 (9)	36.7
MOR	150 (5)		150 (5)	29.1
BTFM MUSIC		118 (5)	118 (5)	22.9
NEWS/INFO/TALK	39 (4)		39 (4)	7.6
COUNTRY	9 (1)	4 (1)	13 (2)	2.5
JAZZ		6 (1)	6 (1)	1.2
			515 (26)	

RADIO STATIONS

WAVZ, 1 KW @ 1300, ROCK NO NET, \$26.95 (Eastman) Kops-Monahan  
 WELI, 5 KW @ 960, MOR NO NET, \$48.50 (Blair) Covenant  
 WKCI-FM, 101.3, 12 KW @ 870, BTFM MUSIC (Master) NO NET, \$26.95 (Eastman) Kops-Monahan  
 WPLR-FM, 99.1, 10 KW @ 950, ROCK NO NET, \$35.00 (Katz)

FOR OTHER STATIONS SEE NEW YORK, HARTFORD AND BRIDGEPORT

FOR ADI INFORMATION SEE HARTFORD

FOR TV AND NEWSPAPER INFORMATION SEE HARTFORD

EDS Market #34  
 #38  
 Revenue Rank #33  
 Income Rank #53

NEW ORLEANS

APR 14.3  
 Revenue: \$7,059,228  
 Income: \$ 325,872

<u>12+ METRO (1/4/SHARE)</u>		<u>1976</u>	<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WSMB	114/9.0	10.3	1. WTIK	171	1. WSMB	113	1. WTIK	4226
2. WQUE-FM	100/7.9	3.8	2. WWL	148	2. WBYU-FM	95	2. WNOE	3277
3. WBYU-FM	96/7.6	8.4	3. WNOE	146	3. WGSO	81	3. WWL	3052
4. WNOE	94/7.4	6.7	4. WSMB	126	4. WQUE-FM	80	4. WQUE-FM	2021
5. WGSO	83/6.5	5.3	5. WQUE-FM	121	5. WNOE	64	5. WNOE-FM	1946
6. WRNO-FM	82/6.5	6.1	6. WBYU-FM	112	6. WWL	64	6. WRNO-FM	1618
7. WTIK	82/6.5	6.2	7. WNOE-FM	106	7. WTIK	63	7. WYLD	1564
8. WYLD	78/6.1	5.4	8. WYLD	103	8. WNOE-FM	62	8. WBYU-FM	1502
9. WNOE-FM	73/5.7	6.8	9. WRNO-FM	101	9. WRNO-FM	61	9. WGSO	1493
10. WWL	65/5.1	4.9	10. WGSO	86	10. WSHO	54	10. WSMB	1414

12+ FM SHARE (METRO): 42.24% (509 of 1200) (A/M 76: 40.05%)  
 12+ FM SHARE (TSA): 41.07% (683 of 1663) (A/M 76: 38.15%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. WNOE 30	1. WQUE-FM 58	1. WBYU-FM 57	1. WSMB 82	1. WWL 300
2. WYLD 25	2. WNOE-FM 56	2. WQUE-FM 48	2. WBYU-FM 53	2. WSMB 206
3. WRNO-FM 21	3. WRNO-FM 54	3. WSMB 47	3. WGSO 46	3. WTIK 195
4. WQUE-FM 20	4. WTIK 43	4. WGSO 43	4. WWL 36	4. WGSO 185
5. WTIK 19	5. WNOE 42	5. WWL 34	WEZB-FM 36	5. WNOE 138

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	176 (2)	255 (3)	431 (5)	35.9
BLACK	169 (3)	65 (2)	234 (5)	19.5
DISCO	205 (3)		205 (3)	17.1
SOUL MUSIC		189 (3)	189 (3)	15.8
COUNTRY	134 (3)		134 (3)	11.2
RELIGION	7 (1)		7 (1)	0.6
			<u>1200 (20)</u>	

NEW ORLEANS ADI

12+ ADI 1/4

1. WTIK	137
2. WNOE	126
3. WSMB	124
4. WQUE-FM	116
5. WBYU-FM	108
6. WNOE-FM	100
7. WRNO-FM	97
8. WWL	94
9. WYLD	91
10. WGSO	85
11. WSHO	64
12. WBOK	63
WEZB-FM	63
14. WWL-FM	56
15. WXEL-FM	51

12+ ADI CUME

1. WTIK	3248
2. WNOE	2687
3. WWL	2012
4. WQUE-FM	1875
5. WNOE-FM	1786
6. WRNO-FM	1538
7. WBYU-FM	1465
8. WGSO	1442
9. WSMB	1381
10. WYLD	1305
11. WBOK	1119
12. WWL-FM	956
13. WEZB-FM	815
14. WXEL-FM	650
15. WSHO	593

ADI FM SHARE: 45.05% (728 of 1616) (A/M 76: 41.44%)

AM STATIONS

WTIX, 690, 10 KW/5 KW,	CONTEMP	IND, \$49.00 (Blair), Storz
WNOE, 1060, 50 KW/ 5 KW,	ROCK	ABC-C, \$50.50 (Mc-Guild), Noc
WSMB, 1350, 5 KW,	MOR	ABC-E, \$23.25 (MMR)
WWL, 870, 50 KW,	COUNTRY	CBS, \$49.00 (Katz), Loyola Univ.
WYLD, 940, 10 KW/500W	BLACK	IND, \$21.00 (Howard)
WGSO, 1280, 5 KW	MOR-CONTEMP/NEWS	ABC-1, \$42.12 (Eastman), Covenant
WSHO, 800, 1 KW (Days)	COUNTRY	MBS, \$19.00 (H. R. Stone), Young
WBOK, 1230, 1 KW/250W	BLACK	NBN, \$15.00 (Tor-Lask), Starr

FM STATIONS

WBYU-FM, 95.7, 100 KW @ 600, BTFL MUS (Schulke)	IND, \$33.00 (Buckley), Swanson
WQUE-FM, 93.3, 100 KW @ 512, ROCK (TM)	IND, \$42.12 (Eastman), Covenant
WNOE-FM, 101.1, 100 KW @ 440, ROCK	ABC-C, \$50.50 (Mc-Guild), Noc
WRNO-FM, 99.5, 100 KW @ 370, ROCK	ABC-F, \$26.00 (ABC-Spot), Gulf South
WEZB-FM, 97.1, 100 KW @ 511, BTFL MUSIC	IND, \$21.00 (P/W), EZ Communi.
WWL-FM, 101.9, 95 KW @ 830, BTFL MUS (FM-100)	IND, \$20.00 (Katz), Loyola Univ.
WXEL-FM, 105.3, 100 KW @ 407, BLACK	MBN, \$13.25 (Selcom)

TV STATIONS

WDSU	New Orleans	6	NBC, Cosmos	(\$1100)
WGNO	New Orleans	26	IND, Vanderbilt Corp.	(\$250 - Friday Movie)
WVUE	New Orleans	8	ABC, Screen Gems	(\$1150 - Happy Days)
WWL	New Orleans	4	CBS, Loyola Univ.	(\$1000 - Waltons)

NEWSPAPERS

New Orleans Times-Picayune,				
States - Item,	ME	324,235	\$1.65	\$4,455, Newhouse

ES Market #1  
 #1  
 Revenue Rank #1  
 Income Rank #1

NEW YORK

APR 17.0  
 Revenue: \$58,176,605  
 Income: \$ 7,654,291

- METRO (1/4/SHARE) 1976		12+ TSA		18+ METRO		12+ TSA CUME		
WABC	1855/8.1	9.1	1. WABC	2159	1. WOR	1591	1. WABC	42807
WOR	1605/7.0	8.1	2. WOR	1777	2. WABC	1342	2. WCBS	28635
WBLS-FM	1365/5.9	5.0	3. WCBS	1442	3. WCBS	1234	3. WOR	26416
WCBS	1271/5.5	4.8	4. WBLS-FM	1389	4. WINS	1147	4. WINS	24668
WINS	1168/5.1	4.2	5. WINS	1187	5. WBLS-FM	1068	5. WNBC	18515
WPLJ-FM	1012/4.4	3.9	6. WPLJ-FM	1068	6. WRFM-FM	907	6. WPLJ-FM	17041
WRFM-FM	913/4.0	5.0	7. WRFM-FM	985	7. WNEW	853	7. WXLO-FM	16969
WNEW	872/3.8	3.2	8. WHN	965	8. WMCA	847	8. WBLS-FM	16388
WMCA	871/3.8	3.5	9. WMCA	907	9. WHN	801	9. WMCA	14950
WHN	821/3.6	2.8	10. WNEW	906	10. WCBS-FM	751	10. WCBS-FM	14541
WCBS-FM	811/3.5	3.0	11. WCBS-FM	831	11. WPAT	693	11. WHN	14396
WPAT	695/3.0	3.1	12. WPAT	699	12. WPLJ-FM	649	12. WNEW	14064
WXLO-FM	643/2.8	3.3	13. WXLO-FM	696	13. WPAT-FM	633	13. WRFM-FM	11793
WPAT-FM	639/2.8	2.7	14. WPAT-FM	665	14. WADO	625	14. WPAT	11627
WADO	637/2.8	3.3	15. WNBC	656	15. WNEW-FM	474	15. WPIX-FM	11458

12+ FM SHARE (METRO): 43.25% (9215 of 21306) (A/M 76: 43.34%)  
 12+ FM SHARE (TSA): 42.53% (9746 of 22916) (A/M 76: 42.63%)

TEENS	18 - 34	25 - 54	35 - 64	AM DRIVE
WABC 513	1. WBLS-FM 804	1. WABC 827	1. WOR 808	1. WOR 3748
WPLJ-FM 363	2. WABC 711	2. WCBS 553	2. WCBS 706	2. WCBS 3095
WBLS-FM 297	3. WPLJ-FM 539	WHN 553	3. WINS 625	3. WINS 2780
WXLO-FM 221	4. WCBS-FM 538	4. WBLS-FM 528	4. WRFM-FM 576	4. WABC 2565
WWRL 100	5. WNEW-FM 361	5. WOR 497	5. WABC 546	5. WBLS-FM 1551
WPIX-FM 94	6. WKTU-FM 323	6. WRFM-FM 491	6. WPAT-FM 474	6. WNEW 1524
WCBS-FM 60	7. WXLO-FM 318	7. WINS 469	7. WNEW 470	7. WHN 1377

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	1956 (2)	4284 (9)	6240 (11)	29.3
NEWS/INFO/TALK	4915 (4)		4915 (4)	23.1
POPULAR MUSIC	946 (2)	2770 (7)	3716 (9)	17.4
CLASSICAL	1550 (5)	63 (2)	1613 (7)	7.6
DISCO	608 (3)	1365 (1)	1973 (4)	9.3
COUNTRY	821 (1)		821 (1)	3.9
CLASSICAL	73 (1)	432 (2)	505 (3)	2.4
SPANISH	1034 (2)		1034 (2)	4.9
RELIGION	85 (1)		85 (1)	.03
OTHER ETHNIC	103 (1)	103 (1)	206 (2)	.10
OTHER		198 (1)	198 (1)	.09

21306 (45)

12+ ADI 1/4

12+ ADI CUME

1. WABC	2111
2. WOR	1737
3. WBLS-FM	1381
4. WCBS	1375
5. WINS	1179
6. WPLJ-FM	1051
7. WRFM-FM	982
8. WHN	930
9. WNEW	898
10. WMCA	893
11. WCBS-FM	825
12. WPAT	699
13. WXLO-FM	690
14. WPAT-FM	663
15. WADO	637

1. WABC	41321
2. WCBS	27294
3. WOR	25683
4. WINS	24280
5. WNBC	16811
6. WPLJ-FM	16746
7. WXLO-FM	16733
8. WBLS-FM	16264
9. WMCA	14700
10. WCBS-FM	14393
11. WHN	13882
12. WNEW	13814
13. WRFM-FM	11758
14. WPAT	11622
15. WPIX-FM	11417

ADI FM SHARE: 44.16% (10121 of 22919) (A/M 76: 43.21%)

AM STATIONS

WABC, 50 KW @ 770, ROCK	ABC-C, \$200.00 (Blair), ABC
WADO, 5 KW @ 1280, SPANISH	NO NET, \$ 57.75 , Bartell
WCBS, 50 KW @ 880, NEWS	CBS, \$158.75 (CBS Spot), CBS
WHN, 50 KW @ 1050, COUNTRY	ABC-E, \$138.33 (Christal), Storer
WINS, 50 KW @ 1010, NEWS	NO NET, \$110.00 (RAR), Westinghouse
WMCA, 5 KW @ 570, TALK	MBS, \$ 85.00 (Eastman)
WNBC, 50 KW @ 660, MOR/CONTEMP	NBC, \$ 81.67 (MMR), NBC
WNEW, 50 KW @ 1130, MOR	NO NET, \$108.33 (Metro), Metromedia
WOR, 50 KW @ 710, TALK	NO NET, \$132.50 (RKO), RKO
WPAT, 5 KW @ 930, BTFL MUSIC	NO NET, \$ 82.50 (Katz), Cap. Cities
WWRL, 5 KW @ 1600, BLACK	MBS-B, \$ 60.00 (Howard), Sonderling

FM STATIONS

WBLS-FM, 107.5, 2.0 KW @ 1241, BLACK	NO NET, \$97.00 (H. R.)
WCBS-FM, 101.1, 4.6 KW @ 1300, ROCK	NO NET, \$75.11 (CBS-FM), CBS
WKTU-FM, 92.3, 5.4 KW @ 1200, SOFT ROCK	NO NET, \$110.00 (M - G), SJR
WNEW-FM, 102.7, 4.1 KW @ 1360, AOR	NO NET, \$66.00 (Metro), Metro
WPAT-FM, 93.1, 12 KW @ 870, BTFL MUSIC	NO NET, \$75.00 (Katz), Cap. C.
WPIX-FM, 101.9, 5.4 KW @ 1228, ROCK	NO NET, \$41.67 , WGN Co.
WPLJ-FM, 95.5, 4.6 KW @ 1270, ROCK	ABC-FM, \$105.00 (ABC), ABC
WRFM-FM, 105.1, 5.2 KW @ 1220, BTFL MUS (Bonneville)	NO NET, \$80.00 (T - L), Bonne
WXLO-FM, 98.7, 5.4 KW @ 1250, ROCK	NO NET, \$67.50 (RKO), RKO

TV STATIONS

WABC	New York	7	ABC, ABC	
WCBS	New York	2	CBS, CBS	
WNBC	New York	4	NBC, NBC	(\$10,000)
WBTB	Newark	68	IND	(\$100)
WNEW	New York	5	IND, Metromedia	
WNJU	Newark	47	IND	
WOR	New York	9	IND, RKO	(\$1,200 - Bowling for Dollars)
WPIX	New York	11	IND, WGN Continental	(\$3,500)
WXTV	Paterson	41	IND, Spanish International	(\$300)

NEWSPAPERS

New York Times	M	1,952,338	\$8.25	\$9,900, WGN Contina
New York Times	M	835,700	\$5.68	\$15,336
New York Post	E	547,995	\$4.19	\$5,028, Murdoch
Long Island Newsday	E	452,012	\$3.50	\$3,500, Times-Mirr
Newark Star-Ledger	M	375,967	\$2.30	\$6,520, Newhouse

Revenue Rank: Approx 40  
 Income Rank: Approx 263

<u>METRO (1/4/SHARE) 1976</u>		<u>12+ TSA</u>	<u>18+ METRO</u>	<u>12+ TSA CUME</u>
WTAR	144/10.5 9.3	1. WTAR 157	1. WTAR 140	1. WGH 2627
WCMS-FM	125/9.1 10.4	2. WCMS-FM 155	2. WCMS-FM 125	2. WTAR 2418
WGH	111/8.1 6.6	3. WOWI-FM 143	3. WFOG-FM 98	3. WOWI-FM 1636
WOWI-FM	101/7.4 3.8	4. WGH 133	4. WKEZ-FM 93	4. WNOR-FM 1614
WFOG-FM	98/7.2 7.1	5. WFOG-FM 115	5. WGH 80	5. WFOG-FM 1405
WNOR-FM	97/7.1 6.3	6. WKEZ-FM 111	6. WNOR-FM 79	6. WCMS-FM 1370
WKEZ-FM	93/6.8 5.2	7. WNOR-FM 108	7. WOWI-FM 72	7. WKEZ-FM 1361
WMYK-FM	84/6.1 4.6	8. WMYK-FM 98	8. WMYK-FM 71	8. WRAP 1306
WPCE	70/5.1 4.1	9. WPCE 75	9. WPCE 60	9. WQRK-FM 1258
WQRK-FM	66/4.8 6.7	WRAP 75	10. WRAP 52	10. WMYK-FM 1154

12+ FM SHARE (METRO): 56.42% (729 of 1292) (A/M 76: 55.32%)  
 12+ FM SHARE (TSA): 57.25% (888 of 1551) (A/M 76: 57.13%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
WGH 31	1. WNOR-FM 76	1. WTAR 100	1. WTAR 80	1. WTAR 373
WOWI-FM 29	2. WMYK-FM 69	2. WCMS-FM 93	2. WCMS-FM 72	2. WCMS-FM+ 210
WNOR-FM 18	3. WGH 57	3. WFOG-FM 76	3. WFOG-FM 70	3. WFOG-FM+ 145
WQRK-FM 17	4. WOWI-FM 47	4. WKEZ-FM 71	4. WKEZ-FM 64	4. WGH 133
WRAP 14	5. WQRK-FM 46	5. WNOR-FM 54	5. WCPK 24	5. WNOR-FM 126

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	192 (4)	267 (5)	459 (9)	35.5
SOUL MUSIC	37 (3)	202 (3)	239 (6)	18.5
R&B	136 (2)	101 (1)	237 (3)	18.3
POP	160 (3)		160 (3)	12.4
COUNTRY	39 (2)	125 (1)	164 (3)	12.7
RELIGION		18 (1)	18 (1)	1.4
CLASSICAL		16 (1)	16 (1)	1.2

1292 (26)



NORFOLK ADI

12+ ADI 1/4

1. WTAR	154
2. WCMS-FM	153
3. WOWI-FM	136
4. WGH	131
5. WFOG-FM	109
6. WNOR-FM	108
7. WKEZ-FM	102
8. WMYK-FM	93
9. WPCE	74
WRAP	74
11. WQRK-FM	71
12. WNOR	37
13. WZAM	33
14. WCMS	32
15. WCPK	25

12+ ADI CUME

1. WGH	2598
2. WTAR	2380
3. WNOR-FM	1605
4. WOWI-FM	1566
5. WFOG-FM	1383
6. WCMS-FM	1335
7. WKEZ-FM	1303
8. WRAP	1290
9. WQRK-FM	1244
10. WMYK-FM	1109
11. WPCE	986
12. WNOR	958
13. WCMS	768
14. WGH-FM	515
15. WXRI-FM	474

ADI FM SHARE: 56.51% (881 of 1559) (A/M 76: 55.42%)

AM STATIONS

WTAR, 790, 5 KW,	MOR	CBS, \$30.25 (Christal), Landmark
WGH, 1310, 5 KW,	ROCK	IND, \$31.50 (Blair)
WRAP, 850, 5 KW/1 KW,	BLACK	NBN, \$27.00 (Howard), Rollins
WPCE, 1400, 1 KW/250W,	RELIGION/BLACK	MBN, \$16.00 (Masla)
WNOR, 1230, 1 KW/250W,	CONTEMP	ABC-C, \$20.00 (Buckley)
WZAM, 1110, 50 KW (Days),	COUNTRY	IND, \$13.50 (Eastman)
WCMS, 1050, 5 KW,	COUNTRY	IND, \$38.00 (Katz)
WCPK, 1600, 1 KW (Days),	BTFM MUSIC	NBC, \$10.00 (Mc-Guild)

FM STATIONS

WCMS-FM, 100.5, 50 KW @ 409,	COUNTRY	IND, \$38.00 (Katz)
WOWI-FM, 102.9, 50 KW @ 500,	BLACK	MBN, \$18.00 (Masla)
WFOG-FM, 92.9, 50 KW @ 500,	BTFM MUS (Bonneville)	IND, \$20.00 (Eastman)
WNOR-FM, 98.7, 46 KW @ 549,	ROCK	IND, \$24.00 (Buckley)
WKEZ-FM, 95.7, 40 KW @ 881,	BTFM MUS (Schulke)	IND, \$16.50 (Christal), L'ma
WMYK-FM, 93.7, 100 KW @ 940,	AOR	IND, \$13.50 (Eastman)
WQRK-FM, 104.7, 50 KW @ 418,	ROCK (TM)	IND, \$23.50 (ABC Spot)
WGH-FM, 97.3, 74 KW @ 420,	CLASSICAL	IND, \$12.00 (Con Music Sales)
WXRI-FM, 105.3, 50 KW @ 500,	RELIGION	IND, \$ 6.00 ( --- ), Christ.

TV STATIONS

WAVY	Norfolk	10	NBC, LIN	(\$900)
WTAR	Norfolk	3	CBS, Landmark	(\$900 - Waltons)
WVEC	Hampton	13	ABC	(\$675 - Happy Days)
WYAH	Norfolk	27	IND, Christian	(\$110 - Marcus Welby)

NEWSPAPERS

Norfolk Virginian - Pilot,					
Ledger - Star	ME	220,099	\$4,390, Landmark	\$1.61	
Newport News Press,					
Times Herald	ME	96,298	\$1,867	.70	

PDS Market #58  
 DI #49  
 Revenue Rank #65  
 Income Rank #74

NORTHEAST PENNSYLVANIA  
 (WILKES-BARRE - SCRANTON)

APR 18.4  
 Revenue: \$4,013,467  
 Income: \$ 220,800

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WARM	134/13.5	17.4	1. WARM	153	1. WARM	119	1. WARM	2393
2. WNAK	117/11.8	7.2	2. WNAK	120	2. WNAK	117	2. WGBI-FM	1385
3. WGBI-FM	72/7.3	1.5	3. WGBI-FM	86	3. WGBI-FM	67	3. WILK	1298
4. WBRE+	67/6.7	5.5	4. WBRE+	74	4. WBRE+	66	4. WBRE+	1213
5. WILK	61/6.2	6.5	5. WEJL	72	5. WEJL	52	5. WGBI	940
6. WEJL	53/5.3	12.0	6. WILK	69	6. WILK	47	6. WNAK	868
7. WYZZ-FM	45/4.5	4.0	7. WYZZ-FM	47	7. WYZZ-FM	45	7. WEJL	855
8. WVCD-FM	38/3.8	.7	8. WVCD-FM	45	8. WVCD-FM	38	8. WYZZ-FM	724
9. WAZL	33/3.3	3.4	9. WCDL-FM+	40	9. WAZL	33	9. WBAX	559
10. WICK	33/3.3	2.5	10. WEZX-FM	35	10. WICK	32	10. WEZX-FM	554

12+ FM SHARE (METRO): 35.88% (315 of 878) (A/M 76: 20.76%)  
 12+ FM SHARE (TSA): 37.12% (369 of 994) (A/M 76: 21.89%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. WARM 15	1. WARM 46	1. WARM 63	1. WARM 58	1. WARM 326
2. WILK 14	2. WGBI-FM 32	2. WNAK 50	2. WNAK 56	2. WBRE+ 128
3. WEZX-FM 9	3. WEZX-FM 21	3. WGBI-FM 39	3. WBRE+ 40	3. WNAK 116
4. WGBI-FM 5	4. WILK 20	4. WEJL 27	4. WGBI-FM 31	4. WGBI-FM 102

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	279 (6)	115 (4)	394 (10)	44.9
POP	177 (3)	58 (4)	235 (7)	26.8
SOFT MUSIC		93 (3)	93 (3)	10.6
NEWS/INFO/TALK	70 (2)	30 (1)	100 (3)	11.4
COUNTRY	32 (1)		32 (1)	3.7
VARIETY	5 (1)	19 (1)	24 (2)	2.7
			<u>878 (26)</u>	

NORTHEAST PENNSYLVANIA ADI

<u>12+ ADI 1/4</u>		<u>12+ ADI CUME</u>	
1. WARM	152	1. WARM	2357
2. WNAK	120	2. WGBI-FM	1395
3. WGBI-FM	87	3. WILK	1350
4. WBRE+	78	4. WBRE+	1301
5. WEJL	72	5. WGBI	940
6. WILK	70	6. WNAK	873
7. WILQ-FM	60	7. WEJL	855
8. WVCD-FM	56	8. WILQ-FM	790
9. WLSH	53	9. WMLP	778
10. WMLP	51	10. WYZZ-FM	740
11. WYZZ-FM	47	11. WVCD-FM	727
12. WPAM	45	12. WHLM	700
13. WCDL-FM+	40	13. WBAX	559
14. WEZX-FM	35	14. WEZX-FM	554
15. WGBI	34	15. WPPA+	552

ADI FM SHARE: 33.64% (517 of 1537) (A/M 76: 25.79%)

AM STATIONS

WARM,	590,	5 KW,	CONTEMP	IND,	\$40.00 (Eastman),	Susquehanna
WNAK,	730,	1 KW (Days),	MOR	IND,	\$13.00 (P/W)	(NANTICOKE)
WBRE+,	1340,	1 KW/250W,	NEWS	NBC,	\$11.00 (Buckley)	
WEJL,	630,	500W (Days),	MOR	ABC-1,	\$16.00 (Selcom),	Shamrock
WILK,	980,	5 KW/1 KW,	ROCK	ABC-C,	\$17.00 (Mc-Guild)	
WLSH,	1410,	5 KW (Days),	VARIETY	IND,	\$ 6.50 ( ---- )	(LANSFORD)
WMLP,	1380,	1 KW (Days),	CONTEMP	IND,	\$ 5.50 ( ---- )	(MILTON)
WICK,	1400,	1 KW/250W,	TALK/VARIETY	MBS,	\$ 8.00 (Sav-Gates)	
WAZL,	1490,	1 KW/250W,	CONTEMP	NBC,	\$ 6.00 (Market 4)	(HAZLETON)
WGBI,	910,	1 KW/500W,	COUNTRY	CBS,	\$13.50 (Tor-Lask)	
WBAX,	1240,	1 KW/250W,	CONTEMP	ABC-E,	\$10.50 (Tor-Lask),	Griffin
WPAM,	1450,	1 KW/250W,	MOR	NBC,	\$ 6.75 ( ---- )	(POTTSVILLE)
WPPA+,	1360,	5 KW/500W,	MOR	MBS,	\$ 8.00 (Pro-Meek),	Tidmore (POTTSVILLE)

FM STATIONS

WGBI-FM,	101.3,	7 KW @ 1100,	CONTEMP (Drake-Chen)	IND,	\$24.00 (Tor-Lask)	
WILQ-FM,	105.1,	3.8 KW @ 1300,	COUNTRY	IND,	\$14.25 (Pro-Meek)	(WILLIAMSPORT)
WVCD-FM,	97.9,	25 KW @ 660,	BTFM MUS (TM)	IND,	\$ 8.50 (Market 4)	(HAZLETON)
WYZZ-FM,	92.9,	50 KW @ 1065,	BTFM MUS	MBS,	\$10.00 (Market 4)	
WCDL-FM,	94.3,	330W @ 770,	VARIETY	IND,	\$ 5.00 ( ---- )	(CARBONDALE)
WEZX-FM,	107.1,	125W @ 1270,	ROCK	IND,	\$ 8.20 (Selcom),	Shamrock

TV STATIONS

WBRE	Wilkes-Barre	28	NBC	(\$500 - Sanford)
WDAU	Scranton	22	CBS	(\$350 - All In Family)
WNEP	Scranton	16	ABC	(\$600)

NEWSPAPERS

Wilkes-Barre Record, Times-Leader, News	AD	68,968	\$ .56	\$1,348
Scranton Times	E	56,736	.62	\$1,368
Scranton Tribune	M	38,101	.45	\$1,080

PDS Market #37  
 DI #45  
 Revenue Rank #47  
 Income Rank #36

OKLAHOMA CITY

APR 14.3  
 Revenue: \$5,129,820  
 Income: \$ 457,461

<u>12+ METRO (1/4/SHARE)</u>		<u>1976</u>	<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KTOK	156/16.9	16.4	1. WKY	195	1. KTOK	155	1. WKY	4198
2. KATT-FM	107/11.6	8.3	2. KTOK	190	2. KATT-FM	93	2. KOMA	3449
3. KOMA	98/10.6	6.5	3. KOMA	172	3. KKNG-FM	82	3. KTOK	2283
4. WKY	93/10.1	15.5	4. KATT-FM	118	4. WKY	75	4. KOFM-FM	1397
5. KKNG-FM	82/8.9	8.4	5. KKNG-FM	95	5. KOMA	67	5. KKNG-FM	1192
6. KEBC-FM	56/6.1	6.8	6. KOFM-FM	90	6. KEBC-FM	56	6. KATT-FM	1173
7. KFNB-FM	54/5.9	7.9	7. KEBC-FM	74	7. KFNB-FM	52	7. KFNB-FM	898
8. KOFM-FM	47/5.1	5.8	8. KFNB-FM	65	8. KXXY-FM	40	8. KXXY-FM	884
9. KXXY-FM	45/4.9	4.8	9. WNAD	48	9. KOFM-FM	32	9. KEBC-FM	736
10. WNAD	28/3.0	1.3	10. KXXY-FM	47	10. WNAD	27	10. WNAD	711

12+ FM SHARE (METRO): 53.09% (473 of 891) (A/M 76: 45.81%)  
 12+ FM SHARE (TSA): 46.45% (575 of 1238) (A/M 76: 40.36%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. KOMA 31	1. KATT-FM 89	1. KTOK 81	1. KTOK 98	1. KTOK 360
2. WKY 18	2. KOMA 43	2. KATT-FM 53	2. KEBC-FM 48	2. WKY 320
3. KOFM-FM 15	3. WKY 40	3. KEBC-FM 50	3. KKNG-FM 45	3. KOMA 169
4. KATT-FM 14	4. KXXY-FM 28	4. KKNG-FM 42	4. WKY 32	4. KATT-FM 118
5. KWHP-FM 7	5. KOFM-FM 23	5. WKY 41	5. KFNB-FM 28	5. KKNG-FM 112

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	191 (2)	255 (6)	446 (8)	50.1
POP	179 (4)		179 (4)	20.1
SOFT MUSIC	4 (1)	136 (2)	140 (3)	15.7
COUNTRY	38 (2)	56 (1)	94 (3)	10.6
BLUES		21 (1)	21 (1)	2.4
RELIGION	6 (1)	5 (1)	11 (2)	1.2
			<u>891 (21)</u>	

OKLAHOMA CITY ADI

<u>12+ ADI 1/4</u>		<u>12+ ADI CUME</u>	
1. WKY	189	1. WKY	3903
2. KTOK	188	2. KOMA	2746
3. KOMA	141	3. KTOK	2186
4. KATT-FM	118	4. KOFM-FM	1310
5. KKNG-FM	95	5. KKNG-FM	1182
6. KOFM-FM	84	6. KATT-FM	1150
7. KEBC-FM	74	7. KFNB-FM	852
8. KFNB-FM	63	8. KXXY-FM	807
9. WNAD	48	9. KEBC-FM	731
10. KXXY-FM	45	10. WNAD	687
11. KVOO	30	11. KVOO	577
12. WBAP	28	12. KOCY	503
13. KFJL-FM	23	13. WBAP	428
KAEZ-FM	23	14. KLPR	398
15. KAFG-FM	20	15. KFJL-FM	392

ADI FM SHARE: 42.64% (565 of 1325) (A/M 76: 36.91%)

AM STATIONS

WKY, 930,	5 KW,	CONTEMP	IND, \$41.75 (Katz), Gaylord
KTOK, 1000,	5 KW,	MOR	ABC-1, \$42.00 (Eastman), Covenant
KOMA, 1520,	50 KW,	ROCK	IND, \$38.00 (Blair), Storz
WNAD, 640,	1 KW (Days),	COUNTRY	NBC, \$15.00 (H. R. Stone)
KOCY, 1340,	1 KW/250W,	MOR	CBS, \$15.25 (GCI)
KLPR, 1140,	1 KW (Days),	COUNTRY	MBS, \$12.00 (Sav-Gates)

FM STATIONS

KATT-FM, 100.5,	100 KW @ 500,	AOR	IND, \$37.00 (Sav-Gates)
KKNG-FM, 92.5,	100 KW @ 297,	BTFL MUS (Schulke)	IND, \$28.00 (Mc-Guild), Swanson
KOFM-FM, 104.1,	100 KW @ 1425,	ROCK	IND, \$28.00 (Bol-Bur), Amer. Medi
KEBC-FM, 94.7,	50 KW @ 331,	COUNTRY	ABC-E, \$14.00 (Tor-Lask)
KFNB-FM, 101.9,	63 KW @ 420,	BTFL MUS (FM-100)	IND, \$19.25 (Pro-Meek)
KXXY-FM, 96.1,	100 KW @ 300,	ROCK (TM)	IND, \$22.00 (ABC Spot)
KFJL-FM, 98.9,	100 KW @ 499,	BLACK	MBN, \$ 6.50 (Howard)
KAEZ-FM, 107.7,	58 KW @ 215,	CONTEMP	IND, ? ? ( ---- )
KAFG-FM, 102.7,	100 KW @ 1003,	ROCK (Drake-Chen)	ABC-F, \$ 9.00 (Eastman), Covenant*
KWHP-FM, 97.7,	3 KW @ 300,	CONTEMP	MBS, \$ 9.50 (Miller) (EDMOND)

\* Station Changed Call Letters to KZUE-FM

TV STATIONS

KOCO	Oklahoma City	5	ABC, Combined Communications	(\$750 - Happy Days)
KTVY	Oklahoma City	4	NBC, Detroit News	(\$900 - Little House)
KWTV	Oklahoma City	9	CBS, Griffin	(\$900 - MASH)

NEWSPAPERS

Oklahoma City Oklahoman, Times	ME	266,029	\$1.90	\$5,147, Gaylord
Oklahoma City Journal	M	48,056	.50	\$1,204

Revenue Rank #43  
Income Rank #75

OMAHA

Revenue: \$5,527,081  
Income: \$ 220,669

12+ METRO (1/4/SHARE) 1976			12+ TSA		18+ METRO		12+ TSA CUME	
1. KFAB	179/23.1	27.6	1. WOW	444	1. KFAB	176	1. WOW	7026
2. WOW	119/15.3	17.9	2. KFAB	328	2. WOW	96	2. KFAB	4377
3. KOIL	73/9.4	8.0	3. KGOR-FM	108	3. KEZO-FM	70	3. KGOR-FM	1928
4. KEZO-FM	71/9.1	8.9	4. KEZO-FM	105	4. KQKQ-FM	57	4. KOIL	1696
5. KQKQ-FM	69/8.9	6.0	5. KOIL	81	5. KOIL	42	5. KEZO-FM	1520
6. KGOR-FM	63/8.1	10.6	6. KQKQ-FM	81	6. KLNG	40	6. KMA	973
7. KLNG	40/5.2	4.5	7. KMA	67	7. KGOR-FM	39	7. KQKQ-FM	803
8. KOOO	32/4.1	3.1	8. KLNG	41	8. KOOO	31	8. KLNG	651
9. KOOO-FM	30/3.9	1.8	9. KOOO-FM	36	9. KOOO-FM	29	9. KOOO	554
10. KEFM-FM	24/3.1	1.9	10. KOOO	34	10. KEFM-FM	24	10. KOOO-FM	444

FM SHARE (METRO): 36.23% (267 of 737) (A/M 76: 32.33%)  
FM SHARE (TSA): 26.80% (377 of 1407) (A/M 76: 24.58%)

TEENS	18 - 34	25 - 54	35 - 64	AM TSA DRIVE
1. KOIL 31	1. WOW 65	1. KFAB 87	1. KFAB 104	1. KFAB 659
2. KGOR-FM 24	2. KQKQ-FM 57	2. WOW 71	2. KEZO-FM 48	2. WOW 558
3. WOW 23	3. KGOR-FM 36	3. KEZO-FM 45	3. WOW 28	3. KMA 153
4. KQKQ-FM 12	4. KOIL 29	4. KOIL 25	4. KLNG 24	4. KEZO-FM 107

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	203 (3)	132 (2)	335 (5)	45.5
MOR	180 (2)	2 (1)	182 (3)	24.7
POP MUSIC		95 (2)	95 (2)	12.9
COUNTRY	44 (2)	30 (2)	74 (4)	10.0
NEWS/INFO/TALK	40 (1)		40 (1)	5.4
VARIETY	3 (1)	8 (1)	11 (2)	1.5
			737 (17)	

AM STATIONS

WOW, 590, 5 KW,	CONTEMP	ABC-C,	\$53.00 (Blair) Meredith
KFAB, 1110, 50 KW,	MOR	NBC,	\$48.75 (Christal) May
KOIL, 1290, 5 KW,	ROCK	IND,	\$23.50 (Mc-Guild)
KLNG, 1490, 1 KW/250W,	NEWS	CBS,	\$17.75 (Buckley)
KOOO, 1420, 1 KW (Days),	COUNTRY	MBS,	\$ 9.00 (Masla)
KMA, 960, 5 KW,	COUNTRY	ABC-E, ABC-1,	\$23.67 (Katz), May (SHENANDOAH)

FM STATIONS

KEZO-FM, 92.3, 100 KW @ 1210,	BTFL MUS (Bonneville)	IND,	\$22.00 (Blair) Meredith
KQKQ-FM, 98.5, 100 KW @ 187,	AOR	IND,	\$ 6.75 (H. R. Stone)
KGOR-FM, 99.9, 115 KW @ 1227,	ROCK (TM)	IND,	\$18.00 (Christal), May
KOOO-FM, 104.5, 32 KW @ 285,	COUNTRY	MBS,	\$ 7.00 (Masla)
KEFM-FM, 96.1, 100 KW @ 276,	BTFL MUS	IND,	\$12.50 (Mc-Guild)

TV STATIONS

NETV Omaha 7	ABC, Pulitzer	(\$600 - Happy Days)
MTV Omaha 3	NBC, May	(\$500 - Best Sellers)
DWTV Omaha 6	CBS, San Francisco Chronicle	(\$850)

NEWSPAPERS

Omaha World-Herald	ME	235,762	\$1.45	\$3,492
Council Bluffs Nonpareil	E	21,001	.25	\$ 603, Thomson

SRDS Market #60  
 ADI #40  
 Revenue Rank #55  
 Income Rank #319

ORLANDO

APR 16.1  
 Revenue: \$4,582,195  
 Income: \$ 65,775

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WBJW-FM	119/14.3	11.3	1. WDBO-FM	198	1. WDBO	85	1. WBJW-FM	2174
2. WDBO	88/10.6	14.2	2. WBJW-FM	154	2. WHOO-FM	78	2. WDBO-FM	2173
3. WHOO-FM	78/9.4	6.6	3. WDBO	110	3. WDBO-FM	73	3. WDBO	1951
4. WHOO	74/8.9	10.4	4. WHOO-FM	100	4. WHOO	72	4. WLOF	1616
WLOF	74/8.9	7.4	5. WDIZ-FM	95	5. WBJW-FM	70	5. WDIZ-FM	1488
6. WDBO-FM	73/8.8	13.0	6. WHOO	81	WKIS	70	6. WKIS	1325
7. WKIS	70/8.4	4.5	7. WLOF	76	7. WLOF	53	7. WHOO	1276
8. WORL	51/6.1	3.0	8. WKIS	73	8. WORL	43	8. WHOO-FM	1131
9. WOKB	47/5.7	3.8	9. WOKB	66	9. WOKB	42	9. WORJ-FM	686
10. WDIZ-FM	43/5.2	5.4	10. WORL	54	10. WDIZ-FM	36	10. WPCV-FM	656

12+ FM SHARE (METRO): 47.02% (378 of 804) (A/M 76: 48.30%)  
 12+ FM SHARE (TSA): 58.80% (698 of 1187) (A/M 76: 58.76%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. WBJW-FM 49	1. WBJW-FM 56	1. WHOO 49	1. WHOO-FM 58	1. WDBO-FM 206
2. WLOF 21	2. WLOF 38	2. WHOO-FM 45	2. WHOO 53	2. WDBO 175
3. WORJ-FM 11	3. WORL 31	3. WDBO-FM 39	3. WDBO-FM 51	3. WHOO 144
4. WORL 8	WDIZ-FM 31	WKIS 39	4. WDBO 44	4. WKIS 122

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	74 (1)	207 (5)	281 (6)	35.0
BTFL MUSIC		151 (2)	151 (2)	18.9
MOR	162 (3)		162 (3)	20.1
BLACK	98 (2)		98 (2)	12.2
COUNTRY	81 (2)	11 (1)	92 (3)	11.4
RELIGION	3 (1)	3 (1)	6 (2)	0.8
UNKNOWN	8 (1)	6 (1)	14 (2)	1.7
			<u>804 (20)</u>	

ORLANDO - DAYTONA BEACH ADI

<u>12+ ADI 1/4</u>		<u>12+ ADI CUME</u>	
1. WDBO-FM	193	1. WDBO-FM	2089
2. WBJW-FM	145	2. WBJW-FM	1985
3. WDBO	101	3. WDBO	1869
4. WHOO-FM	97	4. WLOF	1592
5. WDIZ-FM	93	5. WDIZ-FM	1441
6. WHOO	81	6. WKIS	1281
7. WLOF	74	7. WHOO	1259
8. WKIS	73	8. WHOO-FM	1061
9. WMOP	67	9. WCKS-FM	884
10. WCKS-FM	62	10. WORJ-FM	520
11. WOKB	61	11. WOKB	498
12. WORL	53	12. WORL	442
13. WORJ-FM	41	13. WMEL	427
14. WFUZ-FM	39	14. WWLV-FM	403
15. WWLV-FM	29	15. WMOP	397

ADI FM SHARE: 53.45% (852 of 1594) (A/M 76: 51.53%)

AM STATIONS

WDBO, 580, 5 KW,	MOR	CBS,	\$29.50 (Blair), Outlet
WHOO, 990, 50 KW/5 KW,	COUNTRY	ABC-1,	\$26.00 (Buckley), Bluegrass
WKIS, 740, 5 KW/1 KW,	MOR	IND,	\$25.50 (Eastman), Susquehanna
WLOF, 950, 5 KW,	ROCK	IND,	\$31.50 (Katz), Rounsaville
WOKB, 1600, 5 KW (Days),	BLACK	NBN,	\$14.40 (Howard)
WORL, 1270, 5 KW (Days),	BLACK	MBN,	\$18.00 (Bol-Bur)
WMOP, 900, 5 KW (Days),	COUNTRY	IND,	\$ 7.00 (Southern) (OCALA)

FM STATIONS

WDBO-FM, 92.3, 100 KW @ 1320,	BTFL MUS (Schulke)	IND,	\$31.75 (Blair), Outlet
WBJW-FM, 105.1, 100 KW @ 370,	ROCK	IND,	\$36.00 (Katz), Rounsaville
WHOO-FM, 96.5, 100 KW @ 493,	BTFL MUS (FM-100)	NBC,	\$21.00 (Buckley), Bluegrass
WDIZ-FM, 100.3, 100 KW @ 820,	ROCK	ABC-F,	\$13.75 (Selcom), Shamrock
WORJ-FM, 107.7, 100 KW @ 350,	ROCK	IND,	\$23.00 (Bol-Bur) (MT. DORA)
WFUZ-FM, 93.7, 100 KW @ 190,	BTFL MUSIC	IND,	\$ 7.00 (Southern) (OCALA)

FOR OTHER LISTED STATIONS SEE DAYTONA BEACH OR MELBOURNE

TV STATIONS

WDBO	Orlando	6	CBS, Outlet	(\$700 - MASH, Waltons)
WESH	Orlando	2	NBC, Cowles	(\$700)
WFTV	Orlando	9	ABC	(\$700 - Happy Days)

NEWSPAPERS

Orlando Sentinel Star	AD	177,494	\$1.54	\$3,708, WGN Cont (Chi. Tribune)
Daytona Beach Journal, News	ME	70,709	.79	\$1,427
Cocoa Today	M	50,208	.59	\$1,473, Gannett



Revenue Rank #121  
Income Rank # 85

PENSACOLA

Revenue: \$2,052.  
Income: \$ 168.

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WJLQ-FM	53/15.3	15.2	1. WJLQ-FM	80	1. WCOA	42	1. WJLQ-FM	1080
2. WBSR	50/14.4	14.7	2. WBSR	51	2. WJLQ-FM	39	2. WBSR	711
3. WCOA	42/12.1	12.6	3. WMEZ-FM	45	WMEZ-FM	39	3. WMEZ-FM	625
4. WMEZ-FM	39/11.2	12.3	4. WCOA	43	4. WBSR	37	4. WCOA	623
5. WBOP	36/10.4	11.3	5. WBOP	37	5. WBOP	30	5. WBOP	351
6. WNVY	24/6.9	5.8	6. WNVY	25	6. WNVY	23	6. WABB-FM	335
7. WXBM-FM	16/4.6	5.5	7. WABB-FM	24	7. WXBM-FM	15	7. WKRG-FM	326
8. WABB-FM	14/4.0	--	8. WKSJ-FM	19	8. WABB-FM	14	8. WNVY	315
9. WPFA	12/3.5	2.1	9. WXBM-FM	18	9. WPFA	12	9. WXBM-FM	306
10. WAJB-FM	11/3.2	---	10. WKRG-FM	16	10. WAJB-FM	11	10. WKSJ-FM	211

FM SHARE (METRO): 44.86% (144 of 321) (A/M 76: 45.89%)  
FM SHARE (TSA): 53.25% (213 of 400) (A/M 76: 51.44%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WJLQ-FM	14	1. WJLQ-FM	32	1. WMEZ-FM	25	1. WCOA	25	1. WCOA	93
2. WBSR	13	2. WBSR	25	2. WJLQ-FM	21	2. WMEZ-FM	19	2. WJLQ-FM	78
3. WBOP	6	3. WBOP	19	3. WCOA	20	3. WNVY	17	3. WMEZ-FM	50

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	53 (2)	74 (3)	127 (5)	39.6
COUNTRY	39 (3)	20 (2)	59 (5)	18.4
MOR	44 (2)		44 (2)	13.7
BTFL MUSIC		39 (1)	39 (1)	12.2
BLACK	36 (1)		36 (1)	11.2
VARIETY		11 (1)	11 (1)	3.4
RELIGION	5 (1)		5 (1)	1.6
			<u>321 (16)</u>	

AM STATIONS

WBSR, 1450, 1 KW,	CONTEMP	IND, \$16.00 (Eastman), Mooney
WCOA, 1370, 5 KW,	MOR	CBS, \$19.00 (Mc-Guild), Summit
WBOP, 980, 1 KW (Days),	BLACK	MBS, \$15.83 (Howard), Roden
WNVY, 1230, 1 KW,	COUNTRY	IND, \$13.00 (H. R. Stone)
WPFA, 790, 1 KW (Days),	COUNTRY/RELIGION	ABC-E, \$ 7.00 (Busby)

FM STATIONS

WJLQ-FM, 100.7, 100 KW @ 500,	ROCK (TM)	IND, \$12.50 (Mc-Guild), Summit
WMEZ-FM, 94.1, 100 KW @ 320,	BTFL MUS (Schulke)	ABC-F, \$18.75 (Tor-Lask)
WXBM-FM, 102.7, 100 KW @ 500,	COUNTRY	ABC-1, \$ 7.50 (Carpenter) (MILTON)
WAJB-FM, 107.3, 100 KW @ 366,	VARIETY	ABC-C, \$ ? ? ( ---- )

FOR OTHER STATIONS SEE MOBILE

FOR TV STATIONS SEE MOBILE

NEWSPAPERS

Pensacola News, Journal	ME	78,459	\$ .84	\$2,276, Gannett
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CBS MARKET #101  
 Revenue Rank #103  
 Income Rank # 88

PEORIA

APR 15.4  
 Revenue: \$2,408,791  
 Income: \$ 153,909

<u>12+ METRO (1/4/SHARE)</u>		<u>1976</u>		<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WMBD	80/18.1	12.3	1. WXCL	85	1. WMBD	77	1. WIRL	1484	
2. WXCL	75/16.9	15.2	2. WMBD	81	2. WXCL	74	2. WLS	1202	
3. WIRL	64/14.4	16.6	3. WIRL	76	3. WSWT-FM	53	3. WMBD	1135	
4. WSWT-FM	54/12.2	12.5	4. WJBC	73	4. WIRL	40	4. WSWT-FM	961	
5. WSIV+	38/8.5	9.1	5. WSWT-FM	67	5. WSIV	38	5. WXCL	945	
6. WWCT-FM	24/5.4	3.4	6. WSIV+	46	6. WMBD-FM	20	6. WJBC	853	
7. WMBD-FM	22/5.0	6.6	7. WLS	46	7. WWCT-FM	19	7. WMBD-FM	687	
8. WLS	22/5.0	5.7	8. WWCT-FM	37	8. WLS	18	8. WBNQ-FM	541	
9. WGN	8/1.8	4.3	9. WBNQ-FM	32	9. WGN	8	9. WWCT-FM	500	
10. WPEO	7/1.6	4.1	10. WMBD-FM	27	10. WPEO	7	10. WMAQ	462	

12+ FM SHARE (METRO): 30.31% (127 of 419) (A/M 76: 29.23%)  
 12+ FM SHARE (TSA): 29.50% (187 of 634) (A/M 76: 31.41%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM DRIVE</u>
1. WIRL 24	1. WIRL 26	1. WXCL 45	1. WXCL 40	1. WMBD 180
2. WWCT-FM 5	2. WXCL 23	2. WMBD 32	2. WMBD 38	2. WJBC 175
3. WLS 4	3. WWCT-FM 19	3. WSWT-FM 31	3. WSWT-FM 35	3. WXCL 140
4. WMBO 3	4. WLS 16	4. WIRL 25	4. WSIV+ 20	4. WIRL 104

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
REL	115 (4)	17 (1)	132 (5)	31.5
ROCK/CONTEMP	86 (2)	52 (3)	138 (5)	32.9
COUNTRY	80 (2)	4 (1)	84 (3)	20.1
BTFL MUSIC		54 (1)	54 (1)	12.9
RELIGION	7 (1)		7 (1)	1.7
NEWS/INFO/TALK	4 (1)		4 (1)	1.0
			419 (16)	

STATIONS

WFL, 5 KW @ 1290, ROCK NO NET, \$33.25 (Eastman) Mid America  
 WED, 5 KW @ 1470, MOR CBS, \$20.00 (Katz) Midwest TV  
 WPEO, 1 KW @ 1020 (Days), RELIGION MBS, \$ 8.00 (Walton)  
 WWSV+, 5 KW @ 1140, MOR, FM 100, \$13.00 (Pro-Meek)  
 WJBC, 1 KW @ 1350, COUNTRY ABC-I, \$24.00 (Mc-Guild)  
 WLS, WGN, WMAQ - See Chicago WJBC - See Bloomington

STATIONS

WMBD-FM, 93.3, 27 KW @ 570, CONTEMP NO NET, \$18.00 (Katz) Midwest TV  
 WSWT-FM, 106.9, 50 KW @ 450, BTFL MUSIC (Schulke) NO NET, \$26.00 (Eastman) Mid America  
 WJBC-FM, 105.7, 36 KW @ 571, ROCK ABC-C, \$12.00 (-----)  
 WBNQ - See Bloomington

STATIONS

WBEK Peoria 35 NBC, Mid America (\$325)  
 WJBC Peoria 31 CBS, Midwest TV (\$250)  
 WJOU Peoria 19 ABC, Forward (\$450 - Happy Days)

NEWSPAPERS

Peoria Journal Star AD 104,258 \$ .68 \$1,637  
 Bloomington Pantagraph AD 51,283 .58 \$1,037, Bloomington Broad.  
 Peoria Times E 22,159 .22 \$ 582

SRDS Market #4  
 ADI #4  
 Revenue Rank #6  
 Income Rank #15

PHILADELPHIA

Revenue: \$24,080,568  
 Income: \$ 1,697,901

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KYW	774/11.4	8.8	1. KYW	874	1. KYW	761	1. KYW	14419
2. WIP	567/8.4	8.8	2. WIP	633	2. WIP	548	2. WFIL	12515
3. WWSH-FM	421/6.2	8.6	3. WWSH-FM	585	3. WWSH-FM	413	3. WCAU	9210
4. WFIL	409/6.0	8.1	4. WFIL	515	4. WDVR-FM	366	4. WWSH-FM	8364
5. WYSP-FM	399/5.9	3.7	5. WYSP-FM	483	5. WCAU	332	5. WIP	7994
6. WDVR-FM	367/5.4	5.9	6. WIFI-FM	427	6. WFIL	318	6. WIFI-FM	7499
7. WCAU	343/5.1	8.4	7. WCAU	411	7. WYSP-FM	280	7. WYSP-FM	7053
8. WIFI-FM	286/4.2	3.3	8. WDVR-FM	394	8. WUSL-FM	274	8. WIBG	5497
9. WDAS-FM	284/4.2	3.6	9. WUSL-FM	317	9. WCAU-FM	235	9. WCAU-FM	4972
WUSL-FM	284/4.2	---	10. WCAU-FM	316	10. WDAS-FM	224	10. WDVR-FM	4929
11. WCAU-FM	276/4.1	2.0	11. WDAS-FM	293	11. WMGK-FM	223	11. WPEN	4642
12. WMGK-FM	236/3.5	4.7	12. WMGK-FM	286	12. WFLN-FM+	167	12. WMGK-FM	4600
13. WMMR-FM	169/2.5	1.6	13. WJBR-FM	241	13. WIFI-FM	161	13. WMMR-FM	4313
14. WFLN-FM+	167/2.5	1.4	14. WMMR-FM	235	14. WPEN	151	14. WDAS-FM	3618
15. WPEN	162/2.4	2.9	15. WPEN	200	15. WMMR-FM	143	15. WUSL-FM	3212

12+ FM SHARE (METRO): 53.87% (3349 of 6217) (A/M 76: 46.58%)  
 12+ FM SHARE (TSA): 56.71% (4312 of 7604) (A/M 76: 47.42%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM DRIVE</u>	
1. WIFI-FM	125	1. WYSP-FM	255	1. WIP	335	1. WIP	406	1. KYW	1685
2. WYSP-FM	119	2. WMGK-FM	181	2. KYW	260	2. KYW	346	2. WIP	1355
3. WFIL	91	3. WCAU-FM	180	3. WWSH-FM	217	3. WWSH-FM	298	3. WCAU	773
4. WDAS-FM	60	4. WDAS-FM	178	4. WFIL	189	4. WDVR-FM	242	4. WFIL	692
5. WCAU-FM	41	5. WFIL	174	5. WDVR-FM	186	5. WCAU	181	5. WWSH-FM	532
6. WIOQ-FM	26	6. WMMR-FM	137	6. WCAU	167	6. WUSL-FM	157	6. WYSP-FM	443
WMMR-FM	26	7. WIFI-FM	110	7. WUSL-FM	158	7. WFIL	133	7. WUSL-FM	343

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	620 (3)	1777 (7)	2397 (10)	38.6
NEWS/INFO/TALK	1117 (2)	128 (1)	1245 (3)	20.0
BTFL MUSIC		1193 (4)	1193 (4)	19.2
MOR	785 (4)	31 (1)	816 (5)	13.1
BLACK	221 (2)		221 (2)	3.6
COUNTRY	93 (2)	51 (1)	144 (3)	2.3
CLASSICAL	32 (1)	135 (1)	167 (2)	2.7
RELIGION		34 (1)	34 (1)	0.6
			<u>6217 (29)</u>	

PHILADELPHIA ADI

12+ ADI 1/4

1. KYW	851
2. WIP	631
3. WWSH-FM	535
4. WFIL	487
5. WYSP-FM	478
6. WCAU	404
7. WDVR-FM	393
8. WIFI-FM	376
9. WUSL-FM	310
WCAU-FM	310
11. WDAS-FM	289
12. WMGK-FM	285
13. WJBR-FM	232
14. WMMR-FM	224
15. WFLN-FM+	199

12+ ADI CUME

1. KYW	13784
2. WFIL	11797
3. WCAU	8840
4. WIP	7905
5. WWSH-FM	7795
6. WYSP-FM	6949
7. WIFI-FM	6781
8. WIBG	5211
9. WDVR-FM	4905
10. WCAU-FM	4878
11. WPEN	4605
12. WMGK-FM	4591
13. WMMR-FM	4134
14. WDAS-FM	3586
15. WUSL-FM	3147

ADI FM SHARE: 54.74% (4754 of 8684) (A/M 76: 46.28%)

AM STATIONS

KYW, 50 KW	@ 1060, NEWS	ABC-1, \$112.50 (RAR), Westinghouse
WCAU, 50 KW	@ 1210, NEWS	CBS, \$ 93.12 (CBS Spot), CBS
WFIL, 5 KW	@ 560, ROCK	NO NET, \$125.00 (Blair), LIN
WIBG, 50 KW/10 KW	@ 990, MOR	ABC-C, \$ 29.25 (MMR), Fairbanks
WIP, 5 KW	@ 610, MOR	NO NET, \$105.00 (Metro), Metromedia
WPEN, 5 KW	@ 950, OLDIES	ABC-E, \$ 33.25 (Eastman), Greater Media

FM STATIONS

WCAU-FM, 98.1, 9 KW @ 1000, CONTEMP	NO NET, \$38.00 (CBS-FM), CBS
WDAS-FM, 105.3, 50 KW @ 200, AOR	MBN, \$63.60 (Howard)
WDVR-FM, 101.1, 24 KW @ 650, BTFL MUSIC	NO NET, \$66.00 (Mc-Guild)
WFLN-FM, 95.7, 50 KW @ 490, CLASSICAL	NBC, \$28.00 (Concert Sales)
WIFI-FM, 92.5, 50 KW @ 500, ROCK	NO NET, \$95.00 (Katz), GCC
WIOQ-FM, 102.1, 27 KW @ 650, AOR	NO NET, \$32.00 (Selcom)
WMGK-FM, 102.9, 50 KW @ 300, SOFT ROCK	MBS, \$50.00 (Eastman) Greater Media
WMMR-FM, 93.3, 25 KW @ 670, ROCK	ABC-FM, \$44.00 (Metro), Metromedia
WUSL-FM, 98.9, 14 KW @ 830, BTFL MUSIC (FM-100)	NO NET, \$23.75 (Blair), LIN
WWSH-FM, 106.1, 19 KW @ 740, BTFL MUSIC (Schulke)	NO NET, \$86.25 (Christal), Cox
WYSP-FM, 94.1, 14 KW @ 900, ROCK (Burk-Abrams)	NO NET, \$87.50 (Masla), SJR

TV STATIONS

KYW	Philadelphia	3	NBC, Westinghouse	(\$4000)
WCAU	Philadelphia	10	CBS, CBS	
WKBS	Philadelphia	48	IND, Kaiser (Sold to Field)	(\$1000)
WPHL	Philadelphia	17	IND	(\$ 300)
WPVI	Philadelphia	6	ABC, Capital Cities	(\$6000)
WTRF	Philadelphia	29	IND, Taft	(\$ 950 - The Archies)

NEWSPAPERS

Philadelphia Bulletin	E	562,789	\$4.75	\$8,550
Philadelphia Inquirer	M	410,622	\$4.17	\$7,756, Knight-Ridder
Philadelphia News	E	239,766	\$2.41	\$2,193, Knight-Ridder

SRDS Market #30  
 ADI #32  
 Revenue Rank #24  
 Income Rank #34

PHOENIX

APR 15.0  
 Revenue: \$9,192,42  
 Income: \$ 470,28

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KUPD-FM+	169/11.1	7.4	1. KUPD-FM+	198	1. KRFM-FM	149	1. KUPD-FM+	3019
2. KRFM-FM	150/9.9	11.1	2. KRFM-FM	171	2. KMEO-FM+	130	2. KOY	2687
3. KOY	131/8.6	7.9	3. KOY	144	3. KOY	126	3. KRFM-FM	2068
4. KMEO-FM+	130/8.6	8.2	4. KMEO-FM+	140	4. KUPD-FM+	100	4. KMEO-FM+	1936
5. KDKB-FM+	93/6.1	5.7	5. KDKB-FM+	103	5. KTAR	87	5. KRIZ	1904
KRIZ	93/6.1	4.0	6. KNIX-FM	97	6. KDKB-FM+	80	6. KTAR	1838
7. KTAR	88/5.8	6.5	KTAR	97	7. KJJJ	78	7. KJJJ	1540
8. KJJJ	82/5.4	5.8	8. KRIZ	94	8. KNIX-FM	66	8. KOOL	1372
9. KNIX-FM+	77/5.0	9.4	9. KJJJ	88	KOOL	66	9. KOOL-FM	1266
10. KOOL-FM	73/4.8	4.7	10. KOOL-FM	82	10. KOOL-FM	64	10. KNIX-FM+	1228
11. KOOL	69/4.6	5.4	11. KOOL	72	11. KBBC-FM	53	11. KDKB-FM+	1188
12. KBBC-FM	62/4.1	5.4	12. KBBC-FM	68	12. KIFN	48	12. KBBC-FM	1161

12+ FM SHARE (METRO): 45.29% (658 of 1453) (A/M 76: 48.80%)  
 12+ FM SHARE (TSA): 47.24% (754 of 1596) (A/M 76: 48.98%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. KUPD-FM+	69	1. KUPD-FM+	79	1. KOY	89	1. KMEO-FM+	87	1. KOY	299
2. KRIZ	49	2. KDKB-FM+	76	2. KMEO-FM+	63	2. KRFM-FM	86	2. KTAR	207
3. KDKB-FM+	13	3. KOY	63	3. KRFM-FM	53	3. KOY	60	3. KRFM-FM	183
4. KNIX-FM+	11	4. KOOL-FM	50	4. KJJJ	51	4. KTAR	44	4. KOOL	169
KRUX	11	5. KBBC-FM	46	5. KNIX-FM+	45	5. KOOL	42	5. KUPD-FM+	163

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	239 (6)	329 (5)	568 (11)	39.1
BTFL MUSIC	35 (1)	271 (3)	306 (4)	21.1
MOR	219 (3)		219 (3)	15.1
COUNTRY	116 (2)	43 (1)	159 (3)	10.9
NEWS/INFO/TALK	88 (1)		88 (1)	6.1
SPANISH	83 (3)		83 (3)	5.7
CLASSICAL		15 (1)	15 (1)	1.0
RELIGION	15 (1)		15 (1)	1.0
			<u>1453 (27)</u>	

PHOENIX ADI

<u>12+ ADI 1/4</u>		<u>12+ ADI CUME</u>	
1. KUPD-FM+	196	1. KUPD-FM+	3018
2. KRFM-FM	171	2. KOY	2677
3. KOY	143	3. KRFM-FM	2068
4. KMEO-FM+	139	4. KMEO-FM+	1906
5. KDKB-FM+	103	5. KRIZ	1892
6. KTAR	100	6. KTAR	1859
7. KNIX-FM+	96	7. KJJJ	1527
8. KRIZ	93	8. KOOL	1382
9. KJJJ	88	9. KOOL-FM	1282
10. KOOL-FM	83	10. KDKB-FM+	1214
11. KOOL	72	11. KNIX-FM	1210
12. KBBC-FM	68	12. KBBC-FM	1156
13. KIFN	51	13. KRUX	1001
14. KRUX	37	14. KIFN	438
15. KDOT-FM	26	15. KXIV	421

ADI FM SHARE: 44.34% (764 of 1723) (A/M 76: 45.71%)

AM STATIONS

KTAR, 620, 5 KW,	NEWS	ABC-1, MBS, \$39.75	(Blair), Combined Communi
KOY, 550, 5 KW/1 KW,	MOR	IND, \$62.60	(Eastern), Southern
KRIZ, 1230, 1 KW/250W,	ROCK	IND, \$22.00	(RAR), Doubleday
KJJJ, 910, 5 KW,	COUNTRY	ABC-E, \$31.50	(Buckley)
KOOL, 960, 5 KW,	MOR	CBS, \$20.25	(Katz)
KIFN, 860, 1 KW (Days),	SPANISH	IND, \$17.00	(Howard)
KRUX, 1360, 5 KW/500W,	ROCK	IND, \$12.50	(Lotus), Lotus
KXIV, 1400, 1 KW/250W,	MOR	NBC, \$12.50	(Masla)

FM STATIONS

KUPD-FM+, 97.9, 100 KW @ 1620,	ROCK	IND, \$33.50	(Masla)
KRFM-FM, 95.5, 100 KW @ 1550,	BTFL MUS	IND, \$43.25	(Eastman), Southern
KMEO-FM+, 96.9, 100 KW @ 1555,	BTFL MUS (Bonneville)	IND, \$30.50	(Mc-Guild)
KDKB-FM+, 93.3, 100 KW @ 1550,	AOR	IND, \$30.50	(Selcom)
KNIX-FM+, 102.5, 100 KW @ 1610,	COUNTRY	IND, \$30.25	(Tor-Lask), B. Owens
KOOL-FM, 94.5, 100 KW @ 1620,	CONTEMP	IND, \$15.75	(Katz)
KBBC-FM, 98.7, 115 KW @ 1680,	ROCK	ABC-F, \$27.00	(Blair) Com. Communi.
KDOT-FM, 100.7, 90 KW @ 170,	BTFL MUS (FM-100)	IND, \$15.00	(Dahlsten)

TV STATIONS

KOOL	Phoenix	10	CBS, Gen Autrey	(\$850)
KPAZ	Phoenix	21	IND	
KPHO	Phoenix	5	IND, Meredith	(\$700 - Hee Haw)
KTAR	Phoenix	12	NBC, Combined Communications	(\$800)
KTVK	Phoenix	3	ABC	(\$1000)

NEWSPAPERS

Phoenix Republic, Gazette	ME	312,199	\$1.35	\$3,657
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SRDS Market #13  
 ADI #11  
 Revenue Rank #13  
 Income Rank #41

PITTSBURGH

APR: 16.5  
 Revenue: \$14,764,213  
 Income: \$ 428,485

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KDKA	861/27.0	25.8	1. KDKA	1096	1. KDKA	828	1. KDKA	14765
2. WSHH-FM	266/8.3	6.3	2. WDVE-FM	317	2. WSHH-FM	265	2. WPEZ-FM	5507
3. WDVE-FM	250/7.8	6.8	3. WSHH-FM	313	3. WWSW	204	3. WXXKX-FM	4236
4. WWSW	207/6.5	7.3	4. WPEZ-FM	300	4. WDVE-FM	182	4. WDVE-FM	4225
5. WTAE	167/5.2	5.0	5. WWSW	216	5. WTAE	164	5. WKIQ	4079
6. WXXKX-FM	162/5.1	---	6. WXXKX-FM	213	6. WJOI-FM	122	6. WTAE	3965
7. WPEZ-FM	156/4.9	5.7	7. WTAE	184	7. WXXKX-FM	113	7. WSHH-FM	3938
8. WKIQ	148/4.6	6.1	8. WKIQ	169	8. WEEP+	110	8. WWSW	3509
9. WJOI-FM	124/3.9	3.8	9. WEEP+	166	9. WKIQ	107	9. WEEP+	2347
10. WEEP+	110/3.4	5.4	10. WWVA+	158	10. WPEZ-FM	89	10. WWVA+	2277
11. WLOA-FM+	81/2.6	.8	11. WJOI-FM	150	11. WLOA-FM+	79	11. KQV	2155
12. KQV	68/2.1	1.5	12. WLOA-FM+	108	12. KQV	67	12. WJOI-FM	2074

12+ FM SHARE (METRO): 42.40% (1278 of 3014) (A/M 76: 35.64%)  
 12+ FM SHARE (TSA): 43.87% (1770 of 4035) (A/M 76: 37.96%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. WDVE-FM 68	1. WDVE-FM 175	1. KDKA 386	1. KDKA 461	1. KDKA 1907
2. WPEZ-FM 67	2. KDKA 134	2. WSHH-FM 149	2. WSHH-FM 170	2. WTAE+ 443
3. WXXKX-FM 49	3. WTAE 98	3. WWSW 121	3. WWSW 123	3. WWSW 287
4. WKIQ 41	4. WXXKX-FM 88	4. WTAE 117	4. WJOI-FM 96	4. WSHH-FM 272
5. KDKA 33	5. WKIQ 83	5. WJOI-FM 89	5. WEEP+ 74	5. WDVE-FM 241

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR	1088 (4)	11 (2)	1099 (6)	36.5
ROCK/CONTEMP	391 (5)	617 (4)	1008 (9)	33.4
BTFL MUSIC	12 (1)	503 (4)	515 (5)	17.1
COUNTRY	138 (4)	32 (2)	170 (6)	5.6
BLACK	16 (1)	65 (1)	81 (2)	2.7
NEWS/INFO/TALK	68 (1)		68 (1)	2.3
RELIGION	23 (1)	15 (1)	38 (2)	1.9
BIG BAND		35 (1)	35 (1)	1.2

3014 (32)

PITTSBURGH ADI

12+ ADI 1/4

1.	KDKA	1047
2.	WSHH-FM	302
3.	WDVE-FM	295
4.	WPEZ-FM	263
5.	WWSW	215
6.	WXXK-FM	207
7.	WTAE	183
8.	WKQT	169
9.	WEED+	163
10.	WJOI-FM	145
11.	WLOA-FM+	93
12.	KQV	72
13.	WAMO-FM	68
14.	WYDD-FM	67
15.	WASP	58

12+ ADI CUME

1.	KDKA	13823
2.	WPEZ-FM	4827
3.	WXXK-FM	4056
4.	WKQT	4048
5.	WTAE	3909
6.	WDVE-FM	3852
7.	WSHH-FM	3806
8.	WWSW	3473
9.	WEED+	2199
10.	KQV	2150
11.	WJOI-FM	1996
12.	KDKA-FM	1338
13.	WLOA-FM+	1252
14.	WYDD-FM	1227
15.	WAMO-FM	1111

ADI FM SHARE: 42.35% (1708 of 4033) (A/M 76: 37.04%)

AM STATIONS

KDKA,	50 KW @ 1020,	MOR/TALK	IND,	\$98.00 (RAR)	Westinghouse
KQV,	5 KW @ 1410,	NEWS	IND,	\$30.00 (Mc-Guild)	Taft
WEED+,	50 KW @ 1080,	COUNTRY	ABC-1,	\$34.00 (Metro)	Myron Jones
WKQT,	5 KW @ 1320,	ROCK	IND,	\$58.50 (Eastman)	Nationwide
WTAE,	5 KW @ 1250,	CONTEMP	ABC-E,	\$76.25 (Katz)	Hearst
WWSW,	5 KW @ 970,	MOR	CBS,	\$61.25 (Blair)	
WASP,	5 KW @ 1130,	COUNTRY	IND,	\$ 5.00 ( ----- )	(BROWNSVILLE)

FM STATIONS

KDKA-FM,	92.9,	47 KW @ 890,	BTFL MUSIC/CLASS	IND,	( ----- )	Westinghouse
WAMO-FM,	105.9,	72 KW @ 440,	BLACK	MBN,	\$30.00 (Howard)	Sheridan
WDVE-FM,	102.5,	55 KW @ 820,	AOR (Burk-Abrams)	IND,	\$52.00 (Mc-Guild)	Taft
WJOI-FM,	93.7,	41 KW @ 547,	BTFL MUSIC	IND,	\$43.00 (Tor-Lask)	EZ
WLOA-FM+,	96.9,	60 KW @ 520,	BTFL MUSIC	IND,	\$18.00 (Groskin)	
WPEZ-FM,	94.5,	50 KW @ 810,	ROCK	ABC-C,	\$51.50 (Blair)	
WSHH-FM,	99.7,	11 KW @ 920,	BTFL MUS (Schulke)	IND,	\$45.00 (Eastman)	Nationwide
WXXK-FM,	96.1,	50 KW @ 500,	ROCK	IND,	\$27.50 (Katz)	Hearst
WYDD-FM,	104.7,	50 KW @ 500,	AOR	ABC-F,	\$32.25 (ABC Spot)	

TV STATIONS

KDKA	Pittsburgh	2	CBS, Westinghouse	(\$2,400)
WTIC	Pittsburgh	11	NBC, Cox	(\$1,800)
WPGH	Pittsburgh	53	IND	(\$1,000)
WTAE	Pittsburgh	4	ABC, Taft	(\$3,500)

NEWSPAPERS

Pittsburgh Press	E	270,025	\$2.10	\$4,888, Scripps-Howard
Pittsburgh Post-Gazette	M	189,613	\$1.60	\$3,754



SRDS Market #171  
 Revenue Rank #164  
 Income Rank #307

PORTLAND, ME

Revenue: \$1,437,761  
 Income: \$ -257,65-

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WPOR-FM+	44/17.0	16.3	1. WPOR-FM+	101	1. WPOR-FM+	43	1. WPOR-FM+	1277
2. WGAN	41/15.8	14.6	2. WGAN-FM	99	2. WGAN	40	2. WGAN-FM	1152
3. WJBQ-FM+	39/15.1	12.4	3. WIGY-FM	72	3. WGAN-FM	27	3. WGAN	1141
4. WGAN-FM	28/10.8	12.4	4. WJBQ-FM+	61	4. WCSH	23	4. WIGY-FM	915
5. WCSH	23/8.9	7.1	5. WGAN	59	5. WJBQ-FM+	21	5. WJBQ-FM+	879
6. WLOB	16/6.2	7.5	6. WHOM-FM	51	6. WLOB	15	6. WHOM-FM	644
7. WHOM-FM	12/4.6	5.8	7. WBLM-FM	39	7. WHOM-FM	12	7. WBZ	603
WIGY-FM	12/4.6	---	8. WCSH	32	8. WBLM-FM	10	8. WBLM-FM	592
9. WBLM-FM	11/4.2	8.4	9. WBZ	26	9. WRQN-FM	7	9. WCSH	541
10. WRQN-FM	7/2.7	1.8	10. WLOB	16	WBZ	7	10. WLOB	284

12+ FM SHARE (METRO): 51.02% (125 of 245) (A/M 76: 49.30%)  
 12+ FM SHARE (TSA): 70.31% (412 of 586) (A/M 76: 68.11%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WJBQ-FM+	18	1. WGAN	17	1. WGAN	24	1. WPOR-FM+	28	1. WPOR-FM+	164
2. WIGY-FM	7	2. WJBQ+	15	2. WPOR-FM+	22	2. WGAN	19	2. WGAN	106
3. WGAN	1	3. WPOR+	11	3. WJBQ+	13	3. WGAN-FM	16	3. WGAN-FM	101

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	30 (2)	55 (4)	85 (6)	34.7
MOR	48 (2)		48 (2)	19.6
COUNTRY	19 (1)	27 (2)	46 (3)	18.8
BTFL MUSIC		40 (2)	40 (2)	16.3
NEWS/INFO/TALK	23 (1)		23 (1)	9.4
CLASSICAL		3 (1)	3 (1)	1.2
			<u>245 (15)</u>	

AM STATIONS

WGAN, 560, 5 KW, MOR/CONTEMP	IND, \$19.75 (Blair), Guy Gannett
WCSH, 970, 5 KW, NEWS	MBS, NBC, \$13.00 (Pro-Meek), Maine Bdcst.
WLOB, 1310, 5 KW, CONTEMP	CBS, \$14.50 (Tor-Lask)

FM STATIONS

WPOR-FM+, 101.9, 50 KW @ 492, COUNTRY	IND, \$28.00 (Mc-Guild), Ocean Coast
WGAN-FM, 102.9, 100 KW @ 1470, BTFL MUS (Schulke)	IND, \$24.00 (Blair), Guy Gannett
WHOM-FM, 94.9, 50 KW @ 3940, BTFL MUSIC	IND, \$24.00 (P/W) (MT. WASHINGTON)
WJBQ-FM+, 106.3, 3 KW @ 300, ROCK	IND, \$25.50 (Buckley)
WBLM-FM, 107.5, 30 KW @ 612, AOR	IND, \$14.00 (Roslin) (LEWISTON)
WIGY-FM, 105.9, 50 KW @ ? ?, ROCK	? ? (BATH)
WRQN-FM, 100.9, 1 KW @ 891, SOFT ROCK (TM)	IND, \$ 8.00 (Tor-Lask)

TV STATIONS

WCSH Portland 6	NBC, Maine Bdcst. (\$320)
WGAN Portland 13	CBS, Guy Gannett (\$300)
WMTW Poland Spgs. 8	ABC, Mid New York (\$300 - Happy Days)

NEWSPAPERS

Portland Press Herald, Express	ME	83,940	\$ .67	\$1613, Guy Gannett
Lewiston Sun. Journal	ME	46,044	.38	\$1029

SRDS Market #33  
 ADI #25  
 Revenue Rank #25  
 Income Rank #79

PORTLAND, ORE

APR 14.8  
 Revenue: \$8,693,877  
 Income: \$ 211,612

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KGW	205/15.2	11.8	1. KGW	306	1. KGW	144	1. KGW	5010
2. KPAM-FM+	154/11.4	5.0	2. KPAM-FM+	221	2. KWJJ	112	2. KOIN	3130
3. KWJJ	114/8.5	7.4	3. KWJJ	152	3. KEX	106	3. KPAM-FM+	2941
4. KEX	109/8.1	10.1	4. KXL	128	4. KPAM-FM+	105	4. KEX	2139
5. KOIN	86/6.4	3.0	5. KEX	123	5. KXL	83	5. KWJJ	2069
6. KXL	83/6.2	8.2	6. KOIN	105	6. KOIN	80	6. KXL	1891
7. KGON-FM	70/5.2	3.3	7. KUPL-FM	85	7. KUPL-FM	69	7. KYXI	1264
8. KUPL-FM	69/5.1	8.3	8. KGON-FM	81	8. KGON-FM	59	8. KXL-FM	1252
9. KYXI	52/3.9	3.2	9. KXL-FM	75	9. KYXI	51	9. KUPL-FM	1222
10. KXL-FM	50/3.7	4.2	10. KYXI	58	10. KXL-FM	49	10. KOIN-FM	1144
11. KINK-FM	46/3.4	4.4	11. KQFM-FM	53	11. KINK-FM	43	11. KGON-FM	1113
12. KOIN-FM	40/3.0	1.2	12. KINK-FM	52	12. KOIN-FM	39	12. KINK-FM	1054

12+ FM SHARE (METRO): 36.56% (469 of 1283) (A/M 76: 34.79%)  
 12+ FM SHARE (TSA): 37.32% (634 of 1699) (A/M 76: 37.39%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. KGW 61	1. KGW 106	1. KGW 82	1. KWJJ 80	1. KGW 348
2. KPAM-FM+ 49	2. KPAM-FM+ 92	2. KEX 78	2. KEX 66	2. KEX 262
3. KGON-FM 11	3. KGON-FM 57	3. KWJJ 66	3. KXL 53	3. KWJJ 258
4. KOIN 6	4. KOIN 39	4. KOIN 46	4. KUPL-FM 46	4. KXL 219
5. KVAN 4	5. KINK-FM 36	5. KPAM-FM+ 43	5. KOIN 33	5. KPAM-FM+ 200

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	258 (3)	240 (3)	498 (6)	38.8
MOR	278 (3)	50 (1)	328 (4)	25.6
ETFL MUSIC	22 (1)	125 (3)	147 (4)	11.5
COUNTRY	131 (2)		131 (2)	10.2
NEWS/INFO/TALK	97 (3)		97 (3)	7.6
CLASSICAL		40 (1)	40 (1)	3.1
RELIGION	19 (1)	14 (1)	33 (2)	2.6
BIG BAND	9 (1)		9 (1)	0.7

1283 (23)

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>
1. KGW 301	1. KGW 4900
2. KPAM-FM 220	2. KOIN 3130
3. KWJJ 153	3. KPAM-FM+ 2912
4. KXL 126	4. KEX 2129
5. KEX 123	5. KWJJ 2064
6. KOIN 105	6. KXL 1858
7. KUPL-FM 85	7. KYXI 1264
8. KGON-FM 81	8. KXL-FM 1254
9. KXL-FM 75	9. KUPL-FM 1224
10. KYXI 58	10. KOIN-FM 1146
11. KQFM-FM 52	11. KGON-FM 1113
KINK-FM 52	12. KINK-FM 1056
13. KOIN-FM 50	13. KQFM-FM 731
14. KKEY 41	14. KUPL 703
15. KJIB-FM 38	15. KJIB-FM 656

ADI FM SHARE: 33.89% (669 of 1974) (A/M 76: 32.78%)

AM STATIONS

KGW, 620, 5 KW, ROCK	IND, \$64.50 (Blair), King
KEX, 1190, 50 KW, MOR	ABC-1, \$34.00 (MMR), Golden West
KXL, 750, 50 KW, MOR	IND, \$25.00 (Mc-Guild), Kaye-Smith
KOIN, 970, 5 KW, MOR	CBS, \$27.50 (Masla), Gaylord
KYXI, 1520, 50 KW/10 KW, NEWS	NBC, \$19.75 (Eastman), McCoy
KKEY, 1150, 5 KW (Days), TALK	MBS, \$ 8.00 ( ---- )
KUPL, 1330, 5 KW, BTFL MUS (TM)	IND, \$18.50 (Tor-Lask)
KWJJ, 1080, 50 KW/10 KW, COUNTRY	ABC-E, \$30.50 (Christal), Park
KVAN, 1480, 1 KW (Days), AOR	IND, \$13.00 ( ---- )

FM STATIONS

KPAM-FM+, 97.1, 100 KW @ 1200, ROCK	ABC-C, \$34.75 (ABC Spot)
KGON-FM, 92.3, 100 KW @ 920, ROCK	IND, \$21.75 (Eastman), McCoy
KUPL-FM, 98.5, 100 KW @ 1100, BTFL MUS (TM)	IND, \$27.00 (Tor-Lask)
KXL-FM, 95.5, 100 KW @ 920, MOR/BTFL MUS	IND, \$18.25 (Mc-Guild), Kaye-Smith
KINK-FM, 101.9, 100 KW @ 1611, AOR	IND, \$23.00 (Blair), King
KOIN-FM, 101.1, 100 KW @ 1640, CLASS/BTFL MUS	IND, \$12.00 (Masla), Gaylord
KQFM-FM, 100.3, 100 KW @ 920, BTFL MUSIC	IND, \$13.00 (Selcom)
KJIB-FM, 99.5, 50 KW @ 874, BTFL MUS (FM-100)	IND, \$14.00 (Christal), Park

TV STATIONS

KATU Portland 2 ABC, Fisher's Blend (\$1200)
KGW Portland 8 NBC, King (\$1100)
KOIN Portland 6 CBS, Newhouse
KPTV Portland 12 IND, Chris Craft (\$325)

NEWSPAPERS

Portland Oregonian Journal ME 331,551 \$1.78 \$4,822, Newhouse
Salem Statesman, Journal ME 67,527 .52 \$1,409, Gannett
Vancouver Columbian E 35,216 .56 \$1,011

ARDS Market #41  
 ADI #30  
 Revenue Rank #38  
 Income Rank #91

PROVIDENCE

APR 17.6  
 Revenue: \$6,007,993  
 Income: \$ 144,557

FOR TSA LISTINGS SEE PROVIDENCE ADI. THE TSA AND ADI ARE THE SAME.

12+ METRO (1/4/SHARE) 1976

1. WLKW-FM+	367/17.9	18.3
2. WPRO	218/10.6	10.5
3. WJAR	138/6.7	7.3
4. WPRO-FM	115/5.6	8.3
5. WHIM-FM+	106/5.2	7.2
WPJB-FM	106/5.2	4.3
7. WEAN	91/4.4	5.3
8. WBSM	89/4.3	---
9. WICE	83/4.0	6.9
10. WGNG	54/2.6	4.9

18+ METRO

1. WLKW-FM+	365
2. WPRO	192
3. WJAR	131
4. WHIM-FM+	102
5. WEAN	90
6. WBSM	89
7. WICE	81
8. WPRO-FM	74
9. WPJB-FM	67
10. WBZ	45

12+ FM SHARE (METRO): 44.16% (865 of 1959) (A/M 76: 45.61%)  
 12+ FM SHARE (TSA): 43.08% (922 of 2140) (A/M 76: 47.64%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM DRIVE</u>
1. WPRO-FM 41	1. WPRO 88	1. WLKW-FM+ 187	1. WLKW-FM+ 216	1. WLKW-FM+ 438
2. WPJB-FM 39	2. WLKW-FM+ 69	2. WPRO 128	2. WPRO 90	2. WPRO 436
3. WPRO 26	3. WPRO-FM 50	3. WJAR 72	3. WHIM-FM+ 67	3. WJAR 185
4. WGNG 13	WPJB-FM 50	4. WHIM-FM+ 60	4. WJAR 57	4. WEAN 175
5. WJAR 7	5. WJAR 45	5. WPRO-FM 40	5. WEAN 48	5. WHIM-FM 144

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	413 (6)	407 (9)	820 (15)	41.9
SOFT MUSIC	98 (1)	322 (4)	420 (5)	21.4
NEWS	382 (11)	17 (2)	399 (13)	20.4
NEWS/INFO/TALK	148 (5)	3 (1)	151 (6)	7.7
COUNTRY	41 (1)	65 (1)	106 (2)	5.4
ETHNIC		34 (1)	34 (1)	1.7
CLASSICAL		17 (1)	17 (1)	0.9
RELIGION	10 (1)		10 (1)	0.5

1959 (44)

PROVIDENCE TSA/ADI

12+ TSA/ADI 1/4

1. WLKW-FM+	370
2. WPRO	224
3. WJAR	139
4. WPJB-FM	128
5. WPRO-FM	118
6. WHIM-FM+	109
7. WEAN	92
8. WBSM	90
9. WICE	83
10. WGNG	54
11. WBZ	48
12. WCOZ-FM	39
13. WSAR	35
14. WAAF-FM	34
WJFO-FM	34

12+ TSA/ADI CUME

1. WPRO	4288
2. WLKW-FM+	3580
3. WJAR	2466
4. WPRO-FM	2378
5. WPJB-FM	2183
6. WEAN	2001
7. WGNG	1697
8. WHIM-FM	1475
9. WBZ	1217
10. WICE	843
11. WSAR	833
12. WBRU-FM	795
13. WNBC	777
14. WBSM	725
15. WROR-FM	599

ADI FM SHARE: 44.20% (994 of 2249)

(A/M 76: 41.72%)

AM STATIONS

WPRO, 5 KW	@ 630, CONTEMP	IND,	\$48.25 (Blair) Capital Cities
WJAR, 5 KW	@ 920, MOR	MBS, NBC,	\$26.00 (MMR) Outlet
WEAN, 5 KW	@ 790, NEWS	IND,	\$30.75 (Mc-Guild) Providence Journal
WBSM, 5 KW/1 KW	@ 1420, MOR	IND,	\$10.00 (Mc-Guild) (NEW BEDFORD)
WICE, 5 KW/1 KW	@ 1290, CONTEMP	CBS,	\$30.00 (Buckley)
WGNG, 1 KW	@ 550, CONTEMP	IND,	\$31.00 (Eastman)
WSAR, 5 KW	@ 1480, CONTEMP	IND,	\$13.11 (Tor-Lask) Knight (FALL RIVER)

FM STATIONS

WLKW-FM+, 101.5, 50 KW @ 500, BTFL MUSIC	ABC-1,	\$45.00 (Tor-Lask) McCormick
WPRO-FM, 92.3, 50 KW @ 550, ROCK	IND,	\$30.00 (Blair) Capital Cities
WHIM-FM+, 94.1, 50 KW @ 434, COUNTRY	ABC-E,	\$39.25 (Katz)
WPJB-FM, 105.1, 50 KW @ 500, ROCK	IND,	\$30.75 (Mc-Guild) Providence Journal
WBRU-FM, 95.5, 20 KW @ 434, AOR	ABC-FM,	\$21.00 (P/W)
WJFD-FM, 97.3, 50 KW @ 285, ETHNIC	IND,	\$12.00 (Sav-Gates) (NEW BEDFORD)

TELEVISION STATIONS

WJAR	Providence	10	ABC, Outlet	(\$650)
WPRI	Providence	12	CBS, Poole	(\$800)
WTEV	New Bedford	6	NBC, Steinman	(\$500)

NEWSPAPERS

Providence Journal, Bulletin	ME	209,712	\$1.67	\$4,008
New Bedford Standard-Times	E	49,353	.58	\$1,048, Ottaway

SRDS Market #230  
 Revenue Rank #199  
 Income Rank #239

PUEBLO

APR 14.8  
 Revenue: \$1,056,182  
 Income: \$ -38,932

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KDZA	35/22.9	---	1. KDZA	40	1. KDZA	23	1. KDZA	592
2. KPUB-FM+	18/11.8	---	2. KPUB-FM+	24	2. KPUB-FM+	18	2. KIDN	341
3. KCSJ	17/11.1	---	3. KRDO-FM	24	3. KCSJ	17	3. KCSJ	298
4. KIDN	17/11.1	---	4. KIDN	22	4. KIDN	16	4. KPUB-FM+	276
5. KAPI	12/7.8	---	5. KCSJ	19	5. KAPI	11	5. KRDO-FM	253
6. KDJQ-FM	11/7.2	---	6. KIIQ-FM	16	6. KRDO-FM	10	6. KDJQ-FM	230
7. KRDO-FM	10/6.5	---	7. KAPI	13	7. KDJQ-FM	8	7. KIIQ-FM	205
8. KZLO-FM	7/4.6	---	8. KDJQ-FM	12	8. KZLO-FM	7	8. KOA	156
9. KIIQ-FM	5/3.3	---	9. KKFM-FM	8	9. KIIQ-FM	5	9. KZLO-FM	147
10. KVMN-FM	4/2.6	---	10. KOA	7	10. KVMN-FM	4	10. KVMN-FM	114

FM SHARE (METRO): 34.69% (51 of 147) (A/M 76: NA)  
 FM SHARE (TSA): 41.91% (88 of 210) (A/M 76: NA)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. KDZA	12	1. KDZA	16	1. KDZA	12	1. KPUB-FM+	11	1. KCSJ	47
2. KDJQ-FM	3	2. KDJQ-FM	7	2. KIDN	11	2. KCSJ	10	2. KDZA	41
3. KIDN	1	3. KIDN	7	3. KPUB-FM+	11	3. KIDN	9	3. KIDN	35

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	35 (1)	20 (4)	55 (5)	37.4
COUNTRY	26 (2)	10 (2)	36 (4)	24.5
MOR	18 (2)	7 (1)	25 (3)	17.0
BTFM MUSIC		14 (2)	14 (2)	9.5
SPANISH	12 (1)		12 (1)	8.2
RELIGION	4 (1)		4 (1)	2.7
NEWS/INFO/TALK	1 (1)		1 (1)	0.7
			<u>147 (17)</u>	

AM STATIONS

KDZA,	1230,	1 KW/250W,	ROCK	IND,	\$8.45 (Masla)
KCSJ,	590,	1 KW,	MOR	MBS,	\$8.25 (Mountain), American
KIDN,	1350,	5 KW/1 KW,	COUNTRY ( ? ?)	IND,	\$7.00 (Sav-Gates)
KAPI,	690,	250W (Days),	SPANISH	IND,	\$8.00 (Caballero)

FM STATIONS

KPUB-FM+,	99.9,	68 KW @ 2000,	COUNTRY	ABC-1,	\$6.60 (Eastman)
KDJQ-FM,	97.9,	100 KW @ 320,	ROCK (TM)	IND,	\$6.00 (Mountain)
KZLO-FM,	100.7,	100 KW @ 800,	MOR	ABC-E,	\$6.50 (Masla)
KVMN-FM,	98.9,	44 KW @ 61,	BTFM MUSIC	IND,	\$5.25 (McGuire)

FOR KOA - SEE DENVER

FOR OTHER STATIONS, TV STATIONS, NEWSPAPERS - SEE COLORADO SPRINGS

SRDS Market #75  
 ADI #47  
 Revenue Rank #59  
 Income Rank #66

RALEIGH

APR 14.5  
 Revenue: \$4,460,411  
 Income: \$ 268,291

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WPTF	118/19.6	18.8	1. WRAL-FM	253	1. WPTF	116	1. WRAL-FM	3237
2. WRAL-FM	84/14.0	9.4	2. WPTF	202	2. WRAL-FM	79	2. WPTF	2600
3. WKIX	56/9.3	8.5	3. WYYD-FM	114	3. WYYD-FM	50	3. WYYD-FM	2039
4. WYYD-FM	51/8.5	13.6	4. WQDR-FM	91	4. WKIX	42	4. WKIX	1932
5. WDNC	41/6.8	6.7	5. WKIX	74	5. WDNC	36	5. WQDR-FM	1526
6. WLLE	34/5.6	5.6	6. WDNC	46	6. WLLE	27	6. WDNC	1154
7. WQDR-FM	32/5.3	8.9	7. WLLE	42	WSRC	27	7. WLLE	538
WSRC	32/5.3	4.9	8. WDCG-FM	39	8. WCHL	22	8. WCHL	396
9. WCHL	24/4.0	1.4	9. WSRC	35	9. WQDR-FM	17	9. WSSB	372
10. WYNA	15/2.5	2.4	10. WCHL	27	10. WYNA	15	10. WDCG-FM	358

12+ FM SHARE (METRO): 33.70% (185 of 549) (A/M 76: 38.32%)  
 12+ FM SHARE (TSA): 50.50% (505 of 1000) (A/M 76: 49.12%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. WQDR-FM 15	1. WRAL-FM 55	1. WPTF 50	1. WPTF 62	1. WPTF 414
2. WKIX 14	2. WKIX 26	2. WRAL-FM 47	2. WYYD-FM 32	2. WRAL-FM 333
3. WLLE 7	3. WDNC 23	3. WYYD-FM 34	3. WRAL-FM 23	3. WYYD-FM 115
4. WRAL-FM 5	4. WLLE 19	4. WKIX 22	4. WKIX 16	4. WKIX 102

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	134 (4)	123 (3)	257 (7)	46.8
MOR	118 (1)		118 (1)	21.5
BLACK	66 (2)		66 (2)	12.0
BTFL MUSIC		51 (1)	51 (1)	9.3
COUNTRY	39 (4)	11 (1)	50 (5)	9.1
RELIGION	7 (1)		7 (1)	1.3
			<u>549 (17)</u>	

RALEIGH - DURHAM ADI

<u>12+ ADI 1/4</u>		<u>12+ ADI CUME</u>	
1. WRAL-FM	245	1. WRAL-FM	3043
2. WPTF	197	2. WPTF	2511
3. WYYD-FM	111	3. WYYD-FM	1946
4. WQSM-FM	96	4. WKIX	1855
5. WQDR-FM	82	5. WQDR-FM	1374
6. WKIX	71	6. WQSM-FM	1247
7. WFLB	62	7. WDNC	1139
8. WFNC	47	8. WFLB	872
9. WDNC	45	9. WLLE	538
10. WLLE	42	10. WFNC	537
11. WDCG-FM	37	11. WFAI	503
WFAI	37	12. WITN-FM	401
13. WIDU	35	13. WCHL	396
WSRC	35	14. WHNC	382
15. WFMC	28	15. WSSB	372

ADI FM SHARE: 45.69% (668 of 1462) (O/N 76: 49.28%)

STATIONS

WPTF, 680,	50 KW,	MOR	NBC,	\$44.50 (Christal) Durham Life
WKIX, 850,	10 KW/5 KW,	CONTEMP	IND,	\$40.00 (Eastman), Southern
WFLB, 1490,	1 KW/250W,	CONTEMP	ABC-C,	\$12.00 (Masla) (FAYETTEVILLE)
WFNC, 940,	50 KW/1 KW,	COUNTRY	CBS,	\$ 5.81 (Sav-Gates) (FAYETTEVILLE)
WDNC, 620,	5 KW/1 KW,	CONTEMP/MOR	CBS,	\$22.95 (H. R. Stone)
WLLE, 570,	500W (Days),	BLACK	MBN,	\$ 7.00 (Howard)
WFAI, 1230,	1 KW/250	COUNTRY	ABC-E,	\$ 8.00 (Tor-Lask) Beasley (FAYETTEVILLE)
WIDU, 1600,	1 KW (Days),	BLACK	MBN,	\$ 5.00 (Ochs) (FAYETTEVILLE)
WSRC, 1410,	1 KW (Days),	BLACK	NBN,	\$ 8.50 (Howard)
WFMC, 730,	1 KW (Days),	COUNTRY	IND,	\$ 5.50 ( --- ) Beasley (GOLDSBORO)
WYNA, 1550,	1 KW (Days),	COUNTRY	ABC-E,	\$ 9.50 (Pro-Meek)
WCHL, 1360,	1 KW,	CONTEMP	MBS,	\$11.50 (Southern) Village (CHAPEL HILL)
WSSB, 1490,	1 KW/250W,	CONTEMP	ABC-C,	\$12.00 (Tor-Lask), Woods

STATIONS

WRAL-FM, 94.7,	100 KW @ 564,	ROCK (Drake-Chen)	IND,	\$34.50 (Katz) Capitol
WYYD-FM, 96.1,	98 KW @ 992,	BTFL MUS (Schulke)	IND,	\$22.50 (Eastman), Southern
WQSM-FM, 98.1,	100 KW @ 500,	ROCK	IND,	\$ 6.50 (Sav-Gates) (FAYETTEV'L)
WQDR-FM, 94.7,	100 KW @ 564,	ROCK (Burk-Abrams)	ABC-F,	\$24.75 (Christal) Durham Life
WDCG-FM, 105.1,	36 KW @ 330,	COUNTRY	ABC-1,	\$17.85 (H. R. Stone)
WITN-FM, 93.3,	100 KW @ 1300,	CONTEMP	ABC-F,	\$13.50 (Katz) (WASHINGTON)

STATIONS

WRAL	Raleigh	5	ABC, Capitol	(\$600 - Monday Football)
WIDU	Durham	28	NBC, Durham Life	
WIND	Durham	11	CBS, Capital Cities	

NEWSPAPERS

Raleigh News and Observer, Times	ME	158,870	\$1.25	\$3,150
Durham Herald, Sun	ME	68,031	.56	\$1,398
Fayetteville Observer, Times	ME	57,090	.51	\$1,228



SRDS Market #114  
 Revenue Rank #167  
 Income Rank # 80

READING

APR 16.3  
 Revenue: \$1,382,324  
 Income: \$ 209,818

<u>12+ METRO (1/4/SHARE)</u> 1976			<u>18+ METRO</u>		<u>12+ METRO CUME</u>	
1. WEEU	71/16.9	14.6	1. WEEU	69	1. WEEU	991
2. WRW	49/11.7	9.1	2. WHUM	43	2. WRW	764
3. WHUM	43/10.2	13.2	3. WRW	42	3. WFIL	616
4. WRFY-FM	33/7.9	8.9	4. WRFY-FM	33	4. WHUM	487
5. WIFI-FM	24/5.7	8.9	5. KYW	22	5. KYW	472
6. WFIL	23/5.5	6.4	WIOV-FM	22	6. WRFY-FM	430
7. WIOV-FM	22/5.2	2.7	7. WFIL	18	7. WIFI-FM	418
KYW	22/5.2	3.2	WYSP-FM	18	8. WIOV-FM	267
9. WYSP-FM	21/5.0	3.2	9. WIFI-FM	17	9. WYSP-FM	249
10. WWSH-FM	14/3.3	3.9	10. WWSH-FM	14	10. WWSH-FM	203

12+ FM SHARE (METRO/TSA): 41.47% (158 of 381) (A/M 76: 41.40%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM DRIVE</u>	
1. WRW	7	1. WRW	18	1. WEEU	27	1. WEEU	41	1. WEEU	139
WIFI-FM	7	2. WIFI-FM	16	2. WRW	22	2. WHUM	23	2. WHUM	67
3. WFIL	5	3. WFIL	13	3. WHUM	16	3. WRW	19	3. WRW	58

<u>FORMATS</u>	<u>AM</u>		<u>FM</u>		<u>TOTAL</u>		<u>%</u>
ROCK/CONTEMP	82	(4)	51	(4)	133	(8)	34.9
MOR	119	(4)			119	(4)	31.2
BTFM MUSIC			73	(6)	73	(6)	19.2
COUNTRY			22	(1)	22	(1)	5.8
NEWS/INFO/TALK	22	(1)			22	(1)	5.8
RELIGION			12	(2)	12	(2)	3.2
					381	(22)	

RADIO STATIONS

WEEU, 1 KW	@ 850, MOR	ABC-E ,	\$21.00	(Buckley)
WRW, 1 KW/250W	@ 1340, CONTEMP	NO NET,	\$16.00	(Eastman), Rust
WHUM, 1 KW/250W	@ 1240, MOR/TALK	NBC ,	\$10.00	(Dome)
WRFY-FM, 102.5, 42 KW	@ 538, BTFM MUS	ABC-FM,	\$15.00	(Mc-Guild)
WIOV-FM, 105.1, 50 KW	@ 500, COUNTRY	NO NET,	\$14.00	(Selcom)

NEWSPAPER

Reading Eagle Times ME 85,128 \$ .57 \$1,368

SRDS Market #199  
 Revenue Rank #147  
 Income Rank #248

RENO

APR 15.1  
 Revenue: \$1,677,022  
 Income: \$ -186,395

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KCBN	33/17.2	14.4	1. KKBC-FM	45	1. KOLO	27	1. KOLO	525
2. KOLO	28/14.6	12.9	2. KCBN	38	2. KCBN	20	2. KCBN	507
3. KOH	20/10.4	13.4	3. KOLO	37	KOH	20	3. KKBC-FM	500
4. KKBC-FM	18/9.4	9.5	4. KOH	32	4. KKBC-FM	16	4. KOH	472
5. KRNO-FM	15/7.8	9.0	5. KCRL	18	5. KCRL	15	5. KCRL	262
KCRL	15/7.8	6.5	6. KRNO-FM	17	KRNO-FM	15	6. KSRN-FM	196
7. KGLR-FM	14/7.3	6.0	KSRN-FM	17	7. KGLR-FM	14	7. KRNO-FM	178
8. KSRN-FM	10/5.2	4.0	8. KGLR-FM	14	8. KSRN-FM	10	8. KGLR-FM	176
9. KONE	7/3.6	8.0	9. KBET	9	9. KONE	7	9. KBET	163
KBET	7/3.6	4.0	10. KONE	8	KBET	7	10. KONE	157

FM SHARE (METRO): 35.29% (60 of 170) (A/M 76: 31.32%)  
 FM SHARE (TSA): 40.59% (97 of 239) (A/M 76: 30.61%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. KCBN	13	1. KKBC-FM	14	1. KOLO	19	1. KOH	13	1. KOH	86
2. KKBC-FM	2	2. KOLO	13	2. KCBN	14	2. KCRL	12	2. KOLO	69
3. KOLO	1	KCBN	13	3. KRNO-FM	10	KOLO	12	3. KKBC-FM	45

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	33 (1)	33 (3)	66 (4)	38.8
MOR	28 (1)	27 (3)	55 (4)	32.4
NEWS/INFO/TALK	20 (1)		20 (1)	11.8
CLASSICAL	15 (1)		15 (1)	8.8
COUNTRY	14 (2)		14 (2)	8.2
			<u>170 (12)</u>	

AM STATIONS

KCBN, 1230,	1 KW/250W,	ROCK	IND,	\$ 8.00 (Tor-Lask)
KOLO, 920,	5 KW/1 KW,	MOR	MBS,	\$12.00 (Mc-Guild), Donrey
KOH, 630,	5 KW/1 KW,	NEWS	CBS,	\$ 9.13 (Katz), McClatchy
KCRL, 780,	50 KW,	CLASSICAL	IND,	\$ 8.25 (Pro-Meek)
KONE, 1450,	1 KW/250W,	COUNTRY	ABC-E,	\$ 6.70 (Lotus), Lotus
KBET, 1340,	1 KW/250W,	COUNTRY	ABC-1,	\$ 3.50 (Sand-Glenn)

FM STATIONS

KKBC-FM, 97.3,	52 KW @ 2240,	ROCK	ABC-C,	\$ 5.25 (Market 4)	(CARSON CITY)
KRNO-FM, 106.9,	60 KW @ 460,	MOR	IND,	\$ 6.80 (Tor-Lask)	
KGLR-FM, 105.7,	31 KW @ -390,	AOR	ABC-F,	\$ 6.00 (Sav-Gates),	Leisure Time
KSRN-FM, 104.5,	25 KW @ 2900,	MOR	IND,	\$ 4.75 (Masla)	

TV STATIONS

KCRL	Reno	4	NBC	(\$150)
KOLO	Reno	8	ABC, Donrey	(\$280)
KTVN	Reno	2	CBS	

NEWSPAPERS

Reno State Journal, Gazette	ME	47,873	\$ .53	\$1,276, Speedil
Carson City Nevada Appeal	E	5,555	.25	\$ 602, Donrey

SUNDS MARKET #05  
 Revenue Rank #49  
 Income Rank #57

RICHMOND

Revenue: \$4,896.  
 Income: \$ 301.

12+ METRO (1/4/SHARE) 1976			12+ TSA		18+ METRO		12+ TSA CUME	
1. WRVA	166/24.8	18.4	1. WRVA	212	1. WRVA	164	1. WRVA	2862
2. WRVQ-FM	106/15.8	11.8	2. WRVQ-FM	186	2. WRVQ-FM	64	2. WRVQ-FM	2466
3. WLEE	65/9.7	8.3	3. WANT	75	3. WEZS-FM	56	3. WLEE	1565
4. WEZS-FM	59/8.8	12.7	4. WEZS-FM	73	4. WLEE	50	4. WEZS-FM	832
5. WANT	49/7.3	4.1	5. WLEE	68	5. WANT	43	5. WANT	823
6. WGOE	30/4.5	5.0	6. WTVR-FM	33	6. WGOE	28	6. WRXL-FM	627
7. WXGI	28/4.2	3.5	7. WGOE	32	WXGI	28	7. WTVR-FM	605
8. WRXL-FM	24/3.6	5.8	8. WXGI	31	8. WRXL-FM	22	8. WRNL	589
9. WTVR-FM	22/3.3	2.7	9. WRXL-FM	29	WTVR-FM	22	9. WXGI	470
10. WENZ	17/2.5	5.0	10. WRNL	19	10. WTVR	14	10. WENZ	463

FM SHARE (METRO): 37.26% (237 of 636) (A/M 76: 38.06%)  
 FM SHARE (TSA): 43.99% (384 of 873) (A/M 76: 41.93%)

TEENS		18 - 34		25 - 54		35 - 64		AM TSA DRIVE	
1. WRVQ-FM	42	1. WRVQ-FM	49	1. WRVA	94	1. WRVA	99	1. WRVA	500
2. WLEE	15	2. WLEE	34	2. WRVQ-FM	36	2. WEZS-FM	35	2. WRVQ-FM	168
3. WANT	6	3. WGOE	27	3. WEZS-FM	32	3. WXGI	22	3. WLEE	95
4. WENZ	3	4. WRVA	26	4. WLEE	29	4. WLEE	15	4. WEZS-FM	81

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	95 (2)	130 (2)	225 (4)	35.4
MOR	166 (1)	5 (1)	171 (2)	26.9
BTFL MUSIC	14 (1)	81 (2)	95 (3)	14.9
BLACK	66 (2)	6 (1)	72 (3)	11.3
COUNTRY	44 (3)	2 (1)	46 (4)	7.2
NEWS/INFO/TALK	14 (1)		14 (1)	2.2
RELIGION		13 (2)	13 (2)	2.1
			636 (19)	

AM STATIONS

WRVA, 1140, 50 KW,	MOR	NBC,	\$52.25 (Eastman), Southern
WLEE, 1480, 5 KW,	ROCK	ABC-C,	\$35.75 (Blair), Nationwide
WANT, 990, 1 KW (Days),	BLACK	NBN,	\$18.50 (Katz)
WGOE, 1590, 5 KW (Days),	AOR	IND,	\$12.78 (Pro-Meek)
WXGI, 950, 5 KW (Days),	COUNTRY	IND,	\$ 9.00 ( ---- )
WENZ, 1450, 1 KW/250W,	BLACK	MBN,	\$16.25 (Howard)
WRNL, 910, 5 KW,	NEWS/TALK	ABC-1,	\$15.75 (Tor-Lask), Rust
WTVR, 1380, 5 KW,	BTFL MUSIC	CBS	\$28.75 (Selcom), Park

FM STATIONS

WRVQ-FM, 94.5, 200 KW @ 355,	ROCK	IND, \$41.00 (Eastman), Southern
WEZS-FM, 103.7, 74 KW @ 440,	BTFL MUS	IND, \$35.50 (Mc-Guild), EZ Commu
WRXL-FM, 102.1, 140 KW @ 360,	ROCK	IND, \$16.00 (Tor-Lask), Rust
WTVR-FM, 98.1, 50 KW @ 840,	BTFL MUS (Bonneville)	IND, \$10.75 (Selcom), Park

TV STATIONS

WTVR	Richmond	6	CBS, Park	(\$560)
WWBT	Richmond	12	NBC, Jefferson-Pilot	(\$600)
WXEX	Richmond	8	ABC, Nationwide	(\$600 - Happy Days)

NEWSPAPERS

Richmond Times-Dispatch,				
News-Leader	ME	241,712	\$1.60	\$3,840, Media General

SRDS Market #156  
 Revenue Rank #115  
 Income Rank # 72

ROANOKE

APR 14.9  
 Revenue: \$2,130,531  
 Income: \$ 229,643

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WSLC	52/19.5	19.0	1. WSLQ-FM	164	1. WSLC	49	1. WSLQ-FM	1710
2. WROV	49/18.4	26.4	2. WSLC	78	2. WROV	40	2. WSLC	1037
3. WSLQ-FM	39/14.7	8.2	3. WPVR-FM	72	3. WLRG-FM	38	3. WPVR-FM	948
4. WLRG-FM	38/14.3	10.4	4. WROV	56	4. WSLQ-FM	29	4. WROV	809
5. WPVR-FM	21/7.9	8.9	5. WLRG-FM	39	5. WFIR	21	5. WFIR	647
WFIR	21/7.9	8.6	6. WFIR	24	WPVR-FM	21	6. WLRG-FM	379
7. WTOY	17/6.4	6.3	7. WTOY	18	7. WTOY	15	7. WTOY	218
8. WBLU	9/3.4	.4	8. WBLU	10	8. WBLU	8	8. WRIS	161
9. WKBA	4/1.5	1.1	9. WRIS	6	9. WKBA	4	9. WBLU	138
10. WRIS	3/1.1	3.7	10. WKBA	5	10. WRIS	3	10. WKBA	116

FM SHARE (METRO): 38.74% (98 of 253) (A/M 76: 29.60%)  
 FM SHARE (TSA): 58.26% (275 of 472) (A/M 76: 40.81%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WSLQ-FM	10	1. WROV	31	1. WSLC	29	1. WSLC	32	1. WSLQ-FM	135
2. WROV	9	2. WSLQ-FM	22	2. WLRG-FM	23	2. WLRG-FM	21	2. WSLC	129
3. WSLC	3	3. WSLC	9	3. WROV	17	3. WPVR-FM	12	3. WPVR-FM	79

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	58 (2)	39 (1)	97 (3)	38.3
BTFM MUSIC		59 (2)	59 (2)	23.3
COUNTRY	56 (2)		56 (2)	22.1
MOR	24 (2)		24 (2)	9.5
BLACK	17 (1)		17 (1)	6.7

253 (10)

AM STATIONS

WSLC, 610,	5 KW/1 KW,	COUNTRY	NBC,	\$30.25 (Katz),	Bass Brothers
WROV, 1240,	1 KW/250W,	CONTEMP	ABC-C,	\$23.25 (Eastman)	
WFIR, 960,	5 KW,	MOR	CBS,	\$12.00 (Tor-Lask)	
WTOY, 910,	1 KW (Days),	BLACK	MBN,	\$14.00 (Masla)	
WBLU, 1480,	5 KW (Days),	ROCK	NBN,	\$ 5.35 ( ---- )	
WKBA, 1550,	10 KW (Days),	COUNTRY/REL	IND,	\$ 6.00 ( ---- )	
WRIS, 1410,	5 KW (Days),	MOR	MBS,	\$ 3.50 (Messina)	

FM STATIONS

WSLQ-FM, 99.1,	140 KW @ 1985,	ROCK	IND,	\$21.00 (Katz),	Bass Brothers
WLRG-FM, 92.3,	20 KW @ 2002,	BTFM MUS (Bonneville)	ABC-E,	\$10.00 ( ---- )	
WPVR-FM, 94.9,	50 KW @ 1937,	BTFM MUS (KalaMusic)	MBS,	\$13.00 (Selcom)	

TV STATIONS

WDBJ	Roanoke	7	CBS, South Bend Tribune	(\$600)
WLSL	Roanoke	10	NBC, Park	(\$500)
WLVJ	Lynchburg	13	ABC, Allbritton	(\$240 - Happy Days)

NEWSPAPERS

Roanoke Times, World-News	ME	113,332	\$ .82	\$2,221
Lynchburg News, Advance	ME	40,968	\$ .41	\$ 991

Revenue Rank #42  
Income Rank #20

ROCHESTER

Revenue: \$4,646,371  
Income: \$ 990,353

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WHAM	205/16.6	19.4	1. WEZO-FM	243	1. WEZO-FM	201	1. WHAM	3589
WEZO-FM	205/16.6	18.2	2. WHAM	233	2. WHAM	199	2. WEZO-FM	3007
3. WBBF	143/11.6	7.0	3. WBBF	145	3. WBBF	102	3. WBBF	2658
4. WPXY-FM	72/5.8	5.0	4. WPXY-FM	76	4. WPXY-FM	72	4. WAXC	1656
5. WNYR	66/5.3	6.5	5. WNYR	67	5. WNYR	62	5. WKBW	1258
6. WCMF-FM	62/5.0	5.1	6. WCMF-FM	64	6. WCMF-FM	57	6. WPXY-FM	1124
7. WAXC	52/4.2	6.0	7. WKBW	55	7. WMJQ-FM	50	7. WHFM-FM	1076
8. WMJQ-FM	51/4.1	---	WMJQ-FM	55	8. WAXC	45	8. WNYR	978
9. WHFM-FM	50/4.0	6.7	9. WHFM-FM	53	9. WHFM-FM	37	9. WCMF-FM	856
10. WROC	33/2.7	4.3	10. WAXC	52	10. WROC	31	10. WROC	837

12+ FM SHARE (METRO): 49.47% (560 of 1132) (A/M 76: 47.70%)  
12+ FM SHARE (TSA): 49.56% (675 of 1362) (A/M 76: 47.27%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WBBF	41	1. WBBF	73	1. WEZO-FM	115	1. WEZO-FM	124	1. WHAM	512
2. WHFM-FM	13	2. WCMF-FM	56	2. WHAM	91	2. WHAM	111	2. WEZO-FM	240
3. WKFM-FM	10	WEZO-FM	56	3. WBBF	51	3. WNYR	48	3. WBBF	207
4. WSAY	8	4. WMJQ-FM	38	4. WNYR	34	4. WPXY-FM	38	4. WKBW	90

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	232 (4)	199 (5)	431 (9)	38.1
MOR	241 (7)	35 (2)	276 (9)	24.4
BTFL MUSIC		284 (3)	284 (3)	25.1
COUNTRY	66 (1)	9 (1)	75 (2)	6.6
NEWS/INFO/TALK	33 (1)		33 (1)	2.9
BLACK		23 (1)	23 (1)	2.0
RELIGION		10 (1)	10 (1)	0.9
			<u>1132 (26)</u>	

AM STATIONS

WHAM, 1180, 50 KW,	MOR	ABC-1, \$71.50 (MMR), Rust
WBBF, 950, 1 KW,	ROCK	IND, \$44.50 (Blair), LIN
WNYR, 680, 250W (Days),	COUNTRY	ABC-E, \$26.25 (Katz), Malrite
WAXC, 1460, 5 KW,	CONTEMP	ABC-C, \$37.50 (Eastman)
WROC, 1280, 5 KW,	NEWS/TALK	CBS, NBC, \$16.50 (Mc-Guild), Rust Crai
WSAY, 1370, 5 KW (Days),	ROCK	IND, \$12.00 (Masla)

FM STATIONS

WEZO-FM, 101.3, 27 KW @ 637,	BTFL MUS (Bonneville)	IND, \$61.25 (Katz) Malrite
WPXY-FM, 97.9, 50 KW @ 400,	BTFL MUS (FM-100)	IND, \$13.75 (Mc-Guild) Rust Crai
WCMF-FM, 96.5, 20 KW @ 293,	AOR	IND, \$26.50 (ABC Spot)
WMJQ-FM, 92.5, 50 KW @ 500,	SOFT ROCK	IND, \$14.50 (Blair), LIN
WHFM-FM, 98.9, 50 KW @ 340,	CONTEMP	IND, \$22.00 (MMR), Rust

TV STATIONS

WHEC	Rochester	10	CBS, Gannett	(\$750 - Maude, 60 Minutes)
WOKR	Rochester	13	ABC	(\$800)
WROC	Rochester	8	NBC, Rust Craft	(\$550)

NEWSPAPERS

Rochester Democrat & Chronicle, Times - Union	ME	268,198	\$1.73	\$4,671, Gannett
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ADS Market #131  
 Avenue Rank #132  
 Income Rank #142

ROCKFORD

APR 13.6  
 Revenue: \$1,822,286  
 Income: \$ 50,933

<u>12+ METRO (1/4/SHARE)</u>		<u>1976</u>	<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
WROK	69/23.6	24.5	1. WROK	72	1. WROK	52	1. WROK	1300
WYFE-FM	32/11.0	5.1	2. WMAQ	50	2. WYFE-FM	28	2. WLS	1220
WGN	27/9.2	7.2	3. WLS	45	3. WGN	27	3. WMAQ	1057
WZOK-FM	25/8.6	12.9	4. WGN	44	4. WZOK-FM	24	4. WGN	829
WMAQ	23/7.9	10.7	5. WZOK-FM	37	5. WMAQ	23	5. WBBM	654
WRRR	17/5.8	6.0	6. WYFE-FM	34	6. WRRR	17	6. WZOK-FM	470
WLS	17/5.8	10.4	7. WBBM	23	7. WKKN	13	7. WYFE-FM	360
WKKN	13/4.5	---	8. WRWC-FM	18	8. WRWC-FM	12	8. WRWC-FM	282
WRWC-FM	12/4.1	3.8	9. WRRR	17	9. WLS	12	9. WQFL-FM	225
WYBR-FM	11/3.8	---	10. WKKN	13	10. WYBR-FM	11	10. WYBR-FM	221

12+ FM SHARE (METRO): 31.94% ( 84 of 263) (A/M 76: 24.30%)  
 12+ FM SHARE (TSA): 29.47% (112 of 380) (A/M 76: 19.07%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM DRIVE</u>
WROK 17	1. WYFE-FM 27	1. WROK 32	1. WROK 22	1. WROK 109
WLS 5	2. WROK 26	2. WZOK-FM 17	2. WZOK-FM 19	2. WGN 102
WYFE-FM 4	3. WMAQ 11	3. WGN 16	3. WGN 16	3. WMAQ 65

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	86 (2)	32 (1)	118 ( 3)	44.9
POP	44 (2)	11 (1)	55 ( 3)	20.9
BTFL MUSIC	4 (1)	37 (2)	41 ( 3)	15.6
COUNTRY	36 (2)		36 ( 2)	13.7
NEWS/INFO/TALK	9 (1)		9 ( 1)	3.4
RELIGION		4 (1)	4 ( 1)	1.5
			263 (13)	

STATIONS

WROK, 5 KW/500 W @ 1440, ROCK ABC-C, \$26.50 (Mc-Guild)  
 WRRR, 1 KW @ 1330 (Days), MOR ABC-1, \$ 9.50 (Pro-Meek)  
 WTKN, 1 KW @ 1150 (Days), COUNTRY MBS , \$11.00 (HR/Stone) Midwest Family

FOR OTHER STATIONS SEE CHICAGO

STATIONS

WYFE-FM, 95.3, 3 KW @ 285, AOR NO NET, \$11.00 (HR/Stone), Midwest Fam.  
 WZOK-FM, 97.5, 50 KW @ 235, BTFL MUSIC (TM)-(DRAKE) NO NET, \$16.00 (Mc-Guild)  
 WRWC-FM, 103.1, 3 KW @ 300, BTFL MUSIC (KALAMUSIC) NO NET, \$ 9.50  
 WYBR-FM, 104.9, 3 KW @ 300, MOR ABC-FM, \$12.00

STATIONS

FREE Freeport 23 CBS (\$200 - 60 Minutes)  
 WLEX Rockford 13 ABC, Gilmore (\$300 - Happy Days)  
 WFO Rockford 17 NBC, Balaban (\$175)

NEWSPAPER

Rockford Star, Register-Rep ME 80,827 \$ .65 \$1,761, Gannett

SRDS Market #38  
 ADI #24  
 Revenue Rank #52  
 Income Rank #63

SACRAMENTO

APR 16.3  
 Revenue: \$4,863,812  
 Income: \$ 284,875

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>		
1. KEWT-FM	188/15.1	10.1	1. KEWT-FM	229	1. KEWT-FM	188	1. KFRC	3362	
2. KCRA	90/7.2	9.2	2. KRAK	195	2. KCRA	90	2. KRAK	2975	
	KRAK	90/7.2	7.9	3. KFRC	150	3. KRAK	88	3. KFBK	2340
4. KROI-FM	74/6.0	2.4	4. KNBR	116	4. KFBK	67	4. KEWT-FM	2325	
5. KROY	71/5.7	5.9	5. KFBK	102	5. KGMS	66	5. KROY	2208	
6. KFBK	68/5.5	5.0	6. KCRA	98	6. KCTC-FM	63	6. KCRA	2086	
7. KGMS	67/5.4	5.6	7. KROI-FM	93	7. KZAP-FM	59	7. KNBR	1813	
8. KCTC-FM	65/5.2	7.5	8. KZAP-FM	87	8. KXOA-FM	55	8. KROI-FM	1551	
	KZAP-FM	65/5.2	4.2	9. KROY	83	9. KROY	44	9. KSFM-FM	1381
10. KXOA-FM	62/5.0	4.4	10. KXOA-FM	75	10. KAHI+	39	10. KXOA-FM	1359	

12+ FM SHARE (METRO): 49.03% (581 of 1185) (A/M 76: 40.83%)  
 12+ FM SHARE (TSA): 40.44% (742 of 1835) (A/M 76: 35.35%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM DRIVE</u>	
1. KROI-FM	39	1. KZAP-FM	57	1. KEWT-FM	118	1. KEWT-FM	116	1. KEWT-FM	274
2. KROY	27	2. KXOA-FM	52	2. KCRA	51	2. KRAK	61	2. KRAK	258
3. KNDE	19	3. KEWT-FM	49	3. KRAK	50	3. KCRA	59	3. KCRA	250
4. KFRC	9	4. KSFM-FM	36	4. KCTC-FM	47	4. KGMS	39	4. KFBK	190
5. KXOA-FM	7	5. KROY	31	5. KGMS	39	5. KFBK	36	5. KNBR	187

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	162 (3)	248 (5)	410 (8)	34.6
NEWS/INFO/TALK	195 (4)		195 (4)	16.5
BTFL MUSIC		188 (1)	188 (1)	15.9
MOR	127 (4)	86 (3)	213 (7)	18.0
COUNTRY	116 (2)		116 (2)	9.8
CLASSICAL		23 (1)	23 (1)	1.9
RELIGION		36 (1)	36 (1)	3.0
UNKNOWN	4 (1)		4 (1)	0.3
			<u>1185 (25)</u>	

SACRAMENTO-STOCKTON ADI

12+ ADI 1/4

1. KEWT-FM	226
2. KRAK	186
3. KFRC	138
4. KNBR	112
5. KCRA	96
6. KROI-FM	91
7. KFBK	88
8. KZAP-FM	87
9. KROY	83
10. KXOA-FM	73
KCTC-FM	73
12. KGMS	69
13. KSFM-FM	62
KFIV	62
15. KNDE	52

12+ ADI CUME

1. KFRC	3045
2. KRAK	2720
3. KEWT-FM	2270
4. KROY	2166
5. KFBK	2076
6. KCRA	2056
7. KNBR	1666
8. KROI-FM	1511
9. KNDE	1330
10. KXOA-FM	1321
11. KSFM-FM	1287
12. KZAP-FM	1185
13. KCTC-FM	1178
14. KGMS	1173
15. KCBS	1009

ADI FM SHARE: 42.28% (903 of 2136) (A/M 76: 34.91%)

AM STATIONS

KRAK, 50 KW @ 1140 COUNTRY	IND,	\$43.75, (H. R. Stone)	Hercules
KAHI+, 5 KW @ 950 (Days), MOR	IND,	\$ 9.00, (Sand-Glenn)	(AUBURN)
KCRA, 5 KW/1 KW @ 1320, NEWS	NBC,	\$49.00, (Blair)	
KFBK, 50 KW @ 1530, NEWS	CBS,	\$24.75, (Katz)	McClatchy
KROY, 1 KW/250 W @ 1240, ROCK	ABC-C,	\$21.00, (Mc-Guild)	ASI
KGMS, 1 KW @ 1380, MOR	IND,	\$20.50, (Tor-Lask)	
KNDE, 5 KW/1 KW @ 1470, CONTEMP	IND,	\$29.50, (Howard)	

FM STATIONS

KCTC-FM, 96.1, 45 KW @ 520, MOR	ABC-1,	\$48.00 (Blair)
KEWT-FM, 105.1, 50 KW @ 240, BTFL MUS (Schulke)	IND,	\$46.25 (H. R. Stone) Hercules
KROI-FM, 96.9, 64 KW @ 280, CONTEMP	IND,	\$21.00 (Mc-Guild) ASI
KSFM-FM, 102.5, 50 KW @ 500, ROCK	IND,	\$23.00 (Tor-Lask)
KXOA-FM, 108.0, 28 KW @ 420, SOFT ROCK	ABC-FM,	\$16.00 (ABC Spot)
KZAP-FM, 98.5, 50 KW @ 296, ROCK	IND,	\$24.00 (Selcom)

TV STATIONS

KCRA	Sacramento	3	NBC	(\$1350 - Rockford Files)
KLOC	Modesto	19	IND	(\$70)
KMUV	Sacramento	31	IND	(\$100)
KOVR	Stockton	13	ABC, McClatchy	
KTXL	Sacramento	40	IND	(\$500)
KXTV	Sacramento	10	CBS, Corinthian	(\$1500 - Hawaii 50)

NEWSPAPERS

Sacramento Bee	E	171,108	\$1.15	\$2,496, McClatchy
Sacramento Union	M	93,325	.79	\$1,716
Stockton Record	E	53,784	.58	\$1,397, Speidel
Modesto Bee	E	51,460	.45	\$1,081, McClatchy



SRDS Market #151  
 Revenue Rank #204  
 Income Rank #286

SAGINAW

APR 15.8  
 Revenue: \$1,027,2  
 Income: \$ -126,2

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WSGW	45/15.7	13.1	1. WHNN-FM	107	1. WSGW	44	1. WHNN-FM	1372
2. WSAM	41/14.3	9.5	2. WGER-FM	79	2. WKNX	31	2. WKNX	1255
3. WKNX	37/12.9	4.7	3. WKNX	74	3. WSAM	29	3. WGER-FM	1012
4. WHNN-FM	35/12.2	18.2	4. WSGW	67	4. WGER-FM	25	4. WSGW	982
5. WGER-FM	26/9.1	11.7	5. WXOX	59	5. WHNN-FM	23	5. WSAM	924
6. WKCQ-FM	21/7.3	7.3	6. WSAM	50	6. WKCQ-FM	19	6. WTAC	737
7. WIOG-FM	12/4.2	4.0	7. WKCQ-FM	34	7. WIOG-FM	12	7. WXOX	599
WXOX	12/4.2	5.1	8. WTAC	24	WXOX	12	8. WKCQ-FM	528
9. WJR	11/3.8	2.9	9. WIOG-FM	19	9. WJR	11	9. WJR	516
10. WWCK-FM	7/2.4	---	WJR	19	10. WWCK-FM	5	10. WBCM	362

FM SHARE (METRO): 40.98% (109 of 266) (A/M 76: 50.60%)  
 FM SHARE (TSA): 44.29% (256 of 578) (A/M 76: 48.39%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WSAM	12	1. WSAM	24	1. WSGW	21	1. WSGW	28	1. WSGW	129
WHNN-FM	12	2. WHNN-FM	22	2. WKNX	17	2. WGER-FM	17	2. WGER-FM	91
3. WKNX	6	3. WKNX	19	WSAM	17	3. WKCQ-FM	10	3. WXOX	66

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR	96 (5)		96 (5)	36.1
ROCK/CONTEMP	49 (3)	35 (1)	84 (4)	31.6
BTFM MUSIC		40 (3)	40 (3)	15.0
COUNTRY	21 (1)	12 (1)	33 (2)	12.4
BLACK		13 (2)	13 (2)	4.9
			<u>266 (16)</u>	

AM STATIONS

WSGW, 790,	5 KW/1 KW,	MOR	CBS,	\$10.50 (Tor-Lask) Booth
WSAM, 1400,	1 KW/250W,	ROCK	NBC,	\$ 9.20 (Pro-Meek)
WKNX, 1210,	10 KW (Days),	MOR/TALK	ABC-1,	\$14.33 (Katz), Lake Huron
WXOX, 1250,	1 KW (Days),	COUNTRY	IND,	\$13.50 (H. R. Stone) (BAY

FM STATIONS

WHNN-FM, 96.1,	97 KW @ 420,	ROCK	IND,	\$14.50 (Roslin) (BAY CITY
WGER-FM, 102.5,	86 KW @ 860,	BTFM MUS (TM)	IND,	\$16.00 (Mc-Guild) (BAY CI
WKCQ-FM, 98.1,	50 KW @ 353,	COUNTRY	IND,	\$10.00 (Pro-Meek)
WIOG-FM, 106.3,	3 KW @ 300,	BTFM MUS (FM-100)	IND,	\$ 7.00 (Tor-Lask), Booth

FOR OTHER STATIONS SEE DETROIT (WJR) AND FLINT

FOR TV STATIONS AND NEWSPAPERS SEE FLINT

ERDS Market #12  
 DI #15  
 Revenue Rank #12  
 Income Rank # 8

ST. LOUIS

APR 16.3  
 Revenue: \$15,077,087  
 Income: \$ 2,626,652

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KMOX	736/24.3	26.4	1. KMOX	876	1. KMOX	716	1. KMOX	10793
2. KSLQ-FM	252/8.3	8.1	2. KSD	305	2. KSD	216	2. KSD	6548
3. KSD	226/7.5	8.3	3. KSLQ-FM	278	3. KSLQ-FM	176	3. KXOK	5921
4. KSHE-FM	167/5.5	4.9	4. KXOK	223	4. WIL	158	4. KSLQ-FM	4765
5. WIL	160/5.3	5.9	5. KSHE-FM	204	5. KCFM-FM	146	5. KSHE-FM	2920
6. KCFM-FM	148/4.9	4.2	6. WIL	167	6. KEZK-FM	139	6. WRTH	2690
7. KEZK-FM	144/4.8	4.1	7. KCFM-FM	157	7. WIL-FM	119	7. WIL	2545
8. KXOK	137/4.5	5.5	8. KEZK-FM	153	8. WRTH	117	8. KADI-FM	2304
9. WIL-FM	126/4.2	2.5	9. WIL-FM	140	9. KSHE-FM	115	9. KEZK-FM	2227
10. WRTH	118/3.9	4.6	10. WRTH	122	10. KXOK	106	10. KMOX-FM	2051
11. KMOX-FM	101/3.3	2.6	11. KMOX-FM	115	11. KMOX-FM	96	11. WIL-FM	1893
12. KATZ	97/3.2	6.1	12. KATZ	97	12. KKSS-FM	81	12. KCFM-FM	1887

12+ FM SHARE (METRO): 40.00% (1142 of 2855) (A/M 76: 34.25%)  
 12+ FM SHARE (TSA): 38.06% (1256 of 3300) (A/M 76: 33.20%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM DRIVE</u>
1. KSLQ-FM 76	1. KSLQ-FM 144	1. KMOX 336	1. KMOX 395	1. KMOX 1561
2. KSHE-FM 52	2. KSD 119	2. KSD 126	2. WIL 102	2. KSD 521
3. KXOK 31	3. KMOX 115	3. KEZK-FM 97	3. KCFM-FM 99	3. WIL+ 382
4. KADI-FM 27	4. KSHE-FM 111	4. WIL 87	4. KEZK-FM 97	4. KXOK 245
5. KATZ 26	5. KXOK 77	5. KSLQ-FM 85	5. WRTH 82	5. KSLQ-FM 225

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	159 (3)	504 (3)	663 (6)	23.2
NEWS/INFO/TALK	736 (1)		736 (1)	25.8
ETFL MUSIC	118 (1)	292 (2)	410 (3)	14.4
MOR	264 (3)	101 (1)	365 (4)	12.8
BLACK	191 (3)	97 (1)	288 (4)	10.1
COUNTRY	223 (4)	148 (3)	371 (7)	13.0
RELIGION	22 (1)		22 (1)	0.8
			<u>2855 (26)</u>	

ST. LOUIS ADI

<u>12+ ADI 1/4</u>		<u>12+ ADI CUME</u>
1. KMOX	836	1. KMOX 9956
2. KSLQ-FM	278	2. KSD 5945
3. KSD	276	3. KXOK 4796
4. KSHE-FM	201	4. KSLQ-FM 4752
5. KXOK	180	5. KSHE-FM 2823
6. WIL	167	6. WRTH 2646
7. KCFM-FM	156	7. WIL 2528
8. KEZK-FM	151	8. KADI-FM 2298
9. WIL-FM	140	9. KEZK-FM 2207
10. WRTH	121	10. KMOX-FM 1954
11. KMOX-FM	109	11. WIL-FM 1866
12. KKSS-FM	97	12. KCFM-FM 1865
KATZ	97	13. KATZ 1556
14. KADI-FM	88	14. KKSS-FM 1308
15. WESL	59	15. KADI 847

ADI FM SHARE: 38.87% (1289 of 3316) (A/M 76: 34.37%)

AM STATIONS

KMOX, 50 KW	@ 1120, NEWS/TALK	CBS,	\$100.00 (CBS Spot) CBS
KSD, 5 KW	@ 550, MOR	NBC,	\$ 78.00 (Blair) Pulitzer
KXOK, 5 KW	@ 630, ROCK	IND,	\$ 67.50 (Katz) Storz
WIL, 5 KW	@ 1430, COUNTRY	ABC-1,	\$ 53.00 (Christal) LIN
WRTH, 500W/1 KW	@ 590, BTFL MUS (FM-100)	ABC-E,	\$ 38.25 (Masla) AVCO
KATZ, 5 KW/1 KW	@ 1600, BLACK	MBN/NBN,	\$ 27.37 (Howard)
WESL, 1 KW/250W	@ 1490, BLACK	IND,	\$ 10.00 (Sav-Gates)
KADI, 5 KW	@ 1320, BLACK	IND,	\$ 20.00 (ABC Spot) Communications

FM STATIONS

KADI-FM, 96.3, 100 KW	@ 366, AOR	ABC-FM,	\$20.00 (ABC Spot) Comm. Fu
KCFM-FM, 93.7, 100 KW	@ 500, BTFL MUS (TM)	IND,	\$24.00 (Buckley)
KEZK-FM, 102.5, 100 KW	@ 500, BTFL MUS (Schulke)	IND,	\$25.75 (Tor-Las) Heftel
KKSS-FM, 107.7, 100 KW	@ 460, BLACK	ABC-C,	\$30.50 (H. R. Stone) Amatur
KMOX-FM, 103.3, 100 KW	@ 998, MOR	CBS,	\$18.00 (CBS-FM) CBS
KSHE-FM, 94.7, 100 KW	@ 500, AOR	IND,	\$62.50 (Mc-Guild) Century
KSLQ-FM, 98.1, 100 KW	@ 580, ROCK	IND,	\$67.50 (Eastman) Bartell
WIL-FM, 92.3, 100 KW	@ 510, COUNTRY (Drake-Chen)	IND,	\$34.00 (Christal) LIN

TV STATIONS

KDNL	St. Louis	30	IND, Evans	(\$1000)
KMOX	St. Louis	4	CBS, CBS	(\$2100)
KLPR	St. Louis	11	IND	(\$450)
KSD	St. Louis	5	NBC, Pulitzer	(\$2125)
KTVI	St. Louis	2	ABC, Newhouse	(\$1900)

NEWSPAPERS

St. Louis Post - Dispatch	E	276,979	\$1.89	\$5,273, Pulitzer
St. Louis Globe - Democrat	M	268,551	\$1.70	\$4,428, Newhouse

EDS Market #134  
 Revenue Rank #139  
 Income Rank #159

SALINAS - MONTEREY

APR 15.4  
 Revenue: \$1,726,899  
 Income: \$ 34,892

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KWYT-FM	39/11.3	8.3	1. KDON-FM	56	1. KWYT-FM	39	1. KDON	972
2. KTOM	35/10.1	6.3	2. KTOM	47	2. KTOM	33	2. KDON-FM	768
3. KDON-FM	33/9.6	3.2	3. KWYT-FM	45	3. KDON-FM	25	3. KGO	630
4. KWAV-FM	23/6.7	4.3	4. KDON	43	4. KWAV-FM	22	4. KTOM	570
5. KDON	22/6.4	11.8	5. KGO	42	5. KIDD	21	5. KMBY	547
6. KIDD	21/6.1	4.6	6. KWAV-FM	34	6. KGO	20	6. KWYT-FM	496
7. KGO	20/5.8	9.8	7. KCBS	27	7. KCTY	18	7. KCBS	494
8. KCTV	18/5.2	1.7	8. KIDD	26	8. KDON	13	8. KIDD	425
9. KMBY	13/3.8	8.0	9. KFAT-FM	23	KCBS	13	9. KWAV-FM	381
10. KCBS	13/3.8	9.2	10. KCTY	20	10. KBAY-FM	11	10. KBAY-FM	374

FM SHARE (METRO): 43.85% (139 of 317) (A/M 76: 28.09%)  
 FM SHARE (TSA): 42.18% (205 of 486) (A/M 76: 34.07%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. KDON 9	1. KDON-FM 24	1. KTOM 23	1. KWYT-FM 19	1. KTOM 91
2. KDON-FM 8	2. KWAV-FM 15	2. KWYT-FM 19	2. KTOM 16	2. KGO 86
3. KZEN-FM 4	KCTY 15	3. KWAV-FM 15	3. KIDD 15	3. KCBS 64

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	45 (4)	47 (3)	92 (7)	29.0
BTFM MUSIC		73 (3)	73 (3)	23.0
MOR	47 (5)		47 (5)	14.8
COUNTRY	35 (1)	10 (1)	45 (2)	14.2
NEWS/INFO/TALK	33 (2)		33 (2)	10.4
SPANISH	18 (1)		18 (1)	5.7
BLACK		9 (1)	9 (1)	2.8
			<u>317 (21)</u>	

AM STATIONS

KTOM, 1380, 5 KW,	COUNTRY	ABC-E,	\$8.25 (Mc-Guild), Kilibro
KDON, 1460, 5 KW,	ROCK	IND,	\$11.50 (Katz)
KIDD, 630, 1 KW,	MOR	ABC-1, MBS,	\$ 6.75 (Selcom), Walton
KCTY, 980, 1 KW (Days),	SPANISH	IND,	\$ 9.00 (Lotus)
KMBY, 1240, 1 KW/250W,	CONTEMP	IND,	\$ 9.00 (Market 4), Greentree

FM STATIONS

KWYT-FM, 100.7, 910W	@ 2575,	BTFM MUSIC (TM)	IND,	\$10.00 (Masla)
KDON-FM, 102.5, 18.5 KW	@ 2270,	ROCK (TM)	IND,	\$11.50 (Katz)
KWAV-FM, 96.9, 18 KW	@ 2575,	BTFM MUSIC	ABC-F,	\$ 8.25 (Tor-Lask)
KFAT-FM, 94.5, 1.1 KW	@ 2580,	COUNTRY	IND,	\$20.00 ( --- ) (GILROY)

TV STATIONS

KMST Monterey	46	CBS	(\$400)
KSBW Salinas	8	NBC	(\$350)

NEWSPAPERS

Monterey Peninsula Herald	E	29,811	\$ .40	\$963
Salinas Californian	E	22,910	.36	\$867, Speidel

Revenue Rank #36  
Income Rank #30

SALT LAKE CITY

Revenue: \$6,171,233  
Income: \$ 677,533

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KSL	110/12.6	10.0	1. KSL	160	1. KSL	108	1. KSL	2605
2. KCPX	104/11.9	13.4	2. KSL-FM	132	2. KSL-FM	90	2. KCPX	2281
3. KSL-FM	91/10.4	8.4	3. KCPX	110	3. KCPX	63	3. KSL-FM	1907
4. KRSP-FM	68/7.8	6.5	4. KSOP-FM	101	4. KSOP-FM	57	4. KLUB	1568
KSOP-FM	68/7.8	5.7	5. KLUB	93	5. KALL	56	5. KRSP-FM	1538
6. KALL	58/6.7	5.6	6. KRSP-FM	91	6. KLUB	55	6. KRSP	1338
7. KLUB	57/6.5	8.0	7. KALL	62	7. KRGO	39	7. KALL	1137
8. KRGO	41/4.7	4.6	8. KAYK-FM+	59	8. KRSP-FM	35	8. KSOP-FM	1131
9. KRSP	34/3.9	3.7	9. KCPX-FM	51	9. KLUB-FM	31	9. KAYK-FM+	1056
10. KLUB-FM	32/3.7	5.3	10. KRSP	50	10. KCPX-FM	30	10. KCPX-FM	922

FM SHARE (METRO): 41.96% (347 of 827) (A/M 76: 38.58%)  
FM SHARE (TSA): 44.05% (491 of 1115) (A/M 76: 41.78%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. KCPX 41	1. KCPX 51	1. KSL-FM 65	1. KSL-FM 58	1. KSL 253
2. KRSP-FM 23	2. KSL 32	2. KSL 58	2. KSL 48	2. KLUB 161
3. KSOP-FM 11	3. KCPX-FM 30	3. KALL 40	3. KLUB 41	3. KALL 145
4. KRSP 10	KRSP-FM 30	4. KSOP-FM 34	4. KSOP-FM 27	4. KSL-FM 143

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	138 (2)	120 (3)	258 (5)	31.2
BTFL MUSIC	57 (1)	134 (3)	191 (4)	23.1
MOR	178 (4)	25 (1)	203 (5)	24.6
COUNTRY	62 (2)	68 (1)	130 (3)	15.7
NEWS/INFO/TALK	34 (2)		34 (2)	4.1
CLASSICAL	11 (1)		11 (1)	1.3
			<u>827 (20)</u>	

AM STATIONS

KSL, 1160, 50 KW,	MOR	CBS, \$36.80 (Tor-Lask) Bonneville
KCPX, 1320, 5 KW,	ROCK	IND, \$30.00 (Katz)
KALL, 910, 5 KW/1 KW,	MOR	ABC-1, \$37.83 (Eastman), Hatch
KLUB, 570, 5 KW,	BTFL MUS	IND, \$27.50 (Mc-Guild)
KRGO, 1550, 10 KW/500W,	COUNTRY	ABC-E, \$13.50 (Radio Time)
KRSP, 1060, 10 KW (Days),	CONTEMP	IND, \$18.00 (Selcom)

FM STATIONS

KSL-FM, 100.3, 13 KW @ 3650,	BTFL MUS (Bonneville)	IND, \$18.00 (Tor-Lask), Bonneville
KRSP-FM, 103.5, 13 KW @ 3650,	CONTEMP	IND, \$10.50 (Selcom)
KSOP-FM, 104.3, 13 KW @ 3650,	COUNTRY	IND, \$18.00 (H. R. Stone)
KLUB-FM, 97.1, 13 KW @ 3650,	BTFL MUSIC	IND, \$10.00 (Mc-Guild)
KCPX-FM, 98.7, 27 KW @ 2932,	AOR	IND, \$12.50 (Katz)
KAYK-FM+, 96.1, 38 KW @ 2620,	MOR	IND, \$10.00 (Buckley) (PROVO)

TV STATIONS

KSL Salt Lake City	5	CBS, Conneville	(\$400 - Maude)
KTVX Salt Lake City	4	ABC, 20th Century Fox	
KUTV Salt Lake City	2	NBC, Hatch	(\$600)

NEWSPAPERS

Salt Lake Tribune, Deseret News	ME	170,909	\$ .76	\$2,059, Bonneville
Ogden Standard - Examiner	E	46,541	\$ .42	\$1,011, Hatch
Press Herald	E	23,815	\$ .26	\$ 704

ARDS Market #36  
 DI #43  
 Revenue Rank #29  
 Income Rank #44

SAN ANTONIO

APR 17.3  
 Revenue: \$7,781,695  
 Income: \$ 401,900

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KTSA	242/17.7	19.4	1. KTSA	481	1. KTSA	172	1. KTSA	6355
2. KCOR	170/12.4	15.5	2. KKYX	214	2. KCOR	167	2. KKYX	2705
3. KQXT-FM	119/8.7	9.6	3. KCOR	174	3. KQXT-FM	118	3. WOAI	2379
4. KBUC-FM+	93/6.8	5.7	4. WOAI	148	4. KBUC-FM+	90	4. KTFM-FM	1647
5. KTFM-FM	91/6.7	3.0	5. KQXT-FM	144	5. KKYX	83	5. KQXT-FM	1493
6. KKYX	88/6.4	7.7	6. KBUC-FM+	111	WOAI	83	6. KONO	1454
7. WOAI	83/6.1	4.2	7. KTFM-FM	108	7. KTFM-FM	63	7. KBUC-FM+	1395
8. KAPE	72/5.3	1.3	8. KAPE	72	8. KAPE	61	8. KCOR	1201
9. KSAQ-FM	54/3.9	1.5	9. KEDA	56	9. KEDA	48	9. KITE+	1052
10. KEDA	49/3.6	4.8	10. KSAQ-FM	55	10. KITE+	41	10. KSAQ-FM	941

12+ FM SHARE (METRO): 33.58% (449 of 1337) (A/M 76: 28.14%)  
 12+ FM SHARE (TSA): 27.78% (522 of 1879) (A/M 76: 25.01%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. KTSA 70	1. KTSA 132	1. KTSA 93	1. KCOR 94	1. KTSA 439
2. KTFM-FM 28	2. KTFM-FM 56	2. KCOR 82	2. KQXT-FM 83	2. KKYX 344
3. KSAQ-FM 23	3. KBUC-FM+ 40	3. KQXT-FM 61	3. WOAI 44	3. KCOR 301
4. KISS-FM 11	4. KCOR 39	4. KBUC-FM+ 49	4. KKYX 42	4. WOAI 275
5. KAPE 11	5. KAPE 35	5. KKYX 44	5. KBUC-FM+ 41	5. KBUC-FM+ 207

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	242 (1)	213 (4)	455 (5)	34.0
SPANISH	263 (3)		263 (3)	19.7
COUNTRY	130 (3)	60 (1)	190 (4)	14.2
ETFL MUSIC	2 (1)	152 (3)	154 (4)	11.5
MOR	85 (3)	18 (2)	103 (5)	7.7
NEWS/INFO/TALK	83 (1)		83 (1)	6.2
BLACK	72 (1)		72 (1)	5.4
RELIGION	11 (1)		11 (1)	0.8
CLASSICAL		6 (1)	6 (1)	0.5
			<u>1337 (25)</u>	

SAN ANTONIO ADI

12+ ADI 1/4

12+ ADI CUME

1. KTSA	373	1. KTSA	4592
2. KKYX	178	2. KKYX	2275
3. KCOR	174	3. WOAI	1851
4. KQXT-FM	143	4. KTFM-FM	1635
5. WOAI	128	5. KQXT-FM	1474
6. KBUC-FM+	109	6. KONO	1389
7. KTFM-FM	108	7. KBUC-FM+	1352
8. KAPE	72	8. KCOR	1201
9. KSAQ-FM	55	9. KITE+	1028
		10. KSAQ-FM	941
11. KONO	49	11. KITY-FM	709
12. KITY-FM	47	12. WOAI-FM	659
13. KUKA	45	13. KEDA	486
14. KITE+	44	14. KUKA	457
15. KISS-FM	31	15. KAPE	359

ADI FM SHARE: 28.52% (517 of 1813) (A/M 76: 27.02%)

AM STATIONS

KTSA, 550, 5 KW,	ROCK	\$67.00 (Blair)
KKYX, 580, 50 KW/10 KW,	COUNTRY	\$41.00 (Eastman) Swanson
KCOR, 1350, 5 KW,	SPANISH	\$49.50 (Katz)
WOAI, 1200, 50 KW,	NEWS/TALK	CBS, NBC, \$26.00 (Buckley) Clear Channel
KAPE, 1480, 500W (Days),	BLACK	ABC-C, \$11.50 (Howard)
KONO, 860, 5 KW/1 KW,	MOR	MBS, \$30.48 (H. R. Stone) Mission
KUKA, 1250, 1 KW (Days),	SPANISH	\$ 8.00 (Sav-Gates)
KITE+, 930, 5 KW/1 KW,	MOR (Bonnevillle)	\$26.50 (RAR) Doubleday
KEDA, 1540, 1 KW (Days),	SPANISH	\$16.50 (Selcom)

FM STATIONS

KQXT-FM, 101.9, 100 KW @ 670,	BTFM MUS (Schulke)	\$30.25 (Katz)
KBUC-FM+, 107.5, 100 KW @ 408,	COUNTRY	ABC-E, \$23.75 (Tor-Lask) Sigmor
KTFM-FM, 102.7, 99 KW @ 660,	AOR	\$19.00 (Blair)
KSAQ-FM, 100.3, 100 KW @ 155,	ROCK	ABC-F, \$10.00 (ABC Spot)*
KITY-FM, 92.9, 100 KW @ 475,	CONTEMP	MBS, \$20.25 (H. R. Stone) Missi
KISS-FM, 99.5, 13 KW @ 570,	AOR	\$ 6.00 ( ---- )
WOAI-FM, 97.3, 100 KW @ 472,	BTFM MUS (Bonnevillle)	\$12.00 (Buckley) Clear C

\* New call letters - KZZY

TV STATIONS

KENS	San Antonio	5	CBS, Harte-Hanks	(\$695 - Waltons)
KMOL	San Antonio	4	NBC, 20th Century Fox	(\$600)
KSAT	San Antonio	12	ABC, Outlet	(\$1000 - Happy Days)
KWEX	San Antonio	41	IND, Spanish Int.	(\$120)

NEWSPAPERS

San Antonio Express, News	ME	152,899	\$1.01	\$2,736
San Antonio Light	E	127,498	\$ .95	\$2,574

SRDS Market #20  
 ADI #29  
 Revenue Rank #22  
 Income Rank #406

SAN DIEGO

APR 16.1  
 Revenue: \$9,510,825  
 Income: \$ -238,991

12+ METRO/TSA (1/4/SHARE) 1976

1. KOGO	221/10.1	8.3
2. KGB-FM	152/7.0	7.1
3. KMJC	145/6.6	---
4. KEZL-FM	138/6.3	4.8
5. XTRA	124/5.7	7.5
6. KFMB-FM	122/5.6	6.3
7. KCBQ	120/5.5	8.6
8. KSDO	109/5.0	3.7
9. KGB	102/4.7	4.6
10. KFMB	86/3.9	5.2
11. KIFM-FM	83/3.9	---
12. KYXY-FM	77/3.5	4.9

18+ METRO

1. KOGO	211
2. KEZL-FM	138
3. KGB-FM	136
4. XTRA	122
5. KSDO	106
6. KMJC	96
7. KGB	93
8. KCBQ	92
9. KFMB	84
10. KIFM-FM	81
11. KYXY-FM	75
12. KSON	63

12+ TSA CUME

1. KOGO	3013
2. KCBQ	2996
3. KFMB-FM	2552
4. XTRA	2357
5. KGB	2306
6. KGB-FM	2206
7. KMJC	2197
8. KSDO	2058
9. KFMB	1857
10. KEZL-FM	1804
11. KSON	1399
12. KNX	1360

12+ FM SHARE (MSA,TSA,ADI): 43.48% (884 of 2033) (A/M 76: 42.70%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM DRIVE</u>
1. KFMB-FM 63	1. KGB-FM 124	1. KOGO 131	1. KOGO 141	1. KSDO 250
2. KMJC 49	2. KGB 83	2. KEZL-FM 75	2. KEZL-FM 92	2. KOGO 220
3. KCBQ 28	3. KMJC 74	3. XTRA 65	3. XTRA 83	3. KMJC 143
4. KPRI-FM 17	4. KCBQ 66	4. KCBQ 63	4. KSDO 58	KEZL-FM 143
5. KGB-FM 16	5. KIFM-FM 60	5. KIFM-FM 58	5. KYXY-FM 51	5. KFMB 141

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	315 (4)	446 (6)	761 (10)	37.4
BTFL MUSIC	148 (2)	314 (6)	462 (8)	22.7
MOR	411 (4)		411 (4)	20.2
NEWS/INFO/TALK	190 (3)		190 (3)	9.4
COUNTRY	72 (2)	62 (2)	134 (4)	6.6
CLASSICAL		62 (1)	62 (1)	3.1
RELIGION	13 (1)		13 (1)	0.6
2033 (31)				

AM STATIONS

KCBQ, 50 KW/5 KW	@ 1170, ROCK	NO NET, \$59.00 (Eastman) Bartell
KFMB, 5 KW	@ 760, CONTEMP	ABC-E, \$36.00 (M - G) Midwest TV
KGB, 5 KW/1 KW	@ 1360, SOFT ROCK	NO NET, \$45.00 (Katz)
KMJC, 1 KW	@ 910, ADULT CONTEMP	NO NET, \$25.00 (Masla)
KOGO, 5 KW	@ 600, MOR	NBC, \$35.00 (MMR)
KSDO, 5 KW/1 KW	@ 1130, NEWS	CBS, \$39.20 (CBS Spot) Combined
KSON, 1 KW/250 W	@ 1240, COUNTRY	ABC-1, \$37.75 (Blair) McKinnon
XTRA, 50 KW	@ 690, BTFL MUS (TM)	NO NET, \$32.00 (Buckley)

FM STATIONS

KEZL-FM, 102.9, 2 KW @ 1840,	BTFL MUS (Bonneville)	NO NET, \$23.50 (CBS Spot) Combined
KFMB-FM, 100.7, 30 KW @ 620,	ROCK	NO NET, \$28.00 (M - G) Midwest TV
KGB-FM, 101.5, 50 KW @ 577,	ROCK	NO NET, \$45.00 (Katz)
KIFM-FM, 98.1, 28 KW @ 640,	SOFT ROCK (TM)	ABC-C, \$15.00 (P/W)
KPRI-FM, 106.5, 50 KW @ 413,	ROCK (Superstars)	NO NET, \$28.50 (ABC Spot)
KYXY-FM, 96.5, 30 KW @ 1034,	BTFL MUS (BPI)	ABC-FM, \$18.00 (H. R. Stone)

TV STATIONS

KCST	San Diego	39	NBC, Storer	(\$1500)
KFMB	San Diego	8	CBS, Midwest TV	(\$1500 - 60 Minutes)
KGTV	San Diego	10	ABC, McGraw-Hill	(\$1650)
MISSION CABLE		2	IND, Cox	( \$ 75)
XETV	Tijuana	6	IND	(\$ 450)
XEWT	Tijuana	12	IND	(\$ 101)

NEWSPAPERS

San Diego Union	M	180,677		
San Diego Tribune	E	<u>127,818</u>		
		308,495	\$2.09	\$5,033, Copley



SRDS Market #0  
 ADI #5  
 Revenue Rank #4  
 Income Rank #7

SAN FRANCISCO

Revenue: \$30,831,663  
 Income: \$ 2,685,094

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KGO	499/7.9	8.0	1. KGO	617	1. KGO	496	1. KFRC	12695
2. KCBS	440/7.0	6.8	2. KFRC	558	2. KCBS	438	2. KCBS	9582
3. KFRC	414/6.6	8.1	3. KCBS	525	3. KSFO	353	3. KNBR	8502
4. KSFO	365/5.8	6.3	4. KNBR	418	4. KNBR	289	4. KGO	7848
5. KNBR	297/4.7	4.6	5. KSFO	400	5. KFOG-FM	275	5. KSFO	6923
6. KFOG-FM	282/4.5	5.4	6. KFOG-FM	290	6. KOIT-FM	270	6. KABL	5364
7. KOIT-FM	271/4.3	---	7. KOIT-FM	277	7. KFRC	256	7. KYA	4596
8. KABL	224/3.6	4.3	8. KABL	228	8. KABL	220	8. KSFX-FM	4010
9. KNEW	204/3.2	3.6	9. KRAK	220	9. KNEW	195	9. KFOG-FM	3879
10. KSFX-FM	197/3.1	2.9	10. KNEW	213	10. KABL-FM	182	10. KLOK	3827
11. KABL-FM	183/2.9	2.8	11. KSFX-FM	198	11. KSAN-FM	163	11. KOIT-FM	3787
12. KSAN-FM	174/2.8	2.6	12. KABL-FM	190	12. KSFX-FM	162	12. KRAK	3668
13. KBAY-FM	162/2.6	3.3	13. KSAN-FM	186	13. KBAY-FM	160	13. KNEW	3588
14. KLOK	157/2.5	2.4	14. KBAY-FM	186	14. KLOK	143	14. KIOI-FM	3516
15. KIOI-FM	153/2.4	3.2	15. KLOK	177	15. KIOI-FM	134	15. KABL-FM	3414

12+ FM SHARE (METRO): 42.11% (2437 of 5787) (A/M 76: 37.59%)  
 12+ FM SHARE (TSA): 38.73% (2587 of 6680) (A/M 76: 35.12%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM DRIVE</u>
1. KFRC 158	1. KFRC 188	1. KSFO 196	1. KGO 271	1. KCBS 1323
2. KYA 65	2. KSAN-FM 156	2. KNBR 195	2. KCBS 240	2. KGO 1166
3. KYA-FM 46	3. KSFX-FM 142	3. KCBS 181	3. KSFO 205	3. KFRC 634
4. KSOL-FM 36	4. KIOI-FM 105	KGO 181	4. KFOG-FM 188	4. KNBR 593
5. KSFX-FM 35	5. KLOK 92	5. KFOG-FM 170	5. KOIT-FM 166	5. KSFO 567
6. KLIV 31	6. KNBR 88	6. KOIT-FM 165	6. KNBR 165	6. KABL+ 501
7. KDIA 23	7. KSFO 85	7. KFRC 136	7. KABL 150	7. KOIT-FM 281

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	670 (5)	1065 (11)	1735 (16)	30.0
BTFL MUSIC	224 (1)	898 (4)	1122 (5)	19.4
NEWS/INFO/TALK	939 (2)		939 (2)	16.3
MOR	880 (5)	41 (1)	921 (6)	15.9
COUNTRY	292 (3)	45 (1)	337 (4)	5.8
BLACK	152 (1)	126 (1)	278 (2)	4.8
CLASSICAL	79 (2)	147 (2)	226 (4)	3.9
JAZZ	17 (1)	91 (2)	108 (3)	1.9
BIG BAND		65 (1)	65 (1)	1.1
RELIGION	46 (1)		46 (1)	0.8

5777 (44)

SAN FRANCISCO ADI

12+ ADI 1/4

12+ ADI CUME

1. KGO	500	1. KFRC	8905
2. KCBS	424	2. KCBS	7755
3. KFRC	388	3. KNBR	6112
4. KSFO	358	4. KGO	6106
5. KFOG-FM	281	5. KSFO	5999
6. KNBR	273	6. KABL	5155
7. KOIT-FM	263	7. KYA	4488
8. KABL	222	8. KSFY-FM	3752
9. KNEW	203	9. KOIT-FM	3607
10. KSAN	176	10. KFOG-FM	3588
	KABL-FM	11. KNEW	3326
12. KSFY-FM	181	12. KLOK	3312
13. KDIA	152	13. KIOI-FM	3169
14. KIOI-FM	151	14. KABL-FM	3106
15. KLOK	148	15. KSAN-FM	3018

ADI FM SHARE: 43.29% (2427 of 5606) (A/M 76: 37.87%)

FM STATIONS

KABL, 5 KW	@ 960, BTFL MUS (TM)	IND,	\$ 57.00 (Tor-Las), Starr
KCBS, 50 KW	@ 740, NEWS	CBS,	\$102.75 (CBS Spot), CBS
KDIA, 5 KW	@ 1310, BLACK	MBN,	\$ 36.00 (Howard), Sonderling
KFRC, 5 KW	@ 610, ROCK	IND,	\$147.62 (RKO), RKO
KGO, 50 KW	@ 810, NEWS/TALK	ABC-1,	\$ 83.75 (Blair), ABC
KHBR, 50 KW	@ 680, MOR	NBC,	\$ 82.25 (Mc-Guild), NBC
KJEW, 5 KW	@ 910, COUNTRY	ABC-E,	\$ 42.00 (Metro), Metromedia
KSFO, 5 KW/1 KW	@ 560, MOR	IND,	\$ 73.50 (MMR), Golden West
KLAA, 5 KW/1 KW	@ 1260, ROCK	IND,	\$ 48.00 (Eastman), AVCO
KLVU, KLOK - See San Jose		KRAK - See Sacramento	

AM STATIONS

KABL-FM, 98.1, 100 KW	@ 940, BTFL MUS (TM)	IND,	\$31.00 (Tor-Las), Starr
KFOG-FM, 104.5, 7.9 KW	@ 1454, BTFL MUS (Schulke)	IND,	\$57.00 (Katz) Gen. Electric
KIOI-FM, 101.3, 125 KW	@ 1220, SOFT ROCK	ABC-C,	\$57.50 (Masla) Pacific FM
KOIT-FM, 96.5, 33 KW	@ 1410, BTFL MUS (Bonneville)	IND,	\$38.00 (Christal) Bonne.
KSAN-FM, 94.9, 35 KW	@ 1140, AOR	IND,	\$51.00 (Metro) Metromedia
KSFY-FM, 103.7, 7 KW	@ 1430, ROCK	ABC-FM,	\$44.00 (ABC Spot) ABC
KSOL-FM, 107.7, 6.2 KW	@ 1588, BLACK	NBN,	\$21.00 (UBC) United
KLAA-FM, 93.3, 25 KW	@ 660, AOR (Burk-Abrams)	IND,	\$48.00 (Eastman) AVCO

TV STATIONS

KBHK	San Francisco	44	IND, Kaiser	(\$700)
KDTV	San Francisco	60	IND	(\$120)
KEMO	San Francisco	20	IND	(\$100)
KGO	San Francisco	7	ABC, ABC	
KHSC	San Jose	36	IND	(\$ 75)
KNTV	San Jose	11	ABC	(\$600)
KPIX	San Francisco	5	CBS, Westinghouse	(\$2300)
KRON	San Francisco	4	NBC, Chronicle	(\$3000)
KLVU	Oakland - SF	2	IND, Cox	(\$575)

NEWSPAPERS

San Francisco Examiner/Chronicle	ME	612,991	\$4.25	\$10,210, Hearst/Chronicle
San Jose Mercury, News	ME	200,376	\$1.40	\$ 3,371, Knight-Ridder
Oakland Tribune	E	165,881	\$1.20	\$ 2,890

SRDS Market #31  
 Revenue Rank #66  
 Income Rank #144

SAN JOSE

APR 14.6  
 Revenue: \$3,927,259  
 Income: \$ 49,550

NOTE: Since San Jose is part of San Francisco's Metro only the leading San Jose stations are listed. No San Francisco stations are listed. This is done so that San Jose can be considered as an individual radio market.

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KBAY-FM	102/6.9	9.8	1. KBAY-FM	159	1. KBAY-FM	100	1. KLOK	3253
2. KLOK	89/6.0	6.9	2. KLOK	152	2. KLOK	79	2. KBAY-FM	2246
3. KARA-FM	64/4.3	3.3	3. KSJO-FM	95	3. KARA-FM	59	3. KLIV	1926
4. KLIV	63/4.3	4.1	4. KARA-FM	76	4. KOME-FM	44	4. KSJO-FM	1749
5. KSJO-FM	56/3.8	2.9	5. KDFC-FM+	72	5. KSJO-FM	42	5. KDFC-FM+	1634
6. KOME-FM	50/3.4	7.1	6. KFAT-FM	66	6. KEEN	41	6. KOME-FM	1541
7. KEEN	42/2.9	2.0	7. KLIV	65	7. KXRX	35	7. KARA-FM	1530

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. KLIV	31	1. KLOK	42	1. KBAY-FM	67	1. KBAY-FM	80	1. KLOK	235
2. KSJO-FM	14	KARA-FM	42	2. KLOK	52	2. KLOK	37	2. KBAY-FM	197
3. KLOK	10	3. KSJO-FM	40	3. KARA-FM	41	3. KXRX	26	3. KARA-FM	90

RADIO STATIONS

KLOK,	50 KW/5 KW	@ 1170, MOR	IND, \$40.25 (Katz)
KLIV,	5 KW	@ 1590, ROCK	IND, \$20.75 (Buckley)
KEEN,	5 KW	@ 1370, COUNTRY	IND, \$14.50 (Devney) Golden Pacific
KBAY-FM, 100.3,	15 KW	@ 2580, BTFL MUS	IND, \$26.00 (H.R. Stone) Golden Pacific
KSJO-FM, 92.3,	20 KW	@ 68, AOR	IND, \$27.50 (Howard) Sterting
KARA-FM, 105.7,	50 KW	@ 1860, ROCK	IND, \$25.00 (Buckley)
KXRX,	10 KW/5 KW	@ 1500, MOR	MBS, \$18.50 (Tor-Las)
KOME-FM, 98.5,	13 KW	@ 1800, AOR	IND, \$28.00 (Selcom)
KFAT-FM, 94.5,	1.1 KW	@ 2580, COUNTRY	IND, \$24.00 ( ---- )

FOR TV STATIONS AND NEWSPAPERS SEE SAN FRANCISCO

ADS Market #158  
 Revenue Rank #168  
 Income Rank #308

SAVANNAH

Revenue: \$1,350,210  
 Income: \$ -257,702

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WSGA	41/17.2	14.3	1. WZAT-FM	74	1. WSGA	32	1. WZAT-FM	1046
2. WZAT-FM	32/13.4	7.3	2. WSGA	41	2. WZAT-FM	25	2. WSGA	520
3. WEAS-FM	25/10.5	6.6	3. WJCL-FM	37	3. WJCL-FM	22	3. WJCL-FM	491
4. WEAS	23/9.7	4.6	4. WEAS-FM	36	4. WEAS	21	4. WEAS-FM	379
5. WJCL-FM	22/9.2	9.7	5. WSGF-FM	27	5. WSOK	17	WKBX	379
6. WSOK	20/8.4	12.7	6. WEAS	26	6. WEAS-FM	16	6. WSGF-FM	368
7. WTOC-FM	16/6.7	5.8	7. WSOK	22	WTOC-FM	16	7. WSOK	362
8. WSGF	13/5.5	9.7	8. WTOC-FM	21	8. WQQT	11	8. WTOC-FM	339
9. WQQT	11/4.6	5.8	9. WKBX	14	WSGF-FM	11	9. WTOC	309
10. WTOC	8/3.4	6.9	10. WQQT	11	10. WKBX	8	10. WEAS	304

FM SHARE (METRO): 50.89% (115 of 226) (A/M 76: 43.50%)  
 FM SHARE (TSA): 62.77% (203 of 326) (A/M 76: 55.56%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. WEAS-FM 9	1. WSGA 28	1. WJCL-FM 14	1. WJCL-FM 13	1. WZAT-FM 113
WSGA 9	2. WZAT-FM 13	2. WZAT-FM 12	2. WQQT 11	2. WSGA 45
3. WZAT-FM 7	3. WEAS-FM 10	3. WTOC-FM 11	3. WTOC-FM 10	3. WJCL-FM 43

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	41 (1)	45 (2)	86 (3)	38.1
BLACK	43 (2)	25 (1)	68 (3)	30.1
MOR	16 (2)	16 (1)	32 (3)	14.2
BTFM MUSIC		29 (2)	29 (2)	12.8
COUNTRY	11 (1)		11 (1)	4.9
			<u>226 (12)</u>	

FM STATIONS

WSGA, 1400, 1 KW/250W,	ROCK	ABC-C, \$21.50 (Tor-Lask)
WEAS, 900, 5 KW (Days),	BLACK	NBN, \$10.50 (Howard), Dee Rivers
WSOK, 1230, 1 KW,	BLACK	MBN, \$28.00 (Mc-Guild)
WQQT, 1450, 1 KW,	COUNTRY	MBS, \$13.50 (Buckley)
WTOC, 1290, 5 KW,	MOR	CBS, \$ 6.75 (Katz)
WKBX, 630, 5 KW,	MOR	NBC, \$18.55 (Eastman), Beasley

FM STATIONS

WZAT-FM, 102.1, 100 KW @ 620,	ROCK	IND, \$20.50 (Tor-Lask)
WJCL-FM, 96.5, 100 KW @ 1160,	BTFM MUS (Bonneville)	ABC-1, \$ 5.00 (Pro-Meek)
WTOC-FM, 94.1, 80 KW @ 370,	MOR	IND, \$ 6.75 (Katz)
WSGF-FM, 95.5, 100 KW @ 384,	CONTEMP	IND, \$18.55 (Eastman), Beasley
WEAS-FM, 93.1, 100 KW @ 310,	BLACK	NBN, \$10.50 (Howard), Dee Rivers

TV STATIONS

WJCL	Savannah	22	ABC	(\$225)
WSAV	Savannah	3	NBC, Savannah News	(\$120 - Disney)
WTOC	Savannah	11	CBS	(\$225)

NEWSPAPERS

Savannah News, Press	ME	75,392	\$ .84	\$1,517
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SRDS Market #25  
 ADI #18  
 Revenue Rank #18  
 Income Rank #17

SEATTLE

APR 15.4  
 Revenue: \$13,345,721  
 Income: \$ 1,488,511

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KOMO	208/8.9	12.2	1. KOMO	248	1. KOMO	206	1. KING	5010
2. KVI	194/8.3	7.6	2. KING	227	2. KVI	187	2. KJR	4238
3. KIRO	179/7.6	5.7	3. KVI	210	3. KIRO	176	3. KOMO	4175
4. KJR	158/6.8	8.8	KIRO	210	4. KSEA-FM	144	4. KIRO	3992
5. KING	157/6.7	7.3	5. KJR	199	5. KING	111	5. KVI	3744
6. KSEA-FM	148/6.3	5.4	6. KSEA-FM	178	6. KJR	94	6. KSEA-FM	2133
7. KZOK-FM	111/4.7	2.0	7. KZOK-FM	125	7. KZOK-FM	89	7. KVI-FM	2115
8. KVI-FM	84/3.6	---	8. KISW-FM	111	8. KIXI-FM	78	8. KZOK-FM	2112
9. KIXI-FM	80/3.4	2.9	9. KIXI-FM	109	9. KIXI	76	9. KISW-FM	1902
KISW-FM	80/3.4	5.7	10. KVI-FM	95	10. KEUT-FM	75	10. KIXI-FM	1624
11. KEUT-FM	76/3.2	2.2	11. KEUT-FM	82	11. KZAM-FM+	68	11. KTAC	1485
KIXI	76/3.2	2.8	12. KIXI	80	12. KAYO	63	12. KAYO	1242

12+ FM SHARE (METRO): 38.98% ( 867 of 2224) (A/M 76: 31.18%)  
 12+ FM SHARE (TSA): 39.34% (1041 of 2646) (A/M 76: 32.16%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM DRIVE</u>	
1. KJR	64	1. KING	89	1. KVI	134	1. KOMO	148	1. KOMO	484
2. KING	46	2. KZOK-FM	85	2. KOMO	108	2. KVI	104	2. KIRO	451
3. KVI-FM	28	3. KJR	81	3. KIRO	106	3. KIRO	99	3. KVI	391
4. KISW-FM	23	4. KVI	69	4. KSEA-FM	82	4. KSEA-FM	85	4. KIXI+	297
5. KZOK-FM	22	5. KZAM-FM+	65	5. KING	53	5. KIXI-FM	51	5. KING	203

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	445 (6)	363 (6)	808 (12)	36.3
BTFL MUSIC	76 (1)	432 (6)	508 (7)	22.8
MOR	402 (2)		402 (2)	18.1
NEWS/INFO/TALK	179 (1)		179 (1)	8.1
COUNTRY	136 (3)		136 (3)	6.1
CLASSICAL	25 (1)	48 (1)	73 (2)	3.3
RELIGION	34 (1)		34 (1)	1.5
BLACK	42 (1)		42 (1)	1.9
UNKNOWN	18 (1)	24 (1)	42 (2)	1.9
			<u>2224 (31)</u>	

SEATTLE ADI12+ ADI 1/4

1. KOMO	241
2. KING	224
3. KVI	209
4. KIRO	207
5. KJR	199
6. KSEA-FM	178
7. KZOK-FM	125
8. KIXI-FM	109
9. KISW-FM	108
10. KVI-FM	95
11. KEUT-FM	80
12. KIXI	79
13. KZAM-FM+	78
14. KTAC	71
15. KAYO	69

12+ ADI CUME

1. KING	4881
2. KJR	4234
3. KOMO	4103
4. KIRO	3945
5. KVI	3730
6. KSEA-FM	2120
7. KZOK-FM	2104
8. KVI-FM	2092
9. KISW-FM	1869
10. KIXI-FM	1591
11. KTAC	1475
12. KIXI	1227
13. KAYO	1223
14. KZAM-FM+	1075
15. KEZX-FM	1071

ADI FM SHARE: 38.15% (1064 of 2789) (A/M 76: 31.44%)

AM STATIONS

KOMO, 1000, 50 KW,	MOR	ABC-1,	\$44.50 (Katz) Fisher's Blend
KING, 1090, 50 KW,	ROCK	IND,	\$51.50 (Blair) King
KVI, 570, 5 KW,	MOR	ABC-C,	\$42.75 (MMR) Golden West
KIRO, 710, 50 KW,	NEWS	CBS,	\$68.60 (CBS-Spot) Bonneville
KJR, 950, 5 KW,	ROCK	IND,	\$53.00 (Mc-Guild) Kaye-Smith
KIXI, 910, 1 KW,	BTFL MUS (BPI)	NBC,	\$15.00 (H. R. Stone)
KAYO, 1150, 5 KW/1 KW,	COUNTRY	ABC-E,	\$27.00 (Tor-Lask)
KTAC, 850, 10 KW,	ROCK	IND,	\$36.12 (Tor-Lask) Entercom (TACOMA)

FM STATIONS

KSEA-FM, 100.7, 100 KW @ 730,	BTFL MUS (Bonne)	MBS,	\$49.75 (CBS Spot) Bonneville
KZOK-FM, 102.5, 100 KW @ 1165,	AOR	IND,	\$29.50 (Howard) Sterling
KIXI-FM, 95.7, 100 KW @ 1100,	BTFL MUS (BPI)	NBC,	\$15.00 (H. R. Stone)
KISW-FM, 99.9, 100 KW @ 350,	AOR (Burke-Abrams)	IND,	\$34.00 (Mc-Guild) Kaye-Smith
KVI-FM, 101.3, 100 KW @ 1150,	ROCK	IND,	\$21.00 (ABC Spot) Golden West
KEUT-FM, 94.1, 100 KW @ 94.1,	BTFL MUS (Schulke)		\$18.45 (Eastman) Hercules
KZAM-FM+, 92.5, 100 KW @ 1100,	AOR	IND,	\$25.00 (Masla)
KEZX-FM, 98.9, 35 KW @ 1070,	BTFL MUS (FM-100)	IND,	\$10.00 (Selcom) Park

TV STATIONS

KING	Seattle	5	NBC, King	(\$2400)
KIRD	Seattle	7	CBS, Bonneville	
KOMO	Seattle	4	ABC, Fisher's Blend	(\$2400)
KSTW	Sea-Tacoma	11	IND, Gaylord	(\$ 350)

NEWSPAPERS

Seattle Times	E	221,105	\$2.14	\$4,045
Seattle Post-Intelligencer	M	183,754	\$1.54	\$3,450, Hearst
Tacoma News Tribune	E	96,038	\$ .75	\$2,032
Everett Herald	E	50,105	\$ .41	\$ 992

SRDS Market #104  
 Revenue Rank # 72  
 Income Rank # 55

SHREVEPORT

APR 16.1  
 Revenue: \$3,470,511  
 Income: \$ 319,611

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KOKA	97/21.7	24.6	1. KEEL	173	1. KOKA	69	1. KEEL	2592
2. KEEL	87/19.5	19.7	2. KOKA	108	2. KEEL	67	2. KWKH	1094
3. KRMD	54/12.1	6.1	3. KROK-FM	77	3. KRMD	51	3. KROK-FM	1008
4. KROK-FM	34/7.6	5.6	4. KWKH	57	4. KCOZ-FM	33	4. KOKA	1005
5. KCOZ-FM	33/7.4	3.2	5. KRMD	55	5. KWKH	30	5. KRMD	656
6. KWKH	30/6.7	8.5	6. KCIJ	38	6. KCIJ	25	6. KCOZ-FM	539
7. KCIJ	29/6.5	7.3	7. KCOZ-FM	35	7. KROK	22	7. KCIJ	528
8. KMBQ-FM	15/3.4	8.5	8. KRMD-FM	34	8. KMBQ-FM	15	8. KMBQ-FM	454
9. KRMD-FM	12/2.7	3.2	9. KMBQ-FM	22	9. KRMD-FM	11	9. KRMD-FM	436
10. KASO	11/2.5	1.0	10. KTAL-FM	20	KASO	11	10. KTAL-FM	285
FM SHARE (METRO): 25.35% (110 of 434)			(A/M 76: 22.37%)					
FM SHARE (TSA): 30.71% (203 of 661)			(A/M 76: 25.42%)					

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>25 - 64</u>		<u>AM TSA CUME</u>	
1. KOKA	28	1. KEEL	49	1. KOKA	37	1. KRMD	26	1. KEEL	228
2. KEEL	20	2. KOKA	44	2. KEEL	35	2. KOKA	20	2. KRMD+	135
3. KROK-FM	12	3. KRMD	20	3. KRMD	30	3. KCOZ-FM	19	3. KWKH	128

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	87 (1)	34 (1)	121 (2)	27.9
BLACK	97 (1)		97 (1)	22.4
COUNTRY	54 (1)	16 (2)	70 (3)	16.1
BTFL MUSIC		48 (2)	48 (2)	11.1
RELIGION	29 (1)	10 (1)	39 (2)	9.0
MOR	37 (2)		37 (2)	8.5
UNKNOWN	11 (1)		11 (1)	2.5
NEWS/INFO/TALK	6 (1)		6 (1)	1.4
VARIETY	3 (1)	2 (1)	5 (2)	1.2
			<u>434 (16)</u>	

AM STATIONS

KOKA, 1550, 10 KW/500W,	BLACK	MBN, NBN, ABC-C,	\$14.33 (Howard)
KEEL, 710, 50 KW/5 KW,	ROCK	ABC-1,	\$26.50 (Blair), Multimedia
KRMD, 1340, 1 KW/250W,	COUNTRY	NBC,	\$14.00 (Katz)
KWKH, 1130, 50 KW,	MOR	CBS,	\$26.10 (Eastman), Gr. E
KCIJ, 980, 5 KW (Days),	RELIGION	IND,	\$ 5.00 (Sav-Gates)
KASO, 1240, 1 KW (Days),	? ?	IND,	\$ 3.00 (Corlett) (MINDE

FM STATIONS

KROK-FM, 94.5, 100 KW @ 400,	ROCK	IND, \$ 7.50 (Eastman) Great Empire
KCOZ-FM, 100.1, 3 KW @ 300,	BTFL MUS (Bonneville)	IND, \$ 8.00 (Howard)
KMBQ-FM, 93.7, 100 KW @ 350,	BTFL MUS (TM)	ABC-1, \$11.00 (Blair), Multimedia
KRMD-FM, 101.1, 100 KW @ 1000,	COUNTRY	NBC, \$ 4.00 (Katz)
KTAL-FM, 98.1, 100 KW @ 1360,	COUNTRY	ABC-F, \$ 3.00 ( -- ) (TEXARKANA)

TV STATIONS

KSLA Shreveport	13	CBS, Shreveport Journal	(\$500 - Waltons)
KTAL Texarkana	6	NBC	(\$240)
KTBS Shreveport	#	ABC	(\$400)

NEWSPAPERS

Shreveport Times, Journal	ME	130,184	\$ .80	\$2,167
Texarkana Gazette, News	ME	33,150	.32	\$ 771

Market #271  
 Revenue Rank #162  
 Income Rank #253

SIOUX FALLS

Revenue: \$1,448,108  
 Income: \$ -52,148

18+ METRO (1/4/SHARE) 1976		12+ TSA		18+ METRO		12+ TSA CUME		
1. KSOO	24/21.1	21.6	1. KXRB	65	1. KSOO	24	1. KELO	900
2. KELO	21/18.4	26.1	2. KELO	63	2. KXRB	18	2. WNAX	806
3. KXRB	18/15.8	10.4	3. WNAX	59	3. KELO	15	3. KXRB	778
4. KISD	12/11.4	6.7	4. KSOO	41	4. KELO-FM	9	4. KSOO	644
5. KPAT-FM	10/8.8	9.7	5. KELO-FM	27	5. KPAT-FM	8	5. KISD	492
6. KELO-FM	9/7.9	4.5	6. KISD	22	6. KISD	8	6. KELO-FM	371
7. KIOV-FM	6/5.3	5.2	7. KIOV-FM	19	7. KIOV-FM	6	7. KPAT-FM	242
8. KCHF-FM+	2/1.8	5.2	8. KPAT-FM	14	8. KCHF-FM+	2	8. KIOV-FM	220
9. WNAX	1/.9	.7	9. KCHF-FM+	3	9. WNAX	1	9. KCHF-FM+	103

FM SHARE (METRO): 25.96% (27 of 104) (A/M 76: 23.97%)  
 FM SHARE (TSA): 19.81% (62 of 313) (A/M 76: 20.00%)

TEENS	18 - 34	25 - 54	35 - 64	AM TSA DRIVE
1. KELO 6	1. KELO 12	1. KXRB 12	1. KSOO 14	1. WNAX 124
2. KISD 5	2. KISD 7	2. KELO 8	2. KXRB 11	2. KSOO 110
3. WPAT-FM 2	KPAT-FM 7	KSOO 8	3. KELO-FM 4	3. KXRB+ 71

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	34 (2)	10 (1)	44 (3)	42.3
COUNTRY	19 (2)	6 (1)	25 (3)	24.0
MOR	24 (1)	2 (1)	26 (2)	25.0
BTFM MUS		9 (1)	9 (1)	8.7
			104 (9)	

AM STATIONS

KSOO, 1140, 10 KW/5 KW, MOR	ABC-E, \$14.25 (Mc-Guild)
KELO, 1320, 5 KW, CONTEMP/MOR	IND, \$13.00 (H. R. Stone) Midcontinent
KXRB, 1000, 10 KW, COUNTRY	IND, \$13.75 (Buckley)
KISD, 1230, 1 KW/250W, ROCK	ABC-C, \$10.00 (Tor-Lask)
WNAX, 570, 5 KW, COUNTRY	CBS, \$28.00 (Eastman), Park (YANKTON)

FM STATIONS

KPAT-FM, 97.3, 30 KW @ 500, ROCK (TM)	IND, \$ 7.50 (Mc-Guild)
KELO-FM, 92.5, 100 KW @ 1911, BTFM MUS	IND, \$ 9.00 (H. R. Stone) Midcontinent
KIOV-FM, 104.7, 100 KW @ 735, COUNTRY (Drake-Chen) NBC,	\$ 5.65 (Buckley)
KCHF-FM+, 93.5, 3 KW @ 120, MOR	MBS, \$ 4.50 (Walton), Strangland

TV STATIONS

KELO	Sioux Falls	11	CBS, Midcontinent	(\$250)
KSFY	Sioux Falls	13	NBC, Forum	(\$240 - Little House)
KXON	Mitchell	5	ABC	(\$105)

NEWSPAPER

Sioux Falls Argus-Leader E 46,901 \$ .64 \$1,167, Speidel



SRDS Market #126  
 Revenue Rank #197  
 Income Rank #291

SOUTH BEND

Revenue: \$1,077,296  
 Income: \$ -161,667

12+ METRO (1/4/SHARE) 1976

1. WSBT	57/18.0	13.7
2. WRBR-FM	55/17.4	9.9
3. WNDU-FM	32/10.1	8.8
4. WWJY-FM	28/8.8	11.7
5. WYEZ-FM	27/8.5	11.4
6. WLS	26/8.2	9.9
7. WJVA	20/6.3	2.6
8. WNDU	17/5.4	6.7
9. WMAQ	11/3.5	2.9
10. WHME-FM	8/2.5	1.8

12+ TSA

1. WNDU-FM	83
2. WRBR-FM	80
3. WLS	73
4. WSBT	64
5. WWJY-FM	53
6. WYEZ-FM	52
7. WMAQ	35
8. WGN	29
9. WJVA	24
10. WNDU	21

18+ METRO

1. WSBT	53
2. WRBR-FM	39
3. WNDU-FM	29
4. WWJY-FM	27
5. WYEZ-FM	26
6. WJVA	19
WLS	19
8. WNDU	17
9. WMAQ	11
10. WHME-FM	8

12+ TSA CUME

1. WLS	1707
2. WNDU-FM	1145
3. WSBT	1122
4. WRBR-FM	1018
5. WWJY-FM	756
6. WNDU	695
7. WMAQ	629
8. WYEZ-FM	610
9. WGN	523
10. WJVA	268

12+ FM SHARE (METRO): 51.02% (150 of 294) (A/M 76: 49.17%)  
 12+ FM SHARE (TSA): 51.77% (278 of 537) (A/M 76: 54.39%)

TEENS

1. WRBR-FM	16
2. WLS	7
3. WSBT	4

18 - 34

1. WRBR-FM	34
2. WNDU-FM	24
3. WLS	15

25 - 54

1. WSBT	31
2. WNDU-FM	19
3. WWJY-FM	16

35 - 64

1. WSBT	32
2. WWJY-FM	19
WYEZ-FM	19

AM TSA DRIVE

1. WSBT	164
2. WNDU-FM	78
3. WWJY-FM	61

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	43 (2)	87 (2)	130 (4)	44.2
MOR	68 (3)		68 (3)	23.1
BTFM MUSIC		55 (2)	55 (2)	18.7
COUNTRY	31 (2)		31 (2)	10.5
RELIGION		8 (1)	8 (1)	2.7
NEWS/INFO/TALK	2 (1)		2 (1)	0.7
			<u>294 (13)</u>	

AM STATIONS

WSBT, 960, 5 KW, MOR	CBS, \$12.50 (Katz) S. Bend Tribune
WJVA, 1580, 1 KW (Days), COUNTRY	MBS, \$ 7.75 (Tor-Lask) Booth
WNDU, 1490, 1 KW/250W, ROCK (Drake-Chen)	ABC-1, \$15.00 (Mc-Guild) N. Dame

FM STATIONS

WNDU-FM, 92.9, 20 KW @ 431, ROCK (Drake-Chen)	ABC-1, \$15.00 (Mc-Guild) Notre Dame
WRBR-FM, 103.9, 3 KW @ 183, ROCK	IND, \$13.00 (Tor-Lask) Booth
WWJY-FM, 101.5, 9 KW @ 967, BTFM MUS (Schulke)	IND, \$13.00 (Katz) South Bend Tri.
WYEZ-FM, 100.7, 15 KW @ 550, BTFM MUS (Bonneville)	IND, \$11.00 (Masla) Pathfinder
WHME-FM, 103.1, 3 KW @ 243, RELIGION	IND, \$ 6.25 ( ---- )

TV STATIONS

WNDU South Bend 16	NBC, Notre Dame (\$265 - Little House)
WSBT South Bend 22	CBS, South Bend Tribune (\$350)
WSJV South Bend 28	ABC, Quincy Newspapers (\$400 - Happy Days)

NEWSPAPERS

South Bend Tribune	E	111,509	\$ .81	\$1,497
Elkhart Truth	E	29,414	.31	\$ 746, Pathfinder

DS Market #113  
 Avenue Rank #77  
 Income Rank #131

SPOKANE

APR 14.6  
 Revenue: \$3,312,395  
 Income: \$ 70,943

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
KJRB	60/16.4	13.3	1. KJRB	88	1. KEZE-FM+	43	1. KJRB	1431
KEZE-FM+	43/11.8	10.6	2. KGA	64	2. KGA	39	2. KHQ	1041
KGA	39/10.7	10.1	3. KHQ	63	KJRB	39	3. KHQ-FM	985
KHQ	32/8.8	10.6	4. KHQ-FM	57	4. KHQ	32	4. KGA	917
KREM	31/8.5	9.8	5. KEZE-FM+	46	5. KSPO	31	5. KREM	827
KSPO	31/8.5	5.0	6. KXLY-FM	42	6. KXLY-FM	28	6. KEZE-FM+	563
KXLY-FM	29/7.9	6.9	7. KREM	37	7. KREM	23	7. KXLY-FM	497
KHQ-FM	21/5.8	7.4	8. KSPO	32	8. KHQ-FM	19	8. KSPO	486
KXXR-FM+	17/4.6	6.6	9. KXXR-FM+	27	9. KREM-FM	17	9. KXLY	464
KZUN+	13/3.5	5.9	10. KXLY	18	KXXR-FM+	17	10. KXXR-FM+	413

12+ FM SHARE (METRO): 34.88% (120 of 344) (A/M 76: 34.66%)  
 12+ FM SHARE (TSA): 35.95% (183 of 509) (A/M 76: 36.38%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
KJRB 21	1. KJRB 30	1. KGA 29	1. KEZE-FM+ 32	1. KHQ 121
KREM 8	2. KREM 18	2. KEZE-FM+ 25	2. KGA 23	2. KGA 115
KHQ-FM 2	3. KHQ-FM 16	3. KJRB 21	3. KHQ 18	3. KJRB 92

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	91 (2)	39 (2)	130 (4)	37.8
ROCK/MUSIC	11 (2)	78 (3)	89 (5)	25.9
MOR	50 (3)	3 (1)	53 (4)	15.4
COUNTRY	39 (1)		39 (1)	11.3
NEWS/INFO/TALK	31 (1)		31 (1)	9.0
RELIGION	2 (1)		2 (1)	0.6
			<u>344 (16)</u>	

STATIONS

KEZE-FM, 1510, 50 KW	COUNTRY	ABC-1, \$22.75 (Tor-Lask)
KXLY-FM, 590, 5 KW	MOR	NBC, \$22.00 (Katz) Spokane Chronicle
KJRB, 790, 5 KW	ROCK	IND, \$26.00 (Mc-Guild), Kaye-Smith
KREM, 970, 5 KW/1 KW	CONTEMP	IND, \$12.75 (Blair), King
KSPO, 1230, 1 KW/250W	INFO	MBS, \$11.25 (Selcom)
KXLY, 920, 5 KW	MOR	CBS, \$12.00 (Eastman), Morgan Murphy
KZUN+, 630, 1 KW (Days)	MOR	ABC-C, \$ 8.50 (Dore/Wal)

STATIONS

KXLY-FM, 99.9, 8 KW @ 4000, BTFL MUS (Bonne)	IND, \$12.00 (Eastman) Morgan Murphy
KEZE-FM, 98.1, 47 KW @ 2030, ROCK (TM)	IND, \$14.00 (Katz) Spokane Chronicle
KEZE-FM+, 105.7, 41 KW @ 580, BTFL MUS (BPI)	IND, \$15.25 (H. R. Stone)
KXXR-FM+, 93.7, 55 KW @ 2380, BTFL MUS	ABC-E, \$10.00 (Sav-Gates)

STATIONS

KEZE-FM	Spokane	6	NBC, Spokane Chronicle	(\$400)
KREM	Spokane	2	CBS, King	(\$500)
KXLY	Spokane	4	ABC, Morgan Murphy	(\$500)

NEWSPAPERS

Spokane Spokesman-Review, Chronicle ME 136,382 \$ .95 \$2,261

SRDS Market #71  
 Revenue Rank #85  
 Income Rank #309

SPRINGFIELD, MASS.

Revenue: \$3,329,141  
 Income: \$ -266,067

<u>12+ METRO (1/4/SHARE)</u> 1976			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WHYN	168/18.5	23.0	1. WTIC	435	1. WHYN	140	1. WTIC	4846
2. WHYN-FM	137/15.1	17.1	2. WHYN	194	2. WHYN-FM	133	2. WHYN	3153
3. WCCC-FM	78/8.6	1.3	3. WHYN-FM	167	3. WCCC-FM	70	3. WDRC	2694
4. WAQY-FM	63/6.9	7.3	4. WRCH-FM	152	4. WACE	46	4. WAQY-FM	2331
5. WACE	49/5.4	4.4	5. WCCC-FM+	141	5. WHMP+	43	5. WHYN-FM	1869
6. WHMP+	43/4.7	4.6	6. WDRC	134	6. WSPR	41	6. WCCC-FM+	1820
7. WSPR	42/4.6	3.9	7. WAQY-FM	121	WTIC	41	7. WRCH-FM	1698
8. WTIC	41/4.5	4.7	8. WKSS-FM	110	8. WAQY-FM	38	8. WKSS-FM	1535
9. WKSS-FM	28/3.1	3.6	9. WDRC-FM	78	9. WKSS-FM	28	9. WDRC-FM	1457
WRCH-FM	28/3.1	2.7	10. WTIC-FM	55	WRCH-FM	28	10. WTIC-FM	1076

12+ FM SHARE (METRO): 50.00% (427 of 854) (A/M 76: 46.22%)  
 12+ FM SHARE (TSA): 49.33% (997 of 2021) (A/M 76: 46.95%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM DRIVE</u>	
1. WHYN	28	1. WHYN	77	1. WHYN	79	1. WHYN-FM	75	1. WTIC	1139
2. WAQY-FM	25	2. WCCC-FM	64	2. WHYN-FM	68	2. WHYN	57	2. WHYN	257
3. WCCC-FM	8	3. WHYN-FM	36	3. WCCC-FM	23	3. WACE	25	3. WHYN-FM	254
4. WHYN-FM	4	4. WAQY-FM	31	4. WSPR	20	4. WSPR	23	4. WDRC+	246

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	239 (5)	171 (5)	410 (10)	48.0
BTFL MUSIC	20 (1)	214 (6)	234 (7)	27.4
MOR	102 (6)	35 (2)	137 (8)	16.0
NEWS/INFO/TALK	24 (1)		24 (1)	2.8
UNKNOWN	42 (1)		42 (1)	4.9
COUNTRY		7 (1)	7 (1)	0.8
			<u>854 (28)</u>	

RADIO STATIONS

WACE,	5 KW	@ 730,	CONTEMP	CBS,	\$ 9.00	(Pro-Meeker)
WHMP,	1 KW/250W	@ 1400,	MOR	NO NET,	\$13.60	(Market 4)
WHYN,	5 KW/1 KW	@ 560,	ROCK	NO NET,	\$49.50	(Blair) Guy Gannett
WSPR,	5 KW/1 KW	@ 1270,	???	NO NET,	\$19.00	(Eastman)
WHYN-FM,	93.1, 10 KW	@ 940,	BTFL MUSIC	NO NET,	\$25.00	(Blair) Guy Gannett
WAQY-FM,	102.1, 27 KW	@ 650,	ROCK	ABC-C,	\$21.50	(McGuild)

TV STATIONS

WHYN	Springfield	40	ABC, Guy Gannett	(\$500)
WWLP	Springfield	22	NBC	(\$500)

NEWSPAPER

Springfield Union, News, Repub	ME	155,678	\$ .95	\$2470, Newhouse
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SRDS Market #115  
 ADI #24  
 Revenue Rank #183  
 Income Rank #153

STOCKTON

APR 13.4  
 Revenue: \$1,159,682  
 Income: \$ 39,873

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KJAX-FM	46/13.6	10.4	1. KJAX-FM	46	1. KJAX-FM	46	1. KSTN	622
2. KRAK	41/12.2	11.8	2. KRAK	43	2. KRAK	39	2. KRAK	615
3. KFRC	36/10.7	8.3	3. KFRC	36	3. KNBR	33	3. KJOY	600
4. KNBR	33/9.8	6.7	KNBR	36	4. KFRC	22	4. KFRC	579
5. KSTN	27/8.0	8.3	5. KSTN	27	5. KSTN	20	5. KNBR	544
6. KCBS	20/5.9	8.3	6. KCBS	22	KCBS	20	6. KJAX-FM	412
7. KJOV	18/5.3	11.0	7. KJOY	18	7. KJOY	13	7. KCBS	309
8. KSRT-FM	8/2.4	---	8. KSRT-FM	8	8. KWG	8	8. KWG	212
KWG	8/2.4	3.7	KWG	8	9. KWIN-FM	7	9. KKIS	163
10. KWIN-FM	7/2.1	1.3	10. KWIN-FM	7	KSRT-FM	7	10. KWIN-FM	161

12+ FM SHARE (METRO): 28.90% (87 of 301) (A/M 76: 24.06%)  
 12+ FM SHARE (TSA): 28.71% (89 of 310) (A/M 76: 23.96%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM DRIVE</u>	
1. KFRC	14	1. KFRC	17	1. KJAX-FM	28	1. KJAX-FM	28	1. KNBR	76
2. KSTN	7	2. KNBR	16	2. KRAK	24	2. KRAK	24	2. KRAK	64
3. KJOY	5	3. KSTN	14	3. KNBR	21	3. KNBR	21	3. KJAX-FM	58

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	87 (4)	27 (6)	114 (10)	37.9
BTFL MUSIC		55 (3)	55 (3)	18.3
MOR	39 (2)	2 (1)	41 (3)	13.6
COUNTRY	41 (1)		41 (1)	13.6
NEWS/INFO/TALK	31 (4)		31 (4)	10.3
BIG BAND	8 (1)		8 (1)	2.7
SPANISH	4 (1)		4 (1)	1.3
UNKNOWN	4 (1)		4 (1)	1.3
RELIGION		3 (1)	3 (1)	1.0
			<u>301 (25)</u>	

RADIO STATIONS

KJAX-FM, 99.3	3 KW	@ 186, BTFL MUSIC (TM)	ABC-FM, \$14.00 (Mc-Guild)
KSRT-FM, 100.9	3 KW	@ 300, ROCK	IND, \$ 6.00 (-----)
KWIN-FM, 97.7	3 KW	@ 300, CONTEMP	IND, \$ 5.00 (Lotus) Gold. Pacific
KJOY,	1 KW	@ 1280, CONTEMP	ABC-E, \$16.00 (Mc-Guild)
KSTN,	5 KW/1 KW	@ 1420, CONTEMP	ABC-C, \$11.00 (Howard)
KWG,	1 KW/250W	@ 1230, BIG BAND	MBS, \$11.25 (Tor-Lask)

FOR OTHER STATIONS SEE SACRAMENTO OR SAN FRANCISCO  
 FOR ADI LISTINGS SEE SACRAMENTO  
 FOR TV STATIONS AND NEWSPAPERS SEE SACRAMENTO

SRDS Market #56  
 Revenue Rank #58  
 Income Rank #256

SYRACUSE

APR 15.5  
 Revenue: \$4,472,950  
 Income: \$ -55,557

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WSYR	141/17.2	14.6	1. WHEN	209	1. WSYR	137	1. WHEN	3126
2. WHEN	132/16.1	14.4	2. WSYR	167	2. WHEN	112	2. WSYR	2185
3. WNDR	76/9.3	5.3	3. WNTQ-FM	88	3. WNTQ-FM	74	3. WKFM-FM	1384
4. WNTQ-FM	74/9.0	5.1	WKFM-FM	88	4. WNDR	70	4. WNDR	1361
5. WOLF	58/7.1	10.1	5. WNDR	79	5. WEZG-FM	55	5. WFBL	1178
6. WEZG-FM	55/6.7	9.7	6. WSEN-FM+	62	6. WSEN-FM+	45	6. WOLF	1033
7. WKFM-FM	53/6.5	5.5	7. WOLF	58	7. WFBL	41	7. WNTQ-FM	909
8. WFBL	47/5.7	4.5	8. WEZG-FM	56	8. WOLF	37	8. WKGW-FM	808
9. WSEN-FM+	45/5.4	5.2	9. WFBL	51	9. WKFM-FM	32	9. WEZG-FM	766
10. WOUR-FM	26/3.2	3.8	10. WKGW-FM	50	10. WOUR-FM	23	10. WSEN-FM+	677

FM SHARE (METRO): 33.85% (260 of 768) (A/M 76: 34.74%)  
 FM SHARE (TSA): 37.07% (370 of 998) (A/M 76: 38.15%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WOLF	21	1. WHEN	61	1. WHEN	62	1. WSYR	79	1. WHEN	398
WKFM-FM	21	2. WNDR	45	2. WSYR	50	2. WNTQ-FM	50	2. WSYR	352
3. WHEN	20	3. WOLF	30	3. WNDR	41	3. WHEN	44	3. WNDR	113
4. WFBL	6	4. WKFM-FM	27	4. WNTQ-FM	40	4. WEZG-FM	31	4. WNTQ-FM	103

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP MOR	317 (5)	98 (4)	415 (9)	54.0
BTFM MUSIC	146 (2)	129 (2)	143 (3)	19.0
COUNTRY	14 (1)	25 (1)	56 (3)	18.6
CLASSICAL	31 (2)	5 (2)	5 (2)	7.3
RELIGION		3 (1)	3 (1)	0.7
			<u>768 (20)</u>	0.4

AM STATIONS

WSYR, 570, 5 KW, MOR	NBC, \$36.75 (Christal) Newhouse
WHEN, 620, 5 KW/1 KW, MOR/CONTEMP	ABC-E, \$39.25 (Eastman) Park
WNDR, 1260, 5 KW, CONTEMP	ABC, \$28.00 (Blair)
WOLF, 1490, 1 KW/250W, ROCK	IND, \$30.00 (Katz) Regional
WFBL, 1390, 5 KW, ROCK	CBS, \$31.25 (Tor-Lask)

FM STATIONS

WNTQ-FM, 93.1, 100 KW @ 660, BTFM MUS (Bonneville)	IND, \$35.50 (Blair)
WEZG-FM, 100.9, 3 KW @ 165, BTFM MUS (Schulke)	IND, \$22.50 (Mc-Guild)
WKFM-FM, 104.7, 50 KW @ 310, ROCK (TM)	IND, \$23.00 (Selcom)
WSEN-FM+, 92.1, 3 KW @ 300, COUNTRY	ABC-1, \$11.25 (Roslin)

WOUR-FM, WKGW-FM - See Utica

TV STATIONS

WNYS Syracuse 9	ABC, Outlet (\$800 - Happy Days)
WSYR Syracuse 3	NBC, Newhouse (\$600)
WTVH Syracuse 5	CBS, Meredith (\$800)
WENY Elmira 36	IND (\$ 75)

NEWSPAPERS

Syracuse Post-Standard, Herald-Journal	ME 206,648	\$1.35	\$3,681, Newhouse
Elmira Star-Gazette, Telegram	AD 44,184	\$ .65	\$1,170, Gannett

ARDS Market #209  
 Revenue Rank #176  
 Income Rank #274

TALLAHASSEE

APR 14.8  
 Revenue: \$1,226,990  
 Income: \$ -101,888

<u>12+ METRO (1/4/SHARE)</u>		<u>1976</u>	<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WGLF-FM	35/21.0	16.6	1. WGLF-FM	56	1. WANM	27	1. WGLF-FM	608
2. WANM	32/19.2	15.3	2. WANM	42	WGLF-FM	27	2. WBGm-FM	356
3. WBGm-FM	24/14.4	13.4	3. WBGm-FM	32	3. WBGm-FM	24	3. WTNT	354
4. WTNT	20/12.0	12.7	4. WTNT	20	4. WTNT	20	4. WANM	343
5. WTAL	12/7.2	11.5	5. WTAL	12	5. WTAL	10	5. WTAL	335
6. WONS	7/4.2	4.5	WPAP-FM	12	6. WONS	7	6. WONS	226
7. WOMA-FM	6/3.6	8.3	7. WONS	9	7. WOMA-FM	6	7. WPAP-FM	182
8. WOWD-FM	5/3.0	---	8. WTUF-FM	8	8. WOWD-FM	5	8. WOMA-FM	133
9. WPAP-FM	5/3.0	3.2	9. WOMA-FM	6	WPAP-FM	5	WTUF-FM	133
10. WCVC	4/2.4	---	WOWD-FM	6	10. WCVC	4	10. WOWD-FM	108

FM SHARE (METRO): 50.66% (77 of 152) (A/M 76: 46.85%)  
 FM SHARE (TSA): 57.69% (120 of 208) (A/M 76: 58.07%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WGLF-FM	8	1. WGLF-FM	23	1. WBGm-FM	19	1. WBGm-FM	15	1. WGLF-FM	49
2. WANM	5	2. WANM	20	2. WGLF-FM	18	2. WTNT	9	2. WTNT	46
3. WTAL	2	3. WTAL	8	3. WTNT	11	3. WANM	5	3. WBGm-FM	45

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	19 (2)	35 (1)	54 (3)	35.8
BLACK	32 (1)	2 (1)	33 (2)	21.9
BTFM MUSIC		30 (2)	30 (2)	19.9
COUNTRY	20 (1)	5 (1)	25 (2)	16.6
MOR		5 (1)	5 (1)	3.3
UNKNOWN	4 (1)		4 (1)	2.7
			151 (11)	

AM STATIONS

WANM, 1070, 10 KW (Days),	BLACK	NBN, \$ 7.25 (Howard)
WTNT, 1270, 5 KW,	COUNTRY	CBS, \$ 6.38 (Pro-Meek), Walter-Weeks
WTAL, 1450, 1 KW/250W,	ROCK	ABC-C, \$ 7.00 (Bolton)
WONS, 1410, 5 KW (Days),	CONTEMP	NBC, \$ 9.00 (Selcom), Forward
WCVC, 1330, 5 KW (Days),	? ?	IND, \$ ? ? (Masla)

FM STATIONS

WGLF-FM, 104.1, 38 KW @ 440,	ROCK	ABC-F, \$ 9.00 (Tor-Lask)
WBGm-FM, 98.9, 100 KW @ 365,	BTFM MUS	NBC, \$ 9.00 (Selcom), Forward
WOMA-FM, 94.9, 51 KW @ 210,	BTFM MUS	CBS, \$ 6.38 (Pro-Meek), Walter-Weeks
WOWD-FM, 103.1, 3 KW @ 300,	MOR	IND, \$ 6.85 ( ---- )
WPAP-FM, 92.5, 95 KW @ 1230,	COUNTRY	IND, \$ 6.00 (Carpenter) (PANAMA CITY)

TV STATIONS

WCTV	Thomasville	6	CBS/ABC	(\$400)
WECA	Tallahassee	27	ABC	(\$125)

NEWSPAPER

Tallahassee Democrat	E	40,753	\$ .71	\$1,282, Knight-Ridder
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SRDS Market #23  
 ADI #17  
 Revenue Rank #30  
 Income Rank #22

TAMPA - ST. PETE

Revenue: \$7,498,300  
 Income: \$ 883,300

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WWBA-FM	228/10.8	9.0	1. WWBA-FM	245	1. WWBA-FM	224	1. WSUN	3441
2. WRBQ-FM	168/8.0	10.5	2. WRBQ-FM	240	2. WSUN	145	2. WLCY	3389
3. WLCY-FM	164/7.8	4.3	3. WSUN	221	3. WDAE	129	3. WRBQ-FM	3197
4. WSUN	151/7.2	11.5	4. WFLA-FM	181	4. WRBQ-FM	123	4. WLCY-FM	2685
5. WDAE	134/6.4	4.6	5. WLCY-FM	180	5. WWBA	117	5. WWBA-FM	2595
6. WLCY	125/5.9	6.5	6. WLCY	163	6. WFLA-FM	105	6. WFLA	2261
7. WWBA	119/5.7	7.1	7. WDAE	137	7. WLCY-FM	97	7. WFLA-FM	2031
8. WFLA-FM	105/5.0	4.8	8. WWBA	131	8. WFLA	94	8. WDAE	1900
9. WFLA	97/4.6	2.4	9. WQSR-FM	109	9. WLCY	89	9. WWBA	1688
10. WQSR-FM	91/4.3	5.5	10. WFLA	104	10. WQXM-FM	88	10. WQSR-FM	1660
11. WQXM-FM	88/4.2	4.3	11. WJYW-FM	101	11. WJYW-FM	84	11. WJYW-FM	1391
12. WJYW-FM	86/4.1	4.6	12. WQXM-FM	94	12. WQSR-FM	79	12. WQXM-FM	1299

12+ FM SHARE (METRO): 53.19% (1027 of 1931) (A/M 76: 53.91%)  
 12+ FM SHARE (TSA): 54.95% (1298 of 2362) (A/M 76: 54.62%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. WLCY-FM 67	1. WRBQ-FM 99	1. WWBA-FM 70	1. WWBA-FM 99	1. WSUN 345
2. WRBQ-FM 45	2. WQSR-FM 75	2. WDAE 63	2. WSUN 76	2. WWBA-FM 285
3. WLCY 36	3. WLCY-FM 70	3. WSUN 59	3. WFLA-FM 56	3. WFLA-FM 248
4. WQSR-FM 12	4. WLCY 55	4. WRBQ-FM 56	4. WDAE 53	4. WDAE 218
5. WTMP 10	5. WDAE 50	5. WLCY 54	5. WFLA 50	5. WRBQ-FM 193

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
BTFL MUSIC	151 (2)	540 (6)	691 (8)	35.8
ROCK/CONTEMP	174 (2)	434 (4)	608 (6)	31.5
MOR	275 (5)		275 (5)	14.2
COUNTRY	178 (3)	53 (1)	231 (4)	12.0
BLACK	90 (2)		90 (2)	4.7
RELIGION	36 (2)		36 (2)	1.9
			<u>1931 (27)</u>	

TAMPA - ST. PETE ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>
1. WWBA-FM 245	1. WSUN 3421
2. WRBQ-FM 240	2. WLCY 3383
3. WSUN 221	3. WRBQ-FM 3197
4. WFLA-FM 181	4. WLCY-FM 2685
5. WLCY-FM 180	5. WWBA-FM 2595
6. WLCY 162	6. WFLA 2242
7. WDAE 137	7. WFLA-FM 2031
8. WWBA 129	8. WDAE 1900
9. WQSR-FM 106	9. WWBA 1675
10. WFLA 103	10. WQSR-FM 1578
11. WJYW-FM 101	11. WJYW-FM 1391
12. WQXM-FM 94	12. WQXM-FM 1299
13. WTMP 79	13. WDUV-FM 979
14. WDUV-FM 69	14. WTMP 875
15. WVFM-FM 65	15. WVFM-FM 739

ADI FM SHARE: 53.69% (1442 of 2686) (A/M 76: 54.42%)

AM STATIONS

WSUN, 620, 5 KW, COUNTRY	ABC-E, \$31.25 (Mc-Guild), Plough
WLCY, 1380, 5 KW, ROCK	ABC-C, \$53.20 (Katz), Rahall
WDAE, 1250, 5 KW, MOR	CBS, \$43.50 (Katz), Rounsaville
WWBA, 680, 1 KW (Days), BTFL MUS	IND, \$35.75* (Bol-Bur)
WFLA, 970, 5 KW, MOR	NBC, \$35.25 (Blair), Media General
WTMP, 1150, 5 KW (Days), BLACK	NBN, \$28.00 (Selcom), Gulf South

FM STATIONS

WWBA-FM, 107.3, 100 KW @ 505, BTFL MUS	IND, \$35.75* (Bol-Bur)
WRBQ-FM, 104.7, 100 KW @ 555, ROCK	IND, \$52.75 (Eastman), Southern
WFLA-FM, 93.3, 100 KW @ 925, BTFL MUS	IND, \$35.25 (Blair), Media General
WLCY-FM, 94.9, 100 KW @ 390, CONTEMP	ABC-F, \$46.55 (Katz), Rahall
WQSR-FM, 102.5, 100 KW @ 650, AOR	IND, \$39.00 (Buckley), (SARASOTA)
WJYW-FM, 100.7, 100 KW @ 503, BTFL MUS (Schulke)	IND, \$43.50 (Katz), Rounsaville
WQXM-FM, 97.9, 100 KW @ 505, BTFL MUS (FM-100)	ABC-1, \$34.00 (Mc-Guild), Plough
WDUV-FM, 103.3, 100 KW @ 450, BTFL MUS	IND, \$17.00 (Sav-Gates) (BRADENTON)

WVFM - See Lakeland

\*WWBA and WWBA-FM are sold in combination for \$35.75

TV STATIONS

WFLA Tampa 8	NBC, Media General (\$1500)
WLCY Largo 10	ABC, Rahall (\$1000)
WTOG St. Pete 44	IND, Hubbard (\$400 - Bewitched)
WTVT Tampa 13	CBS, Gaylord (\$1500 - MASH)
WXTL Sarasota 40	ABC (\$128)

NEWSPAPERS

Tampa Tribune, Times	ME	188,793	\$1.25	\$3,544, Media Gen.
St. Petersburg Times, Independant	ME	222,809	\$1.33	\$3,203
Sarasota Herald-Trib, Journal	ME	69,260	.60	\$1,445
Clearwater Sun	E	37,993	.39	\$ 939



SRDS Market #182  
 Revenue Rank #210  
 Income Rank #295

TERRE HAUTE

APR 14.2  
 Revenue: \$1,010,000  
 Income: \$ -180,000

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WTHI	40/19.8	18.7	1. WTHI	43	1. WTHI	38	1. WBOW	675
2. WBOW	33/16.3	15.0	2. WBOW	34	2. WBOW	23	2. WTHI	549
3. WAAC	20/9.9	7.5	3. WTHI-FM	27	3. WTHI-FM	20	3. WVTS-FM	484
WTHI-FM	20/9.9	15.0	WWCM-FM+	27	WAAC	20	4. WTHI-FM	362
5. WPFR-FM	16/7.9	1.9	5. WPFR-FM	24	5. WWCM-FM+	15	5. WWCM-FM+	354
WWCM-FM+	16/7.9	8.9	6. WVTS-FM	21	6. WBOQ-FM	11	6. WLS	349
7. WVTS-FM	14/6.9	9.3	7. WAAC	20	7. WVTS-FM	10	7. WPFR-FM	243
8. WBOQ-FM	11/5.4	6.5	8. WACF-FM	16	WPFR-FM	10	8. WACF-FM	211
9. WLS	6/3.0	4.2	9. WLS	15	9. WLS	5	9. WBOQ-FM	206
10. WNDI	3/1.5	---	10. WBOQ-FM	11	10. WNDI	3	10. WAAC	198

FM SHARE (METRO): 39.46% (73 of 185) (A/M 76: 42.11%)  
 FM SHARE (TSA): 46.48% (119 of 256) (A/M 76: 47.45%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WBOW	10	1. WBOW	15	1. WTHI	28	1. WTHI	20	1. WTHI	84
2. WPFR-FM	6	2. WTHI	14	2. WTHI-FM	10	2. WTHI-FM	14	2. WBOW	48
3. WVTS-FM	4	3. WPFR-FM	10	WBOW	10	3. WBOW	7	3. WWCM-FM+	39

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	39 (2)	30 (2)	69 (4)	37.3
COUNTRY	52 (4)	11 (3)	63 (7)	34.1
MOR	21 (2)	11 (1)	32 (3)	17.3
BTFL MUSIC		20 (1)	20 (1)	10.8
RELIGION		1 (1)	1 (1)	0.5

185 (15)

AM STATIONS

WTHI, 1480, 5 KW/1 KW,	COUNTRY	NBC,	\$17.75 (Katz)
WBOW, 1230, 1 KW/250W,	ROCK	ABC-C,	\$16.00 (Mc-Guild), Eastern
WAAC, 1300, 500W (Days),	MOR	CBS,	\$ 8.00 (Pro-Meek)
WNDI, 1550, 250W (Days),	COUNTRY	IND,	\$ 4.00 (Regional) (SULLIVAN)

FM STATIONS

WTHI-FM, 99.9, 20 KW @ 419,	BTFL MUS (Bonneville)	IND,	\$17.75 (Katz)
WPFR-FM, 102.7, 14 KW @ 500,	AOR	ABC-F,	\$ 4.60 ( ---- )
WWCM-FM+, 97.7, 3 KW @ 300,	COUNTRY	MBS,	\$16.25 (Masla)
WVTS-FM, 100.7, 50 KW @ 500,	SOFT ROCK (Bonneville)	ABC-1,	\$ 7.75 (Pro-Meek)
WBOQ-FM, 107.5, 46 KW @ 268,	MOR	ABC-E,	\$ 8.75 (Mc-Guild), Eastern
WACF-FM, 98.5, 50 KW @ 500,	COUNTRY	ABC-E,	\$ 4.00 ( --- ) (PARIS, ...)

TV STATIONS

WBAK	Terre Haute	38	ABC	(\$125)
WTHI	Terre Haute	10	CBS	(\$240)
WTWO	Terre Haute	2	NBC	(\$220 - Little House)

NEWSPAPERS

Terre Haute Star, Tribune	ME	50,021	\$ .50	\$1,232
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ADS Market #49  
 Revenue Rank #63  
 Income Rank #305

TOLEDO

APR 15.8  
 Revenue: \$4,354,591  
 Income: \$ -238,376

12+ METRO (1/4/SHARE) 1976		12+ TSA	18+ METRO	12+ TSA CUME	
1. WSPD	152/15.2	12.0	1. WSPD 157	1. WSPD 148	1. CKLW 2837
2. WLQR-FM	86/8.6	9.2	2. CKLW 140	2. WLQR-FM 84	2. WSPD 2383
3. CKLW	84/8.4	11.7	3. WLQR-FM 116	3. WTOD 81	3. WJR 1878
4. WTOD	83/8.3	9.8	4. WTOD 107	4. WCWA 72	4. WLQR-FM 1520
5. WCWA	73/7.3	5.5	5. WJR 104	5. WJR 68	5. WOHO 1406
6. WOHO	73/7.3	5.1	6. WMHE-FM 91	6. WXEZ-FM 65	6. WMHE-FM 1357
7. WMHE-FM	72/7.2	5.2	7. WXEZ-FM 78	7. CKLW 63	7. WCWA 1255
8. WJR	70/7.0	7.1	8. WOHO 75	8. WMHE-FM 59	8. WXEZ-FM 1152
9. WXEZ-FM	67/6.7	8.7	9. WCWA 74	9. WOHO 49	9. WTOD 1149
10. WIOT-FM	51/5.1	5.3	10. WIOT-FM 56	10. WIOT-FM 39	10. WIOT-FM 883

12+ FM SHARE (METRO): 37.67% (339 of 900) (A/M 76: 39.28%)  
 12+ FM SHARE (TSA): 37.13% (418 of 1126) (A/M 76: 35.92%)

TEENS	18 - 34	25 - 54	35 - 64	AM DRIVE
1. WOHO 24	1. WMHE-FM 57	1. WSPD 48	1. WSPD 86	1. WSPD 332
2. CKLW 21	2. CKLW 55	WTOD 48	2. WLQR-FM 46	2. WJR 177
3. WMHE-FM 13	3. WCWA 54	3. WLQR-FM 46	3. WXEZ-FM 44	3. WCWA 145
4. WIOT-FM 12	4. WIOT-FM 37	WCWA 46	4. WJR 43	4. CKLW 141
5. WKLR-FM 5	5. WOHO 26	5. WJR 42	WTOD 43	5. WLQR-FM 114

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	234 (4)	138 (4)	372 (8)	41.3%
MOR	233 (4)	12 (2)	245 (6)	27.2%
BTFM MUSIC		158 (3)	158 (3)	17.6%
COUNTRY	94 (2)	8 (1)	102 (3)	11.3%
BLACK		23 (1)	23 (1)	2.6%
			900 (21)	

AM STATIONS

WCWA, 1 KW/250W @ 1230, CONTEMP ABC-E, \$31.50 ( ? ? ), Reams  
 WOHO, 1 KW @ 1470, ROCK ABC-C, \$20.25 (Blair)  
 WSPD, 5 KW @ 1370, MOR NBC, \$21.75 (CBS Spot), Storer  
 WTOD, 5 KW @ 1560, COUNTRY ABC-1, \$21.00 (Masla), Booth

FM STATIONS

WIOT-FM, 104.7, 50 KW @ 655, ROCK IND, \$22.00 ( ---- ) Reams  
 WKLR-FM, 99.9, 9 KW @ 160, BLACK MBN, \$15.00 (Masla) Booth  
 WLQR-FM, 101.5, 16 KW @ 810, BTFM MUSIC IND, \$27.50 (Eastman) Susquehanna  
 WMHE-FM, 92.5, 50 KW @ 480, ROCK ABC-F, \$16.00 (McGuild)  
 WXEZ-FM, 105.5, 3 KW @ 350, BTFM MUS (Schulke) \$22.00 (Blair)

TV STATIONS

WOHO Toledo 24 ABC (\$600)  
 WSPD Toledo 13 NBC, Storer (\$700) - Little House  
 WTOL Toledo 11 CBS, Cosmos (\$500) - Maude, Hawaii 50

NEWSPAPER

Toledo Blade E 170,784 \$ .98 \$2,778

SRDS Market #180  
 Revenue Rank #128  
 Income Rank #108

TOPEKA

APR 14.7  
 Revenue: \$1,906,-  
 Income: \$ 106,-

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>	<u>18+ METRO</u>	<u>12+ TSA CUME</u>
1. WIBW	37/16.8	12.5	1. WIBW 109	1. WIBW 36	1. WIBW 1410
2. KSWT-FM	36/16.4	12.1	2. WIBW-FM 85	KSWT-FM 36	2. WIBW-FM 1214
3. KEWI	35/15.9	15.4	3. KSWT-FM 58	3. KWEI 25	3. KEWI 832
4. WIBW-FM	30/13.6	11.3	4. WDAF 55	4. WIBW-FM 24	4. KCMO 755
5. WREN	20/9.1	11.7	5. KEWI 42	5. WREN 20	5. WDAF 704
6. KTPK-FM	17/7.7	12.9	6. KCMO 39	6. KTPK 16	6. KSWT-FM 688
7. KTOP	10/4.5	6.7	7. KTPK-FM 30	7. KTOP 9	7. WREN 599
8. KTOP-FM	7/3.2	4.2	8. WREN 22	8. KTOP-FM 7	8. KYYS-FM 389
KYYs-FM	7/3.2	2.1	9. KYYS-FM 21	WDAF 7	9. KTPK-FM 372
WDAF	7/3.2	.4	10. KTOP 10	10. KYYS-FM 4	10. KTOP 307

FM SHARE (METRO): 46.63% (97 of 208) (A/M 76: 47.11%)  
 FM SHARE (TSA): 42.05% (201 of 478) (A/M 76: 46.04%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. KEWI 10	1. WIBW-FM 16	1. KSWT-FM 19	1. KSWT-FM 17	1. WIBW 212
2. WIBW-FM 6	2. KEWI 15	2. WIBW 13	2. WIBW 15	2. WIBW-FM 72
3. KYYS-FM 3	3. KSWT-FM 14	3. KEWI 12	3. WREN 13	3. WDAF 64

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	37 (2)	37 (2)	74 (4)	35.6
NEWS/INFO/TALK	37 (1)		37 (1)	17.8
BTFL MUSIC		36 (1)	36 (1)	17.3
COUNTRY	10 (1)	24 (2)	34 (3)	16.4
MOR	27 (2)		27 (2)	13.0
			208 (11)	

AM STATIONS

WIBW, 580, 5 KW, NEWS/MOR CBS, \$34.75 (Katz), Stauffer  
 KEWI, 1440, 5 KW/1 KW, ROCK IND, \$12.58 (Tor-Lask)  
 WREN, 1250, 5 KW, MOR/CONTEMP ABC-1, \$14.00 (Pro-Meek), Alf Landon  
 KTOP, 1490, 1 KW, COUNTRY MBS, \$ 6.81 (Masla), Harris

FM STATIONS

KSWT-FM, 107.7, 100 KW @ 464, BTFL MUS (Schulke) IND, \$10.94 (Tor-Lask)  
 WIBW-FM, 97.3, 100 KW @ 1217, ROCK (TM) IND, \$16.00 (Katz), Stauffer  
 KTPK-FM, 106.9, 100 KW @ 343, COUNTRY (Drake-Chen) IND, \$ 8.88 (Howard)  
 KTOP-FM, 100.3, 5.3 KW @ 260, COUNTRY MBS, \$ 8.00 (Masla), Harris

FOR OTHER STATIONS SEE KANSAS CITY

TV STATIONS

KTSB Topeka 27 NBC, Motorcar Transport Co. (\$125)  
 WIBW Topeka 13 CBS, Stauffer (\$270)

NEWSPAPERS

Topeka Capital, Journal ME 89,228 \$ .76 \$1,423, Stauffer

ADS Market #77  
 Revenue Rank #69  
 Income Rank #70

TUCSON

Revenue: \$3,613,028  
 Income: \$ 239,939

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KTKT	68/12.3	11.2	1. KTKT	77	1. KCUB	53	1. KTKT	1342
2. KCUB	57/10.3	14.8	2. KCUB	58	2. KAIR	52	2. KIKX	844
3. KAIR	54/9.7	10.7	3. KAIR	54	3. KAIR-FM	44	3. KAIR	721
4. KWFM-FM	47/8.5	6.7	4. KWFM-FM	48	4. KWFM-FM	37	4. KCEE	713
5. KAIR-FM	44/7.9	6.4	5. KAIR-FM	47	5. KXEW	35	5. KCUB	687
6. KXEW	35/6.3	4.5	6. KCEE	35	6. KTKT	34	6. KAIR-FM	678
7. KCEE	34/6.1	8.1	7. KXEW	35	7. KCEE	33	7. KWFM-FM	591
8. KTUC	30/5.4	4.5	8. KCEE-FM	34	8. KTUC	30	8. KTUC	515
9. KCEE-FM	28/5.1	2.1	9. KIKX	30	9. KCEE-FM	28	9. KHOS	492
10. KHOS	23/4.2	6.7	10. KTUC	30	10. KHOS	23	10. KCEE-FM	420

FM SHARE (METRO): 24.20% (121 of 500) (A/M 76: 17.31%)  
 FM SHARE (TSA): 24.40% (131 of 537) (A/M 76: 16.35%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. KTKT 34	1. KWFM-FM 36	1. KCUB 39	1. KCUB 31	1. KCEE 83
2. KWFM-FM 10	2. KTKT 27	2. KAIR-FM 22	2. KAIR 25	2. KCUB 82
3. KIKX 9	3. KCUB 20	3. KHOS 17	KAIR-FM 25	3. KTKT 70
4. KCUB 4	4. KHOS 14	4. KXEW 16	4. KCEE 30	4. KAIR 69

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	85 (2)	47 (1)	132 (3)	26.4
BTFM MUSIC	54 (1)	72 (2)	126 (3)	25.2
COUNTRY	80 (2)		80 (2)	16.0
MOR	72 (3)		72 (3)	14.4
SPANISH	58 (2)		58 (2)	11.6
NEWS/INFO/TALK	30 (1)		30 (1)	6.0
RELIGION		2 (1)	2 (1)	0.4
			<u>500 (15)</u>	

AM STATIONS

KTKT, 990,	10 KW/1 KW,	ROCK	IND,	\$17.63 (Lotus), Lotus
KCUB, 1290,	1 KW,	COUNTRY	IND,	\$14.00 (Eastman)
KAIR, 1490,	1 KW/250W,	BTFM MUS (TM)	IND,	\$13.75 (Mc-Guild), Number One
KCEE, 790,	5 KW/500W,	MOR	NBC,	\$ 9.75 (Tor-Lask)
KXEW, 1600,	1 KW (Days),	SPANISH	IND,	\$ 8.00 (Cabellero)
KTUC, 1400,	1 KW/250W,	INFO	MBS, ABC-1,	\$ 6.50 (Missina), 2588 Newport
KHOS, 940,	1 KW/250W,	COUNTRY	ABC-E,	\$10.50 (Masla)
KIKX, 580,	5 KW/500W,	ROCK	ABC-C,	\$15.50 (Selcom), Walton

FM STATIONS

KWFM-FM, 92.9,	28.5 KW @ 86,	AOR	ABC-F,	\$16.25 (Masla)
KAIR-FM, 94.9,	25 KW @ 188,	BTFM MUS (TM)	IND,	\$10.25 (Mc-Guild), Number One
KCEE-FM, 96.1,	25.5 KW @ 77,	BTFM MUS (FM-100)	IND,	\$ 5.00 (Tor-Lask)

TV STATIONS

KGUN	Tucson	9	ABC, May	(\$500 - Happy Days)
KOLD	Tucson	13	CBS, Detroit News	(\$360 - MASH)
KVOA	Tucson	4	NBC, Donrey	(\$325 - Disney)
KZAZ	Tucson	11	IND	(\$ 50)

NEWSPAPERS

Tucson Citizen, Star ME 122,667 \$ .80 \$2,167

SRDS Market #64  
 Revenue Rank #53  
 Income Rank #32

TULSA

APR 15.6  
 Revenue: \$4,852,000  
 Income: \$ 566,000

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KRMG	151/20.4	17.5	1. KVOO	242	1. KRMG	145	1. KVOO	3016
2. KVOO	129/17.4	19.5	2. KRMG	177	2. KVOO	125	2. KRMG	2193
3. KWEN-FM	124/16.8	15.0	3. KWEN-FM	143	3. KWEN-FM	121	3. KAKC	1742
4. KRAV-FM	72/9.7	5.2	4. KRAV-FM	94	4. KRAV	58	4. KWEN-FM	1417
5. KELI	60/8.1	8.5	5. KELI	75	5. KELI	43	5. KELI	1389
6. KMOD-FM	52/7.0	6.3	6. KAKC	66	6. KMID-FM	42	6. KRAV-FM	1088
7. KAKC	49/6.6	8.5	7. KMOD-FM	53	7. KAKC	27	7. KMOD-FM	669
8. KXXO	17/2.3	1.4	8. KAKC-FM	29	8. KXXO	14	8. KAKC-FM	665
9. KAKC-FM	14/1.9	2.1	9. KXXO	19	9. KAKC-FM	12	9. KXXO	505
10. KTOW	12/1.6	2.5	10. KCFO-FM	14	KTOW	12	10. KTOW	268

FM SHARE (METRO): 38.76% (274 of 707) (A/M 76: 33.54%)  
 FM SHARE (TSA): 36.00% (342 of 950) (A/M 76: 28.85%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. KAKC 22	1. KRAV-FM 46	1. KRMG 79	1. KRMG 87	1. KVOO 434
2. KELI 17	2. KMOD-FM 42	2. KVOO 73	2. KWEN-FM 71	2. KRMG 373
3. KRAV-FM 14	3. KELI 34	3. KWEN-FM 70	3. KVOO 68	3. KWEN-FM 154
4. KMOD-FM 10	4. KWEN-FM 31	4. KRAV-FM 30	4. KRAV-FM 12	4. KRAV-FM 113

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP MOR	126 (3)	138 (3)	264 (6)	37.3
COUNTRY	157 (2)		157 (2)	22.2
BTFL MUSIC	141 (2)		141 (2)	19.9
RELIGION		124 (1)	124 (1)	17.5
BLACK	9 (1)	3 (1)	12 (2)	1.7
		9 (1)	9 (1)	1.3
			<u>707 (14)</u>	

AM STATIONS

KRMG, 740, 50 KW/25 KW, MOR	IND, \$38.50 (Eastman), Swanson
KVOO, 1170, 50 KW, COUNTRY	IND, \$30.50 (Blair)
KELI, 1430, 5 KW, ROCK	IND, \$18.00 (Buckley), Sammons-Ruff
KAKC, 970, 1 KW/500W, CONTEMP	ABC-C, \$30.00 (Katz)
KXXO, 1300, 5 KW/1 KW, ROCK	IND, \$19.50 (Masla)
KTOW, 1340, 500W/250W, COUNTRY	ABC-E, \$12.00 ( -- ) (SAND SPRINGS)

FM STATIONS

KWEN-FM, 95.5, 100 KW @ 339, BTFL MUS (Schulke)	IND, \$32.00 (Tor-Lask), Ron C
KRAV-FM, 96.5, 100 KW @ 380, CONTEMP	IND, \$18.50 (Selcom)
KMOD-FM, 97.5, 50 KW @ 435, ROCK	IND, \$19.50 (Masla)
KAKC-FM, 92.9, 100 KW @ 680, CONTEMP (Drake-Chen)	ABC-C, \$ 6.00 (Katz)
KCFO-FM, 98.5, 100 KW @ 660, RELIGION	IND, \$ 8.00 ( ---- )

TV STATIONS

KOTV Tulsa 6	CBS, Corinthian (\$700 - Waltons)
KTEW Tulsa 2	NBC, Scripps-Howard (\$475)
KTUL Tulsa 8	ABC, Leake (\$800 - Happy Days)

NEWSPAPERS

Tulsa World, Tribune	ME	194,634	\$1.53	\$2,763
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EDS Market #109  
 Revenue Rank #116  
 Income Rank #294

UTICA - ROME

APR 14.9  
 Revenue: \$2,120,115  
 Income: \$ -176,895

12+ METRO (1/4/SHARE) 1976			12+ TSA		18+ METRO		12+ TSA CUME	
WRUN	53/12.8	9.1	1. WRUN	62	1. WIBX	48	1. WRUN	1162
WTLB	50/12.1	12.2	2. WTLB	53	2. WIBQ-FM	45	2. WIBX	966
WIBX	49/11.9	17.5	3. WKGW-FM	52	3. WTLB	40	3. WTLB	924
WIBQ-FM	45/10.9	11.1	4. WIBX	51	4. WRUN	36	4. WKGW-FM	818
WKGW-FM	41/9.9	7.0	WIBQ-FM	51	5. WKGW-FM	34	5. WIBQ-FM	634
WADR	27/6.5	5.4	6. WADR	35	6. WADR	27	6. WGY	563
WKAL-FM+	20/4.8	2.0	7. WGY	30	7. WKAL-FM+	19	7. WOUR-FM	408
WOUR-FM	17/4.1	5.8	8. WOUR-FM	23	8. WBVM	14	8. WKAL-FM+	345
WBVM	15/3.6	6.0	9. WBRV	22	WOUR-FM	14	9. WSYR	324
WLFH	14/3.4	3.5	WKAL-FM+	22	WLFH	14	WADR	324

FM SHARE (METRO): 35.16% (135 of 384) (A/M 76: 29.76%)  
 FM SHARE (TSA): 35.21% (175 of 497) (A/M 76: 28.85%)

TEENS	18 - 34		25 - 54		35 - 64		AM TSA DRIVE
WRUN 17	1. WTLB 27	1. WIBQ-FM 31	1. WIBQ-FM 30	1. WIBX 126			
WTLB 10	2. WKGW-FM 26	2. WKGW-FM 20	2. WIBX 27	2. WTLB 67			
WKGW-FM 7	3. WRUN 16	WRUN 20	3. WRUN 17	3. WRUN 64			

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	103 (2)	62 (3)	165 (5)	43.0
MOR	101 (8)	1 (1)	102 (9)	26.6
BTFM MUSIC	8 (1)	62 (3)	70 (4)	18.2
COUNTRY	27 (1)	10 (1)	37 (2)	9.6
VARIETY	10 (1)		10 (1)	2.6
			384 (21)	

FM STATIONS

WRUN, 1150,	5 KW/1 KW,	ROCK	IND,	\$21.00 (Katz), Woods
WTLB, 1310,	1 KW/500W,	ROCK	ABC-C,	\$19.60 (Tor-Lask)
WIBX, 950,	5 KW,	MOR	CBS,	\$22.75 (Mc-Guild)
WADR, 1480,	5 KW (Days),	COUNTRY	IND,	\$ 6.50 (Walton) (REMSON)
WBVM, 1550,	1 KW (Days),	MOR	IND,	\$ 8.60 (Pro-Meek)
WLFH, 1230,	1 KW/250W,	MOR	ABC-E,	\$ 6.60 (Market 4) (LITTLE FALLS)

FM STATIONS

WIBQ-FM, 98.7,	25 KW @ 660,	BTFM MUSIC	IND,	\$10.00 (Mc-Guild)
WKGW-FM, 104.3,	100 KW @ 370,	CONTEMP (Drake-Chen)	ABC-1,	\$19.00 (Katz), Woods
WKAL-FM+, 95.9,	3 KW @ 105,	BTFM MUS/MOR	MBS,	\$ 6.50 (Market 4)
WOUR-FM, 96.9,	16 KW @ 800,	AOR	ABC-F,	\$13.00 (Roslin)

TV STATIONS

WTKV	Utica	2	NBC	(\$200)
WUTR	Utica	20	ABC, Park	(\$180)

NEWSPAPERS

Utica Press, Observer-Dispatch	ME	67,231	\$ .68	\$1,842, Gannett
Rome Sentinel	E	19,393	\$ .25	\$ 602

SRDS Market #192  
 Revenue Rank #178  
 Income Rank #254

WACO

APR 14.0  
 Revenue: \$1,185,593  
 Income: \$ -54,013

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KHOO-FM	30/16.6	6.7	1. KTON-FM+	65	1. KWTX-FM	28	1. WBAP	954
2. KWTX-FM	29/16.0	13.3	2. WBAP	61	2. KHOO-FM	27	2. WACO	801
3. WACO	23/12.7	14.9	3. KWTX-FM	59	3. WBAP	22	3. KTON+	704
4. KRZI	22/12.2	11.8	4. KHOO-FM	40	4. KWTX	19	4. KWTX-FM	585
WBAP	22/12.2	8.7	5. WACO	39	WACO	19	5. KWTX	503
6. KWTX	19/10.5	14.9	6. KWTX	26	6. KRZI	14	6. KRZI	480
7. KKIK	9/5.0	9.2	7. KRZI	22	7. KKIK	9	7. KHOO-FM	435
8. KRLD	6/3.3	4.1	8. KRLD	14	8. KRLD	6	8. KRLD	424
9. KEFC-FM	3/1.7	1.0	WFAA	14	9. KEFC-FM	3	9. KKIK	362
10. WFAA	2/1.1	1.0	10. KKIK	13	10. WFAA	2	10. WFAA	280

12+ FM SHARE (METRO): 38.37% ( 66 of 172) (A/M 76: 25.44%)  
 12+ FM SHARE (TSA): 41.51% (154 of 371) (A/M 76: 17.79%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. KRZI	8	1. KHOO-FM	14	1. KHOO-FM	16	1. KWTX-FM	17	1. WBAP	113
2. WACO	4	2. KRZI	10	2. KWTX-FM	14	2. WBAP	12	2. KTON-FM+	99
3. KHOO-FM	3	3. WACO	10	3. WBAP	13	3. KHOO-FM	11	3. KWTX-FM	82

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
COUNTRY	33 (3)	30 (1)	63 (4)	36.6
ROCK/CONTEMP	46 (3)	7 (3)	53 (6)	30.8
BTFM MUSIC		29 (1)	29 (1)	16.9
MOR	25 (2)		25 (2)	14.5
NEWS/INFO/TALK	2 (1)		2 (1)	1.2
			172 (14)	

AM STATIONS

KKIK, 1010, 10 KW (Days), COUNTRY, \$10.00 (Masla)  
 WACO, 1460, 1 KW, CONTEMP, ABC-C, \$11.00 (Katz)  
 KWTX, 1230, 1 KW/250W, MOR, MBS, \$14.48 (Mc-Guild), KWTX Bdcst.  
 KRZI, 1580, 1 KW/500W, ROCK, \$ 9.00 (Pro-Meeker)

FM STATIONS

KEFC-FM, 95.5, 3 KW @ 220, CONTEMP, ABC-E, \$ 6.00 (P. Miller)  
 KHOO-FM, 99.9, 3 KW @ 460, COUNTRY (Drake-Chen) ABC-F, \$ 7.50 (Katz)  
 KWTX-FM, 97.5, 71 KW @ 892, BTFM MUSIC, MBS, \$ 9.20 (Mc-Guild), KWTX Bdcst.  
 KTON-FM+, 106.3, 1 KW @ 400, COUNTRY, ABC-1, \$11.00 ( ---- ), Sigmor (BELT)

FOR ALL OTHER STATIONS SEE DALLAS - FT. WORTH

TV STATIONS

KCEN Temple 6 NBC/ABC (\$250)  
 KWTX Waco 10 CBS, KWTX Bdcst. (\$220)

NEWSPAPER

Waco Tribune-Herald ME 45,800 \$ .54 \$1,463, Cox

ARDS Market #7  
 DI #8  
 Revenue Rank #5  
 Income Rank #11

WASHINGTON, D.C.

APR 16.3  
 Revenue: \$24,620,655  
 Income: \$ 2,457,982

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WMAL	478/11.7	11.9	1. WMAL	485	1. WMAL	470	1. WMAL	7178
2. WPGC-FM+	369/9.0	10.0	2. WPGC-FM	447	2. WGAY-FM	351	2. WPGC-FM	7091
3. WGAY-FM+	355/8.7	8.2	3. WGAY-FM	391	3. WPGC-FM	198	3. WGAY-FM	4969
4. WWDC-FM	216/5.3	3.4	4. WWDC-FM	265	4. WWDC-FM	172	4. WTOP	4337
5. WKYS-FM	200/4.9	3.8	5. WKYS-FM	223	5. WJMD-FM	170	5. WWDC-FM	4139
6. WJMD-FM	172/4.2	5.1	6. WASH-FM	192	6. WKYS-FM	169	6. WGMS-FM	3325
7. WTOP	158/3.9	4.8	7. WJMD-FM	191	7. WGMS-FM	152	7. WASH-FM	3279
8. WGMS-FM+	156/3.8	3.1	8. WGMS-FM	171	8. WTOP	150	8. WKYS-FM	3003
9. WOOK-FM	154/3.8	---	9. WTOP	171	9. WASH-FM	135	9. WRC	2920
10. WASH-FM	147/3.6	4.5	10. WOOK-FM	170	10. WOOK-FM	134	10. WJMD-FM	2863
11. WHUR-FM	145/3.5	2.2	11. WHUR-FM	155	11. WHUR-FM	133	11. WWDC	2686
12. WRC	115/2.8	2.3	12. WEZR-FM	126	12. WRC	112	12. WOOK-FM	2492
13. WXRA-FM	112/2.7	1.1	13. WRC	122	13. WEZR-FM	110	13. WMOD-FM	2377
14. WEZR-FM	111/2.7	2.8	14. WXRA-FM	120	14. WXRA-FM	109	14. WHUR-FM	2355
15. WHFS-FM	107/2.6	1.8	15. WPIK	117	15. WPIK	100	15. WAVA-FM	2170

12+ FM SHARE (METRO): 58.70% (2210 of 3765) (A/M 76: 51.45%)  
 12+ FM SHARE (TSA): 61.61% (2619 of 4251) (A/M 76: 53.92%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. WPGC-FM 171	1. WWDC-FM 153	1. WMAL 278	1. WMAL 351	1. WMAL 1325
2. WWDC-FM 44	2. WPGC-FM 137	2. WGAY-FM 201	2. WGAY-FM 250	2. WGAY-FM 430
3. WKYS-FM 31	3. WKYS-FM 121	3. WASH-FM 106	3. WJMD-FM 128	3. WPGC-FM 353
4. WOL 20	4. WASH-FM 101	4. WKYS-FM 103	4. WGMS-FM 99	4. WTOP 344
5. WOOK-FM 20	5. WOOK-FM 99	5. WPGC-FM 100	5. WTOP 99	5. WXRA+ 336
6. WEAM 14	6. WHFS-FM 95	6. WJMD-FM 97	6. WEZR-FM 91	6. WGMS-FM 252
7. WASH-FM 12	7. WHUR-FM 92	7. WGMS-FM 97	7. WPIK 68	7. WASH-FM 239

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	96 (2)	1098 (7)	1194 (9)	31.7
BTFL MUSIC	111 (1)	541 (4)	652 (5)	17.3
MOR	606 (4)		606 (4)	16.1
NEWS/INFO/TALK	317 (3)	51 (1)	368 (4)	9.8
BLACK	226 (3)	299 (2)	525 (5)	13.9
COUNTRY	125 (2)	112 (1)	237 (3)	6.3
CLASSICAL	74 (1)	82 (1)	156 (2)	4.1
RELIGION		27 (1)	27 (1)	0.7

3765 (33)



<u>12+ ADI 1/4</u>		<u>12+ ADI CUME</u>	
1. WMAL	484	1. WMAL	7109
2. WPGC-FM+	432	2. WPGC-FM	6777
3. WGAY-FM	383	3. WGAY-FM	5001
4. WWDC-FM	255	4. WTOP	4111
5. WKYS-FM	221	5. WWDC-FM	4061
6. WJMD-FM	191	6. WGMS-FM	3179
7. WASH-FM	166	7. WASH-FM	3137
8. WTOP	165	8. WJMD-FM	2912
9. WGMS-FM+	163	9. WKYS-FM	2878
10. WOOK-FM	158	10. WRC	2847
11. WHUR-FM	155	11. WWDC	2595
12. WEZR-FM	126	12. WMOD-FM	2455
13. WXRA-FM	121	13. WOOK-FM	2442
14. WPIK	117	14. WHUR-FM	2309
15. WRC	115	15. WAVA-FM	2159

ADI FM SHARE: 60.19% (2906 of 4828) (A/M 76: 55.42%)

AM STATIONS

WMAL, 5 KW	@ 630,	MOR	ABC-I, \$140.00 (Mc-Guild), ABC
WEAM, 5 KW	@ 1390,	BLACK/CONTEMP	IND, \$ 40.00 (H. R. Stone), Thoms
WOL, 1 KW/250W	@ 1450,	BLACK	IND, \$ 51.00 (Howard), Sonderling
WPIK, 5 KW	@ 730 (Days),	COUNTRY	MBS, \$ 22.50 (Masla)
WRC, 5 KW	@ 980,	NEWS	NBC, \$ 45.25 (Eastman), NBC
WTOP, 50 KW	@ 1500,	NEWS	CBS, \$ 80.62 (CBS-Spot), Post-Newsweek
WWDC, 5 KW	@ 1260,	MOR	ABC-E, \$ 38.33 (Blair), Capitol

FM STATIONS

WASH-FM, 97.1,	23 KW @ 690,	AOR	IND, \$42.00 (Metro), Metromedia
WAVA-FM+, 105.1,	50 KW @ 500,	NEWS	IND, \$26.00 (Masla)
WEZR-FM, 106.7,	50 KW @ 500,	BTFM MUS (Schulke)	IND, \$33.00 (Selcom), EZ
WGAY-FM+, 99.5,	50 KW @ 372,	BTFM MUS	IND, \$96.00 (Katz), Greater Media
WGMS-FM+, 103.5,	20 KW @ 435,	CLASSICAL	IND, \$40.00 (RKO), RKO
WHFS-FM, 102.3,	2 KW @ 340,	AOR	IND, \$20.00 ( ---- )
WHUR-FM, 96.3,	24 KW @ 669,	BLACK	IND, \$26.00 ( ---- ), Howard Uni-
WJMD-FM, 94.7,	50 KW @ 780,	BTFM MUS (Bonneville)	IND, \$50.00 (Tor-Las), SJR
WKYS-FM, 93.9,	50 KW @ 485,	DISCO ROCK	NBC, \$62.00 (Eastman), NBC
WOOK-FM, 100.3,	18 KW @ 320,	BLACK	NBN, \$38.00 (UBC), United
WPGC-FM+, 95.5,	50 KW @ 496,	ROCK	IND, \$98.75 (Buckley)
WXRA-FM, 105.9,	50 KW @ 508,	COUNTRY	MBS, \$22.50 (Masla)
WWDC-FM, 101.1,	50 KW @ 500,	AOR (Burk-Abrams)	IND, \$65.00 (Blair), Capitol

TV STATIONS

WDCA	Washington	20	IND	(\$450)
WHAG	Hagerstown	25	NBC	(\$140)
WMAL	Washington	7	ABC, Allbritton	(\$3000)
WRC	Washington	4	NBC, NBC	(\$2500)
WTOP	Washington	9	CBS, Post-Newsweek	(\$3000)
WTTG	Washington	5	IND, Metromedia	

NEWSPAPERS

Washington Post	M	535,324	\$3.60	\$10,012, Post-Newsweek
Washington Star	E	360,921	\$2.80	\$ 7,787, Allbritton

NRDS Market #220  
 Revenue Rank #138  
 Income Rank # 77

WATERLOO - CEDAR FALLS

APR 12.8  
 Revenue: \$1,756,521  
 Income: \$ 215,937

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KWWL	50/36.5	34.8	1. KWWL	72	1. KWWL	41	1. KWWL	1163
2. KFMW-FM	22/16.1	11.0	2. WMT	59	2. KFMW-FM	22	2. KXEL	748
3. KXEL	17/12.4	14.6	3. KXEL	49	3. KXEL	17	3. WMT	713
4. WMT	11/8.0	4.3	4. KOEL	47	4. WMT	11	4. WHO	598
5. KXEL-FM	9/6.6	4.3	5. KFMW-FM	44	5. KXEL-FM	8	5. KOEL	572
6. KCFI	7/5.1	9.8	6. WHO	30	6. KCFI	7	6. KLEU	478
7. KLEU	5/3.6	7.3	7. KLEU	24	7. KLEU	4	7. KFMW-FM	397
8. KOEL-FM	4/2.9	.6	KXEL-FM	24	KOEL-FM	4	8. KXEL-FM	386
9. WHO	3/2.2	1.2	9. KOEL-FM	16	9. WHO	3	9. KOEL-FM	280
10. KOEL	1/.7	---	10. KCFI	8	10. KOEL	1	10. KCFI	233

FM SHARE (METRO): 27.10% (35 of 129) (A/M 76: 18.62%)  
 FM SHARE (TSA): 22.52% (84 of 373) (A/M 76: 23.89%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. KWWL	9	1. KWWL	23	1. KWWL	21	1. KWWL	14	1. WMT	116
2. KLEU	1	2. KFMW-FM	9	2. KXEL	11	2. KXEL	9	2. KOEL	102
KXEL-FM	1	3. KCFI	8	3. KFMW-FM	10	3. KFMW-FM	8	3. KWWL	101

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	62 (3)	9 (1)	71 (4)	55.0*
BTFL MUSIC		22 (1)	22 (1)	17.1
COUNTRY	17 (1)	4 (1)	21 (2)	16.3
MOR	12 (2)		12 (2)	9.3
NEWS/INFO/TALK	3 (1)		3 (1)	2.3
			<u>129 (10)</u>	

\* This figure is based on KWWL being classified as a Contemporary Station.

AM STATIONS

KWWL, 1330, 5 KW,	CONTEMP/MOR	IND, \$20.75 (Eastman) Blackhawk
KXEL, 1540, 50 KW,	COUNTRY	ABC-1, \$16.88 (Tor-Lask) Bahakel
KCFI, 1250, 500W (Days),	CONTEMP (Drake-Chen)	IND, \$ 9.10 ( ---- )
KLEU, 850, 500W (Days),	CONTEMP	MBS, \$ 7.25 (Pro-Meek)
KOEL, 950, 5 KW/500W,	MOR	ABC-1, \$15.75 (Pro-Meek) Stuart (OELWEIN)

FM STATIONS

KFMW-FM, 107.9, 100 KW @ 1800,	BTFL MUS (TM)	IND, \$ 9.00 (Eastman), Blackhawk
KXEL-FM, 105.7, 100 KW @ 569,	CONTEMP	ABC-C, \$11.90 (Tor-Lask), Bahakel
KOEL-FM, 92.3, 100 KW @ 1501,	COUNTRY	ABC-F, \$ 9.25 (Pro-Meek), Stuart

WMT - See Cedar Rapids

WHO - See Des Moines

FOR TV AND NEWSPAPER INFO SEE CEDAR RAPIDS

SRDS Market #74  
 Revenue Rank #97  
 Income Rank #318

WEST PALM BEACH

APR 14.9  
 Revenue: \$3,279,761  
 Income: \$ -631,539

<u>12+ METRO (1/4/SHARE)</u>			<u>1976</u>		<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>			
1.	WEAT-FM	83/13.6	18.1	1.	WEAT-FM	109	1.	WEAT-FM	82	1.	WEAT-FM	1055
2.	WIRK	57/9.3	4.2	2.	WIRK	58	2.	WIRK	41	2.	WIRK	889
3.	WJNO	33/5.4	4.9	3.	WIRK-FM	36	3.	WJNO	33	3.	WJNO-FM	664
	WAXY-FM	33/5.4	2.0	4.	WHYI-FM	35	4.	WAXY-FM	32	4.	WQAM	623
5.	WIRK-FM	32/5.2	6.0	5.	WAXY-FM	34	5.	WGLO-FM	31	5.	WHYI-FM	607
6.	WGLO-FM	31/5.1	2.0	6.	WJNO	33	6.	WIRK-FM	29	6.	WIRK-FM	538
	WHYI-FM	31/5.1	5.3	7.	WGLO-FM	32	7.	WGMW-FM	27	7.	WEAT	475
8.	WLYF-FM	27/4.4	2.4	8.	WGMW-FM	30		WLYF-FM	27	8.	WSHE-FM	473
	WGMW-FM	27/4.4	2.4	9.	WJNO-FM	29	9.	WEAT	22	9.	WJNO	455
10.	WJNO-FM	26/4.3	4.9		WLYF-FM	29	10.	WSHE-FM	21	10.	WCKO-FM	388

12+ FM SHARE (METRO): 65.39% (357 of 546) (A/M 76: 62.83%)  
 12+ FM SHARE (TSA): 65.81% (408 of 620) (A/M 76: 63.26%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM DRIVE</u>						
1.	WIRK	16	1.	WIRK	30	1.	WIRK	34	1.	WEAT-FM	39	1.	WEAT-FM	104
2.	WHYI-FM	13	2.	WAXY-FM	27		WEAT-FM	34	2.	WJNO	21	2.	WIRK	78
3.	WJNO-FM	8	3.	WSHE-FM	21	3.	WJNO	22		WGLO-FM	21		WIRK-FM	78
4.	WCKO-FM	7	4.	WJNO-FM	15	4.	WAXY-FM	21	4.	WLYF-FM	19	4.	WJNO	71

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	97 (3)	120 (5)	217 (8)	39.7
BTFM MUSIC	11 (1)	179 (6)	190 (7)	34.8
COUNTRY	23 (1)	32 (1)	55 (2)	10.1
RELIGION	10 (1)		10 (1)	1.8
MOR	11 (1)	5 (1)	16 (2)	2.9
BLACK	18 (1)	21 (1)	39 (2)	7.1
NEWS/INFO/TALK	19 (3)		19 (3)	3.5
			546 (25)	

RADIO STATIONS

WEAT,	1 KW	@ 850, COUNTRY	ABC-1,	\$36.00 (Katz), Curt Gowdy
WIRK,	5 KW/1 KW	@ 1290, ROCK	IND,	\$22.00 (Mc-Guild)
WJNO,	1 KW/250W	@ 1230, ROCK	CBS,	\$11.00 (Pro-Meek) Wal-Wea
WEAT-FM, 104.5,	100 KW	@ 520, BTFM MUS (Schulke)	IND,	\$36.00 (Katz), Curt Gowdy
WGMW-FM, 94.3,	3 KW	@ 300, BTFM MUS (KalaMusic)	ABC-E,	\$10.50 (Med. Sales)
WIRK-FM, 107.9,	100 KW	@ 400, COUNTRY	ABC-FM,	\$22.00 (Mc-Guild)
WJNO-FM, 97.9,	100 KW	@ 400, ROCK	IND,	\$11.00 (Pro-Meek) Wal-Wea

TV STATIONS

WPEC	West Palm Beach	12	ABC,	(\$750)
WPTV	West Palm Beach	5	NBC, Scripps-Howard	(\$600)

NEWSPAPERS

West Palm Beach Post, Times	ME	98,907	\$ .96	\$1,814
Miami Herald, Times	ME	34,294		

S Market #170  
 Revenue Rank # 82  
 Home Rank # 23

WHEELING

APR 15.6  
 Revenue: \$3,060,219  
 Income: \$ 855,686

<u>- METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
WWVA+	48/20.1	22.7	1. WWVA+	153	1. WWVA+	47	1. WWVA+	1951
WKWK	36/15.1	20.2	2. KDKA	101	2. WKWK	31	2. KDKA	1427
WOMP-FM	30/12.6	4.7	3. WOMP-FM	54	3. WTRF-FM	24	3. WPEZ-FM	836
WOMP	25/10.5	9.9	4. WKWK	44	WOMP	24	4. WKWK	777
WTRF-FM	24/10.0	13.7	WPEZ-FM	44	5. WKWK-FM	22	5. WOMP-FM	685
WKWK-FM	23/9.6	7.3	6. WKWK-FM	35	6. WOMP-FM	20	6. WDVE-FM	515
WNEU	17/7.1	2.6	7. WTRF-FM	30	7. WNEU	16	7. WOMP	446
WEIF	8/3.3	2.6	8. WDVE-FM	29	8. WEIF	7	8. WKWK-FM	398
KDKA	6/2.5	---	9. WOMP	28	9. KDKA	6	9. WTRF-FM	363
WDVE-FM	4/1.7	3.0	10. WNEU	17	10. WDVE-FM	3	10. WNEU	258

FM SHARE(METRO): 39.11% (88 of 225) (A/M 76: 37.02%)  
 FM SHARE(TSA): 36.93% (202 of 547) (A/M 76: 41.95%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
WOMP-FM 10	1. WKWK 19	1. WWVA+ 31	1. WWVA+ 32	1. WWVA+ 231
WKWK 5	2. WOMP-FM 16	2. WKWK 19	2. WTRF-FM 18	2. KDKA 187
WPEZ-FM 2	3. WWVA+ 9	3. WKWK-FM 10	3. WOMP 12	3. WKWK 54

RMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
CK/CONTEMP	44 (2)	38 (3)	82 (5)	36.4
UNTRY	45 (1)	3 (1)	48 (2)	21.3
EL MUSIC		47 (2)	47 (2)	20.9
R	48 (3)		48 (3)	21.3
			225 (12)	

STATIONS

VA+, 1170,	50 KW,	COUNTRY	ABC-1,	\$38.00 (Eastman) Columbia Pic.
WK, 1400,	1 KW/250W,	ROCK	ABC-C,	\$30.00 (Mc-Guild) Comm. Service
MP, 1290,	1 KW (Days),	MOR	IND,	\$ 5.75 (Sav-Gates) T/R
EU, 1600,	5 KW (Days),	MOR	CBS,	\$11.00 ( ---- )
IF, 1370,	5 KW (Days),	ROCK	MBS,	\$ 8.00 ( ---- )

STATIONS

MP-FM, 100.5,	14 KW @ 520,	CONTEMP	IND,	\$ 5.75 (Sav-Gates), T/R
TRF-FM, 107.5,	11 KW @ 907,	BTFL MUS	NBC,	\$ 5.75 (Pro-Meeker) Forward
WK-FM, 97.3,	50 KW @ 470,	BTFL MUS (TM)	IND,	\$11.75 (Mc-Guild) Comm. Service

FOR OTHER STATIONS SEE PITTSBURGH

STATIONS

TRF	Wheeling	7	NBC, Forward	(\$200 - Sanford, Little House)
TV	Sleutenville	9	CBS/ABC, Rust Craft	(\$210 - MASH)

NEWSPAPERS

Wheeling Intelligencer, News-Register	ME	50,544	\$ .63	\$1,164
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SRDS Market #54  
 Revenue Rank #61  
 Income Rank #58

WICHITA

Revenue: \$4,361,611  
 Income: \$ 297,921

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. KFDI	72/15.8	14.2	1. KFDI	131	1. KFDI	71	1. KFDI	1654
2. KEYN-FM	70/15.3	11.6	2. KEYN-FM	85	2. KAKE	60	2. KLEO	1553
3. KAKE	62/13.6	11.6	3. KLEO	81	3. KBRA	52	3. KEYN-FM	1195
4. KBRA-FM	53/11.6	8.1	4. KAKE	64	4. KEYN-FM	50	4. KFH	1182
5. KLEO	48/10.5	16.2	5. KBRA-FM	62	5. KFH	44	5. KAKE	1021
6. KFH	46/10.1	9.8	6. KFH	61	6. KLEO	27	6. KBRA-FM	775
7. KFDI-FM	21/4.6	4.8	7. KARD-FM	34	7. KFDI-FM	21	7. KARD-FM	607
8. KARD-FM	20/4.4	6.3	8. KFDI-FM	29	8. KARD-FM	19	8. KFDI-FM	492
9. KWBB	13/2.8	3.7	9. KICT-FM	22	9. KWBB	13	9. KWBB	437
10. KBUL	11/2.4	2.4	10. KSKU-FM	18	10. KBUL	11	10. KSKU-FM	368

FM SHARE (METRO): 41.11% (178 of 433) (A/M 76: 35.55%)  
 FM SHARE (TSA): 39.43% (250 of 634) (A/M 76: 35.08%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. KLEO	21	1. KEYN-FM	46	1. KFDI	41	1. KFDI	48	1. KFDI	230
2. KEYN-FM	20	2. KAKE	39	2. KAKE	33	2. KBRA-FM	36	2. KFH	132
3. KAKE	2	3. KLEO	23	3. KBRA-FM	29	3. KFH	28	3. KAKE	115
KFH	2	4. KFDI-FM	12	4. KEYN-FM	23	4. KAKE	15	4. KEYN-FM	88

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	48 (1)	75 (2)	123 (3)	28.4
BTFL MUSIC	46 (1)	73 (2)	119 (3)	27.5
COUNTRY	83 (2)	30 (2)	113 (4)	26.1
MOR	62 (1)		62 (1)	14.3
NEWS/INFO/TALK	13 (1)		13 (1)	3.0
RELIGION	3 (1)		3 (1)	0.7
			<u>433 (13)</u>	

AM STATIONS

KFDI, 1070, 10 KW/1 KW,	COUNTRY	IND, \$25.00 (Tor-Lask), Great Empire
KAKE, 1240, 1 KW/250W,	MOR	ABC-E, \$18.75 (Katz)
KLEO, 1480, 5 KW/1 KW,	ROCK	IND, \$21.00 (Eastman), Swanson
KFH, 1330, 5 KW,	BTFL MUS (TM)	CBS, \$25.75 (Blair)
KWBB, 1410, 5 KW/1 KW,	NEWS	IND, \$ 5.00 (Regional), American
KBUL, 900, 250W (Days),	COUNTRY	IND, \$ 8.00 ( ? ? )

FM STATIONS

KEYN-FM, 103.7, 58 KW @ 305,	ROCK	IND, \$16.00 (Mc-Guild)
KBRA-FM, 97.9, 100 KW @ 420,	BTFL MUS (Schulke)	IND, \$13.75 (Blair)
KFDI-FM, 101.3, 100 KW @ 444,	COUNTRY	ABC-F, \$ 6.50 (Tor-Lask) Gr. Empire
KARD-FM, 107.3, 100 KW @ 884,	BTFL MUS (Bonneville)	IND, \$11.00 (Selcom) Kansas State
KICT-FM, 95.1, 100 KW @ 550,	COUNTRY	IND, \$ 9.00 (Katz)
KSKU-FM 102.1, 100 KW @ 550,	CONTEMP	IND, \$ 4.00 ( -- ) (HUTCHINSON)

TV STATIONS

KAKE	Wichita	10	ABC	(\$300)
KARD	Wichita	3	NBC, Kansas State Net	(\$870)
KTVH	Wichita	12	CBS, Minneapolis Star	(\$200)
KAVS	Hays	7	CBS/ABC	(\$ 60)

NEWSPAPERS

Wichita Eagle, Beacon	ME	170,836	\$1.60	\$2,995, Knight-Ridder
Hutchinson News	AD	47,013	\$ .40	\$ 963, Harris
Salina Journal	E	36,364	\$ .46	\$ 831

ADS Market #224  
 Avenue Rank #212  
 Income Rank # 98

WICHITA FALLS

APR 14.1  
 Revenue: \$992,715  
 Income: \$131,712

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
KLUR-FM	28/18.7	16.0	1. WBAP	80	1. KLUR-FM	27	1. WBAP	1017
KNIN	25/16.7	16.0	2. KLUR-FM	44	2. WBAP	23	2. KNIN	830
WBAP	23/15.3	13.6	3. KNIN	43	3. KNIN	22	3. KTRN	650
KTRN	22/14.7	17.8	4. KTRN	31	4. KTRN	16	4. KLUR-FM	551
KBID-FM	15/10.0	4.7	5. KWFT	26	5. KNTO-FM	14	5. KWFT	500
KNTO-FM	14/9.3	8.9	6. KBID-FM	22	6. KBID-FM	13	6. KBID-FM	383
KWFT	11/7.3	10.7	7. KNTO-FM	18	7. KWFT	11	7. KNTO-FM	278
WFAA	2/1.3	1.2	8. WFAA	6	8. WFAA	2	8. WFAA	116

FM SHARE (METRO): 40.71% (57 of 140) (A/M 76: 33.11%)  
 FM SHARE (TSA): 31.11% (84 of 270) (A/M 76: 23.86%)

<u>TEENS</u>	<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
KTRN	6	1. KNIN 15	1. KLUR-FM	17	1. KLUR-FM	15	1. WBAP	111
KNIN	3	2. KTRN 12	2. WBAP	14	2. WBAP	14	2. KWFT	73
KBID-FM	2	3. KBID-FM 9	3. KNIN	12	3. KNIN	6	3. KLUR-FM	66

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	47 (2)	14 (1)	61 (3)	43.6
COUNTRY	23 (1)	28 (1)	51 (2)	36.4
MOR	11 (1)	15 (1)	26 (2)	18.6
NEWS/INFO/TALK	2 (1)		2 (1)	1.4
			<u>140 (8)</u>	

RADIO STATIONS

KLUR-FM, 99.9, 100 KW @ 820,	COUNTRY	ABC-1, \$ 7.50 (Selcom)
KBID-FM, 92.9, 100 KW @ 925,	MOR/CONTEMP	ABC-E, \$ 4.80 (Riley)
KNTO-FM, 103.3, 100 KW @ 430,	ROCK	IND, \$ 9.00 (Howard)
KNIN, 990, 10 KW/1 KW,	ROCK	ABC-C, \$10.50 (Tor-Lask)
KTRN, 1290, 5 KW/1 KW,	ROCK	IND, \$10.25 (Riley) Sammons-Ruff
KWFT, 620, 5 KW,	MOR/FARM	CBS, \$19.50 (Buckley)

TV STATIONS

KAUZ	Wichita Falls	6	CBS	(\$235 - Waltons)
KFDX	Wichita Falls	3	NBC, Clay	(\$160 - Sanford)
KSWO	Lawton	7	ABC	(\$271)

NEWSPAPERS

Wichita Falls, Record-News, Times	ME	51,957	\$ .54	\$1,300
Lawton Press, Constitution	ME	30,647	.38	\$ 670

SRDA Market #72  
 Revenue Rank #100  
 Income Rank #59

WILMINGTON

APR 16.1  
 Revenue: \$2,598,475  
 Income: \$ 292,469

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WDEL	113/16.5	12.7	1. WJBR-FM	130	1. WDEL	112	1. WDEL	1352
2. WJBR-FM	68/9.9	8.2	2. WDEL	115	2. WJBR-FM	68	2. WJBR-FM	1321
3. WAMS	41/6.0	9.7	3. WIFI-FM	84	3. WSTW-FM	30	3. WIFI-FM	1285
4. WIFI-FM	37/5.4	4.5	4. KYW	56	4. WDSO-FM	29	4. KYW	1212
5. WIOQ-FM	35/5.1	1.6	5. WIOQ-FM	51	5. WAMS	28	5. WFIL	1069
6. WSTW-FM	30/4.4	2.4	6. WAMS	45	6. WILM	26	6. WIOQ-FM	898
7. WDSO-FM	29/4.2	3.1	7. WYSP-FM	43	WIOQ-FM	26	7. WYSP-FM	897
WMGK-FM	29/4.2	2.1	8. WDSO-FM	42	WMGK-FM	26	8. WIP	892
9. WILM	26/3.8	3.8	WSTW-FM	42	9. WIFI-FM	22	9. WAMS	854
10. WCAU-FM	25/3.6	1.5	10. WMGK-FM	37	10. WCAU-FM	21	10. WWSH-FM	661

12+ FM SHARE (METRO): 56.20% (349 of 621) (A/M 76: 41.70%)  
 12+ FM SHARE (TSA): 59.39% (601 of 1012) (A/M 76: 45.63%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM DRIVE</u>	
1. WIFI-FM	15	1. WIOQ-FM	25	1. WDEL	53	1. WDEL	73	1. WDEL	233
2. WAMS	13	2. WIFI-FM	21	2. WJBR-FM	45	2. WJBR-FM	55	2. WJBR-FM	166
3. WIOQ-FM	9	3. WMGK-FM	20	3. WSTW-FM	20	3. WDSO-FM	20	3. KYW	129
4. WYSP-FM	5	WAMS	20	WMGK-FM	20	4. WILM	16	4. WIP	81

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	70 (4)	189 (7)	259 (11)	41.7
MOR	157 (5)		157 (5)	25.3
BTFM MUSIC		93 (3)	93 (3)	15.0
NEWS/INFO/TALK	43 (3)	10 (1)	53 (4)	8.5
COUNTRY		37 (2)	37 (2)	6.0
CLASSICAL	2 (1)	14 (1)	16 (2)	2.6
RELIGION		6 (1)	6 (1)	1.0
			621 (28)	

RADIO STATIONS

WILM,	1 KW/250W	@ 1450,	NEWS	? ?	\$12.00	(Masla)
WDEL,	5 KW	@ 1150,	MOR	NBC,	\$21.55	(Pro-Meek), Steinman
WAMS,	5 KW/1 KW	@ 1380,	CONTEMP	ABC-C,	\$17.00	(H. R. Stone), Rollins
WJBR-FM,	99.5, 50 KW	@ 500,	BTFM MUSIC	NO NET,	\$18.50	(T. L.)
WSTW-FM,	93.7, 50 KW	@ 460,	CONTEMP	NO NET,	\$ 9.50	(Pro-Meek), Steinman
WDSO-FM,	94.7, 50 KW	@ 400,	COUNTRY	MBS,	\$ 7.20	(Carpenter), (DOVER)

FOR TV STATIONS SEE PHILADELPHIA

NEWSPAPER

Wilmington Star, Star-News M 33,865 \$1.35 \$2,430

RDS Market #50 (With Greensboro)  
 Revenue Rank # See Greensboro  
 Income Rank # See Greensboro

APR 13.6  
 Revenue: See Greensboro  
 Income: See Greensboro

WINSTON-SALEM

<u>12+ METRO (1/4/SHARE) 1976</u>		<u>12+ TSA</u>	<u>18+ METRO</u>	<u>12+ TSA CUME</u>
1. WSJS	73/23.1 24.1	1. WTQR-FM 156	1. WSJS 71	1. WTQR-FM 1726
2. WAAA	48/15.2 14.3	2. WGLD-FM 97	2. WTQR-FM 43	2. WSJS 1342
3. WTQR-FM	46/14.6 9.2	3. WSJS 86	3. WAAA 39	3. WGLD-FM 1134
4. WTOB	33/10.4 8.9	4. WAAA 56	4. WTOB 26	4. WTOB 765
5. WGLD-FM	26/8.2 7.1	5. WKZL-FM 45	WGLD-FM 26	5. WKZL-FM 682
6. WKZL-FM	23/7.3 11.9	6. WTOB 36	6. WKZL-FM 18	6. WAIR 677
7. WAIR	20/6.3 5.1	7. WAIR 26	7. WAIR 14	7. WAAA 493
8. WPGD	12/3.8 .6	8. WPGD 12	8. WPGD 11	8. WSEZ-FM 172

FM SHARE (METRO): 35.62% (104 of 292) (A/M 76: 33.65%)

Note: In order to preserve the Winston-Salem market as a separate entity (apart from Greensboro) only WGLD-FM of Greensboro is included in the listing. For the TSA FM share see Greensboro

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. WAAA 9	1. WTOB 21	1. WSJS 34	1. WSJS 39	1. WTQR-FM 201
2. WTOB 7	WAAA 21	2. WTQR-FM 33	2. WTQR-FM 27	2. WSJS 197
3. WKZL-FM 5	3. WKZL-FM 17	3. WGLD-FM 21	3. WGLD-FM 18	3. WGLD-FM 123

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	53 (2)	25 (2)	78 (4)	26.7
MOR	73 (1)		73 (1)	25.0
COUNTRY		51 (3)	51 (3)	17.5
BLACK	48 (1)		48 (1)	16.4
BTFL MUSIC	2 (1)	26 (1)	28 (2)	9.6
RELIGION	12 (1)	2 (1)	14 (2)	4.8
			292 (13)	

AM STATIONS

WSJS, 600, 5 KW,	MOR/CONTEMP	NBC,	\$42.00 (Mc-Guild), Summit
WAAA, 980, 1 KW (Days),	BLACK	NBN,	\$ 8.60 (Howard)
WTOB, 1380, 5 KW/1 KW,	CONTEMP	ABC-C,	\$28.50 (Eastman), Woods
WAIR, 1340, 1 KW/250W,	CONTEMP	IND,	\$22.00 (Buckley)
WPGD, 1550, 1 KW (Days),	RELIGION	IND,	\$ 3.00 ( ---- )

FM STATIONS

WTQR-FM, 104.1, 50 KW @ 2380,	COUNTRY (Drake-Chen)	NBC,	\$42.00 (Mc-Guild), Summit
WKZL-FM, 107.5, 40 KW @ 290,	AOR	IND,	\$18.00 (Selcom)
WGLD-FM - See Greensboro			

FOR TV STATIONS AND NEWSPAPERS SEE GREENSBORO



SRDS Market #95  
 Revenue Rank #144  
 Income Rank #262

WORCHESTER

APR 17.1

Revenue: \$1,685,650  
 Income: \$ -61,679

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WSRS-FM	122/21.9	19.7	1. WSRS-FM	154	1. WSRS-FM	118	1. WTAG	1803
2. WTAG	105/18.9	15.6	2. WTAG	128	2. WTAG	103	2. WSRS-FM	1532
3. WAAF-FM	42/7.6	6.2	3. WBZ	77	3. WBZ	37	3. WBZ	1374
4. WBZ	39/7.0	5.8	4. WAAF-FM	68	4. WNCR	33	4. WAAF-FM	979
5. WNCR	33/5.9	---	5. WORC	37	5. WAAF-FM	31	5. WORC	796
			6. WNCR	33	6. WNEB	27	6. WRKO	671
					7. WORC	26	7. WROR-FM	636
7. WNEB	27/4.9	5.4			8. WROR-FM	18	8. WVBF-FM	607
8. WROR-FM	18/3.2	1.9			9. WJIB-FM	12	9. WPJB-FM	516
9. WJIB-FM	12/2.2	2.3	9. WPJB-FM	30	10. WHIM-FM	10	10. WNCR	455
10. WVBF-FM	11/2.0	2.9	10. WNEB	27				

12+ FM SHARE (METRO): 49.90% (258 of 517) (A/M 76: 48.51%)  
 12+ FM SHARE (TSA) : 55.50% (439 of 791) (A/M 76: 52.46%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM DRIVE</u>	
1. WAAF-FM	11	1. WSRS-FM	35	1. WSRS-FM	69	1. WSRS-FM	68	1. WTAG	287
2. WPJB-FM	9	2. WAAF-FM	30	2. WTAG	36	2. WTAG	46	2. WSRS-FM	154
3. WORC	7	3. WORC	16	3. WBZ	26	3. WNCR	21	3. WBZ	100

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	45 (3)	108 (8)	153 (11)	29.6
MOR	147 (3)		147 (3)	28.4
BTFM MUSIC		140 (4)	140 (4)	27.1
NEWS/INFO/TALK	33 (1)		33 (1)	6.4
COUNTRY	44 (3)		44 (3)	8.5
			517 (22)	

RADIO STATIONS

WNCR,	5 KW	@ 1440, NEWS/BTFM MUS (TM)	CBS,	\$13.00 (Mc-Guild)
WNEB,	1 KW/250W	@ 1230, COUNTRY	IND,	\$10.50 (Market 4)
WORC,	5 KW/1 KW	@ 1310, ROCK	ABC-C,	\$17.00 (Selcom)
WTAG,	5 KW	@ 580, MOR	NBC,	\$21.75 (Blair) Wor-Tel-Ga
WSRS-FM, 96.1,	25 KW	@ 650, BTFM MUS	IND,	\$23.00 (Tor-Lask) Kni-Qu
WAAF-FM, 107.3,	16 KW	@ 780, AOR (Burk-Abrams)	ABC-FM,	\$20.00 (Eastman)

FOR OTHER STATIONS SEE PROVIDENCE AND BOSTON

FOR TV STATIONS SEE BOSTON

NEWSPAPER

Worcester Telegram Gazette	ME	144,426	\$1.29	\$3,106
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3 Market #193  
 Revenue Rank #143  
 Home Rank #203

YAKIMA

APR 15.6  
 Revenue: \$1,610,305  
 Income: \$ -7,712

<u>METRO (1/4/SHARE)</u> 1976		<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
KUTI	40/20.1 11.4	1. KUTI	42	1. KUTI	40	1. KMWX	518
KMWX	31/15.7 15.4	2. KMWX	33	2. KIT	29	2. KIT	461
KIT	29/14.6 17.7	3. KIT	29	3. KMWX	26	3. KFFM-FM	333
KUEZ-FM	26/14.6 4.0	4. KUEZ-FM	27	KUEZ-FM	26	4. KUTI	324
KIT-FM	19/9.6 4.6	5. KFFM-FM	22	5. KFFM-FM	11	5. KUEZ-FM	319
KFFM-FM	16/8.1 18.9	6. KIT-FM	19	6. KIT-FM	10	6. KIT-FM	266
KQOT	10/5.1 8.0	7. KQOT	10	7. KQOT	7	7. KQOT	218
KALE	7/3.5 1.7	8. KALE	7	8. KALE	6	8. KBBO	125
KBBO	5/2.5 3.4	9. KBBO	6	9. KBBO	5	9. KREW	68
KREW	1/.5 2.3	10. KREW	1	10. KREW	1	10. KALE	47

FM SHARE (METRO): 32.97% (61 of 185) (A/M 76: 32.93%)  
 FM SHARE (TSA): 34.52% (68 of 197) (A/M 76: 34.68%)

<u>TEENS</u>	<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
KIT-FM	9	1. KMWX 20	1. KUTI	25	1. KUTI	31	1. KIT	68
KMWX	5	2. KFFM-FM 10	2. KUEZ-FM	14	2. KIT	17	2. KUTI	58
KFFM-FM	5	3. KIT-FM 9	3. KIT	13	3. KUEZ-FM	16	3. KMWX	43

MATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
	68 (4)		68 (4)	36.8
ROCK/CONTEMP	10 (1)	35 (2)	45 (3)	24.3
COUNTRY	41 (2)		41 (2)	22.2
REL MUSIC		26 (1)	26 (1)	14.1
RELIGION	5 (1)		5 (1)	2.7
			185 (11)	

STATIONS

ABC, 980, 5 KW (Days),	COUNTRY	ABC-E,	\$5.25 (Tor-Lask)
KMWX, 1460, 5 KW,	MOR	NBC,	\$8.10 (Masla)
KIT, 1280, 5 KW/1 KW,	MOR	ABC-1,	\$9.18 (Buckley)
KQOT, 930, 1 KW (Days),	ROCK	ABC-C,	\$4.50 (Sand-Glenn)
KALE, 960, 1 KW,	CONTEMP	ABC-C,	\$7.00 (Howard) Sterling (RICHLAND)
KQOT, 1390, 1 KW/500,	RELIGION	IND,	\$3.00 ( ---- )
KREW, 1230, 1 KW/250W,	MOR	CBS,	\$4.75 (Howard) (SUNNYSIDE)

STATIONS

KUEZ-FM, 104.1, 61 KW @ 780,	BTFL MUS (TM)	IND,	\$3.00 (Tor-Lask)
KIT-FM, 94.5, 25 KW @ 910,	ROCK (TM)	ABC-F,	\$3.00 (Buckley)
KFFM-FM, 107.3, 100 KW @ 970,	CONTEMP (Drake-Chen)	IND,	\$6.75 (Moore)

STATIONS

ABC	Yakima	35	ABC, Morgan Murphy	
CBS	Yakima	29	CBS	(\$300)
NBC	Yakima	23	NBC	(\$200)

NEWSPAPERS

Yakima Herald-Republic	AD	37,339	\$ .49	\$885, Harte-Hanks
Tri-City Herald	E	30,689	.33	\$795

SRDS Market #102  
 ADI #45  
 Revenue Rank # 94  
 Income Rank # 43

YORK

APR 16.1  
 Revenue: \$2,750,48  
 Income: \$ 402,45

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WSBA-FM	74/16.1	14.1	1. WSBA-FM	136	1. WSBA-FM	73	1. WSBA	1931
2. WSBA	68/14.8	11.2	2. WHP	131	2. WSBA	64	2. WHP	1692
3. WYCR-FM	62/13.5	10.3	3. WSBA	103	3. WNOW	43	3. WQXA-FM	1515
4. WNOW	44/9.6	9.6	4. WKBO	101	4. WYCR-FM	41	4. WSBA-FM	1483
5. WZIX	33/7.2	7.4	5. WHP-FM	100	5. WZIX	25	5. WKBO	1476
6. WQXA-FM	27/5.9	7.2	6. WQXA-FM	98	6. WQXA-FM	21	6. WYCR-FM	1353
7. WHVR	17/3.7	3.3	7. WYCR-FM	96	7. WNCE-FM	17	7. WHP-FM	1212
WNCE-FM	17/3.7	---	8. WIOV-FM	74	8. WHVR	16	8. WNCE-FM	878
9. WPOC-FM	13/2.8	1.9	9. WNCE-FM	51	9. WHP-FM	13	9. WIOV-FM	846
WHP-FM	13/2.8	2.2	10. WNOW	49	10. WHP	12	10. WZIX	794

12+ FM SHARE (METRO): 56.85% (245 of 431) (A/M 76: 54.84%)  
 12+ FM SHARE (TSA): 56.60% (673 of 1189) (A/M 76: 63.96%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WYCR-FM	21	1. WYCR-FM	33	1. WSBA	38	1. WSBA	31	1. WHP	327
2. WZIX	8	2. WSBA-FM	31	2. WSBA-FM	33	2. WNOW	29	2. WSBA	196
3. WQXA-FM	6	3. WSBA	26	3. WNOW	21	WSBA-FM	29	3. WSBA-FM	179

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	35 (2)	100 (3)	135 (5)	31.3
BTFL MUSIC		116 (5)	116 (5)	26.9
MOR	105 (6)		105 (6)	24.4
COUNTRY	44 (1)	19 (2)	63 (3)	14.6
UNKNOWN	2 (1)	8 (2)	10 (3)	2.3
RELIGION		2 (1)	2 (1)	0.5
			431 (23)	

AM STATIONS

WSBA, 910, 5 KW/1 KW, MOR	IND, \$42.30 (Eastman), Susquehanna
WNOW, 1250, 1 KW (Days), COUNTRY	ABC-1, \$17.00 (Tor-Lask), Rust
WZIX, 1350, 5 KW/1 KW, ROCK	ABC-C, \$11.00 (Masla)
WHVR, 1280, 5 KW/500W, MOR	IND, \$ 7.50 ( ---- )

FM STATIONS

WSBA-FM, 103.3, 7.9 KW @ 750, BTFL MUSIC	IND, \$42.30 (Eastman), Susquehanna
WYCR-FM, 98.5, 10.5 KW @ 930, ROCK	IND, \$13.00 (P/W)
WQXA-FM, 105.7, 46 KW @ 520, ROCK	IND, \$16.00 (Tor-Lask), Rust

FOR ALL OTHER STATIONS SEE HARRISBURG AND LANCASTER

FOR TV STATIONS, NEWSPAPERS AND ADI INFO SEE HARRISBURG

ADS Market #68  
 Revenue Rank #91  
 Income Rank #104

YOUNGSTOWN

APR 14.8  
 Revenue: \$2,884,654  
 Income: \$ 115,780

<u>12+ METRO (1/4/SHARE)</u> 1976		<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
WBBW	109/16.4 11.8	1. WKBN-FM	150	1. WBBW	108	1. WKBN	2066
WKBN-FM	108/16.3 11.1	2. WBBW	112	2. WKBN-FM	106	2. WYFM-FM	1849
WYFM-FM	67/10.1 10.7	3. WYFM-FM	111	3. WKBN	49	3. WKBN-FM	1713
WKBN	51/7.7 11.8	4. WKBN	89	4. WYFM-FM	46	4. WHOT	1506
WHOT	51/7.7 8.6	5. WHOT	53	5. WHOT	40	5. WBBW	1267
WHOT-FM	36/5.4 4.3	6. WNIO	39	6. WNIO	34	6. WFMJ	1208
WNIO	35/5.3 5.9	WHOT-FM	39	7. WHOT-FM	28	7. WHOT-FM	859
WFMJ	31/4.7 7.3	WFMJ	39	WFMJ	28	8. WHHH	661
WHHH	26/3.9 4.9	9. WWIZ-FM	28	9. WHHH	26	9. WNIO	521
WMMS-FM	15/2.3 1.4	10. WHHH	26	10. WMMS-FM	14	10. WPIC	490

FM SHARE (METRO): 42.62% (257 of 603) (A/M 76: 34.84%)  
 FM SHARE (TSA): 47.01% (385 of 819) (A/M 76: 36.76%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
WYFM-FM 21	1. WYFM-FM 37	1. WKBN-FM 54	1. WKBN-FM 81	1. WBBW 273
WHOT 11	2. WHOT 30	2. WBBW 39	2. WBBW 68	2. WKBN-FM 137
WHOT-FM 8	3. WHOT-FM 26	3. WKBN 32	3. WKBN 25	3. WHOT+ 122
WFMJ 3	4. WFMJ 20	4. WYFM-FM 26	4. WNIO 19	4. WKBN 118

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	85 (3)	130 (6)	215 (9)	35.1
NEWS/INFO/TALK	112 (2)		112 (2)	18.6
TFL MUSIC		108 (1)	108 (1)	17.9
POP	79 (4)		79 (4)	13.1
COUNTRY	35 (1)	8 (1)	43 (2)	7.1
SING BAND	2 (1)	7 (1)	9 (2)	1.5
LACK	7 (1)		7 (1)	1.2
VARIETY		4 (1)	4 (1)	0.7
UNKNOWN	26 (1)		26 (1)	4.3

603 (23)

WBBW, 1240,	1 KW/250W,	TALK	ABC-E, ABC-1,	\$22.00 (Mc-Guild)
WKBN, 570,	5 KW,	MOR	CBS,	\$28.25 (Katz)
WHOT, 1330,	1 KW/500W,	ROCK	IND,	\$15.00 (Eastman), Myron Jones
WNIO, 1540,	500W, (Days),	COUNTRY	MBS,	\$13.00 (Pro-Meek) (NILES)
WFMJ, 1390,	5 KW,	CONTEMP	NBC,	\$21.75 (Buckley)
WHHH, 1440,	5 KW,	? ? ?	IND,	\$ 8.00 (Market 4)

FM STATIONS

WKBN-FM, 98.9,	9 KW @ 1370,	BTFL MUS (TM)	IND, \$28.25 (Katz)
WYFM-FM, 102.9,	26 KW @ 455,	ROCK	IND, \$31.00 (Tor-Lask), Regional
WHOT-FM, 101.1,	24 KW @ 185,	CONTEMP	IND, \$ 9.50 (Eastman), Myron Jones
WWIZ-FM, 103.9,	3 KW @ 300,	COUNTRY	IND, \$ ? ? ( ---- ) (MERCER, PA)

TV STATIONS

WKBN	Youngstown	27	CBS	(\$300)
WFMJ	Youngstown	21	NBC, Youngstown Vindicator	(\$400)
WTV	Youngstown	33	ABC	(\$600)

NEWSPAPERS

Youngstown Vindicator	E	99,662	\$ .55	\$1,386
Warren Tribune	E	43,412	.42	\$1,035
Warren Herald	E	27,066		\$ 665, Ottaway

RADIO STATIONS WITH WEEKLY AUDIENCES OVER 250,000\*

. WABC	New York	42807	51. WLOO-FM	Chicago	8219
. WLS	Chicago	31741	52. WQXR-FM+	New York	8153
. WCBS	New York	28635	53. KTNQ	Los Angeles	8017
. WOR	New York	26416	54. WIP	Philadelphia	7994
. WINS	New York	24668	55. KMET-FM	Los Angeles	7988
. WGN	Chicago	22169	56. WKTU-FM	New York	7871
. WMAQ	Chicago	19960	57. KGO	San Francisco	7848
. WNBC	New York	18515	58. KRLA	Los Angeles	7768
. WJR	Detroit	18005	59. KIIS-FM	Los Angeles	7714
. WPLJ-FM	New York	17041	60. WEEI	Boston	7571
. WXLO-FM	New York	16969	61. WIFI-FM	Philadelphia	7499
. WBLS-FM	New York	16388	62. WSB	Atlanta	7475
. KNX	Los Angeles	16082	63. KTRH-FM	Los Angeles	7461
. CKLW	Detroit	16046	64. WMET-FM	Chicago	7439
. WBBM	Chicago	15847	65. WJIB-FM	Boston	7434
. WMCA	New York	14950	66. WTIC	Hartford	7367
. KDKA	Pittsburgh	14765	67. KNX-FM	Los Angeles	7294
. WCBS-FM	New York	14541	68. WMAL	Washington	7178
. KYW	Philadelphia	14419	69. WLAK-FM	Chicago	7152
. WHN	New York	14396	70. WXYZ	Detroit	7114
. WNEW	New York	14064	71. WPGC-FM+	Washington	7091
. KABC	Los Angeles	13976	72. WYSP-FM	Philadelphia	7053
. WBZ	Boston	13679	73. WOW	Omaha	7026
. WCCO	Minneapolis	12978	74. KDWB+	Minneapolis	6935
. KFRC	San Francisco	12695	75. KSFO	San Francisco	6923
. WFIL	Philadelphia	12515	76. WDAI-FM	Chicago	6905
. KHJ	Los Angeles	12271	77. WDRQ-FM	Detroit	6885
. WRFM-FM	New York	11793	78. KLAC	Los Angeles	6873
. KBIG-FM	Los Angeles	11759	79. WVNJ-FM	New York	6701
. WRKO	Boston	11752	80. WKQX-FM	Chicago	6599
. WPAT	New York	11627	81. KSD	St. Louis	6548
. WBAP	Ft. Worth-Dallas	11591	82. KIQQ-FM	Los Angeles	6390
. WPIX-FM	New York	11458	83. WWJ	Detroit	6389
. KFWB	Los Angeles	11297	84. KTSA	San Antonio	6355
. KMOX	St. Louis	10793	85. WADO	New York	6340
. WIND	Chicago	10392	86. WGAR	Cleveland	6268
. KFI	Los Angeles	10336	87. WBAL	Baltimore	6263
. KMPC	Los Angeles	9854	88. KOST-FM	Los Angeles	6150
. WPAT-FM	New York	9693	89. WWRL	New York	6142
. KCBS	San Francisco	9582	90. KXOK	St. Louis	5921
. WNEW-FM	New York	9291	91. XTRA	Los Angeles/SD	5841
. WCAU	Philadelphia	9210	92. WVBF-FM	Boston	5746
. WLW	Cincinnati	8946	93. WTFM-FM	New York	5703
. KJOI-FM	Los Angeles	8919	94. WVNJ	New York	5654
. KNBR	San Francisco	8502	95. WKBW	Buffalo	5617
. WWSH-FM	Philadelphia	8364	96. WFYR-FM	Chicago	5585
. WHDH	Boston	8347	97. WPEZ-FM	Pittsburgh	5507
. KLOS-FM	Los Angeles	8319	98. WIBG	Philadelphia	5497
. WRIF-FM	Detroit	8300	99. KCMO	Kansas City	5492
. WCFL	Chicago	8224	100. WJR-FM	Detroit	5421

101. WTMJ	Milwaukee	5375	151. WKY	Oklahoma City	4198
102. KABL	San Francisco	5364	152. WMMS-FM	Cleveland	4178
103. WBBM-FM	Chicago	5315	153. KOMO	Seattle	4175
104. WOWO	Fort Wayne	5307	154. WJIT	New York	4151
105. WHYI-FM	Ft. Lauderdale	5285	155. WWDC-FM	Washington	4139
106. KRLD	Dallas-Ft. Worth	5232	156. KMBZ	Kansas City	4130
107. WCAO	Baltimore	5166	157. WJLB	Detroit	4081
108. WHBQ	Memphis	1501	158. WSAI	Cincinnati	4075
109. KIIS	Los Angeles	5076	159. WAIT	Chicago	4067
110. WCLR-FM	Chicago	5025	160. WDAF	Kansas City	4032
111. KING	Seattle	5010	161. KVIL-FM+	Dallas	4010
112. KGW	Portland	5010	KSFY-FM	San Francisco	4010
113. WCAU-FM	Philadelphia	4972	163. WDEE	Detroit	3994
114. WGAY-FM+	Washington	4969	164. KIRO	Seattle	3992
115. WDVR-FM	Philadelphia	4929	165. WIBC	Indianapolis	3985
116. WBT	Charlotte	4924	166. WTAE	Pittsburgh	3965
117. WWWE	Cleveland	4913	167. WSHH-FM	Pittsburgh	3938
118. KSTP	Minneapolis	4872	168. WTVN	Columbus	3937
119. KSLQ-FM	St. Louis	4765	169. KOA	Denver	3925
120. KILT	Houston	4745	170. WKRQ-FM	Cincinnati	3904
121. WBMX-FM	Chicago	4731	171. WMJC-FM	Detroit	3896
122. WGR	Buffalo	4715	172. KFOG-FM	San Francisco	3879
123. WMEX	Boston	4683	173. WLYF-FM	Miami	3875
124. WOKY	Milwaukee	4669	174. WBEN	Buffalo	3858
125. KROR-FM	Boston	4659	175. WLIF-FM	Baltimore	3854
126. WPEN	Philadelphia	4642	176. KRBE-FM	Houston	3841
127. WHO	Des Moines	4601	177. KIKK-FM+	Houston	3840
128. WMGK-FM	Philadelphia	4600	178. KLOK	San Jose	3827
129. KYA	San Francisco	4596	179. KWST-FM	Los Angeles	3823
130. KCOZ-FM	Boston	4588	180. WRVR-FM	New York	3799
131. WNIC-FM	Detroit	4572	181. WHB	Kansas City	3794
132. KPOL	Los Angeles	4556	182. KOIT-FM	San Francisco	3787
133. WVON	Chicago	4545	183. WJJD	Chicago	3772
134. KDAY	Los Angeles	4468	184. WABX-FM	Detroit	3756
135. WGCI-FM	Chicago	4464	185. KVI	Seattle	3744
136. WCBM	Baltimore	4400	186. WAKY	Louisville	3711
137. KFAB	Omaha	4377	187. WBCN-FM	Boston	3670
138. WTOP	Washington	4337	188. KRAK	Sacramento	3668
139. WYNY-FM	New York	4317	189. WCAR	Detroit	3652
140. WMMR-FM	Philadelphia	4313	190. WSM	Nashville	3646
141. KTRH	Houston	4298	191. WNCN-FM	New York	3620
142. WISN	Milwaukee	4290	192. WDAS-FM	Philadelphia	3618
143. KPRO	Providence	4288	193. WHAM	Rochester	3589
144. WWJ-FM	Detroit	4287	194. KNEW	Oakland	3588
145. WHAS	Louisville	4270	195. WBLI-FM	New York	3580
146. WGY	Schenectady	4239	WLKW-FM+	Providence	3580
147. KJR	Seattle	4238	197. WFBC-FM	Greenville	3552
148. WXXK-FM	Pittsburgh	4236	198. WGCL-FM	Cleveland	3516
149. WTIK	New Orleans	4226	KIOI-FM	San Francisco	3516
150. WDVE-FM	Pittsburgh	4225	200. WNCI-FM	Columbus	3511

201.	WWSW	Pittsburgh	3509	251.	KENR	Houston	2952
202.	WWWW-FM	Detroit	3489	252.	KPAM-FM+	Portland	2941
203.	KOMA	Oklahoma City	3449	253.	WOMC-FM	Detroit	2923
204.	WSUN	Tampa	3441	254.	WRC	Washington	2920
205.	KPRC	Houston	3438		KSHE-FM	St. Louis	2920
206.	KABL-FM	San Francisco	3414		WPCH-FM	Atlanta	2920
207.	KYND	Houston	3404	257.	WSSH-FM	Boston	2913
208.	WCCO-FM	Minneapolis	3392	258.	WFAA	Dallas-Ft. Worth	2891
209.	WLCY	Tampa	3389	259.	WLPL-FM	Baltimore	2888
210.	WMPS	Memphis	3369	260.	KIOA	Des Moines	2886
211.	WGRD-FM+	Grand Rapids	3351	261.	KHOW	Denver	2875
212.	KIMN	Denver	3328	262.	WLIB	New York	2873
213.	WQAM	Miami	3322	263.	WJMD-FM	Washington	2863
214.	WMJX-FM	Miami	3310	264.	WRVA	Richmond	2862
215.	WNDE	Indianapolis	3288	265.	WAYS	Charlotte	2855
216.	WASH-FM	Washington	3279	266.	WOXI	Atlanta	2848
217.	WLAC	Nashville	3278		WFBQ-FM	Indianapolis	2848
218.	WNOE	New Orleans	3277	268.	WBEN-FM	Buffalo	2843
219.	WERE	Cleveland	3274	269.	WAPE	Jacksonville	2835
220.	WAYL-FM+	Minneapolis	3250	270.	WDRC	Hartford	2833
221.	KSAN-FM	San Francisco	3244	271.	WEEI-FM	Boston	2821
222.	WRAL-FM	Raliegh	3237	272.	KFAC	Los Angeles	2811
223.	WGMS-FM	Washington	3225	273.	KRLY-FM	Houston	2791
224.	WUSL-FM	Philadelphia	3212	274.	WBZ-FM	Boston	2790
225.	WRBQ-FM	Tampa	3197	275.	KBAY-FM	San Jose	2781
226.	WIOQ-FM	Philadelphia	3189	276.	WFLN-FM+	Philadelphia	2776
227.	WDGY	Minneapolis	3170	277.	KLVE-FM	Los Angeles	2765
228.	WHYN	Springfield	3153	278.	WXRT-FM	Chicago	2763
229.	WKRC	Cincinnati	3141	279.	KNUS-FM	Dallas-Ft. Worth	2750
230.	KOIN	Portland	3130	280.	WDIA	Memphis	2738
231.	WHEN	Syracuse	3126	281.	KFJZ-FM	Dallas	2722
232.	WFMT-FM+	Chicago	3093	282.	WGFM-FM	Schenectady	2720
233.	WWWM-FM	Cleveland	3092	283.	WHUD-FM	New York	2719
234.	WHIO	Dayton	3088	284.	KILT-FM	Houston	2712
235.	WINZ	Miami	3079	285.	WCHB	Detroit	2705
236.	WWL	New Orleans	3052		KKYX	San Antonio	2705
237.	WZUU-FM+	Milwaukee	3042	287.	WBNY-FM	Buffalo	2700
238.	WDOK-FM	Cleveland	3029	288.	KUTE-FM	Los Angeles	2696
239.	KFAC-FM	Los Angeles	3026	289.	WRTH	St. Louis	2690
240.	KUPD-FM+	Phoenix	3019		WOXI-FM	Atlanta	2690
241.	KVOO	Tulsa	3016	291.	KOY	Phoenix	2687
242.	KPOL-FM	Los Angeles	3016	292.	WLCY-FM	Tampa	2685
243.	KOGO	San Diego	3013	293.	WWDC	Washington	2686
244.	WEZO-FM	Rochester	3007	294.	WCOL	Columbus	2670
245.	WKYS-FM	Washington	3003	295.	WBBF	Rochester	2658
246.	KCBQ	San Diego	2996	296.	WKSS-FM	Hartford	2657
247.	WNAP-FM	Indianapolis	2984	297.	WCGY-FM	Boston	2656
248.	KRAK	Sacramento	2975	298.	WDAS	Philadelphia	2655
249.	KEZY	Anaheim	2966	299.	WZZP-FM	Cleveland	2654
250.	WKLA-SM	Atlanta	2954	300.	WFBR	Baltimore	2653

301. WAKR	Akron	2637
302. WEZW-FM	Milwaukee	2629
303. WGH	Norfolk	2627
304. WOOD-FM	Grand Rapids	2623
205. WPOC-FM	Baltimore	2615
306. KSL	Salt Lake City	2605
307. KDFC-FM+	San Francisco	2604
308. WPTF	Raleigh	2600
309. WWBA-FM	St. Pete-Tampa	2595
310. WQHI-FM	Louisville	2594
311. KEEL	Shreveport	2592
312. KMJQ-FM	Houston	2582
313. WXTZ-FM	Indianapolis	2581
314. KULF	Houston	2559
315. WIFE	Indianapolis	2557
316. KBNS-FM	Columbus	2556
317. KOAX-FM	Dallas-Ft. Worth	2554
318. KFMB-FM	San Diego	2552
319. KIEV	Los Angeles	2548
320. WIL	St. Louis	2545
321. WJBR-FM	Wilmington	2543
322. WROW	Albany	2541
323. KSCS-FM	Dallas-Ft. Worth	2535
KKUA	Honolulu	2535
325. WWDB-FM	Philadelphia	2523
326. KZEW-FM	Dallas-Ft. Worth	2505

\* Based on 12+ CUME, TSA, Mon-Sun, 6AM - MID



NATIONAL FM SHARES\*

METRO

Apr/May 77	-	44.428%	(7,745,900 of 17,434,700)
Oct/Nov 76	-	43.818%	(6,079,600 of 13,874,800)
Apr/May 76	-	40.886%	(6,882,900 of 16,834,200)

TSA

Apr/May 77	-	45.505%	(10,385,200 of 22,821,900)
Oct/Nov 76	-	43.551%	( 7,781,700 of 17,868,100)
Apr/May 76	-	41.348%	( 9,105,800 of 22,022,300)

ADI

Apr/May 77	-	45.83%	(7,669,900 of 16,736,400)
Oct/Nov 76	-	43.78%	(7,096,200 of 16,208,900)
Apr/May 76	-	42.01%	(6,853,400 of 16,312,900)
Apr/May 76	-	38.91%	(6,229,800 of 16,009,800)

\* Based on Metro, TSA or ADI, 1/4 HR AVG, 12+, Broadcast week.

Note: TSA figures are certainly the least accurate measurement of FM penetration because of overlapping TSA's and other factors. Remember also that not all of the Apr/May markets are resurveyed in Oct/Nov.

ADI RANKINGS -- FM SHARE OF AUDIENCE\*

<u>Rank</u>	<u>Market</u>	<u>A/M 77</u>	<u>O/N 76</u>	<u>A/M 76</u>	<u>A/M 75</u>
1.	Washington	60.19	53.81	55.41	47.81
2.	Norfolk - Newport News	56.51	53.71	55.42	47.81
3.	Houston	55.38	50.28	49.42	47.81
4.	Philadelphia	54.74	51.22	46.28	47.81
5.	Tampa - St. Pete	53.69	50.58	54.42	47.81
6.	Orlando	53.45	49.55	51.53	47.81
7.	Dallas - Fort Worth	52.44	47.82	47.84	47.81
8.	Miami	51.31	50.60	47.91	47.81
9.	Atlanta	50.96	48.37	45.35	47.81
10.	Detroit	50.32	47.62	46.16	47.81
11.	Grand Rapids - Kalamazoo	50.26	44.86	43.52	47.81
12.	Harrisburg - Lancaster - York	49.65	---	47.85	47.81
13.	Columbus	49.24	44.32	44.79	47.81
14.	Indianapolis	47.65	43.06	46.41	47.81
15.	Chicago	47.41	44.02	37.92	47.81
16.	Los Angeles	47.22	46.31	43.03	47.81
17.	Boston	46.62	47.31	47.53	47.81
18.	Cleveland	46.52	49.74	45.41	47.81
19.	Greenville - Spartanburg - Asheville	46.17	---	40.70	47.81
20.	Raleigh - Durham	45.69	49.28	---	47.81
21.	Hartford - New Haven	45.48	43.93	44.85	47.81
22.	Cincinnati	45.45	46.27	41.71	47.81
23.	New Orleans	45.05	42.93	41.44	47.81
24.	Phoenix	44.34	48.03	45.71	47.81
25.	Providence	44.20	45.72	41.71	47.81
26.	New York	44.16	43.29	43.21	47.81
27.	Dayton	44.02	42.74	35.54	47.81
28.	Buffalo	43.95	39.94	40.53	47.81
29.	Baltimore	43.91	42.97	37.57	47.81
30.	San Diego	43.48	43.93	42.70	47.81
31.	San Francisco	43.29	40.02	37.87	47.81
32.	Charlotte	43.03	44.54	41.02	47.81
33.	Oklahoma City	42.64	37.00	36.91	47.81
34.	Pittsburgh	42.35	38.29	37.04	47.81
35.	Sacramento	42.28	35.04	34.91	47.81
36.	Denver	41.93	38.58	37.75	47.81
37.	Kansas City	41.73	45.33	46.05	47.81
38.	Louisville	41.49	37.96	31.03	47.81
39.	Nashville	41.25	45.60	42.64	47.81
40.	Charleston - Huntington	41.06	---	31.52	47.81
41.	Milwaukee	39.73	45.90	41.21	47.81
42.	St. Louis	38.87	34.74	34.37	47.81
43.	Seattle	38.15	30.00	31.44	47.81
44.	Birmingham	34.43	30.82	---	47.81
45.	Memphis	34.36	32.18	27.45	47.81
46.	Albany - Schenectady - Troy	34.08	34.42	31.85	47.81
47.	Portland	33.89	32.54	32.78	47.81
48.	Northeast Pennsylvania	33.64	---	25.79	47.81
49.	Minneapolis - St. Paul	33.61	32.85	31.85	47.81
50.	San Antonio	28.52	26.54	27.02	47.81
TOP 50 ADI's - FM SHARE		45.83	43.78	42.01	47.81

\* Based on 12+ ADI 1/4 HR AVG, Broadcast Week. Figures represent the percentage of radio listeners listening to FM stations.

MARKETS WITH HIGHEST AND LOWEST PERCENTAGE OF FM LISTENERSHIP \*

(METRO)

<u>Highest%</u>		<u>Lowest %</u>	
Melbourne-Titus-Cocoa	70.43	1. Great Falls	17.65
Lancaster	66.76	2. Honolulu	18.03
West Palm Beach	65.39	3. Mc-Allen-Brownsville	19.42
Ft. Lauderdale	62.13	4. Medford	19.67
Grand Rapids	59.30	5. Asheville	20.79
Columbia, SC	59.15	6. Charleston, WV	22.58
Washington	58.70	7. Corpus Christi	22.65
Lakeland	58.04	8. Chattanooga	23.06
York	56.85	9. Johnson City-King-Bristol	23.21
Dallas-Ft. Worth	56.49	10. Duluth	23.34
Norfolk	56.42	11. Eugene	23.94
Houston	56.36	12. Tucson	24.20
Wilmington	56.20	13. Billings	25.21
Lansing	55.94	14. Montgomery	25.28
Daytona Beach	54.41	15. Fargo	25.34
Philadelphia	53.87	16. Shreveport	25.35
Tampa-St. Pete	53.19	17. Anchorage	25.95
Oklahoma City	53.09	18. Sioux Falls	25.96
Erie	53.00	19. Waterloo	27.10
Cleveland	51.64	20. Huntsville	27.42
South Bend	51.02	21. Modesto	28.24
Portland, Maine	51.02	22. Birmingham	28.63
Savannah	50.89	23. Stockton	28.90
Binghamton	50.73	24. Altoona	29.03
Tallahassee	50.66	25. Charlotte	29.21

\*Percentage shows FM's share of total listening, 12+ Metro, 1/4 HR AVG, Broadcast Week. The Metro figures more accurately reflect FM listenership than do the TSA figures which follow.

MARKETS WITH HIGHEST AND LOWEST PERCENTAGE OF FM LISTENERSHIP\*

(TSA)

Highest

1. Melbourne-Titus-Cocoa	70.43	1. Great Falls	13.48
2. Portland, Ma	70.31	2. Honolulu	17.70
3. Lancaster	69.82	3. Medford	18.18
4. Grand Rapids	66.33	4. Fargo	19.45
5. West Palm Beach	65.81	5. McAllen-Brownsville	19.74
6. Columbia, SC	65.76	6. Sioux Falls	19.81
7. Savannah	62.27	7. Billings	20.51
8. Ft. Lauderdale	62.03	8. Corpus Christi	21.91
9. Washington	61.61	9. Montgomery	21.92
10. Mobile	59.73	10. Waterloo	22.52
11. Wilmington	59.39	11. Anchorage	23.15
12. Manchester	59.07	12. Modesto	23.47
13. Orlando	58.80	13. Eugene	23.70
14. Lakeland	58.38	14. Tucson	24.40
15. Roanoke	58.26	15. Duluth	24.80
16. Tallahassee	57.69	16. Bakersfield	25.21
17. Norfolk	57.25	17. Amarillo	26.51
18. Philadelphia	56.71	18. Johnson City-Kings-Bristol	26.55
19. York	56.60	19. Omaha	26.80
20. Miami	56.58	20. San Antonio	27.75
21. Houston	55.95	21. Fort Wayne	28.57
22. Hartford	55.69	22. Stockton	28.71
Erie	55.69	23. Rockford	29.47
24. Worcester	55.50	24. Peoria	29.51
25. Tampa-St. Pete	54.95	25. Charleston, WV	29.95

\* See footnote on previous. Remember that the metro table is a more accurate reflection of FM penetration.

THE 50 LEADING STATIONS - 12+ METRO SHARE\*

1. WJBC	Bloomington	45.7	31. KLAZ-FM	Little Rock	22.0
2. WWNC	Asheville	41.5	32. WSRS-FM	Worcester	21.9
3. KWWL	Waterloo	36.5	33. WDAY	Fargo	21.8
4. WIKY-FM+	Evansville	36.4	WCKS-FM	Cocoa	21.8
5. KGBT	Harlingen	31.9	35. KOKA	Shreveport	21.7
6. WMT	Cedar Rapids	30.0	36. KRGV	Weslaco, TX	21.5
7. WHHY	Montgomery	29.1	37. WOWO	Ft. Wayne	21.4
8. KYJC	Medford	28.9	38. KSOO	Sioux Falls	21.1
9. KMON	Great Falls	28.6	39. WISE	Asheville	21.0
10. KOOK	Billings	28.0	WGLF-FM	Tallahassee	21.0
11. WCCO	Minneapolis	27.9	41. WSB	Atlanta	20.9
12. WBBQ-FM+	Augusta	27.2	42. WKAZ	Charleston, WV	20.8
13. KDKA	Pittsburgh	27.0	43. WWCK-FM	Erie	20.6
14. WTIC	Hartford	26.6	44. KRMG	Tulsa	20.4
15. KTDY-FM	Lafayette	26.5	45. KFIV	Modesto	20.3
16. KMOX	St. Louis	26.4	46. WVAM	Altoona	20.2
17. WGBF	Evansville	26.1	47. KUTI	Yakima	20.2
18. KFGO	Fargo	25.6	48. KAMA+	El Paso	20.2
19. WRVA	Richmond	24.8	49. KDAL	Duluth	20.2
20. WHBC	Canton	23.9	50. WWVA+	Wheeling	20.1
21. WBT	Charlotte	23.6			
WROK	Rockford	23.6			
23. KVOL	Lafayette	23.2			
24. KODI	Great Falls	23.1			
WSJS	Winston-Salem	23.1			
KFAB	Omaha	23.1			
27. KDZA	Pueblo	22.9			
28. WAKR	Akron	22.5			
29. WKEE-FM+	Huntington	22.4			
30. WLVU-FM	Erie	22.1			

\* Based on 1/4 HR Metro Share, 12+, Broadcast Week

+ Denotes simulcast

THE 50 LEADING FM STATIONS - 12+ METRO SHARE\*

1. WIKY+	Evansville	36.4	31. KFMQ	Lincoln	16.0
2. WBBQ+	Augusta	27.2	WJMI	Jackson, MS	16.0
3. KTDY	Lafayette	26.5	33. WRVQ	Richmond	15.8
4. WKEE+	Huntington	22.4	WOOD	Grand Rapids	15.8
5. WLUV	Erie	22.1	35. WJLQ	Pensacola	15.3
6. KLAZ	Little Rock	22.0	KEYN	Wichita	15.3
7. WSRS	Worcester	21.9	37. KOYN	Billings	15.2
8. WCKS	Cocoa	21.8	38. KINT+	El Paso	15.1
9. WGLF	Tallahassee	21.0	WJBQ+	Portland, MA	15.1
10. WCCK	Erie	20.6	WEZN	Bridgeport	15.1
11. WQYT	Binghampton	19.3	WHYN	Springfield	15.1
12. WMEF	Fort Wayne	18.9	KEWT	Sacramento	15.1
13. KLUR	Wichita Falls	18.7	43. KWIC	Beaumont	14.9
14. WLKW+	Providence	18.3	WMAZ	Macon	14.9
15. WVIC+	Lansing	18.0	45. KASE	Austin	14.8
16. WBNQ	Bloomington	17.9	WIOV	Lancaster	14.8
17. WFBC	Greenville	17.8	47. WSLQ	Roanoke	14.7
18. WRBR	South Bend	17.4	48. WABB	Mobile	14.6
19. WPOR+	Portland, Ma	17.0	WLAP	Lexington	14.6
20. KWEN	Tulsa	16.8	WTQR	Winston-Salem	14.6
21. WCGQ	Columbus, GA	16.7			
22. WAKX+	Duluth	16.6			
WEZO	Rochester	16.6			
KHOO	Waco	16.6			
25. KSWT	Topeka	16.4			
26. WKBN	Youngstown	16.3			
27. WDUZ	Green Bay	16.2			
28. WIXX	Green Bay	16.2			
29. WSBA	York	16.1			
KFMW	Waterloo	16.1			

\* Based on 1/4 HR Metro Share, 12+, Broadcast Week

+ Denotes simulcast

MARKETS WITH HIGHEST AND LOWEST APR's\*

<u>Highest</u>		<u>Lowest</u>	
1. Hartford	18.8	1. Memphis	12.0
2. Allen-Beth-Easton	18.5	2. Chattanooga	12.6
Duluth	18.5	3. Waterloo	12.8
4. NE PA	18.4	4. Lincoln	12.9
5. Springfield	18.3	5. Johnson City-Kings-Bris.	13.1
6. Albuquerque	17.8	6. Great Falls	13.3
7. Miami	17.7	Little Rock	13.3
Ft. Lauderdale	17.7	8. Stockton	13.4
9. Providence	17.6	9. Medford	13.5
10. Huntington	17.5	10. Montgomery	13.6
11. Philadelphia	17.3	Charlotte	13.6
San Antonio	17.3	Rockford	13.6
13. Tampa-St. Pete	17.1	Winston-Salem	13.6
Worcester	17.1	14. Amarillo	13.7
15. New York	17.0	15. Beaumont	13.8

Mean APR for all rated Markets:

A/M 77	15.29
A/M 76	15.40
A/M 75	15.74

\* Based on the Average Person Rating, Mon - Sun, 6AM - Midnight, MSA, 12+. The APR shows the average percentage of the 12+ population which is listening to radio.

STATION FORMATS AND FORMAT LISTENERSHIP\*

	<u>AM</u>	<u>FM</u>	<u>Total</u>	<u>%</u>
ROCK/CONTEMP	2,469,000 (368)	3,598,700 (436)	6,067,700 (804)	34.80
BTFL MUSIC	400,800 ( 60)	2,677,400 (314)	3,078,200 (374)	17.66
MOR	2,809,500 (413)	210,500 ( 90)	3,020,000 (503)	17.32
COUNTRY	1,236,200 (305)	388,900 (130)	1,625,100 (435)	9.32
NEWS/INFO/TALK	1,591,500 ( 97)	22,600 ( 6)	1,614,100 (103)	9.26
BLACK	668,600 (107)	435,500 ( 43)	1,104,100 (150)	6.33
SPANISH	279,100 ( 31)	47,900 ( 6)	327,000 ( 37)	1.88
CLASSICAL	44,800 ( 11)	185,700 ( 31)	227,500 ( 42)	1.31
RELIGION	95,800 ( 77)	59,100 ( 50)	154,900 (127)	0.89
UNKNOWN	38,500 ( 27)	26,100 ( 22)	64,600 ( 49)	0.37
JAZZ	1,700 ( 1)	52,100 ( 8)	53,800 ( 9)	0.31
OTHER ETHNIC	29,500 ( 5)	19,600 ( 5)	49,100 ( 10)	0.28
VARIETY	13,300 ( 14)	8,100 ( 10)	21,400 ( 24)	0.12
BIG BAND	10,500 ( 6)	10,700 ( 3)	21,200 ( 9)	0.12
<b>Total</b>	<b>9,688,800 (1519)</b>	<b>7,745,900 (1154)</b>	<b>17,434,700 (2673)</b>	

\* Based on 12+ Metro, 1/4 Hr Avg, Broadcast Week. Each and every station reported in the Metro is included. Simulcast facilities count as two stations. Figures in parenthesis are the number of stations programming that format.

FORMAT PERCENTAGES - AM and FM BANDS

	<u>AM</u>	<u>FM</u>	<u>Combined</u>
ROCK/CONTEMP	25.48%	46.46%	34.80%
BTFL MUSIC	4.4	34.57	17.66
MOR	30.00	2.72	17.32
COUNTRY	12.76	5.02	9.32
NEWS/INFO/TALK	16.43	0.29	9.26
BLACK	6.90	5.62	6.33
SPANISH	2.88	0.62	1.88
CLASSICAL	0.46	2.40	1.31
RELIGION	0.99	0.76	0.89
UNKNOWN	0.40	0.34	0.37
JAZZ	0.02	0.67	0.31
OTHER ETHNIC	0.30	0.25	0.28
VARIETY	0.14	0.11	0.12
BIG BAND	0.11	0.14	0.12



BEST AND WORST MARKETS FOR VARIOUS FORMATS

ROCK/CONTEMP (National Average: 34.80%)

Highest %

Lowest %

1. Lafayette	69.9	1. Greensboro	19.2
2. Akron	60.6	2. Fargo	20.6
3. Manchester	57.2	3. St. Louis	23.2
4. Waterloo	55.0	4. Kansas City	23.7
5. Syracuse	54.0	5. Yakima	24.3
6. Great Falls	52.9	6. Charlotte	24.6
7. Eugene	51.7	7. Flint	24.9
8. Las Vegas	51.6	8. Miami	25.1
9. Allen-Beth-Easton	50.9	9. Dayton	26.4
10. Green Bay	50.5	Tucson	26.4
11. Oklahoma City	50.1	11. Beaumont	26.7
12. Springfield	48.0	Winston-Salem	26.7
13. Nashville	47.7	13. Lakeland	27.1
14. Lansing	47.5	14. Shreveport	27.9
15. Raleigh-Durham	46.8	15. Wichita	28.4

NOTE: Where possible I used the SRDS description of programming. In many cases (far too many) there is no description of format and I had the most problems trying to categorize MOR and contemporary. Sometimes I had to refer to the demographic breakdown of the station's audience. If a large proportion of the station's audience is under 25 (and very little over 50) then I would label the station as "contemporary". If a large percentage of the audience is over 50 (and very few teens and 18 - 34's) then I called it MOR.

In some markets you will notice extremely low figures for a particular format. For instance Corpus Christi has 0.0% MOR listenership. In these markets the format may be programmed at certain times on certain stations. However, the majority of the time the station is using another format.

BEAUTIFUL MUSIC

(National Average: 17.66%)

<u>Highest %</u>		<u>Lowest %</u>	
1. Tampa-St. Pete	35.8	1. Reno*	0.0
2. West Palm Beach	34.8	2. Wichita Falls*	0.0
3. Lakeland	30.6	3. Evansville **	1.8
4. Allen-Beth-Easton	28.0	4. Bakersfield	2.7
5. Melbourne-Titus-Cocoa	27.6	5. Altoona	3.2
Ft. Lauderdale	27.6	6. Mc-Allen-Brownsville	4.1
7. Wichita	27.5	7. Mobile	5.0
8. Springfield	27.4	8. Birmingham	5.3
9. Austin	27.3	9. Johnson City-Kings-Bristol	5.9
10. Daytona Beach	27.2	10. Macon	7.2
11. Worcester	27.1	11. Duluth	7.4
12. York	26.9	12. Huntsville	8.1
13. Grand Rapids	26.6	13. Great Falls	8.2
14. Anchorage	26.0	14. Sioux Falls	8.7
15. Spokane	25.9	15. Fargo	8.9

\* Reno has one station which plays some "easy listening" music. However, it emphasizes classical and semi-classical music so I classified it as a classical station.

In Wichita Falls there is a station which describes itself as MOR. However, it does play some "beautiful music".

\*\* WIKY in Evansville may be considered by some to be "beautiful music".

COUNTRY

(National Average: 9.32%)

<u>Highest %</u>		<u>Lowest %</u>	
1. Asheville	52.0	1. Springfield	0.8
2. Johnson City-Kings-Bristol	41.8	2. Manchester	1.1
3. Waco	36.6	3. Boston	1.5
4. Wichita Falls	35.4	4. Honolulu	2.3
5. Knoxville	36.1	Philadelphia	2.3
6. Lubbock	36.0	6. New Haven	2.5
7. Terre Haute	34.1	7. Miami	3.4
8. Billings	32.8	8. Hartford	3.4
9. Great Falls	30.1	9. NE PA	3.7
10. Greensboro	28.9	10. New York	3.9
11. Duluth	27.9	11. Erie	4.0
12. Fargo	27.4	12. Ft. Lauderdale	4.3
13. Austin	27.3	13. Detroit	4.4
14. Beaumont	27.2	Augusta	4.4
15. Huntsville	26.8	15. Bridgeport	4.6

MOR

(National Average: 17.32%)

<u>Highest</u>		<u>Lowest</u>	
1. Bloomington	51.9%	1. Corpus Christi	0.0%
2. Evansville	46.1%	2. McAllen-Brownsville	1.2%
3. Fargo	43.2%	3. Little Rock	1.3%
4. Flint	37.2%	4. El Paso	2.0%
5. Yakima	36.8%	5. Asheville	2.5%
6. Minneapolis	36.7%	6. West Palm Beach	2.9%
7. Cincinnati	36.5%	7. Tallahassee	3.3%
Pittsburgh	36.5%	8. Nashville	3.4%
9. Saginaw	36.1%	9. Austin	4.2%
10. Albany	36.0%	10. Columbus, GA	4.7%
11. Harrisburg	35.1%	11. Memphis	4.9%
12. Burlington-Platts	34.9%	12. Dallas-Ft. Worth	5.5%
13. Lincoln	34.0%	13. Akron	5.8%
14. Lexington	33.9%	14. Houston	6.3%
15. Columbus	32.9%	15. Huntsville	6.8%

NOTE: For the following formats only markets with the highest percentage are listed. The reason for this is that many markets do not have any stations using these formats.

NEWS/INFO/TALK

(National Avg: 9.26%)

1. St. Louis	25.8
2. New York	23.1
3. Philadelphia	20.0
4. Youngstown	18.6
5. Topeka	17.8
6. Los Angeles	17.1
7. Sacramento	16.5
8. Des Moines	16.3
San Francisco	16.3
10. Boston	14.5
Houston	14.5
12. Reno	11.8
13. NE PA	11.4
14. Bridgeport	11.1
15. Salinas-Mont	10.4

BLACK

(National Avg: 6.33%)

1. Charleston, SC	35.3
2. Birmingham	34.3
3. Macon	32.7
4. Jackson, MS	30.7
5. Savannah	30.1
6. Memphis	24.5
7. Columbus, GA	23.1
8. Shreveport	22.4
9. Tallahassee	21.9
10. Mobile	21.5
11. New Orleans	19.5
12. Baton Rouge	19.0
13. Norfolk	18.3
14. Montgomery	16.6
15. Little Rock	14.4

RELIGION

(National AVG: 0.89%)

1. Shreveport	9.0
2. Chattanooga	6.9
3. Columbia, SC	6.5
4. Augusta	6.1
5. Lancaster	5.6
6. Huntington	5.4
7. Winston-Salem	4.8
8. Jacksonville	4.6
Eugene	4.6
10. Kalamazoo	4.2
11. Asheville	4.0
12. Boise	3.6
13. Grand Rapids	3.5
Jackson, MS	3.5
15. Albuquerque	3.4
Billings	3.4

CLASSICAL

(National AVG: 1.31%)

1. Washington	4.1
2. San Francisco	3.9
3. Seattle	3.3
4. Portland, O	3.1
San Diego	3.1
6. Denver	3.0
7. Philadelphia	2.7
8. Wilmington	2.6
9. Chicago	2.4
New York	2.4
Milwaukee	2.4
(Reno)	8.8*

SPANISH

(National AVG: 1.88%)

1. McAllen-Browns	43.0
2. Miami	32.6
3. Corpus Christi	29.3
4. El Paso	23.1
5. Tucson	11.6
6. Albuquerque	8.5
7. Pueblo	8.2
8. Modesto	7.4
9. Fresno	5.9
10. Salinas-Mont	5.7
Phoenix	5.7
12. Lubbock	5.0
13. New York	4.9
14. Los Angeles	4.6

\* The station also programs "beautiful music".

Revenue Rank #130  
 Income Rank #252

MONTGOMERY

Revenue: \$1,889,881  
 Income: \$ -51,654

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WHHY	81/29.1	17.7	1. WBAM	92	1. WHHY	66	1. WHHY	1162
2. WXVI	39/14.0	17.0	2. WHHY	86	2. WXVI	31	2. WBAM	1134
3. WBAM	28/10.1	14.3	3. WBIL	66	3. WBAM	27	3. WHHY-FM	738
4. WFMI-FM+	25/9.0	5.3	4. WHHY-FM	40	4. KFMI-FM+	25	4. WXVI	533
5. WREZ-FM	22/7.9	4.7	WXVI	40	5. WREZ-FM	22	5. WBIL	504
6. WHHY-FM	20/7.2	4.7	6. WFMI-FM+	34	6. WHHY-FM	19	6. WKLH-FM	373
7. WCOV	18/6.5	7.7	7. WREZ-FM	24	7. WCOV	18	7. WFMI-FM+	337
8. WMGY	12/4.3	1.3	8. WCOV	18	8. WMGY	12	8. WCOV	310
9. WKLH-FM	10/3.6	7.7	9. WKLH-FM	16	9. WKLH-FM	7	9. WREZ-FM	290
10. WETU	5/1.8	1.3	10. WMGY	10	10. WETU	5	10. WMGY	199

FM SHARE (METRO): 25.28% (67 of 265) (A/M 76: 21.98%)  
 FM SHARE (TSA): 21.92% (96 of 438) (A/M 76: 24.83%)

<u>TEENS</u>		<u>18 - 34</u>		<u>25 - 54</u>		<u>35 - 64</u>		<u>AM TSA DRIVE</u>	
1. WHHY	15	1. WHHY	43	1. WHHY	35	1. WFMI-FM+	17	1. WHHY+	228
2. WXVI	8	2. WXVI	15	2. WBAM	18	WHHY	17	2. WBAM	105
3. WKLH-FM	3	3. WHHY-FM	14	3. WHHY-FM	13	3. WBAM	15	3. WBIL	59

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	86 (2)	20 (1)	106 (3)	40.0
BLACK	44 (3)		44 (3)	16.6
BTFM MUSIC	10 (1)	37 (2)	47 (3)	17.7
MOR	18 (1)	10 (1)	28 (2)	10.6
COUNTRY	28 (1)		28 (1)	10.6
RELIGION	12 (1)		12 (1)	4.5
			265 (13)	

AM STATIONS

WHHY, 1440,	5 KW/1 KW,	CONTEMP	ABC-C,	\$17.25 (Masla), Holt
WXVI, 1600,	1 KW,	BLACK	NBN,	\$20.25 (Howard), Brothers
WBAM, 740,	50 KW (Days),	COUNTRY	IND,	\$13.50 (Buckley)
WCOV, 1170,	10 KW/1 KW,	MOR	NBC,	\$ 7.08 (Pro-Meek), Gay-Bell
WMGY, 800,	1 KW (Days),	RELIGION	ABC-1,	\$ 3.00 ( --- ), McClure
WETU, 1250,	5 KW (Days),	CONTEMP	MBS,	\$ 5.50 (Dora-Clay)
WBIL, 580,	500W (Days),	BLACK	MBN,	\$ 6.25 (Dore) (TUSKEGEE)

FM STATIONS

WFMI-FM+, 98.9,	10 KW @ 155,	BTFM MUS	CBS,	\$ 6.00 (Sav-Gates)
WREZ-FM, 103.3,	28 KW @ 290,	BTFM MUS (Schulke)	IND,	\$10.00 (Tor-Lask)
WHHY-FM, 101.9,	100 KW @ 1050,	ROCK	ABC-C,	\$ 5.00 (Masla), Holt
WKLH-FM, 92.3,	50 KW @ 409,	MOR	ABC-F,	\$ 8.00 (H. R. Stone)

TV STATIONS

WCOV	Montgomery	20	CBS, Gay-Bell	(\$145 - Waltons)
WKAB	Montgomery	32	ABC, Bahakel	(\$170 - Happy Days)
WSFA	Montgomery	12	NBC, Cosmos	(\$400 - Sanford)

NEWSPAPERS

Montgomery Advertiser,  
 Alabama Journal ME 77,613 \$ .64 \$1,597, Multimedia

PDS Market #51  
 DI #31  
 Revenue Rank #31  
 Income Rank #45

NASHVILLE

APR 14.0  
 Revenue: \$7,137,735  
 Income: \$ 400,538

<u>12+ METRO (1/4/SHARE) 1976</u>			<u>12+ TSA</u>		<u>18+ METRO</u>		<u>12+ TSA CUME</u>	
1. WLAC	129/14.5	9.3	1. WLAC	204	1. WLAC	90	1. WSM	3646
2. WKDF-FM	82/9.2	6.7	2. WSM	149	2. WSIX-FM	81	2. WLAC	3278
3. WVOL	82/9.2	6.2	3. WSIX-FM	131	3. WSM	71	3. WSIX-FM	1590
4. WSIX-FM	82/9.2	11.4	4. WSM-FM	108	4. WVOL	68	4. WSM-FM	1454
5. WSM	72/8.1	8.2	5. WKDF-FM	99	5. WSM-FM	61	5. WKDF-FM	1102
6. WSM-FM	65/7.3	5.7	6. WVOL	84	6. WKDF-FM	58	6. WSIX	1060
7. WBYQ-FM	47/5.3	5.0	7. WZEZ-FM	47	7. WZEZ-FM	45	7. WMAK	934
8. WZEZ-FM	46/5.2	3.4	8. WBYQ-FM	47	8. WBYQ-FM	40	8. WBYQ-FM	845
9. WMAK	40/4.5	9.0	9. WMAK	42	9. WLAC-FM	38	9. WVOL	810
10. WLAC-FM	38/4.3	4.9	10. WLAC-FM	41	10. WMAK	36	10. WAKQ-FM	692

12+ FM SHARE (METRO): 45.77% (379 of 828) (A/M 76: 42.49%)  
 12+ FM SHARE (TSA): 46.63% (547 of 1173) (A/M 76: 45.86%)

<u>TEENS</u>	<u>18 - 34</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>AM TSA DRIVE</u>
1. WLAC 39	1. WLAC 57	1. WLAC 50	1. WSIX-FM 56	1. WSM 267
2. WKDF-FM 24	2. WKDF-FM 54	2. WSIX-FM 50	2. WSM 47	2. WLAC 214
3. WVOL 14	3. WVOL 41	3. WSM 41	3. WLAC 28	3. WSIX-FM 196
4. WBYQ-FM 7	4. WSM-FM 33	4. WSM-FM 34	4. WLAC-FM 26	4. WSM-FM 123

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	182 (3)	213 (5)	395 (8)	47.7
COUNTRY	123 (5)	82 (1)	205 (6)	24.8
SOFT MUSIC		84 (2)	84 (2)	10.2
BLUES	82 (1)		82 (1)	9.9
JAZZ	28 (1)		28 (1)	3.4
BIG BAND	27 (1)		27 (1)	3.3
RELIGION	7 (1)		7 (1)	.9
			<u>828 (20)</u>	

NASHVILLE ADI

12+ ADI 1/4

12+ ADI CUME

1. WLAC	204	1. WSM	3567
2. WSM	147	2. WLAC	3285
3. WSIX-FM	131	3. WSIX-FM	1582
4. WSM-FM	107	4. WSM-FM	1453
5. WKDF-FM	99	5. WKDF-FM	1102
6. WVOL	84	6. WSIX	1056
7. WBYQ-FM	47	7. WMAK	934
WZEZ-FM	47	8. WBYQ-FM	845
9. WMAK	42	9. WVOL	810
WAKQ-FM	42	10. WLS	798
11. WGGC-FM	41	11. WAKQ-FM	736
WLAC-FM	41	12. WLAC-FM	676
13. WSIX	37	13. WZEZ-FM	667
14. WHIN-FM	34	14. WKDA	658
WKDA	34	15. WHIN-FM	508

ADI FM SHARE: 41.25% (712 of 1726) (A/M 76: 42.64%)

AM STATIONS

WLAC, 1510, 50 KW,	ROCK	IND, \$41.00 (Blair), Billboard
WSM, 650, 50 KW,	COUNTRY/MOR	NBC, \$63.50 (Christal)
WVOL, 1470, 5 KW/1 KW,	BLACK	ABC-C, \$24.00 (Mc-Guild), Rounsaville
WMAK, 1300, 5 KW,	CONTEMP	IND, \$28.00 (Eastman), Mooney
WSIX, 980, 5 KW,	MOR	ABC-1, \$34.25 (Katz), General Electric
WKDA, 1240, 1 KW/250W,	COUNTRY	CBS, \$11.75 (Tor-Lask)

WLS - See Chicago

FM STATIONS

WSIX-FM, 97.9, 100 KW @ 1110,	COUNTRY	ABC-E, \$32.00 (Katz), Gen. Electric
WSM-FM, 95.5, 100 KW @ 1280,	ROCK	ABC-F, \$30.25 (Christal)
WKDF-FM, 103.3, 100 KW @ 550,	ROCK	IND, \$20.38 (Tor-Lask)
WBYQ-FM, 92.1, 3 KW @ 300,	CONTEMP	IND, \$24.50 (Eastman), Mooney
WZEZ-FM, 92.9, 100 KW @ 547,	BTFL MUS (FM-100)	IND, \$17.00 (Selcom)
WAKQ-FM, 101.1, 100 KW @ 513,	ROCK	IND, \$ 3.00 ( --- ) (RUSSELLVILLE)
WGGC-FM, 95.1, 100 KW @ 385,	COUNTRY	IND, \$ 3.25 ( --- ) (GLASGOW, F)
WLAC-FM, 105.9, 100 KW @ 410,	BTFL MUSIC	IND, \$30.00 (Blair)
WHIN-FM, 104.5, 50 KW @ 1050,	ROCK	IND, \$ 4.25 (Southern) (GALLATIE)

TV STATIONS

WSM	Nashville	4	NBC	(\$915, Sanford)
WNGE	Nashville	2	ABC, Gen. Elec.	(\$600)
WTVF	Nashville	5	CBS	(\$1,200 - Waltons)
WZTV	Nashville	17	IND	(\$ 75 - Star Trek)
WBKO	Bowling Green	13	ABC	(\$ 71)

NEWSPAPERS

Nashville Tennessean	M	127,380
Nashville Banner	E	<u>87,372</u>

214,752                      \$1.51                      \$3,624, Gannett



NETWORK TOTALS

<u>Network</u>	<u># of Stations</u>	<u>Average Persons</u>	<u>Network Share</u>
CBS	126	1,204,900	17.26%
NBC	118	1,104,800	15.83%
ABC Contemp	136	1,028,300	14.73%
ABC Info	122	945,400	13.55%
ABC Entertain	114	885,000	12.68%
Mutual	125	627,200	8.99%
ABC FM	82	545,900	7.82%
National Black	48	338,400	4.85%
Mutual Black	47	299,300	4.29%
	918	6,979,200	100.00%

40.03% of those listening to radio are listening to these 918 network affiliates.

Note: These computations are based on 12+ Metro, 1/4 Hr Avg, Broadcast week. Only stations which have qualified for "Capsule Descriptions" in the individual market report, (Section II), are included/counted. This would include the vast majority of the affiliates, perhaps 95%.

MUSIC SYNDICATORS

This table gives an indication as to how well the leading music programmers are doing. The figures are based on 12+ Metro, 1/4 HR AVG, Broadcast Week.

I am quite confident that I have the complete station lists of all the major programmers with the exception of FM 100 and BPI - both of them refused to send me a list of their clients.

<u>SYNDICATOR</u>	<u>BTFL MUS</u>	<u>MOR</u>	<u>ROCK</u>	<u>SOFT ROCK</u>	<u>COUNTRY</u>	<u>TOTAL</u>	<u>AVG*</u>
Schulke	8488 (65)					8848 (65)	131
Bonneville	5373 (44)	670 (6)		273 (4)		6316 (54)	117
EM	3573 (52)		1206 (25)	250 (10)	106 (4)	5135 (91)	56
FM 100	3364 (36)				193 (1)	3557 (37)	96
Drake-Chen	103 (3)		1392 (39)		665 (19)	2175 (62)+	35
Burk-Abrams			1877 (17)			1877 (17)	110
BPI	276 (4)					276 (4)	69
KalaMusic	224 (8)					224 (8)	28

\* This column shows average listeners per quarter hour

( ) = number of stations using the syndicator

+ Include one station using a Black format

## THE NATIONS LEADING STATION GROUPS

Again I am including my rankings of the nation's leading radio groups. The first table ranks the groups according to the formula I devised last year. However, I am also submitting rankings which are based only on total cume and total 1/4 HR AVG. To qualify for this ranking the radio group must have five (5) stations show up in an Arbitron market report. What follows is an explanation of my formula.

I found myself intrigued by station groups and chains. I tried to come up with a formula which would show the strength of the various groups. I suppose the best way to rank the groups would be by profitability but, of course, I didn't have access to those figures. Thus I had to use the numbers which were available through ARB.

The three criteria I had available for a ranking formula were (1) total listeners to the group's stations, (2) the size of the market in which the group's stations were located, and (3) the station's strength in that market, ie, its rank.

Using those figures I developed a formula and the ranking was calculated as follows: The total listeners (12+, TSA, 1/4 Hour Avg, Broadcast Week) of all of a group's stations are divided by the number of stations in the group. The resulting figure is the STATION AVERAGE. The next step is to find an average market size for the stations in the group. This MARKET AVERAGE is then divided into the STATION AVERAGE. This figure is in turn divided by the RANKING AVERAGE, the average rank of all the stations in the group.

The resulting figure is the STATION INDEX. The STATION INDEX is multiplied by the number of stations in the group with the end result being the most important figure, the GROUP INDEX. To qualify for this ranking a group must have at least five stations show up in an Arbitron book.

Group	Total Listeners	Stations	Station Average	Market Average	Ranking Average	Station Index	Group Index
1. ABC	8775	14	626.8	5.0	8.2	15.289	214.046
2. CBS	7624	14	544.6	5.1	8.4	12.712	177.968
3. Metromedia	4599	12	383.3	4.7	10.0	8.155	97.860
4. RKO	5571	11	506.5	11.0	7.4	6.222	68.442
5. NBC	3148	8	393.5	4.0	14.0	7.027	56.216
6. Westinghouse	5271	9	585.7	16.7	7.1	4.940	44.460
7. Capital Cities	5385	13	414.2	18.1	7.8	2.934	38.142
8. Bonneville	3832	11	348.4	19.7	6.6	2.680	29.480
9. Bartell	1792	6	298.7	13.8	6.7	3.231	19.386
10. Cox	3242	12	270.2	25.8	6.8	1.540	18.480
11. SJR	2046	8	255.8	9.5	11.9	2.263	18.104
12. LIN	1695	8	211.9	16.0	6.3	2.102	16.816
13. Century	1400	5	280.0	5.8	15.4	3.135	15.675
14. Taft	1861	10	186.1	25.8	5.3	1.361	13.610
15. Golden West	<b>1382</b>	5	<b>276.4</b>	<b>18.4</b>	<b>5.6</b>	<b>2.683</b>	<b>13.415</b>
16. Hearst	1325	6	254.8	17.0	6.5	1.998	11.988
17. Fairbanks	1274	5	220.8	17.2	6.2	2.389	11.945
18. Nationwide	1421	7	203.0	24.9	5.0	1.631	11.417
19. Southern	1908	12	159.0	40.3	4.2	.939	11.268
20. Globe	1158	5	231.6	8.6	12.2	2.207	11.035
21. Malrite	1282	7	183.1	23.1	5.3	1.496	10.472
22. Storer	1883	6	313.8	15.7	11.7	1.708	10.248
23. Sudbrink	1205	6	241.0	17.2	7.4	1.894	9.470
24. GE	1623	8	202.9	31.0	5.9	1.109	8.872
25. Sonderling	1726	9	191.8	13.2	15.1	.962	8.658
26. Storz	954	6	159.0	24.5	5.8	1.119	6.714
27. Plough	1464	12	122.0	17.8	13.8	.497	5.964
28. Jefferson-Pil.	992	6	165.3	33.7	6.0	.818	4.908
29. Susquehanna	1540	13	118.5	49.2	6.4	.376	4.888
30. Combined CC	1042	7	148.9	15.3	15.4	.632	4.424
31. Rahall	721	5	144.2	33.8	5.0	.853	4.265
32. Meredith	994	5	198.8	39.6	6.0	.837	4.185
33. Doubleday	753	5	150.6	25.0	7.4	.814	4.070
34. Group One	1002	8	125.3	33.3	7.5	.502	4.016
35. Greater Media	1383	7	197.6	37.9	9.1	.573	4.011
36. Multimedia	1312	12	109.3	102.0	3.3	.325	3.900
37. United	693	6	115.5	12.5	15.0	.616	3.696
38. Swanson	982	8	122.8	47.3	6.0	.433	3.464
39. Kaye-Smith	894	9	99.3	37.4	7.7	.345	3.105
40. Starr	870	8	108.8	27.3	11.9	.335	2.680
41. Covenant	717	6	119.5	46.2	5.8	.446	2.676
42. Guy Gannett	789	6	131.5	87.7	3.5	.428	2.568
43. Mid America	877	9	97.4	83.8	4.4	.265	2.385
44. Communicana	728	7	104.0	72.6	4.4	.326	2.282
45. Rounsaville	660	7	94.3	46.4	7.0	.290	2.030

NOTE: Doubleday - 2 simulcasts  
Fairbanks - 1 simulcast, 1 no-show  
Greater Media - 1 simulcast, 3 suburban, 1 no-show  
Malrite - 1 simulcast, 1 suburban  
Sonderling - 1 simulcast, 1 no-show  
Starr - 1 no-show  
Sudbrink - 1 no-show  
United - 4 no-shows

AMERICA'S LEADING GROUPS - 1/4 HOUR AVERAGES

<u>Group</u>	<u># of Stations</u>	<u>Total</u>	<u>Avg Per Station</u>
1. ABC	14	8775	626.8
2. CBS	14	7624	544.6
3. A&K	11	5572	506.5
4. Capital Cities	13	5385	414.2
5. Westinghouse	9	5271	585.7
6. Metromedia	12	4599	383.3
7. Bonneville	11	3832	348.4
8. Cox	12	3242	270.2
9. NBC	8	3148	393.5
10. SJR	8	2046	255.8
11. Southern	12	1908	159.0
12. Storer	6	1883	313.8
13. Taft	10	1861	186.1
14. Bartell	6	1792	298.7
15. Sonderling	9	1726	191.8
16. Greater Media	10	1718	171.8
17. LIN	8	1695	211.9
18. GE	8	1623	202.9
19. Susquehanna	13	1540	118.5
20. Plough	12	1464	122.0
21. Nationwide	7	1421	203.0
22. Century	5	1400	280.0
23. Golden West	5	1382	276.4
24. Hearst	6	1325	220.8
25. Malrite	8	1312	164.0
Multimedia	12	1312	109.3
27. Fairbanks	5	1274	254.8
28. Sudbrink	5	1205	241.0
29. Globe	5	1158	231.6
30. Combined CC	7	1042	148.9
31. Group One	8	1002	125.3
32. Meredith	5	994	198.8
33. Jeff-Pilot	6	992	165.3
34. Swanson	8	982	122.8
35. Storz	6	954	159.0
36. Kaye-Smith	9	894	99.3
37. Mid America	9	877	97.4
38. Starr	8	870	108.8
39. Booth	10	813	81.3
40. Guy Gannett	6	789	131.5
41. Park	10	775	77.5
42. Doubleday	5	753	150.6
43. Rust	10	747	74.7
44. Communicana	7	728	104.0
45. Rahall	5	721	144.2
46. Covenant	6	717	119.5
47. King	6	695	115.5

<u>Group</u>	<u># of Stations</u>	<u>Total</u>	<u>Avg Per Station</u>
48. United	6	693	115.5
49. Rounsaville	7	660	94.3
50. Hubbard	5	576	115.2
51. Great Trails	7	565	80.7
52. EZ	5	507	101.4
53. Rollins	5	504	100.8
54. Stoner	5	490	51.0
55. Summit	6	483	80.5
56. Regional	6	474	79.0
57. Gaylord	5	469	93.8
58. Buckley	5	453	90.6
59. Beck-Ross	5	428	85.6
60. Bluegrass	5	398	79.6
61. Midcontinent	6	380	63.3
62. Stauffer	6	377	62.8
63. Rust Craft	8	373	46.6
64. McKenna	7	361	51.6
65. Lotus	7	352	44.0
66. McClatchy	7	289	41.3
67. Midwest Family	8	268	33.5
68. Sterling	5	255	51.0
69. Newhouse	5	251	50.2
70. Bahakel	5	200	40.0

AMERICA'S LEADING GROUPS - WEEKLY 12+ CUME\*

<u>GROUP</u>	<u>TOTAL CUME</u>	<u>AVG PER STATION</u>
1. ABC	16,075,100	1,148,200
2. CBS	13,662,400	975,800
3. RKO	10,836,300	985,100
4. Westinghouse	9,886,300	988,600
5. Capital Cities	8,259,200	635,300
6. Metromedia	7,534,600	627,900
7. NBC	6,520,900	815,100
8. Bonneville	5,162,800	499,300
9. Cox	5,040,800	420,000
10. Storer	3,186,000	531,000
11. LIN	3,111,000	388,800
12. SJR	2,987,000	373,300
13. Southern	2,942,700	245,200
14. Sonderling	2,933,100	325,900
15. Bartell	2,896,500	482,700
16. Plough	2,737,700	228,100
17. Taft	2,723,300	272,300
18. GE	2,611,200	326,400
19. Greater Media	2,555,500	255,500
20. Golden West	2,477,500	495,500
21. Nationwide	2,410,800	344,400
22. Storz	2,388,200	398,000
23. Fairbanks	2,222,200	444,400
24. Hearst	2,205,000	367,500
25. Multimedia	2,109,900	175,800
26. Combined Communi	2,085,000	297,800
27. Century	2,040,300	408,000
28. Susquehanna	1,920,500	147,700
29. Malrite	1,881,300	235,100
30. Sudbrink	1,802,600	360,500
31. Meredith	1,761,800	352,300
32. Globe	1,734,300	346,800
33. Starr	1,716,500	214,500
34. Jefferson-Pilot	1,673,700	278,900
35. Kaye-Smith	1,497,000	166,300
36. Swanson	1,477,400	184,600
37. Doubleday	1,473,900	294,700
38. Group One	1,468,100	183,500
39. Mid America	1,377,000	153,000
40. Rahall	1,349,000	269,800*
	*Include - Rust	
	1,389,800	138,500
41. King	1,323,700	220,600
42. Park	1,278,500	127,800
43. Great Trails	1,212,100	173,100
44. Booth	1,199,300	119,900
45. Guy Gannett	1,197,500	199,500
46. United	1,122,200	187,000
47. Gaylord	1,047,300	209,400
48. Covenant	1,039,100	173,100
49. Buckley	1,025,400	205,000
50. Communicana	1,021,800	145,900

Based on 12+ Cume, TSA, Bdcst Week. All of the group's stations which show in an ARB are included.

TABLE #1: REPS AND THEIR NUMBER OF HIGH RANKING STATIONS

	(7) <u>1 - 10</u>	(6) <u>11 - 20</u>	(5) <u>21 - 45</u>	(4) <u>46 - 70</u>	(3) <u>71 - 100</u>	(2) <u>101 - 150</u>	(1) <u>150+</u>
1. Katz	6	6	21	11	15	11	5
2. McGavern-Guild	4	6	13	10	18	15	7
3. Eastman	5	5	15	14	13	8	4
4. Blair	9	5	20	11	9	4	1
5. Torbet-Lasker	4	3	7	9	9	9	8
6. Christal	4	5	8	6	1	-	-
7. Buckley	4	3	-	6	4	5	1
8. Masla	1	2	2	4	1	7	1
9. H. R. Stone	2	1	5	3	1	2	2
10. CBS Spot	8	3	1	1	-	-	-
11. Selcom	-	-	3	1	2	6	1
12. Major Market	2	2	8	-	-	-	-
13. Pro-Meeker	-	0	-	-	6	5	-
14. Radio Ad Reps	4	4	1	-	1	-	-
15. Howard	-	-	2	1	2	5	-
16. ABC	2	1	5	-	1	-	-

Note 1: Figures across top of tables are market rankings. The figures in parenthesis are the maximum number of stations selected in that market size. In some cases I did not select the maximum possible. I only wanted to select those stations (and their reps) which were bunched right at the top of the ratings list.

Note 2: Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. In a few cases TSA and Cume results were considered.

Note 3: Ties were broken by comparing results in largest markets.



TABLE #2: REPS AND THEIR NUMBER ONE STATIONS\*

	<u>1 - 10</u>	<u>11 - 20</u>	<u>21 - 45</u>	<u>46 - 70</u>	<u>70 - 100</u>	<u>101-150</u>	<u>150+</u>	<u>TOTAL</u>
1. Katz	2	1	3	3	5	8	5	27
2. Eastman	1	1	2	5	4	4	4	21
3. Mc-Guild	1	-	-	2	4	8	7	22
4. Torbet-Lask	-	-	2	1	3	3	8	17
5. Blair	2	-	5	2	3	3	1	16
6. Buckley	1	-	-	1	2	3	2	9
7. Christal	-	1	4	3	1	-	-	9
8. Masla	-	-	1	-	-	5	1	7
9. H. R. Stone	-	-	2	1	-	-	2	5
10. Selcom	-	-	-	-	1	2	1	4

\*Generally based on 12+ Metro leader. In some cases TSA was used.

TABLE #3: REPS AND #1 STATIONS, MARKETS 1 - 45

1. Blair	7
2. Katz	6
3. Christal	5
4. Eastman	4
5. Major Market	4
6. Radio Ad Reps	3
7. CBS Spot	2
8. Torbet-Lasker	2
H. R. Stone	2

TABLE #4: REPS AND LEADING STATIONS, MARKETS 1 - 45

1. Blair	34
2. Katz	33
3. Eastman	25
4. McGavren-Guild	23
5. Christal	17
6. Torbet-Lasker	14
7. CBS Spot	12
8. Major Market	12
9. Radio Ad Reps	9
10. ABC	8
H. R. Stone	8

This table shows the CPM's of all Arbitron rated markets. The "audience" column shows the delivery of one spot on the five most highly rated stations in the market. It is based on 12+ TSA, 1/4 HR AVG, Mon-Sun, 6AM-Midnight. Only stations home to the Metro are considered.

The "cost" column shows the total cost involved in buying one spot on each of these same highly rated stations. The rate is based on 18 spots per week spread equally from 6AM to Midnight. The "weekly cost" column shows the cost of a one week, 18 spot flight using the five leading TSA stations.

	<u>Audience</u>	<u>Cost</u>	<u>Weekly Cost</u>	<u>CPM</u>
Akron	447	\$175.75	\$3163	\$3.93
Albany-Schenectady-Troy	788	\$193.75	\$3487	\$2.46
Albuquerque	431	\$102.75	\$1849	\$2.38
Allentown-Beth-Easton	471	\$ 88.50	\$1593	\$1.88
Altoona	211	\$ 54.39	\$ 979	\$2.58
Amarillo	212	\$ 66.00	\$1188	\$3.11
Anaheim	164	\$110.90	\$1996	\$6.76
Anchorage	155	\$ 91.88	\$1654	\$5.93
Appleton-Oshkosh	263	\$ 53.45	\$ 962	\$2.03
Asheville	220	\$ 50.25	\$ 904	\$2.28
Atlanta	1333	\$368.50	\$6633	\$2.76
Augusta, Ga.	298	\$ 78.37	\$1411	\$2.63
Austin, Tx.	373	\$ 90.85	\$1635	\$2.44
Bakersfield	282	\$ 73.13	\$1416	\$2.59
Baltimore	1495	\$281.50	\$5067	\$1.88
Baton Rouge	387	\$ 69.50	\$1251	\$1.80
Beaumont	243	\$ 57.18	\$1029	\$2.35
Billings	137	\$ 37.70	\$ 679	\$2.75
Binghamton	322	\$ 68.25	\$1229	\$2.12
Birmingham	554	\$115.00	\$2070	\$2.08
Bloomington, Il (4 Stations)	119	\$ 48.00	\$ 864	\$4.04
Boise City	233	\$ 40.43	\$ 728	\$1.74
Boston	2881	\$512.00	\$9216	\$1.78
Bridgeport	328	\$ 93.20	\$1678	\$2.84
Buffalo	1196	\$274.50	\$4941	\$2.30
Burlington-Platts. ADI	258	\$ 50.75	\$ 914	\$1.97
Canton	263	\$ 67.93	\$1223	\$2.58
Cedar Rapids	340	\$ 87.25	\$1570	\$2.57
Charleston, SC	347	\$ 93.80	\$1688	\$2.70
Charleston, WV	295	\$106.00	\$1908	\$3.59
Charlotte	921	\$253.50	\$4563	\$2.75
Chattanooga	307	\$ 77.50	\$1395	\$2.52
Chicago	5635	\$723.37	\$13021	\$1.28
Cincinnati	1310	\$254.00	\$4572	\$1.94
Cleveland	1341	\$325.75	\$5864	\$2.43
Colorado Springs	242	\$ 45.88	\$ 826	\$1.90
Columbia, SC	338	\$ 86.25	\$1553	\$2.55
Columbus, GA	271	\$ 60.04	\$1081	\$2.22
Columbus, Ohio	871	\$250.75	\$4514	\$2.88
Corpus Christi	313	\$ 70.83	\$1275	\$2.26
Dallas-Ft. Worth	1861	\$369.50	\$6651	\$1.99
Davenport-RI-Moline	370	\$126.25	\$2273	\$3.41
Dayton	808	\$213.50	\$3843	\$2.64
Daytona Beach	103	\$ 40.70	\$ 733	\$3.95
Denver	865	\$281.75	\$5072	\$3.26

	<u>Audience</u>	<u>Cost</u>	<u>Weekly Cost</u>	<u>CPM</u>
Des Moines	728	\$157.83	\$2841	\$2.18
Detroit	3162	\$502.50	\$9045	\$1.59
Duluth	365	\$ 74.43	\$1340	\$2.04
El Paso	342	\$ 97.75	\$1759	\$2.86
Erie	296	\$ 77.75	\$1400	\$2.63
Eugene-Springfield	264	\$ 55.50	\$ 999	\$2.10
Evansville	377	\$ 95.40	\$1717	\$2.53
Fargo	251	\$ 89.50	\$1611	\$3.57
Flint	351	\$119.00	\$2142	\$3.39
Ft. Lauderdale	873	\$212.00	\$3816	\$2.43
Ft. Wayne	658	\$144.75	\$2606	\$2.20
Fresno	510	\$115.50	\$2081	\$2.27
Grand Rapids	591	\$143.10	\$2576	\$2.42
Great Falls	131	\$ 32.72	\$ 589	\$2.50
Green Bay	260	\$ 69.50	\$1251	\$2.67
Greensboro	332	\$103.50	\$1863	\$3.12
Greenville, SC	666	\$116.75	\$2102	\$1.75
Harrisburg	406	\$102.25	\$1841	\$2.52
Hartford	1338	\$238.30	\$4289	\$1.78
Honolulu	542	\$ 89.10	\$1604	\$1.65
Houston	1298	\$242.50	\$4365	\$1.87
Huntington	425	\$ 94.08	\$1693	\$2.21
Huntsville, AL	238	\$ 50.85	\$ 915	\$2.14
Indianapolis	1018	\$269.75	\$4856	\$2.65
Jackson, MS	450	\$ 86.38	\$1555	\$1.92
Jacksonville	538	\$157.25	\$2831	\$2.92
Johncon City	243	\$ 48.42	\$ 872	\$1.99
Kalamazoo	227	\$ 90.13	\$1622	\$3.97
Kansas City	1267	\$203.50	\$3663	\$1.61
Knoxville	581	\$ 91.50	\$1647	\$1.58
Lafayette, LA	313	\$ 28.00	\$ 504	\$ .90
Lakeland	160	\$ 40.13	\$ 722	\$2.51
Lancaster	207	\$ 60.25	\$1085	\$2.91
Lansing	301	\$ 67.28	\$1211	\$2.24
Las Vegas	236	\$ 63.05	\$1135	\$2.67
Lexington	341	\$ 53.50	\$ 963	\$1.57
Lincoln	140	\$ 68.95	\$1241	\$4.93
Little Rock	565	\$121.25	\$2183	\$2.15
Los Angeles	3777	\$559.10	\$10064	\$1.48
Louisville	809	\$197.00	\$3546	\$2.44
Lubbock	192	\$ 49.25	\$ 887	\$2.57
<del>Macon</del>	<del>302</del>	<del>\$ 52.50</del>	<del>\$ 945</del>	<del>\$1.74</del>
Madison	333	\$ 75.75	\$1364	\$2.28
Manchester	127	\$ 59.50	\$1071	\$4.69
McAllen-Brownsville	367	\$ 73.90	\$1330	\$2.01
Medford	132	\$ 31.49	\$ 567	\$2.39
Melbourne	109	\$ 38.09	\$ 686	\$3.50
Memphis	828	\$267.00	\$4806	\$3.23
Miami	1369	\$294.00	\$5292	\$2.15
Milwaukee	1271	\$239.75	\$4316	\$1.89
Minneapolis-St. Paul	2052	\$310.50	\$5589	\$1.51
Mobile	321	\$ 85.25	\$1535	\$2.66
Modesto	151	\$ 51.50	\$ 927	\$3.41
Montgomery	324	\$ 61.50	\$1107	\$1.90
Nashville	691	\$187.13	\$3368	\$2.71
Nassau-Suffolk	647	\$167.50	\$3015	\$2.59
New Haven (4 Stations)	501	\$137.40	\$2473	\$2.74
New Orleans	712	\$213.87	\$3850	\$3.00
New York	7954	\$698.25	\$12569	\$ .88
Norfolk	703	\$137.75	\$2480	\$1.96
Northeast Pennsylvania	505	\$104.00	\$1872	\$2.06

	<u>Audience</u>	<u>Cost</u>	<u>Weekly Cost</u>	<u>CPM</u>
Oklahoma City	770	\$186.75	\$3362	\$2.43
Omaha	1066	\$165.25	\$2975	\$1.55
Orlando	657	\$122.25	\$2201	\$1.86
Pensacola	256	\$ 82.08	\$1477	\$3.21
Peoria	355	\$116.25	\$2093	\$3.28
Philadelphia	3090	\$516.25	\$9293	\$1.67
Phoenix	756	\$172.75	\$3110	\$2.29
Pittsburgh	2242	\$307.75	\$5540	\$1.37
Portland, ME	371	\$121.25	\$2183	\$3.27
Portland, OR	930	\$188.75	\$3398	\$2.03
Providence	944	\$188.50	\$3393	\$2.00
Pueblo	118	\$ 38.30	\$ 689	\$3.25
Raleigh-Durham	734	\$166.25	\$2993	\$2.27
Reading	209	\$ 76.00	\$1368	\$3.64
Reno	171	\$ 42.63	\$ 767	\$2.49
Richmond	614	\$174.00	\$3132	\$2.83
Roanoke	409	\$ 84.50	\$1521	\$2.07
Rochester, NY	764	\$216.00	\$3888	\$2.83
Rockford	178	\$ 72.50	\$1305	\$4.07
Sacramento	717	\$184.75	\$3326	\$2.58
Saginaw	386	\$ 68.83	\$1235	\$1.78
St. Louis	1886	\$375.50	\$6759	\$1.99
Salinas	225	\$ 43.25	\$ 779	\$1.92
Salt Lake City	596	\$121.50	\$2187	\$2.04
San Antonio	1161	\$213.75	\$3848	\$1.84
San Diego	780	\$160.50	\$2889	\$2.06
San Francisco	2518	\$489.87	\$8818	\$1.95
San Jose	554	\$143.75	\$2588	\$2.60
Savannah	215	\$ 71.55	\$1288	\$3.33
Seattle	1094	\$260.35	\$4686	\$2.38
Shreveport	470	\$ 88.43	\$1592	\$1.88
Sioux Falls, SD	255	\$ 73.00	\$1314	\$2.88
South Bend	332	\$ 64.50	\$1161	\$1.94
Spokane	318	\$100.00	\$1800	\$3.15
Springfield	594	\$118.60	\$2135	\$2.00
Stockton	107	\$ 58.25	\$1049	\$5.44
Syracuse	631	\$163.50	\$2943	\$2.55
Tallahassee	162	\$ 38.63	\$ 695	\$2.35
Tampa-St. Pete	1198	\$201.55	\$3628	\$1.68
Terre Haute	155	\$ 58.10	\$1046	\$3.75
Toledo	549	\$108.25	\$1949	\$1.97
Topeka	324	\$ 83.15	\$1497	\$2.57
Tucson	284	\$ 71.88	\$1294	\$2.53
Tulsa	731	\$137.50	\$2475	\$1.88
Utica-Rome	269	\$ 89.35	\$1608	\$3.32
Waco	229	\$ 53.18	\$ 957	\$2.32
Washington, DC	1811	\$461.75	\$8312	\$2.55
Waterloo-Cedar Falls	236	\$ 69.63	\$1253	\$2.95
West Palm Beach	266	\$101.50	\$1827	\$3.82
Wheeling	310	\$ 91.25	\$1643	\$2.94
Wichita, KS	423	\$ 94.50	\$1701	\$2.23
Wichita Falls, TX	156	\$ 52.55	\$ 946	\$3.37
Wilmington, DE	374	\$ 73.75	\$1328	\$1.97
Winston-Salem	379	\$107.10	\$1928	\$2.83
Worcester	420	\$ 94.75	\$1706	\$2.25
Yakima	153	\$ 32.28	\$ 581	\$2.11
York	482	\$ 93.00	\$1674	\$1.55
Youngstown	515	\$111.25	\$2003	\$2.23

TOTAL AUDIENCE: 11,266,900<sup>1</sup>  
TOTAL WEEKLY COST: \$421,391<sup>2</sup> (\$23,411)  
AVERAGE CPM: \$2.08

1. This is the total exposures gained if one spot was run on each of the top five stations in each market. Total exposures for an 18 spot schedule on each station would be 202,804,200.
  
2. The total cost for an 18 spot schedule on each of the top five stations in each market. The other figure shows the cost of running one spot on each station.

Most Expensive Markets

1. Anaheim*	\$6.76
2. Anchorage	\$5.93
3. Stockton	\$5.44
4. Lincoln	\$4.93
5. Manchester	\$4.67
6. Rockford	\$4.07
7. Bloomington	\$4.04
8. Kalamazoo	\$3.97
9. Daytona Beach	\$3.95
10. Akron	\$3.93
11. West Palm Beach	\$3.82
12. Terre Haute	\$3.75
13. Reading	\$3.64
14. Charleston, WV	\$3.59
15. Fargo	\$3.57

Least Expensive Markets

1. New York	\$ .88
2. Lafayette	\$ .90
3. Chicago	\$1.28
4. Pittsburgh	\$1.37
5. Los Angeles	\$1.48
6. Minneapolis-St. Paul	\$1.51
7. Omaha	\$1.55
8. Lexington	\$1.57
9. Knoxville	\$1.58
10. Detroit	\$1.59
11. Kansas City	\$1.61
12. Honolulu	\$1.65
13. Philadelphia	\$1.67
14. Tampa-St. Pete	\$1.68
15. Macon	\$1.74

\* Orange County Only

STATIONS WHICH APPEAR IN THE ARB'S OF MULTIPLE MARKETS

WLS	16	<u>Chicago</u> , Bloomington, Peoria, Rockford, Davenport, Milwaukee, Indianapolis, Memphis, South Bend, Charleston WV, Kalamazoo, Grand Rapids, Nashville, Madison, Duluth, Terre Haute.
WMAQ	12	<u>Chicago</u> , Bloomington, Peoria, Rockford, Davenport, St. Louis, Milwaukee, Indianapolis, South Bend, Kalamazoo, Grand Rapids, Madison.
WGN	10	<u>Chicago</u> , Bloomington, Peoria, Rockford, Davenport, Milwaukee, South Bend, Grand Rapids- Kalamazoo ADI, Madison, Appleton.
WBBM	9	<u>Chicago</u> , Bloomington, Peoria, Rockford, Davenport, Milwaukee, South Bend, Kalamazoo, Madison.
WJR	9	<u>Detroit</u> , Toledo, Cleveland, Columbus, Fort Wayne, Grand Rapids-Kalamazoo ADI, Lansing, Flint, Saginaw.
CKLW	8	<u>Detroit</u> , Toledo, Cleveland, Dayton, Fort Wayne, Lansing, Flint, Saginaw.
WLW	8	<u>Cincinnati</u> , Dayton, Indianapolis, Columbus, Louisville, Fort Wayne, Charleston, WV, Lexington.
WABC	8	<u>New York</u> , Nassau, Bridgeport, Philadelphia, Allentown, New Haven, NE PA, Burlington.
WBZ	7	<u>Boston</u> , Springfield, Providence, Manchester, Worcester, Portland, Burlington.
KCBS	7	<u>San Francisco</u> , Sacramento, San Jose, Stockton, Modesto, Fresno, Monterrey.
WIFI-FM	7	<u>Philadelphia</u> , Wilmington, Allentown, Reading, Lancaster, NE PA, Harrisburg-York ADI.
KGO	6	<u>San Francisco</u> , Seattle, Portland, San Jose, Medford, Monterrey.
WOR	6	<u>New York</u> , Nassau, Bridgeport, Philadelphia, Allentown, New Haven.
KYW	6	<u>Philadelphia</u> , Wilmington, Allentown, Reading, Harrisburg, Lancaster.

SECTION II

INDIVIDUAL MARKET REPORTS

## DEFINITIONS, CLARIFICATIONS AND COMMENTS

Below I will take one station from an Individual Market Report in Section II and go through the report step-by-step. I'll use the Albany-Schenectady-Troy market and station WGY.

SRDS Market #44  
ADI #42  
Revenue Rank #44  
Income Rank #56

Albany-Schenectady-Troy is the 44th largest market in the nation. The SRDS rankings generally coincide with the government's Standard Metropolitan Statistical Area (SMSA). The ADI rank is, of course, Arbitron's TV market designation. ADI's are listed only if there is an ADI section. There is an ADI section for the top 50 ADI's.

Revenue and income rank are based on the FCC financial reports for 1975 which is the latest data available. The rank is based on all SRDS markets. The figures indicate that the Albany-Schenectady-Troy market is getting its share of revenue (for it's market size) but the markets' income is lagging somewhat behind.

APR 15.8  
Revenue: \$5,373,335  
Income: \$ 314,069

Again, the revenue and income figures are from 1975. The APR is the Average Persons Rating based on 12+, 1/4 HR AVG, Broadcast Week (Mon-Sun, 6AM-Mid). This figure shows the average percentage of the 12+ population which is listening to radio in the market. It is based on the Metro area. This figure can indicate the amount of radio listening in the market.

The number of stations depends upon the size of the market.

1 - 10: 7 stations  
11 - 50: 5 stations  
51 -100: 4 stations  
101+ : 3 stations

### FORMATS

This section lists every format played in the market, the average number of listeners to that format on AM, FM and in total. It's based on AVG 1/4 HR, 12+, Metro, Broadcast Week. Every station which is reported in the Metro is included. The figures in parenthesis are the number of stations programming that format.

### ADI

	<u>12+ ADI 1/4</u>		<u>12+ ADI CUME</u>
1. WGY	208	1. WGY	3778
2. WROW	153	2. WGFM-FM	2649

ADI tables are provided for the top 50 ADI's. The listings are based on Mon-Sun, 6AM-Mid. ADI FM Share figures are calculated the same way as Metro and TSA.



12+ METRO (1/4/SHARE) 1976

1. WGY 150/14.3 15.9
2. WROW 129/12.3 11.7

This section, and all of the sections across the top of the page, are quite simple. All calculations are based on the broadcast week, Mon-Sun, 6AM-Mid. The particular age and survey areas are shown at the top of the column. The 1976 column (15.9 for WGY) shows the April/May 1976 share for the station.

If the station is simulcasting this symbol (+) will appear next to the call letters everywhere in the book. Whether I labeled the simulcasting station as AM or FM depended upon which band received the highest amount of listenership.

The number of stations listed depended upon the size of the market. For markets 1 - 10 there are 15 stations listed; 11 - 30 there are 12 stations listed; for the rest of the markets 10 stations are listed.

FM SHARE (METRO): 37.77% (355 of 940) (A/M 76: 30.68%)

These figures show how well FM radio is doing in the market - at least as far as listenership levels are concerned. To calculate these figures I simply added up the Mon-Sun, 6AM-Mid quarter hour numbers of all listed stations and divided it into the total numbers for the FM stations. Of course, there is listenership to stations that don't qualify for a listing in the ARB for the market but this is usually a small amount.

TEENS      18 - 34      25 - 54      35 - 64      AM TSA DRIVE

The first four columns are based on Mon - Sun, 6AM - Mid, 1/4 HR AVG. All are based on Metro except for AM DRIVE.

## AM STATIONS

WGY, 810, 50 KW, MOR NBC, \$62.25 (Christal), General Electric

WGY's frequency is 810 and it has a full time power of 50 KW. Its format is MOR and its network is NBC. WGY's average spot rate is \$65.25 and it is represented by Christal. WGY's group owner is General Electric.

One of the most difficult problems with this book was to figure out the formats of many stations. SRDS descriptions are usually cryptic at best and laughable at worst. I still feel that the description "programmed primarily for adults" does not provide information. Rather it hides information.

I had the most problems trying to define MOR. Many self-proclaimed MOR stations sound very much like rockers to me. And vice versa. Often I had to refer to the age of the station's audience. If 75% of a station's audience is under 35 then I usually classified it as contemporary. Most of the stations which called themselves "adult contemporary" were labeled as MOR for the purposes of this book.

The spot ratio listed are for a one week schedule on the station. Usually 18 spots per week was the amount considered. The spots are spread evenly throughout the four dayparts from 6AM to Midnight. TAP plans were considered only if the spots could be evenly distributed.

New to the station description this year are the rep firms and network. Some stations list several rep firms and I chose the rep which I assumed handled most of the "national" business.

## FM STATIONS

WGFM-FM, 99.5, 10 KW @ 930, ROCK (TM)

IND, \$31.75 (Christal), Gen. Electric

The FM description differs only in that the height above average terrain is given. WGFM's height is 930 feet.

WGFM uses a music syndicator - in this case TM. Most of the syndicators cooperated and sent me complete lists of their stations. A few (Petero, BPI, FM-100) would not cooperate but I managed to find out most of their stations anyway. My thanks to Drake-Chennault, Bonneville, Schulke Radio Productions and KalaMusic for their complete cooperation.

This year I've listed TV stations and newspapers for the first time. I did so for two reasons. First of all the reader can get an idea of how expensive the other media is in the market. Secondly, one can get a good view of how concentrated the media is under one group ownership.

The TV rate data is based on the highest rate I could find for the station in the SRDS. If I could figure out the program commanding that rate I included it also. The newspaper rate is the open rate according to SRDS. Please note that the rate for many papers includes both the morning and evening editions.